



# **National Park Service Comprehensive Survey of the American Public**

*2008–2009*

## **Alaska Region Report**

Natural Resource Report NPS/NRSS/SSD/NRR—2013/688



---

# **National Park Service Comprehensive Survey of the American Public**

*2008–2009*

## **Alaska Region Report**

Natural Resource Report NPS/NRSS/SSD/NRR—2013/688

Wyoming Survey & Analysis Center  
University of Wyoming  
Laramie, Wyoming

July 2013

U.S. Department of the Interior  
National Park Service  
Natural Resource Stewardship and Science  
Fort Collins, Colorado

The National Park Service, Natural Resource Stewardship and Science office in Fort Collins, Colorado, publishes a range of reports that address natural resource topics. These reports are of interest and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

The Natural Resource Report Series is used to disseminate high-priority, current natural resource management information with managerial application. The series targets a general, diverse audience, and may contain NPS policy considerations or address sensitive issues of management applicability.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner. This report received formal peer review by subject-matter experts who were not directly involved in the collection, analysis, or reporting of the data, and whose background and expertise put them on par technically and scientifically with the authors of the information.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

This report is available from the Social Science Program at <http://www.nature.nps.gov/socialscience/> and the Natural Resource Publications Management website at <http://www.nature.nps.gov/publications/nrpm/>. To receive this report in a format optimized for screen readers, please email [irma@nps.gov](mailto:irma@nps.gov).

Please cite this publication as:

Taylor, P. A., B. D. Grandjean, and B. Harnisch. 2013. National Park Service comprehensive survey of the American public, 2008–2009: Alaska Region report. Natural Resource Report NPS/NRSS/SSD/NRR—2013/688. National Park Service, Fort Collins, Colorado.

# Contents

|                                               | Page  |
|-----------------------------------------------|-------|
| Tables.....                                   | iv    |
| Executive Summary.....                        | xv    |
| Authors.....                                  | xvii  |
| Acknowledgments.....                          | xviii |
| Introduction.....                             | 1     |
| Survey Methods .....                          | 3     |
| Sampling.....                                 | 3     |
| Survey Participation.....                     | 3     |
| Weighting .....                               | 3     |
| Defining a Respondent’s Visitor Status.....   | 4     |
| Defining a Respondent’s Regional Status ..... | 4     |
| Presentation of the Results.....              | 5     |
| Statistical Tests .....                       | 5     |
| Comparing the Region and the Nation.....      | 7     |
| Visitation.....                               | 7     |
| Vacation Trips .....                          | 8     |
| Experiences and Activities in NPS Units ..... | 9     |
| Constraints on Visitation .....               | 10    |
| Helping the National Parks.....               | 11    |
| Resource Management Issues.....               | 12    |
| Demographics .....                            | 13    |
| Detailed Tables on All Questions .....        | 14    |
| Literature Cited .....                        | 97    |

## Tables

|                                                                                                                       | Page |
|-----------------------------------------------------------------------------------------------------------------------|------|
| <b>Table 1.</b> Reported NPS Visitation over Time (Q5, Q6) [all respondents in the sample] .....                      | 8    |
| <b>Table 2.</b> Vacation Trip Preferences (Q9) [recent vacationers in a random half of the sample] .....              | 8    |
| <b>Table 3.</b> Enjoyment of Experiences (Q11) [recent NPS visitors in a random half of the sample] .....             | 9    |
| <b>Table 4.</b> Participation in Activities (Q14, Q15) [all recent NPS visitors in the sample] .....                  | 10   |
| <b>Table 5.</b> Reasons for Not Visiting More (Q17) [all respondents in the sample] .....                             | 11   |
| <b>Table 6.</b> Awareness of Ways to Help (Q23) [respondents in a random half of the sample] .....                    | 11   |
| <b>Table 7.</b> Resource Management Issues (Q28) [respondents in a random half of the sample] .....                   | 12   |
| <b>Table Q5.1.</b> Frequency Distribution (regional vs. national data, general public) .....                          | 14   |
| <b>Table Q5.2.</b> Cross-tabulation by Region (weighted regional data, general public) [see region map on p. 2] ..... | 14   |
| <b>Table Q6a.1.</b> Frequency Distribution (regional vs. national data, general public) .....                         | 15   |
| <b>Table Q6a.2.</b> Cross-tabulation by Region (weighted regional data, general public) .....                         | 15   |
| <b>Table Q6b.1.</b> Frequency Distribution (regional vs. national data, general public) .....                         | 16   |
| <b>Table Q6b.2.</b> Cross-tabulation by Region (weighted regional data, general public) .....                         | 16   |
| <b>Table Q6c.1.</b> Frequency Distribution (regional vs. national data, general public) .....                         | 17   |
| <b>Table Q6c.2.</b> Cross-tabulation by Region (weighted regional data, general public) .....                         | 17   |
| <b>Table Q6d.1.</b> Frequency Distribution (regional vs. national data, general public) .....                         | 18   |
| <b>Table Q6d.2.</b> Cross-tabulation by Region (weighted regional data, general public) .....                         | 18   |
| <b>Table Q6e.1.</b> Frequency Distribution (recoded regional vs. national data, recent visitors) .....                | 19   |
| <b>Table Q6e.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors) .....                        | 19   |
| <b>Table Q7.1.</b> Frequency Distribution (regional vs. national data, general public) .....                          | 20   |
| <b>Table Q7.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                    | 20   |
| <b>Table Q7.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                          | 20   |
| <b>Table Q8.1.</b> Frequency Distribution (regional vs. national data, general public) .....                          | 21   |

## Tables (continued)

|                                                                                                                            | Page |
|----------------------------------------------------------------------------------------------------------------------------|------|
| <b>Table Q8.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors).....                          | 21   |
| <b>Table Q9a.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 22   |
| <b>Table Q9a.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 22   |
| <b>Table Q9b.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 23   |
| <b>Table Q9b.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 23   |
| <b>Table Q9d.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 24   |
| <b>Table Q9d.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 24   |
| <b>Table Q9e.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 25   |
| <b>Table Q9e.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 25   |
| <b>Table Q9f.1.</b> Frequency distribution (regional vs. national data, general public with a recent vacation) .....       | 26   |
| <b>Table Q9f.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 26   |
| <b>Table Q9g.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 27   |
| <b>Table Q9g.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 27   |
| <b>Table Q9i.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 28   |
| <b>Table Q9i.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 28   |
| <b>Table Q9j.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 29   |
| <b>Table Q9j.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 29   |

## Tables (continued)

|                                                                                                                            | Page |
|----------------------------------------------------------------------------------------------------------------------------|------|
| <b>Table Q9k.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 30   |
| <b>Table Q9k.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 30   |
| <b>Table Q9l.1.</b> Frequency Distribution (regional vs. national data, general public with a recent vacation) .....       | 31   |
| <b>Table Q9l.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation) ..... | 31   |
| <b>Table Q10.1.</b> Multiple Response Frequencies (regional vs. national data, recent visitors) .....                      | 32   |
| <b>Table Q10.2.</b> Multiple Response Frequencies by Region (weighted regional data, recent visitors) .....                | 32   |
| <b>Table Q11a.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                              | 33   |
| <b>Table Q11b.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                              | 33   |
| <b>Table Q11c.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                              | 34   |
| <b>Table Q11e.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                              | 35   |
| <b>Table Q11f.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                              | 35   |
| <b>Table Q11g.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                              | 36   |
| <b>Table Q11h.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                              | 36   |
| <b>Table Q11i.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                              | 37   |
| <b>Table Q14b.1.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                            | 38   |
| <b>Table Q14b.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors) .....                            | 38   |
| <b>Table Q14c.1.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                            | 39   |
| <b>Table Q14c.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors) .....                            | 39   |
| <b>Table Q14e.1.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                            | 39   |
| <b>Table Q14e.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors) .....                            | 39   |
| <b>Table Q14f.1.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                            | 40   |
| <b>Table Q14f.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors) .....                            | 40   |
| <b>Table Q15a.1.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                            | 41   |

## Tables (continued)

|                                                                                                                          | Page |
|--------------------------------------------------------------------------------------------------------------------------|------|
| <b>Table Q15a.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors) .....                          | 41   |
| <b>Table Q15b.1.</b> Frequency Distribution (regional vs. national data, recent visitors).....                           | 42   |
| <b>Table Q15b.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors).....                           | 42   |
| <b>Table Q15c.1.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                          | 42   |
| <b>Table Q15c.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors) .....                          | 42   |
| <b>Table Q15d.1.</b> Frequency Distribution (regional vs. national data, recent visitors).....                           | 43   |
| <b>Table Q15d.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors).....                           | 43   |
| <b>Table Q15e.1.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                          | 43   |
| <b>Table Q15e.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors) .....                          | 43   |
| <b>Table Q15f.1.</b> Frequency Distribution (regional vs. national data, recent visitors).....                           | 44   |
| <b>Table Q15f.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors).....                           | 44   |
| <b>Table Q15g.1.</b> Frequency Distribution (regional vs. national data, recent visitors) .....                          | 44   |
| <b>Table Q15g.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors).....                           | 44   |
| <b>Table Q15h.1.</b> Frequency Distribution (regional vs. national data, recent visitors).....                           | 45   |
| <b>Table Q15h.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors).....                           | 45   |
| <b>Table Q15i.1.</b> Frequency Distribution (regional vs. national data, recent visitors).....                           | 45   |
| <b>Table Q15i.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors).....                           | 45   |
| <b>Table Q15j.1.</b> Frequency Distribution (national data, recent visitors with multiple activities).....               | 46   |
| <b>Table Q15j.2.</b> Cross-tabulation by Region (weighted regional data, recent visitors with multiple activities) ..... | 46   |
| <b>Table Q16.</b> Multiple Response Frequencies (regional vs. national data, recent visitors) .....                      | 47   |
| <b>Table Q16a.</b> Frequency Distribution (national data, recent visitors who used a vehicle).....                       | 47   |
| <b>Table Q17a.1.</b> Frequency Distribution (regional vs. national data, general public).....                            | 48   |
| <b>Table Q17a.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                     | 48   |
| <b>Table Q17a.3.</b> Cross-tabulation by Region (weighted regional data, general public).....                            | 48   |

## Tables (continued)

|                                                                                                      | Page |
|------------------------------------------------------------------------------------------------------|------|
| <b>Table Q17b.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 49   |
| <b>Table Q17b.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 49   |
| <b>Table Q17b.3.</b> Cross-tabulation by Region (weighted regional data, general public).....        | 49   |
| <b>Table Q17c.1.</b> Frequency Distribution (regional vs. national data, general public) .....       | 50   |
| <b>Table Q17c.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 50   |
| <b>Table Q17c.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....       | 50   |
| <b>Table Q17d.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 51   |
| <b>Table Q17d.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 51   |
| <b>Table Q17d.3.</b> Cross-tabulation by Region (weighted regional data, general public).....        | 51   |
| <b>Table Q17e.1.</b> Frequency Distribution (regional vs. national data, general public) .....       | 52   |
| <b>Table Q17e.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 52   |
| <b>Table Q17e.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....       | 52   |
| <b>Table Q17f.1.</b> Frequency Distribution (regional vs. national data, general public) .....       | 53   |
| <b>Table Q17f.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 53   |
| <b>Table Q17f.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....       | 53   |
| <b>Table Q17g.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 54   |
| <b>Table Q17g.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 54   |
| <b>Table Q17g.3.</b> Cross-tabulation by Region (weighted regional data, general public).....        | 54   |
| <b>Table Q17h.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 55   |
| <b>Table Q17h.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 55   |
| <b>Table Q17h.3.</b> Cross-tabulation by Region (weighted regional data, general public).....        | 55   |
| <b>Table Q17i.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 56   |

## Tables (continued)

|                                                                                                                    | Page |
|--------------------------------------------------------------------------------------------------------------------|------|
| <b>Table Q17i.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....               | 56   |
| <b>Table Q17i.3.</b> Cross-tabulation by Region (weighted regional data, general public).....                      | 56   |
| <b>Table Q17j.1.</b> Frequency Distribution (regional vs. national data, general public) .....                     | 57   |
| <b>Table Q17j.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....               | 57   |
| <b>Table Q17j.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                     | 57   |
| <b>Table Q17k.1.</b> Frequency Distribution (regional vs. national data, general public).....                      | 58   |
| <b>Table Q17k.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....               | 58   |
| <b>Table Q17k.3.</b> Cross-tabulation by Region (weighted regional data, general public).....                      | 58   |
| <b>Table Q17l.1.</b> Frequency Distribution (regional vs. national data, general public).....                      | 59   |
| <b>Table Q17l.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....               | 59   |
| <b>Table Q17l.3.</b> Cross-tabulation by Region (weighted regional data, general public).....                      | 59   |
| <b>Table Q17m.1.</b> Frequency Distribution (regional vs. national data, general public) .....                     | 60   |
| <b>Table Q17m.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....               | 60   |
| <b>Table Q17m.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                     | 60   |
| <b>Table Q18.1.</b> Frequency Distribution (regional vs. national data, general public).....                       | 61   |
| <b>Table Q18.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                | 61   |
| <b>Table Q18.3.</b> Cross-tabulation by Region (weighted regional data, general public).....                       | 62   |
| <b>Table Q19.</b> Frequency Distribution (regional vs. national data, recent visitors).....                        | 63   |
| <b>Table Q20.</b> Multiple Response Frequencies (national data, recent visitors who stayed in the park) .....      | 63   |
| <b>Table Q21.</b> Multiple Response Frequencies (national data, recent visitors who stayed in the community) ..... | 64   |
| <b>Table Q23a.1.</b> Frequency Distribution (regional vs. national data, general public).....                      | 65   |
| <b>Table Q23a.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....               | 65   |

## Tables (continued)

|                                                                                                                                                    | Page |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------|
| <b>Table Q23b.1.</b> Frequency Distribution (regional vs. national data, general public).....                                                      | 66   |
| <b>Table Q23b.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                               | 66   |
| <b>Table Q23c.1.</b> Frequency Distribution (regional vs. national data, general public).....                                                      | 66   |
| <b>Table Q23c.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                               | 66   |
| <b>Table Q23d.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                               | 67   |
| <b>Table Q24.1.</b> Multiple Response Frequencies (regional vs. national data, general public aware of ways to help) .....                         | 68   |
| <b>Table Q24.2.</b> Multiple Response Frequencies by Visitation (weighted regional vs. national data, recent visitors aware of ways to help) ..... | 68   |
| <b>Table Q25.1.</b> Frequency Distribution (regional vs. national data, general public).....                                                       | 69   |
| <b>Table Q25.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                                | 69   |
| <b>Table Q26.1.</b> Frequency Distribution (regional vs. national data, general public).....                                                       | 70   |
| <b>Table Q26.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                                | 70   |
| <b>Table Q27.1.</b> Frequency Distribution (regional vs. national data, general public).....                                                       | 71   |
| <b>Table Q27.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                                | 71   |
| <b>Table Q28a.1.</b> Frequency Distribution (regional vs. national data, general public).....                                                      | 72   |
| <b>Table Q28a.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                               | 72   |
| <b>Table Q28b.1.</b> Frequency Distribution (regional vs. national data, general public).....                                                      | 73   |
| <b>Table Q28b.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                               | 73   |
| <b>Table Q28c.1.</b> Frequency Distribution (regional vs. national data, general public) .....                                                     | 74   |
| <b>Table Q28c.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) .....                                               | 74   |
| <b>Table Q28d.1.</b> Frequency distribution (regional vs. national data, general public) .....                                                     | 75   |

## Tables (continued)

|                                                                                                      | Page |
|------------------------------------------------------------------------------------------------------|------|
| <b>Table Q28d.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 75   |
| <b>Table Q28e.1.</b> Frequency Distribution (regional vs. national data, general public) .....       | 76   |
| <b>Table Q28e.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 76   |
| <b>Table Q28f.1.</b> Frequency Distribution (regional vs. national data, general public) .....       | 77   |
| <b>Table Q28f.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 77   |
| <b>Table Q28g.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 78   |
| <b>Table Q28g.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 78   |
| <b>Table Q28h.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 79   |
| <b>Table Q28h.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 79   |
| <b>Table Q28i.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 80   |
| <b>Table Q28i.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 80   |
| <b>Table Q28j.1.</b> Frequency Distribution (regional vs. national data, general public) .....       | 81   |
| <b>Table Q28j.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 81   |
| <b>Table Q28k.1.</b> Frequency Distribution (regional vs. national data, general public).....        | 82   |
| <b>Table Q28k.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors) ..... | 82   |
| <b>Table D1b.1.</b> Frequency Distribution (regional vs. national data, general public).....         | 83   |
| <b>Table D1b.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....   | 83   |
| <b>Table D1b.3.</b> Cross-tabulation by Region (weighted regional data, general public).....         | 84   |
| <b>Table D1c.1.</b> Frequency Distribution (regional vs. national data, general public) .....        | 85   |
| <b>Table D1c.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....   | 85   |
| <b>Table D1c.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....        | 85   |

## Tables (continued)

|                                                                                                                                      | Page |
|--------------------------------------------------------------------------------------------------------------------------------------|------|
| <b>Table D2.1.</b> Frequency Distribution (regional vs. national data, general public) .....                                         | 86   |
| <b>Table D2.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                    | 86   |
| <b>Table D2.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                                         | 86   |
| <b>Table D3.1.</b> Frequency Distribution (regional vs. national data, general public) .....                                         | 87   |
| <b>Table D3.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                    | 87   |
| <b>Table D3.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                                         | 87   |
| <b>Table D4.1.</b> Frequency Distribution (regional vs. national data, general public) .....                                         | 88   |
| <b>Table D4.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                    | 88   |
| <b>Table D4.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                                         | 88   |
| <b>Table D5.1.</b> Multiple Response Frequencies (regional vs. national data, general public) .....                                  | 88   |
| <b>Table D5.2.</b> Frequency Distribution for Race/Ethnicity (recoded regional vs. national data, general public) .....              | 89   |
| <b>Table D5.3.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                    | 89   |
| <b>Table D5.4.</b> Race/Ethnicity by Region (weighted regional data, general public) .....                                           | 89   |
| <b>Table D6.1.</b> Frequency Distribution (recoded regional vs. national data, general public) .....                                 | 90   |
| <b>Table D6.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                    | 90   |
| <b>Table D6.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                                         | 90   |
| <b>Table D7.1.</b> Frequency Distribution (regional vs. national data, general public) .....                                         | 91   |
| <b>Table D7.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                    | 91   |
| <b>Table D7.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                                         | 91   |
| <b>Table D8.1.</b> Multiple Response Frequencies (regional vs. national data, general public with disability in the household) ..... | 92   |
| <b>Table D9.1.</b> Frequency Distribution (regional vs. national data, general public) .....                                         | 93   |
| <b>Table D9.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                    | 93   |
| <b>Table D9.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                                         | 93   |
| <b>Table D9a.1.</b> Frequency Distribution (regional vs. national data, general public with children in the household) .....         | 94   |

## Tables (continued)

|                                                                                                                                   | Page |
|-----------------------------------------------------------------------------------------------------------------------------------|------|
| <b>Table D9a.2.</b> Visitor Comparison (weighted regional vs. national data, recent visitors with children in the household)..... | 94   |
| <b>Table D10.1.</b> Frequency Distribution (regional vs. national data, general public) .....                                     | 95   |
| <b>Table D10.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                | 95   |
| <b>Table D10.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                                     | 95   |
| <b>Table D11.1.</b> Frequency Distribution (regional vs. national data, general public) .....                                     | 96   |
| <b>Table D11.2.</b> Visitor Comparison (weighted regional vs. national data, general public) .....                                | 96   |
| <b>Table D11.3.</b> Cross-tabulation by Region (weighted regional data, general public) .....                                     | 96   |



## Executive Summary

In 2009 the National Park Service (NPS) completed its second Comprehensive Survey of the American Public, a nationwide telephone survey consisting of 15-minute interviews with more than 4,100 respondents. The results provide policymakers with a wide-ranging source of information about how both visitors and non-visitors relate to national parks, national monuments, and other units of the National Park System.

Although NPS sites draw their visitors from all over the world, many Americans are most familiar with the units near where they live. Hence, the attitudes of residents of a particular region are important for the assessment and future development of NPS management policies.

To permit within-region analyses, residents in each of the seven NPS administrative regions were sampled in nearly equal numbers in the nationwide survey. As one of a series of documents based on the survey data that have been released in succession by NPS since the survey was completed, this report describes the results obtained from the 548 respondents residing in the Alaska Region (AKR).

With a population density of only 1.2 people per square mile, and including almost two-thirds of the total land area managed by the NPS, the Alaska Region is distinct from other NPS regions in important respects. The results in the present report indicate some of the ways in which Alaska Region residents differ from others in their attitudes and behaviors regarding the National Park System, as well as many ways in which they are similar. Highlights include:

1. Six in 10 Alaska residents (60%) could name a valid unit of the National Park System that they had visited in the past two years, compared to less than half (46%) in the nation as a whole.
2. When respondents who had recently taken at least one overnight vacation trip were asked about the kinds of vacation trips they liked “a lot,” more than two-thirds of residents in the Alaska Region (68%) liked trips to experience nature, compared to a narrow majority nationally (53%). Fewer Alaskans said they liked spas and resorts (25%) and theme parks (24%) than was found in the national results (33% and 32%, respectively).
3. Recent visitors to any NPS unit were asked how much various experiences contributed to the enjoyment of their visit. Both the region and the nation gave the highest rating to viewing nature, with more than two-thirds of respondents saying it added “a lot” to their enjoyment. Almost half of the nation (47%), but only a third of Alaska residents (33%), said learning about history and culture added a lot to enjoying their most recent visit.
4. Among recent NPS visitors, Alaska residents were more likely than the nation as a whole (by a margin of 83% to 70%) to have viewed or photographed animals or plants during their most recent visit. Alaskans were also more than twice as likely (12% vs. 5%) to have participated in snow sports.
5. Both recent NPS visitors and non-visitors were asked why they do not go to NPS units more often. Alaska residents were less likely than the rest of the nation to cite either lack

of knowledge about NPS units (14% vs. 21%) or lack of information about what to do there (6% vs. 10%) as reasons for not visiting more often. Less than 3% of respondents, both in Alaska and nationally, “strongly agreed” that NPS units are unpleasant, are unsafe, or provide poor service from employees.

6. Alaska residents were generally more aware than respondents nationally of the various ways through which people can help to support national parks. Both in Alaska and nationally, respondents were more aware they could donate money (70% in Alaska and 66% nationally) or time (66% and 54%) than that they could donate equipment or artifacts (49% and 37%). A smaller fraction in either group (40% and 36%) knew about park friends associations. Among those who were aware of at least one way to help, about a third of the respondents in Alaska (34%) and nationally (31%) said they had ever helped parks in these or other ways.
7. A final set of questions dealt with resource management issues. While a majority of Alaskans agreed that there should be no air pollution in the large national parks, the percentage who “strongly agreed” with that statement (56%) was significantly lower than for the nation as a whole (67%). Alaska residents were also less likely than the national average to agree with a statement about limiting aircraft flights over undeveloped areas and with two other statements about reducing mechanized noise and artificial light. Conversely, 25% of Alaska residents strongly agreed that jet-skiing and snowmobiling should be allowed in the large national parks, which is more than double the percentage who endorsed that statement nationwide (12%).

## Authors

Patricia A. Taylor, Ph.D., Professor and WYSAC Faculty Affiliate, University of Wyoming  
Burke D. Grandjean, Ph.D., Professor and WYSAC Faculty Affiliate, University of Wyoming  
Brian Harnisch, M.B.A., WYSAC Associate Research Scientist, University of Wyoming

With the assistance of Bistra Anatchkova, Michael Dorssom, and other WYSAC staff

Wyoming Survey & Analysis Center  
University of Wyoming • Dept. 3925  
1000 East University Avenue • Laramie, WY 82071  
wysac@uwyo.edu • <http://wysac.uwyo.edu>  
(307) 766-2189 • Fax: (307) 766-2759

Patricia Taylor, Principal Investigator on the 2008-09 NPS Comprehensive Survey, is a Professor and Faculty Affiliate of the Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming. Her recent research includes national surveys for the Departments of the Interior and Agriculture and for the Environmental Protection Agency, as well as several park-specific projects.

Burke Grandjean served as Executive Director of WYSAC from 2004 to 2012 and remains a Professor of Statistics and Sociology at the University of Wyoming. He was a Co-Principal Investigator on the Comprehensive Survey.

Brian Harnisch is an Associate Research Scientist at WYSAC. His previous research has included an assessment of the effect on Internet search behavior of the PBS documentary, “The National Parks: America’s Best Idea.”

WYSAC has a staff of more than two dozen full-time employees and numerous part-time student workers, research aides, and interviewers. Together they conduct public opinion surveys, evaluation research, and software development for state and local governments and federal agencies. In particular, Dr. Bistra Anatchkova was a Co-Principal Investigator on the NPS Comprehensive Survey, while Michael Dorssom was an active participant throughout the project.

## Acknowledgments

The authors are very grateful to James Gramann, Ph.D., Professor of Recreation, Park and Tourism Sciences at Texas A&M University and NPS Visiting Social Scientist. His assistance was of immense value throughout the current project, from its initial conception and design through the peer review and final editing of this report.

The researchers also thank Fred Solop and the staff of the former Social Research Laboratory at Northern Arizona University for information about the 2000 survey; John Dennis and Darryll Johnson of the National Park Service for their input designing the 2008–2009 survey instrument; Sharon Lohr of Arizona State University for consultations on the sampling plan; the anonymous reviewers of this and other reports on the project for their careful, detailed, and helpful comments; and Diane Breeding of Texas A&M University for essential administrative support during all phases of the project.

# Introduction

As part of its on-going mandate to protect and provide for the country's national parks, monuments, and historical and cultural sites, the National Park Service (NPS) obtains public opinion data in many ways. These sources include two iterations (to date) of a nationwide survey, the NPS Comprehensive Survey of the American Public. The objective of this national survey is to provide policymakers with information about how non-visitors as well as visitors relate to national parks, national monuments, and other units of the National Park System.

This report documents the results obtained from residents of the Alaska Region in the latest iteration of the NPS Comprehensive Survey. At the request of NPS, the presentation here is mainly descriptive and leaves full interpretation of the findings to the reader. After an overview of the survey methods, a narrative discussion is offered on some selected items of interest for the region. Then detailed tabulations are displayed for every question asked in the survey, along with comparisons to the other six NPS regions and to national totals.

