



World War II Valor in the Pacific National Monument Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/VALR/NRR—2019/1902



ON THE COVER

Photograph of the USS Arizona Memorial

Photograph courtesy of the National Park Service

World War II Valor in the Pacific National Monument Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/VALR/NRR—2019/1902

Resource Systems Group (RSG)
55 Railroad Row
White River Junction, VT 05001

Month Year

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

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

The Natural Resource Report Series is used to disseminate comprehensive information and analysis about natural resources and related topics concerning lands managed by the National Park Service. The series supports the advancement of science, informed decision-making, and the achievement of the National Park Service mission. The series also provides a forum for presenting more lengthy results that may not be accepted by publications with page limitations.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

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

This report is available in digital format from the [Natural Resource Publications Management](#) website. If you have difficulty accessing information in this publication, particularly if using assistive technology, please email irma@nps.gov.

Please cite this publication as:

Resource Systems Group (RSG). 2019. World War II Valor in the Pacific National Monument socioeconomic monitoring pilot implementation: Summer 2016. Natural Resource Report NPS/VALR/NRR—2019/1902. National Park Service, Fort Collins, Colorado.

Contents

	Page
Figures.....	vii
Tables.....	xii
Appendices.....	xiv
Executive Summary	xv
Acknowledgments.....	xviii
List of Terms.....	xviii
Introduction.....	1
Organization of Report.....	1
Presentation of the Results	2
Methods.....	3
Survey Method	3
Sampling Effort	3
Questionnaire Design	4
Sampling Procedures	4
Sampling Results	5
Data Entry and Cleaning	6
Non-Response Bias	6
Data Analysis	11
Limitations.....	11
Special Conditions.....	12
Results.....	13
Group and Visitor Characteristics	13
Visitor group size	13
Number of adults within group.....	14
Number of children within group.....	15
Visitor group type.....	16

Visitor age	17
Visitor gender	19
Visitor ethnicity	20
Visitor race	21
Visitor speaking language	22
Visitor reading language.....	23
U.S. visitors' state of residence	24
International visitors' country of residence	26
Live on Hawaiian Islands	27
Visitor level of education	28
Household income	29
Household size.....	30
Frequency of visits to park	31
Frequency of visits to other National Park Service sites	32
Pre-Trip Planning and Experience.....	33
Information sources prior to visit	33
Information needed.....	35
Forms of transportation	37
Number of people in vehicle	38
Water-based transportation.....	39
Hours traveled to park	40
Miles traveled to park.....	41
Role of park visit in trip away from home	42
Role of park visit in trip away from home, if not primary or sole purpose for trip.....	43
Reasons for visiting the park on this trip	45
Most important reason for visiting on this trip	54
Park Experience and Activities	56
Length of stay in WWII Valor in the Pacific NM	56

Contents (continued)

	Page
Days entered or re-entered park	58
Overnight stay	59
Nights spent in overnight accommodations	60
Visits to other National Park Service sites	65
Other National Park Service sites visited	66
Activity participation.....	67
Primary activity on this trip	69
Visitors with physical conditions	71
Programs and services participation.....	74
Learning from park staff, programs, and/or exhibits.....	76
Learning about subjects on future visits	79
Expenditures	81
Purchase of package tour(s).....	81
Items included in package tour(s) as a part of visit	85
Total expenditures on the Hawaiian Islands.....	87
Percentages of total expenditures on the Hawaiian Islands.....	88
Number of people covered by expenses	90
Adults covered by expenses	91
Children covered by expenses	92
Sharing of expenses.....	93
Total expenditures outside of the Hawaiian Islands	94
Additional expenditures willing to pay	95
Evaluations of Park Experience and Post-Trip Experience.....	97
Aspects most liked about visit to WWII Valor in the Pacific NM.....	97
Aspects least liked about visit to WWII Valor in the Pacific NM	99
Expectations for visit to WWII Valor in the Pacific NM.....	101

Contents (continued)

	Page
Importance of use of personal electronic devices.....	103
Quality of service required to use personal electronic devices	105
Mean scores of importance and quality ratings for use of personal electronic devices	107
Safety	108
Crowding	109
Condition of natural resources.....	110
Vandalism and crime	111
Accessibility	112
Condition of historical and cultural features	113
Development of adjacent areas.....	114
Quality of facilities, services, and recreational opportunities	115
Services used	123
Overall quality of facilities, services, and recreational opportunities	124
Opinion of national significance of park	125
Visitor Comments.....	126
Additional comments.....	126
Literature Cited	128

Figures

	Page
Figure 1. Example figure.	2
Figure 2. Visitor group size.....	13
Figure 3. Number of adults within group.....	14
Figure 4. Number of children within group.	15
Figure 5. Visitor group type.	16
Figure 6. Visitor age.....	18
Figure 7. Visitor gender.	19
Figure 8. Visitor ethnicity.	20
Figure 9. Visitor race.	21
Figure 10. Preferred speaking language.....	22
Figure 11. Preferred reading language.....	23
Figure 12. Proportion of U.S. visitors by state of residence.	25
Figure 13. Visitors who live on the Hawaiian Islands.	27
Figure 14. Visitor level of education.....	28
Figure 15. Annual household income.	29
Figure 16. Size of household.....	30
Figure 17. Park visits in last 12 months.	31
Figure 18. Other NPS site visits in last 12 months.	32
Figure 19. Visitor groups that obtained information about the park prior to visit.	33
Figure 20. Information sources used prior to trip.	34
Figure 21. Had information needed on this trip.	35
Figure 22. Transportation used to travel to park.	37
Figure 23. Number of passengers in car, truck or SUV.....	38
Figure 24. Water-based transportation used to travel to park.	39
Figure 25. Hours traveled one-way to park.....	40
Figure 26. Miles traveled one-way to park.	41

Figures (continued)

	Page
Figure 27. Role of park visit in trip away from home.....	42
Figure 28. Location of other equally important destinations.	43
Figure 29. Location of primary destination if spur of the moment trip.	44
Figure 30. Reasons for visiting the park this trip.	46
Figure 31. Importance of learning more about American history and culture.....	47
Figure 32. Importance of paying respects.....	47
Figure 33. Importance of spending time with friends/family.	48
Figure 34. Importance of visiting a National Park Service site.	48
Figure 35. Importance of seeking inspiration.	49
Figure 36. Importance of relaxing.....	49
Figure 37. Importance of being outdoors.....	50
Figure 38. Importance of viewing wildlife or natural scenery.....	50
Figure 39. Importance of learning more about nature.....	51
Figure 40. Importance of getting physical exercise.	51
Figure 41. Importance of experiencing solitude.	52
Figure 42. Importance of attending a special event.	52
Figure 43. Importance of hearing the sounds of nature/quiet.	53
Figure 44. Importance of viewing dark night sky/stars.....	53
Figure 45. Most important reason for visiting the park on this trip.	55
Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.....	56
Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.	57
Figure 48. Number of days entered or re-entered park.	58
Figure 49. Visitor groups who stayed overnight away from their permanent residences.	59
Figure 50. Accommodations for overnight stay during this trip.	60

Figures (continued)

	Page
Figure 51. Nights spent in lodging.....	62
Figure 52. Nights spent on a cruise ship.....	63
Figure 53. Nights in other accommodations (e.g., friends/relatives).....	64
Figure 54. Visited other NPS sites on trip away from home.....	65
Figure 55. Participation in activities on this trip.....	68
Figure 56. Primary activity on this trip to WWII Valor in the Pacific.....	70
Figure 57. Visitors with physical conditions.....	71
Figure 58. Specific difficulties had by visitor group member(s).....	73
Figure 59. Participation in programs and services.....	75
Figure 60. Visitors who learned something from park staff, programs, and/or exhibits.....	76
Figure 61. Visitors who would like to learn about specific subjects on future visits.....	79
Figure 62. Visitor groups with member(s) who purchased packaged tour(s).....	81
Figure 63. Total length of package tour(s) purchased by at least one group member.....	82
Figure 64. Total cost per person for package tour(s) purchased by at least one group member.....	83
Figure 65. Number of group members on package tour(s) purchased by at least one group member.....	84
Figure 66. Items included in package tour(s) purchased by at least one group member.....	86
Figure 67. Total expenditures on the Hawaiian Islands.....	87
Figure 68. Percentages of total expenditures on the Hawaiian Islands.....	89
Figure 69. Visitors covered by expenses.....	90
Figure 70. Adults covered by expenses.....	91
Figure 71. Children covered by expenses.....	92
Figure 72. Sharing of expenses in visitor group.....	93
Figure 73. Total expenditures outside of the Hawaiian Islands.....	94
Figure 74. Additional expenditures willing to pay.....	96

Figures (continued)

	Page
Figure 75. Meeting of expectations for visit on this trip.....	101
Figure 76. Importance of using personal electronic devices.....	104
Figure 77. Quality of service required to use personal electronic devices.....	106
Figure 78. Mean scores for importance and quality ratings for use of personal electronic devices.....	107
Figure 79. Extent of agreement/disagreement with statement on safety of WWII Valor in the Pacific NM.	108
Figure 80. Extent of agreement/disagreement with statement on crowding in WWII Valor in the Pacific NM.	109
Figure 81. Extent of agreement/disagreement with statement on condition of natural resources in WWII Valor in the Pacific NM.....	110
Figure 82. Extent of agreement/disagreement with statement on vandalism and crime in WWII Valor in the Pacific NM.....	111
Figure 83. Extent of agreement/disagreement with statement on accessibility of WWII Valor in the Pacific NM.	112
Figure 84. Extent of agreement/disagreement with statement on condition of historical and cultural features in WWII Valor in the Pacific NM.	113
Figure 85. Extent of agreement/disagreement with statement on development of adjacent areas near WWII Valor in the Pacific NM.....	114
Figure 86. Quality of facilities, services, and recreational opportunities.....	116
Figure 87. Quality of exhibits (indoor and outdoor).	117
Figure 88. Quality of visitor center.	117
Figure 89. Quality of learning about nature, history, or culture.....	118
Figure 90. Quality of walkways, trails, and roads.....	118
Figure 91. Quality of assistance from park employees.	119
Figure 92. Quality of park map or brochure.	119
Figure 93. Quality of ranger programs.....	120
Figure 94. Quality of restrooms.	120

Figures (continued)

	Page
Figure 95. Quality of campgrounds and/or picnic areas.	121
Figure 96. Quality of value for entrance fees paid.	121
Figure 97. Quality of outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.).	122
Figure 98. Quality of commercial services in the park.	122
Figure 99. Overall rating of facilities, services, and recreational opportunities.	124
Figure 100. Entrance sampling location.	193
Figure 101. Importance of spending time with friends/family, by Group Type.	207
Figure 102. Participation in visiting a cultural/historic site, by Visit Length.	207
Figure 103. Participation in attending a ranger-led activity, by Visit Length.	208
Figure 104. Participation in viewing indoor exhibits, by Visit Length.	208
Figure 105. Participation in listening to an audio tour or podcast, by Visit Length.	209
Figure 106. Agreement that WW II Valor in the Pacific NM is a safe place to visit, by Visit Length.	209
Figure 107. Agreement that historical and cultural features in WWII Valor in the Pacific NM are well maintained/preserved, by Visit Length.	210

Tables

	Page
Table 1. Sampling effort at the park entrance.	3
Table 2. Number of questionnaires distributed at the entrance sample location, by language.	5
Table 3. Follow-up mailing distribution.	5
Table 4. Number and percentage of respondents and non-respondents with valid values for non-response variables.	7
Table 5. Initial contact gender comparison between respondents and non-respondents (Chi-square p-value ¹ is 0.297).	9
Table 6. Number of adult group member's comparison between respondents and non-respondents (Chi-square p-value ¹ is 0.305).	9
Table 7. Number of children in group comparison between respondents and non-respondents (Chi-square p-value ¹ is 0.781).	9
Table 8. State or country of residence comparison between respondents and non-respondents (Chi-square p-value ¹ is 0.781).	10
Table 9. Group type comparison between respondents and non-respondents (Chi-square p-value ¹ is 0.005).	10
Table 10. Visit length comparison between respondents and non-respondents (Chi-square p-value ¹ is 0.001).	11
Table 11. United States visitors by state of residence.	24
Table 12. International visitors by country of residence.	26
Table 13. Information needed (N= 25 comments, some visitor groups may have more than one comment).	36
Table 14. Other National Park Service sites visited (N= 90 comments, some visitor groups may have visited more than one other NPS site).	66
Table 15. Activities/services/facilities difficult to participate in/access (N= 10 comments, some visitor groups may have more than one comment).	72
Table 16. Subjects learned (N= 373 comments, some visitor groups may have more than one comment).	77
Table 17. Subjects visitors would like to learn (N= 81 comments, some visitor groups may have more than one comment).	80

Tables (continued)

	Page
Table 18. Aspects most liked about visit (N= 464 comments, some visitor groups may have more than one comment).	97
Table 19. Aspects least liked about visit (N= 217 comments, some visitor groups may have more than one comment).	99
Table 20. Reasons expectations were "not entirely" met (N= 44 comments, some visitor groups may have more than one comment).	102
Table 21. Services used (N= 114 comments, some visitor groups may have more than one comment).....	123
Table 22. Opinions of national significance of park (N= 366 comments, some visitor groups may have more than one comment).	125
Table 23. Additional comments about facilities, services, or recreational opportunities (N= 181 comments, some visitor groups may have more than one comment).....	126
Table 24. Mean/median/standard deviation of selected variables.....	129
Table 25. Statistical tests of Group Type effects on key questions in SEM survey.....	195
Table 26. Statistical tests of Visit Length effects on key questions in SEM survey.	201

Appendices

	Page
Appendix 1. Descriptive Statistics	129
Appendix 2. The Questionnaire – English and Japanese Versions.....	134
Appendix 3. The Thank You/Reminder Postcard – English and Japanese Versions.....	187
Appendix 4. The Replacement Mailing Cover Letter – English and Japanese Versions	191
Appendix 5. Detailed Sampling Procedures	193
Appendix 6. Non-response Bias Analysis - Effects on Survey Reponses due to Group Type and Visit Length	194

Executive Summary

- This report describes the results of a visitor study at World War II (WWII) Valor in the Pacific National Monument (NM) conducted from July 29 through August 7, 2016. During the sampling period, 1,327 visitor groups were contacted to participate in the survey. Of those groups, 880 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 353 visitor groups, resulting in a completion rate of 40% among those visitor groups that agreed to participate in the study and an overall response rate of 27% for the study.
- This report profiles a systematic random sample of WWII Valor in the Pacific NM 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).
- Thirty-two percent of visitor groups were groups of two, and 29% of visitor groups were groups of five or more members. A majority of visitor groups (72%) identified as groups of family.
- Eleven percent of visitor were 65 years old or older, 14% of visitors were 55 to 64 years old, 32% of visitor were 35 to 54 years old, 21% of visitors were 18 to 34 years old, and 22% of visitors were under 18 years old.
- Hispanic or Latino visitors comprised 12% of visitation during the survey period. Most visitors (83%) were white. Fewer visitors were Asian (11%), American Indian or Alaska Native (3%), Native Hawaiian or other Pacific Islander (2%), or Black or African American (1%).
- Nearly all visitor groups preferred to speak (97%) and read (97%) English when visiting an area such as WWII Valor in the Pacific NM.
- Individuals from the United States comprised 80% of total visitation during the survey period. At the state level, 22% of visitors were from California, 7% of visitors were from Texas, 7% of visitors were from Hawai‘i, and smaller proportions of visitors were from 42 other states. International visitors comprised 20% of total visitation with 28% of international visitors from Australia, 24% from Canada, 15% from the United Kingdom, and smaller proportions of visitors from 13 other countries.
- Ninety-one percent of visitors indicated having visited the park only once during the last 12 months. Forty-three percent of visitors indicated that they had not visited another National Park Service (NPS) site within the past 12 months, while 21% indicated that they had visited one other NPS site and 21% indicated that they had visited other NPS sites three or more times in the past 12 months.
- Ninety-five percent of visitor groups obtained information about WWII Valor in the Pacific NM prior to this trip. The most commonly reported information sources used were the park website (45%), friends/relatives/word of mouth (43%), previous visits (27%), and travel guides/tour books (23%). The vast majority (93%) of visitor groups had the information they needed about WWII Valor in the Pacific NM for their trip.

- Sixty-eight percent of visitor groups used a car, truck, or SUV to get from their home to the park and 65% of visitor groups used an airplane. Forty-five percent of visitor groups spent seven to 12 hours traveling from their home to the park. Thirty percent of visitor groups traveled up to 1,000 miles from their home to get to the park.
- Eighty-three percent of visitor groups indicated that visiting WWII Valor in the Pacific NM was one of several equally important destinations on their trip away from home.
- The most important reasons for visitors to visit WWII Valor in the Pacific NM included to learn more about American history/culture (90% of visitor groups), to pay respects (84% of visitor groups), and to spend time with friends/family (67% of visitor groups). Sixty percent of visitor groups reported that visiting a cultural or historic site was their primary activity. Twelve percent of visitor groups reported having no primary activity.
- Eighty-seven percent of visitors stayed overnight during their trip to the Hawaiian Islands. The majority (86%) of those visitors who stayed overnight stayed in lodging. More than a third (38%) of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than WWII Valor in the Pacific NM were Hawai‘i Volcanoes National Park and Haleakala National Park.
- The vast majority of visitor groups (96%) 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 most commonly reported physical condition was a mobility-related condition (67%). Moreover, 66% of visitor groups disagreed or strongly disagreed that WWII Valor in the Pacific NM is not accessible to persons with physical disabilities.
- The majority of visitor groups viewed outdoor exhibits (89%), viewed indoor exhibits (85%), and/or watched movies or videos about the park (82%). Eighty-six percent of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Twenty-eight 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 WWII Valor in the Pacific NM.
- Seventy-three percent of visitor groups spent up to \$2,001 or more on expenditures inside the park and nearby area, excluding package tour expenses. The expenditure sectors where visitor groups spent the largest proportions of money (excluding package tour expenses) included hotels, motels, resorts (31% of expenditures), restaurants/bars (14% of expenditures), and specialty lodging (12% of expenditures).
- The vast majority of visitor groups (89%) reported that their visit to WWII Valor in the Pacific NM met their expectations.
- The vast majority (99%) of visitor groups agreed or strongly agreed that WWII Valor in the Pacific NM is a safe place to visit. Eighty-eight percent agreed or strongly agreed that vandalism and crime are not a problem in WWII Valor in the Pacific NM.

- Seventy-two percent of visitor groups agreed or strongly agreed that natural resources in WWII Valor in the Pacific NM are in pristine condition. Ninety-seven percent of visitor groups agreed or strongly agreed that historical and cultural features in WWII Valor in the Pacific NM are well maintained/preserved. Sixty-three percent of visitor groups disagreed or strongly disagreed that development of adjacent areas detracts from visitors' experiences at WWII Valor in the Pacific NM. Nearly half (46%) of visitor groups disagreed or strongly disagreed that WWII Valor in the Pacific NM is too crowded.
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in WWII Valor in the Pacific NM highly. Ninety-six percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

We thank the staff of World War II Valor in the Pacific National Monument and the National Park Service's Social Science Program for their assistance and support with this visitor use study.

List of Terms

WWII: World War II

NM: National Monument

NPS: National Park Service

RSG: Resource Systems Group, Inc.

SEM: Socioeconomic Monitoring

SSP: Social Science Program

VSP: Visitor Services Project

Introduction

During 2015 through 2016, the National Park Service (NPS) Social Science Program (SSP) conducted pilot implementation of an in-park Socioeconomic Monitoring (SEM) visitor survey in several units of the National Park System. This report describes the results of pilot implementation of the SEM visitor survey at World War II (WWII) Valor in the Pacific National Monument (NM) from July 29 through August 7, 2016. The study was conducted by RSG, under a contract with the NPS SSP.

Organization of Report

This report is organized into three sections

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

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

Section 3: Appendices

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

Appendix 2. *The Questionnaire – English and Japanese Versions*. A copy of the questionnaire distributed to visitor groups, in English and Japanese.

Appendix 3. *The Thank You/Reminder Postcard – English and Japanese Versions*. A copy of the thank you/reminder postcard mailed to visitor groups, in English and Japanese.

Appendix 4. *The Replacement Mailing Cover Letter – English and Japanese Versions*. A copy of the replacement mailing cover letter mailed to visitor groups, in English and Japanese.

Appendix 5. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Appendix 6. *Non-response Bias Analysis - Effects on Survey Responses due to Group Type and Visit Length*. Results of statistical tests of group type and visit length 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.

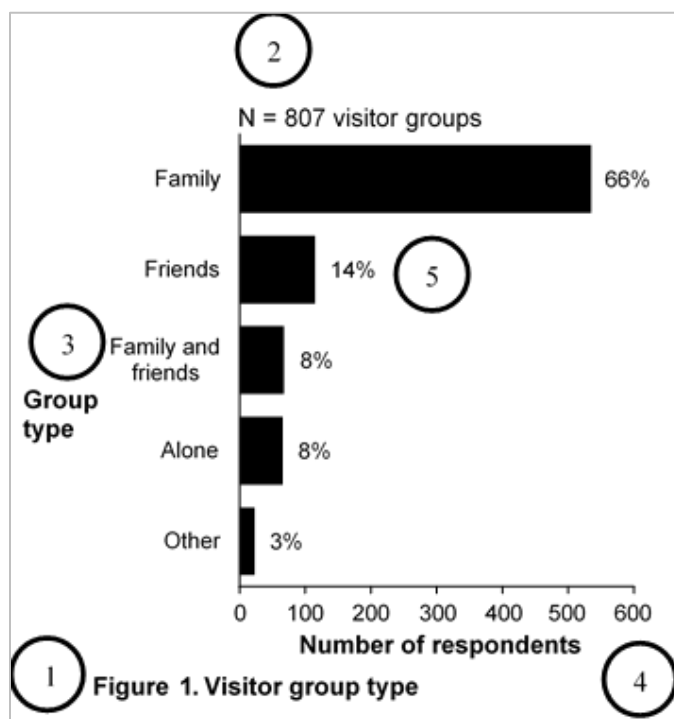


Figure 1. Example figure.

Methods

Survey Method

The SEM visitor survey was administered at WWII Valor in the Pacific NM 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 WWII Valor in the Pacific NM 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 Effort

The SEM visitor survey was administered at WWII Valor in the Pacific NM from July 29 through August 7, 2016. The survey administration dates were selected to target peak use at the park. The peak use month was identified using the five-year average of monthly visitation data for WWII Valor in the Pacific NM 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 park entrance was identified as a sampling location in consultation with park staff and NPS SSP via the project's kick-off call. The park entrance was ultimately selected as the sampling location to be used in the study after subsequent correspondence between RSG and NPS. The SEM visitor survey was administered at the park entrance for a select range of hours on each sampling day. The hours of survey administration coincided with the hours of operation of the Pearl Harbor Visitor Center and were selected to maximize sampling efficiency. The final sampling effort is presented in Table 1.

Table 1. Sampling effort at the park entrance.

Date	Sampling schedule
Friday, July 29	8:00AM-4:00PM
Saturday, July 30	9:00AM-5:00PM
Sunday, July 31	8:00AM-4:00PM
Monday, August 1	9:00AM-5:00PM
Tuesday, August 2	8:00AM-4:00PM
Wednesday, August 3	—
Thursday, August 4	8:00AM-4:00PM

Table 1 (continued). Sampling effort at the park entrance.

Date	Sampling schedule
Friday, August 5	9:00AM-5:00PM
Saturday, August 6	8:00AM-4:00PM
Sunday, August 7	9:00AM-5:00PM

Questionnaire Design

The SEM questionnaire is a standardized survey instrument designed to gather system-wide information at NPS units about visitor and trip characteristics, visitor spending in gateway communities, visitor perceptions of park experiences, visitor attitudes toward park management, and visitor satisfaction with park services and facilities. The questionnaire was developed through a collaborative process between the NPS SSP and RSG. All of the questions included in the SEM questionnaire were selected from the NPS Programmatic Information Collection Review Pool of Known Questions. The majority of the questions included in the SEM survey instrument ask visitors to choose answers from a list of response options, providing an open-ended option, where appropriate, to ensure that question prompts allowed for inclusive answers. A few questions were completely open-ended to collect unprompted responses from visitors in their own words. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conforms to OMB standards and guidelines for questionnaire design. WWII Valor in the Pacific NM staff were asked to review the SEM questionnaire to provide guidance on park-specific tailoring of question prompts to ensure consistency of the survey instrument with park policies, programs, services, and activities. The questionnaire was administered to visitors in English and Japanese, depending on the preference of the visitor group (Appendix 2).

Sampling Procedures

Mail-back survey packets were administered to visitor groups in WWII Valor in the Pacific NM using onsite intercept methods (see Appendix 5 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 2 summarizes the survey effort at the entrance sampling location.

Table 2. Number of questionnaires distributed at the entrance sample location, by language.

Survey Language	Sampling date										Total questionnaires distributed	
	7/29	7/30	7/31	8/1	8/2	8/3	8/4	8/5	8/6	8/7	N	%
English	100	100	100	93	101	–	97	94	96	95	876	99%
Japanese	2	–	1	–	–	–	–	–	1	–	4	<1%
Total	102	100	101	93	101	–	97	94	97	95	880	100%

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

Table 3. Follow-up mailing distribution.

Mailing	Date	U.S.	International	Total
Postcards	8/22/2016	714	163	877
Replacement Mailing	9/12/2016	551	107	658

Sampling Results¹

During the sampling period, 1,327 visitor groups were contacted to participate in the survey. Of these groups, 880 agreed to participate in the study by accepting a mail-back survey packet (66%

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

cooperation rate) (Table 2). Questionnaires were completed and returned by 353 visitor groups, resulting in a completion rate of 40% among those visitor groups that agreed to participate in the study and an overall response rate of 27% for the study.²

Data Entry and Cleaning

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

Non-Response Bias

Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. Non-response bias affects the ability to generalize survey results, to some degree and in some ways, from the sample to the study's target population (Salant and Dillman, 1994; Dillman, 2014; Stoop, 2004; Fillion, 1976; Dey, 1997). If non-respondents are found to differ from respondents in meaningful ways, care should be taken when interpreting survey responses, as they may over-represent some segments of the target population to some degree, and may under-represent other segments of the population to some degree.

To check for non-response bias, 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 WWII Valor in the Pacific NM in total, from beginning to end?

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.

² Two completed Japanese language questionnaires were returned in addition to the 353 English language questionnaires, however, the responses were omitted from the database used in analysis due to human error.

5. What is your state of residence (if you live in the U.S.) or country of residence (if do not live in the U.S.)?

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

An effort was made to obtain answers to the non-response bias questions from all visitor groups contacted, including those that declined to participate in the survey. Responses were obtained from most of the participating visitor groups and from many, but not all, of those that declined to participate in the study. When the survey administrator was unable to obtain responses to the non-response bias questions, it was because the approached contact refused all further contact from the administrator after the initial refusal, usually with no reason provided. These instances were defined as “hard refusals.”

Ideally, responses or observed estimates for non-response bias variables should be collected from all respondents and non-respondents. The collection of information from all contacted individuals provides the best comparison of characteristics between the respondent and non-respondent populations. More practically, a majority of responses or observed estimates must be present to adequately characterize both the respondent and non-respondent populations. In this study, 70% was identified as the minimum percentage of valid values for non-response variables needed for both respondent and non-respondent populations in order to adequately characterize the populations on a given non-response variable (Table 4).³ There were at least 70% or more valid values among respondents and non-respondents for each of the six non-response bias variables. Correspondingly, all six variables were used for non-response bias analysis.

Table 4. Number and percentage of respondents and non-respondents with valid values for non-response variables.

Variable	Respondents (n=353)		Non-Respondents (n=974)	
	Valid N	Valid Percent	Valid N	Valid Percent
Initial Contact Gender	353	100%	972	99%
Number of Adults	353	100%	935	96%
Number of Children	353	100%	929	95%
Group Type	353	100%	806	83%

³The Office of Management and Budget Standards and Guidelines for Statistics Surveys (2006) suggest that any survey item with at least 70% non-missing data can be presumed to reflect the entire data set (i.e., for such items, any differences between the subjects with data and those without data are negligible).

Table 4 (continued). Number and percentage of respondents and non-respondents with valid values for non-response variables.

Variable	Respondents (n=353)		Non-Respondents (n=974)	
	Valid N	Valid Percent	Valid N	Valid Percent
Visit Length (hours)	352	99%	789	81%
State or Country of Residence	352	99%	797	82%

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

A Bonferroni correction was applied to account for the fact that six simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.008 are assumed to be statistically significant.

Results of the chi-square tests in Table 5 through Table 8 suggest that respondents and non-respondents did not differ significantly, with respect to initial contact gender ($p = 0.297$), number of adults in group ($p = 0.305$), number of children in group ($p = 0.781$), or state or country of residence ($p = 0.781$). These results provide no compelling evidence of non-response bias related to the initial contact gender, the number of adults in visitor groups, the number of children in visitor groups, or state or country of residence within the survey sample.

Table 5. Initial contact gender comparison between respondents and non-respondents (Chi-square p-value¹ is 0.297).

Response	Respondents (n=353)		Non-Respondents (n=972)	
	N	Percent	N	Percent
Male	193	55%	595	61%
Female	160	45%	581	60%

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

Table 6. Number of adult group member's comparison between respondents and non-respondents (Chi-square p-value¹ is 0.305).

Response	Respondents (n=353)		Non-Respondents (n=935)	
	N	Percent	N	Percent
1 Adult	28	8%	96	10%
2 Adults	187	53%	494	53%
3 or 4 Adults	98	28%	223	24%
5 or more Adults	40	11%	122	13%

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

Table 7. Number of children in group comparison between respondents and non-respondents (Chi-square p-value¹ is 0.781).

Response	Respondents (n=353)		Non-Respondents (n=929)	
	N	Percent	N	Percent
No Children	198	56%	539	58%
1 Child	53	15%	139	15%
2 or more children	102	29%	251	27%

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

Table 8. State or country of residence comparison between respondents and non-respondents (Chi-square p-value¹ is 0.781).

Response	Respondents (n=352)		Non-Respondents (n=797)	
	N	Percent	N	Percent
In State Visitor	32	9%	62	8%
Out of State Visitor	247	70%	559	70%
International Visitor	73	21%	176	22%

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

The results of the chi-square test in Table 9 and Table 10 suggest respondents and non-respondents differed significantly, with respect to group type ($p = 0.005$) and visit length ($p = 0.001$); thus, there is evidence of potential non-response bias related to group type and visit length within the survey's sample. Specifically, respondents were more likely than non-respondents to have visited with family, while non-respondents were more likely to have visited alone, with friends, or with family and friends. Additionally, respondents were more likely than non-respondents to have visited the park for four hours, while non-respondents were more likely to have visited for less time.

The potential impact of non-response bias, with respect to group type, on the results of the survey were further explored (Appendix 6). In particular, statistical tests of group type effects on key questions in the SEM survey instrument were performed, with differences found for just one of 56 questions ($\alpha = 0.05$, $p \leq 0.0009$ indicates significant result following Bonferroni adjustment). Differences were found for six of 56 questions after statistical tests of visit length effects were performed. Where statistical differences were found between respondent subgroups, results by subgroup are reported in Appendix 6.

Table 9. Group type comparison between respondents and non-respondents (Chi-square p-value¹ is 0.005).

Response	Respondents (n=353)		Non-Respondents (n=806)	
	N	Percent	N	Percent
Alone	17	5%	37	5%
Family	278	79%	571	71%
Friends	23	7%	109	14%
Family and friends	35	10%	89	11%

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

Table 10. Visit length comparison between respondents and non-respondents (Chi-square p-value¹ is 0.001).

Response	Respondents (n=353)		Non-Respondents (n=789)	
	N	Percent	N	Percent
1 hour	19	5%	92	12%
2 hours	191	54%	444	56%
4 hours or more	142	40%	253	32%

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

In summary, no significant differences were found between respondents and non-respondents, with respect to initial contact gender, number of adults in group, number of children in group, and state or country of residence. Non-response bias analysis results suggest that, for a small number of questions in the survey, the survey results may over-represent opinions, evaluations, or behaviors from visitor groups who identified as groups of family and visited the park for four hours or more. Effects of group type on results were analyzed further, and the results of this analysis are reported in Appendix 6.

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.

Limitations

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

1. The survey was self-administered. Respondents completed the questionnaire after an unknown amount of time after the visit, which may have affected recall to some degree. To the extent respondents' recall was affected, it is possible some of their responses may not fully reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of July 29 through August 7, 2016. The results present a 'snapshot-in-time' and do not necessarily apply to visitor groups during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.
4. Sample size may vary for some questions, due to item non-response (i.e., one or more question left blank by a respondent). Therefore, refer to both the percentage and sample values when interpreting the results.
5. Results of statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest that, for select questions, the survey results may over-represent to some degree opinions, evaluations, and behaviors from visitor groups who identified as family and visited the park for four hours or more. Effects of visitor group type on results for a select set of key questions from the survey were analyzed, and the results of this analysis are reported in Appendix 6.

Special Conditions

The weather during the survey period was generally sunny and warm, with some brief periods of overcast skies and light rain. High temperatures were typically in the mid to high 80s.

Results

Group and Visitor Characteristics

Visitor group size

Question 1

Including yourself, how many people were in your personal group during your visit to WWII Valor in the Pacific NM on the day you were contacted for this survey?

Results (Figure 2)

- 32% of visitor groups consisted of two members.
- 29% of visitor groups consisted of five or more members.

See Appendix 1 for more details.

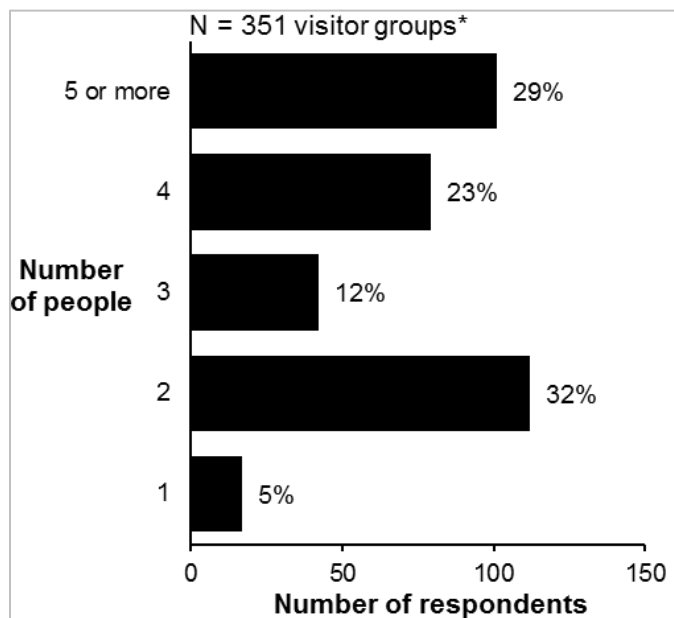


Figure 2. Visitor group size.

Number of adults within group

Question 1

Including yourself, how many people were in your personal group during your visit to WWII Valor in the Pacific NM on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 51% of visitor groups consisted of two adults.
- 41% of groups consisted of three or more adults.

See Appendix 1 for more details.

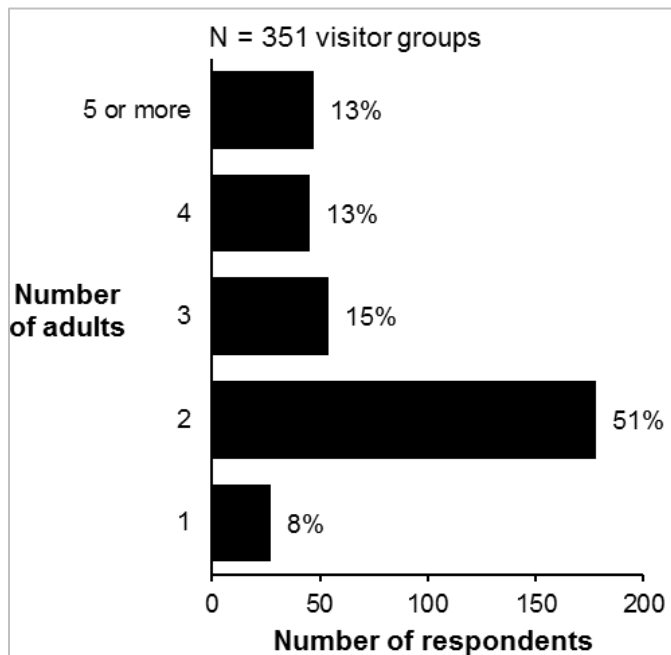


Figure 3. Number of adults within group.

Number of children within group

Question 1

Including yourself, how many people were in your personal group during your visit to WWII Valor in the Pacific NM on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- 54% of visitor groups did not have children.
- Of those visitor groups that had children, 18% of visitor groups consisted of two children.
- 17% of groups with children consisted of only one child.

See Appendix 1 for more details.

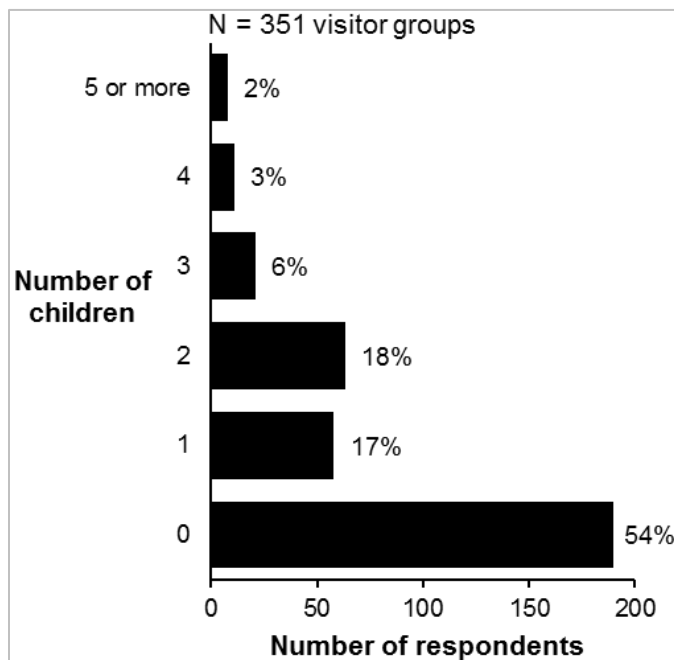


Figure 4. Number of children within group.

