



2022 Socioeconomic Research of Martin Van Buren National Historic Site

Report on 2022 Data Collection (Revised)



A view of Martin Van Buren's home.

NPS

2022 Socioeconomic Research of Martin Van Buren National Historic Site: Report on 2022 Data Collection (Revised)

Science Report NPS/SR—2026/479

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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. Martin Van Buren National Historic Site (Martin Van Buren NHS) 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 Martin Van Buren NHS 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. Martin Van Buren National Historic Site (Martin Van Buren NHS) 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 Martin Van Buren National Historic Site, what they do during their visit, and their spending profile. The results of the study are intended to assist Martin Van Buren National Historic Site 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.



An aerial view of the park.
NPS / MICHAEL FREDERICK

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 Martin Van Buren NHS local area map is shown in Figure 1. The local area around Martin Van Buren NHS consists of Albany, Rensselaer, Greene, Columbia, and Dutchess counties in New York, and Berkshire County in Massachusetts. Within Martin Van Buren NHS, the study area was comprised of one location. Table 1 shows more details about the primary sampling location.

Table 1. Information about sampling locations in Martin Van Buren NHS.

Intercept Site	Completed Intercept Surveys		Nearby Attractions
	Number of Surveys	Percent of Surveys	
Visitor Center tent	153	100%	Visitor center, exhibits, parking, restrooms, trailhead

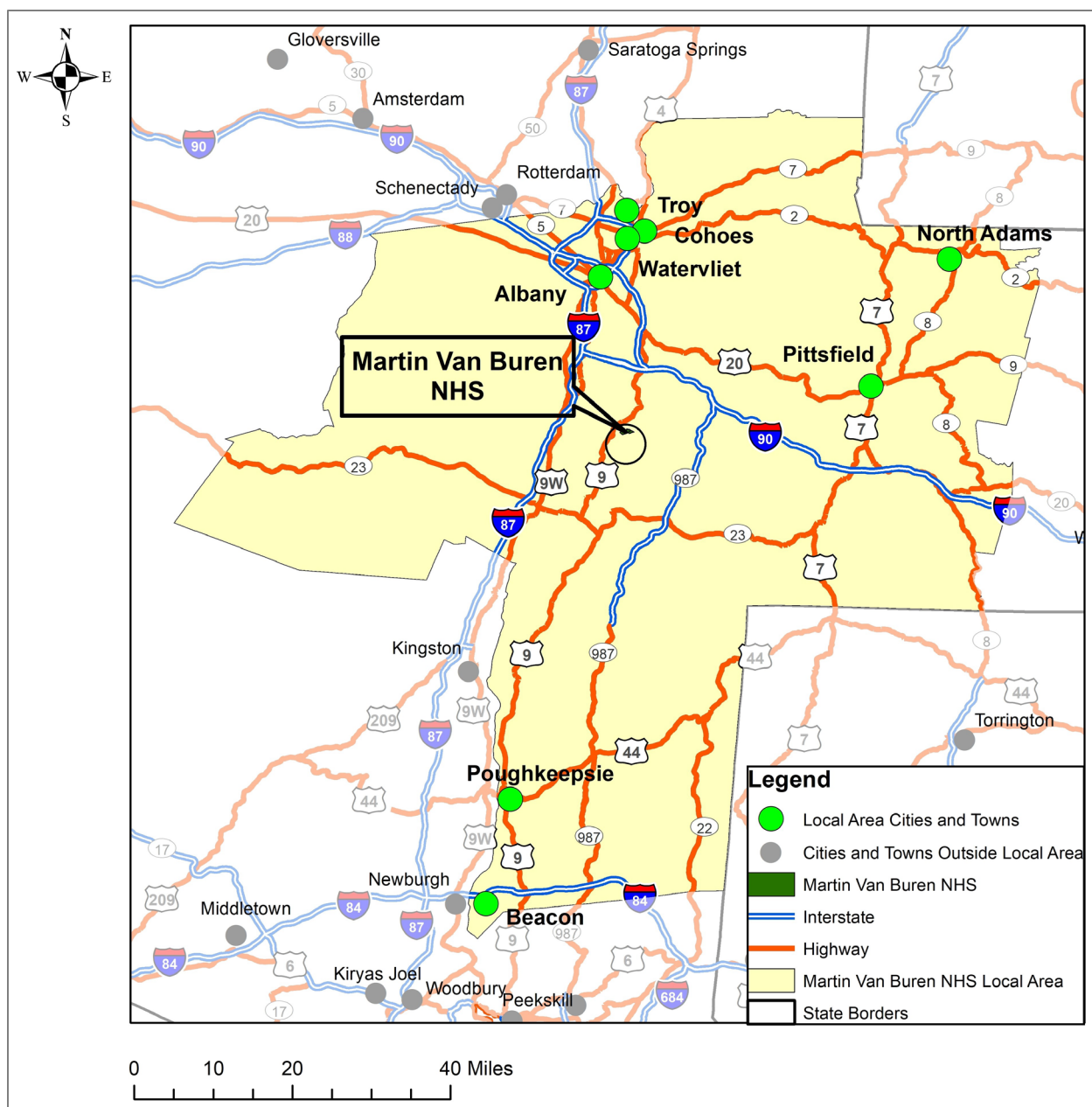


Figure 1. Martin Van Buren National Historic Site local area map.
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Sampling Period and Procedure

Intercept Survey

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

The intercept sampling was conducted during the period of July 30th to August 11th, 2022. A sample of visitors were intercepted while visiting Martin Van Buren NHS 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 Martin Van Buren NHS (NPS 2022). If the visitor was eligible (at least 18 years of age, not a Martin Van Buren NHS 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—Martin Van Buren NHS intercept Survey.

Outcome	Total
Eligible visitors contacted	161
Complete refusals	8
Partial refusals (non-response questions completed)	0
Intercept surveys completed	153
Follow-up surveys distributed	146
Intercept response rate	95.0%
Follow-up acceptance rate	95.4%

During the sampling period, three surveyors were stationed simultaneously at the primary sampling site. Start times varied day-to-day and by location to capture a diverse sample of visitors across Martin Van Buren NHS. Each surveyor worked approximately ten 7-hour days (six hours data

collection and one-hour lunch break). Each surveyor had one day off during the ten-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 Martin Van Buren NHS. 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—Martin Van Buren NHS follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	146
Valid follow-up surveys completed	79
Response rate	54.1%

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 95.0%, 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 Martin Van Buren NHS?” Note: p-value = 0.16.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	25	32.5%	17	22.4%
No	52	67.5%	59	77.6%

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	77	100.0%	73	96.1%
No	0	0.0%	3	3.9%

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 Martin Van Buren NHS and/or within the local area?” Note: p-value = 0.80.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	35	45.5%	33	43.4%
No	42	54.5%	43	56.6%

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. Therefore, based on the variables measured, this study does not have a known expected bias due to non-response.



An engraving of Martin Van Buren in 1837 the year of his inaugural as president. Martin Van Buren NHS collection.

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Results

Intercept Survey Results

The following section provides results of the 153 visitor intercept surveys conducted in Martin Van Buren National Historic Site from July 30th to August 11th, 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 Martin Van Buren NHS. 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.

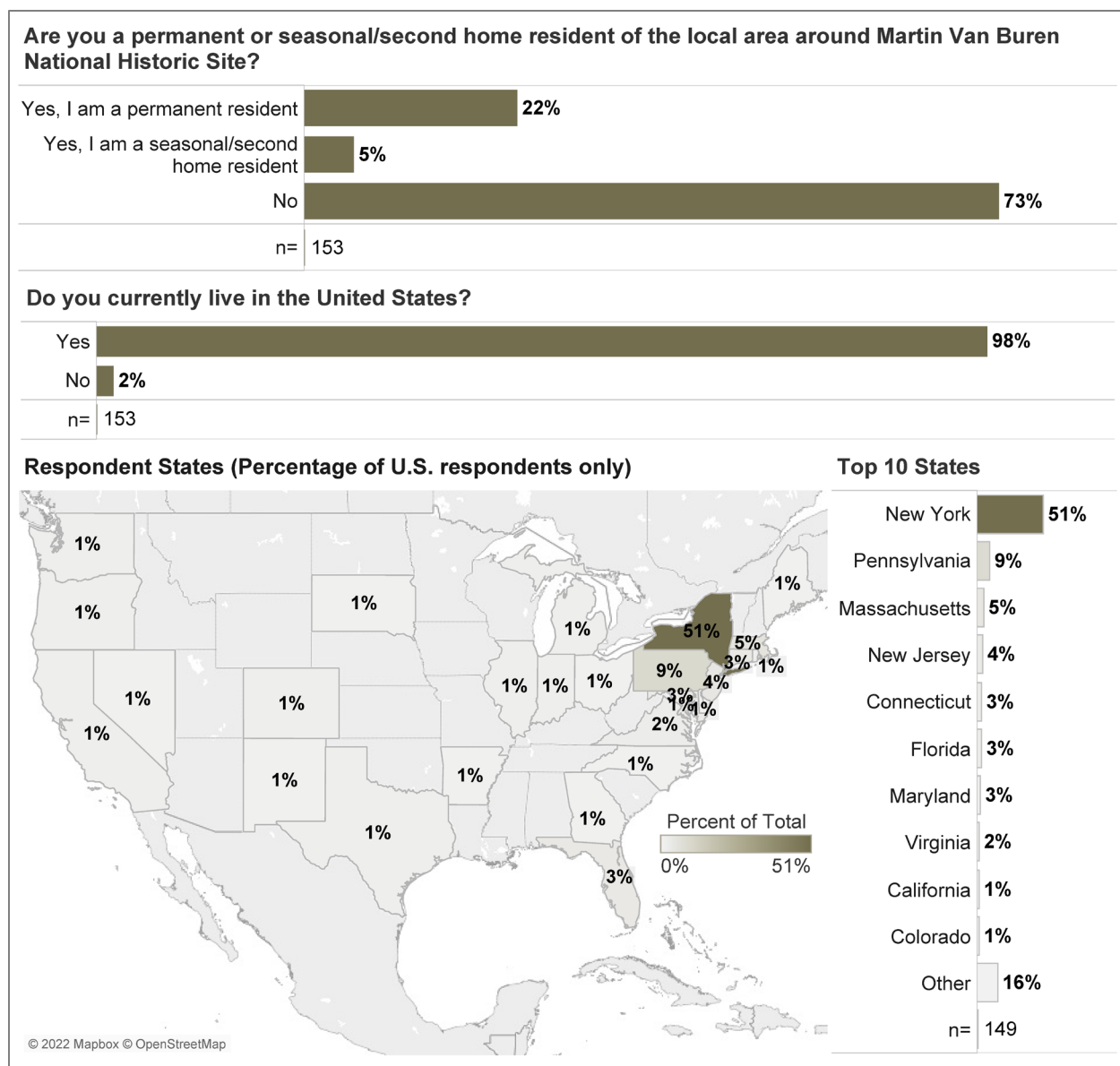


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Martin Van Buren NHS.

NPS

- Over a quarter of respondents (a combined 27%) stated that they were either permanent or seasonal residents of the local area around Martin Van Buren NHS.
- There was a large geographic concentration of visitors from New York (where Martin Van Buren NHS is located).
- Among the 98% of respondents currently residing in the U.S., 51% reside in New York, followed by Pennsylvania (9%), and Massachusetts (5%).

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).

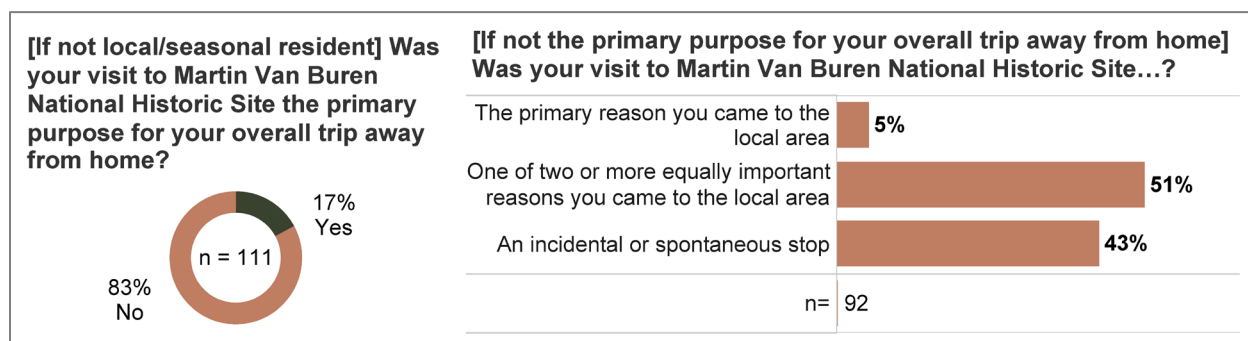


Figure 3. Role of Martin Van Buren NHS in overall trip purpose.

