National Park Service
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Natural Resource Stewardship and Science

2022 Socioeconomic Research of Capitol Reef National Park

Report on 2022 Data Collection

Natural Resource Report NPS/CARE/NRR—2023/2581





ON THIS PAGE
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ON THE COVER
Milky Way over Chimney Rock
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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. Capitol Reef National Park (Capitol Reef) 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 Capitol Reef 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 also was 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. Capitol Reef National Park (Capitol Reef) 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 and to develop a current and deeper understanding of who visits Capitol Reef National Park, what they do during their visit, and their spending profile. The results of the study are aimed to assist Capitol Reef National Park 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 provided an increased sample size for key questions of importance to visitor use statistics and permitted surveyors to provide clarification of frequently confused questions 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 significantly altered.

Study Area

The Capitol Reef National Park local area map is shown in Figure 1. The local area around CARE consists of Sevier, Emery, Piute, Wayne, and Garfield counties in Utah. Within CARE, the study area was comprised of 11 locations. Table 1 shows more details about sampling locations. The locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas.

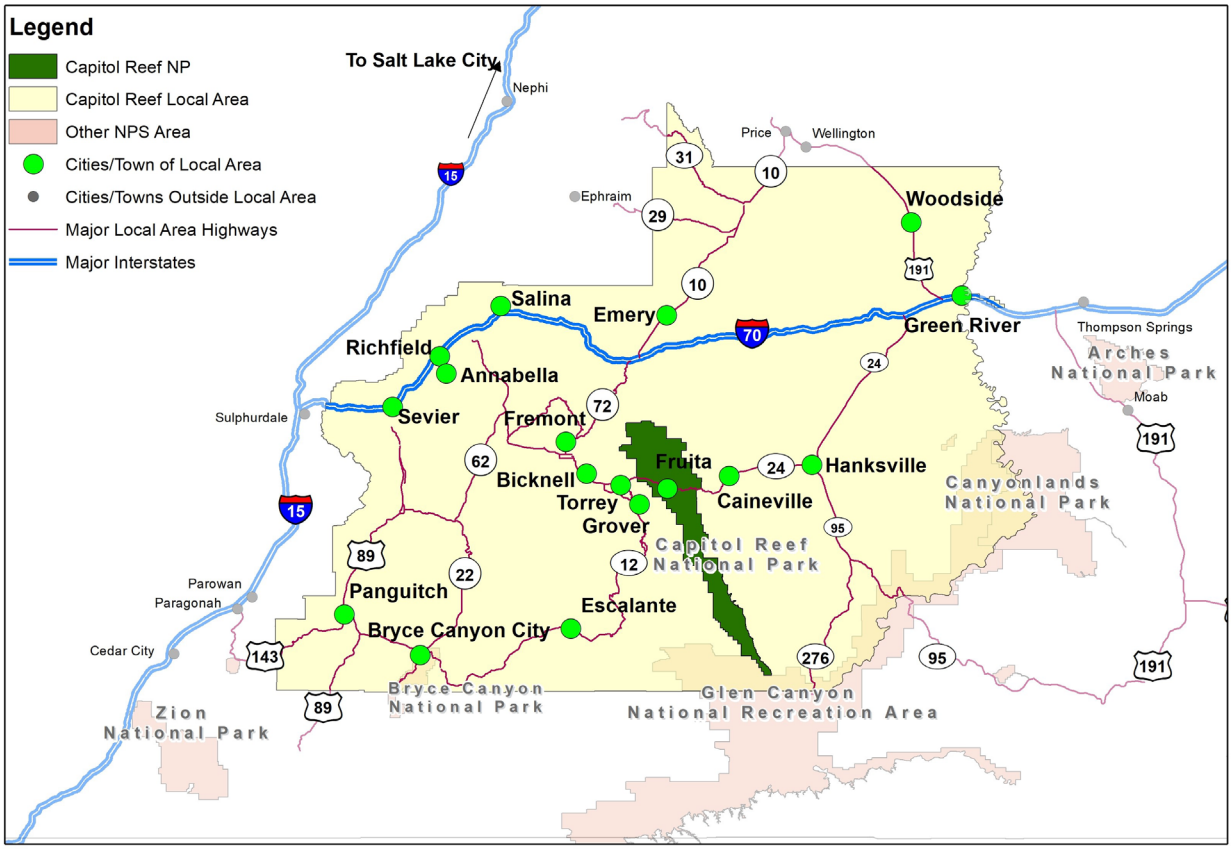


Figure 1. Capitol Reef National Park local area map.

Table 1. Information about sampling locations in Capitol Reef.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys
Cathedral Valley	8	0.7%
Temples of the Sun and Moon	7	0.6%
Goosenecks / Panorama Point	158	14.5%
Hickman Bridge	141	12.9%
Visitor Center	129	11.8%
East Entrance	91	8.3%
Orchard Picnic Area	85	7.8%
Gifford House	174	16.0%
Scenic Drive	112	10.3%
Burr Trail Switchbacks	70	6.4%
Petroglyph Panel	115	10.6%

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 May 7th to 16th, 2022. A sample of visitors were intercepted while visiting Capitol Reef across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations. However, some roadway surveys were conducted in the Northern and Southern parts of the park in order to capture a greater number of respondents in more remote regions of the park.

Surveyors approached potential respondents at the site to introduce the purpose of the study and asked them to participate in a short 5–7-minute survey about their experience in Capitol Reef. If the visitor was eligible (at least 18 years of age, not a Capitol Reef 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, 4 surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Capitol Reef. Each surveyor worked nine 7-hour days (six hours data collection and one-hour lunch break) and rotated between several sites. Each surveyor had one day off during the 10-day sampling window.

Table 2. Response outcomes — Capitol Reef intercept Survey.

Outcome	Total
Eligible visitors contacted	1,190
Complete refusals	46
Partial refusals (non-response questions completed)	54
Intercept surveys completed	1,090
Follow-up surveys distributed	925
Intercept response rate	91.6%
Follow-up acceptance rate	84.9%

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 Capitol Reef. 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 — Capitol Reef follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	925
Valid follow-up surveys completed	420
Response rate	45.4%

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 91.6%, concern over *intercept* nonresponse is muted. Tables 4 through 6 below show results of bias testing between intercept-only and full survey respondents. Chi-Squared tests are used to indicate difference between groups. A p-value of .05 is used as the indicated threshold of significance. P-values of .05 or lower indicate significant difference between groups.

The distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) country of residence, and 2) overnight visitation. Therefore, international visitors/non-US residents and day 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 Capitol Reef?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	3	0.7%	14	2.1%
No	413	99.3%	660	97.9%

* p-value: Cannot test due to low cell counts in “Yes” category*

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	389	93.5%	582	86.4%
No	27	6.5%	92	13.6%

* p-value: 0.0002

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 Capitol Reef and/or within the local area?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	340	81.7%	500	74.3%
No	76	18.3%	173	25.7%

* p-value: 0.045

Results

Intercept Survey Results

The following section provides results of the 1,090 visitor intercept surveys conducted in Capitol Reef National Park from May 7th to 16th, 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 Capitol Reef. 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.

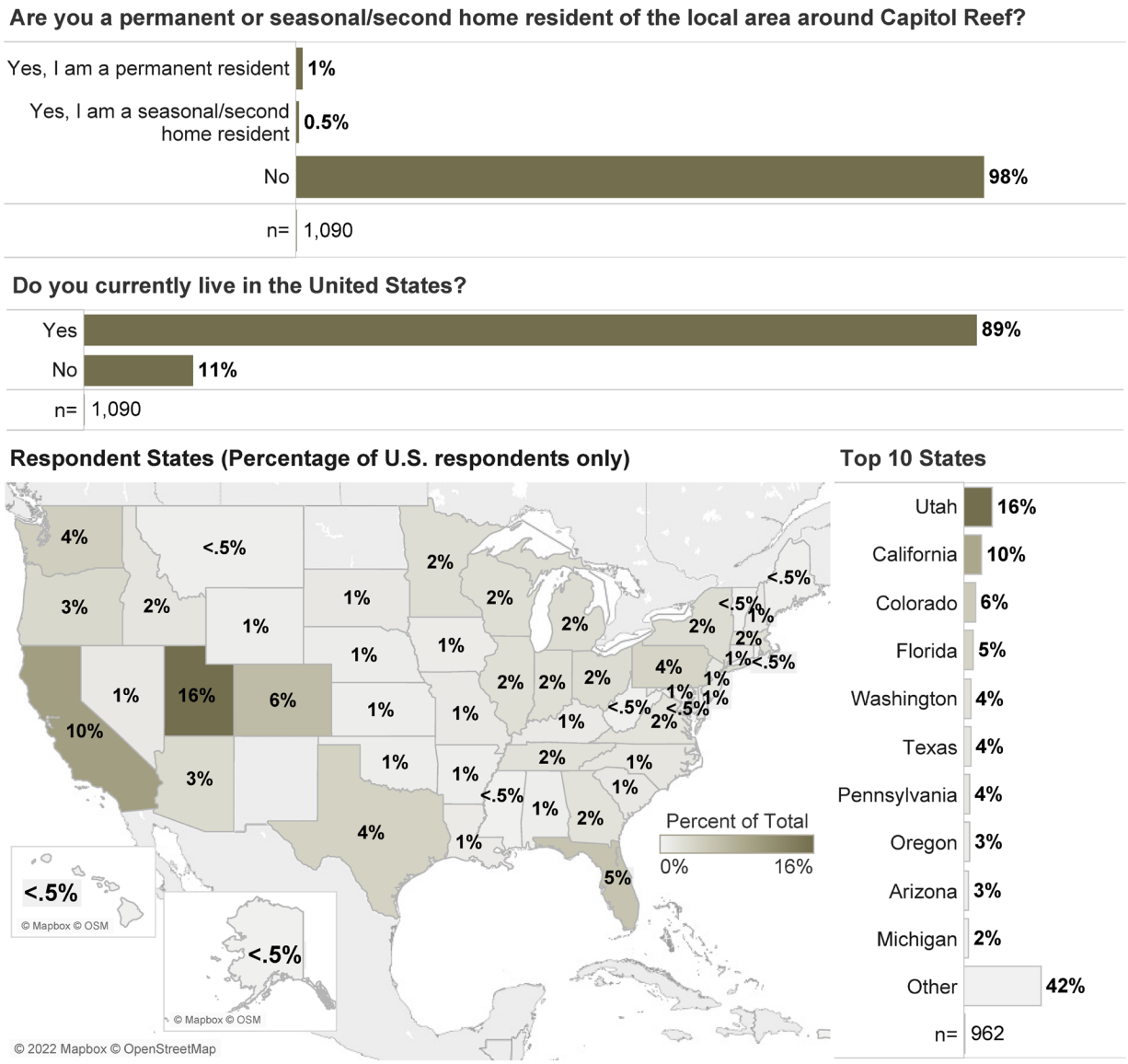


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Capitol Reef.

- Just under 2% of respondents (a combined 1.5%) stated that they were either permanent or seasonal residents of the local area around Capitol Reef.
- There was a large geographic concentration of visitors from Utah (where Capitol Reef is located), with roughly one in six respondents calling the state home.
- Among the 89% of respondents currently residing in the U.S., 16% reside in Utah, followed by 10% from California, and 6% from Colorado.

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).

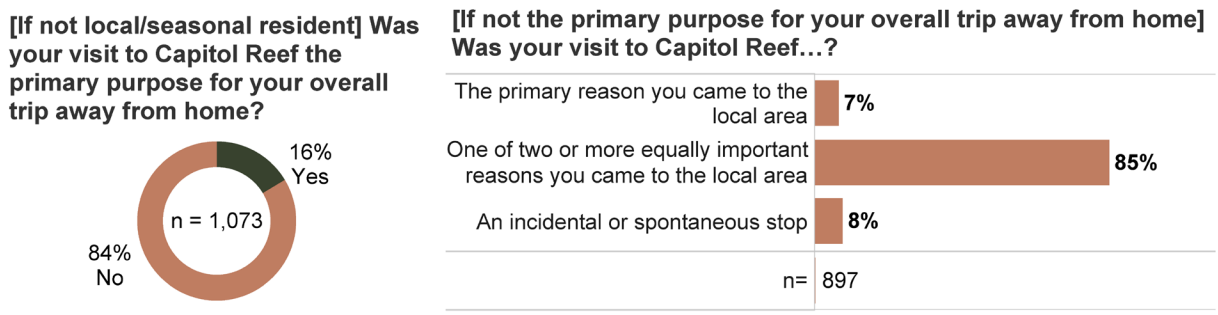


Figure 3. Role of Capitol Reef in overall trip purpose.

- For the majority of non-local respondents (84%), visiting Capitol Reef was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Capitol Reef was not their primary trip purpose, 85% stated that their visit to Capitol Reef was one of two or more equally important reasons they came to the local area, while another 8% indicated that it was an incidental or spontaneous stop.

Question 4: Length of Stay

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

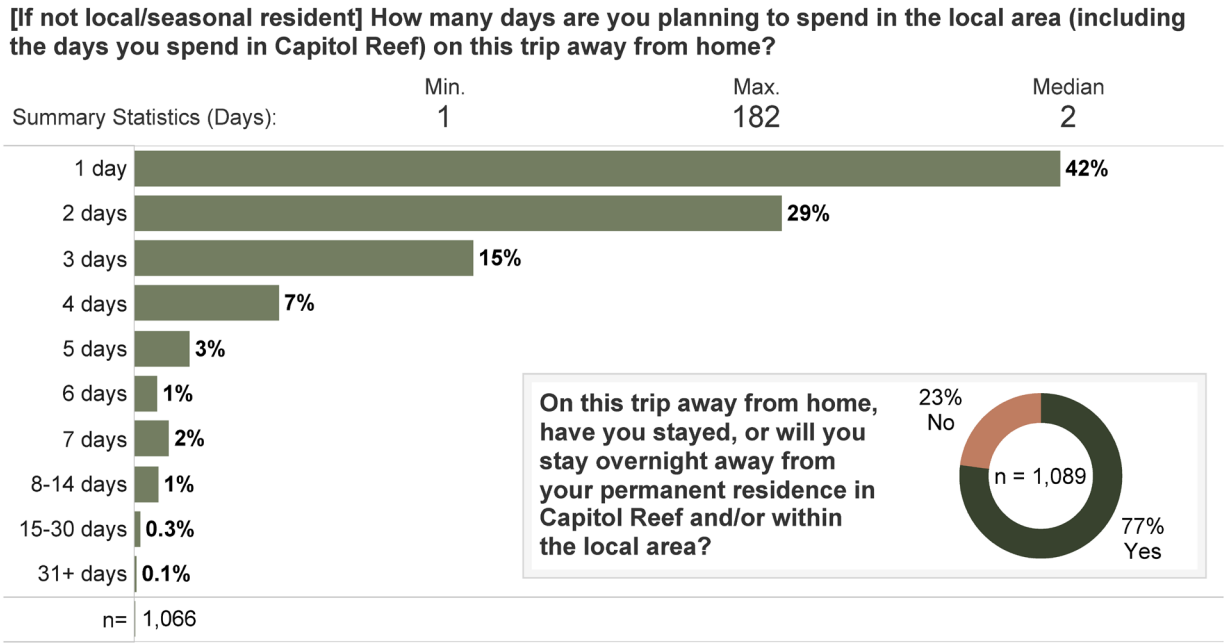


Figure 4. Time spent in the local area around Capitol Reef.

