



2024 Socioeconomic Research of Hopewell Culture National Historical Park

Report on 2024 Data Collection



Visitors gather at the Mound City Group for the 2023 Hopewell Ceremonial Earthworks commemoration event.

NPS / TOM ENGBERG

2024 Socioeconomic Research of Hopewell Culture National Historical Park: Report on 2024 Data Collection

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Contents

Figures.....	v
Tables.....	vii
Abstract.....	viii
Introduction.....	1
Methods.....	2
Study Area	2
Sampling Period and Procedure.....	3
Intercept Survey	3
Post-trip Survey	5
Non-Response Bias Analysis.....	5
Results.....	7
Intercept Survey Results	7
Questions 1–2: Visitor Residency.....	7
Question 3: Trip Purpose	8
Question 4: Length of Stay	9
Questions 5-6: Overnight Visitors	10
Questions 7-9: Party Characteristics.....	13
Questions 11-16: Park Use Characteristics.....	14
Question 17: Transportation	16
Question 19: Previous Visits to Hopewell Culture NHP	18
Question 20: Previous Visits to Other NPS Units.....	19
Post-trip Survey Results.....	20
Questions 1–2: Information about Hopewell Culture NHP	20
Question 3: Transportation	21
Question 4: Travel Party Composition.....	22
Questions 11-13: Trip Characteristics.....	23
Questions 14–15: Reasons to Visit	24
Questions 16–18: Programs, Services, and Learning	26
Questions 19–20: Use of Devices	27
Question 21: Physical Difficulties	29

Questions 24-27: Visitor Experience	30
Questions 30-38: Background/Demographics	33
Literature Cited	37
Appendix A: Accessible Tables	38

Figures

Figure 1. Hopewell Culture NHP local area map.	3
Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Hopewell Culture NHP.	8
Figure 3. Role of Hopewell Culture NHP in overall trip purpose.	9
Figure 4. Time spent in the local area around Hopewell Culture NHP.	10
Figure 5. Accommodation types used by overnight visitors within Hopewell Culture NHP and in the local area surrounding it.....	11
Figure 6. Number of nights spent within Hopewell Culture NHP and in the local area surrounding it, by accommodation type.	12
Figure 7. Number of adults and children in respondent’s personal group, and total group size, while visiting Hopewell Culture NHP.	13
Figure 8. Age distribution of all members of respondent’s personal group while visiting Hopewell Culture NHP.....	14
Figure 9. Length of time spent within Hopewell Culture NHP on this trip.	14
Figure 10. Most recent entrance used to enter Hopewell Culture NHP.	15
Figure 11. Park locations visited during the most recent trip to Hopewell Culture NHP.	16
Figure 12. Form of transportation used to enter Hopewell Culture NHP on the day of the survey....	17
Figure 13. Number of people in or on respondent’s vehicle when entering Hopewell Culture NHP.	18
Figure 14. Previous visits to Hopewell Culture NHP.	19
Figure 15. Visits made to other NPS sites within the past year.	20
Figure 16. Sources used to obtain information about Hopewell Culture NHP prior to the trip.....	21
Figure 17. Forms of transportation used to travel from home to Hopewell Culture NHP on the recent trip.	22
Figure 18. Travel party composition during Hopewell Culture NHP visit.	22
Figure 19. NPS sites visited on trip away from home.....	23
Figure 20. Participation in activities at Hopewell Culture NHP.	24
Figure 21. Reasons or motivations to visit Hopewell Culture NHP.	25
Figure 22. Participation in programs at Hopewell Culture NHP.	26
Figure 23. Learning outcomes while visiting Hopewell Culture.	27
Figure 24. Use of personal electronic devices while visiting Hopewell Culture NHP.	27

Figure 25. The importance of the use of personal electronic devices while visiting Hopewell Culture NHP.	28
Figure 26. Quality of service for personal electronic devices while visiting Hopewell Culture NHP.	29
Figure 27. Physical difficulties while visiting Hopewell Culture NHP.	29
Figure 28. Meeting Hopewell Culture NHP expectations.	30
Figure 29. Rating Hopewell Culture NHP experience.	31
Figure 30. Rating the quality of specific Hopewell Culture NHP facilities, visitor services, and recreational opportunities.	32
Figure 31. Rating overall quality of Hopewell Culture NHP facilities, visitor services, and recreational opportunities.....	33
Figure 32. Respondent demographics: age and level of education.	34
Figure 33. Respondent demographics: race and ethnicity.	34
Figure 34. Household demographics: annual household income and household size.	35
Figure 35. Respondent’s language preference.	36

Tables

Table 1. Intercept surveys conducted within Hopewell Culture NHP.	3
Table 2. Response outcomes—Hopewell Culture NHP intercept survey.	4
Table 3. Response outcomes—Hopewell Culture NHP post-trip survey.	5
Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Hopewell Culture NHP?”.	6
Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?”.	6
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 Hopewell Culture NHP and/or within the local area?”.	6
Table 7. Length of time spent within Hopewell Culture NHP on this trip.	15
Table 8. Data from Figure 6. Number of nights spent in the local area around Hopewell Culture NHP, by accommodation type.	38
Table 9. Data from Figure 7. Number of adults and children in respondent’s personal group, and total group size, while visiting Hopewell Culture NHP.	38
Table 10. Data from Figure 13. Number of people in respondent’s vehicle when entering Hopewell Culture NHP.	38
Table 11. Data from Figure 14. Previous visits to Hopewell Culture NHP.	38
Table 12. Data from Figure 15. Visits made to other NPS sites within the past year.	38
Table 13. Data from Figure 21. Reasons or motivations to visit Hopewell Culture NHP.	39
Table 14. Data from Figure 24. Use of personal electronic devices while visiting Hopewell Culture NHP.	39
Table 15. Data from Figure 25. The importance of the use of personal electronic devices while visiting Hopewell Culture NHP.	39
Table 16. Data from Figure 26. Quality of service for personal electronic devices while visiting Hopewell Culture NHP.	40
Table 17. Data from Figure 29. Rating Hopewell Culture NHP experience.	40
Table 18. Data from Figure 30. Rating the quality of Hopewell Culture NHP facilities, visitor services, and recreational opportunities.	40
Table 19. Data from Figure 34. Household demographics: annual household income and household size.	40

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. Hopewell Culture National Historical Park (Hopewell Culture NHP) joined this effort by electing to survey its visitors in 2024. This report can be used to develop a deeper, contemporary understanding of who visits Hopewell Culture NHP and what they do during their visits.

This socioeconomic monitoring at Hopewell Culture NHP uses a two-step survey methodology to capture a representative sample of visitor information, characteristics, and behavior during the park's peak season. 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 the 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. While not selected for the nationally representative SEM through the systematic stratified random sampling plan, Hopewell Culture National Historical Park (Hopewell Culture NHP) opted in to the study in 2024. The study aims to deepen understanding of visitor demographics and characteristics at Hopewell Culture NHP.

This report contains the data and findings collected from the SEM Visitor Survey conducted at Hopewell Culture NHP in 2024. The study gathers data at a comprehensive agency level, addressing the informational needs of park managers throughout the National Park System. The data collected during the 2024 SEM Visitor Survey sampling period are intended to provide park managers at Hopewell Culture NHP with data-supported insights into their peak-season visitors while using 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 Hopewell Culture NHP, 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 Hopewell Culture NHP local area map is shown in Figure 1. The local area around Hopewell Culture NHP consists of the following counties in Ohio: Hamilton, Clermont, Brown, Highland, Butler, Warren, Clinton, Fayette, Montgomery, Greene, Clark, Madison, Franklin, Pickaway, Ross, Adams, Pike, and Licking. Within Hopewell Culture NHP, the study area was comprised of four locations. Table 1 lists those sites and the number of onsite intercept surveys completed at each. The distribution of surveyor effort across sites was determined based on historical visitor volumes and spatial distribution across the park's key areas. Where available, Visitor Use Statistics estimates for monthly visitation at each site were used to assign surveyors proportionally to reflect visitor use patterns. Park staff were consulted prior to the study launch to confirm that these metrics accurately captured visitor flows, ensuring that sampling efforts were focused on the most popular and representative locations.

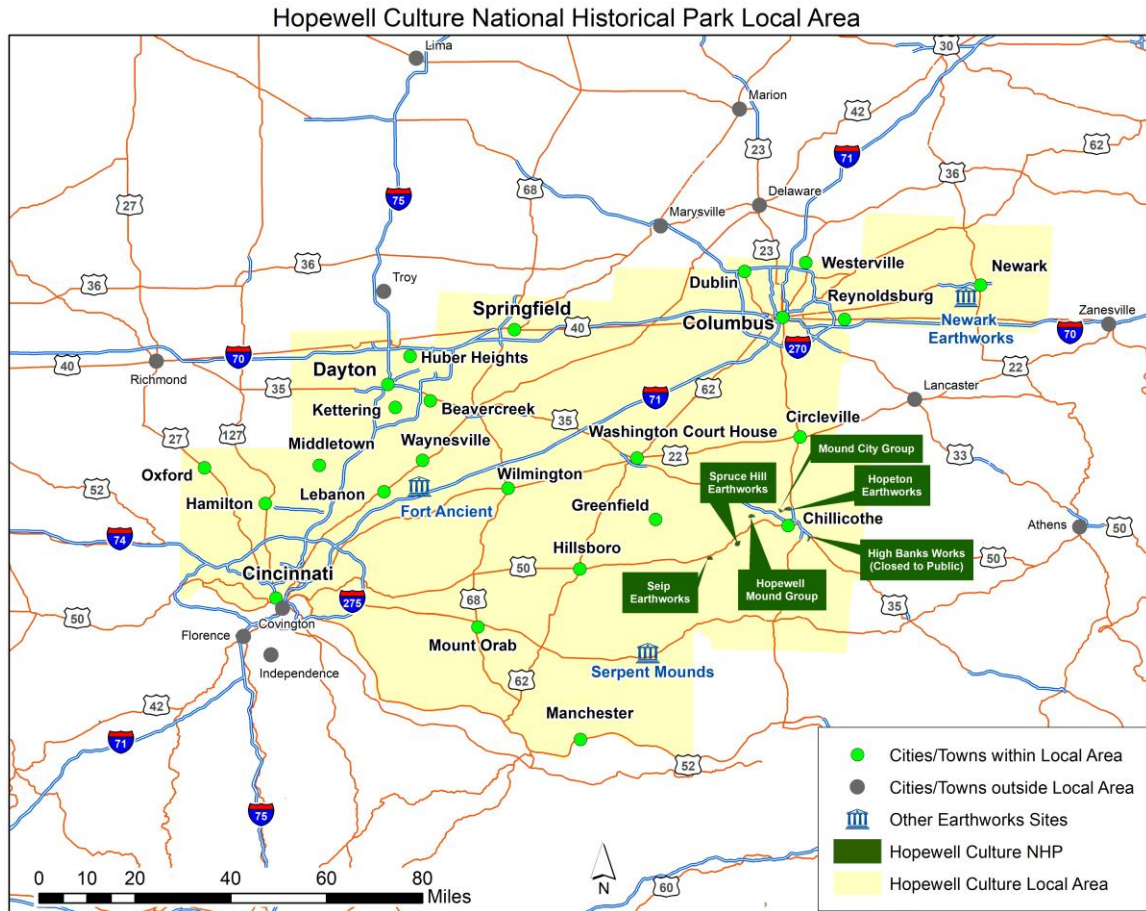


Figure 1. Hopewell Culture NHP local area map.

Table 1. Intercept surveys conducted within Hopewell Culture NHP.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
Visitor Center/Mound City Group parking	326	71.6%
Hopewell Mound Group parking	125	27.5%
Seip Earthworks	3	0.7%
Hopeton Earthworks parking	1	0.2%

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses, reaching the largest possible sample for the highest priority visitor information. The intercept sampling was conducted during the period of June 28th through July 15th, 2024. A sample of visitors were intercepted while visiting Hopewell Culture NHP across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondent groups at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Hopewell Culture NHP (NPS 2024). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Hopewell Culture NHP employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see the Non-Response Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

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

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

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

During the sampling period, three surveyors were stationed simultaneously at different sampling sites from 9:00am to 4:00pm daily. Each surveyor worked 15 seven-hour days (approximately six hours of data collection and a one-hour lunch break) and had three days off during the 18-day sampling window.

Table 2. Response outcomes—Hopewell Culture NHP intercept survey.

