



2023 Socioeconomic Research of George Washington Memorial Parkway

Report on 2023 Data Collection



Cyclist on the Mount Vernon Trail from Mount Vernon Estate to Theodore Roosevelt Island.

NPS / VICTORIA STAUFFENBERG

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Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by NPS leadership, and in various official reports. Since such monitoring began in 2022, the NPS has conducted visitor surveys at 24 parks per year across the United States and associated territories. George Washington Memorial Parkway was selected as one of these units for 2023 implementation. This socioeconomic monitoring at George Washington Memorial Parkway uses a two-step survey methodology to capture a representative sample of visitor information, characteristics, and behavior. This process includes (1) an on-site intercept survey conducted via tablet, and (2) a post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning, and experience evaluations. Results are organized by these two survey instruments and are aimed to assist park managers in understanding current utilization and perception of park resources, assessing operations and potential issues, and facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders. Results of this and studies at the 23 other park units sampled for 2023 contribute to a SEM National Technical Report that produces national-level findings on an annual basis.

Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

This resounding call for nationwide socioeconomic research to help the agency better serve its visitors has garnered substantial support from external reviews and various discussions held by the Department of the Interior. As a result of this ongoing need, a pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the valuable insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out in 2022 and 2023 at 24 NPS units across the country per year. George Washington Memorial Parkway was selected as one of these 24 units in 2023. The study aims to deepen understanding of visitor demographics and characteristics at George Washington Memorial Parkway.

The 2023 SEM Visitor Survey gathers data at a comprehensive agency level, effectively addressing the informational needs of park managers throughout the vast National Park System. The data collected during the sampling period in April 2023 is intended to provide park managers at George Washington Memorial Parkway with data-supported insights into their visitors while enabling robust data analysis at the agency level and beyond for future applications.

This study gathers a wealth of knowledge about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within George Washington Memorial Parkway and in collaboration with local partners and stakeholders.

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

Methods

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

1. An onsite intercept survey conducted via tablet, and

2. A post-trip follow-up survey (mail-back or online) for full trip details.

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

Study Area

The George Washington Memorial Parkway local area map is shown in Figure 1. The local area around George Washington Memorial Parkway consists of Washington, DC; Arlington County, Fairfax County, the city of Falls Church, the city of Alexandria, the city of Fairfax, Loudoun County, Prince William County, the city of Manassas, and the city of Manassas Park in Virginia; and Montgomery County, Prince George's County, Anne Arundel County, Howard County, and Frederick County in Maryland. Within George Washington Memorial Parkway, the study area was comprised of seven locations. Table 1 lists those sites and the number of onsite intercept surveys completed at each. Locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas. Where feasible, Visitor Use Statistics estimates for monthly visitation per site were used to station surveyors proportionally across sites. Park staff were consulted prior to study launch to confirm visitor use statistics metrics to ensure the most popular and representative locations were captured in the sampling plan.

Table 1. Information about sampling locations for intercept surveying within George Washington Memorial Parkway.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys
Great Falls Park	481	38.6%
U.S. Marine Corps War Memorial	389	31.2%
Fort Hunt Park	155	12.4%
Mt. Vernon Trail - Jones Point Park	92	7.4%
Mt. Vernon Trail - near Mount Vernon	72	5.8%
Mt. Vernon Trail - Gravelly Point	34	2.7%
Mt. Vernon Trail - Daingerfield Island	24	1.9%

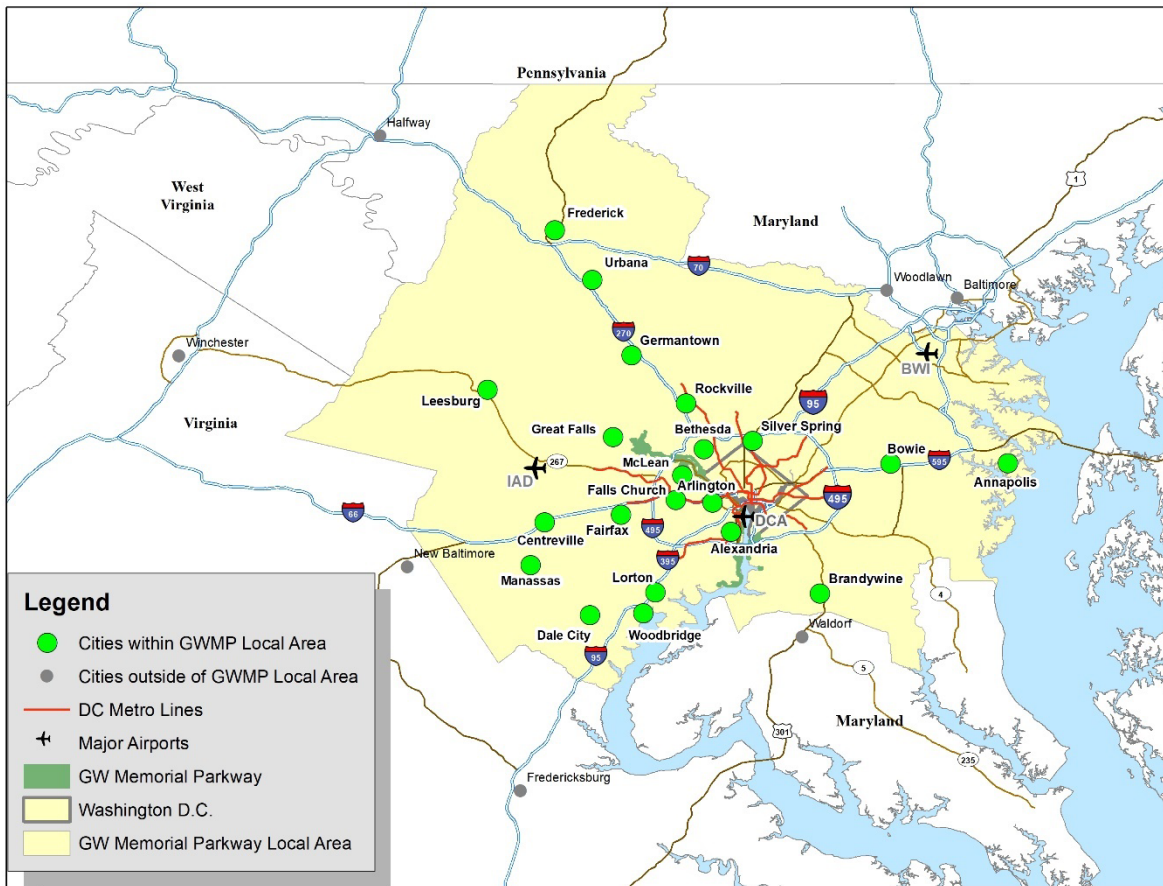


Figure 1. George Washington Memorial Parkway local area map.

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses. The intercept sampling was conducted during the period of April 7th through 18th, 2023. A sample of visitors were intercepted while visiting George Washington Memorial Parkway across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in George Washington Memorial Parkway (NPS 2023a). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a George Washington Memorial Parkway 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 the Nonresponse Bias Analysis section,

below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the nonresponse, and approach the next visitor group.

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

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

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

During the sampling period, four surveyors were stationed simultaneously at different sampling sites from approximately 9:00 am to 4:00 pm daily. These times captured the highest periods of use at the sampling locations across the parkway. Each surveyor worked 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 12-day sampling window.

Table 2. Response outcomes – George Washington Memorial Parkway intercept survey.

Outcome	Total
Eligible visitors contacted	1,514
Complete refusals	175
Partial refusals (non-response bias questions completed)	92
Intercept surveys completed	1,247
Post-trip surveys distributed	1,205
Intercept response rate	82.4%
Post-trip acceptance rate	96.6%

Post-trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to George Washington Memorial Parkway. This method extended data collection and asked participants to complete the survey after their visit, either through a postage-paid envelope provided to them, or online via a

provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2023b). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifiable information. Joining the two datasets provides a more complete picture of connecting in-park experiences and post-visit perceptions.

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

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

Table 3. Response outcomes – George Washington Memorial Parkway post-trip survey.

Outcome	Total
Post-trip surveys distributed	1,205
Valid post-trip surveys completed	359
Response rate	29.8%

Nonresponse Bias Analysis

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

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. With an intercept survey response rate of 82.4%, concern over intercept nonresponse is muted. However, because the post-trip survey response rate (29.8%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the 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 differed significantly for two questions: 1) local area residency, and 2) United States residency. Therefore, non-local visitors and international visitors/non-US residents are not as well represented in the full survey (36.5% and 3.1%, respectively) as desired, based on their proportion among intercept survey respondents (43.0% and 5.7%, respectively). Results of the bias testing are shown in Tables 4 through 6.

Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around George Washington Memorial Parkway?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	226	63.5%	508	57.0%
No	130	36.5%	383	43.0%

*p-value: 0.04

Table 5. Post-trip survey 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	345	96.9%	840	94.3%
No	11	3.1%	51	5.7%

*p-value: 0.05

Table 6. Post-trip survey 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 George Washington Memorial Parkway and/or within the local area?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	66	18.5%	159	17.8%
No	290	81.5%	732	82.2%

*p-value: 0.77

Results

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

Intercept Survey Results

The following section provides results of the 1,247 visitor intercept surveys conducted in George Washington Memorial Parkway from April 7th through 18th, 2023. 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 George Washington Memorial Parkway. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who did not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

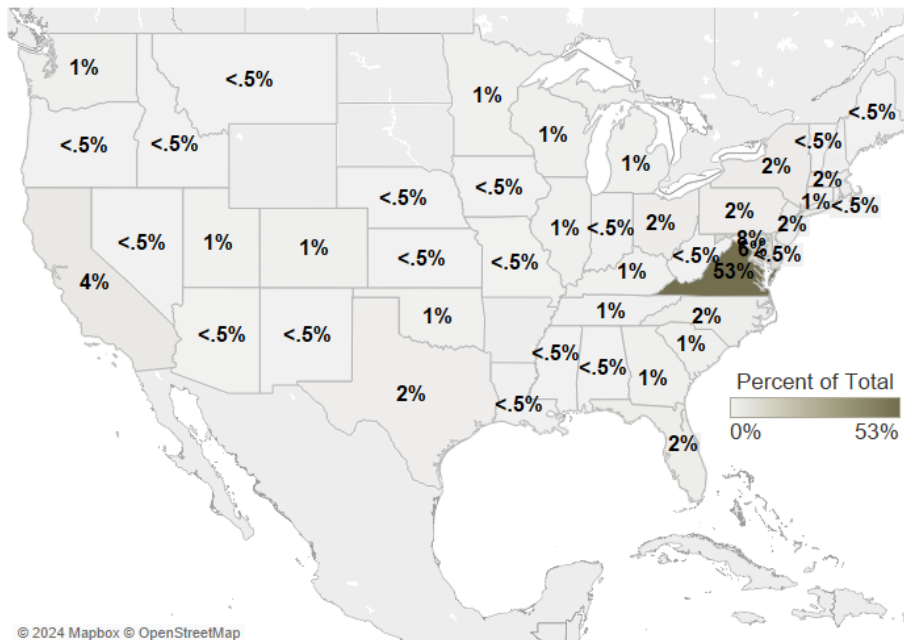
Are you a permanent or seasonal/second home resident of the local area around George Washington Memorial Parkway?



Do you currently live in the United States?



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



Top 10 States

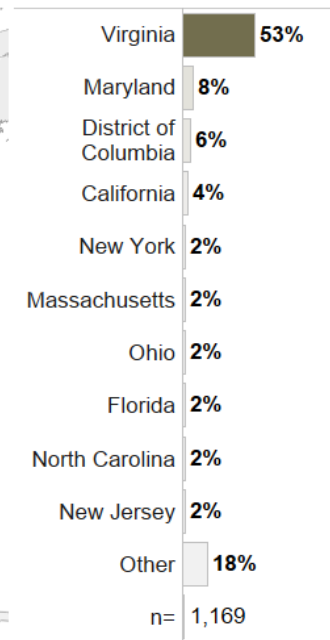


Figure 2. Respondent local and United States residency, status and geographic origin of domestic visitors surveyed at George Washington Memorial Parkway.

- More than half of respondents (58%) were permanent residents of the local area around George Washington Memorial Parkway.
- There was a large geographic concentration of respondents from Virginia (where George Washington Memorial Parkway is located).
- Among the 95% of respondents currently residing in the U.S., 53% resided in Virginia, followed by Maryland at 8%, and the District of Columbia at 6%.

Question 3: Trip Purpose

Respondents who were not permanent or seasonal residents of the local area were asked about the role of George Washington Memorial Parkway in their trip to the local area (Figure 3).

[If not local/seasonal resident] Was your visit to George Washington Memorial Parkway...?

