



Colonial National Historical Park Socioeconomic Monitoring Pilot Implementation *Summer 2016*

Natural Resource Report NPS/COLO/NRR—2019/1876



ON THE COVER

Photograph of Yorktown Victory Monument

Photograph courtesy of the National Park Service

Colonial National Historical Park Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/COLO/NRR—2019/1876

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Executive Summary

- This report describes the results of a visitor study at Colonial National Historical Park (NHP) conducted from June 3 through June 12, 2016. During the sampling period, 861 visitor groups were contacted to participate in the survey. Of those groups, 764 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 410 visitor groups, resulting in a completion rate of 54% among those visitor groups that agreed to participate in the study and an overall response rate of 48% for the study.
- This report profiles a systematic sample of Colonial 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-nine percent of visitor groups were groups of two, and 42% of visitor groups were groups of three or more members. The majority of visitor groups (73%) identified as groups of family.
- Twenty-six percent of visitors were 65 years old or older, 17% of visitors were 55 to 64 years old, 26% of visitor were 35 to 54 years old, 10% of visitors were 18 to 34 years old, and 21% of visitors were under 18 years old.
- Hispanic or Latino visitors comprised 5% of visitation during the survey period. Most visitors (96%) were white. Few visitors were American Indian or Alaska Native (2%), Black or African American (2%), Asian (1%) or Native Hawaiian or other Pacific Islander (<1%).
- Nearly all visitor groups preferred to speak (99%) and read (99%) English when visiting an area such as Colonial NHP.
- Individuals from the United States comprised 97% of total visitation during the survey period. At the state level, 16% of visitors were from Virginia, 7% of visitors were from Ohio, and smaller proportions of visitors were from 44 other states. International visitors comprised 3% of total visitation with 41% of international visitors from the United Kingdom, 25% from Canada, and smaller proportions of visitors from six other countries.
- Eighty percent of visitors indicated having visited Colonial NHP only once during the last 12 months, while 19% had visited two or more times during the past year. Thirty-three percent of visitors indicated that they had not visited another National Park Service (NPS) site within the past 12 months while 23% indicated that they had been to another NPS site one time during the past year.
- Eighty-five percent of visitor groups obtained information about Colonial NHP prior to this trip. The most commonly reported information sources used were the park website (37%), previous visits (34%), park maps/brochures (26%) and friends/relatives/word or mouth (24%). The clear majority (95%) of visitor groups had the information they needed about Colonial NHP for their trip.

- Ninety-eight percent of visitor groups used a car, truck, or SUV to get from their home to the park. Forty-five percent of visitor groups spent up to six hours traveling from their home to the park. Thirty-three percent of visitor groups traveled up to 250 miles from their home to get to the park.
- Sixty-two percent of visitor groups indicated that visiting Colonial NHP was one of several equally important destinations on their trip away from home. Twenty-seven percent of visitor groups indicated that visiting Colonial NHP was the primary or sole purpose of their trip.
- The most important reasons for visitors to visit Colonial NHP included to learn more about American history and culture (63% of visitor groups) and to spend time with friends/family (19% of visitor groups). Sixty-nine percent of visitor groups reported that visiting a cultural or historic site was their primary activity. Seventeen percent of visitor groups reported having no primary activity.
- Seventy-five percent of visitors stayed overnight in the nearby area. The majority (89%) of those visitors who stayed overnight stayed in lodging in the nearby area. Forty-nine percent of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than Colonial NHP were Shenandoah National Park, Washington, D.C. sites and Gettysburg National Military Park.
- The clear majority of visitor groups (92%) 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 (8%), the mostly commonly reported physical condition was a mobility-related condition (80%). Moreover, 61% of visitor groups disagreed or strongly disagreed that Colonial NHP is not accessible to persons with physical disabilities.
- The majority of visitor groups viewed outdoor exhibits (91%), went to the Visitor Center (87%), and/or viewed indoor exhibits (85%). Eighty-three percent of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Only 4% of visitor groups reported that someone within their group purchased a package tour that included meals, lodging and/or transportation while on their trip to Colonial NHP.
- Forty-two percent of visitor groups spent up to \$500 on expenditures inside the park and nearby area, excluding package tour expenses, and 26% spent \$501 to \$1,000. The expenditure sectors where visitor groups spent the largest proportions of money (excluding package tour expenses) included hotels, motels, resorts (29% of expenditures), restaurants/bars (22% of expenditures), and souvenirs, clothing, supplies, other retail (9% of expenditures).
- The clear majority of visitor groups (95%) reported that their visit to Colonial NHP met their expectations.

- The clear majority (98%) of visitor groups agreed or strongly agreed that Colonial NHP is a safe place to visit. Seventy-eight percent agreed or strongly agreed that vandalism and crime are not a problem in Colonial NHP.
- Ninety-five percent of visitor groups agreed or strongly agreed that historical and cultural features in Colonial NHP are well maintained/preserved. Over three-quarters (79%) of visitor groups agreed or strongly agreed that natural resources in Colonial NHP are in pristine condition. Fifty-nine percent of visitor groups disagreed or strongly disagreed that development of adjacent areas detracts from visitors' experiences at Colonial NHP. Seventy-two percent of visitor groups disagreed or strongly disagreed that Colonial NHP is too crowded.
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in Colonial NHP highly. Ninety-seven percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

We thank the staff of Colonial National Historical Park and the National Park Service's Social Science Program for their assistance and support with this visitor use study.

List of Terms

NHP: National Historical Park

NPS: National Park Service

RSG: Resource Systems Group, Inc.

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 Colonial 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 Number of Adults in Group, Group Type, Visit Length and State or Country of Residence*. Results of statistical tests of number of adults in group, group type, visit length, and state or country of residence 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), 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.

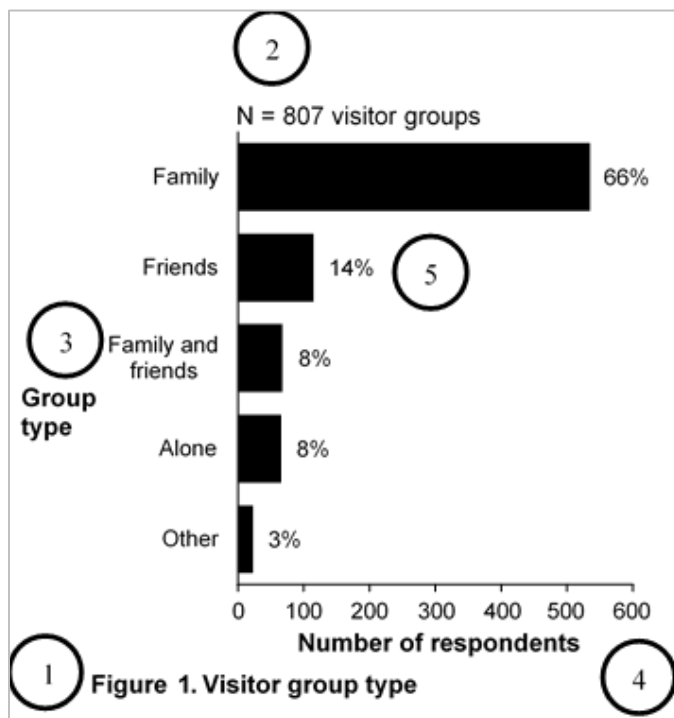


Figure 1. Example figure.

Methods

Survey Method

The SEM visitor survey was administered at Colonial 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 Colonial NHP during the study period. The target margin of error for summary statistics of no greater than $\pm 5\%$ (Fowler, 1993) was used to establish the target sample size at 400 completed questionnaires.

Sampling Effort

The SEM visitor survey was administered at Colonial 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 Colonial 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 Colonial 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 Colonial NHP. The refined list of sampling locations was finalized through consultation with the NPS SSP and Colonial NHP staff. The SEM visitor survey was administered at 6 locations in the park: Historic Jamestown Visitor Center, Yorktown – Beach/Shore area, Yorktown – Main Street, Yorktown – Moore House, Yorktown – Surrender Field and Yorktown Visitor Center.

The SEM visitor survey was administered for a select range of hours on each sampling day. Survey administration at the Historic Jamestown Visitor Center and Yorktown Visitor Center coincided with their hours of operation. Survey administration at Yorktown – Moore House and Yorktown – Surrender Field was evenly split between both locations on each sampling day to capture visitors at different locations on the Battlefield Tour route. The hours of survey administration at Yorktown – Beach/Shore Area and Yorktown – Main Street were selected to capture a broad range of range of user types at Colonial NHP and maximize sampling efficiency. The final sampling plan is presented in Table 1.

Table 1. Sampling plan.

Date	Historic Jamestown Visitor Center	Yorktown-Beach/Shore Area	Yorktown - Main Street	Yorktown - Moore House	Yorktown - Surrender Field	Yorktown Visitor Center
Friday, June 3	9:00AM-5:30PM	—	10:00AM-6:00PM	—	—	—
Saturday, June 4	9:30AM-5:30PM	—	—	9:00AM-1:00PM	1:30PM-5:30PM	—
Sunday, June 5	9:30AM-5:30PM	—	—	—	—	9:00AM-5:00AM
Monday, June 6	9:30AM-5:30PM	—	10:00AM-6:00PM	—	—	—
Tuesday, June 7	9:30AM-5:30PM	10:00AM-6:00AM	—	—	—	—
Wednesday, June 8	9:30AM-5:30PM	—	—	1:30PM-5:30PM	9:00AM-1:00PM	—
Thursday, June 9	9:30AM-5:30PM	—	—	—	—	9:00AM-5:00AM
Friday, June 10	9:30AM-5:30PM	—	—	9:00AM-1:00PM	1:30PM-5:30PM	—
Saturday, June 11	9:00AM-5:00PM	—	10:00AM-6:00PM	—	—	—
Sunday, June 12	9:00AM-5:00PM	10:00AM-6:00AM	-	—	-	—

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. Colonial 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. The questionnaire was administered to visitors in English (Appendix 2).

Sampling Procedures

Mail-back survey packets were administered to visitor groups in Colonial 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	%
Historic Jamestown Visitor Center	42	37	35	30	28	49	61	29	33	24	368	48%
Yorktown - Beach/Shore area	–	–	–	–	33	–	–	–	–	60	93	12%
Yorktown - Main Street	30	–	–	31	–	–	–	–	51	–	112	15%
Yorktown - Moore House	–	12	–	–	–	21	–	10	–	–	43	6%
Yorktown - Surrender Field	–	13	–	–	–	18	–	27	–	–	58	8%
Yorktown Visitor Center	–	–	45	–	–	–	45	–	–	–	90	12%
All sites	72	62	80	61	61	88	106	66	84	84	764	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 each individual who agreed to participate in the study but had not yet returned his or her 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	6/27/2016	739	25	764
Replacement Mailing	7/15/2016	516	18	534

Sampling Results¹

During the sampling period, 861 visitor groups were contacted to participate in the survey. Of these groups, 764 agreed to participate in the study by accepting a mail-back survey packet (89% cooperation rate) (Table 2). Questionnaires were completed and returned by 410 visitor groups (Table 4), resulting in a completion rate of 54% among those visitor groups that agreed to participate in the study and an overall response rate of 48% for the study.

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

Sampling site	N	Percent
Historic Jamestown Visitor Center	231	56%
Yorktown - Beach/Shore area	18	4%
Yorktown - Main Street	51	12%
Yorktown - Moore House	21	5%

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.

Table 4 (continued). Number of completed questionnaires, by sampling location.

Sampling site	N	Percent
Yorktown - Surrender Field	36	9%
Yorktown Visitor Center	53	13%
Total	410	100%

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 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, to some degree and in some ways, from the sample to the study's target population (Salant and Dillman, 1994; Dillman, 2014; Stoop, 2004; Fillion, 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 and help inform the interpretation of results that may be affected by 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 Colonial 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, the gender of the person in the group who was first contacted by the survey administrator was observed and recorded.

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 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 majority of responses or observed estimates must be present to adequately characterize both the respondent and non-respondent populations. In this study, 70% 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.² All non-response variables met the minimum for 70% 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=410)		Non-Respondents (n=451)	
	Valid n	Valid Percent	Valid n	Valid Percent
Initial contact gender	410	100%	450	100%
Number of adults	410	100%	434	96%
Number of children	410	100%	433	96%
Group type	410	100%	416	92%
Visit length	410	100%	403	89%
State or country of residence	410	100%	404	90%

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

²The Office of Management and Budget Standards and Guidelines for Statistics Surveys (2006) suggest that any survey item with at least 70% non-missing data can be presumed to reflect the entire data set (i.e., for such items, any differences between the subjects with data and those without data are negligible).

groups with five or more adults. Values for the number of children in the visitor group were collapsed into three categories: no children, one child, and two or more children. Values for visit length were collapsed into four categories: one to five hours, six to 12 hours, and 24 to 48 hours, and 72 hours or more. 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 and Table 7 suggest that respondents and non-respondents did not differ significantly, with respect to initial contact gender ($p = 0.244$) or number of children in the group ($p = 0.431$). These results provide no compelling evidence of non-response bias related to the initial contact gender or the number of children in visitor groups, within the survey sample.

Table 6. Initial contact gender comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.244.

Response	Respondents (n=410)		Non-Respondents (n=449)	
	n	Percent	n	Percent
Male	212	52%	250	56%
Female	198	48%	199	44%

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 child group members comparison between respondents and non-respondents, . p-value (Chi-square)¹ = 0.431.

Response	Respondents (n=410)		Non-Respondents (n=423)	
	n	Percent	n	Percent
No children	270	66%	279	66%
1 child	46	11%	58	14%
2 or more children	94	23%	86	20%

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 tests in Table 8 through Table 11 suggest respondents and non-respondents differed significantly, with respect to number of adults in group ($p < 0.001$), group type ($p = 0.006$), visit length ($p < 0.001$), and state or country of residence ($p < 0.001$); thus, there is evidence of potential non-response bias related to the number of adult group members, group type, visit length and state or country of residence within the survey's sample. Specifically, groups with two adults were more likely to respond to the survey than groups with one adult or with three or more adults. Groups that identified as family were more likely to respond to the survey than those who were alone, with friends, or with family and friends. Additionally, groups who visited the park for one to five hours were less likely to respond to the survey than groups who visited for longer durations, and groups who were visiting from in state were less likely to respond to the survey than those visiting from out of state or internationally.

The potential impact of non-response bias, with respect to number of adults in group, group type, visit length, and state or country of residence, on the results of the survey were further explored. In particular, statistical tests of number of adults in group, group type, visit length and state or country of residence effects on key questions in the SEM survey instrument were performed, with differences found for 5 of 61 questions, 5 of 61 questions, 7 of 61 questions, and 16 of 61 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 in Appendix 7.

Table 8. Number of adult group members comparison between respondents and non-respondents, p-value (Chi-square) ¹ < 0.001 .

Response	Respondents (n=409)		Non-Respondents (n=424)	
	n	Percent	n	Percent
1 adult	25	6.11%	63	14.86%
2 adults	278	67.97%	258	60.85%
3 or 4 adults	89	21.76%	78	18.40%
5 or more adults	17	4.16%	25	5.90%

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. Group type comparison between respondents and non-respondents, p-value (Chi-square) 1 = 0.006.

Response	Respondents (n=410)		Non-Respondents (n=409)	
	n	Percent	N	Percent
Alone	20	4.88%	43	10.51%
Family	337	82.20%	301	73.59%
Friends	25	6.10%	36	8.80%
Family and friends	28	6.83%	29	7.09%

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

Table 10. Visit length comparison between respondents and non-respondents, p-value (Chi-square) ¹ < 0.001.

Response	Respondents (n=411)		Non-Respondents (n=399)	
	n	Percent	n	Percent
1 to 5 hours	106	25.79%	181	45.36%
6 to 12 hours	22	5.35%	18	4.51%
24 to 48 hours	225	54.74%	172	43.11%
72 hours or more	58	14.11%	28	7.02%

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 between respondents and non-respondents, p-value (Chi-square) ¹ < 0.001.

Response	Respondents (n=409)		Non-Respondents (n=400)	
	n	Percent	n	Percent
In state visitor	74	18.09%	124	31.00%
Out of state visitor	323	78.97%	264	66.00%
International visitor	12	2.93%	12	3.00%

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

In summary, no significant differences were found between respondents and non-respondents, with respect to initial contact gender and number of children in group. Non-response bias analysis results

suggest that, for a small number of questions in the survey, the survey results may over-represent opinions, evaluations, or behaviors from visitor groups who had two adults, identified as family, visited the park for one to five hours, and were visiting from out of state. Effects of the number of adults in group, group type, visit length, and state or country of residence on results were analyzed further, and the results of this analysis are reported in Appendix 7.

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 sampling locations, visitor count data were collected for four 30-minute time periods during each sampling day at each site. During each 30-minute visitor count period, the number of visitors who entered the sampling location was counted. 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 affected recall to some degree. To the extent respondents' recall was affected, it is possible some of their responses may not fully 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. Sample size may vary for some questions, due to item non-response (i.e., one or more question left blank by a respondent). Therefore, refer to both the percentage and sample values when interpreting the results.
5. Results of statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest the survey results may over-represent opinions, evaluations, or behaviors from visitor groups who had two adults, identified as family, visited the park for one to five hours, and were visiting from out of state. Effects of the number of adults in group, group type, visit length, and state or country of residence on results were analyzed further, and the results of this analysis are reported in Appendix 7.

Special Conditions

The weather during the survey period was generally sunny, warm, and humid with high temperatures typically between the low 70s and mid-80s. Brief periods of rain were observed during sampling on June 3, June 6, and June 12, with heavier rains falling on June 5.

Results

Group and Visitor Characteristics

Visitor group size

Question 1

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

Results (Figure 2)

- 49% of visitor groups consisted of two members.
- 42% of visitor groups consisted of three or more members.

See Appendix 1 for more details.

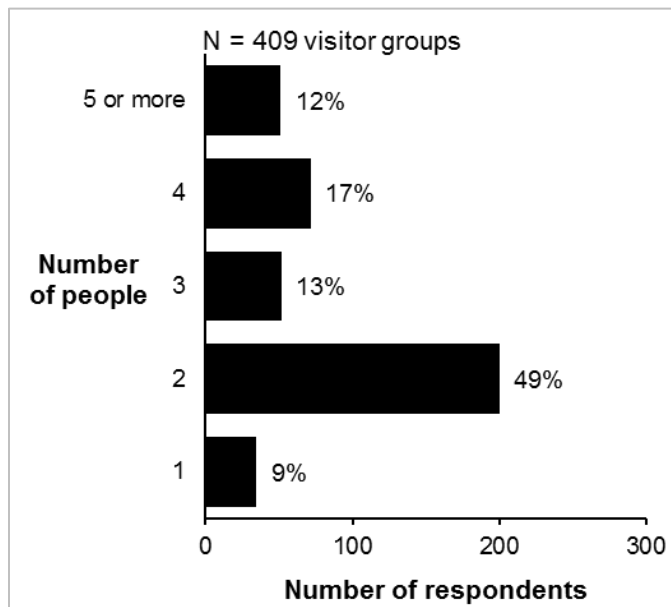


Figure 2. Visitor group size.

*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 Colonial NHP on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 71% of visitor groups consisted of two adults.
- 19% of groups consisted of three or more adults.

See Appendix 1 for more details.

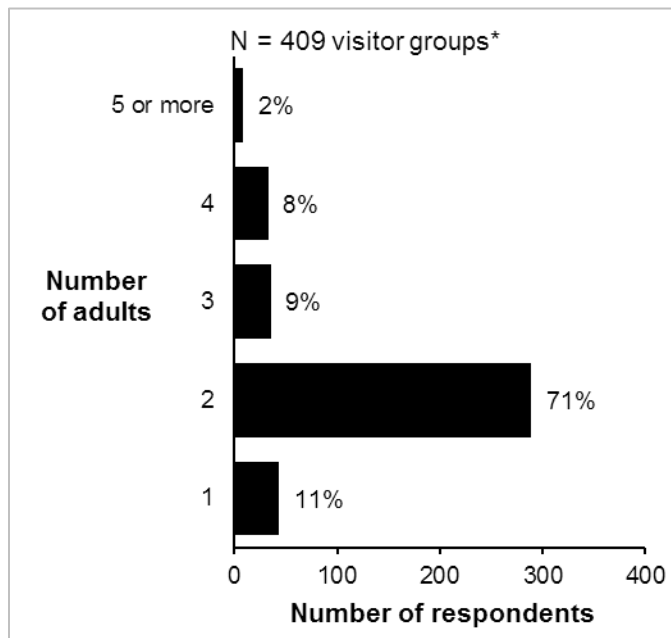


Figure 3. Number of adults within group.

*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 Colonial NHP on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- Most visitor groups (68%) did not have children.
- Of the visitor groups that had children, 42% consisted of two children.
- 33% of groups with children consisted of only one child.

See Appendix 1 for more details.

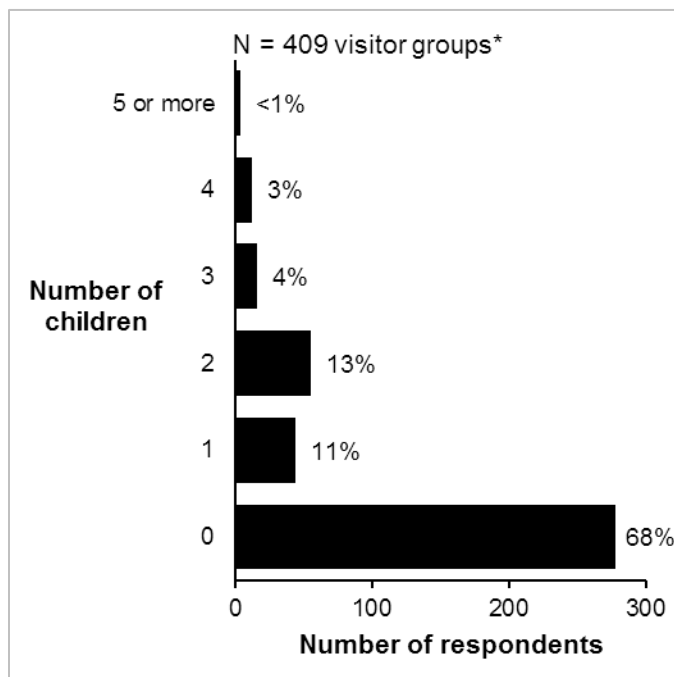


Figure 4. Number of children within group.

*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 Colonial NHP on the day you were contacted for this survey?

Results (Figure 5)

- 73% of visitor groups were made up of family.
- 15% of visitors were alone.
- Of those groups who responded “Other” (1%), group types included:
 - “School group”
 - “U.S. Department of Veterans Affairs”

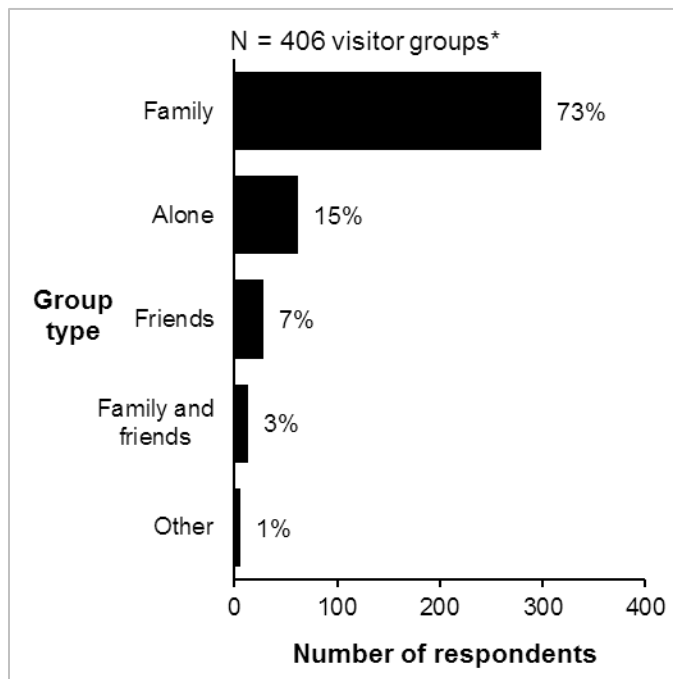


Figure 5. Visitor group type.

*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 34

For your personal group during your visit to Colonial 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 less than one year old to 89 years old.
- 26% of visitors were 65 years old or older.
- 17% of visitors were 55 to 64 years old.
- 26% of visitors were 35 to 54 years old.
- 10% of visitors were 18 to 34 years old.
- 21% of visitors were under 18 years old.

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

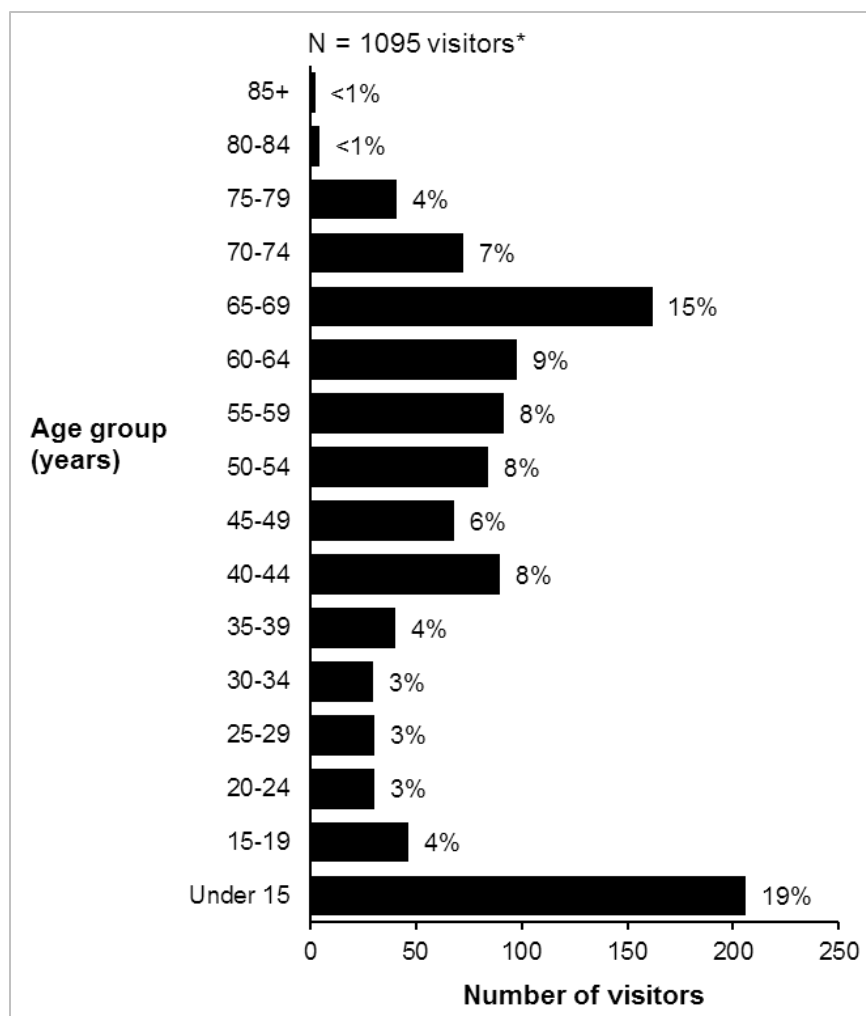


Figure 6. Visitor age.

*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 35

For your personal group during your visit to Colonial 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)

- 53% of visitors were female.
- 47% of visitors were male.

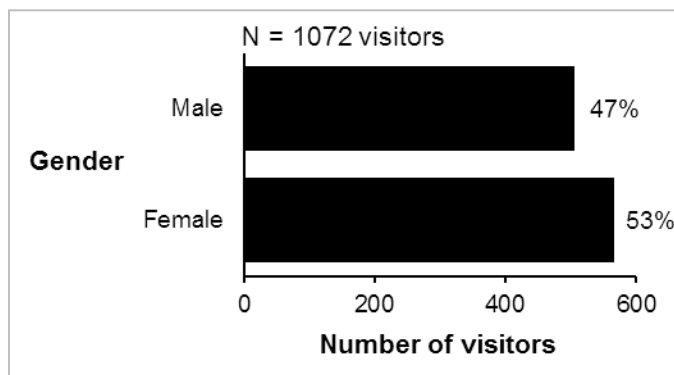


Figure 7. Visitor gender.

*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 35

For your personal group during your visit to Colonial 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)

- 5% of visitors identified as Hispanic or Latino.

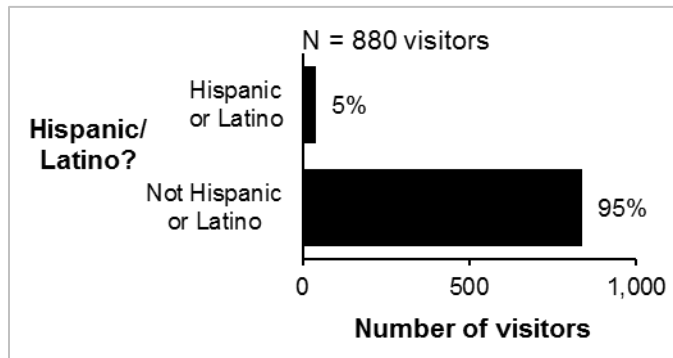


Figure 8. Visitor ethnicity.

*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 36

For your personal group during your visit to Colonial 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)

- 96% of visitors were white.
- Fewer visitors were American Indian or Alaska Native (2%), Black or African American (2%), Asian (1%), or Native Hawaiian or other Pacific Islander (<1%).

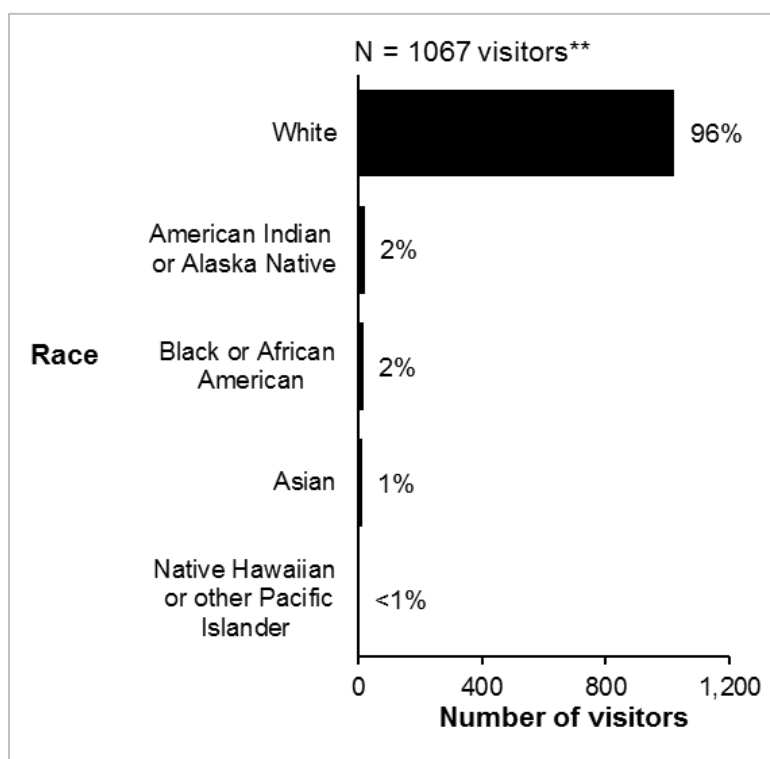


Figure 9. Visitor race.

*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 40

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

Results (Figure 10)

- 99% of visitor groups reported English as their preferred language for speaking.
- Of those who responded “Other” (<1%) languages specified included:
 - French
 - German

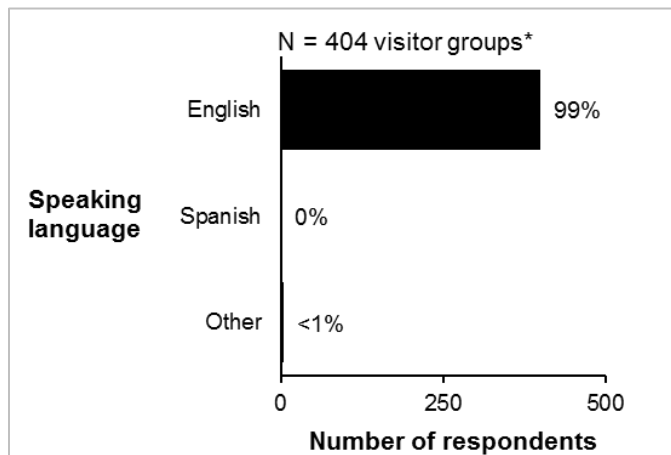


Figure 10. Preferred speaking language.

*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 40

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

Results (Figure 11)

- 99% of visitor groups reported English as their preferred language for reading.
- Of those who responded “Other” (1%) languages specified included:
 - French
 - Japanese

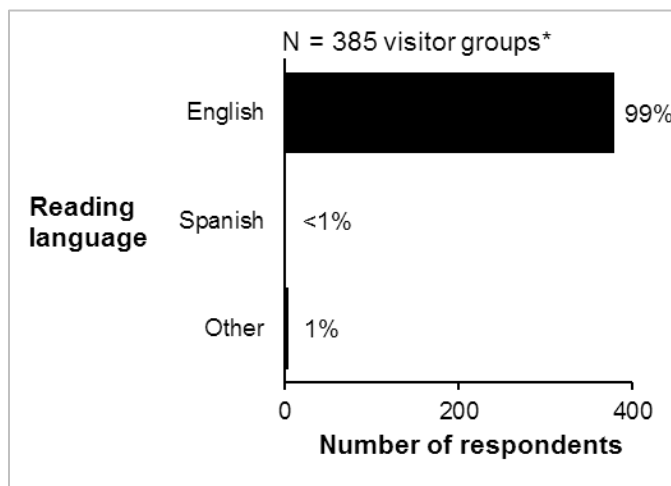


Figure 11. Preferred reading language.

*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 34

For your personal group during your visit to Colonial 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 46 states and comprised 97% of total visitation to the park during the survey period.
- 16% of U.S. visitors came from Virginia.
- 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 = 1,000 visitors*	Percent of all visitors N = 1,034 visitors
Virginia	162	16	16
Ohio	73	7	7
Pennsylvania	61	6	6
North Carolina	59	6	6
Texas	53	5	5
California	48	5	5
Georgia	44	4	4
Maryland	35	3	3
Florida	31	3	3
Michigan	31	3	3
South Carolina	31	3	3
New York	29	3	3
Illinois	28	3	3
New Jersey	28	3	3
Missouri	22	2	2
Indiana	21	2	2
Colorado	21	2	2

*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 (continued). United States visitors by state of residence.

State	Number of visitors	Percent of U.S. visitors N = 1,000 visitors*	Percent of all visitors N = 1,034 visitors
Kentucky	19	2	2
Mississippi	19	2	2
Alabama	18	2	2
Wisconsin	18	2	2
Iowa	15	2	1
Tennessee	14	1	1
Massachusetts	13	1	1
Utah	13	1	1
Nebraska	13	1	1
New Hampshire	11	1	1
Arizona	9	<1	<1
Connecticut	9	<1	<1
17 other states	52	5	5

*total percentages do not equal 100 due to rounding

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

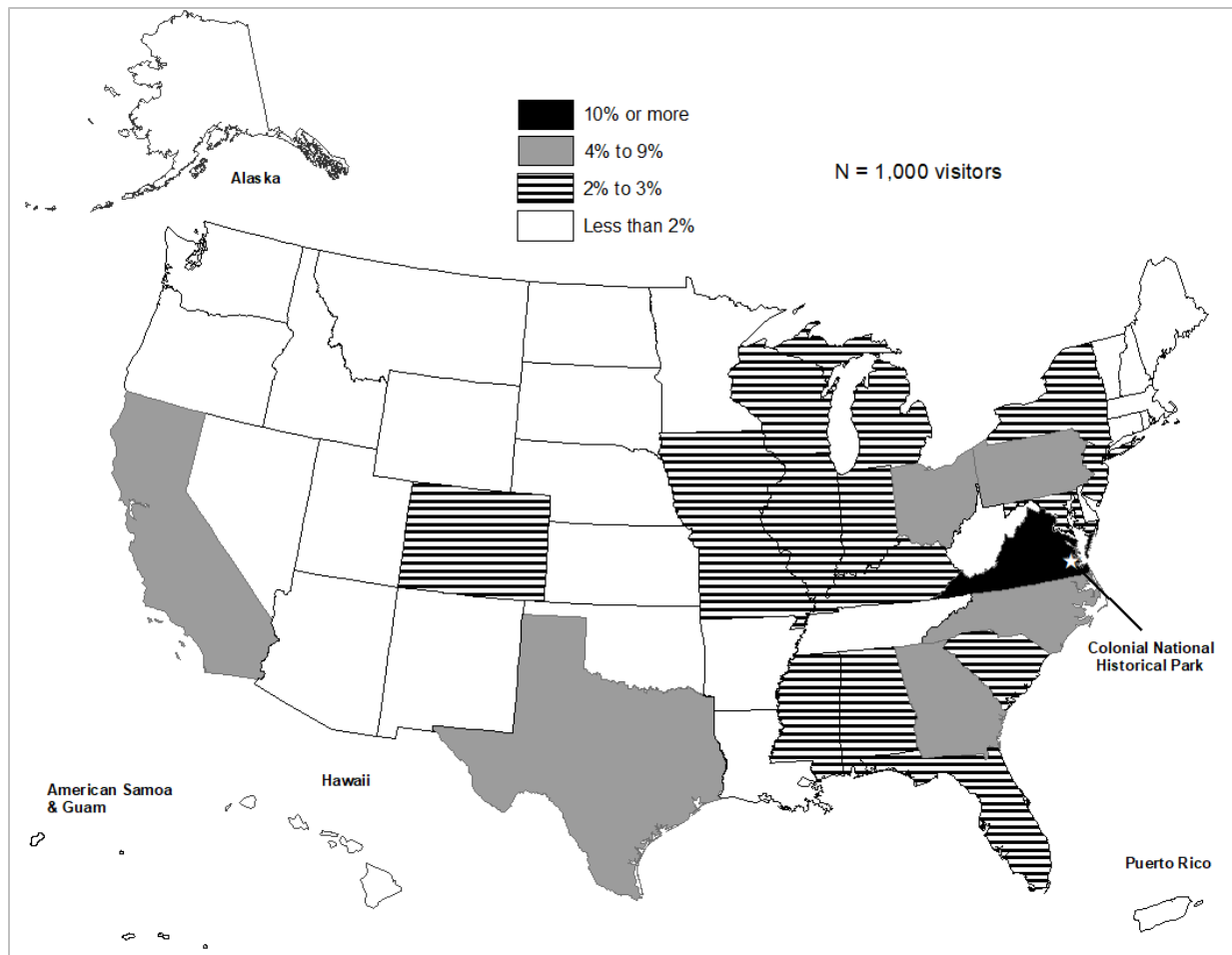


Figure 12. Proportion of U.S. visitors by state of residence.

*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 34

For your personal group during your visit to Colonial 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 eight countries and comprised 3% of total visitation to the park during the survey period.
- 41% of international visitors came from the United Kingdom.
- 25% of international visitors came from Canada.
- Smaller proportions came from other countries.

Table 13. International visitors by country of residence.

Country	Number of visitors	Percent of international visitors N = 34 individuals*	Percent of all visitors N = 1,034 individuals
United Kingdom	14	41%	1%
Canada	8	25%	<1%
France	3	8%	<1%
Australia	3	8%	<1%
Germany	2	6%	<1%
England	2	6%	<1%
New Zealand	1	4%	<1%
Scotland	1	3%	<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 26

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)

- 87% of visitor groups did not live within the shaded area on the map (i.e., nearby area).
- 13% of visitor groups lived within the shaded area (i.e., nearby area).

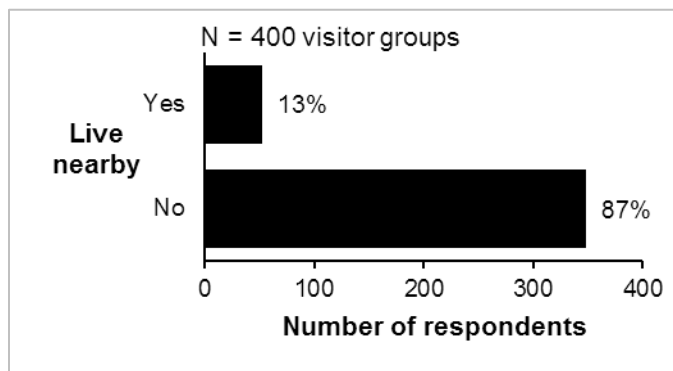


Figure 13. Visitors who live in nearby area.

*total percentages do not equal 100 due to rounding

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

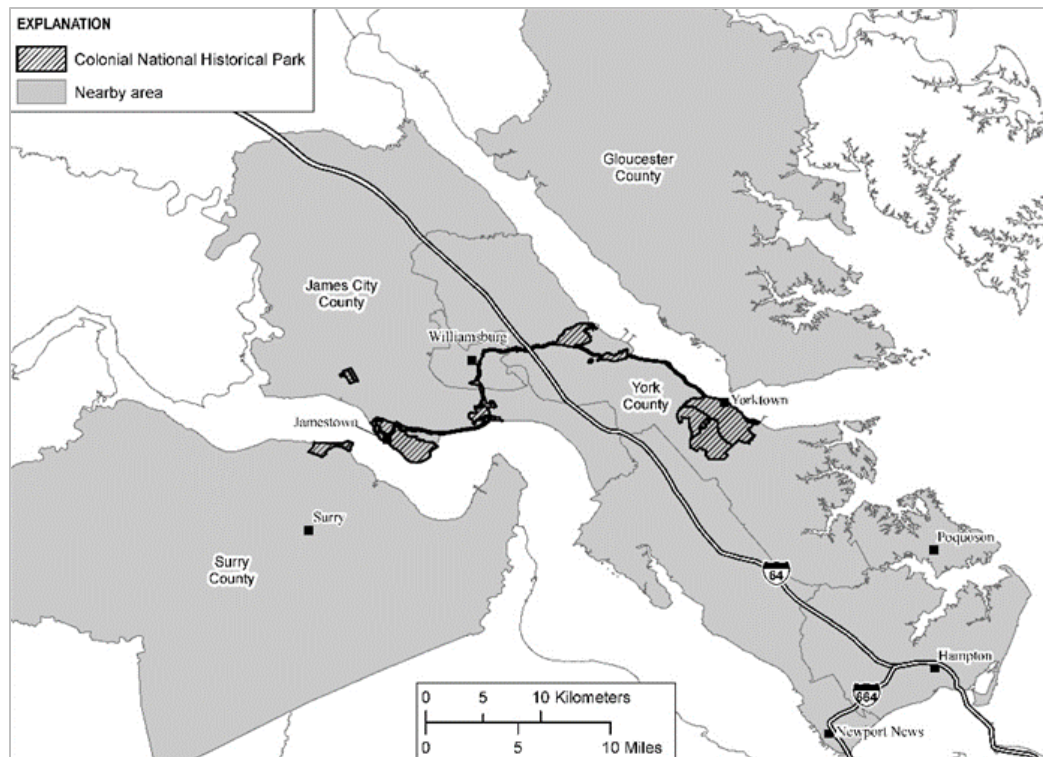


Figure 14. Map of Colonial NHP and nearby area.

*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 37

For your personal group during your visit to Colonial 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)

- 26% of visitors have graduated from a college, business, or trade school.
- 23% of visitors have completed a master's, doctoral, or professional degree.
- 18% of visitors have completed less than high school.