Outcome	Total
Eligible visitors contacted	501
Complete refusals	33
Partial refusals (non-response bias questions completed)	13
Intercept surveys completed	455
Post-trip surveys distributed	412
Intercept response rate	90.8%
Post-trip acceptance rate	90.5%

Post-trip Survey

The post-trip survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to the NPS unit. This method extended data collection and asked participants to complete the survey after their visit, either through a provided postage-paid envelope, or online via a provided survey link. The post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2024). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifying information. Joining the two datasets provides a more complete picture of in-park experiences and post-visit perceptions.

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

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

Table 3. Response outcomes—Hopewell Culture NHP post-trip survey.

Outcome	Total
Post-trip surveys distributed	412
Valid post-trip surveys completed	196
Response rate	47.6%

Non-Response Bias Analysis

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

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. With an intercept survey response rate of 90.8%, concern over intercept non-response is muted. However, because the post-trip survey response rate (47.6%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents

who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

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

The p-values for the two questions tested are above the threshold of 0.05, indicating no significant differences between those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys on these measures. Based on the variables measured, this section of the study does not have a bias due to non-response. Results of the bias testing are shown in Tables 4 through 6.

Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Hopewell Culture NHP?”. Note: p-value = 0.67.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	96	49.0%	132	51.0%
No	100	51.0%	127	49.0%

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

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	195	99.5%	257	99.2%
No	1	0.5%	2	0.8%

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 Hopewell Culture NHP and/or within the local area?”. Note: p-value = 0.62.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	71	36.2%	88	34.0%
No	125	63.8%	171	66.0%

Results

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

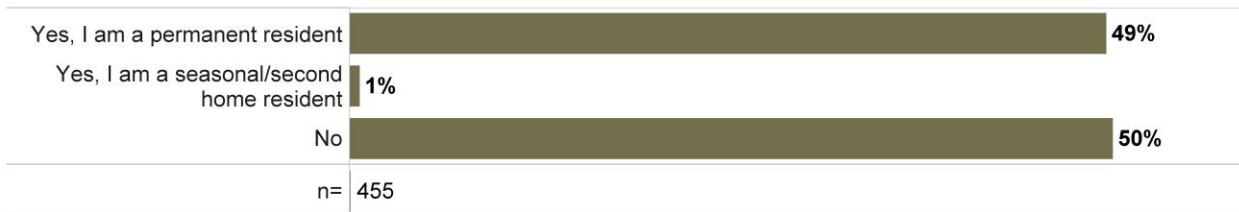
Intercept Survey Results

The following section provides results of the 455 visitor intercept surveys conducted in Hopewell Culture NHP from June 28th through July 15th, 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 Hopewell Culture NHP. Permanent and seasonal residents were then asked for their ZIP code within the local area. Respondents who do not reside permanently or seasonally in the local area were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

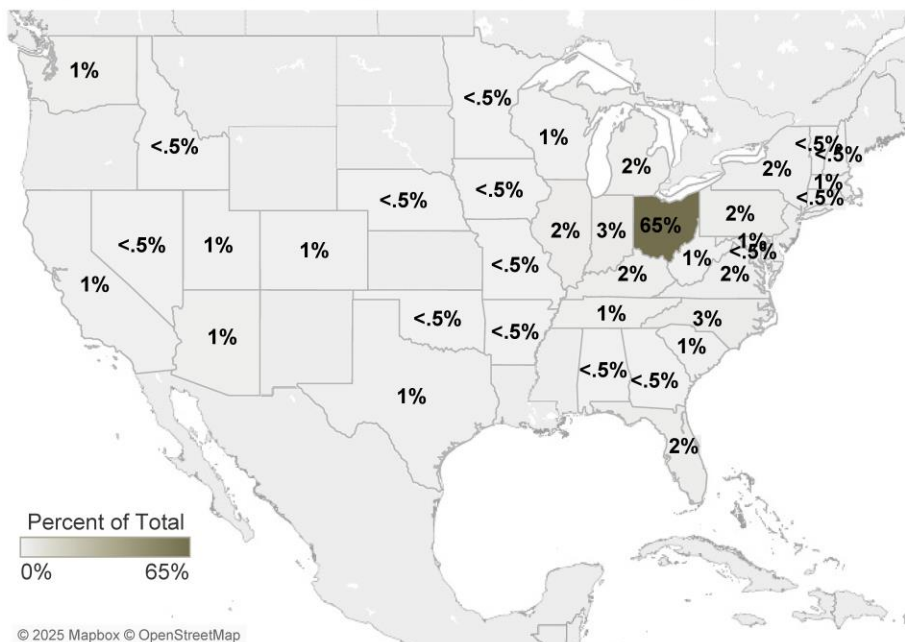
Are you a permanent or seasonal/second home resident of the local area around Hopewell Culture National Historical Park?



Do you currently live in the United States?



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



Top 10 States

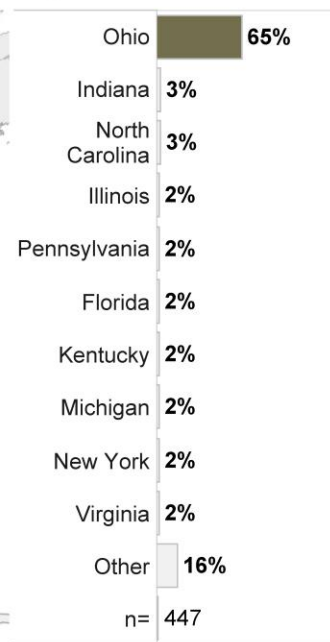


Figure 2. Respondent residency status and geographic origin of domestic visitors surveyed at Hopewell Culture NHP.

- Half of respondents (a combined 50%) stated that they were either permanent or seasonal residents of the local area around Hopewell Culture NHP.
- There was a large geographic concentration of respondents from Ohio (where Hopewell Culture NHP is located).
- Among the 99% of respondents currently residing in the U.S., 65% reside in Ohio, followed by Indiana (3%), and North Carolina (3%).

Question 3: Trip Purpose

Respondents who are not permanent or seasonal residents of the local area were asked about the purpose for their overall trip away from home, while permanent or seasonal residents of the local

area were asked about the purpose of their trip away from home “today,” the day they were intercepted in the park. Figure 3 depicts responses to this group of questions.

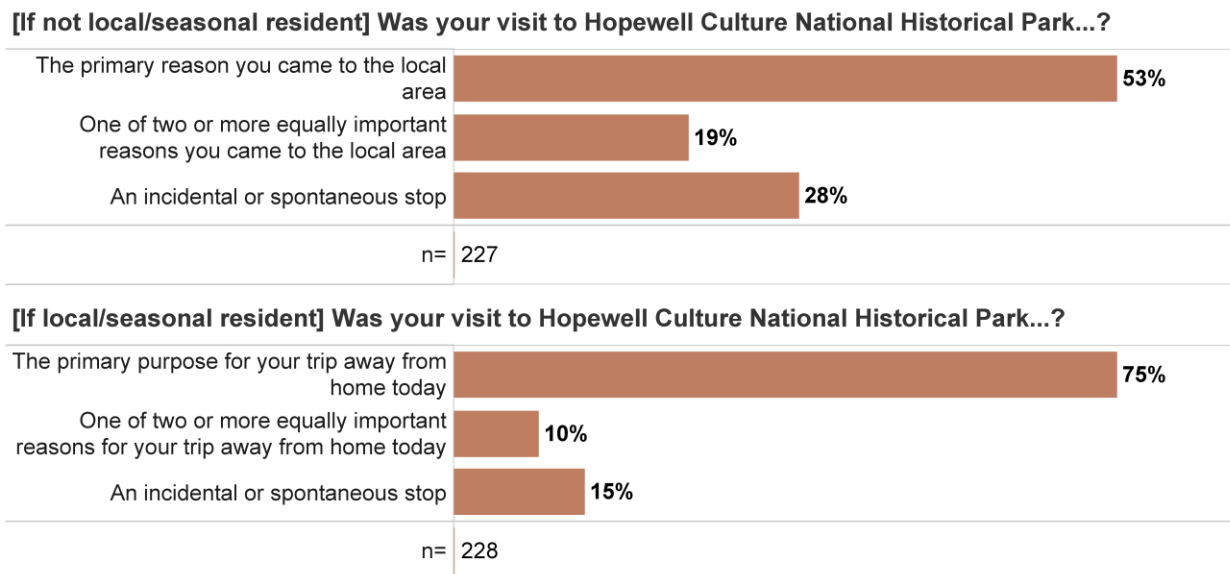


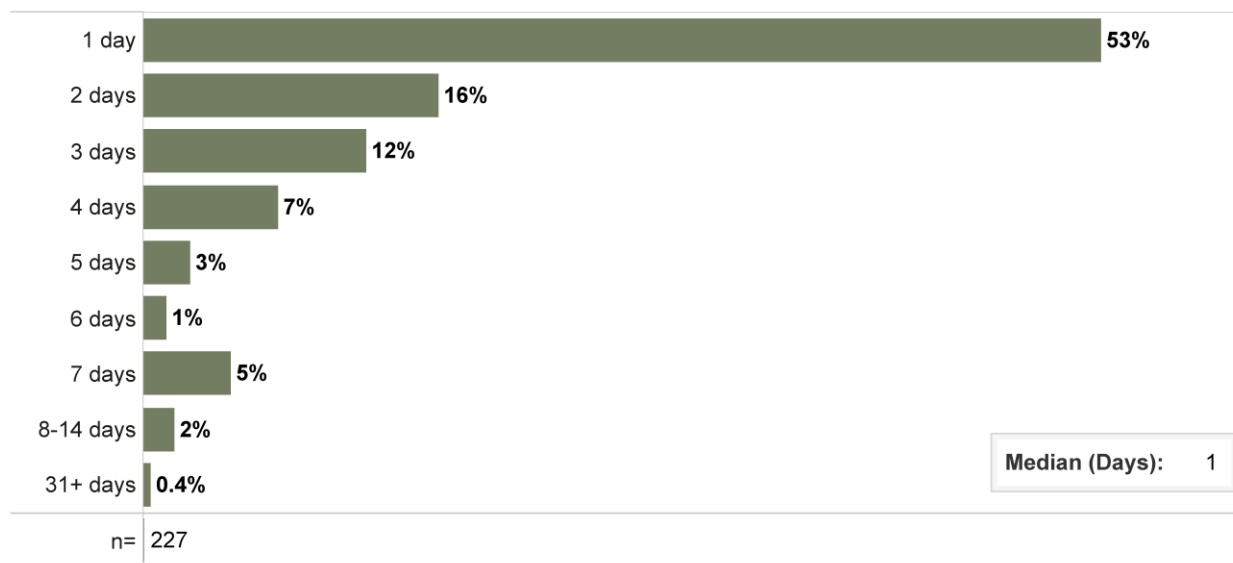
Figure 3. Role of Hopewell Culture NHP in overall trip purpose.

- The majority (53%) of respondents who resided outside the local area (i.e., Hopewell National Historical Park local area, as depicted in Figure 1) stated that their visit to Hopewell Culture NHP was the primary reason they came to the local area.
- For over a quarter (28%) of non-local respondents, visiting Hopewell Culture NHP was an incidental or spontaneous stop.
- The remaining 19% of non-local respondents indicated their visit to Hopewell Culture NHP was one of two or more equally important reasons they came to the local area.
- Among permanent or seasonal local resident respondents, three-quarters (75%) stated that their visit to Hopewell Culture NHP was the primary purpose for their trip away from home on the day they were contacted. An additional 15% of local resident respondents indicated that visiting Hopewell Culture NHP was an incidental or spontaneous stop, while the remaining 10% indicated it was one of two or more equally important reasons for their trip away from home on the day they were contacted for the survey.

Question 4: Length of Stay

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

[If not local/seasonal resident] How many days are you planning to spend in the local area (including the days you spend in Hopewell Culture National Historical 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?

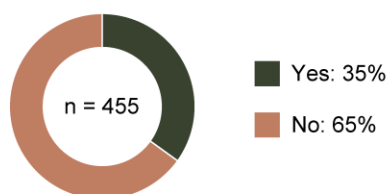


Figure 4. Time spent in the local area around Hopewell Culture NHP.

