



2023 Socioeconomic Research of San Juan National Historic Site

Report on 2023 Data Collection



A woman taking a photo of the fort wall from the El Morro Trail.

NPS / VICTORIA STAUFFENBERG

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Otak, Inc.,¹ RRC Associates,² University of Montana,³ GAIA Environmental Consulting⁴

¹Otak, Inc.
Portland, OR

²RRC Associates
Boulder, CO

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

⁴GAIA Environmental Consulting, LLC⁴
Fort Collins, CO



September 2024

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

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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. San Juan National Historic Site (San Juan NHS) was selected as one of these units for 2023 implementation. This socioeconomic monitoring at San Juan NHS 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. San Juan National Historic Site (San Juan NHS) was selected as one of these 24 units in 2023. The study aims to deepen understanding of visitor demographics and characteristics at San Juan NHS.

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 March 2023 is intended to provide park managers at San Juan NHS 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 San Juan NHS 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 San Juan NHS local area map is shown in Figure 1. The local area around San Juan NHS consists of the island of Puerto Rico. Within San Juan NHS, the study area was comprised of five 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 San Juan NHS.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys
Castillo San Cristobal	708	47.4%
Castillo San Felipe del Morro ('El Morro')	448	30.0%
Paseo del Morro	177	11.8%
Grounds at El Morro (El Morro Esplanade)	92	6.2%
Bastión de las Palmas de San José	69	4.6%

San Juan National Historic Site Local Area

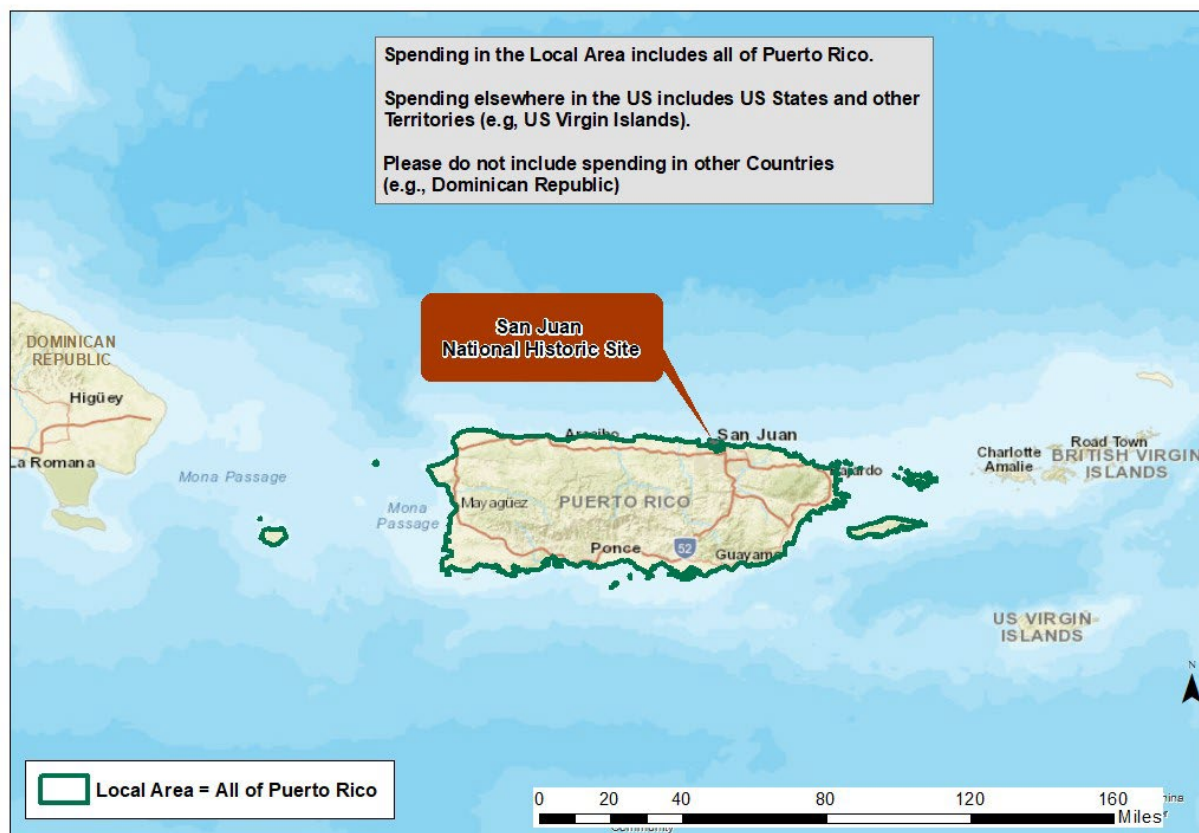


Figure 1. San Juan NHS local area map.

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 March 3rd through 12th, 2023. A sample of visitors were intercepted while visiting San Juan NHS across the designated locations listed in Table 1, above. Most 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 San Juan NHS (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 San Juan NHS 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, three surveyors were stationed simultaneously at different sampling sites. Each surveyor was scheduled to work 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among the five sites listed earlier. The park was open from 9:00 am to 5:00 pm daily during the fieldwork period, and seven-hour sampling shifts were conducted from 9:00 am to 4:00 pm (survey acceptance rates dropped dramatically after 4:00 pm). Additionally, the survey team handed out all printed copies of the post-trip survey by the ninth day of fieldwork, and sampling ended a day earlier than scheduled.

Table 2. Response outcomes – San Juan NHS intercept survey.

Outcome	Total
Eligible visitors contacted	1,974
Complete refusals	344
Partial refusals (non-response bias questions completed)	136
Intercept surveys completed	1,494
Post-trip surveys distributed	1,346
Intercept response rate	75.7%
Post-trip acceptance rate	90.1%

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 San Juan NHS. 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 – San Juan NHS post-trip survey.

Outcome	Total
Post-trip surveys distributed	1,346
Valid post-trip surveys completed	331
Response rate	24.6%

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%. Since the response rate for the intercept survey (75.7%) did not meet this threshold, bias testing was conducted to evaluate differences between the full set of visitors who participated in the onsite intercept survey (intercept respondents) and those eligible visitors who declined to participate (intercept non-respondents).

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 intercept survey respondents and non-respondents differed significantly for two questions: 1) country of residence, and 2) overnight visitation. Therefore, based on their proportions among all eligible visitors contacted, international visitors are not as well represented in the intercept survey sample as desired, whereas visitors staying overnight in the local area are over-represented. Results of the bias testing for the intercept survey are shown in Tables 4 through 6.

Table 4. Intercept survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around San Juan NHS?”.

Response	Frequency: Intercept survey respondents	Percent: Intercept survey respondents	Frequency: Intercept non-respondents	Percent: Intercept non-respondents
Yes	146	9.8%	14	10.3%
No	1348	90.2%	122	89.7%

*p-value: 0.84

Table 5. Intercept survey non-response bias question: “Do you currently live in the United States?”.

Response	Frequency: Intercept survey respondents	Percent: Intercept survey respondents	Frequency: Intercept non-respondents	Percent: Intercept non-respondents
Yes	1304	87.3%	103	75.7%
No	190	12.7%	33	24.3%

*p-value: <0.01

Table 6. Intercept 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 San Juan NHS and/or within the local area?”.

Response	Frequency: Intercept survey respondents	Percent: Intercept survey respondents	Frequency: Intercept non-respondents	Percent: Intercept non-respondents
Yes	750	50.2%	54	39.7%
No	744	49.8%	82	60.3%

*p-value: 0.02

Additionally, because the post-trip survey response rate (24.6%) also 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.

Again, for each of the three questions, a chi-square test for homogeneity was performed to evaluate differences between the groups. The distribution of responses among intercept survey respondents and non-respondents differed significantly for two questions: 1) visitor residency, and 2) country of

residence. Therefore, permanent or seasonal/second home residents and international visitors are not as well represented in the post-trip survey sample as desired, based on their proportion among all eligible visitors contacted. Results of the bias testing for the post-trip survey are shown in Tables 7 through 9.

Table 7. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around San Juan NHS?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	14	4.3%	132	11.3%
No	313	95.7%	1035	88.7%

*p-value: <0.01

Table 8. 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	299	91.4%	1005	86.1%
No	28	8.6%	162	13.9%

*p-value: 0.01

Table 9. 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 San Juan NHS and/or within the local area?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	163	49.8%	587	50.3%
No	164	50.2%	580	49.7%

*p-value: 0.88

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, to better represent the central tendency.

Intercept Survey Results

The following section provides results of the 1,494 visitor intercept surveys conducted in San Juan NHS from March 3rd through 14th, 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 San Juan NHS. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

Are you a permanent or seasonal/second home resident of the local area around San Juan National Historic Site?



Do you currently live in the United States?



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

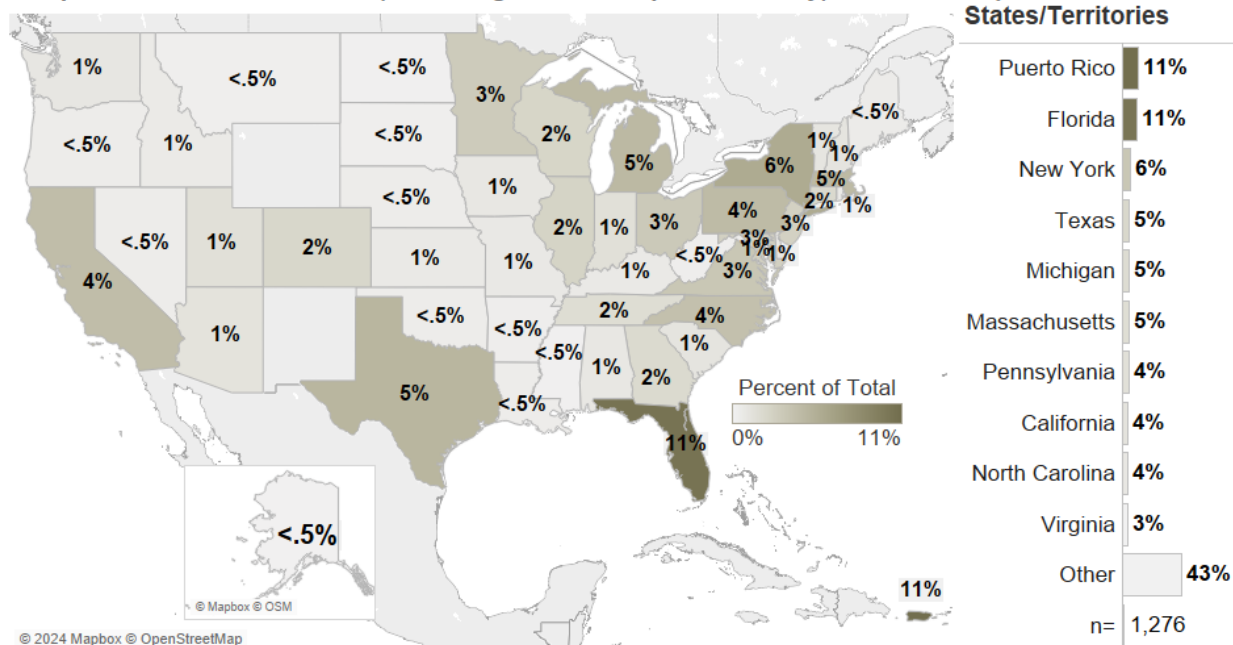


Figure 2. Respondent local residency status and geographic origin of domestic visitors surveyed at San Juan NHS.

- One in ten respondents (a combined 10.2%) stated that they were either permanent or seasonal residents of the local area around San Juan NHS.
- Among the 87% of respondents currently residing in the U.S., 11% reside in both Puerto Rico and Florida, followed by New York (6%), Texas (5%), Michigan (5%), Massachusetts (5%), Pennsylvania (4%), California (4%), North Carolina (4%), and Virginia (3%).

Question 3: Trip Purpose

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

[If not local/seasonal resident] Was your visit to San Juan National Historic Site...?

