



2024 Socioeconomic Research of White Sands National Park

Combined Report on 2024 Data Collection During Peak and Off-Peak Seasons



A park ranger leads a family-friendly patio program at White Sands National Park, engaging visitors with hands-on educational activities.

NPS

2024 Socioeconomic Research of White Sands National Park: Combined Report on 2024 Data Collection During Peak and Off- Peak Seasons

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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 more than 24 parks per year across the United States and associated territories. White Sands National Park (White Sands) joined this effort by electing to survey its visitors during both its peak and off-peak seasons in 2024. This report can be used to help support upcoming park planning processes by developing a deeper, contemporary understanding of who visits White Sands, what they do during their visits, and their expectations of the unit as a newly designated National Park.

This socioeconomic monitoring at White Sands uses a two-step survey methodology to capture a representative sample of visitor information, characteristics, and behavior during the park's peak and off-peak seasons. 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.



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 this pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out each year starting in 2022 at over 24 NPS units per year across the country and associated territories.

White Sands National Park (White Sands) has not conducted a visitor study since 2012 (Begly, Barrie, Le, & Hollenhorst, 2013) and has experienced an elevated level of visitation since the park was redesignated from a National Monument to a National Park in 2019. While not selected for the nationally representative SEM through the systematic stratified random sampling plan, White Sands opted in to the study in 2024. The study aims to address critical needs identified by park management, including updating visitor spending profiles and deepening understanding of visitor demographics and characteristics at White Sands. Additionally, the park wishes to understand visitor expectations of the unit as a National Park to support upcoming park planning processes.

This report contains the data and combined findings collected from the SEM Visitor Survey conducted at White Sands during both peak and off-peak seasons in 2024. It is intended to provide park managers at White Sands with data-supported insights into their visitors while using standardized survey instruments and methods that enable robust 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 White Sands, 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 White Sands local area map is shown in Figure 1. The local area around White Sands consists of Doña Ana County, Otero County, and Lincoln County in New Mexico; and El Paso County, Texas. Within White Sands, the study area was comprised of eight locations during peak season sampling in March 2024, and six locations during off-peak sampling in September 2024. Table 1 lists those sites and the number of onsite intercept surveys completed at each during each fieldwork period, and the combined overall total across all 2024 fieldwork. One location, the Interdune Boardwalk, was open during the peak fieldwork in March, but for public safety reasons, was closed to visitors during the off-peak fieldwork in September.

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. Among the combined sample of all intercept surveys collected in 2024, 70.2% of intercept surveys were collected during the peak season fieldwork in March, while 29.8% were collected during the off-peak season in September. This outcome is proportionate to reported park visitation levels across the two months, with 70.9% of combined March and September 2024 visits occurring during March, and 29.1% in September.

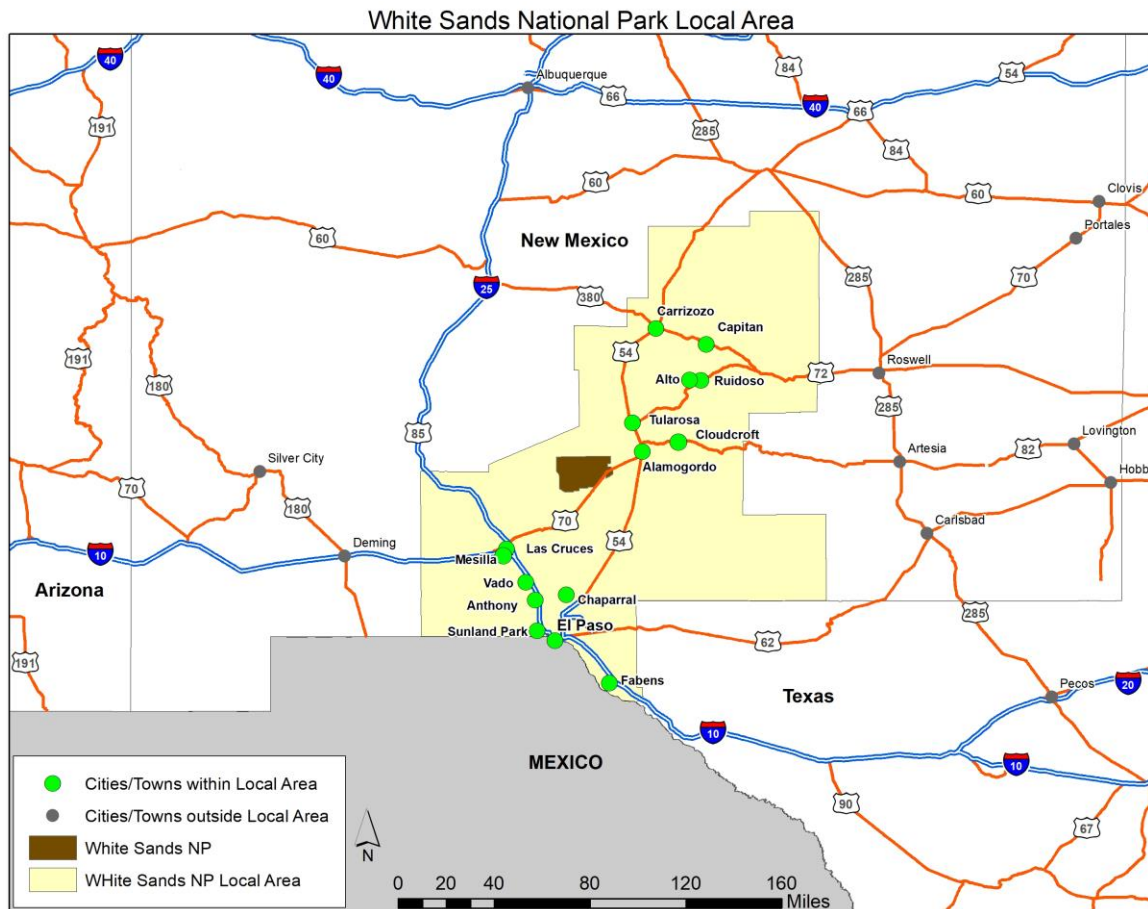


Figure 1. White Sands local area map.

Table 1. Intercept surveys conducted within White Sands.

Intercept Site	Completed Intercept Surveys: March		Completed Intercept Surveys: September		Completed Intercept Surveys: Combined	
	Number of Surveys	Percent of Surveys	Number of Surveys	Percent of Surveys	Number of Surveys	Percent of Surveys
Visitor Center	722	60.4%	288	56.7%	1010	59.3%
Dunes Drive Roadway Intercept	264	22.1%	200	39.4%	464	27.2%
Dune Life Nature Trail	64	5.4%	8	1.6%	72	4.2%
Interdune Boardwalk	47	3.9%	0	0.0%	47	2.8%
Alkali Flat Trail	36	3.0%	7	1.4%	43	2.5%
Backcountry Camping Loop Trail	40	3.3%	2	0.4%	42	2.5%
Roadrunner/Primrose Picnic Area	14	1.2%	0	0.0%	14	0.8%
Playa Trail	8	0.7%	3	0.6%	11	0.6%
Other	1	0.1%	0	0.0%	1	0.1%

Sampling Period and Procedure

Intercept Survey

The onsite 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 peak season intercept sampling was conducted during the period of March 22nd through April 2nd, 2024, and the off-peak intercept sampling was conducted September 13th through 24th, 2024. During each field period, a sample of visitors were intercepted while visiting White Sands across the designated locations listed in Table 1, above. At the Dunes Drive Roadway Intercept location, which accounts for 27.2% of all intercept surveys conducted, respondents were intercepted in their vehicle after being pulled over as they entered the park. At all other intercept locations, respondents were visitors on foot.

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 White Sands (NPS 2024a). 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 White Sands 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 of intercept survey data to post-trip survey data.

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 each sampling period, three or four surveyors were stationed simultaneously at different sampling sites (with roadside intercept surveys conducted in teams of two). Start times varied day-to-day and by location to capture a diverse sample of visitors across White Sands. 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 each 12-day sampling window.

During the peak season data collection effort in March, after five days of successful roadway intercept surveying, the team began to feel unsafe due to an uptick in aggressive driving. Park staff informed the team that the second weekend of survey work (which coincided with local spring breaks and was also Easter weekend) was expected to be one of the busiest weekends of the year in White Sands and would likely see an increase in these types of drivers. For field team safety, for the remainder of the peak fieldwork data collection period, intercept sampling was only conducted on foot at the Visitor Center, trailheads, and picnic areas.

The September off-peak fieldwork was initially scheduled to follow the same sampling structure, with five days of roadway surveying and five days of sampling on foot only. However, due to lower visitor numbers during this time, it quickly became evident that sample sizes were insufficient when surveyors were stationed at trailheads and picnic areas. As a result, the team refocused efforts on the roadway intercepts. Given the park's geographic layout, with a single entrance/exit on Dunes Drive, conducting intercepts at the Playa Trail pullout (just past the entrance gate) in tandem with intercepts at the Visitor Center allowed for maximum visitor contact volumes during the off-peak season while maintaining sample representativeness.

Table 2. Response outcomes—White Sands intercept survey.

Outcome	March	September	Overall
Eligible visitors contacted	1,270	742	2,012
Complete refusals	28	135	163
Partial refusals (non-response bias questions completed)	46	99	145
Intercept surveys completed	1,196	508	1,704
Post-trip surveys distributed	1,195	452	1,647
Intercept response rate	94.2%	68.5%	84.7%
Post-trip acceptance rate	99.9%	89.0%	96.7%

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 2024b). 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 about a week following the end of each onsite data collection period to all respondents who provided contact information. 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 mailing addresses and emails, noting that the individual's completed questionnaire had yet to be received. The mailed contacts included replacement surveys and postage-paid, self-addressed return envelopes, while the emailed contacts included the online survey link. A final contact was mailed or 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—White Sands post-trip survey.

Outcome	March	September	Overall
Post-trip surveys distributed	1,195	452	1,647
Valid post-trip surveys completed	395	218	613
Response rate	33.1%	48.2%	37.2%

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 overall intercept survey response rate of 84.7%, concern over intercept non-response during the study is muted. However, because the overall post-trip survey response rate (37.2%) did not meet the minimum threshold, non-response 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 two questions: 1) local area residence, and 2) overnight visitation. Therefore, permanent or seasonal residents of the local area and day trip visitors are not as well represented in the full survey sample (6.7% and 22.0%, respectively) as desired, when compared to their proportion among respondents that only completed the intercept survey (10.4% and 32.4%). 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 White Sands?”. Note: p-value = 0.01.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	41	6.7%	114	10.4%
No	569	93.3%	980	89.6%

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?”. Note: p-value = 0.15.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	575	94.4%	1013	92.6%
No	34	5.6%	81	7.4%

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 White Sands and/or within the local area?”. Note: p-value < 0.01.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	476	78.0%	740	67.6%
No	134	22.0%	354	32.4%



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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. Each figure presents the combined results for all 2024 fieldwork (labeled Grand Total), as well as the subset of results for each discrete data collection period – peak season fieldwork (March) and off-peak fieldwork (September).

Intercept Survey Results

The following section provides results of the 1,704 visitor intercept surveys conducted in White Sands from March 22nd through April 2nd, and September 13th through 24th, 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.

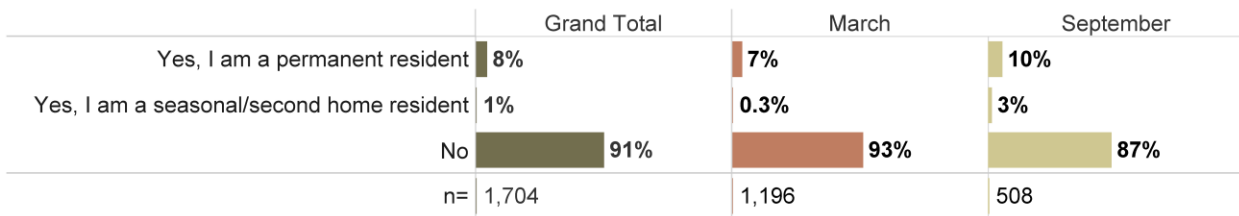
Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around White Sands. 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. Figures 2 and 3 depict responses to this group of questions.

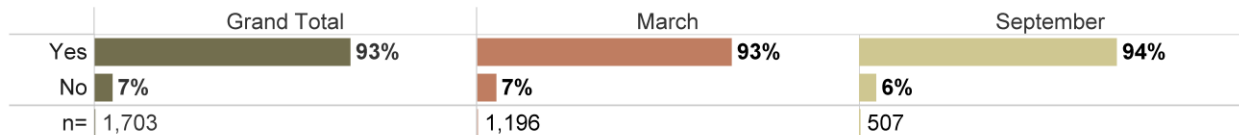


NPS

Are you a permanent or seasonal/second home resident of the local area around White Sands National Park?

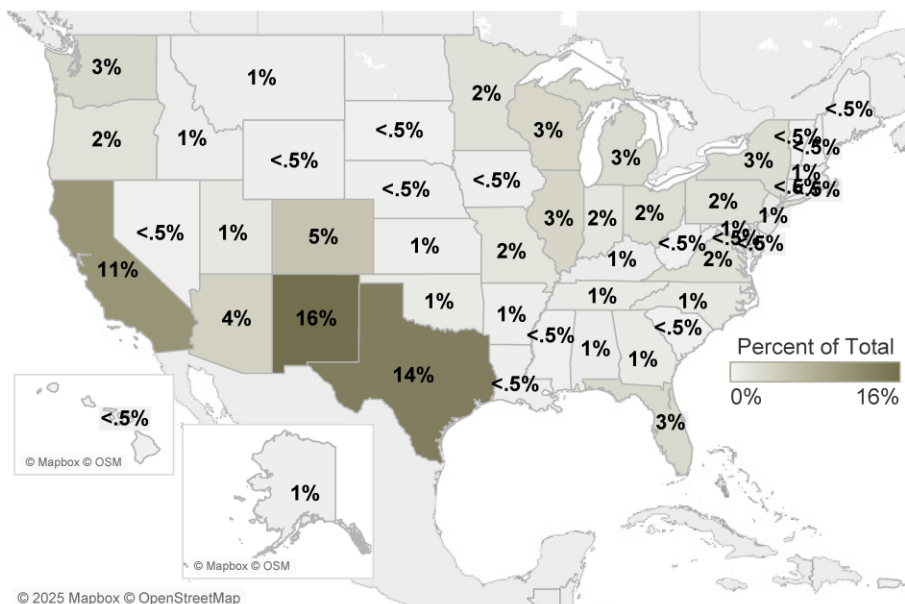


Do you currently live in the United States?



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

Grand Total



Top 10 States

Grand Total

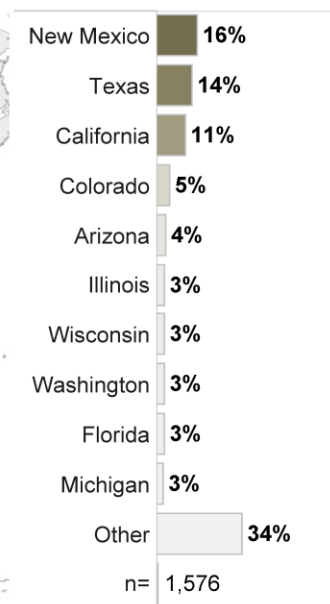


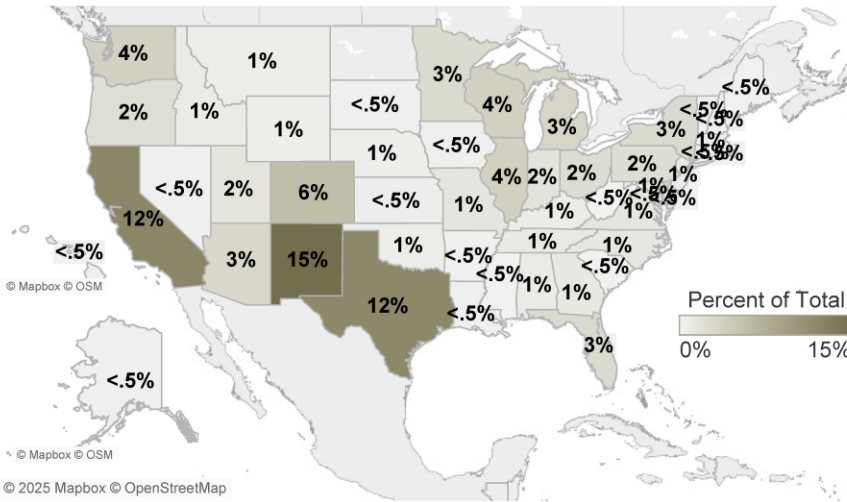
Figure 2. Respondent residency status and geographic origin of all domestic visitors surveyed at White Sands in 2024.

- Only around one in ten respondents (a combined 9% overall) stated that they were either permanent or seasonal residents of the local area around White Sands. The proportion of visitors represented by local residents was slightly lower during the peak season (7.3%) and higher during the off-peak season (13%).
- There was some geographic concentration of respondents from New Mexico (where White Sands is located), and the neighboring state of Texas.

- Among the 93% of overall respondents currently residing in the U.S., 16% reside in New Mexico, followed by 14% from Texas, 11% from California, and 5% from Colorado.

