



2024 Socioeconomic Research of Roger Williams National Memorial

Report on 2024 Data Collection



Visitors and park rangers participate in a hands-on activity during Junior Ranger Day.

NPS

2024 Socioeconomic Research of Roger Williams National Memorial: Report on 2024 Data Collection

Science Report NPS/SR—2026/408

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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. Roger Williams National Memorial was selected as one of these units for 2024 implementation. This socioeconomic monitoring at Roger Williams National Memorial uses a two-step survey methodology to capture a representative sample of park visitors during the peak season of each respective park unit. 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 at assisting 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 2024 contribute to a technical report on national-level findings.

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 before. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

A pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at 24 NPS units across the country per year. Roger Williams National Memorial was selected as one of these 24 units in 2024. The study aims to deepen understanding of visitor demographics and characteristics at Roger Williams National Memorial.

This report presents the data and findings collected from the SEM Visitor Survey in 2024. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2024 SEM Visitor Survey sampling period are intended to provide park managers with data-supported insights into their visitors while enabling data analysis at the agency level and beyond for future applications.

This study collects information 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 the NPS unit and in collaboration with local partners and stakeholders.

This report does not include spending data, although it was collected as part of the study. For detailed information regarding visitor spending at Roger Williams National Memorial, please refer to the 2024 Visitor Spending Effects report.

The research was carried out by a 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 unit using the following methods:

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 park units using the intercept survey to capture visitor responses on higher priority information, 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 by asking these high priority questions during the intercept survey.

Study Area

The Roger Williams National Memorial local area map is shown in Figure 1. The local area around Roger Williams National Memorial consists of Providence County, Kent County, and Bristol County in Rhode Island, and Bristol County, Massachusetts. Within Roger Williams National Memorial, the study area was comprised of eight locations. Table 1 lists those sites, and the number of onsite intercept surveys completed at each. The distribution of surveyor effort across sites was determined based on historical visitor volumes and spatial distribution across the park's key areas. Park staff were consulted prior to the study launch to confirm sampling efforts were focused on the most popular and representative locations.

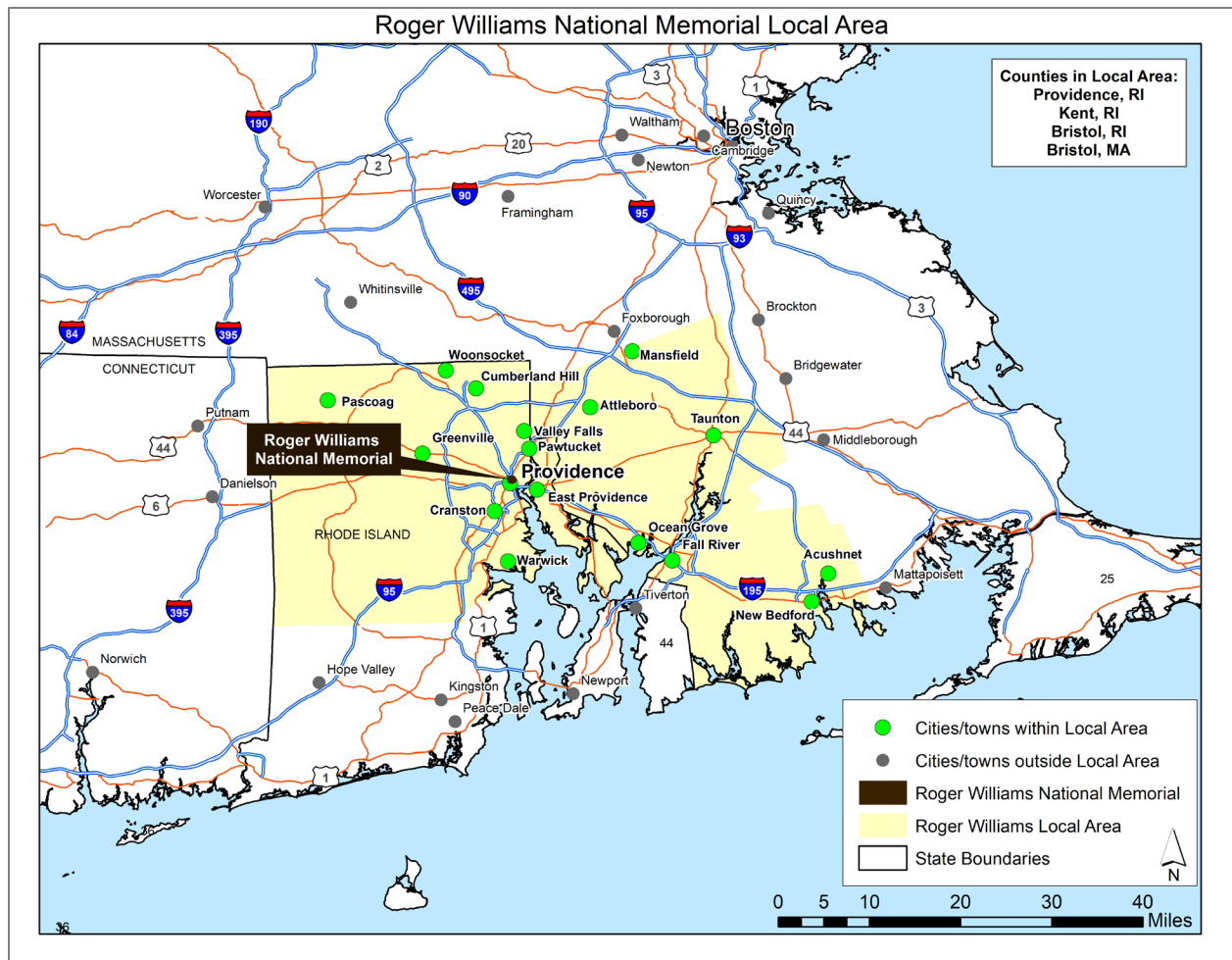


Figure 1. Roger Williams National Memorial local area map.
NPS

Table 1. Intercept surveys conducted within Roger Williams National Memorial.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
Parking Lot	22	23.2%
Visitor Center	21	22.1%
Small Bowl	16	16.8%
Bernon Grove	14	14.7%
Hahn Memorial	12	12.6%
We the People Bench	5	5.3%
Southwest Corner	3	3.2%
Southeast Corner	2	2.1%

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses, reaching the largest possible sample for the highest priority visitor information. The intercept sampling was conducted during the period of August 2nd through 13th, 2024. A sample of visitors were intercepted while visiting Roger Williams National Memorial 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 invite them to participate in a short 5–7-minute survey about their experience in Roger Williams National Memorial (NPS 2024). 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 Roger Williams National Memorial 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 Non-Response Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, 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, two surveyors were stationed simultaneously at the site from 9:00 am to 4:00 pm. Roger Williams National Memorial is a relatively small unit, so many of the sampling locations were within visual sight of each other. Therefore, a roving sampling strategy was employed onsite, with field team members moving throughout the park to locations where visitors were tending to congregate near the identified sampling locations. Each surveyor worked 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and had two days off during the 12-day sampling window.

Table 2. Response outcomes—Roger Williams National Memorial intercept survey.

Outcome	Total
Eligible visitors contacted	122
Complete refusals	22
Partial refusals (non-response bias questions completed)	5
Intercept surveys completed	95
Post-trip surveys distributed	94
Intercept response rate	77.9%
Post-trip acceptance rate	98.9%

Post-Trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through a provided postage-paid envelope, 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 2024). 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' identifying information. Joining the two datasets provides a more complete picture of 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 respondents 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 rates for the post-trip survey.

Table 3. Response outcomes—Roger Williams National Memorial post-trip survey.

Outcome	Total
Post-trip surveys distributed	94
Valid post-trip surveys completed	33
Response rate	35.1%

Non-Response 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%. Because the intercept survey response rate (77.9%) did not meet this threshold, non-response bias testing is recommended. However, as indicated in Table 2, only five eligible visitors who did not wish to participate in the survey answered the non-response bias questions, meaning that statistical testing to evaluate differences could not be conducted.

Because the post-trip survey response rate (35.1%) 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.

A chi-square test for homogeneity was performed for two of the three questions to evaluate differences between the groups (the test could not be performed for the third question due to low cell counts). The chi-square test for homogeneity is a statistical test used to determine whether there is a significant association between categorical variables. It compares observed data with expected frequencies to assess if any deviations are due to chance. A p-value of 0.05 is used as the indicated threshold of this significance; p-values of 0.05 or lower indicate significant difference between groups.

The p-values for the two tested questions are above the threshold of 0.05, indicating no significant differences between those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys on these measures. Based on the variables measured, this section of the study does not have a bias due to non-response. 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 Roger Williams National Memorial?” Note: p-value = 0.51.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	14	42.4%	22	35.5%
No	19	57.6%	40	64.5%

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?” Note: chi-square test cannot be performed due to low cell counts.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	32	97.0%	60	96.8%
No	1	3.0%	2	3.2%

Table 6. Post-trip survey non-response bias question: “On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence either in Roger Williams National Memorial and/or within the local area?” Note: p-value = 0.62.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	9	27.3%	20	32.3%
No	24	72.7%	42	67.7%

Results

Results are presented separately for both the intercept and post-trip surveys 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. Some questions were omitted because they were not applicable to this report.

Intercept Survey Results

The following section provides results of the 95 visitor intercept surveys conducted in Roger Williams National Memorial from August 2nd through 13th, 2024. 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 Roger Williams National Memorial. 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.

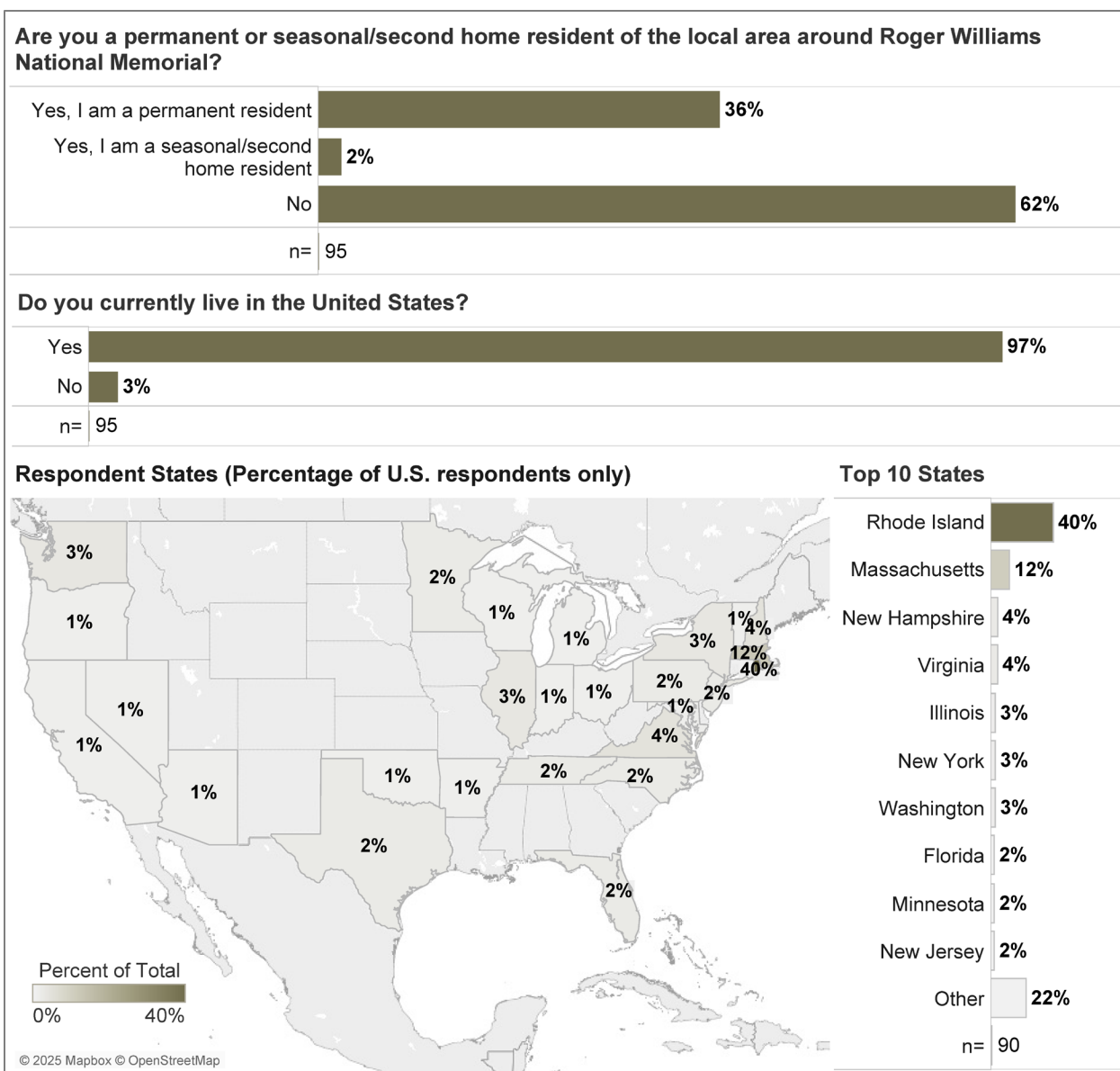


Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Roger Williams National Memorial.

NPS

- Almost two-thirds of respondents (62%) stated that they were not permanent or seasonal residents of the local area around Roger Williams National Memorial.
- There was a large geographic concentration of respondents from Rhode Island (where Roger Williams National Memorial is located).
- Among the 97% of respondents currently residing in the U.S., 40% reside in Rhode Island, followed by Massachusetts (12%), New Hampshire (4%), and Virginia (4%).

Question 3: Trip Purpose

Respondents who are not permanent or seasonal residents of the local area were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the local area were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 3 depicts responses to this group of questions.

