



2022 Socioeconomic Research of General Grant National Memorial

Report on 2022 Data Collection (Revised)



The view looking towards General Grant National Memorial from Claremont Park.

NPS / D. STANKO

2022 Socioeconomic Research of General Grant National Memorial: Report on 2022 Data Collection (Revised)

Science Report NPS/SR—2026/469

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Contents

	Page
Figures.....	v
Tables.....	vii
Abstract.....	ix
Introduction.....	1
Methods.....	3
Study Area.....	3
Sampling Period and Procedure	4
Intercept Survey.....	4
Mail-Back/Online Survey.....	6
Non-Response Bias Analysis	6
Results.....	9
Intercept Survey Results.....	9
Questions 1–2: Visitor Residency	9
Question 3: Trip Purpose.....	11
Question 4: Length of Stay.....	12
Questions 5–6: Overnight Visitors	13
Questions 7–9: Party Characteristics.....	15
Questions 11–13: Park Use Characteristics.....	17
Question 14: Transportation.....	19
Question 16: Previous Visits to General Grant National Memorial.....	21
Question 17: Previous Visits to Other NPS Units	22
Follow-Up Survey Results	23
Questions 1–2: Information About General Grant National Memorial.....	23
Question 3: Transportation	25
Question 4: Travel Party Composition.....	26
Question 10: Entrance Fees	27
Questions 12–14: Trip Characteristics	28
Questions 15–16: Reasons to Visit.....	30

Contents (continued)

	Page
Questions 17–19: Programs, Services, and Learning	32
Questions 20–21: Use of Devices.....	34
Question 22: Physical Difficulties.....	37
Questions 25–28: Visitor Experience.....	38
Questions 31–39: Background/Demographics	42
Literature Cited	45
Appendix A: Accessible Tables.....	46

Figures

	Page
Figure 1. General Grant National Memorial local area map.....	4
Figure 2. Visitor local residency status and geographic origin of domestic visitors to General Grant National Memorial.	10
Figure 3. Role of General Grant National Memorial in overall trip purpose.....	11
Figure 4. Time spent in the local area around General Grant National Memorial.....	12
Figure 5. Accommodation types used in the local area around General Grant National Memorial.....	13
Figure 6. Number of nights spent in the local area around General Grant National Memorial, by accommodation type.	14
Figure 7. Number of adults and children in respondent’s personal group while visiting General Grant National Memorial.	15
Figure 8. Age distribution of all members of respondent’s personal group while visiting General Grant National Memorial.	15
Figure 9. Duration of the respondent’s trip to General Grant National Memorial.....	17
Figure 10. Park locations visited during the most recent trip to General Grant National Memorial.....	18
Figure 11. Form of transportation used to enter General Grant National Memorial on the day of the survey.....	19
Figure 12. Number of people in or on respondent’s vehicle when entering General Grant National Memorial.	20
Figure 13. Previous visits to General Grant National Memorial.	21
Figure 14. Visits made to other NPS sites within the past year.	22
Figure 15. Sources used to obtain information about General Grant National Memorial prior to the trip.	23
Figure 16. Forms of transportation used to travel from home to General Grant National Memorial on the recent trip.....	25
Figure 17. Travel party composition during General Grant National Memorial visit.	26
Figure 18. Entrance fees to enter General Grant National Memorial on the most recent trip.	27
Figure 19. NPS sites visited on trip away from home.....	28
Figure 20. Participation in activities at General Grant National Memorial.	29

Figures (continued)

	Page
Figure 21. Reasons or motivations to visit General Grant National Memorial.....	30
Figure 22. Programs participated while visiting General Grant National Memorial.	32
Figure 23. Learning.	32
Figure 24. Use of personal electronic devices while visiting General Grant National Memorial.	34
Figure 25. The importance of use of personal electronic devices while visiting General Grant National Memorial.	35
Figure 26. Quality of service of personal electronic devices while visiting General Grant National Memorial.	35
Figure 27. Physical difficulties while visiting General Grant National Memorial.	37
Figure 28. Meeting General Grant National Memorial expectations.....	38
Figure 29. Rating General Grant National Memorial experience.	39
Figure 30. Rating the quality of General Grant National Memorial facilities, visitor services, and recreational opportunities.	40
Figure 31. Rating overall quality of General Grant National Memorial facilities, visitor services, and recreational opportunities.	41
Figure 32. Respondent demographics: gender, age, and level of education.	42
Figure 33. Respondent demographics: race and ethnicity.	43
Figure 34. Household demographics: annual household income and household size.	43
Figure 35. Respondent’s language preference.	44

Tables

	Page
Table 1. Information about sampling locations in General Grant National Memorial.	4
Table 2. Response outcomes—General Grant National Memorial intercept Survey.....	5
Table 3. Response rate—General Grant National Memorial follow-up mail-back/online survey.....	6
Table 4. Intercept non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around General Grant National Memorial?”.....	7
Table 5. Intercept non-response bias question: “Do you currently live in the United States?”	7
Table 6. Intercept non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in General Grant National Memorial and/or within the local area?”.....	7
Table 7. Full survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around General Grant National Memorial?”	8
Table 8. Full survey non-response bias question: “Do you currently live in the United States?”	8
Table 9. Full survey non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in General Grant National Memorial and/or within the local area?”.....	8
Table 10. Amount of time spent within General Grant National Memorial.	17
Table 11. Data from Figure 6.	46
Table 12. Data from Figure 7.	46
Table 13. Data from Figure 12.	46
Table 14. Data from Figure 13.	46
Table 15. Data from Figure 14.	47
Table 16. Data from Figure 21.	47
Table 17. Data from Figure 24.	47
Table 18. Data from Figure 25.	48
Table 19. Data from Figure 26.	48
Table 20. Data from Figure 29.	48

Tables (continued)

	Page
Table 21. Data from Figure 30.....	49
Table 22. Data from Figure 34.....	49

Abstract

A strong mandate and need for socioeconomic monitoring are expressed in the NPS strategic goals for science, in statements by the NPS leadership, and the report of the Second Century Commission. This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S; the current study uses outcomes from the first stage of the pilot program and progresses into a second stage of the pilot process at 24 NPS units across the United States. General Grant National Memorial was selected as one of these units. This report informs core issues of visitor use management and develops a deeper, contemporary understanding of who visits General Grant National Memorial and what they do during their visit. It uses a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior: (1) an on-site intercept survey conducted via tablet, and (2) a follow up (mail-back and/or online survey) for full trip details. The results are organized by these two phases and are intended to assist park managers in understanding current utilization and perception of park resources, operations and potential issues, as well as to facilitate communication and decision-making processes within the park and between the park and its local partners and stakeholders.

The revised version of this report corrects a previous error identified in Figure 8 and includes minor editorial, formatting, and accessibility updates. No substantive changes have been made to the findings or conclusions presented in the original 2022 report.

Introduction

The National Park Service (NPS) has both a strong mandate and need for socioeconomic research. This is expressed in the NPS strategic goals for science, in statements by the NPS leadership, in the report of the Second Century Commission, and through the Department of the Interior priorities for 2018–2022. Additionally, a recent U.S. Government Accountability Office (GAO) report identified the needs to better understand and monitor customer experience dimensions where results more directly link to investments made. The need for socioeconomic research and monitoring also was identified in an external review of the NPS Social Science Program and supported in the 2008 Interior Appropriations Bill Joint Explanatory Statement.

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as “Phase One.” The current study uses outcomes from the 2015/16 pilot program and progresses into “Phase Two” of the pilot process at 24 NPS units across the United States. General Grant National Memorial was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/16 Phase One pilot program and validating instrument and method refinements. It is part of the program designed to collect data from in-park visitors at a broad agency level in order to best represent information needs regarding visitors across the National Park System. Data collected during the 2022 Phase Two sampling period¹ are intended to inform individual park managers of key information about their visitors and allow for analysis of data at the agency level for future implementation.

The purpose of this study is to inform core issues of visitor use management, management solutions, and to develop a current and deeper understanding of who visits General Grant National Memorial, what they do during their visit, and their spending profile. The results of the study are intended to assist General Grant National Memorial managers in understanding current utilization and perception of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

The study was conducted by a large-scale research team from Otak, Inc., RRC Associates, Inc., and the Institute for Tourism and Recreation Research at the University of Montana.

¹ It is important to note that during the 2022 Phase Two sampling period, some aspects of the visitor profiles (e.g., perceptions and behavior) may have been impacted, to varying degrees, by the COVID-19 pandemic.



Hundreds of people attend a Jazz Concert at General Grant National Memorial.
NPS

Methods

The study used a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior:

1. An on-site intercept survey conducted via tablet, and
2. A follow-up (mail-back and/or online) survey for full trip details.

This comprehensive two-phase approach provides the necessary information to make on-the-ground decisions using immediate feedback from the intercept survey while also capturing key in-depth information on visitor spending profiles and trip characteristics for long-term planning. Additionally, the tablet survey was kept brief to ensure the visitor's experience was not altered. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The General Grant National Memorial local area map is shown in Figure 1. The local area around General Grant National Memorial consists of New York County (Manhattan), Bronx County (The Bronx), Queens County (Queens), and Kings County (Brooklyn) in New York and Hudson County in New Jersey. Within General Grant National Memorial, the study area was comprised of 2 locations. Table 1 shows more details about sampling locations. The locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas.



Figure 1. General Grant National Memorial local area map.

NPS

Table 1. Information about sampling locations in General Grant National Memorial.

Intercept Site	Completed Intercept Surveys		Nearby Attractions
	Number of Surveys	Percent of Surveys	
Plaza area	507	93.4%	Just outside Mausoleum
Visitor Center/Overlook Pavilion	36	6.6%	Across the street from Mausoleum, Visitor Center closed but good spot for view

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey was developed to collect rapid visitor information via tablet-based responses, which were then analyzed and provided for park managers within several weeks of conclusion of data collection. This effort allowed for immediate management action if needed.

The intercept sampling was conducted during the period of July 23rd to August 1st, 2022. A sample of visitors were intercepted while visiting General Grant National Memorial across the designated

locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondents 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 General Grant National Memorial (NPS 2022). If the visitor was eligible (at least 18 years of age, not a General Grant National Memorial employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see Non-Response Bias Analysis section). 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, visitors were invited to participate in a follow-up survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the follow-up survey and 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 follow-up survey.

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

1. Complete refusal, refusing to answer any questions, including non-response bias questions;
2. Partial refusal, answering non-response questions but nothing further;
3. Complete intercept, but refuse to take follow-up;
4. Complete intercept and take follow-up.

Table 2. Response outcomes—General Grant National Memorial intercept Survey.

Outcome	Total
Eligible visitors contacted	801
Complete refusals	71
Partial refusals (non-response questions completed)	187
Intercept surveys completed	543
Follow-up surveys distributed	489
Intercept response rate	67.8%
Follow-up acceptance rate	90.1%

During the sampling period, 2 surveyors were stationed simultaneously at different sampling sites. Surveyors started at 9:00 am each day, with exceptions on July 25th when the team left the site one hour early due to severe thunderstorms in the area, and July 27th, when the team started at 10:00 am and finished 7:00 pm to sample visitors attending a weekly jazz concert at the site. Each surveyor

worked nine 8-hour days (seven hours data collection and one-hour lunch break) and rotated between two sites. Both surveyors had July 26th off during the 10-day sampling window.

Mail-Back/Online Survey

The follow-up mail-back/online 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 General Grant National Memorial. This method extended data collection and asked participants to complete the survey after their visit either through a postage-paid envelope provided to them, or online via a provided survey link. The follow-up survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2022). Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their on-site tablet responses could be paired with their follow-up responses. Joining the two datasets provides a more complete picture of connecting 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 contacts about a week following the end of each data collection period. This postcard or email thanked them for their original participation and encouraged them to complete the follow-up 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 rate for the follow-up mail-back/online survey.

Table 3. Response rate—General Grant National Memorial follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	489
Valid follow-up surveys completed	126
Response rate	25.8%

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 follow-up surveys.

Since the response rate for the on-site intercept survey (67.8%) did not meet the minimum threshold of 80%, bias testing was conducted to evaluate differences between the full set of visitors who participated in the on-site intercept survey (intercept respondents) and those eligible visitors who

declined to participate (intercept non-respondents). Results of the bias testing are shown in Tables 4 through 6.

Table 4. Intercept non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around General Grant National Memorial?” Note: p-value = 0.30.

Response	Intercept Respondents		Intercept Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	352	64.8%	129	69.0%
No	191	35.2%	58	31.0%

Table 5. Intercept non-response bias question: “Do you currently live in the United States?” Note: p-value = 0.003.

Response	Intercept Respondents		Intercept Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	495	91.2%	156	83.4%
No	48	8.8%	31	16.6%

Table 6. Intercept non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in General Grant National Memorial and/or within the local area?” Note: p-value = 0.34.

Response	Intercept Respondents		Intercept Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	143	26.3%	56	29.9%
No	400	73.7%	131	70.1%

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The p-value for one question (United States residency) fell below the threshold of 0.05, indicating significant differences between intercept respondents and non-respondents on this measure. International visitors are not as well represented in the intercept survey sample as desired, based on their proportion among all eligible visitors contacted.

Additionally, because the follow-up survey response rate (25.8%) also did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and follow-up), and those who only completed the intercept portion. Results of this bias testing are shown in Tables 7 through 9.

Table 7. Full survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around General Grant National Memorial?” Note: p-value = 0.57.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	79	62.7%	273	65.5%
No	47	37.3%	144	34.5%

Table 8. Full survey non-response bias question: “Do you currently live in the United States?” Note: p-value = 0.03.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	121	96.0%	374	89.7%
No	5	4.0%	43	10.3%

Table 9. Full survey non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in General Grant National Memorial and/or within the local area?” Note: p-value = 0.68.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	35	27.8%	108	25.9%
No	91	72.2%	309	74.1%

Again, for each of the three questions, a chi-square test for homogeneity was performed to evaluate differences between the groups. The p-value for the same question (United States residency) fell below the threshold of 0.05, indicating significant differences between those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys on this measure. Therefore, international visitors are also not as well represented in the full survey sample as desired, based on their proportion in the intercept survey sample.