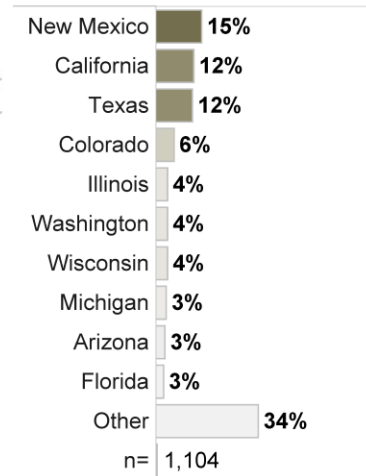
Respondent States (Percentage of U.S. respondents only)

March



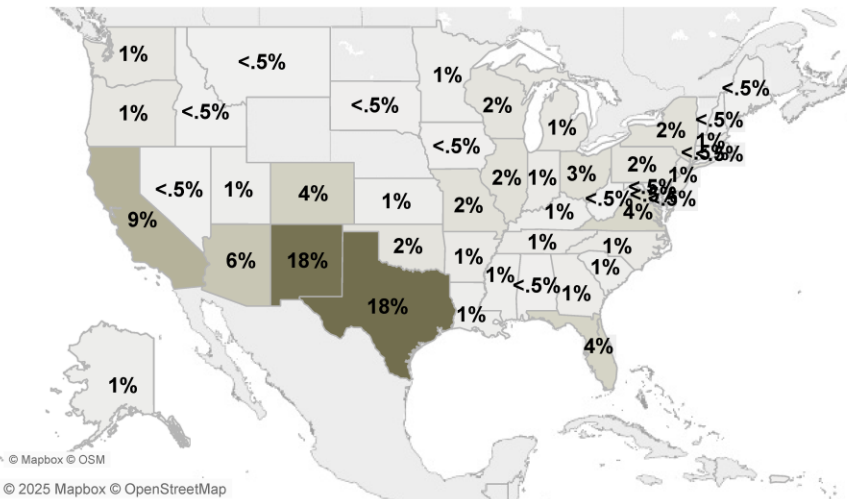
Top 10 States

March



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

September



Top 10 States

September

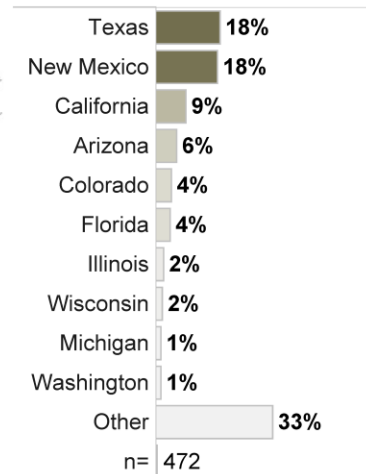


Figure 3. Geographic origin of domestic visitors surveyed at White Sands, by month.

- The geographic distribution of respondents differed somewhat between the peak and off-peak seasons, with the same list of top 10 states, albeit in differing orders.
- The off-peak season saw increased shares of visitors from the immediate region of New Mexico (+3 percentage points [ppts] vs. peak share) and Texas (+6 ppts).
- Conversely, the peak season saw elevated shares of respondents from other top states, including California (+3 ppt vs. off-peak), Arizona (+3 ppts), Colorado (+2 ppts), Illinois (+2 ppts), and others.

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 4 depicts responses to this group of questions.

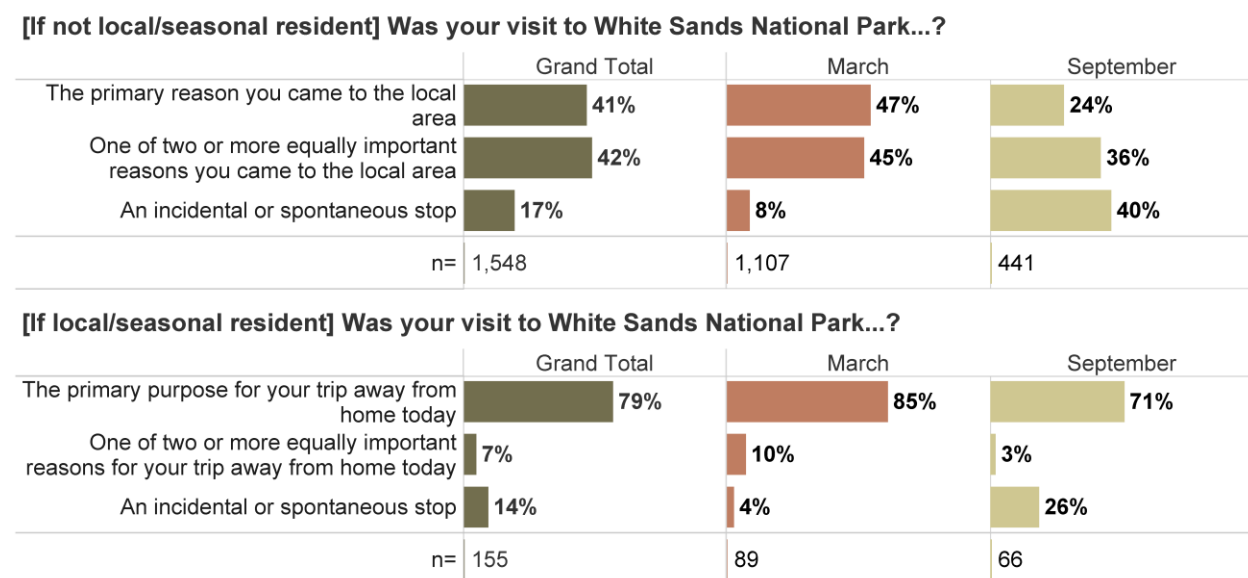


Figure 4. Role of White Sands in overall trip purpose.

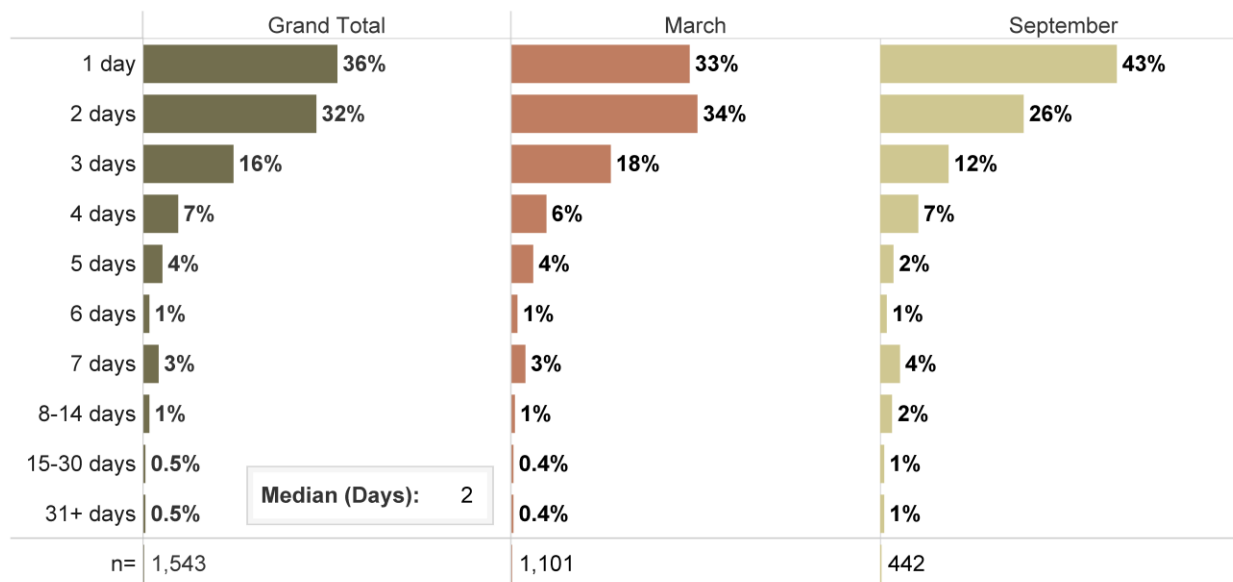
- Among all respondents residing outside the local area (depicted in Figure 1) surveyed in 2024, 42% stated that their visit to White Sands was one of two or more equally important reasons that brought them to the area, while 41% stated that White Sands was the primary reason for coming to the local area.
- While there was a nearly equal split in these two reasons overall, peak season non-local respondents were most likely to indicate that White Sands was their primary reason for visiting the local area (47%) while off-peak non-locals were more likely to place White Sands as an incidental or spontaneous stop while they were already in the area (40%), or one of two or more equally important reasons they came to the local area (36%).
- Among permanent or seasonal local resident respondents, most respondents (79%) stated that their visit to White Sands was the primary reason for their trip away from home on the day they were surveyed. This top reason was consistent between the peak season (85%) and off-peak season (71%), though off-peak locals were more likely to report their visit as an incidental or spontaneous stop while out of the house (26%, vs. 4% of peak locals).

Question 4: Length of Stay

Respondents who are not permanent or seasonal residents of the local area around White Sands 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 5.

[If not local/seasonal resident] How many days are you planning to spend in the local area (including the days you spend in White Sands National Park) on this trip away from home?



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

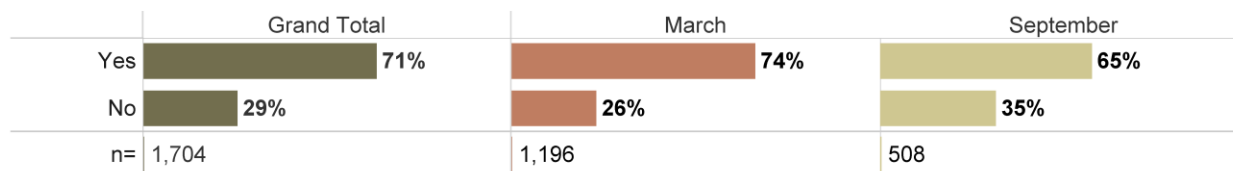


Figure 5. Time spent in the local area around White Sands.

- Over one-third of non-local respondents (36% overall) spent one day in the local area, while 32% spent two days, and 16% spent three days.
- Distribution in length of stay was somewhat consistent between the peak and off-peak seasons, though a higher share of off-peak visitors were spending just one day in the local area (+10 pts vs. peak share) and a lower share were spending two days (-8 pts). The median length of stay in both the peak and off-peak seasons was two days.
- Additionally, 71% of all respondents (including permanent/seasonal residents) stayed overnight away from their permanent residence in the local area. The share staying overnight locally was lower during the off-peak season (-9 pts), consistent with higher shares whose visit to White Sands was an incidental or spontaneous stop.

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 6).

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

	Grand Total	March	September
Lodging outside White Sands National Park (e.g. hotels, cabins, vacation rentals, glamping)	74%	72%	77%
Camping outside White Sands National Park in the local area	23%	25%	19%
Unpaid accommodations (e.g. family and friends)	4%	3%	6%
n=	1,216	888	328

Figure 6. Accommodation types used by overnight visitors in the local area surrounding White Sands.

- Around three-quarters of overnight respondents (74%) stayed in lodging outside White Sands.
- This was followed in prevalence camping outside White Sands (23% overall, slightly more prevalent during the peak season), and other unpaid accommodations (4%).

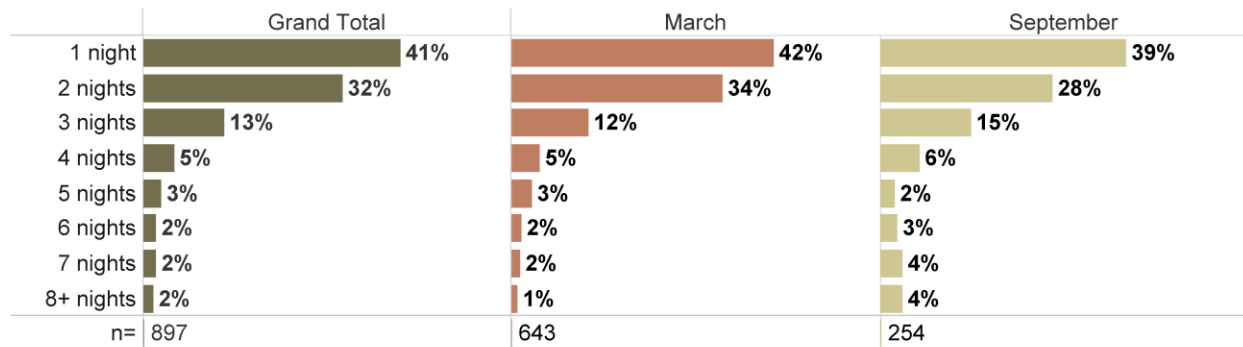


NPS

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

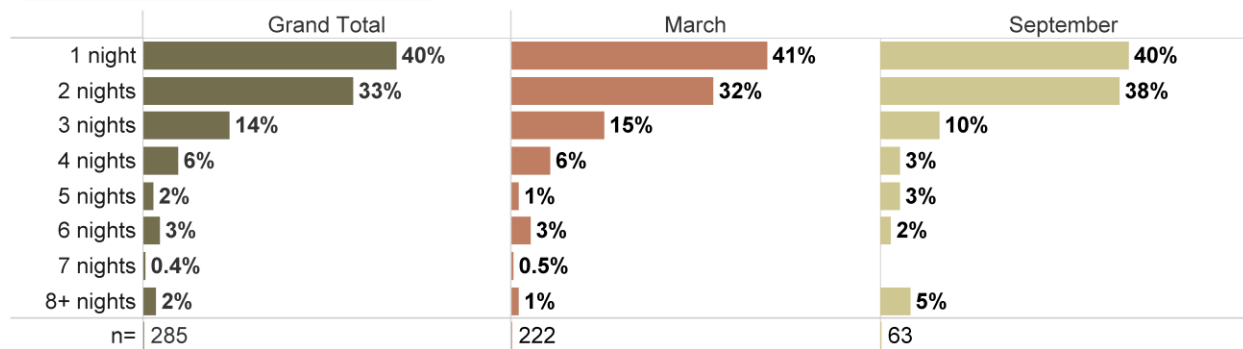
Number of nights lodging outside of White Sands National Park in the local area.

Median (nights lodging outside): 2



Number of nights camping outside of White Sands National Park in the local area.

Median (nights camping outside): 2



Number of nights in unpaid accommodations.

Median (nights unpaid): 4

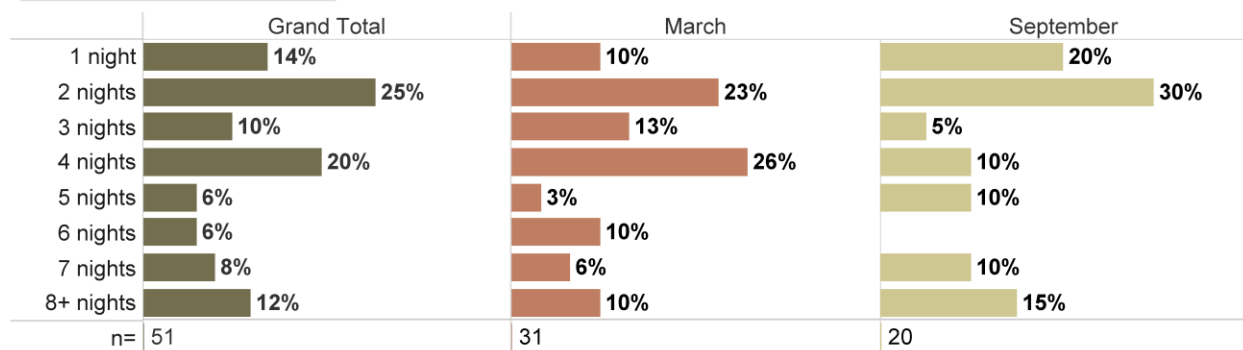


Figure 7. Number of nights spent within White Sands and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

- Distribution of nights spent by accommodation type were highly consistent across the peak and off-peak seasons (some variation is seen in unpaid accommodation results, likely due to lower sample sizes).
- Among the 74% of all overnight respondents surveyed in 2024 who lodged outside of White Sands in the local area (per Figure 6), median length of stay was two nights. Around three-quarters (73%) lodged two nights or fewer in the local area this trip; 87% spent three nights or fewer.
- Among the 23% of overnight respondents who camped outside of White Sands (per Figure 6), median length of stay was two nights. More than two-thirds (73%) camped for two nights or fewer during this trip; 86% camped three nights or fewer.
- Among the 4% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 6), median length of stay was four nights. There was much broader spread in length of overnight stay among those staying in unpaid accommodations than those in paid options.



NPS

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 White Sands (Figure 8). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but 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.

