



2024 Socioeconomic Research of Lyndon B. Johnson National Historical Park

Report on 2024 Data Collection



Visitors learning about the LBJ Ranch.

NPS

2024 Socioeconomic Research of Lyndon B. Johnson National Historical Park: Report on 2024 Data Collection

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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. Lyndon B. Johnson National Historical Park (LBJ National Historical Park) was selected as one of these units for 2024 implementation. This socioeconomic monitoring at LBJ National Historical Park 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. 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. Lyndon B. Johnson National Historical Park (LBJ National Historical Park) was selected as one of these 24 units in 2024. The study aims to deepen understanding of visitor demographics and characteristics at LBJ National Historical Park.

This report contains 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, despite it being collected as part of the study. For detailed information regarding visitor spending at LBJ National Historical Park, 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 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 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 LBJ National Historical Park local area map is shown in Figure 1. The local area around LBJ National Historical Park consists of the following counties in the state of Texas: Gillespie, Blanco, Burnet, Williamson, Travis, Hays, Comal, Bexar, and Kendall. Within LBJ National Historical Park, the study area was comprised of four 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. Where available, Visitor Use Statistics estimates for monthly visitation at each site were used to assign surveyors proportionally to reflect visitor use patterns. Park staff were consulted prior to the study launch to confirm that these metrics accurately captured visitor flows, ensuring that sampling efforts were focused on the most popular and representative locations.

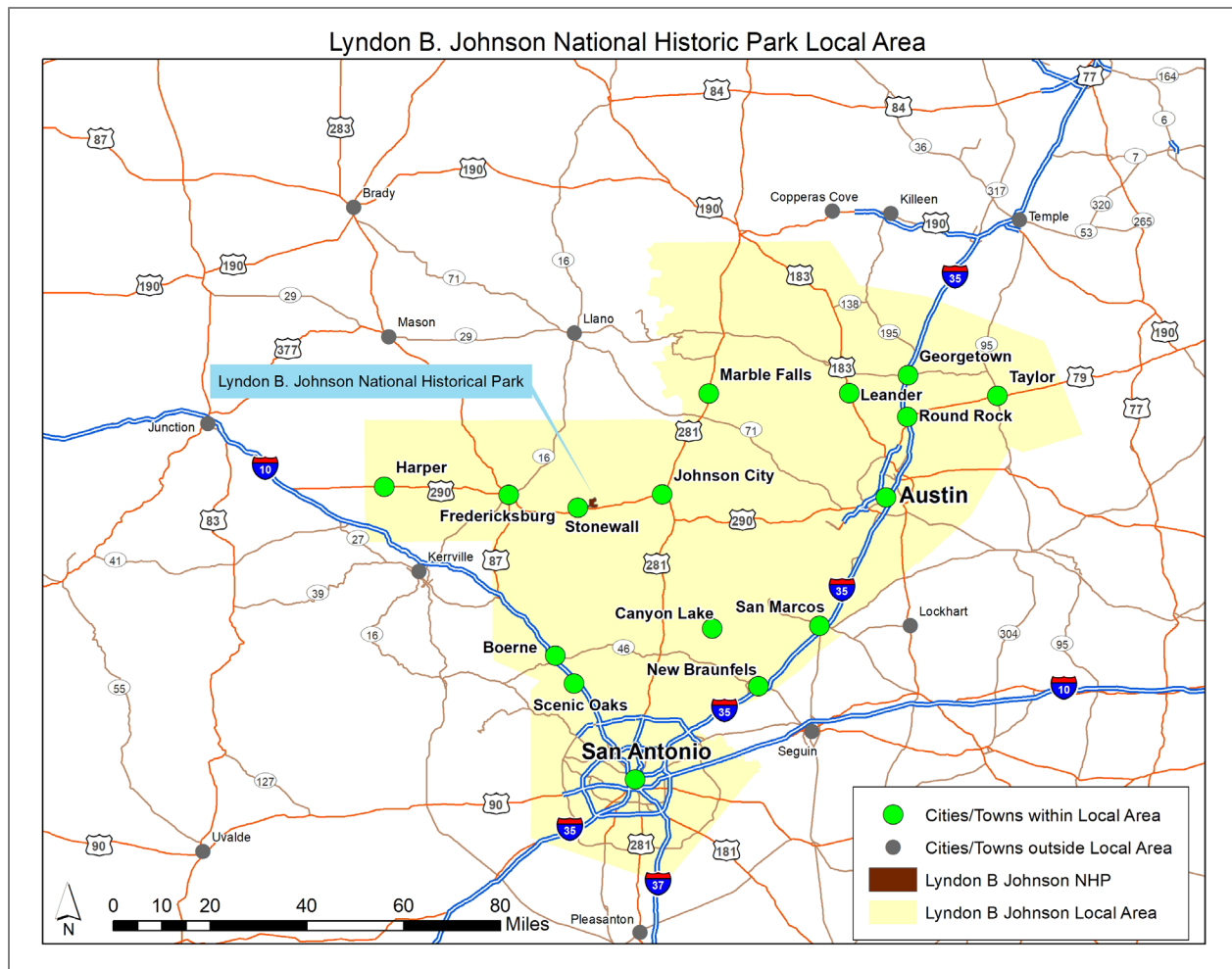


Figure 1. LBJ National Historical Park local area map.

NPS

Table 1. Intercept surveys conducted within LBJ National Historical Park.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
Park Headquarters and Visitor Center (Johnson City)	126	45.3%
Birthplace House - Johnson Family Cemetery	64	23.0%
Junction School	58	20.9%
Show Barn	30	10.8%

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 March 15th through 26th, 2024. A sample of visitors were intercepted while visiting LBJ National Historical Park across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in LBJ National Historical Park (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 LBJ National Historical Park 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.

Table 2. Response outcomes—LBJ National Historical Park intercept survey.

Outcome	Total
Eligible visitors contacted	307
Complete refusals	20
Partial refusals (non-response bias questions completed)	9
Intercept surveys completed	278
Post-trip surveys distributed	231
Intercept response rate	90.6%
Post-trip acceptance rate	83.1%

During the sampling period, three surveyors were stationed simultaneously at different sampling sites. Sampling was conducted from 9:00 AM to 4:00 PM during each shift, to capture the highest periods of use across the sampling locations. Each surveyor worked 10 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and rotated among several sites. Each surveyor had two days off during the 12-day sampling window.

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—LBJ National Historical Park post-trip survey.

Outcome	Total
Post-trip surveys distributed	231
Valid post-trip surveys completed	72
Response rate	31.2%

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%. With an intercept survey response rate of 90.6%, concern over intercept non-response is muted. However, because the post-trip survey response rate (31.2%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. 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 distribution of responses among full survey respondents and intercept-only respondents differed significantly for one question, local residency. Therefore, permanent or seasonal residents of the local area around LBJ National Historical Park are not as well represented in the full survey sample (16.7%) as desired, when compared to their proportion among respondents that only completed the intercept survey (29.1%). 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 LBJ National Historical Park?” Note: p-value = 0.04.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	12	16.7%	60	29.1%
No	60	83.3%	146	70.9%

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?” Note: p-value = 0.55.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	68	94.4%	198	96.1%
No	4	5.6%	8	3.9%

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 LBJ National Historical Park and/or within the local area?” Note: p-value = 0.45.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	50	69.4%	133	64.6%
No	22	30.6%	73	35.4%

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 278 visitor intercept surveys conducted in LBJ National Historical Park from March 15th through 26th, 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 LBJ National Historical Park. 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.

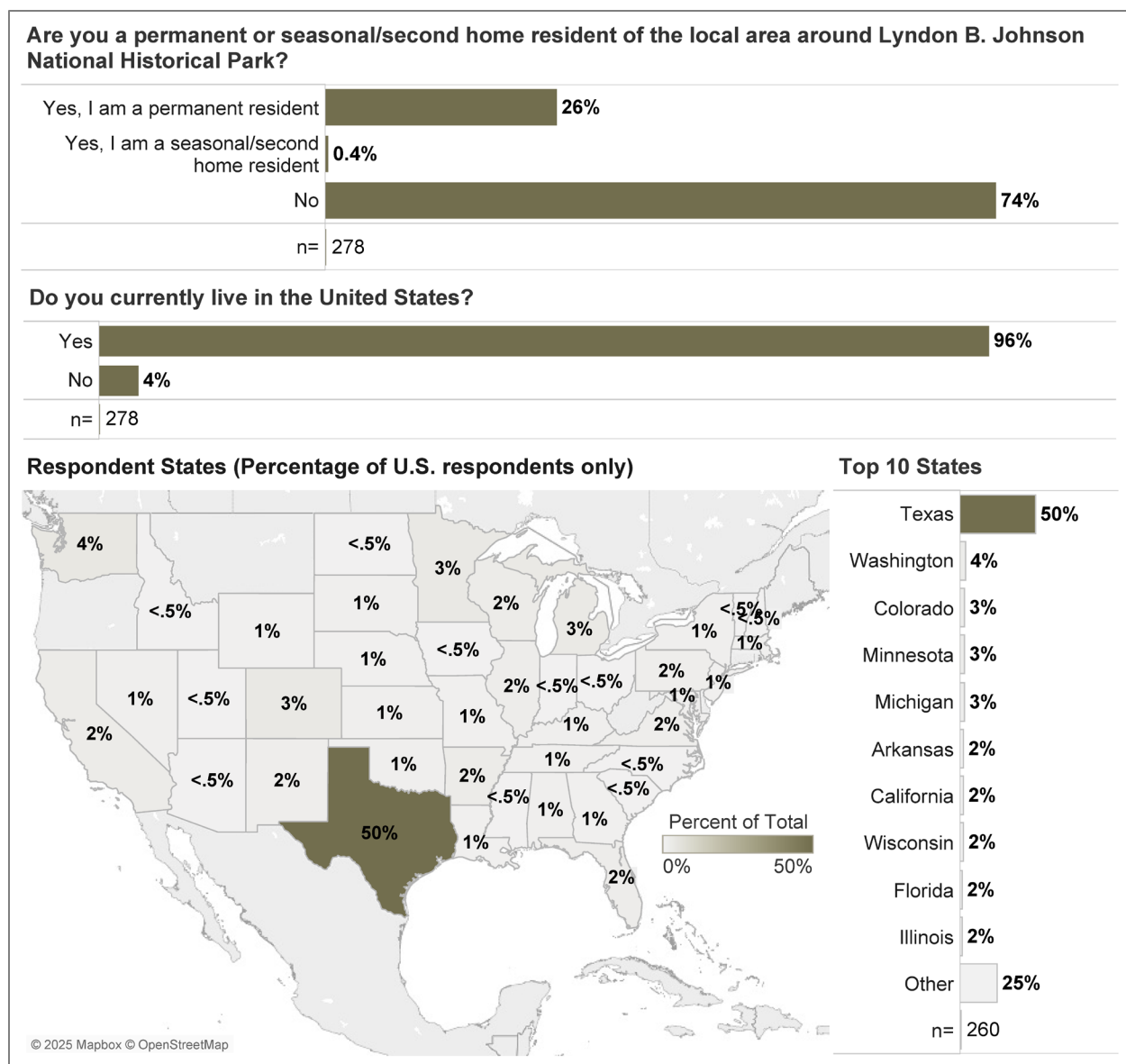


Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at LBJ National Historical Park.

NPS

- Just over a quarter of respondents (a combined 26.4%) stated that they were either permanent or seasonal residents of the local area around LBJ National Historical Park.
- There was a large geographic concentration of respondents from Texas (where LBJ National Historical Park is located).
- Among the 96% of respondents currently residing in the U.S., 50% reside in Texas, followed by Washington (4%), Colorado (3%), Minnesota (3%), and Michigan (3%).

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.

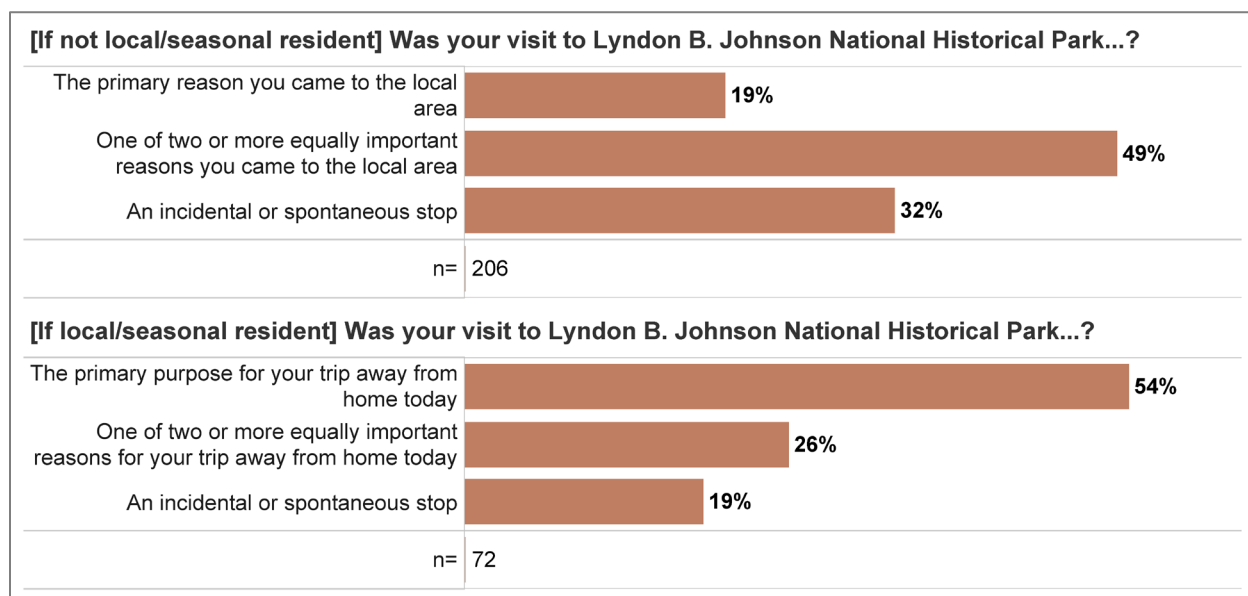


Figure 3. Role of LBJ National Historical Park in overall trip purpose.