- A majority of non-local respondents (53%) spent one day in the local area, while 16% spent two days, and 12% spent three days. The median length of stay was one day.
- Additionally, about one-third of all respondents (35%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5-6: Overnight Visitors

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

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

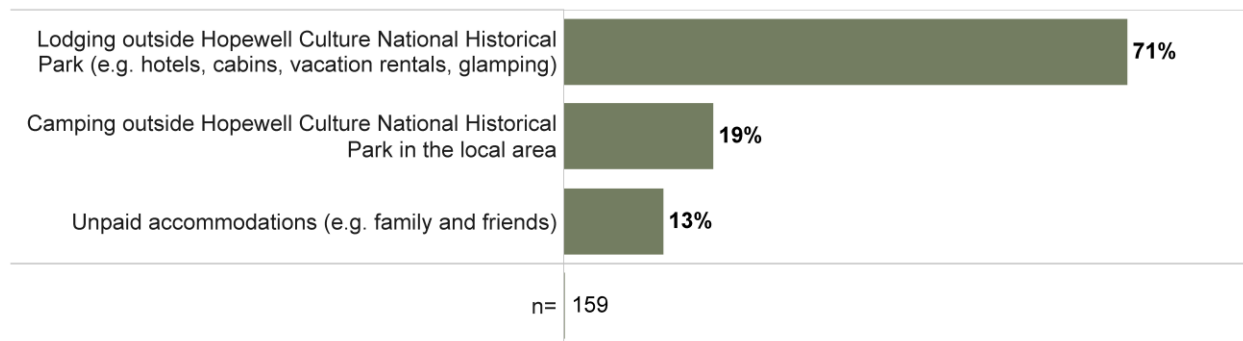


Figure 5. Accommodation types used by overnight visitors within Hopewell Culture NHP and in the local area surrounding it.

- Nearly three-quarters of overnight respondents (71%) stayed in lodging outside Hopewell Culture NHP in the local area.
- This was followed in prevalence camping outside Hopewell Culture NHP in the local area (19%), and in unpaid accommodations (13%).

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

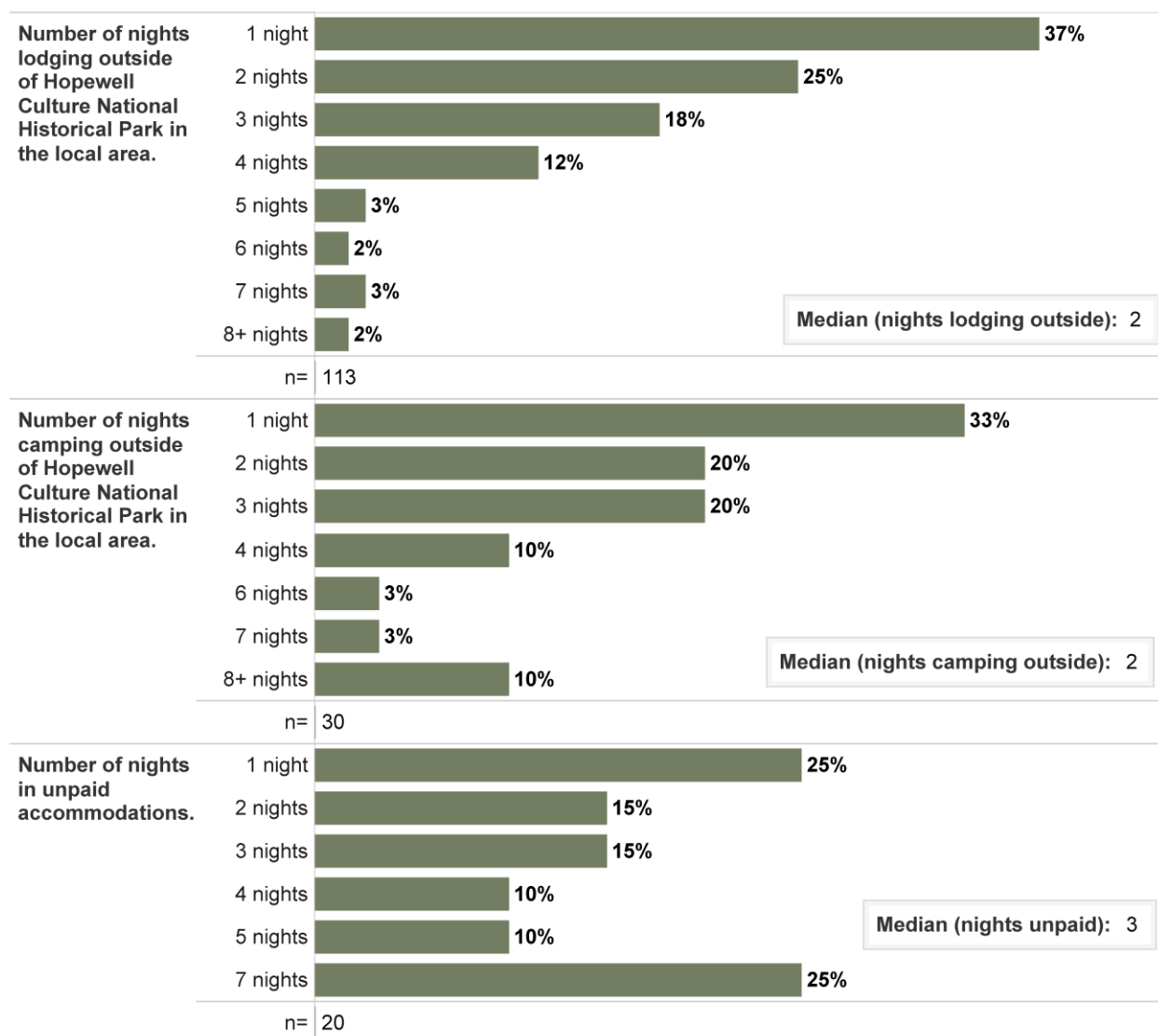


Figure 6. Number of nights spent within Hopewell Culture NHP and in the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

- Among the 71% of overnight respondents who lodged outside of Hopewell Culture NHP in the local area (per Figure 5), median length of stay was two nights. Nearly two-thirds (62%) lodged two nights or fewer in the local area this trip; 80% spent three nights or fewer.
- Among the 19% of overnight respondents who camped outside of Hopewell Culture NHP (per Figure 5), median length of stay was two nights, though one-third (33%) stayed just one night, a majority (53%) stayed two nights or fewer, and 73% spent three nights or fewer.
- Among the 13% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was three nights. A quarter (25%) of overnight respondents spent one night, and another quarter (25%) spent seven nights.

Questions 7-9: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Hopewell Culture NHP (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

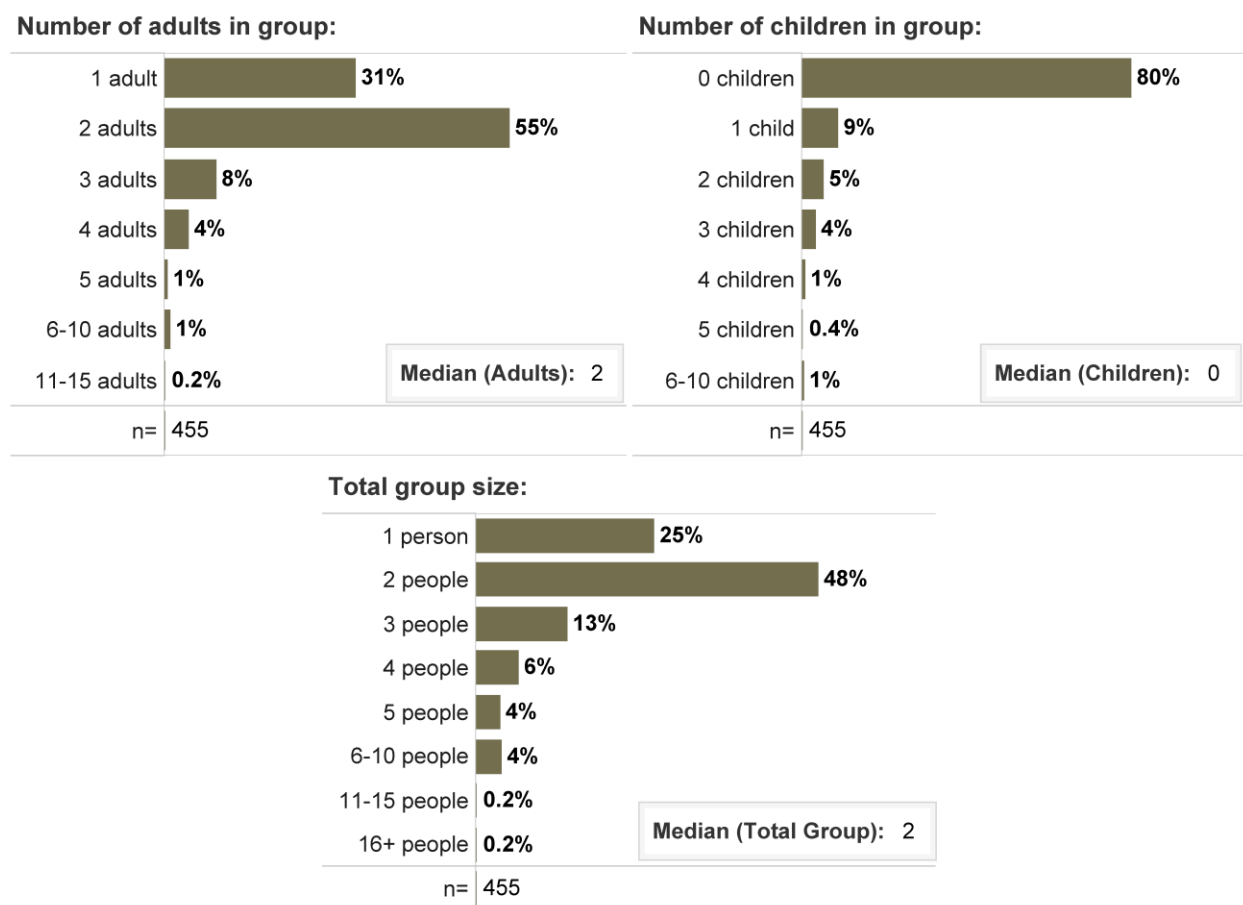


Figure 7. Number of adults and children in respondent's personal group, and total group size, while visiting Hopewell Culture NHP. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

- The median number of adults per group was two. A majority of groups (55%) included two adults.
- Most groups (80%) did not include any children.
- The median total number of people (adults and children) per group was two.

Respondents were then asked to provide the age of each member of their group (Figure 8). These data show the true age distribution of respondent groups sampled at Hopewell Culture NHP.

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

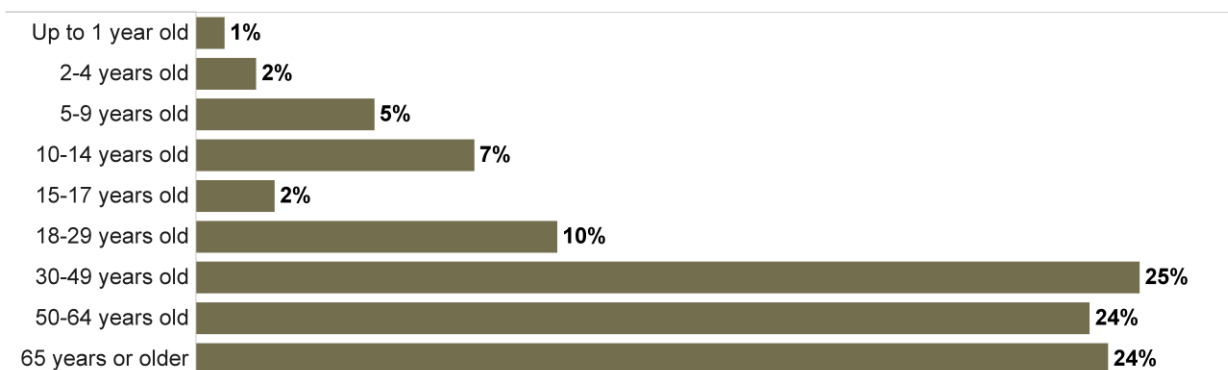


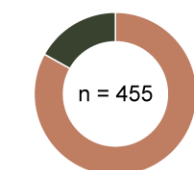
Figure 8. Age distribution of all members of respondent's personal group while visiting Hopewell Culture NHP.

- The most common age of the adults and children in a personal group was 30 to 49 years old (25%), followed by 65 years old or older (24%), and 50 to 64 years old (24%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 17% of group members.

Questions 11-16: Park Use Characteristics

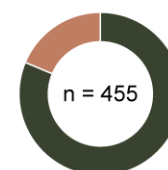
Respondents were asked to indicate if they planned to visit Hopewell Culture NHP for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 9 and Table 7).