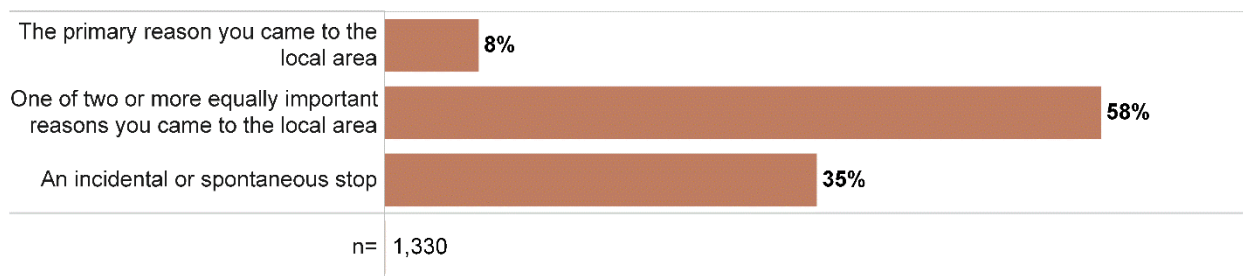


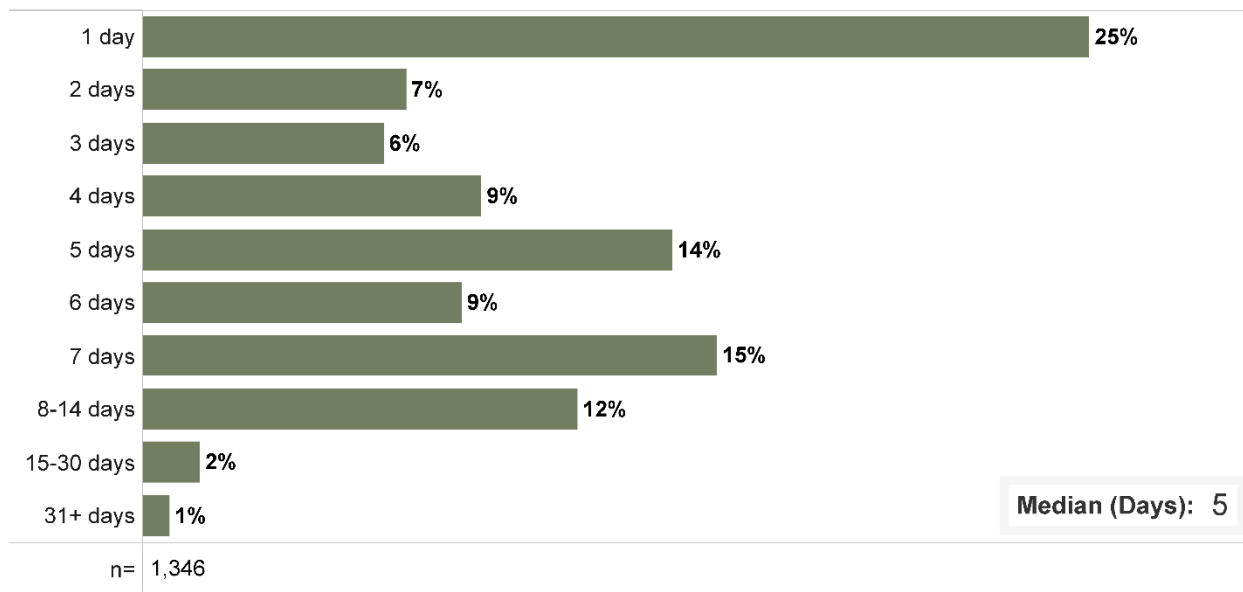
Figure 3. Role of San Juan NHS in overall trip purpose.

- The majority of non-local respondents (58%) indicated that visiting San Juan NHS was one of two or more equally important reasons that they came to Puerto Rico (the local area, as indicated in Figure 1).
- For 8% of non-local respondents, visiting San Juan NHS was the primary reason they came to Puerto Rico, while in contrast, about a third (35%) indicated that their visit to the historic site was an incidental or spontaneous stop they made while they were on the island.

Question 4: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around San Juan NHS 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 questions are depicted in Figure 4.

Categories: [If not local/seasonal resident] Number of days in local area.



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

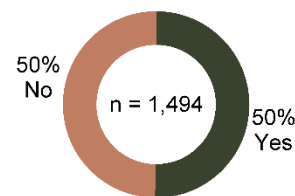


Figure 4. Time spent in the local area around San Juan NHS.

- One quarter of non-local respondents (25%) spent one day in the local area, while 7% spent two days, and 6% spent three days. Nearly one-third of respondents (30%) spent a week or more in the local area. The median length of stay was five days.
- Additionally, half of all respondents (50%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the local area.

Questions 5-7: 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).

[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

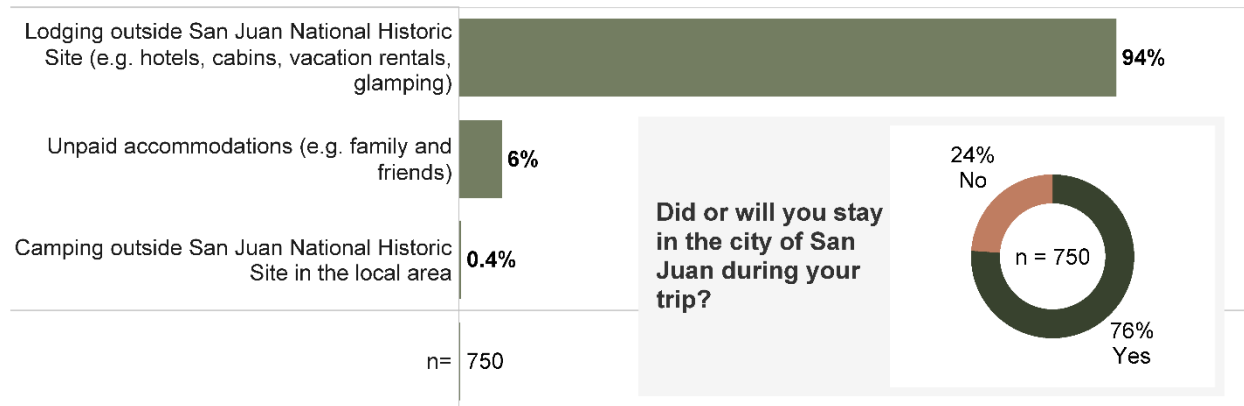


Figure 5. Accommodation types used by overnight visitors to San Juan NHS within the local area surrounding it.

- Nearly all overnight respondents (94%) indicated that they expected to stay in lodging in the local area.
- This was followed in prevalence by respondents who expected to stay in unpaid accommodations (6%), and camp outside San Juan National Historic Site in the local area (0.4%).
- About three-quarters (76%) of respondents indicated that they had stayed or planned to stay in the city of San Juan during their trip.

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

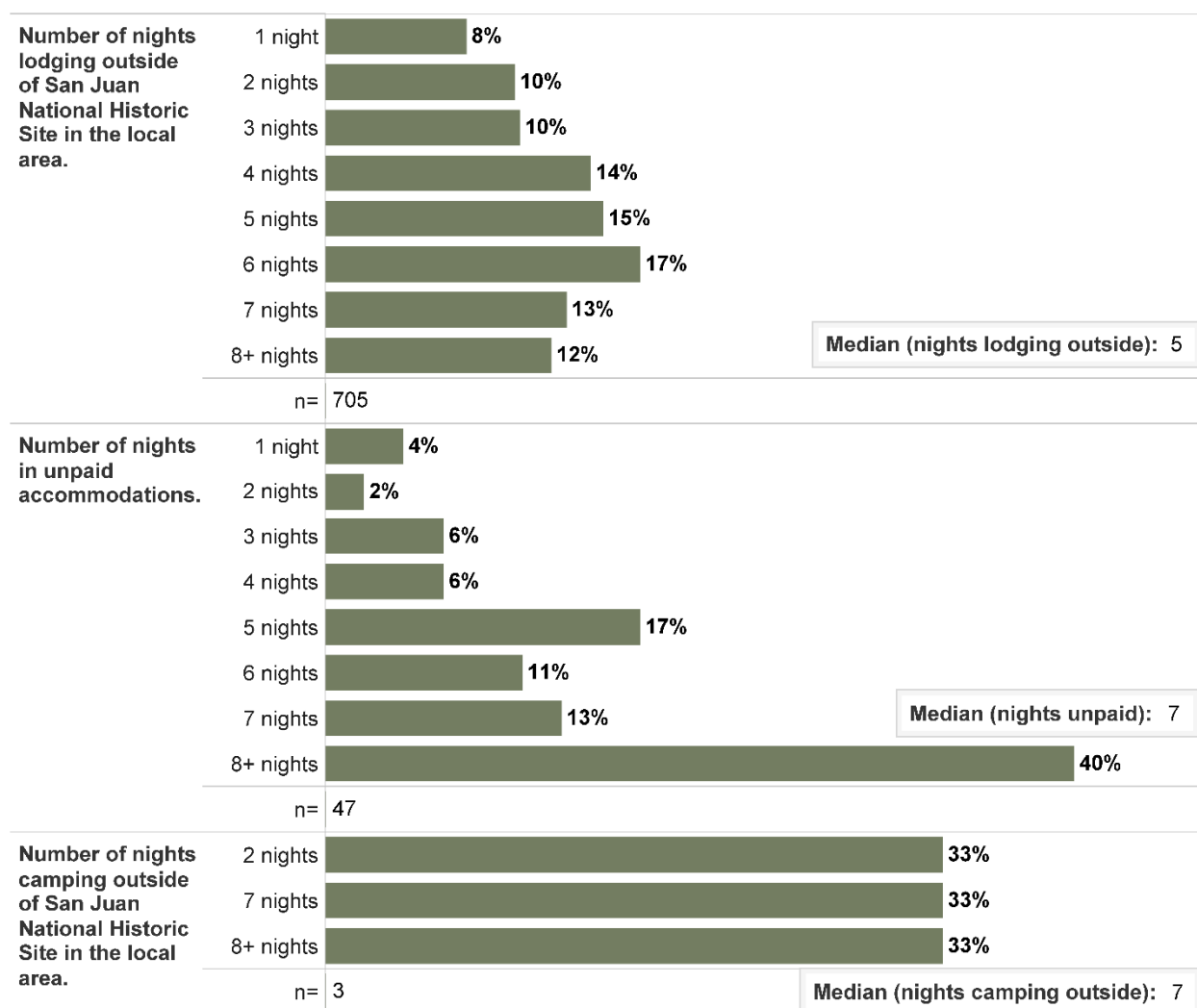


Figure 6. Number of nights spent in the local area surrounding San Juan, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table 11.

- Among the 94% of overnight respondents who lodged outside of San Juan NHS in the local area (per Figure 5), median length of stay was five nights. About one-in-five respondents (18%) lodged two nights or fewer in the local area this trip; 28% spent three nights or fewer.
- Among the 6% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay seven nights. A plurality of respondents (40%) stayed eight or more nights, while 18% stayed four nights or fewer.
- Among the 0.4% of overnight respondents who camped outside of San Juan NHS (per Figure 5), median length of stay was seven nights, with one-third (33%) staying each of two nights, seven nights, and eight or more nights.

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 San Juan NHS (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.