Results

Intercept Survey Results

The following section provides results of the 543 visitor intercept surveys conducted in General Grant National Memorial from July 23rd to August 1st, 2022. 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. 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.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around General Grant National Memorial. If they did not reside permanently or seasonally in the local area, they were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

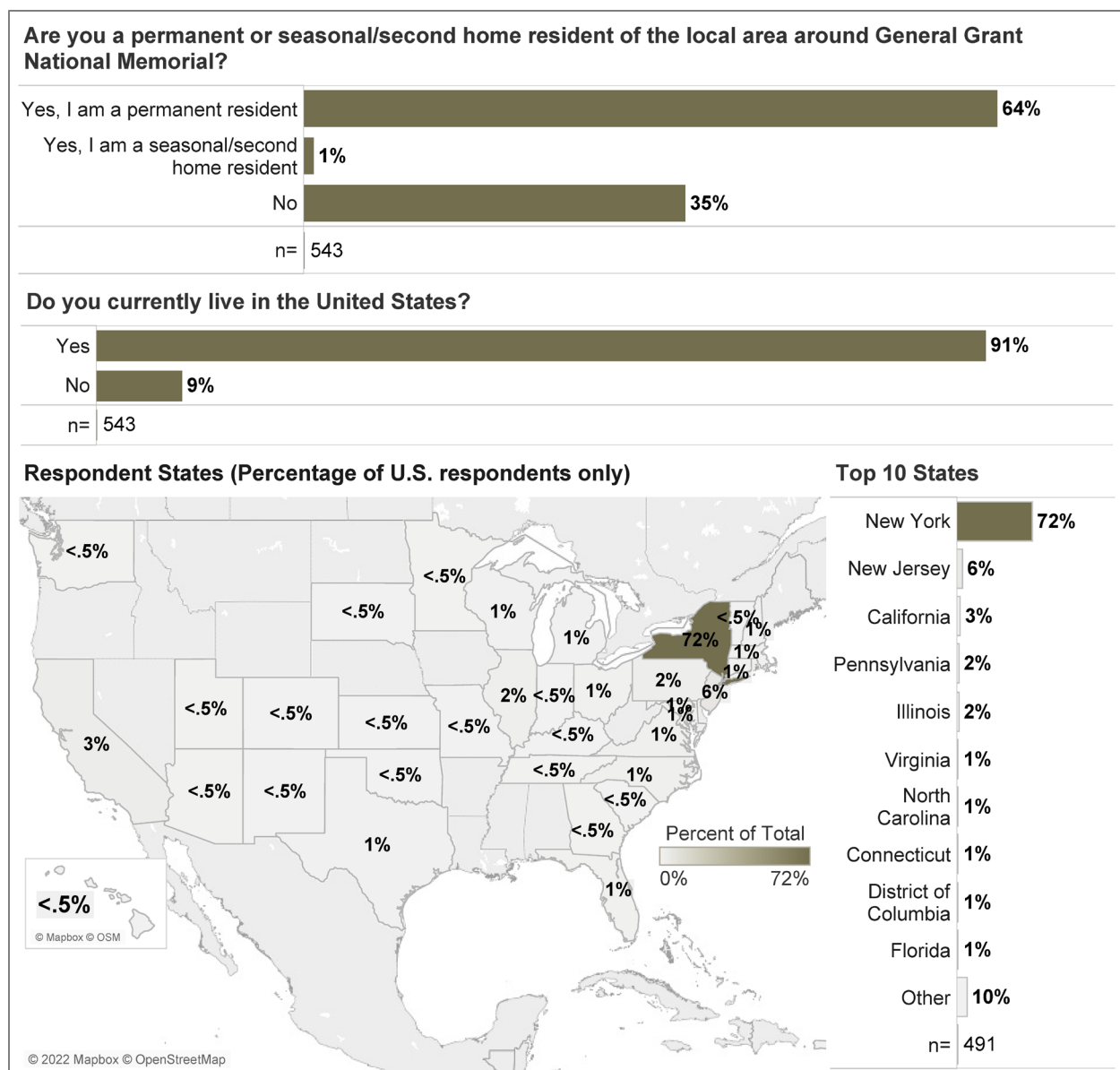


Figure 2. Visitor local residency status and geographic origin of domestic visitors to General Grant National Memorial.

NPS

- A majority of respondents (a combined 65%) stated that they were either permanent or seasonal residents of the local area around General Grant National Memorial.
- There was a large geographic concentration of visitors from New York (where General Grant National Memorial is located).
- Among the 91% of respondents currently residing in the U.S., 72% reside in New York, followed by New Jersey (6%), California (3%), Pennsylvania (2%), and Illinois (2%).

Question 3: Trip Purpose

If respondents indicated that they were not permanent or seasonal residents of the local area, they were asked about the overall purpose for their trip away from home (Figure 3).

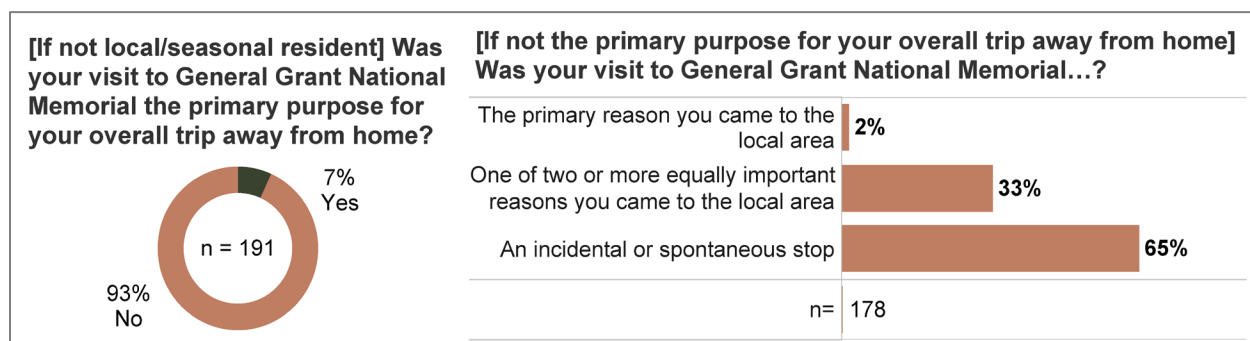


Figure 3. Role of General Grant National Memorial in overall trip purpose.

NPS

- For most non-local respondents (93%), visiting General Grant National Memorial was not the primary purpose for their overall trip away from home.
- Among those respondents for whom General Grant National Memorial was not their primary trip purpose, 65% stated that their visit to General Grant National Memorial was an incidental or spontaneous stop, while another 33% indicated that it was one of two or more equally important reasons they came to the local area.

Question 4: Length of Stay

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

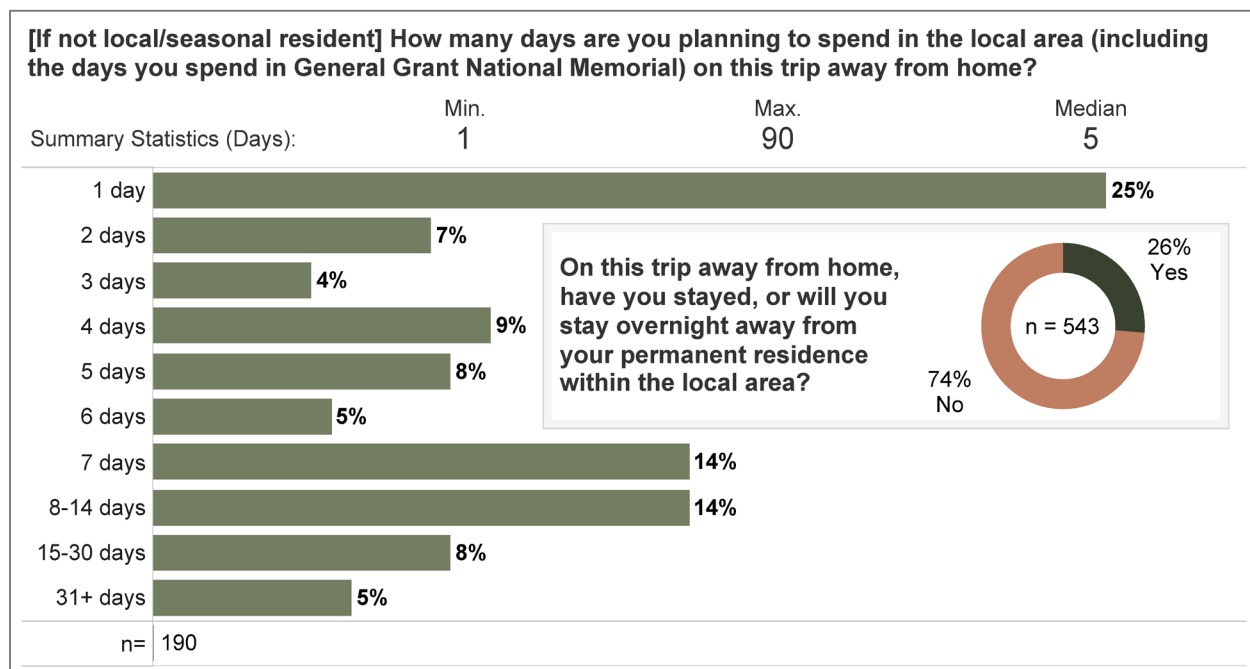


Figure 4. Time spent in the local area around General Grant National Memorial.

NPS

- A quarter of non-local respondents (25%) spent one day in the local area, while 14% spent 7 days, and another 14% spent 8 to 14 days. The median length of stay was 5 days.
- Additionally, about a quarter of all respondents (26%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the local area.

Questions 5–6: Overnight Visitors

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

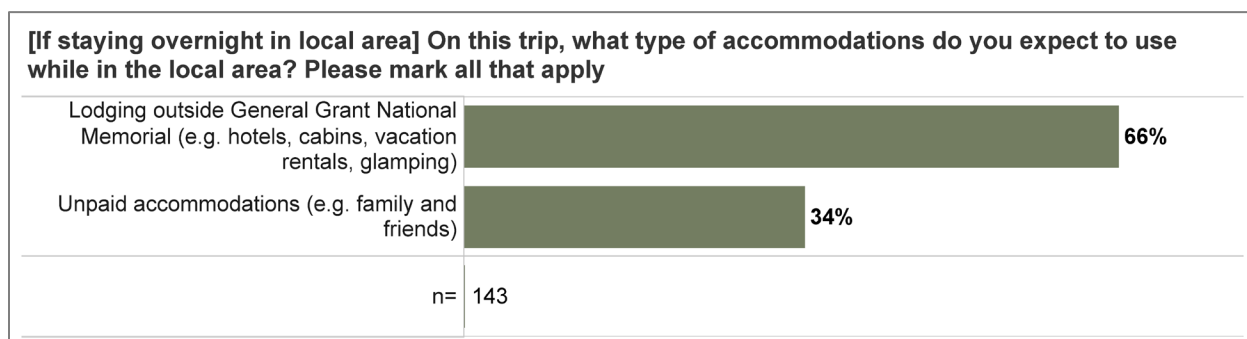


Figure 5. Accommodation types used in the local area around General Grant National Memorial.
NPS

- Two-thirds of overnight respondents (66%) stayed in lodging (e.g., hotels, cabins, vacation rentals, glamping) in the local area.
- This was followed in prevalence by visitors staying in unpaid accommodations (e.g., family and friends) (34%).

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

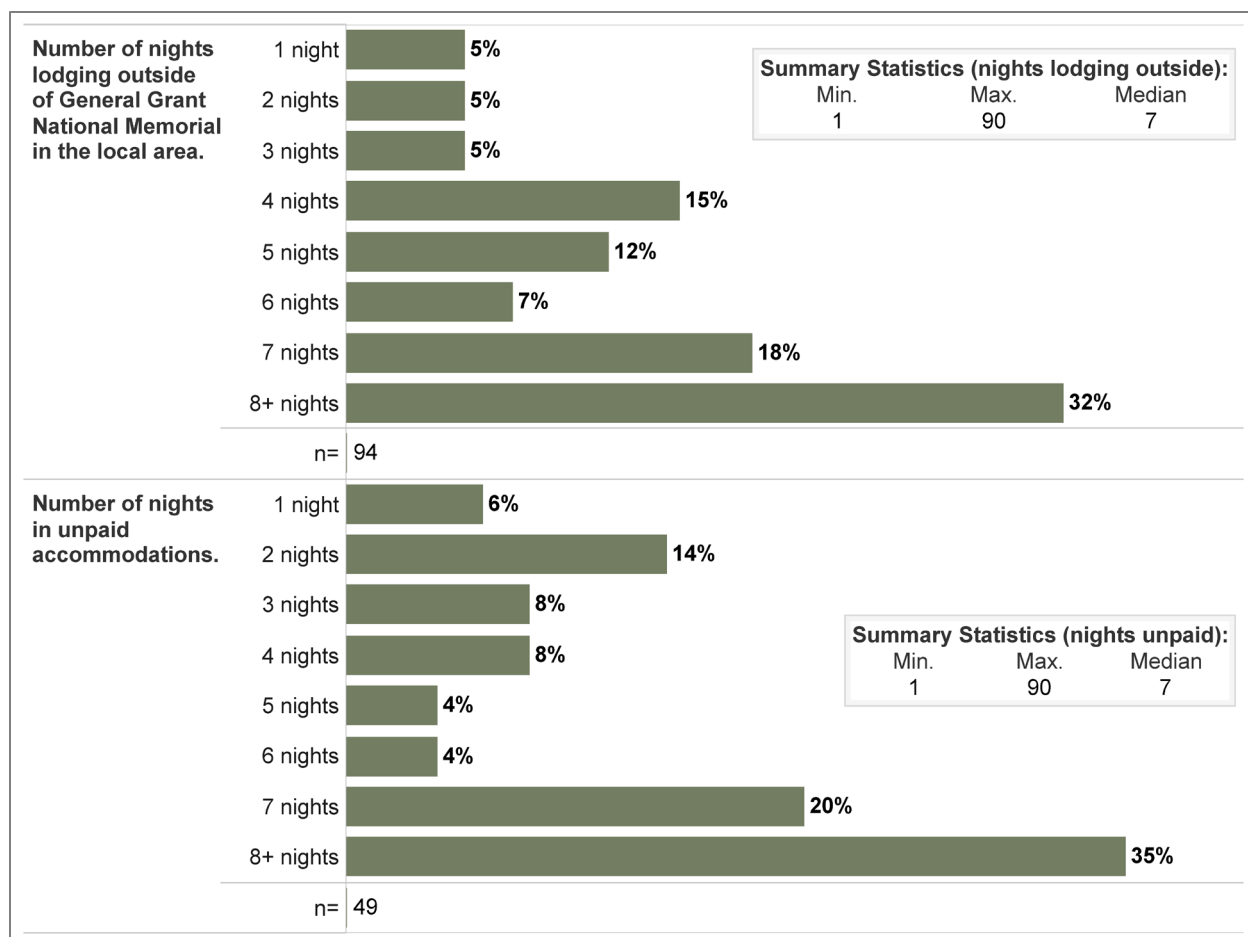


Figure 6. Number of nights spent in the local area around General Grant National Memorial, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- Among the 66% of overnight respondents who lodged outside of General Grant National Memorial in the local area (per Figure 5), the median length of stay was 7 nights. One-third of respondents (32%) lodged 8 nights or more in the local area this trip; 18% spent 7 nights, and 15% spent 4 nights.
- Among the 34% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), the median length of stay was 7 nights. One-third of respondents (35%) lodged 8 nights or more in the local area this trip; 20% spent 7 nights, and 14% spent 2 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 General Grant National Memorial (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but visitors were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