- A plurality of non-local respondents (42%) spent one day in the local area, while 29% spent two days, and 15% spent three days. The median length of stay was two days.
- Additionally, roughly three quarters of all respondents (77%; 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).

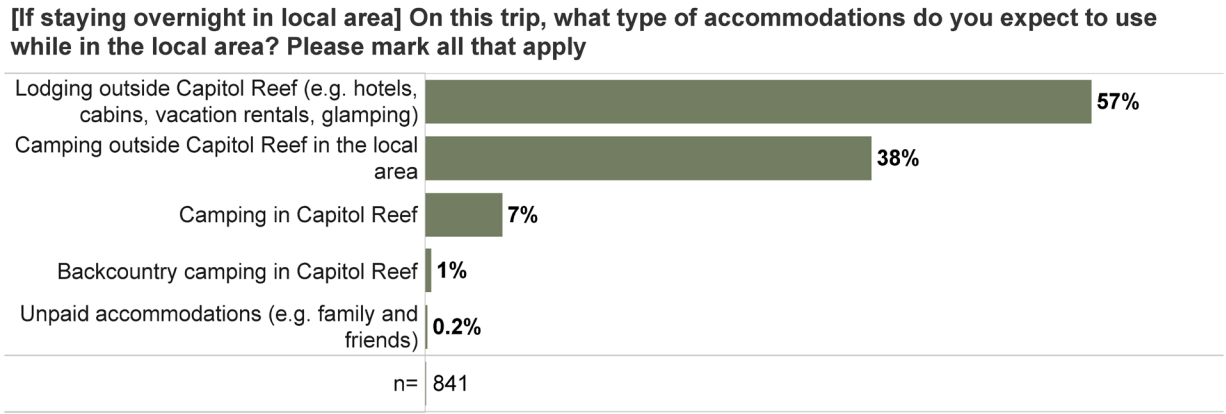


Figure 5. Accommodation types used in the local area around Capitol Reef.

- A majority of overnight respondents (57%) reported staying in lodging outside Capitol Reef (e.g., hotels, cabins, vacation rentals, glamping)
- This was followed in prevalence by camping outside Capitol Reef in the local area (38%), and camping in Capitol Reef (7%).

Respondents who camped in Capitol Reef were asked in which campground(s) they had stayed or planned to stay (Figure 6).

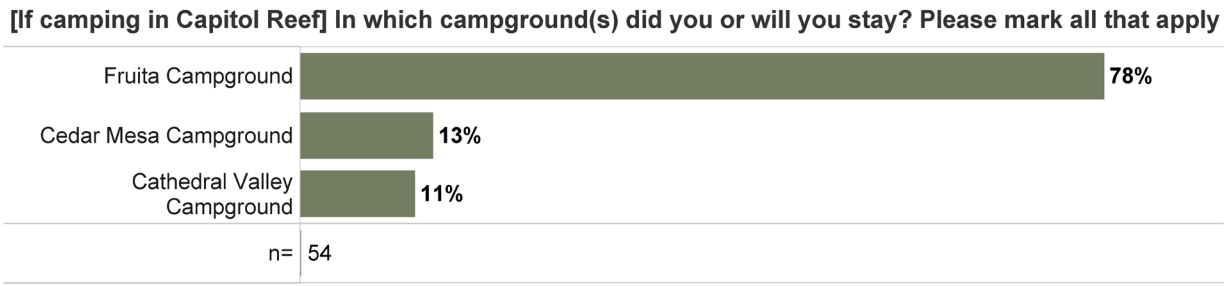


Figure 6. Campground use within Capitol Reef.

- The majority of respondents who camped in Capitol Reef (78%) reported staying at the Fruita Campground, followed by the Cedar Mesa Campground (13%), and the Cathedral Valley Campground (11%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 7).

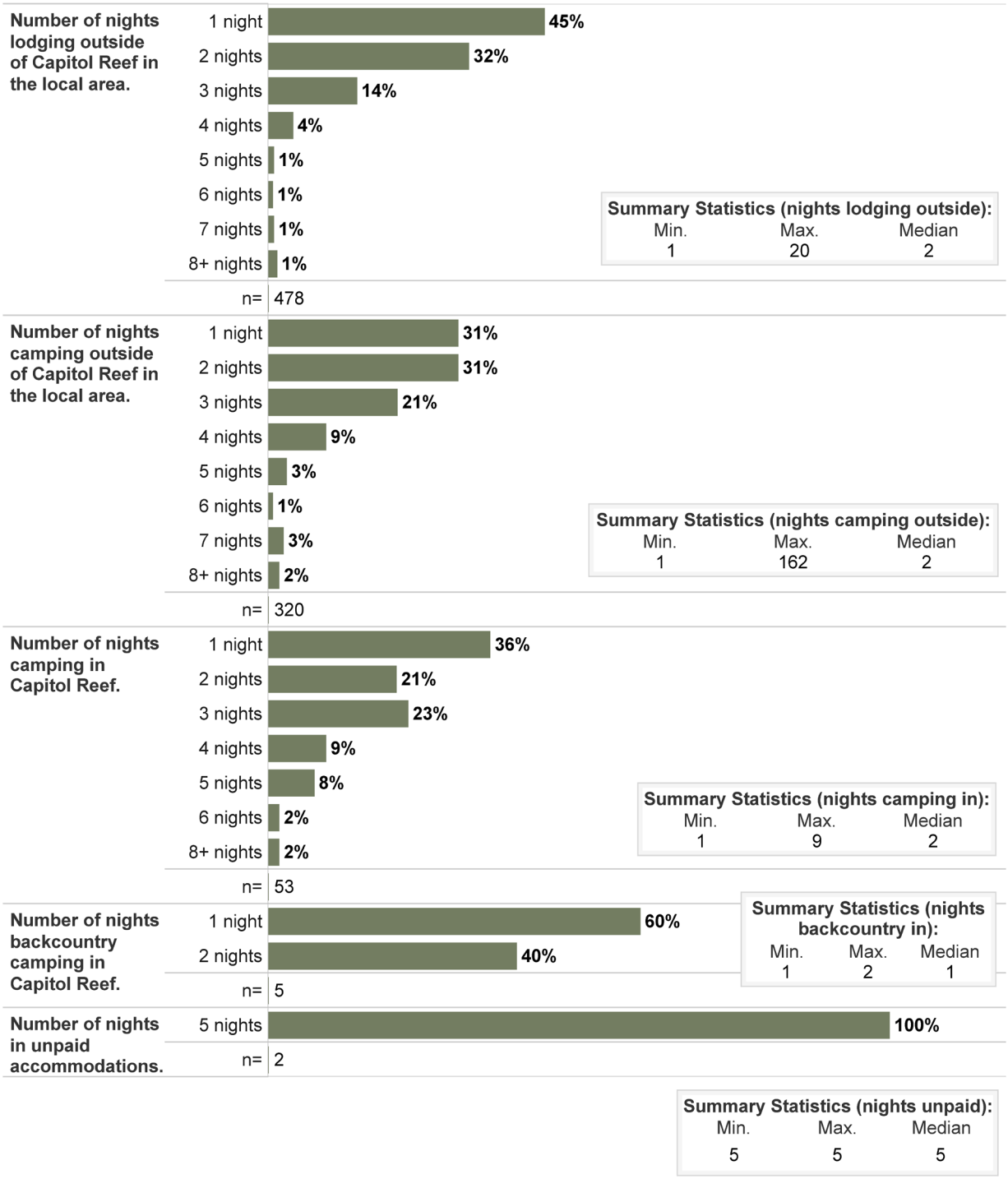


Figure 7. Number of nights spent in the local area around Capitol Reef, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table A-1.

- Among the 57% of overnight respondents who lodged outside of Capitol Reef in the local area (per Figure 5), median length of stay was two nights. The majority (77%) lodged two nights or fewer in the local area this trip; 91% spent three nights or fewer.

- Among the 38% of overnight respondents who camped outside of Capitol Reef (per Figure 5), median length of stay was two nights, while roughly one-third (31%) stayed either one night or two nights, respectively.
- Among the 7% of overnight respondents who camped in Capitol Reef (per Figure 5), median length of stay was two nights. The majority (57%) of campers were spending two nights or fewer camping in the park this trip; 80% spent three nights or fewer.
- As mentioned in the Intercept Results Section, caution is recommened in the interpretation of results for questions with a sample size smaller than 30. In the case of backcountry campers (n=5) and those who stayed in unpaid accommodations (n=2), this warning would apply.

Questions 9–11: 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 Capitol Reef (Figure 8). 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.

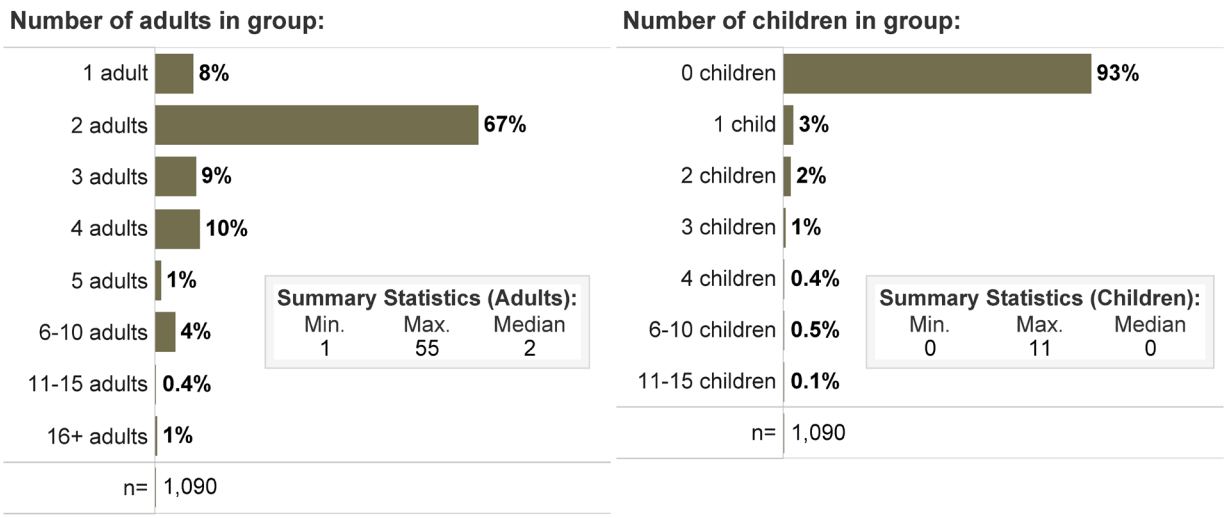


Figure 8. Number of adults and children in respondent's personal group while visiting Capitol Reef. Tabular data shown in this figure are presented in Appendix A, Table A-2.

- The median number of adults per group was two. Most groups (67%) included two adults.
- Most groups (93%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 9).

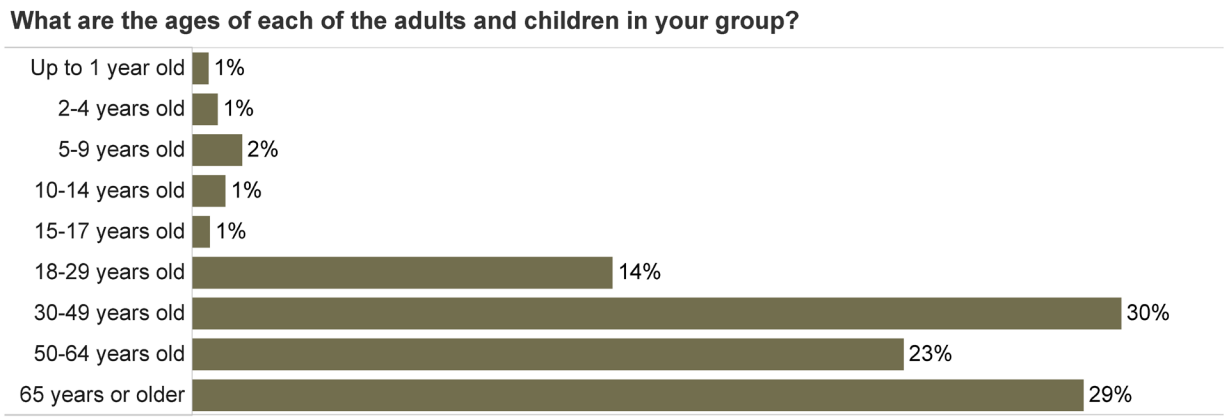


Figure 9. Age distribution of all members of respondent's personal group while visiting Capitol Reef.

- The most common age of the adults and children in a personal group were 30–49 years old (30%), followed by those 65 years and older (29%), and 50–64 years old (23%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 6% of group members.

Questions 13–16: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Capitol Reef 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 10 and Table 7).

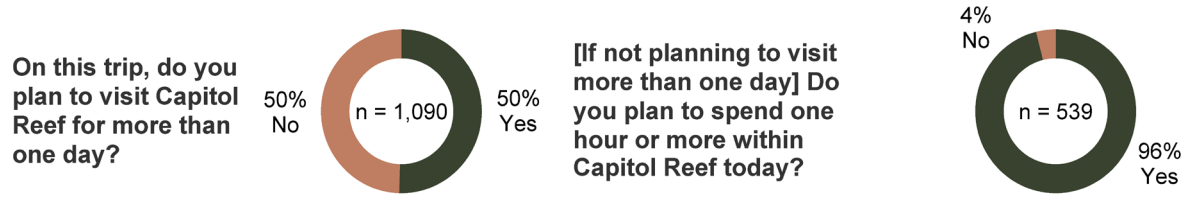


Figure 10. Duration of the respondent's trip to Capitol Reef.

