

**The Kodiak Experience:  
An Exit Survey of Visitors  
Using the  
Alaska Marine Highway System**

By

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## **Introduction and Background**

The Kodiak Island Archipelago is located in the Gulf of Alaska that encompasses approximately 5,000 square miles of land. With a population of 13,638, Kodiak's economy depends on natural resources, particularly seafood harvesting and processing. The seafood harvesting and processing provides an estimated 27% of the employment in Kodiak, followed by 18% U.S. Coast Guard, and 18% non-Coast Guard government (KCC, 2005).

The major economic and community development issue in Kodiak is the need for diversification. In the 2005 Kodiak Region Comprehensive Economic Development Strategy, bringing stability to the seafood processing industry is a major priority issue for the region, which includes: value-adding activities, total utilization of fish products and parts; and market development for by-catches and underutilized species (KCC, 2005).

Apart from continuing diversification efforts on seafood harvesting and processing, another economic and community development focus is to "Transform the visitor industry into a significant component of Kodiak region's economy". This includes facilitating tourism-related product development and refinement, and to develop comprehensive market research and marketing plans for the visitor industry (KCC, 2005).

Kodiak's visitor industry is signified by a high level of local ownership. Compared to the rest of Alaska, Kodiak's share of the state's visitor market is relatively low, and the historical pattern of growth has not kept pace with statewide rates. This can be attributed to several factors: one, being a non-road-connected island, Kodiak is more difficult and costly to reach than other state locations. Second, Kodiak does not have adequate tourism-related infrastructure. Third, the largely locally owned visitor-related businesses are undercapitalized. This results in underfunding of Kodiak destination marketing programs (KCC, 2005).

The mentioned constraints to the development of tourism-related business, however, have not deterred local entrepreneurship in Kodiak. Stakeholders are starting to explore the niche market of adventure and eco-tourism related travel. Kodiak businesses presently operate fishing and hunting lodges in remote locations, hunting and fishing guide services, recreational fishing charter services, bear viewing, and kayaking tours. A study conducted by Vogt et. al. (2004) on Kodiak businesses and residents shows that the primary reason for tourist visits are hunting and for fishing. This work is supported by a survey of visitors by air to Kodiak: fishing is the number one motivator to visit Kodiak; second is wildlife (bear) viewing (McDowell Group, 2001). The demographic survey of air travelers to Kodiak also shows that they are predominantly male, single travelers (as oppose to family), and significantly wealthier than other visitors to Alaska. The air travelers' survey to Kodiak also includes satisfaction ratings of the Kodiak experiences, length and reason of stay, and sources of information on Kodiak.

While the above studies shed useful information on visitors to Kodiak, gaps remain before a comprehensive marketing plan can be developed. Information on visitors arriving by the Alaska Marine Highway System and cruise ships is lacking. This is crucial since different market segments may require different marketing strategies in promotion, pricing, and products and services.

## **Objectives**

The overall objective of our work is to assist Kodiak to develop a comprehensive marketing plan and strategy by conducting an exit survey of the Alaska Marine Highway System in Kodiak.

The specific objectives of this study are:

1. To obtain the socioeconomic attributes of visitors to Kodiak using the AMHS.
2. To determine the length of stay and mode of accommodation of the visitors.
3. To elicit the type of activities that visitors participated in during their stay in Kodiak and their satisfaction levels towards such activities.

## **Materials and Methods**

### **Phase 1: Survey Development**

The first part of a survey development is problem identification: determining what information the visitor industry needs to assist in product development and planning a marketing strategy. A draft survey instrument was designed based on previous visitor surveys conducted in Kodiak to ensure compatibility in data gathered. The draft survey was refined by pre-testing on intended subjects. This is done by asking intended survey recipients to fill out the draft survey and to comment on the survey's clarity, ease of understanding, length, and visual aesthetics. The pre-testing phase is conducted to maximize efficiency during data collection and to ensure collection of meaningful data. The working version of the survey is presented in Appendix A.

### **Phase 2: Data Collection**

Data collection was conducted by personal interview. Passengers waiting to exit Kodiak by the AMHS were approached by trained interviewers to ask if they would like to participate in an interview. If permission is granted, a one-on-one interview was conducted, the survey instrument filled out by the interviewers. Two survey interviewers were recruited from Kodiak High School. Surveys were conducted from June 6, 2005 to September 22, 2005, on days that the ferry scheduled to leave before 7:00PM. Since the interviewers were minors, adult supervision was present at all times.

The completed survey was coded and entered into Microsoft Access. The respondent's identity was strictly kept confidential.