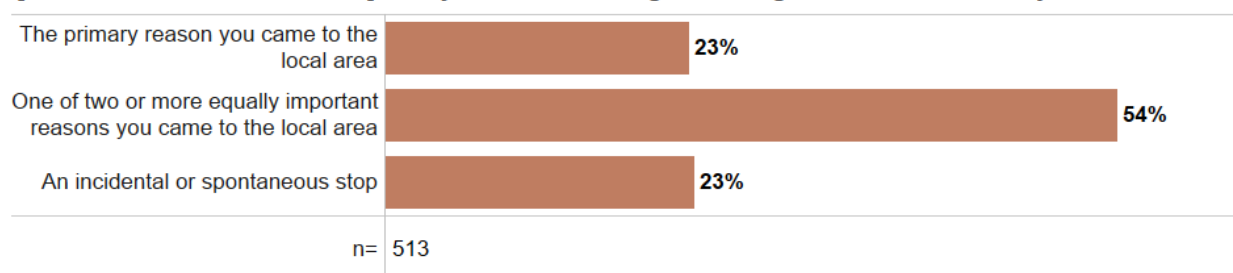


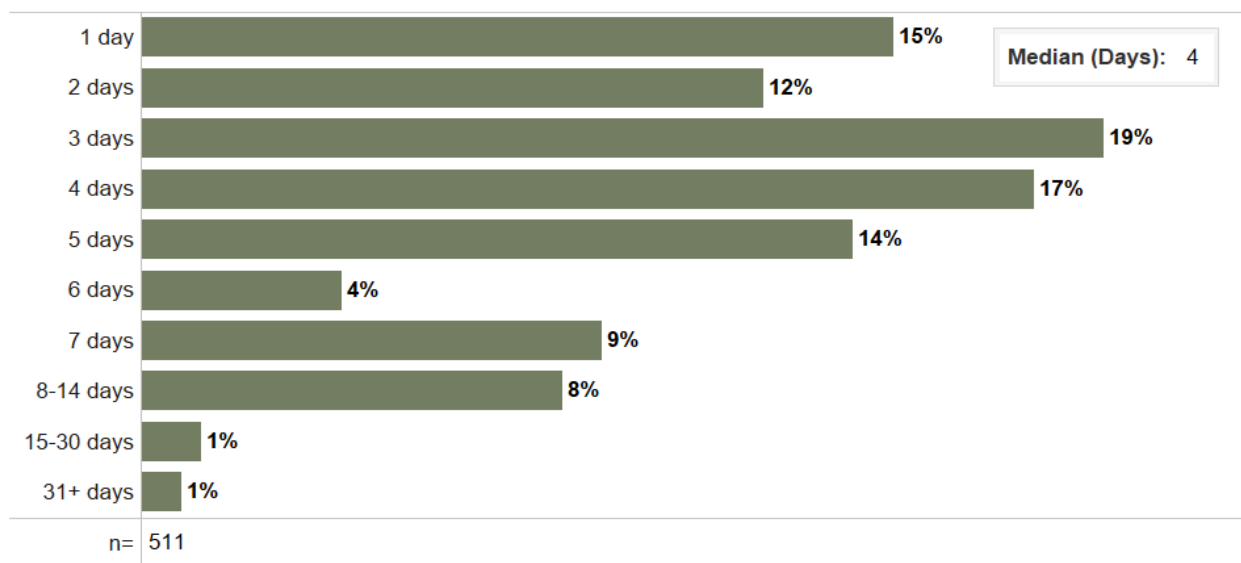
Figure 3. Role of George Washington Memorial Parkway in overall trip purpose.

- The majority of non-local respondents (54%) stated that their visit to George Washington Memorial Parkway was one of two or more equally important reasons that brought them to the local area (i.e., the greater Washington D.C. area, as depicted in Figure 1).
- Nearly a quarter of non-local respondents (23%) indicated that George Washington Memorial Parkway was the primary reason they came to the local area, while conversely, an equal share (23%) indicated that George Washington Memorial Parkway was an incidental or spontaneous stop while they were already in the D.C. area.

Question 4: Length of Stay

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

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



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

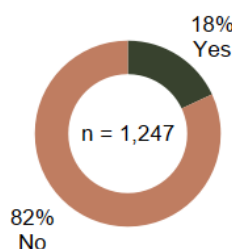


Figure 4. Time spent in the local area around George Washington Memorial Parkway.

- Just 15% of non-local respondents were only in the local area for one day, while 85% planned to spend multiple days in the D.C. area on their trip.
- Trip length peaked at the three-to-four-day range (a combined 36% of non-local respondents) and the median length of stay was four days.
- Despite the high share of non-locals indicating that they would spend more than one day in the local D.C. area on their trip, most respondents (82% of all respondents, including the 58% of respondents who were permanent residents of the local area) indicated that they did not plan to stay overnight away from their permanent residence in the local area.

Questions 5-6: Overnight Visitors

The 18% of respondents (per Figure 4) who indicated that they stayed overnight in the local area were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

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

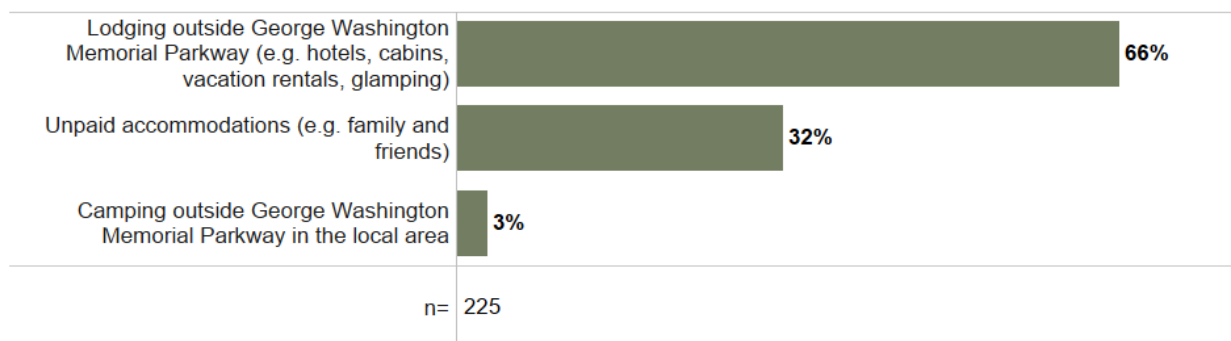


Figure 5. Accommodation types used by overnight visitors within the local area surrounding George Washington Memorial Parkway

- Two thirds of overnight respondents (66%) stayed in lodging in the local area outside George Washington Memorial Parkway, while about a third (32%) stayed in unpaid accommodations, such as with family or friends.
- A small share of overnight respondents (3%) were camping in the local area.

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

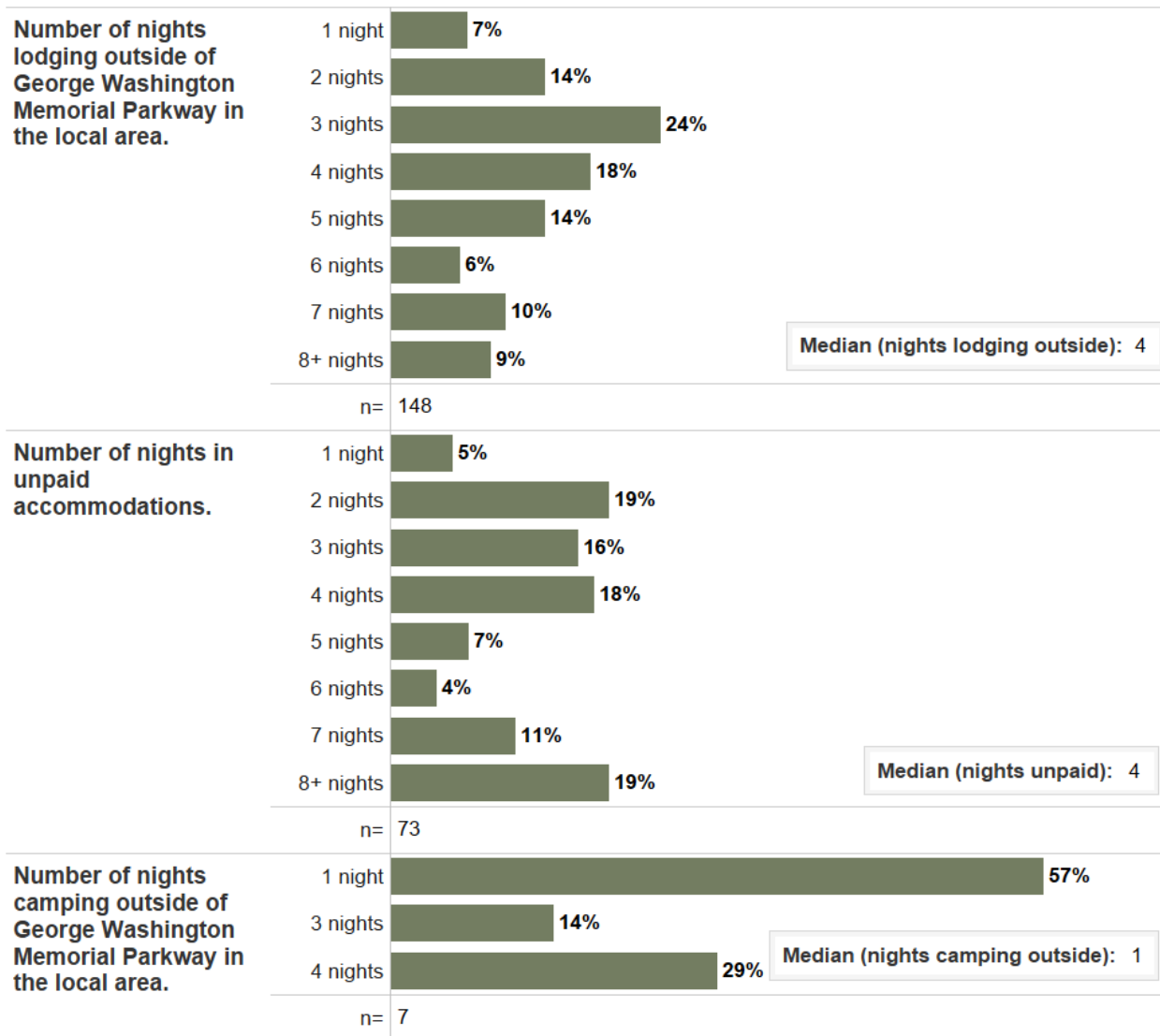


Figure 6. Number of nights spent within the local area surrounding George Washington Memorial Parkway, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table 8.

- Among the 66% of overnight respondents who lodged outside of George Washington Memorial Parkway in the local area (per Figure 5), median length of stay was four nights.
- Among the 32% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was four nights.
- Among the 3% of overnight respondents who camped outside of George Washington Memorial Parkway (per Figure 5), median length of stay was one night.

Questions 8-10: 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 George Washington Memorial Parkway (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

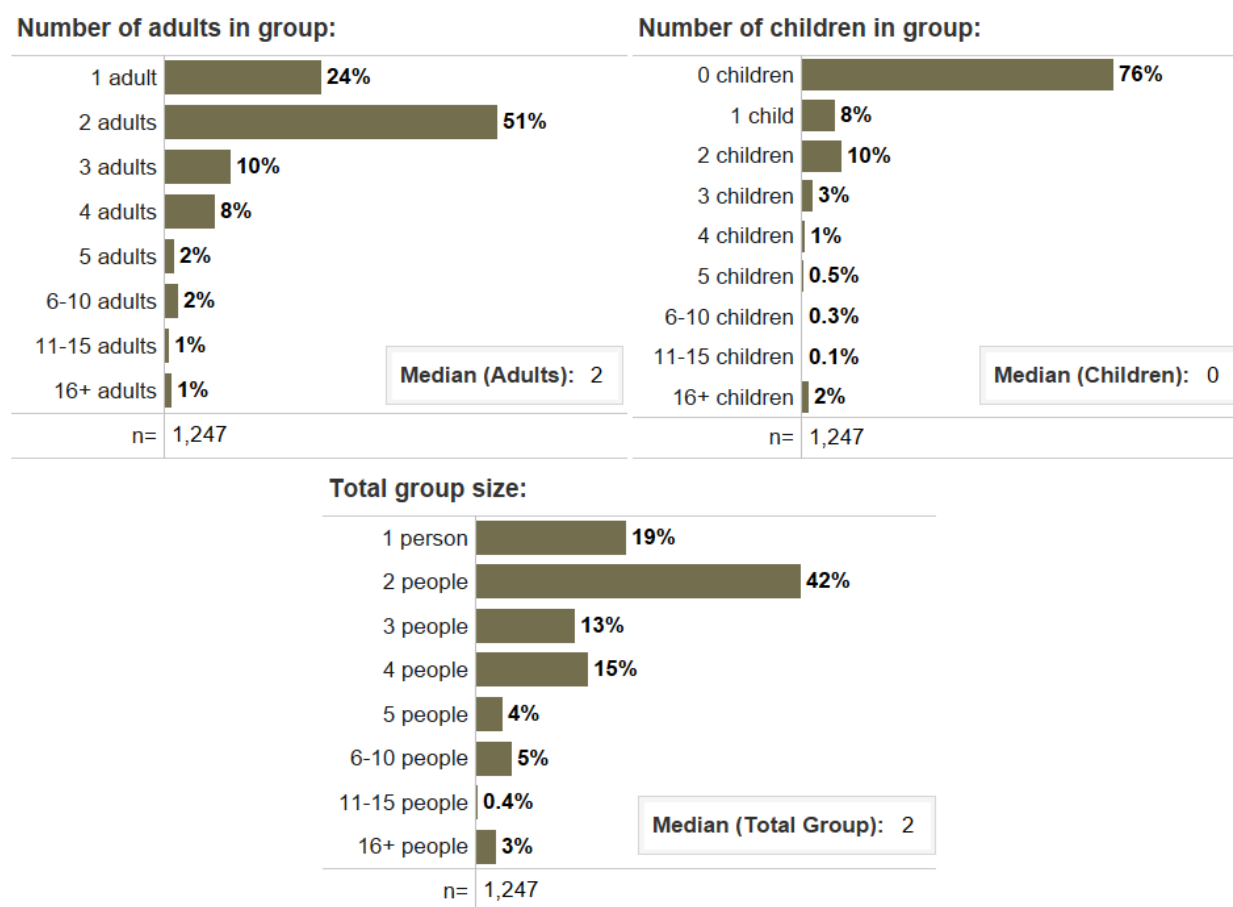


Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting George Washington Memorial Parkway. Tabular data shown in this figure are presented in Appendix A, Table 9.