NPS

- For the majority of non-local respondents (83%), visiting Martin Van Buren NHS was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Martin Van Buren NHS was not their primary trip purpose, 51% stated that their visit to Martin Van Buren NHS was one of two or more equally important reasons they came to the local area, while another 43% indicated that it was an incidental or spontaneous stop.

Question 4: Length of Stay

If respondents indicated that they were not permanent or seasonal residents of the local area around Martin Van Buren NHS, 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.

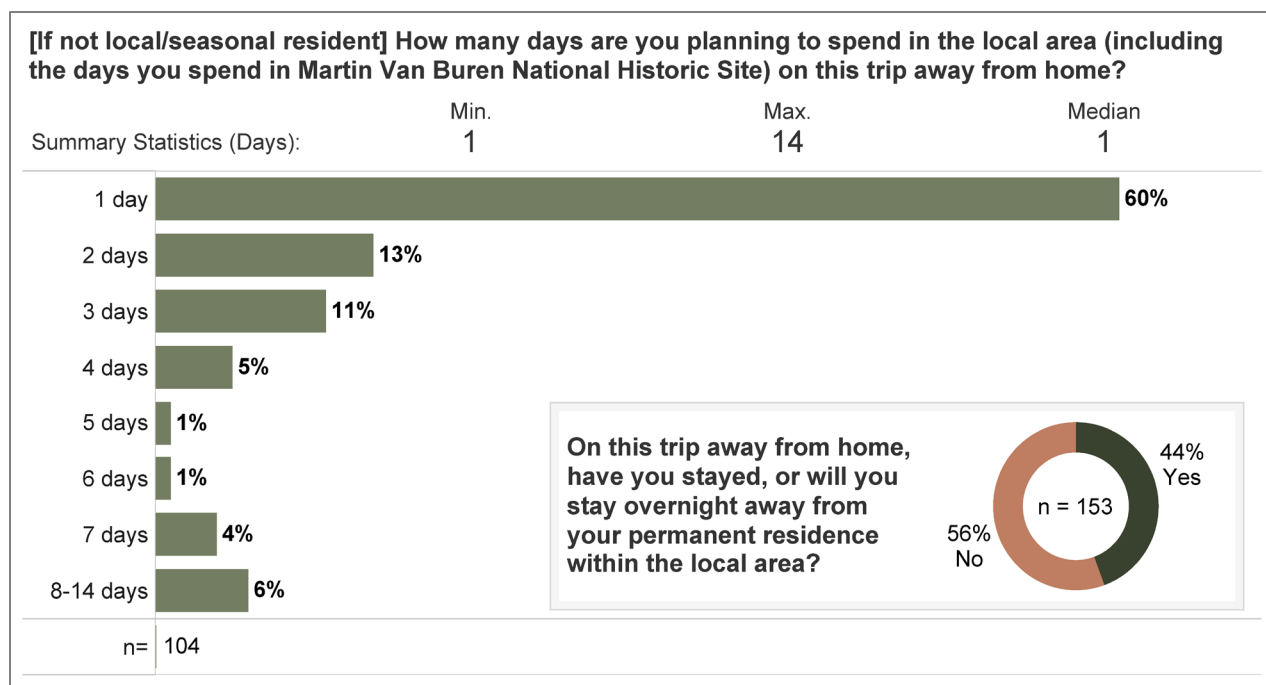


Figure 4. Time spent in the local area around Martin Van Buren NHS.

NPS

- The majority of respondents (60%) spent one day in the local area, while 13% spent two days, and 11% spent three days. The median length of stay was one day.
- Additionally, less than half of all respondents (44%; 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).

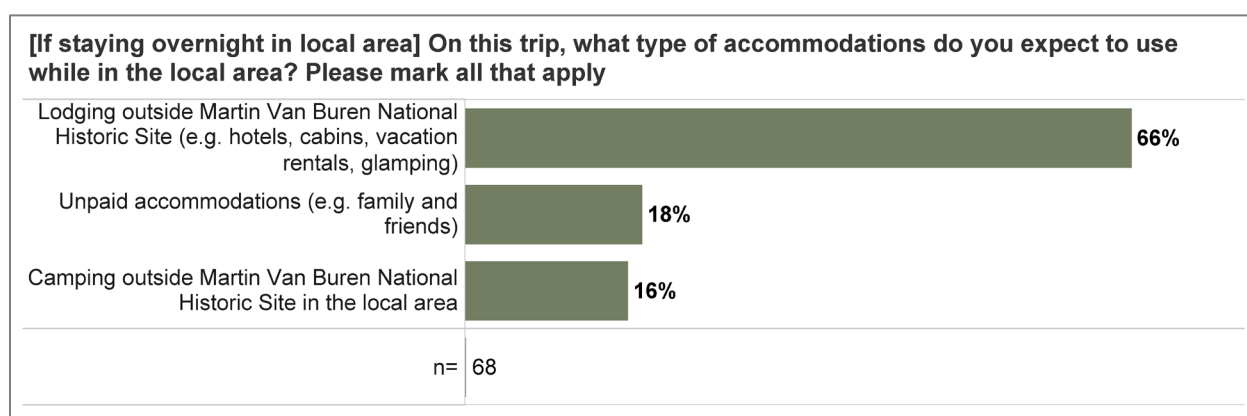


Figure 5. Accommodation types used in the local area around Martin Van Buren NHS.

NPS

- The majority of overnight respondents (66%) stayed in lodging outside Martin Van Buren NHS (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by respondents who stayed at unpaid accommodations (e.g., family and friends) (18%), and those who camped outside Martin Van Buren NHS (16%).

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

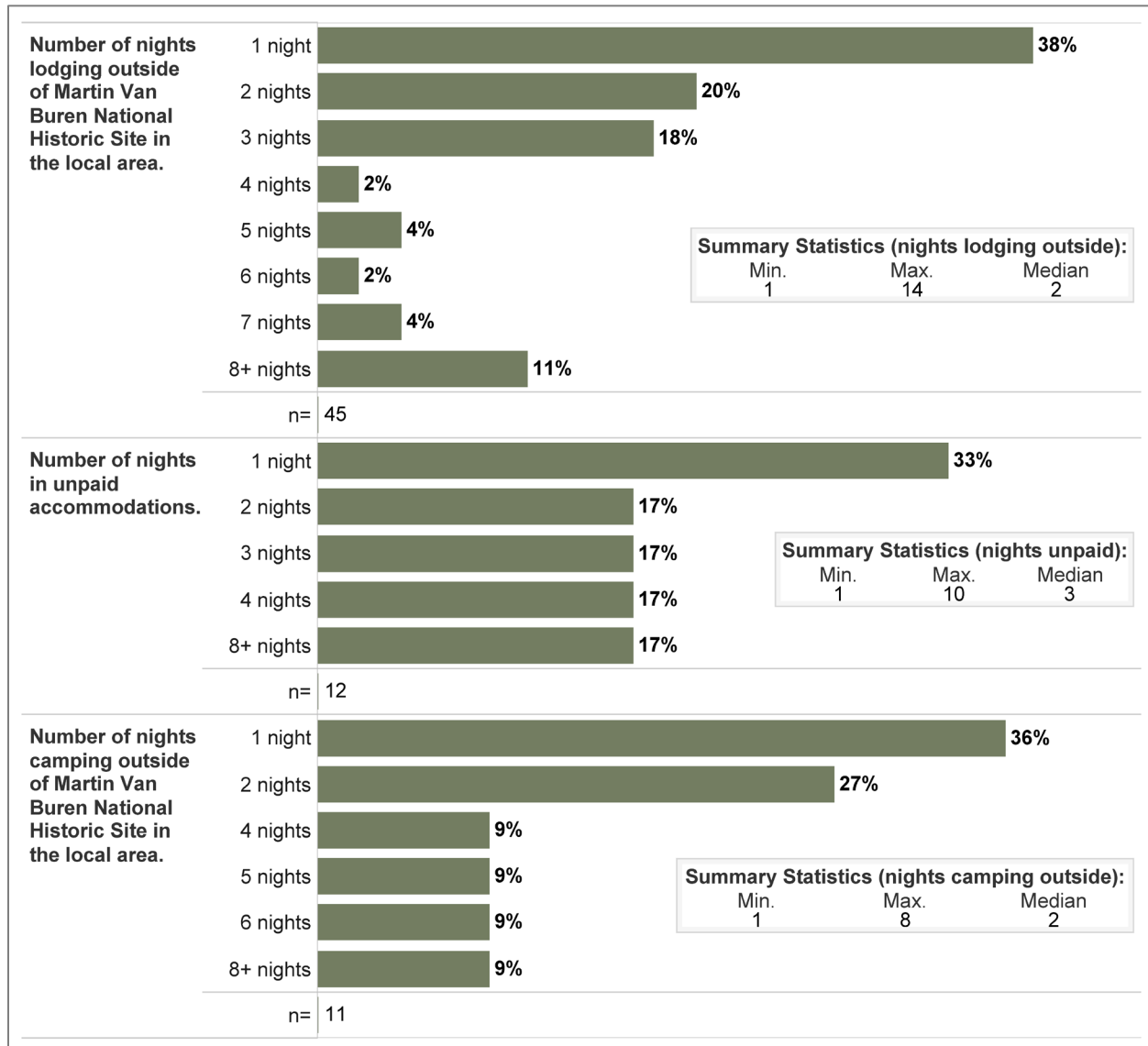


Figure 6. Number of nights spent in the local area around Martin Van Buren NHS, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 66% of overnight respondents who lodged outside of Martin Van Buren NHS in the local area (per Figure 5), median length of stay was two nights. Over half of such visitors (58%) lodged two nights or fewer in the local area this trip; 76% spent three nights or fewer.
- Among the 18% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was three nights, but the plurality (33%) stayed one night. Results for this group should be interpreted with caution due to the small size of the sample (i.e., $n < 30$).
- Among the 16% of overnight respondents who camped outside of Martin Van Buren NHS (per Figure 5), median length of stay was two nights, though the plurality (36%) stayed just one night. Results for this group should be interpreted with caution due to the small size of the sample (i.e., $n < 30$).

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 Martin Van Buren NHS (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.

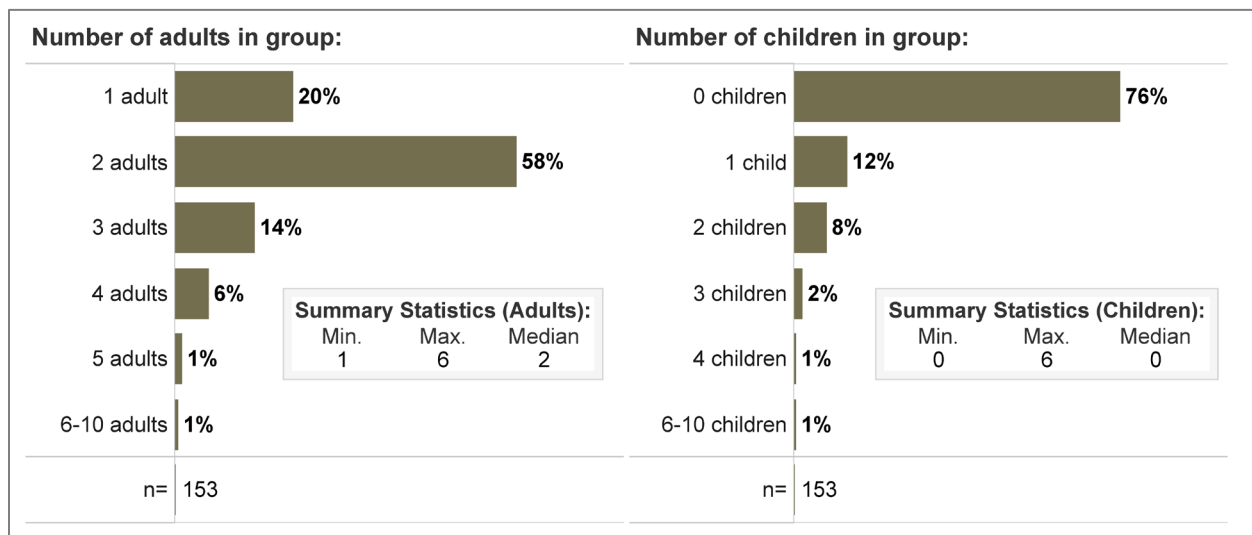


Figure 7. Number of adults and children in respondent's personal group while visiting Martin Van Buren NHS. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was two. Most groups (58%) included two adults.
- Most groups (76%) did not include any children.

