National Park Service
U.S. Department of the Interior

Natural Resource Stewardship and Science

2022 Socioeconomic Research of Fort Laramie National Historic Site

Report on 2022 Data Collection

Natural Resource Report NPS/FOLA/NRR—2023/2587





ON THIS PAGE
Tipis across Laramie River in Fall at Fort Laramie National Historic Site
NPS / MIKE EVANS

ON THE COVER
Aerial view of Fort Laramie National Historic Site
NPS / JOHN GILPIN

2022 Socioeconomic Research of Fort Laramie National Historic Site

Report on 2022 Data Collection

Natural Resource Report NPS/FOLA/NRR—2023/2587

Otak, Inc.,[1] RRC Associates,[2] University of Montana[3]

[1] Otak, Inc.
Portland, OR

[2] RRC Associates
Boulder, CO

[3] University of Montana
Institute for Tourism & Recreation Research
Missoula, MT



November 2023

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

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

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

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible and technically accurate.

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

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

Please cite this publication as:

Otak, Inc., RRC Associates, and University of Montana. 2023. 2022 socioeconomic research of Fort Laramie National Historic Site: Report on 2022 data collection. Natural Resource Report NPS/FOLA/NRR—2023/2587. National Park Service, Fort Collins, Colorado. https://doi.org/10.36967/2301141

NPS 375/191446, November 2023

Contents

Page

Figures v

Tables vii

Appendices vii

Abstract viii

Introduction 1

Methods 2

Study Area 2

Sampling Period and Procedure 4

Intercept Survey 4

Mail-back/Online Survey 5

Nonresponse Bias Analysis 6

Results 8

Intercept Survey Results 8

Questions 1–2: Visitor Residency 8

Question 3: Trip Purpose 9

Question 4: Length of Stay 10

Questions 5–6: Overnight Visitors 11

Questions 7–9: Party Characteristics 13

Questions 11–13: Park Use Characteristics 14

Question 14: Transportation 15

Question 16: Previous Visits to Fort Laramie 16

Question 17: Previous Visits to Other NPS Units 17

Follow-up Survey Results 18

Questions 1–2: Information about Fort Laramie 18

Question 3: Transportation 19

Question 4: Travel Party Composition 20

Contents (continued)

Page

Question 10: Entrance Fees 21

Questions 12–14: Trip Characteristics 21

Questions 15–16: Reasons to Visit 24

Questions 17–19: Programs, Services, and Learning 25

Questions 20–21: Use of Devices 26

Question 22: Physical Difficulties 28

Questions 25–28: Visitor Experience 29

Questions 31–39: Background/Demographics 32

Figures

Page

Figure 1. Fort Laramie local area map. 3

Figure 2. Visitor local residency status and geographic origin of domestic visitors to Fort Laramie. 9

Figure 3. Role of Fort Laramie in overall trip purpose. 10

Figure 4. Time spent in the local area around Fort Laramie. 10

Figure 5. Accommodation types used in the local area around Fort Laramie. 11

Figure 6. Number of nights spent in the local area around Fort Laramie, by accommodation type. 12

Figure 7. Number of adults and children in respondent's personal group while visiting Fort Laramie. 13

Figure 8. Age distribution of all members of respondent's personal group while visiting Fort Laramie. 13

Figure 9. Duration of the respondent's trip to Fort Laramie. 14

Figure 10. Park locations visited during the most recent trip to Fort Laramie. 15

Figure 11. Form of transportation used to enter Fort Laramie on the day of the survey. 15

Figure 12. Number of people in or on respondent's vehicle when entering Fort Laramie. 16

Figure 13. Previous visits to Fort Laramie. 17

Figure 14. Visits made to other NPS sites within the past year. 18

Figure 15. Sources used to obtain information about Fort Laramie prior to the trip. 19

Figure 16. Forms of transportation used to travel from home to Fort Laramie on the recent trip. 20

Figure 17. Travel party composition during Fort Laramie visit. 20

Figure 18. Entrance fees to enter Fort Laramie on the most recent trip. 21

Figure 19. NPS sites visited on trip away from home. 22

Figure 20. Participation in activities at Fort Laramie. 23

Figure 21. Reasons or motivations to visit Fort Laramie. 24

Figure 22. Programs participated while visiting Fort Laramie. 25

Figures (continued)

Page

Figure 23. Learning. 26

Figure 24. Use of personal electronic devices while visiting Fort Laramie. 27

Figure 25. The importance of use of personal electronic devices while visiting Fort Laramie. 27

Figure 26. Quality of service of personal electronic devices while visiting Fort Laramie. 28

Figure 27. Physical difficulties while visiting Fort Laramie. 29

Figure 28. Meeting Fort Laramie expectations. 29

Figure 29. Rating Fort Laramie experience. 30

Figure 30. Rating the quality of Fort Laramie facilities, visitor services, and recreational opportunities. 31

Figure 31. Rating overall quality of Fort Laramie facilities, visitor services, and recreational opportunities. 32

Figure 32. Respondent demographics: gender, age, and level of education. 33

Figure 33. Respondent demographics: race and ethnicity. 34

Figure 34. Household demographics: annual household income and household size. 34

Figure 35. Respondent's language preference. 35

Tables

Page

Table 1. Information about sampling locations in Fort Laramie. 2

Table 2. Response outcomes — Fort Laramie intercept survey 5

Table 3. Response rate — Fort Laramie follow-up mail-back/online survey. 6

Table 4. Non-Response bias question: "Are you a permanent or seasonal/second home resident of the local area around Fort Laramie?". 6

Table 5. Non-Response bias question: "Do you currently live in the United States?". 6

Table 6. 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 Fort Laramie and/or within the local area?". 7

Table 7. Amount of time spent within Fort Laramie. 14

Appendices

Page

Appendix A: Accessible Tables 36

Appendix B: Intercept Survey 40

Appendix C: Follow-up Survey 46

Abstract

A strong mandate and need for socioeconomic monitoring are expressed in the NPS strategic goals for science, in statements by the NPS leadership, and the report of the Second Century Commission. This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S; the current study uses outcomes from the first stage of the pilot program and progresses into a second stage of the pilot process at 24 NPS units across the United States. Fort Laramie National Historic Site (Fort Laramie) was selected as one of these units. This report informs core issues of visitor use management and develops a deeper, contemporary understanding of who visits Fort Laramie and what they do during their visit. It uses a two-phased 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 follow up (mail-back and/or online survey) for full trip details. The results are organized by these two phases and are aimed to assist park managers in understanding current utilization and perception of park resources, operations and potential issues, as well as facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

Introduction

The National Park Service (NPS) has both a strong mandate and need for socioeconomic research. This is expressed in the NPS strategic goals for science, in statements by the NPS leadership, in the report of the Second Century Commission, and through the Department of the Interior priorities for 2018–2022. Additionally, a recent U.S. Government Accountability Office (GAO) report identified the needs to better understand and monitor customer experience dimensions where results more directly link to investments made. The need for socioeconomic research and monitoring was also identified in an external review of the NPS Social Science Program and supported in the 2008 Interior Appropriations Bill Joint Explanatory Statement.

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as "Phase One." The current study uses outcomes from the 2015/16 pilot program and progresses into "Phase Two" of the pilot process at 24 NPS units across the United States. Fort Laramie National Historic Site (Fort Laramie) was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/16 Phase One pilot program and validating instrument and method refinements. It is part of the program aimed to collect data from in-park visitors at a broad agency level in order to best represent information needs regarding visitors across the National Park System. Data collected during the 2022 Phase Two sampling period[1] is aimed to inform individual park managers of key information about their visitors and allow for analysis of data at the agency level for future implementation.

The purpose of this study is to inform core issues of visitor use management, management solutions, and to develop a current and deeper understanding of who visits Fort Laramie National Historic Site, what they do during their visit, and their spending profile. The results of the study are aimed to assist Fort Laramie National Historic Site managers in understanding current utilization and perception of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

The study was conducted by a large-scale research team from Otak, Inc., RRC Associates, and the Institute for Tourism and Recreation Research at the University of Montana.

[1] It is important to note that during the 2022 Phase Two sampling period, some aspects of the visitor profiles (e.g., perceptions and behavior) may have been impacted, to varying degrees, by the COVID-19 pandemic.

Methods

The study used a two-phased 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 follow-up (mail-back and/or online) survey for full trip details.

This comprehensive two-phase approach provides the necessary information to make on-the-ground decisions using immediate feedback from the intercept survey while also capturing key in-depth information on visitor spending profiles and trip characteristics for long-term planning. Additionally, the tablet survey was kept brief to ensure the visitor's experience was not altered. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The Fort Laramie local area map is shown in Figure 1. The local area around Fort Laramie consists of Goshen and Platte counties in Wyoming, and Sioux and Scotts Bluff counties in Nebraska. Within Fort Laramie, the study area was comprised of one location. Table 1 shows more details about the primary sampling location.

Table 1. Information about sampling locations in Fort Laramie.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys	Nearby Attractions
Main parking area	476	100.0%	Exhibits, restrooms, visitor center and museum, garden, picnic area

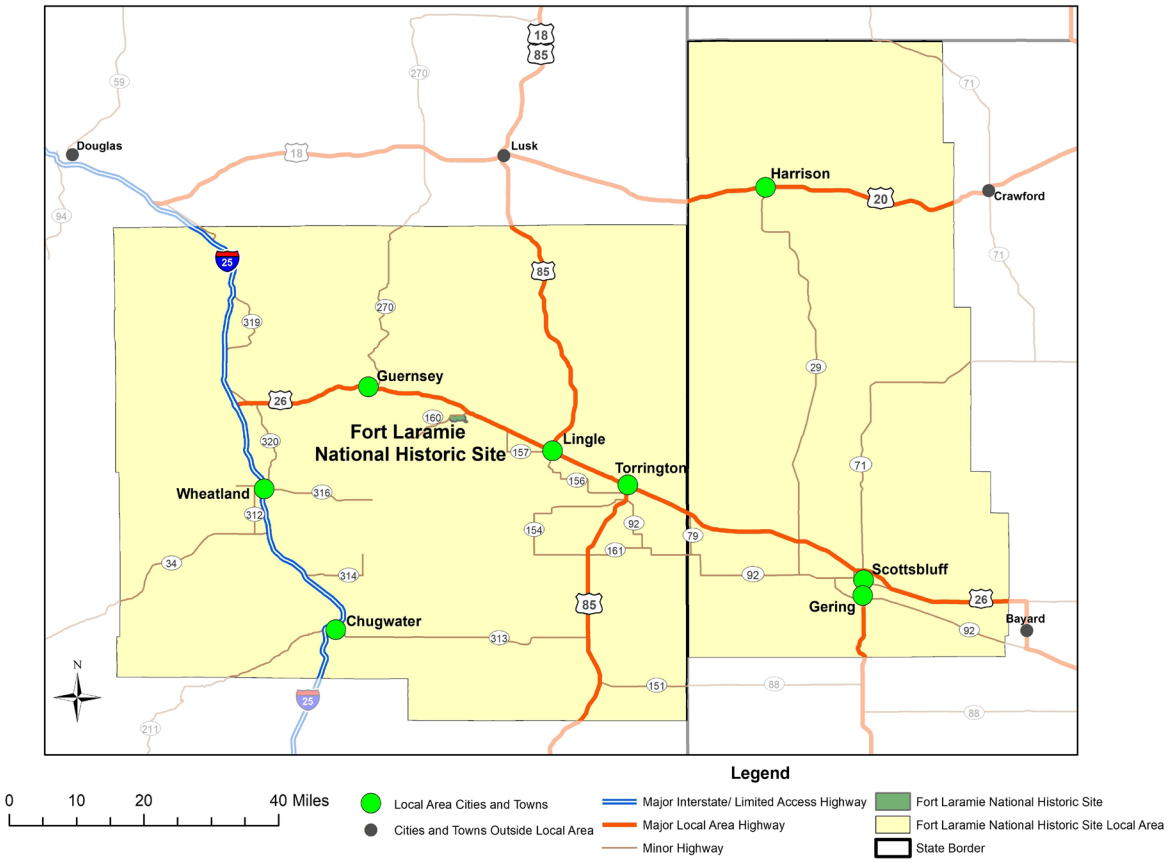


Figure 1. Fort Laramie local area map.



Photograph of a group of Junior Soldiers folding the flag at Retreat Parade at the annual Fourth of July Celebration held at Fort Laramie National Historic Site. (NPS / Carol Stevenson)

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey was developed to collect rapid visitor information via tablet-based responses, which were then analyzed and provided for park managers within several weeks of conclusion of data collection. This effort allowed for immediate management action if needed.

The intercept sampling was conducted during the period of July 9th to 24th, 2022. A sample of visitors were intercepted while visiting Fort Laramie across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondents 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 Fort Laramie. If the visitor was eligible (at least 18 years of age, not a Fort Laramie 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 (see Nonresponse Bias Analysis). 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, visitors were invited to participate in a follow-up survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the follow-up survey and 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 follow-up survey.

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

1) Complete refusal, refusing to answer any questions, including non-response bias questions;

2) Partial refusal, answering non-response questions but nothing further;

3) Complete intercept, but refuse to take follow-up;

4) Complete intercept and take follow-up.

During the sampling period, two surveyors were stationed simultaneously at the primary sampling site. Start times varied day-to-day and by location to capture a diverse sample of visitors across Fort Laramie. Two surveyors worked approximately ten 7-hour days (six hours data collection and one-hour lunch break). An additional surveyor was stationed for an additional six days to supplement the sample.

Table 2. Response outcomes — Fort Laramie intercept survey.

Outcome	Total
Eligible visitors contacted	486
Complete refusals	3
Partial refusals (non-response questions completed)	3
Intercept surveys completed	480
Follow-up surveys distributed	449
Intercept response rate	98.8%
Follow-up acceptance rate	93.5%

Mail-back/Online Survey

The follow-up mail-back/online 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 Fort Laramie. 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 follow-up survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit. Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite tablet responses could be paired with their follow-up responses. 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 data collection period. This postcard or email thanked them for their original participation and encouraged them to complete the follow-up 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 response rate for the follow-up mail-back/online survey.

Table 3. Response rate — Fort Laramie follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	449
Valid follow-up surveys completed	247
Response rate	55.0%

Nonresponse Bias Analysis

To account for potential biases between respondents and nonrespondents, three questions were asked of eligible visitors contacted who did not wish to participate in the onsite intercept survey. These three questions can then be compared to both those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys. With an intercept survey response rate of 99%, concern over *intercept* nonresponse is muted. Tables 4 through 6 below show results of bias testing between intercept-only and full survey respondents.

Using a p-value of .05, the distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) residency in the U.S., and 2) overnight visitation. Therefore, non-US residents and overnight visitors are not as well represented in the full responses as desired.