### **Phase 3: Data Analysis**

The third phase of this project was data analysis. This phase consists of examining similarities and dissimilarities of the taste and preferences of the respondents' experiences in Kodiak based on different socioeconomic and demographic background.

## **Results**

The AMHS exit survey was administered from June 6 to September 22, 2005. During this period, a total of 301 surveys were completed. Of these, 148 (49.2%) surveys are from visitors to Kodiak, and 153 (50.8%) are from residents of Kodiak or seasonal workers to Kodiak. Since the objective of this work focuses on visitors, only results pertaining to visiting respondents will be presented.

### ***Why are our visitors here?***

Table 1 shows the results of respondents' main purpose of their visit to Kodiak. Of the 148 visitor surveys collected, 9 did not respond to this question. Seventy-three percent (n=102) of the respondents stated that the main purpose for their visit to Kodiak was for vacationing and/or pleasure. This is followed by visiting friends and/or relatives (n=22, 16%), business and pleasure (n=10, 7%), business only (n=4, 3%), and shopping (n=1, 1%). None of the visitors came to Kodiak for other purposes or for the purpose of relocation.

**Table 1. Main Purpose for Trip**

<b>Item</b>	<b>Response</b>	<b>%</b>
Vacationing/Pleasure	102	73%
Visiting Friends/Relatives	22	16%
Business/Pleasure	10	7%
Business Only	4	3%
Shopping	1	1%
Other	0	0%
Relocating	0	0%
Note:	9 did not respond	

### ***Who are our visitors?***

One of the objectives of this work is to obtain some basic socioeconomic information of visitors to Kodiak that use the AMHS. Questions in the survey instrument that pertain to this category are respondent income and education levels, the number of companion travelers traveling with the respondent, visitor origin, and the number of trips respondents have taken to Kodiak.

#### Number of Trips to Kodiak

One hundred visiting respondents (68%) responded that this is their first trip to Kodiak. The remaining 48 returning visitors had visited Kodiak on average of 4.5 times previously, with 2 respondents stating that they had 20 and 24 prior visits to Kodiak respectively.

#### Average Number of Travelers

The number of travelers accompanying the visiting respondent was also solicited. For the entire responding sample of 148 respondents, the average number of travelers for each party that visited Kodiak with AMHS was 2.39 (Table 2). When the sample is broken down into trip purpose, visitors who come to Kodiak for business and pleasure have the largest group size (2.6). This is followed by visitors who come to Kodiak for vacationing and/or pleasure (2.46), visiting friends and/or relatives (2.27), other purposes (2.14), shopping (2), and business only (1.25).

**Table 2. Average Number of Travelers for Each Responding Party**

<b>Category</b>	<b>Avg. Number</b>	<b>Sample Size</b>
Entire Sample	2.39	148
Vacationing/Pleasure	2.46	102
Visiting		
Friends/Relatives	2.27	22
Business/Pleasure	2.6	10
Business Only	1.25	4
Shopping	2	1
Other	2.14	7

### Visitor Origin

The origin of the visitors is grouped into U.S. census regions. A census region map is provided in Appendix B. Results from Table 3 show that the highest number of visitors that visited Kodiak on the ferry are from Alaska (42). This is followed by visitors from the Pacific region (20), Mountain region (15), East North Central Region (13). International visitors and visitors from the West South Central Region each have 11 responses. The remainder of the census regions (e.g. Middle Atlantic) each has less than 10 responses.

