



Cape Cod National Seashore

Socioeconomic Monitoring Pilot Implementation

Summer 2015

Natural Resource Report NPS/CACO/NRR—2019/1901



ON THE COVER

Photograph of Highland Light

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Cape Cod National Seashore

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Natural Resource Report NPS/CACO/NRR—2019/1901

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White River Junction, VT 05001

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Executive Summary

- This report describes the results of a visitor study at Cape Cod National Seashore (NS) conducted from August 21 – 31, 2015. During the sampling period, 1,540 visitor groups were contacted to participate in the survey. Of those groups, 1,041 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 580 visitor groups, resulting in a completion rate of 56% among those visitor groups that agreed to participate in the study and an overall response rate of 38% for the study.
- This report profiles a systematic sample of Cape Cod NS 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-six percent of visitor groups were groups of two, and 28% of visitor groups were groups of four or more. A majority of visitor groups (64%) were family groups.
- Eighteen percent of visitors were age 65 or older, 21% were 55 to 64 years old, 31% were 35 to 54 years old, 11% were 18 to 34 years old, and 19% were under 18 years old.
- Hispanic or Latino visitors comprised 3% of visitation during the survey period. Most visitors (95%) were white, and 3% were Asian. Few visitors were black or African American (1%), American Indian or Alaskan Native (<1%), and no visitors were Native Hawaiian or other Pacific Islander.
- Nearly all visitor groups preferred to speak (98%) and read (98%) English when visiting an area such as Cape Cod NS.
- Individuals from the United States (U.S.) comprised 93% of total visitation during the survey period. At the state level, 47% of visitors were from Massachusetts, 22% of visitors were from New York, and smaller proportions of visitors were from 31 other states. International visitors comprised 7% of total visitation with 51% of international visitors from Canada, 15% from Germany, 12% from the United Kingdom, and smaller proportions of visitors from 9 other countries.
- Fifty-three percent of visitors indicated having visited the park only once during the last 12 months, while 25% had visited 3 or more times during the past year. Nearly half (49%) of visitors indicated that they had not visited another National Park Service site within the past 12 months.
- Eighty-three percent of visitor groups obtained information about Cape Cod NS prior to this trip. The most commonly reported information sources used were previous visits (88%), friends/relatives/word of mouth (32%), maps/brochures (29%), and the park website (23%). The vast majority (93%) of visitor groups had the information they needed about Cape Cod NS for their trip.
- Ninety-five percent of visitor groups used a car, truck or SUV to get from their home to the park, and 14% used a bicycle (note, respondents could have checked more than one form of

transportation). Ninety-four percent of visitor groups spent less than 12 hours traveling from their home to the park. The majority of visitor groups (91%) traveled 999 miles or less from their home to get to the park.

- Forty-seven percent of visitor groups indicated that visiting Cape Cod NS was the primary purpose of their trip. Forty-six percent of visitor groups indicated that visiting Cape Cod NS was one of several equally important destinations on their trip away from home.
- The most important reasons for visitors to visit Cape Cod NS included to be outdoors (89% of visitor groups) and to relax (83% of visitor groups). Twenty-five percent of visitor groups reported that water play was their primary activity. Twenty-two percent reported that viewing wildlife, natural features, scenery, wildflowers, or other aspects of natural scenery was their primary activity. One-fifth (20%) of visitor groups reported having no primary activity.
- Seventy-one percent of visitors stayed overnight in the park or in the nearby area. The majority (53%) of those visitors who stayed overnight stayed in lodging outside Cape Cod NS. Fifteen percent of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than Cape Cod NS were Acadia National Park and Arches National Park.
- The vast 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, the mostly commonly reported physical condition was a mobility-related condition (82%). Moreover, 39% of visitors groups neither agreed nor disagreed that Cape Cod NS is not accessible to persons with physical disabilities.
- The majority of visitor groups went to a visitor center (67%). Forty-two percent of visitor groups talked informally with a ranger and/or read the park brochure or newspaper. One-third (33%) of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Less than one percent 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 Cape Cod NS. Of those visitor groups who purchased a package tour, two groups reported that their package tour was two days long, and two groups reported that their package tour cost up between \$500 and \$749 per person. For visitor groups who purchased a package tour, the most frequently reported items included within the package tours included meals (eight groups), local lodging (six groups), local ground transportation (five groups), and local water transportation (three groups).
- Roughly one-half of visitor groups (52%) spent up to \$1,000 on expenditures inside the park and nearby area, excluding package tour expenses, and nearly half spent over \$1,000. The expenditure sectors where visitor groups spent the largest proportions of money (excluding package tour expenses) included specialty lodging (35% of expenditures), restaurants and bars (19% of expenditures), hotels, motels, resorts (14% of expenditures), and groceries and convenience foods (10% of expenditures).

- The vast majority of visitor groups (95%) reported that their visit to Cape Cod NS met their expectations.
- The vast majority of visitor groups agreed that Cape Cod NS is a safe place to visit (97%) and agreed that vandalism and crime are not a problem in Cape Cod NS (87%).
- Eighty-seven percent of visitor groups agreed that natural resources in Cape Cod NS are in pristine condition. Seventy-seven percent of visitor groups agreed that historical and cultural features in Cape Cod NS are well maintained/preserved. Twenty percent of visitor groups agreed that development of adjacent areas detracts from visitors' experiences at Cape Cod NS. Thirty-nine percent of visitor groups disagreed that Cape Cod NS is too crowded, while 36% neither agreed nor disagreed.
- Only 21% of visitor groups agreed that the entrance fee to Cape Cod NS is too high (it should be noted that while Cape Cod NS has seasonal beach entrance fees, there is no overall entrance fee).
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in Cape Cod NS highly. Ninety-six percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

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List of Terms

NS:	National Seashore
NPS:	National Park Service
SEM:	Socioeconomic Monitoring
SSP:	Social Science Program
VSP:	Visitor Services Project

Introduction

During 2015 through 2016, the National Park Service (NPS) Social Science Program (SSP) conducted pilot implementation of an in-park Socioeconomic Monitoring (SEM) visitor survey in several units of the National Park System. This report describes the results of pilot implementation of the SEM visitor survey at Cape Cod National Seashore (NS) from August 21 through August 31, 2015. 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 Initial Contact Gender and Number of Adults within Group*. Results of statistical tests of initial contact gender and number of adults within group effects on key questions in the SEM survey instrument.

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

Presentation of the Results

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

SAMPLE ONLY

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

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

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

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

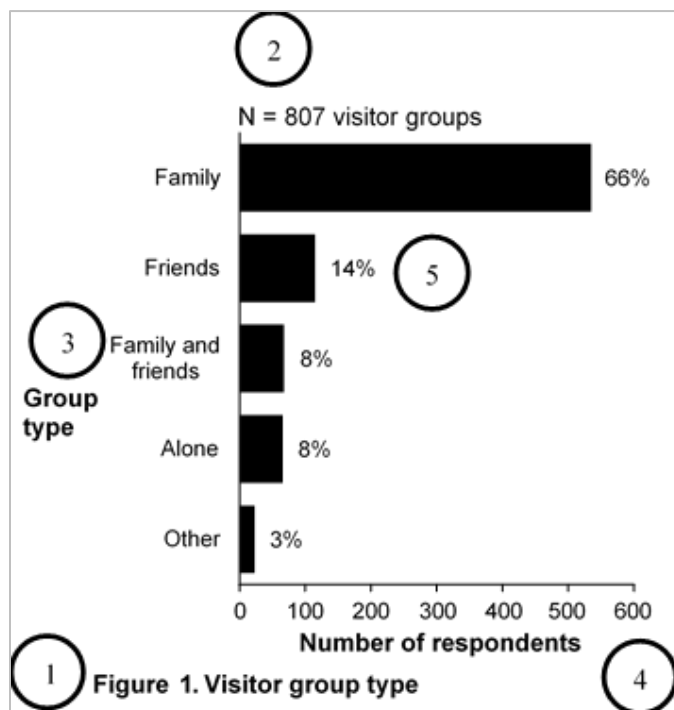


Figure 1. Example figure.

Methods

Survey Method

The SEM visitor survey was administered at Cape Cod NS 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 Cape Cod NS during the study period. The target margin of error for summary statistics of no greater than +/- 5% (Fowler, 1993) was used to establish the target sample size at 400 completed questionnaires.

Sampling Plan

The SEM visitor survey was administered at Cape Cod NS from August 21 through August 31, 2015. The survey administration dates were selected to target peak use at Cape Cod NS. The peak use month was identified using the five-year average of monthly visitation data for Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS. The refined list of sampling locations was finalized through consultation with the NPS SPP and Cape Cod NS staff. The SEM visitor survey was administered at 12 locations in the park: Herring Cove Beach, Race Point Beach, Province Lands Visitor Center (VC), Beech Forest, Head of the Meadows Beach, Highland Light, Marconi Station, Marconi Beach, Nauset Light Beach, Coast Guard Beach, Salt Pond VC, and Fort Hill.

The SEM visitor survey was administered for a select range of hours on each sampling day. The hours of survey administration varied among sampling days to capture the range of user types at Cape Cod NS, preventing the systematic exclusion of visitors during off-peak hours of the day. The final sampling plan is presented in Table 1 through Table 3.

Table 1. Sampling plan – Northern sites.

Date	Race Point	Province Lands VC	Beech Forest	Herring Cove Beach
Friday, August 21	10:00AM–6:00PM	9:00AM–5:00PM	9:00AM–5:00PM	10:00AM – 6:00PM
Saturday, August 22	–	–	–	–
Sunday, August 23	–	–	–	–
Monday, August 24	–	–	–	–
Tuesday, August 25	–	–	–	–
Wednesday, August 26	11:00AM–7:00PM	9:00AM–5:00PM	8:00AM–4:00PM	11:00AM–7:00PM
Thursday, August 27	–	–	–	–
Friday, August 28	–	–	–	–
Saturday, August 29	10:00AM–6:00PM	9:00AM–5:00PM	9:00AM–5:00PM	10:00AM–6:00PM
Sunday, August 30	–	–	–	–
Monday, August 31	–	–	–	–

Table 2. Sampling plan - Central sites.

Date	Head of the Meadow Beach	Highland Light	Marconi Station	Marconi Beach
Friday, August 21	–	–	–	–
Saturday, August 22	10:00AM–6:00PM	10:00AM–6:00PM	9:00AM–5:00PM	10:00AM–6:00PM
Sunday, August 23	–	–	–	–
Monday, August 24	11:00AM–7:00PM	10:00AM–6:00PM	10:00AM–6:00PM	11:00AM–7:00PM
Tuesday, August 25	–	–	–	–
Wednesday, August 26	–	–	–	–
Thursday, August 27	10:00AM–6:00PM	10:00AM–6:00PM	9:00AM–5:00PM	10:00AM–6:00PM
Friday, August 28	–	–	–	–
Saturday, August 29	–	–	–	–
Sunday, August 30	–	–	–	–
Monday, August 31	–	–	–	–

Table 3. Sampling plan - Southern sites.

Date	Nauset Light	Coast Guard Beach	Salt Pond VC	Fort Hill
Friday, August 21	—	—	—	—
Saturday, August 22	—	—	—	—
Sunday, August 23	10:00AM–6:00PM	10:00AM–6:00PM	9:00AM–5:00PM	8:00AM–4:00PM
Monday, August 24	—	—	—	—
Tuesday, August 25	—	—	—	—
Wednesday, August 26	—	—	—	—
Thursday, August 27	—	—	—	—
Friday, August 28	11:00AM–7:00PM	10:00AM–6:00PM	9:00AM–5:00PM	9:00AM–5:00PM
Saturday, August 29	—	—	—	—
Sunday, August 30	—	—	—	—
Monday, August 31	10:00AM–6:00PM	10:00AM–6:00PM	9:00AM–5:00PM	10:00AM–6:00PM

Questionnaire Design

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

Sampling Procedures

Mail-back survey packets were administered to visitor groups in Cape Cod NS using onsite intercept methods (see Appendix 6 for detailed descriptions of how visitors were selected at each sample 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 4 summarizes the survey effort by sampling location.

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

Sampling site	Sampling date ¹									Total questionnaires distributed	
	8/21	8/22	8/23	8/24	8/26	8/27	8/28	8/29	8/31	N	%
Herring Cove Beach	34	–	–	–	34	–	–	35	–	103	10%
Race Point Beach	33	–	–	–	32	–	–	31	–	96	9%
Province Lands VC	38	–	–	–	30	–	–	24	–	92	9%
Beech Forest	13	–	–	–	10	–	–	15	–	38	4%
Head of the Meadows Beach	–	18	–	17	–	23	–	–	–	58	6%
Highland Light	–	32	–	35	–	33	–	–	–	100	10%
Marconi Station	–	29	–	31	–	36	–	–	–	96	9%
Marconi Beach	–	30	–	35	–	35	–	–	–	100	10%
Nauset Light	–	–	35	–	–	–	36	–	36	107	10%
Coast Guard Beach	–	–	35	–	–	–	36	–	36	107	10%
Salt Pond VC	–	–	36	–	–	–	35	–	35	106	10%
Fort Hill	–	–	16	–	–	–	14	–	8	38	4%
All sites	118	109	122	118	106	127	121	105	115	1,041	100%

¹ Sampling was not performed on Tuesday, August 25th and Sunday, August 30th

Two weeks after field survey administration concluded, all survey participants were sent a color-picture postcard (Appendix 3) thanking them for participation and/or reminding them to complete and return the questionnaire (Table 5). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to individuals who agreed to participate in the study but had not yet returned their questionnaire (Appendix 4). Two distinct replacement mail-back survey packets were sent, depending on whether the provided address was a U.S. address or an international address. U.S. addresses were sent a packet that included a pre-addressed return envelope affixed with a U.S. first class postage stamp. International addresses were sent a packet that included a pre-addressed return envelope printed with international business reply mail postage.

Table 5. Follow-up mailing distribution.

Mailing	Date	U.S.	International	Total
Postcards	August 31, 2015	962	82	1041
Replacement Mailing	September 16, 2015	590	56	646

Sampling Results¹

During the sampling period, 1,540 visitor groups were contacted to participate in the survey. Of these groups, 1,041 agreed to participate in the study by accepting a mail-back survey packet (68% cooperation rate) (Table 4). Questionnaires were completed and returned by 580 visitor groups (Table 6), resulting in a completion rate of 56% among those visitor groups that agreed to participate in the study and an overall response rate of 38% for the study.

Table 6. Number of completed questionnaires, by sampling location.

Sampling site	N	Percent
Herring Cove Beach	21	4%
Race Point Beach	64	11%
Province Lands VC	22	4%
Beech Forest	33	6%

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

Sampling site	N	Percent
Head of the Meadows Beach	53	9%
Highland Light	56	10%
Marconi Station	55	9%
Marconi Beach	49	8%
Nauset Light	63	11%
Coast Guard Beach	53	9%
Salt Pond VC	49	8%
Fort Hill	62	11%
Total	580	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 and/or erroneous values, and complete manual verification of data entry for a randomly selected subset (5%) of the completed questionnaires for quality assurance.

Non-Response Bias

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

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

1. How many adults, 18 years and older, are in your group?
2. How many children (under 18 years) are in your group?

3. What type of group are you with? Friends, family, friends and family, or some other type of group?
4. How long is this trip to Cape Cod NS in total, from beginning to end?
5. Does any member of your group have a physical condition that might make it difficult to participate in or access park activities or services?

In addition to the five, pre-selected non-response bias questions, contact gender was observed by the survey administrator and recorded for the person in the group who was first contacted by the survey administrator. When visitor groups were unwilling to provide answers to the non-response bias questions, the survey administrators attempted to observe and record the number of adults and number of children in the group.

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 visitor groups were unwilling to provide answers to the non-response bias questions, it was often because the approached contact provided a “hard refusal” for all further contact.

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

There were fewer than 90% valid values among respondents and/or non-respondents for number of children within group (84% and 76%, respectively), group type (100% and 64%, respectively), visit length (97% and 58%, respectively), and whether or not any member had a physical condition (99% and 59%, respectively); therefore, these variables were excluded from the non-response bias analysis (Table 7). There were approximately 90% or more valid values among respondents and non-respondents for initial contact gender (100% and 95%, respectively) and number of adults in the visitor group² (100% and 86%, respectively). Correspondingly, these two variables were used for non-response bias analysis.

² As noted, values for the number of adult visitors in the group are a combination of response and observation data.

Table 7. Number and percentage of respondents and non-respondents with valid values for non-response variables.

Variable	Respondents (N = 580)		Non-Respondents (N = 960)	
	Valid N	Valid Percent	Valid N	Valid Percent
Initial contact gender	579	100%	913	95%
Number of adults	580	100%	824	86%
Number of children	486	84%	733	76%
Group type	578	100%	610	64%
Visit length	562	97%	560	58%
Physical condition	572	99%	562	59%

Chi-square tests of independence were used to test for differences between respondents and non-respondents, with respect to initial contact gender and number of adults in the visitor group. A Bonferroni correction was applied to account for the fact that two 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 0.025 are assumed to be statistically significant.

The results of the chi-square test in Table 8 suggest respondents and non-respondents differ significantly, with respect to initial contact gender ($p < 0.001$); thus, there is evidence of potential non-response bias related to the initial contact gender within the survey's sample. Specifically, groups with females as the initial contact person were more likely than those with males as the initial contact to respond to the survey.

Table 8. Initial contact gender comparison between respondents and non-respondents, p-value (Chi-square) ¹ < 0.001 .

Response	Respondents (N = 644)		Non-Respondents (N = 847)	
	N	Percent	N	Percent
Female	374	58%	423	50%
Male	270	41%	424	50%

¹ $\alpha = 0.05$, $p \leq 0.025$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

The potential impact of non-response bias, with respect to initial contact gender, on the results of the survey were further explored. In particular, statistical tests of respondent gender effects on key questions in the SEM survey instrument were performed, with differences found for 3 of 71 questions ($\alpha = 0.05$, $p \leq 0.0007$ indicates significant result following Bonferroni adjustment). Detailed results of these tests are presented in Appendix 7.

Values for the number of adult group members were collapsed into the following four categories: groups with one adult, groups with two adults, groups with three or four adults, and groups with five or more adults (Table 9). The results of the chi-square test in Table 9 suggest respondents and non-respondents differ significantly, with respect to number of adult group members ($p < 0.001$); thus, there is evidence of potential non-response bias related to the number of adult group members within the survey's sample. Specifically, groups with 1 adult member were less likely to respond to the survey, while groups with 2 adult members or groups with 3-4 adult members were more likely to respond to the survey.

Table 9. Number of adult group members comparison between respondents and non-respondents, p-value (Chi-square) ¹ < 0.001.

Response	Respondents (N = 538)		Non-respondents (N = 852)	
	N	Percent	N	Percent
1 person	67	10%	167	23%
2 people	365	57%	377	51%
3-4 people	166	26%	138	19%
5 or more people	47	7%	54	7%

¹ $\alpha = 0.05$, $p \leq 0.025$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests.

The potential impact of non-response bias, with respect to number of adult group members, on the results of the survey were further explored. In particular, statistical tests of number of adult group member effects on key questions in the SEM survey instrument were performed, with differences found for 4 of 71 questions ($\alpha = 0.05$, $p \leq 0.0007$ indicates significant result following Bonferroni adjustment). Detailed results of these tests are presented in Appendix 7.

The results of the non-response bias analysis provide evidence that the survey data may be biased due to systematic differences between respondents and non-respondents, with respect to initial contact gender and number of adult group members. Further statistical testing revealed differences in responses by initial contact gender for 4% of variables tested and differences in responses by adult member group size for 6% of variables tested. These findings should be considered when interpreting the results of survey responses presented in this report. It is possible that other biases may exist, as the non-response bias analysis conducted in this study is limited to testing for differences between

respondents and non-respondents based on just two characteristics for which there were sufficient valid values to conduct statistical tests.

Weighting of Survey Response Data

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

At all 12 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 resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of August 21 through August 31, 2015. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitor groups during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of

information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

5. Results of statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest the survey results may over-represent opinions, evaluations, and behaviors from female visitors and groups containing two, three or four adult members.

Special Conditions

The weather during the survey period included some days of light rain mixed in with partly or mostly sunny weather. High temperatures varied from low-70s to mid-80s. No major storms occurred during the sampling period, except the third day of data collection (August 23, 2015).

Results

Group and Visitor Characteristics

Visitor group size

Question 1

Including yourself, how many people were in your personal group during your visit to Cape Cod National Seashore (NS) on the day you were contacted for this survey?

Results (Figure 2)

- 46% of visitor groups consisted of two members.
- 28% of visitor groups consisted of four or more members.

See Appendix 1 for more details.

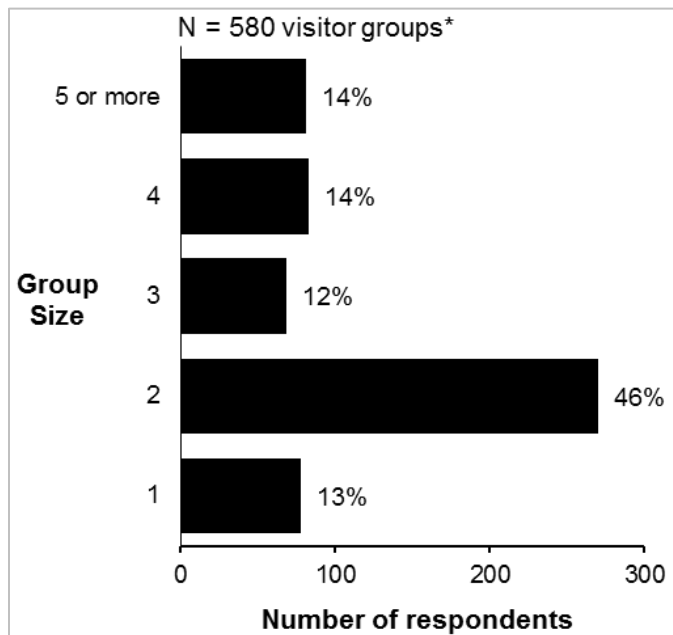


Figure 2. Visitor group size.

*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 Cape Cod NS on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 61% of visitor groups contained two adults.
- 18% of groups contained one adult.

See Appendix 1 for more details.

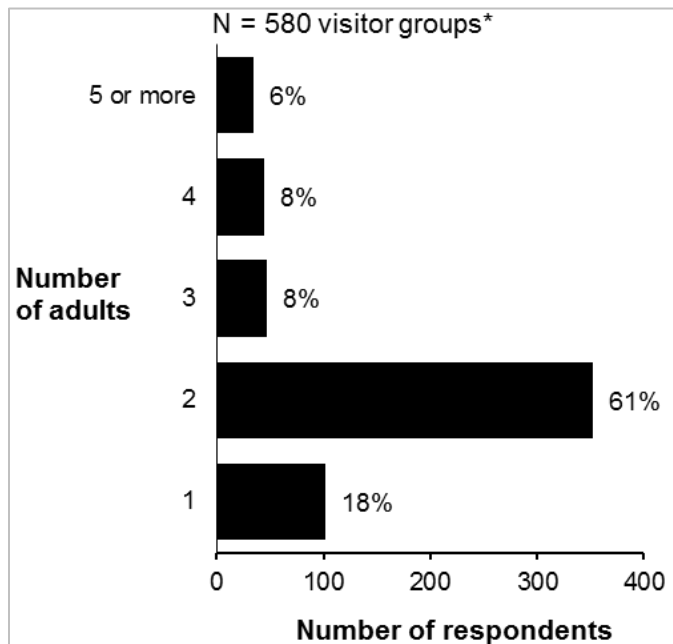


Figure 3. Number of adults within group.

*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 Cape Cod NS on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- The vast majority of visitor groups (72%) did not contain children.
- Of those visitor groups that contained children, 41% of visitor groups contained two children.
- 37% of groups with children contained one child.

See Appendix 1 for more details.

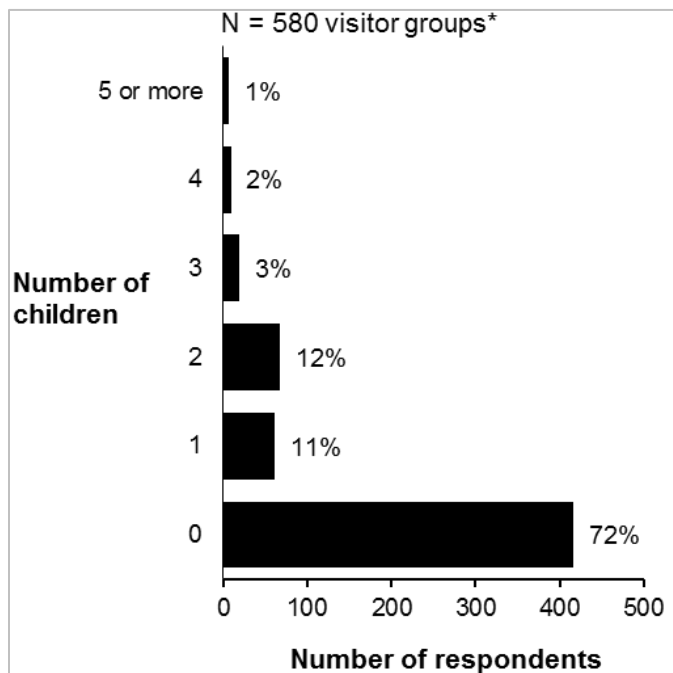


Figure 4. Number of children within group.

*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 Cape Cod NS on the day you were contacted for this survey?

Results (Figure 5)

- 64% of visitor groups were made up of families.
- 17% of visitors were made up of friends.
- Of those groups who responded “Other” (<1%), group types included:
 - “Girl Scout Trip”

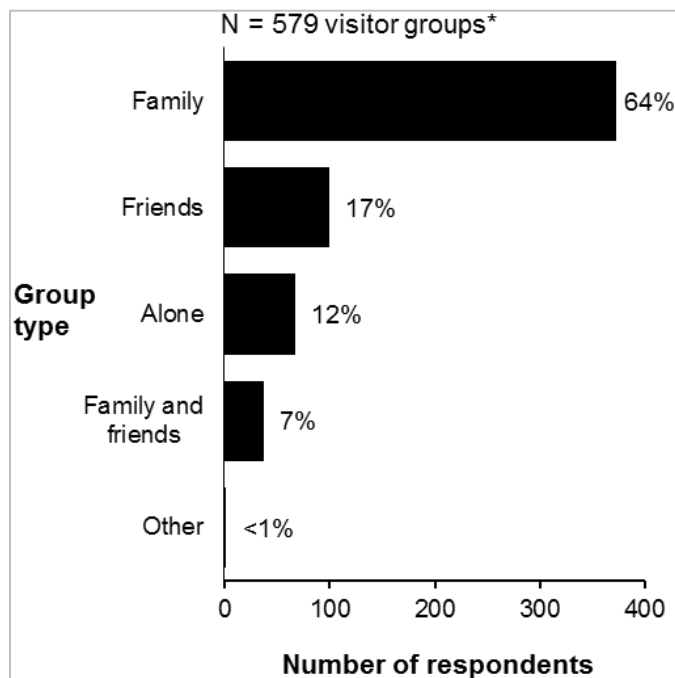


Figure 5. Visitor group type.

*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 Cape Cod NS 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 1 year old to 99 years old.
- 18% of visitors were 65 years old or older.
- 21% of visitor were 55 to 64 years old.
- 31% of visitors were 35 to 54 years old.
- 11% of visitors were 18 to 34 years old.
- 19% of visitors were under 18 years old.

*total percentages do not equal 100 due to rounding

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

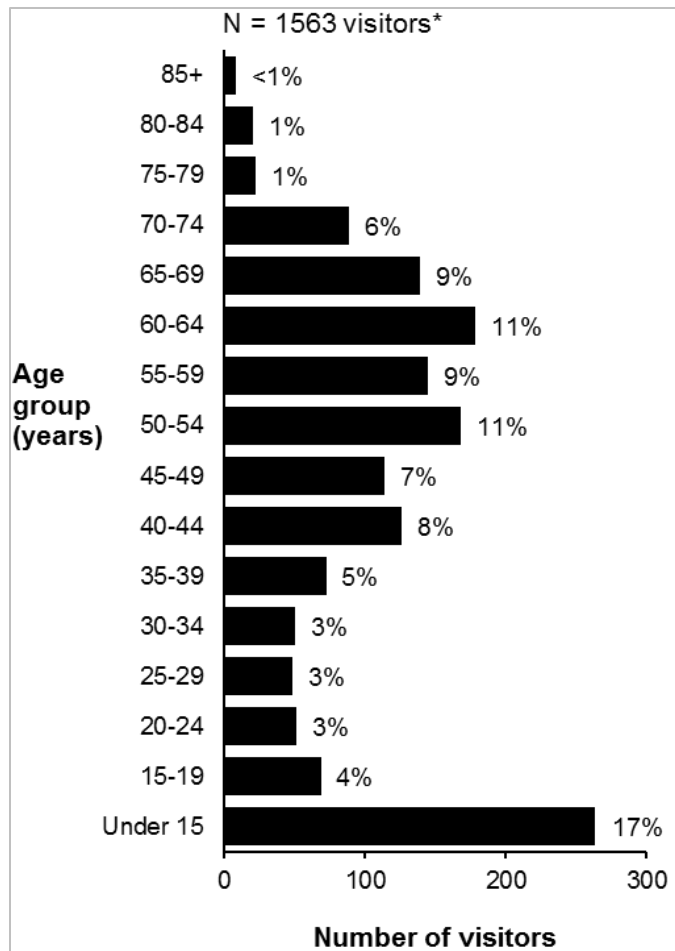


Figure 6. Visitor age.

*total percentages do not equal 100 due to rounding

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

Visitor gender

Question 35

For your personal group during your visit to Cape Cod NS 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.

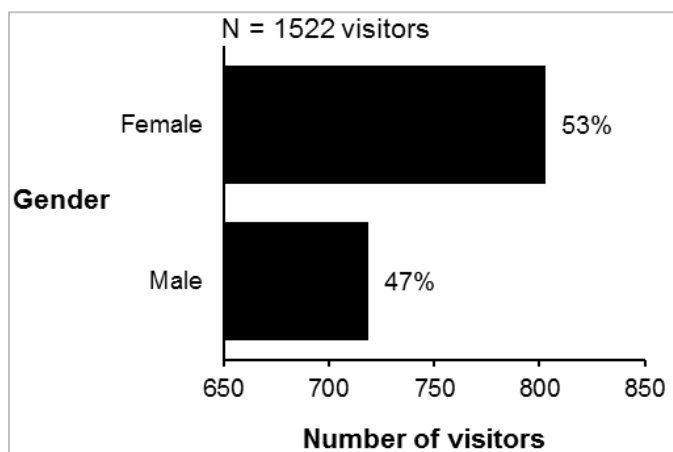


Figure 7. Visitor gender.

*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 Cape Cod NS 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)

- 3% of visitors were Hispanic or Latino.

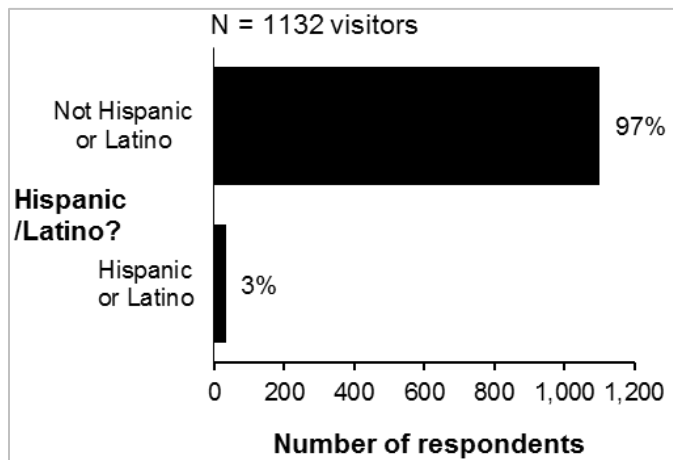


Figure 8. Visitor ethnicity.

*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 Cape Cod NS 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)

- 95% of visitors were white.
- 3% of visitors were Asian.
- Very few visitors were Black or African American (<1%) or American Indian or Alaska Native (<1%).

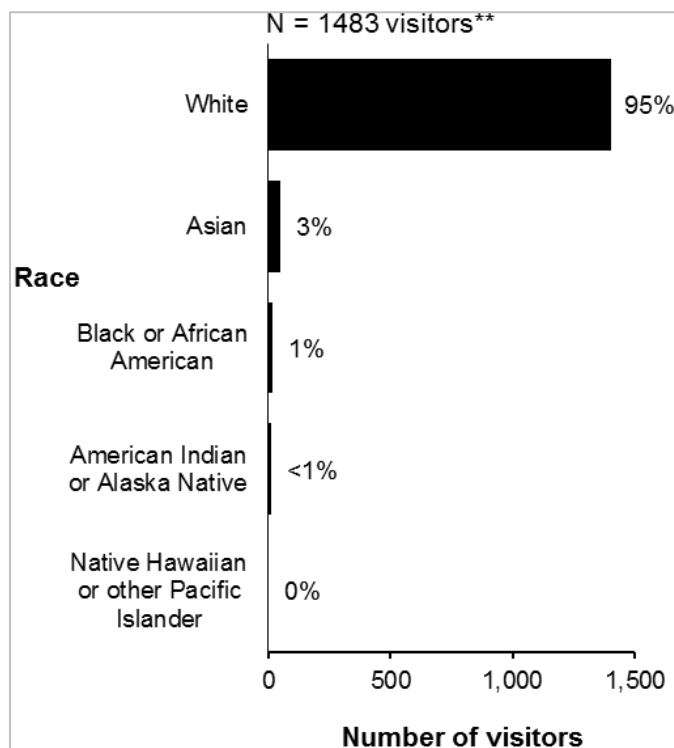


Figure 9. Visitor race.

*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 Cape Cod NS, what language do you personally prefer to use for speaking?

Results (Figure 10)

- 98% of visitor groups reported English as their preferred language for speaking.
- Of those who responded “Other” (2%) languages specified included:
 - Punjabi
 - English, Spanish, Russian, Mandarin, Chinese, German, and/or Russian as a part of being bi- or multilingual.

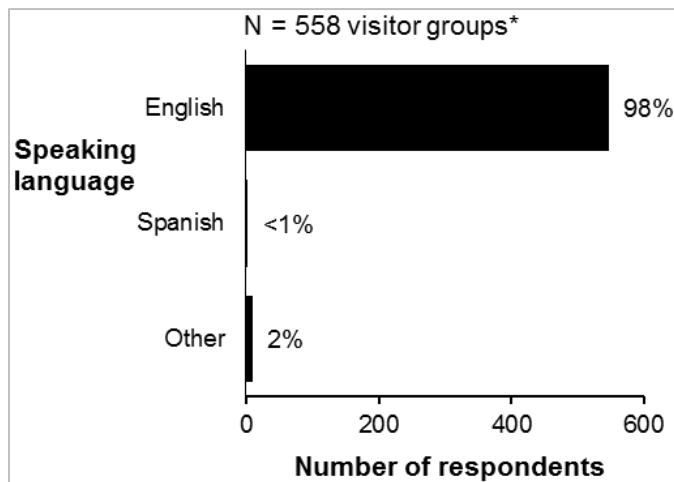


Figure 10. Preferred speaking language.

*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 Cape Cod NS, what language do you personally prefer to use for reading?

Results (Figure 11)

- 98% of visitor groups reported English as their preferred language for reading.
- Of those who responded “Other” (2%), languages specified included:
 - Chinese
 - French
 - German
 - French, Italian, and/or Spanish as a part of being bi- or multilingual.

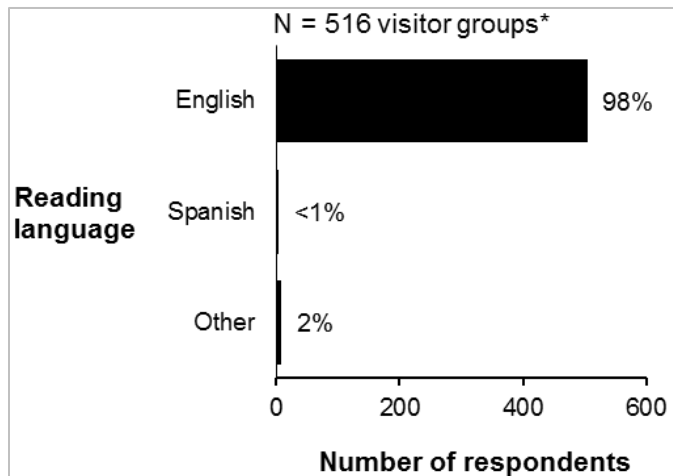


Figure 11. Preferred reading language.

