



2022 Socioeconomic Research of Korean War Veterans Memorial

Report on 2022 Data Collection (Revised)



Aerial view of Korean War Veterans Memorial.

NPS

2022 Socioeconomic Research of Korean War Veterans Memorial: Report on 2022 Data Collection (Revised)

Science Report NPS/SR—2026/472

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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. Korean War Veterans 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 Korean War Veterans 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. Korean War Veterans 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 Korean War Veterans Memorial, what they do during their visit, and their spending profile. The results of the study are intended to assist Korean War Veterans 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.



Visitor reflections at the Korean War Veterans 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 Korean War Veterans Memorial local area map is shown in Figure 1. The local area around Korean War Veterans Memorial consists of Washington D.C.; Arlington County, Fairfax County, Falls Church city, Alexandria city, Fairfax city, Loudoun County in Virginia; and Montgomery County, Prince George's County, Anne Arundel County in Maryland. Within Korean War Veterans 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.

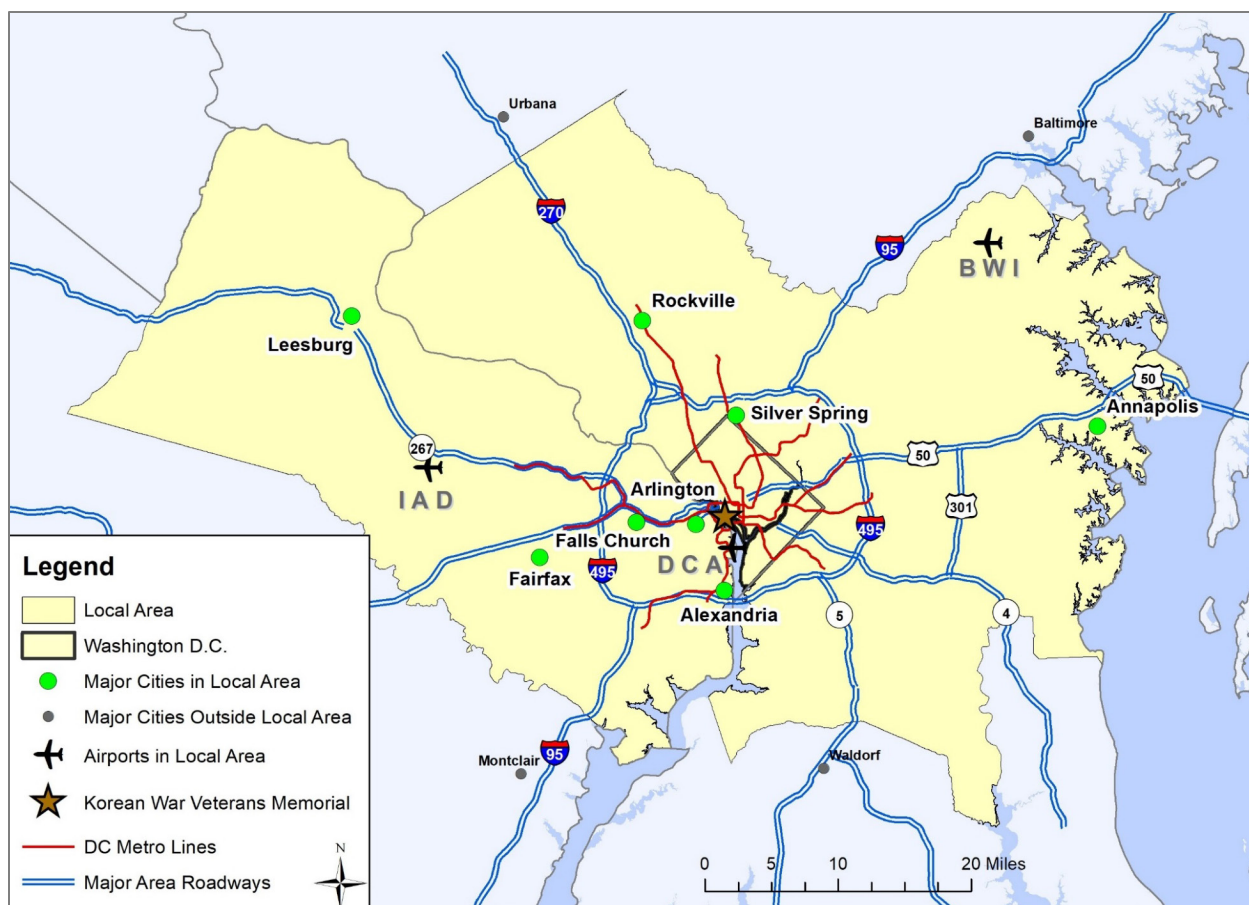


Figure 1. Korean War Veterans Memorial local area map.

NPS

Table 1. Information about sampling locations in Korean War Veterans Memorial.

Intercept Site	Completed Intercept Surveys		Nearby Attractions
	Number of Surveys	Percent of Surveys	
Southwest entrance	533	43.4%	Lighter visitor traffic
Northwest entrance	696	56.6%	Heavier visitor traffic, near construction site

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 April 29th to May 8th, 2022. A sample of visitors were intercepted while visiting Korean War Veterans 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 Korean War Veterans Memorial (NPS 2022). If the visitor was eligible (at least 18 years of age, not a Korean War Veterans 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—Korean War Veterans Memorial intercept survey.

Outcome	Total
Eligible visitors contacted	1,488
Complete refusals	136
Partial refusals (non-response questions completed)	123
Intercept surveys completed	1,229
Follow-up surveys distributed	1,194
Intercept response rate	82.6%
Follow-up acceptance rate	97.2%

During the sampling period, 2 surveyors were stationed simultaneously at different sampling sites. The field team surveyed from 9:00 am to 5:00 pm each day to capture the busiest times at the memorial. Each surveyor worked ten 8-hour days (seven hours data collection and one-hour lunch break). Each surveyor had one day off outside of 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 Korean War Veterans 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—Korean War Veterans Memorial follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	1,194
Valid follow-up surveys completed	355
Response rate	29.7%

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 on-site intercept survey. These three questions can then be compared to both those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys. With an intercept survey response rate of 82.6%, concern over *intercept* non-response is muted. Tables 4–6 below show results of bias testing between intercept-only and full survey respondents.

Table 4. Non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Korean War Veterans Memorial?” Note: p-value = 0.08.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	27	7.6%	96	11.0%
No	326	92.4%	779	89.0%

Table 5. 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	313	88.7%	733	83.8%
No	40	11.3%	142	16.2%

Table 6. 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 Korean War Veterans Memorial and/or within the local area?” Note: p-value = 0.01.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	301	85.3%	690	78.9%
No	52	14.7%	185	21.1%

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. Using a p-value of 0.05, the distribution of responses among full survey respondents and intercept-only respondents differed significantly for two questions: 1) United States residency, and 2) overnight visitation. Therefore, international visitors and day visitors are not as well represented in the full responses as desired.



Statues of soldiers at Korean War Veterans Memorial.
NPS / TERRY ADAMS

Results

Intercept Survey Results

The following section provides results of the 1,229 visitor intercept surveys conducted in Korean War Veterans Memorial from April 29th to May 8th, 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 Korean War Veterans 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.

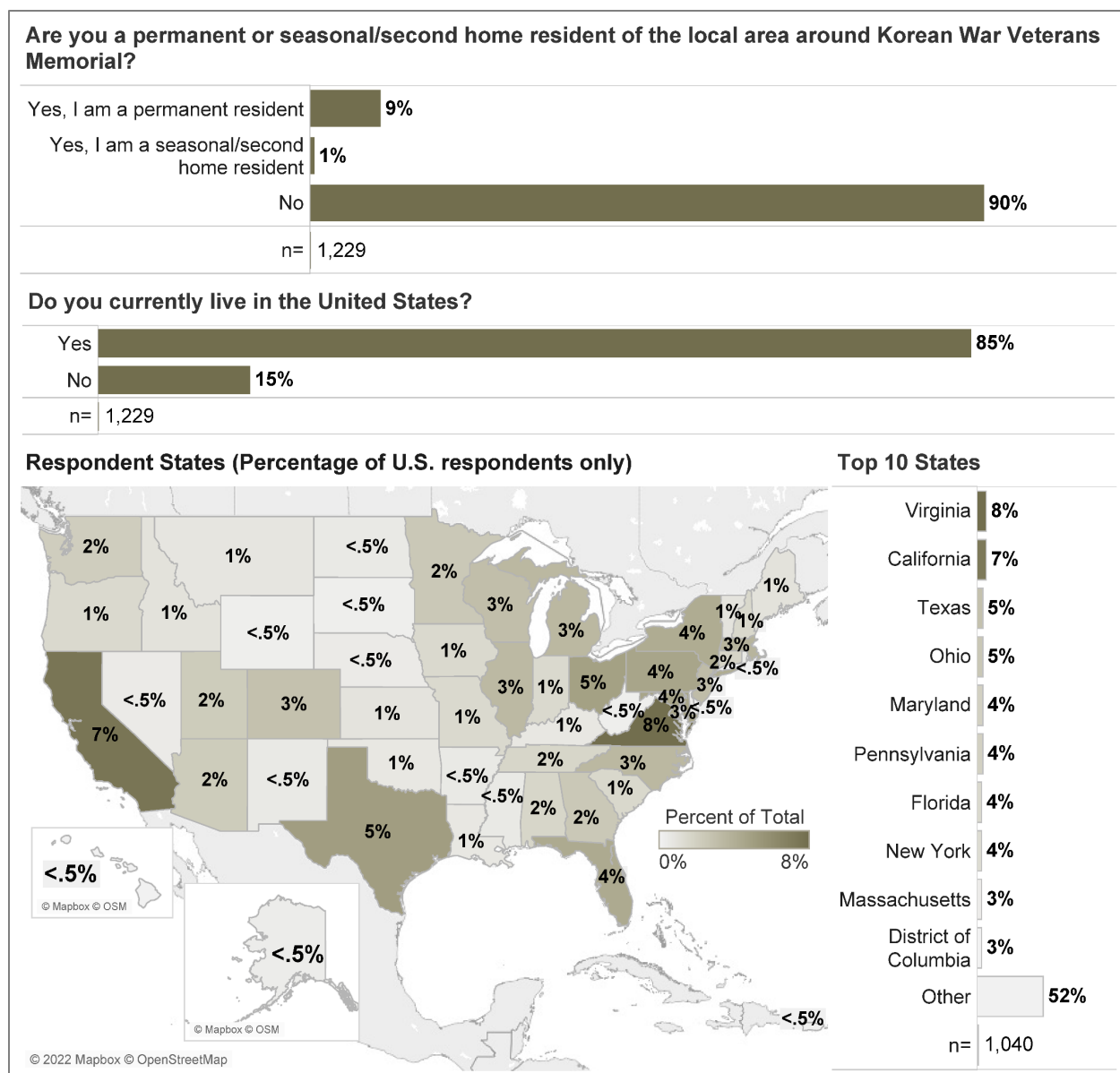


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Korean War Veterans Memorial.

NPS

- One tenth of respondents (a combined 10%) stated that they were either permanent or seasonal residents of the local area around Korean War Veterans Memorial.
- There was a large geographic concentration of visitors from Virginia (which partially includes the local area for Korean War Veterans Memorial).
- Among the 85% of respondents currently residing in the U.S., 8% reside in Virginia, followed by 7% in California, and 5% in Texas.

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).

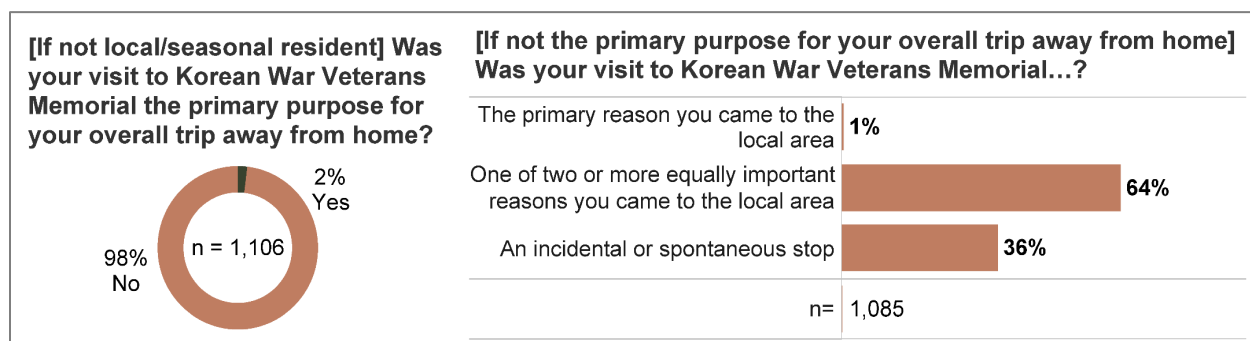
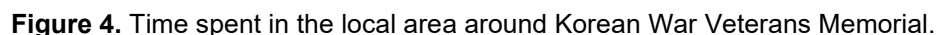


Figure 3. Role of Korean War Veterans Memorial in overall trip purpose.