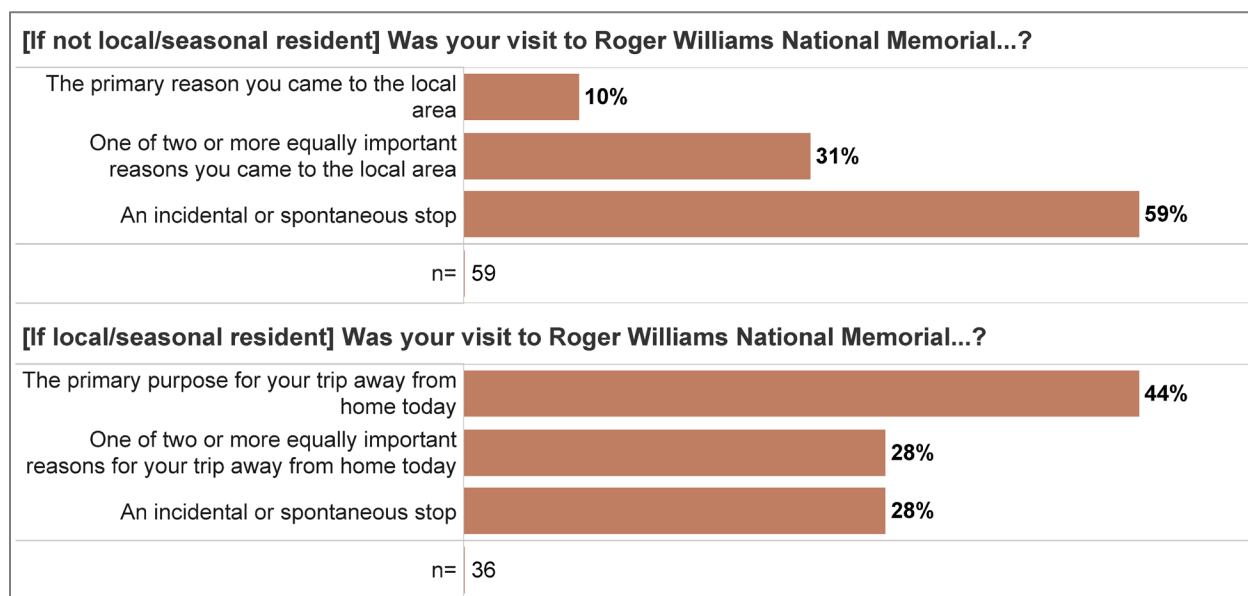


Figure 3. Role of Roger Williams National Memorial in overall trip purpose.

NPS

- The majority of respondents (59%) indicated their visit to Roger Williams National Memorial was an incidental or spontaneous stop while they were already in the area.
- Almost one-third (31%) of respondents who resided outside the local area stated that their visit to Roger Williams National Memorial was one of two or more equally important reasons that brought them to the area.
- The remaining 10% of non-local respondents stated that visiting Roger Williams National Memorial was the primary reason for their trip to the area.
- Among permanent or seasonal local resident respondents, 44% indicated that their visit to Roger Williams National Memorial was the primary purpose of their trip away from home on the day of their visit, while about a quarter of local respondents indicated their visit to Roger Williams National Memorial was one of two or more equally important reasons for their trip away from home that day (28%). The remaining 28% of local respondents indicated their visit was an incidental or spontaneous stop.

Question 4: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around Roger Williams National Memorial 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.

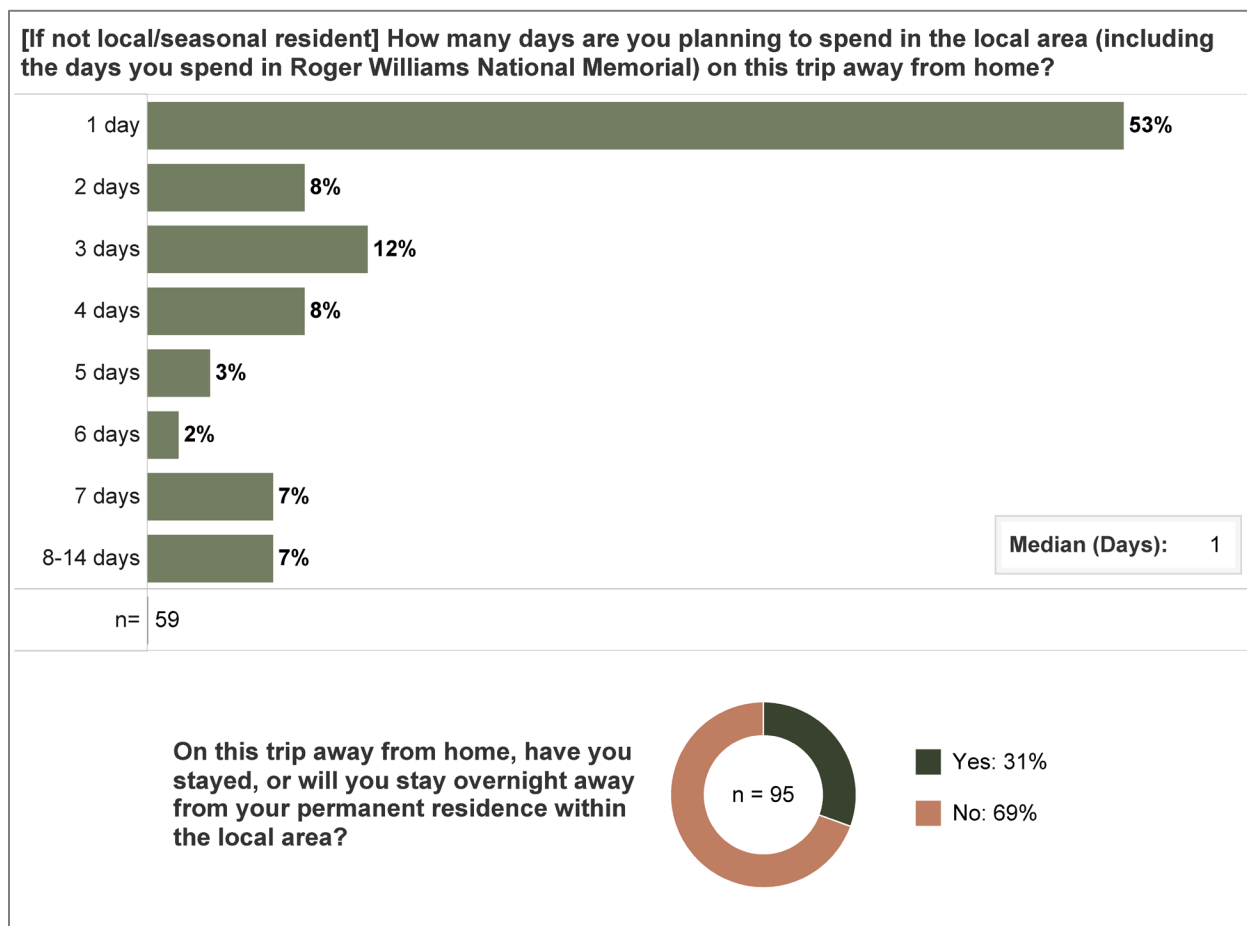


Figure 4. Time spent in the local area around Roger Williams National Memorial.

NPS

- Just over half of non-local respondents (53%) spent one day in the local area, while eight percent spent two days, and 12% spent three days. The median length of stay was one day.
- Additionally, about one-third of all respondents (31%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

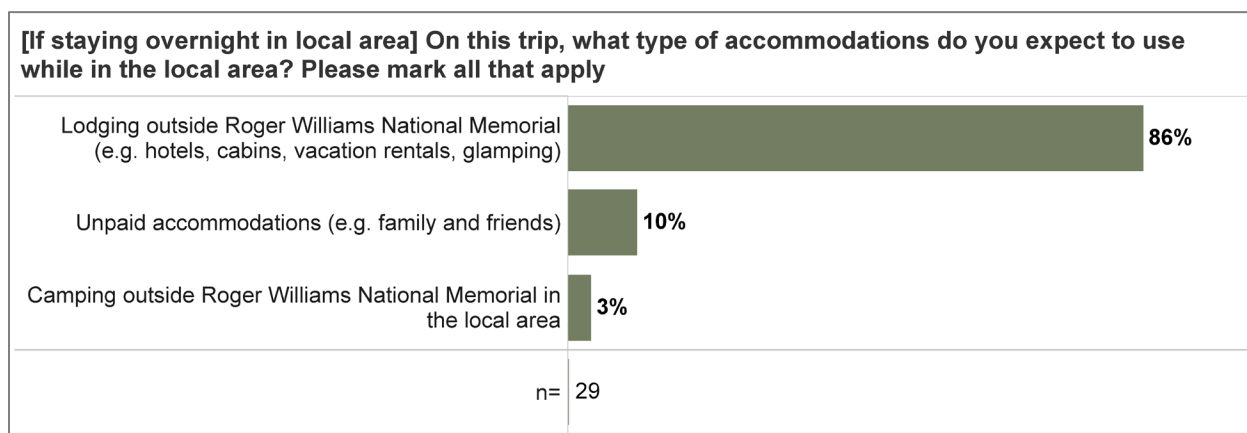


Figure 5. Accommodation types used by overnight visitors within Roger Williams National Memorial and in the local area surrounding it.

NPS

- Most overnight respondents (86%) utilized lodging in the local area.
- This was followed in prevalence by the use of unpaid accommodations (10%) and camping in the local area (3%).

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

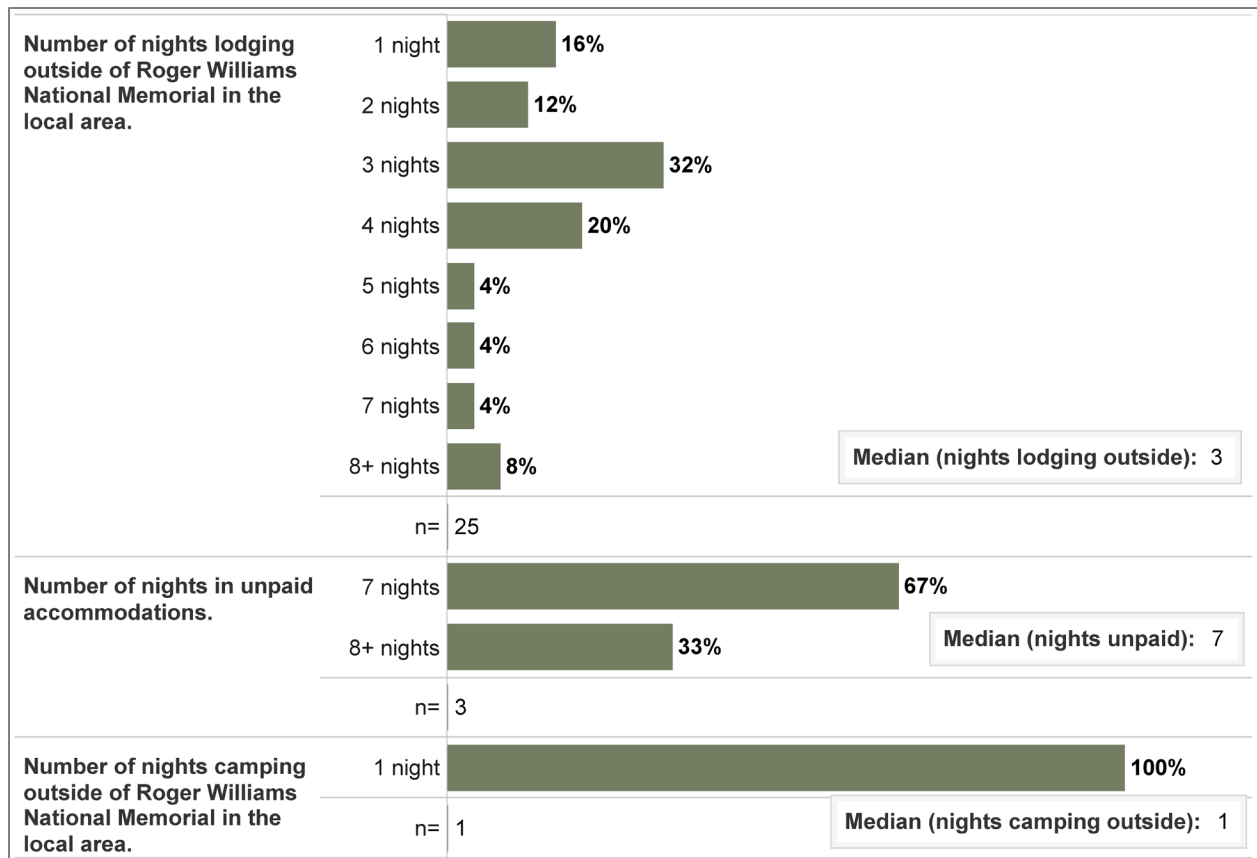


Figure 6. Number of nights spent within Roger Williams National Memorial and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 86% of overnight respondents who lodged in the local area (per Figure 5), median length of stay was three nights. Just over a quarter (a combined 28%) lodged two nights or fewer in the local area this trip; 60% spent three nights or fewer.
- Among the 10% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was seven nights. Two-thirds (67%) spent seven nights, while the remaining 33% stayed for eight or more nights.
- The one overnight respondent (3%) who camped in the local area (per Figure 5), stayed for one night.

Questions 7–9: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Roger Williams National Memorial (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.