Table 4. Non-Response bias question: “Are you a permanent or seasonal/second home resident of the local area around Fort Laramie?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	5	2.1%	9	3.8%
No	234	97.9%	231	96.3%

* p-value: 0.28

Table 5. Non-Response bias question: “Do you currently live in the United States?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	227	95.0%	216	90.0%
No	12	5.0%	24	10.0%

* p-value: 0.04

Table 6. 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 Fort Laramie and/or within the local area?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	84	35.1%	62	25.7%
No	155	64.9%	179	74.3%

* p-value: 0.03



“Old Bedlam,” the first building constructed here by the military in 1849, originally used as a bachelor officers’ quarters. The building as it appears today after being restored by the National Park Service in the 1960s. (NPS Photo)

Results

Intercept Survey Results

The following section provides results of the 480 visitor intercept surveys conducted in Fort Laramie National Historic Site from July 9th to 24th, 2022. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than n=30. 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: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Fort Laramie. If they did not reside permanently or seasonally in the local area, they 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.



Photos of historic military reenactors firing a mountain howitzer. Visitors look on as children help swab the barrel after firing (NPS Photo).

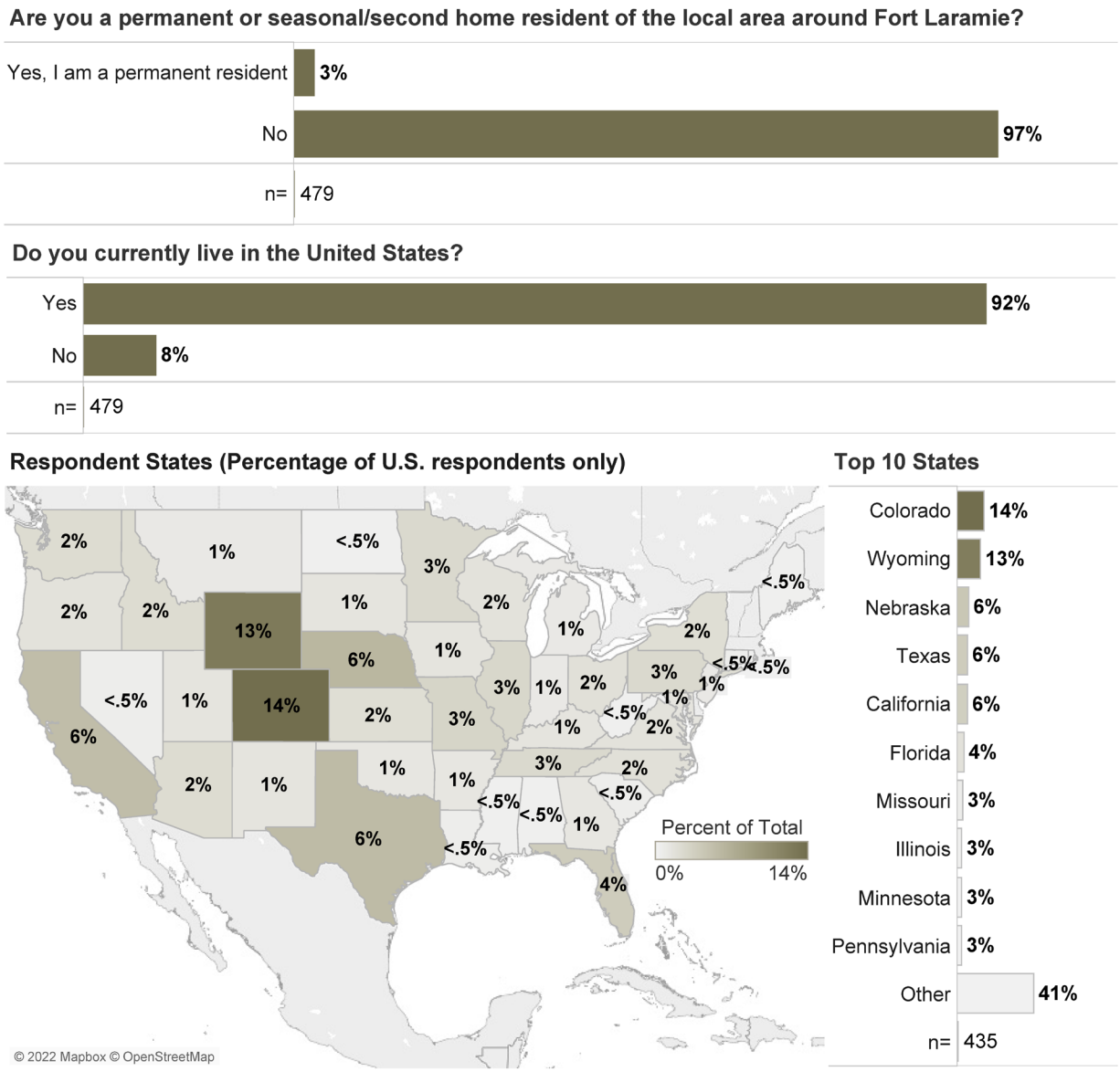


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Fort Laramie.

- A small percentage of respondents (a combined 3%) stated that they were permanent residents of the local area around Fort Laramie.
- There was a large geographic concentration of visitors from Wyoming (where Fort Laramie is located) and Colorado.
- Among the 92% of respondents currently residing in the U.S., 14% reside in Colorado, followed by Wyoming (13%), Nebraska (6%), Texas (6%), and California (6%).

Question 3: Trip Purpose

If respondents indicated that they were not permanent or seasonal residents of the local area, they were asked about the overall purpose for their trip away from home (Figure 3).

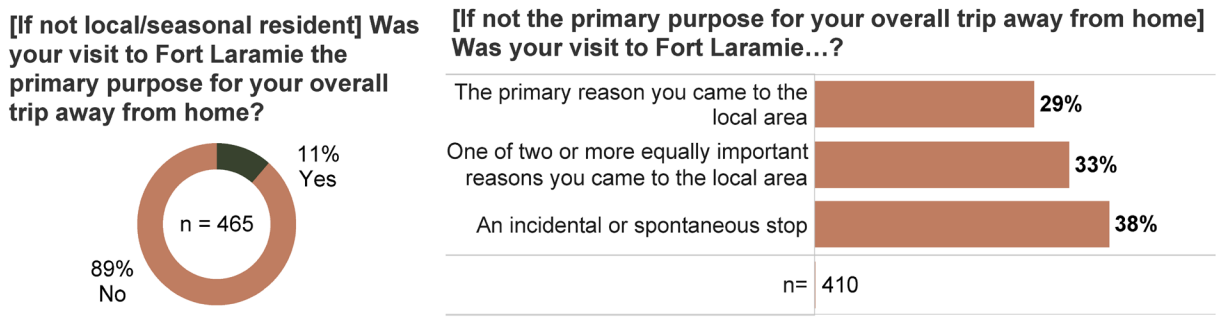


Figure 3. Role of Fort Laramie in overall trip purpose.

- For the majority of non-local respondents (89%), visiting Fort Laramie was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Fort Laramie was not their primary trip purpose, 38% stated that their visit to Fort Laramie was an incidental or spontaneous stop, while another 33% indicated that it was one of two or more equally important reasons they came to the local area. An additional 29% said it was the primary reason they came to the local area.

Question 4: Length of Stay

If respondents indicated that they were not permanent or seasonal residents of the local area around Fort Laramie, they were 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.

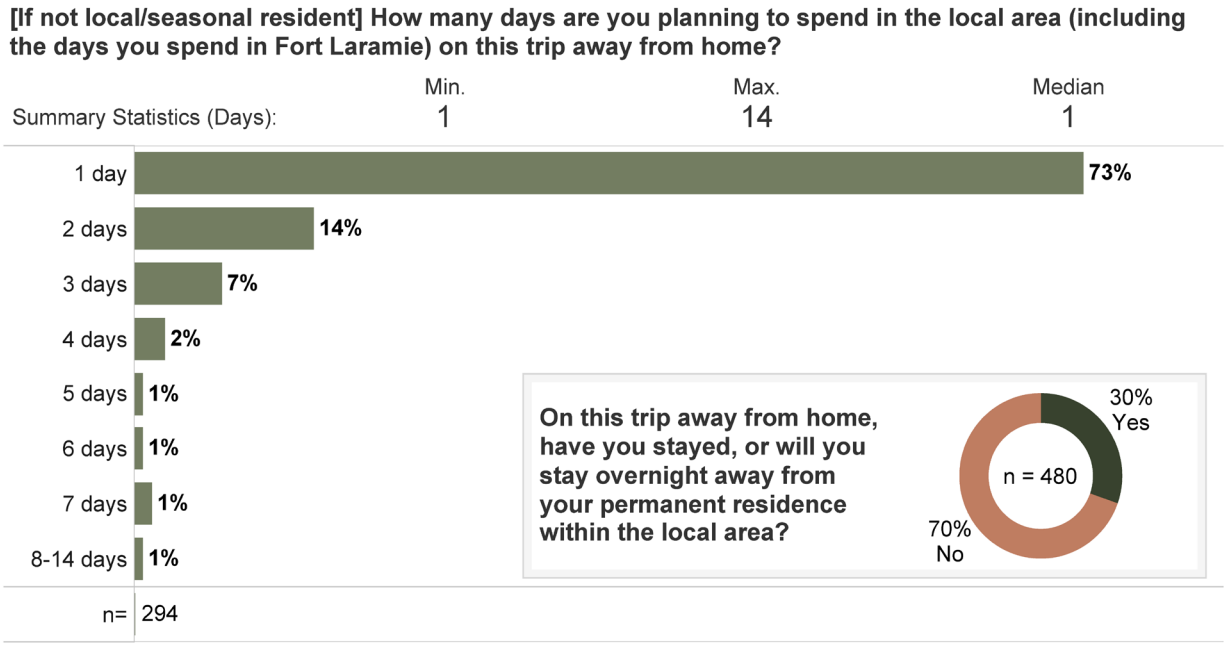


Figure 4. Time spent in the local area around Fort Laramie.

- Over two-thirds of non-local respondents (73%) spent one day in the local area, while 14% spent 2 days, and 7% spent 3 days. The median length of stay was one day.
- Additionally, just under one-third of all respondents (30%; 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).

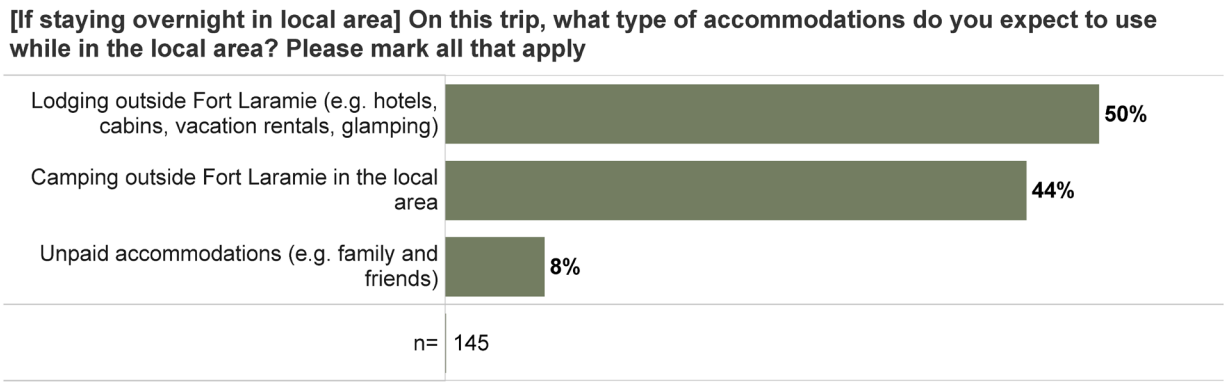


Figure 5. Accommodation types used in the local area around Fort Laramie.

- Half of overnight respondents (50%) stayed in lodging outside Fort Laramie (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by respondents who camped outside Fort Laramie in the local area (44%), and those who stayed at unpaid accommodations (e.g., family and friends) (8%).

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

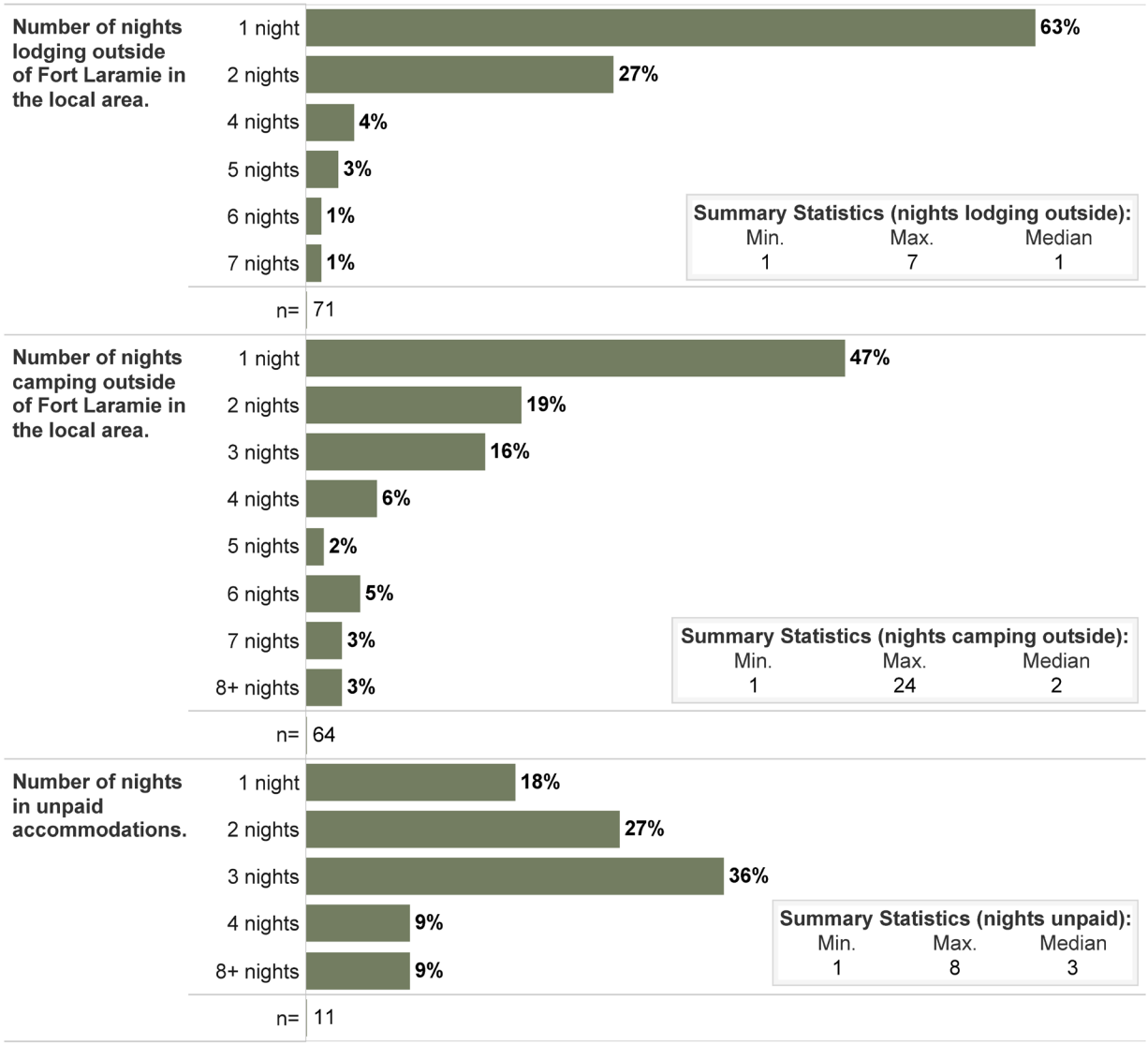


Figure 6. Number of nights spent in the local area around Fort Laramie, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table A-1.