Visitor group type

Question 2

What type of group were you with during your visit to WWII Valor in the Pacific NM on the day you were contacted for this survey?

Results (Figure 5)

- 72% of visitor groups were made up of family.
- Of those groups who responded “Other” (8%), groups types included:
 - “Tour group”
 - “Co-workers”
 - “Couple”

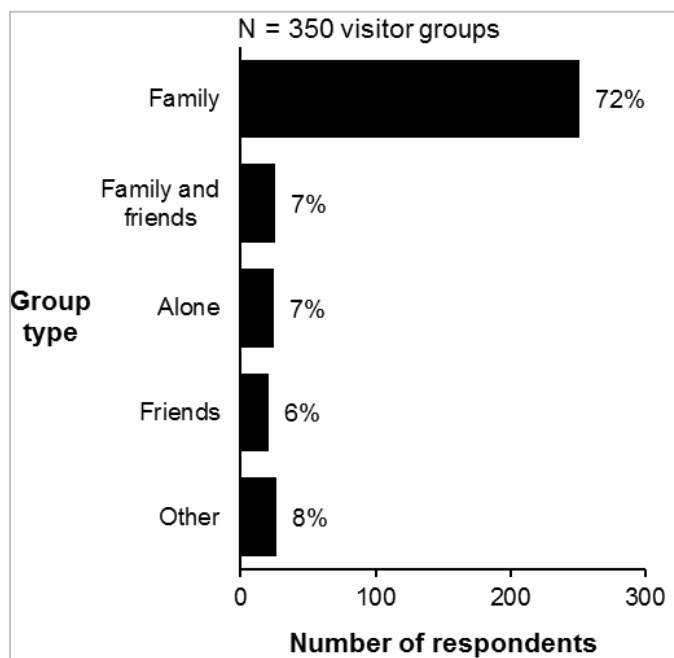


Figure 5. Visitor group type.

Visitor age

Question 34

For your personal group during your visit to WWII Valor in the Pacific NM on the day you were contacted for this survey, please provide your current age.

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

Results (Figure 6)

- Visitor ages ranged from less than one-year old to 86 years old.
- 11% of visitors were 65 years old or older.
- 14% of visitors were 55 to 64 years old.
- 32% of visitors were 35 to 54 years old.
- 21% of visitors were 18 to 34 years old.
- 22% of visitors were under 18 years old.

See Appendix 1 for more details.

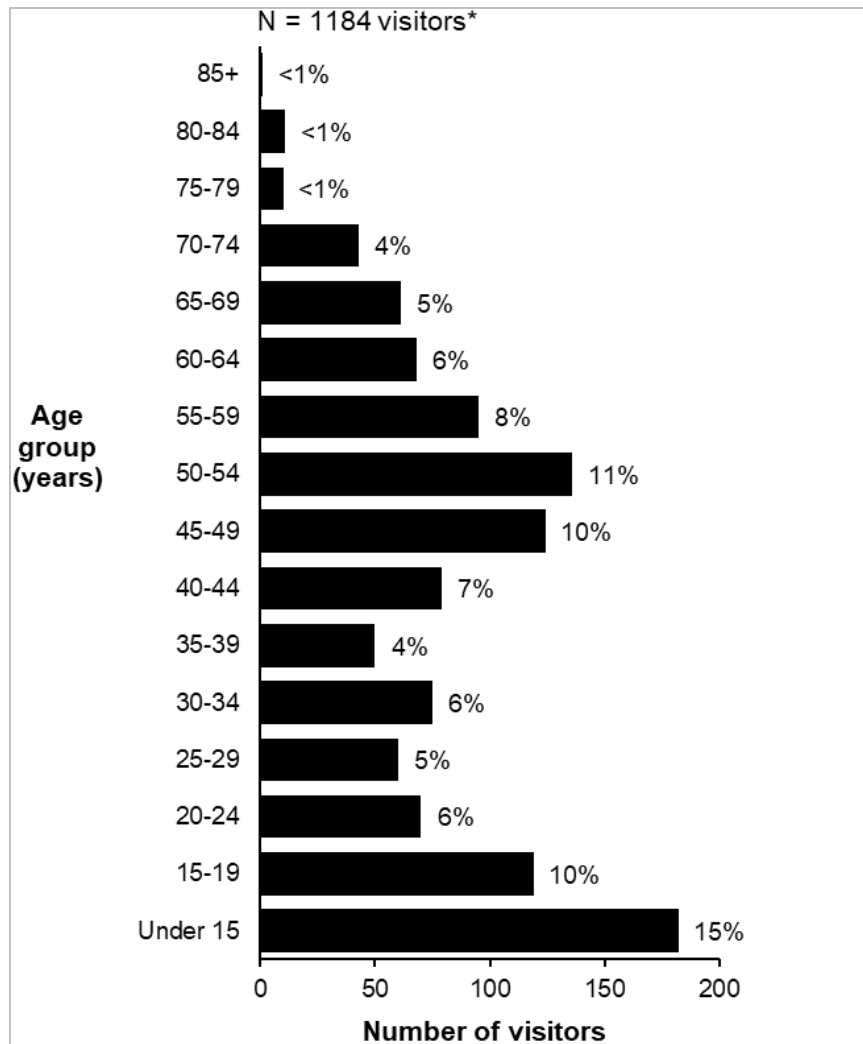


Figure 6. Visitor age.

Visitor gender

Question 35

For your personal group during your visit to WWII Valor in the Pacific NM 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)

- 51% of visitors were female.
- 49% of visitors were male.

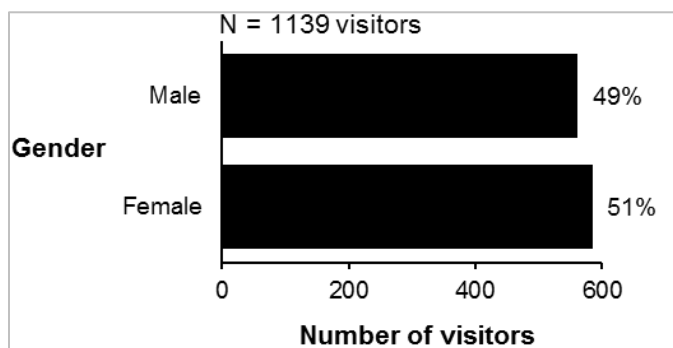


Figure 7. Visitor gender.

Visitor ethnicity

Question 35

For your personal group during your visit to WWII Valor in the Pacific NM 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)

- 12% of visitors identified as Hispanic or Latino.

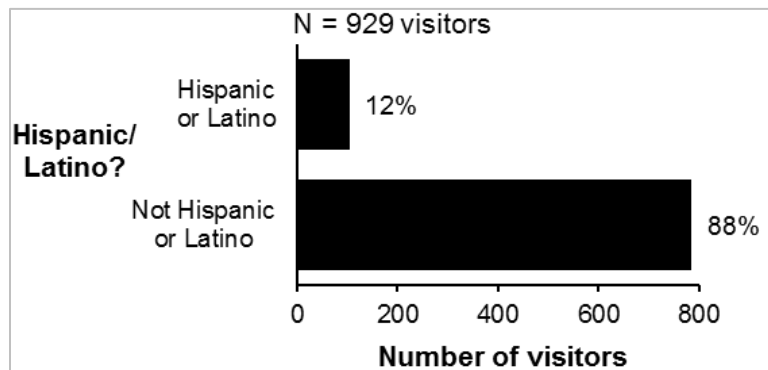


Figure 8. Visitor ethnicity.

Visitor race

Question 36

For your personal group during your visit to WWII Valor in the Pacific NM 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)

- 83% of visitors were white.
- Fewer visitors were Asian (11%), American Indian or Alaska Native (3%), Native Hawaiian or other Pacific Islander (2%), or Black or African American (1%).

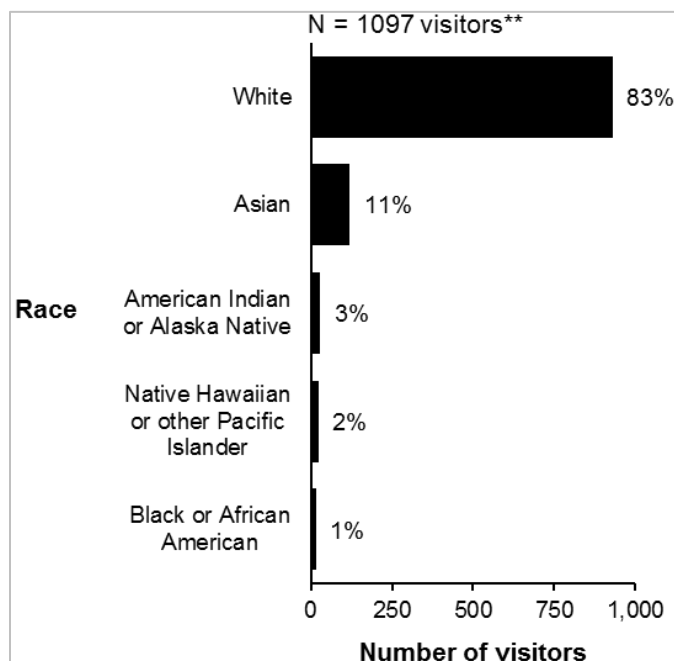


Figure 9. Visitor race.

Visitor speaking language

Question 40

When visiting an area such as WWII Valor in the Pacific NM, what language do you personally prefer to use for speaking?

Results (Figure 10)

- 97% of visitor groups reported English as their preferred language for speaking.
- Of those who responded “Other” (2%), languages specified included:
 - Chinese
 - German
 - French

Note: Though not included in these results, one respondent who completed a Japanese questionnaire reported Japanese as his preferred language for speaking.

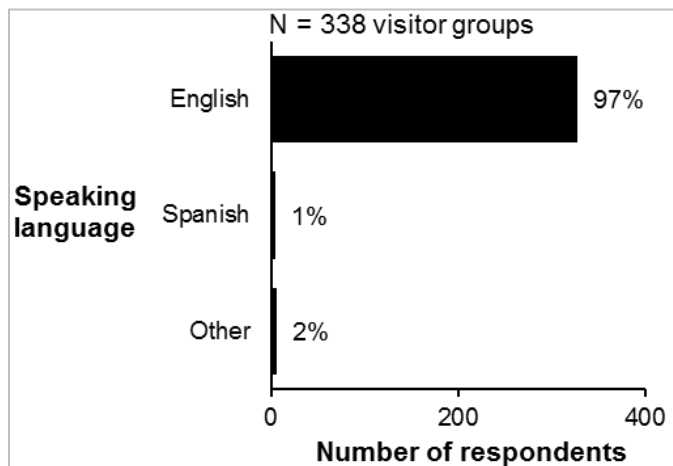


Figure 10. Preferred speaking language.

Visitor reading language

Question 40

When visiting an area such as WWII Valor in the Pacific NM, what language do you personally prefer to use for reading?

Results (Figure 11)

- 97% of visitor groups reported English as their preferred language for reading.
- Of those who responded “Other” (2%), languages specified included:
 - Chinese
 - French
 - Russian

Note: Though not included in these results, two respondents who completed Japanese questionnaires reported Japanese as their preferred language for reading.

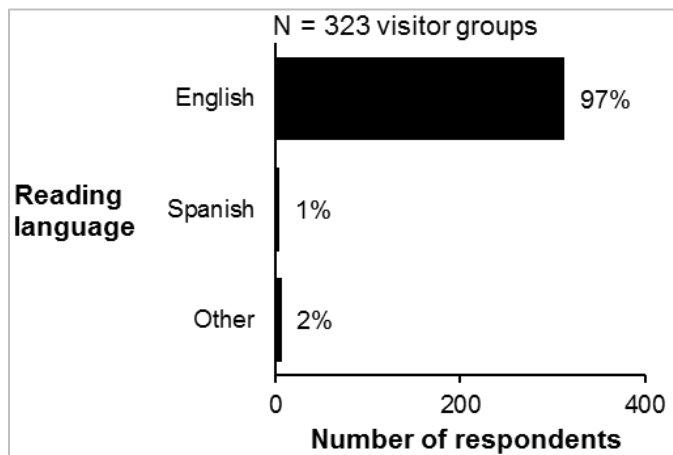


Figure 11. Preferred reading language.

U.S. visitors' state of residence

Question 34

For your personal group during your visit to WWII Valor in the Pacific NM 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 11 and Figure 12)

- U.S. visitors came from 45 states and comprised 80% of total visitation to the park during the survey period.
- 22% of U.S. visitors came from California.
- Smaller proportions came from other U.S. states.

Table 11. United States visitors by state of residence.

State	Number of visitors	Percent of U.S. visitors N = 866 visitors*	Percent of all visitors N = 1,086 visitors
California	187	22	17
Texas	64	7	6
Hawai'i	63	7	6
Illinois	47	5	4
Pennsylvania	42	5	4
Ohio	34	4	3
Colorado	30	3	3
Massachusetts	24	3	2
New Jersey	23	3	2
New York	23	3	2
Missouri	22	3	2
Washington	22	3	2
Florida	20	2	2
Arizona	19	2	2
Oklahoma	19	2	2
Utah	19	2	2
North Carolina	16	2	1
Oregon	16	2	1

Table 11 (continued). United States visitors by state of residence.

State	Number of visitors	Percent of U.S. visitors N = 866 visitors*	Percent of all visitors N = 1,086 visitors
Maryland	13	2	1
Virginia	13	2	1
25 other states	150	17	14

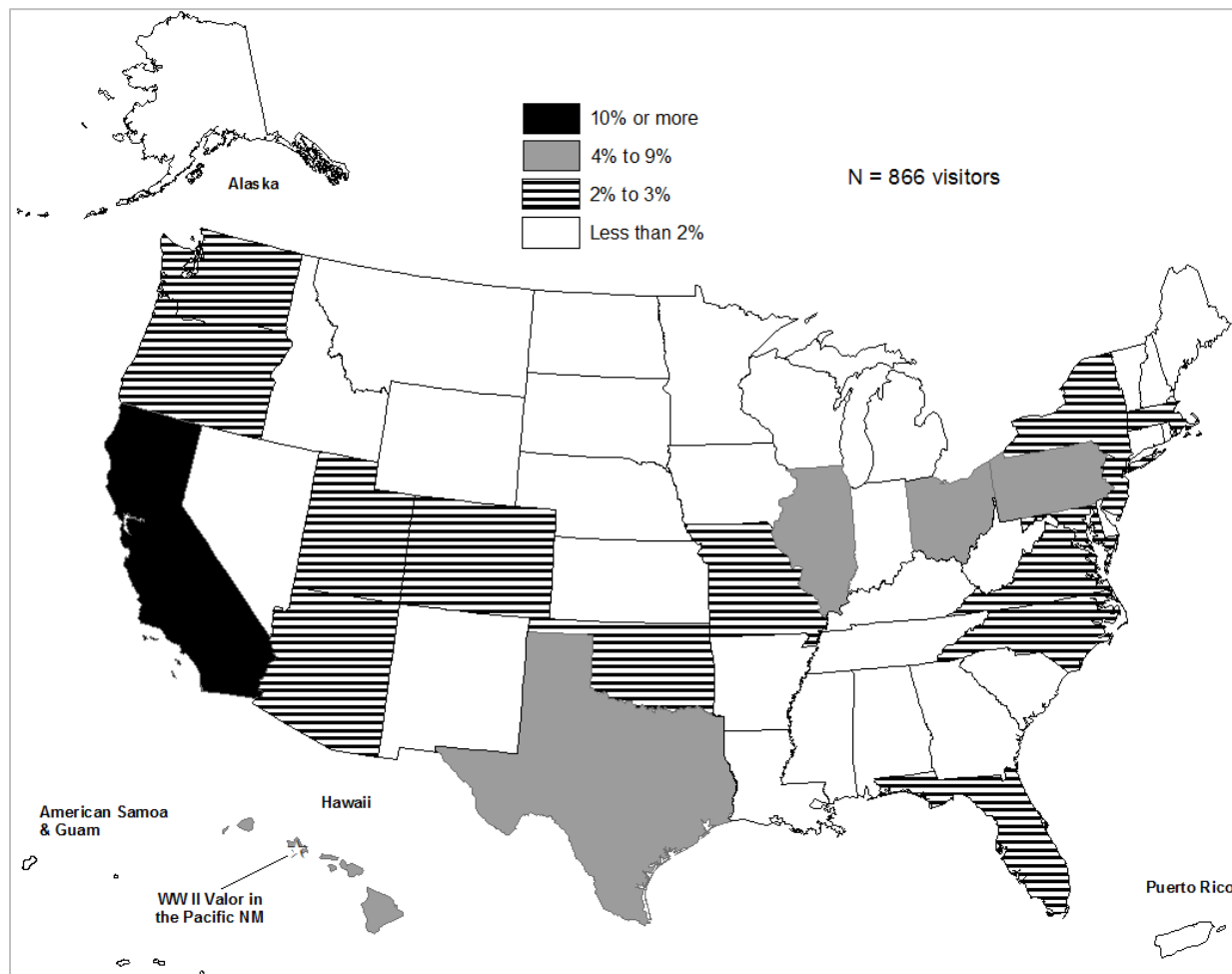


Figure 12. Proportion of U.S. visitors by state of residence.

International visitors' country of residence

Question 34

For your personal group during your visit to WWII Valor in the Pacific NM 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 12)

- International visitors were from 16 countries and comprised 20% of total visitation to the park during the survey period.
- 28% of international visitors came from Australia.
- 24% of international visitors came from Canada.
- Smaller proportions came from other countries.

Table 12. International visitors by country of residence.

Country	Number of visitors	Percent of international visitors N = 220 visitors*	Percent of all visitors N = 1,086 visitors
Australia	61	28	6
Canada	52	24	5
United Kingdom	33	15	3
New Zealand	16	7	1
Germany	13	6	1
Japan	10	5	<1
Mexico	6	3	<1
China	4	2	<1
France	4	2	<1
Switzerland	4	2	<1
Belgium	3	1	<1
Indonesia	3	1	<1
Italy	2	<1	<1
Spain	2	<1	<1
Russia	1	<1	<1
Mexico	6	3	<1

Live on Hawaiian Islands

Question 25

Are you a resident of the Hawaiian Islands?

Results (Figure 13)

- 92% of visitor groups were not residents of the Hawaiian Islands.
- 8% of visitor groups were residents of the Hawaiian Islands.

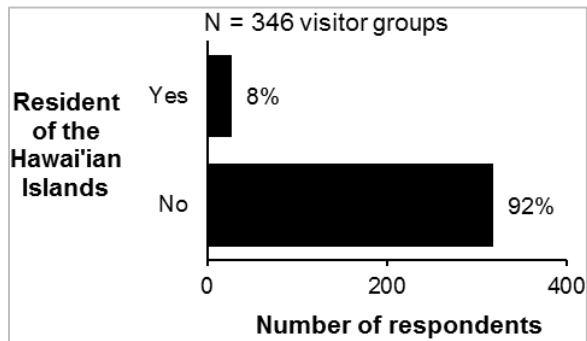


Figure 13. Visitors who live on the Hawaiian Islands.

Visitor level of education

Question 37

For your personal group during your visit to WWII Valor in the Pacific NM 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 14)

- 27% of visitors' highest level of formal education completed was college, business, or trade school.
- 23% of visitors' highest level of formal education completed was a master's, doctoral, or professional degree.

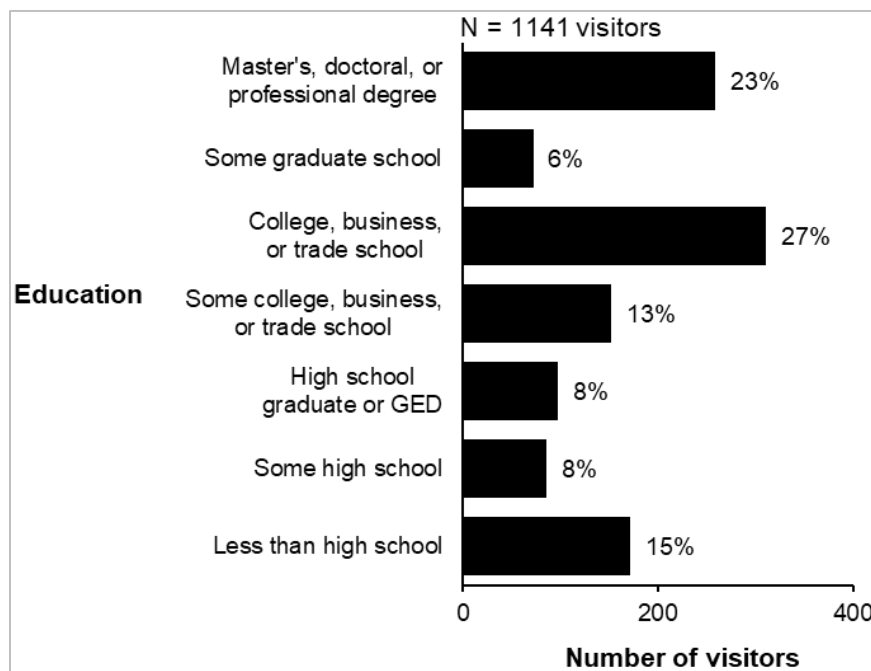


Figure 14. Visitor level of education.

Household income

Question 38

Which category best represents your annual household income?

Results (Figure 15)

- 24% of visitor groups had an annual household income between \$100,000 and \$149,999.
- 21% of visitor groups had an annual household income of \$200,000 or more.
- 18% of visitor groups had an annual household income between \$75,000 and \$99,999.

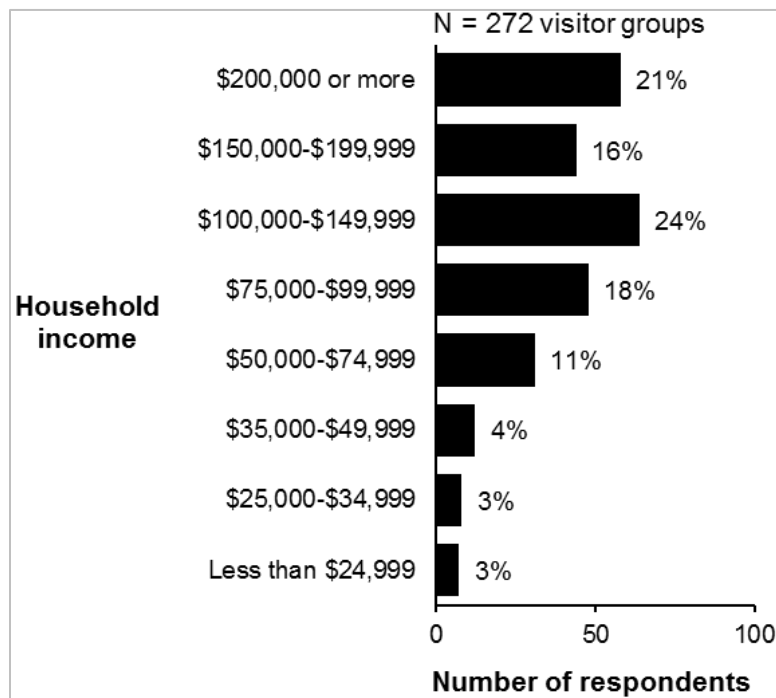


Figure 15. Annual household income.

Household size

Question 39

Including yourself, how many people are in your household?

Results (Figure 16)

- 37% of visitor groups had a household of two people.
- 25% of visitor groups had a household of four people.
- The average household size was three people.

See Appendix 1 for more details.

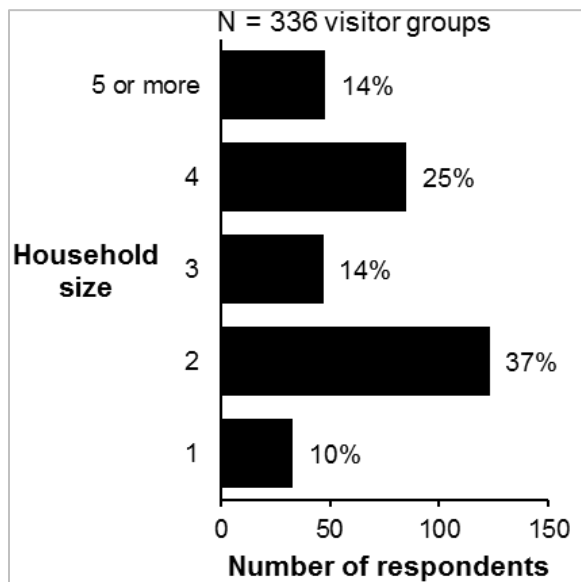


Figure 16. Size of household.

Frequency of visits to park

Question 34

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

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

Results (Figure 17).

- 91% of visitors visited the park only once in the last 12 months.
- 7% of visitors visited two times in the last 12 months.

See Appendix 1 for more details.

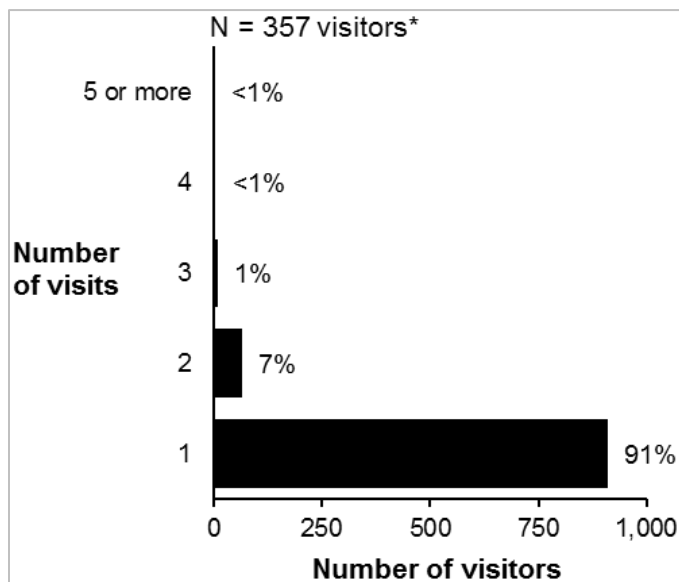


Figure 17. Park visits in last 12 months.

Frequency of visits to other National Park Service sites

Question 34

For your personal group during your visit to WWII Valor in the Pacific NM 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 18)

- 43% of visitors did not visit any other NPS sites in the last 12 months.
- 21% of visitors visited other NPS sites once in the last 12 months.
- 21% of visitors visited other NPS sites three or more times in the last 12 months.

See Appendix 1 for more details.

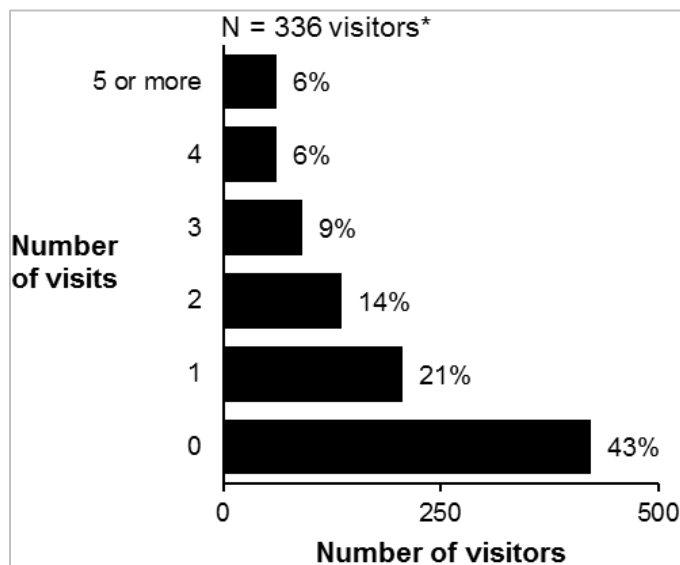


Figure 18. Other NPS site visits in last 12 months.

Pre-Trip Planning and Experience

Information sources prior to visit

Question 7

Prior to this trip, how did you obtain information about WWII Valor in the Pacific NM?

Results (Figure 19 and Figure 20)

- 95% of visitor groups obtained information about WWII Valor in the Pacific NM prior to their visit.
- As shown in Figure 20, among those visitor groups who obtained information about WWII Valor in the Pacific NM prior to their visit, the most common information sources were:
 - 45% Park website
 - 43% Friends/relatives/word of mouth
 - 27% Previous visits
- “Other websites” used by visitor groups (9%) included:
 - “Tour company website”
 - “Trip Advisor”
 - “Recreation.gov”
- “Other information sources” used by visitor groups (5%) included:
 - “History”
 - “Cruise ship personnel”
 - “Military M.W.R.”

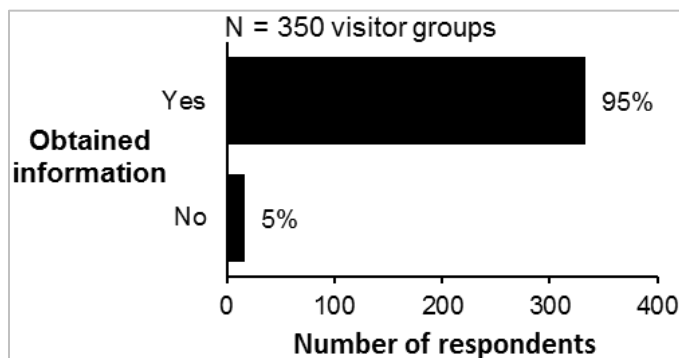


Figure 19. Visitor groups that obtained information about the park prior to visit.

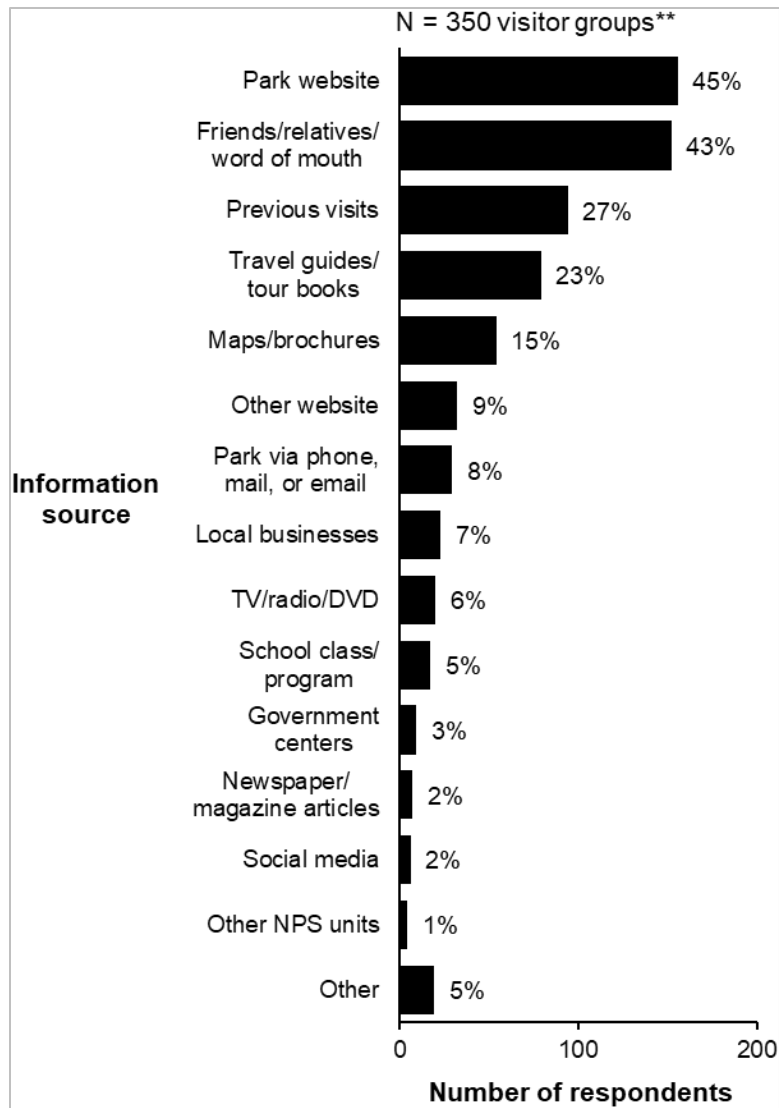


Figure 20. Information sources used prior to trip.

Information needed

Question 8

Did you have the information about WWII Valor in the Pacific NM you needed on this trip?

Results (Figure 21)

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

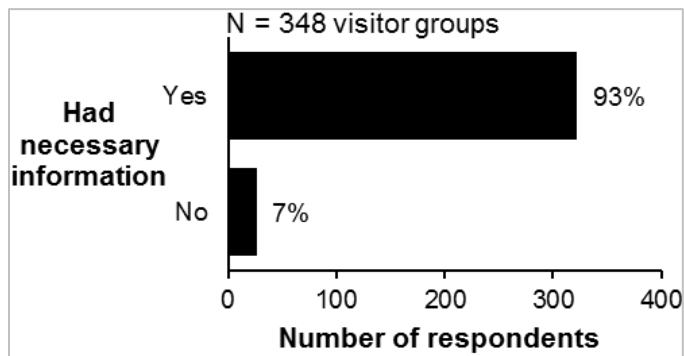


Figure 21. Had information needed on this trip.

Question 8 (if no)

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

Results (Table 13)

- Of those who did not have the information they needed, “clarification about the ticketing system” was the most frequently mentioned (mentioned 17 times).

Table 13. Information needed (N= 25 comments, some visitor groups may have more than one comment).

Information	Frequency of times mentioned
Clarification about the ticketing system	17
Bag limit	4
Available amenities	2
Other information	2

Forms of transportation

Question 3

Please indicate all of the forms of transportation you personally used to travel from your home to WWII Valor in the Pacific NM on this trip.

Results (Figure 22)

- 68% of visitor groups used a car, truck or SUV.
- 65% of visitor groups used an airplane.
- 30% of visitor groups used a tour bus or tour van.
- Of those who responded “Other” (4%), forms of transportation specified included:
 - “Taxi”
 - “Shuttle bus”

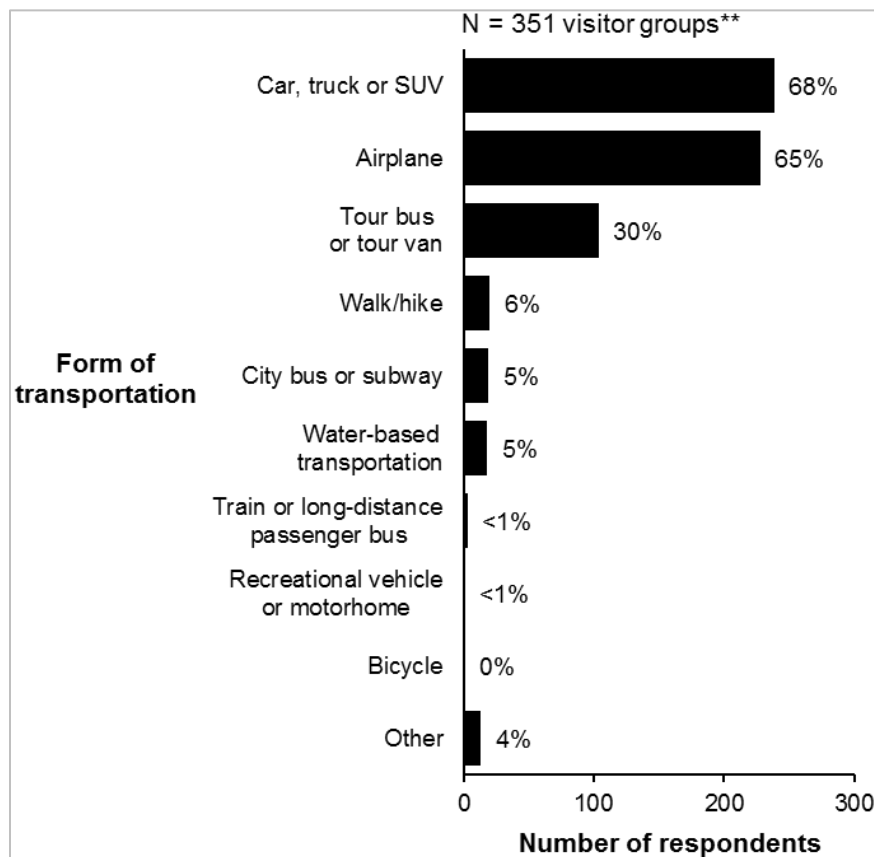


Figure 22. Transportation used to travel to park.

Number of people in vehicle

Question 3

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

Results (Figure 23)

- 32% of visitor groups traveled to the park in a vehicle with five or more people.
- 25% of visitor groups traveled in a vehicle with four people.
- 24% of visitor groups traveled in a vehicle with two people.

See Appendix 1 for more details.

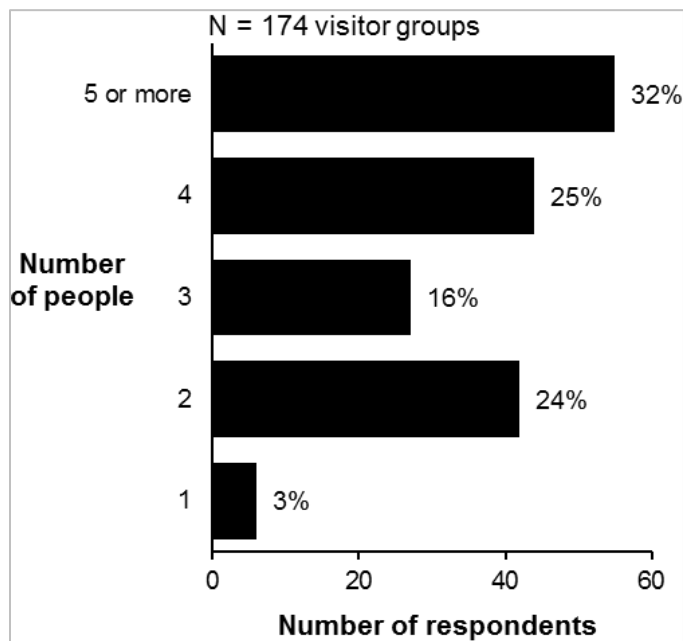


Figure 23. Number of passengers in car, truck or SUV.