NPS

- Nearly half (49%) of respondents who resided outside the local area (i.e., LBJ National Historical Park local area, as depicted in Figure 1) stated that their visit to LBJ National Historical Park was one of two or more equally important reasons that brought them to the area.
- For nearly one-third (32%) of non-local respondents, visiting LBJ National Historical Park was an incidental or spontaneous stop while they were already in the area.
- The remaining 19% of respondents indicated their visit to LBJ National Historical Park was the primary reason for their trip to the area.
- Among permanent or seasonal local resident respondents, a majority (54%) indicated that visiting LBJ National Historical Park was the primary reason for their trip away from home on the day they were contacted.
- About a quarter (26%) of local respondents indicated visiting LBJ National Historical Park was one of two or more equally important reasons for their trip away from home on the day they were contacted.
- The remaining 19% of local respondents indicated their trip to LBJ National Historical Park was an incidental or spontaneous stop on the day they were contacted for the survey.

Question 4: Length of Stay

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

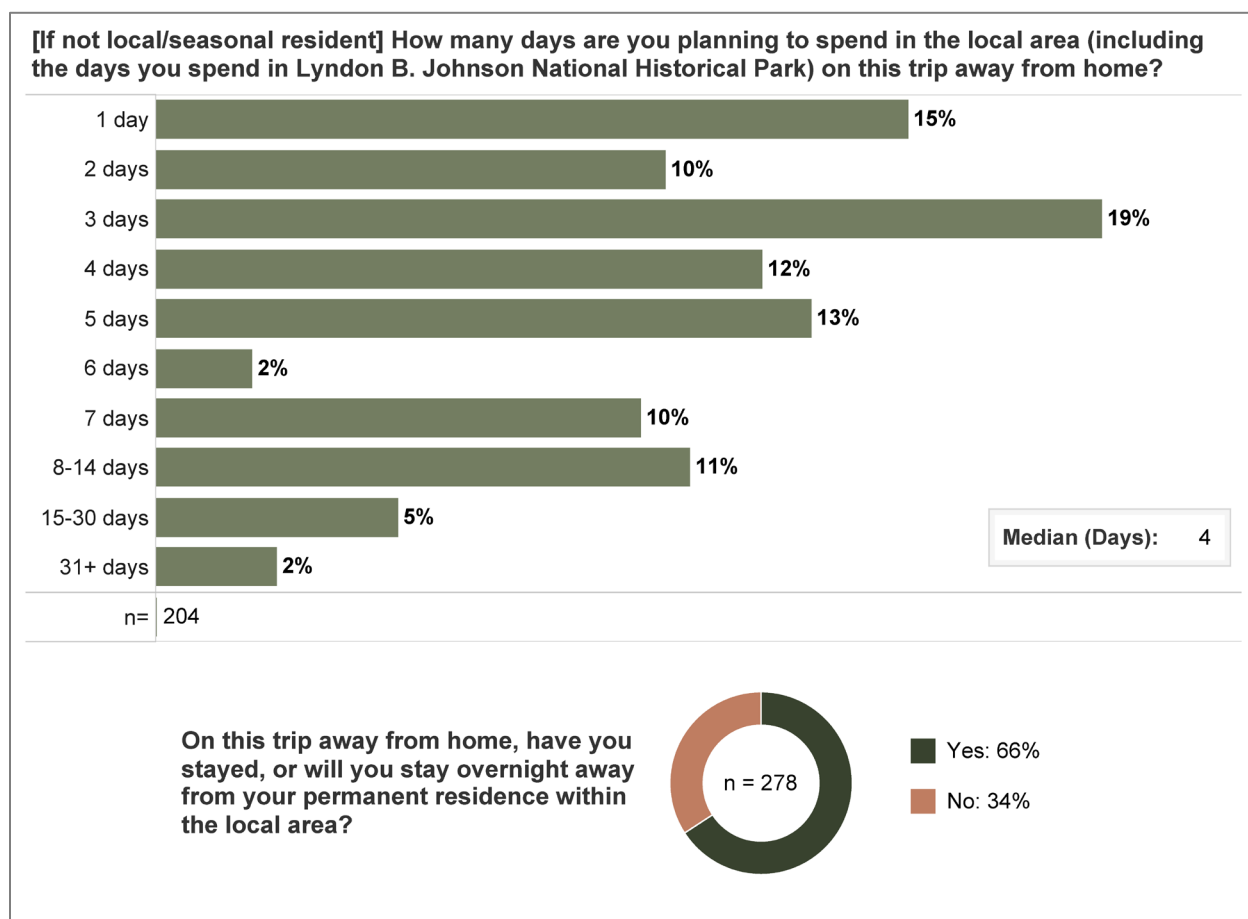


Figure 4. Time spent in the local area around LBJ National Historical Park.

NPS

- About one in seven non-local respondents (15%) spent one day in the local area, while 10% spent two days, and 19% spent three days. The median length of stay was four days.
- Additionally, two-thirds of all respondents (66%; 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).

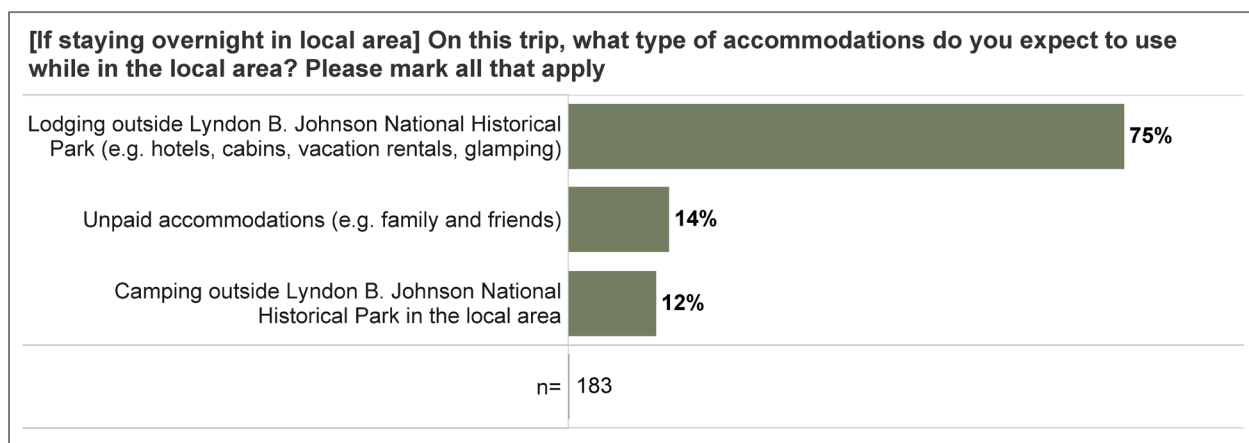


Figure 5. Accommodation types used by overnight visitors in the local area surrounding LBJ National Historical Park.

NPS

- Three-quarters of overnight respondents (75%) stayed in lodging outside LBJ National Historical Park.
- This was followed in prevalence by unpaid accommodations (14%), and camping outside LBJ National Historical Park (12%).

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

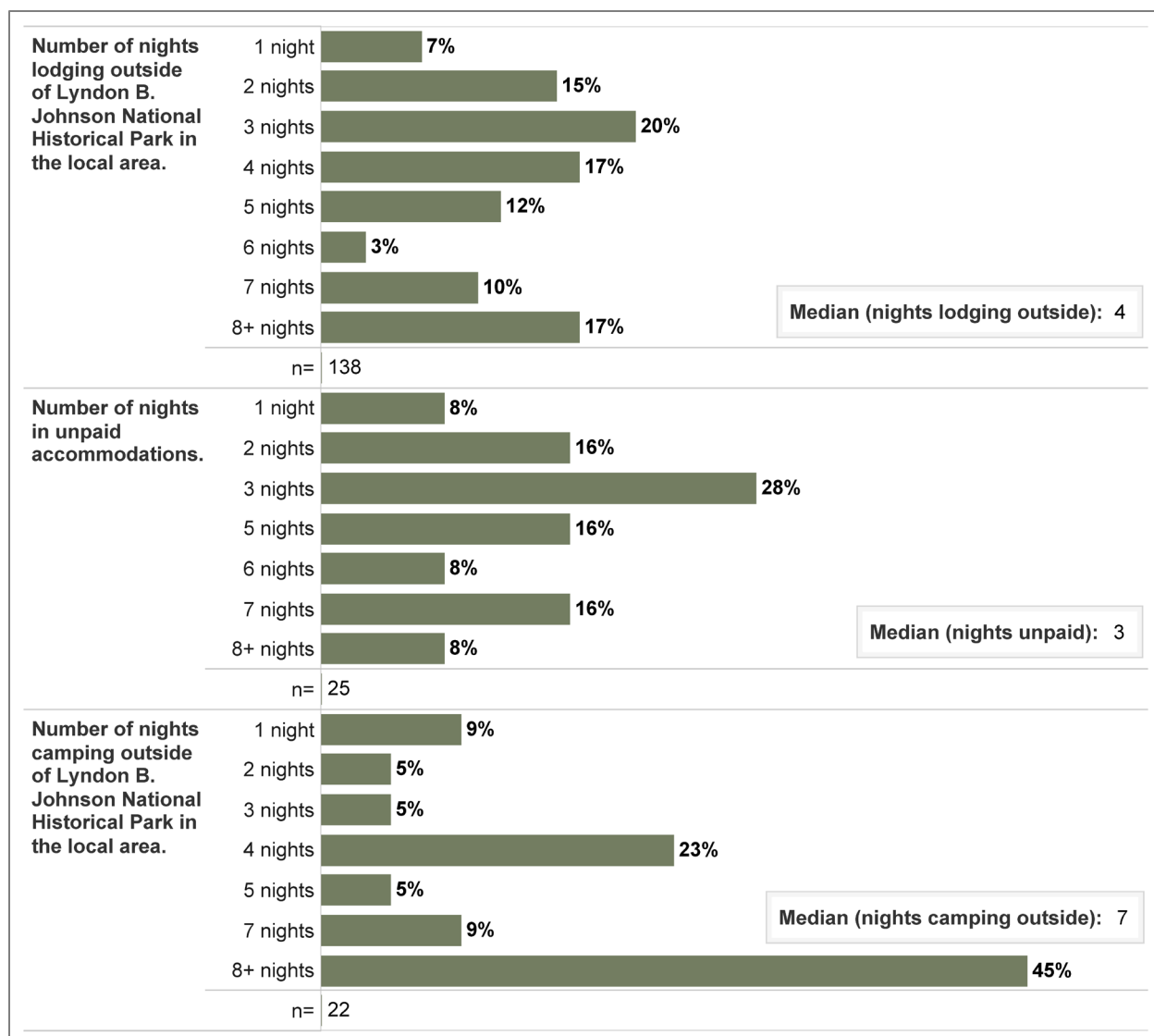


Figure 6. Number of nights spent in the local area surrounding LBJ National Historical Park, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 75% of overnight respondents who lodged outside of LBJ National Historical Park in the local area (per Figure 5), median length of stay was four nights. Nearly a quarter (22%) lodged two nights or fewer in the local area this trip; 42% spent three nights or fewer.
- Among the 14% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was three nights. About a quarter (24%) lodged two nights or fewer in unpaid accommodations; 52% spent three nights or fewer.
- Among the 12% of overnight respondents who camped outside of LBJ National Historical Park (per Figure 5), median length of stay was seven nights, with a plurality (45%) staying eight or more nights.

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 LBJ National Historical Park (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.

