



2022 Socioeconomic Monitoring of National Park Service Visitors

Report on 2022 Data Collection

Natural Resource Report NPS/NRSS/EQD/NRR—2023/2550





ON THIS PAGE

Visitors walk past a marble wall with the faces of Korean War veterans on it.
NPS

ON THE COVER

Visitors walk along a path on Trail Ridge Road in Rocky Mountain National Park.
NPS/M. REED

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Foreword

On behalf of the National Park Service (NPS), I am pleased to offer the first National Technical Report for the bureau's visitor-focused Socioeconomic Monitoring (SEM). Understanding visitors to the diverse and treasured units across the System, and their interactions with each site, enables the NPS to better serve them. Equally, this foundational data at both park and national levels allows for a greater understanding of those public stakeholders that may not be able to visit or otherwise chose not to.

While the NPS historically has attempted to improve our understanding of park visitors and park visitation via survey methods, SEM is the first time we are applying survey methods of on-site visitors to understand national level results. This report provides a more comprehensive picture of park visitation across the service, and it lays the groundwork to understand visitor trends through time. In 2022, more than 20,000 visitors completed surveys at 122 locations in 24 randomly selected parks. The types of data collected include visitor demographics, trip characteristics/planning (including spending), and experience evaluations. Information from these efforts will allow the NPS to provide data-driven insights into questions frequently asked by park superintendents and managers, by members of Congress, from national news media, and from diverse stakeholders that are interested in the composition and the representation of visitors to national parks. The NPS has not had this kind of information at an aggregate, service-wide level before. Each year this effort continues we will have a finger on the pulse of national park visitation. In time, the information will grow to levels where we can draw comparisons across regions, park types, and beyond.

Parks have already begun applying results at park-specific levels. This includes but is not limited to adjusting interpretive information based on visitor comments, updating multipliers such as vehicle occupancy within visitation estimates, and engaging with Congress to highlight the importance of park resources to visitors from across the nation. With a wealth of new data annually, we will use this information to adapt and improve visitor experiences, increase outreach and engagement efforts to those that otherwise would not visit parks, and better highlight the benefit of our nation's natural, cultural, and recreation resources.

I would like to thank the American people and international visitors that voluntarily offered their time and insight as participants in this work. I am also very grateful to our outstanding NPS social science team, to park staff and managers across the National Park System, and to NPS leaders who helped champion and launch this important initiative. As a result of more than a decade of development and planning, I am enthusiastic that the benefits of SEM will help us further provide high quality visitor experiences while simultaneously protecting resources in national parks.

Please join me in welcoming this first-of-its-kind, inaugural SEM National Technical Report.

Sincerely,

Raymond M. Sauvajot
Associate Director, Natural Resource Stewardship and Science



Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by the NPS leadership, and in various official reports. This mandate resulted in a pilot socioeconomic monitoring study conducted in 2015/2016 at a sample of park units across the United States. This pilot study was used to inform a 2022 nationwide visitor survey conducted at 24 NPS units across the United States. The 24 parks were chosen using a detailed selection process so that units form a representative sample of the National Park System. This report represents a first understanding of nationwide visitor characteristics and informs core issues of visitor use management. Managers can use the result to develop a deeper, contemporary understanding of who visits NPS units and what they do during their visits. On the ground, the study uses a multi-method survey methodology to capture a representative sample of visitor information, characteristics, and behavior: (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The results are organized by these two survey instruments and aim to provide a national view of trends in visitor demographics, experiences, expectations, and perceptions to improve management decisions.

Introduction

Social science research has emerged as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. Not only does the agency look to provide the highest quality visitor experience but also to protect the important natural and cultural resources that make these sites special.

This resounding call for nationwide socioeconomic research to help the agency serve its visitors better has garnered substantial support from external reviews, preliminary study by the NPS Social Science Program, and various discussions held by the Department of the Interior. As a result of this ongoing need, a pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the valuable insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey was carried out in 2022 at 24 NPS units across the country. The study aims to deepen our understanding of visitor demographics and characteristics, incorporating the recommendations from the initial pilot study while refining the instruments and methods employed.

The 2022 SEM Visitor Survey program gathers data at a comprehensive agency level, effectively addressing the informational needs of park managers throughout the vast National Park System. The data collected during the 2022 SEM Visitor Survey sampling period is intended to provide individual park managers with invaluable insights into their visitors while enabling robust data analysis at the agency level for future implementation.

This study unlocks a wealth of knowledge about visitor use, aids in finding effective management solutions, and offers insights grounded in the experience of NPS visitors. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results facilitate communication founded on a common platform of data from rigorous science and foster informed decision-making processes, both within the park and in collaboration with local partners and stakeholders.

It is worth noting that while this report does not include spending data, it was collected as part of the study. For detailed information regarding visitor spending, please refer to the forthcoming annual Visitor Spending Effects report.

The research was carried out by a large team including Otak, Inc., RRC Associates, and the Institute for Tourism and Recreation Research at the University of Montana.

Methods

The following section describes the set of approaches applied to the 2022 SEM Visitor Survey. From park selection to on-the-ground intercepting techniques, the methods were based on rigorous research dating back to the original 2015/2016 pilot. A full implementation plan was built and slightly modified prior to the 2022 data collection season. Modifications were based on additional improvements since the implementation plan was adopted.

Park Eligibility and Stratification

Parks must meet one requirement to be considered eligible for participation in the SEM: a minimum of 5 years of Visitor Use Statistics (VUStats) reporting. Any park unit within the NPS that meets this minimum is considered eligible for the SEM Visitor Survey. Park selection is based on eight strata generated through filtering by two sets of park classifications, as seen below.

- 1) Park type (based on Congressional designation):
 - a) Natural
 - b) Recreation
 - c) Historic/Cultural — Urban (metro area more than or equal to 1 million in population)
 - d) Historic/Cultural — Non-urban (metro area less than 1 million in population)
- 2) Visitation size:
 - a) High visitation (top 80% of park visits within stratum)
 - b) Low visitation (bottom 20% of park visits within stratum)

Park Type

All eligible park units are assigned a park type based on the overarching primary congressional designation. The four park types are chosen to represent broad designation classifications of all available park types in the NPS. Sites within the “Historic/Cultural” park type are determined to be Urban or Non-urban based on the following definitions:

Urban parks are defined as:

A unit where the majority (50% or more) of the park is located within an Urban Area or within a Metropolitan Statistical Area (MSA) with a population greater than one million people. Urban Areas and MSAs are as defined by the US Census Bureau.

Non-urban parks are defined as:

A unit where the majority of the park (50% or more) is located outside of any Urban Area or MSA with a population greater than one million people. Urban Areas and MSAs are as defined by the US Census Bureau.

Visitation Size

After defining the park type, parks are then assigned into the “high” or “low” visitation stratum based on a 5-year average of VUStats data. Parks in the initial pool are classified based on the 2013–2017 average. Any new park additions would use the most recent five years of VUStats reporting data.

- 1) Within each park type stratum, parks were sorted in descending order by overall visitation.
- 2) The top-ranked parks whose combined visitation account for 80 percent of the stratum's visitation are the "high visitation" parks. The remaining parks (whose combined visitation account for 20 percent of the stratum's visitation) are the "low visitation" parks.

Park Selection

From each of the eight strata, three parks are randomly selected for a total of 24 parks per year out of a possible 364 qualifying park units as of 2017 (378 as of 2022). This represents a subset of the 424 total National Park Service managed units. This list of qualifying parks will increase as more parks become eligible for inclusion within the sampling frame. Recently, one to two parks per year become newly eligible for inclusion (Table 1, Figure 1).

Table 1. 2022 selected parks by strata.

Park Type	High Visitation	Low Visitation
Historic/Cultural, Non-Urban	Cumberland Gap NHP	Fort Bowie NHS
Historic/Cultural, Non-Urban	Mount Rushmore NM	Fort Laramie NHS
Historic/Cultural, Non-Urban	Vanderbilt Mansion NHS	Martin Van Buren NHS
Historic/Cultural, Urban	Gateway Arch NP	General Grant NMEM
Historic/Cultural, Urban	Korean War Veterans NMEM	Morristown NHP
Historic/Cultural, Urban	Thomas Jefferson NMEM	Thomas Edison NHP
Natural	Capitol Reef NP	Guadalupe Mountains NP
Natural	Grand Teton NP	Isle Royale NP
Natural	Rocky Mountain NP	Pinnacles NP
Recreation	Cape Hatteras NS	Catoctin MP
Recreation	Natchez Trace PKWY	Lake Meredith NRA
Recreation	National Capital Parks Central	Niobrara NSR

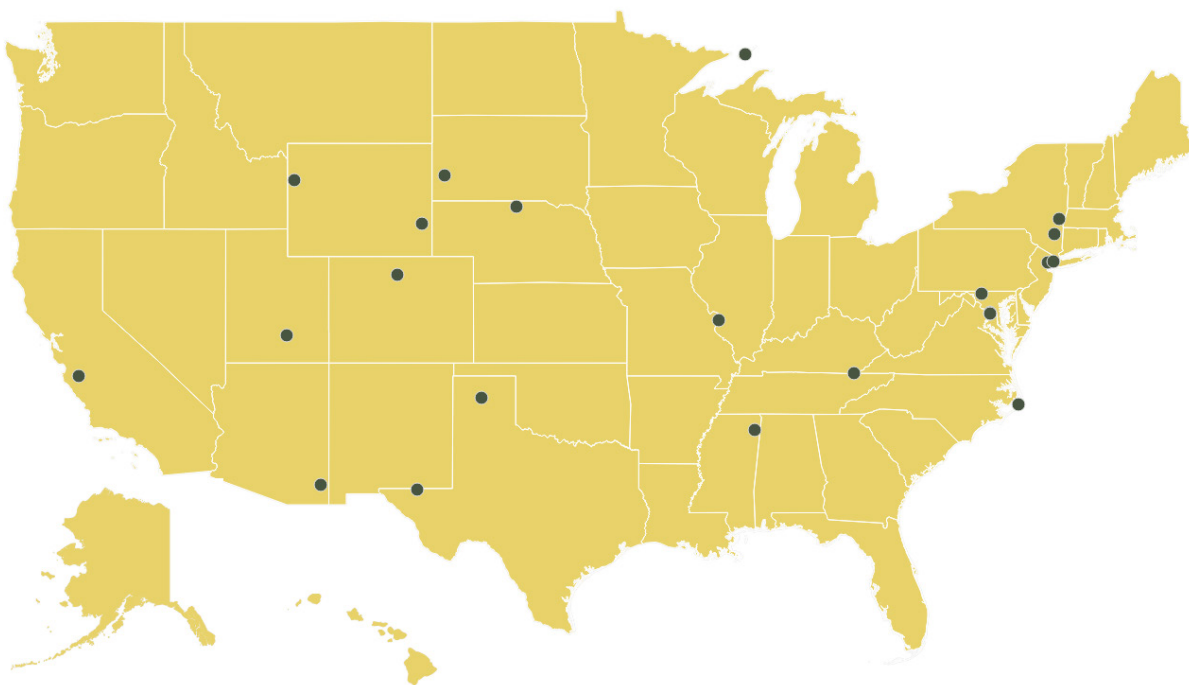


Figure 1. Map of NPS units sampled in 2022.

Survey Instruments

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park through:

- 1) an onsite intercept survey conducted via tablet, and
- 2) a post-trip follow-up survey (mail-back or online) for full trip details.

This comprehensive approach provides the necessary information to make on-the-ground decisions in parks using immediate feedback from the intercept survey, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest.

The survey instruments were developed through rigorous testing during the 2015/2016 pilot study and further refined based on results of the data collection. After the initial pilot study, question formats were modified and refined to improve respondent understanding and data quality from responses. Beginning in 2020, the SEM Visitor Survey questions were further improved by expert review and refined methodologies. The 2015/2016 pilot did not include an in-depth intercept survey and was scoped for only a post-trip survey. Therefore, some questions needed to be reframed and reworded for the 2022 effort to account for asking respondents questions on-site during their trip.

The post-trip survey remains as consistent as possible to the original implementation plan with similar refinements made based on additional expert review and testing. Small changes to questions were made across the survey instrument to improve respondent understanding, and data quality from responses. Additionally, the post-trip survey was offered online as a new component of the 2022 study, in addition to the original mail-back option used in the 2015/2016 pilot. This online offering was in part adopted to solve issues of international visitors not willing or able to mail surveys during or after their trip to the United States.

Some questions require the addition of local context for each park. For instance, accommodation types that are not offered in specific parks are removed from their intercept survey. On other questions, all response options are built specifically for the park being sampled, such as locations visited within the park on that day. Results of questions that are fully customized to individual parks are not included in this report; they can be found in the 24 separate park-level reports.

Park staff were consulted to determine whether language would be a possible barrier to survey participation among their visitors. As a result, both survey instruments were translated into Spanish, and offered in Spanish at 14 of the 24 parks sampled in 2022. At the remaining 10 parks, staff felt that the vast majority of visitor groups would have at least one individual comfortable taking the survey in English. Additional languages may be offered in the future, depending on visitor demographics at selected parks, to ensure that the survey is accessible to as many visitors as possible.

Data Collection

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses, which are then analyzed and provided for park managers within several weeks of conclusion of data collection. This effort allows park managers to gain insights from respondents quickly after data collection. Data was cleaned throughout the study period and finalized after the study period. Within a month of data collection, staff at each park were provided with a preliminary report of results from the intercept survey.

The intercept sampling was conducted in each unit during one of its peak months ($\pm 10\%$ of peak visits to allow flexibility for various circumstances). A sample of visitors was intercepted while visiting sites at the parks sampled for this study. Locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas. Where feasible, VUStats estimates for monthly visitation per site were used to station surveyors proportionally across sites. Park staff were consulted prior to study launch to confirm visitor use statistics metrics to ensure the most popular and representative locations were captured in the sampling plan. Types of sites vary between parks, including trailheads, visitor centers, boat launches, historic sites, and others.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in the park. The adult in the group with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a park employee, and had not previously taken the survey) and agreed to

participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions. Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the nonresponse, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage paid envelope for mailing it back, as well as a hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the post-trip survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2 for national results):

- 1) Complete refusal, refused to answer any questions, including non-response bias questions;
- 2) Partial refusal, answered non-response questions but nothing further;
- 3) Completed intercept, but refused to take post-trip survey;
- 4) Completed intercept and took post-trip survey.

Table 2. National response outcomes: 2022 SEM intercept survey.

Outcome	Total
Eligible visitors contacted	23,911
Complete refusals	1,894
Partial refusals (non-response questions completed)	2,040
Intercept surveys completed	19,977
Post-trip surveys distributed	17,235
Intercept response rate	84%
Post-trip acceptance rate	86%

During the sampling period, two to seven surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across the park. Typically, each surveyor worked nine 7-hour days (approximately six hours data collection and one-hour lunch break) and rotated among several sites. For some sites, such as Fort Laramie National Historic Site, fewer surveyors were stationed for more days due to the size of the site. Smaller park units only had one to two locations to survey; therefore, a smaller number of surveyors were stationed at those parks for more days to aim for the same target of completed with 21 parks aiming for 400 completed post-trip surveys and three with a target of 800 surveys (Cumberland Gap National Historical Park, Natchez Trace Parkway, Cape Hatteras National Seashore) due to complex visitor characteristics. Most parks had a 10-day sampling window; some

parks with low visitation were extended to try to capture a larger sample. Each surveyor had one day off during the 10-day sampling window.

Post-trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the park. This method extended data collection and asked participants to complete the survey after their visit, either through a postage-paid envelope provided to them, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit. Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifiable information. Joining the two datasets provides a more complete picture of connecting in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all contacts about a week following the end of each onsite data collection period. This postcard or email thanked respondents for their original participation and encouraged them to complete the post-trip survey if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows national response rates for the post-trip survey.

Table 3. National response outcomes: 2022 SEM post-trip survey.

Outcome	Total
Post-trip surveys distributed	17,235
Valid post-trip surveys completed	5,760
Post-trip response rate	33%

Nonresponse Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. Table 4 shows response rates for both the intercept and post-trip surveys for each individual park included in 2022 data collection. Nonresponse bias testing was conducted on park-specific datasets, where needed, based on this 80% response rate threshold; these results can be found in the 24 separate park-level reports.

Table 4. Park-specific response outcomes: 2022 SEM intercept and post-trip surveys.

Park	Intercept Survey Response Rate	Post-trip Survey Response Rate
Cape Hatteras NS	80%	23%
Capitol Reef NP	92%	45%
Catoctin MP	92%	32%
Cumberland Gap NHP	82%	37%
Fort Bowie NHS	98%	59%
Fort Laramie NHS	99%	55%
Gateway Arch NP	71%	24%
General Grant NM	68%	26%
Grand Teton NP	86%	37%
Guadalupe Mountains NP	90%	45%
Isle Royale NP	95%	55%
Korean War Veterans NM	83%	30%
Lake Meredith NRA	93%	12%
Martin Van Buren NHS	95%	54%
Morristown NHP	80%	28%
Mount Rushmore NM	79%	31%
Natchez Trace PKWY	83%	41%
National Capital Parks Central	86%	16%
Niobrara NSR	85%	27%
Pinnacles NP	85%	48%
Rocky Mountain NP	86%	35%
Thomas Edison NHP	89%	33%
Thomas Jefferson NM	75%	24%
Vanderbilt Mansion NHS	86%	33%

At a national level, the intercept survey response rate of 84% indicates that concern over *intercept* nonresponse is muted. However, the national response rate for respondents who accepted a post-trip survey was lower, at 33%.

Due to the lower post-trip survey response rate, bias testing was conducted on the national dataset to evaluate differences between the full set of respondents who participated only in the onsite intercept survey (intercept-only respondents) and those eligible visitors who participated in the full survey (full survey respondents). Results of the bias testing are shown in Tables 5 through 7.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The p-values for the first two questions (local area residency and United States residency) were above the threshold of 0.05, indicating that we have no evidence of a statistically significant difference between the full-survey respondents and the intercept-only respondents for these questions. The p-value for one question (overnight stays in local area) fell below the threshold of 0.05, indicating significant differences between full survey respondents and intercept-only respondents on this measure. Day visitors are not as well represented in the full survey sample as desired, as relatively few completed the post-trip survey compared to respondents staying in the area overnight.

Table 5. Non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around the park?”.

Response	Percent: Full survey respondents	Percent: Intercept-only respondents
Yes	18.8%	23.7%
No	81.3%	76.3%

* p-value: 0.09

Table 6. Non-response bias question: “Do you currently live in the United States?”.

Response	Percent: Full survey respondents	Percent: Intercept-only respondents
Yes	96.0%	93.8%
No	4.0%	6.2%

* p-value: 0.19

Table 7. Non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in the park and/or within the local area?”.