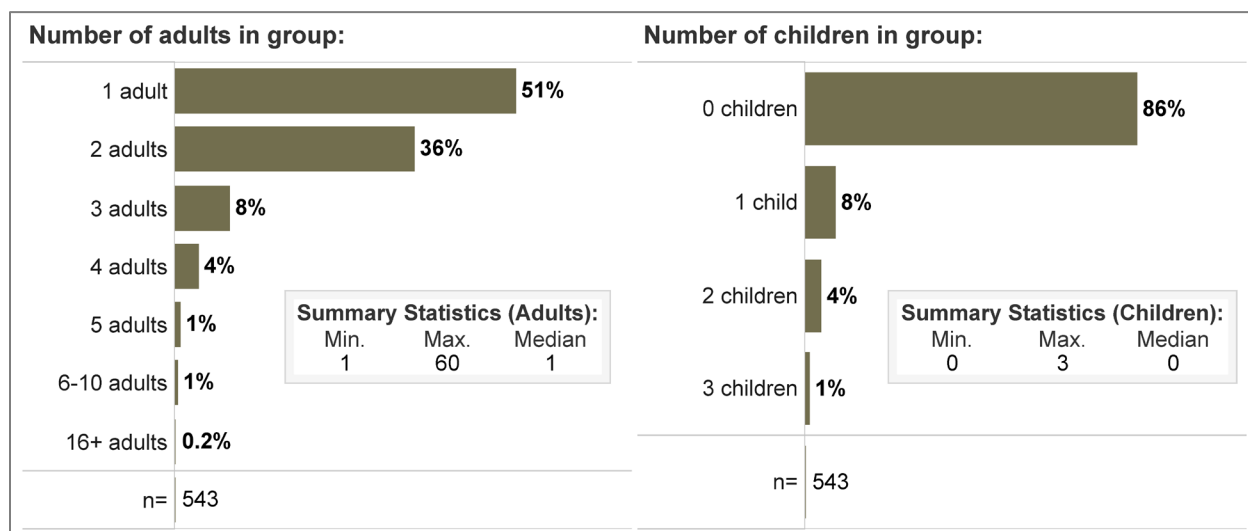


Figure 7. Number of adults and children in respondent's personal group while visiting General Grant National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- The median number of adults per group was 1. Half of groups (51%) included only 1 adult.
- Most groups (86%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 8).

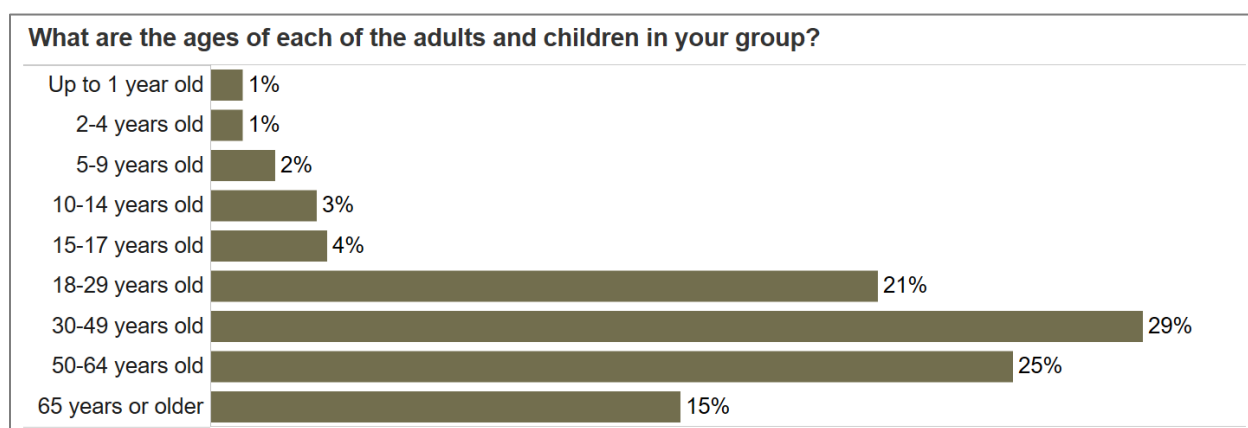


Figure 8. Age distribution of all members of respondent's personal group while visiting General Grant National Memorial.

NPS

- The most common age of the adults and children in a personal group was 30 to 49 years old (29%), followed by 50 to 64 years old (25%), and 18 to 29 years old (21%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 11% of group members.

Questions 11–13: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit General Grant National Memorial for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 9 and Table 10).

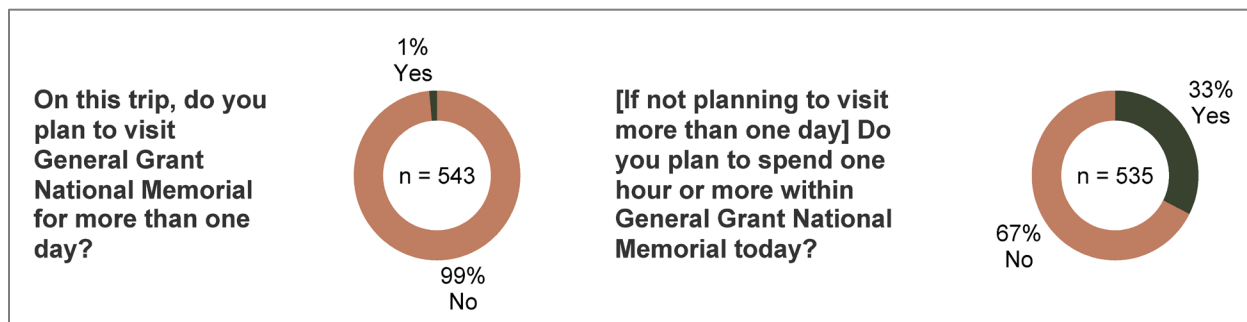


Figure 9. Duration of the respondent's trip to General Grant National Memorial.

NPS

Table 10. Amount of time spent within General Grant National Memorial.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within General Grant National Memorial today?	360	1	45	15
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within General Grant National Memorial today?	174	1	8	2
[If planning to visit at least one day] How many days do you plan to spend within General Grant National Memorial on this trip?	8	2	6	2
[If planning to visit at least one day] On how many different days do you expect to enter the park?	8	2	6	2

- While visiting General Grant National Memorial, most visitors (99%) did not plan to spend more than one day in the park.
- Among the 99% of visitors who did not spend more than a day in General Grant National Memorial, two-thirds (67%) planned to spend less than one hour in the park. The median length of time spent in the park among this group was 15 minutes.
- Among the 99% of visitors who did not spend more than a day in General Grant National Memorial, one-third (33%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was 2 hours.
- The remaining 1% of visitors planned to visit for more than one day; among those visitors, the median length of stay was 2 days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer was 2 days.

Respondents were also presented with a list of locations within General Grant National Memorial and asked to indicate if they had been to, or planned to visit them, that day (Figure 10).

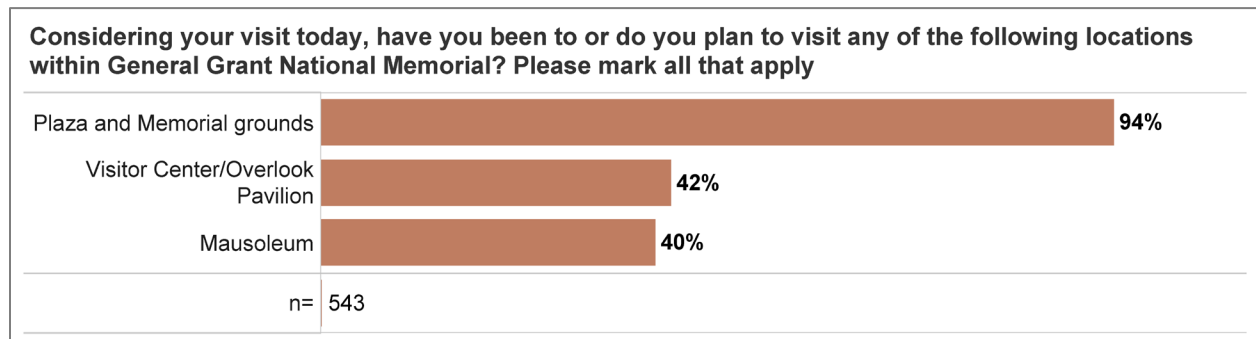


Figure 10. Park locations visited during the most recent trip to General Grant National Memorial.

NPS

- The most commonly visited location in General Grant National Memorial was the Plaza and Memorial Grounds (94% of respondents had either been there or planned to visit it on their trip).
- This was followed in prevalence by the Visitor Center/Overlook Pavilion and the Mausoleum, with 42% and 40% of respondents, respectively, reporting having visited or planning to visit.

Question 14: Transportation

Visitors were asked about the form of transportation they used to enter General Grant National Memorial on the day they were surveyed (Figure 11).

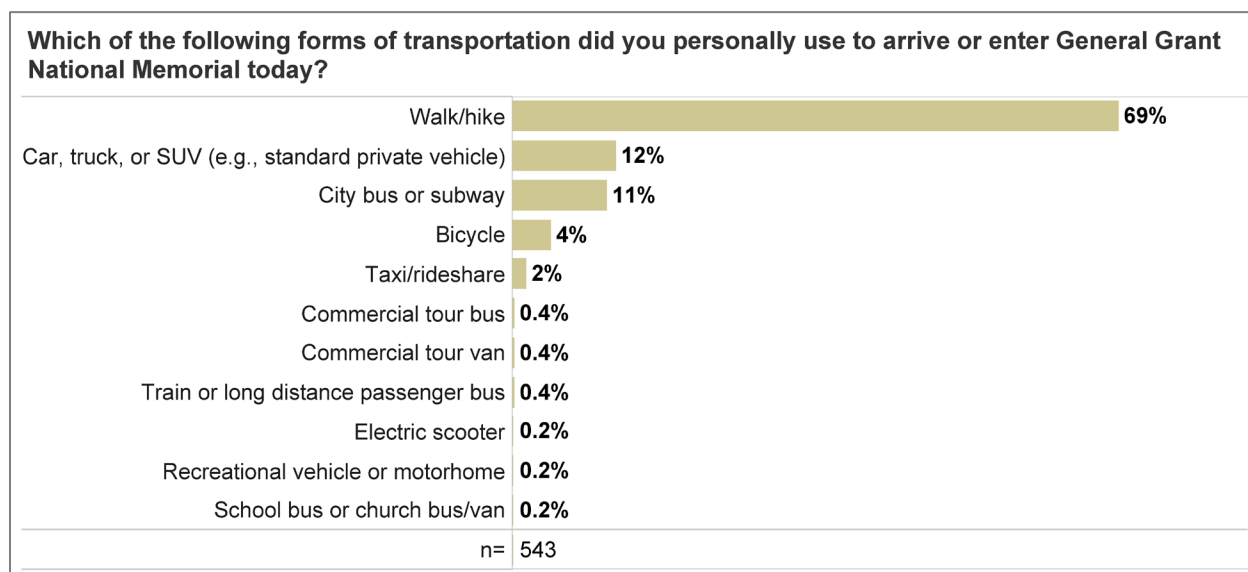


Figure 11. Form of transportation used to enter General Grant National Memorial on the day of the survey.

NPS

- The majority of respondents (69%) reported that they walked or hiked to arrive at or enter General Grant National Memorial on the day of the survey.
- This was followed distantly by use of a car, truck, or SUV (12%), and city bus or subway (11%).

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 12).

