



San Antonio Missions National Historical Park

Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/SAAN/NRR—2018/1854



ON THE COVER

Photograph of Mission Concepción

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San Antonio Missions National Historical Park

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Summer 2016

Natural Resource Report NPS/SAAN/NRR—2018/1854

Resource Systems Group (RSG)
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Executive Summary

- This report describes the results of a visitor study at San Antonio Missions National Historical Park (NHP) conducted from June 3 – 12, 2016. During the sampling period, 765 visitor groups were contacted to participate in the survey. Of those groups, 670 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 294 visitor groups, resulting in a completion rate of 44% among those visitor groups that agreed to participate in the study and an overall response rate of 38% for the study.
- This report profiles a systematic sample of San Antonio Missions NHP visitors. Most of the results are presented in graphs and frequency tables. Summaries of visitor comments are included in the body of the report. Verbatim comments are included in the Visitor Comment Appendix (bound separately).
- Forty-five percent of visitor groups were groups of two, and 34% of visitor groups were groups of three or more members. Over half of visitor groups (57%) identified as groups of family.
- Fifteen percent of visitors were 65 years old or older, 18% of visitors were 55 to 64 years old, 35% of visitor were 35 to 54 years old, 14% of visitors were 18 to 34 years old, and 18% of visitors were under 18 years old.
- Hispanic or Latino visitors comprised 23% of visitation during the survey period. Most visitors (91%) were white. Few visitors were Asian (5%), American Indian or Alaska Native (2%), black or African American (1%), or Native Hawaiian or other Pacific Islander (<1%).
- Nearly all visitor groups preferred to speak (97%) and read (98%) English when visiting an area such as San Antonio Missions NHP.
- Individuals from the United States comprised 95% of total visitation during the survey period. At the state level, 59% of visitors were from Texas, 4% of visitors were from Florida, 4% were from Pennsylvania, and smaller proportions of visitors were from 35 other states. International visitors comprised 5% of total visitation with 19% of international visitors from Australia, 15% from Canada, 12% from the United Kingdom, and smaller proportions of visitors from 13 other countries.
- Seventy percent of visitors indicated having visited San Antonio Missions NHP only once during the last 12 months. Forty-three percent of visitors indicated that they had not visited another National Park Service (NPS) site within the past 12 months.
- Ninety-one percent of visitor groups obtained information about San Antonio Missions NHP prior to this trip. The most commonly reported information sources used were previous visits (40%), the park website (33%), friends/relatives/word of mouth (27%) and park maps/brochures (22%). The vast majority (92%) of visitor groups had the information they needed about San Antonio Missions NHP for their trip.

- Eighty-eight percent of visitor groups used a car, truck, or SUV to get from their home to the park. Forty-two percent of visitor groups spent up to 2 hours traveling from their home to the park. Fifty-seven percent of visitor groups traveled up to 250 miles from their home to get to the park.
- Fifty-one percent of visitor groups indicated that visiting San Antonio Missions NHP was one of several equally important destinations on their trip away from home. Twenty-seven percent of visitor groups indicated that visiting San Antonio Missions NHP was the primary or sole purpose of their trip.
- The most important reasons for visitors to visit San Antonio Missions NHP included to learn more about American history and culture (79% of visitor groups), to spend time with friends/family (70% of visitor groups) and to be outdoors (55% of visitor groups). Fifty-five percent of visitor groups reported that visiting a cultural or historic site was their primary activity. Thirteen percent reported that bicycling was their primary activity and seven percent reported that creative arts was their primary activity. Ten percent of visitor groups reported having no primary activity.
- Sixty percent of visitors stayed overnight in the nearby area. The majority (81%) of those visitors who stayed overnight stayed in lodging outside San Antonio Missions NHP. Twenty-one percent of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than San Antonio Missions NHP were Lyndon B. Johnson National Historical Park and Padre Island National Seashore.
- The vast majority of visitor groups (97%) indicated that no one in their group had a physical condition that made it difficult to access or participate in activities or services during their visit. Of those visitor groups that did have a group member with a physical condition, the mostly commonly reported physical condition was a mobility-related condition (68%). Moreover, 68% of visitor groups disagreed or strongly disagreed that San Antonio Missions NHP is not accessible to persons with physical disabilities.
- The majority of visitor groups viewed outdoor exhibits (86%), viewed indoor exhibits (81%), and/or went to the Visitor Center (68%). Seventy-two percent of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Only 2% of visitor groups reported that someone within their group purchased a package tour that included admission to events or attractions, transportation, lodging and/or meals while on their trip to San Antonio Missions NHP.
- Forty-two percent of visitor groups spent up to \$250 on expenditures inside the park and nearby area, excluding package tour expenses, and 19% spent over \$1,001. The expenditure sectors where visitor groups spent the largest proportions of money (excluding package tour expenses) included hotels, motels, resorts (31% of expenditures), restaurants/bars (22% of expenditures), and souvenirs, clothing, supplies, other retail (8% of expenditures).
- The vast majority of visitor groups (97%) reported that their visit to San Antonio Missions NHP met their expectations.

- The vast majority (94%) of visitor groups agreed that San Antonio Missions NHP is a safe place to visit. Sixty-five percent agreed that vandalism and crime are not a problem in San Antonio Missions NHP.
- Ninety-six percent of visitor groups agreed that historical and cultural features in San Antonio Missions NHP are well maintained/preserved. Three-quarters (74%) of visitor groups agreed that natural resources in San Antonio Missions NHP are in pristine condition. Thirty percent of visitors' groups agreed that development of adjacent areas detracts from visitors' experiences at San Antonio Missions NHP. Eighty-three percent of visitor groups disagreed that San Antonio Missions NHP is too crowded.
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in San Antonio Missions NHP highly. Ninety-seven percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

We thank the staff of San Antonio Missions National Historical Park and the National Park Service for their assistance and support with this visitor use study. In particular, the support from San Antonio Missions National Historical Park staff, and the National Park Service's Social Science Program are to be acknowledged.

List of Terms

NHP: National Historical Park

NPS: National Park Service

SEM: Socioeconomic Monitoring

SSP: Social Science Program

VSP: Visitor Services Project

Introduction

During 2015 through 2016, the National Park Service (NPS) Social Science Program (SSP) conducted pilot implementation of an in-park Socioeconomic Monitoring (SEM) visitor survey in several units of the National Park System. This report describes the results of pilot implementation of the SEM visitor survey at San Antonio Missions National Historical Park (NHP) from June 3 through June 12, 2016. The study was conducted by RSG, under a contract with the NPS SSP.

Organization of Report

This report is organized into three sections:

Section 1: **Methods** This section discusses the procedures, limitations, and special conditions that may affect the results of this study.

Section 2: **Results** This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The results are organized by topic areas, starting with visitor and visitor group characteristics, followed by results of questions related to pre-arrival, onsite, and post-trip stages of park visits.

Section 3: **Appendices**

Appendix 1. *Descriptive Statistics*. Descriptive statistics for those variables for which measures of central tendency can be computed.

Appendix 2. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 3. *The Thank You/Reminder Postcard*. A copy of the thank you/reminder postcard mailed to visitor groups.

Appendix 4. *The Replacement Mailing Cover Letter*. A copy of the replacement mailing cover letter mailed to visitor groups.

Appendix 5. *Unweighted and Weighted Frequencies*. Tabular summaries of unweighted and weighted survey results.

Appendix 6. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Appendix 7. *Non-response Bias Analysis - Effects on Survey Responses due to State or Country of Residence and Number of Children in Group*. Results of statistical tests of state or country of residence and number of children in group effects on key questions in the SEM survey instrument.

Visitor Comments Appendix (separate document). Visitor responses to open-ended questions. Bound separately due to appendix length.

Presentation of the Results

Results are represented in the form of graphs (see Figure 1 example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. The phrase **"CAUTION: Number of respondents less than 30 visitor groups"** is shown on the graph to indicate the results are unreliable due to low sample size.

* appears when total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information (y-axis) describes the response categories.
4. Horizontal information (x-axis) shows the number or proportion of responses in each category.
5. The proportion of visitor groups/visitors who responded to each category.

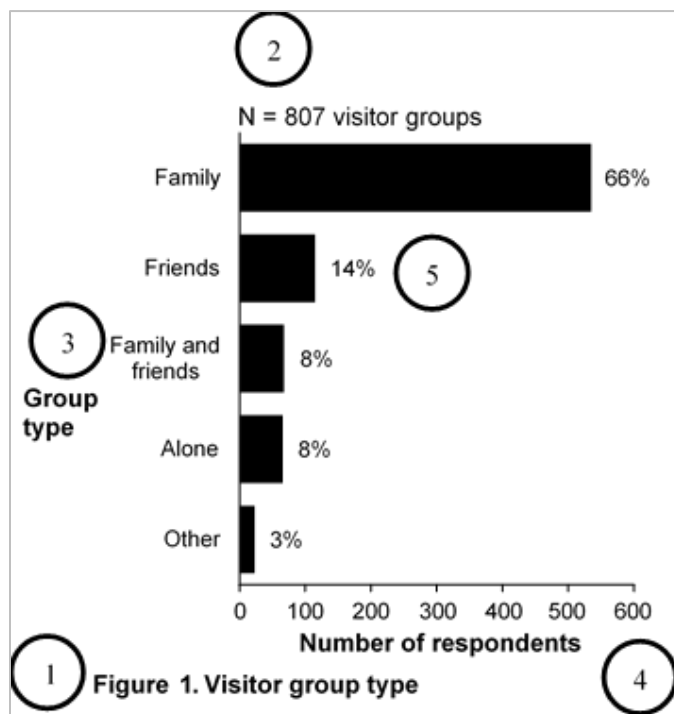


Figure 1. Example figure.

Methods

Survey Method

The SEM visitor survey was administered at San Antonio Missions NHP as a personally delivered self-administered mail-back survey, following the principles outlined in Don A. Dillman's book *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (2014). The survey method included three phases: 1) onsite distribution of a booklet-sized questionnaire, 2) a color-picture reminder postcard mailing, and 3) one replacement mailing of a booklet-sized questionnaire for those participants that had not yet returned a completed questionnaire. The study population included visitor groups with at least one group member 18 years of age or older in San Antonio Missions NHP during the study period. The target margin of error for summary statistics of no greater than +/- 5% (Fowler, 1993) was used to establish the target sample size at 400 completed questionnaires.

Sampling Plan

The SEM visitor survey was administered at San Antonio Missions NHP from June 3 through June 12, 2016. The survey administration dates were selected to target peak use at the park. The peak use month was identified using the five-year average of monthly visitation data for San Antonio Missions NHP available from the NPS Public Use Statistics Office. Within the peak use month, the survey administration dates were selected to include both weekdays and weekend days.

The list of sampling locations was selected through an iterative, data-driven process. A list of potential sampling locations was compiled using three primary information sources. First, previously conducted visitor use studies and/or survey research were consulted for locations that had been sampled previously. Second, the sampling locations for collection of NPS Public Use Statistics Office visitation data were consulted for potential additional sampling locations. Third, the park's website and other popular trip planning resources for San Antonio Missions NHP were consulted to ensure that popular visitor locations were not inadvertently excluded from the list of potential sampling locations. The list of potential sampling locations was reduced through consideration of feasibility for survey administration and coverage of the range of user types at San Antonio Missions NHP. The refined list of sampling locations was finalized through consultation with the NPS SPP and San Antonio Missions NHP staff. The SEM visitor survey was administered at 6 locations in the park: Acequia Park/Espada Dam, Espada Aqueduct, Mission Concepcion, Mission Espada, Mission San Jose, and Mission San Juan.

The SEM visitor survey was administered for a select range of hours on each sampling day. The hours of survey administration at the missions coincided with their hours of operation. The hours of survey administration at Acequia Park/Espada Dam were selected to capture the range of user types at the sampling location and maximize sampling efficiency. The final sampling plan is presented in Table 1.

Table 1. Sampling plan.

Date	Acequia Park/ Espada Dam	Espada Aqueduct	Mission Concepcion	Mission Espada	Mission San Jose	Mission San Juan
Friday, June 3	—	—	9:00AM- 5:00PM	9:00AM- 5:00PM	—	—
Saturday, June 4	—	—	—	—	9:00AM- 5:00PM	9:00AM- 5:00PM
Sunday, June 5	9:00AM-5:00PM	9:00AM- 5:00PM	—	—	—	—
Monday, June 6	—	—	9:00AM- 5:00PM	9:00AM- 5:00PM	—	—
Tuesday, June 7	—	—	—	—	9:00AM- 5:00PM	9:00AM- 5:00PM
Wednesday, June 8	9:00AM-5:00PM	9:00AM- 5:00PM	—	—	—	—
Thursday, June 9	—	—	—	—	9:00AM- 5:00PM	9:00AM- 5:00PM
Friday, June 10	9:00AM-5:00PM	9:00AM- 5:00PM	—	—	—	—
Saturday, June 11	—	—	9:00AM- 5:00PM	9:00AM- 5:00PM	—	—
Sunday, June 12	—	9:00AM- 5:00PM	—	9:00AM- 5:00PM	—	—

Questionnaire Design

The SEM questionnaire is a standardized survey instrument designed to gather system-wide information at NPS units about visitor and trip characteristics, visitor spending in gateway communities, visitor perceptions of park experiences, visitor attitudes toward park management, and visitor satisfaction with park services and facilities. The questionnaire was developed through a collaborative process between the NPS SSP and RSG. All of the questions included in the SEM questionnaire were selected from the NPS Programmatic Information Collection Review Pool of Known Questions. The majority of the questions included in the SEM survey instrument ask visitors to choose answers from a list of response options, providing an open-ended option, where appropriate, to ensure that question prompts allowed for inclusive answers. A few questions were completely open-ended to collect unprompted responses from visitors in their own words. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conforms to OMB standards and guidelines for questionnaire design. San Antonio Missions NHP staff were asked to review the SEM questionnaire to provide guidance on park-specific tailoring of question prompts to ensure consistency of the survey instrument with park policies, programs, services, and activities.

Sampling Procedures

Mail-back survey packets were administered to visitor groups in San Antonio Missions NHP using onsite intercept methods (see Appendix 6 for detailed descriptions of how visitors were selected at each sampling location). Each contacted visitor group was greeted, introduced to the purpose of the study, and asked to participate. If a visitor group agreed to participate, they were asked which member of the group (at least 18 years old) had the next birthday; the individual with the next birthday was asked to complete the questionnaire for the group. This was done in order to randomize selection of the individual within the group to complete the questionnaire.

Individuals who agreed to complete the questionnaire were asked to provide their name and mailing address. This information was used to send follow-up mailings according to Dillman's (2014) mail-back survey methods. Participating visitors were then administered a mail-back survey packet, which included a booklet-sized questionnaire placed inside of a pre-addressed envelope affixed with a U.S. first class postage stamp. Visitors were asked to complete the questionnaire after completing their trip to the park and to return the questionnaire by mail using the self-addressed postage-paid envelope provided. International visitors were asked to mail their completed questionnaires before leaving the country due to the U.S. first class postage affixed to the return envelope. Table 2 summarizes the survey effort by sampling location.

Table 2. Number of questionnaires distributed, by sampling location.

Sampling site	Sampling date										Total questionnaires distributed	
	6/3	6/4	6/5	6/6	6/7	6/8	6/9	6/10	6/11	6/12	n	%
Acequia Park/ Espada Dam	–	–	52	–	–	18	–	23	–	–	93	14%
Espada Aqueduct	–	–	16	–	–	21	–	17	–	20	74	11%
Mission Concepcion	26	–	–	44	–	–	–	–	60	–	130	19%
Mission Espada	14	–	–	20	–	–	–	–	38	54	126	19%
Mission San Jose	–	45	–	–	60	–	53	–	–	–	158	24%
Mission San Juan	–	27	–	–	30	–	32	–	–	–	89	13%
All sites	40	72	68	64	90	39	85	40	98	74	670	100%

Two weeks after field survey administration concluded, all survey participants were sent a color-picture postcard (Appendix 3) thanking them for participating in the study and/or reminding them to complete and return the questionnaire (Table 3). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to individuals who agreed to participate in the study but had not yet returned their questionnaire (Appendix 4). Two distinct replacement mail-back survey packets were sent, depending on whether the provided address was a U.S. address or an

international address. U.S. addresses were sent a packet that included a pre-addressed return envelope affixed with a U.S. first class postage stamp. International addresses were sent a packet that included a pre-addressed return envelope printed with international business reply mail postage.

Table 3. Follow-up mailing distribution.

Mailing	Date	U.S.	International	Total
Postcards	June 27, 2016	642	27	669
Replacement Mailing	July 15, 2016	456	15	471

Sampling Results¹

During the sampling period, 765 visitor groups were contacted to participate in the survey. Of these groups, 670 agreed to participate in the study by accepting a mail-back survey packet (88% cooperation rate, Table 2). Questionnaires were completed and returned by 294 visitor groups (Table 4), resulting in a completion rate of 44% among those visitor groups that agreed to participate in the study and an overall response rate of 38% for the study.

Table 4. Number of completed questionnaires, by sampling location.

Sampling site	N	Percent
Acequia Park/Espada Dam	25	8%
Espada Aqueduct	29	10%
Mission Concepcion	57	19%
Mission Espada	57	19%
Mission San Jose	81	28%
Mission San Juan	45	15%
Total	294	100%

¹ Sampling results are reported using three metrics: cooperation rate, completion rate, and overall response rate. Cooperation rate is the proportion of onsite acceptances to total onsite contacts. Response rate is the proportion of completed survey questionnaires to total onsite contacts. Calculation of cooperation rate and response rate follow American Association for Public Opinion Research definitions. Completion rate is the proportion of completed survey questionnaires to onsite acceptances — completion rate is the metric in this study that is directly comparable to response rates reported in the Visitor Services Project (VSP) and is therefore included for reference. See Rookey et al. (2012) for a complete description of VSP response rate calculation.

Data Entry and Cleaning

Data from returned questionnaires were entered into a database using Teleform, an optical recognition data coding software application. Each questionnaire was scanned and loaded into Teleform, which automatically coded responses and highlighted potential coding errors. Potential coding errors were reviewed and corrected by research staff. Corrected data were subjected to additional cleaning and proofing using Microsoft Excel and SPSS statistical software. Data cleaning and proofing included identification and correction of invalid and/or erroneous values, and complete manual verification of data entry for a randomly selected subset (n=40) of the completed questionnaires for quality assurance.

Non-Response Bias

Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. Non-response bias affects the ability to generalize survey results from the sample to the study's target population because the sample population is not reflective of the target population, which would include non-respondents as well as respondents (Salant and Dillman, 1994; Dillman, 2014; Stoop, 2004; Filion, 1976; Dey, 1997). If non-respondents are found to differ from respondents in meaningful ways, care should be taken when interpreting survey responses, as they may over-represent some segments of the target population to some degree, and may under-represent other segments of the population to some degree.

To check for non-response bias, this study used answers to five, pre-selected non-response bias questions and one observable characteristic of the contacted visitor to compare respondents with non-respondents. After being contacted to participate in the survey, an interview, lasting approximately two minutes, was conducted with all contacted visitor groups regardless of whether or not they agreed to participate in the study. The interview included the following five questions used for evaluation of non-response bias:

1. How many adults, 18 years and older, are in your group?
2. How many children (under 18 years) are in your group?
3. What type of group are you with? Friends, family, friends and family, or some other type of group?
4. How long is this trip to San Antonio Missions NHP in total, from beginning to end?
5. What is your state of residence (if you live in the U.S.) or country of residence (if do not live in the U.S.)?

In addition to the five, pre-selected non-response bias questions, contact gender was observed by the survey administrator and recorded for the person in the group who was first contacted by the survey administrator.

An effort was made to obtain answers to the non-response bias questions from all visitor groups contacted, including those that declined to participate in the survey. Responses were obtained from most of the participating visitor groups and from many, but not all, of those that declined to participate in the study. When the survey administrator was unable to obtain responses to the non-

response bias questions, it was often because the approached contact refused all further contact from the administrator after the initial refusal, usually with no reason provided. These instances were defined as “hard refusals”.

Ideally, responses or observed estimates for non-response bias variables should be collected from all respondents and non-respondents. The collection of information from all contacted individuals provides the best comparison of characteristics between the respondent and non-respondent populations. More practically, a substantial majority of responses or observed estimates must be present to adequately characterize both the respondent and non-respondent populations. In this study, 90% was identified as the minimum percentage of valid values for non-response variables needed for both respondent and non-respondent populations in order to adequately characterize the populations on a given non-response variable.

All non-response variables met the minimum for 90% valid values among respondents and/or non-respondents (Table 5). Correspondingly, all variables were used for non-response bias analysis.

Table 5. Number and percentage of respondents and non-respondents with valid values for non-response variables.

Variable	Respondents (n=294)		Non-Respondents (n=471)	
	Valid n	Valid Percent	Valid n	Valid Percent
Initial contact gender	294	100%	461	98%
Number of adults	294	100%	463	98%
Number of children	294	100%	463	98%
Group type	294	100%	450	96%
Visit length	294	100%	458	97%
State or country of residence	294	100%	460	98%

Chi-square tests of independence were used to test for differences between respondents and non-respondents. Values for the number of adults in the visitor group were collapsed into the following four categories: groups with one adult, groups with two adults, groups with three or four adults, and groups with five or more adults. Values for visit length were collapsed into four categories: 1 to 4 hours, 5 to 10 hours, 24 hours, and 48 hours or more. Values for the number of children in the visitor group were collapsed into three categories: no children, 1 child, and 2 or more children. Responses for state or country of residence were collapsed into three categories: in state visitor, out of state visitor, and international visitor.

A Bonferroni correction was applied to account for the fact that six simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding

from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.008 are assumed to be statistically significant.

Results of the chi-square tests in Table 6 through Table 9 suggest that respondents and non-respondents do not differ significantly, with respect to initial contact gender ($p = 0.231$), number of adults in their groups ($p = 0.031$), group type ($p = 0.957$), or visit length ($p = 0.076$). These results provide no compelling evidence of non-response bias related to the initial contact gender, the number of adults in visitor groups, visitor group type, or visit length within the survey sample.

Table 6. Initial contact gender comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.231.

Response	Respondents (n=294)		Non-Respondents (n=463)	
	n	Percent	n	Percent
Male	145	49%	249	54%
Female	149	51%	214	46%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Table 7. Number of adult group members comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.031.

Response	Respondents (n=293)		Non-Respondents (n=465)	
	n	Percent	n	Percent
1 adult	53	18%	85	18%
2 adults	168	57%	241	52%
3 or 4 adults	66	23%	108	23%
5 or more adults	6	2%	31	7%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Table 8. Group type comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.957.

Response	Respondents (n=294)		Non-Respondents (n=461)	
	n	Percent	N	Percent
Alone	42	14%	63	14%
Family	190	65%	293	64%
Friends	28	9%	48	10%
Family and friends	34	12%	57	12%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Table 9. Visit length comparison for respondents and non-respondents, p-value (Chi-square)¹ = 0.076.

Response	Respondents (n=294)		Non-Respondents (n=458)	
	n	Percent	n	Percent
1 to 4 hours	188	64%	331	72%
5 to 10 hours	19	7%	17	4%
24 hours	63	21%	82	18%
48 hours or more	24	8%	28	6%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

The results of the chi-square test in Table 10 and Table 11 suggest respondents and non-respondents differed significantly, with respect to number of children in group ($p = 0.003$) and state or country of residence ($p < 0.001$); thus, there is evidence of potential non-response bias related to the number of child group members and state or country of residence within the survey's sample. Specifically, groups with no children contacted for the survey were more likely to respond to the survey, and groups who were visiting from in state were less likely to respond to the survey.

The potential impact of non-response bias, with respect to number of children in group and state or country of residence, on the results of the survey were further explored (Appendix 7). In particular, statistical tests of number of children in group and state or country of residence effects on key questions in the SEM survey instrument were performed, with differences found for 4 of 63 questions and 13 of 63 questions, respectively ($\alpha = 0.05$, $p \leq 0.0008$ indicates significant result following Bonferroni adjustment). Where statistical differences were found between respondent subgroups, results by subgroup are reported (Appendix 7).

Table 10. Number of children in group comparison between respondents and non-respondents, p-value (Chi-square) ¹ = 0.003.

Response	Respondents (n=293)		Non-Respondents (n=465)	
	n	Percent	n	Percent
No children	215	73%	294	63%
1 child	38	13%	62	13%
2 or more children	40	14%	109	23%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Table 11. State or country of residence comparison for respondents and non-respondents, p-value (Chi-square) ¹ < 0.001.

Response	Respondents (n=293)		Non-Respondents (n=467)	
	n	Percent	n	Percent
In state visitor	162	55%	337	73%
Out of state visitor	119	41%	105	23%
International visitor	12	4%	20	4%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Weighting of Survey Response Data

Visitor groups contacted during non-peak periods and/or at lower use sampling locations had a higher probability of selection for participation in the study than visitor groups contacted during peak periods and/or at higher use sampling locations. To account for these differences in selection probability, the survey data were weighted using counts of visitor volumes collected by survey administrators at each sampling location.

At all but one sampling location (Acequia Park/Espada Dam), visitor count data were collected for four 30-minute time periods during each sampling day. During each 30-minute visitor count period, the number of visitors who entered the sampling location was counted. At Acequia Park/Espada Dam, a survey administrator completed four counting circuits of the sampling location (see Figure 103 in Appendix 6) on each sampling day. For each count, it took the survey administrator approximately 20 minutes to complete the circuit; nonetheless, the counts were used in the data weighing analysis as an approximation of an instantaneous count of all people in the sampling location.

These count data were used to weight the survey response data, to account for variation in visitor volumes (and corresponding probability of selection for the study) across sampling locations and

hours of the day. The main body of the report presents results of the analysis of the weighted survey response data. For reference, frequencies for both the weighted and unweighted survey response data are provided in Appendix 5.

Data Analysis

SPSS statistical software was used for data analysis. For all questions where pre-defined response options were provided, frequencies are reported. For all questions with open-ended response options, verbatim visitor comments are reported in the stand-alone *Visitor Comments Appendix*. For the majority of questions with open-ended response options, thematic codes were applied to the responses to categorize the data. The categorized data are reported in tabular format providing the frequency of occurrence for each theme. In cases where the number of open-ended responses is low, the data are reported in summary bullets rather than in tabular format of categorical results. Descriptive statistics for those variables for which measures of central tendency can be computed are presented in Appendix 1. As noted, weighted and unweighted frequencies can be found in Appendix 5.

Limitations

This study has limitations that should be considered when interpreting the results.

1. The survey was self-administered. Respondents completed the questionnaire after an unknown amount of time after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of June 3 through June 12, 2016. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitor groups during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.
5. Results of statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest that, for select questions, the survey results may over-represent to some degree opinions, evaluations, and behaviors from visitor groups with no children and out of state visitor groups. For those select questions where there is potential non-response bias, the effects are analyzed and reported in Appendix 7.

Special Conditions

The weather during the survey period was generally sunny and warm, with some periods of overcast skies and/or light rain. High temperatures were consistently in the mid-80s to low-90s. Brief periods of sampling on June 3rd and June 4th were missed due to heavy rains and/or the presence of thunder and lightning. The San Antonio area experienced significant rainfall and associated flooding in the

days prior to the study. Some recreational facilities along the San Antonio River were affected by floodwaters, including the Acequia Park/Espada Dam area. Some day-use facilities (e.g., interpretive signs, picnic tables, bicycle racks) were damaged, and significant amounts of debris were deposited along the San Antonio River. Mud and large water puddles were also observed on the Mission Reach Trail. These flood-related impacts may have affected the observed patterns and volumes of visitors using these facilities.

Religious ceremonies and other events were periodically held at churches located at Mission Concepcion and Mission Espada throughout the study period. These events attracted large numbers of attendees; however, they were not considered park visitors if their sole purpose was to attend a ceremony or event at a church.

The gate at the Espada Aqueduct parking lot was inadvertently left closed and locked by park staff on June 5th, from approximately 9:00 AM – 12:00 PM. During this time, visitors were unable to park at the aqueduct.

Results

Group and Visitor Characteristics

Visitor group size

Question 1

Including yourself, how many people were in your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey?

Results (Figure 2)

- 45% of visitor groups consisted of two members.
- 22% of visitor groups consisted of 1 member.

See Appendix 1 for more details.

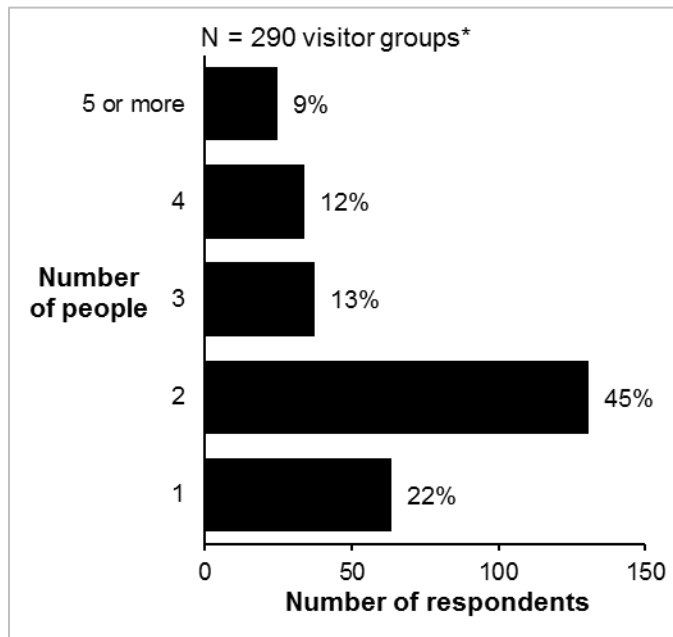


Figure 2. Visitor group size.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of adults within group

Question 1

Including yourself, how many people were in your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 57% of visitor groups contained two adults.
- 27% of groups contained one adult.

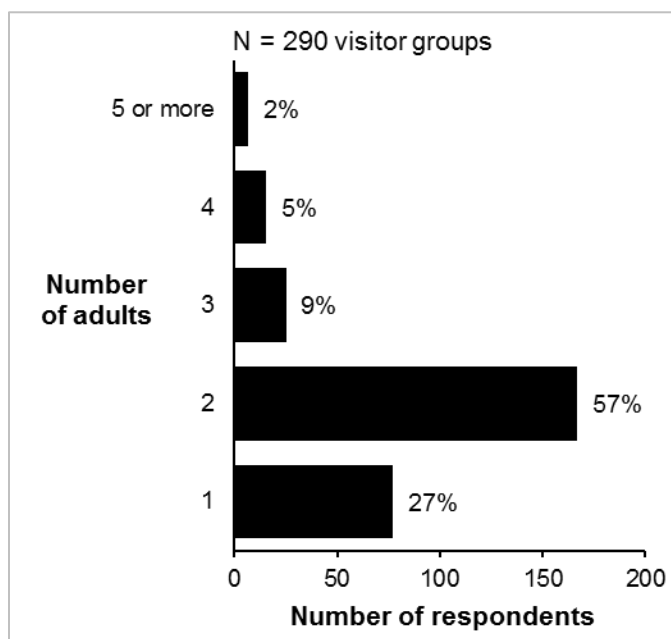


Figure 3. Number of adults within group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of children within group

Question 1

Including yourself, how many people were in your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- The majority of visitor groups (75%) did not contain children.
- Of the visitor groups that contained children, 42% contained only one child.
- 38% of groups with children contained two children.

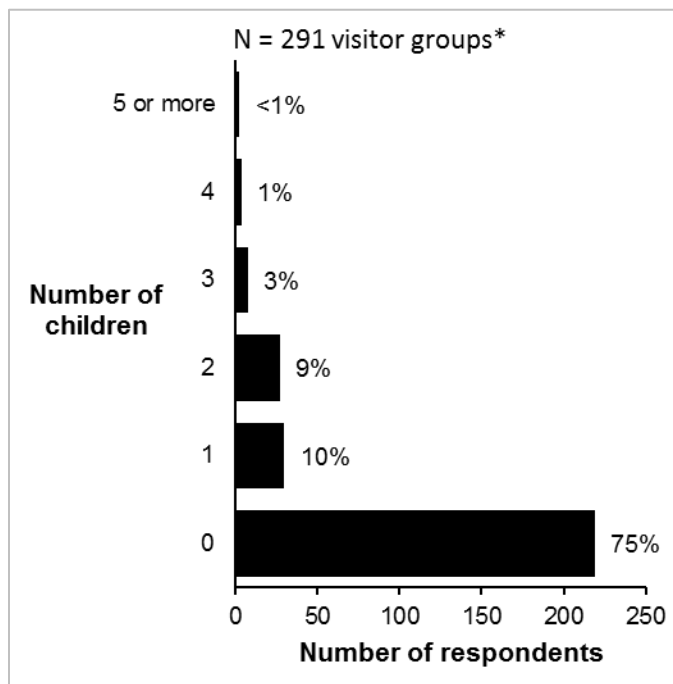


Figure 4. Number of children within group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor group type

Question 2

What type of group were you with during your visit to San Antonio Missions NHP on the day you were contacted for this survey?

Results (Figure 5)

- 57% of visitor groups were made up of family.
- 23% of visitors were alone.
- Of those groups who responded “Other” (3%), group types included:
 - “Church Youth Group”
 - “Operation Comfort Disabled Veterans Cyclists”

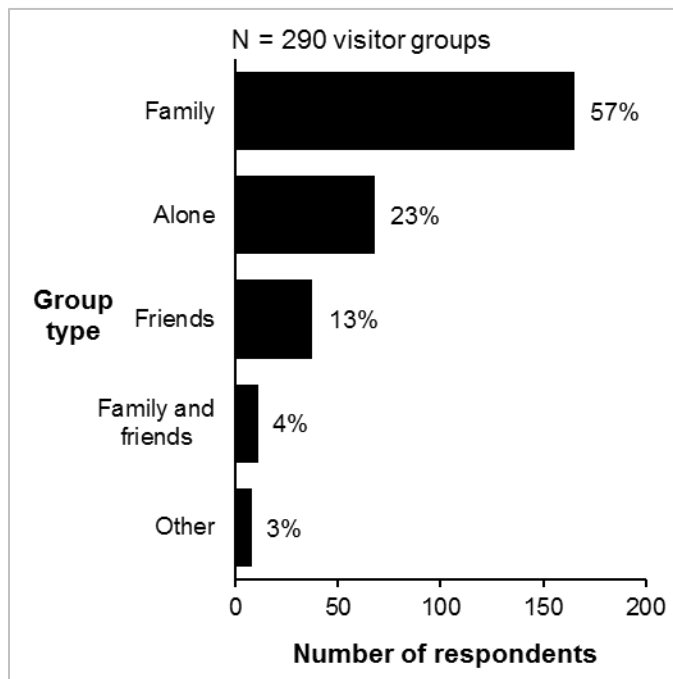


Figure 5. Visitor group type.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor age

Question 33

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide your current age.

Note: Response was limited to seven members from each visitor group.

Results (Figure 6)

- Visitor ages ranged from 3 years old to 89 years old.
- 15% of visitor were 65 years old or older.
- 18% of visitors were 55 to 64 years old.
- 35% of visitors were 35 to 54 years old.
- 14% of visitors were 18 to 34 years old.
- 18% of visitors were under 18 years old.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

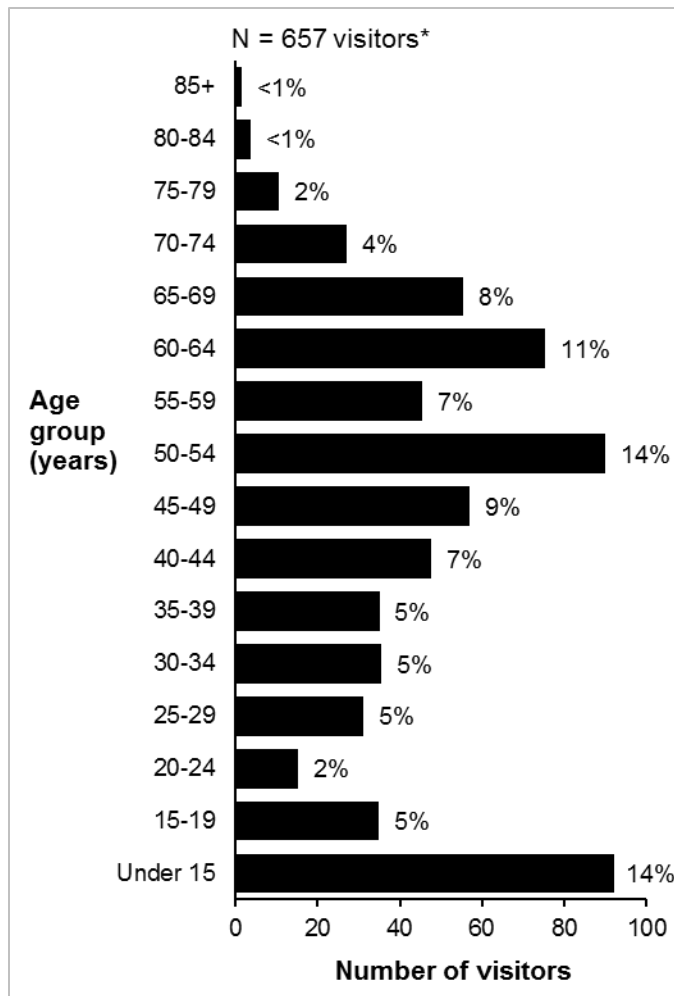


Figure 6. Visitor age.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor gender

Question 34

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide your gender.

Note: Response was limited to seven members from each visitor group.

Results (Figure 7)

- 55% of visitors were female.
- 45% of visitors were male.

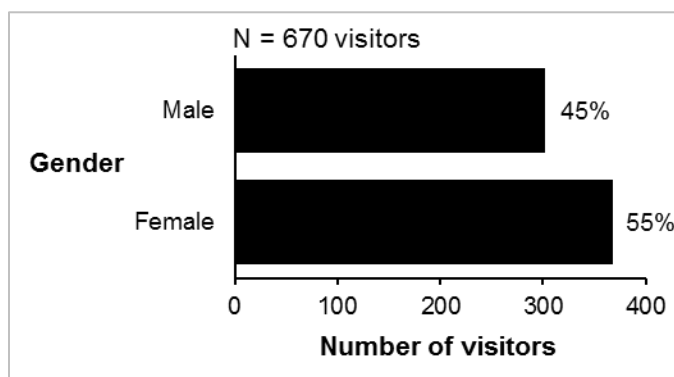


Figure 7. Visitor gender.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor ethnicity

Question 34

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide your ethnicity.

Note: Response was limited to seven members from each visitor group.

Results (Figure 8)

- 23% of visitors identified as Hispanic or Latino.

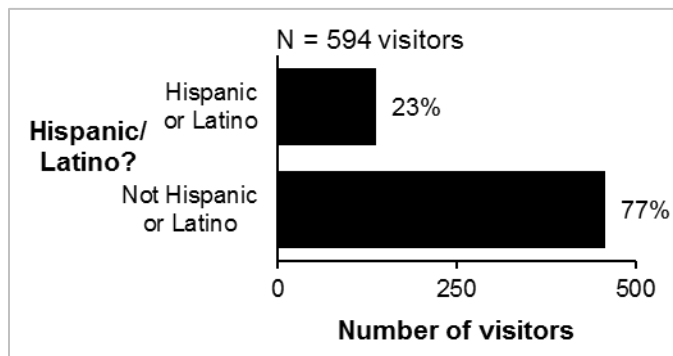


Figure 8. Visitor ethnicity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor race

Question 35

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide your race.

Note: Response was limited to seven members from each visitor group.

Results (Figure 9)

- 91% of visitors were white.
- Much fewer visitors were Asian (5%), American Indian or Alaska Native (2%), black or African American (1%), or Native Hawaiian or other Pacific Islander (<1%).