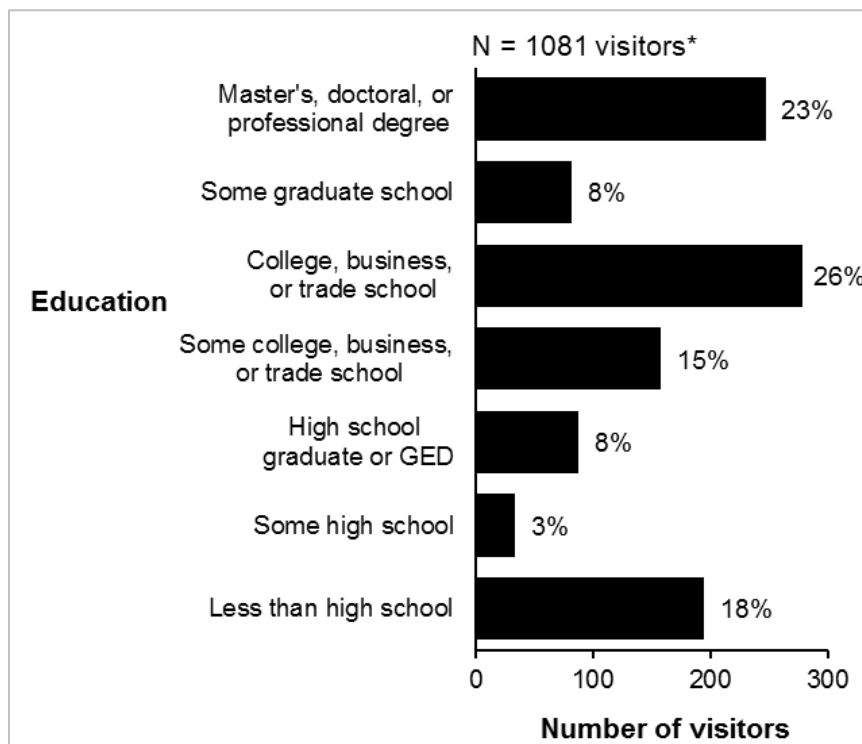


Figure 15. Visitor level of education.

*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 38

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.
- 24% of visitor groups reported an annual household income between \$75,000 and \$99,999.
- 19% of visitor groups reported an annual household income between \$50,000 and \$74,999.

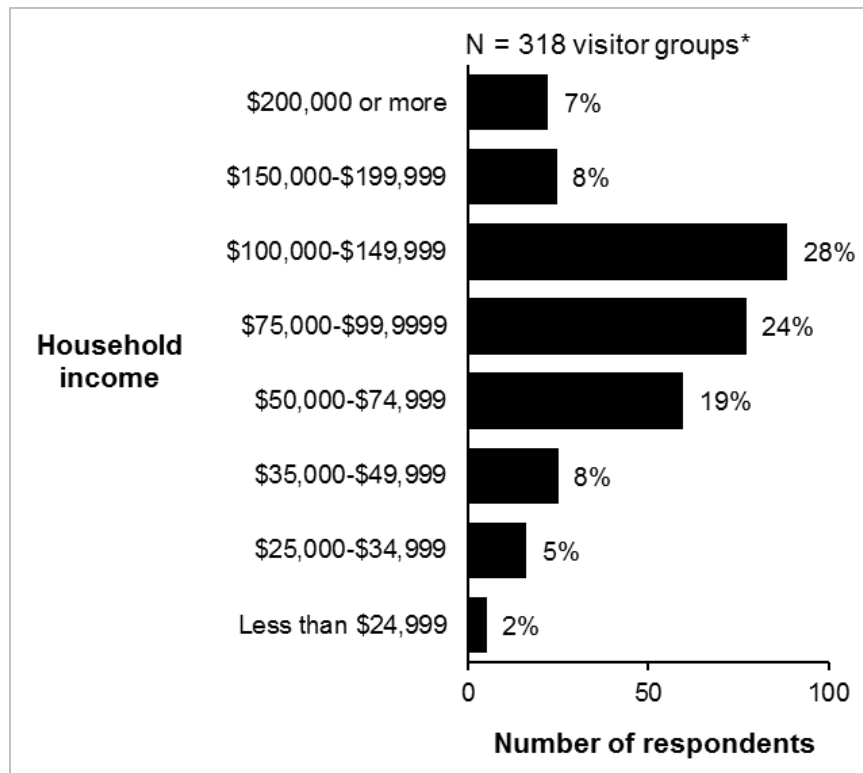


Figure 16. Annual household income.

*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 39

Including yourself, how many people are in your household?

Results (Figure 17)

- 53% of visitor groups reported living in a two-person household.
- 38% of visitor groups had a household of three or more people.

See Appendix 1 for more details.

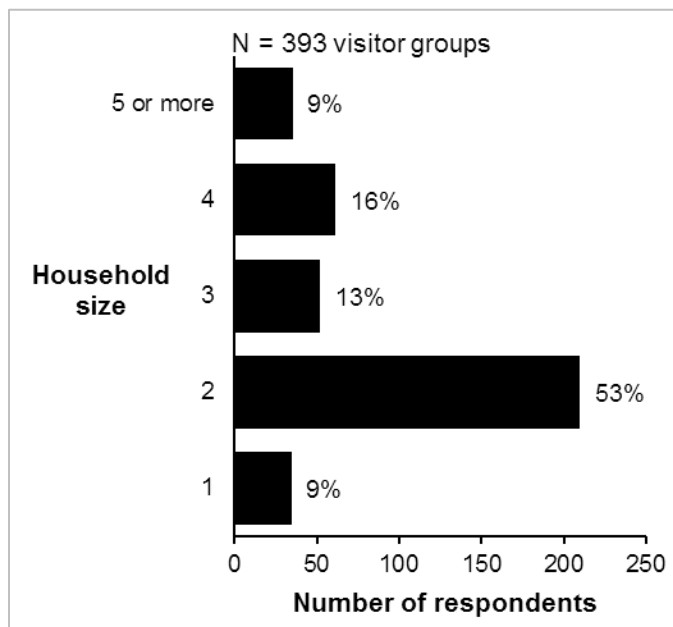


Figure 17. Size of household.

*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 34

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

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

Results (Figure 18)

- 80% of visitors visited the park only once in the last 12 months.

See Appendix 1 for more details.

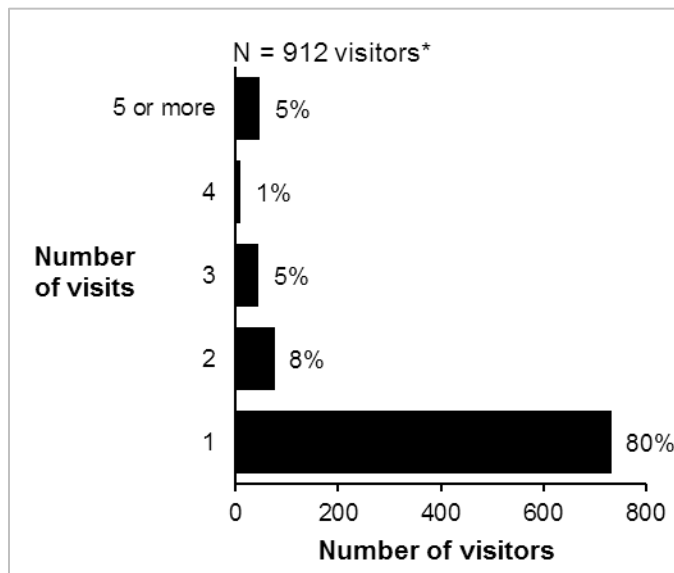


Figure 18. Park visits in the last 12 months.

*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 34

For your personal group during your visit to Colonial 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)

- 33% of visitors did not visit any other NPS sites in the last 12 months.
- 23% of visitors have visited other NPS sites one time in the last 12 months.

See Appendix 1 for more details.

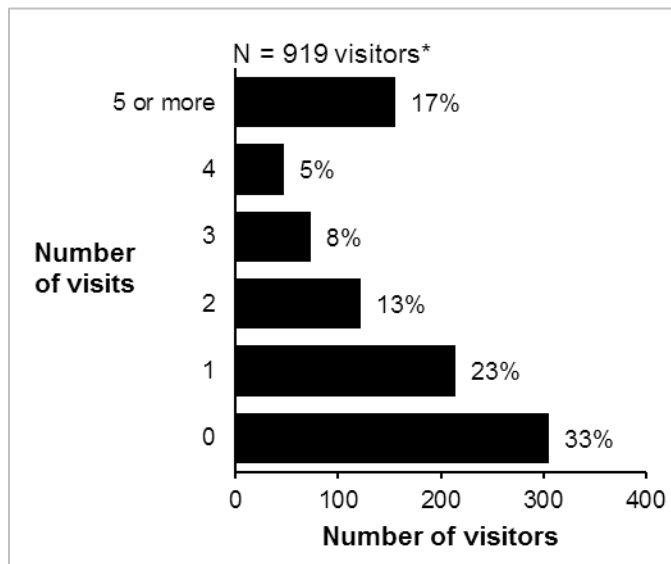


Figure 19. Other NPS site visits in last 12 months.

*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 8

Prior to this trip, how did you obtain information about Colonial NHP?

Results (Figure 20 and Figure 21)

- 85% 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 Colonial NHP prior to their visit, the most common information sources were:
 - 37% Colonial NHP website (www.nps.gov/colo)
 - 34% Previous visits
 - 26% Maps/Brochures
 - 24% Friends/relatives/word of mouth
- “Other websites” used by visitor groups (11%) included:
 - “TripAdvisor”
 - “Travelocity”
 - “Visitor bureau”
- “Other information sources” used by visitor groups (3%) included:
 - “Personal knowledge”
 - “Distance business”

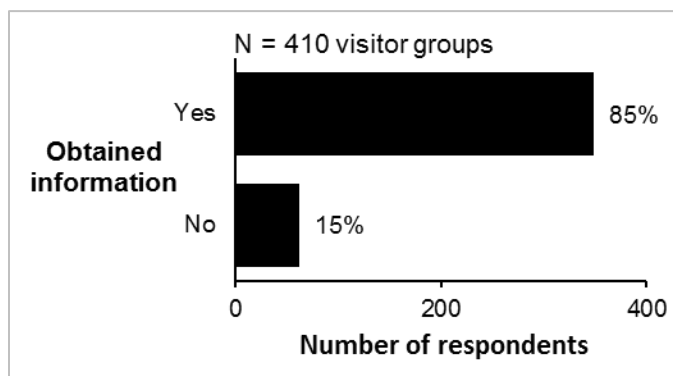


Figure 20. Visitor groups that obtained information about the park prior to visit.

*total percentages do not equal 100 due to rounding

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

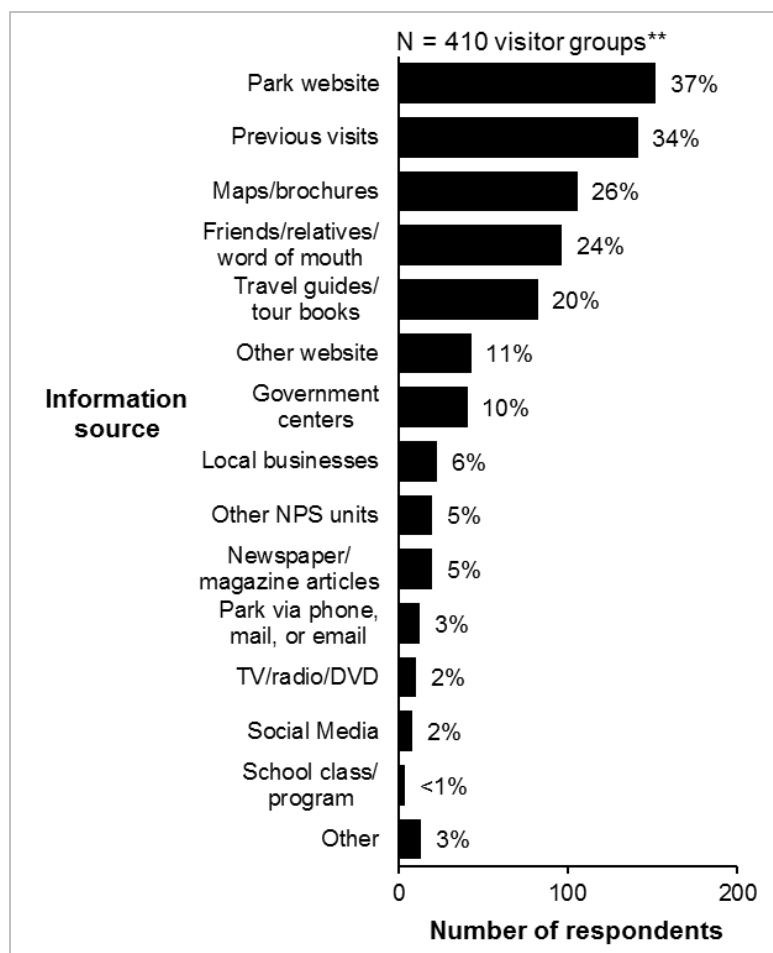


Figure 21. Information sources used prior to trip.

*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 9

Did you have the information about Colonial NHP you needed on this trip?

Results (Figure 22)

- 95% of visitor groups had the information they needed on their visit.

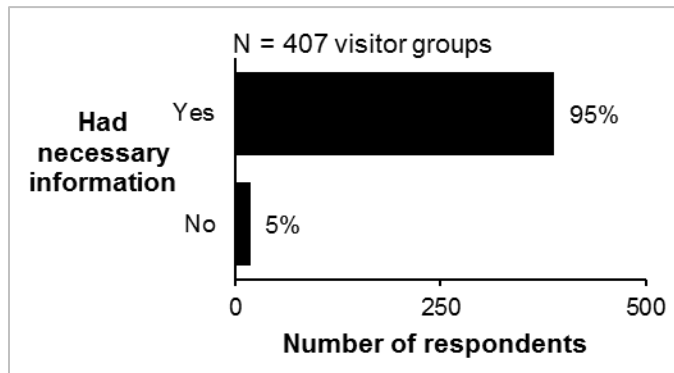


Figure 22. Had information needed on this trip.

*total percentages do not equal 100 due to rounding

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

Question 9

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, the most frequently mentioned items were:
 - “Relationship between Colonial Williamsburg and NHP” (mentioned 4 times)
 - “Schedule of programs and activities” (mentioned 4 times)
 - “There is an identically named State Park nearby” (mentioned 4 times)

Table 14. Information needed. N = 19 comments. Some visitor groups may have made more than one comment.

Information	Frequency of times mentioned
Relationship between Colonial Williamsburg and NHP	4
Schedule of programs and activities	4
There is an identically named State Park nearby	4
Distinctions between different attractions	2
Other information	5

*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 Colonial NHP on this trip.

Results (Figure 23)

- 98% 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:
 - “Horse & carriage”
 - “Shuttle bus”

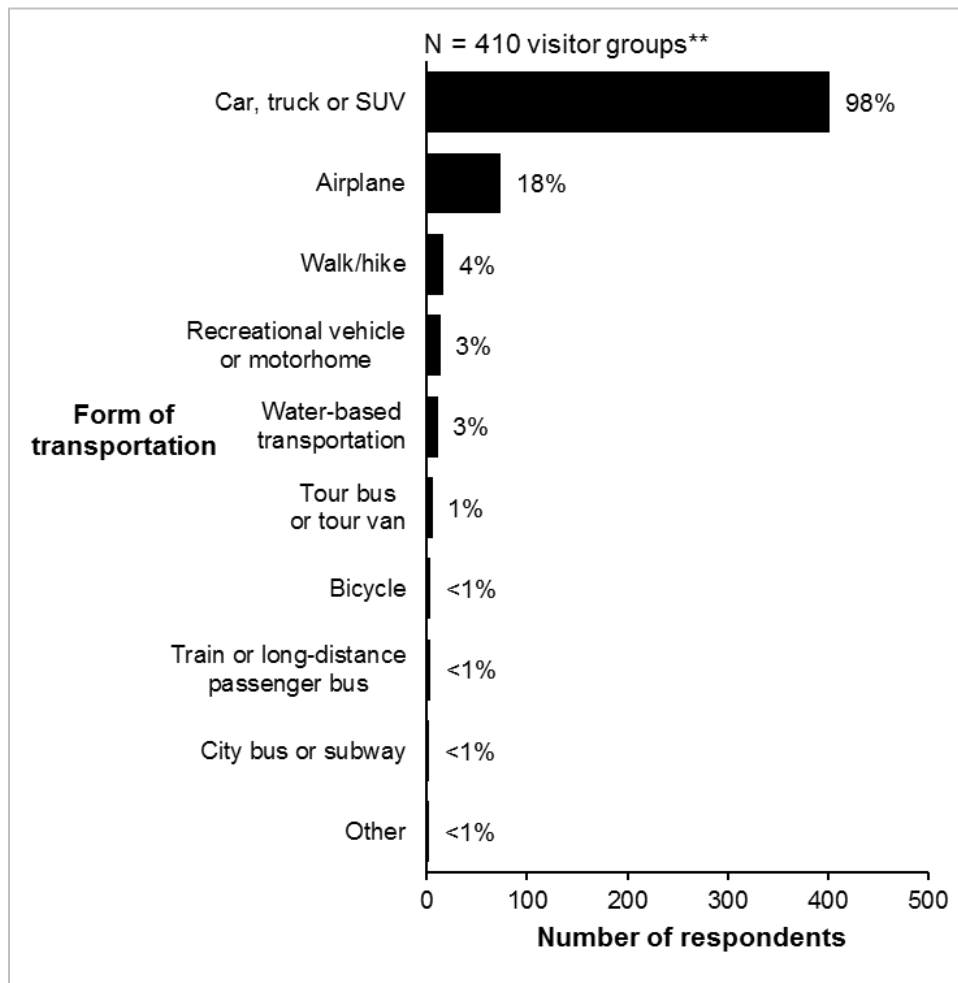


Figure 23. Transportation used to travel to park.

*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)

- 48% of visitor groups traveled to the park in a vehicle with two people.
- 46% of visitor groups traveled in a vehicle with three or more people.

See Appendix 1 for more details.

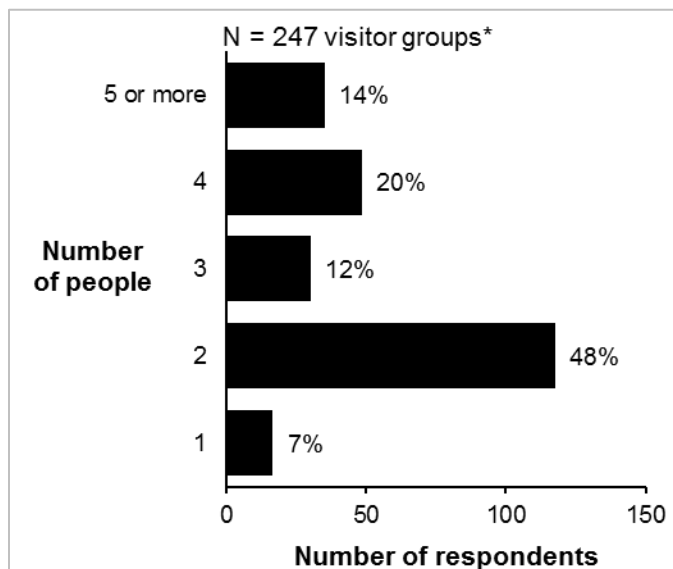


Figure 24. Number of passengers in car, truck or SUV.

*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 Colonial NHP on this trip.

Results (Figure 25)

- 38% of visitor groups who used water-based transportation to travel from their home to the park traveled on a ferry.
- For those who responded “Other” (32%), “Sailboat” was the specified mode of water-based transportation.

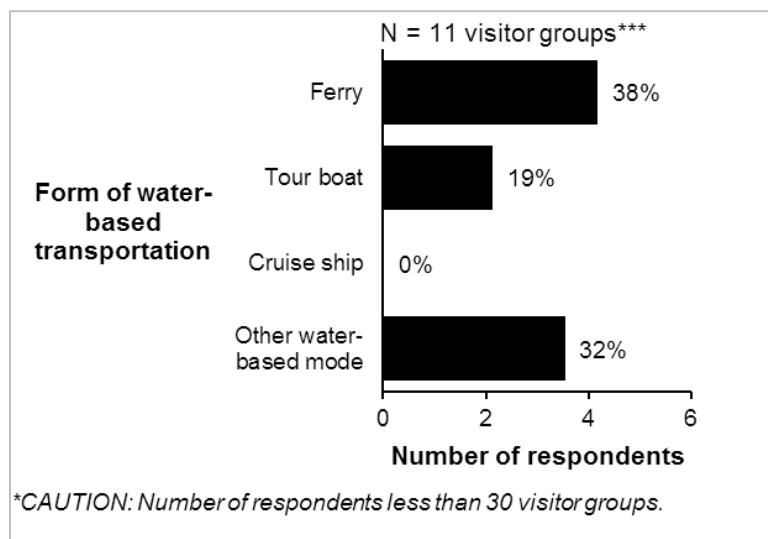


Figure 25. Water-based transportation used to travel to park.

*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 Colonial NHP on this trip?

Results (Figure 26)

- 45% of visitor groups traveled up to six hours one-way to get to Colonial NHP.
- 34% of visitor groups traveled seven to 12 hours one-way.

See Appendix 1 for more details.

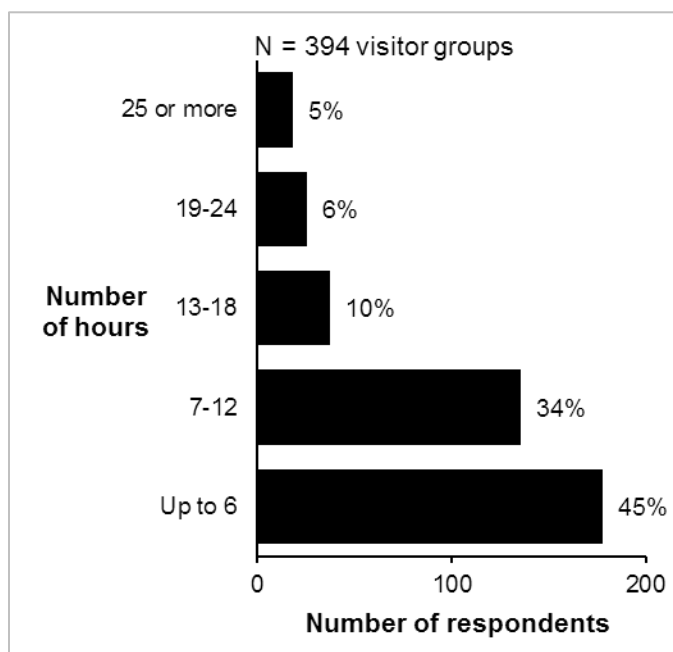


Figure 26. Hours traveled one-way to park.

*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 Colonial NHP on this trip?

Results (Figure 27)

- 33% of visitor groups traveled up to 250 miles one-way to Colonial NHP.
- 21% of visitor groups traveled 251 to 500 miles or more one-way.
- 20% of visitor groups traveled 1,251 miles or more one-way.

See Appendix 1 for more details.

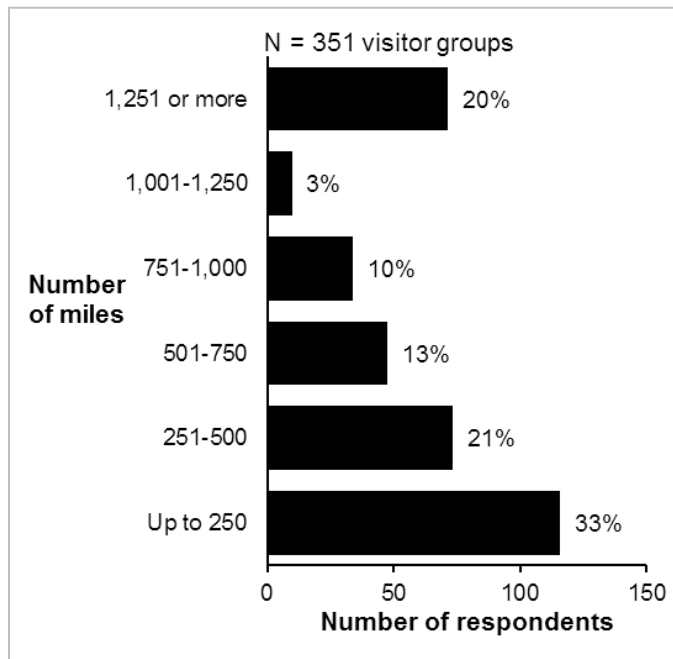


Figure 27. Miles traveled one-way to park.

*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 28

Was this trip to Colonial 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)

- 62% 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.

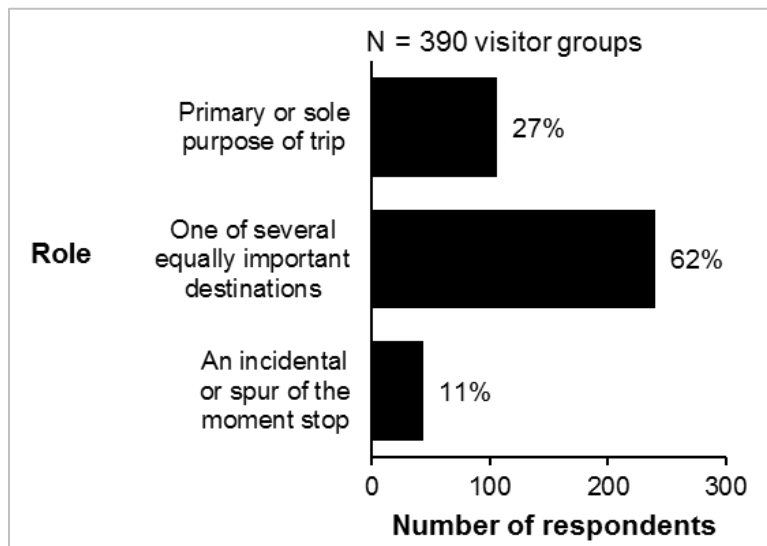


Figure 28. Role of park visit in trip away from home.

*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 28

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 Colonial NHP as one of several equally important destinations, 80% reported that one or more equally important destinations were within the nearby area.

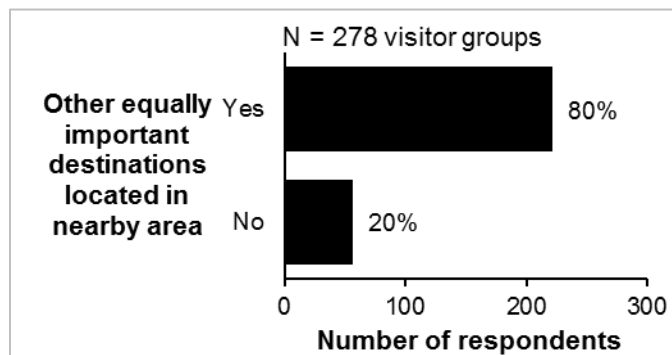


Figure 29. Location of other equally important destinations.

*total percentages do not equal 100 due to rounding

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

Question 28

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 Colonial NHP as just an incidental stop, 58% reported that their primary destination was within the shaded area of the map (i.e. nearby area).

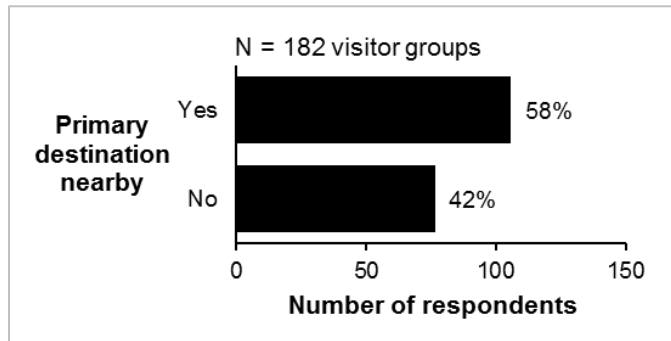


Figure 30. Location of primary destination if spur-of-the-moment trip.

*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 10

How important to you was each of the following reasons for visiting Colonial 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:
 - 90% Learn more about American history/culture
 - 78% Spend time with friends/family
 - 54% View wildlife or natural scenery
- The reasons that received the lowest proportion combined proportions of “extremely important” and “very important” ratings were:
 - 9% View dark night sky/stars
 - 7% Attend a special event
 - Of those who rated “Attend a special event” (N = 344), events specified included:
 - “Lecture”
 - “Memorial service”
- Of those who rated “Other” (N = 70), reasons specified included:
 - “Learn more”
 - “Educate children”
 - “Personal interest”

Figure 34 through Figure 43 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

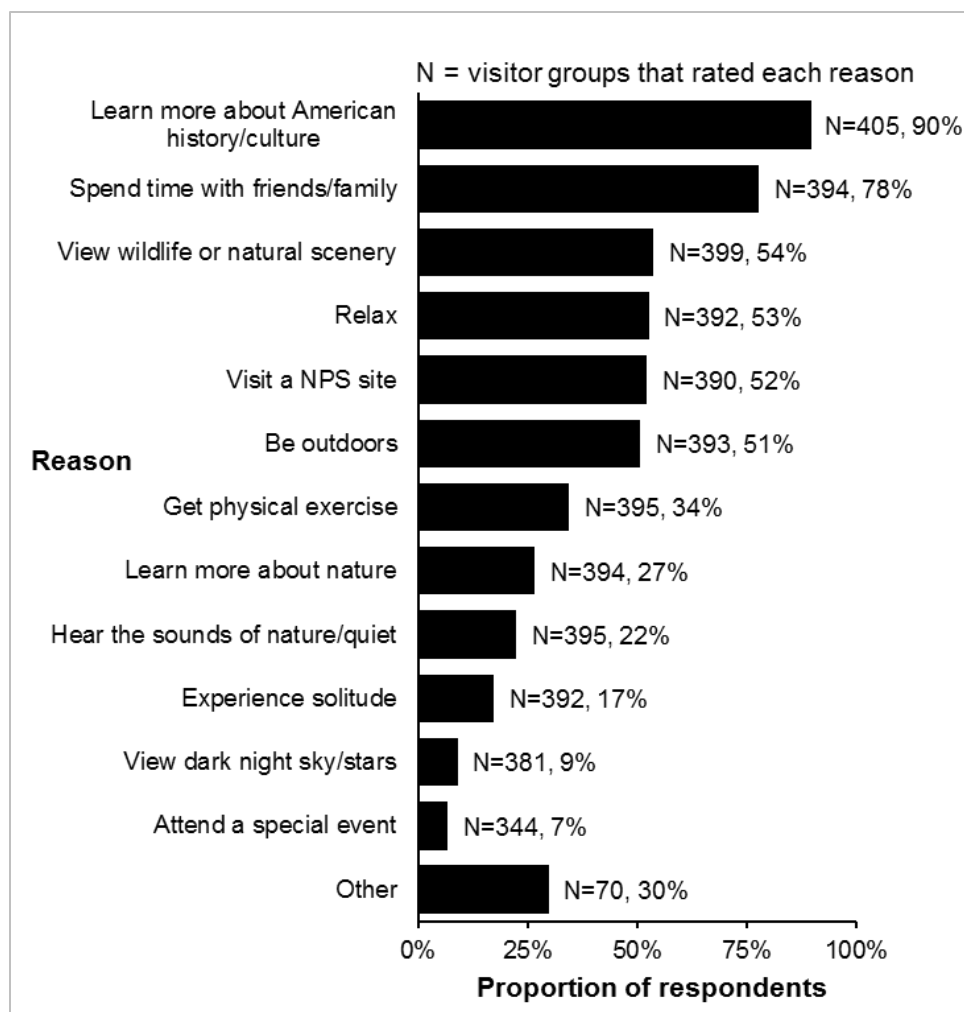


Figure 31. Reasons for visiting the park this trip.

*total percentages do not equal 100 due to rounding

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

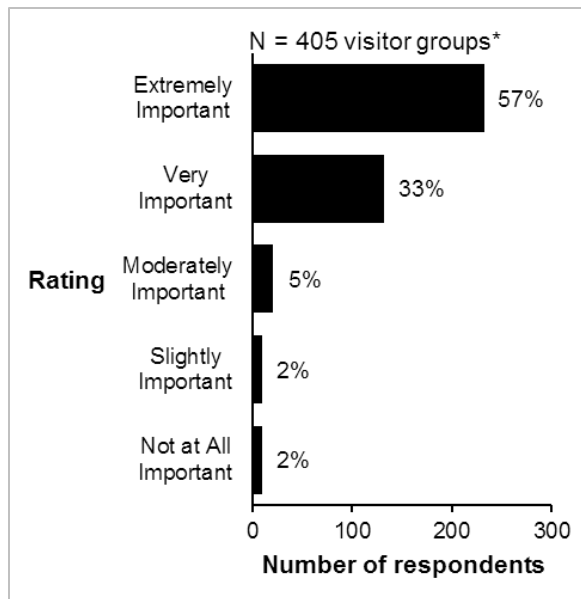


Figure 32. Importance of learning more about American history/culture.

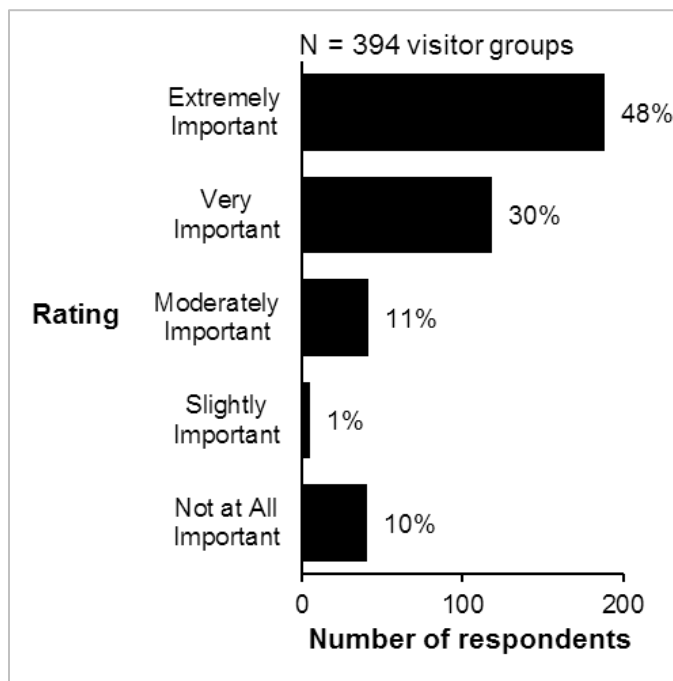


Figure 33. Importance of spending time with friends/family.

*total percentages do not equal 100 due to rounding

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

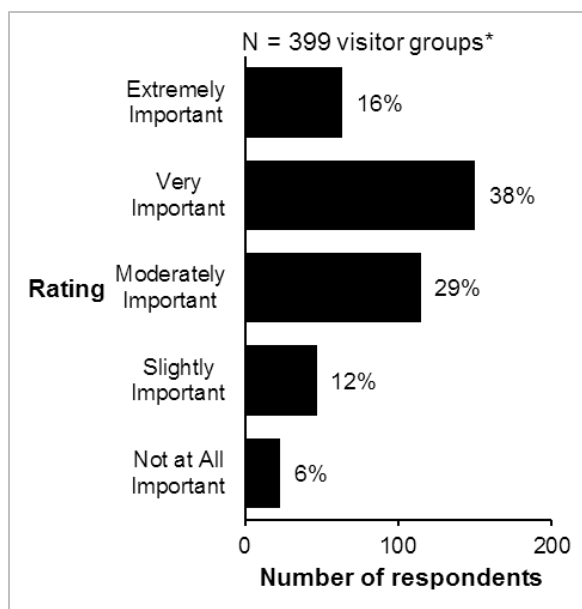


Figure 34. Importance of viewing wildlife or natural scenery.

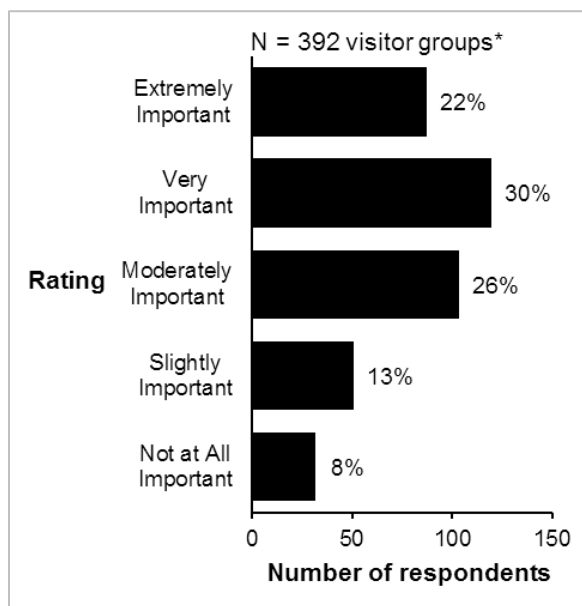


Figure 35. Importance of relaxing.

*total percentages do not equal 100 due to rounding

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

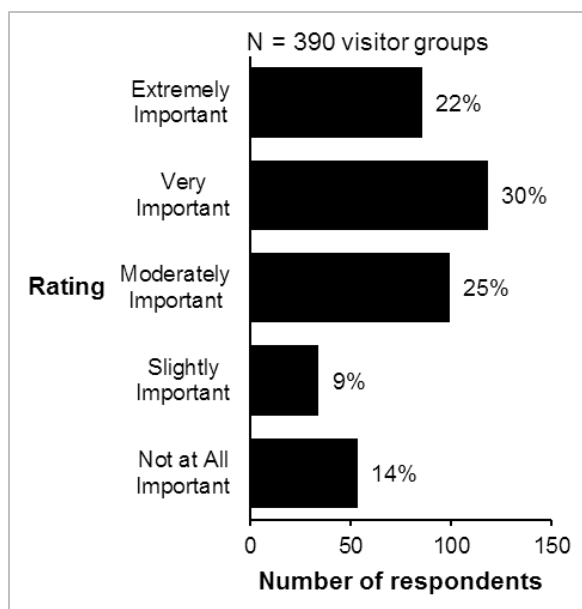


Figure 36. Importance of visiting a NPS site.

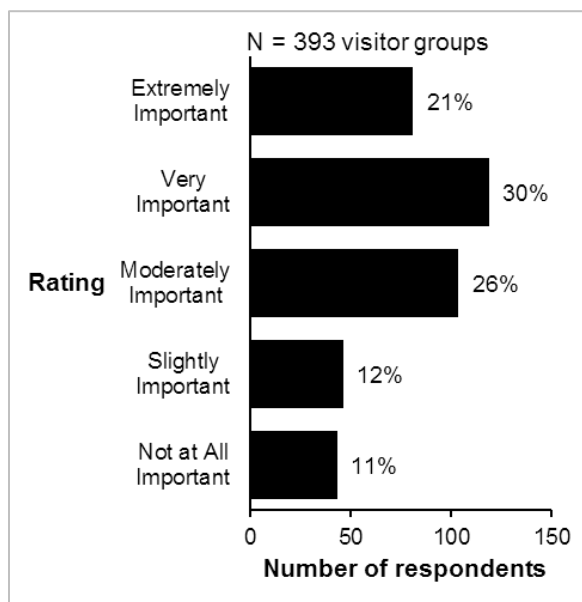


Figure 37. Importance of being outdoors.

*total percentages do not equal 100 due to rounding

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

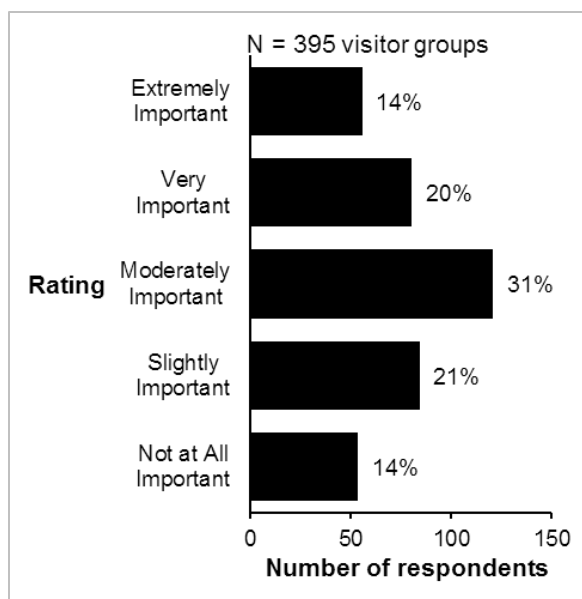


Figure 38. Importance of getting physical exercise.

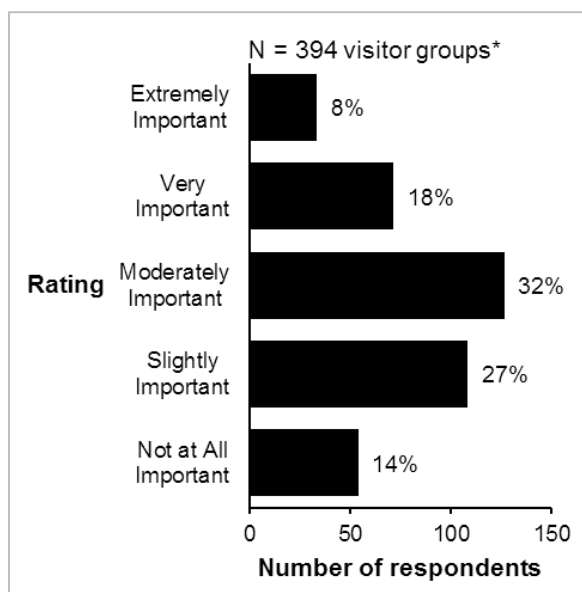


Figure 39. Importance of learning more about nature.

*total percentages do not equal 100 due to rounding

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

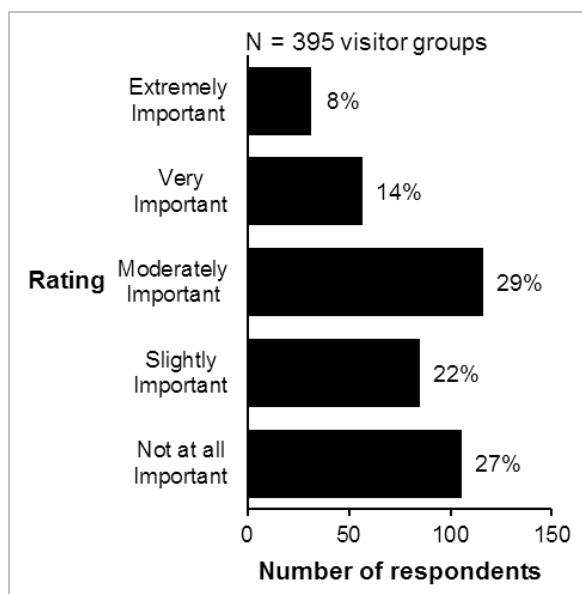


Figure 40. Importance of hearing the sounds of nature/quiet.

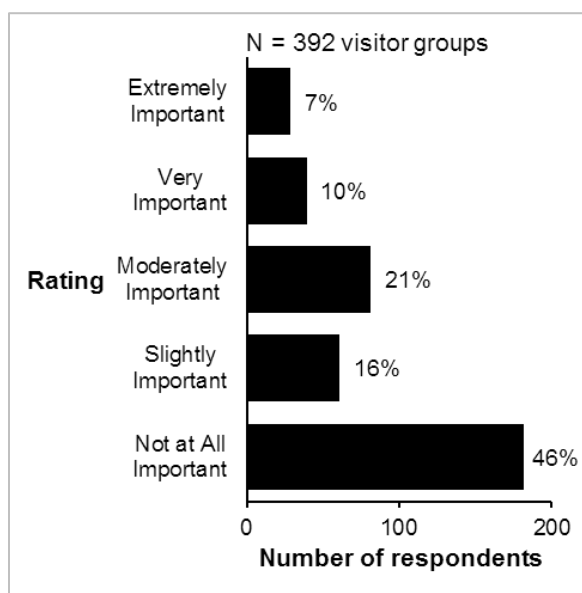


Figure 41. Importance of experiencing solitude.

*total percentages do not equal 100 due to rounding

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

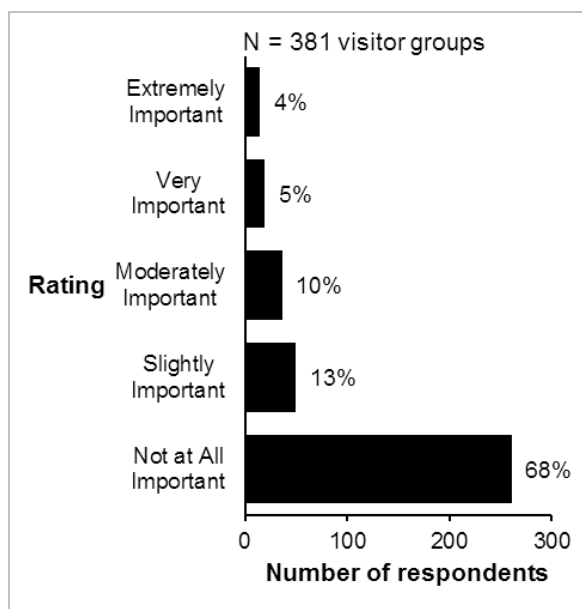


Figure 42. Importance of viewing dark night sky/stars.