Number of adults in group:

Median (Adults): 2

	Grand Total	March	September
1 adult	14%	12%	18%
2 adults	64%	64%	62%
3 adults	11%	11%	9%
4 adults	7%	7%	7%
5 adults	2%	2%	2%
6-10 adults	3%	3%	2%
11-15 adults	0.2%	0.3%	0.2%
16+ adults	0.3%	0.3%	0.2%
n=	1,704	1,196	508

Number of children in group:

Median (Children): 0

	Grand Total	March	September
0 children	74%	68%	89%
1 child	9%	10%	4%
2 children	11%	14%	4%
3 children	3%	4%	1%
4 children	2%	2%	1%
5 children	0.2%	0.3%	0.2%
6-10 children	1%	1%	
11-15 children	0.1%	0.2%	
16+ children	0.1%	0.2%	
n=	1,704	1,196	508

Total group size:

Median (Total Group): 2

	Grand Total	March	September
1 person	11%	9%	16%
2 people	49%	46%	58%
3 people	13%	14%	9%
4 people	14%	17%	10%
5 people	5%	6%	3%
6-10 people	6%	7%	4%
11-15 people	1%	1%	0.2%
16+ people	1%	1%	0.2%
n=	1,704	1,196	508

Figure 8. Number of adults and children in respondent's personal group, and total group size, while visiting White Sands. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

- Overall distributions of group sizes were fairly consistent across seasons. The median total number of people (adults and children) per group during both seasons was two. Compared to peak season, the off-peak season saw elevated shares of respondents visiting the park alone (+7 ppts) or in groups of two (+12 ppts), and corresponding lower shares of larger groups.

- The median number of adults per group was also two. Most groups (64% overall) included two adults.
- Most groups (74% overall) did not include any children. However, children were more prevalent in the peak season (32% of groups included one or more child) than during the off-peak season (11%).

Respondents were then asked to provide the age of each member of their group (Figure 9). These data show the true age distribution of respondent groups sampled at White Sands.

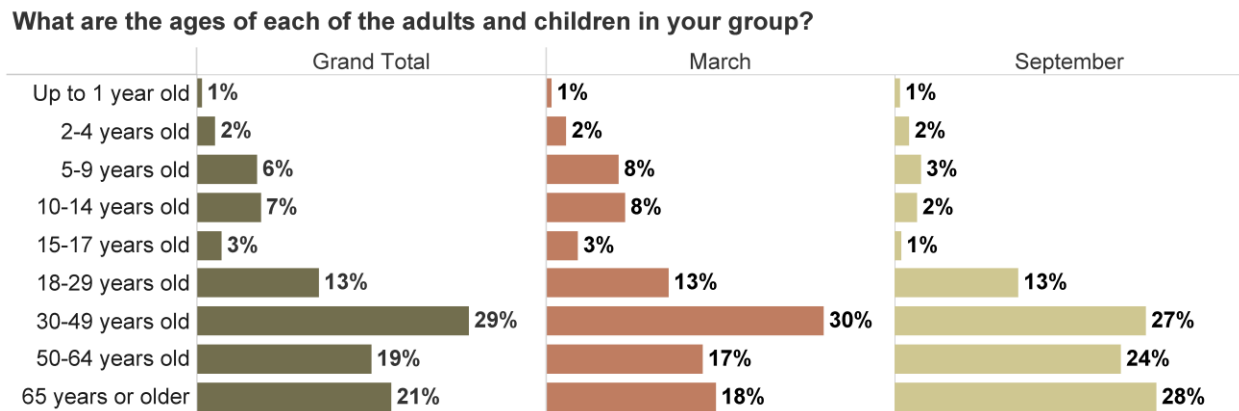


Figure 9. Age distribution of all members of respondent's personal group while visiting White Sands.

- The most common age of the adults and children in a personal group was 30-49 years old (29% overall), followed by 65 years or older (21%), and 50-64 years old (19%).
- Consistent with results from Figure 8, children (i.e., visitors under 18 years old) accounted for a combined total of 9% of group members during the off-peak season but was more than double the share (22%) during the peak season.

Questions 11-12: Local Communities

To build a more detailed understanding of the impact of White Sands on the surrounding local area, respondents were given a list of nearby communities and asked which one(s), if any, they had already visited or planned to visit during their trip. Visiting a community was defined as stopping to do or buy anything, such as purchasing gas or groceries or dining. Those respondents who had previously indicated that they were staying overnight in the local area outside White Sands (i.e., paid lodging outside the park, camping outside the park, or staying in unpaid accommodation outside the park) were then asked which local community (or communities) from that list was (or were) closest to their accommodations. Responses to both questions are shown in Figure 10.

Which communities have you already visited or do you plan to visit outside White Sands National Park while in the local area on this trip away from home? Please mark all that apply

	Grand Total	March	September
Alamogordo, NM	55%	56%	54%
Las Cruces, NM	41%	40%	42%
El Paso, TX	23%	23%	24%
Cloudcroft, NM	14%	14%	15%
Ruidoso, NM	11%	11%	13%
Mesilla, NM	6%	6%	5%
Tularosa, NM	5%	4%	7%
Carrizozo, NM	4%	3%	6%
Capitan, NM	2%	2%	3%
Don't know	2%	1%	2%
Alto, NM	2%	1%	3%
Vado, NM	1%	0.4%	1%
Other	2%	2%	4%
I do not plan to visit any communities in the local area	9%	9%	8%
n=	1,653	1,149	504

What communities are closest to where you stayed or are staying at your accommodation(s) outside White Sands National Park in the local area? Please mark all that apply

	Grand Total	March	September
Alamogordo, NM	47%	49%	41%
Las Cruces, NM	32%	32%	33%
El Paso, TX	10%	11%	8%
Ruidoso, NM	7%	6%	9%
Cloudcroft, NM	5%	4%	8%
Mesilla, NM	1%	1%	1%
Tularosa, NM	1%	1%	1%
Carrizozo, NM	1%	1%	1%
Alto, NM	0.4%	0.1%	1%
Capitan, NM	0.3%	0.2%	0.3%
Other	1%	0.2%	1%
n=	1,142	831	311

Figure 10. Communities visited outside White Sands while in the local area.

- Visitation of nearby communities was highly consistent across seasons.
- More than half of respondents (55% overall) reported they had visited or planned to visit Alamogordo, NM, while visiting the White Sands Local Area on their trip away from home.
- The next most visited community was Las Cruces, NM, visited by 41% of respondents, followed in prevalence by El Paso, TX, at around one-quarter of respondents (23%).
- The rank order of the top three communities was the same when considering which community was closest to where overnight respondents stayed during their visit: the plurality of respondents reported staying in Alamogordo (47%), followed by Las Cruces (32%), and El Paso (10%).

Questions 13-18: Park Use Characteristics

Respondents were asked to indicate which type of entrance fee applied to them personally on their most recent trip to White Sands (Figure 11).

On this trip to White Sands National Park, which one of the following entrance fees applied to you personally?

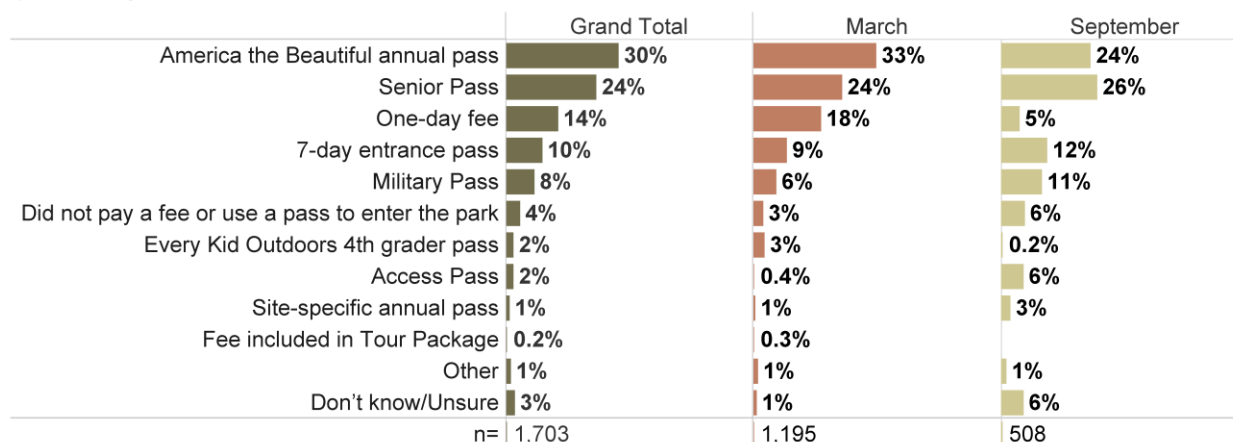


Figure 11. Entrance fee paid to enter White Sands on the most recent trip.

- Around one in three respondents (30% overall) reported using an America the Beautiful annual pass, and over one-third (36%) entered using a Senior Pass, Military Pass, Every Kid Outdoors 4th grader pass, or Access Pass.
- In contrast, one-quarter (25%) of respondents reported that they entered using a White Sands-specific pass or fee (i.e., annual pass, seven-day, or one-day entrance fee¹).
- Entrance passes used between the peak season and off-peak season varied slightly, with the America the Beautiful annual pass and day fees more common during the peak season, and Military and Access passes more common in the off-peak season.

Then, respondents were asked to indicate if they planned to visit White Sands 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 12 and Table 7).

¹ Note: This question was part of a standardized national survey instrument listing all entrance fee options across the National Park System. White Sands National Park does not offer a one-day entrance fee. Respondents who selected this option likely visited for a single day, chose the lowest-cost pass available at the gate, and may not have realized they were issued a seven-day entrance pass.

Do you plan to spend one hour or more within White Sands National Park today?

	Grand Total	March	September
Yes	97%	98%	94%
No	3%	2%	6%
n=	1,704	1,196	508

On this trip, do you plan to visit White Sands National Park for more than one day?

	Grand Total	March	September
Yes	13%	14%	11%
No	87%	86%	89%
n=	1,702	1,195	507

Figure 12. Length of time spent within White Sands on this trip.

Table 7. Length of time spent within White Sands on this trip.

Question	March		September		Overall	
	Sample Size (n)	Median	Sample Size (n)	Median	Sample Size (n)	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within White Sands today?	23	40	30	30	53	30
[If planning to spend one hour or more] How many hours do you plan to spend within White Sands today?	1163	3	478	2	1641	3
[If planning to visit more than one day] How many days do you plan to spend within White Sands on this trip?	164	2	54	2	218	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	164	2	54	2	218	2

- The vast majority of respondents (97%) planned to spend one hour or more within White Sands on the day they were surveyed. Among these visitors, median length of time spent in the park “today” was three hours overall, three hours during the peak season, and two hours in the off-peak season.
- Among the 3% 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 overall, 40 minutes during the peak season, and 30 minutes during the off-peak season.
- Additionally, a majority of respondents (87%) were planning to spend just a single day in White Sands on their trip. Among the 13% of respondents who planned to visit for more than one day, the median length of visit was two days.
- Those respondents who spent more than one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter White Sands (Figure 13).

Which was the most recent entrance you used to enter White Sands National Park?

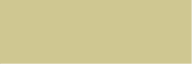
	Grand Total	March	September
Dunes Drive off US Highway 70	 100%	 100%	 100%
n=	1,704	1,196	508

Figure 13. Most recent entrance used to enter White Sands.

- As the only public entrance, Dunes Drive off US Highway 70 was used by 100% of survey respondents.

Respondents were also presented with a list of locations within White Sands and asked to indicate if they had been to, or planned to visit them, that day (Figure 14).

Considering your visit today, have you been to or do you plan to visit any of the following locations within White Sands National Park? Please mark all that apply

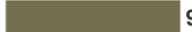
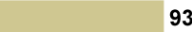
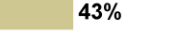
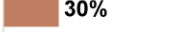
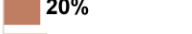
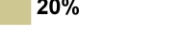
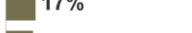
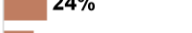
	Grand Total	March	September
Visitor Center	 95%	 96%	 93%
Entrance Station	 82%	 80%	 86%
Unpaved portion of Dunes Drive	 51%	 54%	 43%
Dune Life Nature Trail	 28%	 30%	 21%
Alkali Flat Trail	 20%	 20%	 20%
Interdune Boardwalk	 17%	 24%	 1%
Backcountry Camping Loop Trail	 15%	 16%	 12%
Playa Trail	 14%	 15%	 14%
n=	1,699	1,191	508

Figure 14. Park locations visited during the most recent trip to White Sands.

- Nearly all respondents (95% overall) planned to visit the Visitor Center on the day they were contacted. Use of the Visitor Center was slightly lower during the off-peak season (-3 ppts vs. off-peak), consistent with higher proportional use of the park by local residents (per Figure 2).
- Additionally, most respondents (82% overall) planned to proceed past the Visitor Center through the entrance station into the fee area of the park, and just over half (51%) planned to go all the way to the unpaved portion of Dunes Drive.

- The rank order of locations visited in the park was mostly consistent across the two seasons, with the notable exception of the Interdune Boardwalk, which was closed during the off-peak fieldwork period.

Question 19: Potential Future Opportunities

Respondents were then presented with several potential opportunities and asked to rate their likelihood to use them during a future visit to White Sands, if they were available (Figures 15 and 16).

If you were to visit White Sands National Park in the future, how likely would you be to use each of the following potential opportunities, if they were available?

Grand Total

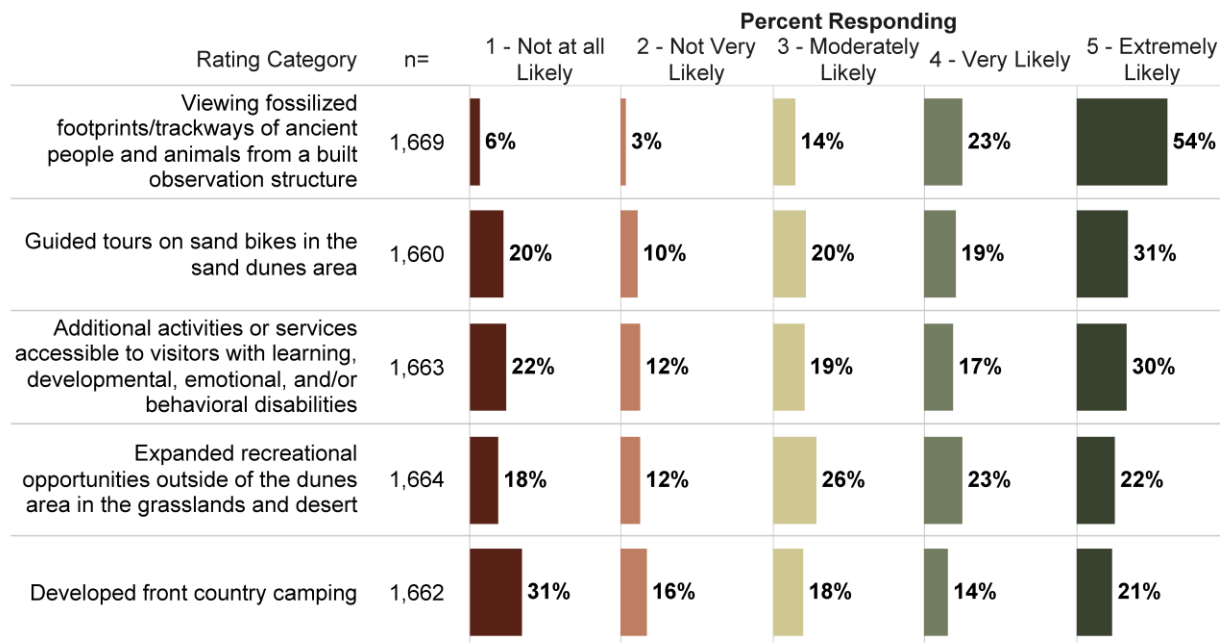


Figure 15. Likelihood to use potential opportunities if they were available on a future visit, overall. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

- From all the future opportunities listed, “Viewing fossilized footprints/trackways of ancient people and animals from a built observation structure” received the most interest overall, with over three-quarters of respondents saying they would be either very likely (23%) or extremely likely (54%) to use it if it were available on a future visit.
- That was followed by “Guided tours on sand bikes in the sand dunes area” and “Additional activities or services accessible to visitors with learning, developmental, emotional, and/or behavioral disabilities” (a combined 50% and 47% of respondents, respectively, stated they were extremely or very likely to make use of such opportunities).
- Conversely, “Developed front country camping” and “Expanded recreational opportunities outside of the dunes area in the grasslands and desert” received the least support, with 35%

and 45% of respondents, respectively, either very or extremely likely to use them if it they available on a future visit, and 47% and 30% of respondents, respectively, unlikely (not at all likely or not very likely) to use them.

If you were to visit White Sands National Park in the future, how likely would you be to use each of the following potential opportunities, if they were available?