- Among the 50% of overnight respondents who lodged outside of Fort Laramie in the local area (per Figure 5), median length of stay was one night. The majority (90%) lodged 2 nights or fewer in the local area this trip; 94% spent 4 nights or fewer.
- Among the 44% of overnight respondents who camped outside of Fort Laramie (per Figure 5), median length of stay was two nights, though the plurality (47%) stayed just one night.
- Among the 8% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay three nights. Results for this group should be interpreted with caution due to the small size of the sample (i.e., n<30).

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 Fort Laramie (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but visitors were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

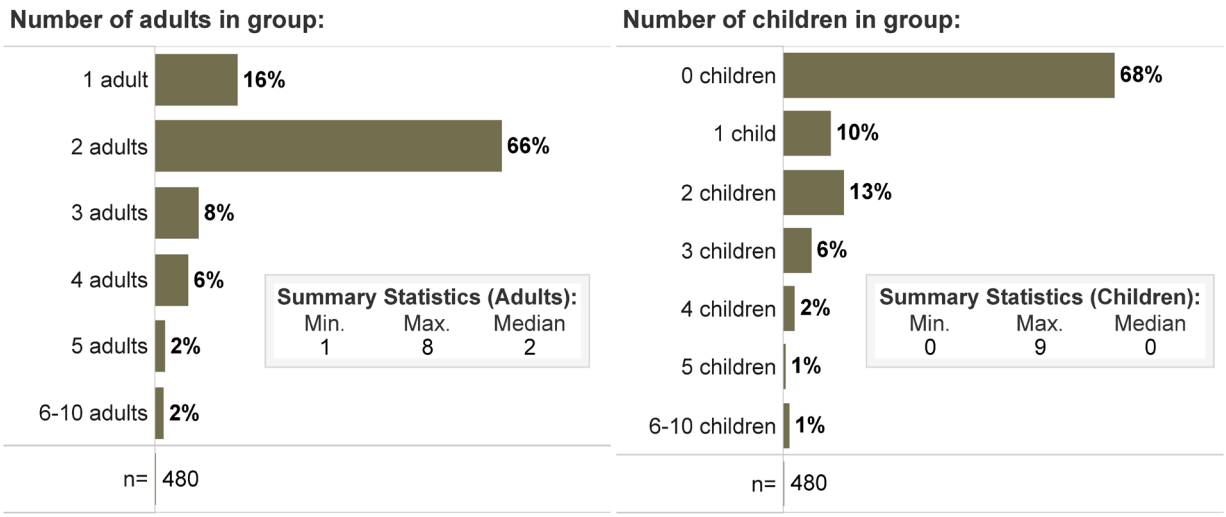


Figure 7. Number of adults and children in respondent's personal group while visiting Fort Laramie. Tabular data shown in this figure are presented in Appendix A, Table A-2.

- The median number of adults per group was two. Most groups (66%) included 2 adults.
- Most groups (68%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 8).

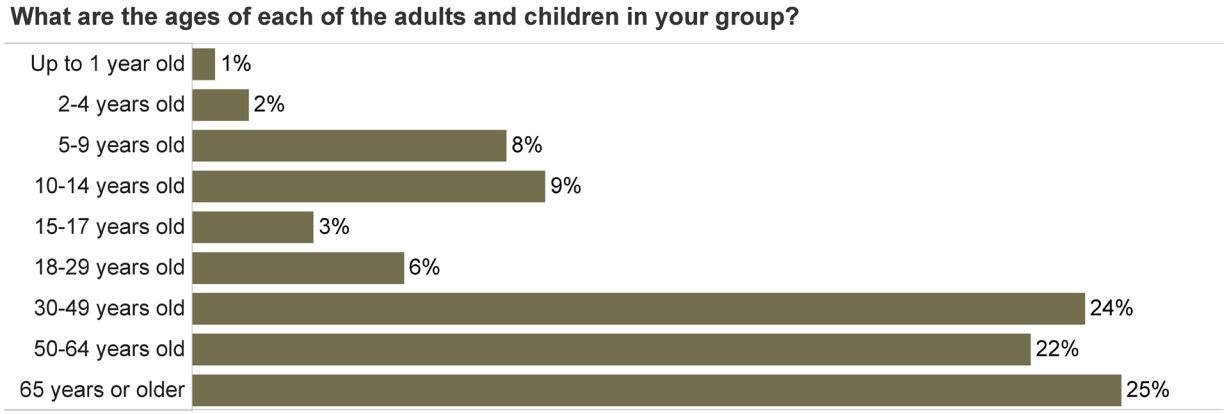


Figure 8. Age distribution of all members of respondent's personal group while visiting Fort Laramie.

- The most common age of the adults and children in a personal group was 65 years or older (25%), followed by 30–49 years old (24%), and 50–64 years old (22%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 23% of group members.

Questions 11–13: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Fort Laramie 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 7).

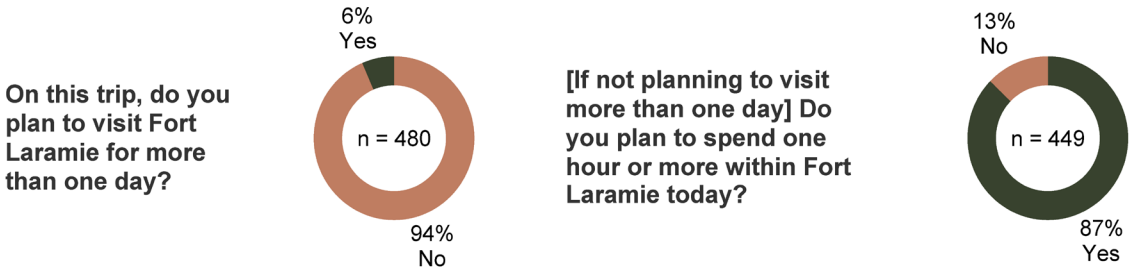


Figure 9. Duration of the respondent's trip to Fort Laramie.

Table 7. Amount of time spent within Fort Laramie.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Fort Laramie today?	57	2	45	30
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Fort Laramie today?	390	1	5	2
[If planning to visit at least one day] How many days do you plan to spend within Fort Laramie on this trip?	31	1	24	1
[If planning to visit at least one day] On how many different days do you expect to enter the park?	31	1	2	1

- While visiting Fort Laramie, most visitors (94%) did not plan to spend more than one day in the park.
- Among the 94% of visitors who did not spend more than a day in Fort Laramie, the majority (87%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was two hours.
- The remaining 6% of visitors planned to visit for more than one day; among those visitors, the median length of stay was one day.

- 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 was one day.

Respondents were also presented with a list of locations within Fort Laramie and asked to indicate if they had been to or planned to visit them that day (Figure 10).

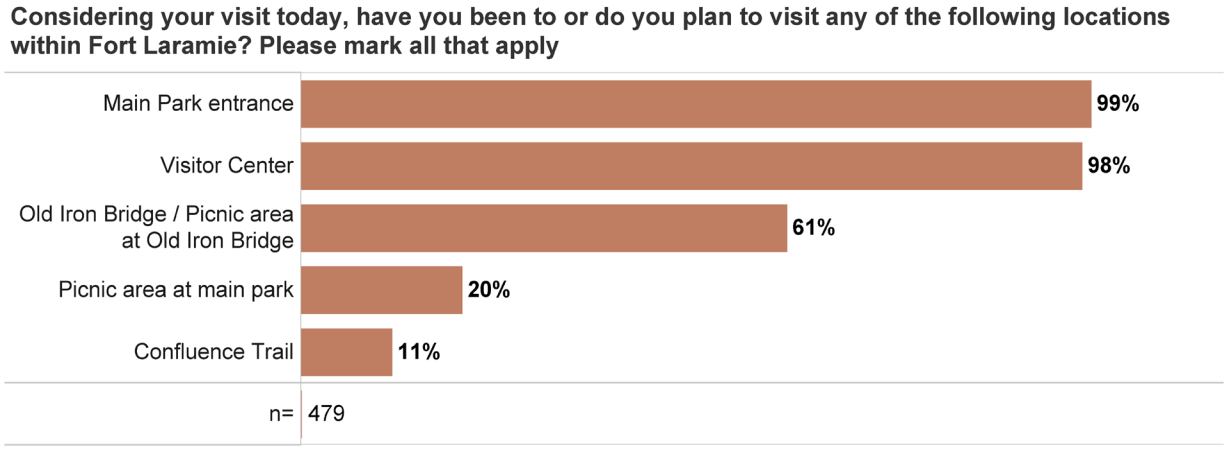


Figure 10. Park locations visited during the most recent trip to Fort Laramie.

- The most commonly visited location in Fort Laramie was the Main Park entrance (99% of respondents had either been there or planned to visit it on their trip), followed by Visitor Center (98%) and Old Iron Bridge/Picnic area (61%).
- Confluence Trail was the least-visited location from the list provided, with only 11% of respondents reporting having visited or planning to visit.

Question 14: Transportation

Visitors were asked about the form of transportation they used to enter Fort Laramie on the day they were surveyed (Figure 11).

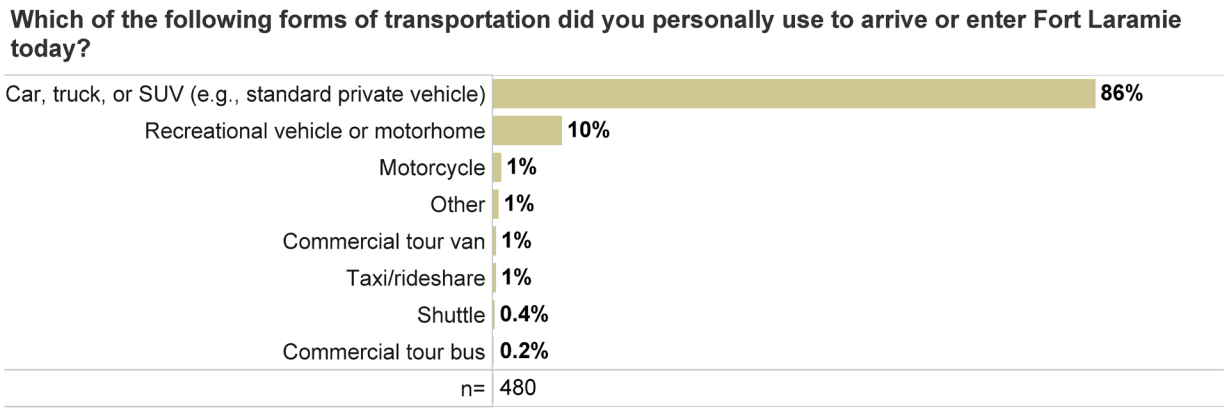


Figure 11. Form of transportation used to enter Fort Laramie on the day of the survey.

- The majority of respondents (86%) reported that they used their car, truck, or SUV to enter Fort Laramie on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (10%).

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 12).

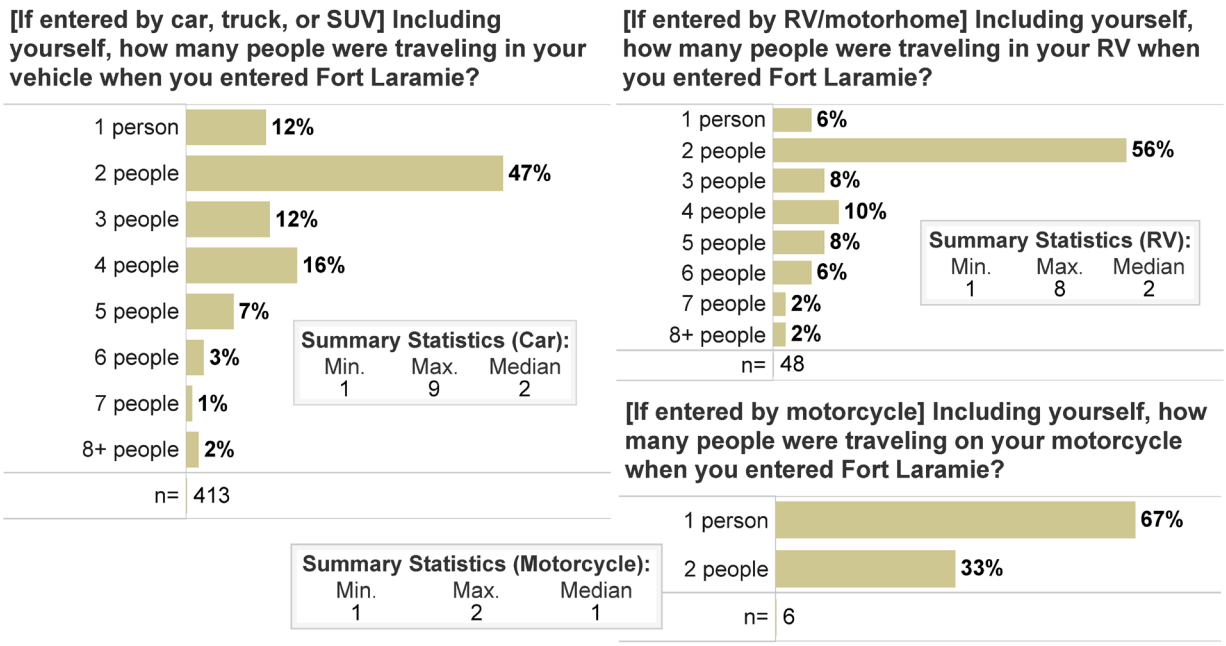


Figure 12. Number of people in or on respondent's vehicle when entering Fort Laramie. Tabular data shown in this figure are presented in Appendix A, Table A-3.

- The plurality of respondents (47%) traveling by car reported two people. The next common group size was four people (16%), followed by three people or solo travelers (12% each).
- Over half of respondents entering Fort Laramie by RV/motorhome reported travelling in a group of two people (56%), followed by four people (10%).
- Most motorcyclists (67%) were traveling on their own.

Question 16: Previous Visits to Fort Laramie

Respondents were asked if they were first time visitors to Fort Laramie. Repeat visitors were then asked how many visits they have made to Fort Laramie in the last 12 months and the last five years (Figure 13).

