



# 2022 Socioeconomic Research of Lake Meredith National Recreation Area

*Report on 2022 Data Collection (Revised)*



A motorboat glides across Lake Meredith.  
NPS

# **2022 Socioeconomic Research of Lake Meredith National Recreation Area: Report on 2022 Data Collection (Revised)**

Science Report NPS/SR—2026/477

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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. Lake Meredith National Recreation Area (Lake Meredith) 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 Lake Meredith 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 9 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. Lake Meredith National Recreation Area (Lake Meredith) 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 period<sup>1</sup> 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 Lake Meredith National Recreation Area, what they do during their visit, and their spending profile. The results of the study are intended to assist Lake Meredith National Recreation Area 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.

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<sup>1</sup> 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.



Hikers on a trail in Lake Meredith National Recreation Area.  
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## 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 Lake Meredith local area map is shown in Figure 1. The local area around Lake Meredith consists of Moore, Hutchinson, Potter, Carson, Gray, Randall counties in Texas. Within Lake Meredith, the study area was comprised of 5 primary 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.

**Table 1.** Information about sampling locations in Lake Meredith.

| Intercept Site              | Completed Intercept Surveys |                    | Nearby Attractions                                                                                   |
|-----------------------------|-----------------------------|--------------------|------------------------------------------------------------------------------------------------------|
|                             | Number of Surveys           | Percent of Surveys |                                                                                                      |
| Sanford-Yake                | 154                         | 37.5%              | Boat Ramp, Campground, Picnic Area, Restroom                                                         |
| Fritch Fortress Launch Ramp | 76                          | 18.5%              | Boat Ramp, Campground, Picnic Area, Restrooms, Amphitheater                                          |
| Blue West Launch Ramp       | 42                          | 10.2%              | Boat Ramp, Campground, Picnic Area                                                                   |
| Spring Canyon               | 84                          | 20.4%              | Picnic Area, Kayak Access, Swimming Area, Fishing Dock, Restrooms, Boardwalk                         |
| Harbor Bay                  | 55                          | 13.4%              | Boat Ramp, Kayak Access, Campground, Picnic Area, Harbor Bay Trailhead, South Turkey Creek Trailhead |



**Figure 1.** Lake Meredith National Recreation Area local area map.  
NPS

## 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 June 9<sup>th</sup> to June 18<sup>th</sup>, 2022. A sample of visitors were intercepted while visiting Lake Meredith across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations who arrived by vehicle to the site.

High temperatures ranged from 101 to 107 (F) degrees during the entire study period and may have altered response rates. Although this area is generally warm during the summer season, the weather during this time was exceptionally hot. Park staff warned that extreme heat can dramatically play a role in visitation patterns, anecdotally. Further, an emergency incident involving a visitor drowning on the lake during the 2<sup>nd</sup> weekend of surveying may have further impacted travel patterns of users.

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 Lake Meredith (NPS 2022). If the visitor was eligible (at least 18 years of age, not a Lake Meredith 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—Lake Meredith intercept Survey.

| Outcome                                             | Total |
|-----------------------------------------------------|-------|
| Eligible visitors contacted                         | 440   |
| Complete refusals                                   | 25    |
| Partial refusals (non-response questions completed) | 4     |
| Intercept surveys completed                         | 411   |
| Follow-up surveys distributed                       | 334   |
| Intercept response rate                             | 93.4% |
| Follow-up acceptance rate                           | 81.3% |

During the sampling period, 5 surveyors were stationed simultaneously at different sampling sites. Surveyors worked a morning shift from 6:30 am to 10:30 am and an evening shift from 4:30 pm to 8:30 pm to capture visitors at peak times. Due to heat challenges, the team were not out during the middle of the day to as visitors were not available to be sampled.

### ***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 Lake Meredith. 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—Lake Meredith follow-up mail-back/online survey.

| Outcome                           | Total |
|-----------------------------------|-------|
| Follow-up surveys distributed     | 334   |
| Valid follow-up surveys completed | 39    |
| Response rate                     | 11.7% |

### 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 93.4%, concern over *intercept* non-response is muted. Tables 4 through 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 Lake Meredith?” Note: p-value = 0.32.

| Response | Full Survey Respondents |         | Intercept-Only Respondents |         |
|----------|-------------------------|---------|----------------------------|---------|
|          | Frequency               | Percent | Frequency                  | Percent |
| Yes      | 32                      | 84.2%   | 334                        | 89.5%   |
| No       | 6                       | 15.8%   | 39                         | 10.5%   |

**Table 5.** Non-response bias question: “Do you currently live in the United States?” Note: p-value not computed due to low cell counts in “No” category.

| Response | Full Survey Respondents |         | Intercept-Only Respondents |         |
|----------|-------------------------|---------|----------------------------|---------|
|          | Frequency               | Percent | Frequency                  | Percent |
| Yes      | 38                      | 100.0%  | 373                        | 100.0%  |
| No       | 0                       | 0.0%    | 0                          | 0.0%    |

**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 Lake Meredith and/or within the local area?” Note: p-value = 0.66.

| Response | Full Survey Respondents |         | Intercept-Only Respondents |         |
|----------|-------------------------|---------|----------------------------|---------|
|          | Frequency               | Percent | Frequency                  | Percent |
| Yes      | 7                       | 18.4%   | 58                         | 15.7%   |
| No       | 31                      | 81.6%   | 312                        | 84.3%   |

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 did not differ significantly. The results of the non-response bias analysis provide no compelling evidence that the survey data are biased due to systematic differences between respondents and non-respondents on these variables.

# Results

## **Intercept Survey Results**

The following section provides results of the 411 visitor intercept surveys conducted in Lake Meredith National Recreation Area from June 9<sup>th</sup> to June 18<sup>th</sup>, 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 Lake Meredith. 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.

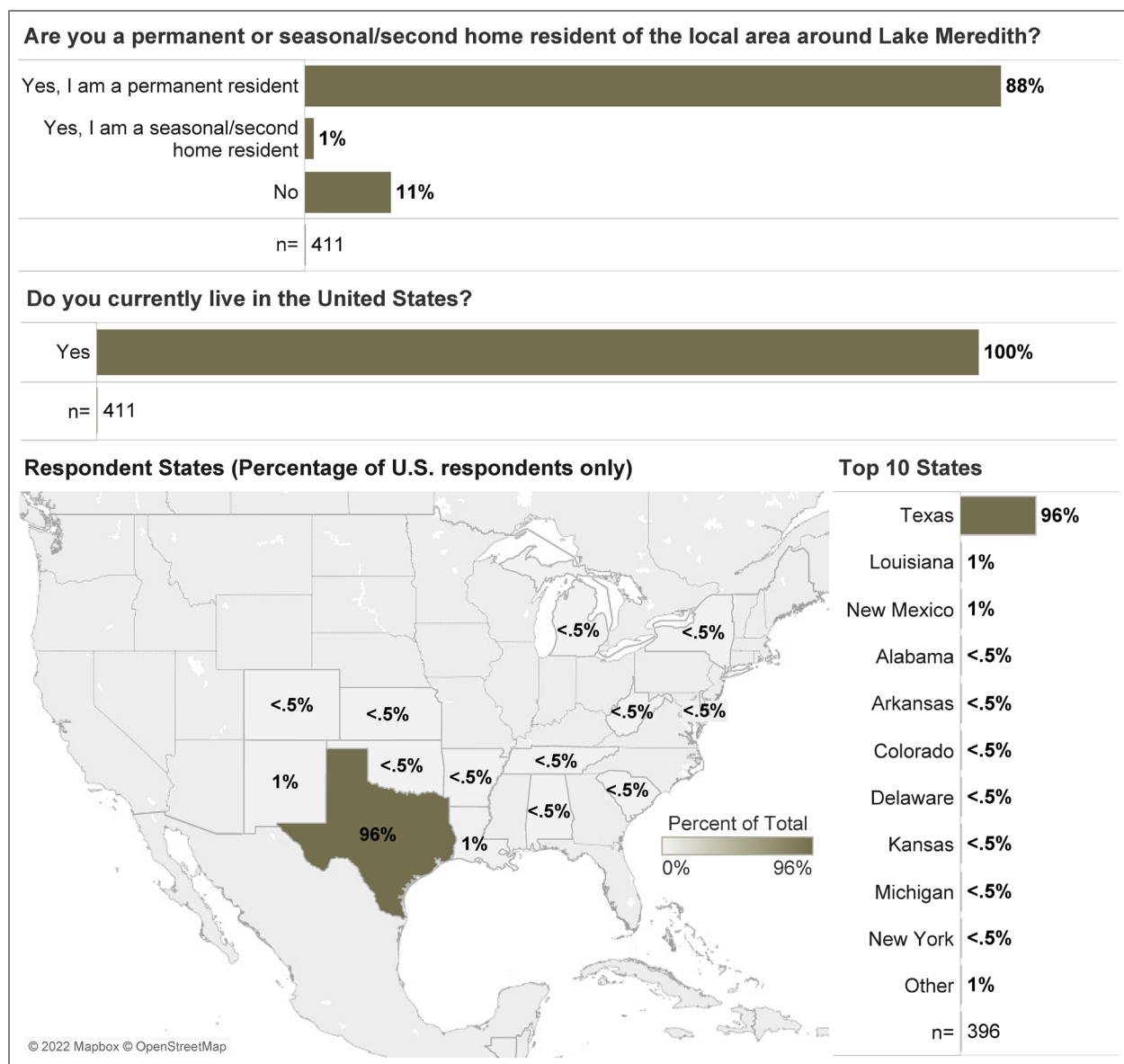


**Figure 2.** Visitor local residency status and geographic origin of domestic visitors to Lake Meredith.  
NPS

- A majority of respondents (a combined 89%) stated that they were either permanent or seasonal residents of the local area around Lake Meredith.
- There was a large geographic concentration of visitors from Texas (where Lake Meredith is located).
- Among the 100% of respondents currently residing in the U.S., 96% reside in Texas, followed by 1% in Louisiana and 1% in New Mexico.

### **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).

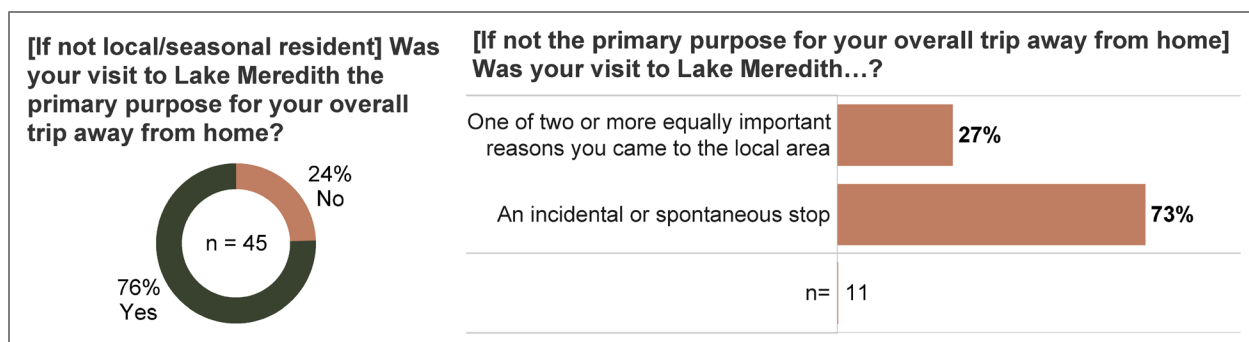


**Figure 3.** Role of Lake Meredith in overall trip purpose.

NPS

- For over three quarters of non-local respondents (76%), visiting Lake Meredith was the primary purpose for their overall trip away from home.
- Among those respondents for whom Lake Meredith was not their primary trip purpose, 73% stated that their visit to Lake Meredith was an incidental or spontaneous stop, while another 27% 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 Lake Meredith, 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.