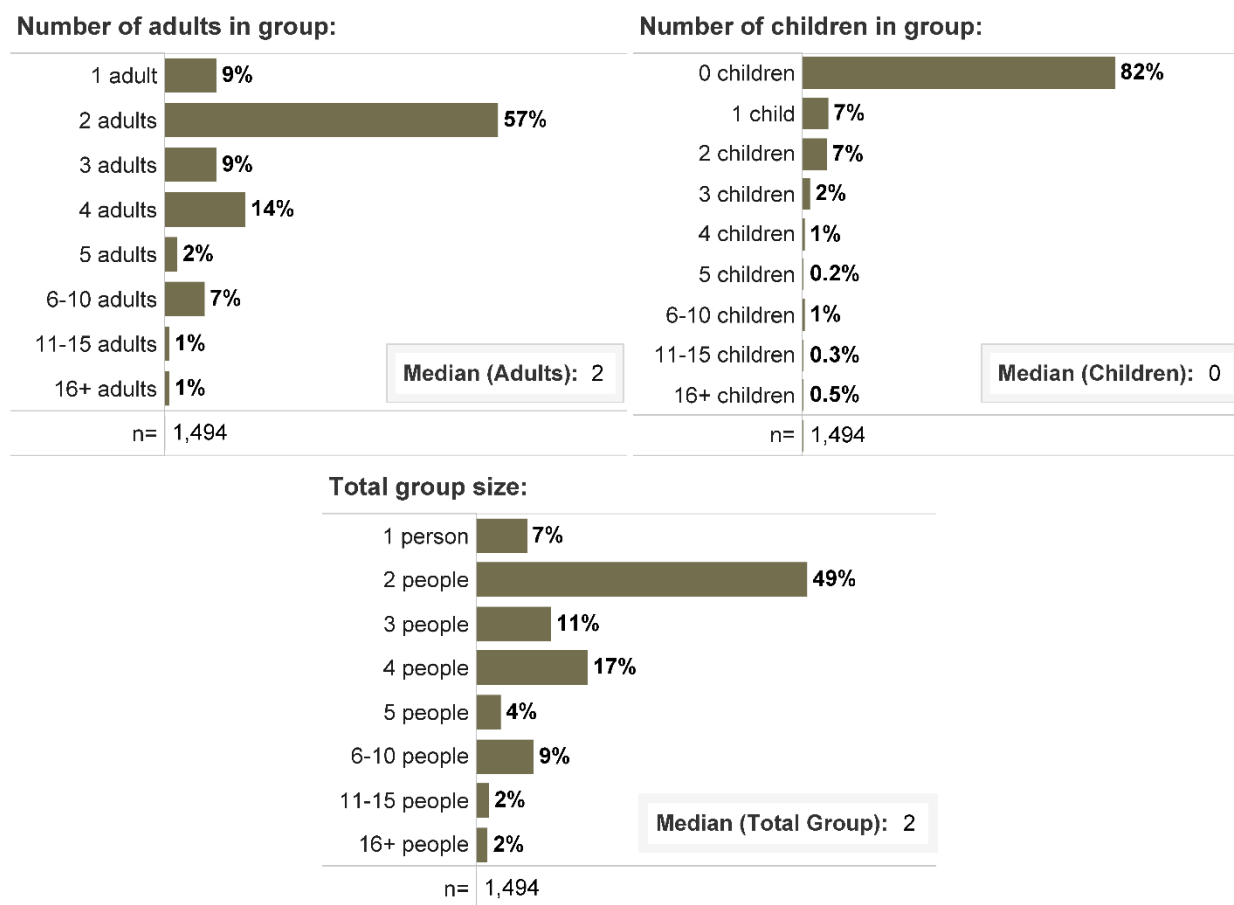


Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting San Juan NHS. Tabular data shown in this figure are presented in Appendix A, Table 12.

- The median number of adults per group was two. Most groups (57%) included two adults.
- Most groups (82%) did not include any children.
- The median total group size was two. A majority of groups (56%) included two or fewer 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 San Juan NHS.

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

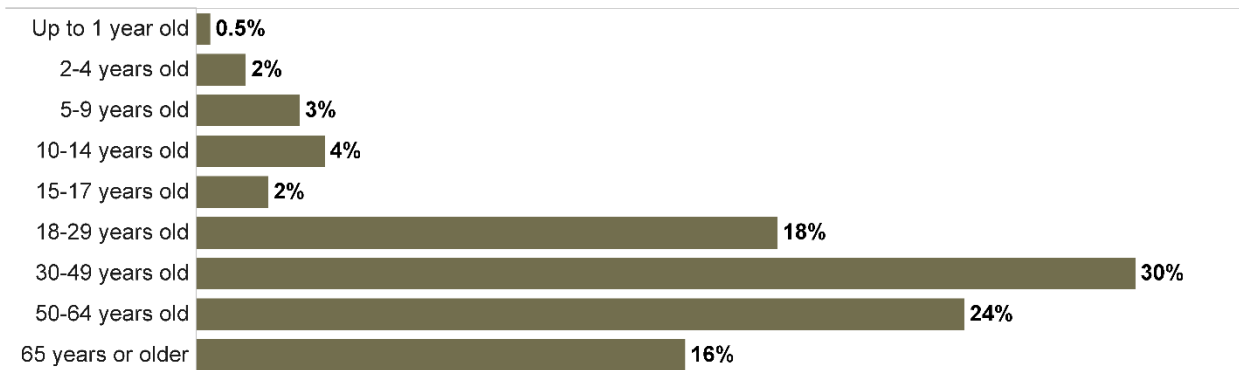


Figure 8. Age distribution of all members of respondent's personal group while visiting San Juan NHS.

- The most common age of the adults and children in a personal group was 30 to 49 years old (30%), followed by 50 to 64 years old (24%), and 18 to 29 years old (18%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 11.5% of group members.

Questions 12-16: Park Use Characteristics

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to San Juan NHS (Figure 9).

On this trip to San Juan National Historic Site, which one of the following entrance fees applied to you personally?

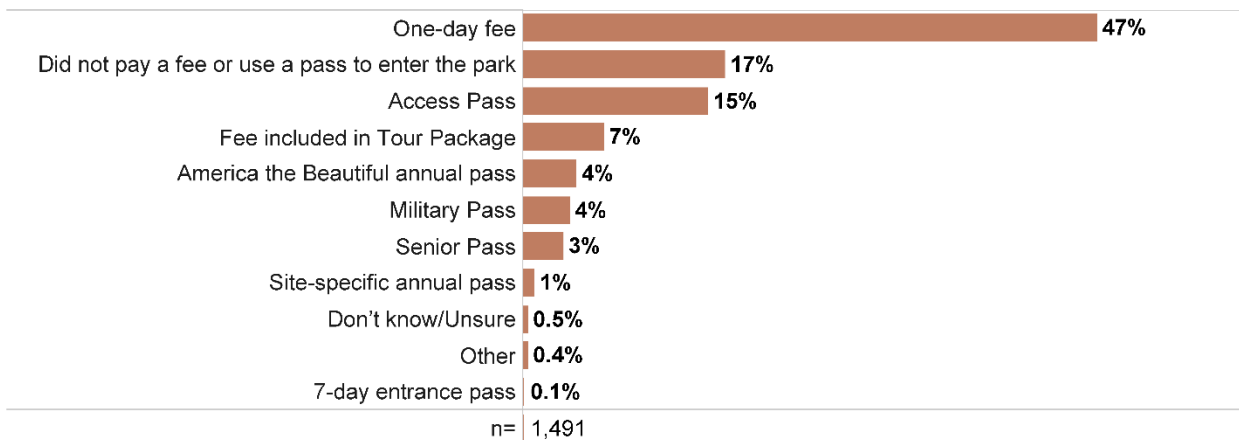


Figure 9. Entrance fees paid to enter San Juan NHS on the most recent trip.

- A small percentage of respondents (4%) reported using an America the Beautiful annual pass, and another 22% entered using a Senior Pass, Access Pass, or Military Pass.

- In contrast, 48.1% of respondents entered using a San Juan NHS-specific pass or fee (i.e., annual pass, 7-day, or single-day entrance fee), while 17% of respondents indicated they did not use a pass or pay a fee to enter the park, and 0.5% were unsure of the fee payment mechanism they used to enter the park. An additional 7% of respondents indicated their fee was included in their Tour Package.

Then, respondents were asked to indicate if they planned to visit San Juan NHS 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 10).

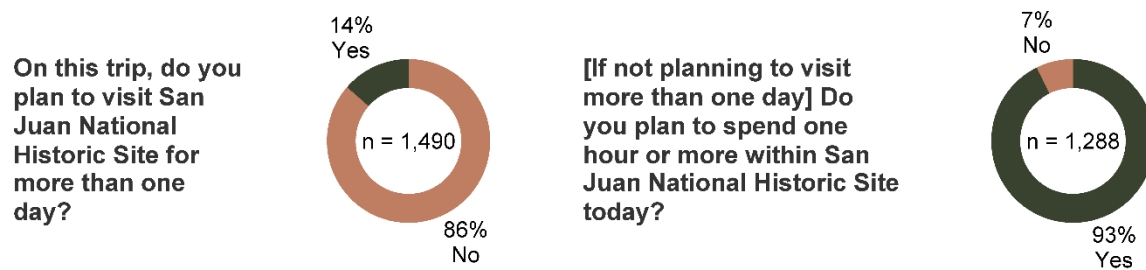


Figure 10. Length of time spent within San Juan NHS on this trip.

Table 10. Length of time spent within San Juan NHS 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 San Juan NHS today?	94	45
[If not planning to spend more than a day, but one hour or more] How many hours do you plan to spend within San Juan NHS today?	1193	2
[If planning to visit more than one day] How many days do you plan to spend within San Juan NHS on this trip?	202	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	202	2

- While visiting San Juan NHS, most respondents (86%) did not plan to spend more than one day in the park.
- Among the 86% of respondents who did not spend more than a day in San Juan NHS, most (93%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was two hours.
- The remaining 14% of respondents planned to visit for more than one day; among those respondents, the median length of stay 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 San Juan NHS (Figure 11).

Which was the most recent entrance you used to enter San Juan National Historic Site?

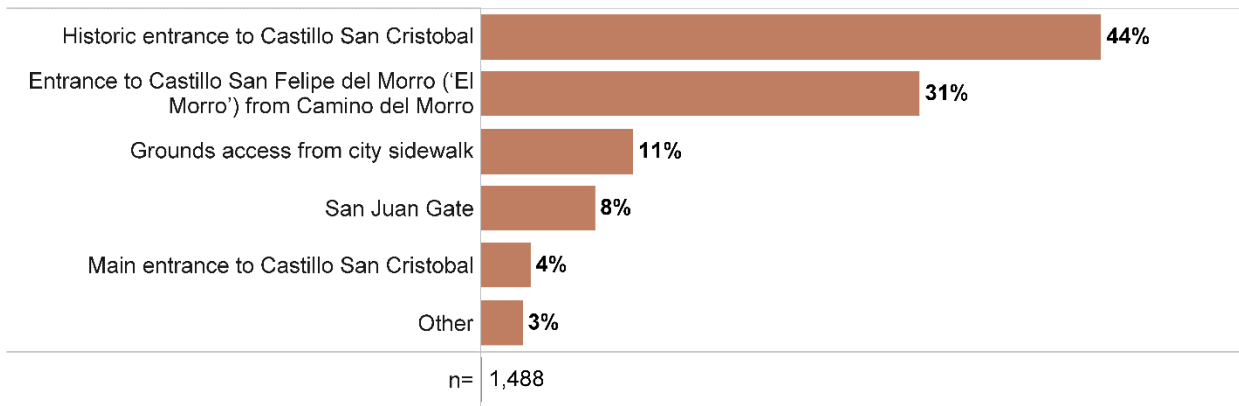


Figure 11. Most recent entrance used to enter San Juan NHS.

- The historic entrance to Castillo San Cristobal was the entrance to San Juan NHS (44%), while nearly one-third of respondents (31%) entered using the entrance to Castillo San Felipe del Morro from Camino del Morro.
- Due to park geography and proximity of intercept sites to entrances, the results for most recent entrance used were impacted by the volume of respondents intercepted at various sites.