NPS

- For the vast majority of non-local respondents (98%), visiting Korean War Veterans Memorial was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Korean War Veterans Memorial was not their primary trip purpose, 64% stated that their visit to Korean War Veterans Memorial was one of two or more equally important reasons they came to the local area, while another 36% indicated that it was an incidental or spontaneous stop.

If respondents indicated that they were not permanent or seasonal residents of the local area around Korean War Veterans 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.



- About one eighth of non-local respondents (13%) spent one day in the local area, while 15% spent 2 days, 25% spent 3 days, and 19% spent 4 days. The median length of stay was 3 days.
- Additionally, over three quarters of all respondents (81%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

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

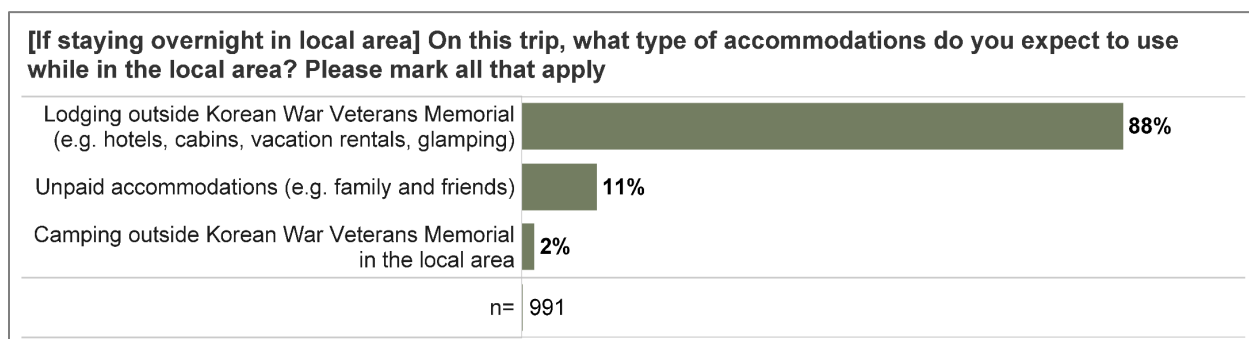


Figure 5. Accommodation types used in the local area around Korean War Veterans Memorial.

NPS

- The majority of overnight respondents (88%) stayed in lodging outside the memorial (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by unpaid accommodations (11%), and camping in the local area (2%).

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

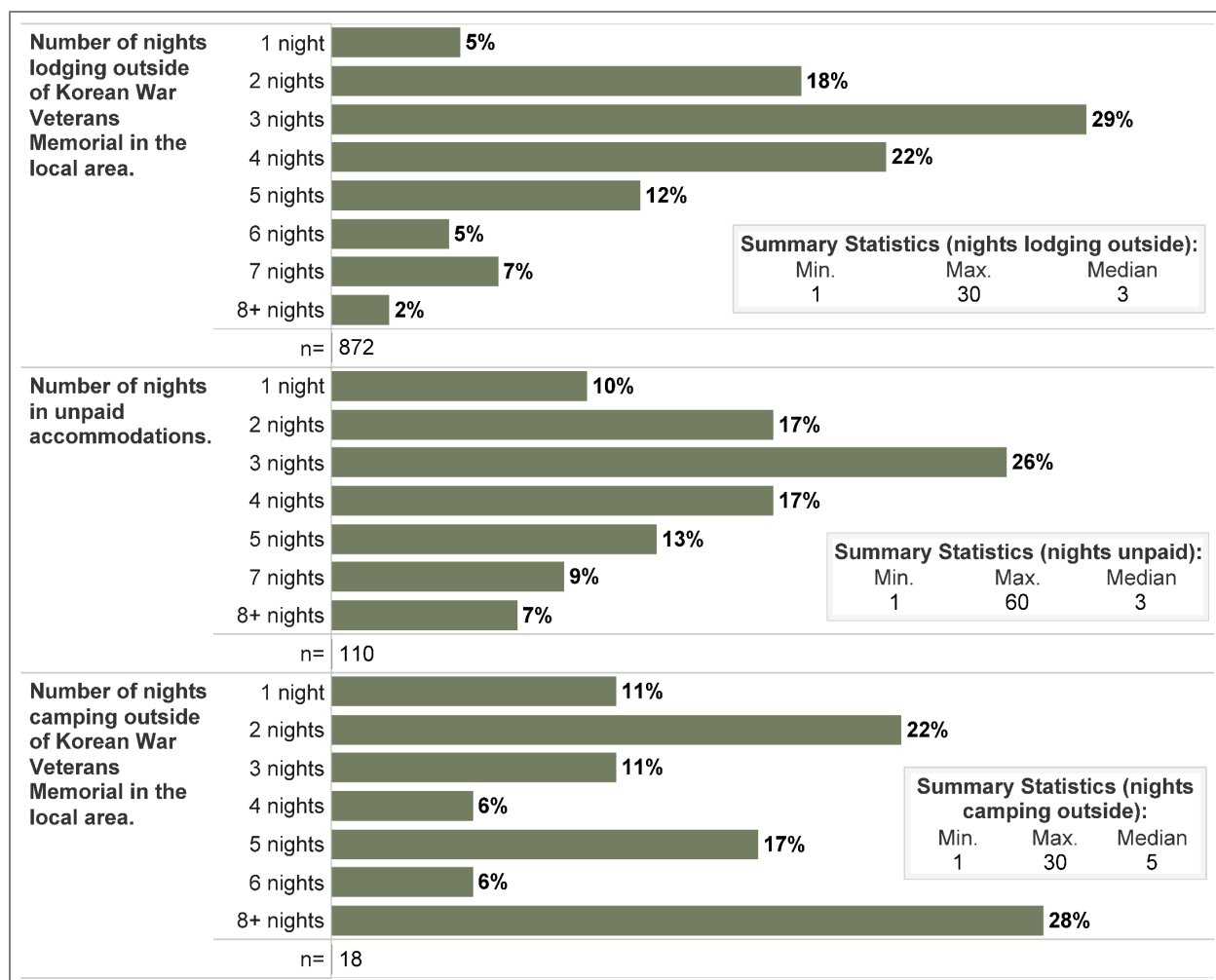


Figure 6. Number of nights spent in the local area around Korean War Veterans Memorial, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 88% of overnight respondents who lodged outside of Korean War Veterans Memorial in the local area (per Figure 5), median length of stay was 3 nights. About a quarter of visitors (23%) lodged 2 nights or fewer in the local area this trip; 52% spent 3 nights or fewer.
- Among the 11% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), the median length of stay was 3 nights.
- Among the 2% of overnight respondents who camped outside of Korean War Veterans Memorial (per Figure 5), median length of stay was 5 nights, though over a quarter (28%) stayed more than 8 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 Korean War Veterans 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.

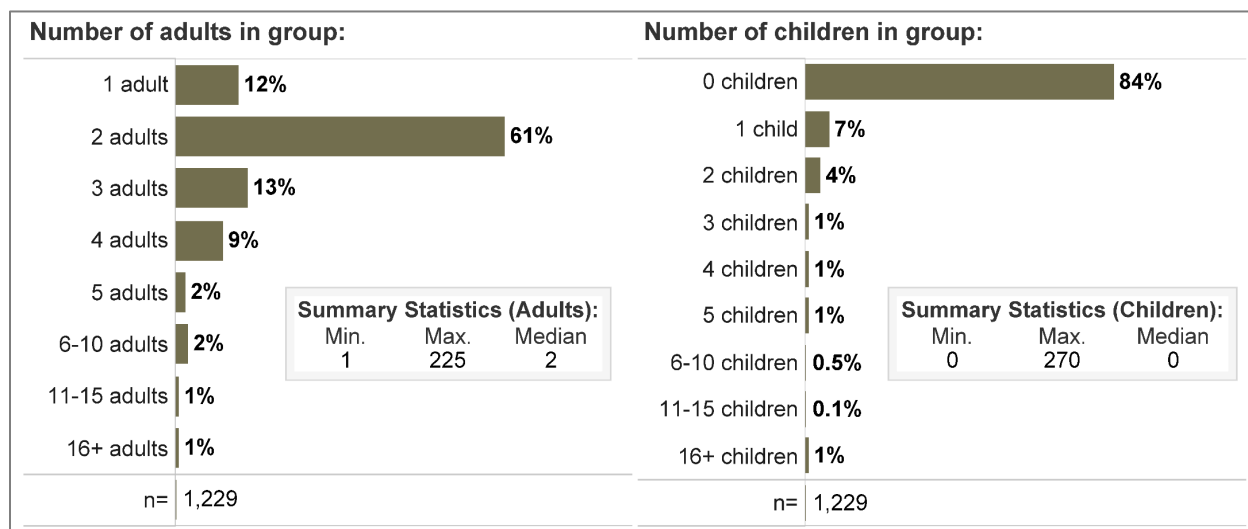


Figure 7. Number of adults and children in respondent's personal group while visiting Korean War Veterans Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was 2. Most groups (61%) included 2 adults.
- Most groups (84%) did not include any children.

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

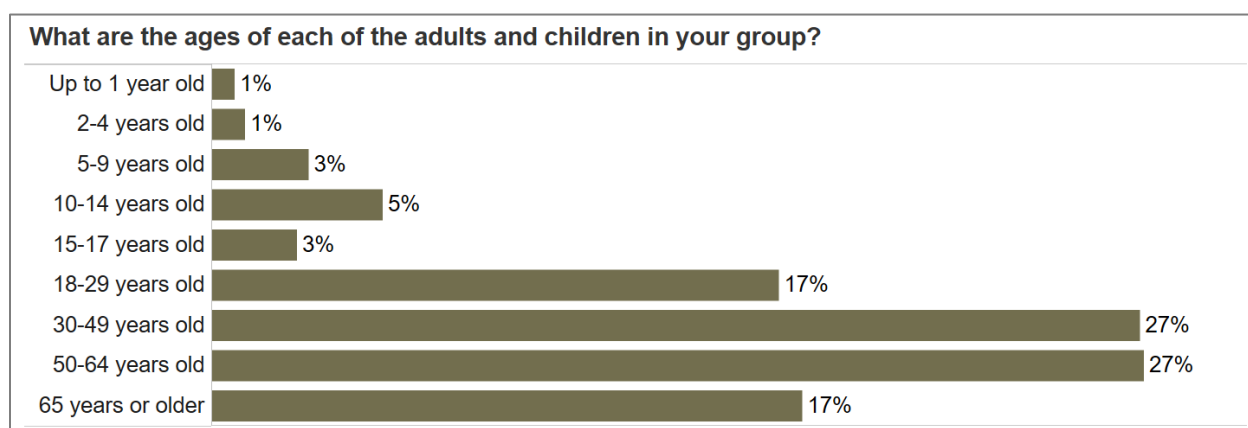


Figure 8. Age distribution of all members of respondent's personal group while visiting Korean War Veterans Memorial.

NPS

- The most common age of the adults and children in a personal group was 30 to 49 years old (27%) and 50 to 64 years old (27%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 13% of group members.

Questions 11–14: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Korean War Veterans 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 7).

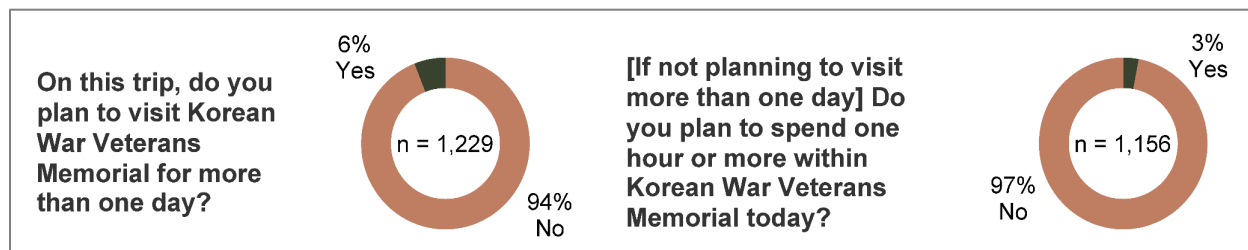


Figure 9. Duration of the respondent's trip to Korean War Veterans Memorial.