On this trip, do you plan to visit Hopewell Culture National Historical Park for more than one day?



■ Yes: 17%
■ No: 83%

Do you plan to spend one hour or more within Hopewell Culture National Historical Park today?



■ Yes: 81%
■ No: 19%

Figure 9. Length of time spent within Hopewell Culture NHP on this trip.

Table 7. Length of time spent within Hopewell Culture NHP on this trip.

Question	Sample Size (n)	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Hopewell Culture NHP today?	85	30
[If planning to spend one hour or more] How many hours do you plan to spend within Hopewell Culture NHP today?	370	2
[If planning to visit more than one day] How many days do you plan to spend within Hopewell Culture NHP on this trip?	77	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	77	2

- Most respondents (81%) planned to spend one hour or more within Hopewell Culture NHP on the day they were surveyed. Among these visitors, median length of time spent in the park on the day of their visit was two hours.
- Among the 19% of respondents who planned to spend less than an hour within the park on the day they were surveyed, the median length of anticipated visit was 30 minutes.
- Additionally, most respondents (83%) were planning to spend just a single day in Hopewell Culture NHP on their trip. Among the 17% 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 Hopewell Culture NHP (Figure 10).

Which was the most recent entrance you used to enter Hopewell Culture National Historical Park?

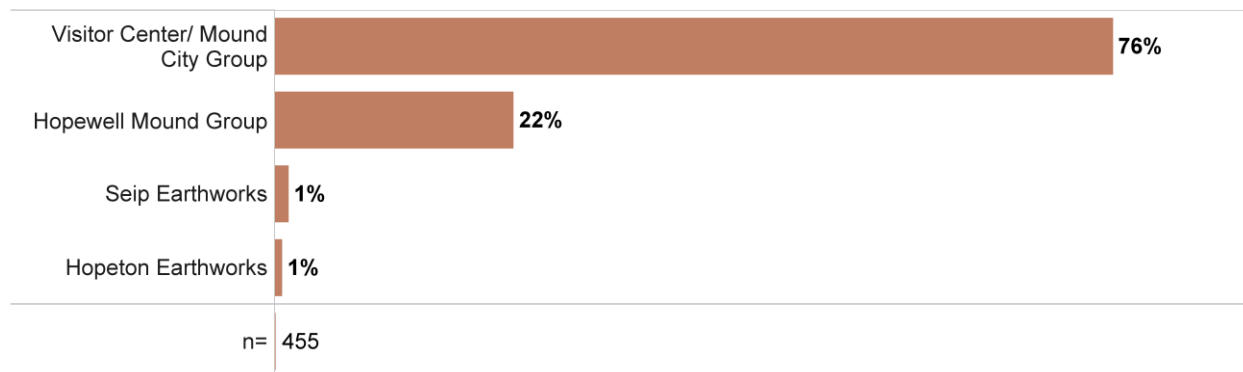


Figure 10. Most recent entrance used to enter Hopewell Culture NHP.

- Among respondents, the Visitor Center/Mound City Group entrance was the most commonly used entrance to Hopewell Culture NHP (76%).
- The second most used entrance among respondents was the Hopewell Mound Group (22%).

- Due to park geography and proximity of intercept sites to entrances, the results for most recent entrance used were impacted by the volume of visitors intercepted at various sites.

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

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

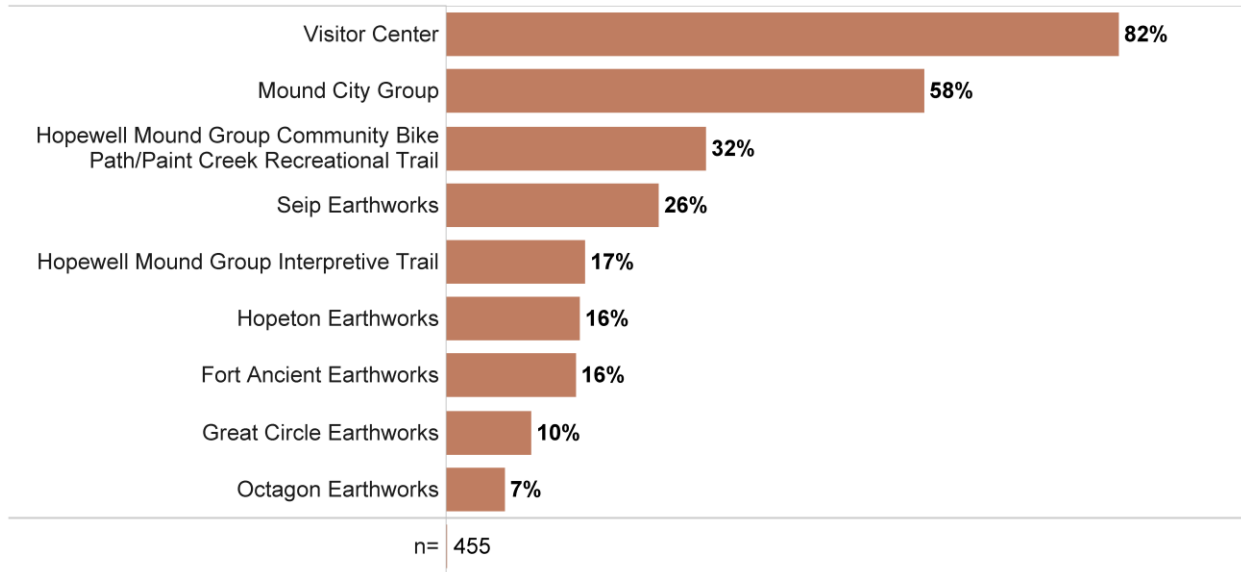


Figure 11. Park locations visited during the most recent trip to Hopewell Culture NHP.

- The most commonly visited location in Hopewell Culture NHP was the Visitor Center (82% of respondents had either been there or planned to visit it on their trip), followed by Mound City Group (58%) and Hopewell Mound Group Community Bike Path/Paint Creek Recreation Trail (32%).
- Octagon Earthworks was the least-visited location from the list provided, with only seven percent of respondents reporting having visited or planning to visit.

Question 17: Transportation

Respondents were asked about the form of transportation they used to enter Hopewell Culture NHP on the day they were surveyed (Figure 12).

Which of the following forms of transportation did you personally use to arrive or enter Hopewell Culture National Historical Park today?

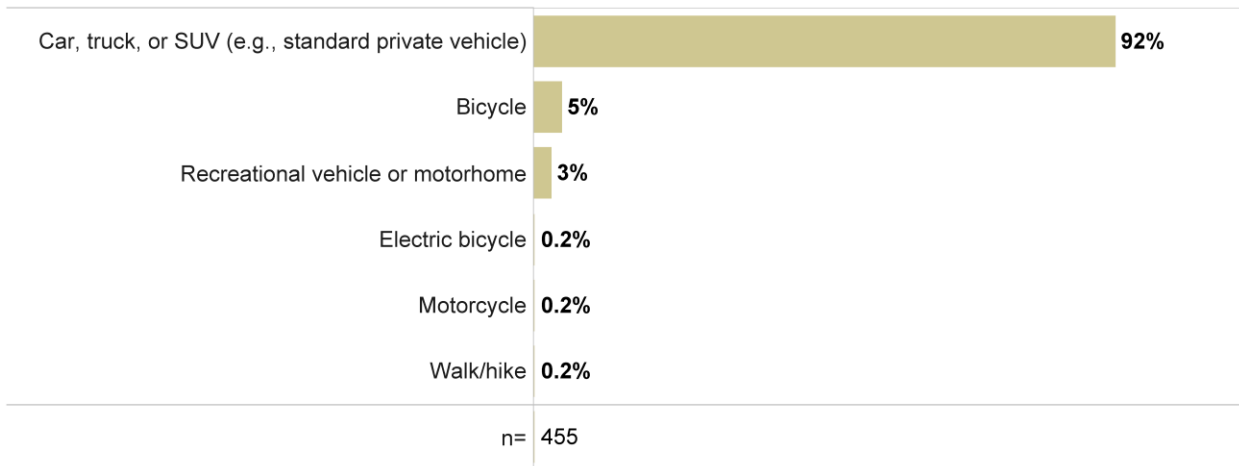
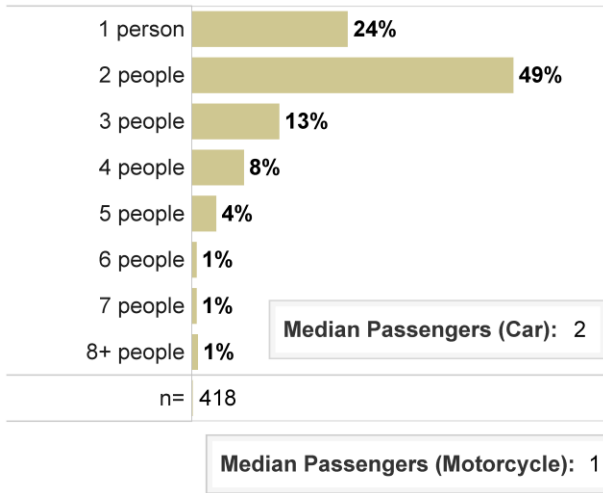


Figure 12. Form of transportation used to enter Hopewell Culture NHP on the day of the survey.

- Most respondents (92%) reported that they used their car, truck, or SUV to enter Hopewell Culture NHP on the day of the survey.
- This was followed distantly by use of a bicycle (5%), and recreational vehicle or motorhome (3%).

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

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



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

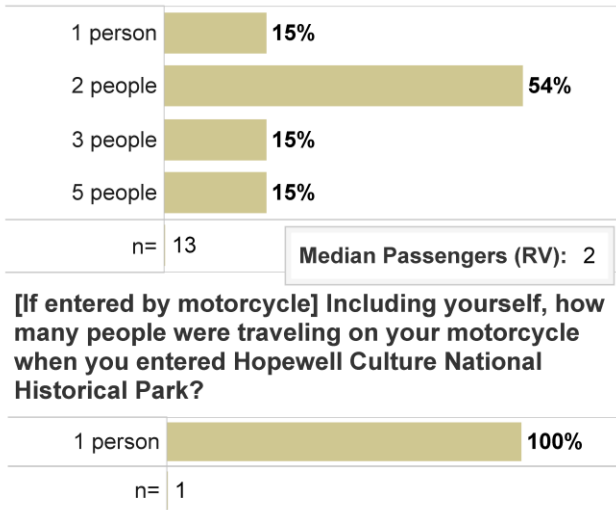


Figure 13. Number of people in or on respondent's vehicle when entering Hopewell Culture NHP. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

- Nearly half (49%) of respondents traveling by car reported two people. The next common group size was one person (24%), followed by three people (13%).
- A majority of respondents entering Hopewell Culture NHP by RV/motorhome reported traveling in a group of two people (54%), followed by one person (15%), three people (15%), and five people (15%).
- The one respondent who entered Hopewell Culture NHP on a motorcycle traveled on their own.