Respondents were also presented with a list of locations within San Juan NHS 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 San Juan National Historic Site? Please mark all that apply

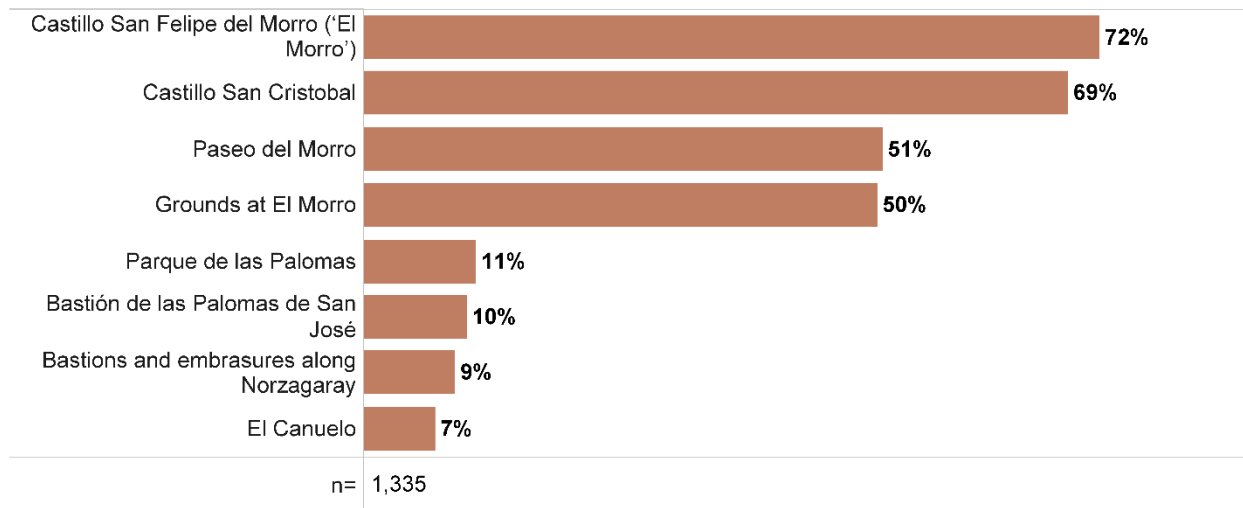


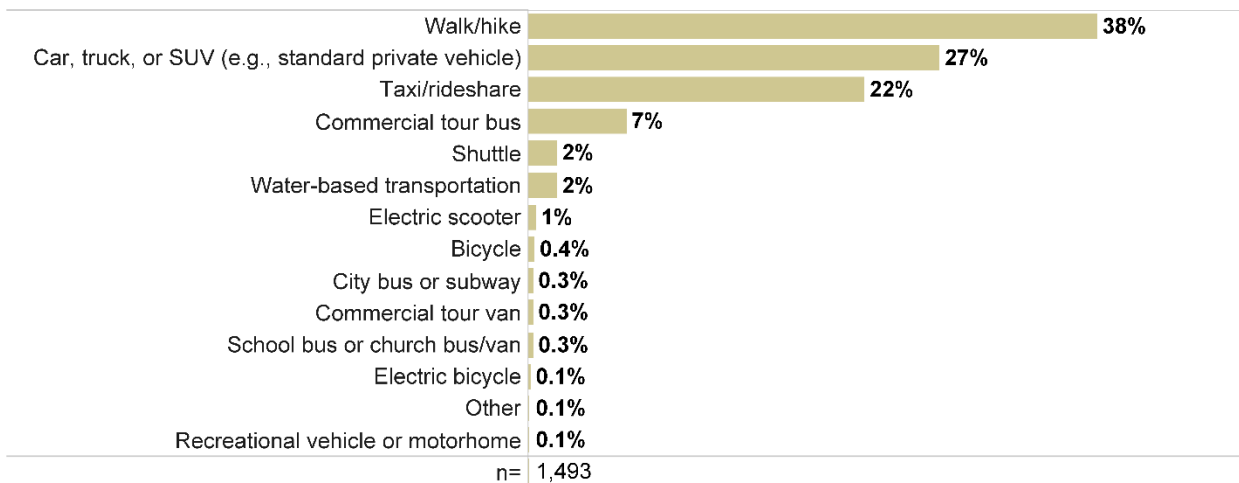
Figure 12. Park locations visited during the most recent trip to San Juan NHS.

- The most visited location in San Juan NHS was Castillo San Felipe del Morro ('El Morro') (72% of respondents had either been there or planned to visit it on their trip), followed by Castillo San Cristobal (69%), Paseo del Morro (51%) and the grounds at El Morro (50%).
- El Canuelo was the least-visited location from the list provided, with 7% of respondents reporting having visited or planning to visit.

Question 17: Transportation

Respondents were asked about the form of transportation they used to enter San Juan NHS on the day they were surveyed (Figure 13).

Which of the following forms of transportation did you personally use to arrive or enter San Juan National Historic Site today?



[If entered by water] Which of the following forms of water-based transportation did you use to arrive or enter San Juan National Historic Site?

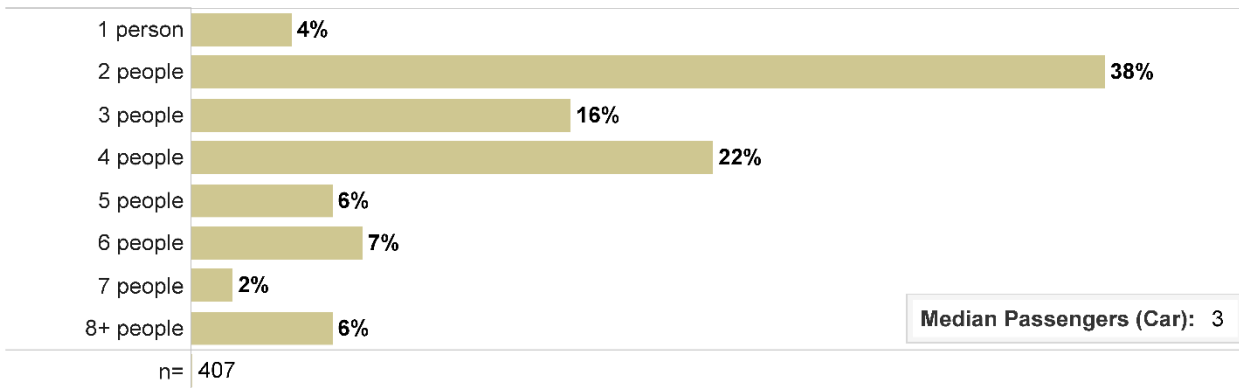


Figure 13. Form of transportation used to enter San Juan NHS on the day of the survey.

- More than one-third of respondents (38%) reported that they walked or hiked to enter San Juan NHS on the day of the survey, while 27% arrive by car, truck, or SUV, and 22% arrived by taxi or rideshare.
- These were followed distantly by use of a commercial tour bus (7%), shuttle (2%), and water-based transportation (2%).
- Of the 2% of respondents who indicated they arrive at San Juan NHS by water-based transportation, all (100%) indicated they arrived by cruise ship.

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 San Juan National Historic Site?



[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered San Juan National Historic Site?



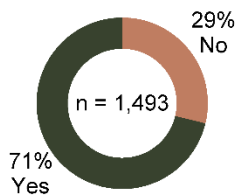
Figure 14. Number of people in or on respondent's vehicle when entering San Juan NHS. Tabular data shown in this figure are presented in Appendix A, Table 13.

- Over one-third of respondents (38%) traveling by car reported two people. The next common group size was four people (22%), followed by three people (16%).
- The one respondent entering San Juan NHS by RV/motorhome reported travelling alone (100%).

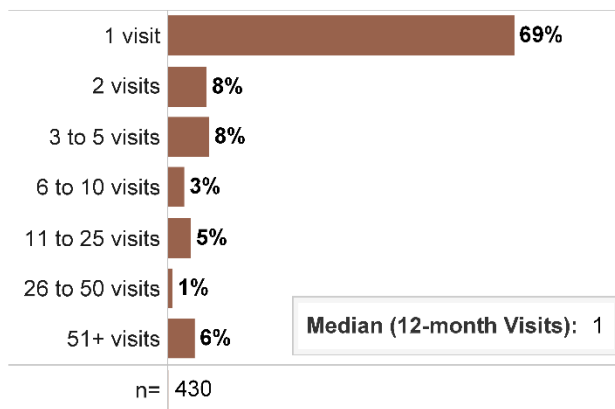
Question 19: Previous Visits to San Juan NHS

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

Are you a first-time visitor to San Juan National Historic Site?



[If not first-time visitor] Including this visit, how many visits have you made to San Juan National Historic Site over the past 12 months?



[If not first-time visitor] Including this visit, how many visits have you made to San Juan National Historic Site over the past five years?

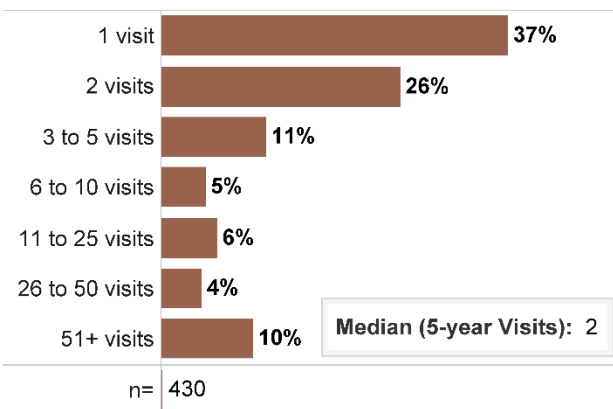


Figure 15. Previous visits to San Juan NHS. Tabular data shown in this figure are presented in Appendix A, Table 14.

- Most respondents (71%) were on their first ever trip to San Juan NHS.
- Among the 29% of respondents who were repeat visitors, the majority (69%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, repeat visitors (63%) had visited at least one prior time in the past five years.
- The median number of visits made in the past five years was two, including the current trip; 20% of repeat visitors had made more than 10 visits in the past five 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).

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

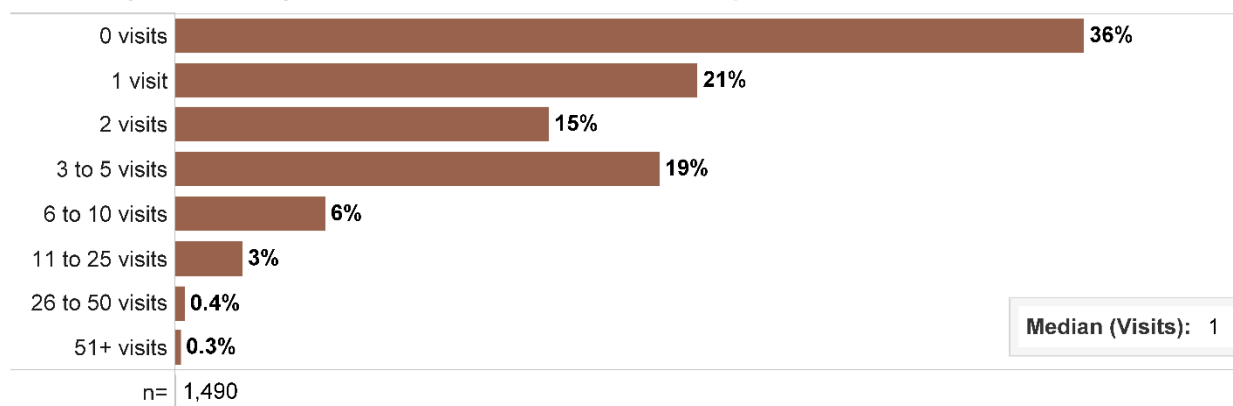


Figure 16. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table 15.

- Nearly two-thirds of respondents (64%) 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 one, though a combined 28.7% had made three or more visits in the past year.