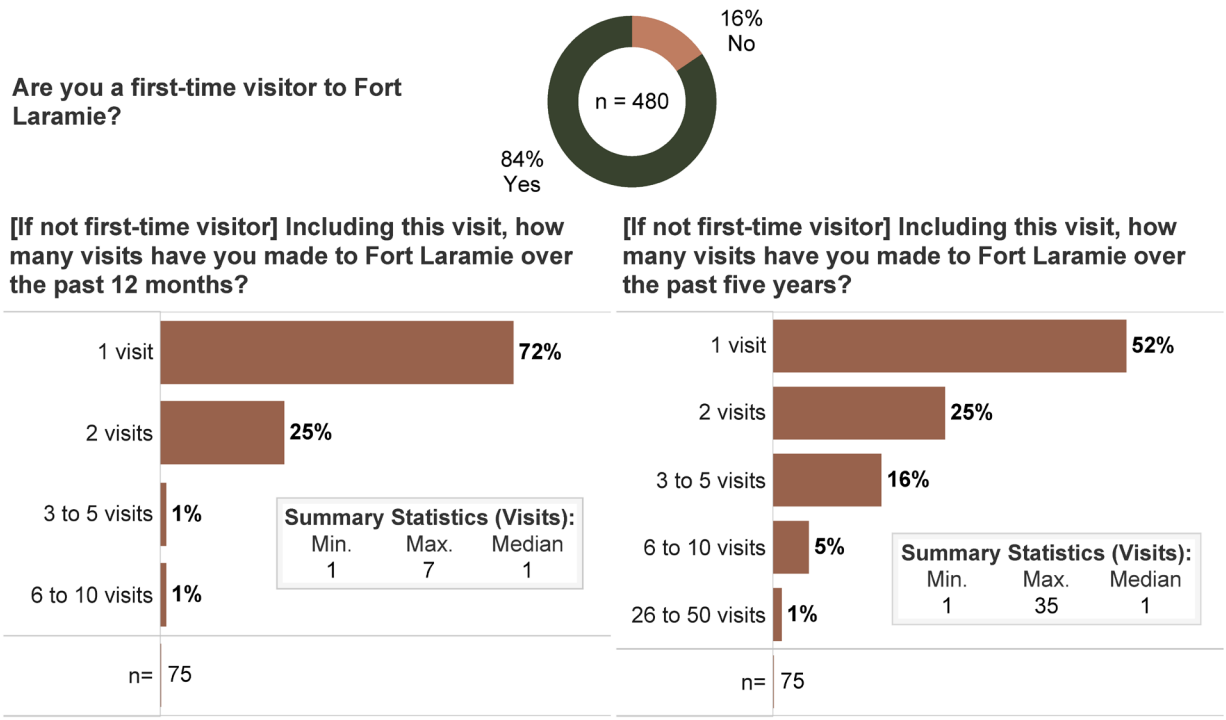


Figure 13. Previous visits to Fort Laramie. Tabular data shown in this figure are presented in Appendix A, Table A-4.

- Most respondents (84%) were on their first ever trip to Fort Laramie.
- Among the 16% of respondents who were repeat visitors, the majority (72%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- Almost half of repeat visitors (48%) had visited more than one time in the past 5 years.
- The median number of visits made in the past 5 years was one, including the current trip; about 1% of repeat visitors had made more than 10 visits in the past 5 years.

Question 17: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 14).

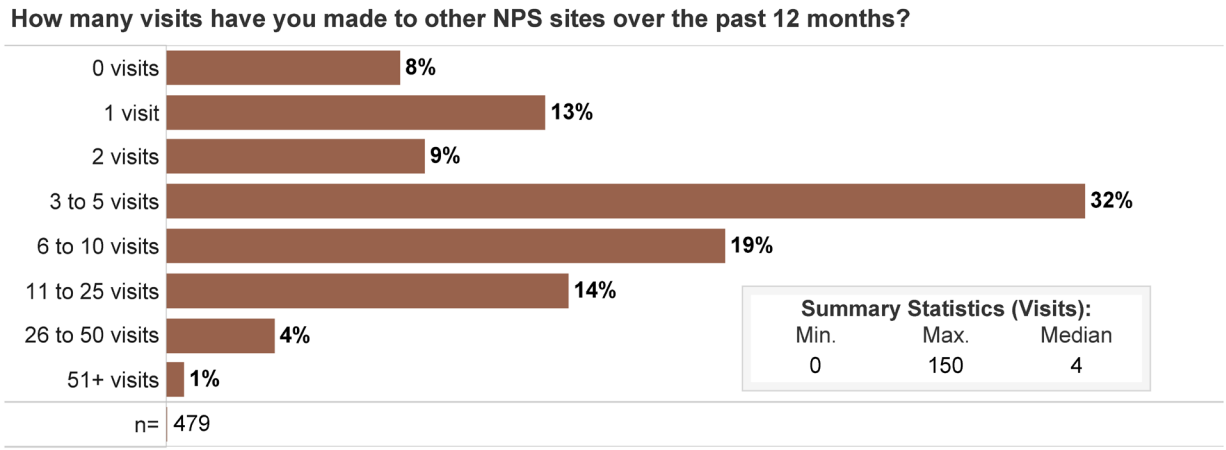


Figure 14. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table A-5.

- The highest proportion of respondents (32%) had made 3–5 visits 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 was four, though a combined 70% had made 3 or more visits in the past year.

Follow-up Survey Results

The following section provides results of the 247 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Fort Laramie National Historic Site in Summer of 2022. Again, caution is recommended in the interpretation of figures with sample size lower than n=30, and 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 Fort Laramie

First, respondents were asked what sources they used to obtain information about Fort Laramie prior to their trip, and whether they had the information they needed on their trip (Figure 15).

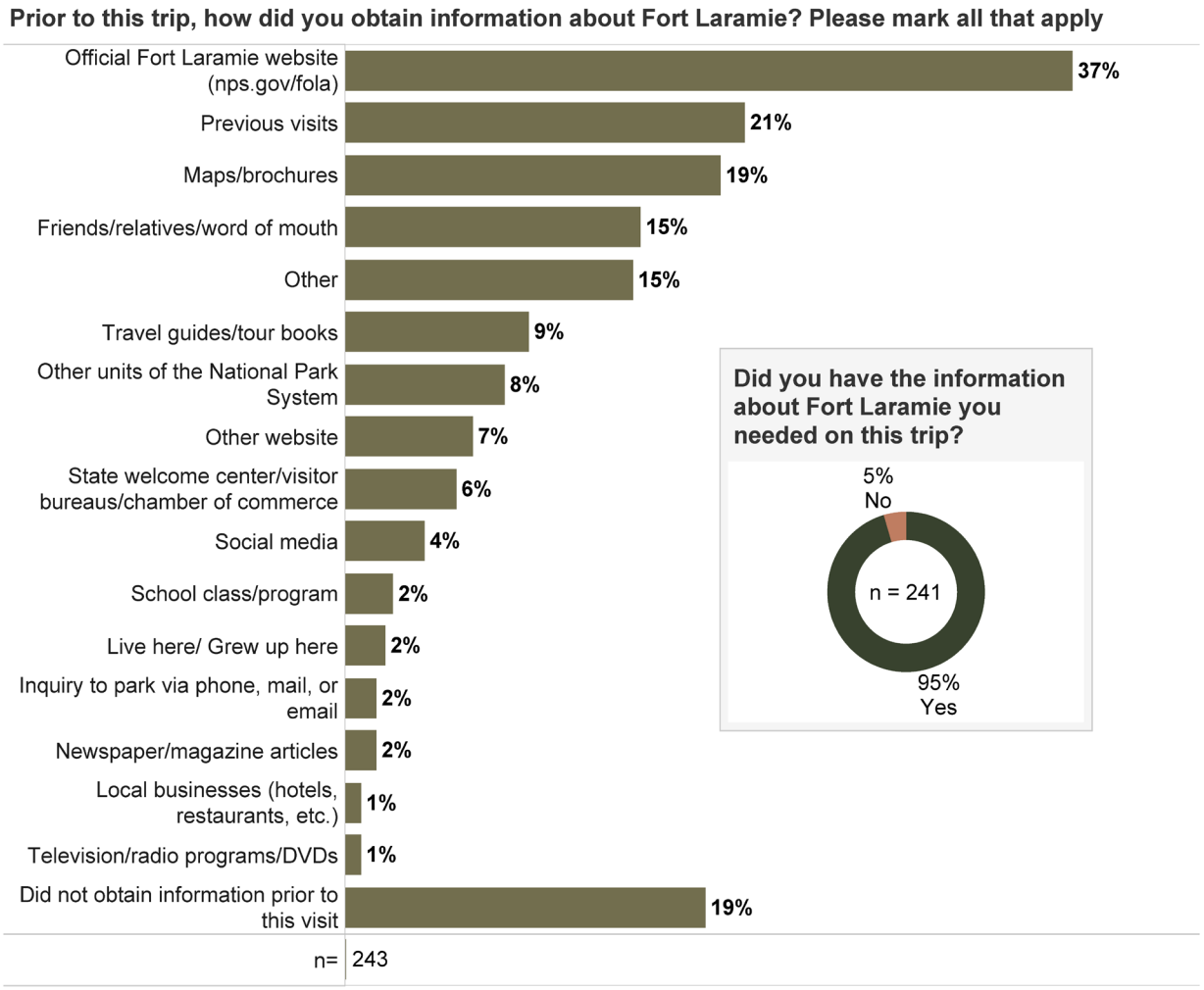


Figure 15. Sources used to obtain information about Fort Laramie prior to the trip.

- The most used resource was the official Fort Laramie website (nps.gov/fola), with 37% of respondents reportedly using it. The second most common source was previous visits (21%), followed by maps/brochures (19%), friend/relatives/word of mouth (15%), and other sources (15%).
- In a follow-up question, 95% of respondents said that they had the information about Fort Laramie that they needed on their trip, while 5% indicated 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. These comments are provided as an accompanying document for review.

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 follow-up survey asked respondents to select all forms of

transportation they personally used to travel from their home to Fort Laramie on their trip (Figure 16).

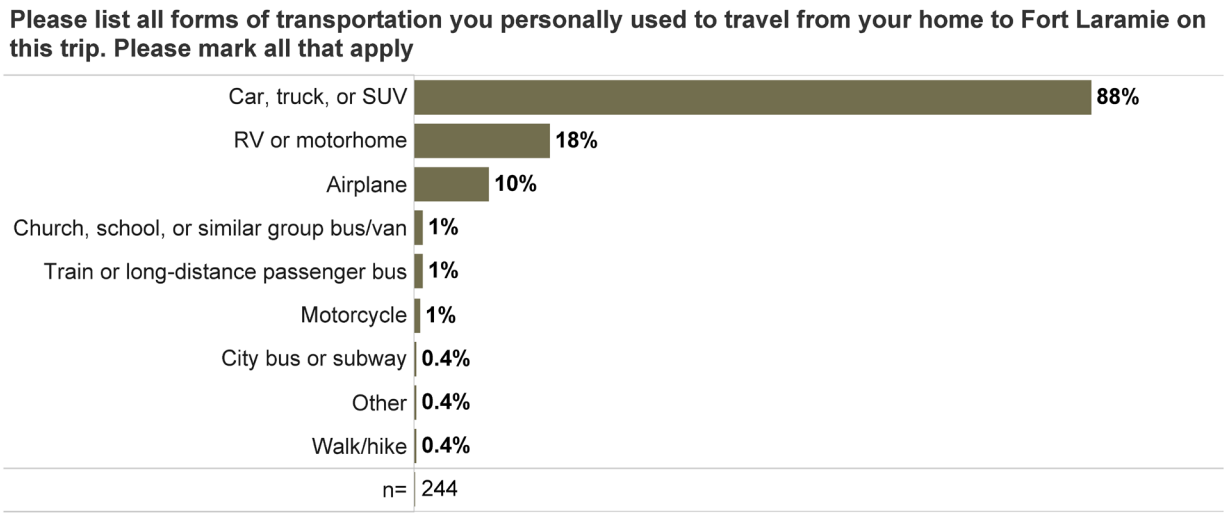


Figure 16. Forms of transportation used to travel from home to Fort Laramie on the recent trip.

- The majority of respondents (88%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Fort Laramie.
- The second most common mode of travel was an RV or motorhome (7%), followed by an airplane (10%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Fort Laramie on the day of the survey (Figure 17).

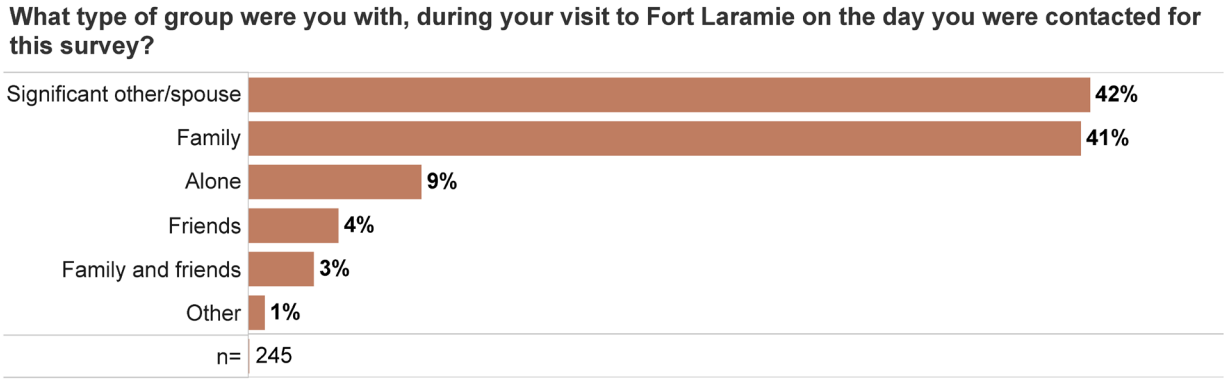


Figure 17. Travel party composition during Fort Laramie visit.

- The highest proportion of respondents (42%) visited Fort Laramie with their significant other or spouse on the day of the survey. This was followed closely by those respondents who visited Fort Laramie with their family (41%).
- A small percentage of respondents (9%) explored Fort Laramie alone, and another 4% visited the park with their friends.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Fort Laramie [2] (Figure 18).