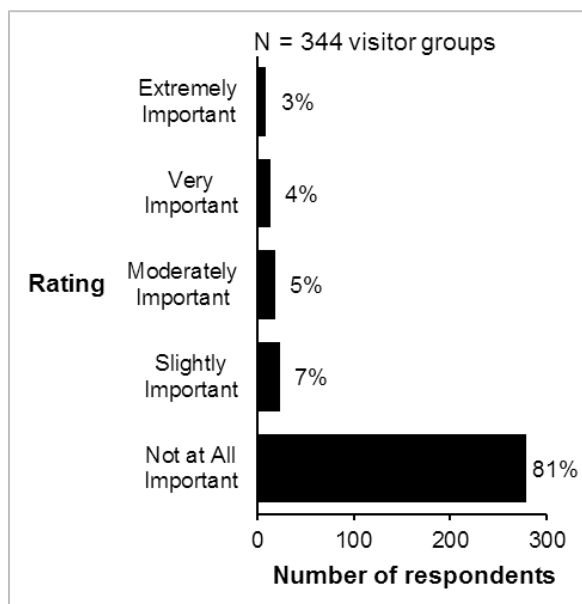


Figure 43. Importance of attending a special event.

*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 11

Of the reasons listed in Question 10, which was the most important reason for your visit to Colonial NHP on this trip?

Results (Figure 44)

- The most common “most important” reasons for visiting Colonial NHP were:
 - 63% Learn more about American history/culture
 - 19% Spend time with friends and family
 - 8% Visit a NPS site
- The least common “most important” reasons were:
 - 1% Relax
 - <1% Attend a special event
 - <1% Experience solitude
- Of those who responded “Other” (1%), reasons specified included:
 - “Anniversary getaway”
 - “See glassblowing”
 - “Be near history”

*total percentages do not equal 100 due to rounding

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

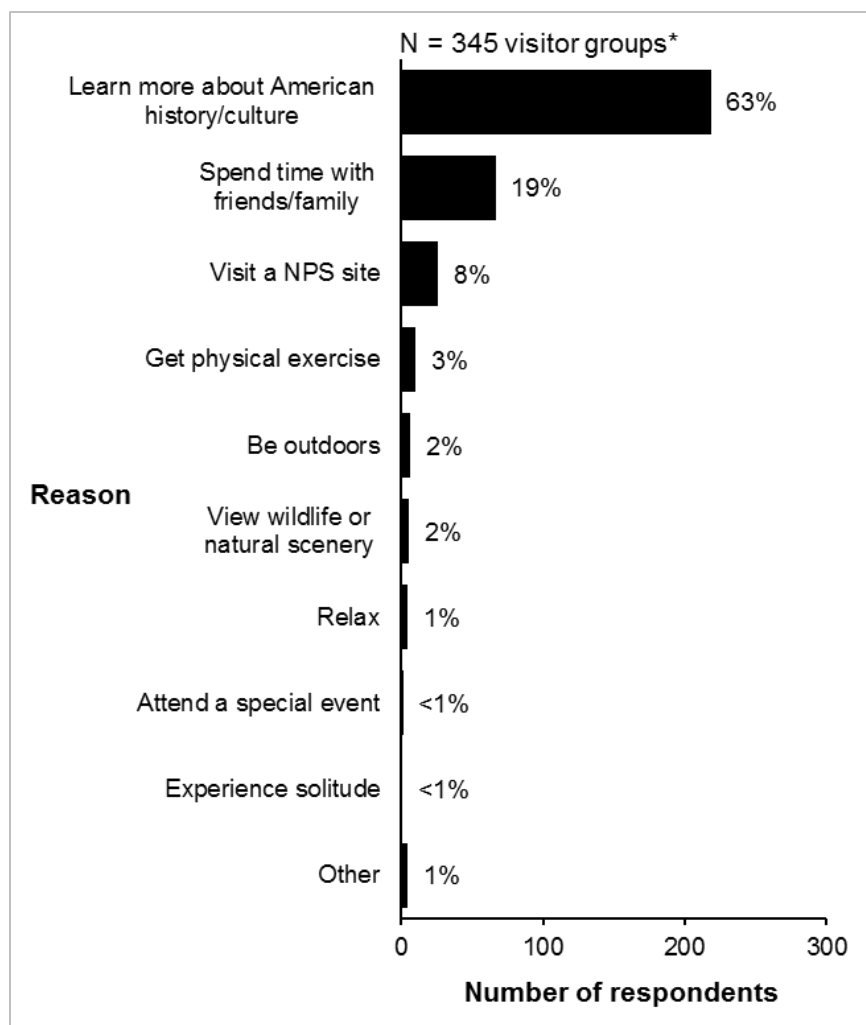


Figure 44. Most important reason for visiting the park on this trip.

*total percentages do not equal 100 due to rounding

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

Park Experience and Activities

Type of entrance fee applied

Question 5

On this trip to Colonial NHP, which one of the following entrance fees applied to you personally?

Results (Figure 45)

- 40% of visitor groups used a Senior Pass, Access Pass, or Military Pass to enter the park.
- 28% of visitor groups used a 7-day entrance pass.
- Of those who responded “Other” (7%), entrance fees specified included:
 - “Every Kid in a Park pass”
 - “Colonial Williamsburg Flex Pass”

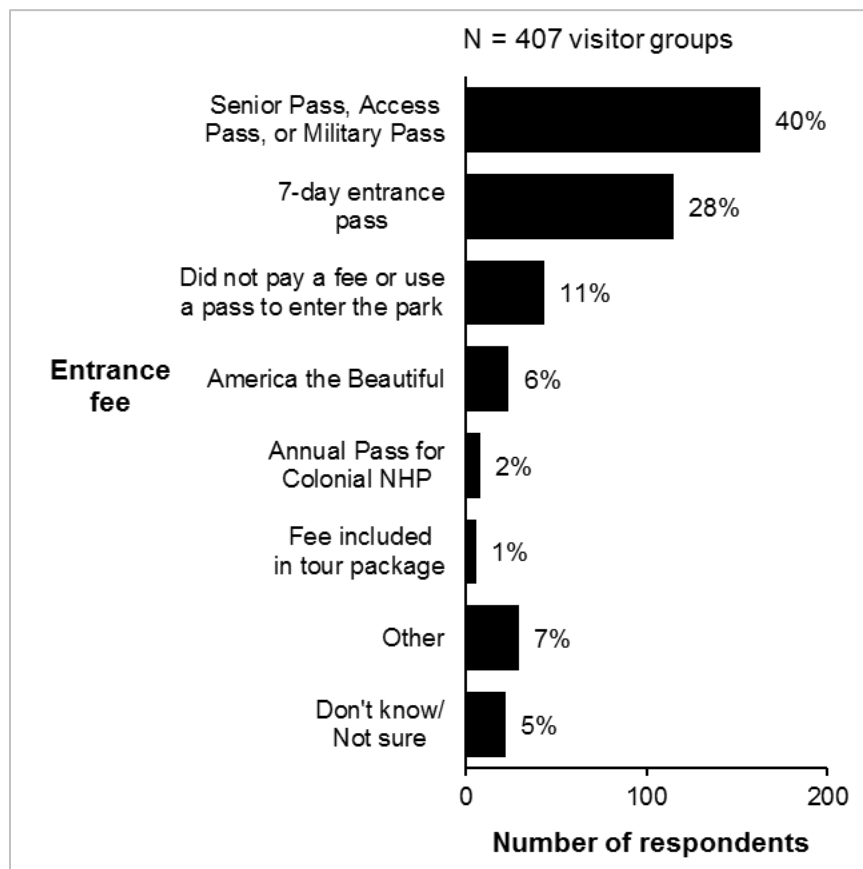


Figure 45. Entrance fees that applied to visitor groups.

*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 Colonial NHP

Question 7

On this trip, how much total time did you spend within Colonial NHP?

Number of hours, if day trip

Results (Figure 46)

- 37% of visitor groups who spent less than 24 hours in the park visited for five or more hours.
- 24% of visitor groups who spent less than 24 hours in the park visited for three hours.
- 20% of visitor groups who spent less than 24 hours in the park visited for four hours.

See Appendix 1 for more details.

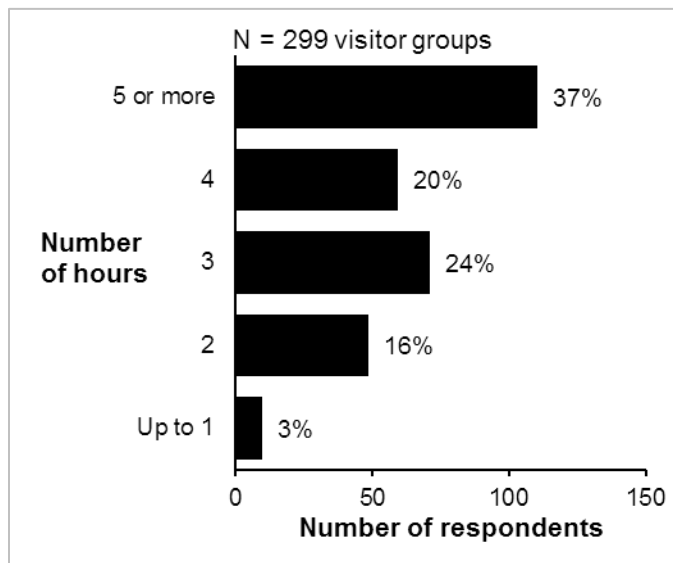


Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.

*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)

- 63% of visitor groups who reported spending 24 hours or more in the park visited for two days.
- 23% of visitor groups who reported spending 24 hours or more in the park spent three days visiting the park.

See Appendix 1 for more details.

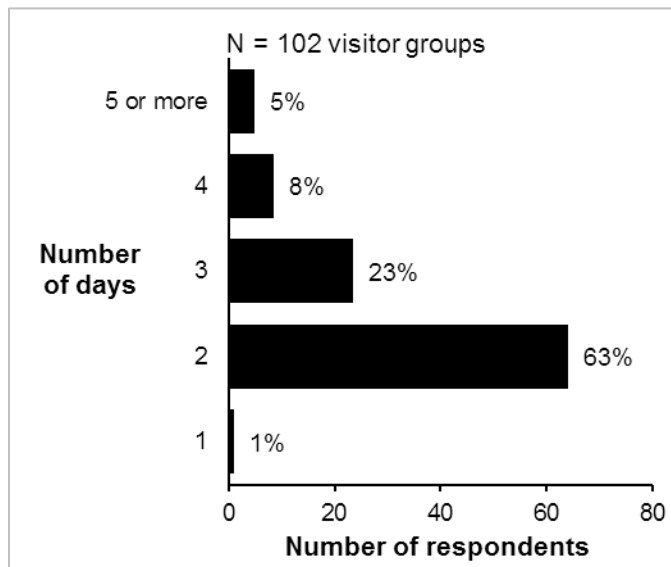


Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.

*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 6

On how many days during this trip did you enter or re-enter Colonial 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)

- 65% of visitor groups entered or re-entered the park on only one day.
- 23% of visitor groups entered or re-entered the park on two days.

See Appendix 1 for more details.

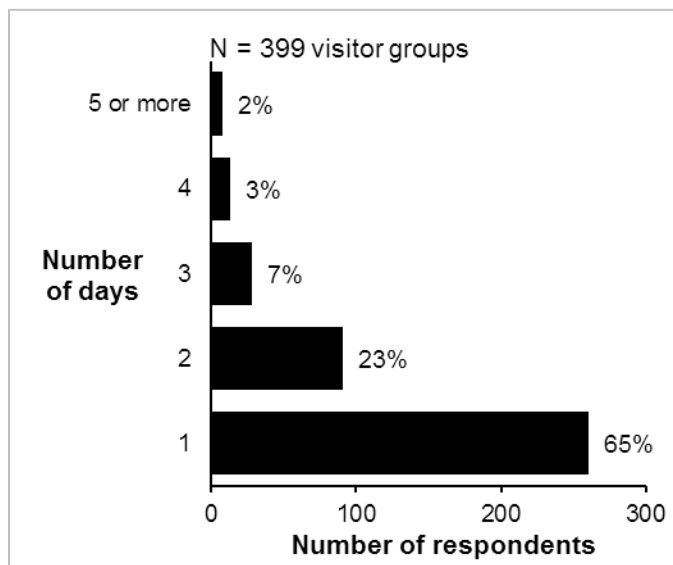


Figure 48. Number of days entered or re-entered park.

*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 27a

On this trip to Colonial NHP and the nearby area, did you stay overnight away from your permanent residence either inside Colonial NHP or within the nearby area (within the shaded area of the map)?

See Figure 14 or Appendix 2 for map.

Results (Figure 49)

- 75% of visitor groups stayed overnight inside Colonial NHP or within the nearby area on this trip.

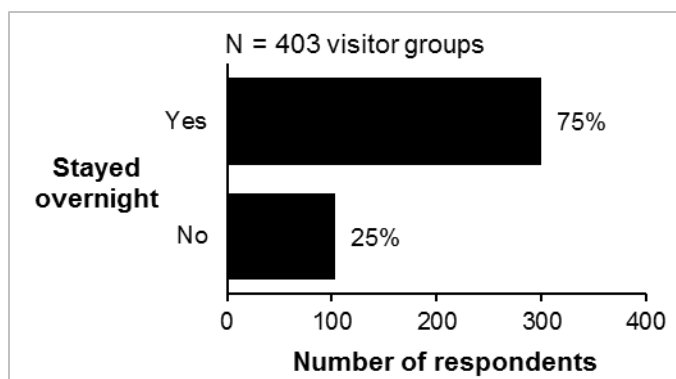


Figure 49. Visitors who stayed overnight in/near Colonial NHP.

*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 27b

If YES, please list the number of nights you stayed in Colonial NHP and/or in the nearby area (within the shaded area of the map) 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.
- 89% of visitor groups who stayed overnight one or more nights stayed in lodging in the nearby area.
- 9% of visitor groups who stayed overnight one or more nights camped in the nearby area.

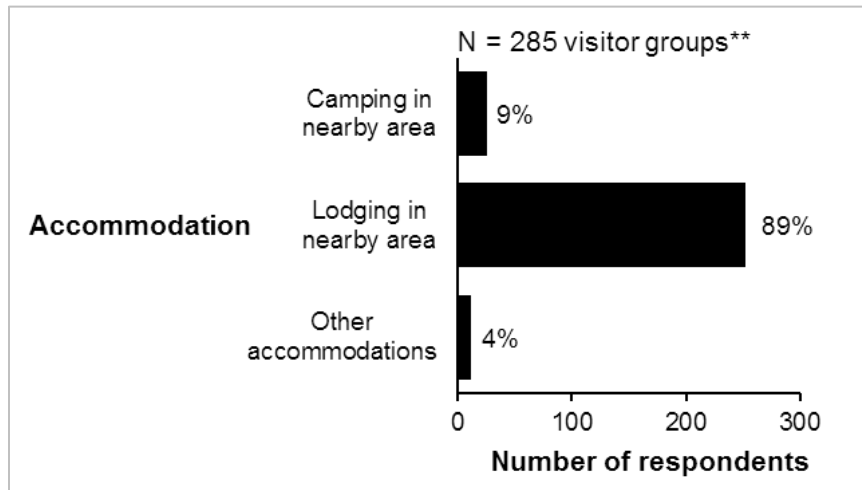


Figure 50. Accommodations for nights spent in Colonial NHP or the nearby area.

*total percentages do not equal 100 due to rounding

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

Camping in the nearby area

Results (Figure 51)

- 42% of visitor groups who camped in the nearby area camped for five or more nights.
- 22% of visitor groups who camped in the nearby area camped for two nights.

See Appendix 1 for more details.

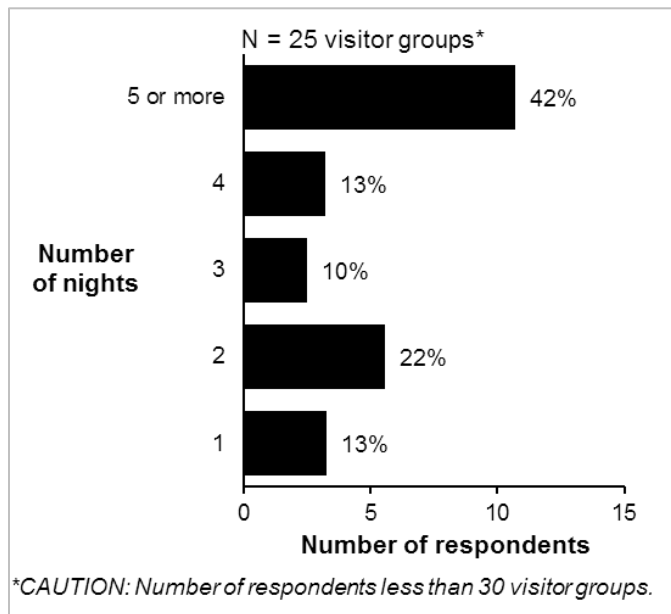


Figure 51. Nights spent camping outside Colonial NHP.

*total percentages do not equal 100 due to rounding

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

Lodging in the nearby area

Results (Figure 52)

- 40% of visitor groups who stayed in lodging in the nearby area stayed for five or more nights.
- 18% of visitor groups who stayed in lodging in the nearby area stayed for three nights.
- 18% of visitor groups who stayed in lodging in the nearby area stayed for two nights.

See Appendix 1 for more details.

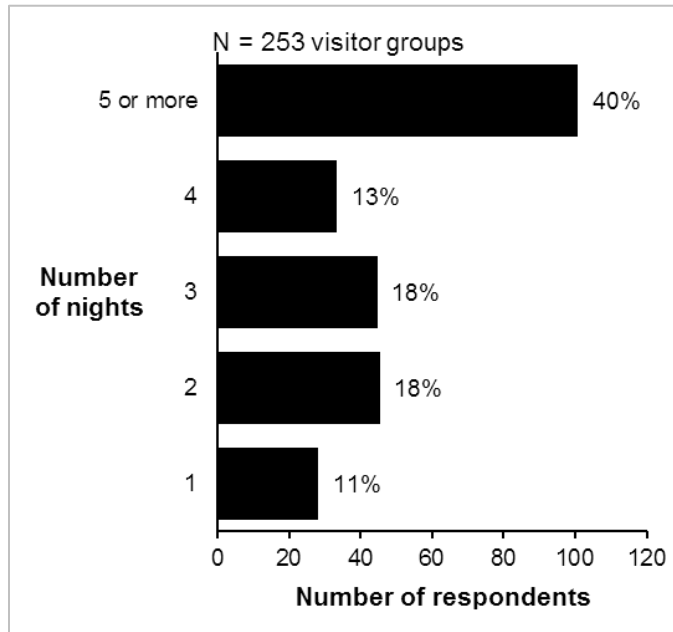


Figure 52. Nights spent in lodging outside Colonial NHP.

*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)

- 39% of visitor groups who stayed overnight in other accommodations stayed for five or more nights.
- 32% of visitor groups who stayed overnight in other accommodations stayed for four nights.

See Appendix 1 for more details.

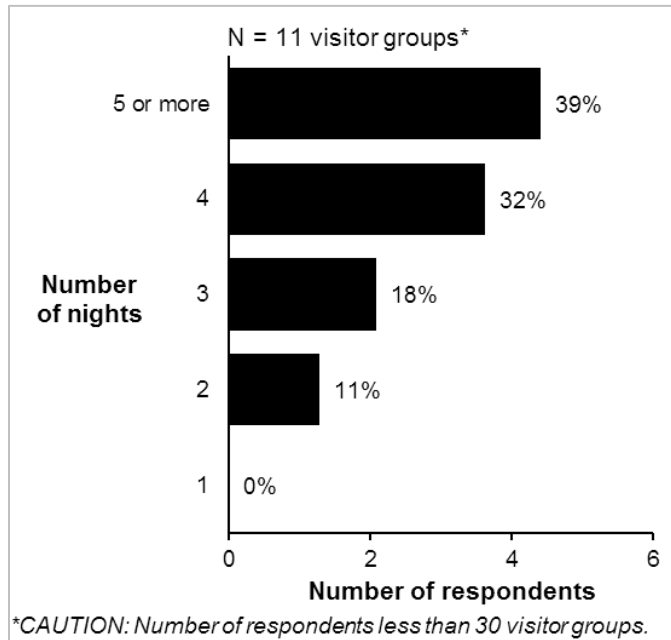


Figure 53. Nights in other accommodations (e.g., friends/relatives).

*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 29

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

Results (Figure 54)

- 49% of visitor groups visited other NPS units on their trip away from home.

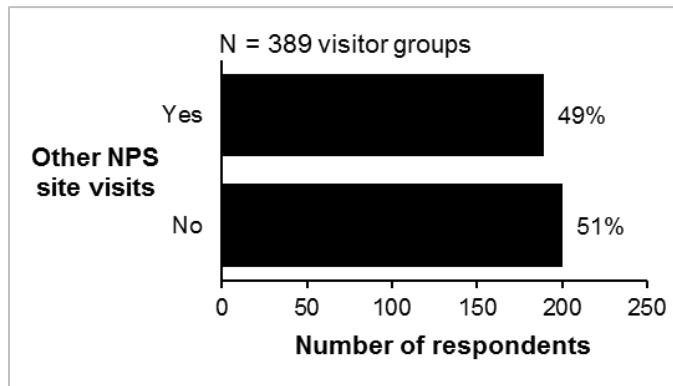


Figure 54. Visited other NPS sites on trip away from home.

*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 29

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 (49%), the most common other NPS units included:
 - Shenandoah National Park (mentioned 22 times)
 - Washington, D.C. sites (mentioned 21 times)

Table 15. Other National Park Service sites visited. N = 211 comments. Some visitor groups may have made more than one comment.

Site	Frequency of times mentioned
Shenandoah National Park	22
Washington, D.C. sites	21
Gettysburg National Military Park	14
Appalachian National Scenic Trail	10
Blue Ridge Parkway	10
Wright Brothers National Memorial	9
Cape Hatteras National Seashore	9
Great Smoky Mountains National Park	8
Fort Monroe National Monument	7
Monticello	6
Independence National Historic Park	6
Fredericksburg & Spotsylvania	5
Flight 93 National Memorial	4
Fort Raleigh National Historic Site	3
Cuyahoga Valley National Park	3
Petersburg National battlefield	3
Manassas National Battlefield Park	3
Harpers Ferry National Historical Park	3
George Washington Birthplace National Monument	2

*total percentages do not equal 100 due to rounding

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

Table 15 (continued). Other National Park Service sites visited. N = 211 comments. Some visitor groups may have made more than one comment.

Site	Frequency of times mentioned
Arlington National Cemetery	2
Richmond National Battlefield Park	2
Natchez Trace Parkway	2
Assateague Island National Seashore	2
Mammoth Cave National Park	2
Lincoln Memorial	2
Boston National Historic Park	2
Carl Sandburg Home National Historic Site	2
Guilford Courthouse National Military Park	2
Statue of Liberty National Monument	2
Washington Monument	2
Stones River National Battlefield	2
Vicksburg National Military Park	2
Other National Park Service sites	37

*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 12

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

Results (Figure 55)

- As shown in Figure 55, the most common activities in which visitor groups participated were:
 - 91% Visiting a cultural or historic site
 - 68% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 55% Walking/short hike (< 1 hour)
 - 30% Driving for pleasure
- Of those who responded “Other activity” (6%), activities in which groups participated included:
 - “Visit the beach”
 - “Learning”

*total percentages do not equal 100 due to rounding

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

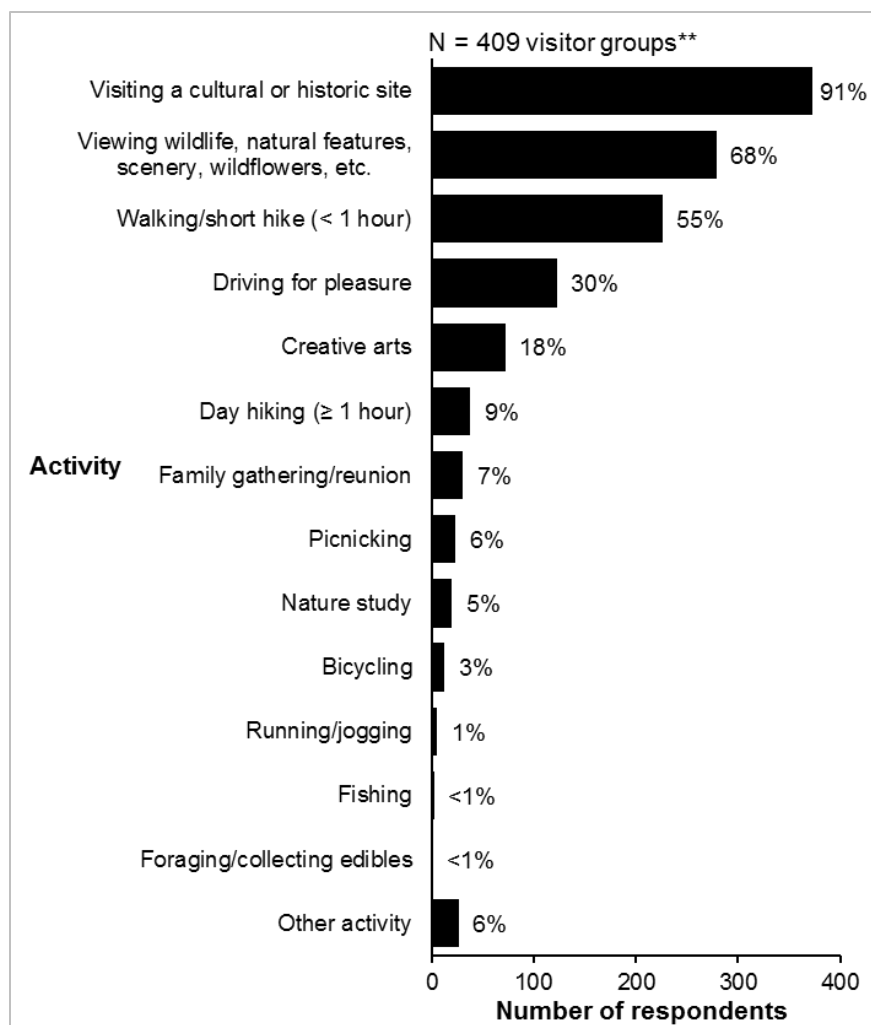


Figure 55. Participation in activities on this trip.

*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 13

Of the activities listed in Question 12, which was your primary activity during your visit to Colonial 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:
 - 69% Visiting a cultural or historic site
 - 5% Walking/short hike (< 1 hour)
- Of those who responded “Other” (2%), activities specified included:
 - “Going to the beach”
 - “Swimming”
 - “Having lunch at the beach”
- 17% 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

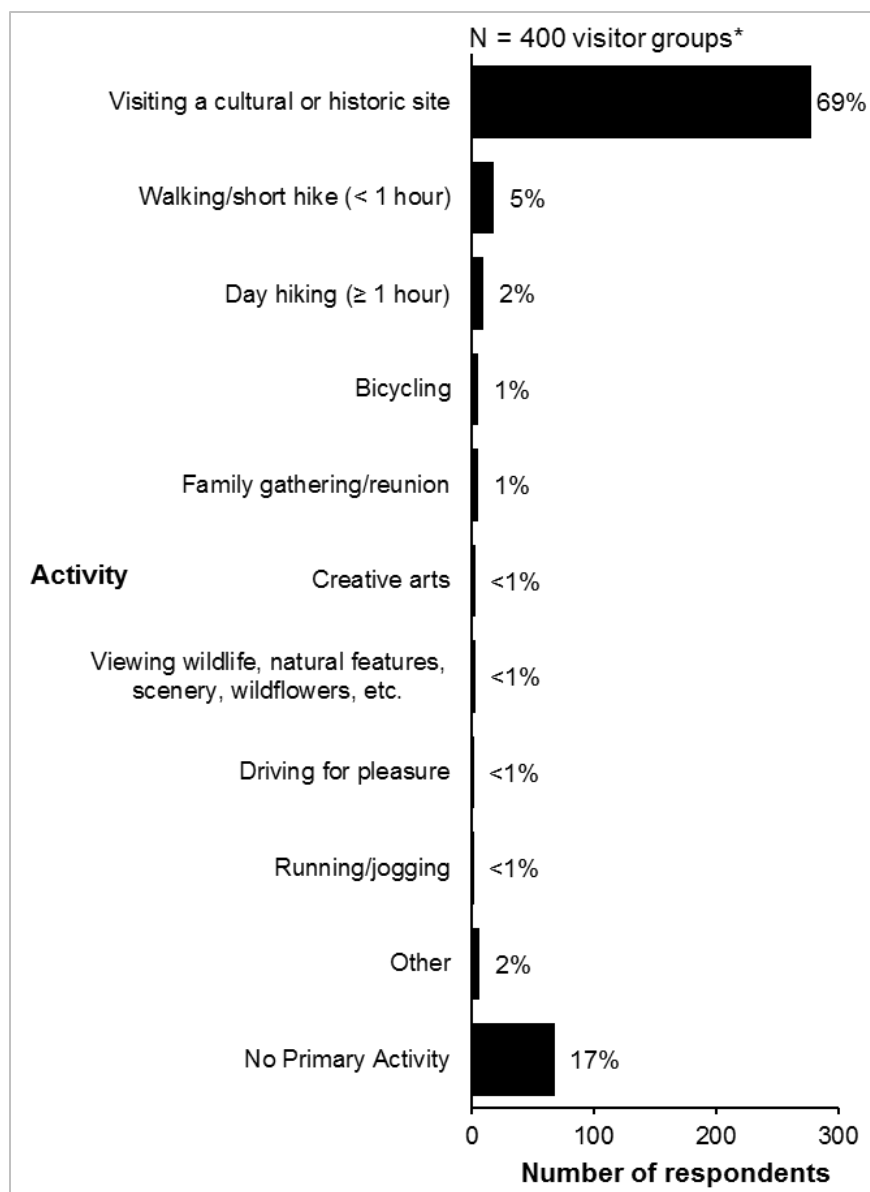


Figure 56. Primary activity on this trip to Colonial NHP.

*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 18a

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 Colonial NHP?

Results (Figure 57)

- 8% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

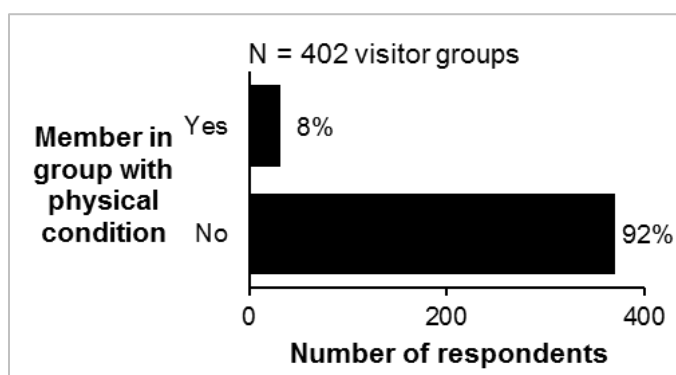


Figure 57. Visitors with physical conditions.

*total percentages do not equal 100 due to rounding

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

Question 18b

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 31 times) activity in which members of visitor groups had difficulty participating.

Table 16. Activities/services/facilities difficult to participate in/access. N = 26 comments. Some visitor groups may have made more than one comment.

Activity, service, or facility	Frequency of times mentioned
Walking	17
Climbing hills and stairs	4
Need to sit frequently	2
Wheelchair accessibility	1
Visibility	1
Lack of handicap restrooms	1
Hearing	<1
Heat/too much sun	<1
Trail walking	<1

*total percentages do not equal 100 due to rounding

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

Question 18c

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, the member(s) had specific difficulties with:
 - 80% Mobility
 - 12% Hearing
- Of those who responded “Other” (9%), specific difficulties included:
 - “Dehydration”
 - “Standing for long time periods”

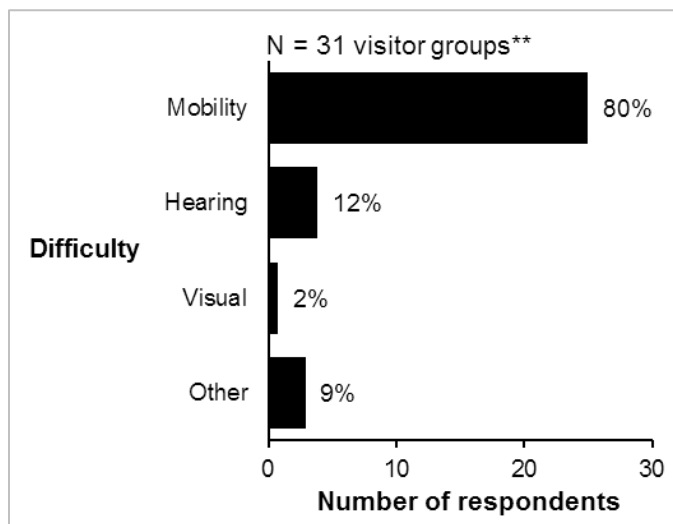


Figure 58. Specific difficulties had by visitor group member(s).

*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 14

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

Results (Figure 59)

- As shown in Figure 59, the most common programs and services in which visitor groups participated were:
 - 91% Viewing outdoor exhibits
 - 87% Going to the Visitor Center
 - 85% Viewing indoor exhibits
- Of those who responded “Other” (4%), programs and services included:
 - “Enjoying sites”
 - “Exercising”

*total percentages do not equal 100 due to rounding

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

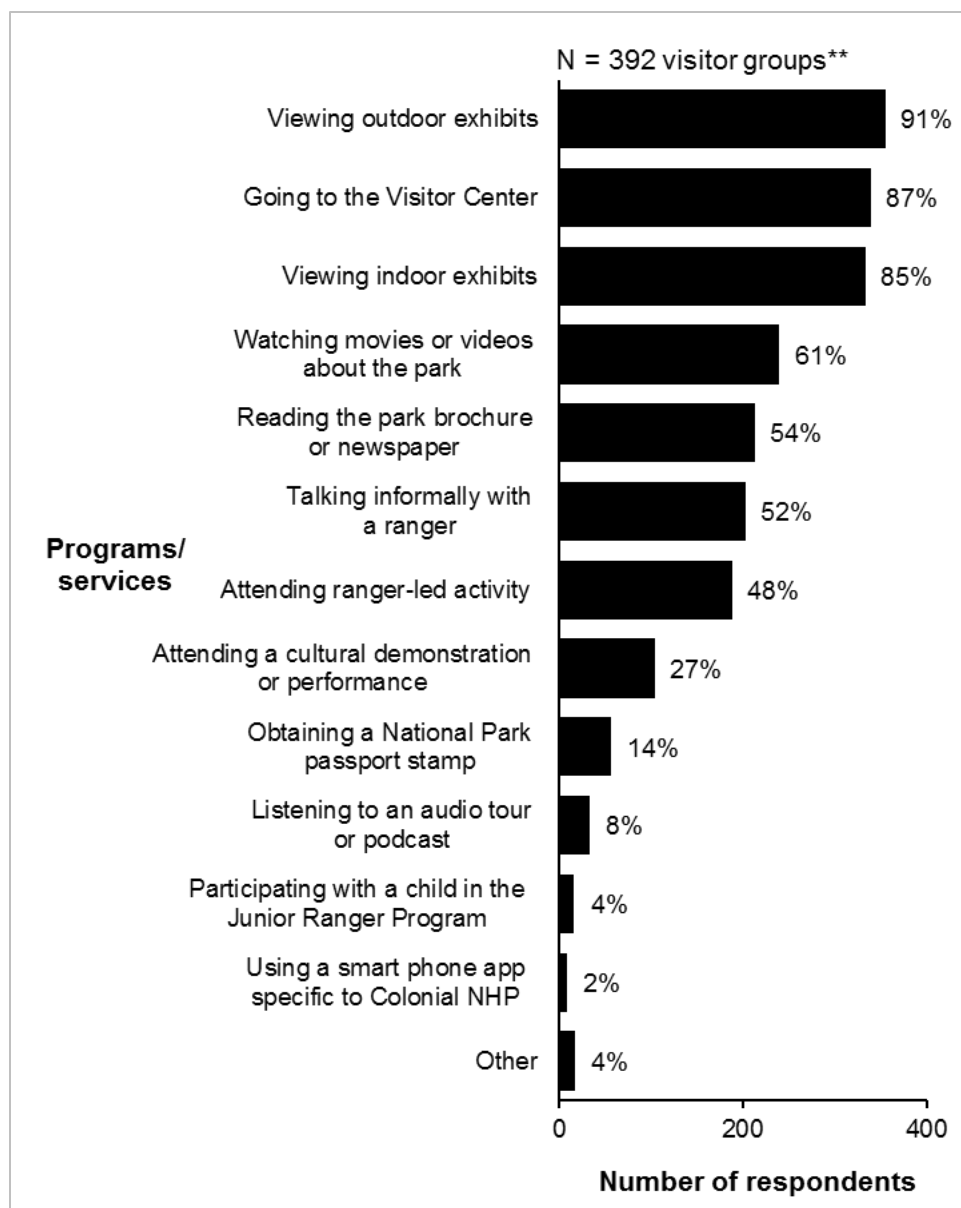


Figure 59. Participation in programs and services.

*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 15

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

Results (Figure 60)

- 83% of visitors learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

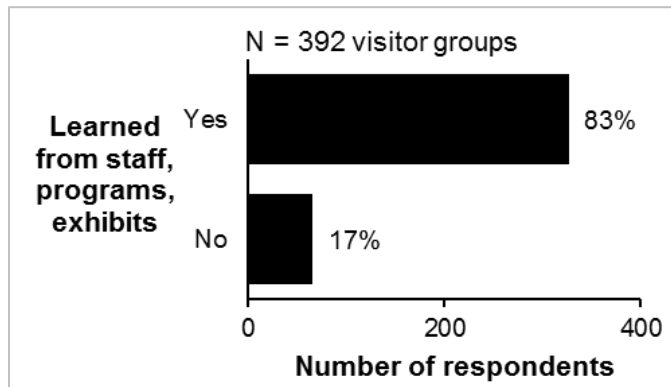


Figure 60. Visitors who learned something from park staff, programs, and/or exhibits.

*total percentages do not equal 100 due to rounding

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

Question 15

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:
 - “Archaeology” (mentioned 61 times)
 - “History” (mentioned 38 times)
 - “Jamestown Settlement” (mentioned 34 times)

Table 17. Subjects learned. N = 838 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Archaeology	61
History	38
Jamestown Settlement	34
Way of life	31
Battle of Yorktown	29
American history	28
History of Jamestown	27
Jamestown	18
Culture	15
Challenges	15
Civil War	8
Starvation/cannibalism	8
Recent discoveries	8
Yorktown	8
Williamsburg	7
John Rolfe/Smith	7
Revolutionary War	6
Pocahontas	5
Military strategy	5

*total percentages do not equal 100 due to rounding

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

Table 17 (continued). Subjects learned. N = 838 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Redoubts	5
Nature	5
Battlefields	4
Buildings	4
Glassblowing	3
Importance of the location	3
French influence	3
Culture of Jamestown	3
Burial grounds	3
History of Yorktown	2
Government	2
The surrender of Yorktown	2
Cannons	2
Churches	2
Victory Monument	2
Other subjects	56

*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 16

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

Results (Figure 61)

- 72% of visitors did not have specific subjects they would like to learn about on a future visit to Colonial NHP.

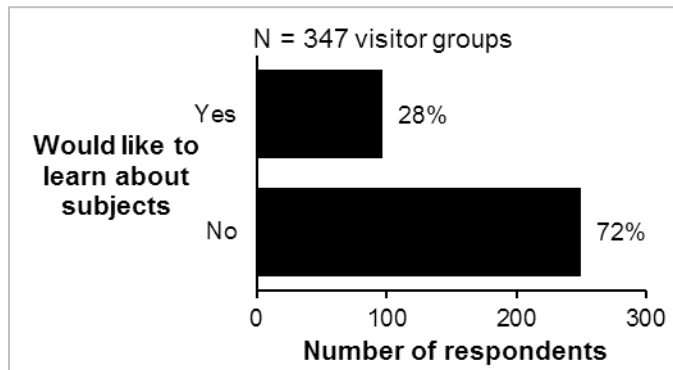


Figure 61. Visitors who would like to learn about specific subjects on future visits.

*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 Colonial NHP. The most frequently mentioned subjects were:
 - “History” (mentioned 19 times)
 - “Daily life” (mentioned 12 times)
 - “Needed more time to explore all the information” (mentioned 11 times)

Table 18. Subjects visitors would like to learn. N = 522 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
History	19
Daily life	12
Needed more time to explore all the information	11
Recent discoveries	10
American history	9
Archaeology	9
Native Americans	6
Nature	5
Battle of Yorktown	5
Jamestown settlement	4
Recent history of Jamestown	4
Revolutionary war	4
Culture	3
Civil War	3
Government	2
Colonial homes	2
Other subjects	35

*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 30a

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)

- 4% of visitor groups had at least one member who purchased a package tour.

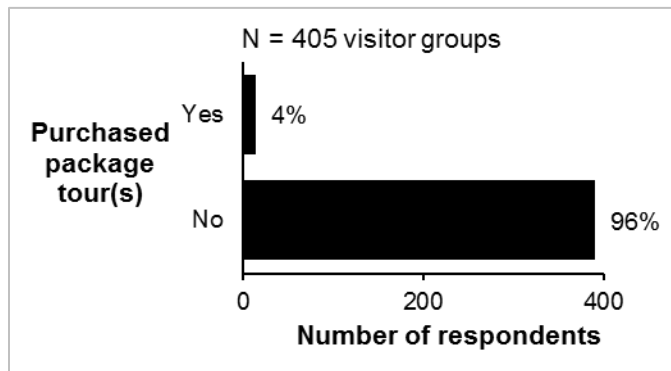


Figure 62. Visitor groups with member(s) who purchased packaged tour(s).

*total percentages do not equal 100 due to rounding

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

Question 30b

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

Results (Figure 63)

- Of the 4% of visitor groups who purchased a package tour:
 - 91% purchased a package tour with a total length of two or more days.

See Appendix 1 for more details.

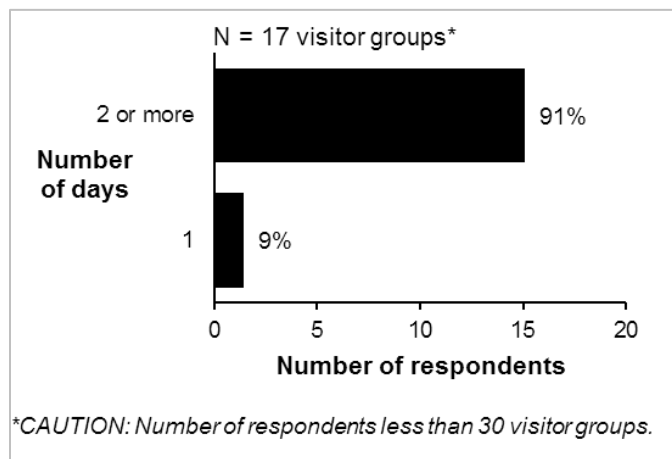


Figure 63. Total length of package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

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

Question 30c

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

Results (Figure 64)

- Of the 4% of visitor groups who purchased a package tour:
 - 47% purchased a package tour with a total cost of up to \$100 per person.
 - 28% purchased a package tour with a total cost of \$201 or more per person.

See Appendix 1 for more details.