*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 Cape Cod NS 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 10 and Figure 12)

- U.S. visitors came from 34 states and comprised 93% of total visitation to the park during the survey period.
- 47% of U.S. visitors came from Massachusetts.
- 22% of U.S. visitors came from New York.
- Smaller proportions came from other U.S. states.

Table 10. United States visitors by state of residence*.

State	Number of visitors	Percent of U.S. visitors N = 1,320 visitors	Percent of all visitors N = 1,415 visitors
Massachusetts	619	47	44
New York	293	22	21
Connecticut	102	8	7
New Jersey	72	5	5
New Hampshire	27	2	2
Pennsylvania	26	2	2
Florida	19	1	1
Virginia	16	1	1
California	14	1	1
Vermont	13	1	1
Rhode Island	11	1	1
Ohio	10	1	1
Oregon	10	1	1
Washington, DC	9	1	1
Minnesota	7	1	1

*total percentages do not equal 100 due to rounding

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

Table 10 (continued). United States visitors by state of residence*.

State	Number of visitors	Percent of U.S. visitors N = 1,320 visitors	Percent of all visitors N = 1,415 visitors
Arizona	7	1	1
Wisconsin	7	1	<1
Illinois	7	1	<1
Michigan	7	1	<1
Texas	7	1	<1
Maryland	7	<1	<1
Kentucky	4	<1	<1
Delaware	4	<1	<1
Tennessee	4	<1	<1
Washington	3	<1	<1
Missouri	3	<1	<1
Maine	3	<1	<1
Georgia	3	<1	<1
New Mexico	2	<1	<1
West Virginia	2	<1	<1
3 other states	2	<1	<1

*total percentages do not equal 100 due to rounding

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

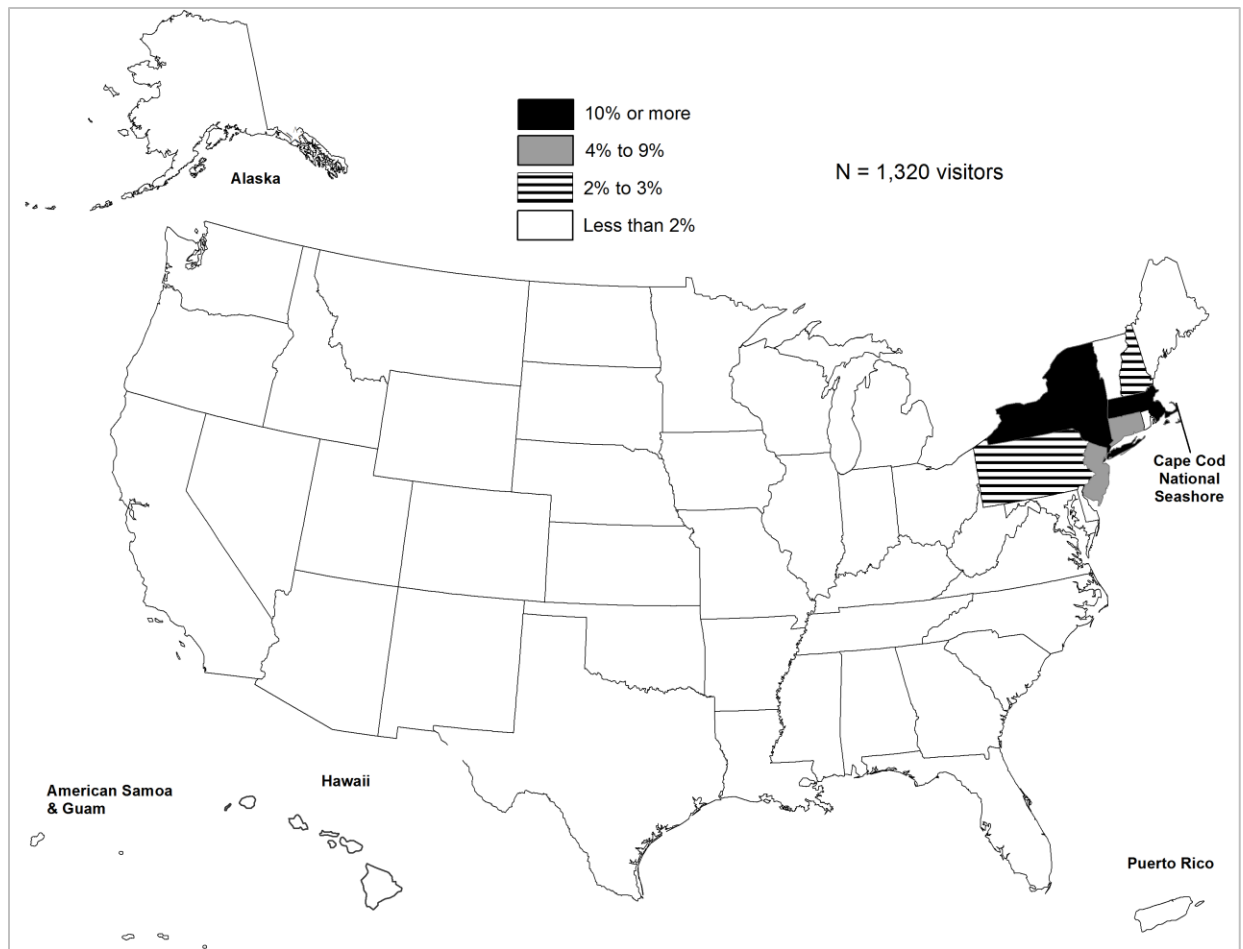


Figure 12. Proportion of U.S. visitors by state of residence.

*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 Cape Cod NS 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 11)

- International visitors were from 12 countries and comprised 7% of total visitation to the park during the survey period.
- 51% of international visitors came from Canada.
- 15% of international visitors came from Germany.
- 12% of international visitors came from the United Kingdom.
- Smaller proportions came from other countries.

Table 11. International visitors by country of residence*.

Country	Number of visitors	Percent of international visitors N = 95 visitors	Percent of all visitors N = 1,415 visitors
Canada	48	51	3
Germany	15	15	1
United Kingdom	12	12	1
Italy	9	10	1
Australia	5	5	<1
Ukraine	2	2	<1
The Netherlands	2	2	<1
5 other countries	3	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)

- 77% of visitor groups did not live within the shaded area on the map (i.e., nearby area).
- 23% of visitor groups live in the shaded area (i.e., nearby area).

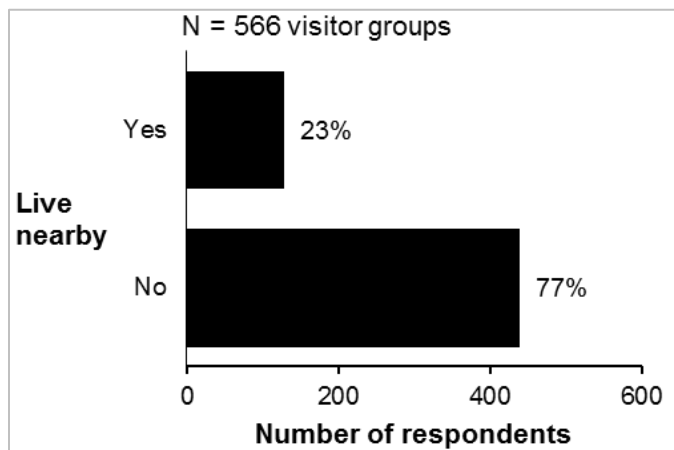


Figure 13. Visitors who live in nearby area.

*total percentages do not equal 100 due to rounding

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

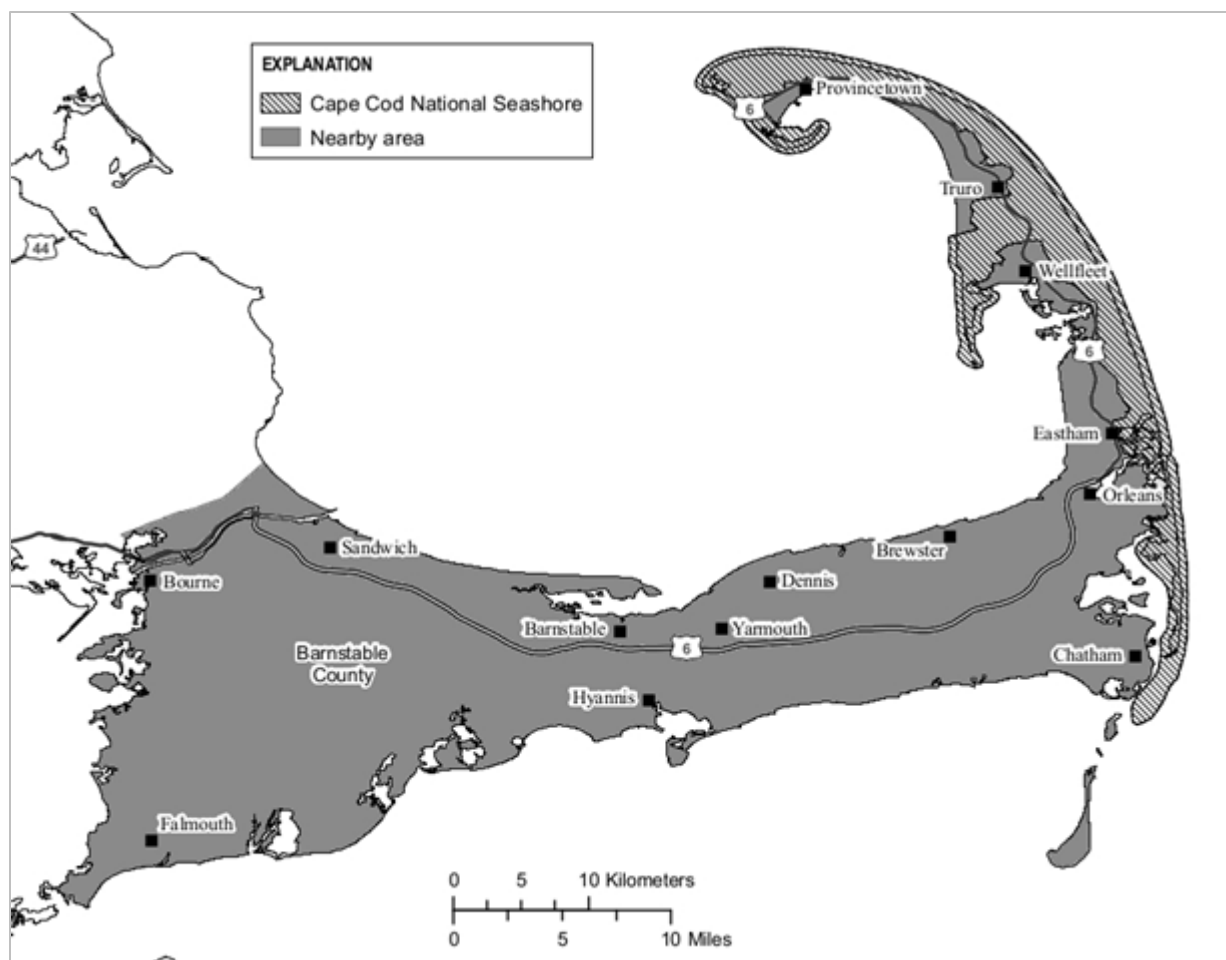


Figure 14. Map of Cape Cod NS and nearby area.

*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 Cape Cod NS 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)

- 35% of visitors completed a Master's, doctoral, or professional degree.
- 27% of visitors graduated from a college, business, or trade school.

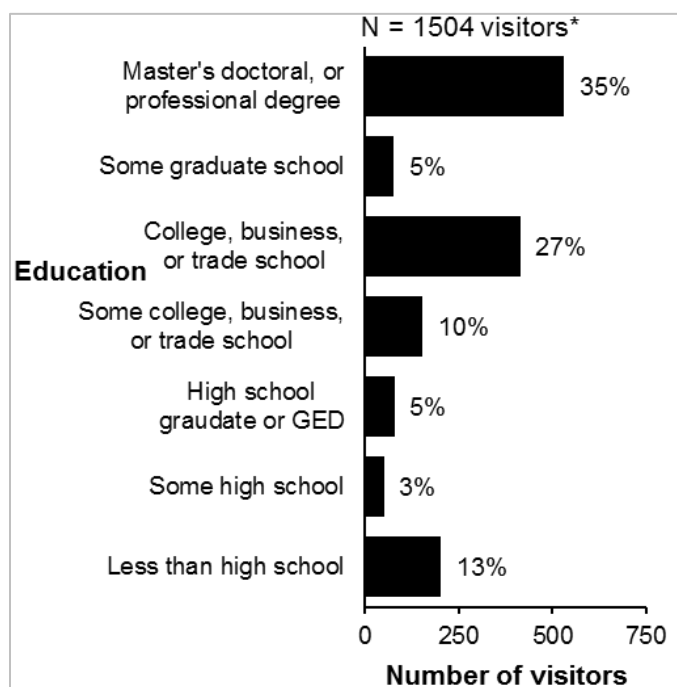


Figure 15. Visitor level of education.

*total percentages do not equal 100 due to rounding

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

Household income

Question 38

Which category best represents your annual household income?

Results (Figure 16)

- 21% of visitor groups had an annual household income of \$200,000 or more.
- 21% of visitor groups had an annual household income between \$100,000 and \$149,999.

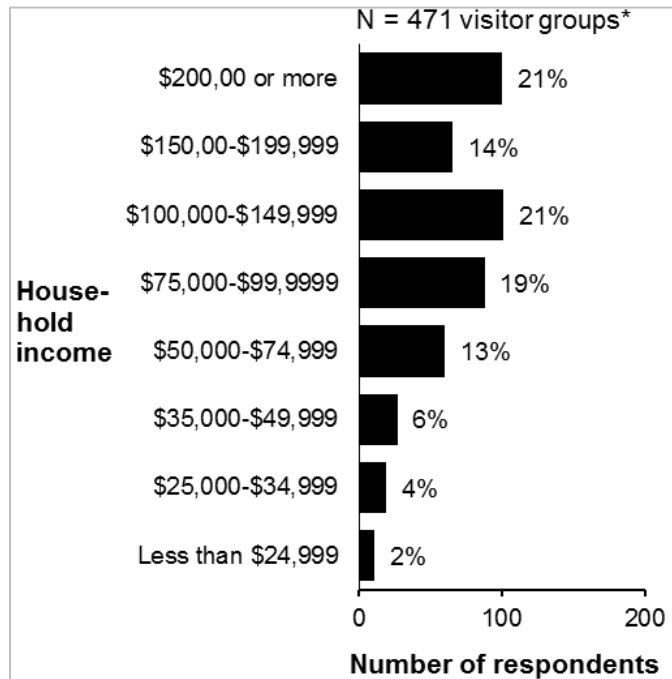


Figure 16. Annual household income.

*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)

- 48% of visitor groups had a household of two people.
- 39% of had a household of three or more people.
- The average household size was 2.6 people.

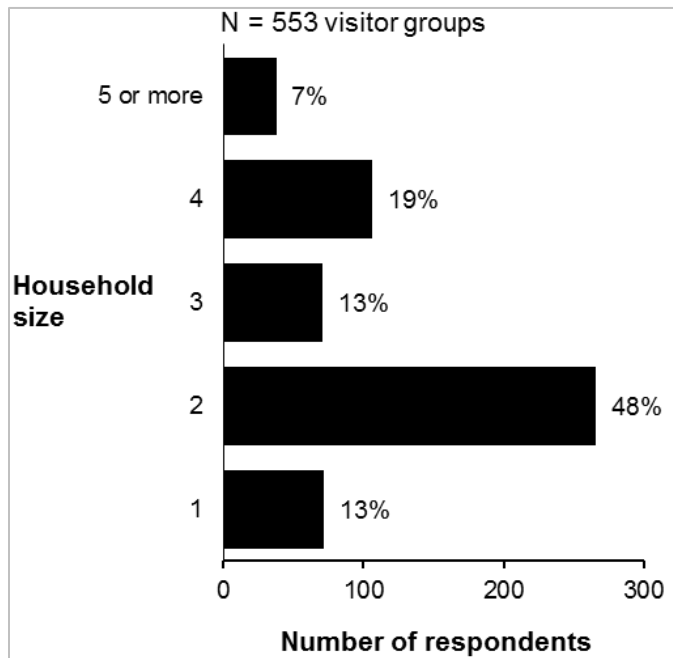


Figure 17. Size of household.

*total percentages do not equal 100 due to rounding

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

Frequency of visits to park

Question 34

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

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

Results (Figure 18).

- 53% of visitors visited the park only once in the last 12 months.
- 25% of visitors visited 3 or more times in the last 12 months.

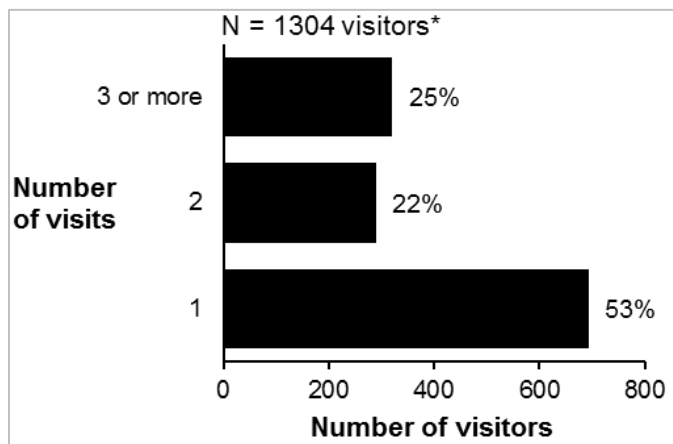


Figure 18. Park visits in last 12 months.

*total percentages do not equal 100 due to rounding

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

Frequency of visits to other National Park Service sites

Question 34

For your personal group during your visit to Cape Cod NS 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)

- 49% of visitors did not visit any other NPS sites in the last 12 months.
- 19% of visitors visited other NPS sites only one time in the last 12 months.

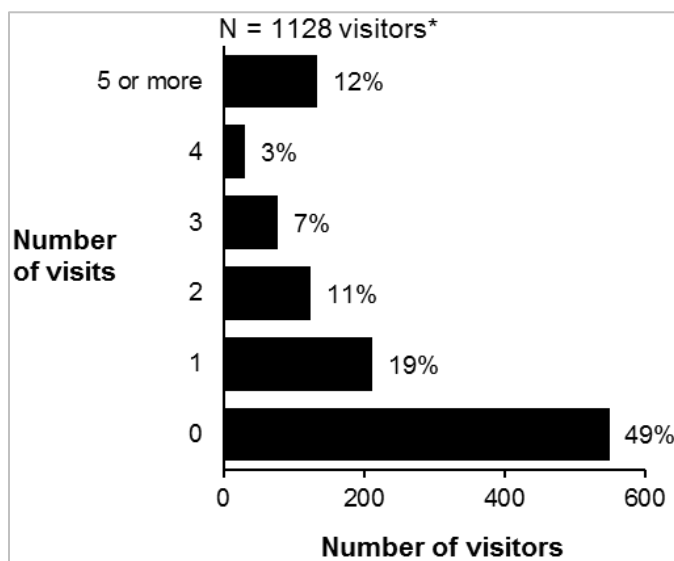


Figure 19. Other NPS site visits in last 12 months.

*total percentages do not equal 100 due to rounding

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

Pre-Trip Planning and Experience

Information sources prior to visit

Question 8

Prior to this trip, how did you obtain information about Cape Cod NS?

Results (Figure 20 and Figure 21)

- 83% of visitor groups obtained information about Cape Cod NS prior to their visit.
- As shown in Figure 21, among those visitor groups who obtained information about Cape Cod NS prior to their visit, the most common information sources were:
 - 88% previous visits
 - 32% friends/relatives/word of mouth
 - 29% maps/brochures
 - 23% park website
- “Other websites” used by visitor groups (5%) included:
 - Search engines
 - Trip Advisor
 - Local business websites
- “Other information sources” used by visitor groups (<1%) included:
 - Road signs
 - Local business employees

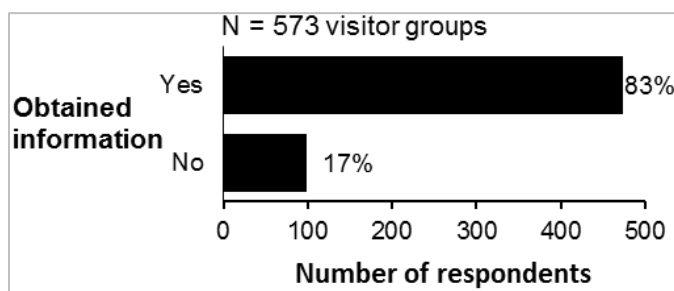


Figure 20. Visitor groups that obtained information about the park prior to visit.

*total percentages do not equal 100 due to rounding

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

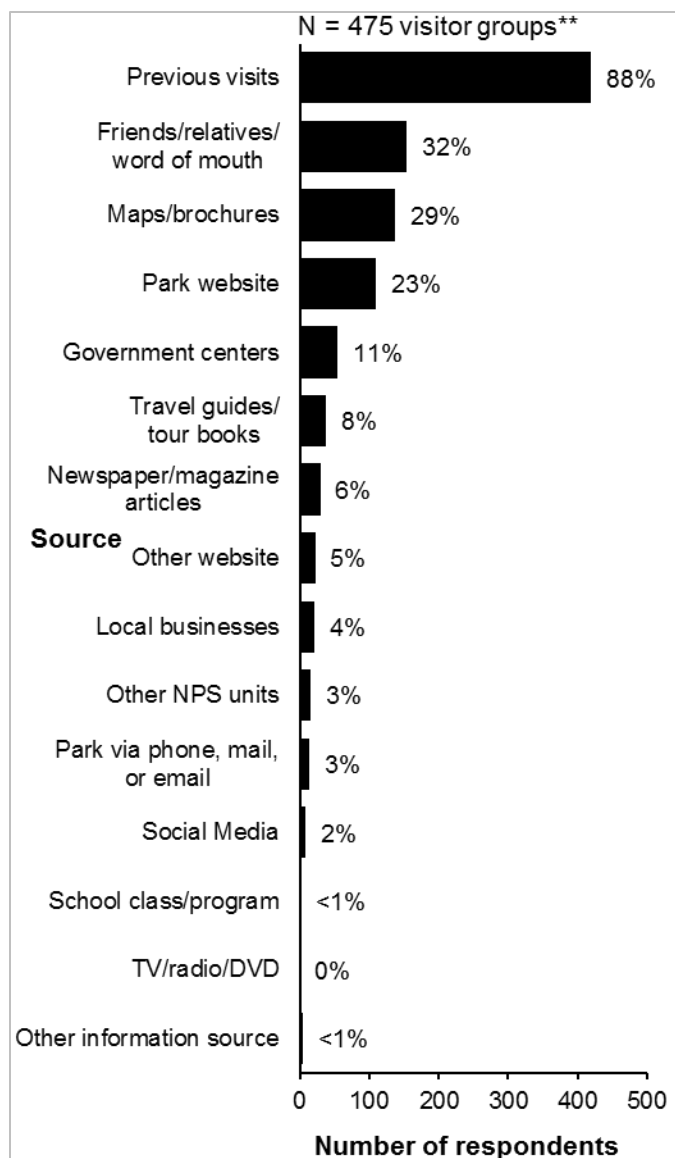


Figure 21. Information sources used prior to trip.

*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 Cape Cod NS you needed on this trip?

Results (Figure 22)

- 93% of visitor groups had the information they needed prior to their visit.

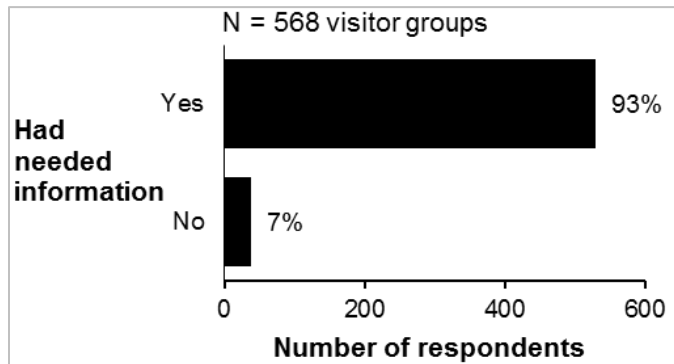


Figure 22. Had information needed on this trip.

*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 12)

- Of those who did not have the information they needed, “parking availability/cost” was most frequently mentioned (mentioned 4 times).
- “Entrance fees and passes” was second most frequent (mentioned 3 times).

Table 12. Information needed. N = 28 comments. Some visitor groups may have made more than one comment.

Information	Frequency of times mentioned
Parking availability/cost	6
Entrance fees and passes	6
Other comments	16

*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 Cape Cod NS on this trip.

Results (Figure 23)

- 95% of visitor groups used a car, truck or SUV.
- 14% of visitor groups used a bicycle.
- 9% of visitor groups walked or hiked.
- Of those who responded “Other” (2%), forms of transportation specified included:
 - “Shuttle van/bus”
 - “Motorcycle/scooter”
 - “Stand up paddleboard”

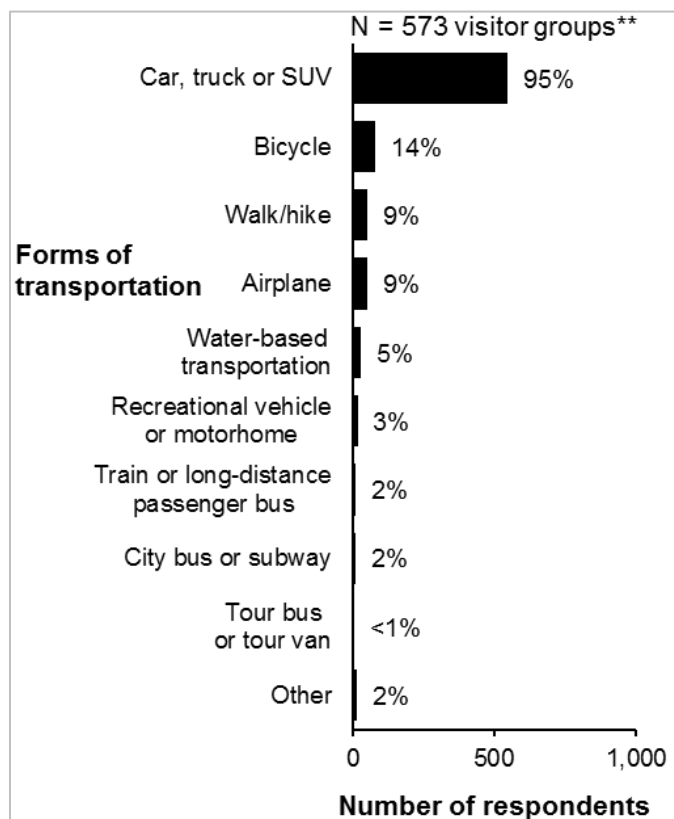


Figure 23. Transportation used to travel to park.

*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)

- 37% of visitor groups traveled to the park in a vehicle with one person.
- 36% of visitor groups traveled in a vehicle with two people.

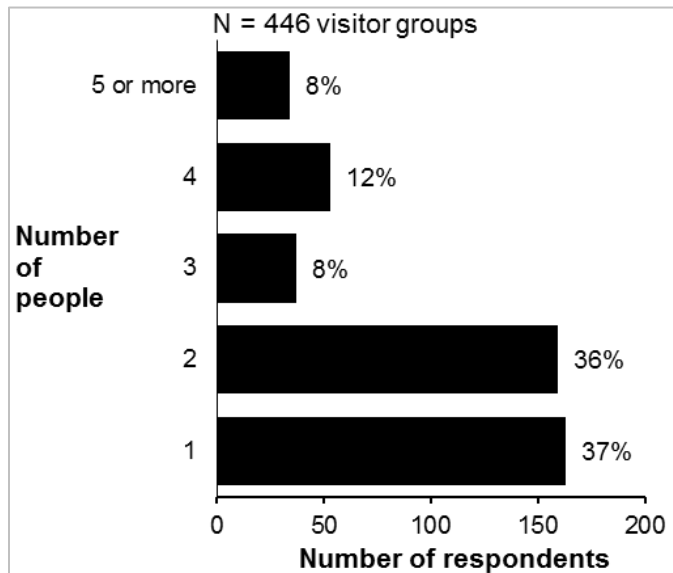


Figure 24. Number of passengers in car, truck or SUV.

*total percentages do not equal 100 due to rounding

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

Water-based transportation

Question 3

Please indicate all of the forms of water-based transportation you personally used to travel from your home to Cape Cod NS on this trip.

Results (Figure 25)

- 90% of visitor groups who used water-based transportation to travel from their home to the park traveled on a ferry.
 - 5% of visitor groups who used water-based transportation to travel from their home to the park traveled on a tour boat.
- Of those who responded, “Other water-based mode” (10%), forms specified included:
 - “Speed boat”

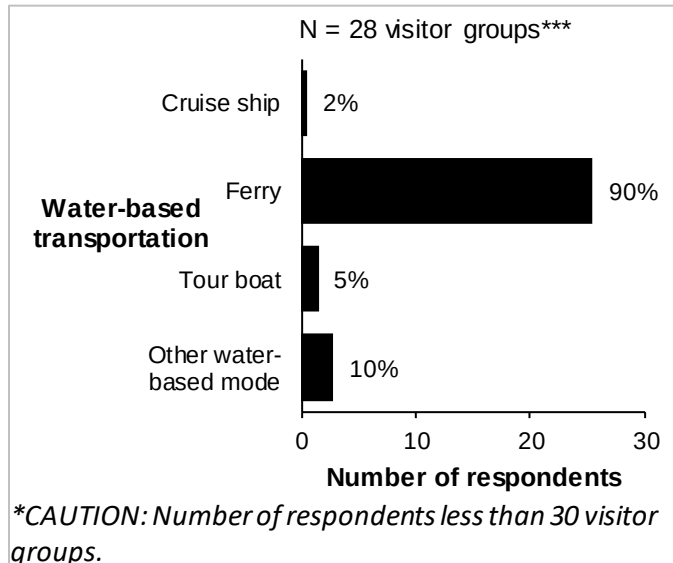


Figure 25. Water-based transportation used to travel to park.

*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 Cape Cod NS on this trip?

Results (Figure 26)

- 94% of visitor groups traveled up to 12 hours one-way to get to Cape Cod NS.
- 3% of visitor groups traveled between 12 and 24 hours one-way.

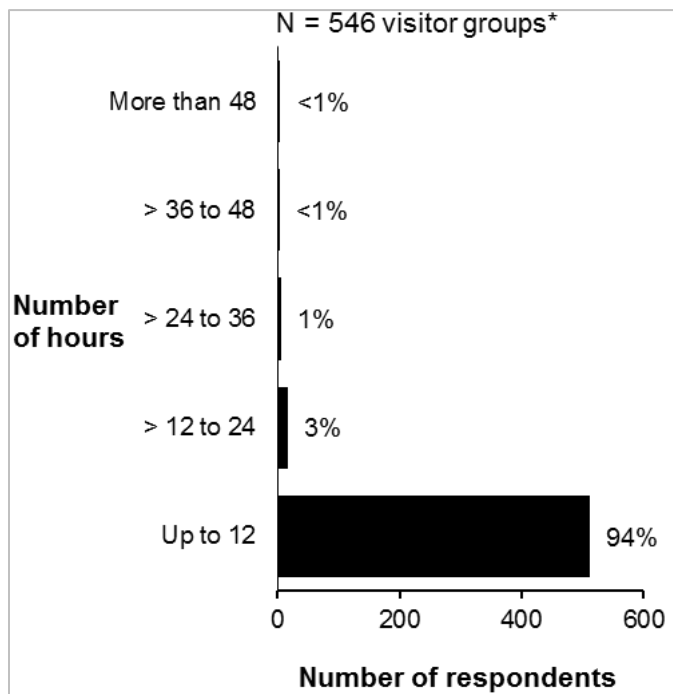


Figure 26. Hours traveled one-way to Cape Cod NS.

*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 Cape Cod NS on this trip?

Results (Figure 27)

- 91% of visitor groups traveled up to 999 miles one-way to Cape Cod NS.
- 4% of visitor groups traveled between 1,000 and 1,999 miles one-way.

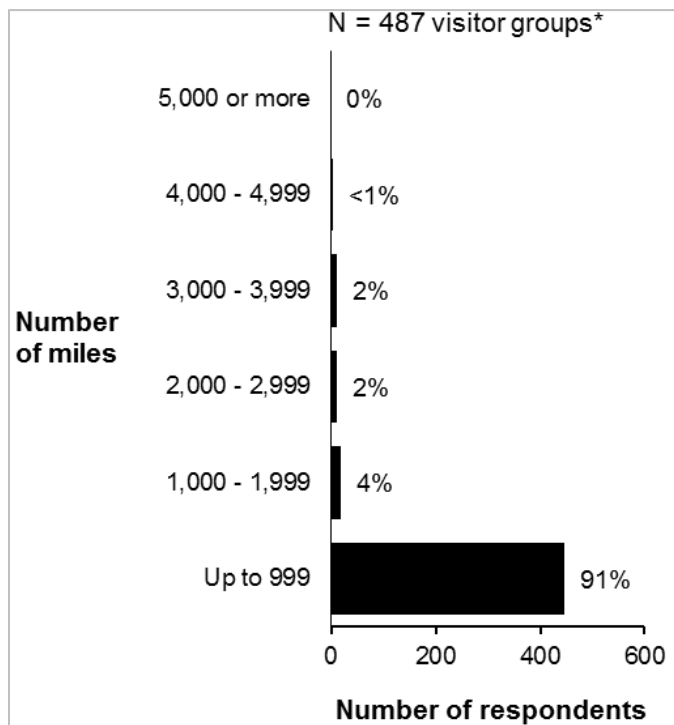


Figure 27. Miles traveled one-way to Cape Cod NS.

*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 Cape Cod NS 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)

- 47% of visitor groups reported that visiting Cape Cod NS was the primary or sole purpose of their trip.
- 46% of visitor groups reported that their visit to Cape Cod NS was one of several equally important destinations on their trip away from home.

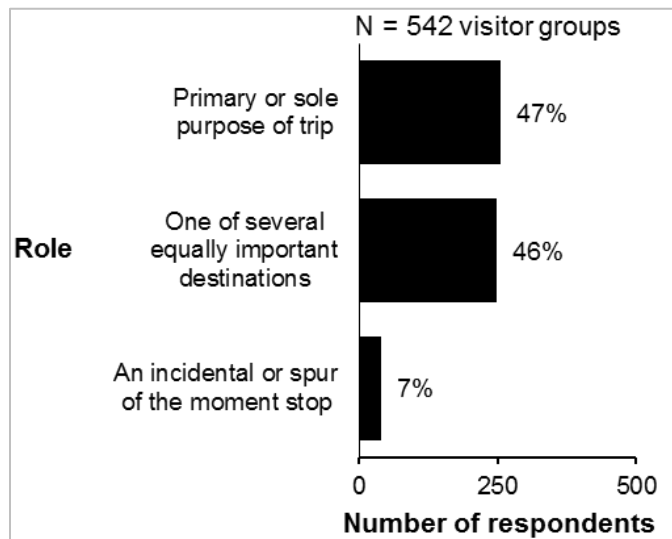


Figure 28. Role of park visit in trip away from home.

*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 on p.12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 29)

- For those visitor groups that reported visiting Cape Cod NS as one of several equally important destinations, 85% reported that one or more equally important destinations were within the nearby area.

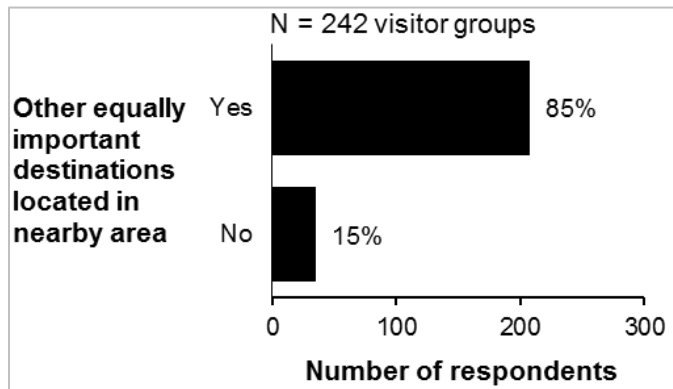


Figure 29. Location of other equally important destinations.