NPS

Table 7. Amount of time spent within Korean War Veterans Memorial.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Korean War Veterans Memorial today?	1120	2	50	10
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Korean War Veterans Memorial today?	34	1	10	1
[If planning to visit at least one day] How many days do you plan to spend within Korean War Veterans Memorial on this trip?	73	1	5	2
[If planning to visit at least one day] On how many different days do you expect to enter the park?	73	1	5	2

- While visiting Korean War Veterans Memorial, the vast majority of visitors (94%) did not plan to spend more than one day in the park.
- Among the 94% of visitors who did not spend more than a day in Korean War Veterans Memorial, a majority (97%) planned to spend less than one hour in the park. The median length of time spent in the park among this group was 10 minutes.
- Among the 94% of visitors who did not plan to spend more than a day in Korean War Veterans Memorial, only 3% planned to spend one hour or more in the park. The median length of time spent in the park among this group was 1 hour.
- The remaining 6% 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.

Next, respondents were asked to indicate the most recent entrance they used to enter Korean War Veterans Memorial (Figure 10).

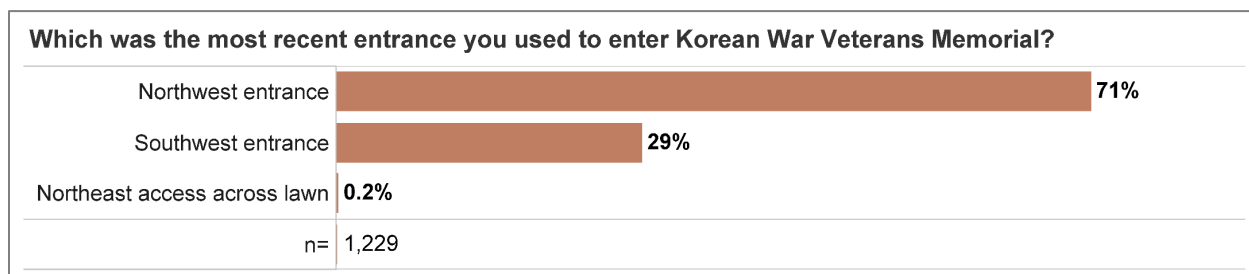


Figure 10. Most recent entrance used to enter Korean War Veterans Memorial.

NPS

- The northwest entrance was the most commonly used entrance to Korean War Veterans Memorial (71%).
- 29% of visitors used the southwest entrance, while only 0.2% used the northeast access across the lawn.

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

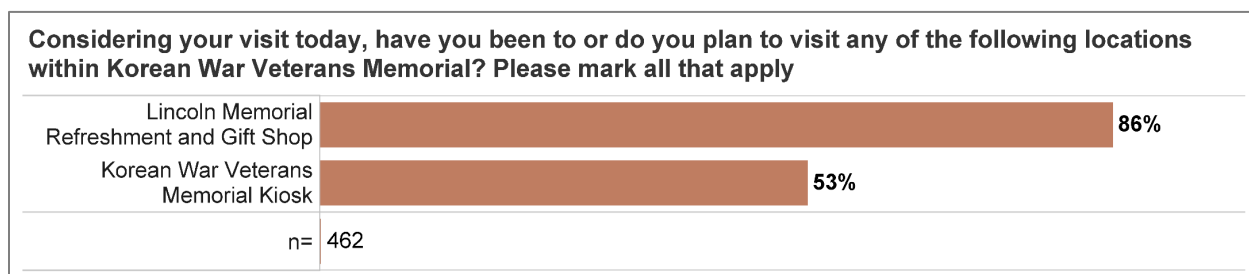


Figure 11. Park locations visited during the most recent trip to Korean War Veterans Memorial.

NPS

- The most commonly visited location in Korean War Veterans Memorial was the Lincoln Memorial Refreshment and Gift Shop (86% of respondents had either been there or planned to visit it on their trip), followed by the Korean War Veterans Memorial Kiosk (53%).

Question 15: Transportation

Visitors were asked about the form of transportation they used to enter Korean War Veterans Memorial on the day they were surveyed (Figure 12).

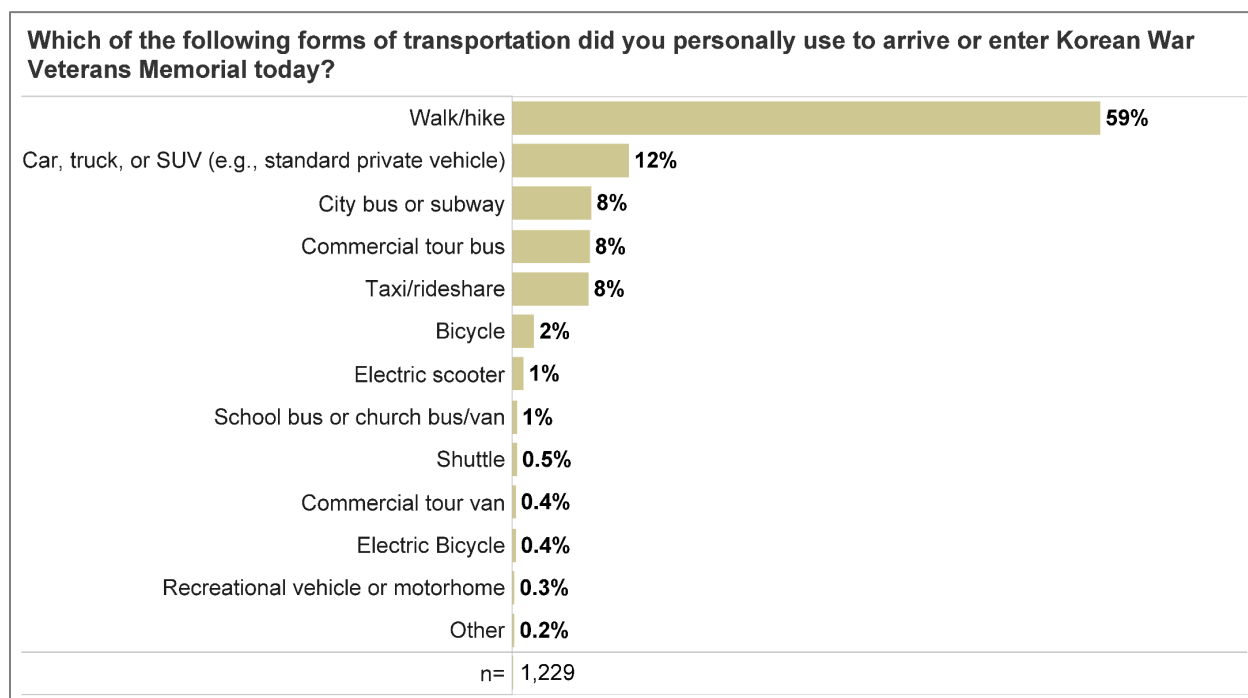


Figure 12. Form of transportation used to enter Korean War Veterans Memorial on the day of the survey.
NPS

- Over half of respondents (59%) reported that they arrived at or entered the memorial by walking or hiking.
- 12% of respondents used a car, truck, or SUV to arrive at Korean War Veterans Memorial on the day of the survey.
- This was followed by use of the city bus or subway (8%), use of a commercial tour bus (8%), and use of a taxi or rideshare service (8%) to arrive at the site.

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).

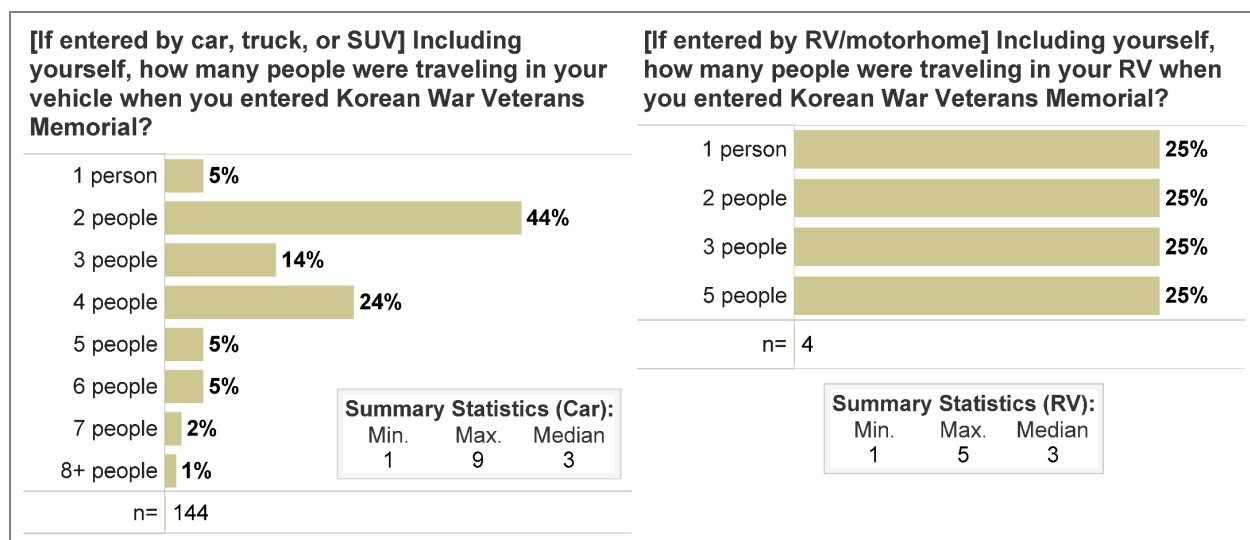


Figure 13. Number of people in or on respondent's vehicle when entering Korean War Veterans Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- Slightly less than half of respondents (44%) traveling by car reported two people. The next common group size was four people (24%), followed by three people (14%).
- Respondents entering Korean War Veterans Memorial by RV/motorhome reported traveling in a group of 1 person (25%), followed by 2 people (25%), or 3 people (25%), and 5 people (25%).

Question 17: Previous Visits to Korean War Veterans Memorial

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

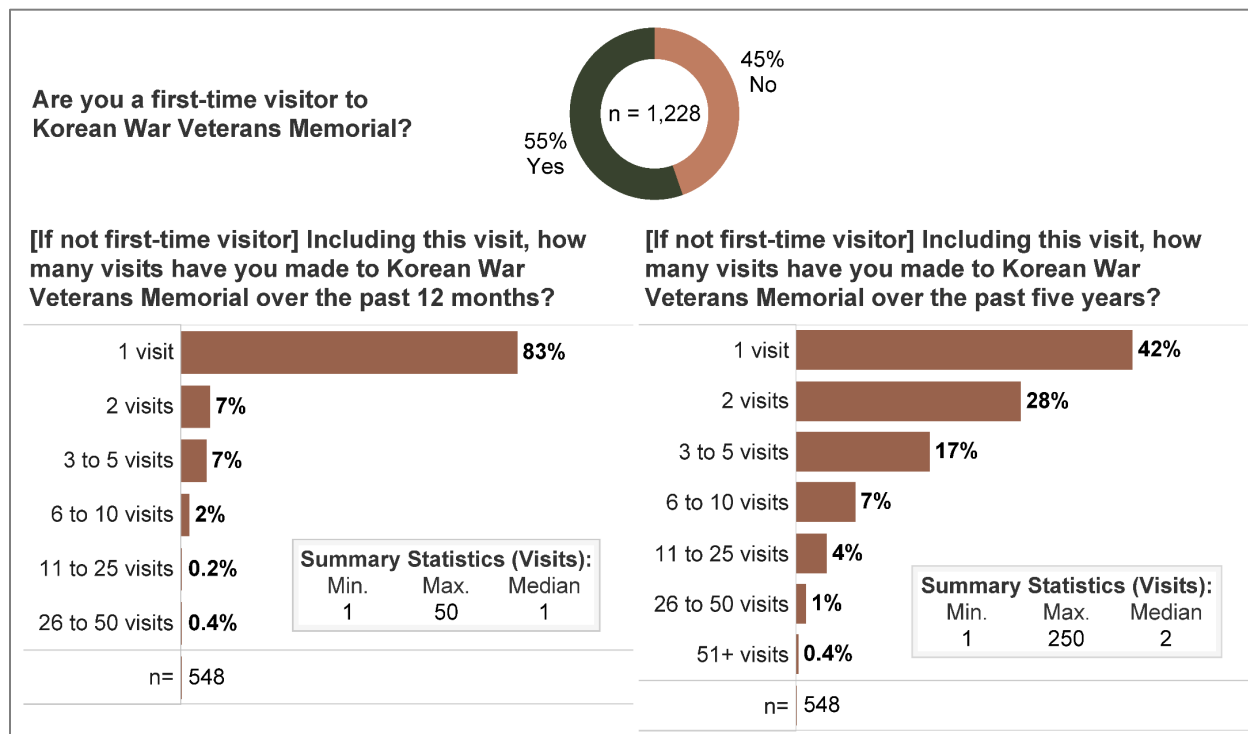


Figure 14. Previous visits to Korean War Veterans Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- Slightly more than half of respondents (55%) were on their first ever trip to Korean War Veterans Memorial.
- Among the 45% of respondents who were repeat visitors, the majority (83%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, more than half of repeat visitors (57.4%) had visited at least one prior time in the past 5 years.
- The median number of visits made in the past 5 years was 2, including the current trip; only 5.4% of repeat visitors had made more than 10 visits in the past 5 years.