Water-based transportation

Question 3

Please indicate all of the forms of water-based transportation you personally used to travel from your home to WWII Valor in the Pacific NM on this trip.

Results (Figure 24)

- 44% of visitor groups who traveled by water-based transportation traveled on a cruise ship.
- 33% of visitor groups traveled on a tour boat.
- Of those who responded “Other water-based mode” (17%), forms of water-based transportation specified included:
 - “Navy ship”
 - “USS Arizona Shuttle”

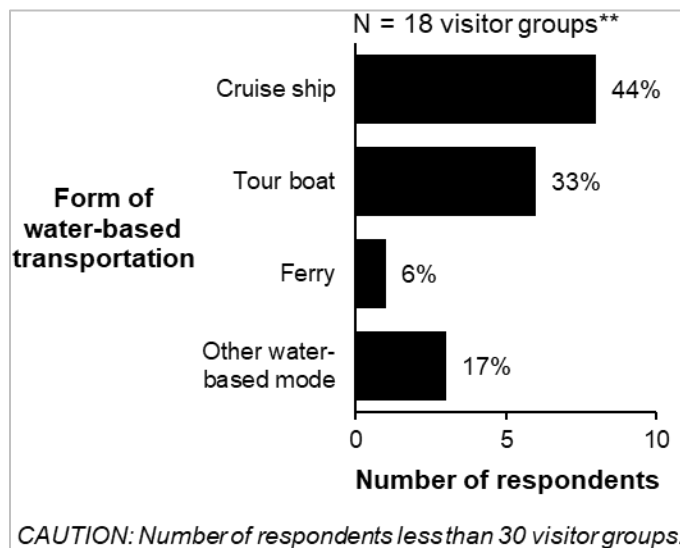


Figure 24. Water-based transportation used to travel to park.

Hours traveled to park

Question 4

Approximately how many hours from home did you travel one-way to get to WWII Valor in the Pacific NM on this trip?

Results (Figure 25)

- 45% of visitor groups traveled seven to 12 hours one-way to get to WWII Valor in the Pacific NM.
- 36% of visitor groups traveled up to six hours one-way.

See Appendix 1 for more details.

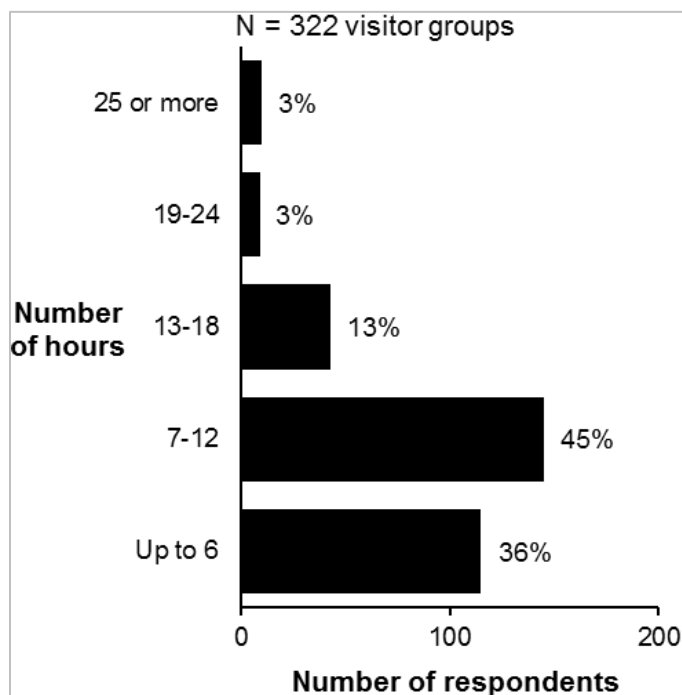


Figure 25. Hours traveled one-way to park.

Miles traveled to park

Question 4

Approximately how many miles from home did you travel one-way to get to WWII Valor in the Pacific NM on this trip?

Results (Figure 26)

- 30% of visitor groups traveled up to 1,000 miles one-way to WWII Valor in the Pacific NM.
- 21% of visitor groups traveled 4,001 to 5,000 miles one-way.

See Appendix 1 for more details.

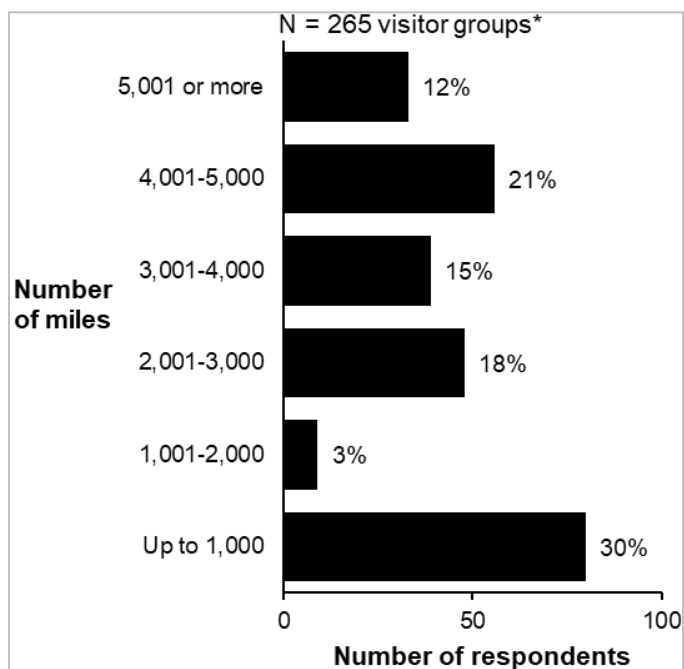


Figure 26. Miles traveled one-way to park.

Role of park visit in trip away from home

Question 27

Was this trip to WWII Valor in the Pacific NM 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 27)

- 83% of visitor groups reported that their visit to the park was one of several equally important destinations on their trip away from home.

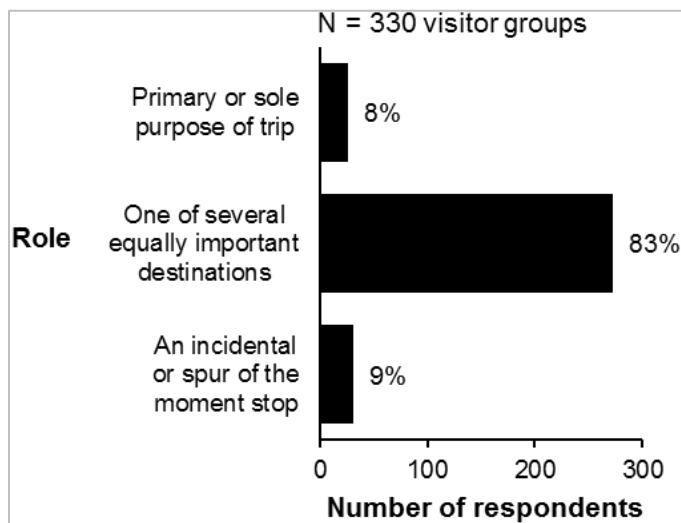


Figure 27. Role of park visit in trip away from home.

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

Question 27

If this was one of several equally important destinations on your trip away from home, was one or more of the other equally important destinations located within the Hawaiian Islands?

Results (Figure 28)

- For those visitor groups that reported visiting WWII Valor in the Pacific NM as one of several equally important destinations, 95% reported that one or more equally important destinations were located on the Hawaiian Islands.

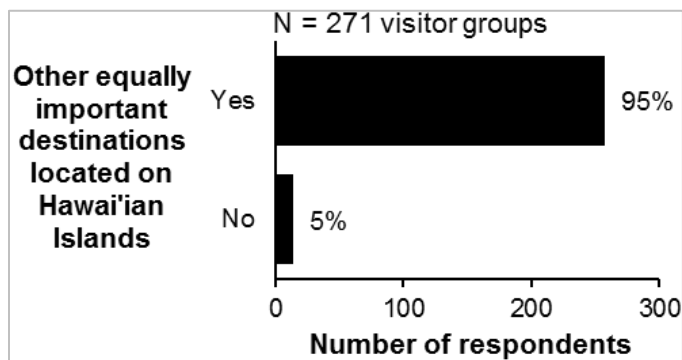


Figure 28. Location of other equally important destinations.

Question 27 (incidental or spur of the moment)

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 Hawaiian Islands?

Results (Figure 29)

- For those visitor groups that reported visiting WWII Valor in the Pacific NM as just an incidental stop, 84% reported that their primary destination was located on the Hawaiian Islands.

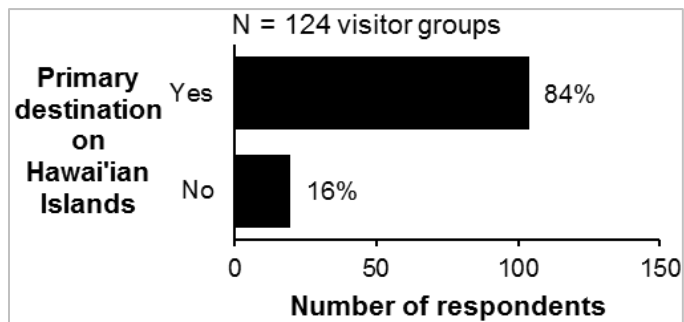


Figure 29. Location of primary destination if spur of the moment trip.

Reasons for visiting the park on this trip

Question 9

How important to you was each of the following reasons for visiting WWII Valor in the Pacific NM on this trip?

Rating choices:

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

Results (Figure 30)

- Figure 30 shows the combined proportions of “extremely important” and “very important” ratings for reasons for visiting the park.
- The reasons that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 90% Learn more about American history/culture
 - 84% Pay respects
- The reasons that receive the lowest combined proportions of “extremely important” and “very important” ratings were:
 - 8% Attend a special event
 - 8% Hear the sounds of nature/quiet
 - 5% View dark night sky/stars
 - Of those who rated “Attend a special event” (N = 270), events specified included:
 - “Viewing the USS Arizona Memorial”
 - “Boy Scout Project”
- Of those who rated “Other” (N = 72), reasons specified included:
 - “Experience the history”

Figure 31 through Figure 44 show ratings for each reason.

See Appendix 1 for more details.

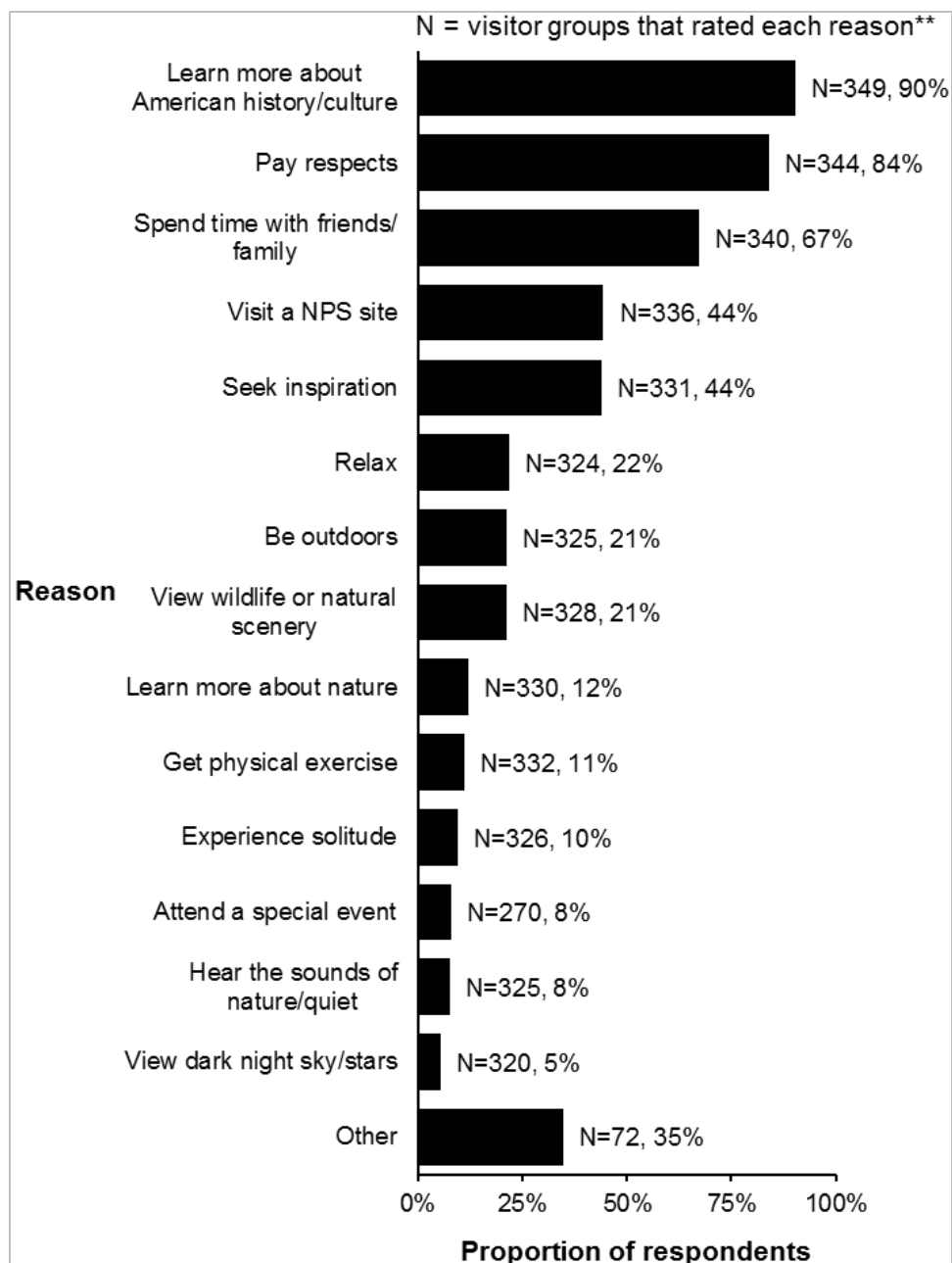


Figure 30. Reasons for visiting the park this trip.

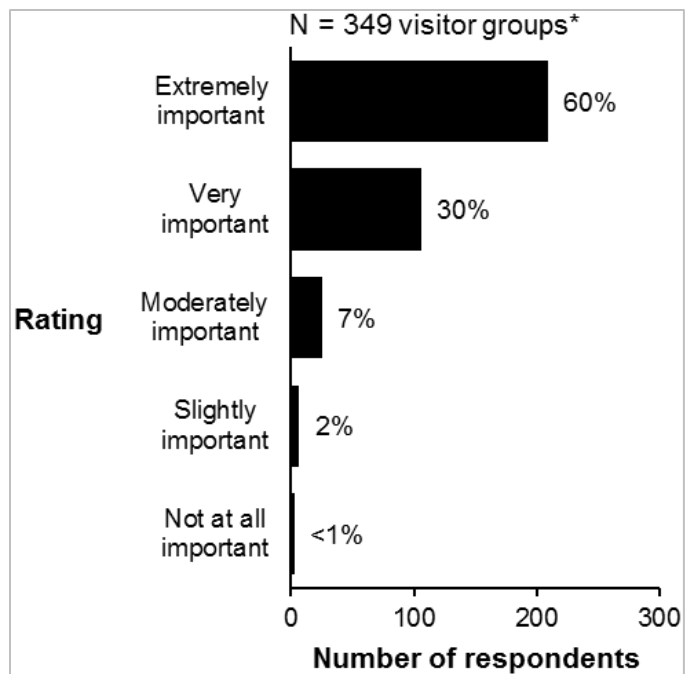


Figure 31. Importance of learning more about American history and culture.

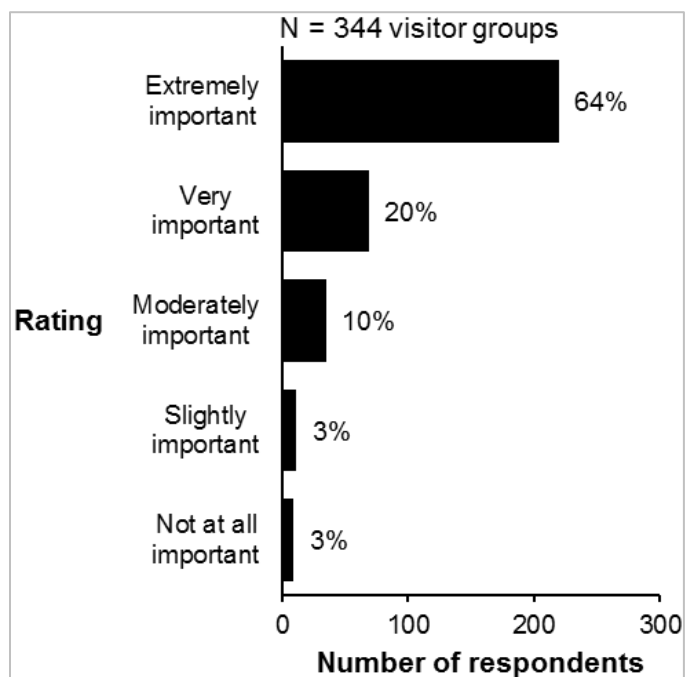


Figure 32. Importance of paying respects.

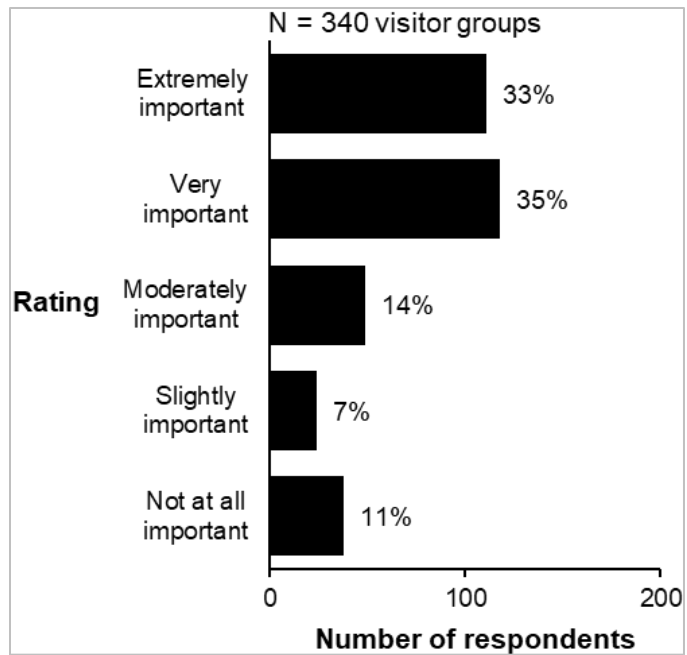


Figure 33. Importance of spending time with friends/family.

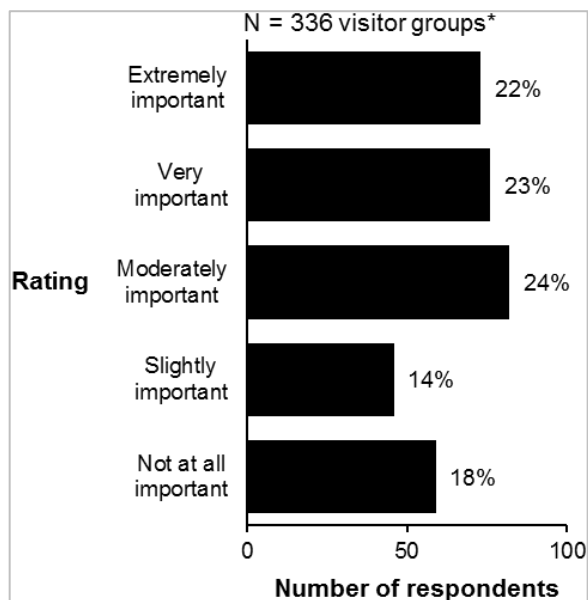


Figure 34. Importance of visiting a National Park Service site.

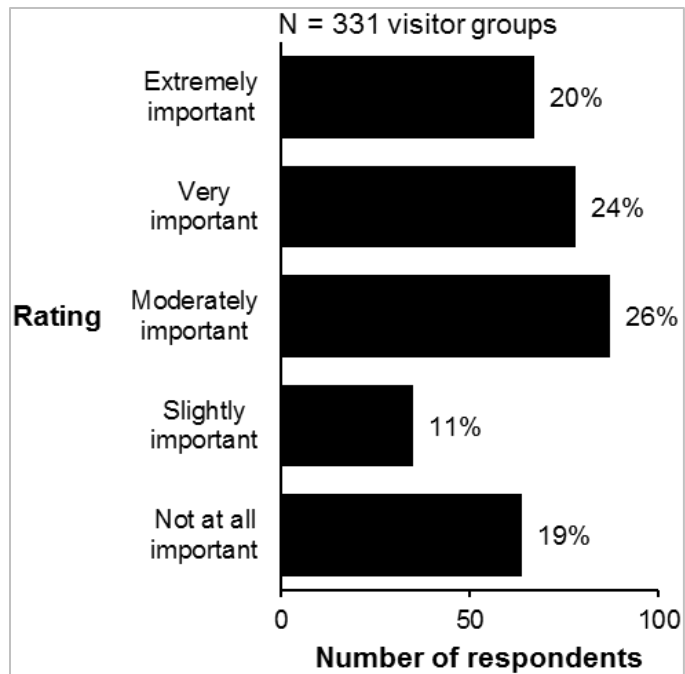


Figure 35. Importance of seeking inspiration.

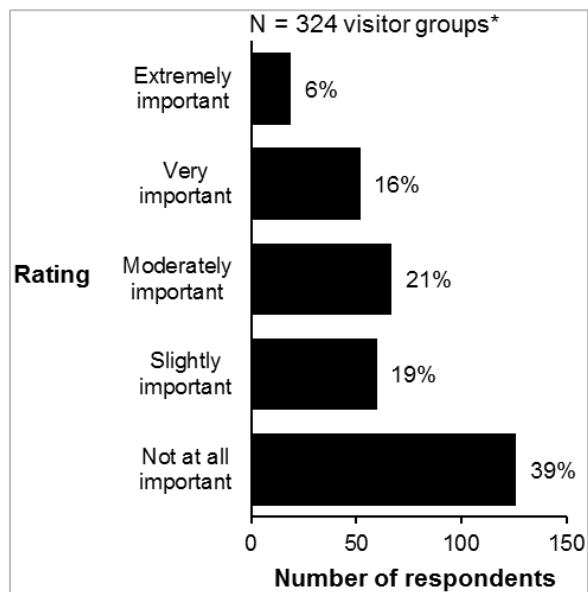


Figure 36. Importance of relaxing.



Figure 37. Importance of being outdoors.

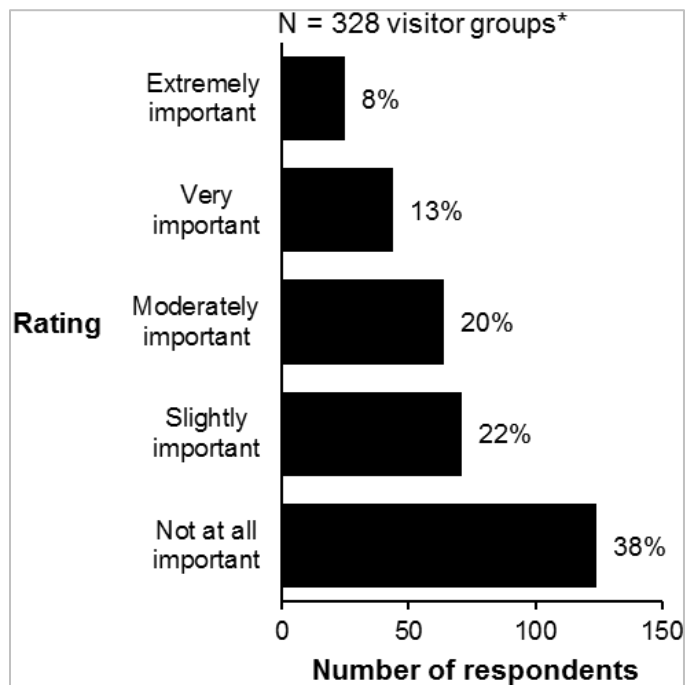


Figure 38. Importance of viewing wildlife or natural scenery.

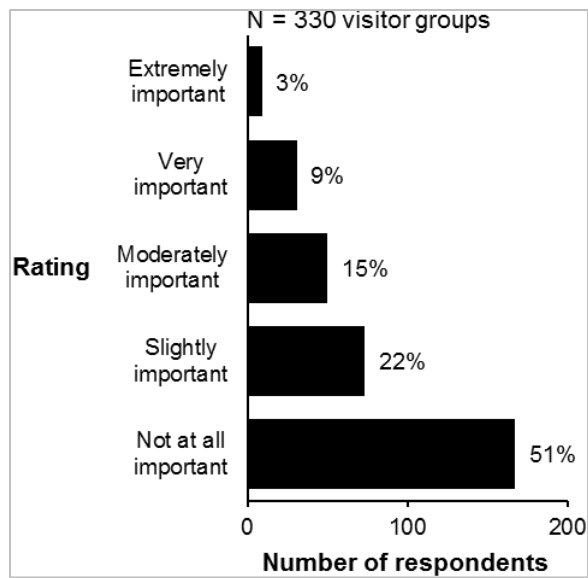


Figure 39. Importance of learning more about nature.

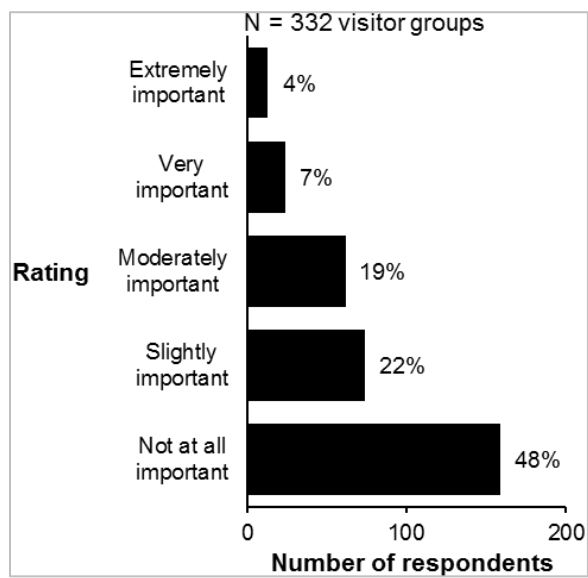


Figure 40. Importance of getting physical exercise.

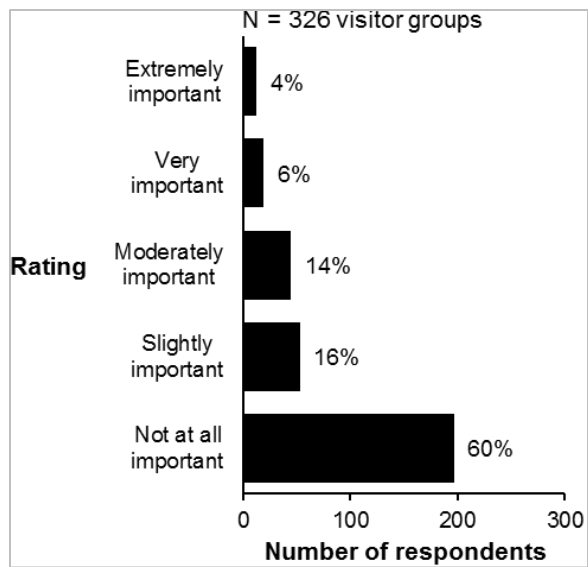


Figure 41. Importance of experiencing solitude.

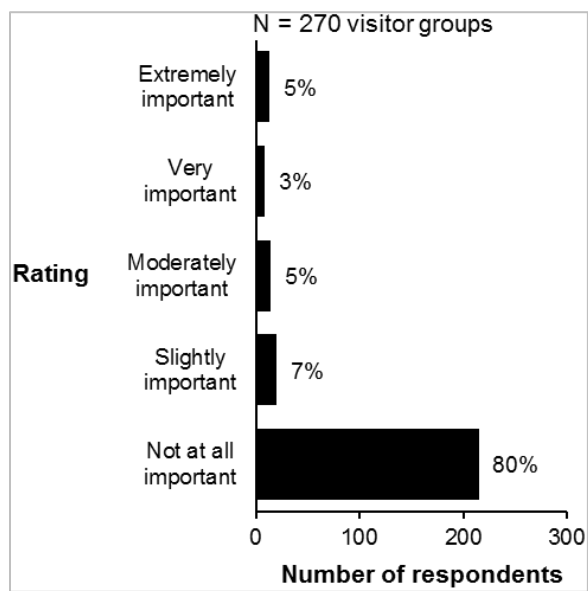


Figure 42. Importance of attending a special event.

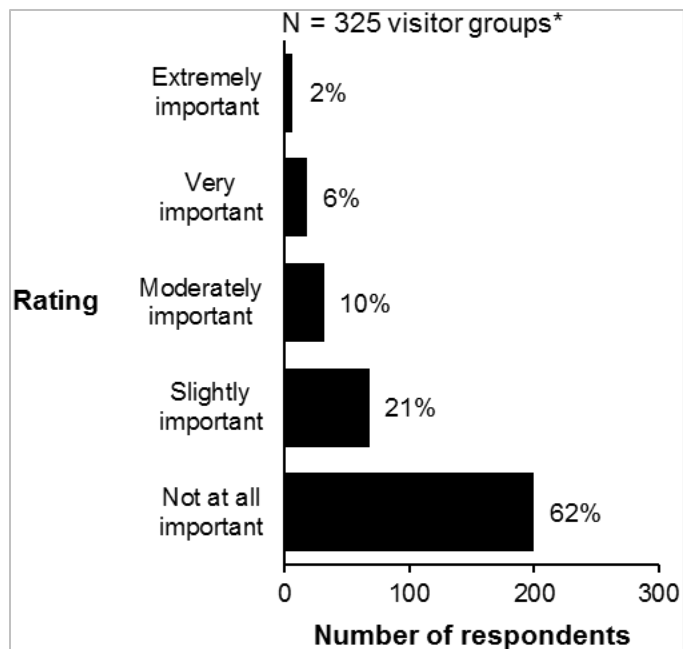


Figure 43. Importance of hearing the sounds of nature/quiet.

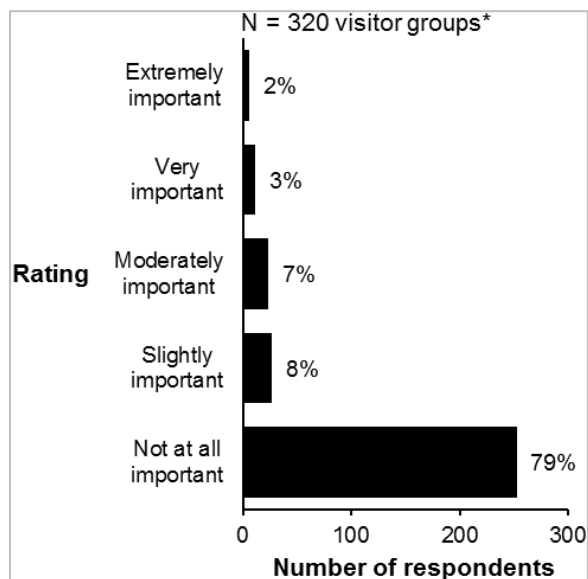


Figure 44. Importance of viewing dark night sky/stars.

Most important reason for visiting on this trip

Question 10

Of the reasons listed in Question 9, which was the most important reason for your visit to WWII Valor in the Pacific NM on this trip?

Results

- As shown in Figure 45, the most common most important reasons for visiting WWII Valor in the Pacific NM were:
 - 43% Learn more about American history and culture
 - 34% Pay respects
- The least common more important reasons were:
 - <1% Seek inspiration
 - <1% Relax
 - <1% Be outdoors
- Of those who responded “Other” (4%), reasons specified included:
 - “My Dad enlisted in the Navy with his brother the day after the Pearl Harbor attack and served until the end of WWII.”
 - “Buy books on Pearl Harbor that are hard to find”
 - “Vietnam vet”
 - “To attend a special project for Boy Scout’s Citizenship certificate”

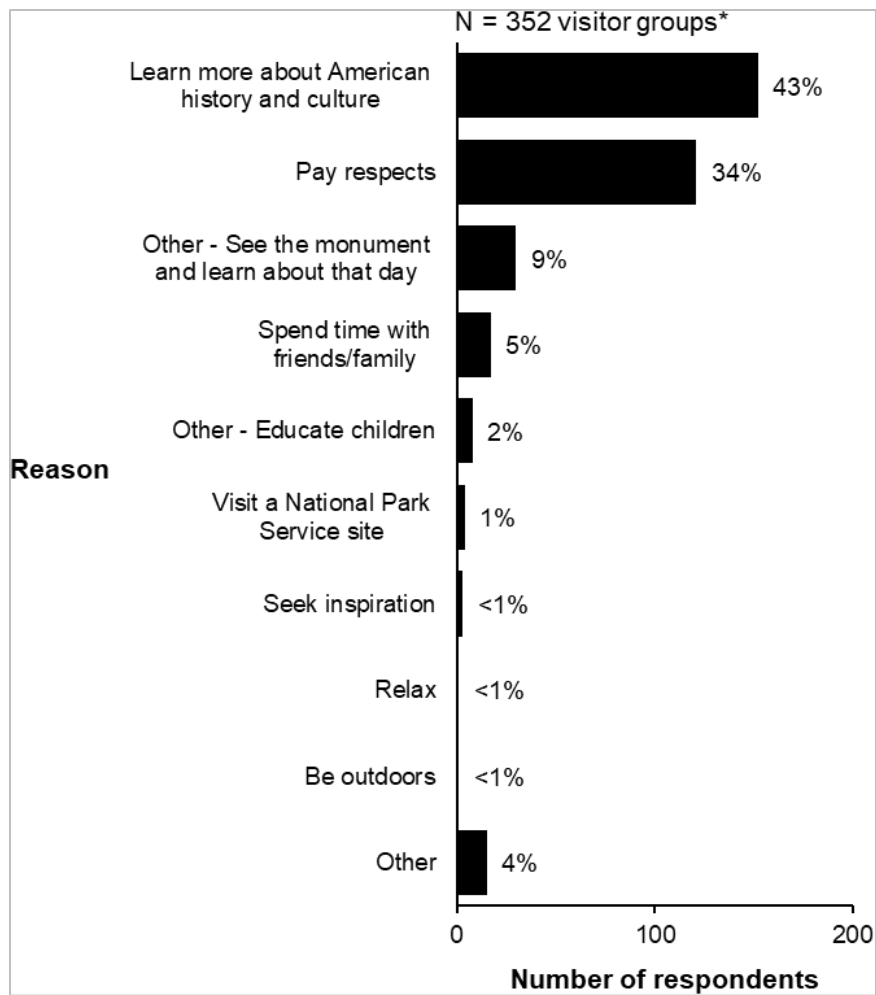


Figure 45. Most important reason for visiting the park on this trip.

Park Experience and Activities

Length of stay in WWII Valor in the Pacific NM

Question 6

On this trip, how much total time did you spend within WWII Valor in the Pacific NM?

Number of hours, if day trip

Results (Figure 46)

- 30% of visitor groups who spent less than 24 hours in the park visited for five or more hours.
- 26% of visitor groups who spent less than 24 hours in the park visited for three hours.
- The average number of hours spent in the park was 3.9 hours.

See Appendix 1 for more details.

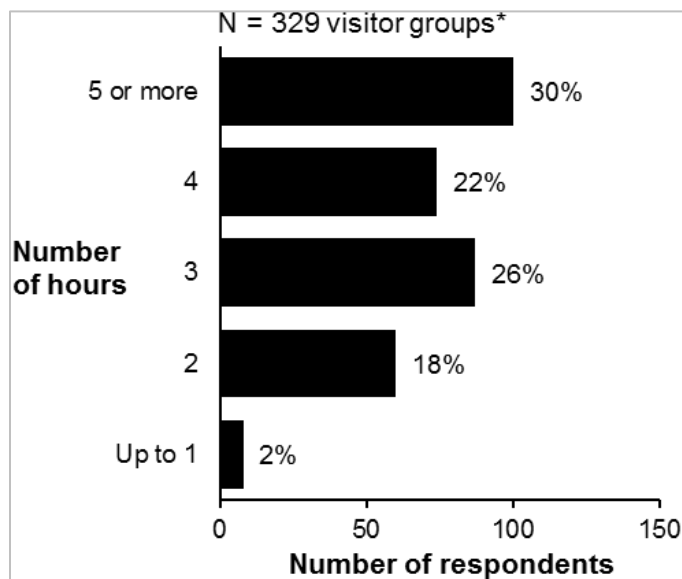


Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.

Number of days, if greater than 1 day

Results (Figure 47)

- 74% of visitor groups who reported spending 24 hours or more in the park visited for two days.
- 16% of visitor groups spent three or four days visiting the park.
- The average number of days spent visiting the park was 2.1 days.

See Appendix 1 for more details.