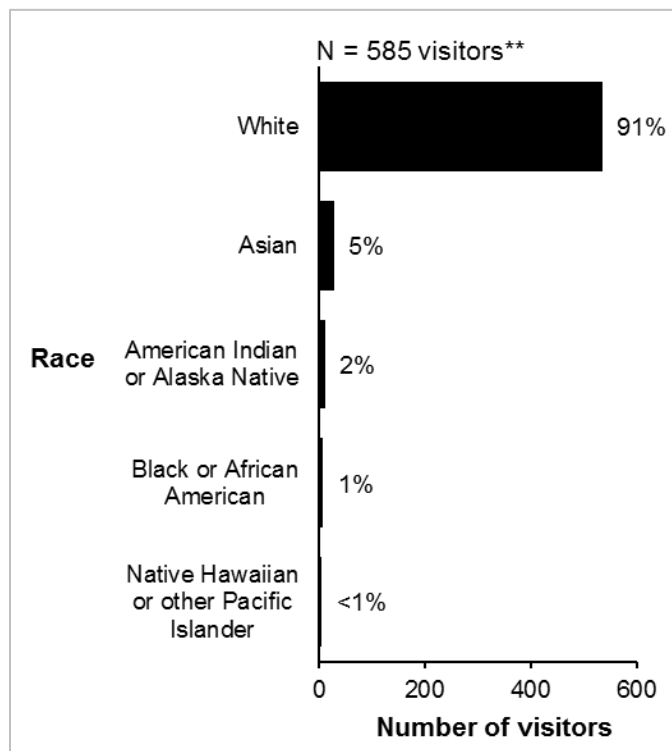


Figure 9. Visitor race.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor speaking language

Question 39

When visiting an area such as San Antonio Missions NHP, what language do you personally prefer to use for speaking?

Results (Figure 10)

- 97% of visitor groups reported English as their preferred language for speaking.
- Of those who responded “Other” (<1%) languages specified included:
 - Both Spanish and English
 - German

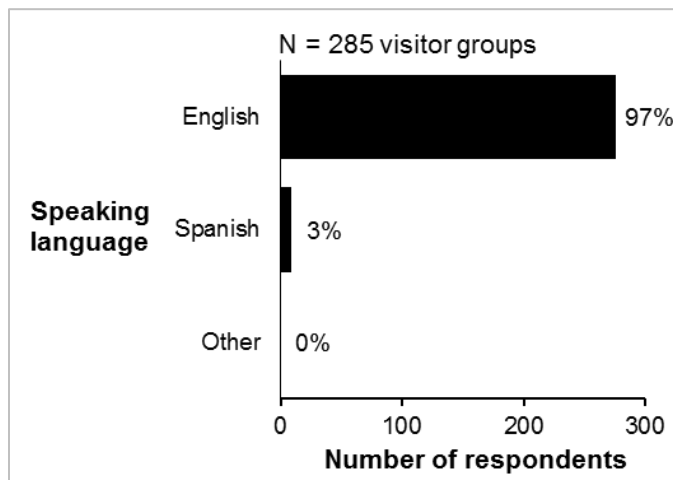


Figure 10. Preferred speaking language.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor reading language

Question 39

When visiting an area such as San Antonio Missions NHP, what language do you personally prefer to use for reading?

Results (Figure 11)

- 98% of visitor groups reported English as their preferred language for reading.

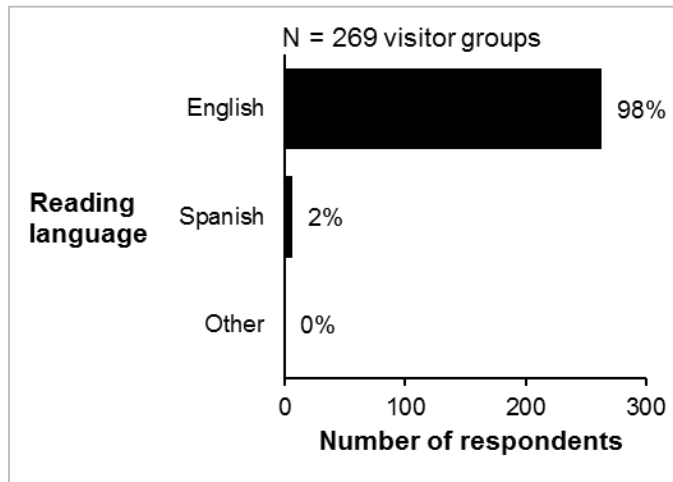


Figure 11. Preferred reading language.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

U.S. visitors' state of residence

Question 33

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide your U.S. ZIP code.

Note: Response was limited to seven members from each visitor group.

Results (Table 12 and Figure 12)

- U.S. visitors came from 38 states and comprised 95% of total visitation to the park during the survey period.
- 59% of U.S. visitors came from Texas.
- Smaller proportions came from other U.S. states.

Table 12. United States visitors by state of residence.

State	Number of visitors	Percent of U.S. visitors N=580 individuals*	Percent of all visitors N=613 individuals
Texas	341	59%	56%
Florida	25	4%	4%
Pennsylvania	22	4%	4%
Colorado	16	3%	3%
Arizona	15	3%	2%
Missouri	13	2%	2%
Washington	10	2%	2%
Oklahoma	10	2%	2%
New Jersey	9	2%	2%
North Carolina	8	1%	1%
California	8	1%	1%
Maryland	8	1%	1%
Kentucky	8	1%	1%
Illinois	8	1%	1%
Nebraska	7	1%	1%
Georgia	7	1%	1%
New Mexico	6	<1%	<1%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 12. United States visitors by state of residence.

State	Number of visitors	Percent of U.S. visitors N=580 individuals*	Percent of all visitors N=613 individuals
Wisconsin	6	<1%	<1%
20 other states	51	9%	8%

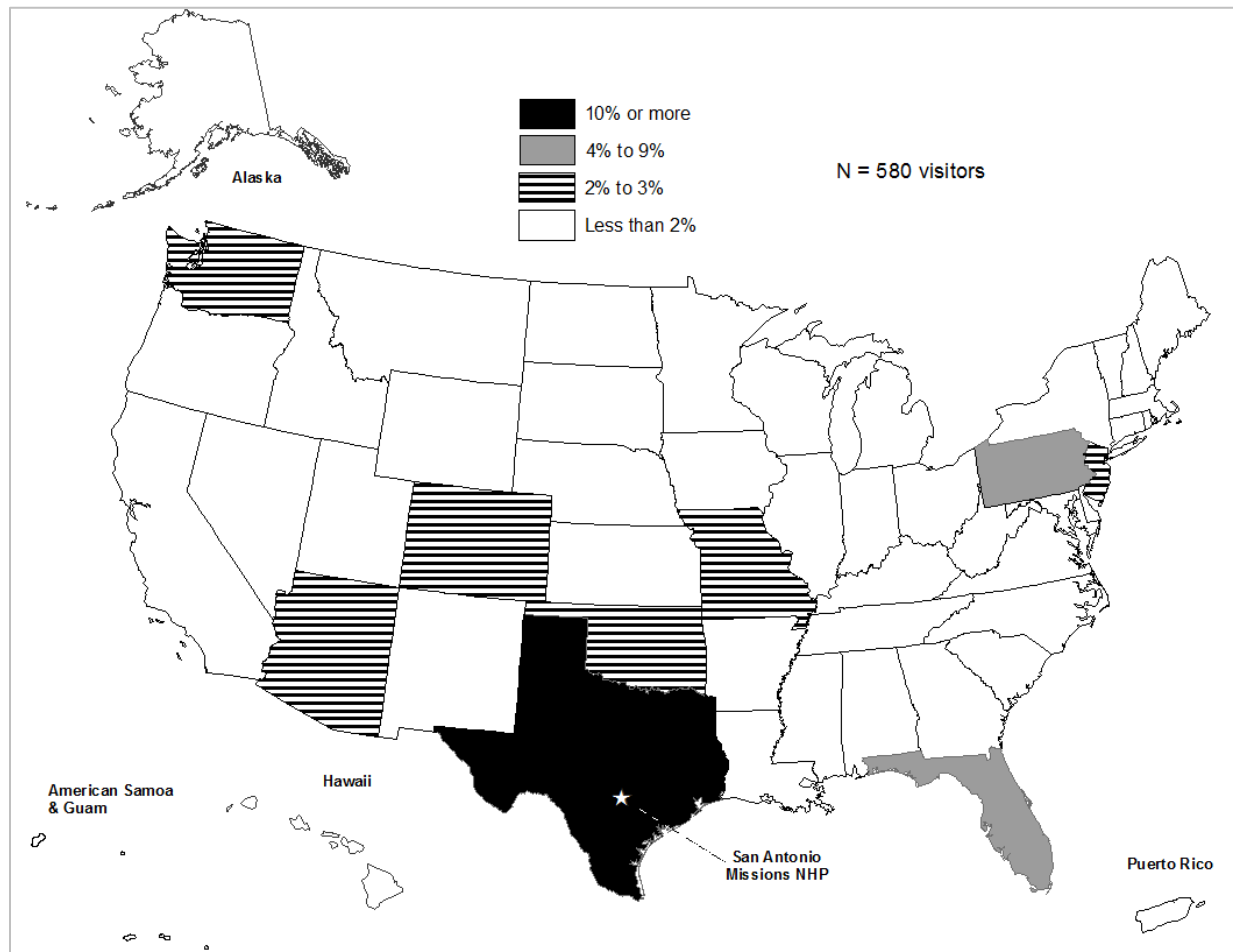


Figure 12. Proportion of U.S. visitors by state of residence.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

International visitors' country of residence

Question 33

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide your country of residence, if other than U.S.

Note: Response was limited to seven members from each visitor group.

Results (Table 13)

- International visitors came from 16 countries and comprised 5% of total visitation to the park during the survey period.
- 19% of international visitors came from Australia.
- 15% of international visitors came from Canada.
- 12% of international visitors came from the United Kingdom.
- Smaller proportions came from other countries.

Table 13. International visitors by country of residence.

Country	Number of visitors	Percent of international visitors N=33 visitors*	Percent of all visitors N=613 visitors
Australia	6	19%	<1%
Canada	5	15%	<1%
United Kingdom	4	12%	<1%
Germany	3	8%	<1%
Italy	2	7%	<1%
The Netherlands	2	6%	<1%
Sweden	2	6%	<1%
New Zealand	2	5%	<1%
8 other countries	6	19%	<1%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Live in nearby area

Question 25

Do you live within the nearby area (within the shaded area shown on the map)?

See Figure 14 on the next page or Appendix 2 for map.

Results (Figure 13)

- 66% of visitor groups did not live within the shaded area on the map (i.e., nearby area).
- 34% of visitor groups lived within the shaded area (i.e., nearby area).

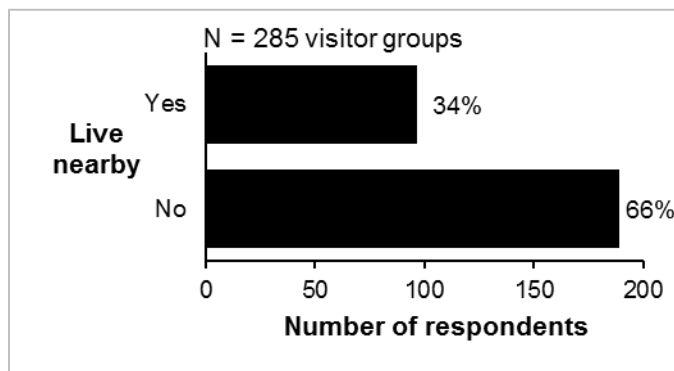


Figure 13. Visitors who live in nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

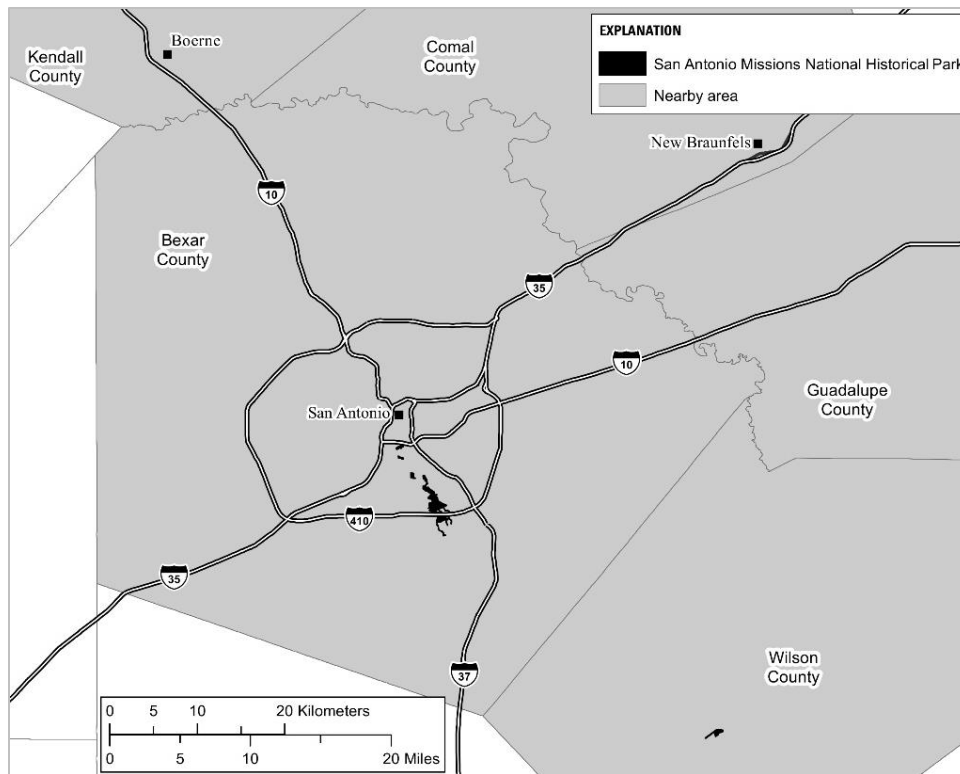


Figure 14. Map of San Antonio Missions NHP and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor level of education

Question 36

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group?

Note: Response was limited to seven members from each visitor group.

Results (Figure 15)

- 28% of visitors have graduated from a college, business, or trade school.
- 24% of visitors have completed a Master's, doctoral, or professional degree.
- 16% of visitors have completed some college, business, or trade school.

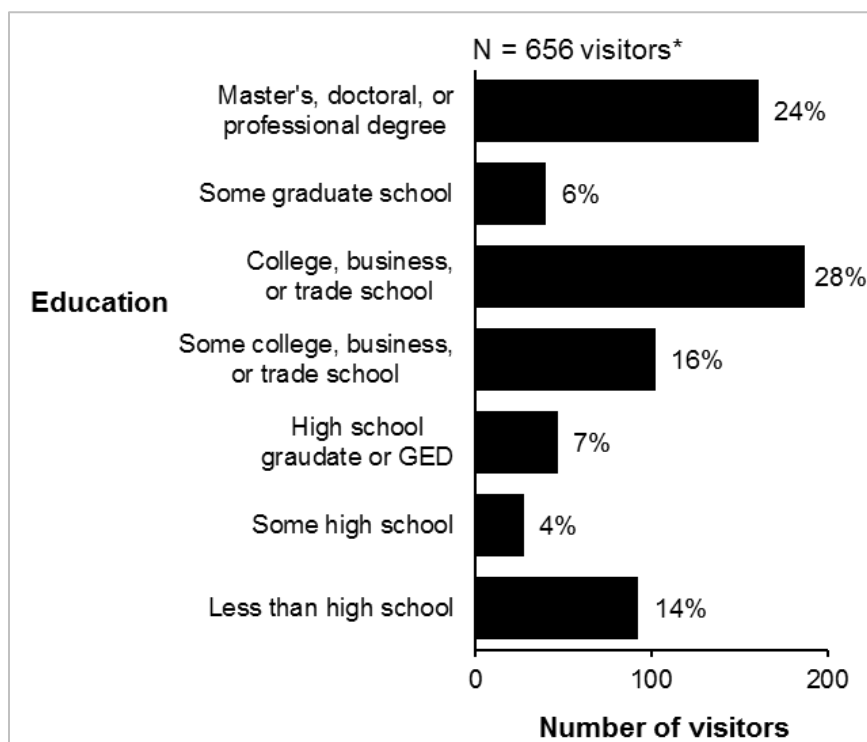


Figure 15. Visitor level of education.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Household income

Question 37

Which category best represents your annual household income?

Results (Figure 16)

- 28% of visitor groups reported an annual household income between \$100,000 and \$149,999.
- 18% of visitor groups reported an annual household income between \$75,000 and \$99,999.
- 18% of visitor groups reported an annual household income between \$50,000 and \$74,999.

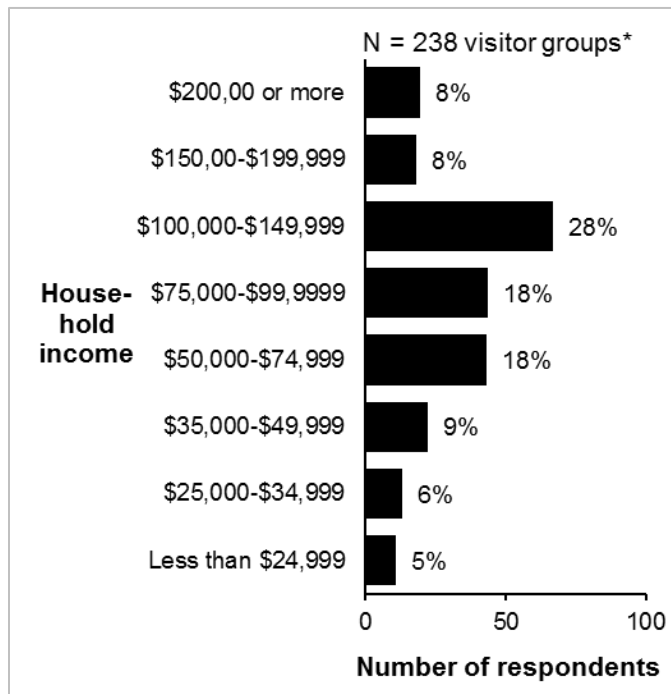


Figure 16. Annual household income.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Household size

Question 38

Including yourself, how many people are in your household?

Results (Figure 17)

- 43% of visitor groups reported living in a two-person household.
- 42% of visitor groups had a household of three or more people.

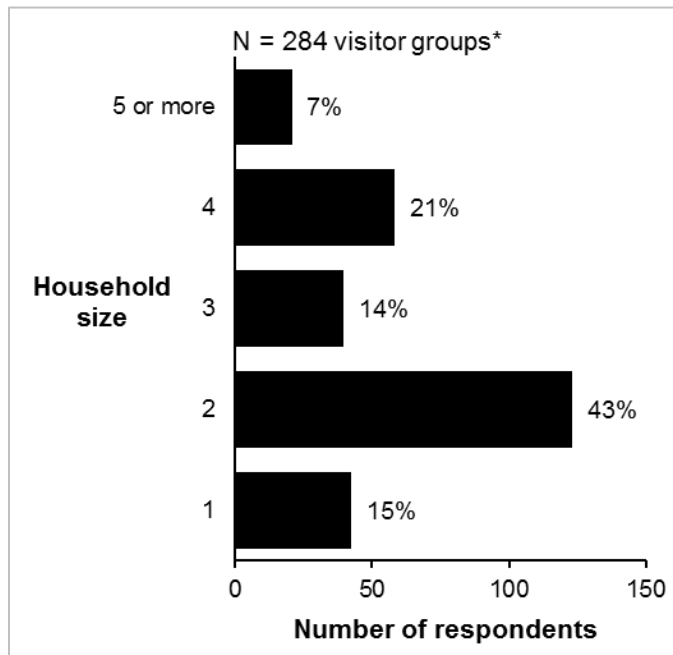


Figure 17. Size of household.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to park

Question 33

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide the number of visits to San Antonio Missions NHP in the last 12 months, including this trip.

Note: Response was limited to seven members from each group.

Results (Figure 18)

- 70% of visitors visited the park only once in the last 12 months.
- 13% of visitors visited 2 times in the last 12 months.
- 10% of visitors reported 5 or more visits to the park in the last 12 months.

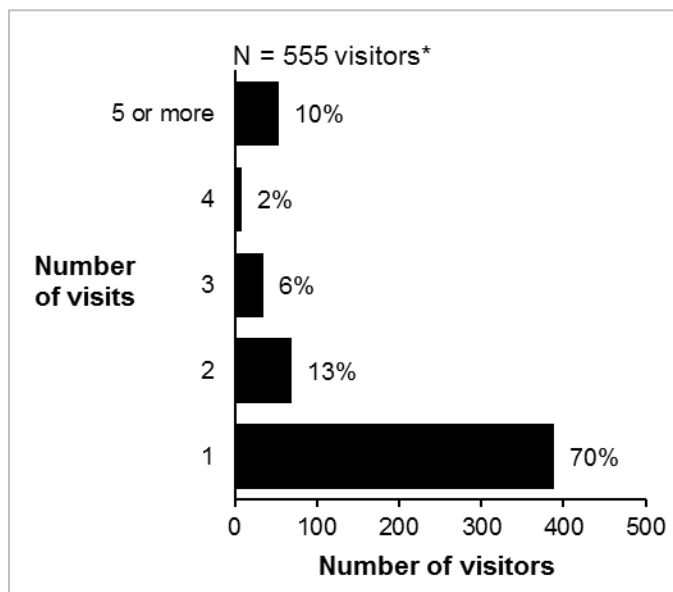


Figure 18. Park visits in last 12 months.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to other National Park Service sites

Question 33

For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide the number of visits to other NPS sites in the last 12 months.

Note: Response was limited to seven members from each group.

Results (Figure 19)

- 43% of visitors did not visit any other NPS sites in the last 12 months.
- 17% of visitors have visited other NPS sites one time in the last 12 months.

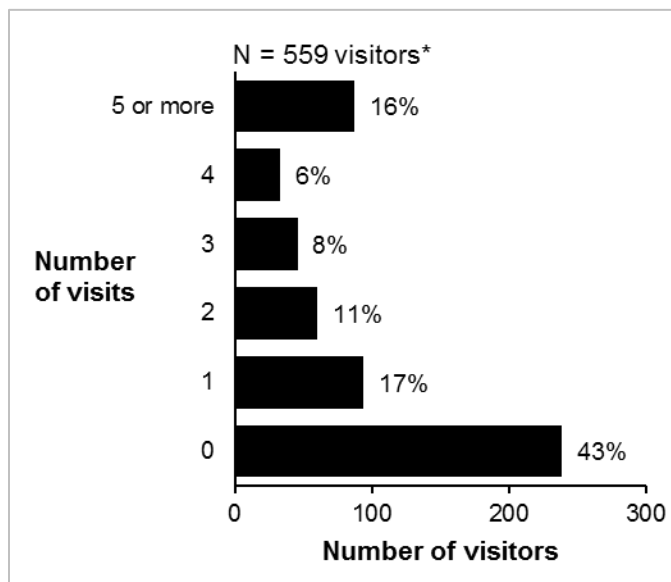


Figure 19. Other NPS site visits in last 12 months.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Pre-Trip Planning and Experience

Information sources prior to visit

Question 7

Prior to this trip, how did you obtain information about San Antonio Missions NHP?

Results (Figure 20 and Figure 21)

- 91% of visitors obtained some form of park information prior to their visit.
- As shown in Figure 21, among those visitor groups who obtained information about San Antonio Missions NHP prior to their visit, the most common information sources were:
 - 40% Previous visits
 - 33% San Antonio Missions website (www.nps.gov/saan)
 - 27% Friends/relatives/word of mouth
 - 22% Maps/Brochures
- “Other websites” used by visitor groups (12%) included:
 - “TripAdvisor”
 - “Google”
 - “City of San Antonio”
- “Other information sources” used by visitor groups (9%) included:
 - “Local knowledge”

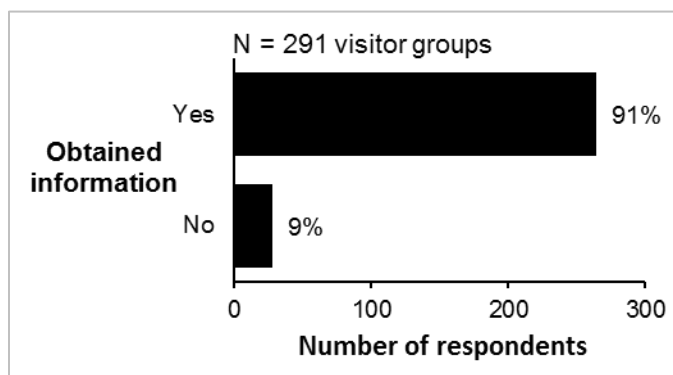


Figure 20. Visitor groups that obtained information about the park prior to visit.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

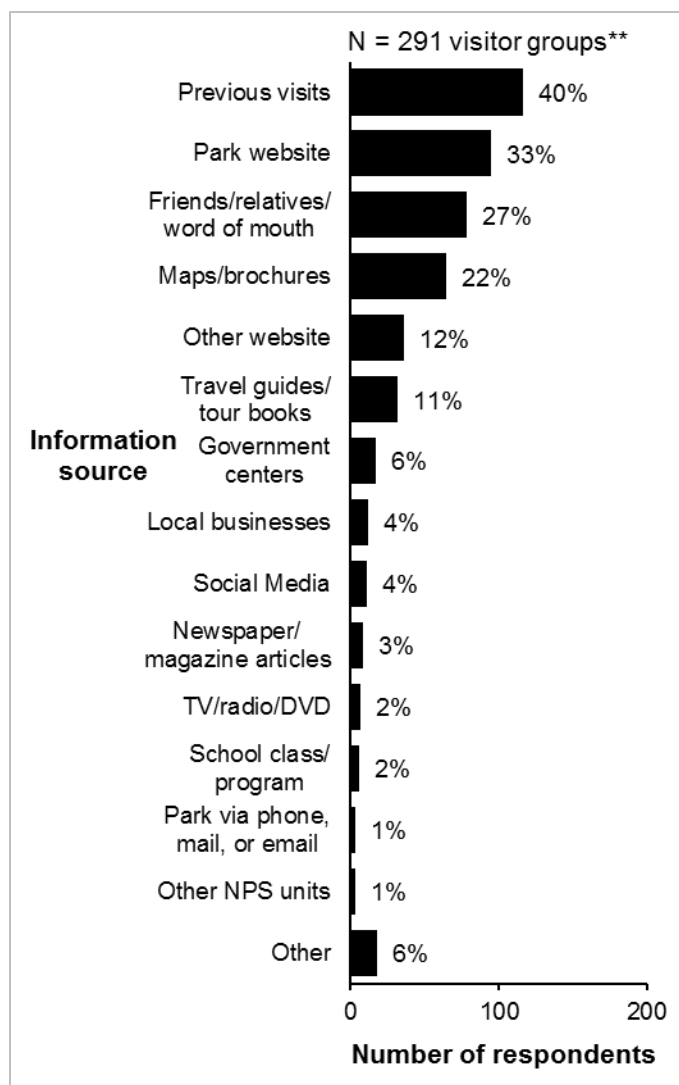


Figure 21. Information sources used prior to trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information needed

Question 8

Did you have the information about San Antonio Missions NHP you needed on this trip?

Results (Figure 22)

- 92% of visitor groups had the information they needed on their visit.

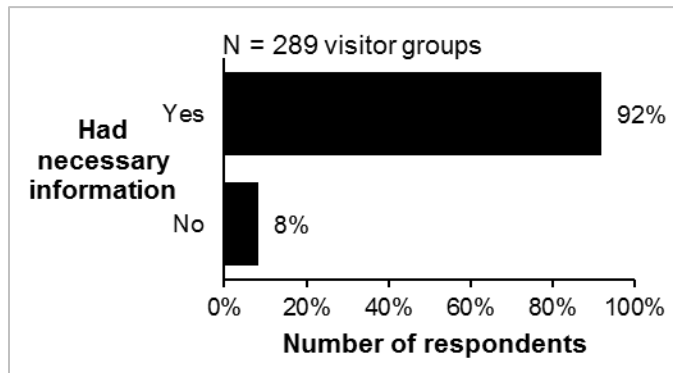


Figure 22. Had information needed on this trip.

Question 8

If NO, please specify the information you needed but didn't have on this trip (open-ended).

Results (Table 14)

- Of those who did not have the information they needed, “wayfinding information” was most frequently mentioned (mentioned 12 times).

Table 14. Information needed. N = 13 comments. Some visitor groups may have made more than one comment. N = 13 comments. Some visitor groups may have made more than one comment.

Information	Frequency of times mentioned
Wayfinding information	12
Other	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Forms of transportation

Question 3

Please indicate all of the forms of transportation you personally used to travel from your home to San Antonio Missions NHP on this trip.

Results (Figure 23)

- 88% of visitor groups used a car, truck or SUV to travel to the park.
- Of those who responded “Other” (1%), forms of transportation specified included:
 - “Uber”
 - “Jogging”

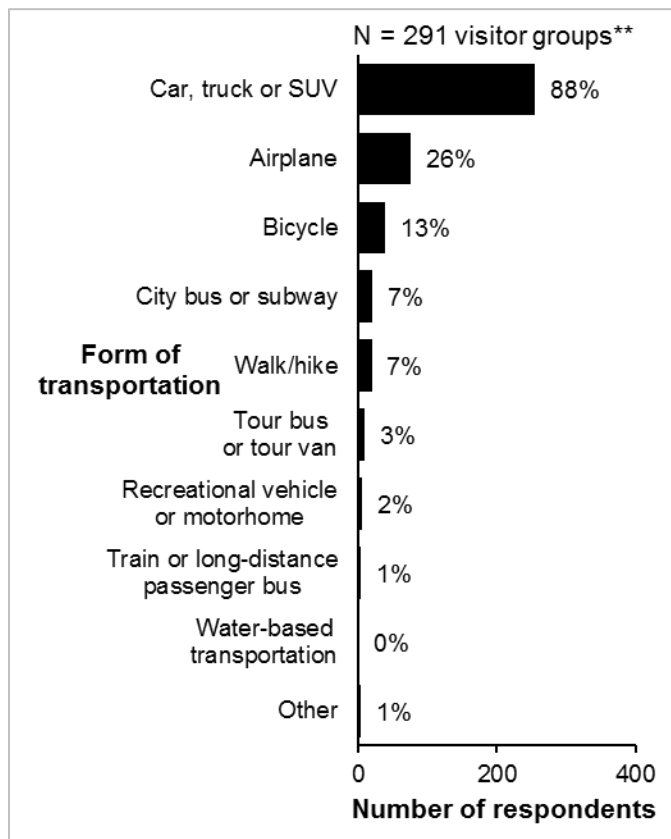


Figure 23. Transportation used to travel to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people in vehicle

Question 3

Please indicate the number of people in the car, truck, or SUV, including you.

Results (Figure 24)

- 51% of visitor groups traveled to the park in a vehicle with two people.
- 18% of visitor groups traveled in a vehicle with three people.

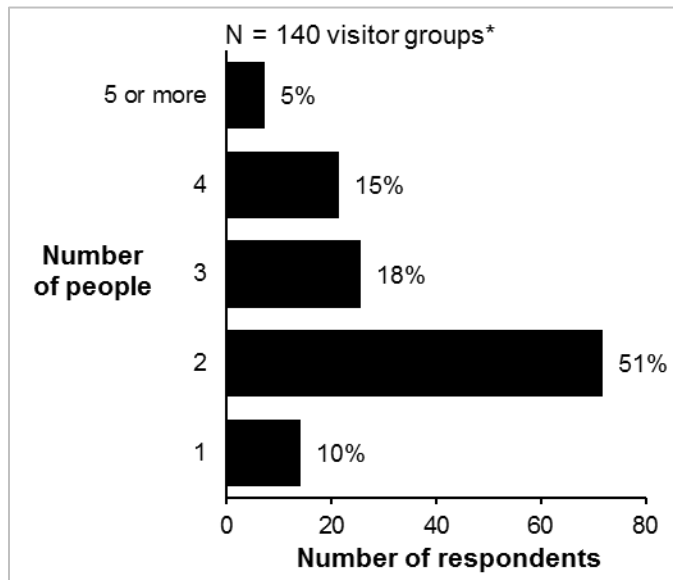


Figure 24. Number of passengers in car, truck or SUV.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Water-based transportation

Question 3

Please indicate all of the forms of water-based transportation you personally used to travel from your home to San Antonio Missions NHP on this trip.

Results (Figure 25)

- No visitor groups used any form of water-based transportation on this trip.

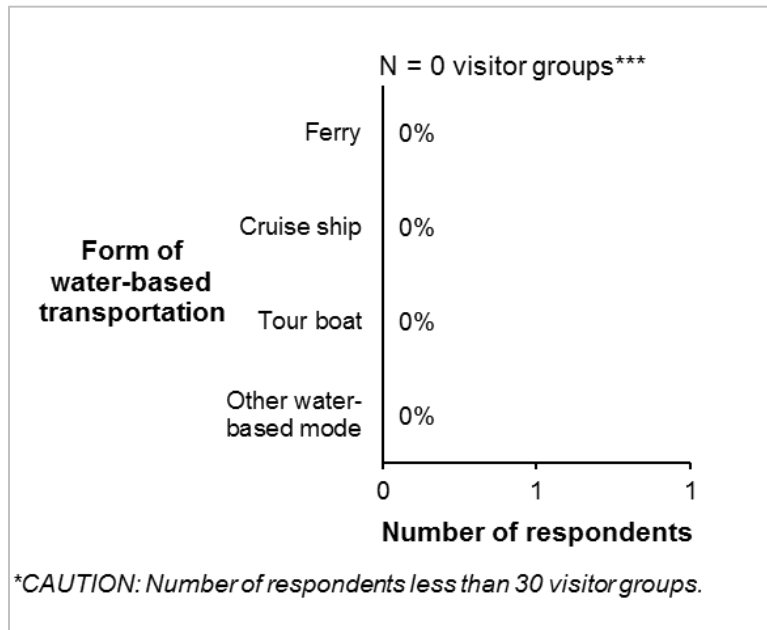


Figure 25. Water-based transportation used to travel to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Hours traveled to park

Question 4

Approximately how many hours from home did you travel one-way to get to San Antonio Missions NHP on this trip?

Results (Figure 26)

- 42% of visitor groups traveled up to 2 hours one-way to get to San Antonio Missions NHP.
- 21% of visitor groups traveled 9 hours or more one-way.

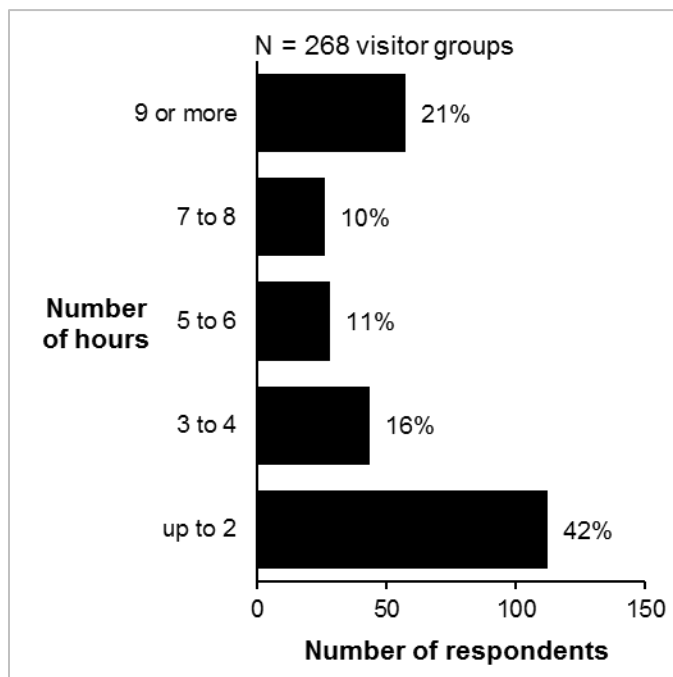


Figure 26. Hours traveled one-way to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Miles traveled to park

Question 4

Approximately how many miles from home did you travel one-way to get to San Antonio Missions NHP on this trip?

Results (Figure 27)

- 57% of visitor groups traveled up to 250 miles one-way to San Antonio Missions NHP.
- 17% of visitor groups traveled 1,251 miles or more one-way.

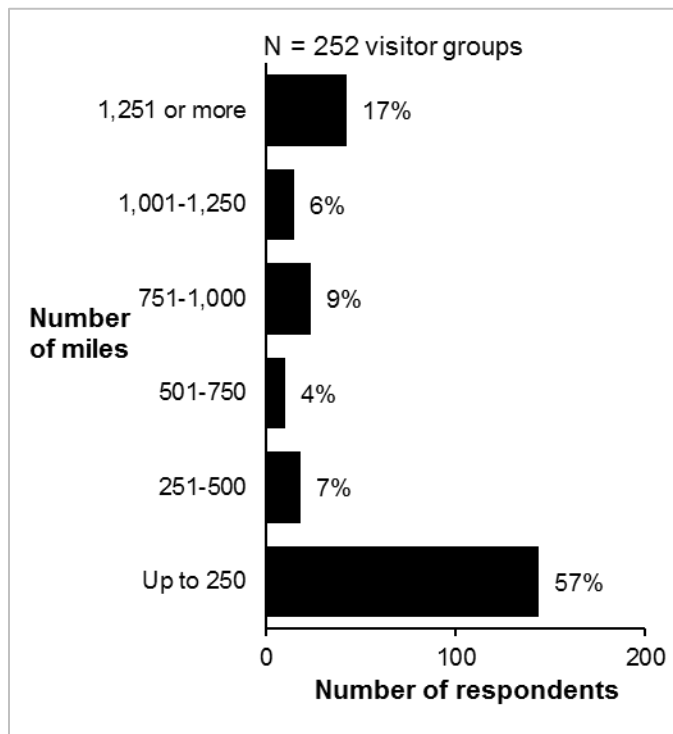


Figure 27. Miles traveled one-way to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home

Question 27

Was this trip to San Antonio Missions NHP your primary or sole purpose for your trip away from home, one of several equally important destinations on your trip away from home, or just an incidental or spur of the moment stop on your trip away from home?

Results (Figure 28)

- 51% of visitor groups reported that visiting the park was one of several equally important destinations.
- 27% of visitor groups reported that their visit to the park was the primary or sole purpose of their trip.

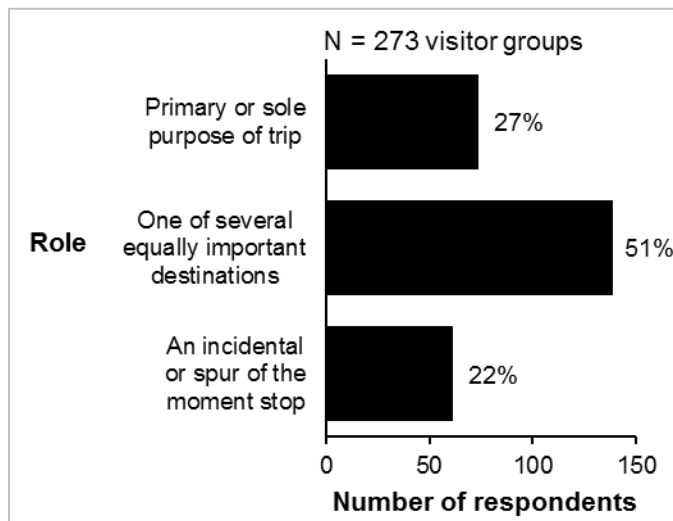


Figure 28. Role of park visit in trip away from home.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home, if not primary or sole purpose for trip

Question 27

If this was one of several equally important destinations on your trip away from home, was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map)?

See Figure 14 or Appendix 2 for map.

Results (Figure 29)

- For those visitor groups that reported visiting San Antonio Missions NHP as one of several equally important destinations, 87% reported that one or more equally important destinations were within the nearby area.

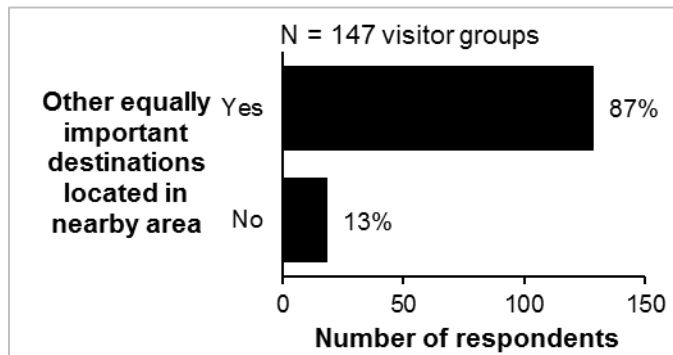


Figure 29. Location of other equally important destinations.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 27

If this was just an incidental or spur of the moment stop on your trip away from home, was your primary destination located within the nearby area (within the shaded area of the map)?

See Figure 14 or Appendix 2 for map.