Question 18: Previous Visits to Other NPS Units

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

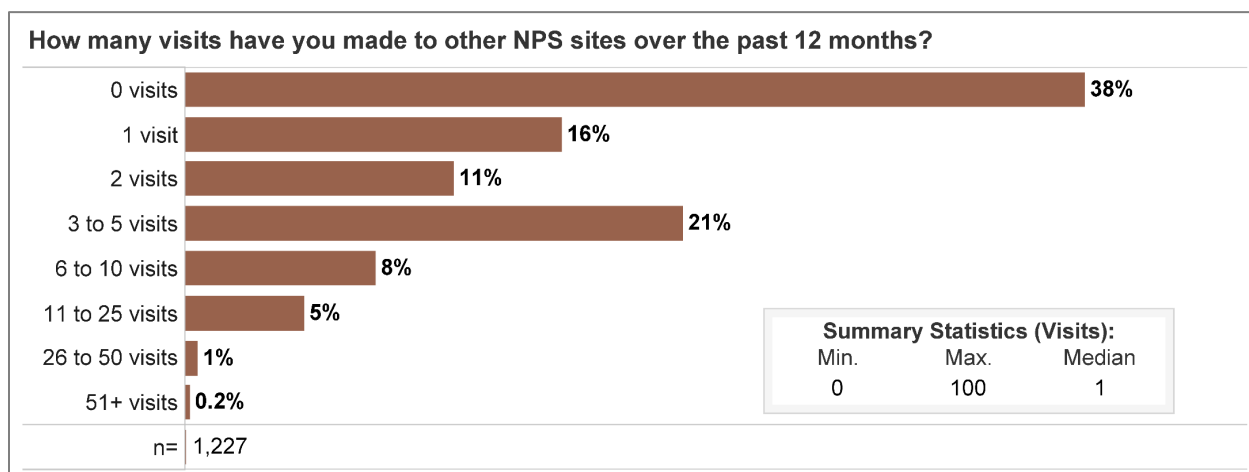


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- More than half of respondents (62.2%) 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 35.2% had made 3 or more visits in the past year.



Pool of Remembrance at Korean War Veterans Memorial.
NPS

Follow-Up Survey Results

The following section provides results of the 355 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Korean War Veterans Memorial in spring 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 Korean War Veterans Memorial

First, respondents were asked what sources they used to obtain information about Korean War Veterans Memorial prior to their trip, and whether they had the information they needed on their trip (Figure 16).

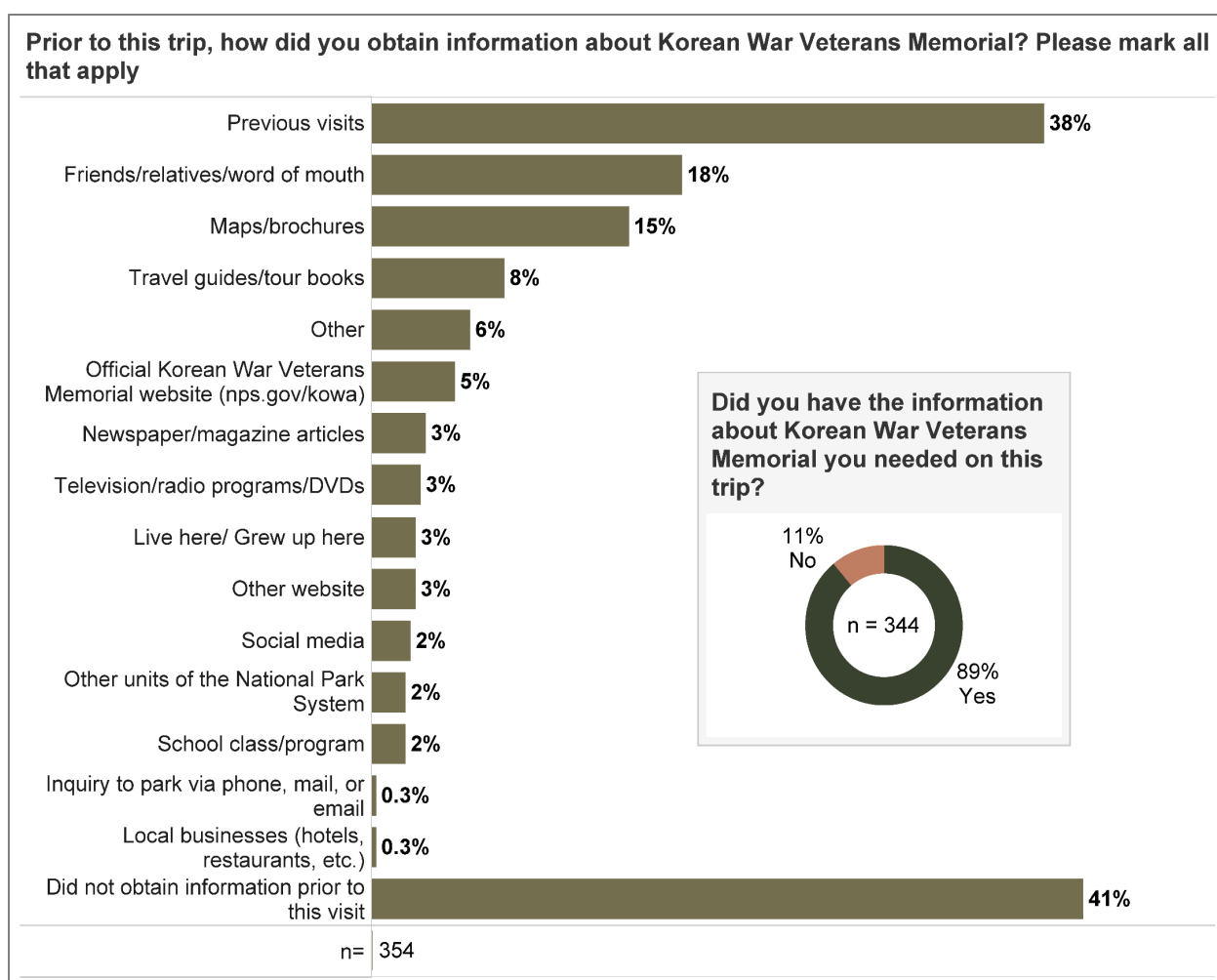


Figure 16. Sources used to obtain information about Korean War Veterans Memorial prior to the trip.
NPS

- The most used resource was previous visits, with 38% of respondents reportedly using it. The second most common source was friends/relatives/word of mouth (18%), followed by maps/brochures (15%), and travel guides/tour books (8%).

- A plurality of visitors (41%) stated they did not obtain information about Korean War Veterans Memorial prior to their trip.
- In a follow-up question, 89% of respondents said that they had the information about Korean War Veterans Memorial that they needed on their trip, while 11% 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 Korean War Veterans Memorial on their trip (Figure 17).

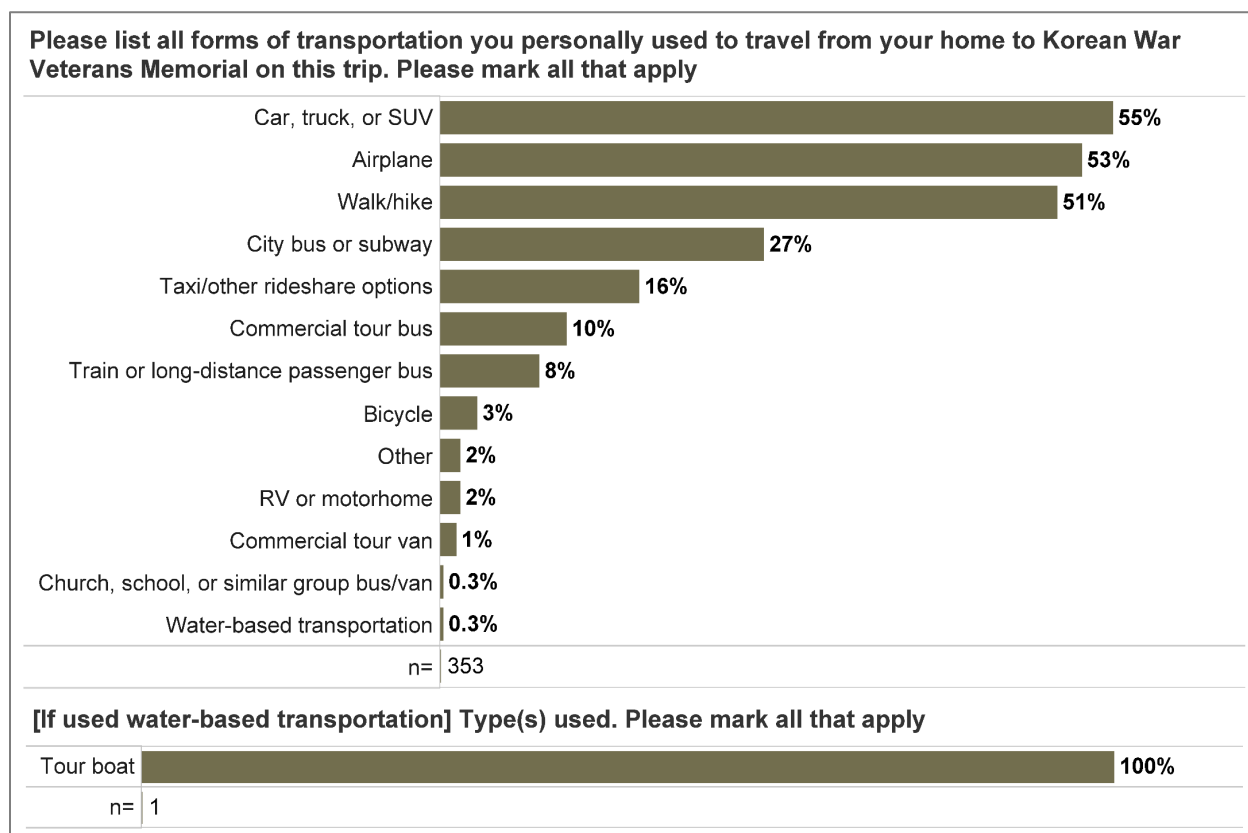


Figure 17. Forms of transportation used to travel from home to Korean War Veterans Memorial on the recent trip.

NPS

- More than half of respondents (55%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Korean War Veterans Memorial.
- The second most common mode of travel was airplane (53%), followed by walk/hike (51%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Korean War Veterans Memorial on the day of the survey (Figure 18).

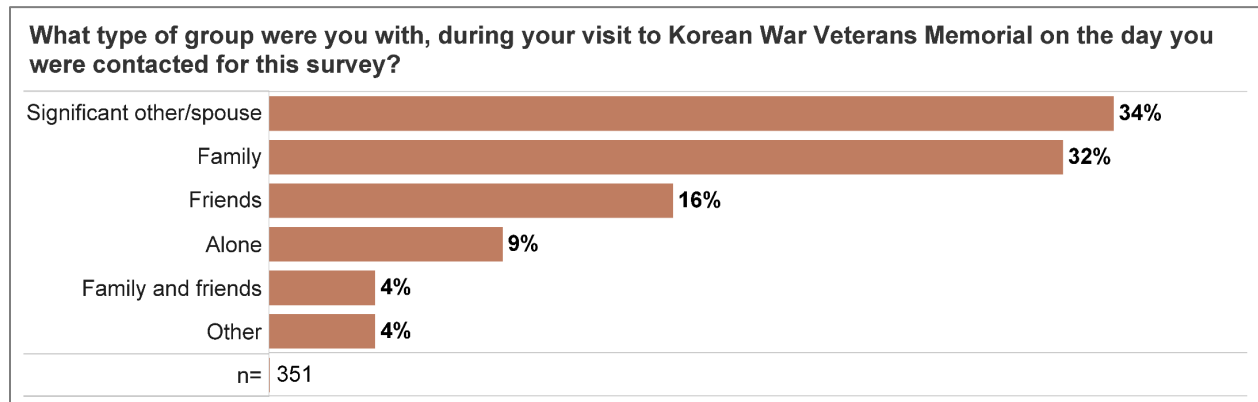


Figure 18. Travel party composition during Korean War Veterans Memorial visit.