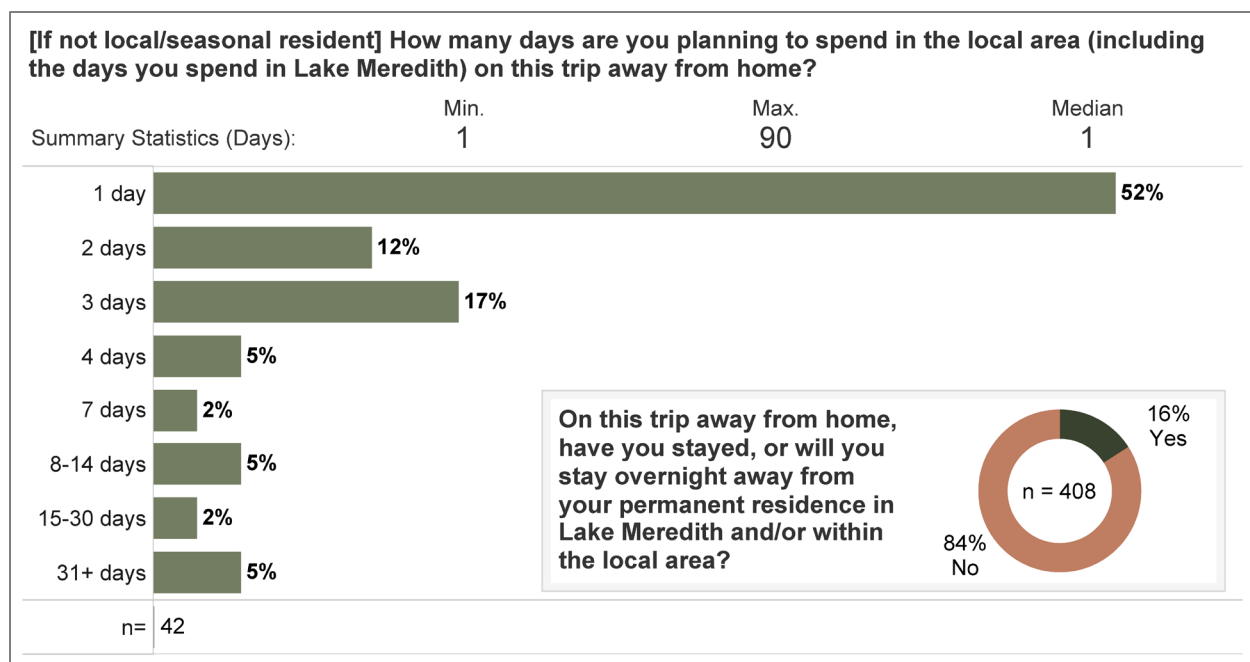


**Figure 4.** Time spent in the local area around Lake Meredith.

NPS

- Over half of non-local respondents (52%) spent one day in the local area, while 12% spent 2 days, and 17% spent 3 days. The median length of stay was X days.
- Additionally, about a sixth of all respondents (16%; 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).

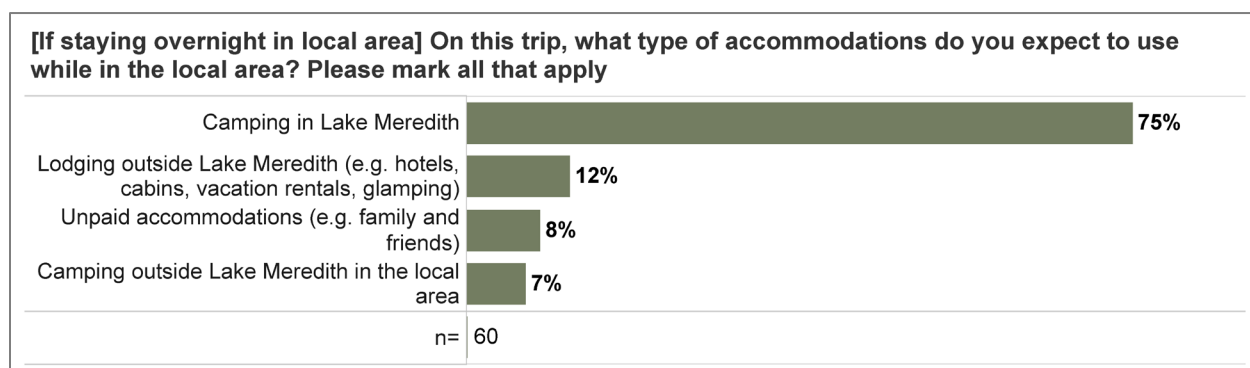


**Figure 5.** Accommodation types used in the local area around Lake Meredith.

NPS

- Three quarters of overnight respondents (75%) camped in Lake Meredith National Recreation Area.
- This was followed in prevalence by staying in lodging outside Lake Meredith (12%), and staying in unpaid accommodations (8%).

Respondents who camped in Lake Meredith were asked in which campground(s) they had stayed or planned to stay (Figure 6).

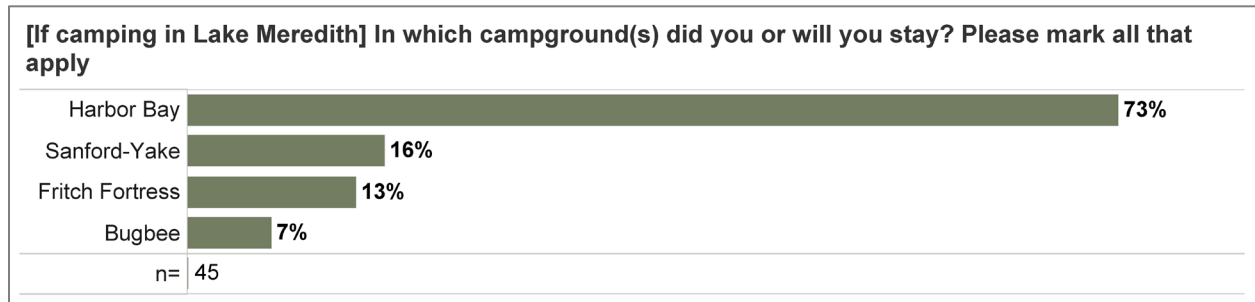


**Figure 6.** Campground use within Lake Meredith.  
*NPS*

- The majority of overnight visitors who camped stayed in the Harbor Bay Campground.
- The next most used campgrounds were Sanford-Yake (16%), Fritch Fortress (13%), and Bugbee (7%).

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

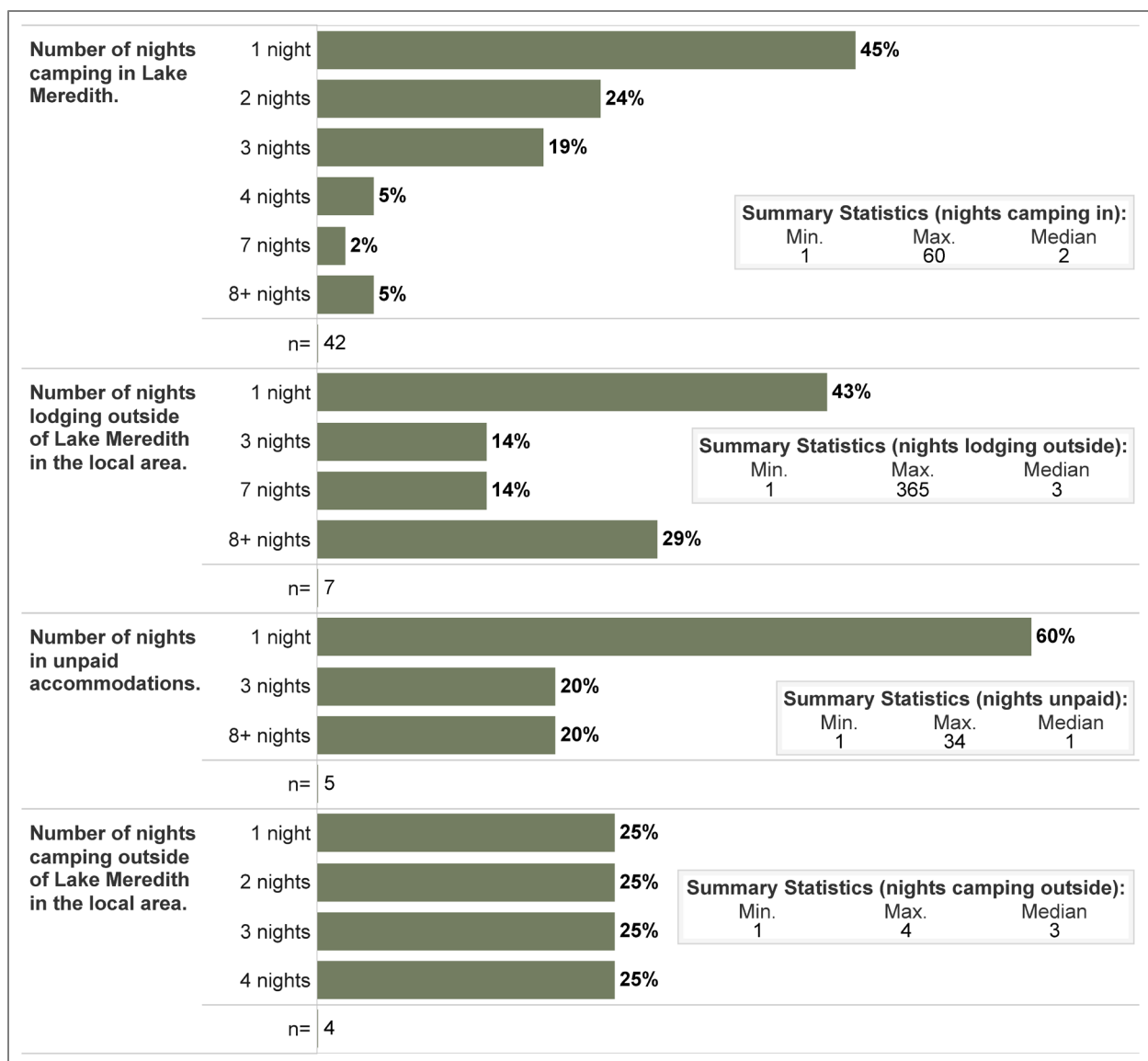


**Figure 7.** Number of nights spent in the local area around Lake Meredith, by accommodation type.

Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 75% of overnight respondents who camped in Lake Meredith (per Figure 5), the median length of stay was 2 nights. Nearly half (45%) of campers were spending 1 night camping in the park on this trip; 24% spent 2 nights, and 19% spent 3 nights.
- (Note: low sample size) Among the 12% of overnight respondents who lodged outside of Lake Meredith in the local area (per Figure 5), the median length of stay was 3 nights. Nearly half (43%) lodged 1 night in the local area on this trip; 29% spent 8 or more nights.
- (Note: low sample size) Among the 8% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), the median length of stay was 1 night.

- (Note: low sample size) Among the 7% of overnight respondents who camped outside of Lake Meredith (per Figure 5), there was an even spread of visitors who stayed 1, 2, 3, and 4 nights.

### Questions 9–11: 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 Lake Meredith (Figure 8). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but 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.

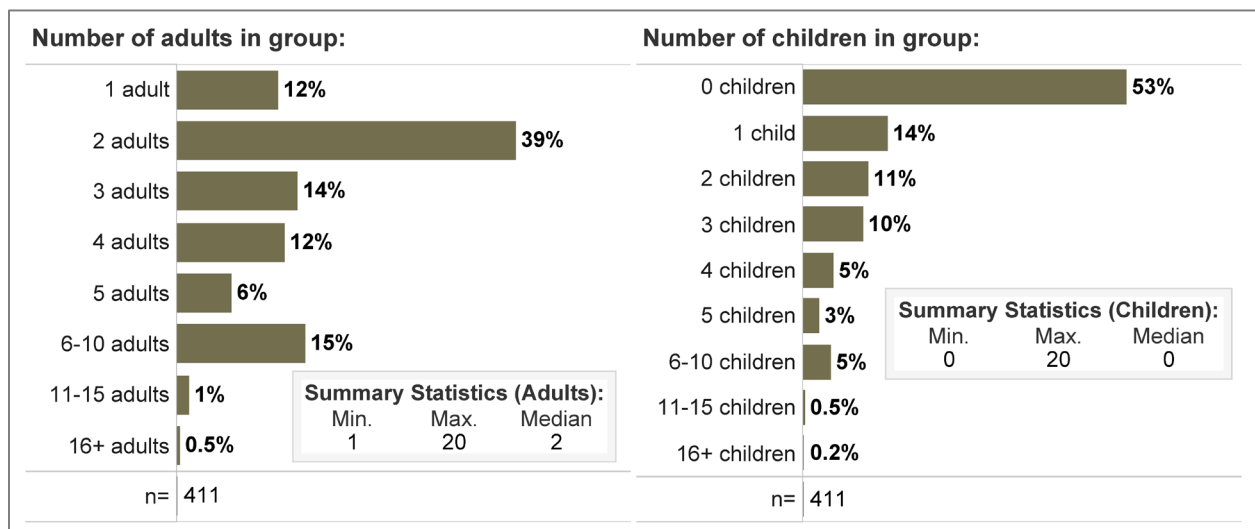


**Figure 8.** Number of adults and children in respondent's personal group while visiting Lake Meredith.

Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was 2. A plurality of groups (39%) included 2 adults.
- More than half of groups (53%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 9).

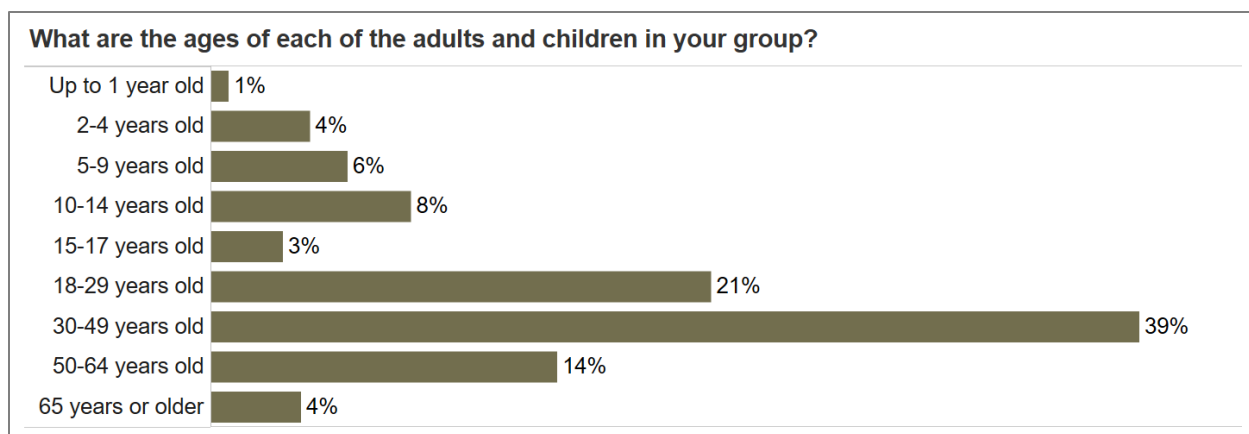


**Figure 9.** Age distribution of all members of respondent's personal group while visiting Lake Meredith.  
NPS

- The most common age of the adults and children in a personal group was 30–49 years old (39%), followed by 18–29 years old (21%), and 50–64 years old (14%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of 22% of group members.