Post-trip Survey Results

The following section provides results of the 331 post-trip visitor surveys received by mail-back or online following fieldwork conducted in San Juan NHS 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 San Juan NHS

First, respondents were asked what sources they used to obtain information about San Juan NHS 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 San Juan National Historic Site? Please mark all that apply

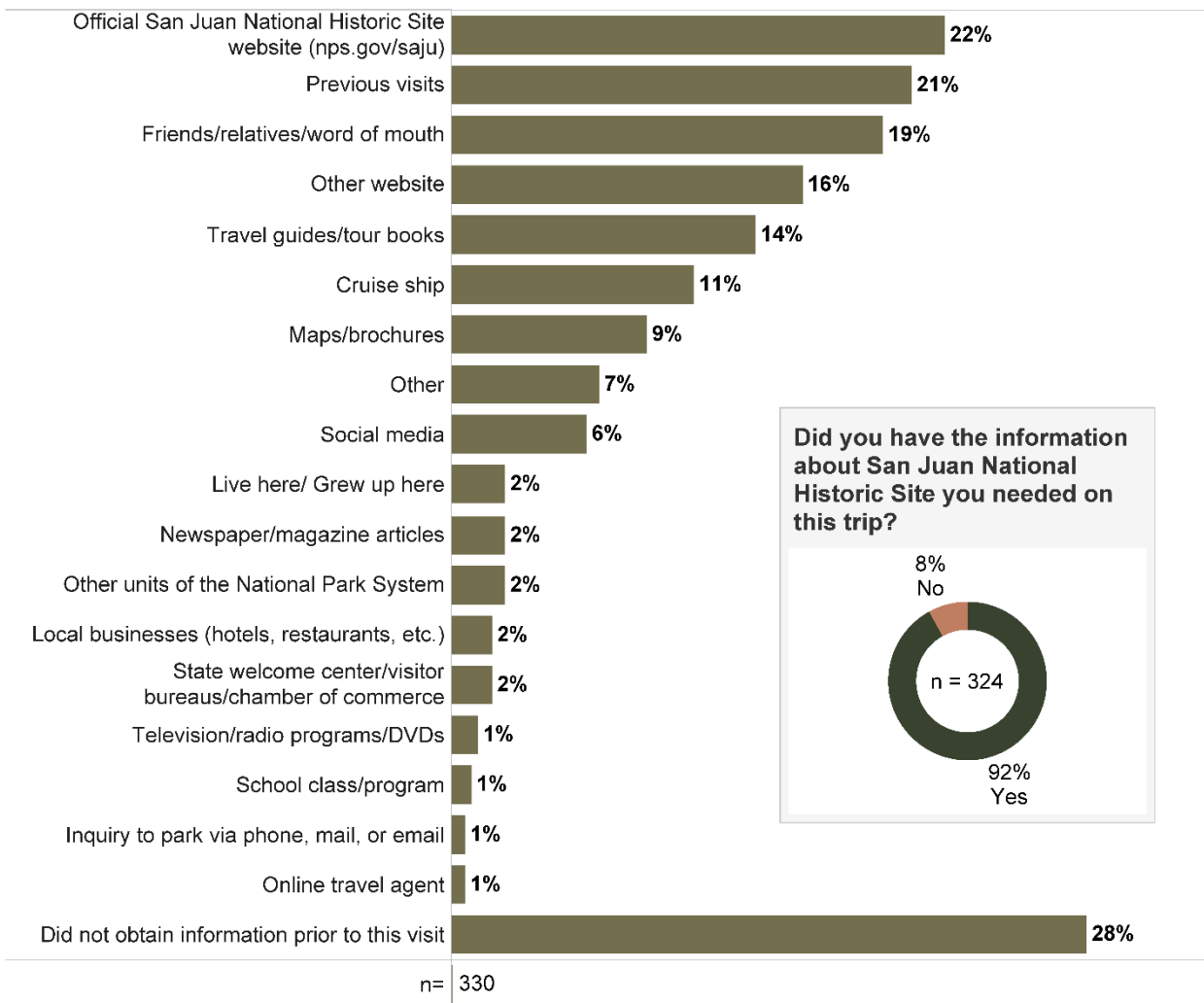


Figure 17. Sources used to obtain information about San Juan NHS prior to the trip.

- The most used resource was the official San Juan NHS website, with 22% of respondents reportedly using it. The second most common source was previous visits (21%), followed by friends/relatives/word of mouth (19%), other websites (16%), travel guides and tour books (14%), and a cruise ship (11%).
- More than a quarter of respondents (28%) indicated that they did not obtain information prior to their visit.
- In a follow-up question, 92% of respondents said that they had the information about San Juan NHS that they needed on their trip, while 8% 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.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the post-trip survey asked respondents to select all forms of transportation they personally used to travel from their home to San Juan NHS on their trip (Figure 18).

Please list all forms of transportation you personally used to travel from your home to San Juan National Historic Site on this trip. Please mark all that apply

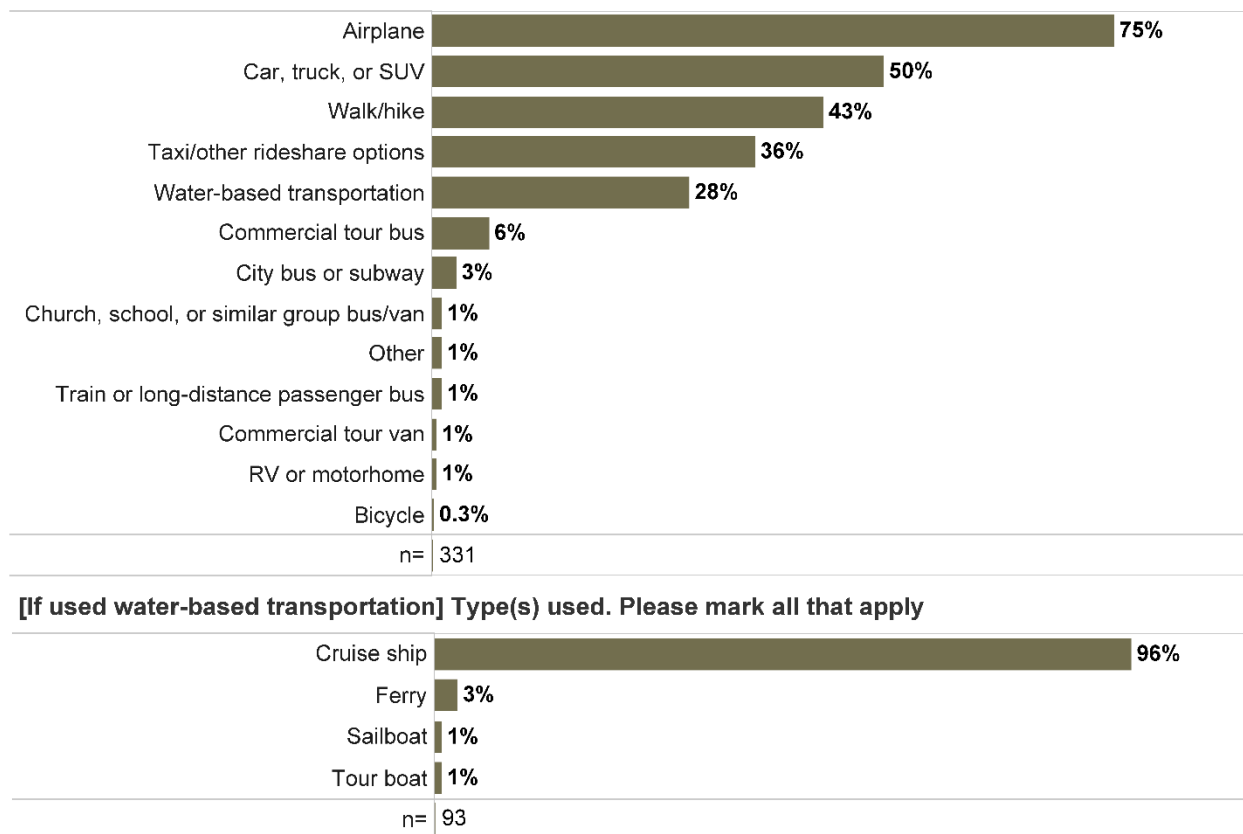


Figure 18. Forms of transportation used to travel from home to San Juan NHS on the recent trip.

- Three-quarters of respondents (75%) used an airplane, at some point during their trip from home to San Juan NHS.
- The second most common mode of travel was a car, truck, or SUV (50%), followed by walking or hiking (43%).

Question 4: Travel Party Composition

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

What type of group were you with, during your visit to San Juan National Historic Site on the day you were contacted for this survey?

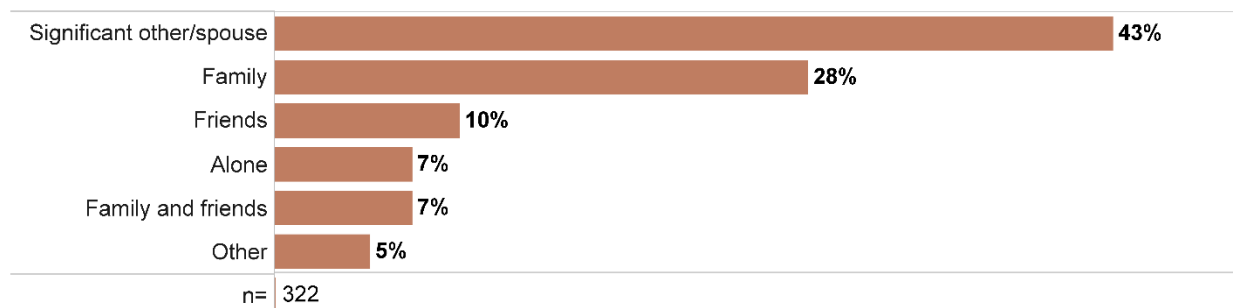


Figure 19. Travel party composition during San Juan NHS visit.

- A plurality of respondents (43%) visited San Juan NHS with their significant other or spouse on the day of the survey.
- More than a quarter of respondents (28%) explored San Juan NHS with their family, and another 10% visited the park with their friends.

Questions 11-13: Trip Characteristics

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

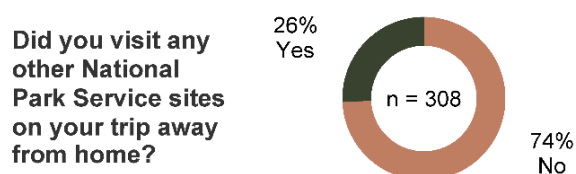
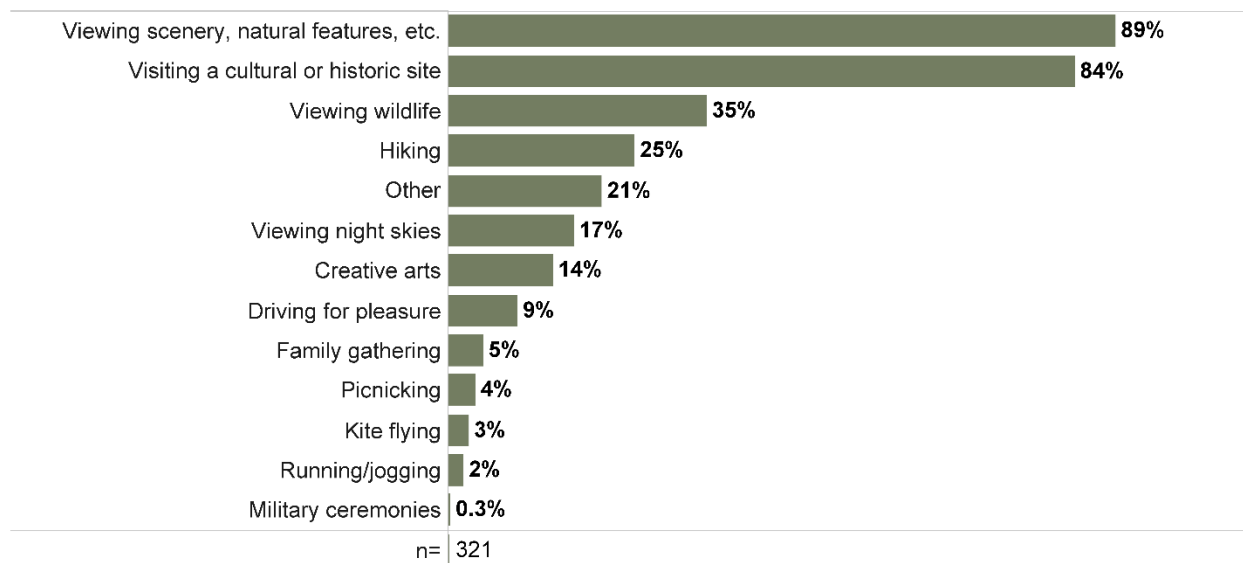


Figure 20. NPS sites visited on trip away from home.