NPS

- About a third of respondents (34%) visited Korean War Veterans Memorial with their significant other or spouse on the day of the survey.
- Another third of respondents (32%) explored Korean War Veterans Memorial with their family, and 16% visited the park with their friends.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Korean War Veterans Memorial² (Figure 19).

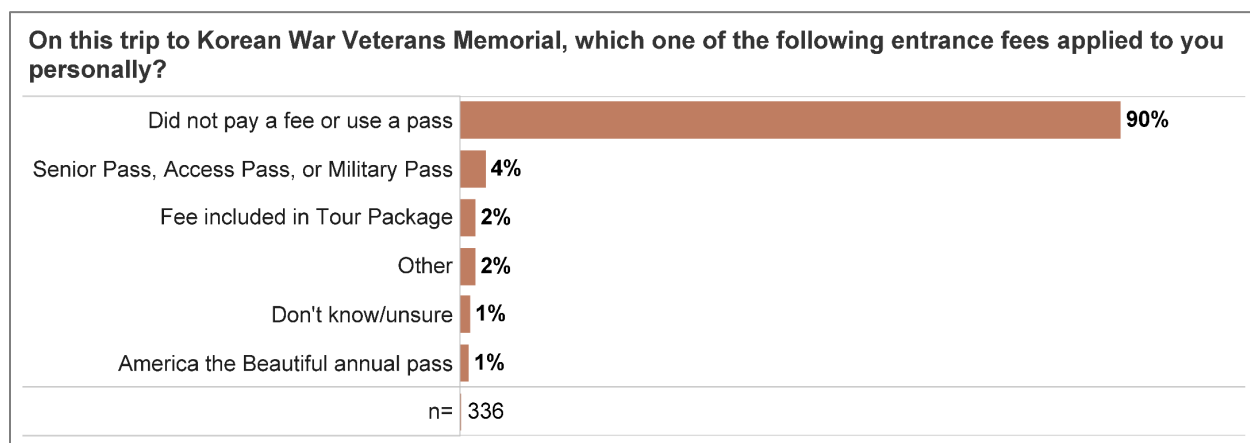


Figure 19. Entrance fees to enter Korean War Veterans Memorial on the most recent trip.

NPS

- The majority of respondents (90%) reported that they did not pay a fee or use a pass on their trip.
- A combined 9% of respondents reported using an America the Beautiful annual pass, Senior Pass, Access Pass, Military Pass, or other fee, while 1% stated they didn't know or were unsure if an entrance fee applied to them.

² Korean War Veterans 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 20).

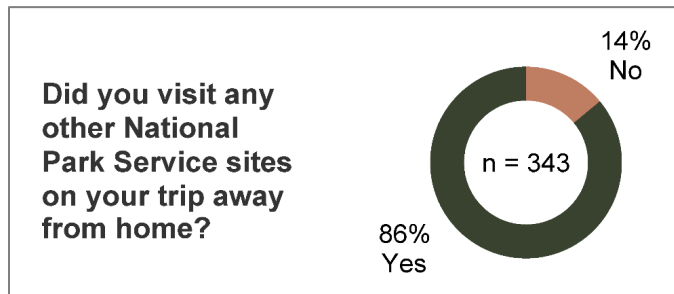


Figure 20. NPS sites visited on trip away from home.

NPS

- The majority (86%) of all respondents had visited other NPS sites on their trip, while 14% identified Korean War Veterans Memorial 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). These comments are provided in an accompanying document.

Survey respondents were then asked to identify all activities that they participated in while visiting Korean War Veterans Memorial, and which of those was their primary activity (Figure 21).

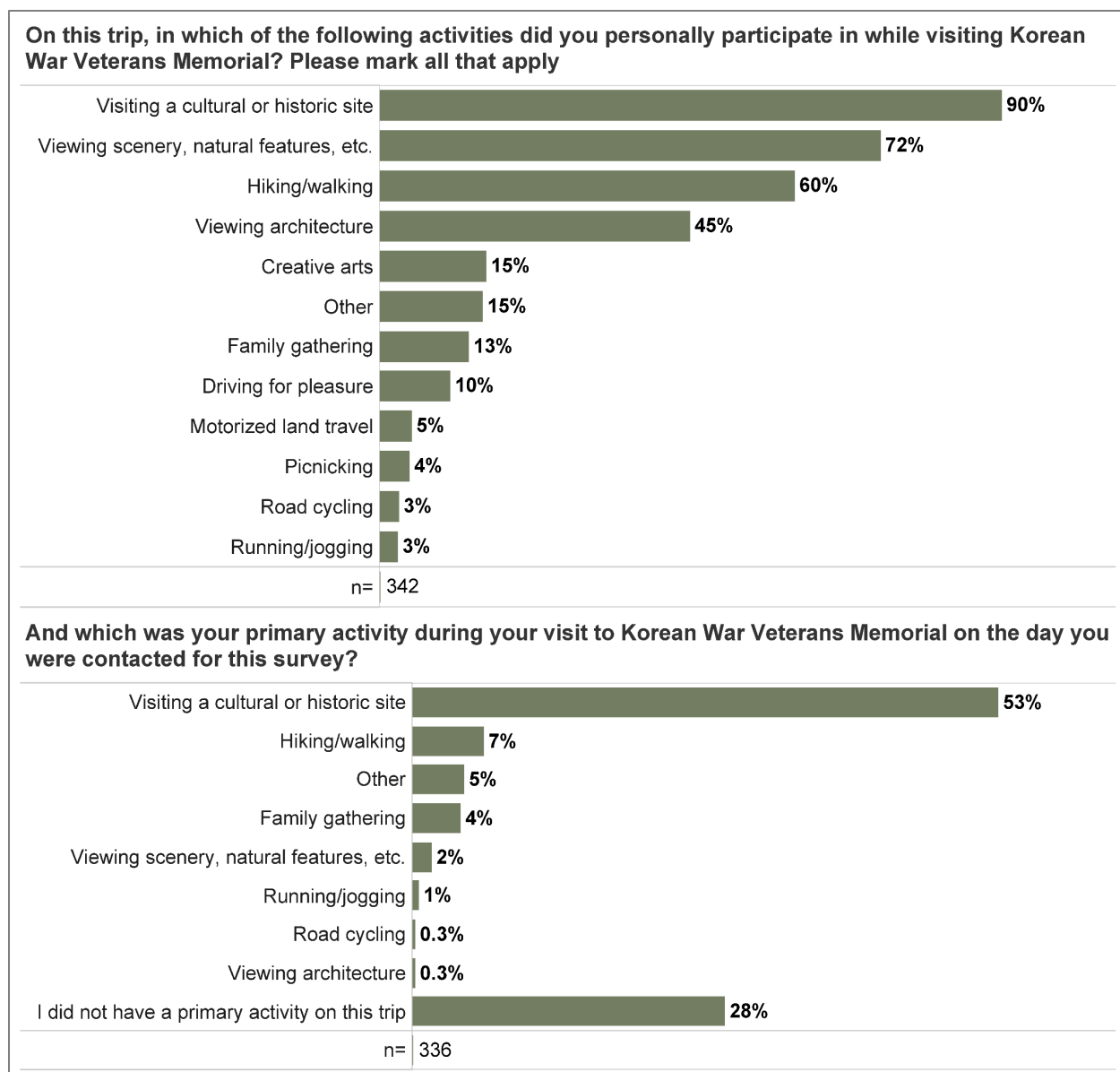


Figure 21. Participation in activities at Korean War Veterans Memorial.

NPS

- Almost all visitors reported visiting a cultural or historic site (90%), and 72% of visitors reported viewing scenery, natural features, etc.
- Driving for pleasure, motorized land travel, picnicking, road cycling, and running/jogging were all uncommon activities (reported by 10% or fewer of respondents).
- The majority of respondents (53%) reported visiting a cultural or historic site as their primary activity, followed by hiking/walking (7%).
- More than a quarter of respondents (28%) stated they did not have a primary activity on their visit to Korean War Veterans Memorial.

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Korean War Veterans Memorial on their trip, then asked which of those was the most important reason for them to visit Korean War Veterans Memorial (Figure 22).

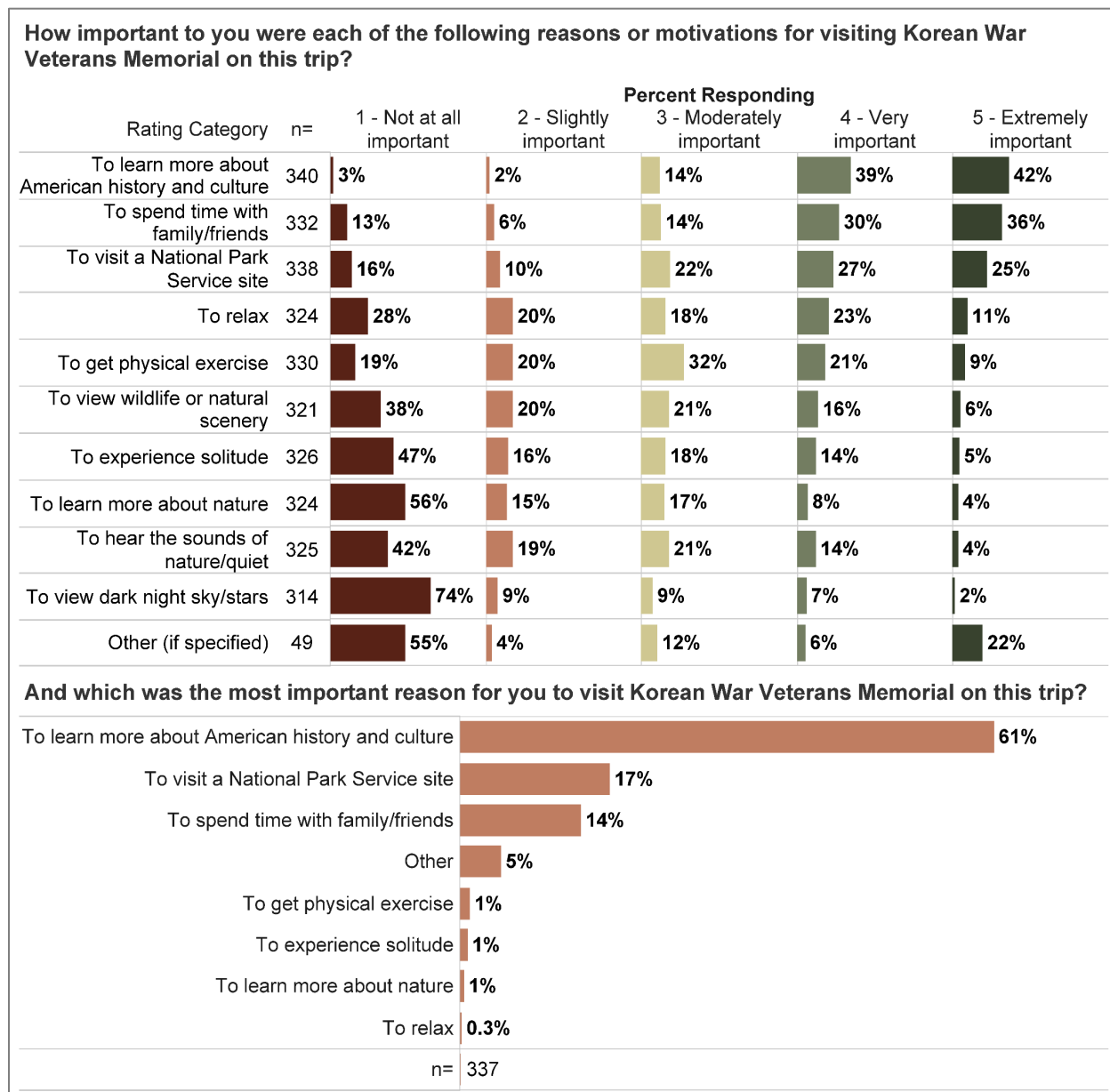


Figure 22. Reasons or motivations to visit Korean War Veterans Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- Most visitors chose “to learn more about American history and culture” (42%) and “to spend time with family/friends” (36%) as extremely important reasons for their trip to Korean War Veterans Memorial.