*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 on p.12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 30)

- For those visitor groups that reported visiting Cape Cod NS as just an incidental stop, 91% reported that their primary destination was not within the shaded area of the map.

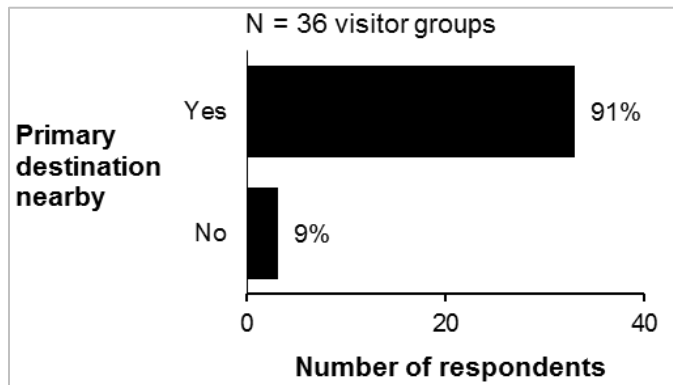


Figure 30. Location of primary destination if spur of the moment trip.

*total percentages do not equal 100 due to rounding

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

Reasons for visiting park on this trip

Question 10

How important to you was each of the following reasons for visiting Cape Cod NS 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:
 - 89% Be outdoors
 - 83% Relax
 - 82% Spend time with friends/family
- The reasons that received the lowest proportion combined proportions of “extremely important” and “very important” ratings were:
 - 21% Learn more about American history/culture
 - 7% Attend a special event
 - Of those who rated “Attend a special event” (N = 462), events specified included:
 - “Birthday”
 - “Concert”
 - “Beach yoga”
 - “Wedding”
- Of those who responded “Other” (N = 123), reasons specified included:
 - “To go to the beach”
 - “To view sunrise/sunset”
- (Continued) Of those who responded “Other” (N = 94), reasons specified included:
 - “Water play”

*total percentages do not equal 100 due to rounding

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

- “Biking”
- “Pet-friendliness”

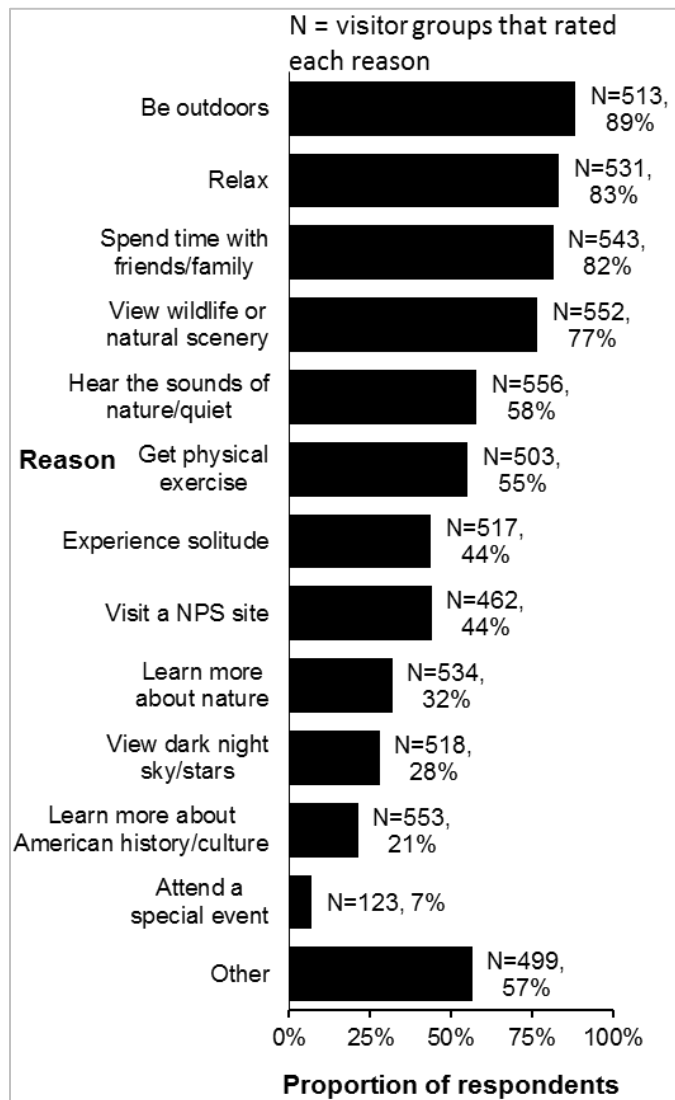


Figure 31. Reasons for visiting the park this trip.

Figure 32 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

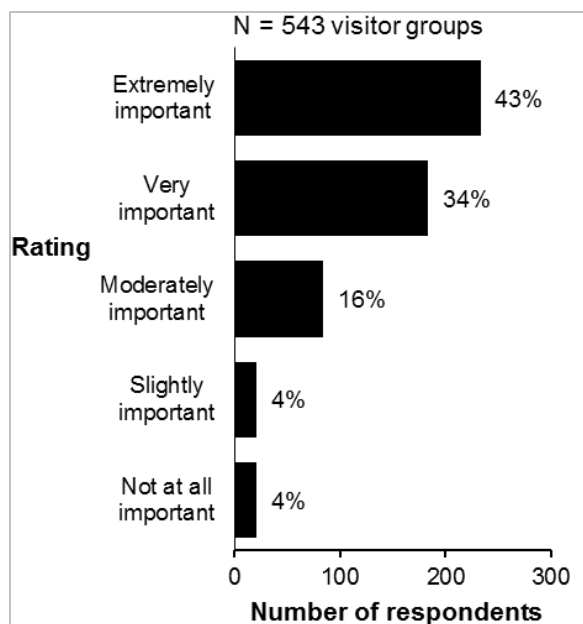


Figure 32. Importance of viewing wildlife or natural scenery.

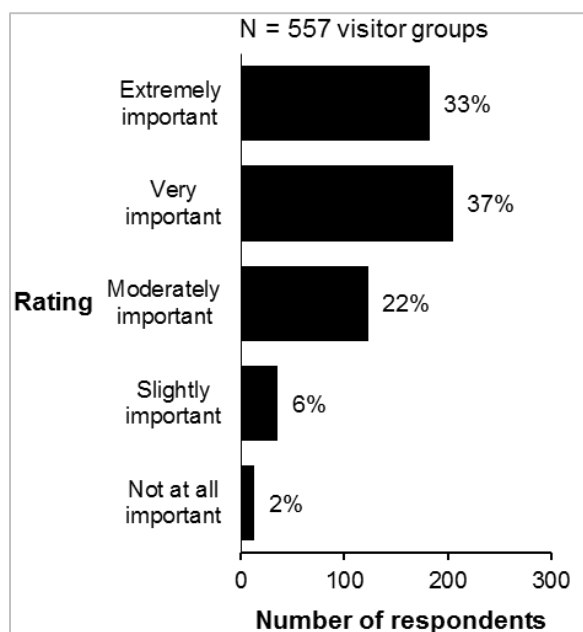


Figure 33. Importance of learning more about nature.

*total percentages do not equal 100 due to rounding

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

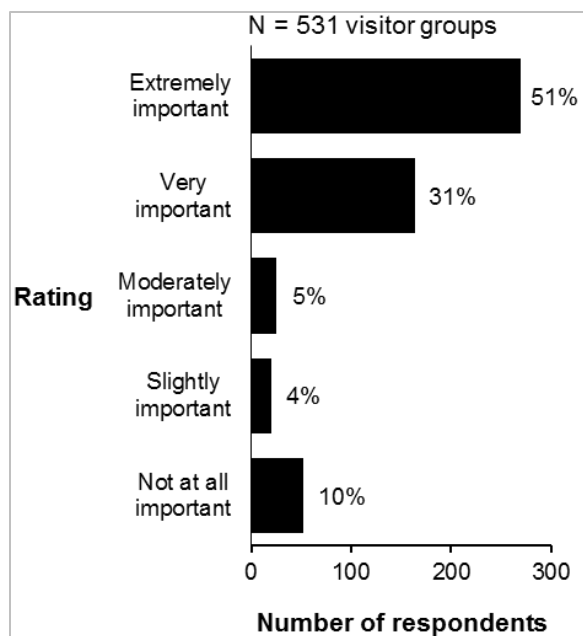


Figure 34. Importance of spending time with friends/family.

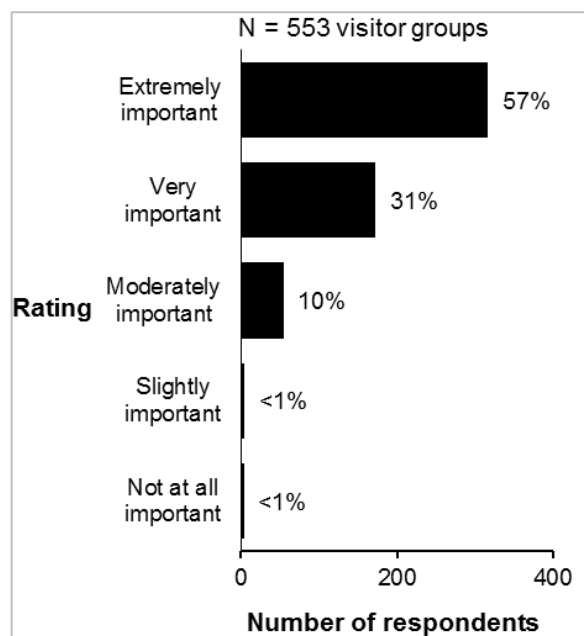


Figure 35. Importance of being outdoors.

*total percentages do not equal 100 due to rounding

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

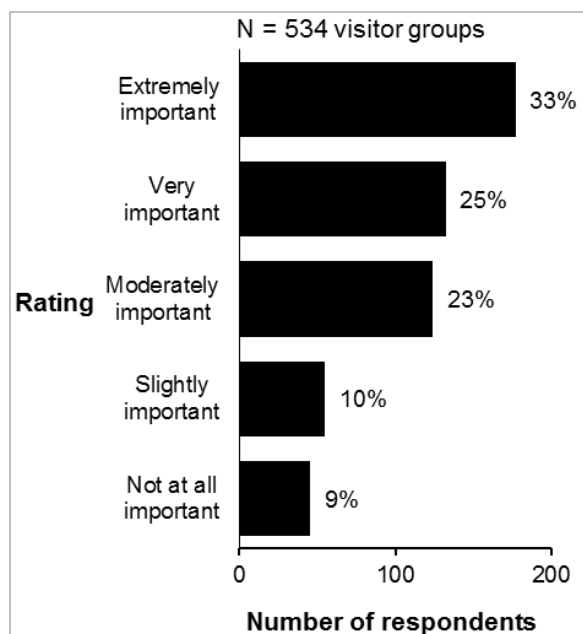


Figure 36. Importance of hearing the sounds of nature/quiet.

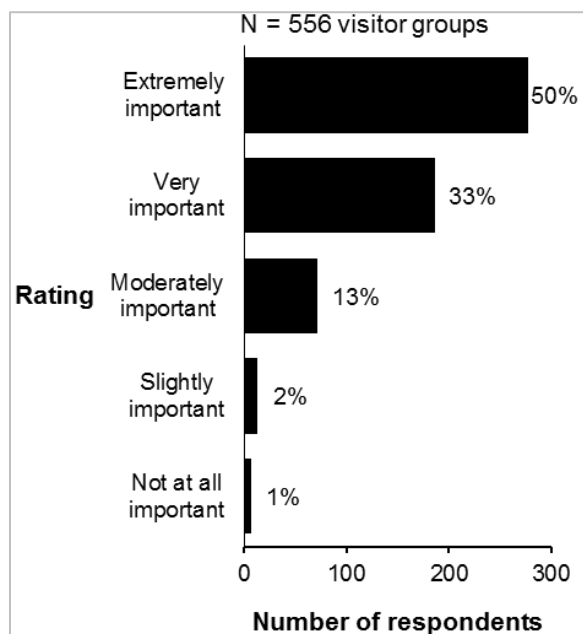


Figure 37. Importance of relaxing.

*total percentages do not equal 100 due to rounding

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

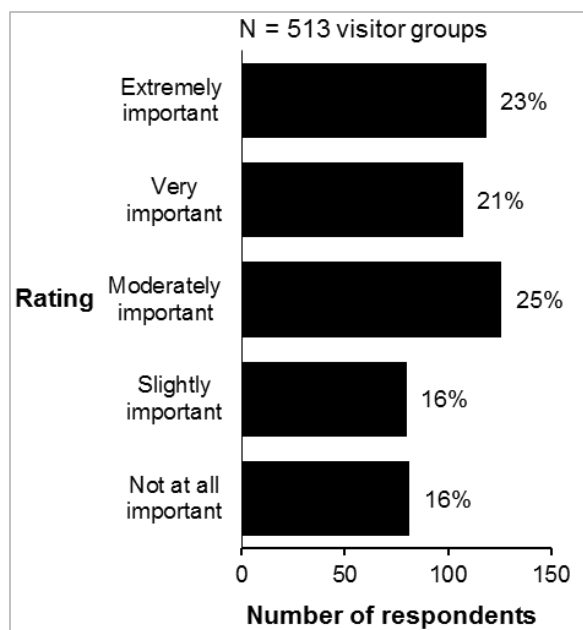


Figure 38. Importance of visiting a NPS site.

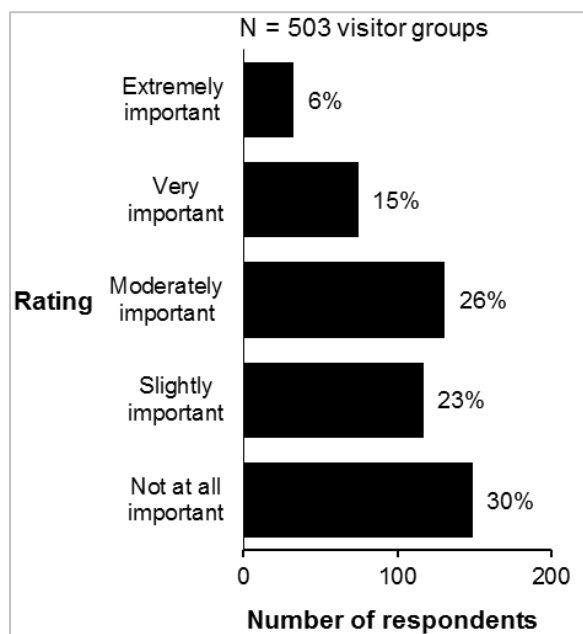


Figure 39. Importance of learning more about American history and culture.

*total percentages do not equal 100 due to rounding

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

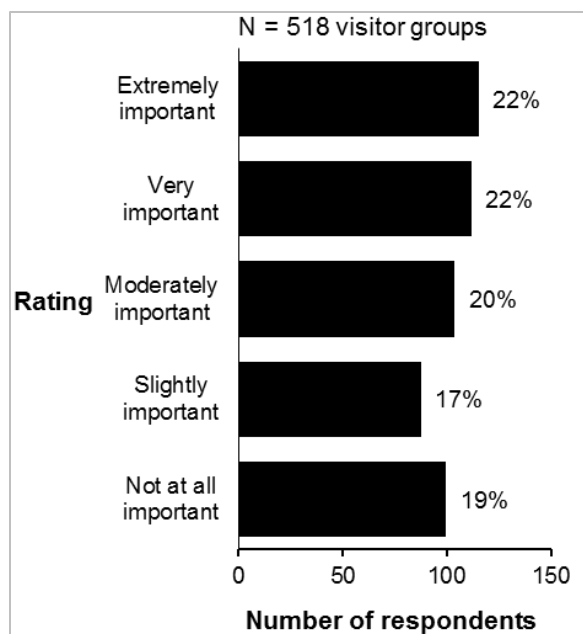


Figure 40. Importance of experiencing solitude.

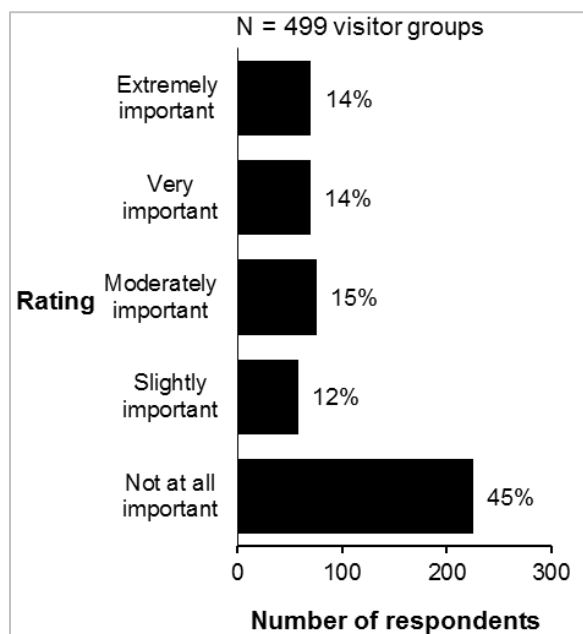


Figure 41. Importance of viewing dark night sky/stars.

*total percentages do not equal 100 due to rounding

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

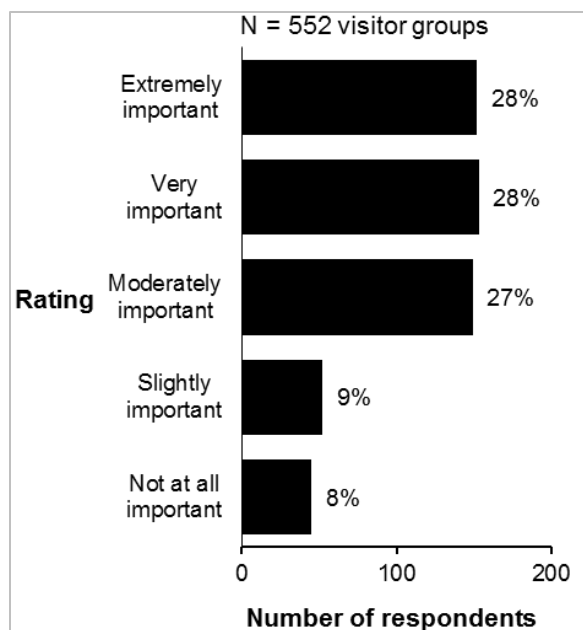


Figure 42. Importance of getting physical exercise.

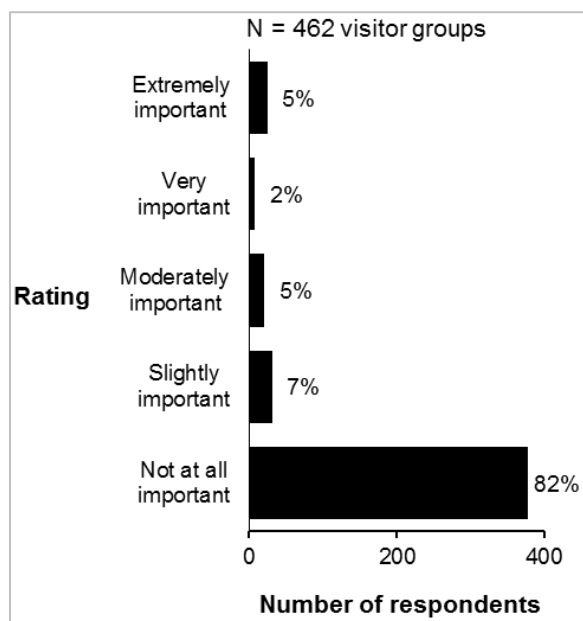


Figure 43. Importance of attending a special event.

*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 Cape Cod NS on this trip?

Results

- As shown in Figure 44, the most common most important reasons for visiting Cape Cod NS were:
 - 29% Viewing wildlife or natural scenery
 - 26% Spending time with friends and family
- The least common most important reasons were:
 - Learning more about American history and culture
 - Learning more about nature
 - Attending a special event
 - Viewing dark sky/night stars
- Of those who responded “Other” (5%), reasons specified included:
 - “Visiting the beach/ocean”
 - “Water play”
 - “Pet-friendliness”

*total percentages do not equal 100 due to rounding

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

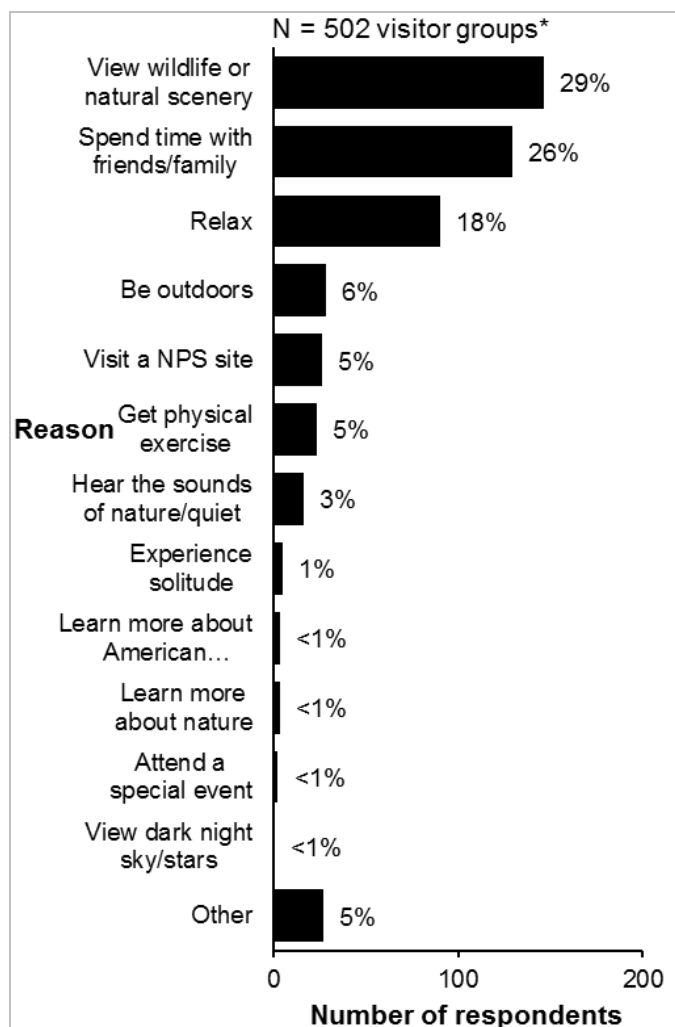


Figure 44. Most important reason for visiting Cape Cod NS on this trip.

*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 Cape Cod NS, which of the following entrance fees applied to you personally?

Results (Figure 45)

- 32% of visitor groups did not pay a fee or use a pass to enter the park.
- 29% of visitor groups used a Senior Pass, Access Pass or Military Pass to enter the park.
- It should be noted that, while there are seasonal beach parking fees, there is no entrance fee for Cape Cod NS. The survey questionnaire did not include a response option for beach parking fees. Visitor groups that indicated the payment of a beach parking fee in the “Other” open-ended response option of the question were tallied under “Beach parking fee” in Figure 45. It is possible some respondents who selected “Other,” but left the open-ended portion of the question blank, also paid a beach parking fee.

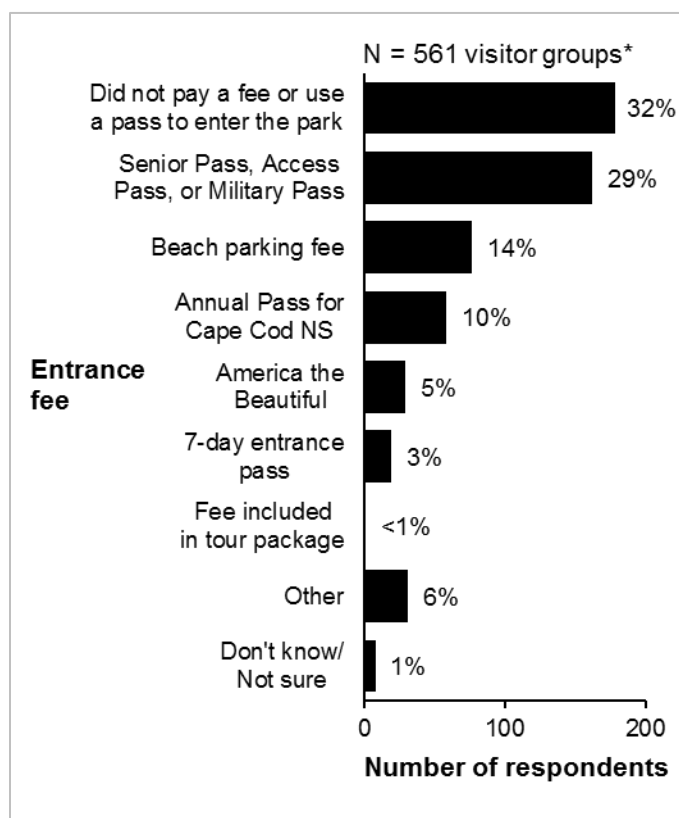


Figure 45. Entrance fees that applied to visitor groups.

*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 park

Question 7

On this trip, how much total time did you spend within Cape Cod NS?

Number of hours, if day trip

Results (Figure 46)

- 35% of visitor groups who spent less than 24 hours in the park visited for 5 or more hours.
- The average number of hours spent in the park was 4.6 hours.

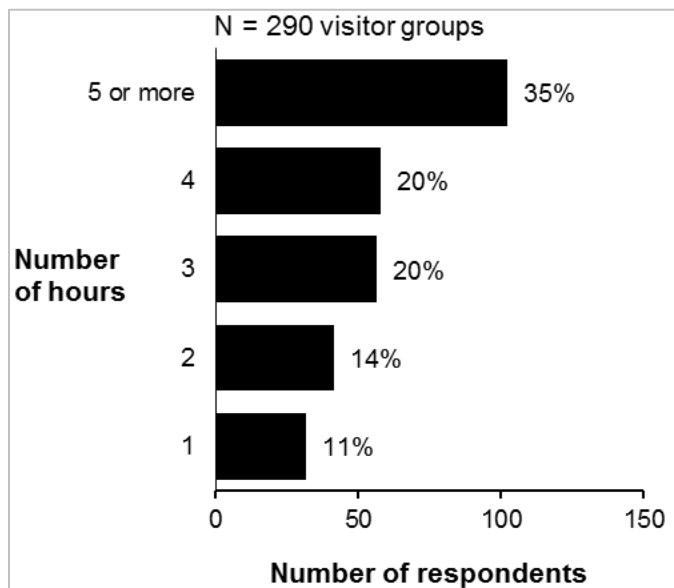


Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.

*total percentages do not equal 100 due to rounding

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

Number of days, if greater than 1 day

Results (Figure 47)

- 49% of visitor groups who reported spending 24 hours or more in the park visited for 5 or more days.
- 24% of visitor groups spent 2 days in the park.
- 14% of visitor groups spent 3 days in the park.
- The average number of days spent in the park was 7.9 days.

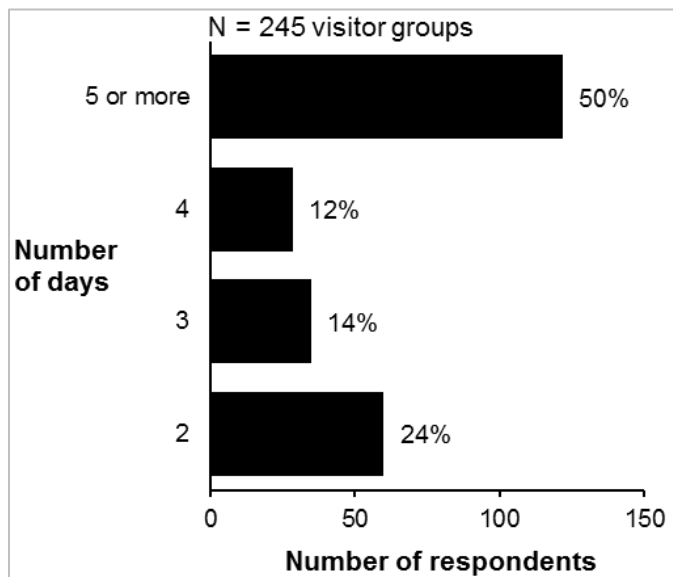


Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.

*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 Cape Cod NS? 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)

- 41% of visitors groups entered or re-entered the park on only 1 day.
- 24% of visitors groups entered or re-entered the park on 5 or more days during their trips.

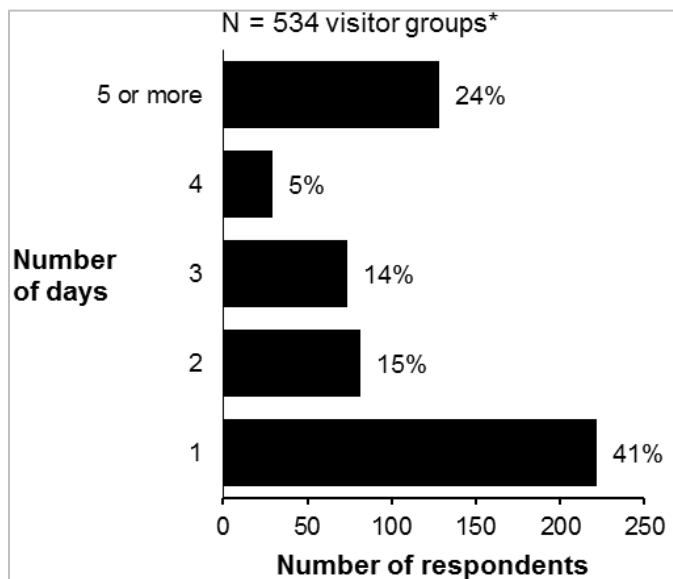


Figure 48. Number of days entered or re-entered park.

*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 Cape Cod NS and the nearby area, did you stay overnight away from your permanent residence either inside Cape Cod NS or within the nearby area (within the shaded area of the map on p. 12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 49)

- 72% of visitor groups stayed overnight inside the park or within the nearby area on this trip.

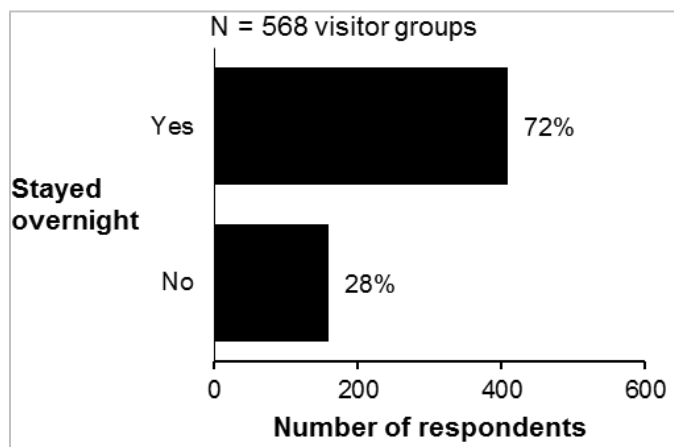


Figure 49. Visitors who stayed overnight in/near park.

*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 Cape Cod NS and/or in the nearby area (within the shaded area of the map on p. 12) on this trip.

Results (Figure 50)

- Figure 50 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 53% of visitor groups who stayed overnight one or more nights stayed in lodging outside Cape Cod NS.
- 19% of visitor groups who stayed overnight one or more nights stayed in lodging in Cape Cod NS.

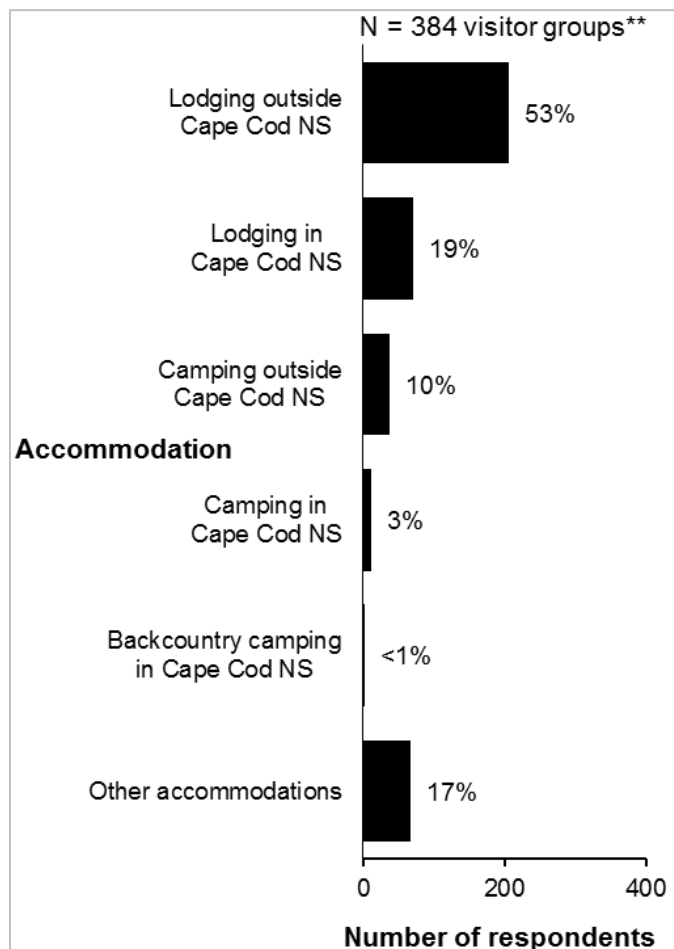


Figure 50. Accommodations for nights spent in Cape Cod NS or the nearby area.

*total percentages do not equal 100 due to rounding

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

Backcountry Camping in Cape Cod NS

Results (Figure 51)

- 100% of visitor groups who camped in the backcountry of Cape Cod NS camped for two nights.

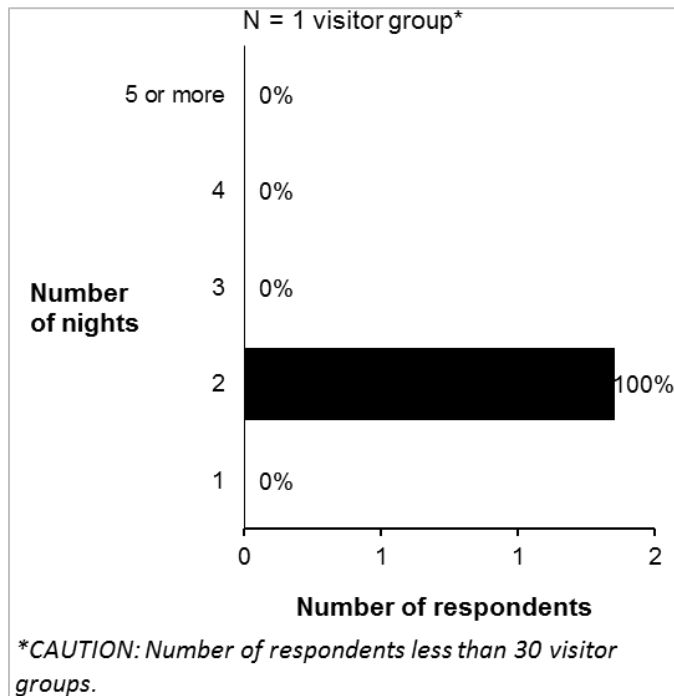


Figure 51. Nights spent in backcountry in Cape Cod NS.

*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 Cape Cod NS

Results (Figure 52)

- 70% of visitor groups who camped in Cape Cod NS camped for five or more nights.

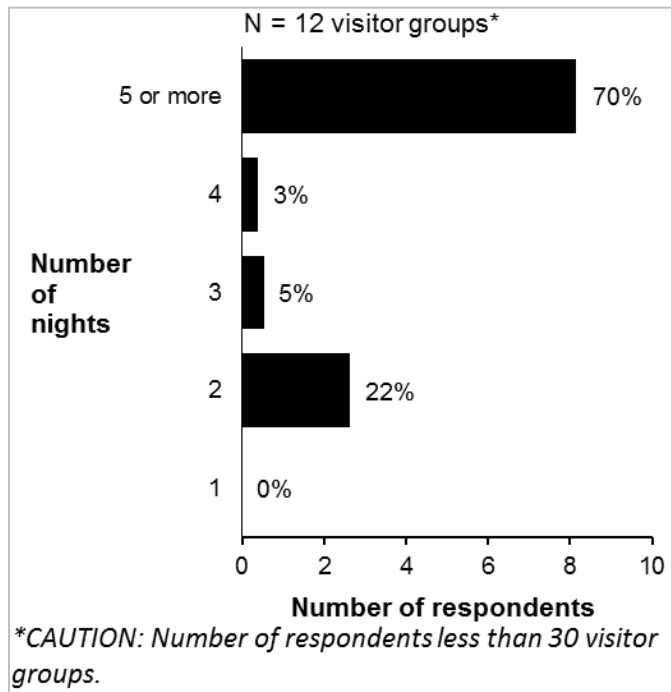


Figure 52. Nights spent camping in Cape Cod NS.