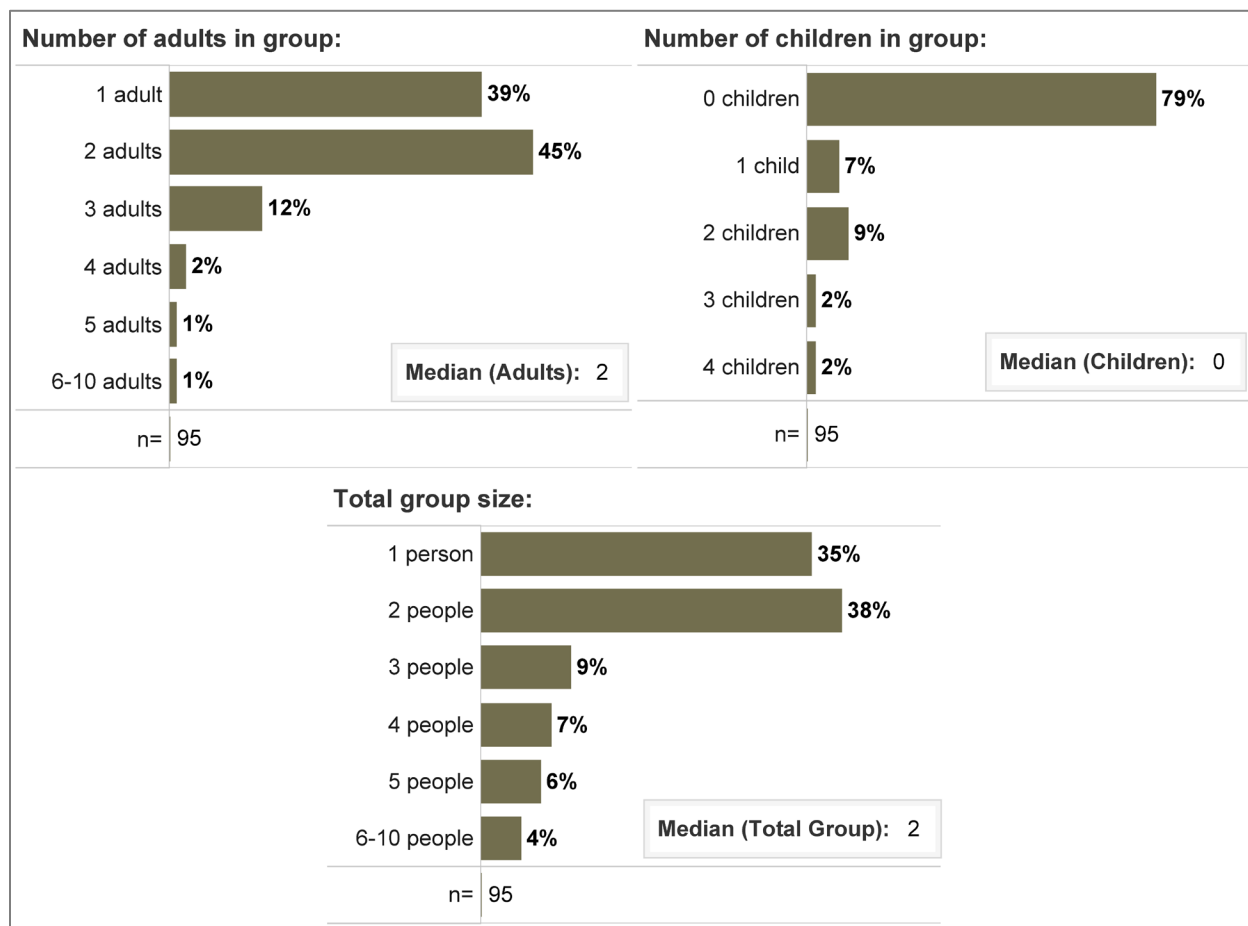


Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting Roger Williams National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was two. A plurality of groups (45%) included two adults, while 39% of groups had one member.
- Most groups (79%) did not include any children.
- The median total number of people (adults and children) per group was two.

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 Roger Williams National Memorial.

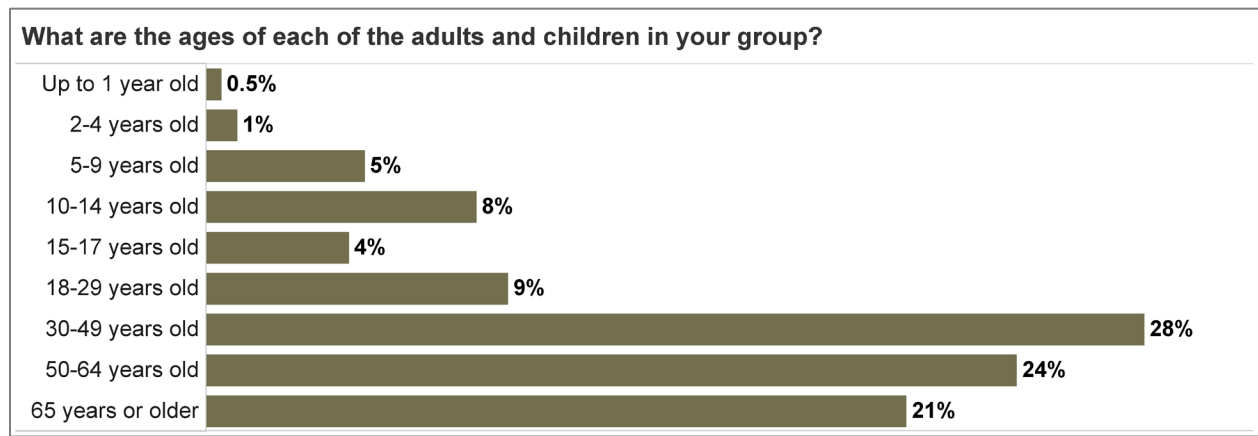


Figure 8. Age distribution of all members of respondent's personal group while visiting Roger Williams National Memorial.

NPS

- The most common age of the adults and children in a personal group was 30 to 49 years old (28%), followed by 50 to 64 years old (24%), and 65 years or older (21%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 18.5% of group members.

Questions 12–16: Park Use Characteristics

Respondents were asked to indicate if they planned to visit Roger Williams National Memorial for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 9 and Table 7).

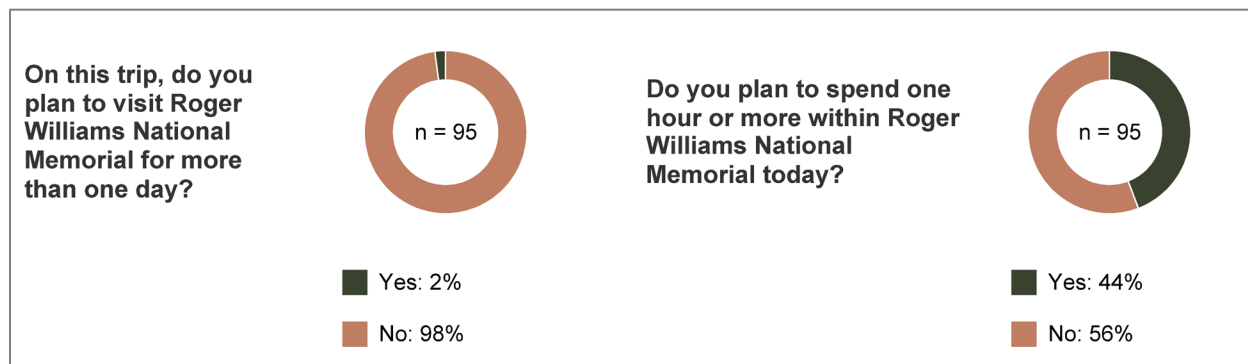


Figure 9. Length of time spent within Roger Williams National Memorial on this trip.

NPS

Table 7. Length of time spent within Roger Williams National Memorial 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 Roger Williams National Memorial today?	53	20
[If planning to spend one hour or more] How many hours do you plan to spend within Roger Williams National Memorial today?	42	1
[If planning to visit more than one day] How many days do you plan to spend within Roger Williams National Memorial on this trip?	2	3
[If planning to visit more than one day] On how many different days do you expect to enter the park?	2	3

- A minority of respondents (44%) planned to spend one hour or more within Roger Williams National Memorial on the day they were surveyed. Among these visitors, the median length of time spent in the park “today” was one hour.
- Among the 56% of respondents who planned to spend less than an hour within the park on the day they were surveyed, the median length of anticipated visit was 20 minutes.
- Additionally, nearly all respondents (98%) were planning to spend just a single day in Roger Williams National Memorial on their trip. Among the two percent of respondents who planned to visit for more than one day, the median length of visit was three 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 three days.

Next, respondents were asked to indicate the most recent entrance they used to enter Roger Williams National Memorial (Figure 10).

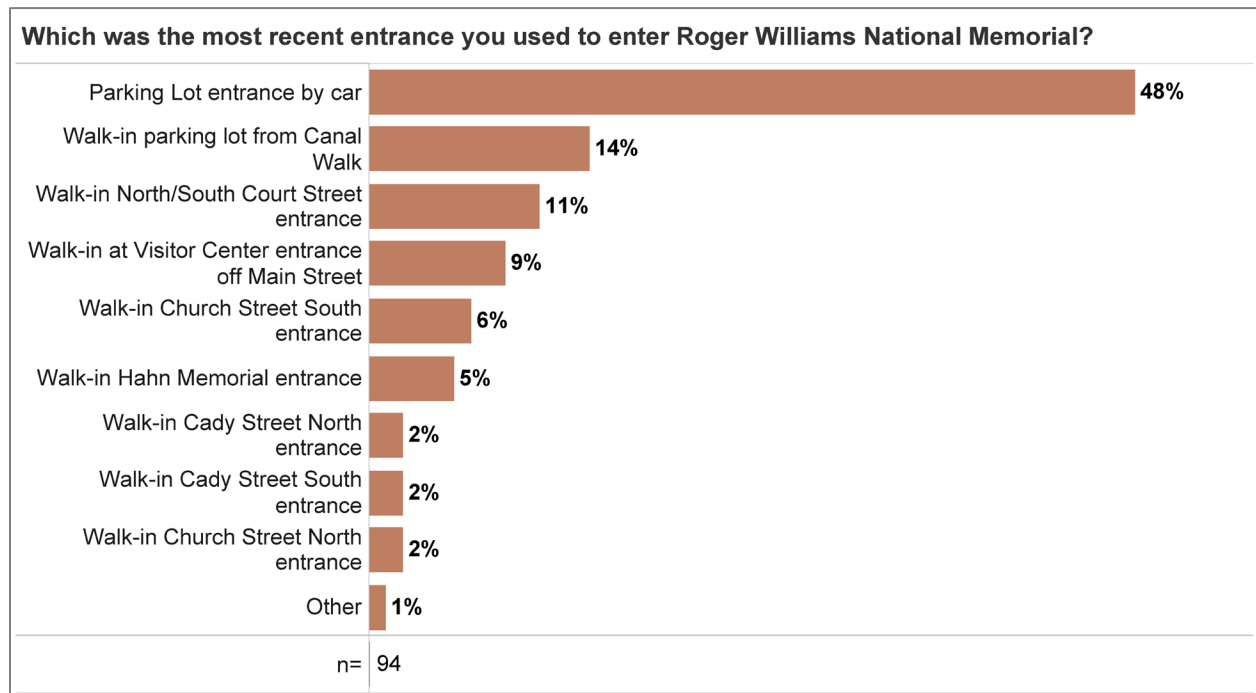


Figure 10. Most recent entrance used to enter Roger Williams National Memorial.

NPS

- Among respondents, the Parking Lot entrance was the most commonly used entrance to Roger Williams National Memorial (48%) for visitors who arrived by car.
- Various walk-in entrances were used by respondents, with the parking lot from the Canal Walk (14%), North/South Court Street entrance (11%), and the Visitor Center entrance off Main Street (9%) being the most commonly used.
- Due to park geography and proximity of intercept sites to entrances, the results for most recent entrance used were impacted by the volume of visitors intercepted at various sites.

Respondents were also presented with a list of locations within Roger Williams National Memorial and asked to indicate if they had been to, or planned to visit them, that day (Figure 11).

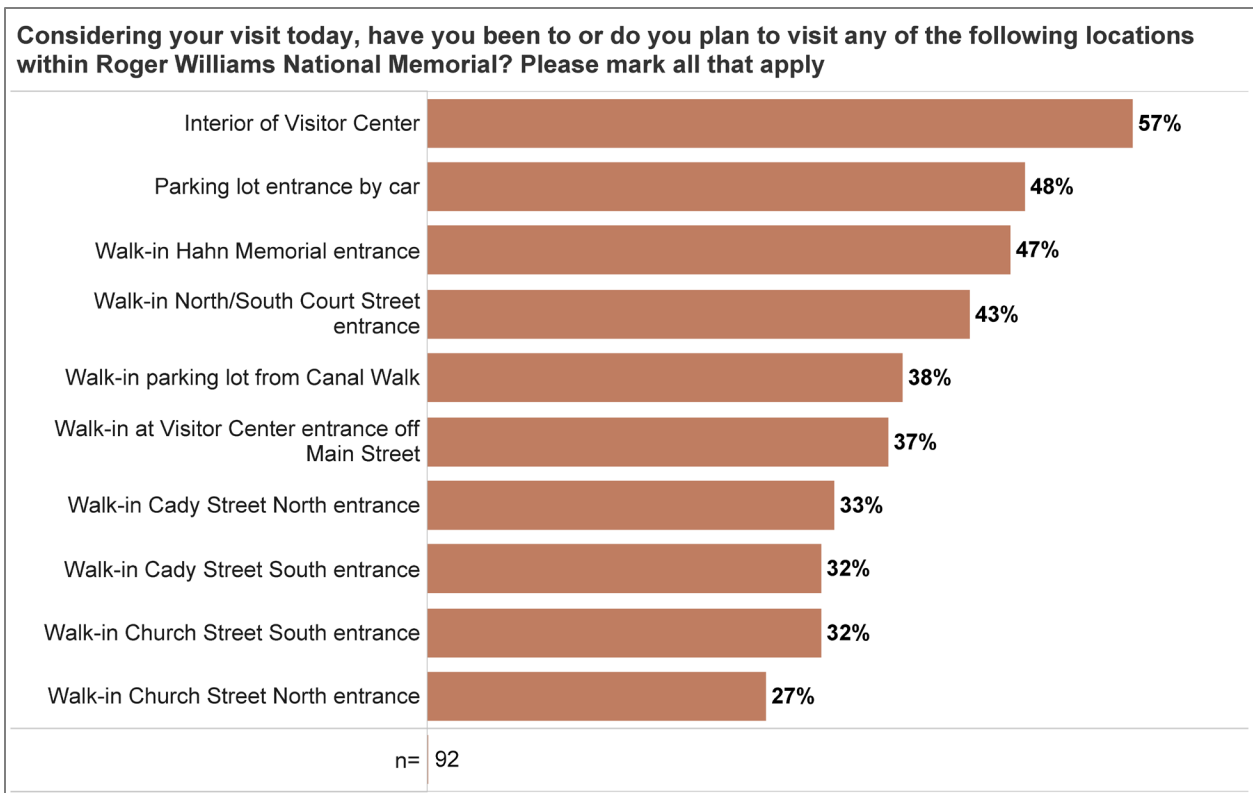


Figure 11. Park locations visited during the most recent trip to Roger Williams National Memorial.
NPS

- The most visited location in Roger Williams National Memorial was the interior of the Visitor Center (57% of respondents had either been there or planned to visit it on their trip), followed by the parking lot entrance (48%), and the walk-in Hahn Memorial entrance (47%).
- The walk-in Church Street North entrance was the least-visited location from the list provided, with 27% of respondents reporting having visited or planning to visit.