The most recent administration of the NPS Comprehensive Survey was conducted in 2008-09 by the Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming. This iteration sought to provide updated information on some of the questions asked by Northern Arizona University in the first iteration in 2000, while also addressing additional topics and refining the methodology. Like its predecessor, it has produced a series of technical reports that have been released in succession on the NPS website in the time since the survey was completed (see <http://www.nature.nps.gov/socialscience/products.cfm>). These include a national report, seven regional reports, and several topical reports addressing specific substantive and methodological issues. Each report undergoes a rigorous peer review before a final version is released to the public by NPS. Pending a third iteration of the Comprehensive Survey of the American Public, data from the 2008-09 survey provide the most recent snapshot available of American attitudes about the National Park System. Change in such attitudes from one survey iteration to the next is generally gradual. Thus the results reported here should represent, in the main, a current description of opinions about NPS and the units it manages, despite the lag since the latest iteration of the survey was conducted.

Although national park sites draw their visitors from all over the world, many Americans are most familiar with NPS units near where they live. Hence, the attitudes of visitors and non-visitors among the residents of a particular region, as well as nationwide, are important for the assessment and future development of NPS management policies. The national survey therefore sampled residents in each of the seven NPS administrative regions in numbers sufficient to permit within-region analyses. The map in Figure 1 displays the regions.

Each of the seven NPS regions has distinct characteristics. The Alaska Region (AKR) is home to the country's two largest national park and preserve units, Wrangell-St. Elias and Gates of the Arctic. The Pacific West Region (PWR) hosts iconic national parks like Yosemite, while the Intermountain Region (IMR) includes the world's first national park, Yellowstone. NPS sites are widely dispersed in the Midwest Region (MWR) and include the famous Gateway Arch in St. Louis (i.e., the Jefferson National Expansion Memorial). The Southeast Region (SER) has the Great Smoky Mountains and numerous national battlefield sites, and the Northeast Region (NER) includes urban units like the Liberty Bell (Independence National Historic Park) in

Philadelphia and the Statue of Liberty National Monument. Though small in geographic area, the National Capital Region (NCR) is replete with cultural and historic units like the National Mall and the Lincoln Memorial.

As the survey results attest, the regions also show some important differences, along with many similarities, in the orientations of residents toward the National Park System.

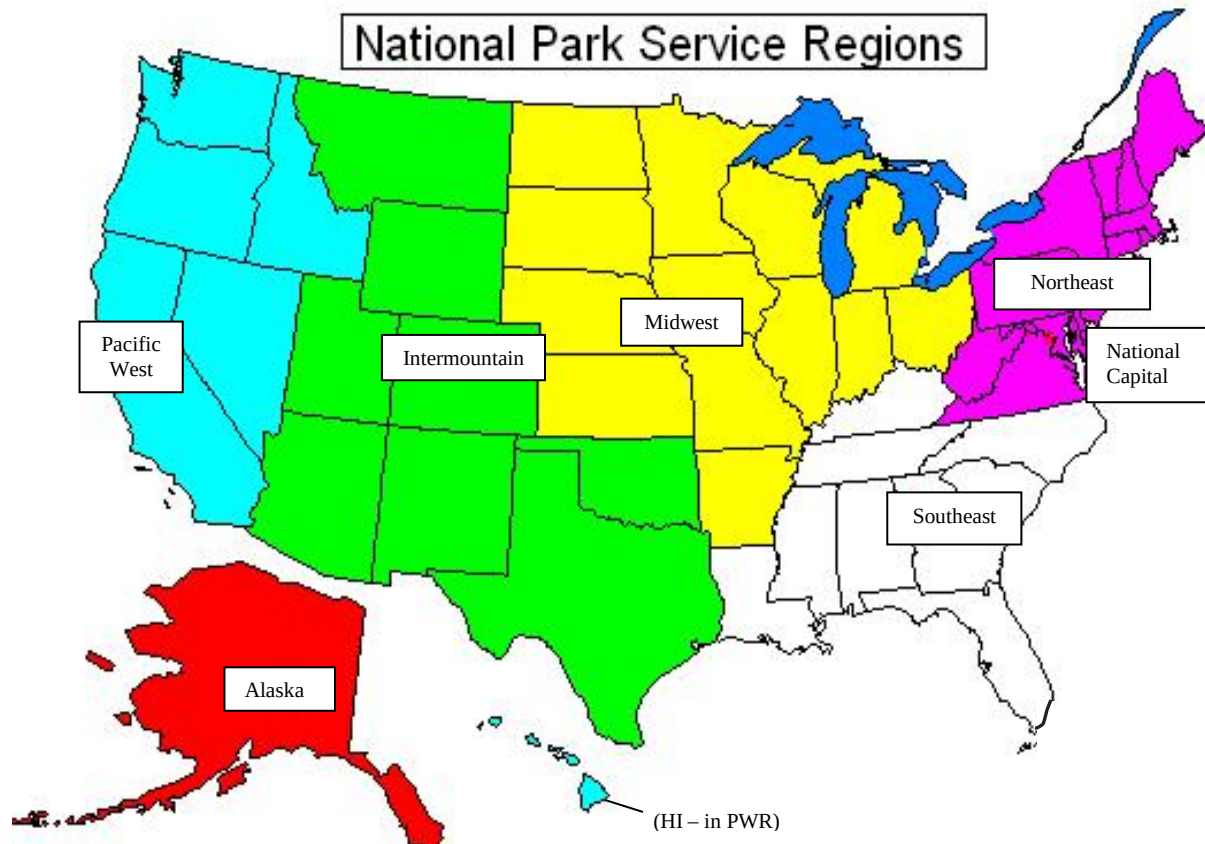


**Figure 1. National Park Service Administrative Regions\***

\*For purposes of the survey, the regions are defined as follows:

**Alaska,** AKR – the entire state;

**Intermountain,** IMR – Arizona, Colorado, Montana, New Mexico, Oklahoma, Texas, Utah, Wyoming;

**Midwest,** MWR – Arkansas, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin;

**National Capital,** NCR – the District of Columbia (only);

**Northeast,** NER – Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia (with parts of the National Capital Region outside of D.C. proper);

**Pacific West,** PWR – California, Hawaii, Idaho, Nevada, Oregon, Washington (excluding American Samoa and Guam);

**Southeast,** SER – Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee (excluding Puerto Rico and the U.S. Virgin Islands).

Source of map: [http://en.wikipedia.org/wiki/File:NPS\\_Regions.JPG](http://en.wikipedia.org/wiki/File:NPS_Regions.JPG). (NPS could provide no official map.)

## Survey Methods

Specifics on the research methods are covered in the national report, which also includes the full text of the interview script. It is available on the NPS website. Here we provide only a brief summary of the methods used.

### Sampling

The survey was designed to represent the U.S. adult population in the 50 states and the District of Columbia. A probability sample of landline telephone numbers was disproportionately stratified to produce about 500 completed interviews from residents in each of the seven NPS administrative regions. A supplemental random sample of cell phone numbers produced 553 additional completions nationwide, for a total of 4,103 completed interviews.

All interviews were conducted between April of 2008 and March of 2009. Within each household, one adult (18 years of age or older) was randomly chosen to complete the interview. If the calling reached a household that seemed to need an interview in Spanish, the phone number was called back by a bilingual interviewer.

### Survey Participation

A “completion rate” can be defined as the number of completed interviews divided by the number of respondents who progressed past the introductory screening questions. So defined, the national completion rate in 2008-09 was 91.4%, with a range by region from 90% (in NCR and SER) to 93% (AKR). These rates are similar to those reported for the 2000 version of the survey.

A completion rate generally considers only households that were actually contacted, whereas a “response rate” includes in its denominator all of the (presumably) eligible phone numbers in the sample, even those that no one ever answered. Response rates, calculated by any of several accepted formulas, often yield much lower numerical values than completion rates. The national response rate for the NPS survey in 2008-09 was 12.5% (using the “RR3” formula defined by the American Association for Public Opinion Research). The range by region was from 10% (NER) to 23% (AKR).

A directly comparable response rate is not available from the 2000 NPS survey, but response to telephone surveys generally has been dropping over the past decade (see Keeter *et al.*, 2006). Hence, self-selection of respondents with an interest in national parks may have been greater for this second iteration of the national survey than previously. People more interested in the stated topic of the survey, such as recent or regular visitors, could be more likely to agree to participate.

### Weighting

To mitigate potential problems from non-response, survey procedures routinely involve weighting the survey results (e.g., Brick *et al.*, 2007). To the degree that demographic factors used in the weighting are correlated with other characteristics covered in the survey, such as opinions and behaviors, weighting helps to reduce the adverse effects of non-response. However, some bias in the estimates is unavoidable when non-respondents have characteristics different from those of interviewed people in the same demographic group. A separate topical report examines potential non-response bias in detail.

Unless otherwise specified, all results are based on weighted data. Within each region, the landline sample was weighted to account for the number of adults in the household and the number of landline telephones. Then the combined landline/cell sample was weighted to reflect regional cell-phone usage. Weights were iteratively adjusted to bring each region's sample data into correspondence with regional Census distributions on age, gender, ethnicity, and race.

Another set of weights was derived for analyses at the national level. The seven weighted regional subsamples were pooled, re-weighted to reflect the national population distribution across regions, and again adjusted iteratively to correspond with national Census distributions on the demographic variables.

Both sets of weights were deflated to reduce the weighted sample sizes by about one-third. The appropriate deflation factors were calculated nationally and separately for each region so as to compensate for an increase in the statistical margin of error that is produced by weighting survey data (Dorofeev and Grant, 2006).

### **Defining a Respondent's Visitor Status**

Throughout this report, "visitors" (or equivalently, "recent visitors") are defined as respondents who named any NPS site they had visited in the past two years, provided that the site they named could be found by the interviewers on a list of valid NPS units. The list excluded affiliated units, national landmarks, most national trails and rivers, national heritage areas, and other types of sites that the NPS helps to protect, but that are not included in the National Park System as such.

Although the term "non-visitor" is used for persons who did not fit this particular definition of a recent visitor, that label does not mean the respondents so classified had never visited a unit of the National Park System. In fact, almost 89% of all respondents reported at least one visit in their lifetime.

### **Defining a Respondent's Regional Status**

As applied to individual respondents, the regional categories shown on the map denote self-reported place of residence and not necessarily the location of NPS units the respondents may have visited. When visitors answered questions about their most recent trip to a particular NPS unit, the site visited could have been in or near their home state, or in another NPS region entirely. The survey was not designed for estimating characteristics of the visitor population for any single NPS unit, for all the units in a region, or even (because international visitors were not included in the sample) for all units nationwide.

For consistency with the previous NPS national survey, the National Capital Region included only households in the District of Columbia proper. All residents of Maryland, Virginia, and West Virginia were included in the Northeast Region sampling, although a few NPS units administered by the National Capital Region are located in those states.

## Presentation of the Results

All seven regional reports are organized similarly. Each report begins with an Executive Summary, and includes nearly identical sections entitled Introduction, Survey Methods, and Presentation of the Results.

Those prefatory sections are followed by a narrative discussion of selected differences between the focal region and the rest of the country, in a section called Comparing the Region and the Nation. Tables within the narrative are numbered consecutively beginning with Table 1.

The last and longest section of the report, entitled Detailed Tables on All Questions, displays the responses to every substantive item in the survey questionnaire. No narrative is offered to accompany the detailed tables. The exact wording of each question is presented, using a **bold** font to denote verbatim elements of the interview script. Table numbers in this section of the report reference the corresponding questions in the interview script, and begin with Table Q5.1. Tables are not presented for the introductory items (questions 1 through 4), which dealt with consent to participate, respondent eligibility, and other methodological issues.

For each region, the detailed tables show the within-region counts (un-weighted) for all questions, along with percentages weighted to represent the population of adults in that region. Percentages are also displayed for the combined sample of all seven regions, weighted to represent the national population of U.S. adults. This format compares the respondents in any one region to the average respondent across the country. In such comparisons the region's results are also included in the national totals.

Table headings indicate whether the results refer to the general population, only to recent NPS visitors (as defined above), or to some other subgroup. In tables that provide regional cross-tabulations, the seven NPS regions are displayed from west to east, with the Alaska Region (AKR) on the left and the National Capital Region (NCR) in the right-most column.

To shorten the questionnaire, some items were skipped for a random half of the total sample. Those items are identified in the detailed tables by a bracketed notation before the question wording. No regional cross-tabulations are presented for such items, although each of the seven reports does provide full descriptive results on every question for that particular NPS region. The within-region results should be interpreted with caution for items that were asked of only a subset of respondents, because of the reduced sample size.

### Statistical Tests

Tests of statistical significance assess whether a difference observed in a sample also exists in the population the sample represents. A small "p-value" on a test, such as  $p < .05$  (or smaller), indicates that the difference being tested can be generalized with 95% confidence (or more) from a sample of this size to the population as a whole. In other words, the difference is statistically significant by conventional standards. A large p-value (for example,  $p > .2$ ) suggests that the difference might well be due to chance variation in the sample and should not be considered significant in a statistical sense. Substantive significance (or importance) is a separate matter, and requires that a practical judgment be made based on the size of the difference observed.

When testing for differences between a region and the nation, the test was calculated by comparing the responses from that one region (using the regional weights) to the responses from the other six regions combined (using the national weights). In these tests, though not in the percentages displayed, the region's results were excluded from the national comparison, to satisfy the statistical requirement of independent observations. For regional cross-tabulations, tests are also reported comparing the focal region to each of the other six in turn (using the regional weights).

Beyond breakdowns by visitor status and by region, the data presented in this report are not subjected to more fine-grained statistical examination. Within-region sample sizes constrain the kinds of regional analyses that could be undertaken. At the national level, a series of topical reports addressing various issues in greater depth is available on the NPS website. For the researcher or practitioner who wishes to investigate any questions further, the data from the 2008-09 NPS Comprehensive Survey of the American Public may be obtained from the Social Science Program of the NPS, in an electronic format that can be read using a number of statistical software packages.

## Comparing the Region and the Nation

The Alaska Region is so expansive as to constitute “a virtual subcontinent. Within this vast landscape, Alaska hosts 15 national parks, preserves, monuments and national historical parks,” along with 65 national historic or natural landmarks, 13 national wild rivers, two affiliated areas and a national heritage area (NPS, 2010). Alaska has almost two-thirds of the national total of 84 million acres of land managed by the NPS (NPS, 2007). It includes the two largest national park and preserve units in the nation, Wrangell-St. Elias and Gates of the Arctic. Counting lands overseen by other federal agencies (the Bureau of Land Management, the Fish and Wildlife Service, and the Forest Service), about two-thirds of Alaska’s land area is managed by the federal government.

Alaska is by far the largest of the 50 United States in total area, and the northernmost. Yet it is one of the smallest in total population and has by far the lowest population density (U.S. Census Bureau, 2009). It contains the highest point on the continent and the ten highest peaks in the U.S. Bordered on the east only by Canada, Alaska’s distance from Russia to the west is considerably less than its distance from Washington, the nearest U.S. state to the south.

With all these unique characteristics, it would not be surprising to find a distinctive pattern of results from Alaska residents who responded to the 2008-09 NPS Comprehensive Survey of the American Public.

The sample of residents in the Alaska Region produced 548 completed interviews. To provide conservative tests of statistical significance, the weighted sample size was deflated to 362, as discussed above (see Weighting). For questions that apply only to recent visitors, the weighted sample size is 216. For questions that were asked of only a random subset of respondents (to shorten the interviews), the weighted sample sizes are around 180 in total and about 105 for recent visitors. Results for small subgroups should be viewed with caution.

Throughout this section of the report, the presentation of multi-category variables (such as items with response choices ranging from “strongly agree” to “strongly disagree”) is simplified by collapsing the results to a single category (e.g., the percentage who responded “strongly agree” on the item). However, all references to statistical significance are based on tests of the full distributions as reported in the next section, which presents the detailed tables. Also for simplicity, the percentages in this section have been rounded to the nearest whole number. In the detailed tables, percentages are reported to one decimal.

### Visitation

The main body of the survey questionnaire began with a series of items about park visitation (questions Q5 through Q7). Some key results from these items are highlighted in Table 1.

More than 72% of Alaska residents said they had visited a unit of the National Park System one or more times in the past two years, compared to 61% nationally (Q5). Indeed (as shown in the detailed tables), more than 12% of the Alaska Region respondents said they had visited 11 or more times in the past two years, while for the nation that figure was only 5%. Including recent visits, 91% of the Alaska respondents said they had visited at some time in their life (Q6a). The corresponding national figure was slightly less, 89%.

**Table 1.** Reported NPS Visitation over Time (Q5, Q6) [all respondents in the sample]

| Timeframe                                   | % Visited |        |
|---------------------------------------------|-----------|--------|
|                                             | Alaska    | Nation |
| Lifetime (unvalidated self-report)          | 91*       | 89     |
| Past two years (unvalidated self-report)    | 72*       | 61     |
| Past two years (and named a valid NPS unit) | 60*       | 46     |

\*Significant difference (at least  $p < .05$ ) between the two distributions, this region vs. the rest of the nation.

Self-reports could overstate actual visitation if respondents thought that non-NPS sites like national forests or state parks were part of the National Park System. The survey protocols therefore called for interviewers to validate the self-reported recent visitation by checking the site the respondent named against a list of official NPS unit names and some common aliases. Under this definition (Q6c), 60% of Alaska residents were classified as “recent visitors,” compared to 46% nationally.

A similar pattern is also evident for planned future visitation. On item Q7, 56% of Alaska Region respondents strongly agreed that they plan to visit a unit of the National Park System within the next 12 months, compared to 43% of all respondents across the country. When only validated recent visitors are considered, the difference is in the same direction but smaller and not statistically significant: 70% in Alaska versus 61% nationally.

Overall, the high levels of both reported and planned visitation, especially in the Alaska Region but also throughout the nation, suggest a strong public attachment to the National Park System.

### Vacation Trips

The next group of questions (Q8-Q9I) asked respondents about their “overnight vacation trips away from home.” In the Alaska Region, 87% of the residents said they had taken at least one such trip in the past two years (Q8). The figure for the nation as a whole was significantly less, 81%.

**Table 2.** Vacation Trip Preferences (Q9) [recent vacationers in a random half of the sample]

| Type of Vacation Trip                                         | % “Like it a lot” |        |
|---------------------------------------------------------------|-------------------|--------|
|                                                               | Alaska            | Nation |
| A trip to another country                                     | 61                | 59     |
| An out of town trip to visit friends or relatives             | 51                | 58     |
| An out of town trip to experience nature                      | 68*               | 53     |
| A trip to see historical places or exhibits                   | 43                | 45     |
| A trip to experience art, music, or other cultural activities | 29                | 40     |
| A trip to a spa or resort                                     | 25*               | 33     |
| A trip on a cruise ship                                       | 26                | 33     |
| A trip to a theme park, such as Disney or Six Flags           | 24*               | 32     |
| A trip to an out of town sporting event                       | 17                | 26     |
| A trip to a casino or other gaming place                      | 16*               | 15     |

\*Significant difference (at least  $p < .05$ ) between the two distributions, this region vs. the rest of the nation.

Those who had taken an overnight vacation trip were then asked how much they liked different kinds of trips (Q9), on a four point scale from “don’t like it at all” to “like it a lot.” Table 2, above, summarizes the percentage who said they liked it a lot, for each of the ten different types of trip. The different trip types were presented to respondents in random order, but they are displayed in the table from the highest to the lowest percentage in the national results.

Comparing vacationers living in the Alaska Region to those in the rest of the nation, significantly more respondents in the AKR said they liked trips to experience nature, and significantly fewer liked resorts and theme parks. These results, like the AKR’s higher rate of reported visitation to NPS units, are consistent with the popular image of Alaskans as active, outdoor people. Alaskans were less positive than the nation as a whole about trips to experience cultural activities, although the difference in the overall distributions on that variable is not statistically significant. There was a significant difference on the item about casinos, but the detailed results on that item were mixed (see Table Q9i.1). Alaskans were slightly more inclined than the rest of the nation to say they liked such trips “a lot,” but were substantially less inclined to say they liked them “pretty much.”

### Experiences and Activities in NPS Units

The next several items (Q10-Q15j) dealt with experiences and activities in NPS units. Reminded of the name of the unit they had identified, recent visitors were asked in an open-ended format to indicate the two or three main reasons for that particular visit (Q10). For Alaska Region residents, the most common responses were sightseeing (55%) and viewing or photographing nature (32%). Across the nation, the largest percentage was also sightseeing (43%), but viewing or photographing nature was mentioned by only 13% nationwide. Conversely, visiting a cultural or historic site was a very infrequent choice in Alaska (3%), but not as uncommon nationally (16%). These results are consistent with the tendency for Alaskans to like nature-related vacation trips.

**Table 3.** Enjoyment of Experiences (Q11) [recent NPS visitors in a random half of the sample]

| Experience                                    | % “Added a lot” |        |
|-----------------------------------------------|-----------------|--------|
|                                               | Alaska          | Nation |
| Viewing the sights of nature                  | 72              | 68     |
| Seeing distant or unobstructed views          | 67              | 58     |
| Getting away from the noise back home         | 50              | 57     |
| Relaxing physically                           | 50              | 56     |
| Getting away from the bright lights back home | 50              | 52     |
| Hearing the sounds of nature                  | 54              | 50     |
| Getting exercise                              | 44              | 48     |
| Learning more about history and culture       | 33*             | 47     |
| Learning more about nature                    | 39              | 37     |

\*Significant difference (at least  $p < .05$ ) between the two distributions, this region vs. the rest of the nation.

Another question asked visitors to rate how much various experiences added to the enjoyment of their most recent visit to a national park unit (Q11). Table 3 displays the percentages responding that a given experience “added a lot” to their enjoyment. In line with their stated reasons for visiting, Alaska residents were significantly less likely than the rest of the nation to find added enjoyment from learning about history and culture. Like the nation as a whole, Alaskans gave

their highest rating to enjoying the sights of nature, but both groups gave much lower ratings to *learning* about nature.

Alaskans were very similar to the national average in the percentage who said that getting away from the bright lights of home added a lot of enjoyment to their last visit (50% in Alaska, 52% nationally). In the detailed results (Table Q11e), however, 24% of the Alaska Region respondents said this experience added nothing to their enjoyment, whereas the national average in the “nothing” category was only 15%.

A related set of questions targeted the activities in which visitors participated during their most recent visit (Q14 and Q15). The results are summarized in Table 4. Outdoor exhibits, park brochures, visitor centers, and nature watching or photography ranked as the most common activities for both Alaska residents and national respondents. Alaskans were less likely than the nation as a whole to have read a brochure, and more likely to have viewed or photographed animals or plants. They were also above the national percentage in talking informally with a ranger and in the least common activity, involvement in the Junior Ranger program. Not surprisingly, given Alaska’s northern setting, they were more than twice as likely as visitors residing in other regions to have engaged in snow sports during their last visit.

**Table 4.** Participation in Activities (Q14, Q15) [all recent NPS visitors in the sample]

| Activity                                               | % Participated |        |
|--------------------------------------------------------|----------------|--------|
|                                                        | Alaska         | Nation |
| View outdoor exhibits                                  | 73             | 78     |
| Read the park brochure or newspaper                    | 72*            | 78     |
| Go to the visitor center                               | 78             | 73     |
| Viewing or photographing animals or plants             | 83*            | 70     |
| View indoor exhibits                                   | 60             | 63     |
| Hiking or jogging for at least 30 continuous minutes   | 62             | 60     |
| Talk informally with a ranger                          | 61*            | 51     |
| Watch movies or videos about the park                  | 43             | 39     |
| Attend a ranger-led activity, such as a tour or talk   | 36             | 35     |
| Attend a cultural demonstration or performance         | 19             | 21     |
| Water activities, such as swimming or boating          | 23             | 20     |
| Snow sports, such as skiing, snowmobiling, or sledding | 12*            | 5      |
| Have any involvement with the Junior Ranger program    | 9*             | 4      |

\*Significant difference (at least  $p < .05$ ) between the two distributions, this region vs. the rest of the nation.

### Constraints on Visitation

Both visitors and non-visitors were asked why they do not go to national park units more often (Q17a-Q17m). Results are shown in Table 5. Alaska Region respondents were significantly less likely than the rest of the nation to cite lack of knowledge about NPS units, lack of information about what to do there, or a preference for electronic activities. They were more likely than the nation as a whole to agree that hotel and food costs are too high and that reservations have to be made too far in advance. Despite the number and extent of NPS units in the region, Alaskans were also more likely than the rest of the nation to agree it takes too long to get to a unit from their home. This result may reflect the fact that much of the NPS-managed land in Alaska is not

directly accessible by road, requiring transport by air taxi or by boat. And of course, Alaska is quite far removed from any NPS unit in the lower 48 states.

Also of note is the high *disagreement*, both in Alaska and nationally, with statements that the parks are unpleasant or unsafe, or that employees there provide poor service. Less than 3% of respondents strongly agreed with those three statements.

**Table 5.** Reasons for Not Visiting More (Q17) [all respondents in the sample]

| Statement                                                               | % “Strongly Agree” |        |
|-------------------------------------------------------------------------|--------------------|--------|
|                                                                         | Alaska             | Nation |
| I just don’t know that much about NPS units.                            | 14*                | 21     |
| The hotel and food costs at NPS units are too high.                     | 23*                | 18     |
| It takes too long to get to any NPS units from my home.                 | 24*                | 17     |
| Reservations at NPS units have to be made too far in advance.           | 20*                | 14     |
| There isn’t enough information about what to do once inside a NPS unit. | 6*                 | 10     |
| It is difficult to find a parking space within NPS units.               | 7                  | 9      |
| Entrance fees are too high at NPS units.                                | 9                  | 9      |
| NPS units are too crowded.                                              | 10                 | 8      |
| I prefer to spend my free time doing electronic activities, like ...    | 4*                 | 6      |
| NPS units are not accessible to persons with disabilities.              | 7                  | 4      |
| NPS units are unpleasant places for me to be.                           | 2                  | 3      |
| NPS units are not safe places to visit.                                 | 2                  | 2      |
| NPS employees give poor service to visitors.                            | 3                  | 2      |

\*Significant difference (at least  $p < .05$ ) between the two distributions, this region vs. the rest of the nation.

## Helping the National Parks

The National Park Service is funded through the U.S. Congressional budget process, with supplementary revenue from entrance fees, pass sales, and other sources, but private mechanisms for supporting NPS units are also important. For example, the National Park Foundation was established in 1967 (Public Law 90-209, 81 Stat. 656) to oversee charitable giving to the parks. Individual citizens can also contribute in a variety of other ways. The survey asked whether respondents were aware of four specific ways to help (Q23a-Q23d), with results as summarized in Table 6.

**Table 6.** Awareness of Ways to Help (Q23) [respondents in a random half of the sample]

| Type of Help                                                        | % Aware |        |
|---------------------------------------------------------------------|---------|--------|
|                                                                     | Alaska  | Nation |
| Making a monetary donation                                          | 70      | 66     |
| Volunteering time to do needed jobs in parks                        | 66*     | 54     |
| Donating things to parks, such as equipment or historical artifacts | 49*     | 37     |
| Joining a park friends association                                  | 40      | 36     |

\*Significant difference (at least  $p < .05$ ) between the two distributions, this region vs. the rest of the nation.