**Table 3. Visitor Origin base on Census Regions**

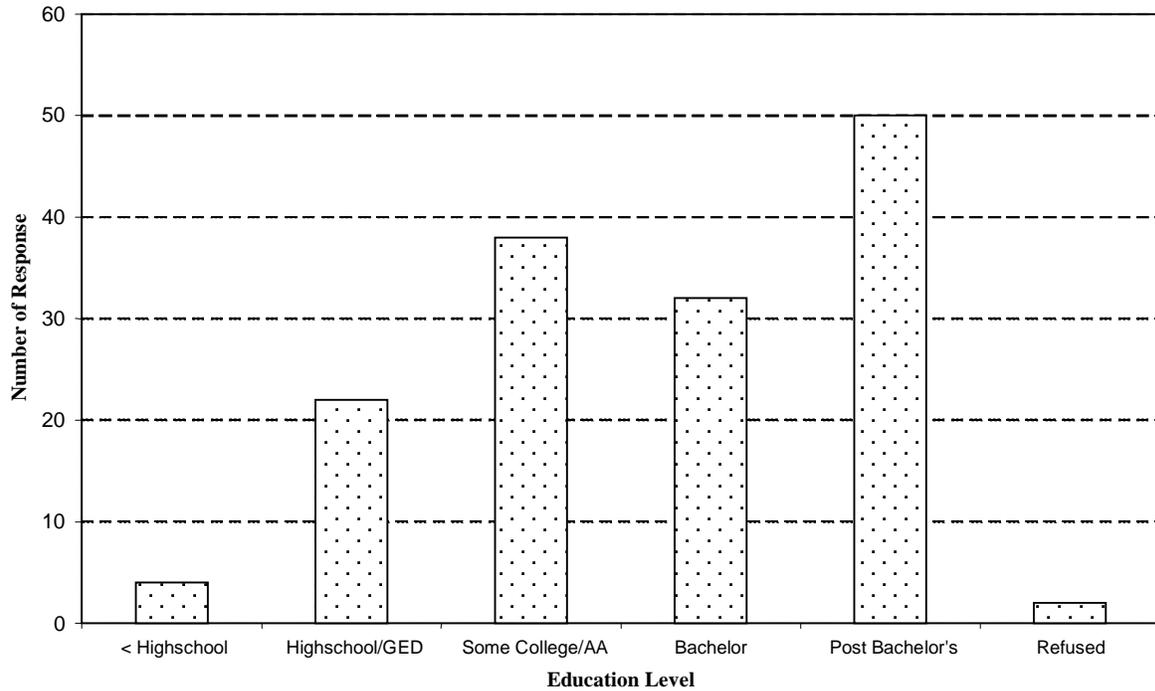
<b>Region</b>	<b>Response</b>
Alaska	42
Pacific	20
Mountain	15
East North Central	13
International	11
West South Central	11
Middle Atlantic	7
South Atlantic	7
East South Central	5
West North Central	3
General USA	2
New England	2
Note:	10 did not respond

### Highest Level of Education

Fifty-five percent (n=82) of total number of respondents have a bachelor's degree and higher. Results from our survey show that visitors to Kodiak using the AMHS are highly educated. Of the 148 respondents, 50 (33.78%) of those have a post graduate degree, that is an education higher than a bachelor's degree (Figure 1). Moreover, 32 (21.62%) of the respondents have a bachelor's degree.

With regards to other educational levels, 25.68% (n=38) have some college or associate degrees, 14.86% (n=22) have high school diplomas or equivalent, and 2.7% (n=4) have less than a high school education. Two (1.35%) respondents refused to answer.

**Figure 1. Respondent's Education Level (N = 148)**



Visitor Total Household Income

Table 4 presents the results of the household income levels of the respondents visiting Kodiak using the AMHS. Results show that 32.43% (n = 48) refused to answer this question, thus making data interpretation and comparison to future studies problematic. Readers are advised that high percent of refusal to answer total income levels, profits, and cost structures in economic surveys is not unusual.

**Table 4. Visitor Approximate Total Household Income**

Income Level	Response	Percent
<\$20,000	10	6.76%
\$20,001 to \$40,000	16	10.81%
\$40,001 to \$60,000	19	12.84%
\$60,001 to \$80,000	23	15.54%
\$80,001 to \$100,000	10	6.76%
>\$100,000	22	14.86%
Refused	48	32.43%

### ***Where did our visitors stay and for how long?***

#### **Number of Nights in Kodiak**

Table 5 presents the summary results of number of nights our visitors stayed in Kodiak. The majority of our visitors using the AMHS stayed in Kodiak between one to five nights (53%, n=78). This is followed by visitors staying between 6 to 10 nights (21%, n=31), and then by visitors staying between 11 to 15 nights (7%, n=10). Six percent (n=9) of the respondents stayed 21 nights and over, while one percent (n=2) of the respondents stayed from 16 to 20 nights.

**Table 5. Number of Nights Staying in Kodiak**

<b>Nights</b>	<b>Responses</b>	<b>%</b>
0	18	12%
1 to 5	78	53%
6 to 10	31	21%
11 to 15	10	7%
16 to 20	2	1%
21 and Over	9	6%
<b>Total</b>	<b>148</b>	<b>100%</b>

Note that twelve percent (n=18) of the respondents did not stay over night in Kodiak. This can be attributed to the ferry schedule visiting Kodiak. During the survey period, there were several 8 hour port calls, enabling transit passengers to visit Kodiak for the day.

#### **Visitor Nights in Lodging Facilities**

The type of lodging facilities and the number of nights stayed in each were elicited from visitors using the AMHS.