Question 17: Transportation

Respondents were asked about the form of transportation they used to enter Roger Williams National Memorial on the day they were surveyed (Figure 12).

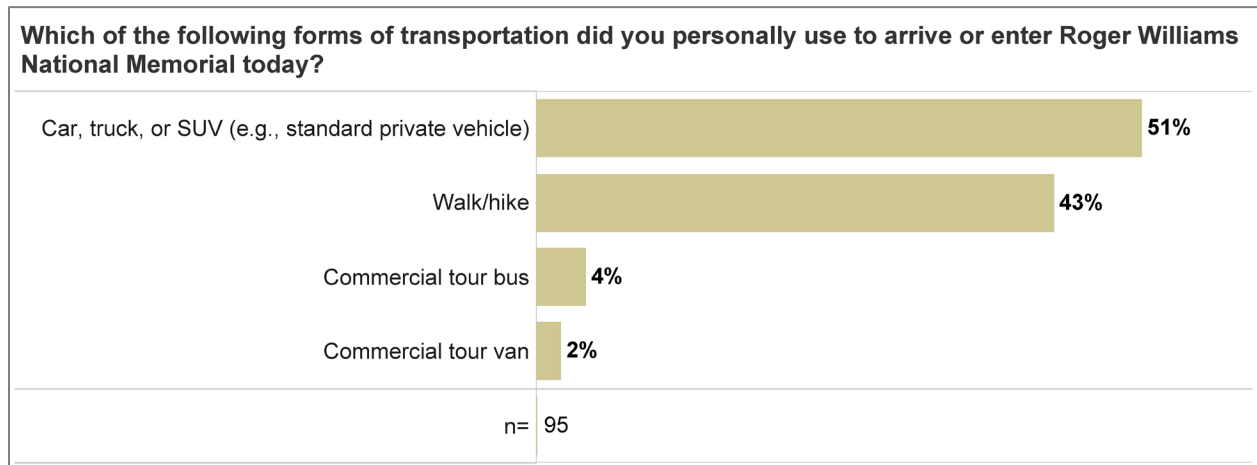


Figure 12. Form of transportation used to enter Roger Williams National Memorial on the day of the survey.

NPS

- The majority of respondents (51%) reported that they used their car, truck, or SUV to enter Roger Williams National Memorial on the day of the survey.
- This was followed by walking or hiking (43%) and distantly by commercial tour buses (4%) and commercial tour vans (2%).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV), they were asked to indicate how many people were traveling in that vehicle (Figure 13).

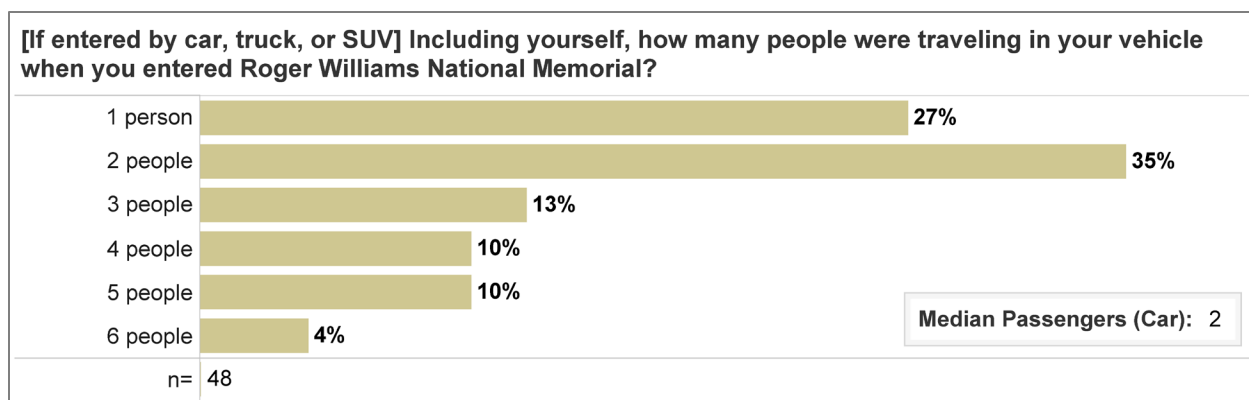


Figure 13. Number of people in respondent's vehicle when entering Roger Williams National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- Slightly over one-third of respondents (35%) traveling by car reported two people. The next most common group size was one person (27%), followed by three people (13%).

Question 19: Previous Visits to Roger Williams National Memorial

Respondents were asked if they were first time visitors to Roger Williams National Memorial. Repeat visitors were then asked how many visits they have made to Roger Williams National Memorial in the last 12 months and the last five years (Figure 14).

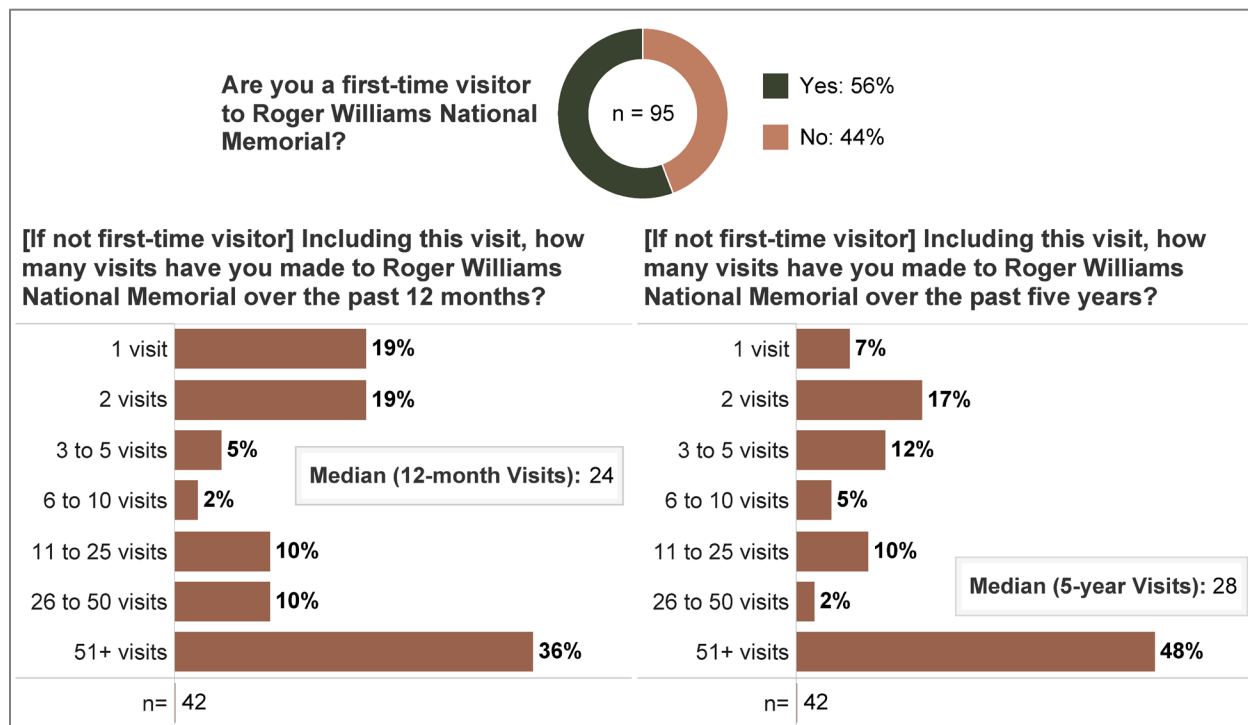


Figure 14. Previous visits to Roger Williams National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- A majority of respondents (56%) were on their first ever trip to Roger Williams National Memorial.
- Among the 44% of respondents who were repeat visitors, about one-third (36%) had visited Roger Williams National Memorial more than 51 times in the past year, while about one-fifth (19%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, most repeat visitors (93%) had visited at least one prior time in the past five years.
- The median number of visits made in the past five years was 28, including the current trip; 60% 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 15).

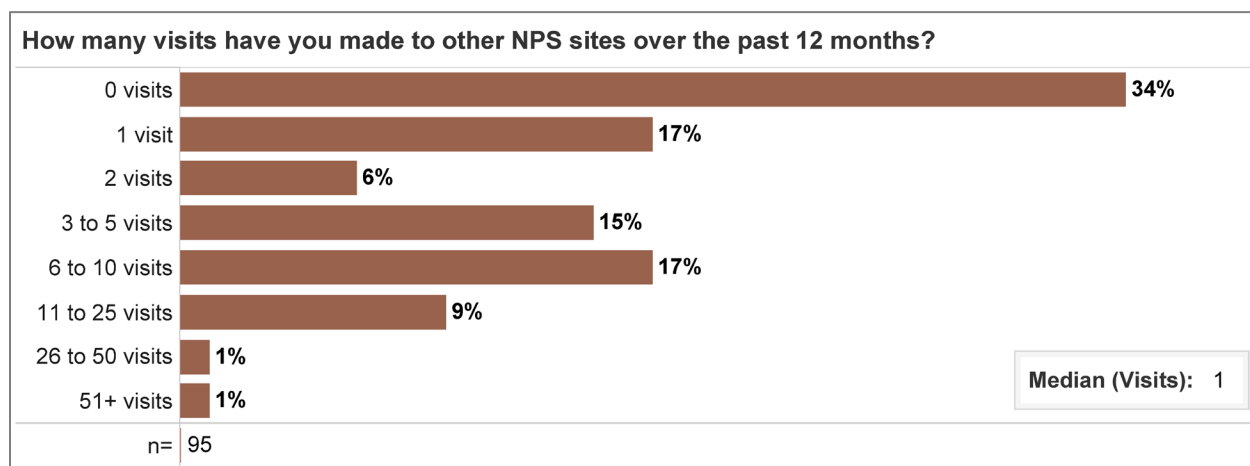


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- Two-thirds of respondents (66%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was one, though a combined 43% had made three or more visits in the past year.

Post-Trip Survey Results

The following section provides results of the 33 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Roger Williams National Memorial in summer 2024. 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 Roger Williams National Memorial

First, respondents were asked what sources they used to obtain information about Roger Williams National Memorial prior to their trip, and whether they had the information they needed on their trip (Figure 16).

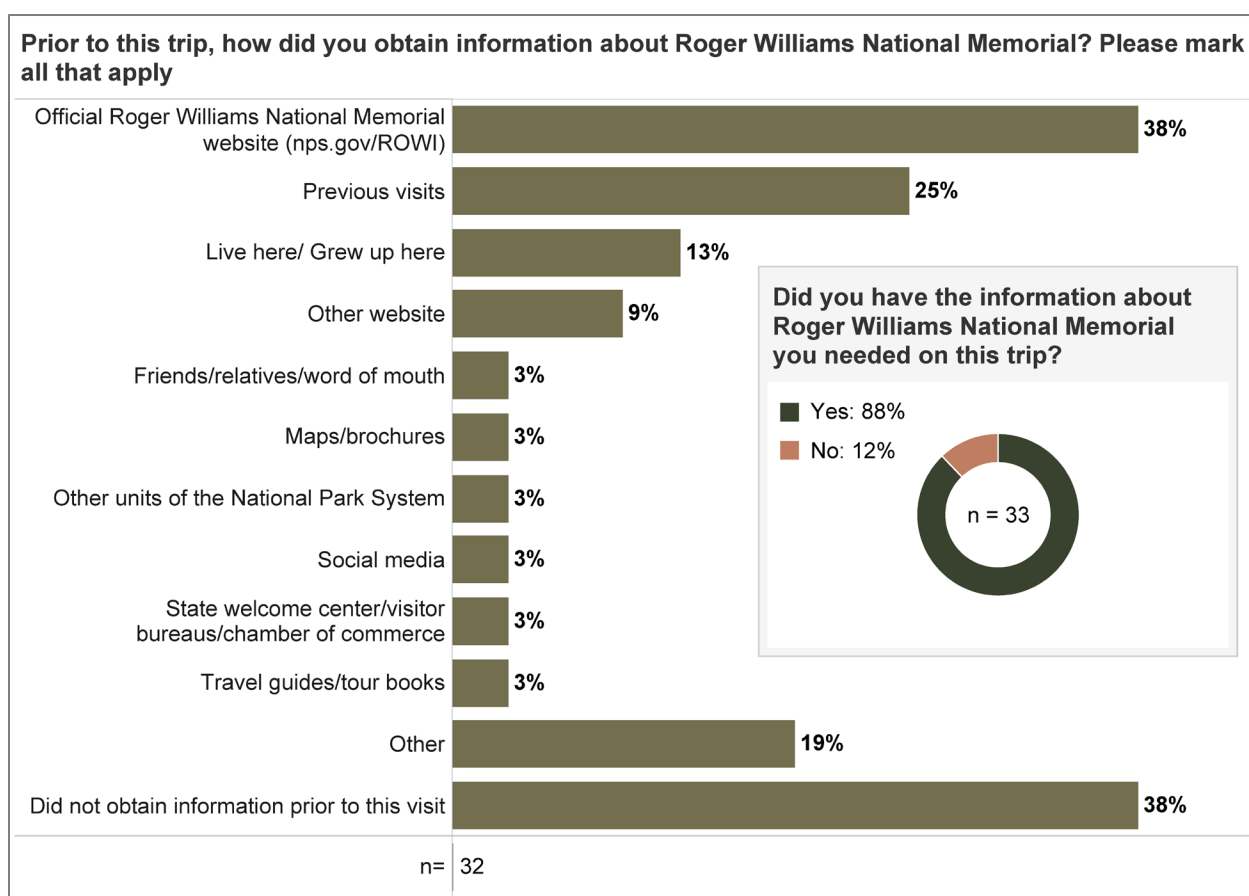


Figure 16. Sources used to obtain information about Roger Williams National Memorial prior to the trip.
NPS

- The most used resource was the official [Roger Williams National Memorial website](https://www.nps.gov/rowi) (nps.gov/rowi), with 38% of respondents reportedly using it. The second most common source was information from previous visits (25%), followed by information gained from living or growing up in the local area (13%), and other websites (9%).
- Notably, 38% of respondents indicated that they did not obtain information about the Roger Williams National Memorial prior to their visit.
- In a follow-up question, 88% of respondents said that they had the information about Roger Williams National Memorial that they needed on their trip, while 12% 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

In the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept. In the post-trip survey, respondents were asked to select all forms of transportation they personally used to travel from their home to Roger Williams National Memorial on their trip (Figure 17).