Table 7. Amount of time spent within Capitol Reef.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Capitol Reef today?	21	2	59	30
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Capitol Reef today?	518	1	18	5
[If planning to visit at least one day] How many days do you plan to spend within Capitol Reef on this trip?	550	1	48	2
[If planning to visit at least one day] On how many different days do you expect to enter the park?	550	1	48	2

- While visiting Capitol Reef, half of respondents (50%) did not plan to spend more than one day in the park while the remaining half (50%) did.
- Among the 50% of visitors who did not spend more than a day in Capitol Reef, the overwhelming majority (96%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was five hours.
- The remaining 50% of visitors planned to visit for more than one day; among those visitors, the median length of stay was two days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Capitol Reef (Figure 11).

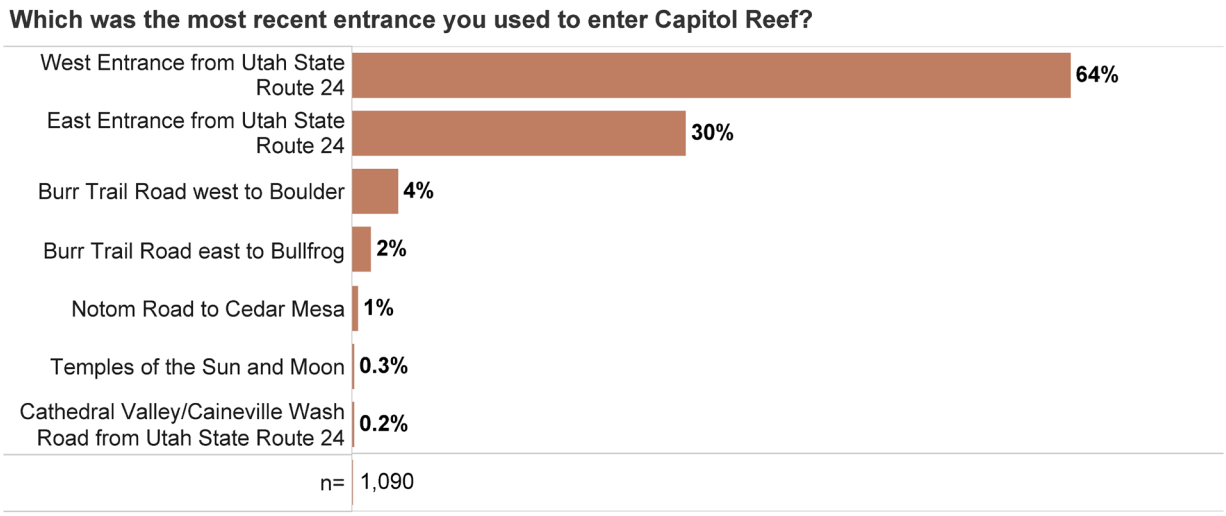


Figure 11. Most recent entrance used to enter Capitol Reef.

- The West Entrance from Utah State Route 24 was the most commonly used entrance to Capitol Reef (64%).
- The second most common entry point into the park was from the East Entrance via Utah State Route 24 (30%).
- Due to park geography and proximity of intercept sites to entrances, the results for most recent entrance used were impacted by the volume of visitors intercepted at various sites.

Respondents were also presented with a list of locations within Capitol Reef and asked to indicate if they had been to, or planned to visit them, that day (Figure 12).

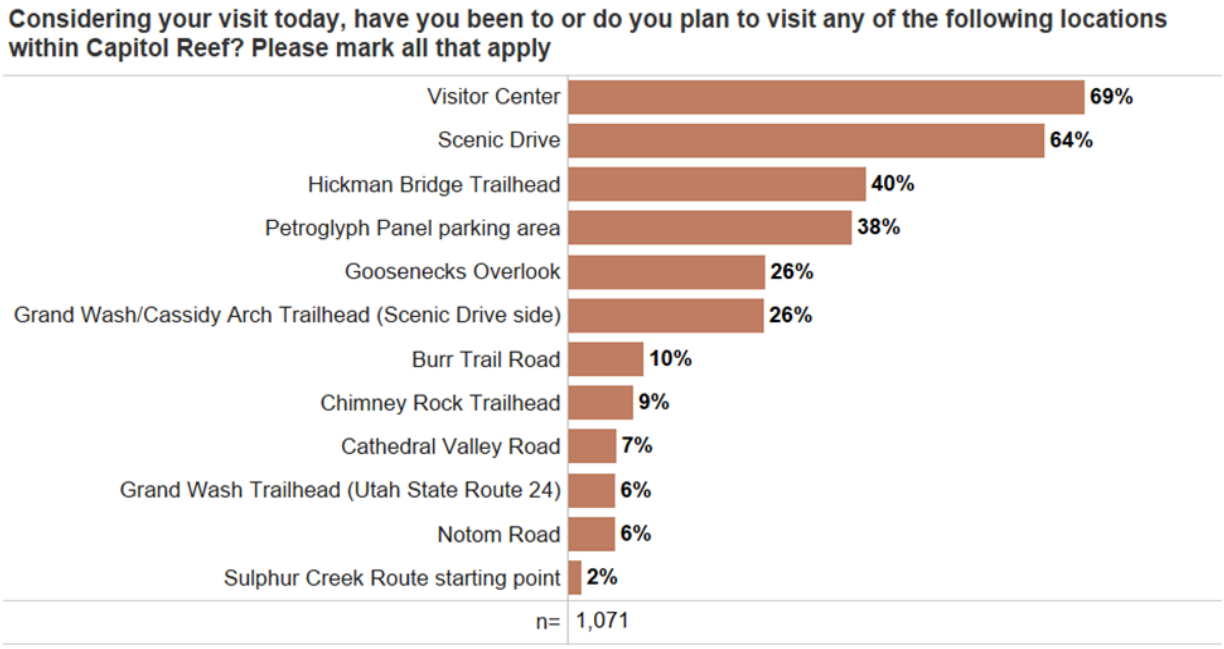


Figure 12. Park locations visited during the most recent trip to Capitol Reef.

- The most commonly visited location in Capitol Reef was the Visitor Center (69% of respondents had either been there or planned to visit it on their trip), followed by the Scenic Drive (64%) and the Hickman Bridge Trailhead (40%).
- The Sulphur Creek Route starting point was the least-visited location from the list provided, with only 2% of respondents reporting having visited or planning to visit.

Question 17: Transportation

Visitors were asked about the form of transportation they used to enter Capitol Reef on the day they were surveyed (Figure 13).

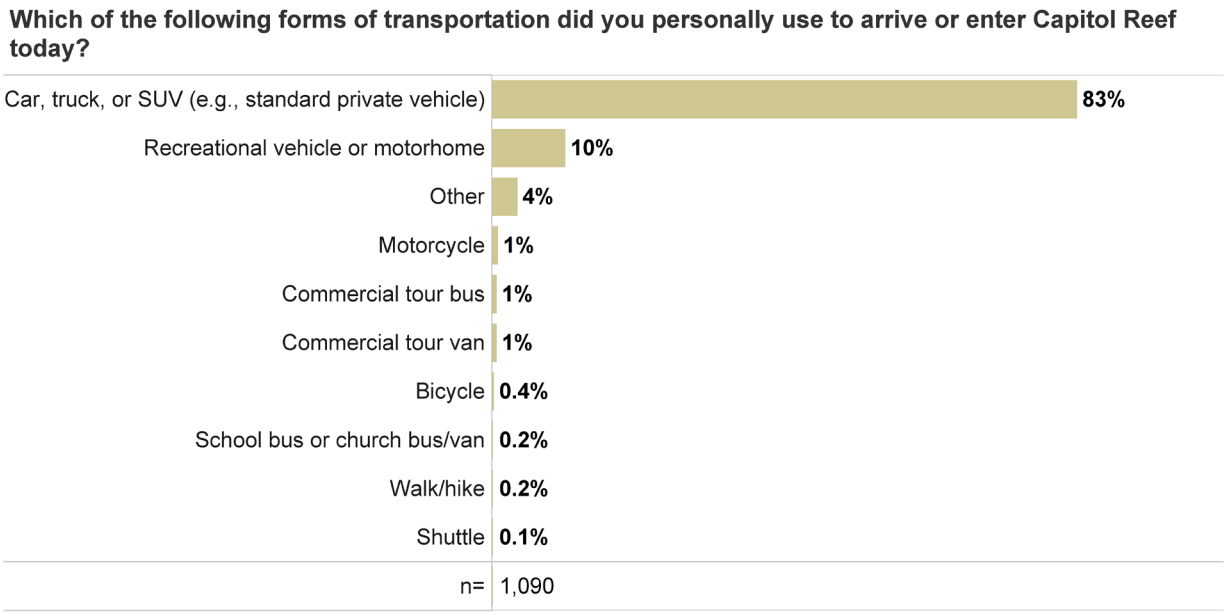


Figure 13. Form of transportation used to enter Capitol Reef on the day of the survey.

- The majority of respondents (83%) reported that they used their car, truck, or SUV to enter Capitol Reef on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (10%), and 'Other' options (4%).

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 14).

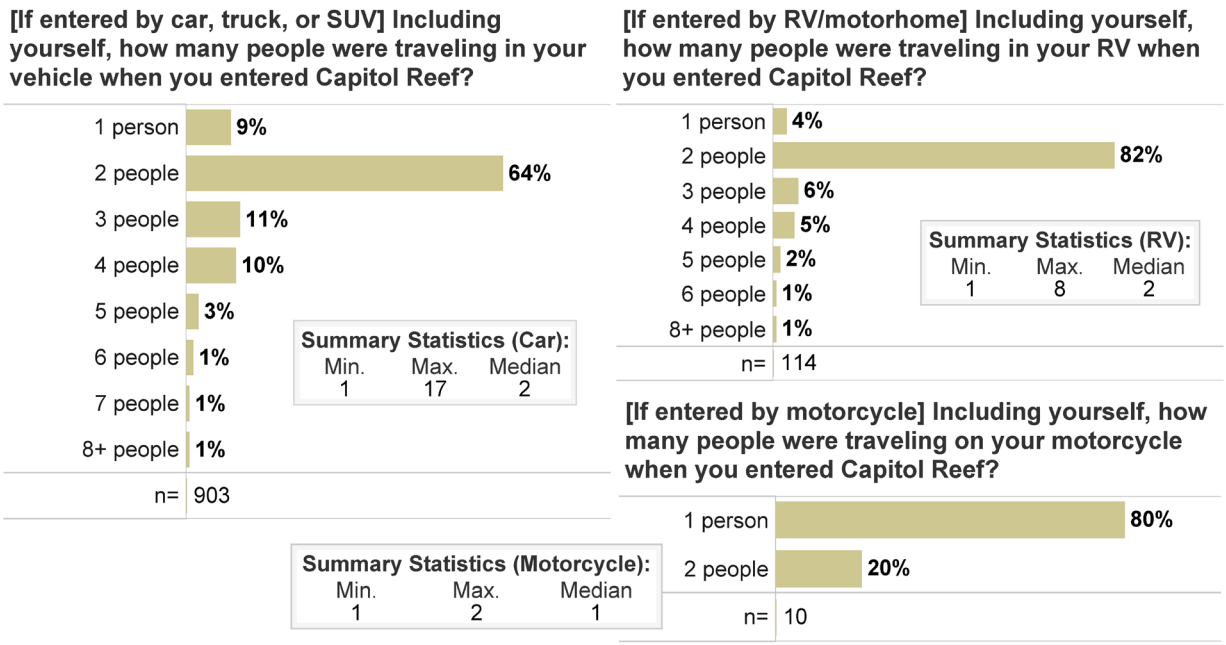


Figure 14. Number of people in or on respondent's vehicle when entering Capitol Reef. Tabular data shown in this figure are presented in Appendix A, Table A-3.

- Roughly two-thirds of respondents traveling by car reported two people. The next common group size was three people (11%), followed by four people (10%).
- The majority of respondents entering Capitol Reef by RV/motorhome reported travelling in a group of two (82%), followed by three people (6%) and four people (5%).
- Most motorcyclists (80%) indicated they were solo riders.

Question 19: Previous Visits to Capitol Reef

Respondents were asked if they were first time visitors to Capitol Reef. Repeat visitors were then asked how many visits they have made to Capitol Reef in the last 12 months and the last five years (Figure 15).

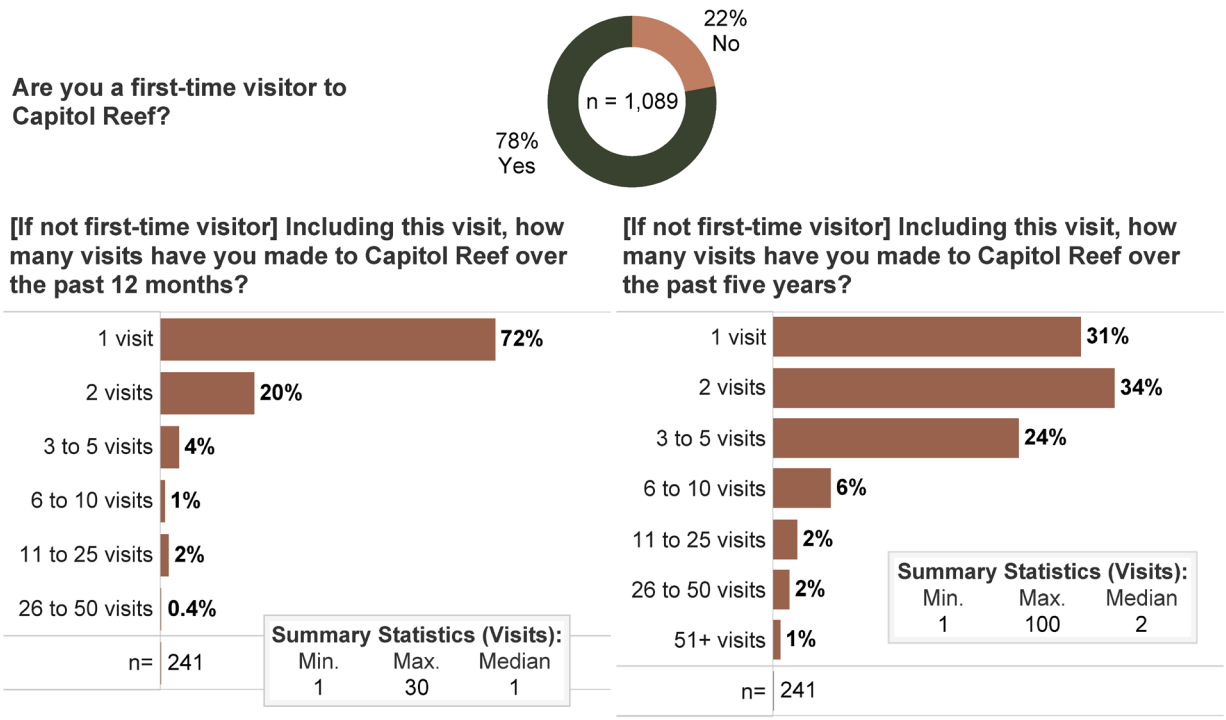


Figure 15. Previous visits to Capitol Reef. Tabular data shown in this figure are presented in Appendix A, Table A-4.