- 22% of respondents reported “Other (if specified)” as an extremely important reason for their trip to Korean War Veterans Memorial.
- The least important reasons were “to view dark night sky/stars” and “to learn more about nature” (only 2% and 4% of respondents, respectively, reported them as extremely important, and 74% and 56% 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” (61%), followed by “to visit a National Park Service site” (17%), and to spend time with family/friends (14%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Korean War Veterans Memorial during their trip (Figure 23).

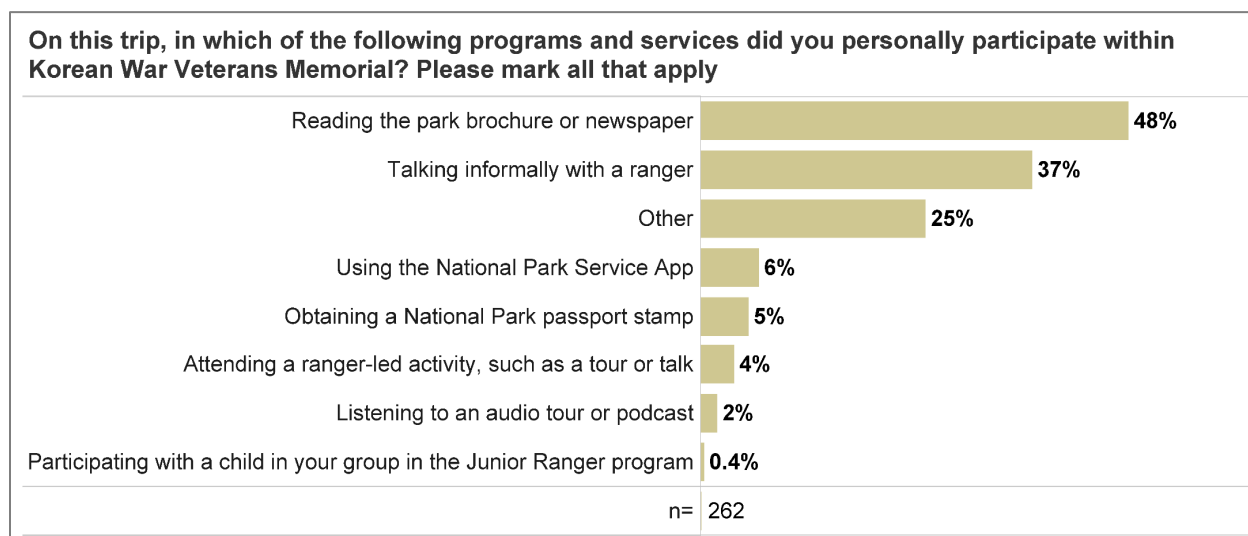


Figure 23. Programs participated while visiting Korean War Veterans Memorial.

NPS

- The two most-used programs were reading the park brochure or newspaper (48%) and talking informally with a ranger (37%).
- The two least used programs included listening to an audio tour or podcast (2%) and participating with a child in the Junior Ranger program (0.4%).

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 24).

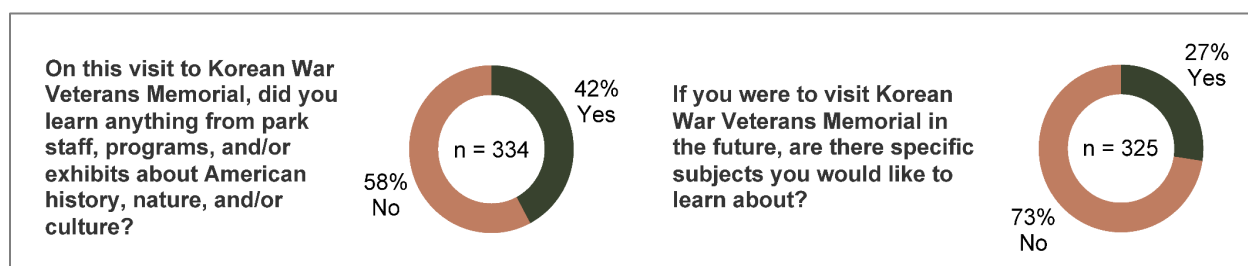


Figure 24. Learning.

NPS

- Less than half of respondents (42%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

- Only a quarter of respondents (27%) reported that if they were to visit Korean War Veterans 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 Korean War Veterans Memorial (Figure 25).

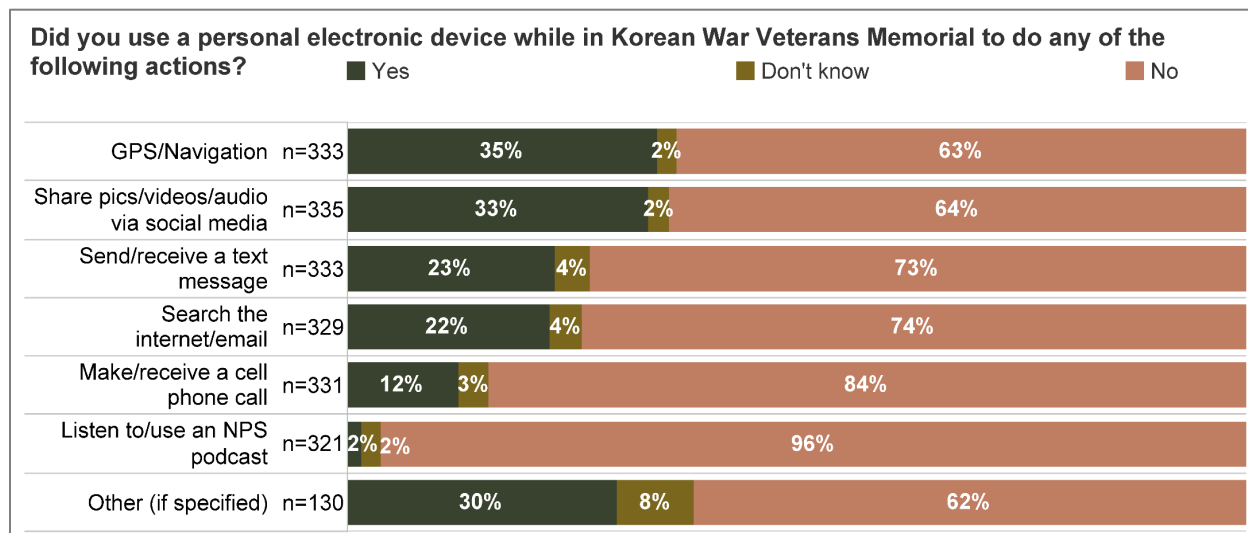


Figure 25. Use of personal electronic devices while visiting Korean War Veterans Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- About a third of respondents (35%) reported using GPS/Navigation, and another third (33%) reported sharing pics/videos/audio via social media.
- 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 26), and the quality of their service (Figure 27).

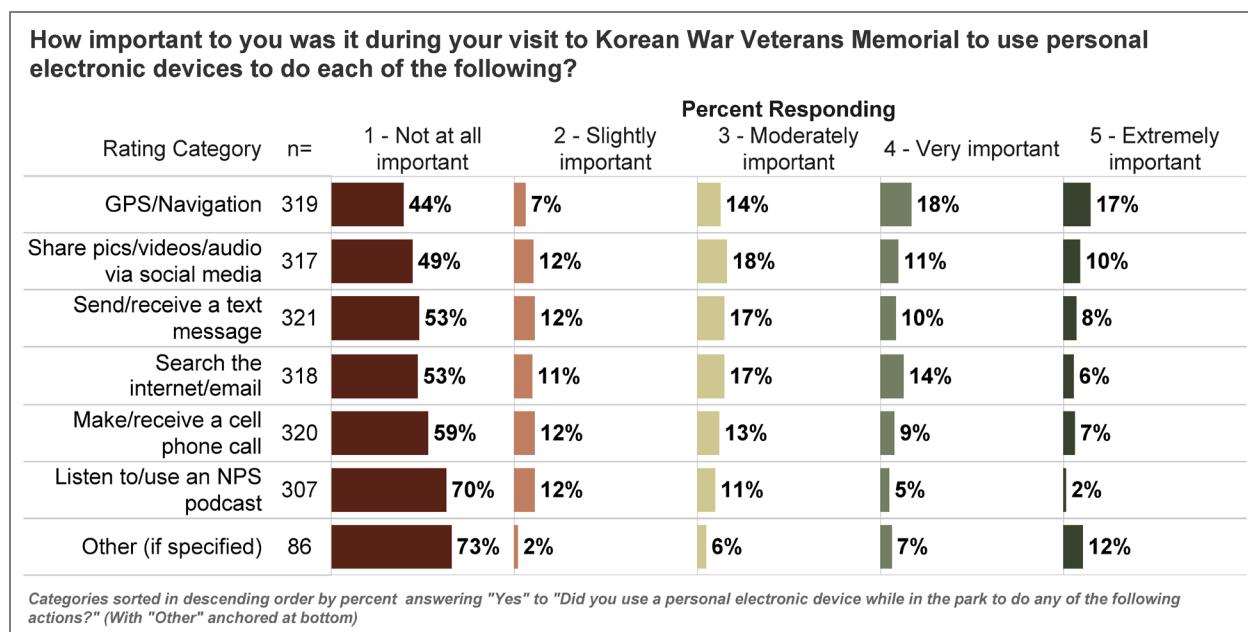


Figure 26. The importance of use of personal electronic devices while visiting Korean War Veterans Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The most important device uses were GPS/Navigation and sharing pics/videos/audio via social media (17% and 10% of respondents, respectively, rated them as extremely important).
- 12% of respondents stated an “Other (if specified)” use was extremely important.
- Listening to and using an NPS podcast was rated as extremely important only by 2% of respondents, and not at all important by 70% of respondents.

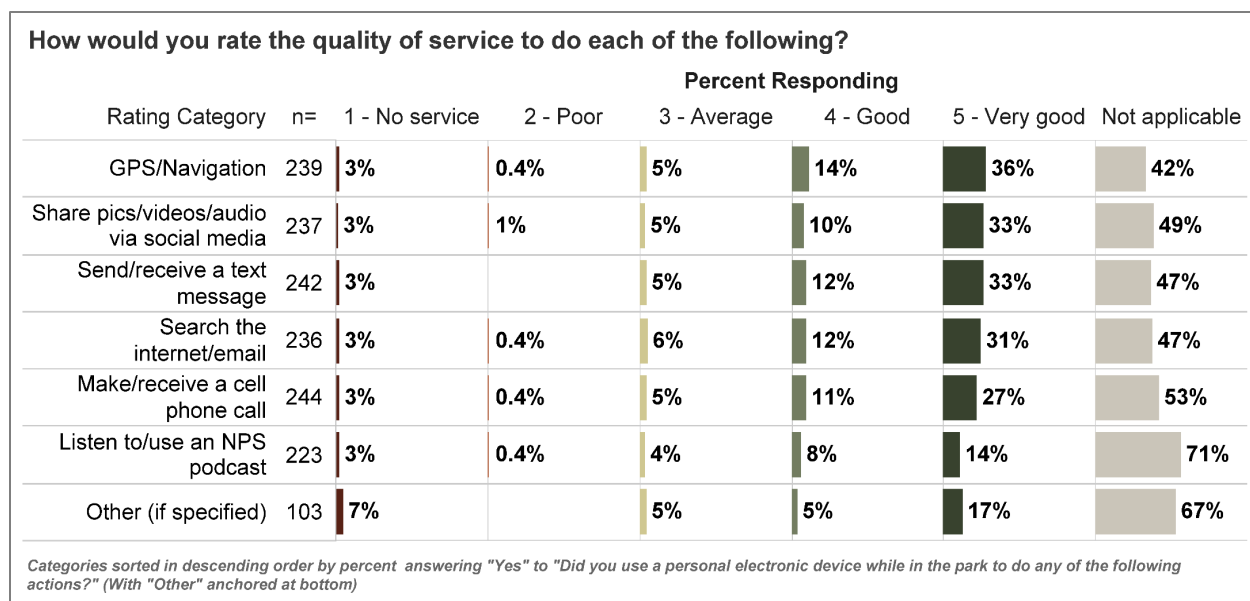


Figure 27. Quality of service of personal electronic devices while visiting Korean War Veterans Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- GPS/Navigation was rated as very good or good by 36% and 14% of respondents, respectively. However, 3% of respondents reported that they had no service for this.
- A small number of respondents stated that they had no service for the listed uses (ranged from 3% to 7%, depending on the service).
- Large percentages of respondents (ranged from 42% to 67%, depending on the service) reported that the quality of service was “Not applicable” for the listed uses.