#### **Questions 13–16: Park Use Characteristics**

First, respondents were asked to indicate if they planned to visit Lake Meredith 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 10 and Table 7).

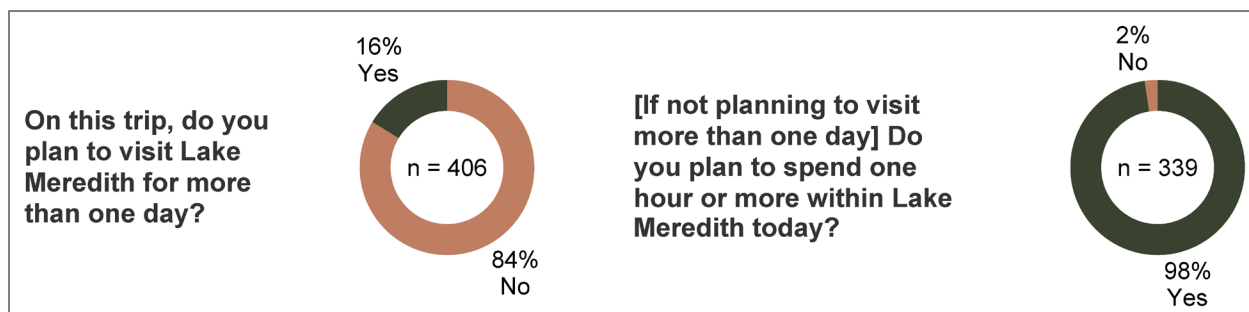


**Figure 10.** Duration of the respondent's trip to Lake Meredith.  
NPS

**Table 7.** Amount of time spent within Lake Meredith.

| Question                                                                                                                     | n   | Min. | Max. | Median |
|------------------------------------------------------------------------------------------------------------------------------|-----|------|------|--------|
| [If not planning to spend one hour or more] How many minutes do you plan to spend within Lake Meredith today?                | 6   | 15   | 59   | 35     |
| [If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Lake Meredith today? | 328 | 1    | 15   | 5      |
| [If planning to visit at least one day] How many days do you plan to spend within Lake Meredith on this trip?                | 66  | 1    | 60   | 2      |
| [If planning to visit at least one day] On how many different days do you expect to enter the park?                          | 66  | 1    | 30   | 2      |

- While visiting Lake Meredith, most visitors (84%) did not plan to spend more than one day in the park.
- Among the 84% of visitors who did not spend more than a day in Lake Meredith, the majority (98%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was 5 hours.
- The remaining 16% 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 Lake Meredith (Figure 11).

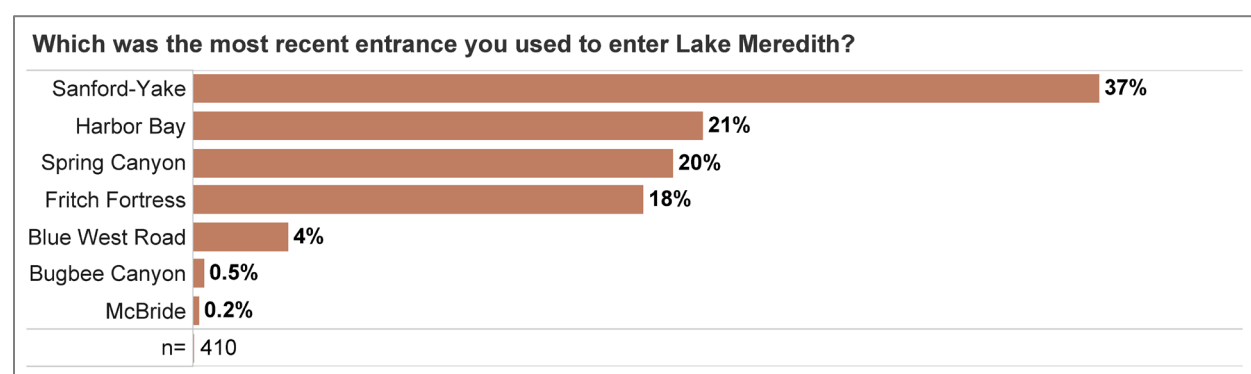


**Figure 11.** Most recent entrance used to enter Lake Meredith.  
NPS

- Sanford-Yake was the most commonly used entrance to Lake Meredith (37%), followed by Harbor Bay (21%) and Spring Canyon (20%).
- The least used entrances were McBride (0.2%) and Bugbee Canyon (0.5 %).

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

Respondents were also presented with a list of locations within Lake Meredith and asked to indicate if they had been to, or planned to visit them, that day (Figure 12).

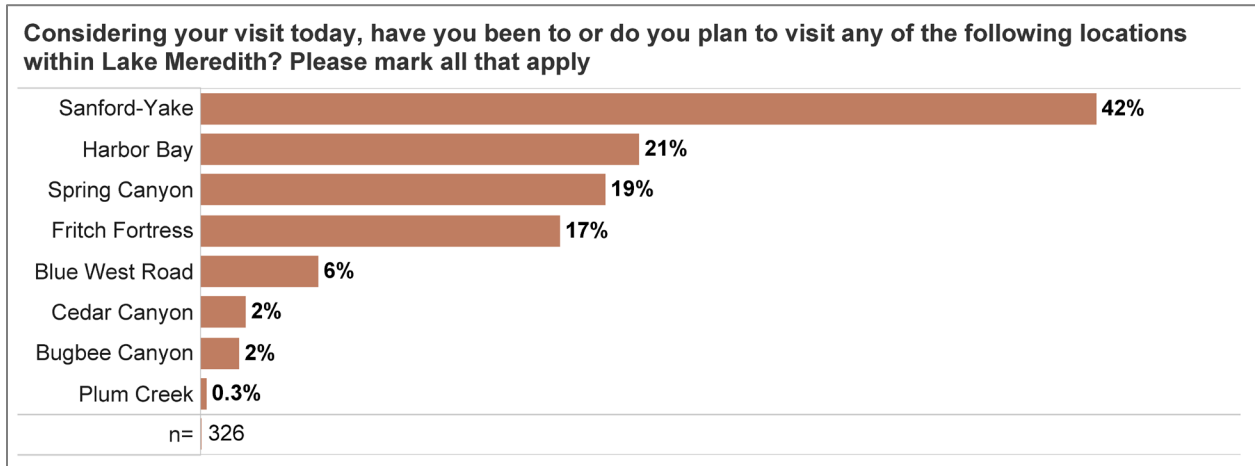


**Figure 12.** Park locations visited during the most recent trip to Lake Meredith.  
NPS

- The most commonly visited location in Lake Meredith was Sanford-Yake (42% of respondents had either been there or planned to visit it on their trip), followed by Harbor Bay (21%) and Spring Canyon (19%).
- Plum Creek was the least-visited location from the list provided, with only 0.3% of respondents reporting having visited or planning to visit.

#### **Question 17: Transportation**

Visitors were asked about the form of transportation they used to enter Lake Meredith on the day they were surveyed (Figure 13).

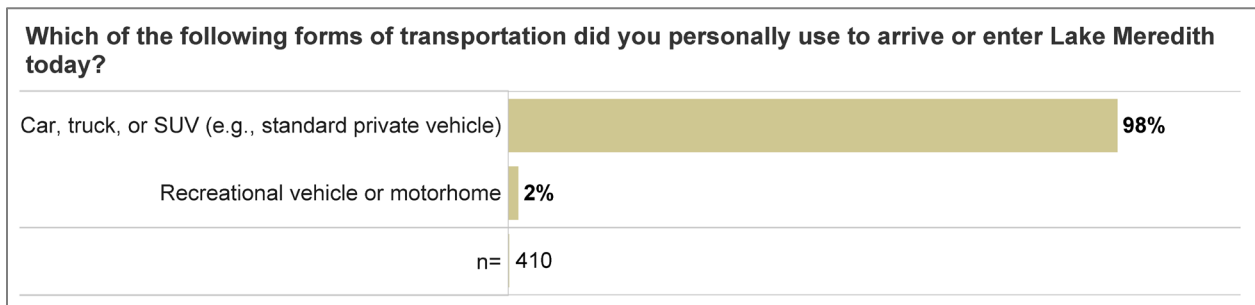


**Figure 13.** Form of transportation used to enter Lake Meredith on the day of the survey.  
NPS

- The majority of respondents (98%) reported that they used their car, truck, or SUV to enter Lake Meredith on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (2%).

All respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV; recreational vehicle or motorhome). Next, they were asked to indicate how many people were traveling in that vehicle (Figure 14).

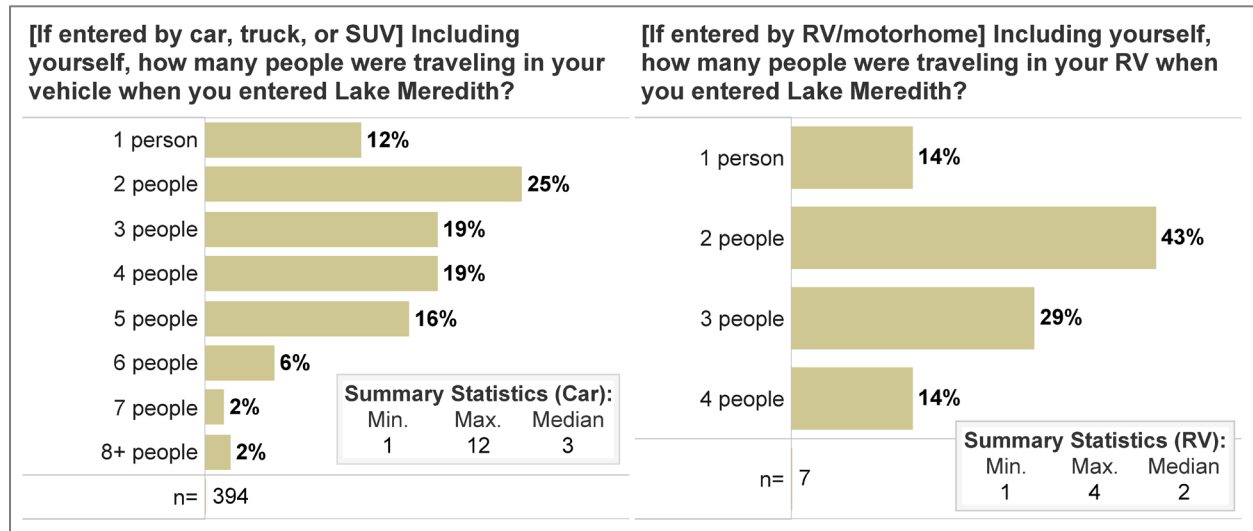


**Figure 14.** Number of people in respondent's vehicle when entering Lake Meredith. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- A quarter of respondents (25%) traveling by car reported 2 people. The next common group size was 3 people (19% each), followed by 4 people (19%).
- Nearly half of respondents entering Lake Meredith by RV/motorhome reported traveling in a group of 2 people (43%), followed by 3 people (29%).

#### **Question 19: Previous Visits to Lake Meredith**

Respondents were asked if they were first time visitors to Lake Meredith. Repeat visitors were then asked how many visits they have made to Lake Meredith in the last 12 months and the last five years (Figure 15).