By Month of Data Collection

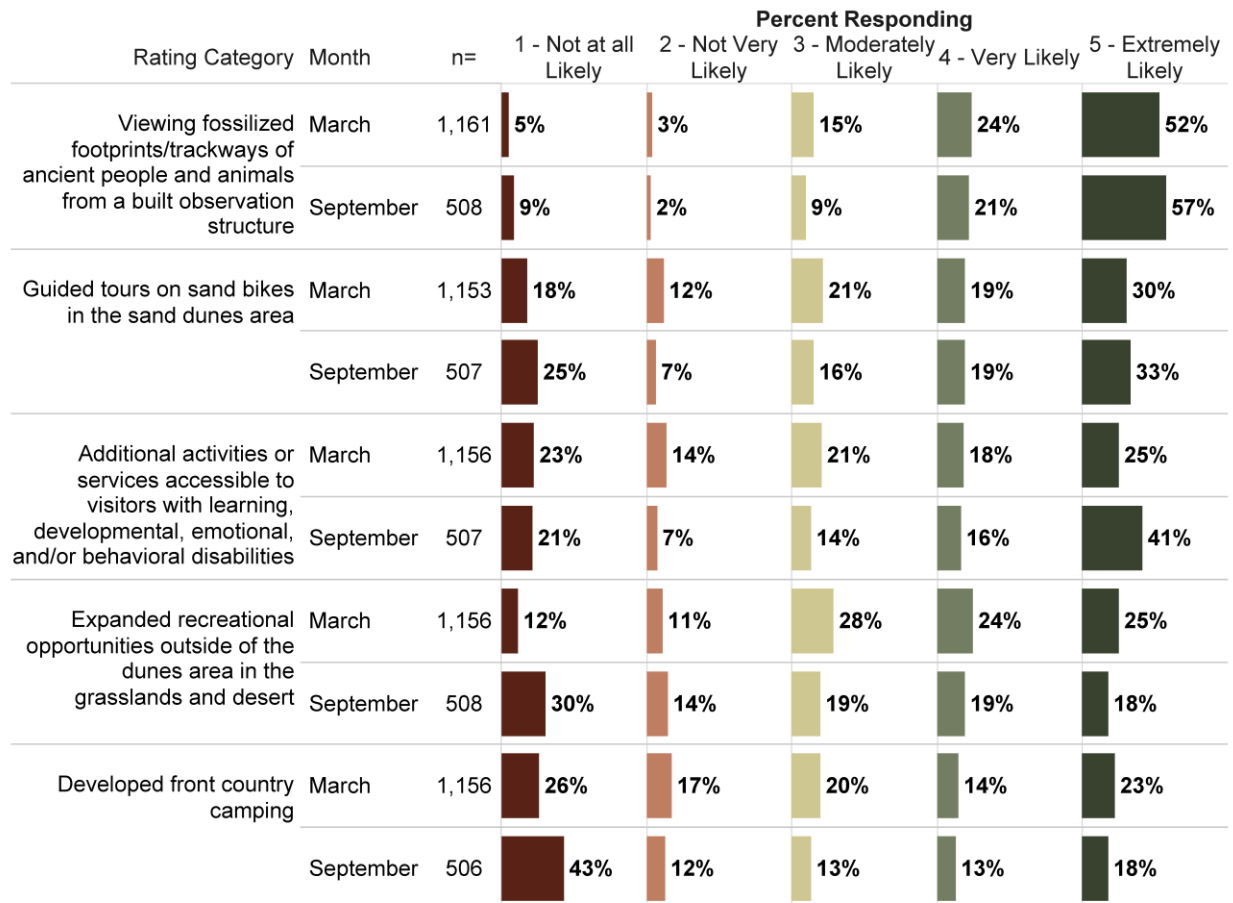


Figure 16. Likelihood to use potential opportunities if they were available on a future visit, by month. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

- The peak season and off-peak season results for this question differ only somewhat.
- While “Viewing fossilized footprints/trackways of ancient people and animals from a built observation structure” had the highest likelihood of use among both groups, the rank order of other potential opportunities differed.
- Off-peak respondents indicated notably higher likelihood than peak season respondents to use “Additional activities or services accessible to visitors with learning, developmental, emotional, and/or behavioral disabilities (57% stated they would be extremely or very likely to make use of such opportunities, vs. peak season 43%).

- Conversely, the peak season respondents showed higher likelihood to utilize “Expanded recreational opportunities outside of the dunes area in the grasslands and desert” (49% extremely or very likely to make use of such opportunities, vs. off-peak season 37%) and “Developed front country camping” (37% vs. 31%).

Question 20: Transportation

Respondents were asked about the form of transportation they used to enter White Sands on the day they were surveyed (Figure 17).

Which of the following forms of transportation did you personally use to arrive or enter White Sands National Park today?

	Grand Total	March	September
Car, truck, or SUV (e.g., standard private vehicle)	92%	91%	95%
Recreational vehicle or motorhome	6%	7%	4%
School bus or church bus/van	1%	1%	0.2%
Motorcycle	0.4%	0.4%	0.4%
Commercial tour bus	0.2%	0.3%	
Commercial tour van	0.1%		0.4%
Shuttle	0.1%		0.2%
Other	1%	1%	
n=	1,702	1,194	508

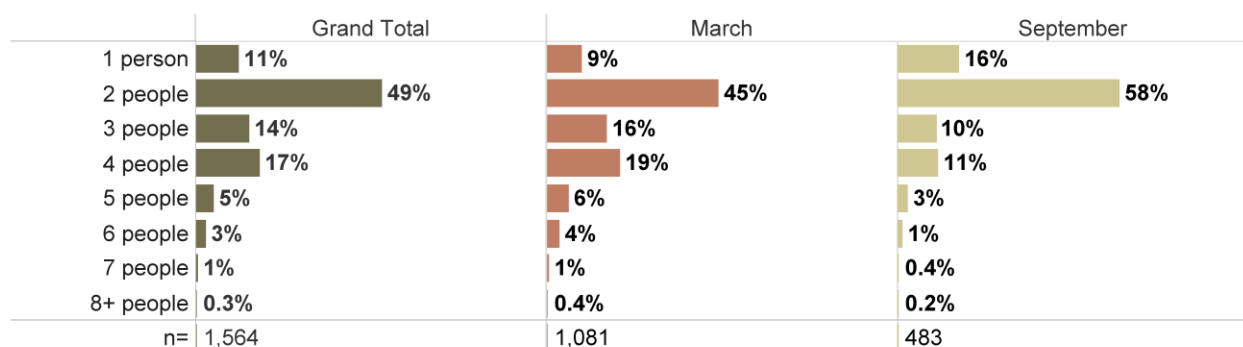
Figure 17. Form of transportation used to enter White Sands on the day of the survey.

- Most respondents (92% overall) reported that they used their car, truck, or SUV to enter White Sands on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (6% overall, +3 ppts among peak respondents vs. off-peak).

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 18).

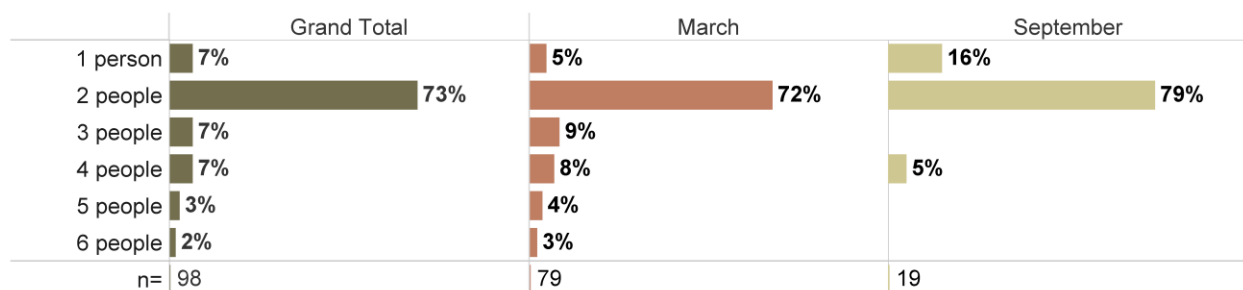
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered White Sands National Park?

Median Passengers (Car): 2



[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered White Sands National Park?

Median Passengers (RV): 2



[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered White Sands National Park?

Median Passengers (Motorcycle): 1

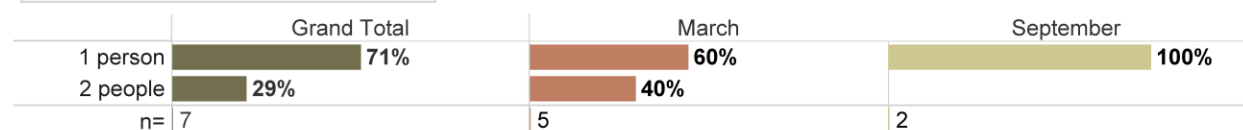


Figure 18. Number of people in or on respondent's vehicle when entering White Sands. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

- Around half of respondents traveling by car (49% overall) reported two people in the vehicle. The off-peak season saw higher shares of respondents with a single traveler in the car, consistent with patterns in overall group size (Figure 8).
- The next common group size varied by season, with groups of three (9%) or four (8%) passengers being the next most common during peak season, and groups of one (16%) the next most common in the off-peak season.
- Over two-thirds of respondents entering White Sands by RV/motorhome (73%) reported traveling in a group of two.

Question 22: Previous Visits to White Sands

Respondents were asked if they were first time visitors to White Sands. Repeat visitors were then asked how many visits they have made to White Sands in the last 12 months and the last five years (Figure 19).

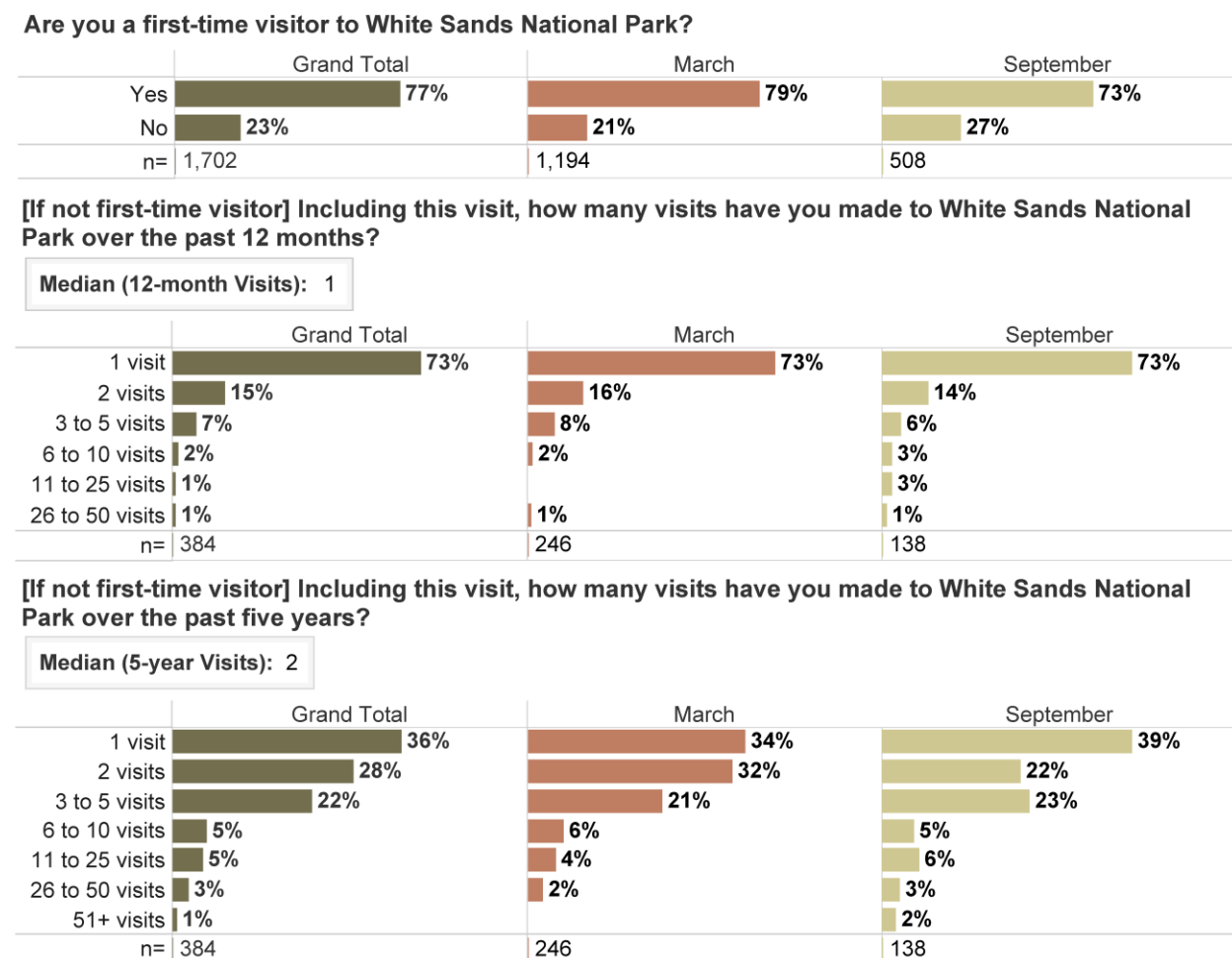


Figure 19. Previous visits to White Sands. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

- Around three-quarters of respondents (77% overall) were on their first ever trip to White Sands. Off-peak respondents were more likely to be repeat visitors to the park (27% vs. 21% peak season respondents).
- Among the 23% of all 2024 respondents who were repeat visitors, the majority (73%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, around two-thirds of repeat visitors (64%) 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.

- While only 6% of peak season repeat visitors had made more than 10 visits in the past five years, this jumped to 11% among off-peak season repeat visitors.

Question 23: 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 20).

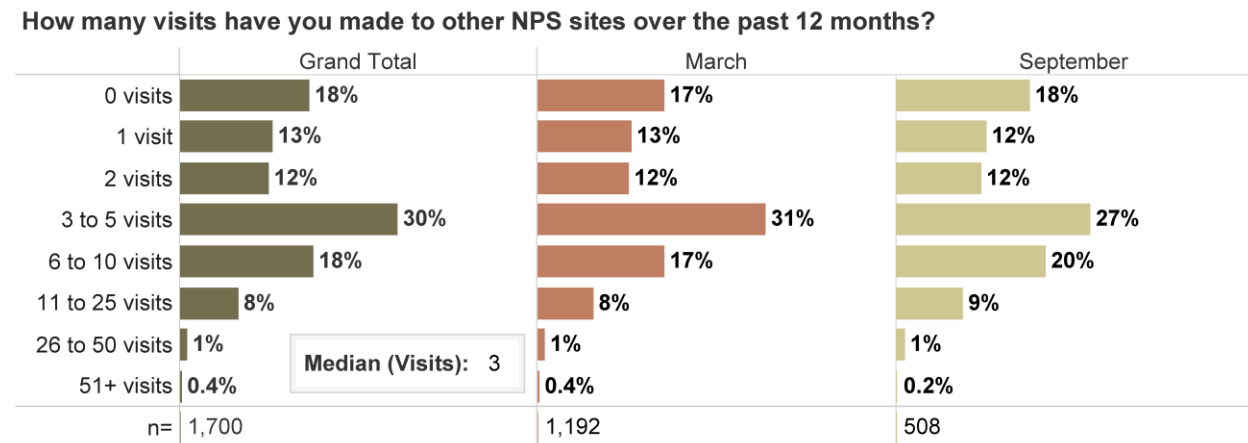


Figure 20. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

- The majority of respondents (82% overall) had made at least one visit to other NPS site(s) in the past year, and patterns were similar among both peak and off-peak respondents.
- The median number of visits made to other NPS site(s) in the past 12 months was three.

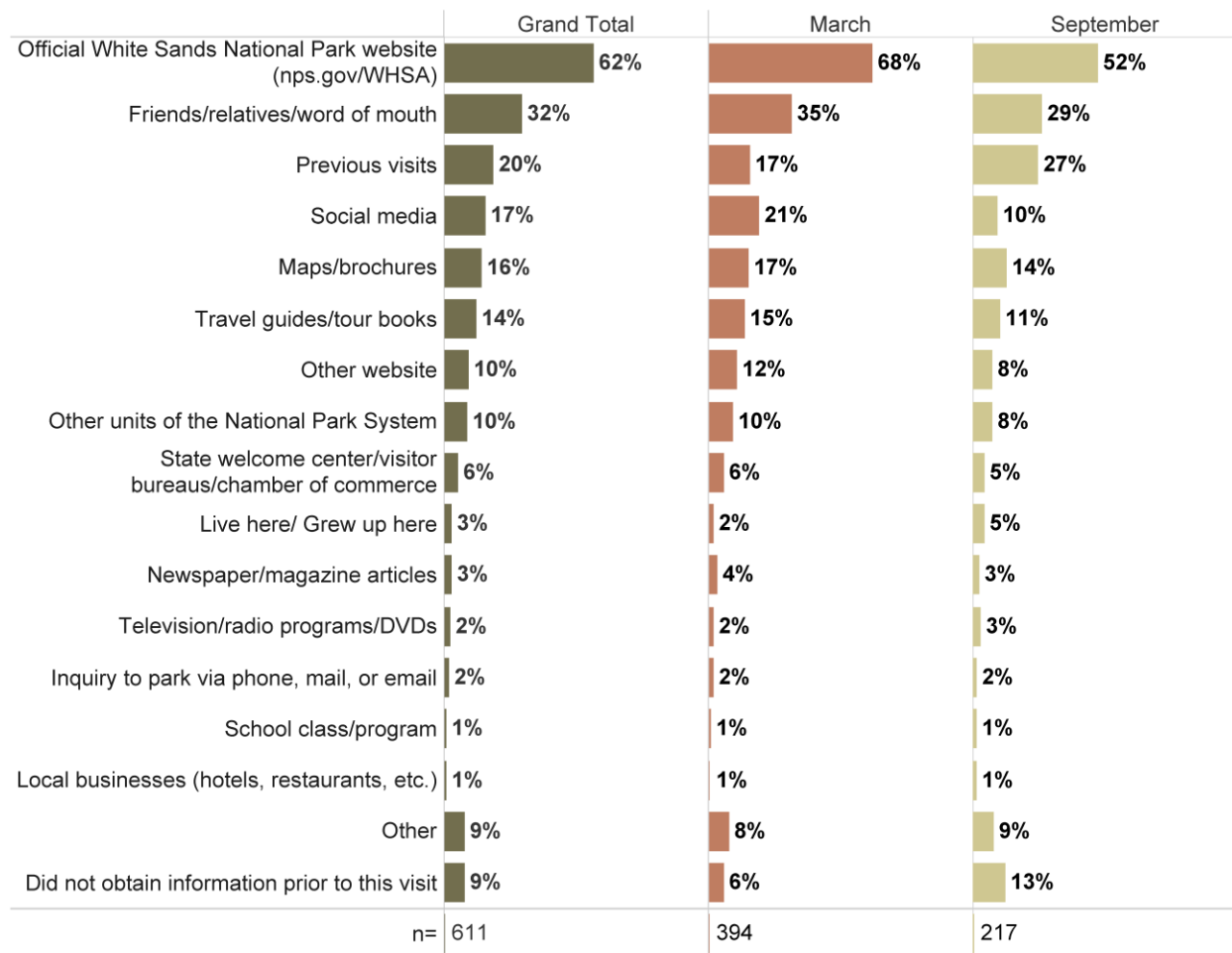
Post-trip Survey Results

The following section provides results of the 613 post-trip visitor surveys received by mail-back or online following fieldwork conducted in White Sands in 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 White Sands

First, respondents were asked what sources they used to obtain information about White Sands prior to their trip, and whether they had the information they needed on their trip (Figure 21).