Question 19: Previous Visits to Hopewell Culture NHP

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

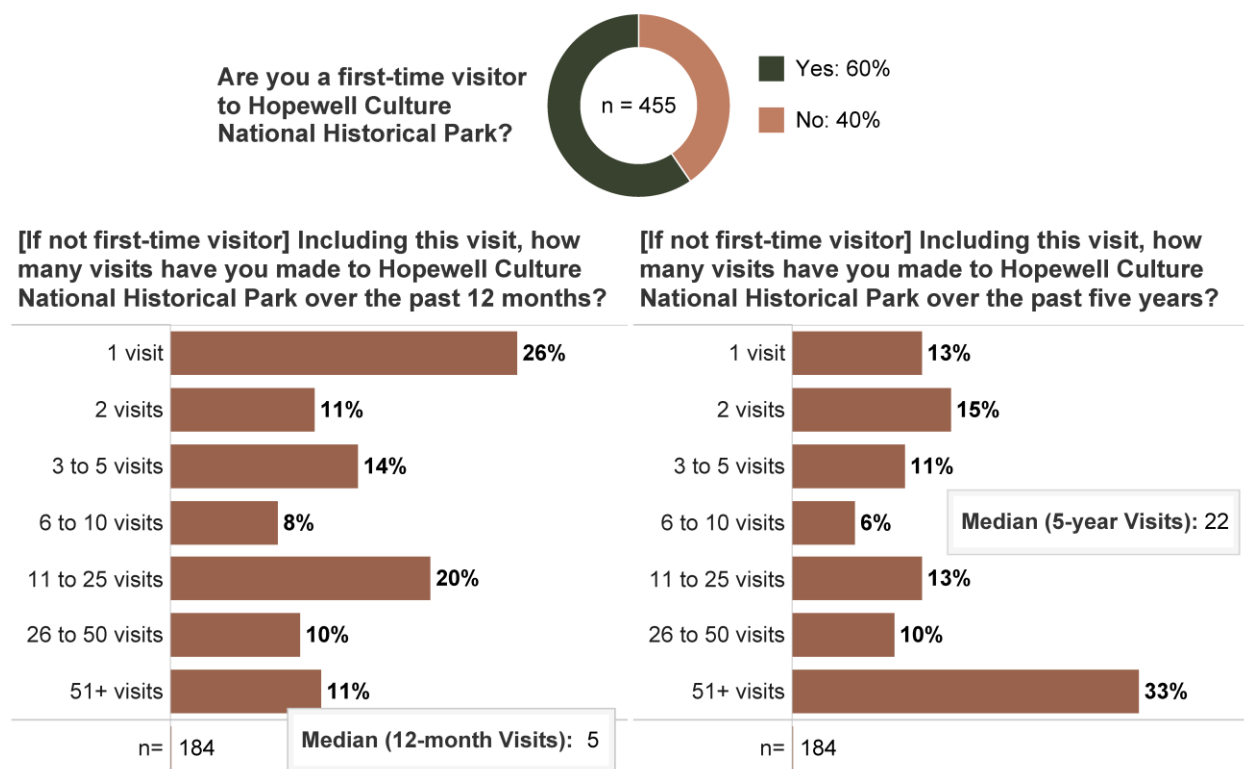


Figure 14. Previous visits to Hopewell Culture NHP. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

- A majority of respondents (60%) were on their first ever trip to Hopewell Culture NHP.
- Among the 40% of respondents who were repeat visitors, a quarter (26%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, most repeat visitors (87%) had visited at least one prior time in the past five years.
- A large percentage of repeat visitors visit Hopewell Culture NHP relatively often. The median number of visits made in the past five years was 22, including the current trip; 56% of repeat visitors had made more than 10 visits in the past five years.

Question 20: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 15).

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

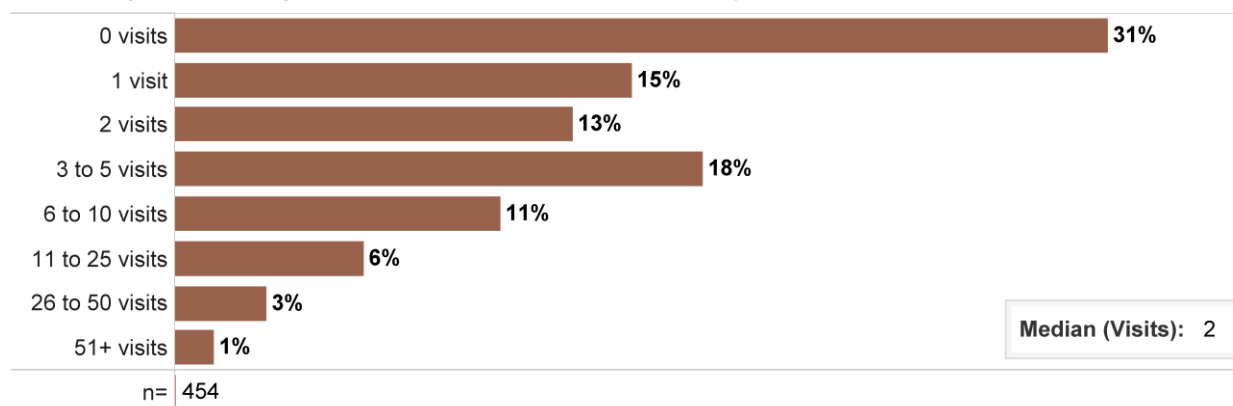


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

- About two-thirds of respondents (69%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was two, though a combined 39% had made three or more visits in the past year.

Post-trip Survey Results

The following section provides results of the 196 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Hopewell Culture NHP in summer 2024. Again, caution is recommended in the interpretation of figures with sample size lower than n=30, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information about Hopewell Culture NHP

First, respondents were asked what sources they used to obtain information about Hopewell Culture NHP prior to their trip, and whether they had the information they needed on their trip (Figure 16).

**Prior to this trip, how did you obtain information about Hopewell Culture National Historical Park?
Please mark all that apply**

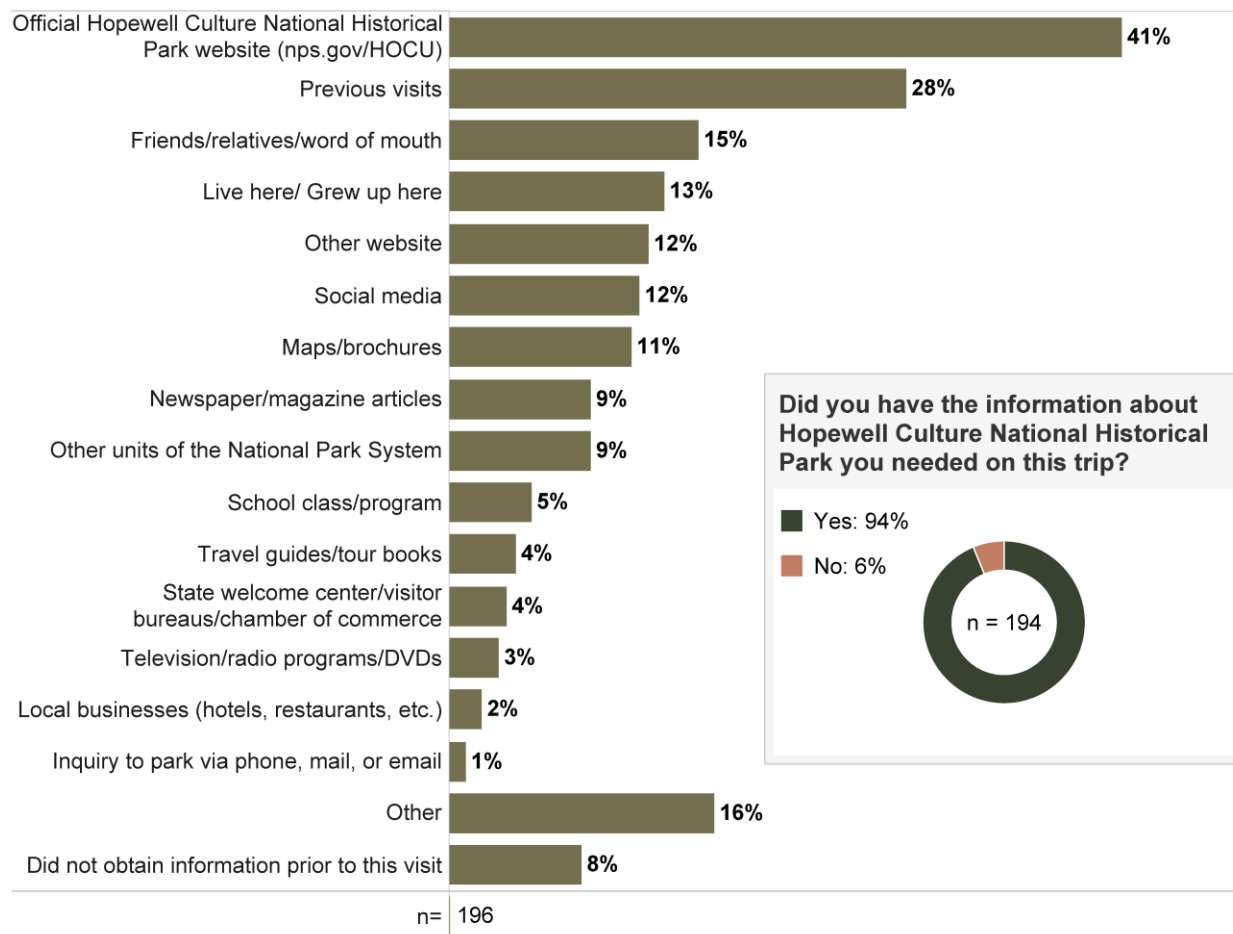


Figure 16. Sources used to obtain information about Hopewell Culture NHP prior to the trip.

- The most used resource was the official Hopewell Culture NHP website, with 41% of respondents reportedly using it. The second most common source was previous visits (28%), followed by friends/relatives/word of mouth (15%), live here/grew up here (13%), other websites (12%), social media (12%), and maps/brochures (11%).
- In a follow-up question, 94% of respondents said that they had the information about Hopewell Culture NHP that they needed on their trip, while six percent 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 Hopewell Culture NHP on their trip (Figure 17).

Please list all forms of transportation you personally used to travel from your home to Hopewell Culture National Historical Park on this trip. Please mark all that apply

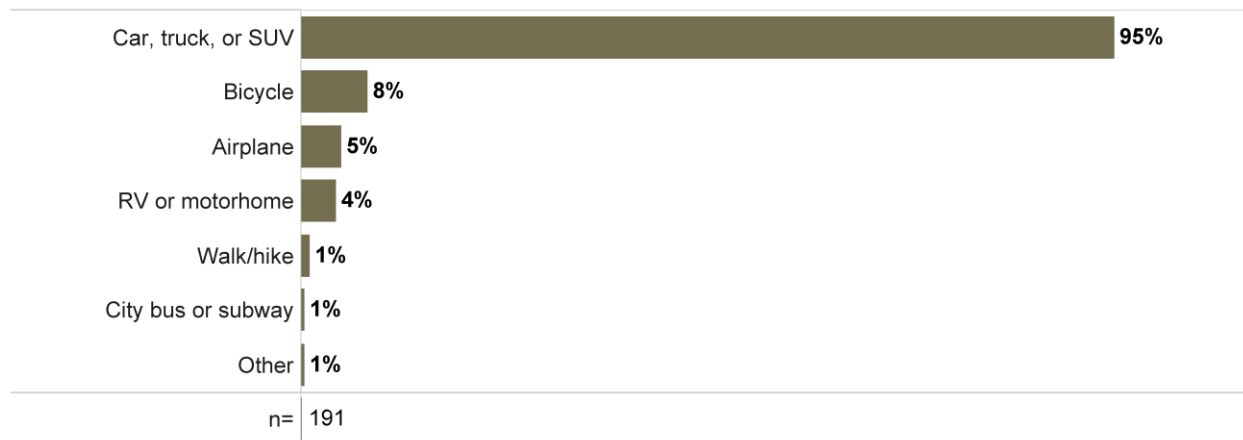


Figure 17. Forms of transportation used to travel from home to Hopewell Culture NHP on the recent trip.

- Nearly all respondents (95%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Hopewell Culture NHP.
- The second most common mode of travel was bicycle (8%), followed by airplane (5%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Hopewell Culture NHP on the day of the survey (Figure 18).

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

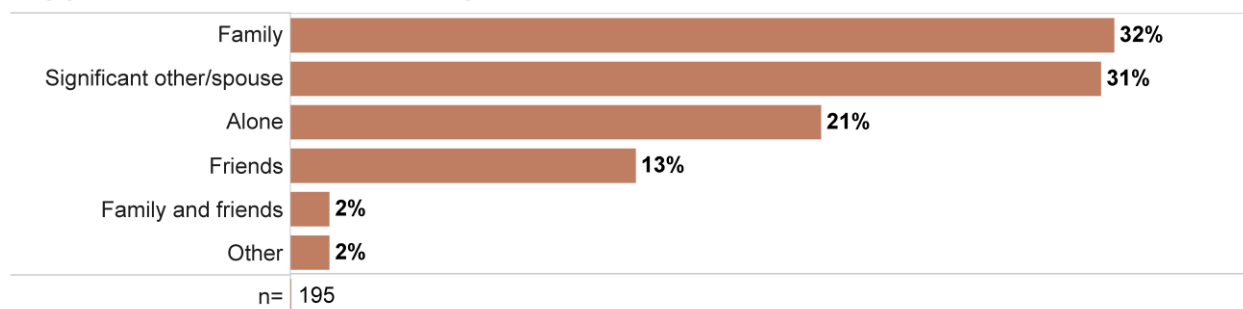


Figure 18. Travel party composition during Hopewell Culture NHP visit.

- Nearly one-third of respondents (32%) visited Hopewell Culture NHP with their family, while an additional 31% visited with their spouse/significant other.