- Most respondents (78%) were on their first ever trip to Capitol Reef.
- Among the 22% 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).
- However, the majority of repeat visitors (65%) had visited at least two times prior in the past 5 years.
- The median number of visits made in the past 5 years was two, including the current trip; 5% of repeat visitors had made more than 10 visits in the past 5 years.

Question 20: 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 16).

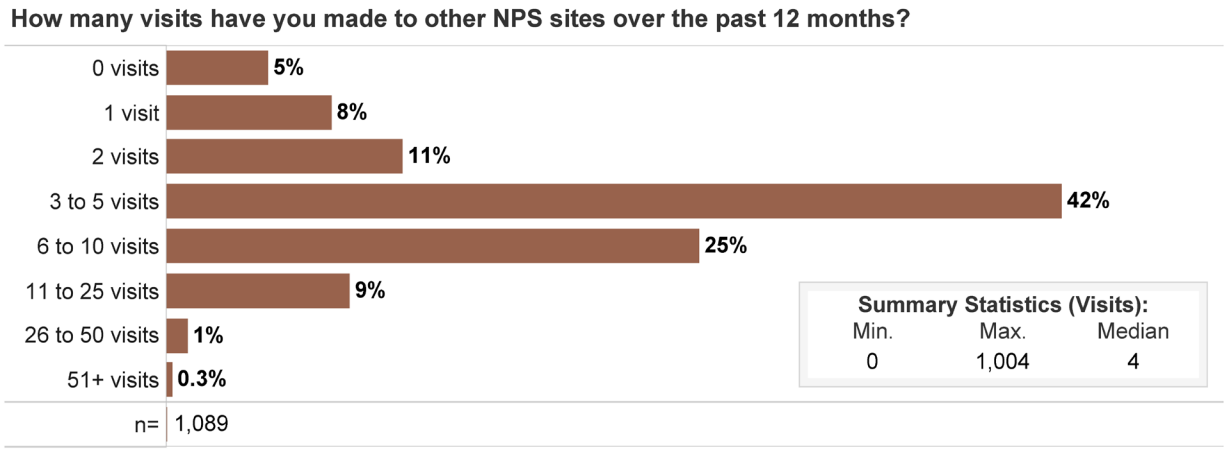


Figure 16. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table A-5.

- The overwhelming majority (95%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was four, though a combined 77% had made 3 or more visits in the past year.

Follow-up Survey Results

The following section provides results of the 420 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Capitol Reef National Park in Spring 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 Capitol Reef

First, respondents were asked what sources they used to obtain information about Capitol Reef prior to their trip, and whether they had the information they needed on their trip (Figure 17).

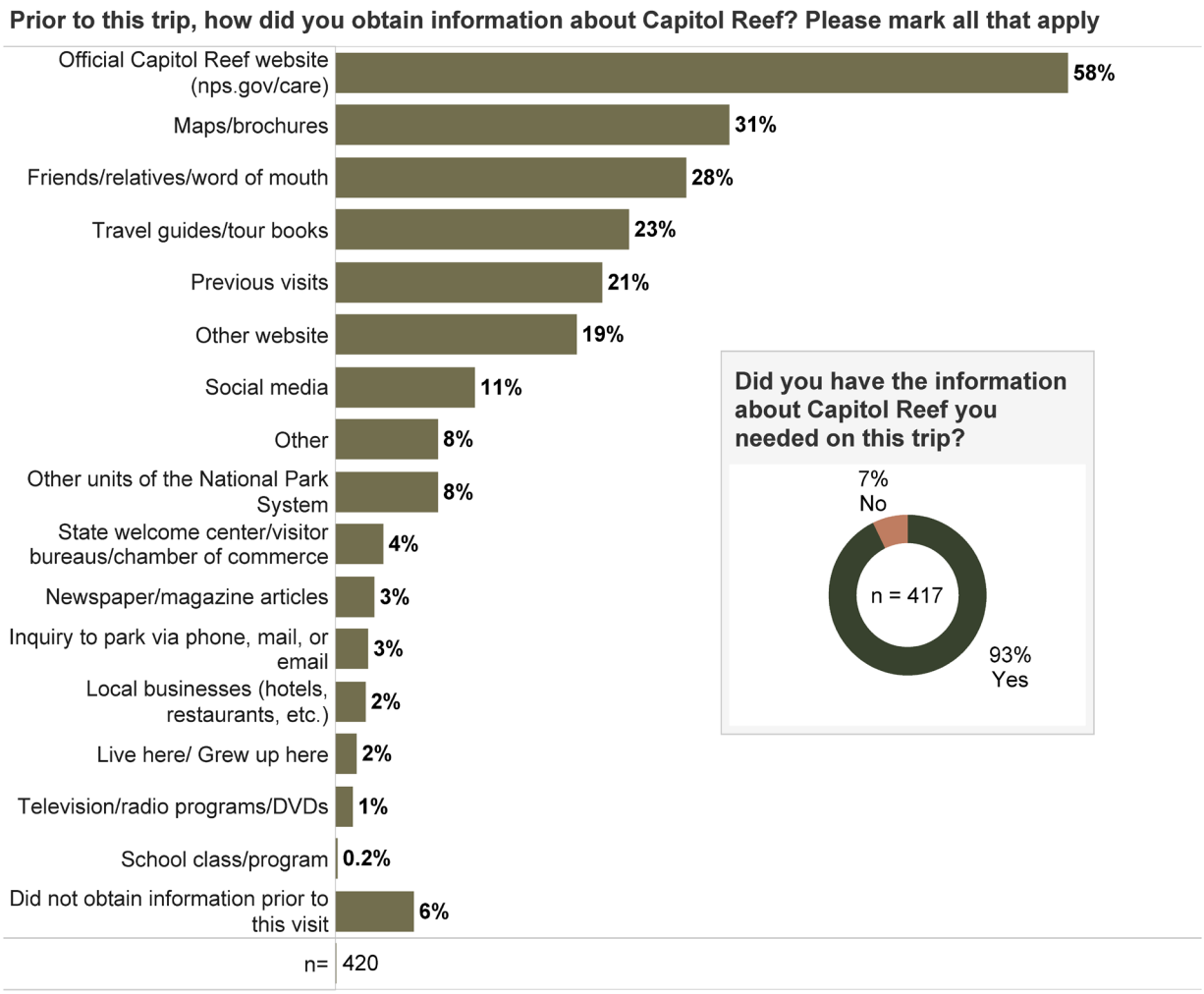


Figure 17. Sources used to obtain information about Capitol Reef prior to the trip.

- The most used resource was the official Capitol Reef website, with 58% of respondents reportedly using it. The second most common source were maps/brochures (31%), followed by friends/relatives/word of mouth (28%), tour guides/our books (23%), and previous visits (21%).
- In a follow-up question, 93% of respondents said that they had the information about Capitol Reef that they needed on their trip, while 7% 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 Capitol Reef on their trip (Figure 18).

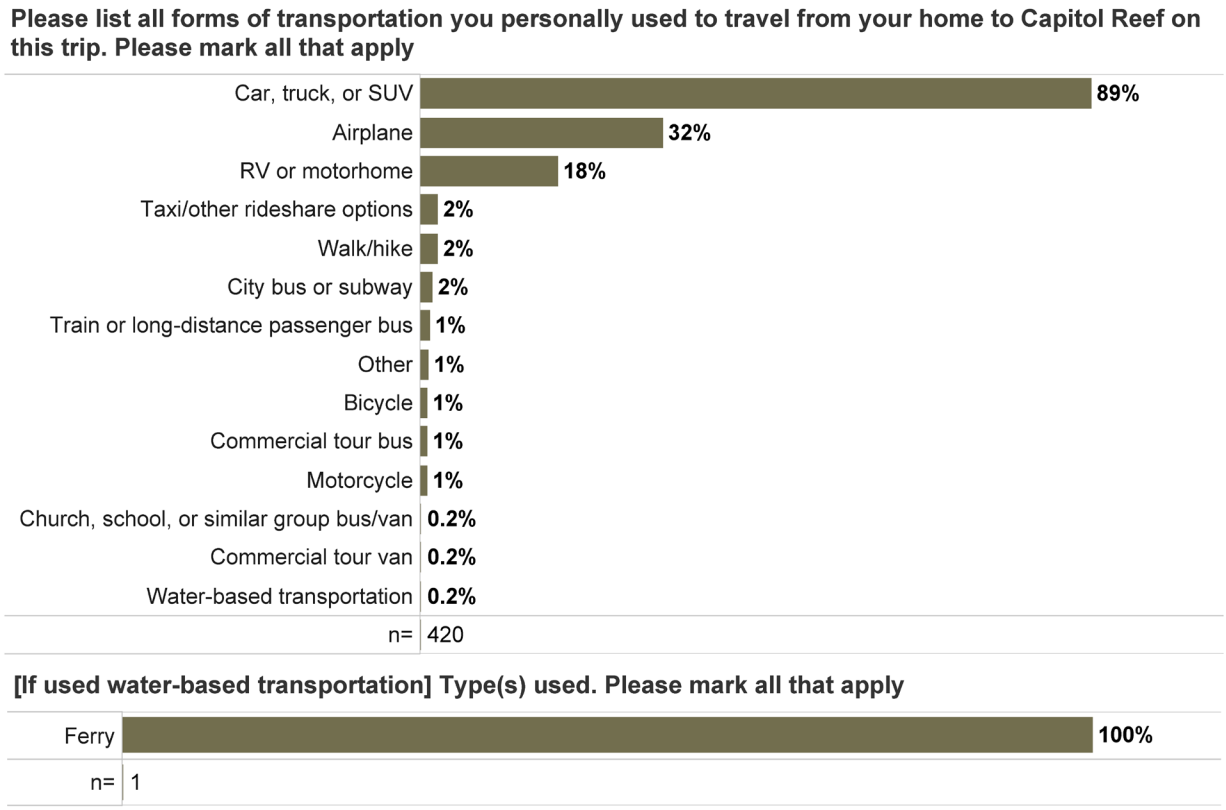


Figure 18. Forms of transportation used to travel from home to Capitol Reef on the recent trip.

- Nearly all respondents (89%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Capitol Reef.
- The second most common mode of travel was an airplane (32%), followed by RVs or motorhomes (18%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Capitol Reef on the day of the survey (Figure 19).

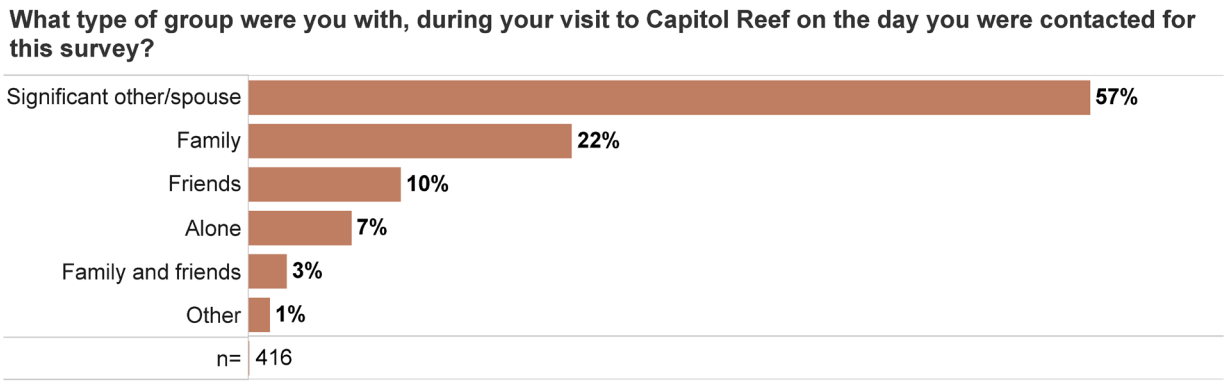


Figure 19. Travel party composition during Capitol Reef visit.

- The majority of respondents (57%) visited Capitol Reef with their significant other or spouse on the day of the survey.
- Roughly one in five respondents (22%) explored Capitol Reef with their family, and another 10% 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 Capitol Reef (Figure 20).

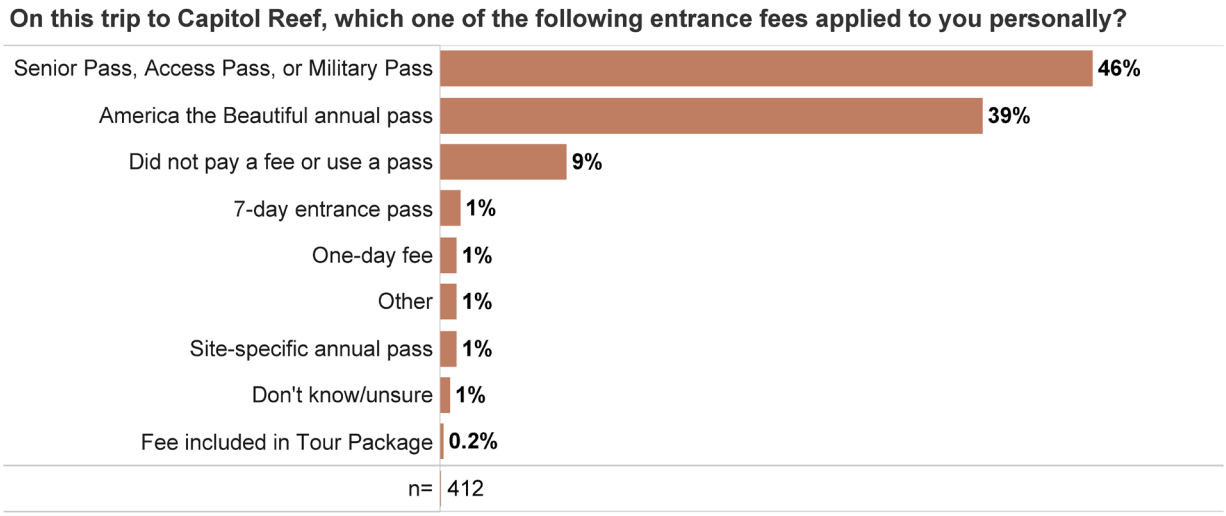


Figure 20. Entrance fees to enter Capitol Reef on the most recent trip.