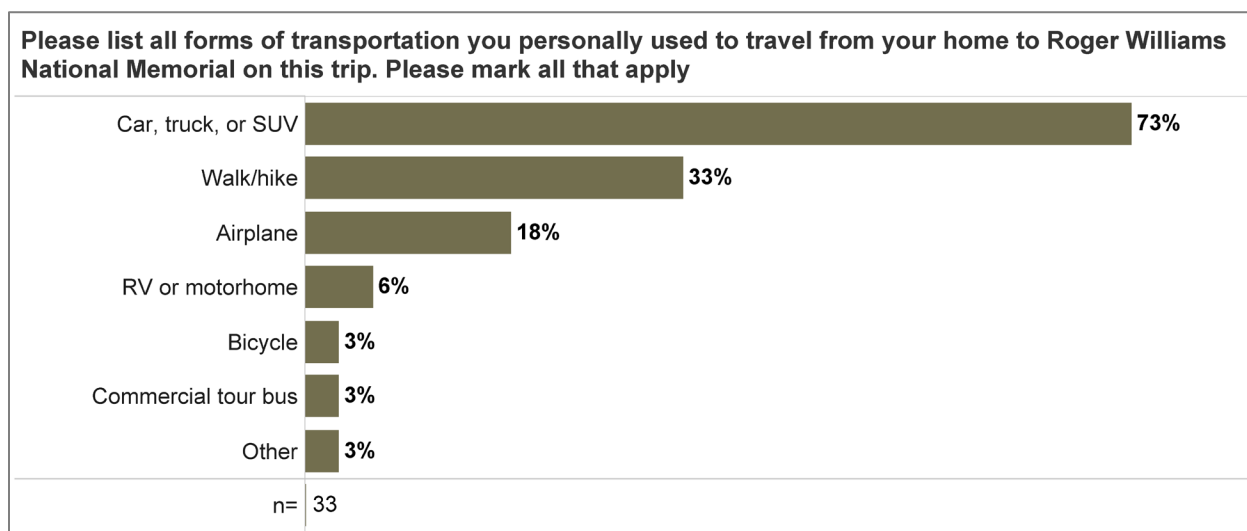


Figure 17. Forms of transportation used to travel from home to Roger Williams National Memorial on the recent trip.

NPS

- Almost three-quarters of respondents (73%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Roger Williams National Memorial.
- The second most common mode of travel was walking or hiking (33%), followed by airplane (18%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Roger Williams National Memorial on the day of the survey (Figure 18).

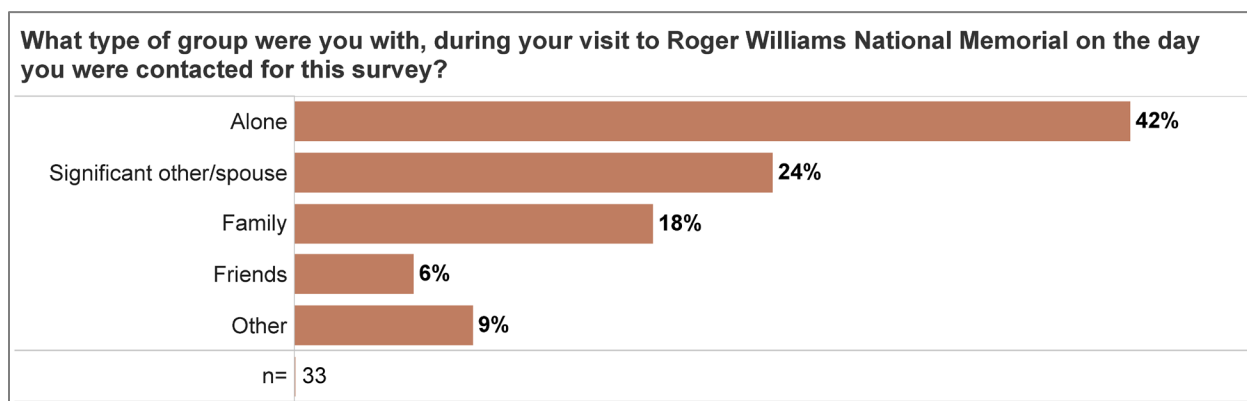


Figure 18. Travel party composition during Roger Williams National Memorial visit.

NPS

- A plurality of respondents (42%) visited Roger Williams National Memorial alone on the day of the survey.
- A quarter of respondents (24%) explored Roger Williams National Memorial with their significant other or spouse, and another 18% visited the park with their family, while six percent visited with friends.

Questions 11–13: Trip Characteristics

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

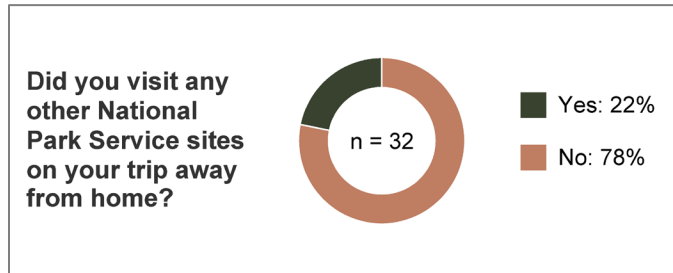


Figure 19. NPS sites visited on trip away from home.

NPS

- About three-quarters of respondents (78%) identified Roger Williams National Memorial as the only NPS site they visited while away from home while 22% of all respondents had visited other NPS sites on their trip.
- 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 Roger Williams National Memorial, and which of those was their primary activity (Figure 20).

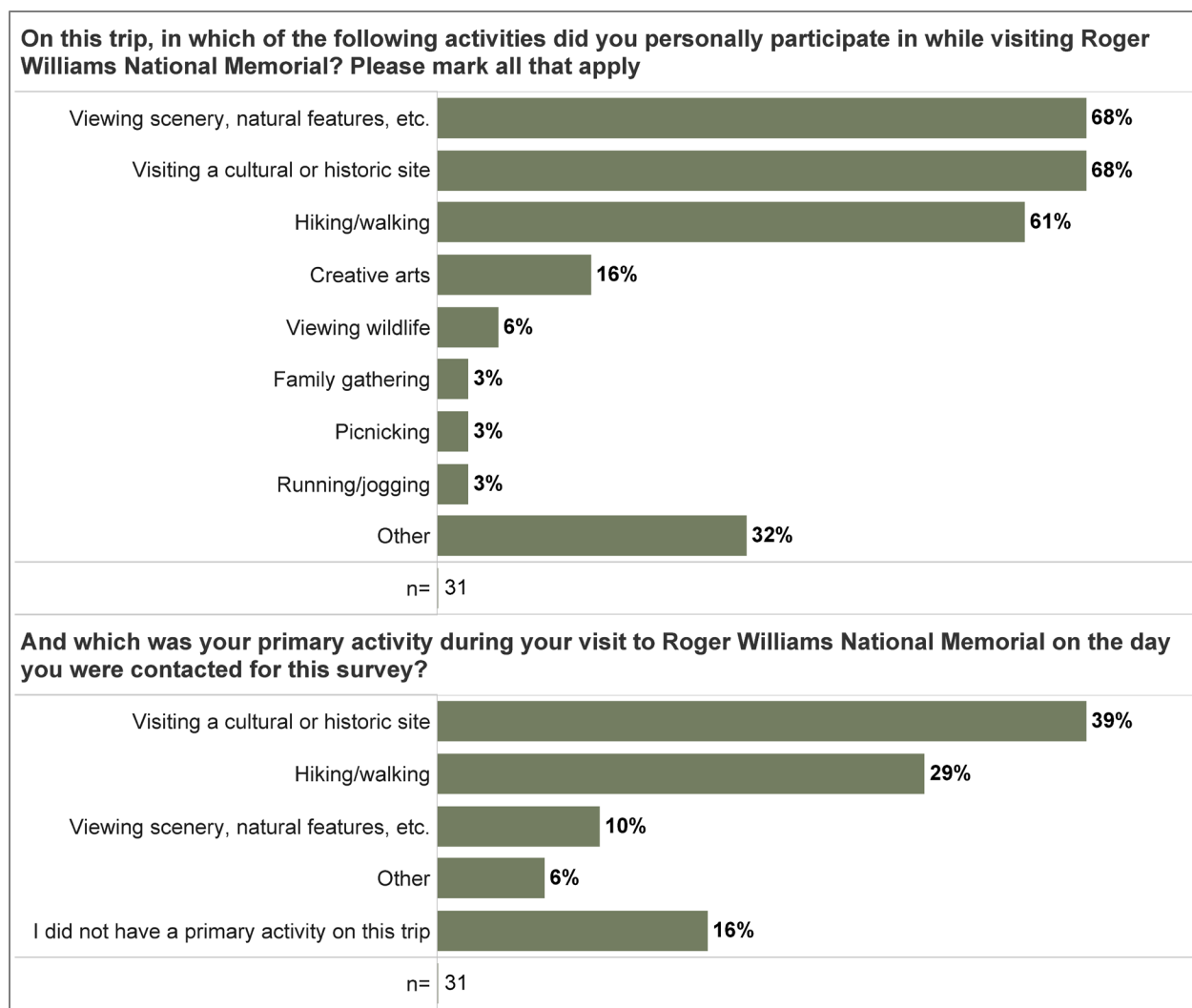


Figure 20. Participation in activities at Roger Williams National Memorial.

NPS

- A majority of all respondents reported viewing scenery or natural features (68%), visiting a cultural or historic site (68%), and hiking or walking (61%).
- Creative arts, viewing wildlife, family gathering, picnicking, and running or jogging were all uncommon activities (reported by 16% or fewer respondents).
- Almost four in ten respondents (39%) reported viewing a cultural or historic site as their primary activity, followed by hiking and walking (29%).

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of several reasons to visit Roger Williams National Memorial on their trip and were then asked which of those was the most important reason for them to visit Roger Williams National Memorial (Figure 21).

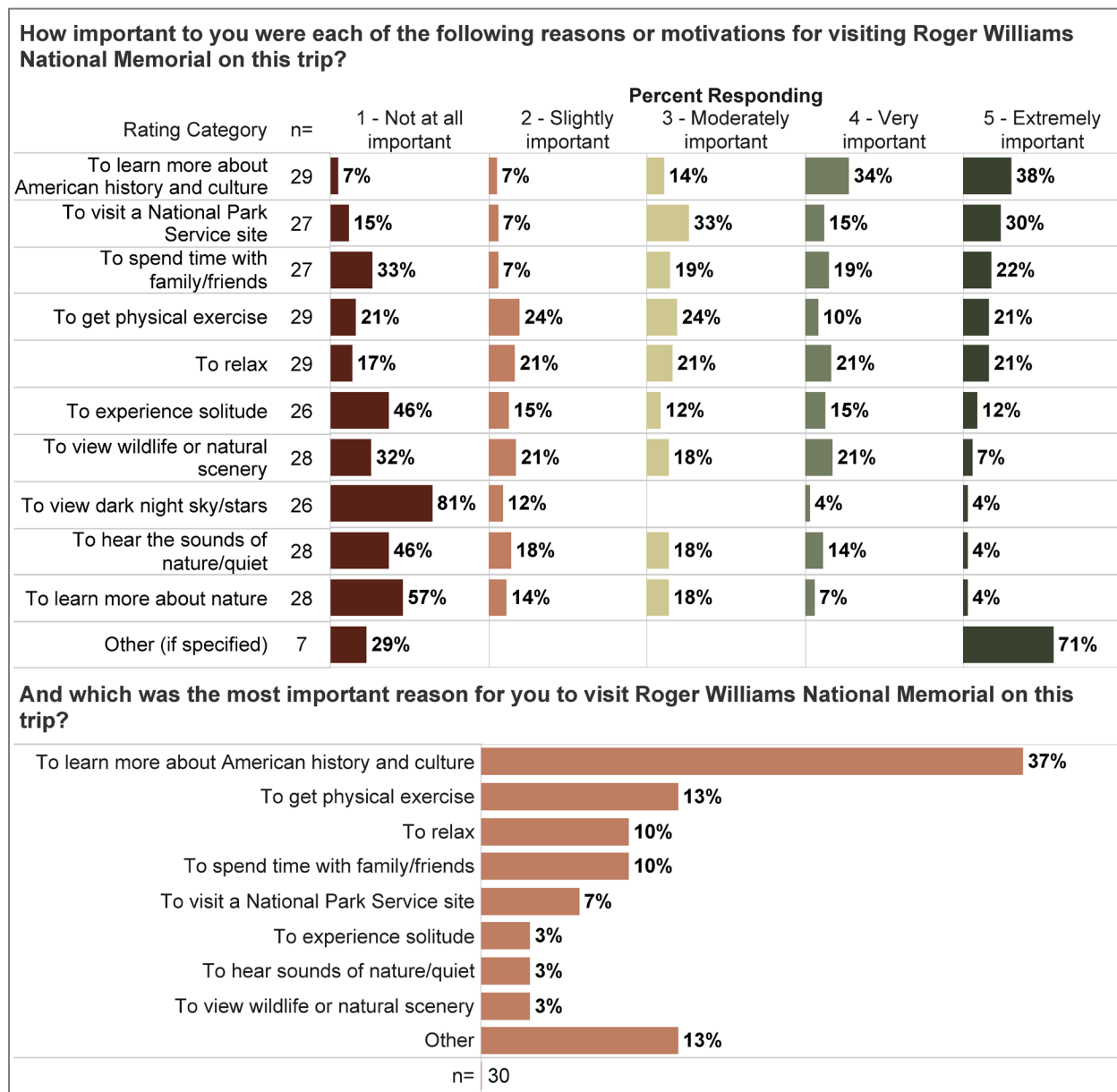


Figure 21. Reasons or motivations to visit Roger Williams National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- About one-third of respondents chose learning more about American history and culture (38%) and visiting a National Park Service site (30%) as extremely important reasons for their trip to Roger Williams National Memorial.
- Other important reasons were spending time with family and friends and getting physical exercise (22% and 21% of respondents, respectively, rated them as extremely important).
- The least important reasons were viewing the dark night sky or stars and learning more about nature (only 4% of respondents rated each of them as extremely important, and 81% and 57% of respondents, respectively, rated them as not at all important).
- The most common response for the most important reason was learning more about American history or culture (37%), followed by getting physical exercise (13%), relaxation (10%), and spending time with family or friends (10%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Roger Williams National Memorial during their trip (Figure 22).