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

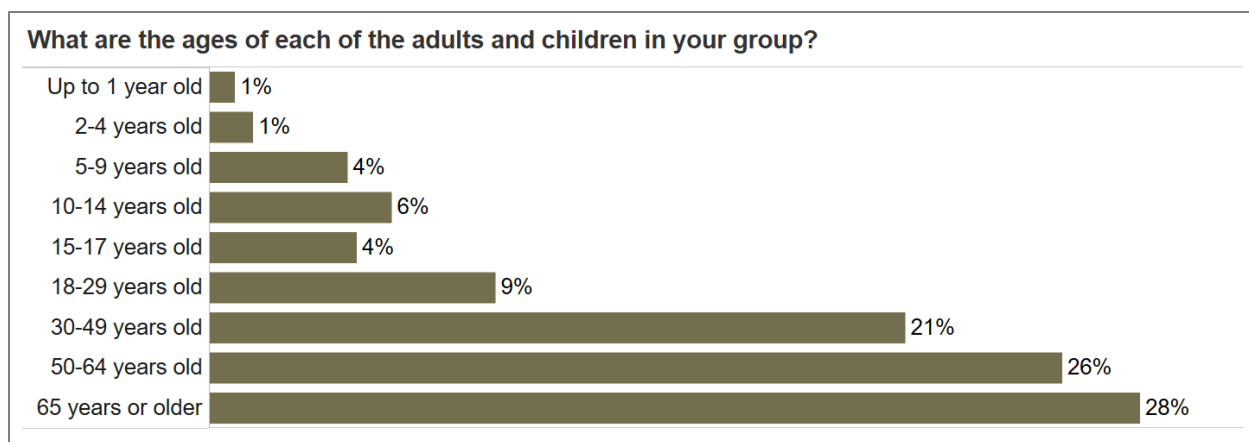


Figure 8. Age distribution of all members of respondent's personal group while visiting Martin Van Buren NHS.

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- The most common age of the adults and children in a personal group was 65 years or older (28%), followed by 50–64 years old (26%), and 30–49 years old (21%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 16% of group members.

Questions 11–14: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Martin Van Buren NHS 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).

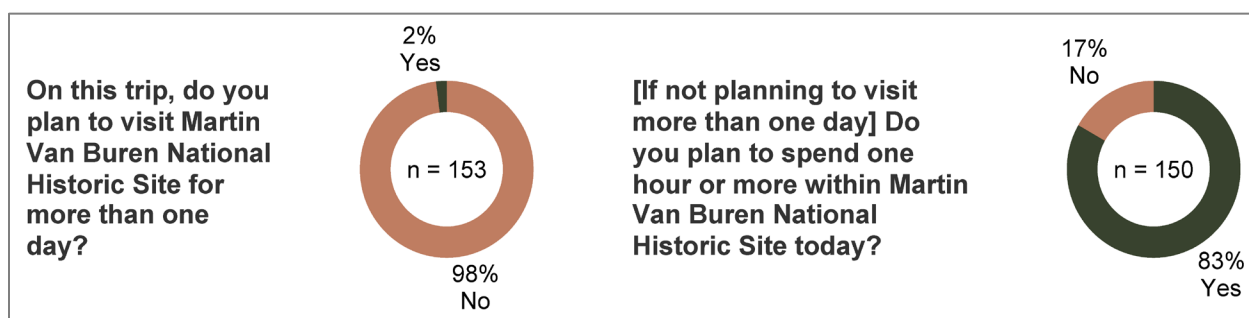


Figure 9. Duration of the respondent's trip to Martin Van Buren NHS.

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Table 7. Amount of time spent within Martin Van Buren NHS.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Martin Van Buren NHS today?	25	1	50	30
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Martin Van Buren NHS today?	125	1	5	2
[If planning to visit at least one day] How many days do you plan to spend within Martin Van Buren NHS on this trip?	3	1	2	1
[If planning to visit at least one day] On how many different days do you expect to enter the park?	3	1	2	1

- While visiting Martin Van Buren NHS, most visitors (98%) did not plan to spend more than one day in the park.
- Among the 98% of visitors who did not spend more than a day in Martin Van Buren NHS, the majority (83%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was two hours.
- The remaining 2% of visitors planned to visit for more than one day; among those visitors, the median length of stay was one day.
- 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 one day.

Next, respondents were asked to indicate the most recent entrance they used to enter Martin Van Buren NHS (Figure 10).

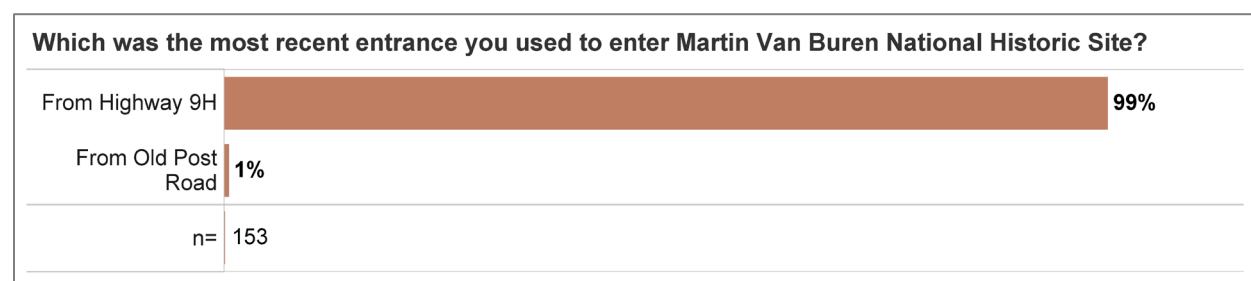


Figure 10. Most recent entrance used to enter Martin Van Buren NHS.

NPS

- The most commonly used entrance to Martin Van Buren NHS was from Highway 9H (99%).

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

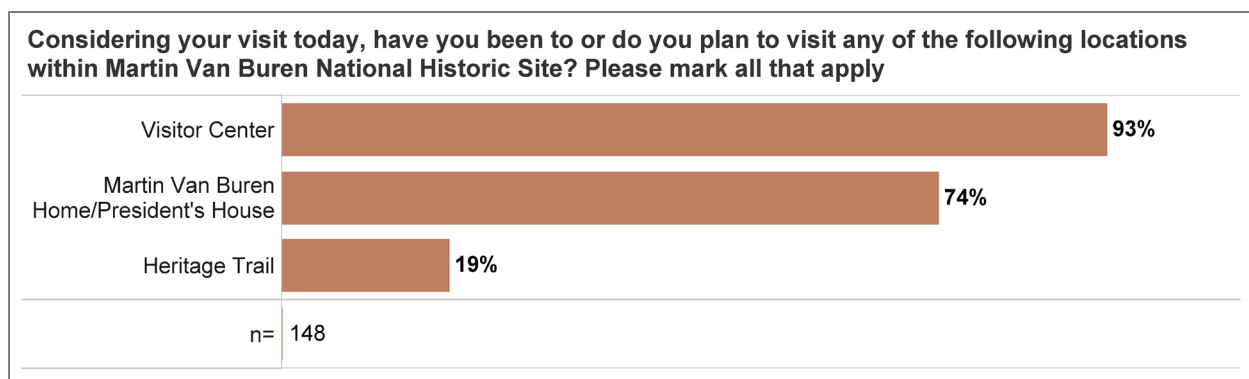


Figure 11. Park locations visited during the most recent trip to Martin Van Buren NHS.

NPS

- The most commonly visited location in Martin Van Buren NHS was the Visitor Center (93% of respondents had either been there or planned to visit it on their trip), followed by Martin Van Buren Home/President's House (74%).
- Heritage Trail was the least-visited location from the list provided, with only 19% of respondents reporting having visited or planning to visit.

Question 15: Transportation

Visitors were asked about the form of transportation they used to enter Martin Van Buren NHS on the day they were surveyed (Figure 12).

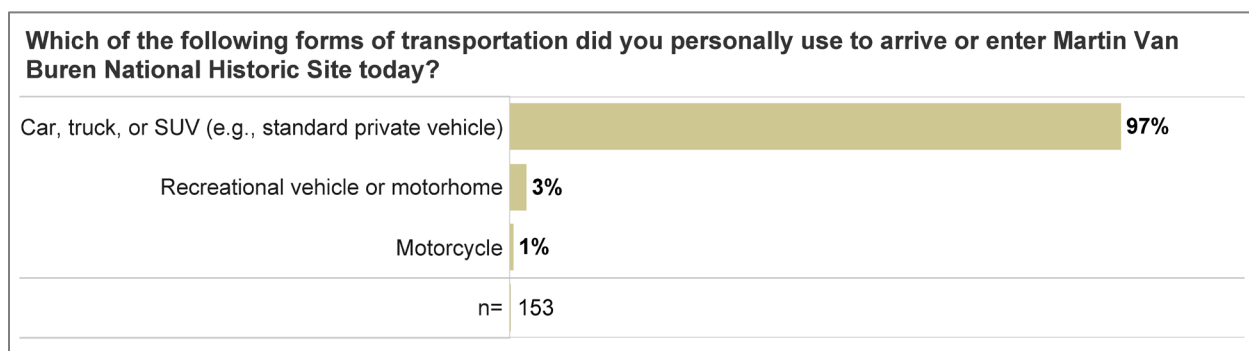


Figure 12. Form of transportation used to enter Martin Van Buren NHS on the day of the survey.

NPS

- The majority of respondents (97%) reported that they used their car, truck, or SUV to enter Martin Van Buren NHS on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (3%), and a motorcycle (1%).

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).

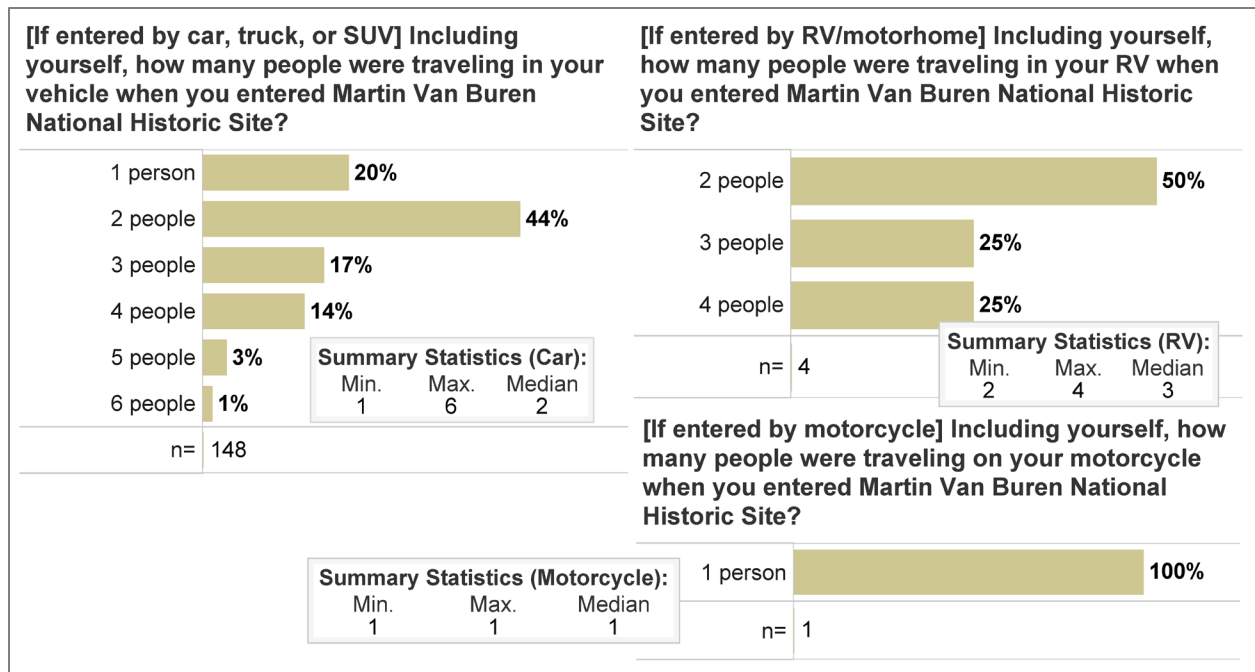


Figure 13. Number of people in or on respondent's vehicle when entering Martin Van Buren NHS. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- The plurality of respondents (44%) traveling by car reported two people. The next common group size was solo travelers (20%), followed by three people (17%).
- Half of respondents entering Martin Van Buren NHS by RV/motorhome reported traveling in a group of two people (50%), followed by three people and four people (25% each).
- The only respondent riding a motorcycle was traveling on their own.
- Results for the RV/motorhome and motorcycle groups should be interpreted with caution due to the small size of their samples (i.e., $n < 30$).