- A plurality of respondents (46%) reported using a Senior Pass, Access Pass, or Military Pass an and another 39% entered using an America the Beautiful annual pass.
- In contrast, just 3% of respondents entered using a Capitol Reef-specific pass or fee (i.e., annual pass, 7-day, or single-day entrance fee).

Questions 12–14: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 21).

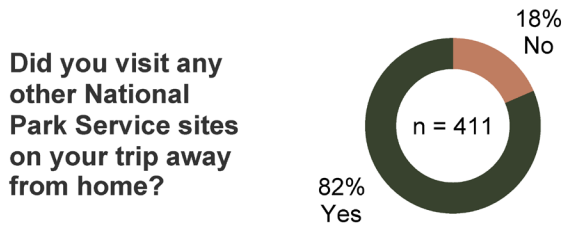


Figure 21. NPS sites visited on trip away from home.

- The overwhelming majority (82%) of all respondents had visited other NPS sites on their trip, while 18% identified Capitol Reef 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 Capitol Reef, and which of those was their primary activity (Figure 22).

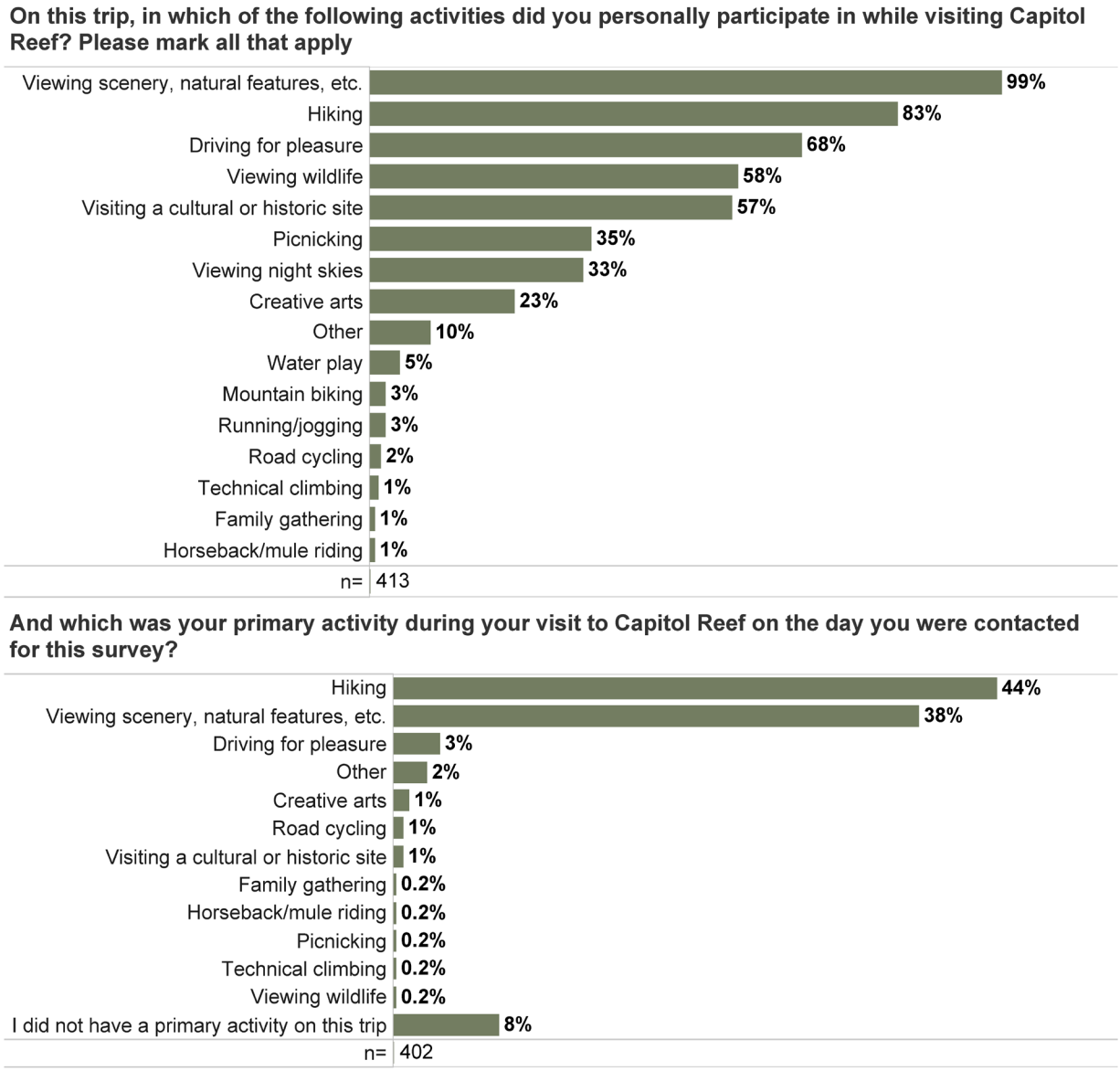


Figure 22. Participation in activities at Capitol Reef.

- Almost all visitors reported viewing scenery, natural features, etc., (99%), while 83% reported hiking, and 68% reported driving for pleasure.
- Horseback/mule riding, family gatherings, and technical climbing were all uncommon activities (reported by 1% or fewer of respondents).
- The plurality of respondents (44%) reported hiking as their primary activity, followed by viewing scenery, natural features, etc. (38%).
- Notably, while the majority of respondents reported viewing wildlife during their trip, less than 1% identified this as their primary activity.

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Capitol Reef on their trip, then asked which of those was the most important reason for them to visit Capitol Reef (Figure 23).

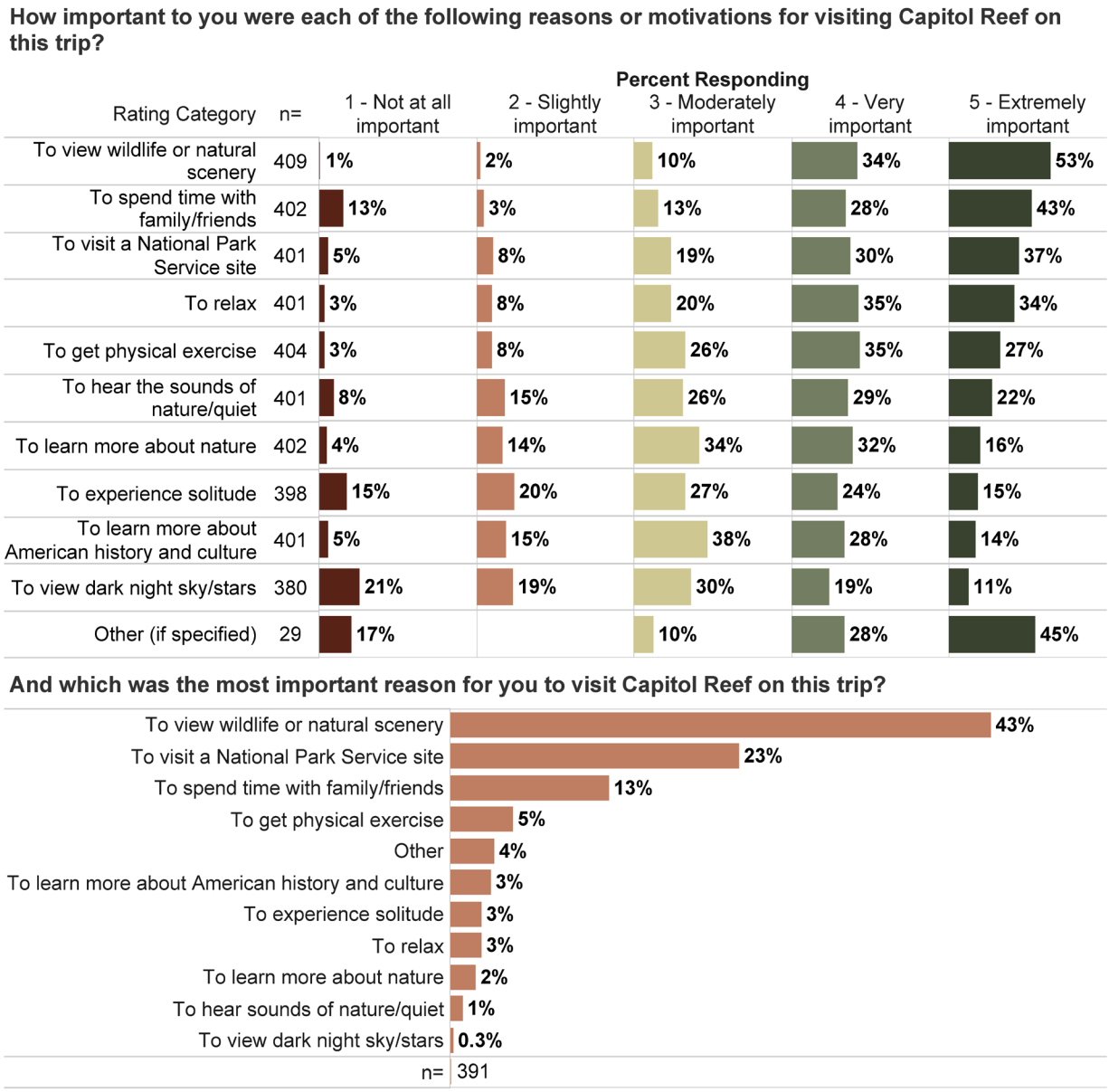


Figure 23. Reasons or motivations to visit Capitol Reef. Tabular data shown in this figure are presented in Appendix A, Table A-6.

- Overall, visitors responded favorably to each of the reasons provided. All ten reasons inquired about received at least 60% of respondents reporting they were either moderately, very, or extremely important to their visit.
- Viewing wildlife and natural scenery received the highest rate of respondents indicating it was an extremely important (53%) reason for their trip, followed next by spending time with family/friends (43%).

- The most common response about the most important reason was to view wildlife or natural scenery (43%), followed by visiting a National Park Service site (23%), and to spend time with family/friends (13%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Capitol Reef during their trip (Figure 24).

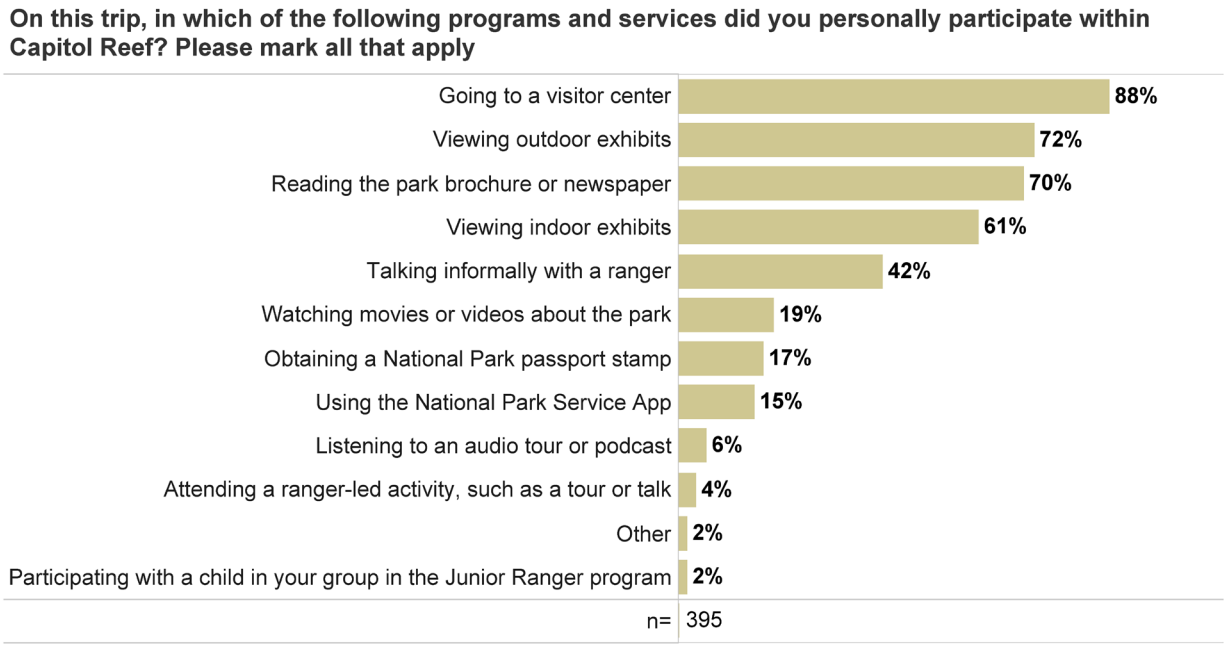


Figure 24. Programs participated while visiting Capitol Reef.

- The two most-used programs or services were going to a visitor center and viewing outdoor exhibits, with the majority of respondents reporting participating in each of them (88% and 72%, respectively).
- Several other programs were engaged in by over half of respondents: reading the park brochure or newspaper (70%) and viewing indoor exhibits (61%).

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 25).

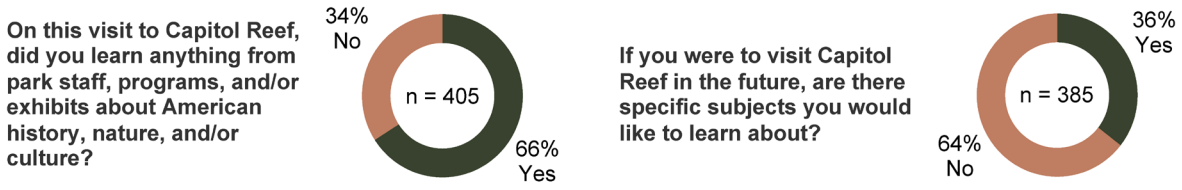


Figure 25. Learning.

- Two-thirds of respondents (66%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Just over one-third of respondents (36%) reported that if they were to visit Capitol Reef 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 Capitol Reef (Figure 26).