Results (Figure 30)

- For those visitor groups that reported visiting San Antonio Missions NHP as just an incidental stop, 70% reported that their primary destination was not within the shaded area of the map.

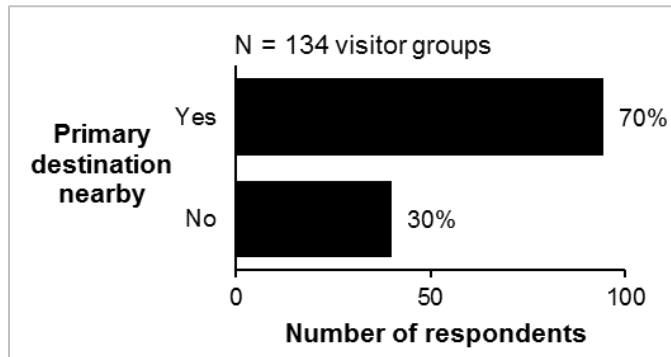


Figure 30. Location of primary destination if spur of the moment trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Reasons for visiting the park on this trip

Question 9

How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip?

Rating choices:

- 1 = Extremely important
- 2 = Very important
- 3 = Moderately important
- 4 = Slightly important
- 5 = Not at all important

Results (Figure 31)

- Figure 31 shows the combined proportions of “extremely important” and “very important” ratings for reasons for visiting the park.
- The reasons that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 79% Learn more about American history/culture
 - 70% Spend time with friends/family
 - 55% Be outdoors
- The reasons that received the lowest proportion combined proportions of “extremely important” and “very important” ratings were:
 - 9% View dark night sky/stars
 - 9% Attend a special event
 - Of those who rated “Attend a special event” (N = 246), events specified included:
 - “Lone Star Cigar Bash”
 - “Our son’s wedding”

Figure 32 through Figure 44 show ratings for each reason.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

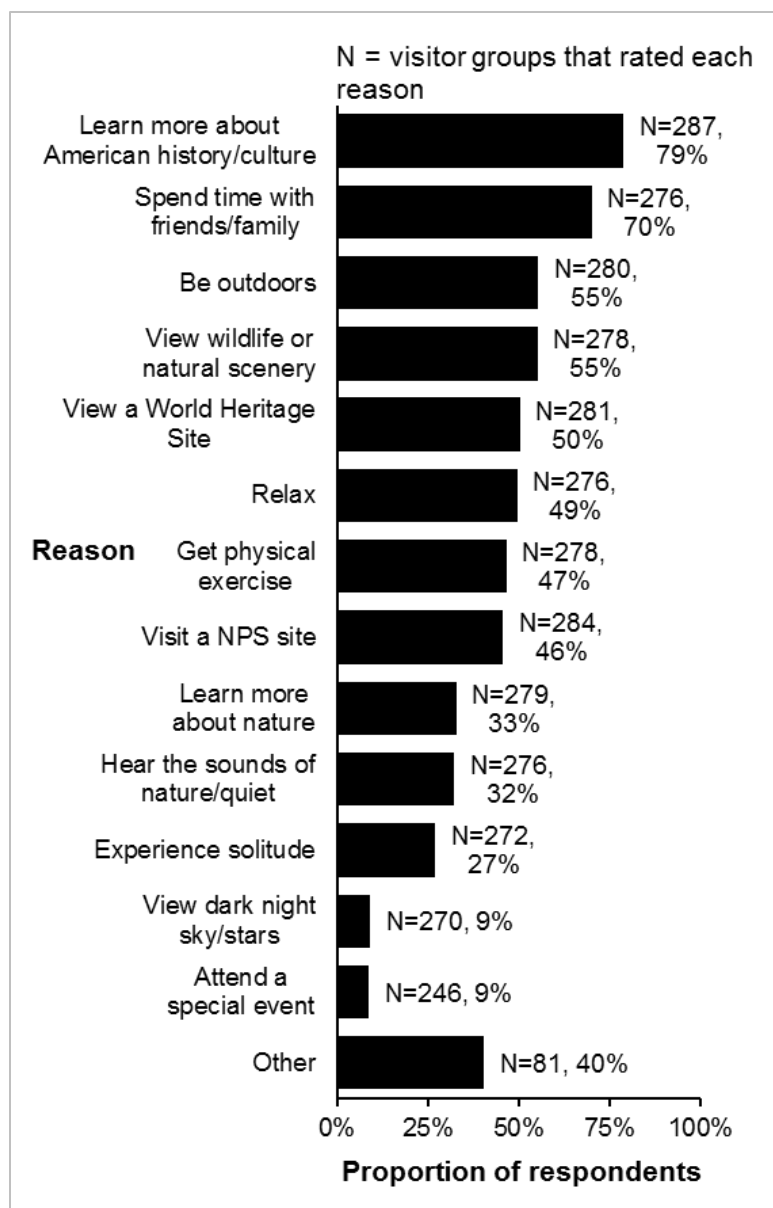


Figure 31. Reasons for visiting the park this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

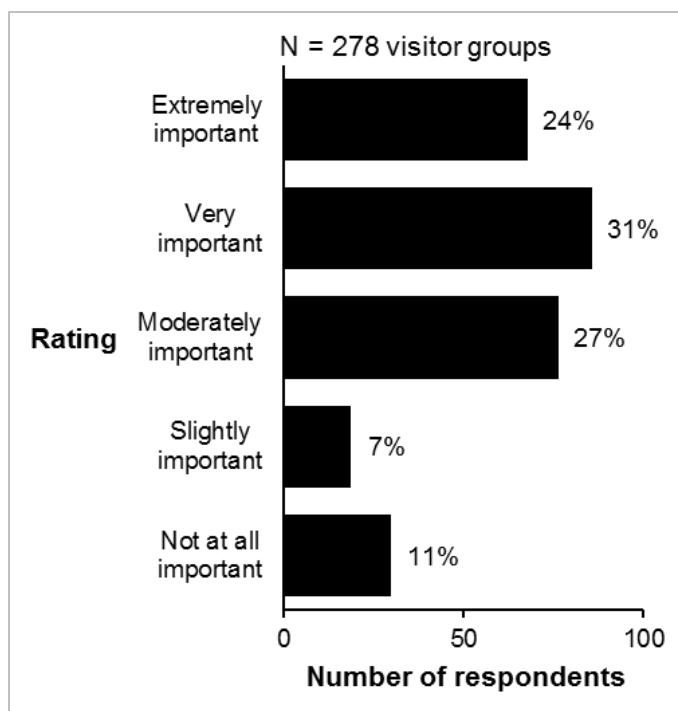


Figure 32. Importance of viewing wildlife or natural scenery.

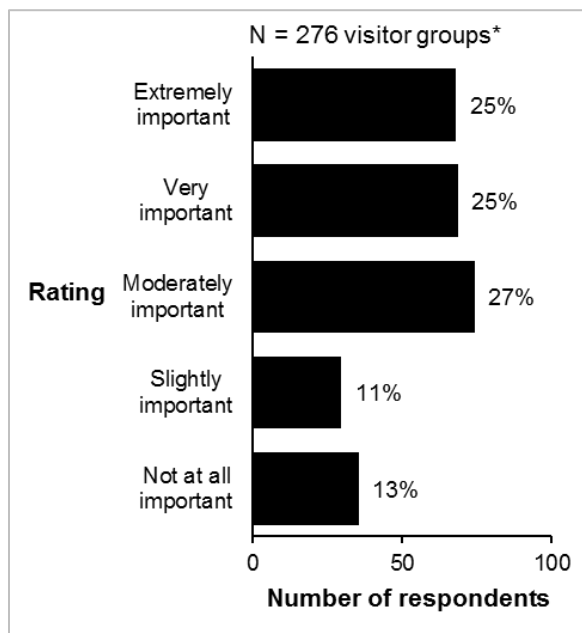


Figure 33. Importance of relaxing.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

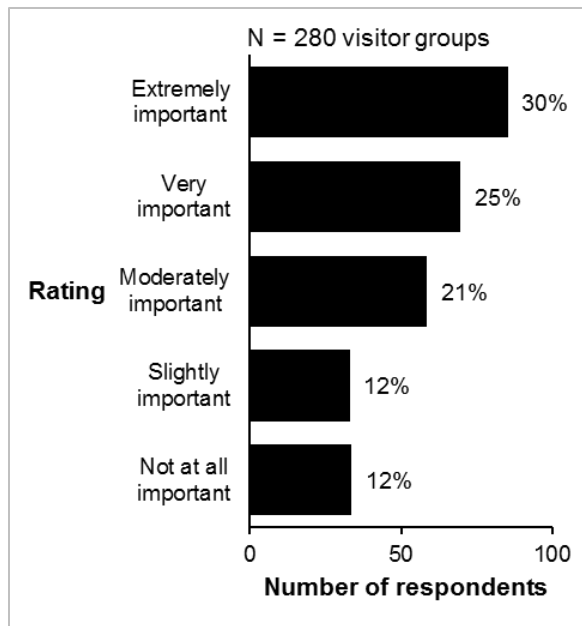


Figure 34. Importance of being outdoors.

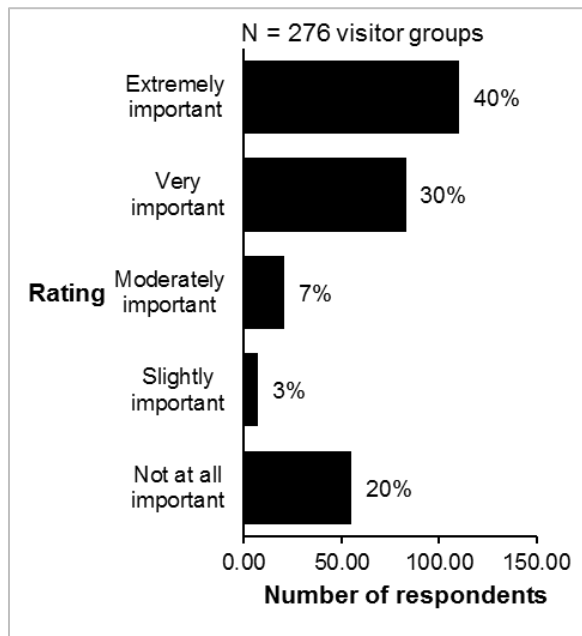


Figure 35. Importance of spending time with friends/family.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

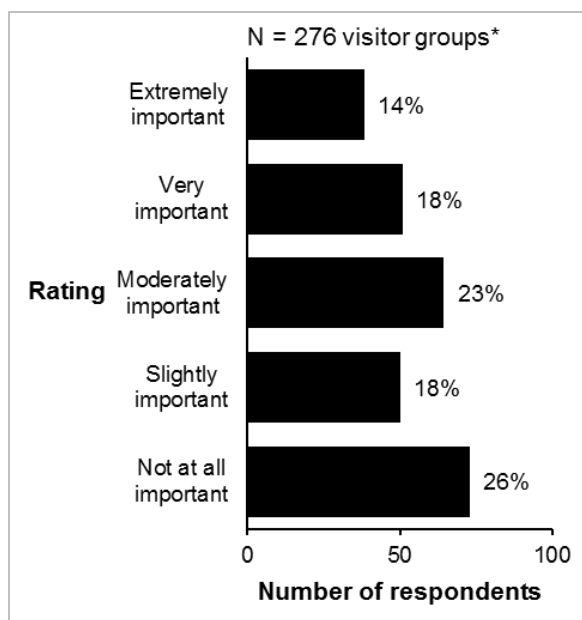


Figure 36. Importance of hearing the sounds of nature/quiet.

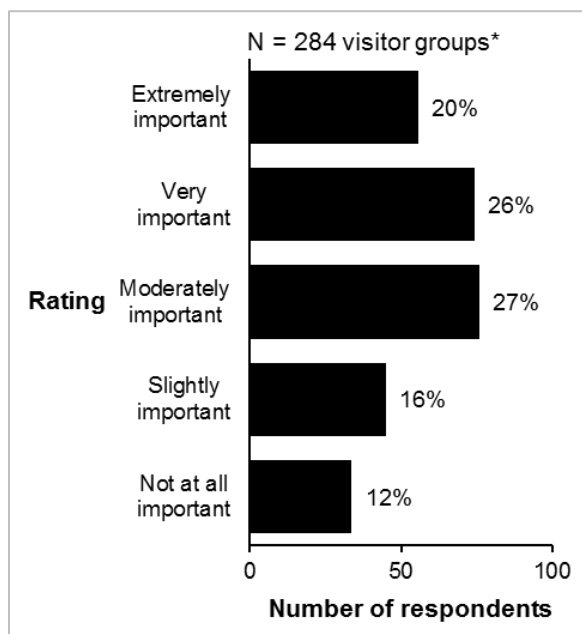


Figure 37. Importance of visiting an NPS site.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

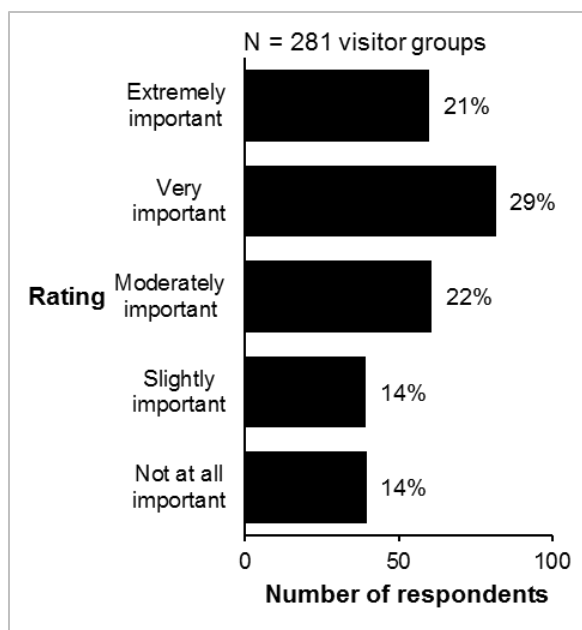


Figure 38. Importance of visiting a World Heritage site.

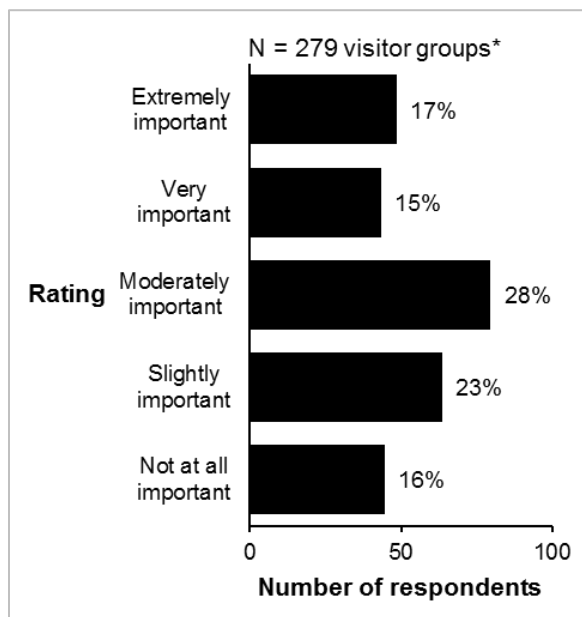


Figure 39. Importance of learning more about nature.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

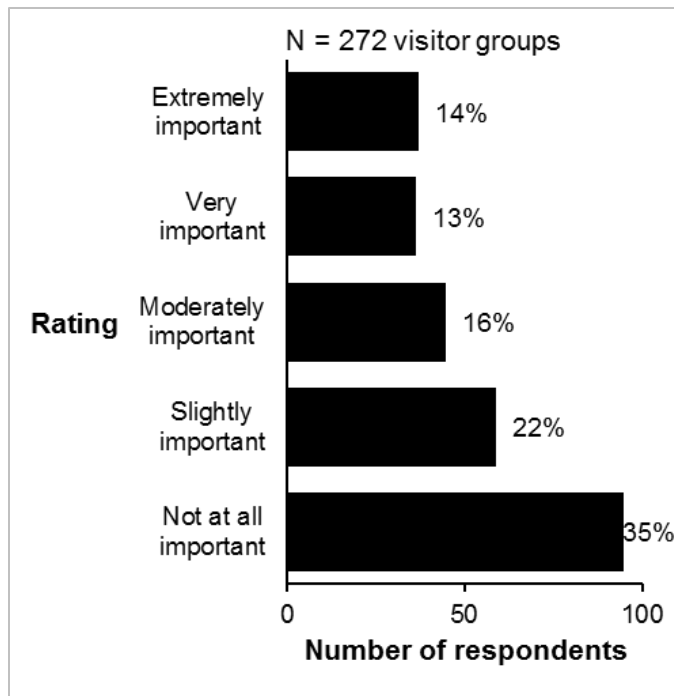


Figure 40. Importance of experiencing solitude.

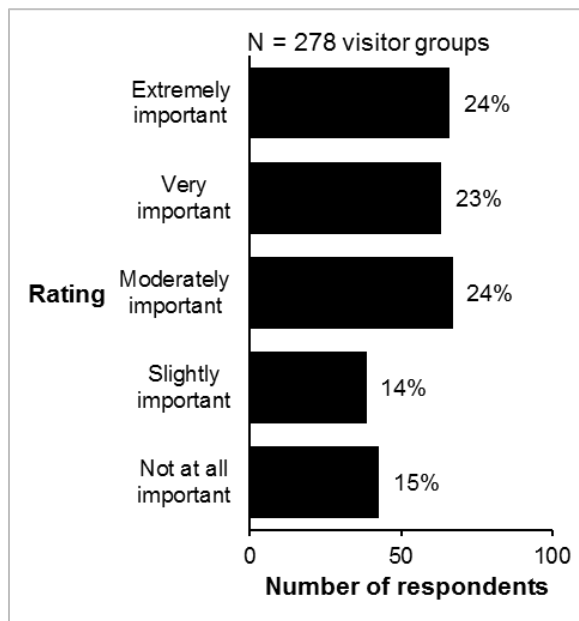


Figure 41. Importance of getting physical exercise.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

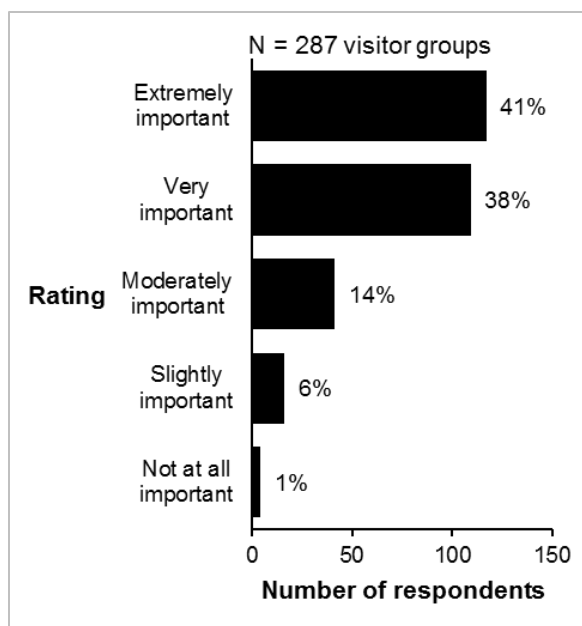


Figure 42. Importance of learning more about American history/culture.

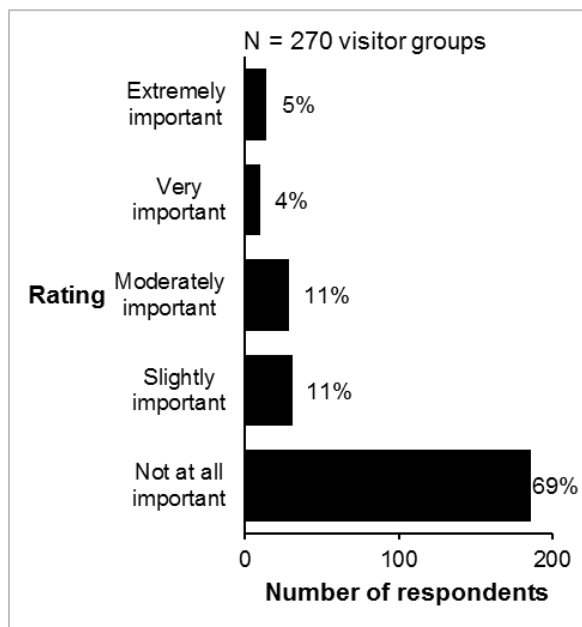


Figure 43. Importance of viewing dark night sky/stars.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

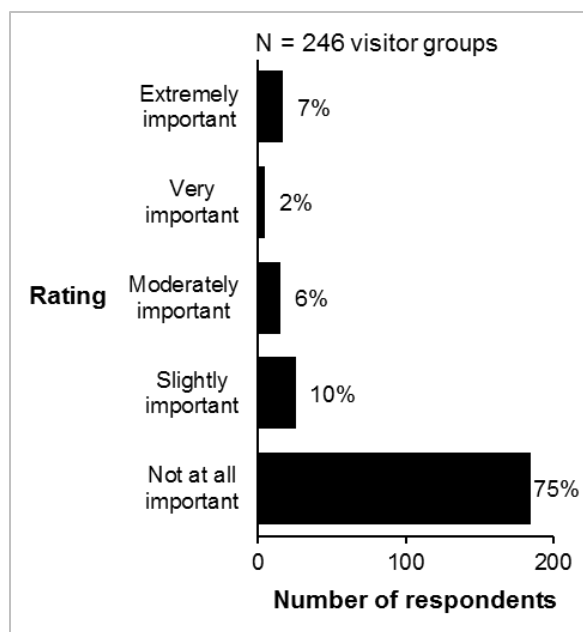


Figure 44. Importance of attending a special event.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Most important reason for visiting on this trip

Question 10

Of the reasons listed in Question 9, which was the most important reason for your visit to San Antonio Missions NHP on this trip?

Results (Figure 45)

- The most common “most important” reasons for visiting San Antonio Missions NHP were:
 - 42% Learn more about American history/culture
 - 16% Spend time with friends and family
 - 9% To visit a World Heritage Site
- The least common “most important” reasons were:
 - To experience solitude (0%)
 - To view dark night sky/stars (0%)
 - To hear the sounds of nature/quiet (0%)
 - Learning more about nature (0%)
- Of those who responded “Other” (10%), reasons specified included:
 - “Celebrate anniversary”
 - “To purchase books on San Antonio history”
 - “To take family photos”
 - “Kayak nature tour”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

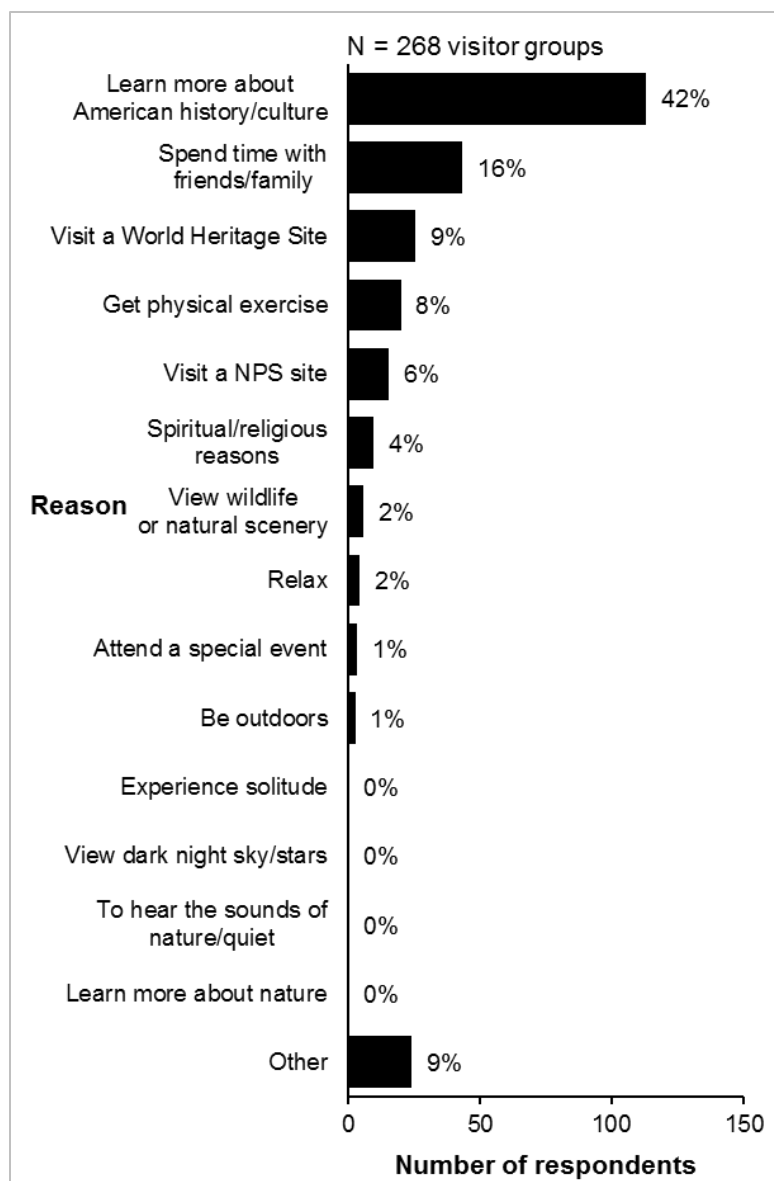


Figure 45. Most important reason for visiting the park on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Length of stay in San Antonio Missions NHP

Question 6

On this trip, how much total time did you spend within San Antonio Missions NHP?

Number of hours, if day trip

Results (Figure 46)

- 23% of visitor groups who spent less than 24 hours in the park visited for 4 hours.
- 22% of visitor groups who spent less than 24 hours in the park visited for 5 or more hours.
- 22% of visitor groups who spent less than 24 hours in the park visited for 3 hours.

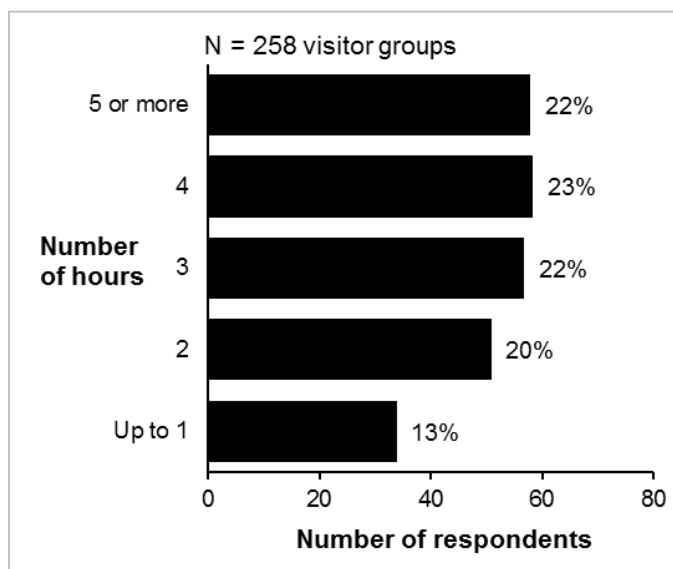


Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of days, if greater than 1 day

Results (Figure 47)

- 43% of visitor groups who reported spending 24 hours or more in the park visited for 2 days.
- 22% of visitor groups spent 1 day visiting the park.

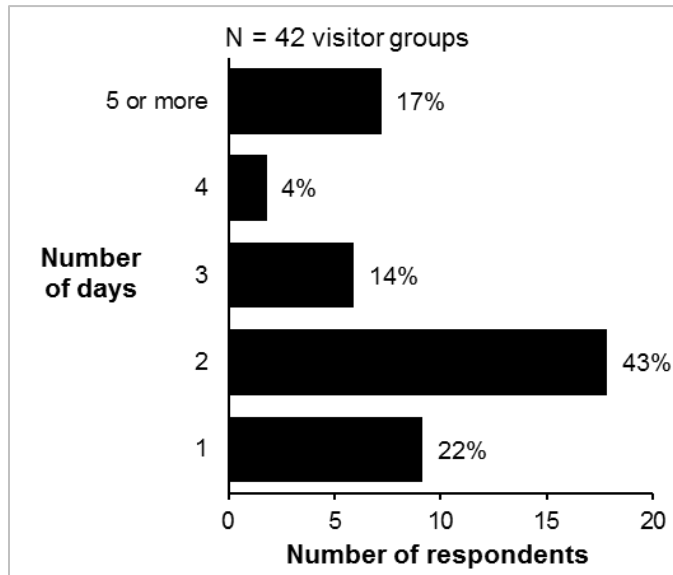


Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Days entered or re-entered park

Question 5

On how many days during this trip did you enter or re-enter San Antonio Missions NHP? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

Results (Figure 48)

- 83% of visitor groups entered or re-entered the park on only 1 day.
- 12% of visitor groups entered or re-entered the park on 2 days.

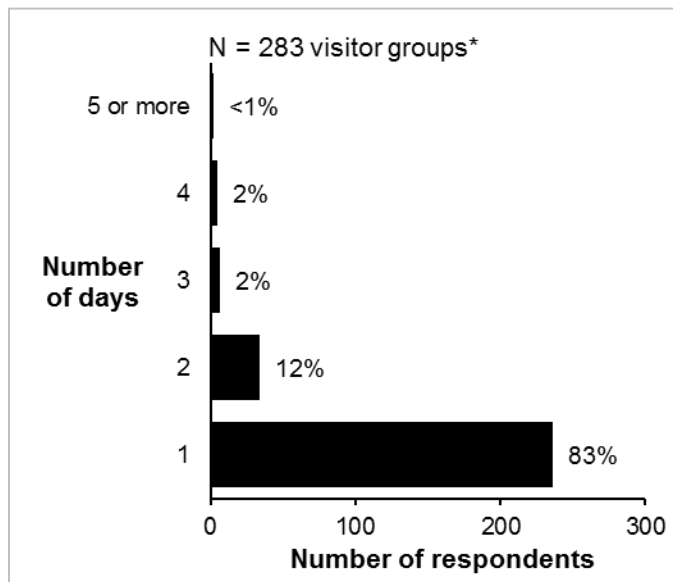


Figure 48. Number of days entered or re-entered park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Overnight stay

Question 26a

On this trip to San Antonio Missions NHP and the nearby area, did you stay overnight away from your permanent residence either inside San Antonio Missions NHP or within the nearby area (within the shaded area of the map on p. 12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 49)

- 60% of visitor groups stayed overnight inside San Antonio Missions NHP or within the nearby area on this trip.

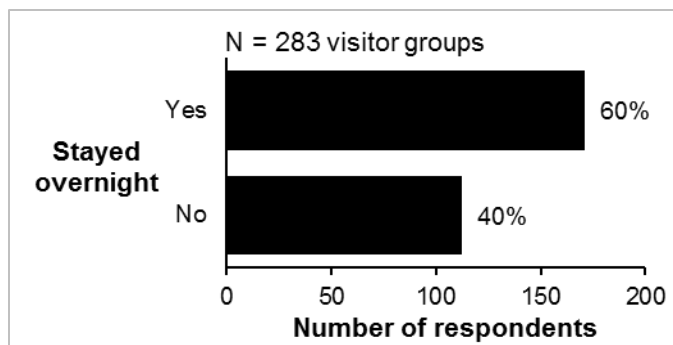


Figure 49. Visitors who stayed overnight in/near San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Nights spent in overnight accommodations

Question 26b

If YES, please list the number of nights you stayed in San Antonio Missions NHP and/or in the nearby area (within the shaded area of the map on p. 12) on this trip.

Results (Figure 50)

- Figure 50 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 81% of visitor groups who stayed overnight one or more nights stayed in lodging outside of San Antonio Missions NHP.
- 5% of visitor groups who stayed overnight one or more nights camped outside San Antonio Missions NHP.

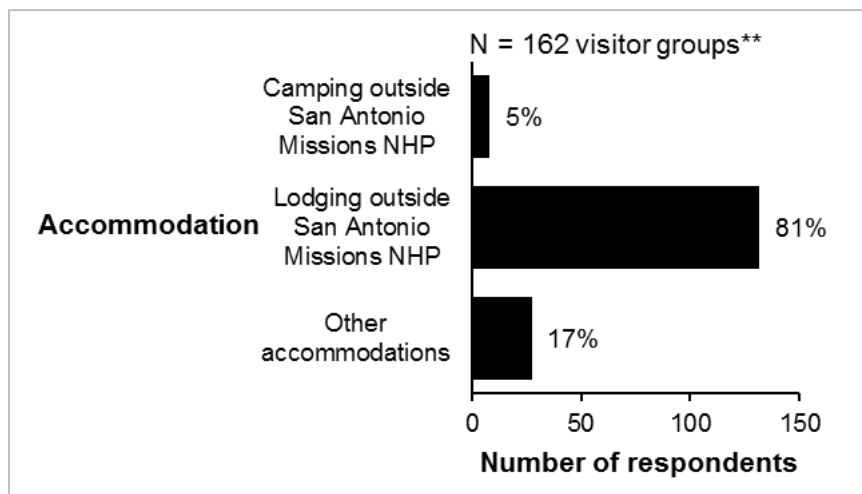


Figure 50. Accommodations for nights spent in San Antonio Missions NHP or the nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Camping outside San Antonio Missions NHP

Results (Figure 51)

- 39% of visitor groups who camped outside San Antonio Mission NHP camped for 1 night.
- 32% of visitor groups who camped outside San Antonio Mission NHP camped for 3 nights.

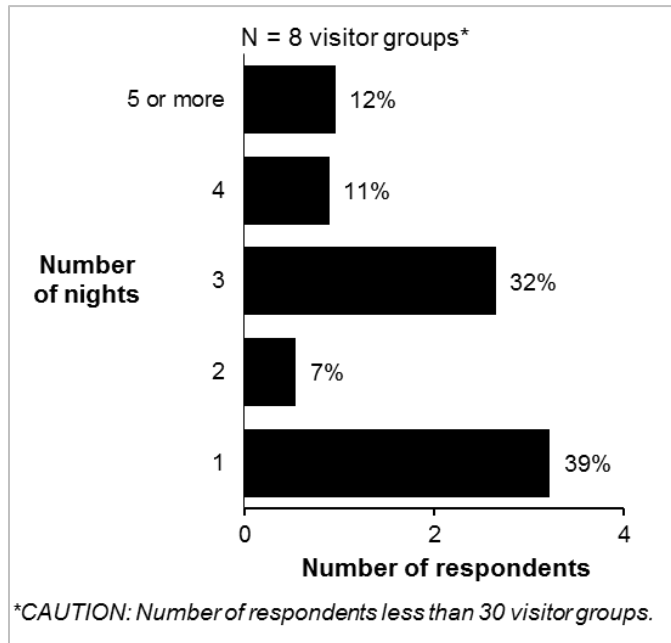


Figure 51. Nights spent camping outside San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Lodging Outside San Antonio Missions NHP

Results (Figure 52)

- 29% of visitor groups who stayed in lodging outside of San Antonio Missions NHP stayed for 2 nights.
- 27% of visitor groups who stayed in lodging outside of San Antonio Missions NHP stayed for 5 or more nights.
- 19% of visitor groups who stayed at lodging outside San Antonio Missions NHP stayed for 3 nights.

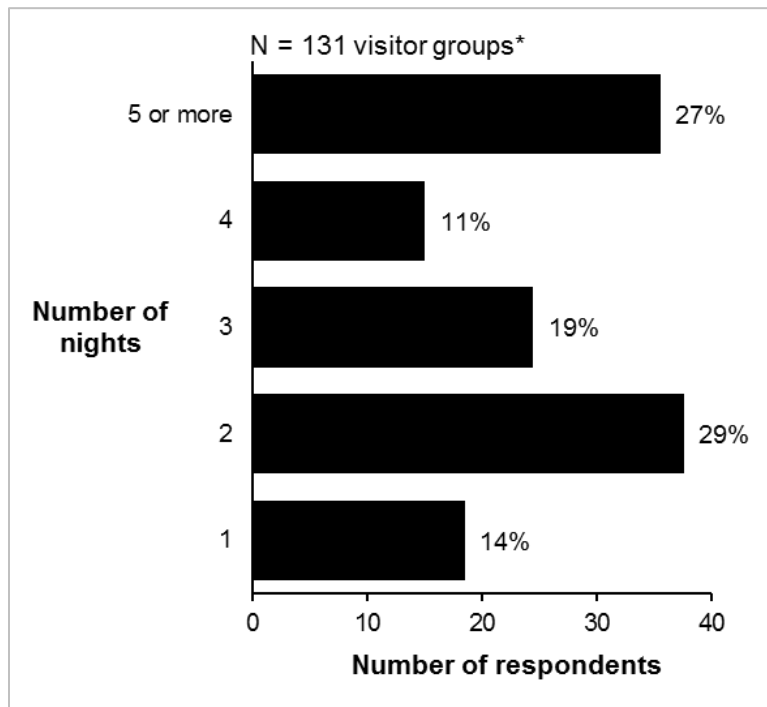


Figure 52. Nights spent in lodging outside San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Other accommodations (e.g., friends/relatives)

Results (Figure 53)

- 52% of visitor groups who stayed overnight in other accommodations stayed for 5 or more nights.
- 28% of visitor groups who stayed overnight in other accommodations stayed for 3 nights.

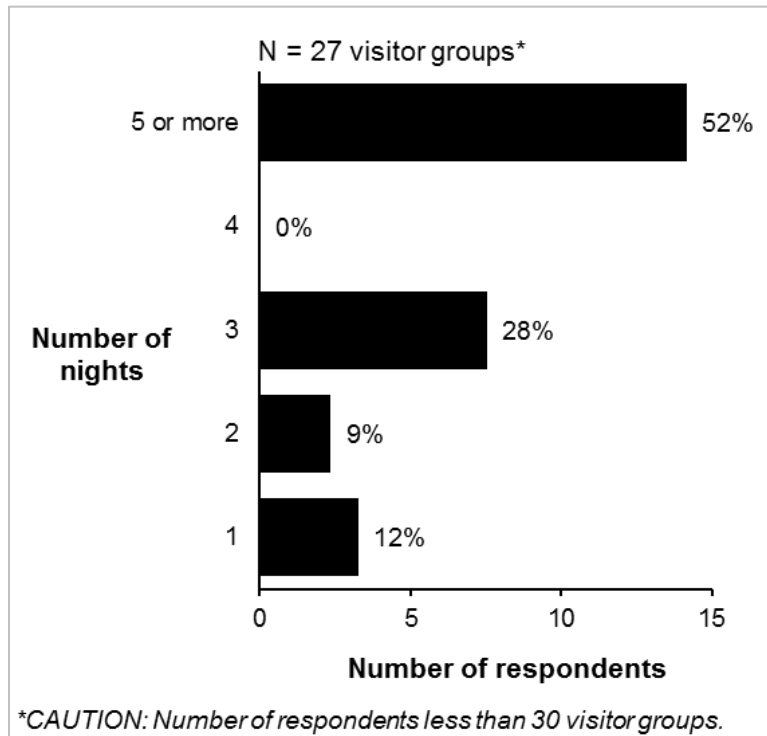


Figure 53. Nights in other accommodations (e.g., friends/relatives).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visits to other National Park Service sites

Question 28

Did you visit any other National Park Service sites on your trip away from home?

Results (Figure 54)

- 79% of visitor groups did not visit other NPS units on their trip away from home.

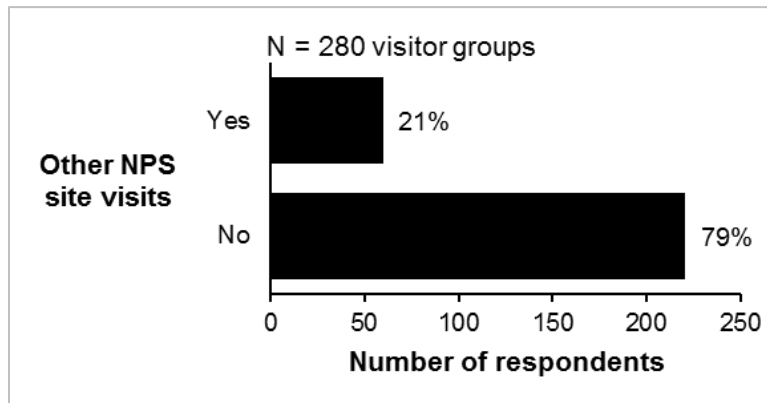


Figure 54. Visited other NPS sites on trip away from home.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Other National Park Service sites visited

Question 28

If YES, please specify other National Park Services sites you visited.