Question 17: Previous Visits to Martin Van Buren NHS

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

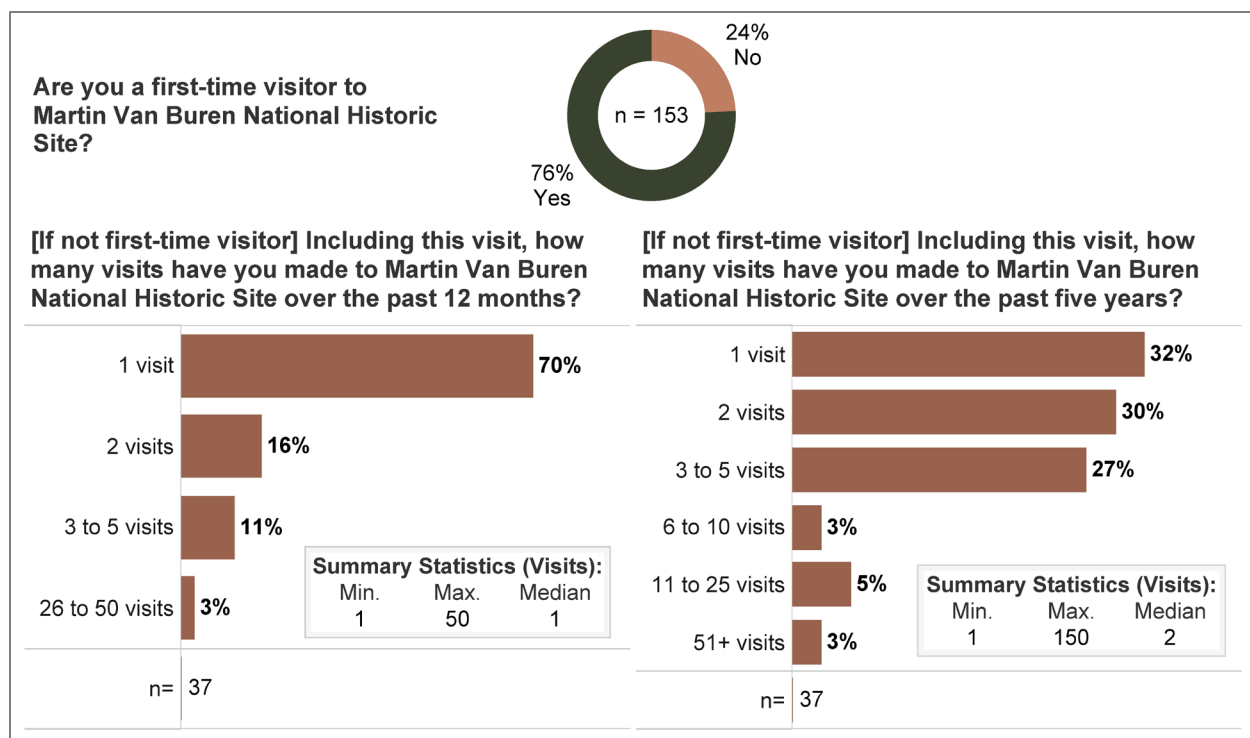


Figure 14. Previous visits to Martin Van Buren NHS. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- Most respondents (76%) were on their first ever trip to Martin Van Buren NHS.
- Among the 24% of respondents who were repeat visitors, the majority (70%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- Roughly one third of repeat visitors (32%) had visited at least one time in the past 5 years, while another 30% were on their second visit to the site.
- The median number of visits made in the past 5 years was two, including the current trip; 8% 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).

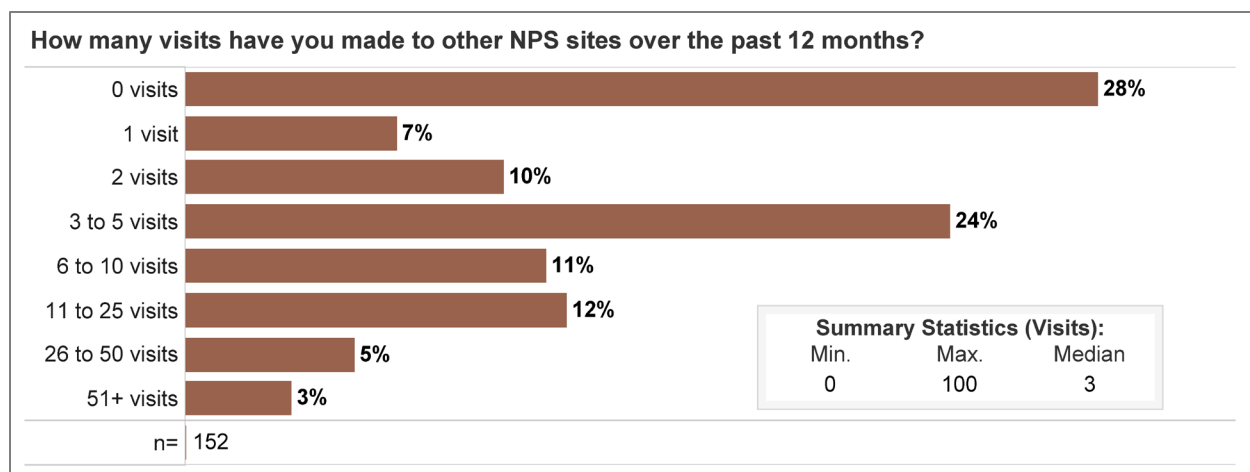


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- The highest proportion of visitors (28%) had made zero visits to other NPS site(s) in the past year, followed by 24% who had made 3–5 visits.
- The median number of visits made to other NPS site(s) in the past 12 months was three, though a combined 55% had made three or more visits in the past year.

Follow-Up Survey Results

The following section provides results of the 79 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Martin Van Buren National Historic Site in summer of 2022. Again, caution is recommended in the interpretation of figures with sample size lower than $n = 30$, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information About Martin Van Buren NHS

First, respondents were asked what sources they used to obtain information about Martin Van Buren NHS prior to their trip, and whether they had the information they needed on their trip (Figure 16).

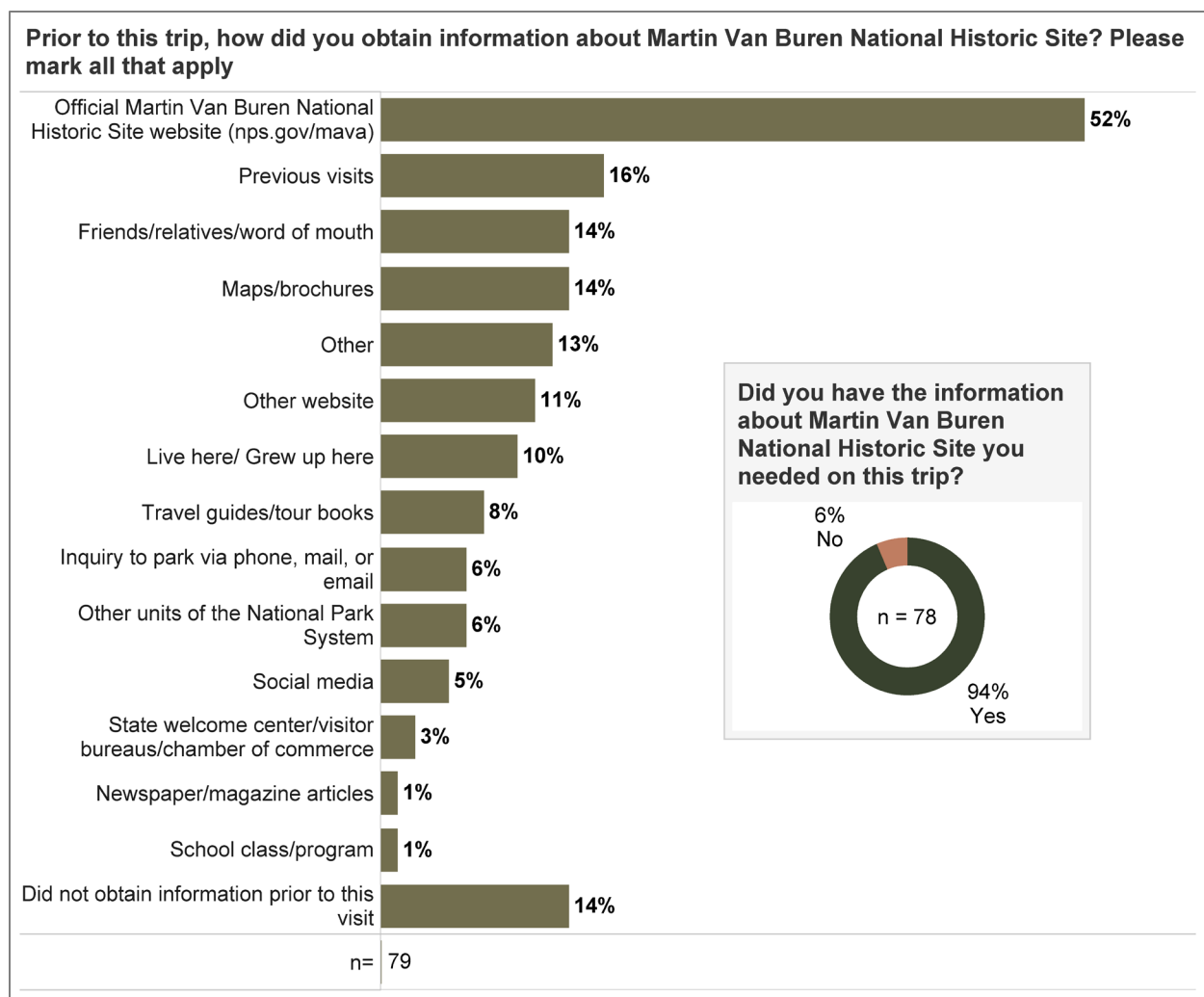


Figure 16. Sources used to obtain information about Martin Van Buren NHS prior to the trip.
NPS

- The most used resource was the official Martin Van Buren NHS website (nps.gov/mava), with 52% of respondents reportedly using it. The second most common source was previous visits (16%), followed by friends/relatives/word of mouth (14%), maps/brochures (14%), and other sources (13%).
- In a follow-up question, 94% of respondents said that they had the information about Martin Van Buren NHS that they needed on their trip, while 6% 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 Martin Van Buren NHS on their trip (Figure 17).

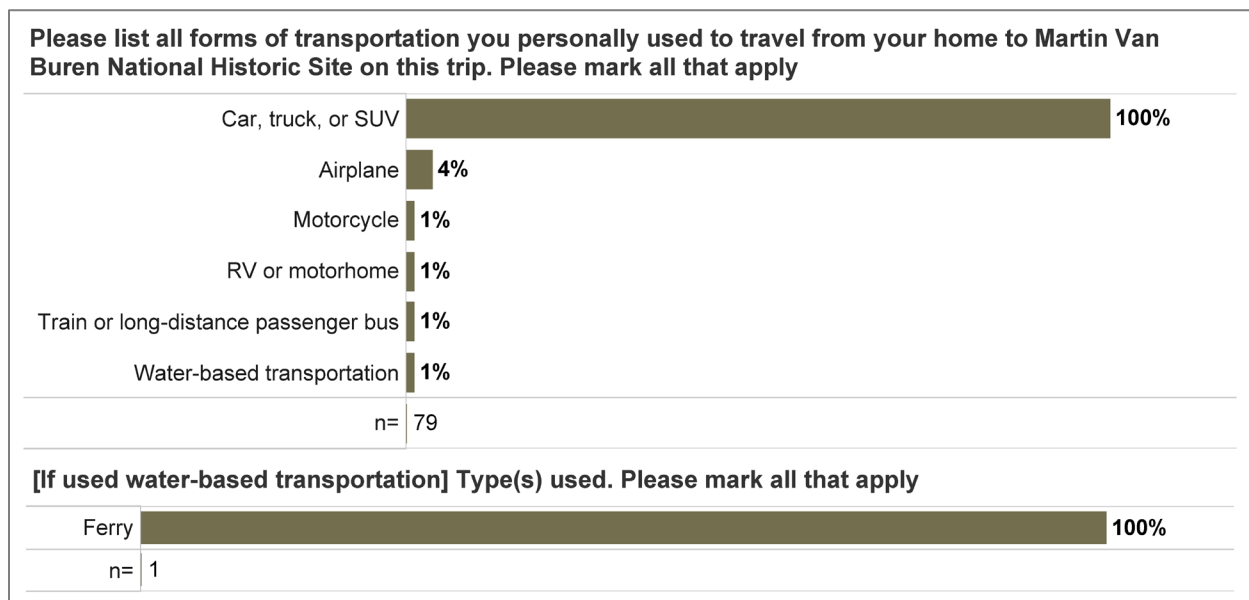


Figure 17. Forms of transportation used to travel from home to Martin Van Buren NHS on the recent trip.
NPS

- All surveyed respondents (100%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Martin Van Buren NHS.
- The second most common mode of travel was an airplane (4%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Martin Van Buren NHS on the day of the survey (Figure 18).