- The median number of adults per group was two. The majority of groups (51%) included two adults.
- Most groups (76%) did not include any children, and median total group size was also two people.

Respondents were then asked to provide the age of each member of their group (Figure 8). These data show the true age distribution of respondent groups sampled at George Washington Memorial Parkway.

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

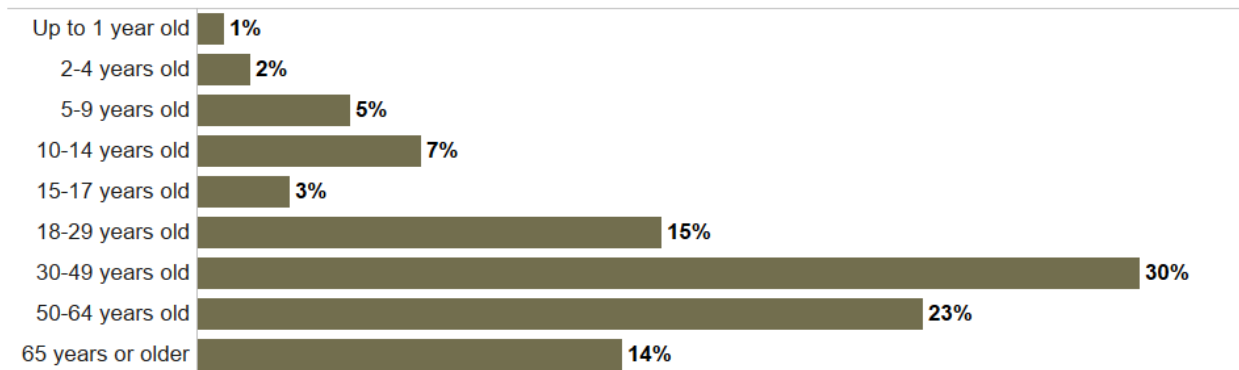


Figure 8. Age distribution of all members of respondent's personal group while visiting George Washington Memorial Parkway.

- Among all adults and children in all respondent groups surveyed at George Washington Memorial Parkway, two-thirds (67%) were aged 30 years or older, and over one third (37) were aged 50 years or older.
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 18% of group members.

Questions 11-16: Park Use Characteristics

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to George Washington Memorial Parkway (Figure 9).

On this trip to George Washington Memorial Parkway, which one of the following entrance fees applied to you personally?

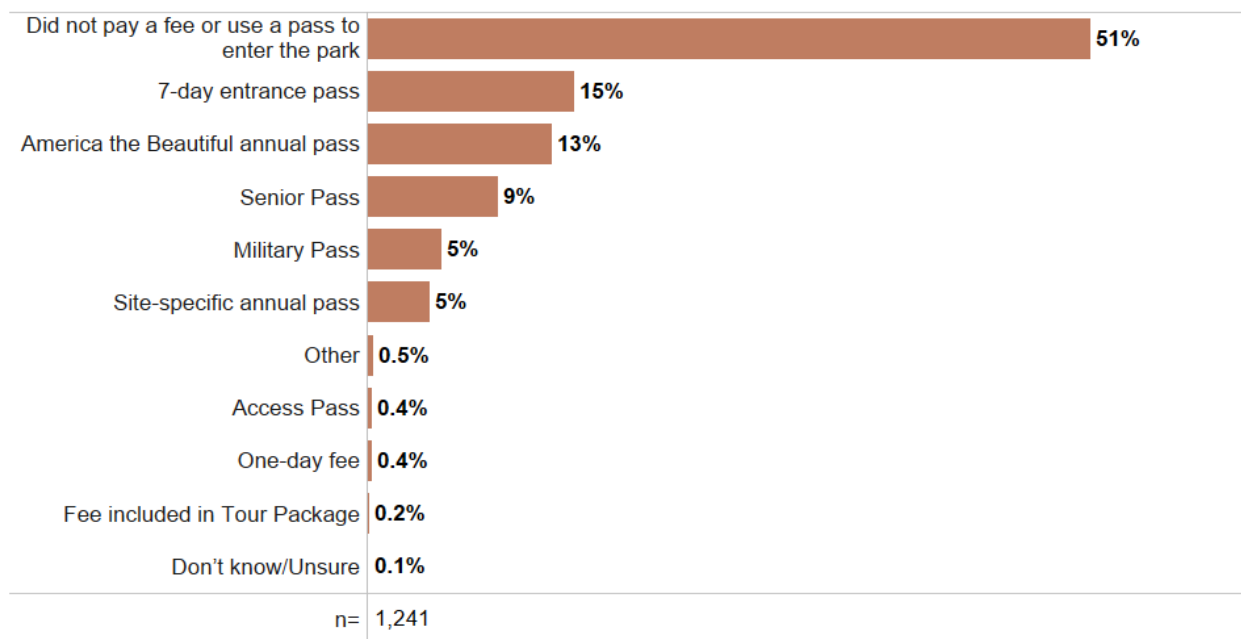


Figure 9. Entrance fees paid to enter George Washington Memorial Parkway on the most recent trip.

- George Washington Memorial Parkway is considered a free NPS site (no entrance fee is charged to access the parkway), but one site within it – Great Falls Park – charges an entrance fee for all visitors. Passes to enter Great Falls Park are sold as seven-day or annual passes.
- The majority of respondents (51%) reported not paying a fee or using a pass to enter the park.
- A combined 20% of respondents reported using a seven-day pass or a site-specific annual pass.
- A combined 27% of respondents indicated use of an America the Beautiful annual pass, senior pass, or military pass. These passholders may not have been aware that George Washington Memorial Parkway does not charge a fee.

Respondents were asked to indicate if they planned to visit George Washington Memorial Parkway 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).

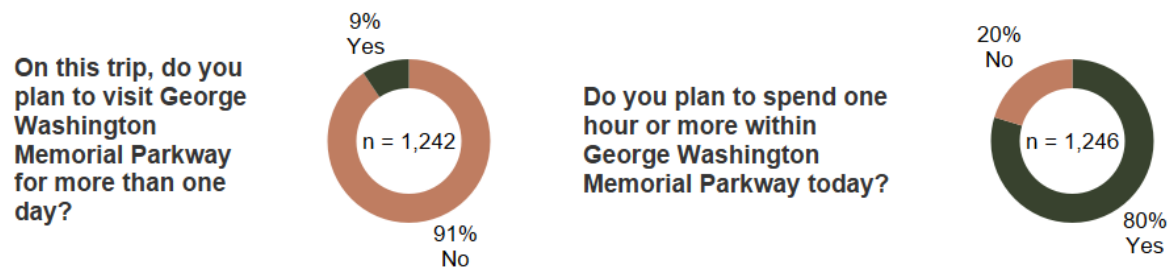


Figure 10. Length of time spent within George Washington Memorial Parkway on this trip.

Table 7. Length of time spent within George Washington Memorial Parkway on this trip.

Question	Sample Size (n)	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within George Washington Memorial Parkway today?	253	30
[If planning to spend one hour or more] How many hours do you plan to spend within George Washington Memorial Parkway today?	989	2
[If planning to visit more than one day] How many days do you plan to spend within George Washington Memorial Parkway on this trip?	117	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	117	2

- A majority of respondents (80%) planned to spend one hour or more within the parkway on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was two hours.
- Among the 20% of respondents who planned to spend less than an hour within the parkway on the day they were surveyed, the median length of anticipated visit was 30 minutes.
- Additionally, nearly all respondents (91%) were planning to visit the parkway for just one day on their trip. Among the 9% of respondents who planned to visit for more than one day, the median length of visit was two days.
- Those respondents who spent more than 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 George Washington Memorial Parkway (Figure 11).

Which was the most recent entrance you used to enter George Washington Memorial Parkway?

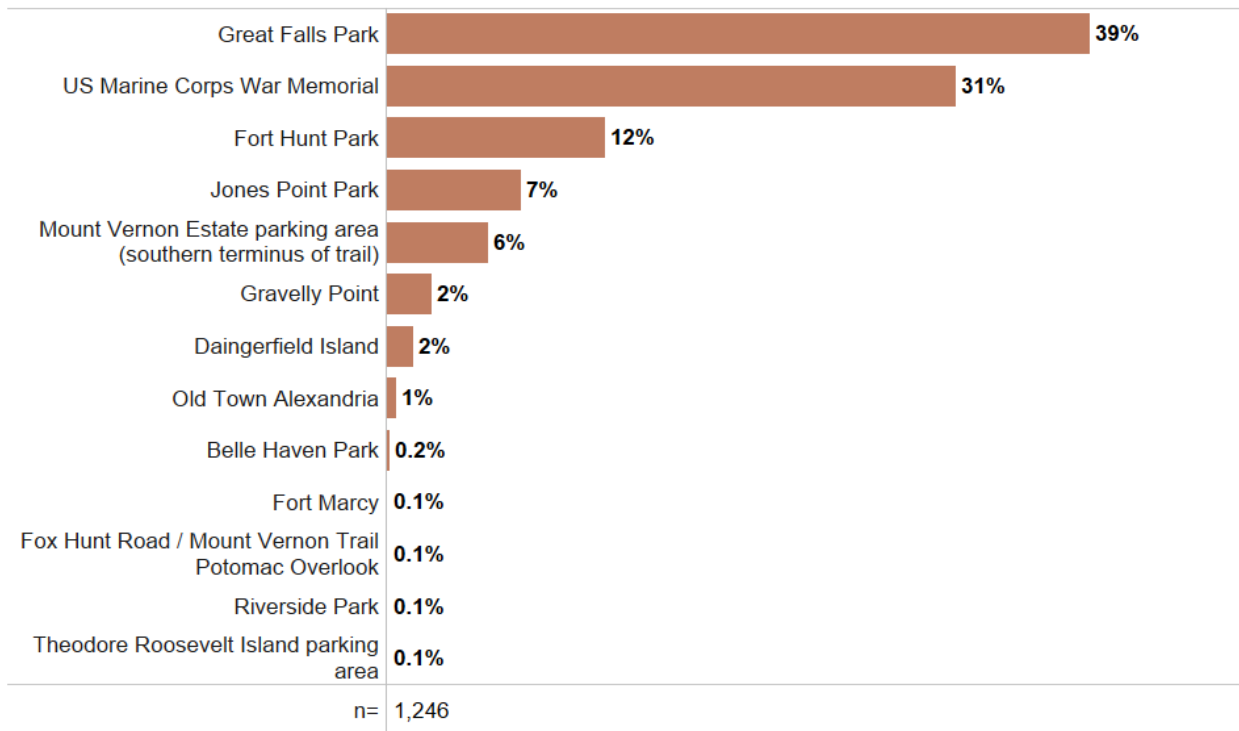


Figure 11. Most recent entrance used to enter George Washington Memorial Parkway.

- 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.
- Great Falls Park was the entrance to George Washington Memorial Parkway most recently used by the highest share of respondents (39%). Per Table 1, 38.6% of intercept surveys were conducted at Great Falls Park.
- Following in prominence were the US Marine Corps War Memorial entrance (31%) and Fort Hunt Park entrance (12%), each matching the overall share of intercept surveys conducted there.