Response	Percent: Full survey respondents	Percent: Intercept-only respondents
Yes	75.0%	68.2%
No	25.0%	31.8%

* p-value: 0.04

Data Combinations

Upon completion of the 2022 SEM Visitor Survey field season, individual datasets were developed for each park. This included creating a separate cleaning procedure for each park, as some questions varied by response options and park-specific sites and locations. However, most of the survey questions were used throughout the study and their data included in the final dataset to ensure consistency across all sites. Dataset cleaning procedures considered the future joining procedure for the national dataset by ensuring exact coding and naming of items such as:

- 1) Variable names between parks
 - a) Response options specific to each park were named distinctly from national-sample variables.
- 2) Value labels within responses
 - a) Coding was maintained throughout each survey to ensure ease of matching during the combination process.
- 3) Tracking of additions/removals per question
 - a) Some response options were removed from the base survey based on availability at the park (e.g., accommodation types, activities). These were documented and maintained for final dataset combinations.

Once each park-specific dataset was created, a source file of the SEM national dataset was developed by combining the 24 park-specific datasets. Because of the maintained consistency, almost all data cleaning was done through the park-specific files rather than the national dataset. Question labels were renamed to say “this NPS park” in the national dataset, where a park name was included in the park-specific data. All graphs and tables are labeled with this format throughout the report.

Data Weighting

Data for the national report is intended to be representative of peak season park visitors across the country. As previously described in the Park Selection methods, park units are sampled using a stratified random sample approach in which all parks within a stratum have equal probabilities of selection. However, within each stratum, the number of visits to any given park may vary greatly. For example, within the high visitation Historic/Cultural Non-urban stratum, Mount Rushmore experienced a peak month visit (July 2022) of 614,630, while Vanderbilt Mansion recorded 34,864

(August 2022). As such, for estimates to be representative of all peak season visits to parks within the system, estimations should account for 1) a stratum's visits as a proportion of visits nationwide, and 2) a park's visits as a proportion of visits to its stratum's three sampled parks. For more details, please see Appendix C.

Limitations

As with any research study, limitations and assumptions exist. Because this study uses a sample of parks across the country by type and size, there are some limitations, including:

- 1) The study is intended to represent all park visitors across the system based on park size and type. Because representation is meant to be focused on these two categories, some results, such as state of origin, may not be as geographically distributed as expected. Therefore, results are generalizable only to the types and sizes of parks sampled, not regionally.
- 2) Calculating results for regions, park types, and park sizes will require data from additional years.
- 3) Outliers were not removed from the dataset, so responses may be higher or lower than anticipated in open-ended numeric values (e.g., nights spent). To preserve the dataset, measures of central tendency are limited to median values. Means are not included.
- 4) Not all variables from the park-specific datasets are displayed for the national data. Questions which required a high degree of park-specific customization are not included in this report.

Results

Results are presented separately for both the intercept and post-trip survey throughout the following section. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency.

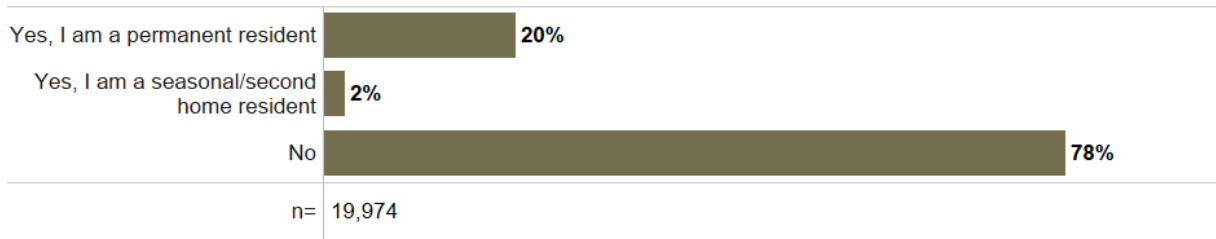
Intercept Survey Results

The following section provides results of the 19,977 visitor intercept surveys conducted in 24 NPS units from March through August, 2022. All results are presented in this report, regardless of sample size, which varies by question. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. Furthermore, sample sizes displayed are unweighted while all results displayed are weighted by peak month visits as described in the methods section.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they are permanent or seasonal residents of the local area around the park where they were surveyed. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

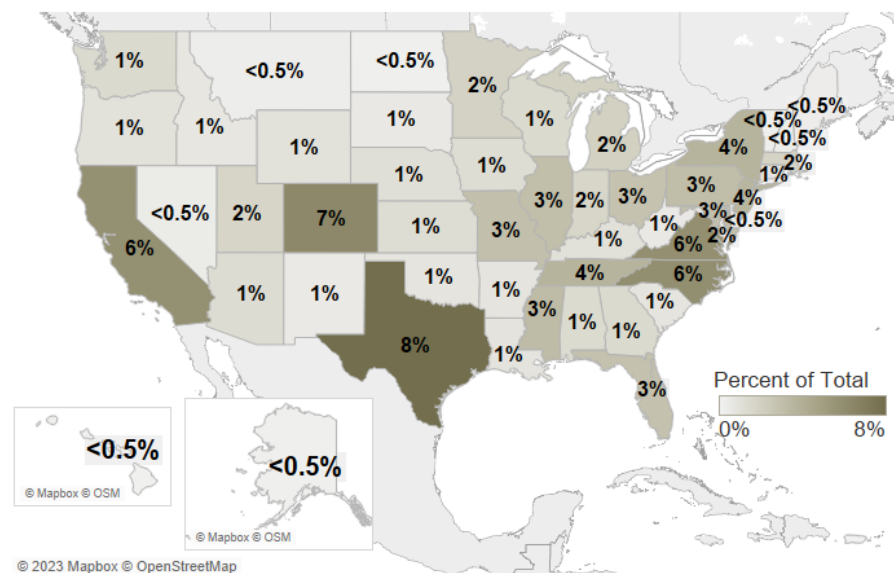
Are you a permanent or seasonal/second home resident of the local area around this NPS park?



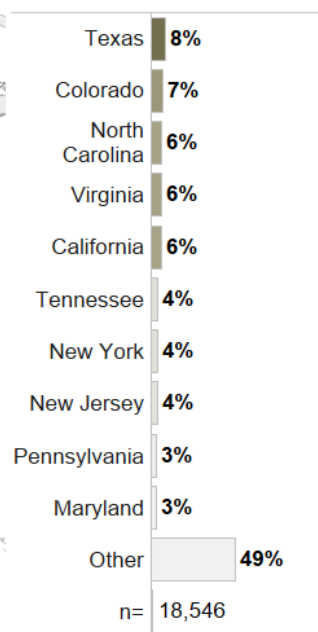
Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States



Note: Respondents' geographic origin is not representative by region, but by park size and type only. Therefore, state of origin may be impacted by park selection.

Figure 2. Respondent local residency status and geographic origin of domestic respondents surveyed at NPS parks in 2022.

- Just over three-fourths of respondents (a combined 78%) state that they are not permanent or seasonal residents of the local area around the park where they were surveyed.
- Among the respondents currently residing in the U.S., 8% of respondents live in Texas, followed Colorado (7%), North Carolina (6%), Virginia (6%), and California (6%).

Question 3: Trip Purpose

Respondents who are not permanent or seasonal residents of the local area were asked about the overall purpose for their trip away from home (Figure 3).

[If not local/seasonal resident] Was your visit to this NPS park...?

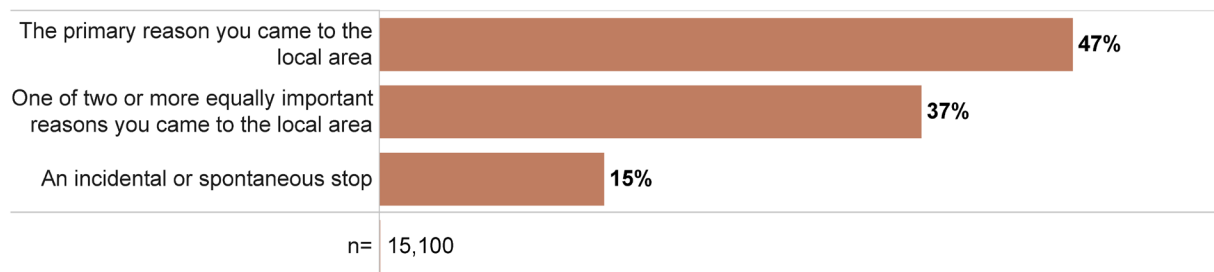


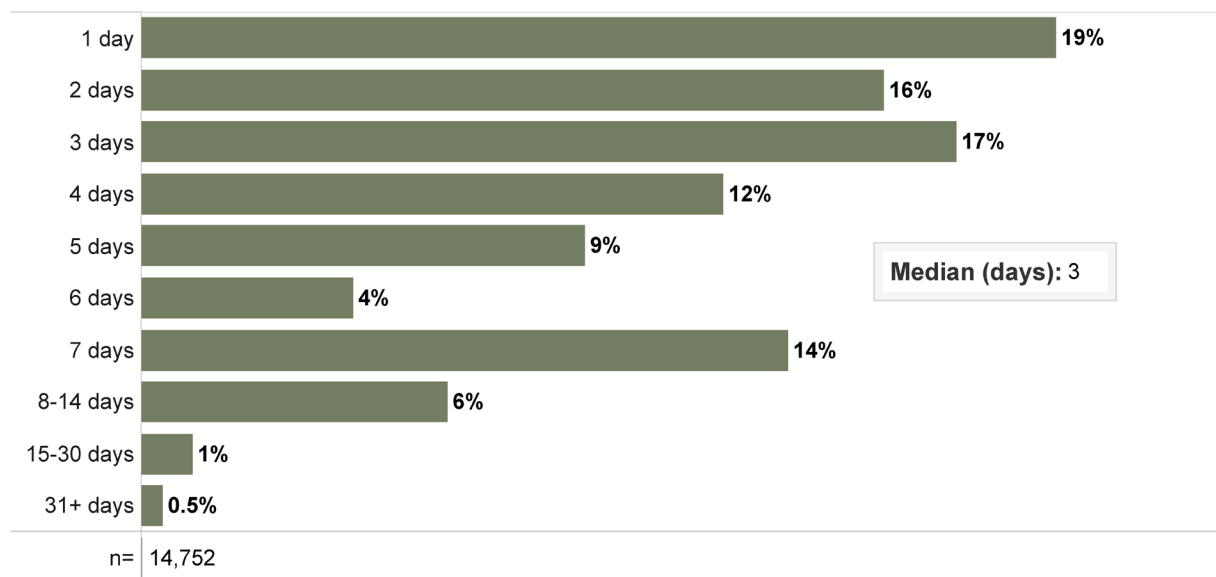
Figure 3. Role of NPS parks in overall trip purpose.

- For 47% of non-local respondents, visiting the park is the primary reason that they came to the local area.
- For a further 37% of non-local respondents, visiting the park is one of two or more equally important reasons they came to the local area.
- Just 15% of respondents indicate that their park visit is an incidental or spontaneous stop.

Question 4: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around the park were also asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 4.

[If not local/seasonal resident] How many days are you planning to spend in the local area (including the days you spend in this NPS park) on this trip away from home?



On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in this NPS park and/or within the local area?

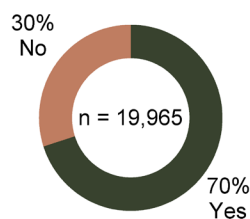


Figure 4. Time spent in the local areas surrounding NPS parks.

- About a fifth of non-local respondents (19%) spent one day in the local area, while 16% spent two days, and 17% spent three days. The median length of stay is three days.
- Additionally, over two-thirds of all respondents (70%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5). Because of park selection, some categories' responses (e.g., lodging in this NPS park) are impacted by the number of sampled parks that have the specified lodging options available.

[If staying overnight in local area] On this trip, what type of accommodations do you expect to use while in the local area? Please mark all that apply

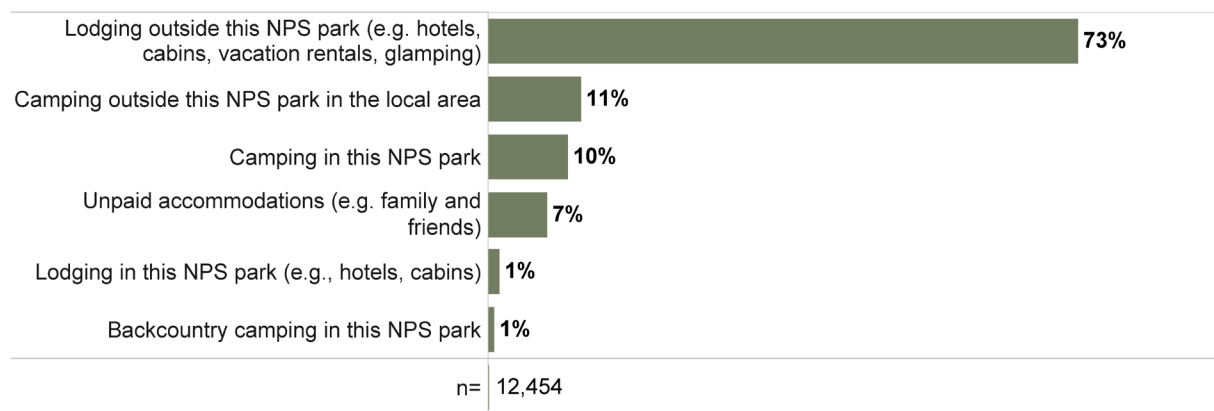


Figure 5. Accommodation types used within NPS parks and in the local areas surrounding them.

- Many NPS sites do not have lodging inside the park and rely on nearby communities and properties for overnight stays. Of the 24 parks sampled during the 2022 season, 12 parks (50%) offer some form of in-park accommodations, while 12 parks do not offer any overnight stays within the park.
- Almost three-fourths of overnight respondents (73%) stayed in lodging outside of the NPS parks sampled (e.g. hotels, cabins, vacation rentals, glamping [high-end camping]).
- This was followed in prevalence by camping outside NPS parks in the local area (11%), and camping inside NPS parks (10%).
- Only 1% of respondents stayed in lodging within NPS parks (Note: only 4 of the 24 parks sampled during the 2022 season offer lodging).
- Similarly, only 1% of respondents camped in the backcountry within NPS parks (Note: only 6 of the 24 parks sampled during the 2022 season permit backcountry camping).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 6).

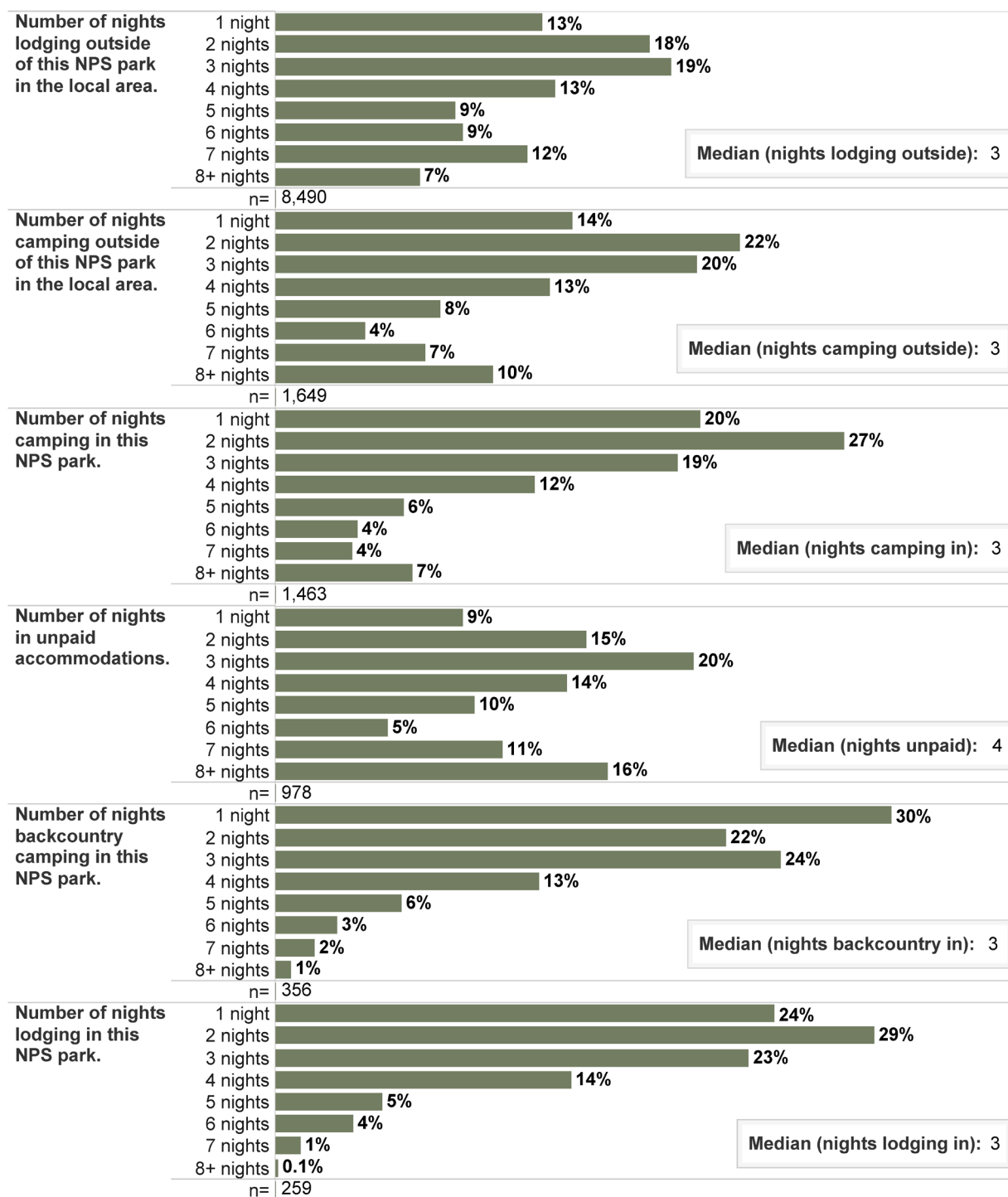


Figure 6. Number of nights spent within NPS parks and in the local areas surrounding them, by accommodation type. Tabular data shown in this figure are presented in Appendix A, [Table A-1](#).

- Among the 73% of overnight respondents who stayed in lodging outside of NPS parks (per Figure 5), median length of stay is three nights.
- Among the 11% of overnight respondents who camped outside of NPS parks (per Figure 5), median length of stay is three nights, with most staying 2–3 nights.
- Among the 10% of overnight respondents who camped inside NPS parks (per Figure 5), median length of stay is three nights. A larger share of respondents camped inside parks for one night (20%) or two nights (27%) compared to outside the park (14% and 22%).

Questions 7–9: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to the park (Figure 7). A personal group is defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may be traveling, such as a school, church, scout, or tour group. As such, the data presented here represent just the size and composition of personal groups at NPS parks, and do not account for any large groups that also visit these sites.