- One in five respondents (21%) explored Hopewell Culture NHP alone, and another 13% visited the park with their friends.

Questions 11-13: Trip Characteristics

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

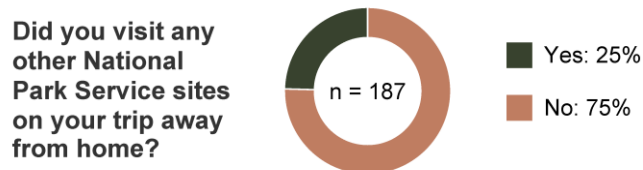
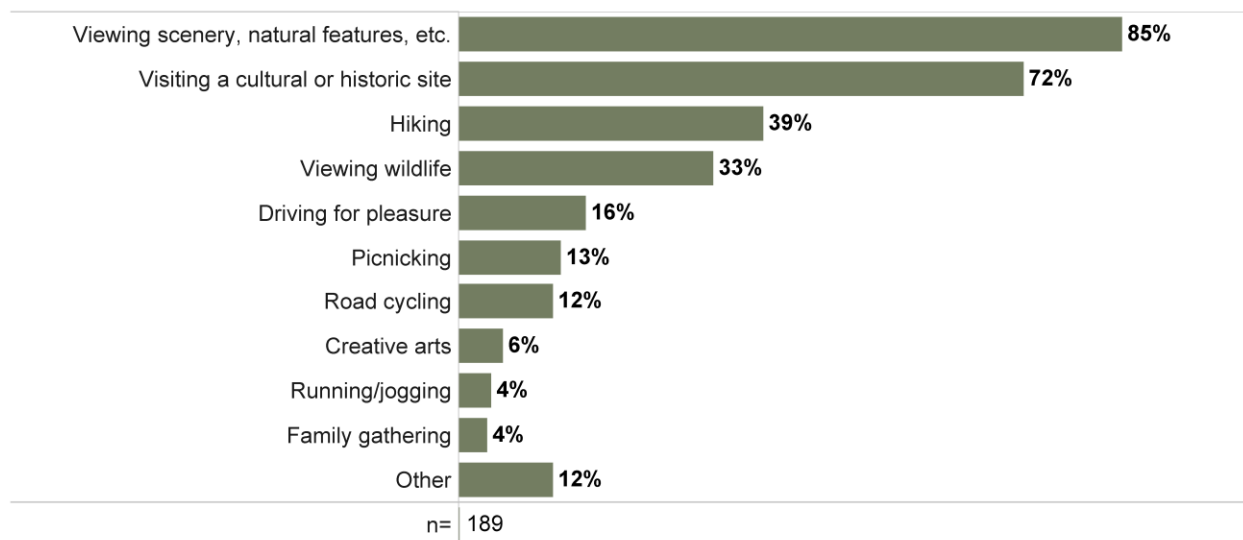


Figure 19. NPS sites visited on trip away from home.

- A quarter (25%) of all respondents had visited other NPS sites on their trip, while 75% identified Hopewell Culture NHP as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s).

Survey respondents were then asked to identify all activities that they participated in while visiting Hopewell Culture NHP, and which of those was their primary activity (Figure 20).

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



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

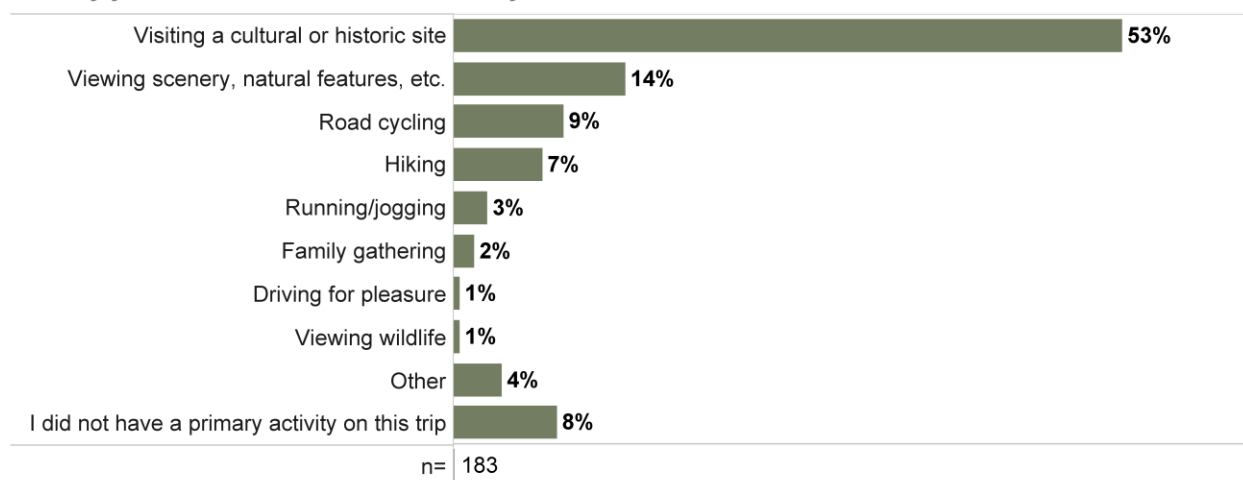


Figure 20. Participation in activities at Hopewell Culture NHP.

- A majority of respondents reported viewing scenery, natural features, etc. (85%), and visiting a cultural or historic site (72%).
- Creative arts, running/jogging, and family gatherings were all uncommon activities (reported by six percent or fewer of respondents).
- The majority of respondents (53%) reported visiting a cultural or historic site as their primary activity, followed by viewing scenery, natural features, etc. (14%).

Questions 14–15: Reasons to Visit

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

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

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To learn more about American history and culture	183	6%	3%	12%	25%	55%
To spend time with family/friends	178	16%	3%	19%	30%	33%
To visit a National Park Service site	180	14%	15%	21%	19%	31%
To get physical exercise	181	13%	17%	31%	17%	22%
To view wildlife or natural scenery	179	8%	15%	34%	23%	21%
To relax	175	11%	15%	29%	24%	20%
To hear the sounds of nature/quiet	176	22%	21%	28%	18%	11%
To learn more about nature	173	24%	20%	28%	17%	11%
To experience solitude	178	37%	19%	28%	8%	10%
To view dark night sky/stars	166	72%	8%	10%	4%	5%
Other (if specified)	23	52%			4%	43%

And which was the most important reason for you to visit Hopewell Culture National Historical Park on this trip?

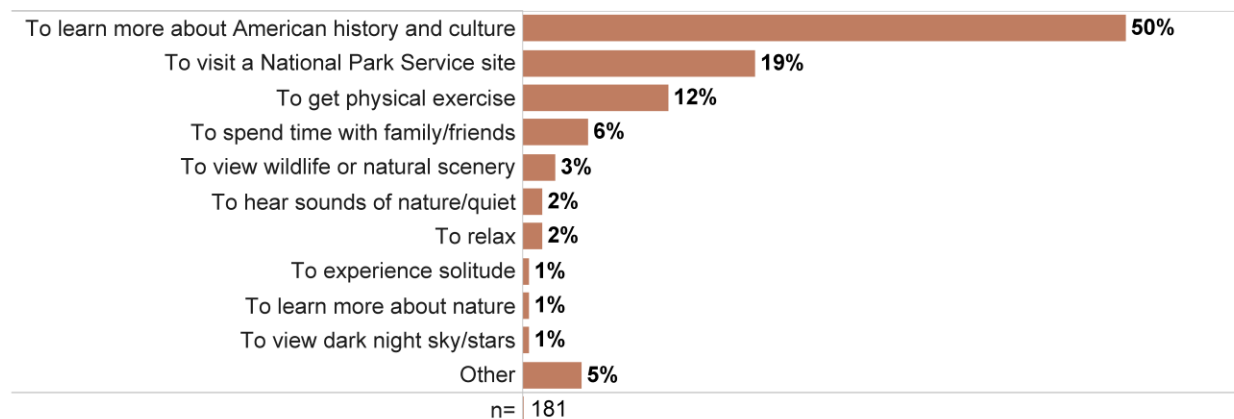


Figure 21. Reasons or motivations to visit Hopewell Culture NHP. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

- A majority of respondents chose learning more about American history and culture (55%) as an extremely important reason for their trip to Hopewell Culture NHP.
- Other important reasons for visiting were to spend time with family/friends and to visit a National Park Service site (33% and 31% of respondents, respectively, rated them as extremely important).
- The least important reasons for visiting were to view dark night sky/stars and to experience solitude (only 5% and 10% of respondents, respectively, reported them as extremely important, and 72% and 37% of respondents, respectively, rated them as not at all important).

- The most common response for the most important reason was to learn more about American history and culture (50%), followed by to visit a National Park Service site (19%), and to get physical exercise (12%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services in which they personally participated in Hopewell Culture NHP during their trip (Figure 22).

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

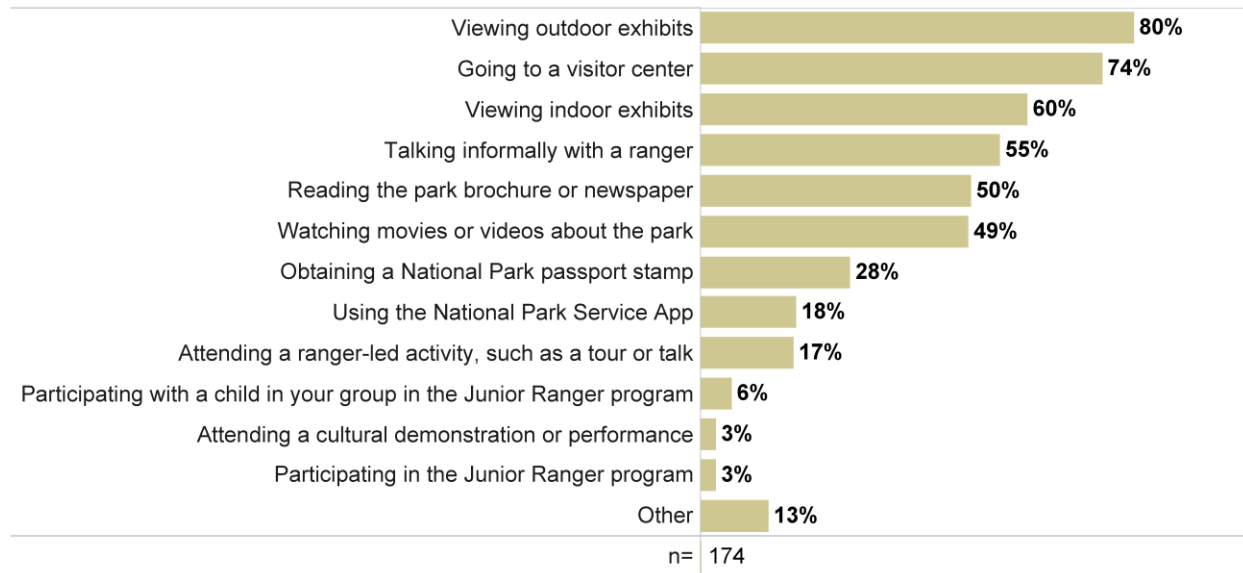


Figure 22. Participation in programs at Hopewell Culture NHP.

- The two most-used programs were viewing outdoor exhibits and going to a visitor center, with three-quarters or more of respondents (80% and 74%, respectively) reporting participating in each program.
- Two other programs were engaged in by over half of respondents: viewing indoor exhibits (60%) and talking informally with a ranger (55%).

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

On this visit to Hopewell Culture National Historical Park, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?



■ Yes: 75%
■ No: 25%

If you were to visit Hopewell Culture National Historical Park in the future, are there specific subjects you would like to learn about?



■ Yes: 39%
■ No: 61%

Figure 23. Learning outcomes while visiting Hopewell Culture NHP.

- Three quarters of respondents (75%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Over one-third of respondents (39%) reported that if they were to visit Hopewell Culture NHP in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate.

Questions 19–20: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Hopewell Culture NHP (Figure 24).