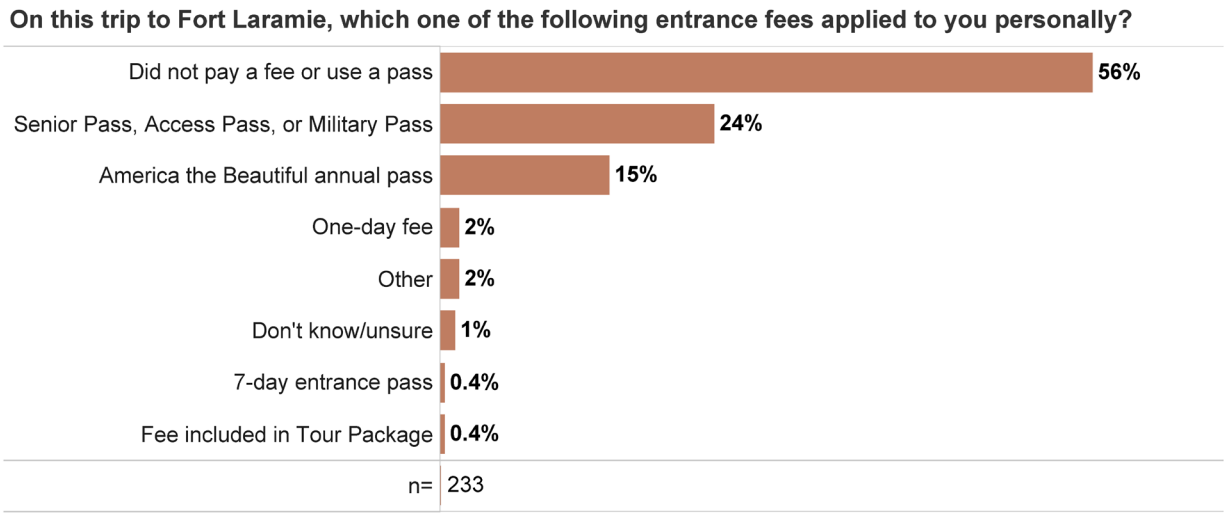


Figure 18. Entrance fees to enter Fort Laramie on the most recent trip.

- Over half of respondents (56%) reported that they did not pay a fee or use a pass while visiting Fort Laramie, and another 24% entered using a Senior Pass, Access Pass, or Military Pass.

Questions 12–14: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 19).

[2] Fort Laramie does not charge an entrance fee. However, this question was asked as part of the standard survey fielded at units across the NPS system.

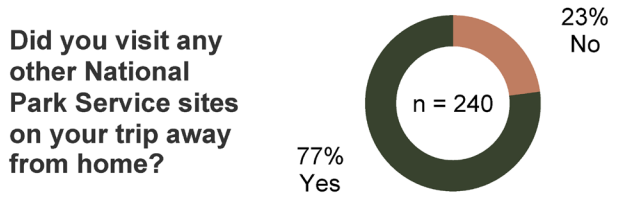


Figure 19. NPS sites visited on trip away from home.

- The majority of respondents (77%) had visited other NPS sites on their trip, while 23% identified Fort Laramie 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). These comments are provided in an accompanying document.

Survey respondents were then asked to identify all activities that they participated in while visiting Fort Laramie, and which of those was their primary activity (Figure 20).

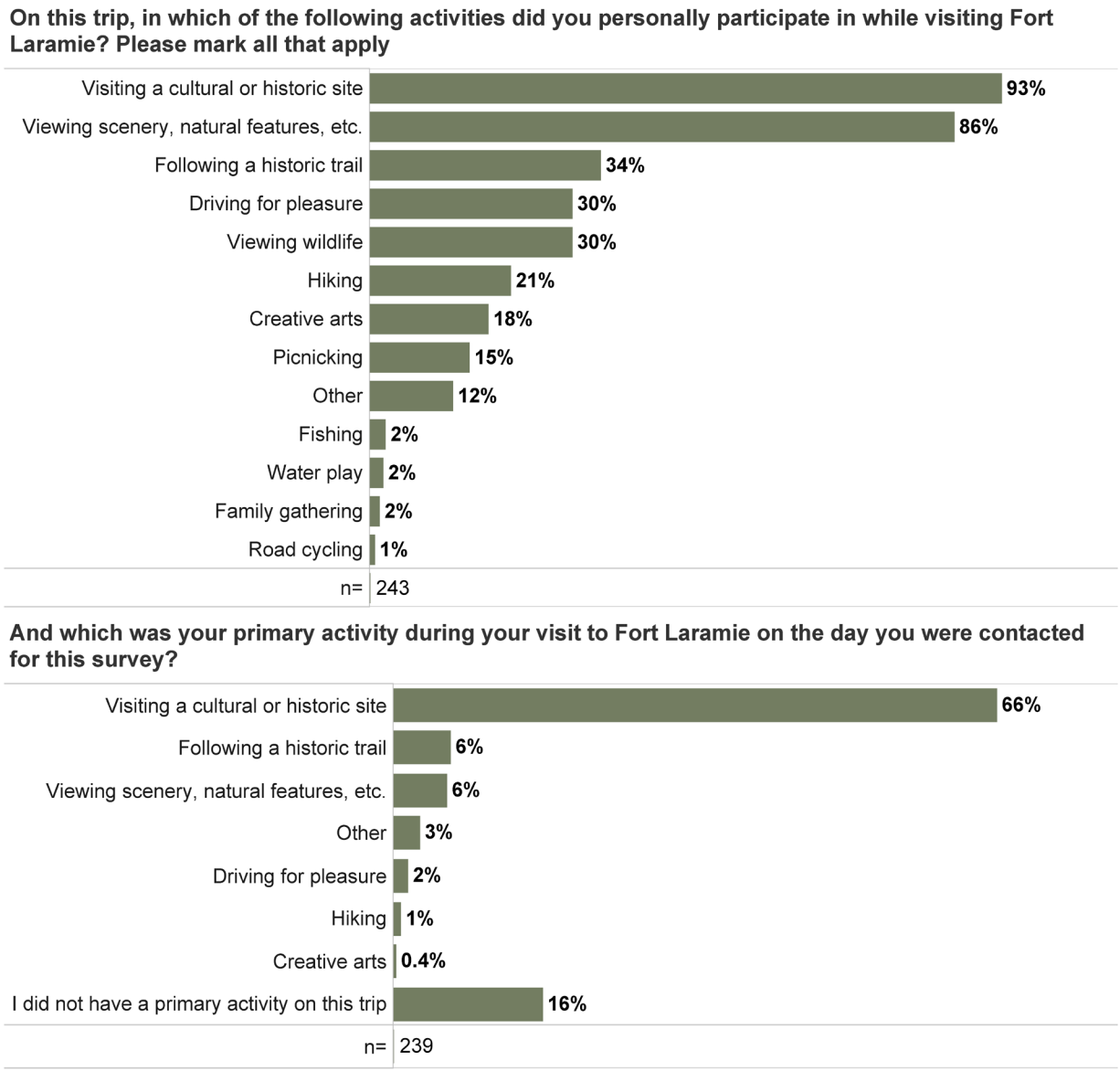


Figure 20. Participation in activities at Fort Laramie.

- Almost all visitors reported visiting a cultural or historic site (93%), while 86% reported viewing scenery, natural features, etc., and 34% reported following a historic trail.
- Fishing, water play, family gathering, and road cycling were all uncommon activities (reported by 2% or fewer of respondents).
- The majority of respondents (66%) reported visiting a cultural or historic site as their primary activity, followed by following a historic trail and viewing scenery, natural features, etc. (6% each).

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Fort Laramie on their trip, then asked which of those was the most important reason for them to visit Fort Laramie (Figure 21).

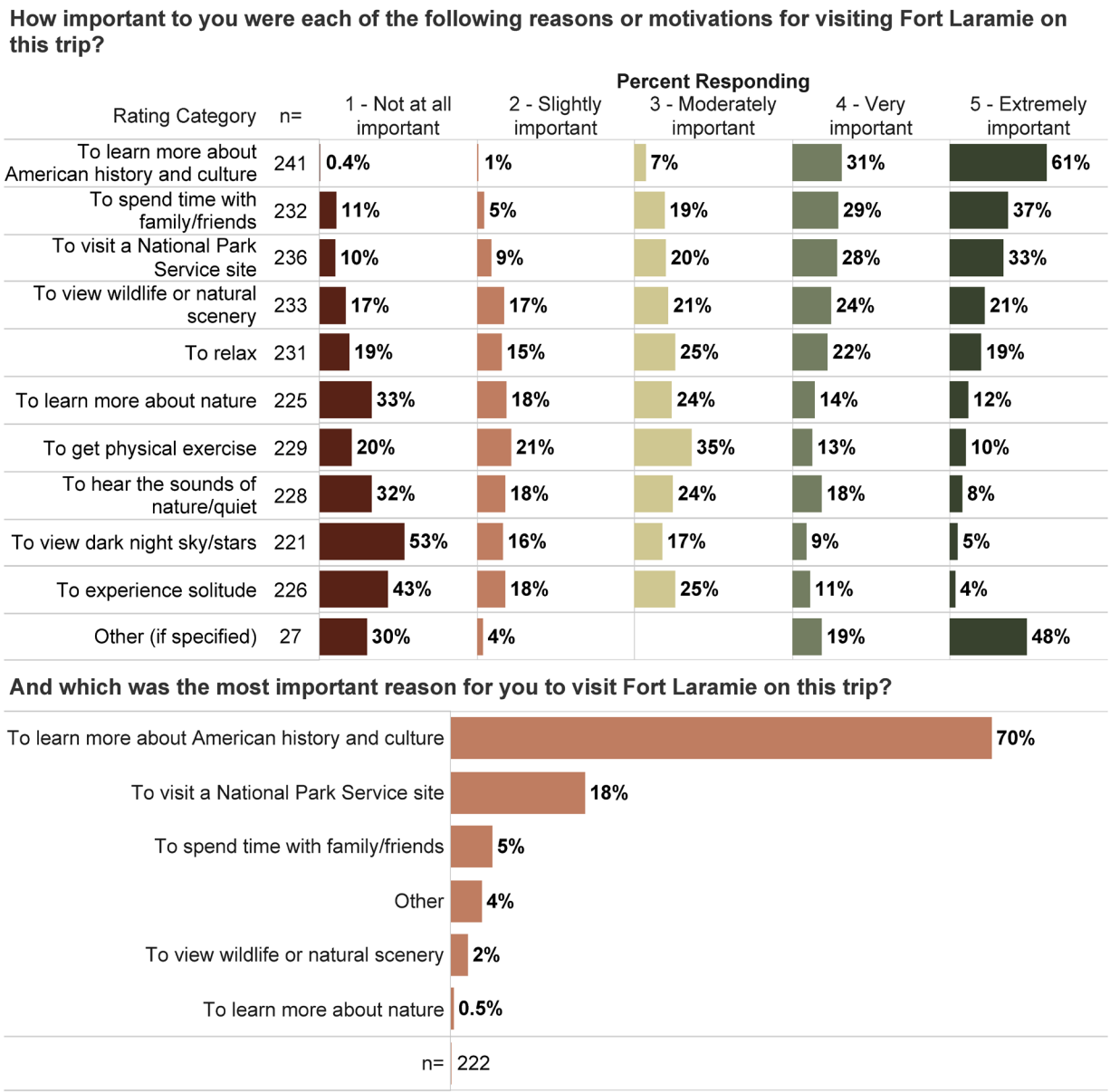


Figure 21. Reasons or motivations to visit Fort Laramie. Tabular data shown in this figure are presented in Appendix A, Table A-6.

- Most visitors chose learning more about American history and culture (61%) as extremely important reason for their trip to Fort Laramie.
- Other important reasons were to spend time with family and friends, and to visit a National Park Service site (37% and 33% of respondents, respectively, rated them as extremely important).
- Of the reasons listed, the least important reasons were to view dark night sky/stars and to experience solitude (only 5% and 4% of respondents, respectively, reported them as extremely important, and 53% and 43% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to learn more about American history and culture (70%), followed by visiting a National Park Service site (18%), and spending time with family/friends (5%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Fort Laramie during their trip (Figure 22).

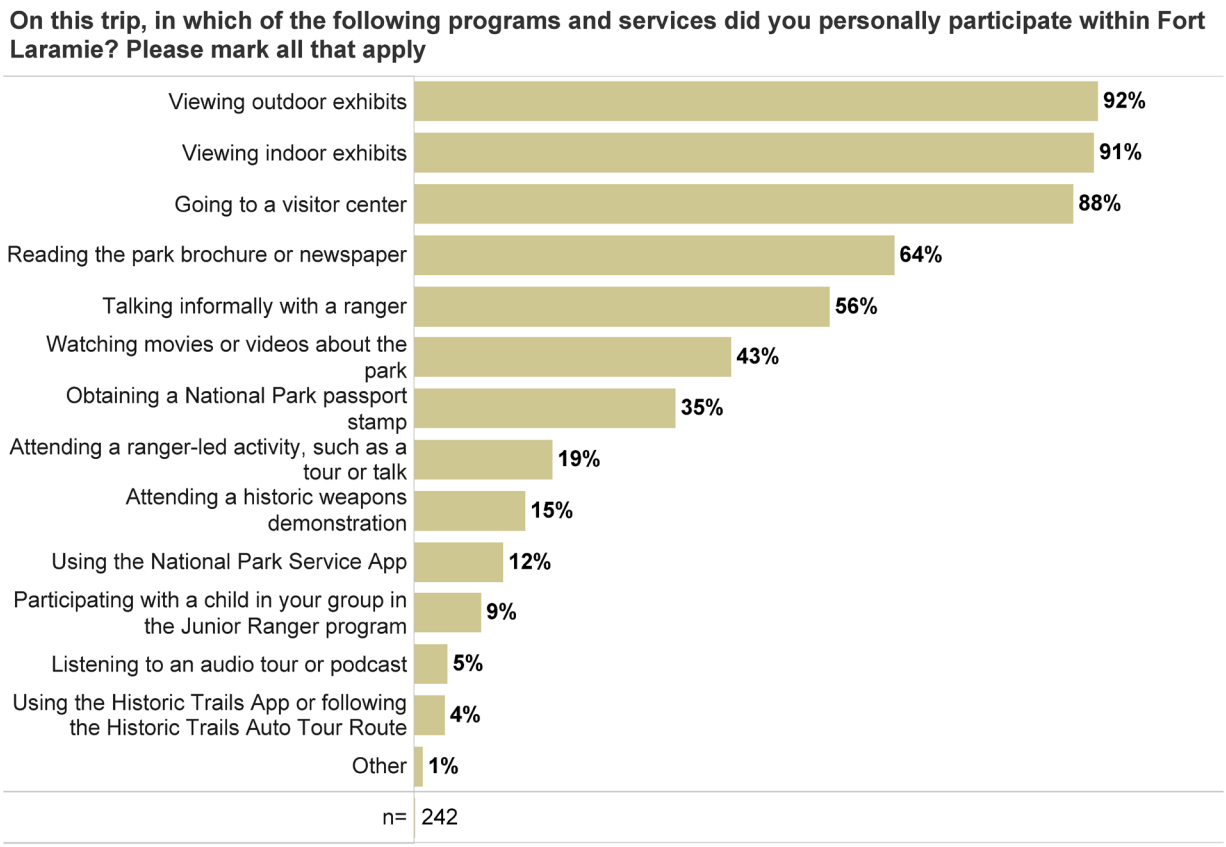


Figure 22. Programs participated while visiting Fort Laramie.

- The two most-used programs were viewing outdoor exhibits and viewing indoor exhibits, with the majority of respondents (over 90%) reporting participating in each of them.
- Several other programs were engaged in by over half of respondents: going to a visitor center (88%), reading the park brochure or newspaper (64%), and talking informally with a ranger (56%).

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 23).