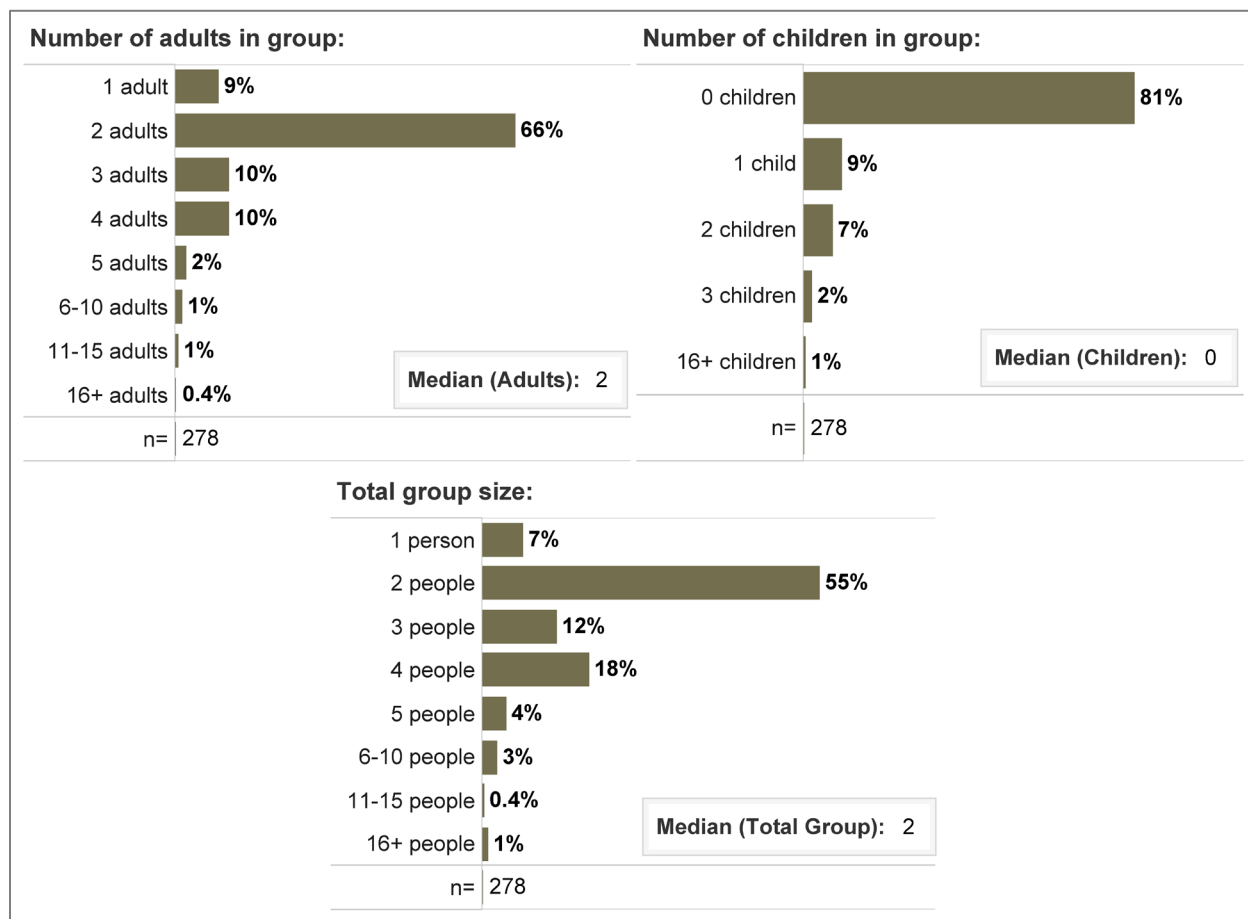


Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting LBJ National Historical Park. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was two adults. Most groups (66%) included two adults.
- Most groups (81%) did not include any children.
- The median total number of people (adults and children) per group was two people.

Respondents were then asked to provide the age of each member of their group (Figure 8). These data show the true age distribution of respondent groups sampled at LBJ National Historical Park.

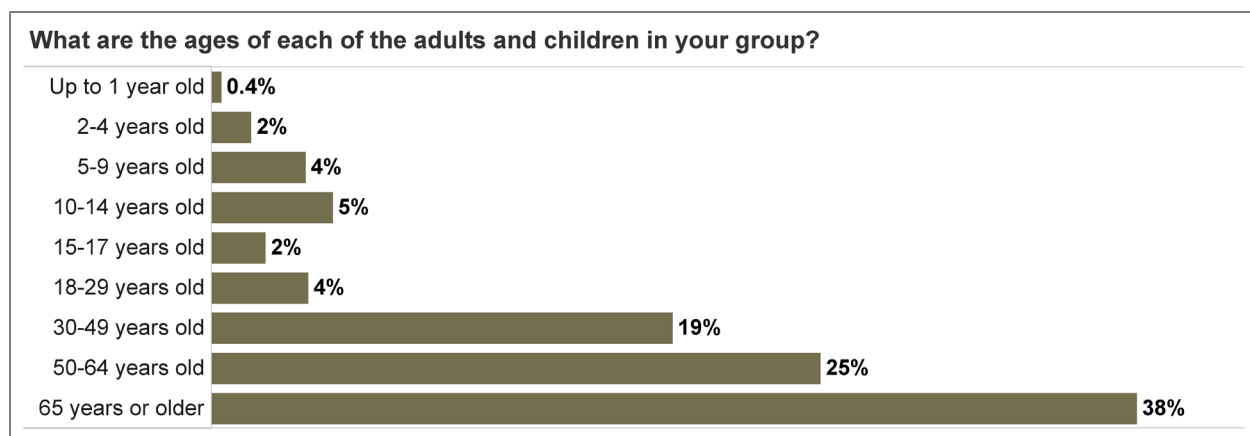


Figure 8. Age distribution of all members of respondent's personal group while visiting LBJ National Historical Park.

NPS

- The most common age of the adults and children in a personal group was 65 years and older (38%), followed by 50 to 64 years old (25%), and 30 to 49 years old (19%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 13.4% of group members.

Questions 12–16: Park Use Characteristics

Respondents were asked to indicate if they planned to visit LBJ National Historical Park 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).

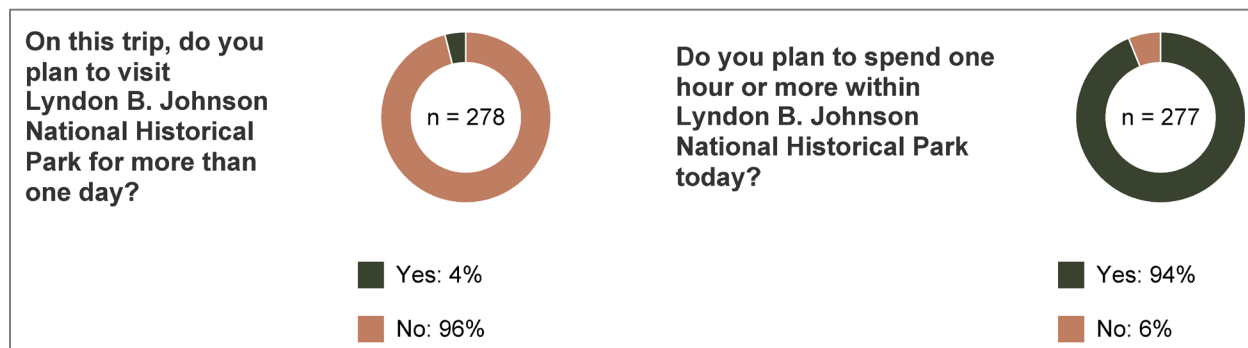


Figure 9. Length of time spent within LBJ National Historical Park on this trip.

NPS

- Most respondents (94%) planned to spend one hour or more within LBJ National Historical Park on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was two hours.
- Among the 6% 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 30 minutes.
- Additionally, nearly all respondents (96%) were planning to spend just a single day in LBJ National Historical Park on their trip. Among the 4% of respondents who planned to visit for more than one day, the median length of visit was two days.
- Those respondents who spent more than one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Table 7. Length of time spent within LBJ National Historical Park 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 LBJ National Historical Park today?	17	30
[If planning to spend one hour or more] How many hours do you plan to spend within LBJ National Historical Park today?	259	2
[If planning to visit more than one day] How many days do you plan to spend within LBJ National Historical Park on this trip?	11	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	11	2

Next, respondents were asked to indicate the most recent entrance they used to enter LBJ National Historical Park (Figure 10).

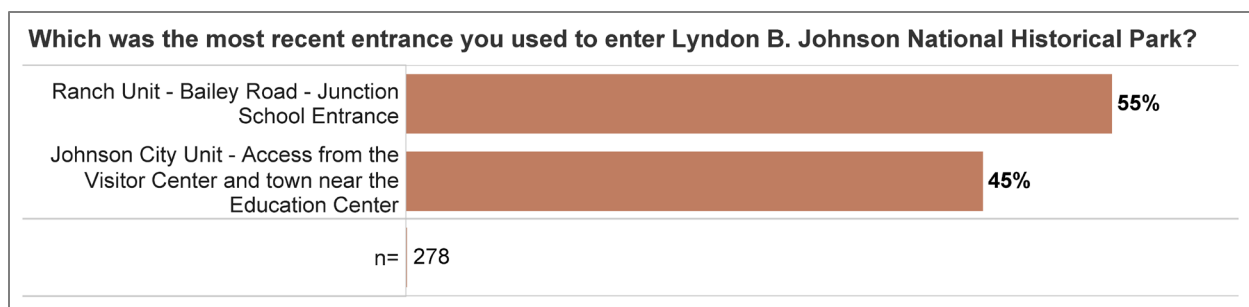


Figure 10. Most recent entrance used to enter LBJ National Historical Park.

NPS

- Among respondents, the Ranch Unit – Baily Road – Junction School entrance was the most commonly used entrance to LBJ National Historical Park (55%).
- The remaining respondents (45%) entered the park using the Johnson City Unit – Access from the Visitor Center and town near the Education Center.
- 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 LBJ National Historical Park and asked to indicate if they had been to, or planned to visit them, that day (Figure 11).

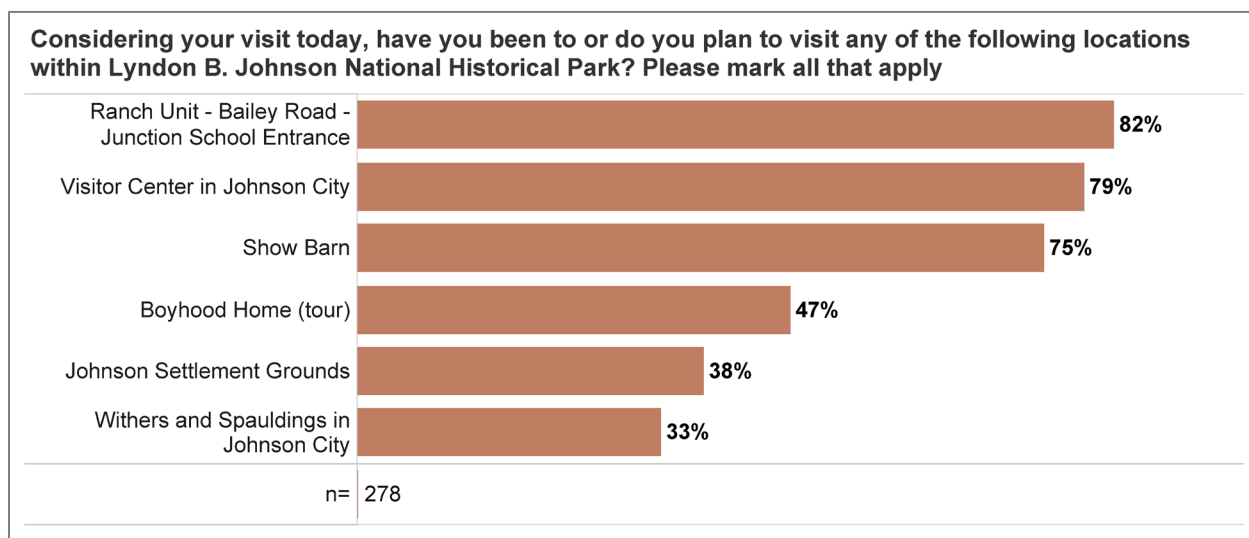


Figure 11. Park locations visited during the most recent trip to LBJ National Historical Park.

NPS

- The most commonly visited location in LBJ National Historical Park was the Ranch Unit-Baily Road-Junction School entrance (82% of respondents had either been there or planned to visit it on their trip), followed by the Visitor Center in Johnson City (79%) and the Show Barn (75%).
- Withers and Spauldings in Johnson City was the least-visited location from the list provided, with 33% of respondents reporting having visited or planning to visit.

Question 17: Transportation

Respondents were asked about the form of transportation they used to enter LBJ National Historical Park on the day they were surveyed (Figure 12).