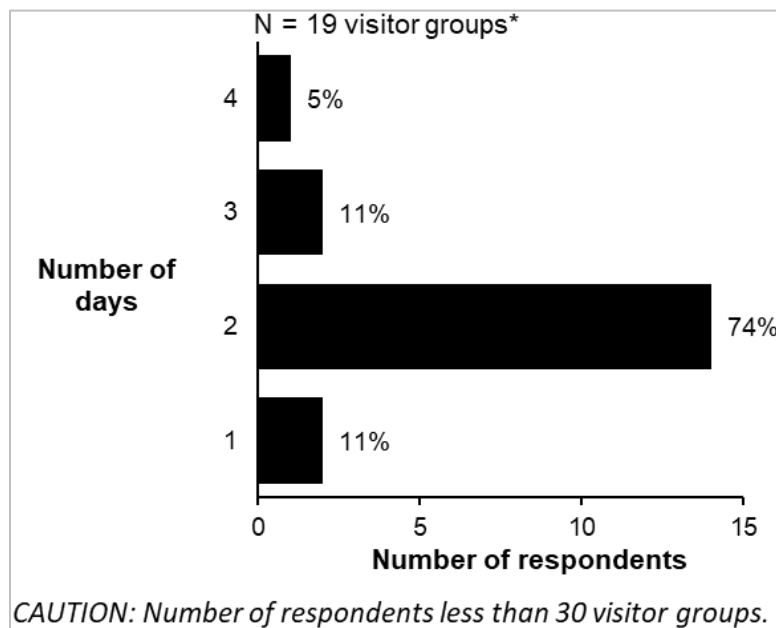


Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.

Days entered or re-entered park

Question 5

On how many days during this trip did you enter or re-enter WWII Valor in the Pacific NM? 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)

- 90% of visitor groups entered or re-entered the park on only one day.
- 9% of visitor groups entered or re-entered the park on two days.

See Appendix 1 for more details.

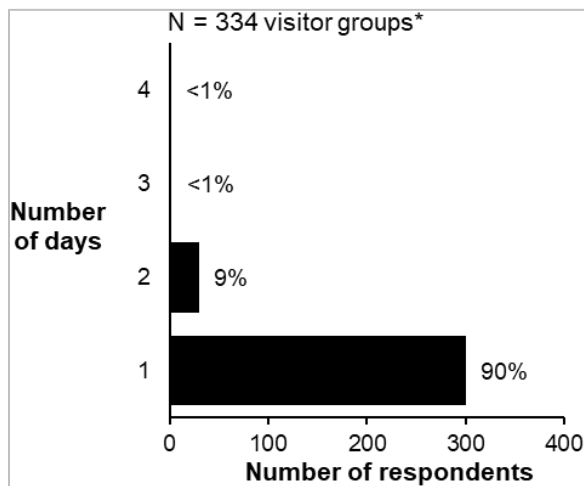


Figure 48. Number of days entered or re-entered park.

Overnight stay

Question 26a

On this trip to WWII Valor in the Pacific NM and the Hawaiian Islands, did you stay overnight away from your permanent residence?

Results (Figure 49)

- 87% of visitor groups stayed overnight away from their permanent residences on this trip.

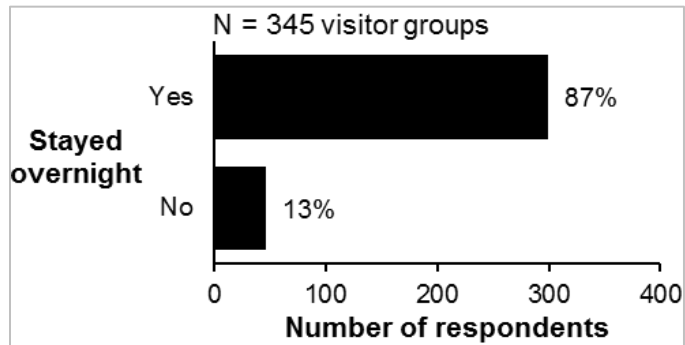


Figure 49. Visitor groups who stayed overnight away from their permanent residences.

Nights spent in overnight accommodations

Question 26b

If YES, please list the number of nights you stayed overnight during this trip to the Hawaiian Islands.

Results (Figure 50)

- Figure 50 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 86% of visitor groups who stayed overnight one or more nights stayed in lodging.

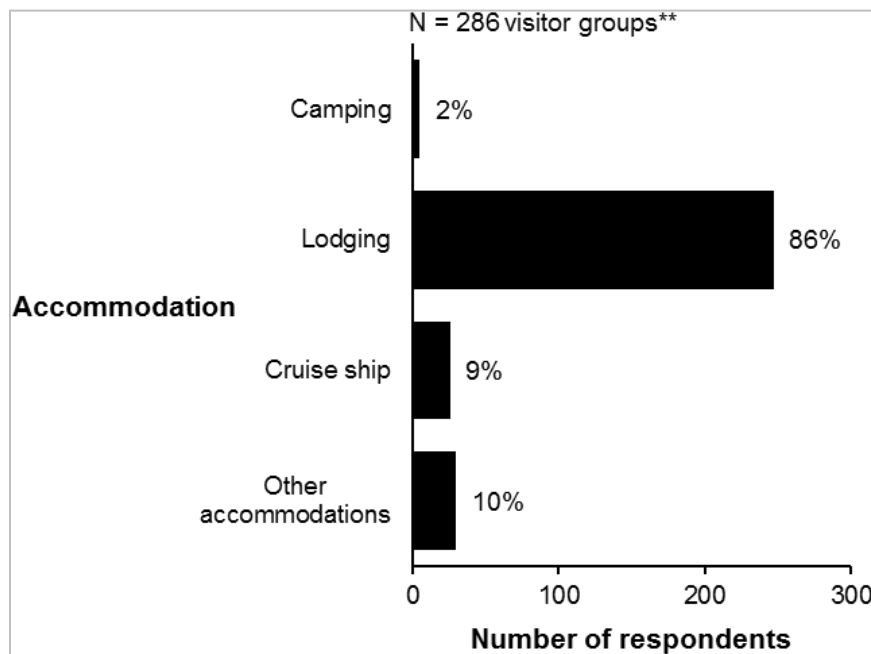


Figure 50. Accommodations for overnight stay during this trip.

Camping
Results

- All visitor groups who reported camping on this trip ($N = 5$) camped for five or more nights.

Lodging

Results (Figure 51)

- 83% of visitor groups who stayed at lodging on this trip stayed for five or more nights.
- 6% of visitor groups who stayed at lodging stayed for three nights.

See Appendix 1 for more details.

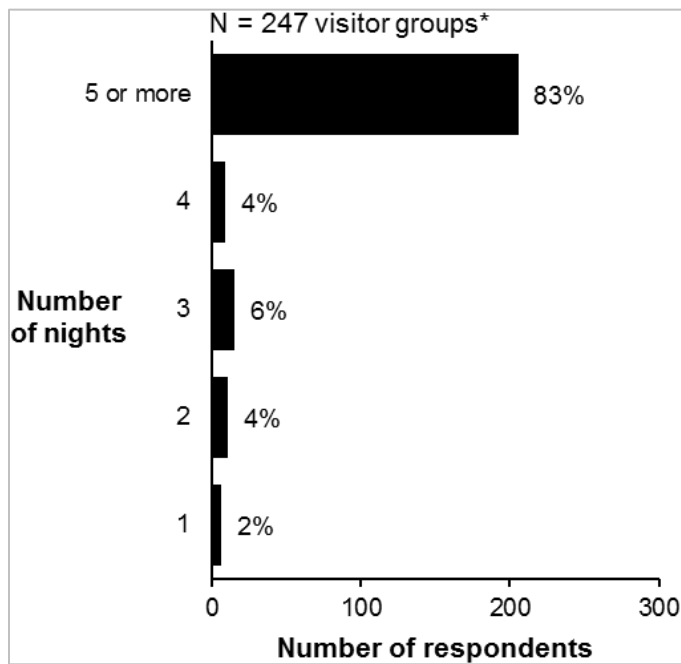


Figure 51. Nights spent in lodging.

Cruise ship

Results (Figure 52)

- 96% of visitor groups who stayed on a cruise ship on this trip stayed for five or more nights.
- 4% of visitor groups who stayed on a cruise ship stayed for four nights.

See Appendix 1 for more details.

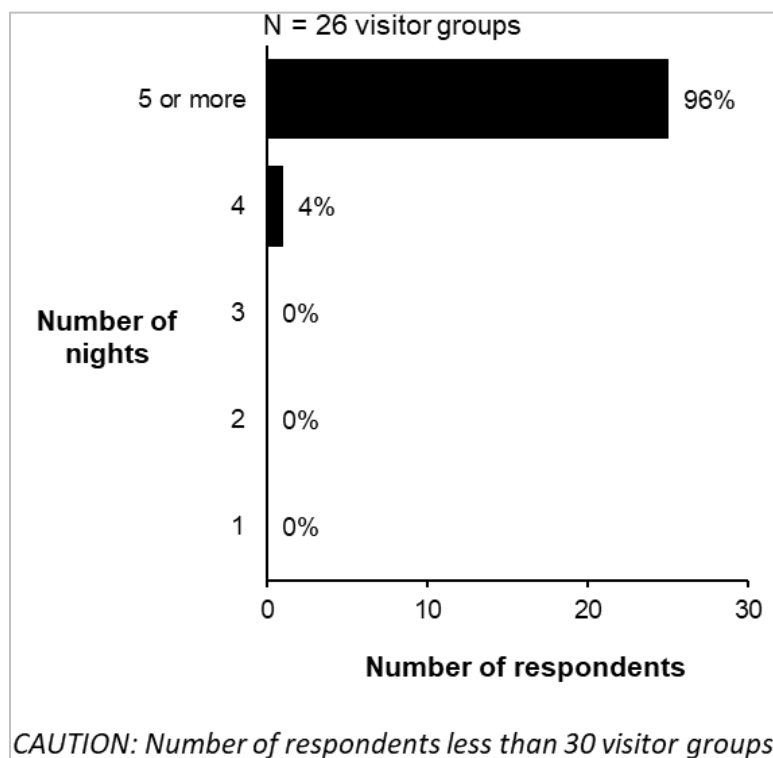


Figure 52. Nights spent on a cruise ship.

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

Results (Figure 53)

- 77% of visitor groups who stayed overnight in other accommodations stayed for five or more nights.

See Appendix 1 for more details.

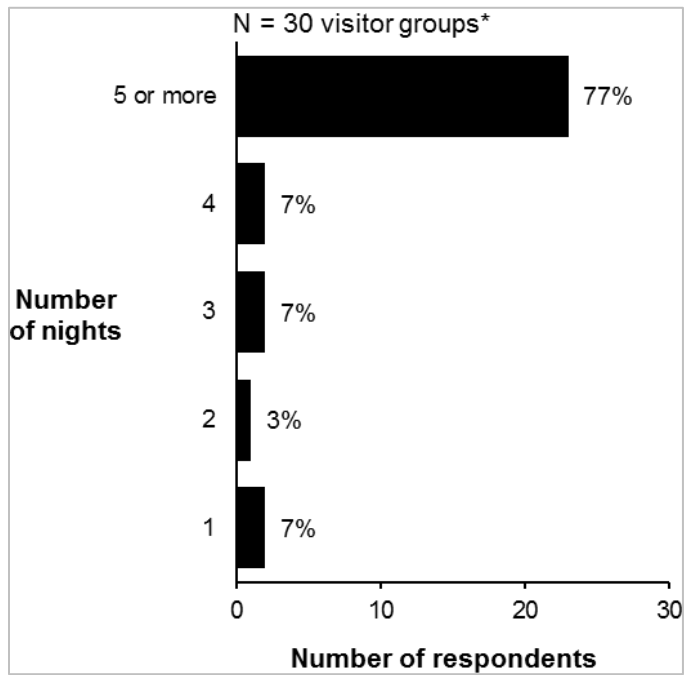


Figure 53. Nights in other accommodations (e.g., friends/relatives).

Visits to other National Park Service sites

Question 28

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

Results (Figure 54)

- 62% of visitor groups did not visit other NPS units on their trip away from home.

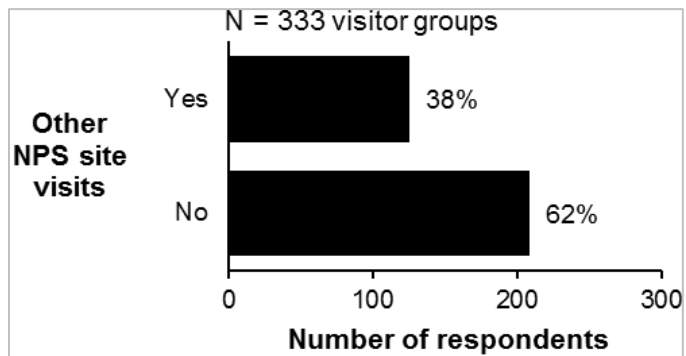


Figure 54. Visited other NPS sites on trip away from home.

Other National Park Service sites visited

Question 28

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

Results (Table 14)

- Of those visitor groups that did visit other NPS units on their trip (38%), the most common other NPS units included:
 - Hawai'i Volcanoes National Park (mentioned 45 times)
 - Haleakala National Park (mentioned 18 times)

Table 14. Other National Park Service sites visited (N= 90 comments, some visitor groups may have visited more than one other NPS site).

Site	Frequency of times mentioned
Hawai'i Volcanoes National Park	45
Haleakala National Park	18
Pu'uuhonua O Honaunau National Historical Park	8
Golden Gate National Recreation Area	3
Yosemite National Park	3
Grand Canyon National Park	2
Kaloko-Honokohau National Historical Park	2
Badlands National Park	1
Bryce Canyon National Park	1
Denali National Park	1
Grand Teton National Park	1
Kalaupapa National Historical Park	1
Muir Woods National Monument	1
Pu'ukohola Heiau National Historic Site	1
Yellowstone National Park	1
Zion National Park	1

Activity participation

Question 11

On this trip, in which of the following activities did you personally participate within WWII Valor in the Pacific NM?

Results

- As shown in Figure 55, the most common activities in which visitor groups participated were:
 - 94% Visiting a cultural or historic site
 - 26% Walking/short hike
 - 25% Viewing wildlife, natural features, scenery, wildflowers, etc.
- Of those who responded “Other” (10%), activities in which groups participated included:
 - “Visiting the USS Arizona Memorial”
 - “Paying respects”
 - “Taking a tour”

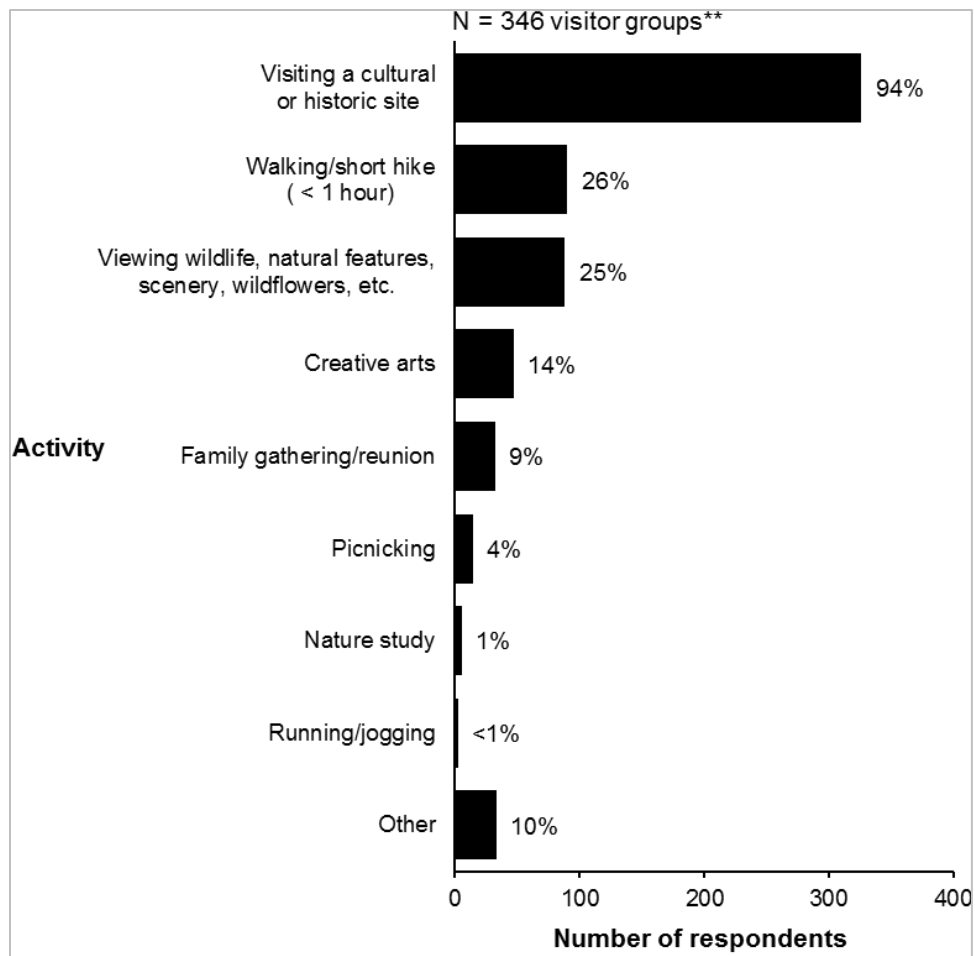


Figure 55. Participation in activities on this trip.

Primary activity on this trip

Question 12

Of the activities listed in Question 11, which was your primary activity during your visit to WWII Valor in the Pacific NM on the day you were contacted for this survey?

Results

- As shown in Figure 56, the most common primary activities listed by visitor groups were:
 - 60% Visiting a cultural or historic site
 - 17% Other – Visiting the memorial
- Of those who responded “Other” (3%), activities specified included:
 - “Education and homage”
 - “Get stamp and Junior Ranger badge”
 - “Learning more”
- 12% of visitor groups did not have a primary activity

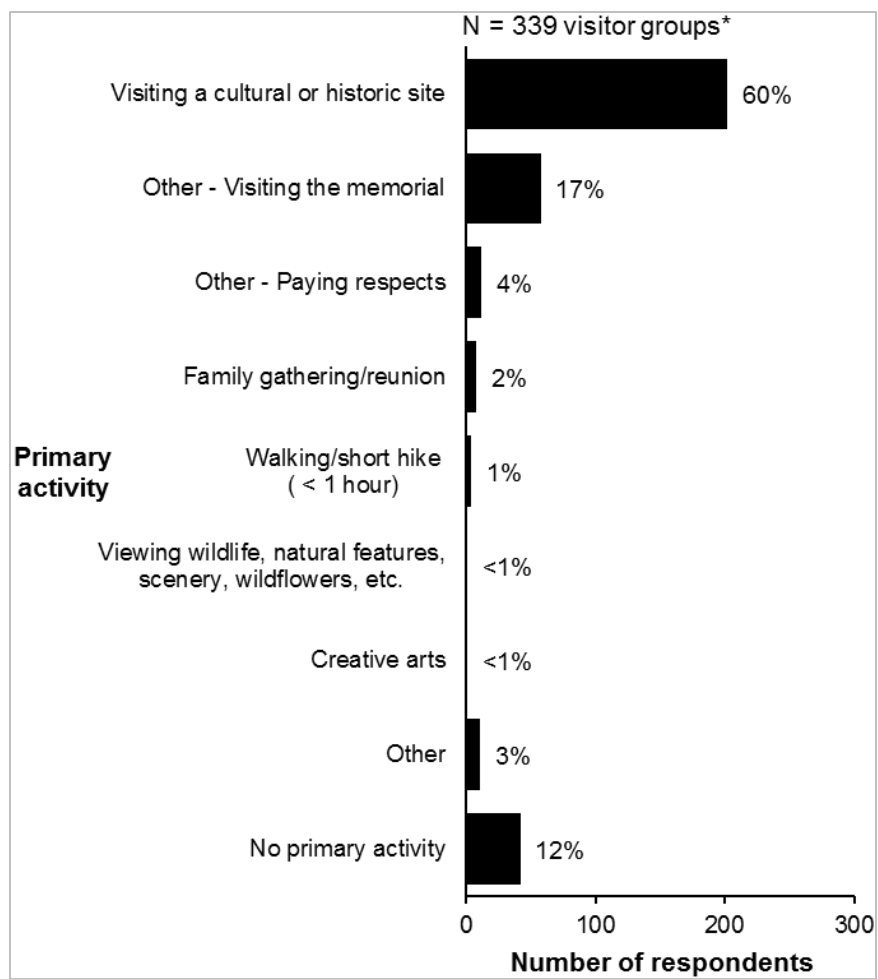


Figure 56. Primary activity on this trip to WWII Valor in the Pacific.

Visitors with physical conditions

Question 17a

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to WWII Valor in the Pacific NM?

Results (Figure 57)

- 4% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

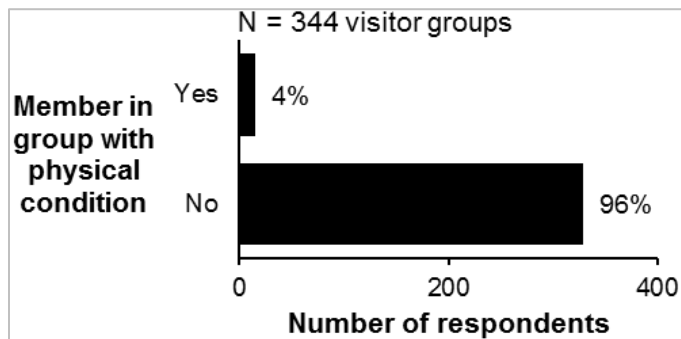


Figure 57. Visitors with physical conditions.

Question 17b

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

Results (Table 15)

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

Table 15. Activities/services/facilities difficult to participate in/access (N= 10 comments, some visitor groups may have more than one comment).

Activity, service, or facility	Frequency of times mentioned
Walking	5
Heat	2
Climbing stairs	2
Carrying infant	1

Question 17c

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

Results (Figure 58)

- Of the visitor groups that had at least one member with a physical condition, the member(s) had specific difficulties with:
 - 67% Mobility
 - 20% Hearing
- Of those who responded “Other” (13%), specific difficulties included:
 - “Heat, no air movement”
 - “Help to carry infant was limited”

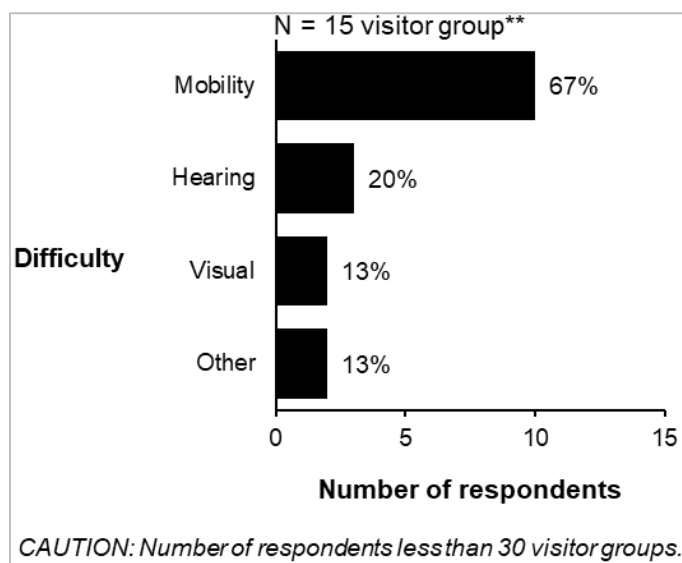


Figure 58. Specific difficulties had by visitor group member(s).

Programs and services participation

Question 13

On this trip, in which of the following programs and services did you personally participate within WWII Valor in the Pacific NM?

Results

- As shown in Figure 59, the most common programs and services in which visitor groups participated were:
 - 89% Viewing outdoor exhibits
 - 85% Viewing indoor exhibits
 - 82% Watching movies or videos about the park
- Of those who responded “Other” (2%), programs and services included:
 - “Visiting the USS Arizona”
 - “Boat tour”
 - “Purchasing souvenirs”

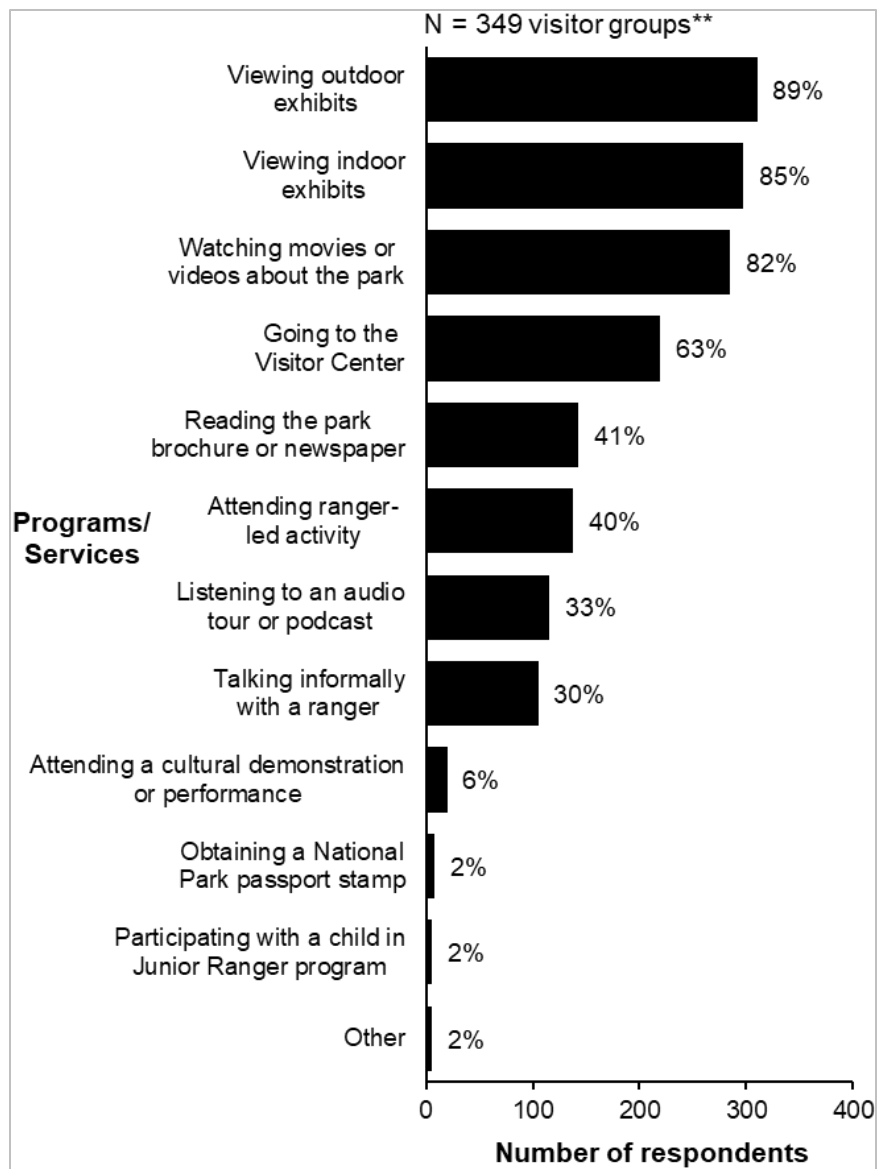


Figure 59. Participation in programs and services.

Learning from park staff, programs, and/or exhibits

Question 14

On this visit to WWII Valor in the Pacific NM, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?

Results (Figure 60)

- 86% of visitors learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

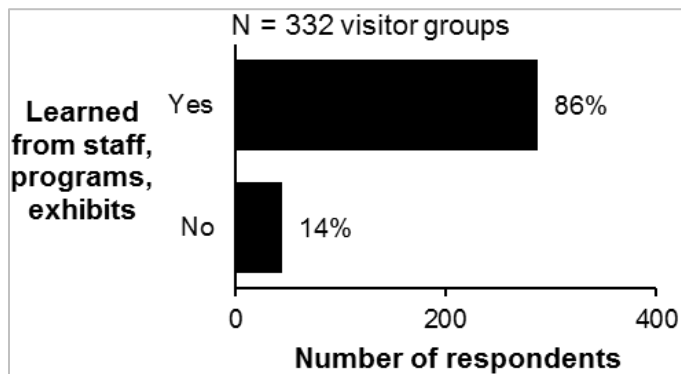


Figure 60. Visitors who learned something from park staff, programs, and/or exhibits.

Question 14 (if yes)

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

Results (Table 16)

- Table 16 shows the subjects visitors learned about from park staff, programs, and/or exhibits. The most frequently mentioned subjects were:
 - “Attack on Pearl Harbor” (mentioned 102 times)
 - “World War II History” (mentioned 33 times)

Table 16. Subjects learned (N= 373 comments, some visitor groups may have more than one comment).

Subject	Frequency of times mentioned
Attack on Pearl Harbor	102
World War II History	33
General history	24
USS Missouri	20
Events that led to the attack on Pearl Harbor	18
Experiences of Military Personnel	16
Submarines	14
Pre-war Japanese-American relations	13
Japanese side of the attack	12
USS Arizona memorial	10
USS Bowfin	10
Aftermath of the attack on Pearl Harbor	9
USS Arizona	9
Battleships	8
Audio tour	7
Hawai'i during the war	7
Pacific theater	6
Bravery in World War II	5
Japanese surrender	5
Casualties of the attack on Pearl Harbor	4

Table 16 (continued). Subjects learned (N= 373 comments, some visitor groups may have more than one comment).

Subject	Frequency of times mentioned
Oil leaking from the Arizona	4
Pacific aviation	4
Exhibits	3
Those entombed in the USS Arizona	3
Donations from Elvis Presley	2
Interring Pearl Harbor survivors	2
Other subjects	23

Learning about subjects on future visits

Question 15

If you were to visit WWII Valor in the Pacific NM in the future, are there specific subjects you would like to learn about?

Results (Figure 61)

- 73% of visitors did not have specific subjects they would like to learn about on a future visit to WWII Valor in the Pacific NM.

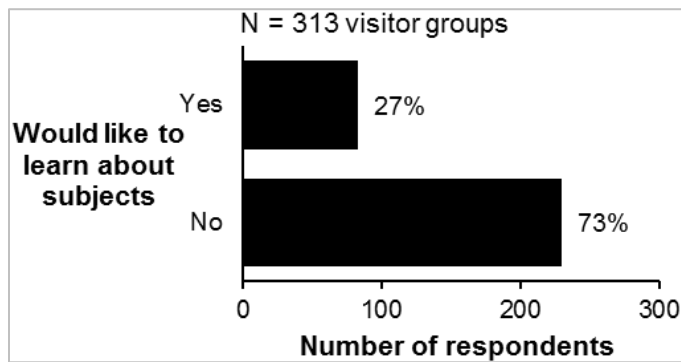


Figure 61. Visitors who would like to learn about specific subjects on future visits.

Question 15 (if yes)

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

Results (Table 17)

- Table 17 shows the subjects visitors would like to learn about on future visits to WWII Valor in the Pacific NM. The most frequently mentioned subjects were:
 - “More in-depth history” (mentioned nine times)
 - “How to visit the USS Arizona memorial” (mentioned nine times)
 - “Human interest stories” (mentioned eight times)

Table 17. Subjects visitors would like to learn (N= 81 comments, some visitor groups may have more than one comment).

Subject	Frequency of times mentioned
More in-depth history	9
How to visit the USS Arizona memorial	9
Human interest stories	8
American - Japanese relations	6
Submarines	5
Hawai'i during the war	5
How the attack unfolded	3
Pacific theater	3
History of Pearl Harbor	3
Atom bombs	2
History of the memorial	2
More about World War II	2
Navajo code talkers	2
USS Missouri	2
Why the Japanese attacked	2
Other subjects	18

Expenditures

Purchase of package tour(s)

Question 29a

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

Results (Figure 62)

- 28% of visitor groups had at least one member who purchased a package tour.

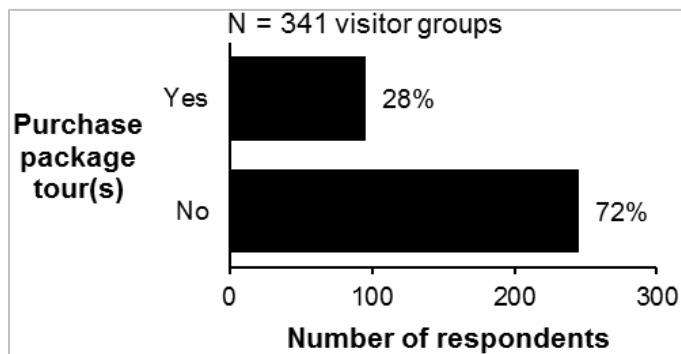


Figure 62. Visitor groups with member(s) who purchased packaged tour(s).

Question 29b

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

Results (Figure 63)

- Of the 28% of visitor groups who purchased a package tour:
 - 89% purchased a package tour with a total length of one day.
 - 11% purchased a package tour with a total length of two or more days.

See Appendix 1 for more details.

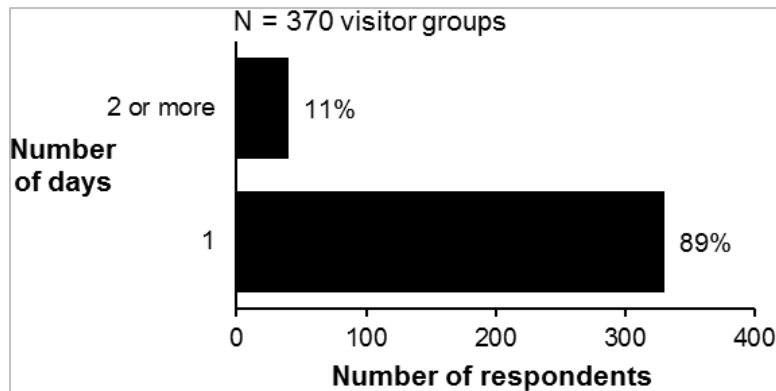


Figure 63. Total length of package tour(s) purchased by at least one group member.

Question 29c

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

Results (Figure 64)

- Of the 28% of visitor groups who purchased a package tour:
 - 46% purchased a package tour with a total cost of \$201 or more per person.
 - 29% purchased a package tour with a total cost of up to \$100 per person.

See Appendix 1 for more details.

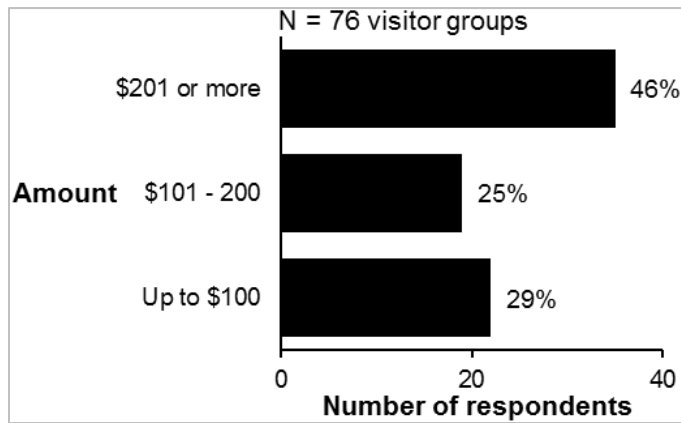


Figure 64. Total cost per person for package tour(s) purchased by at least one group member.

Question 29d

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

Results (Figure 65)

- Of the 28% of visitor groups who purchased a package tour:
 - 38% were on a package tour with two people.
 - 27% were on a package tour with five or more people.
 - 23% were on a package tour with four people.
 - 11% were on a package tour with three people.
 - 1% were on a package tour with one person.

See Appendix 1 for more details.

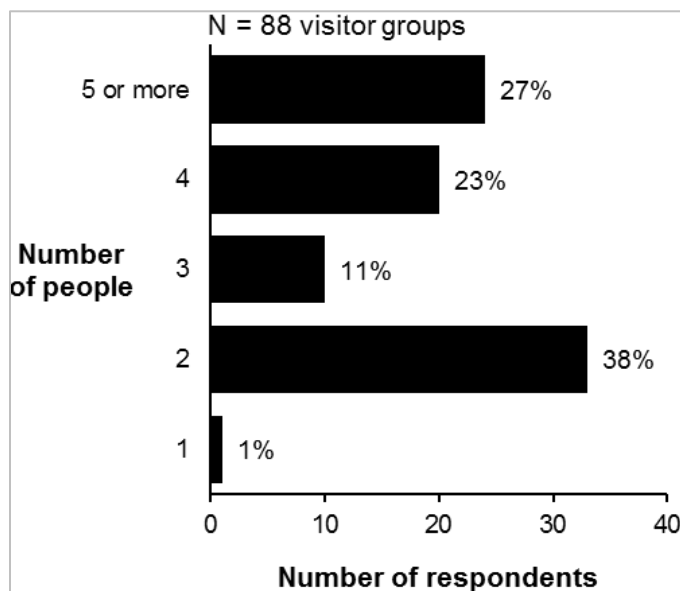


Figure 65. Number of group members on package tour(s) purchased by at least one group member.

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

Question 29e

If YES, which of the following were included in the package tour(s) as part of your visit to WWII Valor in the Pacific NM and the Hawaiian Islands?

Results (Figure 66)

- Of the 28% of visitor groups who purchased a package tour, the most common items that were included in the package tours purchased were:
 - 69% Local ground transportation
 - 56% Admission to events or attractions
 - 49% Guide services
- Of those who responded “Other” (6%), items included:
 - “Entertainment”
 - “Audio tour headset”
 - “Cruise”

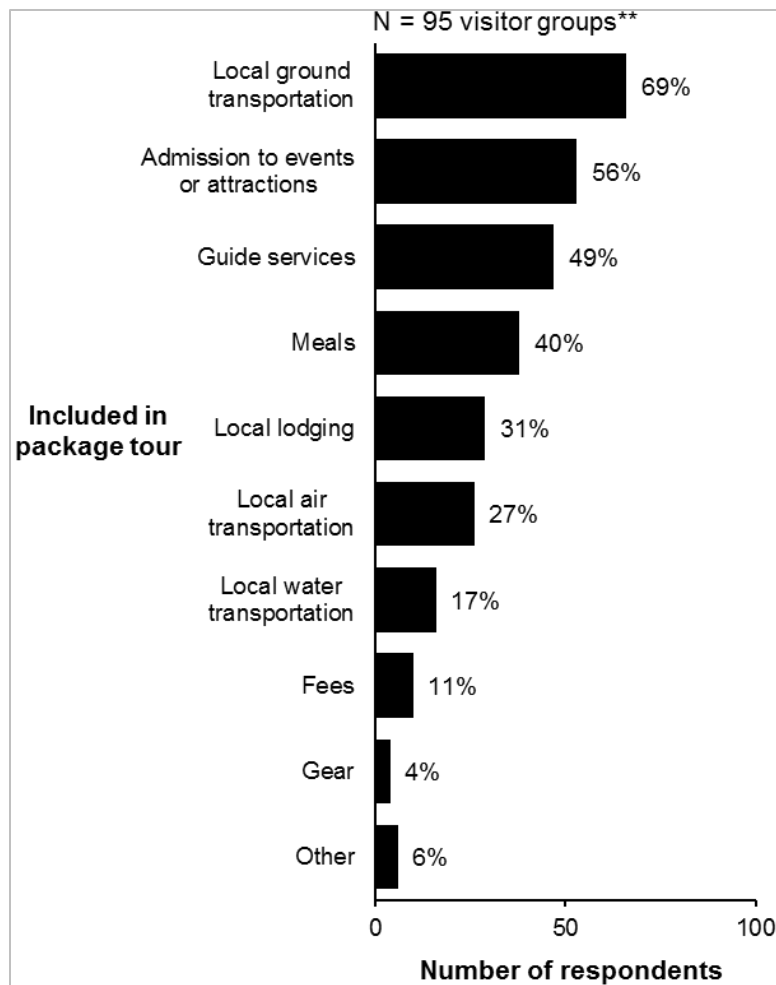


Figure 66. Items included in package tour(s) purchased by at least one group member.