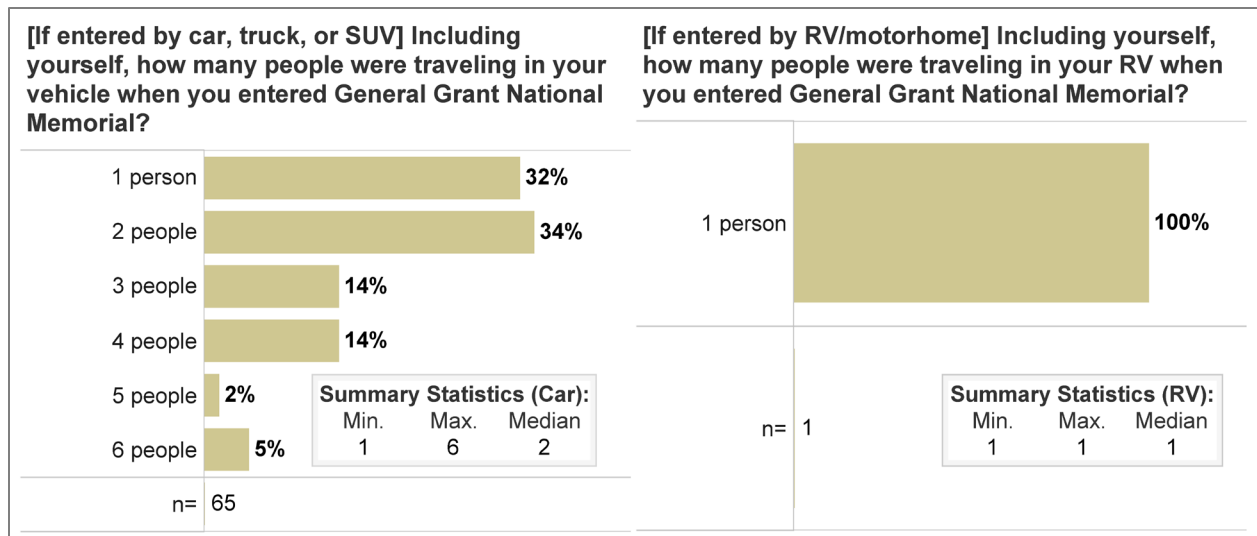


Figure 12. Number of people in or on respondent's vehicle when entering General Grant National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- One-third of respondents (34%) traveling by car reported two people. The next common group size was 1 person (32% each), followed by 3 people (14%), and 4 people (14%).
- The 1 respondent that arrived at General Grant National Memorial by RV/motorhome reported traveling in a group of 1 person.

Question 16: Previous Visits to General Grant National Memorial

Respondents were asked if they were first time visitors to General Grant National Memorial. Repeat visitors were then asked how many visits they have made to General Grant National Memorial in the last 12 months and the last five years (Figure 13).

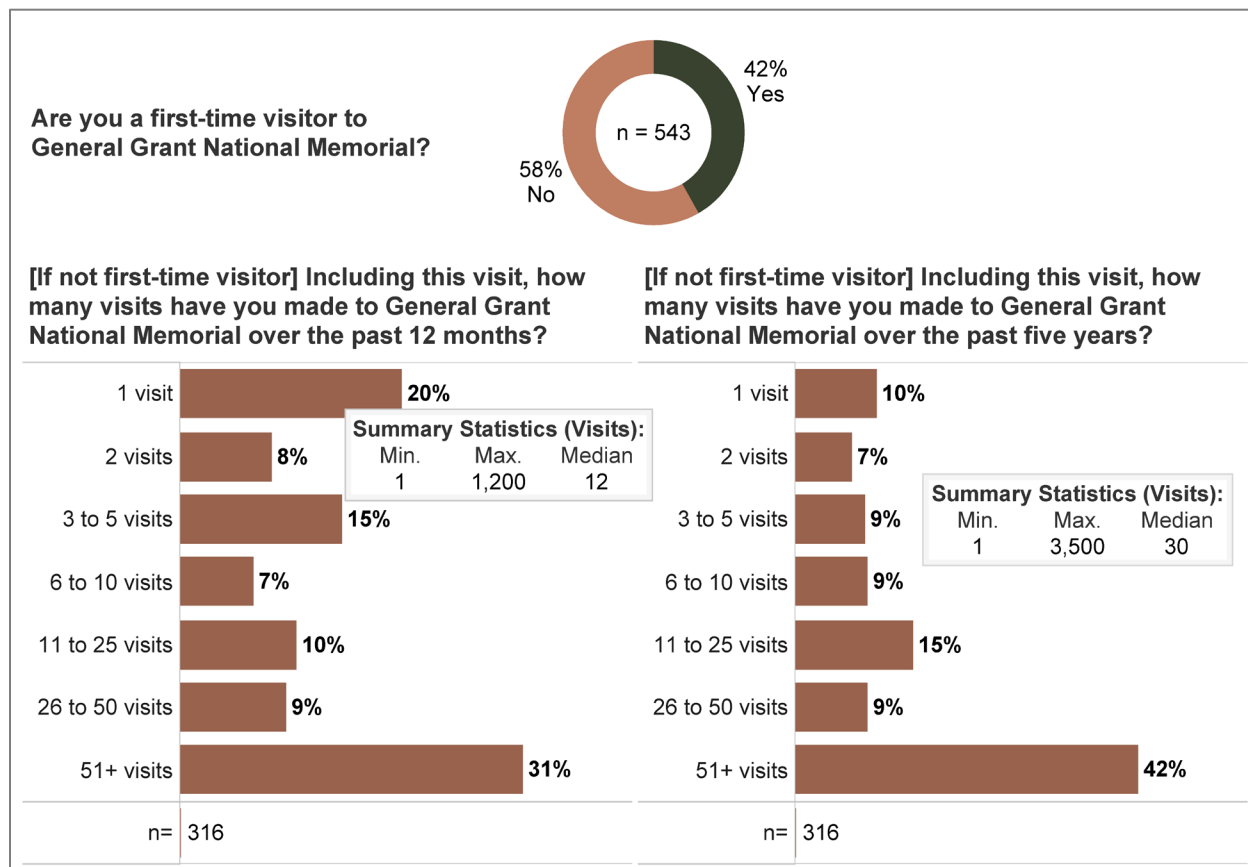


Figure 13. Previous visits to General Grant National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- More than half of respondents (58%) had visited General Grant National Memorial before.
- Among the 58% of respondents who were repeat visitors, 31% reported that they had visited General Grant National Memorial more than 51 times in the last 12 months. 20% of repeat visitors were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- The majority of repeat visitors (91%) had visited at least one prior time in the past 5 years.
- The median number of visits made in the past 5 years was 30, including the current trip; 66% of repeat visitors had made more than 10 visits in the past 5 years.

Question 17: 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 14).

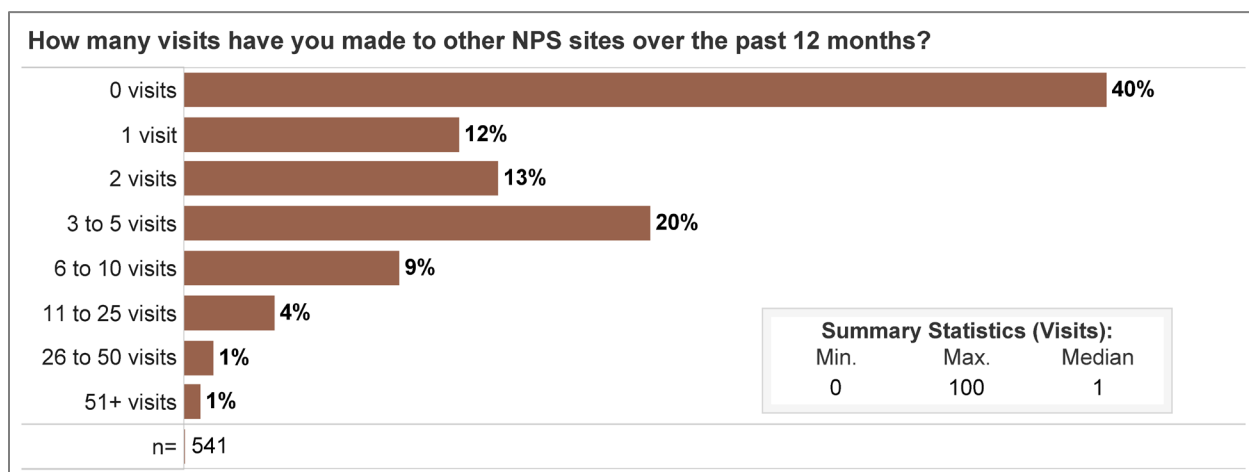


Figure 14. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The majority of respondents (60%) 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 1, though a combined 35% had made 3 or more visits in the past year.

Follow-Up Survey Results

The following section provides results of the 126 follow-up visitor surveys received by mail-back or online following fieldwork conducted in General Grant National Memorial in summer of 2022.

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 General Grant National Memorial

First, respondents were asked what sources they used to obtain information about General Grant National Memorial prior to their trip, and whether they had the information they needed on their trip (Figure 15).

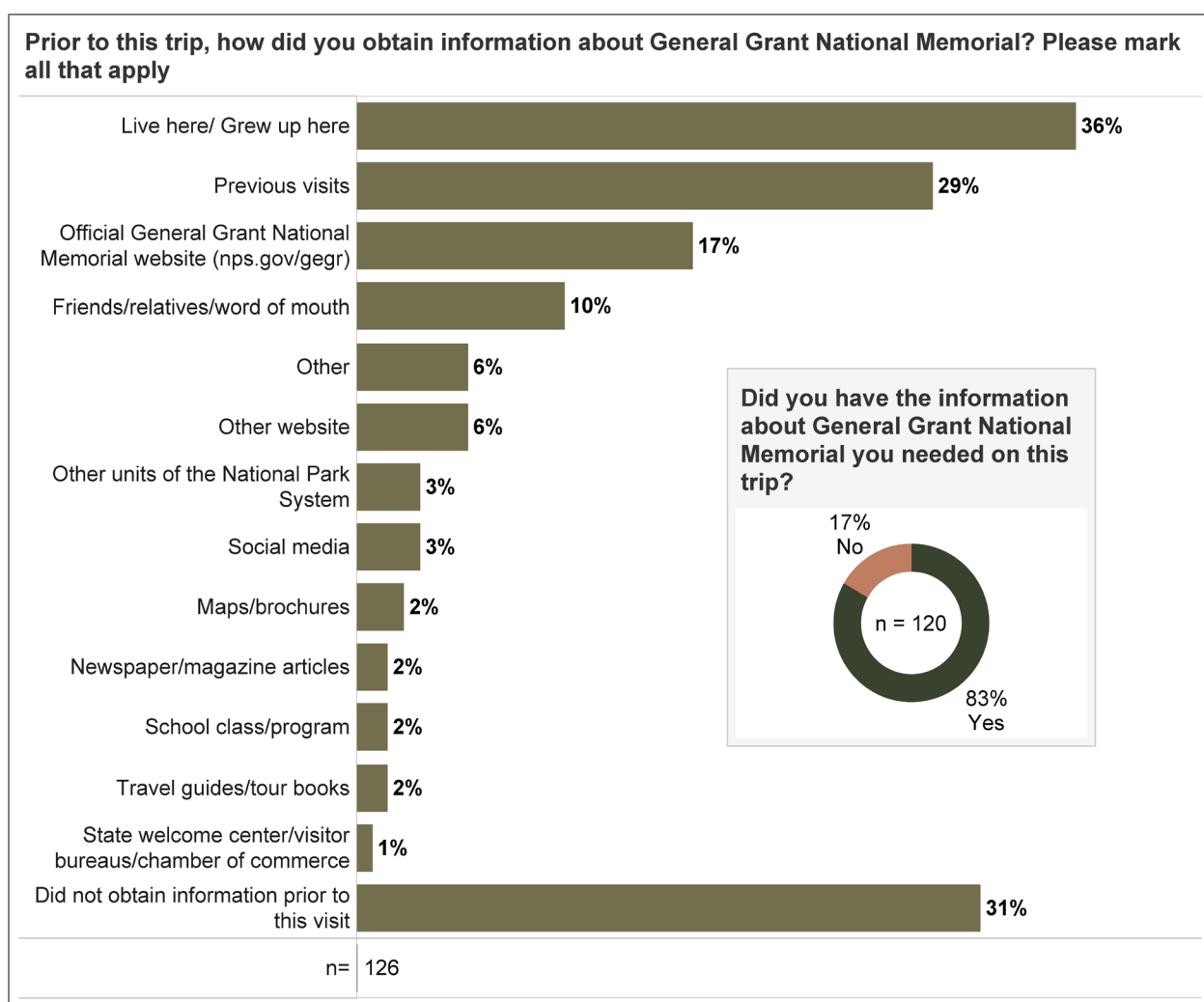


Figure 15. Sources used to obtain information about General Grant National Memorial prior to the trip.
NPS

- The most used resource was live here/grew up here, with 36% of respondents reporting it. The second most common source was previous visits (29%), followed by official website (nps.gov/gegr) (17%), and friends/relative/word of mouth (10%).
- In a follow-up question, 83% of respondents said that they had the information about General Grant National Memorial that they needed on their trip, while 17% 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. These comments are provided as an accompanying document for review.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the follow-up survey asked respondents to select all forms of transportation they personally used to travel from their home to General Grant National Memorial on their trip (Figure 16).