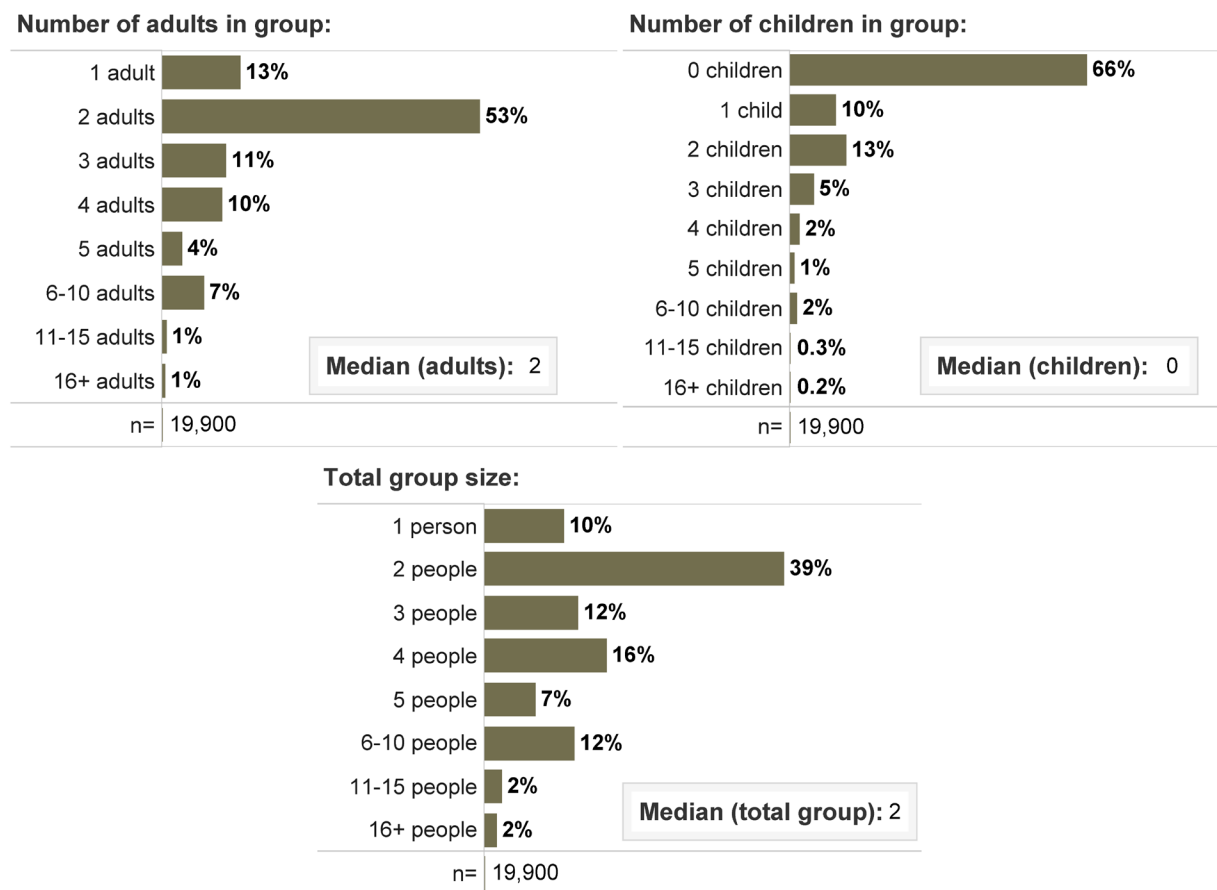


Figure 7. Number of adults and children in personal groups, and total group size, while visiting NPS parks. Tabular data shown in this figure are presented in Appendix A, [Table A-2](#).

- The median number of adults per personal group is two people.
- Most personal groups (66%) do not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 8). These data show the true age distribution of respondent groups sampled at parks in 2022.

What are the ages of each of the adults and children in your group?

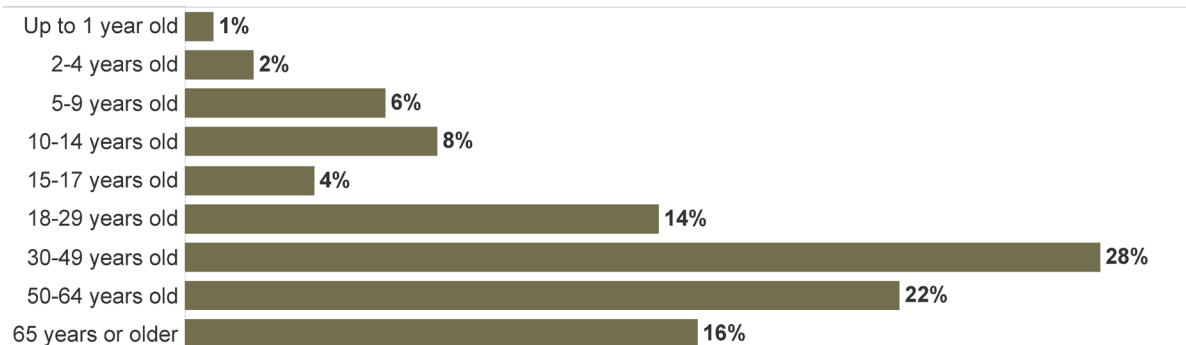


Figure 8. Age distribution of all members of personal groups while visiting NPS parks.

- The most common age of personal group members is 30–49 years old (28%), followed by 50–64 years old (22%), and 65 years or older (16%).
- Children (i.e., visitors under 18 years old) account for a combined total of 21% of group members.
- Note: Data for this question is collected for up to six adults and children per responding group. Because this sample size is very different than all other questions, the sample size is not displayed on the graph.

Questions 11–14: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit the park for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 9 and Table 8).

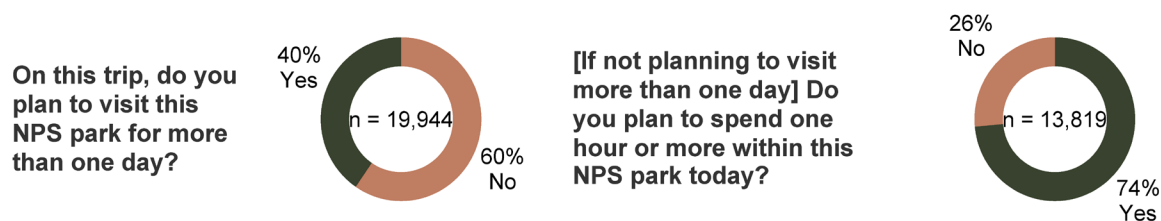


Figure 9. Duration of trips to NPS parks.

Table 8. Length of time spent within NPS parks.

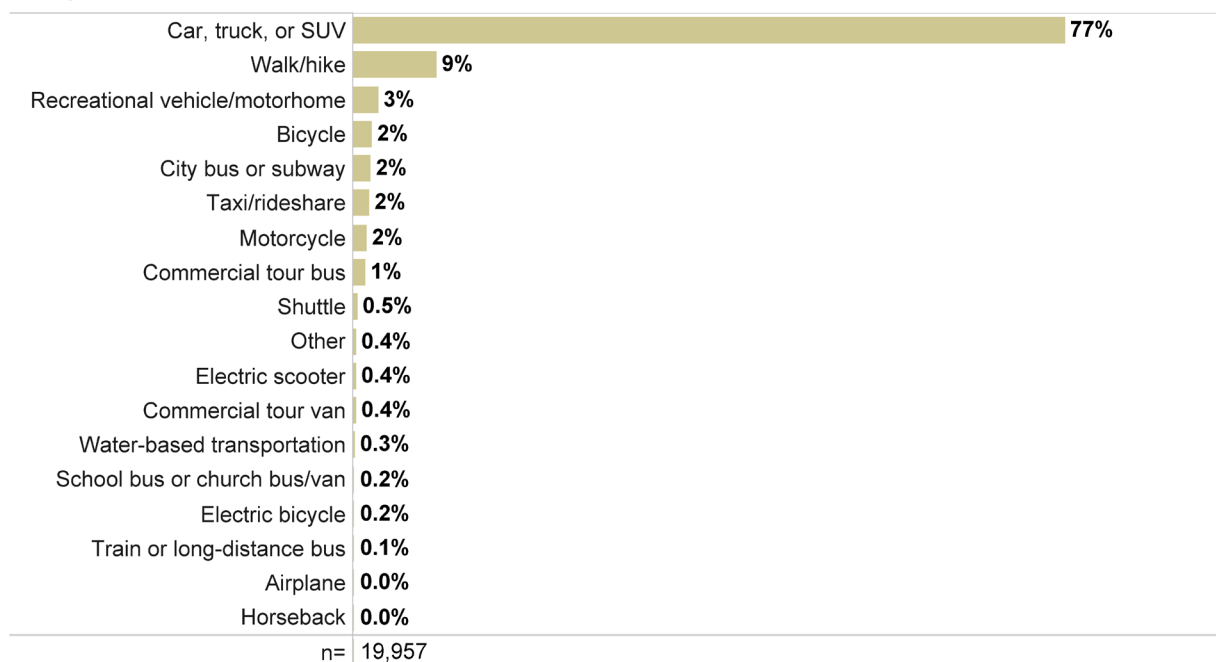
Question	n	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within the park today?	3,504	20
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within the park today?	10,249	3
[If planning to visit at least one day] How many days do you plan to spend within the park on this trip?	6,135	3
[If planning to visit at least one day] On how many different days do you expect to enter the park?	6,117	3

- Most respondents (60%) did not plan to spend more than one day in the park where they were surveyed on the trip during which they were contacted.
- Among respondents who did not spend more than a day in the park, about three-fourths (74%) planned to spend one hour or more in the park. The median length of time spent in the park among this group is three hours.
- The remaining 40% of respondents planned to visit for more than one day; among those respondents, the median length of stay is three days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer is three days.

Question 15: Transportation

Respondents were asked about the form of transportation they used to enter the park on the day they were surveyed (Figure 10).

Which of the following forms of transportation did you personally use to arrive or enter this NPS park today?



[If entered by water] Which of the following forms of water-based transportation did you use to arrive or enter this NPS park?



Figure 10. Forms of transportation used to enter NPS parks.

- The majority of respondents (77%) report that they used a car, truck, or SUV to enter the park on the day of the survey.
- This was followed distantly by walking/hiking (9%) or a recreational vehicle/motorhome (3%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV; recreational vehicle or motorhome; or motorcycle), they were asked to indicate how many people were travelling in or on that vehicle (Figure 11).

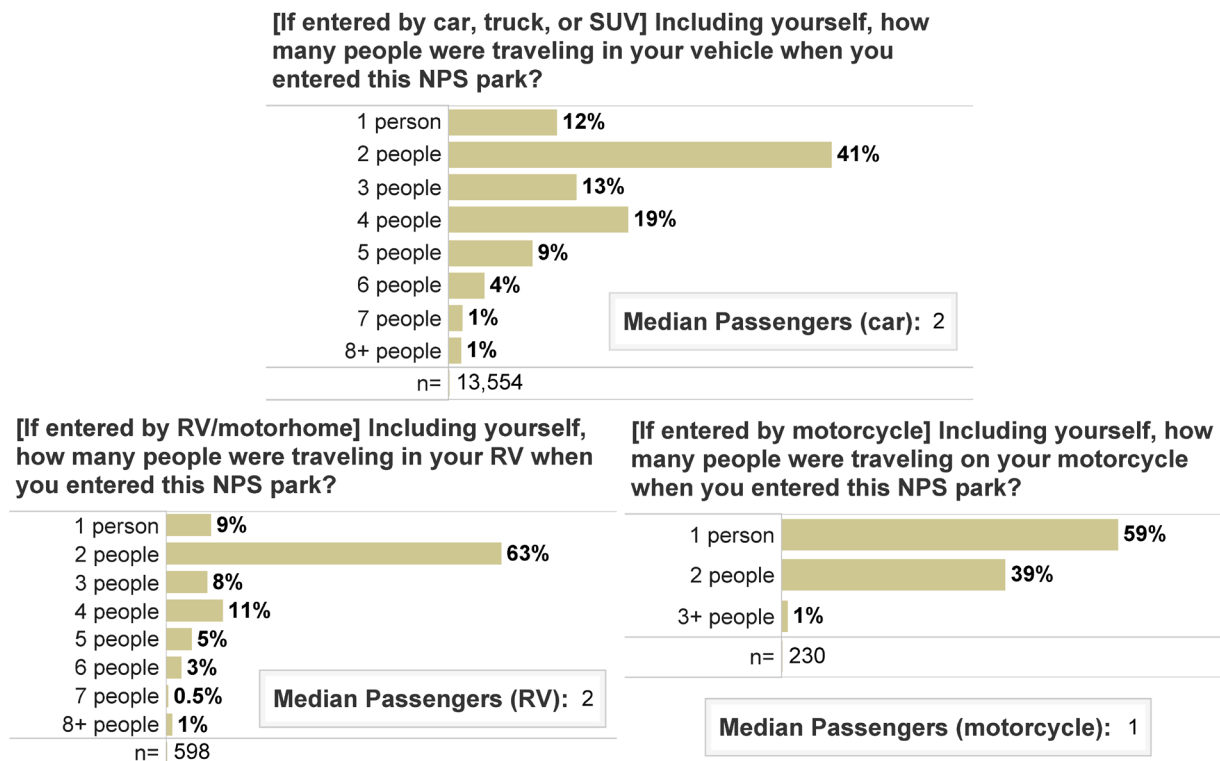


Figure 11. Number of people in or on vehicles when entering NPS parks. Tabular data shown in this figure are presented in Appendix A, [Table A-3](#).

- Approximately 40% of respondents traveling by car report two people in the car. The next common group size is four people (19%), followed by three people (13%).
- Almost two-thirds of respondents entering NPS parks by RV/motorhome report travelling in a group of two people (63%), followed by four people (11%) or alone (9%).
- Most motorcyclists (59%) were traveling with only one person on the motorcycle at the time of intercept.

Question 17: Previous Visits to the Park

Respondents were asked if they were first-time visitors to the park where they were contacted. Repeat visitors were then asked how many visits they have made to the park in the last 12 months and the last five years (Figure 12).

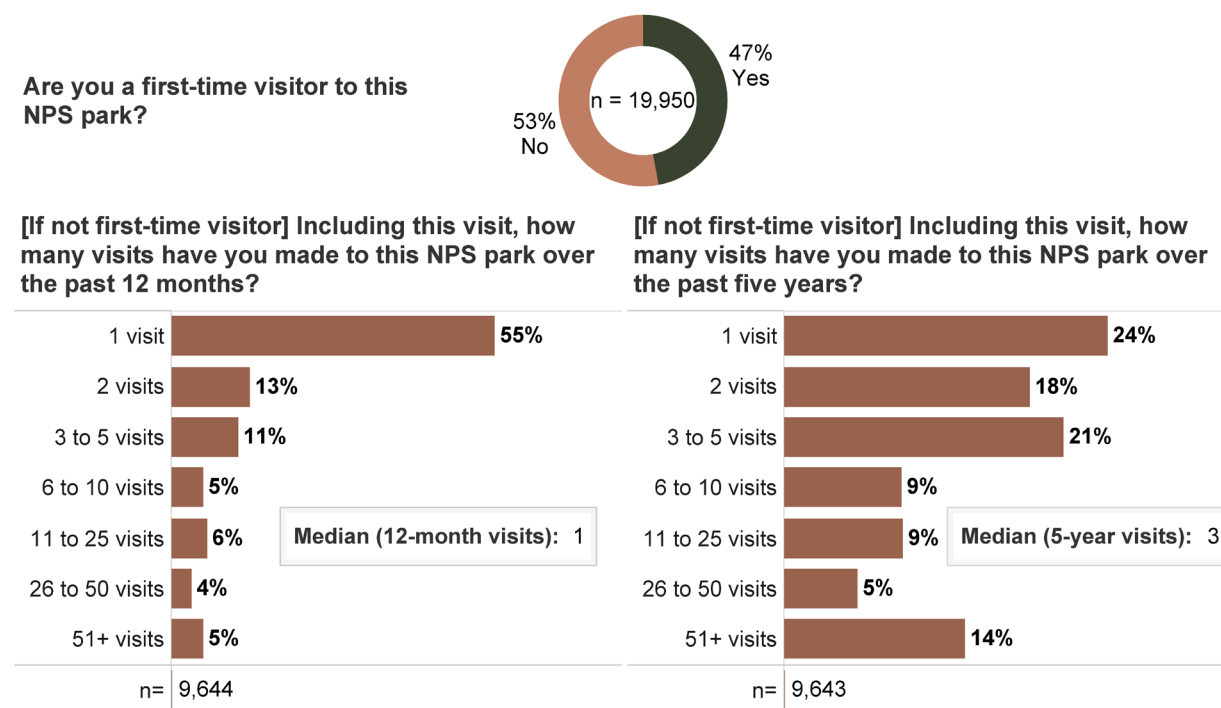


Figure 12. Previous visits to the current NPS park. Tabular data shown in this figure are presented in Appendix A, [Table A-4](#).

- Most respondents (53%) had been to the NPS site where they were surveyed before.
- Among respondents who were repeat visitors, the majority (55%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, the majority of repeat visitors (76%) had visited at least one prior time within the past 5 years.
- The median number of visits made in the past 5 years is three, including the current trip; 28% of repeat visitors had made more than 10 visits in the past 5 years.

Question 18: Previous Visits to Other NPS Units

Respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 13).

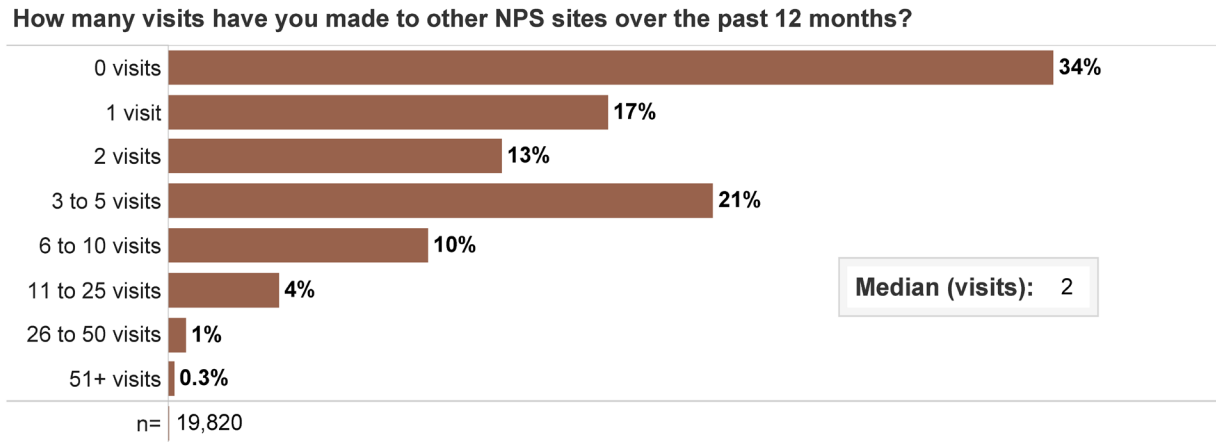


Figure 13. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, [Table A-5](#).