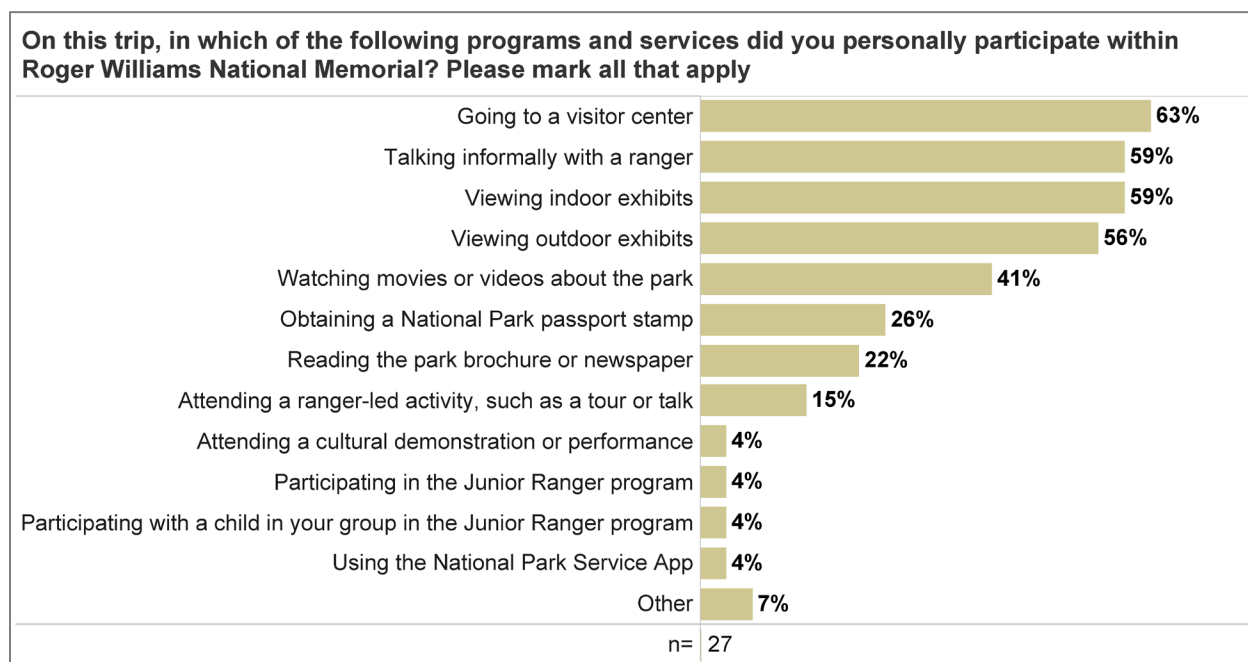


Figure 22. Participation in programs at Roger Williams National Memorial.

NPS

- A majority of respondents reported going to a visitor center (63%), talking informally with a ranger (59%), viewing indoor exhibits (59%), and viewing outdoor exhibits (56%). Programs and services that received less participation included attending a cultural demonstration or performance (4%), participating in the Junior Ranger program (4%), participating with a child in the Junior Ranger program (4%), and using the National Park Service app (4%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 23).

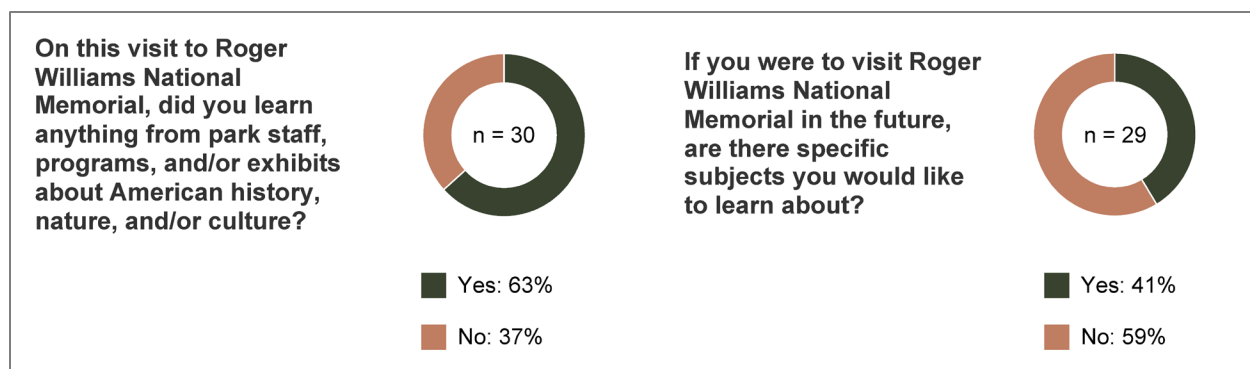


Figure 23. Learning outcomes while visiting Roger Williams National Memorial.

NPS

- About two-thirds of respondents (63%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Four in ten respondents (41%) reported that if they were to visit Roger Williams National Memorial 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 Roger Williams National Memorial (Figure 24).

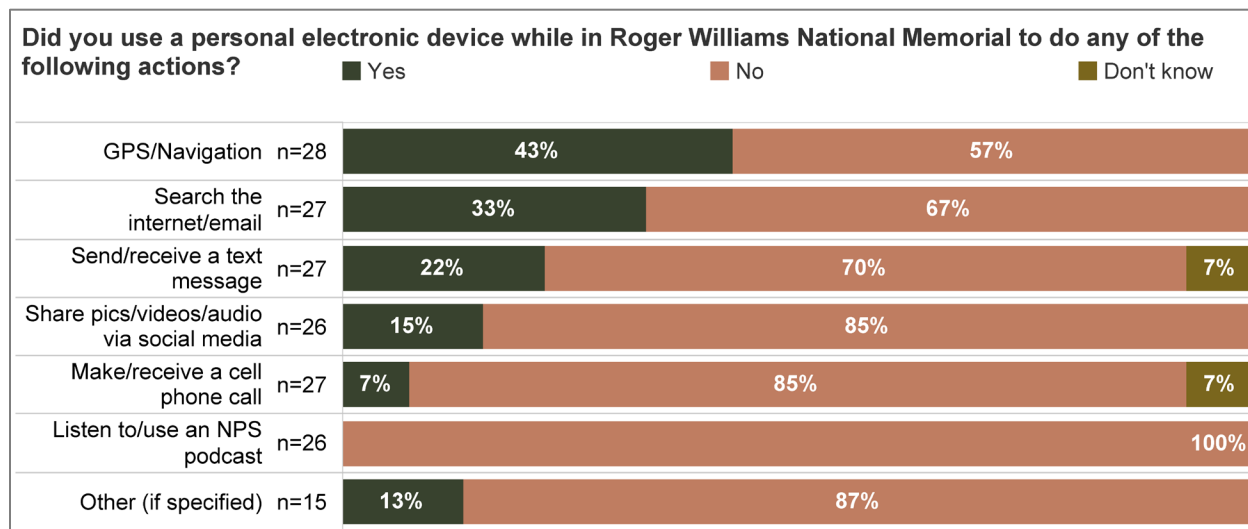


Figure 24. Use of personal electronic devices while visiting Roger Williams National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- About four in ten respondents (43%) reported using GPS or navigation, and one-third of respondents (33%) reported searching the internet or email.
- Conversely, no respondents reported listening to or using an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 25), and the quality of their service (Figure 26).

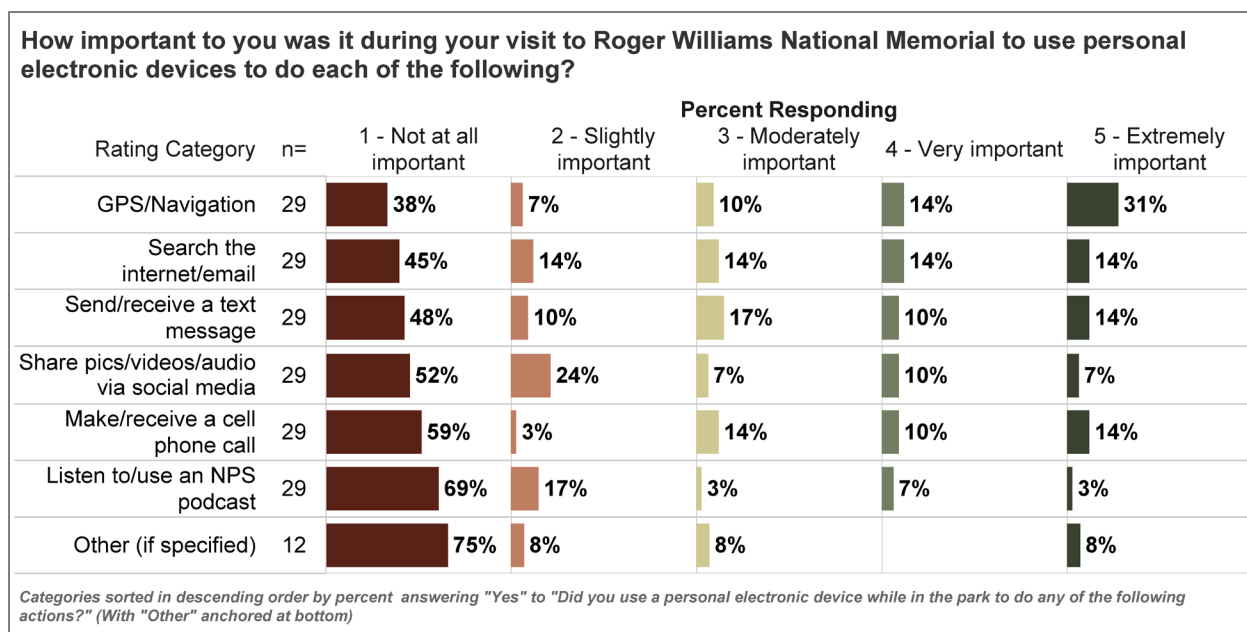


Figure 25. The importance of the use of personal electronic devices while visiting Roger Williams National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The most important device uses were GPS/navigation and searching the internet or email (31% and 14% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important only by three percent of respondents, and not at all important by 69% of respondents.