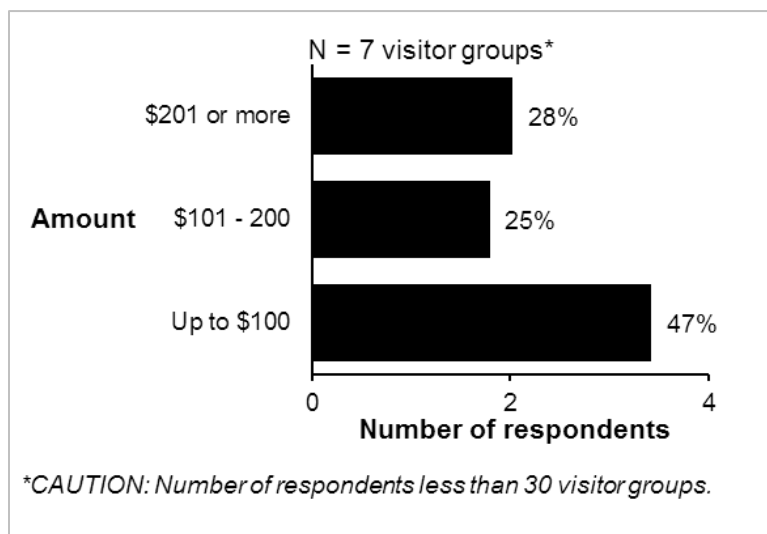


Figure 64. Total cost per person for package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

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

Question 30d

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

Results (Figure 65)

- Of the 4% of visitor groups who purchased a package tour:
 - 44% were on a package tour that covered two people.
 - 34% were on a package tour that covered five or more people.
 - 17% were on a package tour that covered three people.

See Appendix 1 for more details.

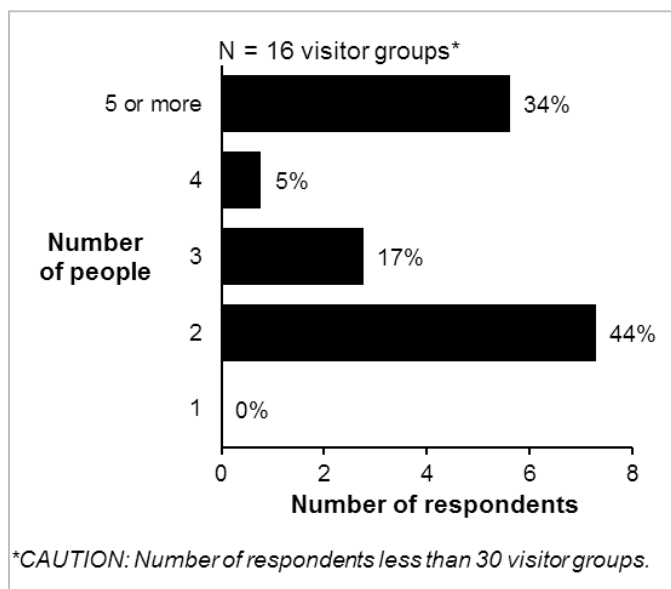


Figure 65. Number of group members on package tour(s) purchased by at least one group member.

*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 30e

If YES, which of the following were included in the package tour(s) as part of your visit to Colonial NHP and the nearby area (within the shaded area of the map)?

Results (Figure 66)

- Of the 4% of visitor groups who purchased a package tour, the most common items that were included in package tours purchased were:
 - 60% Admission to events or attractions
 - 40% Local lodging
 - 35% Local ground transportation

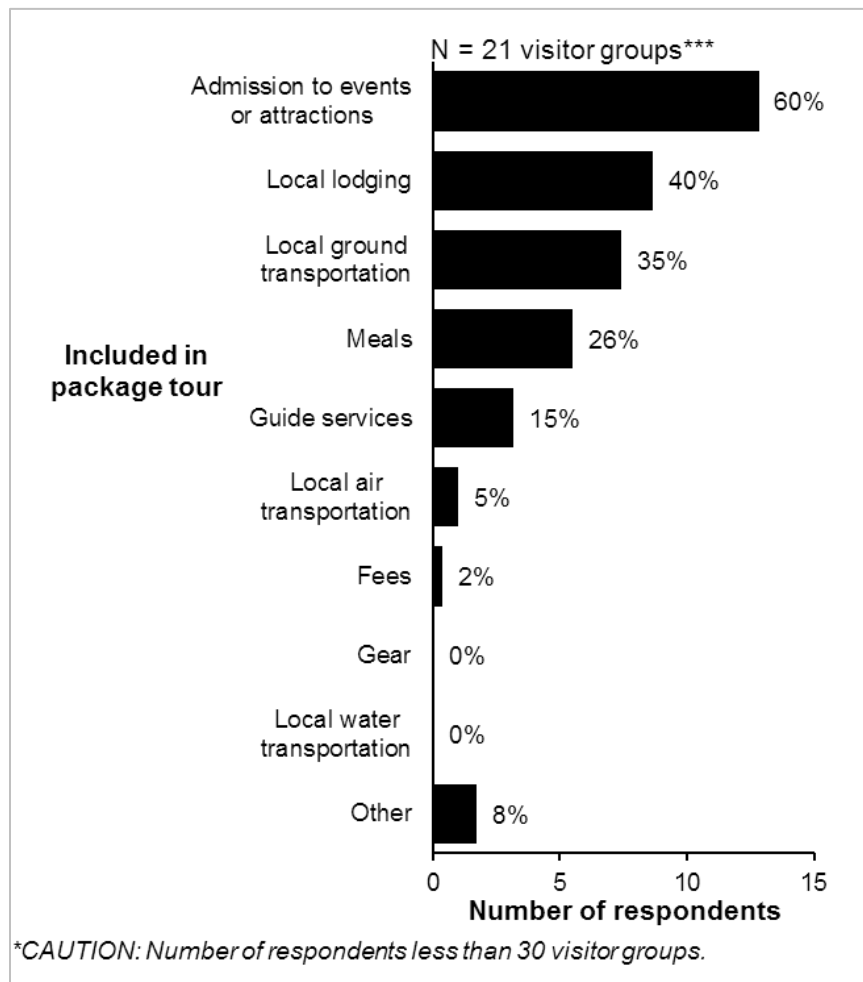


Figure 66. Items included in package tour(s) purchased by at least one group member.

*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 Colonial NHP and nearby area

Question 31

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Colonial NHP and within the nearby area (within the shaded area of the map) 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 Colonial 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 \$500 in Colonial NHP and the nearby area.
- 26% of visitor groups spent \$501 to \$1,000 in Colonial NHP and the nearby area.

See Appendix 1 for more details.

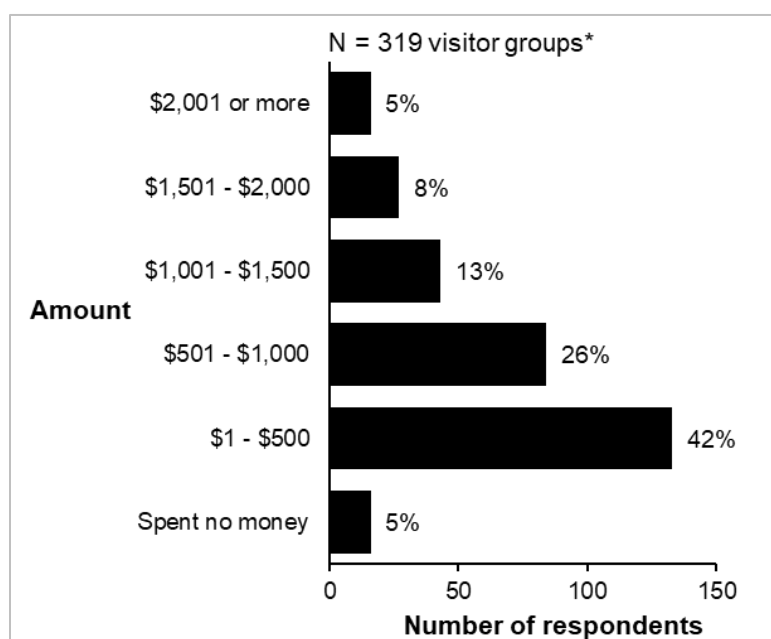


Figure 67. Total expenditures inside the park and in nearby area.

*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 31

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Colonial NHP and within the nearby area (within the shaded area of the map) 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):
 - 29% 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

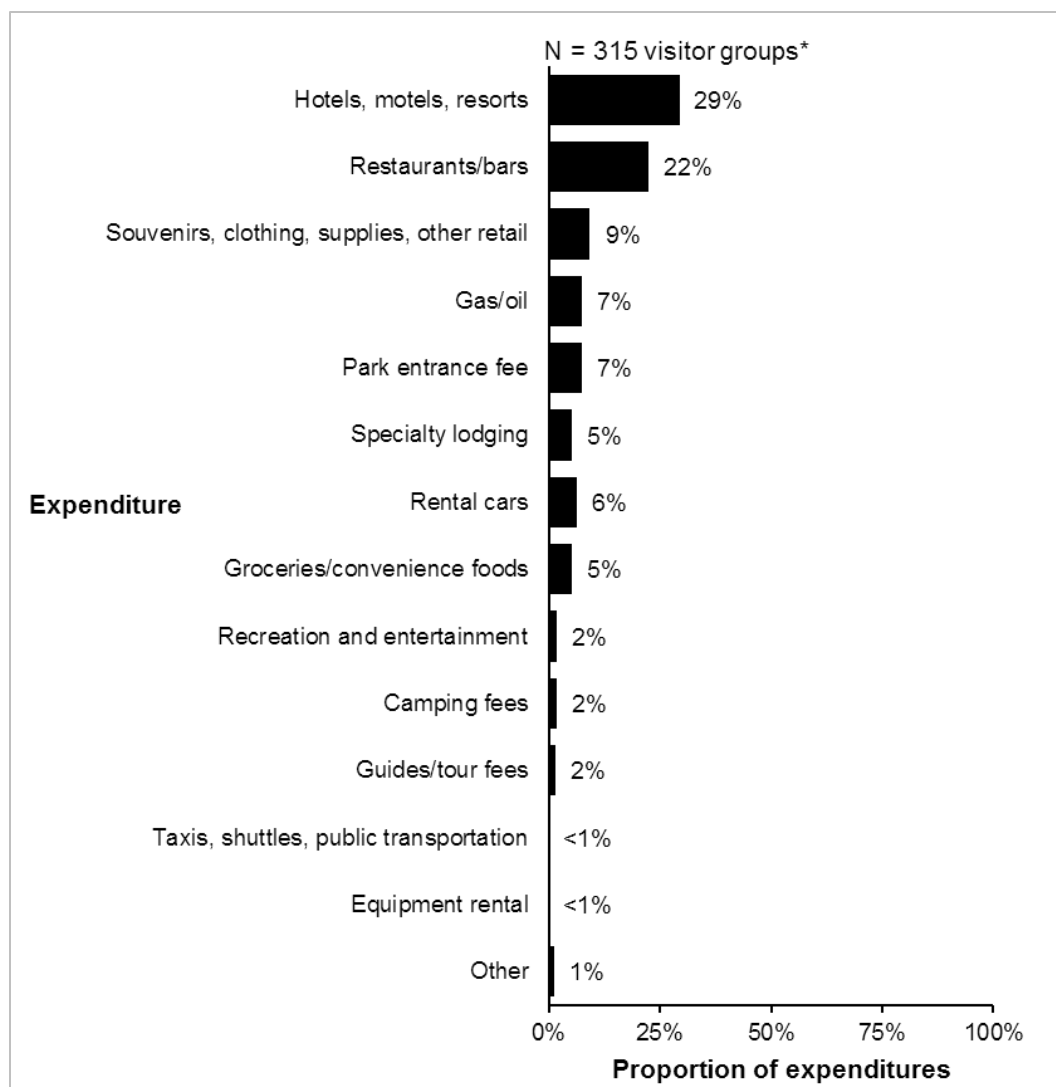


Figure 68. Percentages of total expenditures within the park and nearby area.

*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 33a

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

Results (Figure 69)

- 49% of visitor groups had two members covered by expenses.
- 41% of visitor groups had three or more members covered by expenses.

See Appendix 1 for more details.

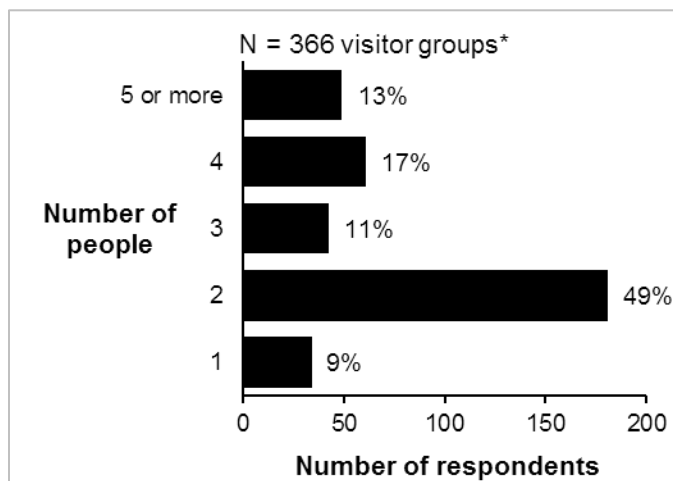


Figure 69. Visitors covered by expenses.

*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 33a

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)

- 71% of visitor groups had two adults covered by expenses.
- 11% of visitor groups had one adult covered by expenses.

See Appendix 1 for more details.

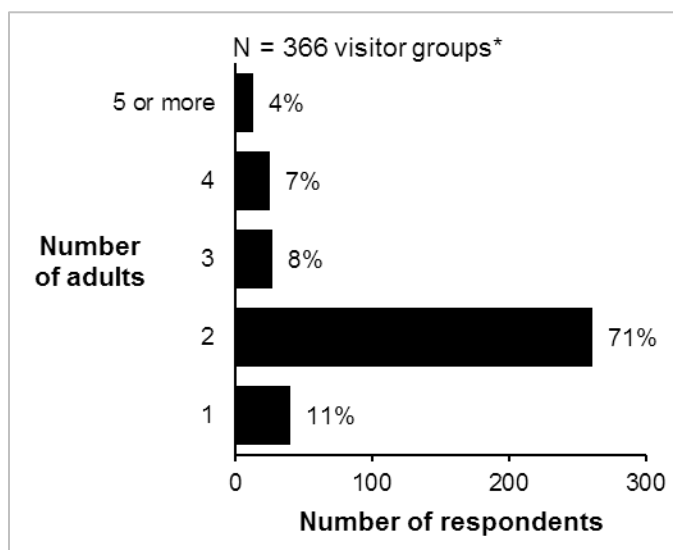


Figure 70. Adults covered by expenses.

*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 33a

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

Results (Figure 71)

- 70% of visitor groups had no children covered by expenses.
- 13% of visitor groups had two children covered by expenses.

See Appendix 1 for more details.

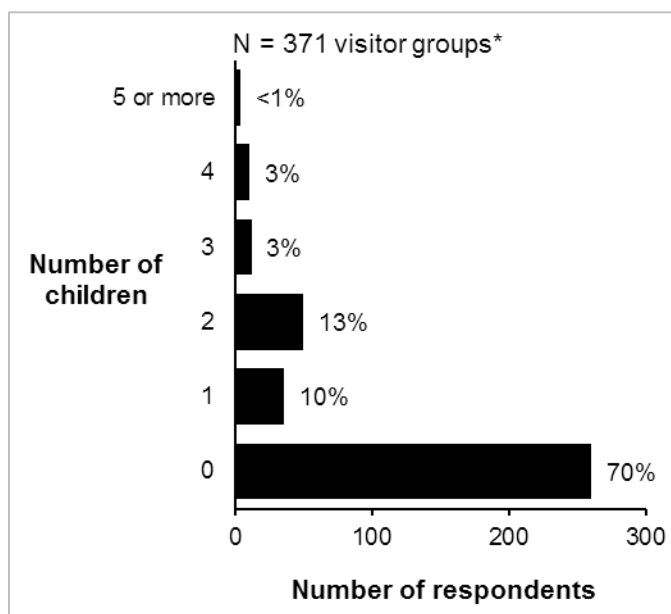


Figure 71. Children covered by expenses.

*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 33b

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

Results (Figure 72)

- 59% of visitor groups had two people split trip expenses.
- 24% of visitor groups did not split the expenses on this trip.

See Appendix 1 for more details.

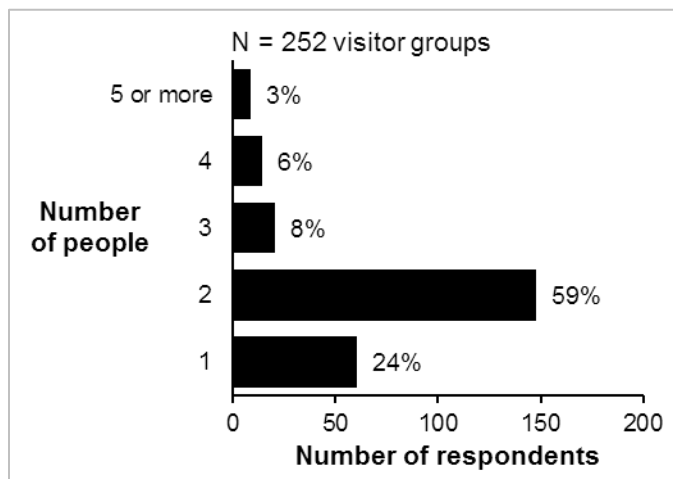


Figure 72. Sharing of expenses in visitor group.

*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 32

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)

- 44% of visitor groups spent \$1 to \$500 on additional expenses outside of Colonial NHP and the nearby area.
- 20% of visitor groups spent \$501 to \$1,100 on additional expenses outside of Colonial NHP and the nearby area.
- 16% of visitor groups spent no additional money outside of Colonial NHP and the nearby area.

See Appendix 1 for more details.

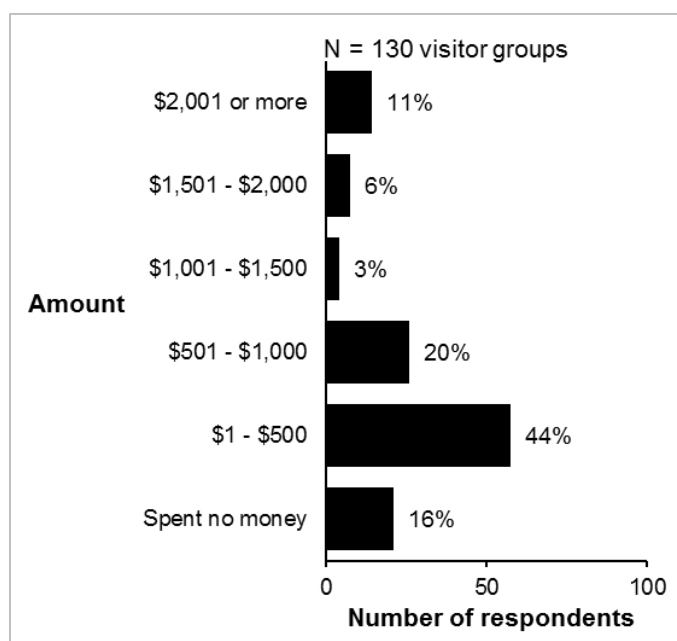


Figure 73. Total expenditures outside of park and nearby area.

*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 Colonial NHP

Question 19

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

Results

- Table 19 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - “Experiencing the historical atmosphere” (mentioned 57 times)
 - “Tours” (mentioned 44 times)
 - “Learning about history” (mentioned 32 times)

Table 19. Aspects most liked about visit. N = 546 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Experiencing the historical atmosphere	57
Tours	44
Learning about history	32
History	29
Learning from interpreters	28
Exhibits (indoor and outdoor)	26
Friendly/helpful/accessible staff	24
Archaeology tour	23
Scenery/ beautiful surroundings	20
Educational value	20
Natural setting	19
Cleanliness	15
Well maintained	15
Jamestown	14
Being outdoors	13
Walking	13
Driving tour	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 19 (continued). Aspects most liked about visit. N = 546 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Glass blowing	11
Movies	10
Presentations	9
Visitor center	9
Archaeology	9
Ranger programs	8
Everything	8
Interactive activities	7
Museum	7
Well organized	7
Not crowded	5
Exploring	5
Re-enactments	4
Preservation	4
Gift shop	4
Quiet	3
Relaxing	3
Spending time with family/friends	2
Accessibility	2
Other aspects	26

*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 Colonial NHP

Question 20

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

Results (Table 20)

- Table 20 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - “Heat/humidity” (mentioned 48 times)
 - “Nothing/liked everything” (mentioned 24 times)
 - “Crowded” (mentioned 15 times)

Table 20. Aspects least liked about visit. N = 235 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Heat/humidity	48
Nothing/liked everything	24
Crowded	15
Not enough time to see and learn everything	13
Bad signage	11
Expensive	11
Hard to navigate	11
Hours	10
Ranger tour	5
Road closures/maintenance	5
Bugs	4
Not kid friendly	4
Access to water	3
Goose droppings	3
More restoration needed	3
Litter	3
Williamsburg	3
Park closures	3
Other aspects	56

*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 Colonial NHP

Question 21

Did your visit to Colonial NHP, on this trip, meet your expectations?

Results (Figure 74)

- 95% of visitor groups had their expectations met during their visit to Colonial NHP on this trip.

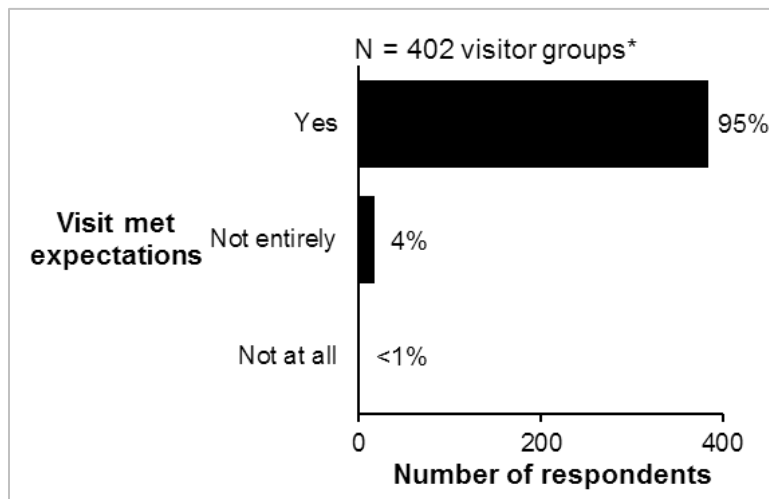


Figure 74. Meeting of expectations for visit on this trip.

*total percentages do not equal 100 due to rounding

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

Question 21

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

Results (Table 21)

- Table 21 shows the reasons visitor groups' expectations were "not entirely" met. The most frequently mentioned reasons were:
 - "Many changes since last visit" (mentioned 4 times)
 - "Tour availability" (mentioned 3 times)

Table 21. Reasons expectations were "not entirely" met. N = 26 comments. Some visitor groups may have made more than one comment.

Reason	Frequency of times mentioned
Many changes since last visit	4
Tour availability	3
Attractions closed	2
Expensive	2
Not enough time to explore	2
Other reasons	13

*total percentages do not equal 100 due to rounding

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

Question 21

If NOT AT ALL, please explain (open-ended).

Results

- Of visitor groups whose expectations were “not at all met” (<1%), the reason given was, “Too much driving, it seemed very impersonal.”

*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 17

How important to you was it during your visit to Colonial NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Colonial 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:
 - 26% Make/receive cell phone call
 - 25% Send/receive text message
 - 20% Share pics/videos/audio via social media
- Of those who responded “Other” (N=67), uses included:
 - “Audio tour”
 - “GPS”

*total percentages do not equal 100 due to rounding

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

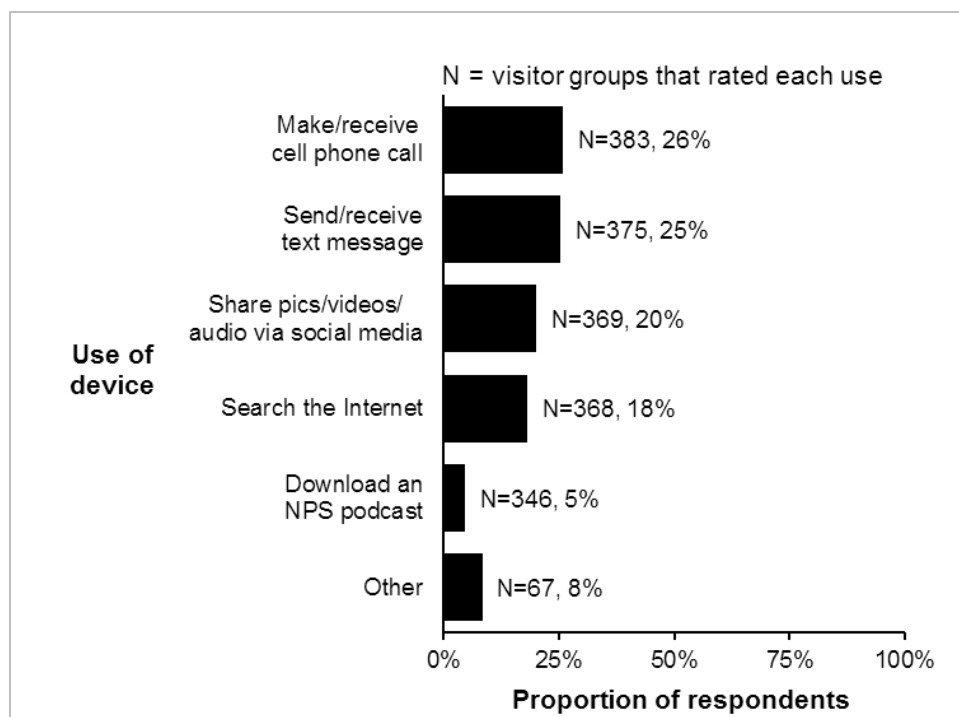


Figure 75. Importance of using personal electronic devices.

*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 17

How important to you was it during your visit to Colonial NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Colonial 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 to 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:
 - 76% Make/receive phone call
 - 75% Send/receive text message
 - 75% Search the internet
 - 75% Share pics/videos/audio via social media
- Of those who responded “Other” (N=14) uses included:
 - “Audio tour”
 - “Google Maps”

*total percentages do not equal 100 due to rounding

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

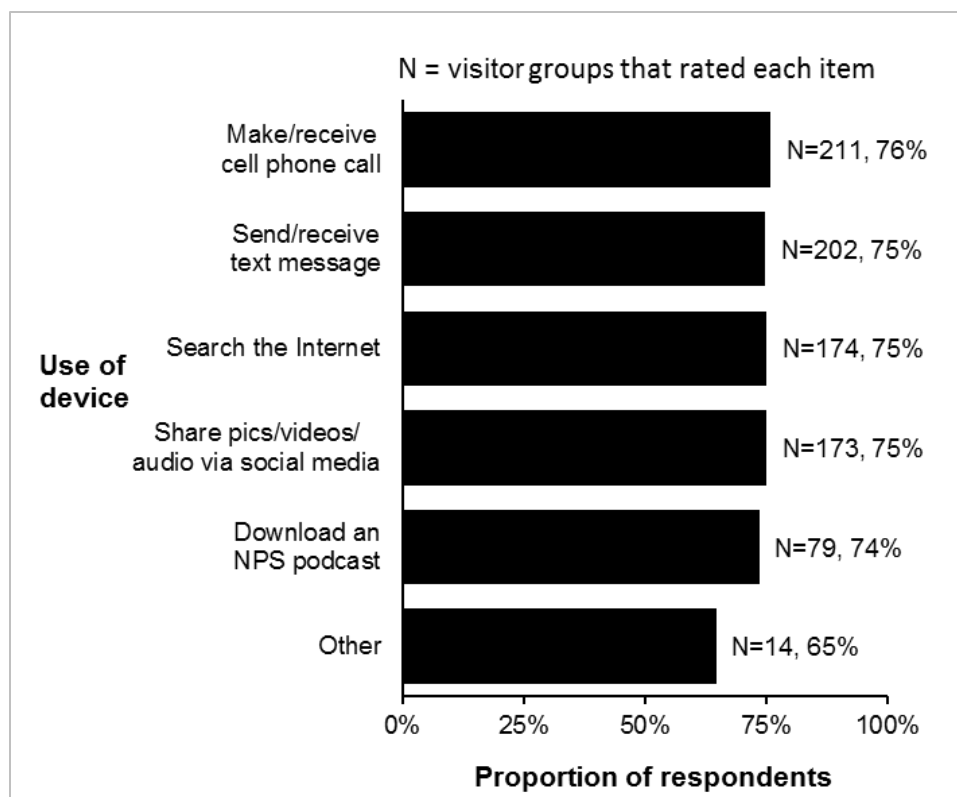


Figure 76. Quality of service required to use personal electronic devices.

*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 17

- 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.

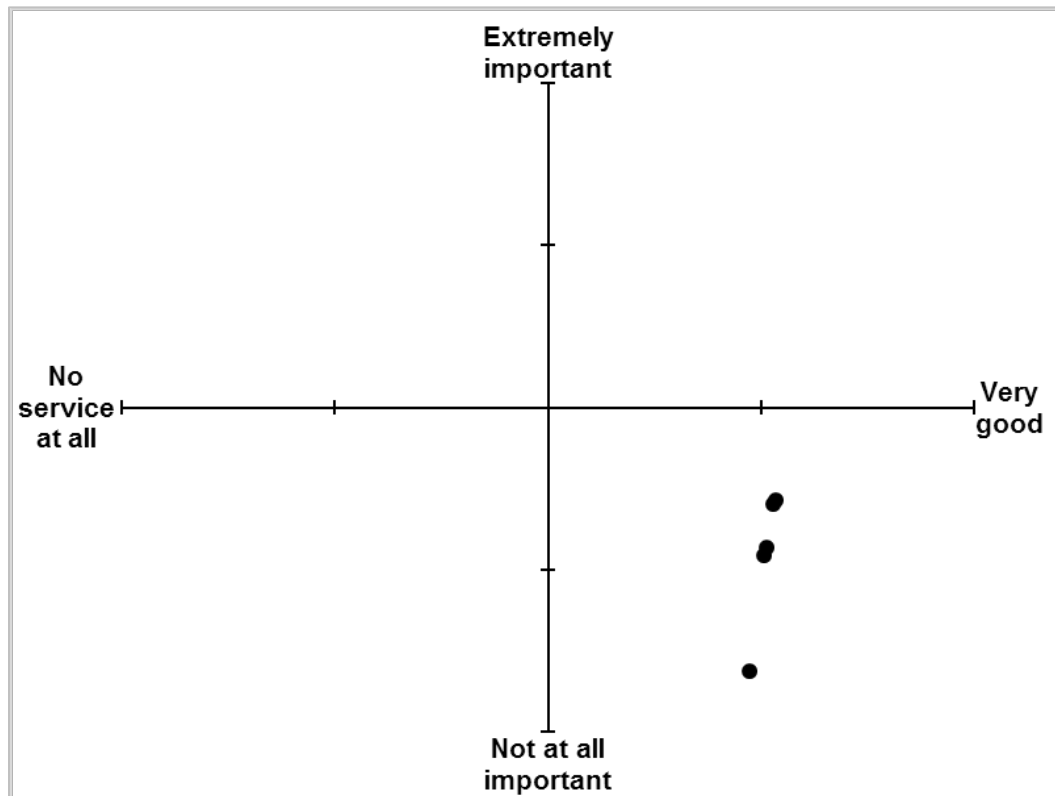


Figure 77. Mean scores for importance and quality ratings for use of personal electronic devices.

*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 22

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

Colonial NHP is a safe place to visit.

Results (Figure 78)

- 66% of visitor groups strongly agreed that Colonial NHP is a safe place to visit.
- 32% of visitor groups agreed with this statement.

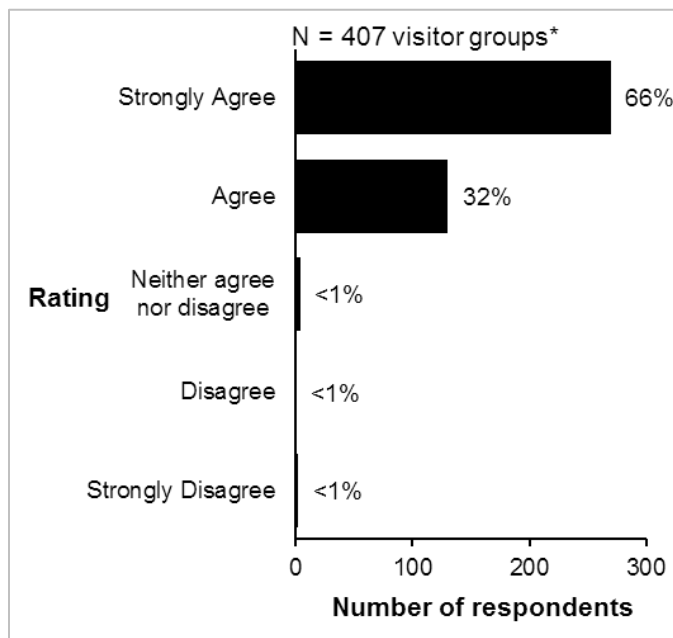


Figure 78. Extent of agreement/disagreement with statement on safety of Colonial NHP.

*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 22

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

Colonial NHP is too crowded.

Results (Figure 79)

- 50% of visitor groups disagreed that Colonial NHP is too crowded.
- 22% of visitor groups strongly disagreed with this statement.

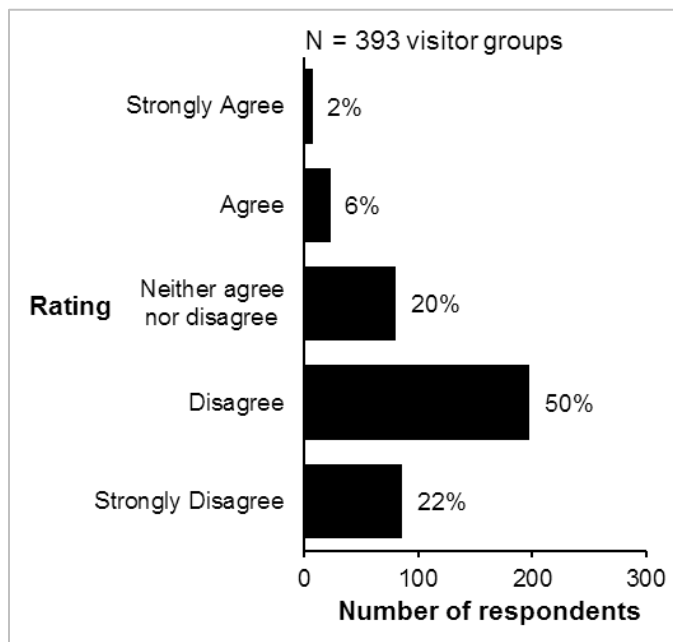


Figure 79. Extent of agreement/disagreement with statement on crowding in Colonial NHP.

*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 22

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

Natural resources in Colonial NHP are in pristine condition.

Results (Figure 80)

- 56% of visitor groups agreed that natural resources in Colonial NHP are in pristine condition.
- 23% of visitor groups strongly agreed with this statement.

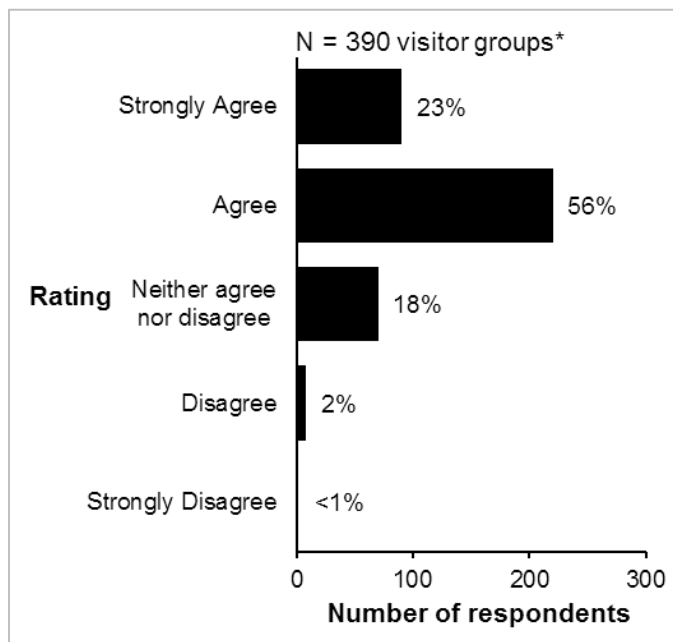


Figure 80. Extent of agreement/disagreement with statement on condition of natural resources in Colonial NHP.

*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 22

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

Vandalism and crime are not a problem in Colonial NHP.

Results (Figure 81)

- 47% of visitor groups agreed that vandalism and crime are not a problem in Colonial NHP.
- 31% of visitor groups strongly agreed with this statement.

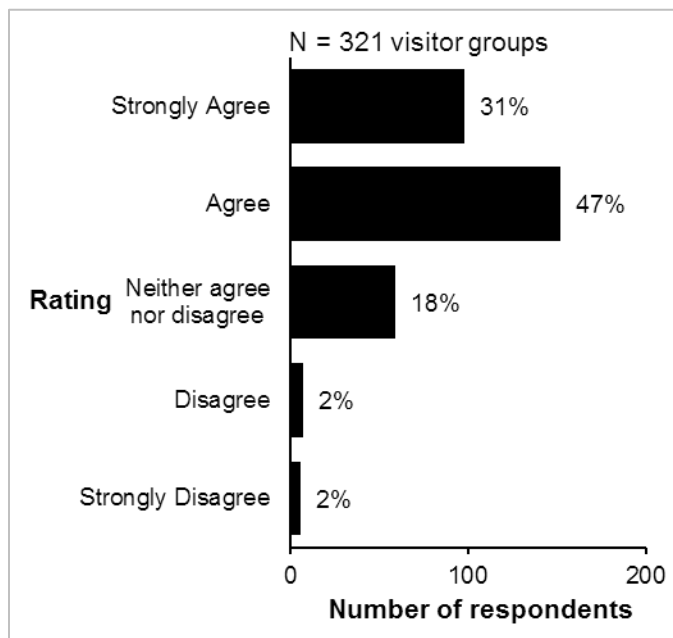


Figure 81. Extent of agreement/disagreement with statement on vandalism and crime in Colonial NHP.

*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 22

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

Colonial NHP is not accessible to persons with physical disabilities.

Results (Figure 82)

- 45% of visitor groups disagreed that Colonial NHP is not accessible to persons with physical disabilities.
- 27% of visitor groups neither agreed nor disagreed with this statement.

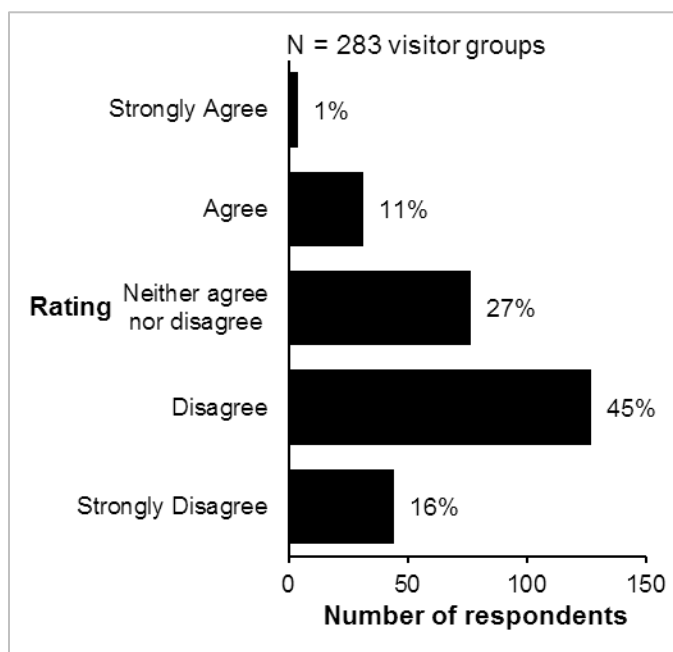


Figure 82. Extent of agreement/disagreement with statement on accessibility of Colonial NHP.

*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 22

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

Historical and cultural features in Colonial NHP are well maintained/preserved.

Results (Figure 83)

- 51% of visitor groups agreed that historical and cultural features in Colonial NHP are well maintained/preserved.
- 44% of visitor groups strongly agreed with this statement.

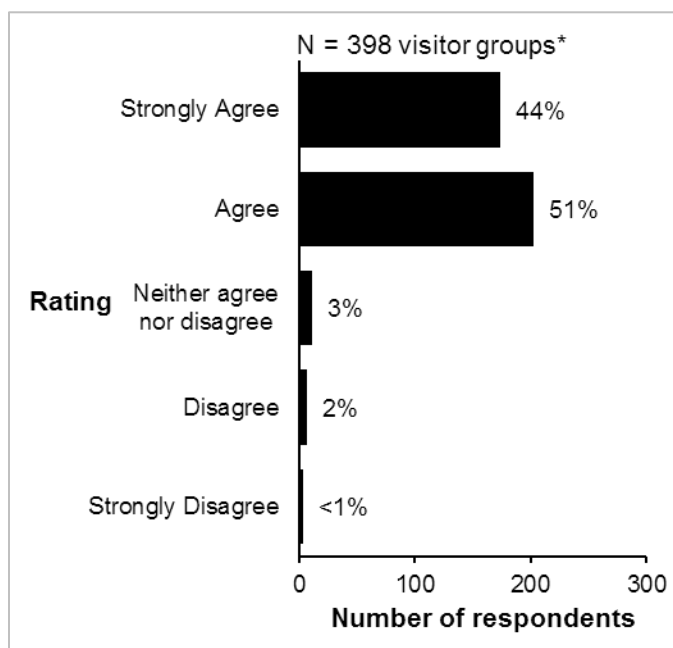


Figure 83. Extent of agreement/disagreement with statement on condition of historical and cultural features in Colonial NHP.

*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 22

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

Development of adjacent areas detracts from visitors' experiences at Colonial NHP.

Results (Figure 84)

- 41% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at Colonial NHP.
- 25% of visitor groups neither agreed nor disagreed with this statement.

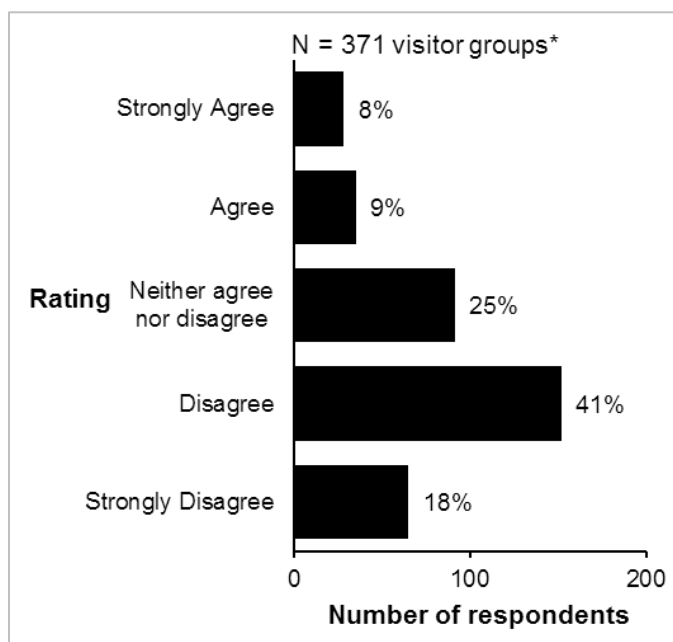


Figure 84. Extent of agreement/disagreement with statement on development of adjacent areas near Colonial NHP.