Regarding the type of lodging facility, hotel stay has the highest number of responses (n=43, Table 6). This is followed by tent camping (n=26), private residence (n=23), bed and breakfast (n=22), RV camping (n=21), and remote lodge (n=5). Staying on a boat and public use cabin has 2 and 1 responses respectively.

**Table 6. Average Number of Nights in Lodging Facilities**

<b>Lodging Facilities</b>	<b>Responses</b>	<b>Avg. Nights</b>
Bed & Breakfast	22	4.41
Boat	2	47
Camping (RV)	21	6.29
Camping (Tent)	26	5.65
Hotel	<b>43</b>	3.35
Private Residence	23	<b>11.41</b>
Public Use Cabin	1	60
Remote Lodge	5	3

Note: Some visitors stayed in multiple locations

For the average number of nights stayed in each type of lodging facility, private residence garnered the highest average number of nights stayed (11.41). This is followed by RV camping

(6.29), tent camping (5.65), hotel (3.35), and remote lodge (3). Although results show that nights stayed in public use cabins and on-board boats are 60 and 47 nights respectively, there is only one response to public use cabin and two responses for boats.

***Visitor’s Activities and their levels of satisfaction***  
Activity Most Influenced Visitor to Visit

The respondents were asked the main reason why they visited Kodiak. The highest response for this question was salt and freshwater fishing (n=32). This is followed by visiting friends/family and bear viewing/day trip, at 21 responses. Unguided sightseeing garnered the third highest response (n=17), followed by business and layover, with 5 responses each. There are 5 responses each for hiking, photography, and wildlife/marine life viewing. Twenty-five responses were found in other activities such as kayaking, cultural etc. for which each category has less than 5 responses (e.g. 4 responses for Cultural, 1 response for Kayaking etc.) Bear Viewing/Overnight did not garner any responses. Ten respondents did not respond to this question.

**Table 7. One Activity Most Influenced Visitor to Visit**

<b>Item</b>	<b>Responses</b>
Fishing: Salt and Freshwater	32
Visit Friends/Family	21
Bear Viewing/Day Trip	21
Sightseeing (Unguided)	17
Business	6
Layover	6
Hiking	5
Photography	5
Wildlife/Marine life Viewing	5
Other (Less than 5 Responses)	25
Note:	10 did not respond

Visitor Activity, Satisfaction Level, and Average Day Spent on Each Activity

The researchers also wanted to know the specific activities that visitors participated in during their stay in Kodiak and their levels of satisfaction for these activities. The summary results are shown in Table 8 and a more detailed table is presented in Appendix C.

The most popular activity that the visitors participated in was fishing (n=69, 17.38%). This is followed by sightseeing (n=65, 16.37%), hiking (n=54, 13.60%), wildlife viewing (n=53, 13.35%), and cultural activities (n=51, 12.85%).

The respondents were asked to rate their activity satisfaction level from 0 to 5, with 5 being the Most Satisfied, and 0 being Most Dissatisfied. Apart from visiting friends and family which has an average score of 2.5, all average scores for the remaining activities were equal to or greater than 4.10. Specifically, results show that 3 activities garnered a satisfaction level of 5. These are academic/research/education (n=1), biking (n=1), and personal business (n=2). This is followed by photography (4.83, n=12), and bear viewing (4.48, n=29).

**Table 8. Activity-Number/Percent Response, Average Days Spent, and Average Satisfaction Level**

Activity	Response	% Total	Satisfaction	Avg. Days
Academic/Research/Education	1	0.68%	<b>5.00</b>	1.00
Backpacking	15	3.78%	4.33	4.87
Bear Viewing	29	7.00%	<b>4.48</b>	2.76
Biking	1	0.25%	<b>5.00</b>	1.00
Business Personal	2	0.50%	<b>5.00</b>	8.50
Festival/Community Event	6	1.51%	4.17	2.17
Fishing	69	<b>17.38%</b>	4.13	5.20
Hiking	54	<b>13.60%</b>	4.41	3.43
Hunting	5	1.26%	4.6	5.80
Kayaking	4	1.01%	4.25	2.75
Photography	12	3.02%	<b>4.83</b>	6.42
Shopping	17	4.28%	4.06	1.82
Sightseeing	65	<b>16.37%</b>	4.62	2.10
Sporting Event	1	0.25%	5	24.00
Wildlife Viewing	53	<b>13.35%</b>	4.36	2.55
Visit Friends/Family	2	0.50%	2.5	4.00
Cultural Activities	51	<b>12.85%</b>	4.45	1.24
Other Activities	10	2.52%	4.10	8.40

\*Note: 26 responses for Bear Viewing/Day Trip; 3 responses for Bear Viewing/Overnight

Something Expected but Not Found in Kodiak

The researchers wanted to know if there is any way Kodiak can increase their marketing services to ensure a high level of satisfaction for our visitors.