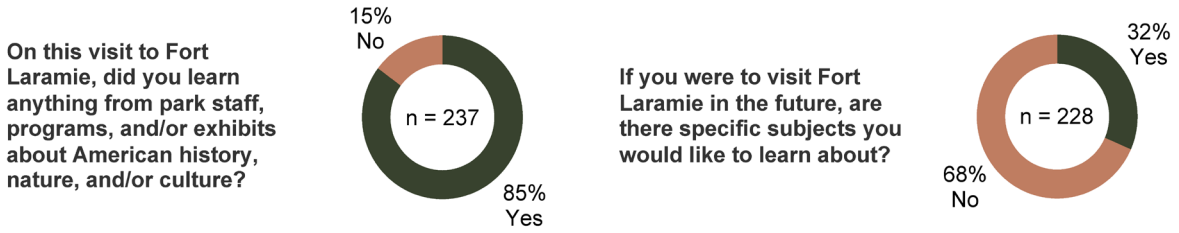


Figure 23. Learning.

- The majority of respondents (85%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- About a third of respondents (32%) reported that if they were to visit Fort Laramie in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate. These comments are provided as an accompanying document for review.

Questions 20–21: Use of Devices

Two survey questions were 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 Fort Laramie (Figure 24).

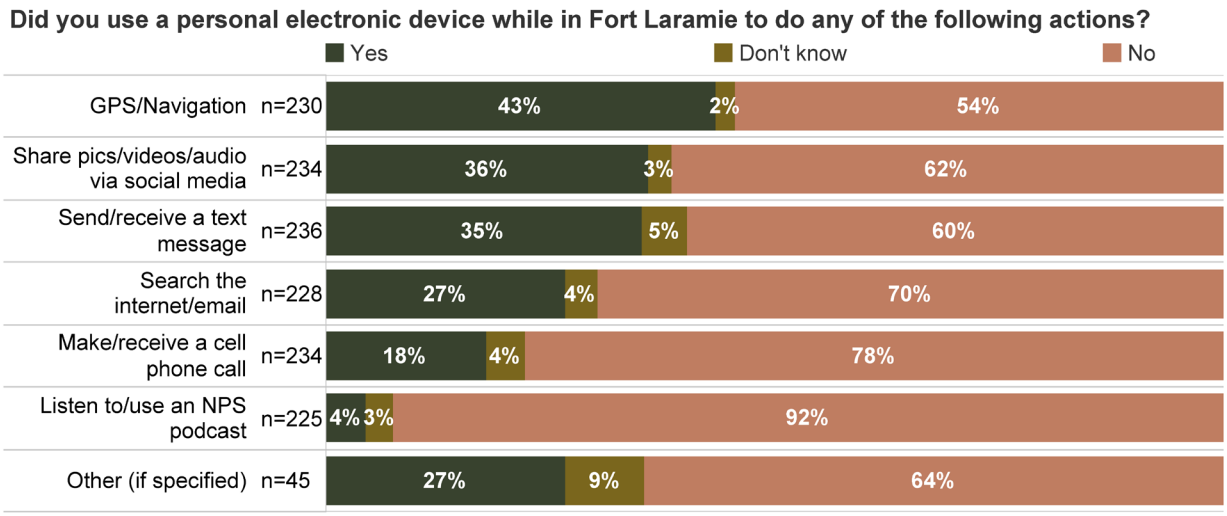


Figure 24. Use of personal electronic devices while visiting Fort Laramie. Tabular data shown in this figure are presented in Appendix A, Table A-7.

- Less than half of respondents (43%) reported using GPS/navigation, and slightly over a third of respondents reported sharing pics/videos/audio via social media (36%) and sending/receiving a text message (35%).
- Conversely, only 4% 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 25), and the quality of their service (Figure 26).

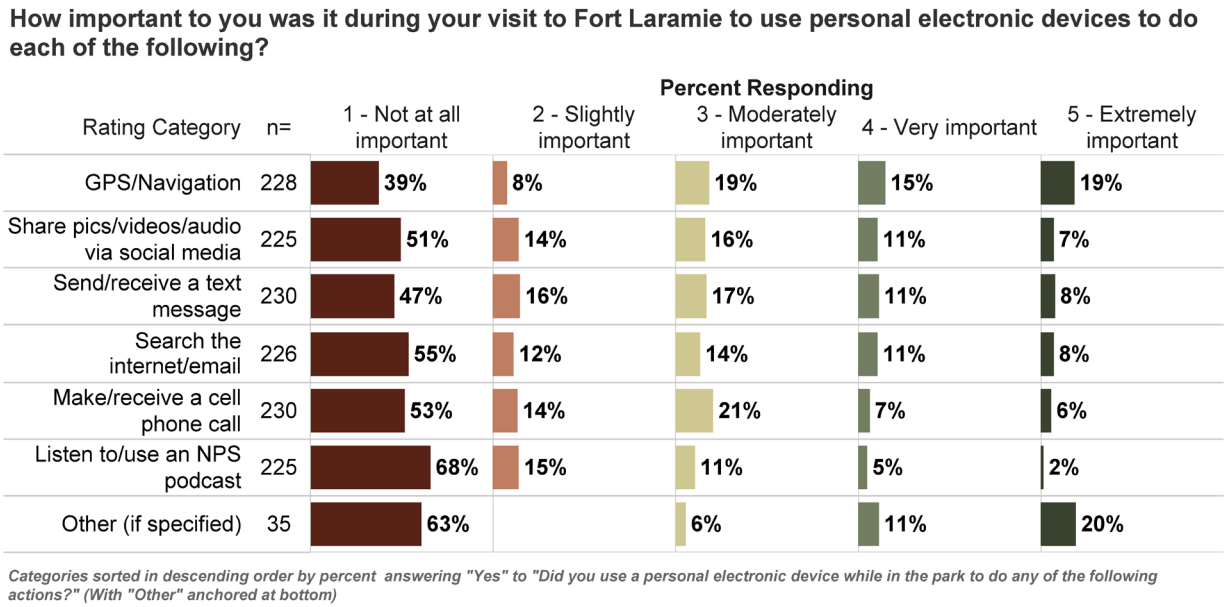


Figure 25. The importance of use of personal electronic devices while visiting Fort Laramie. Tabular data shown in this figure are presented in Appendix A, Table A-8.

- The most important device use was GPS/navigation (19% of respondents rated it as extremely important).
- Listening to and using an NPS podcast was rated as extremely important by only 2% of respondents, and not at all important by 68% of respondents.

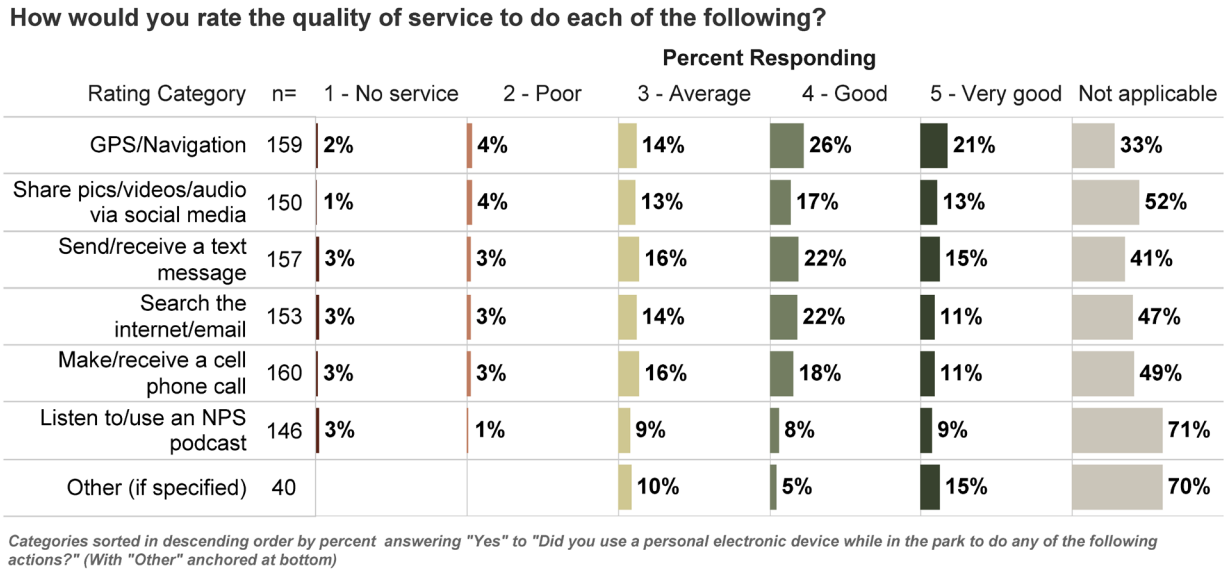


Figure 26. Quality of service of personal electronic devices while visiting Fort Laramie. Tabular data shown in this figure are presented in Appendix A, Table A-9.

- GPS/navigation was rated as very good or good by 21% and 26% of respondents respectively. However, 2% of respondents reported that they had no service for this.
- A small percentage of respondents (ranged from 1% to 3%, depending on the service) reported that they had no service when attempting to use one of the services from the list provided. For all the options listed, respondents were more likely to report the service as very good or not applicable as opposed to reporting no service.

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 Fort Laramie. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

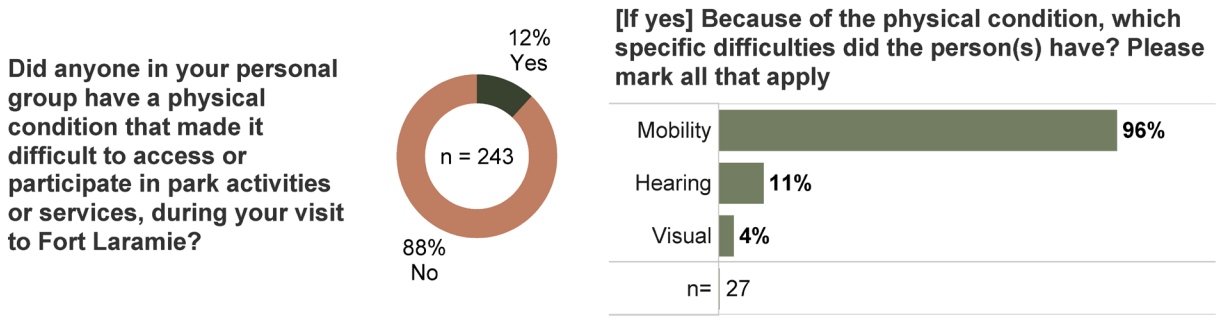


Figure 27. Physical difficulties while visiting Fort Laramie.

- The majority of respondents (88%) reported 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 Fort Laramie.
- Among the 12% of visitors who identified at least one difficulty, 96% reported 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 Fort Laramie met their expectations (Figure 28).

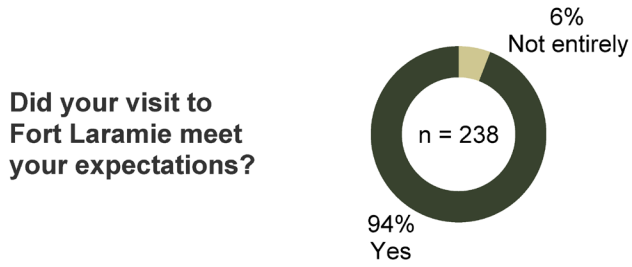


Figure 28. Meeting Fort Laramie expectations.

- The majority of respondents (94%) reported that their visit to Fort Laramie met their expectations, while 6% of respondents said it did not meet their expectations entirely, and no respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Fort Laramie did not meet their expectations were asked to elaborate. These comments are provided as an accompanying document for review.

Respondents were then given several statements about Fort Laramie and asked to indicate their level of agreement or disagreement with each given statement (Figure 29).

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

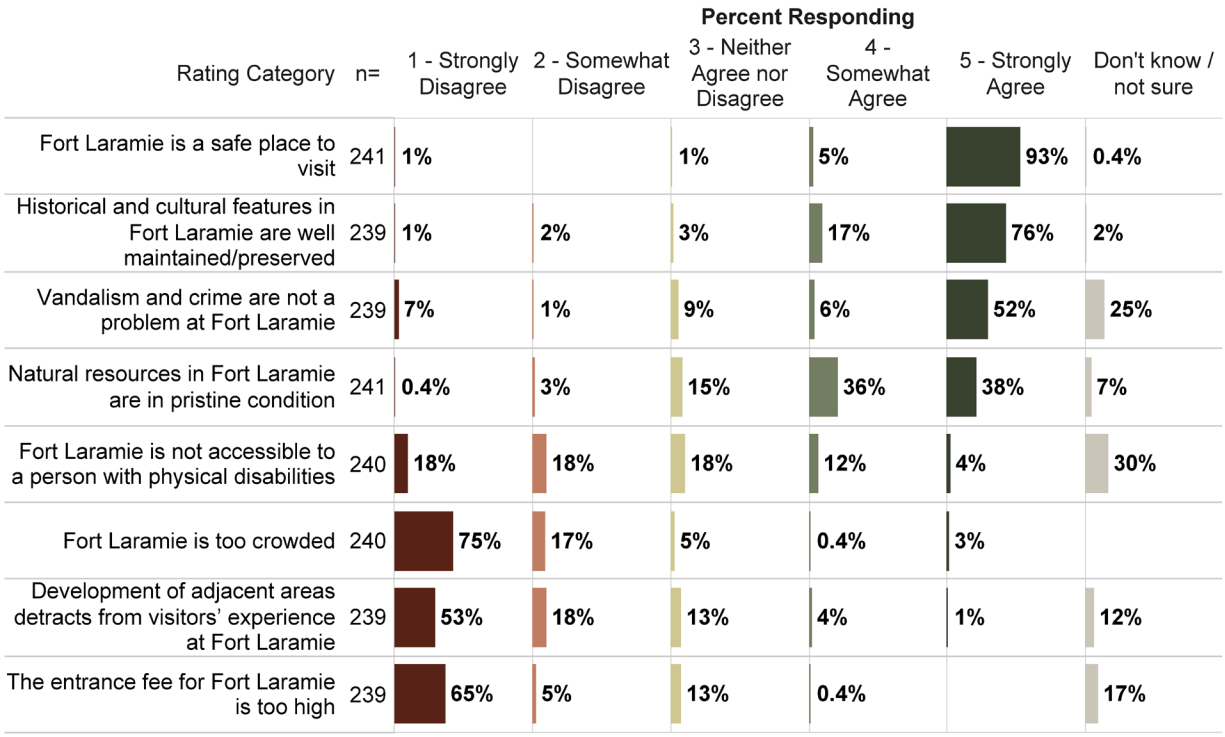


Figure 29. Rating Fort Laramie experience. Tabular data shown in this figure are presented in Appendix A, Table A-10.

- From all the statements listed, "Fort Laramie is a safe place to visit" received the most consensus with a combined 98% of respondents saying they either strongly or somewhat agree with it. That was followed by "Historical and cultural features in Fort Laramie are well maintained/preserved" and "Vandalism and crime are not a problem at Fort Laramie" (93% and 58% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, "Fort Laramie is too crowded", "Development of adjacent areas detracts from visitors' experience at Fort Laramie", and "The entrance fee for Fort Laramie is too high" received the least support, with 5% or less of respondents either somewhat or strongly agreeing with these statements, and over half of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Fort Laramie (Figure 30).