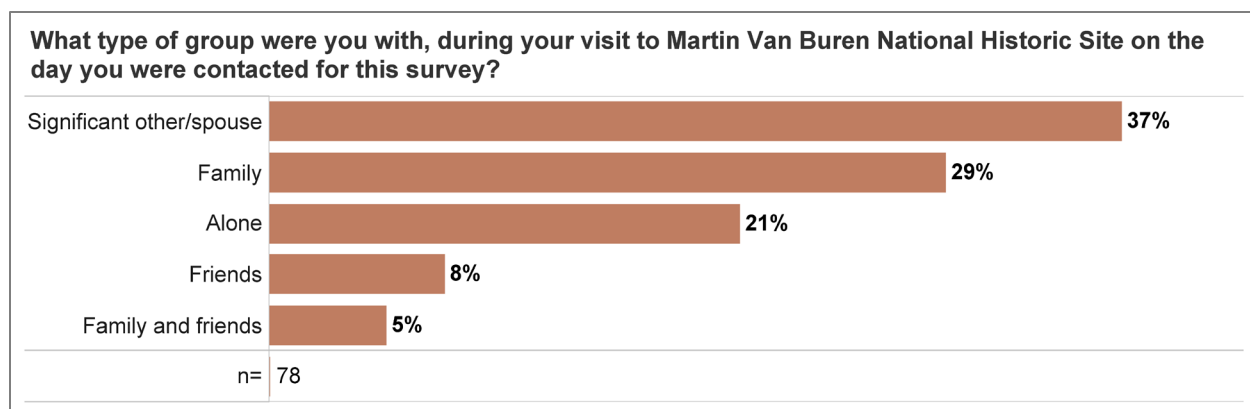


Figure 18. Travel party composition during Martin Van Buren NHS visit.

NPS

- The highest proportion of respondents (37%) visited Martin Van Buren NHS with their significant other or spouse on the day of the survey.
- Over a quarter of respondents (29%) explored Martin Van Buren NHS with their family, and another 21% visited the park alone.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Martin Van Buren NHS ² (Figure 19).

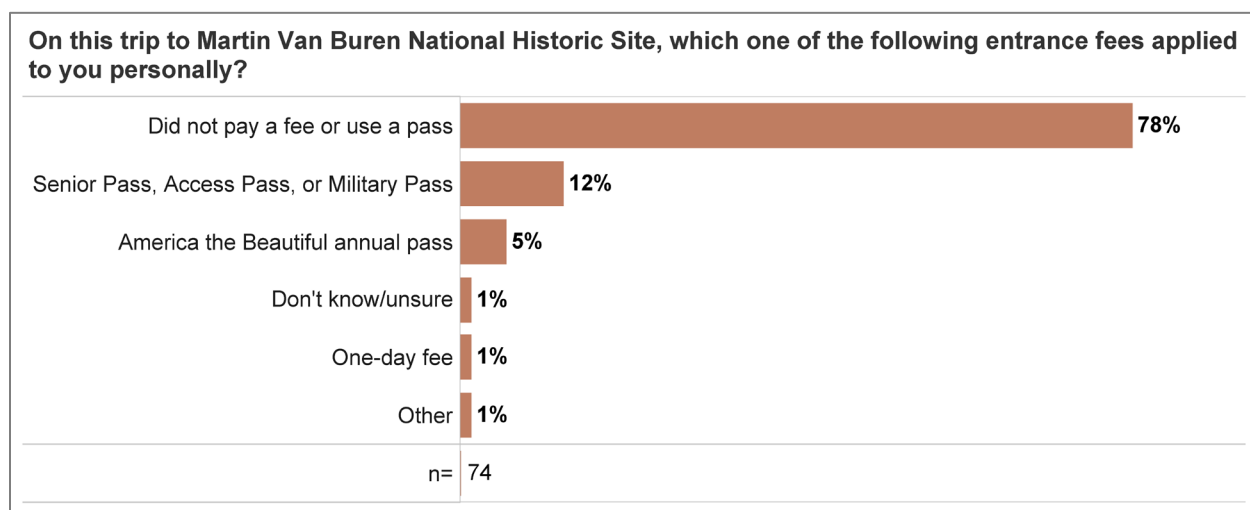


Figure 19. Entrance fees to enter Martin Van Buren NHS on the most recent trip.

NPS

² Martin Van Buren NHS does not charge an entrance fee. However, this question was asked as part of the standard survey fielded at units across the NPS system.

- The majority of respondents (78%) reported that they did not pay a fee or use a pass while visiting Martin Van Buren NHS, and another 12% claimed to have entered using a Senior Pass, Access Pass, or Military Pass.

Questions 12–14: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 20).

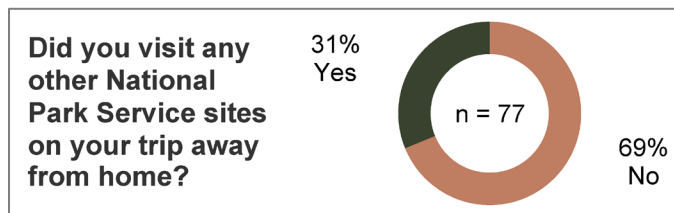


Figure 20. NPS sites visited on trip away from home.

NPS

- The majority of respondents (69%) had not visited other NPS sites on their trip; 31% identified Martin Van Buren NHS as one of several NPS sites 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 Martin Van Buren NHS, and which of those were their primary activity (Figure 21).

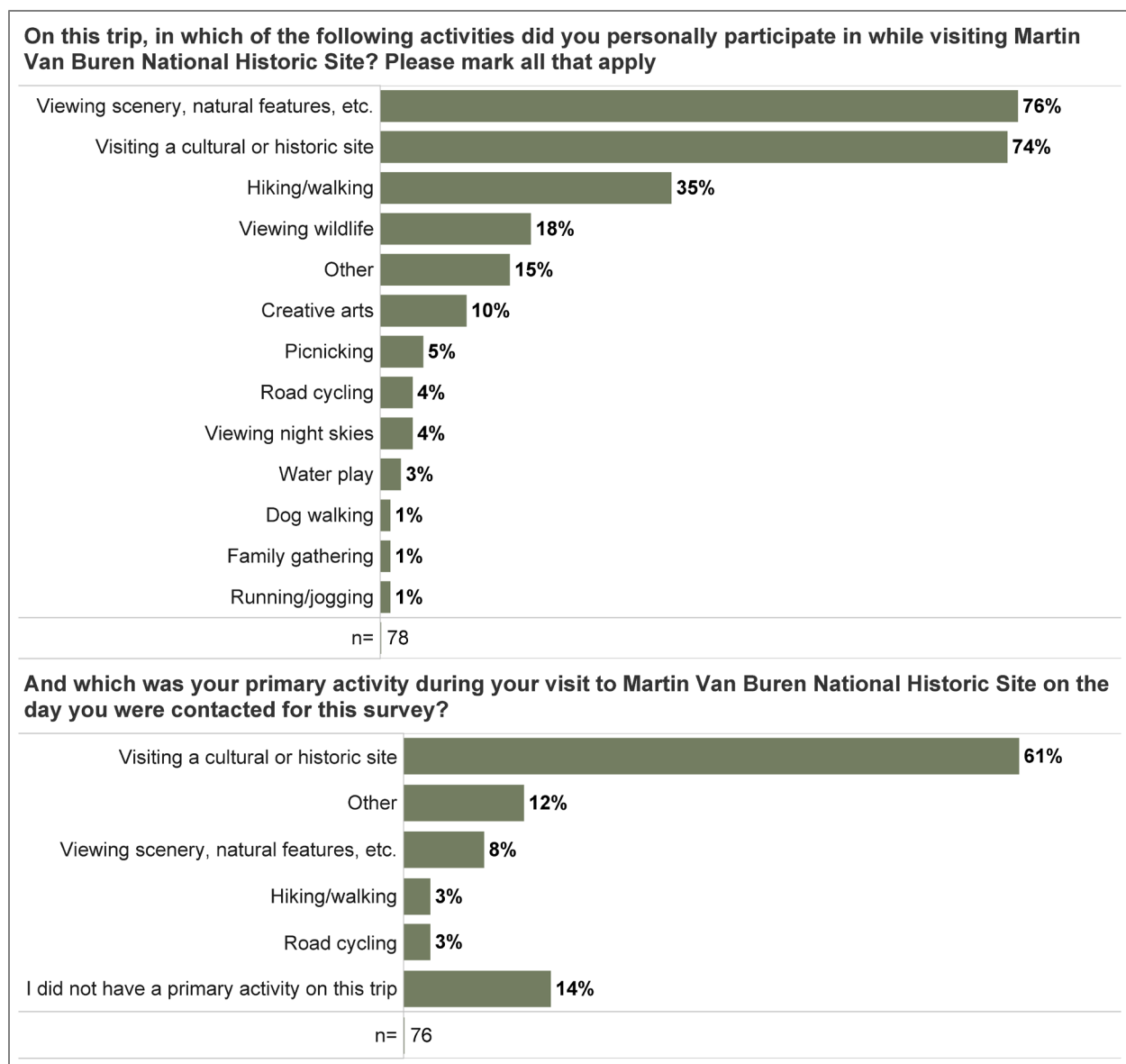


Figure 21. Participation in activities at Martin Van Buren NHS.

NPS

- The majority of visitors reported viewing scenery, natural features, etc. (76%), and visiting a cultural and historic site (74%). Over a third of respondents (35%) reported hiking/walking.
- Water play, dog walking, family gathering, and running/jogging were all uncommon activities (reported by 3% or fewer of respondents).
- The majority of respondents (61%) reported visiting a cultural or historic site as their primary activity.

Questions 15–16: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Martin Van Buren NHS on their trip, then asked which of those was the most important reason for them to visit Martin Van Buren NHS (Figure 22).

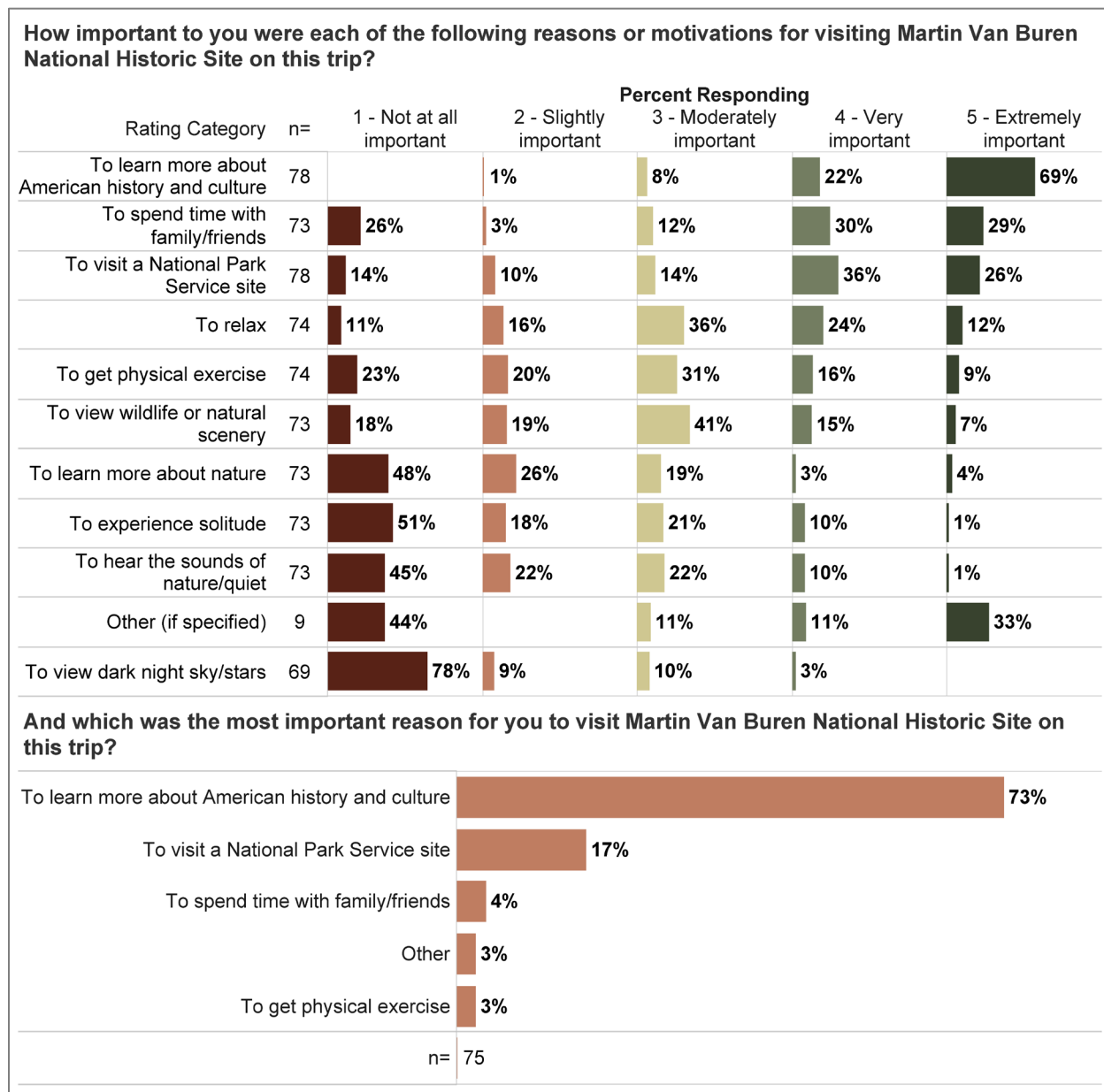


Figure 22. Reasons or motivations to visit Martin Van Buren NHS. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- Most visitors said to learn more about American history and culture (69%) was an extremely important reason for their trip to Martin Van Buren NHS.