Table 9 present the results of the unfulfilled expectations of the survey respondents. Of the 148 respondents, 45 (30.4%) responded to this question. The highest number of responses pertain to the lack of bears (n=19). This is followed by rain/bad weather (n=6), wildlife (n=4), and fish/fishing (n=3). Interestingly two responses each were noted for not having a larger city and not finding a tighter community and/or friendlier people. Nine responses were noted in other categories (e.g. one response each on cell phone connection, bike rental, crab etc.)

**Table 9. Something Expected but did not Find in Kodiak**

Item	Response
Bears	19
Rain/Bad Weather	6
Wildlife	4
Fish/Fishing	3
Larger City	2
Tighter Community/Friendlier People	2
Other	9
n=45	

### Visitor Overall Satisfaction Level

Visitors to Kodiak via the AMHS were asked to rate their satisfaction level concerning their overall experience in Kodiak. One hundred and forty-three responses were obtained, while 5 did not respond to this question. From 0 to 5, where 0 represents entirely unsatisfactory and 5 denotes highly satisfied, the average score for the survey population was 4.55 (Table 10).

When the sample is broken down into main reasons for visiting Kodiak, business only (n=4) and shopping (n=1) attained an average score of 5. This is followed by visiting friends and/or relatives (4.82, n=22), vacationing and/or pleasure (4.76, n=102), and business and pleasure (4.4, n=10). Visitors that came to Kodiak for other purposes had an average score of 4 (n=7).

**Table 10. Satisfaction Levels of Visitors' Stay**

<b>Category</b>	<b>Avg. Score</b>	<b>Sample Size</b>
Entire Sample	4.55	148
Vacationing/Pleasure	4.76	102
Visiting Friends/Relatives	4.82	22
Business/Pleasure	4.4	10
Business Only	5	4
Shopping	5	1
Other	4	7
Note:	5 did not response	

### *How much did they spend here?*

The survey administrators were instructed to explain to the respondents that the spending levels should represent money spent in Kodiak, i.e. the amount paid to travel to and from Kodiak should be not included. Results from Table 11 show that the majority of the visitors spent between \$1 to \$1000 during their visit to Kodiak (n=98, 66.22%). This is followed by visitor spending \$1000.01 to \$2000 (n=19, 12.84%), and \$2000.01 to \$3000 (n=10, 6.76%). Two responses (1.35%) were from two spending levels, \$3000.01 to \$4000, and more than \$5000. One respondent reported a spending level between \$4000.01 to \$5000.

**Table 11. Visitor's Spending in Kodiak**

<b>Spending</b>	<b>Response</b>	<b>Percent</b>
\$1 to \$1000	98	66.22%
\$1000.01 to \$2000	19	12.84%
\$2000.01 to \$3000	10	6.76%
\$3000.01 to \$4000	2	1.35%
\$4000.01 to \$5000	1	0.68%
More than \$5000	2	1.35%
Not Sure/Refused	16	10.81%

## Summary

The objectives are three-fold: one, to assist Kodiak to developing a comprehensive marketing plan for the visitor industry; two, to collect baseline socioeconomic data, activities visitors participated in, and their satisfaction levels with those activities for further research; third, to provide tourism business and marketing insights for Kodiak stakeholders and policy makers. In this study, we conducted an exit survey of visitors using the Alaska Marine Highway System. A total of 148 surveys were collected and analyzed, based on the questions presented in Appendix A.

The trip purpose for the vast majority (73%) of visitors to Kodiak between June and September of 2006 are for vacationing and pleasure. Visiting friends and/or relatives remains a distant second of 16%. More than half (68%) of the survey respondents stated that this was their first trip to Kodiak. The remaining 32% who had visited Kodiak before had been to the island an average of 4.5 times. The average number of travelers for each responding party is 2.39.

Most of the respondents who answered our survey are highly educated. Fifty-five percent of the respondents have a bachelor's degree or higher. Based on census region designated by the U.S. Census Bureau, Alaskans are the number one visitors to Kodiak, with 42 responses. This is followed by Pacific and Mountain region with 20 and 15 responses respectively. Almost one-third of our respondents refused to share their total household income levels, which renders the data suspect and thus will not be included in this discussion.

A set of questions was prepared to obtain information on where our visitors stayed and how long they stayed while they were in Kodiak. The majority (53%) of our visitors stayed 1 to 5 nights. With respect to facilities that the visitors stayed, Hotel (n=43) has the highest number of responses.