*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 23

How would you rate the quality of the facilities, services, and recreational opportunities in Colonial 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:
 - 98% Visitor center
 - 97% Learning about nature, history, or culture
 - 95% Ranger programs
 - 95% Exhibits (indoor and outdoor)
- The facilities, services, and recreational opportunities that received the lowest combined proportions or “very good” and “good” ratings were:
 - 77% Campgrounds and/or picnic areas
 - 75% Commercial services in the park
- Figure 86 through Figure 97 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

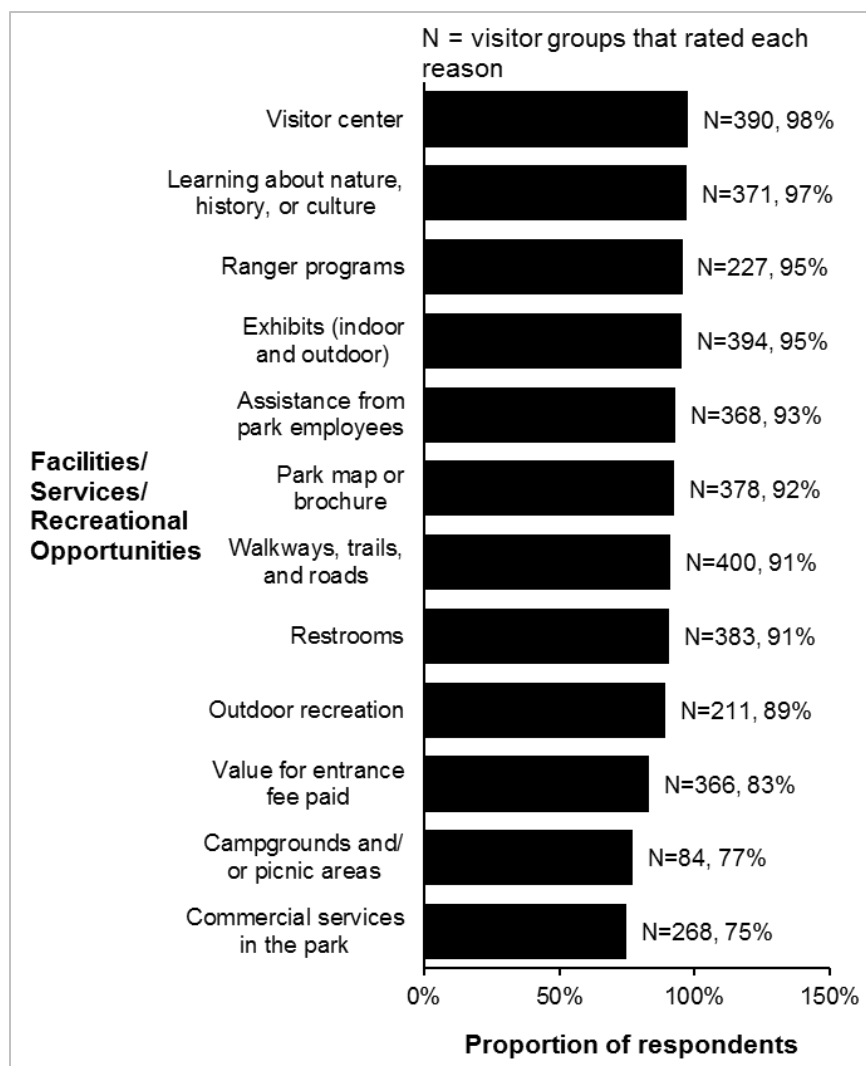


Figure 85. Quality of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

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

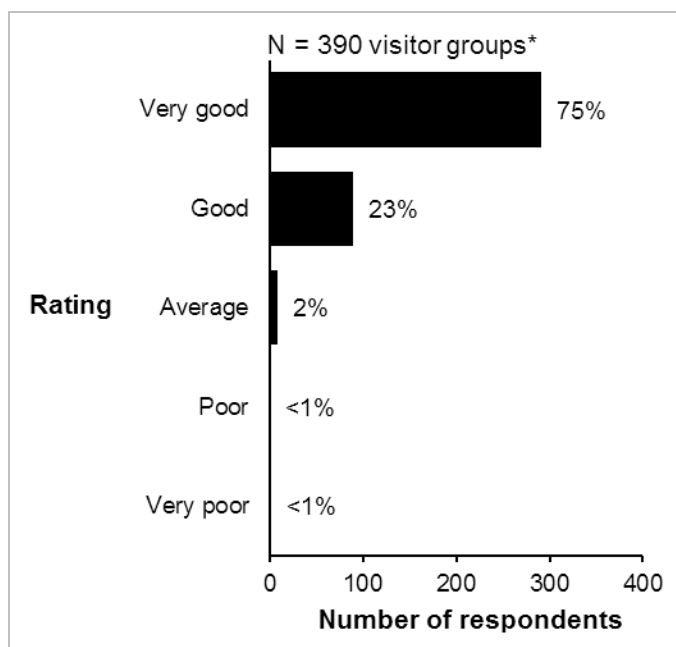


Figure 86. Quality of visitor center.

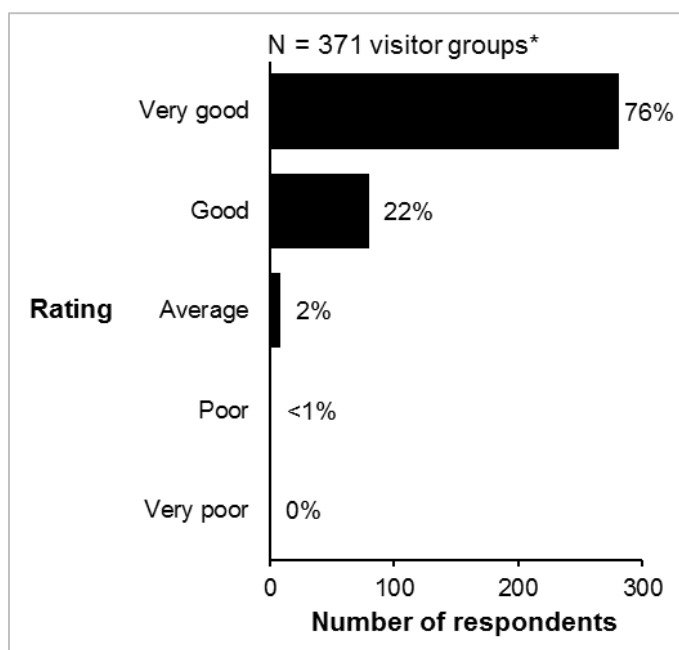


Figure 87. Quality learning about nature, history, or culture.

*total percentages do not equal 100 due to rounding

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

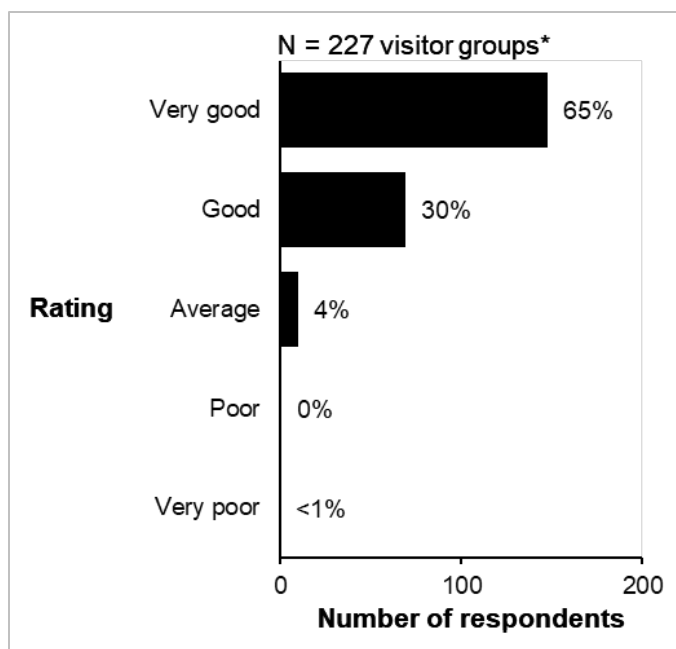


Figure 88. Quality of ranger programs.

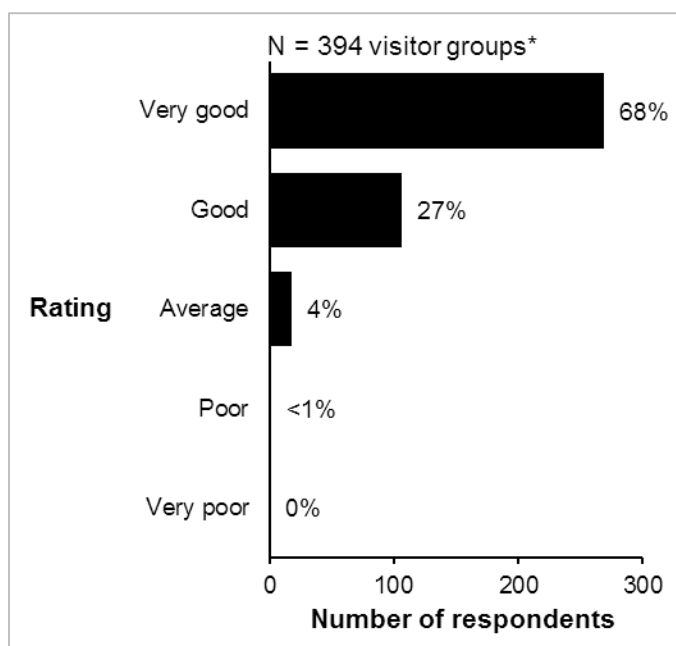


Figure 89. Quality of exhibits (indoor and outdoor).

*total percentages do not equal 100 due to rounding

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

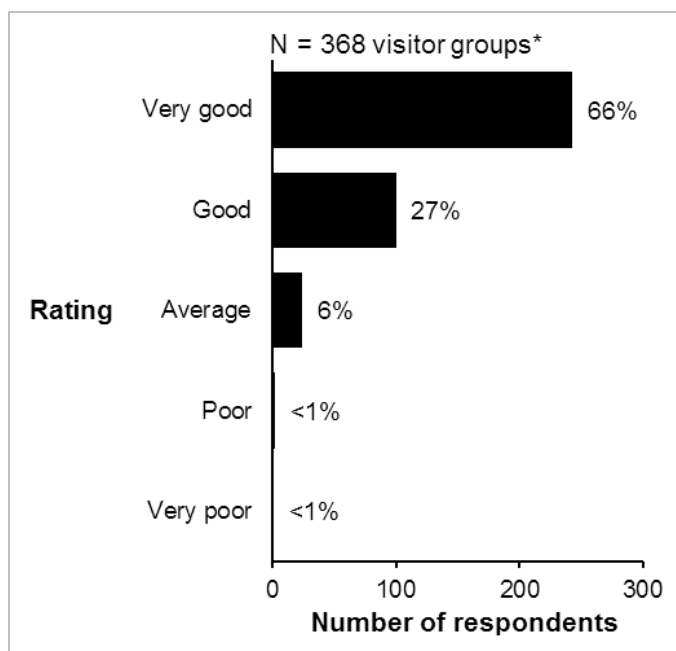


Figure 90. Quality of assistance from park employees.

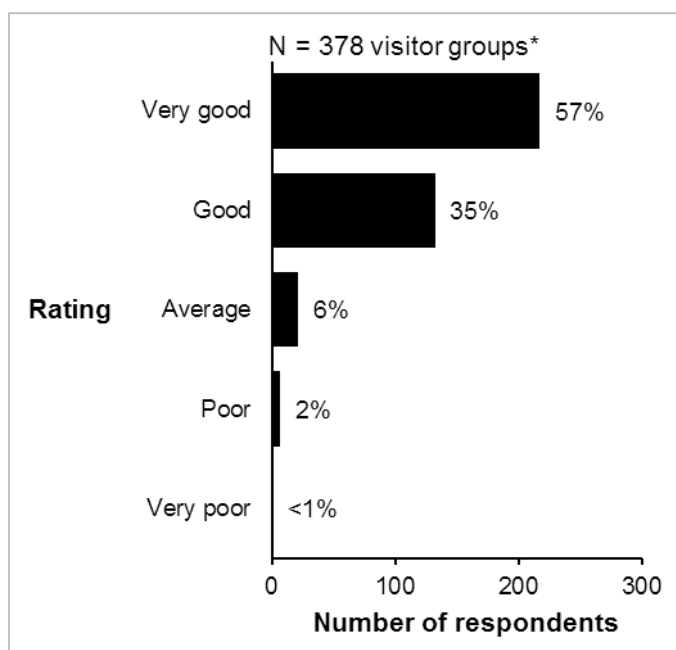


Figure 91. Quality of park map or brochure.

*total percentages do not equal 100 due to rounding

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

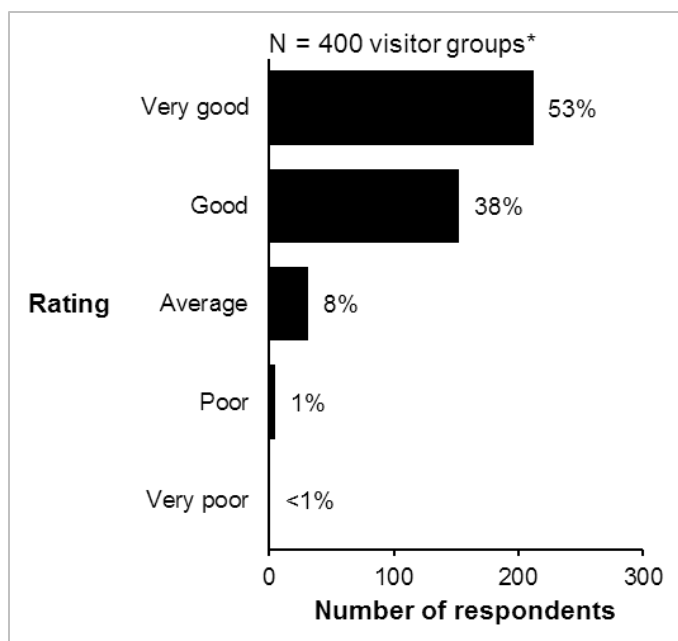


Figure 92. Quality of walkways, trails, and roads.

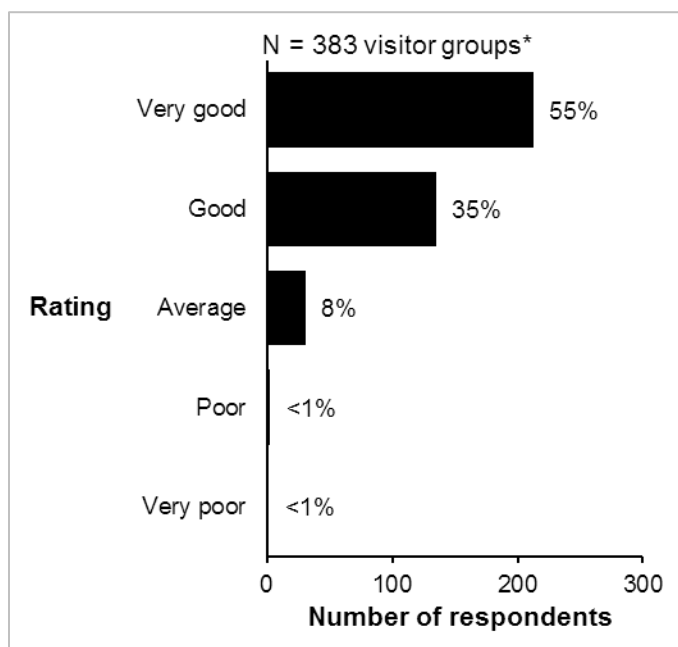


Figure 93. Quality of restrooms.

*total percentages do not equal 100 due to rounding

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

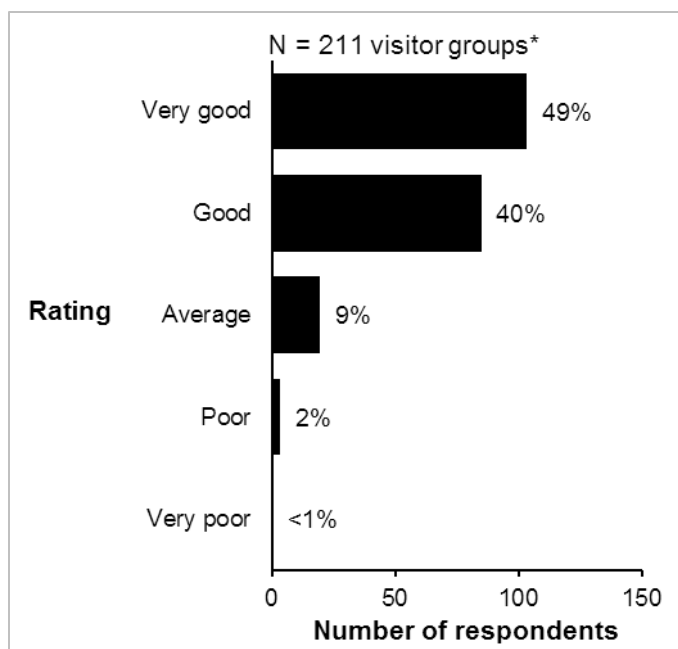


Figure 94. Quality of outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.).

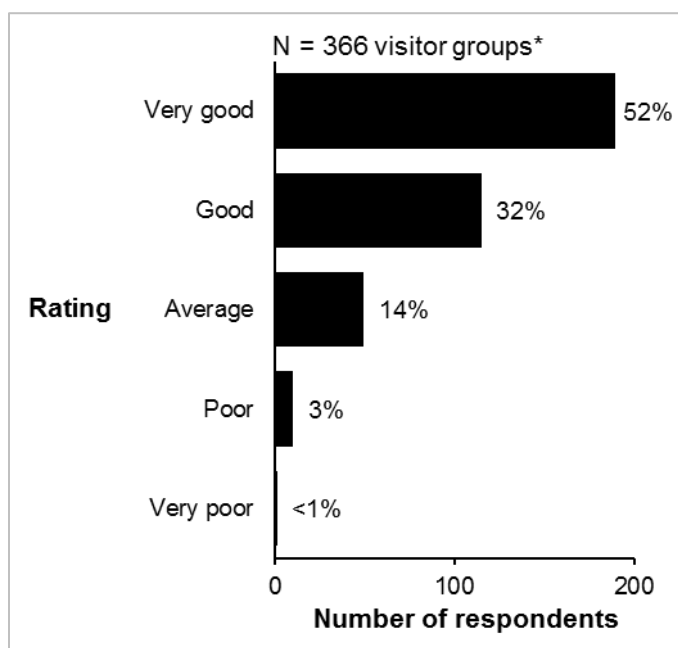


Figure 95. Quality of value for entrance fee paid.

*total percentages do not equal 100 due to rounding

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

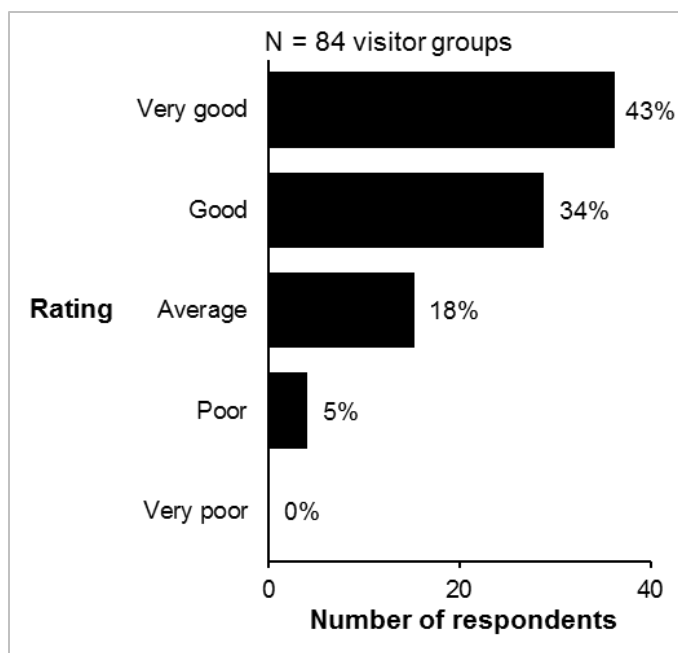


Figure 96. Quality of campgrounds and/or picnic areas.

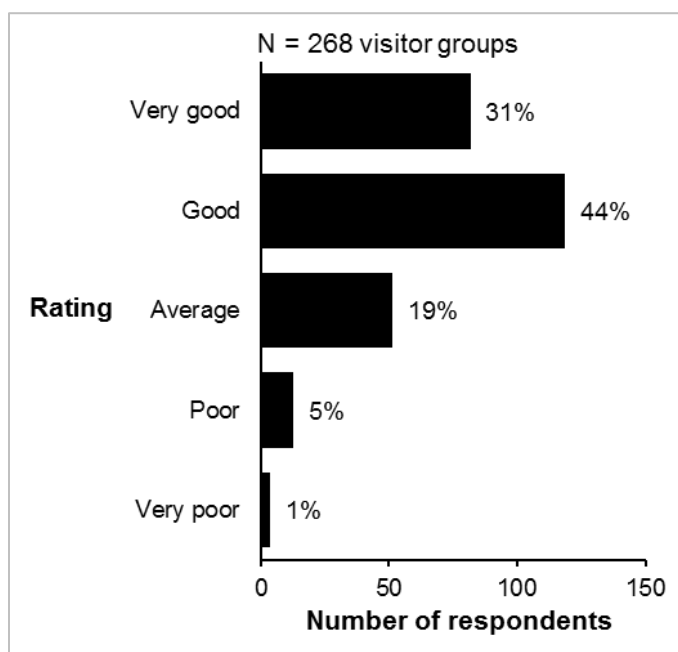


Figure 97. Quality of commercial services in the park.

*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 23

Please specify services used.

Results (Table 22)

- Table 22 shows the services used by visitor groups. The most frequently mentioned services were:
 - “Food services” (mentioned 52 times)
 - “Gift shops” (mentioned 28 times)

Table 22. Services used. N = 122 comments. Some visitor groups may have made more than one comment.

Service	Frequency of times mentioned
Food services	52
Gift shops	28
Maps and brochures	7
Restrooms	5
Visitor center	4
Ranger programs	4
All of the above	3
Assistance from park staff	3
Other services	16

*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 24

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

Results (Figure 98)

- 75% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as “very good.”
- 22% of visitor groups gave an overall rating of “good.”

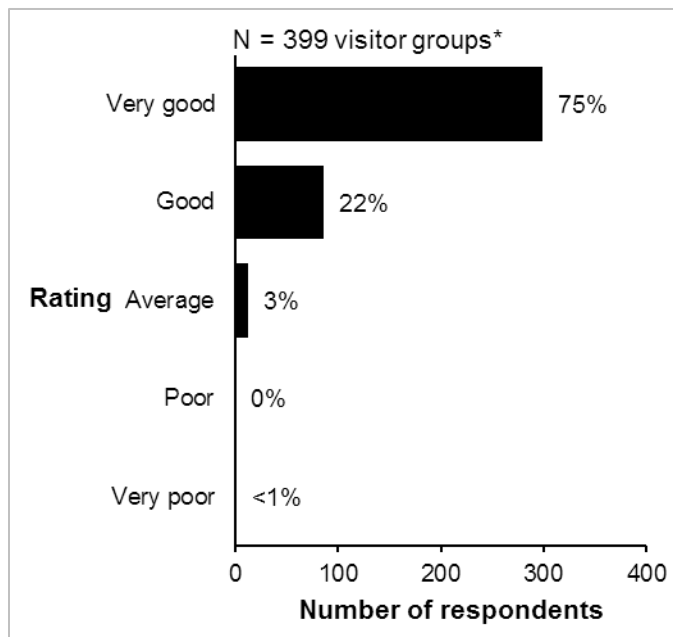


Figure 98. Overall rating of facilities, services, and recreational opportunities.

*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 25

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 Colonial NHP to be. The items most frequently mentioned were:
 - “First settlement” (mentioned 132 times)
 - “American history” (mentioned 121 times)
 - “Role in Revolutionary War” (mentioned 51 times)

Table 23. Opinions of national significance of park. N = 473 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
First settlement	132
American history	121
Role in Revolutionary War	51
Provides insight into colonial life	35
Preserves the site for future generations	23
Representative government	18
Education	14
American values	13
Allows for hands-on experience of history	12
Archaeological finds	8
Civil War	5
Native Americans	5
Other significance	36

*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 41

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

Results (Table 24)

- Table 24 shows additional comments from visitor groups. Many of the comments were positive:
 - “Enjoyed the park” (mentioned 54 times)
 - “Thank you” (mentioned 16 times)
 - “Well maintained” (mentioned 10 times)
 - “Very informative” (mentioned 10 times)

Table 24. Additional comments about facilities, services, or recreational opportunities. N = 202 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Personnel	Friendly & helpful park staff	9
Policies/management	Need more accessible pass options	5
	Need better food options	4
Interpretive and information services	Very informative	10
	Enjoyed learning history	9
	Enjoyed tour	4
	More authentic re-enactments	2
	Signage is hard to see	2
Facilities and maintenance	Well maintained	10
	Facilities need updating	3
	Clean	2
	Great facilities	2
	Need more bike paths	2

*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 = 202 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
General comments	Enjoyed the park	54
	Thank you	16
	Keep up the good work	9
	Will come back	8
	Beautiful	6
	Survey is too long	5
	Needed more time	3
	Great place to exercise	2
	Other comments	35

*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	409	2.29	2	2.08
Q01	Number of children in group	131	2.18	2	2.06
Q01	Group size	409	2.97	2	2.92
Q02	Number of people per vehicle	263	2.86	2	1.34
Q04	Number of hours traveled to get from home to park	389	10.25	7	26.91
Q04	Number of miles traveled to get from home to park	349	763.84	500	948.53
Q06	Number of days entering/reentering the park	399	1.56	1	0.94
Q07	Number of hours in the park	301	4.34	4	2.75
Q07	Number of days in the park	119	2.70	2	2.36
Q10	Importance to visit at NPS site	389	2.60 ³	2	1.28
Q10	Importance to spend time with friends/family	391	2.03	2	1.28
Q10	Importance to view wildlife or natural scenery	397	2.57	2	1.10
Q10	Importance to get physical exercise	390	3.04	3	1.21
Q10	Importance to relax	387	2.60	2	1.21
Q10	Importance to learn more about American history and culture	403	1.59	1	0.88
Q10	Importance to learn more about nature	387	3.21	3	1.16
Q10	Importance to attend a special event	344	4.57	5	0.99
Q10	Importance to hear the sounds of nature/quiet	390	3.45	3	1.25
Q10	Importance to experience solitude	387	3.83	4	1.29
Q10	Importance to be outdoors	388	2.65	3	1.25
Q10	Importance to view dark night sky/stars	377	4.37	5	1.10
Q10	Importance of "other"	77	3.73	5	1.81

³ Responses for Question 10 were on a scale from 1=Extremely Important to 5=Not at all Important.

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

Question number	Description	N	Mean	Median	Standard deviation
Q17	Importance of being able to use personal electronic devices to make/receive cell phone call	380	3.60 ⁴	4	1.42
Q17	Importance of being able to use personal electronic devices to send/receive text message	370	3.61	4	1.42
Q17	Importance of being able to use personal electronic devices to search the internet	364	3.92	5	1.32
Q17	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	364	3.88	5	1.39
Q17	Importance of being able to use personal electronic devices to download an NPS podcast	343	4.65	5	0.84
Q17	Importance of being able to use personal electronic devices to "other"	67	4.60	5	1.06
Q17	Quality of being able to use personal electronic devices to make/receive cell phone call	216	1.94 ⁵	2	0.90
Q17	Quality of being able to use personal electronic devices to send/receive text message	205	1.98	2	0.98
Q17	Quality of being able to use personal electronic devices to search the internet	172	2.00	2	1.02
Q17	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	171	2.00	2	1.01
Q17	Quality of being able to use personal electronic devices to download an NPS podcast	76	2.16	2	1.16
Q17	Quality of being able to use personal electronic devices to "other"	18	2.15	2	1.34
Q22	Colonial NHP is a safe place to visit	405	1.37 ⁶	1	0.58
Q22	Colonial NHP is too crowded	394	3.84	4	0.89
Q22	Natural resources in Colonial NHP are in pristine condition	388	2.02	2	0.73
Q22	The entrance fee for Colonial NHP is too high	365	3.51	4	1.03
Q22	Vandalism and crime are not a problem in Colonial NHP	319	1.99	2	0.86

⁴ Responses for Question 17 on Importance were on a scale from 1=Extremely Important to 5=Not at all Important.

⁵ Responses for Question 17 on Quality were on a scale from 1=Very Good to 5=No Service at All.

⁶ Responses for Question 22 were on a scale from 1=Strongly Agree to 5=Strongly Disagree.

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

Question number	Description	N	Mean	Median	Standard deviation
Q22	Colonial NHP is not accessible to persons with physical disabilities	276	3.68	4	0.94
Q22	Historic and cultural features in Colonial NHP are well maintained/preserved	397	1.65	2	0.68
Q22	Development of adjacent areas detracts from visitors' experiences at Colonial NHP	364	3.51	4	1.12
Q23	Quality of visitor center	386	1.29 ⁷	1	0.54
Q23	Quality of exhibits	391	1.39	1	0.60
Q23	Quality of restrooms	378	1.54	1	0.70
Q23	Quality of walkways, trails, and roads	399	1.60	1	0.70
Q23	Quality of campgrounds and/or picnic areas	91	1.86	2	0.91
Q23	Quality of assistance from park employees	358	1.40	1	0.64
Q23	Quality of park map or brochure	368	1.52	1	0.71
Q23	Quality of ranger programs	217	1.38	1	0.58
Q23	Quality of value for entrance fee paid	357	1.67	1	0.81
Q23	Quality of commercial services in the park	253	2.02	2	0.91
Q23	Quality of learning about nature, history, or culture	365	1.28	1	0.53
Q23	Quality of outdoor recreation	205	1.65	2	0.75
Q23	Quality of the park overall	402	1.30	1	0.55
Q27	Nights camping outside Colonial NHP	28	3.97	4	2.27
Q27	Nights lodging outside Colonial NHP	241	4.20	4	4.01
Q27	Nights in other accommodations	11	4.88	4	2.81
Q27	Total nights in overnight accommodations	278	4.25	4	3.86
Q30	Total length of package tour	18	5.56	4	8.27
Q30	Total cost per person of package tour	9	440.63	150	830.80
Q30	Total number of people on the package tour	18	7.56	3	14.08
Q31	Expenditures on park entrance fee	209	77.12	28	121.73
Q31	Expenditures on gas and oil	229	85.68	50	140.09

⁷ Responses for Question 23 and 24 were on a scale from 1=Very Good to 5=Very Poor.

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

Question number	Description	N	Mean	Median	Standard deviation
Q31	Expenditures on rental cars	42	409.49	230	791.89
Q31	Expenditures on taxis, shuttles, and public transportation	7	309.42	30	600.44
Q31	Expenditures on restaurants and bars	245	214.86	150	207.40
Q31	Expenditures on groceries and convenience foods	150	79.39	50	75.15
Q31	Expenditures on hotels, motels, resorts	145	440.73	350	339.10
Q31	Expenditures on specialty lodging	22	691.29	500	564.86
Q31	Expenditures on camping fees	23	206.54	220	110.97
Q31	Expenditures on recreation and entertainment expenses	46	98.64	50	134.38
Q31	Expenditures on souvenirs, clothing, supplies, other retail	194	98.93	50	118.88
Q31	Expenditures on equipment rental	1	15.00	15	
Q31	Expenditures on guides and tours	34	86.49	60	97.28
Q31	Expenditures on other	17	294.92	125	321.50
Q31	Total expenditures in park and nearby area	301	802.01	619	858.36
Q32	Expenditures outside the area	109	1209.03	500	1929.15
Q33	Adults covered by expenses	359	2.25	2	1.80
Q33	Children covered by expenses	112	2.19	2	2.08
Q33	Visitors covered by expenses	359	2.91	2	2.70
Q33	Visitors who split expenses	256	2.21	2	2.47
Q34	Current age: respondent	394	55.22	58	14.46
Q34	Colonial NHP visits past 12 months: respondent	379	6.13	1	36.84
Q34	NPS site visits past 12 months: respondent	338	3.01	1	4.64
Q34	Current age: all group members	1141	45.26	51	22.55
Q34	Colonial NHP visits past 12 months: all group members	1075	3.81	1	27.49
Q34	NPS site visits past 12 months: all group members	937	2.74	1	4.37

Appendix 2. The Questionnaire



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

Colonial 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.

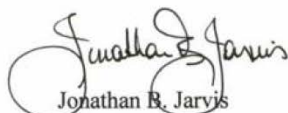
This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.

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 Colonial 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 Colonial 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 Colonial 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 Colonial 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 Colonial NHP on this trip?
- _____ Number of hours
- AND**
- _____ Number of miles
5. On this trip to Colonial NHP, which one of the following entrance fees applied to you personally? Please mark (●) **one**.
- ☐ Did not pay a fee or use a pass to enter the park
 - ☐ 7-day entrance pass
 - ☐ Annual Pass for Colonial NHP
 - ☐ America the Beautiful – National Parks and Federal Recreational Lands
 - ☐ Senior Pass, Access Pass, or Military Pass
 - ☐ Fee included in tour package
 - ☐ Don't know/Not sure
 - ☐ Other (Please specify) _____

6. On how many days during this trip did you enter or re-enter Colonial 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.

_____ Number of days entering or re-entering Colonial NHP

OR

☐ Don't know/Not sure

7. On this trip, how much total time did you spend within Colonial NHP?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

8. Prior to this trip, how did you obtain information about Colonial 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
- ☐ Colonial NHP website (nps.gov/colo)
- ☐ 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) _____

9. Did you have the information about Colonial NHP you needed on this trip?
Please mark (●) **one**.
- ☐ Yes
- ☐ No (Please specify information you needed but didn't have on this trip.)

10. How important to you was each of the following reasons for visiting Colonial 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 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) 	☐	☐	☐	☐	☐

11. Of the reasons listed in Question 10, which was the most important reason for you to visit Colonial NHP on this trip?

C. Park Activities, Programs, and Services

12. On this trip, in which of the following activities did you personally participate within Colonial 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
 - ☐ Family gathering/reunion
 - ☐ Picnicking
 - ☐ Foraging/collecting edibles (e.g., mushrooms, truffles)
 - ☐ Other (Please specify) _____
 - ☐ Other (Please specify) _____
 - ☐ Other (Please specify) _____
13. Of the activities listed in Question 12, which was your primary activity during your visit to Colonial NHP on the day you were contacted for this survey?
- _____
- OR**
- ☐ I did not have a primary activity on this trip to Colonial NHP.

14. On this trip, in which of the following programs and services did you personally participate within Colonial 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 Colonial NHP
 - ☐ Other (Please specify) _____
15. On this visit to Colonial 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
16. If you were to visit Colonial 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

17. How important to you was it during your visit to Colonial NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Colonial 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	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

18. 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 Colonial NHP? Please mark (●) **one**.

☐ Yes

☐ No → Go to Question 19

- 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) _____

19. What did you like most about your visit to Colonial NHP?

20. What did you like least about your visit to Colonial NHP?

21. Did your visit to Colonial NHP, on this trip, meet your expectations? Please mark (●) **one**.

- ☐ Yes
- ☐ Not entirely (Please explain)

- ☐ Not at all (Please explain)

D. Park Management

22. 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
Colonial NHP is a safe place to visit	☐	☐	☐	☐	☐	☐
Colonial NHP is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in Colonial NHP are in pristine condition	☐	☐	☐	☐	☐	☐
The entrance fee for Colonial NHP is too high	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem in Colonial NHP	☐	☐	☐	☐	☐	☐
Colonial NHP is not accessible to persons with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in Colonial NHP are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experiences at Colonial NHP	☐	☐	☐	☐	☐	☐

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

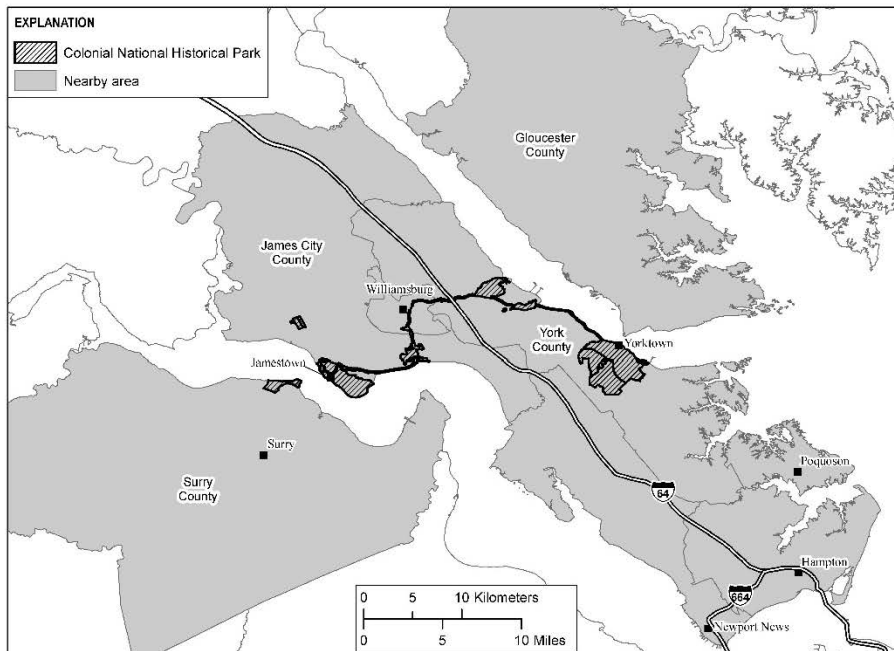
	Very Good	Good	Average	Poor	Very Poor	Not Used or Not Available
Park Facilities						
Visitor center	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Walkways, trails, and roads	☐	☐	☐	☐	☐	☐
Campgrounds and/or picnic areas	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park employees	☐	☐	☐	☐	☐	☐
Park map or brochure	☐	☐	☐	☐	☐	☐
Ranger programs	☐	☐	☐	☐	☐	☐
Value for entrance fee paid	☐	☐	☐	☐	☐	☐
Commercial services in the park (food, lodging, gifts, rental, etc.)	☐	☐	☐	☐	☐	☐
Please specify services used: _____						
Recreational Opportunities						
Learning about nature, history, or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	☐	☐	☐	☐	☐	☐

24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Colonial NHP? Please mark (●) **one**.
- ☐ Very good
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Very poor

25. 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.



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

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

☐ Yes

☐ No → **Go to Question 28**

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

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

28. Was this trip to Colonial 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

29. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.
- ☐ Yes (Please specify)
- _____
- _____
- _____
- ☐ No
30. 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 31**
- 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 Colonial 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 Colonial 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)	☐

31. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Colonial 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 Colonial NHP.

Expenses	Amount spent in Colonial NHP and nearby area
Park entrance fee	\$ _____
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

32. 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
33. 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

34. For your personal group during your visit to Colonial 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 Colonial NHP in last 12 months, including this trip	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				

35. For your personal group during your visit to Colonial 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	☐	☐	☐	☐	☐	☐	☐

36. For your personal group during your visit to Colonial 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	—	☐	☐	☐	☐	☐	☐

37. For your personal group during your visit to Colonial 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	—	☐	☐	☐	☐	☐	☐

38. 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

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

_____ Number of people

40. When visiting an area such as Colonial 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) _____	☐	☐

41. Is there anything else you would like to tell us about Colonial 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



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, another one will be mailed to you in approximately two weeks.