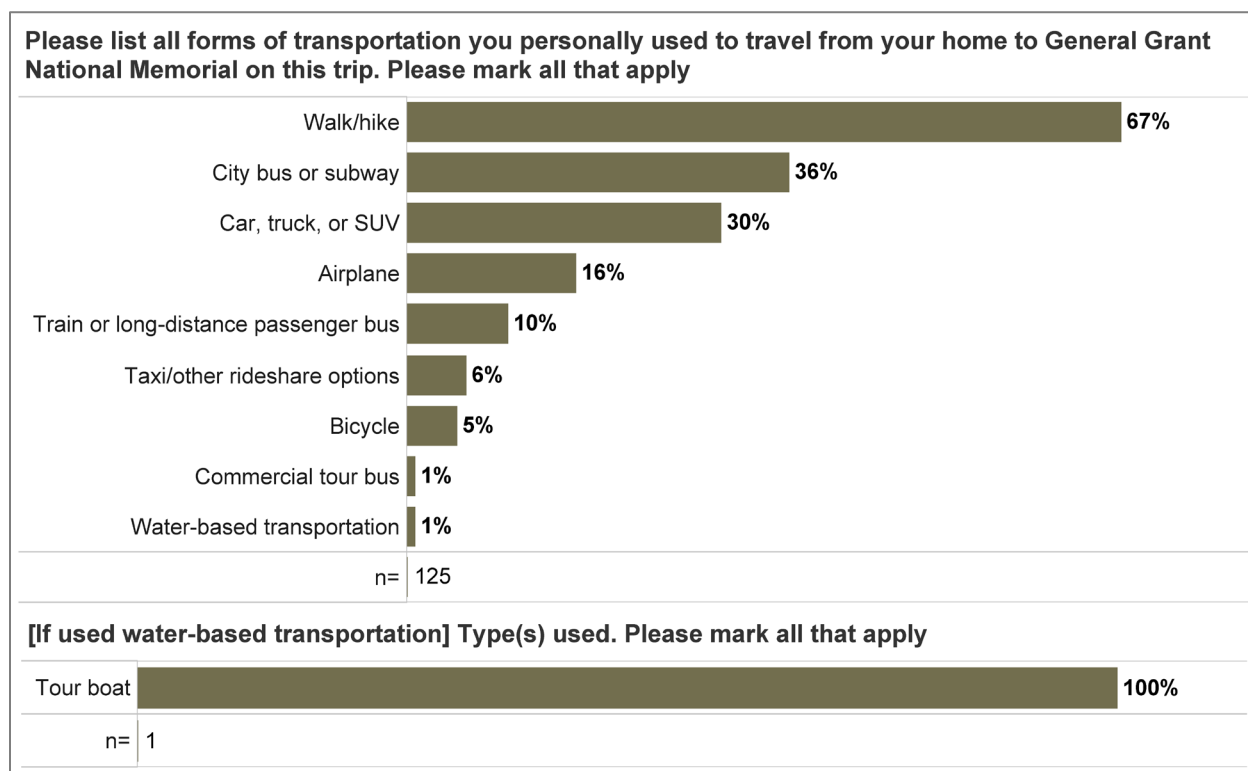


Figure 16. Forms of transportation used to travel from home to General Grant National Memorial on the recent trip.

NPS

- The majority of respondents (67%) walked or hiked at some point during their trip from home to General Grant National Memorial.
- The second most common mode of travel was city bus or subway (36%), followed by car, truck, or SUV (30%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to General Grant National Memorial on the day of the survey (Figure 17).

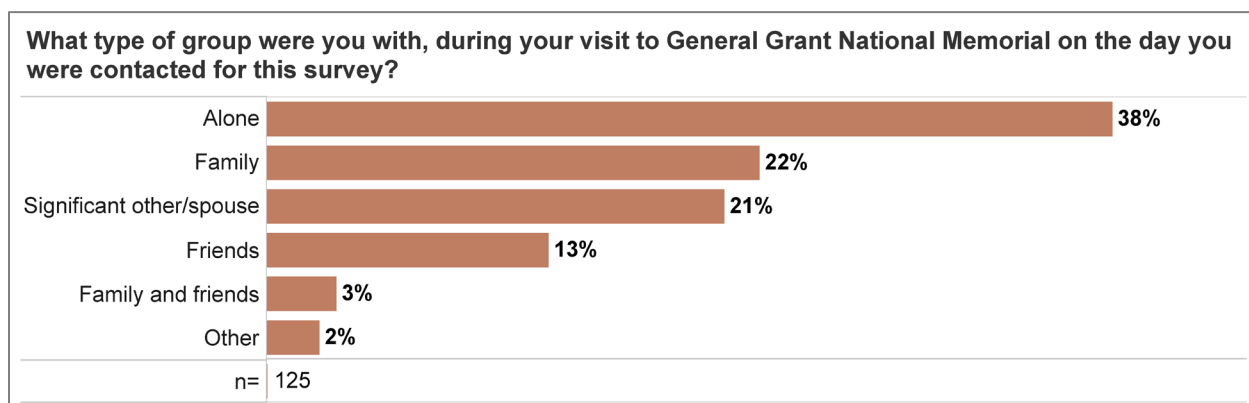


Figure 17. Travel party composition during General Grant National Memorial visit.

NPS

- The plurality of respondents (38%) visited General Grant National Memorial alone on the day of the survey.
- About one-fifth of respondents (22%) explored General Grant National Memorial with their family, and another 21% visited the park with their significant other or spouse.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to General Grant National Memorial² (Figure 18).

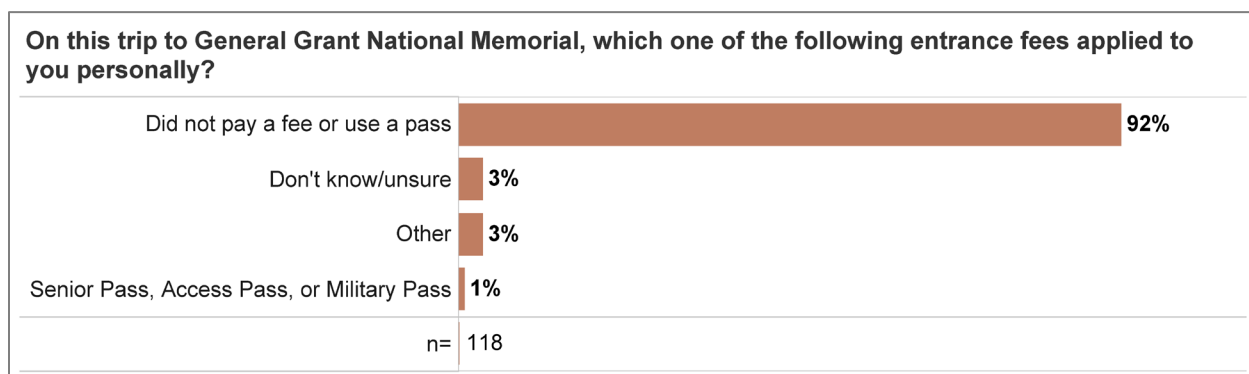


Figure 18. Entrance fees to enter General Grant National Memorial on the most recent trip.

NPS

- The majority of respondents (92%) reported that they did not pay a fee or use a pass to enter the site.
- 3% of respondents didn't know or were unsure if an entrance fee applied to them, and 1% reported using a Senior Pass, Access Pass, or Military Pass.

² General Grant National Memorial does not charge an entrance fee. However, this question was asked as part of the standard survey fielded at units across the NPS system.

Questions 12–14: Trip Characteristics

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

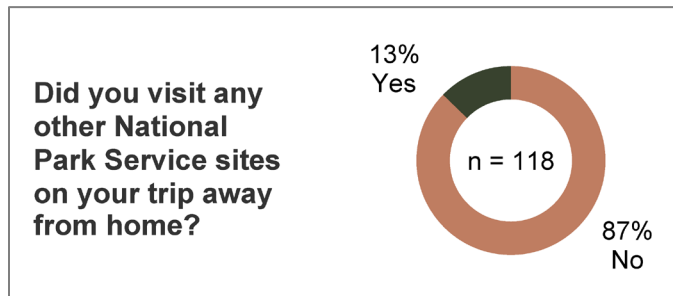


Figure 19. NPS sites visited on trip away from home.

NPS

- The majority (87%) of all respondents identified General Grant National Memorial as the only NPS site they visited while away from home, while 13% reported that they had visited other NPS sites on their trip.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s). These comments are provided in an accompanying document.

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

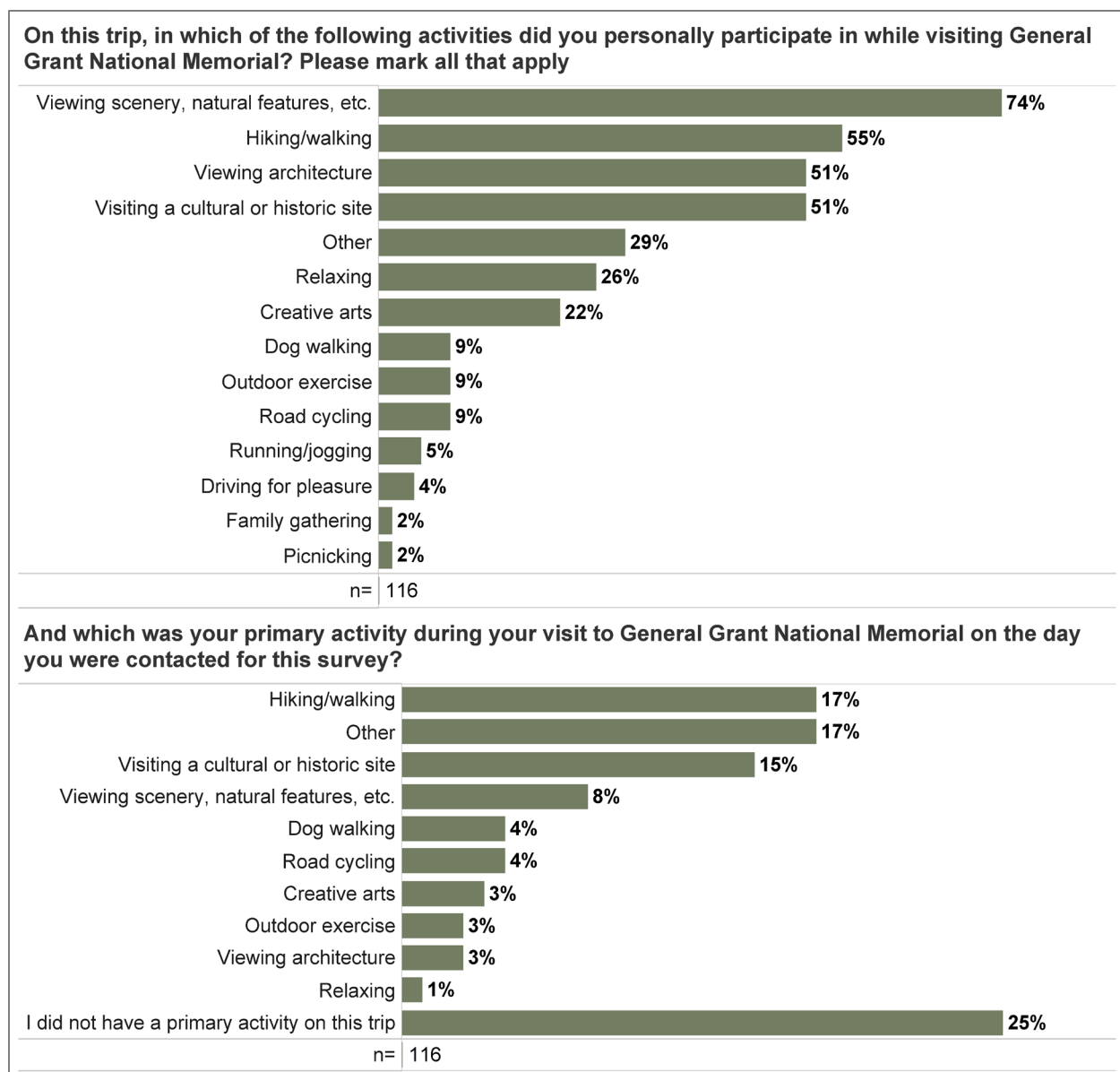


Figure 20. Participation in activities at General Grant National Memorial.

NPS

- Three-quarters of visitors (74%) reported viewing scenery, natural features, etc. This was followed by walking or hiking (55%), viewing architecture (51%), and visiting a cultural or historic site (51%).
- Picnicking, family gathering, driving for pleasure, and running or jogging were all uncommon activities (reported by 5% or fewer of respondents).
- One-sixth of respondents (17%) reported walking or hiking as their primary activity, followed by visiting a cultural or historic site (15%).
- Notably, a quarter of respondents (25%) stated that they did not have a primary activity on this trip.

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit General Grant National Memorial on their trip, then asked which of those was the most important reason for them to visit General Grant National Memorial (Figure 21).

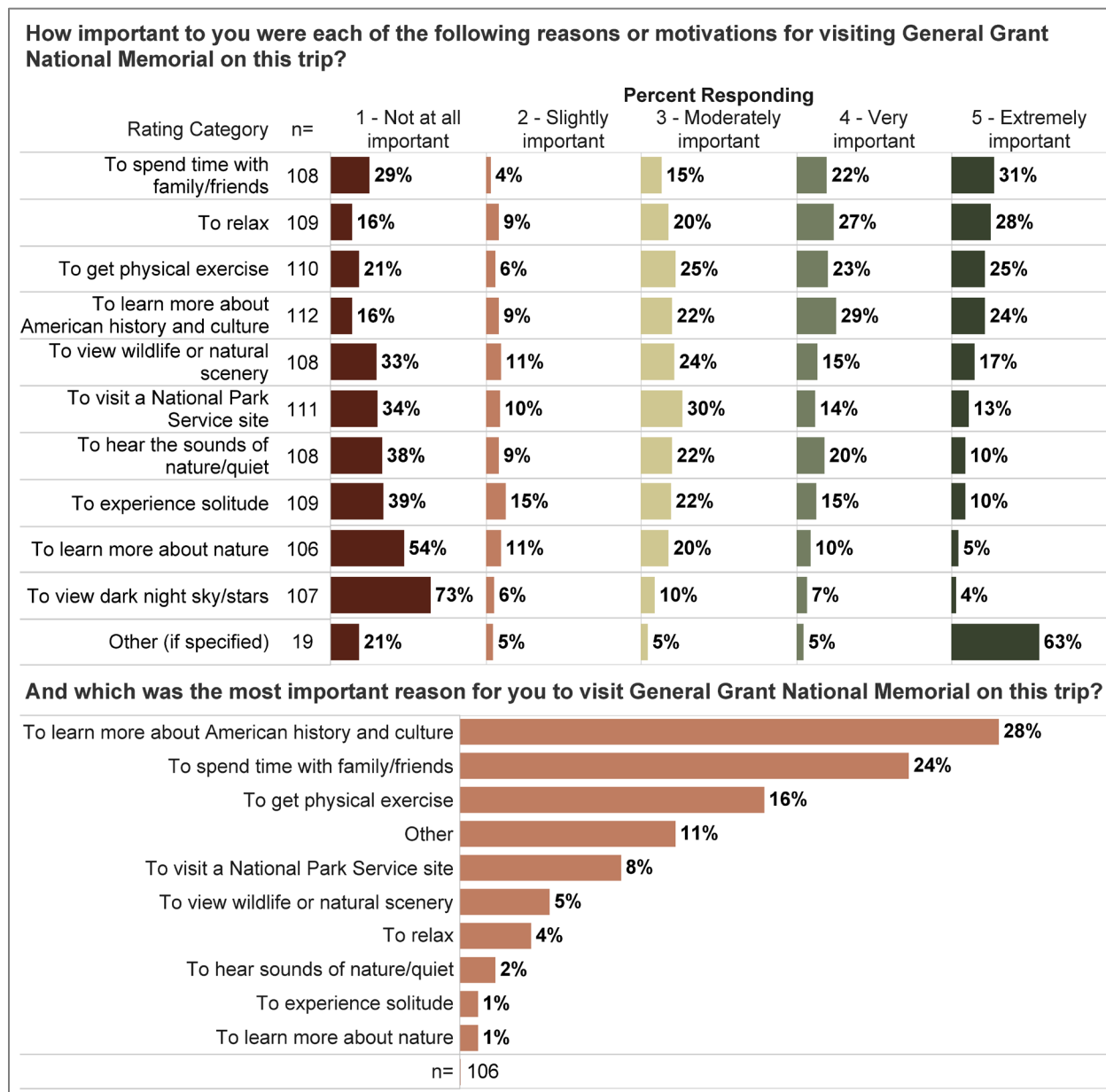


Figure 21. Reasons or motivations to visit General Grant National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- Visitors chose “to spend time with family/friends” (31%) and “to relax” (28%) as extremely important reasons for their trip to General Grant National Memorial.