Prior to this trip, how did you obtain information about White Sands National Park? Please mark all that apply



Did you have the information about White Sands National Park you needed on this trip?

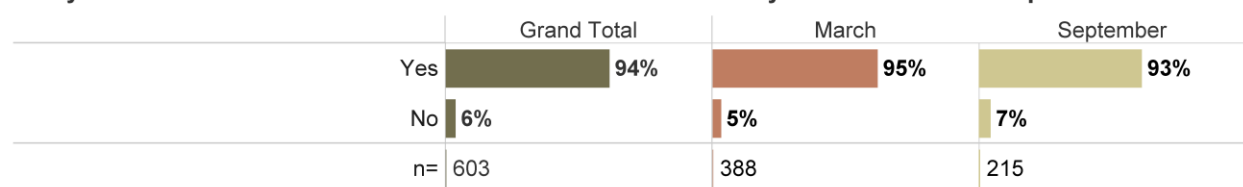


Figure 21. Sources used to obtain information about White Sands prior to the trip.

- The most-used resource in both seasons was the official White Sands National Park website, with 62% of all 2024 respondents reportedly using it, and the second most common source was word of mouth (32%). Both of these top resources were used by higher shares of peak season respondents (+16 pts and +6 pts, respectively) than off-peak respondents.
- The third most common information source varied between the peak and off-peak season: social media among peak season respondents (21%), and a prior visit to White Sands among off-peak respondents (27%).

- In a follow-up question, 94% of respondents said that they had the information about White Sands that they needed on their trip, while 6% 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 White Sands on their trip (Figure 22).

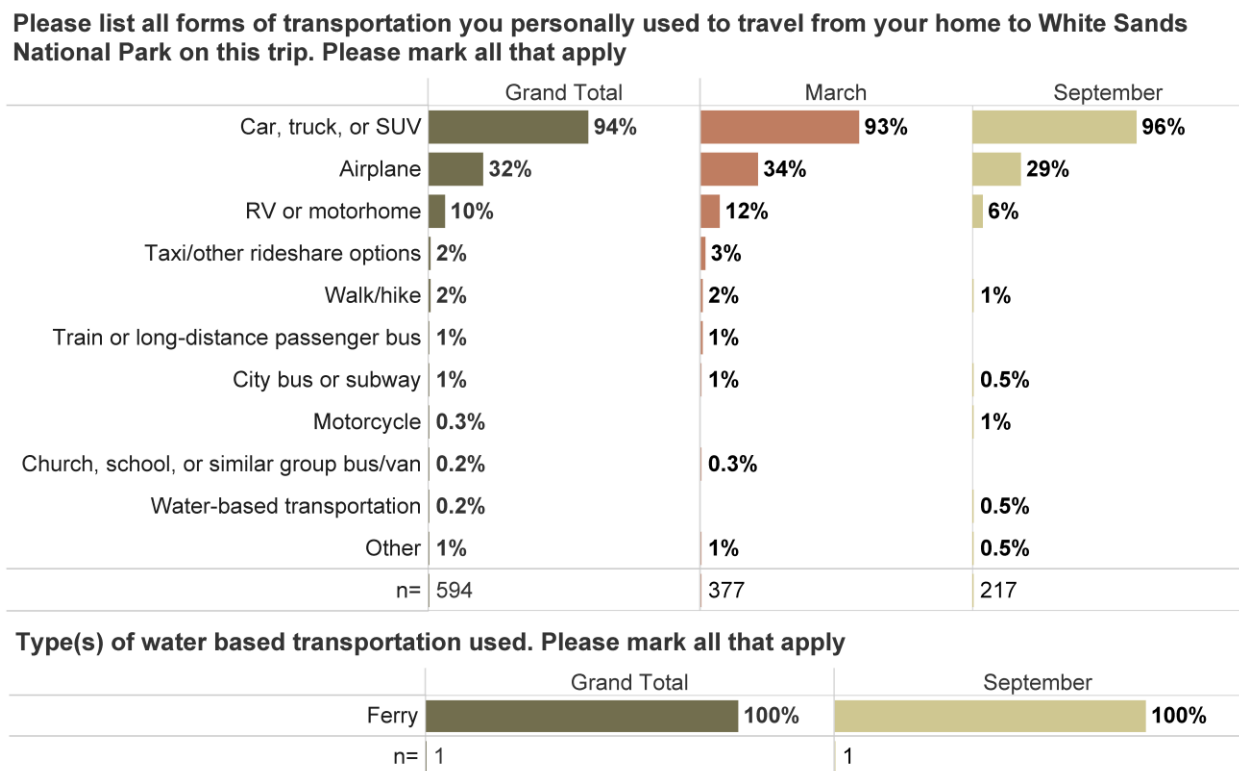


Figure 22. Forms of transportation used to travel from home to White Sands on the recent trip.

- Nearly all respondents (94% overall) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to White Sands.
- The second most common mode of travel was an airplane (32%), followed by RV or motorhome (10%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to White Sands on the day of the survey (Figure 23).

What type of group were you with, during your visit to White Sands National Park on the day you were contacted for this survey?

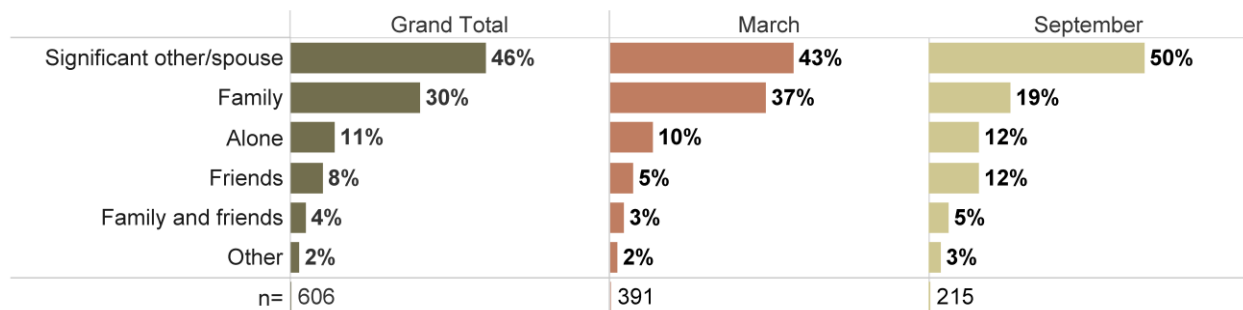


Figure 23. Travel party composition during White Sands visit.

- Around half of respondents (46% overall) visited White Sands with their significant other or spouse on the day of the survey.
- The next most common group compositions varied seasonally, with a greater concentration of respondents visiting with family during the peak season (37%, +18 pts vs. off-peak), and more variety between family (19%), solo travel (12%), and traveling with friends (12%) during the off-peak season.

Questions 11-13: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 24).

Did you visit any other National Park Service sites on your trip away from home?

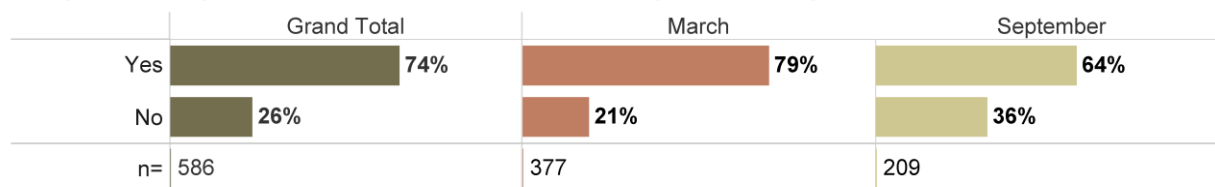
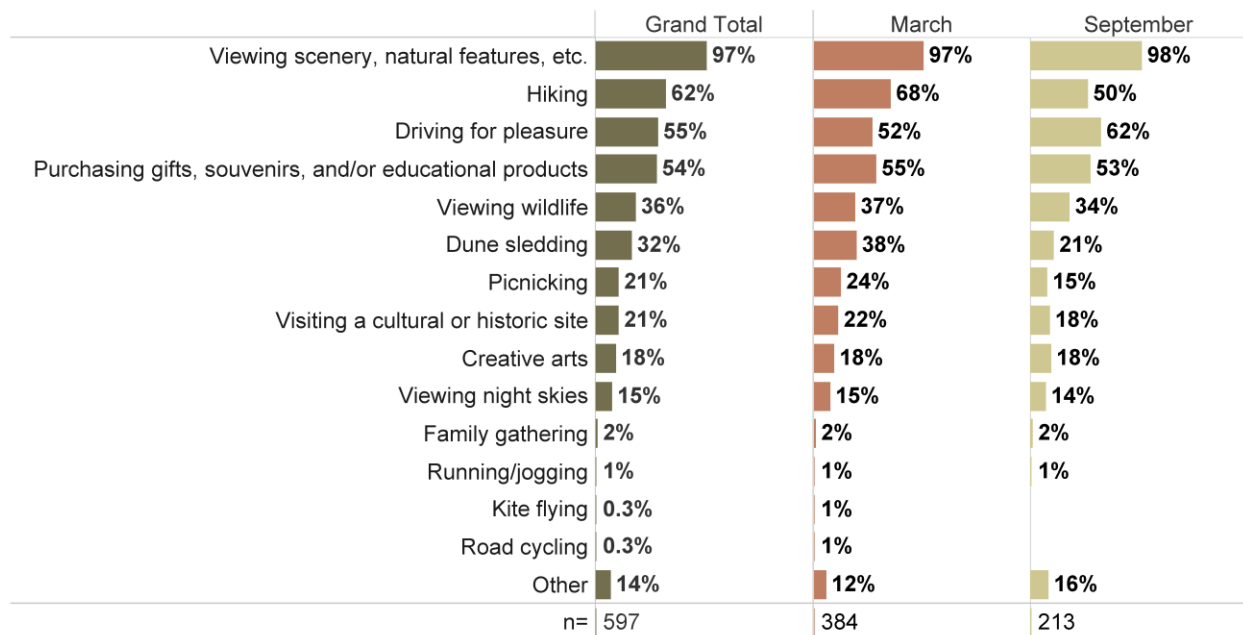


Figure 24. NPS sites visited on trip away from home.

- More than three-quarters of (79%) of peak season respondents had visited other NPS sites on their trip, while the remaining 21% identified White Sands as the only NPS site they visited while away from home.
- Off-peak season respondents were somewhat less likely to have visited other NPS sites on their trip (-15 pts).
- 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 White Sands, and which of those was their primary activity (Figure 25).

On this trip, in which of the following activities did you personally participate in while visiting White Sands National Park? Please mark all that apply



And which was your primary activity during your visit to White Sands National Park on the day you were contacted for this survey?

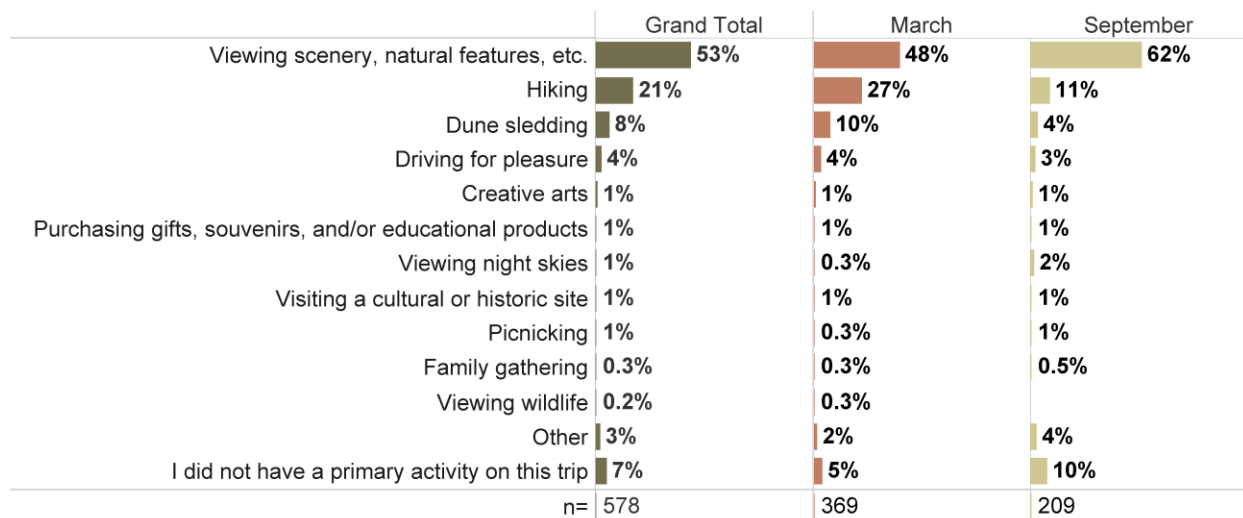


Figure 25. Participation in activities at White Sands.

- Almost all respondents reported viewing scenery, natural features, etc. (97% overall).
- A majority of peak season respondents also engaged in hiking (68%), purchasing gifts, souvenirs, and/or educational products (55%), and driving for pleasure (52%).
- While the off-peak season saw the same top four activities, the order was slightly altered, with driving for pleasure the second most common (62%), followed by purchasing gifts, souvenirs, and/or education products (53%), then hiking (50%).

- Road cycling, kite flying, running/jogging, and family gatherings were all uncommon activities, regardless of the season (reported by 2% or fewer of respondents).
- Around half of respondents (53%) reported viewing scenery, natural features, etc., as their primary activity, followed by hiking (21%) and dune sledding (8%). Notably, hiking was more likely to be cited as one's primary activity during the peak season (+16 ppts vs. off-peak).



NPS

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of distinct reasons to visit White Sands on their trip and were then asked which of those was the most important reason for them to visit White Sands (Figures 26 and 27).

How important to you were each of the following reasons or motivations for visiting White Sands National Park on this trip?

Grand Total

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To view wildlife or natural scenery	581	1%	2%	10%	32%	54%
To spend time with family/friends	569	12%	4%	12%	25%	46%
To visit a National Park Service site	581	4%	6%	18%	30%	42%
To relax	571	5%	8%	19%	35%	34%
To learn more about nature	576	3%	9%	25%	35%	29%
To learn more about American history and culture	572	5%	12%	28%	33%	23%
To hear the sounds of nature/quiet	572	9%	17%	24%	29%	21%
To get physical exercise	569	7%	12%	33%	28%	20%
To view dark night sky/stars	540	29%	16%	24%	17%	14%
To experience solitude	566	20%	20%	27%	21%	12%
Other (if specified)	71	21%	3%	6%	7%	63%

And which was the most important reason for you to visit White Sands National Park on this trip?

	Grand Total	March	September
To view wildlife or natural scenery	34%	35%	30%
To visit a National Park Service site	32%	33%	29%
To spend time with family/friends	14%	13%	14%
To learn more about nature	5%	5%	7%
To learn more about American history and culture	4%	3%	4%
To experience solitude	2%	1%	5%
To relax	2%	1%	4%
To hear sounds of nature/quiet	2%	2%	3%
To get physical exercise	2%	2%	1%
To view dark night sky/stars	1%	1%	1%
Other	4%	4%	4%
n=	570	372	198

Figure 26. Reasons or motivations to visit White Sands, overall. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

- Overall, highest shares of respondents indicated viewing wildlife or natural scenery (54%), spending time with family/friends (46%), and visiting a National Park Service site (42%) as extremely important reasons for their trip to White Sands.
- The least important reasons for visiting were to experience solitude and to view dark night sky/stars (only 12% and 14% of respondents, respectively, reported them as extremely important, and 20% and 29% of respondents, respectively, rated them as not at all important).

- The most important reasons for visiting were consistent across seasons. The most common response about one's top reason for visiting was viewing wildlife or natural scenery (34% overall) followed by visiting a National Park Service site (32%).