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 Korean War Veterans Memorial. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

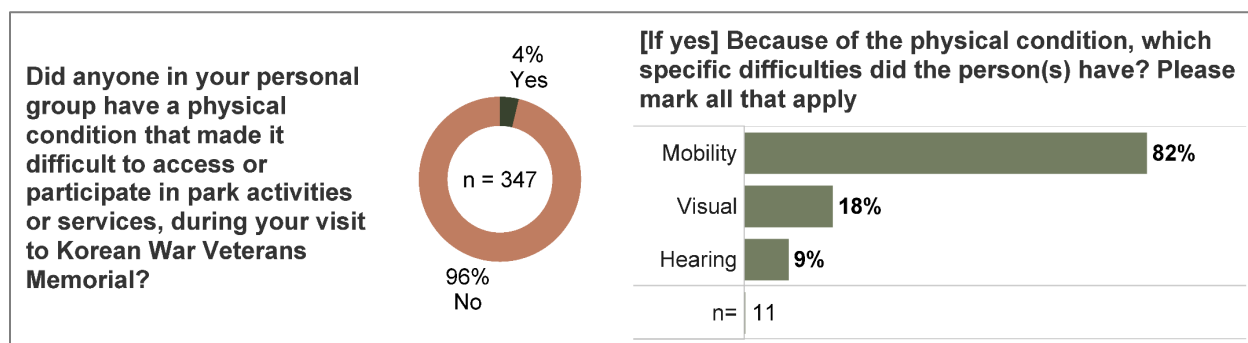


Figure 28. Physical difficulties while visiting Korean War Veterans Memorial.

NPS

- The majority of respondents (96%) 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 Korean War Veterans Memorial.
- Among the 4% of visitors who identified at least one difficulty, 82% reported mobility issues in their group, with small portions also reporting visual difficulties (18%) and/or hearing difficulties (9%).

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Korean War Veterans Memorial met their expectations (Figure 29).

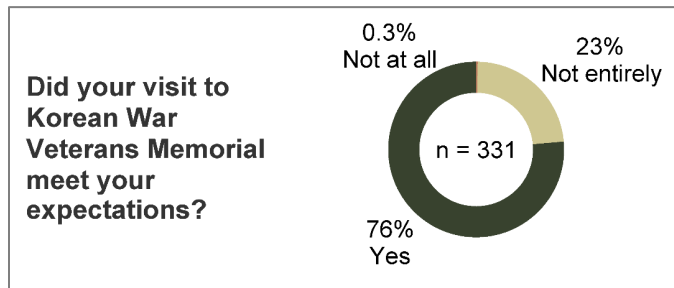


Figure 29. Meeting Korean War Veterans Memorial expectations.

NPS

- The majority of respondents (76%) reported that their visit to Korean War Veterans Memorial met their expectations, while 23% of respondents said it did not meet their expectations entirely, and only 0.3% of respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Korean War Veterans 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 Korean War Veterans Memorial and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

To what extent do you agree or disagree with each of the following statements?						
Rating Category	n=	Percent Responding				
		1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree nor Disagree	4 - Somewhat Agree	5 - Strongly Agree
Korean War Veterans Memorial is a safe place to visit	343	2%	0.3%	1%	8%	86%
Historical and cultural features in Korean War Veterans Memorial are well maintained/preserved	334	1%	2%	9%	21%	60%
Vandalism and crime are not a problem at Korean War Veterans Memorial	337	5%	1%	11%	9%	50%
Natural resources in Korean War Veterans Memorial are in pristine condition	341	3%	14%	21%	26%	28%
Development of adjacent areas detracts from visitors' experience at Korean War Veterans Memorial	336	23%	11%	21%	20%	18%
Korean War Veterans Memorial is too crowded	340	32%	27%	24%	13%	3%
Korean War Veterans Memorial is not accessible to a person with physical disabilities	336	40%	17%	13%	3%	3%
The entrance fee for Korean War Veterans Memorial is too high	333	63%	3%	8%		2%

Figure 30. Rating Korean War Veterans Memorial experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “Korean War Veterans 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 Korean War Veterans Memorial are well maintained/preserved” and “Vandalism and crime are not a problem at Korean War Veterans Memorial” (81% and 59% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “The entrance fee for Korean War Veterans Memorial is too high,” “Korean War Veterans Memorial is too crowded” and “Korean War Veterans Memorial is not accessible to a person with physical disabilities” received the least support, with only 2% to 3% of respondents, strongly agreeing with these statements, and a combined 57% to 66% of respondents strongly or somewhat disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Korean War Veterans Memorial (Figure 31).

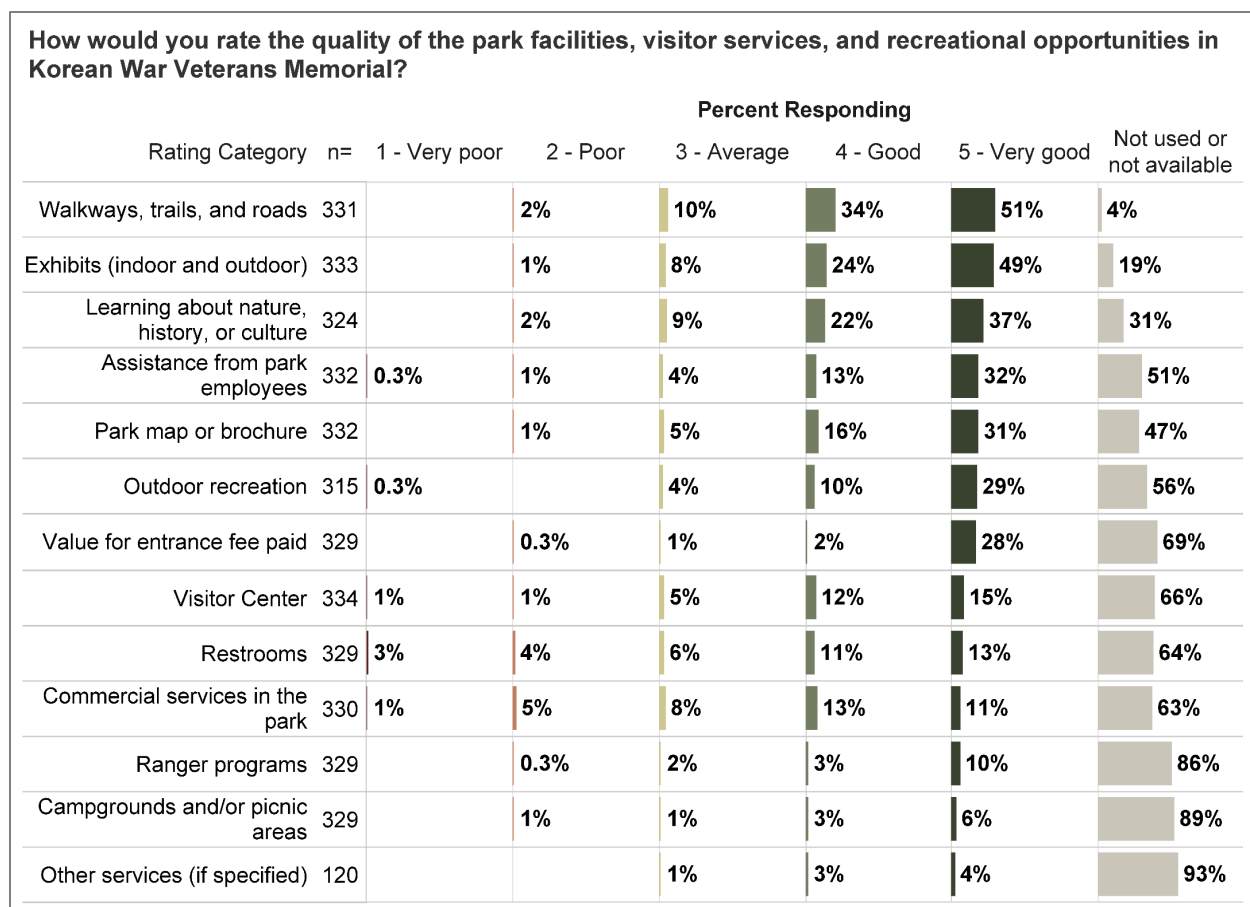


Figure 31. Rating the quality of Korean War Veterans Memorial facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- Over half of visitors (51%) rated walkways, trails, and roads as very good. The second highest rated options included exhibits (indoor and outdoor) and learning about nature, history, or culture with 49% and 37% of respondents, respectively, rated these options as very good.
- Conversely, less than a quarter of visitors rated the visitor center, restrooms, commercial services in the park, ranger programs, campgrounds/picnic area, and other services 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 32).

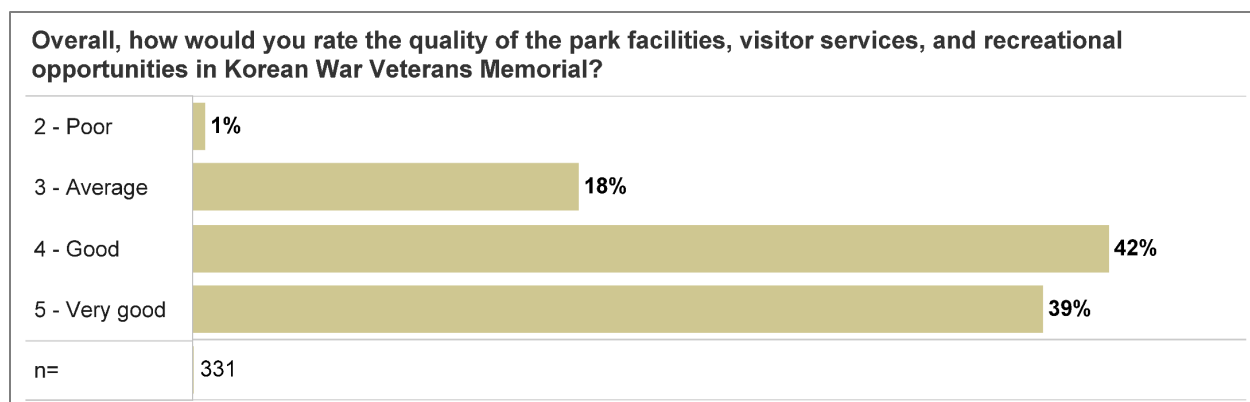


Figure 32. Rating overall quality of Korean War Veterans Memorial facilities, visitor services, and recreational opportunities.

NPS

- 39% of respondents rated the quality of the park facilities, visitor services, and recreational opportunities in Korean War Veterans Memorial as very good, and another 42% rated them as good.
- Just about 1 in 5 visitors (19%) 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 33 depicts descriptive statistics for respondent gender, age, and education.

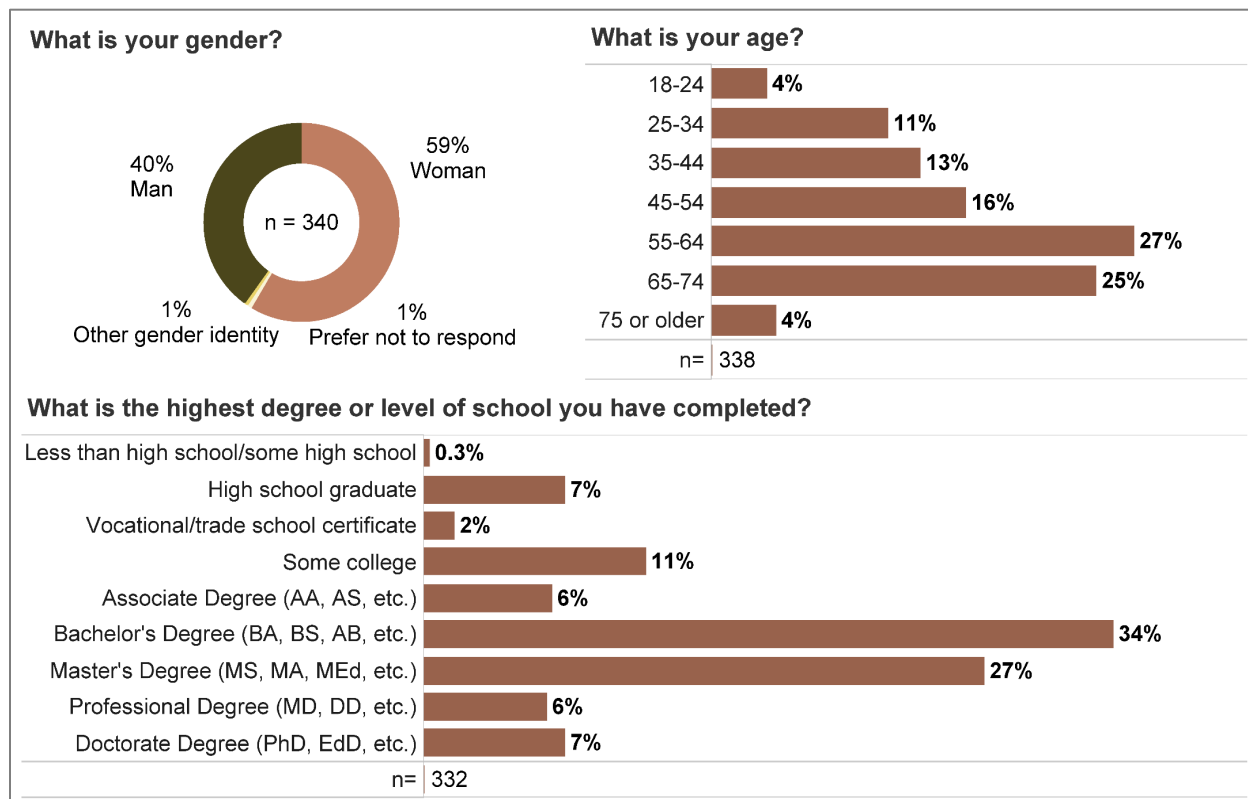


Figure 33. Respondent demographics: gender, age, and level of education.