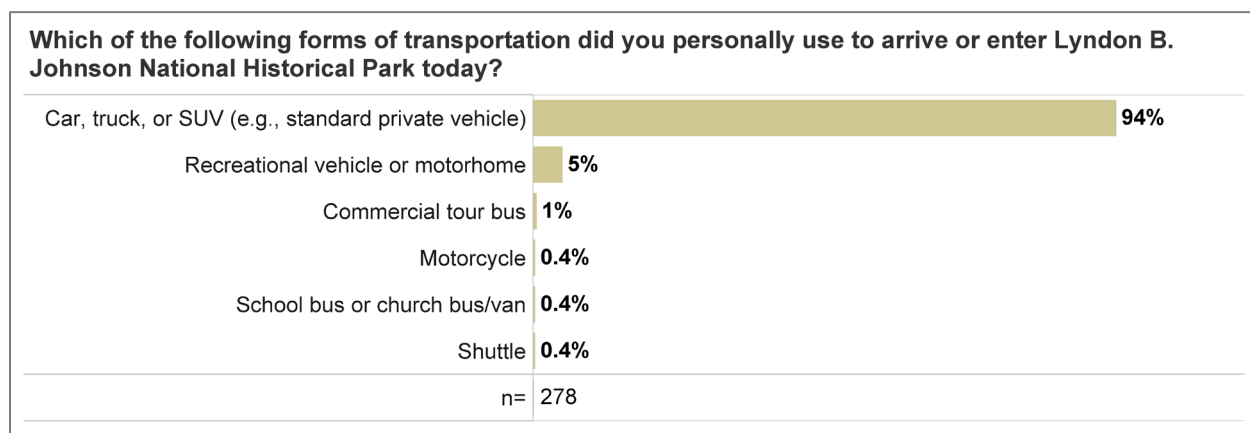
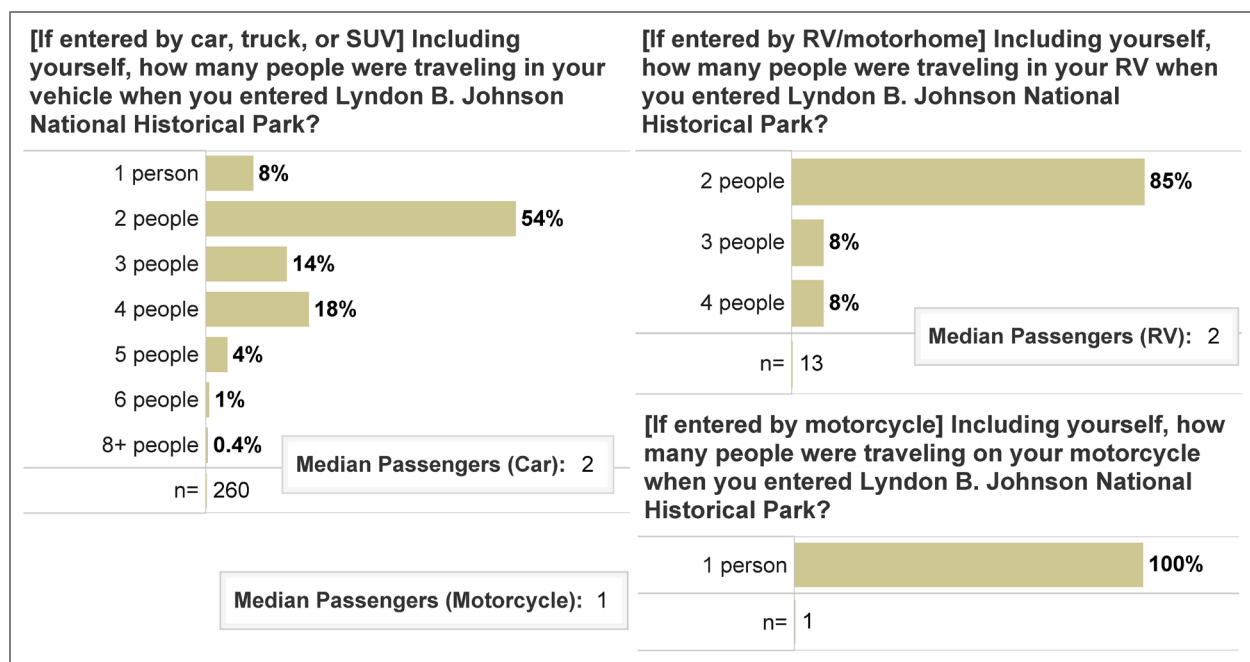


Figure 12. Form of transportation used to enter LBJ National Historical Park on the day of the survey.
NPS

- Most respondents (94%) reported that they used their car, truck, or SUV to enter LBJ National Historical Park on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (5%), and commercial tour bus (1%).

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 traveling in or on that vehicle (Figure 13).



NPS

- A majority (54%) of respondents traveling by car reported two people. The next most common group size was four people (18%), followed by three people (14%).
- Most respondents entering LBJ National Historical Park by RV/motorhome reported traveling in a group of two people (85%), followed by three people (8%) or four people (8%).
- The one respondent who entered LBJ National Historical Park on a motorcycle traveled alone.

Question 19: Previous Visits to LBJ National Historical Park

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

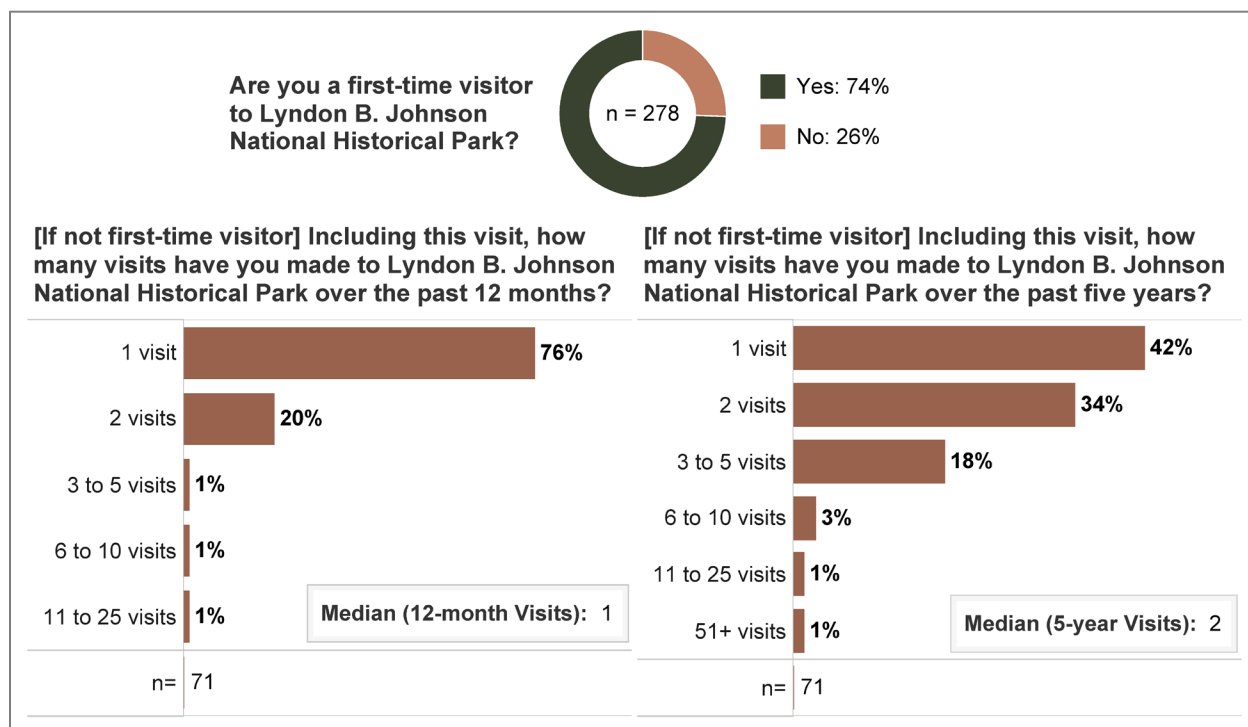


Figure 14. Previous visits to LBJ National Historical Park. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- About three-quarters of respondents (74%) were on their first ever trip to LBJ National Historical Park.
- Among the 26% of respondents who were repeat visitors, about three-quarters (76%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, a majority of repeat visitors (57%) 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; 2% 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).

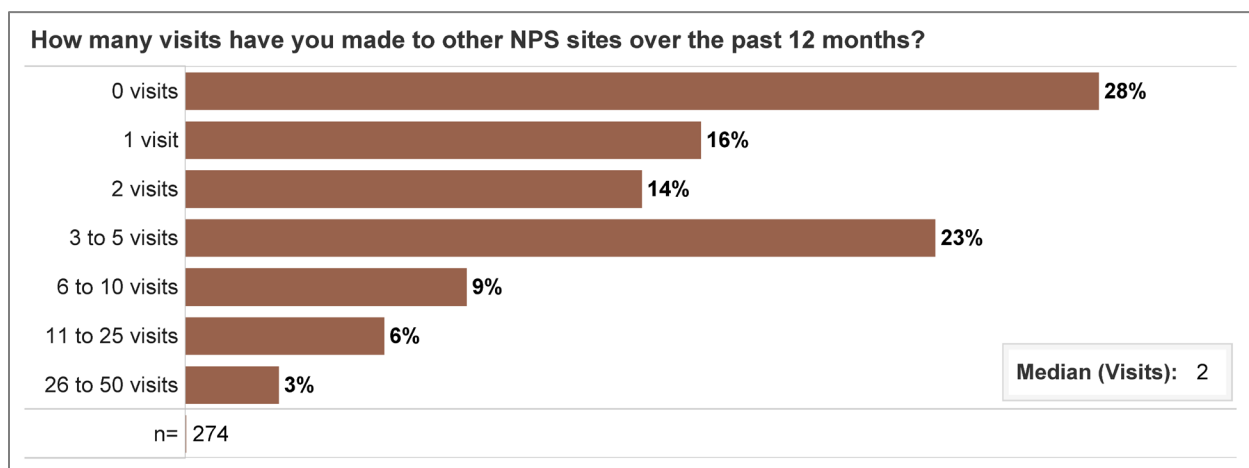


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- Nearly three-quarters (71%) 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 two, though a combined 41% had made three or more visits in the past year.

Post-Trip Survey Results

The following section provides results of the 72 post-trip visitor surveys received by mail-back or online following fieldwork conducted in LBJ National Historical Park in spring 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 LBJ National Historical Park

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

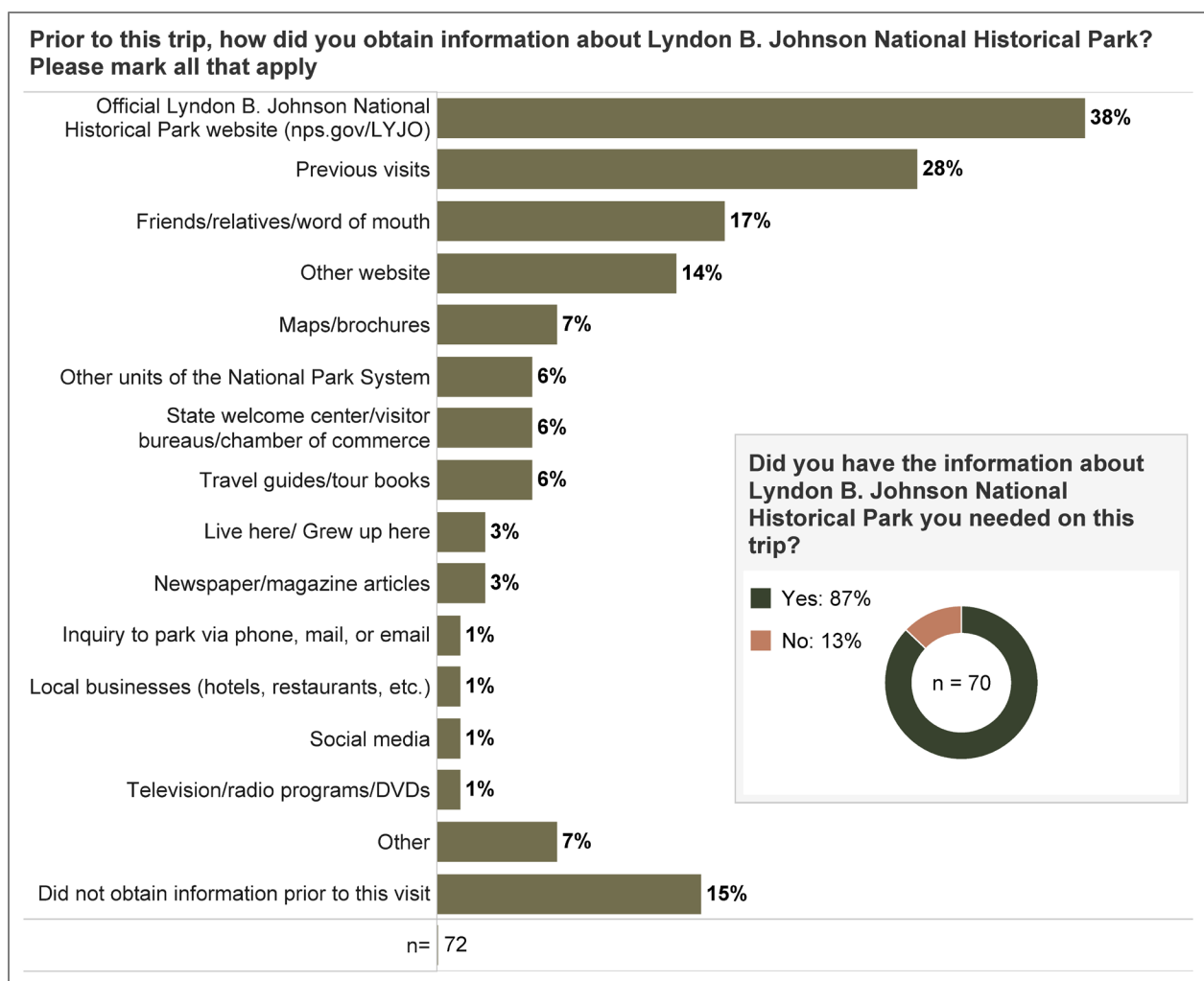


Figure 16. Sources used to obtain information about LBJ National Historical Park prior to the trip.