Jonathan B. Jarvis
Director, National Park Service

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	59	14%	12%
4	83	20%	17%
3	51	12%	13%
2	185	45%	49%
1	31	8%	9%
Total	409	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	19	5%	2%
4	49	12%	8%
3	42	10%	9%
2	262	64%	71%
1	37	9%	11%
Total	409	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	4	<1%	<1%
4	11	3%	3%
3	17	4%	4%
2	49	12%	13%
1	49	12%	11%
0	279	68%	68%
Total	409	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Family	289	71%	73%
Alone	58	14%	15%
Friends	37	9%	7%
Family and friends	15	4%	3%
Other	7	2%	1%
Total	406	–	–

Table 30. Unweighted and weighted results, Question 34, Age.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
85+	2	<1%	<1%
80-84	7	<1%	<1%
75-79	41	4%	4%
70-74	92	8%	7%
65-69	169	15%	15%
60-64	114	10%	9%
55-59	85	7%	8%
50-54	84	7%	8%
45-49	82	7%	6%
40-44	84	7%	8%
35-39	40	4%	4%
30-34	31	3%	3%
25-29	36	3%	3%
20-24	35	3%	3%
15-19	44	4%	4%
Under 15	193	17%	19%
Total	1139	–	–

Table 31. Unweighted and weighted results, Question 35, Gender.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Male	530	48%	47%
Female	582	52%	53%
Total	1112	–	–

Table 32. Unweighted and weighted results, Question 35, Hispanic or Latino.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Hispanic or Latino	38	4%	5%
Not Hispanic or Latino	885	96%	95%
Total	923	–	–

Table 33. Unweighted and weighted results, Question 36, Race.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
White	1082	96%	96%
American Indian or Alaska Native	18	2%	2%
Black or African American	16	1%	2%
Asian	10	<1%	1%
Native Hawaiian or other Pacific Islander	2	<1%	<1%

Table 34. Unweighted and weighted results, Question 40, Speaking language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	398	100%	99%
Spanish	0	0%	0%
Other	0	0%	<1%
Total	398	–	–

Table 35. Unweighted and weighted results, Question 40, Reading language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	379	100%	99%
Spanish	1	<1%	<1%
Other	0	0%	1%
Total	380	–	–

Table 36. Unweighted and weighted results, Question 26, Live within the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	58	14%	13%
No	343	86%	87%
Total	401	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Master's, doctoral, or professional degree	259	23%	23%
Some graduate school	76	7%	8%
College, business, or trade school	298	27%	26%
Some college, business, or trade school	172	15%	15%
High school graduate or GED	104	9%	8%
Some high school	30	3%	3%
Less than high school	179	16%	18%
Total	1118	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$200,000 or more	22	6%	7%
\$150,000-\$199,999	24	6%	8%
\$100,000-\$149,999	86	22%	28%
\$75,000-\$99,999	74	19%	24%
\$50,000-\$74,999	61	16%	19%
\$35,000-\$49,999	28	7%	8%
\$25,000-\$34,999	18	5%	5%
Less than \$24,999	6	2%	2%
Do not wish to answer	64	17%	21%
Total	383	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	35	9%	9%
4	55	14%	16%
3	52	13%	13%
2	207	53%	53%
1	38	10%	9%
Total	387	–	–

Table 40. Unweighted and weighted results, Question 34, Number of visits to park in last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	52	5%	5%
4	10	1%	1%
3	38	4%	5%

Table 40 (continued). Unweighted and weighted results, Question 34, Number of visits to park in last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
2	80	8%	8%
1	781	81%	80%
Total	608	–	–

Table 41. Unweighted and weighted results, Question 34, Number of visits to other NPS sites in the last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	144	15%	17%
4	49	5%	5%
3	71	8%	8%
2	126	13%	13%
1	230	24%	23%
0	320	34%	33%
Total	940	–	–

Table 42. Unweighted and weighted results, Question 8, Obtained information.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	350	85%	85%
No	60	15%	15%
Total	410	–	–

Table 43. Unweighted and weighted results, Question 8, Information sources.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Previous visits	147	36%	34%
Park website	142	35%	37%
Friends/relatives/word of mouth	106	26%	24%
Maps/brochures	104	25%	26%
Travel guides/tour books	78	19%	20%
Other website	42	10%	11%
Government centers	39	10%	10%
Local businesses	23	6%	6%
Newspaper/magazine articles	20	5%	5%
Other NPS units	19	5%	5%
Park via phone, mail, or email	14	3%	3%
TV/radio/DVD	12	3%	2%
Social Media	9	2%	2%
School class/program	5	1%	<1%
Other	11	3%	3%

Table 44. Unweighted and weighted results, Question 9, Had information needed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	384	95%	95%
No	21	5%	5%
Total	405	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Car, truck or SUV	400	98%	98%
Airplane	64	16%	18%
Recreational vehicle or motorhome	19	5%	3%
Walk/hike	17	4%	4%
Water-based transportation	9	2%	3%
Tour bus or tour van	7	2%	1%
Bicycle	7	2%	<1%
City bus or subway	4	<1%	<1%
Train or long-distance passenger bus	3	<1%	<1%
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	38	14%	14%
4	59	22%	20%
3	33	13%	12%
2	116	44%	48%
1	17	6%	7%
Total	263	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Ferry	5	56%	38%
Tour boat	1	11%	19%
Cruise ship	0	0%	0%
Other water-based mode	2	22%	32%

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
25 or more	19	5%	5%
19-24	22	6%	6%
13-18	41	11%	10%
7-12	126	32%	34%
Up to 6	181	47%	45%
Total	389	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
1,251 or more	63	18%	20%
1,001-1,250	11	3%	3%
751-1,000	35	10%	10%
501-750	49	14%	13%
251-500	67	19%	21%
Up to 250	124	36%	33%
Total	349	–	–

Table 50. Unweighted and weighted results, Question 28, Purpose of trip to Colonial NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Primary or sole purpose of trip	114	29%	27%
One of several equally important destinations	240	61%	62%
An incidental or spur of the moment stop	38	10%	11%
Total	392	–	–

Table 51. Unweighted and weighted results, Question 28, Other equally important destinations located within nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	213	77%	80%
No	62	23%	20%
Total	275	–	–

Table 52. Unweighted and weighted results, Question 28, Primary destination located within the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	102	61%	58%
No	66	39%	42%
Total	168	–	–

Table 53. Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Colonial 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	347	86%	90%
Spend time with friends/family	311	80%	78%
Relax	206	53%	53%
View wildlife or natural scenery	207	52%	54%
Be outdoors	197	51%	51%
Visit a NPS site	194	50%	52%
Get physical exercise	126	32%	34%
Learn more about nature	94	24%	27%
Hear the sounds of nature/quiet	86	22%	22%
Experience solitude	64	17%	17%
View dark night sky/stars	35	9%	9%
Attend a special event	19	6%	7%
Other	24	31%	30%

Table 54. Unweighted and weighted results, Question 10, Importance of learning more about American history and culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	222	55%	57%
Very Important	125	31%	33%
Moderately Important	29	7%	5%
Slightly Important	13	3%	2%
Not at All Important	14	3%	2%
Total	403	–	–

Table 55. Unweighted and weighted results, Question 10, Importance of spending time with friends/family.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	187	48%	48%
Very Important	124	32%	30%
Moderately Important	36	9%	11%
Slightly Important	7	2%	1%
Not at All Important	37	9%	10%
Total	391	–	–

Table 56. Unweighted and weighted results, Question 10, Importance of viewing wildlife or natural scenery.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	61	15%	16%
Very Important	146	37%	38%
Moderately Important	116	29%	29%
Slightly Important	51	13%	12%
Not at All Important	23	6%	6%
Total	397	–	–

Table 57. Unweighted and weighted results, Question 10, Importance of relaxing.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	88	23%	22%
Very Important	118	30%	30%
Moderately Important	100	26%	26%
Slightly Important	46	12%	13%
Not at All Important	35	9%	8%
Total	387	–	–

Table 58. Unweighted and weighted results, Question 10, Importance of visiting a National Park Service site.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	79	20%	22%
Very Important	115	30%	30%
Moderately Important	100	26%	25%
Slightly Important	40	10%	9%
Not at All Important	55	14%	14%
Total	389	–	–

Table 59. Unweighted and weighted results, Question 10, Importance of being outdoors.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	80	21%	21%
Very Important	117	30%	30%
Moderately Important	100	26%	26%
Slightly Important	49	13%	12%
Not at All Important	42	11%	11%
Total	388	–	–

Table 60. Unweighted and weighted results, Question 10, Importance of getting physical exercise.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	52	13%	14%
Very Important	74	19%	20%
Moderately Important	127	33%	31%
Slightly Important	79	20%	21%
Not at All Important	58	15%	14%
Total	390	–	–

Table 61. Unweighted and weighted results, Question 10, Importance of learning more about nature.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	29	7%	8%
Very Important	65	17%	18%
Moderately Important	122	32%	32%
Slightly Important	110	28%	27%
Not at All Important	61	16%	14%
Total	387	–	–

Table 62. Unweighted and weighted results, Question 10, Importance of hearing the sounds of nature/quiet.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	30	8%	8%
Very Important	56	14%	14%
Moderately Important	115	29%	29%
Slightly Important	82	21%	22%
Not at All Important	107	27%	27%
Total	390	–	–

Table 63. Unweighted and weighted results, Question 10, Importance of experiencing solitude.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	26	7%	7%
Very Important	38	10%	10%
Moderately Important	78	20%	21%
Slightly Important	65	17%	16%
Not at All Important	180	47%	46%
Total	387	–	–

Table 64. Unweighted and weighted results, Question 10, Importance of viewing dark night sky/stars.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	14	4%	4%
Very Important	21	6%	5%
Moderately Important	32	8%	10%
Slightly Important	49	13%	13%
Not at All Important	261	69%	68%
Total	377	–	–

Table 65. Unweighted and weighted results, Question 10, Importance of attending a special event.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	9	3%	3%
Very Important	10	3%	4%
Moderately Important	23	7%	5%
Slightly Important	24	7%	7%
Not at All Important	278	81%	81%
Total	344	–	–

Table 66. Unweighted and weighted results, Question 11, Most important reason for visiting Colonial NHP on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Learn more about American history/culture	213	61%	63%
Spend time with friends/family	72	21%	19%
Visit a NPS site	24	7%	8%
Get physical exercise	13	4%	3%
Be outdoors	8	2%	2%
View wildlife or natural scenery	6	2%	2%
Relax	5	1%	1%
Attend a special event	2	<1%	<1%
Experience solitude	2	<1%	<1%
Other	4	1%	1%
Total	349	—	—

Table 67. Unweighted and weighted results, Question 5, Type of entrance fee applied.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Senior Pass, Access Pass, or Military Pass	161	40%	40%
7-day entrance pass	104	26%	28%
Did not pay a fee or use a pass to enter the park	54	13%	11%
America the Beautiful	23	6%	6%
Annual Pass for Colonial NHP	7	2%	2%
Fee included in tour package	7	2%	1%
Other	33	8%	7%
Don't know/Not sure	17	4%	5%
Total	406	—	—

Table 68. Unweighted and weighted results, Question 7, Number of hours in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	107	36%	37%
4	60	20%	20%
3	72	24%	24%
2	46	15%	16%
Up to 1	15	5%	3%
Total	300	–	–

Table 69. Unweighted and weighted results, Question 7, Number of days in park

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	6	6%	5%
4	8	8%	8%
3	23	23%	23%
2	64	63%	63%
1	1	<1%	1%
Total	102	–	–

Table 70. Unweighted and weighted results, Question 6, Number of days enter/re-enter park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	6	2%	2%
4	12	3%	3%
3	29	7%	7%
2	97	24%	23%
1	254	64%	65%
Total	398	–	–

Table 71. Unweighted and weighted results, Question 27, Stay overnight.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	291	72%	75%
No	113	28%	25%
Total	404	–	–

Table 72. Unweighted and weighted results, Question 27, Accommodation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Camping in nearby area	28	10%	9%
Lodging in nearby area	241	86%	89%
Other accommodations	11	4%	4%
Total	280	–	–

Table 73. Unweighted and weighted results, Question 27, Number of nights camping in the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	11	39%	42%
4	4	14%	13%
3	4	14%	10%
2	7	25%	22%
1	2	7%	13%
Total	28	–	–

Table 74. Unweighted and weighted results, Question 27, Number of nights lodging in the nearby area

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	100	41%	40%
4	30	12%	13%
3	47	20%	18%

Table 74 (continued). Unweighted and weighted results, Question 27, Number of nights lodging in the nearby area

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
2	41	17%	18%
1	23	10%	11%
Total	241	–	–

Table 75. Unweighted and weighted results, Question 27, Number of nights in other accommodations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	6	55%	39%
4	2	18%	32%
3	2	18%	18%
2	1	9%	11%
1	0	0%	0%
Total	11	–	–

Table 76. Unweighted and weighted results, Question 29, Visit other NPS sites on trip away from home.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	182	47%	49%
No	205	53%	51%
Total	387	–	–

Table 77. Unweighted and weighted results, Question 12, Activity participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visiting a cultural or historic site	365	89%	91%
Viewing wildlife, natural features, scenery, wildflowers, etc.	282	69%	68%
Walking/short hike (< 1 hour)	230	56%	55%
Driving for pleasure	127	31%	30%
Creative arts	70	17%	18%
Day hiking (≥ 1 hour)	37	9%	9%
Family gathering/reunion	35	9%	7%
Picnicking	26	6%	6%
Nature study	24	6%	5%
Bicycling	14	3%	3%
Running/jogging	8	2%	1%
Fishing	3	<1%	<1%
Foraging/collecting edibles	2	<1%	<1%
Other activity	24	6%	6%

Table 78. Unweighted and weighted results, Question 13, Primary activity.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visiting a cultural or historic site	268	67%	69%
Walking/short hike (< 1 hour)	20	5%	5%
Day hiking (≥ 1 hour)	11	3%	2%
Family gathering/reunion	8	2%	1%
Bicycling	7	2%	1%
Viewing wildlife, natural features, scenery, wildflowers, etc.	4	<1%	<1%
Running/jogging	3	<1%	<1%
Creative arts	2	<1%	<1%
Driving for pleasure	2	<1%	<1%

Table 78 (continued). Unweighted and weighted results, Question 13, Primary activity.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Other	9	2%	2%
No Primary Activity	68	17%	17%
Total	402	–	–

Table 79. Unweighted and weighted results, Question 18, Member in group with physical condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	39	10%	8%
No	364	90%	92%
Total	403	–	–

Table 80. Unweighted and weighted results, Question 18, Difficulty.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Mobility	31	82%	80%
Hearing	5	13%	12%
Visual	1	3%	2%
Other	3	8%	9%

Table 81. Unweighted and weighted results, Question 14, Program/service participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing outdoor exhibits	351	91%	91%
Going to the Visitor Center	326	84%	87%
Viewing indoor exhibits	316	82%	85%
Watching movies or videos about the park	231	60%	61%
Reading the park brochure or newspaper	202	52%	54%
Talking informally with a ranger	181	47%	52%

Table 81 (continued). Unweighted and weighted results, Question 14, Program/service participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Attending ranger-led activity	180	47%	48%
Attending a cultural demonstration or performance	103	27%	27%
Obtaining a National Park passport stamp	53	14%	14%
Listening to an audio tour or podcast	44	11%	8%
Participating with a child in the Junior Ranger Program	15	4%	4%
Using a smart phone app specific to Colonial NHP	11	3%	2%
Other	21	5%	0%

Table 82. Unweighted and weighted results, Question 15, Learned from staff, programs, and/or exhibits.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	311	80%	83%
No	80	20%	17%
Total	391	–	–

Table 83. Unweighted and weighted results, Question 16, Desire to learn about subjects.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	98	28%	28%
No	252	72%	72%
Total	350	–	–

Table 84. Unweighted and weighted results, Question 30, Purchase package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	17	4%	4%
No	387	96%	96%
Total	404	–	–

Table 85. Unweighted and weighted results, Question 30, Number of days of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
2 or more	15	83%	91%
1	3	17%	9%
Total	18	–	–

Table 86. Unweighted and weighted results, Question 30, Cost per person of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$201 or more	5	56%	28%
\$101 - 200	2	22%	25%
Up to \$100	2	22%	47%
Total	9	–	–

Table 87. Unweighted and weighted results, Question 30, Number of people in group on package tour(s)

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	6	33%	34%
4	1	6%	5%
3	4	22%	17%
2	7	39%	44%
1	0	0%	0%
Total	18	–	–

Table 88. Unweighted and weighted results, Question 30, Included in package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Admission to events or attractions	15	58%	60%
Local lodging	11	42%	40%
Local ground transportation	8	31%	35%

Table 88 (continued). Unweighted and weighted results, Question 30, Included in package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Meals	8	31%	26%
Guide services	6	23%	15%
Local air transportation	2	8%	5%
Fees	1	4%	2%
Gear	0	0%	0%
Local water transportation	0	0%	0%
Other	3	12%	8%

Table 89. Unweighted and weighted results, Question 31, Total expenditures.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$2,001 or more	20	6%	5%
\$1,501 - \$2,000	32	10%	10%
\$1,001 - \$1,500	39	12%	12%
\$501 - \$1,000	72	23%	26%
\$1 - \$500	136	43%	44%
Spent no money	16	5%	4%
Total	315	—	—

Table 90. Unweighted and weighted results, Question 33, Total number of people covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	52	14%	13%
4	68	19%	17%
3	44	12%	11%
2	166	46%	49%
1	29	8%	9%
Total	359	—	—

Table 91. Unweighted and weighted results, Question 33, Number of adults covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	19	5%	4%
4	35	10%	7%
3	34	9%	8%
2	238	66%	71%
1	33	9%	11%
Total	359	–	–

Table 92. Unweighted and weighted results, Question 33, Number of children covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	3	<1%	<1%
4	9	2%	3%
3	13	4%	3%
2	44	12%	13%
1	42	11%	10%
0	255	70%	70%
Total	366	–	–

Table 93. Unweighted and weighted results, Question 33, Number of people in group who split trip expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	13	5%	3%
4	19	7%	6%
3	23	9%	8%
2	144	56%	59%
1	57	22%	24%
Total	256	–	–

Table 94. Unweighted and weighted results, Question 32, Out of area expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$2,001 or more	16	12%	11%
\$1,501 - \$2,000	7	5%	6%
\$1,001 - \$1,500	6	4%	3%
\$501 - \$1,000	19	14%	20%
\$1 - \$500	61	45%	44%
Spent no money	27	20%	16%
Total	136	–	–

Table 95. Unweighted and weighted results, Question 21, Visit met expectations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	376	93%	95%
Not entirely	25	6%	4%
Not at all	2	<1%	<1%
Total	403	–	–

Table 96. Unweighted and weighted results, Question 17, Extremely or very important to use personal electronic devices to do specific tasks.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Make/receive cell phone call	102	27%	26%
Send/receive text message	98	26%	25%
Share pics/videos/audio via social media	72	20%	20%
Search the Internet	64	18%	18%
Download an NPS podcast	17	5%	5%
Other	8	12%	8%

Table 97. Unweighted and weighted results, Question 17, Good or very good quality of service required to do specific tasks.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Make/receive cell phone call	167	77%	76%
Send/receive text message	157	77%	75%
Search the Internet	131	76%	75%
Share pics/videos/audio via social media	127	74%	75%
Download an NPS podcast	52	68%	74%
Other	11	11%	65%

Table 98. Unweighted and weighted results, Question 22, Colonial NHP is a safe place to visit.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	263	65%	66%
Agree	134	33%	32%
Neither Agree nor Disagree	4	<1%	<1%
Disagree	1	<1%	<1%
Strongly Disagree	3	<1%	<1%
Total	405	–	–

Table 99. Unweighted and weighted results, Question 22, Colonial NHP is too crowded.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	6	2%	2%
Agree	25	6%	6%
Neither Agree nor Disagree	77	20%	20%
Disagree	204	52%	50%
Strongly Disagree	82	21%	22%
Total	394	–	–

Table 100. Unweighted and weighted results, Question 22, Natural resources in Colonial NHP are in pristine condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	89	23%	23%
Agree	219	56%	56%
Neither Agree nor Disagree	68	18%	18%
Disagree	10	3%	2%
Strongly Disagree	2	<1%	<1%
Total	388	–	–

Table 101. Unweighted and weighted results, Question 22, The entrance fee for Colonial NHP is too high.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	16	4%	4%
Agree	38	10%	9%
Neither Agree nor Disagree	128	35%	34%
Disagree	118	32%	35%
Strongly Disagree	65	18%	17%
Total	365	–	–

Table 102. Unweighted and weighted results, Question 22, Vandalism and crime are not a problem in Colonial NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	90	28%	31%
Agree	156	49%	47%
Neither Agree nor Disagree	58	18%	18%
Disagree	9	3%	2%
Strongly Disagree	6	2%	2%
Total	319	–	–

Table 103. Unweighted and weighted results, Question 22, Colonial NHP is not accessible to persons with physical disabilities.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	4	1%	1%
Agree	31	11%	11%
Neither Agree nor Disagree	76	28%	27%
Disagree	123	45%	45%
Strongly Disagree	42	15%	16%
Total	276	–	–

Table 104. Unweighted and weighted results, Question 22, Historical and cultural features in Colonial NHP are well maintained/preserved.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	167	42%	44%
Agree	206	52%	51%
Neither Agree nor Disagree	15	4%	3%
Disagree	7	2%	2%
Strongly Disagree	2	<1%	<1%
Total	397	–	–

Table 105. Unweighted and weighted results, Question 22, Development of adjacent areas detracts from visitors' experiences at Colonial NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	25	7%	8%
Agree	42	12%	9%
Neither Agree nor Disagree	84	23%	25%
Disagree	149	41%	41%
Strongly Disagree	64	18%	18%
Total	364	–	–

Table 106. Unweighted and weighted results, Question 23, Quality of the facilities, services, and recreational opportunities in Colonial NHP, sum of Very Good and Good responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visitor center	375	97%	98%
Learning about nature, history, or culture	352	96%	97%
Exhibits (indoor and outdoor)	370	95%	95%
Ranger programs	204	94%	95%
Assistance from park employees	332	93%	93%
Park map or brochure	336	91%	92%
Walkways, trails, and roads	360	90%	91%
Outdoor recreation	183	89%	89%
Restrooms	333	88%	91%
Value for entrance fee paid	291	82%	83%
Campgrounds and/or picnic areas	71	78%	77%
Commercial services in the park	183	72%	75%

Table 107. Unweighted and weighted results, Question 23, Quality of visitor center.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	281	73%	75%
Good	94	24%	23%
Average	8	2%	2%
Poor	1	<1%	<1%
Very poor	2	<1%	<1%
Total	386	—	—

Table 108. Unweighted and weighted results, Question 23, Quality of outdoor recreation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	108	53%	49%
Good	75	37%	40%
Average	18	9%	9%
Poor	3	1%	2%
Very poor	1	<1%	<1%
Total	205	–	–

Table 109. Unweighted and weighted results, Question 23, Quality of value of entrance fee paid.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	186	52%	52%
Good	105	29%	32%
Average	56	16%	14%
Poor	8	2%	3%
Very poor	2	<1%	<1%
Total	357	–	–

Table 110. Unweighted and weighted results, Question 23, Quality of ranger programs.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	147	68%	65%
Good	57	26%	30%
Average	12	6%	4%
Poor	0	0%	0%
Very poor	1	<1%	<1%
Total	217	–	–

Table 111. Unweighted and weighted results, Question 23, Quality of exhibits (indoor and outdoor).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	257	66%	68%
Good	113	29%	27%
Average	19	5%	4%
Poor	2	<1%	<1%
Very poor	0	0%	0%
Total	391	–	–

Table 112. Unweighted and weighted results, Question 23, Quality of assistance from park employees.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	236	66%	66%
Good	96	27%	27%
Average	22	6%	6%
Poor	3	<1%	<1%
Very poor	1	<1%	<1%
Total	358	–	–

Table 113. Unweighted and weighted results, Question 23, Quality of park map or brochure.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	206	56%	57%
Good	130	35%	35%
Average	25	7%	6%
Poor	5	1%	2%
Very poor	2	<1%	<1%
Total	368	–	–

Table 114. Unweighted and weighted results, Question 23, Quality of learning about nature, history, or culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	267	73%	76%
Good	85	23%	22%
Average	10	3%	2%
Poor	3	<1%	<1%
Very poor	0	0%	0%
Total	365	–	–

Table 115. Unweighted and weighted results, Question 23, Quality of walkways, trails, and roads.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	209	52%	53%
Good	151	38%	38%
Average	33	8%	8%
Poor	5	1%	1%
Very poor	1	<1%	<1%
Total	399	–	–

Table 116. Unweighted and weighted results, Question 23, Quality of campgrounds and/or picnic areas.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	39	43%	43%
Good	32	35%	34%
Average	15	16%	18%
Poor	5	5%	5%
Very poor	0	0%	0%
Total	91	–	–

Table 117. Unweighted and weighted results, Question 23, Quality of restrooms.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	198	52%	55%
Good	135	36%	35%
Average	38	10%	8%
Poor	4	1%	<1%
Very poor	3	<1%	<1%
Total	378	–	–

Table 118. Unweighted and weighted results, Question 23, Quality of Commercial Services.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	80	32%	31%
Good	103	41%	44%
Average	53	21%	19%
Poor	12	5%	5%
Very poor	5	2%	1%
Total	253	–	–

Table 119. Unweighted and weighted results, Question 24, Overall quality of the facilities, services, and recreational opportunities in Colonial NHP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	283	70%	75%
Good	104	26%	22%
Average	14	3%	3%
Poor	0	0%	0%
Very poor	1	<1%	<1%
Total	402	–	–

Appendix 6. Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered at six locations in Colonial NHP. A specific survey administration point was identified at each sampling location, based on analysis of aerial site photos, onsite scoping, and recommendations from the Colonial NHP point of contact for this study. 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 99 through Figure 104). 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 site schematic to denote the direction of travel in which visitor groups were intercepted. For Yorktown – Beach/Shore, a yellow line was used in the site schematic to indicate the direction of travel the survey administrator followed when asking visitor groups to participate in the survey.



Figure 99. Historic Jamestown Visitor Center sampling location.



Figure 100. Yorktown – Beach/Shore Area sampling location.



Figure 101. Yorktown – Main Street sampling location.



Figure 102. Yorktown – Moore House sampling location.

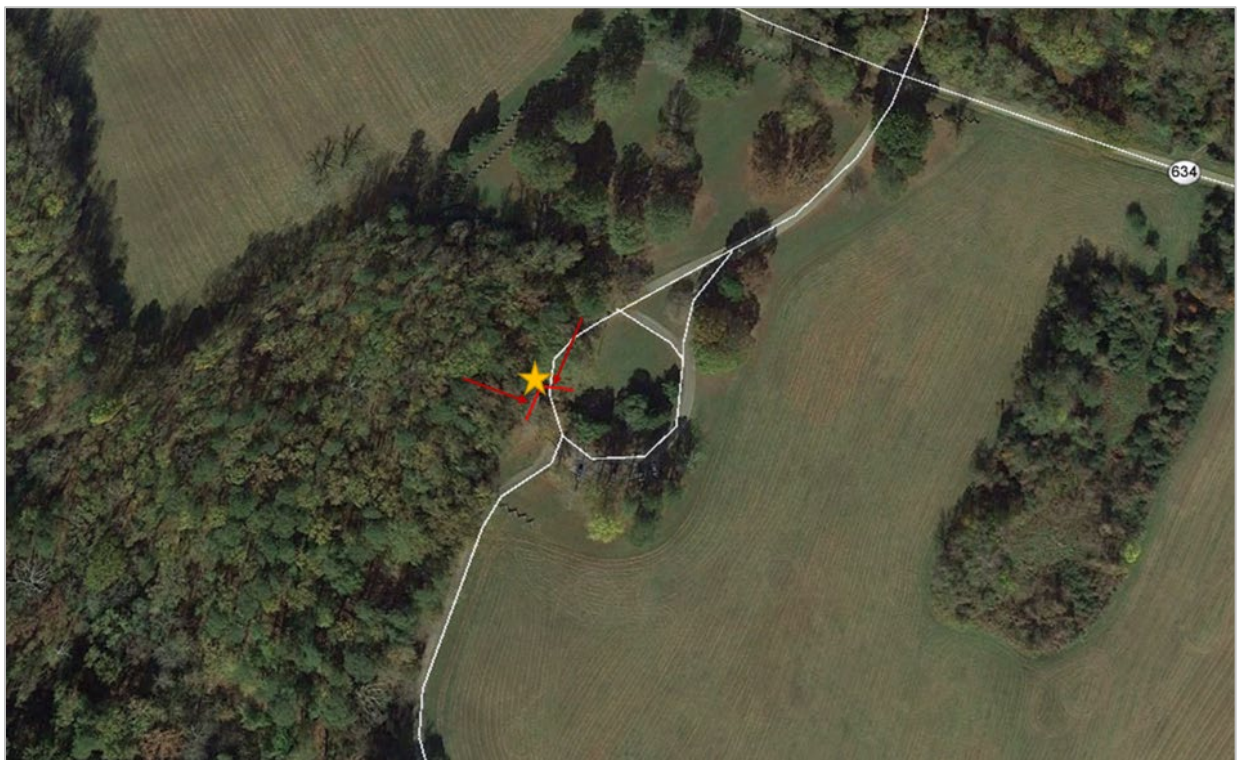


Figure 103. Yorktown – Surrender Field sampling location.



Figure 104. Yorktown Visitor Center sampling location.

Timed-Interval Sampling Procedures

At all locations except Yorktown – Beach/Shore, 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 Yorktown – Beach/Shore, the physical characteristics of the site and the nature of visitor use at the site were not conducive for a timed-interval sampling approach (i.e., the large parking lot and dispersed pattern of use were not suitable for the use of a single threshold at which point visitor groups were considered to have entered the survey area). Thus, an attempt was made to contact all visitor groups in the sampling area using a roving approach. At the start of each sampling period, the survey administrator began a roving circuit of the parking lot, with the direction of travel and sequence among sub-areas of the site indicated by the arrows in Figure 100. 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. This process was continued until the survey administrator had completed roving through the circuit. Once completing a circuit, the survey administrator immediately started the next circuit. During each subsequent 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. This process was continued until the end of the sampling period.

Appendix 7. Non-response Bias Analysis - Effects on Survey Responses due to Number of Adults in Group, Group Type, Visit Length 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 adults in group ($\chi^2 = 19.140$; $p < 0.001$), group type ($\chi^2 = 12.428$; $p = 0.006$), visit length ($\chi^2 = 37.370$; $p < 0.001$), and state or country of residence ($\chi^2 = 18.459$; $p < 0.001$). In particular, groups with two adults were more likely to respond to the survey and then groups with one adult or with three or more adults. Groups that identified as family were more likely to respond to the survey than those who were alone, with friends, or with family and friends. Additionally, groups who visited the park for one to five hours were less likely to respond to the survey than groups who visited for longer durations, and groups who were visiting from in state were less likely to respond to the survey than those visiting from out of state or internationally.

The potential impact of this non-response bias on the results of the SEM survey was further explored. Specifically, effects due to number of adults in group, group type, visit length and state or country of residence were examined for 61 key questions in the SEM survey that were designed to assess use of information sources for trip planning, motivations for visiting Colonial NHP, participation in activities, programs, and services, attitudes toward park management, and satisfaction with park services and facilities (Table 120 through Table 123). A Bonferroni correction was applied to account for the fact that 61 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 0.0008 are assumed to be statistically significant. Statistically significant effects of number of adults in group on survey responses were observed for 5 of the 61 questions assessed. Significant effects for group type on survey responses were also observed for 5 of 61 questions assessed and significant effects for visit length on survey responses were observed for 7 of 61 questions assessed. Significant effects for state or country of residence on survey responses were observed for 16 of 61 questions. These results are emphasized with bold text in Table 120 through Table 123.

Results of these statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest that, for a relatively small number of questions in the survey, the survey results may over-represent to some degree opinions, evaluations, and behaviors from visitor groups with 2 adults and visitor groups that identify as family, and may under-represent to some degree opinions, evaluations, and behaviors from visitor groups who visited for 1 to 5 hours and visitor groups who were visiting from in state. Where statistical differences were found between respondent subgroups,

results by subgroup are reported in this Appendix to document the effects of these differences (Figure 105 through Figure 136). 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 120. Statistical tests of effects due to Number of Adults in group 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 Colonial NHP? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	409	$\chi^2 = 6.181$; $p = 0.103$
	Previous visits	0 = No 1 = Yes	409	$\chi^2 = 6.672$; $p = 0.083$
	Friends/relatives/word of mouth	0 = No 1 = Yes	409	$\chi^2 = 6.835$; $p = 0.077$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	409	$\chi^2 = 09.707$; $p = 0.021$
	Colonial NHP website	0 = No 1 = Yes	409	$\chi^2 = 1.762$; $p = 0.623$
	Other website	0 = No 1 = Yes	408	$\chi^2 = 2.220$; $p = 0.528$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	409	$\chi^2 = 2.734$; $p = 0.435$
	Maps/brochures	0 = No 1 = Yes	409	$\chi^2 = 1.002$; $p = 0.801$
	Newspaper/magazine articles	0 = No 1 = Yes	408	$\chi^2 = 1.422$; $p = 0.700$
	Other units of the National Park System	0 = No 1 = Yes	408	$\chi^2 = 2.254$; $p = 0.521$
	School class/program	0 = No 1 = Yes	407	$\chi^2 = 2.048$; $p = 0.563$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	409	$\chi^2 = 1.403$; $p = 0.705$

Table 120 (continued). Statistical tests of effects due to Number of Adults in group 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 Colonial NHP? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	408	$\chi^2 = 9.523$; $p = 0.023$
	Television/radio programs/DVDs	0 = No 1 = Yes	408	$\chi^2 = 2.707$; $p = 0.439$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	409	$\chi^2 = 0.079$; $p = 0.994$
How important to you was each of the following reasons for visiting Colonial NHP on this trip? Please mark one for each row. (Q10)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	387	$\chi^2 = 9.738$; $p = 0.639$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	393	$\chi^2 = 92.389$; $p < 0.0001$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	397	$\chi^2 = 15.414$; $p = 0.220$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	395	$\chi^2 = 16.995$; $p = 0.150$
	To relax	1 = "Extremely important" to 5 = "Not at all important"	392	$\chi^2 = 8.427$; $p = 0.751$

Table 120 (continued). Statistical tests of effects due to Number of Adults in group 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 Colonial NHP on this trip? Please mark one for each row. (Q10) (continued)	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	403	$\chi^2 = 33.848$; $p = 0.001$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	391	$\chi^2 = 10.619$; $p = 0.562$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	343	$\chi^2 = 5.895$; $p = 0.921$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	392	$\chi^2 = 22.820$; $p = 0.029$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	391	$\chi^2 = 38.701$; $p < 0.0001$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	392	$\chi^2 = 45.397$; $p < 0.0001$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	377	$\chi^2 = 33.938$; $p = 0.001$

Table 120 (continued). Statistical tests of effects due to Number of Adults in group 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 Colonial NHP? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	408	$\chi^2 = 1.290$; $p = 0.732$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	407	$\chi^2 = 5.537$; $p = 0.136$
	Visiting a cultural or historic site	0 = No 1 = Yes	409	$\chi^2 = 18.570$; $p < 0.0001$
	Nature study	0 = No 1 = Yes	409	$\chi^2 = 2.172$; $p = 0.538$
	Driving for pleasure	0 = No 1 = Yes	408	$\chi^2 = 4.743$; $p = 0.192$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	409	$\chi^2 = 1.860$; $p = 0.602$
	Day hiking (1 hour or more)	0 = No 1 = Yes	409	$\chi^2 = 1.219$; $p = 0.748$
	Bicycling	0 = No 1 = Yes	409	$\chi^2 = 13.155$; $p = 0.004$
	Running/jogging	0 = No 1 = Yes	409	$\chi^2 = 13.417$; $p = 0.004$
	Fishing	0 = No 1 = Yes	409	$\chi^2 = 2.073$; $p = 0.557$
	Family gathering/reunion	0 = No 1 = Yes	408	$\chi^2 = 51.359$; $p < 0.0001$
	Picnicking	0 = No 1 = Yes	407	$\chi^2 = 3.537$; $p = 0.316$

Table 120 (continued). Statistical tests of effects due to Number of Adults in group 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 Colonial NHP? Please mark all that apply. (Q12) (continued)	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	407	$\chi^2 = 0.000$; $p > 0.999$
On this trip, in which of the following programs and services did you personally participate within Colonial NHP? (Q14)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	391	$\chi^2 = 1.758$; $p = 0.624$
	Talking informally with a ranger	0 = No 1 = Yes	391	$\chi^2 = 0.926$; $p = 0.819$
	Viewing outdoor exhibits	0 = No 1 = Yes	391	$\chi^2 = 0.560$; $p = 0.906$
	Viewing indoor exhibits	0 = No 1 = Yes	390	$\chi^2 = 2.246$; $p = 0.523$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	390	$\chi^2 = 1.571$; $p = 0.666$
	Reading the park brochure or newspaper	0 = No 1 = Yes	390	$\chi^2 = 0.830$; $p = 0.842$
	Going to the Visitor Center	0 = No 1 = Yes	390	$\chi^2 = 10.994$; $p = 0.012$
	Watching movies or videos about the park	0 = No 1 = Yes	391	$\chi^2 = 0.460$; $p = 0.928$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	389	$\chi^2 = 5.786$; $p = 0.123$
	Obtaining National Park passport stamp	0 = No 1 = Yes	390	$\chi^2 = 2.910$; $p = 0.406$
	Listening to an audio tour or podcast	0 = No 1 = Yes	391	$\chi^2 = 6.509$; $p = 0.089$

Table 120 (continued). Statistical tests of effects due to Number of Adults in group 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 Colonial NHP? (Q14) (continued)	Using a smart phone app specific to Colonial NHP	0 = No 1 = Yes	389	$\chi^2 = 1.156$; $p = 0.764$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Colonial NHP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	406	$\chi^2 = 4.451$; $p = 0.944$
	Colonial NHP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	400	$\chi^2 = 11.012$; $p = 0.752$
	Natural resources in Colonial NHP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	399	$\chi^2 = 17.808$; $p = 0.273$
	The entrance fee for Colonial NHP is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	402	$\chi^2 = 13.076$; $p = 0.596$
	Vandalism and crime are not a problem in Colonial NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	396	$\chi^2 = 20.746$; $p = 0.145$
	Colonial NHP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	393	$\chi^2 = 8.808$; $p = 0.887$

Table 120 (continued). Statistical tests of effects due to Number of Adults in group 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. (Q22) (continued)	Historical and cultural features in Colonial NHP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	400	$\chi^2 = 8.350$; $p = 0.909$
	Development of adjacent areas detracts from visitors' experiences at Colonial NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	399	$\chi^2 = 24.770$; $p = 0.053$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Colonial NHP? (Q24)	—	1 = "Very good" to 5 = "Very poor"	400	$\chi^2 = 6.562$; $p = 0.683$

Table 121. Statistical tests of effects due to Group Type 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 Colonial NHP? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	407	$\chi^2 = 12.141$; $p = 0.007$
	Previous visits	0 = No 1 = Yes	406	$\chi^2 = 2.514$; $p = 0.473$
	Friends/relatives/word of mouth	0 = No 1 = Yes	408	$\chi^2 = 8.185$; $p = 0.042$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	405	$\chi^2 = 2.434$; $p = 0.487$
	Colonial NHP website	0 = No 1 = Yes	406	$\chi^2 = 9.615$; $p = 0.022$
	Other website	0 = No 1 = Yes	406	$\chi^2 = 0.695$; $p = 0.874$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	406	$\chi^2 = 13.720$; $p = 0.003$
	Maps/brochures	0 = No 1 = Yes	405	$\chi^2 = 7.514$; $p = 0.057$
	Newspaper/magazine articles	0 = No 1 = Yes	406	$\chi^2 = 3.737$; $p = 0.291$
	Other units of the National Park System	0 = No 1 = Yes	405	$\chi^2 = 4.754$; $p = 0.191$
	School class/program	0 = No 1 = Yes	405	$\chi^2 = 1.033$; $p = 0.793$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	405	$\chi^2 = 11.224$; $p = 0.011$

Table 121 (continued). Statistical tests of effects due to Group Type 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 Colonial NHP? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	405	$\chi^2 = 1.469$; $p = 0.690$
	Television/radio programs/DVDs	0 = No 1 = Yes	405	$\chi^2 = 3.145$; $p = 0.370$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	405	$\chi^2 = 1.663$; $p = 0.645$
How important to you was each of the following reasons for visiting Colonial NHP on this trip? Please mark one for each row. (Q10)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	386	$\chi^2 = 13.642$; $p = 0.324$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	390	$\chi^2 = 122.674$; $p < 0.0001$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	394	$\chi^2 = 18.090$; $p = 0.113$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	390	$\chi^2 = 18.163$; $p = 0.111$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	390	$\chi^2 = 18.163$; $p = 0.111$

Table 121 (continued). Statistical tests of effects due to Group Type 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 Colonial NHP on this trip? Please mark one for each row. (Q10) (continued)	To relax	1 = "Extremely important" to 5 = "Not at all important"	388	$\chi^2 = 18.671$; $p = 0.097$
	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	402	$\chi^2 = 37.643$; $p < 0.0001$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	391	$\chi^2 = 16.994$; $p = 0.150$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	341	$\chi^2 = 37.197$; $p < 0.0001$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	389	$\chi^2 = 19.042$; $p = 0.088$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	389	$\chi^2 = 33.767$; $p = 0.001$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	388	$\chi^2 = 38.009$; $p < 0.0001$

Table 121 (continued). Statistical tests of effects due to Group Type 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 Colonial NHP on this trip? Please mark one for each row. (Q10) (continued)	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	377	$\chi^2 = 19.674$; $p = 0.074$
On this trip, in which of the following activities did you personally participate within Colonial NHP? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	405	$\chi^2 = 3.729$; $p = 0.292$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	405	$\chi^2 = 2.206$; $p = 0.531$
	Visiting a cultural or historic site	0 = No 1 = Yes	405	$\chi^2 = 21.218$; $p < 0.0001$
	Nature study	0 = No 1 = Yes	405	$\chi^2 = 1.050$; $p = 0.789$
	Driving for pleasure	0 = No 1 = Yes	406	$\chi^2 = 6.236$; $p = 0.101$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	405	$\chi^2 = 7.399$; $p = 0.060$
	Day hiking (1 hour or more)	0 = No 1 = Yes	405	$\chi^2 = 2.848$; $p = 0.416$
	Bicycling	0 = No 1 = Yes	406	$\chi^2 = 12.585$; $p = 0.006$
	Running/jogging	0 = No 1 = Yes	405	$\chi^2 = 8.139$; $p = 0.043$
	Fishing	0 = No 1 = Yes	405	$\chi^2 = 1.033$; $p = 0.793$
	Family gathering/reunion	0 = No 1 = Yes	404	$\chi^2 = 7.989$; $p = 0.046$

Table 121 (continued). Statistical tests of effects due to Group Type 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 Colonial NHP? Please mark all that apply. (Q12) (continued)	Picnicking	0 = No 1 = Yes	405	$\chi^2 = 3.935$; $p = 0.402$
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	405	N/A
On this trip, in which of the following programs and services did you personally participate within Colonial NHP? (Q14)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	389	$\chi^2 = 2.173$; $p = 0.537$
	Talking informally with a ranger	0 = No 1 = Yes	388	$\chi^2 = 1.742$; $p = 0.628$
	Viewing outdoor exhibits	0 = No 1 = Yes	389	$\chi^2 = 4.214$; $p = 0.239$
	Viewing indoor exhibits	0 = No 1 = Yes	389	$\chi^2 = 2.283$; $p = 0.516$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	388	$\chi^2 = 1.411$; $p = 0.703$
	Reading the park brochure or newspaper	0 = No 1 = Yes	387	$\chi^2 = 5.180$; $p = 0.159$
	Going to the Visitor Center	0 = No 1 = Yes	387	$\chi^2 = 13.574$; $p = 0.004$
	Watching movies or videos about the park	0 = No 1 = Yes	388	$\chi^2 = 1.014$; $p = 0.798$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	389	$\chi^2 = 5.905$; $p = 0.116$
	Obtaining National Park passport stamp	0 = No 1 = Yes	388	$\chi^2 = 5.976$; $p = 0.113$

Table 121 (continued). Statistical tests of effects due to Group Type 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 Colonial NHP? (Q14) (continued)	Listening to an audio tour or podcast	0 = No 1 = Yes	389	$\chi^2 = 1.883$; $p = 0.597$
	Using a smart phone app specific to Colonial NHP	0 = No 1 = Yes	388	$\chi^2 = 8.026$; $p = 0.045$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Colonial NHP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	405	$\chi^2 = 8.142$; $p = 0.918$
	Colonial NHP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	396	$\chi^2 = 15.058$; $p = 0.447$
	Natural resources in Colonial NHP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	396	$\chi^2 = 26.429$; $p = 0.034$
	The entrance fee for Colonial NHP is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	400	$\chi^2 = 31.096$; $p = 0.009$
	Vandalism and crime are not a problem in Colonial NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	396	$\chi^2 = 25.757$; $p = 0.041$
	Colonial NHP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	395	$\chi^2 = 20.522$; $p = 0.153$

Table 121 (continued). Statistical tests of effects due to Group Type 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. (Q22) (continued)	Historical and cultural features in Colonial NHP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	399	$\chi^2 = 11.632$; $p = 0.707$
	Development of adjacent areas detracts from visitors' experiences at Colonial NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	396	$\chi^2 = 22.304$; $p = 0.100$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Colonial NHP? (Q24)	—	1 = "Very good" to 5 = "Very poor"	397	$\chi^2 = 4.845$; $p = 0.848$

Table 122. Statistical tests of effects due to Visit Length 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 Colonial NHP? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	401	$\chi^2 = 13.846$; $p = 0.003$
	Previous visits	0 = No 1 = Yes	402	$\chi^2 = 1.044$; $p = 0.791$
	Friends/relatives/word of mouth	0 = No 1 = Yes	402	$\chi^2 = 7.586$; $p = 0.055$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	402	$\chi^2 = 6.734$; $p = 0.081$
	Colonial NHP website	0 = No 1 = Yes	400	$\chi^2 = 20.742$; $p < 0.0001$
	Other website	0 = No 1 = Yes	401	$\chi^2 = 8.156$; $p = 0.043$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	402	$\chi^2 = 2.213$; $p = 0.529$
	Maps/brochures	0 = No 1 = Yes	401	$\chi^2 = 3.208$; $p = 0.361$
	Newspaper/magazine articles	0 = No 1 = Yes	402	$\chi^2 = 5.030$; $p = 0.170$
	Other units of the National Park System	0 = No 1 = Yes	400	$\chi^2 = 7.952$; $p = 0.047$
	School class/program	0 = No 1 = Yes	401	$\chi^2 = 3.390$; $p = 0.335$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	401	$\chi^2 = 1.221$; $p = 0.748$

Table 122 (continued). Statistical tests of effects due to Visit Length 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 Colonial NHP? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	401	$\chi^2 = 10.687$; $p = 0.014$
	Television/radio programs/DVDs	0 = No 1 = Yes	401	$\chi^2 = 0.468$; $p = 0.926$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	402	$\chi^2 = 18.432$; $p < 0.0001$
How important to you was each of the following reasons for visiting Colonial NHP on this trip? Please mark one for each row. (Q10)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	387	$\chi^2 = 10.640$; $p = 0.560$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	391	$\chi^2 = 11.648$; $p = 0.474$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	390	$\chi^2 = 21.740$; $p = 0.041$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	388	$\chi^2 = 27.552$; $p = 0.006$
	To relax	1 = "Extremely important" to 5 = "Not at all important"	383	$\chi^2 = 14.521$; $p = 0.269$

Table 122 (continued). Statistical tests of effects due to Visit Length 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 Colonial NHP on this trip? Please mark one for each row. (Q10) (continued)	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	399	$\chi^2 = 28.328$; $p = 0.005$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	385	$\chi^2 = 17.630$; $p = 0.127$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	339	$\chi^2 = 10.007$; $p = 0.615$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	385	$\chi^2 = 15.437$; $p = 0.218$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	385	$\chi^2 = 9.448$; $p = 0.664$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	384	$\chi^2 = 16.593$; $p = 0.166$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	374	$\chi^2 = 21.811$; $p = 0.040$

Table 122 (continued). Statistical tests of effects due to Visit Length 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 Colonial NHP? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	402	$\chi^2 = 51.136$; $p = 0.162$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	402	$\chi^2 = 3.934$; $p = 0.269$
	Visiting a cultural or historic site	0 = No 1 = Yes	401	$\chi^2 = 15.400$; $p = 0.002$
	Nature study	0 = No 1 = Yes	401	$\chi^2 = 3.447$; $p = 0.328$
	Driving for pleasure	0 = No 1 = Yes	401	$\chi^2 = 9.219$; $p = 0.027$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	401	$\chi^2 = 4.329$; $p = 0.228$
	Day hiking (1 hour or more)	0 = No 1 = Yes	401	$\chi^2 = 4.653$; $p = 0.199$
	Bicycling	0 = No 1 = Yes	400	$\chi^2 = 2.436$; $p = 0.487$
	Running/jogging	0 = No 1 = Yes	400	$\chi^2 = 2.634$; $p = 0.452$
	Fishing	0 = No 1 = Yes	401	$\chi^2 = 3.390$; $p = 0.335$
	Family gathering/reunion	0 = No 1 = Yes	401	$\chi^2 = 2.877$; $p = 0.411$
	Picnicking	0 = No 1 = Yes	403	$\chi^2 = 11.518$; $p = 0.009$