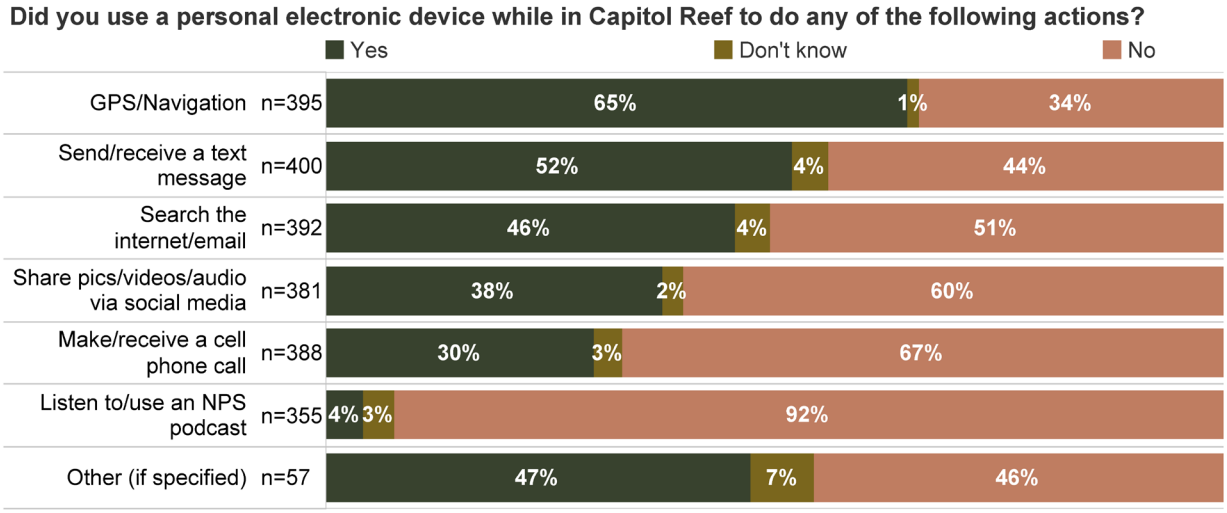
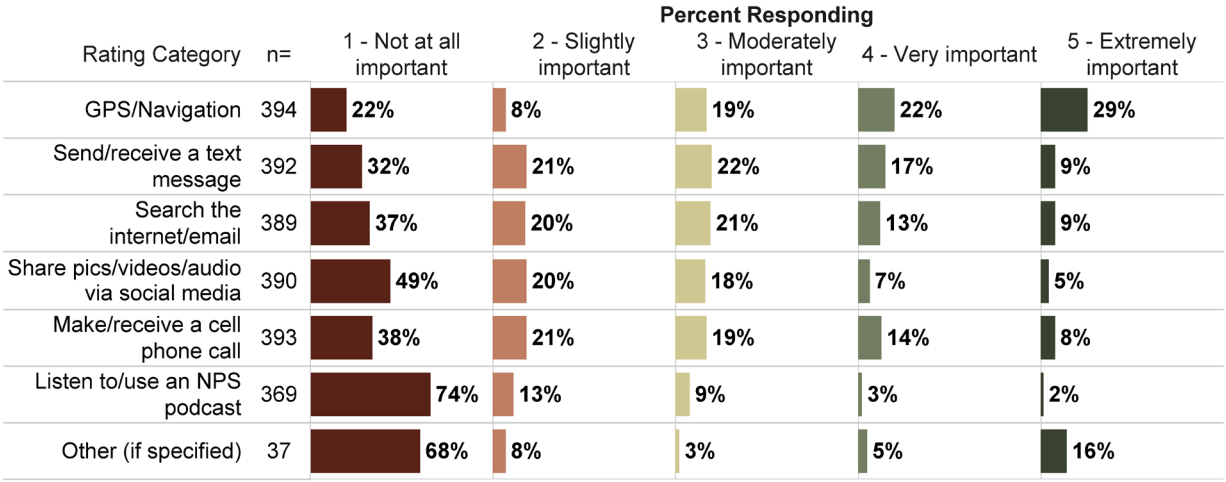


Figure 26. Use of personal electronic devices while visiting Capitol Reef. Tabular data shown in this figure are presented in Appendix A, Table A-7.

- Nearly two-thirds of respondents (65%) reported using GPS/navigation, and just over half of respondents (52%) reported sending/receiving a text message.
- 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 27), and the quality of their service (Figure 28).

How important to you was it during your visit to Capitol Reef to use personal electronic devices to do each of the following?



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

Figure 27. The importance of use of personal electronic devices while visiting Capitol Reef. Tabular data shown in this figure are presented in Appendix A, Table A-8.

- The most important device uses were GPS/navigation (29% rated as extremely important) and to send/receive a text message and search the internet/email (9% of respondents for each category rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important only by 2% of respondents, and not at all important by 74% of respondents.

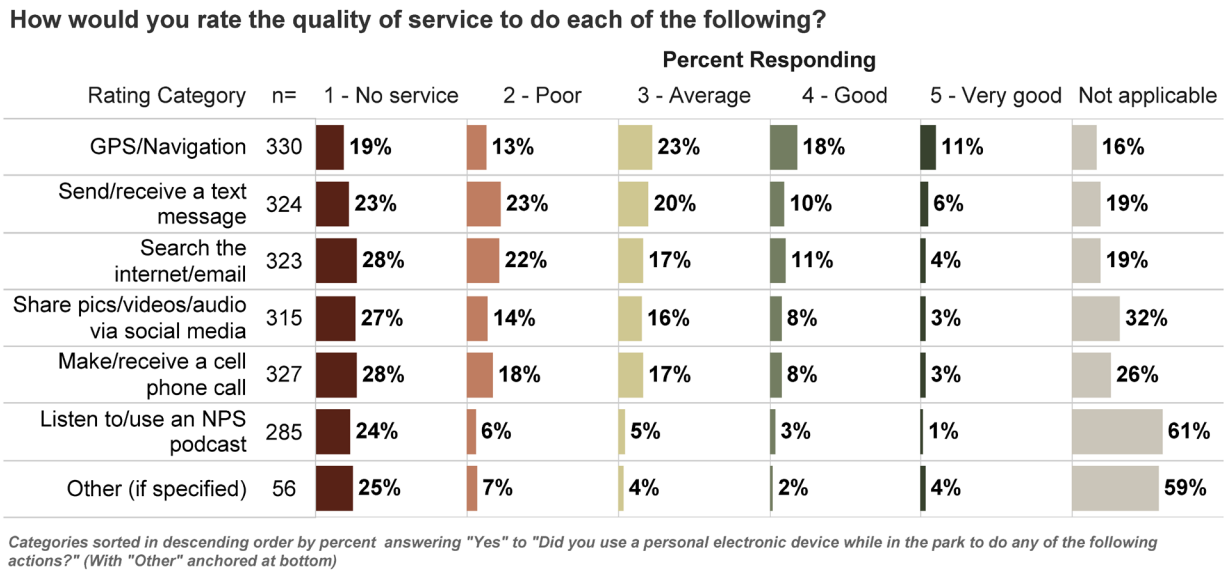


Figure 28. Quality of service of personal electronic devices while visiting Capitol Reef. Tabular data shown in this figure are presented in Appendix A, Table A-9.

- GPS/navigation was rated as very good or good by 11% and 18% of respondents, respectively. However, 19% of respondents reported that they had no service for this.
- Less than one-third of respondents (ranged from 23% to 28%, depending on the service) reported that they also had no service to send/receive a text message, search the internet/email, share pics/videos/audio via social media, make/receive a cell phone call, or listen to/use an NPS podcast.

Question 22: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Capitol Reef. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 29).

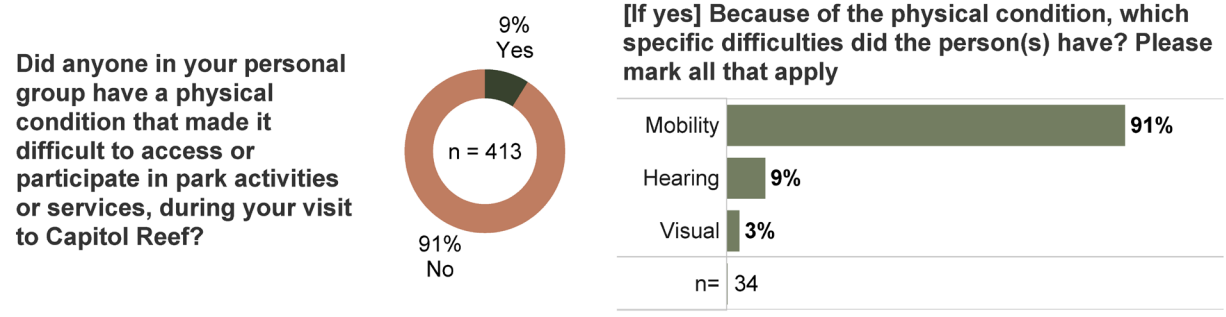


Figure 29. Physical difficulties while visiting Capitol Reef.

- The majority of respondents (91%) 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 Capitol Reef.
- Among the 9% of visitors who identified at least one difficulty, 91% 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 Capitol Reef met their expectations (Figure 30).

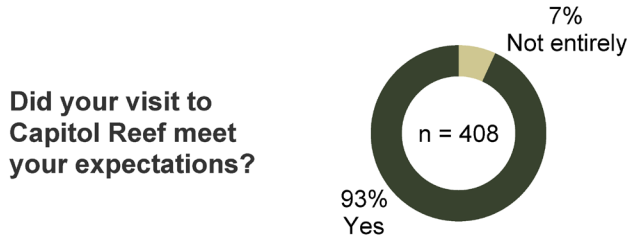


Figure 30. Meeting Capitol Reef expectations.

- The majority of respondents (93%) reported that their visit to Capitol Reef met their expectations, while 7% 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 Capitol Reef 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 Capitol Reef and asked to indicate their level of agreement or disagreement with each given statement (Figure 31).

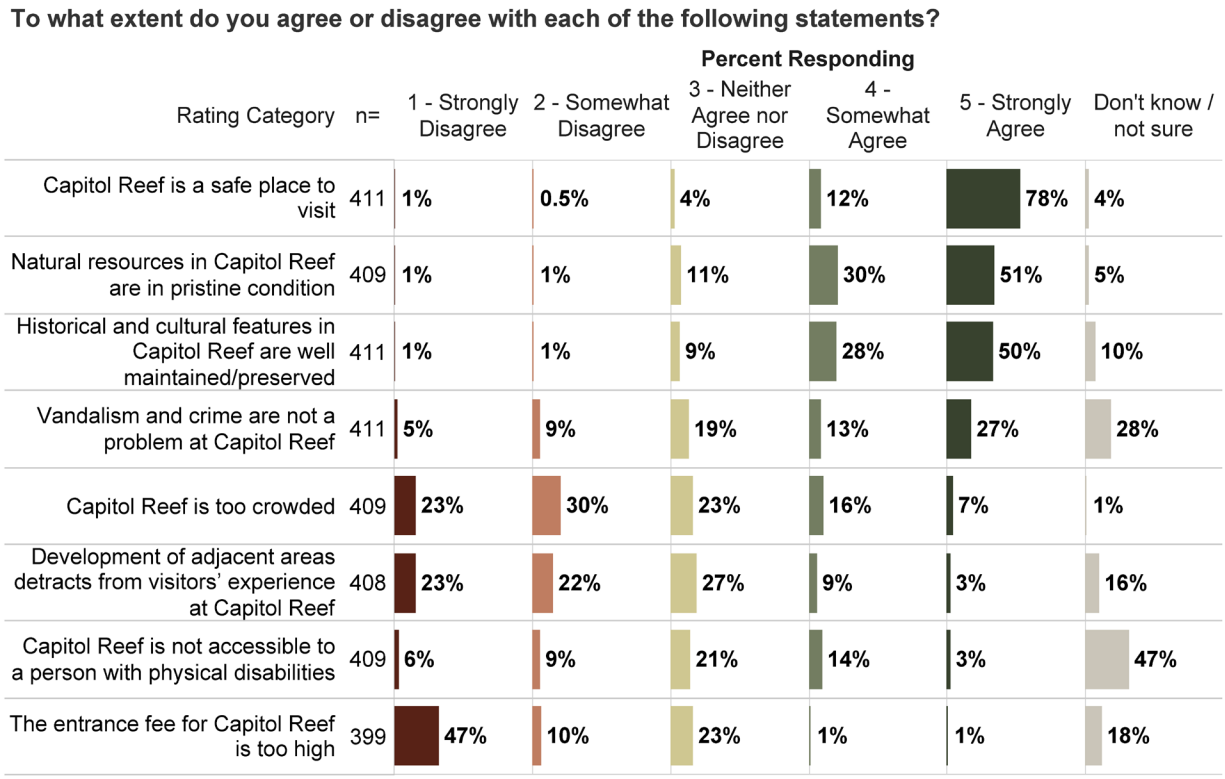


Figure 31. Rating Capitol Reef experience. Tabular data shown in this figure are presented in Appendix A, Table A-10.

- From all the statements listed, "Capitol Reef is a safe place to visit" received the most consensus with a combined 90% of respondents saying they either strongly or somewhat agree with it. That was followed by "Natural resources in Capitol Reef are in pristine condition" and "Historical and cultural features in Capitol Reef are well maintained/preserved" (81% and 78% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, "The entrance fee for Capitol Reef is too high" (2%) and "Development of adjacent areas detracts from visitors' experience at Capitol Reef" (12%) received the least support, with only a small proportion of respondents either somewhat or strongly agreeing with these statements.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Capitol Reef (Figure 32).