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

Considering your visit today, have you been to or do you plan to visit any of the following locations within George Washington Memorial Parkway? Please mark all that apply

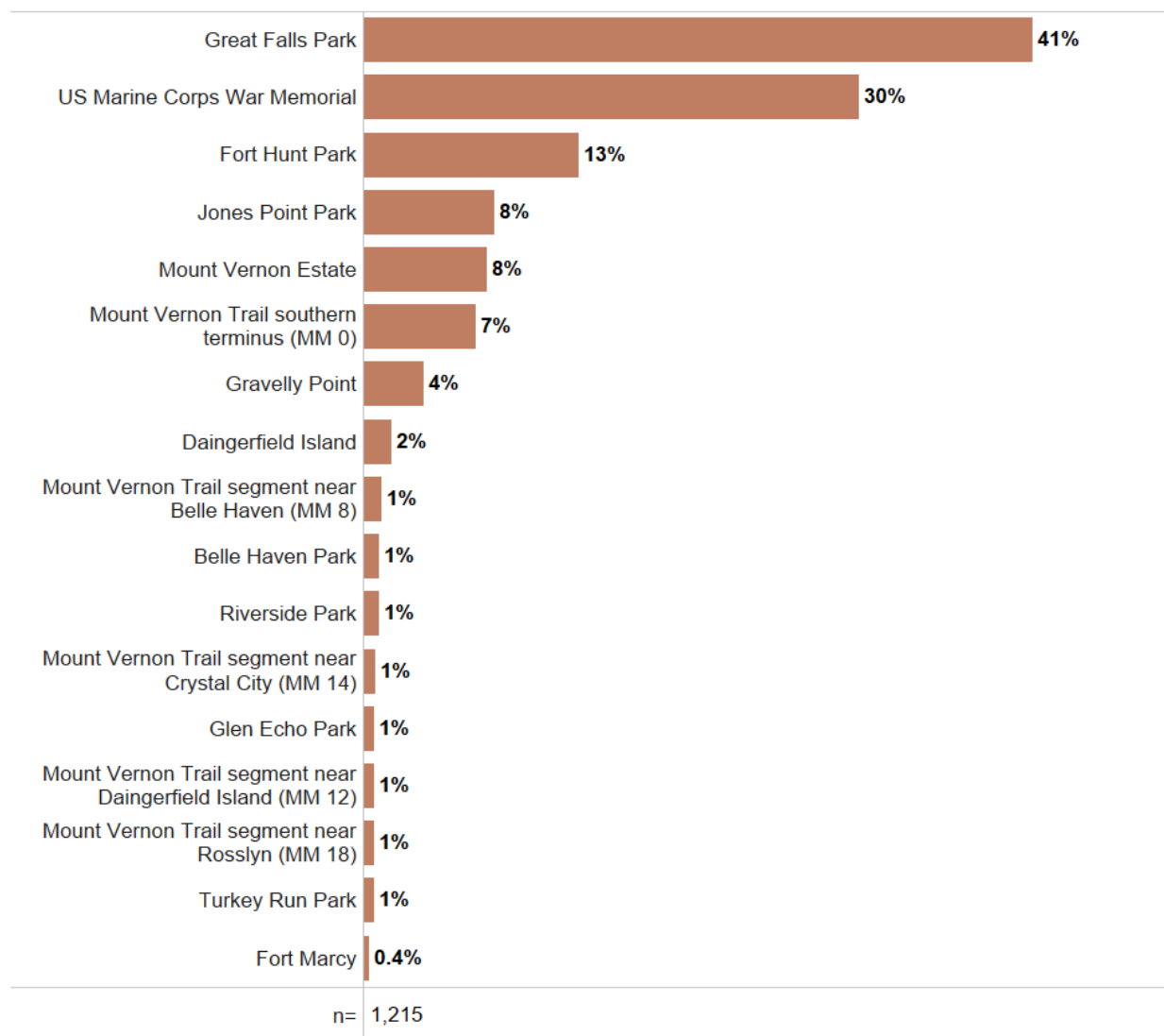


Figure 12. Park locations visited during the most recent trip to George Washington Memorial Parkway.

- Once again, the most commonly visited location in George Washington Memorial Parkway closely mirrored the share of surveys conducted at each location: Great Falls Park (41% of respondents had either been there or planned to visit it on their trip), followed by US Marine Corps War Memorial (30%) and Fort Hunt Park (13%).
- Of 17 park locations listed, about half (nine) were visited by 1% of respondents or fewer.

Question 17: Transportation

Respondents were asked about the form of transportation they used to enter George Washington Memorial Parkway on the day they were surveyed (Figure 13).

Which of the following forms of transportation did you personally use to arrive or enter George Washington Memorial Parkway today?

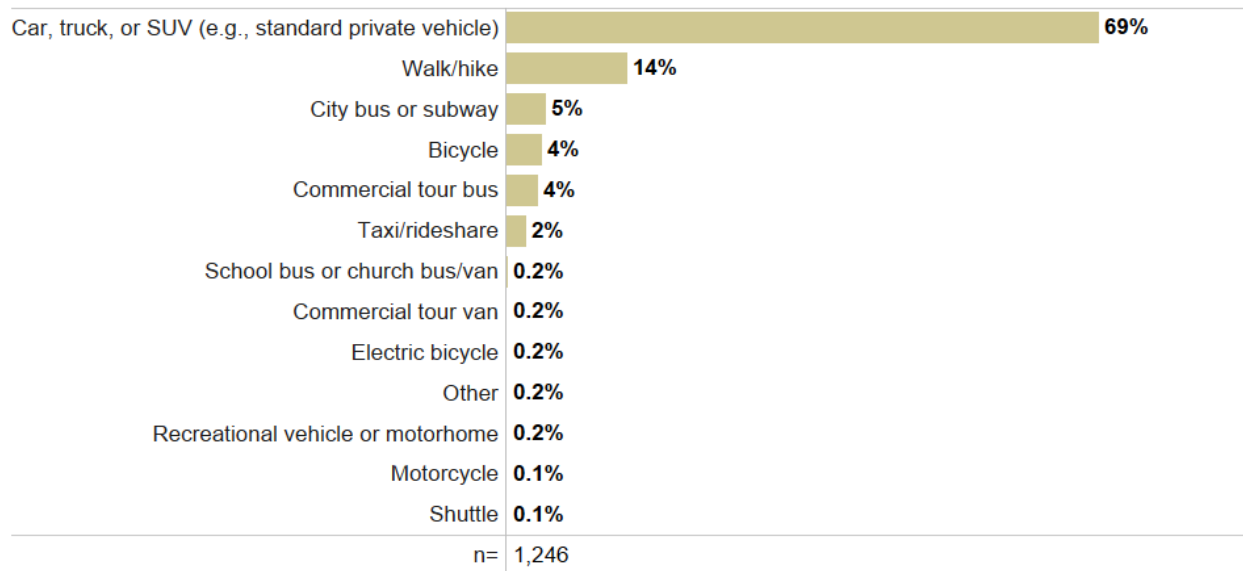
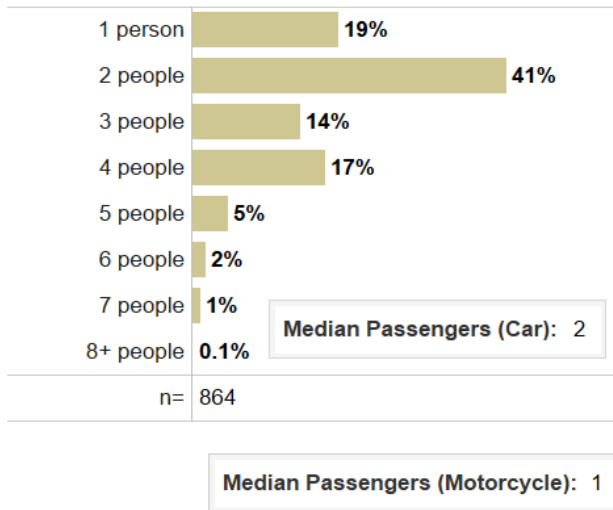


Figure 13. Form of transportation used to enter George Washington Memorial Parkway on the day of the survey.

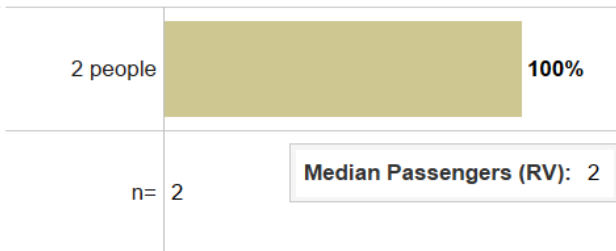
- The majority of respondents (69%) reported that they used their car, truck, or SUV to enter George Washington Memorial Parkway on the day of the survey.
- This was followed distantly by walking/hiking (14%) and the use of a city bus or subway (5%).

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).

[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered George Washington Memorial Parkway?



[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered George Washington Memorial Parkway?



[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered George Washington Memorial Parkway?



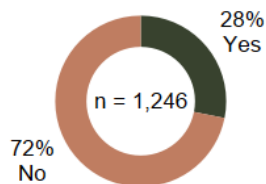
Figure 14. Number of people in or on respondent's vehicle when entering George Washington Memorial Parkway. Tabular data shown in this figure are presented in Appendix A, Table 10.

- Among the 69% of respondents who entered the parkway by car, truck, or SUV, the median number of people per vehicle was two, consistent with an overall median group size of two people, per Figure 7.

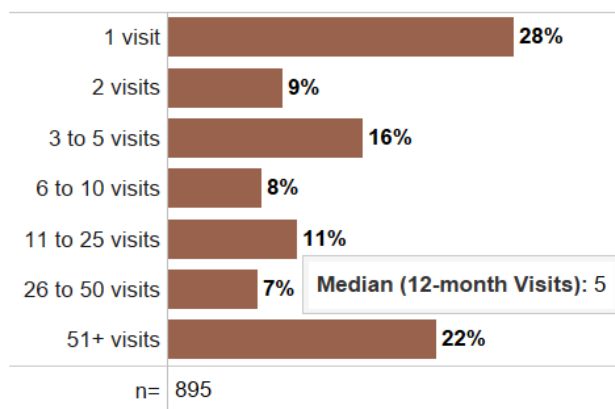
Question 19: Previous Visits to George Washington Memorial Parkway

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

Are you a first-time visitor to George Washington Memorial Parkway?



[If not first-time visitor] Including this visit, how many visits have you made to George Washington Memorial Parkway over the past 12 months?



[If not first-time visitor] Including this visit, how many visits have you made to George Washington Memorial Parkway over the past five years?

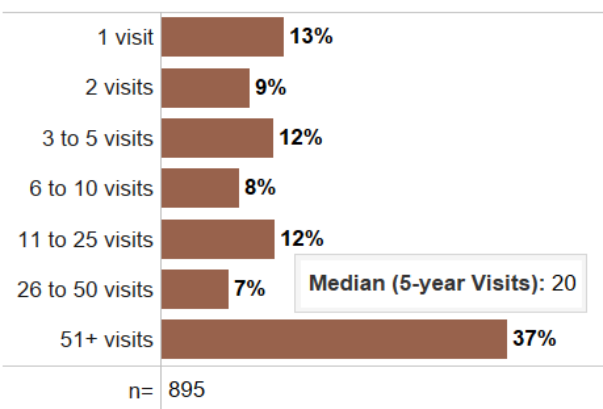


Figure 15. Previous visits to George Washington Memorial Parkway. Tabular data shown in this figure are presented in Appendix A, Table 11.

- Most respondents had visited George Washington Memorial Parkway before, while 28% were on their first ever visit to the parkway on the day they were surveyed.
- Among the 72% of respondents who were repeat visitors, 28% 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 (72%) had visited at least one prior time in the past year, and 87% had visited at least one prior time in the past five years.
- The median number of visits made in the past year was five, including the current trip; median visits in the past five years was 20.

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).

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

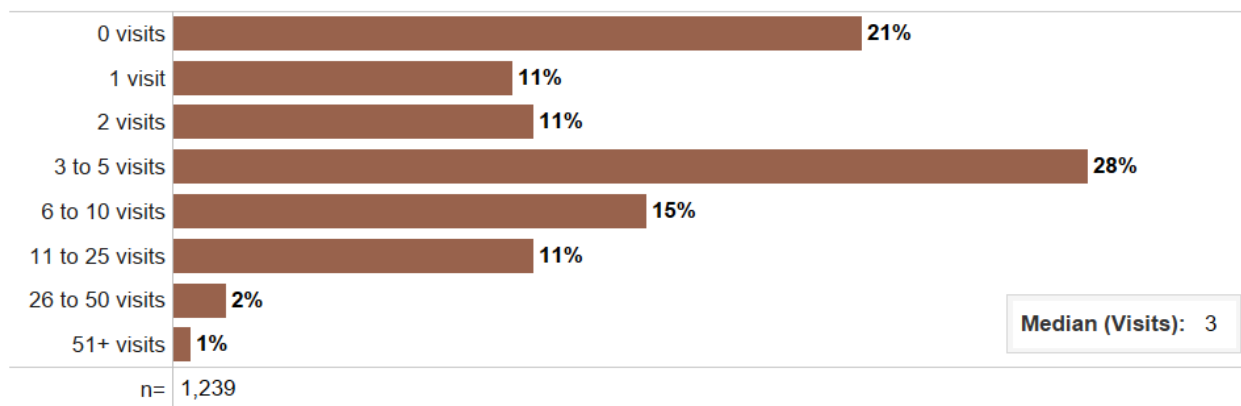


Figure 16. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table 12.

- Consistent with the proximity to many other D.C. area NPS sites, and high share of local area residents, more than three-fourths of respondents (79%) 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 three, and nearly a third (29%) had made six or more visits to other NPS site(s) in the past year.

