



2022 Socioeconomic Research of Morristown National Historical Park

Report on 2022 Data Collection (Revised)



Ford Mansion at Morristown National Historical Park.

NPS

2022 Socioeconomic Research of Morristown National Historical Park: Report on 2022 Data Collection (Revised)

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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.

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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.

Morristown National Historical Park (Morristown) 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 Morristown 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. Morristown National Historical Park (Morristown) 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 Morristown National Historical Park, what they do during their visit, and their spending profile. The results of the study are intended to assist Morristown National Historical Park 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.



Replica soldiers' huts at Morristown National Historical Park.
NPS

Methods

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

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

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

Study Area

The Morristown local area map is shown in Figure 1. The local area around Morristown consists of Passaic, Bergen, Morris, Essex, Hudson, Union, Somerset, and Middlesex Counties in New Jersey, and New York (Manhattan) County in New York. Within Morristown, the study area was comprised of five locations. Table 1 shows more details about sampling locations. The locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's main areas.

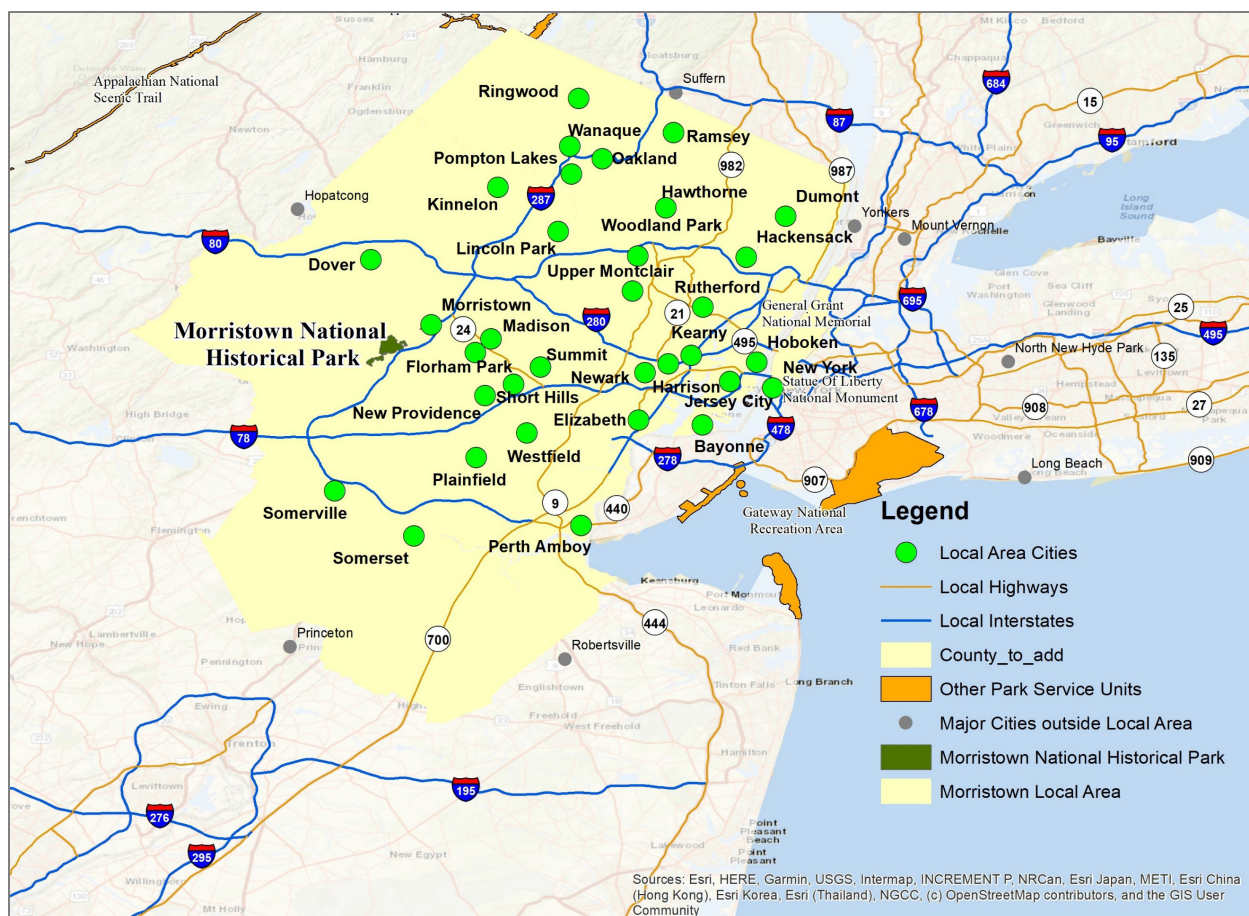


Figure 1. Morristown local area map.