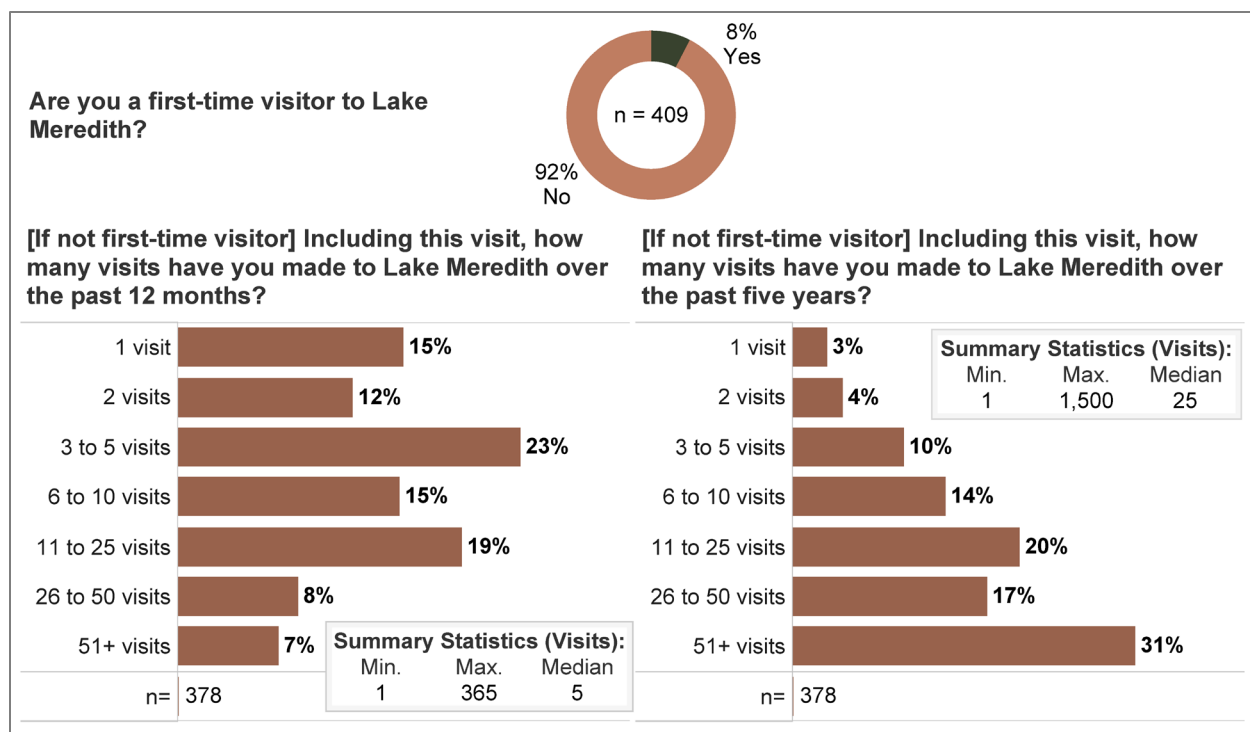


**Figure 15.** Previous visits to Lake Meredith. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

#### NPS

- The majority of respondents (92%) had visited Lake Meredith in the past.
- Among the 92% of respondents who were repeat visitors, about a quarter (23%) had visited 3 to 5 times in the last 12 months. The majority of repeat visitors (85%) had visited Lake Meredith at least one other time in the last 12 months.
- The median number of visits made in the past 5 years was 25, including the current trip; 68% of repeat visitors had made more than 10 visits in the past 5 years.

#### **Question 20: Previous Visits to Other NPS Units**

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 16).

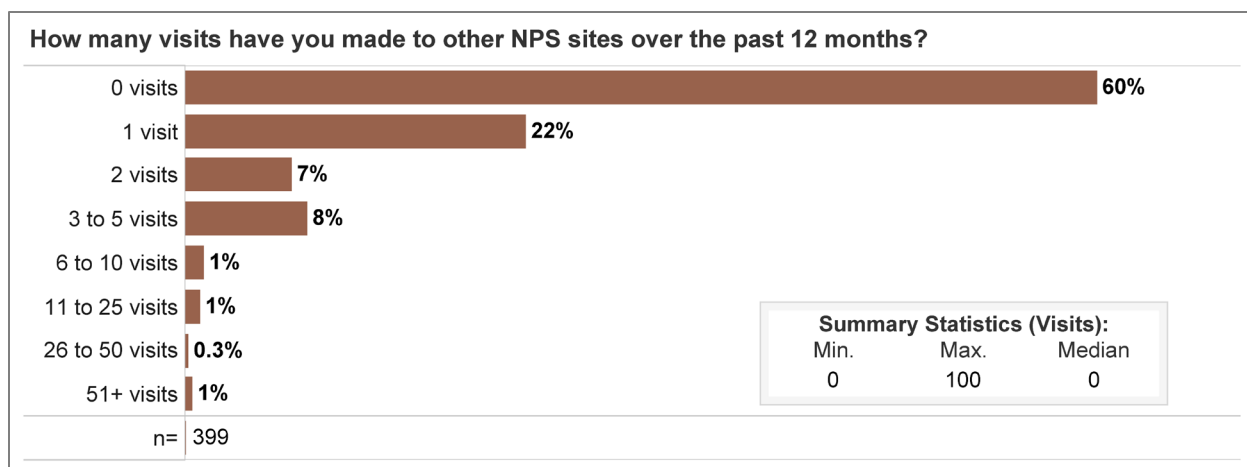


**Figure 16.** Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

#### NPS

- More than half of respondents (60%) reported that they had not visited another NPS site in the past 12 months.
- The median number of visits made to other NPS site(s) in the past 12 months was 0, though a combined 40% of respondents had made 1 or more visits in the past year.

### Follow-Up Survey Results

The following section provides results of the 39 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Lake Meredith National Recreation Area in summer of 2022. Because of the challenges with sampling, many of the follow-up survey results have sample sizes under 30 responses. Again, caution is recommended in the interpretation of figures with sample size lower than  $n = 30$ . The follow-up results have a higher margin of error due to low sample size considerations. 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 Lake Meredith

First, respondents were asked what sources they used to obtain information about Lake Meredith prior to their trip, and whether they had the information they needed on their trip (Figure 17).

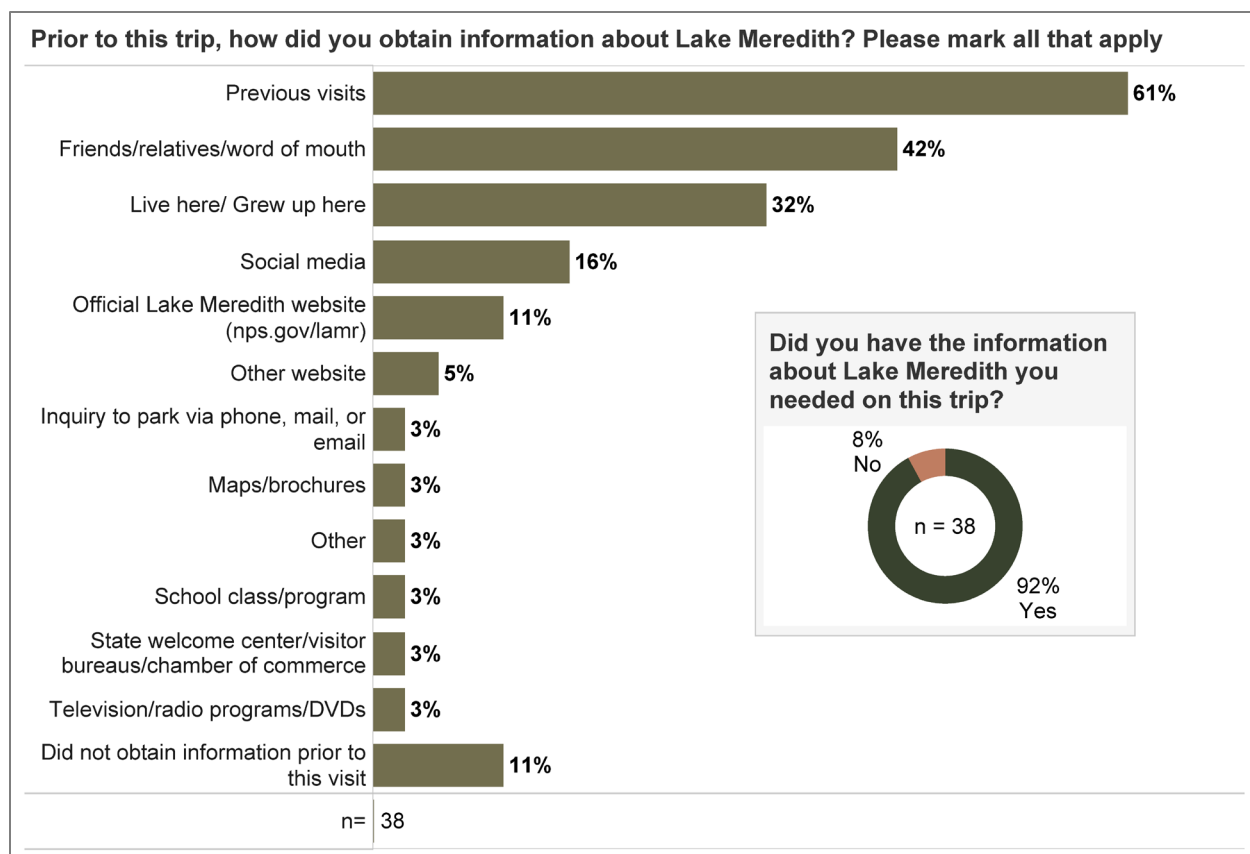


**Figure 17.** Sources used to obtain information about Lake Meredith prior to the trip.

NPS

- The most used resource was previous visits, with 61% of respondents reportedly using it. The second most common source was friends/relatives/word of mouth (42%), followed by live here/grew up here (32%).
- In a follow-up question, 92% of respondents said that they had the information about Lake Meredith that they needed on their trip, while 8% 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 Lake Meredith on their trip (Figure 18).

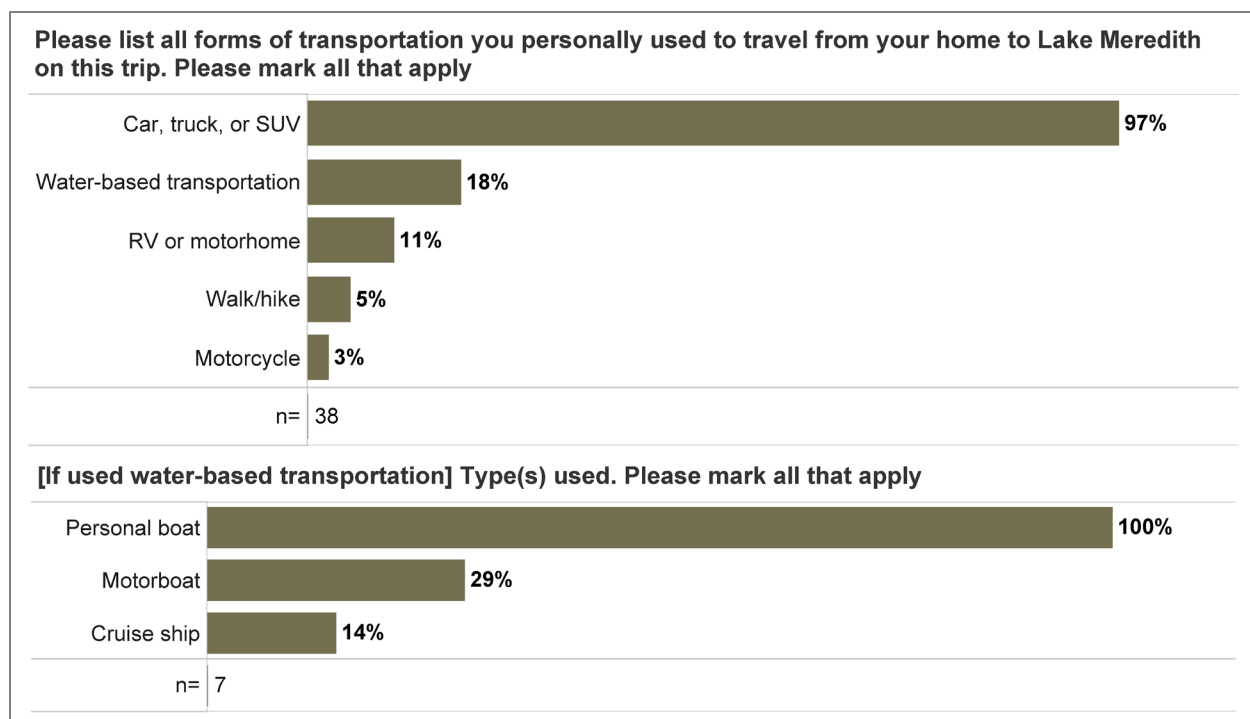


**Figure 18.** Forms of transportation used to travel from home to Lake Meredith on the recent trip.  
NPS

- Nearly all respondents (97%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Lake Meredith.
- The second most common mode of travel was water-based transportation (18%), followed by RV or motorhome (11%).
- Of those visitors who used water-based transportation at some point during their trip from home, all respondents reported using a personal boat (100%). Additionally 29% reported using a motorboat and 14% used a cruise ship.

#### **Question 4: Travel Party Composition**

Respondents were asked what type of group they were with during their visit to Lake Meredith on the day of the survey (Figure 19).