Total expenditures on the Hawaiian Islands

Question 30

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent in the Hawaiian Islands on this trip. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

Note: Residents of Hawai'i should only include expenditures that were directly related to this trip to WWII Valor in the Pacific NM.

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

- 73% of visitor groups spent \$2,001 or more in the Hawaiian Islands.
- 11% of visitor groups spent \$1 to \$500 in the Hawaiian Islands.

See Appendix 1 for more details.

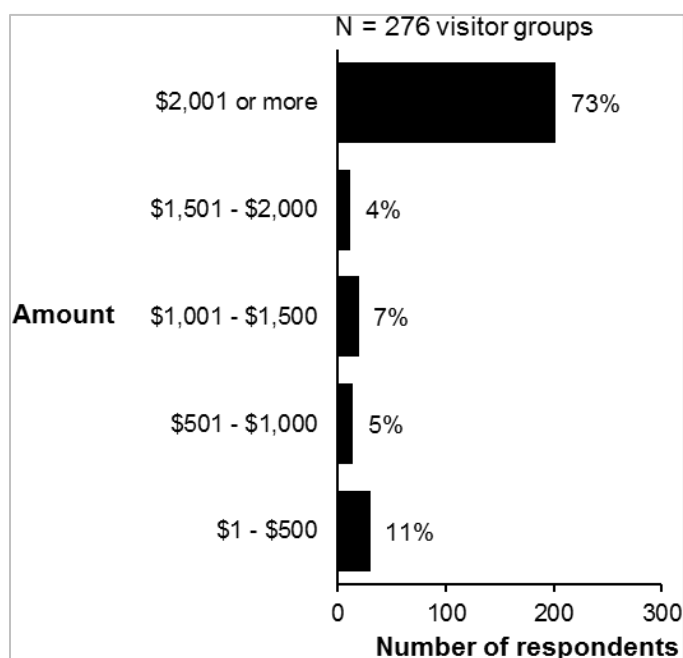


Figure 67. Total expenditures on the Hawaiian Islands.

Percentages of total expenditures on the Hawaiian Islands

Question 30

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent in the Hawaiian Islands on this trip. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

Results (Figure 68)

- 31% Hotels, motels, resorts
- 14% Restaurants/bars
- 12% Specialty lodging

See Appendix 1 for more details.

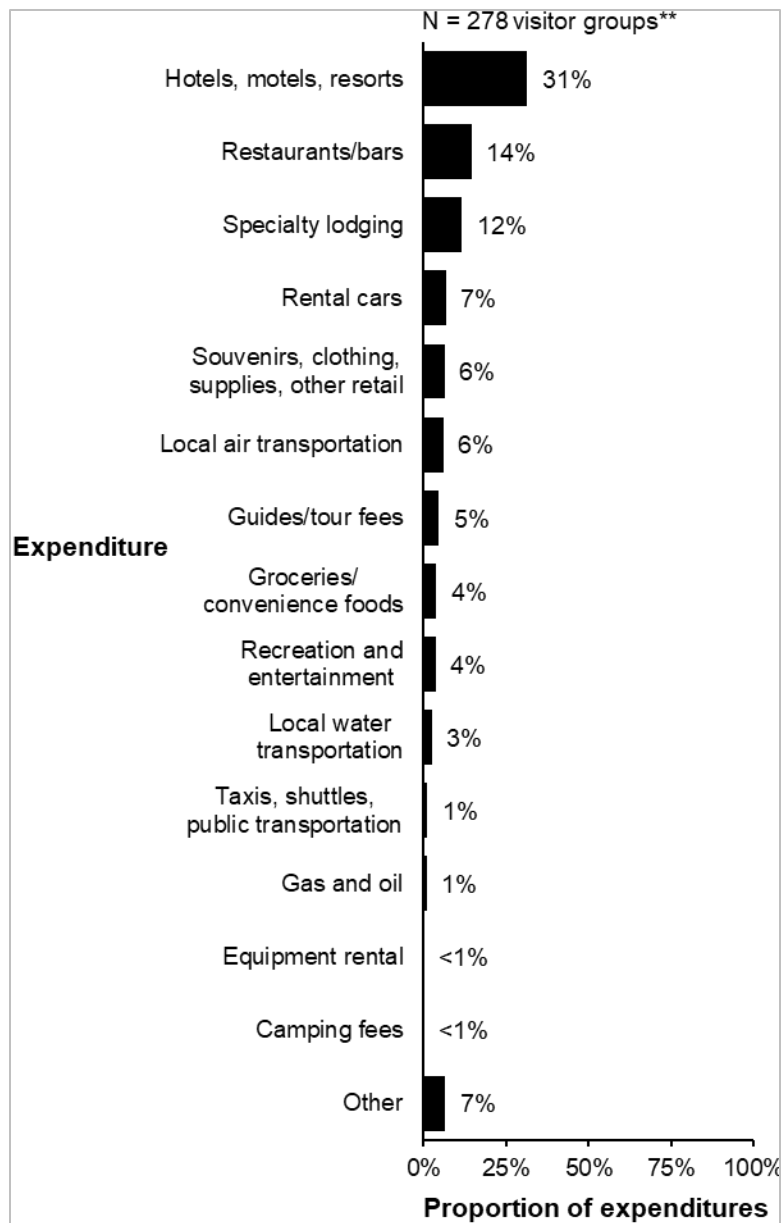


Figure 68. Percentages of total expenditures on the Hawaiian Islands.

Number of people covered by expenses

Question 32a

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

Results (Figure 69)

- 32% of visitor groups had two members covered by expenses.
- 28% of visitor groups had five or more members covered by expenses.
- 23% of visitor groups had four members covered by expenses.

See Appendix 1 for more details.

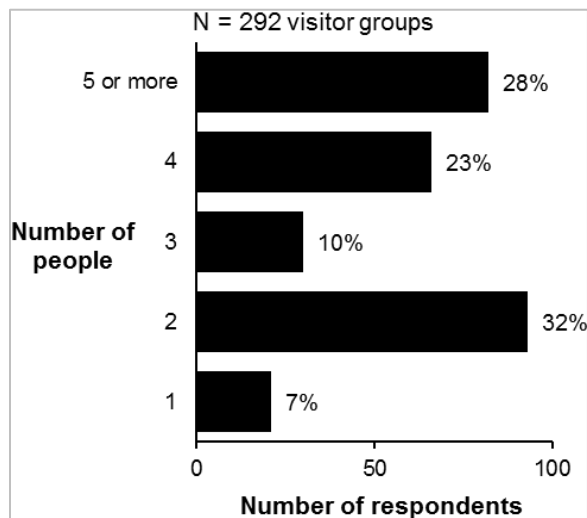


Figure 69. Visitors covered by expenses.

Adults covered by expenses

Question 32a

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

Results (Figure 70)

- 51% of visitor groups had two adults covered by expenses.
- 40% of visitor groups had three or more adults covered by expenses.

See Appendix 1 for more details.

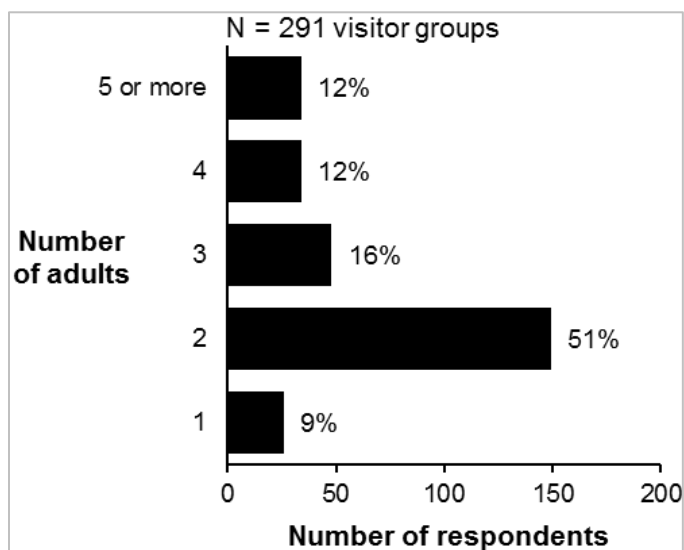


Figure 70. Adults covered by expenses.

Children covered by expenses

Question 32a

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

Results (Figure 71)

- 32% of visitor groups had two children covered by expenses
- 24% of visitor groups had one child covered by expenses.
- 23% of visitor groups did not have any children covered by expenses.

See Appendix 1 for more details.

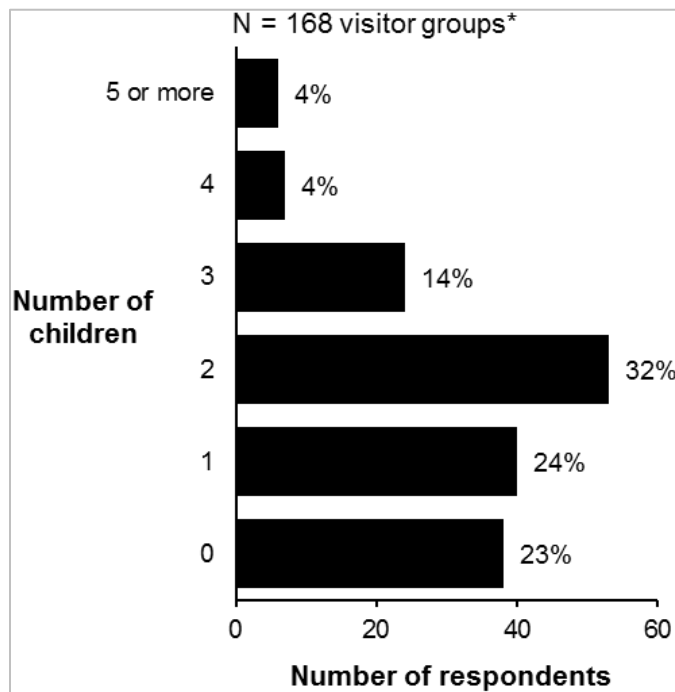


Figure 71. Children covered by expenses.

Sharing of expenses

Question 32b

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

Results (Figure 72)

- 50% of visitor groups had two people split trip expenses.
- 23% of visitor groups did not split the expenses on this trip.

See Appendix 1 for more details.

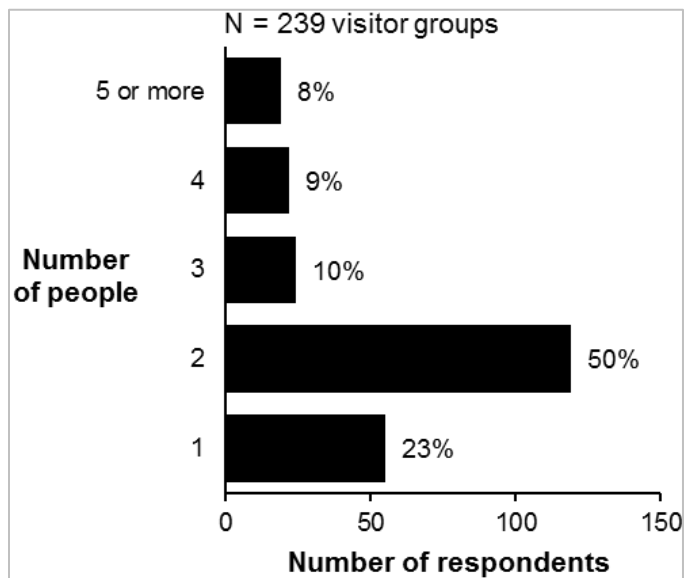


Figure 72. Sharing of expenses in visitor group.

Total expenditures outside of the Hawaiian Islands

Question 31

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

Results (Figure 73)

- 33% of visitor groups spent \$1 to \$500 on additional expenses outside of the Hawaiian Islands.
- 30% of visitor groups spent \$2,001 or more on additional expenses outside of the Hawaiian Islands.
- 18% of visitor groups spent no additional money outside of the Hawaiian Islands.

See Appendix 1 for more details.

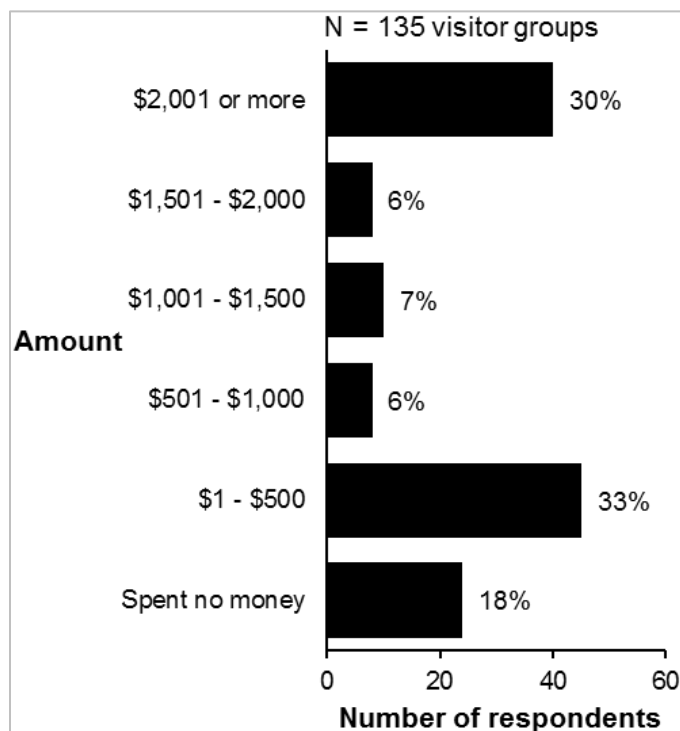


Figure 73. Total expenditures outside of the Hawaiian Islands.

Additional expenditures willing to pay

Question 33

As you know, some of the costs of travel such as gasoline, hotels, rental cars, and airline tickets often increase. If your share of the total trip costs were to increase, what is the maximum extra amount you personally would be willing to pay for this most recent trip to WWII Valor in the Pacific NM?

Results (Figure 74)

- 18% of visitor groups would be willing to pay an additional \$100 for their most recent trip to WWII Valor in the Pacific NM.
- 13% of visitor groups would be willing to pay an additional \$10.
- 13% of visitor groups would not be willing to pay any additional money for their most recent trip to WWII Valor in the Pacific NM.

See Appendix 1 for more details.

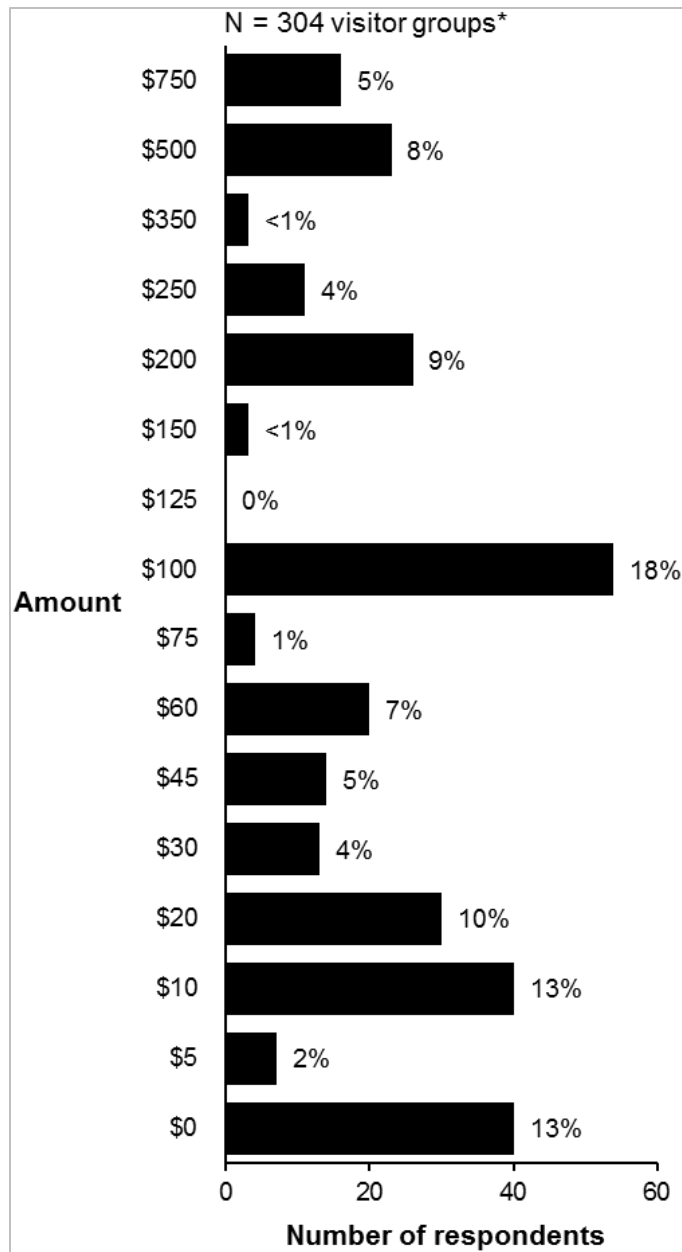


Figure 74. Additional expenditures willing to pay.

Evaluations of Park Experience and Post-Trip Experience

Aspects most liked about visit to WWII Valor in the Pacific NM

Question 18

What did you like most about your visit to WWII Valor in the Pacific NM (open-ended)?

Results (Table 18)

- Table 18 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - “USS Arizona Memorial” (mentioned 77 times)
 - “Learning about history” (mentioned 61 times)
 - “Movies/video” (mentioned 50 times)

Table 18. Aspects most liked about visit (N= 464 comments, some visitor groups may have more than one comment).

Aspect	Frequency of times mentioned
USS Arizona Memorial	77
Learning about history	61
Movies/video	50
Exhibits	34
Seeing history	25
USS Missouri	24
Rangers	18
Respectful atmosphere	18
Paying respects	17
Guided tour	15
Museums	14
Submarines	14
Audio tour	12
Emotionally moving experience	12
Boat ride to memorial	11
Everything	9
Organization	8
Human interest stories	7

Table 18 (continued). Aspects most liked about visit (N= 464 comments, some visitor groups may have more than one comment).

Aspect	Frequency of times mentioned
Teaching children	6
Battleships	5
Not expensive	3
Family time	3
Oil tears	2
Other aspects	19

Aspects least liked about visit to WWII Valor in the Pacific NM

Question 19

What did you like least about your visit to WWII Valor in the Pacific NM (open-ended)?

Results (Table 19)

- Table 19 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - “Ticketing system” (mentioned 25 times)
 - “Not enough time” (mentioned 21 times)
 - “Lack of food options” (mentioned 15 times)

Table 19. Aspects least liked about visit (N= 217 comments, some visitor groups may have more than one comment).

Aspect	Frequency of times mentioned
Ticketing system	25
Not enough time	21
Lack of food options	15
Need more shade/water/air conditioning	14
Others not respecting the memorial	14
Prices are high	14
Parking	13
Crowding	12
Long lines	12
Tour cancellations due to weather	11
Weather	9
Areas were not accessible	7
Bag check system	6
Limited Arizona tickets	6
Needed more information/signage	4
USS Arizona memorial	3
Waiting on the shuttle bus	3
Audio tour	2

Table 19 (continued). Aspects least liked about visit (N= 217 comments, some visitor groups may have more than one comment).

Aspect	Frequency of times mentioned
Oil tears	2
Staff	2
Other aspects	22

Expectations for visit to WWII Valor in the Pacific NM

Question 20

Did your visit to WWII Valor in the Pacific NM, on this trip, meet your expectations?

Results (Figure 75)

- 89% of visitor groups had their expectations met during their visit to WWII Valor in the Pacific NM on this trip.

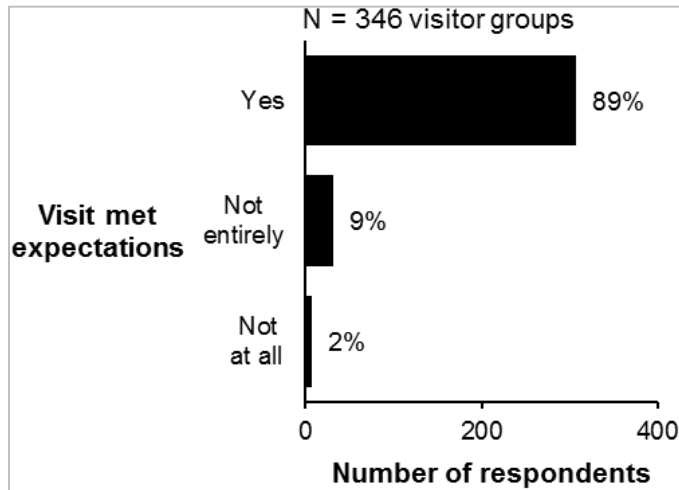


Figure 75. Meeting of expectations for visit on this trip.

Question 20 (if not entirely)

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

Results (Table 20)

- Table 20 shows the reasons visitor groups' expectation were "not entirely" met.
- The most frequently mentioned reason was "Did not get to go to the USS Arizona Memorial" (mentioned 24 times)

Table 20. Reasons expectations were "not entirely" met (N= 44 comments, some visitor groups may have more than one comment).

Reason	Frequency of times mentioned
Did not get to go to the USS Arizona Memorial	24
Not a solemn atmosphere	4
Want more/expanded amenities	4
Inefficient ticketing process	2
Not enough time on the USS Arizona	2
Other reasons	8

Importance of use of personal electronic devices

Question 16

How important to you was it during your visit to WWII Valor in the Pacific NM to use personal electronic devices to do each of the following, and how would you rate the quality of the service in WWII Valor in the Pacific NM 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 76)

- Figure 76 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:
 - 24% Share pics/videos/audio via social media
 - 19% Search the Internet
 - 18% Send/receive text message
 - 18% Make/receive cell phone call
- Of those who responded “Other” (N = 66), uses included:
 - “Take pictures”
 - “Audio tour”

See Appendix 1 for more details.

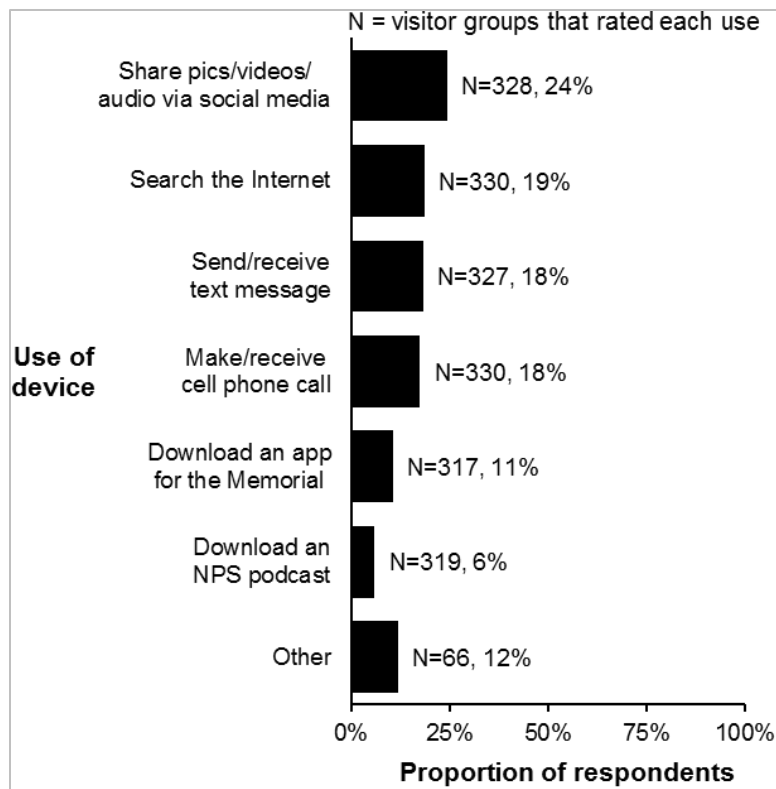


Figure 76. Importance of using personal electronic devices.

Quality of service required to use personal electronic devices

Question 16

How important to you was it during your visit to WWII Valor in the Pacific NM to use personal electronic devices to do each of the following, and how would you rate the quality of the service in WWII Valor in the Pacific NM 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 77)

- Figure 77 shows the combined proportions of “very good” and “good” ratings for quality of service required to use a personal electronic device.
- The uses that received the highest combined proportions of “very good” and “good” ratings for quality of service required were:
 - 83% Make/receive cell phone call
 - 83% Send/receive text message
 - 82% Search the Internet
- Of those who responded “Other” (N = 16), uses included:
 - “Take pictures”
 - “Audio tour”

See Appendix 1 for more details.

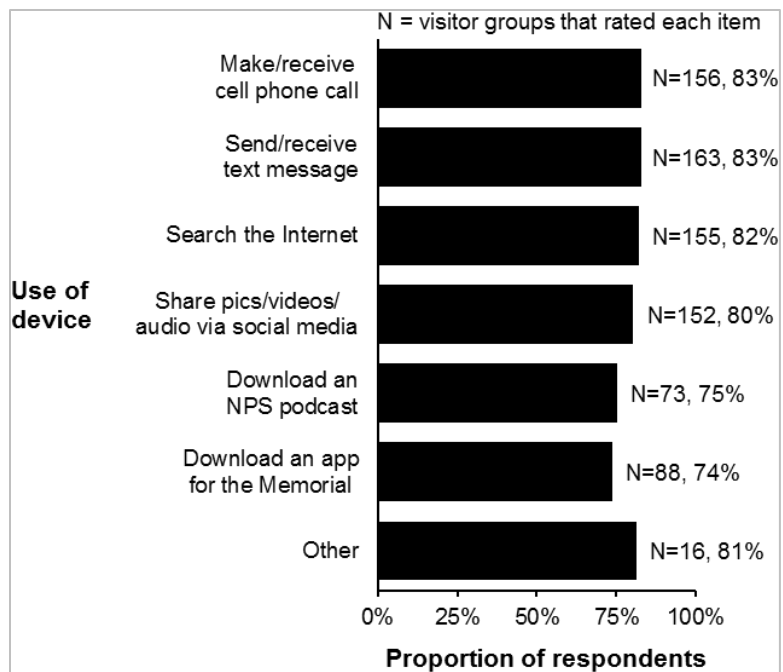


Figure 77. Quality of service required to use personal electronic devices.

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

Question 16

- Figure 78 shows the mean scores of importance and quality ratings for all uses of personal electronic devices.
- All of the uses of personal electronic devices were rated relatively unimportant.
- The quality of service required was rated relatively good for each use.

See Appendix 1 for more details.

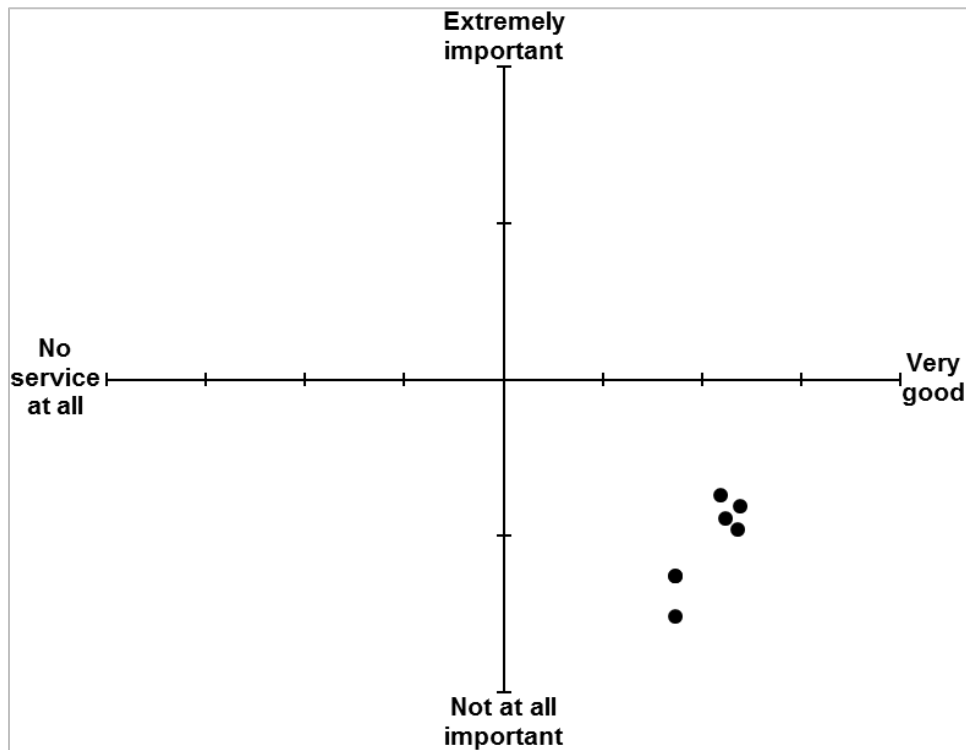


Figure 78. Mean scores for importance and quality ratings for use of personal electronic devices.

Safety

Question 21

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

WWII Valor in the Pacific NM is a safe place to visit.

Results (Figure 79)

- 76% of visitor groups strongly agreed that WWII Valor in the Pacific NM is a safe place to visit.
- 23% of visitor groups agreed with this statement.

See Appendix 1 for more details.

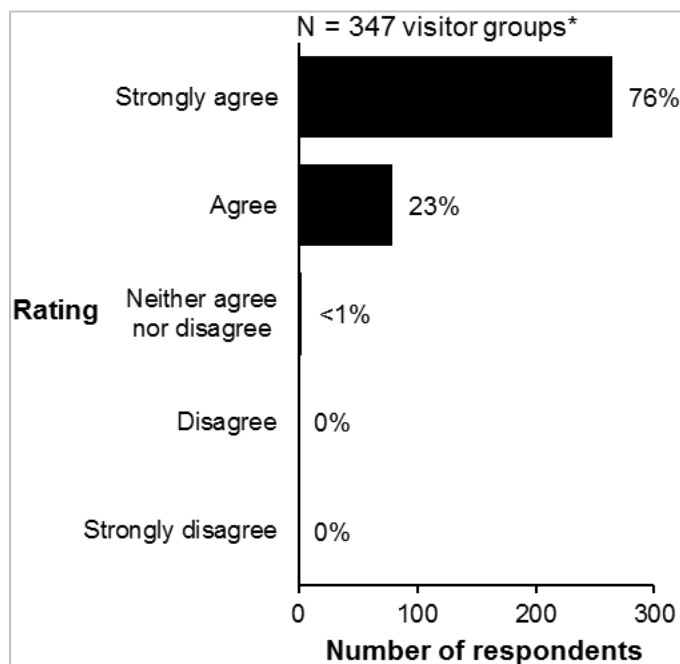


Figure 79. Extent of agreement/disagreement with statement on safety of WWII Valor in the Pacific NM.

Crowding

Question 21

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

WWII Valor in the Pacific NM is too crowded.

Results (Figure 80)

- 38% of visitor groups neither agreed nor disagreed that WWII Valor in the Pacific NM is too crowded.
- 36% of visitor groups disagreed with this statement.

See Appendix 1 for more details.

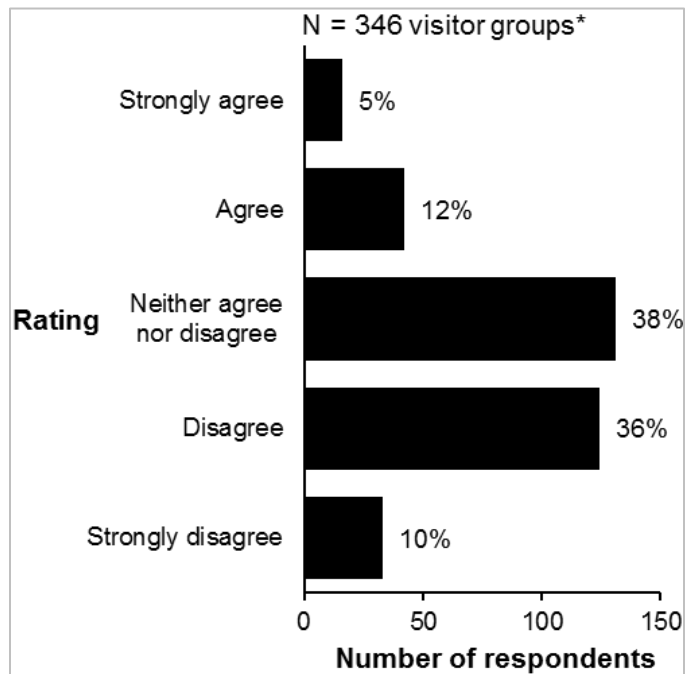


Figure 80. Extent of agreement/disagreement with statement on crowding in WWII Valor in the Pacific NM.

Condition of natural resources

Question 21

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

Natural resources in WWII Valor in the Pacific NM are in pristine condition.

Results (Figure 81)

- 49% of visitor groups agreed that natural resources in WWII Valor in the Pacific NM are in pristine condition.
- 24% of visitor groups neither agreed nor disagreed with this statement.
- 23% of visitor groups strongly agreed with this statement.

See Appendix 1 for more details.

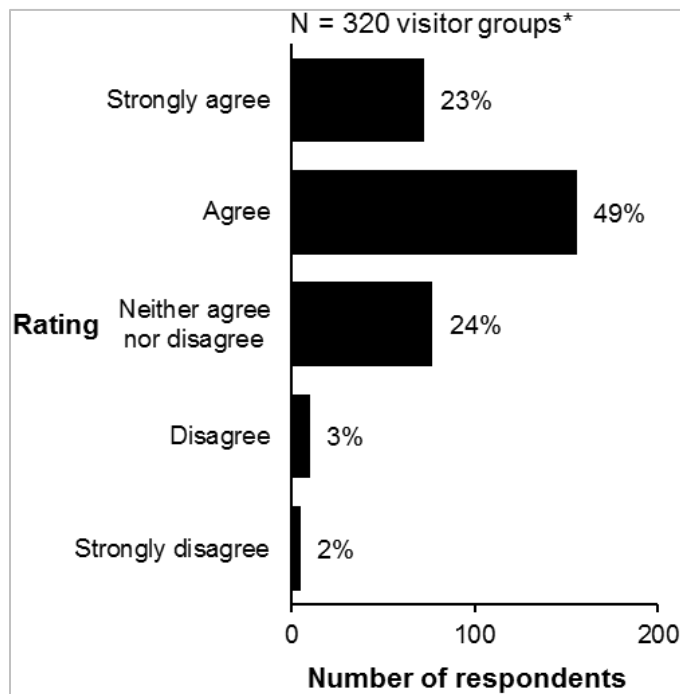


Figure 81. Extent of agreement/disagreement with statement on condition of natural resources in WWII Valor in the Pacific NM.

Vandalism and crime

Question 21

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

Vandalism and crime are not a problem in WWII Valor in the Pacific NM.

Results (Figure 82)

- 47% of visitor groups strongly agreed that vandalism and crime are not a problem in WWII Valor in the Pacific NM.
- 41% of visitor groups agreed with this statement.

See Appendix 1 for more details.

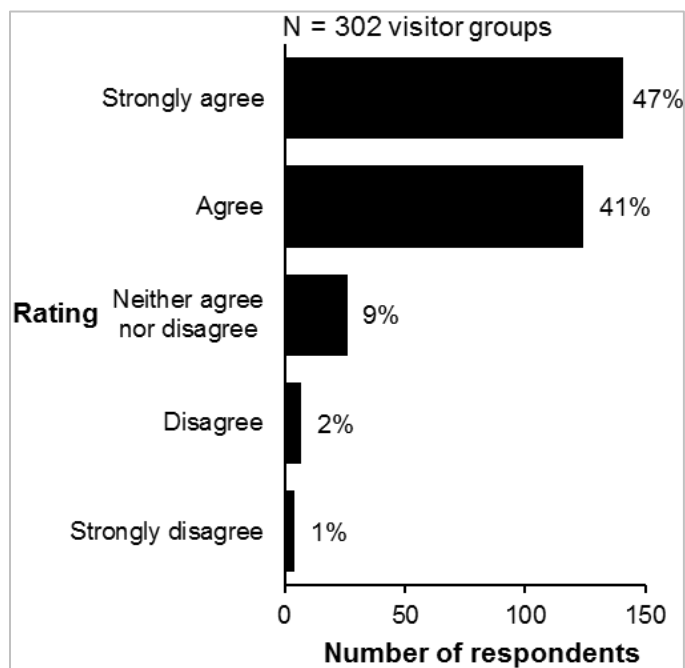


Figure 82. Extent of agreement/disagreement with statement on vandalism and crime in WWII Valor in the Pacific NM.

Accessibility

Question 21

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

WWII Valor in the Pacific NM is not accessible to persons with physical disabilities.