Alaska residents were more aware than respondents nationally on all four items, with two of those differences being statistically significant (donating time or items). Both groups of respondents showed more awareness about donating money or time than about other kinds of

contributions, and a large majority in both groups did not know about park friends associations. In a follow-up question (Q24), asked only of those who were aware of at least one way to help, about a third of the respondents in Alaska (34%) and nationally (31%) said they had ever helped parks in these or other ways.

### Resource Management Issues

Another module of questions (Q25-Q28k) asked about a number of resource management issues. The first three of these items dealt with the role of sounds or soundscapes in national parks.

At 67%, Alaska Region respondents were significantly less likely than the rest of the nation to say that hearing the sounds of nature was very important to enjoying the undeveloped areas of a large national park (Q25). The national percentage on that question was 75% responding “very important.” By a narrower margin (43% versus 47%), Alaskans were also significantly less likely to strongly agree that mechanized sounds like engine noise and cell phones should not be heard in such areas (Q26). And they were somewhat (although non-significantly) less likely (54% versus 58%) to rate cultural sounds as very important for their enjoyment of a historical park (Q27).

A set of 11 resource management questions covered a wide range of issues, all using a “strongly agree” to “strongly disagree” response scale (Q28). As with soundscapes, Alaska Region respondents seemed to be less inclined than the general population to see most of these matters as involving resources that should be managed.

**Table 7.** Resource Management Issues (Q28) [respondents in a random half of the sample]

| Statement                                                                                                                                       | % “Strongly Agree” |        |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------|
|                                                                                                                                                 | Alaska             | Nation |
| These national parks are places where there should be no water pollution...                                                                     | 68                 | 77     |
| These national parks are places where there should be no air pollution...                                                                       | 56*                | 67     |
| Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fountains.                              | 58                 | 65     |
| Animals that used to occur naturally in these parks should be brought back.                                                                     | 45                 | 56     |
| These national parks are places I should be able to go and see the night sky without interference of artificial lights from nearby communities. | 44*                | 55     |
| Aircraft flights should be limited over wild and undeveloped areas...                                                                           | 26*                | 39     |
| The number of private vehicles in these parks should be limited during the busiest periods.                                                     | 39                 | 38     |
| Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.                                            | 24                 | 25     |
| Plants that do not occur naturally in these parks should be removed.                                                                            | 24                 | 25     |
| Animals that do not occur naturally in these parks should be removed.                                                                           | 24                 | 22     |
| Jet-skiing and snowmobiling should be allowed in these parks.                                                                                   | 25*                | 12     |

\*Significant difference (at least  $p < .05$ ) between the two distributions, this region vs. the rest of the nation.

While a majority of both groups agreed that there should be no air pollution in the large national parks, the percentage strongly agreeing was significantly lower among Alaskans (56%) than for the nation as a whole (67%). Alaska residents were also significantly less likely to agree with a statement about reducing artificial light pollution, and with another statement about

limiting aircraft flights over undeveloped areas. Conversely, they were more than twice as likely as the nation as a whole to say that jet-skiing and snowmobiling should be allowed in parks.

### **Demographics**

The last set of items on the survey collected demographic information (questions D1a through D11). Notable differences between the Alaska Region residents and the nation as a whole include a higher proportion of married respondents in Alaska (D3), with more children in the household on average (D9), fewer respondents aged 65 or older (D6), and a generally higher household income (D10). Not surprisingly, Alaska had a substantial percentage of American Indian/Alaska Native respondents and relatively few Hispanic or African American respondents (D4, D5).

Demographic differences such as these should be taken into account in interpreting why the Alaska Region differs from the rest of the nation in some of the behaviors and attitudes addressed in the survey. In addition to the topics highlighted in this narrative, other instructive comparisons are provided in the detailed tables that follow.

## Detailed Tables on All Questions

**Q5. The National Park System consists of all the units managed by the National Park Service, including national parks, historic and cultural sites, and national monuments. How many times in the past two years have you visited a unit of the National Park System?**

**Table Q5.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| 0 visits                                                     | 138                                         | 27.7%                                   | 38.6%                                   |
| 1 visit                                                      | 70                                          | 11.9%                                   | 15.6%                                   |
| 2 visits                                                     | 71                                          | 12.6%                                   | 14.9%                                   |
| 3 visits                                                     | 53                                          | 9.9%                                    | 8.2%                                    |
| 4 visits                                                     | 54                                          | 8.1%                                    | 6.5%                                    |
| 5 visits                                                     | 28                                          | 5.2%                                    | 4.2%                                    |
| 6 visits                                                     | 30                                          | 4.9%                                    | 2.9%                                    |
| 7 visits                                                     | 6                                           | 1.2%                                    | 0.8%                                    |
| 8 visits                                                     | 7                                           | 1.3%                                    | 1.1%                                    |
| 9 visits                                                     | 0                                           | 0.0%                                    | 0.0%                                    |
| 10 visits                                                    | 20                                          | 4.8%                                    | 2.0%                                    |
| 11 or more visits                                            | 60                                          | 12.3%                                   | 5.2%                                    |
| Total valid                                                  | 537                                         | 100.0%                                  | 100.0%                                  |
| Don't know/Not sure                                          | 11                                          |                                         |                                         |
| No answer/Refused                                            | 0                                           |                                         |                                         |
| Total missing                                                | 11                                          |                                         |                                         |
| Total N                                                      | 548                                         | 356                                     | 2,637                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.001                                  |

**Table Q5.2.** Cross-tabulation by Region (weighted regional data, general public) [see region map on p. 2]

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| 0 visits                                                 | 27.7%      | 32.4%      | 34.0%      | 44.0%      | 45.9%      | 37.7%      | 14.1%      |
| 1 visit                                                  | 11.9%      | 16.4%      | 14.9%      | 16.1%      | 15.6%      | 15.2%      | 8.3%       |
| 2 visits                                                 | 12.6%      | 16.2%      | 15.4%      | 15.5%      | 12.2%      | 13.7%      | 9.6%       |
| 3 visits                                                 | 9.9%       | 8.8%       | 11.5%      | 7.0%       | 6.7%       | 7.5%       | 9.2%       |
| 4 visits                                                 | 8.1%       | 7.7%       | 6.2%       | 5.8%       | 5.8%       | 7.2%       | 7.7%       |
| 5 visits                                                 | 5.2%       | 4.7%       | 4.8%       | 3.1%       | 3.7%       | 4.1%       | 8.6%       |
| 6 visits                                                 | 4.9%       | 3.6%       | 2.2%       | 2.2%       | 2.5%       | 3.9%       | 3.5%       |
| 7 visits                                                 | 1.2%       | 1.9%       | 0.6%       | 0.3%       | 0.2%       | 1.0%       | 1.2%       |
| 8 visits                                                 | 1.3%       | --         | 1.4%       | 1.6%       | 0.9%       | 1.3%       | 1.1%       |
| 9 visits                                                 | --         | --         | --         | 0.2%       | --         | --         | 0.3%       |
| 10 visits                                                | 4.8%       | 1.6%       | 2.9%       | 0.7%       | 2.1%       | 2.4%       | 8.3%       |
| 11 or more visits                                        | 12.3%      | 6.5%       | 6.1%       | 3.6%       | 4.6%       | 6.0%       | 28.0%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 356        | 364        | 409        | 450        | 386        | 414        | 275        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p<.01      | p<.05      | p<.001     | p<.001     | p<.05      | p<.001     |

[Note to the reader: For the wording of the introductory items, Q1-Q4, see the national report.]

Q6a. [If zero on item Q5; i.e., asked only of respondents who reported no visits within the past 2 years] **Have you ever, in your lifetime, visited a national park, historic or cultural site, monument, or other unit managed by the National Park Service?**

**Table Q6a.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                               | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|---------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| (One or more visits on Q5)                                    | 399                                         | 71.5%                                   | 60.8%                                   |
| Yes (ever visited)                                            | 114                                         | 19.5%                                   | 27.9%                                   |
| No                                                            | 31                                          | 8.9%                                    | 11.3%                                   |
| Total valid                                                   | 544                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                         | 4                                           |                                         |                                         |
| (No Answer/Refused)                                           | 0                                           |                                         |                                         |
| Total missing                                                 | 4                                           |                                         |                                         |
| Total N                                                       | 548                                         | 359                                     | 2,665                                   |
| Chi-square test:<br>(this region vs. the rest of the nation): |                                             |                                         | p<.001                                  |

**Table Q6a.2.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| (One or more on Q5)                                      | 71.5%      | 65.9%      | 65.0%      | 55.2%      | 54.6%      | 61.0%      | 83.3%      |
| Yes (ever visited)                                       | 19.5%      | 26.1%      | 26.3%      | 33.1%      | 27.3%      | 28.4%      | 13.0%      |
| No                                                       | 8.9%       | 8.0%       | 8.8%       | 11.7%      | 18.1%      | 10.6%      | 3.7%       |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 359        | 374        | 414        | 456        | 381        | 422        | 282        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p=.105     | p=.082     | p<.001     | p<.001     | p<.01      | p<.01      |

Q6b. [If Yes to item Q6a; i.e., asked of respondents who reported no visits within the past two years but said they had visited in their lifetime] **We want to ask about the last time you visited a unit of the National Park System. Was your most recent visit ...**

**Table Q6b.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| (Never visited on Q6a)                                       | 31                                          | 9.0%                                    | 11.4%                                   |
| <b>More than 5 years ago</b>                                 | 72                                          | 13.3%                                   | 18.7%                                   |
| <b>From 2 to 5 years ago</b>                                 | 36                                          | 5.6%                                    | 8.5%                                    |
| (Volunteered: Within 2 years)                                | 2                                           | 0.2%                                    | 0.5%                                    |
| (One or more visits on Q5)                                   | 399                                         | 71.8%                                   | 61.0%                                   |
| Total valid                                                  | 540                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No Answer/Refused)                                          | 1                                           |                                         |                                         |
| (Missing on Q6a)                                             | 4                                           |                                         |                                         |
| Total missing                                                | 8                                           |                                         |                                         |
| Total N                                                      | 548                                         | 358                                     | 2,657                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q6b.2.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| (Never visited on Q6a)                                   | 9.0%       | 8.0%       | 8.8%       | 11.7%      | 18.2%      | 10.7%      | 3.7%       |
| More than 5 years ago                                    | 13.3%      | 17.6%      | 17.0%      | 21.9%      | 19.7%      | 17.4%      | 5.1%       |
| From 2 to 5 years ago                                    | 5.6%       | 7.5%       | 8.7%       | 10.9%      | 7.1%       | 9.9%       | 7.3%       |
| (Volunteered: Within 2 years)                            | 0.2%       | 0.7%       | 0.4%       | --         | 0.3%       | 1.1%       | 0.4%       |
| (One or more on Q5)                                      | 71.8%      | 66.3%      | 65.0%      | 55.4%      | 54.8%      | 61.0%      | 83.5%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 358        | 372        | 413        | 455        | 380        | 422        | 280        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p>.2       | p>.2       | p<.001     | p<.001     | p<.05      | p<.001     |

Q6c. [If visited in past two years on item Q5 or Q6b; i.e., asked of respondents in the pool of potential visitors] **Which National Park System unit did you LAST visit?**

**Table Q6c.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                           | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| "Visitor" (Visited in past 2 years and named a unit found on list) | 333                                | 60.0%                          | 46.5%                          |
| "Non-visitor" (All other respondents)                              | 215                                | 40.0%                          | 53.5%                          |
| Total                                                              | 548                                | 100.0%                         | 100.0%                         |
| Total N                                                            | 548                                | 362                            | 2,706                          |
| Chi-square test:<br>(this region vs. the rest of the nation)       |                                    |                                | p<.001                         |

**Table Q6c.2.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                          | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|---------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Visitor                                           | 60.0%  | 54.5%  | 49.7%  | 40.6%  | 39.1%  | 46.2%  | 70.6%  |
| Non-visitor                                       | 40.0%  | 45.5%  | 50.3%  | 59.4%  | 60.9%  | 53.8%  | 29.4%  |
| Total                                             | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total weighted N                                  | 362    | 376    | 422    | 465    | 389    | 426    | 283    |
| Chi-square tests:<br>(this region vs. each other) | --     | p=.135 | p<.01  | p<.001 | p<.001 | p<.001 | p<.01  |

[Note to the reader: Q6c provides the definition of visitor status used in this report.]

Q6d. [For all Non-visitors (as defined on item Q6c)] **A lot of people don't realize that the National Park System includes not only the big units like Yellowstone, but also national battlefields, national seashores, national recreation areas, and small urban sites. In your area [Unit Name 1] and [Unit Name 2] are both National Park System units. With this in mind, can you give me the name of any place you've visited in the past two years that you think is part of the National Park System?**

**Table Q6d.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                       | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|----------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| (Identified valid NPS unit on either on Q6c or Q6d)            | 414                                | 73.7%                          | 60.7%                          |
| (Identified no valid NPS unit visited within the past 2 years) | 134                                | 26.3%                          | 39.3%                          |
| Total                                                          | 548                                | 100.0%                         | 100.0%                         |
| Total N                                                        | 548                                | 362                            | 2,706                          |
| Chi-square test:<br>(this region vs. the rest of the nation)   |                                    |                                | p<.001                         |

**Table Q6d.2.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| (Identified NPS unit)                                    | 73.7%  | 67.6%  | 62.0%  | 56.5%  | 55.5%  | 60.7%  | 85.0%  |
| (No NPS unit)                                            | 26.3%  | 32.4%  | 38.0%  | 43.5%  | 44.5%  | 39.3%  | 15.0%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total weighted N                                         | 362    | 376    | 422    | 465    | 389    | 426    | 284    |
| Chi-square tests:<br>(this region vs. each other region) | --     | p=.068 | p<.01  | p<.001 | p<.001 | p<.001 | p<.01  |

[Note to the reader: Q6d is NOT used to define visitor status in this report.]

Q6e. [For all Visitors (as defined on item Q6c)] **So, we're calling [Unit Name] your most recent visit to a National Park System unit. Do I have that right?**

**Table Q6e.1.** Frequency Distribution (recoded regional vs. national data, recent visitors)

| <b>Response</b>                                               | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|---------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Denali NP                                                     | 169                                         | 53.5%                                   | 1.4%                                    |
| Grand Canyon NP                                               | 8                                           | 2.1%                                    | 6.5%                                    |
| Great Smoky Mountains NP                                      | 1                                           | 0.1%                                    | 3.7%                                    |
| Lincoln Memorial                                              | 4                                           | 1.3%                                    | 4.0%                                    |
| National Mall                                                 | 1                                           | 0.0%                                    | 2.1%                                    |
| Yellowstone NP                                                | 11                                          | 2.5%                                    | 6.3%                                    |
| Yosemite NP                                                   | 4                                           | 1.1%                                    | 6.7%                                    |
| Other NPS unit                                                | 135                                         | 39.4%                                   | 69.5%                                   |
| Total valid                                                   | 333                                         | 100.0%                                  | 100.0%                                  |
| Non-visitor                                                   | 215                                         |                                         |                                         |
| Total N                                                       | 548                                         | 216                                     | 1,260                                   |
| Chi-square test:<br>(this region vs. the rest of the nation): |                                             |                                         | p<.001                                  |

**Table Q6e.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Denali NP                                                | 53.5%      | 2.1%       | 0.6%       | 1.1%       | 0.5%       | 1.1%       | --         |
| Grand Canyon NP                                          | 2.1%       | 5.4%       | 12.3%      | 7.9%       | 5.5%       | 1.8%       | 0.9%       |
| Great Smoky Mtns                                         | 0.1%       | --         | 1.0%       | 3.1%       | 13.3%      | 1.2%       | --         |
| Lincoln Memorial                                         | 1.3%       | 0.1%       | 1.6%       | 3.8%       | 1.3%       | 9.0%       | 8.8%       |
| National Mall                                            | --         | 0.2%       | 0.9%       | 1.1%       | 3.4%       | 4.2%       | 22.5%      |
| Yellowstone NP                                           | 2.5%       | 5.1%       | 9.2%       | 7.8%       | 5.7%       | 3.9%       | 0.6%       |
| Yosemite NP                                              | 1.1%       | 26.6%      | 1.7%       | 1.5%       | 2.4%       | 1.3%       | 0.3%       |
| Other NPS unit                                           | 39.4%      | 60.5%      | 72.8%      | 73.6%      | 67.9%      | 77.6%      | 66.9%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 216        | 204        | 209        | 189        | 153        | 198        | 201        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p<.001     | p<.001     | p<.001     | p<.001     | p<.001     | p<.001     |

**Q7. Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement:**

**"I plan to visit a unit of the National Park System within the next 12 months."**

**Table Q7.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 293                                         | 55.7%                                   | 43.3%                                   |
| Somewhat agree                                               | 90                                          | 18.2%                                   | 23.5%                                   |
| Neither agree nor disagree                                   | 23                                          | 3.8%                                    | 4.8%                                    |
| Somewhat disagree                                            | 48                                          | 9.7%                                    | 13.5%                                   |
| Strongly disagree                                            | 70                                          | 12.6%                                   | 14.9%                                   |
| Total valid                                                  | 524                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 23                                          |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| Total missing                                                | 24                                          |                                         |                                         |
| <b>Total N</b>                                               | <b>548</b>                                  | <b>347</b>                              | <b>2,601</b>                            |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q7.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 69.9%                   | 61.4%                   |
| Somewhat agree                                                                           | 20.1%                   | 22.9%                   |
| Neither                                                                                  | 2.3%                    | 3.4%                    |
| Somewhat disagree                                                                        | 3.5%                    | 6.3%                    |
| Strongly disagree                                                                        | 4.2%                    | 6.0%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| <b>Valid weighted N</b>                                                                  | <b>212</b>              | <b>1,218</b>            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p=.137                  |

**Table Q7.3.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Strongly agree                                           | 55.7%      | 48.9%      | 46.8%      | 33.6%      | 40.3%      | 49.6%      | 66.5%      |
| Somewhat agree                                           | 18.2%      | 22.5%      | 20.0%      | 25.5%      | 22.8%      | 21.0%      | 20.4%      |
| Neither                                                  | 3.8%       | 4.0%       | 5.8%       | 4.9%       | 4.5%       | 4.4%       | 2.7%       |
| Somewhat disagree                                        | 9.7%       | 10.5%      | 12.7%      | 16.7%      | 13.6%      | 13.9%      | 3.4%       |
| Strongly disagree                                        | 12.6%      | 14.1%      | 14.6%      | 19.3%      | 18.8%      | 11.2%      | 7.0%       |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| <b>Valid weighted N</b>                                  | <b>347</b> | <b>362</b> | <b>404</b> | <b>450</b> | <b>377</b> | <b>403</b> | <b>280</b> |
| Chi-square tests:<br>(this region vs. each other region) | --         | p>.2       | p=.145     | p<.001     | p>.2       | p>.2       | p<.01      |

Q8. [For random subset A] **We're interested in what kinds of vacation trips you like to take when you spend at least one night away from home. In the past two years, have you taken any overnight vacation trips away from home?**

**Table Q8.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (recent vacation trip)                                   | 246                                         | 87.2%                                   | 81.2%                                   |
| No                                                           | 31                                          | 12.8%                                   | 18.8%                                   |
| Total valid                                                  | 277                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 1                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 271                                         |                                         |                                         |
| Total N                                                      | 548                                         | 181                                     | 1,404                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.05                                   |

**Table Q8.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                           | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|-------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Yes (recent vacation trip)                                                                | 96.4%                   | 92.9%                   |
| No                                                                                        | 3.6%                    | 7.1%                    |
| Total                                                                                     | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                          | 114                     | 622                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation): |                         | p=.157                  |

Q9. [For those in random subset A answering Yes on item Q8] **I'm going to list some different kinds of vacation trips that people might take. For each trip, please tell me how much you like it. Use a scale from one to four, where 1 means you "don't like it at all," 2 means you "like it very little," 3 means you "like it pretty much," and 4 means you "like it a lot." The first one is ...**

Q9a. [In random order] **An out-of-town trip to visit friends or relatives.**

**Table Q9a.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 10                                          | 3.6%                                    | 2.9%                                    |
| Like it very little                                          | 22                                          | 8.0%                                    | 7.5%                                    |
| Like it pretty much                                          | 83                                          | 37.0%                                   | 31.1%                                   |
| Like it a lot                                                | 129                                         | 51.4%                                   | 58.5%                                   |
| Total valid                                                  | 244                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 2                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 304                                         |                                         |                                         |
| Total N                                                      | 548                                         | 157                                     | 1,135                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

**Table Q9a.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 4.6%                    | 2.4%                    |
| Like it very little                                                                      | 9.5%                    | 7.6%                    |
| Like it pretty much                                                                      | 36.9%                   | 33.0%                   |
| Like it a lot                                                                            | 49.0%                   | 57.0%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 110                     | 577                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p&gt;.2</i>          |

Q9b. [In random order] **A trip to an out-of-town sporting event.**

**Table Q9b.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 71                                          | 30.7%                                   | 25.6%                                   |
| Like it very little                                          | 63                                          | 24.5%                                   | 23.5%                                   |
| Like it pretty much                                          | 64                                          | 27.5%                                   | 25.4%                                   |
| Like it a lot                                                | 41                                          | 17.3%                                   | 25.5%                                   |
| Total valid                                                  | 239                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 7                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 309                                         |                                         |                                         |
| Total N                                                      | 548                                         | 153                                     | 1,125                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p</i> =.148                          |

**Table Q9b.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 29.3%                   | 24.1%                   |
| Like it very little                                                                      | 23.4%                   | 27.2%                   |
| Like it pretty much                                                                      | 32.0%                   | 26.4%                   |
| Like it a lot                                                                            | 15.3%                   | 22.2%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 109                     | 571                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p</i> =.199          |

[Note to the reader: Q9c was eliminated during pretesting.]

Q9d. [In random order] **A trip to a theme park, such as Disney or Six Flags.**

**Table Q9d.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 76                                          | 29.8%                                   | 18.9%                                   |
| Like it very little                                          | 49                                          | 18.8%                                   | 22.3%                                   |
| Like it pretty much                                          | 63                                          | 28.0%                                   | 26.4%                                   |
| Like it a lot                                                | 50                                          | 23.5%                                   | 32.5%                                   |
| Total valid                                                  | 238                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 8                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 310                                         |                                         |                                         |
| Total N                                                      | 548                                         | 155                                     | 1,132                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q9d.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 28.1%                   | 20.9%                   |
| Like it very little                                                                      | 16.7%                   | 25.5%                   |
| Like it pretty much                                                                      | 30.9%                   | 24.5%                   |
| Like it a lot                                                                            | 24.3%                   | 29.1%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 109                     | 576                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p=.060                  |

Q9e. [In random order] **A trip to experience art, music, or other cultural activities.**

**Table Q9e.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 27                                          | 10.0%                                   | 7.5%                                    |
| Like it very little                                          | 53                                          | 21.6%                                   | 18.8%                                   |
| Like it pretty much                                          | 95                                          | 38.9%                                   | 34.0%                                   |
| Like it a lot                                                | 68                                          | 29.4%                                   | 39.7%                                   |
| Total valid                                                  | 243                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 305                                         |                                         |                                         |
| Total N                                                      | 548                                         | 156                                     | 1,134                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p</i> =.091                          |

**Table Q9e.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 12.8%                   | 6.0%                    |
| Like it very little                                                                      | 19.9%                   | 19.5%                   |
| Like it pretty much                                                                      | 39.5%                   | 35.2%                   |
| Like it a lot                                                                            | 27.9%                   | 39.4%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 110                     | 577                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p</i> <.05           |

Q9f. [In random order] **An out-of-town trip to experience nature.**

**Table Q9f.1.** Frequency distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 7                                           | 2.5%                                    | 4.6%                                    |
| Like it very little                                          | 10                                          | 4.9%                                    | 11.5%                                   |
| Like it pretty much                                          | 64                                          | 24.5%                                   | 30.7%                                   |
| Like it a lot                                                | 163                                         | 68.1%                                   | 53.2%                                   |
| Total valid                                                  | 244                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 1                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 304                                         |                                         |                                         |
| Total N                                                      | 548                                         | 157                                     | 1,136                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q9f.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 1.0%                    | 3.3%                    |
| Like it very little                                                                      | 5.0%                    | 7.5%                    |
| Like it pretty much                                                                      | 25.6%                   | 24.7%                   |
| Like it a lot                                                                            | 68.3%                   | 64.6%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 110                     | 576                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p>.2                    |

Q9g. [In random order] **A trip to see historical places or exhibits.**

**Table Q9g.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 8                                           | 4.9%                                    | 3.3%                                    |
| Like it very little                                          | 26                                          | 14.1%                                   | 13.0%                                   |
| Like it pretty much                                          | 93                                          | 37.9%                                   | 38.9%                                   |
| Like it a lot                                                | 116                                         | 43.1%                                   | 44.8%                                   |
| Total valid                                                  | 243                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 305                                         |                                         |                                         |
| Total N                                                      | 548                                         | 157                                     | 1,135                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

**Table Q9g.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 3.8%                    | 2.2%                    |
| Like it very little                                                                      | 12.1%                   | 10.1%                   |
| Like it pretty much                                                                      | 38.0%                   | 36.6%                   |
| Like it a lot                                                                            | 46.1%                   | 51.1%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 110                     | 577                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p&gt;.2</i>          |

[Note to the reader: Q9h was eliminated during pretesting.]

