



ID: XXXX

## President's Park Visitor Survey

On your recent visit to President's Park, you agreed to participate in a survey from NPS about your trip. **Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire.** In this questionnaire, your personal group is defined as you and anyone with whom you visited President's Park on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A visit is defined as the day in which you were contacted to complete the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to President's Park. Thank you for your participation.

### Trip Description

1. Prior to this trip, how did you obtain information about President's Park? Please mark (●) all that apply.

- |                                                                           |                                                                             |
|---------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Did not obtain information prior to this trip    | <input type="checkbox"/> Other units of the National Park System (NPS)      |
| <input type="checkbox"/> Previous visits                                  | <input type="checkbox"/> School class/program                               |
| <input type="checkbox"/> Friends/relatives/word of mouth                  | <input type="checkbox"/> Social media (such as Facebook, Twitter, etc.)     |
| <input type="checkbox"/> Inquiry to park via phone, mail, or email        | <input type="checkbox"/> Welcome center/visitor bureaus/chamber of commerce |
| <input type="checkbox"/> Official President's Park website (nps.gov/whho) | <input type="checkbox"/> Travel guides/tour books (such as AAA, etc.)       |
| <input type="checkbox"/> Other website (please specify): _____            | <input type="checkbox"/> Television/radio programs/DVDs                     |
| <input type="checkbox"/> Local businesses (hotels, restaurants, etc.)     | <input type="checkbox"/> Live here/grew up here                             |
| <input type="checkbox"/> Maps/brochures                                   | <input type="checkbox"/> Other (please specify): _____                      |
| <input type="checkbox"/> Newspaper/magazine articles                      |                                                                             |

2. Did you have the information about President's Park you needed on this trip? Please mark (●) one.

- ☐ Yes
- ☐ No (please specify the information you needed but didn't have on this trip):

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### Expenditures

3. Using the table on the following page, please estimate how much money the group you shared expenses with (or covered expenses for) spent in President's Park and President's Park's local area during your trip.

Please refer to the local area map on the back of the cover letter – the local area includes all communities within the highlighted region. If you did not spend anything in a category, please enter "0".

**Local Area Residents:** If you are a permanent or seasonal/second home resident, please only include local area expenditures that were directly related to your visit to President's Park when you received this survey.

**Package Vacationers:** For this question, don't include any expenditures that were included as part of your package vacation cost (that you reported when interviewed at President's Park).

**Amount spent in President's Park and nearby communities** (*shown on map*)

If you did not spend anything in a category, please enter "0".

| Expenses                                                                      | \$US |
|-------------------------------------------------------------------------------|------|
| Hotels, motels, resorts                                                       |      |
| Specialty lodging (B&Bs, hostels, cabins, vacation rentals, etc.)             |      |
| Camping fees (tent, RV)                                                       |      |
| Restaurants and bars                                                          |      |
| Groceries and convenience foods                                               |      |
| Gas and oil (auto, RV, boat, etc.)                                            |      |
| Electric vehicle charging expenses                                            |      |
| Rental car                                                                    |      |
| Metro fees                                                                    |      |
| Taxis, rideshares, shuttles, and other non-Metro public transportation        |      |
| Parking fees                                                                  |      |
| Souvenirs, clothing, supplies, other retail                                   |      |
| National Park entrance fee or annual parks pass                               |      |
| Equipment rental                                                              |      |
| Guides and tour fees                                                          |      |
| Recreation and entertainment expenses (movies, bowling, miniature golf, etc.) |      |
| Other expenditures (please describe below):<br>_____                          |      |

4. In total, how much did you and the group you shared expenses with (or covered expenses for) spend on this entire trip, from the time you left home until you returned home?

\$ \_\_\_\_\_

5. How many people (adults and children), including yourself, were covered by the spending estimates you provided above?

\_\_\_\_\_ number of people (adults and children)

6. If you did not list any expenditures in the local area in the table above, please indicate why you did not answer. Please mark (●) one.