Results (Figure 83)

- 40% of visitor groups disagreed that WWII Valor in the Pacific NM is not accessible to persons with physical disabilities.
- 27% of visitor groups neither agreed nor disagreed with this statement.
- 26% of visitor groups strongly disagreed with this statement.

See Appendix 1 for more details.

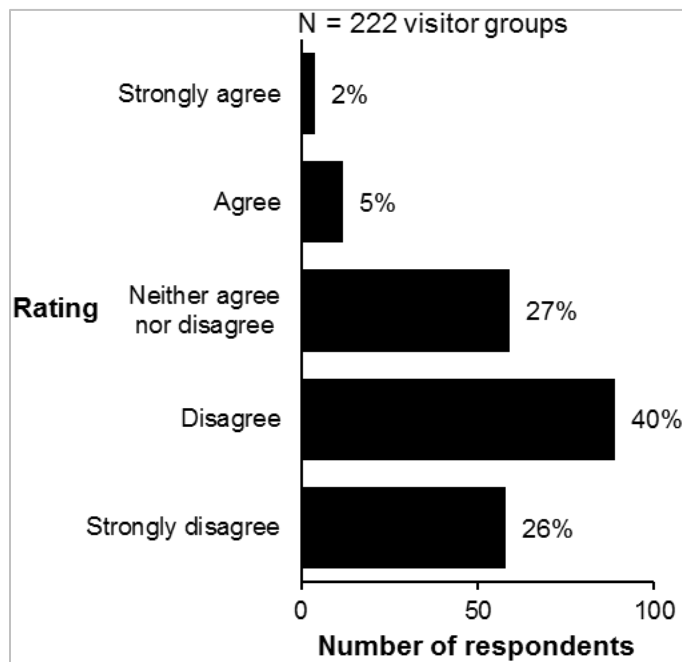


Figure 83. Extent of agreement/disagreement with statement on accessibility of WWII Valor in the Pacific NM.

Condition of historical and cultural features

Question 21

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

Historical and cultural features in WWII Valor in the Pacific NM are well maintained/preserved.

Results (Figure 84)

- 55% of visitor groups strongly agreed that historical and cultural features in WWII Valor in the Pacific NM are well maintained/preserved.
- 42% of visitor groups agreed with this statement.

See Appendix 1 for more details.

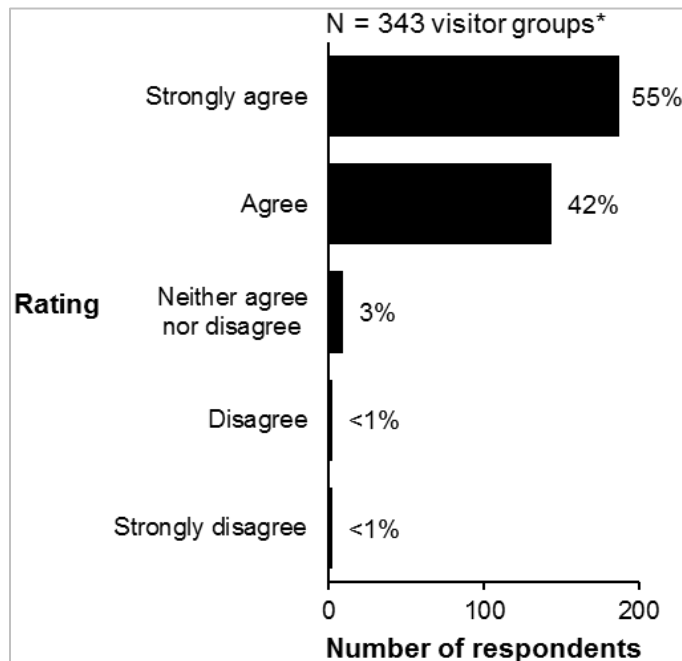


Figure 84. Extent of agreement/disagreement with statement on condition of historical and cultural features in WWII Valor in the Pacific NM.

Development of adjacent areas

Question 21

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

Development of adjacent areas detracts from visitors' experiences at WWII Valor in the Pacific NM.

Results (Figure 85)

- 44% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at WWII Valor in the Pacific NM.
- 25% of visitor groups neither agreed nor disagreed with this statement.
- 19% of visitor groups strongly disagreed with this statement.

See Appendix 1 for more details.

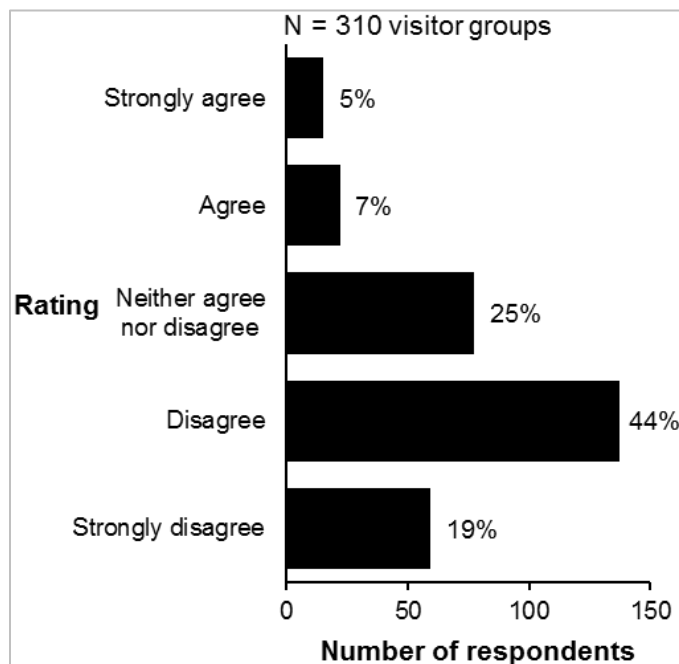


Figure 85. Extent of agreement/disagreement with statement on development of adjacent areas near WWII Valor in the Pacific NM.

Quality of facilities, services, and recreational opportunities

Question 22

How would you rate the quality of the facilities, services, and recreational opportunities in WWII Valor in the Pacific NM?

Rating choices:

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

Results (Figure 86)

- Figure 86 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 of “very good” and “good” ratings were:
 - 96% Exhibits (indoor and outdoor)
 - 95% Visitor center
 - 95% Learning about nature, history, or culture
- The facilities, services, and recreational opportunities that received the lowest combined proportions of “very good” and “good” ratings were:
 - 77% Value for entrance fee paid
 - 73% Outdoor recreation
 - 55% Commercial services in the park
- Figure 87 through Figure 98 show ratings for each facility, program, or recreational opportunity.

See Appendix 1 for more details.

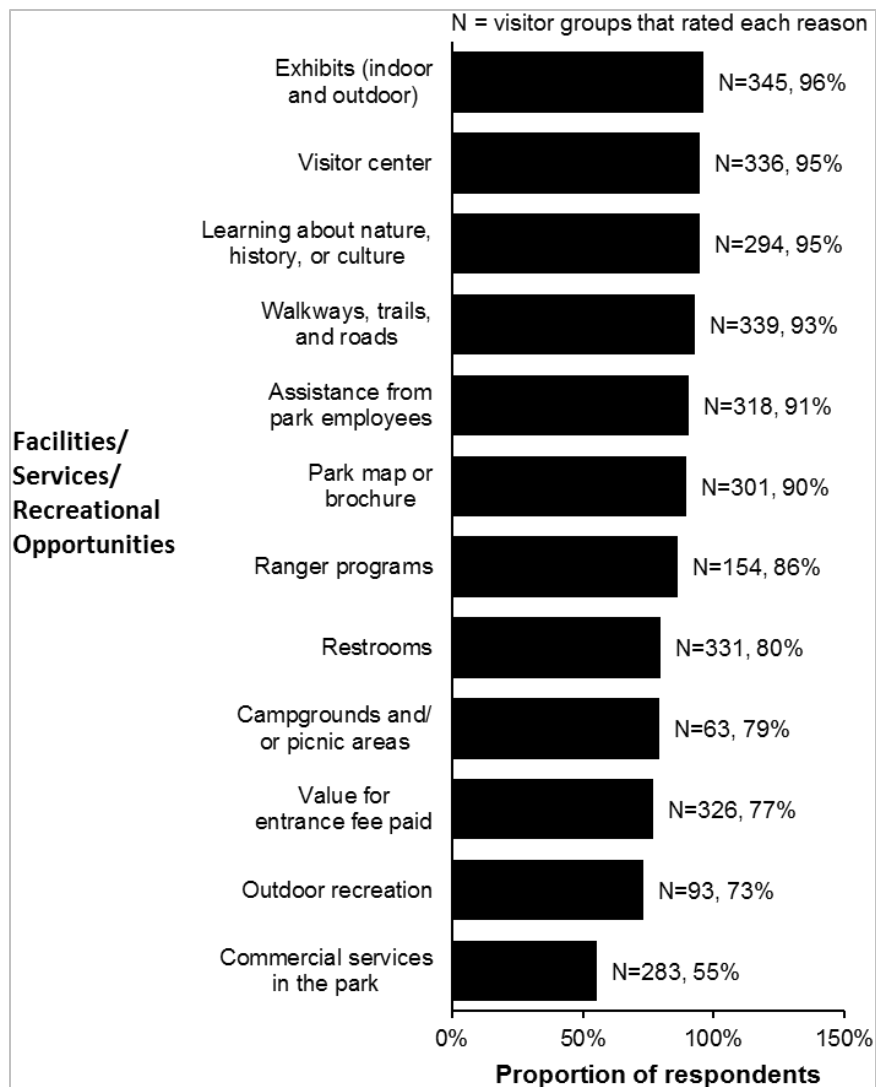


Figure 86. Quality of facilities, services, and recreational opportunities.

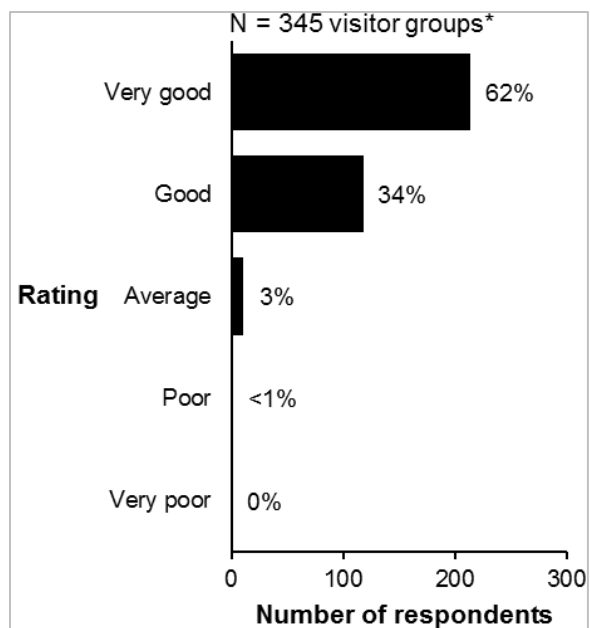


Figure 87. Quality of exhibits (indoor and outdoor).

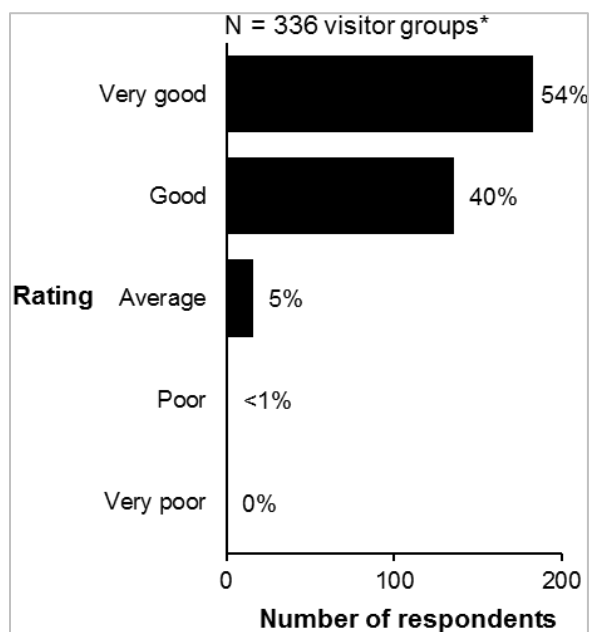


Figure 88. Quality of visitor center.

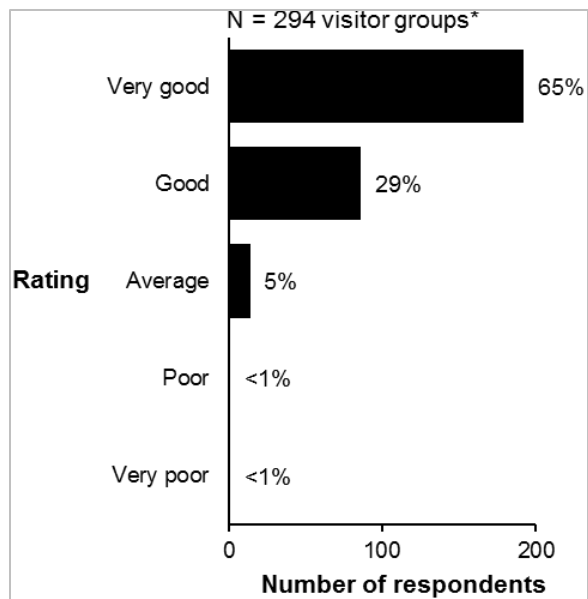


Figure 89. Quality of learning about nature, history, or culture.

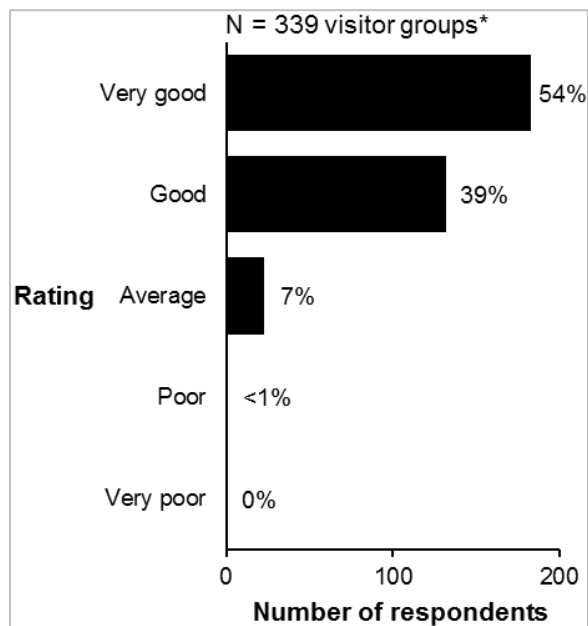


Figure 90. Quality of walkways, trails, and roads.

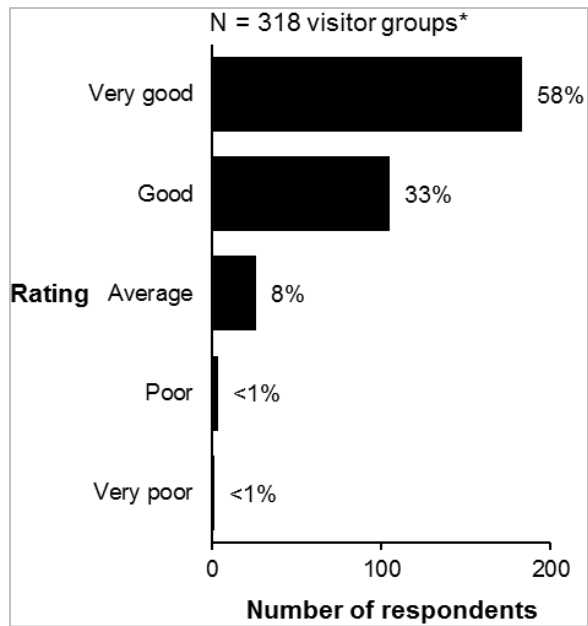


Figure 91. Quality of assistance from park employees.

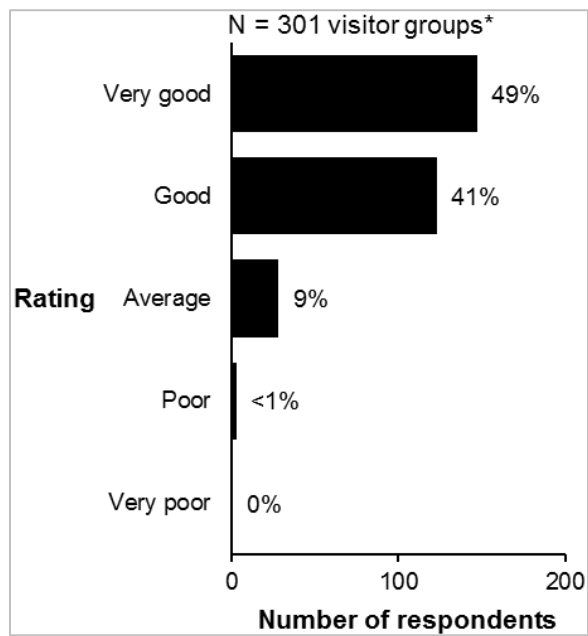


Figure 92. Quality of park map or brochure.

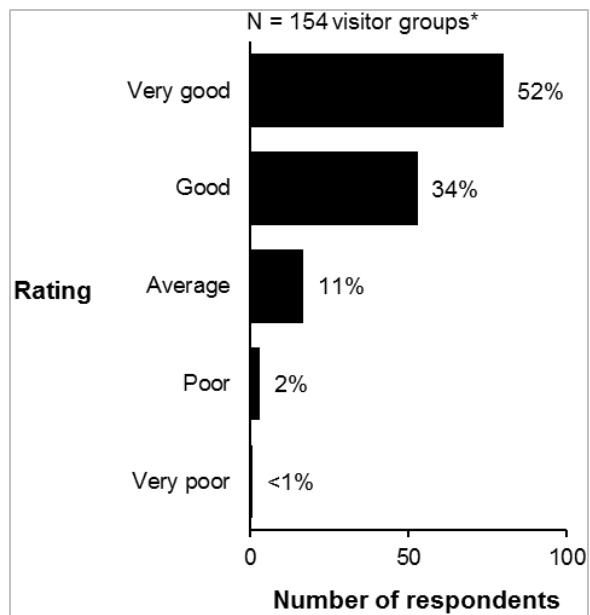


Figure 93. Quality of ranger programs.

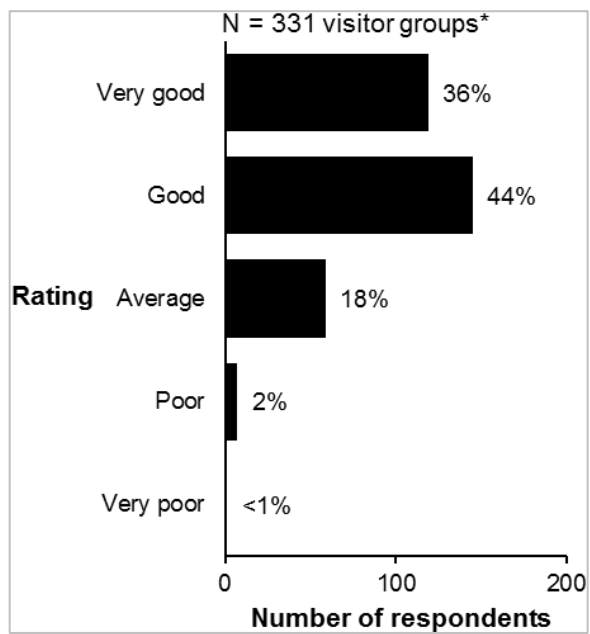


Figure 94. Quality of restrooms.

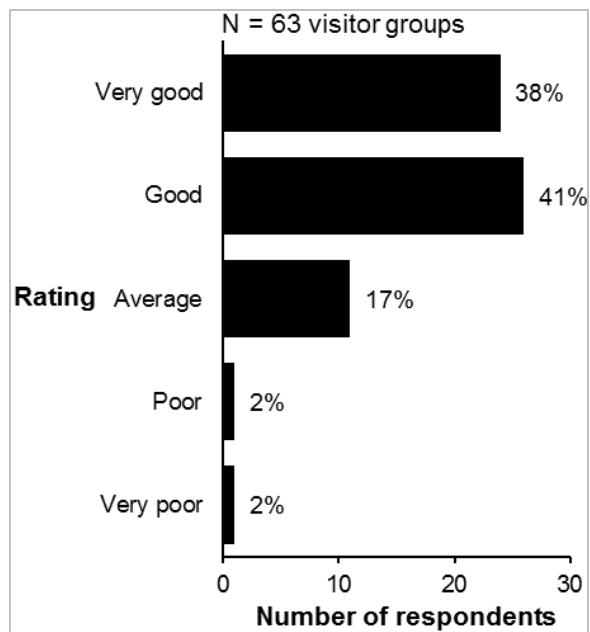


Figure 95. Quality of campgrounds and/or picnic areas.

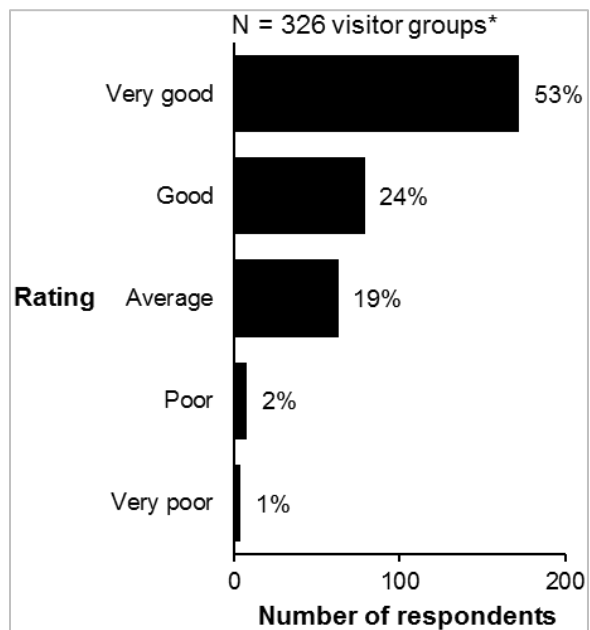


Figure 96. Quality of value for entrance fees paid.

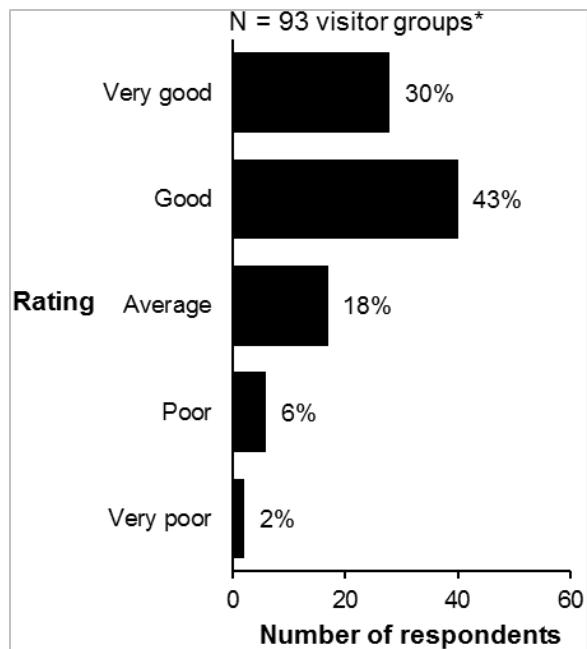


Figure 97. Quality of outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.).

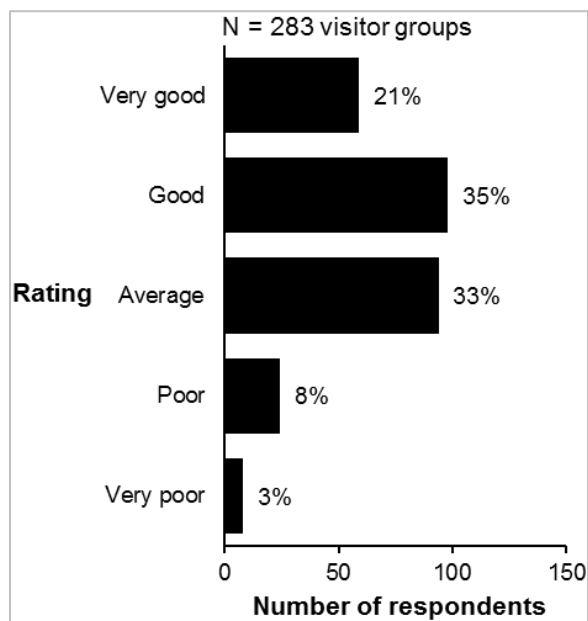


Figure 98. Quality of commercial services in the park.

Services used

Question 22

Please specify services used.

Results (Table 21)

- Table 21 shows the services used by visitor groups. The most frequently mentioned services were:
 - “Food services” (mentioned 41 times)
 - “Gift shop” (mentioned 37 times)

Table 21. Services used (N= 114 comments, some visitor groups may have more than one comment).

Service	Frequency of times mentioned
Food services	41
Gift shop	37
Restrooms	11
Tours	5
Museums/exhibits	4
All services	2
Assistance from park employees	2
Bag check	2
Maps	2
Other services	8

Overall quality of facilities, services, and recreational opportunities

Question 23

Overall, how would you rate the quality of facilities, services, and recreational opportunities in WWII Valor in the Pacific NM?

Results (Figure 99)

- 62% of visitor groups rated the quality of the facilities, services, and recreational opportunities overall as “very good.”
- 34% of visitor groups gave an overall rating of “good.”

See Appendix 1 for more details.

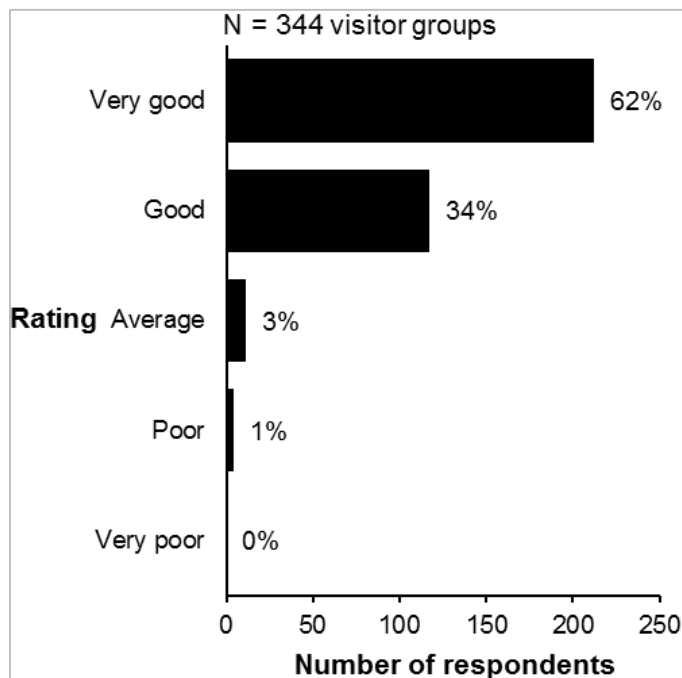


Figure 99. Overall rating of facilities, services, and recreational opportunities.

Opinion of national significance of park

Question 24

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

Results (Table 22)

- Table 22 shows what visitor groups believed the national significance of WWII Valor in the Pacific NM to be. The items most frequently mentioned were:
 - “To memorialize those who died in World War II” (mentioned 158 times)
 - “Historical education” (mentioned 71 times)
 - “Commemorates an important historical event” (mentioned 69 times)

Table 22. Opinions of national significance of park (N= 366 comments, some visitor groups may have more than one comment).

Significance	Frequency of times mentioned
To memorialize those who died in World War II	158
Historical education	71
Commemorates an important historical event	69
Lest we forget	43
Part of American national identity	17
Other significance	8

Visitor Comments

Additional comments

Question 41

Is there anything else you would like to tell us about WWII Valor in the Pacific NM's facilities, services, or recreational opportunities?

Results (Table 23)

- Table 23 shows additional comments from visitor groups. Most of the comments were positive:
 - “Enjoyed visit” (mentioned 40 times)
 - “Thank you” (mentioned 21 times)
 - “Valuable experience” (mentioned 13 times)
 - “Emotionally moving experience” (mentioned 10 times)
 - “Well done” (mentioned 10 times)
- The most frequently mentioned negative comments were:
 - “Problems with the ticketing system” (mentioned seven times)
 - “Expensive” (mentioned four times)
 - “Upset about boat tour cancellation” (mentioned four times)

Table 23. Additional comments about facilities, services, or recreational opportunities (N= 181 comments, some visitor groups may have more than one comment).

Category	Comment	Frequency of times mentioned
Personnel	Staff were respectful and helpful	8
Policies/Management	Problems with the ticketing system	7
	Expensive	4
	Improve amenities	4
	Preserve and protect	4
	Upset about boat tour cancellation	4
	Need more food options	3
	Improve transportation services	2
	Parking problems	2
	Want more languages offered	2

Table 23 (continued). Additional comments about facilities, services, or recreational opportunities (N= 181 comments, some visitor groups may have more than one comment).

Category	Comment	Frequency of times mentioned
Interpretive and Information Services	Learned a lot	9
Facilities and Maintenance	Well maintained and organized	5
	Great facilities	3
	Would like glass viewing areas	2
General Comments	Enjoyed visit	40
	Thank you	21
	Valuable experience	13
	Emotionally moving experience	10
	Well done	10
	National treasure	4
	Beautiful tribute	3
	Disappointed	3
	Want to return	3
	Other comments	15

Literature Cited

- Dey, E. L. (1997). Working with low survey response rates: The efficacy of weighting adjustment. *Research in Higher Education*, 38(2): 215 – 227.
- Dillman, D. A., J. D. Smyth, & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design* (4th ed.). Hoboken, NJ: Wiley.
- Filion, F. L. (Winter 1975 – Winter 1976). Estimating bias due to non-response in mail surveys. *Public Opinion Quarterly*, 39(4): 482 – 492.
- Fowler, F. J. (1993). *Survey research methods* (2nd ed.). Newbury Park, CA: SAGE Publications.
- Office of Management and Budget (2006). *Standards and Guidelines for Statistical Surveys*. Retrieved from https://obamawhitehouse.archives.gov/sites/default/files/omb/inforeg/statpolicy/standards_stat_surveys.pdf
- Rookey, B. D., Le, L., Littlejohn, M., & Dillman, D. A. (2012). Understanding the resilience of mail-back survey methods: An analysis of 20 years of change in response rates to national park surveys. *Social Science Research*, 41: 1404-1414.
- Salant, P., & Dillman, D. A. (1994). *How to conduct your own survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. (2004). Surveying non-respondents. *Field methods*, 16 (1): 23.
- The American Association for Public Opinion Research. (2015). *Standard definitions: Final dispositions of case codes and outcome rates for surveys* (8th ed.). Retrieved from http://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions2015_8theditionwithchanges_April2015_logo.pdf

Appendix 1. Descriptive Statistics

Table 24 shows the mean, median, and standard deviation for those variables for which measures of central tendency can be computed.

Table 24. Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q01	Number of adults in group	351	3.55	2	7.17
Q01	Number of children in group	161	2.11	2	1.30
Q01	Group size	351	4.52	4	7.49
Q03	Number of people per vehicle	174	3.80	4	1.62
Q04	Number of hours traveled to get from home to park	324	32.67	9	313.44
Q04	Number of miles traveled to get from home to park	263	2979.03	3000	2459.99
Q05	Number of days entering/reentering the park	334	1.11	1	0.36
Q06	Number of hours in the park	336	4.10	4	2.90
Q06	Number of days in the park	19	2.11	2	0.66
Q09	Importance to visit at NPS site	336	2.83 ⁴	3	1.38
Q09	Importance to spend time with friends/family	340	2.29	2	1.30
Q09	Importance to view wildlife or natural scenery	328	3.69	4	1.30
Q09	Importance to get physical exercise	332	4.03	4	1.14
Q09	Importance to relax	324	3.69	4	1.29
Q09	Importance to learn more about American history and culture	349	1.53	1	0.77
Q09	Importance to learn more about nature	330	4.08	5	1.13
Q09	Importance to attend a special event	270	4.54	5	1.05
Q09	Importance to hear the sounds of nature/quiet	325	4.34	5	1.01
Q09	Importance to experience solitude	326	4.24	5	1.12
Q09	Importance to be outdoors	325	3.68	4	1.30
Q09	Importance to view dark night sky/stars	320	4.59	5	0.90

⁴ Responses for Question 9 were on a scale from 1=Extremely Important to 5=Not at all Important.

Table 24 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q09	Importance to pay respects	344	1.60	1	0.98
Q09	Importance to seek inspiration	331	2.85	3	1.38
Q09	Importance of "other"	72	3.56	5	1.87
Q16	Importance of being able to use personal electronic devices to make/receive cell phone call	330	3.96 ⁵	5	1.32
Q16	Importance of being able to use personal electronic devices to send/receive text message	327	3.81	4	1.33
Q16	Importance of being able to use personal electronic devices to search the internet	330	3.89	5	1.36
Q16	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	328	3.74	4	1.43
Q16	Importance of being able to use personal electronic devices to download an NPS podcast	319	4.52	5	0.95
Q16	Importance of being able to use personal electronic devices to download an app for the Memorial	317	4.26	5	1.20
Q16	Importance of being able to use personal electronic devices to "other"	66	4.47	5	1.21
Q16	Quality of being able to use personal electronic devices to make/receive cell phone call	156	1.82 ⁶	2	0.81
Q16	Quality of being able to use personal electronic devices to send/receive text message	163	1.81	2	0.81
Q16	Quality of being able to use personal electronic devices to search the internet	155	1.88	2	0.88
Q16	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	152	1.91	2	0.93
Q16	Quality of being able to use personal electronic devices to download an NPS podcast	73	2.14	2	1.08
Q16	Quality of being able to use personal electronic devices to download an app for the Memorial	88	2.14	2	1.08

⁵ Responses for Question 16 on Importance were on a scale from 1=Extremely Important to 5=No at all Important.

⁶ Responses for Question 16 on Quality were on a scale from 1=Very Good to 5=No Service at All.

Table 24 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q16	Quality of being able to use personal electronic devices to "other"	16	2.00	2	1.32
Q21	WWII Valor in the Pacific NM is a safe place to visit	347	1.24 ⁷	1	0.45
Q21	WWII Valor in the Pacific NM is too crowded	346	3.34	3	0.97
Q21	Natural resources in WWII Valor in the Pacific NM are in pristine condition	320	2.13	2	0.85
Q21	Vandalism and crime are not a problem in WWII Valor in the Pacific NM	222	3.83	4	0.94
Q21	WWII Valor in the Pacific NM is not accessible to persons with physical disabilities	343	1.51	1	0.64
Q21	Historic and cultural features in WW II Valor in the Pacific NM are well maintained/preserved	310	3.65	4	1.02
Q21	Development of adjacent areas detracts from visitors' experiences at WW II Valor in the Pacific NM	310	3.65	4	1.02
Q22	Quality of visitor center	336	1.51 ⁸	1	0.60
Q22	Quality of exhibits	345	1.42	1	0.59
Q22	Quality of restrooms	331	1.87	2	0.80
Q22	Quality of walkways, trails, and roads	339	1.53	1	0.64
Q22	Quality of campgrounds and/or picnic areas	63	1.87	2	0.87
Q22	Quality of assistance from park employees	318	1.53	1	0.71
Q22	Quality of park map or brochure	301	1.62	2	0.69
Q22	Quality of ranger programs	154	1.65	1	0.80
Q22	Quality of value for entrance fee paid	326	1.75	1	0.93
Q22	Quality of commercial services in the park	283	2.38	2	1.00
Q22	Quality of learning about nature, history, or culture	294	1.41	1	0.63
Q22	Quality of outdoor recreation	93	2.08	2	0.97
Q23	Quality of the park overall	344	1.44	1	0.62

⁷ Responses for Question 21 were on a scale from 1=Strongly Agree to 5=Strongly Disagree.

⁸ Responses for Question 22 and 23 were on a scale from 1=Very Good to 5=Very Poor.

Table 24 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q26	Nights camping	5	8.80	6	3.90
Q26	Nights lodging	247	8.83	7	7.75
Q26	Nights on cruise ship	26	6.81	7	0.69
Q26	Nights in other accommodations	30	11.40	7	15.94
Q26	Total nights in overnight accommodations	286	9.59	8	8.72
Q29	Total length of package tour	84	4.31	1	4.52
Q29	Total cost per person of package tour	76	1216.32	169.5	1945.22
Q29	Total number of people on the package tour	88	4.78	3.5	5.14
Q30	Expenditures on gas and oil	197	78.53	50	71.56
Q30	Expenditures on rental cars	196	527.12	400	472.18
Q30	Expenditures on taxis, shuttles, and public transportation	113	141.93	100	153.27
Q30	Expenditures on local water transportation	42	911.26	277.5	2442.91
Q30	Expenditures on local air transportation	93	959.25	500	1266.60
Q30	Expenditures on restaurants and bars	246	887.17	600	887.18
Q30	Expenditures on groceries and convenience foods	219	266.77	200	302.51
Q30	Expenditures on hotels, motels, resorts	181	2619.36	2000	2451.50
Q30	Expenditures on specialty lodging	51	3419.69	2000	6118.59
Q30	Expenditures on camping fees	2	75.00	75	63.64
Q30	Expenditures on recreation and entertainment expenses	107	510.34	300	606.86
Q30	Expenditures on souvenirs, clothing, supplies, other retail	221	440.18	200	922.10
Q30	Expenditures on equipment rental	51	104.04	50	109.15
Q30	Expenditures on guides and tours	118	588.14	300	900.00
Q30	Expenditures on other	33	2994.09	2500	3213.84
Q30	Total expenditures in park and nearby area	276	5481.99	4030	5651.61
Q31	Expenditures outside the area	111	2137.86	1200	2592.00
Q32	Adults covered by expenses	291	2.90	2	1.83
Q32	Children covered by expenses	130	2.15	2	1.14

Table 24 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q32	Visitors covered by expenses	292	3.85	4	2.43
Q32	Visitors who split expenses	239	2.42	2	1.58
Q34	Current age: respondent	335	48.99	50	13.21
Q34	WWII Valor in the Pacific NM visits past 12 months: respondent	294	1.17	1	0.66
Q34	NPS site visits past 12 months: respondent	293	1.67	1	2.51
Q34	Current age: all group members	1180	38.76	42	20.03
Q34	WWII Valor in the Pacific NM visits past 12 months: all group members	994	1.12	1	0.47
Q34	NPS site visits past 12 months: all group members	978	1.60	1	2.71

Appendix 2. The Questionnaire – English and Japanese Versions



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

World War II Valor in the Pacific National Monument Home of the USS *Arizona* Memorial Visitor Study



2016

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

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



United States Department of the Interior

NATIONAL PARK SERVICE

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



Summer, 2016

Dear National Park Visitor:

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

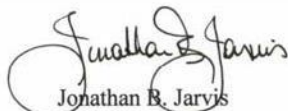
This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.