Table 122 (continued). Statistical tests of effects due to Visit Length 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 Colonial NHP? Please mark all that apply. (Q12) (continued)	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	401	$\chi^2 = 1.124$; $p = 0.771$
On this trip, in which of the following programs and services did you personally participate within Colonial NHP? (Q14)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	385	$\chi^2 = 18.386$; $p < 0.0001$
	Talking informally with a ranger	0 = No 1 = Yes	384	$\chi^2 = 10.376$; $p = 0.016$
	Viewing outdoor exhibits	0 = No 1 = Yes	383	$\chi^2 = 16.123$; $p = 0.001$
	Viewing indoor exhibits	0 = No 1 = Yes	384	$\chi^2 = 27.744$; $p < 0.0001$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	384	$\chi^2 = 14.182$; $p = 0.003$
	Reading the park brochure or newspaper	0 = No 1 = Yes	384	$\chi^2 = 10.102$; $p = 0.018$
	Going to the Visitor Center	0 = No 1 = Yes	384	$\chi^2 = 22.380$; $p < 0.0001$
	Watching movies or videos about the park	0 = No 1 = Yes	384	$\chi^2 = 35.409$; $p < 0.001$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	384	$\chi^2 = 7.718$; $p = 0.052$
	Obtaining National Park passport stamp	0 = No 1 = Yes	384	$\chi^2 = 30.137$; $p < 0.0001$
	Listening to an audio tour or podcast	0 = No 1 = Yes	384	$\chi^2 = 5.194$; $p = 0.158$

Table 122 (continued). Statistical tests of effects due to Visit Length 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 Colonial NHP? (Q14) (continued)	Using a smart phone app specific to Colonial NHP	0 = No 1 = Yes	383	$\chi^2 = 10.550$; $p = 0.014$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Colonial NHP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	402	$\chi^2 = 10.178$; $p = 0.808$
	Colonial NHP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	394	$\chi^2 = 15.478$; $p = 0.418$
	Natural resources in Colonial are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	397	$\chi^2 = 12.783$; $p = 0.619$
	The entrance fee for Colonial NHP is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	397	$\chi^2 = 29.901$; $p = 0.012$
	Vandalism and crime are not a problem in Colonial NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	391	$\chi^2 = 16.387$; $p = 0.357$
	Colonial NHP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	390	$\chi^2 = 17.112$; $p = 0.312$

Table 122 (continued). Statistical tests of effects due to Visit Length 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. (Q22) (continued)	Historical and cultural features in Colonial NHP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	396	$\chi^2 = 19.962$; $p = 0.173$
	Development of adjacent areas detracts from visitors' experiences at Colonial NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	395	$\chi^2 = 23.647$; $p = 0.071$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Colonial NHP? (Q24)	—	1 = "Very good" to 5 = "Very poor"	392	$\chi^2 = 11.142$; $p = 0.266$

Table 123. Statistical tests of effects due to 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 Colonial NHP? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	379	$\chi^2 = 2.160$; $p = 0.340$
	Previous visits	0 = No 1 = Yes	380	$\chi^2 = 21.679$; $p < 0.0001$
	Friends/relatives/word of mouth	0 = No 1 = Yes	380	$\chi^2 = 2.013$; $p = 0.366$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	380	$\chi^2 = 0.573$; $p = 0.751$
	Colonial NHP website	0 = No 1 = Yes	380	$\chi^2 = 5.420$; $p = 0.067$
	Other website	0 = No 1 = Yes	380	$\chi^2 = 2.594$; $p = 0.273$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	380	$\chi^2 = 1.722$; $p = 0.423$
	Maps/brochures	0 = No 1 = Yes	379	$\chi^2 = 8.048$; $p = 0.018$
	Newspaper/magazine articles	0 = No 1 = Yes	380	$\chi^2 = 0.856$; $p = 0.652$
	Other units of the National Park System	0 = No 1 = Yes	380	$\chi^2 = 0.873$; $p = 0.646$
	School class/program	0 = No 1 = Yes	379	$\chi^2 = 4.585$; $p = 0.101$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	380	$\chi^2 = 0.598$; $p = 0.741$

Table 123 (continued). Statistical tests of effects due to 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 Colonial NHP? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	379	$\chi^2 = 4.363$; $p = 0.113$
	Television/radio programs/DVDs	0 = No 1 = Yes	380	$\chi^2 = 18.474$; $p < 0.0001$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	379	$\chi^2 = 14.403$; $p = 0.001$
How important to you was each of the following reasons for visiting Colonial NHP on this trip? Please mark one for each row. (Q10)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	363	$\chi^2 = 29.977$; $p < 0.0001$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	368	$\chi^2 = 33.395$; $p < 0.0001$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	371	$\chi^2 = 29.452$; $p < 0.0001$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	368	$\chi^2 = 63.301$; $p < 0.0001$
	To relax	1 = "Extremely important" to 5 = "Not at all important"	364	$\chi^2 = 32.873$; $p < 0.0001$

Table 123 (continued). Statistical tests of effects due to 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 Colonial NHP on this trip? Please mark one for each row. (Q10) (continued)	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	375	$\chi^2 = 53.802$; $p < 0.0001$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	368	$\chi^2 = 8.701$; $p = 0.368$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	324	$\chi^2 = 8.433$; $p = 0.392$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	366	$\chi^2 = 21.129$; $p = 0.007$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	365	$\chi^2 = 16.687$; $p = 0.034$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	366	$\chi^2 = 57.145$; $p < 0.0001$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	357	$\chi^2 = 13.984$; $p = 0.082$

Table 123 (continued). Statistical tests of effects due to 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 Colonial NHP? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	379	$\chi^2 = 3.408$; $p = 0.182$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	379	$\chi^2 = 4.548$; $p = 0.103$
	Visiting a cultural or historic site	0 = No 1 = Yes	378	$\chi^2 = 53.165$; $p < 0.0001$
	Nature study	0 = No 1 = Yes	380	$\chi^2 = 0.873$; $p = 0.646$
	Driving for pleasure	0 = No 1 = Yes	379	$\chi^2 = 1.270$; $p = 0.530$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	379	$\chi^2 = 0.554$; $p = 0.758$
	Day hiking (1 hour or more)	0 = No 1 = Yes	377	$\chi^2 = 1.173$; $p = 0.556$
	Bicycling	0 = No 1 = Yes	379	$\chi^2 = 17.376$; $p < 0.0001$
	Running/jogging	0 = No 1 = Yes	379	$\chi^2 = 17.845$; $p < 0.0001$
	Fishing	0 = No 1 = Yes	379	$\chi^2 = 0.528$; $p = 0.768$
	Family gathering/reunion	0 = No 1 = Yes	378	$\chi^2 = 0.000$; $p > 0.999$
	Picnicking	0 = No 1 = Yes	379	$\chi^2 = 0.981$; $p = 0.612$

Table 123 (continued). Statistical tests of effects due to 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 Colonial NHP? Please mark all that apply. (Q12) (continued)	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	379	$\chi^2 = 0.290$; $p = 0.865$
On this trip, in which of the following programs and services did you personally participate within Colonial NHP? (Q14)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	366	$\chi^2 = 5.922$; $p = 0.052$
	Talking informally with a ranger	0 = No 1 = Yes	366	$\chi^2 = 7.493$; $p = 0.024$
	Viewing outdoor exhibits	0 = No 1 = Yes	367	$\chi^2 = 3.785$; $p = 0.151$
	Viewing indoor exhibits	0 = No 1 = Yes	365	$\chi^2 = 19.499$; $p < 0.0001$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	365	$\chi^2 = 6.261$; $p = 0.044$
	Reading the park brochure or newspaper	0 = No 1 = Yes	366	$\chi^2 = 5.172$; $p = 0.075$
	Going to the Visitor Center	0 = No 1 = Yes	367	$\chi^2 = 22.830$; $p < 0.0001$
	Watching movies or videos about the park	0 = No 1 = Yes	367	$\chi^2 = 7.359$; $p = 0.025$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	367	$\chi^2 = 0.762$; $p = 0.683$
	Obtaining National Park passport stamp	0 = No 1 = Yes	366	$\chi^2 = 4.495$; $p = 0.106$
	Listening to an audio tour or podcast	0 = No 1 = Yes	366	$\chi^2 = 7.554$; $p = 0.023$

Table 123 (continued). Statistical tests of effects due to 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 Colonial NHP? (Q14) (continued)	Using a smart phone app specific to Colonial NHP	0 = No 1 = Yes	367	$\chi^2 = 0.763$; $p = 0.683$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Colonial NHP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	379	$\chi^2 = 13.057$; $p = 0.220$
	Colonial NHP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	375	$\chi^2 = 14.814$; $p = 0.139$
	Natural resources in Colonial NHP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	375	$\chi^2 = 39.252$; $p < 0.0001$
	The entrance fee for Colonial NHP is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	377	$\chi^2 = 18.362$; $p = 0.049$
	Vandalism and crime are not a problem in Colonial NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	370	$\chi^2 = 11.015$; $p = 0.356$
	Colonial NHP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	371	$\chi^2 = 15.424$; $p = 0.117$

Table 123 (continued). Statistical tests of effects due to 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. (Q22) (continued)	Historical and cultural features in Colonial NHP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	377	$\chi^2 = 15.027$; $p = 0.131$
	Development of adjacent areas detracts from visitors' experiences at Colonial NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	374	$\chi^2 = 14.962$; $p = 0.133$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Colonial NHP? (Q24)	—	1 = "Very good" to 5 = "Very poor"	373	$\chi^2 = 1.741$; $p = 0.942$

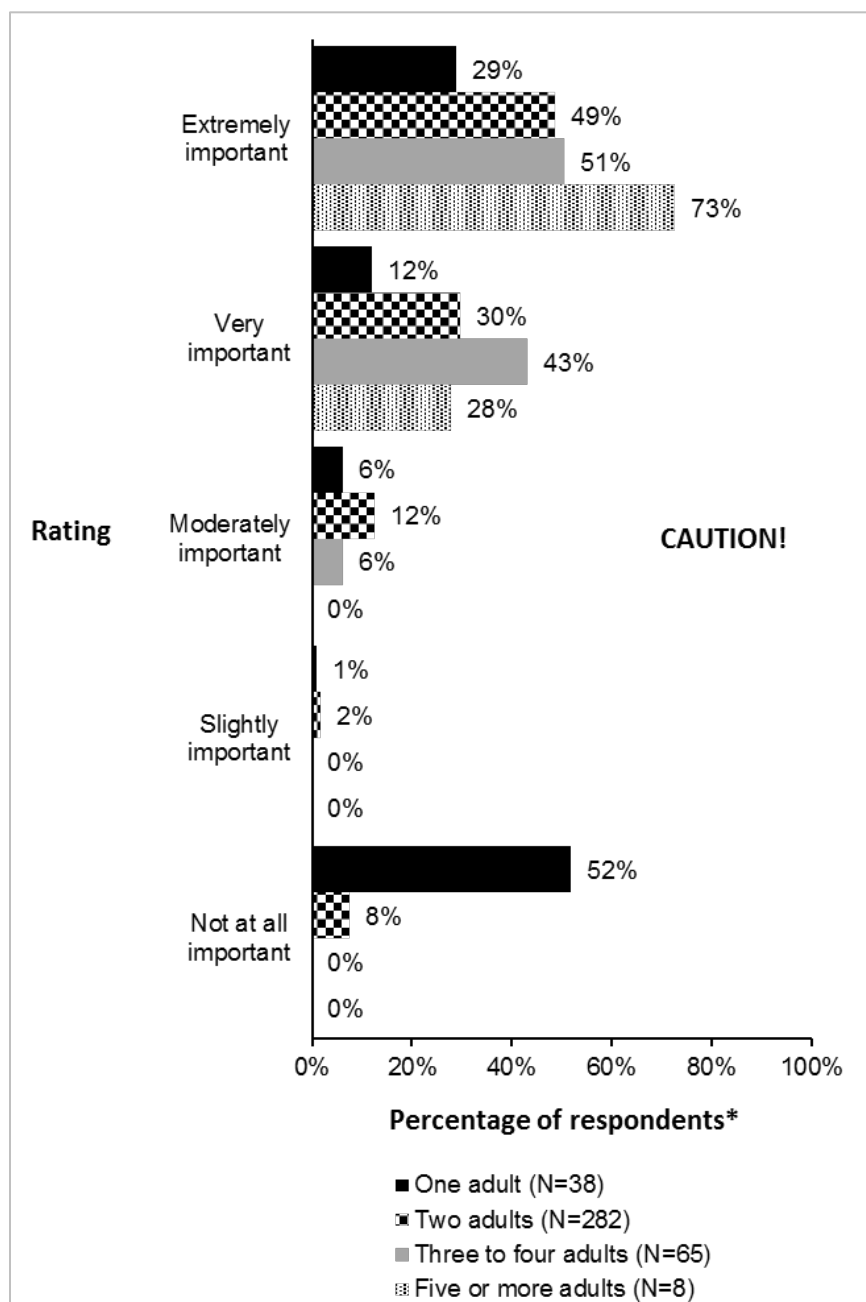


Figure 105. Importance of spending time with friends/family, by Number of Adults.

*total percentages do not equal 100 due to rounding

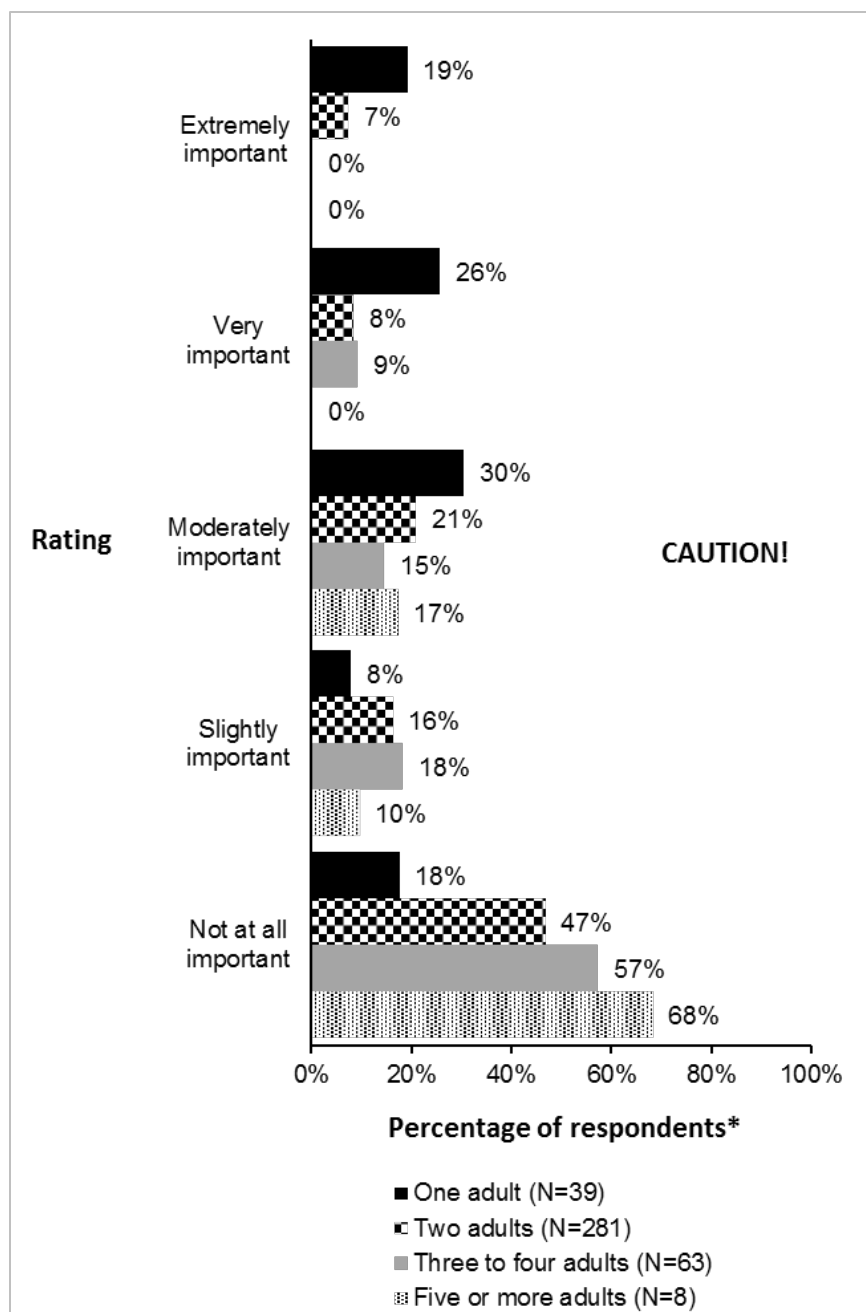


Figure 106. Importance of experiencing solitude, by Number of Adults.

*total percentages do not equal 100 due to rounding

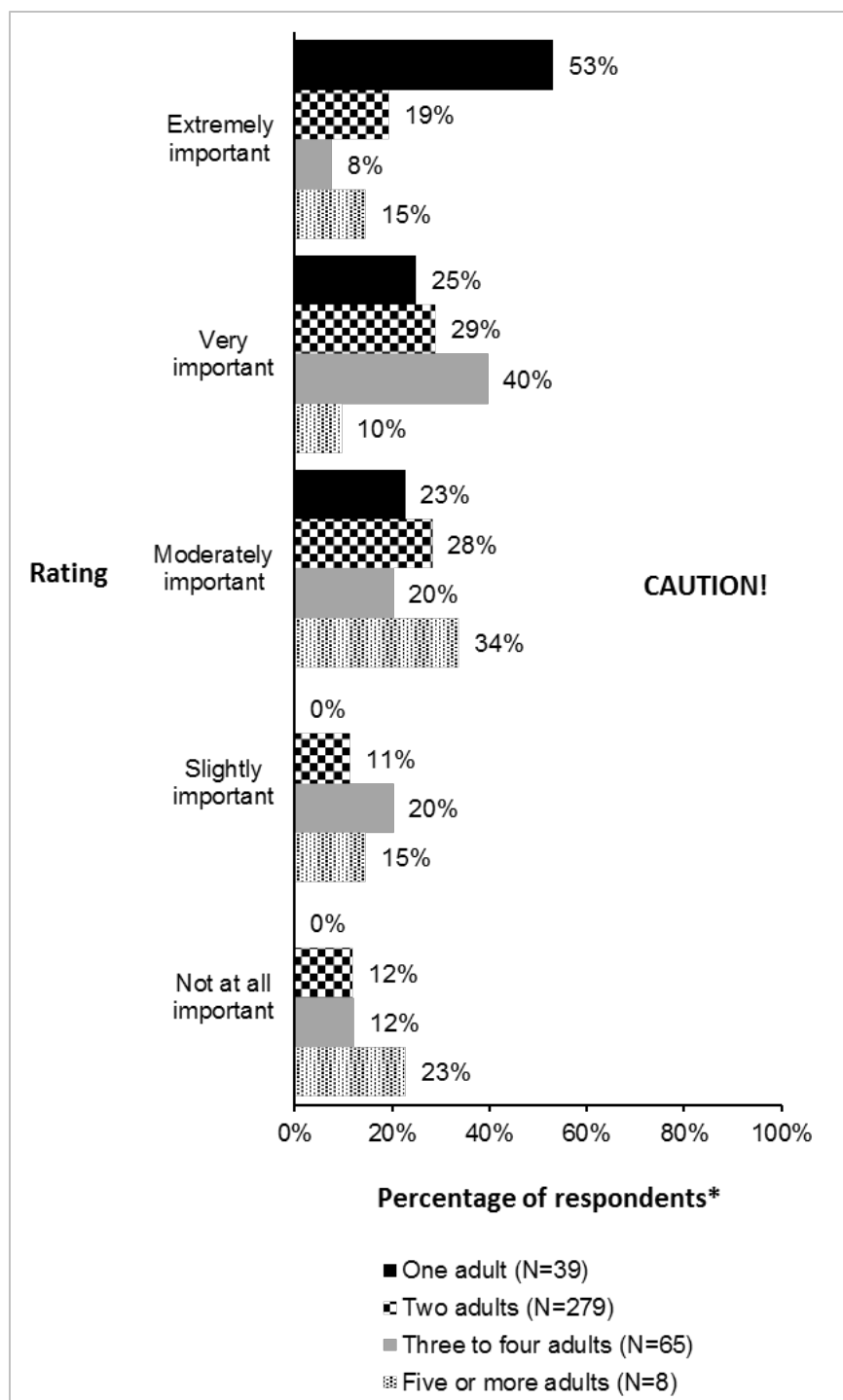


Figure 107. Importance of being outdoors, by Number of Adults.

*total percentages do not equal 100 due to rounding

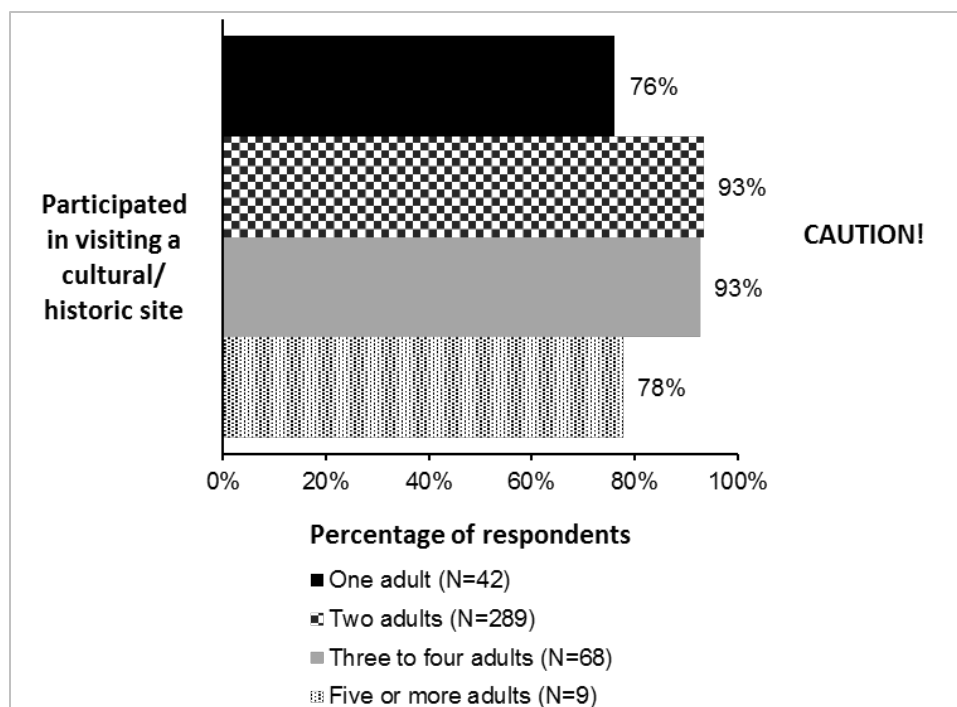


Figure 108. Participation in visiting a cultural or historic site on this trip, by Number of Adults.

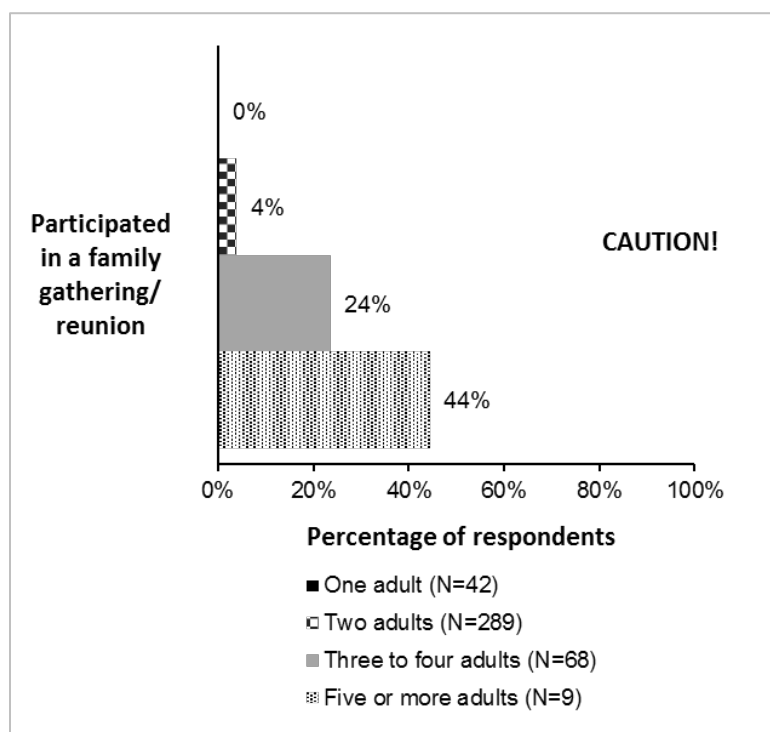


Figure 109. Participation in family gathering/reunion on this trip, by Number of Adults.

*total percentages do not equal 100 due to rounding

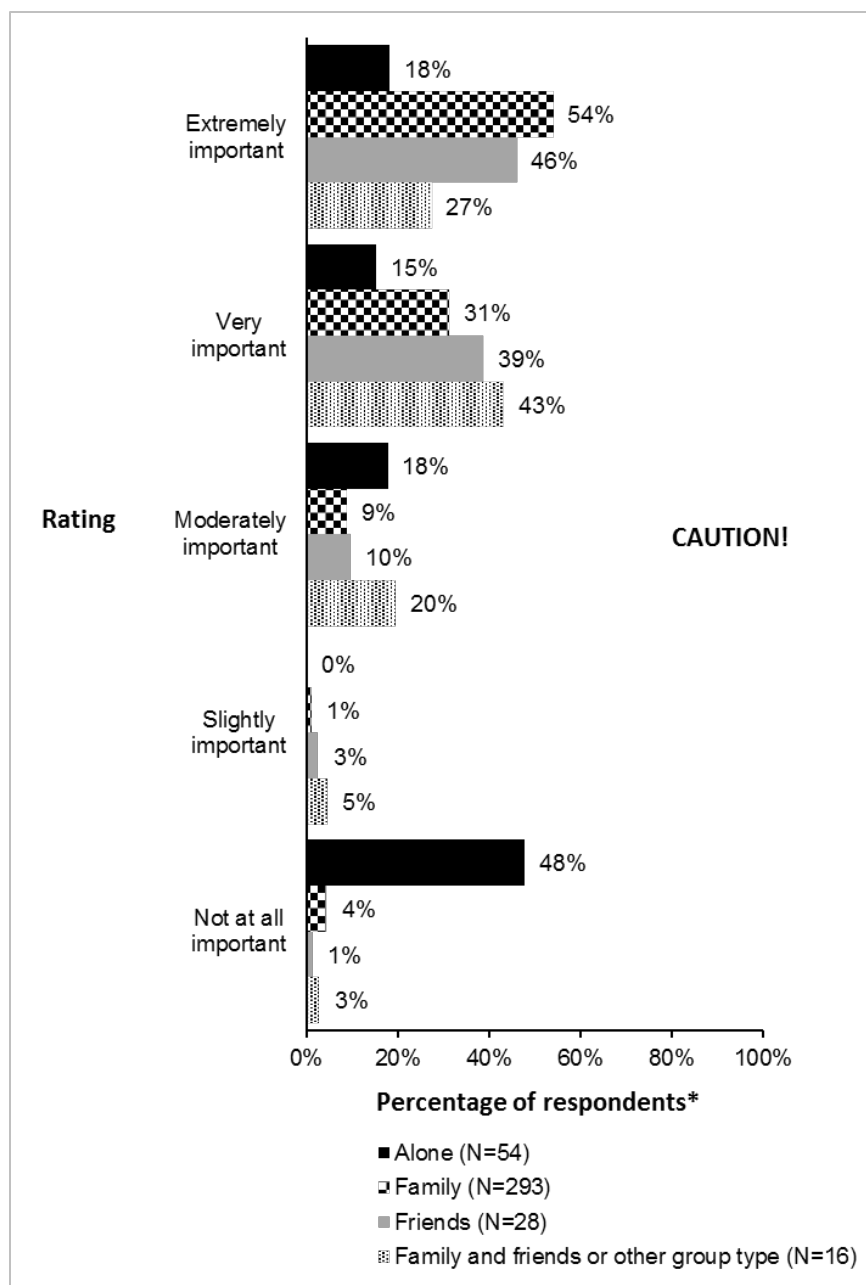


Figure 110. Importance of spending time with friends/family, by Group Type.

*total percentages do not equal 100 due to rounding

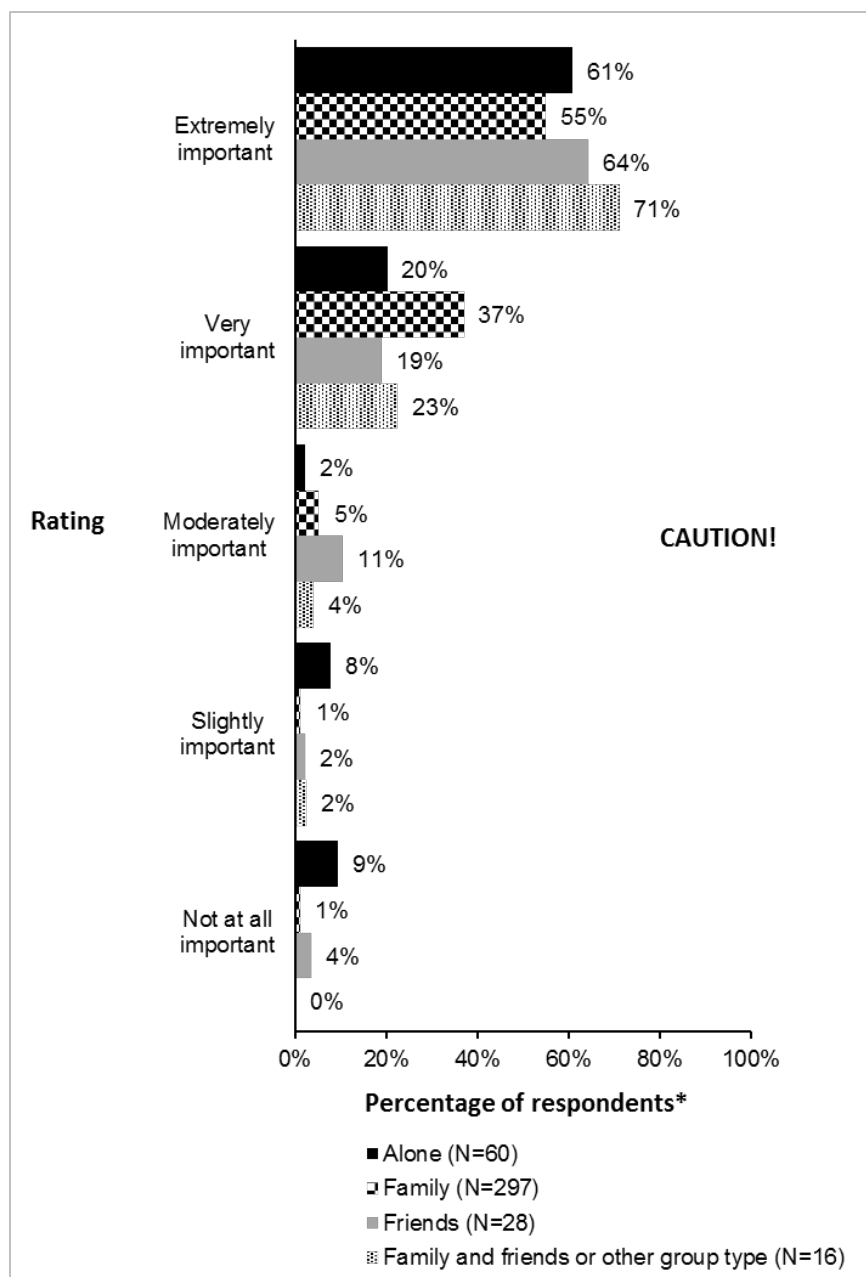


Figure 111. Importance of learning more about American history and culture, by Group Type.

*total percentages do not equal 100 due to rounding

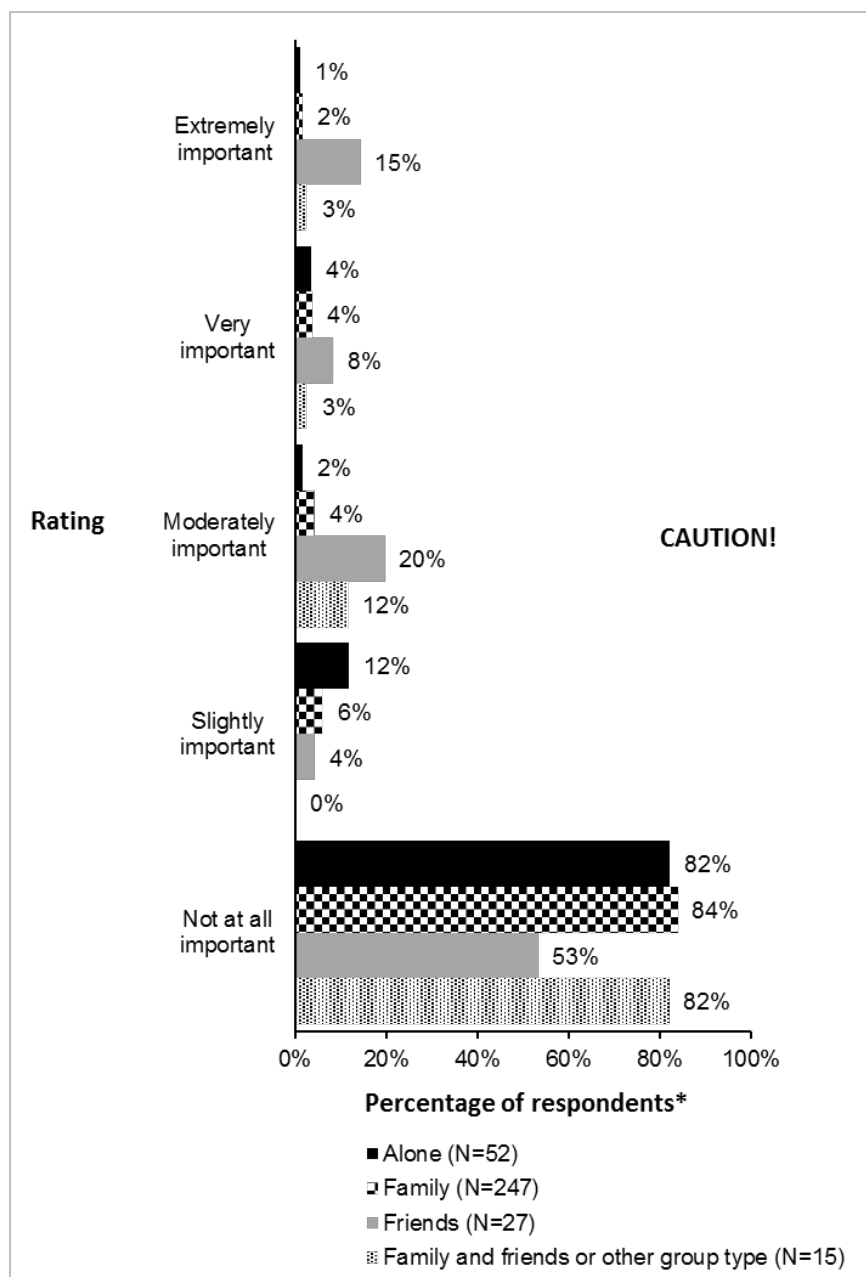


Figure 112. Importance of attending a special event, by Group Type.

*total percentages do not equal 100 due to rounding

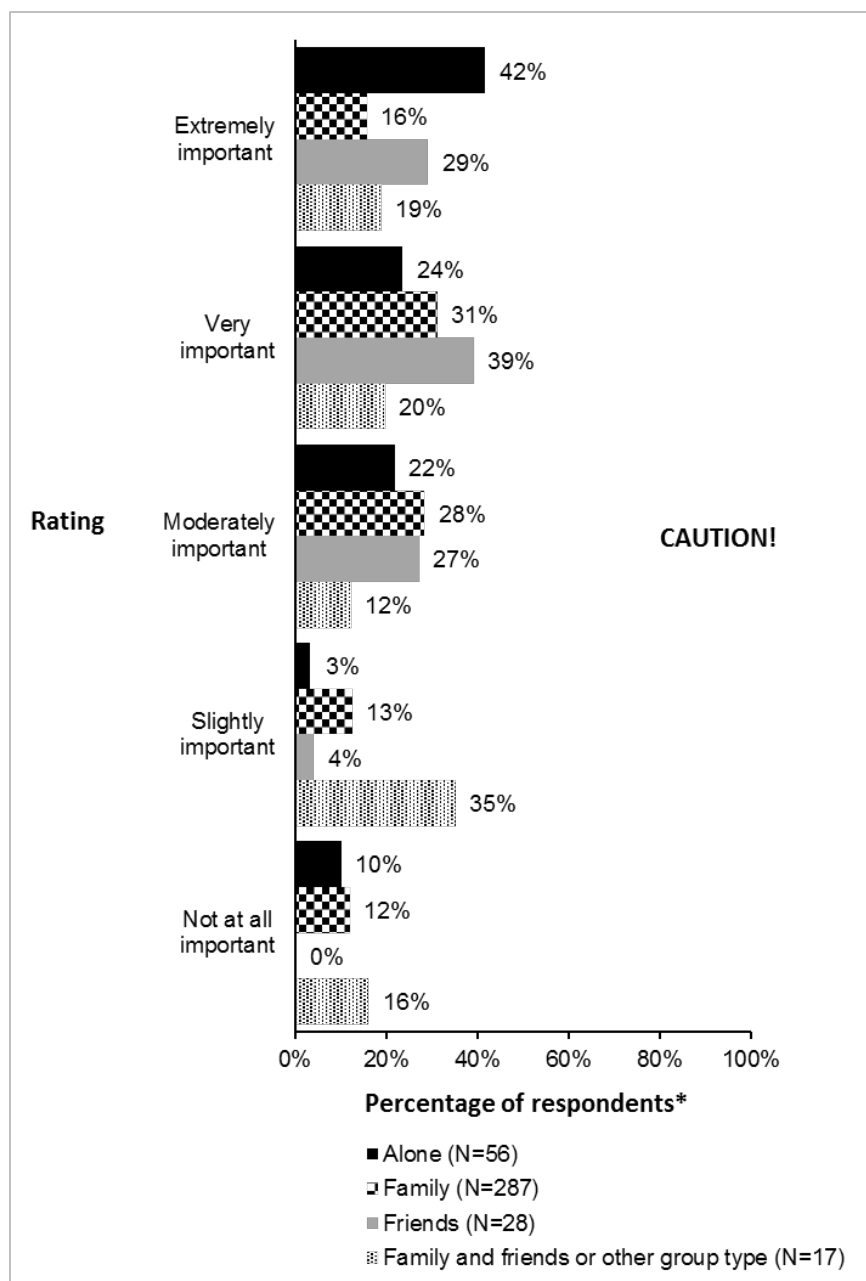


Figure 113. Importance of being outdoors, by Group Type.

*total percentages do not equal 100 due to rounding

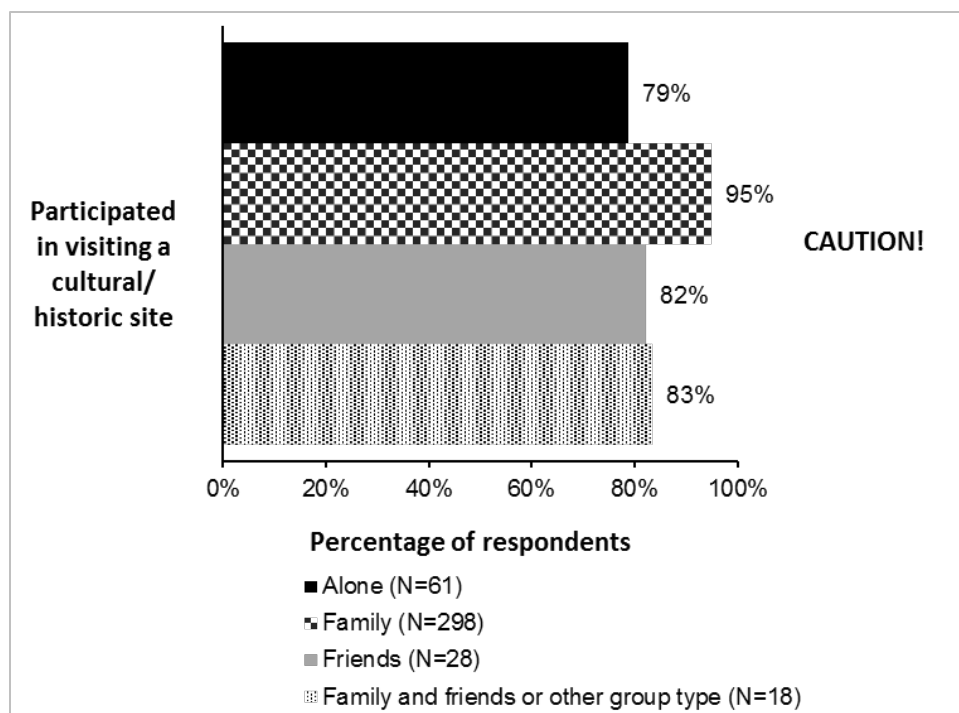


Figure 114. Participation in visiting a cultural or historic site on this trip, by Group Type.

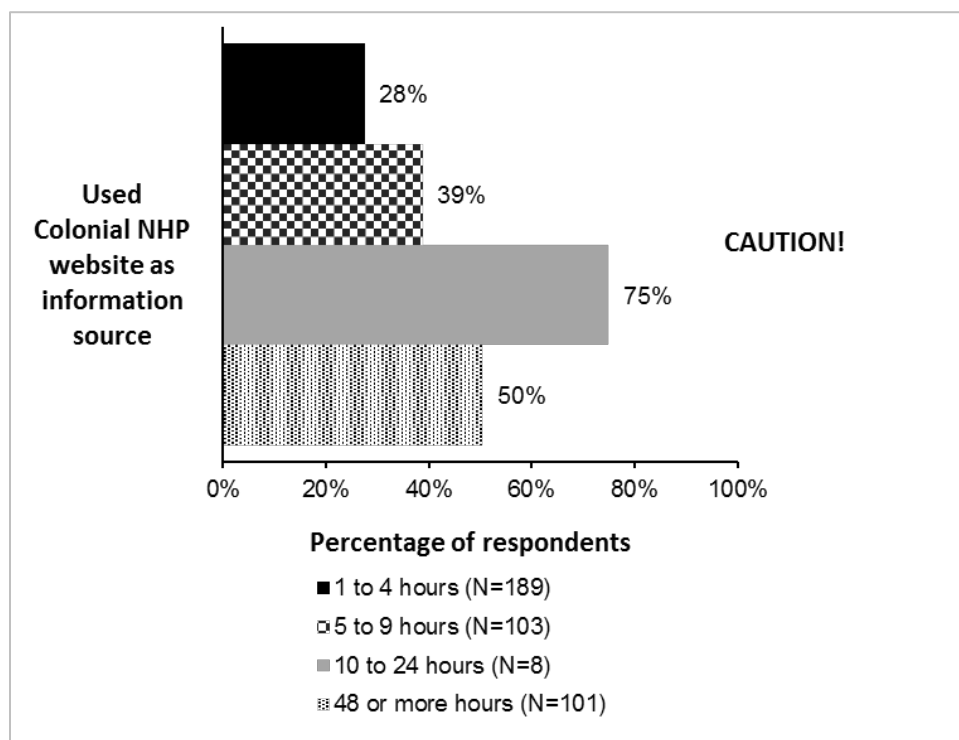


Figure 115. Visitor groups that obtained information about the park prior to visit using the Colonial NHP website, by Visit Length.