- Two-thirds (66%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months is two, though a combined 36% had made three or more visits in the past year.

Post-trip Survey Results

The following section provides results of the 5,760 post-trip visitor surveys received by mail-back or online methods following fieldwork conducted in 24 NPS parks in 2022. Again, categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information about NPS Parks

First, respondents are asked what sources they used prior to their trip to obtain information about the park where they were surveyed, and whether they had the information about the park that they needed on their trip (Figure 14).

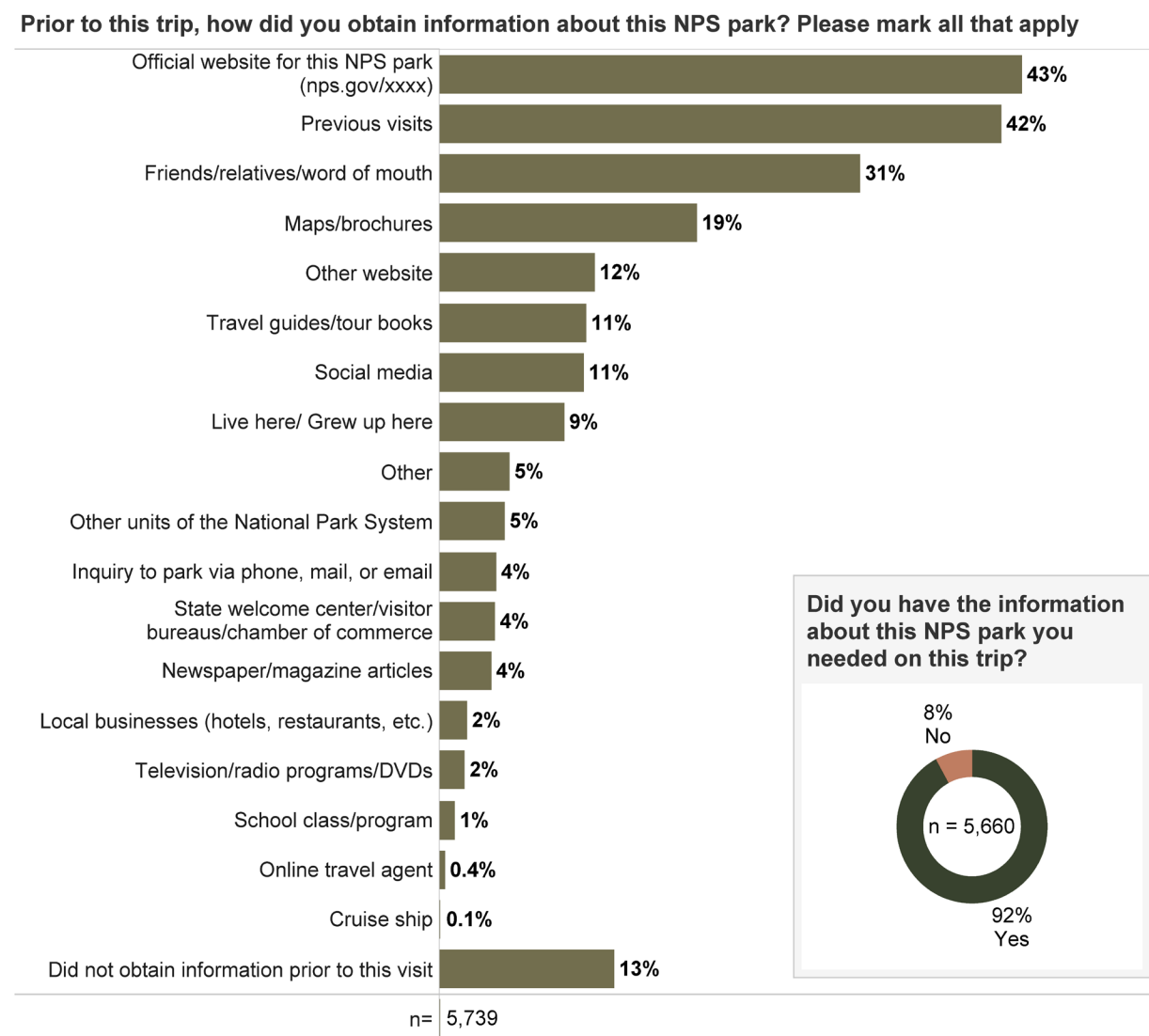


Figure 14. Sources used to obtain information about NPS parks prior to trips.

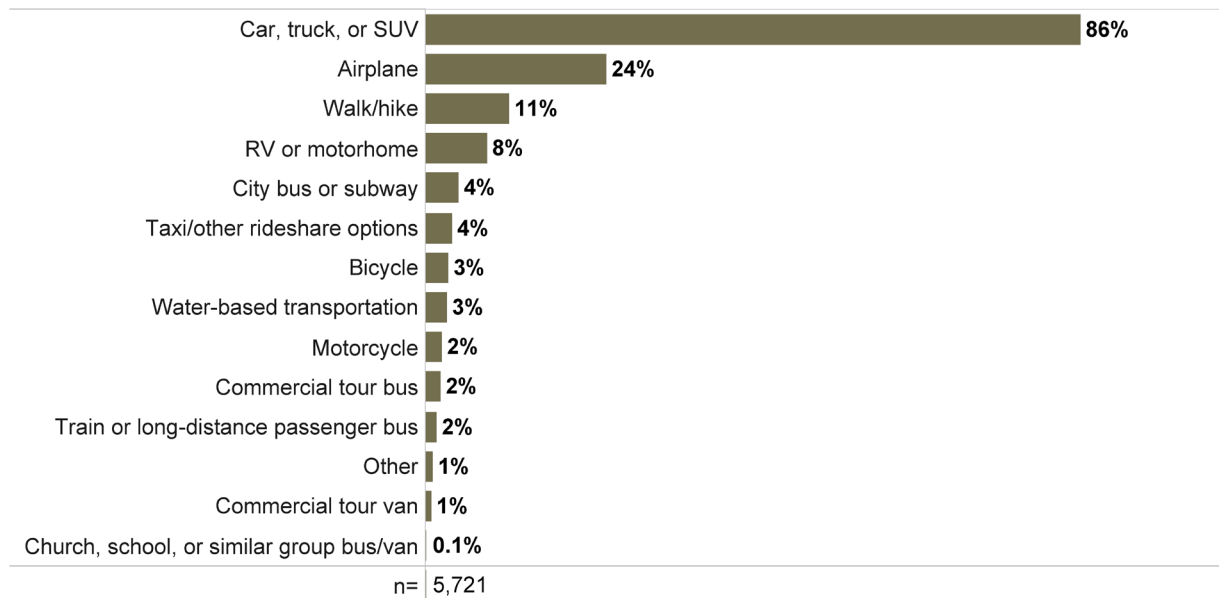
- The most-used resource is the official NPS park website; 43% of respondents report having used it.

- The second most common source is previous visits to a site (42%), followed by friends/relatives/word of mouth (31%), maps/brochures (19%), and other websites (12%).
- In a follow-up question, 92% of respondents indicate that they had the information about the park that they needed on their trip, while 8% indicate that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the post-trip survey asked respondents to select all forms of transportation they personally used to travel from their home to the park on their trip (Figure 15).

Please list all forms of transportation you personally used to travel from your home to this NPS park on this trip. Please mark all that apply



[If used water-based transportation] Type(s) used. Please mark all that apply

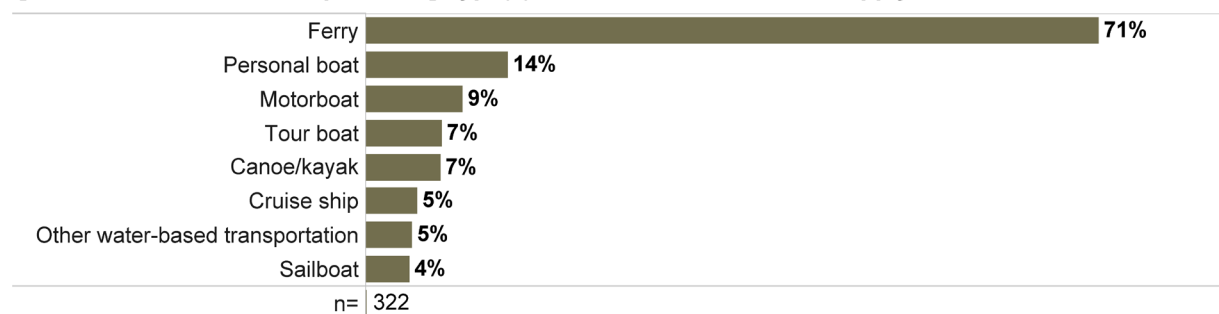


Figure 15. Forms of transportation used to travel from home to NPS parks.

- Nearly all respondents (86%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to the park where they were contacted.
- The second most common mode of travel is an airplane (24%), followed by walk/hike (11%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to the park on the day of the survey (Figure 16).

What type of group were you with, during your visit to this NPS park on the day you were contacted for this survey?

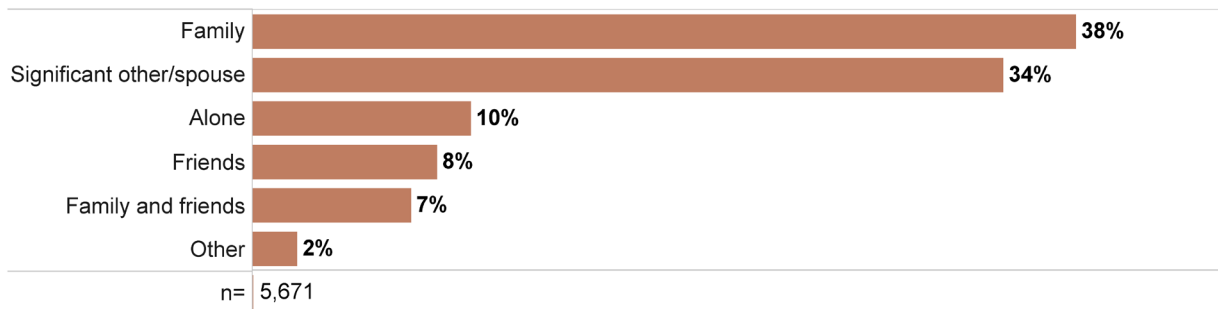


Figure 16. Travel party composition during NPS park visits.

- Over a third of respondents (38%) visited the park with their family.
- An additional third of respondents (34%) explored the park with their significant other/spouse, and another 10% visited alone.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to the park (Figure 17). Data for parks that do not have an entrance fee was removed from this analysis. Therefore, the sample size for this question only includes surveys from sampled parks that had entrance fees during 2022.

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

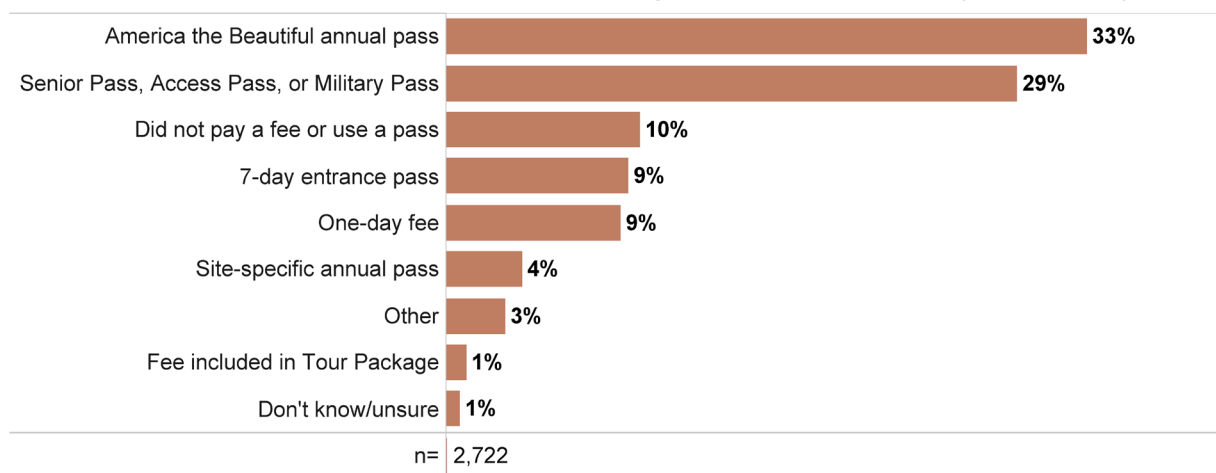


Figure 17. Fees paid to enter NPS parks.

- Where a fee was present, a third of respondents (33%) report using an America the Beautiful annual pass, and another 29% entered using a Senior Pass, Access Pass, or Military Pass.
- In contrast, 22% of respondents entered using a park-specific pass or fee (i.e., annual pass, 7-day, or single-day entrance fee).
- Approximately 10% of respondents say they did not pay a fee, which may be due to either confusion about fees (a common note from on-site surveyors) or that they had not yet paid when intercepted.

Questions 12–14: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 18).

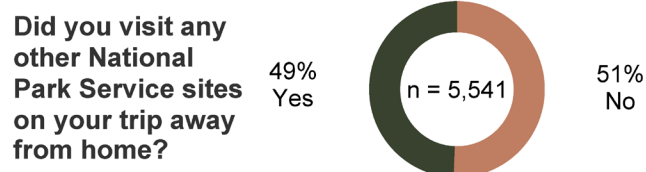
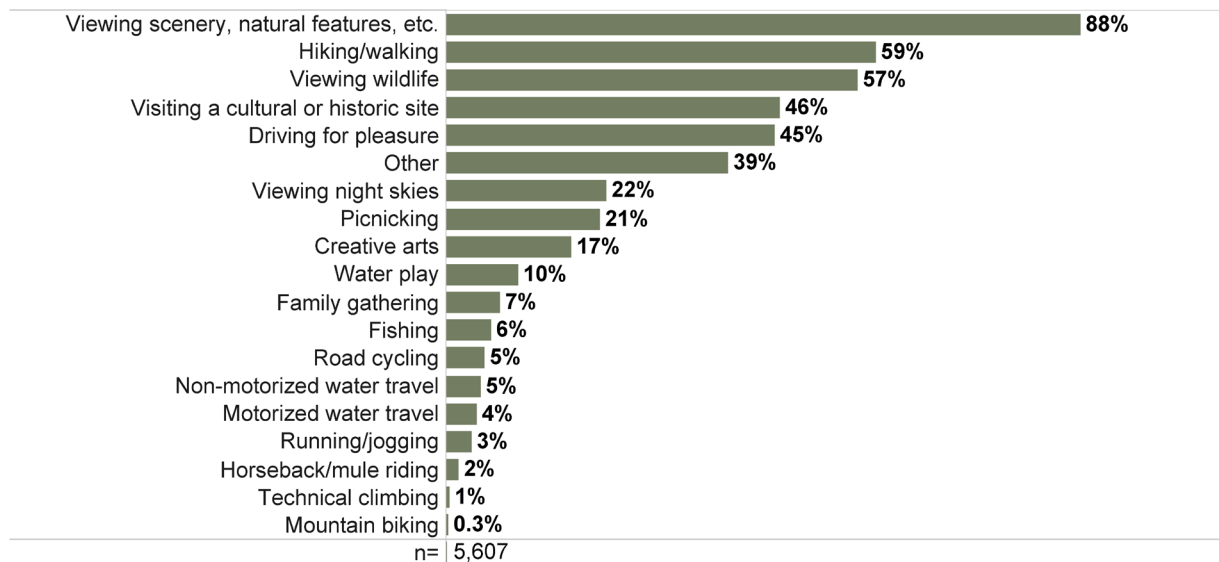


Figure 18. NPS sites visited on trips away from home.

- Just under half (49%) of all respondents visited other NPS sites on their trip, while 51% identify the park they were contacted at as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Survey respondents were then asked to identify all activities that they participated in while visiting the park where they were contacted, and which of those was their primary activity (Figure 19).

On this trip, in which of the following activities did you personally participate in while visiting this NPS park? Please mark all that apply



And which was your primary activity during your visit to this NPS park on the day you were contacted for this survey?

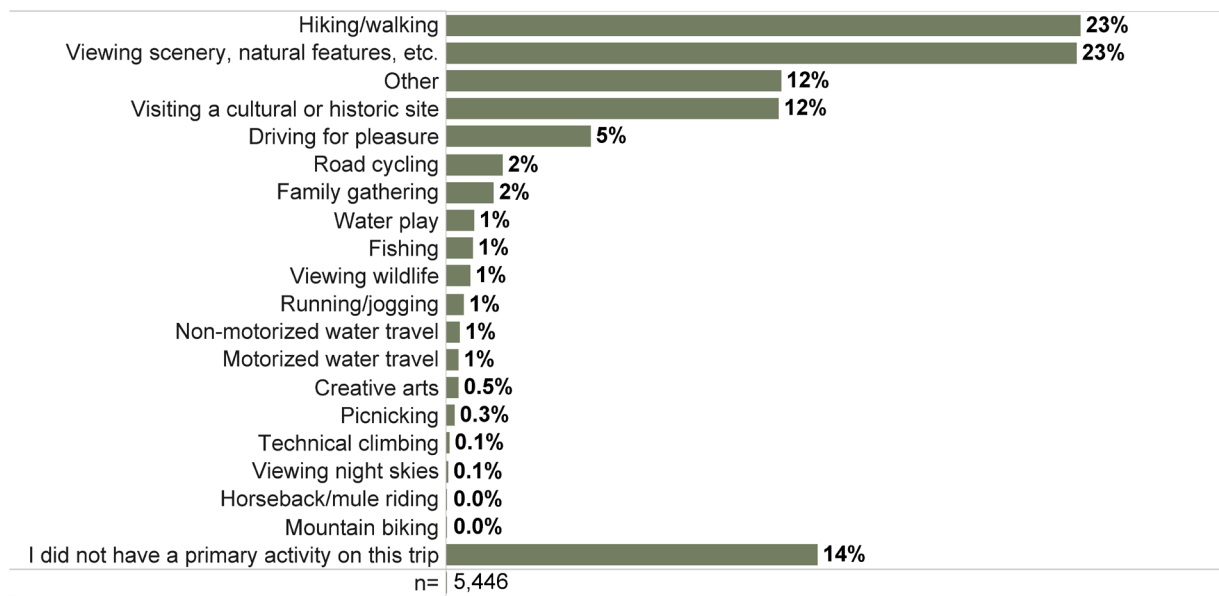


Figure 19. Participation in activities at NPS parks.

- Almost all respondents report viewing scenery and natural features (88%), with more than half hiking/walking (59%) and/or viewing wildlife (57%).
- Mountain biking, technical climbing, horseback/mule riding, and running/jogging are all uncommon activities (reported by 3% or fewer of respondents).
- An equal number of respondents (23% each) report either hiking/walking or viewing scenery/natural features as their primary activity, followed by other activities not listed, or visiting a cultural or historic site (12% each).
- Notably, while a large share of respondents report viewing wildlife during their trip (57%), few respondents identify this as their primary activity (1%).
- In this question, a larger than normal share of “other” responses was found (39% in the multiple response question; 12% in primary activity). Parks were allowed to add their own activities which were site-specific. For any activity that was not feasible to be combined with the standard national sample list was grouped as an “other” response. These park-specific activity responses are summarized in the individual park reports.