For the average number of nights stayed in each type of lodging facility, private residence has the highest average number of nights stayed (11.41). This is followed by RV camping (6.29) and tent camping (5.65). When the average number of nights stayed in each type of lodging facility is correlated with trip purpose, most visitors (63.63%) that responded in the private residence category came to Kodiak to visit friends and/or relatives. For the RV camping and tent camping categories, 90.48% and 80.8% of visitors that responded to these categories came to Kodiak for vacationing/pleasure.

We were also interested in visitor activities and their corresponding levels of satisfaction. One of the questions posed is "What is the one activity that most influenced you to visit Kodiak". Results show that salt water and freshwater fishing had the highest response, followed by visiting friends and family, bear viewing (day trip), and unguided sightseeing. Our results correspond to the results of an exit survey of air travelers out of Kodiak conducted by the MacDowell Group (2001). With a time-frame difference of 5 years and different mode of transportation (air versus ferry), it is significant that both groups of visitors had the same perception of Kodiak in terms of activities "to do" or "reasons to visit", i.e. fishing, visit friends and family, bear viewing, and sight seeing respectively.

We then asked the respondents to list what activities they participated in, and the satisfaction level for each activity. The five most participated in activities in descending order are fishing (n= 69), sightseeing (n=65), hiking (n=54), wildlife viewing (n=53), and cultural activities (n=51).

Regarding the satisfaction levels of the activities participated in by the respondents, all activities except visiting friends/family have a score of 4 or higher, with 0 being most dissatisfied, and 5 being most satisfied. Thus overall, our visitors who travel with the AMHS are happy and content with all activities participated in, whether an outdoors excursion, shopping, and/or going to museum.

We asked visitors if there was something they expected about Kodiak , but did not find. Out of 148 responses, 103 (69.6%) stated “No” while 45 (30.4%) responded. Approximately 13% of our respondents stated that they expected to see more bears. This result also corresponded to the McDowell (2001) air traveler exit survey. McDowell (2001) also cited that 13% of their respondents wanted “more bears”.

Finally, we elicited the overall satisfaction level of the visitors to Kodiak. Our findings were very similar to that of McDowell’s (2001) findings. While our average satisfaction level for the overall Kodiak experience is 4.55 (highly satisfied), McDowell’s (2001) score was 4.5.

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**Appendix A**

**Kodiak Alaska Marine Highway Exit Survey – Surveyor Edition**

Date \_\_\_\_\_ Time \_\_\_\_\_

**1. Are you a: Resident, seasonal resident, seasonal worker or visitor in Kodiak?**

Visitor \_\_\_\_\_ Resident or Seasonal Worker \_\_\_\_\_

**If Kodiak Resident, go to Page 5.**

**If Visitor, continue to question No. 2.**

**2. What was the main purpose for this trip?**

\_\_\_\_ Visiting Friends and Relatives                      Other \_\_\_\_\_  
\_\_\_\_ Vacationing/Pleasure  
\_\_\_\_ Business/Pleasure  
\_\_\_\_ Business only  
\_\_\_\_ Shopping  
\_\_\_\_ Relocating  
    If relocating, Why? \_\_\_\_\_

**3. What type of transportation did you use to enter Kodiak?**

\_\_\_\_ Air      \_\_\_\_ Cruise Ship      \_\_\_\_ AMHS (ferry)      \_\_\_\_ Other \_\_\_\_\_