Q9i. [In random order] **A trip to a casino or other gaming place.**

**Table Q9i.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 128                                         | 50.5%                                   | 48.0%                                   |
| Like it very little                                          | 61                                          | 26.8%                                   | 22.0%                                   |
| Like it pretty much                                          | 22                                          | 7.0%                                    | 15.2%                                   |
| Like it a lot                                                | 35                                          | 15.7%                                   | 14.9%                                   |
| Total valid                                                  | 246                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 0                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 302                                         |                                         |                                         |
| Total N                                                      | 548                                         | 158                                     | 1,130                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.05                                   |

**Table Q9i.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 52.6%                   | 53.0%                   |
| Like it very little                                                                      | 27.7%                   | 21.0%                   |
| Like it pretty much                                                                      | 7.9%                    | 14.4%                   |
| Like it a lot                                                                            | 11.8%                   | 11.6%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         |                         | 573                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p=.185                  |

Q9j. [In random order] **A trip to another country.**

**Table Q9j.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 29                                          | 12.1%                                   | 14.0%                                   |
| Like it very little                                          | 22                                          | 8.9%                                    | 9.8%                                    |
| Like it pretty much                                          | 47                                          | 17.8%                                   | 17.4%                                   |
| Like it a lot                                                | 143                                         | 61.3%                                   | 58.8%                                   |
| Total valid                                                  | 241                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 4                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 307                                         |                                         |                                         |
| Total N                                                      | 548                                         | 156                                     | 1,119                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

**Table Q9j.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 11.0%                   | 13.6%                   |
| Like it very little                                                                      | 9.8%                    | 9.5%                    |
| Like it pretty much                                                                      | 12.8%                   | 18.6%                   |
| Like it a lot                                                                            | 66.3%                   | 58.3%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 109                     | 570                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p&gt;.2</i>          |

Q9k. [In random order] **A trip to a spa or resort.**

**Table Q9k.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 59                                          | 22.8%                                   | 19.4%                                   |
| Like it very little                                          | 70                                          | 27.7%                                   | 19.8%                                   |
| Like it pretty much                                          | 54                                          | 24.6%                                   | 27.4%                                   |
| Like it a lot                                                | 57                                          | 24.8%                                   | 33.4%                                   |
| Total valid                                                  | 240                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 6                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 308                                         |                                         |                                         |
| Total N                                                      | 548                                         | 154                                     | 1,111                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.05                                   |

**Table Q9k.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 24.8%                   | 19.9%                   |
| Like it very little                                                                      | 25.9%                   | 23.7%                   |
| Like it pretty much                                                                      | 26.8%                   | 29.3%                   |
| Like it a lot                                                                            | 22.5%                   | 27.1%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 109                     | 561                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p>.2                    |

Q9I. [In random order] **A trip on a cruise ship.**

**Table Q9I.1.** Frequency Distribution (regional vs. national data, general public with a recent vacation)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Don't like it at all                                         | 81                                          | 31.5%                                   | 25.8%                                   |
| Like it very little                                          | 48                                          | 23.7%                                   | 20.3%                                   |
| Like it pretty much                                          | 45                                          | 19.1%                                   | 21.0%                                   |
| Like it a lot                                                | 52                                          | 25.8%                                   | 32.9%                                   |
| Total valid                                                  | 226                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 20                                          |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (No trips or missing on Q8)                                  | 32                                          |                                         |                                         |
| (Not asked, random split)                                    | 270                                         |                                         |                                         |
| Total missing                                                | 322                                         |                                         |                                         |
| Total N                                                      | 548                                         | 146                                     | 1,092                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p</i> >.2                            |

**Table Q9I.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with a recent vacation)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Don't like it at all                                                                     | 28.9%                   | 30.3%                   |
| Like it very little                                                                      | 26.6%                   | 20.8%                   |
| Like it pretty much                                                                      | 21.6%                   | 19.4%                   |
| Like it a lot                                                                            | 22.9%                   | 29.5%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 104                     | 546                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p</i> >.2            |

**Q10. [For all Visitors] Now I'd like to ask you a series of questions about your last visit to a National Park System unit, which you said was [Unit Name]. Thinking about your last visit to [Unit Name], what were your two or three main reasons for visiting there?**

(Do NOT read choices; code up to 3 responses.)

**Table Q10.1.** Multiple Response Frequencies (regional vs. national data, recent visitors)

| <b>Response</b>                                                  | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|------------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Sightseeing                                                      | 182                                         | 55.2%                                   | 42.8%                                   |
| Vacationing with guests, family, company, relatives              | 89                                          | 28.6%                                   | 33.8%                                   |
| Viewing exhibits, park information, educational sites            | 26                                          | 6.3%                                    | 11.8%                                   |
| Hiking or backpacking                                            | 26                                          | 8.5%                                    | 10.7%                                   |
| Go just because it's there, proximity                            | 75                                          | 22.7%                                   | 23.0%                                   |
| Camping                                                          | 17                                          | 4.9%                                    | 5.0%                                    |
| Visiting a cultural or historic site                             | 15                                          | 3.0%                                    | 16.2%                                   |
| Playing sports, recreation, exercise, dog walking                | 13                                          | 4.4%                                    | 5.8%                                    |
| Fishing                                                          | 13                                          | 3.7%                                    | 1.8%                                    |
| Viewing or photographing nature/wildlife/<br>birds/trees/flowers | 104                                         | 32.0%                                   | 13.6%                                   |
| Other                                                            | 83                                          | 26.1%                                   | 31.6%                                   |
| (Don't know/Not sure)                                            | 1                                           |                                         |                                         |
| <b>Total N</b>                                                   | <b>333</b>                                  | <b>215</b>                              | <b>1,258</b>                            |

This is a mark-up-to-three question; percentages total more than 100.

**Table Q10.2.** Multiple Response Frequencies by Region (weighted regional data, recent visitors)

| <b>Response</b>                                              | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|--------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Sightseeing                                                  | 55.2%      | 47.7%      | 47.2%      | 43.3%      | 44.3%      | 33.2%      | 28.4%      |
| Vacationing with guests, family, company, relatives          | 28.6%      | 39.2%      | 32.4%      | 36.6%      | 29.0%      | 32.6%      | 25.5%      |
| Viewing exhibits, park information, educational sites        | 6.3%       | 10.2%      | 11.3%      | 10.5%      | 11.9%      | 14.9%      | 10.5%      |
| Hiking or backpacking                                        | 8.5%       | 17.5%      | 11.6%      | 5.1%       | 12.2%      | 9.1%       | 10.3%      |
| Go just because it's there, proximity                        | 22.7%      | 19.7%      | 25.9%      | 22.3%      | 25.4%      | 23.9%      | 28.0%      |
| Camping                                                      | 4.9%       | 9.2%       | 4.9%       | 5.6%       | 3.4%       | 2.8%       | 1.5%       |
| Visiting a cultural or historic site                         | 3.0%       | 7.1%       | 11.0%      | 19.9%      | 12.6%      | 24.0%      | 18.4%      |
| Playing sports, recreation, exercise, dog walking            | 4.4%       | 5.1%       | 3.2%       | 7.8%       | 4.6%       | 6.0%       | 9.8%       |
| Fishing                                                      | 3.7%       | 1.9%       | 2.1%       | 1.4%       | 2.4%       | 0.8%       | 0.5%       |
| Viewing or photographing nature/wildlife/birds/trees/flowers | 32.0%      | 21.6%      | 13.9%      | 11.5%      | 14.0%      | 11.3%      | 13.6%      |
| Other                                                        | 26.1%      | 28.7%      | 29.0%      | 33.1%      | 32.3%      | 33.3%      | 43.5%      |
| <b>Valid weighted N</b>                                      | <b>215</b> | <b>205</b> | <b>210</b> | <b>189</b> | <b>151</b> | <b>197</b> | <b>200</b> |

This is a mark-up-to-three question; percentages total more than 100 within each region.

Q11. [For Visitors in random subset B] **We'd like to know how much the following experiences may have added to your enjoyment during your last visit to [Unit Name]. Please rate each one on a scale from one to four, where 1 means it “added nothing to your enjoyment,” 2 means it “added very little to your enjoyment,” 3 means it “added pretty much to your enjoyment,” and 4 means it “added a lot to your enjoyment” on your last visit there.**

Q11a. [In random order] **Learning more about history and culture.**

(As needed: Would you say it added "nothing," "very little," "pretty much," or "a lot" to your enjoyment, on your last visit to a unit of the National Park System?)

**Table Q11a.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing                                                      | 23                                          | 15.5%                                   | 8.2%                                    |
| Very little                                                  | 33                                          | 19.0%                                   | 15.7%                                   |
| Pretty much                                                  | 47                                          | 32.7%                                   | 29.5%                                   |
| A lot                                                        | 54                                          | 32.9%                                   | 46.7%                                   |
| Total valid                                                  | 157                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 1                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 175                                         |                                         |                                         |
| Total missing                                                | 176                                         |                                         |                                         |
| Total N                                                      | 333                                         | 102                                     | 634                                     |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             | p<.05                                   |                                         |

Q11b. [In random order] **Learning more about nature.**

**Table Q11b.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing                                                      | 12                                          | 7.6%                                    | 12.0%                                   |
| Very little                                                  | 31                                          | 21.8%                                   | 18.7%                                   |
| Pretty much                                                  | 52                                          | 31.2%                                   | 32.1%                                   |
| A lot                                                        | 61                                          | 39.4%                                   | 37.3%                                   |
| Total valid                                                  | 156                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 2                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 175                                         |                                         |                                         |
| Total missing                                                | 177                                         |                                         |                                         |
| Total N                                                      | 333                                         | 101                                     | 628                                     |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             | p>.2                                    |                                         |

Q11c. [In random order] **Getting exercise.**

**Table Q11c.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing                                                      | 20                                          | 12.1%                                   | 8.1%                                    |
| Very little                                                  | 32                                          | 19.3%                                   | 15.0%                                   |
| Pretty much                                                  | 36                                          | 24.7%                                   | 29.0%                                   |
| A lot                                                        | 69                                          | 43.9%                                   | 47.9%                                   |
| Total valid                                                  | 157                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 0                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 175                                         |                                         |                                         |
| Total missing                                                | 176                                         |                                         |                                         |
| Total N                                                      | 333                                         | 102                                     | 631                                     |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

Q11d. [In random order] **Getting away from the noise back home.**

**Table Q11d.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing                                                      | 24                                          | 16.5%                                   | 11.2%                                   |
| Very little                                                  | 24                                          | 13.3%                                   | 10.8%                                   |
| Pretty much                                                  | 27                                          | 20.1%                                   | 21.4%                                   |
| A lot                                                        | 76                                          | 50.1%                                   | 56.6%                                   |
| Total valid                                                  | 151                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 4                                           |                                         |                                         |
| (No answer/Refused)                                          | 3                                           |                                         |                                         |
| (Not asked, random split)                                    | 175                                         |                                         |                                         |
| Total missing                                                | 182                                         |                                         |                                         |
| Total N                                                      | 333                                         | 98                                      | 630                                     |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

Q11e. [In random order] **Getting away from the bright lights back home.**

**Table Q11e.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing                                                      | 29                                          | 23.8%                                   | 15.3%                                   |
| Very little                                                  | 24                                          | 12.1%                                   | 12.1%                                   |
| Pretty much                                                  | 20                                          | 13.6%                                   | 20.4%                                   |
| A lot                                                        | 76                                          | 50.5%                                   | 52.2%                                   |
| Total valid                                                  | 149                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 8                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 175                                         |                                         |                                         |
| Total missing                                                | 184                                         |                                         |                                         |
| Total N                                                      | 333                                         | 97                                      | 628                                     |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p=.119</i>                           |

Q11f. [In random order] **Seeing distant or unobstructed views.**

**Table Q11f.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing                                                      | 11                                          | 7.7%                                    | 6.6%                                    |
| Very little                                                  | 12                                          | 7.7%                                    | 7.6%                                    |
| Pretty much                                                  | 28                                          | 17.3%                                   | 27.4%                                   |
| A lot                                                        | 105                                         | 67.4%                                   | 58.4%                                   |
| Total valid                                                  | 156                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 1                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 175                                         |                                         |                                         |
| Total missing                                                | 177                                         |                                         |                                         |
| Total N                                                      | 333                                         | 102                                     | 631                                     |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p=.190</i>                           |

Q11g. [In random order] **Hearing the sounds of nature.**

**Table Q11g.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing                                                      | 13                                          | 7.4%                                    | 11.7%                                   |
| Very little                                                  | 23                                          | 14.8%                                   | 12.3%                                   |
| Pretty much                                                  | 35                                          | 24.3%                                   | 25.7%                                   |
| A lot                                                        | 87                                          | 53.5%                                   | 50.3%                                   |
| Total valid                                                  | 158                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 0                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 175                                         |                                         |                                         |
| Total missing                                                | 175                                         |                                         |                                         |
| Total N                                                      | 333                                         | 102                                     | 629                                     |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

Q11h. [In random order] **Relaxing physically.**

**Table Q11h.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing                                                      | 13                                          | 7.8%                                    | 5.6%                                    |
| Very little                                                  | 20                                          | 14.0%                                   | 9.0%                                    |
| Pretty much                                                  | 42                                          | 28.4%                                   | 29.8%                                   |
| A lot                                                        | 80                                          | 49.8%                                   | 55.6%                                   |
| Total valid                                                  | 155                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 175                                         |                                         |                                         |
| Total missing                                                | 178                                         |                                         |                                         |
| Total N                                                      | 333                                         | 101                                     | 631                                     |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

Q11i. [In random order] **Viewing the sights of nature.**

**Table Q11i.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent, Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-------------------------------------|
| Nothing                                                      | 7                                           | 4.9%                                    | 6.3%                                |
| Very little                                                  | 7                                           | 3.9%                                    | 6.7%                                |
| Pretty much                                                  | 24                                          | 19.6%                                   | 18.9%                               |
| A lot                                                        | 120                                         | 71.6%                                   | 68.1%                               |
| Total valid                                                  | 158                                         | 100.0%                                  | 100.0%                              |
| (Don't know/Not sure)                                        | 0                                           |                                         |                                     |
| (No answer/Refused)                                          | 0                                           |                                         |                                     |
| (Not asked, random split)                                    | 175                                         |                                         |                                     |
| Total missing                                                | 175                                         |                                         |                                     |
| Total N                                                      | 333                                         | 102                                     | 630                                 |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                      |

[Note to the reader: Questions 12 and 13 were eliminated during pretesting.]

Q14. [For all Visitors] **On your last visit to [Unit Name] did you or any member of your personal group participate in any of the following in the park?**

[Note to the reader: Q14a was eliminated during pretesting.]

Q14b. [In random order] **Hiking or jogging for at least 30 continuous minutes.**

**Table Q14b.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                               | 209                                | 61.8%                          | 59.9%                          |
| No                                                           | 122                                | 38.2%                          | 40.1%                          |
| Total valid                                                  | 331                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 2                                  |                                |                                |
| (No answer/Refused)                                          | 0                                  |                                |                                |
| Total missing                                                | 2                                  |                                |                                |
| Total N                                                      | 333                                | 215                            | 1,258                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | $p > .2$                       |

**Table Q14b.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR       | IMR      | MWR        | SER      | NER       | NCR        |
|----------------------------------------------------------|--------|-----------|----------|------------|----------|-----------|------------|
| Yes (did this)                                           | 61.8%  | 72.9%     | 65.2%    | 54.3%      | 62.3%    | 48.8%     | 41.4%      |
| No                                                       | 38.2%  | 27.1%     | 34.8%    | 45.7%      | 37.7%    | 51.2%     | 58.6%      |
| Total                                                    | 100.0% | 100.0%    | 100.0%   | 100.0%     | 100.0%   | 100.0%    | 100.0%     |
| Valid wtd. N                                             | 215    | 205       | 210      | 189        | 151      | 197       | 200        |
| Chi-square tests:<br>(this region vs. each other region) | --     | $p < .01$ | $p > .2$ | $p = .133$ | $p > .2$ | $p < .01$ | $p < .001$ |

Q14c. [In random order] **Viewing or photographing animals or plants.**

**Table Q14c.1.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (did this)                                               | 278                                         | 83.3%                                   | 69.6%                                   |
| No                                                           | 55                                          | 16.7%                                   | 30.4%                                   |
| Total valid                                                  | 333                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 0                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| Total missing                                                | 0                                           |                                         |                                         |
| Total N                                                      | 333                                         | 217                                     | 1,256                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.001                                  |

**Table Q14c.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Yes (did this)                                           | 83.3%      | 85.0%      | 76.2%      | 66.1%      | 71.5%      | 55.8%      | 40.9%      |
| No                                                       | 16.7%      | 15.0%      | 23.8%      | 33.9%      | 28.5%      | 44.2%      | 59.1%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid wtd. N                                             | 217        | 205        | 209        | 189        | 151        | 197        | 199        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p>.2       | p=.123     | p<.001     | p<.05      | p<.001     | p<.001     |

[Note to the reader: Q14d was eliminated during pretesting.]

Q14e. [In random order] **Snow sports, such as skiing, snowmobiling, or sledding.**

**Table Q14e.1.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (did this)                                               | 38                                          | 12.5%                                   | 4.9%                                    |
| No                                                           | 295                                         | 87.5%                                   | 95.1%                                   |
| Total valid                                                  | 333                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 0                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| Total missing                                                | 0                                           |                                         |                                         |
| Total N                                                      | 333                                         | 217                                     | 1,259                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.001                                  |

**Table Q14e.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Yes (did this)                                           | 12.5%      | 9.1%       | 8.7%       | 1.8%       | 2.5%       | 2.0%       | 2.1%       |
| No                                                       | 87.5%      | 90.9%      | 91.3%      | 98.2%      | 97.5%      | 98.0%      | 97.9%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid wtd. N                                             | 217        | 205        | 209        | 189        | 153        | 197        | 200        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p>.2       | p>.2       | p<.001     | p<.01      | p<.001     | p<.001     |

Q14f. [In random order] **Water activities, such as swimming or boating.**

**Table Q14f.1.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (did this)                                               | 69                                          | 23.1%                                   | 20.2%                                   |
| No                                                           | 264                                         | 76.9%                                   | 79.8%                                   |
| Total valid                                                  | 333                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 0                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| Total missing                                                | 0                                           |                                         |                                         |
| Total N                                                      | 333                                         | 217                                     | 1,257                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

**Table Q14f.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b>     | <b>IMR</b>     | <b>MWR</b>     | <b>SER</b>     | <b>NER</b>    | <b>NCR</b>       |
|----------------------------------------------------------|------------|----------------|----------------|----------------|----------------|---------------|------------------|
| Yes (did this)                                           | 23.1%      | 22.4%          | 19.6%          | 18.7%          | 26.7%          | 17.8%         | 8.4%             |
| No                                                       | 76.9%      | 77.6%          | 80.4%          | 81.3%          | 73.3%          | 82.2%         | 91.6%            |
| Total                                                    | 100.0%     | 100.0%         | 100.0%         | 100.0%         | 100.0%         | 100.0%        | 100.0%           |
| Valid wtd. N                                             | 217        | 205            | 208            | 189            | 153            | 197           | 201              |
| Chi-square tests:<br>(this region vs. each other region) | --         | <i>p&gt;.2</i> | <i>p&gt;.2</i> | <i>p&gt;.2</i> | <i>p&gt;.2</i> | <i>p=.132</i> | <i>p&lt;.001</i> |

Q15. [For all Visitors] **On your last visit to [Unit Name] did you or any member of your personal group use any of the following programs or services?**

Q15a. [In random order] **Attend a ranger-led activity, such as a tour or talk.**

**Table Q15a.1.** Frequency Distribution (regional vs. national data, recent visitors)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (did this)                                               | 119                                         | 36.3%                                   | 34.9%                                   |
| No                                                           | 212                                         | 63.7%                                   | 65.1%                                   |
| Total valid                                                  | 331                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 2                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| Total missing                                                | 2                                           |                                         |                                         |
| Total N                                                      | 333                                         | 215                                     | 1,248                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | $p>.2$                                  |

**Table Q15a.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Yes                                                      | 36.3%      | 30.9%      | 32.7%      | 38.6%      | 39.0%      | 33.1%      | 22.4%      |
| No                                                       | 63.7%      | 69.1%      | 67.3%      | 61.4%      | 61.0%      | 66.9%      | 77.6%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid wtd. N                                             | 215        | 204        | 208        | 189        | 149        | 195        | 200        |
| Chi-square tests:<br>(this region vs. each other region) | --         | $p>.2$     | $p>.2$     | $p>.2$     | $p>.2$     | $p>.2$     | $p<.05$    |

Q15b. [In random order] **Talk informally with a ranger.**

**Table Q15b.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                               | 198                                | 60.8%                          | 50.8%                          |
| No                                                           | 131                                | 39.2%                          | 49.2%                          |
| Total valid                                                  | 329                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 4                                  |                                |                                |
| (No answer/Refused)                                          | 0                                  |                                |                                |
| Total missing                                                | 4                                  |                                |                                |
| Total N                                                      | 333                                | 214                            | 1,249                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.01                          |

**Table Q15b.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Yes (did this)                                           | 60.8%  | 52.9%  | 51.2%  | 53.1%  | 53.8%  | 43.7%  | 23.8%  |
| No                                                       | 39.2%  | 47.1%  | 48.8%  | 46.9%  | 46.2%  | 56.3%  | 76.2%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid wtd. N                                             | 214    | 205    | 205    | 188    | 151    | 196    | 199    |
| Chi-square tests:<br>(this region vs. each other region) | --     | p>.2   | p>.2   | p>.2   | p>.2   | p<.05  | p<.001 |

Q15c. [In random order] **View outdoor exhibits.**

**Table Q15c.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                               | 235                                | 72.8%                          | 78.4%                          |
| No                                                           | 96                                 | 27.2%                          | 21.6%                          |
| Total valid                                                  | 331                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 2                                  |                                |                                |
| (No answer/Refused)                                          | 0                                  |                                |                                |
| Total missing                                                | 2                                  |                                |                                |
| Total N                                                      | 333                                | 214                            | 1,255                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p=.070                         |

**Table Q15c.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Yes (did this)                                           | 72.8%  | 74.8%  | 77.4%  | 83.6%  | 84.2%  | 74.0%  | 62.7%  |
| No                                                       | 27.2%  | 25.2%  | 22.6%  | 16.4%  | 15.8%  | 26.0%  | 37.3%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid wtd. N                                             | 214    | 204    | 208    | 189    | 152    | 196    | 199    |
| Chi-square tests:<br>(this region vs. each other region) | --     | p>.2   | p>.2   | p=.100 | p<.01  | p>.2   | p=.061 |

Q15d. [In random order] **View indoor exhibits.**

**Table Q15d.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                      | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|---------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                                | 197                                | 60.0%                          | 62.7%                          |
| No                                                            | 133                                | 40.0%                          | 37.3%                          |
| Total valid                                                   | 330                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                         | 3                                  |                                |                                |
| (No answer/Refused)                                           | 0                                  |                                |                                |
| Total missing                                                 | 3                                  |                                |                                |
| Total N                                                       | 333                                | 214                            | 1,255                          |
| Chi-square tests:<br>(this region vs. the rest of the nation) |                                    |                                | $p>.2$                         |

**Table Q15d.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR      | IMR      | MWR    | SER    | NER      | NCR      |
|----------------------------------------------------------|--------|----------|----------|--------|--------|----------|----------|
| Yes (did this)                                           | 60.0%  | 64.6%    | 63.9%    | 62.6%  | 59.0%  | 64.7%    | 40.3%    |
| No                                                       | 40.0%  | 35.4%    | 36.1%    | 37.4%  | 41.0%  | 35.3%    | 59.7%    |
| Total                                                    | 100.0% | 100.0%   | 100.0%   | 100.0% | 100.0% | 100.0%   | 100.0%   |
| Valid wtd. N                                             | 214    | 204      | 208      | 189    | 152    | 196      | 200      |
| Chi-square tests:<br>(this region vs. each other region) | --     | $p=.085$ | $p=.120$ | $p>.2$ | $p>.2$ | $p=.087$ | $p<.001$ |

Q15e. [In random order] **Attend a cultural demonstration or performance.**

**Table Q15e.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                               | 67                                 | 19.4%                          | 20.9%                          |
| No                                                           | 266                                | 80.6%                          | 79.1%                          |
| Total valid.                                                 | 333                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 0                                  |                                |                                |
| (No answer/Refused)                                          | 0                                  |                                |                                |
| Total missing                                                | 0                                  |                                |                                |
| Total N                                                      | 333                                | 217                            | 1,254                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | $p>.2$                         |

**Table Q15e.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR     |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|---------|
| Yes (did this)                                           | 19.4%  | 19.0%  | 22.8%  | 17.8%  | 21.5%  | 21.8%  | 29.5%   |
| No                                                       | 80.6%  | 81.0%  | 77.2%  | 82.2%  | 78.5%  | 78.2%  | 70.5%   |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%  |
| Valid wtd. N                                             | 217    | 205    | 209    | 189    | 152    | 196    | 200     |
| Chi-square tests:<br>(this region vs. each other region) | --     | $p>.2$ | $p>.2$ | $p>.2$ | $p>.2$ | $p>.2$ | $p<.01$ |

Q15f. [In random order] **Read the park brochure or newspaper.**

**Table Q15f.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                               | 237                                | 71.9%                          | 78.0%                          |
| No                                                           | 92                                 | 28.1%                          | 22.0%                          |
| Total valid                                                  | 329                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 4                                  |                                |                                |
| (No answer/Refused)                                          | 0                                  |                                |                                |
| Total missing                                                | 4                                  |                                |                                |
| Total N                                                      | 333                                | 216                            | 1,252                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.05                          |

**Table Q15f.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Yes (did this)                                           | 71.9%  | 81.3%  | 82.6%  | 83.1%  | 76.2%  | 69.7%  | 54.2%  |
| No                                                       | 28.1%  | 18.7%  | 17.4%  | 16.9%  | 23.8%  | 30.3%  | 45.8%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid wtd. N                                             | 216    | 204    | 208    | 188    | 151    | 195    | 199    |
| Chi-square tests:<br>(this region vs. each other region) | --     | p<.01  | p<.001 | p<.001 | p=.093 | p>.2   | p<.01  |

Q15g. [In random order] **Go to the visitor center.**

**Table Q15g.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                               | 255                                | 78.3%                          | 72.8%                          |
| No                                                           | 76                                 | 21.7%                          | 27.2%                          |
| Total valid                                                  | 331                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 2                                  |                                |                                |
| (No answer/Refused)                                          | 0                                  |                                |                                |
| Total missing                                                | 2                                  |                                |                                |
| Total N                                                      | 333                                | 216                            | 1,250                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p=.086                         |

**Table Q15g.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Yes (did this)                                           | 78.3%  | 77.4%  | 78.6%  | 75.1%  | 69.5%  | 67.6%  | 45.5%  |
| No                                                       | 21.7%  | 22.6%  | 21.4%  | 24.9%  | 30.5%  | 32.4%  | 54.5%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid wtd. N                                             | 216    | 203    | 210    | 185    | 151    | 195    | 200    |
| Chi-square tests:<br>(this region vs. each other region) | --     | p>.2   | p=.199 | p>.2   | p>.2   | p=.154 | p<.001 |

Q15h. [In random order] **Watch movies or videos about the park.**

**Table Q15h.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                               | 135                                | 42.6%                          | 38.9%                          |
| No                                                           | 194                                | 57.4%                          | 61.1%                          |
| Total valid                                                  | 329                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 4                                  |                                |                                |
| (No answer/Refused)                                          | 0                                  |                                |                                |
| Total missing                                                | 4                                  |                                |                                |
| Total N                                                      | 333                                | 215                            | 1,250                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | $p > .2$                       |

**Table Q15h.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR        | IMR      | MWR      | SER      | NER      | NCR        |
|----------------------------------------------------------|--------|------------|----------|----------|----------|----------|------------|
| Yes (did this)                                           | 42.6%  | 32.7%      | 37.2%    | 41.3%    | 40.4%    | 40.4%    | 16.5%      |
| No                                                       | 57.4%  | 67.3%      | 62.8%    | 58.7%    | 59.6%    | 59.6%    | 83.5%      |
| Total                                                    | 100.0% | 100.0%     | 100.0%   | 100.0%   | 100.0%   | 100.0%   | 100.0%     |
| Valid wtd. N                                             | 215    | 205        | 206      | 186      | 152      | 195      | 200        |
| Chi-square tests:<br>(this region vs. each other region) | --     | $p = .165$ | $p > .2$ | $p > .2$ | $p > .2$ | $p > .2$ | $p < .001$ |