Post-trip Survey Results

The following section provides results of the 359 post-trip visitor surveys received by mail-back or online following fieldwork conducted in George Washington Memorial Parkway in spring 2023. 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 George Washington Memorial Parkway

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

Prior to this trip, how did you obtain information about George Washington Memorial Parkway? Please mark all that apply

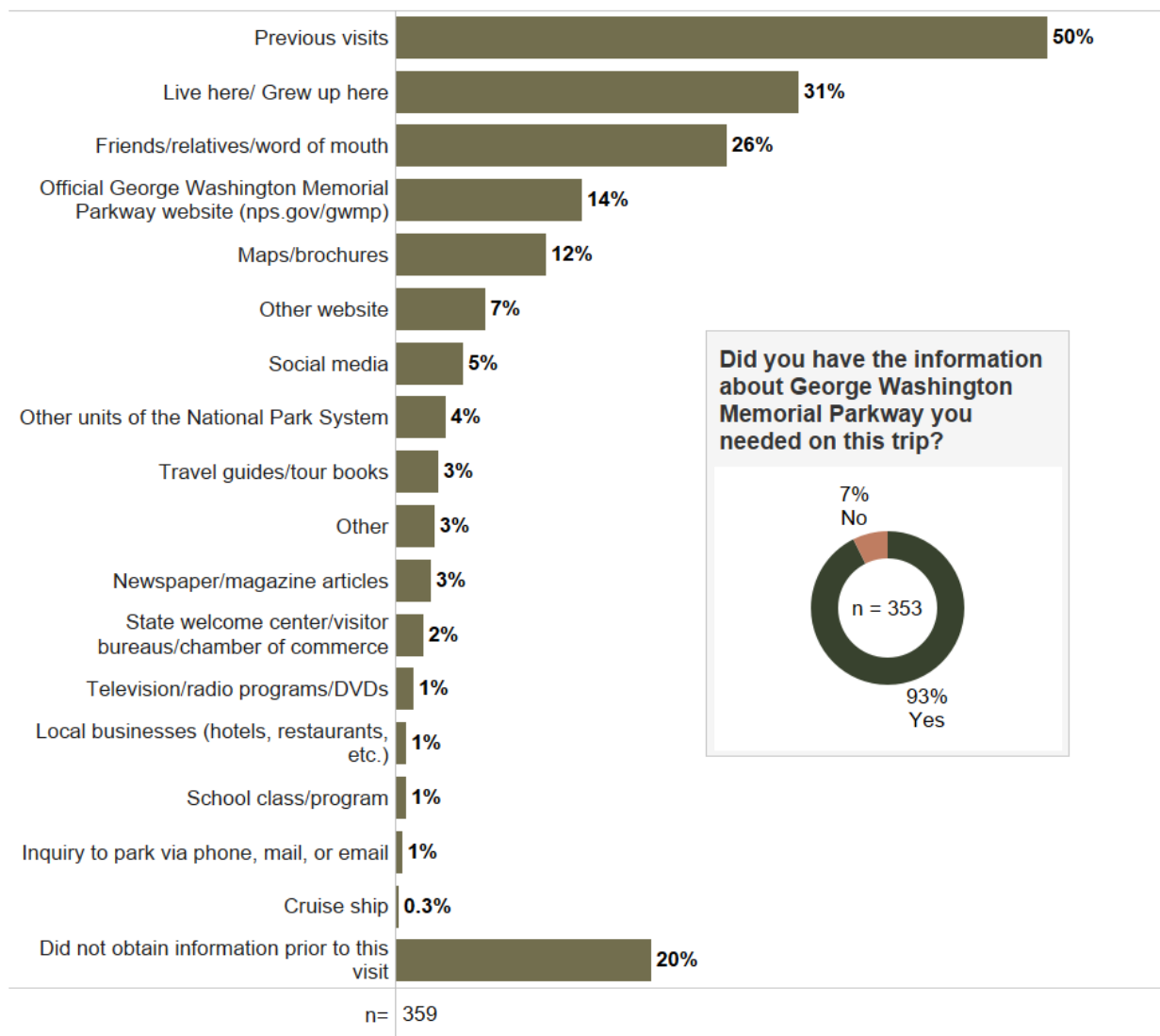


Figure 17. Sources used to obtain information about George Washington Memorial Parkway prior to the trip.

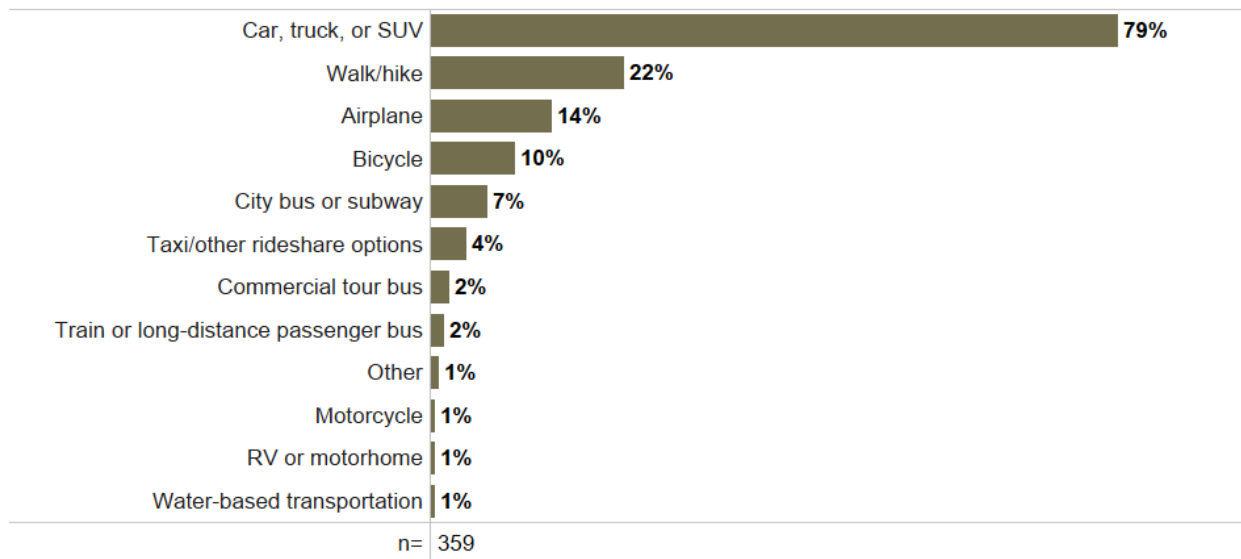
- Consistent with high shares of repeat visitors and local area residents, half of respondents (50%) cited previous visits to the parkway as a source of information about the parkway prior to their trip, and nearly a third (31%) cited living or growing up in the area.
- A quarter (26%) obtained pre-trip information from friends, relatives, or by word of mouth, and 14% used the official George Washington Memorial parkway website.
- Nearly all respondents (93%) said that they had the information about George Washington Memorial Parkway 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 indicated that they did not have the information they needed on this trip were asked to elaborate.

Question 3: Transportation

While in the intercept survey, respondents were asked about the mode of transportation they used to enter the park on the day of the intercept, the post-trip survey asked respondents to select all forms of transportation they personally used to travel from their home to George Washington Memorial Parkway on their trip (Figure 18).

Please list all forms of transportation you personally used to travel from your home to George Washington Memorial Parkway on this trip. Please mark all that apply



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



Figure 18. Forms of transportation used to travel from home to George Washington Memorial Parkway on the recent trip.

- Most respondents (79%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to George Washington Memorial Parkway.
- The second most common mode of travel was a walking/hiking (22%), followed by use of an airplane (14%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to George Washington Memorial Parkway on the day of the survey (Figure 19).

What type of group were you with, during your visit to George Washington Memorial Parkway on the day you were contacted for this survey?

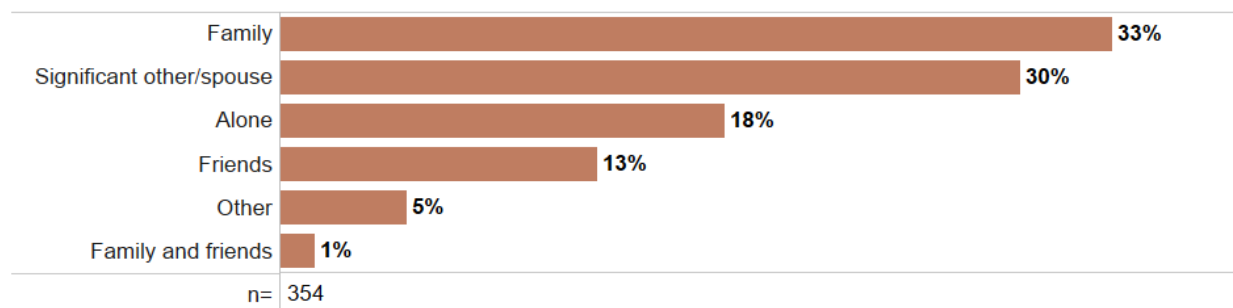


Figure 19. Travel party composition during George Washington Memorial Parkway visit.

- Around one third of respondents (33%) visited George Washington Memorial Parkway with their family on the day of the survey, while a further 30% were with their spouse or significant other.
- A combined 14% of respondent groups included friends, while 18% were solo visitors, traveling alone on the parkway on the day they were surveyed.

Questions 11-13: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 20).

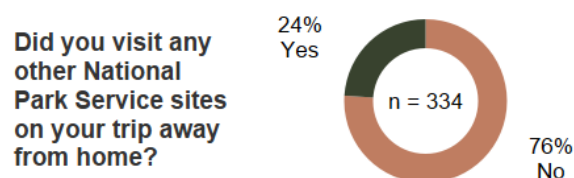
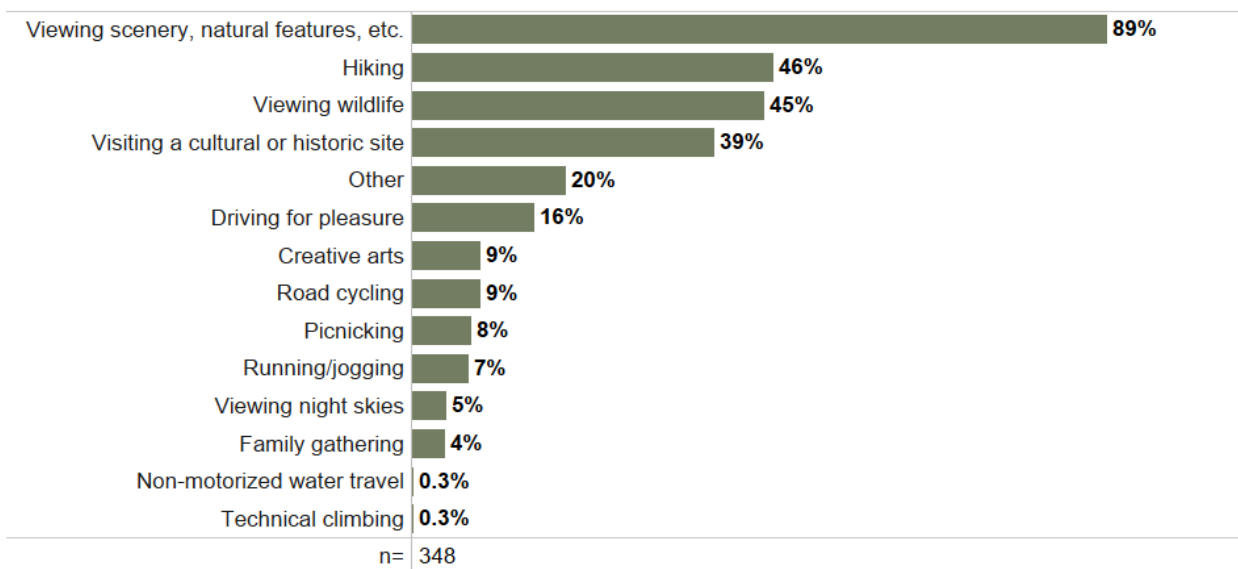


Figure 20. NPS sites visited on trip away from home.

- While most respondents had visited other NPS sites in the past year (79%, per Figure 16), only about a fourth (24%) had visited other NPS sites on the same trip away from home during which they were intercepted at George Washington Memorial Parkway.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Survey respondents were then asked to identify all activities that they participated in during their visit to George Washington Memorial Parkway, and then which of those was their primary activity (Figure 21).

On this trip, in which of the following activities did you personally participate in while visiting George Washington Memorial Parkway? Please mark all that apply



And which was your primary activity during your visit to George Washington Memorial Parkway on the day you were contacted for this survey?