- Other important reasons were to spend time with family and friends, and to visit a National Park Service site (29% and 26% of respondents, respectively, rated them as extremely important).
- The least important reasons were to experience solitude and to view dark night sky/stars (1% or less of respondents reported them as extremely important, and 51% and 78% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason for visiting MAVA was to learn more about American history and culture (73%), followed by to visit a National Park Service site (17%), and to spend time with family/friends (4%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Martin Van Buren NHS during their trip (Figure 23).

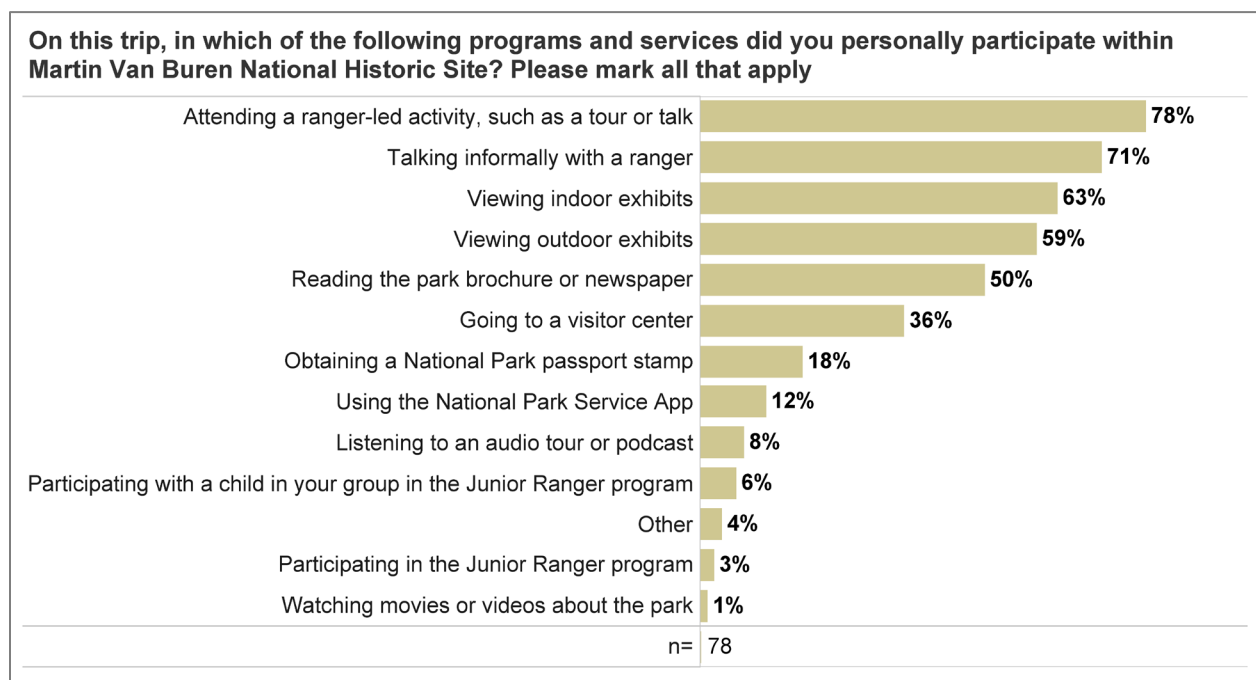


Figure 23. Programs participated while visiting Martin Van Buren NHS.

NPS

- The two most-used programs were attending a ranger-led activity, such as a tour or talk, and talking informally with a ranger, with over 70% of respondents reporting participating in each of them.
- Several other programs were engaged in by over half of respondents: viewing indoor exhibits (63%), viewing outdoor exhibits (59%), and reading the park brochure or newspaper (50%).

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).

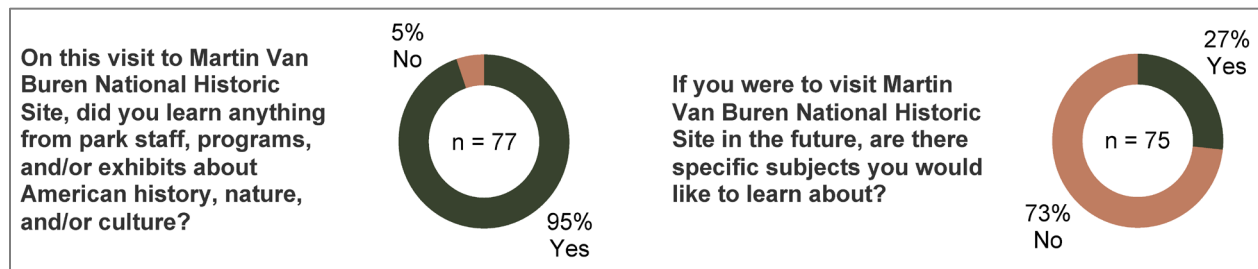


Figure 24. Learning.

NPS

- Almost all respondents (95%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Over a quarter of respondents (27%) reported that if they were to visit Martin Van Buren NHS 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 Martin Van Buren NHS (Figure 25).

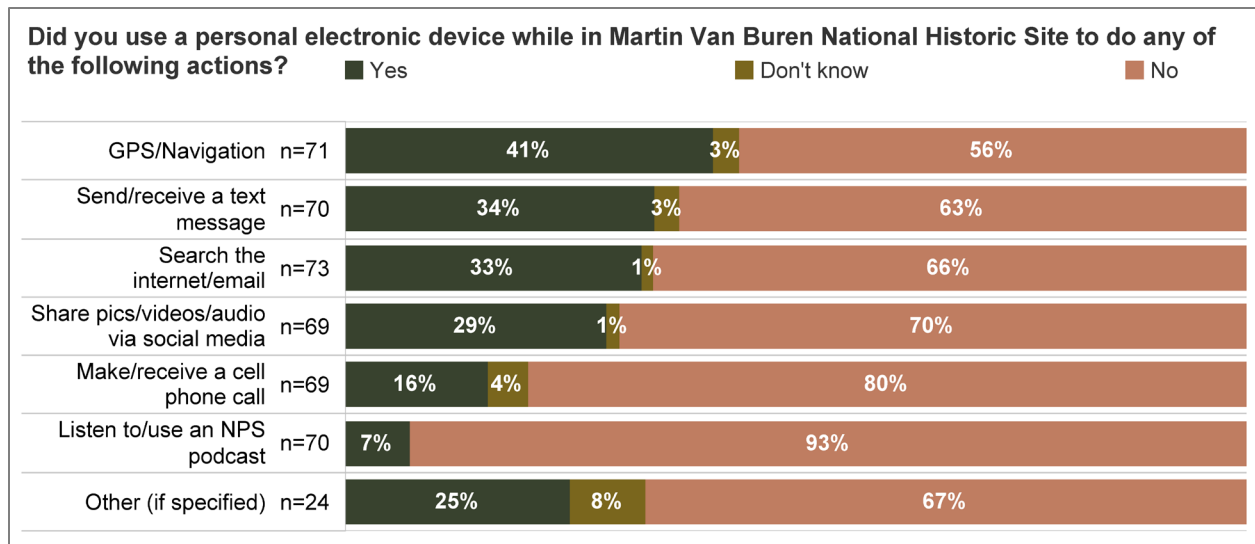


Figure 25. Use of personal electronic devices while visiting Martin Van Buren NHS. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- Less than half of respondents (41%) reported using GPS/navigation, and about a third of respondents reported sending/receiving a text message or searching the internet/email (34% and 33%, respectively).
- Conversely, only 7% 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).

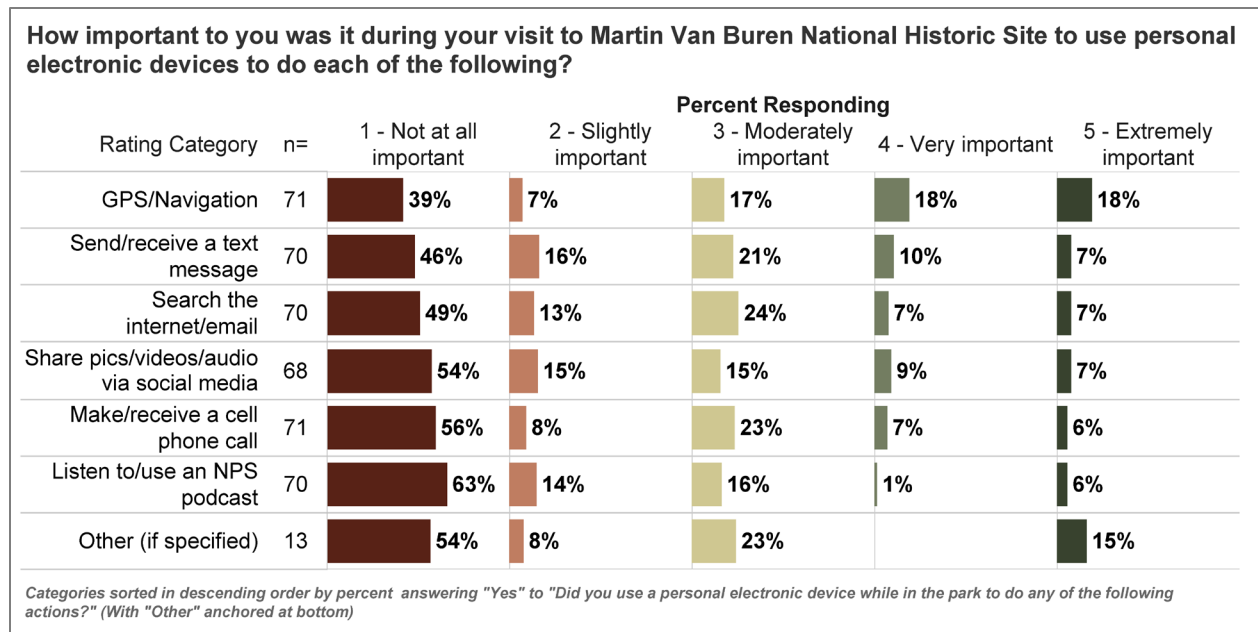


Figure 26. The importance of use of personal electronic devices while visiting Martin Van Buren NHS. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The most important device use for respondents was GPS/navigation (18% of respondents rated this as extremely important and another 18% said it was very important).
- Listening to and using an NPS podcast and making/receiving a phone call was rated as extremely important only by 6% of respondents each, and not at all important by over a half of respondents (64% and 56%, respectively).

How would you rate the quality of service to do each of the following?							
Rating Category	n=	Percent Responding					
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good	Not applicable
GPS/Navigation	52			8%	19%	31%	42%
Send/receive a text message	51			10%	22%	25%	43%
Search the internet/email	51	2%		12%	18%	16%	53%
Share pics/videos/audio via social media	50		2%	8%	20%	16%	54%
Make/receive a cell phone call	52			12%	17%	17%	54%
Listen to/use an NPS podcast	48		2%	4%	10%	10%	73%
Other (if specified)	15	7%			13%	7%	73%

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

Figure 27. Quality of service of personal electronic devices while visiting Martin Van Buren NHS. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- The service of GPS/navigation was rated as very good or good by 31% and 19% of respondents, respectively.
- A small percentage of respondents (2%) reported that they had no service to search the internet/email. However, 16% of visitors rated this service as very good.

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 Martin Van Buren NHS. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

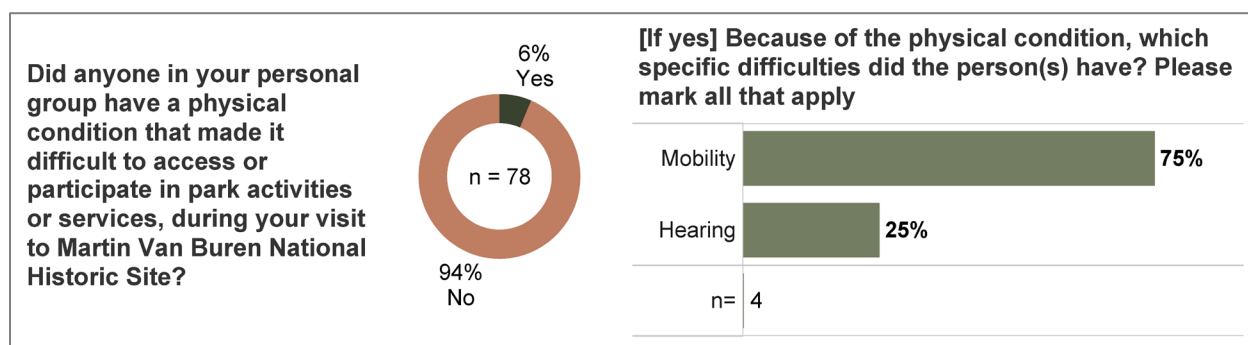


Figure 28. Physical difficulties while visiting Martin Van Buren NHS.