NPS

- Follow-up survey respondents were more likely to be women than men (59% vs. 40%). Another 1% had another gender identity, while 1% preferred not to disclose their gender identity.
- The most common age categories were 55 to 64 (27%), 65 to 74 (25%), and 45 to 54 (16%). The least represented age group were 18 to 24 and 75 or older (only 4% of the participants surveyed were in each group).
- Most survey respondents were highly educated, with a combined 80% having some college degree; 34% held a bachelor's degree, and 27% held a master's degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 34).

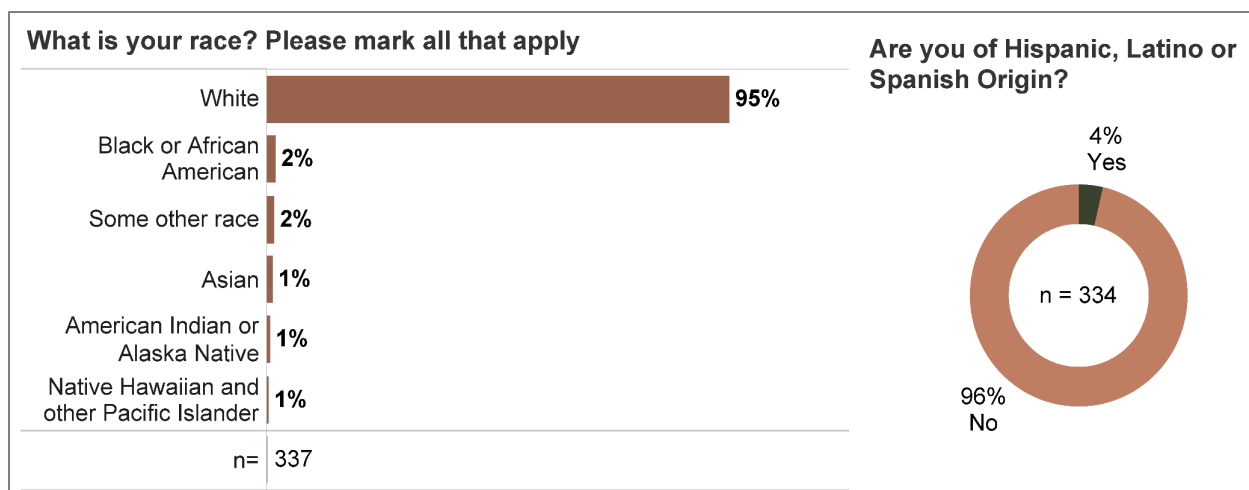


Figure 34. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (95%) were White, while 2% were Black or African American.
- Most respondents (96%) 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 35).

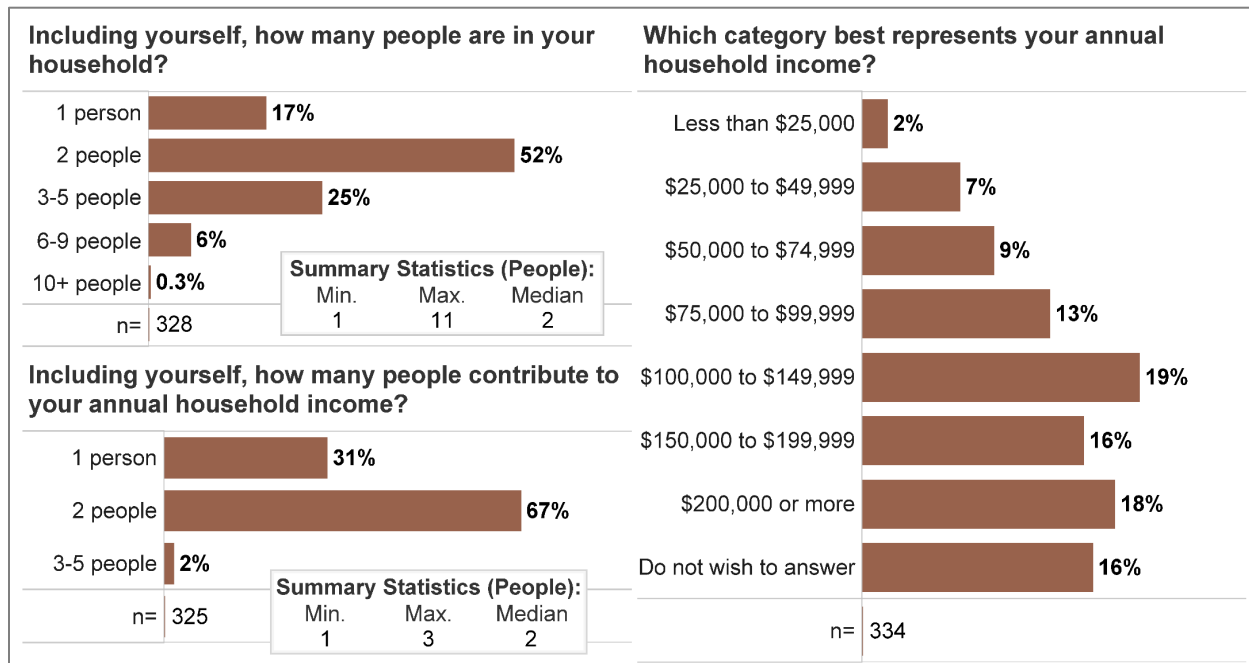


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- More than half of respondents (52%) had two people in their household, followed by three to five people (another 25%).
- In addition to being highly educated, Korean War Veterans Memorial visitors are also relatively affluent. About one in five of respondents (19%) reported that their annual household income was between \$100,000 and \$149,999, another 18% earned \$200,000 or more, and 16% earned between \$150,000 and \$199,00.
- Most respondents (67%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 36).

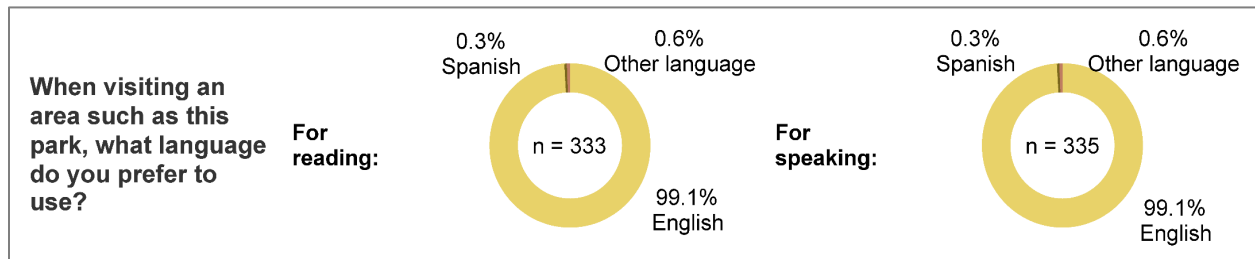


Figure 36. Respondent's language preference.

NPS

- The overwhelming majority of respondents (99.1%) preferred to use English both for reading and speaking when visiting an area such as Korean War Veterans Memorial.
- Only 0.3% of respondents preferred Spanish for either reading and/or speaking, and another 0.6% preferred another language.

Literature Cited

National Park Service (NPS). 2022. 2022 Socioeconomic Monitoring of Korean War Veterans National Memorial: Visitor Intercept and Post-Trip Surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318670>

Appendix A: Accessible Tables

This appendix contains accessible tables with data from figures found in the body of the report (Tables 8–19). Table captions include hyperlinks to the corresponding figures.

Table 8. Data from [Figure 6](#). Number of nights spent in the local area around Korean War Veterans Memorial by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Camping outside Korean War Veterans Memorial	18	1	30	5
Lodging outside Korean War Veterans Memorial	872	1	30	3
Unpaid accommodations	110	1	60	3

Table 9. Data from [Figure 7](#). Number of adults and children in respondent's personal group while visiting Korean War Veterans Memorial.

Group Composition	n	Min.	Max.	Median
Adults	1229	1	225	2
Children	1229	0	270	0

Table 10. Data from [Figure 13](#). Number of people in respondent's vehicle when entering Korean War Veterans 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 Korean War Veterans Memorial?	144	1	9	3
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Korean War Veterans Memorial?	4	1	5	3

Table 11. Data from [Figure 14](#). Previous visits to Korean War Veterans Memorial.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Korean War Veterans Memorial over the past 12 months?	548	1	50	1
[If not first-time visitor] Including this visit, how many visits have you made to Korean War Veterans Memorial over the past five years?	548	1	250	2

Table 12. Data from [Figure 15](#). 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?	1,227	0	100	1

Table 13. Data from [Figure 22](#). Reasons or motivations to visit Korean War Veterans Memorial.

Rating Category	n
To visit a National Park Service site	338
To experience solitude	326
To hear the sounds of nature/quiet	325
To learn more about nature	324
To learn more about American history and culture	340
To spend time with family/friends	332
To get physical exercise	330
To view wildlife or natural scenery	321
To relax	324
To view dark night sky/stars	314
Other (if specified)	49

Table 14. Data from [Figure 25](#). Use of personal electronic devices while visiting Korean War Veterans Memorial.

Device Use	n
Make/receive a cell phone call	331
Send/receive a text message	333
Search the internet/email	329
GPS/Navigation	333
Share pics/videos/audio via social media	335
Listen to/use an NPS podcast	321
Other (if specified)	130

Table 15. Data from [Figure 26](#). The importance of use of personal electronic devices while visiting Korean War Veterans Memorial.

Device Use	n
Make/receive a cell phone call	320
Send/receive a text message	321
Search the internet/email	318
GPS/Navigation	319
Share pics/videos/audio via social media	317
Listen to/use an NPS podcast	307
Other (if specified)	86

Table 16. Data from [Figure 27](#). Quality of service of personal electronic devices while visiting Korean War Veterans Memorial.

Device Use	n
Make/receive a cell phone call	244
Send/receive a text message	242
Search the internet/email	236
GPS/Navigation	239
Share pics/videos/audio via social media	237
Listen to/use an NPS podcast	223
Other (if specified)	103

Table 17. Data from [Figure 30](#). Rating Korean War Veterans Memorial experience.

Rating Category	n
Korean War Veterans Memorial is a safe place to visit	343
Korean War Veterans Memorial is too crowded	340
Natural resources in Korean War Veterans Memorial are in pristine condition	341
The entrance fee for Korean War Veterans Memorial is too high	333
Vandalism and crime are not a problem at Korean War Veterans Memorial	337
Korean War Veterans Memorial is not accessible to a person with physical disabilities	336
Historical and cultural features in Korean War Veterans Memorial are well maintained/preserved	334
Development of adjacent areas detracts from visitors' experience at Korean War Veterans Memorial	336

Table 18. Data from [Figure 31](#). Rating the quality of Korean War Veterans Memorial facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	334
Exhibits (indoor and outdoor)	333
Restrooms	329
Walkways, trails, and roads	331
Campgrounds and/or picnic areas	329
Assistance from park employees	332
Park map or brochure	332
Ranger programs	329
Value for entrance fee paid	329
Commercial services in the park (food, lodging, gifts, rental, etc.)	330
Other services (if specified)	120
Learning about nature, history, or culture	324
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	315

Table 19. Data from [Figure 35](#). Household demographics: annual household income and household size.

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	328	1	11	2
Including yourself, how many people contribute to your annual household income?	325	1	3	2

National Park Service
U.S. Department of the Interior



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Natural Resource Stewardship and Science

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