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

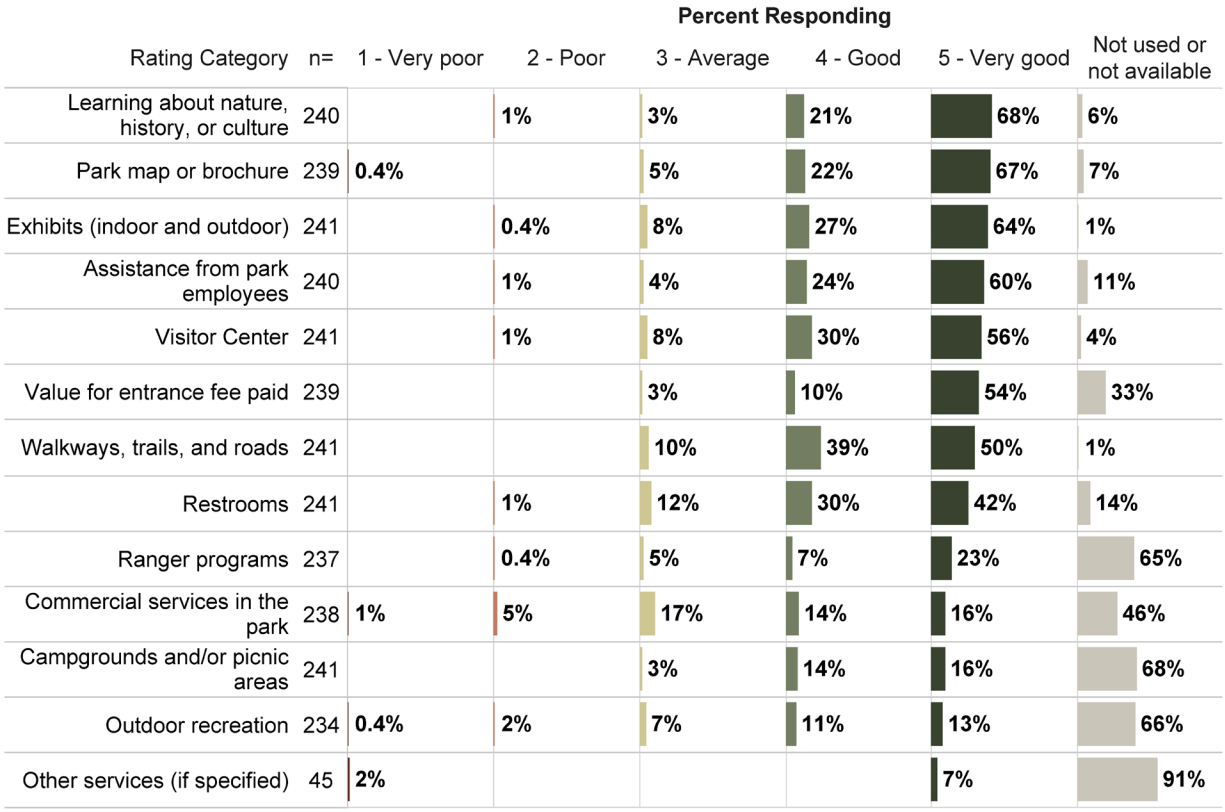


Figure 30. Rating the quality of Fort Laramie facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table A-11.

- Over half of visitors (ranging from 50% to 68%) rated learning about nature, history, or culture, park map or brochure, exhibits (indoor and outdoor), assistance from park employees, visitor center, value for entrance fee paid, and walkways, trails, and roads as very good.
- Conversely, fewer than half of visitors rated restrooms, ranger programs, commercial services in the park, campground and/or picnic areas, and outdoor recreation as very good. For most of these ratings categories, visitors were most likely to say that they were either not available, or they did not use them.

Finally, respondents were asked to rate the overall quality of the park facilities, visitor services, and recreation opportunities (Figure 31).

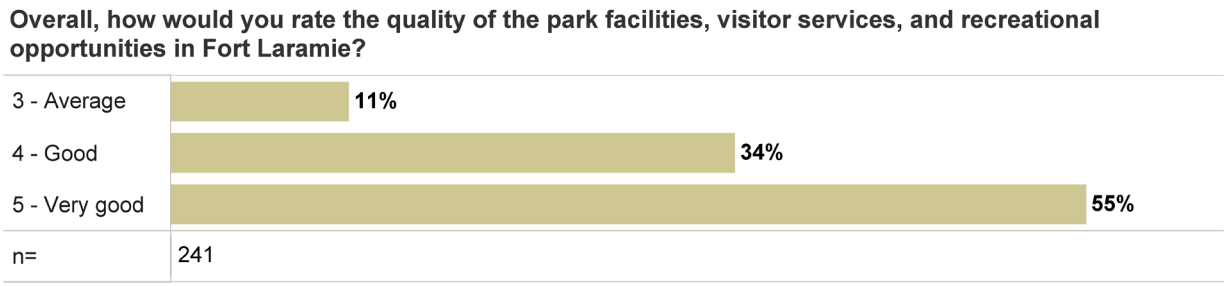


Figure 31. Rating overall quality of Fort Laramie facilities, visitor services, and recreational opportunities.

- In general, over half of respondents (55%) rated the quality of the park facilities, visitor services, and recreational opportunities in Fort Laramie as very good, and another 34% rated them as good.
- Only 11% of respondents rated the quality of park facilities, visitor services, and recreational opportunities as average, and nobody reported them as poor or very poor.



Selling 19th century wares to 21st century customers. (NPS Photo)

Questions 31–39: Background/Demographics

In the final section of the follow-up survey, respondents were asked various questions about their personal and household demographics. Figure 32 depicts descriptive statistics for respondent gender, age, and education.

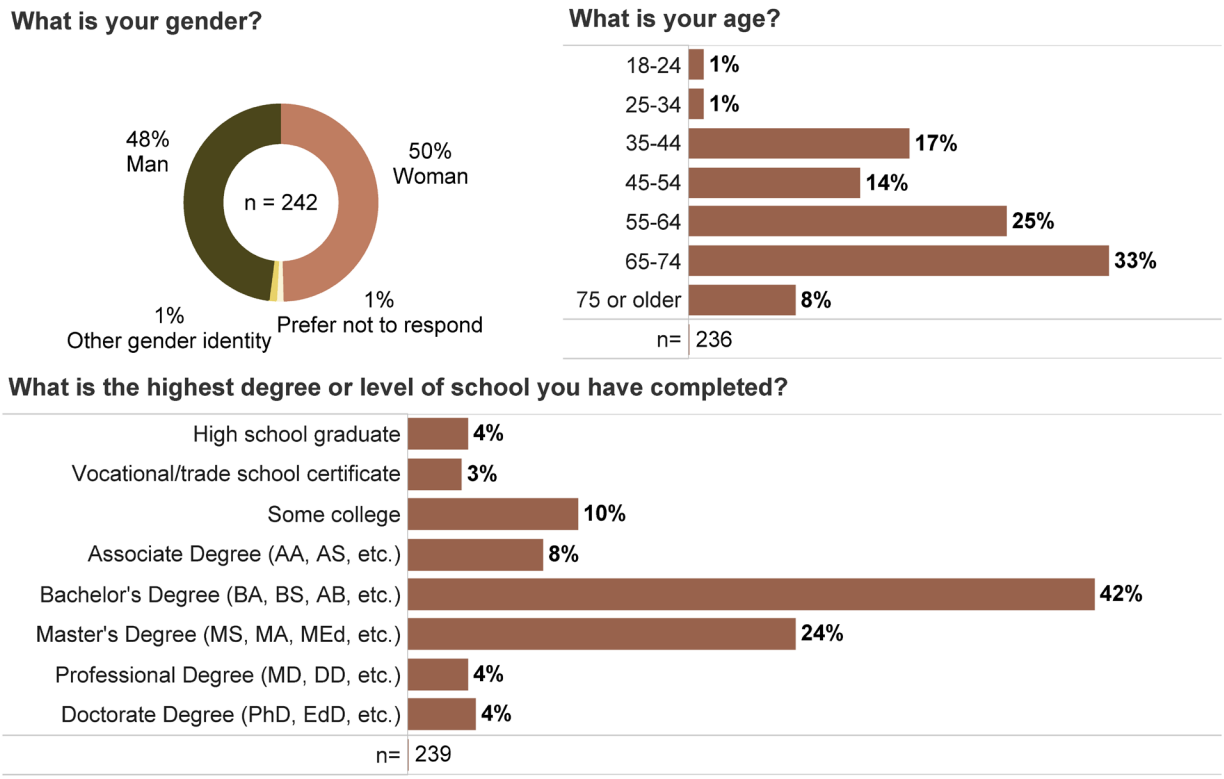


Figure 32. Respondent demographics: gender, age, and level of education.

- Follow-up survey respondents were slightly more likely to be women than men, though the sample was relatively balanced (50% vs 48%). Another 1% had another gender identity, while 1% preferred not to disclose their gender identity.
- The most common age categories were 65–74 years old (33%), 55–64 years old (25%), and 35–44 years old (17%). The least represented age groups were 18–24 years old and 25–34 years old (only 1% each of the participants surveyed).
- Most survey respondents were highly educated, with a combined 82% having finished some college degree, and a plurality (42%) 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 33).

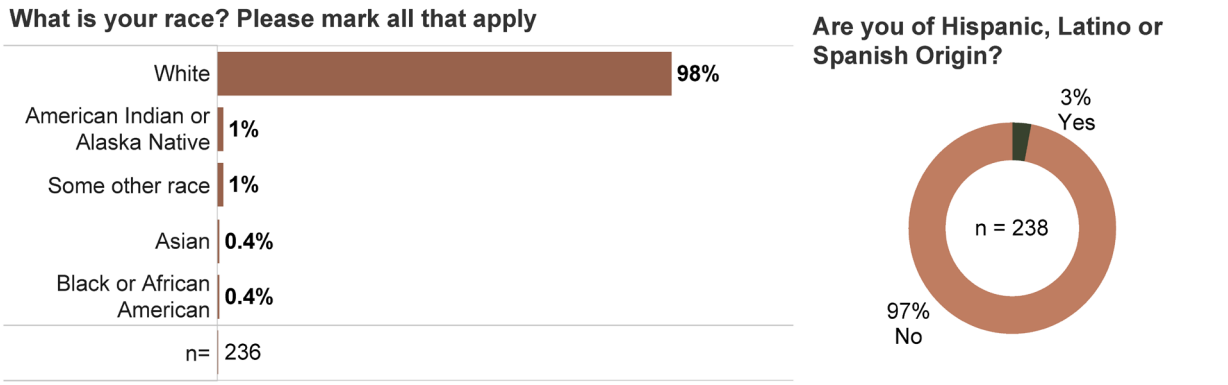


Figure 33. Respondent demographics: race and ethnicity.

- The majority of respondents (98%) were White, while 1% were American Indian or Alaska Native, and another 1% were some other race.
- Most respondents (97%) were 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 34).

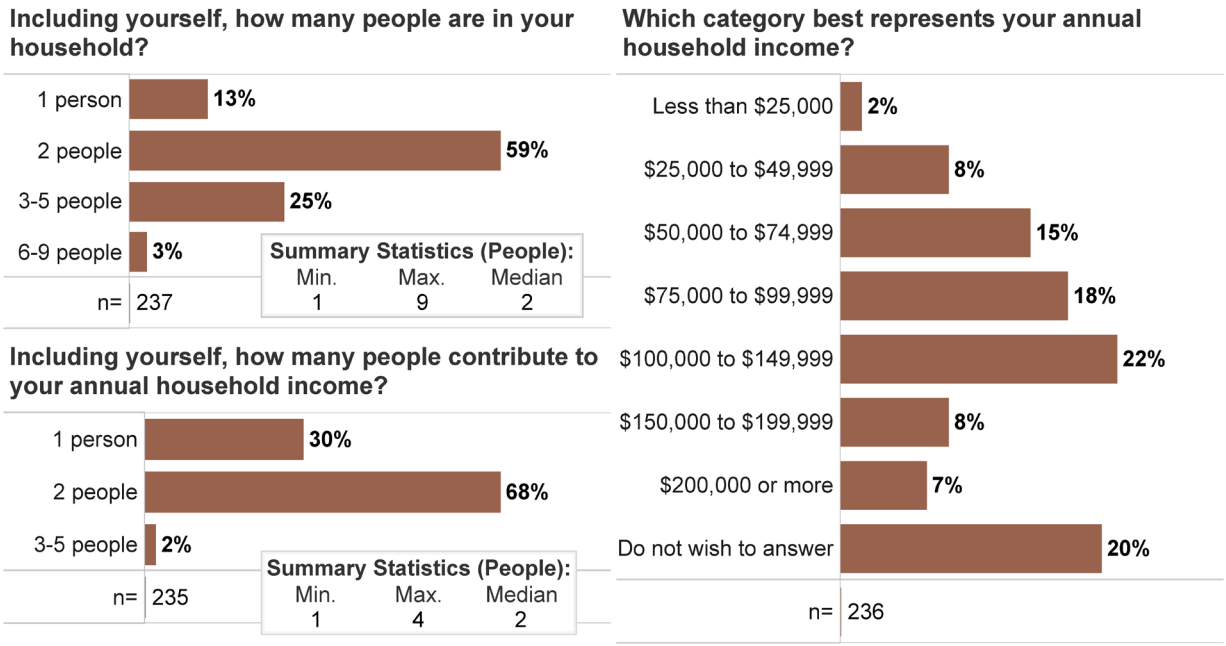


Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table A-12.

- Over half of respondents (59%) had two people in their household, followed by 3–5 people (another 25%).
- Roughly one-fifth of respondents (22%) reported that their annual household income was between $100,000 to $149,999, and 7% earned $200,000 or more.
- Most respondents (68%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 35).

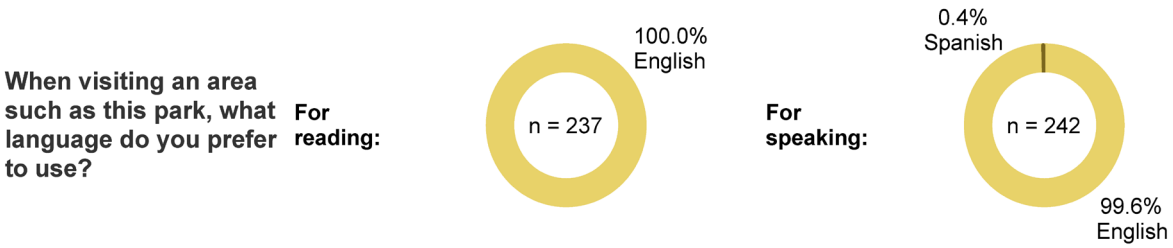


Figure 35. Respondent's language preference.