NPS

- The most used resource was the official LBJ National Historical Park website, with 38% of respondents reportedly using it. The second most common source was a previous visit (28%), followed by friends/relatives/word of mouth (17%), and other websites (14%).
- In a follow-up question, 87% of respondents said that they had the information about LBJ National Historical Park that they needed on their trip, while 13% 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 LBJ National Historical Park on their trip (Figure 17).

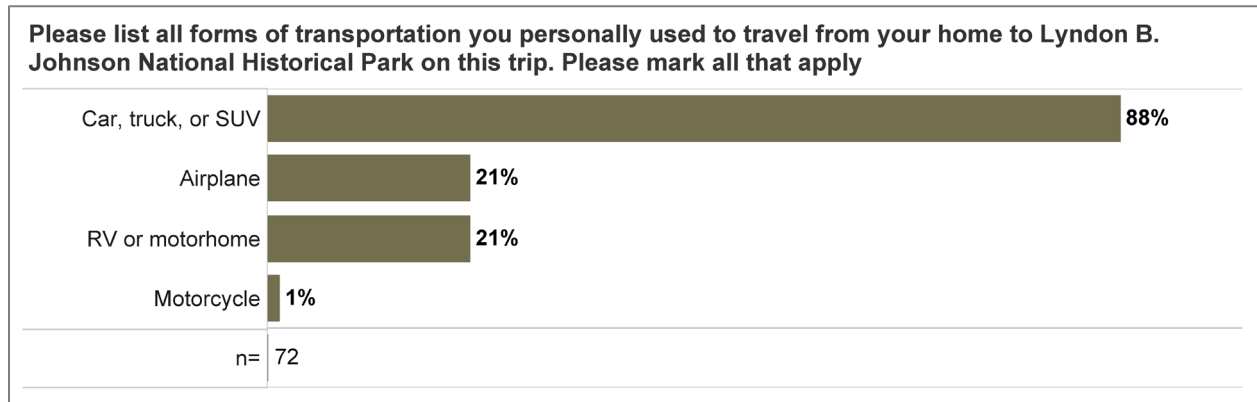


Figure 17. Forms of transportation used to travel from home to LBJ National Historical Park on the recent trip.

NPS

- Most respondents (88%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to LBJ National Historical Park.
- The second most common mode of travel was an airplane (21%), an RV or motorhome (21%), followed by motorcycle (1%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to LBJ National Historical Park on the day of the survey (Figure 18).

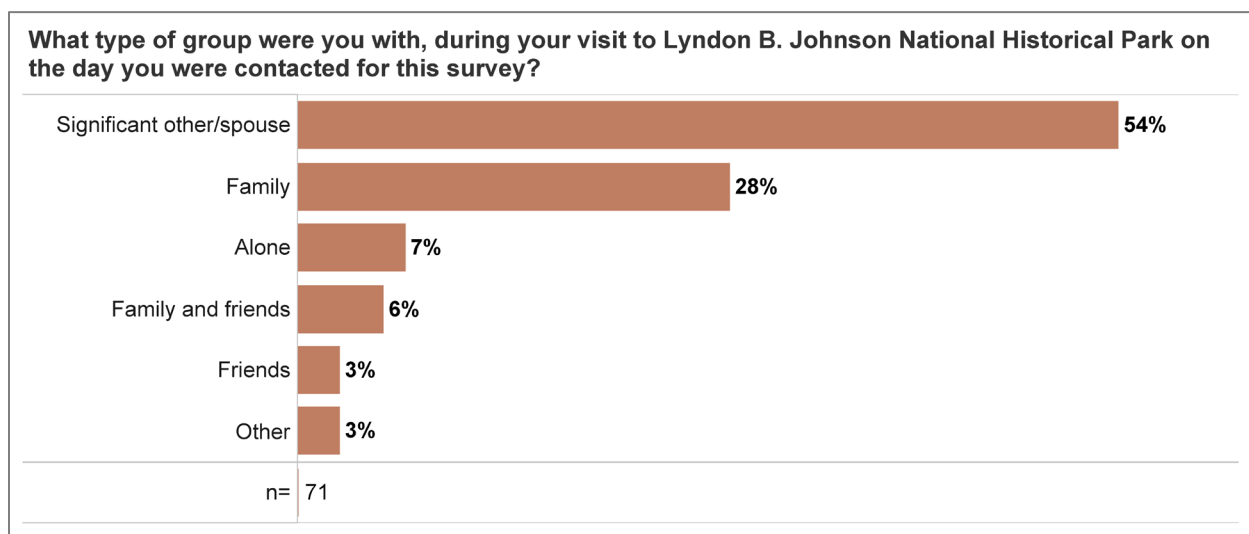


Figure 18. Travel party composition during LBJ National Historical Park visit.

NPS

- A majority of respondents (54%) visited LBJ National Historical Park with their significant other or spouse on the day of the survey.
- Over a quarter of respondents (28%) explored LBJ National Historical Park with their family, and another 9% visited the park with their friends, or family and 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).

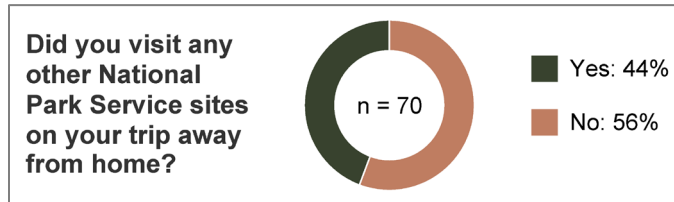


Figure 19. NPS sites visited on trip away from home.

NPS

- Less than half (44%) of all respondents had visited other NPS sites on their trip, while 56% identified LBJ National Historical Park 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 LBJ National Historical Park, and which of those was their primary activity (Figure 20).

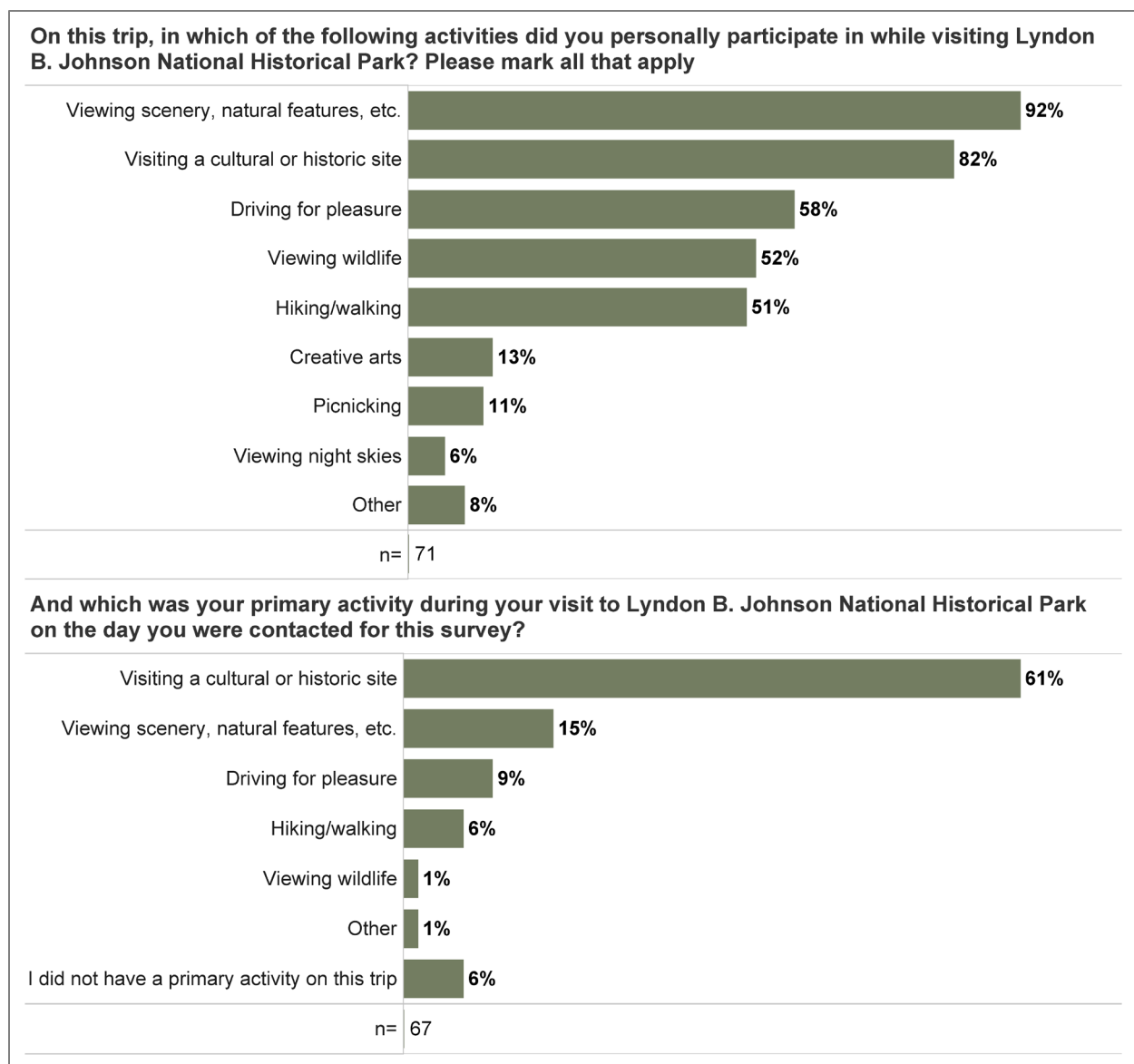


Figure 20. Participation in activities at LBJ National Historical Park.

NPS

- Almost all respondents reported viewing scenery, natural features, etc. (92%), while most respondents reported visiting a cultural or historic site (82%).
- More than half of respondents reported driving for pleasure (58%), viewing wildlife (52%), and hiking/walking (51%).
- Creative arts, picnicking, and viewing night skies were all uncommon activities (reported by fewer than 15% of respondents).
- The majority of respondents (61%) reported visiting a cultural or historic site as their primary activity, followed by viewing scenery, natural features, etc. (15%).

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit LBJ National Historical Park on their trip and were then asked which of those was the most important reason for them to visit LBJ National Historical Park (Figure 21).