- About a quarter (26%) of all respondents had visited other NPS sites on their trip, while 74% identified San Juan NHS as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Survey respondents were then asked to identify all activities that they participated in while visiting San Juan NHS, and 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 San Juan National Historic Site? Please mark all that apply



And which was your primary activity during your visit to San Juan National Historic Site on the day you were contacted for this survey?

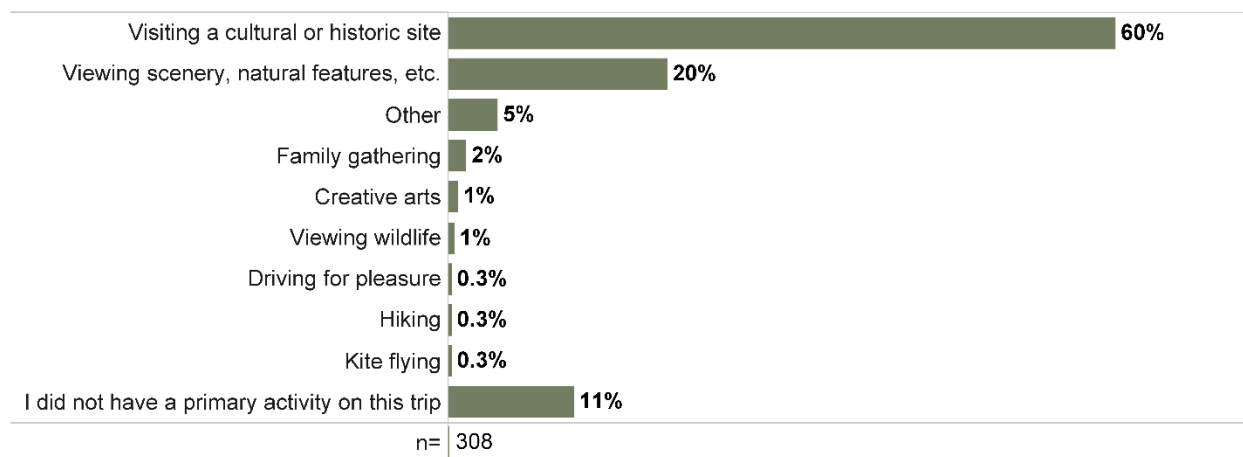


Figure 21. Participation in activities at San Juan NHS.

- Most respondents reported viewing scenery, natural features, etc. (89%), and visiting a culture or historic site (84%).
- Military ceremonies, running/jogging, kite flying, and picnicking were all uncommon activities (reported by 4% or fewer of respondents).
- The majority of respondents (60%) reported visiting a culture or historic site as their primary activity, followed by viewing scenery, natural features, etc. (20%).

Questions 14–15: Reasons to Visit

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

How important to you were each of the following reasons or motivations for visiting San Juan National Historic Site 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 learn more about American history and culture	310	5%	3%	20%	30%	44%
To spend time with family/friends	298	13%	5%	15%	32%	35%
To visit a National Park Service site	307	15%	10%	23%	31%	22%
To relax	302	19%	12%	28%	23%	18%
To view wildlife or natural scenery	302	17%	12%	27%	26%	18%
To get physical exercise	308	16%	17%	36%	22%	9%
To learn more about nature	293	44%	20%	16%	11%	9%
To hear the sounds of nature/quiet	293	51%	19%	11%	13%	7%
To view dark night sky/stars	289	64%	14%	11%	6%	5%
To experience solitude	294	63%	15%	13%	6%	3%
Other (if specified)	41	34%	5%	2%	20%	39%

And which was the most important reason for you to visit San Juan National Historic Site on this trip?

To learn more about American history and culture	53%
To visit a National Park Service site	18%
To spend time with family/friends	12%
To view wildlife or natural scenery	6%
Other	4%
To relax	3%
To experience solitude	1%
To hear sounds of nature/quiet	1%
To learn more about nature	1%
To get physical exercise	1%
To view dark night sky/stars	0.3%
n=	302

Figure 22. Reasons or motivations to visit San Juan NHS. Tabular data shown in this figure are presented in Appendix A, Table 16.

- A plurality of respondents chose to learn more about American history and culture (44%) and to spend time with family and friends (35%) as extremely important reasons for their trip to San Juan NHS.

- Another important reason was to visit a National Park Service site (22% of respondents rated this reason as extremely important).
- The least important reasons rated were to experience solitude and to view dark night skies/stars (only 3% and 5% of respondents, respectively, reported them as extremely important, and 63% and 64% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to learn more about American history and culture (53%), followed by to visit a National Park Service site (18%), and to spend time with family and friends (12%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in within San Juan NHS during their trip (Figure 23).

On this trip, in which of the following programs and services did you personally participate within San Juan National Historic Site? Please mark all that apply

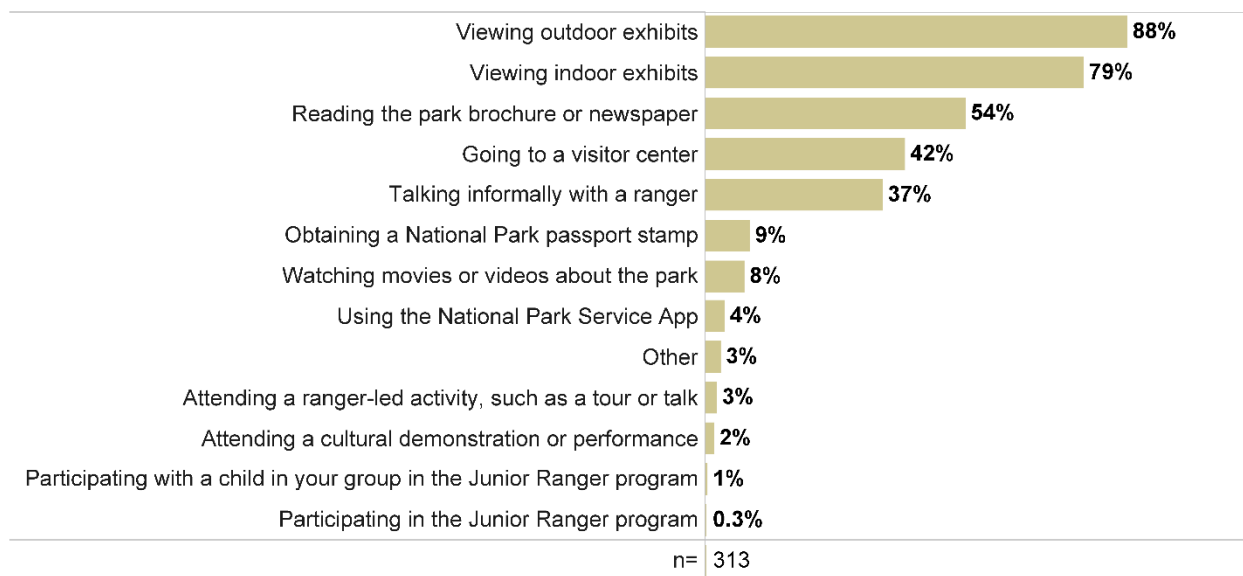


Figure 23. Participation in programs at San Juan NHS.

- The two most-used programs were viewing outdoor exhibits and viewing indoor exhibits, with most respondents (88% and 79%, respectively) reporting participating in each of them.
- One other program was engaged in by over half of respondents: reading the park brochure or newspaper (54%).

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).

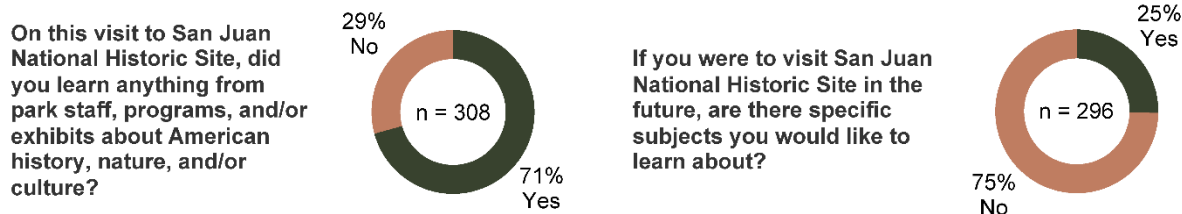


Figure 24. Learning.

- Nearly three-quarters of respondents (71%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- A quarter of respondents (25%) reported that if they were to visit San Juan NHS 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 electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in San Juan NHS (Figure 25).

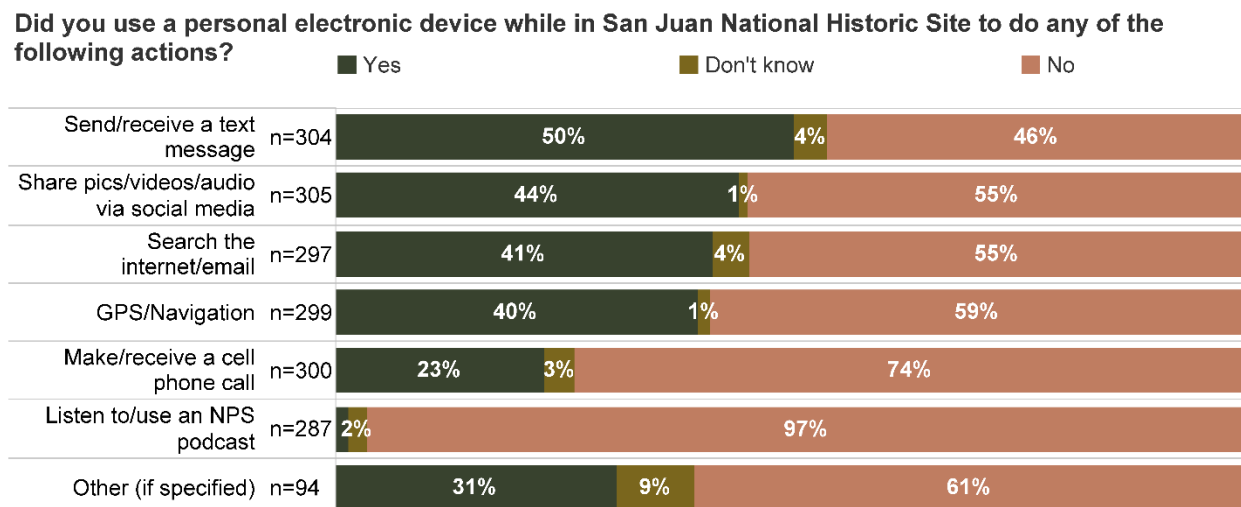


Figure 25. Use of personal electronic devices while visiting San Juan NHS. Tabular data shown in this figure are presented in Appendix A, Table 17.

- Half of respondents (50%) reported using a personal electronic device to send or receive a text message, and 44% of respondents reported using a personal electronic device to share pictures, videos, or audio via social media. A similar percentage (41%) searched the internet or checked email, and 40% of respondents used GPS or navigation.

- Conversely, only 1% 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 26), and the quality of their service (Figure 27).

How important to you was it during your visit to San Juan National Historic Site 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	297	38%	13%	21%	14%	13%
Share pics/videos/audio via social media	292	47%	16%	18%	9%	9%
Search the internet/email	292	42%	14%	20%	13%	10%
GPS/Navigation	288	40%	10%	18%	16%	16%
Make/receive a cell phone call	289	52%	14%	15%	10%	9%
Listen to/use an NPS podcast	278	74%	11%	9%	4%	2%
Other (if specified)	66	62%	6%	6%	9%	17%

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 San Juan NHS. Tabular data shown in this figure are presented in Appendix A, Table 18.

- The most important device uses were GPS/navigation and sending or receiving a text message (16% and 13% of respondents, respectively, 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.