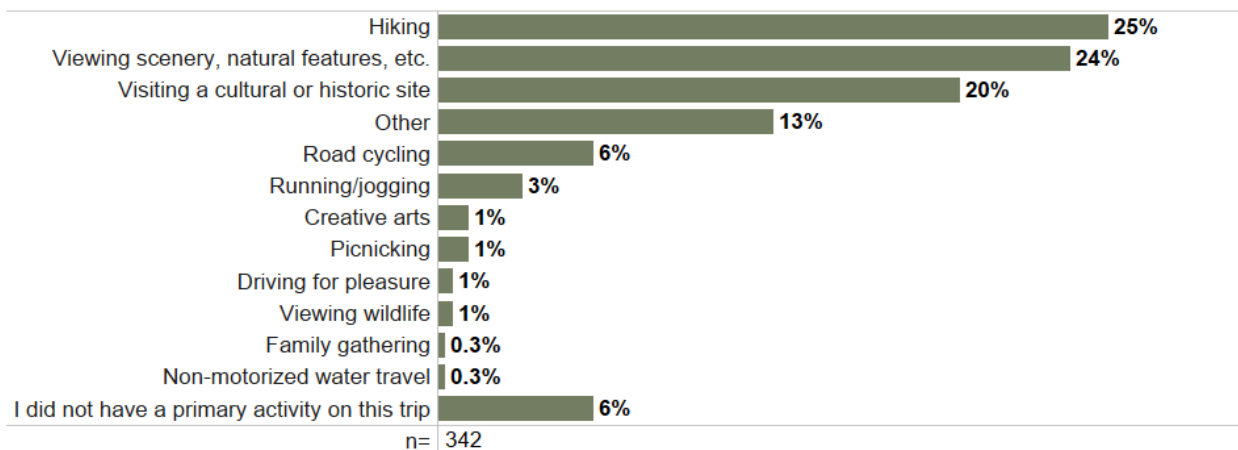


Figure 21. Participation in activities at George Washington Memorial Parkway.

- Almost all respondents reported viewing scenery, natural features, etc. (89%), while just under half had hiked (46%) and viewed wildlife (45%).
- Technical climbing, non-motorized water travel, and family gatherings were all uncommon activities (reported by fewer than 5% of respondents).
- The plurality of respondents (25%) reported hiking as their primary activity, followed by viewing scenery, natural features, etc. (24%).

- While nearly twice as many respondents reported viewing scenery and natural features as reported hiking, about equal shares reported each activity as their primary activity during their visit, at 24% and 25%, respectively.
- While nearly half of all respondents reported viewing wildlife on the parkway, only 1% indicated that this was their primary activity there.

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit George Washington Memorial Parkway on their trip and were then asked which of those was the most important reason for them to visit George Washington Memorial Parkway (Figure 22).

How important to you were each of the following reasons or motivations for visiting George Washington Memorial Parkway on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To spend time with family/friends	332	12%	4%	10%	25%	50%
To get physical exercise	342	3%	6%	16%	30%	45%
To relax	333	5%	5%	16%	34%	41%
To view wildlife or natural scenery	335	4%	10%	17%	29%	40%
To hear the sounds of nature/quiet	328	13%	12%	23%	27%	25%
To learn more about American history and culture	332	18%	18%	19%	20%	25%
To visit a National Park Service site	330	18%	14%	25%	19%	24%
To experience solitude	329	23%	16%	27%	18%	16%
To learn more about nature	326	21%	21%	26%	18%	14%
To view dark night sky/stars	305	63%	13%	10%	9%	5%
Other (if specified)	33	33%			9%	58%

And which was the most important reason for you to visit George Washington Memorial Parkway on this trip?

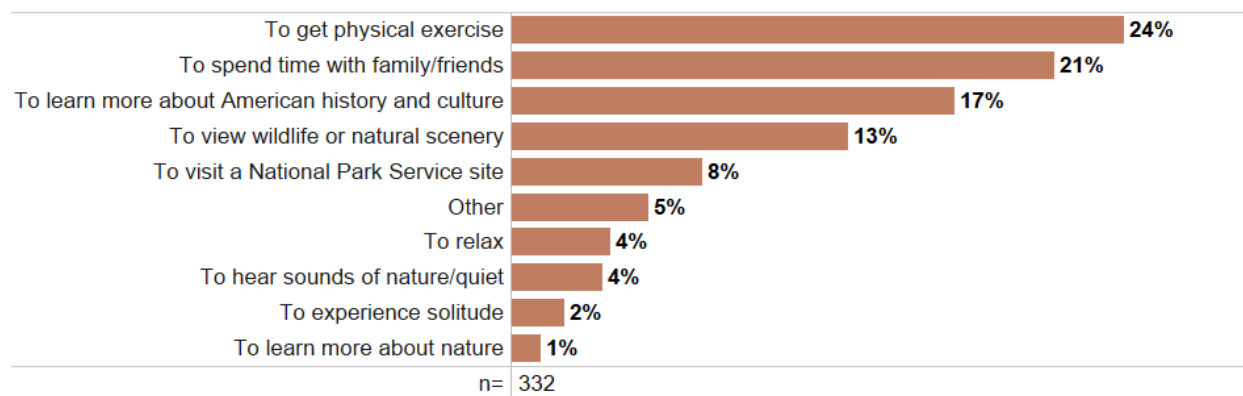


Figure 22. Reasons or motivations to visit George Washington Memorial Parkway. Tabular data shown in this figure are presented in Appendix A, Table 13.

- Three quarters of all respondents (a combined 75% each) indicated spending time with family/friends, physical exercise, and relaxation as very or extremely important motivations for their visit to George Washington Memorial Parkway.
- Additionally, more than two thirds (a combined 69%) were very or extremely motivated by the opportunity to view wildlife or natural scenery, and 52% were very or extremely motivated by hearing the sounds of nature/quiet.

- The ratings categories that fell to the bottom of the list in terms of importance of motivations for visiting George Washington Memorial Parkway were to experience solitude, to learn more about nature, and to view dark night sky/stars.
- The most common response about the most important reason was to get physical exercise (24%), followed by to spend time with family/friends (21%), and to learn more about American history and culture (17%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in within George Washington Memorial Parkway during their trip (Figure 23).

On this trip, in which of the following programs and services did you personally participate within George Washington Memorial Parkway? Please mark all that apply

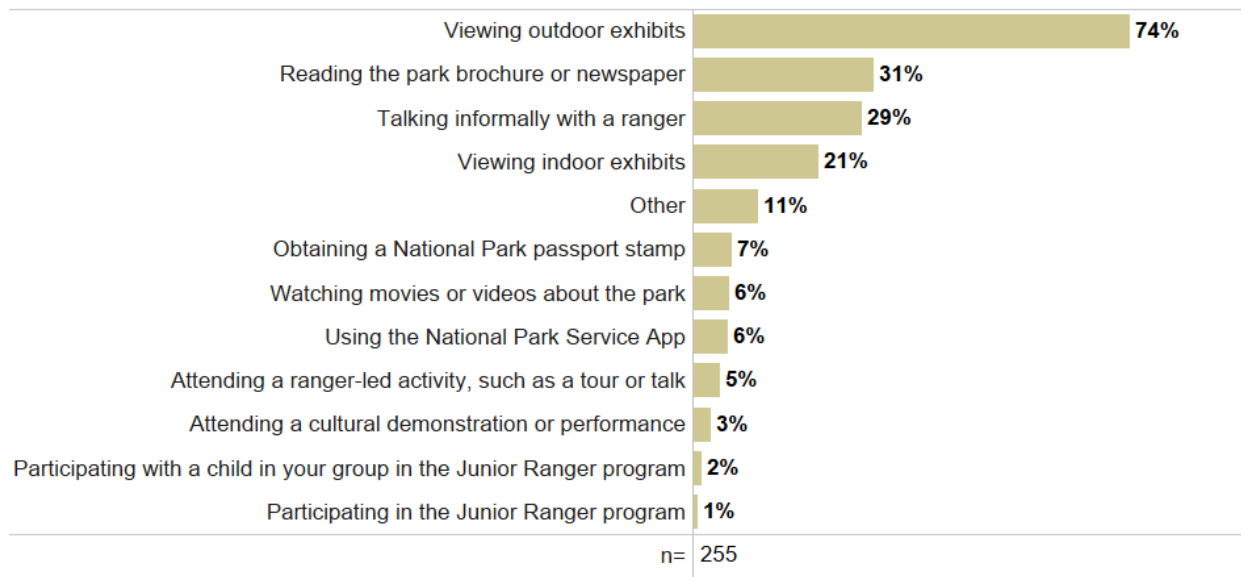
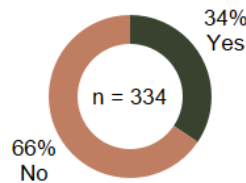


Figure 23. Participation in programs at George Washington Memorial Parkway.

- Nearly three quarters of respondents (74%) reported viewing outdoor exhibits during their visit to the parkway.
- Several other programs were engaged in by just under one-third of respondents: reading the park brochure or newspaper (31%) and talking informally with a ranger (29%).

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 24).

On this visit to George Washington Memorial Parkway, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?



If you were to visit George Washington Memorial Parkway in the future, are there specific subjects you would like to learn about?

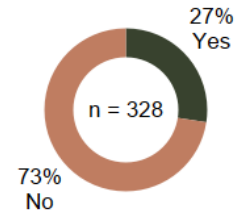


Figure 24. Learning.

- Around one-third of respondents (34%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Over one-fourth of respondents (27%) reported that if they were to visit George Washington Memorial Parkway 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.

Questions 19–20: Use of Devices

Two survey questions were focused on the use of personal electronic devices, their importance, and the quality of service available. First, respondents were asked which uses for personal electronic devices they engaged in while in George Washington Memorial Parkway (Figure 25).

Did you use a personal electronic device while in George Washington Memorial Parkway to do any of the following actions?

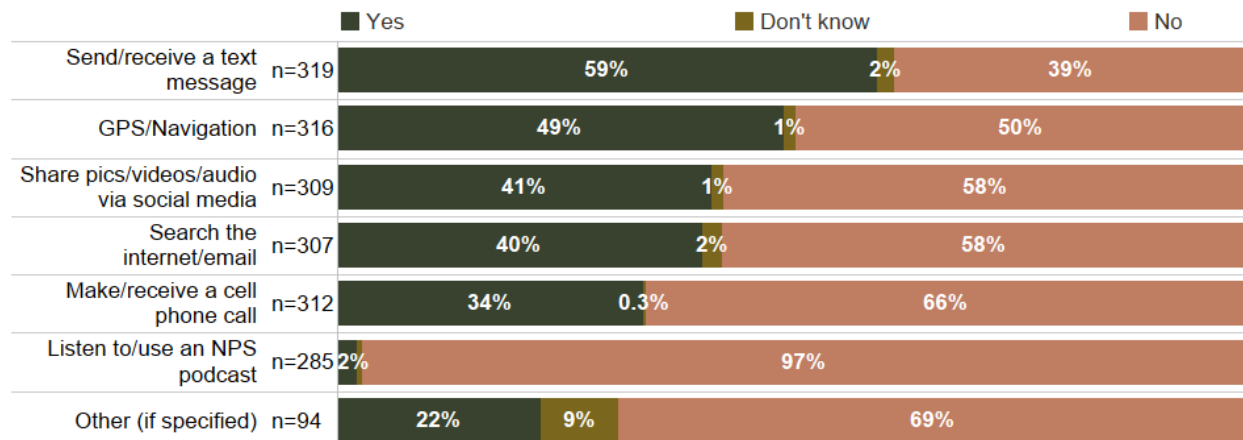


Figure 25. Use of personal electronic devices while visiting George Washington Memorial Parkway. Tabular data shown in this figure are presented in Appendix A, Table 14.

- A majority of respondents (59%) reported sending/receiving a text message while in George Washington Memorial Parkway, and just under half of respondents (49%) reported using GPS/navigation.

- Each of the listed uses was engaged in by over a third of all respondents, aside from listening to an NPS podcast (reported by just 2%).

Then, respondents were asked to rate both the importance of each of these electronic device uses to them during their visit (Figure 26), and the quality of the service available for them (Figure 27).

How important to you was it during your visit to George Washington Memorial Parkway to use personal electronic devices to do each of the following?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
Send/receive a text message	319	21%	16%	24%	19%	20%
GPS/Navigation	321	26%	8%	16%	21%	28%
Share pics/videos/audio via social media	313	48%	18%	19%	9%	7%
Search the internet/email	312	36%	19%	22%	12%	11%
Make/receive a cell phone call	319	28%	15%	25%	15%	17%
Listen to/use an NPS podcast	295	73%	15%	8%	1%	2%
Other (if specified)	63	78%	6%	6%	3%	6%

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 26. The importance of the use of personal electronic devices while visiting George Washington Memorial Parkway. Tabular data shown in this figure are presented in Appendix A, Table 15.

- While 59% of respondents reported texting while in the parkway (per Figure 25), just 39% of respondents indicated that it was very or extremely important for them to be able to do so.
- In contrast, 49% of respondents reported using GPS/navigation, and 49% of respondents also indicated that it was very or extremely important to them to be able to do so.
- The uses rated as not at all important by the highest shares of respondents were listening to an NPS podcast (73%) and sharing on social media (48%).

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

Rating Category	n=	Percent Responding				
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good
Send/receive a text message	229	8%	12%	13%	24%	43%
GPS/Navigation	201	8%	10%	11%	18%	52%
Share pics/videos/audio via social media	152	14%	9%	14%	22%	41%
Search the internet/email	184	12%	14%	14%	23%	38%
Make/receive a cell phone call	201	9%	12%	14%	22%	43%
Listen to/use an NPS podcast	71	28%	8%	13%	11%	39%
Other (if specified)	25	32%	8%	12%	8%	40%

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. Quality of service for personal electronic devices while visiting George Washington Memorial Parkway. Tabular data shown in this figure are presented in Appendix A, Table 16.