Q15i. [In random order] **Have any involvement with the Junior Ranger program.**

**Table Q15i.1.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (did this)                                               | 25                                 | 8.8%                           | 3.5%                           |
| No                                                           | 303                                | 91.2%                          | 96.5%                          |
| Total valid                                                  | 328                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 5                                  |                                |                                |
| (No answer/Refused)                                          | 0                                  |                                |                                |
| Total missing                                                | 5                                  |                                |                                |
| Total N                                                      | 333                                | 215                            | 1,257                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | $p < .001$                     |

**Table Q15i.2.** Cross-tabulation by Region (weighted regional data, recent visitors)

| Response                                                 | AKR    | PWR      | IMR        | MWR       | SER      | NER       | NCR       |
|----------------------------------------------------------|--------|----------|------------|-----------|----------|-----------|-----------|
| Yes (did this)                                           | 8.8%   | 5.6%     | 4.0%       | 2.7%      | 3.9%     | 1.5%      | 0.5%      |
| No                                                       | 91.2%  | 94.4%    | 96.0%      | 97.3%     | 96.1%    | 98.5%     | 99.5%     |
| Total                                                    | 100.0% | 100.0%   | 100.0%     | 100.0%    | 100.0%   | 100.0%    | 100.0%    |
| Valid wtd. N                                             | 215    | 204      | 209        | 189       | 152      | 197       | 200       |
| Chi-square tests:<br>(this region vs. each other region) | --     | $p > .2$ | $p = .174$ | $p < .05$ | $p > .2$ | $p < .01$ | $p < .01$ |

Q15j. [For Visitors answering Yes on at least two of Q15a-i] **Which ONE of those programs or services added the most enjoyment to your visit to [Unit Name]?**

**Table Q15j.1.** Frequency Distribution (national data, recent visitors with multiple activities)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Attending a cultural demonstration or performance            | 7                                  | 2.7%                           | 2.6%                           |
| Attending a ranger-led activity, such as a tour or talk      | 44                                 | 15.7%                          | 17.0%                          |
| Going to the visitor center                                  | 47                                 | 16.4%                          | 11.9%                          |
| Having any involvement with the Junior Ranger program        | 3                                  | 1.4%                           | 1.0%                           |
| Reading the park brochure or newspaper                       | 16                                 | 5.6%                           | 5.7%                           |
| Talking informally with a ranger                             | 53                                 | 19.2%                          | 13.4%                          |
| Viewing INDOOR exhibits                                      | 11                                 | 3.0%                           | 7.4%                           |
| Viewing OUTDOOR exhibits                                     | 53                                 | 20.2%                          | 21.9%                          |
| Watching movies or videos about the park                     | 9                                  | 3.1%                           | 5.1%                           |
| Other                                                        | 33                                 | 12.6%                          | 14.0%                          |
| Total valid                                                  | 276                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 8                                  |                                |                                |
| (No answer/Refused)                                          | 2                                  |                                |                                |
| (No activities on Q15a-i)                                    | 24                                 |                                |                                |
| (Only one activity on Q15a-i)                                | 23                                 |                                |                                |
| Total missing                                                | 57                                 |                                |                                |
| Total N                                                      | 333                                | 181                            | 1,041                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | $p=.191$                       |

**Table Q15j.2.** Cross-tabulation by Region (weighted regional data, recent visitors with multiple activities)

| Response                                                 | AKR   | PWR    | IMR    | MWR    | SER    | NER    | NCR     |
|----------------------------------------------------------|-------|--------|--------|--------|--------|--------|---------|
| Attending a cultural demonstration or performance        | 2.7%  | 1.5%   | 3.4%   | 1.4%   | 4.0%   | 3.0%   | 9.9%    |
| Attending a ranger-led activity, such as a tour or talk  | 15.7% | 17.3%  | 14.0%  | 19.3%  | 19.6%  | 14.0%  | 11.7%   |
| Going to the visitor center                              | 16.4% | 16.6%  | 14.0%  | 9.4%   | 5.5%   | 12.5%  | 8.9%    |
| Having any involvement with the Junior Ranger program    | 1.4%  | 1.4%   | 1.5%   | 0.7%   | 1.7%   | --     | 0.2%    |
| Reading the park brochure or newspaper                   | 5.6%  | 5.1%   | 5.7%   | 7.1%   | 4.2%   | 4.8%   | 8.9%    |
| Talking informally with a ranger                         | 19.2% | 11.3%  | 11.3%  | 11.2%  | 15.4%  | 16.0%  | 7.4%    |
| Viewing INDOOR exhibits                                  | 3.0%  | 7.8%   | 7.2%   | 6.2%   | 7.5%   | 9.5%   | 10.7%   |
| Viewing OUTDOOR exhibits                                 | 20.2% | 21.7%  | 24.8%  | 23.0%  | 25.2%  | 19.0%  | 29.1%   |
| Watching movies or videos about the park                 | 3.1%  | 3.4%   | 4.6%   | 4.3%   | 3.7%   | 8.1%   | 2.2%    |
| Other                                                    | 12.6% | 14.0%  | 13.5%  | 17.5%  | 13.2%  | 13.1%  | 11.0%   |
| Total                                                    | 100%  | 100%   | 100%   | 100%   | 100%   | 100%   | 100%    |
| Valid weighted N                                         | 181   | 171    | 178    | 156    | 127    | 160    | 134     |
| Chi-square tests:<br>(this region vs. each other region) | --    | $p>.2$ | $p>.2$ | $p>.2$ | $p>.2$ | $p>.2$ | $p<.01$ |

Q16. [For Visitors in random subset A] **We'd like to know how you traveled from your home to the park on your last visit to [Unit Name]. I'll read you a short list. Please tell me all forms of transportation you used to reach the park on that visit. Did you use ...**

(Read choices, one at a time; mark ALL that the respondent mentions.)

**Table Q16.** Multiple Response Frequencies (regional vs. national data, recent visitors)

| Response                                                               | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|------------------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Car, truck, or SUV                                                     | 140                                | 78.4%                          | 83.7%                          |
| Recreational vehicle or motor home                                     | 11                                 | 5.4%                           | 5.1%                           |
| Airplane                                                               | 48                                 | 24.5%                          | 14.7%                          |
| Tour bus or tour van                                                   | 18                                 | 9.2%                           | 6.6%                           |
| City bus or subway                                                     | 8                                  | 3.8%                           | 6.9%                           |
| Train or long-distance passenger bus                                   | 11                                 | 6.4%                           | 3.2%                           |
| Cruise ship or other water transportation                              | 8                                  | 4.0%                           | 3.2%                           |
| Any other means of transportation                                      | 6                                  | 3.9%                           | 5.4%                           |
| (None of the above -- only walked to/only ran to/live within the park) | 3                                  | 2.8%                           | 0.2%                           |
| (Don't know/Not sure)                                                  | 0                                  |                                |                                |
| (No answer/Refused)                                                    | 0                                  |                                |                                |
| (Not asked, random split)                                              | 158                                |                                |                                |
| Total missing                                                          | 158                                |                                |                                |
| Total N                                                                | 333                                | 115                            | 622                            |

This is a mark-all-that-apply question; percentages total more than 100.

Q16a. [For Visitors in random subset A answering Car/Truck/SUV or RV on Q16] **For that visit, did you use any kind of rented vehicles to reach the park?**

**Table Q16a.** Frequency Distribution (national data, recent visitors who used a vehicle)

| Response                         | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|----------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (rental vehicle)             | 26                                 | 15.7%                          | 15.0%                          |
| No                               | 119                                | 84.3%                          | 85.0%                          |
| Total valid                      | 145                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)            | 0                                  |                                |                                |
| (No answer/Refused)              | 0                                  |                                |                                |
| (Not asked, no car or RV on Q16) | 30                                 |                                |                                |
| (Not asked, random split)        | 158                                |                                |                                |
| Total missing                    | 188                                |                                |                                |
| Total N                          | 333                                | 93                             | 534                            |

Chi-square test:

(this region vs. the rest of the nation)

$p > .2$

**Q17. Now we're interested in why people don't visit National Park System units more often. I'm going to read a series of statements. I'd like you to think of your own experiences, and tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each statement:**

**Q17a. [In random order] "Entrance fees are too high at National Park System units."**

**Table Q17a.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 46                                          | 9.0%                                    | 8.8%                                    |
| Somewhat agree                                               | 66                                          | 14.6%                                   | 15.0%                                   |
| Neither agree nor disagree                                   | 56                                          | 11.7%                                   | 10.5%                                   |
| Somewhat disagree                                            | 149                                         | 30.7%                                   | 30.5%                                   |
| Strongly disagree                                            | 173                                         | 34.1%                                   | 35.1%                                   |
| Total valid                                                  | 490                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 55                                          |                                         |                                         |
| (No answer/Refused)                                          | 3                                           |                                         |                                         |
| Total missing                                                | 58                                          |                                         |                                         |
| Total N                                                      | 548                                         | 325                                     | 2,391                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | $p > .2$                                |

**Table Q17a.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 8.9%                    | 5.9%                    |
| Somewhat agree                                                                           | 14.5%                   | 13.7%                   |
| Neither                                                                                  | 8.9%                    | 8.6%                    |
| Somewhat disagree                                                                        | 30.0%                   | 30.4%                   |
| Strongly disagree                                                                        | 37.8%                   | 41.3%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 210                     | 1,221                   |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | $p > .2$                |

**Table Q17a.3.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b>       | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------------|------------|------------|------------|------------|------------|
| Strongly agree                                           | 9.0%       | 15.1%            | 12.4%      | 8.3%       | 10.5%      | 5.3%       | 7.7%       |
| Somewhat agree                                           | 14.6%      | 14.9%            | 18.7%      | 14.4%      | 11.5%      | 17.4%      | 10.1%      |
| Neither                                                  | 11.7%      | 10.2%            | 10.6%      | 11.4%      | 9.1%       | 10.8%      | 4.3%       |
| Somewhat disagree                                        | 30.7%      | 26.2%            | 27.3%      | 33.0%      | 32.4%      | 27.9%      | 30.1%      |
| Strongly disagree                                        | 34.1%      | 33.7%            | 31.1%      | 32.9%      | 36.4%      | 38.6%      | 47.8%      |
| Total                                                    | 100.0%     | 100.0%           | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 325        | 331              | 375        | 412        | 342        | 373        | 265        |
| Chi-square tests:<br>(this region vs. each other region) |            | --<br>$p = .159$ | $p = .073$ | $p < .05$  | $p > .2$   | $p > .2$   | $p < .01$  |

Q17b. [In random order] **"The hotel and food costs at National Park System units are too high."**

**Table Q17b.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 99                                 | 23.1%                          | 18.5%                          |
| Somewhat agree                                               | 122                                | 28.4%                          | 22.6%                          |
| Neither agree nor disagree                                   | 80                                 | 19.4%                          | 16.5%                          |
| Somewhat disagree                                            | 83                                 | 17.1%                          | 25.5%                          |
| Strongly disagree                                            | 58                                 | 12.1%                          | 16.8%                          |
| Total valid                                                  | 442                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 93                                 |                                |                                |
| (No answer/Refused)                                          | 13                                 |                                |                                |
| Total missing                                                | 106                                |                                |                                |
| Total N                                                      | 548                                | 293                            | 2,208                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.01                          |

**Table Q17b.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 23.1%            | 12.6%            |
| Somewhat agree                                                                           | 28.5%            | 23.7%            |
| Neither                                                                                  | 17.3%            | 15.7%            |
| Somewhat disagree                                                                        | 18.5%            | 28.5%            |
| Strongly disagree                                                                        | 12.6%            | 19.5%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 192              | 1,111            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | p<.001           |

**Table Q17b.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Strongly agree                                           | 23.1%  | 23.0%  | 23.8%  | 16.0%  | 21.2%  | 16.0%  | 15.9%  |
| Somewhat agree                                           | 28.4%  | 24.1%  | 22.4%  | 24.3%  | 19.0%  | 24.4%  | 23.2%  |
| Neither                                                  | 19.4%  | 15.7%  | 14.8%  | 18.2%  | 14.2%  | 18.1%  | 13.6%  |
| Somewhat disagree                                        | 17.1%  | 24.2%  | 23.1%  | 25.9%  | 27.1%  | 24.7%  | 25.5%  |
| Strongly disagree                                        | 12.1%  | 13.0%  | 15.8%  | 15.6%  | 18.6%  | 16.7%  | 21.8%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid weighted N                                         | 293    | 303    | 344    | 374    | 317    | 341    | 235    |
| Chi-square tests:<br>(this region vs. each other region) |        |        |        |        |        |        |        |
|                                                          | --     | p>.2   | p>.2   | p>.2   | p<.01  | p<.05  | p<.01  |

Q17c. [In random order] "National Park System units are not safe places to visit."

**Table Q17c.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 12                                 | 2.3%                           | 2.5%                           |
| Somewhat agree                                               | 24                                 | 3.0%                           | 4.0%                           |
| Neither agree nor disagree                                   | 15                                 | 4.0%                           | 3.2%                           |
| Somewhat disagree                                            | 98                                 | 19.3%                          | 21.3%                          |
| Strongly disagree                                            | 385                                | 71.5%                          | 68.9%                          |
| Total valid                                                  | 534                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 13                                 |                                |                                |
| (No answer/Refused)                                          | 1                                  |                                |                                |
| Total missing                                                | 14                                 |                                |                                |
| Total N                                                      | 548                                | 350                            | 2,604                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | <i>p</i> >.2                   |

**Table Q17c.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 1.1%             | 0.6%             |
| Somewhat agree                                                                           | 2.4%             | 2.1%             |
| Neither                                                                                  | 2.3%             | 2.4%             |
| Somewhat disagree                                                                        | 16.9%            | 18.3%            |
| Strongly disagree                                                                        | 77.3%            | 76.7%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 216              | 1,252            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | <i>p</i> >.2     |

**Table Q17c.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR          | IMR            | MWR          | SER          | NER          | NCR          |
|----------------------------------------------------------|--------|--------------|----------------|--------------|--------------|--------------|--------------|
| Strongly agree                                           | 2.3%   | 3.2%         | 3.3%           | 2.7%         | 3.2%         | 1.8%         | 2.2%         |
| Somewhat agree                                           | 3.0%   | 5.9%         | 4.7%           | 3.2%         | 4.7%         | 3.5%         | 2.9%         |
| Neither                                                  | 4.0%   | 3.6%         | 1.9%           | 2.4%         | 3.5%         | 4.1%         | 3.2%         |
| Somewhat disagree                                        | 19.3%  | 18.5%        | 24.1%          | 20.7%        | 22.4%        | 23.9%        | 22.1%        |
| Strongly disagree                                        | 71.5%  | 68.8%        | 65.9%          | 71.0%        | 66.2%        | 66.8%        | 69.6%        |
| Total                                                    | 100.0% | 100.0%       | 100.0%         | 100.0%       | 100.0%       | 100.0%       | 100.0%       |
| Valid weighted N                                         | 350    | 363          | 406            | 448          | 373          | 409          | 275          |
| Chi-square tests:<br>(this region vs. each other region) |        |              |                |              |              |              |              |
|                                                          | --     | <i>p</i> >.2 | <i>p</i> =.099 | <i>p</i> >.2 | <i>p</i> >.2 | <i>p</i> >.2 | <i>p</i> >.2 |

Q17d. [In random order] **"It takes too long to get to any National Park System units from my home."**

**Table Q17d.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 115                                | 24.0%                          | 17.3%                          |
| Somewhat agree                                               | 105                                | 21.1%                          | 24.8%                          |
| Neither agree nor disagree                                   | 20                                 | 2.8%                           | 4.8%                           |
| Somewhat disagree                                            | 91                                 | 17.9%                          | 22.8%                          |
| Strongly disagree                                            | 206                                | 34.2%                          | 30.2%                          |
| Total valid                                                  | 537                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 8                                  |                                |                                |
| (No answer/Refused)                                          | 3                                  |                                |                                |
| Total missing                                                | 11                                 |                                |                                |
| Total N                                                      | 548                                | 354                            | 2,642                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | <i>p</i> <.01                  |

**Table Q17d.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 18.3%            | 11.0%            |
| Somewhat agree                                                                           | 20.5%            | 23.6%            |
| Neither                                                                                  | 3.0%             | 4.4%             |
| Somewhat disagree                                                                        | 21.4%            | 22.8%            |
| Strongly disagree                                                                        | 36.7%            | 38.2%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 215              | 1,255            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | <i>p</i> <.05    |

**Table Q17d.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR           | IMR            | MWR            | SER          | NER           | NCR            |
|----------------------------------------------------------|--------|---------------|----------------|----------------|--------------|---------------|----------------|
| Strongly agree                                           | 24.0%  | 13.4%         | 21.4%          | 21.1%          | 21.5%        | 14.2%         | 5.9%           |
| Somewhat agree                                           | 21.1%  | 24.3%         | 25.8%          | 29.3%          | 21.7%        | 20.6%         | 9.5%           |
| Neither                                                  | 2.8%   | 6.4%          | 4.8%           | 4.9%           | 2.7%         | 5.2%          | 3.2%           |
| Somewhat disagree                                        | 17.9%  | 22.2%         | 19.8%          | 23.3%          | 22.3%        | 24.8%         | 14.0%          |
| Strongly disagree                                        | 34.2%  | 33.7%         | 28.2%          | 21.4%          | 31.8%        | 35.3%         | 67.4%          |
| Total                                                    | 100.0% | 100.0%        | 100.0%         | 100.0%         | 100.0%       | 100.0%        | 100.0%         |
| Valid weighted N                                         | 354    | 370           | 415            | 454            | 374          | 416           | 279            |
| Chi-square tests:<br>(this region vs. each other region) | --     | <i>p</i> <.01 | <i>p</i> =.144 | <i>p</i> <.001 | <i>p</i> >.2 | <i>p</i> <.01 | <i>p</i> <.001 |

Q17e. [In random order] "National Park System units are too crowded."

**Table Q17e.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 52                                 | 10.5%                          | 8.0%                           |
| Somewhat agree                                               | 122                                | 19.8%                          | 20.0%                          |
| Neither agree nor disagree                                   | 51                                 | 10.9%                          | 10.3%                          |
| Somewhat disagree                                            | 156                                | 30.1%                          | 32.5%                          |
| Strongly disagree                                            | 129                                | 28.8%                          | 29.1%                          |
| Total valid                                                  | 510                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 35                                 |                                |                                |
| (No answer/Refused)                                          | 3                                  |                                |                                |
| Total missing                                                | 38                                 |                                |                                |
| Total N                                                      | 548                                | 338                            | 2,522                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | $p > .2$                       |

**Table Q17e.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 9.3%             | 5.9%             |
| Somewhat agree                                                                           | 20.4%            | 21.7%            |
| Neither                                                                                  | 11.6%            | 10.2%            |
| Somewhat disagree                                                                        | 31.8%            | 31.7%            |
| Strongly disagree                                                                        | 26.9%            | 30.5%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 213              | 1,244            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | $p > .2$         |

**Table Q17e.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR      | MWR      | SER      | NER        | NCR      |
|----------------------------------------------------------|--------|--------|----------|----------|----------|------------|----------|
| Strongly agree                                           | 10.5%  | 13.2%  | 9.4%     | 6.6%     | 7.3%     | 7.0%       | 10.7%    |
| Somewhat agree                                           | 19.8%  | 23.2%  | 25.4%    | 19.4%    | 14.6%    | 20.8%      | 21.0%    |
| Neither                                                  | 10.9%  | 9.9%   | 10.2%    | 10.5%    | 8.6%     | 10.3%      | 6.5%     |
| Somewhat disagree                                        | 30.1%  | 28.2%  | 25.9%    | 35.7%    | 34.3%    | 34.0%      | 31.1%    |
| Strongly disagree                                        | 28.8%  | 25.4%  | 29.1%    | 27.9%    | 35.2%    | 27.9%      | 30.7%    |
| Total                                                    | 100.0% | 100.0% | 100.0%   | 100.0%   | 100.0%   | 100.0%     | 100.0%   |
| Valid weighted N                                         | 338    | 357    | 393      | 431      | 358      | 390        | 277      |
| Chi-square tests:<br>(this region vs. each other region) |        | --     | $p > .2$ | $p > .2$ | $p > .2$ | $p = .062$ | $p > .2$ |

Q17f. [In random order] **"It is difficult to find a parking space within National Park System units."**

**Table Q17f.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 45                                 | 7.0%                           | 9.0%                           |
| Somewhat agree                                               | 93                                 | 19.7%                          | 16.1%                          |
| Neither agree nor disagree                                   | 39                                 | 9.3%                           | 10.1%                          |
| Somewhat disagree                                            | 136                                | 26.9%                          | 27.7%                          |
| Strongly disagree                                            | 190                                | 37.2%                          | 37.2%                          |
| Total valid                                                  | 503                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 42                                 |                                |                                |
| (No answer/Refused)                                          | 3                                  |                                |                                |
| Total missing                                                | 45                                 |                                |                                |
| Total N                                                      | 548                                | 331                            | 2,452                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | $p>.2$                         |

**Table Q17f.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 6.5%             | 7.3%             |
| Somewhat agree                                                                           | 20.3%            | 17.0%            |
| Neither                                                                                  | 7.7%             | 7.0%             |
| Somewhat disagree                                                                        | 27.7%            | 28.4%            |
| Strongly disagree                                                                        | 37.9%            | 40.4%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 212              | 1,228            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | $p>.2$           |

**Table Q17f.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR      | IMR    | MWR      | SER      | NER    | NCR      |
|----------------------------------------------------------|--------|----------|--------|----------|----------|--------|----------|
| Strongly agree                                           | 7.0%   | 12.8%    | 11.8%  | 5.4%     | 10.1%    | 9.7%   | 24.7%    |
| Somewhat agree                                           | 19.7%  | 16.2%    | 17.6%  | 12.6%    | 12.8%    | 22.8%  | 14.5%    |
| Neither                                                  | 9.3%   | 9.1%     | 9.5%   | 10.2%    | 10.0%    | 9.7%   | 6.7%     |
| Somewhat disagree                                        | 26.9%  | 28.4%    | 26.6%  | 27.6%    | 30.4%    | 24.3%  | 23.9%    |
| Strongly disagree                                        | 37.2%  | 33.4%    | 34.5%  | 44.2%    | 36.7%    | 33.5%  | 30.1%    |
| Total                                                    | 100.0% | 100.0%   | 100.0% | 100.0%   | 100.0%   | 100.0% | 100.0%   |
| Valid weighted N                                         | 331    | 352      | 383    | 420      | 343      | 377    | 263      |
| Chi-square tests:<br>(this region vs. each other region) | --     | $p=.101$ | $p>.2$ | $p=.059$ | $p=.105$ | $p>.2$ | $p<.001$ |

Q17g. [In random order] "National Park System units are not accessible to persons with physical disabilities."

**Table Q17g.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 33                                 | 6.9%                           | 4.5%                           |
| Somewhat agree                                               | 41                                 | 8.1%                           | 11.5%                          |
| Neither agree nor disagree                                   | 54                                 | 13.7%                          | 13.9%                          |
| Somewhat disagree                                            | 149                                | 32.2%                          | 28.2%                          |
| Strongly disagree                                            | 189                                | 39.1%                          | 42.0%                          |
| Total valid                                                  | 466                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 76                                 |                                |                                |
| (No answer/Refused)                                          | 6                                  |                                |                                |
| Total missing                                                | 82                                 |                                |                                |
| Total N                                                      | 548                                | 309                            | 2,267                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | <i>p</i> =.087                 |

**Table Q17g.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 5.7%             | 3.2%             |
| Somewhat agree                                                                           | 10.1%            | 11.0%            |
| Neither                                                                                  | 10.4%            | 12.5%            |
| Somewhat disagree                                                                        | 33.4%            | 29.7%            |
| Strongly disagree                                                                        | 40.5%            | 43.5%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 194              | 1,105            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | <i>p</i> >.2     |

**Table Q17g.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR            | IMR            | MWR          | SER            | NER          | NCR          |
|----------------------------------------------------------|--------|----------------|----------------|--------------|----------------|--------------|--------------|
| Strongly agree                                           | 6.9%   | 5.2%           | 6.6%           | 4.3%         | 6.4%           | 3.7%         | 5.3%         |
| Somewhat agree                                           | 8.1%   | 13.2%          | 13.2%          | 10.2%        | 14.7%          | 10.5%        | 10.5%        |
| Neither                                                  | 13.7%  | 15.3%          | 13.9%          | 13.1%        | 11.1%          | 15.4%        | 10.8%        |
| Somewhat disagree                                        | 32.2%  | 25.8%          | 24.1%          | 27.6%        | 29.8%          | 29.2%        | 28.7%        |
| Strongly disagree                                        | 39.1%  | 40.5%          | 42.2%          | 44.8%        | 38.0%          | 41.2%        | 44.7%        |
| Total                                                    | 100.0% | 100.0%         | 100.0%         | 100.0%       | 100.0%         | 100.0%       | 100.0%       |
| Valid weighted N                                         | 309    | 321            | 351            | 382          | 336            | 339          | 237          |
| Chi-square tests:<br>(this region vs. each other region) |        |                |                |              |                |              |              |
|                                                          | --     | <i>p</i> =.130 | <i>p</i> =.084 | <i>p</i> >.2 | <i>p</i> =.120 | <i>p</i> >.2 | <i>p</i> >.2 |

Q17h. [In random order] **"I just don't know that much about National Park System units."**

**Table Q17h.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 69                                          | 14.5%                                   | 20.6%                                   |
| Somewhat agree                                               | 104                                         | 19.3%                                   | 25.0%                                   |
| Neither agree nor disagree                                   | 28                                          | 5.2%                                    | 6.3%                                    |
| Somewhat disagree                                            | 132                                         | 24.3%                                   | 22.2%                                   |
| Strongly disagree                                            | 209                                         | 36.6%                                   | 25.9%                                   |
| Total valid                                                  | 542                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 5                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| Total missing                                                | 6                                           |                                         |                                         |
| Total N                                                      | 548                                         | 359                                     | 2,665                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.001                                  |

**Table Q17h.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 4.9%                    | 8.0%                    |
| Somewhat agree                                                                           | 18.9%                   | 21.7%                   |
| Neither                                                                                  | 5.5%                    | 7.1%                    |
| Somewhat disagree                                                                        | 26.1%                   | 28.3%                   |
| Strongly disagree                                                                        | 44.7%                   | 34.9%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 216                     | 1,251                   |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p=.062                  |

**Table Q17h.3.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Strongly agree                                           | 14.5%      | 18.3%      | 19.8%      | 19.7%      | 25.1%      | 20.8%      | 15.9%      |
| Somewhat agree                                           | 19.3%      | 24.0%      | 24.2%      | 25.5%      | 25.2%      | 28.5%      | 15.6%      |
| Neither                                                  | 5.2%       | 5.1%       | 8.1%       | 6.9%       | 5.0%       | 6.3%       | 4.8%       |
| Somewhat disagree                                        | 24.3%      | 20.9%      | 21.7%      | 23.2%      | 19.6%      | 21.5%      | 28.9%      |
| Strongly disagree                                        | 36.6%      | 31.6%      | 26.3%      | 24.7%      | 25.2%      | 22.9%      | 34.8%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 359        | 367        | 415        | 455        | 384        | 420        | 276        |
| Chi-square tests:<br>(this region vs. each other region) |            | --         | p>.2       | p<.01      | p<.01      | p<.001     | p<.001     |
|                                                          |            |            |            |            |            |            | p>.2       |

Q17i. [In random order] "**Reservations at National Park System units have to be made too far in advance.**"

**Table Q17i.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 97                                 | 19.8%                          | 13.8%                          |
| Somewhat agree                                               | 109                                | 24.6%                          | 21.3%                          |
| Neither agree nor disagree                                   | 62                                 | 13.4%                          | 13.4%                          |
| Somewhat disagree                                            | 97                                 | 23.4%                          | 27.1%                          |
| Strongly disagree                                            | 84                                 | 18.8%                          | 24.4%                          |
| Total valid                                                  | 449                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 96                                 |                                |                                |
| (No answer/Refused)                                          | 3                                  |                                |                                |
| Total missing                                                | 99                                 |                                |                                |
| Total N                                                      | 548                                | 303                            | 2,226                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.05                          |

**Table Q17i.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 20.8%            | 12.9%            |
| Somewhat agree                                                                           | 27.2%            | 22.8%            |
| Neither                                                                                  | 12.7%            | 12.6%            |
| Somewhat disagree                                                                        | 19.1%            | 27.5%            |
| Strongly disagree                                                                        | 20.1%            | 24.1%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 190              | 1,115            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | p<.01            |

**Table Q17i.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Strongly agree                                           | 19.8%  | 23.5%  | 16.1%  | 12.6%  | 14.2%  | 8.2%   | 11.4%  |
| Somewhat agree                                           | 24.6%  | 25.0%  | 22.8%  | 20.4%  | 19.3%  | 20.3%  | 12.6%  |
| Neither                                                  | 13.4%  | 11.9%  | 13.3%  | 15.1%  | 10.0%  | 16.1%  | 11.7%  |
| Somewhat disagree                                        | 23.4%  | 22.4%  | 26.2%  | 26.0%  | 29.5%  | 29.6%  | 31.0%  |
| Strongly disagree                                        | 18.8%  | 17.2%  | 21.6%  | 25.8%  | 27.0%  | 25.8%  | 33.2%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid weighted N                                         | 303    | 319    | 352    | 375    | 318    | 336    | 232    |
| Chi-square tests:<br>(this region vs. each other region) |        | --     | p>.2   | p>.2   | p<.05  | p<.01  | p<.001 |

Q17j. [In random order] "National Park Service employees give poor service to visitors."