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons or motivations to visit the park on their trip, then asked which of those was the most important reason for them to visit the park (Figure 20).

How important to you were each of the following reasons or motivations for visiting this NPS park on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To spend time with family/friends	5,412	9%	3%	10%	26%	51%
To view wildlife or natural scenery	5,415	9%	6%	13%	29%	42%
To relax	5,403	8%	7%	16%	31%	37%
To visit a National Park Service site	5,414	14%	12%	21%	26%	27%
To get physical exercise	5,426	11%	12%	27%	27%	23%
To hear the sounds of nature/quiet	5,386	16%	13%	22%	28%	22%
To learn more about American history and culture	5,430	11%	16%	25%	27%	21%
To experience solitude	5,357	24%	16%	23%	22%	14%
To learn more about nature	5,327	20%	15%	28%	24%	13%
To view dark night sky/stars	5,112	39%	18%	20%	14%	9%
Other (if specified)	616	24%	2%	5%	13%	55%

And which was the most important reason for you to visit this NPS park on this trip?

To spend time with family/friends	25%
To view wildlife or natural scenery	24%
To learn more about American history and culture	15%
To visit a National Park Service site	13%
To relax	7%
To get physical exercise	6%
Other	4%
To experience solitude	2%
To hear sounds of nature/quiet	2%
To learn more about nature	1%
To view dark night sky/stars	0.2%
n=	5,282

Figure 20. Reasons or motivations to visit NPS parks. Tabular data shown in this figure are presented in Appendix A, [Table A-6](#).

- Most respondents indicate that spending time with family/friends (51%) and viewing wildlife or natural scenery (42%) were extremely important reasons for their trip to the park.
- Other important reasons are to relax and to visit a National Park Service site (37% and 27% of respondents, respectively, rate them as extremely important).
- The most common response about the most important reason is to spend time with family/friends (25%), followed by to view wildlife or natural scenery (24%), and to learn more about American history and culture (15%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated during their trip to the park (Figure 21).

On this trip, in which of the following programs and services did you personally participate within this NPS park? Please mark all that apply

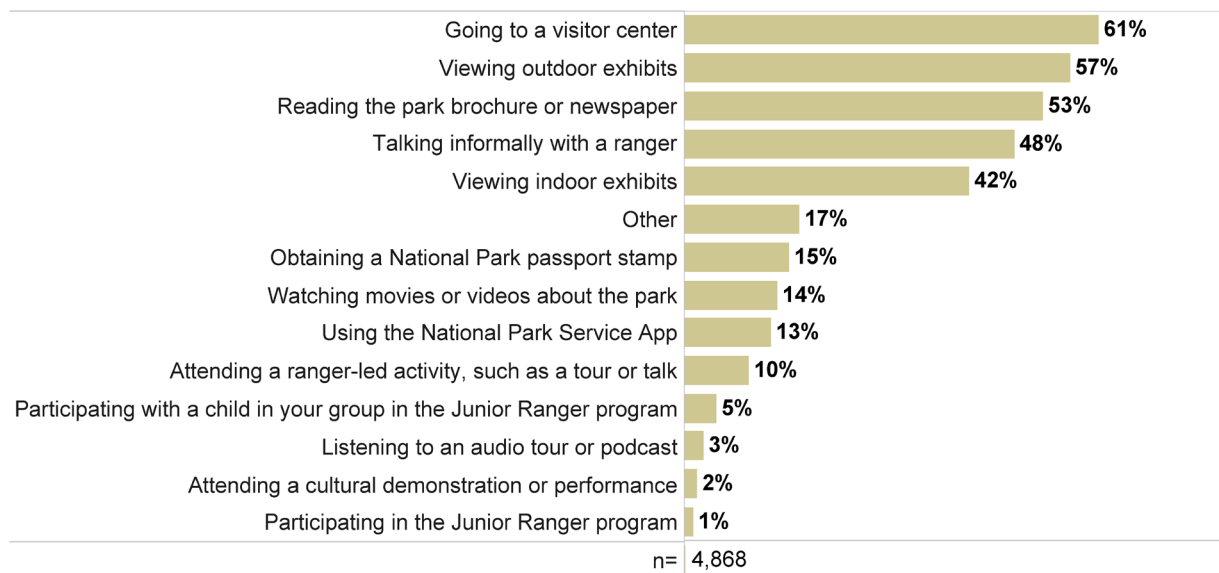


Figure 21. Programs participated in while visiting NPS parks.

- The three most-used programs or services are going to a visitor center (61%), viewing outdoor exhibits (57%), and reading the park brochure or newspaper (53%).
- Two other programs were engaged in by more than 40% of respondents: talking informally with a ranger (48%) and viewing indoor exhibits (42%).
- Similar to park activities, parks were able to add their own specific programs to the list. If a program did not resemble any of the standard programs listed for the national programs, they were converted to “other” responses (17%). These park-specific program responses are summarized in the individual park reports.

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 22).



Figure 22. Learning.

- Half of respondents (50%) report that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- More than two-thirds of respondents (70%) report that if they were to visit the park in the future, there are not any particular subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate in an open-ended text box.

Questions 20–21: Use of Devices

Next, a series of survey questions focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in the park (Figure 23).

Did you use a personal electronic device while in this NPS park to do any of the following actions?			
	Yes	Don't know	No
GPS/Navigation n=5,295	64%	1%	35%
Send/receive a text message n=5,371	64%	2%	35%
Search the internet/email n=5,216	53%	2%	45%
Share pics/videos/audio via social media n=5,214	48%	2%	51%
Make/receive a cell phone call n=5,288	45%	2%	53%
Listen to/use an NPS podcast n=4,857	3%	2%	95%
Other (if specified) n=1,228	30%	10%	60%

Figure 23. Use of personal electronic devices while visiting NPS parks. Tabular data shown in this figure are presented in Appendix A, [Table A-7](#).

- Almost two-thirds of respondents (64% each) report using GPS/navigation and sending/receiving text messages.
- Conversely, only 3% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 24), and the quality of their service (Figure 25).

How important to you was it during your visit to this NPS park to use personal electronic devices to do each of the following?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
GPS/Navigation	5,228	21%	9%	18%	22%	30%
Send/receive a text message	5,306	25%	16%	23%	18%	17%
Search the internet/email	5,207	35%	17%	21%	15%	13%
Share pics/videos/audio via social media	5,154	45%	19%	19%	10%	8%
Make/receive a cell phone call	5,294	31%	16%	20%	16%	16%
Listen to/use an NPS podcast	4,938	74%	13%	9%	3%	2%
Other (if specified)	756	66%	5%	8%	6%	15%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 24. The importance of the use of personal electronic devices while visiting NPS parks. Tabular data shown in this figure are presented in Appendix A, [Table A-8](#).

- The most important device used is GPS/navigation (30% of respondents rated it as extremely important, followed by 22% who found it to be very important). All other reasons vary in importance with most options having a mixture of important and not important ratings.
- Listening to and using an NPS podcast is rated as extremely important only by 2% of respondents, and not at all important by 74% of respondents.

How would you rate the quality of service to do each of the following?

Rating Category	n=	Percent Responding				
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good
GPS/Navigation	3,249	9%	13%	22%	24%	32%
Send/receive a text message	3,372	12%	19%	22%	21%	26%
Search the internet/email	3,045	15%	22%	21%	19%	22%
Share pics/videos/audio via social media	2,595	18%	19%	21%	18%	24%
Make/receive a cell phone call	3,045	15%	20%	21%	20%	24%
Listen to/use an NPS podcast	1,256	35%	15%	18%	15%	17%
Other (if specified)	367	24%	14%	15%	16%	32%

Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 25. Quality of service of personal electronic devices while visiting NPS parks. Tabular data shown in this figure are presented in Appendix A, [Table A-9](#).

- GPS/navigation and sending/receiving a text message are rated as very good or good by 56% and 47% of respondents, respectively. However, 9% and 12% of respondents report that they had no service for this, respectively.
- Of all options, a high of 35% of respondents say they did not have any service for that feature. That said, about a third or more of respondents claim that service was either poor or there was no service for almost all options except GPS/Navigation.
- Many respondents did not have specific needs for some options such as listening to/use an NPS podcast.

Question 22: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to the park. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 26).

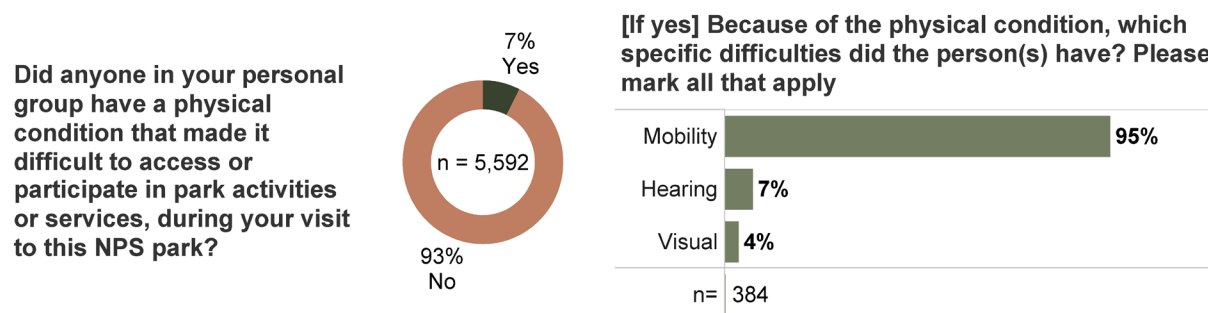


Figure 26. Physical difficulties while visiting NPS parks.

- The majority of respondents (93%) report that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to the park.
- Among respondents who identify at least one difficulty, 95% report mobility issues in their group, with small portions also reporting hearing and/or visual difficulties.

Questions 25–28: Visitor Experience

Respondents were asked if their visit to the park met their expectations (Figure 27).

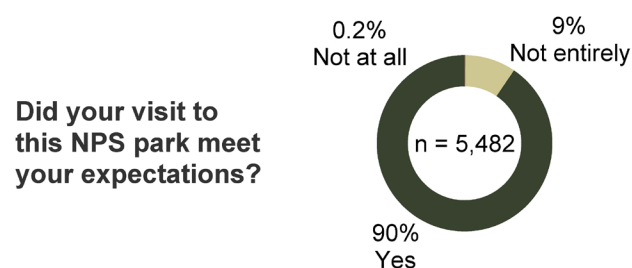


Figure 27. Expectations of NPS parks.

- The majority of respondents (90%) report that their visit to the park met their expectations, while 9% of respondents say it did not meet their expectations entirely, and only 0.2% of respondents indicate that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that the park did not meet their expectations were asked to elaborate in an open-ended text box.

Respondents were then given several statements about the park where they were contacted and asked to indicate their level of agreement or disagreement with each given statement (Figure 28).

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

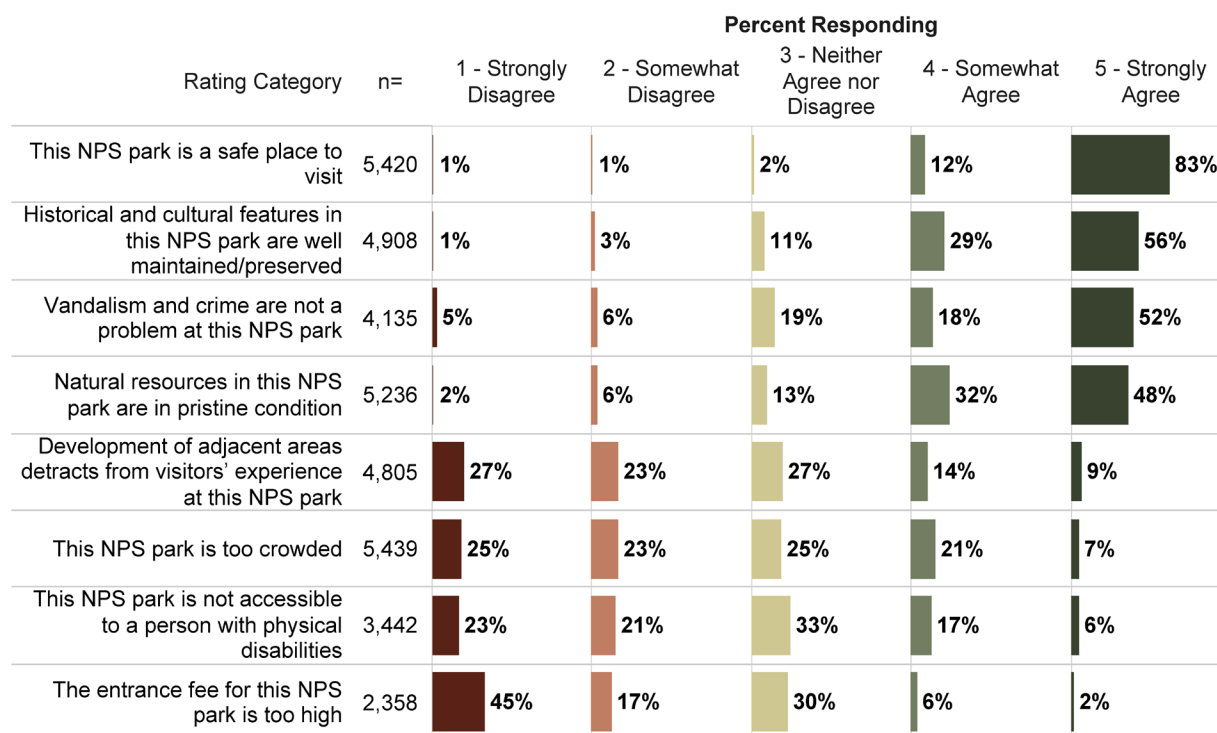


Figure 28. Rating NPS park experiences. Tabular data shown in this figure are presented in Appendix A, [Table A-10](#).

- From all the statements listed, “NPS parks are a safe place to visit” receives the most consensus, with a combined 95% of respondents saying they either strongly or somewhat agree with it. That is followed by “Historical and cultural features in NPS parks are well maintained/preserved” (85%), “Natural resources in NPS parks are in pristine condition” (80%), and “Vandalism and crime are not a problem at this NPS park” (70%).
- Conversely, “The entrance fee for NPS parks is too high” was rated the lowest agreed upon statement with 62% saying they either somewhat or strongly disagreed.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in the park where they were contacted (Figure 29).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in this NPS park?

Rating Category	n=	Percent Responding				
		1 - Very poor	2 - Poor	3 - Average	4 - Good	5 - Very good
Value for entrance fee paid	3,375	0.3%	0.5%	7%	19%	73%
Outdoor recreation	3,765	0.4%	1%	6%	22%	71%
Assistance from park employees	3,950	1%	1%	7%	23%	68%
Park map or brochure	4,252	0.4%	1%	7%	26%	66%
Ranger programs	1,276	1%	3%	10%	25%	61%
Visitor Center	4,198	1%	2%	10%	27%	60%
Walkways, trails, and roads	5,256	0.3%	1%	8%	32%	58%
Learning about nature, history, or culture	4,104	0.4%	2%	12%	31%	55%
Exhibits (indoor and outdoor)	4,532	0.1%	2%	11%	33%	54%
Campgrounds and/or picnic areas	2,113	1%	2%	11%	36%	50%
Restrooms	4,556	2%	4%	17%	33%	44%
Commercial services in the park	2,690	2%	9%	23%	32%	34%
Other services (if specified)	152	16%	8%	15%	15%	46%

Figure 29. Rating the quality of NPS park facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, [Table A-11](#).

- Over half of respondents (ranging from 50% to 73%) rated all attributes as “very good” except for restrooms and commercial services which received slightly lower ratings.
- Overall, every facility or service has a strong rating, with only very small percentages of any specific amenity or facility rated as poor or very poor (11% maximum excluding “other services”).

Finally, respondents were asked to rate the overall quality of the park facilities, visitor services, and recreation opportunities (Figure 30).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in this NPS park?

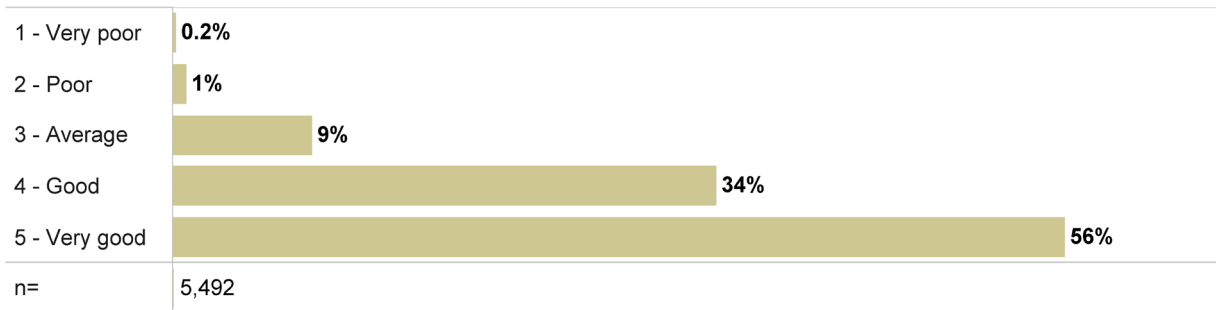


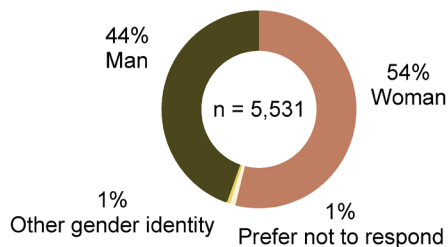
Figure 30. Rating overall quality of NPS park facilities, visitor services, and recreational opportunities.

- In general, over half of respondents (56%) rate the quality of the park facilities, visitor services, and recreational opportunities in the park where they were contacted as very good, and another 34% rate them as good.

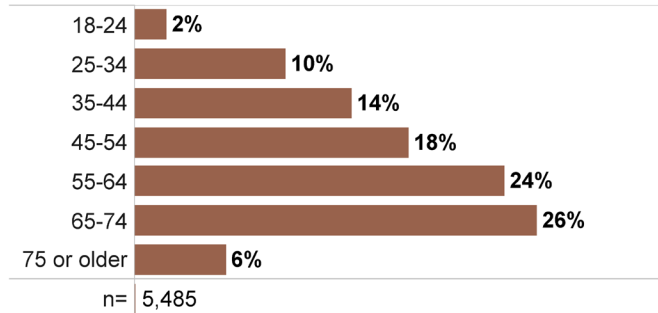
Questions 31–39: Background/Demographics

In the final section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 31 depicts descriptive statistics for respondent gender, age, and education.

What is your gender?



What is your age?



What is the highest degree or level of school you have completed?