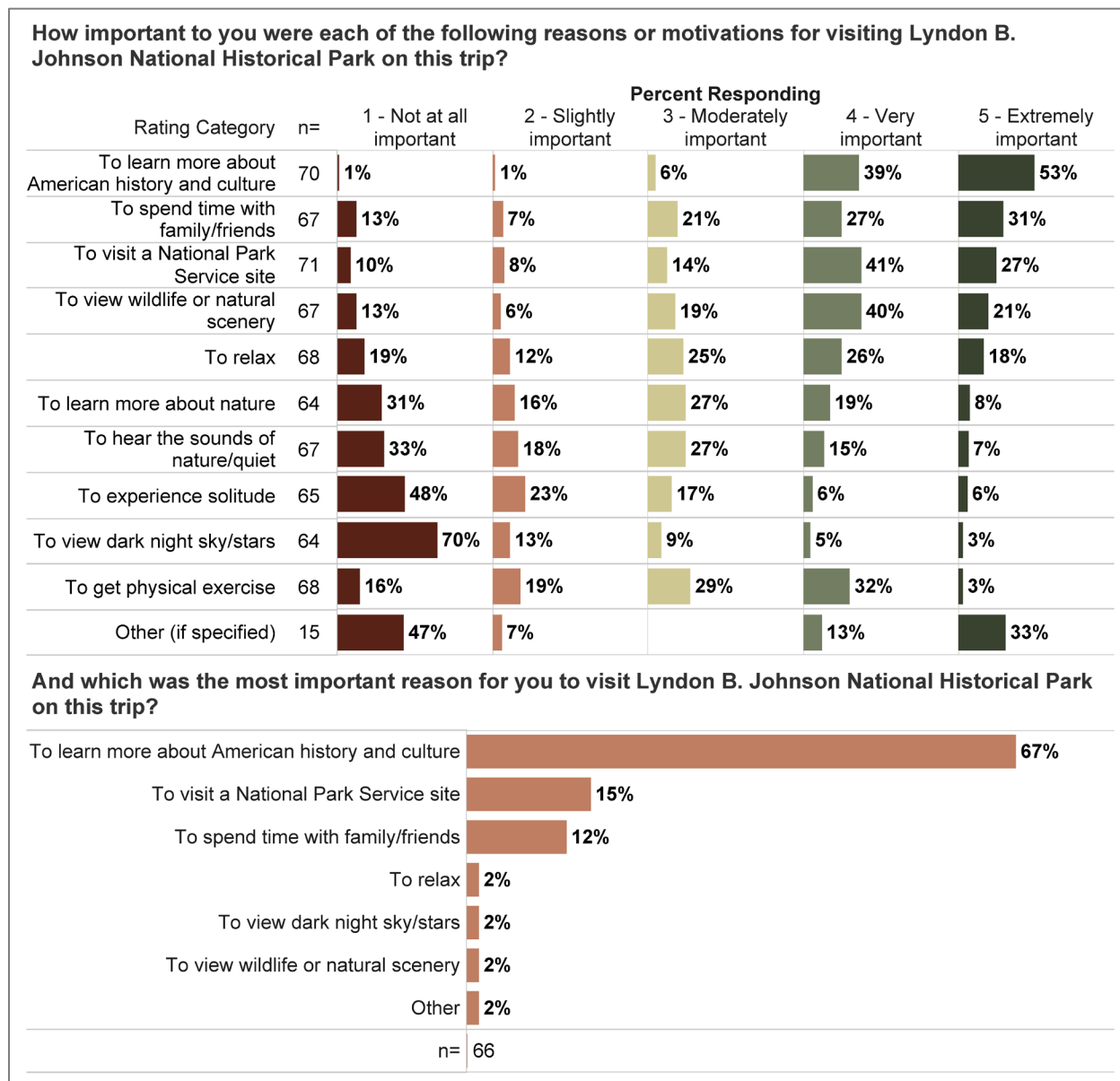


Figure 21. Reasons or motivations to visit LBJ National Historical Park. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- Most respondents chose to learn more about American history and culture (53%) as an extremely important reason for their trip to LBJ National Historical Park.
- Other important reasons were to spend time with family and friends and to visit a National Park Service site (31% and 27% of respondents, respectively, rated them as extremely important).
- The least important reasons were to view dark night skies/stars and to experience solitude (only 3% and 6% of respondents, respectively, reported them as extremely important, and 70% and 48% of respondents, respectively, rated them as not at all important).
- The most common response for the most important reason was to learn more about American history and culture (67%), followed by to visit a National Park Service site (15%), and to spend time with family/friends (12%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in LBJ National Historical Park during their trip (Figure 22).

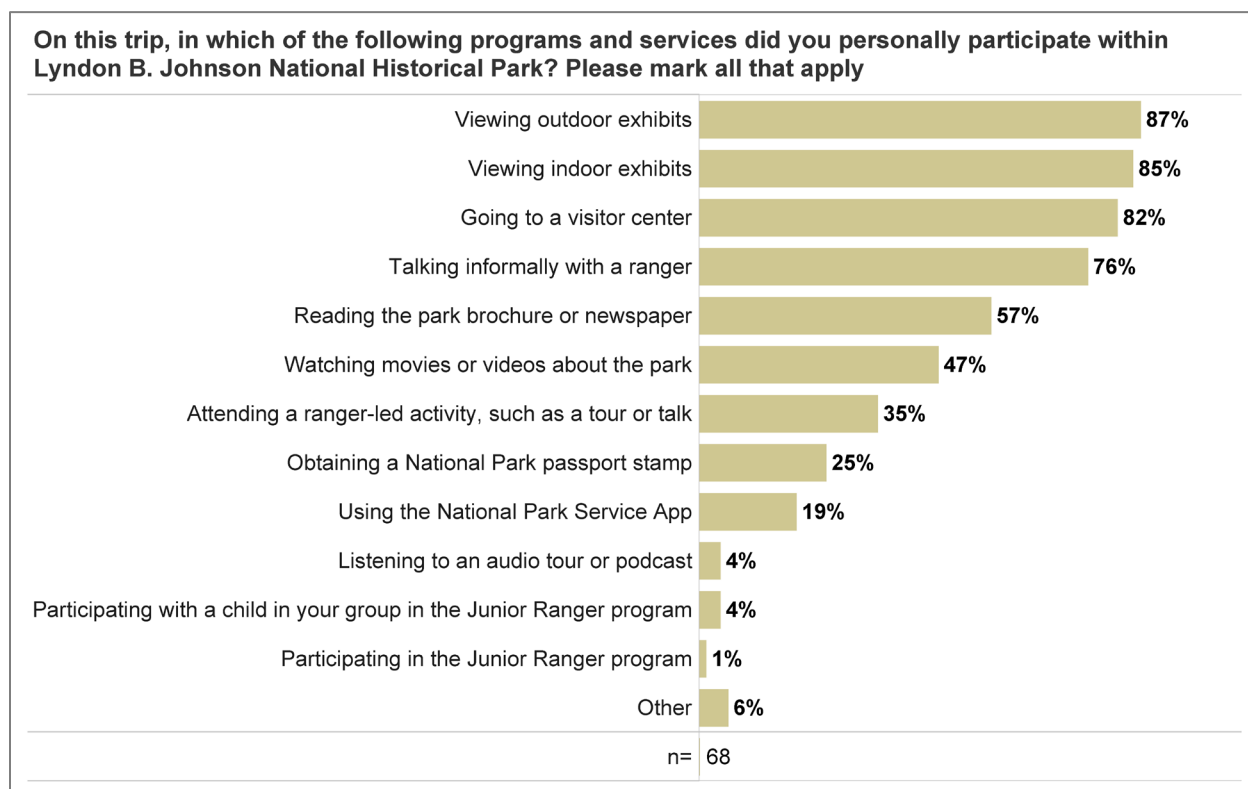


Figure 22. Participation in programs at LBJ National Historical Park.

NPS

- The three most-used programs were viewing outdoor exhibits, viewing indoor exhibits, and going to the Visitor Center, with 87%, 85%, and 82%, respectively, reporting participation in each of them.
- Other programs that were engaged in by over half of respondents were: talking informally with a ranger (76%) and reading the park brochure or newspaper (57%).

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).

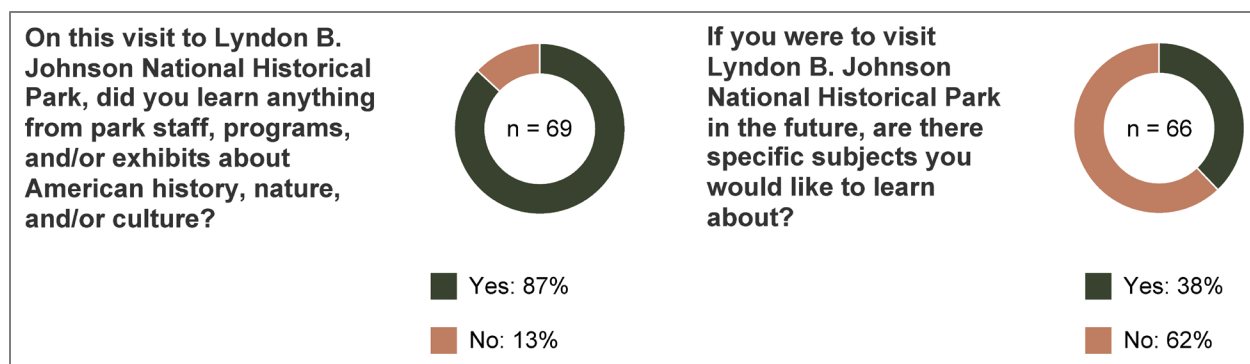


Figure 23. Learning.

NPS

- Most respondents (87%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Over one-third of respondents (38%) reported that if they were to visit LBJ National Historical Park 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 LBJ National Historical Park (Figure 24).

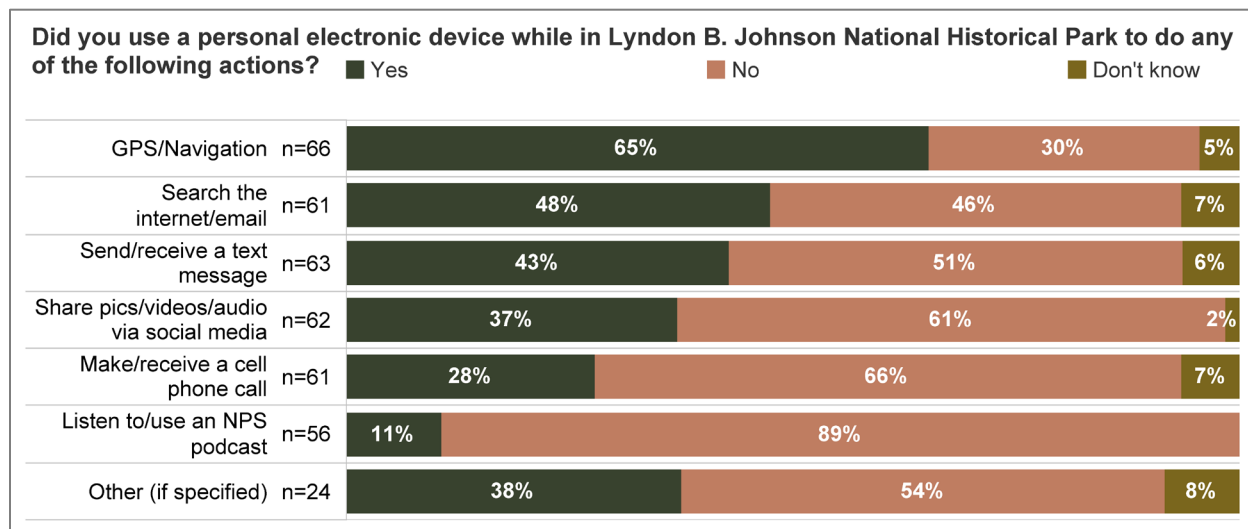


Figure 24. Use of personal electronic devices while visiting LBJ National Historical Park. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- Nearly two-thirds of respondents (65%) reported using GPS/navigation, and nearly half of respondents (48%) reported searching the internet/email.
- Conversely, only 11% of respondents listened to or used an NPS podcast.

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

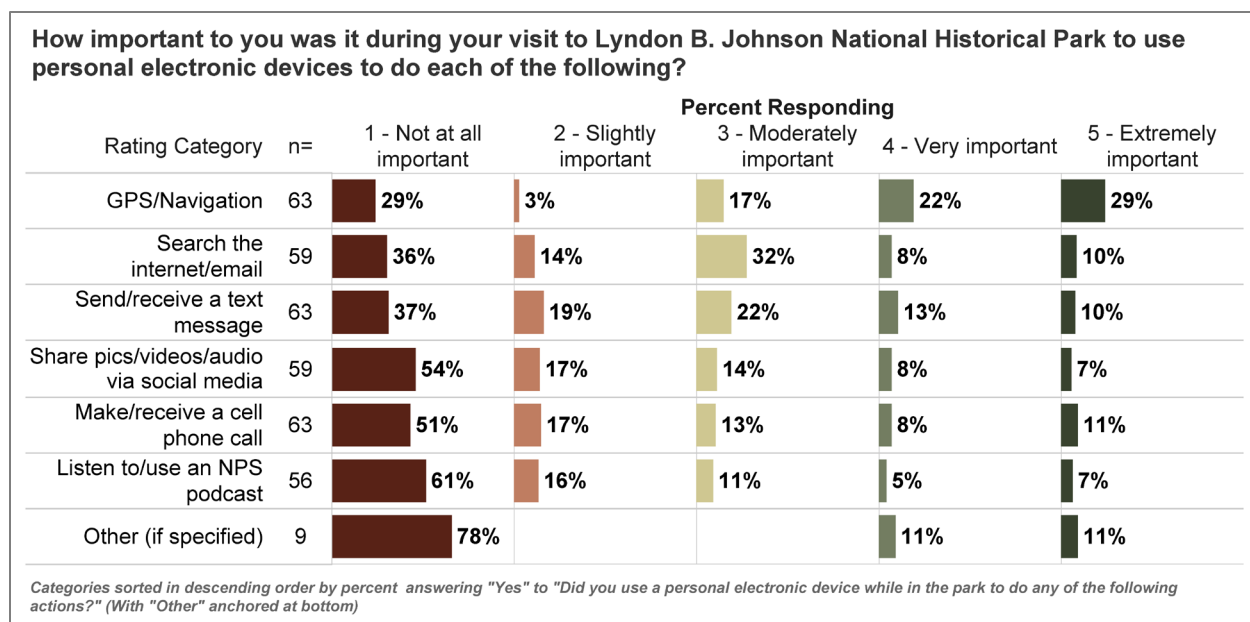


Figure 25. The importance of the use of personal electronic devices while visiting LBJ National Historical Park. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The most important device use was GPS/navigation (29% of respondents rated it as extremely important).
- Listening to and using an NPS podcast was rated as extremely important by only 7% of respondents, and not at all important by 61% of respondents.