**4. Is this your first trip to Kodiak?** \_\_\_\_ Yes (Skip to Question 7)      \_\_\_\_ No

**5. Before this trip, how many other trips to Kodiak have you made?** \_\_\_\_\_

**6. What type of transportation did you use to Enter and Exit Kodiak on your last visit?**

A. Enter Kodiak: \_\_\_\_ Airlines      \_\_\_\_ AMHS (Ferry)      \_\_\_\_ Other \_\_\_\_\_

B. Exit Kodiak: \_\_\_\_ Airlines      \_\_\_\_ AMHS (Ferry)      \_\_\_\_ Other \_\_\_\_\_

**7. How many nights did you stay in Kodiak on this trip?** \_\_\_\_\_ nights

**8. Where in Kodiak did you stay each night? Number of nights in each lodging facility:**

Hotel \_\_\_\_\_ B & B \_\_\_\_\_

Camping (Tent) \_\_\_\_\_ Camping (RV/Car/Camper) \_\_\_\_\_

Public Use Cabin \_\_\_\_\_ Boat \_\_\_\_\_

Private Resident \_\_\_\_\_ Remote Lodge \_\_\_\_\_

	<b>9. The <u>ONE</u> Activity most influenced you to visit Kodiak is:</b>	<b>10. What activities did you do while here in Kodiak?</b>	<b>11. How many days did you participate in each activity?</b>	<b>12. On a scale from 0 to 5, with 5 being MOST SATISFIED, and 0 being MOST DISSATISFIED, please rate the activities you participated in.</b>
Academic/Research/Education				
Backpacking/camping Guided				
Backpacking Camping Unguided				
Bear Viewing/Day Trip				
Bear Viewing/Overnight				
Biking				
Bird Watching				
Business (B/P enter work related days)				
Business Personal				
Dinner Cruises				
Festival/Community Event				
Fishing Freshwater Guided				
Fishing Freshwater Unguided				
Fishing Salt Water Guided				
Fishing Salt Water Unguided				
Flightseeing (Small Plane)				
Hiking Guided				
Hiking Unguided				
Hunting				
Kayaking				
Nature Walks				
Photography				
Rafting				
Shopping				
Sightseeing (Guided)				
Sightseeing (Unguided)				
Sporting Event				
Wildlife/Marinelife Viewing (Charter)				
Wildlife/Marinelife Viewing (From road)				
Wildlife/Marinelife Viewing (Off-road)				
Visit Friends/Family				
Cultural (Historic)				
Cultural (Fishing)				
Cultural (Museum)				
Other (Specify)				
Other (Specify)				

**13. Is there something you expected about Kodiak that you did not find here?**

Yes \_\_\_\_\_ If Yes, what is it? \_\_\_\_\_

No \_\_\_\_\_

**14. Why did you choose the Alaska Marine Highway System to leave the island?**

\_\_\_\_\_

**15. Are you taking a vehicle?**

Yes \_\_\_\_\_

No \_\_\_\_\_

**16. On a scale from 0 to 5, with 5 being MOST REASONABLE, and 0 being MOST UNREASONABLE, what is your opinion on the PRICE you paid for the ferry from Kodiak to your next destination?**

Most Reasonable

5

4

3

2

1

Most Unreasonable

0

**17. Where is your final destination?** \_\_\_\_\_

**18. Did you get a stateroom?**

Yes \_\_\_\_\_

No \_\_\_\_\_ If not, would you get one if one had been available? Yes \_\_\_\_\_

No \_\_\_\_\_

**19. Please rate your overall Kodiak experience on a scale from 0 to 5, with 5 being MOST SATISFIED, and 0 being MOST DISSATISFIED.**

Most Satisfied

5

4

3

2

1

Most Dissatisfied

0

**20. Including yourself, how many travelers are in your group?** \_\_\_\_\_

**21. What are the ages and gender (male/female) of everyone traveling in your party?**

a. Age \_\_\_\_\_ Gender \_\_\_\_\_

d. Age \_\_\_\_\_ Gender \_\_\_\_\_

b. Age \_\_\_\_\_ Gender \_\_\_\_\_

e. Age \_\_\_\_\_ Gender \_\_\_\_\_

c. Age \_\_\_\_\_ Gender \_\_\_\_\_

f. Age \_\_\_\_\_ Gender \_\_\_\_\_

**22. You are visiting from (state or country)** \_\_\_\_\_

**23. Your ZIP code or postal code is** \_\_\_\_\_

**24. Approximately how much did your traveling party spend here in Kodiak?**

Spending \$ \_\_\_\_\_ Not Sure \_\_\_\_\_ Refused \_\_\_\_\_

**25. What is the highest level of education you have completed? (1 response only)**

_____ Less than high school	_____ Vocational certificate	_____ Doctorate (PhD)
_____ Some high school	_____ Associate Degree (AA)	_____ Other _____
_____ High school diploma/GED	_____ Bachelor's Degree	_____ _____
_____ Some college/tech training	_____ Masters/LCD/Medical Degree	_____ Refused

**26. Your total household income is approximately:**

<b>Less than \$20,000</b> _____	<b>\$20,001 to \$40,000</b> _____
<b>\$40,001 to \$60,000</b> _____	<b>\$60,001 to \$80,000</b> _____
<b>\$80,001 to \$100,000</b> _____	<b>More than \$100,000</b> _____
<b>Refused</b> _____	



**10. What is the highest level of education you have completed? (1 response only)**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Less than high school      | <input type="checkbox"/> Vocational certificate     | <input type="checkbox"/> Doctorate (PhD) |
| <input type="checkbox"/> Some high school           | <input type="checkbox"/> Associate Degree (AA)      | <input type="checkbox"/> Other _____     |
| <input type="checkbox"/> High school diploma/GED    | <input type="checkbox"/> Bachelor's Degree          |  |
| <input type="checkbox"/> Some college/tech training | <input type="checkbox"/> Masters/LCD/Medical Degree | <input type="checkbox"/> Refused         |