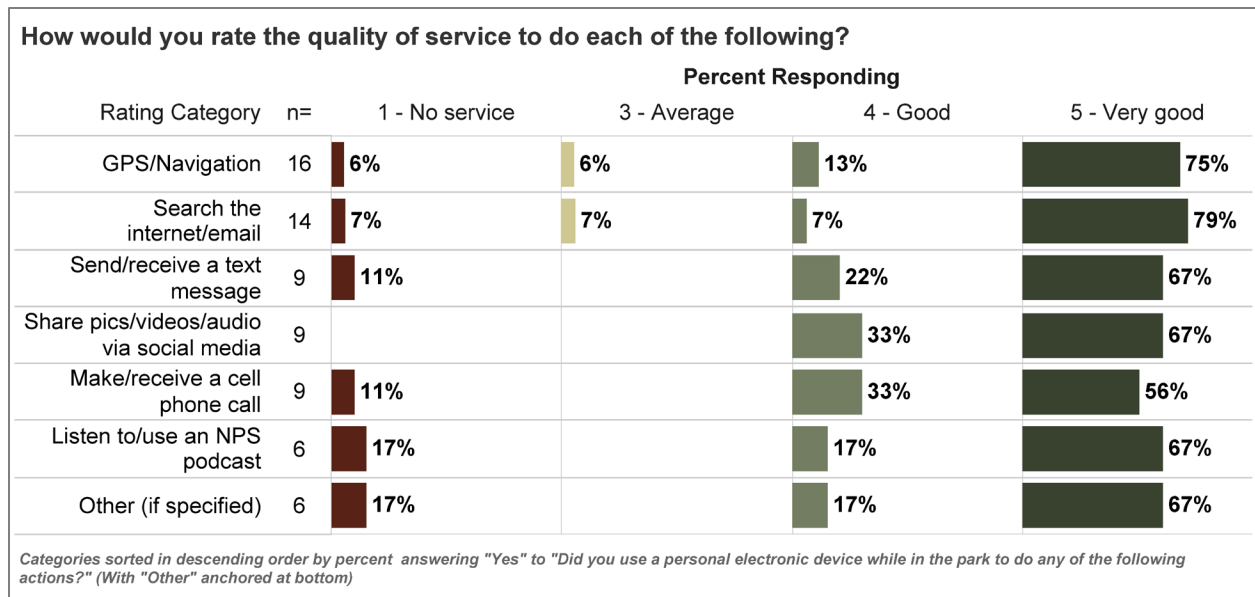


Figure 26. Quality of service for personal electronic devices while visiting Roger Williams National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- Searching the internet and email was rated as very good or good by 79% and seven percent of respondents, respectively, while GPS/navigation was rated as very good by 75% of respondents and as good by 13%. However, seven and six percent of respondents, respectively reported that they had no service for these services.
- A small number of respondents (ranging from 11% to 17%, depending on the service) reported that they also had no service for listening to or using an NPS podcast, making or receiving cell phone calls, and sending or receiving text messages.
- A majority of respondents (ranging from 56% to 79%, depending on the service) rated the quality of service to do tasks on personal electronic devices 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 Roger Williams National Memorial. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

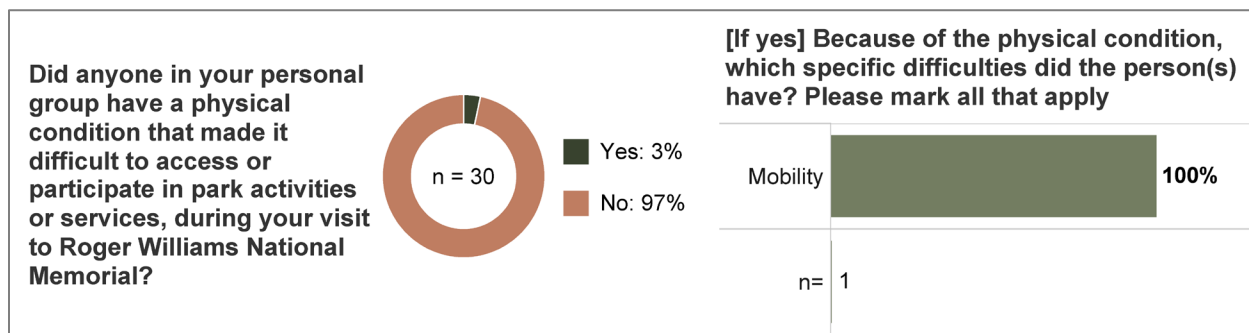


Figure 27. Physical difficulties while visiting Roger Williams National Memorial.

NPS

- The majority of respondents (97%) 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 Roger Williams National Memorial.
- The one respondent (3%) who identified a physical difficulty in their group reported a mobility issue as the only difficulty.

Questions 24–27: Visitor Experience

Respondents were asked if their visit to Roger Williams National Memorial met their expectations (Figure 28).

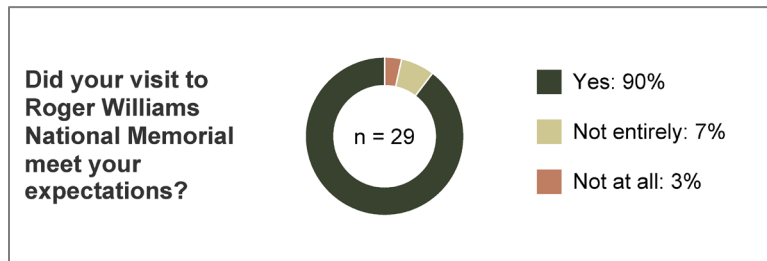


Figure 28. Meeting Roger Williams National Memorial expectations.

NPS

- The majority of respondents (90%) reported that their visit to Roger Williams National Memorial met their expectations, while seven percent of respondents said it did not meet their expectations entirely, and three percent of respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents were asked to elaborate on their responses.

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

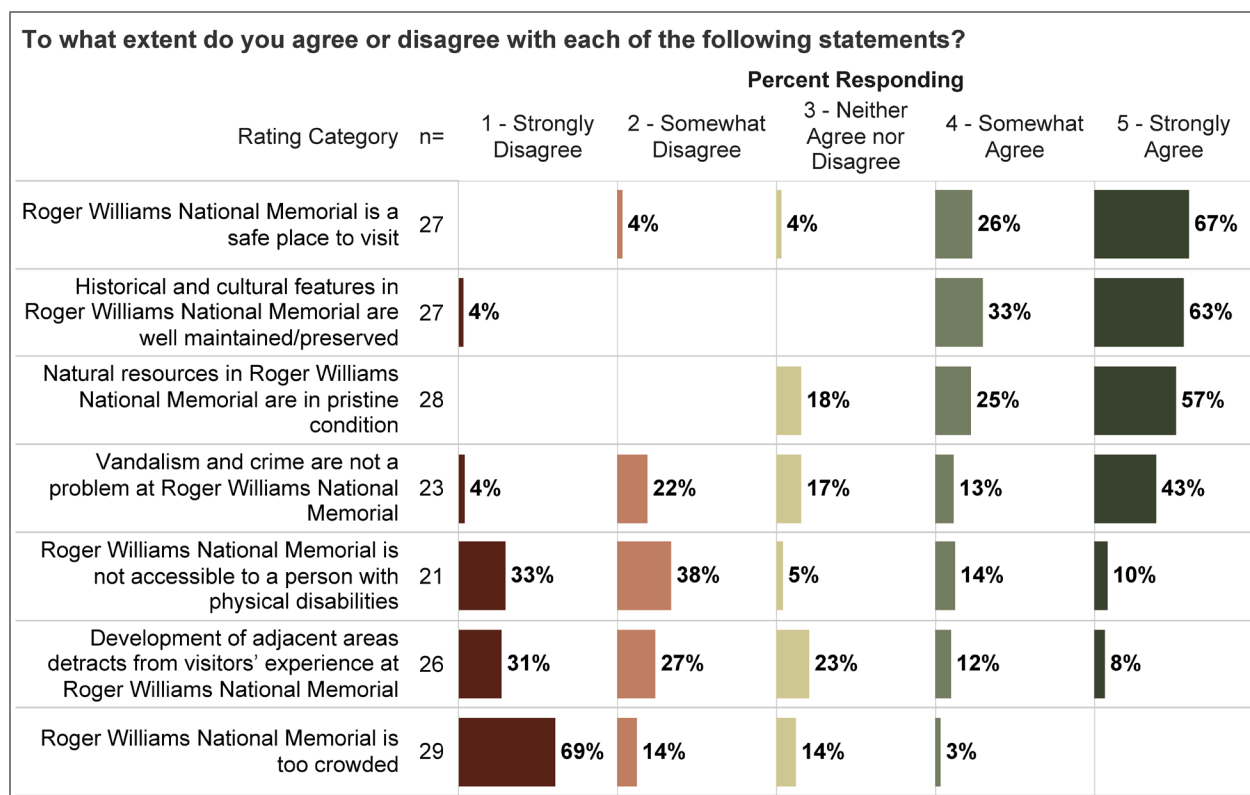


Figure 29. Rating Roger Williams National Memorial experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “historical and cultural features in Roger Williams National Memorial are well maintained and preserved” received the most consensus with a combined 96% of respondents saying they either strongly or somewhat agree with it. That was followed by “Roger Williams National Memorial is a safe place to visit” and “natural resources in Roger Williams National Memorial are in pristine condition” (93% and 82% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “Roger Williams National Memorial is too crowded” received the least support, with only three percent of respondents somewhat agreeing with this statement, and 69% of respondents strongly disagreeing with it.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Roger Williams National Memorial (Figure 30).

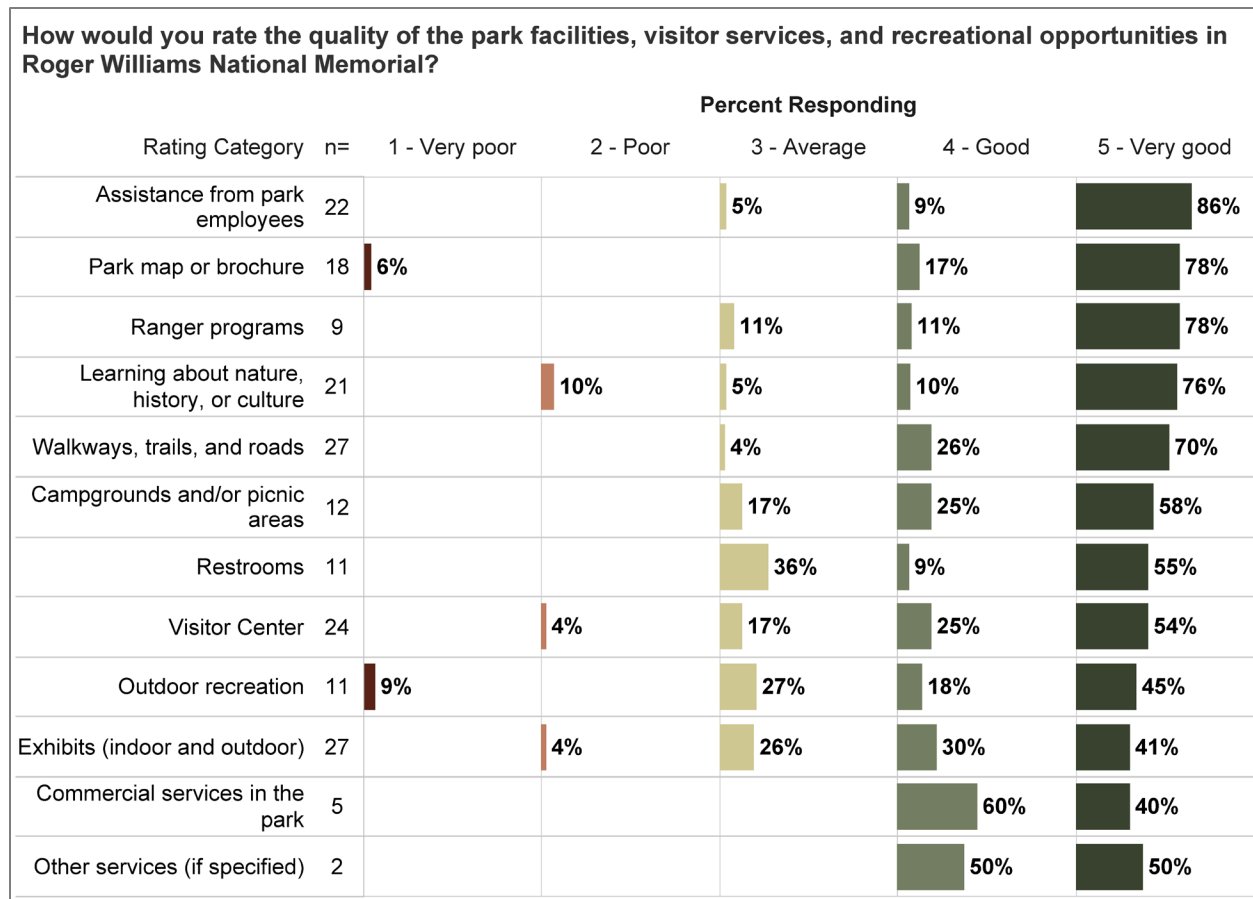


Figure 30. Rating the quality of specific Roger Williams National Memorial facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- Over half of respondents (ranging from 54% to 86%) rated assistance from park employees, the park map or brochure, ranger programs, learning about nature, history, or culture, walkways, trails, and roads, campgrounds and/or picnic areas, restrooms, and the Visitor Center as very good.
- Conversely, fewer than half of respondents rated outdoor recreation, indoor and outdoor exhibits, and commercial services in the park as very good. For these ratings categories, respondents were most likely to say that they were either good or average.

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

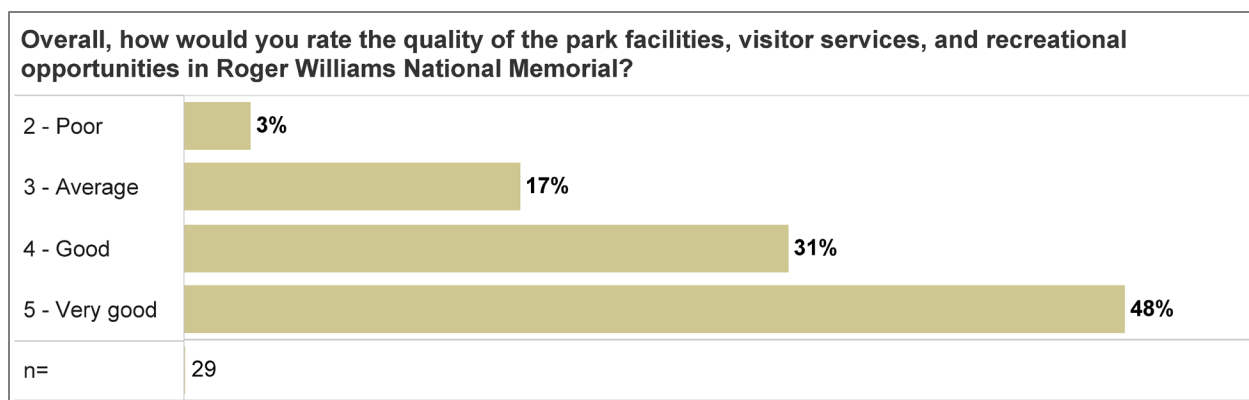


Figure 31. Rating overall quality of Roger Williams National Memorial facilities, visitor services, and recreational opportunities.

NPS

- In general, about half of respondents (48%) rated the quality of the park facilities, visitor services, and recreational opportunities in Roger Williams National Memorial as very good, and another 31% rated them as good.
- One in five respondents (20%) rated the overall quality as average or below.