*total percentages do not equal 100 due to rounding

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

Camping outside Cape Cod NS

Results (Figure 53)

- 69% of visitor groups who camped outside Cape Cod NS camped for five or more nights.

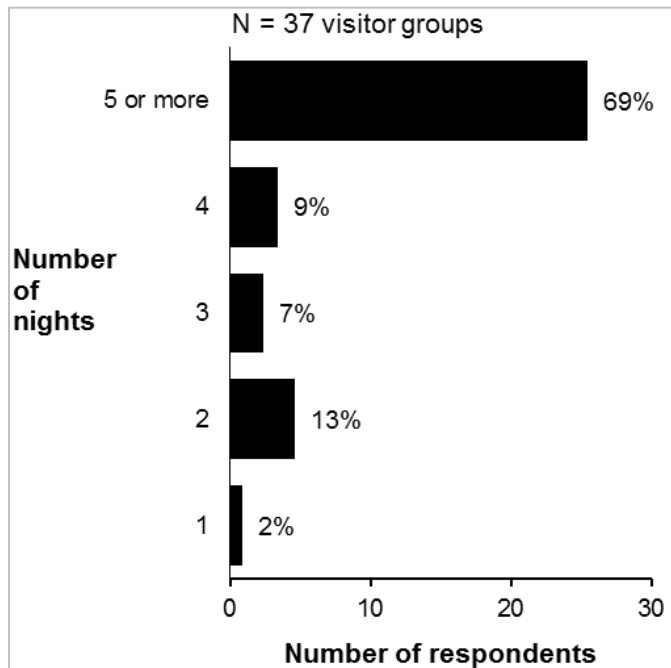


Figure 53. Nights spent camping outside Cape Cod NS.

*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 Cape Cod NS

Results (Figure 54)

- 52% of visitor groups who stayed at lodging in Cape Cod NS stayed for five or more nights.
- 28% of visitor groups who stayed at lodging in Cape Cod NS stayed for two nights.

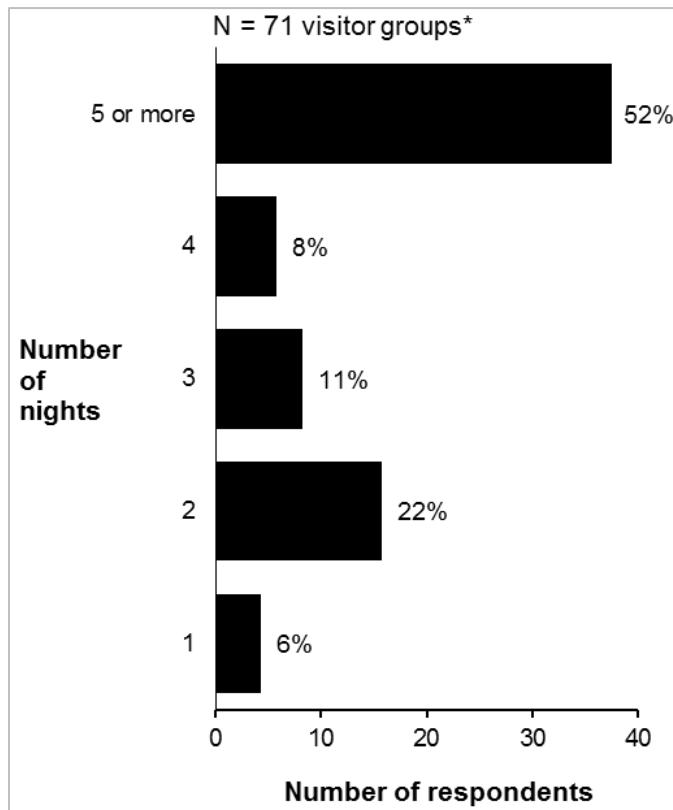


Figure 54. Nights spent in lodging in Cape Cod NS.

*total percentages do not equal 100 due to rounding

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

Lodging Outside Cape Cod NS

Results (Figure 55)

- 52% of visitor groups who stayed at lodging outside Cape Cod NS stayed for five or more nights.
- 17% of visitor groups who stayed at lodging outside Cape Cod NS stayed for two nights.

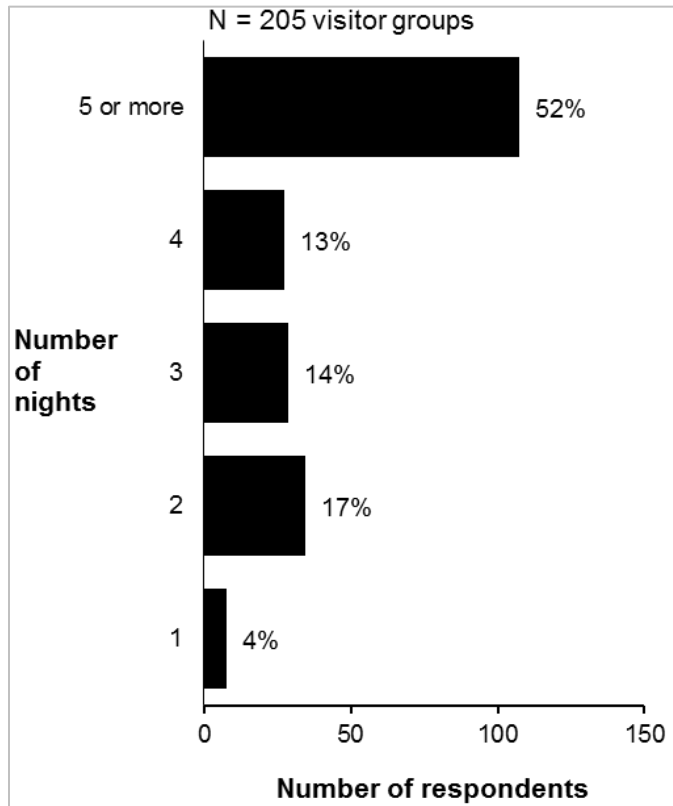


Figure 55. Nights spent in lodging outside Cape Cod NS.

*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 56)

- 55% of visitor groups who stayed overnight at other accommodations stayed for five or more nights.
- 20% of visitor groups who stayed overnight at other accommodations stayed for one or two nights.

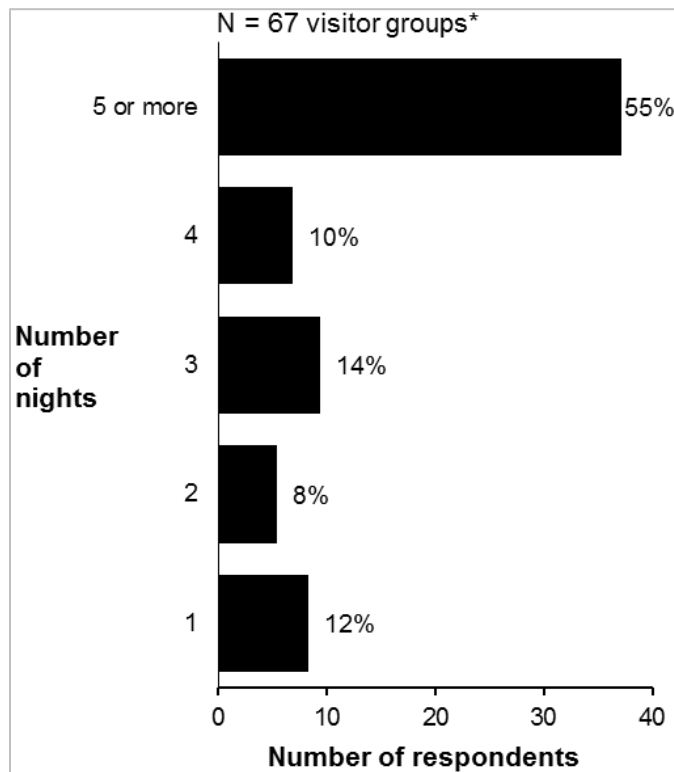


Figure 56. Nights in other accommodations (e.g., friends/relatives).

*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 57)

- 85% of visitors groups did not visit other National Park Service units on their trip away from home.

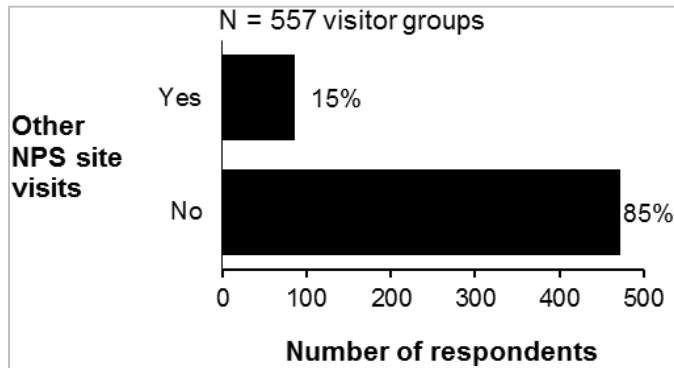


Figure 57. Visited other NPS sites on trip away from home.

*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 13)

- Of those visitor groups that did visit other NPS units on their trip (15%), the most common other NPS units included:
 - Acadia National Park (mentioned 12 times)
 - Arches National Park (mentioned 6 times).

Table 13. Other National Park Service sites visited. N = 27 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Acadia National Park	12
Arches National Park	6
Glacier National Park	5
Boston National Historical Park	3
Other sites	12

*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 Cape Cod NS?

Results

- As shown in Figure 58, the most common activities in which visitor groups participated were:
 - 81% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 60% Walking/short hike
 - 52% Water play
- Of those who responded “Other” (16%), activities in which groups participated included:
 - “Going to the beach”
 - “Relaxing”
 - “Collecting sea shells, sea glass, etc.”

*total percentages do not equal 100 due to rounding

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

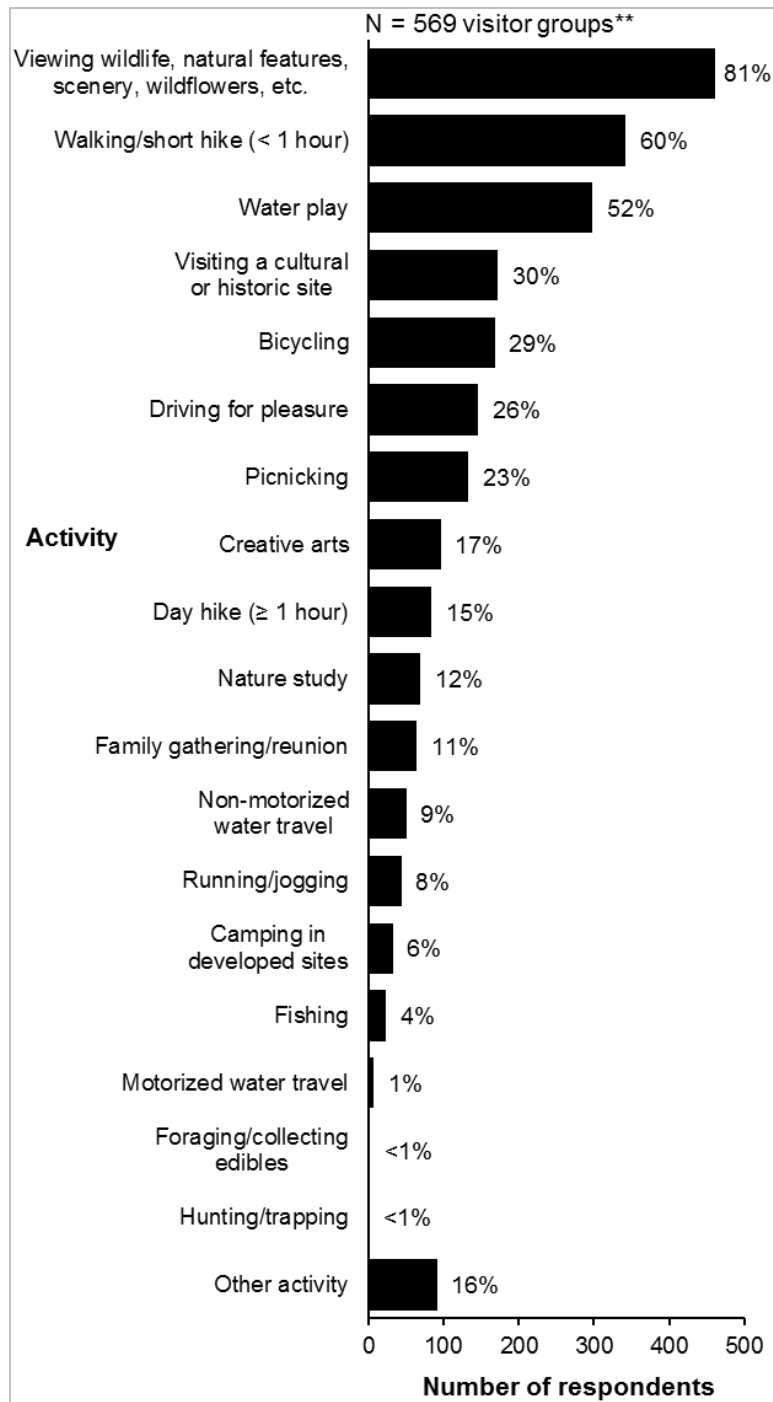


Figure 58. Participation in activities on this trip.

*total percentages do not equal 100 due to rounding

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

Question 12

On this trip, in which of the following activities did you personally participate within Cape Cod NS?

Results (Table 14)

- As shown in Table 14, of visitors who participated in non-motorized water travel, specific activities included:
 - “Kayaking” (mentioned 15 times)
 - “Canoeing” (mentioned 4 times)

Table 14. Non-motorized water travel activities. N = 22 comments. Some visitor groups may have made more than one comment.

Activity	Frequency of times mentioned
Kayaking	15
Canoeing	4
Stand-up paddle boarding	3

*total percentages do not equal 100 due to rounding

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

Question 12

On this trip, in which of the following activities did you personally participate within Cape Cod NS?

Results (Table 15)

- As shown in Table 15, of visitors who participated in motorized water travel, specific activities included:
 - “Boating” (mentioned 2 times)
 - “Whale watch” (mentioned 1 time)

Table 15. Motorized water travel activities. N = 3 comments. Some visitor groups may have made more than one comment.

Activity	Frequency of times mentioned
Boating	2
Whale watch	1

*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 Cape Cod NS on the day you were contacted for this survey?

Results

- As shown in Figure 59, the most common primary activities listed by visitor groups were:
 - 25% Water play
 - 22% Viewing wildlife, natural features, scenery, wildflowers, etc.
- Of those who responded “Other” (<1%), activities specified included:
 - “Beach activities”
 - “Bonfire”
 - “Visiting the bookstore”
- 20% 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

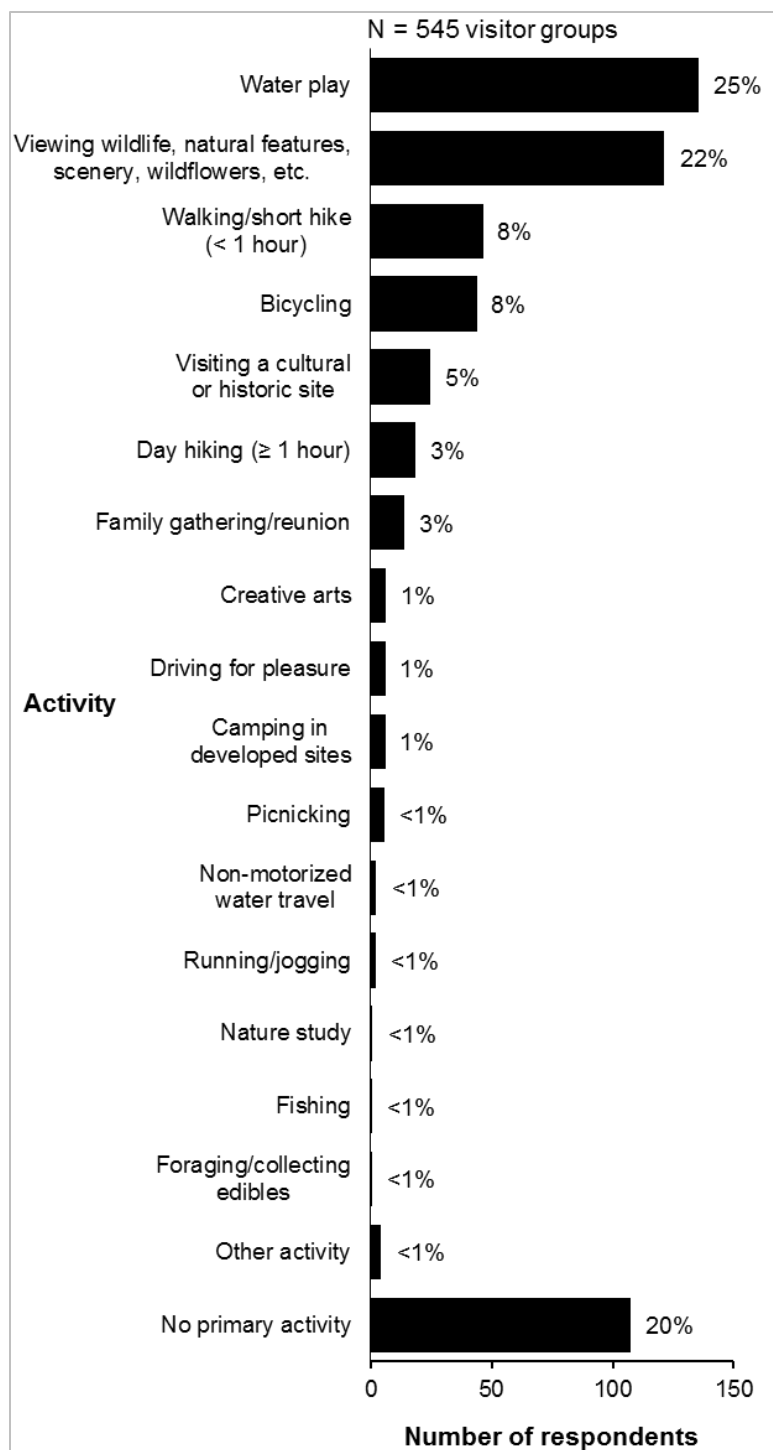


Figure 59. Primary activity on this trip to Cape Cod NS.

*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 Cape Cod NS?

Results (Figure 60)

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

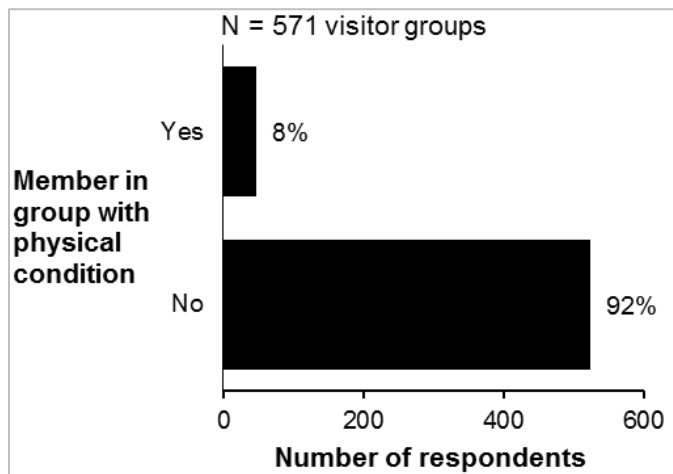


Figure 60. Visitors with physical conditions.

*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/hiking” was the most frequently mentioned (mentioned 21 times) activity in which members of visitor groups had difficulty participating.

Table 16. Activities/services/facilities difficult to participate in/access. N = 38 comments. Some visitor groups may have made more than one comment.

Activity, service, or facility	Frequency of times mentioned
Walking/hiking	21
Stairs	14
Swimming	2
Other comments	3

*total percentages do not equal 100 due to rounding

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

Question 18c

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

Results (Figure 61)

- Of visitor groups that had at least one member with a physical condition, the member(s) had specific difficulties with:
 - 82% Mobility
 - 4% Hearing
- Of those who responded “Other” (13%), specific difficulties included:
 - “Sensory issues”

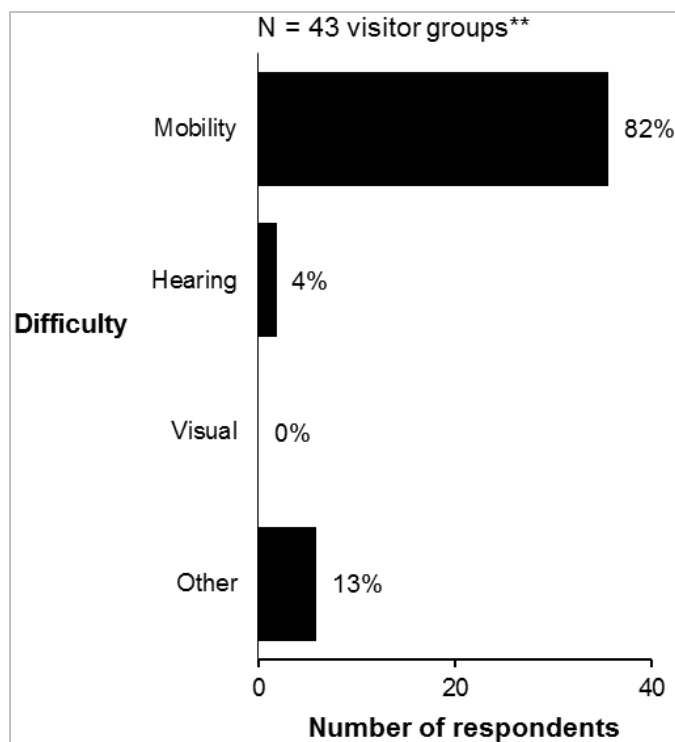


Figure 61. Specific difficulties had by visitor group member(s).

*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 Cape Cod NS?

Results

- As shown in Figure 62, the most common programs and services in which visitor groups participated were:
 - 67% Going to the Visitor Center
 - 42% Talking informally with a ranger
 - 42% Reading the park brochure or newspaper
- Of those who responded “Other” (1%), programs and services included:
 - “Obtaining a bonfire permit”
 - “Truro Lighthouse tour”
 - “Visiting the museum”

*total percentages do not equal 100 due to rounding

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

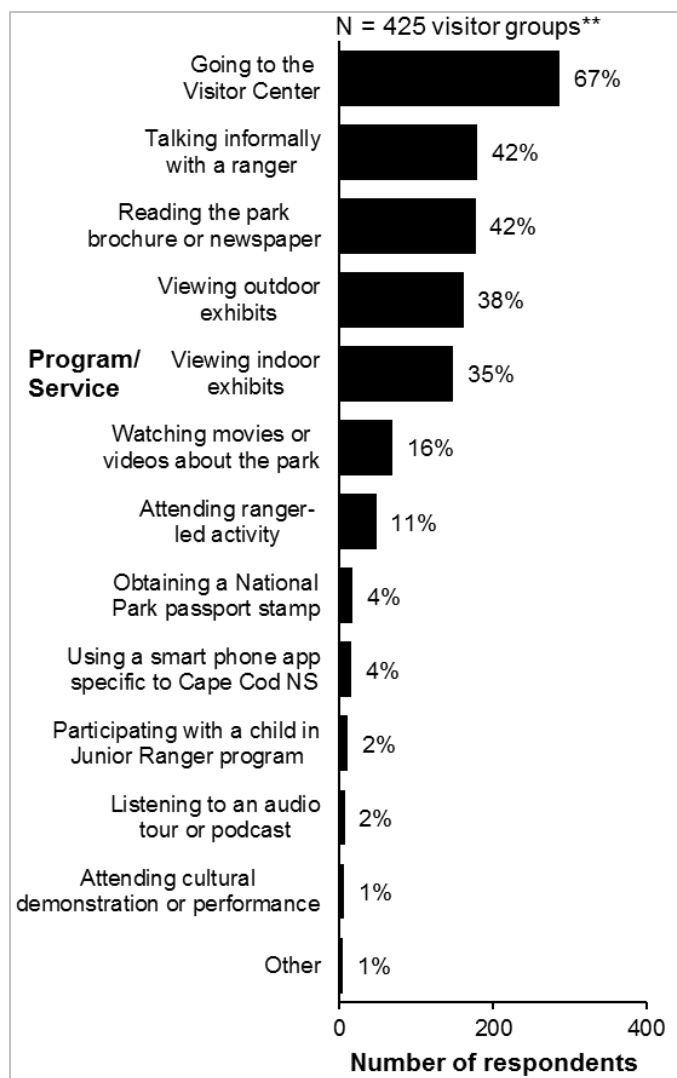


Figure 62. Participation in programs and services.

*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 Cape Cod NS, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?

Results (Figure 63)

- 67% of visitors learned did not learn something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

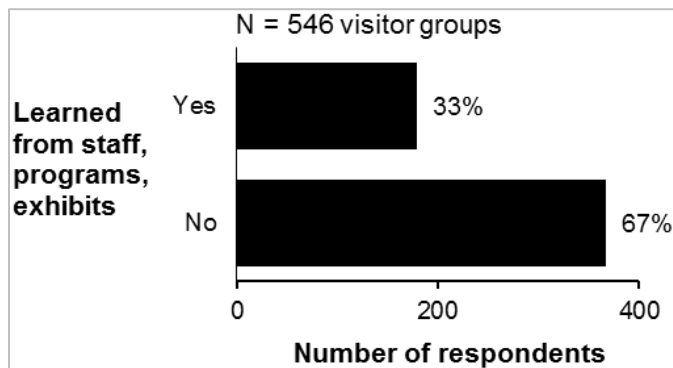


Figure 63. Visitors who learned something from park staff, programs, and/or exhibits.

*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.
- Subjects related to natural resources were most frequently mentioned:
 - “Wildlife” was the subject mentioned most frequently (mentioned 73 times).
 - “History” was mentioned second most frequently (mentioned 49 times).
 - “Lighthouses” was mentioned 22 times.

Table 17. Subjects learned. N = 222 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Wildlife	73
History	49
Lighthouses	22
Nature	19
Native American culture	12
Erosion	9
Water safety	5
Tides	4
Other	29

*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 Cape Cod NS in the future, are there specific subjects you would like to learn about?

Results (Figure 64)

- 69% of visitors did not have specific subjects they would like to learn about on a future visit to Cape Cod NS.

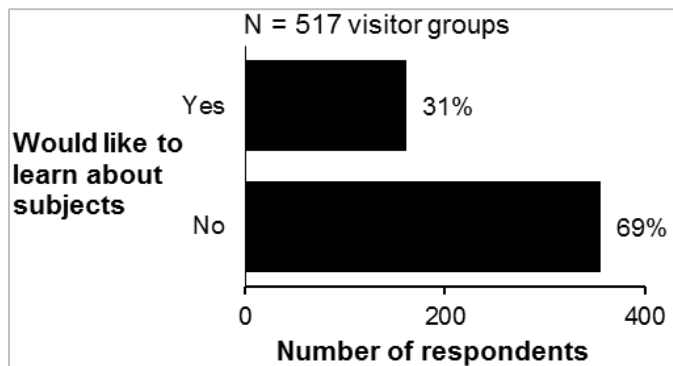


Figure 64. Visitors who would like to learn about specific subjects on future visits.

*total percentages do not equal 100 due to rounding

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

Question 16

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

Results (Table 18)

- Table 18 shows the subjects visitors would like to learn about on future visits to Cape Cod NS:
 - *“Wildlife” was the subject mentioned most frequently (mentioned 36 times).*
 - *“Marine wildlife” was mentioned second most frequently (mentioned 33 times).*
 - *“History” was mentioned 25 times.*

Table 18. Subjects visitors would like to learn. N = 217 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Wildlife	36
Marine Wildlife	33
History	25
Beach Erosion	18
Nature	15
Plant life	11
Preservation	10
Historic buildings	8
Native American culture	7
Climate change	7
Ocean	6
Hiking	5
Astronomy	4
Culture	4
Ecology	4
Beaches	2
Other Comments	24

*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 65)

- 99% of visitor groups did not have any members who purchased a package tour.

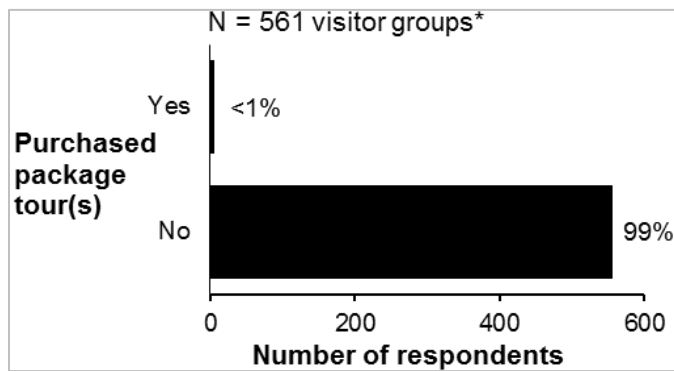


Figure 65. Visitor groups with member(s) who purchased packaged tour(s).

*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 66)

- Of the <1% of visitor groups who purchased a package tour:
 - 54% purchased a package tour with a total length of two days.
 - 30% purchased a package tour with a total length of three days or more.
 - The average total length of package tours purchased was 2.4 days.

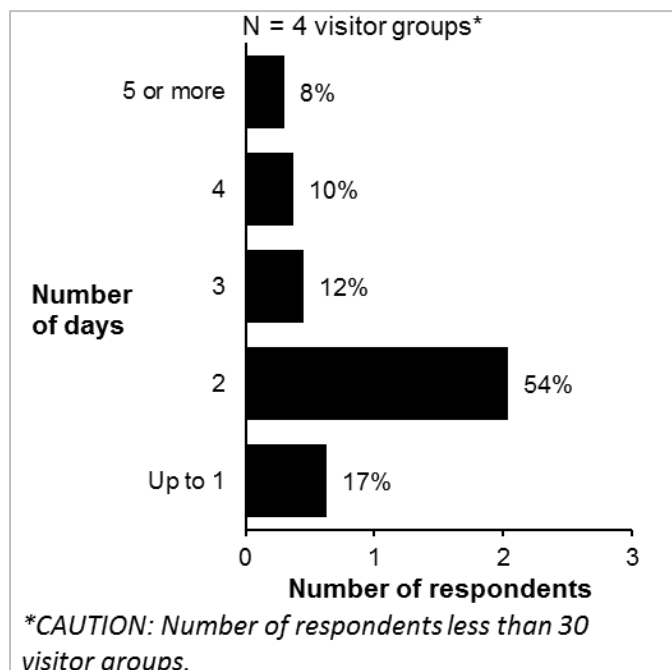


Figure 66. Total length of package tour(s) purchased by at least one group member.

*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 67)

- Of the <1% of visitor groups who purchased a package tour:
 - Both visitor groups purchased a package tour(s) with a total cost of \$700 per person.

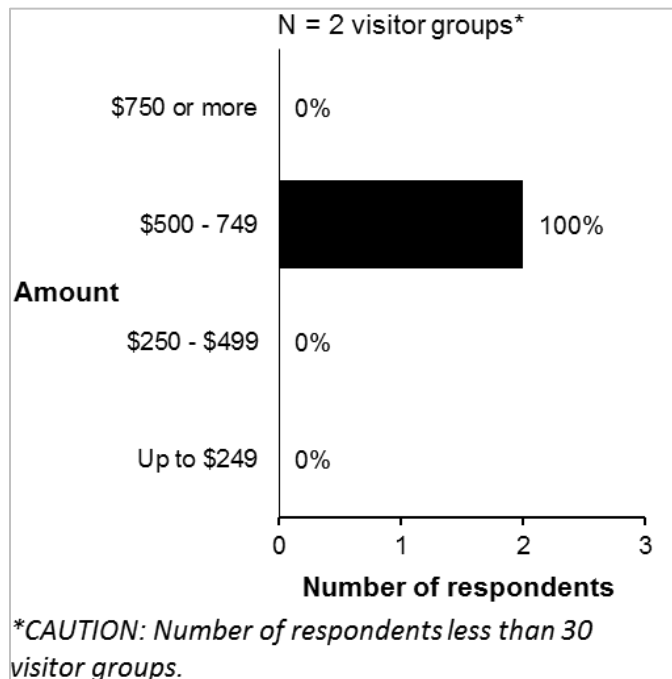


Figure 67. Total cost per person for package tour(s) purchased by at least one group member.

*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 68)

- Of the <1% of visitor groups who purchased a package tour:
 - 77% were on a package tour with two people.
 - 23% were on a package tour with five or more people.

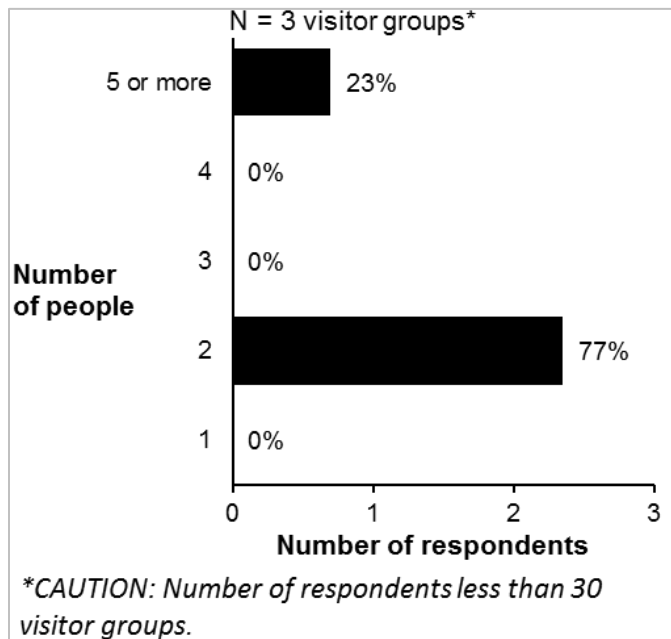


Figure 68. Number of group members on package tour(s) purchased by at least one group member.

*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 Cape Cod NS and the nearby area (within the shaded area of the map on p. 12)?

Results (for the <1% of visitor groups who purchased a package tour)

- As shown in Figure 69, the most common items that were included in package tours purchased were:
 - 69% Meals
 - 46% Local lodging
 - 46% Local ground transportation

*total percentages do not equal 100 due to rounding

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

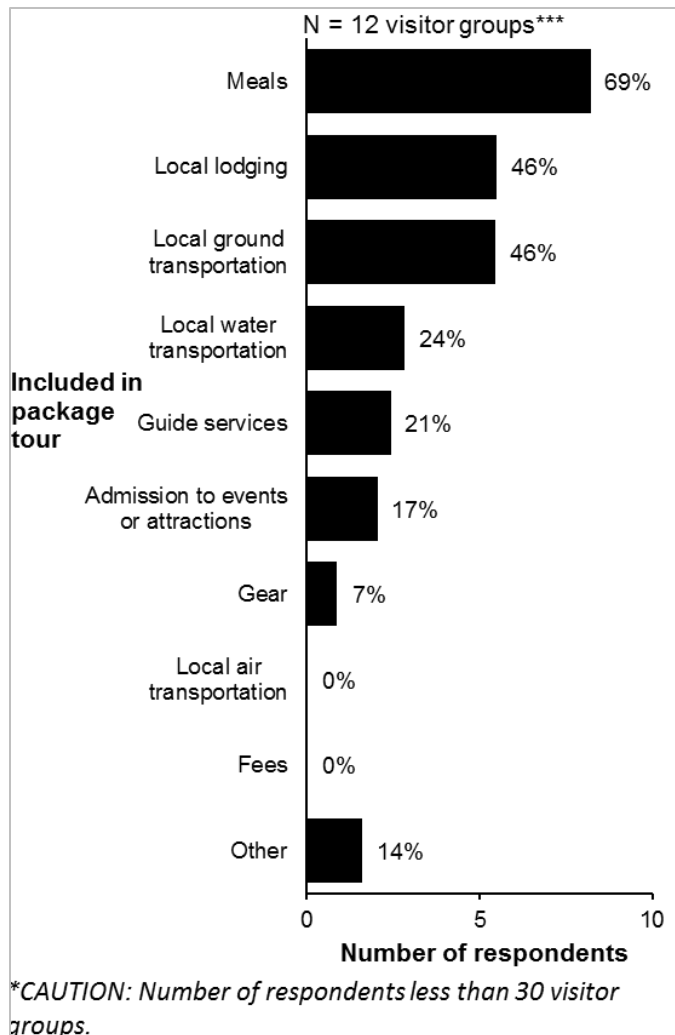


Figure 69. Items included in package tour(s) purchased by at least one group member.