Did you use a personal electronic device while in Hopewell Culture National Historical Park to do any of the following actions? ■ Yes ■ No ■ Don't know

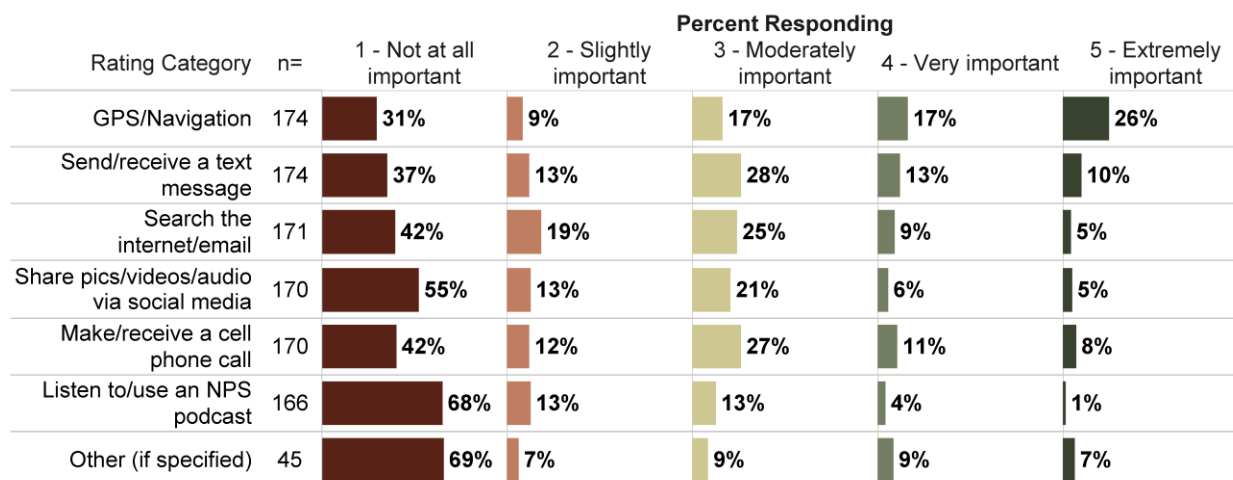
GPS/Navigation n=178	55%	42%	3%
Send/receive a text message n=172	44%	53%	3%
Search the internet/email n=175	38%	61%	1%
Share pics/videos/audio via social media n=171	26%	73%	1%
Make/receive a cell phone call n=173	23%	76%	2%
Listen to/use an NPS podcast n=159	3%	96%	1%
Other (if specified) n=59	27%	69%	3%

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

- A majority of respondents (55%) reported using GPS/navigation, and 44% of respondents reported sending or receiving a text message.
- Conversely, only three percent of respondents listened to or used an NPS podcast.

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

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



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 25. The importance of the use of personal electronic devices while visiting Hopewell Culture NHP. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

- The most important device uses were GPS/navigation and sending or receiving a text message (26% and 10% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important only by one percent of respondents, and not at all important by 68% of respondents.

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

Rating Category	n=	Percent Responding				
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good
GPS/Navigation	100	2%	2%	16%	26%	54%
Send/receive a text message	95	2%	2%	19%	31%	46%
Search the internet/email	85	2%	5%	19%	31%	44%
Share pics/videos/audio via social media	65	3%	5%	20%	31%	42%
Make/receive a cell phone call	77	3%	3%	25%	29%	42%
Listen to/use an NPS podcast	46	11%	4%	22%	30%	33%
Other (if specified)	21	10%		5%	24%	62%

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

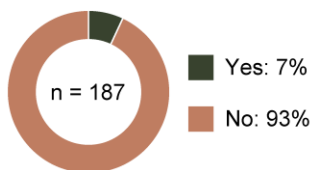
Figure 26. Quality of service for personal electronic devices while visiting Hopewell Culture NHP. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

- GPS/navigation was rated as very good or good by 54% and 26% of respondents, respectively. However, two percent of respondents reported that they had no service for this.
- Small percentages of respondents (ranged from 2% to 11%, depending on the service) reported that they also had no service to send or receive a text message, search the internet/email, share pictures, videos, or audio via social media, make or receive a cell phone call, and listen to/use an NPS podcast.
- However, large percentages of respondents (ranging from 33% to 46%, depending on the service) rated these services as very good.

Question 21: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Hopewell Culture NHP. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

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 Hopewell Culture National Historical Park?



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

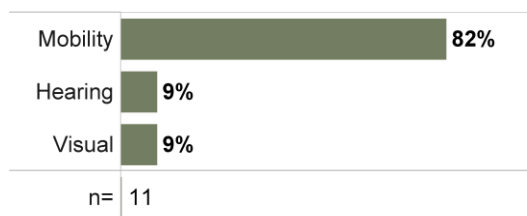


Figure 27. Physical difficulties while visiting Hopewell Culture NHP.

- Most respondents (93%) 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 Hopewell Culture NHP.
- Among the 7% of respondents who identified at least one difficulty, 82% reported mobility issues in their group, with small portions (9%) also reporting hearing and/or visual difficulties.

Questions 24-27: Visitor Experience

Respondents were asked if their visit to Hopewell Culture NHP met their expectations (Figure 28).

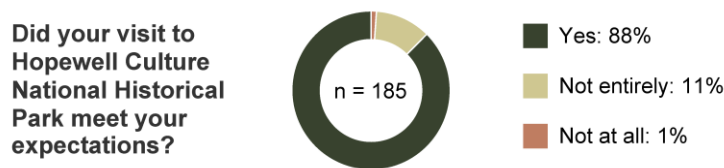


Figure 28. Meeting Hopewell Culture NHP expectations.

- The majority of respondents (88%) reported that their visit to Hopewell Culture NHP met their expectations, while 11% of respondents said it did not meet their expectations entirely, and one percent of respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents were asked to elaborate on their responses.

Respondents were then given several statements about Hopewell Culture NHP and asked to indicate their level of agreement or disagreement with each given statement (Figure 29).

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

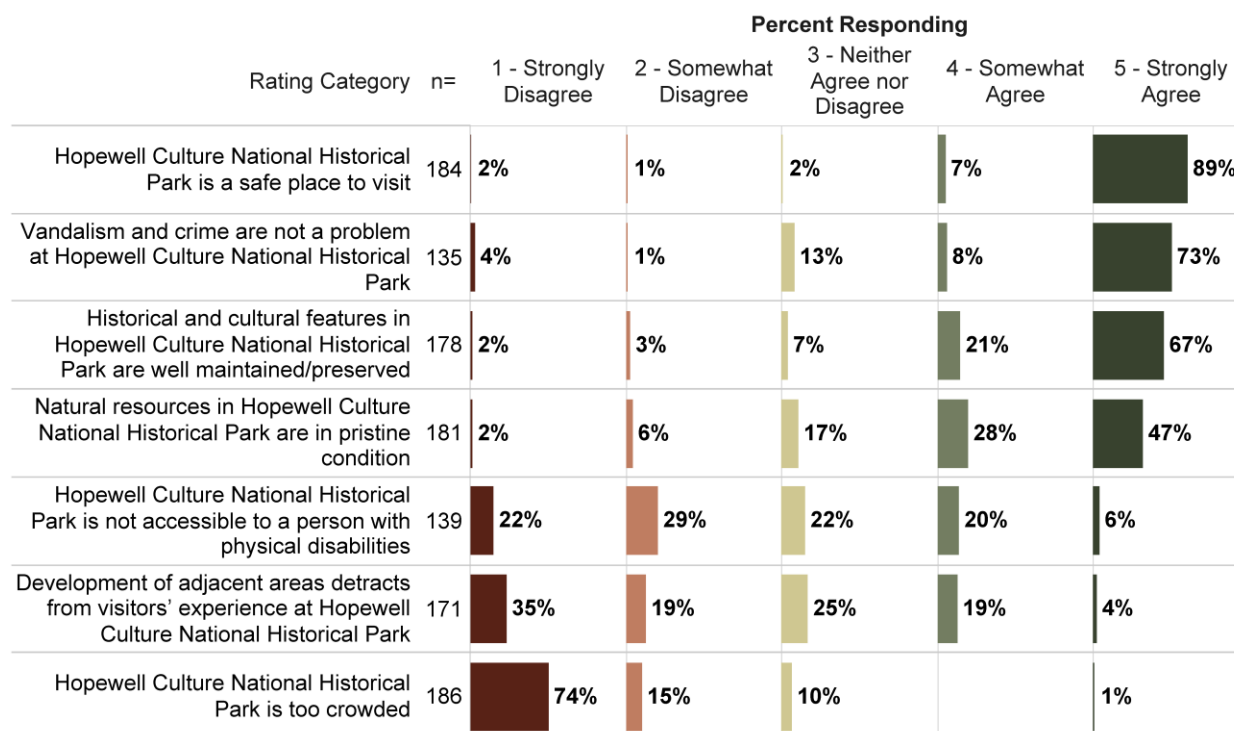


Figure 29. Rating Hopewell Culture NHP experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

- From all the statements listed, “Hopewell Culture NHP is a safe place to visit” received the most consensus with a combined 96% of respondents saying they either strongly or somewhat agree with it. That was followed by “vandalism and crime are not a problem at Hopewell Culture NHP” and “historical and cultural features in Hopewell Culture NHP are well maintained/preserved” (81% and 88% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “Hopewell Culture NHP is too crowded” and “development of adjacent areas detracts from visitors’ experience at Hopewell Culture NHP” received the least support, with only one percent and 23% of respondents respectively, either somewhat or strongly agreeing with these statements, and 74% and 35% of respondents respectively, strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Hopewell Culture NHP (Figure 30).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Hopewell Culture National Historical Park?

Rating Category	n=	Percent Responding				
		1 - Very poor	2 - Poor	3 - Average	4 - Good	5 - Very good
Assistance from park employees	143			5%	17%	78%
Ranger programs	68		1%	6%	19%	74%
Learning about nature, history, or culture	165	1%	1%	7%	19%	72%
Visitor Center	152		3%	11%	24%	62%
Park map or brochure	149			8%	32%	60%
Restrooms	163		1%	6%	33%	60%
Walkways, trails, and roads	183		1%	12%	33%	54%
Campgrounds and/or picnic areas	57	2%		16%	30%	53%
Outdoor recreation	96	1%	2%	17%	29%	51%
Exhibits (indoor and outdoor)	164		5%	20%	30%	45%
Commercial services in the park	57	2%	5%	25%	32%	37%
Other services (if specified)	8				38%	63%

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

- Over half of respondents (ranging from 51% to 78%) rated assistance from park employees, ranger programs, learning about nature, history, and culture, the park's Visitor Center, the park map or brochure, restrooms, walkways, trails, and roads, campgrounds and/or picnic areas, and outdoor recreation as very good.
- Conversely, fewer than half of respondents rated indoor and outdoor exhibits, and commercial services in the park as very good.

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

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

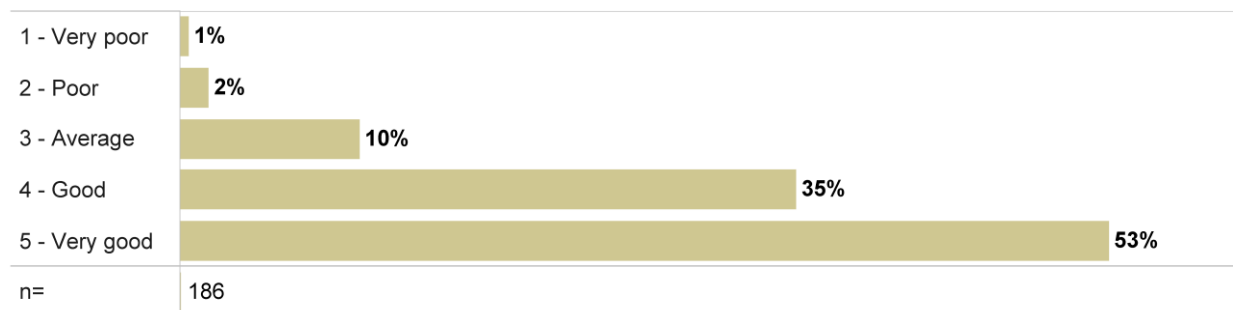


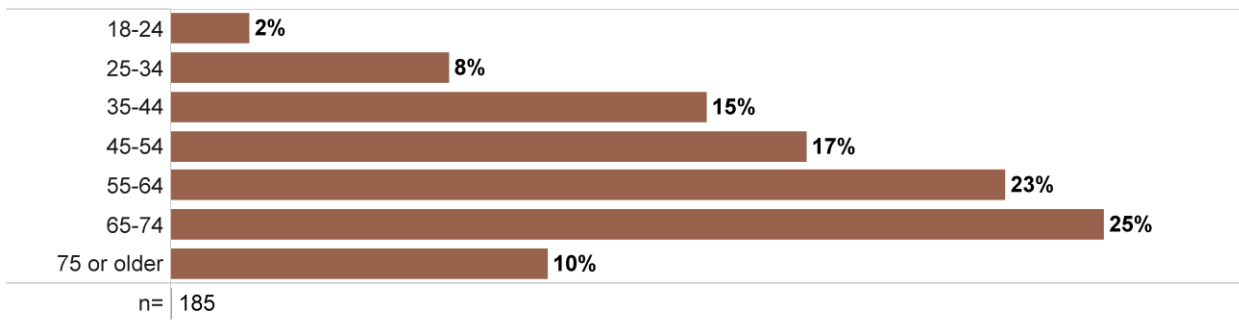
Figure 31. Rating overall quality of Hopewell Culture NHP facilities, visitor services, and recreational opportunities.