Results (Table 15)

- Of those visitor groups that did visit other NPS units on their trip (21%), the most common other NPS units included:
 - Lyndon B. Johnson National Historical Park (mentioned 6 times)
 - Padre Island National Seashore (mentioned 6 times)

Table 15. Other National Park Service sites visited. N = 41 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Lyndon B. Johnson National Historical Park	6
Padre Island National Seashore	6
Grand Canyon National Park	3
Carlsbad Caverns National Park	2
Hot Springs National Park	2
Zion National Park	2
Bent's Old Fort National Historic Site	2
Other sites	18

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Activity participation

Question 11

On this trip, in which of the following activities did you personally participate within San Antonio Missions NHP?

Results (Figure 55)

- As shown in Figure 55, the most common activities in which visitor groups participated were:
 - 89% Visiting a cultural or historic site
 - 63% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 42% Walking/short hike (< 1 hour)
 - 33% Creative arts (photography/drawing/painting/writing)
- Of those who responded “Non-motorized water travel” (<1%), activities in which groups participated included:
 - “Kayaking”
- Of those who responded “Other” (7%), activities in which groups participated included:
 - “Enjoying Spanish colonial architecture”
 - “Shopping at gift shops”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

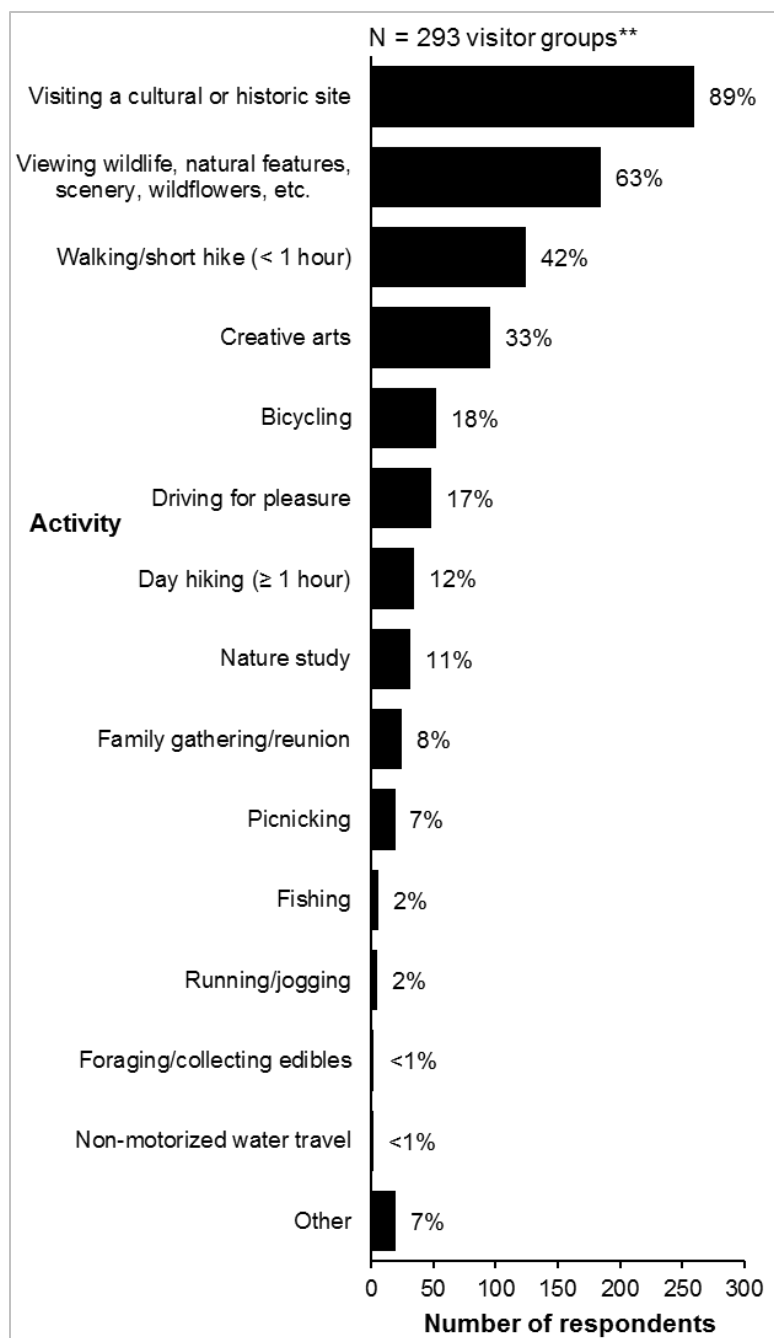


Figure 55. Participation in activities on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Primary activity on this trip

Question 12

Of the activities listed in Question 11, which was your primary activity during your visit to San Antonio Missions NHP on the day you were contacted for this survey?

Results (Figure 56)

- As shown in Figure 56, the most common primary activities listed by visitor groups were:
 - 55% Visiting a cultural or historic site
 - 13% Bicycling
 - 7% Creative arts (photography/drawing/painting/writing)
- Of those who responded “Other” (3%), activities specified included:
 - “Geocaching”
 - “Junior Ranger program”
 - “Schlitterbahn”
- 10% of visitor groups did not have a primary activity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

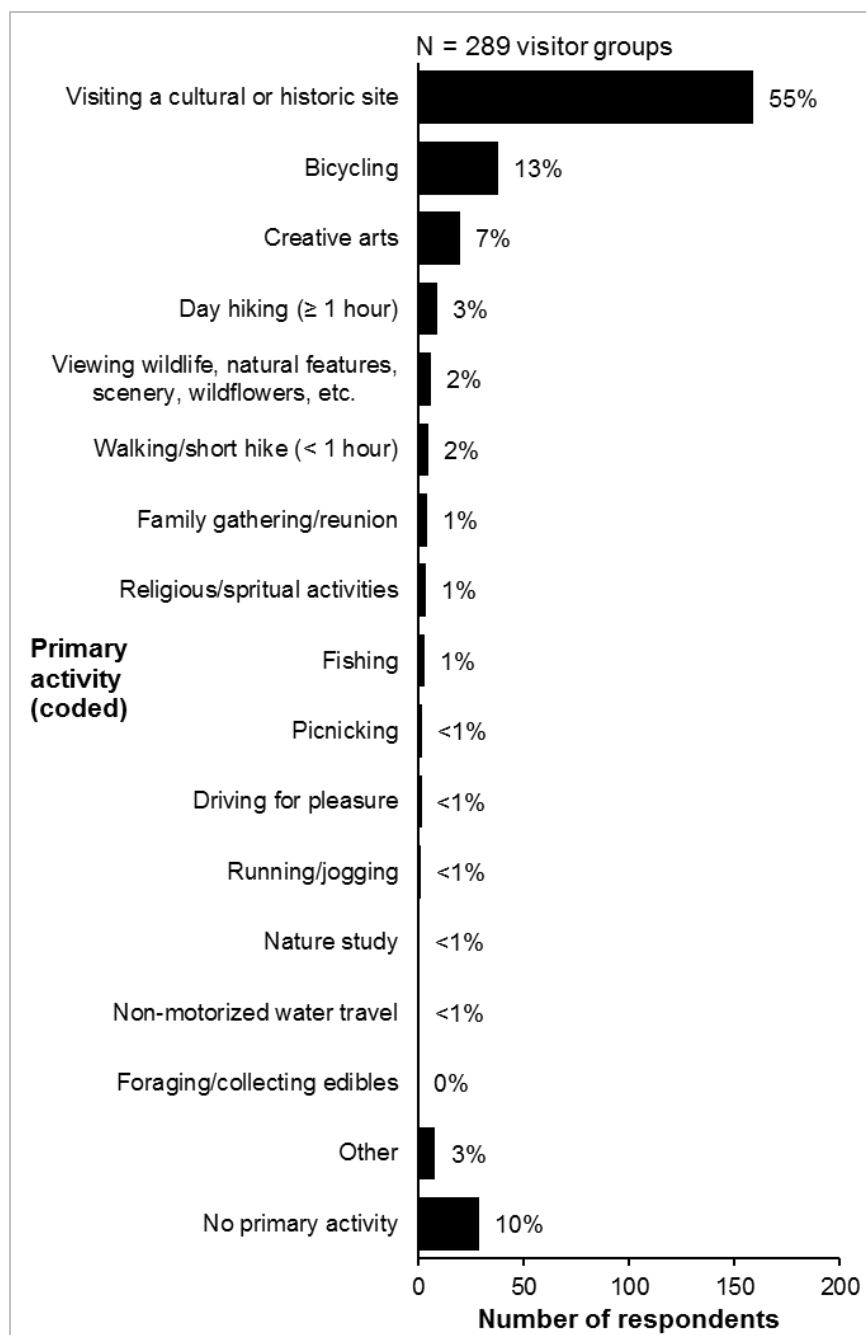


Figure 56. Primary activity on this trip to San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitors with physical conditions

Question 17a

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to San Antonio Missions NHP?

Results (Figure 57)

- 3% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

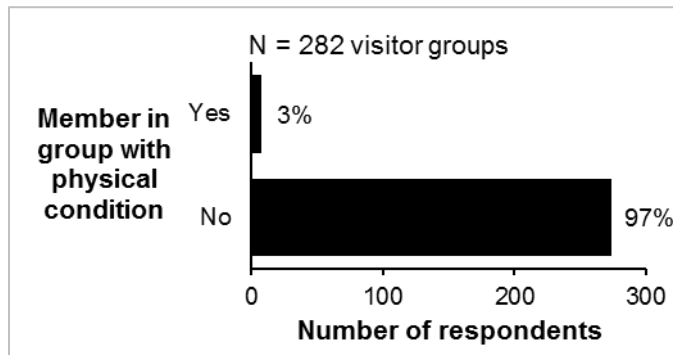


Figure 57. Visitors with physical conditions.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 17b

If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? (open-ended)

Results (Table 16)

- “Walking” was the most frequently mentioned (mentioned 3 times) activity in which members of visitor groups had difficulty participating.

Table 16. Activities/services/facilities difficult to participate in/access. N = 8 comments. Some visitor groups may have made more than one comment.

Activity, service, or facility	Frequency of times mentioned
Walking	3
Disabled	2
Other	3

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 17c

Because of the physical condition, which specified difficulties did the person(s) have?

Results (Figure 58)

- Of visitor groups that had at least one member with a physical condition, difficulties had by member(s) were:
 - 68% Mobility
 - 21% Hearing
- Of those who responded “Other” (11%), specific difficulties included:
 - “Heat”

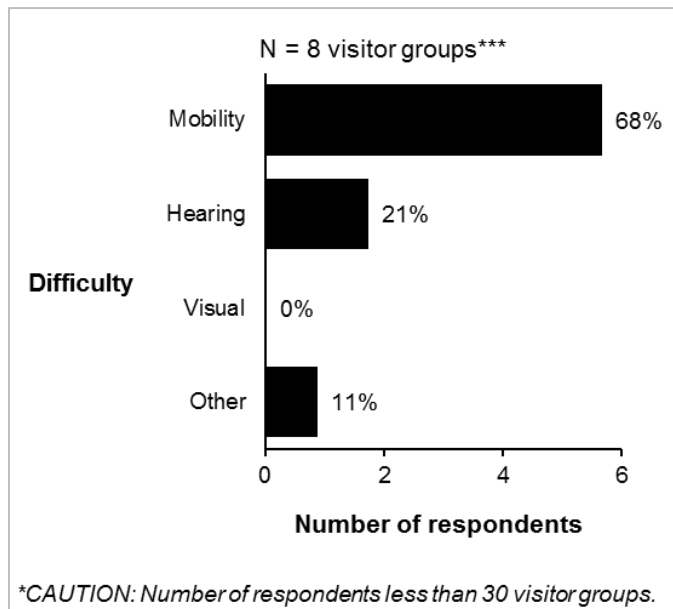


Figure 58. Specific difficulties had by visitor group member(s).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Programs and services participation

Question 13

On this trip, in which of the following programs and services did you personally participate within San Antonio Missions NHP?

Results (Figure 59)

- As shown in Figure 59, the most common programs and services in which visitor groups participated were:
 - 86% Viewing outdoor exhibits
 - 81% Viewing indoor exhibits
 - 68% Going to the Visitor Center
- Of those who responded “Other” (4%), programs and services included:
 - “Bicycle rental and trail”
 - “Lighting candles in churches”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

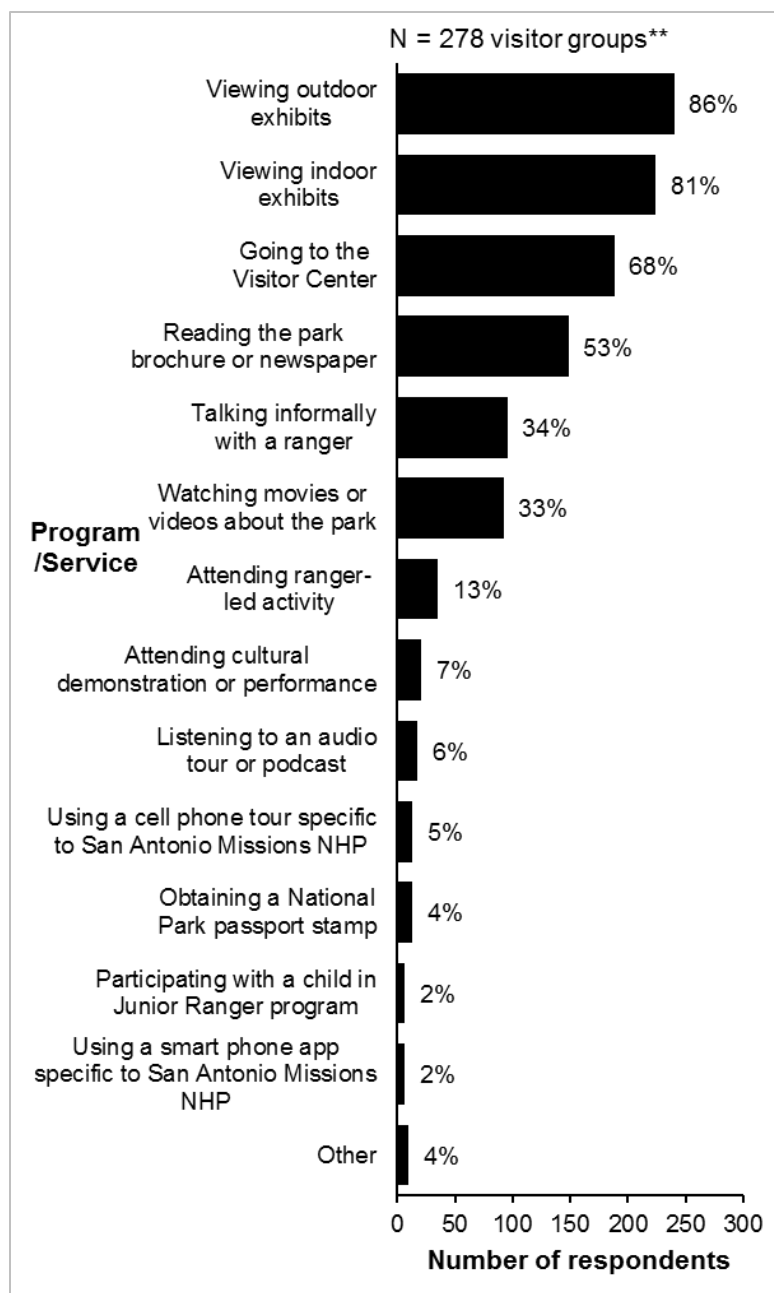


Figure 59. Participation in programs and services.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning from park staff, programs, and/or exhibits

Question 14

On this visit to San Antonio Missions NHP, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?

Results (Figure 60)

- 72% of visitors learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

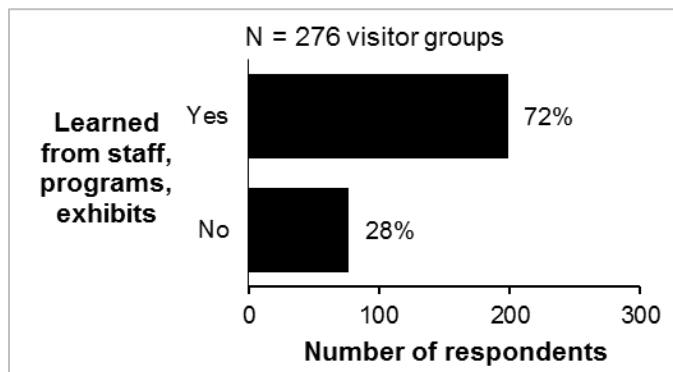


Figure 60. Visitors who learned something from park staff, programs, and/or exhibits.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 14

If YES, please specify subjects you learned about (open-ended).

Results (Table 17)

- Table 17 shows the subjects visitors learned about from park staff, programs, and/or exhibits. The most frequently mentioned subjects were:
 - “History of missions” (mentioned 42 times)
 - “Native Americans” (mentioned 25 times)
 - “History” (mentioned 22 times)

Table 17. Subjects learned. N = 296 comments. Some visitor groups may have made more than one comment. N = 296 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
History of missions	42
Native Americans	25
History	22
Missions	21
Culture	21
Life in the missions	17
Purpose of missions	14
Spanish influence	11
Religion	10
Texas history	10
Aqueducts	10
Artwork	10
Other subjects	84

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning about subjects on future visits

Question 15

If you were to visit San Antonio Missions NHP in the future, are there specific subjects you would like to learn about?

Results (Figure 61)

- 70% of visitors did not have specific subjects they would like to learn about on a future visit to San Antonio Missions NHP.

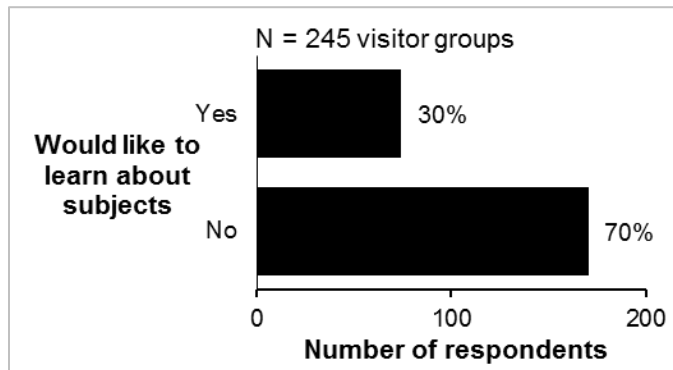


Figure 61. Visitors who would like to learn about specific subjects on future visits.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 15

If YES, please specify subjects you would like to learn about (open-ended).

Results

- Table 18 shows the subjects visitors would like to learn about on future visits to San Antonio Missions NHP. The most frequently mentioned subjects were:
 - “History” (mentioned 16 times)
 - “History of missions” (mentioned 11 times)
 - “Historical figures” (mentioned 9 times)

Table 18. Subjects visitors would like to learn. N = 109 comments. Some visitor groups may have made more than one comment. N = 109 comments. Some visitor groups may have made more than one comment.

Activity, service, or facility	Frequency of times mentioned
History	16
History of missions	11
Historical figures	9
More interpretive services	8
Agriculture	6
Life within mission	6
Trade	5
Culture	4
Other missions	4
Aqueducts	4
Missions	3
Interactions with Native Americans	3
Wildlife	3
Native Americans	2
Architecture	2
Nature	2
Religion	2
Other subjects	20

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expenditures

Purchase of package tour(s)

Question 29a

Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?

Results (Figure 62)

- 2% of visitor groups had at least one member who purchased a package tour.

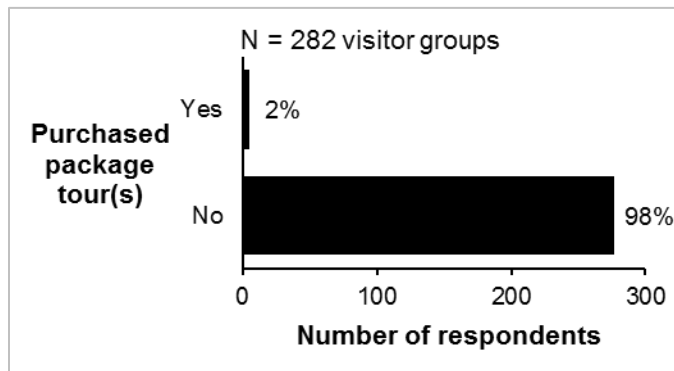


Figure 62. Visitor groups with member(s) who purchased packaged tour(s).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 29b

If YES, what was the total length of your package tour(s)?

Results (Figure 63)

- Of the 2% of visitor groups who purchased a package tour:
 - 68% purchased a package tour with a total length of 2 or more days.
 - 34% purchased a package tour with a total length of 1 day.

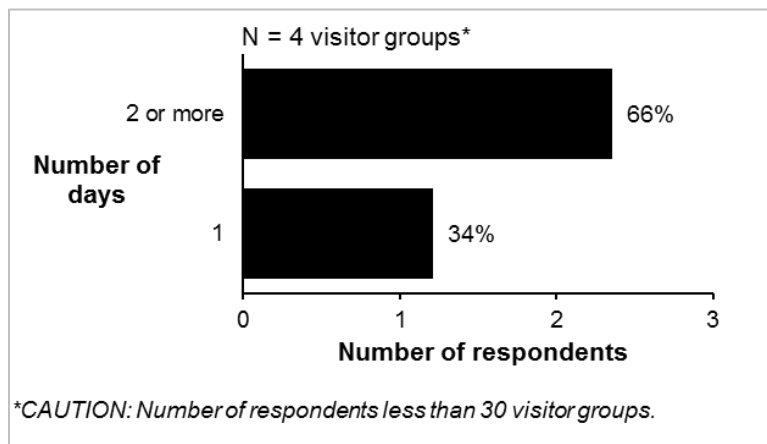


Figure 63. Total length of package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 29c

If YES, what was the total cost per person for the package tour(s)?

Results (Figure 64)

- Of the 2% of visitor groups who purchased a package tour:
 - 54% purchased a package tour with a total cost of up to \$100 per person.

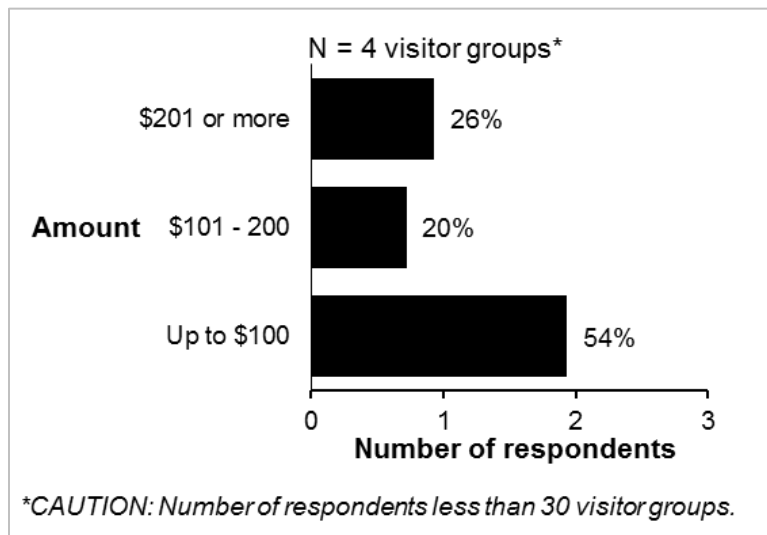


Figure 64. Total cost per person for package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 29d

If YES, how many people in your personal group were on the package tour(s)?

Results (Figure 65)

- Of the 2% of visitor groups who purchased a package tour:
 - 46% were on a package tour that covered 2 people.
 - 40% were on a package tour that covered 3 people.
 - 14% were on a package tour that covered 5 or more people.

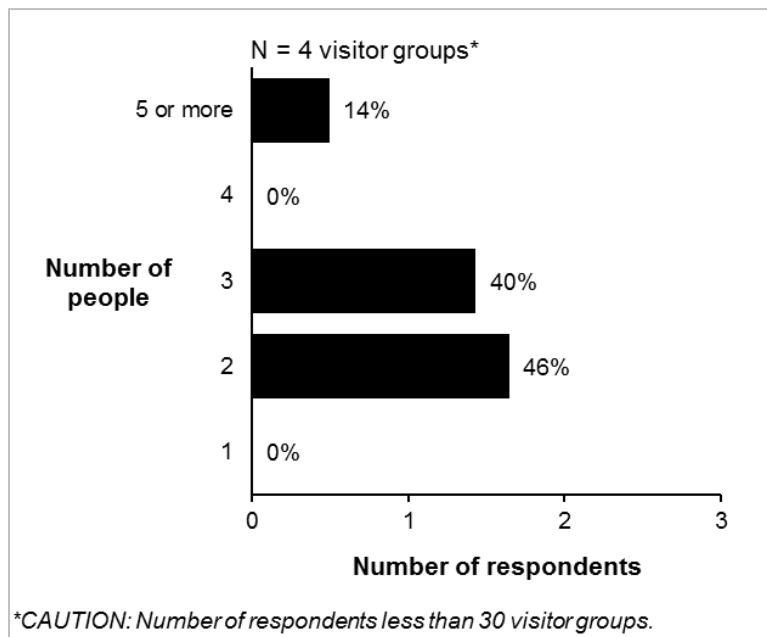


Figure 65. Number of group members on package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Items included in package tour(s) as a part of visit

Question 29e

If YES, which of the following were included in the package tour(s) as part of your visit to San Antonio Missions NHP and the nearby area (within the shaded area of the map on p. 12)?

Results (Figure 66)

- Of the 2% of visitor groups who purchased a package tour, the most common items that were included in package tours purchased were:
 - 54% Admission to events or attractions
 - 47% Local air transportation
 - 39% Local water transportation

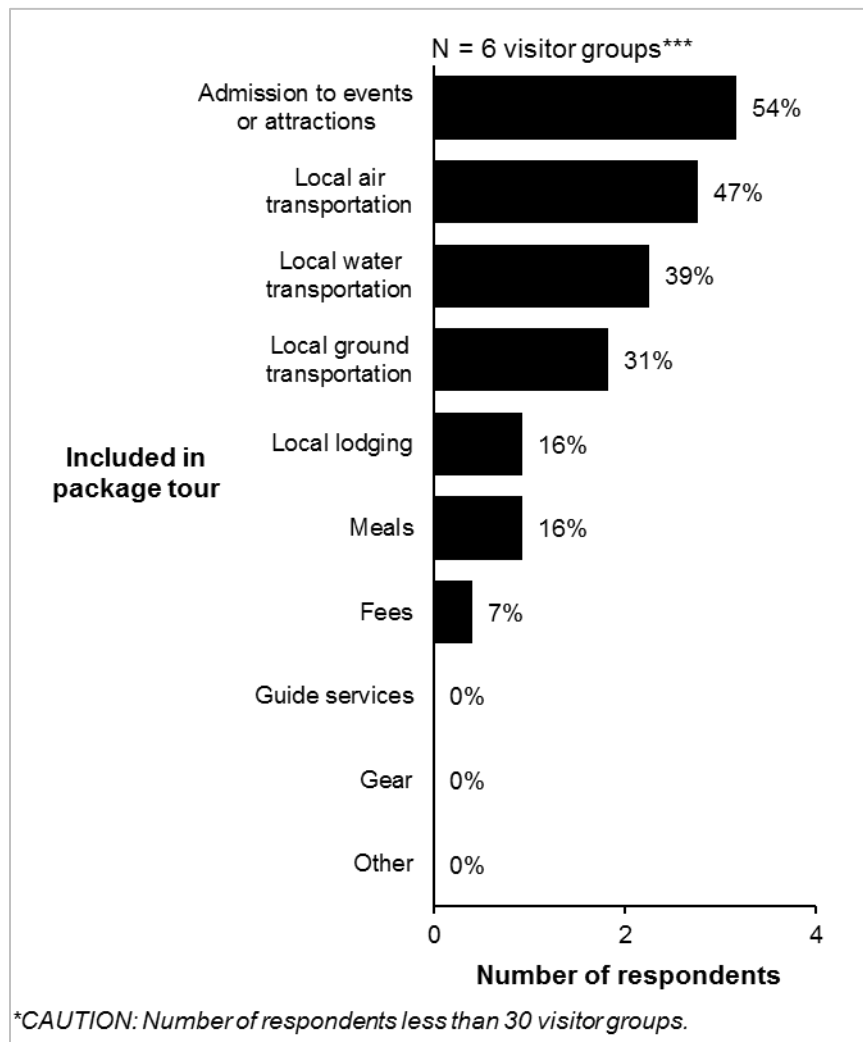


Figure 66. Items included in package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures inside San Antonio Missions NHP and nearby area

Question 30

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside San Antonio Missions NHP and within the nearby area (within the shaded area of the map on p. 12) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

Note: Residents living with the highlighted area of the map should only include expenditures that were directly related to this trip in San Antonio Missions NHP.

See Figure 14 or Appendix 2 for map.

Results – group expenditures excluding package tour expenses (Figure 67)

- 42% of visitor groups spent \$1 to \$250 in San Antonio Missions NHP and the nearby area.
- 19% of visitor groups spent over \$1,001 in San Antonio Missions NHP and the nearby area.

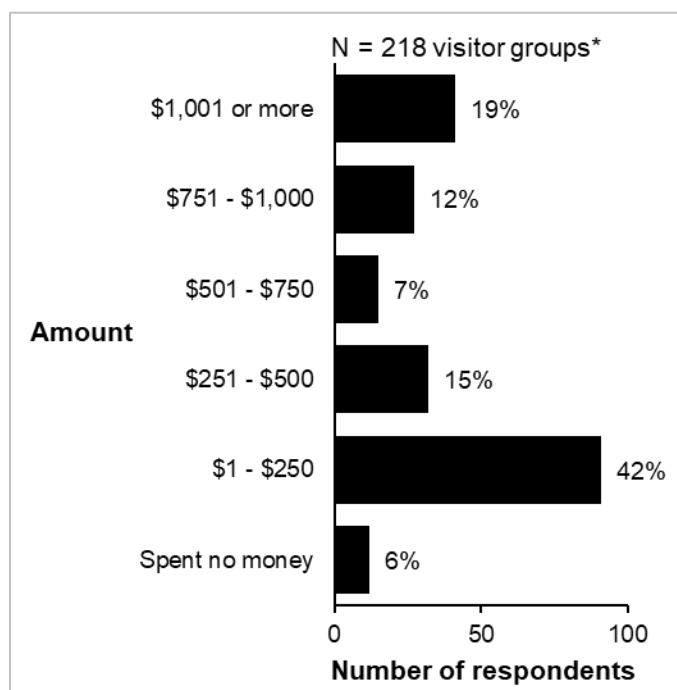


Figure 67. Total expenditures inside the park and in nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Percentages of total expenditures inside park and nearby area

Question 30

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside San Antonio Missions NHP and within the nearby area (within the shaded area of the map on p. 12) during your time in the nearby area.

See Figure 14 or Appendix 2 for map.

Results (Figure 68)

- Percentages of group expenditures (excluding package tour expenses):
 - 31% Hotels, motels, resorts
 - 22% Restaurants/bars

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

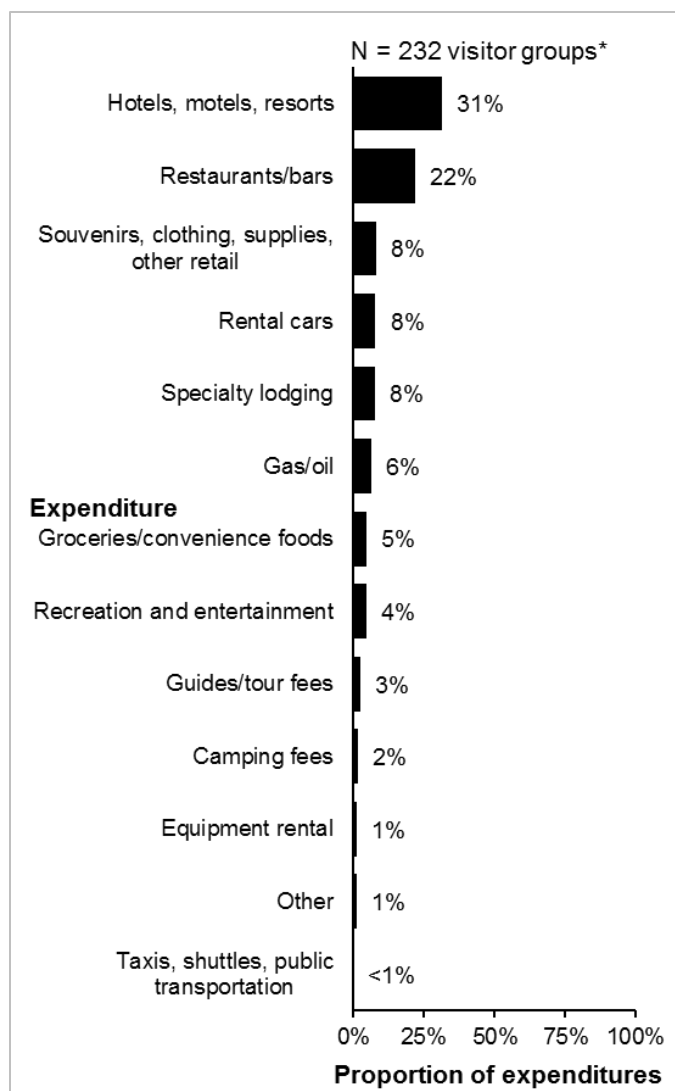


Figure 68. Percentages of total expenditures within the park and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people covered by expenses

Question 32a

Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

Results (Figure 69)

- 53% of visitor groups had 2 members covered by expenses.
- 30% of visitor groups had 3 or more members covered by expenses.

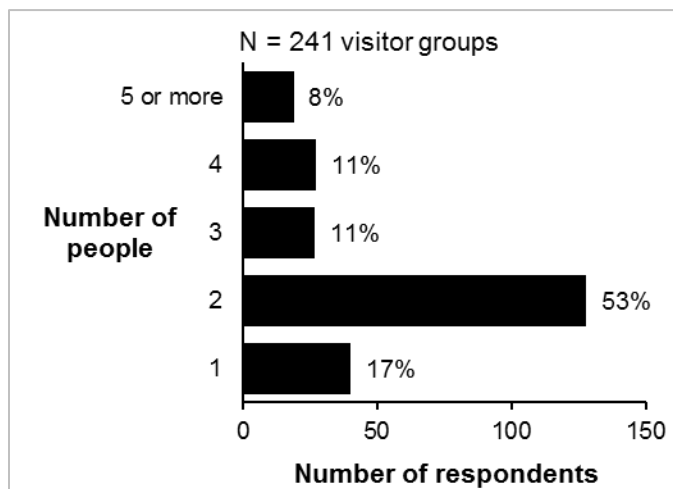


Figure 69. Visitors covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Adults covered by expenses

Question 32a

Including yourself, how many adults (18 years or over) in your personal group were covered by the expenses for this trip away from home?

Results (Figure 70)

- 65% of visitor groups had 2 adults covered by expenses.
- 23% of visitor groups had 1 adult covered by expenses.

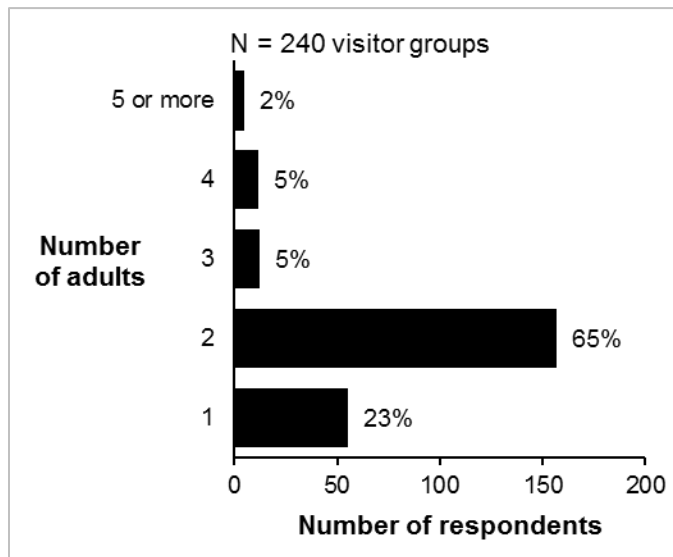


Figure 70. Adults covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Children covered by expenses

Question 32a

How many children (under 18 years) in your personal group were covered by the expenses for this trip away from home?

Results (Figure 71)

- 45% of visitor groups had no children covered by expenses.
- 26% of visitor groups had 2 children covered by expenses.

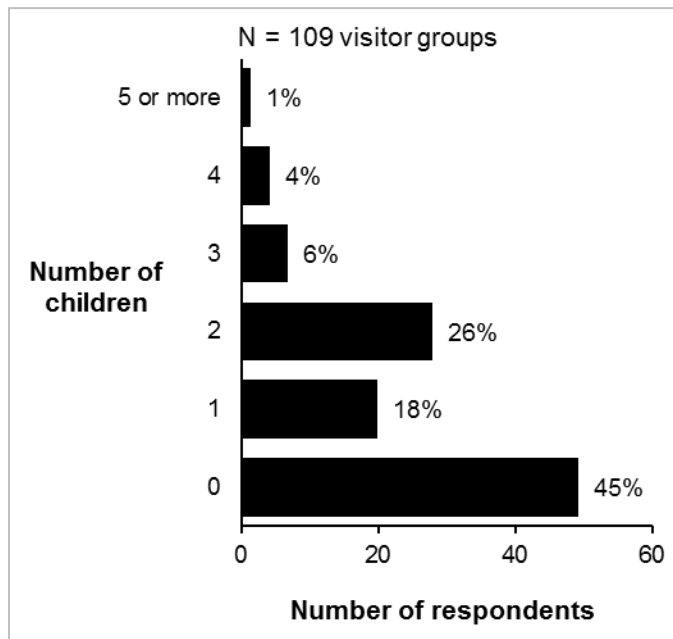


Figure 71. Children covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Sharing of expenses

Question 32b

Including yourself, how many people in your group split these trip expenses?

Results (Figure 72)

- 57% of visitor groups had 2 people split trip expenses.
- 33% of visitor groups did not split the expenses on this trip.

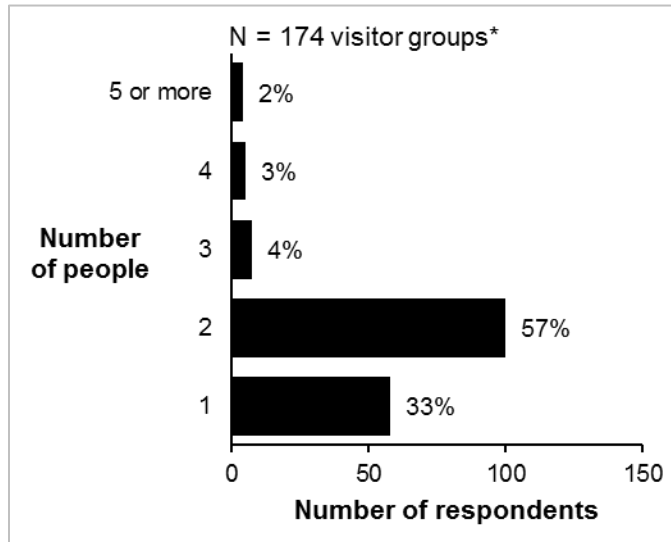


Figure 72. Sharing of expenses in visitor group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures outside of park and nearby area

Question 31

For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).

Results (Figure 73)

- 37% of visitor groups spent no additional money outside of San Antonio Missions NHP and the nearby area.
- 33% of visitor groups spent \$1 to \$250 on additional expenses outside of San Antonio Missions NHP and the nearby area.