*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 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 Cape Cod NS and within the nearby area (within the shaded area of the map on p. 12) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

Note: Residents living with the highlighted area of the map should only include expenditures that were directly related to this trip in Cape Cod NS.

See Figure 14 or Appendix 2 for map.

Results – group expenditures excluding package tour expenses (Figure 70)

- 52% of visitor groups spent \$1 to \$1,000.

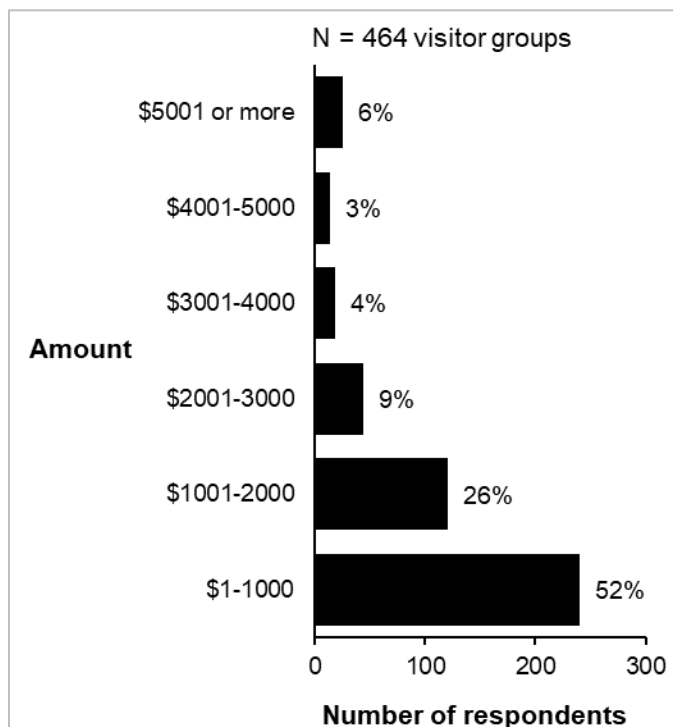


Figure 70. Total expenditures inside the park and in nearby area.

*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 Cape Cod NS and within the nearby area (within the shaded area of the map on p. 12) during your time in the nearby area.

See Figure 14 or Appendix 2 for map.

Results (Figure 71)

- Percentages of group expenditures (excluding package tour expenses):
 - 35% Specialty lodging
 - 19% Restaurants/bars
 - 14% Hotels, motels, resorts
 - 10% Groceries/convenience foods

*total percentages do not equal 100 due to rounding

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

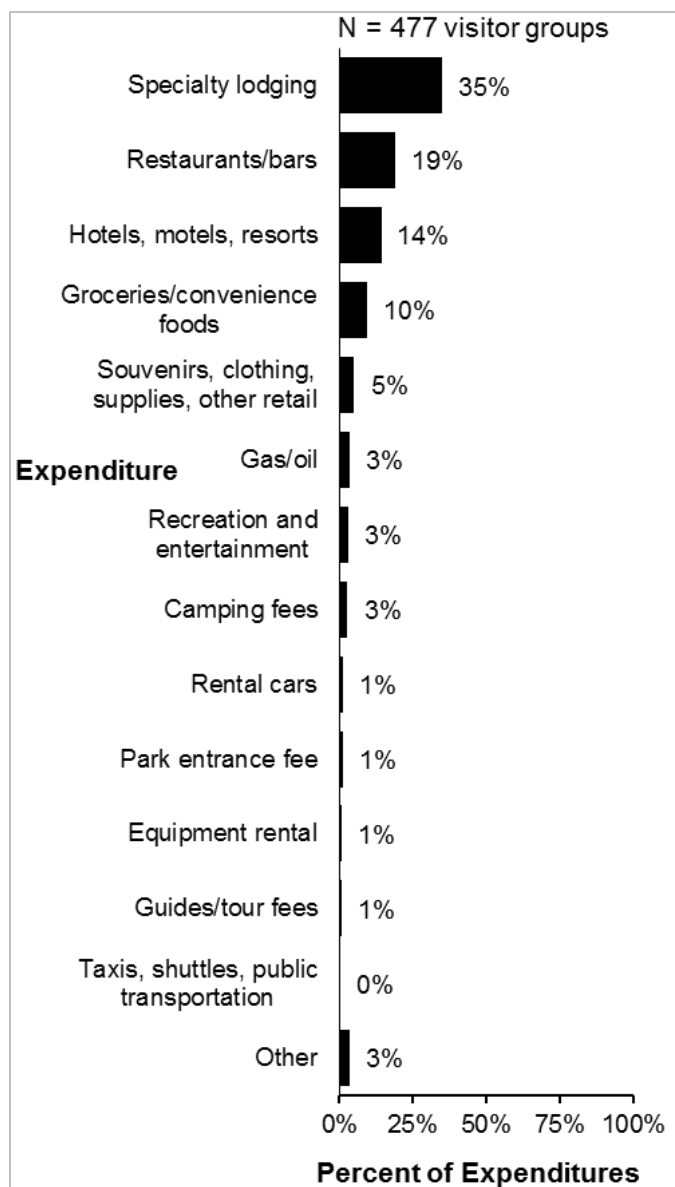


Figure 71. Percentages of total expenditures within Cape Cod NS and nearby area.

*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 72)

- 46% of visitor groups had two members covered by expenses.
- 31% of visitor groups had four or more members covered by expenses.

See Appendix 1 for more details.

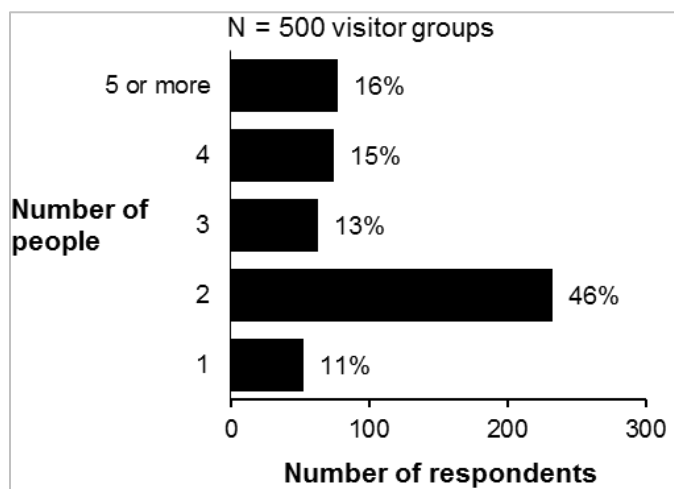


Figure 72. Visitors covered by expenses.

*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 73)

- 62% of visitor groups had two adults covered by expenses.
- 24% of visitor groups had three or more adults covered by expenses.

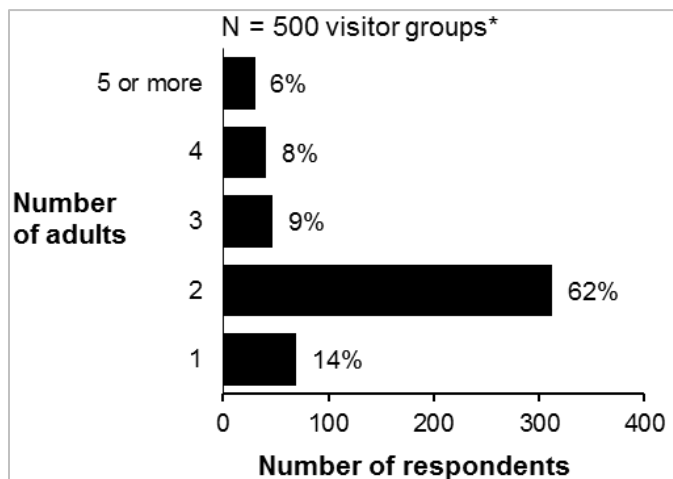


Figure 73. Adults covered by expenses.

*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 74)

- 34% of visitor groups had two children covered by expenses.
- 24% of visitor groups had one child covered by expenses.

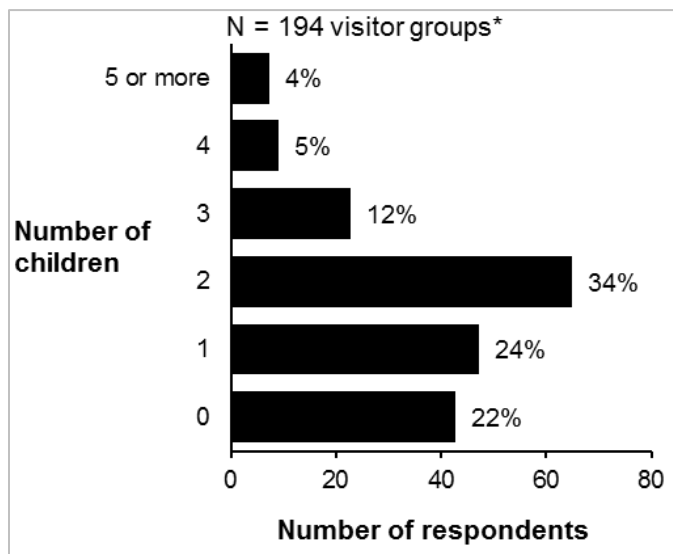


Figure 74. Children covered by expenses.

*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 75)

- 59% of visitor groups had two people split trip expenses.
- 22% of visitor groups did not split the expenses.

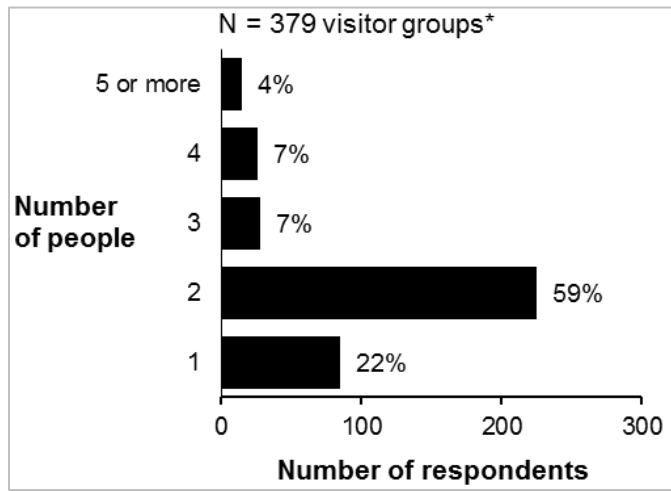


Figure 75. Sharing of expenses in visitor group.

*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 76)

- 68% of visitor groups spent \$1-\$1000 on additional expenses outside of the park and nearby area.
- 25% of visitor groups spent no additional money outside of the park and nearby area.

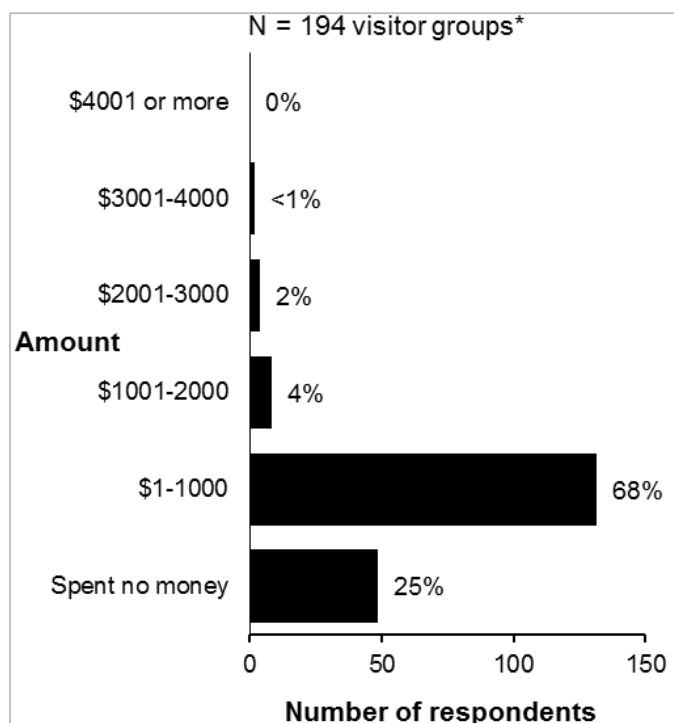


Figure 76. Total expenditures outside of park and nearby area.

*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 Cape Cod NS

Question 19

What did you like most about your visit to Cape Cod NS (open-ended)?

Results (Table 19)

- Table 19 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - “Beaches” (mentioned 169 times)
 - “Natural beauty” (mentioned 166 times)
 - “Ocean” (mentioned 58 times)

Table 19. Aspects liked most about visit. N = 874 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Beaches	169
Natural beauty	166
Ocean	58
Staff friendly/helpful	44
Cleanliness	43
Marine wildlife	42
Biking	36
Nature	28
Access to park	26
Solitude	22
Preservation	20
Wildlife	20
Activities	20
Avoiding crowds	17
Relaxing	17
Swimming	16

*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 liked most about visit. N = 874 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Lighthouses	12
Everything	11
History	9
Visitor Center	9
Food options	8
Time w/family	8
Facilities	7
Trails	7
Hiking	7
Weather	6
Well-managed	5
Ponds	4
Provincetown	3
Time w/friends	3
Information accessible	3
Other Comments	27

*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 Cape Cod NS

Question 20

What did you like least about your visit to Cape Cod NS (open-ended)?

Results (Table 20)

- Table 20 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - “Crowded” (mentioned 49 times)
 - “Traffic” (mentioned 47 times)
 - “Restrooms” (mentioned 34 times)

Table 20. Aspects least liked about visit. N = 355 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Crowded	49
Traffic	47
Restrooms	34
Parking	25
Weather	21
Fees	18
Stairs	18
Smoking	12
Food options	9
Needed more time	9
Beach access	8
Signage	8
More information needed	7
No cell service	6
Insects	5
Noise	5
Seals taking over beaches	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 20 (continued). Aspects least liked about visit. N = 355 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Access to drinking water	3
RVs in parking lots	3
Non-scheduled closings	3
Erosion	3
Other Comments	58

*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 Cape Cod NS

Question 21

Did your visit to Cape Cod NS, on this trip, meet your expectations?

Results (Figure 77)

- 95% of visitor groups had their expectations met during their visit to Cape Cod NS, on this trip.

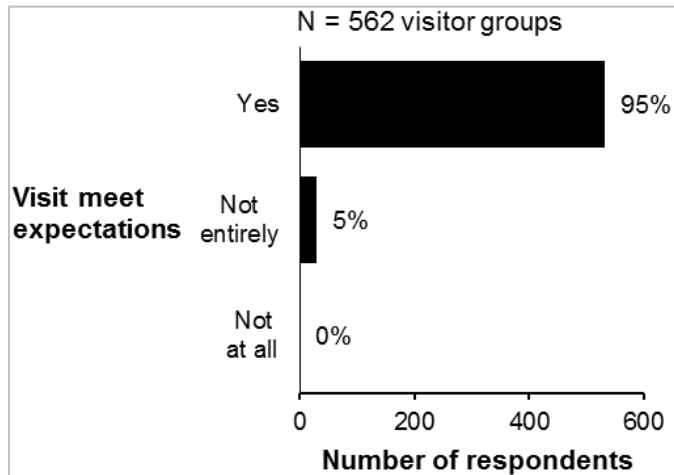


Figure 77. Meeting of expectations for visit on this trip.

*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' expectation were "not entirely" met:
 - "Weather" was the reason mentioned most frequently (mentioned 7 times).
 - "Crowding" was the second most mentioned reason (mentioned 4 times).

Table 21. Reasons expectations were "not entirely" met. N = 23 comments. Some visitor groups may have made more than one comment.

Reason	Frequency of times mentioned
Weather	7
Crowding	4
Restrooms closed	3
Dissatisfied with maintenance	3
Beach closures & use restrictions	3
Other comments	6

*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 Cape Cod NS to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Cape Cod NS 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 78)

- Figure 78 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:
 - 32% Send/receive text message
 - 29% Make/receive cell phone call
- Of those who responded “Other” (N = 85), uses included:
 - “Get directions”
 - “Emergency communications”

*total percentages do not equal 100 due to rounding

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

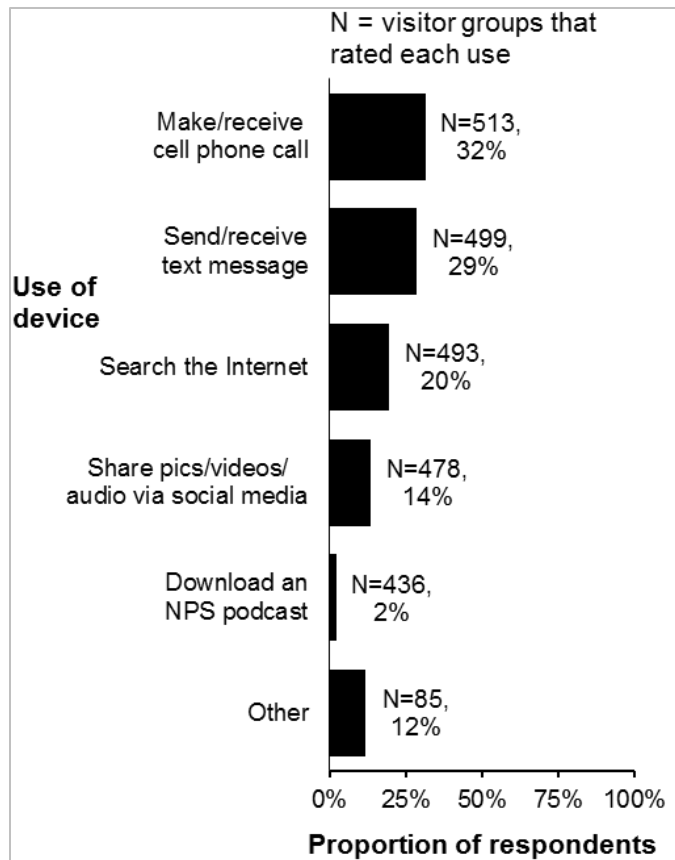


Figure 78. Importance of using personal electronic devices.

*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 Cape Cod NS to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Cape Cod NS 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 79)

- Figure 79 shows the combined proportions of “very good” and “good” ratings for quality of service required use a personal electronic device.
- The uses that received the highest combined proportions of “very good” and “good” ratings for quality of service required were:
 - 43% Send/receive text message
 - 40% Search the Internet
- Of those who responded “Other” (N = 33) uses included:
 - “Get directions”
 - “Emergency communications”

*total percentages do not equal 100 due to rounding

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

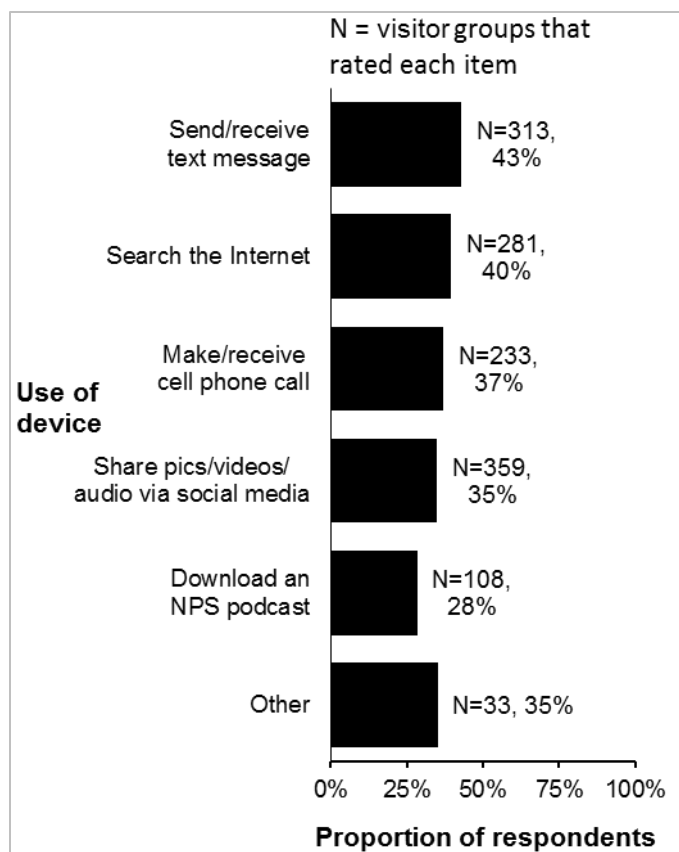


Figure 79. Quality of service required to use personal electronic devices.

*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 80 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 average to poor for each use.

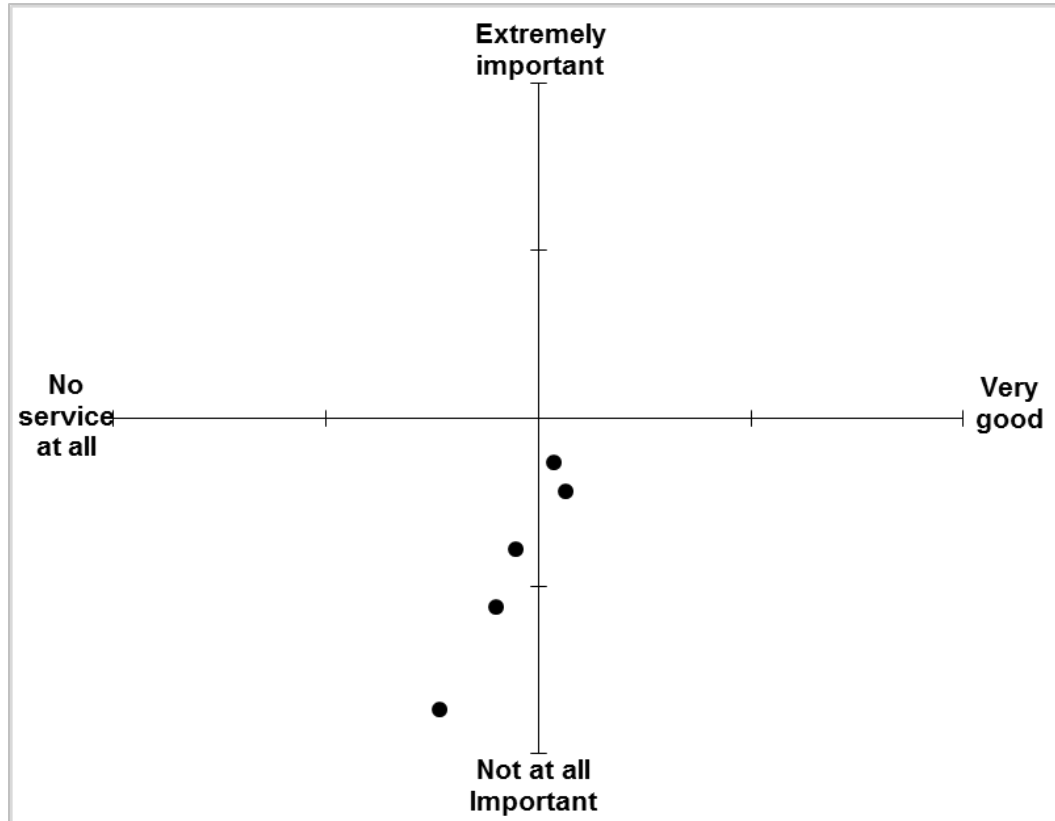


Figure 80. Mean scores for importance and quality ratings for use of personal electronic devices.

*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?

Cape Cod NS is a safe place to visit.

Results (Figure 81)

- 71% of visitor groups strongly agreed that Cape Cod NS is a safe place to visit.
- 26% of visitor groups agreed with this statement.

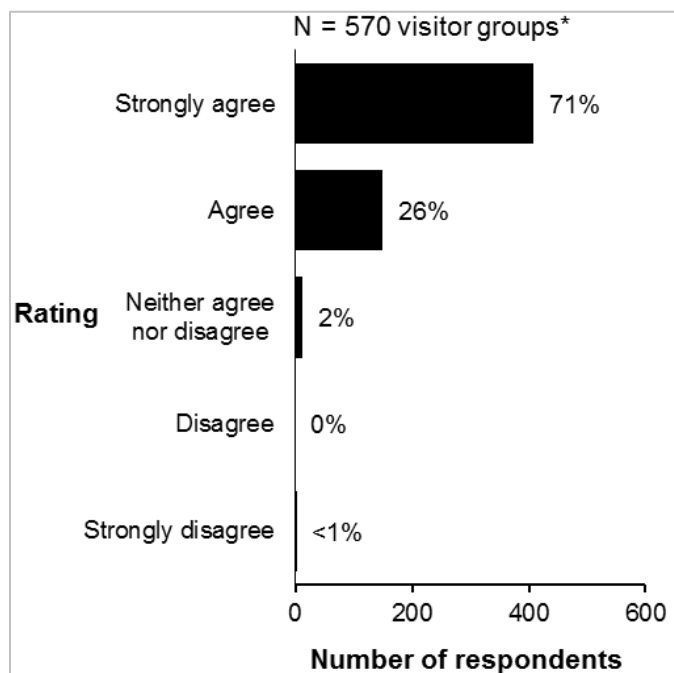


Figure 81. Extent of agreement/disagreement with statement on safety of Cape Cod NS.

*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?

Cape Cod NS is too crowded.

Results (Figure 82)

- 36% of visitor groups neither agreed nor disagreed that Cape Cod NS is too crowded.
- 30% of visitor groups disagreed with this statement.

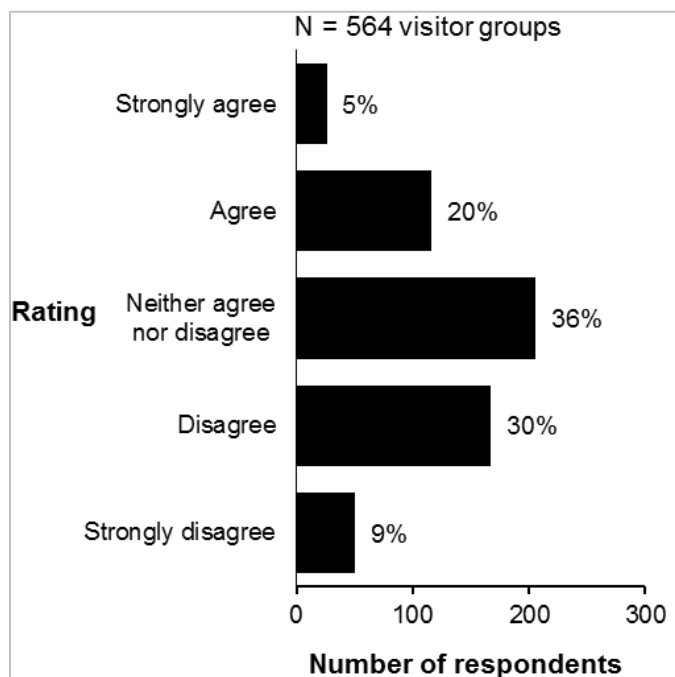


Figure 82. Extent of agreement/disagreement with statement on crowding in Cape Cod NS.

*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 Cape Cod NS are in pristine condition.

Results (Figure 83)

- 53% of visitor groups agreed that natural resources in Cape Cod NS are in pristine condition.
- 24% of visitor groups strongly agreed with this statement.

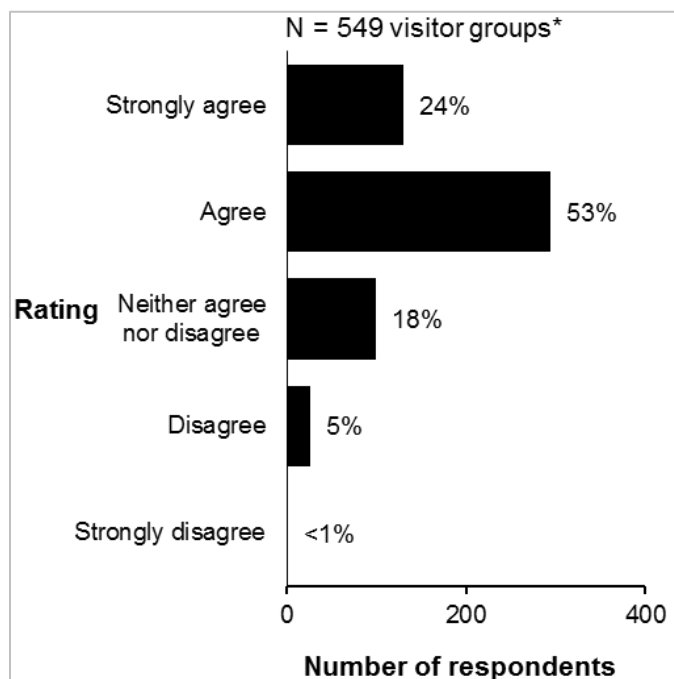


Figure 83. Extent of agreement/disagreement with statement on condition of natural resources in Cape Cod NS.

*total percentages do not equal 100 due to rounding

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

Entrance fee

Question 22

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

The entrance fee for Cape Cod NS is too high.

Results (Figure 84)

- 34% of visitor groups neither agreed nor disagreed that the entrance fee for Cape Cod NS is too high.
- 29% of visitor groups disagreed with this statement.

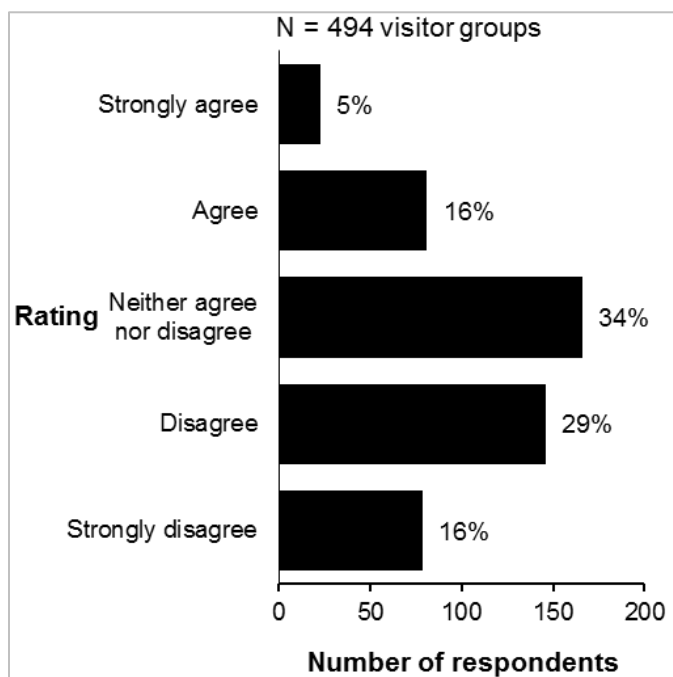


Figure 84. Extent of agreement/disagreement with statement on entrance fee for Cape Cod NS.

*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 Cape Cod NS.

Results (Figure 85)

- 52% of visitor groups agreed that vandalism and crime are not a problem in Cape Cod NS.
- 23% of visitor groups strongly agreed with this statement.

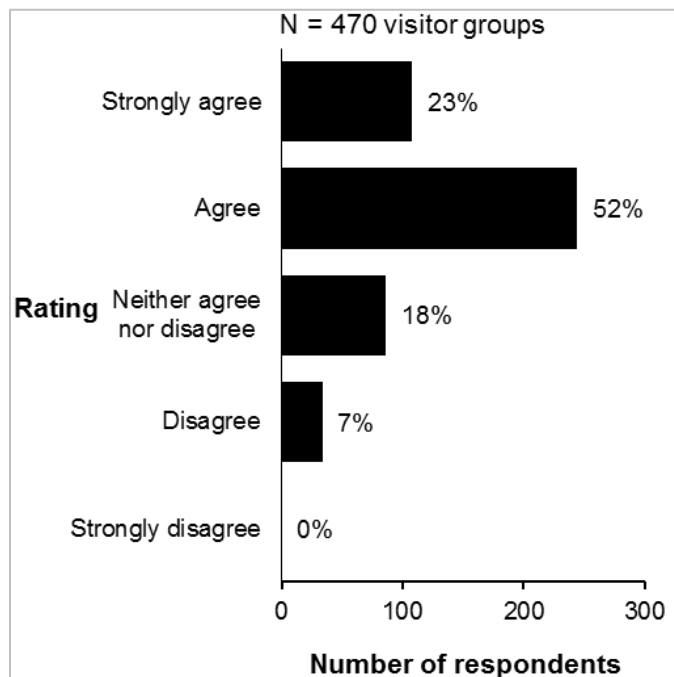


Figure 85. Extent of agreement/disagreement with statement on vandalism and crime in Cape Cod NS.

*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?

Cape Cod NS is not accessible to persons with physical disabilities.

Results (Figure 86)

- 39% of visitor groups neither agreed nor disagreed that Cape Cod NS is not accessible to persons with physical disabilities.
- 33% of visitor groups disagreed with this statement.

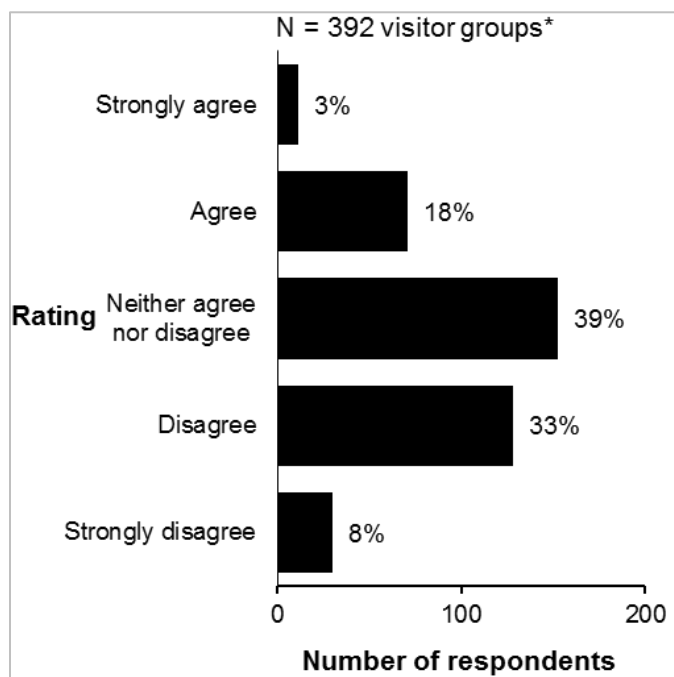


Figure 86. Extent of agreement/disagreement with statement on accessibility of Cape Cod NS.

*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 Cape Cod NS are well maintained/preserved.

Results (Figure 87)

- 59% of visitor groups agreed that historical and cultural features in Cape Cod NS are well maintained/preserved.
- 18% of visitor groups strongly agreed with this statement.

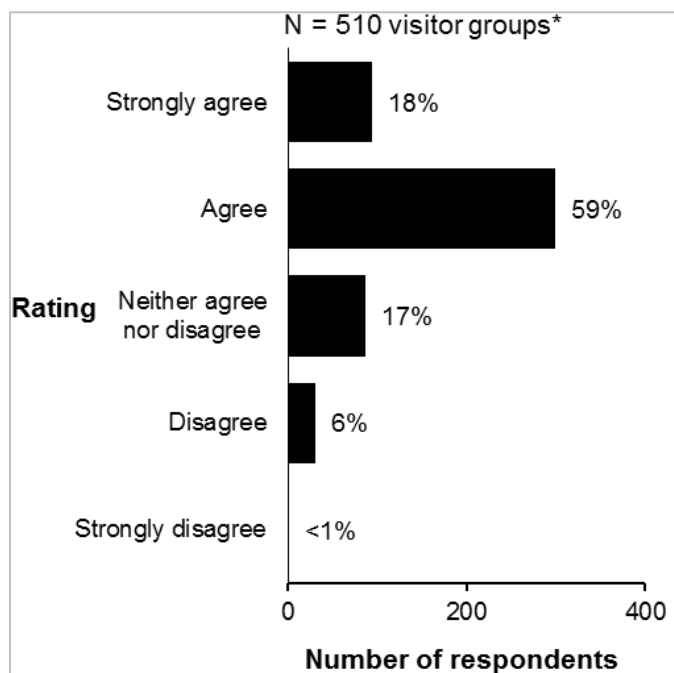


Figure 87. Extent of agreement/disagreement with statement on condition of historical and cultural features in Cape Cod NS.