- Other important reasons were “to get physical exercise” and “to learn more about American history and culture” (25% and 24% of respondents, respectively, rated them as extremely important).
- The least important reasons were “to view dark night sky/stars” and “to learn more about nature” (only 4% and 5% of respondents, respectively, reported them as extremely important, and 73% and 54% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was “to learn more about American history and culture” (28%), followed by “to spend time with family/friends” (24%), and “to get physical exercise” (16%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in General Grant National Memorial during their trip (Figure 22).

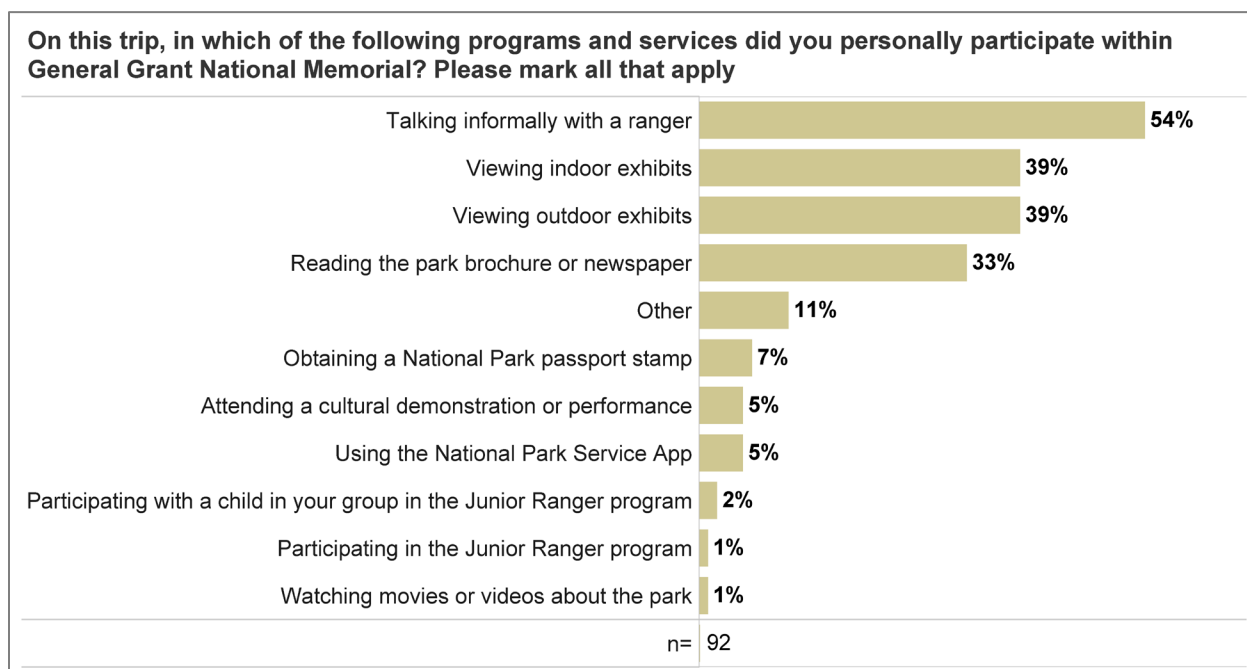


Figure 22. Programs participated while visiting General Grant National Memorial.

NPS

- The three programs or services most used by visitors were talking informally with a ranger (54%), viewing indoor exhibits (39%), and viewing an outdoor exhibit (39%).
- One other program was engaged in by one-third or more of respondents: reading the park brochure or newspaper (33%).

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

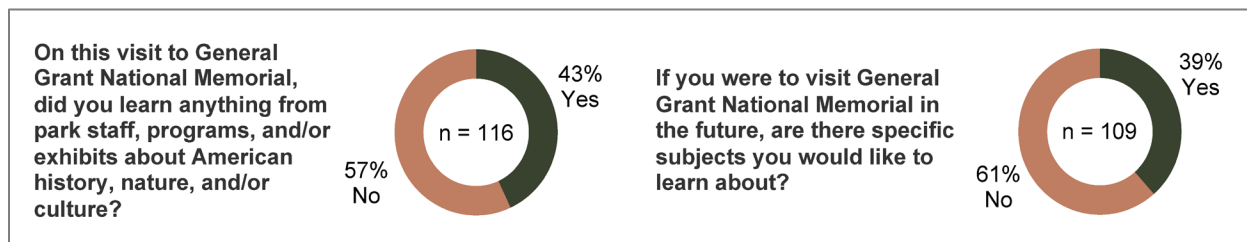


Figure 23. Learning.

NPS

- 43% of respondents reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- 39% of respondents reported that if they were to visit General Grant National Memorial in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate. These comments are provided as an accompanying document for review.

Questions 20–21: 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 General Grant National Memorial (Figure 24).

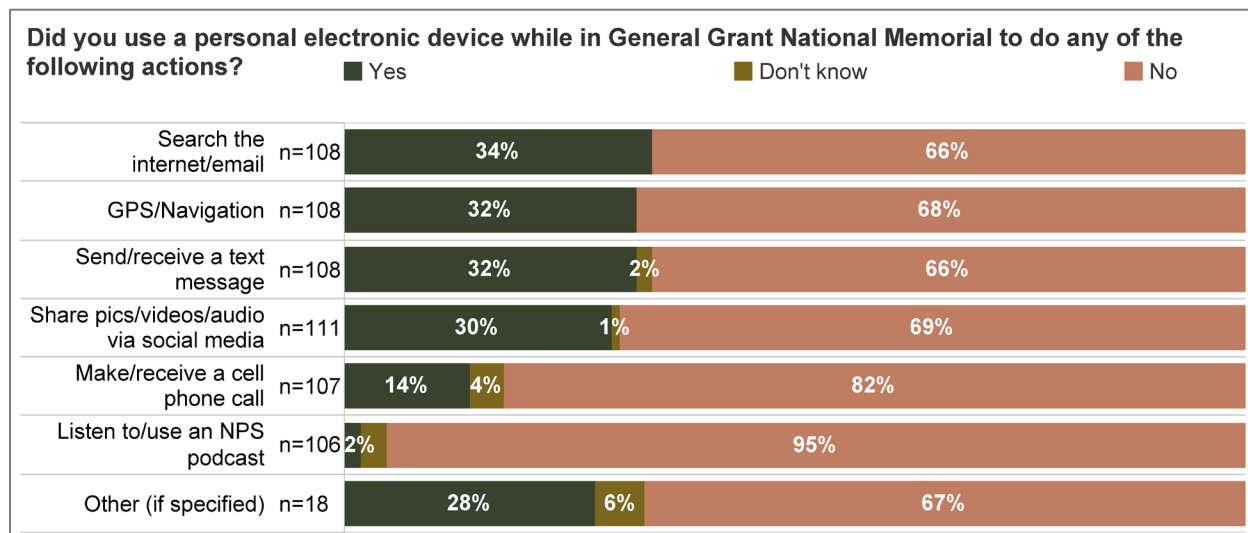


Figure 24. Use of personal electronic devices while visiting General Grant National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- About a third of respondents (34%) reported using a device to search the internet or use email, and another third (32%) reported using a device for GPS or navigation.
- Conversely, only 2% of respondents listened to or used an NPS podcast.

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

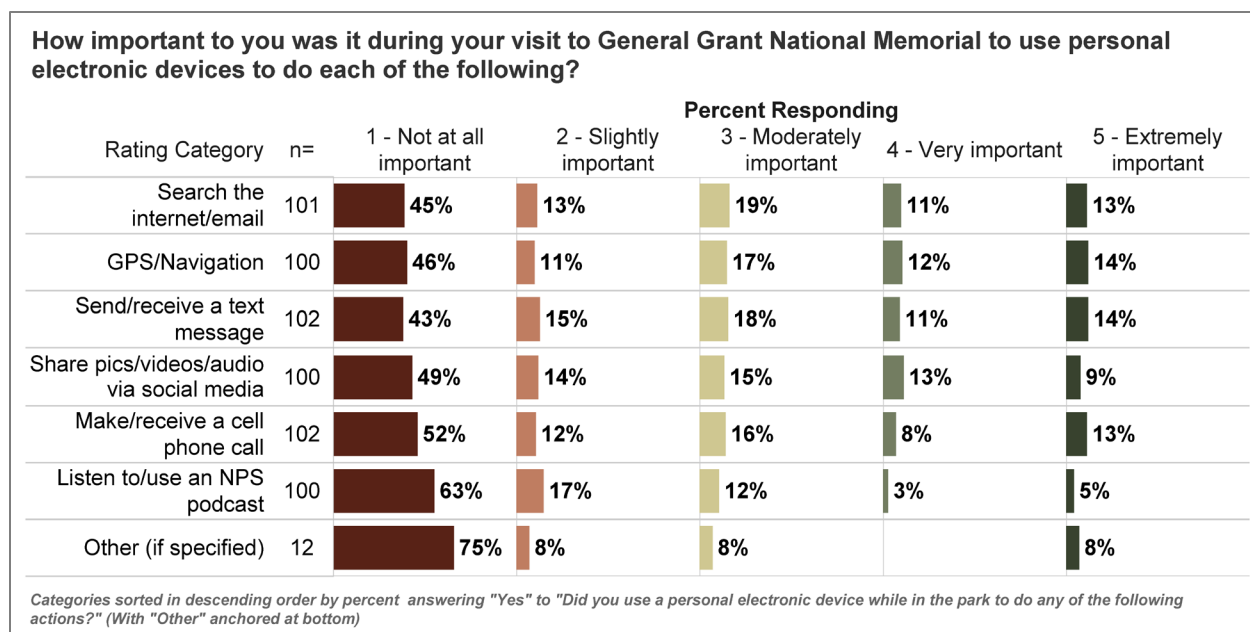


Figure 25. The importance of use of personal electronic devices while visiting General Grant National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

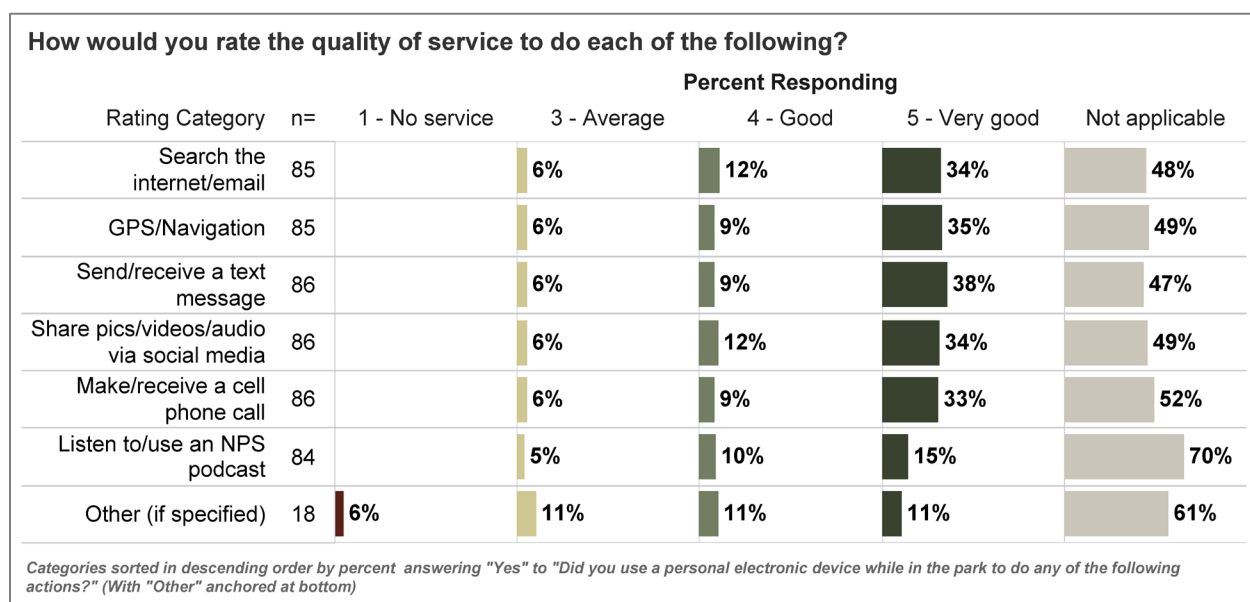


Figure 26. Quality of service of personal electronic devices while visiting General Grant National Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- The most important device uses were GPS/navigation and sending or receiving a text message (14% of respondents rated each option as extremely important).