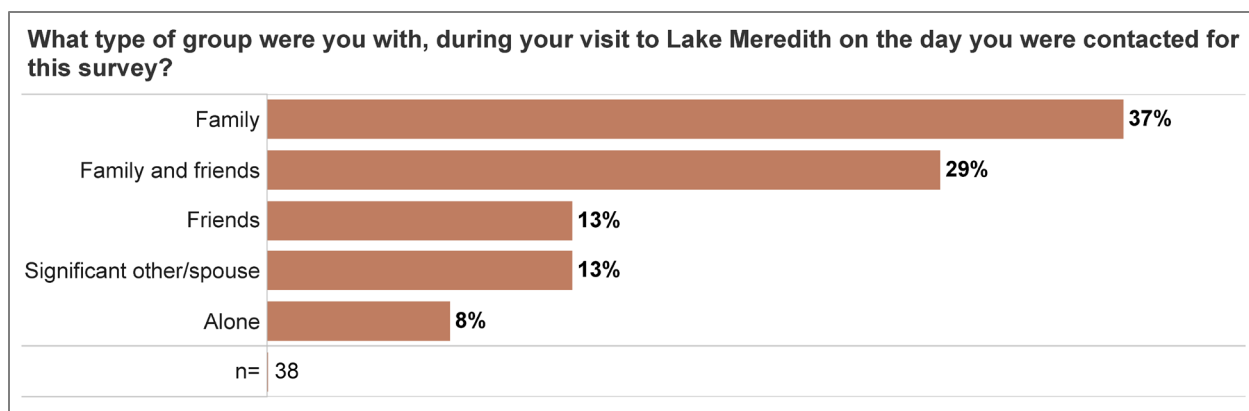


**Figure 19.** Travel party composition during Lake Meredith visit.

NPS

- About one-third of respondents (37%) visited Lake Meredith with their family on the day of the survey.
- More than a quarter of respondents (29%) explored Lake Meredith with their family and friends, and another 13% visited the park with their friends only.

#### **Question 10: Entrance Fees**

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Lake Meredith<sup>2</sup> (Figure 20).

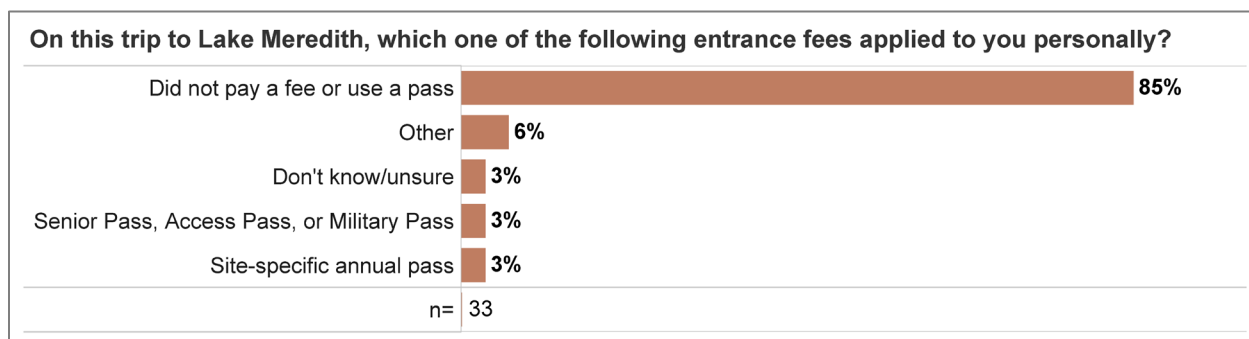


**Figure 20.** Entrance fees to enter Lake Meredith on the most recent trip.

NPS

- The majority of respondents (85%) reported that they did not pay a fee or use a pass on their trip to Lake Meredith. A combined 12% reported using and another type of pass or fee on their trip.

<sup>2</sup> Lake Meredith does not charge an entrance fee. However, this question was asked as part of the standard survey fielded at units across the NPS system.

- A combined 12% reported using and another type of pass or fee on their trip, and 3% stated they didn't know or were unsure.

#### **Questions 12–14: Trip Characteristics**

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 21).

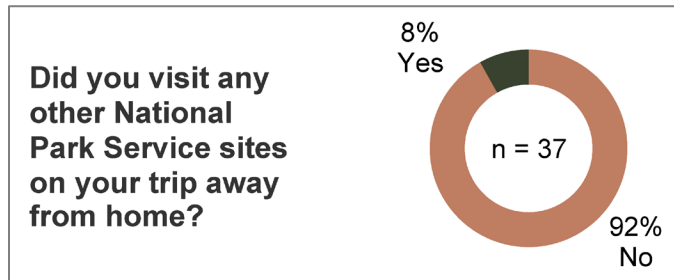


**Figure 21.** NPS sites visited on trip away from home.  
NPS

- A minority (8%) of all respondents had visited other NPS sites on their trip, while 92% identified Lake Meredith 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 Lake Meredith, and which of those was their primary activity (Figure 22).

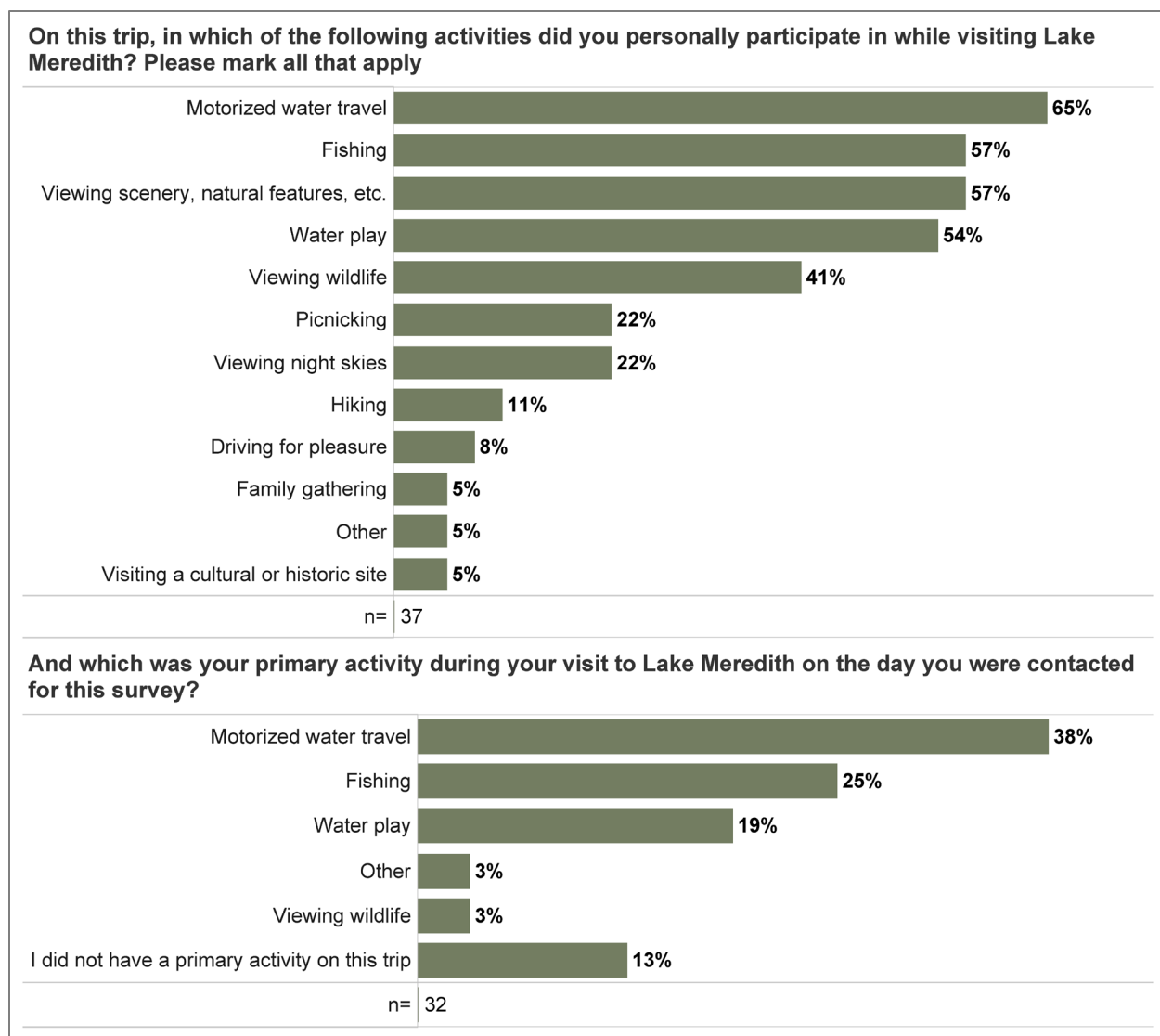


**Figure 22.** Participation in activities at Lake Meredith.  
NPS

- The most reported activity was motorized water travel (65%), followed by fishing (57%), viewing scenery natural features, etc. (57%), and water play (54%).
- Driving for pleasure, family gathering, and visiting a cultural or historic site were all uncommon activities (reported by fewer than 10% of respondents).
- More than one-third of respondents (38%) reported motorized water travel as their primary activity, followed by fishing (25%).

#### **Questions 15–16: Reasons to Visit**

Survey respondents were asked to rate the importance of various reasons to visit Lake Meredith on their trip, then asked which of those was the most important reason for them to visit Lake Meredith (Figure 23).

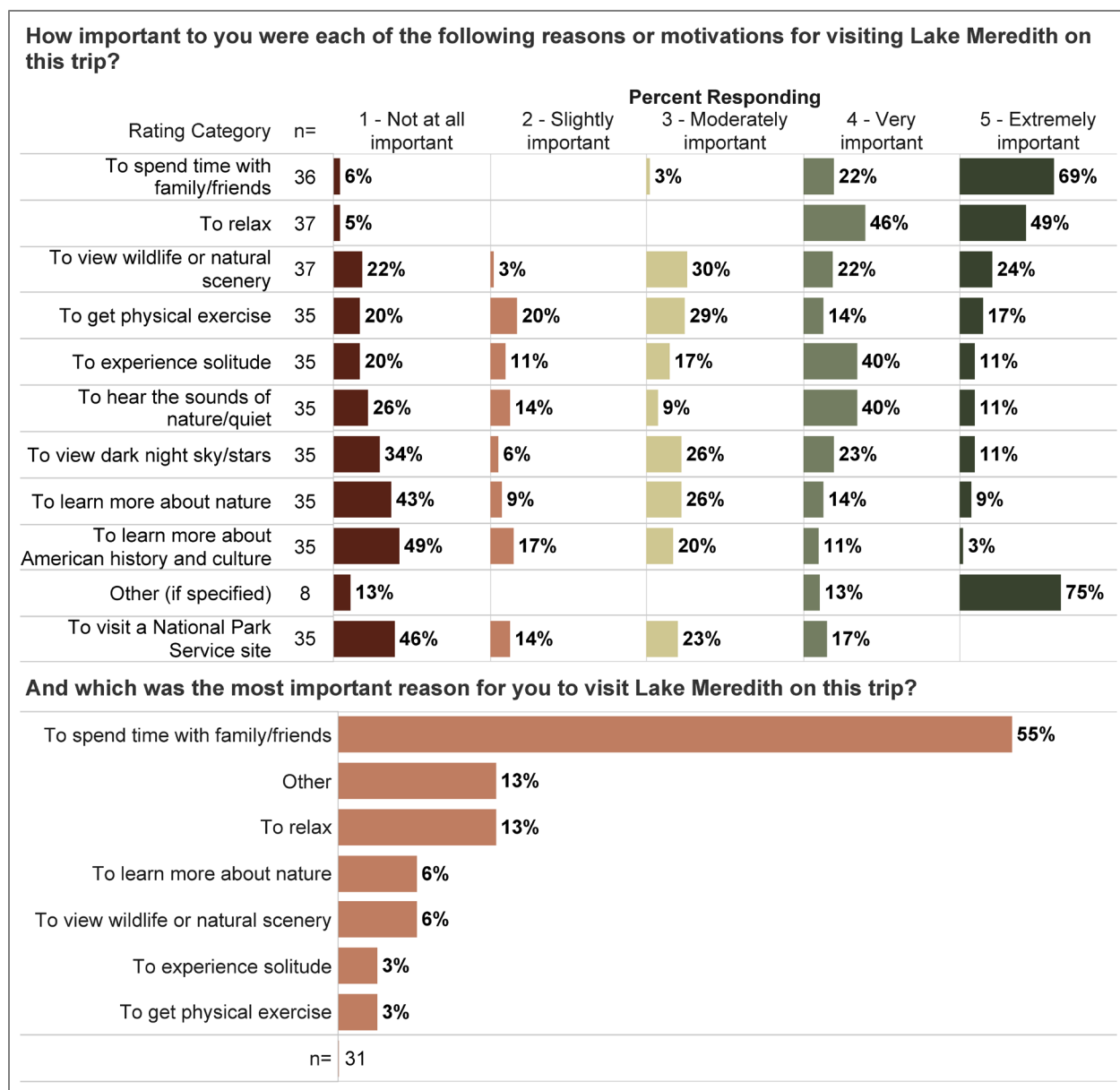


**Figure 23.** Reasons or motivations to visit Lake Meredith. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- Most visitors chose “to spend time with family/friends” (69%) and “to relax” (49%) as extremely important reasons for their trip to Lake Meredith.
- 75% of visitors selected “Other (if specified)” as an extremely important reason for visiting Lake Meredith.
- The least important reasons were “to visit a national Park Service site” and “to learn more about American history and culture” (only 0% and 3% of respondents, respectively, reported them as extremely important, and 46% and 49% of respondents, respectively, rated them as not at all important).

- The most common response about the most important reason was “to spend time with family/friends” (55%), followed by “to relax” (13%).

### Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Lake Meredith during their trip (Figure 24).