NPS

- The majority of respondents (94%) 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 Martin Van Buren NHS.
- Among the 6% of visitors who identified at least one difficulty, 75% reported mobility issues in their group, and 25% reported hearing difficulties.

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Martin Van Buren NHS met their expectations (Figure 29).

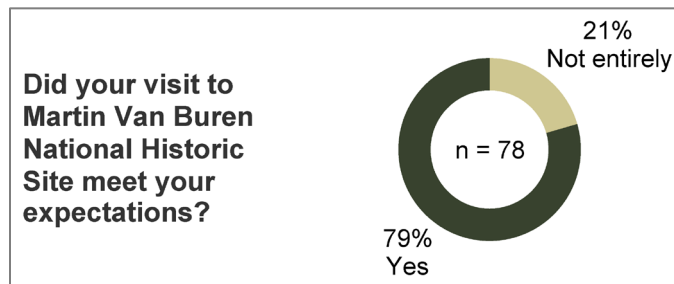


Figure 29. Meeting Martin Van Buren NHS expectations.

NPS

- The majority of respondents (79%) reported that their visit to Martin Van Buren NHS met their expectations, while 21% 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 Martin Van Buren NHS 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 Martin Van Buren NHS and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

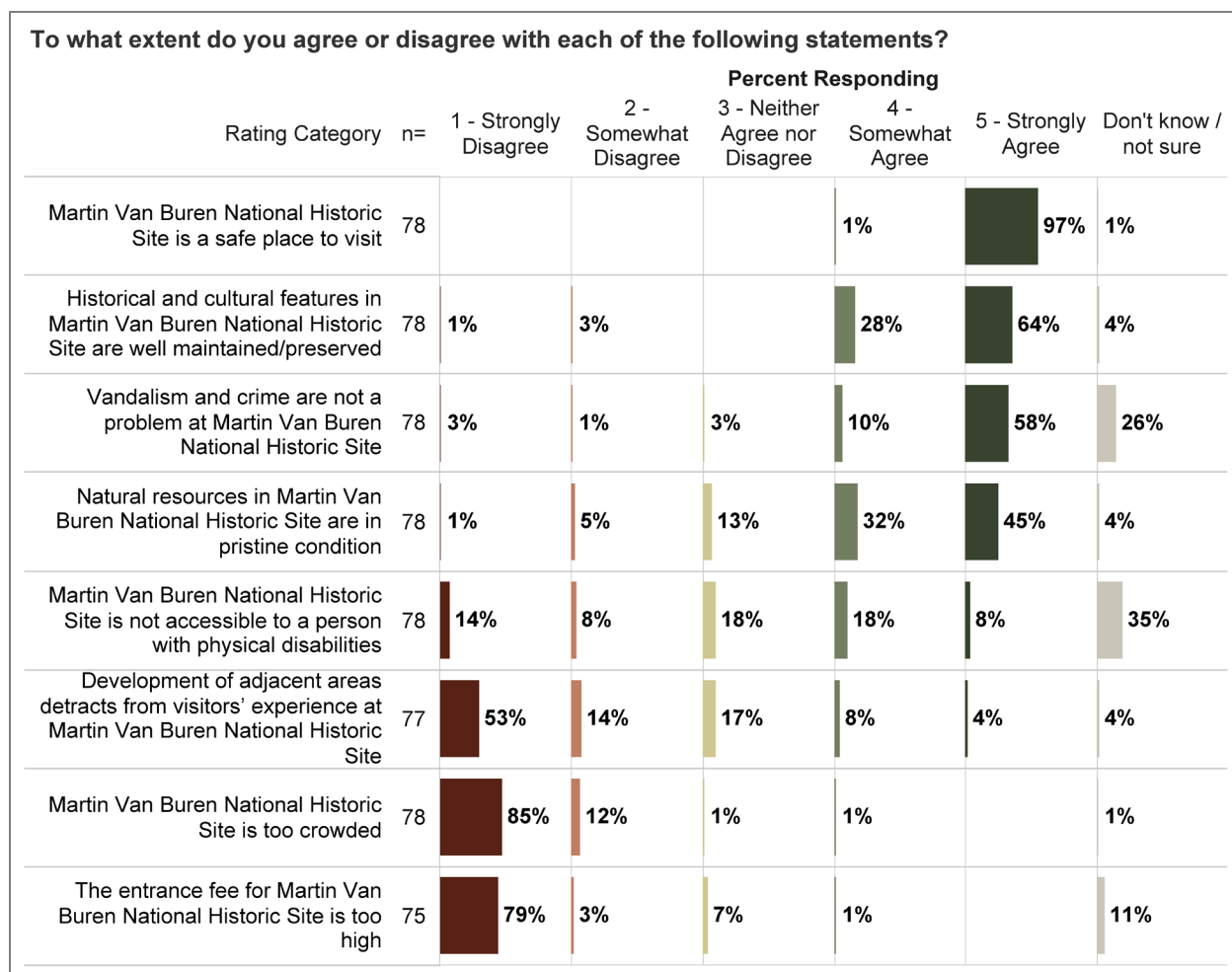


Figure 30. Rating Martin Van Buren NHS experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “Martin Van Buren NHS is a safe place to visit” received the most consensus with a combined 98% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Martin Van Buren NHS are well maintained/preserved” and “Vandalism and crime are not a problem at Martin Van Buren NHS” (92% and 68% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “Martin Van Buren NHS is too crowded” and “The entrance fee for Martin Van Buren NHS is too high” received the least support, with only 1% of respondents somewhat agreeing with these statements, and around 80% of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Martin Van Buren NHS (Figure 31).

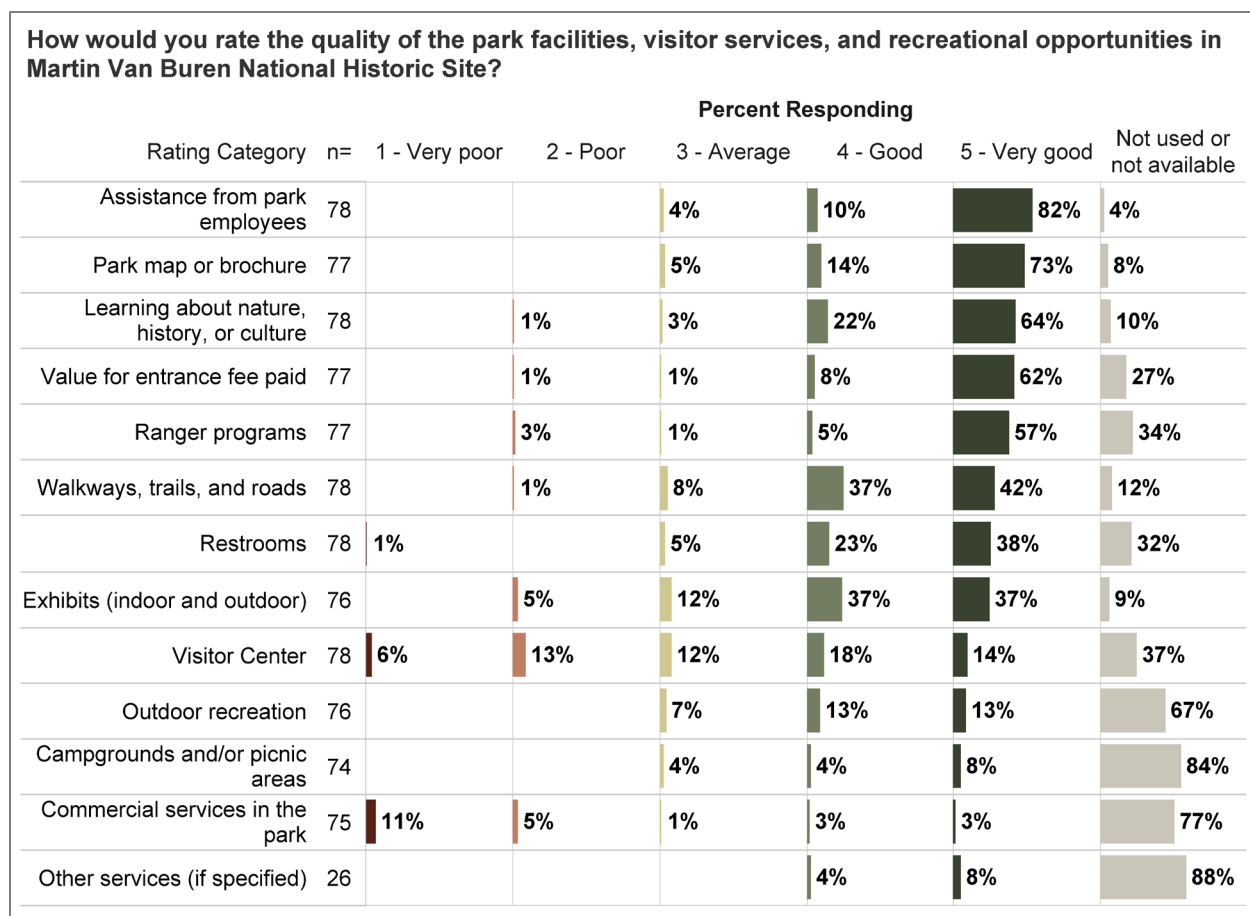


Figure 31. Rating the quality of Martin Van Buren NHS facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- Over half of visitors (ranging from 57% to 82%) rated assistance from park employees, park map or brochure, learning about nature, history, or culture, value for entrance fee paid, and ranger programs as very good.
- Conversely, fewer than half of visitors rated walkways, trails, and roads, restrooms, exhibits (indoor and outdoor), visitor center, outdoor recreation, campgrounds and/or picnic areas, and commercial services in the park as very good. It should be noted that for the last three of 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).

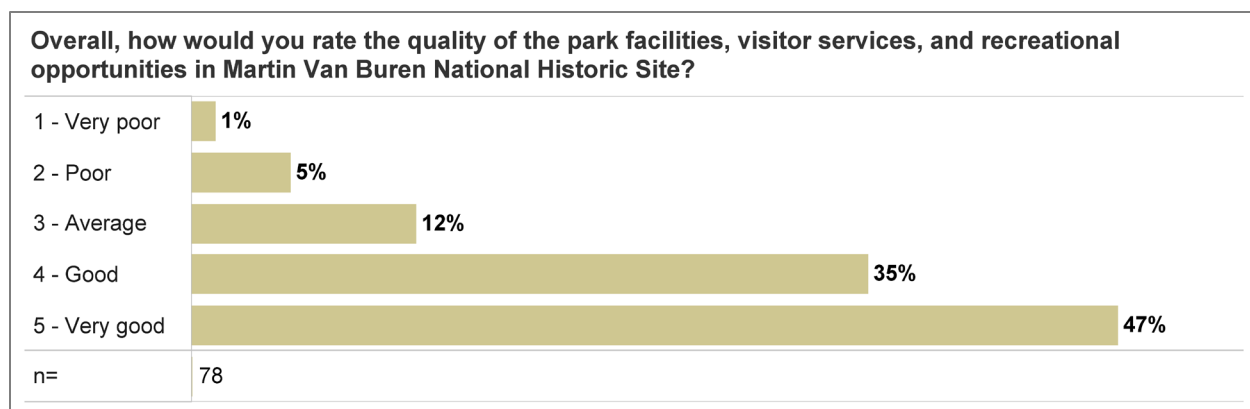


Figure 32. Rating overall quality of Martin Van Buren NHS facilities, visitor services, and recreational opportunities.

NPS

- In general, about half of respondents (47%) rated the quality of the park facilities, visitor services, and recreational opportunities in Martin Van Buren NHS as very good, and another 35% rated them as good.
- Only 6% of respondents rated the quality of park facilities, visitor services, and recreational opportunities as poor or very poor.



Van Ness Survey 1805. Martin Van Buren NHS collection.

NPS

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.