**Table Q17j.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 13                                 | 2.9%                           | 1.8%                           |
| Somewhat agree                                               | 23                                 | 5.4%                           | 4.7%                           |
| Neither agree nor disagree                                   | 21                                 | 4.7%                           | 6.4%                           |
| Somewhat disagree                                            | 109                                | 22.7%                          | 20.9%                          |
| Strongly disagree                                            | 343                                | 64.3%                          | 66.3%                          |
| Total valid                                                  | 509                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 37                                 |                                |                                |
| (No answer/Refused)                                          | 2                                  |                                |                                |
| Total missing                                                | 39                                 |                                |                                |
| Total N                                                      | 548                                | 331                            | 2,490                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | <i>p&gt;.2</i>                 |

**Table Q17j.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 2.7%             | 1.0%             |
| Somewhat agree                                                                           | 4.3%             | 3.5%             |
| Neither                                                                                  | 2.2%             | 4.1%             |
| Somewhat disagree                                                                        | 19.6%            | 18.8%            |
| Strongly disagree                                                                        | 71.1%            | 72.6%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 215              | 1,244            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | <i>p=.167</i>    |

**Table Q17j.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR            | MWR            | SER            | NER            | NCR            |
|----------------------------------------------------------|--------|--------|----------------|----------------|----------------|----------------|----------------|
| Strongly agree                                           | 2.9%   | 1.9%   | 1.9%           | 1.6%           | 3.3%           | 1.0%           | 2.6%           |
| Somewhat agree                                           | 5.4%   | 3.4%   | 6.4%           | 3.2%           | 4.9%           | 6.4%           | 4.3%           |
| Neither                                                  | 4.7%   | 6.6%   | 6.8%           | 7.4%           | 5.2%           | 6.4%           | 5.7%           |
| Somewhat disagree                                        | 22.7%  | 20.0%  | 19.9%          | 24.0%          | 18.8%          | 20.5%          | 25.0%          |
| Strongly disagree                                        | 64.3%  | 68.3%  | 65.0%          | 63.9%          | 67.8%          | 65.7%          | 62.4%          |
| Total                                                    | 100.0% | 100.0% | 100.0%         | 100.0%         | 100.0%         | 100.0%         | 100.0%         |
| Valid weighted N                                         | 331    | 356    | 393            | 423            | 350            | 388            | 268            |
| Chi-square tests:<br>(this region vs. each other region) |        | --     | <i>p&gt;.2</i> | <i>p&gt;.2</i> | <i>p&gt;.2</i> | <i>p&gt;.2</i> | <i>p&gt;.2</i> |

Q17k. [In random order] "National Park System units are unpleasant places for me to be."

**Table Q17k.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 10                                 | 1.7%                           | 2.7%                           |
| Somewhat agree                                               | 19                                 | 3.5%                           | 3.0%                           |
| Neither agree nor disagree                                   | 12                                 | 2.6%                           | 1.9%                           |
| Somewhat disagree                                            | 56                                 | 11.4%                          | 14.4%                          |
| Strongly disagree                                            | 435                                | 80.8%                          | 77.9%                          |
| Total valid                                                  | 532                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 13                                 |                                |                                |
| (No answer/Refused)                                          | 3                                  |                                |                                |
| Total missing                                                | 16                                 |                                |                                |
| Total N                                                      | 548                                | 349                            | 2,612                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | <i>p</i> >.2                   |

**Table Q17k.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 0.2%             | 1.4%             |
| Somewhat agree                                                                           | 2.3%             | 1.2%             |
| Neither                                                                                  | 1.5%             | 0.9%             |
| Somewhat disagree                                                                        | 11.4%            | 10.4%            |
| Strongly disagree                                                                        | 84.6%            | 86.1%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 215              | 1,256            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | <i>p</i> >.2     |

**Table Q17k.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR            | MWR            | SER          | NER          | NCR            |
|----------------------------------------------------------|--------|--------|----------------|----------------|--------------|--------------|----------------|
| Strongly agree                                           | 1.7%   | 6.5%   | 2.8%           | 1.2%           | 3.7%         | 1.2%         | 2.5%           |
| Somewhat agree                                           | 3.5%   | 3.4%   | 4.0%           | 2.9%           | 3.5%         | 1.7%         | 3.1%           |
| Neither                                                  | 2.6%   | 1.7%   | 1.9%           | 2.4%           | 2.4%         | 1.3%         | 1.5%           |
| Somewhat disagree                                        | 11.4%  | 10.0%  | 17.1%          | 14.6%          | 14.0%        | 15.7%        | 12.7%          |
| Strongly disagree                                        | 80.8%  | 78.4%  | 74.2%          | 78.9%          | 76.5%        | 80.1%        | 80.2%          |
| Total                                                    | 100.0% | 100.0% | 100.0%         | 100.0%         | 100.0%       | 100.0%       | 100.0%         |
| Valid weighted N                                         | 349    | 367    | 408            | 442            | 372          | 413          | 278            |
| Chi-square tests:<br>(this region vs. each other region) |        | --     | <i>p</i> <.026 | <i>p</i> =.145 | <i>p</i> >.2 | <i>p</i> >.2 | <i>p</i> =.129 |

Q17l. [In random order] **"There isn't enough information available about what to do once inside a National Park System unit."**

**Table Q17l.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Strongly agree                                               | 29                                 | 6.4%                           | 10.0%                          |
| Somewhat agree                                               | 50                                 | 9.4%                           | 12.7%                          |
| Neither agree nor disagree                                   | 24                                 | 5.3%                           | 5.2%                           |
| Somewhat disagree                                            | 124                                | 25.0%                          | 25.1%                          |
| Strongly disagree                                            | 288                                | 53.9%                          | 47.0%                          |
| Total valid                                                  | 515                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 30                                 |                                |                                |
| (No answer/Refused)                                          | 3                                  |                                |                                |
| Total missing                                                | 33                                 |                                |                                |
| Total N                                                      | 548                                | 340                            | 2,542                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.05                          |

**Table Q17l.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Strongly agree                                                                           | 2.3%             | 6.5%             |
| Somewhat agree                                                                           | 9.6%             | 10.6%            |
| Neither                                                                                  | 3.6%             | 3.7%             |
| Somewhat disagree                                                                        | 23.4%            | 23.5%            |
| Strongly disagree                                                                        | 61.1%            | 55.7%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 214              | 1,238            |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | p=.158           |

**Table Q17l.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Strongly agree                                           | 6.4%   | 10.5%  | 10.7%  | 9.5%   | 11.7%  | 8.7%   | 9.6%   |
| Somewhat agree                                           | 9.4%   | 11.1%  | 12.0%  | 14.4%  | 15.3%  | 11.2%  | 9.3%   |
| Neither                                                  | 5.3%   | 4.7%   | 4.7%   | 6.1%   | 5.2%   | 4.2%   | 5.3%   |
| Somewhat disagree                                        | 25.0%  | 24.8%  | 28.3%  | 24.1%  | 23.1%  | 25.7%  | 22.8%  |
| Strongly disagree                                        | 53.9%  | 48.9%  | 44.3%  | 45.9%  | 44.8%  | 50.2%  | 53.0%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid weighted N                                         | 340    | 352    | 400    | 436    | 360    | 399    | 272    |
| Chi-square tests:<br>(this region vs. each other region) | --     | p>.2   | p=.052 | p=.063 | p<.01  | p>.2   | p>.2   |

Q17m. [In random order] **"I prefer to spend my free time doing electronic activities, like watching videos, enjoying computer games, or surfing the Internet."**

**Table Q17m.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 13                                          | 3.6%                                    | 6.4%                                    |
| Somewhat agree                                               | 31                                          | 6.7%                                    | 11.0%                                   |
| Neither agree nor disagree                                   | 22                                          | 4.7%                                    | 5.5%                                    |
| Somewhat disagree                                            | 67                                          | 11.2%                                   | 17.1%                                   |
| Strongly disagree                                            | 412                                         | 73.8%                                   | 60.0%                                   |
| Total valid                                                  | 545                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 0                                           |                                         |                                         |
| (No answer/Refused)                                          | 3                                           |                                         |                                         |
| Total missing                                                | 3                                           |                                         |                                         |
| Total N                                                      | 548                                         | 359                                     | 2,695                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.001                                  |

**Table Q17m.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 1.4%                    | 3.4%                    |
| Somewhat agree                                                                           | 5.4%                    | 9.1%                    |
| Neither                                                                                  | 3.5%                    | 5.0%                    |
| Somewhat disagree                                                                        | 11.6%                   | 15.0%                   |
| Strongly disagree                                                                        | 78.2%                   | 67.5%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 216                     | 1,256                   |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p<.05                   |

**Table Q17m.3.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Strongly agree                                           | 3.6%       | 7.7%       | 8.1%       | 4.1%       | 6.1%       | 8.0%       | 7.5%       |
| Somewhat agree                                           | 6.7%       | 13.0%      | 11.0%      | 9.8%       | 10.7%      | 10.5%      | 12.3%      |
| Neither                                                  | 4.7%       | 5.4%       | 6.3%       | 4.4%       | 5.2%       | 6.9%       | 4.2%       |
| Somewhat disagree                                        | 11.2%      | 14.9%      | 13.6%      | 17.1%      | 16.3%      | 20.1%      | 18.1%      |
| Strongly disagree                                        | 73.8%      | 59.0%      | 61.0%      | 64.7%      | 61.6%      | 54.6%      | 57.9%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 359        | 374        | 420        | 461        | 388        | 424        | 282        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p<.001     | p<.01      | p<.05      | p<.01      | p<.001     | p<.001     |

**Q18. In your opinion, what is the ONE most important thing the National Park Service can do to encourage you to visit units of the National Park System?**

(Do NOT read choices; code the ONE most important thing. Use “Other, specify” if respondent names anything other than the choices shown.)

**Table Q18.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                                    | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Nothing, no suggestion, no ideas                                   | 81                                          | 15.9%                                   | 13.5%                                   |
| Keep up the current approach, good job as is                       | 43                                          | 8.4%                                    | 6.1%                                    |
| Advertise, publicize, provide more information                     | 105                                         | 23.3%                                   | 41.5%                                   |
| Lower the fees and/or make admission free                          | 25                                          | 5.0%                                    | 5.9%                                    |
| Provide more parking                                               | 3                                           | 1.1%                                    | 0.9%                                    |
| Make units easier and/or cheaper to get to,<br>closer in proximity | 34                                          | 6.0%                                    | 4.7%                                    |
| Other                                                              | 207                                         | 40.3%                                   | 27.3%                                   |
| Total valid                                                        | 498                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                              | 47                                          |                                         |                                         |
| (No answer/Refused)                                                | 3                                           |                                         |                                         |
| Total missing                                                      | 50                                          |                                         |                                         |
| Total N                                                            | 548                                         | 326                                     | 2,400                                   |
| Chi-square test:<br>(this region vs. the rest of the nation)       |                                             |                                         | p<.001                                  |

**Table Q18.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Nothing, no suggestion, no ideas                                                         | 14.4%                   | 12.0%                   |
| Keep up the current approach, good job as is                                             | 9.4%                    | 7.7%                    |
| Advertise, publicize, provide more information                                           | 22.0%                   | 38.3%                   |
| Lower the fees and/or make admission free                                                | 5.0%                    | 5.0%                    |
| Provide more parking                                                                     | 1.8%                    | 1.4%                    |
| Make units easier and/or cheaper to get to, closer in proximity                          | 3.3%                    | 4.5%                    |
| Other                                                                                    | 44.1%                   | 31.2%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 205                     | 1,158                   |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p<.001                  |

**Table Q18.3.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                                 | <b>AKR</b> | <b>PWR</b>     | <b>IMR</b>     | <b>MWR</b>     | <b>SER</b>     | <b>NER</b>     | <b>NCR</b>     |
|-----------------------------------------------------------------|------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Nothing, no suggestion, no ideas                                | 15.9%      | 12.6%          | 13.6%          | 13.3%          | 17.3%          | 12.6%          | 9.6%           |
| Keep up the current approach, good job as is                    | 8.4%       | 9.1%           | 4.7%           | 5.5%           | 6.0%           | 6.4%           | 4.8%           |
| Advertise, publicize, provide more information                  | 23.3%      | 33.3%          | 37.1%          | 40.4%          | 44.3%          | 43.6%          | 40.0%          |
| Lower the fees and/or make admission free                       | 5.0%       | 5.6%           | 9.1%           | 6.5%           | 5.3%           | 5.6%           | 3.1%           |
| Provide more parking                                            | 1.1%       | 1.2%           | 2.0%           | 0.2%           | 0.4%           | 1.5%           | 2.5%           |
| Make units easier and/or cheaper to get to, closer in proximity | 6.0%       | 4.0%           | 5.2%           | 7.5%           | 3.2%           | 4.2%           | 1.4%           |
| Other                                                           | 40.3%      | 34.2%          | 28.2%          | 26.6%          | 23.5%          | 26.1%          | 38.7%          |
| Total                                                           | 100.0%     | 100.0%         | 100.0%         | 100.0%         | 100.0%         | 100.0%         | 100.0%         |
| Valid weighted N                                                | 326        | 339            | 372            | 414            | 340            | 376            | 258            |
| Chi-square tests:<br>(this region vs. each other region)        | --         | <i>p</i> =.109 | <i>p</i> <.001 | <i>p</i> <.001 | <i>p</i> <.001 | <i>p</i> <.001 | <i>p</i> <.001 |

Q19. [For Visitors in random subset A] **During your last visit to [Unit Name] did you stay overnight there, either in the park itself, in a neighboring community, or both?**

**Table Q19.** Frequency Distribution (regional vs. national data, recent visitors)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| No, did not stay overnight                                   | 47                                 | 27.9%                          | 39.1%                          |
| Stayed in park only                                          | 37                                 | 21.3%                          | 13.2%                          |
| Stayed in neighboring community only                         | 71                                 | 39.1%                          | 43.2%                          |
| Both in park and neighboring community                       | 19                                 | 11.8%                          | 4.5%                           |
| Total valid                                                  | 174                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 1                                  |                                |                                |
| (No Answer/Refused)                                          | 0                                  |                                |                                |
| (Not asked, random split)                                    | 158                                |                                |                                |
| Total missing                                                | 159                                |                                |                                |
| Total N                                                      | 333                                | 114                            | 621                            |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.01                          |

Q20. [For Visitors in random subset A who said In the Park on Q19] **While you were in the park, did you stay in any of the following?**

(Read choices one at a time, and mark ALL that apply.)

**Table Q20.** Multiple Response Frequencies (national data, recent visitors who stayed in the park)

| Response                                                                   | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|----------------------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| A lodge or hotel within the park                                           | 15                                 | 23.6%                          | 22.3%                          |
| A campground inside the park for tents or RVs                              | 34                                 | 63.9%                          | 62.7%                          |
| Overnight camping reached by backpack, horseback, boat, or aircraft        | 13                                 | 27.7%                          | 16.4%                          |
| Any other park lodging                                                     | 1                                  | 2.2%                           | 8.0%                           |
| (None of the above -- stayed in vehicle, kept moving, did not sleep, etc.) | 4                                  | 7.2%                           | 2.3%                           |
| (Don't know/Not sure)                                                      | 0                                  |                                |                                |
| (No answer/Refused)                                                        | 0                                  |                                |                                |
| (Not asked/Not applicable)                                                 | 277                                |                                |                                |
| Total missing                                                              | 277                                |                                |                                |
| Total N                                                                    | 333                                | 38                             | 109                            |

This is a mark-all-that-apply question; percentages total more than 100.

Q21. [For Visitors in random subset A who said In the Community on Q19] **While you were in the community, did you stay in any of these?**

**Table Q21.** Multiple Response Frequencies (national data, recent visitors who stayed in the community)

| Response                                                                 | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| <b>A hotel, motel, inn, or bed &amp; breakfast</b>                       | 44                                 | 45.4%                          | 68.0%                          |
| <b>A neighboring campground for tents or RVs</b>                         | 23                                 | 28.4%                          | 9.1%                           |
| <b>With family or friends</b>                                            | 26                                 | 29.3%                          | 19.9%                          |
| <b>Any other community lodging</b>                                       | 5                                  | 7.9%                           | 9.2%                           |
| (None of the above--stayed in vehicle, kept moving, did not sleep, etc.) | 8                                  | 6.8%                           | 3.9%                           |
| (Don't know/Not sure)                                                    | 0                                  |                                |                                |
| (No answer/Refused)                                                      | 0                                  |                                |                                |
| (Not asked/Not applicable)                                               | 243                                |                                |                                |
| Total missing                                                            | 243                                |                                |                                |
| Total N                                                                  | 333                                | 58                             | 294                            |

This is a mark-all-that-apply question; percentages total more than 100.

[Note to the reader: Question 22 was eliminated during pretesting.]

Q23. [For random subset B] **Before this survey, were you aware of any of the following ways that people can help national parks?**

Q23a. [In random order] **Volunteering time to do needed jobs in parks.**

**Table Q23a.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (aware of this)                                          | 176                                         | 66.1%                                   | 54.3%                                   |
| No                                                           | 91                                          | 33.9%                                   | 45.7%                                   |
| Total valid                                                  | 267                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 281                                         |                                         |                                         |
| Total N                                                      | 548                                         | 179                                     | 1,296                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q23a.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Yes (aware of this)                                                                      | 70.6%                   | 62.0%                   |
| No                                                                                       | 29.4%                   | 38.0%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 102                     | 635                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p=.098                  |

Q23b. [In random order] **Making a monetary donation.**

**Table Q23b.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (aware of this)                                          | 189                                         | 70.1%                                   | 66.1%                                   |
| No                                                           | 77                                          | 29.9%                                   | 33.9%                                   |
| Total valid                                                  | 266                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 282                                         |                                         |                                         |
| Total N                                                      | 548                                         | 177                                     | 1,293                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p</i> >.2                            |

**Table Q23b.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Yes (aware of this)                                                                      | 75.7%                   | 75.0%                   |
| No                                                                                       | 24.3%                   | 25.0%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 102                     | 636                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p</i> >.2            |

Q23c. [In random order] **Donating things to parks, such as equipment or historical artifacts.**

**Table Q23c.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (aware of this)                                          | 129                                         | 48.8%                                   | 36.9%                                   |
| No                                                           | 139                                         | 51.2%                                   | 63.1%                                   |
| Total valid                                                  | 268                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 1                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 280                                         |                                         |                                         |
| Total N                                                      | 548                                         | 179                                     | 1,291                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p</i> <.01                           |

**Table Q23c.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Yes (aware of this)                                                                      | 52.1%                   | 40.8%                   |
| No                                                                                       | 47.9%                   | 59.2%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 102                     | 636                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p</i> <.05           |

Q23d. [In random order] **Joining a park friends association.**

**Table Q23d.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (aware of this)                                          | 113                                         | 39.5%                                   | 35.7%                                   |
| No                                                           | 152                                         | 60.5%                                   | 64.3%                                   |
| Total valid                                                  | 265                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 4                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 283                                         |                                         |                                         |
| Total N                                                      | 548                                         | 178                                     | 1,287                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p</i> >.2                            |

**Table Q23d.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Yes (aware of this)                                                                      | 45.7%                   | 42.9%                   |
| No                                                                                       | 54.3%                   | 57.1%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 101                     | 629                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p</i> >.2            |

Q24. [For those in random subset B aware of at least one of Q23a-d] **Have you actually helped a park system unit in any of these ways?**

(Do NOT read choices; mark ALL that respondent reports.)

**Table Q24.1.** Multiple Response Frequencies (regional vs. national data, general public aware of ways to help)

| <b>Response</b>                     | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|-------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Donated money                       | 33                                          | 14.3%                                   | 16.9%                                   |
| Donated things                      | 3                                           | 2.5%                                    | 2.3%                                    |
| Joined a friends association        | 5                                           | 3.0%                                    | 2.3%                                    |
| Volunteered time                    | 30                                          | 18.0%                                   | 10.4%                                   |
| Helped some other way               | 12                                          | 5.5%                                    | 4.4%                                    |
| (None of the above, has not helped) | 148                                         | 66.3%                                   | 68.8%                                   |
| (Don't know/Not sure)               | 3                                           |                                         |                                         |
| (No answer/Refused)                 | 3                                           |                                         |                                         |
| (Not asked, aware of none)          | 47                                          |                                         |                                         |
| (Not asked, random split)           | 278                                         |                                         |                                         |
| Total missing                       | 331                                         |                                         |                                         |
| Total N                             | 548                                         | 142                                     | 979                                     |

This is a mark-all-that-apply question; percentages total more than 100.

**Table Q24.2.** Multiple Response Frequencies by Visitation (weighted regional vs. national data, recent visitors aware of ways to help)

| <b>Response</b>                     | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|-------------------------------------|-------------------------|-------------------------|
| Donated money                       | 17.8%                   | 23.5%                   |
| Donated things                      | 4.0%                    | 2.9%                    |
| Joined a friends association        | 4.3%                    | 3.1%                    |
| Volunteered time                    | 19.3%                   | 12.5%                   |
| Helped some other way               | 7.6%                    | 4.9%                    |
| (None of the above, has not helped) | 60.3%                   | 60.6%                   |
| Valid weighted N                    | 88                      | 663                     |

This is a mark-all-that-apply question; percentages total more than 100.

Q25. [For random subset B] **Now, please think about the SOUNDS in a large national park like Yellowstone, Grand Canyon, or Great Smoky Mountains. These parks have lots of natural sounds, like birds singing, water flowing in rivers, and sounds of wildlife such as elk or frogs. These parks may also have sounds from vehicles and aircraft or from construction and maintenance equipment.**

**We'd like to know how important it is to hear the SOUNDS OF NATURE for enjoying an experience in the wild or undeveloped areas of a large national park. For you personally, is hearing the sounds of nature...**

**Table Q25.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Not important at all                                         | 4                                           | 1.2%                                    | 0.9%                                    |
| Somewhat unimportant                                         | 11                                          | 5.8%                                    | 1.2%                                    |
| Neither important nor unimportant                            | 10                                          | 3.1%                                    | 3.5%                                    |
| Somewhat important                                           | 59                                          | 23.2%                                   | 19.4%                                   |
| Very important                                               | 180                                         | 66.7%                                   | 74.9%                                   |
| Total valid                                                  | 264                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 3                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 284                                         |                                         |                                         |
| Total N                                                      | 548                                         | 177                                     | 1,294                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.001                                  |

**Table Q25.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Not important at all                                                                     | 1.8%                    | 1.1%                    |
| Somewhat unimportant                                                                     | 7.1%                    | 1.2%                    |
| Neither important nor unimportant                                                        | 4.1%                    | 3.9%                    |
| Somewhat important                                                                       | 21.4%                   | 19.9%                   |
| Very important                                                                           | 65.6%                   | 73.8%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 100                     | 634                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p<.01                   |

Q26. [For random subset B] **How much do you agree or disagree with the following statement?**

**“I should be able to go to a national park and not hear mechanized sounds like engine noise and cell phones when I am in wild or undeveloped areas.” Do you ...**

**Table Q26.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| <b>Strongly agree</b>                                        | 119                                         | 42.8%                                   | 47.1%                                   |
| <b>Somewhat agree</b>                                        | 57                                          | 22.5%                                   | 28.8%                                   |
| <b>Neither agree nor disagree</b>                            | 17                                          | 7.3%                                    | 8.4%                                    |
| <b>Somewhat disagree</b>                                     | 45                                          | 15.5%                                   | 10.1%                                   |
| <b>Strongly disagree</b>                                     | 28                                          | 11.8%                                   | 5.7%                                    |
| Total valid                                                  | 266                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 282                                         |                                         |                                         |
| Total N                                                      | 548                                         | 178                                     | 1,293                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q26.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 45.4%                   | 48.9%                   |
| Somewhat agree                                                                           | 16.4%                   | 29.4%                   |
| Neither agree nor disagree                                                               | 8.0%                    | 6.7%                    |
| Somewhat disagree                                                                        | 16.0%                   | 9.8%                    |
| Strongly disagree                                                                        | 14.2%                   | 5.3%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 101                     | 637                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p<.01                   |

Q27. [For random subset B] Next, think about the sounds in a HISTORICAL park, like Gettysburg, Valley Forge, or the cliff dwellings at Mesa Verde. Parks like these honor historic events or early cultures. The exhibits and programs there may have cultural and historical sounds, such as musket fire, folk songs, or Native American music.