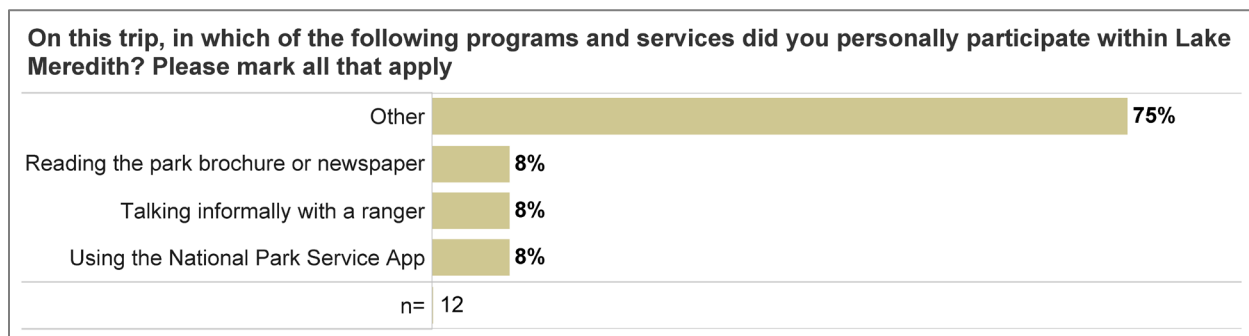


**Figure 24.** Programs participated while visiting Lake Meredith.  
NPS

- The three most-used programs were reading the park brochure or newspaper, talking informally with a ranger, and using the National Park Service App with 8% of respondents reporting participating in each of them.
- Three quarters of respondents (75%) reported “other” for a program/service that they participated in. Because of the low sample size, these percentages may reflect one-off programs or services not included in the typical question response.

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 25).

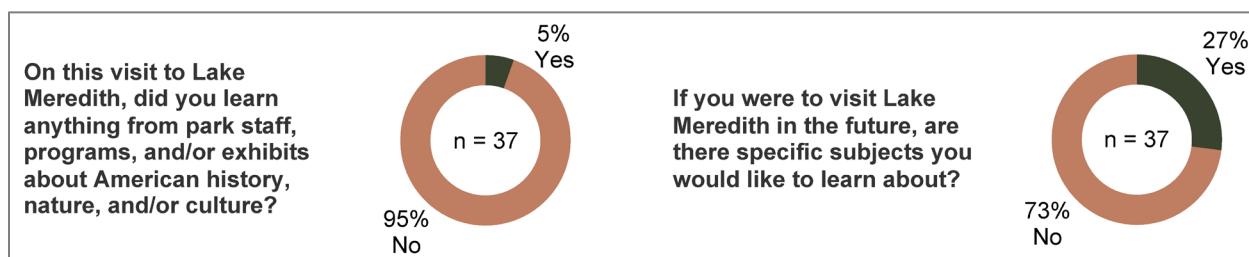


**Figure 25.** Learning.  
NPS

- A minority of respondents (5%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

- About a quarter of respondents (27%) reported that if they were to visit Lake Meredith 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 Lake Meredith (Figure 26).

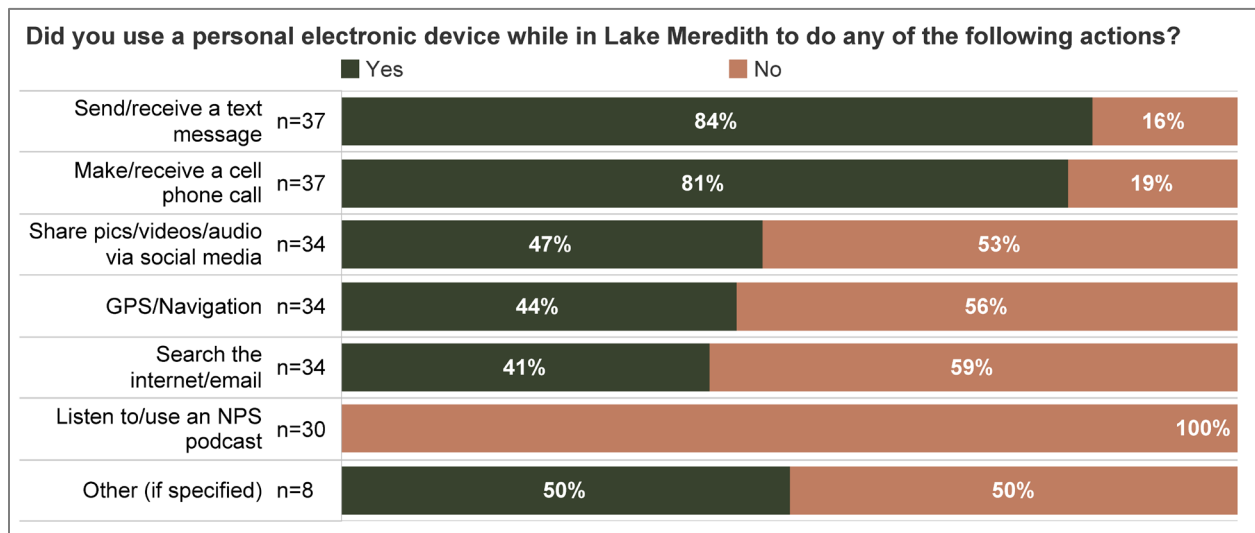


**Figure 26.** Use of personal electronic devices while visiting Lake Meredith. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

### NPS

- Most respondents (84%) reported using sending or receiving a text message, and 81% reported making or receiving a cell phone call.
- No respondents indicated that they listened to or used an NPS podcast while in Lake Meredith.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 27), and the quality of their service (Figure 28).

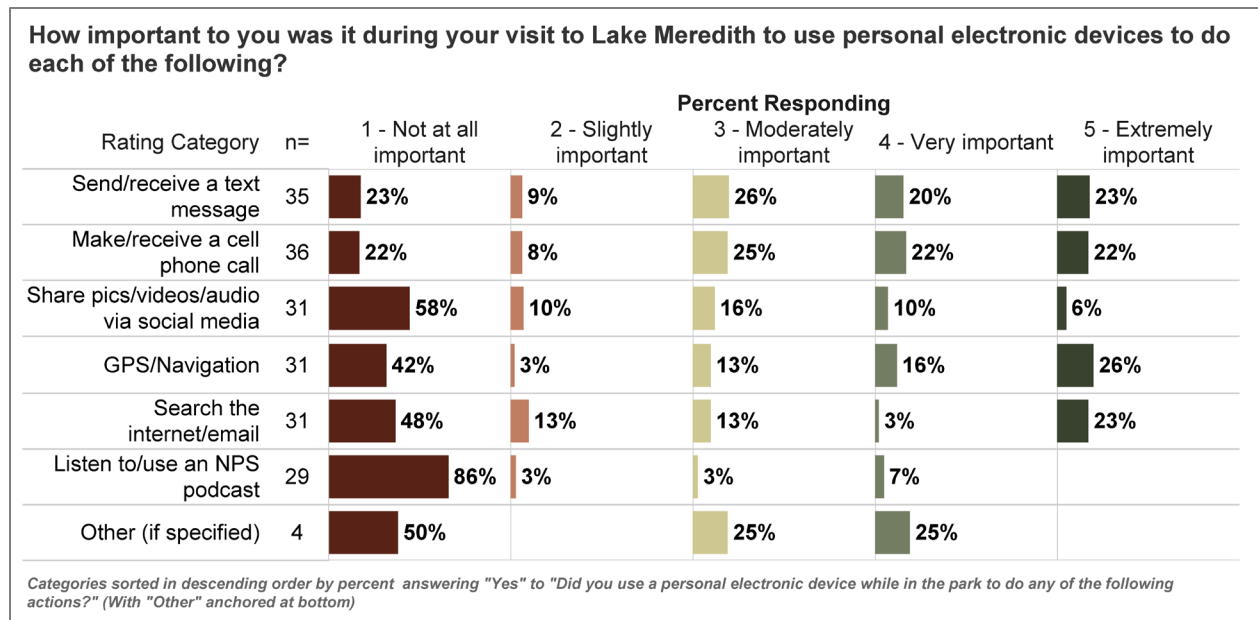


**Figure 27.** The importance of use of personal electronic devices while visiting Lake Meredith. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The most important device uses were GPS/navigation, sending/receiving a text message, and searching the internet/using email (26%, 23%, and 23% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important by 0% of respondents, and not at all important by 86% of respondents.

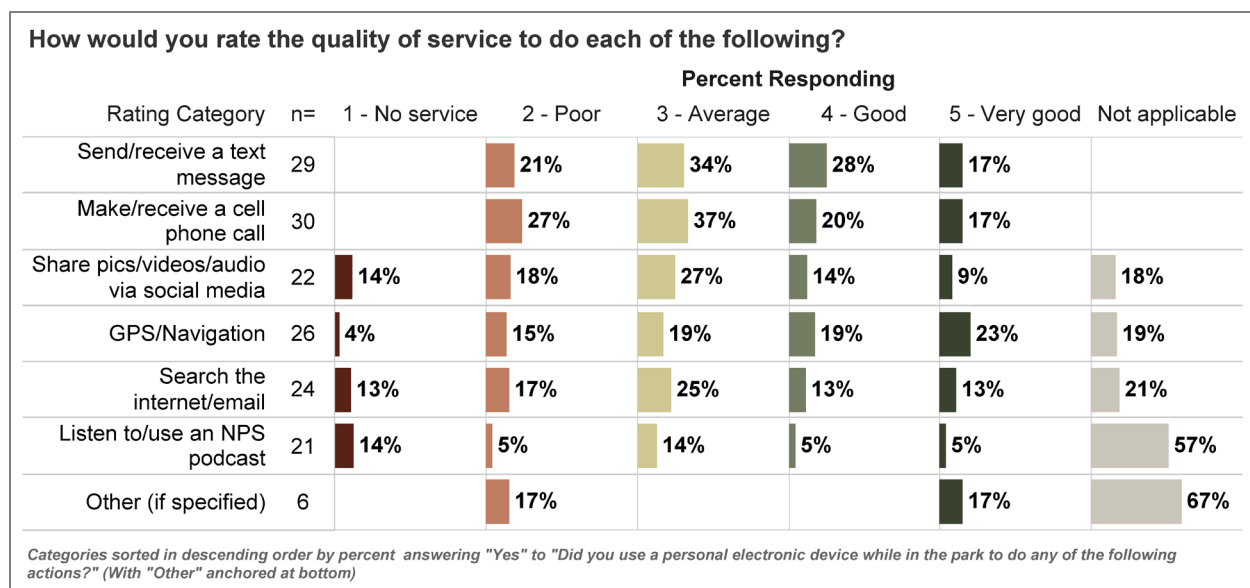


**Figure 28.** Quality of service of personal electronic devices while visiting Lake Meredith. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- Send/receive a text message was rated as very good or good by 17% and 28% of respondents, respectively. However, 34% of respondents reported that they had average service for this, and 21% indicated that service was poor.
- A small percentage of respondents (ranged from 4% to 14%, depending on the service) reported that they had no service for sharing pictures/videos/audio to social media, GPS navigation, searching the internet/using email, and listening to an NPS podcast.

### 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 Lake Meredith. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 29).

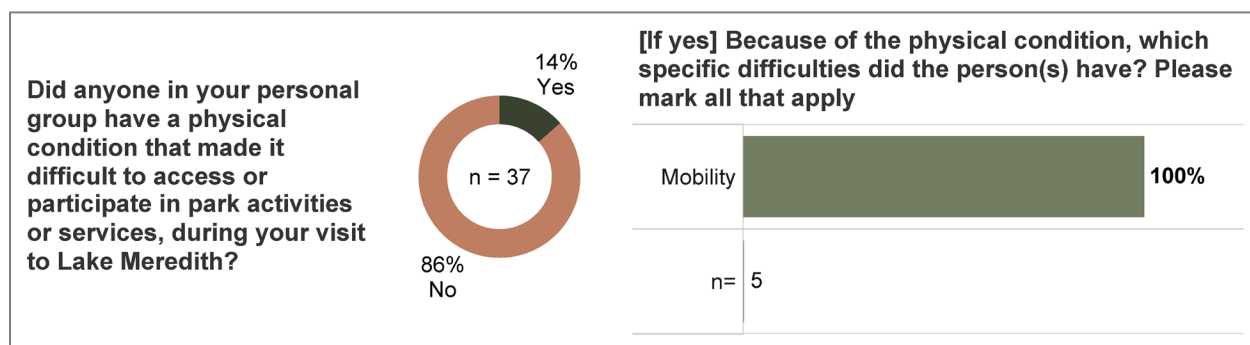


**Figure 29.** Physical difficulties while visiting Lake Meredith.

NPS

- The majority of respondents (86%) 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 Lake Meredith.
- Among the 14% of visitors who identified at least one difficulty, 100% reported mobility issues in their group.

#### **Questions 25–28: Visitor Experience**

Respondents were asked if their visit to Lake Meredith met their expectations (Figure 30).