- For all listed uses for personal electronic devices, half or more of all respondents indicated that the quality of service to do so was good or very good (combined shares of 50% to 70%).
- However, every use also had a portion of respondents who indicated no service or poor service (shares rating from 18% to 36%).

Question 21: 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 George Washington Memorial Parkway. If such a condition was reported within their group, respondents were asked to specify the type of difficulty (Figure 28).

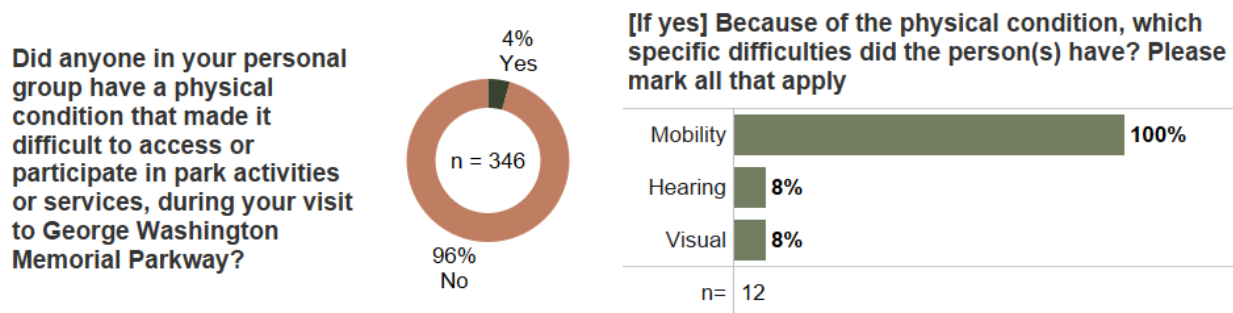


Figure 28. Physical difficulties while visiting George Washington Memorial Parkway.

- The majority of respondents (96%) 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 George Washington Memorial Parkway.
- Among the 4% of respondents who identified at least one difficulty, 100% reported mobility issues in their group, with small portions also reporting hearing and/or visual difficulties.

Questions 24-27: Visitor Experience

Respondents were asked if their visit to George Washington Memorial Parkway met their expectations (Figure 29).

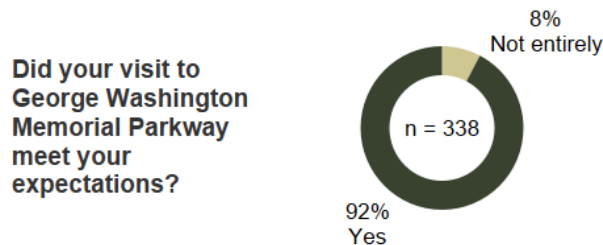


Figure 29. Meeting George Washington Memorial Parkway expectations.

- Nearly all respondents (92%) reported that their visit to George Washington Memorial Parkway met their expectations, while the remaining respondents said it did not entirely meet their expectations (no respondents indicated that it did not meet their expectations at all).
- In an open-ended follow-up question, the 8% of respondents who indicated that George Washington Memorial Parkway did not entirely meet their expectations were asked to elaborate.

Respondents were then given several statements about George Washington Memorial Parkway and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

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

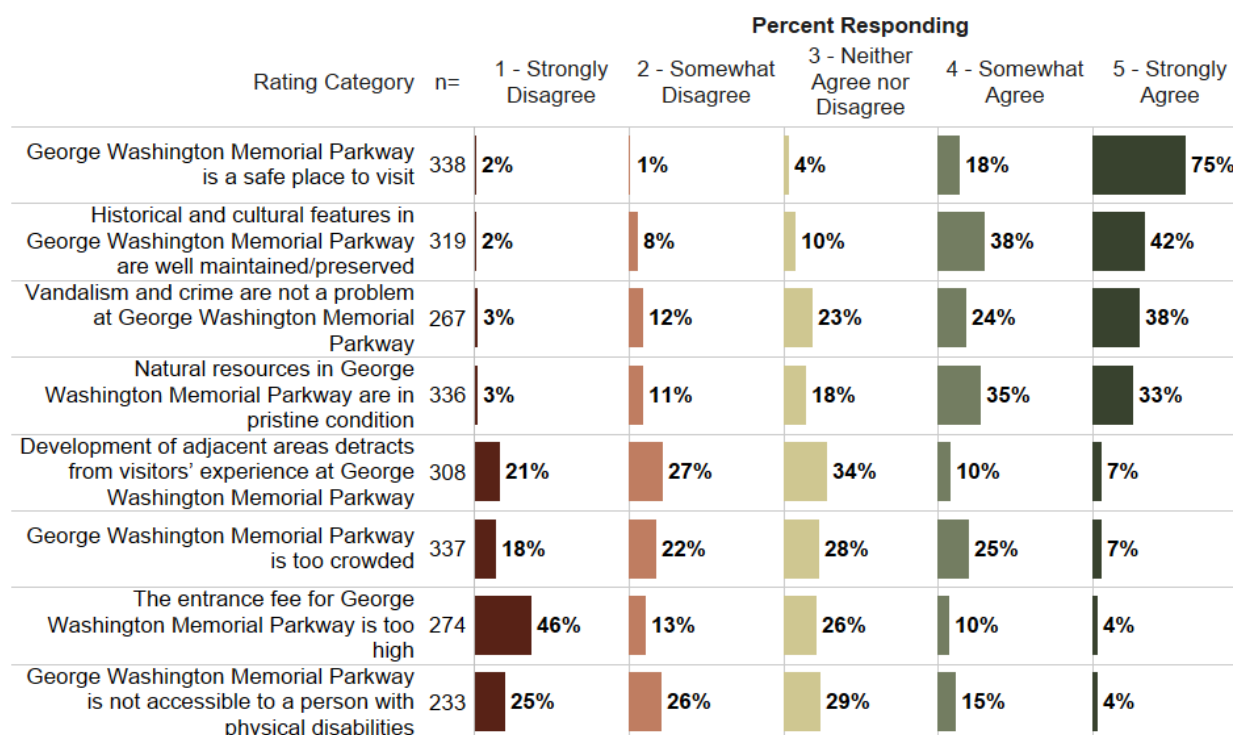


Figure 30. Rating George Washington Memorial Parkway experience. Tabular data shown in this figure are presented in Appendix A, Table 17.

- From all the statements listed, “George Washington Memorial Parkway is a safe place to visit” received the most consensus, with a combined 93% of respondents saying they either strongly or somewhat agreed.
- Additionally, more than two thirds of respondents somewhat or strongly agreed that the historical and cultural features on the parkway are well maintained and that the natural resources are in pristine condition (a combined 80% and 68%, respectively), while 62% strongly/somewhat agreed that vandalism and crime are not a problem.
- Conversely, about half or more respondents somewhat or strongly disagreed that development of adjacent areas detracts from the visitor experience on the parkway (a combined 48%), that the parkway is not accessible to a person with physical disabilities (51%), and that the entrance fee is too high (59%).

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in George Washington Memorial Parkway (Figure 31).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in George Washington Memorial Parkway?

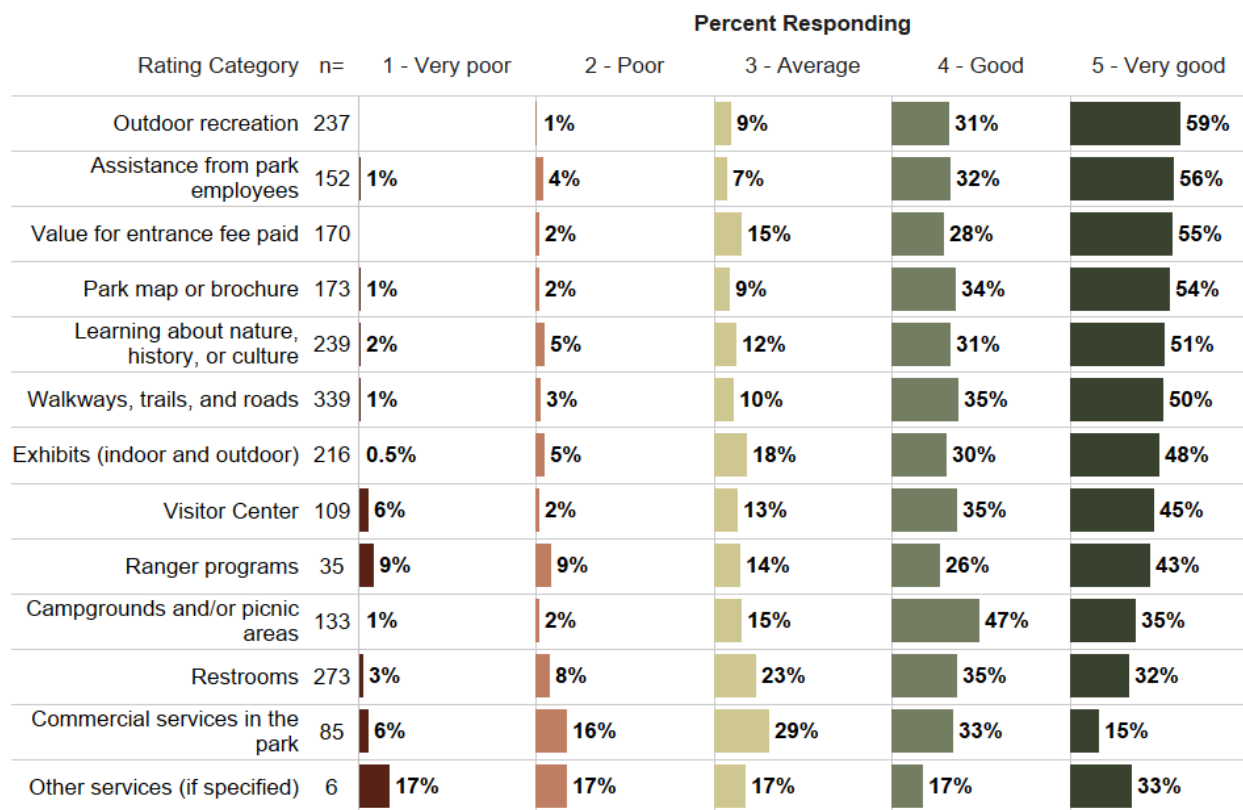


Figure 31. Rating the quality of specific George Washington Memorial Parkway facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table 18.

- Overall, ratings of individual facilities, visitor services, and recreational opportunities in George Washington Memorial Parkway were very positive, with every ratings category rated as good or very good by about half or more of all respondents (combined totals ranging from 48% to 90%).
- Moreover, half or more of all respondents (ranging from 50% to 59% each) rated outdoor recreation, assistance from park employees, value for entrance fee paid, the park map or brochure, learning about nature, history, or culture, and walkways, trails, and roads as very good.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 32).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in George Washington Memorial Parkway?

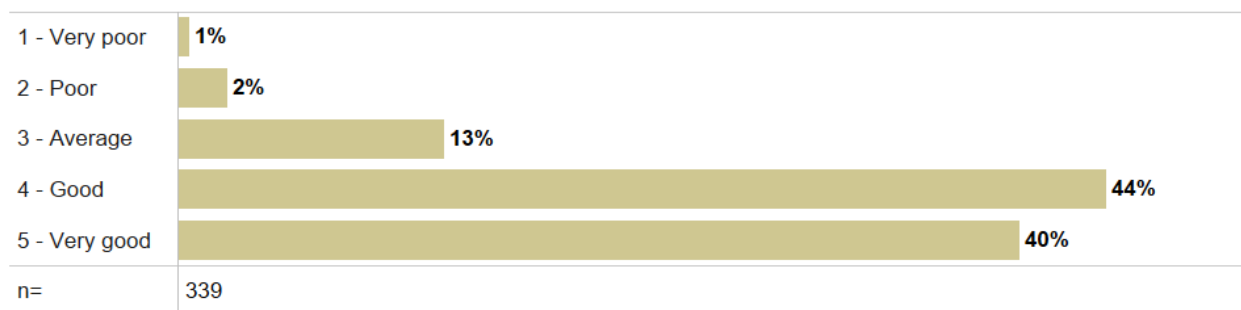


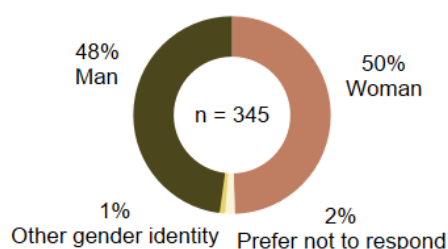
Figure 32. Rating overall quality of George Washington Memorial Parkway facilities, visitor services, and recreational opportunities.

- Most respondents (a combined 84%) thought that the overall quality of park facilities, visitor services, and recreational opportunities in George Washington Memorial Parkway were above average (rating good or very good).
- Just 3% of respondents felt that the overall quality of these facilities, services, and opportunities were below average.