We'd like to know how important it is to hear CULTURAL AND HISTORICAL SOUNDS like that for enjoying an experience in one of those parks. For you personally, is hearing cultural and historical sounds ...

**Table Q27.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Not important at all                                         | 17                                 | 6.2%                           | 2.6%                           |
| Somewhat unimportant                                         | 13                                 | 4.8%                           | 4.0%                           |
| Neither important nor unimportant                            | 20                                 | 7.4%                           | 5.4%                           |
| Somewhat important                                           | 74                                 | 27.3%                          | 30.3%                          |
| Very important                                               | 139                                | 54.2%                          | 57.7%                          |
| Total valid                                                  | 263                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 4                                  |                                |                                |
| (No answer/Refused)                                          | 3                                  |                                |                                |
| (Not asked, random split)                                    | 278                                |                                |                                |
| Total missing                                                | 285                                |                                |                                |
| Total N                                                      | 548                                | 176                            | 1,297                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | <i>p</i> =.060                 |

**Table Q27.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| Response                                                                                 | Visitors, Region | Visitors, Nation |
|------------------------------------------------------------------------------------------|------------------|------------------|
| Not important at all                                                                     | 5.4%             | 2.1%             |
| Somewhat unimportant                                                                     | 7.7%             | 4.7%             |
| Neither important nor unimportant                                                        | 6.1%             | 5.8%             |
| Somewhat important                                                                       | 28.0%            | 31.8%            |
| Very important                                                                           | 52.9%            | 55.6%            |
| Total                                                                                    | 100.0%           | 100.0%           |
| Valid weighted N                                                                         | 102              | 635              |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                  | <i>p</i> >.2     |

Q28. [For random subset B] **The large national parks like Yellowstone, Grand Canyon, and Great Smoky Mountains are known for their natural resources. For example, they have interesting plants and animals, remote areas and wilderness, lakes or rivers, and starry night skies. I'm going to read you some statements about these parks and ask you how much you personally agree or disagree with each statement.**

Q28a. [In random order] **"Plants that do not occur naturally in these parks should be removed."**

**Table Q28a.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 73                                          | 23.6%                                   | 24.6%                                   |
| Somewhat agree                                               | 80                                          | 33.7%                                   | 26.7%                                   |
| Neither agree nor disagree                                   | 24                                          | 10.6%                                   | 10.3%                                   |
| Somewhat disagree                                            | 47                                          | 17.4%                                   | 20.9%                                   |
| Strongly disagree                                            | 33                                          | 14.7%                                   | 17.4%                                   |
| Total valid                                                  | 257                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 13                                          |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 291                                         |                                         |                                         |
| Total N                                                      | 548                                         | 172                                     | 1,251                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | $p > .2$                                |

**Table Q28a.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 24.0%                   | 26.2%                   |
| Somewhat agree                                                                           | 38.4%                   | 26.8%                   |
| Neither agree nor disagree                                                               | 10.4%                   | 12.7%                   |
| Somewhat disagree                                                                        | 15.5%                   | 22.0%                   |
| Strongly disagree                                                                        | 11.7%                   | 12.2%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 98                      | 618                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | $p = .174$              |

Q28b. [In random order] "**Animals that do not occur naturally in these parks should be removed.**"

**Table Q28b.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 61                                          | 23.6%                                   | 21.5%                                   |
| Somewhat agree                                               | 62                                          | 23.1%                                   | 25.1%                                   |
| Neither agree nor disagree                                   | 32                                          | 14.5%                                   | 12.2%                                   |
| Somewhat disagree                                            | 48                                          | 19.3%                                   | 22.5%                                   |
| Strongly disagree                                            | 49                                          | 19.5%                                   | 18.7%                                   |
| Total valid                                                  | 252                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 17                                          |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 296                                         |                                         |                                         |
| Total N                                                      | 548                                         | 170                                     | 1,257                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | $p>.2$                                  |

**Table Q28b.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 21.9%                   | 18.1%                   |
| Somewhat agree                                                                           | 25.9%                   | 25.1%                   |
| Neither agree nor disagree                                                               | 12.4%                   | 17.5%                   |
| Somewhat disagree                                                                        | 22.1%                   | 23.9%                   |
| Strongly disagree                                                                        | 17.8%                   | 15.4%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 100                     | 620                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | $p>.2$                  |

Q28c. [In random order] "**Animals that used to occur naturally in these parks should be brought back.**"

**Table Q28c.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 114                                         | 44.8%                                   | 56.0%                                   |
| Somewhat agree                                               | 95                                          | 34.3%                                   | 28.5%                                   |
| Neither agree nor disagree                                   | 18                                          | 7.4%                                    | 5.5%                                    |
| Somewhat disagree                                            | 16                                          | 6.0%                                    | 5.0%                                    |
| Strongly disagree                                            | 21                                          | 7.4%                                    | 5.0%                                    |
| Total valid                                                  | 264                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 6                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 284                                         |                                         |                                         |
| Total N                                                      | 548                                         | 175                                     | 1,278                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p</i> =.078                          |

**Table Q28c.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 37.4%                   | 54.3%                   |
| Somewhat agree                                                                           | 38.7%                   | 32.5%                   |
| Neither agree nor disagree                                                               | 4.6%                    | 6.7%                    |
| Somewhat disagree                                                                        | 9.3%                    | 4.0%                    |
| Strongly disagree                                                                        | 10.1%                   | 2.6%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 101                     | 629                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p</i> <.001          |

Q28d. [In random order] "**Aircraft flights should be limited over wild and undeveloped areas of these parks.**"

**Table Q28d.1.** Frequency distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 77                                          | 26.4%                                   | 38.6%                                   |
| Somewhat agree                                               | 75                                          | 31.5%                                   | 28.5%                                   |
| Neither agree nor disagree                                   | 20                                          | 9.1%                                    | 9.8%                                    |
| Somewhat disagree                                            | 45                                          | 15.2%                                   | 12.3%                                   |
| Strongly disagree                                            | 46                                          | 17.9%                                   | 10.9%                                   |
| Total valid                                                  | 263                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 7                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 285                                         |                                         |                                         |
| Total N                                                      | 548                                         | 174                                     | 1,271                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q28d.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 22.1%                   | 38.1%                   |
| Somewhat agree                                                                           | 31.6%                   | 29.1%                   |
| Neither agree nor disagree                                                               | 11.4%                   | 10.7%                   |
| Somewhat disagree                                                                        | 18.1%                   | 13.1%                   |
| Strongly disagree                                                                        | 16.8%                   | 9.0%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 101                     | 625                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p<.05                   |

Q28e. [In random order] **"These national parks are places where there should be no air pollution from communities and industries."**

**Table Q28e.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 136                                         | 55.8%                                   | 67.0%                                   |
| Somewhat agree                                               | 72                                          | 25.2%                                   | 21.4%                                   |
| Neither agree nor disagree                                   | 23                                          | 8.5%                                    | 3.8%                                    |
| Somewhat disagree                                            | 19                                          | 4.8%                                    | 5.3%                                    |
| Strongly disagree                                            | 15                                          | 5.9%                                    | 2.5%                                    |
| Total valid                                                  | 265                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 2                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 283                                         |                                         |                                         |
| Total N                                                      | 548                                         | 176                                     | 1,284                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q28e.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 52.0%                   | 63.0%                   |
| Somewhat agree                                                                           | 24.8%                   | 24.8%                   |
| Neither agree nor disagree                                                               | 10.0%                   | 4.1%                    |
| Somewhat disagree                                                                        | 4.6%                    | 5.9%                    |
| Strongly disagree                                                                        | 8.6%                    | 2.2%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 101                     | 634                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p<.01                   |

Q28f. [In random order] **"These national parks are places I should be able to go and see the night sky without interference of artificial lights from nearby communities."**

**Table Q28f.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 114                                         | 44.3%                                   | 55.1%                                   |
| Somewhat agree                                               | 71                                          | 27.4%                                   | 27.6%                                   |
| Neither agree nor disagree                                   | 21                                          | 7.7%                                    | 5.5%                                    |
| Somewhat disagree                                            | 30                                          | 11.0%                                   | 7.8%                                    |
| Strongly disagree                                            | 28                                          | 9.6%                                    | 3.9%                                    |
| Total valid                                                  | 264                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 4                                           |                                         |                                         |
| (No answer/Refused)                                          | 2                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 284                                         |                                         |                                         |
| Total N                                                      | 548                                         | 175                                     | 1,274                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.01                                   |

**Table Q28f.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 44.0%                   | 52.9%                   |
| Somewhat agree                                                                           | 24.6%                   | 29.4%                   |
| Neither agree nor disagree                                                               | 7.8%                    | 6.1%                    |
| Somewhat disagree                                                                        | 14.3%                   | 8.6%                    |
| Strongly disagree                                                                        | 9.4%                    | 3.1%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 101                     | 630                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p<.01                   |

Q28g. [In random order] **"These national parks are places where there should be no water pollution from communities, industries, and agriculture."**

**Table Q28g.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 175                                         | 68.4%                                   | 76.8%                                   |
| Somewhat agree                                               | 52                                          | 17.0%                                   | 14.7%                                   |
| Neither agree nor disagree                                   | 16                                          | 5.6%                                    | 2.7%                                    |
| Somewhat disagree                                            | 15                                          | 5.7%                                    | 3.8%                                    |
| Strongly disagree                                            | 9                                           | 3.4%                                    | 2.0%                                    |
| Total valid                                                  | 267                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 281                                         |                                         |                                         |
| Total N                                                      | 548                                         | 179                                     | 1,292                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p</i> =.061                          |

**Table Q28g.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 64.5%                   | 76.6%                   |
| Somewhat agree                                                                           | 19.6%                   | 16.6%                   |
| Neither agree nor disagree                                                               | 6.0%                    | 2.2%                    |
| Somewhat disagree                                                                        | 7.4%                    | 3.6%                    |
| Strongly disagree                                                                        | 2.6%                    | 1.1%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 101                     | 636                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p</i> <.05           |

Q28h. [In random order] "**Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fountains.**"

**Table Q28h.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 149                                         | 58.2%                                   | 64.7%                                   |
| Somewhat agree                                               | 98                                          | 34.2%                                   | 28.1%                                   |
| Neither agree nor disagree                                   | 8                                           | 3.6%                                    | 2.6%                                    |
| Somewhat disagree                                            | 7                                           | 2.3%                                    | 2.5%                                    |
| Strongly disagree                                            | 5                                           | 1.7%                                    | 2.1%                                    |
| Total valid                                                  | 267                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 3                                           |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 281                                         |                                         |                                         |
| Total N                                                      | 548                                         | 176                                     | 1,290                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | $p > .2$                                |

**Table Q28h.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 56.4%                   | 64.1%                   |
| Somewhat agree                                                                           | 35.3%                   | 28.5%                   |
| Neither agree nor disagree                                                               | 3.3%                    | 3.1%                    |
| Somewhat disagree                                                                        | 2.7%                    | 2.9%                    |
| Strongly disagree                                                                        | 2.4%                    | 1.4%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 102                     | 635                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | $p > .2$                |

Q28i. [In random order] "**Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.**"

**Table Q28i.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 61                                          | 24.2%                                   | 25.1%                                   |
| Somewhat agree                                               | 86                                          | 33.1%                                   | 35.8%                                   |
| Neither agree nor disagree                                   | 27                                          | 10.3%                                   | 8.8%                                    |
| Somewhat disagree                                            | 52                                          | 19.2%                                   | 19.3%                                   |
| Strongly disagree                                            | 37                                          | 13.1%                                   | 11.1%                                   |
| Total valid                                                  | 263                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 6                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 285                                         |                                         |                                         |
| Total N                                                      | 548                                         | 174                                     | 1,282                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

**Table Q28i.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 19.1%                   | 22.1%                   |
| Somewhat agree                                                                           | 35.9%                   | 36.4%                   |
| Neither agree nor disagree                                                               | 10.7%                   | 9.2%                    |
| Somewhat disagree                                                                        | 19.1%                   | 22.4%                   |
| Strongly disagree                                                                        | 15.2%                   | 10.0%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 101                     | 630                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p&gt;.2</i>          |

Q28j. [In random order] **"The number of private vehicles in these parks should be limited during the busiest periods."**

**Table Q28j.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 101                                         | 39.4%                                   | 37.9%                                   |
| Somewhat agree                                               | 92                                          | 33.9%                                   | 34.4%                                   |
| Neither agree nor disagree                                   | 25                                          | 9.6%                                    | 7.4%                                    |
| Somewhat disagree                                            | 18                                          | 7.0%                                    | 12.3%                                   |
| Strongly disagree                                            | 29                                          | 10.1%                                   | 8.1%                                    |
| Total valid                                                  | 265                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 4                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 283                                         |                                         |                                         |
| Total N                                                      | 548                                         | 176                                     | 1,269                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | $p > .2$                                |

**Table Q28j.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 36.2%                   | 39.5%                   |
| Somewhat agree                                                                           | 35.1%                   | 35.9%                   |
| Neither agree nor disagree                                                               | 12.1%                   | 6.5%                    |
| Somewhat disagree                                                                        | 6.8%                    | 12.4%                   |
| Strongly disagree                                                                        | 9.9%                    | 5.7%                    |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 102                     | 630                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | $p = .065$              |

Q28k. [In random order] "**Jet-skiing and snowmobiling should be allowed in these parks.**"

**Table Q28k.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 59                                          | 24.7%                                   | 11.8%                                   |
| Somewhat agree                                               | 69                                          | 23.9%                                   | 24.0%                                   |
| Neither agree nor disagree                                   | 21                                          | 10.4%                                   | 9.8%                                    |
| Somewhat disagree                                            | 39                                          | 14.2%                                   | 19.2%                                   |
| Strongly disagree                                            | 72                                          | 26.8%                                   | 35.1%                                   |
| Total valid                                                  | 260                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 9                                           |                                         |                                         |
| (No answer/Refused)                                          | 1                                           |                                         |                                         |
| (Not asked, random split)                                    | 278                                         |                                         |                                         |
| Total missing                                                | 288                                         |                                         |                                         |
| Total N                                                      | 548                                         | 170                                     | 1,254                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.001                                  |

**Table Q28k.2.** Visitor Comparison (weighted regional vs. national data, recent visitors)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 21.7%                   | 12.3%                   |
| Somewhat agree                                                                           | 25.6%                   | 23.4%                   |
| Neither agree nor disagree                                                               | 13.1%                   | 9.0%                    |
| Somewhat disagree                                                                        | 13.1%                   | 21.2%                   |
| Strongly disagree                                                                        | 26.5%                   | 34.0%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| Valid weighted N                                                                         | 100                     | 623                     |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | p<.05                   |

D1a. **To finish, I need to ask you some questions so we can be sure our sample is representative.**

D1b. **We need to ask about calls you might receive on cell phones. Not counting your work-related calls, calls you don't answer, or out-going calls, when you personally take an incoming call, is it...**

**Table D1b.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| (Volunteered: Has access ONLY to cell phones)                | 1                                           | 0.1%                                    | 0.7%                                    |
| <b>Almost always on a cell phone</b>                         | 51                                          | 12.0%                                   | 29.9%                                   |
| <b>Usually on a cell phone</b>                               | 67                                          | 14.8%                                   | 14.7%                                   |
| (Volunteered: On a cell phone about HALF the time)           | 8                                           | 1.3%                                    | 0.8%                                    |
| <b>Sometimes on a cell phone</b>                             | 177                                         | 31.9%                                   | 34.3%                                   |
| <b>Almost never on a cell phone</b>                          | 186                                         | 30.8%                                   | 15.9%                                   |
| (Volunteered: Has NO access to a cell phone)                 | 50                                          | 9.1%                                    | 3.5%                                    |
| Total valid                                                  | 540                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 4                                           |                                         |                                         |
| (No answer/Refused)                                          | 4                                           |                                         |                                         |
| Total missing                                                | 8                                           |                                         |                                         |
| Total N                                                      | 548                                         | 357                                     | 2,680                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | p<.001                                  |

**Table D1b.2.** Visitor Comparison (weighted regional vs. national data, general public)

| <b>Response</b>                                                                                | <b>% Visitor, Region</b> | <b>% Visitor, Nation</b> | <b>Exact test</b> |
|------------------------------------------------------------------------------------------------|--------------------------|--------------------------|-------------------|
| Only/Almost always cell                                                                        | 58.8%                    | 43.1%                    | $p=.059$          |
| Usually/Half/Sometimes cell                                                                    | 67.2%                    | 51.9%                    | $p<.001$          |
| Almost never/No cell                                                                           | 51.6%                    | 39.2%                    | $p<.01$           |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                          |                          |                   |

[Note to the reader: When examining demographic differences in visitor status, as in Table D1b.2, the percentages are calculated within rows rather than down the columns. For example, the figure 43.1% in the first row is based solely on respondents in the national data who mainly used a cell phone. Within this demographic category, 43.1% were recent visitors (and therefore 56.9% of them were not recent visitors). Similarly, the tests of significance are calculated within rows, comparing the regional visitation percentage to the national visitation percentage separately for each demographic category.]

**Table D1b.3.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| (Has access ONLY to cells)                               | 0.1%       | 0.8%       | 0.6%       | 1.0%       | 1.1%       | 0.4%       | --         |
| Almost always on a cell phone                            | 12.0%      | 23.2%      | 30.4%      | 27.2%      | 30.7%      | 20.9%      | 20.8%      |
| Usually on a cell phone                                  | 14.8%      | 17.0%      | 13.4%      | 12.7%      | 10.4%      | 12.2%      | 16.0%      |
| (On a cell about HALF)                                   | 1.3%       | 0.5%       | 1.4%       | 1.1%       | 0.1%       | 0.4%       | 0.1%       |
| Sometimes on a cell phone                                | 31.9%      | 27.8%      | 25.6%      | 27.3%      | 28.2%      | 28.2%      | 30.9%      |
| Almost never on a cell phone                             | 30.8%      | 25.0%      | 23.2%      | 25.1%      | 24.4%      | 29.7%      | 25.8%      |
| (Has NO access to a cell)                                | 9.1%       | 5.8%       | 5.5%       | 5.7%       | 5.2%       | 8.2%       | 6.4%       |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 357        | 370        | 414        | 461        | 388        | 422        | 280        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p<.01      | p<.001     | p<.001     | p<.001     | p<.05      | p<.05      |

**D1c. This question is about the residential phones in your household, not counting cell phones, business lines, or numbers that are only used for a computer or a fax. Including the phone number that we're talking on right now, how many different residential phone numbers ring into this household and can be answered by a person?**

**Table D1c.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| 0 phones                                                     | 7                                  | 1.6%                           | 20.0%                          |
| 1 phone                                                      | 490                                | 93.8%                          | 70.4%                          |
| 2 phones                                                     | 33                                 | 3.6%                           | 6.5%                           |
| 3 phones                                                     | 10                                 | 0.8%                           | 2.0%                           |
| 4 phones                                                     | 1                                  | 0.0%                           | 0.7%                           |
| 5 phones                                                     | 1                                  | 0.1%                           | 0.2%                           |
| 6 phones                                                     | 0                                  | 0.0%                           | 0.0%                           |
| 7 or more phones                                             | 2                                  | 0.0%                           | 0.2%                           |
| Total valid                                                  | 544                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 1                                  |                                |                                |
| (No answer/Refused)                                          | 3                                  |                                |                                |
| Total missing                                                | 4                                  |                                |                                |
| Total N                                                      | 548                                | 358                            | 2,677                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.001                         |

**Table D1c.2.** Visitor Comparison (weighted regional vs. national data, general public)

| Response         | % Visitor, Region | % Visitor, Nation | Exact test     |
|------------------|-------------------|-------------------|----------------|
| 0 phones         | 39.4%             | 43.9%             | <i>p</i> >.2   |
| 1 phone          | 60.1%             | 47.7%             | <i>p</i> <.001 |
| 2 phones         | 67.3%             | 48.2%             | <i>p</i> =.163 |
| 3 phones         | 53.7%             | 47.3%             | <i>p</i> >.2   |
| 4 phones         | 0.0%              | 47.1%             | <i>p</i> >.2   |
| 5 or more phones | 73.5%             | 28.5%             | <i>p</i> >.2   |

Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row.

**Table D1c.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR            | IMR            | MWR            | SER            | NER            | NCR            |
|----------------------------------------------------------|--------|----------------|----------------|----------------|----------------|----------------|----------------|
| 0 phones                                                 | 1.6%   | 17.6%          | 24.3%          | 20.0%          | 22.8%          | 13.5%          | 2.7%           |
| 1 phone                                                  | 93.8%  | 74.9%          | 67.1%          | 72.0%          | 67.6%          | 75.7%          | 85.2%          |
| 2 phones                                                 | 3.6%   | 6.0%           | 7.2%           | 4.5%           | 6.6%           | 7.1%           | 9.0%           |
| 3 phones                                                 | 0.8%   | 0.8%           | 1.2%           | 1.9%           | 2.4%           | 2.2%           | 2.3%           |
| 4 phones                                                 | 0.0%   | 0.5%           | 0.1%           | 1.3%           | 0.2%           | 0.7%           | 0.3%           |
| 5 phones                                                 | 0.1%   | 0.1%           | 0.1%           | 0.3%           | 0.1%           | 0.2%           | 0.2%           |
| 6 phones                                                 | --     | 0.0%           | --             | --             | --             | 0.0%           | 0.0%           |
| 7 or more phones                                         | 0.0%   | 0.1%           | 0.0%           | 0.1%           | 0.3%           | 0.5%           | 0.1%           |
| Total                                                    | 100.0% | 100.0%         | 100.0%         | 100.0%         | 100.0%         | 100.0%         | 100.0%         |
| Valid weighted N                                         | 358    | 370            | 415            | 460            | 385            | 416            | 276            |
| Chi-square tests:<br>(this region vs. each other region) |        |                |                |                |                |                |                |
|                                                          | --     | <i>p</i> <.001 | <i>p</i> <.001 | <i>p</i> <.001 | <i>p</i> <.001 | <i>p</i> <.001 | <i>p</i> =.063 |

## D2. What is the highest grade of school or year of college that you have completed?

**Table D2.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Up to 8th grade                                              | 7                                  | 1.7%                           | 1.9%                           |
| 9th to 11th grade                                            | 7                                  | 1.4%                           | 3.7%                           |
| High school graduate or GED certificate                      | 105                                | 22.6%                          | 19.5%                          |
| Some college, no degree                                      | 142                                | 28.2%                          | 24.4%                          |
| Degree from technical school or community college            | 36                                 | 5.7%                           | 7.2%                           |
| University degree-BA/BS                                      | 131                                | 22.6%                          | 23.8%                          |
| Some graduate school, no advanced degree                     | 18                                 | 4.3%                           | 3.0%                           |
| Graduate degree-MA/MS/JD/MD/PhD, etc.                        | 96                                 | 13.4%                          | 16.4%                          |
| Total valid                                                  | 542                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 1                                  |                                |                                |
| (No answer/Refused)                                          | 5                                  |                                |                                |
| Total missing                                                | 6                                  |                                |                                |
| Total N                                                      | 548                                | 354                            | 2,684                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | <i>p</i> =.082                 |

**Table D2.2.** Visitor Comparison (weighted regional vs. national data, general public)

| Response                                                                                       | % Visitor, Region | % Visitor, Nation | Exact test     |
|------------------------------------------------------------------------------------------------|-------------------|-------------------|----------------|
| Up to 8th grade                                                                                | 10.6%             | 7.4%              | <i>p</i> >.2   |
| 9th to 11th grade                                                                              | 72.4%             | 21.0%             | <i>p</i> <.05  |
| High school graduate or GED                                                                    | 47.4%             | 30.7%             | <i>p</i> <.01  |
| Some college, no degree                                                                        | 55.0%             | 47.3%             | <i>p</i> =.163 |
| Degree from technical school or community college                                              | 60.0%             | 46.7%             | <i>p</i> >.2   |
| University degree-BA/BS                                                                        | 72.8%             | 54.1%             | <i>p</i> <.01  |
| Some graduate school, no advanced degree                                                       | 79.3%             | 54.2%             | <i>p</i> =.088 |
| Graduate degree-MA/MS/JD/MD/PhD, etc.                                                          | 75.4%             | 63.0%             | <i>p</i> =.114 |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                   |                   |                |

**Table D2.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR            | IMR          | MWR            | SER           | NER          | NCR            |
|----------------------------------------------------------|--------|----------------|--------------|----------------|---------------|--------------|----------------|
| Up to 8th grade                                          | 1.7%   | 3.9%           | 1.8%         | 0.9%           | 3.6%          | 1.6%         | 2.2%           |
| 9th to 11th grade                                        | 1.4%   | 4.3%           | 4.0%         | 4.7%           | 5.4%          | 2.5%         | 2.6%           |
| High school graduate or GED                              | 22.6%  | 17.8%          | 22.1%        | 20.0%          | 21.0%         | 22.3%        | 18.9%          |
| Some college, no degree                                  | 28.2%  | 26.0%          | 25.0%        | 24.0%          | 25.5%         | 20.5%        | 12.0%          |
| Degree from technical school or community college        | 5.7%   | 6.1%           | 5.7%         | 8.4%           | 7.2%          | 8.1%         | 4.9%           |
| University degree-BA/BS                                  | 22.6%  | 23.9%          | 23.8%        | 24.7%          | 20.0%         | 23.2%        | 24.4%          |
| Some graduate school, no advanced degree                 | 4.3%   | 2.5%           | 2.7%         | 3.0%           | 2.0%          | 4.3%         | 3.9%           |
| Graduate degree-MA/MS/JD/MD/PhD, etc.                    | 13.4%  | 15.5%          | 15.0%        | 14.3%          | 15.3%         | 17.5%        | 31.1%          |
| Total                                                    | 100.0% | 100.0%         | 100.0%       | 100.0%         | 100.0%        | 100.0%       | 100.0%         |
| Valid weighted N                                         | 354    | 372            | 416          | 460            | 386           | 423          | 275            |
| Chi-square tests:<br>(this region vs. each other region) |        |                |              |                |               |              |                |
|                                                          | --     | <i>p</i> =.077 | <i>p</i> >.2 | <i>p</i> =.066 | <i>p</i> <.05 | <i>p</i> >.2 | <i>p</i> <.001 |