*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 Cape Cod NS.

Results (Figure 88)

- 41% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at Cape Cod NS.
- 31% of visitor groups neither agreed nor disagreed with this statement.

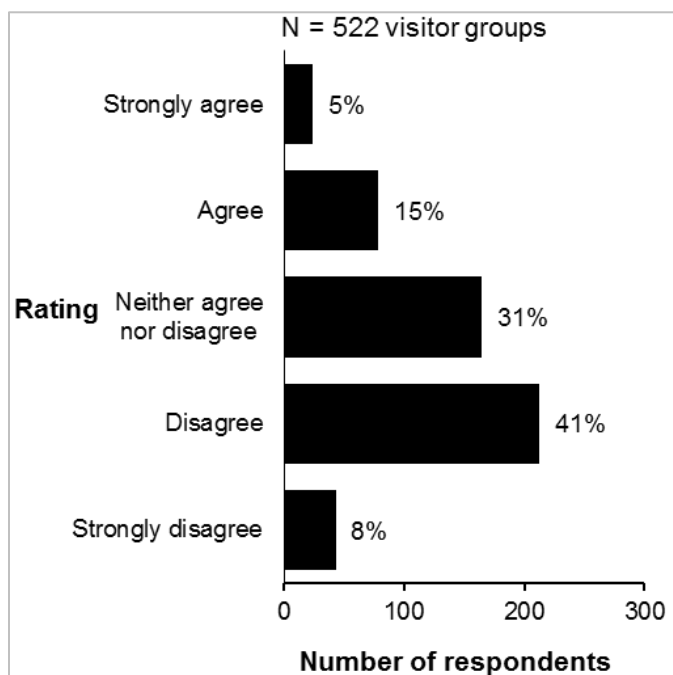


Figure 88. Extent of agreement/disagreement with statement on development of adjacent areas near Cape Cod NS.

*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 22

How would you rate the quality of the facilities, services, and recreational opportunities in Cape Cod NS?

Rating choices:

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

Results (Figure 89)

- Figure 89 shows the combined proportions of “very good” and “good” ratings for facilities, services, and recreational opportunities.
- The facilities, services, and recreational opportunities that received the highest combined proportions or “very good” and “good” ratings were:
 - 95% Visitor center
 - 95% Assistance from park employees
 - 94% Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)
 - 92% Park map or brochure
- The facilities, services, and recreational opportunities that received the lowest combined proportions or “very good” and “good” ratings were:
 - 70% Restrooms
 - 56% Commercial services in the park
- Figure 90 through Figure 101 show 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

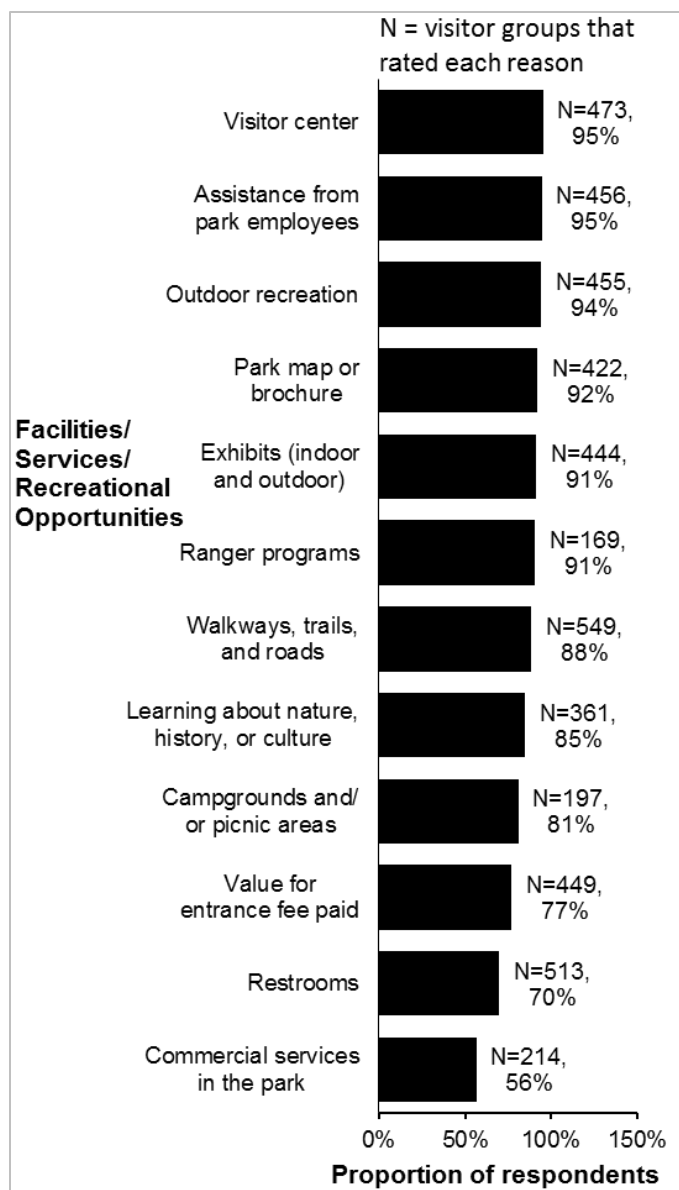


Figure 89. Quality of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

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

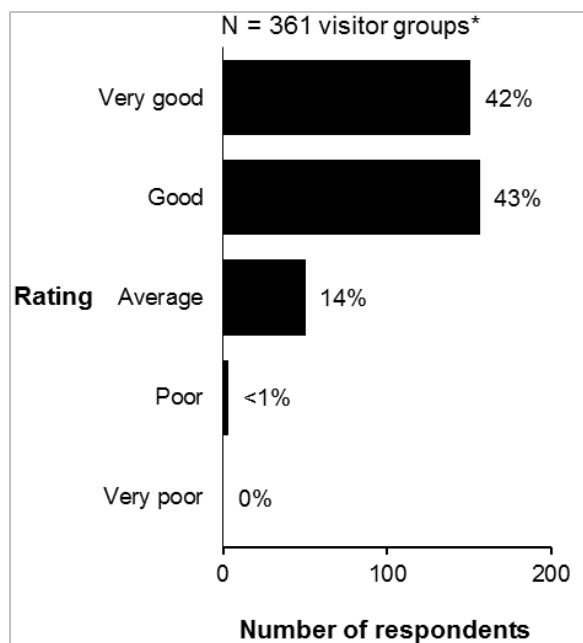


Figure 90. Quality of opportunities to learn about nature, history, or culture.

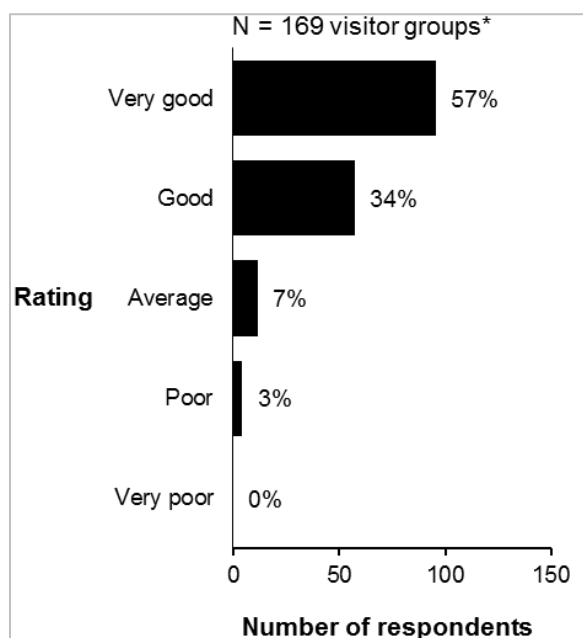


Figure 91. Quality of ranger programs.

*total percentages do not equal 100 due to rounding

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

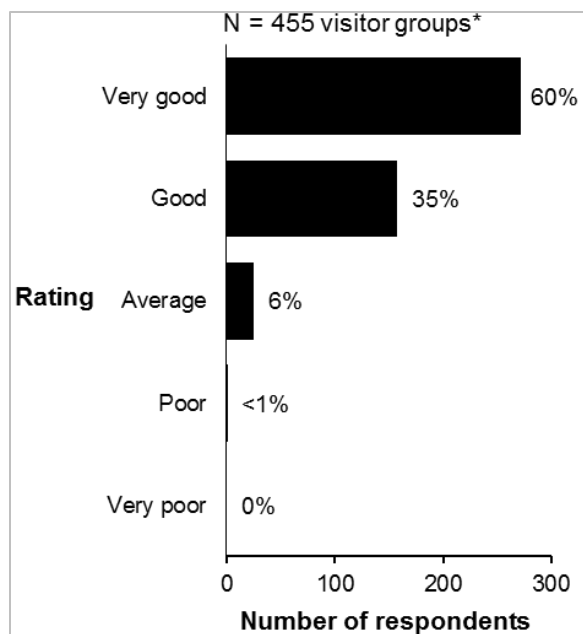


Figure 92. Quality of opportunities for outdoor recreation.

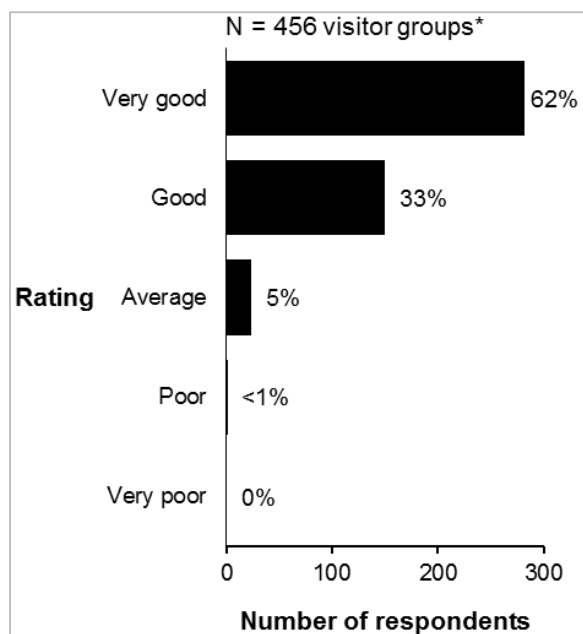


Figure 93. Quality of assistance from park employees.

*total percentages do not equal 100 due to rounding

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

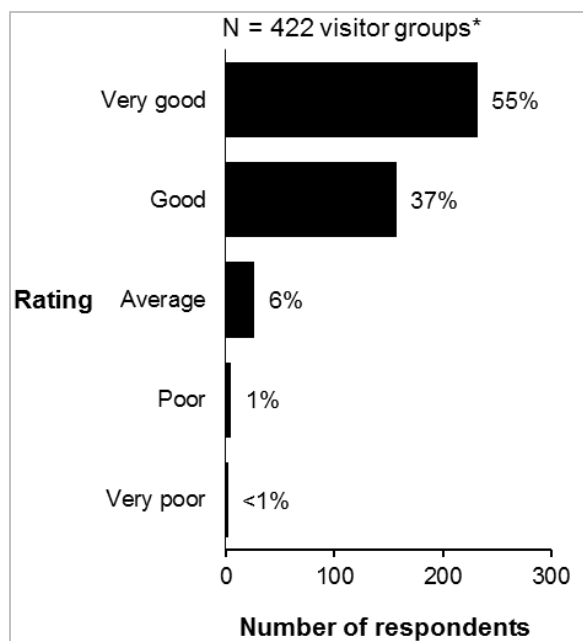


Figure 94. Quality of park map or brochure.

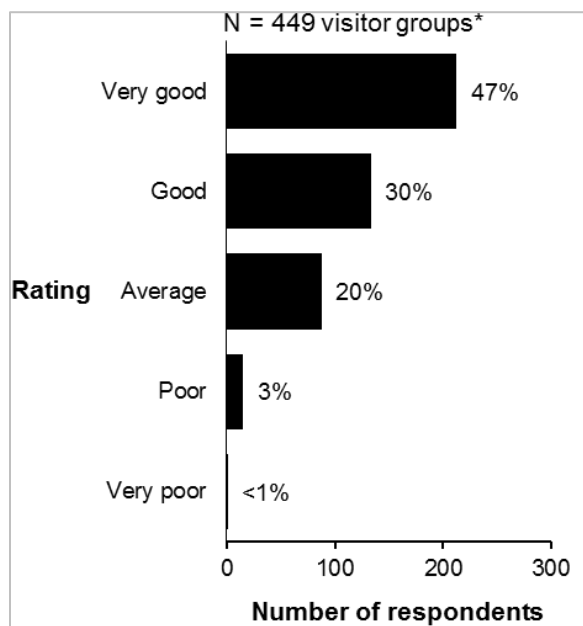


Figure 95. Quality of value for entrance fee paid.

*total percentages do not equal 100 due to rounding

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

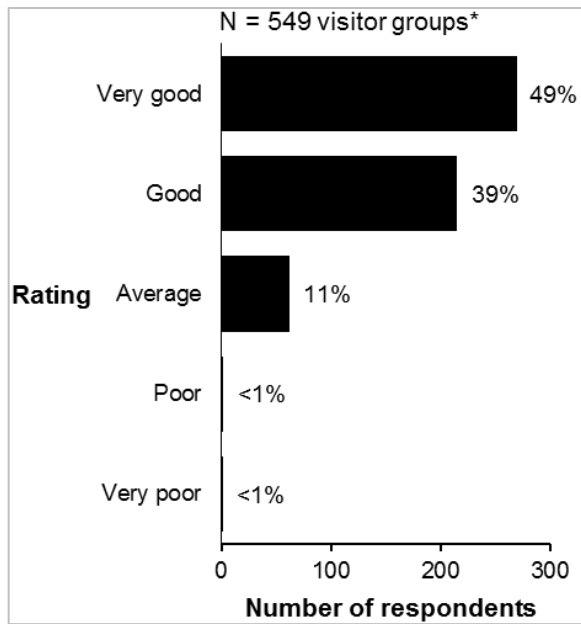


Figure 96. Quality of walkways, trails, and roads.

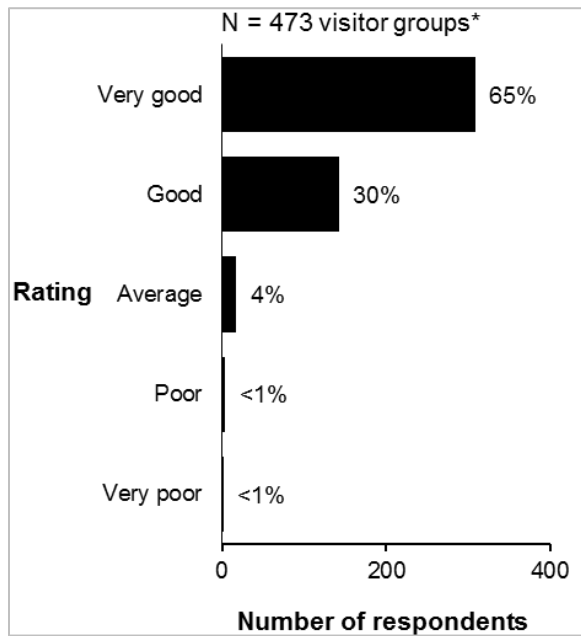


Figure 97. Quality of visitor center.

*total percentages do not equal 100 due to rounding

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

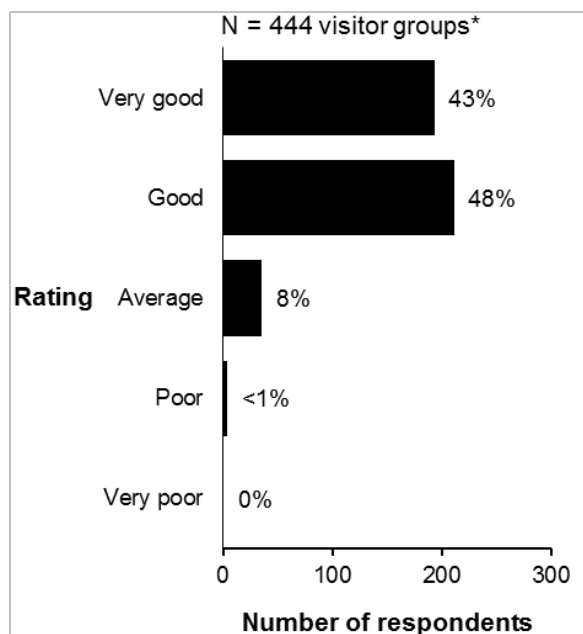


Figure 98. Quality of exhibits (indoor and outdoor).

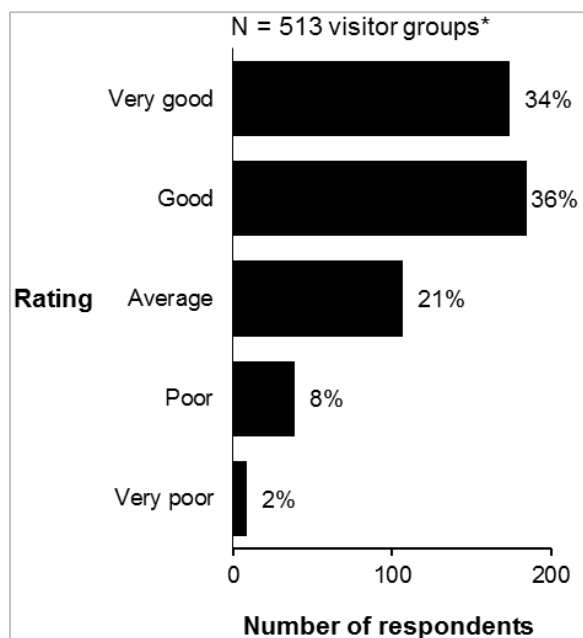


Figure 99. Quality of restrooms.

*total percentages do not equal 100 due to rounding

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

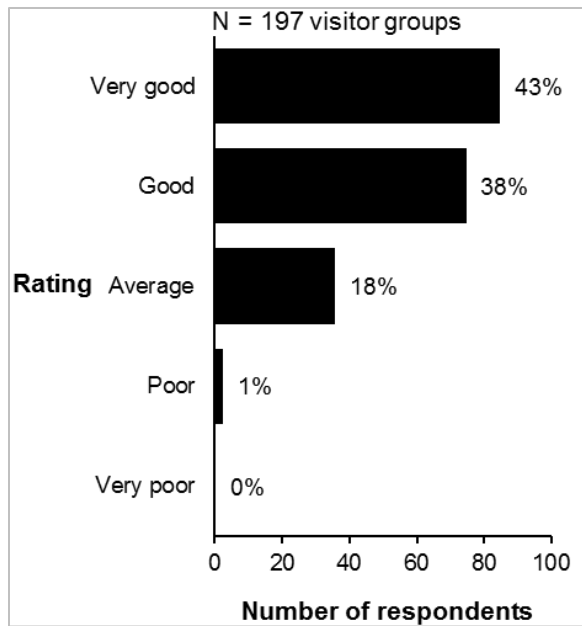


Figure 100. Quality of campgrounds and/or picnic areas.

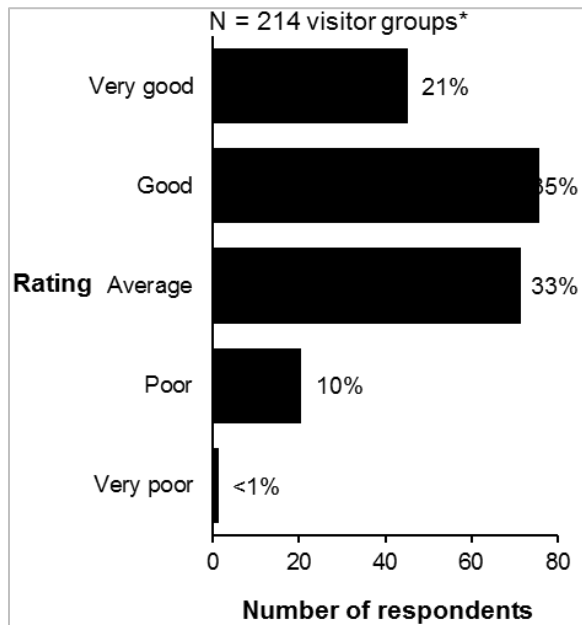


Figure 101. Quality of commercial services in the park.

*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:
 - “Restrooms” (mentioned 26 times)
 - “Food” (mentioned 19 times)
 - “Visitor center” (mentioned 19 times)

Table 22. Services used. N = 127 comments. Some visitor groups may have made more than one comment.

Service	Frequency of times mentioned
Restrooms	26
Food	19
Visitor center	19
Gift shop	14
Parking	9
Ranger programs	7
Assistance from park employees	6
Camping	3
Exhibits	2
Trails	2
Roads	2
Other comments	18

*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 Cape Cod NS?

Results (Figure 102)

- 64% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as “very good”.
- 32% of visitor groups gave an overall rating of “good”.

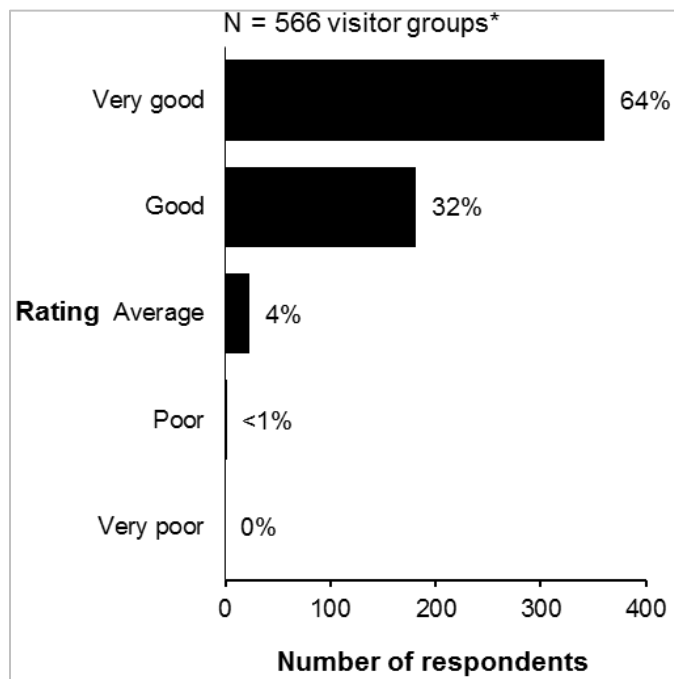


Figure 102. Overall rating of facilities, services, and recreational opportunities.

*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 Cape Cod NS to be. The items most frequently mentioned were:
 - “Preservation” (mentioned 232 times)
 - “National treasure” (mentioned 135 times)
 - “History” (mentioned 115 times)

Table 23. Opinions of national significance of park. N = 725 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
Preservation	232
National treasure	135
History	115
Accessible	50
Nature	40
Access to ocean	22
Whaling/fishing industry	21
Do not know	19
Ecology	14
Recreation	11
Marconi Station	10
Geology	8
Plant life	8
Lighthouses	5
Marine wildlife	5
Educational	5
Other comments	25

*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 Cape Cod NS's facilities, services, or recreational opportunities?

Results (Table 24)

- Table 24 shows additional comments from visitor groups. Most of the comments were positive:
 - “Enjoyed visit” (mentioned 32 times)
 - “Park rangers were friendly/helpful” (mentioned 16 times)

Table 24. Additional comments about facilities, services, or recreational opportunities. N = 388 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Personnel	Park staff helpful and friendly	12
	Park rangers friendly/helpful	10
	Negative experience with park staff	1
Policies/management	Continue to preserve and protect it	11
	More access to walking trails with dogs	3
	Enforce no smoking	3
	Shouldn't charge fees for bikers and walkers	3
	Should be allowed to drive on some parts of beaches	2
	Parks should be free	1
	Better access to beach	1
	Make beach bonfire reservations online	1
	Correct seal situation	1
Interpretive and information services	Excellent park services	6
	Expand/make new movies	2
	Make sure informational signage is readable	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 = 388 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Facilities and maintenance	Park is well-maintained	12
	Repair/fix up old buildings	11
	Repair trails	9
	Better parking options for Coast Guard beach	6
	Bathrooms are clean	5
	Bathrooms should be left open during off season	5
	Beach is too rocky	4
	Update the bathrooms	4
	Need better maintenance	2
	Facilities are clean	1
	Need to sweep walkways more regularly	1
	More handicap access	1
	Repair bike paths	1
General comments	Enjoyed visit	41
	Thank you	38
	Love CCNS!	31
	Enjoy the park	24
	Keep up the good work	20
	We visit often	20
	Park is beautiful	12
	Continue to preserve and protect it	11
	Don't change anything	6
	Good job	2
	Grateful for the resource	1
	Park is great resource	1
	Other comments	57

*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	578	2.30	2	1.29
Q01	Number of children in group	172	1.97	2	1.03
Q01	Group size	578	2.85	2	1.77
Q03	Number of people per vehicle	449	2.22	2	1.42
Q04	Number of hours traveled to get from home to park	551	6.33	4	16.77
Q04	Number of miles traveled to get from home to park	488	346.94	150	629.19
Q06	Number of days entering/reentering the park	542	5.86	2	26.34
Q07	Number of hours in the park	286	4.66	4	3.56
Q07	Number of days in the park	267	6.92	4	12.08
Q10	Importance to visit at NPS site	515	2.80 ³	3	1.38
Q10	Importance to spend time with friends/family	542	1.92	1	1.27
Q10	Importance to view wildlife or natural scenery	551	1.92	2	1.04
Q10	Importance to get physical exercise	550	2.44	2	1.22
Q10	Importance to relax	552	1.72	2	0.87
Q10	Importance to learn more about American history and culture	518	3.55	4	1.23
Q10	Importance to learn more about nature	524	3.07	3	1.22
Q10	Importance to attend a special event	474	4.58	5	1.03

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
Q10	Importance to hear the sounds of nature/quiet	543	2.37	2	1.27
Q10	Importance to experience solitude	527	2.90	3	1.43
Q10	Importance to be outdoors	555	1.57	1	0.77
Q10	Importance to view dark night sky/stars	519	3.60	4	1.51
Q10	Importance of "other"	115	2.78	2	1.84
Q17	Importance of being able to use personal electronic devices to make/receive cell phone call	526	3.28 ⁴	3	1.39
Q17	Quality of being able to use personal electronic devices to make/receive cell phone call	359	2.94 ⁵	3	1.23
Q17	Importance of being able to use personal electronic devices to send/receive text message	514	3.45	3	1.41
Q17	Quality of being able to use personal electronic devices to send/receive text message	336	2.89	3	1.23
Q17	Importance of being able to use personal electronic devices to search the internet	502	3.79	4	1.32
Q17	Quality of being able to use personal electronic devices to search the internet	289	3.12	3	1.30
Q17	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	497	4.14	5	1.23
Q17	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	242	3.22	3	1.32

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.

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 download an NPS podcast	449	4.73	5	0.65
Q17	Quality of being able to use personal electronic devices to download an NPS podcast	109	3.46	3	1.34
Q17	Importance of being able to use personal electronic devices to "other"	89	4.41	5	1.29
Q17	Quality of being able to use personal electronic devices to "other"	34	3.15	3	1.44
Q22	Cape Cod NS is a safe place to visit	569	1.31 ⁶	1	0.52
Q22	Cape Cod NS is too crowded	559	3.18	3	1.01
Q22	Natural resources in Cape Cod NS are in pristine condition	552	2.05	2	0.78
Q22	The entrance fee for Cape Cod NS is too high	500	3.36	3	1.08
Q22	Vandalism and crime are not a problem in Cape Cod NS	466	2.10	2	0.83
Q22	Cape Cod NS is not accessible to persons with physical disabilities	390	3.24	3	0.94
Q22	Historic and cultural features in Cape Cod NS are well maintained/preserved	515	2.12	2	0.77
Q22	Development of adjacent areas detracts from visitors' experiences at Cape Cod NS	515	3.32	3	0.98
Q23	Quality of visitor center	458	1.41 ⁷	1	0.63
Q23	Quality of exhibits	446	1.67	2	0.67

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

⁷ Question 23 and 24 are 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
Q23	Quality of restrooms	520	2.07	2	1.00
Q23	Quality of walkways, trails, and roads	554	1.64	2	0.71
Q23	Quality of campgrounds and/or picnic areas	194	1.78	2	0.78
Q23	Quality of assistance from park employees	451	1.44	1	0.60
Q23	Quality of park map or brochure	440	1.55	1	0.70
Q23	Quality of ranger programs	178	1.56	1	0.74
Q23	Quality of value for entrance fee paid	436	1.78	2	0.86
Q23	Quality of commercial services in the park	225	2.33	2	0.94
Q23	Quality of learning about nature, history, or culture	390	1.74	2	0.73
Q23	Quality of outdoor recreation	472	1.47	1	0.61
Q24	Quality of the park overall	565	1.41	1	0.57
Q27	Nights backcountry camping in Cape Cod NS	418	10.59	6	23.29
Q27	Nights camping in Cape Cod NS	2	2.00	2	0.00
Q27	Nights camping outside Cape Cod NS	11	6.62	7	4.27
Q27	Nights lodging in Cape Cod NS	34	11.03	6	30.30
Q27	Nights lodging outside Cape Cod NS	97	11.27	5	26.51
Q27	Nights in other accommodations	211	6.48	5	7.32
Q30	Total length of package tour	8	2.44	2	1.20
Q30	Total cost per person of package tour	7	435.43	700	418.29
Q30	Total number of people on the package tour	7	3.02	2	1.91
Q31	Expenditures on park entrance fee	226	40.03	28	28.76
Q31	Expenditures on gas and oil	393	76.48	50	88.20

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

Question Number	Description	N	Mean	Median	Standard Deviation
Q31	Expenditures on rental cars	37	246.93	250	200.83
Q31	Expenditures on taxis, shuttles, and public transportation	34	75.88	25	169.17
Q31	Expenditures on restaurants and bars	438	339.30	300	324.92
Q31	Expenditures on groceries and convenience foods	363	209.04	100	395.76
Q31	Expenditures on hotels, motels, resorts	135	884.79	500	1081.72
Q31	Expenditures on specialty lodging	152	2189.35	1600	2251.00
Q31	Expenditures on camping fees	48	430.83	250	752.67
Q31	Expenditures on recreation and entertainment expenses	174	130.78	60	220.06
Q31	Expenditures on souvenirs, clothing, supplies, other retail	304	130.75	100	148.78
Q31	Expenditures on equipment rental	46	122.39	60	121.11
Q31	Expenditures on guides and tours	52	123.25	100	98.50
Q31	Expenditures on other	33	446.85	75	1399.11
Q31	Total expenditures in park and nearby area	476	1596.71	1000	2050.23
Q32	Expenditures outside the area	155	380.42	100	724.37
Q33	Adults covered by expenses	510	2.40	2	1.34
Q33	Children covered by expenses	158	2.16	2	1.20
Q33	Visitors covered by expenses	406	2.21	2	1.36
Q33	Visitors who split expenses	510	3.04	2	1.96
Q34	Current age: Respondent	541	54.76	56	13.29
Q34	Park visits past 12 months: Respondent	529	7.47	2	23.73
Q34	NPS site visits past 12 months: Respondent	443	2.38	1	6.30
Q34	Current age: All group members	1657	44.40	49	21.40

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

Question Number	Description	N	Mean	Median	Standard Deviation
Q34	Park visits past 12 months: all group members	1535	5.31	1	18.57
Q34	NPS site visits past 12 months: all group members	1185	2.40	1	6.30

Appendix 2: The Questionnaire



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

Cape Cod National Seashore

Visitor Study



2015



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, DC 20240



August, 2015

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.

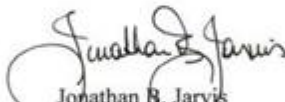
This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.

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.

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).

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 Cape Cod National Seashore 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 Cape Cod National Seashore (NS) 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 Cape Cod NS 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 Cape Cod NS, 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 Cape Cod NS on this trip?
- _____ Number of hours
- AND**
- _____ Number of miles
5. On this trip to Cape Cod NS, 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 Cape Cod NS
 - ☐ 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 Cape Cod NS? 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 Cape Cod NS

OR

☐ Don't Know/Not sure

7. On this trip, how much total time did you spend within Cape Cod NS?

_____ 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 Cape Cod NS? 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
- ☐ Cape Cod NS website (nps.gov/caco)
- ☐ 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 Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS on this trip?

C. Park Activities, Programs, and Services

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

14. On this trip, in which of the following programs and services did you personally participate within Cape Cod NS? 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 Cape Cod NS
 - ☐ Other (Please specify) _____
15. On this visit to Cape Cod NS, 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 Cape Cod NS 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 Cape Cod NS to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Cape Cod NS 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 Cape Cod NS? 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 Cape Cod NS?

20. What did you like least about your visit to Cape Cod NS?

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

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

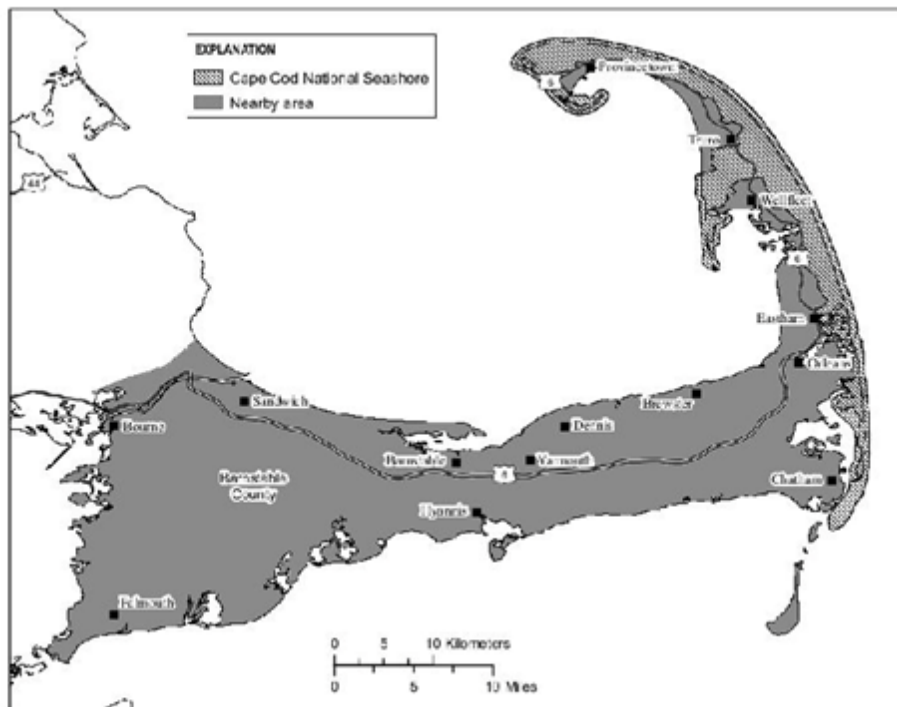
	Very Good	Good	Average	Poor	Very Poor	Not Used or Not Available
Park Facilities						
Visitor center	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Walkways, trails, and roads	☐	☐	☐	☐	☐	☐
Campgrounds and/or picnic areas	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park 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 Cape Cod NS? 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 Cape Cod NS and the nearby area, did you stay overnight away from your permanent residence either inside Cape Cod NS 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 Cape Cod NS and/or in the nearby area (within the shaded area of the map on p.12) on this trip.

Accommodation	Number of Nights
Backcountry camping in Cape Cod NS	_____
Camping in Cape Cod NS	_____
Camping outside Cape Cod NS	_____
Lodging in Cape Cod NS	_____
Lodging outside Cape Cod NS	_____
Other accommodations (e.g., friends/relatives)	_____

28. Was this trip to Cape Cod NS? 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 Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS.

Expenses	Amount spent in Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS 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 Cape Cod NS, 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 Cape Cod NS's facilities, services, or recreational opportunities?