- Listening to and using an NPS podcast was rated as extremely important only by 5% of respondents, and not at all important by 63% of respondents.
- Sending/receiving a text message was rated as very good or good by 38% and 9% of respondents, respectively.
- This was followed by GPS/navigation, searching the internet/using email, and sharing media via social media, which were rated as very good by 35%, 34%, and 34%, respectively.

Question 22: 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 General Grant National Memorial. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 27).

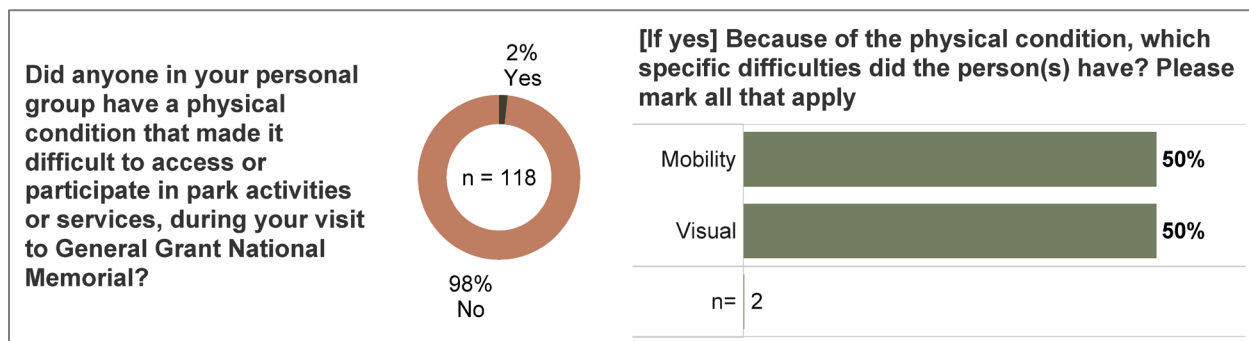


Figure 27. Physical difficulties while visiting General Grant National Memorial.

NPS

- The majority of respondents (98%) 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 General Grant National Memorial.
- Among the 2% of visitors who identified at least one difficulty, 50% reported mobility issues in their group, and another 50% reported hearing and/or visual difficulties.

Questions 25–28: Visitor Experience

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

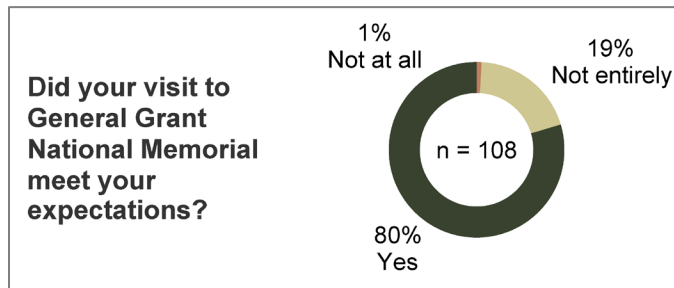


Figure 28. Meeting General Grant National Memorial expectations.

NPS

- The majority of respondents (80%) reported that their visit to General Grant National Memorial met their expectations, while 19% of respondents said it did not meet their expectations entirely, and 1% indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that General Grant National Memorial did not meet their expectations were asked to elaborate. These comments are provided as an accompanying document for review.

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

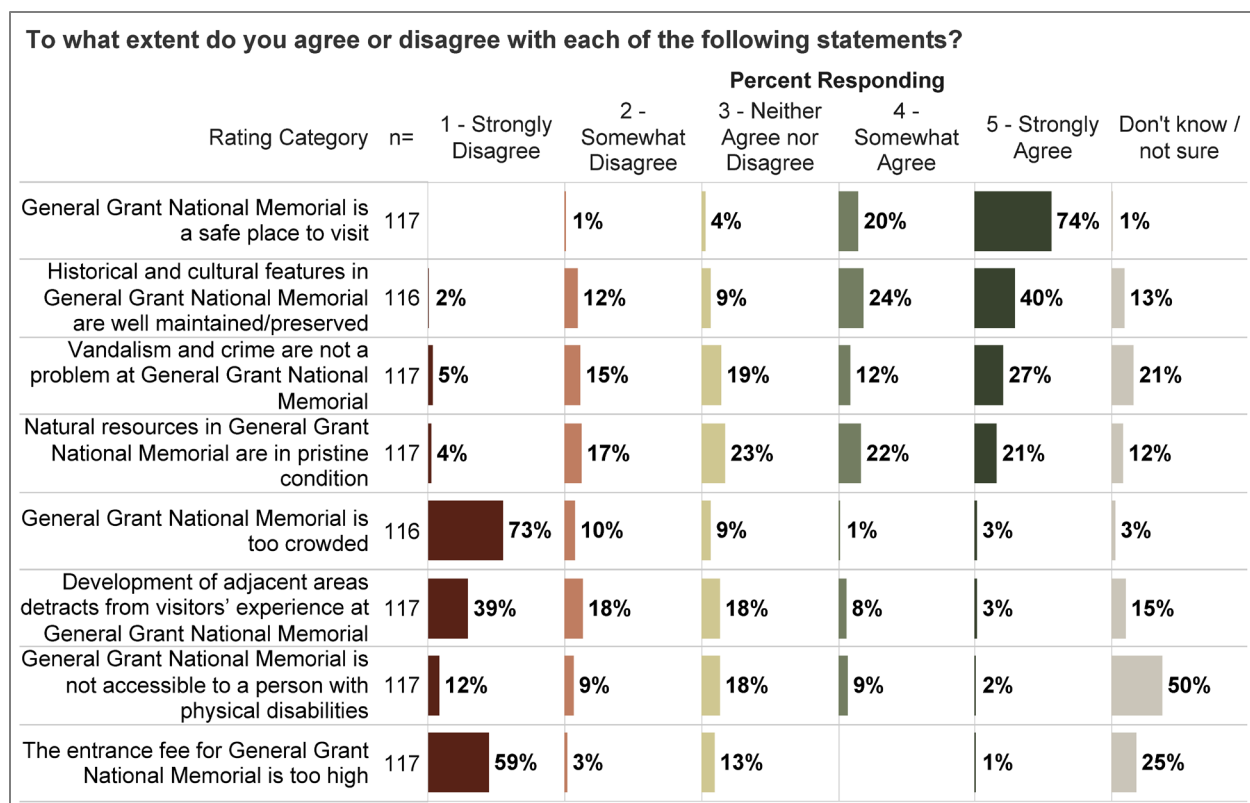


Figure 29. Rating General Grant National Memorial experience. Tabular data shown in this figure are presented in [Appendix A, Table 20](#).

NPS

- From all the statements listed, “General Grant National Memorial is a safe place to visit” received the most consensus with a combined 94% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in General Grant National Memorial are well maintained/preserved” and “Natural resources in General Grant National Memorial are in pristine condition” (64% and 43% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “The entrance fee for General Grant National Memorial is too high” and “General Grant National Memorial is too crowded” received the least support, with only 1% and 4% of respondents, respectively, either somewhat or strongly agreeing with these statements, and 59% and 73% 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 General Grant National Memorial (Figure 30).

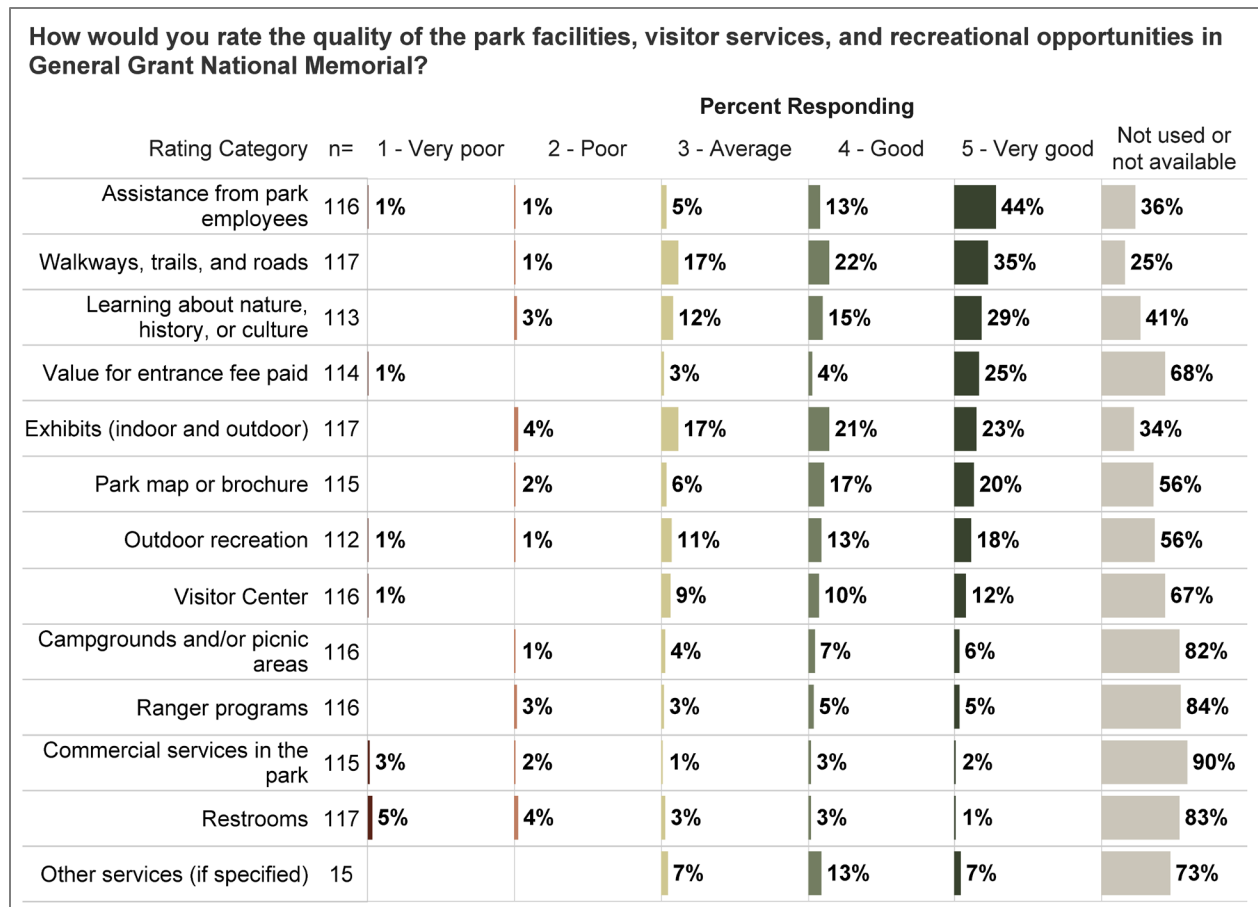


Figure 30. Rating the quality of General Grant National Memorial facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 21](#).

NPS

- Nearly half of visitors (44%) rated assistance from park employees as very good. More than a quarter of respondents also rated walkways, trails, and roads (35%) and learning about nature, history, or culture (29%) as very good.
- Conversely, less than 10% of visitors rated campgrounds and/or picnic areas, ranger programs, commercial services in the park, and restrooms as very good. For these ratings categories, visitors were most likely to say that they were either not available, or they did not use them.

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

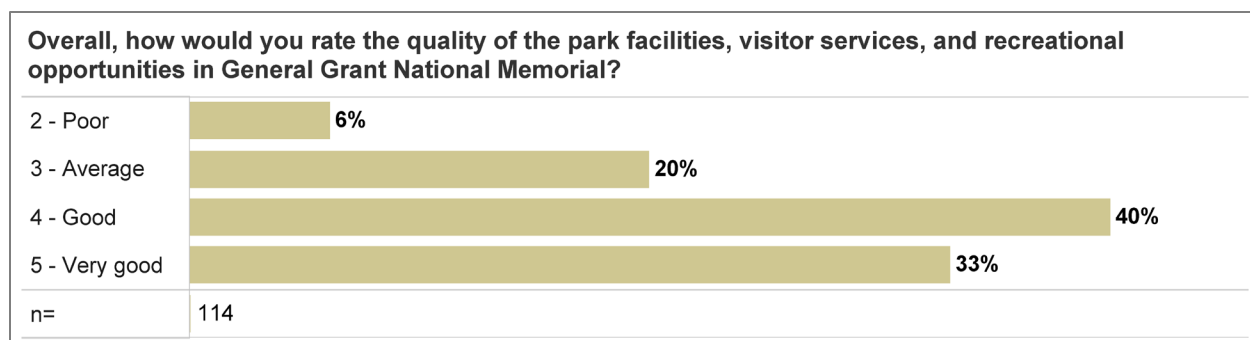


Figure 31. Rating overall quality of General Grant National Memorial facilities, visitor services, and recreational opportunities.

NPS

- In general, about a third of respondents (33%) rated the quality of the park facilities, visitor services, and recreational opportunities in General Grant National Memorial as very good, and another 40% rated them as good.
- Just about 1 in 8 visitors rated the overall quality as average or below.