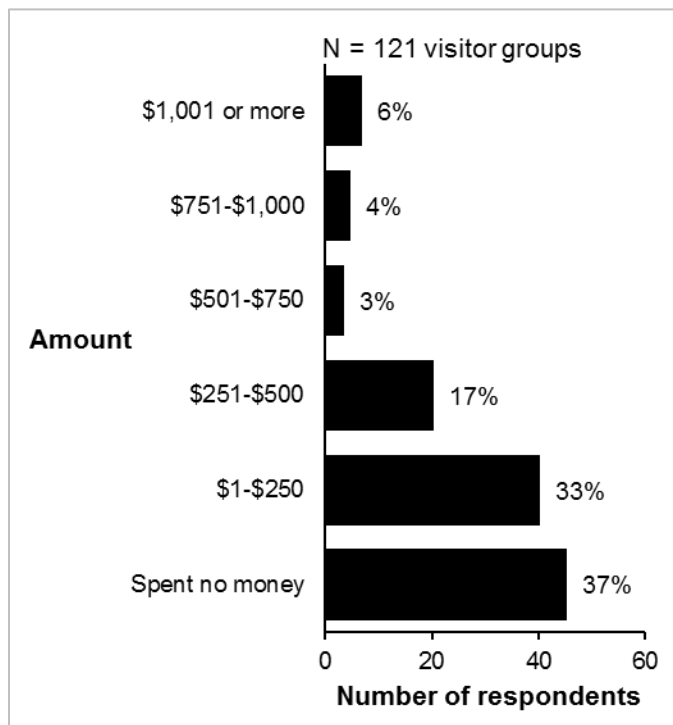


Figure 73. Total expenditures outside of park and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Evaluations of Park Experience and Post-Trip Experience

Aspects most liked about visit to San Antonio Missions NHP

Question 18

What did you like most about your visit to San Antonio Missions NHP (open-ended)?

Results

- Table 19 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - “Learning about history” (mentioned 76 times)
 - “Well preserved” (mentioned 62 times)
 - “Seeing a historical site” (mentioned 49 times)

Table 19. Aspects most liked about visit. N = 460 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Learning about history	73
Well preserved	62
Seeing a historical site	49
Signs/exhibits with information	28
Beauty	22
Churches	21
Friendly and helpful staff	20
Hiking/ biking trails	18
Nature	16
Ranger – led tours	13
Architecture	13
Walking	11
Accessibility	11
Peace and quiet	10
Biking	8
The Missions	8
Learning about culture	7

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 19 (continued). Aspects most liked about visit. N = 460 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Time with friends/ family	7
Missions still being used today	6
Self – guided tour	5
Everything	4
The surrounding area	4
Water	4
Relaxing	4
Restrooms	4
Park video	3
Other comments	29

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Aspects least liked about visit to San Antonio Missions NHP

Question 19

What did you like least about your visit to San Antonio Missions NHP (open-ended)?

Results

- Table 20 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - “Heat” (mentioned 49 times)
 - “Trouble navigating” (mentioned 22 times)
 - “Didn’t get to see all that I wanted to see” (mentioned 10 times)

Table 20. Aspects least liked about visit. N = 172 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Heat	49
Trouble navigating	22
Didn't get to see all that I wanted to see	10
Closures	9
Need better landscaping	7
Bugs	6
Construction	5
Trash	5
No rangers available	4
Rain	4
More exhibits	3
Parking	2
More water available	2
Other comments	44

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expectations for visit to San Antonio Missions NHP

Question 20

Did your visit to San Antonio Missions NHP, on this trip, meet your expectations?

Results (Figure 74)

- 97% of visitor groups had their expectations met during their visit to San Antonio Missions NHP on this trip.

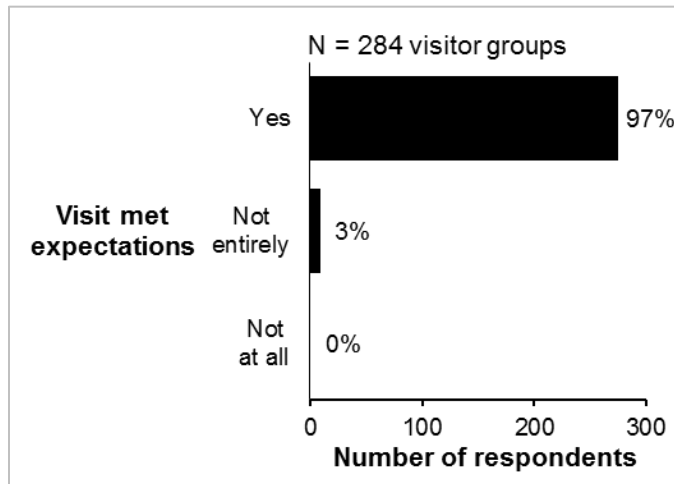


Figure 74. Meeting of expectations for visit on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 20

If NOT ENTIRELY, please explain (open-ended).

Results (Table 21)

- Table 21 shows the reasons visitor groups' expectation were "not entirely" met. The most frequently mentioned reasons were:
 - "Detours"
 - "Need more rangers on duty"
 - "Longer park hours"

Table 21. Reasons expectations were "not entirely" met. N = 12 comments. Some visitor groups may have made more than one comment.

Reason	Frequency of times mentioned
Detours	2
Need more rangers on duty	2
Longer park hours	2
Weddings prevented viewing of churches	1
Would like a guided tour	1
Poor selection of San Antonio history	1
No fish	1
Expected better signage	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Importance of use of personal electronic devices

Question 16

How important to you was it during your visit to San Antonio Missions NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in San Antonio Missions NHP required to do each?

Rating choices:

- 1 = Extremely important
- 2 = Very important
- 3 = Moderately important
- 4 = Slightly important
- 5 = Not at all important

Results (Figure 75)

- Figure 75 shows the combined proportions of “extremely important” and “very important” ratings for use of a personal electronic device.
- The uses that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 28% Send/receive text message
 - 28% Share pics/videos/audio via social media
 - 28% Make receive cell phone call
- Of those who responded “Other” (N = 8), uses included:
 - “Bicycling app”
 - “Access camera”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

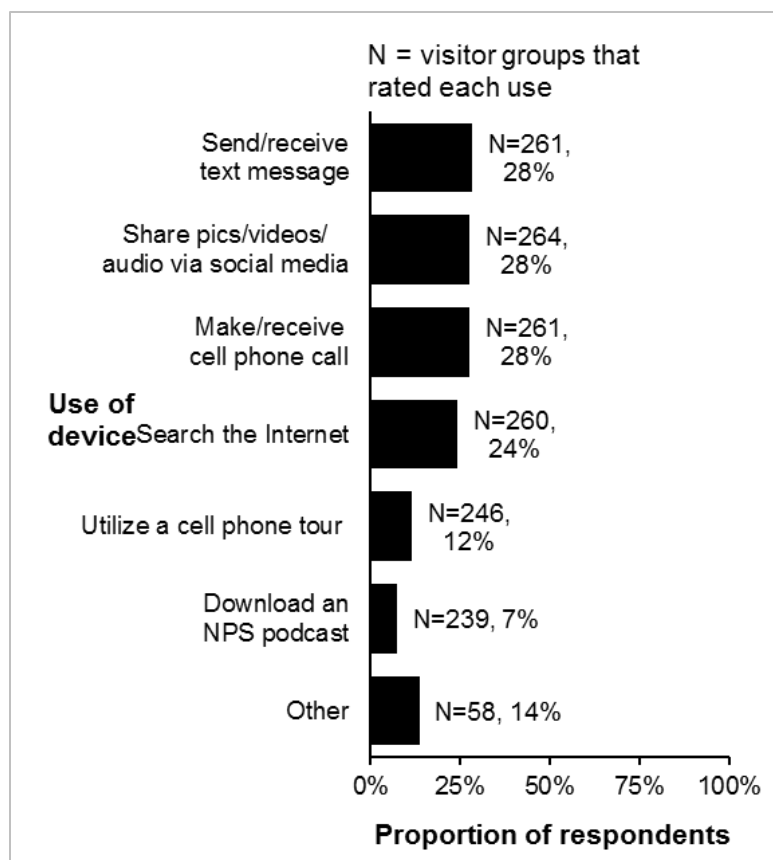


Figure 75. Importance of using personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Quality of service required to use personal electronic devices

Question 16

How important to you was it during your visit to San Antonio Missions NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in San Antonio Missions NHP required to do each?

Rating choices:

- 1 = Very good
- 2 = Good
- 3 = Average
- 4 = Poor
- 5 = No service at all
- 99 = Not applicable

Results (Figure 76)

- Figure 76 shows the combined proportions of “very good” and “good” ratings for quality of service required use a personal electronic device.
- The uses that received the highest combined proportions of “very good” and “good” ratings for quality of service required were:
 - 79% Search the internet
 - 78% Share pics/videos/audio via social media
 - 78% Make/receive phone call
 - 78% Send/receive text message
- Of those who responded “Other” (N = 8) uses included:
 - “Bicycling apps”
 - “Took pictures”
 - “Wi-Fi”
 - “Maps to get there”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

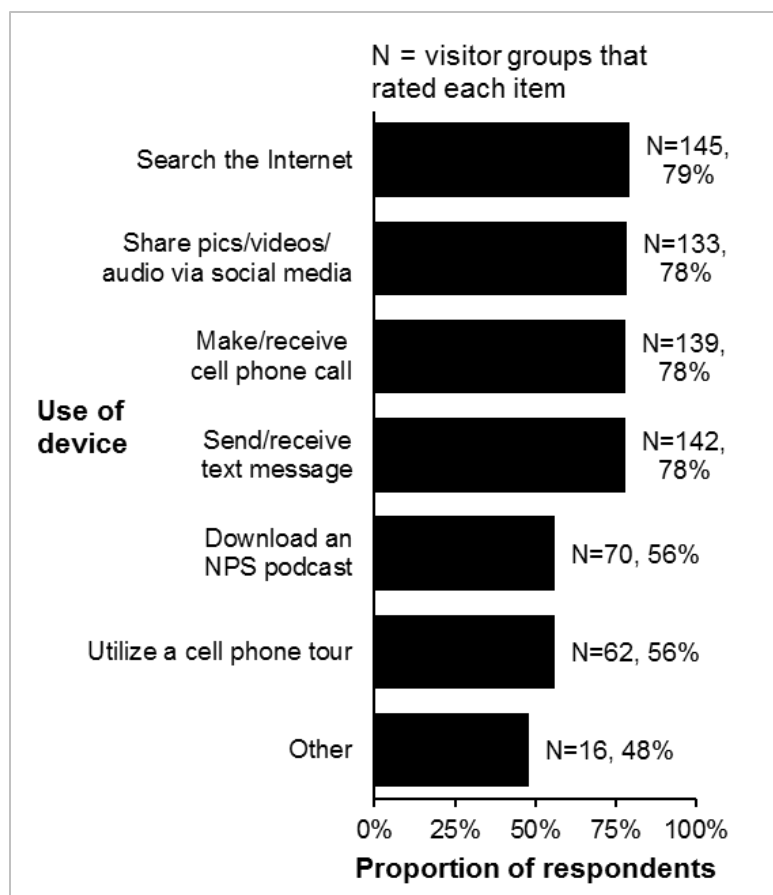


Figure 76. Quality of service required to use personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Mean scores of importance and quality ratings for use of personal electronic devices

Question 16

- Figure 77 shows the mean scores of importance and quality ratings for all uses of personal electronic devices.
- All uses of personal electronic devices were rated relatively unimportant.
- The quality of service required was rated relatively good for each use.

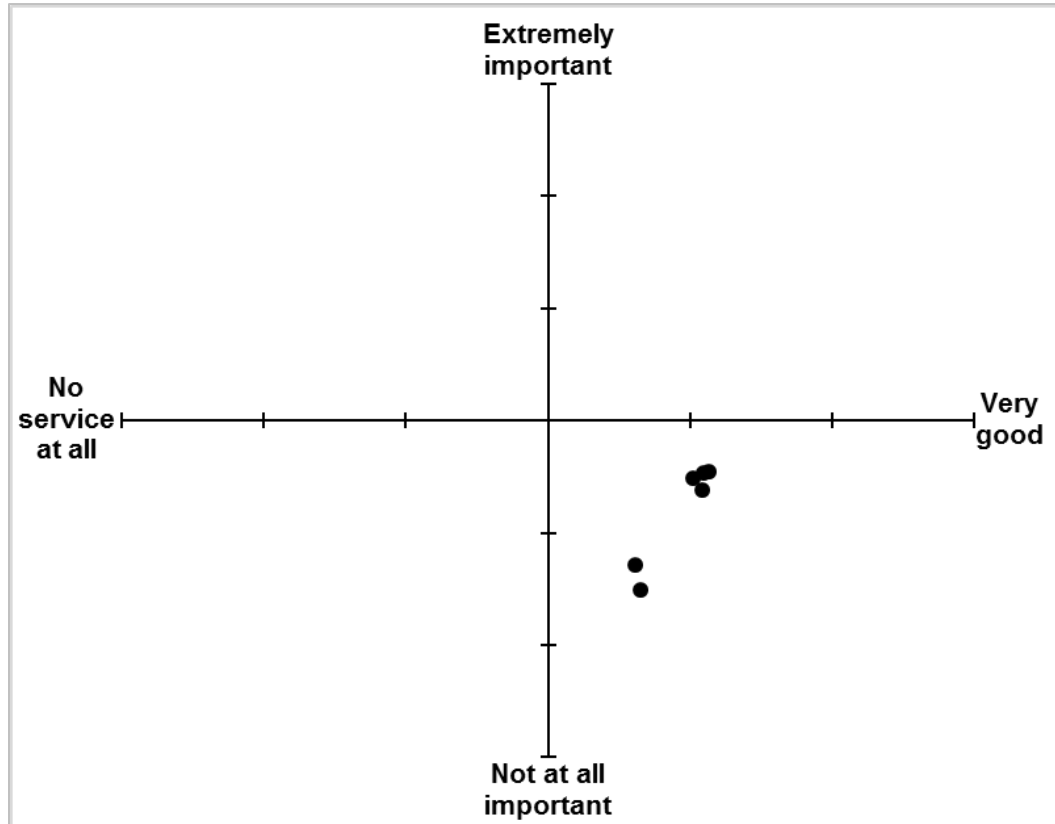


Figure 77. Mean scores for importance and quality ratings for use of personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Safety

Question 21

To what extent do you agree or disagree with each of the following statements?

San Antonio Missions NHP is a safe place to visit.

Results (Figure 78)

- 63% of visitor groups strongly agreed that San Antonio Missions NHP is a safe place to visit.
- 31% of visitor groups agreed with this statement.

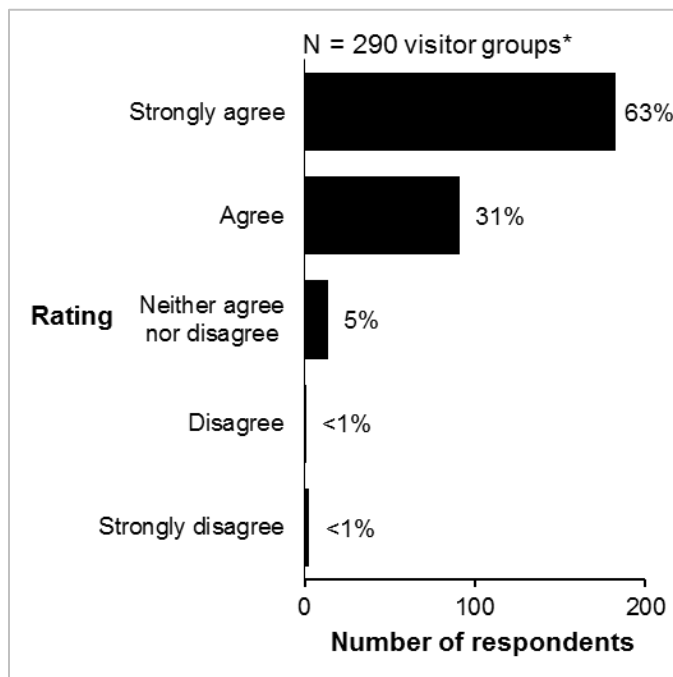


Figure 78. Extent of agreement/disagreement with statement on safety of San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Crowding

Question 21

To what extent do you agree or disagree with each of the following statements?

San Antonio Missions NHP is too crowded.

Results (Figure 79)

- 47% of visitor groups disagreed that San Antonio Missions NHP is too crowded.
- 36% of visitor groups strongly disagreed with this statement.

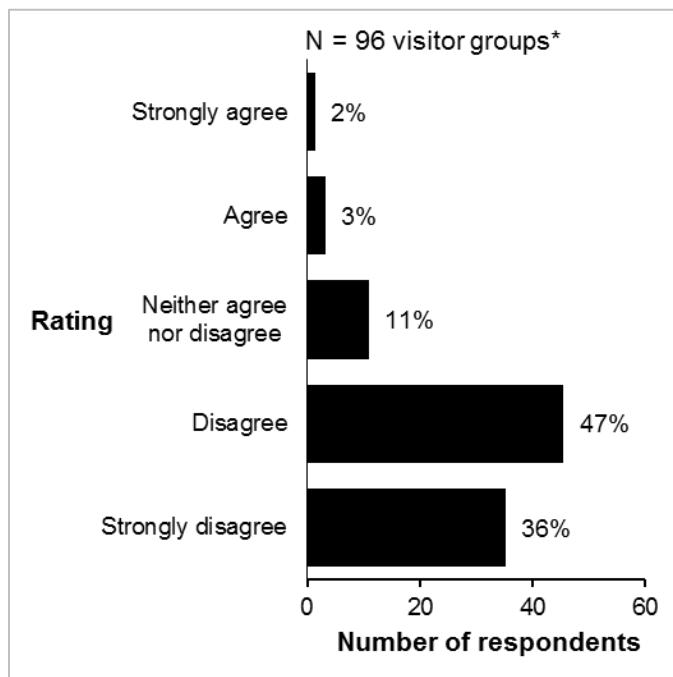


Figure 79. Extent of agreement/disagreement with statement on crowding in San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Condition of natural resources

Question 21

To what extent do you agree or disagree with each of the following statements?

Natural resources in San Antonio Missions NHP are in pristine condition.

Results (Figure 80)

- 50% of visitor groups agreed that natural resources in San Antonio Missions NHP are in pristine condition.
- 24% of visitor groups strongly agreed with this statement.

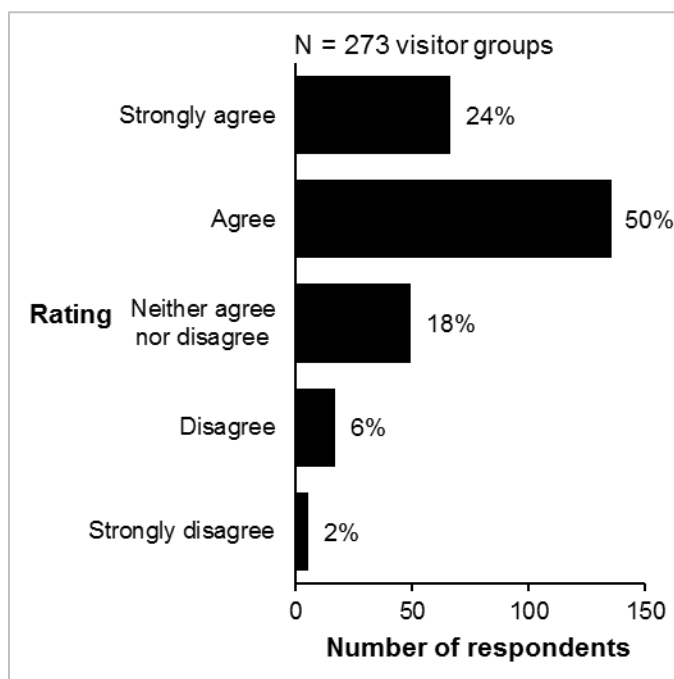


Figure 80. Extent of agreement/disagreement with statement on condition of natural resources in San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Vandalism and crime

Question 21

To what extent do you agree or disagree with each of the following statements?

Vandalism and crime are not a problem in San Antonio Missions NHP.

Results (Figure 81)

- 39% of visitor groups agreed that vandalism and crime are not a problem in San Antonio Missions NHP.
- 26% of visitor groups strongly agreed with this statement.

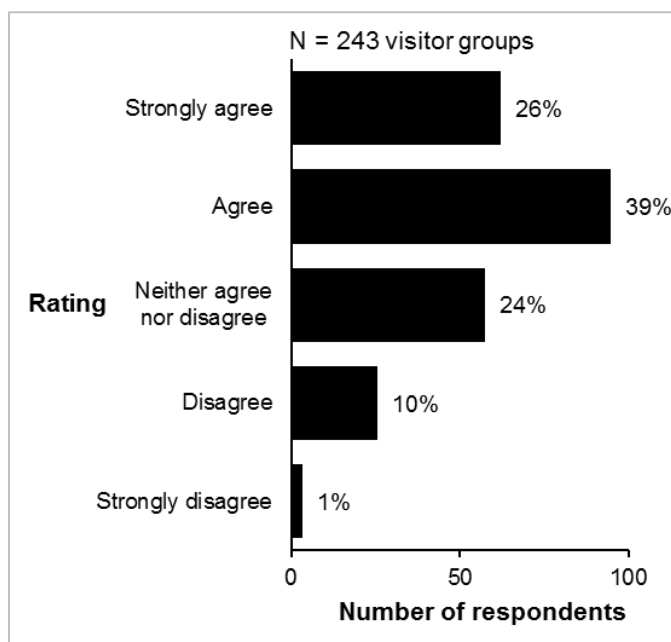


Figure 81. Extent of agreement/disagreement with statement on vandalism and crime in San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Accessibility

Question 21

To what extent do you agree or disagree with each of the following statements?

San Antonio Missions NHP is not accessible to persons with physical disabilities.

Results (Figure 82)

- 44% of visitor groups disagreed that San Antonio Missions NHP is not accessible to persons with physical disabilities.
- 29% of visitor groups neither agreed nor disagreed with this statement.

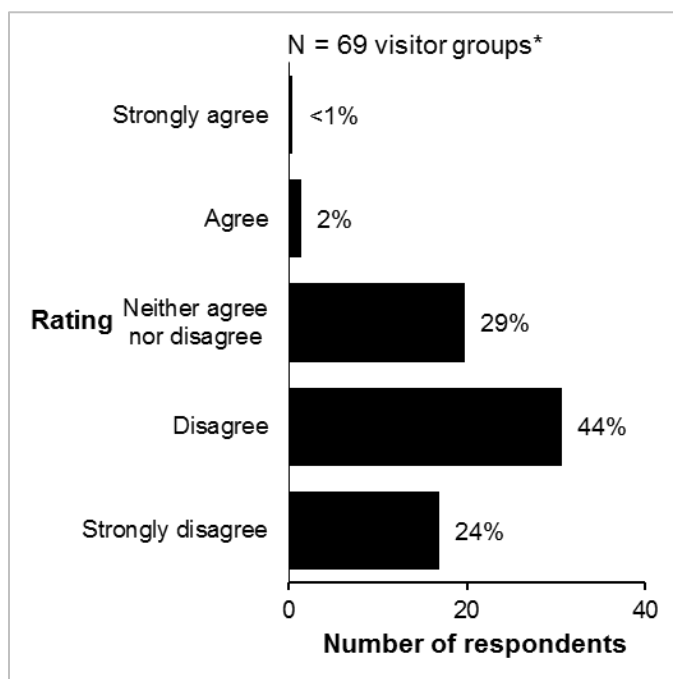


Figure 82. Extent of agreement/disagreement with statement on accessibility of San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Condition of historical and cultural features

Question 21

To what extent do you agree or disagree with each of the following statements?

Historical and cultural features in San Antonio Missions NHP are well maintained/preserved.

Results (Figure 83)

- 52% of visitor groups agreed that historical and cultural features in San Antonio Missions NHP are well maintained/preserved.
- 44% of visitor groups strongly agreed with this statement.

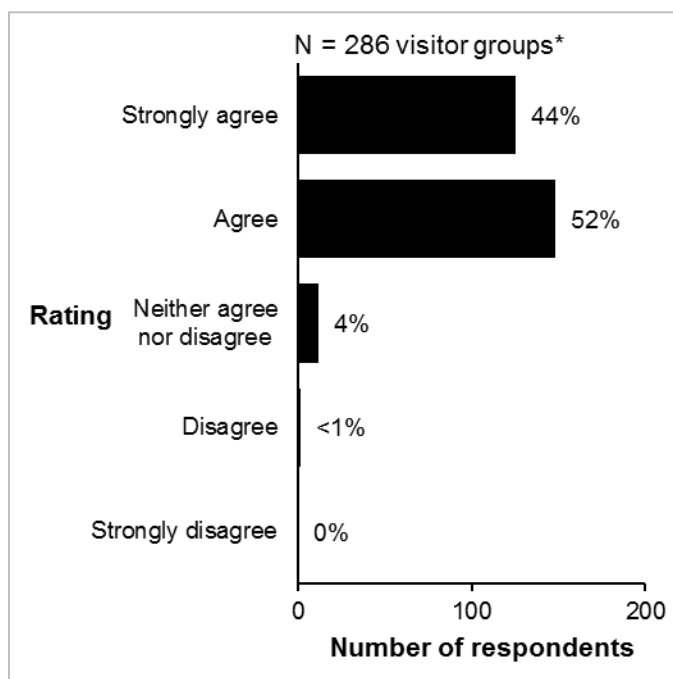


Figure 83. Extent of agreement/disagreement with statement on condition of historical and cultural features in San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Development of adjacent areas

Question 21

To what extent do you agree or disagree with each of the following statements?

Development of adjacent areas detracts from visitors' experiences at San Antonio Missions NHP.

Results (Figure 84)

- 38% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at San Antonio Missions NHP.
- 25% of visitor groups neither agreed nor disagreed with this statement.

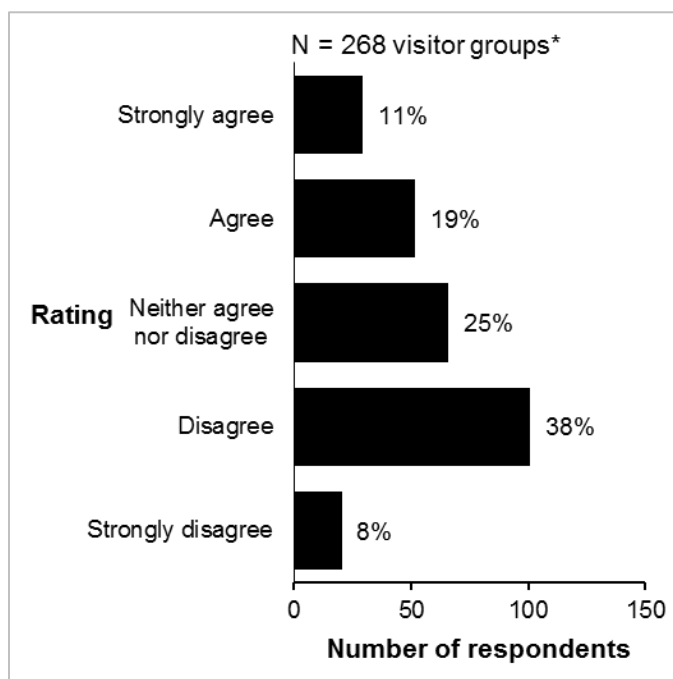


Figure 84. Extent of agreement/disagreement with statement on development of adjacent areas near San Antonio Missions NHP.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Quality of facilities, services, and recreational opportunities

Question 21

How would you rate the quality of the facilities, services, and recreational opportunities in San Antonio Missions NHP?

Rating choices:

- 1 = Very good
- 2 = Good
- 3 = Average
- 4 = Poor
- 5 = Very poor

Results (Figure 85)

- Figure 85 shows the combined proportions of “very good” and “good” ratings for facilities, services, and recreational opportunities.
- The facilities, services, and recreational opportunities that received the highest combined proportions or “very good” and “good” ratings were:
 - 95% Visitor center
 - 92% Exhibits (indoor and outdoor)
 - 89% Learning about nature, history, or culture
 - 89% walkways, trails, and roads
- The facilities, services, and recreational opportunities that received the lowest combined proportions or “very good” and “good” ratings were:
 - 78% Campgrounds and/or picnic areas
 - 65% Commercial services in the park
- Figure 86 through Figure 96 show individual ratings for each facility, program, or recreational opportunity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

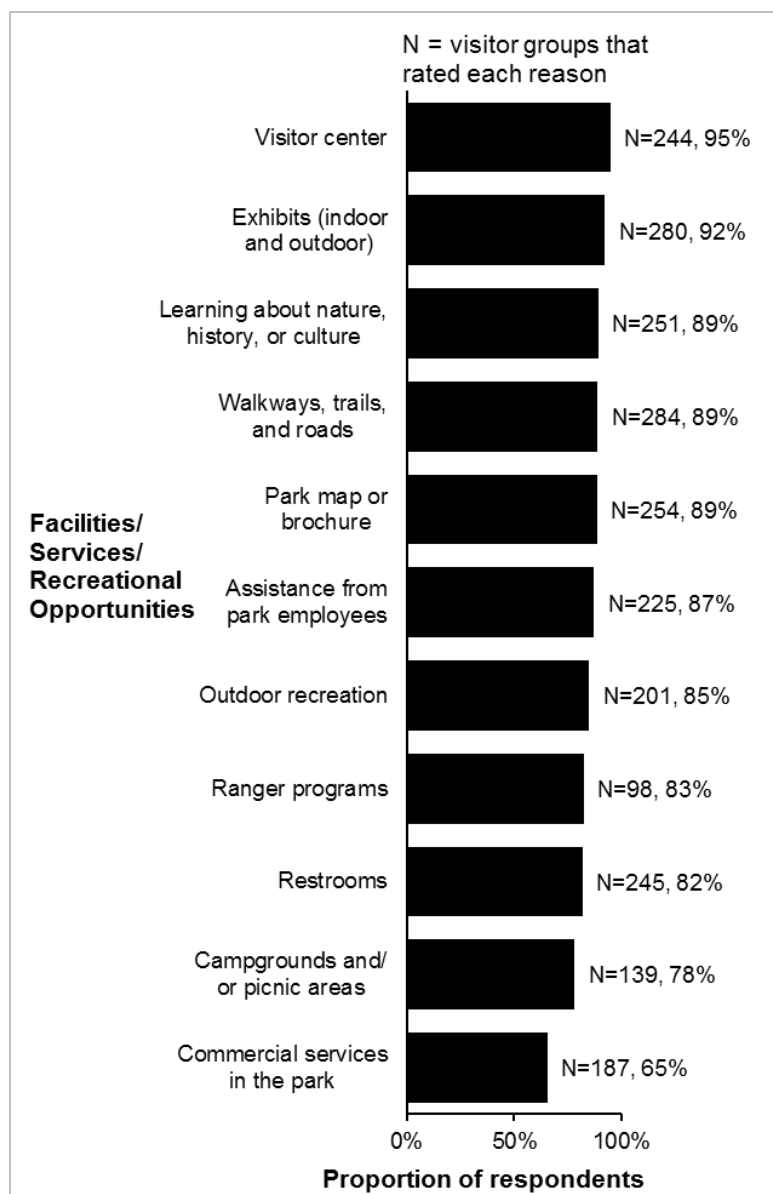


Figure 85. Quality of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

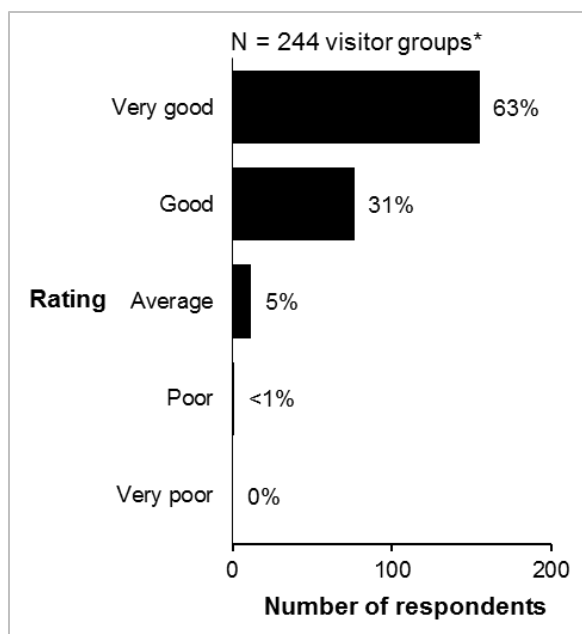


Figure 86. Quality of visitor center.

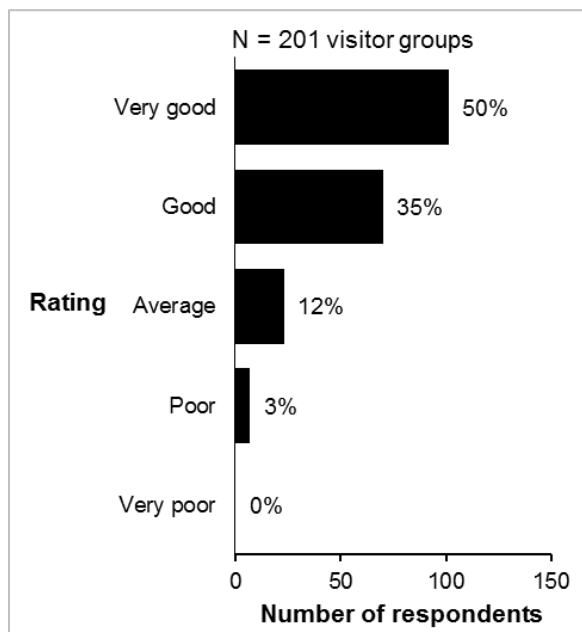


Figure 87. Quality of outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

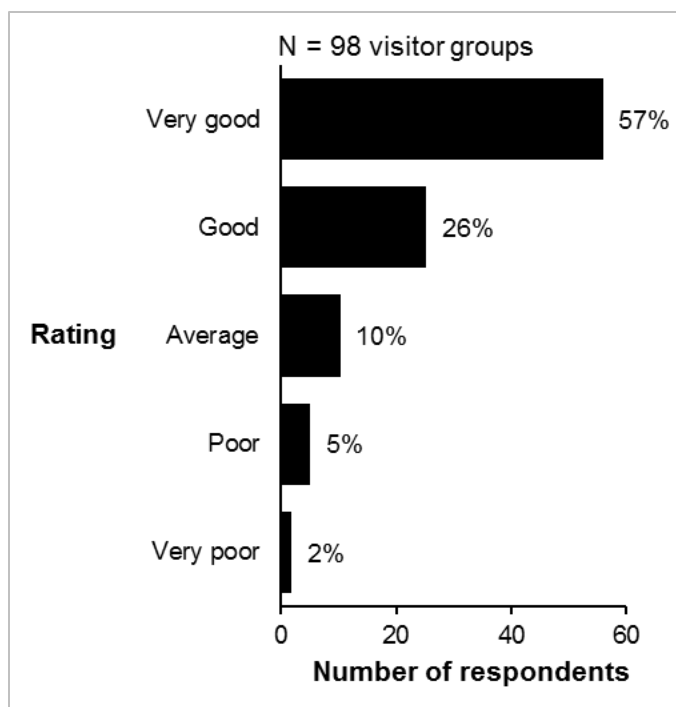


Figure 88. Quality of ranger programs.

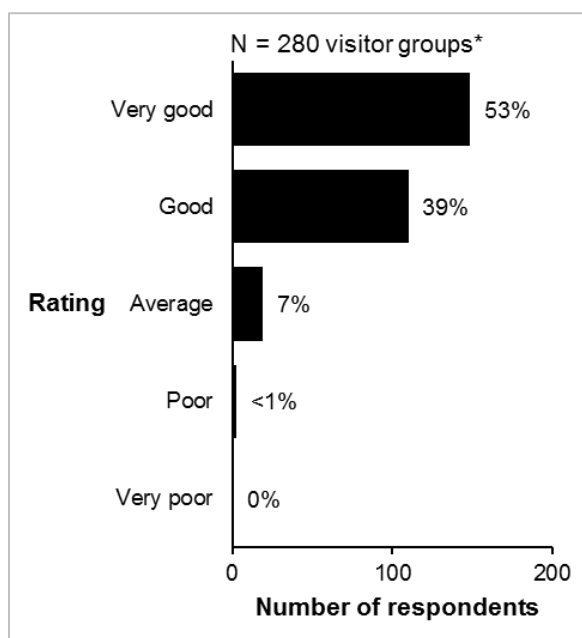


Figure 89. Quality of exhibits (indoor and outdoor).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

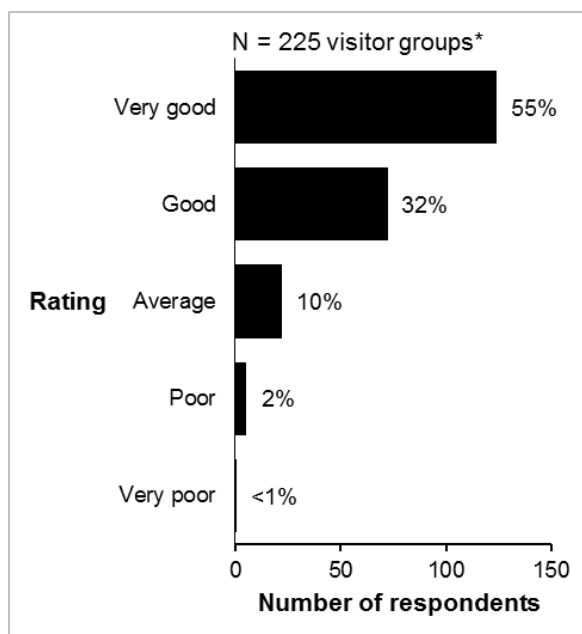


Figure 90. Quality of assistance from park employees.

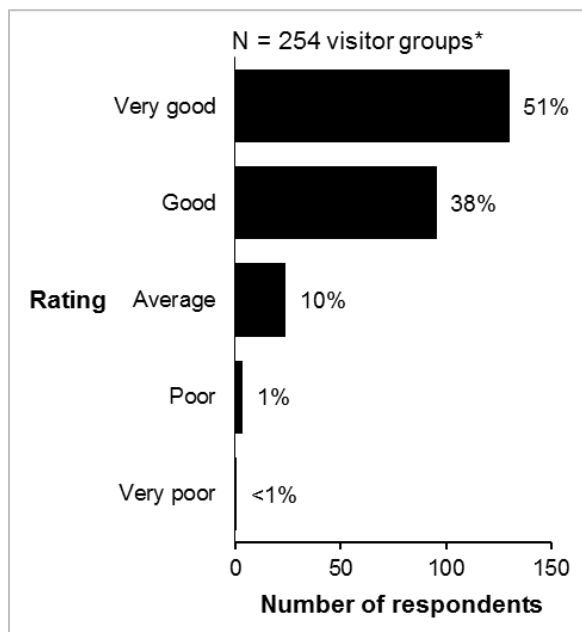


Figure 91. Quality of park map or brochure.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

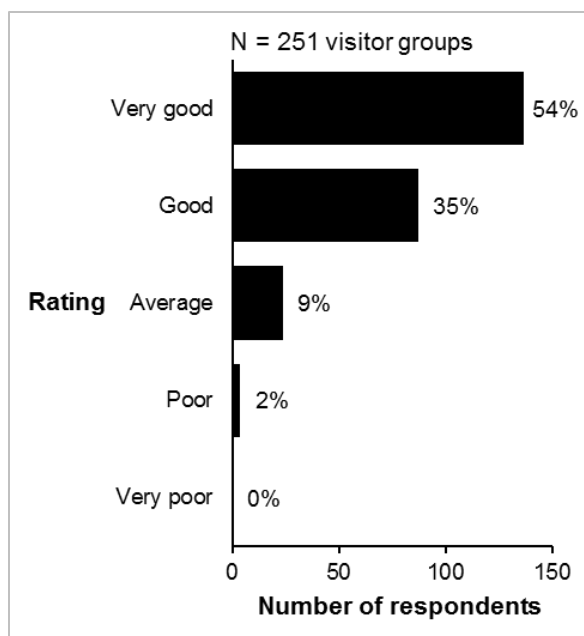


Figure 92. Quality learning about nature, history, or culture.