### D3. Are you single, married, living with a life partner, divorced, separated, or widowed?

**Table D3.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                      | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|---------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Single                                                        | 82                                 | 16.9%                          | 24.5%                          |
| Married                                                       | 321                                | 62.7%                          | 56.1%                          |
| Living with a life partner                                    | 26                                 | 6.0%                           | 4.9%                           |
| Divorced                                                      | 71                                 | 9.4%                           | 8.5%                           |
| Separated                                                     | 8                                  | 1.2%                           | 1.2%                           |
| Widowed                                                       | 28                                 | 3.7%                           | 4.7%                           |
| Total valid                                                   | 536                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                         | 3                                  |                                |                                |
| (No answer/Refused)                                           | 9                                  |                                |                                |
| Total missing                                                 | 12                                 |                                |                                |
| Total N                                                       | 548                                | 353                            | 2,675                          |
| Chi-square test:<br>(this region vs. the rest of the nation): |                                    |                                | p<.05                          |

**Table D3.2.** Visitor Comparison (weighted regional vs. national data, general public)

| Response                                                                                       | % Visitor, Region | % Visitor, Nation | Exact test |
|------------------------------------------------------------------------------------------------|-------------------|-------------------|------------|
| Single                                                                                         | 54.9%             | 37.3%             | p<.01      |
| Married                                                                                        | 63.1%             | 52.1%             | p<.01      |
| Living with a life partner                                                                     | 64.8%             | 51.3%             | p>.2       |
| Divorced                                                                                       | 51.1%             | 42.0%             | p>.2       |
| Separated                                                                                      | 32.2%             | 48.2%             | p>.2       |
| Widowed                                                                                        | 47.0%             | 32.0%             | p>.2       |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                   |                   |            |

**Table D3.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Single                                                   | 16.9%  | 24.2%  | 26.8%  | 21.9%  | 24.0%  | 26.3%  | 44.0%  |
| Married                                                  | 62.7%  | 54.4%  | 52.0%  | 59.7%  | 54.1%  | 55.8%  | 31.1%  |
| Living with a life partner                               | 6.0%   | 6.9%   | 6.7%   | 4.4%   | 5.0%   | 3.8%   | 7.4%   |
| Divorced                                                 | 9.4%   | 8.2%   | 8.1%   | 7.5%   | 9.7%   | 8.1%   | 8.4%   |
| Separated                                                | 1.2%   | 1.6%   | 2.2%   | 0.2%   | 1.4%   | 1.1%   | 2.6%   |
| Widowed                                                  | 3.7%   | 4.6%   | 4.2%   | 6.3%   | 5.8%   | 4.9%   | 6.5%   |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid weighted N                                         | 353    | 370    | 417    | 456    | 387    | 419    | 274    |
| Chi-square tests:<br>(this region vs. each other region) |        |        |        |        |        |        |        |
|                                                          | --     | p=.161 | p<.05  | p=.055 | p=.111 | p<.05  | p<.001 |

#### D4. Are you Hispanic or Latino [Latina]?

**Table D4.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Yes (Hispanic)                                               | 12                                 | 4.7%                           | 13.0%                          |
| No                                                           | 527                                | 95.3%                          | 87.0%                          |
| Total valid                                                  | 539                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 0                                  |                                |                                |
| (No answer/Refused)                                          | 9                                  |                                |                                |
| Total missing                                                | 9                                  |                                |                                |
| Total N                                                      | 548                                | 356                            | 2,679                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.001                         |

**Table D4.2.** Visitor Comparison (weighted regional vs. national data, general public)

| Response                                                                                       | % Visitor, Region | % Visitor, Nation | Exact test |
|------------------------------------------------------------------------------------------------|-------------------|-------------------|------------|
| Yes (Hispanic)                                                                                 | 66.6%             | 32.2%             | p<.01      |
| No                                                                                             | 59.9%             | 48.6%             | p<.001     |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                   |                   |            |

**Table D4.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Yes (Hispanic)                                           | 4.7%   | 25.1%  | 25.9%  | 5.7%   | 12.7%  | 10.1%  | 8.8%   |
| No                                                       | 95.3%  | 74.9%  | 74.1%  | 94.3%  | 87.3%  | 89.9%  | 91.2%  |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid weighted N                                         | 356    | 372    | 417    | 458    | 388    | 421    | 276    |
| Chi-square tests:<br>(this region vs. each other region) | --     | p<.001 | p<.001 | p>.2   | p<.001 | p<.01  | p<.05  |

#### D5. I'm going to read a list of racial categories. Please select one or more to describe your race. Are you ...

(Read choices one at a time, and mark ALL that apply.)

**Table D5.1.** Multiple Response Frequencies (regional vs. national data, general public)

| Response                                  | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|-------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| American Indian or Alaska Native          | 75                                 | 25.5%                          | 3.5%                           |
| Asian                                     | 12                                 | 3.4%                           | 3.9%                           |
| Black or African American                 | 11                                 | 2.5%                           | 13.2%                          |
| Native Hawaiian or other Pacific Islander | 5                                  | 2.1%                           | 1.0%                           |
| White                                     | 465                                | 76.4%                          | 80.8%                          |
| (Don't know/Not sure)                     | 2                                  |                                |                                |
| (No answer/Refused)                       | 13                                 |                                |                                |
| Total missing                             | 15                                 |                                |                                |
| Total N                                   | 548                                | 350                            | 2,469                          |

This is a mark-all-that-apply question; percentages total more than 100.

**Table D5.2.** Frequency Distribution for Race/Ethnicity (recoded regional vs. national data, general public)

| <b>Response</b>                                               | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|---------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Hispanic, any race                                            | 12                                          | 4.7%                                    | 13.2%                                   |
| White only, non-Hispanic                                      | 432                                         | 65.3%                                   | 68.5%                                   |
| Black only, non-Hispanic                                      | 6                                           | 1.1%                                    | 11.7%                                   |
| Other only, non-Hispanic                                      | 56                                          | 20.0%                                   | 5.1%                                    |
| Two or more, non-Hispanic                                     | 30                                          | 8.9%                                    | 1.5%                                    |
| Total valid                                                   | 536                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                         | 0                                           |                                         |                                         |
| (No answer/Refused)                                           | 12                                          |                                         |                                         |
| Total missing                                                 | 12                                          |                                         |                                         |
| Total N                                                       | 548                                         | 356                                     | 2,636                                   |
| Chi-square test:<br>(this region vs. the rest of the nation): |                                             |                                         | p<.001                                  |

**Table D5.3.** Visitor Comparison (weighted regional vs. national data, general public)

| <b>Response</b>           | <b>% Visitor, Region</b> | <b>% Visitor, Nation</b> | <b>Exact test</b> |
|---------------------------|--------------------------|--------------------------|-------------------|
| Hispanic, any race        | 66.6%                    | 32.2%                    | p<.01             |
| White only, non-Hispanic  | 68.0%                    | 52.6%                    | p<.001            |
| Black only, non-Hispanic  | 51.7%                    | 28.0%                    | p>.2              |
| Other only, non-Hispanic  | 36.1%                    | 47.7%                    | p=.141            |
| Two or more, non-Hispanic | 57.2%                    | 31.5%                    | p=.053            |

Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row.

**Table D5.4.** Race/Ethnicity by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Hispanic, any race                                       | 4.7%       | 26.0%      | 26.2%      | 5.8%       | 12.9%      | 10.3%      | 9.1%       |
| White only, non-Hispanic                                 | 65.3%      | 50.3%      | 55.8%      | 78.4%      | 62.9%      | 68.6%      | 35.1%      |
| Black only, non-Hispanic                                 | 1.1%       | 6.3%       | 7.3%       | 7.6%       | 14.5%      | 8.3%       | 49.0%      |
| Other only, non-Hispanic                                 | 20.0%      | 11.6%      | 5.2%       | 4.8%       | 4.3%       | 7.0%       | 3.0%       |
| Two or more, non-Hispanic                                | 8.9%       | 5.9%       | 5.5%       | 3.4%       | 5.4%       | 5.9%       | 3.8%       |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 356        | 360        | 412        | 450        | 382        | 413        | 267        |
| Chi-square tests:<br>(this region vs. each other region) | --         | p<.001     | p<.001     | p<.001     | p<.001     | p<.001     | p<.001     |

## D6. In what year were you born?

**Table D6.1.** Frequency Distribution (recoded regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| 18-24 years old                                              | 24                                 | 11.0%                          | 12.5%                          |
| 25-44 years old                                              | 161                                | 40.7%                          | 36.1%                          |
| 45-64 years old                                              | 262                                | 37.8%                          | 34.5%                          |
| 65 or older                                                  | 84                                 | 10.5%                          | 16.9%                          |
| Total valid                                                  | 531                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 0                                  |                                |                                |
| (No answer/Refused)                                          | 17                                 |                                |                                |
| Total missing                                                | 17                                 |                                |                                |
| Total N                                                      | 548                                | 349                            | 2,601                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.05                          |

**Table D6.2.** Visitor Comparison (weighted regional vs. national data, general public)

| Response                                                                                       | % Visitor, Region | % Visitor, Nation | Exact test |
|------------------------------------------------------------------------------------------------|-------------------|-------------------|------------|
| 18-24 years old                                                                                | 42.0%             | 35.0%             | $p>.2$     |
| 25-44 years old                                                                                | 66.7%             | 48.5%             | $p<.001$   |
| 45-64 years old                                                                                | 61.2%             | 53.0%             | $p=.076$   |
| 65 or older                                                                                    | 48.9%             | 40.0%             | $p>.2$     |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                   |                   |            |

**Table D6.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR      | IMR      | MWR      | SER     | NER     | NCR      |
|----------------------------------------------------------|--------|----------|----------|----------|---------|---------|----------|
| 18-24 years old                                          | 11.0%  | 12.9%    | 13.7%    | 12.6%    | 12.3%   | 12.5%   | 9.9%     |
| 25-44 years old                                          | 40.7%  | 38.1%    | 38.6%    | 35.2%    | 34.7%   | 34.8%   | 43.3%    |
| 45-64 years old                                          | 37.8%  | 33.4%    | 32.6%    | 34.8%    | 34.6%   | 35.0%   | 31.4%    |
| 65 or older                                              | 10.5%  | 15.6%    | 15.1%    | 17.4%    | 18.4%   | 17.7%   | 15.4%    |
| Total                                                    | 100.0% | 100.0%   | 100.0%   | 100.0%   | 100.0%  | 100.0%  | 100.0%   |
| Valid weighted N                                         | 349    | 365      | 403      | 446      | 381     | 406     | 264      |
| Chi-square tests:<br>(this region vs. each other region) | --     | $p=.145$ | $p=.118$ | $p<.029$ | $p<.05$ | $p<.05$ | $p=.166$ |

**D7. Does anyone in your household have a disability or impairment that could cause them to face problems with access or services during a visit to a unit of the National Park System?**

**Table D7.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Yes (disability)                                             | 80                                          | 13.8%                                   | 14.3%                                   |
| No                                                           | 463                                         | 86.2%                                   | 85.7%                                   |
| Total valid                                                  | 543                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 1                                           |                                         |                                         |
| (No answer/Refused)                                          | 4                                           |                                         |                                         |
| Total missing                                                | 5                                           |                                         |                                         |
| Total N                                                      | 548                                         | 357                                     | 2,689                                   |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | $p>.2$                                  |

**Table D7.2.** Visitor Comparison (weighted regional vs. national data, general public)

| <b>Response</b>                                                                                | <b>% Visitor, Region</b> | <b>% Visitor, Nation</b> | <b>Exact test</b> |
|------------------------------------------------------------------------------------------------|--------------------------|--------------------------|-------------------|
| Yes (disability)                                                                               | 64.7%                    | 57.7%                    | $p<.01$           |
| No                                                                                             | 59.9%                    | 52.8%                    | $p<.001$          |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                          |                          |                   |

**Table D7.3.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Yes (disability)                                         | 13.8%      | 16.3%      | 17.2%      | 14.9%      | 14.5%      | 14.7%      | 9.5%       |
| No                                                       | 86.2%      | 83.7%      | 82.8%      | 85.1%      | 85.5%      | 85.3%      | 90.5%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 357        | 373        | 420        | 462        | 388        | 422        | 277        |
| Chi-square tests:<br>(this region vs. each other region) | --         | $p>.2$     | $p=.184$   | $p>.2$     | $p>.2$     | $p>.2$     | $p=.106$   |

D8. [If Yes to item D7] **What kind of disability or impairment?**

(As needed, read choices. Note: "Sustained" means 6 months or more. Check all that respondent reports.)

**Table D8.1.** Multiple Response Frequencies (regional vs. national data, general public with disability in the household)

| <b>Response</b>                                                     | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|---------------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Blindness, severe vision impairment                                 | 6                                           | 6.8%                                    | 5.2%                                    |
| Deafness, severe hearing impairment                                 | 3                                           | 2.2%                                    | 5.2%                                    |
| Substantial limits on<br>walking/climbing/reaching/lifting/carrying | 66                                          | 79.5%                                   | 68.3%                                   |
| Mental - sustained difficulty<br>learning/remembering/concentrating | 6                                           | 5.8%                                    | 9.4%                                    |
| (Any other condition that cannot be coded above)                    | 7                                           | 13.1%                                   | 20.5%                                   |
| (Don't know/Not sure)                                               | 0                                           |                                         |                                         |
| (No answer/Refused)                                                 | 0                                           |                                         |                                         |
| No disability                                                       | 468                                         |                                         |                                         |
| Total missing                                                       | 468                                         |                                         |                                         |
| <b>Total N</b>                                                      | <b>548</b>                                  | <b>49</b>                               | <b>375</b>                              |

This is a mark-all-that-apply question; percentages total more than 100.

## D9. How many children under the age of 18 currently live in your household?

**Table D9.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| 0 children                                                   | 332                                | 49.2%                          | 61.5%                          |
| 1 child                                                      | 85                                 | 19.8%                          | 17.1%                          |
| 2 children                                                   | 78                                 | 20.4%                          | 14.2%                          |
| 3 children                                                   | 36                                 | 7.5%                           | 4.6%                           |
| 4 children                                                   | 8                                  | 2.2%                           | 2.0%                           |
| 5 children                                                   | 1                                  | 0.3%                           | 0.4%                           |
| 6 children                                                   | 2                                  | 0.3%                           | 0.1%                           |
| 7 children                                                   | 1                                  | 0.3%                           | 0.0%                           |
| Total valid                                                  | 543                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 0                                  |                                |                                |
| (No answer/Refused)                                          | 5                                  |                                |                                |
| Total missing                                                | 5                                  |                                |                                |
| Total N                                                      | 548                                | 356                            | 2,670                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.01                          |

**Table D9.2.** Visitor Comparison (weighted regional vs. national data, general public)

| Response                                                                                       | % Visitor, Region | % Visitor, Nation | Exact test |
|------------------------------------------------------------------------------------------------|-------------------|-------------------|------------|
| 0 children                                                                                     | 56.7%             | 46.7%             | p<.05      |
| 1 child                                                                                        | 64.9%             | 47.7%             | p<.05      |
| 2 children                                                                                     | 68.0%             | 46.9%             | p<.01      |
| 3 children                                                                                     | 62.1%             | 39.9%             | p<.05      |
| 4 children                                                                                     | 30.9%             | 44.0%             | p>.2       |
| 5 children or more children                                                                    | 66.7%             | 50.6%             | p>.2       |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                   |                   |            |

**Table D9.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR    | IMR    | MWR    | SER    | NER    | NCR    |
|----------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| 0 children                                               | 49.2%  | 59.9%  | 60.7%  | 60.5%  | 65.4%  | 63.8%  | 68.3%  |
| 1 child                                                  | 19.8%  | 14.1%  | 16.0%  | 18.7%  | 16.1%  | 18.0%  | 12.9%  |
| 2 children                                               | 20.4%  | 15.0%  | 14.5%  | 14.4%  | 13.9%  | 12.0%  | 13.2%  |
| 3 children                                               | 7.5%   | 6.4%   | 5.4%   | 4.3%   | 1.7%   | 5.1%   | 4.3%   |
| 4 children                                               | 2.2%   | 4.1%   | 2.4%   | 1.4%   | 1.9%   | 1.0%   | 0.7%   |
| 5 children                                               | 0.3%   | --     | 0.8%   | 0.6%   | 1.0%   | --     | 0.6%   |
| 6 children                                               | 0.3%   | 0.5%   | 0.2%   | --     | --     | 0.1%   | --     |
| 7 children                                               | 0.3%   | --     | --     | 0.2%   | --     | --     | --     |
| Total                                                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Valid weighted N                                         | 356    | 373    | 413    | 457    | 384    | 422    | 280    |
| Chi-square tests:<br>(this region vs. each other region) |        |        |        |        |        |        |        |
|                                                          | --     | p<.06  | p=.060 | p<.05  | p<.001 | p<.001 | p<.001 |

D9a. [If One or more on item Q9] **How much do you agree or disagree with this statement:  
“My children are not interested in visiting National Park System units.”**

(As needed: Would you say you "strongly agree," "somewhat agree," "neither agree nor disagree," "somewhat disagree," or "strongly disagree" with this statement?)

**Table D9a.1.** Frequency Distribution (regional vs. national data, general public with children in the household)

| <b>Response</b>                                              | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Strongly agree                                               | 8                                           | 6.7%                                    | 7.7%                                    |
| Somewhat agree                                               | 12                                          | 6.4%                                    | 7.3%                                    |
| Neither agree nor disagree                                   | 13                                          | 8.7%                                    | 5.4%                                    |
| Somewhat disagree                                            | 23                                          | 15.9%                                   | 16.9%                                   |
| Strongly disagree                                            | 144                                         | 62.3%                                   | 62.8%                                   |
| Total valid                                                  | 200                                         | 100.0%                                  | 100.0%                                  |
| (Don't know/Not sure)                                        | 11                                          |                                         |                                         |
| (No answer/Refused)                                          | 0                                           |                                         |                                         |
| No children                                                  | 337                                         |                                         |                                         |
| Total missing                                                | 348                                         |                                         |                                         |
| <b>Total N</b>                                               | <b>548</b>                                  | <b>168</b>                              | <b>992</b>                              |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                             |                                         | <i>p&gt;.2</i>                          |

**Table D9a.2.** Visitor Comparison (weighted regional vs. national data, recent visitors with children in the household)

| <b>Response</b>                                                                          | <b>Visitors, Region</b> | <b>Visitors, Nation</b> |
|------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| Strongly agree                                                                           | 4.7%                    | 4.6%                    |
| Somewhat agree                                                                           | 5.4%                    | 6.9%                    |
| Neither agree nor disagree                                                               | 4.1%                    | 4.6%                    |
| Somewhat disagree                                                                        | 16.3%                   | 14.1%                   |
| Strongly disagree                                                                        | 69.5%                   | 69.9%                   |
| Total                                                                                    | 100.0%                  | 100.0%                  |
| <b>Valid weighted N</b>                                                                  | <b>113</b>              | <b>463</b>              |
| Chi-square test:<br>(visitors from this region vs. visitors from the rest of the nation) |                         | <i>p&gt;.2</i>          |

**D10. Which one of the following income groups best describes your total household income in [previous year], before taxes? Please stop me when I read the correct category.**

**Table D10.1.** Frequency Distribution (regional vs. national data, general public)

| Response                                                     | Unweighted<br>Frequency,<br>Region | Weighted<br>Percent,<br>Region | Weighted<br>Percent,<br>Nation |
|--------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| Less than \$10,000                                           | 17                                 | 3.9%                           | 5.7%                           |
| \$10,000 to \$25,000                                         | 37                                 | 8.0%                           | 12.0%                          |
| \$25,000 to \$50,000                                         | 92                                 | 18.0%                          | 23.0%                          |
| \$50,000 to \$75,000                                         | 108                                | 22.7%                          | 22.8%                          |
| \$75,000 to \$100,000                                        | 102                                | 20.2%                          | 13.8%                          |
| \$100,000 to \$150,000                                       | 78                                 | 17.9%                          | 13.5%                          |
| Over \$150,000                                               | 46                                 | 9.3%                           | 9.2%                           |
| Total valid                                                  | 480                                | 100.0%                         | 100.0%                         |
| (Don't know/Not sure)                                        | 9                                  |                                |                                |
| (No answer/Refused)                                          | 59                                 |                                |                                |
| Total missing                                                | 68                                 |                                |                                |
| Total N                                                      | 548                                | 321                            | 2,289                          |
| Chi-square test:<br>(this region vs. the rest of the nation) |                                    |                                | p<.01                          |

**Table D10.2.** Visitor Comparison (weighted regional vs. national data, general public)

| Response                                                                                       | % Visitor, Region | % Visitor, Nation | Exact test |
|------------------------------------------------------------------------------------------------|-------------------|-------------------|------------|
| Less than \$10,000                                                                             | 26.6%             | 21.5%             | $p>.2$     |
| \$10,000 to \$25,000                                                                           | 32.1%             | 36.1%             | $p>.2$     |
| \$25,000 to \$50,000                                                                           | 43.4%             | 41.7%             | $p>.2$     |
| \$50,000 to \$75,000                                                                           | 59.8%             | 47.8%             | $p=.060$   |
| \$75,000 to \$100,000                                                                          | 72.3%             | 58.5%             | $p<.05$    |
| \$100,000 to \$150,000                                                                         | 82.2%             | 63.4%             | $p<.01$    |
| Over \$150,000                                                                                 | 89.1%             | 68.5%             | $p<.05$    |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                   |                   |            |

**Table D10.3.** Cross-tabulation by Region (weighted regional data, general public)

| Response                                                 | AKR    | PWR     | IMR      | MWR     | SER      | NER      | NCR     |
|----------------------------------------------------------|--------|---------|----------|---------|----------|----------|---------|
| Less than \$10,000                                       | 3.9%   | 5.5%    | 5.7%     | 8.2%    | 6.9%     | 4.6%     | 4.3%    |
| \$10,000 to \$25,000                                     | 8.0%   | 14.2%   | 16.3%    | 11.1%   | 15.7%    | 10.3%    | 10.5%   |
| \$25,000 to \$50,000                                     | 18.0%  | 21.1%   | 26.2%    | 24.6%   | 28.5%    | 20.3%    | 27.2%   |
| \$50,000 to \$75,000                                     | 22.7%  | 19.3%   | 18.6%    | 23.4%   | 20.1%    | 28.3%    | 16.5%   |
| \$75,000 to \$100,000                                    | 20.2%  | 11.9%   | 13.3%    | 14.8%   | 12.3%    | 14.6%    | 11.6%   |
| \$100,000 to \$150,000                                   | 17.9%  | 14.4%   | 14.2%    | 10.3%   | 9.0%     | 14.7%    | 14.5%   |
| Over \$150,000                                           | 9.3%   | 13.6%   | 5.7%     | 7.5%    | 7.5%     | 7.3%     | 15.6%   |
| Total                                                    | 100.0% | 100.0%  | 100.0%   | 100.0%  | 100.0%   | 100.0%   | 100.0%  |
| Valid weighted N                                         | 321    | 318     | 350      | 398     | 333      | 349      | 236     |
| Chi-square tests:<br>(this region vs. each other region) | --     | $p<.01$ | $p<.001$ | $p<.01$ | $p<.001$ | $p=.194$ | $p<.01$ |

D11. (Respondent's gender; code without asking, unless unclear. As needed: And I'm required to ask, are you male or female?)

**Table D11.1.** Frequency Distribution (regional vs. national data, general public)

| <b>Response</b>                                               | <b>Unweighted<br/>Frequency,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Region</b> | <b>Weighted<br/>Percent,<br/>Nation</b> |
|---------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|
| Male                                                          | 266                                         | 51.1%                                   | 48.5%                                   |
| Female                                                        | 281                                         | 48.9%                                   | 51.5%                                   |
| Total valid                                                   | 547                                         | 100.0%                                  | 100.0%                                  |
| (Not coded)                                                   | 1                                           |                                         |                                         |
| Total N                                                       | 548                                         | 362                                     | 2,702                                   |
| Chi-square test:<br>(this region vs. the rest of the nation): |                                             |                                         | $p>.2$                                  |

**Table D11.2.** Visitor Comparison (weighted regional vs. national data, general public)

| <b>Response</b>                                                                                | <b>% Visitor, Region</b> | <b>% Visitor, Nation</b> | <b>Exact test</b> |
|------------------------------------------------------------------------------------------------|--------------------------|--------------------------|-------------------|
| Male                                                                                           | 59.4%                    | 49.3%                    | $p<.05$           |
| Female                                                                                         | 60.5%                    | 44.0%                    | $p<.001$          |
| Exact tests compare the % Visitor (in this region vs. the rest of the nation) within each row. |                          |                          |                   |

**Table D11.3.** Cross-tabulation by Region (weighted regional data, general public)

| <b>Response</b>                                          | <b>AKR</b> | <b>PWR</b> | <b>IMR</b> | <b>MWR</b> | <b>SER</b> | <b>NER</b> | <b>NCR</b> |
|----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Male                                                     | 51.1%      | 49.6%      | 49.6%      | 48.5%      | 48.2%      | 48.0%      | 45.0%      |
| Female                                                   | 48.9%      | 50.4%      | 50.4%      | 51.5%      | 51.8%      | 52.0%      | 55.0%      |
| Total                                                    | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     | 100.0%     |
| Valid weighted N                                         | 362        | 375        | 422        | 465        | 389        | 425        | 284        |
| Chi-square tests:<br>(this region vs. each other region) |            | --         | $p>.2$     | $p>.2$     | $p>.2$     | $p>.2$     | $p=.124$   |

## Literature Cited

- Brick, J., W. Edwards, and S. Lee. 2007. "Sampling Telephone Numbers and Adults, Interview Length, and Weighting in the California Health Interview Survey Cell Phone Pilot Study." *Public Opinion Quarterly* 71: 793-813.
- Dorofeev, S., & Grant, P. 2006. *Statistics for Real-life Sample Surveys*. Cambridge University Press.
- Keeter, S., C. Kennedy, M. Dimock, J. Best, and P. Craighill. 2006. "Gauging the Impact of Growing Nonresponse on Estimates from a National RDD Telephone Survey." *Public Opinion Quarterly*, 70: 759-779.
- National Park Service. 2007. *The National Parks: Index 2005-2007*. Washington, D.C.: U.S. Government Printing Office.
- National Park Service. 2010. *Alaska Region: Welcome to Your Alaska National Parks.* Retrieved from <http://www.nps.gov/akso/> (March 24, 2010).
- U.S. Census Bureau. 2009. *Population Estimates, 2008*. Retrieved from <http://factfinder.census.gov/>.



The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 953/121729, July 2013

**National Park Service**  
**U.S. Department of the Interior**



---

**Natural Resource Stewardship and Science**

1201 Oakridge Drive, Suite 150  
Fort Collins, CO 80525

[www.nature.nps.gov](http://www.nature.nps.gov)

EXPERIENCE YOUR AMERICA™