How important to you were each of the following reasons or motivations for visiting White Sands National Park on this trip?

By Month of Data Collection

Rating Category	Month	n=	Percent Responding				
			1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To view wildlife or natural scenery	March	373	1%	2%	10%	31%	57%
	September	208	2%	3%	11%	34%	50%
To spend time with family/friends	March	365	11%	4%	12%	24%	50%
	September	204	15%	4%	13%	28%	40%
To visit a National Park Service site	March	374	4%	6%	17%	28%	46%
	September	207	4%	6%	20%	35%	36%
To relax	March	367	5%	8%	20%	35%	33%
	September	204	4%	7%	16%	36%	36%
To learn more about nature	March	370	2%	6%	26%	37%	29%
	September	206	5%	14%	23%	31%	28%
To learn more about American history and culture	March	369	5%	10%	28%	36%	21%
	September	203	5%	14%	27%	27%	27%
To hear the sounds of nature/quiet	March	367	8%	17%	26%	30%	20%
	September	205	11%	17%	21%	26%	24%
To get physical exercise	March	367	5%	11%	34%	29%	22%
	September	202	11%	13%	31%	27%	17%
To view dark night sky/stars	March	354	31%	15%	25%	17%	13%
	September	186	27%	19%	22%	18%	15%
To experience solitude	March	365	19%	21%	30%	19%	10%
	September	201	22%	17%	21%	23%	15%
Other (if specified)	March	49	18%	4%	6%	10%	61%
	September	22	27%		5%		68%

Figure 27. Reasons or motivations to visit White Sands, by month. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

- The degree to which respondents cited various reasons or motivations for visiting White Sands as extremely important were somewhat different between seasons, although reasons saw just minor variation in their rank order.
- Peak season respondents rated viewing wildlife or natural scenery (57%), spending time with family/friends (50%) and visiting a National Park Service site (46%) as extremely important reasons, all at a higher rate than their off-season counterparts (+7 ppts, +10 ppts, and +10 ppts, respectively).
- Off-peak season respondents were slightly more likely to rate the lower-ranked reasons (experiencing solitude and viewing dark night sky/stars) as very or extremely important (+9 ppts and +3 ppts, respectively).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated within White Sands during their trip (Figure 28).

On this trip, in which of the following programs and services did you personally participate within White Sands National Park? Please mark all that apply

	Grand Total	March	September
Going to a visitor center	92%	92%	92%
Viewing outdoor exhibits	69%	75%	59%
Viewing indoor exhibits	68%	69%	67%
Reading the park brochure or newspaper	65%	69%	57%
Talking informally with a ranger	45%	45%	46%
Watching movies or videos about the park	39%	36%	43%
Obtaining a National Park passport stamp	29%	33%	22%
Using the National Park Service App	18%	20%	13%
Attending a ranger-led activity, such as a tour or talk	8%	9%	6%
Participating with a child in your group in the Junior Ranger program	7%	10%	1%
Participating in the Junior Ranger program	4%	6%	1%
Listening to an audio tour or podcast	3%	3%	2%
Attending a cultural demonstration or performance	1%	0.3%	2%
Other	2%	1%	4%
n=	577	369	208

Figure 28. Participation in programs at White Sands.

- The most-used program across seasons was going to the visitor center (92% overall), with some variation in other programs used by season. Overall, peak season visitors tended to participate in a higher number of programs and services than off-peak visitors.
- A higher share of peak season respondents cited viewing outdoor exhibits, indoor exhibits, and reading the park brochure or newspaper than their off-peak counterparts (+16 ppts, +2 ppts and +12 ppts, respectively).
- Conversely, off-peak respondents were more likely to talk informally with a ranger and to watch the park movie (+1 ppts and +7 ppts, respectively, vs. peak season respondents).

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 29).

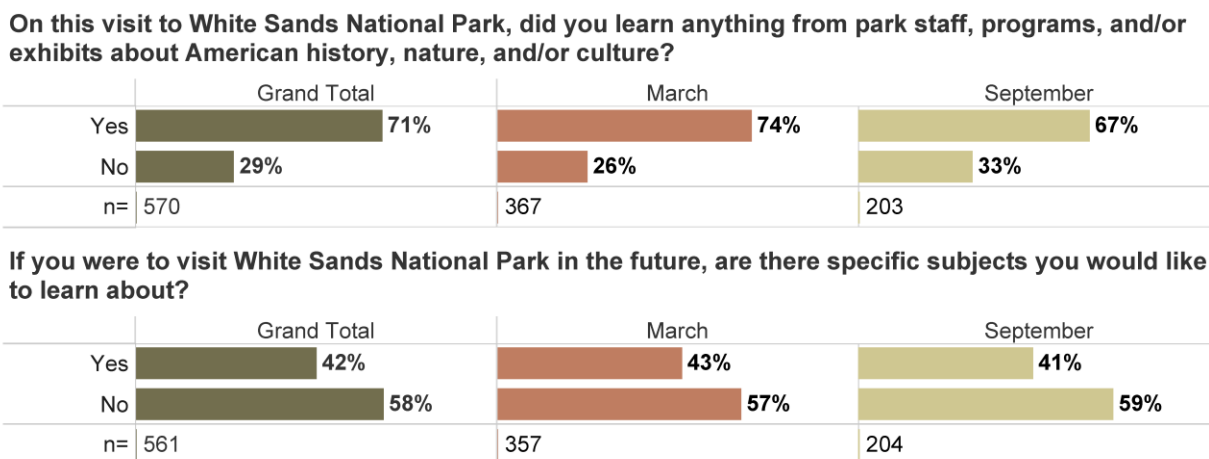
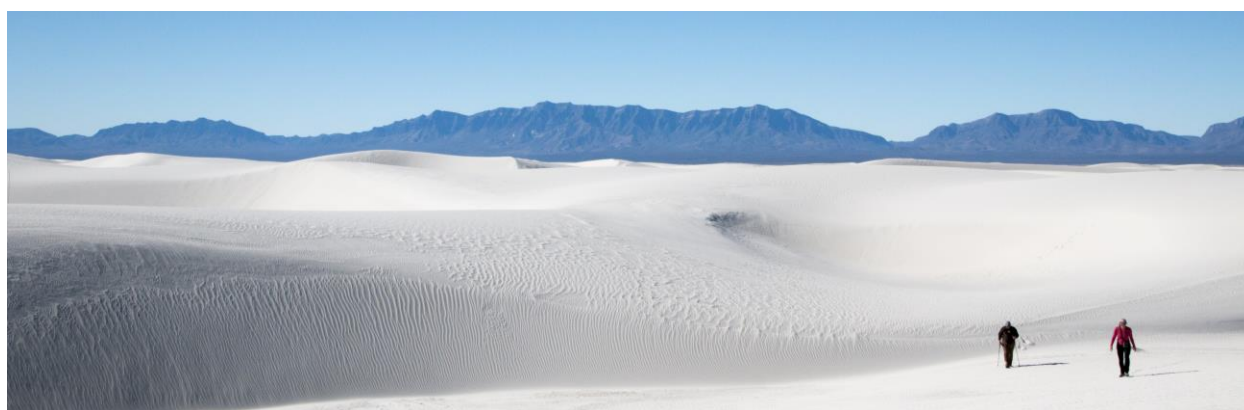


Figure 29. Learning outcomes while visiting White Sands.

- More than two-thirds of respondents (71%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Additionally, 42% reported that if they were to visit White Sands 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.



NPS

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 White Sands (Figures 30 and 31).

Did you use a personal electronic device while in White Sands National Park to do any of the following actions?

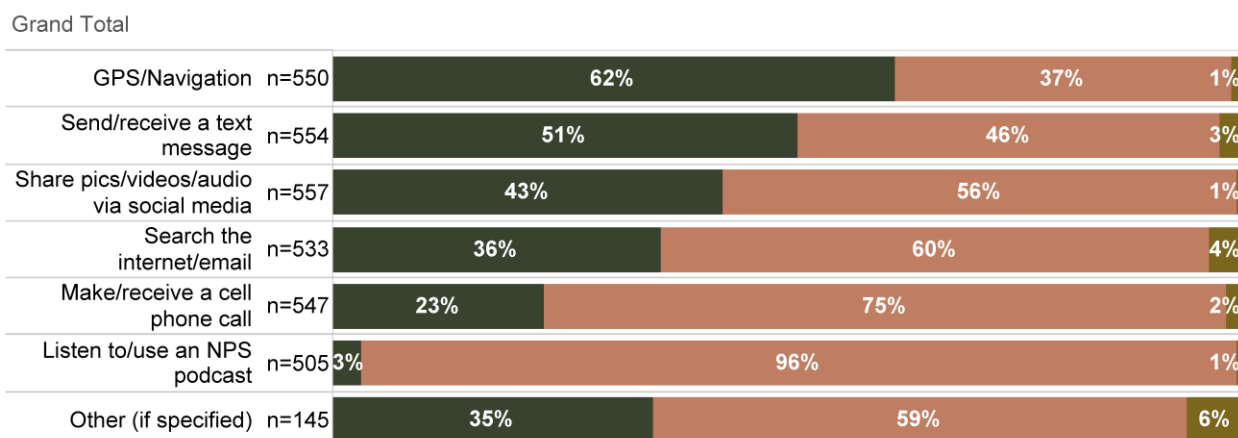


Figure 30. Use of personal electronic devices while visiting White Sands, overall. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

- Overall, more than half of respondents reported using GPS/navigation (62%) and sending/receiving a text message (51%).
- Conversely, only 3% of respondents listened to or used an NPS podcast.

Did you use a personal electronic device while in White Sands National Park to do any of the following actions?

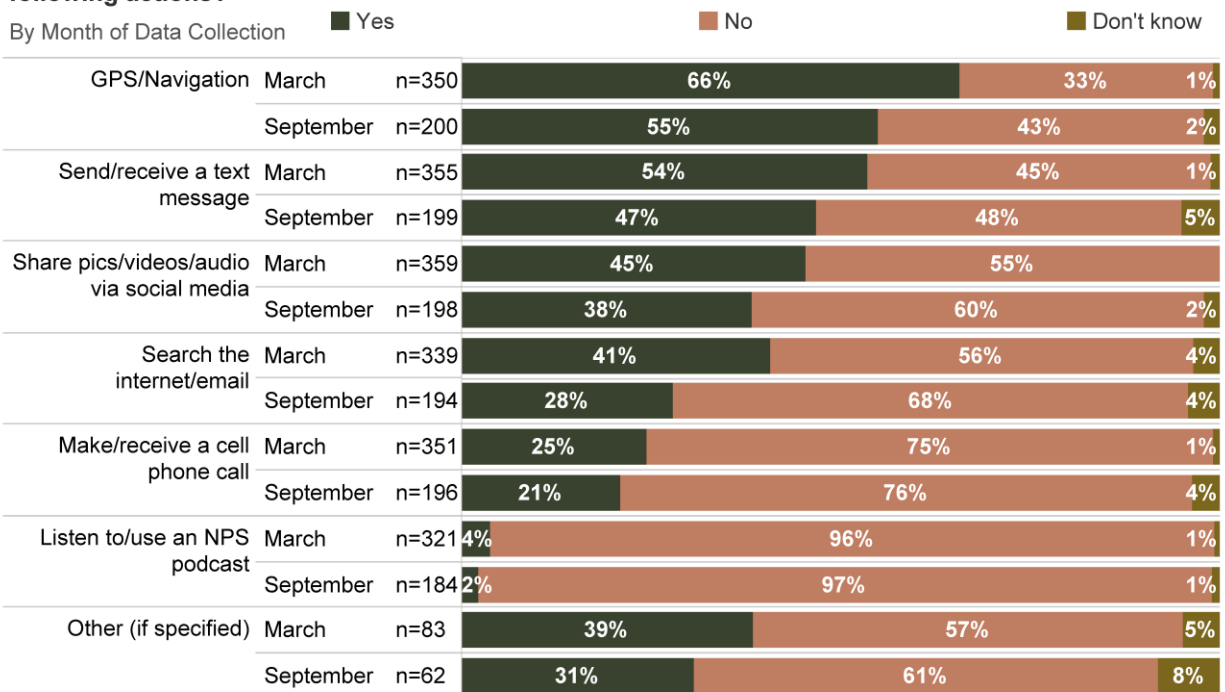


Figure 31. Use of personal electronic devices while visiting White Sands, by month. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

- Higher shares of peak season respondents than off-peak respondents used their personal electronic devices for every action listed (differences ranging from +2 ppts to +13 ppts).

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figures 32 and 33), and the quality of their service (Figures 34 and 35).

How important to you was it during your visit to White Sands National Park to use personal electronic devices to do each of the following?

Grand Total

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
GPS/Navigation	562	21%	12%	18%	20%	29%
Send/receive a text message	567	32%	22%	22%	12%	13%
Share pics/videos/audio via social media	562	48%	20%	17%	8%	7%
Search the internet/email	558	42%	19%	22%	9%	8%
Make/receive a cell phone call	565	41%	21%	18%	11%	9%
Listen to/use an NPS podcast	533	68%	16%	11%	4%	2%
Other (if specified)	77	58%	5%	6%	12%	18%

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

Figure 32. The importance of the use of personal electronic devices while visiting White Sands, overall. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

- Overall, the most common device uses (per Figure 30) were also rated as the most important: GPS/Navigation and sending/receiving a text message were rated as extremely important by 29% and 13% of respondents, respectively.
- However, personal electronic device use was not objectively important to large shares of respondents. For every action listed aside from GPS/Navigation, respondents were more likely to indicate that the use was not at all or slightly important than they were to rate it as very or extremely important.

How important to you was it during your visit to White Sands National Park to use personal electronic devices to do each of the following?

By Month of Data Collection

Rating Category	Month	n=	Percent Responding				
			1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
GPS/Navigation	March	361	20%	11%	20%	20%	29%
	September	201	22%	15%	14%	18%	29%
Send/receive a text message	March	366	30%	23%	24%	11%	12%
	September	201	34%	19%	19%	14%	13%
Share pics/videos/audio via social media	March	363	48%	21%	18%	8%	5%
	September	199	47%	18%	17%	9%	10%
Search the internet/email	March	360	41%	18%	25%	9%	7%
	September	198	45%	19%	17%	10%	10%
Make/receive a cell phone call	March	363	40%	21%	21%	10%	8%
	September	202	43%	20%	14%	11%	11%
Listen to/use an NPS podcast	March	340	69%	15%	11%	3%	2%
	September	193	65%	18%	11%	4%	2%
Other (if specified)	March	49	55%	6%	6%	14%	18%
	September	28	64%	4%	7%	7%	18%

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

Figure 33. The importance of the use of personal electronic devices while visiting White Sands, by month. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

- The importance of personal electronic devices did not vary much by season.
- Off-peak season respondents did rate sending/receiving texts (13%), making/receiving calls (11%), searching the internet/email (10%), and sharing pics/videos/audio via social media (10%) as extremely important at a higher rate than peak season respondents (+1 ppts, +3 ppts, +3 ppts, and +5 ppts, respectively).

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

Grand Total

Rating Category	n=	Percent Responding				
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good
GPS/Navigation	363	12%	13%	27%	26%	23%
Send/receive a text message	349	14%	21%	26%	22%	17%
Share pics/videos/audio via social media	272	18%	24%	25%	18%	16%
Search the internet/email	305	19%	23%	25%	18%	14%
Make/receive a cell phone call	292	18%	22%	29%	16%	14%
Listen to/use an NPS podcast	129	33%	17%	26%	11%	13%
Other (if specified)	44	30%	16%	18%	14%	23%

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

Figure 34. Quality of service for personal electronic devices while visiting White Sands, overall. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

- Overall, the quality of service available for GPS/Navigation was rated as very good or good by 23% and 26% of respondents, respectively. However, 12% of respondents reported that they had no service for this.
- Just under one in five of respondents (ranging from 14% to 19%, depending on the service) also reported that they had no service to send/receive a text message, share pics/video/audio via social media, search the internet/email, or make/receive a cell phone call.
- However, a similar share of respondents (ranging from 14% to 17%, depending on the service) rated the quality of service for these uses as very good.



NPS

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

By Month of Data Collection

Rating Category	Month	n=	Percent Responding				
			1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good
GPS/Navigation	March	247	12%	13%	23%	29%	23%
	September	116	10%	12%	35%	20%	22%
Send/receive a text message	March	241	14%	22%	24%	24%	16%
	September	108	13%	17%	31%	19%	20%
Share pics/videos/audio via social media	March	183	19%	27%	22%	18%	14%
	September	89	16%	17%	31%	17%	19%
Search the internet/email	March	213	19%	24%	23%	19%	15%
	September	92	21%	21%	29%	16%	13%
Make/receive a cell phone call	March	202	18%	24%	26%	18%	14%
	September	90	18%	18%	37%	13%	14%
Listen to/use an NPS podcast	March	92	35%	18%	22%	12%	13%
	September	37	27%	14%	38%	8%	14%
Other (if specified)	March	32	22%	22%	19%	16%	22%
	September	12	50%		17%	8%	25%

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

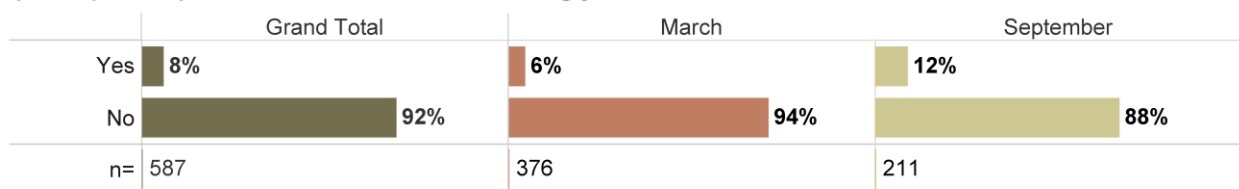
Figure 35. Quality of service for personal electronic devices while visiting White Sands, by month. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

- Off-peak season respondents rated the quality of service for sending/receiving a text message and sharing pics/videos/audio via social media as very good at a higher rate than peak season respondents (+4 ppts and +5 ppts, respectively).
- Consistent with their lower ratings of importance, peak season respondents generally saw higher shares of more modest ratings of quality of service (i.e. poor or good) compared to off-peak season respondents.