**11. Your total household income is approximately:**

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| <b>Less than \$20,000</b> _____    | <b>\$20,001 to \$40,000</b> _____ |
| <b>\$40,001 to \$60,000</b> _____  | <b>\$60,001 to \$80,000</b> _____ |
| <b>\$80,001 to \$100,000</b> _____ | <b>More than \$100,000</b> _____  |
| <b>Refused</b> _____               |                                   |

## **Appendix B**

### **U.S. Census Regions and Divisions**

**MAP will be inserted here**

## Appendix C

### **Detailed Table for the Number of Responses, Average Days Spent and Average Satisfaction Level of Activities Participated in Kodiak**

As mentioned in the text, Table 8 is a summary table of the activities participated in Kodiak. For instance guided hiking, unguided hiking, and nature walks are combined into a general category designated as hiking; bear viewing/day trip and bear viewing/overnight are combined into the category known as bear viewing. The following activities are combined into various general categories:

- Backpacking/camping guided and backpacking unguided are combined into backpacking.
- Bear viewing/day trip and bear viewing/overnight are combined into bear viewing.
- Bird watching, wildlife/marine viewing (charter), wildlife/marine viewing (from road), and wildlife/marine viewing (off-road) are combined into wildlife viewing.
- Fishing freshwater guided, fishing freshwater unguided, fishing salt water guided, and fishing saltwater unguided are combined into fishing.
- Guided hiking, unguided hiking, and nature walks are combined into hiking.
- Sightseeing guided and sightseeing unguided are combined into sightseeing.
- Cultural (Historic), Cultural (Fishing), and Cultural (Museum) are combined into cultural.
- Other: 4-wheeling, Other: berry picking, Other: golf, and Other: surf are combined into a category known as other.

The detailed table is presented on the next page.

**Activity-Number/Percent Response, Average Days Spent, and Average Satisfaction Level**

<b>Activity</b>	<b>Response</b>	<b>% Total</b>	<b>Satisfaction</b>	<b>Avg. Days</b>
Academic/Research/Education	1	0.25%	5	1.00
Backpacking/camping Guided	0	0.00%	NA	0.00
Backpacking Camping Unguided	15	3.78%	4.33	4.87
Bear Viewing/Day Trip	26	6.55%	4.42	2.92
Bear Viewing/Overnight	3	0.76%	5	1.33
Biking	1	0.25%	5	1.00
Bird Watching	5	1.26%	3.8	1.60
Business (B/P enter work related days)	0	0.00%	NA	0.00
Business Personal	2	0.50%	5	8.50
Dinner Cruises	0	0.00%	NA	0.00
Festival/Community Event	6	1.51%	4.17	2.17
Fishing Freshwater Guided	9	2.27%	4.56	2.78
Fishing Freshwater Unguided	29	7.30%	4	4.10
Fishing Salt Water Guided	13	3.27%	4.38	4.77
Fishing Salt Water Unguided	18	4.53%	3.94	8.50
Flightseeing (Small Plane)	0	0.00%	NA	0.00
Hiking Guided	7	1.76%	4.29	2.29
Hiking Unguided	35	8.82%	4.4	4.06
Hunting	5	1.26%	4.6	5.80
Kayaking	4	1.01%	4.25	2.75
Nature Walks	12	3.02%	4.5	2.25
Photography	12	3.02%	4.83	6.42
Rafting	0	0.00%	NA	0.00
Shopping	17	4.28%	4.06	1.82
Sightseeing (Guided)	15	3.78%	4.6	2.87
Sightseeing (Unguided)	50	12.59%	4.62	3.34
Sporting Event	1	0.25%	5	24.00
Wildlife/Marineline Viewing (Charter)	1	0.25%	5	1.00
Wildlife/Marineline Viewing (From road)	21	5.29%	4.05	2.48
Wildlife/Marineline Viewing (Off-road)	26	6.55%	4.69	2.85
Visit Friends/Family	2	0.50%	2.5	4.00
Cultural (Historic)	17	4.28%	4.65	1.24
Cultural (Fishing)	1	0.25%	5	2.00
Cultural (Museum)	33	8.31%	4.33	1.21
Other: 4-wheeling	1	0.25%	5	9.00
Other: Berry Picking	3	0.76%	4.67	7.00
Other: golf	3	0.76%	3.67	1.67
Other: Surf	3	0.76%	3.67	16.33