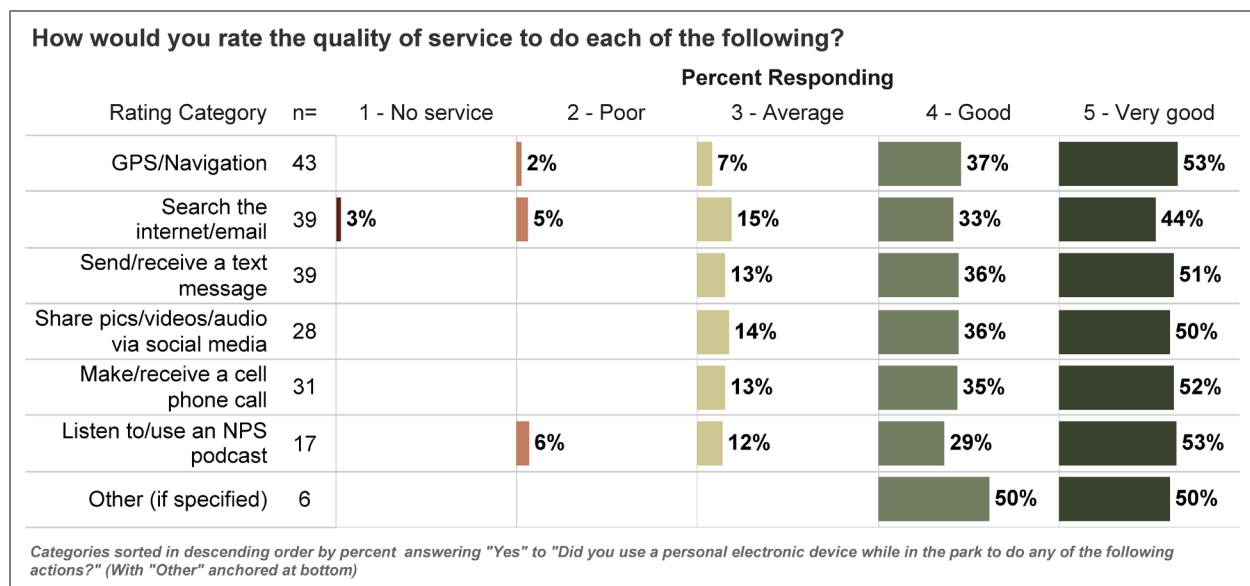


Figure 26. Quality of service for personal electronic devices while visiting LBJ National Historical Park. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- All of the services listed were rated as very good or good by between 77% and 90% of respondents. GPS/navigation was the most highly rated service on the list with 90% of respondents rating it as very good or good.
- Only a small percentage (3%) of respondents indicated that they did not have service to search the internet/email.

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 LBJ National Historical Park. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

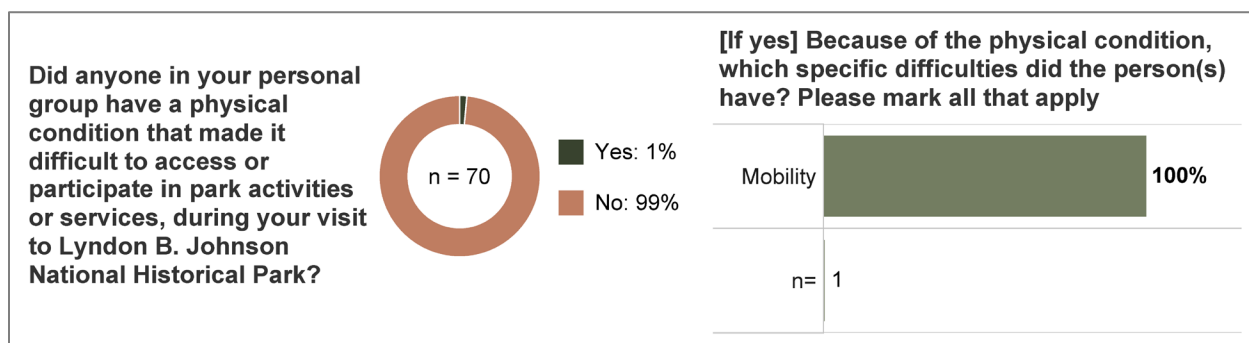


Figure 27. Physical difficulties while visiting LBJ National Historical Park.

NPS

- The vast majority of respondents (99%) 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 LBJ National Historical Park.
- Among the 1% of respondents who identified at least one difficulty, 100% reported mobility issues in their group.

Questions 24–27: Visitor Experience

Respondents were asked if their visit to LBJ National Historical Park met their expectations (Figure 28).

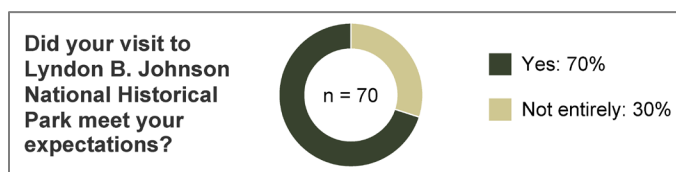


Figure 28. Meeting LBJ National Historical Park expectations.

NPS

- The majority of respondents (70%) reported that their visit to LBJ National Historical Park met their expectations, while 30% 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 were asked to elaborate on their responses.

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

To what extent do you agree or disagree with each of the following statements?						
Rating Category	n=	Percent Responding				
		1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree nor Disagree	4 - Somewhat Agree	5 - Strongly Agree
Lyndon B. Johnson National Historical Park is a safe place to visit	65					100%
Vandalism and crime are not a problem at Lyndon B. Johnson National Historical Park	50	2%		10%	6%	82%
Historical and cultural features in Lyndon B. Johnson National Historical Park are well maintained/preserved	65		5%	2%	18%	75%
Natural resources in Lyndon B. Johnson National Historical Park are in pristine condition	64		3%	14%	33%	50%
Development of adjacent areas detracts from visitors' experience at Lyndon B. Johnson National Historical Park	59	44%	27%	20%	3%	5%
Lyndon B. Johnson National Historical Park is not accessible to a person with physical disabilities	34	38%	29%	24%	6%	3%
Lyndon B. Johnson National Historical Park is too crowded	67	79%	13%	7%		

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

NPS

- From all the statements listed, “Lyndon B. Johnson National Historical Park is a safe place to visit” received the most consensus with 100% of respondents saying they strongly agree with it. That was followed by “vandalism and crime are not a problem at Lyndon B. Johnson National Historical Park” and “historical and cultural features in Lyndon B. Johnson National Historical Park are well maintained/preserved” (88% and 93% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “Lyndon B. Johnson National Historical Park is too crowded” received the least support, with no respondents (0%) either somewhat or strongly agreeing with the statement, and more than three-quarters (79%) of respondents strongly disagreeing with the statement.

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

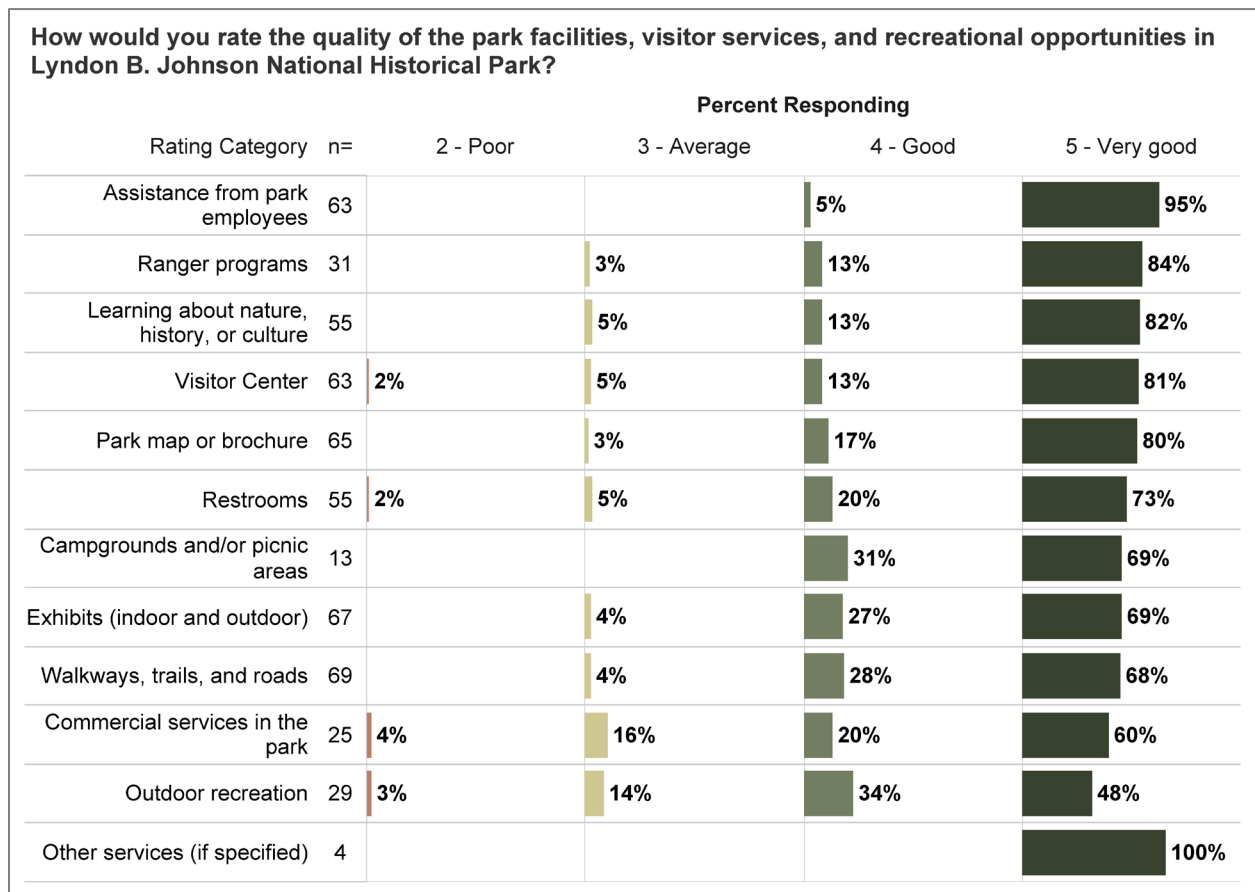


Figure 30. Rating the quality of specific LBJ National Historical Park facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- Over half of respondents (ranging from 60% to 95%) rated assistance from park employees, ranger programs, learning about nature, history, and culture, the Visitor Center, the park map or brochure, restrooms, campgrounds and/or picnic area, indoor and outdoor exhibits, walkways, trails, and roads, and commercial services in the park as very good.
- Conversely, fewer than half (48%) of respondents rated outdoor recreation as very good.

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

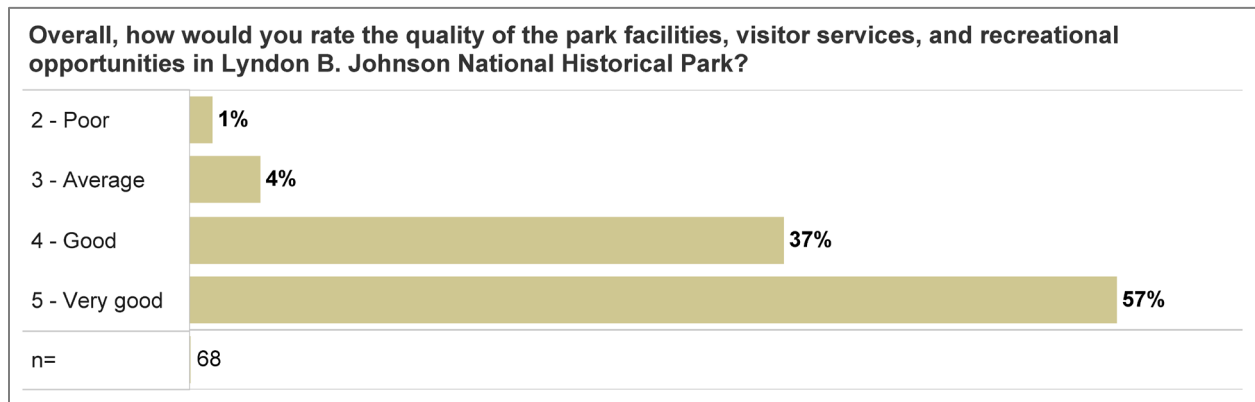


Figure 31. Rating overall quality of LBJ National Historical Park facilities, visitor services, and recreational opportunities.

NPS

- A majority of respondents (57%) rated the quality of the park facilities, visitor services, and recreational opportunities in LBJ National Historical Park as very good, and another 37% rated them as good.
- Just about one in twenty 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 32 depicts descriptive statistics for respondent age and education.