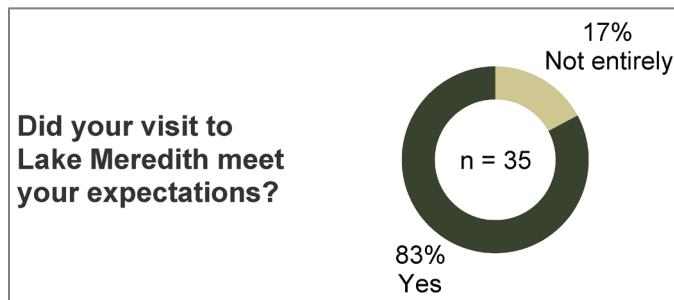


**Figure 30.** Meeting Lake Meredith expectations.  
NPS

- The majority of respondents (83%) reported that their visit to Lake Meredith met their expectations, while 17% of respondents said it did not meet their expectations entirely, and no respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Lake Meredith 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 Lake Meredith and asked to indicate their level of agreement or disagreement with each given statement (Figure 31).

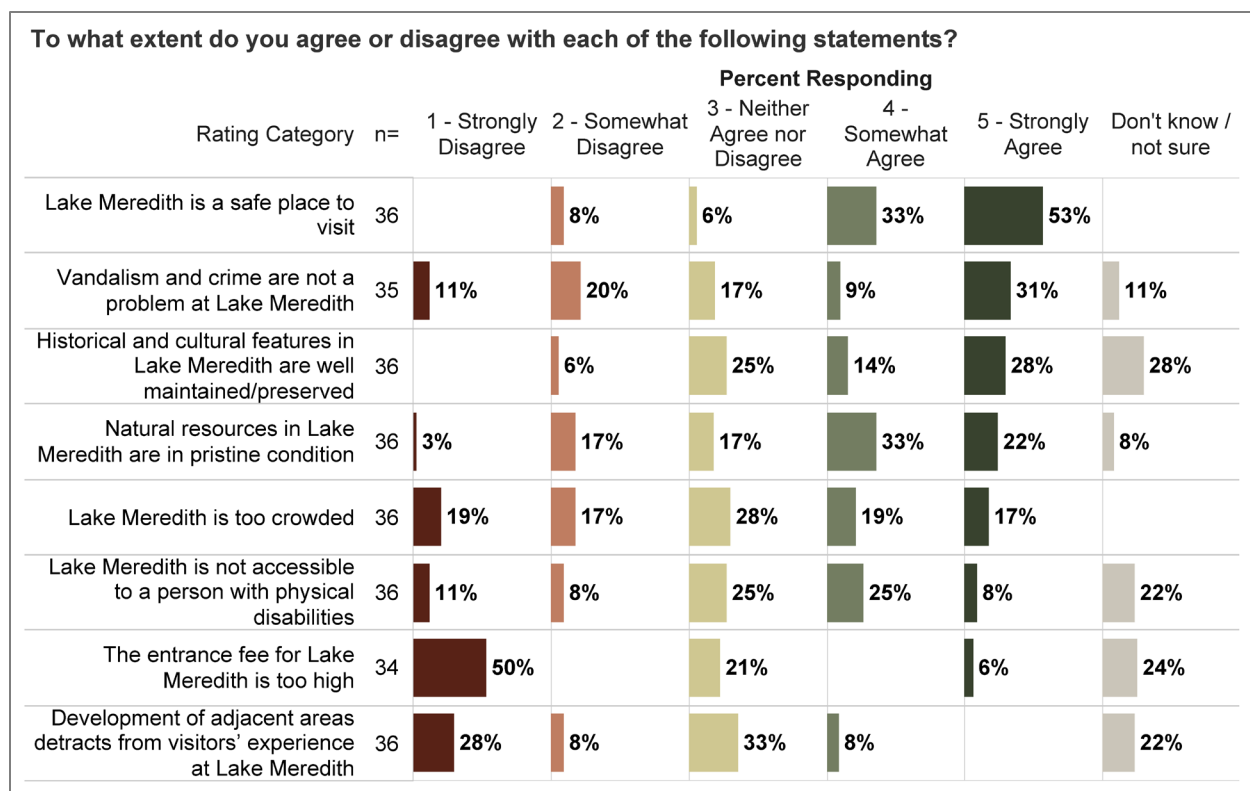


**Figure 31.** Rating Lake Meredith experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “Lake Meredith is a safe place to visit” received the most consensus with a combined 86% of respondents saying they either strongly or somewhat agree with it. That was followed by “natural resources in Lake Meredith are in pristine condition” and “historical and cultural features in Lake Meredith are well maintained/preserved” (55% and 42% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “the entrance fee for Lake Meredith is too high” received the least support, with only 6% of respondents either somewhat or strongly agreeing with this statement, and 50% of respondents strongly disagreeing with it. This is influenced by there not being an official entrance fee for Lake Meredith.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Lake Meredith (Figure 32).

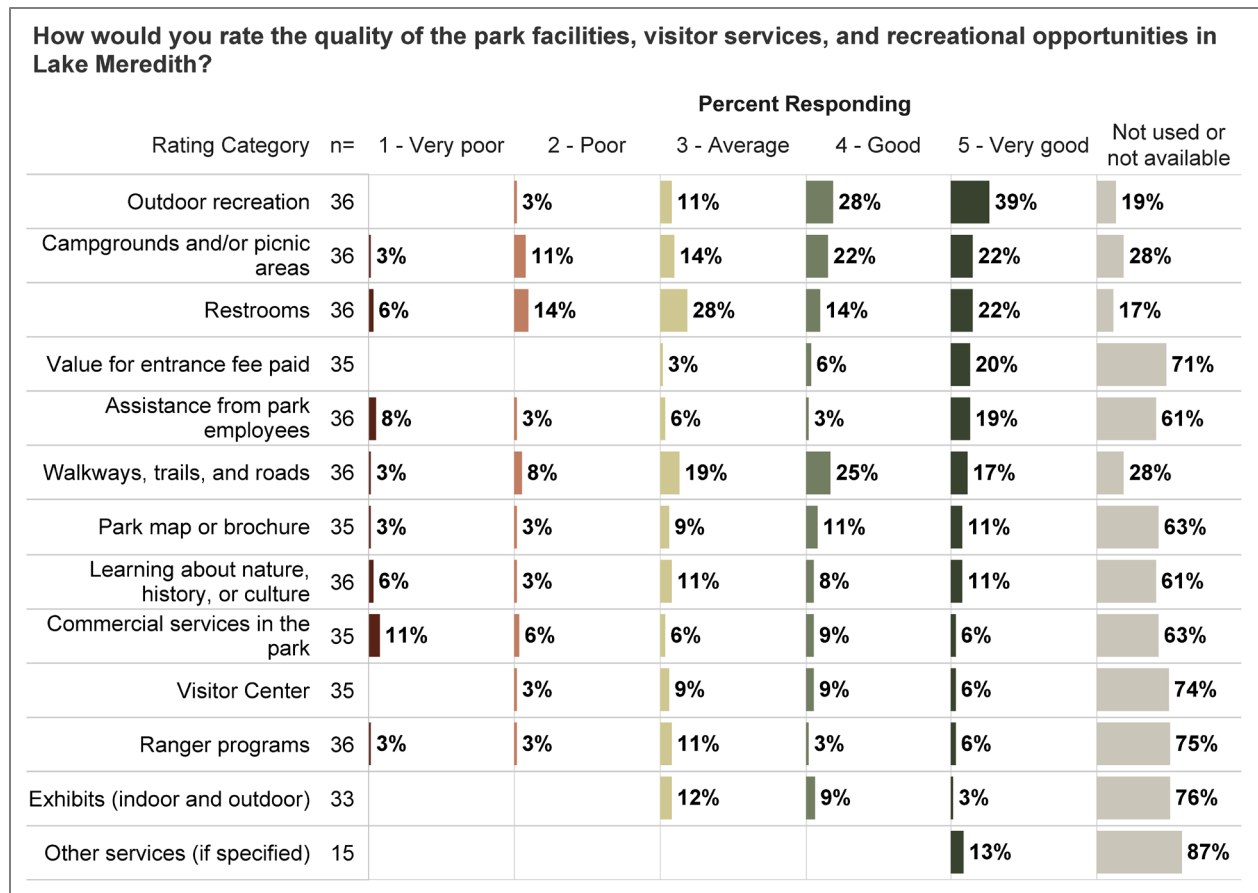


**Figure 32.** Rating the quality of Lake Meredith facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- More than one-third of visitors (39%) rated outdoor recreation as very good.
- Conversely, less than 10% of visitors rated commercial services in the park, the visitor center, ranger programs, and exhibits (indoor and outdoor) 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 33).

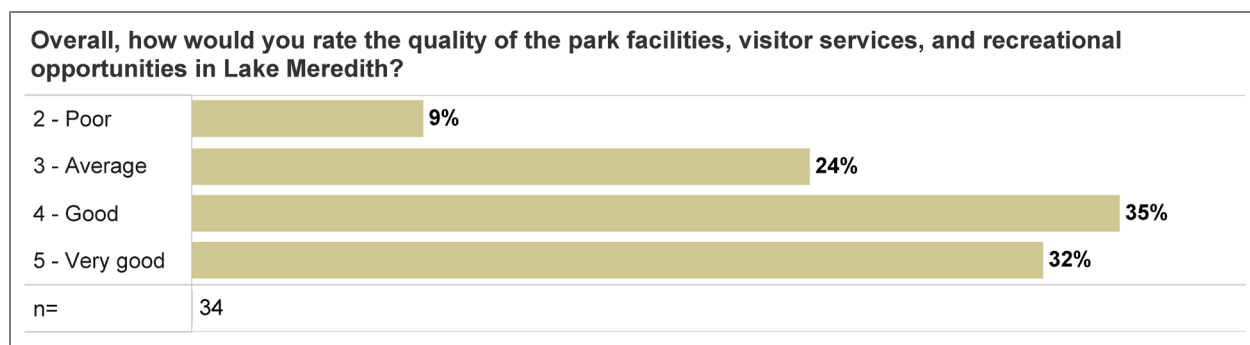


**Figure 33.** Rating overall quality of Lake Meredith facilities, visitor services, and recreational opportunities.

*NPS*

- In general, about one-third of respondents (32%) rated the quality of the park facilities, visitor services, and recreational opportunities in Lake Meredith as very good, and another 35% rated them as good.
- About one-third of visitors (33%) 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 34 depicts descriptive statistics for respondent gender, age, and education.

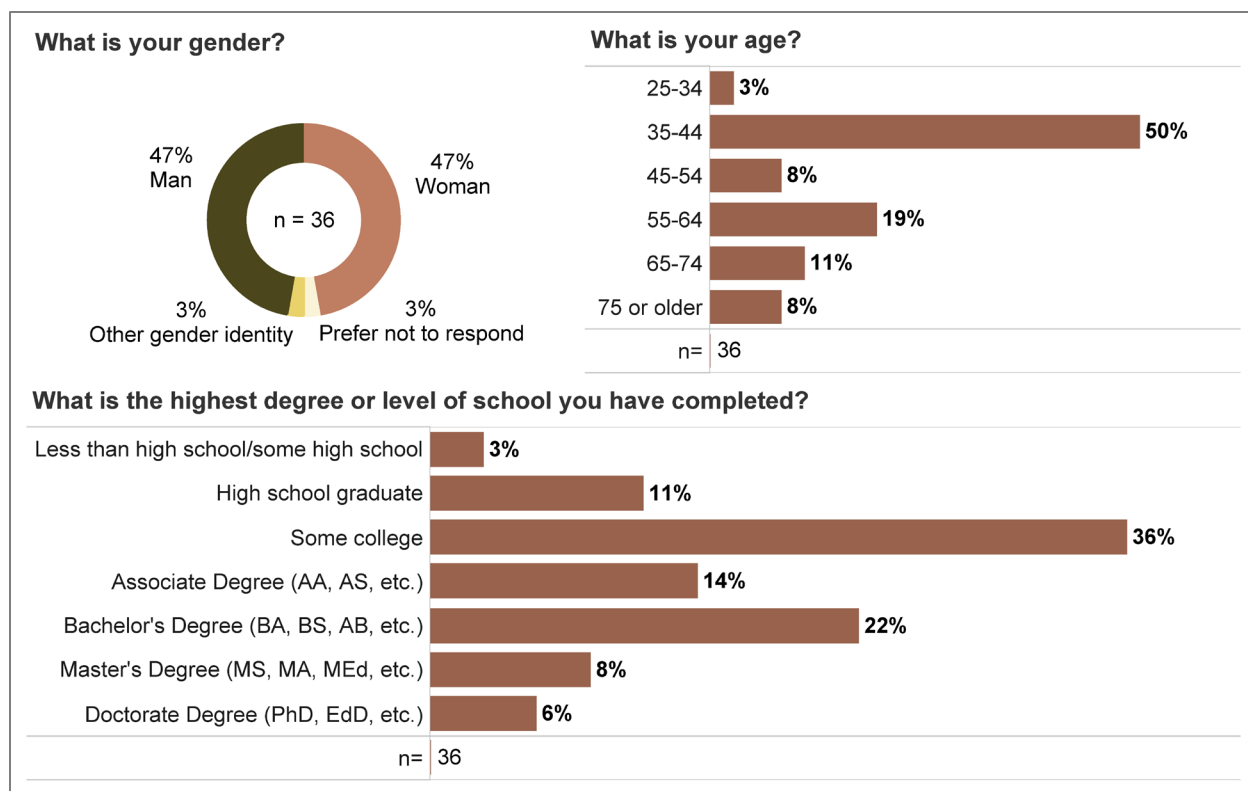


**Figure 34.** Respondent demographics: gender, age, and level of education.

NPS

- An equal number of women and men responded to the follow-up survey (47%). Another 3% had another gender identity, while 3% preferred not to disclose their gender identity.
- The most common age categories were 35 to 44 years old (50%), 55 to 64 (19%), and 65 to 74 (11%). The least represented age group were 25 to 34 years old (only 3% of the participants surveyed).
- Most survey respondents had some college education (a combined 86%), with a combined 50% holding a college degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 35).