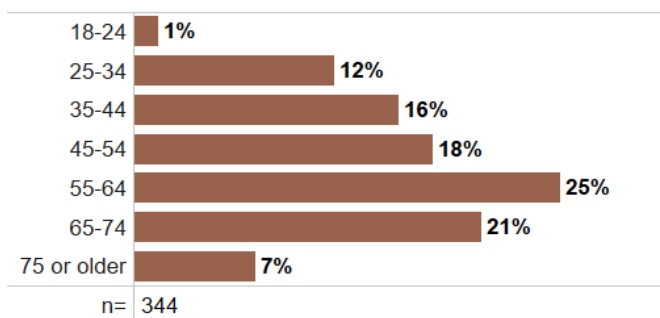
Questions 30-38: Background/Demographics

In the final section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 33 depicts descriptive statistics for respondent gender, age, and education.

What is your gender?



What is your age?



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

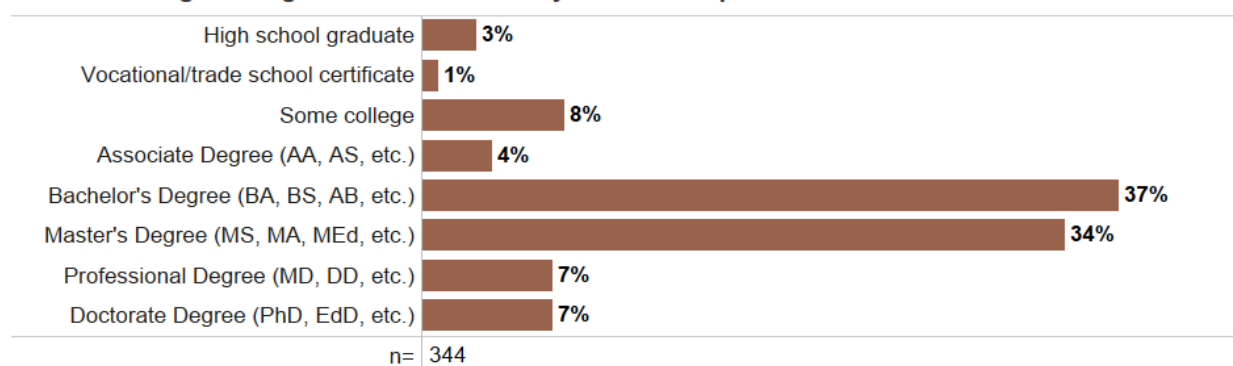
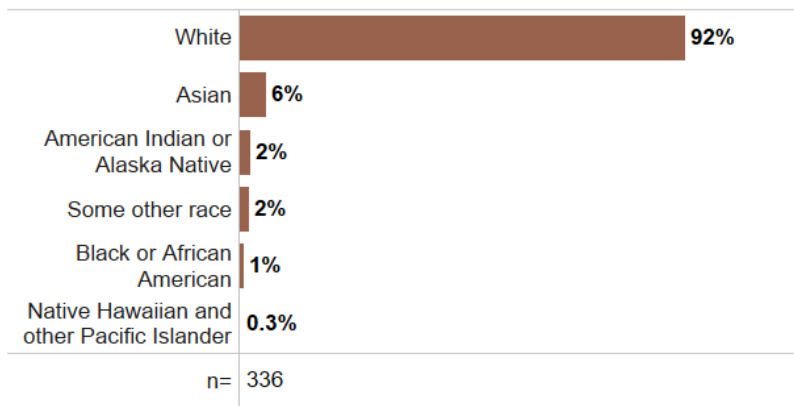


Figure 33. Respondent demographics: gender, age, and level of education.

- Post-trip survey respondents were slightly more likely to be women than men, though the sample was relatively balanced (50% vs 48%). Another 1% had another gender identity, while 2% preferred not to disclose their gender identity.
- More than half of all respondents (53%) were aged 55 or older, and nearly all (87%) were aged 35 or older.
- Most survey respondents reported obtaining higher education, with 85% of respondents holding a four-year degree or higher, and about half (48%) holding a graduate or other advanced degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish Origin (Figure 34).

What is your race? Please mark all that apply



Are you of Hispanic, Latino or Spanish Origin?

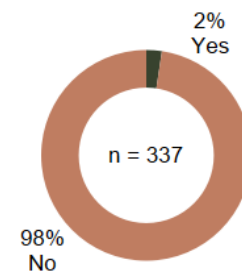
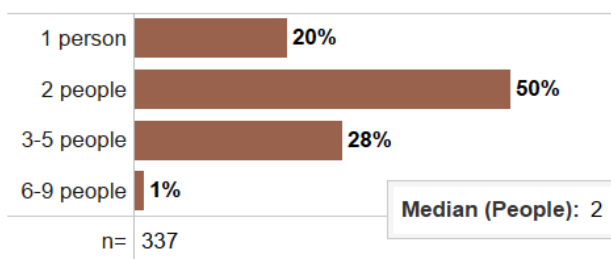


Figure 34. Respondent demographics: race and ethnicity.

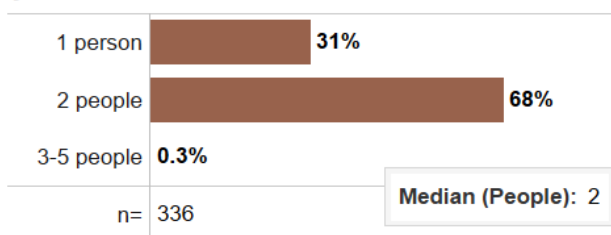
- Nearly all respondents (92%) were White, while 6% were Asian.
- Additionally, nearly all respondents (98%) indicated they were not of Hispanic, Latino or Spanish origin.

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 35).

Including yourself, how many people are in your household?



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



Which category best represents your annual household income?

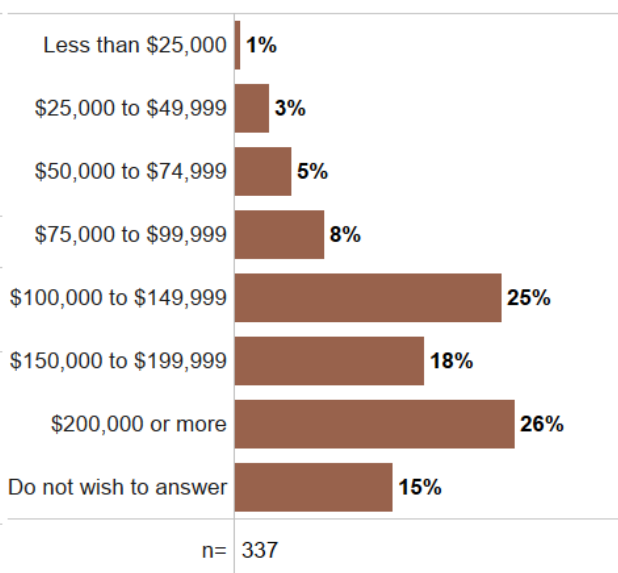


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table 19.

- Half of respondents (50%) had two people in their household, and 80% had two or more.

- About two thirds of respondents (68%) came from a dual-income household.
- Consistent with high shares of dual-income households and higher education attainment, visitors surveyed at George Washington Memorial Parkway reported relatively high income levels. More than two thirds (69%) reported annual household incomes of \$100,000 or more, and about a quarter (26%) came from households with annual income at or exceeding \$200,000.

Finally, respondents were asked about their language preference (Figure 36).

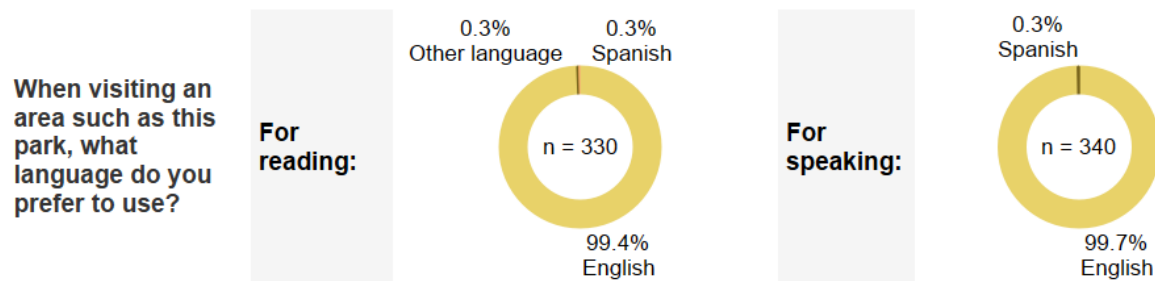


Figure 36. Respondent's language preference.

- The overwhelming majority of respondents (over 99% each) preferred to use English both for reading and speaking when visiting an area such as George Washington Memorial Parkway.

References

National Park Service (NPS). 2023a. 2023 socioeconomic monitoring of George Washington Memorial Parkway: Visitor intercept survey.

<https://irma.nps.gov/DataStore/Reference/Profile/2303010>

National Park Service (NPS). 2023b. 2023 socioeconomic monitoring of George Washington Memorial Parkway: Visitor post-trip survey.

<https://irma.nps.gov/DataStore/Reference/Profile/2303011>

Appendix A: Accessible Tables

This appendix contains accessible tables with tabular data from figures found in the body of the report.

Table 8. Data from Figure 6. Number of nights spent in the local area around George Washington Memorial Parkway, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Camping outside George Washington Memorial Parkway	7	1
Lodging outside George Washington Memorial Parkway	148	4
Unpaid accommodations	73	4

Table 9. Data from Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting George Washington Memorial Parkway.

Age Category	Sample Size (n)	Median
Adults	1247	2
Children	1247	0
Total group size	1247	2

Table 10. Data from Figure 14. Number of people in respondent's vehicle when entering George Washington Memorial Parkway.

Question	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered George Washington Memorial Parkway?	864	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered George Washington Memorial Parkway?	2	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered George Washington Memorial Parkway?	1	1

Table 11. Data from Figure 15. Previous visits to George Washington Memorial Parkway.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to George Washington Memorial Parkway over the past 12 months?	895	5
[If not first-time visitor] Including this visit, how many visits have you made to George Washington Memorial Parkway over the past five years?	895	20

Table 12. Data from Figure 16. Visits made to other NPS sites within the past year.

Question	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	1239	3

Table 13. Data from Figure 22. Reasons or motivations to visit George Washington Memorial Parkway.

Rating Category	Sample Size (n)
To visit a National Park Service site	330
To experience solitude	329
To hear the sounds of nature/quiet	328
To learn more about nature	326
To learn more about American history and culture	332
To spend time with family/friends	332
To get physical exercise	342
To view wildlife or natural scenery	335
To relax	333
To view dark night sky/stars	305
Other (if specified)	33

Table 14. Data from Figure 25. Use of personal electronic devices while visiting George Washington Memorial Parkway.

Device Use	Sample Size (n)
Make/receive a cell phone call	312
Send/receive a text message	319
Search the internet/email	307
GPS/Navigation	316
Share pics/videos/audio via social media	309
Listen to/use an NPS podcast	285
Other (if specified)	94

Table 15. Data from Figure 26. The importance of the use of personal electronic devices while visiting George Washington Memorial Parkway.

Device Use	Sample Size (n)
Make/receive a cell phone call	319
Send/receive a text message	319
Search the internet/email	312
GPS/Navigation	321
Share pics/videos/audio via social media	313
Listen to/use an NPS podcast	295
Other (if specified)	63

Table 16. Data from Figure 27. Quality of service for personal electronic devices while visiting George Washington Memorial Parkway.

Device Use	Sample Size (n)
Make/receive a cell phone call	201
Send/receive a text message	229
Search the internet/email	184
GPS/Navigation	201
Share pics/videos/audio via social media	152
Listen to/use an NPS podcast	71
Other (if specified)	25

Table 17. Data from Figure 30. Rating George Washington Memorial Parkway experience.

Rating Category	Sample Size (n)
George Washington Memorial Parkway is a safe place to visit	338
George Washington Memorial Parkway is too crowded	337
Natural resources in George Washington Memorial Parkway are in pristine condition	336
The entrance fee for George Washington Memorial Parkway is too high	274
Vandalism and crime are not a problem at George Washington Memorial Parkway	267
George Washington Memorial Parkway is not accessible to a person with physical disabilities	233
Historical and cultural features in George Washington Memorial Parkway are well maintained/preserved	319
Development of adjacent areas detracts from visitors' experience at George Washington Memorial Parkway	308

Table 18. Data from Figure 31. Rating the quality of George Washington Memorial Parkway facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	109
Exhibits (indoor and outdoor)	216
Restrooms	273
Walkways, trails, and roads	339
Campgrounds and/or picnic areas	133
Assistance from park employees	152
Park map or brochure	173
Ranger programs	35
Value for entrance fee paid	170
Commercial services in the park (food, lodging, gifts, rental, etc.)	85
Other services (if specified)	6
Learning about nature, history, or culture	239
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	237

Table 19. Data from Figure 35. Household demographics: annual household income and household size.

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	337	2
Including yourself, how many people contribute to your annual household income?	336	2