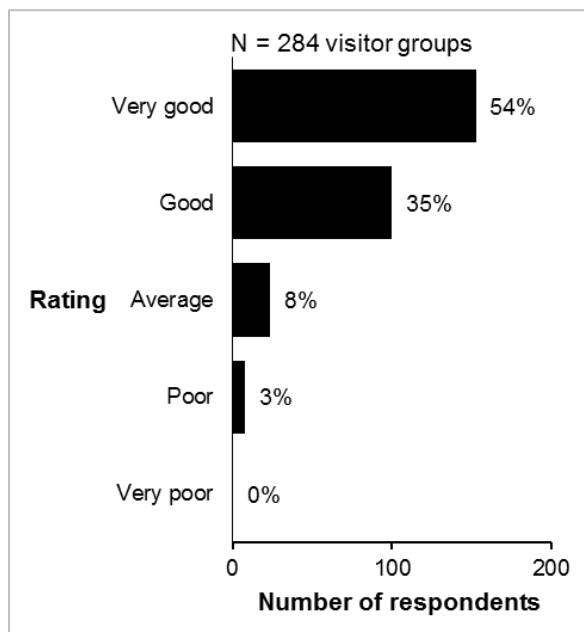


Figure 93. Quality of walkways, trails, and roads.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

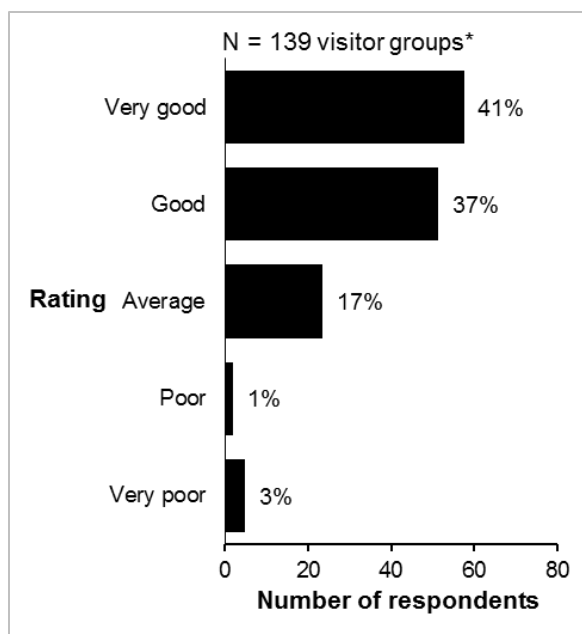


Figure 94. Quality of campgrounds and/or picnic areas.

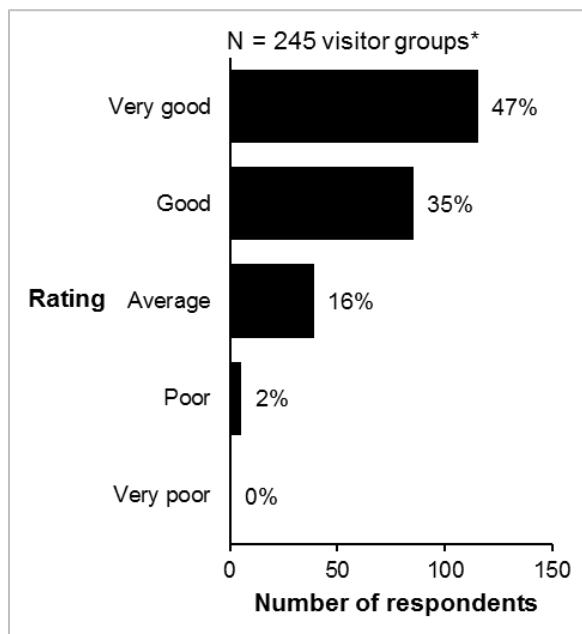


Figure 95. Quality of restrooms.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

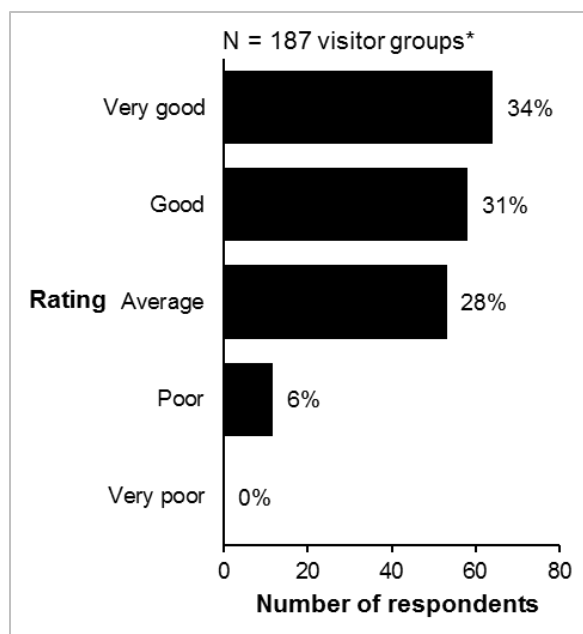


Figure 96. Quality of commercial services in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Services used

Question 22

Please specify services used.

Results (Table 22)

- Table 22 shows the services used by visitor groups. The most frequently mentioned services were:
 - “Gift shop” (mentioned 22 times)
 - “Rangers and park staff” (mentioned 11 times)
 - “Restrooms” (mentioned 11 times)
 - “Other comments” included:
 - “Bicycle stop”
 - “Junior Ranger program”

Table 22. Services used. N = 80 comments. Some visitor groups may have made more than one comment.

Service	Frequency of times mentioned
Gift shop	22
Rangers and park staff	11
Restrooms	11
Maps	9
Visitor center	8
Brochures	4
All services	3
Bookstore	3
Video	2
None	2
Exhibits	2
Other comments	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Overall quality of facilities, services, and recreational opportunities

Question 23

Overall, how would you rate the quality of facilities, services, and recreational opportunities in San Antonio Missions NHP?

Results (Figure 97)

- 65% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as “very good”.
- 32% of visitor groups gave an overall rating of “good”.

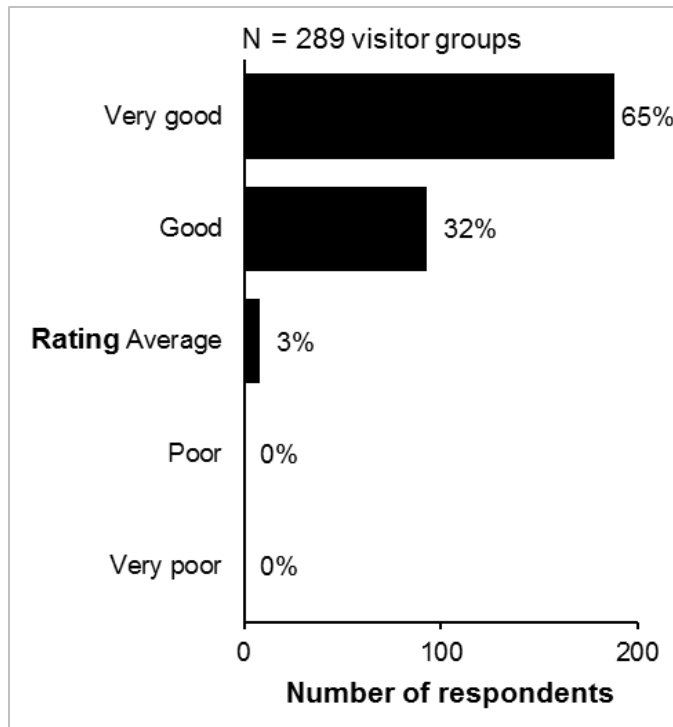


Figure 97. Overall rating of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Opinion of national significance of park

Question 24

This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

Results (Table 23)

- Table 23 shows what visitor groups believed the national significance of San Antonio Missions NHP to be. The items most frequently mentioned were:
 - “American history” (mentioned 79 times)
 - “Religious mission” (mentioned 50 times)
 - “Early settlement of San Antonio” (mentioned 50 times)

Table 23. Opinions of national significance of park. N = 376 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
American history	79
Religious mission	50
Early settlement of San Antonio	50
History of Texas	44
Spanish colonization	41
Culture of Texas	26
Native Americans	23
American culture	12
Preserve for future generations	10
Education	6
American values	5
Outdoor recreation	4
Religious history	2
Other comments	21

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor Comments

Additional comments

Question 40

Is there anything else you would like to tell us about San Antonio Missions NHP's facilities, services, or recreational opportunities?

Results (Table 24)

- Table 24 shows additional comments from visitor groups. Many comments were positive:
 - “Enjoyed visit” (mentioned 28 times)
 - “Loved it” (mentioned 19 times)
 - “Thank you” (mentioned 16 times)

Table 24. Additional comments about facilities, services, or recreational opportunities. N = 180 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Personnel	Staff friendly and helpful	6
Policies/Management	Should be advertised and promoted more	6
	Thanks for keeping it free	1
	Other comments	10
Interpretive and Information Services	More guided tours	3
	More exhibits on daily life	1
	Enjoyed learning about history	1
	More information	1
	Other comments	7
Facilities and Maintenance	Good condition	7
	Enjoyed trails	3
	More landscaping maintenance	2
	Road closures	2
	More water and food available	2
	Other comments	11

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 24 (continued). Additional comments about facilities, services, or recreational opportunities. N = 180 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
General Comments	Enjoyed visit	28
	Loved it	19
	Thank you	16
	No	12
	Will return	10
	Keep up the good work	9
	Visit often	3
	Beautiful	2
	Survey too long	2
	Will recommend to others	2
	Other comments	14

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

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Appendix 1. Descriptive Statistics

Table 25 shows the mean, median, and standard deviation for those variables for which measures of central tendency can be computed.

Table 25. Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q01	Number of adults in group	293	2.03	2	1.32
Q01	Number of children in group	73	1.93	2	1.16
Q01	Group size	293	2.49	2	1.71
Q03	Number of people per vehicle	151	2.62	2	1.34
Q04	Number of hours traveled to get from home to park	274	6.84	3.25	16.21
Q04	Number of miles traveled to get from home to park	249	603.86	200	1,018.64
Q05	Number of days entering/reentering the park	284	1.24	1	0.67
Q06	Number of hours in the park	266	3.37	3	1.87
Q06	Number of days in the park	43	2.52	2	1.82
Q09	Importance to visit at NPS site	283	2.73	3	1.26
Q09	Importance to visit a World Heritage Site	280	2.70	2.5	1.32
Q09	Importance to spend time with friends/family	275	2.32	2	1.51
Q09	Importance to view wildlife or natural scenery	275	2.48	2	1.23
Q09	Importance to get physical exercise	275	2.73	3	1.37
Q09	Importance to relax	272	2.60	2	1.30
Q09	Importance to learn more about American history and culture	287	1.90	2	0.94

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q09	Importance to learn more about nature	275	3.03	3	1.31
Q09	Importance to attend a special event	242	4.43	5	1.15
Q09	Importance to hear the sounds of nature/quiet	273	3.23	3	1.39
Q09	Importance to experience solitude	270	3.49	4	1.43
Q09	Importance to be outdoors	275	2.48	2	1.36
Q09	Importance to view dark night sky/stars	266	4.33	5	1.16
Q09	Importance of "other"	74	3.54	5	1.82
Q16	Importance of being able to use personal electronic devices to make/receive cell phone call	265	3.45	4	1.51
Q16	Importance of being able to use personal electronic devices to send/receive text message	263	3.43	4	1.49
Q16	Importance of being able to use personal electronic devices to search the internet	263	3.62	4	1.42
Q16	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	265	3.52	4	1.47
Q16	Importance of being able to use personal electronic devices to download an NPS podcast	237	4.51	5	0.99
Q16	Importance of being able to use a personal electronic device to utilize a cell phone tour	242	4.28	5	1.15

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q16	Importance of being able to use personal electronic devices to "other"	58	4.36	5	1.37
Q16	Quality of being able to use personal electronic devices to make/receive cell phone call	149	1.90	2	0.90
Q16	Quality of being able to use personal electronic devices to send/receive text message	149	1.87	2	0.92
Q16	Quality of being able to use personal electronic devices to search the internet	139	1.92	2	0.95
Q16	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	145	2.00	2	0.96
Q16	Quality of being able to use personal electronic devices to download an NPS podcast	65	2.35	2	1.10
Q16	Quality of being able to use a personal electronic device to utilize a cell tour	71	2.39	2	1.10
Q16	Quality of being able to use personal electronic devices to "other"	18	2.52	3	1.35
Q21	San Antonio Missions NHP is a safe place to visit	288	1.42	1	0.60
Q21	San Antonio Missions NHP is too crowded	282	4.14	4	0.85
Q21	Natural resources in San Antonio Missions NHP are in pristine condition	277	2.12	2	0.91
Q21	Vandalism and crime are not a problem in San Antonio Missions NHP	237	2.23	2	0.99

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q21	San Antonio Missions NHP is not accessible to persons with physical disabilities	207	3.90	4	0.81
Q21	Historic and cultural features in San Antonio Missions NHP are well maintained/preserved	285	1.62	2	0.60
Q21	Development of adjacent areas detracts from visitors' experiences at San Antonio Missions NHP	270	3.12	3	1.14
Q22	Quality of visitor center	247	1.44	1	0.63
Q22	Quality of exhibits	278	1.56	1	0.66
Q22	Quality of restrooms	249	1.74	2	0.81
Q22	Quality of walkways, trails, and roads	191	2.08	2	0.94
Q22	Quality of picnic areas	144	1.89	2	0.97
Q22	Quality of assistance from park employees	226	1.61	1	0.79
Q22	Quality of park map or brochure	258	1.62	1	0.74
Q22	Quality of ranger programs	100	1.71	1	0.98
Q22	Quality of commercial services in the park	191	2.08	2	0.94
Q22	Quality of learning about nature, history, or culture	253	1.59	1	0.72
Q22	Quality of outdoor recreation	198	1.68	2	0.81
Q24	Quality of the park overall	289	1.38	1	0.54
Q26	Nights camping outside San Antonio Missions NHP	8	9.23	3	20.75

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q26	Nights lodging outside San Antonio Missions NHP	130	3.51	3	2.39
Q26	Nights in other accommodations	130	3.51	3	2.39
Q26	Total nights in overnight accommodations	161	4.23	3	5.25
Q29	Total length of package tour	4	1.66	2	0.56
Q29	Total cost per person of package tour	4	136.65	195	123.80
Q29	Total number of people on the package tour	4	3.09	3	1.94
Q30	Expenditures on gas and oil	191	47.53	20	87.18
Q30	Expenditures on rental cars	43	270.81	200	251.98
Q30	Expenditures on taxis, shuttles, and public transportation	29	35.07	20	49.57
Q30	Expenditures on restaurants and bars	189	163.02	100	194.31
Q30	Expenditures on groceries and convenience foods	86	73.69	30	152.73
Q30	Expenditures on hotels, motels, resorts	97	481.90	400	361.04
Q30	Expenditures on specialty lodging	18	581.60	423	439.65
Q30	Expenditures on camping fees	9	288.73	200	402.84
Q30	Expenditures on recreation and entertainment expenses	49	129.23	100	198.20
Q30	Expenditures on souvenirs, clothing, supplies, other retail	128	90.19	50	152.77

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q30	Expenditures on equipment rental	12	104.80	50	130.87
Q30	Expenditures on guides and tours	37	97.06	50	326.05
Q30	Expenditures on other	18	71.69	18.5	134.20
Q30	Total expenditures in park and nearby area	208	617.10	354	841.65
Q31	Expenditures outside the area	78	404.04	200	627.02
Q32	Adults covered by expenses	241	2.04	2	1.11
Q32	Children covered by expenses	64	2.07	2	1.75
Q32	Visitors covered by expenses	242	2.55	2	1.93
Q32	Visitors who split expenses	174	1.91	2	1.22
Q33	Current age: respondent	283	50.65	51	13.58
Q33	San Antonio Missions NHP visits past 12 months: respondent	274	5.21	1	19.11
Q33	NPS site visits past 12 months: respondent	249	4.29	1	16.87
Q33	Current age: all group members	733	43.45	48	20.27
Q33	San Antonio Missions NHP: all group members	697	3.35	1	13.34
Q33	NPS site visits past 12 months: all group members	625	3.15	1	11.71

Appendix 2. The Questionnaire



Social Science Program
National Park Service
U.S. Department of the Interior

San Antonio Missions National Historical Park

Visitor Study



2016

Paperwork Reduction and Privacy Act Statements: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 USC 5931 §201. We will use this information to evaluate visitor services and facilities managed by the National Park Service. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

Burden Estimate: We estimate that it will take an average of 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, DC 20240



Summer, 2016

Dear National Park Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to the National Park System. This information will assist us in our efforts to better manage this park and to serve you.

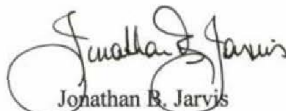
This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.

When your visit is over, the adult in your group who will have the next birthday should complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal Service mailbox.

If you have any questions, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

We appreciate your help.

Sincerely,


Jonathan B. Jarvis
Director

RETURN PROCEDURE

At the end of your visit:

1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.
2. For questions that use circles (O), please mark your answer by filling in the circle with ***black or blue ink***. Please do not use pencil.

Like this:  Not like this:    

3. Seal it in the postage-paid envelope provided.
4. Drop it in a U.S. Postal Service mailbox.

DIRECTIONS

Please have the adult in your group (at least 18 years old) having the next birthday complete this questionnaire.

In this questionnaire, your **personal group** is defined as you and anyone with whom you visited San Antonio Missions National Historical Park on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to San Antonio Missions National Historical Park (NHP) on the day you were contacted for this survey?

_____ Number of adults (18 years or older)

_____ Number of children (under 18 years)

2. What type of group were you with, during your visit to San Antonio Missions NHP on the day you were contacted for this survey? Please mark (●) **one**.
 - ☐ Alone
 - ☐ Friends
 - ☐ Family
 - ☐ Family and friends
 - ☐ Other (Please specify) _____

3. Please indicate all of the forms of transportation you personally used to travel from your home to San Antonio Missions NHP, on this trip. Please mark (●) **all that apply**.

- ☐ Car, truck, or SUV (Number of people in vehicle, including you) _____
- ☐ Recreational vehicle or motorhome
- ☐ Airplane
- ☐ Tour bus or tour van
- ☐ City bus or subway
- ☐ Train or long-distance passenger bus
- ☐ Water-based transportation (Please mark (●) **all that apply**.)
 - ☐ Cruise ship
 - ☐ Ferry
 - ☐ Tour boat
 - ☐ Other water-based mode (Please specify) _____
- ☐ Bicycle
- ☐ Walk/hike
- ☐ Other (Please specify) _____

4. Approximately how many hours and miles from home did you travel one way to get to San Antonio Missions NHP on this trip?

_____ Number of hours

AND

_____ Number of miles

5. On how many days during this trip did you enter or re-enter San Antonio Missions NHP? If you were on a day trip and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

_____ Number of days entering or re-entering San Antonio Missions NHP

OR

- ☐ Don't know/Not sure

6. On this trip, how much total time did you spend within San Antonio Missions NHP?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

7. Prior to this trip, how did you obtain information about San Antonio Missions NHP? Please mark (●) **all that apply**.

- ☐ Did not obtain information prior to this visit
- ☐ Previous visits
- ☐ Friends/relatives/word of mouth
- ☐ Inquiry to park via phone, mail, or email
- ☐ San Antonio Missions NHP website (nps.gov/saan)
- ☐ Other website (Please specify) _____
- ☐ Local businesses (hotels, motels, restaurants, etc.)
- ☐ Maps/brochures
- ☐ Newspaper/magazine articles
- ☐ Other units of the National Park System (NPS)
- ☐ School class/program
- ☐ Social media (such as Facebook, Twitter, etc.)
- ☐ State welcome center/visitors bureau/chamber of commerce
- ☐ Television/radio programs/DVDs
- ☐ Travel guides/tour books (such as AAA, etc.)
- ☐ Other (Please specify) _____

8. Did you have the information about San Antonio Missions NHP you needed on this trip? Please mark (●) **one**.

- ☐ Yes
- ☐ No (Please specify information you needed but didn't have on this trip.)

9. How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark (●) **one for each row**.

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at All Important
To visit a National Park Service site	☐	☐	☐	☐	☐
To visit a World Heritage Site	☐	☐	☐	☐	☐
To spend time with friends/family	☐	☐	☐	☐	☐
To view wildlife or natural scenery	☐	☐	☐	☐	☐
To get physical exercise	☐	☐	☐	☐	☐
To relax	☐	☐	☐	☐	☐
To learn more about American history and culture	☐	☐	☐	☐	☐
To learn more about nature	☐	☐	☐	☐	☐
To attend a special event (Please specify) _____	☐	☐	☐	☐	☐
To hear the sounds of nature/quiet	☐	☐	☐	☐	☐
To experience solitude	☐	☐	☐	☐	☐
To be outdoors	☐	☐	☐	☐	☐
To view dark night sky/stars	☐	☐	☐	☐	☐
Other (Please specify) _____	☐	☐	☐	☐	☐

10. Of the reasons listed in Question 9, which was the most important reason for you to visit San Antonio Missions NHP on this trip?

C. Park Activities, Programs, and Services

11. On this trip, in which of the following activities did you personally participate within San Antonio Missions NHP? Please mark (•) **all that apply**.
- ☐ Viewing wildlife, natural features, scenery, wildflowers, etc.
 - ☐ Creative arts (photography/drawing/painting/writing)
 - ☐ Visiting a cultural or historic site
 - ☐ Nature study
 - ☐ Driving for pleasure
 - ☐ Walking/short hike (less than 1 hour)
 - ☐ Day hiking (1 hour or more)
 - ☐ Bicycling
 - ☐ Running/jogging
 - ☐ Fishing
 - ☐ Non-motorized water travel (kayaking, canoeing, etc.)
Please specify: _____
 - ☐ Family gathering/reunion
 - ☐ Picnicking
 - ☐ Foraging/collecting edibles (e.g., mushrooms, truffles)
 - ☐ Other (Please specify) _____
 - ☐ Other (Please specify) _____
12. Of the activities listed in Question 11, which was your primary activity during your visit to San Antonio Missions NHP on the day you were contacted for this survey?
- _____
- OR**
- ☐ I did not have a primary activity on this trip to San Antonio Missions NHP.

13. On this trip, in which of the following programs and services did you personally participate within San Antonio Missions NHP? Please mark (●) **all that apply**.
- ☐ Attending a ranger-led activity, such as a tour or talk
 - ☐ Talking informally with a ranger
 - ☐ Viewing outdoor exhibits
 - ☐ Viewing indoor exhibits
 - ☐ Attending a cultural demonstration or performance
 - ☐ Reading the park brochure or newspaper
 - ☐ Going to the Visitor Center
 - ☐ Watching movies or videos about the park
 - ☐ Participating with a child in your group in the Junior Ranger program
 - ☐ Obtaining National Park passport stamp
 - ☐ Listening to an audio tour or podcast
 - ☐ Using a smart phone app specific to San Antonio Missions NHP
 - ☐ Using a cell phone tour specific to San Antonio Missions NHP
 - ☐ Other (Please specify) _____
14. On this visit to San Antonio Missions NHP, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? Please mark (●) **one**.
- ☐ Yes (Please specify subjects you learned about.)

 - ☐ No
15. If you were to visit San Antonio Missions NHP in the future, are there specific subjects you would like to learn about? Please mark (●) **one**.
- ☐ Yes (Please specify subjects you would like to learn about.)

 - ☐ No

16. How important to you was it during your visit to San Antonio Missions NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in San Antonio Missions NHP required to do each? For each item, please mark (●) **one for importance and one for quality of service needed.**

	IMPORTANCE					QUALITY OF SERVICE REQUIRED					
	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important	Very Good	Good	Average	Poor	No Service At All	Not Applicable
Make/receive cell phone call	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Send/receive text message	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Search the internet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Share pics/videos/audio via social media (Facebook, Twitter, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Download an NPS podcast	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Utilize cell phone tour	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

17. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to San Antonio Missions NHP? Please mark (●) **one**.

☐ Yes

☐ No → **Go to Question 18**

- b) If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

- c) Because of the physical condition, which specified difficulties did the person(s) have? Please mark (●) **all that apply**.

☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)

☐ Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)

☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

☐ Other (Please specify) _____

18. What did you like most about your visit to San Antonio Missions NHP?

19. What did you like least about your visit to San Antonio Missions NHP?

20. Did your visit to San Antonio Missions NHP, on this trip, meet your expectations? Please mark (●) **one**.

- ☐ Yes
- ☐ Not entirely (Please explain)

- ☐ Not at all (Please explain)

D. Park Management

21. To what extent do you agree or disagree with each of the following statements? Please mark (●) **one for each row.**

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know / Not Sure
San Antonio Missions NHP is a safe place to visit	☐	☐	☐	☐	☐	☐
San Antonio Missions NHP is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in San Antonio Missions NHP are in pristine condition	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem in San Antonio Missions NHP	☐	☐	☐	☐	☐	☐
San Antonio Missions NHP is not accessible to persons with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in San Antonio Missions NHP are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experiences at San Antonio Missions NHP	☐	☐	☐	☐	☐	☐

22. How would you rate the quality of the facilities, services, and recreational opportunities in San Antonio Missions NHP? Please mark (●) **one** for each row.

	Very Good	Good	Average	Poor	Very Poor	Not Used or Not Available
Park Facilities						
Visitor center	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Walkways, trails, and roads	☐	☐	☐	☐	☐	☐
Picnic areas	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park employees	☐	☐	☐	☐	☐	☐
Park map or brochure	☐	☐	☐	☐	☐	☐
Ranger programs	☐	☐	☐	☐	☐	☐
Commercial services in the park (gifts, bookstore, etc.)	☐	☐	☐	☐	☐	☐
Please specify services used: _____						
Recreational Opportunities						
Learning about nature, history, or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, bicycling, birding, hiking, etc.)	☐	☐	☐	☐	☐	☐

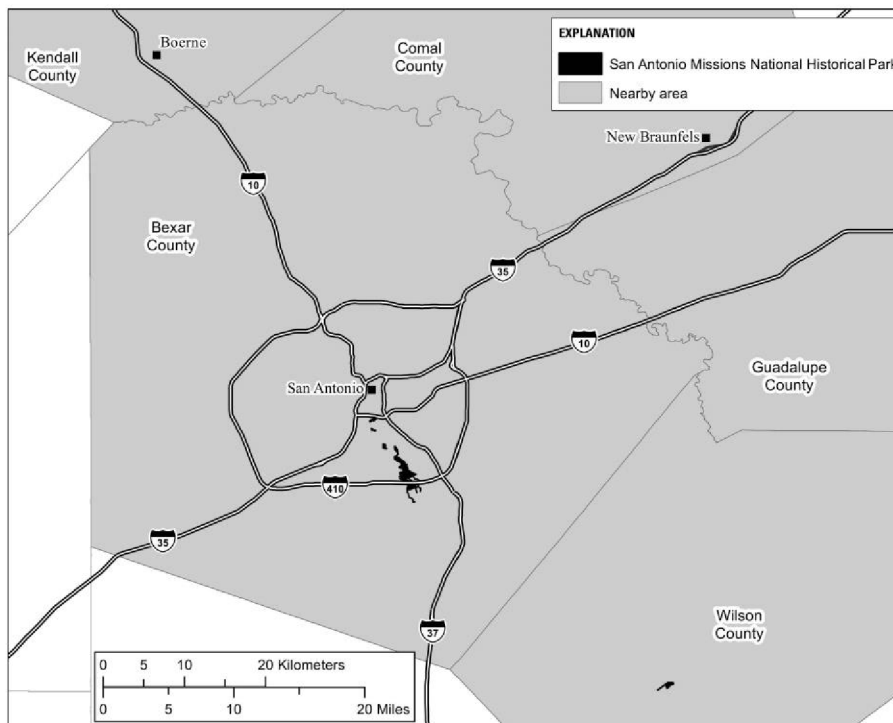
23. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in San Antonio Missions NHP? Please mark (●) **one**.

- ☐ Very good
☐ Good
☐ Average
☐ Poor
☐ Very poor

24. This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

E. Expenditures

Please refer to the map when answering the questions in this section.



25. Do you live within the nearby area (within the shaded area shown on the map)? Please mark (●) **one**.
- ☐ Yes
- ☐ No

26. a) On this trip to San Antonio Missions NHP and the nearby area, did you stay overnight away from your permanent residence within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.

- ☐ Yes
☐ No → Go to Question 27

- b) If **YES**, please list the number of nights you stayed in the nearby area (within the shaded area of the map on p.12) on this trip.

Accommodation	Number of Nights
Camping in nearby area	_____
Lodging in nearby area	_____
Other accommodations (e.g., friends/relatives)	_____

27. Was this trip to San Antonio Missions NHP? Please mark (●) **one**.

- ☐ Your primary or sole purpose of your trip away from home?
☐ One of several equally important destinations on your trip away from home?
 → Was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.
 ☐ Yes
 ☐ No
☐ Just an incidental or spur of the moment stop on your trip away from home?
 → Was your primary destination located within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.
 ☐ Yes
 ☐ No

28. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.
- ☐ Yes (Please specify)
- _____
- _____
- _____
- ☐ No
29. a) Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?
- ☐ Yes
- ☐ No → **Go to Question 30**
- b) What was the total length of your package tour(s)? #_____days
- c) What was the total cost per person for the package tour(s)?
- \$_____per person
- d) How many people in your personal group were on the package tour(s)?
- #_____people

- e) Which of the following were included in the package tour(s) as part of your visit to San Antonio Missions NHP and the nearby area (within the shaded area of the map on p.12)? Please mark (●) **all** that apply.

	Items included in your package tour(s) as part of your visit to San Antonio Missions NHP and nearby area
Local air transportation	☐
Local ground transportation	☐
Local water transportation	☐
Local lodging	☐
Meals	☐
Guide services	☐
Fees (e.g., fishing licenses)	☐
Gear (e.g., camping equipment, bikes, kayaks)	☐
Admission to events or attractions	☐
Other (Please specify)	☐

30. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside San Antonio Missions NHP and within the nearby area (within the shaded area of the map on p.12) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

If you no longer have your receipts, estimate as closely as you can how much you and your group spent. Please enter 0 (zero) if you did not spend any money in a particular category.

Note: Residents living within the highlighted area of the map should only include expenditures that were directly related to this trip to San Antonio Missions NHP.

Expenses	Amount spent in San Antonio Missions NHP and nearby area
Gas and oil (e.g., auto, RV, boat, etc.)	\$ _____
Rental cars	\$ _____
Taxis, shuttles, and public transportation	\$ _____
Restaurants and bars	\$ _____
Groceries and convenience foods	\$ _____
Hotels, motels, resorts	\$ _____
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)	\$ _____
Camping fees (tent, RV)	\$ _____
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)	\$ _____
Souvenirs, clothing, supplies, other retail	\$ _____
Equipment rental	\$ _____
Guides and tour fees	\$ _____
Other (Please list) _____	\$ _____

OR

☐ Don't know/Not sure

31. For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).
- \$ _____
- OR**
- ☐ Don't know/Not sure
32. a) Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?
- _____ Number of adults (18 years or over)
- _____ Number of children (under 18 years)
- b) Including yourself, how many people in your group split these trip expenses?
- _____ Number of people

F. Background

33. For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide the following information. (If you don't know the answer, enter "DK.")

	Current Age	U.S. ZIP code or name of country other than U.S.	Number of visits to San Antonio Missions NHP in last 12 months,	Number of visits to other NPS sites in the last 12 months
Yourself				
Member #2				
Member #3				
Member #4				
Member #5				
Member #6				
Member #7				

34. For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide the following information. Please mark (●) **one for each group member, including yourself, for gender and Hispanic or Latino.** (If you don't know the answer, mark (●) "Don't know.")

Additional members of your personal group

	Yourself	#2	#3	#4	#5	#6	#7
Male	☐	☐	☐	☐	☐	☐	☐
Female	☐	☐	☐	☐	☐	☐	☐
Hispanic or Latino	☐	☐	☐	☐	☐	☐	☐
Not Hispanic or Latino	☐	☐	☐	☐	☐	☐	☐
Don't know	☐	☐	☐	☐	☐	☐	☐

35. For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, please provide the following information. Please mark (●) **one or more for each group member, including yourself.** (If you don't know the answer, mark (●) "Don't know.")

	Yourself	#2	#3	#4	#5	#6	#7
American Indian or Alaska Native	☐	☐	☐	☐	☐	☐	☐
Asian	☐	☐	☐	☐	☐	☐	☐
Black or African American	☐	☐	☐	☐	☐	☐	☐
Native Hawaiian or other Pacific Islander	☐	☐	☐	☐	☐	☐	☐
White	☐	☐	☐	☐	☐	☐	☐
Don't know	—	☐	☐	☐	☐	☐	☐

36. For your personal group during your visit to San Antonio Missions NHP on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group? Please mark (●) **one for each group member, including yourself.** (If you don't know the answer, mark (●) "Don't know.")

	Yourself	#2	#3	#4	#5	#6	#7
Less than high school	☐	☐	☐	☐	☐	☐	☐
Some high school	☐	☐	☐	☐	☐	☐	☐
High school graduate or GED	☐	☐	☐	☐	☐	☐	☐
Some college, business, or trade school	☐	☐	☐	☐	☐	☐	☐
College, business, or trade school graduate	☐	☐	☐	☐	☐	☐	☐
Some graduate school	☐	☐	☐	☐	☐	☐	☐
Master's, doctoral, or professional degree	☐	☐	☐	☐	☐	☐	☐
Don't know	—	☐	☐	☐	☐	☐	☐

37. Which category best represents your annual household income? Please mark (●) **one**.

- ☐ Less than \$24,999
☐ \$25,000-\$34,999
☐ \$35,000-\$49,999
☐ \$50,000-\$74,999
☐ \$75,000-\$99,999
☐ \$100,000-\$149,999
☐ \$150,000-\$199,999
☐ \$200,000 or more
☐ Do not wish to answer

38. Including yourself, how many people are in your household?

_____ Number of people

39. When visiting an area such as San Antonio Missions NHP, what language do you personally prefer to use? Please mark (●) **one for speaking and one for reading**.

	Speaking	Reading
English	☐	☐
Spanish	☐	☐
Other (Please specify) _____	☐	☐

40. Is there anything else you would like to tell us about San Antonio Missions NHP's facilities, services, or recreational opportunities?

Thank you for your help!

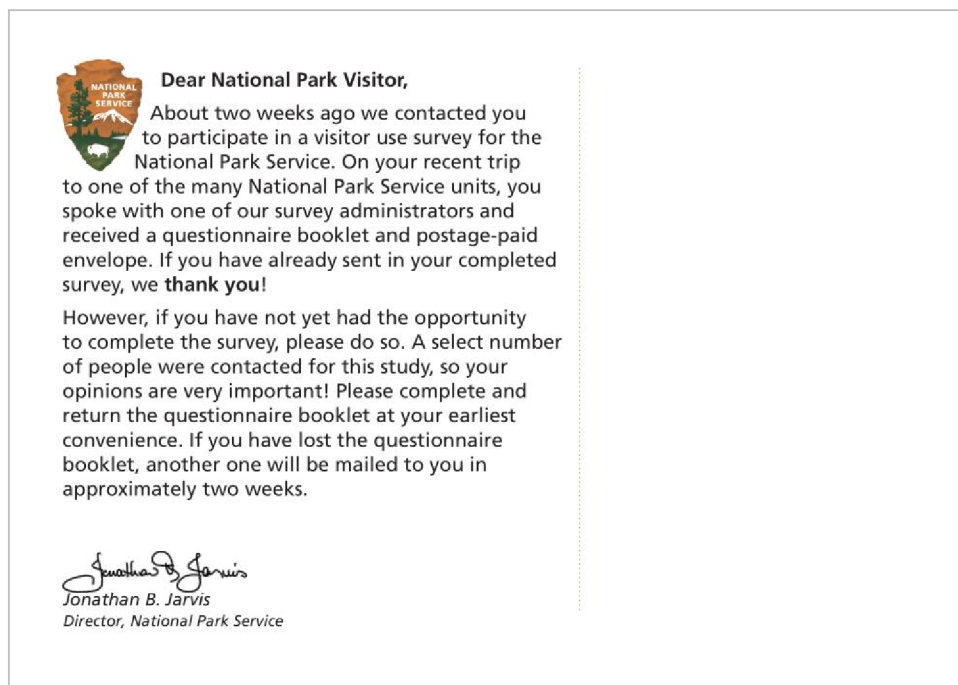
**Please place the questionnaire in the
envelope provided and drop it in any U.S.
Postal Service mailbox.**

SURVEY ID NUMBER:



Appendix 3. The Thank You/Reminder Postcard

Postcard mailed to respondents with United States addresses



Postcard mailed to respondents with international addresses



Dear National Park Visitor,

About two weeks ago we contacted you to participate in a visitor use survey for the National Park Service. On your recent trip to one of the many National Park Service units, you spoke with one of our survey administrators and received a questionnaire booklet and postage-paid envelope. If you have already sent in your completed survey, we **thank you!**

However, if you have not yet had the opportunity to complete the survey, please do so. A select number of people were contacted for this study, so your opinions are very important! Please complete and return the questionnaire booklet at your earliest convenience. If you have lost the questionnaire booklet or need additional postage to mail it to the US, another booklet will be mailed to you in approximately two weeks and will include a return envelope with international postage.

Thank you,

The National Park Service

Appendix 4. The Replacement Mailing Cover Letter



UNITED STATES DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

1849 C. Street, N.W.
Washington, DC 20240



Dear [Name],

About a month ago, on your recent trip to one of the many National Park Service units, we asked you to participate in a visitor survey for the National Park Service. The National Park Service would like to thank you for agreeing to participate in this visitor study. We selected only a small number of visitors to participate in this study; therefore, the return of each questionnaire is very important. The information you provide will help us better manage the National Park Service, and better serve you, our visitor.

If you have already returned your questionnaire, we would like to thank you. However, if you have not, we are asking you to please return it by mail today. Since we have not received yours as of the date we mailed this letter, we have included a replacement questionnaire for your convenience, along with a postage paid envelope.

If you have any questions regarding your questionnaire, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

Thank you for your help with this important study. Your opinions matter, and we appreciate you sharing them with us. They will help us improve the management of the National Park Service.