*total percentages do not equal 100 due to rounding

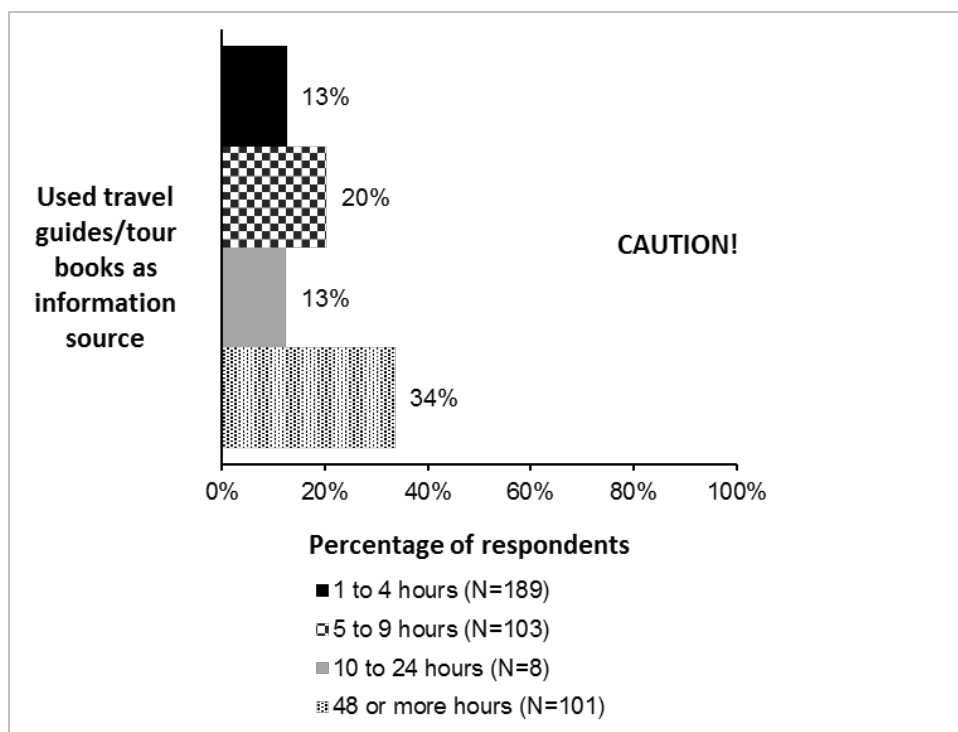


Figure 116. Visitor groups that obtained information about the park prior to visiting using travel guides or tour books, by Visit Length.

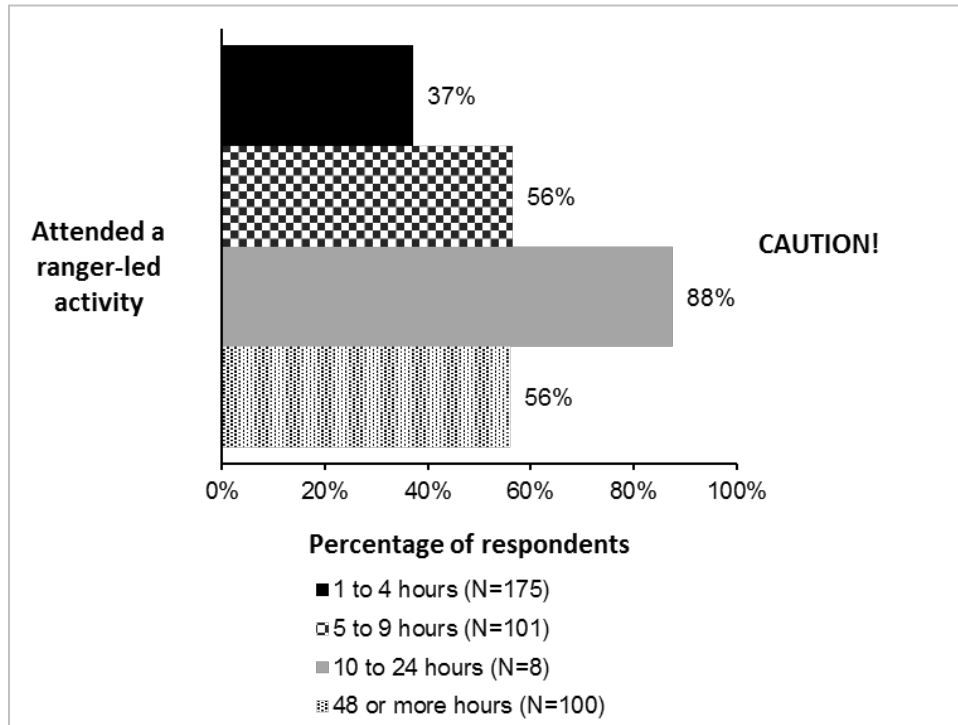


Figure 117. Participation in attending a ranger-led activity, such as a tour or talk, by Visit Length.

*total percentages do not equal 100 due to rounding

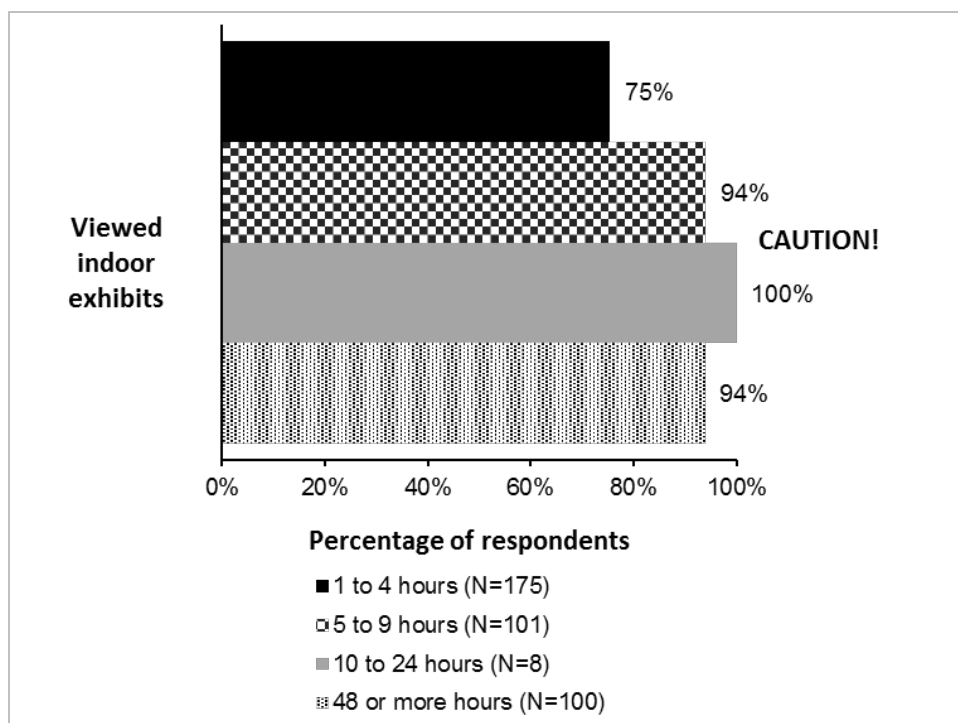


Figure 118. Participation in viewing indoor exhibits, by Visit Length.

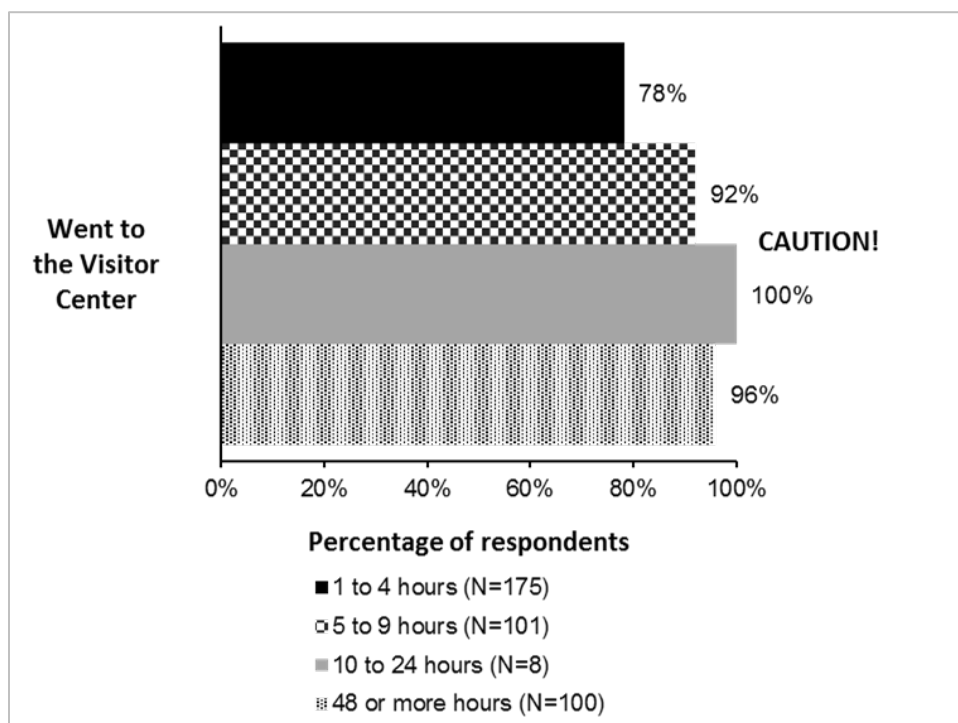


Figure 119. Participation in going to the Visitor Center, by Visit Length.

*total percentages do not equal 100 due to rounding

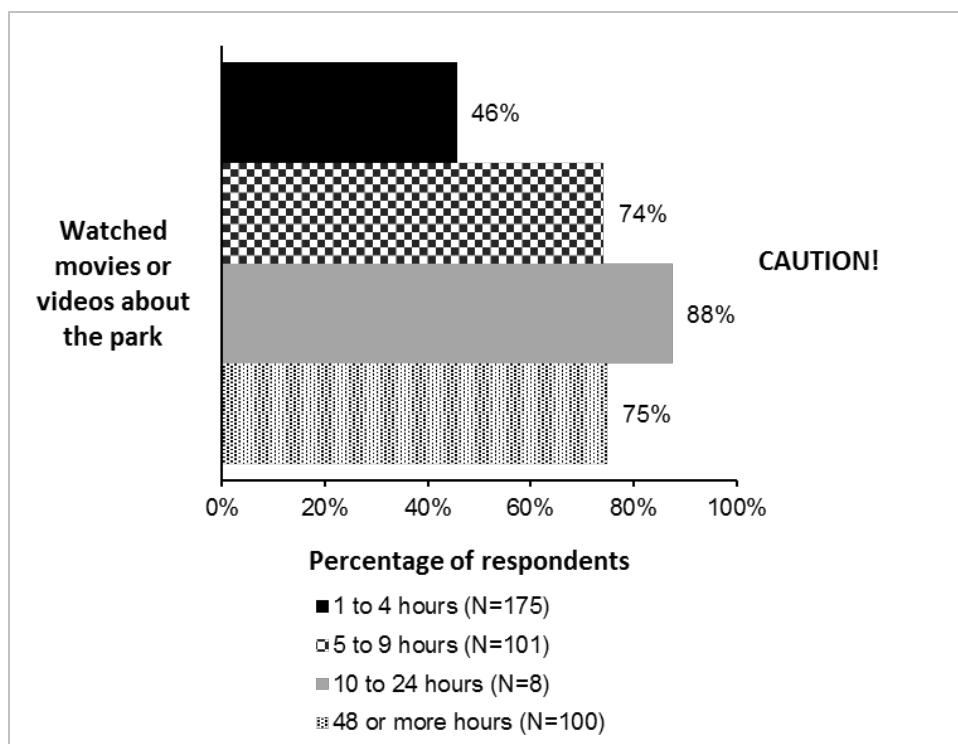


Figure 120. Participation in watching movies or videos about the park, by Visit Length.

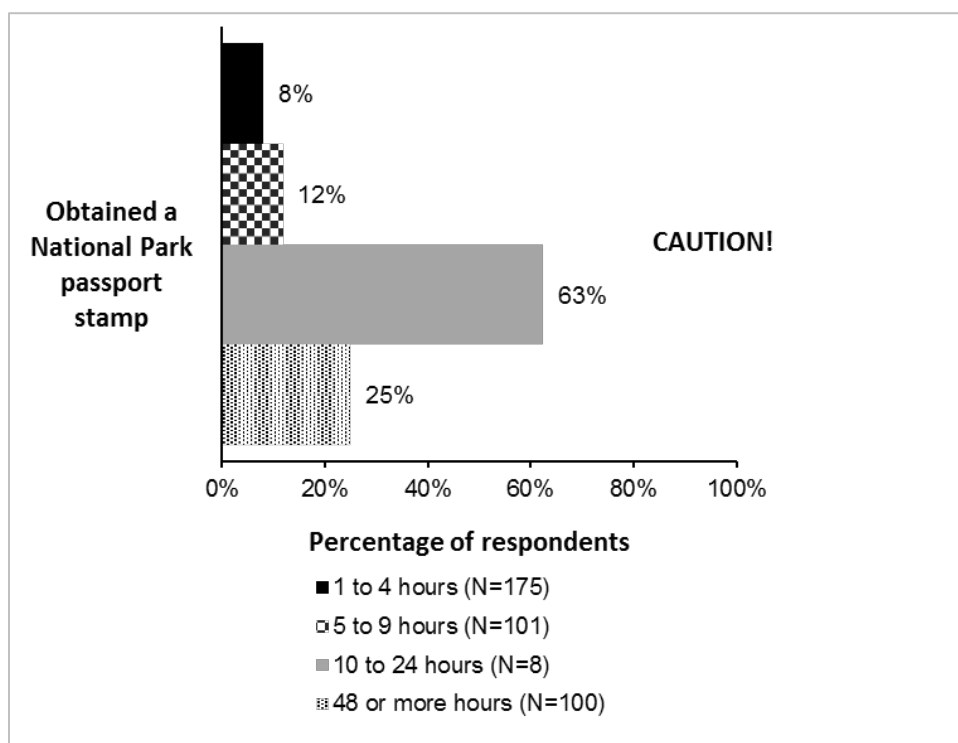


Figure 121. Participation in obtaining National Park passport stamp, by Visit Length.

*total percentages do not equal 100 due to rounding

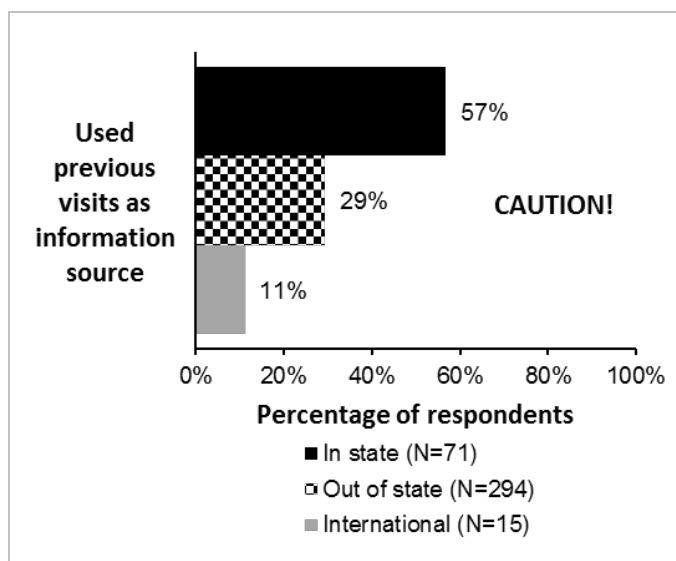


Figure 122. Visitor groups that obtained information about the park prior to visit using previous visits, by State or Country of Residence.

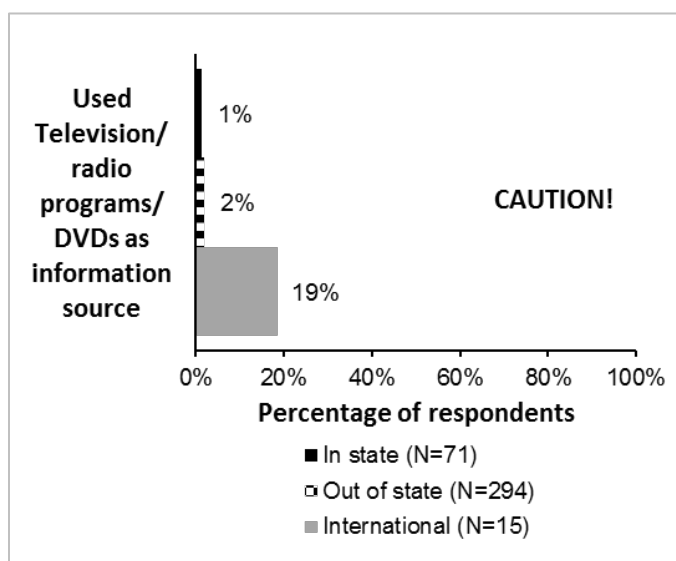


Figure 123. Visitor groups that obtained information about the park prior to visit using television, radio programs or DVDs, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

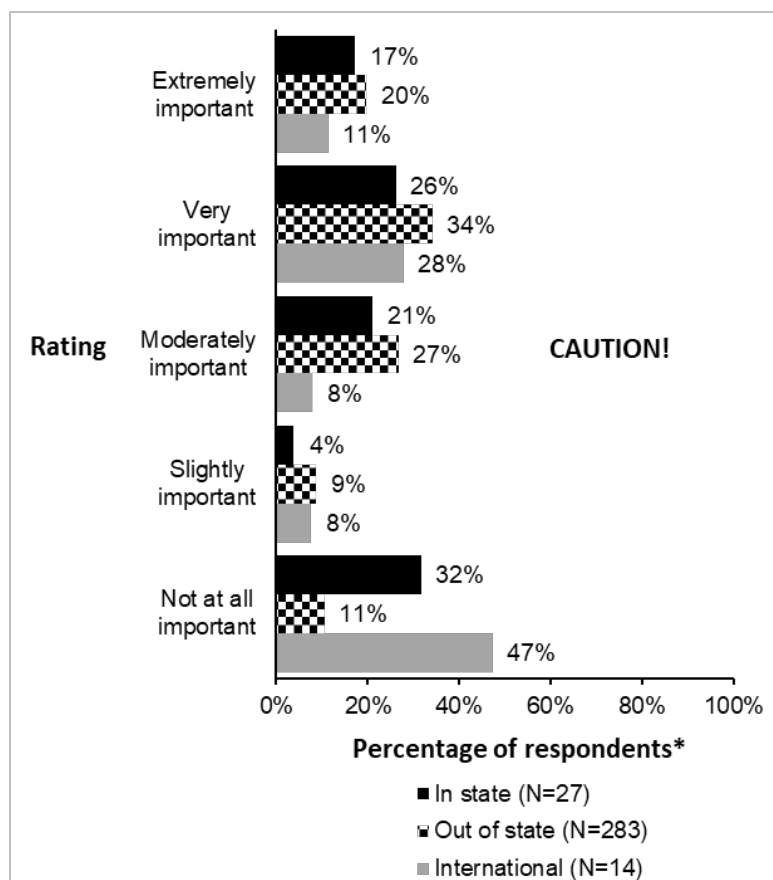


Figure 124. Importance of visiting a National Park Service site, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

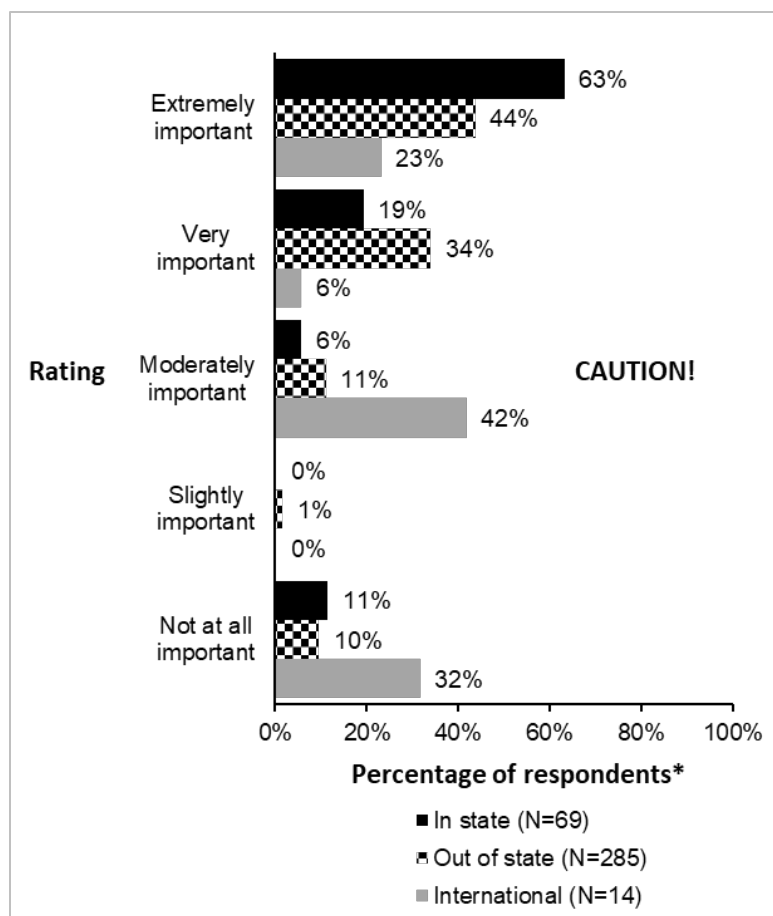


Figure 125. Importance of spending time with friends/family, by State or Country of Residence

*total percentages do not equal 100 due to rounding

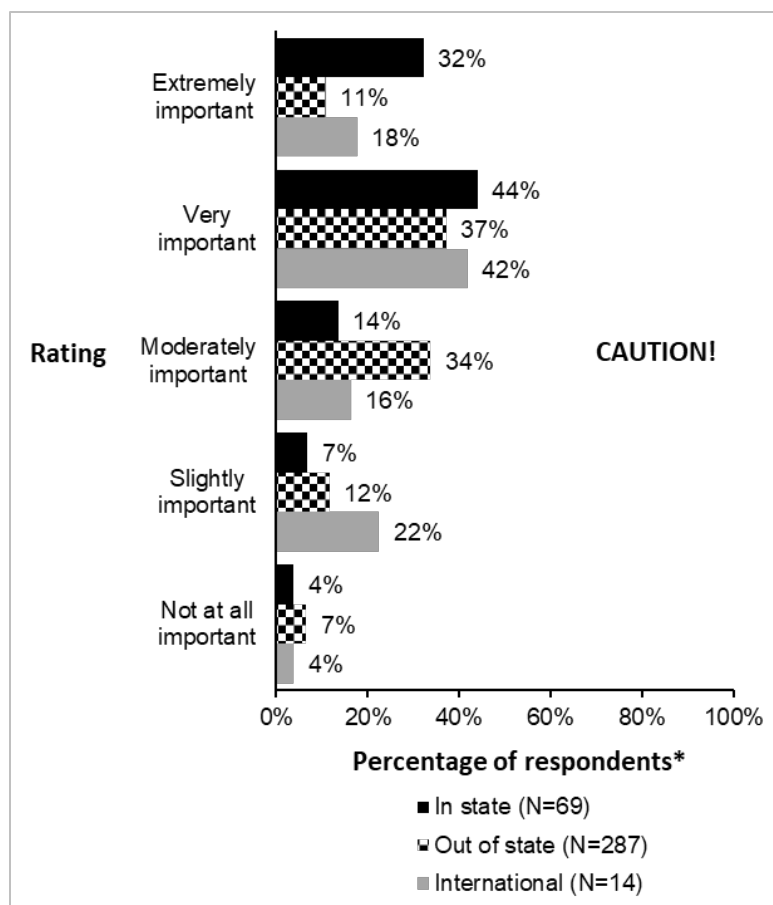


Figure 126. Importance of viewing wildlife or natural scenery, by State or Country of Residence

*total percentages do not equal 100 due to rounding

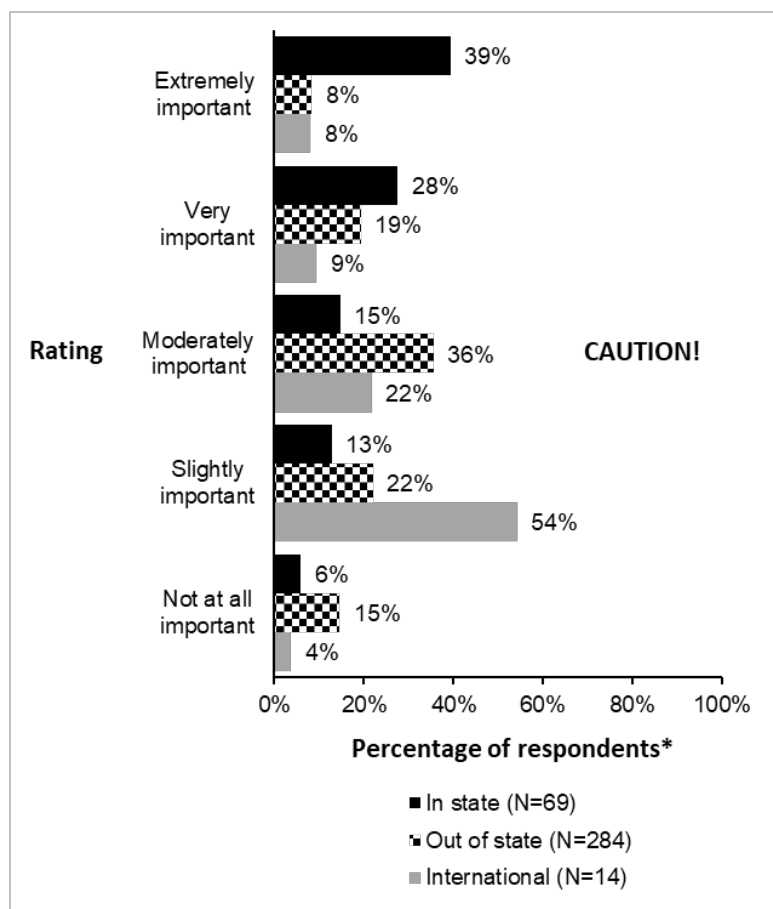


Figure 127. Importance of getting physical exercise, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

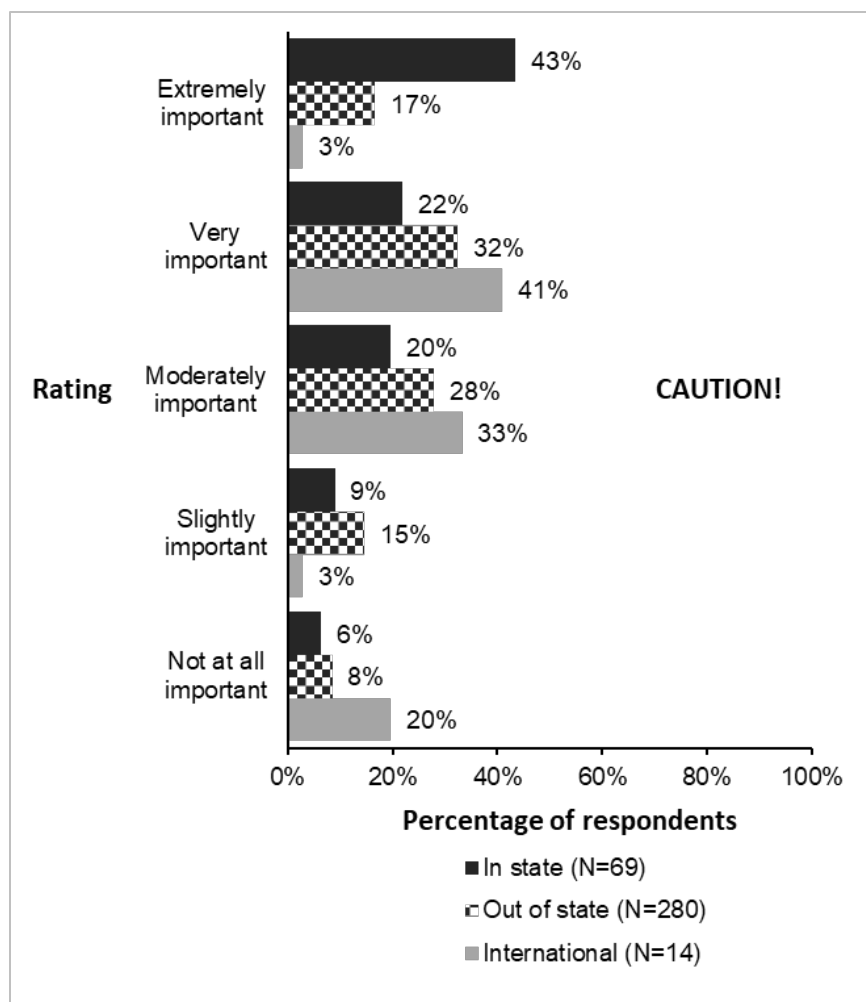


Figure 128. Importance of relaxing, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

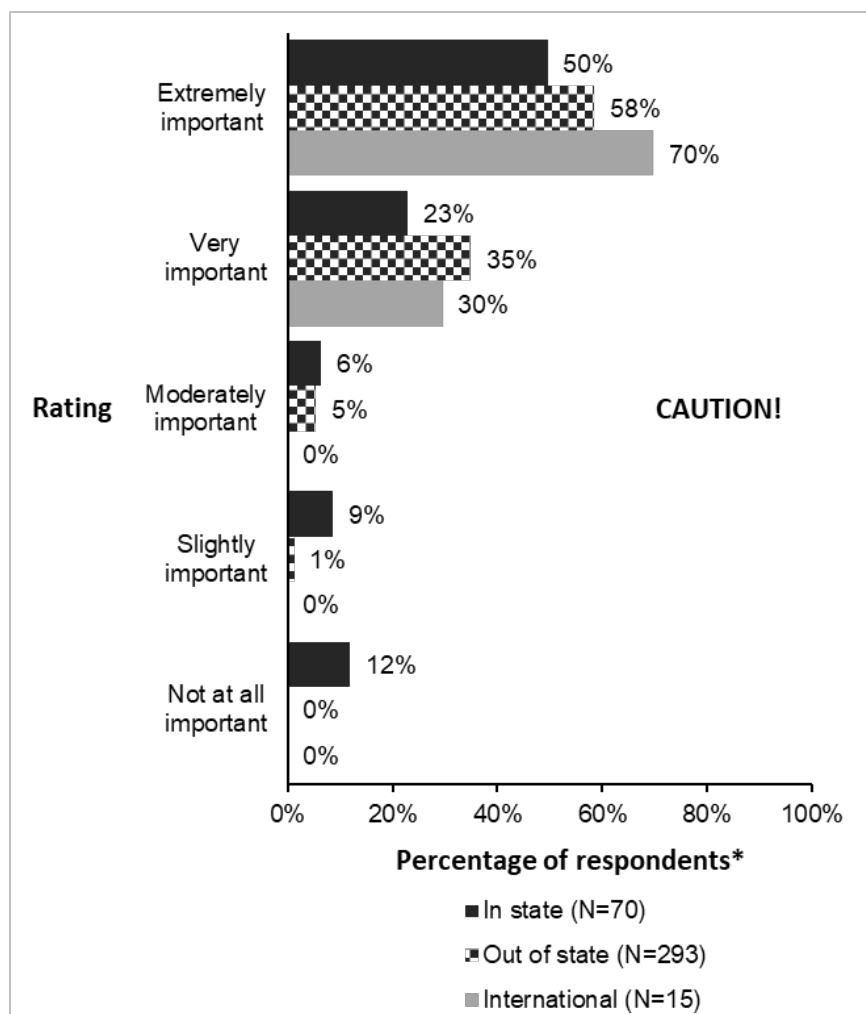


Figure 129. Importance of learning more about American history and culture, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

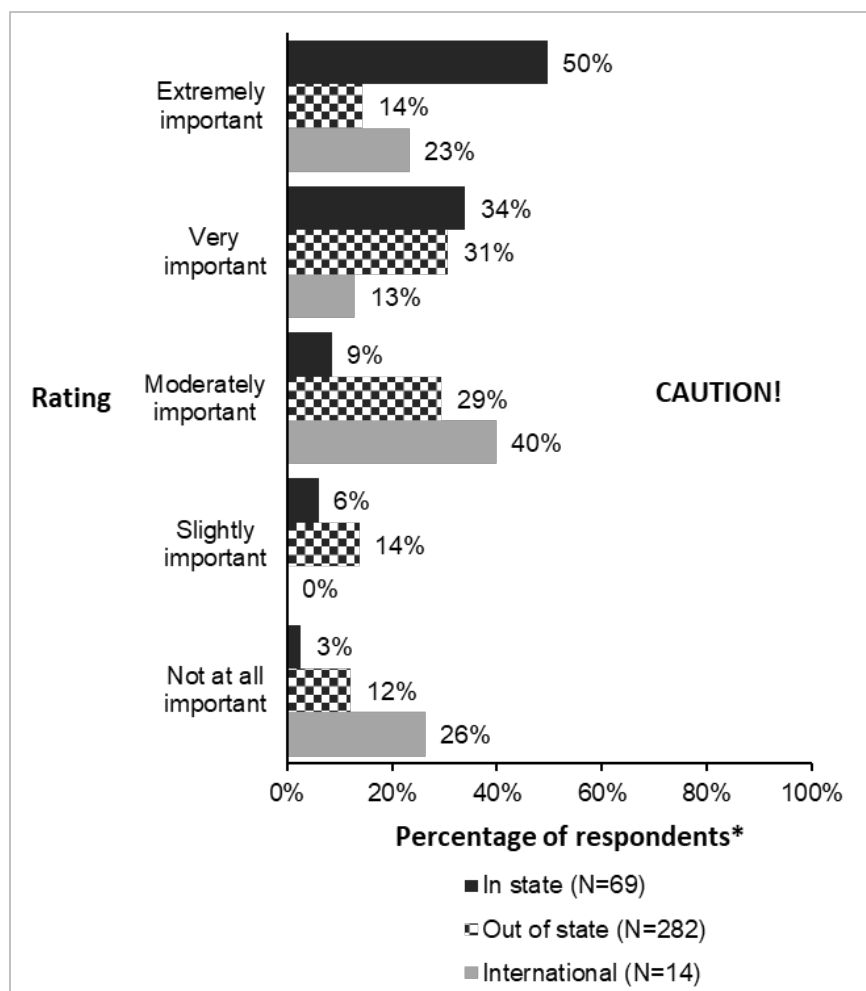


Figure 130. Importance of being outdoors, by State or Country of Residence.

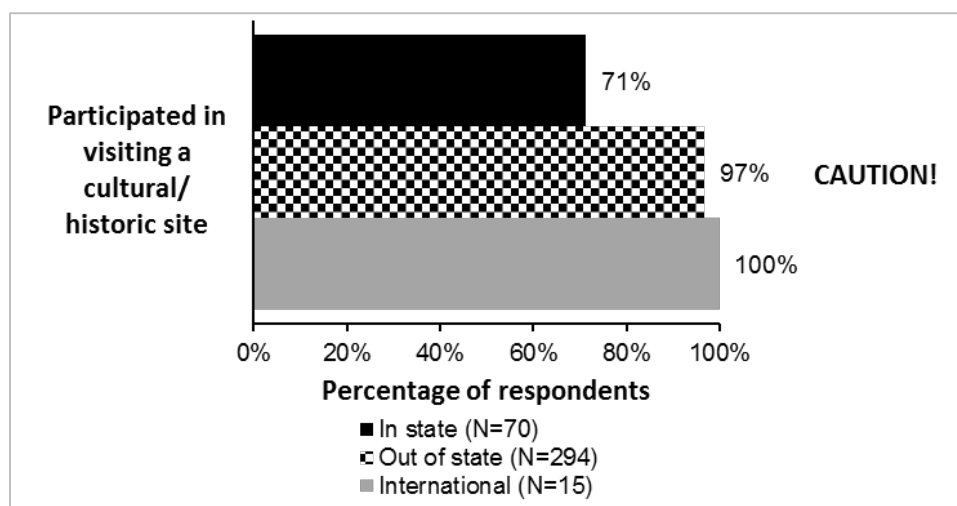


Figure 131. Participation in visiting a cultural or historic site on this trip, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

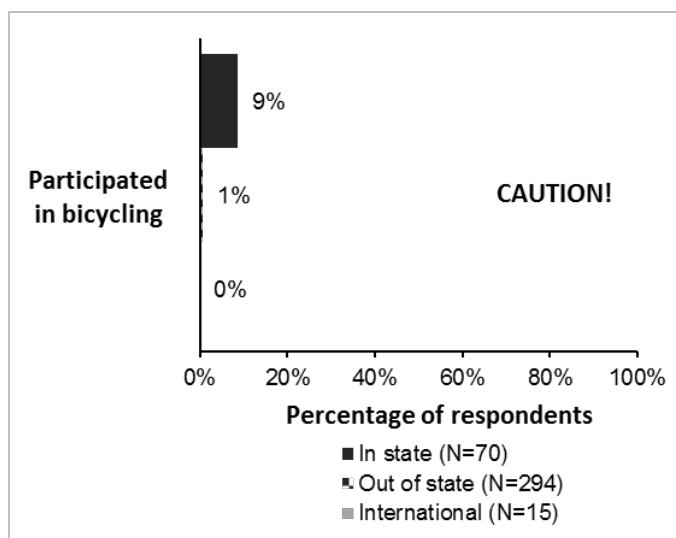


Figure 132. Participation in bicycling on this trip, by State or Country of Residence.

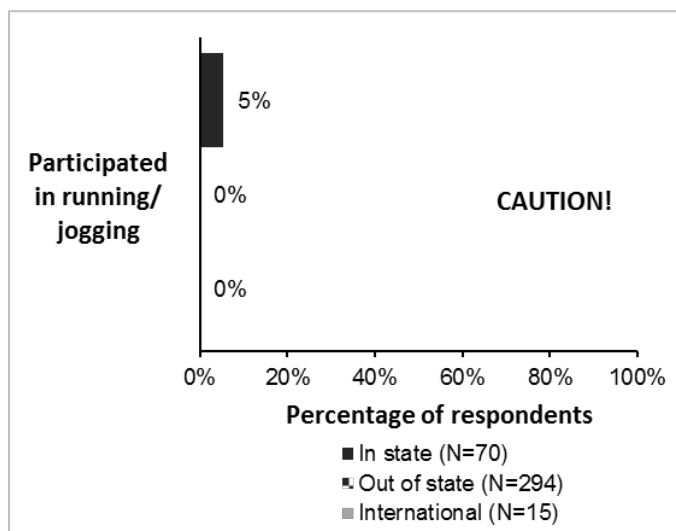


Figure 133. Participation in running or jogging on this trip, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

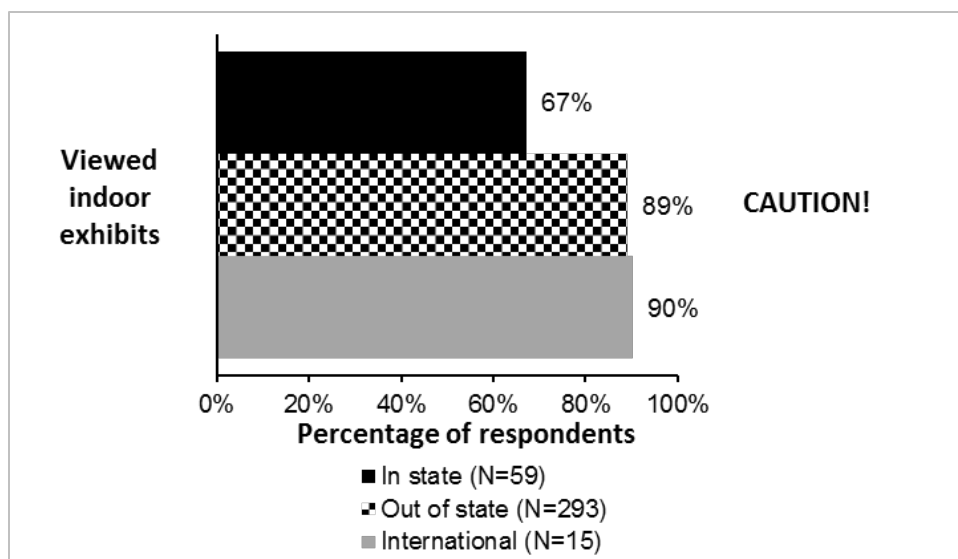


Figure 134. Participation in viewing indoor exhibits, by State or Country of Residence.

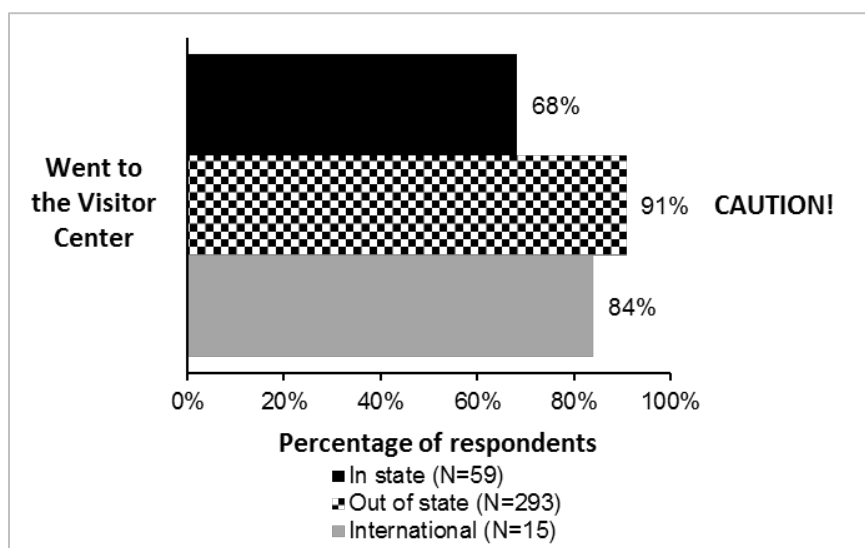


Figure 135. Participation in going to the Visitor Center, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

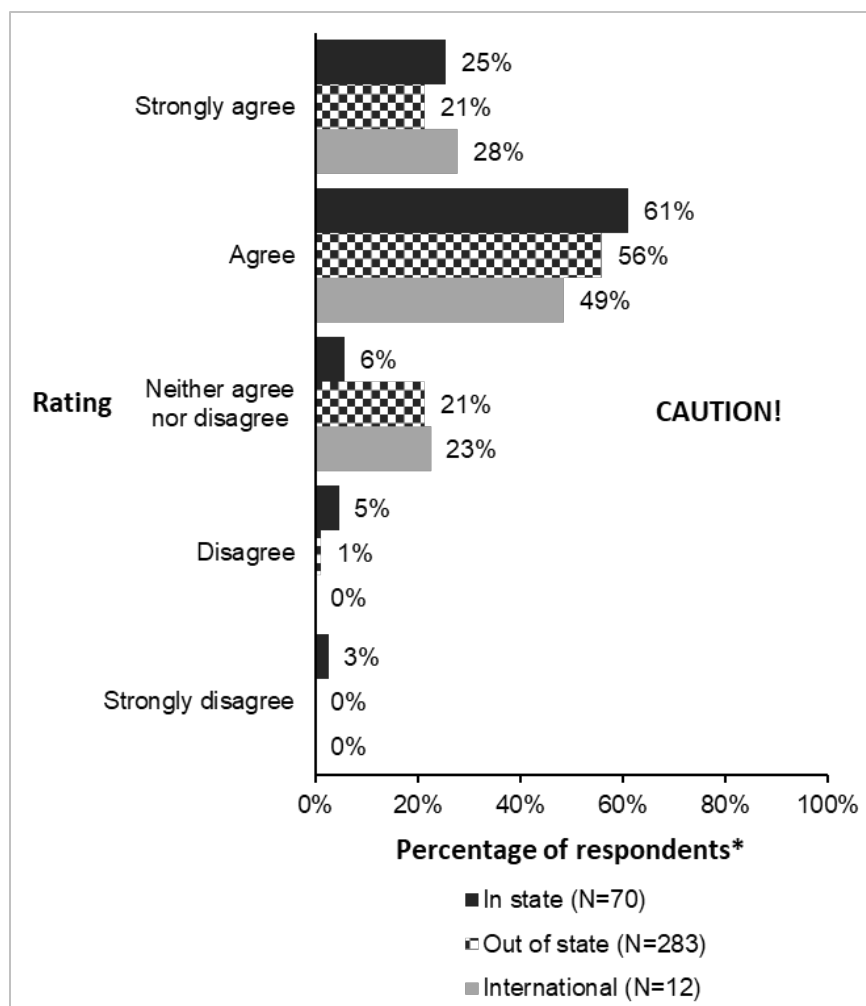


Figure 136. Agreement that natural resources in Colonial NHP are in pristine condition, by State or Country of Residence.

*total percentages do not equal 100 due to rounding

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 333/150676, February 2019

National Park Service
U.S. Department of the Interior



Natural Resource Stewardship and Science

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