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

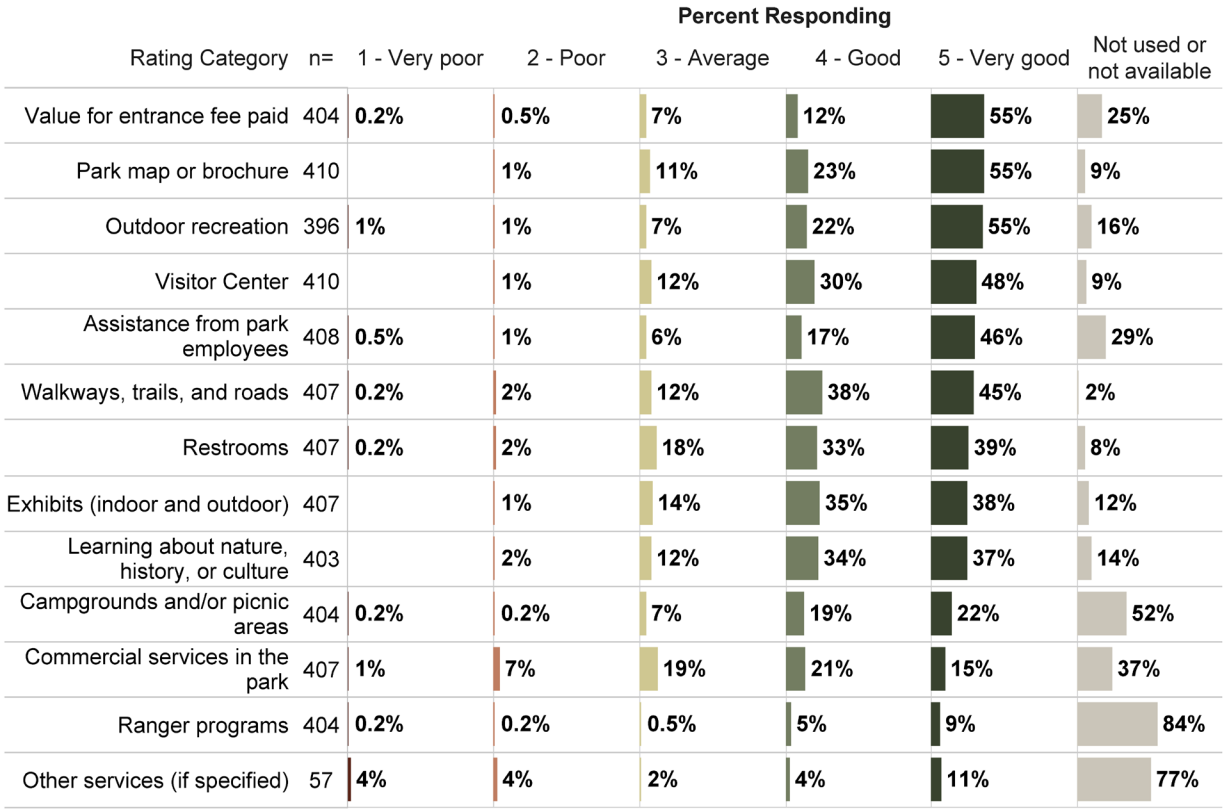


Figure 32. Rating the quality of Capitol Reef facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table A-11.

- Over half of visitors (all 55%, respectively) rated the value for entrance fee paid, the park map or brochure, and the outdoor recreation at Capitol Reef as very good.
- For the options listed above, a majority of respondents reported a rating of good or very good for each option except for campground and/or picnic areas, commercial services in the park, and ranger programs. Very few respondents found any of the services or facilities to be poor or very poor. However, some options were viewed more favorably than others. For 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 overall quality of the park facilities, visitor services, and recreation opportunities (Figure 34).

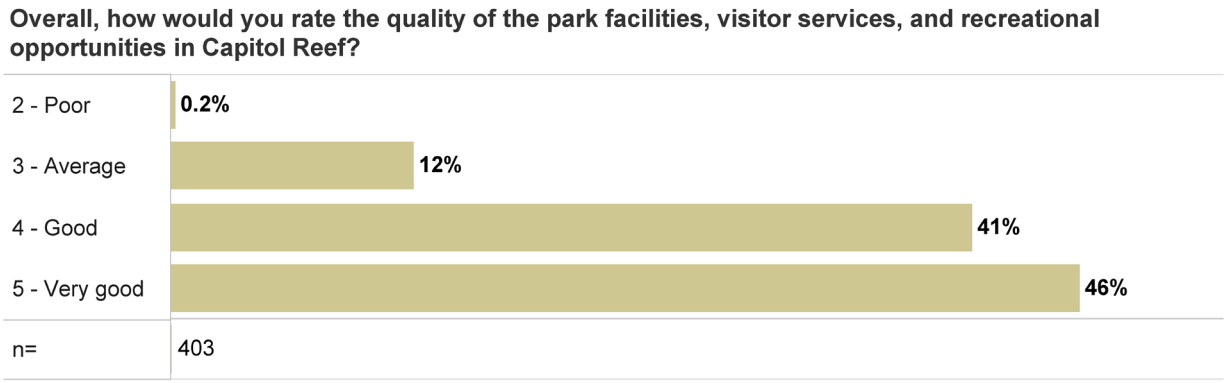


Figure 33. Rating overall quality of Capitol Reef facilities, visitor services, and recreational opportunities.

- In general, about half of respondents (46%) rated the quality of the park facilities, visitor services, and recreational opportunities in Capitol Reef as very good, and another 41% rated them as good (combined 87%).

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 34 depicts descriptive statistics for respondent gender, age, and education.

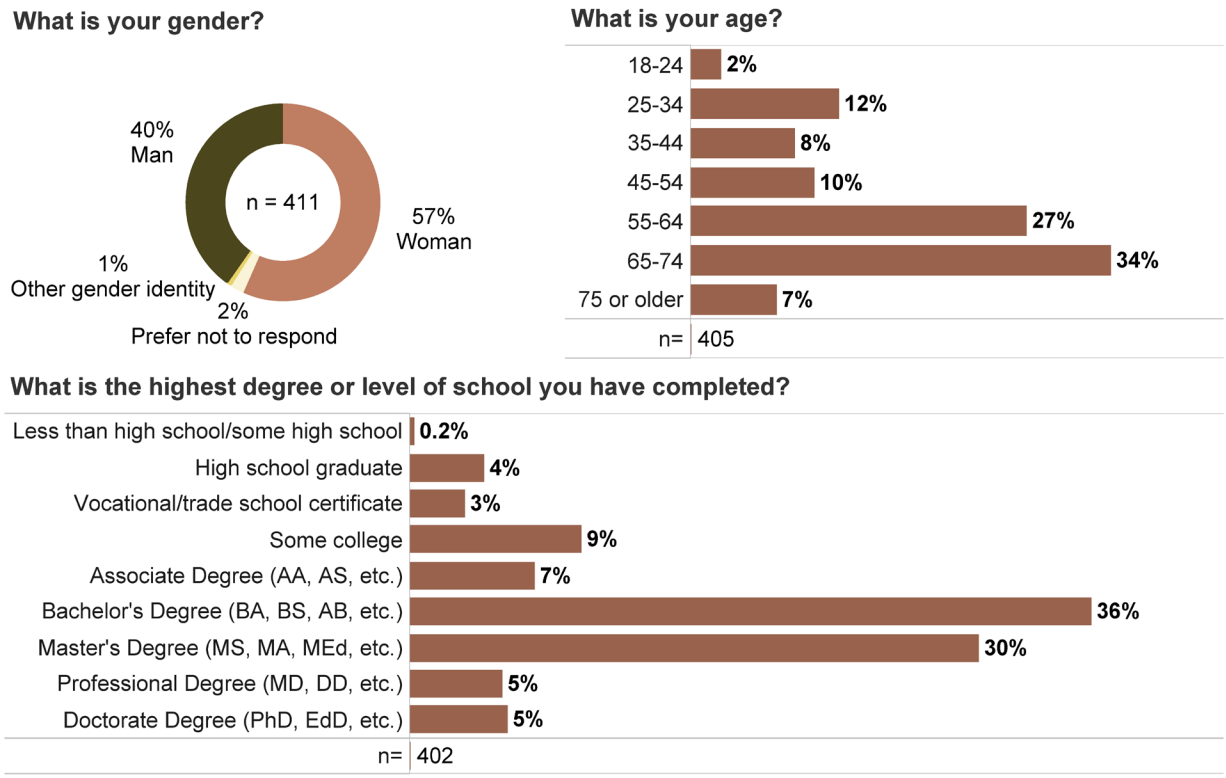


Figure 34. Respondent demographics: gender, age, and level of education.

- Follow-up survey respondents were more likely to be women than men (57% vs 40%). Another 1% had another gender identity, while 2% preferred not to disclose their gender identity.
- The most common age categories were 65–74 years old (34%), 55–64 (27%), and 25–34 (12%). The least represented age group were 18–24 years old (only 2% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 83% having some college degree, and a plurality (40%) holding a master's or advanced degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish Origin (Figure 35).

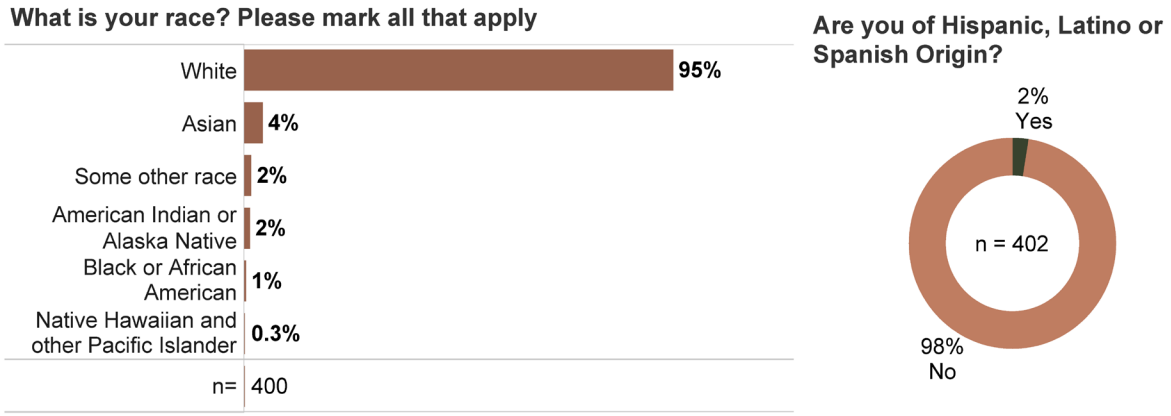


Figure 35. Respondent demographics: race and ethnicity.

- The majority of respondents (95%) were White, while 4% were Asian.
- Most respondents (98%) 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 36).

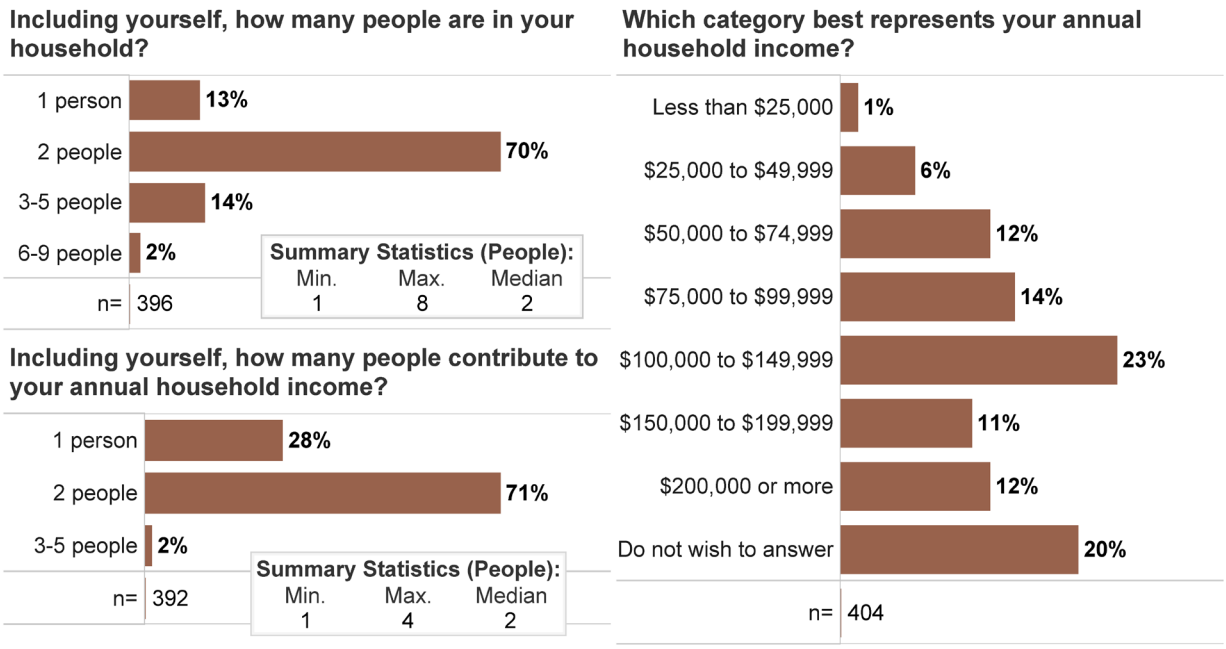


Figure 36. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table A-12.

- The majority of respondents (70%) had two people in their household, followed by 3–5 people (another 14%).
- In addition to being highly educated, Capitol Reef visitors are also relatively affluent. Roughly a quarter of respondents (23%) reported that their annual household income was between $100,000 to $149,999, 11% reported annual household income between $150,000 to $199,999, and another 12% earned $200,000 or more.
- Most respondents (71%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 37).

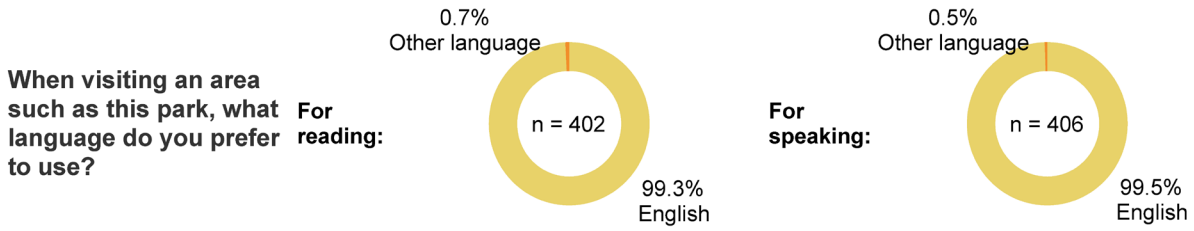


Figure 37. Respondent's language preference.

- While 2% of respondents were of Hispanic, Latino or Spanish, the overwhelming majority of respondents (99%) preferred to use English both for reading and speaking when visiting an area such as Capitol Reef.
- Less than 1% of respondents preferred Spanish for either reading and/or 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 7. Number of nights spent in the local area around Capitol Reef, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Backcountry Camping in Capitol Reef	5	1	2	1
Camping in Capitol Reef	53	1	9	2
Camping outside Capitol Reef	320	1	162	2
Lodging outside Capitol Reef	478	1	20	2
Unpaid accommodations	2	5	5	5

Table A-2. Data from Figure 8. Number of adults and children in respondent's personal group while visiting Capitol Reef.

Age Category	n	Min.	Max.	Median
Adults	1090	1	55	2
Children	1090	0	11	0

Table A-3. Data from Figure 14. Number of people in respondent's vehicle when entering Capitol Reef.