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	177	5%	2%	18%	26%	49%
Share pics/videos/audio via social media	144	8%	3%	17%	24%	47%
Search the internet/email	157	6%	5%	19%	28%	42%
GPS/Navigation	142	7%	2%	20%	25%	46%
Make/receive a cell phone call	127	9%	4%	20%	24%	43%
Listen to/use an NPS podcast	63	19%	3%	25%	27%	25%
Other (if specified)	27	22%	4%	22%	11%	41%

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)

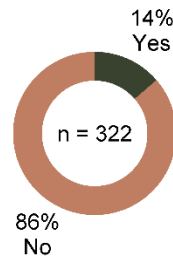
Figure 27. Quality of service for personal electronic devices while visiting San Juan NHS. Tabular data shown in this figure are presented in Appendix A, Table 19.

- Sending or receiving a text message was rated as very good or good by 49% and 26% of respondents, respectively. However, 5% of respondents reported that they had no service for this.
- Varying numbers of respondents (ranged from 6% to 19%, depending on the service) reported that they also had no service to sharing picture, videos, or audio via social media, searching the internet or email, GPS/navigation, make or receive a cell phone call, and listen to or use an NPS podcast.
- However, substantial percentages of respondents (ranging from 25% to 47%, depending on the service) rated these services as very good.

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 San Juan NHS. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

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 San Juan National Historic Site?



[If yes] Because of the physical condition, which specific difficulties did the person(s) have? Please mark all that apply

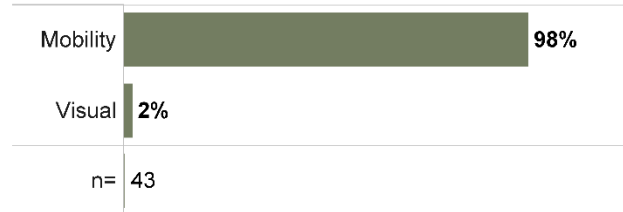


Figure 28. Physical difficulties while visiting San Juan NHS.

- Most respondents (86%) 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 San Juan NHS.
- Among the 14% of respondents who identified at least one difficulty, 98% reported mobility issues in their group, with a small portion (2%) also reporting visual difficulties.

Questions 24-27: Visitor Experience

Respondents were asked if their visit to San Juan NHS met their expectations (Figure 29).

Did your visit to San Juan National Historic Site meet your expectations?

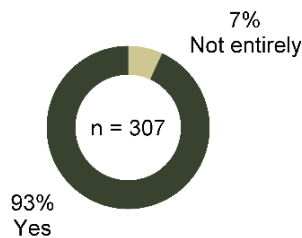


Figure 29. Meeting San Juan NHS expectations.

- Most respondents (93%) reported that their visit to San Juan NHS 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 San Juan NHS did not meet their expectations were asked to elaborate.

Respondents were then given several statements about San Juan NHS 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?

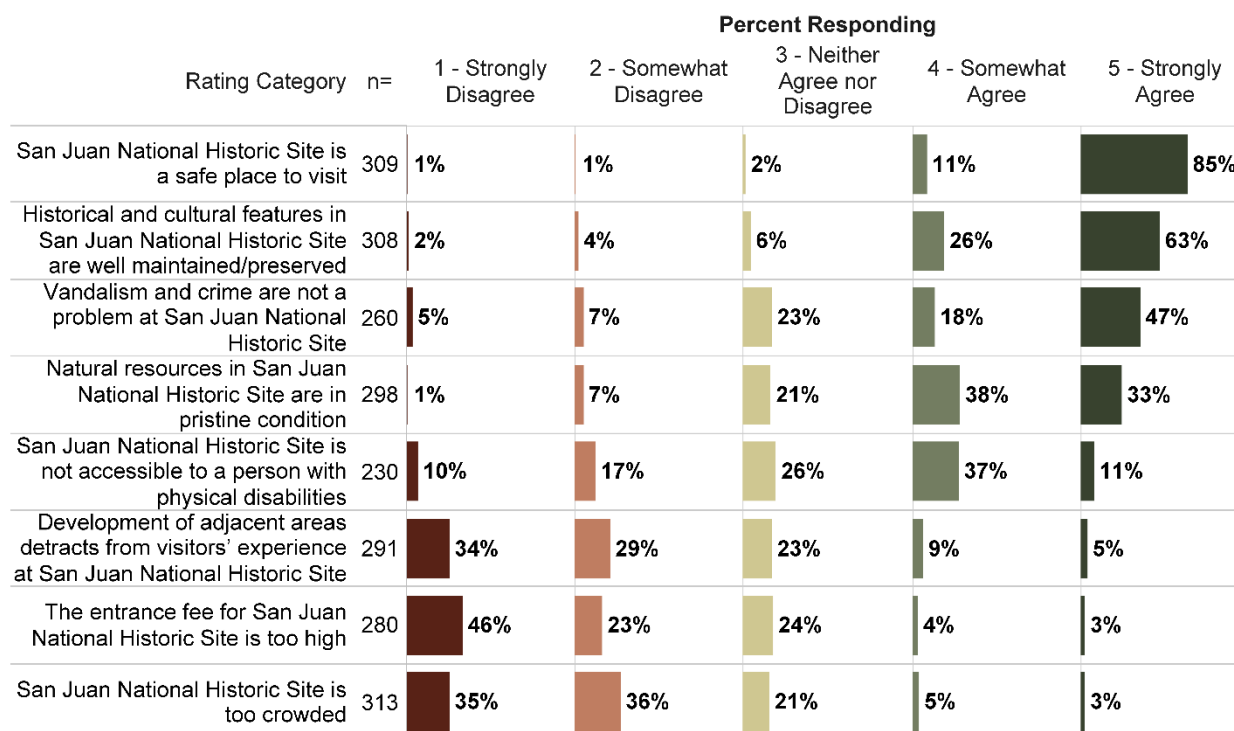


Figure 30. Rating San Juan NHS experience. Tabular data shown in this figure are presented in Appendix A, Table 20.

- From all the statements listed, “San Juan National Historic Site is a safe place to visit” received the most consensus with a combined 96% of respondents saying they either strongly or somewhat agree with it. That was followed by “historical and cultural features in San Juan National Historic Site are well maintained/preserved” and “natural resources in San Juan National Historic Site are in pristine condition” (89% and 71% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “the entrance fee for San Juan National Historic Site is too high” and “San Juan National Historic Site is too crowded” received the least support, with only 7% and 8% of respondents respectively, either somewhat or strongly agreeing with these statements, and 46% and 35% of respondents respectively, strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in San Juan NHS (Figure 31). The ratings shown in Figure 31 are responses from respondents who used the park facilities, visitor services, or recreation opportunities listed. Sample sizes differ based on whether the respondent used the facility or service.

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in San Juan National Historic Site?

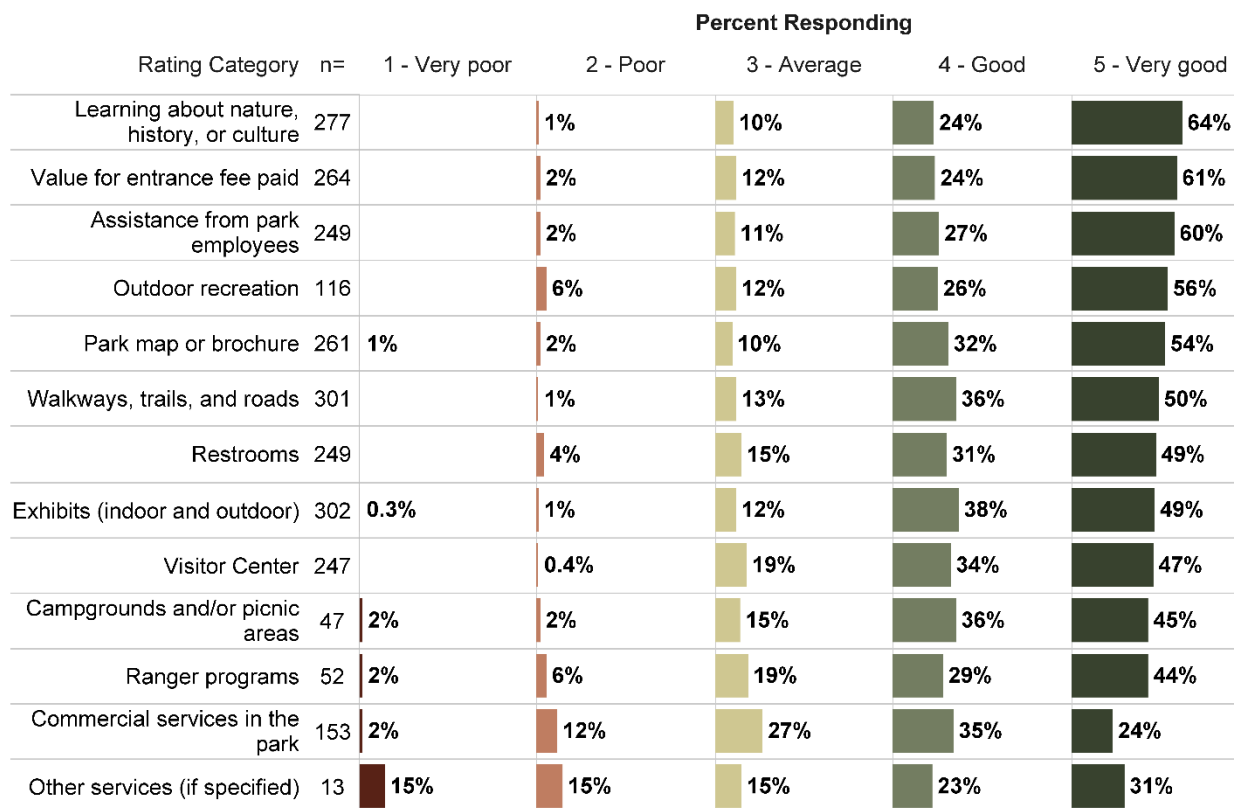


Figure 31. Rating the quality of specific San Juan NHS facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table 21.

- Over half of respondents (ranging from 54% to 64%) rated learning about nature, history, or culture, value for entrance fee paid, assistance from park employees, outdoor recreation, and the park map or brochure as very good. Overall, all the park facilities, visitor services, and recreation opportunities were rated as good or very good by most respondents who used them.

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 San Juan National Historic Site?

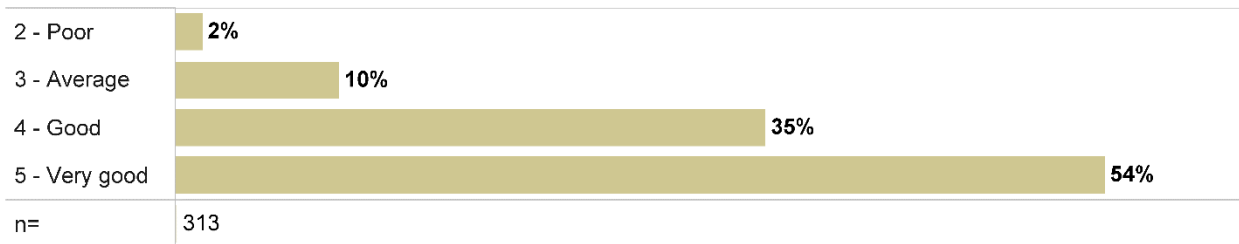


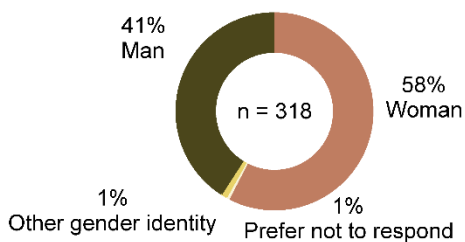
Figure 32. Rating overall quality of San Juan NHS facilities, visitor services, and recreational opportunities.

- In general, about half of respondents (54%) rated the quality of the park facilities, visitor services, and recreational opportunities in San Juan NHS as very good, and another 35% rated them as good.
- Just about one in eight respondents rated the overall quality as average or below.