NPS

Table 1. Information about sampling locations in Morristown.

Intercept Site	Completed Intercept Surveys	
	Number of Surveys	Percent of Surveys
Visitor Center/Wick House	130	29.2%
Patriot's Path	52	11.7%
New York Brigade restroom	117	26.3%
Washington's Headquarters Museum	140	31.5%
Fort Nonsense	6	1.3%

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 25th to July 8th, 2022. A sample of visitors were intercepted while visiting Morristown 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 Morristown (NPS 2022). If the visitor was eligible (at least 18 years of age, not a Morristown 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—Morristown intercept survey.

Outcome	Total
Eligible visitors contacted	558
Complete refusals	56
Partial refusals (non-response questions completed)	57
Intercept surveys completed	445
Follow-up surveys distributed	417
Intercept response rate	79.7%
Follow-up acceptance rate	93.7%

During the sampling period, 3 surveyors were stationed simultaneously at different sampling sites. Start times varied day-to-day and by location to capture a diverse sample of visitors across Morristown. Each surveyor worked thirteen 7-hour days (six hours data collection and one-hour lunch break) and rotated between several sites. Each surveyor had one day off during the 13-day sampling window.

It should be noted that a road paving project caused the closure of the Tempe Wick Road entrance to the Jockey Hollow portion of the park for the entire sampling period. This may have had an effect on visitation, but other park entrances remained open.

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 Morristown. 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—Morristown follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	417
Valid follow-up surveys completed	116
Response rate	27.8%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the 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 79.7%, 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 Morristown?” Note: p-value = 0.81.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	77	69.4%	227	68.2%
No	34	30.6%	106	31.8%

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	110	99.1%	313	94.0%
No	1	0.9%	20	6.0%

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 Morristown and/or within the local area?” Note: p-value = 0.89.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	23	20.7%	67	20.1%
No	88	79.3%	266	79.9%

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 for any of the three non-response bias questions. Based on the variables measured, this study does not have a bias due to non-response. Therefore, all types of visitors listed in the non-response bias questions are well represented in the full responses as desired.

Results

Intercept Survey Results

The following section provides results of the 445 visitor intercept surveys conducted in Morristown National Historical Park from June 25th to July 8th, 2022. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than $n = 30$. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option. To preserve the data for additional analyses, outliers for open-ended numeric questions (e.g., nights spent, days in local area, etc.) have not been removed. Given these outliers, medians are shown instead of means throughout the report, in order to better represent the central tendency.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Morristown. 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.