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 Capitol Reef?	903	1	17	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Capitol Reef?	114	1	8	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Capitol Reef?	10	1	2	1

Table A-4. Data from Figure 15. Previous visits to Capitol Reef.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Capitol Reef over the past 12 months?	241	1	30	1
[If not first-time visitor] Including this visit, how many visits have you made to Capitol Reef over the past five years?	241	1	100	2

Table A-5. Data from Figure 16. 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?	1089	0	1004	4

Table A-6. Data from Figure 23. Reasons or motivations to visit Capitol Reef.

Rating Category	n
To visit a National Park Service site	401
To experience solitude	398
To hear the sounds of nature/quiet	401
To learn more about nature	402
To learn more about American history and culture	401
To spend time with family/friends	402
To get physical exercise	404
To view wildlife or natural scenery	409
To relax	401
To view dark night sky/stars	380
Other (if specified)	29

Table A-7. Data from Figure 26. Use of personal electronic devices while visiting Capitol Reef.

Device Use	n
Make/receive a cell phone call	388
Send/receive a text message	400
Search the internet/email	392
GPS/Navigation	395
Share pics/videos/audio via social media	381
Listen to/use an NPS podcast	355
Other (if specified)	57

Table A-8. Data from Figure 27. The importance of use of personal electronic devices while visiting Capitol Reef.

Device Use	n
Make/receive a cell phone call	393
Send/receive a text message	392
Search the internet/email	389
GPS/Navigation	394
Share pics/videos/audio via social media	390
Listen to/use an NPS podcast	369
Other (if specified)	37

Table A-9. Data from Figure 28. Quality of service of personal electronic devices while visiting Capitol Reef.

Device Use	n
Make/receive a cell phone call	327
Send/receive a text message	324
Search the internet/email	323
GPS/Navigation	330
Share pics/videos/audio via social media	315
Listen to/use an NPS podcast	285
Other (if specified)	56

Table A-10. Data from Figure 31. Rating Capitol Reef experience.

Rating Category	n
Capitol Reef is a safe place to visit	411
Capitol Reef is too crowded	409
Natural resources in Capitol Reef are in pristine condition	409
The entrance fee for Capitol Reef is too high	399
Vandalism and crime are not a problem at Capitol Reef	411
Capitol Reef is not accessible to a person with physical disabilities	409
Historical and cultural features in Capitol Reef are well maintained/preserved	411
Development of adjacent areas detracts from visitors' experience at Capitol Reef	408

Table A-11. Data from Figure 32. Rating the quality of Capitol Reef facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	410
Exhibits (indoor and outdoor)	407
Restrooms	407
Walkways, trails, and roads	407
Campgrounds and/or picnic areas	404
Assistance from park employees	408
Park map or brochure	410
Ranger programs	404
Value for entrance fee paid	404
Commercial services in the park (food, lodging, gifts, rental, etc.)	407
Other services (if specified)	57
Learning about nature, history, or culture	403
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	396

Table A-12. Data from Figure 36. Household demographics: annual household income and household size.

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	396	1	8	2
Including yourself, how many people contribute to your annual household income?	392	1	4	2

Appendix B: Intercept Survey

This appendix contains the text version of the intercept survey administered via tablet in Capitol Reef National Park from May 7th to 16th, 2022. Visitors were asked questions verbally by an interviewer, and responses were entered in a tablet form.

Intercept Survey — Capitol Reef National Park

Interviewer script: Hello, I am working with Capitol Reef National Park conducting a 5-minute survey to improve visitor experiences in the park. May I ask you some questions about your Capitol Reef 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 Capitol Reef? (multiple choice, please choose one response)
    - Yes
    - No
- Do you currently live in the United States? (multiple choice, please choose one response)
    - Yes
    - No
- On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Capitol Reef and/or within the local area? (multiple choice, please choose one response)

- Yes
- No

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

1) **Are you a permanent or seasonal/second home resident of the local area around Capitol Reef? (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 Capitol Reef

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 Capitol Reef 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 Capitol Reef…? (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 Capitol Reef) on this trip away from home?**
   - Number of days (text field)

5) **On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Capitol Reef and/or within the local area? (Multiple choice, please choose one response)**
   - Yes

- No

6) ***(If respondent is staying overnight)*** **On this trip, what type of accommodations do you expect to use while in the local area, including any nights spent in Capitol Reef? (Multiple choice, please choose all that apply)**
   - Backcountry camping with a permit outside of an established campground in Capitol Reef
     - Number of nights (text field)
   - Camping in Capitol Reef
     - Number of nights (text field)
     - *(If respondent selects camping in Capitol Reef)* In which campground(s) did you or will you stay?
       - Cathedral Valley Campground (remote developed campground)
       - Cedar Mesa Campground (remote developed campground)
       - Fruita Campground
       - Fruita Group Site
   - Camping outside Capitol Reef in the local area
     - Number of nights (text field)
   - Lodging outside Capitol Reef in the local area (e.g., hotels, cabins, vacation rentals)
     - Number of nights (text field)
   - Unpaid accommodations (e.g., family and friends)
     - Number of nights (text field)

7) ***(If accommodation = staying in Capitol Reef)*** **What time did you arrive in Capitol Reef on the first day of your stay?**
   - Time (text field)

8) ***(If accommodation = staying in Capitol Reef)*** **What time of day do you plan to leave Capitol Reef on the last day of your stay?**
   - Time (text field)

9) **Including yourself, how many people are in your personal group as you visit Capitol Reef?** Note: Your personal group is you and companions with whom you visited Capitol Reef on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group. (choices below)
   - Number of adults (text field)
   - Number of children (text field)

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

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

11) *(If at least 1 child is in the group)* What are the ages of each of the children in your group? Note: ages will be collected for a max of 6 children per group

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

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

- Number of people (text field)

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

        - No
            - *(If answer is no)* How many minutes do you plan to spend within Capitol Reef today?
                - Number of minutes (text field)

14) 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

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

- East Entrance (Utah 24)
- West Entrance (Utah 24)
- Temples of the Sun and Moon
- Burr Trail Road from the West/Boulder
- Burr Trail Road from the East/Bullfrog
- Notom Road/Cedar Mesa
- Polk Creek
- Hartnet Draw
- Cathedral Valley
- Rock Springs Bench
- Oil Well Bench

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

- Visitor Center
- Goosenecks Overlook
- Petroglyph Panel parking area
- Scenic Drive
- Cathedral North entrance
- Notom-Bullfrog Road to Cedar Mesa
- Burr Trail Road
- Notom-Bullfrog Road to Glen Canyon

- Hickman Bridge Trailhead
- Grand Wash Trailhead (scenic drive side)
- Sulphur Creek Route starting point
- Chimney Rock Trailhead

17) Which of the following forms of transportation did you personally use to enter Capitol Reef today? (Multiple choice, please choose one response)

- Car, truck, or SUV (e.g., standard private vehicle)
  - *(If answer is car, truck or SUV)* Number of people in vehicle (text field)
- Recreational vehicle or motorhome
  - (*If answer is recreational vehicle or motorhome*) Number of people in vehicle (text field)
- Commercial tour bus
- Commercial tour van
- Shuttle
- School bus or church bus/van
- Train or long-distance passenger bus
- Horseback
- Bicycle
- Electric Bicycle
- Motorcycle
  - *(If answer is motorcycle)* Number of people in vehicle (text field)
- Walk/hike
- Other — Please specify (text field)

18) *(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

19) Are you a first-time visitor to Capitol Reef? (Multiple choice, please choose one)

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

20) 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 Capitol Reef 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 Capitol Reef in Spring of 2022. This questionnaire was available as both a paper mail-back survey and as an online format.

ID: XXXX

Capitol Reef National Park
Visitor Survey

On your recent visit to Capitol Reef National Park 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 Capitol Reef 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 Capitol Reef.

Trip Description

1. Prior to this trip, how did you obtain information about Capitol Reef? (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 Capitol Reef website (nps.gov/care)
- ☐ 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 Capitol Reef 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 Capitol Reef 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 Capitol Reef 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 — Capitol Reef National Park: 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 Capitol Reef's local area and elsewhere in the US (outside Capitol Reef'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 Capitol Reef. 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 Capitol Reef?**

   _____ number of days

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

Expenses	**Amount spent in Capitol Reef and nearby communities (SUS)** *(shown on map)*	**Amount spent elsewhere in US during your trip to the Capitol Reef area (SUS)** *(outside local area)*
National Park entrance fee or annual parks pass		
Gas and oil (e.g., auto, RV, etc.)		
Electric vehicle charging expenses		
Rental car		
Taxis, rideshares, shuttles, parking, and public transportation		
Restaurants and bars		
Groceries and convenience foods		
Specialty food purchases (e.g., gourmet meats and cheeses, local farmers markets, etc)		
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, 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 — Capitol Reef National Park: 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 Capitol Reef, 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 Capitol Reef
- ☐ 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 Capitol Reef 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 Capitol Reef? (Please mark all that apply.)**

- ☐ (1) Viewing scenery, natural features, etc.
- ☐ (2) Viewing wildlife
- ☐ (3) Viewing night skies
- ☐ (4) Creative arts (photography, drawing, painting, writing)
- ☐ (5) Visiting a cultural or historic site (e.g., Gifford Homestead)
- ☐ (6) Driving for pleasure
- ☐ (7) Hiking
- ☐ (8) Mountain biking
- ☐ (9) Road cycling
- ☐ (10) Running/jogging
- ☐ (11) Horseback/mule riding
- ☐ (12) Family gathering (e.g., reunion, wedding)
- ☐ (13) Picnicking
- ☐ (14) Water play (swimming, snorkeling, wading, etc.) (please specify): _____
- ☐ (15) Technical climbing (canyoneering, rock climbing, bouldering, etc.) (please specify): _____
- ☐ (16) Other (please specify): _____
- ☐ (17) Other (please specify): _____
- ☐ (18) Other (please specify): _____

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

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 — Capitol Reef National Park: 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 Capitol Reef 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 Capitol Reef 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 Capitol Reef? (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
☐ 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 National Park Service App
☐ Other (please specify): _____

18. **On this visit to Capitol Reef, 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 Capitol Reef 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 — Capitol Reef National Park: Text Version.

20. Did you use a personal electronic device while in Capitol Reef 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 Capitol Reef 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 Capitol Reef? (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 — Capitol Reef National Park: Text Version.

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

23. What did you like the most about your visit to Capitol Reef?

1. _____
2. _____
3. _____

☐ Not applicable

24. What did you like the least about your visit to Capitol Reef?

1. _____
2. _____
3. _____

☐ Not applicable

25. Did your visit to Capitol Reef 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)
Capitol Reef is a safe place to visit	☐	☐	☐	☐	☐	☐
Capitol Reef is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in Capitol Reef are in pristine condition	☐	☐	☐	☐	☐	☐
The entrance fee for Capitol Reef is too high	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem at Capitol Reef	☐	☐	☐	☐	☐	☐
Capitol Reef is not accessible to a person with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in Capitol Reef are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experience at Capitol Reef	☐	☐	☐	☐	☐	☐

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 — Capitol Reef National Park: Text Version.

27. **How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Capitol Reef? (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 Capitol Reef? (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 — Capitol Reef National Park: 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 Capitol Reef, 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 Capitol Reef'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 — Capitol Reef National Park: Text Version.

Follow Up Survey — Capitol Reef: 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 Capitol Reef 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 Capitol Reef 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 Capitol Reef.

Trip Description

1) **Prior to this trip, how did you obtain information about Capitol Reef? (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 Capitol Reef website (nps.gov/care)
   - 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 Capitol Reef 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 Capitol Reef 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 Capitol Reef 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 Capitol Reef's local area and elsewhere in the US (outside Capitol Reef'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 Capitol Reef. 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 Capitol Reef?**
   - 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 Capitol Reef) 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 Capitol Reef and the local communities surrounding Capitol Reef during your trip away from home. (Spending categories with text fields for amount spent)**
   - National Park entrance fee or annual parks pass
     - Amount spent (text field)
   - Gas and oil (e.g., auto, RV, etc.)
     - Amount spent (text field)
   - Electric vehicle charging expenses
     - Amount spent (text field)
   - Rental car
     - Amount spent (text field)
   - Taxis, rideshares, shuttles, parking, and other public transportation
     - Amount spent (text field)
   - Restaurants and bars
     - Amount spent (text field)

- Groceries and convenience foods
    - Amount spent (text field)
- Specialty food purchases (e.g., gourmet meats and cheeses, local farmers markets, etc)
    - 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, 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 Capitol Reef'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)
- Metro fees
    - Amount spent (text field)

- Taxis, rideshares, shuttles, parking, and other public transportation
    - Amount spent (text field)
- Parking fees
    - Amount spent (text field)
- Restaurants and bars
    - Amount spent (text field)
- Groceries and convenience foods
    - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
    - 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, 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 Capitol Reef, 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 Capitol Reef
- 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 Capitol Reef on this trip? (Enter 1 if you only were in the site for one day).

- Number of different days entered (text field)

<u>Trip Planning and Motivations</u>

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 Capitol Reef? (Multiple choice, please choose one)

- (1) Viewing scenery, natural features, etc.
- (2) Viewing wildlife
- (3) Viewing night skies
- (4) Creative arts (photography, drawing, painting, writing)
- (5) Visiting a cultural or historic site (e.g., Gifford Homestead)
- (6) Driving for pleasure
- (7) Hiking
- (8) Mountain biking
- (9) Road cycling
- (10) Running/jogging
- (11) Horseback/mule riding
- (12) Family gathering (e.g., reunion, wedding)
- (13) Picnicking
- (14) Water play (swimming, snorkeling, wading, etc.) — please specify (text field)
- (15) Technical climbing (canyoneering, rock climbing, bouldering, etc.) — please specify (text field)
- (16) Other — please specify (text field)
- (17) Other — please specify (text field)
- (18) Other — please specify (text field)

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

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 Capitol Reef 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 Capitol Reef 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 Capitol Reef? (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
- 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 National Park Service App
- Other — please specify (text field)

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

26) What did you like the most about your visit to Capitol Reef?

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

27) What did you like the least about your visit to Capitol Reef?

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

28) Did your visit to Capitol Reef 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)

- Capitol Reef 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
- Capitol Reef 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 Capitol Reef 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 Capitol Reef 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 Capitol Reef (Ranking question, please choose one)
    - Strongly disagree
    - Somewhat disagree
    - Neither agree nor disagree
    - Somewhat agree
    - Strongly agree
    - Don't know/not sure
- Capitol Reef 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 Capitol Reef 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 Capitol Reef (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 Capitol Reef? (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 Capitol Reef? (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)

<u>Background/Demographics</u>

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 Capitol Reef, 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 Capitol Reef, 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 Capitol Reef'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.

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National Park Service
U.S. Department of the Interior

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