- ☐ I did not spend any money  
☐ I do not know or remember  
☐ Prefer not to answer  
☐ N/A

## Trip Planning and Motivations

7. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) one.

☐ Yes (please specify which sites, below):      **OR**      ☐ No

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8. On this trip, in which of the following activities did you personally participate within President's Park? Please mark (●) all that apply.

- ☐ (1) Viewing scenery, natural features
- ☐ (2) Creative arts (photography, drawing, painting, writing, etc.)
- ☐ (3) Visiting a cultural or historic site
- ☐ (4) Walking
- ☐ (5) Biking (mountain biking, road cycling, e-biking, etc.) (please specify): \_\_\_\_\_
- ☐ (6) Running/jogging
- ☐ (7) Picnicking
- ☐ (8) Other (please specify): \_\_\_\_\_
- ☐ (9) Other (please specify): \_\_\_\_\_
- ☐ (10) Other (please specify): \_\_\_\_\_

9. Of the activities listed in Question 8, which was your primary activity within President's Park during your visit (on the day you were contacted for this survey)?

\_\_\_\_\_ activity number

10. People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting President's Park on this trip? Please mark (●) one for each row.

|                                            | <u>Not at all</u><br><u>Important</u> | <u>Slightly</u><br><u>Important</u> | <u>Moderately</u><br><u>Important</u> | <u>Very</u><br><u>Important</u> | <u>Extremely</u><br><u>Important</u> |
|--------------------------------------------|---------------------------------------|-------------------------------------|---------------------------------------|---------------------------------|--------------------------------------|
|                                            | (1)                                   | (2)                                 | (3)                                   | (4)                             | (5)                                  |
| 1) To visit a National Park Service site   | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 2) To experience solitude                  | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 3) To hear the sounds of nature/quiet      | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 4) To learn more about nature              | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 5) To learn more about history and culture | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 6) To spend time with family/friends       | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 7) To get physical exercise                | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 8) To view wildlife or natural scenery     | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 9) To relax                                | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |
| 10) Other (please specify): _____          | <input type="checkbox"/>              | <input type="checkbox"/>            | <input type="checkbox"/>              | <input type="checkbox"/>        | <input type="checkbox"/>             |

11. Of the reasons listed in Question 10, which was the most important reason for you to visit President's Park on this trip?

\_\_\_\_\_ reason number

## Park Activities, Programs, and Services

**12. On this trip, in which of the following programs and services did you personally participate within President's Park? Please mark (●) all that apply.**

- ☐ Talking informally with a ranger
  - ☐ Viewing outdoor exhibits
  - ☐ Viewing indoor exhibits
  - ☐ Attending a cultural demonstration or performance
  - ☐ Reading the park brochure or newspaper
  - ☐ Going to a visitor center
  - ☐ Watching movies or videos about the park
  - ☐ Participating with a child in your group in the Junior Ranger program
  - ☐ Participating in the Junior Ranger program
  - ☐ Obtaining a National Park passport stamp
  - ☐ Using the National Park Service App
  - ☐ Other (please specify): \_\_\_\_\_

**13. If you were to visit President's Park in the future, are there specific subjects you would like to learn about? Please mark (●) one.**

- ☐ Yes (please specify subjects you would like to learn about, below): **OR** ☐ No

**14. Did you use a personal electronic device while in President's Park to do any of the following actions? Please mark (●) one for each row.**

|                                          | Yes                      | No                       | Don't know               |
|------------------------------------------|--------------------------|--------------------------|--------------------------|
| Make/receive a cell phone call           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Send/receive a text message              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Search the internet/email                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| GPS/Navigation                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Share pics/videos/audio via social media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (please specify): _____            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**15. How important to you was it during your visit to President's Park to use personal electronic devices to do each of the following, and how would you rate the quality of the service to do each? For each row, please mark (●) one for importance and one for quality of service.**

[illegible]

☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)

☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses or due to blindness)

☐ Other (please specify): \_\_\_\_\_

[illegible]

20. How would you rate the quality of the park facilities, visitor services, and recreational opportunities in President’s Park? Please mark (●) one for each row.