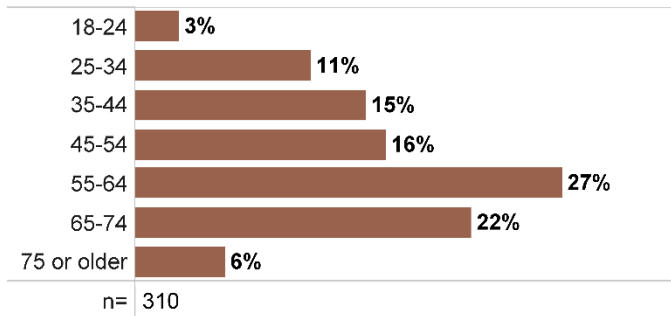
Questions 30-38: Background/Demographics

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?

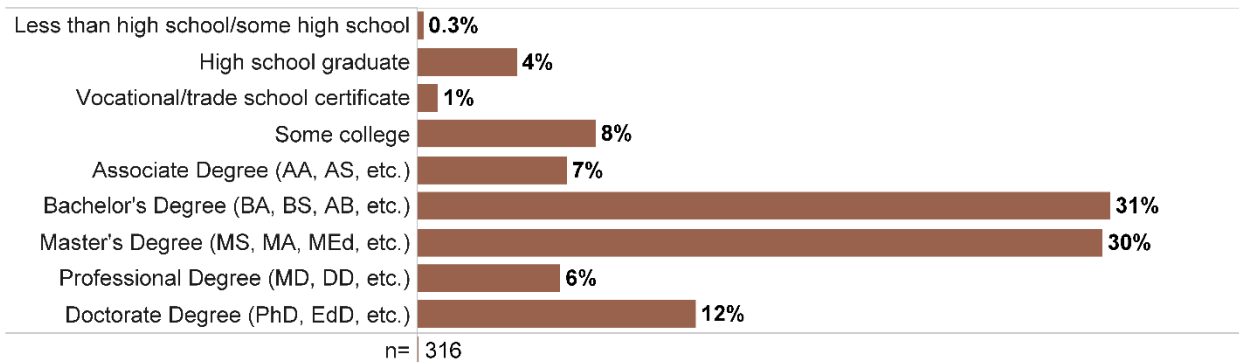


Figure 33. Respondent demographics: gender, age, and level of education.

- Post-trip survey respondents were more likely to be women than men (58% vs 41%). Another 1% had another gender identity, while 1% preferred not to disclose their gender identity.
- The most common age categories were 55 to 64 (27%), 65 to 74 (22%), and 45 to 54 (16%). The least represented age group was 18 to 24 (only 3% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 86% having a college degree, and nearly one-third of respondents (30%) holding a master's degree.

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

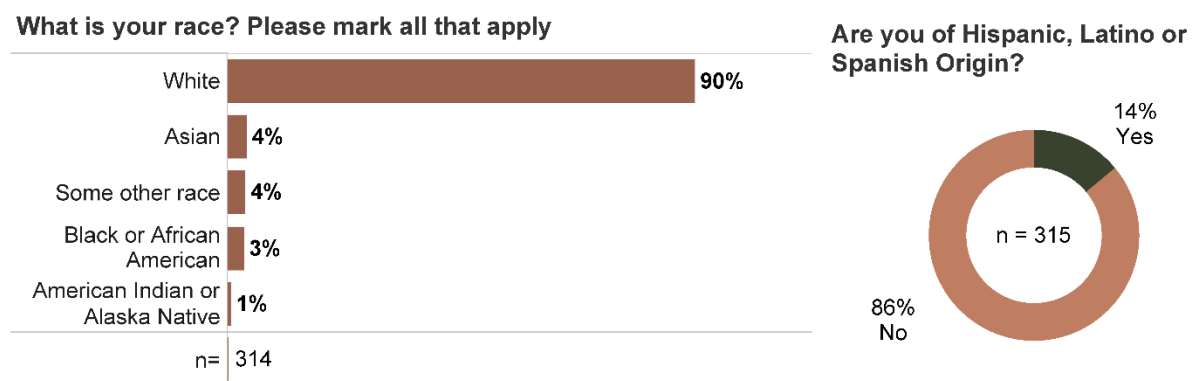


Figure 34. Respondent demographics: race and ethnicity.

- Most respondents (90%) were White, while 4% were Asian, or some other race.
- Most respondents (86%) 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).

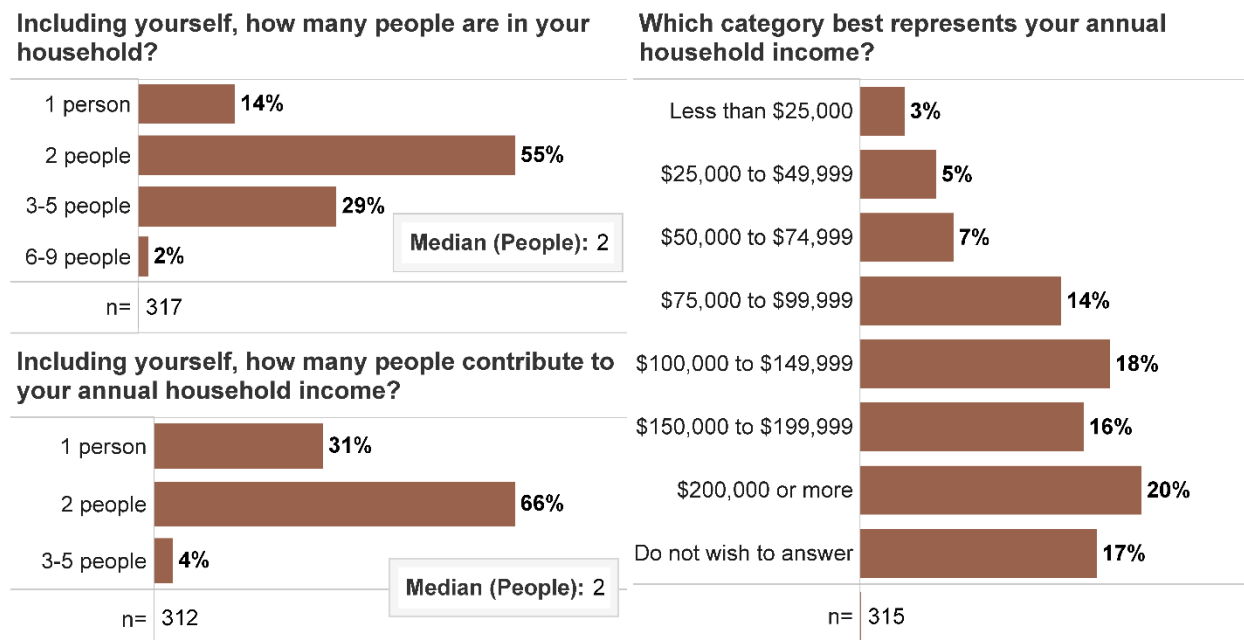


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table 22.

- A majority of respondents (55%) had two people in their household, followed by three to five people (another 29%).
- In addition to obtaining higher education, San Juan NHS respondents also reported relatively high income levels. About one in five respondents (18%) reported that their annual household income was between \$100,000 to \$149,999, and another 20% earned \$200,000 or more.
- Most respondents (66%) came from a dual-income household.

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

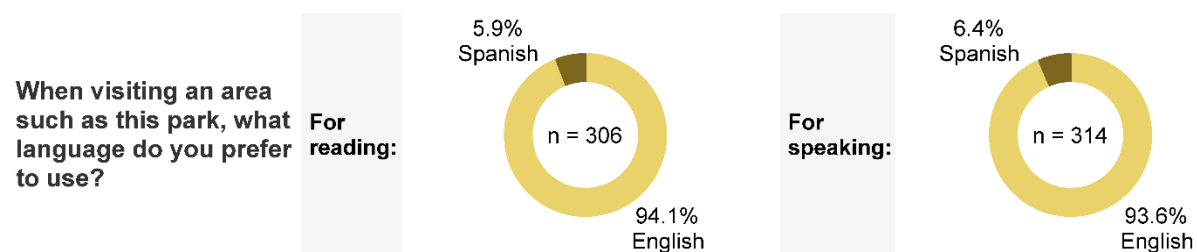


Figure 36. Respondent's language preference.

- While 14% of respondents were of Hispanic, Latino or Spanish, the overwhelming majority of respondents preferred to use English both for reading and speaking when visiting an area such as San Juan NHS (94.1% and 93.6% respectively).

- Only 5.9% and 6.4% of respondents respectively, preferred Spanish for either reading and/or speaking.

References

National Park Service (NPS). 2023a. 2023 socioeconomic monitoring of San Juan National Historic Site: Visitor intercept survey. <https://irma.nps.gov/DataStore/Reference/Profile/2302174>

National Park Service (NPS). 2023b. 2023 socioeconomic monitoring of San Juan National Historic Site: Visitor post-trip survey. <https://irma.nps.gov/DataStore/Reference/Profile/2302176>

Appendix A: Accessible Tables

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

Table 11. Data from Figure 6. Number of nights spent in the local area around San Juan NHS, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Camping outside San Juan NHS	3	7
Lodging outside San Juan NHS	705	5
Unpaid accommodations	47	7

Table 12. Data from Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting San Juan NHS.

Age Category	Sample Size (n)	Median
Adults	1494	2
Children	1494	0
Total group size	1494	2

Table 13. Data from Figure 14. Number of people in respondent's vehicle when entering San Juan NHS.

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 San Juan NHS?	407	3
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered San Juan NHS?	1	1

Table 14. Data from Figure 15. Previous visits to San Juan NHS.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to San Juan NHS over the past 12 months?	430	1
[If not first-time visitor] Including this visit, how many visits have you made to San Juan NHS over the past five years?	430	2

Table 15. 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?	1490	1

Table 16. Data from Figure 22. Reasons or motivations to visit San Juan NHS.

Rating Category	Sample Size (n)
To visit a National Park Service site	307
To experience solitude	294
To hear the sounds of nature/quiet	293
To learn more about nature	293
To learn more about American history and culture	310
To spend time with family/friends	298
To get physical exercise	308
To view wildlife or natural scenery	302
To relax	302
To view dark night sky/stars	289
Other (if specified)	41

Table 17. Data from Figure 25. Use of personal electronic devices while visiting San Juan NHS.

Device Use	Sample Size (n)
Make/receive a cell phone call	300
Send/receive a text message	304
Search the internet/email	297
GPS/Navigation	299
Share pics/videos/audio via social media	305
Listen to/use an NPS podcast	287
Other (if specified)	94

Table 18. Data from Figure 26. The importance of the use of personal electronic devices while visiting San Juan NHS.

Device Use	Sample Size (n)
Make/receive a cell phone call	289
Send/receive a text message	297
Search the internet/email	292
GPS/Navigation	288
Share pics/videos/audio via social media	292
Listen to/use an NPS podcast	278
Other (if specified)	66

Table 19. Data from Figure 27. Quality of service for personal electronic devices while visiting San Juan NHS.

Device Use	Sample Size (n)
Make/receive a cell phone call	127
Send/receive a text message	177
Search the internet/email	157
GPS/Navigation	142
Share pics/videos/audio via social media	144
Listen to/use an NPS podcast	63
Other (if specified)	27

Table 20. Data from Figure 30. Rating San Juan NHS experience.

Rating Category	Sample Size (n)
San Juan NHS is a safe place to visit	309
San Juan NHS is too crowded	313
Natural resources in San Juan NHS are in pristine condition	298
The entrance fee for San Juan NHS is too high	280
Vandalism and crime are not a problem at San Juan NHS	260
San Juan NHS is not accessible to a person with physical disabilities	230
Historical and cultural features in San Juan NHS are well maintained/preserved	308
Development of adjacent areas detracts from visitors' experience at San Juan NHS	291

Table 21. Data from Figure 31. Rating the quality of San Juan NHS facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	247
Exhibits (indoor and outdoor)	302
Restrooms	249
Walkways, trails, and roads	301
Campgrounds and/or picnic areas	47
Assistance from park employees	249
Park map or brochure	261
Ranger programs	52
Value for entrance fee paid	264
Commercial services in the park (food, lodging, gifts, rental, etc.)	153
Other services (if specified)	13
Learning about nature, history, or culture	277
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	116

Table 22. 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?	317	2
Including yourself, how many people contribute to your annual household income?	312	2