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

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

We appreciate your help.

Sincerely,


Jonathan B. Jarvis
Director

RETURN PROCEDURE

At the end of your visit:

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

Like this:



Not like this:



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

DIRECTIONS

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

In this questionnaire, your **personal group** is defined as you and anyone with whom you visited World War II Valor in the Pacific National Monument 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 **visit** is defined as the day in which you were contacted to complete this questionnaire. A **trip** is defined as the total extent of time away from your personal residence that could include multiple visits to World War II Valor in the Pacific National Monument.

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to World War II (WWII) Valor in the Pacific National Monument (NM) 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 WWII Valor in the Pacific NM 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 WWII Valor in the Pacific NM, 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 WWII Valor in the Pacific NM on this trip?

_____ Number of hours

AND

_____ Number of miles

5. On how many days during this trip did you enter or re-enter WWII Valor in the Pacific NM? 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 WWII Valor in the Pacific NM

OR

- ☐ Don't know/Not sure

6. On this trip, how much total time did you spend within WWII Valor in the Pacific NM?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

7. Prior to this trip, how did you obtain information about WWII Valor in the Pacific NM? 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
- ☐ WWII Valor in the Pacific NM website (nps.gov/valr)
- ☐ Other website (Please specify) _____
- ☐ Local businesses (hotels, motels, restaurants, etc.)
- ☐ Maps/brochures
- ☐ Newspaper/magazine articles
- ☐ Other units of the National Park System (NPS)
- ☐ School class/program
- ☐ Social media (such as Facebook, Twitter, etc.)
- ☐ State welcome center/visitors bureau/chamber of commerce
- ☐ Television/radio programs/DVDs
- ☐ Travel guides/tour books (such as AAA, etc.)
- ☐ Other (Please specify) _____

8. Did you have the information about WWII Valor in the Pacific NM you needed on this trip? Please mark (●) **one**.

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

9. How important to you was each of the following reasons for visiting WWII Valor in the Pacific NM 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	☐	☐	☐	☐	☐
To pay respects	☐	☐	☐	☐	☐
To seek inspiration	☐	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐	☐

10. Of the reasons listed in Question 9, which was the most important reason for you to visit WWII Valor in the Pacific NM on this trip?

C. Park Activities, Programs, and Services

11. On this trip, in which of the following activities did you personally participate within WWII Valor in the Pacific NM? 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
 - ☐ Walking/short hike (less than 1 hour)
 - ☐ Running/jogging
 - ☐ Family gathering/reunion
 - ☐ Picnicking
 - ☐ Other (Please specify) _____
 - ☐ Other (Please specify) _____
 - ☐ Other (Please specify) _____

12. Of the activities listed in Question 11, which was your primary activity during your visit to WWII Valor in the Pacific NM on the day you were contacted for this survey?
- _____

OR

- ☐ I did not have a primary activity on this trip to WWII Valor in the Pacific NM.

13. On this trip, in which of the following programs and services did you personally participate within WWII Valor in the Pacific NM? 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
 - ☐ Other (Please specify) _____
14. On this visit to WWII Valor in the Pacific NM, did you learn anything from park staff, programs, audio tour, and/or exhibits about American history, nature, and/or culture? Please mark (●) **one**.
- ☐ Yes (Please specify subjects you learned about.)

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

 - ☐ No

16. How important to you was it during your visit to WWII Valor in the Pacific NM to use personal electronic devices to do each of the following, and how would you rate the quality of the service in WWII Valor in the Pacific NM 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	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Download an app for the Memorial	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (Please specify) _____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

17. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to WWII Valor in the Pacific NM? Please mark (●) **one**.

☐ Yes

☐ No → **Go to Question 18**

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

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

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

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

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

☐ Other (Please specify) _____

18. What did you like most about your visit to WWII Valor in the Pacific NM?

19. What did you like least about your visit to WWII Valor in the Pacific NM?

20. Did your visit to WWII Valor in the Pacific NM, on this trip, meet your expectations? Please mark (●) **one**.

- ☐ Yes
☐ Not entirely (Please explain)

- ☐ Not at all (Please explain)

D. Park Management

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

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

22. How would you rate the quality of the facilities, services, and recreational opportunities in WWII Valor in the Pacific NM? Please mark (●) **one for each row**.

	Very Good	Good	Average	Poor	Very Poor	Not Used or Not
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.)	☐	☐	☐	☐	☐	☐

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

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

E. Expenditures

25. Are you a resident of the Hawai'ian Islands? Please mark (●) **one**.

- ☐ Yes
☐ No

26. a) On this trip to WWII Valor in the Pacific NM and the Hawai'ian Islands, did you stay overnight away from your permanent residence? Please mark (●) **one**.

- ☐ Yes
☐ No → **Go to Question 27**

- b) If **YES**, please list the number of nights you stayed overnight during this trip to the Hawai'ian Islands.

Accommodation	Number of Nights
Nights camping	
Nights lodging	
Nights on cruise ship	
Nights in other accommodations (e.g., friends/relatives)	

27. Was this trip to WWII Valor in the Pacific NM? 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 Hawai'ian Islands? 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 Hawai'ian Islands? Please mark (●) **one**.
 - ☐ Yes
 - ☐ No
28. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.
- ☐ Yes (Please specify)
 - _____
 - _____
 - _____
 - ☐ No

29. a) Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?
- ☐ Yes
- ☐ No → **Go to Question 30**
- b) What was the total length of your package tour(s)? # _____ days
- c) What was the total cost per person for the package tour(s)?
- \$ _____ per person
- d) How many people in your personal group were on the package tour(s)?
- # _____ people
- e) Which of the following were included in the package tour(s) as part of your visit to WWII Valor in the Pacific NM and the Hawai'ian Islands? Please mark (●) **all that apply**.

	Items included in your package tour(s) as part of your visit to WWII Valor in the Pacific NM and the Hawai'ian Islands
Local air transportation	☐
Local ground transportation	☐
Local water transportation	☐
Local lodging	☐
Meals	☐
Guide services	☐
Fees (e.g., fishing licenses)	☐
Gear (e.g., camping equipment, bikes, kayaks)	☐
Admission to events or attractions	☐
Other (Please specify)	☐

30. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent in the Hawai'ian Islands on this trip. 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 of Hawai'i should only include expenditures that were directly related to this trip to WWII Valor in the Pacific NM.

Expenses	Amount spent in the Hawai'ian Islands
Gas and oil (e.g., auto, RV, boat, etc.)	\$ _____
Rental cars	\$ _____
Taxis, shuttles, and public ground transportation	\$ _____
Local water transportation (e.g., inter-island and sightseeing boat rides)	\$ _____
Local air transportation and (e.g., inter-island and sightseeing flights)	\$ _____
Restaurants and bars	\$ _____
Groceries and convenience foods	\$ _____
Hotels, motels, resorts	\$ _____
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)	\$ _____
Camping fees (tent, RV)	\$ _____
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)	\$ _____
Souvenirs, clothing, supplies, other retail	\$ _____
Equipment rental	\$ _____
Guides and tour fees	\$ _____
Other (Please list) _____	\$ _____

OR

☐ Don't know/Not sure

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

\$ _____

OR

☐ Don't know/Not sure

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

_____ Number of adults (18 years or over)

_____ Number of children (under 18 years)

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

_____ Number of people

33. As you know, some of the costs of travel such as gasoline, hotels, rental cars, and airline tickets often increase. If your share of the total trip costs were to increase, what is the maximum extra amount you personally would be willing to pay for this most recent trip to WWII Valor in the Pacific NM? Please mark (●) **one**.
- ☐ \$0
 - ☐ \$5
 - ☐ \$10
 - ☐ \$20
 - ☐ \$30
 - ☐ \$45
 - ☐ \$60
 - ☐ \$75
 - ☐ \$100
 - ☐ \$125
 - ☐ \$150
 - ☐ \$200
 - ☐ \$250
 - ☐ \$350
 - ☐ \$500
 - ☐ \$750

F. Background

34. For your personal group during your visit to WWII Valor in the Pacific NM 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 WWII Valor in the Pacific NM 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 WWII Valor in the Pacific NM 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 WWII Valor in the Pacific NM 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 WWII Valor in the Pacific NM 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 WWII Valor in the Pacific NM, 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 WWII Valor in the Pacific NM'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:





国立公園局
社会科学プログラム
アメリカ合衆国内務省

World War II Valor in the Pacific National Monument

(太平洋における第二次世界大戦の勇敢を記念する国定公園)

米海軍戦艦アリゾナ号記念碑所在地

来園者調査



2016 年

文書業務削減法およびプライバシー保護法声明書: 文書業務削減法により、情報を収集する理由、その利用目的、および回答義務の有無について明らかにすることが求められています。この情報は、16 USC 5931 セクション 201 によって認可されたとおり、国立公園局によって使用されます。この情報は、国立公園局が管理する来園者向けのサービスおよび施設を評価するために使用されます。回答は任意で匿名性が保たれます。氏名および住所は、フォローアップのみを目的として要求されています。情報の回収後すべての氏名および個人情報は破棄され、本調査の結果に関連付けられることはありません。現時点で有効な OMB 管理番号が表示されていない限り、連邦政府関係機関が情報収集を実施またはこれに資金提供することはないため、情報の収集に応じる必要はありません。

おおよその所要時間: 本アンケートの回答には約 20 分かかります。おおよその所要時間または本情報収集に関するご意見は、国立公園局社会科学プログラム責任者までご連絡ください (所在地: 1201 Oakridge Drive, Fort Collins, CO, 80525-5596、E メールアドレス: nps_nrss_social_science@nps.gov)。



アメリカ合衆国内務省

国立公園局
1849 C Street, N.W.
Washington, DC 20240



2016 年夏季

国立公園来園者各位

本調査にご協力いただき、ありがとうございます。本調査の目的は、国立公園に対する来園者の期待事項、ご意見、および関心について知ることです。この情報は当園の運営に役立てるだけでなく、来園者の皆様により良いサービスを提供するためにも活用させていただきます。

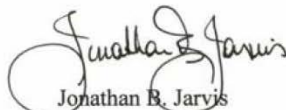
本アンケートは限られた人数の来園者様のみに配布されているため、あなたのご意見は非常に重要です。本アンケートの回答には約 20 分かかります。当園訪問後にご回答ください。

本アンケートは、来園後、グループ内で次に誕生日を迎える成人の方に回答していただきます。お渡しした郵便料金支払い済みの封筒にアンケート冊子を入れて封をし、米国内で投函してください。

ご不明な点は、国立公園局社会科学プログラム責任者までご連絡ください(所在地: 1201 Oakridge Drive, Fort Collins, CO, 80525-5596、E メールアドレス: nps_nrss_social_science@nps.gov)。

ご協力に感謝いたします。

よろしくお願いいたします。


Jonathan B. Jarvis
ディレクター

返送手順

国立公園滞在後、

1. 本アンケートは、グループ内で次に誕生日を迎える成人 (18 歳以上) の方が回答してください。こうすることで、統計的に信頼できるサンプルとなります。
2. 回答に丸 (O) を使用する質問では、丸の中を **黒または青のインク** で塗りつぶします。鉛筆は使用しないでください。

気に入った: ☒ 好みではない: ☒ ☒ ☒

3. お渡しした郵便料金支払い済みの封筒にアンケート冊子を入れて封をします。
4. 米国内で投函してください。

回答方法

本アンケートは、グループ内で次に誕生日を迎える成人 (18 歳以上) の方が回答してください。

本アンケートでは、**パーソナルグループ**を、あなた、および今回のご旅行であなたと一緒に World War II Valor in the Pacific National Monument を訪れた人 (配偶者、家族、友人など) と定義します。これには、学校、教会、スカウト、またはツアーグループなどの人数の多い団体は含まれません。

訪問を、本アンケートへの回答を依頼された日と定義します。**旅行**を、自宅から離れていた期間と定義します。World War II Valor in the Pacific National Monument を複数回訪問した場合は、その期間を含めます。

A.旅行について

1. 本調査の回答を依頼された日の World War II (WWII) Valor in the Pacific National Monument (NM) への訪問中、パーソナルグループの人数はご自身を含め何人でしたか。

成人 (18 歳以上): _____人

子供 (18 歳未満): _____人

2. 本調査の回答を依頼された日に WWII Valor in the Pacific NM を訪問したとき、あなたはどのようなグループにいましたか。1 つマーク (●) してください。

☐ 1 人

☐ 友人

☐ 家族

☐ 家族と友人

☐ その他 (具体的に記入してください) _____

2 World War II Valor in the Pacific National Monument 来園者調査

3. 今回の旅行で、ご自宅から WWII Valor in the Pacific NM まで、個人的にどのような交通機関を利用しましたか。該当するものすべてをマーク(●)してください。

- ☐ 自動車、トラック、または SUV (あなたを含めた乗車人数) _____
- ☐ RV 車またはキャンピングカー
- ☐ 飛行機
- ☐ 観光バスまたは小型観光バス
- ☐ 市内バスまたは地下鉄
- ☐ 鉄道または長距離旅客バス
- ☐ 水上交通機関 (該当するものすべてをマーク(●)してください)
- ☐ クルーズ船
- ☐ フェリー
- ☐ 遊覧船
- ☐ その他の水上交通機関 (具体的に記入してください): _____
- ☐ 自転車
- ☐ 徒歩/ハイキング
- ☐ その他 (具体的に記入してください): _____

4. 今回の旅行で WWII Valor in the Pacific NM まで来るのにかった片道の時間と距離をお答えください。だいたいでもかまいません。

かかった時間: _____ 時間

および

移動距離 (単位: マイル): _____ マイル

5. 今回の旅行中に、WWII Valor in the Pacific NM に入場または再入場したのは何日間ですか。日帰り旅行の場合、または公園内のキャンプ施設や宿泊施設を利用して滞在中ずっと当園から出なかった場合は、「1 日」とお答えください。

WWII Valor in the Pacific NM に入場または再入場した日数: _____ 日

または

- ☐ わからない/不確かである

6. 今回の旅行で、WWII Valor in the Pacific NM に滞在した合計時間をお答えください。

日帰り旅行の場合は時間数をお答えください: _____ 時間

1 日以上滞在した場合は日数をお答えください: _____ 日

B.旅行の計画と動機

7. 今回の旅行に出かける前、WWII Valor in the Pacific NM の情報をどのようにして知りましたか。該当するものすべてをマーク (●) してください。

- ☐ 訪問前に情報を集めなかった
- ☐ 前回の訪問
- ☐ 友人/親戚/口コミ
- ☐ 電話、郵便、または電子メールによる公園への問い合わせ
- ☐ WWII Valor in the Pacific NM の Web サイト (nps.gov/valr)
- ☐ その他の Web サイト (具体的に記入してください): _____
- ☐ 地元企業 (ホテル、モーター、レストランなど)
- ☐ 地図/パンフレット
- ☐ 新聞/雑誌の記事
- ☐ 国立公園システム (NPS) の他のユニット
- ☐ 学校の授業/プログラム
- ☐ ソーシャルメディア (Facebook、Twitter など)
- ☐ 州のウェルカムセンター/観光局/商工会議所
- ☐ テレビ番組/ラジオ番組/DVD
- ☐ 旅行ガイド/旅行本 (AAA など)
- ☐ その他 (具体的に記入してください): _____

8. 今回の旅行に必要な WWII Valor in the Pacific NM に関する情報を得られましたか。1 つマーク (●) してください。

- ☐ はい
- ☐ いいえ (今回の旅行に必要であったが得られなかった情報を具体的に記入してください)

4 World War II Valor in the Pacific National Monument 来園者調査

9. 今回の旅行で WWII Valor in the Pacific NM を訪問した理由について、以下に挙げた理由はどの程度重要だったかお答えください。各行で1つマーク (●) してください。

	非常に重要である	かなり重要である	重要である	やや重要である	まったく重要でない
国立公園を訪問するため	☐	☐	☐	☐	☐
友人/家族と一緒に過ごすため	☐	☐	☐	☐	☐
野生動物または自然の景色を見るため	☐	☐	☐	☐	☐
運動のため	☐	☐	☐	☐	☐
リラックスするため	☐	☐	☐	☐	☐
米国の歴史と文化についてよく知るため	☐	☐	☐	☐	☐
自然についてよく知るため	☐	☐	☐	☐	☐
特別なイベントに参加するため (具体的に記入してください) _____	☐	☐	☐	☐	☐
自然の音/静寂を楽しむため	☐	☐	☐	☐	☐
孤独を体験するため	☐	☐	☐	☐	☐
屋外で過ごすため	☐	☐	☐	☐	☐
夜空/星を見るため	☐	☐	☐	☐	☐
表敬のため	☐	☐	☐	☐	☐
インスピレーションを得るため	☐	☐	☐	☐	☐
その他 (具体的に記入してください)	☐	☐	☐	☐	☐

10. 質問 9 に挙げられている理由のうち、あなたが今回の旅行で WWII Valor in the Pacific NM を訪れた理由として最も重要なものはどれですか。

c.公園でのアクティビティ、プログラム、サービス

11. 今回の旅行で、あなたが WWII Valor in the Pacific NM で個人的に参加したアクティビティは次のうちどれですか。該当するものすべてをマーク (●) してください。

- ☐ 野生動物、地勢、風景、野草などを見る
- ☐ クリエイティブアート (写真/イラスト/絵画/文章)
- ☐ 文化遺産や史跡を訪れる
- ☐ 自然研究
- ☐ ウォーキング/短時間のハイキング (1 時間未満)
- ☐ ランニング/ジョギング
- ☐ 家族の集まり/同窓会
- ☐ ピクニック
- ☐ その他 (具体的に記入してください) _____
- ☐ その他 (具体的に記入してください) _____

12. 質問 11 に挙げられているアクティビティのうち、本調査の回答を依頼された日に WWII Valor in the Pacific NM を訪れた際にあなたがメインの目的としたアクティビティはどれですか。

または

- ☐ WWII Valor in the Pacific NM への今回の旅行でメインの目的としたアクティビティはなかった

13. 今回の旅行で、WWII Valor in the Pacific NM であなたが個人的に参加したプログラムやサービスは次のうちどれですか。該当するものすべてをマーク (●) してください。

- ☐ ツアーや講演など、レンジャーが引率するアクティビティに参加する
- ☐ レンジャーとの非公式な会話
- ☐ 屋外展示を見る
- ☐ 屋内展示を見る
- ☐ 文化的なデモンストレーションまたはパフォーマンスに参加する
- ☐ 公園のパンフレットまたは新聞を読む
- ☐ 観光案内所に行く
- ☐ 公園に関する映画やビデオを見る
- ☐ グループの子供と一緒に子供向けレンジャープログラムに参加する
- ☐ 国立公園のパスポートスタンプをもらう
- ☐ オーディオツアーまたはポッドキャストを聞く
- ☐ その他 (具体的に記入してください) _____

14. WWII Valor in the Pacific NM への今回の訪問で、米国の歴史、自然、文化に関して、公園のスタッフ、プログラム、オーディオツアー、および/または展示から学ぶものはありましたか。1 つマーク (●) してください。

- ☐ はい (学んだテーマを具体的に記入してください)

- ☐ いいえ

15. 今後 WWII Valor in the Pacific NM を訪れるとしたら、学びたいと思う具体的なテーマはありますか。1 つマーク (●) してください。

- ☐ はい (学びたいと思うテーマを具体的に記入してください)

- ☐ いいえ

16. WWII Valor in the Pacific NM を訪問したときに、次の各目的で個人所有の電子機器を使用することはどの程度重要でしたか。また、そのために必要とした WWII Valor in the Pacific NM のサービスの質を評価してください。各項目で、重要度に 1 つ、および必要としたサービスの質に 1 つマーク (●) を付けてください。

	重要度					必要としたサービスの質					該当なし
	非常に重要である	かなり重要である	重要である	やや重要である	まったく重要でない	非常に良い	良い	普通	悪い	サービスが提供されていない	
携帯電話で通話を発信する/受信する	○	○	○	○	○	○	○	○	○	○	○
テキストメッセージを送信する/受信する	○	○	○	○	○	○	○	○	○	○	○
インターネットで検索する	○	○	○	○	○	○	○	○	○	○	○
ソーシャルメディア (Facebook、Twitter など) で写真/動画/音声を共有する	○	○	○	○	○	○	○	○	○	○	○
NPS ポッドキャストをダウンロードする	○	○	○	○	○	○	○	○	○	○	○
記念館のアプリをダウンロードする	○	○	○	○	○	○	○	○	○	○	○
その他 (具体的に記入してください)	○	○	○	○	○	○	○	○	○	○	○

17. a) WWII Valor in the Pacific NM を訪問した際、パーソナルグループの中に、当園のアクティビティやサービスを利用したりそれに参加したりするのが困難な身体状態の人がいましたか。1 つマーク (●) してください。

☐ はい

☐ いいえ → 質問 18 に進んでください

- b) 「はい」の場合、その人が参加または利用するのが困難であったアクティビティ、サービス、または施設はどのようなものでしたか。具体的に記入してください。

- c) その人の身体状態が原因で、具体的にどのような問題がありましたか。該当するものすべてをマーク (●) してください。

☐ 聴覚 (補聴器を使用しても、レンジャープログラム、バスの運転手、視聴覚機器を使用した展示やプログラム、またはインフォメーションデスクのスタッフの音が聞き取れない)

☐ 視覚 (処方された眼鏡を使用しても、または目が見えないため、プログラムの一部である展示、案内表示、視覚教材が見えない)

☐ 移動 (歩行を補助する器具や車いすを使用しても、施設、サービス、またはプログラムに行けない)

☐ その他 (具体的に記入してください)

18. WWII Valor in the Pacific NM の訪問で、最も気に入った点について教えてください。

19. WWII Valor in the Pacific NM の訪問で、最も気に入らなかった点について教えてください。

20. 今回の旅行での WWII Valor in the Pacific NM の訪問は、期待を裏切らないものでしたか。1 つマーク (●) してください。

- ☐ はい
☐ 一部期待外れだった (詳しく記入してください)

- ☐ まったく期待外れだった (詳しく記入してください)

D.公園の管理

21. 次の内容にどの程度同意しますか。各行で1つマーク(●)してください。

	強く思う	そう思う	どちらでもない	そう思わない	まったくそう 思わない	わからない/ 不確かである
WWII Valor in the Pacific NM は訪れるのに安全な場所だ	☐	☐	☐	☐	☐	☐
WWII Valor in the Pacific NM は混雑し過ぎている	☐	☐	☐	☐	☐	☐
WWII Valor in the Pacific NM の自然は手つかずのまま	☐	☐	☐	☐	☐	☐
WWII Valor in the Pacific NM では公共物の破損および犯罪は問題ではない	☐	☐	☐	☐	☐	☐
WWII Valor in the Pacific NM には身体に障がいのある人は行くことができない	☐	☐	☐	☐	☐	☐
WWII Valor in the Pacific NM 内の歴史的特徴や文化的特徴はよく維持/保存されている	☐	☐	☐	☐	☐	☐
隣接する地域の開発が、WWII Valor in the Pacific NM を訪れた人の体験を損ねている	☐	☐	☐	☐	☐	☐

22. WWII Valor in the Pacific NM の施設、サービス、およびレクリエーションの質を評価してください。各行で **1** つマーク (●) してください。

公園の施設	非常に良い	良い	普通	悪い	非常に悪い	使用しなかった、または使用できなかった
観光案内所	☐	☐	☐	☐	☐	☐
展示 (屋内および屋外)	☐	☐	☐	☐	☐	☐
トイレ	☐	☐	☐	☐	☐	☐
歩行者用道路、トレイル、道路	☐	☐	☐	☐	☐	☐
キャンプ場やピクニック場	☐	☐	☐	☐	☐	☐

来園者向けサービス

公園の従業員によるサポート	☐	☐	☐	☐	☐	☐
公園の地図またはパンフレット	☐	☐	☐	☐	☐	☐
レンジャープログラム	☐	☐	☐	☐	☐	☐
支払った入場料に見合う価値	☐	☐	☐	☐	☐	☐
公園内の商業サービス (飲食物、宿泊施設、お土産、レンタルなど)	☐	☐	☐	☐	☐	☐

利用したサービスを具体的に記入してください: _____

レクリエーション

自然、歴史、または文化について学ぶ	☐	☐	☐	☐	☐	☐
屋外レクリエーション (観光、キャンプ、サイクリング、ボート、ハイキングなど)	☐	☐	☐	☐	☐	☐

23. WWII Valor in the Pacific NM の施設、サービス、およびレクリエーションの全体的な質を評価してください。1 つマーク (●) してください。

- ☐ 非常に良い
- ☐ 良い
- ☐ 普通
- ☐ 悪い
- ☐ 非常に悪い

24. この公園は、国にとって重要であるために作られました。あなたは、この公園の国家的な重要性とは何だと思いますか。

E. 支出

25. あなたはハワイ諸島の居住者ですか。1 つマーク (●) してください。

- ☐ はい
- ☐ いいえ

26. a) WWII Valor in the Pacific NM およびハワイ諸島への今回の旅行で、自宅以外の場所に宿泊しましたか。1 つマーク (●) してください。

- ☐ はい
- ☐ いいえ → 質問 27 に進んでください

b) 「はい」の場合、ハワイ諸島への今回の旅行で宿泊した日数をお答えください。

宿泊先	宿泊日数
キャンプでの宿泊	_____
宿泊施設での宿泊	_____
クルーズ船での宿泊	_____
その他の宿泊先での宿泊 (友人/親戚宅など)	_____

27. 今回の旅行の目的地は WWII Valor in the Pacific NM でしたか。1つマーク (●) してください。

- ☐ 宿泊を伴う旅行のメインの目的地、または唯一の目的地
- ☐ 宿泊を伴う旅行で、複数存在した同じくらい重要な目的地のうちの1つ
 - ➔ 同じくらい重要な他の目的地 (1つ以上) はハワイ諸島内にありましたか。1つマーク (●) してください。
 - ☐ はい
 - ☐ いいえ
- ☐ 宿泊を伴う旅行で、偶然または一時的に立ち寄っただけ
 - ➔ メインの目的地はハワイ諸島内にありましたか。1つマーク (●) してください。
 - ☐ はい
 - ☐ いいえ

28. 宿泊を伴う旅行で、他の国立公園を訪れましたか。1つマーク (●) してください。

- ☐ はい (具体的に記入してください)

- ☐ いいえ

29. a) 今回の旅行中に、あなたまたはパーソナルグループの人が、少なくともある程度の食事、宿泊、移動手段が含まれているパッケージツアーを購入しましたか。
- はい
○ いいえ → 質問 30 に進んでください
- b) パッケージツアーの期間は合計何日間でしたか。_____ 日間
- c) パッケージツアーの 1 人あたりの総費用はいくらでしたか。
1 人あたり \$ _____
- d) パーソナルグループのうち何人がパッケージツアーに参加しましたか。
_____ 人
- e) WWII Valor in the Pacific NM およびハワイ諸島への訪問の一環としてパッケージツアーに含まれていたものは、次のうちどれですか。該当するものすべてをマーク (●) してください。

	WWII Valor in the Pacific NM および ハワイ諸島への訪問の一環として パッケージツアーに含まれていたもの
現地での航空交通	○
現地での地上交通	○
現地での水上交通	○
現地での宿泊施設	○
食事	○
ガイドサービス	○
手数料 (入漁許可証など)	○
道具 (キャンプ用具、自転車、カヤックなど)	○
イベントまたはアトラクションの入場料	○
その他 (具体的に記入してください)	○

30. 今回の旅行での、あなた、およびあなたが費用を分担したパーソナルグループ (他の家族、同行者など) によるハワイ諸島での支出額をお答えください。パッケージツアーの支出について回答した場合は、パッケージツアーに含まれない個別の費用のみをお答えください。

レシートがない場合は、あなたとあなたのグループが支出した金額として近いと思われる金額をお答えください。支出のないカテゴリには「0」を記入してください。

注意: ハワイ諸島の居住者は、WWII Valor in the Pacific NM への今回の旅行に直接関係する費用のみをお答えください。

支出項目	ハワイ諸島で支出した金額
ガソリン (自動車、RV、ボートなど)	\$ _____
レンタカー	\$ _____
タクシー、シャトルバス、および公共の地上交通	\$ _____
現地の水上交通 (島を結ぶ船舶、観光船への乗船など)	\$ _____
現地の航空交通 (島を結ぶ航空路線、遊覧飛行など)	\$ _____
レストラン、バー	\$ _____
食料雑貨類、インスタント食品	\$ _____
ホテル、モーテル、リゾート	\$ _____
宿泊専門施設 (B&B、ホステル、ロッジ、貸し別荘)	\$ _____
キャンプ料金 (テント、RV)	\$ _____
レクリエーションおよびエンターテインメント費 (映画、ボウリング、ミニチュアゴルフなど)	\$ _____
お土産、衣服、消耗品、その他小売品	\$ _____
備品のレンタル	\$ _____
ガイドおよびツアー料金	\$ _____
その他 (リストアップしてください)	\$ _____

または

☐ わからない/不確かである

31. あなた、およびあなたが費用を分担したパーソナルグループのメンバーが、宿泊を伴う旅行中にハワイ諸島外で支出した金額をお答えください (旅行支出や食費など)。

\$ _____

または

☐ わからない/不確かである

32. a) あなたを含めて、パーソナルグループの何人の方が今回の宿泊を伴う旅行の支出額の対象となっていましたか。

成人 (18 歳以上): _____人

子供 (18 歳未満): _____人

- b) あなたを含めて、グループの何人の方がこれらの旅行支出を負担しましたか。

_____人

33. ガソリン、ホテル、レンタカー、航空機チケットなど、一部の旅行費用は値上がりすることがよくあります。旅行費用全体のうちのあなたの負担分が増えるとしたら、この最近の WWII Valor in the Pacific NM への旅行に対して、個人的に最大であとどの程度支払ってもよいと思いますか。1 つマーク (●) してください。

- ☐ \$0
- ☐ \$5
- ☐ \$10
- ☐ \$20
- ☐ \$30
- ☐ \$45
- ☐ \$60
- ☐ \$75
- ☐ \$100
- ☐ \$125
- ☐ \$150
- ☐ \$200
- ☐ \$250
- ☐ \$350
- ☐ \$500
- ☐ \$750

F.背景

34. 本調査の回答を依頼された日に WWII Valor in the Pacific NM を訪問していたあなたのパーソナルグループについて、次の情報を記入してください (わからない場合は、「DK」と記入してください)。

	現在の年齢	米国の郵便番号、または米国以外の国名	今回の旅行を含め、過去 12 か月間に WWII Valor in the Pacific NM を訪問した回数	過去 12 か月間に他の国立公園を訪問した回数
あなた	_____	_____	_____	_____
メンバー2	_____	_____	_____	_____
メンバー3	_____	_____	_____	_____
メンバー4	_____	_____	_____	_____
メンバー5	_____	_____	_____	_____
メンバー6	_____	_____	_____	_____
メンバー7	_____	_____	_____	_____

35. 本調査の回答を依頼された日に WWII Valor in the Pacific NM を訪問していたあなたのパーソナルグループについて、次の情報を記入してください。あなた自身を含めたグループの各メンバーについて、性別やスペイン系またはラテンアメリカ系であるかにマーク(●)を1つ付けてください(わからない場合は、「わからない」をマーク(●)してください)。

	パーソナルグループの他のメンバー						
	あなた	2	3	4	5	6	7
男性	○	○	○	○	○	○	○
女性	○	○	○	○	○	○	○
スペイン系またはラテンアメリカ系である	○	○	○	○	○	○	○
スペイン系またはラテンアメリカ系ではない	○	○	○	○	○	○	○
わからない	—	○	○	○	○	○	○

36. 本調査の回答を依頼された日に WWII Valor in the Pacific NM を訪問していたあなたのパーソナルグループについて、次の情報を記入してください。あなた自身を含めたグループの各メンバーについて、1つマーク(●)してください(わからない場合は、「わからない」をマーク(●)してください)。

	あなた	2	3	4	5	6	7
アメリカ先住民またはアラスカ先住民	○	○	○	○	○	○	○
アジア系	○	○	○	○	○	○	○
黒人/アフリカ系アメリカ人	○	○	○	○	○	○	○
ハワイ先住民または他の太平洋諸島の住民	○	○	○	○	○	○	○
白人	○	○	○	○	○	○	○
わからない	—	○	○	○	○	○	○

37. 本調査の回答を依頼された日に WWII Valor in the Pacific NM を訪問していたあなたのパーソナルグループについて、グループの各メンバーの正式な最終学歴を教えてください。あなた自身を含めたグループの各メンバーについて、1つマーク (●) してください (わからない場合は、「わからない」をマーク (●) してください)。

	あなた	2	3	4	5	6	7
高等学校未満	☐	☐	☐	☐	☐	☐	☐
高等学校中退	☐	☐	☐	☐	☐	☐	☐
高等学校卒業または GED 取得	☐	☐	☐	☐	☐	☐	☐
大学、実業学校、職業学校中退	☐	☐	☐	☐	☐	☐	☐
大学、実業学校、職業学校卒業	☐	☐	☐	☐	☐	☐	☐
大学院中退	☐	☐	☐	☐	☐	☐	☐
修士、博士、または専門職学位課程	☐	☐	☐	☐	☐	☐	☐
わからない	☐	☐	☐	☐	☐	☐	☐

38. あなたの年間世帯所得はどの区分に当てはまりますか。1つマーク(●)してください。

- ☐ \$25,000 未満
☐ \$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 以上
☐ 回答を控える

39. あなたの世帯人数は、あなたを含めて何人ですか。

_____人

40. WWII Valor in the Pacific NM のような場所を訪問するとき、どの言語を使用したいと思いますか。話す場合と読む場合の言語を1つずつマーク(●)してください。

	話す場合	読む場合
英語	☐	☐
スペイン語	☐	☐
その他 (具体的に記入してください)	☐	☐

41. WWII Valor in the Pacific NM の施設、サービスまたはレクリエーションについてご意見があればお聞かせください。

アンケートにご協力いただき、
ありがとうございます。

お渡しした封筒にアンケート冊子を入れ、
米国内で投函してください。

アンケート ID 番号



Appendix 3. The Thank You/Reminder Postcard – English and Japanese Versions

Postcard mailed to respondents with United States addresses



Dear National Park Visitor,

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

However, if you have not yet had the opportunity to complete the survey, please do so. A select number of people were contacted for this study, so your opinions are very important! Please complete and return the questionnaire booklet at your earliest convenience. If you have lost the questionnaire booklet, another one will be mailed to you in approximately two weeks.

Jonathan B. Jarvis

Jonathan B. Jarvis
Director, National Park Service



National Park Service

アンケートの
ご確認:
皆様のご意見
は非常に重要
です!



国立公園来園者各位,

2週間ほど前、国立公園局来園者アンケートへのご協力をお願いいたしました。先日、数多くの国立公園局ユニットのうちの1つに来園された際にアンケート管理担当者から説明を行い、アンケート冊子と郵便料金支払い済みの封筒をお渡ししております。既に返送していただいている場合は、ご協力に感謝いたします。

まだアンケートにご回答いただいていない場合は、是非ご回答ください。本調査の対象人数は限られているため、あなたのご意見は非常に重要です。お早めにご回答の上、アンケート冊子を返送していただきますようお願いいたします。アンケート冊子を紛失した場合、または米国までの郵便料金が不足している場合は、約2週間で代わりの冊子を郵送にてお送りし、国際郵便用の返信用封筒を同封させていただきます。


Jonathan B. Jarvis
国立公園局ディレクター

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.

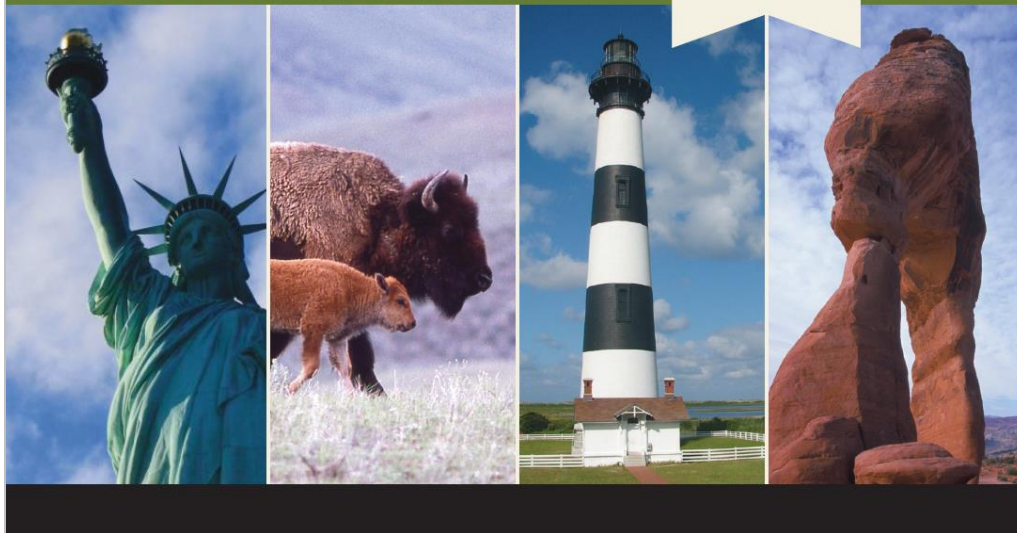
Thank you,

The National Park Service



National Park Service

アンケートの
ご確認:
皆様のご意見
は非常に重要
です!