|                                                                             | Very Poor                | Poor                     | Average                  | Good                     | Very Good                | Not Used or<br>Not Available |
|-----------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
|                                                                             | (1)                      | (2)                      | (3)                      | (4)                      | (5)                      | (X)                          |
| Park Facilities                                                             |                          |                          |                          |                          |                          |                              |
| Visitor Center                                                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Exhibits (indoor and outdoor)                                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Restrooms                                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Walkways, trails, and roads                                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Campgrounds and/or picnic areas                                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Visitor Services                                                            |                          |                          |                          |                          |                          |                              |
| Assistance from park employees                                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Park map or brochure                                                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Ranger programs                                                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Commercial services in the park (food, lodging, gifts, rental, etc.)        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Other services (please specify below):                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Recreation Opportunities                                                    |                          |                          |                          |                          |                          |                              |
| Learning about nature, history, or culture                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |

21. Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in President’s Park? Please mark (●) one.

☐ (1) Very poor

☐ (2) Poor

☐ (3) Average

☐ (4) Good

☐ (5) Very good

Background/Demographics

22. If you live in the US, what is your ZIP code? If not US, what is your country of residence?

ZIP Code

OR

Country

23. What is your age?  years

24. What is the highest degree or level of school you have completed? Please mark (●) one.

- ☐ Less than high school/some high school
- ☐ High school graduate
- ☐ Vocational/trade school certificate
- ☐ Some college
- ☐ Associate Degree (AA, AS, etc.)
- ☐ Bachelor’s Degree (BA, BS, AB, etc.)
- ☐ Master’s Degree (MS, MA, MEd, etc.)
- ☐ Professional Degree (MD, DD, etc.)
- ☐ Doctorate Degree (PhD, EdD, etc.)

25. Which of these categories best represents your annual household income? Please mark (●) one.

- ☐ Less than \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$199,999
- ☐ \$200,000 or more
- ☐ Do not wish to answer

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

\_\_\_\_\_ people

27. Including yourself, how many people (adults and children) are in your household?

\_\_\_\_\_ people

28. What is your race and/or ethnicity? Select all that apply.

- ☐ American Indian or Alaska Native—*Enter, for example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.*
- 
- ☐ Asian—*Provide details below.*

☐ Chinese

☐ Vietnamese

☐ Asian Indian

☐ Korean

☐ Filipino

☐ Japanese
- Enter, for example, Pakistani, Hmong, Afghan, etc.*
- 
- ☐ Black or African American— *Provide details below.*

☐ African American

☐ Jamaican

☐ Haitian

☐ Nigerian

☐ Ethiopian

☐ Somali
- Enter, for example, Trinidadian and Tobagonian, Ghanaian, Congolese, etc.*
- 
- ☐ Hispanic or Latino— *Provide details below.*

☐ Mexican

☐ Puerto Rican

☐ Salvadoran

☐ Cuban

☐ Dominican

☐ Guatemalan
- Enter, for example, Colombian, Honduran, Spaniard, etc.*
- 
- ☐ Middle Eastern or North African— *Provide details below.*

☐ Lebanese

☐ Iranian

☐ Egyptian

☐ Syrian

☐ Iraqi

☐ Israeli
- Enter, for example, Moroccan, Yemeni, Kurdish, etc.*
- 
- ☐ Native Hawaiian or Pacific Islander— *Provide details below.*

☐ Native Hawaiian

☐ Samoan

☐ Chamorro

☐ Tongan

☐ Fijian

☐ Marshallese
- Enter, for example, Chuukese, Palauan, Tahitian, etc.*
- 
- ☐ White— *Provide details below.*

☐ English

☐ German

☐ Irish

☐ Italian

☐ Polish

☐ Scottish
- Enter, for example, French, Swedish, Norwegian, etc.*
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**29. Is there anything else you would like to tell us about President's Park's facilities, services, or recreational opportunities?**

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**Thank you for your time and participation in this survey.**

**Please place this packet into the postage-paid envelope and return it via any US Mail drop box.**