Questions 31–39: Background/Demographics

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

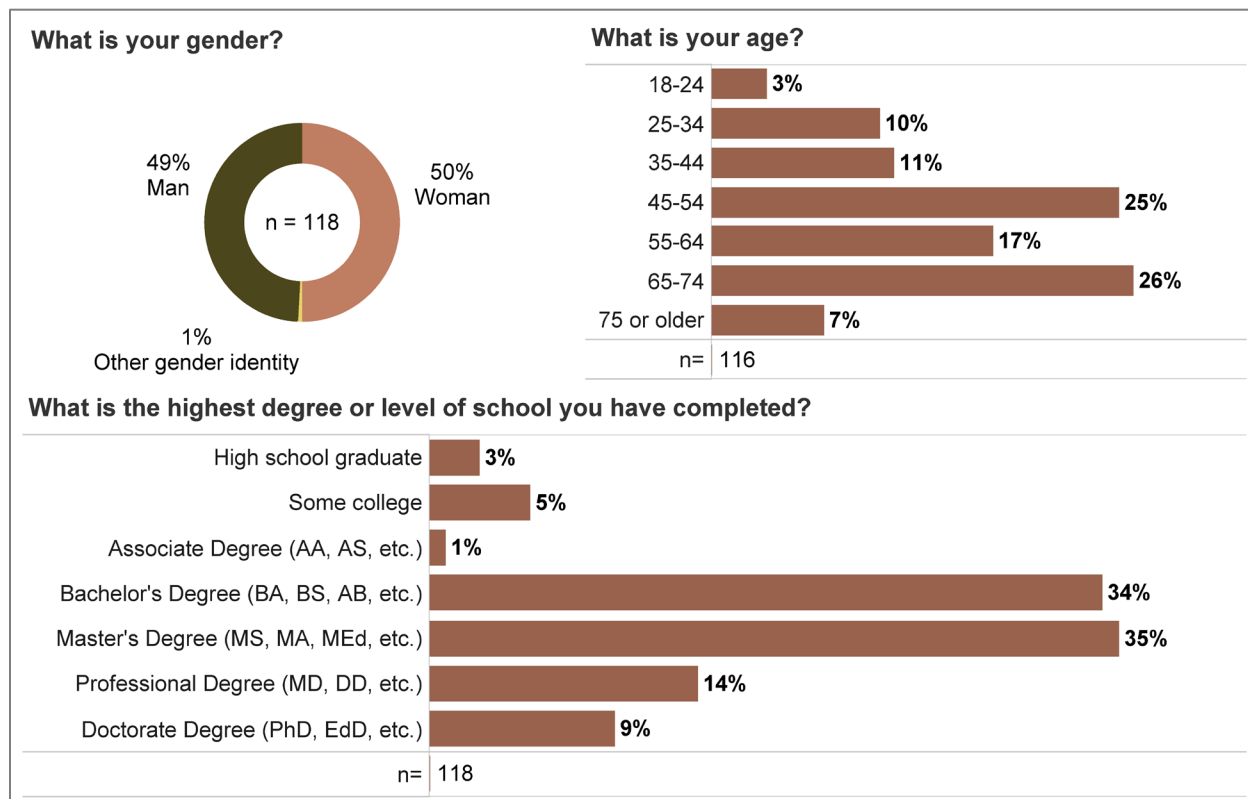


Figure 32. Respondent demographics: gender, age, and level of education.

NPS

- Follow-up survey respondents were evenly split across women and men (50% vs. 49%). Another 1% had another gender identity.
- The most common age categories were 65 to 74 (26%), 45 to 54 (25%), and 55 to 64 (17%). The least represented age group were 18 to 24 (only 3% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 93% 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).

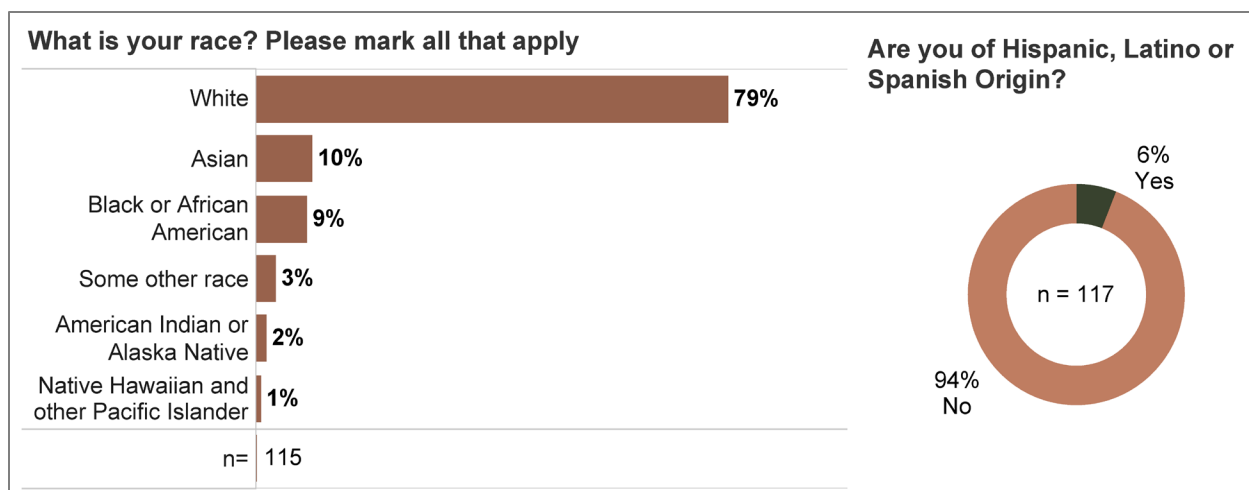


Figure 33. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (79%) were White, while 10% were Asian and 9% were Black or African American.
- Most respondents (94%) 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).

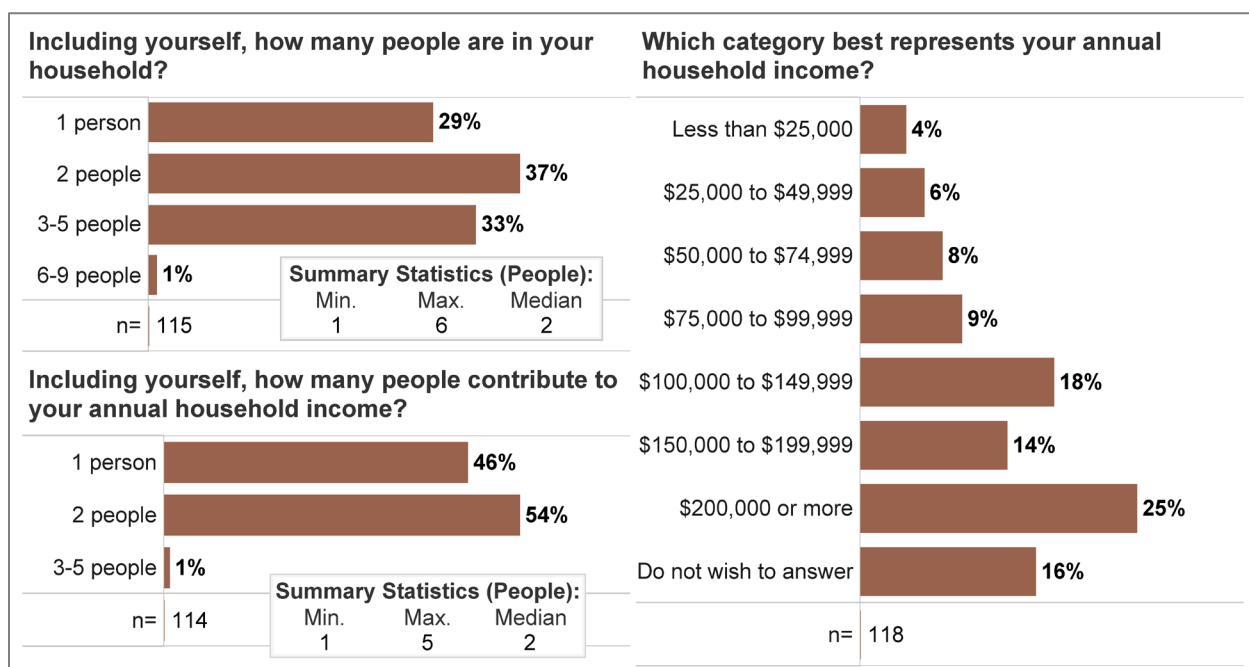


Figure 34. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 22](#).

NPS

- Over one-third of respondents (37%) had 2 people in their household, followed by 3 to 5 people (33%).
- In addition to being highly educated, General Grant National Memorial visitors are also relatively affluent. A quarter of respondents (25%) reported that their annual household income was \$200,000 or more, and another 18% earned between \$100,000 and \$149,999.
- More than half of respondents (54%) came from a dual-income household.

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

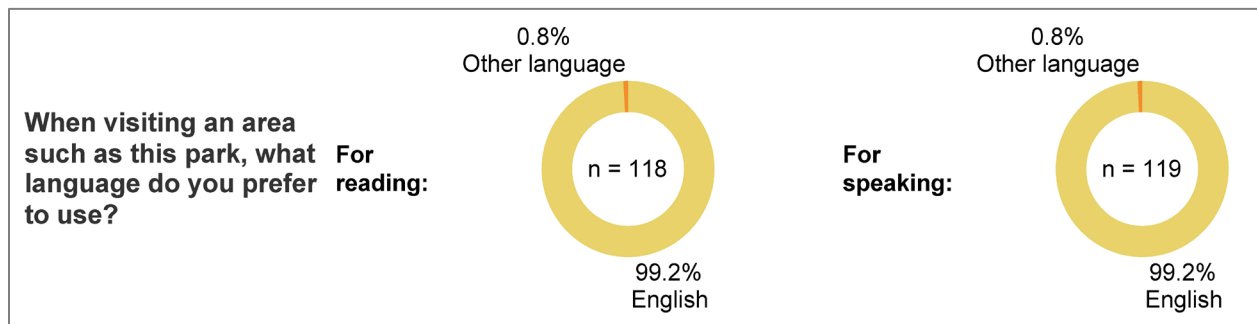


Figure 35. Respondent's language preference.

NPS

- While 6% of respondents were of Hispanic, Latino or Spanish origin, the overwhelming majority of respondents (99.2%) preferred to use English both for reading and speaking when visiting an area such as General Grant National Memorial.
- Only 0.8% of respondents preferred Spanish for either reading and/or speaking.

Literature Cited

National Park Service (NPS). 2022. 2022 Socioeconomic Monitoring of General Grant National Memorial: Visitor Intercept and Post-Trip Surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318664>

Appendix A: Accessible Tables

This appendix contains accessible tables with data from figures found in the body of the report (Tables 11–22). Table captions include hyperlinks to the corresponding figures.

Table 11. Data from [Figure 6](#). Number of nights spent in the local area around General Grant National Memorial, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Lodging outside General Grant National Memorial	94	1	90	7
Unpaid accommodations	49	1	90	7

Table 12. Data from [Figure 7](#). Number of adults and children in respondent's personal group while visiting General Grant National Memorial.

Group Composition	n	Min.	Max.	Median
Adults	543	1	60	1
Children	543	0	3	0

Table 13. Data from [Figure 12](#). Number of people in respondent's vehicle when entering General Grant National Memorial.

Question	n	Min.	Max.	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered General Grant National Memorial?	65	1	6	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered General Grant National Memorial?	1	1	1	1

Table 14. Data from [Figure 13](#). Previous visits to General Grant National Memorial.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to General Grant National Memorial over the past 12 months?	316	1	1200	12
[If not first-time visitor] Including this visit, how many visits have you made to General Grant National Memorial over the past five years?	316	1	3500	30

Table 15. Data from [Figure 14](#). Visits made to other NPS sites within the past year.

Question	n	Min.	Max.	Median
How many visits have you made to other NPS sites over the past 12 months?	541	0	100	1

Table 16. Data from [Figure 21](#). Reasons or motivations to visit General Grant National Memorial.

Rating Category	n
To visit a National Park Service site	111
To experience solitude	109
To hear the sounds of nature/quiet	108
To learn more about nature	106
To learn more about American history and culture	112
To spend time with family/friends	108
To get physical exercise	110
To view wildlife or natural scenery	108
To relax	109
To view dark night sky/stars	107
Other (if specified)	19

Table 17. Data from [Figure 24](#). Use of personal electronic devices while visiting General Grant National Memorial.

Device Use	n
Device Use	n
Make/receive a cell phone call	107
Send/receive a text message	108
Search the internet/email	108
GPS/Navigation	108
Share pics/videos/audio via social media	111
Listen to/use an NPS podcast	106
Other (if specified)	18

Table 18. Data from [Figure 25](#). The importance of use of personal electronic devices while visiting General Grant National Memorial.

Device Use	n
Make/receive a cell phone call	102
Send/receive a text message	102
Search the internet/email	101
GPS/Navigation	100
Share pics/videos/audio via social media	100
Listen to/use an NPS podcast	100
Other (if specified)	12

Table 19. Data from [Figure 26](#). Quality of service of personal electronic devices while visiting General Grant National Memorial.

Device Use	n
Make/receive a cell phone call	86
Send/receive a text message	86
Search the internet/email	85
GPS/Navigation	85
Share pics/videos/audio via social media	86
Listen to/use an NPS podcast	84
Other (if specified)	18

Table 20. Data from [Figure 29](#). Rating General Grant National Memorial experience.

Rating Category	n
General Grant National Memorial is a safe place to visit	117
General Grant National Memorial is too crowded	116
Natural resources in General Grant National Memorial are in pristine condition	117
The entrance fee for General Grant National Memorial is too high	117
Vandalism and crime are not a problem at General Grant National Memorial	117
General Grant National Memorial is not accessible to a person with physical disabilities	117
Historical and cultural features in General Grant National Memorial are well maintained/preserved	116
Development of adjacent areas detracts from visitors' experience at General Grant National Memorial	117

Table 21. Data from [Figure 30](#). Rating the quality of General Grant National Memorial facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	116
Exhibits (indoor and outdoor)	117
Restrooms	117
Walkways, trails, and roads	117
Campgrounds and/or picnic areas	116
Assistance from park employees	116
Park map or brochure	115
Ranger programs	116
Value for entrance fee paid	114
Commercial services in the park (food, lodging, gifts, rental, etc.)	115
Other services (if specified)	15
Learning about nature, history, or culture	113
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	112

Table 22. Data from [Figure 34](#). Household demographics: annual household income and household size.

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	115	1	6	2
Including yourself, how many people contribute to your annual household income?	114	1	5	2

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Natural Resource Stewardship and Science

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