Sincerely,

Jonathan B. Jarvis
Director
National Park Service

Appendix 5. Tabular Unweighted and Weighted Results

Table 26. Unweighted and weighted results, Question 1, Group size.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	38	13%	9%
4	36	12%	12%
3	38	13%	13%
2	133	46%	45%
1	45	16%	22%
Total	290	–	–

Table 27. Unweighted and weighted results, Question 1, Number of adults in group.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	12	4%	2%
4	29	10%	5%
3	28	10%	9%
2	169	58%	57%
1	52	18%	27%
Total	290	–	–

Table 28. Unweighted and weighted results, Question 1, Number of children in group.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	0	0%	0%
4	0	0%	0%
3	0	0%	0%
2	39	13%	9%
1	36	12%	10%
0	217	74%	75%
Total	292	–	–

Table 29. Unweighted and weighted results, Question 2, Group type.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Family	181	62%	57%
Alone	47	16%	23%
Friends	39	13%	13%
Family and friends	16	6%	4%
Other	7	2%	3%
Total	290	—	—

Table 30. Unweighted and weighted results, Question 33, Age.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
85+	3	<1%	<1%
80-84	5	<1%	<1%
75-79	12	2%	2%
70-74	34	5%	4%
65-69	62	8%	8%
60-64	77	11%	11%
55-59	62	8%	7%
50-54	87	12%	14%
45-49	65	9%	9%
40-44	49	7%	7%
35-39	41	6%	5%
30-34	48	7%	5%
25-29	34	5%	5%
20-24	21	3%	2%
15-19	38	5%	5%
Under 15	95	13%	14%
Total	733	—	—

Table 31. Unweighted and weighted results, Question 34, Gender.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Male	335	46%	45%
Female	399	54%	55%
Total	734	–	–

Table 32. Unweighted and weighted results, Question 34, Hispanic or Latino.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Hispanic or Latino	157	24%	23%
Not Hispanic or Latino	498	76%	77%
Total	655	–	–

Table 33. Unweighted and weighted results, Question 35, Race.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
White	580	89%	91%
Asian	39	6%	5%
American Indian or Alaska Native	13	2%	<1%
Black or African American	11	2%	1%
Native Hawaiian or other Pacific Islander	11	2%	2%

Table 34. Unweighted and weighted results, Question 39, Speaking language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	272	96%	97%
Spanish	11	4%	3%
Other	0	0%	0%
Total	283	–	–

Table 35. Unweighted and weighted results, Question 39, Reading language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	260	97%	98%
Spanish	9	3%	2%
Other	0	0%	0%
Total	269	–	–

Table 36. Unweighted and weighted results, Question 25, Live within the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	96	33%	34%
No	191	67%	66%
Total	287	–	–

Table 37. Unweighted and weighted results, Question 36, Highest level of formal education completed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Master's, doctoral, or professional degree	177	22%	24%
Some graduate school	46	6%	6%
College, business, or trade school graduate	208	26%	28%
Some college, business, or trade school	120	15%	16%
High school graduate or GED	65	8%	7%
Some high school	48	6%	4%
Less than high school	132	17%	14%
Total	796	–	–

Table 38. Unweighted and weighted results, Question 37, Household income.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$200,000 or more	18	6%	8%
\$150,000-\$199,999	22	8%	8%
\$100,000-\$149,999	59	21%	28%
\$75,000-\$99,999	39	14%	18%
\$50,000-\$74,999	48	17%	18%
\$35,000-\$49,999	23	8%	9%
\$25,000-\$34,999	13	5%	6%
Less than \$24,999	11	4%	5%
Do not wish to answer	50	18%	19%
Total	283	–	–

Table 39. Unweighted and weighted results, Question 38, Household size.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	22	8%	7%
4	50	18%	21%
3	42	15%	14%
2	132	47%	43%
1	33	12%	15%
Total	279	–	–

Table 40. Unweighted and weighted results, Question 33, Number of visits to park in last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	48	8%	10%
4	8	1%	2%
3	30	5%	6%
2	76	13%	13%

Table 40 (continued). Unweighted and weighted results, Question 33, Number of visits to park in last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
1	446	73%	70%
Total	608	–	–

Table 41. Unweighted and weighted results, Question 33, Number of visits to other NPS sites in the last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	97	16%	16%
4	42	7%	6%
3	45	7%	8%
2	70	11%	11%
1	114	18%	17%
0	256	41%	43%
Total	624	–	–

Table 42. Unweighted and weighted results, Question 7, Obtained information.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	263	90%	91%
No	29	10%	9%
Total	292	–	–

Table 43. Unweighted and weighted results, Question 7, Information sources.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Previous visits	118	40%	40%
Park website	102	35%	33%
Friends/relatives/word or mouth	81	28%	27%
Maps/brochures	66	23%	22%
Other website	34	12%	12%
Travel guides/tour books	31	11%	11%
Government centers	13	4%	6%
Local businesses	16	5%	4%
Social Media	14	5%	4%
Newspaper/magazine articles	10	3%	3%
School class/program	8	3%	2%
Park via phone, mail, or email	7	2%	2%
TV/radio/DVD	6	2%	1%
Other NPS units	5	2%	9%
Other	20	7%	6%

Table 44. Unweighted and weighted results, Question 8, Had information needed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	263	91%	92%
No	27	9%	8%
Total	290	–	–

Table 45. Unweighted and weighted results, Question 3, Form of transportation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Car, truck or SUV	265	91%	88%
Airplane	68	23%	26%
Bicycle	27	9%	13%
Walk/hike	21	7%	7%
City bus or subway	14	5%	7%
Tour bus or tour van	10	3%	3%
Recreational vehicle or motorhome	6	2%	2%
Train or long-distance passenger bus	3	1%	1%
Water-based transport	0	0%	0%
Other	2	<1%	1%

Table 46. Unweighted and weighted results, Question 3, Number of passengers.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	12	8%	5%
4	23	15%	15%
3	29	19%	18%
2	74	49%	51%
1	13	9%	10%
Total	151	–	–

Table 47. Unweighted and weighted results, Question 3, Form of water transportation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Ferry	0	0%	0%
Cruise ship	0	0%	0%
Tour boat	0	0%	0%
Other water-based mode	0	0%	0%

Table 48. Unweighted and weighted results, Question 4, Number of hours traveled.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
25 or more	14	5%	5%
19-24	12	4%	4%
13-18	14	5%	6%
7-12	36	13%	16%
Up to 6	197	72%	69%
Total	273	—	—

Table 49. Unweighted and weighted results, Question 4, Number of miles traveled.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
1,251 or more	43	17%	17%
1,001-1,250	11	4%	6%
751-1,000	19	8%	9%
501-750	8	3%	4%
251-500	21	8%	7%
Up to 250	148	59%	57%
Total	250	—	—

Table 50. Unweighted and weighted results, Question 27, Purpose of trip to San Antonio Missions NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Primary or sole purpose of trip	77	28%	27%
One of several equally important destinations	146	53%	51%
An incidental or spur of the moment stop	54	19%	22%
Total	277	—	—

Table 51. Unweighted and weighted results, Question 27, Other equally important destinations located within nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	135	85%	87%
No	24	15%	13%
Total	159	–	–

Table 52. Unweighted and weighted results, Question 27, Primary destination located within the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	88	68%	70%
No	41	32%	30%
Total	129	–	–

Table 53. Unweighted and weighted results, Question 9, Summary of Important reasons for visiting San Antonio Missions NHP on this trip, sum of Extremely Important and Very Important responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Learn more about American history/culture	229	80%	79%
Spend time with friends/family	208	76%	70%
Be outdoors	151	55%	55%
View wildlife or natural scenery	151	55%	55%
Visit a World Heritage Site	143	51%	50%
Relax	136	50%	49%
Visit an NPS site	137	48%	47%
Get physical exercise	126	46%	46%
Learn more about nature	91	33%	33%
Hear the sounds of nature/quiet	85	31%	32%
Experience solitude	69	26%	27%
View dark night sky/stars	29	11%	9%

Table 53 (continued). Unweighted and weighted results, Question 9, Summary of Important reasons for visiting San Antonio Missions NHP on this trip, sum of Extremely Important and Very Important responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Attend a special event	22	9%	9%
Other	28	38%	40%

Table 54. Unweighted and weighted results, Question 9, Importance of viewing wildlife or natural scenery.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	66	24%	24%
Very Important	85	31%	31%
Moderately Important	76	28%	27%
Slightly Important	23	8%	7%
Not at All Important	25	9%	11%
Total	275	–	–

Table 55. Unweighted and weighted results, Question 9, Importance of learning more about nature.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	41	15%	17%
Very Important	50	18%	15%
Moderately Important	81	29%	28%
Slightly Important	63	23%	23%
Not at All Important	40	15%	16%
Total	275	–	–

Table 56. Unweighted and weighted results, Question 9, Importance of spending time with friends/family.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	117	43%	40%
Very Important	91	33%	30%
Moderately Important	24	9%	7%
Slightly Important	8	3%	3%
Not at All Important	35	13%	20%
Total	275	–	–

Table 57. Unweighted and weighted results, Question 9, Importance of being outdoors.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	76	28%	30%
Very Important	75	27%	25%
Moderately Important	64	23%	21%
Slightly Important	29	11%	12%
Not at All Important	31	11%	12%
Total	275	–	–

Table 58. Unweighted and weighted results, Question 9, Importance of hearing the sounds of nature/quiet.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	39	14%	14%
Very Important	46	17%	18%
Moderately Important	67	25%	23%
Slightly Important	55	20%	18%
Not at All Important	66	24%	26%
Total	273	–	–

Table 59. Unweighted and weighted results, Question 9, Importance of relaxing.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	61	22%	25%
Very Important	75	28%	25%
Moderately Important	81	30%	27%
Slightly Important	26	10%	11%
Not at All Important	29	11%	13%
Total	272	–	–

Table 60. Unweighted and weighted results, Question 9, Importance of visiting an NPS site.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	60	21%	20%
Very Important	77	27%	26%
Moderately Important	72	25%	27%
Slightly Important	40	14%	16%
Not at All Important	34	12%	12%
Total	283	–	–

Table 61. Unweighted and weighted results, Question 9, Importance of learning more about American history and culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	115	40%	41%
Very Important	114	40%	38%
Moderately Important	38	13%	14%
Slightly Important	14	5%	6%
Not at All Important	6	2%	1%
Total	287	–	–

Table 62. Unweighted and weighted results, Question 9, Importance of experiencing solitude.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	35	13%	14%
Very Important	34	13%	13%
Moderately Important	44	16%	16%
Slightly Important	65	24%	22%
Not at All Important	92	34%	35%
Total	270	–	–

Table 63. Unweighted and weighted results, Question 9, Importance of viewing dark night sky/stars.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	17	6%	5%
Very Important	11	4%	4%
Moderately Important	26	10%	11%
Slightly Important	33	12%	11%
Not at All Important	179	67%	69%
Total	266	–	–

Table 64. Unweighted and weighted results, Question 9, Importance of getting physical exercise.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	63	23%	24%
Very Important	63	23%	23%
Moderately Important	69	25%	24%
Slightly Important	38	14%	14%
Not at All Important	42	15%	15%
Total	275	–	–

Table 65. Unweighted and weighted results, Question 9, Importance of attending a special event.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	18	7%	7%
Very Important	4	2%	2%
Moderately Important	18	7%	6%
Slightly Important	27	11%	10%
Not at All Important	175	72%	75%
Total	242	–	–

Table 66. Unweighted and weighted results, Question 9, Importance of visiting a World Heritage Site.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	66	24%	21%
Very Important	77	28%	29%
Moderately Important	58	21%	22%
Slightly Important	38	14%	14%
Not at All Important	41	15%	14%
Total	280	–	–

Table 67. Unweighted and weighted results, Question 10, Most important reason for visiting San Antonio Missions NHP on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
To learn more about American history/culture	114	43%	42%
To spend time with friends/family	43	16%	16%
To visit a World Heritage Site	29	11%	9%
To get physical exercise	21	8%	8%
To visit a National Park Service site	15	6%	6%
Spiritual/religious reasons	6	2%	4%

Table 67 (continued). Unweighted and weighted results, Question 10, Most important reason for visiting San Antonio Missions NHP on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
To view wildlife/natural scenery	5	2%	2%
To relax	4	1%	2%
To attend a special event	2	<1%	1%
To be outdoors	4	1%	1%
To experience solitude	0	0%	0%
To learn more about nature	0	0%	0%
To hear the sounds of nature/quiet	0	0%	0%
To view dark night sky/stars	0	0%	0%
Other	24	9%	9%
Total	267	—	—

Table 68. Unweighted and weighted results, Question 6, Number of hours in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	67	26%	22%
4	58	23%	23%
3	51	20%	22%
2	46	18%	20%
Up to 1	35	14%	13%
Total	257	—	—

Table 69. Unweighted and weighted results, Question 6, Number of days in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	2	5%	17%
4	2	5%	4%
3	6	14%	14%

Table 69 (continued). Unweighted and weighted results, Question 6, Number of days in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
2	21	50%	43%
1	11	26%	22%
Total	42	–	–

Table 70. Unweighted and weighted results, Question 5, Number of days enter/re-enter park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	1	<1%	<1%
4	4	1%	2%
3	8	3%	2%
2	33	12%	12%
1	236	84%	83%
Total	282	–	–

Table 71. Unweighted and weighted results, Question 26, Stay overnight.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	167	59%	60%
No	118	41%	40%
Total	285	–	–

Table 72. Unweighted and weighted results, Question 26, Accommodation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Lodging outside San Antonio Missions	130	79%	81%
Camping outside San Antonio Missions	8	5%	5%
Other accommodations	26	16%	17%
Total	164	–	–

Table 73. Unweighted and weighted results, Question 26, Number of nights camping outside San Antonio Missions NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	1	13%	12%
4	1	13%	11%
3	3	38%	32%
2	1	13%	7%
1	2	25%	39%
Total	8	–	–

Table 74. Unweighted and weighted results, Question 26, Number of nights lodging outside San Antonio Missions NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	33	25%	27%
4	15	12%	12%
3	28	22%	19%
2	37	28%	29%
1	17	13%	14%
Total	130	–	–

Table 75. Unweighted and weighted results, Question 26, Number of nights in other accommodations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	12	46%	52%
4	0	0%	0%
3	5	19%	28%
2	3	12%	9%
1	6	23%	12%
Total	26	–	–

Table 76. Unweighted and weighted results, Question 28, Visit other NPS sites on trip away from home.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	59	21%	21%
No	224	79%	79%
Total	283	–	–

Table 77. Unweighted and weighted results, Question 11, Activity participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visiting a cultural or historic site	225	87%	89%
Viewing wildlife, natural features, scenery, wildflowers, etc.	181	62%	63%
Walking/short hike (<1 hour)	133	45%	42%
Creative arts	86	29%	33%
Bicycling	42	14%	18%
Driving for pleasure	50	17%	17%
Day hiking (≥ 1 hour)	34	12%	12%
Nature study	32	11%	11%
Family gathering/reunion	27	9%	8%
Picnicking	17	6%	7%
Fishing	6	2%	2%
Running/jogging	2	<1%	2%
Foraging/collecting edibles	2	<1%	<1%
Non-motorized water travel	4	1%	<1%
Other	18	6%	7%

Table 78. Unweighted and weighted results, Question 12, Primary activity.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visiting a cultural or historic site	162	56%	55%
Bicycling	28	10%	13%
Viewing wildlife, natural features, scenery, wildflowers, etc.	15	5%	7%
Creative arts	9	3%	2%
Day hiking ($\geq$ 1 hour)	9	3%	3%
Religious/spiritual activity	7	2%	2%
Family gathering/reunion	5	2%	1%
Walking/short hike (< 1 hour)	3	1%	1%
Picnicking	3	1%	1%
Fishing	2	<1%	<1%
Driving for pleasure	2	<1%	<1%
Running/jogging	1	<1%	<1%
Nature study	1	<1%	<1%
Non-motorized water travel	1	<1%	<1%
Foraging/collecting edibles	0	0%	0%
Other	9	3%	3%
No primary activity	30	10%	10%
Total	287	–	–

Table 79. Unweighted and weighted results, Question 17, Member in group with physical condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	12	4%	3%
No	271	96%	97%
Total	283	–	–

Table 80. Unweighted and weighted results, Question 17, Difficulty.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Mobility	10	77%	68%
Hearing	2	15%	21%
Visual	0	0%	0%
Other	1	8%	11%

Table 81. Unweighted and weighted results, Question 13, Program/service participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing outdoor exhibits	239	86%	86%
Viewing indoor exhibits	226	81%	81%
Going to the Visitor Center	191	68%	68%
Reading the park brochure or newspaper	147	53%	53%
Talking informally with a ranger	99	35%	34%
Watching movies or videos about the park	93	33%	33%
Attending ranger-led activities	35	13%	13%
Attending cultural demonstration or performance	15	5%	7%
Listening to an audio tour or podcast	14	5%	6%
Using a cell phone tour specific to San Antonio Missions	10	4%	5%
Obtaining a National Park passport stamp	19	7%	4%
Participating with a child in Junior Ranger Program	9	3%	2%
Using a smart phone app specific to San Antonio Missions	10	4%	2%
Other	10	4%	4%

Table 82. Unweighted and weighted results, Question 14, Learned from staff, programs, and/or exhibits.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	199	72%	72%
No	77	28%	28%
Total	276	–	–

Table 83. Unweighted and weighted results, Question 15, Desire to learn about subjects.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	74	30%	30%
No	169	70%	70%
Total	243	–	–

Table 84. Unweighted and weighted results, Question 29, Purchase package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	6	2%	2%
No	279	98%	98%
Total	285	–	–

Table 85. Unweighted and weighted results, Question 29, Number of days of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
2 or more	2	50%	66%
1	2	50%	34%
Total	4	–	–

Table 86. Unweighted and weighted results, Question 29, Cost per person of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$201 or more	1	25%	26%
\$101 - \$200	0	0%	20%
Up to \$100	3	75%	54%
Total	4	–	–

Table 87. Unweighted and weighted results, Question 29, Number of people in group on package tour(s)

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	1	25%	14%
4	0	0%	0%
3	1	25%	40%
2	2	50%	46%
1	0	0%	0%
Total	4	–	–

Table 88. Unweighted and weighted results, Question 29, Included in package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Admission to events of attractions	3	43%	54%
Local air transportation	2	29%	47%
Local water transportation	2	29%	39%
Local ground transportation	2	29%	31%
Local lodging	1	14%	16%
Meals	1	14%	16%
Fees	1	14%	7%
Guide services	0	0%	0%
Gear	0	0%	0%
Other	0	0%	0%

Table 89. Unweighted and weighted results, Question 30, Total expenditures.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$2,001 or more	13	6%	5%
\$1,501 - \$2,000	11	5%	4%
\$1,001 - \$1,500	24	10%	11%
\$501 - \$1,000	50	21%	20%
\$1 - \$500	130	55%	56%
Spent no money	7	3%	4%
Total	235	—	—

Table 90. Unweighted and weighted results, Question 32, Total number of people covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	30	12%	8%
4	28	12%	11%
3	27	11%	11%
2	129	53%	53%
1	28	12%	17%
Total	242	—	—

Table 91. Unweighted and weighted results, Question 32, Number of adults covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	8	3%	2%
4	22	9%	5%
3	16	7%	5%
2	157	65%	65%
1	38	16%	23%
Total	241	—	—

Table 92. Unweighted and weighted results, Question 32, Number of children covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	3	3%	1%
4	5	5%	4%
3	8	7%	6%
2	22	20%	26%
1	27	25%	18%
0	45	41%	45%
Total	110	—	—

Table 93. Unweighted and weighted results, Question 32, Number of people in group who split trip expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	6	3%	2%
4	7	4%	3%
3	9	5%	4%
2	100	56%	57%
1	56	31%	33%
Total	178	—	—

Table 94. Unweighted and weighted results, Question 31, Out of area expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$2,001 or more	4	3%	2%
\$1,501 - \$2,000	0	0%	0%
\$1,001 - \$1,500	7	6%	4%
\$501 - \$1,000	11	9%	7%
\$1 - \$500	56	47%	50%
Spent no money	41	34%	37%
Total	119	—	—

Table 95. Unweighted and weighted results, Question 20, Visit met expectations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	277	97%	97%
Not entirely	8	3%	3%
Not at all	0	0%	0%
Total	285	–	–

Table 96. Unweighted and weighted results, Question 16, Extremely or very important to use personal electronic devices to do specific tasks.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Send/receive text message	73	28%	28%
Share pics/videos/audio via social media	75	28%	28%
Make/receive cell phone call	69	27%	28%
Search the internet	66	25%	24%
Utilize a cell phone tour	25	19%	12%
Download an NPS podcast	16	10%	7%
Other	11	7%	14%

Table 97. Unweighted and weighted results, Question 16, Good or very good quality of service required to do specific tasks.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Search the internet	101	73%	79%
Share pics/videos/audio via social media	107	74%	78%
Make/receive cell phone call	112	75%	78%
Send/receive text message	114	77%	78%
Download an NPS podcast	34	52%	56%
Utilize a cell phone tour	35	49%	56%
Other	9	50%	48%

Table 98. Unweighted and weighted results, Question 21, San Antonio Missions NHP is a safe place to visit.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	177	61%	63%
Agree	98	34%	31%
Neither Agree nor Disagree	12	4%	5%
Disagree	1	<1%	<1%
Strongly Disagree	0	0%	<1%
Total	288	–	–

Table 99. Unweighted and weighted results, Question 21, San Antonio Missions NHP is too crowded.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	6	2%	2%
Agree	9	3%	3%
Neither Agree nor Disagree	37	13%	11%
Disagree	126	45%	47%
Strongly Disagree	104	37%	36%
Total	282	–	–

Table 100. Unweighted and weighted results, Question 21, Natural resources in San Antonio Missions NHP are in pristine condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	64	23%	24%
Agree	139	50%	50%
Neither Agree nor Disagree	56	20%	18%
Disagree	14	5%	6%
Strongly Disagree	4	1%	2%
Total	277	–	–

Table 101. Unweighted and weighted results, Question 21, Vandalism and crime are not a problem in San Antonio Missions NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	61	26%	26%
Agree	97	41%	39%
Neither Agree nor Disagree	50	21%	24%
Disagree	25	11%	10%
Strongly Disagree	4	2%	1%
Total	237	–	–

Table 102. Unweighted and weighted results, Question 21, San Antonio Missions NHP is not accessible to persons with physical disabilities.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	2	<1%	<1%
Agree	6	3%	2%
Neither Agree nor Disagree	55	27%	29%
Disagree	99	48%	44%
Strongly Disagree	45	22%	24%
Total	207	–	–

Table 103. Unweighted and weighted results, Question 21, Historical and cultural features in San Antonio Missions NHP are well maintained/preserved.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	128	45%	44%
Agree	145	51%	52%
Neither Agree nor Disagree	10	4%	4%
Disagree	2	<1%	<1%
Strongly Disagree	0	0%	0%
Total	285	–	–

Table 104. Unweighted and weighted results, Question 21, Development of adjacent areas detracts from visitors' experiences at San Antonio Missions NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	23	9%	11%
Agree	55	20%	19%
Neither Agree nor Disagree	68	25%	25%
Disagree	103	38%	38%
Strongly Disagree	21	8%	8%
Total	270	–	–

Table 105. Unweighted and weighted results, Question 22, Quality of the facilities, services, and recreational opportunities in San Antonio Missions NHP, sum of Very Good and Good responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visitor center	231	94%	95%
Exhibits (indoor and outdoor)	257	92%	92%
Learning about nature, history, or culture	230	91%	89%
Walkways, trails, and roads	253	89%	89%
Park map or brochure	228	89%	89%
Assistance from park employees	197	88%	87%
Outdoor recreation	176	87%	85%
Ranger programs	83	84%	83%
Restrooms	200	83%	82%
Campgrounds and/or picnic areas	117	81%	78%
Commercial services in the park	133	70%	65%

Table 106. Unweighted and weighted results, Question 22, Quality of learning about nature, history, or culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	141	56%	54%
Good	89	35%	35%
Average	20	8%	9%
Poor	3	1%	2%
Very poor	0	0%	0%
Total	253	–	–

Table 107. Unweighted and weighted results, Question 22, Quality of ranger programs.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	51	51%	57%
Good	32	32%	26%
Average	11	11%	10%
Poor	5	5%	5%
Very poor	1	1%	2%
Total	100	–	–

Table 108. Unweighted and weighted results, Question 22, Quality of outdoor recreation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	105	53%	50%
Good	71	36%	35%
Average	20	10%	12%
Poor	2	1%	3%
Very poor	0	0%	0%
Total	198	–	–

Table 109. Unweighted and weighted results, Question 22, Quality of assistance from park employees.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	121	54%	55%
Good	76	34%	32%
Average	23	10%	10%
Poor	5	2%	2%
Very poor	1	<1%	<1%
Total	226	–	–

Table 110. Unweighted and weighted results, Question 22, Quality of park map or brochure.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	135	52%	51%
Good	93	36%	38%
Average	25	10%	10%
Poor	4	2%	1%
Very poor	1	<1%	<1%
Total	258	–	–

Table 111. Unweighted and weighted results, Question 22, Quality of walkways, trails, and roads.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	150	53%	54%
Good	103	36%	35%
Average	27	10%	8%
Poor	4	1%	3%
Very poor	0	0%	0%
Total	284	–	–

Table 112. Unweighted and weighted results, Question 22, Quality of visitor center.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	163	66%	63%
Good	69	28%	31%
Average	13	5%	5%
Poor	2	<1%	<1%
Very poor	0	0%	0%
Total	247	–	–

Table 113. Unweighted and weighted results, Question 22, Quality of exhibits.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	152	55%	53%
Good	105	38%	39%
Average	18	6%	7%
Poor	3	1%	<1%
Very poor	0	0%	0%
Total	278	–	–

Table 114. Unweighted and weighted results, Question 22, Quality of restrooms.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	119	48%	47%
Good	89	36%	35%
Average	36	14%	16%
Poor	5	2%	2%
Very poor	0	0%	0%
Total	249	–	–

Table 115. Unweighted and weighted results, Question 22, Quality of campgrounds and/or picnic areas.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	59	41%	41%
Good	58	40%	37%
Average	21	15%	17%
Poor	2	1%	1%
Very poor	4	3%	3%
Total	144	—	—

Table 116. Unweighted and weighted results, Question 22, Quality of Commercial Services.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	67	35%	34%
Good	66	35%	31%
Average	47	25%	28%
Poor	11	6%	6%
Very poor	0	0%	0%
Total	191	—	—

Table 117. Unweighted and weighted results, Question 23, Overall quality of the facilities, services, and recreational opportunities in San Antonio Missions NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	191	66%	65%
Good	88	30%	32%
Average	10	3%	3%
Poor	0	0%	0%
Very poor	0	0%	0%
Total	289	—	—

Appendix 6. Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered at 6 locations in San Antonio Missions NHP. A specific survey administration point was identified at each sampling location, based on analysis of aerial site photos and onsite scoping. The survey administration point for each location was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site, (Figure 98 through Figure 102). For all but one site (Acequia Park/Espada Dam), a red line was used in each site schematic to denote the boundary or point at which visitor groups were considered to have entered the survey area and were intercepted for the survey. A red arrow was used in each of these site schematics to denote the direction of travel in which visitor groups were intercepted. For Acequia Park/Espada Dam, a red dashed line was used to delineate the boundaries of four sub-areas in the sampling location, within which visitor groups were considered to have entered the survey area and were intercepted for the survey (Figure 103). Numbered labels of the sub-areas indicated the order in which the survey administrator completed the sampling circuit during each survey administration period, and arrows are used to further illustrate the direction of travel of the survey administrator.

Timed-Interval Sampling Procedures

At most locations, visitor groups were sampled using a timed-interval approach (i.e., attempt to sample one visitor group every N minutes of the sampling day, where N is the time interval); interval times were designed in advance of onsite administration to ensure that there was a sufficient number of questionnaires to administer to visitor groups during all hours of each sampling day and each day of the sampling period. The timed-interval approach involved having the survey administrator contact the first visitor group to enter the survey area at the start of the sampling period and asking them to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the non-response bias questions and then thanked for their time. After completing a contact with a refusal group, the survey administrator contacted the next visitor group to enter the survey area and asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate; once a participating group was administered the survey, the survey administrator waited until the start of the next time interval to contact a visitor group. At the start of the next time interval, the survey administrator contacted the first group to enter the survey area and asked them to participate in the survey. If the next time interval started before the survey administrator was able to recruit a visitor group to participate in the survey for the previous time interval, he/she advanced to the next time interval simply by contacting the next arriving visitor group; once a group agreed to participate, the survey administrator then waited until the start of the next time interval to continue. The survey administrator repeated this sequence of steps throughout the sampling period.

Other Sampling Procedures

At Acequia Park/Espada Dam, physical characteristics and the nature of visitor use at the site were not conducive for a timed-interval sampling approach (i.e., the survey administrator could only sample visitors in one sub-area at a time, and new visitor groups did not enter the sub-areas at a high

enough rate). Thus, an attempt was made to contact all visitor groups in all of the sub-areas of the sampling location using a roving approach. At the start of each sampling period, the survey administrator began a roving circuit of the sampling location, with the direction of travel and sequence among sub-areas of the site as indicated by the numbered labels and arrows in Figure 103. The first visitor group encountered by the survey administrator while roving through the circuit was asked to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the non-response bias questions and then thanked for their time. The survey administrator then continued roving through the circuit and asked the next visitor group encountered to participate in the survey. During each circuit, every visitor group that had yet to be asked to participate in the survey, and was encountered by the survey administrator while completing the circuit, was contacted to participate. A circuit was considered complete when all visitor groups the survey administrator encountered while roving through each of the four sub-areas had been asked to participate. At the completion of each circuit, the survey administrator waited until the start of the next sampling period to begin the next circuit.



Figure 98. Espada Aqueduct sampling location.



Figure 99. Mission Concepcion sampling location.

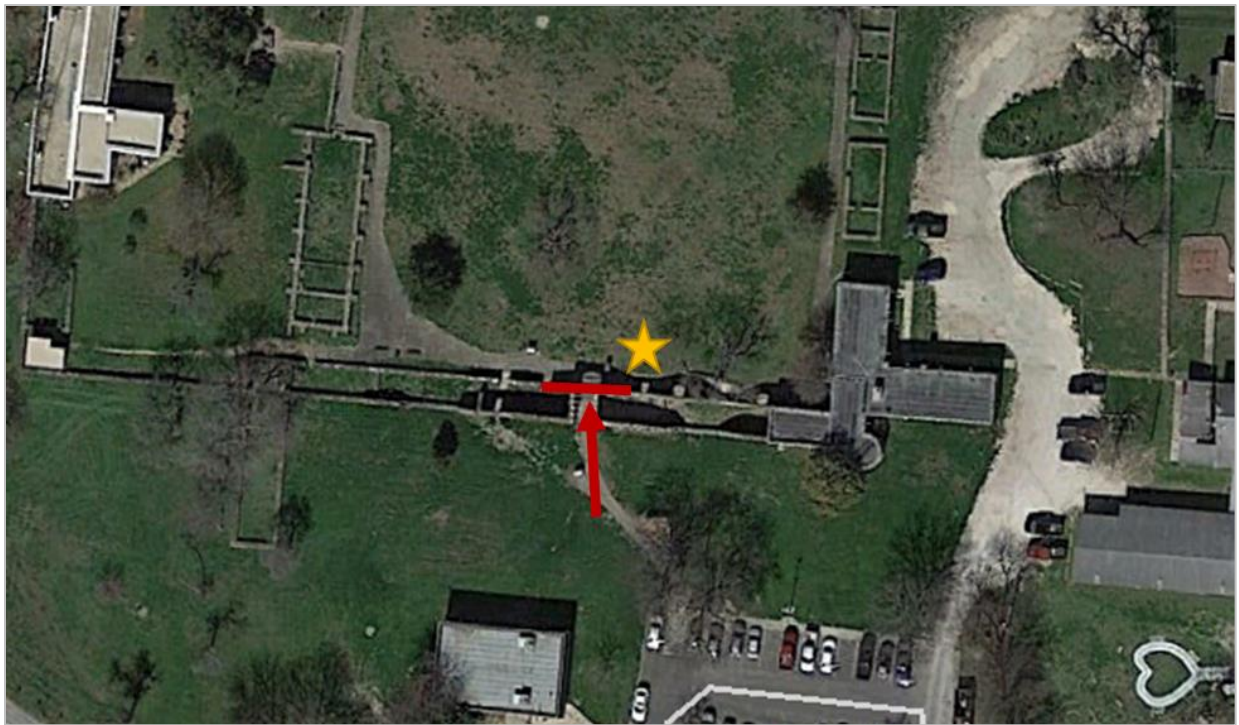


Figure 100. Mission Espada sampling location.



Figure 101. Mission San Jose sampling location.

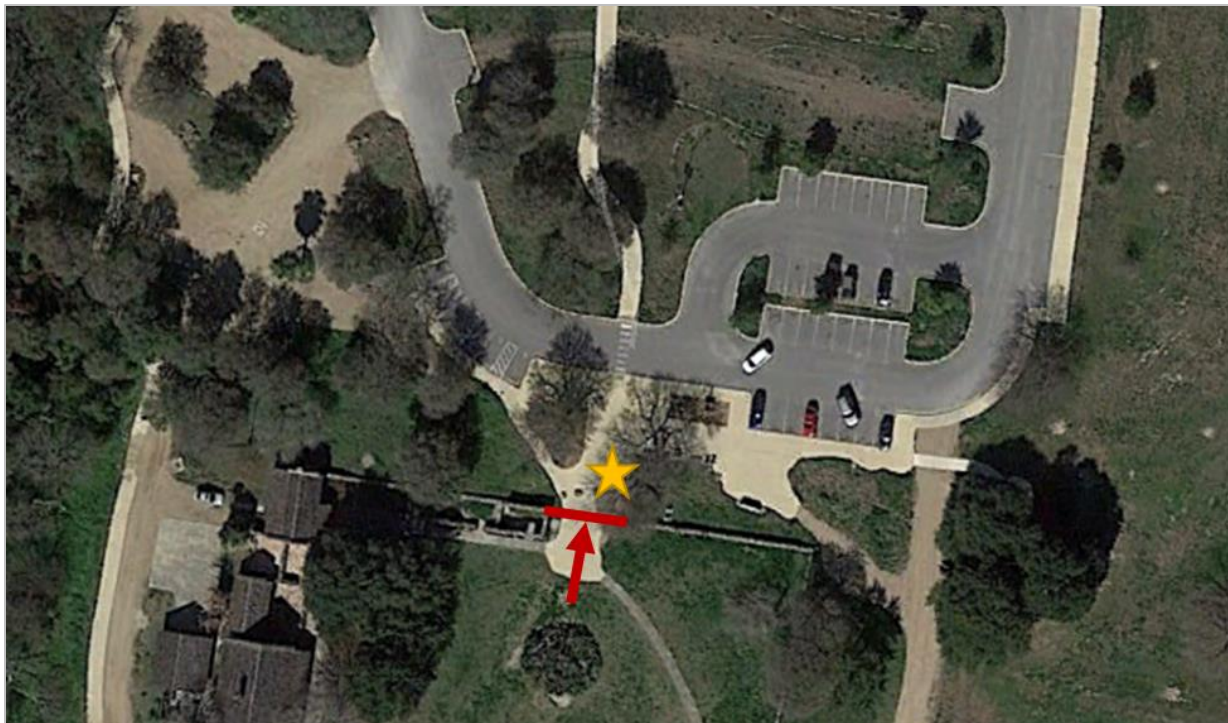


Figure 102. Mission San Juan sampling location.

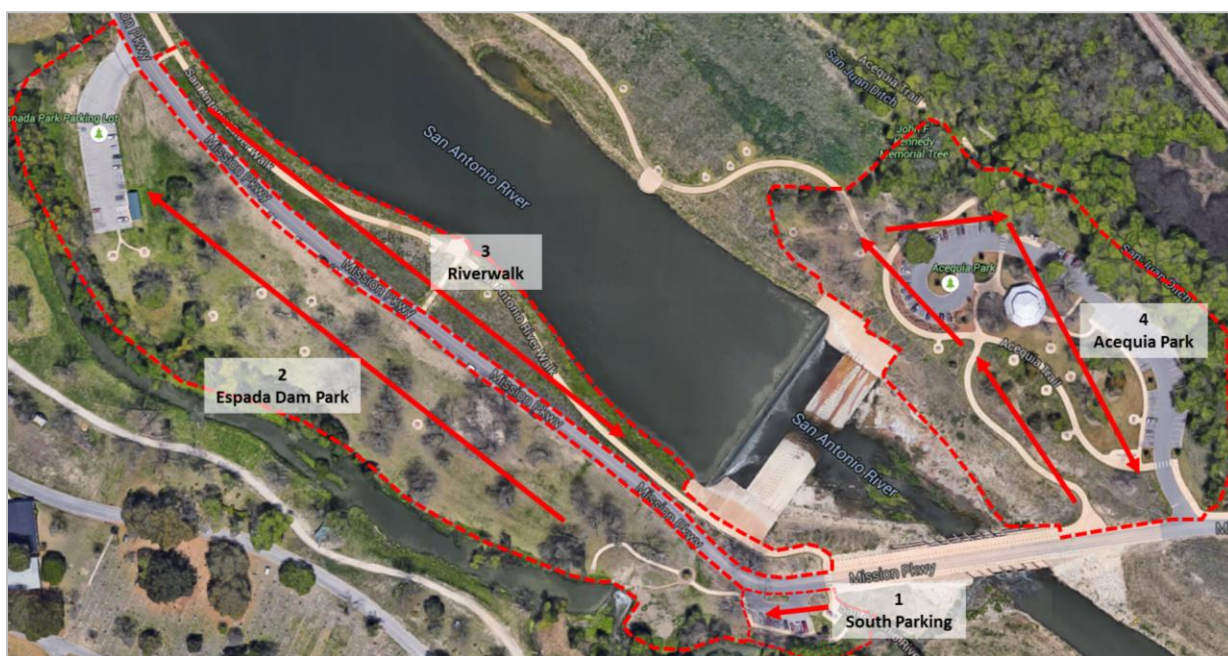


Figure 103. Acequia Park/Espada Dam sampling location.

Appendix 7. Non-response Bias Analysis - Effects on Survey Responses due to Number of Children in Group and State or Country of Residence

This study used answers to five, pre-selected non-response bias questions and one observable characteristic (initial contact gender) of contacted visitors to compare respondents with non-respondents and check for non-response bias. Results of a chi-square test for independence with $\alpha = 0.05$ and $p \leq 0.008$ (following Bonferroni correction) suggest that groups who responded to the SEM survey differ significantly from non-respondents, with respect to number of children in group ($\chi^2 = 11.539$; $p = 0.003$) and state or country of residence ($\chi^2 = 27.812$; $p < 0.001$). In particular, groups with no children contacted for the survey were more likely to respond to the survey than groups with children. In-state visitor groups contacted for the survey were less likely to respond to the survey than out of state and international visitor groups.

The potential impact of this non-response bias on the results of the SEM survey was further explored. Specifically, effects due to initial contact gender were examined for 68 key questions in the SEM survey that were designed to assess use of information sources for trip planning, motivations for visiting San Antonio Missions NHP, participation in activities, programs, and services, attitudes toward park management, and satisfaction with park services and facilities (Table 118 and Table 119). A Bonferroni correction was applied to account for the fact that 63 simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.0007 are assumed to be statistically significant. Statistically significant effects of number of children in group on survey responses were observed for 4 of the 63 questions assessed. Significant effects for state or country of residence on survey responses were also observed for 13 of 63 questions. These results are emphasized with bold text in Table 118 and Table 119.

Where statistical differences were found between respondent subgroups, results by subgroup are reported in this Appendix to document the effects of these differences (Figure 104 through Figure 120). The format of these figures is as follows:

1. The figure title describes the graph's information.
2. Listed below the graph, the "N" shows the number of individuals or visitor groups responding to the question for each group. The phrase "**CAUTION!**" is shown on the graph to indicate the results are unreliable due to low sample size ($N < 30$).
* appears when total percentages do not equal 100 due to rounding.
3. Vertical information (y-axis) describes the response category.
4. Horizontal information (x-axis) percentage of responses in each category.
5. The proportion of visitor groups/visitors who responded to each category.