- While 3% of respondents were of Hispanic, Latino or Spanish, the overwhelming majority of respondents (over 99%) preferred to use English both for reading and speaking when visiting an area such as Fort Laramie
- Only 0.4% of respondents preferred Spanish for speaking.

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.

Table A-1. Data from Figure 6. Number of nights spent in the local area around Fort Laramie, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Camping outside Fort Laramie	64	1	24	2
Lodging outside Fort Laramie	7	1	7	1
Unpaid accommodations	11	1	8	3

Table A-2. Data from Figure 7. Number of adults and children in respondent's personal group while visiting Fort Laramie.

Age Category	n	Min.	Max.	Median
Adults	480	1	8	2
Children	480	0	9	0

Table A-3. Data from Figure 12. Number of people in respondent's vehicle when entering Fort Laramie.

Question	n	Min.	Max.	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Fort Laramie?	413	1	9	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Fort Laramie?	48	1	8	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Fort Laramie?	6	1	2	1

Table A-4. Data from Figure 13. Previous visits to Fort Laramie.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Fort Laramie over the past 12 months?	75	1	7	1
[If not first-time visitor] Including this visit, how many visits have you made to Fort Laramie over the past five years?	75	1	35	1

Table A-5. Data from Figure 14. Visits made to other NPS sites within the past year.

Question	n	Min.	Max.	Median
How many visits have you made to other NPS sites over the past 12 months?	479	0	150	4

Table A-6. Data from Figure 21. Reasons or motivations to visit Fort Laramie.

Rating Category	n
To visit a National Park Service site	236
To experience solitude	226
To hear the sounds of nature/quiet	228
To learn more about nature	225
To learn more about American history and culture	241
To spend time with family/friends	232
To get physical exercise	229
To view wildlife or natural scenery	233
To relax	231
To view dark night sky/stars	221
Other (if specified)	27

Table A-7. Data from Figure 24. Use of personal electronic devices while visiting Fort Laramie.

Device Use	n
Make/receive a cell phone call	234
Send/receive a text message	236
Search the internet/email	228
GPS/Navigation	230
Share pics/videos/audio via social media	234
Listen to/use an NPS podcast	225
Other (if specified)	45

Table A-8. Data from Figure 25. The importance of use of personal electronic devices while visiting Fort Laramie.

Device Use	n
Make/receive a cell phone call	230
Send/receive a text message	230
Search the internet/email	226
GPS/Navigation	228
Share pics/videos/audio via social media	225
Listen to/use an NPS podcast	225
Other (if specified)	35

Table A-9. Data from Figure 26. Quality of service of personal electronic devices while visiting Fort Laramie.

Device Use	n
Make/receive a cell phone call	160
Send/receive a text message	157
Search the internet/email	153
GPS/Navigation	159
Share pics/videos/audio via social media	150
Listen to/use an NPS podcast	146
Other (if specified)	40

Table A-10. Data from Figure 29. Rating Fort Laramie experience.

Rating Category	n
Fort Laramie is a safe place to visit	241
Fort Laramie is too crowded	240
Natural resources in Fort Laramie are in pristine condition	241
The entrance fee for Fort Laramie is too high	239
Vandalism and crime are not a problem at Fort Laramie	239
Fort Laramie is not accessible to a person with physical disabilities	240
Historical and cultural features in Fort Laramie are well maintained/preserved	239
Development of adjacent areas detracts from visitors' experience at Fort Laramie	239

Table A-11. Data from Figure 30. Rating the quality of Fort Laramie facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	241
Exhibits (indoor and outdoor)	241
Restrooms	241
Walkways, trails, and roads	241
Campgrounds and/or picnic areas	241
Assistance from park employees	240
Park map or brochure	239
Ranger programs	237
Value for entrance fee paid	239
Commercial services in the park (food, lodging, gifts, rental, etc.)	238
Other services (if specified)	45
Learning about nature, history, or culture	240
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	234

Table A-12. Data from Figure 34. Household demographics: annual household income and household size.

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	237	1	9	2
Including yourself, how many people contribute to your annual household income?	235	1	4	2

Appendix B: Intercept Survey

This appendix contains the text version of the intercept survey administered via tablet in Fort Laramie National Historic Site from July 9th to 24th, 2022. Visitors were asked questions verbally by an interviewer, and responses were entered in a tablet form.

Intercept Survey — Fort Laramie National Historic Site

Interviewer script: Hello, I am working with Fort Laramie National Historic Site conducting a 5-minute survey to improve visitor experiences in the park. May I ask you some questions about your Fort Laramie 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 Fort Laramie? (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 stayed, or will you stay overnight away from your permanent residence 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 Fort Laramie? (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 Fort Laramie

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 Fort Laramie 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 Fort Laramie…? (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 Fort Laramie) 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 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? (Multiple choice, please choose all that apply)**
   - Camping outside Fort Laramie in the local area
     - Number of nights (text field)
   - Lodging outside Fort Laramie in the local area (e.g., hotels, cabins, vacation rentals, glamping)
     - Number of nights (text field)
   - Unpaid accommodations (e.g., family and friends)
     - Number of nights (text field)

7) **Including yourself, how many people are in your personal group as you visit Fort Laramie?** Note: Your personal group is you and companions with whom you visited Fort Laramie 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)

8) **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)

9) ***(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)

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

- Number of people (text field)

11) On this trip, do you plan to visit Fort Laramie 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 Fort Laramie 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 Fort Laramie (text field)
- No
    - *(If answer is no)* Do you plan to spend one hour or more within Fort Laramie today? (Multiple choice, please choose one response)
        - Yes
            - *(If answer is yes)* How many hours do you plan to spend within Fort Laramie today?
                - Number of hours (text field)
        - No
            - *(If answer is no)* How many minutes do you plan to spend within Fort Laramie today?
                - Number of minutes (text field)

12) 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

13) Considering your visit today, have you been to, or do you plan to visit any of the following locations within Fort Laramie? (Multiple choice, please choose all that apply)

- Main Park entrance
- Visitor Center
- Picnic area at main park
- Old Iron Bridge / Picnic area at Old Iron Bridge
- Confluence Trail

14) Which of the following forms of transportation did you personally use to enter Fort Laramie today? (Multiple choice, please choose one)

- 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
- Commercial tour bus
- Commercial tour van
- Shuttle
- School bus or church bus/van
- Train or long-distance passenger bus
- Bicycle
- Electric bicycle
- Electric scooter
- Motorcycle
  - *(If answer is motorcycle)* Number of people in vehicle (text field)
- Walk/hike
- Other — Please specify (text field)

15) *(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

16) Are you a first-time visitor to Fort Laramie? (Multiple choice, please choose one)

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

17) 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 Fort Laramie 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)

Appendix C: Follow-up Survey

This appendix contains the follow-up survey distributed to visitors after fieldwork in Fort Laramie National Historic Site in Summer of 2022. This questionnaire was available as both a paper mail-back survey and as an online format.

ID: XXXX

Fort Laramie National Historic Site
Visitor Survey

On your recent visit to Fort Laramie National Historic 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 Fort Laramie 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 Fort Laramie.

Trip Description

1. Prior to this trip, how did you obtain information about Fort Laramie? (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 Fort Laramie website (nps.gov/FOLA)
- ☐ Other website (please specify): _____
- ☐ 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): _____

2. Did you have the information about Fort Laramie 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 Fort Laramie on this trip. (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 (mark all that apply)
  - ☐ Cruise ship
  - ☐ Ferry
  - ☐ Tour boat
  - ☐ Personal boat
  - ☐ Motorboat
  - ☐ Sailboat
  - ☐ Canoe/kayak
  - ☐ Other (please specify): _____
- ☐ Walk/hike
- ☐ Other (please specify): _____

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

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

Figure C-1. Page 1 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Fort Laramie National Historic Site: 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 Fort Laramie's local area and elsewhere in the US (outside Fort Laramie'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 Fort Laramie. 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 Fort Laramie?**

   _____ number of days

6. **Of these days spent away from home, how many days were spent in the local area (including days spent in Fort Laramie) 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) Fort Laramie and the local communities surrounding Fort Laramie, and (2) elsewhere in the U.S. outside Fort Laramie's local area.**

   (If you did not spend anything in a category, please enter "0".)

> **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 Fort Laramie 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 Fort Laramie).

Expenses	Amount spent in Fort Laramie and nearby communities (SUS) *(shown on map)*	Amount spent elsewhere in US during your trip to the Fort Laramie area (SUS) *(outside local area)*
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 follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Fort Laramie National Historic Site: 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 Fort Laramie, 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
☐ 7-day entrance pass
☐ Annual pass for Fort Laramie
☐ 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): _____

11. **On how many *different days* did you enter Fort Laramie 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 Fort Laramie? (Please mark all that apply.)**

☐ (1) Viewing scenery, natural features, etc.
☐ (2) Viewing wildlife
☐ (3) Creative arts (photography, drawing, painting, writing)
☐ (4) Visiting a cultural or historic site
☐ (5) Driving for pleasure
☐ (6) Hiking
☐ (7) Road cycling
☐ (8) Running/jogging
☐ (9) Fishing
☐ (10) Family gathering (e.g., reunion, wedding)
☐ (11) Picnicking
☐ (12) Water play (swimming, wading, etc.) (please specify): _____
☐ (13) Following a historic trail (Oregon, California, Pony Express, Mormon Pioneer, etc.) (please specify): _____
☐ (14) Other (please specify): _____
☐ (15) Other (please specify): _____
☐ (16) Other (please specify): _____

14. **Of the activities listed in Question 13, which was your *primary activity* during your visit to Fort Laramie 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 Fort Laramie

Figure C-3. Page 3 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Fort Laramie National Historic Site: 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 Fort Laramie on this trip? (Mark one per row.)**

	Not at all Important (1)	Slightly Important (2)	Moderately Important (3)	Very Important (4)	Extremely Important (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 Fort Laramie 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 Fort Laramie? (Please mark all that apply.)**

- ☐ Attending a ranger-led activity, such as a tour or talk
- ☐ Talking informally with a ranger
- ☐ Viewing outdoor exhibits
- ☐ Viewing indoor exhibits
- ☐ Attending a historic weapons demonstration (black powder demonstration)
- ☐ 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
- ☐ Obtaining a National Park passport stamp
- ☐ Listening to an audio tour or podcast
- ☐ Using the Historic Trails App or following the Historic Trails Auto Tour Route
- ☐ Using the National Park Service App
- ☐ Other (please specify): _____

18. **On this visit to Fort Laramie, 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:) **OR** ☐ No

_____

_____

19. **If you were to visit Fort Laramie 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:) **OR** ☐ No

_____

_____

Figure C-4. Page 4 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Fort Laramie National Historic Site: Text Version.

20. Did you use a personal electronic device while in Fort Laramie 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 Fort Laramie 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): _____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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 Fort Laramie? (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 follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Fort Laramie National Historic Site: Text Version.

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

23. What did you like the most about your visit to Fort Laramie?

1. _____
2. _____
3. _____

☐ Not applicable

24. What did you like the least about your visit to Fort Laramie?

1. _____
2. _____
3. _____

☐ Not applicable

25. Did your visit to Fort Laramie 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.)

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

Figure C-6. Page 6 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Fort Laramie National Historic Site: Text Version.

27. **How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Fort Laramie? (Mark one per row.)**

	Very Poor (1)	Poor (2)	Average (3)	Good (4)	Very Good (5)	Not Used or Not Available (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: _____)	☐	☐	☐	☐	☐	☐
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 Fort Laramie? (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

Continue to back page

Figure C-7. Page 7 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Fort Laramie National Historic Site: 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
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian and other Pacific Islander
- ☐ White
- ☐ 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
- ☐ 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.)

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

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 Fort Laramie, 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 Fort Laramie'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 follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Fort Laramie National Historic Site: Text Version.

Follow Up Survey — Fort Laramie National Historic Site: Text Version

The text below contains a full description of the mail-back 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 mail-back survey (Figures C-1 to C-8):

On your recent visit to Fort Laramie National Historic 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 Fort Laramie 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 Fort Laramie.

Trip Description

1) **Prior to this trip, how did you obtain information about Fort Laramie? (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 Fort Laramie website (nps.gov/FOLA)
   - 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 Fort Laramie 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 Fort Laramie 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 Fort Laramie 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 Fort Laramie's local area and elsewhere in the US (outside Fort Laramie'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 Fort Laramie. 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 Fort Laramie?**
   - 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 Fort Laramie) 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 Fort Laramie and the local communities surrounding Fort Laramie 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)
   - Taxis, rideshares, shuttles, parking, and 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 Fort Laramie's 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)
    - Taxis, rideshares, shuttles, parking, and 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)
- 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 Fort Laramie, 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 Fort Laramie
- 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 Fort Laramie 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 Fort Laramie? (Multiple choice, please choose one)

- (1) Viewing scenery, natural features, etc.
- (2) Viewing wildlife
- (3) Creative arts (photography, drawing, painting, writing)
- (4) Visiting a cultural or historic site
- (5) Driving for pleasure
- (6) Hiking
- (7) Road cycling
- (8) Running/jogging
- (9) Fishing
- (10) Family gathering (e.g., reunion, wedding)

- (11) Picnicking
- (12) Water play (swimming, wading, etc.) — please specify (text field)
- (13) Following a historic trail (Oregon, California, Pony Express, Mormon Pioneer, etc.) — please specify (text field)
- (14) Other — please specify (text field)
- (15) Other — please specify (text field)
- (16) Other — please specify (text field)

16) Of the activities listed in Question 15, which was your primary activity during your visit to Fort Laramie 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 Fort Laramie

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 Fort Laramie 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 Fort Laramie 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 Fort Laramie? (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 historic weapons demonstration (black powder demonstration)
- Reading the park brochure or newspaper
- Going to a visitor center
- Participating with a child in your group in the Junior Ranger program
- Obtaining a National Park passport stamp
- Listening to an audio tour or podcast
- Using the Historic Trails App or following the Historic Trails Auto Tour Route
- Using the National Park Service App
- Other — please specify (text field)

20) On this visit to Fort Laramie, 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 Fort Laramie 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 Fort Laramie 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 Fort Laramie 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 Fort Laramie? (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 Fort Laramie? (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. Fort Laramie managers rely on this information to make decisions that benefit the general public.

26) What did you like the most about your visit to Fort Laramie?

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

27) What did you like the least about your visit to Fort Laramie?

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

28) Did your visit to Fort Laramie 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)

- Fort Laramie 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
- Fort Laramie 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 Fort Laramie 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 Fort Laramie 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 Fort Laramie (Ranking question, please choose one)
  - Strongly disagree

    - Somewhat disagree
    - Neither agree nor disagree
    - Somewhat agree
    - Strongly agree
    - Don't know/not sure
- Fort Laramie 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 Fort Laramie 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 Fort Laramie (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 Fort Laramie? (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 Fort Laramie? (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 Fort Laramie, 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 Fort Laramie, 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 Fort Laramie'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.

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 375/191446, November 2023

National Park Service
U.S. Department of the Interior

Natural Resource Stewardship and Science
1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525