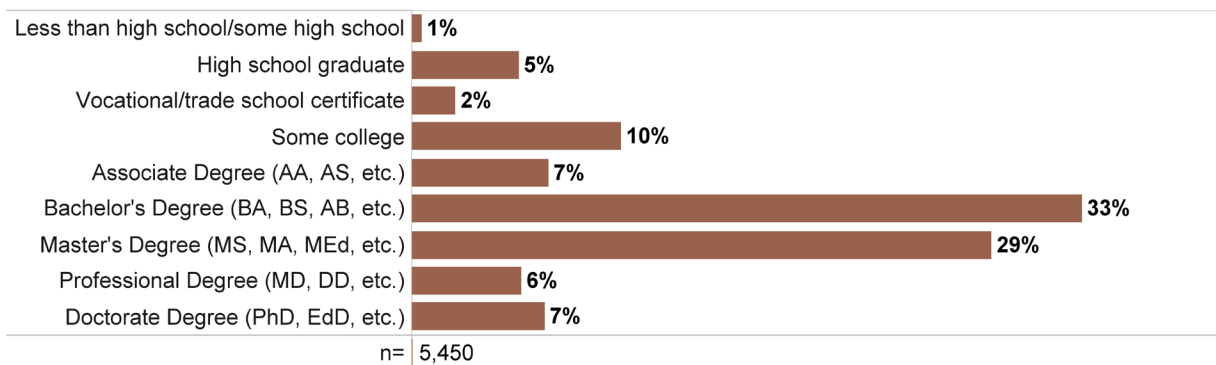


Figure 31. Respondent demographics: gender, age, and level of education.

- Follow-up survey respondents are more likely to be women than men (54% vs 44%). Another 1% have another gender identity, while 1% prefer not to disclose their gender identity.
- Only visitors aged 18 or older are eligible to participate in the study. The most common age categories of eligible respondents are 65–74 (26%), 55–64 (24%), 45–54 (18%). The least represented age group is 18–24-year-olds (only 2% of the participants).
- Most survey respondents are highly educated, with a combined 82% having some college degree, and a plurality (33%) holding a bachelor’s degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish Origin (Figure 32).

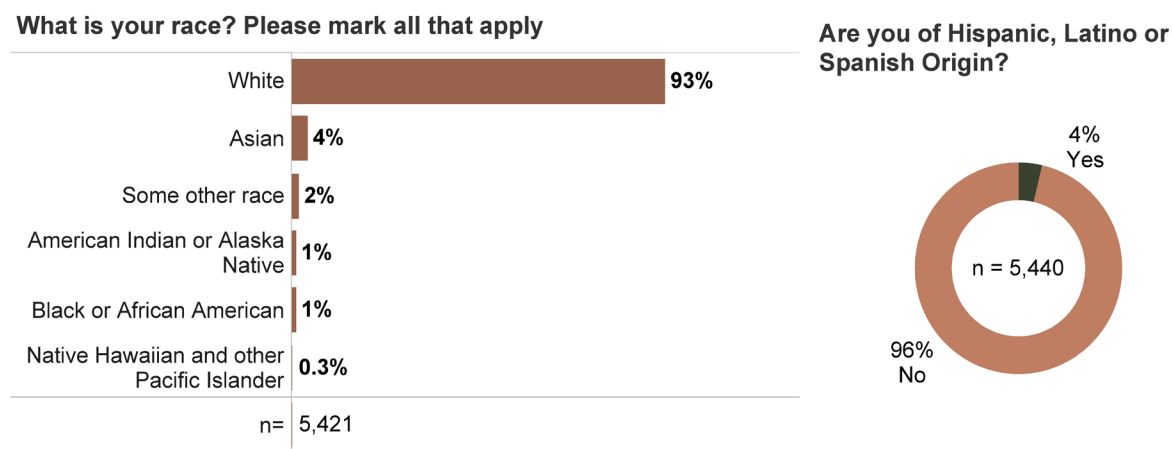


Figure 32. Respondent demographics: race and ethnicity.

- The majority of respondents (93%) are White, while 4% are Asian.
- Most respondents (96%) are not of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 33).

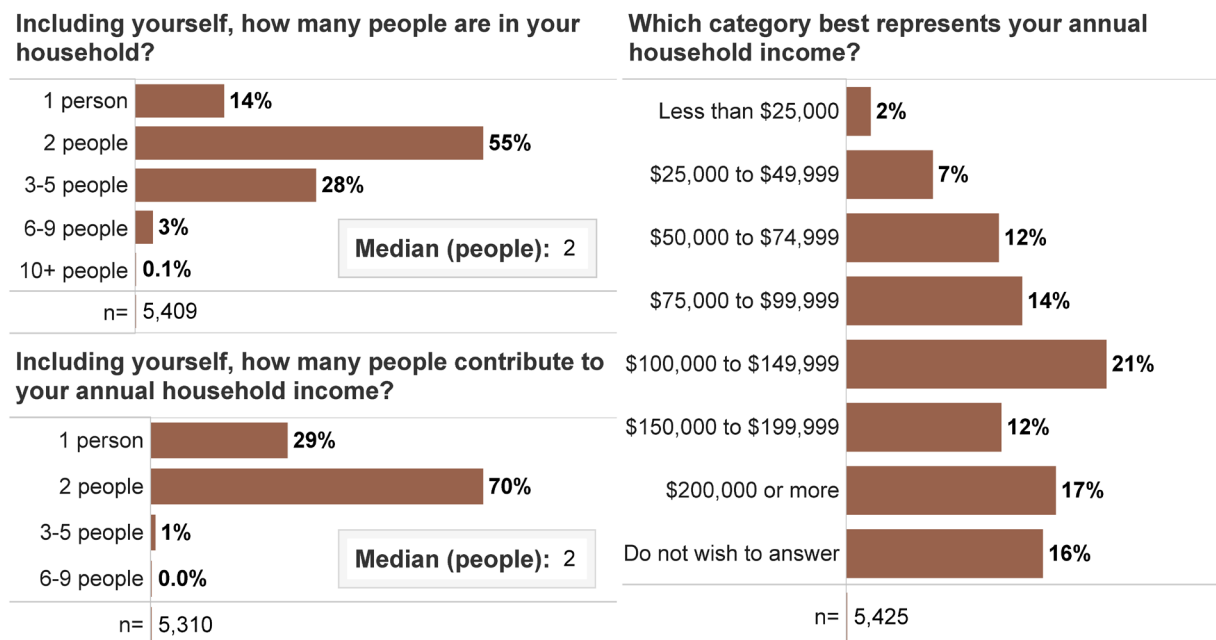


Figure 33. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, [Table A-12](#).

- Over half of respondents (55%) have two people in their household, followed by 3–5 people (another 28%).
- In addition to being highly educated, respondents are also relatively affluent. Just over a fifth of respondents (21%) report that their annual household income is between \$100,000 to \$149,999, and another 29% earn \$150,000 or more.
- Most respondents (70%) come from a dual-income household.

Finally, respondents were asked about their language preference (Figure 34).

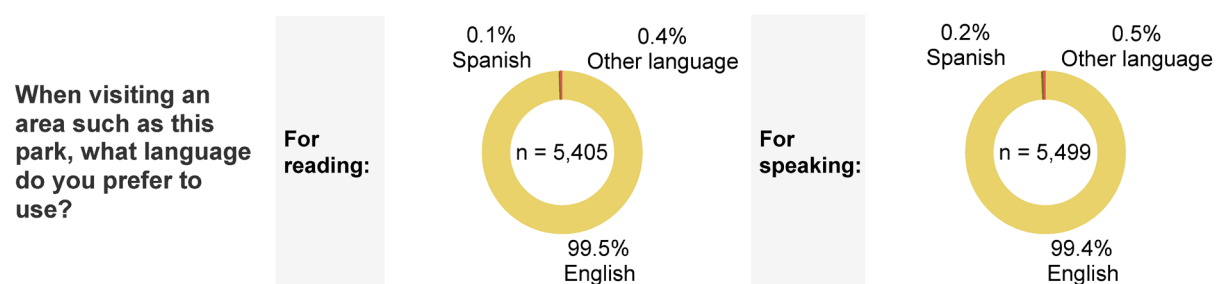


Figure 34. Respondent language preferences.

- While 4% of respondents are of Hispanic, Latino or Spanish, the overwhelming majority of respondents (over 99%) prefer to use English both for reading and speaking when visiting an area such as the park where they were contacted.

Discussion and Conclusions

The following section highlights key findings from the 2022 SEM Visitor Survey conducted at 24 parks across the United States. Because the study's findings are the first of their kind for such a comprehensive study, the 2022 SEM Visitor Survey results will form the baseline for future studies to be compared against. At present these results could be compared with individual park studies and some insights from the Comprehensive Survey of the American Public. Future iterations of the SEM Visitor Survey are discussed within this section as well.

National Findings

The 2022 SEM Visitor Study is an invaluable source of insight into national-level topics that were previously challenging to estimate through individual park studies. As mentioned, this study now equips the agency with the long-awaited ability to compare nationwide results on an annual basis. This year's findings have revealed a wealth of interesting, useful, and positive information provided by park visitors.

Overall, some of the most encouraging results stem from the ratings of facilities/services and the agreement with key statements regarding visitor experience. Respondents overwhelmingly perceive NPS sites as safe, peaceful, and scenic places to spend quality time with friends and family. This perception reaffirms the role that parks have played for decades, confirming that visitors still recognize and value these inherent qualities. Furthermore, respondents believe that the sites are well-preserved culturally, historically, and naturally. This attests to the agency's dual mission of ensuring enjoyment for people while preserving our precious resources, a balance that respondents seem to acknowledge. Additionally, respondents expressed overwhelmingly positive views about the quality of facilities and services offered across the sampled parks. While continuous improvements are always beneficial, visitors consistently rated the existing offerings very positively.

Regarding trip characteristics, a majority of respondents reported spending at least one night at a park, although this varied depending on park type and size. Furthermore, a significant proportion of respondents indicated that they were visiting a particular site for at least the second time. The high percentage of repeat visitation demonstrates that park units continue to attract and retain visitors. However, it is crucial to recognize that first-time visitors still represent a considerable portion of park visitors. This emphasizes the need to provide a high-quality experience for new visitors, introducing them to what parks have to offer and acclimating them to the park system. Striking a balance between meeting the expectations of repeat visitors and catering to the needs of newcomers is a key strategy for upholding the agency's mission.

Respondents were more demographically homogenous than the wider American population. They were also more likely to have obtained a college education. This aligns with findings from the Comprehensive Survey of the American Public, where education level obtained was the biggest difference between non-visitors and visitors to national parks. More study is needed comparing NPS visitors and U.S. Census data at a finer geographic resolution to better understand the nuances of visitor characteristics and the factors that may influence who visits parks.

One particularly time-sensitive finding is that most visitors did not feel crowded at the sampled parks during the study period. While addressing perceptions of crowding remains a priority at certain popular locations, the majority of respondents did not experience significant overcrowding. This highlights the resilience of visitors in coping with current conditions at parks and may warrant further exploration in the future.

The results from this study extend beyond this inaugural report, serving as a foundation for ongoing monitoring of visitor perceptions and service improvements across the country. The data collected will continue to be analyzed in various ways, from examining open-ended comments to conducting cross-tabulation and segmentation of visitor types. This rich dataset will provide ongoing benefits to the agency and future research endeavors. As this report represents the first year of comprehensive data collection for the SEM Visitor Survey, the journey of monitoring visitor trends into 2023 and beyond has only just begun.

Future Research and Reports

Future research is a pivotal aspect of the SEM Visitor Survey. The second season of data collection for the survey commenced in March 2023, encompassing a new selection of 24 parks for sampling. This data collection period will continue until the fall of 2023, with data being gathered and presented in the same format to enable comparisons with the 2022 dataset. Once the 2023 dataset is finalized, a similar report summarizing findings from the next set of representative parks will be produced and published.

Looking ahead, the SEM Visitor Survey aims to explore year-over-year trends and make comparisons across different grouping categories over time, such as by region, size, and park type. While national-level statistics will be compared annually, regional, park type, and size comparisons will require the accumulation and verification of sufficient data within each stratum. Additionally, additional weighting considerations will be necessary for multi-year analyses.

Appendix A: Accessible Tables

This appendix contains accessible tables with data from figures found in the body of the report. Table captions include hyperlinks to the corresponding figures. Sample sizes are unweighted while data is weighted.

Table A-1. Data from [Figure 6](#). Number of nights spent in the local area around NPS parks, by accommodation type.

Accommodation Type	N	Median
Backcountry Camping in this NPS park	356	2
Camping in this NPS park	1,463	3
Camping outside this NPS park	1,649	3
Lodging in this NPS park	259	2
Lodging outside this NPS park	8,490	4
Unpaid accommodations	978	4

Table A-2. Data from [Figure 7](#). Number of adults and children in personal groups, and total group size, while visiting NPS parks.

Age Category	n	Median
Adults	19,900	2
Children	19,900	0
Total group size	19,900	2

Table A-3. Data from [Figure 11](#). Number of people in respondents' vehicles when entering NPS parks.

Question	N	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered the park?	13,554	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered the park?	598	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered the park?	230	1

Table A-4. Data from [Figure 12](#). Previous visits to NPS parks.

Question	N	Median
[If not first-time visitor] Including this visit, how many visits have you made to this park over the past 12 months?	9,644	1
[If not first-time visitor] Including this visit, how many visits have you made to this park over the past five years?	9,643	3

Table A-5. Data from [Figure 13](#). Visits made to other NPS sites within the past year.

Question	N	Median
How many visits have you made to other NPS sites over the past 12 months?	19,573	1

Table A-6. Data from [Figure 20](#). Reasons or motivations to visit NPS parks.

Rating Category	n
To visit a National Park Service site	5,414
To experience solitude	5,357
To hear the sounds of nature/quiet	5,386
To learn more about nature	5,327
To learn more about American history and culture	5,430
To spend time with family/friends	5,412
To get physical exercise	5,426
To view wildlife or natural scenery	5,415
To relax	5,403
To view dark night sky/stars	5,112
Other (if specified)	616

Table A-7. Data from [Figure 23](#). Use of personal electronic devices while visiting NPS parks.

Device Use	n
Make/receive a cell phone call	5,288
Send/receive a text message	5,371
Search the internet/email	5,216
GPS/Navigation	5,295
Share pics/videos/audio via social media	5,214
Listen to/use an NPS podcast	4,857
Other (if specified)	1,228

Table A-8. Data from [Figure 24](#). The importance of use of personal electronic devices while visiting NPS parks.

Device Use	n
Make/receive a cell phone call	5,294
Send/receive a text message	5,306
Search the internet/email	5,207
GPS/Navigation	5,228
Share pics/videos/audio via social media	5,154
Listen to/use an NPS podcast	4,938
Other (if specified)	756

Table A-9. Data from [Figure 25](#). Quality of service of personal electronic devices while visiting NPS parks.

Device Use	n
Make/receive a cell phone call	3,045
Send/receive a text message	3,372
Search the internet/email	3,045
GPS/Navigation	3,249
Share pics/videos/audio via social media	2,595
Listen to/use an NPS podcast	1,256
Other (if specified)	367

Table A-10. Data from [Figure 28](#). Rating NPS park experiences.

Rating Category	n
This park is a safe place to visit	5,420
This park is too crowded	5,439
Natural resources in this park are in pristine condition	5,236
The entrance fee for this park is too high	2,358
Vandalism and crime are not a problem at this park	4,135
This park is not accessible to a person with physical disabilities	3,442
Historical and cultural features in this park are well maintained/preserved	4,908
Development of adjacent areas detracts from visitors' experience at this park	4,805

Table A-11. Data from [Figure 29](#). Rating the quality of NPS park facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	4,198
Exhibits (indoor and outdoor)	4,532
Restrooms	4,556
Walkways, trails, and roads	5,256
Campgrounds and/or picnic areas	2,113
Assistance from park employees	3,950
Park map or brochure	4,252
Ranger programs	1,276
Value for entrance fee paid	3,375
Commercial services in the park (food, lodging, gifts, rental, etc.)	2,690
Other services (if specified)	152
Learning about nature, history, or culture	4,104
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	3,765

Table A-12. Data from [Figure 33](#). Household demographics: annual household income and household size.

Question	N	Median
Including yourself, how many people are in your household?	5,409	2
Including yourself, how many people contribute to your annual household income?	5,310	2

Appendix B: Survey Instruments

Intercept Survey — Base Template

This appendix contains the text version of the intercept survey administered via tablet in 24 National Parks Service sites in 2022. Each intercept survey was customized with park specific information, including the park name, overnight stay options, local communities, park entrances, key park locations, and modes of transportation. However, outside of these customizations, all other questions were kept standard in order to be comparable across park units. Visitors were asked questions verbally by an interviewer, and responses were entered in a tablet form.

Intercept Survey — [NPS Site] National Park

Interviewer script: *Hello, I am working with [NPS Site] conducting a 5-minute survey to improve visitor experiences in the park. May I ask you some questions about your [NPS Site] experience? (Multiple choice, please choose one)*

- Yes
- No

(If the visitor answers yes, read the following script):

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224 and this number is valid through 5/31/2023. Secondly, your participation is voluntary, and your name will never be connected with your individual responses. This survey will only take about five minutes of your time today.

(If the visitor answers no, read the following script):

Ok, would you please answer just three short questions for us? (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers no, thank them for their time):

(If the visitor answers yes, ask the non-response bias questions):

- Are you a permanent or seasonal resident of the local area around [NPS Site]? (multiple choice, please choose one response)
 - Yes
 - No
- Do you currently live in the United States? (multiple choice, please choose one response)
 - Yes

- No
- On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in [NPS Site] and/or within the local area? (multiple choice, please choose one response)
 - Yes
 - No

(If the visitor agrees to take the full survey, read the following survey questions):

1) Are you a permanent or seasonal/second home resident of the local area around [NPS Site]? (Multiple choice, please choose one response)

- Yes, I am a permanent resident
 - *(If answer is yes)* What is your ZIP Code in the local area? (text field)
- Yes, I am a seasonal/second home resident
 - *(If answer is yes)* What is your ZIP Code in the local area? (text field)
- No, I am not a permanent or seasonal resident of the local area around [NPS Site]

2) *(If respondent is not a permanent or seasonal resident)* Do you currently live in the United States? (Multiple choice, please choose one response)

- No
 - *(If answer is no)* What is your country of origin? (select country from drop-down list)
- Yes
 - *(If answer is yes)* What is the ZIP code of your permanent residence? (text field)

3) *(If respondent is not a permanent or seasonal resident)* Was your visit to [NPS Site] the primary purpose for your overall trip away from home? (Multiple choice, please choose one response)

- Yes
- No
 - *(If answer is no)* Was your visit to [NPS Site]...? (Multiple choice, please choose one response)
 - The primary reason you came to the local area
 - One of two or more equally important reasons you came to the local area
 - An incidental or spontaneous stop

4) *(If respondent is not a permanent or seasonal resident)* How many days are you planning to spend in the local area (including the days you spend in [NPS Site]) on this trip away from home?