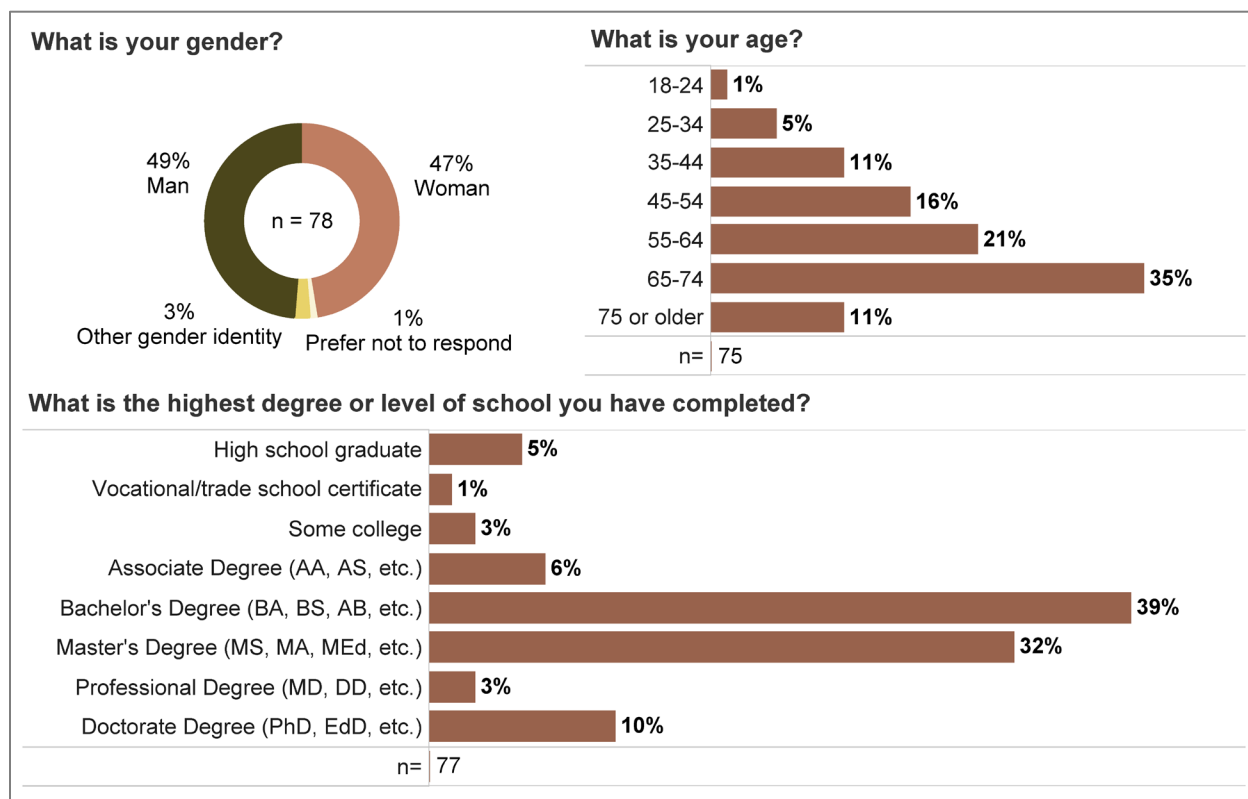


Figure 33. Respondent demographics: gender, age, and level of education.

NPS

- Follow-up survey respondents were slightly more likely to be men than women, though the sample was relatively balanced (49% vs. 47%). Another 3% had another gender identity, while 1% preferred not to disclose their gender identity.
- The most common age categories were 65–74 years old (35%), 55–64 years old (21%), and 45–54 years old (16%). The least represented age group were 18–24 years old (only 1% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 90% having some college degree, and a plurality (39%) holding a bachelor's degree.

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

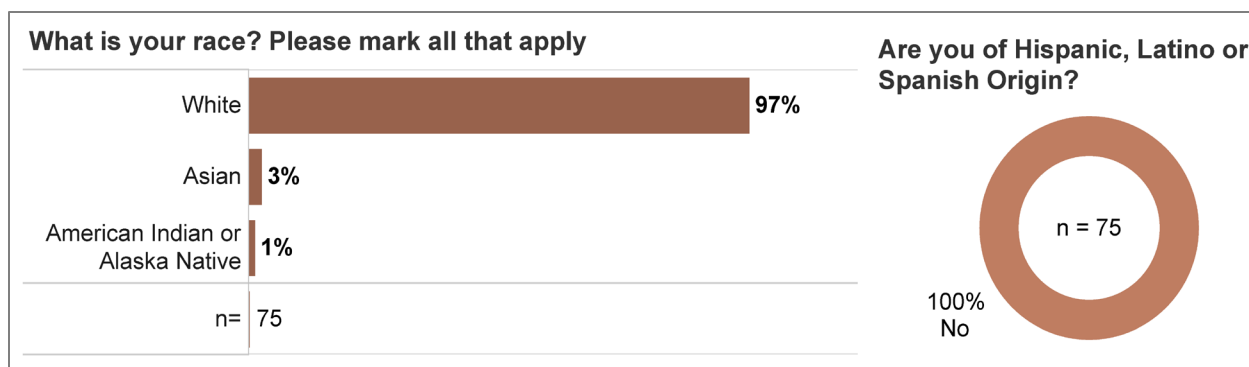


Figure 34. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (97%) were White, while 3% were Asian.
- All respondents (100%) 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).

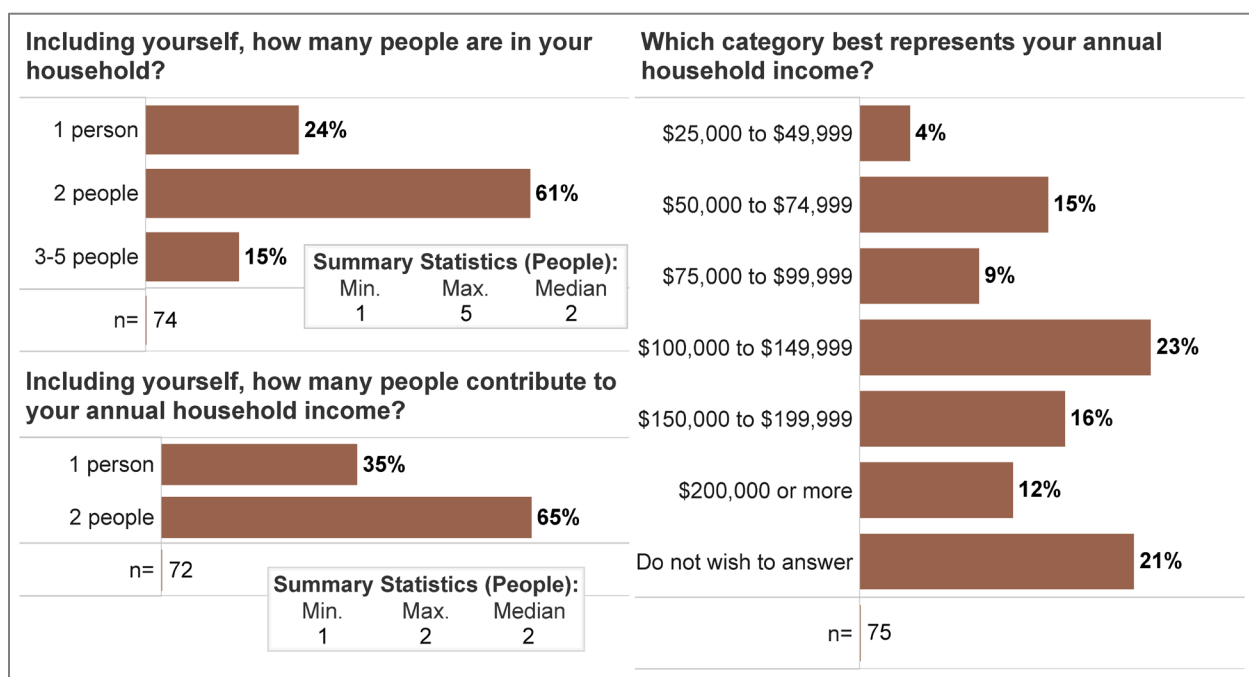


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- The majority of respondents (61%) had two people in their household, followed by 1 person (another 24%).

- In addition to being highly educated, Martin Van Buren NHS visitors are also relatively affluent. Almost a quarter of respondents (23%) reported that their annual household income was between \$100,000 and \$149,999, and another 12% earned \$200,000 or more.
- Most respondents (65%) came from a dual-income household.

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

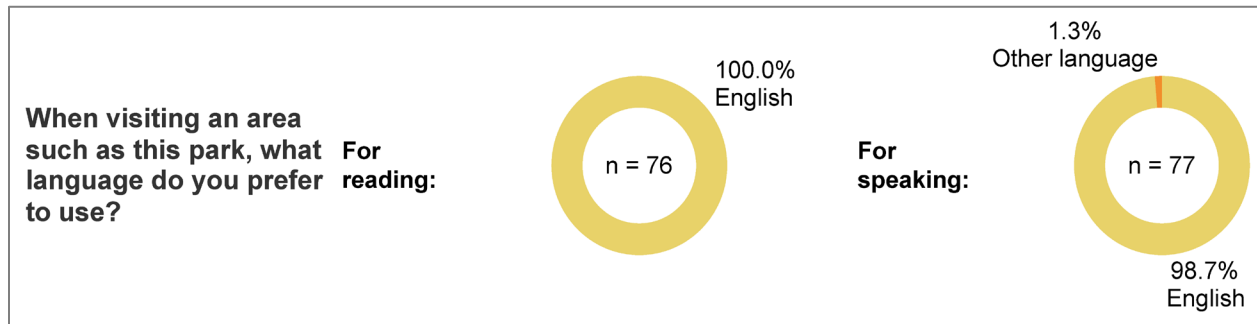


Figure 36. Respondent's language preference.

NPS

- All surveyed respondents (100%) preferred to use English for reading, and 98.7% preferred to use English for speaking when visiting an area such as Martin Van Buren NHS.

Literature Cited

National Park Service (NPS). 2022. 2022 Socioeconomic Monitoring of Martin Van Buren National Historic Site: Visitor Intercept and Post-Trip Surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318672>

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 Martin Van Buren NHS, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Camping outside Martin Van Buren NHS	11	1	8	2
Lodging outside Martin Van Buren NHS	45	1	14	2
Unpaid accommodations	12	1	10	3

Table 9. Data from [Figure 7](#). Number of adults and children in respondent's personal group while visiting Martin Van Buren NHS.

Age Category	n	Min.	Max.	Median
Adults	153	1	6	2
Children	153	0	6	0

Table 10. Data from [Figure 13](#). Number of people in respondent's vehicle when entering Martin Van Buren NHS.

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 Martin Van Buren NHS?	148	1	6	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Martin Van Buren NHS?	4	2	4	3
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Martin Van Buren NHS?	1	1	1	1

Table 11. Data from [Figure 14](#). Previous visits to Martin Van Buren NHS.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Martin Van Buren NHS over the past 12 months?	37	1	50	1
[If not first-time visitor] Including this visit, how many visits have you made to Martin Van Buren NHS over the past five years?	37	1	150	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?	152	0	100	3

Table 13. Data from [Figure 22](#). Reasons or motivations to visit Martin Van Buren NHS.

Rating Category	n
To visit a National Park Service site	78
To experience solitude	73
To hear the sounds of nature/quiet	73
To learn more about nature	73
To learn more about American history and culture	78
To spend time with family/friends	73
To get physical exercise	74
To view wildlife or natural scenery	73
To relax	74
To view dark night sky/stars	69
Other (if specified)	9

Table 14. Data from [Figure 25](#). Use of personal electronic devices while visiting Martin Van Buren NHS.

Device Use	n
Make/receive a cell phone call	69
Send/receive a text message	70
Search the internet/email	73
GPS/Navigation	71
Share pics/videos/audio via social media	69
Listen to/use an NPS podcast	70
Other (if specified)	24

Table 15. Data from [Figure 26](#). The importance of use of personal electronic devices while visiting Martin Van Buren NHS.

Device Use	n
Make/receive a cell phone call	71
Send/receive a text message	70
Search the internet/email	70
GPS/Navigation	71
Share pics/videos/audio via social media	68
Listen to/use an NPS podcast	70
Other (if specified)	13

Table 16. Data from [Figure 27](#). Quality of service of personal electronic devices while visiting Martin Van Buren NHS.

Device Use	n
Make/receive a cell phone call	52
Send/receive a text message	51
Search the internet/email	51
GPS/Navigation	52
Share pics/videos/audio via social media	50
Listen to/use an NPS podcast	48
Other (if specified)	15

Table 17. Data from [Figure 30](#). Rating Martin Van Buren NHS experience.

Rating Category	n
Martin Van Buren NHS is a safe place to visit	78
Martin Van Buren NHS is too crowded	78
Natural resources in Martin Van Buren NHS are in pristine condition	78
The entrance fee for Martin Van Buren NHS is too high	75
Vandalism and crime are not a problem at Martin Van Buren NHS	78
Martin Van Buren NHS is not accessible to a person with physical disabilities	78
Historical and cultural features in Martin Van Buren NHS are well maintained/preserved	78
Development of adjacent areas detracts from visitors' experience at Martin Van Buren NHS	77

Table 18. Data from [Figure 31](#). Rating the quality of Martin Van Buren NHS facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	78
Exhibits (indoor and outdoor)	76
Restrooms	78
Walkways, trails, and roads	78
Campgrounds and/or picnic areas	74
Assistance from park employees	78
Park map or brochure	77
Ranger programs	77
Value for entrance fee paid	77
Commercial services in the park (food, lodging, gifts, rental, etc.)	75
Other services (if specified)	26
Learning about nature, history, or culture	78
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	76

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?	74	1	5	2
Including yourself, how many people contribute to your annual household income?	72	1	2	2

National Park Service
U.S. Department of the Interior



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Natural Resource Stewardship and Science

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