国立公園来園者各位,

2週間ほど前、国立公園局来園者アンケートへのご協力をお願いいたしました。先日、数多くの国立公園局ユニットのうちの1つに来園された際にアンケート管理担当者から説明を行い、アンケート冊子と郵便料金支払い済みの封筒をお渡ししております。既に返送していただいている場合は、ご協力に感謝いたします。

まだアンケートにご回答いただいていない場合は、是非ご回答ください。本調査の対象人数は限られているため、あなたのご意見は非常に重要です。お早めにご回答の上、アンケート冊子を返送していただきますようお願いいたします。アンケート冊子を紛失した場合、または米国までの郵便料金が不足している場合は、約2週間で代わりの冊子を郵送にてお送りし、国際郵便使用の返信用封筒を同封させていただきます。


Jonathan B. Jarvis
国立公園局ディレクター

Appendix 4. The Replacement Mailing Cover Letter – English and Japanese Versions



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



アメリカ合衆国内務省

国立公園局

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



[Name] 様、

1 か月ほど前、数多くの国立公園局ユニットのうちの 1 つに来園された際に、国立公園局来園者アンケートへのご協力をお願いいたしました。本来園者調査へのご協力に同意していただき、誠にありがとうございます。本調査の対象人数は限られているため、アンケートを返送していただくことが非常に重要になります。お寄せいただいた情報は、国立公園局の運営に役立てるだけでなく、来園者の皆様により良いサービスを提供するためにも活用させていただきます。

既に返送していただいている場合は、ご協力に感謝いたします。まだ返送されていない場合は、郵送にて早急に返送していただくようお願いいたします。本状の発送時点でご回答を受領しておりませんので、代わりのアンケート冊子と郵便料金支払い済みの封筒を同封いたしました。

アンケートについてのお問い合わせは、国立公園局社会科学プログラム責任者までご連絡ください（所在地: 1201 Oakridge Drive, Fort Collins, CO, 80525-5596、E メールアドレス: nps_nrss_social_science@nps.gov）。

重要性の高い本調査に是非ご協力ください。皆様の貴重なご意見をお寄せいただきますようお願い申し上げます。お寄せいただいたご意見は、国立公園局の運営向上のために活用させていただきます。

よろしくお願いいたします。

Jonathan B. Jarvis
国立公園局
ディレクター

Appendix 5. Detailed Sampling Procedures

Site Schematic

As noted, the SEM visitor survey was administered at the entrance of WWII Valor in the Pacific NM. The specific survey administration point was identified, based on analysis of aerial site photos and onsite scoping. The survey administration point was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site (Figure 100). A red line was used in the site schematic to denote the boundary or point at which visitor groups were considered to have entered the survey area and were intercepted for the survey. A red arrow was used in the site schematic to denote the direction of travel in which visitor groups were intercepted.

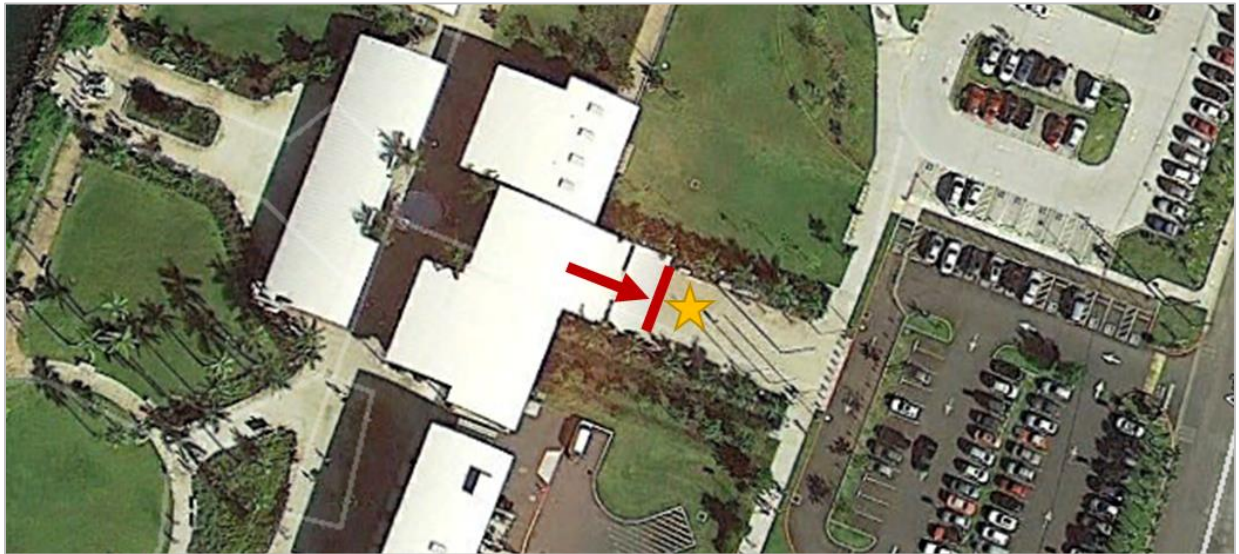


Figure 100. Entrance sampling location.

Sampling Procedures

Visitor groups were sampled using first-after-last sampling approach. The first-after-last sampling approach involved the survey administrator contacting the first visitor group to enter the sampling area. 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 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 contacted the next visitor group and asked them to participate in the survey. The survey administrator repeated this sequence of steps throughout the sampling period.

Appendix 6. Non-response Bias Analysis - Effects on Survey Responses due to Group Type and Visit Length

This study used answers to five, pre-selected non-response bias questions and one observable characteristic (initial contact gender) of contacted visitors to compare respondents with non-respondents and check for non-response bias. Results of a chi-square test for independence with $\alpha = 0.05$ and $p \leq 0.008$ (following Bonferroni correction) suggest that groups who responded to the SEM survey differ significantly from non-respondents, with respect to group type ($\chi^2 = 13.001$; $p = 0.004$) and visit length ($\chi^2 = 14.805$; $p = 0.001$). Specifically, respondents were more likely than non-respondents to have visited with family, while non-respondents were more likely to have visited alone, with friends, or with family and friends. Additionally, respondents were more likely than non-respondents to have visited the park for four hours, while non-respondents were more likely to have visited for less time.

The potential impact of this non-response bias on the results of the SEM survey was further explored. Specifically, effects due to group type were examined for 56 key questions in the SEM survey that were designed to assess use of information sources for trip planning, motivations for visiting WWII Valor in the Pacific NM, participation in activities, programs, and services, attitudes toward park management, and satisfaction with park services and facilities (Table 25 and Table 26).

A Bonferroni correction was applied to account for the fact that 56 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 0.0009 are assumed to be statistically significant. Statistically significant effects of group type on survey responses were observed for just one of the 56 questions assessed, and statistically significant effect of visit length were observed for six of the 56 questions assessed. Statistically significant results are emphasized with bold text in Table 25 and Table 26.

Where statistical differences were found between respondent subgroups, results by subgroup are reported in this Appendix to document the effects of these differences (Figure 101 through Figure 107). The format of these figures is as follows:

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

Table 25. Statistical tests of Group Type effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
Prior to this trip, how did you obtain information about WWII Valor in the Pacific NM? Please mark all that apply. (Q7)	0 = No 1 = Yes	Did not obtain information prior to this visit	350	$\chi^2 = 11.778$; $p = 0.008$
	0 = No 1 = Yes	Previous visits	350	$\chi^2 = 6.127$; $p = 0.106$
	0 = No 1 = Yes	Friends/relatives/word of mouth	350	$\chi^2 = 2.952$; $p = 0.399$
	0 = No 1 = Yes	Inquiry to park via phone, mail, or email	350	$\chi^2 = 3.077$; $p = 0.380$
	0 = No 1 = Yes	WWII Valor in the Pacific NM website	350	$\chi^2 = 4.858$; $p = 0.183$
	0 = No 1 = Yes	Other website	350	$\chi^2 = 4.711$; $p = 0.194$
	0 = No 1 = Yes	Local businesses (hotels, motels, restaurants, etc.)	350	$\chi^2 = 2.190$; $p = 0.534$
	0 = No 1 = Yes	Maps/brochures	350	$\chi^2 = 3.353$; $p = 0.340$
	0 = No 1 = Yes	Newspaper/magazine articles	350	$\chi^2 = 6.102$; $p = 0.107$
	0 = No 1 = Yes	Other units of the National Park System	350	$\chi^2 = 2.668$; $p = 0.446$
	0 = No 1 = Yes	School class/program	350	$\chi^2 = 4.754$; $p = 0.191$
	0 = No 1 = Yes	Social media (such as Facebook, Twitter, etc.)	350	$\chi^2 = 7.175$; $p = 0.067$

Table 25 (continued). Statistical tests of Group Type effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
Prior to this trip, how did you obtain information about WWII Valor in the Pacific NM? Please mark all that apply. (Q7) (continued)	0 = No 1 = Yes	State welcome center/visitors bureau/chamber of commerce	350	$\chi^2 = 1.567$; $p = 0.667$
	0 = No 1 = Yes	Television/radio programs/DVDs	350	$\chi^2 = 1.854$; $p = 0.603$
	0 = No 1 = Yes	Travel guides/tour books (such as AAA, etc.)	350	$\chi^2 = 5.610$; $p = 0.132$
How important to you was each of the following reasons for visiting WWII Valor in the Pacific NM on this trip? Please mark one for each row. (Q9)	1 = "Extremely important" to 5 = "Not at all important"	To visit a National Park Service site	335	$\chi^2 = 6.782$; $p = 0.872$
	1 = "Extremely important" to 5 = "Not at all important"	To spend time with friends/family	339	$\chi^2 = 48.548$; $p < 0.0001$
	1 = "Extremely important" to 5 = "Not at all important"	To view wildlife or natural scenery	327	$\chi^2 = 20.939$; $p = 0.051$
	1 = "Extremely important" to 5 = "Not at all important"	To get physical exercise	331	$\chi^2 = 13.509$; $p = 0.333$
	1 = "Extremely important" to 5 = "Not at all important"	To relax	323	$\chi^2 = 15.416$; $p = 0.219$

Table 25 (continued). Statistical tests of Group Type effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
How important to you was each of the following reasons for visiting WWII Valor in the Pacific NM on this trip? Please mark one for each row. (Q9) (continued)	1 = "Extremely important" to 5 = "Not at all important"	To learn more about American history and culture	348	$\chi^2 = 24.602$; $p = 0.017$
	1 = "Extremely important" to 5 = "Not at all important"	To learn more about nature	329	$\chi^2 = 12.140$; $p = 0.435$
	1 = "Extremely important" to 5 = "Not at all important"	To attend a special event	269	$\chi^2 = 12.267$; $p = 0.425$
	1 = "Extremely important" to 5 = "Not at all important"	To hear the sounds of nature/quiet	324	$\chi^2 = 9.939$; $p = 0.621$
	1 = "Extremely important" to 5 = "Not at all important"	To experience solitude	325	$\chi^2 = 10.458$; $p = 0.576$
	1 = "Extremely important" to 5 = "Not at all important"	To be outdoors	324	$\chi^2 = 10.572$; $p = 0.566$
	1 = "Extremely important" to 5 = "Not at all important"	To view dark night sky/stars	319	$\chi^2 = 11.500$; $p = 0.487$

Table 25 (continued). Statistical tests of Group Type effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
How important to you was each of the following reasons for visiting WWII Valor in the Pacific NM on this trip? Please mark one for each row. (Q9) (continued)	1 = "Extremely important" to 5 = "Not at all important"	To pay respects	343	$\chi^2 = 7.720$; $p = 0.807$
	1 = "Extremely important" to 5 = "Not at all important"	To seek inspiration	330	$\chi^2 = 12.119$; $p = 0.436$
On this trip, in which of the following activities did you personally participate within WWII Valor in the Pacific NM? Please mark all that apply. (Q11)	0 = No 1 = Yes	Viewing wildlife, natural features, scenery, wildflowers, etc.	345	$\chi^2 = 2.703$; $p = 0.440$
	0 = No 1 = Yes	Creative arts (photography/drawing/painting/writing)	345	$\chi^2 = 1.606$; $p = 0.658$
	0 = No 1 = Yes	Visiting a cultural or historic site	345	$\chi^2 = 5.291$; $p = 0.152$
	0 = No 1 = Yes	Nature study	345	$\chi^2 = 2.244$; $p = 0.523$
	0 = No 1 = Yes	Walking/short hike (less than 1 hour)	345	$\chi^2 = 6.310$; $p = 0.097$
	0 = No 1 = Yes	Running/jogging	345	$\chi^2 = 2.025$; $p = 0.567$
	0 = No 1 = Yes	Family gathering/reunion	345	$\chi^2 = 6.416$; $p = 0.093$
	0 = No 1 = Yes	Picnicking	345	$\chi^2 = 4.195$; $p = 0.241$

Table 25 (continued). Statistical tests of Group Type effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within WWII Valor in the Pacific NM? (Q13)	0 = No 1 = Yes	Attending a ranger-led activity, such as tour or talk	348	$\chi^2 = 1.850$; $p = 0.604$
	0 = No 1 = Yes	Talking informally with a ranger	348	$\chi^2 = 6.612$; $p = 0.085$
	0 = No 1 = Yes	Viewing outdoor exhibits	348	$\chi^2 = 2.227$; $p = 0.527$
	0 = No 1 = Yes	Viewing indoor exhibits	348	$\chi^2 = 1.520$; $p = 0.678$
	0 = No 1 = Yes	Attending a cultural demonstration or performance	348	$\chi^2 = 0.489$; $p = 0.921$
	0 = No 1 = Yes	Reading the park brochure or newspaper	348	$\chi^2 = 2.288$; $p = 0.515$
	0 = No 1 = Yes	Going to the Visitor Center	348	$\chi^2 = 0.838$; $p = 0.840$
	0 = No 1 = Yes	Watching movies or videos about the park	348	$\chi^2 = 0.952$; $p = 0.813$
	0 = No 1 = Yes	Participating with child in the Junior Ranger program	348	$\chi^2 = 2.393$; $p = 0.495$
	0 = No 1 = Yes	Obtaining National Park passport stamp	348	$\chi^2 = 1.378$; $p = 0.711$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21)	0 = No 1 = Yes	Listening to an audio tour or podcast	348	$\chi^2 = 1.692$; $p = 0.639$
	1 = "Strongly agree" to 5 = "Strongly disagree"	WWII Valor in the Pacific NM is a safe place to visit	348	$\chi^2 = 5.994$; $p = 0.740$

Table 25 (continued). Statistical tests of Group Type effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21) (continued)	1 = "Strongly agree" to 5 = "Strongly disagree"	WWII Valor in the Pacific NM is too crowded	347	$\chi^2 = 18.622$; $p = 0.231$
	1 = "Strongly agree" to 5 = "Strongly disagree"	Natural resources in WWII Valor in the Pacific NM are in pristine condition	344	$\chi^2 = 11.305$; $p = 0.731$
	1 = "Strongly agree" to 5 = "Strongly disagree"	Vandalism and crime are not a problem in WWII Valor in the Pacific NM	345	$\chi^2 = 13.634$; $p = 0.553$
	1 = "Strongly agree" to 5 = "Strongly disagree"	WWII Valor in the Pacific NM is not accessible to persons with physical disabilities	344	$\chi^2 = 24.578$; $p = 0.056$
	1 = "Strongly agree" to 5 = "Strongly disagree"	Historical and cultural features in WWII Valor in the Pacific NM are well maintained/preserved	346	$\chi^2 = 18.221$; $p = 0.251$
	1 = "Strongly agree" to 5 = "Strongly disagree"	Development of adjacent areas detracts from visitors' experiences at WWII Valor in the Pacific NM	345	$\chi^2 = 18.498$; $p = 0.237$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in WWII Valor in the Pacific NM? (Q23)	1 = "Very good" to 5 = "Very poor"	Overall, how would you rate the quality of the facilities, services, and recreational opportunities in WWII Valor in the Pacific NM? (Q23)	343	$\chi^2 = 7.762$; $p = 0.558$

Table 26. Statistical tests of Visit Length effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
Prior to this trip, how did you obtain information about WWII Valor in the Pacific NM? Please mark all that apply. (Q7)	0 = No 1 = Yes	Did not obtain information prior to this visit	347	$\chi^2 = 3.816$; $p = 0.148$
	0 = No 1 = Yes	Previous visits	347	$\chi^2 = 0.605$; $p = 0.739$
	0 = No 1 = Yes	Friends/relatives/word of mouth	347	$\chi^2 = 6.367$; $p = 0.041$
	0 = No 1 = Yes	Inquiry to park via phone, mail, or email	347	$\chi^2 = 1.669$; $p = 0.434$
	0 = No 1 = Yes	WWII Valor in the Pacific NM website	347	$\chi^2 = 0.211$; $p = 0.900$
	0 = No 1 = Yes	Other website	347	$\chi^2 = 1.013$; $p = 0.603$
	0 = No 1 = Yes	Local businesses (hotels, motels, restaurants, etc.)	347	$\chi^2 = 1.337$; $p = 0.512$
	0 = No 1 = Yes	Maps/brochures	347	$\chi^2 = 1.218$; $p = 0.544$
	0 = No 1 = Yes	Newspaper/magazine articles	347	$\chi^2 = 0.820$; $p = 0.664$
	0 = No 1 = Yes	Other units of the National Park System	347	$\chi^2 = 1.784$; $p = 0.410$
	0 = No 1 = Yes	School class/program	347	$\chi^2 = 2.203$; $p = 0.332$
	0 = No 1 = Yes	Social media (such as Facebook, Twitter, etc.)	347	$\chi^2 = 0.400$; $p = 0.819$

Table 26 (continued). Statistical tests of Visit Length effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
Prior to this trip, how did you obtain information about WWII Valor in the Pacific NM? Please mark all that apply. (Q7) (continued)	0 = No 1 = Yes	State welcome center/visitors bureau/chamber of commerce	347	$\chi^2 = 0.605$; $p = 0.739$
	0 = No 1 = Yes	Television/radio programs/DVDs	347	$\chi^2 = 5.722$; $p = 0.057$
	0 = No 1 = Yes	Travel guides/tour books (such as AAA, etc.)	347	$\chi^2 = 2.732$; $p = 0.255$
How important to you was each of the following reasons for visiting WWII Valor in the Pacific NM on this trip? Please mark one for each row. (Q9)	1 = "Extremely important" to 5 = "Not at all important"	To visit a National Park Service site	333	$\chi^2 = 3.890$; $p = 0.867$
	1 = "Extremely important" to 5 = "Not at all important"	To spend time with friends/family	337	$\chi^2 = 24.531$; $p = 0.002$
	1 = "Extremely important" to 5 = "Not at all important"	To view wildlife or natural scenery	325	$\chi^2 = 11.364$; $p = 0.182$
	1 = "Extremely important" to 5 = "Not at all important"	To get physical exercise	329	$\chi^2 = 6.095$; $p = 0.637$
	1 = "Extremely important" to 5 = "Not at all important"	To relax	321	$\chi^2 = 10.420$; $p = 0.237$

Table 26 (continued). Statistical tests of Visit Length effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
How important to you was each of the following reasons for visiting WWII Valor in the Pacific NM on this trip? Please mark one for each row. (Q9) (continued)	1 = "Extremely important" to 5 = "Not at all important"	To learn more about American history and culture	346	$\chi^2 = 16.882$; $p = 0.031$
	1 = "Extremely important" to 5 = "Not at all important"	To learn more about nature	327	$\chi^2 = 9.102$; $p = 0.334$
	1 = "Extremely important" to 5 = "Not at all important"	To attend a special event	268	$\chi^2 = 4.727$; $p = 0.786$
	1 = "Extremely important" to 5 = "Not at all important"	To hear the sounds of nature/quiet	322	$\chi^2 = 7.549$; $p = 0.479$
	1 = "Extremely important" to 5 = "Not at all important"	To experience solitude	323	$\chi^2 = 5.718$; $p = 0.679$
	1 = "Extremely important" to 5 = "Not at all important"	To be outdoors	323	$\chi^2 = 13.856$; $p = 0.086$
	1 = "Extremely important" to 5 = "Not at all important"	To view dark night sky/stars	318	$\chi^2 = 5.191$; $p = 0.737$

Table 26 (continued). Statistical tests of Visit Length effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
How important to you was each of the following reasons for visiting WWII Valor in the Pacific NM on this trip? Please mark one for each row. (Q9) (continued)	1 = "Extremely important" to 5 = "Not at all important"	To pay respects	342	$\chi^2 = 9.988$; $p = 0.266$
	1 = "Extremely important" to 5 = "Not at all important"	To seek inspiration	329	$\chi^2 = 9.818$; $p = 0.278$
On this trip, in which of the following activities did you personally participate within WWII Valor in the Pacific NM? Please mark all that apply. (Q11)	0 = No 1 = Yes	Viewing wildlife, natural features, scenery, wildflowers, etc.	343	$\chi^2 = 2.849$; $p = 0.241$
	0 = No 1 = Yes	Creative arts (photography/drawing/painting/writing)	343	$\chi^2 = 1.999$; $p = 0.368$
	0 = No 1 = Yes	Visiting a cultural or historic site	343	$\chi^2 = 15.637$; $p < 0.0001$
	0 = No 1 = Yes	Nature study	343	$\chi^2 = 1.214$; $p = 0.545$
	0 = No 1 = Yes	Walking/short hike (less than 1 hour)	343	$\chi^2 = 2.346$; $p = 0.309$
	0 = No 1 = Yes	Running/jogging	343	$\chi^2 = 0.093$; $p = 0.955$
	0 = No 1 = Yes	Family gathering/reunion	343	$\chi^2 = 0.860$; $p = 0.651$
	0 = No 1 = Yes	Picnicking	343	$\chi^2 = 0.646$; $p = 0.724$

Table 26 (continued). Statistical tests of Visit Length effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within WWII Valor in the Pacific NM? (Q13)	0 = No 1 = Yes	Attending a ranger-led activity, such as tour or talk	346	$\chi^2 = 18.472$; $p < 0.0001$
	0 = No 1 = Yes	Talking informally with a ranger	346	$\chi^2 = 13.291$; $p = 0.001$
	0 = No 1 = Yes	Viewing outdoor exhibits	346	$\chi^2 = 6.991$; $p = 0.030$
	0 = No 1 = Yes	Viewing indoor exhibits	346	$\chi^2 = 29.324$; $p < 0.0001$
	0 = No 1 = Yes	Attending a cultural demonstration or performance	346	$\chi^2 = 1.705$; $p = 0.426$
	0 = No 1 = Yes	Reading the park brochure or newspaper	346	$\chi^2 = 12.789$; $p = 0.002$
	0 = No 1 = Yes	Going to the Visitor Center	346	$\chi^2 = 1.002$; $p = 0.606$
	0 = No 1 = Yes	Watching movies or videos about the park	346	$\chi^2 = 14.897$; $p = 0.001$
	0 = No 1 = Yes	Participating with child in the Junior Ranger program	346	$\chi^2 = 8.464$; $p = 0.015$
	0 = No 1 = Yes	Obtaining National Park passport stamp	346	$\chi^2 = 3.720$; $p = 0.156$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21)	0 = No 1 = Yes	Listening to an audio tour or podcast	346	$\chi^2 = 16.084$; $p < 0.0001$
	1 = "Strongly agree" to 5 = "Strongly disagree"	WWII Valor in the Pacific NM is a safe place to visit	347	$\chi^2 = 59.802$; $p < 0.0001$

Table 26 (continued). Statistical tests of Visit Length effects on key questions in SEM survey.

Group	Response scale	Question	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21) (continued)	1 = "Strongly agree" to 5 = "Strongly disagree"	WWII Valor in the Pacific NM is too crowded	346	$\chi^2 = 27.868$; $p = 0.002$
	1 = "Strongly agree" to 5 = "Strongly disagree"	Natural resources in WWII Valor in the Pacific NM are in pristine condition	343	$\chi^2 = 8.835$; $p = 0.548$
	1 = "Strongly agree" to 5 = "Strongly disagree"	Vandalism and crime are not a problem in WWII Valor in the Pacific NM	344	$\chi^2 = 3.582$; $p = 0.964$
	1 = "Strongly agree" to 5 = "Strongly disagree"	WWII Valor in the Pacific NM is not accessible to persons with physical disabilities	343	$\chi^2 = 22.713$; $p = 0.012$
	1 = "Strongly agree" to 5 = "Strongly disagree"	Historical and cultural features in WWII Valor in the Pacific NM are well maintained/preserved	345	$\chi^2 = 50.655$; $p < 0.0001$
	1 = "Strongly agree" to 5 = "Strongly disagree"	Development of adjacent areas detracts from visitors' experiences at WWII Valor in the Pacific NM	344	$\chi^2 = 16.940$; $p = 0.076$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in WWII Valor in the Pacific NM? (Q23)	1 = "Very good" to 5 = "Very poor"	Overall, how would you rate the quality of the facilities, services, and recreational opportunities in WWII Valor in the Pacific NM? (Q23)	341	$\chi^2 = 20.991$; $p = 0.002$

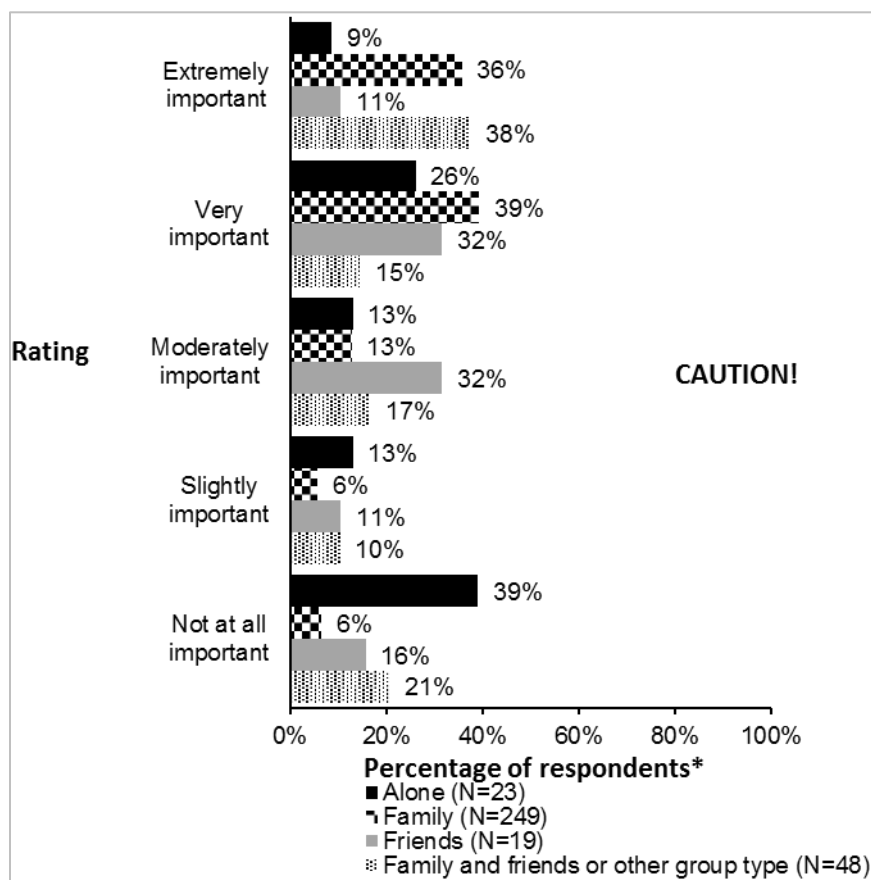


Figure 101. Importance of spending time with friends/family, by Group Type.

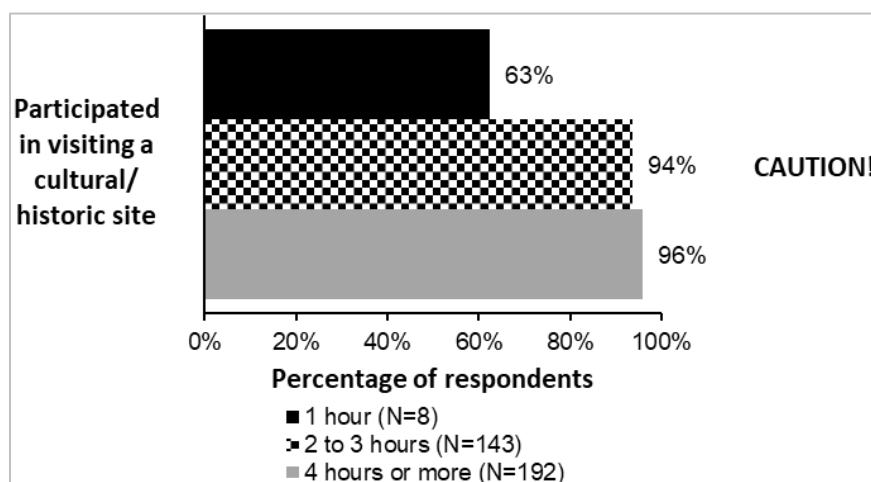


Figure 102. Participation in visiting a cultural/historic site, by Visit Length.

*total percentages do not equal 100 due to rounding

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

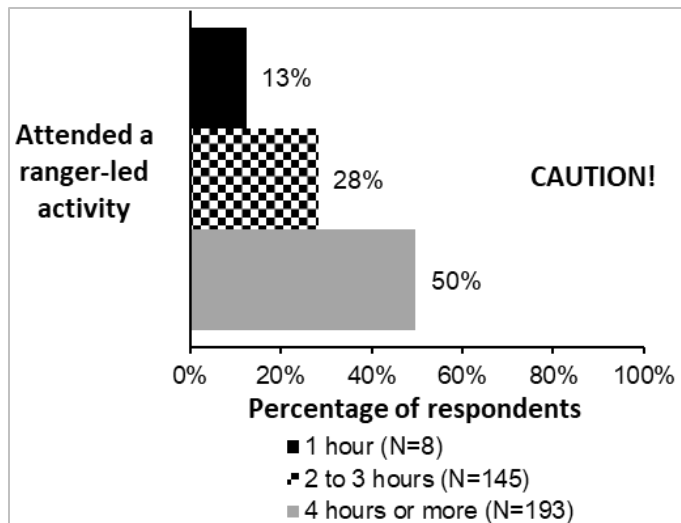


Figure 103. Participation in attending a ranger-led activity, by Visit Length.

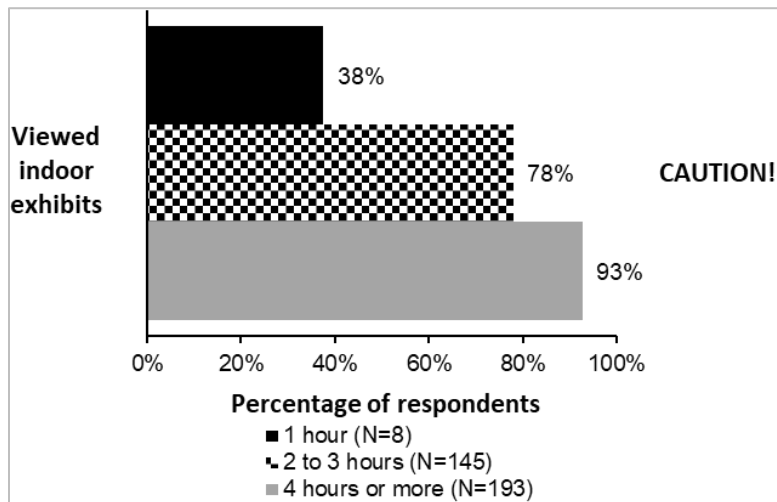


Figure 104. Participation in viewing indoor exhibits, by Visit Length.

*total percentages do not equal 100 due to rounding

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

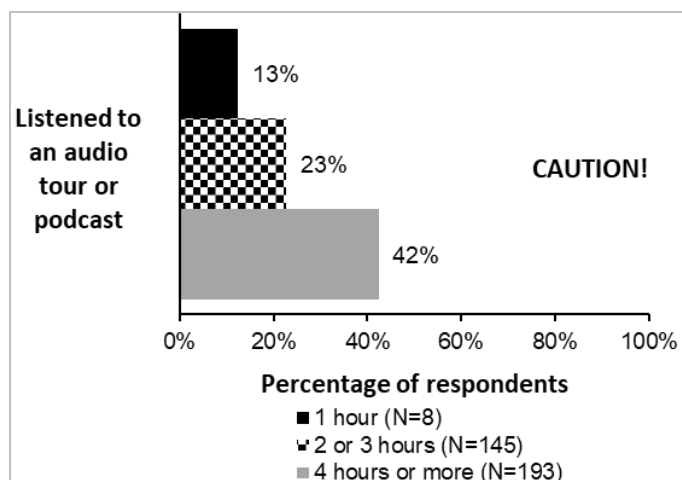


Figure 105. Participation in listening to an audio tour or podcast, by Visit Length.

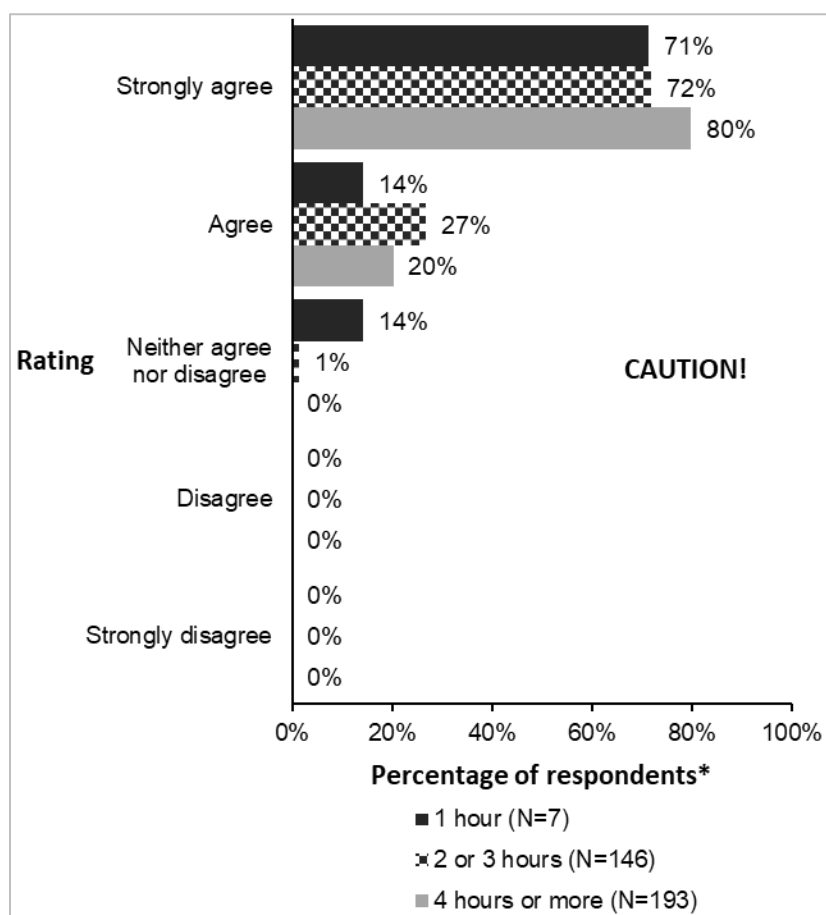


Figure 106. Agreement that WW II Valor in the Pacific NM is a safe place to visit, by Visit Length.

*total percentages do not equal 100 due to rounding

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

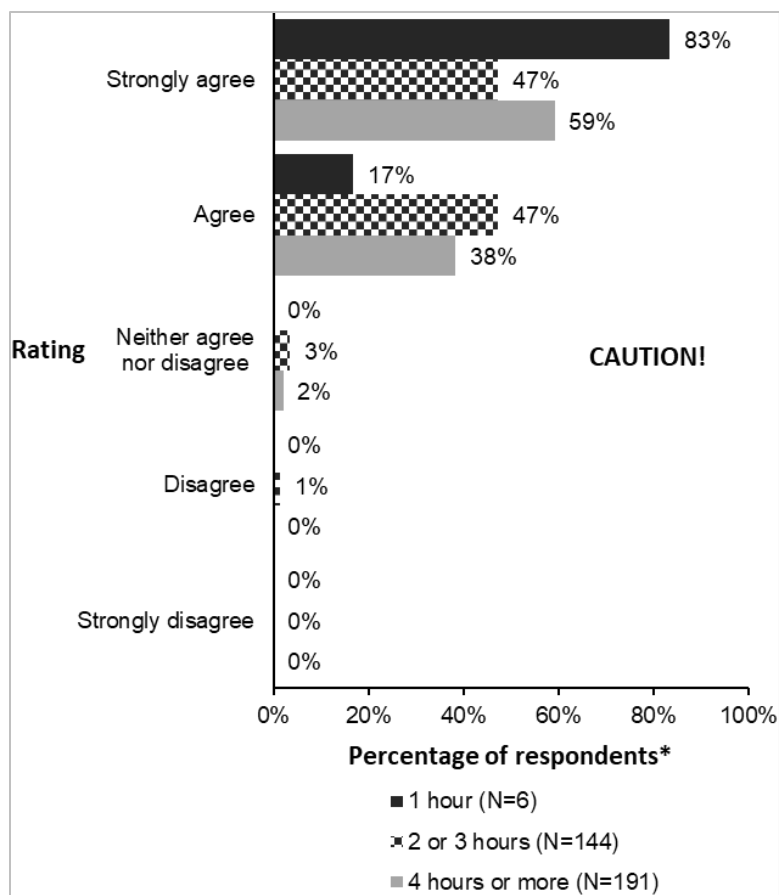


Figure 107. Agreement that historical and cultural features in WWII Valor in the Pacific NM are well maintained/preserved, by Visit Length.

*total percentages do not equal 100 due to rounding

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

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

NPS 570/151175, April 2019

National Park Service
U.S. Department of the Interior



[Natural Resource Stewardship and Science](#)

1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525