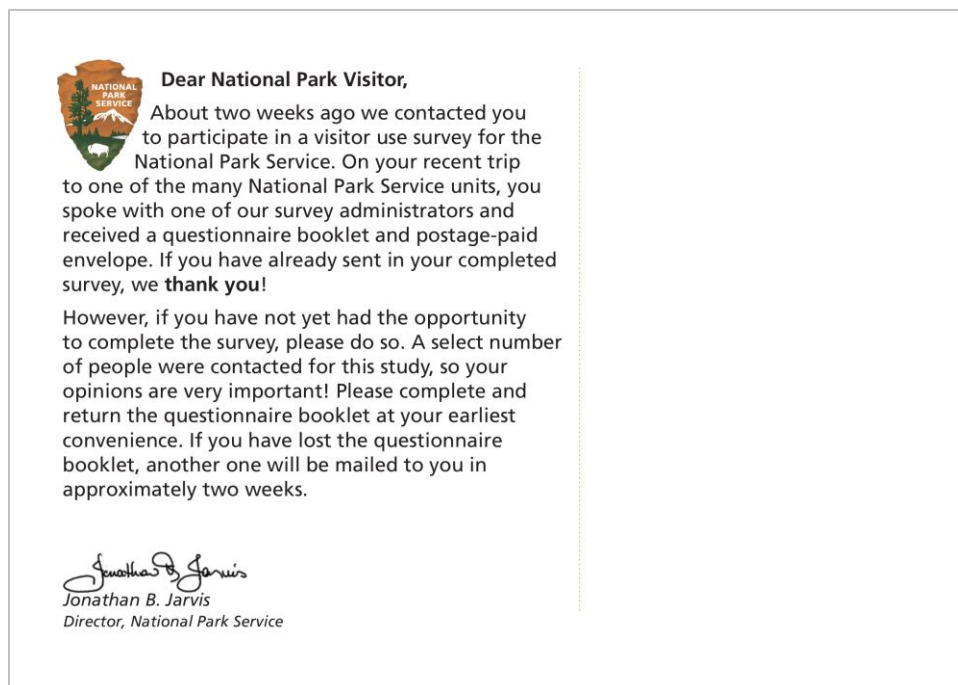
Thank you for your help!

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

SURVEY ID NUMBER:

Appendix 3: The Thank You/Reminder Postcard

Postcard mailed to respondents with United States addresses



Postcard mailed to respondents with international addresses



Dear National Park Visitor,

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

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

Thank you,

The National Park Service

Appendix 4: The Replacement Mailing Cover Letter



UNITED STATES DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

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



Dear [Name],

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

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

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

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

Sincerely,

Jonathan B. Jarvis
Director
National Park Service

Appendix 5: Tabular Unweighted and Weighted Results

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	117	20%	14%
4	89	15%	14%
3	67	12%	12%
2	256	44%	46%
1	51	9%	13%
Total	580	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	65	11%	6%
4	66	11%	8%
3	52	9%	8%
2	333	57%	61%
1	64	11%	18%
Total	580	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	9	2%	1%
4	11	2%	2%
3	16	3%	3%
2	70	12%	12%
1	64	11%	11%
0	410	71%	72%
Total	580	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Family	371	64%	64%
Friends	78	13%	17%
Alone	74	13%	12%
Family and friends	52	9%	7%
Other	3	<1%	<1%
Total	578	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
85+	10	<1%	<1%
80-84	22	1%	1%
75-79	35	2%	1%
70-74	93	5%	6%
65-69	163	10%	9%
60-64	202	12%	11%
55-59	166	10%	9%
50-54	176	10%	11%
45-49	122	7%	7%
40-44	104	6%	8%
35-39	83	5%	5%
30-34	80	5%	3%
25-29	67	4%	3%
20-24	67	4%	3%
15-19	77	4%	4%
Under 15	245	14%	17%
Total	1712	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Male	789	47%	47%
Female	900	53%	53%
Total	1689	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Hispanic or Latino	36	3%	3%
Not Hispanic or Latino	1245	97%	97%
Total	1281	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
White	1552	95%	95%
Asian	59	4%	3%
American Indian or Alaska Native	21	1%	1%
Black or African American	10	<1%	<1%
Native Hawaiian or other Pacific Islander	0	0%	0%
Total	1642	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	551	98%	98%
Spanish	1	<1%	<1%
Other	9	2%	2%
Total	561	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	513	98%	98%
Spanish	3	<1%	<1%
Other	6	1%	2%
Total	522	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	113	20%	23%
No	455	80%	77%
Total	568	–	–

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	596	36%	35%
Some graduate school	94	6%	5%
College, business, or trade school	472	28%	27%

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Some college, business, or trade school	173	10%	10%
High school graduate or GED	94	6%	5%
Some high school	49	3%	3%
Less than high school	191	11%	13%
Total	1669	—	—

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$200,00 or more	94	17%	21%
\$150,00-\$199,999	68	12%	14%
\$100,000-\$149,999	107	19%	21%
\$75,000-\$99,999	93	17%	19%
\$50,000-\$74,999	64	12%	13%
\$35,000-\$49,999	28	5%	6%
\$25,000-\$34,999	13	2%	4%
Less than \$24,999	7	1%	2%
Do not wish to answer	79	14%	16%
Total	553	—	—

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	38	7%	7%
4	101	18%	19%
3	78	14%	13%

Table 39 (continued). Unweighted and weighted results, Question 39, Household size.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
2	271	49%	48%
1	69	12%	13%
Total	557	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
3 or more	374	25%	25%
2	288	19%	22%
1	841	56%	53%
Total	1503	–	–

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	124	10%	12%
4	32	3%	3%
3	76	6%	7%
2	118	10%	11%
1	248	20%	19%
0	630	51%	49%
Total	1228	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	474	82%	83%
No	103	18%	17%
Total	577	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
No information prior to visit	103	18%	21%
Travel guides/tour books	410	71%	88%
Friends/relatives/word of mouth	158	27%	32%
Park website	136	24%	29%
Maps/brochures	123	21%	23%
Previous visits	53	9%	11%
Other website	47	8%	8%
TV/radio/DVD	28	5%	6%
Park via phone, mail, or email	22	4%	5%
Newspaper/magazine articles	21	4%	4%
Local businesses	13	2%	3%
Other NPS units	12	2%	3%
Social Media	10	2%	2%
Government centers	1	<1%	<1%
School class/program	0	0%	0%
Other information source	8	1%	<1%
Total	577	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	525	93%	93%
No	41	7%	7%
Total	566	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Car, truck or SUV	553	96%	95%
Bicycle	72	12%	14%
Airplane	62	11%	9%
Walk/hike	60	10%	9%
Water-based transportation	29	5%	5%
City bus or subway	11	2%	3%
Recreational vehicle or motorhome	10	2%	2%
Train or long-distance passenger bus	8	1%	2%
Tour bus or tour van	3	<1%	<1%
Other	9	2%	2%
Total	577	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	37	8%	8%
4	53	12%	12%
3	47	10%	8%
2	160	35%	36%
1	154	34%	37%
Total	451	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Cruise ship	1	3%	2%
Ferry	23	79	90%
Tour boat	3	10%	5%
Other water-based mode	4	14%	10%
Total	29	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
More than 48	7	1%	<1%
> 36 to 48	3	<1%	<1%
> 24 to 36	3	<1%	1%
> 12 to 24	14	3%	3%
Up to 12	527	95%	94%
Total	554	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5,000 or more	0	0%	0%
4,000 - 4,999	3	<1%	<1%
3,000 - 3,999	11	2%	2%
2,000 - 2,999	11	2%	2%
1,000 - 1,999	20	4%	4%
Up to 999	445	91%	91%
Total	490	–	–

Table 50. Unweighted and weighted results, Question 28, Purpose of trip to Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Primary or sole purpose of trip	265	48%	47%
One of several equally important destinations	250	45%	46%
An incidental or spur of the moment stop	38	7%	7%
Total	553	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	206	84%	85%
No	38	16%	15%
Total	244	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	29	85%	91%
No	5	15%	9%
Total	34	–	–

Table 53. Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Cape Cod NS on this trip, sum of Extremely Important and Very Important responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Be outdoors	495	89%	89%
Relax	464	84%	83%
Spend time with friends/family	452	83%	82%
View wildlife or natural scenery	436	79%	77%
Hear the sounds of nature/quiet	319	59%	58%
Get physical exercise	293	53%	55%
Experience solitude	221	42%	44%
Visit a NPS site	218	42%	44%
Learn more about nature	172	33%	32%
View dark night sky/stars	164	32%	28%
Learn more about American history/culture	110	21%	21%
Attend a special event	62	6%	7%
Other	29	54%	57%
Total	3435	–	–

Table 54. Unweighted and weighted results, Question 10, Importance of viewing wildlife or natural scenery.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	243	44%	43%
Very Important	193	35%	34%
Moderately Important	81	15%	16%
Slightly Important	21	4%	4%
Not at All Important	15	3%	4%
Total	553	–	–

Table 55. Unweighted and weighted results, Question 10, Importance of learning more about nature.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	60	11%	11%
Very Important	112	21%	21%
Moderately Important	178	34%	34%
Slightly Important	102	19%	17%
Not at All Important	73	14%	16%
Total	525	–	–

Table 56. Unweighted and weighted results, Question 10, Importance of spending time with friends/family.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	289	53%	51%
Very Important	163	30%	31%
Moderately Important	30	6%	5%
Slightly Important	15	3%	4%
Not at All Important	47	9%	10%
Total	544	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	312	56%	57%
Very Important	183	33%	31%
Moderately Important	54	10%	10%
Slightly Important	5	<1%	<1%
Not at All Important	3	<1%	<1%
Total	557	–	–

Table 58. Unweighted and weighted results, Question 10, Importance of hearing the sounds of nature/quiet.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	170	31%	33%
Very Important	149	27%	25%
Moderately Important	130	24%	23%
Slightly Important	53	10%	10%
Not at All Important	42	8%	9%
Total	544	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	272	49%	50%
Very Important	192	35%	33%
Moderately Important	70	13%	13%
Slightly Important	14	3%	2%
Not at All Important	6	1%	1%
Total	554	–	–

Table 60. Unweighted and weighted results, Question 10, Importance of visiting a NPS site.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	103	20%	23%
Very Important	115	22%	21%
Moderately Important	142	27%	25%
Slightly Important	77	15%	16%
Not at All Important	80	15%	16%
Total	517	–	–

Table 61. Unweighted and weighted results, Question 10, Importance of learning more about American history and culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	30	6%	6%
Very Important	80	15%	15%
Moderately Important	136	26%	26%
Slightly Important	134	26%	23%
Not at All Important	139	27%	30%
Total	519	–	–

Table 62. Unweighted and weighted results, Question 10, Importance of experiencing solitude.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	109	21%	22%
Very Important	112	21%	22%
Moderately Important	114	22%	20%
Slightly Important	86	16%	17%
Not at All Important	107	20%	19%
Total	528	–	–

Table 63. Unweighted and weighted results, Question 10, Importance of viewing dark night sky/stars.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	81	16%	14%
Very Important	83	16%	14%
Moderately Important	79	15%	15%
Slightly Important	60	12%	12%
Not at All Important	217	42%	45%
Total	520	–	–

Table 64. Unweighted and weighted results, Question 10, Importance of getting physical exercise.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	141	26%	28%
Very Important	152	28%	28%
Moderately Important	152	28%	27%
Slightly Important	62	11%	9%
Not at All Important	45	8%	8%
Total	552	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	17	4%	5%
Very Important	12	3%	2%
Moderately Important	24	5%	5%
Slightly Important	35	7%	7%
Not at All Important	387	81%	82%
Total	475	–	–

Table 66. Unweighted and weighted results, Question 11, Most important reason for visiting Cape Cod NS on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
View wildlife or natural scenery	143	29%	29%
Spend time with friends/family	142	28%	26%
Relax	92	18%	18%
Be outdoors	29	6%	6%
Visit a NPS site	22	4%	5%
Get physical exercise	21	4%	5%
Hear the sounds of nature/quiet	10	2%	3%

Table 66 (continued). Unweighted and weighted results, Question 11, Most important reason for visiting Cape Cod NS on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Experience solitude	8	2%	1%
Learn more about American history/culture	5	1%	<1%
Learn more about nature	4	<1%	<1%
Attend a special event	2	<1%	<1%
View dark night sky/stars	1	<1%	<1%
Other	21	4%	5%
Total	500	—	—

Table 67. Unweighted and weighted results, Question 5, Entrance fee.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Did not pay a fee or use a pass to enter the park	172	35%	32%
Senior Pass, Access Pass, or Military Pass	136	26%	29%
Annual Pass for Cape Cod NS	67	10%	10%
Beach parking fee	46	12%	14%
America the Beautiful	25	5%	5%
7-day entrance pass	18	4%	3%
Fee included in tour package	1	<1%	<1%
Other	88	6%	6%
Don't know/Not sure	13	2%	1%
Total	567	—	—

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	106	37%	35%
4	55	19%	20%
3	50	18%	20%
2	44	15%	14%
1	30	11%	11%
Total	285	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	128	49%	50%
4	36	14%	12%
3	37	14%	14%
2	60	23%	24%
1	0	0%	0%
Total	261	–	–

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	136	26%	24%
4	46	9%	5%
3	62	12%	14%
2	84	16%	15%
1	201	38%	41%
Total	529	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	444	78%	72%
No	126	22%	28%
Total	570	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Backcountry camping in Cape Cod NS	2	<1%	<1%
Camping in Cape Cod NS	11	3%	3%
Camping outside Cape Cod NS	34	8%	10%
Lodging in Cape Cod NS	96	23%	19%
Lodging outside Cape Cod NS	212	50%	53%
Other accommodations	73	17%	17%
Total	420	–	–

Table 73. Unweighted and weighted results, Question 27, Number of nights backcountry camping in Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	0	0%	0%
4	0	0%	0%
3	0	0%	0%
2	2	100%	100%
1	0	0%	0%
Total	2	–	–

Table 74. Unweighted and weighted results, Question 27, Number of nights camping in Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	6	55%	70%
4	2	18%	3%
3	1	9%	5%
2	2	18%	22%
1	0	0%	0%
Total	11	–	–

Table 75. Unweighted and weighted results, Question 27, Number of nights camping outside Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	23	68%	69%
4	4	12%	9%
3	3	9%	7%
2	3	9%	13%
1	1	3%	2%
Total	34	–	–

Table 76. Unweighted and weighted results, Question 27, Number of nights lodging in Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	55	57%	52%
4	7	7%	8%
3	12	13%	11%
2	18	19%	22%
1	4	4%	6%
Total	96	–	–

Table 77. Unweighted and weighted results, Question 27, Number of nights lodging outside Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	124	58%	52%
4	20	9%	13%
3	31	15%	14%
2	28	13%	17%
1	9	4%	4%
Total	212	–	–

Table 78. Unweighted and weighted results, Question 27, Number of nights in other accommodations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	41	56%	55%
4	7	10%	10%
3	11	15%	14%
2	7	10%	8%
1	7	10%	12%
Total	73	–	–

Table 79. Unweighted and weighted results, Question 29, Visit other NPS sites on trip away from home.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	81	14%	15%
No	481	86%	85%
Total	562	–	–

Table 80. Unweighted and weighted results, Question 12, Activity participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing wildlife, natural features, scenery, wildflowers, etc.	474	83%	81%
Walking/short hike (< 1 hour)	364	64%	60%
Water play	296	52%	52%
Visiting a cultural or historic site	204	36%	30%
Bicycling	166	29%	29%
Driving for pleasure	163	29%	26%
Picnicking	134	24%	23%
Creative arts	109	19%	17%
Day hike (≥ 1 hour)	101	18%	15%
Family gathering/reunion	85	15%	11%
Nature study	83	15%	12%
Non-motorized water travel	55	10%	9%
Running/jogging	47	8%	8%
Fishing	29	5%	4%
Camping in developed sites	29	5%	6%
Motorized water travel	12	2%	1%
Foraging/collecting edibles	6	1%	<1%
Hunting/trapping	1	<1%	<1%
Other activity	90	16%	16%
Total	570	–	–

Table 81. Unweighted and weighted results, Question 13, Primary activity.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing wildlife, natural features, scenery, wildflowers, etc.	125	23%	25%
Cruise or boat tour	123	22%	22%
Family gathering/reunion	45	8%	8%
Creative arts	44	8%	8%
Kayaking	30	5%	5%
Walking/short hike (< 1 hour)	21	4%	3%
Day hiking (≥ 1 hour)	18	3%	3%
Motorized water travel	7	1%	1%
Fishing	6	1%	1%
Nature study	4	<1%	1%
Overnight in resort, cabin, other accommodations	4	<1%	<1%
Camping in developed sites	3	<1%	<1%
Visiting a cultural or historic site	2	<1%	<1%
Bicycling	2	<1%	<1%
Non-motorized water travel	1	<1%	<1%
Overnight backpacking	1	<1%	<1%
Other activity	6	1%	<1%
No primary activity	105	19%	20%
Total	547	–	–

Table 82. Unweighted and weighted results, Question 18, Member in group with physical condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	49	9%	8%
No	524	91%	92%
Total	573	–	–

Table 83. Unweighted and weighted results, Question 18, Difficulty.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Mobility	37	84%	82%
Hearing	1	2%	4%
Visual	0	0%	0%
Other	6	14%	13%
Total	44	–	–

Table 84. Unweighted and weighted results, Question 14, Program/service participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Going to the Visitor Center	292	67%	67%
Talking informally with a ranger	193	44%	42%
Reading the park brochure or newspaper	202	46%	42%
Viewing outdoor exhibits	199	45%	38%
Viewing indoor exhibits	177	40%	35%
Watching movies or videos about the park	83	19%	16%
Attending ranger-led activity	56	13%	11%
Obtaining a National Park passport stamp	21	5%	4%
Using a smart phone app specific to Cape Cod NS	13	3%	4%
Participating with a child in Junior Ranger program	12	3%	2%
Listening to an audio tour or podcast	10	2%	2%
Attending cultural demonstration or performance	10	2%	1%
Other	5	1%	1%
Total	439	–	–

Table 85. Unweighted and weighted results, Question 15, Learned from staff, programs, and/or exhibits.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	207	38%	33%
No	340	62%	67%
Total	547	–	–

Table 86. Unweighted and weighted results, Question 16, Desire to learn about subjects.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	173	33%	31%
No	347	67%	69%
Total	520	–	–

Table 87. Unweighted and weighted results, Question 30, Purchase package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	10	2%	<1%
No	556	98%	99%
Total	566	–	–

Table 88. Unweighted and weighted results, Question 30, Number of days of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	1	13%	8%
4	1	13%	10%
3	1	13%	12%
2	2	25%	54%
Up to 1	3	38%	17%
Total	8	–	–

Table 89. Unweighted and weighted results, Question 30, Cost per person of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$750 or more	1	14%	0%
\$500 - 749	1	14%	100%
\$250 - \$499	0	0%	0%
Up to \$249	5	71%	0%
Total	7	—	—

Table 90. 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	2	29%	23%
4	1	14%	0%
3	0	0%	0%
2	4	57%	77%
1	0	0%	0%
Total	7	—	—

Table 91. Unweighted and weighted results, Question 30, Included in package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Meals	7	50%	69%
Local lodging	6	43%	46%
Local ground transportation	6	43%	46%
Local water transportation	6	43%	24%
Guide services	4	29%	21%
Admission to events or attractions	3	21%	17%
Gear	2	14%	7%
Local air transportation	0	0%	0%
Fees	0	0%	0%

Table 91 (continued). Unweighted and weighted results, Question 30, Included in package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Other	1	7%	14%
Total	14	–	–

Table 92. Unweighted and weighted results, Question 31, Total expenditures.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$5001 or more	43	9%	7%
\$4001-5000	21	4%	3%
\$3001-4000	37	8%	5%
\$2001-3000	54	11%	9%
\$1001-2000	113	23%	25%
\$1-1000	220	45%	51%
Spent no money	0	0%	0%
Total	488	–	–

Table 93. 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	109	21%	16%
4	79	16%	15%
3	62	12%	13%
2	213	42%	46%
1	44	9%	11%
Total	461	–	–

Table 94. 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	58	11%	6%
4	57	11%	8%
3	52	10%	9%
2	286	57%	62%
1	52	10%	14%
Total	505	–	–

Table 95. 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	8	4%	4%
4	11	5%	5%
3	22	11%	12%
2	66	32%	34%
1	52	25%	24%
0	50	24%	22%
Total	209	–	–

Table 96. 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	32	8%	4%
4	35	9%	7%
3	27	7%	7%
2	232	58%	59%
1	75	19%	22%
Total	401	–	–

Table 97. Unweighted and weighted results, Question 32, Out of area expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$4001 or more	0	0%	0%
\$3001-4000	2	<1%	<1%
\$2001-3000	4	2%	2%
\$1001-2000	8	4%	4%
\$1-1000	140	67%	68%
Spent no money	55	26%	25%
Total	209	—	—

Table 98. Unweighted and weighted results, Question 21, Visit met expectations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	540	96%	95%
Not entirely	25	4%	5%
Not at all	0	0%	0%
Total	565	—	—

Table 99. 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 %
Send/receive text message	164	31%	32%
Make/receive cell phone call	152	29%	29%
Share pics/videos/audio via social media	105	21%	20%
Search the Internet	69	14%	14%
Download an NPS podcast	10	2%	2%
Other	12	13%	12%
Total	512	—	—

Table 100. 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 %
Send/receive text message	150	45%	43%
Make/receive cell phone call	120	41%	40%
Search the Internet	153	42%	35%
Share pics/videos/audio via social media	91	37%	37%
Download an NPS podcast	32	29%	28%
Other	11	32%	35%
Total	557	–	–

Table 101. Unweighted and weighted results, Question 22, Cape Cod NS is a safe place to visit.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	403	71%	71%
Agree	156	27%	26%
Neither Agree nor Disagree	11	2%	2%
Disagree	0	0%	0%
Strongly Disagree	1	<1%	<1%
Total	571	–	–

Table 102. Unweighted and weighted results, Question 22, Cape Cod NS is too crowded.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	29	5%	5%
Agree	107	19%	20%
Neither Agree nor Disagree	193	34%	36%
Disagree	183	33%	30%
Strongly Disagree	49	9%	9%
Total	561	–	–

Table 103. Unweighted and weighted results, Question 22, Natural resources in Cape Cod NS are in pristine condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	126	23%	24%
Agree	314	57%	53%
Neither Agree nor Disagree	88	16%	18%
Disagree	24	4%	5%
Strongly Disagree	2	<1%	<1%
Total	554	–	–

Table 104. Unweighted and weighted results, Question 22, The entrance fee for Cape Cod NS is too high.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	27	5%	5%
Agree	66	13%	16%
Neither Agree nor Disagree	180	36%	34%
Disagree	149	30%	29%
Strongly Disagree	80	16%	16%
Total	502	–	–

Table 105. Unweighted and weighted results, Question 22, Vandalism and crime are not a problem in Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	99	21%	23%
Agree	245	52%	52%
Neither Agree nor Disagree	97	21%	18%
Disagree	26	6%	7%
Strongly Disagree	0	0%	0%
Total	467	–	–

Table 106. Unweighted and weighted results, Question 22, Cape Cod NS is not accessible to persons with physical disabilities.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	11	3%	3%
Agree	66	17%	18%
Neither Agree nor Disagree	149	38%	39%
Disagree	133	34%	33%
Strongly Disagree	33	8%	8%
Total	392	–	–

Table 107. Unweighted and weighted results, Question 22, Historical and cultural features in Cape Cod NS are well maintained/preserved.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	94	18%	18%
Agree	313	61%	59%
Neither Agree nor Disagree	86	17%	17%
Disagree	21	4%	6%
Strongly Disagree	3	<1%	<1%
Total	517	–	–

Table 108. Unweighted and weighted results, Question 22, Development of adjacent areas detracts from visitors' experiences at Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	30	6%	5%
Agree	82	16%	15%
Neither Agree nor Disagree	149	29%	31%
Disagree	210	41%	41%
Strongly Disagree	46	9%	8%
Total	517	–	–

Table 109. Unweighted and weighted results, Question 23, Quality of the facilities, services, and recreational opportunities in Cape Cod NS, sum of Very Good and Good responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Visitor center	438	95%	95%
Assistance from park employees	423	94%	95%
Outdoor recreation	444	94%	94%
Park map or brochure	406	92%	92%
Exhibits (indoor and outdoor)	403	92%	91%
Ranger programs	164	90%	91%
Walkways, trails, and roads	498	90%	88%
Learning about nature, history, or culture	333	85%	85%
Campgrounds and/or picnic areas	164	84%	81%
Value for entrance fee paid	340	78%	77%
Restrooms	384	74%	70%
Commercial services in the park	129	57%	56%
Total	4126	–	–

Table 110. Unweighted and weighted results, Question 23, Quality of learning about nature, history, or culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	169	43%	42%
Good	164	42%	43%
Average	53	14%	14%
Poor	5	1%	<1%
Very poor	0	0%	0%
Total	391	–	–

Table 111. Unweighted and weighted results, Question 23, Quality of ranger programs.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	100	56%	57%
Good	64	36%	34%
Average	13	7%	7%
Poor	1	<1%	3%
Very poor	0	0%	0%
Total	178	–	–

Table 112. Unweighted and weighted results, Question 23, Quality of outdoor recreation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	286	60%	60%
Good	158	33%	35%
Average	27	6%	6%
Poor	3	<1%	<1%
Very poor	0	0%	0%
Total	474	–	–

Table 113. Unweighted and weighted results, Question 23, Quality of assistance from park employees.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	276	61%	62%
Good	147	33%	33%
Average	27	6%	5%
Poor	2	<1%	<1%
Very poor	0	0%	0%
Total	452	–	–

Table 114. Unweighted and weighted results, Question 23, Quality of park map or brochure.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	236	53%	55%
Good	170	38%	37%
Average	28	6%	6%
Poor	6	1%	1%
Very poor	2	<1%	<1%
Total	442	–	–

Table 115. Unweighted and weighted results, Question 23, Quality of value for entrance fee paid.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	208	47%	47%
Good	132	30%	30%
Average	85	19%	20%
Poor	12	3%	3%
Very poor	1	<1%	<1%
Total	438	–	–

Table 116. Unweighted and weighted results, Question 23, Quality of walkways, trails, and roads.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	270	49%	49%
Good	228	41%	39%
Average	53	10%	11%
Poor	4	<1%	<1%
Very poor	1	<1%	<1%
Total	556	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	315	68%	65%
Good	123	27%	30%
Average	19	4%	4%
Poor	2	<1%	<1%
Very poor	1	<1%	<1%
Total	460	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	204	46%	43%
Good	199	44%	48%
Average	41	9%	8%
Poor	4	<1%	<1%
Very poor	0	0%	0%
Total	448	–	–

Table 119. Unweighted and weighted results, Question 23, Quality of restrooms.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	184	35%	34%
Good	200	38%	36%
Average	97	19%	21%
Poor	32	6%	8%
Very poor	9	2%	2%
Total	522	–	–

Table 120. Unweighted and weighted results, Question 23, Quality of campgrounds and/or picnic areas.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	77	39%	43%
Good	87	44%	38%
Average	30	15%	18%
Poor	2	1%	1%
Very poor	0	0%	0%
Total	196	–	–

Table 121. Unweighted and weighted results, Question 23, Quality of commercial services in the park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	49	22%	21%
Good	80	35%	35%
Average	74	33%	33%
Poor	20	9%	10%
Very poor	3	1%	<1%
Total	226	–	–

Table 122. Unweighted and weighted results, Question 24, Overall quality of the facilities, services, and recreational opportunities in Cape Cod NS.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	363	64%	64%
Good	182	32%	32%
Average	20	4%	4%
Poor	2	<1%	<1%
Very poor	0	0%	0%
Total	567	–	–

Appendix 6: Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered at 12 locations at Cape Cod NS. A specific survey administration point was identified at each sampling location, based on analysis of aerial site photos and onsite scoping. The survey administration point for each location was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site (Figure 103 through Figure 114). 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 a red arrow was used to denote the direction of travel in which visitor groups were intercepted.



Figure 103. Race Point Beach sampling location.

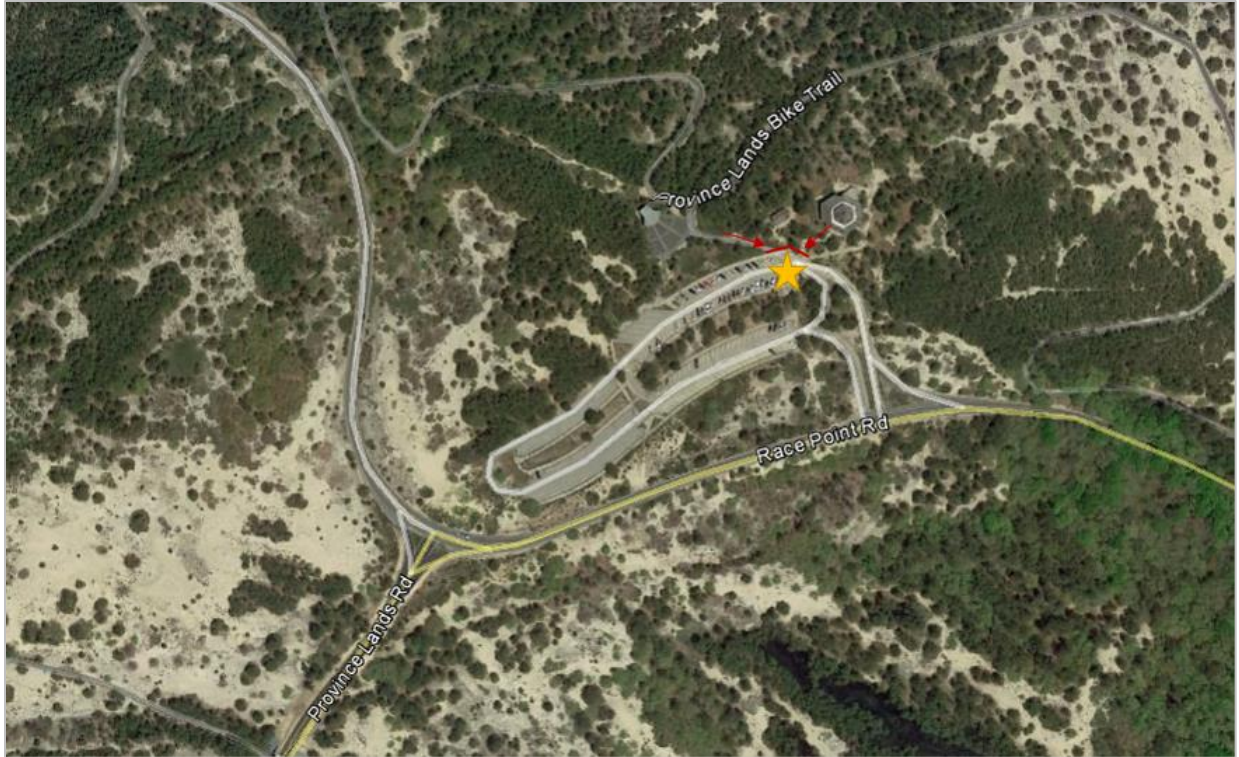


Figure 104. Province Lands Visitor Center sampling location.



Figure 105. Beech Forest sampling locations.

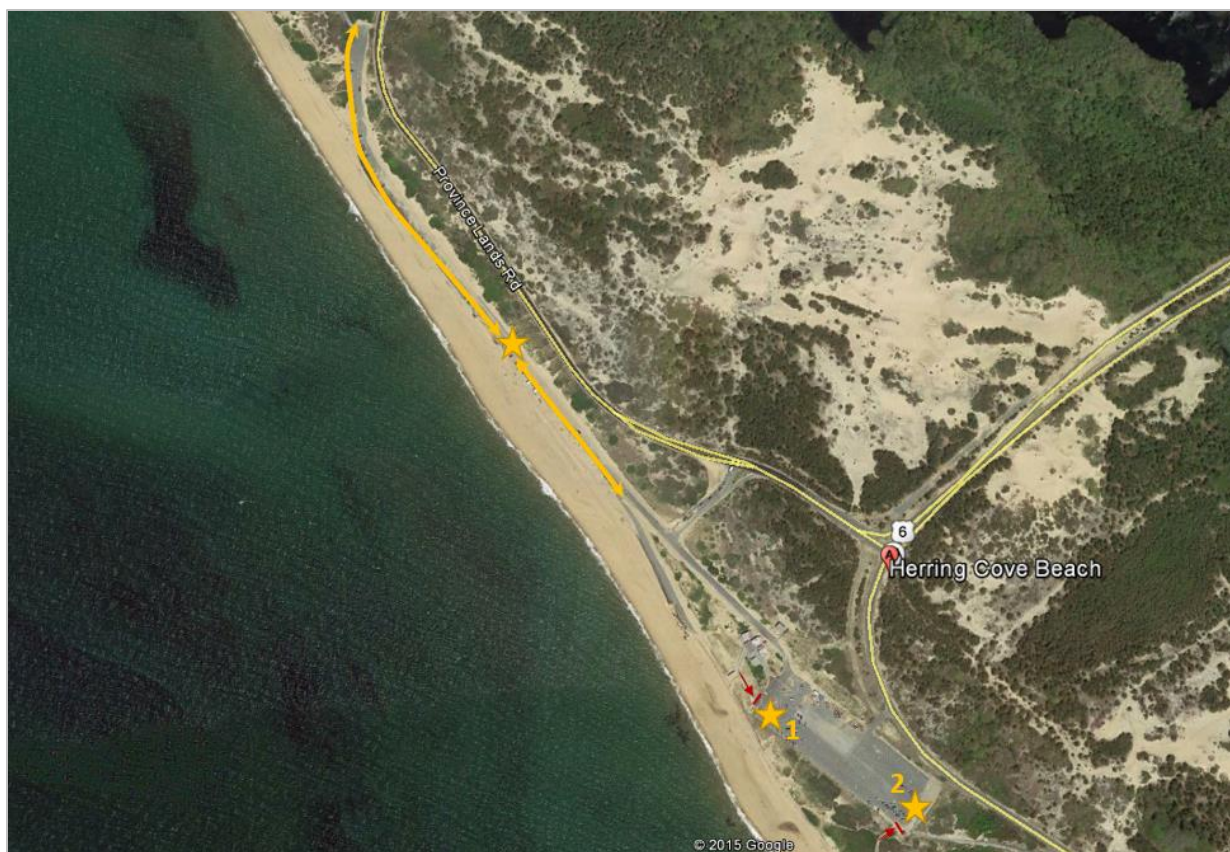


Figure 106. Herring Cove Beach sampling locations.



Figure 107. Head of the Meadow Beach sampling location.

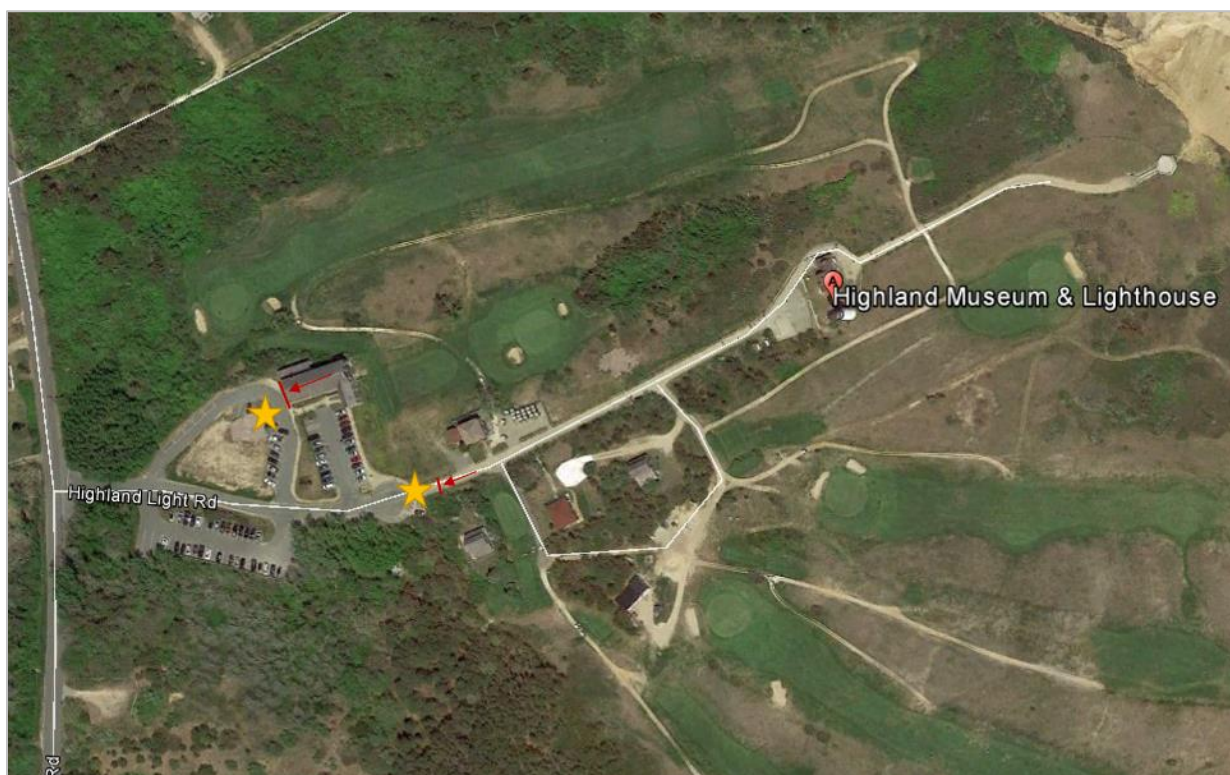


Figure 108. Highland Light sampling location.