- A majority of respondents (53%) rated the quality of the park facilities, visitor services, and recreational opportunities in Hopewell Culture NHP as very good, and another 35% rated them as good.
- Just about one in eight (13%) respondents rated the overall quality as average or below.

Questions 30-38: Background/Demographics

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

What is your age?



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

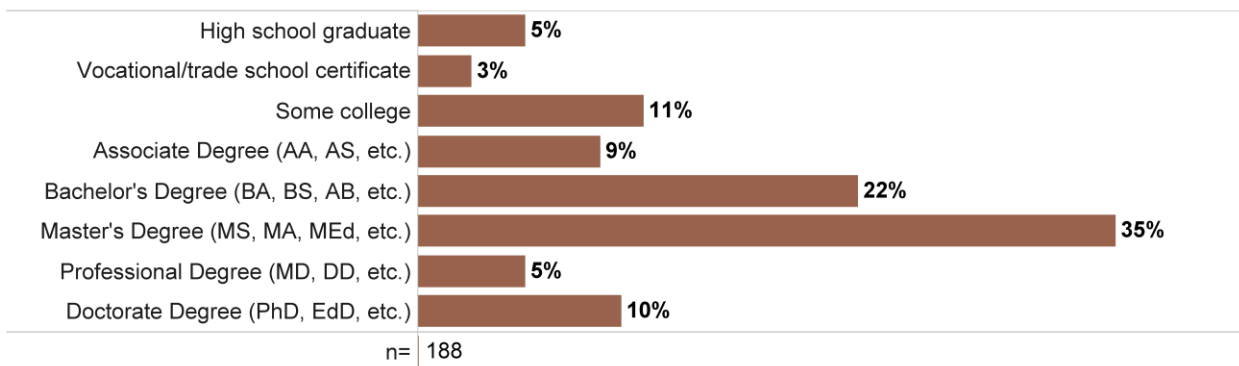
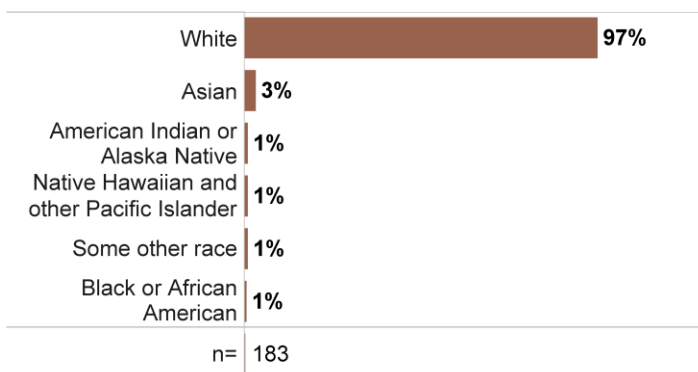


Figure 32. Respondent demographics: age and level of education.

- The most common age categories were 65 to 74 years old (25%), 55 to 64 years old (23%), and 45 to 54 years old (15%). The least represented age group was 18 to 24 years old (only two percent of the participants surveyed).
- Most survey respondents reported obtaining higher education, with a combined 81% having some college degree, and a plurality (35%) holding a master's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 33).

What is your race? Please mark all that apply



Are you of Hispanic, Latino or Spanish Origin?

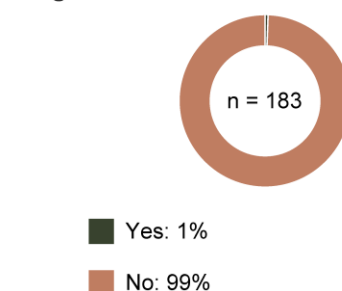


Figure 33. Respondent demographics: race and ethnicity.

- The majority of respondents (97%) were White, while three percent were Asian.
- Most respondents (99%) were not of Hispanic, Latino or Spanish origin.

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

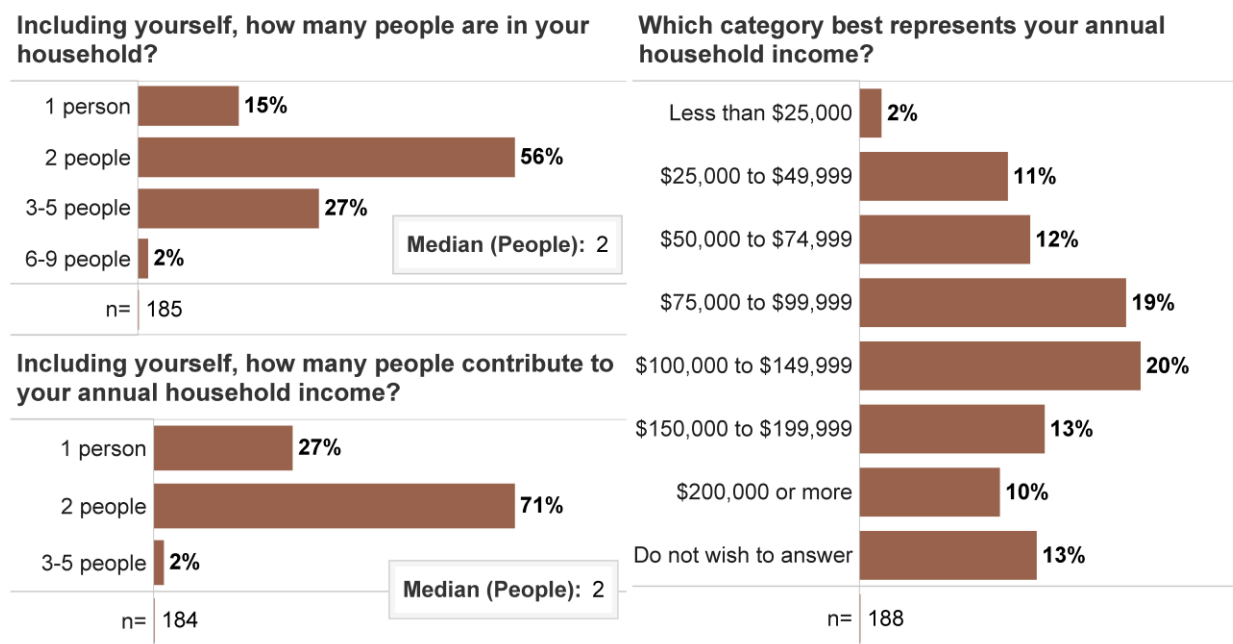


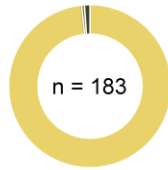
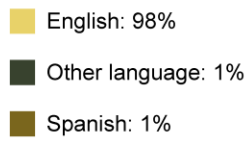
Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

- A majority of respondents (56%) had two people in their household, followed by three to five people (another 27%).
- In addition to obtaining higher education, visitors surveyed at Hopewell Culture NHP also reported relatively high income levels. One in five respondents (20%) reported that their annual household income was between \$100,000 and \$149,999, and another 23% earned \$150,000 or more.
- Most respondents (71%) came from a dual-income household.

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

When visiting an area such as this park, what language do you prefer to use?

For reading:



For speaking:

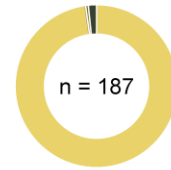
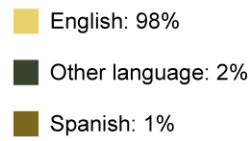


Figure 35. Respondent's language preference.

- The overwhelming majority of respondents (98%) preferred to use English both for reading and speaking when visiting an area such as Hopewell Culture NHP.
- Only one percent of respondents preferred Spanish for either reading and/or speaking, and an additional one percent of respondents preferred another language.

Literature Cited

National Park Service (NPS). 2024. 2024 Socioeconomic Monitoring of Hopewell Culture National Historical Park: Visitor intercept and post-trip surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2317722>

Appendix A: Accessible Tables

Tables 8 through 19 contain tabular data from figures found in the body of the report.

Table 8. Data from [Figure 6](#). Number of nights spent in the local area around Hopewell Culture NHP, by accommodation type.

Accommodation Type	Sample Size (n)	Median
Camping outside Hopewell Culture NHP	30	2
Lodging outside Hopewell Culture NHP	113	2
Unpaid accommodations	20	3

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

Group Composition	Sample Size (n)	Median
Adults	455	2
Children	455	0
Total group size	455	2

Table 10. Data from [Figure 13](#). Number of people in respondent's vehicle when entering Hopewell Culture NHP.

Question	Sample Size (n)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Hopewell Culture NHP?	418	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Hopewell Culture NHP?	13	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Hopewell Culture NHP?	1	1

Table 11. Data from [Figure 14](#). Previous visits to Hopewell Culture NHP.

Question	Sample Size (n)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Hopewell Culture NHP over the past 12 months?	184	5
[If not first-time visitor] Including this visit, how many visits have you made to Hopewell Culture NHP over the past five years?	184	22

Table 12. Data from [Figure 15](#). Visits made to other NPS sites within the past year.

Question	Sample Size (n)	Median
How many visits have you made to other NPS sites over the past 12 months?	454	2

Table 13. Data from [Figure 21](#). Reasons or motivations to visit Hopewell Culture NHP.

Rating Category	Sample Size (n)
To visit a National Park Service site	180
To experience solitude	178
To hear the sounds of nature/quiet	176
To learn more about nature	173
To learn more about American history and culture	183
To spend time with family/friends	178
To get physical exercise	181
To view wildlife or natural scenery	179
To relax	175
To view dark night sky/stars	166
Other (if specified)	23

Table 14. Data from [Figure 24](#). Use of personal electronic devices while visiting Hopewell Culture NHP.

Device Use	Sample Size (n)
Make/receive a cell phone call	173
Send/receive a text message	172
Search the internet/email	175
GPS/Navigation	178
Share pics/videos/audio via social media	171
Listen to/use an NPS podcast	159
Other (if specified)	59

Table 15. Data from [Figure 25](#). The importance of the use of personal electronic devices while visiting Hopewell Culture NHP.

Device Use	Sample Size (n)
Make/receive a cell phone call	170
Send/receive a text message	174
Search the internet/email	171
GPS/Navigation	174
Share pics/videos/audio via social media	170
Listen to/use an NPS podcast	166
Other (if specified)	45

Table 16. Data from [Figure 26](#). Quality of service for personal electronic devices while visiting Hopewell Culture NHP.

Device Use	Sample Size (n)
Make/receive a cell phone call	77
Send/receive a text message	95
Search the internet/email	85
GPS/Navigation	100
Share pics/videos/audio via social media	65
Listen to/use an NPS podcast	46
Other (if specified)	21

Table 17. Data from [Figure 29](#). Rating Hopewell Culture NHP experience.

Rating Category	Sample Size (n)
Hopewell Culture NHP is a safe place to visit	184
Hopewell Culture NHP is too crowded	186
Natural resources in Hopewell Culture NHP are in pristine condition	181
Vandalism and crime are not a problem at Hopewell Culture NHP	135
Hopewell Culture NHP is not accessible to a person with physical disabilities	139
Historical and cultural features in Hopewell Culture NHP are well maintained/preserved	178
Development of adjacent areas detracts from visitors' experience at Hopewell Culture NHP	171

Table 18. Data from [Figure 30](#). Rating the quality of Hopewell Culture NHP facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n)
Visitor Center	152
Exhibits (indoor and outdoor)	164
Restrooms	163
Walkways, trails, and roads	183
Campgrounds and/or picnic areas	57
Assistance from park employees	143
Park map or brochure	149
Ranger programs	68
Commercial services in the park (food, lodging, gifts, rental, etc.)	57
Other services (if specified)	8
Learning about nature, history, or culture	165
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	96

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

Question	Sample Size (n)	Median
Including yourself, how many people are in your household?	185	2
Including yourself, how many people contribute to your annual household income?	184	2