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 White Sands. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 36).

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to White Sands National Park?



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

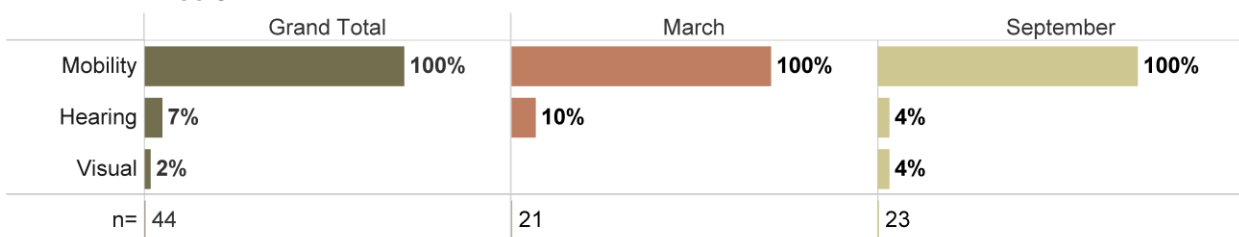


Figure 36. Physical difficulties while visiting White Sands.

- While the majority of respondents (92%) 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 White Sands, off-peak respondents were twice as likely as peak season respondent to have such a person in their group (12% vs. 6%).
- Among the 8% of respondents who identified at least one difficulty, 100% reported mobility issues in their group, with small portions also reporting hearing difficulties during the peak season (10%) and hearing and/or visual difficulties in the off-peak season (each 4%).

Questions 24-27: Visitor Experience

Respondents were asked if their visit to White Sands met their expectations (Figure 37).

Did your visit to White Sands National Park meet your expectations?

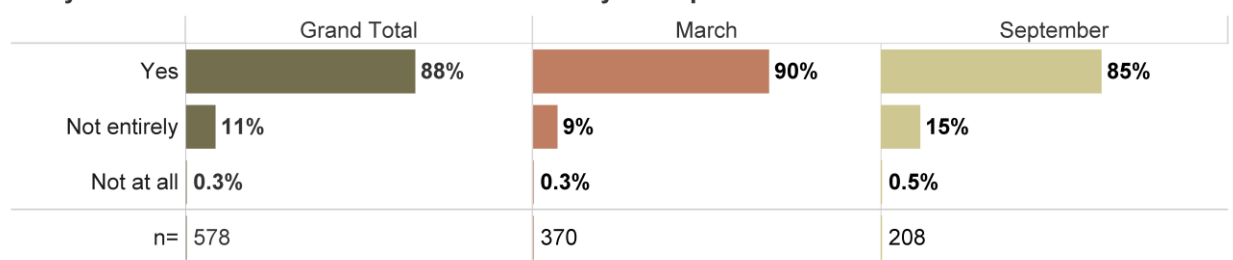


Figure 37. Meeting White Sands expectations.

- The majority of respondents (88% overall) reported that their visit to White Sands met their expectations, while 11% of respondents said it did not meet their expectations entirely.
- In an open-ended follow-up question, respondents were asked to elaborate on their responses.

Respondents were then given several statements about White Sands and asked to indicate their level of agreement or disagreement with each given statement (Figures 38 and 39).

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

Grand Total

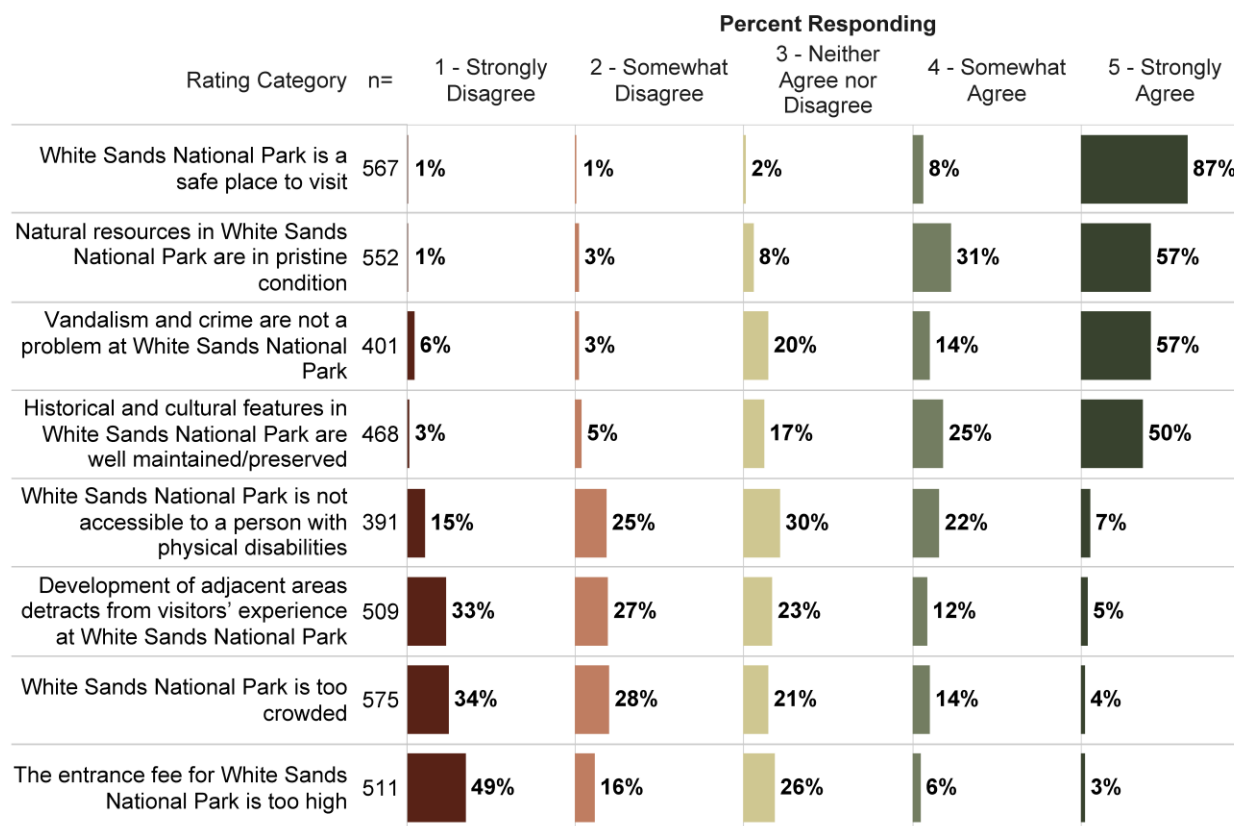


Figure 38. Rating White Sands experience, overall. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

- From all the statements listed, “White Sands National Park is a safe place to visit” received the most consensus from respondents overall, with a combined 95% saying they either strongly or somewhat agree with it.
- This was followed by “Natural resources in White Sands National Park are in pristine condition” and “Historical and cultural features in White Sands National Park are well maintained/preserved” (88% and 75% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “The entrance fee for White Sands National Park is too high” and “White Sands National Park is too crowded” and “Development of adjacent areas detracts from visitors’ experience at White Sands National Park” received the least support, with fewer than 20% of respondents either somewhat or strongly agreeing with these statements, and more than one-third of respondents strongly disagreeing with each of them.

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

By Month of Data Collection

Rating Category	Month	n=	Percent Responding				
			1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree nor Disagree	4 - Somewhat Agree	5 - Strongly Agree
White Sands National Park is a safe place to visit	March	365	1%	1%	2%	9%	86%
	September	202	0.5%	1%	3%	7%	88%
Natural resources in White Sands National Park are in pristine condition	March	356	1%	3%	8%	34%	54%
	September	196	1%	3%	9%	26%	62%
Vandalism and crime are not a problem at White Sands National Park	March	258	6%	3%	20%	16%	55%
	September	143	7%	3%	20%	9%	60%
Historical and cultural features in White Sands National Park are well maintained/preserved	March	287	2%	6%	18%	28%	46%
	September	181	3%	4%	15%	20%	57%
White Sands National Park is not accessible to a person with physical disabilities	March	240	15%	30%	30%	20%	5%
	September	151	15%	18%	30%	25%	12%
Development of adjacent areas detracts from visitors' experience at White Sands National Park	March	328	31%	29%	22%	13%	5%
	September	181	35%	23%	27%	10%	4%
White Sands National Park is too crowded	March	368	27%	27%	23%	18%	5%
	September	207	48%	29%	16%	5%	2%
The entrance fee for White Sands National Park is too high	March	329	50%	16%	27%	5%	2%
	September	182	47%	15%	25%	7%	6%

Figure 39. Rating White Sands experience, by month. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

- When viewed across seasons, “White Sands National Park is a safe place to visit” remains the most strongly agreed with statement for both peak and off-peak respondents at a combined 95%, each.
- While there were slight differences between those that somewhat or strongly agreed with the statements that followed, when combined, the differences between peak season and off-peak season are muted. This is the case for the statements “Natural resources in White Sands National Park are in pristine condition” (88%, each strongly or somewhat agreed with this statement) and “Historical and cultural features in White Sands National Park are well maintained/preserved” (74% and 77% of respondents, respectively, strongly or somewhat agreed with this statements).
- Consistent with the overall sample, “The entrance fee for White Sands National Park is too high” received the least support (47% - 50% strongly disagree). However, off-peak

respondents were much more likely to strongly disagree with the statement “White Sands National Park is too crowded” (48%), compared to peak respondents (+21 pts).

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in White Sands (Figures 40 and 41).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in White Sands National Park?

Grand Total

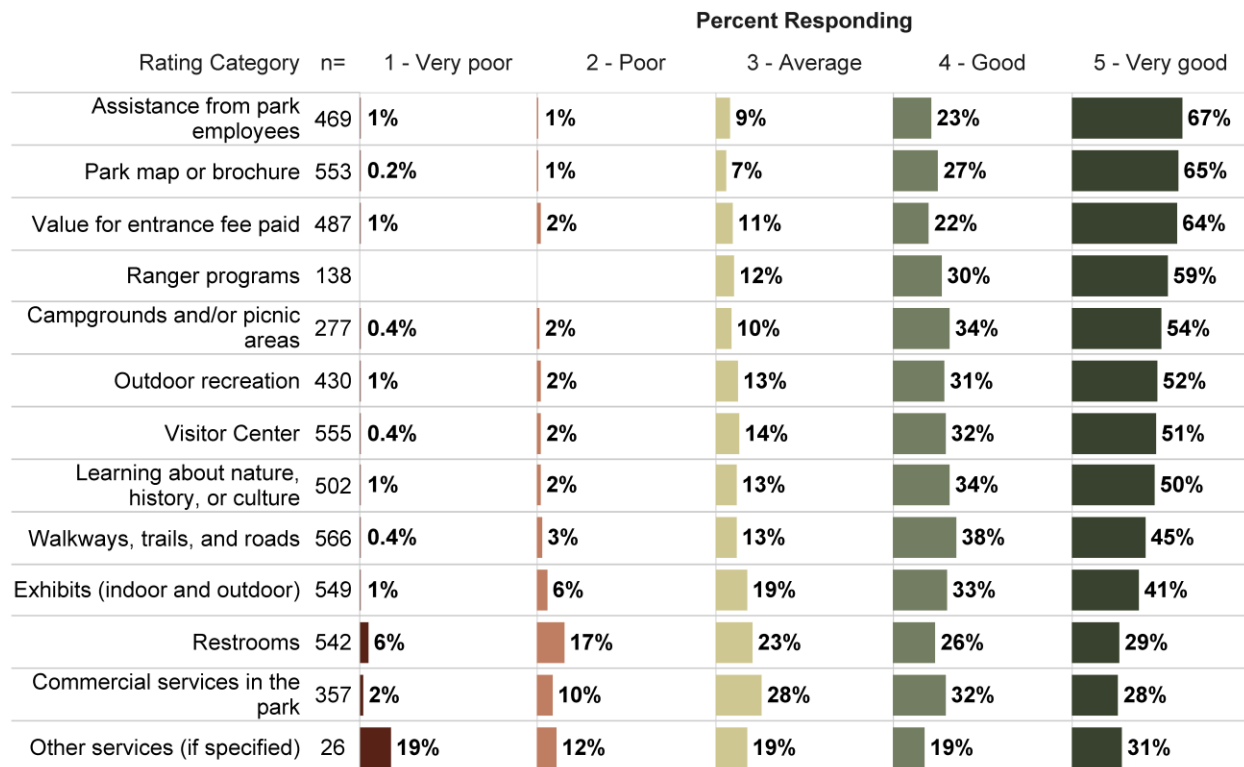


Figure 40. Rating the quality of specific White Sands facilities, visitor services, and recreational opportunities, overall. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

- Over half of all respondents (ranging from 50% to 67%) rated the quality of assistance from park employees, park map or brochure, value for entrance fee paid, ranger programs, campgrounds and/or picnic areas, outdoor recreation, the visitor center, and learning about nature, history, or culture at White Sands as very good.
- While still highly rated as either good or very good by over half of all respondents, park restrooms and commercial services in the park were positively rated by the smallest shares of respondents, and had slightly elevated shares of poor and very poor ratings, compared to other facilities, visitor services, and recreational opportunities.

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in White Sands National Park?

By Month of Data Collection

Rating Category	Month	n=	Percent Responding				
			1 - Very poor	2 - Poor	3 - Average	4 - Good	5 - Very good
Assistance from park employees	March	294	0.3%	1%	8%	23%	67%
	September	175	1%	1%	9%	22%	67%
Park map or brochure	March	357		1%	7%	28%	64%
	September	196	1%	1%	6%	26%	67%
Value for entrance fee paid	March	310	1%	2%	11%	21%	65%
	September	177	1%	3%	11%	22%	63%
Ranger programs	March	97			12%	27%	61%
	September	41			10%	37%	54%
Campgrounds and/or picnic areas	March	179	1%	3%	8%	39%	50%
	September	98			13%	26%	61%
Outdoor recreation	March	282	1%	1%	11%	34%	54%
	September	148	1%	5%	18%	26%	49%
Visitor Center	March	357	1%	2%	17%	34%	46%
	September	198		3%	10%	28%	59%
Learning about nature, history, or culture	March	325	1%	3%	12%	36%	48%
	September	177	1%	2%	14%	31%	54%
Walkways, trails, and roads	March	364	0.3%	3%	11%	41%	46%
	September	202	0.5%	4%	17%	34%	44%
Exhibits (indoor and outdoor)	March	353	1%	6%	19%	35%	39%
	September	196	1%	6%	19%	29%	44%
Restrooms	March	348	3%	19%	24%	27%	27%
	September	194	10%	13%	20%	23%	33%
Commercial services in the park	March	235	3%	8%	28%	35%	26%
	September	122	1%	12%	29%	26%	32%
Other services (if specified)	March	19	16%	11%	21%	26%	26%
	September	7	29%	14%	14%		43%

Figure 41. Rating the quality of specific White Sands facilities, visitor services, and recreational opportunities, by month. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

- Across seasons, the top three highest-rated items remain the same, with assistance from park employees, park map or brochure, and value for entrance fee paid all rated as very good by at least 63% of respondents.
- Peak season respondents were more likely than off-peak respondents to give a “very good” rating to ranger programs (+7 pts), outdoor recreation (+5 pts), and walkways, trails, and roads (+2 pts).
- Conversely, off-peak respondents were more likely than peak season respondents to give a “very good” rating to campgrounds and/or picnic areas (+11 pts), the visitor center (+13 pts), learning about nature, history, or culture (+6 pts), exhibits (+5 pts), restrooms (+6 pts) and commercial services in the park (+6 pts).

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 42).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in White Sands National Park?