- Number of days (text field)

- 5) **On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in [NPS Site] and/or within the local area? (Multiple choice, please choose one response)**
- Yes
 - No
- 6) **(If respondent is staying overnight) On this trip, what type of accommodations do you expect to use while in the local area, including any nights spent in [NPS Site]? (Multiple choice, please choose all that apply)**
- Backcountry Camping in [NPS Site]
 - Number of nights (text field)
 - Camping in [NPS Site]
 - Number of nights (text field)
 - *(If respondent selects camping in [NPS Site])* In which campground(s) did you or will you stay? (multiple choice, please choose all that apply)
 - Camping outside [NPS Site] in the local area
 - Number of nights (text field)
 - Lodging in [NPS Site] (e.g., hotels, cabins)
 - Number of nights (text field)
 - Lodging outside [NPS Site] in the local area (e.g., hotels, cabins, vacation rentals)
 - Number of nights (text field)
 - Unpaid accommodations (e.g., family and friends)
 - Number of nights (text field)
- 7) **(If accommodation = staying in [NPS Site]) What time did you arrive in [NPS Site] on the first day of your stay?**
- Time (text field)
- 8) **(If accommodation = staying in [NPS Site]) What time of day do you plan to leave [NPS Site] on the last day of your stay?**
- Time (text field)
- 9) **Including yourself, how many people are in your personal group as you visit [NPS Site]?**
Note: Your personal group is you and companions with whom you visited [NPS Site] 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. (choices below)
- Number of adults (text field)
 - Number of children (text field)

10) What are the ages of each of the adults in your group? Note: ages will be collected for a max of 6 adults per group.

- Age of respondent (text field)
- Age of adult 2 (text field)
- Age of adult 3 (text field)
- Age of adult 4 (text field)
- Age of adult 5 (text field)
- Age of adult 6 (text field)

11) (If at least 1 child is in the group) What are the ages of each of the children in your group?

Note: ages will be collected for a max of 6 children per group

- Age of child 1 (text field)
- Age of child 2 (text field)
- Age of child 3 (text field)
- Age of child 4 (text field)
- Age of child 5 (text field)
- Age of child 6 (text field)

12) Including yourself, how many people in your personal group split the trip expenses?

- Number of people (text field)

13) Which communities have you already visited or do you plan to visit outside [NPS Site] while in the local area? (In other words, did you stop to do anything or buy anything [e.g., gas, groceries, dining] in any of the following?). (Multiple choice, please choose all that apply)

- Community #1
- Community #2
- Community #3
- Other — please specify (text field)
- Don't know
- I do not plan to visit any communities in the local area

14) (If accommodation is outside of [NPS Site], and if respondents select anything besides “I do not plan to visit any communities in the local area” or “don't know” on Question 13) What communities are closest to where you stayed or are staying at your accommodation(s) outside [NPS Site] in the local area? (Multiple choice, please choose all that apply)

- Community #1
- Community #2

- Community #3
- Other — please specify (text field)

15) On this trip, do you plan to visit [NPS Site] for more than one day? (Multiple choice, please choose one response)

- Yes
 - *(If answer is yes)* How many days do you plan to spend within [NPS Site] on this trip?
 - Number of days (text field)
 - *(If answer is yes)* On how many different days do you expect to enter the park?
 - Number of different days entered [NPS Site] (text field)
- No
 - *(If answer is no)* Do you plan to spend one hour or more within [NPS Site] today? (Multiple choice, please choose one response)
 - Yes
 - *(If answer is yes)* How many hours do you plan to spend within [NPS Site] today?
 - ◆ Number of hours (text field)
 - No
 - *(If answer is no)* How many minutes do you plan to spend within [NPS Site] today?
 - ◆ Number of minutes (text field)

16) Did you, or do you plan to, leave and re-enter the park today? (Multiple choice, please choose one response)

- Yes
 - *(If answer is yes)* How many times?
 - Number of times (text field)
- No

17) Which was the most recent entrance you used to enter the park? (Multiple choice, please choose one response)

- Entrance #1
- Entrance #2
- Entrance #3
- Entrance #4

18) Considering your visit *today*, have you been to or do you plan to visit any of the following locations within [NPS Site]? (Multiple choice, please choose all that apply)

- Location #1

- Location #2
- Location #3
- Location #4

19) Which of the following forms of transportation did you personally use to enter [NPS Site] today? (Multiple choice, please choose one response)

- Car, truck, or SUV (e.g., standard private vehicle)
 - *(If answer is car, truck or SUV)* Number of people in vehicle (text field)
- Recreational vehicle or motorhome
 - *(If answer is recreational vehicle or motorhome)* Number of people in vehicle (text field)
- Taxi/rideshare
- Airplane
- Commercial tour bus
- Commercial tour van
- Shuttle
- School bus or church bus/van
- City bus or subway
- Train or long-distance passenger bus
- Bicycle
- Electric Bicycle
- Electric scooter
- Water-based transportation
 - Cruise ship
 - Ferry
 - Tour boat
 - Personal boat
 - Sailboat
 - Canoe/kayak
 - Other — please specify (text field)
- Motorcycle
 - *(If answer is motorcycle)* Number of people in vehicle (text field)
- Walk/hike
- Other — Please specify (text field)

20) (If respondent selected commercial tour bus or commercial tour van) Was your commercial tour bus or tour van booked as a package vacation? (Multiple choice, please choose one)

- Yes
 - (If answer is yes) What is the total cost of the package vacation for your personal group?
 - Dollar amount (text field)
 - (If answer is yes) What is the total length of your package vacation?
 - Number of days (text field)
 - (If answer is yes) Did your package vacation include lodging (e.g., hotels, lodges, house)? (Multiple choice, please choose one)
 - Yes
 - No
 - Unsure
 - How many people in your personal group were on the package vacation?
 - Number of people (text field)
- No

21) Are you a first-time visitor to [NPS Site]? (Multiple choice, please choose one)

- Yes
- No
 - (If answer is no) Including this visit, how many visits have you made to [NPS Site] over the past 12 months?
 - Number of visits (text field)
 - (If answer is no) Including this visit, how many visits have you made to [NPS Site] over the past five years?
 - Number of visits (text field)

22) How many visits have you made to other NPS sites over the past 12 months?

- Number of visits (text field)

Interviewer script:

Thank you for your time. To record a more complete picture of your [NPS Site] visit, we ask you to please take this mail-back survey and complete it after your trip. You can participate either by completing the paper form and mailing it in the postage-paid envelope, or online through a password-protected website. The website information is provided on a slip of paper inside the survey packet.

Because your opinion is important to us, we send replacement surveys if you lost your survey and reminders if you forgot to complete it when you returned home. Would you be willing to share your

home address or email to send a reminder or replacement survey in the following weeks? Your information is confidential, and your results will be only reported in the aggregate.

- First name (text field)
- Address (text field)
- Email (text field)

Post-trip Survey — Base Template

This appendix contains the post-trip survey distributed to respondents after fieldwork in 2022. Each survey was customized with park specific information, including the park name, website, spending information, and park specific activities and programs. However, outside of these customizations, all other questions were kept standard in order to be comparable across park units. This questionnaire was available as both a paper mail-back survey and as an online format.



ID: XXXX

[NPS Site] Visitor Survey

On your recent visit to [NPS Site] you agreed to participate in a survey from NPS about your trip. **Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire.** In this questionnaire, your personal group is defined as you and anyone with whom you visited [NPS Site] 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 the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to [NPS Site].

Trip Description

1. Prior to this trip, how did you obtain information about [NPS Site]? (Please mark all that apply.)

- | | |
|---|---|
| ☐ Did not obtain information prior to this visit | ☐ School class/program |
| ☐ Previous visits | ☐ Social media (such as Facebook, Twitter, etc.) |
| ☐ Friends/relatives/word of mouth | ☐ State welcome center/visitor bureaus/chamber of commerce |
| ☐ Inquiry to park via phone, mail, or email | ☐ Travel guides/tour books (such as AAA, etc.) |
| ☐ Official [NPS Site] website (nps.gov/xxxx) | ☐ Television/radio programs/DVDs |
| ☐ Other website (please specify): _____ | ☐ Online travel agent |
| ☐ Local businesses (hotels, restaurants, etc.) | ☐ Cruise ship |
| ☐ Maps/brochures | ☐ Live here/grew up here |
| ☐ Newspaper/magazine articles | ☐ Other (please specify): _____ |
| ☐ Other units of the National Park System (NPS) | |

2. Did you have the information about [NPS Site] you needed on this trip? (Mark one.)

- ☐ Yes
- ☐ No (please specify the information you needed but didn't have on this trip): _____

3. From the list below, select all forms of transportation you personally used to travel from your home to [NPS Site] on this trip. (Please mark all that apply.)

- | | |
|--|---|
| ☐ Car, truck, or SUV | ☐ Water-based transportation (mark all that apply) |
| ☐ RV or motorhome | ☐ Cruise ship |
| ☐ Airplane | ☐ Ferry |
| ☐ Commercial tour bus | ☐ Tour boat |
| ☐ Commercial tour van | ☐ Personal boat |
| ☐ Church, school, or similar group bus/van | ☐ Motorboat |
| ☐ Taxi/other rideshare options (e.g., Uber, Lyft, etc.) | ☐ Sailboat |
| ☐ City bus or subway | ☐ Canoe/kayak |
| ☐ Train or long-distance passenger bus | ☐ Other (please specify): _____ |
| ☐ Bicycle | ☐ Walk/hike |
| ☐ Motorcycle | ☐ Other (please specify): _____ |

4. What type of group were you with during your visit to [NPS Site] on the day you were contacted for this survey? (Mark one.)

- | | |
|---|--|
| ☐ Alone | ☐ Family |
| ☐ Significant other/spouse | ☐ Family and friends |
| ☐ Friends | ☐ Other (please specify): _____ |

Figure C-1. Page 1 of the post-trip survey. A full text version of this survey is available in the next section, [Post-Trip Survey: Text Version](#).

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in [NPS Site]'s local area and elsewhere in the US (outside [NPS Site]'s local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around [NPS Site]. The local area includes all communities within the highlighted region.

5. How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to [NPS Site]?
_____ number of days
6. Of these days spent away from home, how many days were spent in the local area (including days spent in [NPS Site]) shown on the map?
_____ number of days
7. Please estimate how much money the group you shared expenses with (or covered expenses for) spent in the following areas during your trip away from home: (1) [NPS Site] and the local communities surrounding [NPS Site], and (2) elsewhere in the U.S. outside [NPS Site]'s local area.

Local Area Residents: If you are a permanent or seasonal/second home resident, please only include local area expenditures that were directly related to your trip to [NPS Site] when you received this survey.

Package Vacationers: For this question, don't include any expenditures that were included as part of your package vacation cost (that you reported when interviewed at [NPS Site]).

(If you did not spend anything in a category, please enter "0".)	Amount spent in [NPS Site] and nearby communities (SUS) <i>(shown on map)</i>	Amount spent elsewhere in US during your trip to the [NPS Site] area (SUS) <i>(outside local area)</i>
Expenses		
National Park entrance fee or annual parks pass		
Gas and oil (e.g., auto, RV, boat, etc.)		
Electric vehicle charging expenses		
Rental car		
Taxis, rideshares, shuttles, parking, and public transportation		
Restaurants and bars		
Groceries and convenience foods		
Hotels, motels, resorts		
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)		
Camping fees (tent, RV)		
Souvenirs, clothing, supplies, other retail		
Equipment rental		
Guides and tour fees		
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)		
Other expenditures (please describe below): _____		
Airline tickets from home (Which airport did you fly into?): _____		

Figure C-2. Page 2 of the post-trip survey. A full text version of this survey is available in the next section, [Post-Trip Survey: Text Version](#).

8. How many people (adults and children), including yourself, were covered by the spending estimates you provided above?

_____ number of people (adults and children)

9. If you did not list any expenditures for local area or elsewhere, please indicate why you did not answer. (Mark one per row.)

	I did not spend any money	I do not know or remember	Prefer not to answer	N/A
A. In the Local Area	☐	☐	☐	☐
B. Elsewhere in the US	☐	☐	☐	☐

10. On this trip to [NPS Site], which one of the following entrance fees applied to you personally? (Mark one.)

- | | |
|---|---|
| ☐ Did not pay a fee or use a pass to enter the park | ☐ Senior Pass, Access Pass, or Military Pass |
| ☐ 7-day entrance pass | ☐ Fee was included in Tour Package |
| ☐ Annual pass for [NPS Site] | ☐ One-day fee (e.g., single-day entry fee) |
| ☐ America the Beautiful – National Parks and Federal Lands (NPS Annual Pass) | ☐ Don't know/Unsure |
| | ☐ Other (please specify): _____ |

11. On how many *different days* did you enter [NPS Site] on this trip? (Enter 1 if you only were in the site for one day).

_____ different days entered

Trip Planning and Motivations

12. Did you visit any other National Park Service sites on your trip away from home? (Mark one.)

- ☐ Yes (please specify which sites, below): **OR** ☐ No

13. On this trip, in which of the following activities did you personally participate while visiting [NPS Site]? (Please mark all that apply.)

- | | |
|--|--|
| ☐ (1) Viewing scenery, natural features, etc. | ☐ (14) Motorized water travel (boating, jet skiing, etc.) (please specify): _____ |
| ☐ (2) Viewing wildlife | ☐ (15) Family gathering (e.g., reunion, wedding) |
| ☐ (3) Viewing night skies | ☐ (16) Picnicking |
| ☐ (4) Creative arts (photography, drawing, painting, writing) | ☐ (17) Water play (swimming, snorkeling, scuba diving, etc.) (please specify): _____ |
| ☐ (5) Visiting a cultural or historic site | ☐ (18) Technical climbing (rock climbing, bouldering, mountaineering, etc.) (please specify): _____ |
| ☐ (6) Driving for pleasure | ☐ (19) Other (please specify): _____ |
| ☐ (7) Hiking | ☐ (20) Other (please specify): _____ |
| ☐ (8) Mountain biking | ☐ (21) Other (please specify): _____ |
| ☐ (9) Road cycling | |
| ☐ (10) Running/jogging | |
| ☐ (11) Horseback/mule riding | |
| ☐ (12) Fishing | |
| ☐ (13) Non-motorized water travel (rafting, kayaking, canoeing, etc.) (please specify): _____ | |

14. Of the activities listed in Question 13, which was your *primary activity* during your visit to [NPS Site] this trip on the day you were contacted for the survey?

_____ activity number **OR** ☐ I did not have a primary activity on this trip to [NPS Site]

Figure C-3. Page 3 of the post-trip survey. A full text version of this survey is available in the next section, [Post-Trip Survey: Text Version](#).

15. People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting [NPS Site] on this trip? (Mark one per row.)

	<u>Not at all</u> <u>Important</u>	<u>Slightly</u> <u>Important</u>	<u>Moderately</u> <u>Important</u>	<u>Very</u> <u>Important</u>	<u>Extremely</u> <u>Important</u>
	(1)	(2)	(3)	(4)	(5)
1) To visit a National Park Service site	☐	☐	☐	☐	☐
2) To experience solitude	☐	☐	☐	☐	☐
3) To hear the sounds of nature/quiet	☐	☐	☐	☐	☐
4) To learn more about nature	☐	☐	☐	☐	☐
5) To learn more about American history and culture	☐	☐	☐	☐	☐
6) To spend time with family/friends	☐	☐	☐	☐	☐
7) To get physical exercise	☐	☐	☐	☐	☐
8) To view wildlife or natural scenery	☐	☐	☐	☐	☐
9) To relax	☐	☐	☐	☐	☐
10) To view dark night sky/stars	☐	☐	☐	☐	☐
11) Other (please specify): _____	☐	☐	☐	☐	☐

16. Of the reasons listed in Question 15, which was the most important reason for you to visit [NPS Site] on this trip?

_____ number most important reason from Q15

Park Activities, Programs, and Services

17. On this trip, in which of the following programs and services did you personally participate within [NPS Site]? (Please mark all that apply.)

- | | |
|--|--|
| ☐ Attending a ranger-led activity, such as a tour or talk | ☐ Participating with a child in your group in the Junior Ranger program |
| ☐ Talking informally with a ranger | ☐ Participating in the Junior Ranger program |
| ☐ Viewing outdoor exhibits | ☐ Obtaining a National Park passport stamp |
| ☐ Viewing indoor exhibits | ☐ Listening to an audio tour or podcast |
| ☐ Attending a cultural demonstration or performance | ☐ Using the National Park Service App |
| ☐ Reading the park brochure or newspaper | ☐ Other (please specify): _____ |
| ☐ Going to a visitor center | |
| ☐ Watching movies or videos about the park | |

18. On this visit to [NPS Site], did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (Mark one.)

- ☐ Yes (please specify subjects you learned about, below): **OR** ☐ No

19. If you were to visit [NPS Site] in the future, are there specific subjects you would like to learn about? (Mark one.)

- ☐ Yes (please specify subjects you would like to learn about, below): **OR** ☐ No

Figure C-4. Page 4 of the post-trip survey. A full text version of this survey is available in the next section, [Post-Trip Survey: Text Version](#).

20. Did you use a personal electronic device while in [NPS Site] to do any of the following actions? (Mark one per row.)

	Yes	No	Don't know
Make/receive a cell phone call	☐	☐	☐
Send/receive a text message	☐	☐	☐
Search the internet/email	☐	☐	☐
GPS/Navigation	☐	☐	☐
Share pics/videos/audio via social media	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐
Other (please specify): _____	☐	☐	☐

21. How important to you was it during your visit to [NPS Site] to use personal electronic devices to do each of the following, and how would you rate the quality of the service to do each? (For each item, please Mark one for importance and one for quality of service.)

	IMPORTANCE					QUALITY OF SERVICE					
	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	No Service	Poor	Average	Good	Very Good	Not Applicable
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)	(X)
Make/receive a cell phone call	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Send/receive a text message	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Search the internet/email	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
GPS/Navigation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Share pics/videos/audio via social media	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (please specify below): _____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

22. 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 [NPS Site]? (Mark one.)

a. ☐ Yes ☐ No [Go to Question 23]

b. 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 specific 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 a hearing aid)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
- ☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

Figure C-5. Page 5 of the post-trip survey. A full text version of this survey is available in the next section, [Post-Trip Survey: Text Version](#).

The following two questions identify the strengths and weaknesses in the site's visitor experience. [NPS Site] managers rely on this information to make decisions that benefit the general public.