Table 118. Statistical tests of number of children in group effects on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about San Antonio Missions NHP? Please mark all that apply. (Q7)	Did not obtain information prior to this visit	0 = No 1 = Yes	291	$\chi^2 = 0.757$; $p = 0.685$
	Previous visits	0 = No 1 = Yes	291	$\chi^2 = 8.649$; $p = 0.013$
	Friends/relatives/word of mouth	0 = No 1 = Yes	292	$\chi^2 = 2.423$; $p = 0.298$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	291	$\chi^2 = 0.762$; $p = 0.683$
	San Antonio Missions NHP website	0 = No 1 = Yes	290	$\chi^2 = 10.412$; $p = 0.005$
	Other website	0 = No 1 = Yes	292	$\chi^2 = 2.659$; $p = 0.265$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	292	$\chi^2 = 0.754$; $p = 0.686$
	Maps/brochures	0 = No 1 = Yes	292	$\chi^2 = 3.742$; $p = 0.154$
	Newspaper/magazine articles	0 = No 1 = Yes	291	$\chi^2 = 0.496$; $p = 0.780$
	Other units of the National Park System	0 = No 1 = Yes	293	$\chi^2 = 5.088$; $p = 0.079$
	School class/program	0 = No 1 = Yes	290	$\chi^2 = 12.680$; $p = 0.002$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	291	$\chi^2 = 3.119$; $p = 0.210$

Table 118 (continued). Statistical tests of number of children in group effects on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about San Antonio Missions NHP? Please mark all that apply. (Q7) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	291	$\chi^2 = 6.630$; $p = 0.036$
	Television/radio programs/DVDs	0 = No 1 = Yes	293	$\chi^2 = 8.605$; $p = 0.014$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	290	$\chi^2 = 2.060$; $p = 0.357$
How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark one for each row. (Q9)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	285	$\chi^2 = 5.907$; $p = 0.685$
	To visit a World Heritage Site	1 = "Extremely important" to 5 = "Not at all important"	282	$\chi^2 = 11.200$; $p = 0.191$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	277	$\chi^2 = 31.667$; $p < 0.001$
How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark one for each row. (Q9)	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	277	$\chi^2 = 10.089$; $p = 0.259$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	280	$\chi^2 = 10.258$; $p = 0.247$

Table 118 (continued). Statistical tests of number of children in group effects on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark one for each row. (Q9) (continued)	To relax	1 = "Extremely important" to 5 = "Not at all important"	276	$\chi^2 = 7.200$; $p = 0.515$
	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	288	$\chi^2 = 9.404$; $p = 0.309$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	281	$\chi^2 = 10.830$; $p = 0.212$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	245	$\chi^2 = 20.460$; $p = 0.009$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	276	$\chi^2 = 8.432$; $p = 0.392$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	272	$\chi^2 = 11.721$; $p = 0.164$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	281	$\chi^2 = 9.671$; $p = 0.289$

Table 118 (continued). Statistical tests of number of children in group effects on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark one for each row. (Q9) (continued)	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	269	$\chi^2 = 39.492$; $p < 0.001$
On this trip, in which of the following activities did you personally participate within San Antonio Missions NHP? Please mark all that apply. (Q11)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	292	$\chi^2 = 1.086$; $p = 0.581$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	292	$\chi^2 = 0.446$; $p = 0.800$
	Visiting a cultural or historic site	0 = No 1 = Yes	292	$\chi^2 = 2.731$; $p = 0.255$
	Nature study	0 = No 1 = Yes	293	$\chi^2 = 1.207$; $p = 0.547$
	Driving for pleasure	0 = No 1 = Yes	293	$\chi^2 = 1.292$; $p = 0.524$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	294	$\chi^2 = 1.200$; $p = 0.549$
	Day hiking (1 hour or more)	0 = No 1 = Yes	293	$\chi^2 = 0.622$; $p = 0.733$
On this trip, in which of the following activities did you personally participate within San Antonio Missions NHP? Please mark all that apply. (Q11)	Bicycling	0 = No 1 = Yes	293	$\chi^2 = 4.576$; $p = 0.101$
	Running/jogging	0 = No 1 = Yes	293	$\chi^2 = 3.743$; $p = 0.154$
	Fishing	0 = No 1 = Yes	292	$\chi^2 = 9.555$; $p = 0.008$
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	292	$\chi^2 = 0.305$; $p = 0.859$

Table 118 (continued). Statistical tests of number of children in group effects on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within San Antonio Missions NHP? Please mark all that apply. (Q11) (continued)	Family gathering/reunion	0 = No 1 = Yes	293	$\chi^2 = 27.612$; $p < 0.001$
	Picnicking	0 = No 1 = Yes	293	$\chi^2 = 6.150$; $p = 0.046$
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	293	$\chi^2 = 6.731$; $p = 0.035$
On this trip, in which of the following programs and services did you personally participate within San Antonio Missions NHP? (Q13)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	277	$\chi^2 = 0.106$; $p = 0.948$
	Talking informally with a ranger	0 = No 1 = Yes	277	$\chi^2 = 3.666$; $p = 0.160$
	Viewing outdoor exhibits	0 = No 1 = Yes	279	$\chi^2 = 1.229$; $p = 0.541$
	Viewing indoor exhibits	0 = No 1 = Yes	279	$\chi^2 = 1.450$; $p = 0.484$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	278	$\chi^2 = 2.245$; $p = 0.326$
	Reading the park brochure or newspaper	0 = No 1 = Yes	279	$\chi^2 = 2.365$; $p = 0.307$
	Going to the Visitor Center	0 = No 1 = Yes	278	$\chi^2 = 2.458$; $p = 0.293$
	Watching movies or videos about the park	0 = No 1 = Yes	277	$\chi^2 = 3.697$; $p = 0.157$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	279	$\chi^2 = 22.300$; $p < 0.001$

Table 118 (continued). Statistical tests of number of children in group effects on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within San Antonio Missions NHP? (Q13) (continued)	Obtaining National Park passport stamp	0 = No 1 = Yes	279	$\chi^2 = 9.579$; $p = 0.008$
On this trip, in which of the following programs and services did you personally participate within San Antonio Missions NHP? (Q13)	Listening to an audio tour or podcast	0 = No 1 = Yes	278	$\chi^2 = 1.980$; $p = 0.372$
	Using a smart phone app specific to San Antonio Missions NHP	0 = No 1 = Yes	278	$\chi^2 = 0.639$; $p = 0.727$
	Using a cell phone tour specific to San Antonio Missions NHP	0 = No 1 = Yes	278	$\chi^2 = 3.834$; $p = 0.147$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21)	San Antonio Missions NHP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	291	$\chi^2 = 11.607$; $p = 0.170$
	San Antonio Missions NHP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	283	$\chi^2 = 10.923$; $p = 0.364$
	Natural resources in San Antonio Missions NHP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	287	$\chi^2 = 20.456$; $p = 0.025$
	Vandalism and crime are not a problem in San Antonio Missions NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	287	$\chi^2 = 16.549$; $p = 0.085$

Table 118 (continued). Statistical tests of number of children in group effects on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21) (continued)	San Antonio Missions NHP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	288	$\chi^2 = 15.814$; $p = 0.105$
	Historical and cultural features in San Antonio Missions NHP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	288	$\chi^2 = 15.329$; $p = 0.053$
	Development of adjacent areas detracts from visitors' experiences at San Antonio Missions NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	287	$\chi^2 = 11.726$; $p = 0.304$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in San Antonio Missions NHP? (Q23)	–	1 = "Very good" to 5 = "Very poor"	289	$\chi^2 = 2.437$; $p = 0.656$

Table 119. Statistical tests of state or country of residence on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about San Antonio Missions NHP? Please mark all that apply. (Q7)	Did not obtain information prior to this visit	0 = No 1 = Yes	291	$\chi^2 = 3.170$; $p = 0.205$
	Previous visits	0 = No 1 = Yes	291	$\chi^2 = 44.879$; $p < 0.001$
	Friends/relatives/word of mouth	0 = No 1 = Yes	292	$\chi^2 = 1.080$; $p = 0.583$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	291	$\chi^2 = 0.255$; $p = 0.880$
	San Antonio Missions NHP website	0 = No 1 = Yes	292	$\chi^2 = 1.427$; $p = 0.490$
	Other website	0 = No 1 = Yes	292	$\chi^2 = 3.414$; $p = 0.181$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	291	$\chi^2 = 2.300$; $p = 0.317$
	Maps/brochures	0 = No 1 = Yes	291	$\chi^2 = 14.235$; $p = 0.001$
	Newspaper/magazine articles	0 = No 1 = Yes	292	$\chi^2 = 6.148$; $p = 0.046$
	Other units of the National Park System	0 = No 1 = Yes	292	$\chi^2 = 0.283$; $p = 0.868$
	School class/program	0 = No 1 = Yes	292	$\chi^2 = 2.803$; $p = 0.246$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	291	$\chi^2 = 4.557$; $p = 0.102$

Table 119 (continued). Statistical tests of state or country of residence on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about San Antonio Missions NHP? Please mark all that apply. (Q7) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	291	$\chi^2 = 14.371$; $p = 0.001$
	Television/radio programs/DVDs	0 = No 1 = Yes	291	$\chi^2 = 3.615$; $p = 0.164$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	291	$\chi^2 = 12.859$; $p = 0.002$
How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark one for each row. (Q9)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	285	$\chi^2 = 7.640$; $p = 0.469$
	To visit a World Heritage Site	1 = "Extremely important" to 5 = "Not at all important"	282	$\chi^2 = 10.365$; $p = 0.240$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	277	$\chi^2 = 29.260$; $p < 0.001$
How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark one for each row. (Q9)	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	278	$\chi^2 = 18.239$; $p = 0.020$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	279	$\chi^2 = 33.110$; $p < 0.001$

Table 119 (continued). Statistical tests of state or country of residence on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark one for each row. (Q9) (continued)	To relax	1 = "Extremely important" to 5 = "Not at all important"	276	$\chi^2 = 28.794$; $p < 0.001$
	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	287	$\chi^2 = 23.702$; $p = 0.003$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	279	$\chi^2 = 17.227$; $p = 0.028$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	244	$\chi^2 = 7.450$; $p = 0.489$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	276	$\chi^2 = 13.444$; $p = 0.097$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	273	$\chi^2 = 17.992$; $p = 0.021$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	280	$\chi^2 = 14.868$; $p = 0.062$

Table 119 (continued). Statistical tests of state or country of residence on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting San Antonio Missions NHP on this trip? Please mark one for each row. (Q9) (continued)	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	269	$\chi^2 = 12.604$; $p = 0.126$
On this trip, in which of the following activities did you personally participate within San Antonio Missions NHP? Please mark all that apply. (Q11)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	292	$\chi^2 = 6.874$; $p = 0.032$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	294	$\chi^2 = 3.913$; $p = 0.141$
	Visiting a cultural or historic site	0 = No 1 = Yes	293	$\chi^2 = 17.081$; $p < 0.001$
	Nature study	0 = No 1 = Yes	292	$\chi^2 = 6.224$; $p = 0.045$
	Driving for pleasure	0 = No 1 = Yes	292	$\chi^2 = 2.690$; $p = 0.261$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	293	$\chi^2 = 2.290$; $p = 0.318$
	Day hiking (1 hour or more)	0 = No 1 = Yes	292	$\chi^2 = 0.239$; $p = 0.887$
On this trip, in which of the following activities did you personally participate within San Antonio Missions NHP? Please mark all that apply. (Q11)	Bicycling	0 = No 1 = Yes	292	$\chi^2 = 20.794$; $p < 0.001$
	Running/jogging	0 = No 1 = Yes	293	$\chi^2 = 2.125$; $p = 0.346$
	Fishing	0 = No 1 = Yes	292	$\chi^2 = 5.124$; $p = 0.077$
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	292	$\chi^2 = 1.684$; $p = 0.431$

Table 119 (continued). Statistical tests of state or country of residence on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within San Antonio Missions NHP? Please mark all that apply. (Q11) (continued)	Family gathering/reunion	0 = No 1 = Yes	292	$\chi^2 = 2.689$; $p = 0.261$
	Picnicking	0 = No 1 = Yes	293	$\chi^2 = 5.929$; $p = 0.052$
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	292	$\chi^2 = 1.684$; $p = 0.431$
On this trip, in which of the following programs and services did you personally participate within San Antonio Missions NHP? (Q13)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	279	$\chi^2 = 18.592$; $p < 0.001$
	Talking informally with a ranger	0 = No 1 = Yes	278	$\chi^2 = 28.205$; $p < 0.001$
	Viewing outdoor exhibits	0 = No 1 = Yes	277	$\chi^2 = 17.252$; $p < 0.001$
	Viewing indoor exhibits	0 = No 1 = Yes	278	$\chi^2 = 17.839$; $p < 0.001$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	278	$\chi^2 = 9.783$; $p = 0.008$
	Reading the park brochure or newspaper	0 = No 1 = Yes	278	$\chi^2 = 26.833$; $p < 0.001$
	Going to the Visitor Center	0 = No 1 = Yes	278	$\chi^2 = 32.628$; $p < 0.001$
	Watching movies or videos about the park	0 = No 1 = Yes	278	$\chi^2 = 30.896$; $p < 0.001$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	278	$\chi^2 = 2.272$; $p = 0.321$

Table 119 (continued). Statistical tests of state or country of residence on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within San Antonio Missions NHP? (Q13) (continued)	Obtaining National Park passport stamp	0 = No 1 = Yes	279	$\chi^2 = 2.455$; $p = 0.293$
	Listening to an audio tour or podcast	0 = No 1 = Yes	278	$\chi^2 = 2.547$; $p = 0.280$
	Using a smart phone app specific to San Antonio Missions NHP	0 = No 1 = Yes	277	$\chi^2 = 0.398$; $p = 0.820$
	Using a cell phone tour specific to San Antonio Missions NHP	0 = No 1 = Yes	278	$\chi^2 = 2.423$; $p = 0.298$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21)	San Antonio Missions NHP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	291	$\chi^2 = 10.983$; $p = 0.203$
	San Antonio Missions NHP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	284	$\chi^2 = 14.019$; $p = 0.172$
	Natural resources in San Antonio Missions NHP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	287	$\chi^2 = 9.673$; $p = 0.470$
	Vandalism and crime are not a problem in San Antonio Missions NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	286	$\chi^2 = 12.051$; $p = 0.282$
	San Antonio Missions NHP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	289	$\chi^2 = 9.727$; $p = 0.465$

Table 119 (continued). Statistical tests of state or country of residence on key questions in SEM survey instrument administered.

Question	Response	Response scale	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21 (continued))	Historical and cultural features in San Antonio Missions NHP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	288	$\chi^2 = 11.712$; $p = 0.165$
	Development of adjacent areas detracts from visitors' experiences at San Antonio Missions NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	287	$\chi^2 = 15.745$; $p = 0.107$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in San Antonio Missions NHP? (Q23)	—	1 = "Very good" to 5 = "Very poor"	289	$\chi^2 = 5.592$; $p = 0.232$

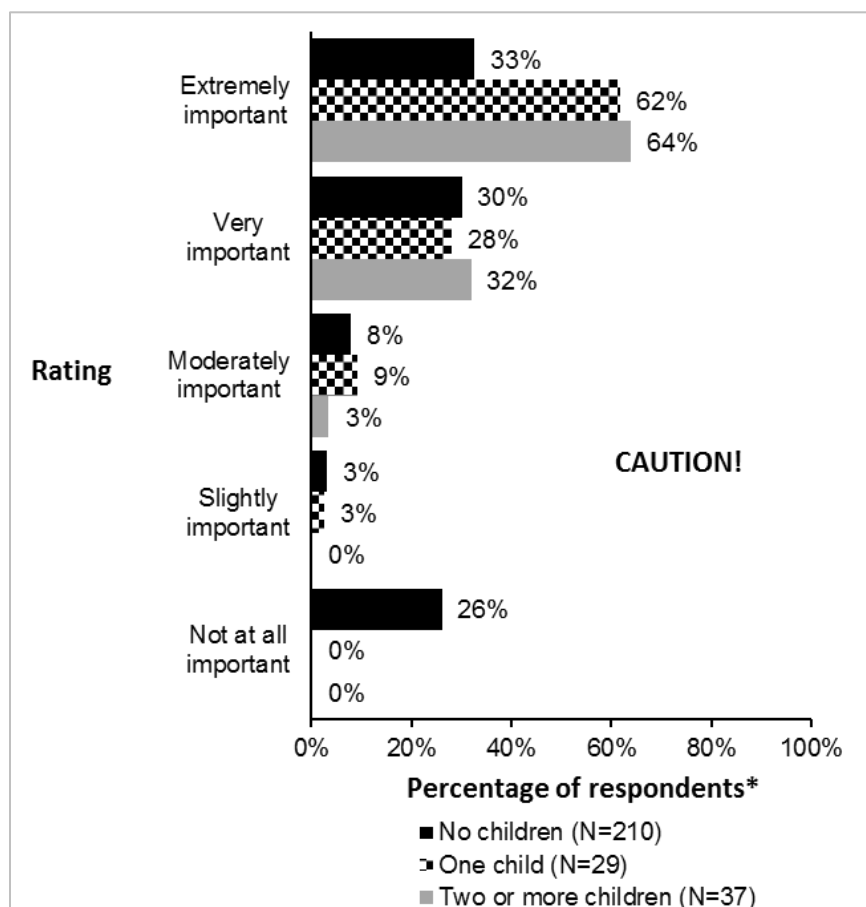


Figure 104. Importance of spending time with friends/family, by number of children in group.

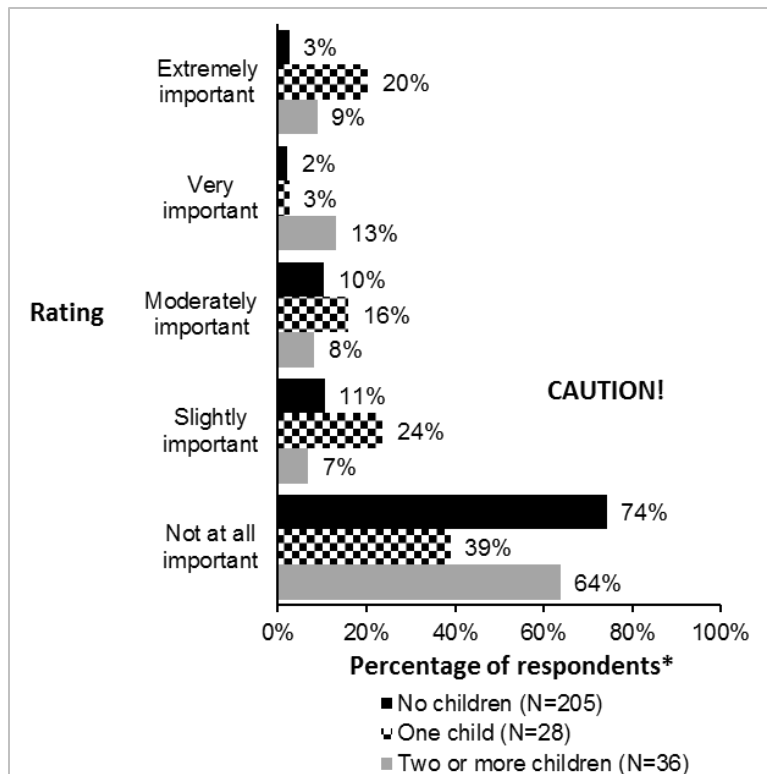


Figure 105. Importance of viewing dark night skies/stars, by number of children in group.

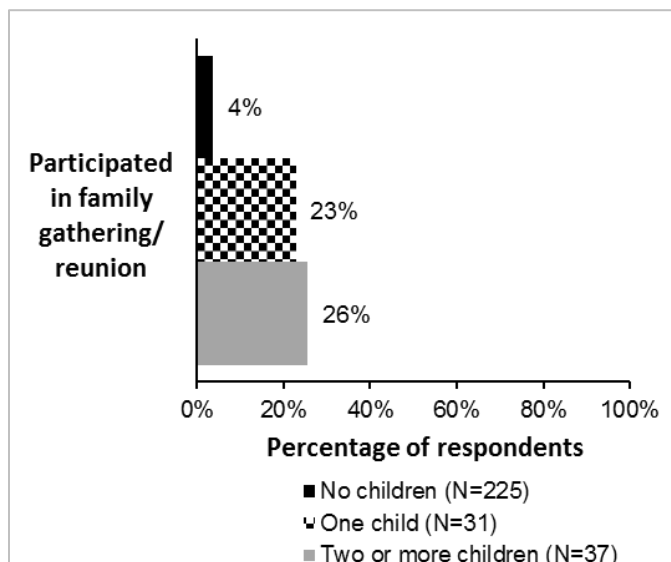


Figure 106. Participation in family gathering/reunion on this trip, by number of children in group.

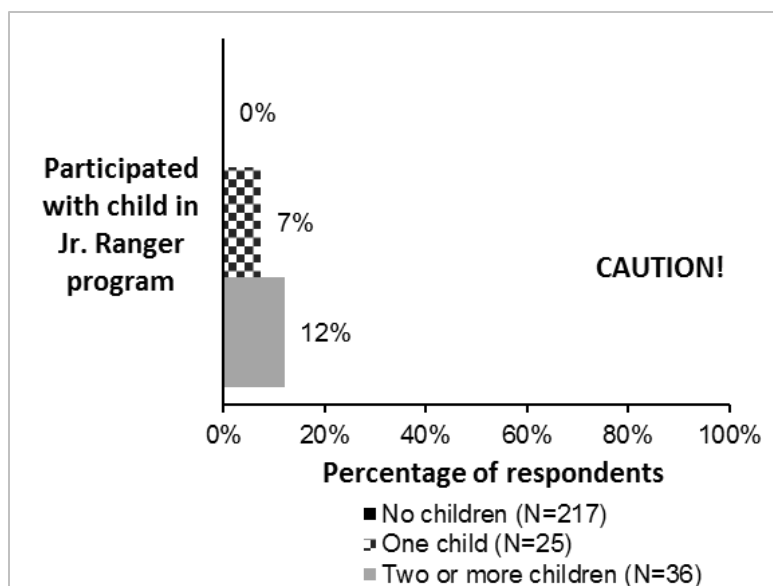


Figure 107. Participation in participating with a child in a Junior Ranger program, by number of children in group.

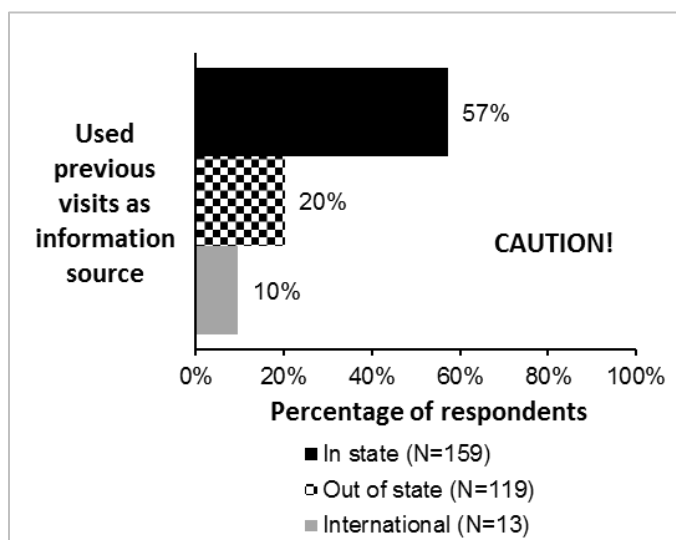


Figure 108. Visitor groups that obtained information about the park prior to visit using previous visits, by state or country of residence.

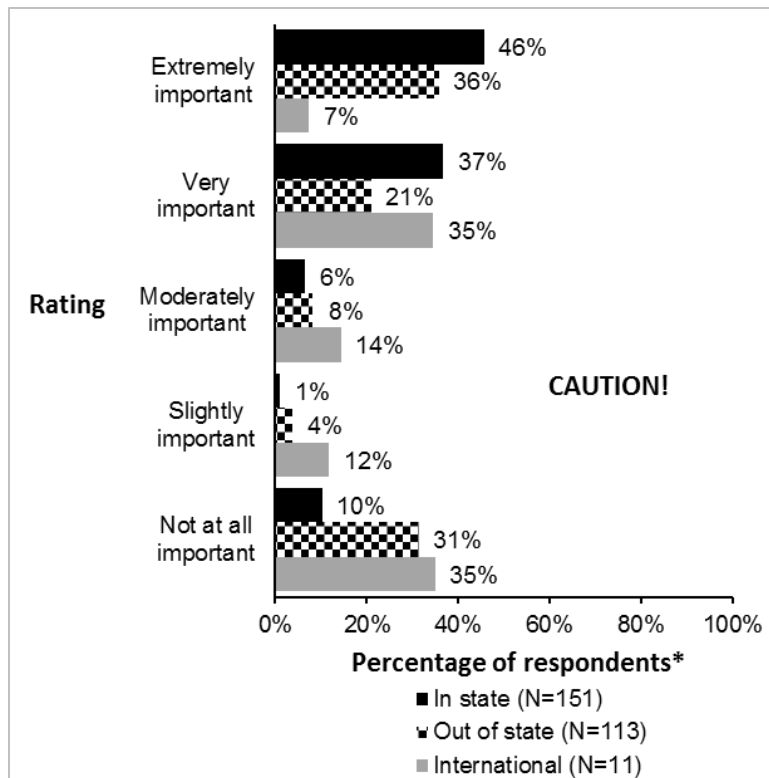


Figure 109. Importance of spending time with friends/family, by state or country of residence.

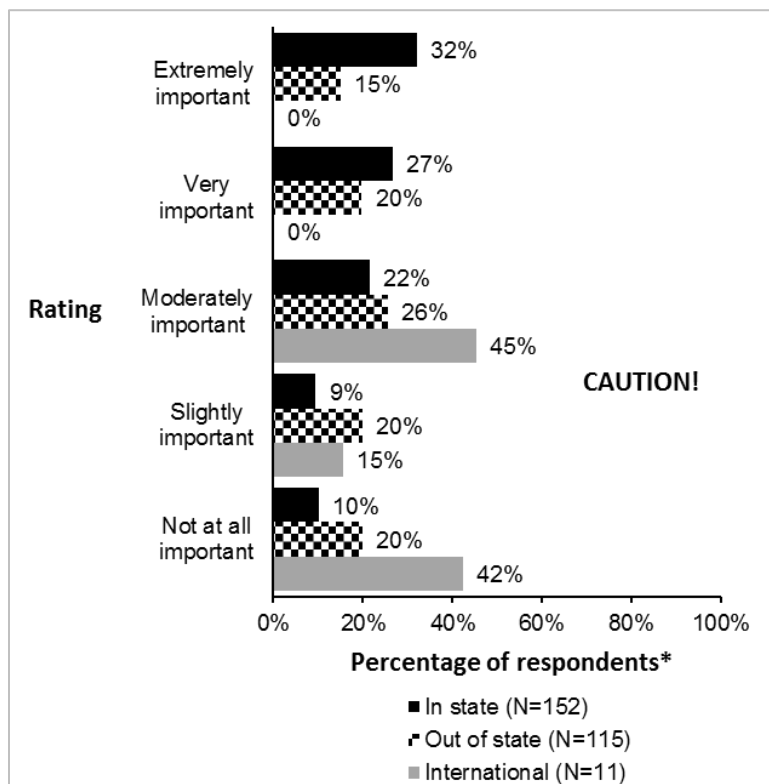


Figure 110. Importance of getting physical exercise, by state or country of residence.

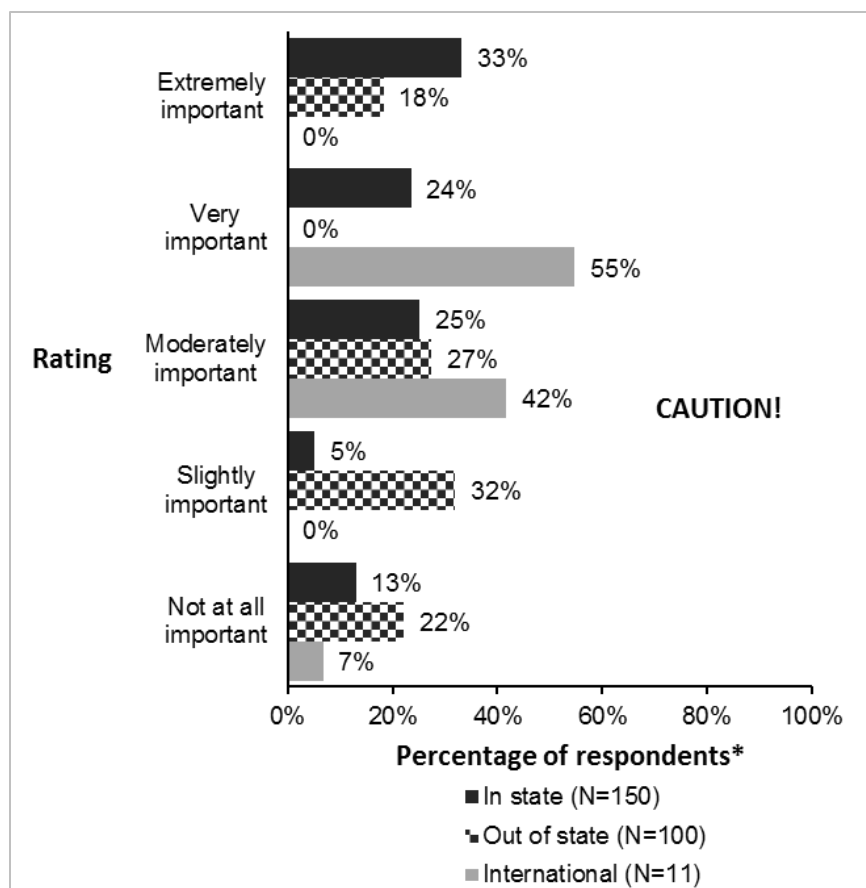


Figure 111. Importance of relaxing, by state or country of residence.

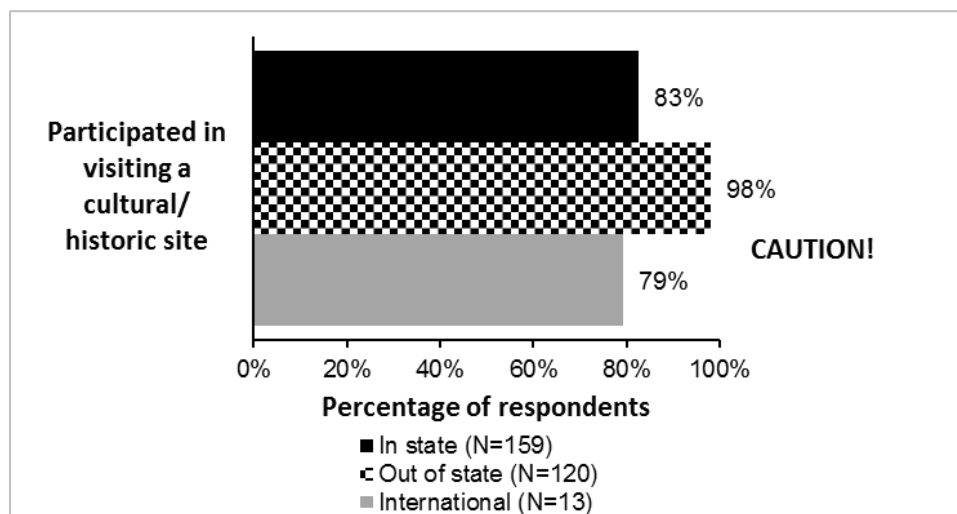


Figure 112. Participation in visiting a cultural or historic site on this trip, by state or country of residence.

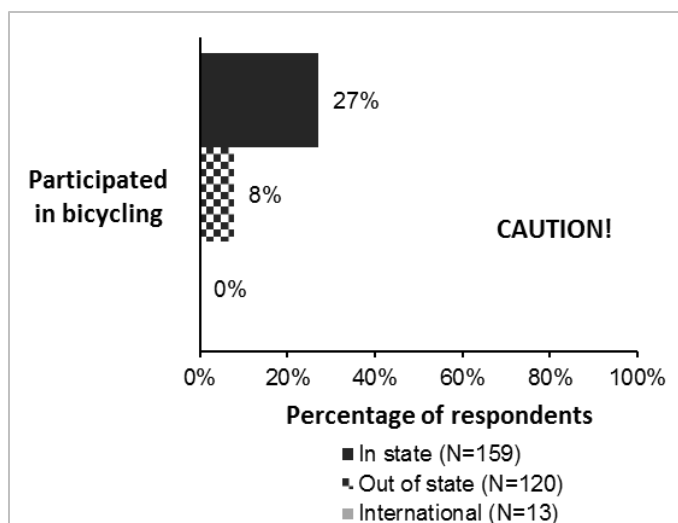


Figure 113. Participation in bicycling on this trip, by state or country of residence.

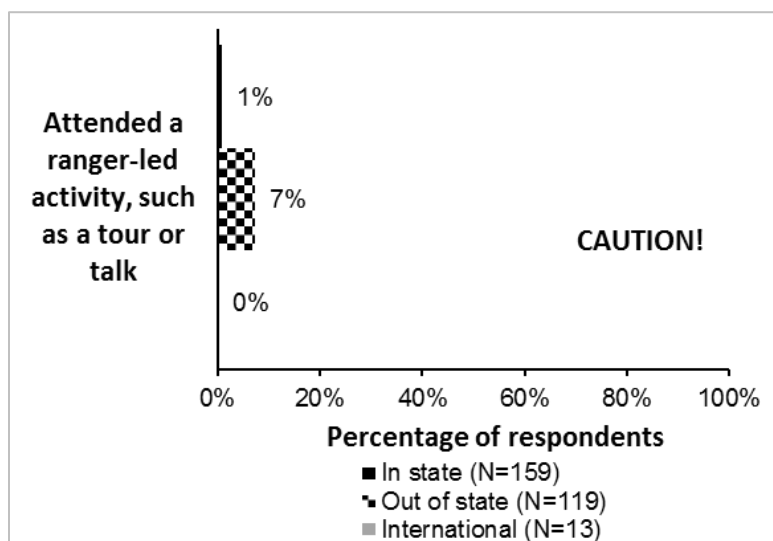


Figure 114. Participation in attending a ranger-led activity, such as a tour or talk, by state or country of residence.

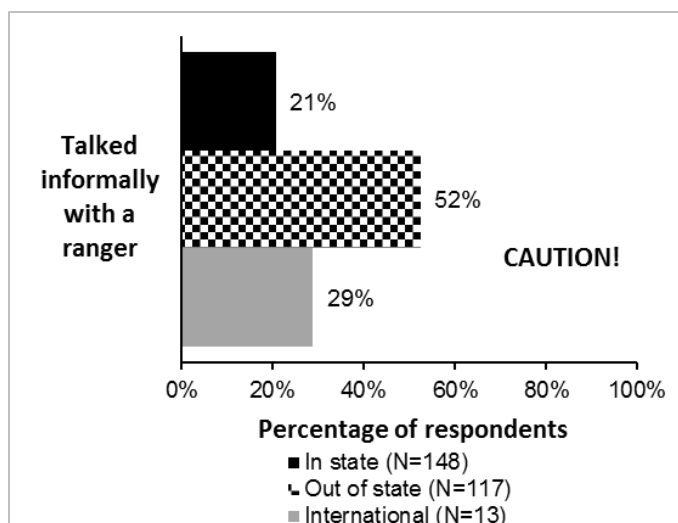


Figure 115. Participation in talking informally with a ranger, by state or country of residence.

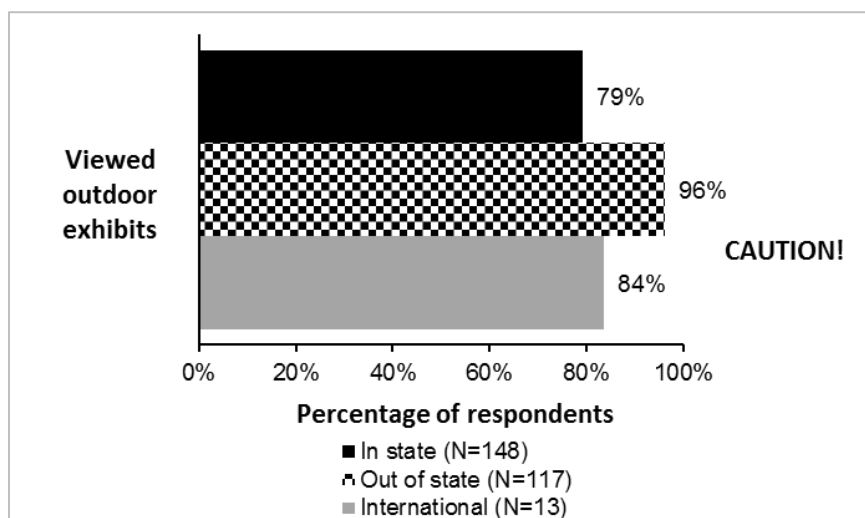


Figure 116. Participation in viewing outdoor exhibits, by state or country of residence.

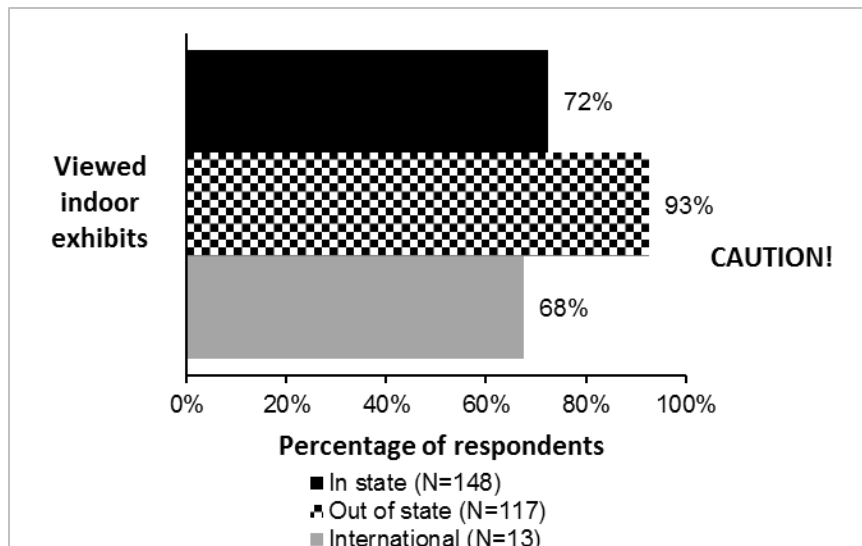


Figure 117. Participation in viewing indoor exhibits, by state or country of residence.

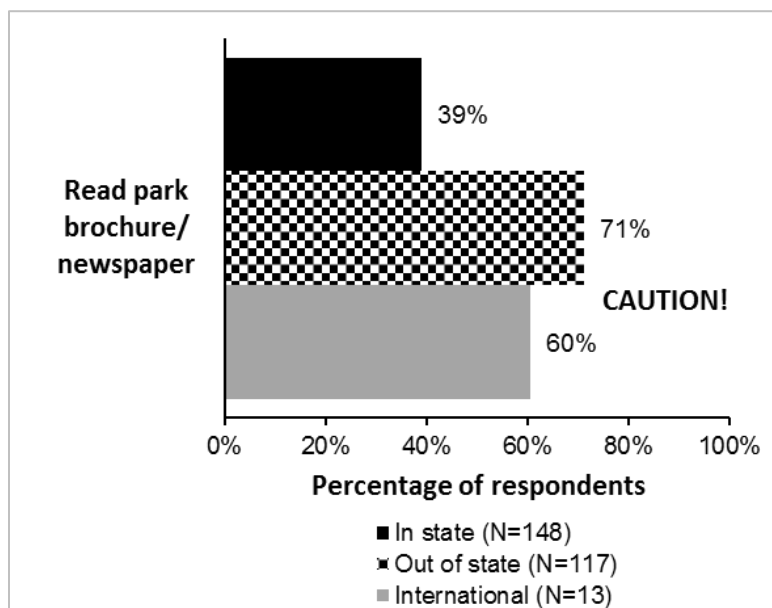


Figure 118. Participation in reading the park brochure or newspaper, by state or country of residence.

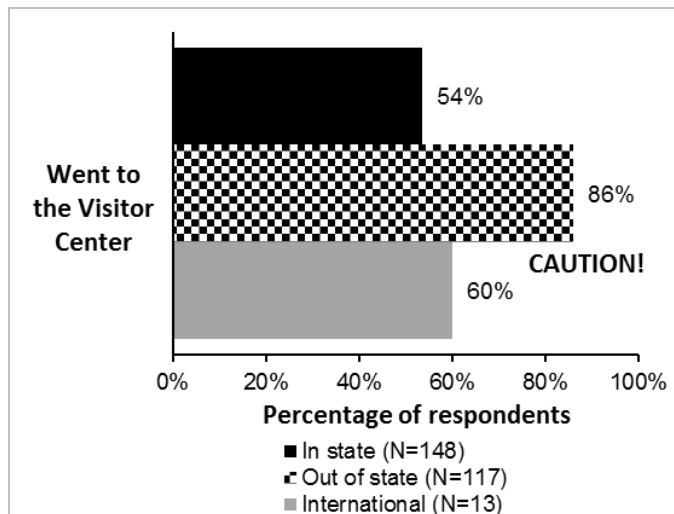


Figure 119. Participation in going to the Visitor Center, by state or country of residence.

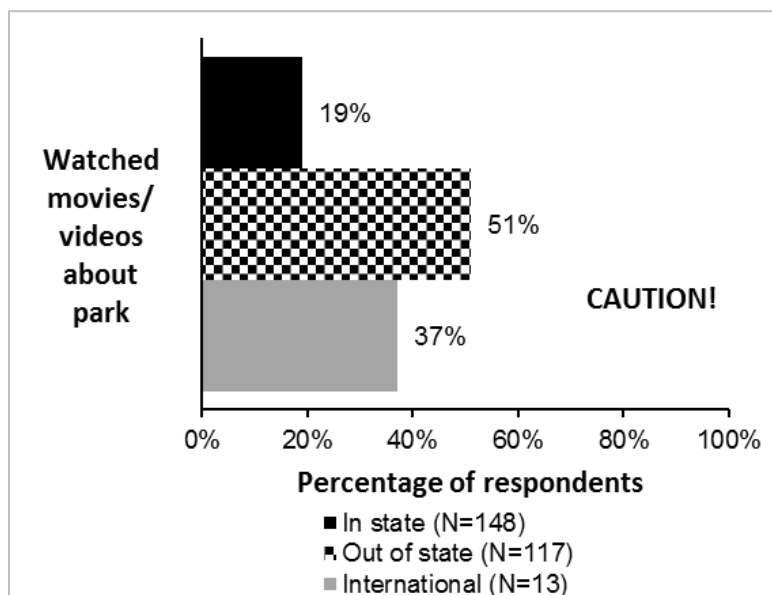


Figure 120. Participation in watching movies or videos about the park, by state or country of residence.

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 472/150176, February 2019

National Park Service
U.S. Department of the Interior



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