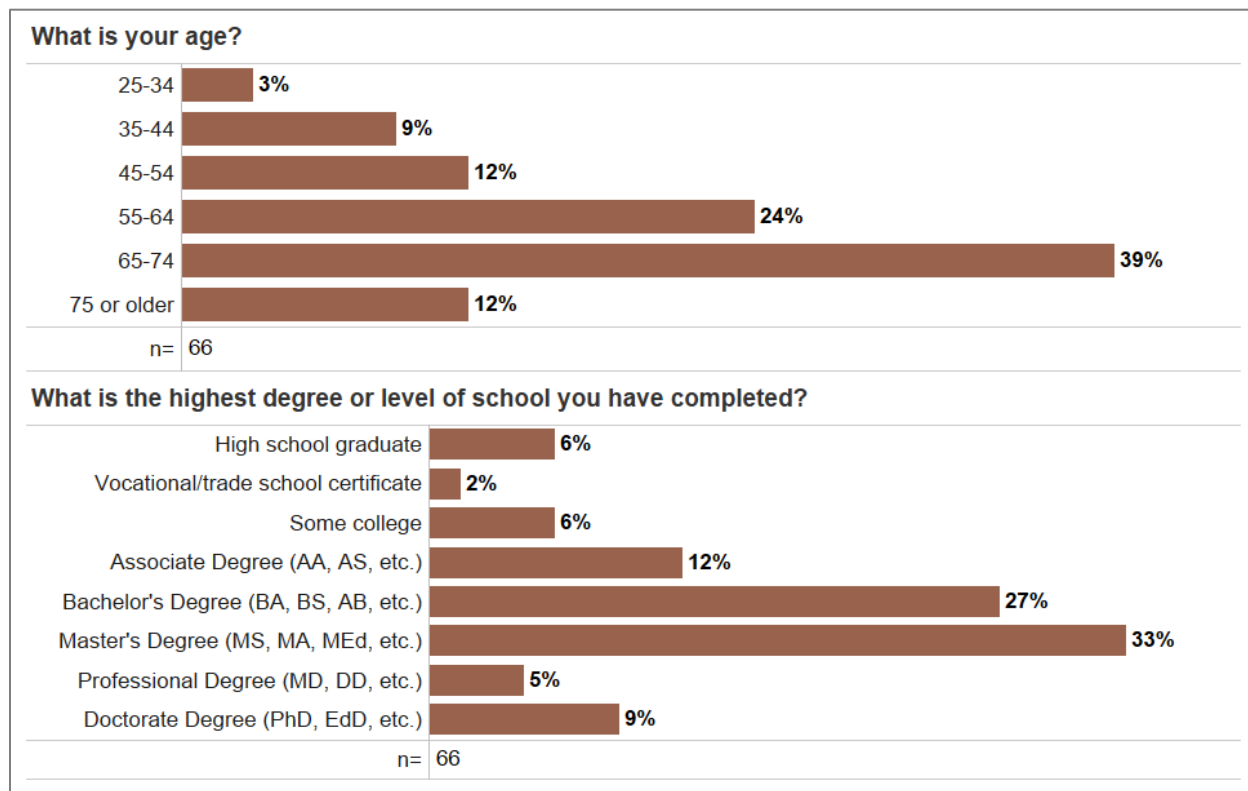


Figure 32. Respondent demographics: age and level of education.

NPS

- The most common age categories were 65 to 74 years old (39%), 55 to 64 years old (24%), 75 years old and older (12%), and 45 to 54 years old (12%). The least represented age group was 25 to 34 years old (only 3% of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 86% having some college degree, and a plurality (33%) 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).

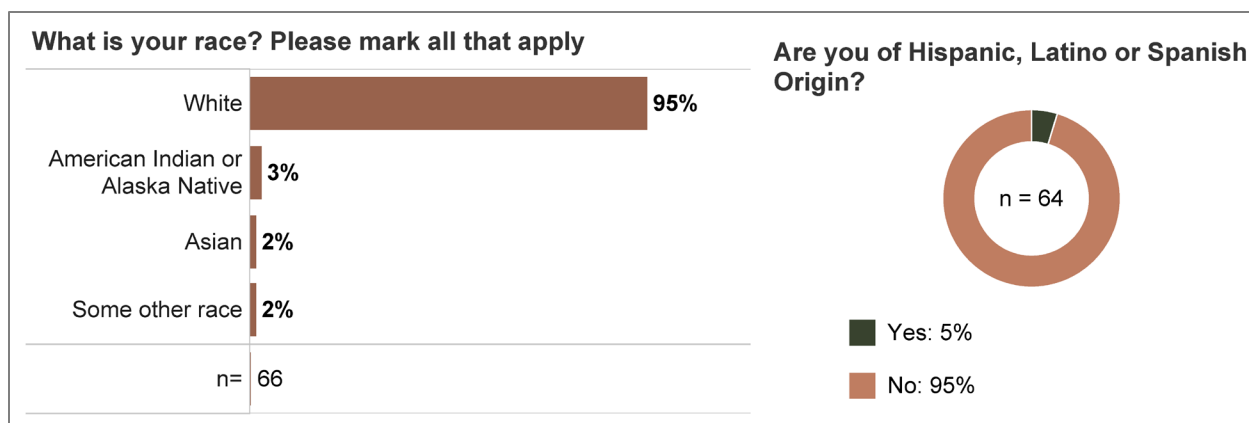


Figure 33. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (95%) were White, while 3% were American Indian or Alaska Native.
- Most respondents (95%) were not of Hispanic, Latino or Spanish origin.

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

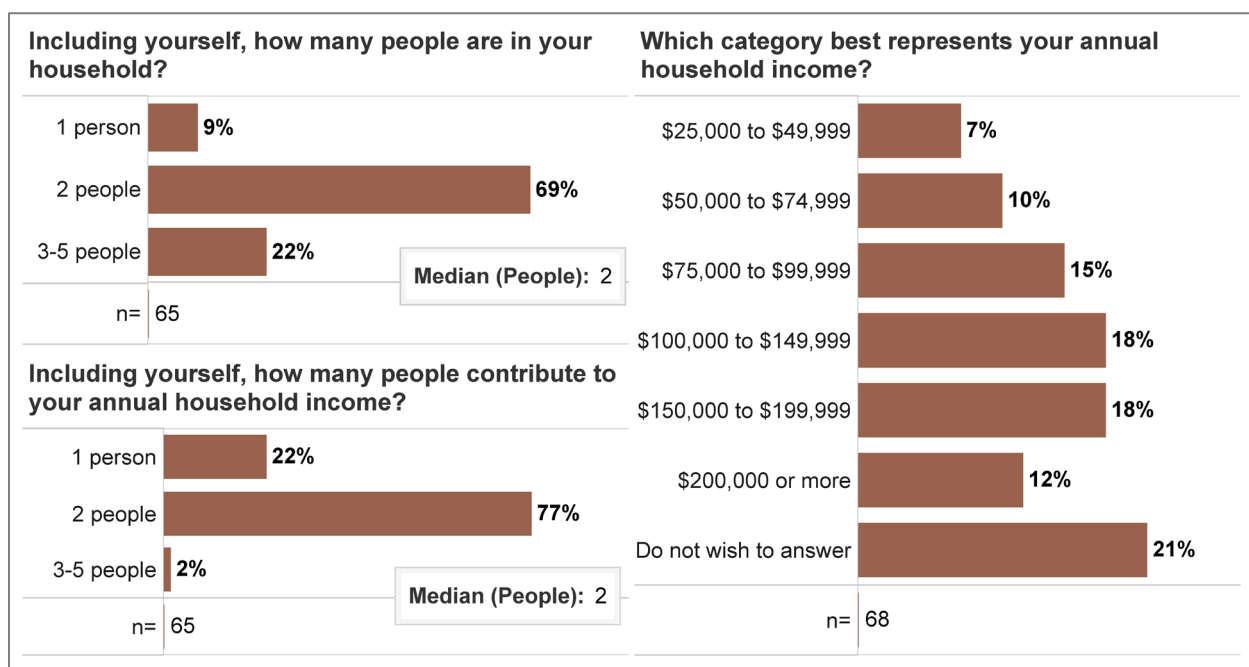


Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- About two-thirds of respondents (69%) had two people in their household, followed by three to five people (another 22%).
- In addition to obtaining higher education, visitors surveyed at LBJ National Historical Park also reported relatively high income levels. Nearly one in five respondents (18%) reported that their annual household income was between \$100,000 and \$149,999, and another 30% earned \$150,000 or more.
- Most respondents (77%) came from a dual-income household.

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

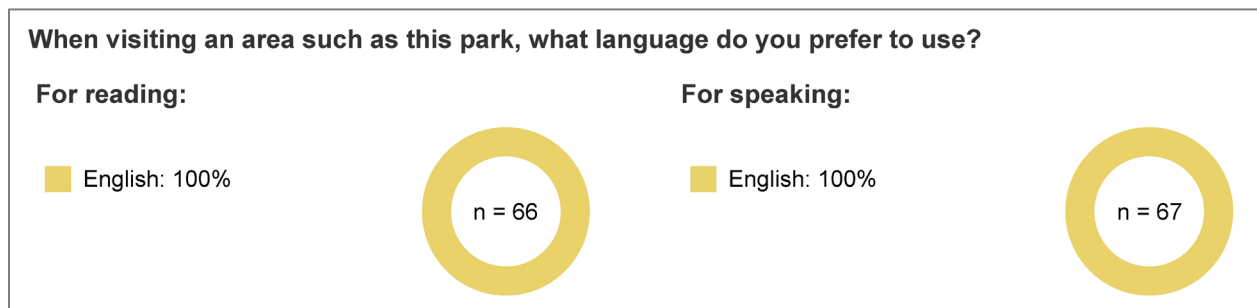


Figure 35. Respondent's language preference.

NPS

- While 5% of respondents were of Hispanic, Latino or Spanish origin, all respondents (100%) preferred to use English both for reading and speaking when visiting an area such as LBJ National Historical Park.

Literature Cited

National Park Service (NPS). 2024. 2024 Socioeconomic Monitoring of Lyndon B. Johnson National Historical Park: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2317398>

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 LBJ National Historical Park, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Camping outside LBJ National Historical Park	22	7
Lodging outside LBJ National Historical Park	138	4
Unpaid accommodations	25	3

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

Group Composition	Sample Size (n)	Median
Adults	278	2
Children	278	0
Total group size	278	2

Table 10. Data from [Figure 13](#). Number of people in or on respondent's vehicle when entering LBJ National Historical Park.

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 LBJ National Historical Park?	260	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered LBJ National Historical Park?	13	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered LBJ National Historical Park?	1	1

Table 11. Data from [Figure 14](#). Previous visits to LBJ National Historical Park.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to LBJ National Historical Park over the past 12 months?	71	1
[If not first-time visitor] Including this visit, how many visits have you made to LBJ National Historical Park over the past five years?	71	2

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?	274	2

Table 13. Data from [Figure 21](#). Reasons or motivations to visit LBJ National Historical Park.

Rating Category	Sample Size (n)
To visit a National Park Service site	71
To experience solitude	65
To hear the sounds of nature/quiet	67
To learn more about nature	64
To learn more about American history and culture	70
To spend time with family/friends	67
To get physical exercise	68
To view wildlife or natural scenery	67
To relax	68
To view dark night sky/stars	64
Other (if specified)	15

Table 14. Data from [Figure 24](#). Use of personal electronic devices while visiting LBJ National Historical Park.

Device Use	Sample Size (n)
Make/receive a cell phone call	61
Send/receive a text message	63
Search the internet/email	61
GPS/Navigation	66
Share pics/videos/audio via social media	62
Listen to/use an NPS podcast	56
Other (if specified)	24

Table 15. Data from [Figure 25](#). The importance of the use of personal electronic devices while visiting LBJ National Historical Park.

Device Use	Sample Size (n)
Make/receive a cell phone call	63
Send/receive a text message	63
Search the internet/email	59
GPS/Navigation	63
Share pics/videos/audio via social media	59
Listen to/use an NPS podcast	56
Other (if specified)	9

Table 16. Data from [Figure 26](#). Quality of service for personal electronic devices while visiting LBJ National Historical Park.

Device Use	Sample Size (n)
Make/receive a cell phone call	31
Send/receive a text message	39
Search the internet/email	39
GPS/Navigation	43
Share pics/videos/audio via social media	28
Listen to/use an NPS podcast	17
Other (if specified)	6

Table 17. Data from [Figure 29](#). Rating LBJ National Historical Park experience.

Rating Category	Sample Size (n)
LBJ National Historical Park is a safe place to visit	65
LBJ National Historical Park is too crowded	67
Natural resources in LBJ National Historical Park are in pristine condition	64
Vandalism and crime are not a problem at LBJ National Historical Park	50
LBJ National Historical Park is not accessible to a person with physical disabilities	34
Historical and cultural features in LBJ National Historical Park are well maintained/preserved	65
Development of adjacent areas detracts from visitors' experience at LBJ National Historical Park	59

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

Rating Category	Sample Size (n)
Visitor Center	63
Exhibits (indoor and outdoor)	67
Restrooms	55
Walkways, trails, and roads	69
Campgrounds and/or picnic areas	13
Assistance from park employees	63
Park map or brochure	65
Ranger programs	31
Commercial services in the park (food, lodging, gifts, rental, etc.)	25
Other services (if specified)	4
Learning about nature, history, or culture	55
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	29

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?	65	2
Including yourself, how many people contribute to your annual household income?	65	2

National Park Service
U.S. Department of the Interior



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