23. What did you like the most about your visit to [NPS Site]?

1. _____
 2. _____
 3. _____
- ☐ Not applicable

24. What did you like the least about your visit to [NPS Site]?

1. _____
 2. _____
 3. _____
- ☐ Not applicable

25. Did your visit to [NPS Site] meet your expectations? (Mark one.)

- ☐ Yes
- ☐ Not entirely (please explain below):
- _____
- _____
- ☐ Not at all (please explain below):
- _____
- _____

26. To what extent do you agree or disagree with each of the following statements? (Mark one per row.)

	<u>Strongly</u> <u>disagree</u>	<u>Somewhat</u> <u>disagree</u>	<u>Neither</u> <u>agree nor</u> <u>disagree</u>	<u>Somewhat</u> <u>agree</u>	<u>Strongly</u> <u>agree</u>	<u>Don't</u> <u>know/Not</u> <u>Sure</u>
	(1)	(2)	(3)	(4)	(5)	(X)
[NPS Site] is a safe place to visit	☐	☐	☐	☐	☐	☐
[NPS Site] is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in [NPS Site] are in pristine condition	☐	☐	☐	☐	☐	☐
The entrance fee for [NPS Site] is too high	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem at [NPS Site]	☐	☐	☐	☐	☐	☐
[NPS Site] is not accessible to a person with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in [NPS Site] are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experience at [NPS Site]	☐	☐	☐	☐	☐	☐

Figure C-6. Page 6 of the post-trip survey. A full text version of this survey is available in the next section, [Post-Trip Survey: Text Version](#).

27. How would you rate the quality of the park facilities, visitor services, and recreational opportunities in [NPS Site]? (Mark one per row.)

	<u>Very Poor</u>	<u>Poor</u>	<u>Average</u>	<u>Good</u>	<u>Very Good</u>	<u>Not Used or Not Available</u>
	(1)	(2)	(3)	(4)	(5)	(X)
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.)	☐	☐	☐	☐	☐	☐
Other services (please specify below):	☐	☐	☐	☐	☐	☐
Recreation Opportunities						
Learning about nature, history, or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	☐	☐	☐	☐	☐	☐

28. Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in [NPS Site]? (Mark one.)

☐ (1) Very poor ☐ (2) Poor ☐ (3) Average ☐ (4) Good ☐ (5) Very good

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

Background/Demographics

30. If you live in the US, what is your ZIP code? If not US, what is your country of residence?

ZIP Code OR Country

31. What is your age? years

Figure C-7. Page 7 of the post-trip survey. A full text version of this survey is available in the next section, [Post-Trip Survey: Text Version](#).

32. What is your gender? (Mark one.)

- ☐ Man
☐ Woman
☐ I prefer to self-describe as: _____
☐ Prefer not to respond

33. Are you of Hispanic, Latino, or Spanish origin? (Mark one.)

- ☐ Yes ☐ No

34. What is your race? (Please mark all that apply.)

- ☐ American Indian or Alaska Native ☐ Native Hawaiian and other Pacific Islander
☐ Asian ☐ White
☐ Black or African American ☐ Some other race (please describe): _____

35. What is the highest degree or level of school you have completed? (Mark one.)

- ☐ Less than high school/some high school ☐ Bachelor's Degree (BA, BS, AB, etc.)
☐ High school graduate ☐ Master's Degree (MS, MA, MEd, etc.)
☐ Vocational/trade school certificate ☐ Professional Degree (MD, DD, etc.)
☐ Some college ☐ Doctorate Degree (PhD, EdD, etc.)
☐ Associate Degree (AA, AS, etc.)

36. Which of these categories best represents your annual household income? (Mark one.)

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

37. Including yourself, how many people contribute to your annual household income?

_____ people

38. Including yourself, how many people (adults and children) are in your household?

_____ people

39. When visiting an area such as [NPS Site], what language do you prefer to use?
(Mark one for speaking and one for reading.)

	ENGLISH	SPANISH	OTHER
Speaking	☐	☐	☐
Reading	☐	☐	☐

If you marked other for speaking and/or reading, please specify which language:

40. Is there anything else you would like to tell us about [NPS Site]'s facilities, services, or recreational opportunities?

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

Figure C-8. Page 8 of the post-trip survey. A full text version of this survey is available in the next section, [Post-Trip Survey: Text Version](#).

Survey: Text Version

The text below contains a full description of the post-trip survey. The survey could either be completed by pencil/pen on the paper version, or online using a Qualtrics web version.

Text version of the post-trip survey ([Figures C-1 to C-8](#)):

On your recent visit to [NPS Site] you agreed to participate in a survey from NPS about your trip. Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire. In this questionnaire, your personal group is defined as you and anyone with whom you visited [NPS Site] 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 the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to [NPS Site].

Trip Description

1) Prior to this trip, how did you obtain information about [NPS Site]? (Multiple choice, 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
- Official [NPS Site] website (nps.gov/xxxx)
- Other website — please specify (text field)
- Local businesses (hotels, 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/visitor bureaus/chamber of commerce
- Travel guides/tour books (such as AAA, etc.)
- Television/radio programs/DVDs
- Online travel agent
- Cruise ship
- Live here/ Grew up here
- Other — please specify (text field)

2) Did you have the information about [NPS Site] you needed on this trip? (Multiple choice, please choose one)

- Yes
- No (Please specify the information you needed but didn't have on this trip) (text field)

3) From the list below, select all forms of transportation you personally used to travel from your home to [NPS Site] on this trip. (Multiple choice, please mark all that apply)

- Car, truck, or SUV
- RV or motorhome
- Airplane
- Commercial tour bus
- Commercial tour van
- Church, school, or similar group bus/van
- Taxi/other rideshare options (e.g., Uber, Lyft, etc.)
- City bus or subway
- Train or long-distance passenger bus
- Bicycle
- Motorcycle
- Water-based transportation (choices below)
 - Cruise ship
 - Ferry
 - Tour boat
 - Personal boat
 - Motorboat
 - Sailboat
 - Canoe/kayak
 - Other — please specify (text field)
- Walk/hike
- Other — please specify (text field)

4) What type of group were you with during your visit to [NPS Site] on the day you were contacted for this survey? (Multiple choice, please choose one)

- Alone
- Significant other/spouse
- Friends
- Family

- Family and friends
- Other — please specify (text field)

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in [NPS Site]'s local area and elsewhere in the US (outside [NPS Site]'s local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around [NPS Site]. The local area includes all communities within the highlighted region.

5) How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to [NPS Site]?

- Number of days (text field)

6) Of these days spent away from home, how many days were spent in the local area (including days spent in [NPS Site]) shown on the map?

- Number of days (text field)

7) Please estimate how much money the group you shared expenses with (or covered expenses for) spent in [NPS Site] and the local communities surrounding [NPS Site] during your trip away from home. (Spending categories with text fields for amount spent)

- National Park entrance fee or annual parks pass
 - Amount spent (text field)
- Gas and oil (e.g., auto, RV, etc.)
 - Amount spent (text field)
- Electric vehicle charging expenses
 - Amount spent (text field)
- Rental car
 - Amount spent (text field)
- Taxis, rideshares, shuttles, parking, and other public transportation
 - Amount spent (text field)
- Restaurants and bars
 - Amount spent (text field)
- Groceries and convenience foods
 - Amount spent (text field)

- Hotels, motels, resorts
 - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
 - Amount spent (text field)
- Camping fees (tent, RV)
 - Amount spent (text field)
- Souvenirs, clothing, supplies, other retail
 - Amount spent (text field)
- Equipment rental
 - Amount spent (text field)
- Guides and tour fees
 - Amount spent (text field)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
 - Amount spent (text field)
- Other expenditures — please describe (text field)
 - Amount spent (text field)

8) Please estimate how much money the group you shared expenses with (or covered expenses for) spent elsewhere in the U.S. outside [NPS Site]' local area during your trip away from home. (Spending categories with text fields for amount spent)

- National Park entrance fee or annual parks pass
 - Amount spent (text field)
- Gas and oil (e.g., auto, RV, boat, etc.)
 - Amount spent (text field)
- Electric vehicle charging expenses
 - Amount spent (text field)
- Rental car
 - Amount spent (text field)
- Metro fees
 - Amount spent (text field)
- Taxis, rideshares, shuttles, parking, and other public transportation
 - Amount spent (text field)
- Parking fees
 - Amount spent (text field)

- Restaurants and bars
 - Amount spent (text field)
- Groceries and convenience foods
 - Amount spent (text field)
- Hotels, motels, resorts
 - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
 - Amount spent (text field)
- Camping fees (tent, RV)
 - Amount spent (text field)
- Souvenirs, clothing, supplies, other retail
 - Amount spent (text field)
- Equipment rental
 - Amount spent (text field)
- Guides and tour fees
 - Amount spent (text field)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
 - Amount spent (text field)
- Other expenditures — please describe (text field)
 - Amount spent (text field)
- Airline tickets from home (Which airport did you fly into?) (text field)
 - Amount spent (text field)

9) How many people (adults and children), including yourself, were covered by the spending estimates you provided above?

- Number of people (text field)

10) If you did not list any expenditures for local area, please indicate why you did not answer. (Multiple choice, please choose one)

- I did not spend any money
- I do not remember
- Prefer not to answer
- N/A

11) If you did not list any expenditures for elsewhere in the US, please indicate why you did not answer. (Multiple choice, please choose one)

- I did not spend any money
- I do not remember
- Prefer not to answer
- N/A

12) On this trip to [NPS Site], which one of the following entrance fees applied to you personally? (Multiple choice, please choose one)

- Did not pay a fee or use a pass to enter the park
- 7-day entrance pass
- Annual pass for [NPS Site]
- America the Beautiful — National Parks and Federal Lands (NPS Annual Pass)
- Senior Pass, Access Pass, or Military Pass
- Fee was included in Tour Package
- One-day fee (e.g., single-day entry fee)
- Don't know/Unsure
- Other — please specify (text field)

13) On how many different days did you enter [NPS Site] on this trip? (Enter 1 if you only were in the site for one day).

- Number of different days entered (text field)

Trip Planning and Motivations

14) Did you visit any other National Park Service sites on your trip away from home? (Multiple choice, please choose one)

- Yes — please specify (text field)
- No

15) On this trip, in which of the following activities did you personally participate while visiting [NPS Site]? (Multiple choice, please choose one)

- (1) Viewing scenery, natural features, etc.
- (2) Viewing wildlife
- (3) Viewing night skies
- (4) Creative arts (photography, drawing, painting, writing)
- (5) Visiting a cultural or historic site
- (6) Driving for pleasure
- (7) Hiking

- (8) Mountain biking
- (9) Road cycling
- (10) Running/jogging
- (11) Horseback/mule riding
- (12) Fishing
- (13) Non-motorized water travel (rafting, kayaking, canoeing, etc.) — please specify (text field)
- (14) Motorized water travel (e.g., boating, jet skiing, etc.) — please specify (text field)
- (15) Family gathering (e.g., reunion, wedding)
- (16) Picnicking
- (17) Water play (swimming, snorkeling, scuba diving, etc.) — please specify (text field)
- (18) Technical climbing (canyoneering, rock climbing, bouldering, etc.) — please specify (text field)
- (19) Other — please specify (text field)
- (20) Other — please specify (text field)
- (21) Other — please specify (text field)

16) Of the activities listed in Question 15, which was your primary activity during your visit to [NPS Site] this trip on the day you were contacted for the survey? (Multiple choice, please choose one)

- Activity number (text field)
- I did not have a primary activity on this trip to [NPS Site]

17) People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting [NPS Site] on this trip? (Multiple choice, please choose one)

- 1) To visit a National Park Service site (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 2) To experience solitude (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important

- Very important
- Extremely important
- 3) To hear the sounds of nature/quiet (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 4) To learn more about nature (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 5) To learn more about American history and culture (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 6) To spend time with family/friends (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 7) To get physical exercise (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 8) To view wildlife or natural scenery (ranking question, please choose one)
 - Not at all important

- Slightly important
- Moderately important
- Very important
- Extremely important
- 9) To relax (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 10) To view dark night sky/stars (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 11) Other — please specify (text field) (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

18) Of the reasons listed in Question 17, which was the most important reason for you to visit [NPS Site] on this trip?

- Number of most important reason from Question 17 (text field)

Park Activities, Programs, and Services

19) On this trip, in which of the following programs and services did you personally participate within [NPS Site]? (Multiple choice, please choose 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 a visitor center
- Watching movies or videos about the park
- Participating with a child in your group in the Junior Ranger program
- Participating in the Junior Ranger program
- Obtaining a National Park passport stamp
- Listening to an audio tour or podcast
- Using the National Park Service App
- Other — please specify (text field)

20) On this visit to [NPS Site], did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (Multiple choice, please choose one)

- Yes — please specify subjects you learned about (text field)
- No

21) If you were to visit [NPS Site] in the future, are there specific subjects you would like to learn about? (Multiple choice, please choose one)

- Yes — please specify subjects you would like to learn about (text field)
- No

22) Did you use a personal electronic device while in [NPS Site] to do any of the following actions? (Categories of actions with multiple choices)

- Make/receive a cell phone call (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Send/receive a text message (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Search the internet/email (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know

- GPS/Navigation (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Share pics/videos/audio via social media (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Listen to/use an NPS podcast (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Other — please specify (text field) (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know

23) How important to you was it during your visit to [NPS Site] to use personal electronic devices to do each of the following? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Send/receive a text message (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Search the internet/email (Ranking question, please choose one)
 - Not at all important
 - Slightly important

- Moderately important
- Very important
- Extremely important
- GPS/Navigation (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Share pics/videos/audio via social media (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Listen to/use an NPS podcast (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Other — Please specify (text field) (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

24) How would you rate the quality of the service to do each of the following during your visit to [NPS Site]? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
 - No service
 - Poor
 - Average

- Good
- Very good
- Not applicable
- Send/receive a text message (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Search the internet/email (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- GPS/Navigation (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Share pics/videos/audio via social media (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Listen to/use an NPS podcast (Ranking question, please choose one)
 - No service
 - Poor

- Average
- Good
- Very good
- Not applicable
- Other — Please specify (text field) (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable

25) 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 [NPS Site]? (Multiple choice, please choose one)

- Yes
 - *(If answer is yes)* What activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific. (Text field)
 - Because of the physical conditions, which specific difficulties did the person(s) have? (Multiple choice, please choose all that apply)
 - Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)
 - Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
 - Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)
- No

The following two questions identify the strengths and weaknesses in the site's visitor experience. [NPS Site] managers rely on this information to make decisions that benefit the general public.

26) What did you like the most about your visit to [NPS Site]?

- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

27) What did you like the least about your visit to [NPS Site]?

- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

28) Did your visit to [NPS Site] meet your expectations? (Multiple choice, please choose one)

- Yes
- Not entirely — please explain (text field)
- Not at all — please explain (text field)

29) To what extent do you agree or disagree with each of the following statements? (Statements with rankings)

- [NPS Site] is a safe place to visit (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- [NPS Site] is too crowded (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Natural resources in [NPS Site] are in pristine condition (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure

- The entrance fee for [NPS Site] is too high (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Vandalism and crime are not a problem at [NPS Site] (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- [NPS Site] is not accessible to a person with physical disabilities (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Historical and cultural features in [NPS Site] are well maintained/preserved (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Development of adjacent areas detracts from visitors' experience at [NPS Site] (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree

- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- Don't know/not sure

30) How would you rate the quality of the park facilities, visitor services, and recreational opportunities in [NPS Site]? (Categories with rankings)

● **Park Facilities (Categories below)**

- Visitor Center (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Exhibits — indoor and outdoor (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Restrooms (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Walkways, trails, and roads (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good

- Very Good
 - Not used or not available
- Campgrounds and/or picnic areas (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- **Visitor Services (Categories below)**
 - Assistance from park employees (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Park map or brochure (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Ranger programs (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Value for entrance fee paid (Ranking question, please choose one)
 - Very poor
 - Poor

- Average
 - Good
 - Very Good
 - Not used or not available
- Commercial services in the park — food, lodging, gifts, rental, etc. (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Other services — please specify (text field) (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- **Recreation Opportunities (Categories below)**
 - Learning about nature, history, or culture (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Outdoor recreation — sightseeing, camping, bicycling, boating, hiking, etc. (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good

- Not used or not available

31) Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in [NPS Site]? (Multiple choice, please choose one)

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

32) This park was established because of its significance to the nation. In your opinion, what is that national significance of this park? (text field)

Background/Demographics

33) If you live in the US, what is your ZIP code? If not US, what is your country of residence? (choices below)

- Zip code (text field)
- Country (text field)

34) What is your age?

- Age in years (text field)

35) What is your gender? (Multiple choice, please choose one)

- Man
- Woman
- I prefer to self-describe as (text field)
- Prefer not to respond

36) Are you of Hispanic, Latino, or Spanish origin? (Multiple choice, please choose one)

- Yes
- No

37) What is your race? (Multiple choice, please choose all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian and other Pacific Islander
- White

- Some other race — please describe (text field)

38) What is the highest degree or level of school you have completed? (Multiple choice, please choose one)

- Less than high school/some high school
- High school graduate
- Vocational/trade school certificate
- Some college
- Associate Degree (AA, AS, etc.)
- Bachelor's Degree (BA, BS, AB, etc.)
- Master's Degree (MS, MA, MEd, etc.)
- Professional Degree (MD, DD, etc.)
- Doctorate Degree (PhD, EdD, etc.)

39) Which of these categories best represents your annual household income? (Multiple choice, please choose one)

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

40) Including yourself, how many people contribute to your annual household income?

- Number of people (text field)

41) Including yourself, how many people (adults and children) are in your household?

- Number of people (text field)

42) When visiting an area such as [NPS Site], what language do you prefer to use for speaking? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

**43) When visiting an area such as [NPS Site], what language do you prefer to use for reading?
(Multiple choice, please choose one)**

- English
- Spanish
- Other — please specify (text field)

44) Is there anything else you would like to tell us about [NPS Site]’s facilities, services, or recreational opportunities? (text field)

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

Appendix C: Weighting

Below are the metrics used to calculate the weighting schema for the NPS National Dataset.

N = number of parks in target universe (all eligible park units)

N_h = number of parks in stratum h ($h = 1, 2, \dots, 8$)

X_{hi} = Visitation during the 2022 peak month for park i ($i = 1, 2, \dots, N$) in stratum h . For the 24 parks in which surveys were conducted, X_{hi} is the visitation during the month in which surveys were conducted. In all cases this is within 10% of peak.

$X_h = \sum_{i=1}^{N_h} X_{hi}$ = sum of monthly peak visitation for all parks in stratum h

$X = \sum_{h=1}^8 X_h$ = sum of monthly peak visitation for all parks

$\hat{p}_{hi}$ = Proportion of the sample in park i ($i=1,2,3$) within stratum h ($h=1,2,\dots,8$) who responded Yes to some question.

The estimated proportion of all peak season visitors to all parks who would have responded Yes is

$$\hat{p} = \sum_{h=1}^8 \sum_{i=3}^3 \frac{X_h}{X} \frac{X_{hi}}{\sum_{i=1}^3 X_{hi}} \hat{p}_{hi},$$

where $\hat{p}$ is a weighted average of the 24 sample park proportions with weights equal to the product of (1) the proportion of all visits nationwide that were in each stratum, and (2) the proportion of all visits to the 3 sampled parks in each stratum that were to each park.

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 909/189939, August 2023

National Park Service
U.S. Department of the Interior



[Natural Resource Stewardship and Science](#)

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