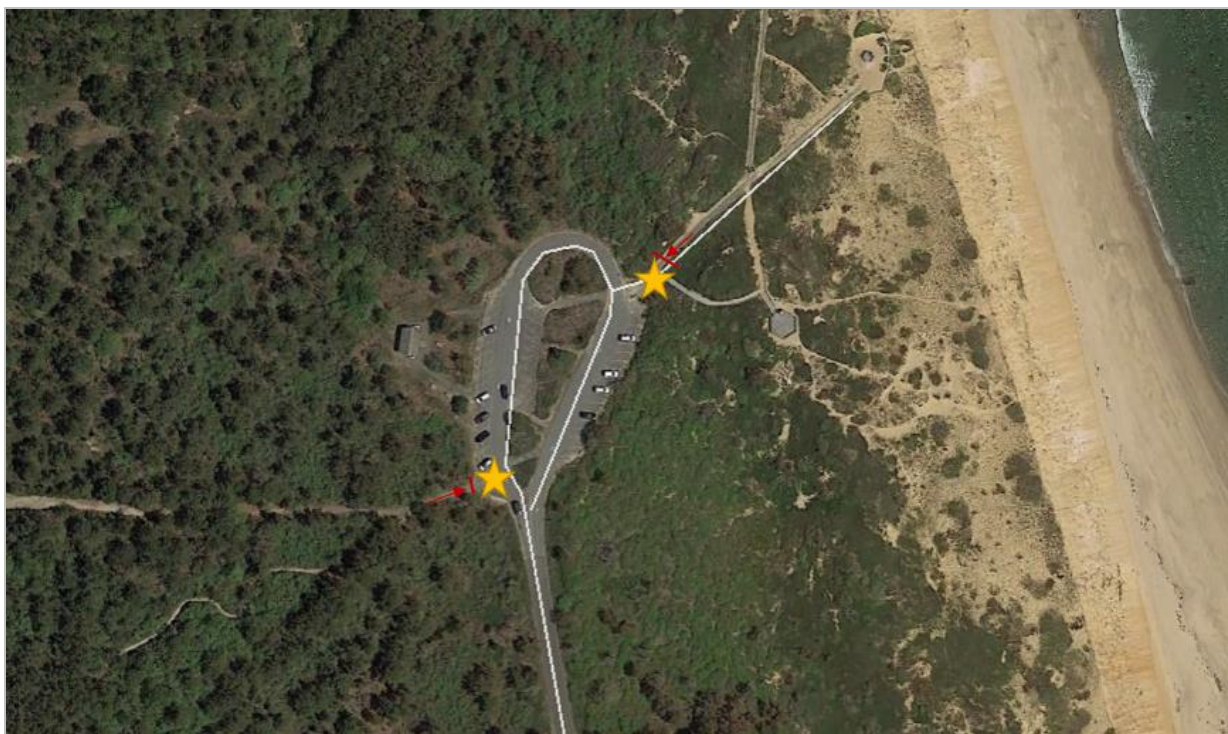


Figure 109. Marconi Station sampling location.



Figure 110. Marconi Beach sampling location.

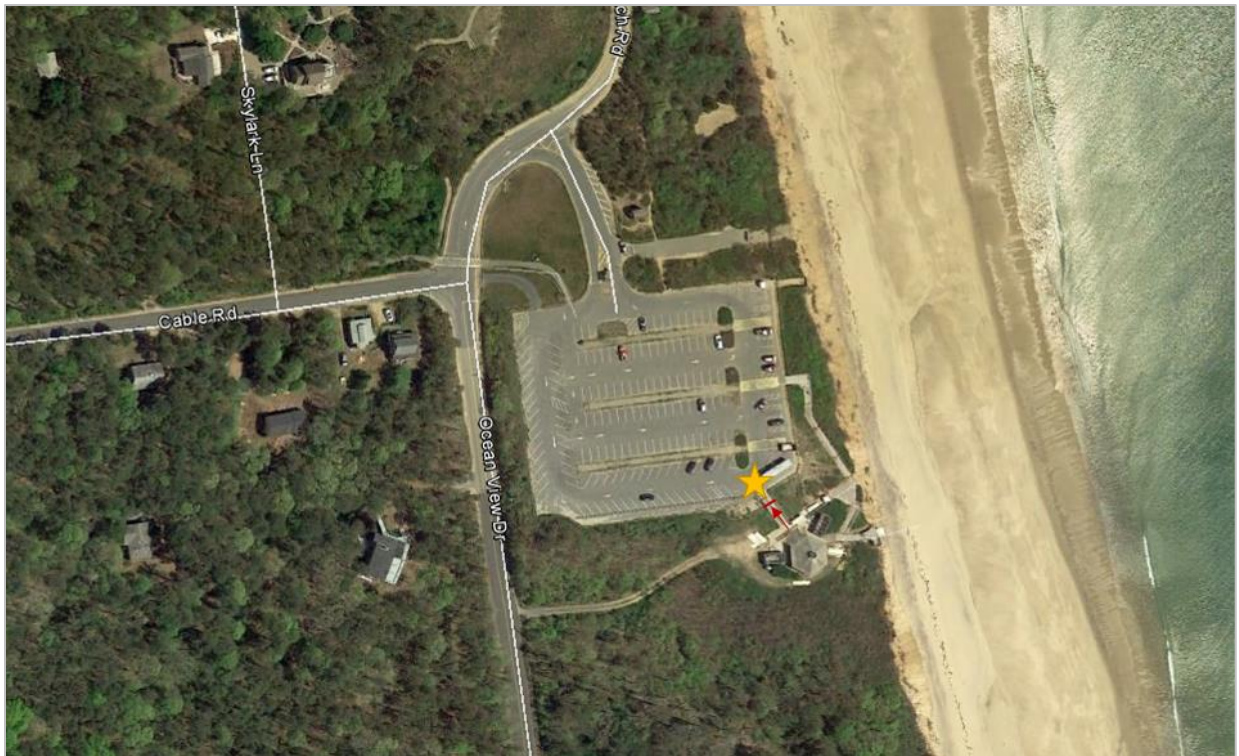


Figure 111. Nauset Light sampling location.

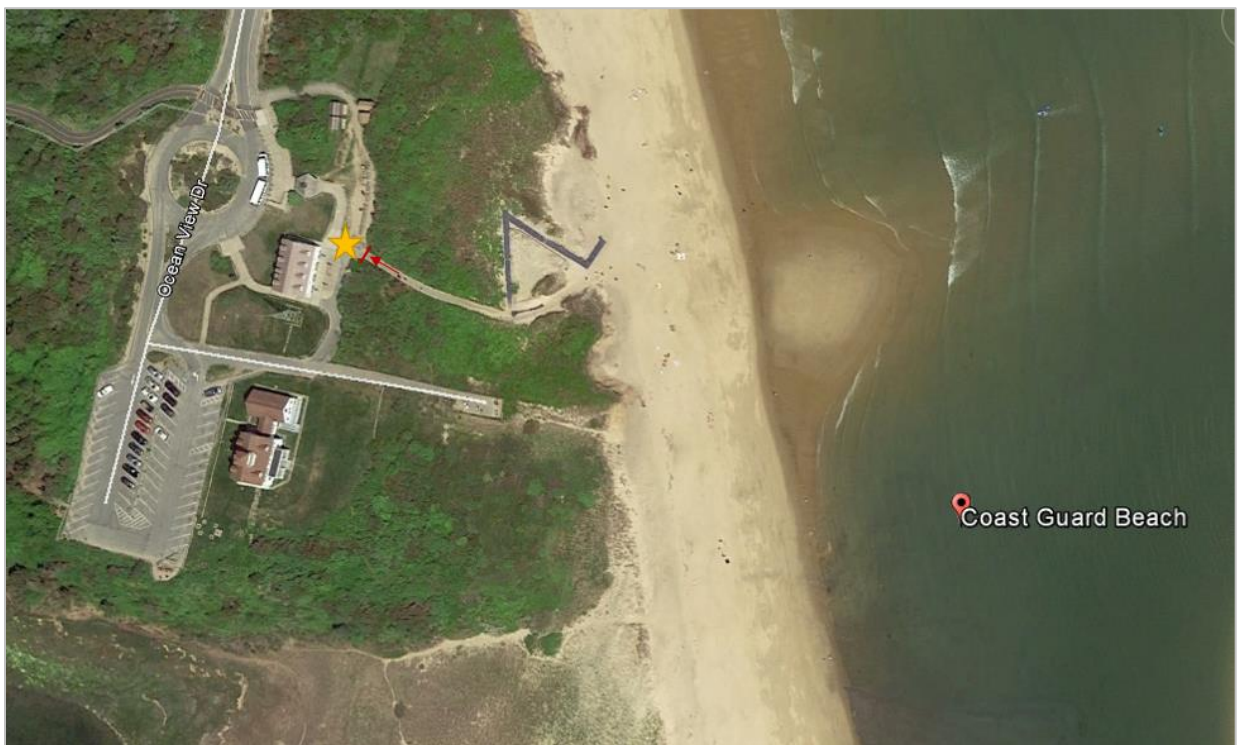


Figure 112. Coast Guard Beach sampling location.

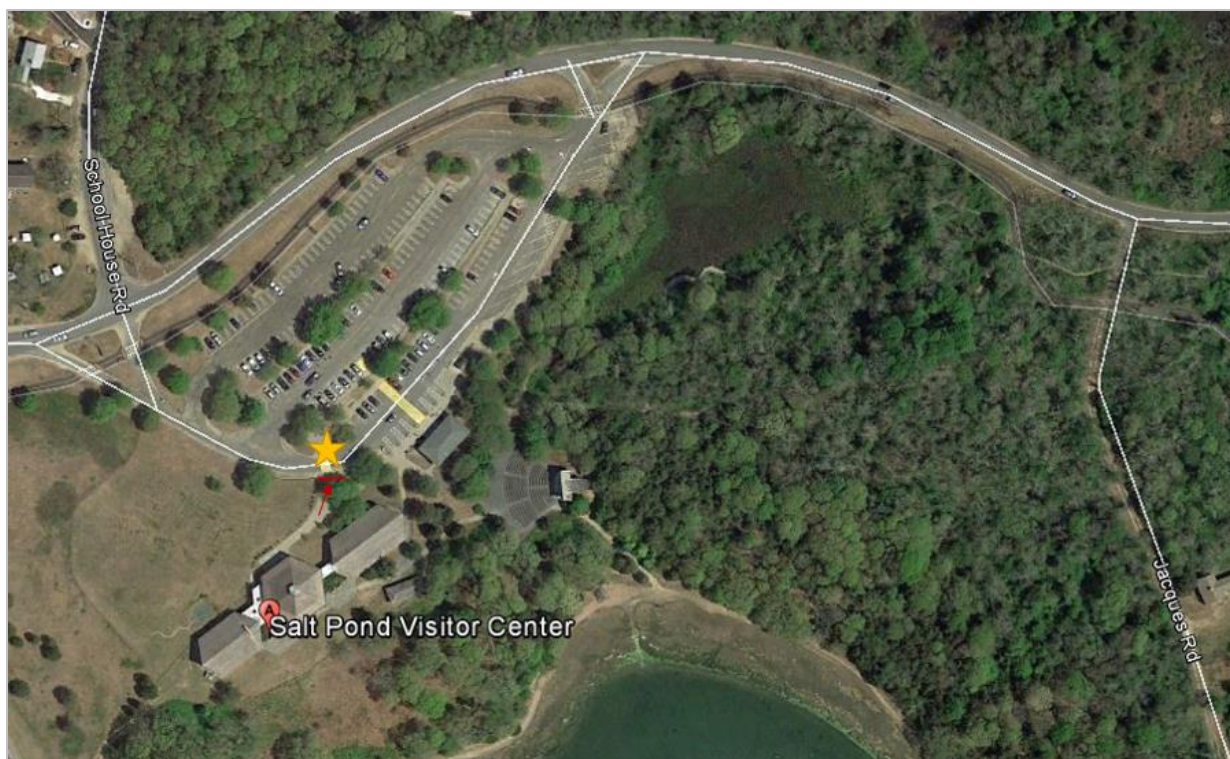


Figure 113. Salt Pond Visitor Center sampling location.

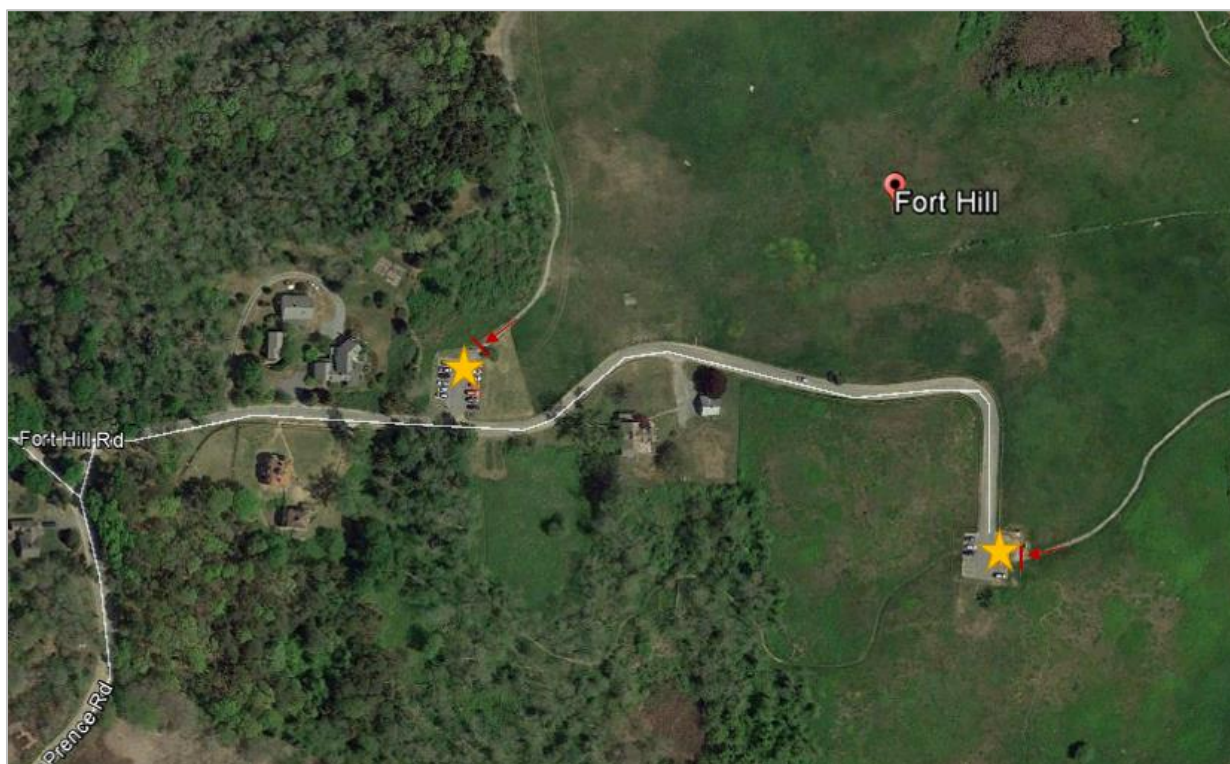


Figure 114. Fort Hill sampling location.

Timed-Interval Sampling Procedures

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

Visitor groups at Herring Cove Beach were sampled using a combination of procedures. During the first four hours of each sampling day, an adapted timed-interval approach was used, in which the survey administrator roved through the northern roadside parking area of the beach (Figure 106). A timed-interval approach like that described above was used during the remaining four hours of each sampling day, with the survey administration point alternated from one sampling day to the next between the two numbered points denoted in Figure 106.

The roving timed-interval approach was used during the first part of each sampling day because of the tendency for the roadside parking area of the beach to fill first and for visitors to stay near their personal vehicles in this area for the duration of their visit. At the start of each sampling period, the survey administrator started walking along the roadside parking area from the southern end and asked the first group they contacted 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 non-participating group, the survey administrator continued walking northwest along the roadside parking area, and asked the next visitor group they contacted 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 continue walking along the roadside. At the start of the next time interval, the survey administrator asked the next visitor group they contacted in the roadside parking area 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, he/she advanced to the next time interval simply by continuing to walk along the roadside area and asking the next visitor group they contacted to participate in the survey. Once a group agreed to participate, the survey administrator then waited until the start of the next time interval to continue walking along the roadside area and contacting visitor groups. The survey administrator repeated this sequence of steps throughout the first four hours of the sampling period. As noted, the survey administrator then conducted a timed-interval approach at one of the two numbered survey administration points in Figure 106 for the remaining four hours of the sampling day.

Appendix 7: Non-response Bias Analysis – Effects on Survey Responses due to Initial Contact Gender and Number of Adults within Group

This study used answers to five, pre-selected non-response bias questions and two observable characteristics (initial contact gender and number of adults within group) 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 $p \leq 0.025$ (following Bonferroni correction) suggest that groups who responded to the SEM survey do differ significantly from non-respondents, with respect to initial contact gender ($\chi^2 = 34.872$; $p < 0.001$) and number of adults within group ($\chi^2 = 40.171$; $p < 0.001$). In particular, groups with females as the initial person contacted for the survey were more likely than those with males as the initial contact to respond to the survey, while groups with 2 or 3-4 adults were more likely than those with 1 adult to respond to the survey.

The potential impact of this non-response bias on the results of the SEM survey was further explored. Specifically, effects due to initial contact gender and number of adults within group were examined for 71 key questions in the SEM survey that were designed to assess use of information sources for trip planning, motivations for visiting Cape Cod NS, participation in activities, programs, and services, attitudes toward park management, and satisfaction with park services and facilities (Table 123 and Table 124). A Bonferroni correction was applied to account for the fact that 71 simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.0007 are assumed to be statistically significant.

Statistically significant effects of initial contact gender on survey responses were observed for 3 of the 71 questions that were assessed and are emphasized with bold text in Table 123. Statistically significant effects of number of adults with group on survey responses were observed for 4 of the 71 questions that were assessed and are emphasized with bold text in Table 124.

Table 123. Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
Prior to this trip, how did you obtain information about Cape Cod NS? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	469	$\chi^2 = 7.021$; $p = 0.011$	NA
	Previous visits	0 = No 1 = Yes	470	$\chi^2 = 1.864$; $p = 0.194$	NA
	Friends/relatives/word of mouth	0 = No 1 = Yes	469	$\chi^2 = 3.252$; $p = 0.084$	NA
	Inquiry to park via phone, mail or email	0 = No 1 = Yes	470	$\chi^2 = 0.932$; $p = 0.364$	NA
	Cape Cod NS website (nps.gov/caco)	0 = No 1 = Yes	469	$\chi^2 = 1.876$; $p = 0.177$	NA
	Other website	0 = No 1 = Yes	469	$\chi^2 = 4.127$; $p = 0.066$	NA
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	469	$\chi^2 = 7.296$; $p = 0.007$	NA
	Maps/brochures	0 = No 1 = Yes	469	$\chi^2 = 0.729$; $p = 0.440$	NA
	Newspaper/magazine articles	0 = No 1 = Yes	470	$\chi^2 = 6.042$; $p = 0.016$	NA
	Other units of the National Park System (NPS)	0 = No 1 = Yes	469	$\chi^2 = 2.136$; $p = 0.174$	NA
	School class/program	0 = No 1 = Yes	469	$\chi^2 = 0.000$; $p = 1.000$	NA
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	469	$\chi^2 = 0.866$; $p = 0.653$	NA

Table 123 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
Prior to this trip, how did you obtain information about Cape Cod NS? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	470	$\chi^2 = 0.016$; $p = 1.000$	NA
	Television/radio programs/DVDs	0 = No 1 = Yes	469	$\chi^2 = 0.000$; $p = 1.000$	NA
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	469	$\chi^2 = 5.078$; $p = 0.024$	NA
	Other	0 = No 1 = Yes	469	$\chi^2 = 0.123$; $p = 1.000$	NA
How important to you was each of the following reasons for visiting Cape Cod NS 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"	419	NA	$t = 0.848$; $p = 0.397$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	434	NA	$t = 4.044$; $p < 0.001$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	445	NA	$t = 1.056$; $p = 0.292$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	454	NA	$t = 1.989$; $p = 0.047$

Table 123 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
How important to you was each of the following reasons for visiting Cape Cod NS on this trip? Please mark one for each row. (Q10) (continued)	To relax	1 = "Extremely important" to 5 = "Not at all important"	461	NA	$t = 3.471$; $p = 0.001$
	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	413	NA	$t = -2.574$; $p = 0.010$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	428	NA	$t = -1.192$; $p = 0.234$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	382	NA	$t = -1.317$; $p = 0.189$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	442	NA	$t = 1.1693$; $p = 0.091$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	428	NA	$t = -1.397$; $p = 0.163$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	457	NA	$t = 1.508$; $p = 0.132$

Table 123 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
How important to you was each of the following reasons for visiting Cape Cod NS 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"	411	NA	$t = -0.956$; $p = 0.340$
	Other	1 = "Extremely important" to 5 = "Not at all important"	104	NA	$t = 3.640$; $p < 0.001$
On this trip, in which of the following activities did you personally participate Cape Cod NS? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	469	$\chi^2 = 0.015$; $p = 0.906$	NA
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	468	$\chi^2 = 0.087$; $p = 0.801$	NA
	Visiting	0 = No 1 = Yes	468	$\chi^2 = 3.954$; $p = 0.053$	NA
	Nature study	0 = No 1 = Yes	468	$\chi^2 = 2.164$; $p = 0.151$	NA
	Driving for pleasure	0 = No 1 = Yes	469	$\chi^2 = 4.054$; $p = 0.051$	NA
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	469	$\chi^2 = 0.598$; $p = 0.445$	NA
	Day hiking (1 hour or more)	0 = No 1 = Yes	467	$\chi^2 = 6.153$; $p = 0.013$	NA
	Bicycling	0 = No 1 = Yes	467	$\chi^2 = 0.762$; $p = 0.413$	NA
	Running/jogging	0 = No 1 = Yes	467	$\chi^2 = 2.484$; $p = 0.127$	NA

Table 123 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
On this trip, in which of the following activities did you personally participate Cape Cod NS? Please mark all that apply. (Q12) (continued)	Fishing	0 = No 1 = Yes	468	$\chi^2 = 6.422$; $p = 0.020$	NA
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	468	$\chi^2 = 0.018$; $p = 1.000$	NA
	Motorized water travel (boating, jet skiing, etc.)	0 = No 1 = Yes	468	$\chi^2 = 0.162$; $p = 1.000$	NA
	Camping in developed sites	0 = No 1 = Yes	467	$\chi^2 = 0.059$; $p = 0.839$	NA
	Family gathering/reunion	0 = No 1 = Yes	469	$\chi^2 = 0.327$; $p = 0.562$	NA
	Picnicking	0 = No 1 = Yes	467	$\chi^2 = 5.164$; $p = 0.024$	NA
	Water play (swimming, snorkeling, scuba diving, etc.)	0 = No 1 = Yes	467	$\chi^2 = 2.008$; $p = 0.158$	NA
	Hunting	0 = No 1 = Yes	467	$\chi^2 = 0.034$; $p = 1.000$	NA
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	468	$\chi^2 = 0.000$; $p = 1.000$	NA
	Other 1	0 = No 1 = Yes	468	$\chi^2 = 0.010$; $p = 1.000$	NA
	Other 2	0 = No 1 = Yes	468	$\chi^2 = 0.011$; $p = 1.000$	NA
On this trip, in which of the following programs and services did you personally participate within Cape Cod NS? (Q14)	Attending a ranger-led activity, such as a tour or talk	0 = No 1 = Yes	350	$\chi^2 = 0.063$; $p = 0.866$	NA

Table 123 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
On this trip, in which of the following programs and services did you personally participate within Cape Cod NS? (Q14) (continued)	Talking informally with a ranger	0 = No 1 = Yes	350	$\chi^2 = 0.079$; $p = 0.828$	NA
	Viewing outdoor exhibits	0 = No 1 = Yes	350	$\chi^2 = 0.650$; $p = 0.426$	NA
	Viewing indoor exhibits	0 = No 1 = Yes	350	$\chi^2 = 0.650$; $p = 0.426$	NA
	Attending a cultural demonstration or performance	0 = No 1 = Yes	350	$\chi^2 = 2.809$; $p = 0.170$	NA
	Reading the park brochure or newspaper	0 = No 1 = Yes	350	$\chi^2 = 0.256$; $p = 0.661$	NA
	Going to the Visitor Center	0 = No 1 = Yes	349	$\chi^2 = 0.528$; $p = 0.489$	NA
	Watching movies or videos about the park	0 = No 1 = Yes	349	$\chi^2 = 0.796$; $p = 0.387$	NA
	Participating with a child in your group in the Junior Ranger program	0 = No 1 = Yes	351	$\chi^2 = 0.592$; $p = 0.507$	NA
	Obtaining National Park passport stamp	0 = No 1 = Yes	350	$\chi^2 = 0.321$; $p = 0.612$	NA
	Listening to an audio tour or podcast	0 = No 1 = Yes	349	$\chi^2 = 0.600$; $p = 0.655$	NA
	Using a smart phone app specific to Cape Cod NS	0 = No 1 = Yes	349	$\chi^2 = 6.087$; $p = 0.015$	NA
	Other	0 = No 1 = Yes	351	$\chi^2 = 0.690$; $p = 0.579$	NA

Table 123 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Cape Cod NS is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	470	NA	$t = 0.526$; $p = 0.599$
	Cape Cod NS is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	466	NA	$t = -1.054$; $p = 0.292$
	Natural resources in Cape Cod NS are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	460	NA	$t = -1.805$; $p = 0.072$
	The entrance fee for Cape Cod NS is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	466	NA	$t = 1.434$; $p = 0.152$
	Vandalism and crime are not a problem in Cape Cod NS	1 = "Strongly agree" to 5 = "Strongly disagree"	466	NA	$t = -2.263$; $p = 0.024$
	Cape Cod NS is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	466	NA	$t = -1.054$; $p = 0.293$
	Historical and cultural features in Cape Cod NS are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	465	NA	$t = -3.562$; $p < 0.001$

Table 123 (continued). Statistical tests of initial contact gender effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	t-statistic; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22) (continued)	Development of adjacent areas detracts from visitors' experiences at Cape Cod NS	1 = "Strongly agree" to 5 = "Strongly disagree"	465	NA	$t = 0.056$; $p = 0.955$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Cape Cod NS? (Q24)	–	1 = "Very good" to 5 = "Very poor"	466	NA	$t = 1.787$; $p = 0.075$

Table 124. Statistical tests of number of adults within group effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	F-statistic; p-value
Prior to this trip, how did you obtain information about Cape Cod NS? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	468	$\chi^2 = 4.429$; $p = 0.236$	NA
	Previous visits	0 = No 1 = Yes	469	$\chi^2 = 9.846$; $p = 0.020$	NA
	Friends/relatives/word of mouth	0 = No 1 = Yes	470	$\chi^2 = 2.955$; $p = 0.399$	NA
	Inquiry to park via phone, mail or email	0 = No 1 = Yes	469	$\chi^2 = 4.871$; $p = 0.181$	NA
	Cape Cod NS website (nps.gov/caco)	0 = No 1 = Yes	470	$\chi^2 = 2.593$; $p = 0.459$	NA
	Other website	0 = No 1 = Yes	468	$\chi^2 = 3.684$; $p = 0.298$	NA

Table 124 (continued). Statistical tests of number of adults within group effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	F-statistic; p-value
Prior to this trip, how did you obtain information about Cape Cod NS? Please mark all that apply. (Q8) (continued)	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	469	$\chi^2 = 4.432$; $p = 0.218$	NA
	Maps/brochures	0 = No 1 = Yes	470	$\chi^2 = 9.663$; $p = 0.022$	NA
	Newspaper/magazine articles	0 = No 1 = Yes	468	$\chi^2 = 0.730$; $p = 0.866$	NA
	Other units of the National Park System (NPS)	0 = No 1 = Yes	470	$\chi^2 = 2.235$; $p = 0.525$	NA
	School class/program	0 = No 1 = Yes	468	$\chi^2 = 0.000$; $p = 1.000$	NA
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	470	$\chi^2 = 2.044$; $p = 0.563$	NA
	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	470	$\chi^2 = 1.573$; $p = 0.666$	NA
	Television/radio programs/DVDs	0 = No 1 = Yes	469	$\chi^2 = 0.000$; $p = 1.000$	NA
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	469	$\chi^2 = 7.819$; $p = 0.050$	NA
	Other	0 = No 1 = Yes	469	$\chi^2 = 0.624$; $p = 0.891$	NA
How important to you was each of the following reasons for visiting Cape Cod NS 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"	419	NA	$F = 0.834$; $p = 0.475$

Table 124 (continued). Statistical tests of number of adults within group effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	F-statistic; p-value
How important to you was each of the following reasons for visiting Cape Cod NS on this trip? Please mark one for each row. (Q10) (continued)	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	434	NA	<i>F = 28.631; p < 0.001</i>
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	445	NA	<i>F = 5.709; p = 0.001</i>
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	454	NA	<i>F = 3.214; p = 0.023</i>
	To relax	1 = "Extremely important" to 5 = "Not at all important"	461	NA	<i>F = 2.535; p = 0.056</i>
	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	413	NA	<i>F = 1.647; p = 0.178</i>
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	428	NA	<i>F = 0.856; p = 0.464</i>
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	382	NA	<i>F = 0.771; p = 0.511</i>

Table 124 (continued). Statistical tests of number of adults within group effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	F-statistic; p-value
How important to you was each of the following reasons for visiting Cape Cod NS on this trip? Please mark one for each row. (Q10) (continued)	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	442	NA	$F = 2.283$; $p = 0.078$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	428	NA	$F = 6.598$; $p < 0.001$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	457	NA	$F = 1.169$; $p = 0.321$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	411	NA	$F = 0.493$; $p = 0.687$
	Other	1 = "Extremely important" to 5 = "Not at all important"	104	NA	$F = 2.298$; $p = 0.082$
On this trip, in which of the following activities did you personally participate within Cape Cod NS? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	468	$\chi^2 = 9.899$; $p = 0.019$	NA
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	468	$\chi^2 = 9.521$; $p = 0.023$	NA
	Visiting	0 = No 1 = Yes	469	$\chi^2 = 15.718$; $p = 0.001$	NA

Table 124 (continued). Statistical tests of number of adults within group effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	F-statistic; p-value
On this trip, in which of the following activities did you personally participate within Cape Cod NS? Please mark all that apply. (Q12) (continued)	Nature study	0 = No 1 = Yes	467	$\chi^2 = 7.909$; $p = 0.048$	NA
	Driving for pleasure	0 = No 1 = Yes	469	$\chi^2 = 3.538$; $p = 0.316$	NA
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	468	$\chi^2 = 17.987$; $p < 0.001$	NA
	Day hiking (1 hour or more)	0 = No 1 = Yes	469	$\chi^2 = 2.322$; $p = 0.508$	NA
	Bicycling	0 = No 1 = Yes	467	$\chi^2 = 1.757$; $p = 0.624$	NA
	Running/jogging	0 = No 1 = Yes	469	$\chi^2 = 9.358$; $p = 0.025$	NA
	Fishing	0 = No 1 = Yes	469	$\chi^2 = 3.543$; $p = 0.315$	NA
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	469	$\chi^2 = 2.281$; $p = 0.516$	NA
	Motorized water travel (boating, jet skiing, etc.)	0 = No 1 = Yes	468	$\chi^2 = 1.435$; $p = 0.697$	NA
	Camping in developed sites	0 = No 1 = Yes	468	$\chi^2 = 3.687$; $p = 0.297$	NA
	Family gathering/reunion	0 = No 1 = Yes	468	$\chi^2 = 10.690$; $p = 0.014$	NA
	Picnicking	0 = No 1 = Yes	469	$\chi^2 = 7.877$; $p = 0.049$	NA

Table 124 (continued). Statistical tests of number of adults within group effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	F-statistic; p-value
On this trip, in which of the following activities did you personally participate within Cape Cod NS? Please mark all that apply. (Q12) (continued)	Water play (swimming, snorkeling, scuba diving, etc.)	0 = No 1 = Yes	467	$\chi^2 = 6.282$; $p = 0.099$	NA
	Hunting	0 = No 1 = Yes	468	$\chi^2 = 0.000$; $p = 1.000$	NA
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	468	$\chi^2 = 0.000$; $p = 1.000$	NA
	Other 1	0 = No 1 = Yes	467	$\chi^2 = 0.692$; $p = 0.875$	NA
	Other 2	0 = No 1 = Yes	467	$\chi^2 = 7.479$; $p = 0.058$	NA
On this trip, in which of the following programs and services did you personally participate within Cape Cod NS? (Q14)	Attending a ranger-led activity, such as a tour or talk	0 = No 1 = Yes	350	$\chi^2 = 7.604$; $p = 0.055$	NA
	Talking informally with a ranger	0 = No 1 = Yes	349	$\chi^2 = 2.484$; $p = 0.478$	NA
	Viewing outdoor exhibits	0 = No 1 = Yes	350	$\chi^2 = 5.117$; $p = 0.163$	NA
	Viewing indoor exhibits	0 = No 1 = Yes	349	$\chi^2 = 18.701$; $p < 0.001$	NA
	Attending a cultural demonstration or performance	0 = No 1 = Yes	350	$\chi^2 = 1.616$; $p = 0.656$	NA
	Reading the park brochure or newspaper	0 = No 1 = Yes	348	$\chi^2 = 5.838$; $p = 0.120$	NA
	Going to the Visitor Center	0 = No 1 = Yes	350	$\chi^2 = 5.666$; $p = 0.129$	NA

Table 124 (continued). Statistical tests of number of adults within group effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	F-statistic; p-value
On this trip, in which of the following programs and services did you personally participate within Cape Cod NS? (Q14) (continued)	Watching movies or videos about the park	0 = No 1 = Yes	350	$\chi^2 = 3.268$; $p = 0.352$	NA
	Participating with a child in your group in the Junior Ranger program	0 = No 1 = Yes	349	$\chi^2 = 0.988$; $p = 0.804$	NA
	Obtaining National Park passport stamp	0 = No 1 = Yes	350	$\chi^2 = 3.968$; $p = 0.265$	NA
	Listening to an audio tour or podcast	0 = No 1 = Yes	350	$\chi^2 = 3.588$; $p = 0.310$	NA
	Using a smart phone app specific to Cape Cod NS	0 = No 1 = Yes	349	$\chi^2 = 5.087$; $p = 0.166$	NA
	Other	0 = No 1 = Yes	350	$\chi^2 = 5.664$; $p = 0.129$	NA
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Cape Cod NS is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	470	NA	$F = 0.771$; $p = 0.511$
	Cape Cod NS is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	466	NA	$F = 0.705$; $p = 0.549$
	Natural resources in Cape Cod NS are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	460	NA	$F = 2.151$; $p = 0.093$

Table 124 (continued). Statistical tests of number of adults within group effects on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value	F-statistic; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22) (continued)	The entrance fee for Cape Cod NS is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	466	NA	$F = 2.790$; $p = 0.040$
	Vandalism and crime are not a problem in Cape Cod NS	1 = "Strongly agree" to 5 = "Strongly disagree"	466	NA	$F = 1.356$; $p = 0.256$
	Cape Cod NS is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	466	NA	$F = 1.242$; $p = 0.294$
	Historical and cultural features in Cape Cod NS are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	465	NA	$F = 4.588$; $p = 0.004$
	Development of adjacent areas detracts from visitors' experiences at Cape Cod NS	1 = "Strongly agree" to 5 = "Strongly disagree"	465	NA	$F = 0.261$; $p = 0.854$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Cape Cod NS? (Q24)	–	1 = "Very good" to 5 = "Very poor"	466	NA	$F = 0.860$; $p = 0.462$

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.

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National Park Service
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