Questions 30–38: Background/Demographics

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

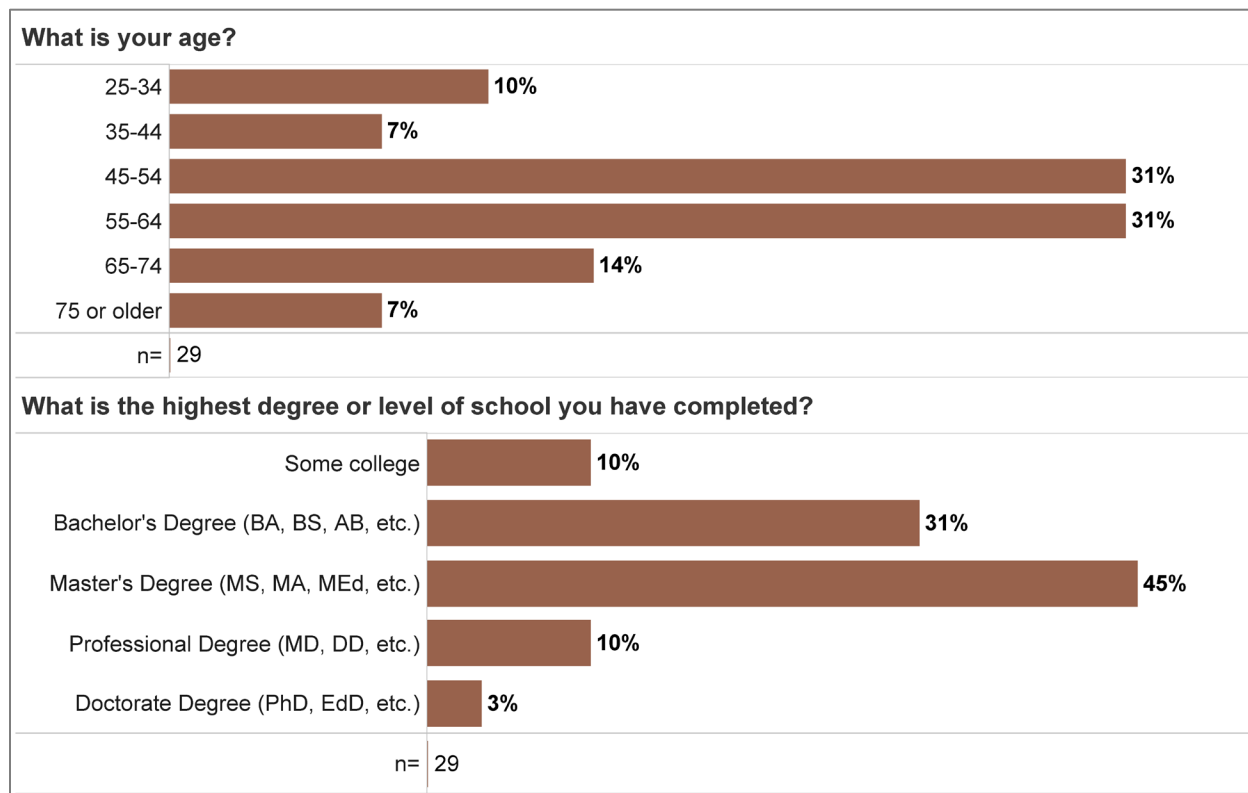


Figure 32. Respondent demographics: age and level of education.

NPS

- The most common age categories were 45 to 54 years old (31%), 55 to 64 years old (31%), and 65 to 74 years old (14%). The least represented age groups were 35 to 44 years old and 75 years or older (each only 7% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 90% having some college degree, and nearly half (45%) 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 33).

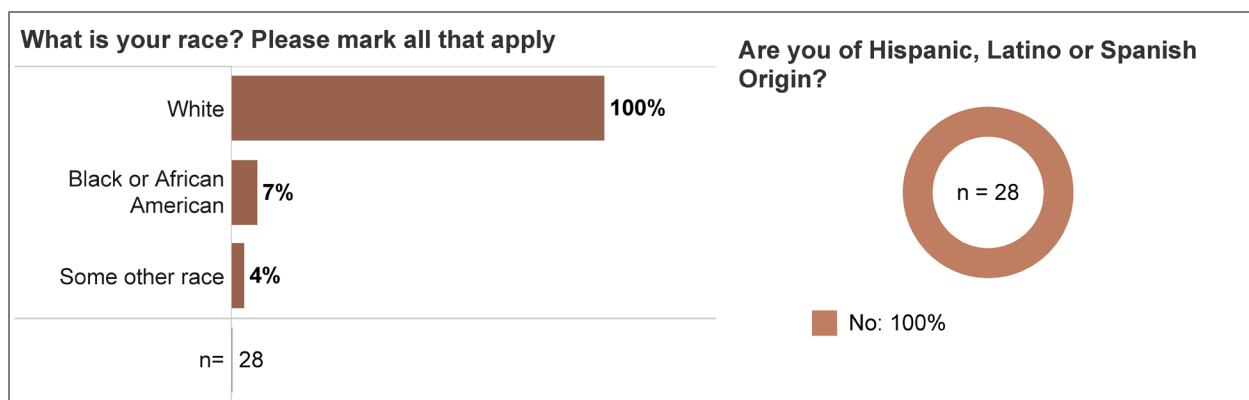


Figure 33. Respondent demographics: race and ethnicity.

NPS

- All respondents (100%) were White, while seven percent were also Black or African American and four percent were also a race not listed in the survey.
- No respondents were of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 34).

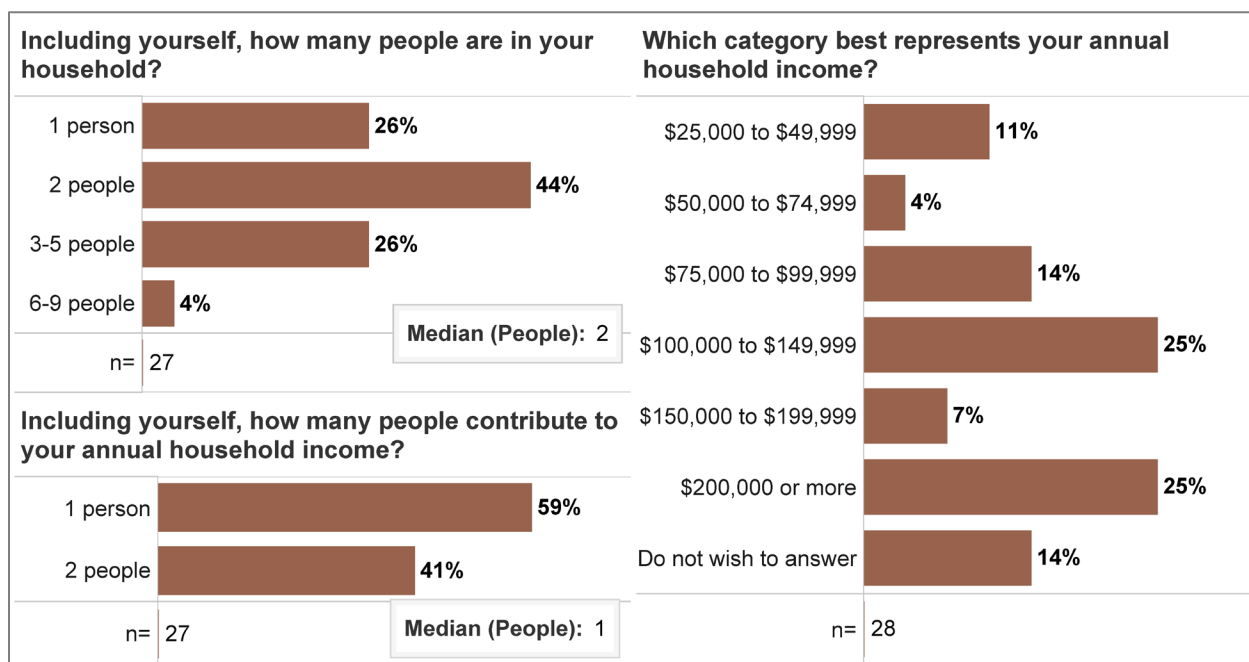


Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- A plurality of respondents (44%) had two people in their household, followed by an even split between one person and three to five people (another 26% in each category).
- In addition to obtaining higher education, visitors surveyed at Roger Williams National Memorial also reported relatively high income levels. A quarter of respondents (25%) reported that their annual household income was between \$100,000 and \$149,999, and another 25% earned \$200,000 or more.
- A majority of respondents (59%) came from a single-income household, with the remaining 41% of respondents living in a dual-income household.

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

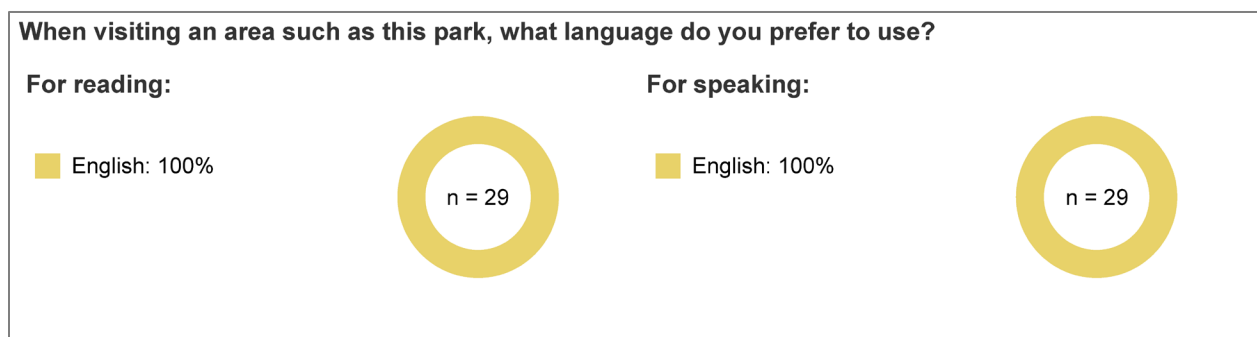


Figure 35. Respondent's language preference.

NPS

- All respondents reported that they preferred using English for both reading and speaking when visiting places like Roger Williams National Memorial.

Literature Cited

National Park Service (NPS). 2024. 2024 Socioeconomic Monitoring of Roger Williams National Memorial: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2317411>

Appendix A: Accessible Tables

Tables 8 through 19 contain 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 Roger Williams National Memorial, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Camping outside Roger Williams National Memorial	1	1
Lodging outside Roger Williams National Memorial	25	3
Unpaid accommodations	3	7

Table 9. Data from [Figure 7](#). Number of adults and children in respondent's personal group, and total group size, while visiting Roger Williams National Memorial.

Group Composition	Sample Size (n)	Median
Adults	95	2
Children	95	0
Total group size	95	2

Table 10. Data from [Figure 13](#). Number of people in respondent's vehicle when entering Roger Williams National Memorial.

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 Roger Williams National Memorial?	48	2

Table 11. Data from [Figure 14](#). Previous visits to Roger Williams National Memorial.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Roger Williams National Memorial over the past 12 months?	42	24
[If not first-time visitor] Including this visit, how many visits have you made to Roger Williams National Memorial over the past five years?	42	28

Table 12. Data from [Figure 15](#). 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?	95	1

Table 13. Data from [Figure 21](#). Reasons or motivations to visit Roger Williams National Memorial.

Rating Category	Sample Size (n)
To visit a National Park Service site	27
To experience solitude	26
To hear the sounds of nature/quiet	28
To learn more about nature	28
To learn more about American history and culture	29
To spend time with family/friends	27
To get physical exercise	29
To view wildlife or natural scenery	28
To relax	29
To view dark night sky/stars	26
Other (if specified)	7

Table 14. Data from [Figure 24](#). Use of personal electronic devices while visiting Roger Williams National Memorial.

Device Use	Sample Size (n)
Make/receive a cell phone call	27
Send/receive a text message	27
Search the internet/email	27
GPS/Navigation	28
Share pics/videos/audio via social media	26
Listen to/use an NPS podcast	26
Other (if specified)	15

Table 15. Data from [Figure 25](#). The importance of the use of personal electronic devices while visiting Roger Williams National Memorial.

Device Use	Sample Size (n)
Make/receive a cell phone call	29
Send/receive a text message	29
Search the internet/email	29
GPS/Navigation	29
Share pics/videos/audio via social media	29
Listen to/use an NPS podcast	29
Other (if specified)	12

Table 16. Data from [Figure 26](#). Quality of service for personal electronic devices while visiting Roger Williams National Memorial.

Device Use	Sample Size (n)
Make/receive a cell phone call	9
Send/receive a text message	9
Search the internet/email	14
GPS/Navigation	16
Share pics/videos/audio via social media	9
Listen to/use an NPS podcast	6
Other (if specified)	6

Table 17. Data from [Figure 29](#). Rating Roger Williams National Memorial experience.

Rating Category	Sample Size (n)
Roger Williams National Memorial is a safe place to visit	27
Roger Williams National Memorial is too crowded	29
Natural resources in Roger Williams National Memorial are in pristine condition	28
Vandalism and crime are not a problem at Roger Williams National Memorial	23
Roger Williams National Memorial is not accessible to a person with physical disabilities	21
Historical and cultural features in Roger Williams National Memorial are well maintained/preserved	27
Development of adjacent areas detracts from visitors' experience at Roger Williams National Memorial	26

Table 18. Data from [Figure 30](#). Rating the quality of Roger Williams National Memorial facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	24
Exhibits (indoor and outdoor)	27
Restrooms	11
Walkways, trails, and roads	27
Campgrounds and/or picnic areas	12
Assistance from park employees	22
Park map or brochure	18
Ranger programs	9
Commercial services in the park (food, lodging, gifts, rental, etc.)	5
Other services (if specified)	2
Learning about nature, history, or culture	21
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	11

Table 19. Data from [Figure 34](#). Household demographics: annual household income and household size.

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	27	2
Including yourself, how many people contribute to your annual household income?	27	1

National Park Service
U.S. Department of the Interior



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Natural Resource Stewardship and Science

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