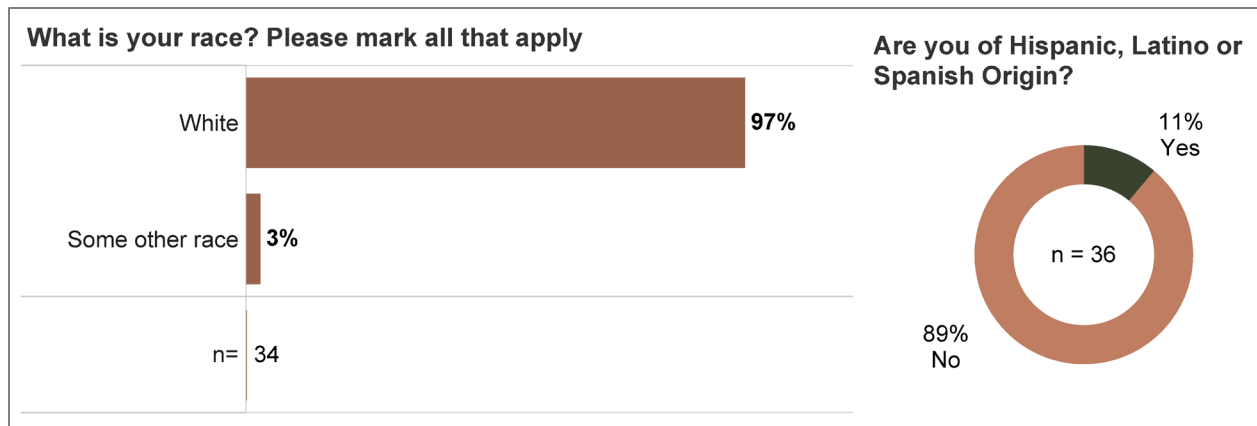


**Figure 35.** Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (97%) were White, while 3% identified as some other race.
- Most respondents (89%) 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 36).

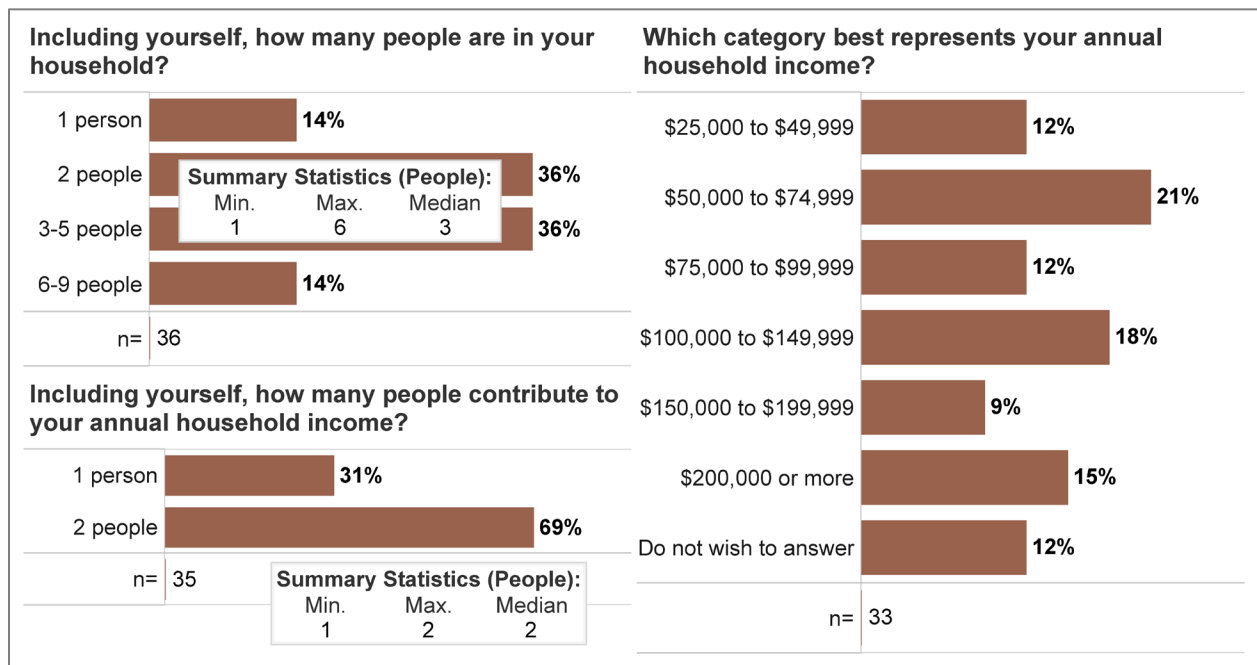


**Figure 36.** Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- About one-third of respondents (36%) had 2 people in their household, followed by 3 to 5 people (another 36%).

- Income levels were widely spread across respondents. About one-fifth of respondents (21%) reported that their annual household income was between \$50,000 and \$74,999, and another 18% earned \$100,000 to \$149,999.
- Most respondents (69%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 37).

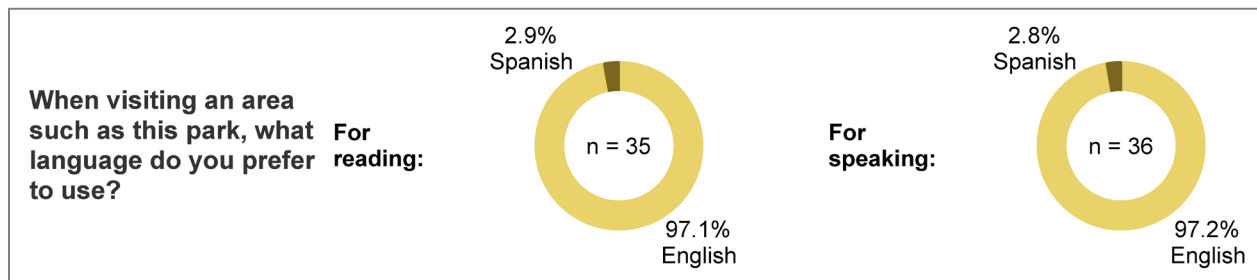


**Figure 37.** Respondent's language preference.

NPS

- While 11% of respondents were of Hispanic, Latino or Spanish origin, the overwhelming majority of respondents preferred to use English both for reading (97.1%) and speaking (97.2%) when visiting an area such as Lake Meredith.

## Literature Cited

National Park Service (NPS). 2022. 2022 Socioeconomic Monitoring of Lake Meredith National Recreation Area: Visitor Intercept and Post-Trip Surveys.  
<https://irma.nps.gov/DataStore/Reference/Profile/2318671>

## 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 7](#). Number of nights spent in the local area around Lake Meredith, by accommodation type.

| Accommodation Type            | n  | Min. | Max. | Median |
|-------------------------------|----|------|------|--------|
| Camping in Lake Meredith      | 42 | 1    | 60   | 2      |
| Camping outside Lake Meredith | 4  | 1    | 4    | 3      |
| Lodging outside Lake Meredith | 7  | 1    | 365  | 3      |
| Unpaid accommodations         | 5  | 1    | 34   | 1      |

**Table 9.** Data from [Figure 8](#). Number of adults and children in respondent's personal group while visiting Lake Meredith.

| Group Composition | n   | Min. | Max. | Median |
|-------------------|-----|------|------|--------|
| Adults            | 411 | 1    | 20   | 2      |
| Children          | 411 | 0    | 20   | 0      |

**Table 10.** Data from [Figure 14](#). Number of people in respondent's vehicle when entering Lake Meredith.

| 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 Lake Meredith? | 394 | 1    | 12   | 3      |
| [If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Lake Meredith?            | 7   | 1    | 4    | 2      |

**Table 11.** Data from [Figure 15](#). Previous visits to Lake Meredith.

| Question                                                                                                                   | n   | Min. | Max. | Median |
|----------------------------------------------------------------------------------------------------------------------------|-----|------|------|--------|
| [If not first-time visitor] Including this visit, how many visits have you made to Lake Meredith over the past 12 months?  | 378 | 1    | 365  | 5      |
| [If not first-time visitor] Including this visit, how many visits have you made to Lake Meredith over the past five years? | 378 | 1    | 1500 | 25     |

**Table 12.** Data from [Figure 16](#). 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? | 399 | 0    | 100  | 0      |

**Table 13.** Data from [Figure 23](#). Reasons or motivations to visit Lake Meredith.

| Rating Category                                  | n  |
|--------------------------------------------------|----|
| To visit a National Park Service site            | 35 |
| To experience solitude                           | 35 |
| To hear the sounds of nature/quiet               | 35 |
| To learn more about nature                       | 35 |
| To learn more about American history and culture | 35 |
| To spend time with family/friends                | 36 |
| To get physical exercise                         | 35 |
| To view wildlife or natural scenery              | 37 |
| To relax                                         | 37 |
| To view dark night sky/stars                     | 35 |
| Other (if specified)                             | 8  |

**Table 14.** Data from [Figure 26](#). Use of personal electronic devices while visiting Lake Meredith.

| Device Use                               | n  |
|------------------------------------------|----|
| Make/receive a cell phone call           | 37 |
| Send/receive a text message              | 37 |
| Search the internet/email                | 34 |
| GPS/Navigation                           | 34 |
| Share pics/videos/audio via social media | 34 |
| Listen to/use an NPS podcast             | 30 |
| Other (if specified)                     | 8  |

**Table 15.** Data from [Figure 27](#). The importance of use of personal electronic devices while visiting Lake Meredith.

| <b>Device Use</b>                        | <b>n</b> |
|------------------------------------------|----------|
| Make/receive a cell phone call           | 36       |
| Send/receive a text message              | 35       |
| Search the internet/email                | 31       |
| GPS/Navigation                           | 31       |
| Share pics/videos/audio via social media | 31       |
| Listen to/use an NPS podcast             | 29       |
| Other (if specified)                     | 4        |

**Table 16.** Data from [Figure 28](#). Quality of service of personal electronic devices while visiting Lake Meredith.

| <b>Device Use</b>                        | <b>n</b> |
|------------------------------------------|----------|
| Make/receive a cell phone call           | 30       |
| Send/receive a text message              | 29       |
| Search the internet/email                | 24       |
| GPS/Navigation                           | 26       |
| Share pics/videos/audio via social media | 22       |
| Listen to/use an NPS podcast             | 21       |
| Other (if specified)                     | 6        |

**Table 17.** Data from [Figure 31](#). Rating Lake Meredith experience.

| <b>Rating Category</b>                                                            | <b>n</b> |
|-----------------------------------------------------------------------------------|----------|
| Lake Meredith is a safe place to visit                                            | 36       |
| Lake Meredith is too crowded                                                      | 36       |
| Natural resources in Lake Meredith are in pristine condition                      | 36       |
| The entrance fee for Lake Meredith is too high                                    | 34       |
| Vandalism and crime are not a problem at Lake Meredith                            | 35       |
| Lake Meredith is not accessible to a person with physical disabilities            | 36       |
| Historical and cultural features in Lake Meredith are well maintained/preserved   | 36       |
| Development of adjacent areas detracts from visitors' experience at Lake Meredith | 36       |

**Table 18.** Data from [Figure 32](#). Rating the quality of Lake Meredith facilities, visitor services, and recreational opportunities.

| Rating Category                                                             | n  |
|-----------------------------------------------------------------------------|----|
| Visitor Center                                                              | 35 |
| Exhibits (indoor and outdoor)                                               | 33 |
| Restrooms                                                                   | 36 |
| Walkways, trails, and roads                                                 | 36 |
| Campgrounds and/or picnic areas                                             | 36 |
| Assistance from park employees                                              | 36 |
| Park map or brochure                                                        | 35 |
| Ranger programs                                                             | 36 |
| Value for entrance fee paid                                                 | 35 |
| Commercial services in the park (food, lodging, gifts, rental, etc.)        | 35 |
| Other services (if specified)                                               | 15 |
| Learning about nature, history, or culture                                  | 36 |
| Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.) | 36 |

**Table 19.** Data from [Figure 36](#). Household demographics: annual household income and household size.

| Question                                                                        | n  | Min. | Max. | Median |
|---------------------------------------------------------------------------------|----|------|------|--------|
| Including yourself, how many people are in your household?                      | 36 | 1    | 6    | 3      |
| Including yourself, how many people contribute to your annual household income? | 35 | 1    | 2    | 2      |

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