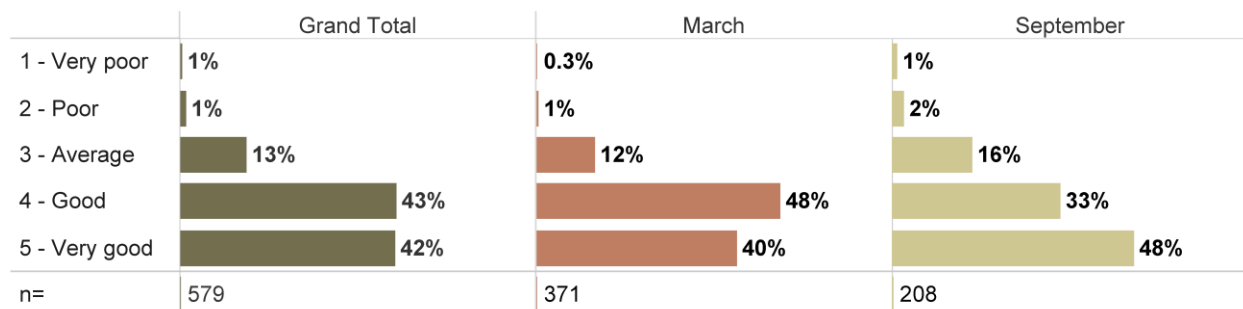


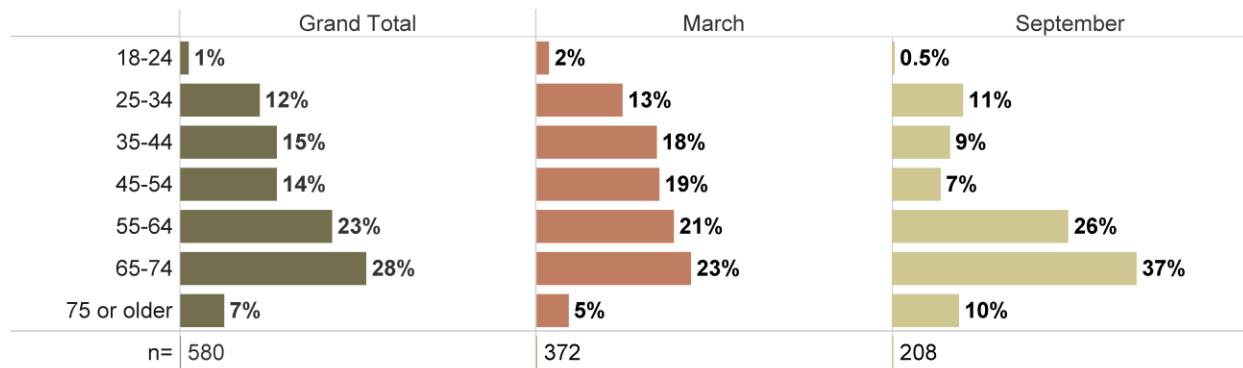
Figure 42. Rating overall quality of White Sands facilities, visitor services, and recreational opportunities.

- Overall, more than four in 10 respondents (42%) rated the quality of the park facilities, visitor services, and recreational opportunities in White Sands as very good, and another 43% rated them as good.
- Off-peak respondents were somewhat more likely to state that the quality of the park facilities, visitor services, and recreational opportunities in White Sands were very good (48%) compared to peak season respondents (+8 pts).
- A combined 15% of respondents rated the overall quality as average or below, with this share slightly elevated among off-peak respondents (+6 pts vs. peak season respondents).

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 43 depicts descriptive statistics for respondent age and education.

What is your age?



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

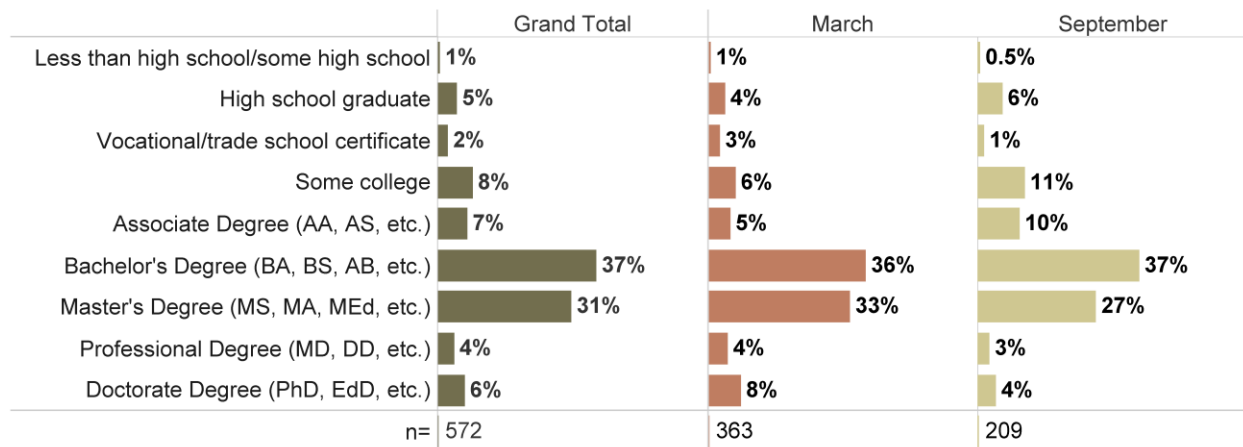


Figure 43. Respondent demographics: age and level of education.

- The most common age categories overall were 65-74 (28%) and 55-64 (23%). The least represented age group was 18-24 (only 1% overall).
- Peak season respondents saw more variation in age ranges compared to off-peak respondents, who were more consolidated within the 55 or older age ranges.
- Most survey respondents reported obtaining higher education, with a combined 94% pursuing some post-secondary education, and 41% earning a post-baccalaureate degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 44).

What is your race? Please mark all that apply

	Grand Total	March	September
White	93%	92%	95%
Asian	5%	7%	3%
Some other race	2%	3%	2%
Black or African American	1%	1%	1%
American Indian or Alaska Native	1%	1%	0.5%
Native Hawaiian and other Pacific Islander	0.2%		0.5%
n=	570	360	210

Are you of Hispanic, Latino or Spanish Origin?

	Grand Total	March	September
Yes	5%	4%	6%
No	95%	96%	94%
n=	557	349	208

Figure 44. Respondent demographics: race and ethnicity.

- Most respondents (93%) were White, while 5% were Asian. The peak season saw a slightly higher level of racial diversity among respondents, as compared to off-peak.
- Most respondents (95%) were not of Hispanic, Latino or Spanish origin.

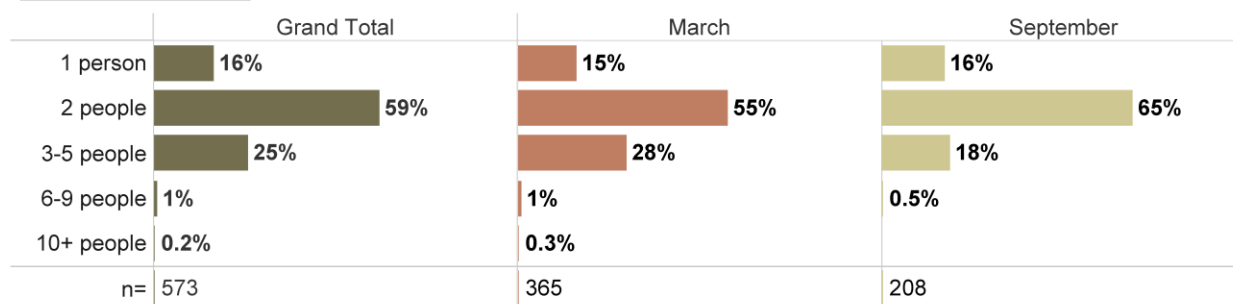


NPS

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 45).

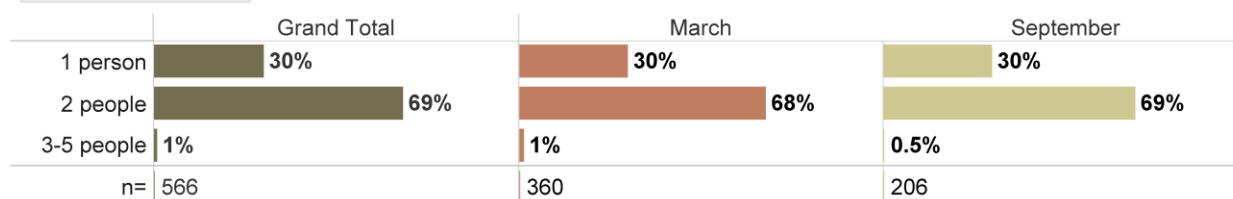
Including yourself, how many people are in your household?

Median (People): 2



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

Median (People): 2



Which category best represents your annual household income?

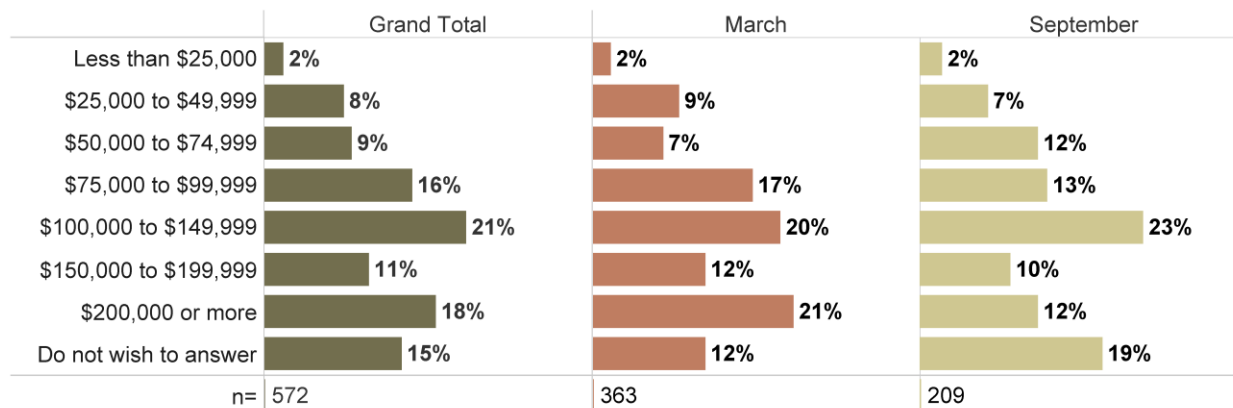


Figure 45. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 20](#).

- Household level demographics were fairly consistent across seasons.
- The majority of respondents (59%) had two people in their household, followed by three to five people (another 25%). Peak season respondents were more likely than off-peak respondents to live in households with more than two people (+10 pts).
- Most respondents (69%) came from a dual-income household.

- In addition to obtaining higher education, visitors surveyed at White Sands also reported relatively high income levels. Around one in five respondents (21%) reported that their annual household income was between \$100,000 and \$149,999, and another 29% earned \$150,000 or more.

Finally, respondents were asked about their language preference (Figure 46).

When visiting an area such as White Sands National Park, what language do you prefer to use?

To speak:

	Grand Total	March	September
English	99%	99%	98%
Spanish	1%	1%	1%
Other language	1%	0.3%	1%
n=	583	369	214

To read:

	Grand Total	March	September
English	99%	100%	99%
Spanish	0.3%	0.3%	0.5%
Other language	0.2%		0.5%
n=	576	365	211

Figure 46. Respondent's language preference.

- While 5% of respondents were of Hispanic, Latino or Spanish origin, only 1% of respondents preferred to use Spanish both for either reading and/or speaking when visiting an area such as White Sands.
- English was selected as the preferred language for both reading and speaking by 99% of respondents.

Literature Cited

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<https://irma.nps.gov/DataStore/Reference/Profile/2305551>

Appendix A: Accessible Tables

Tables 8 through 20 contain tabular data from figures found in the body of the report.

Table 8. Data from [Figure 7](#). Number of nights spent in the local area around White Sands, by accommodation type.

Accommodation Type	March		September		Overall	
	Sample Size (n)	Median	Sample Size (n)	Median	Sample Size (n)	Median
Camping outside White Sands	222	2	63	2	285	2
Lodging outside White Sands	643	2	254	2	897	2
Unpaid accommodations	31	4	20	3	51	4

Table 9. Data from [Figure 8](#). Number of adults and children in respondent's personal group, and total group size, while visiting White Sands.

Group Composition	March		September		Overall	
	Sample Size (n)	Median	Sample Size (n)	Median	Sample Size (n)	Median
Adults	1196	2	508	2	1704	2
Children	1196	0	508	0	1704	0
Total group size	1196	2	508	2	1704	2

Table 10. Data from [Figure 15](#) and [Figure 16](#). Likelihood to use potential future opportunities at White Sands.

Opportunity	March Sample Size (n)	September Sample Size (n)	Overall Sample Size (n)
Viewing fossilized footprints/trackways of ancient people and animals from a built observation structure.	1161	508	1669
Developed front country camping.	1156	506	1662
Guided tours on sand bikes in the sand dunes area.	1153	507	1660
Expanded recreational opportunities outside of the dunes area in the grasslands and desert.	1156	508	1664
Additional activities or services accessible to visitors with learning, developmental, emotional, and/or behavioral disabilities.	1156	507	1663

Table 11. Data from [Figure 18](#). Number of people in respondent's vehicle when entering White Sands.

Accommodation Type	March		September		Overall	
	Sample Size (n)	Median	Sample Size (n)	Median	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered White Sands?	1081	2	483	2	1564	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered White Sands?	79	2	19	2	98	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered White Sands?	5	1	2	1	7	1

Table 12. Data from [Figure 19](#). Previous visits to White Sands.

Question	March		September		Overall	
	Sample Size (n)	Median	Sample Size (n)	Median	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to White Sands over the past 12 months?	246	1	138	1	384	1
[If not first-time visitor] Including this visit, how many visits have you made to White Sands over the past five years?	246	2	138	2	384	2

Table 13. Data from [Figure 20](#). Visits made to other NPS sites within the past year.

Question	March		September		Overall	
	Sample Size (n)	Median	Sample Size (n)	Median	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	1192	3	508	3	1700	3

Table 14. Data from [Figure 26](#) and [Figure 27](#). Reasons or motivations to visit White Sands.

Rating Category	March Sample Size (n)	September Sample Size (n)	Overall Sample Size (n)
To visit a National Park Service site	374	207	581
To experience solitude	365	201	566
To hear the sounds of nature/quiet	367	205	572
To learn more about nature	370	206	576
To learn more about American history and culture	369	203	572
To spend time with family/friends	365	204	569
To get physical exercise	367	202	569
To view wildlife or natural scenery	373	208	581
To relax	367	204	571
To view dark night sky/stars	354	186	540
Other (if specified)	49	22	71

Table 15. Data from [Figure 30](#) and [Figure 31](#). Use of personal electronic devices while visiting White Sands.

Device Use	March Sample Size (n)	September Sample Size (n)	Overall Sample Size (n)
Make/receive a cell phone call	351	196	547
Send/receive a text message	355	199	554
Search the internet/email	339	194	533
GPS/Navigation	350	200	550
Share pics/videos/audio via social media	359	198	557
Listen to/use an NPS podcast	321	184	505
Other (if specified)	83	62	145

Table 16. Data from [Figure 32](#) and [Figure 33](#). The importance of the use of personal electronic devices while visiting White Sands.

Device Use	March Sample Size (n)	September Sample Size (n)	Overall Sample Size (n)
Make/receive a cell phone call	363	202	565
Send/receive a text message	366	201	567
Search the internet/email	360	198	558
GPS/Navigation	361	201	562
Share pics/videos/audio via social media	363	199	562
Listen to/use an NPS podcast	340	193	533
Other (if specified)	49	28	77

Table 17. Data from [Figure 34](#) and [Figure 35](#). Quality of service for personal electronic devices while visiting White Sands.

Device Use	March Sample Size (n)	September Sample Size (n)	Overall Sample Size (n)
Make/receive a cell phone call	202	90	292
Send/receive a text message	241	108	349
Search the internet/email	213	92	305
GPS/Navigation	247	116	363
Share pics/videos/audio via social media	183	89	272
Listen to/use an NPS podcast	92	37	129
Other (if specified)	32	12	44

Table 18. Data from [Figure 38](#) and [Figure 39](#). Rating White Sands experience.

Rating Category	March Sample Size (n)	September Sample Size (n)	Overall Sample Size (n)
White Sands is a safe place to visit	365	202	567
White Sands is too crowded	368	207	575
Natural resources in White Sands are in pristine condition	356	196	552
The entrance fee for White Sands is too high	329	182	511
Vandalism and crime are not a problem at White Sands	258	143	401
White Sands is not accessible to a person with physical disabilities	240	151	391
Historical and cultural features in White Sands are well maintained/preserved	287	181	468
Development of adjacent areas detracts from visitors' experience at White Sands	328	181	509

Table 19. Data from [Figure 40](#) and [Figure 41](#). Rating the quality of White Sands facilities, visitor services, and recreational opportunities.

Rating Category	March Sample Size (n)	September Sample Size (n)	Overall Sample Size (n)
Visitor Center	357	198	555
Exhibits (indoor and outdoor)	353	196	549
Restrooms	348	194	542
Walkways, trails, and roads	364	202	566
Campgrounds and/or picnic areas	179	98	277
Assistance from park employees	294	175	469
Park map or brochure	357	196	553
Ranger programs	97	41	138
Value for entrance fee paid	310	177	487
Commercial services in the park (food, lodging, gifts, rental, etc.)	235	122	357
Other services (if specified)	19	7	26
Learning about nature, history, or culture	325	177	502
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	282	148	430

Table 20. Data from [Figure 45](#). Household demographics: annual household income and household size.

Question	March		September		Overall	
	Sample Size (n)	Median	Sample Size (n)	Median	Sample Size (n)	Median
Including yourself, how many people are in your household?	365	2	208	2	573	2
Including yourself, how many people contribute to your annual household income?	360	2	206	2	566	2