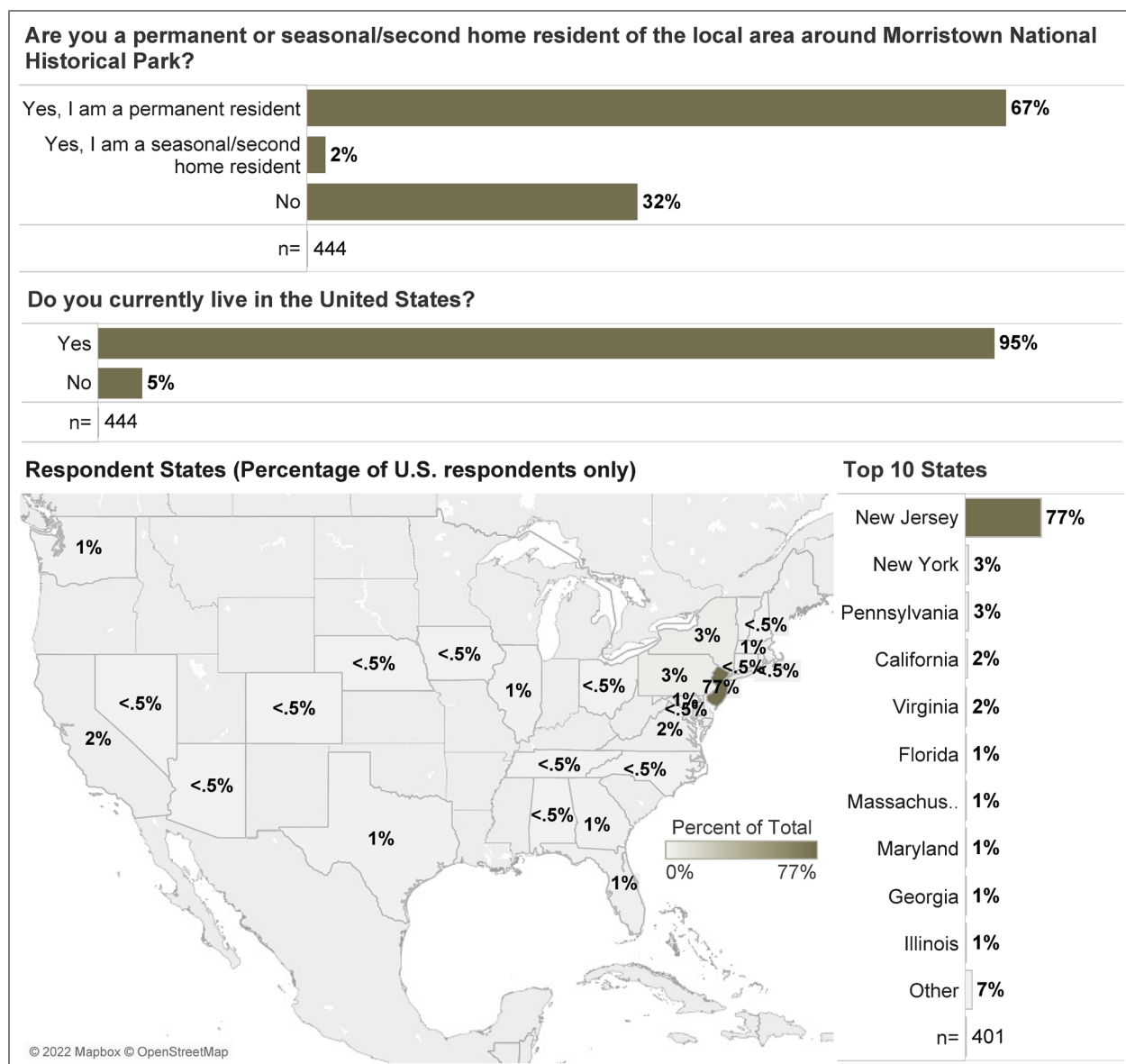


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Morristown.
NPS

- Over two thirds of respondents (a combined 68%) stated that they were either permanent or seasonal residents of the local area around Morristown.
- There was a large geographic concentration of visitors from New Jersey (where Morristown is located).
- Among the 95% of respondents currently residing in the U.S., 77% reside in New Jersey, followed by New York (3%) and Pennsylvania (3%).

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).

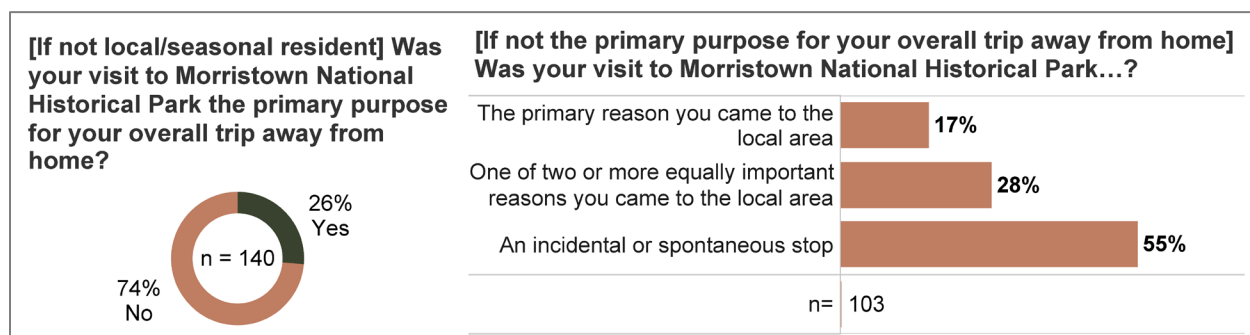


Figure 3. Role of Morristown in overall trip purpose.

NPS

- For roughly three-quarters of non-local respondents (74%), visiting Morristown was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Morristown was not their primary trip purpose, 55% stated that their visit to Morristown was an incidental or spontaneous stop, while another 28% 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 Morristown, 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.

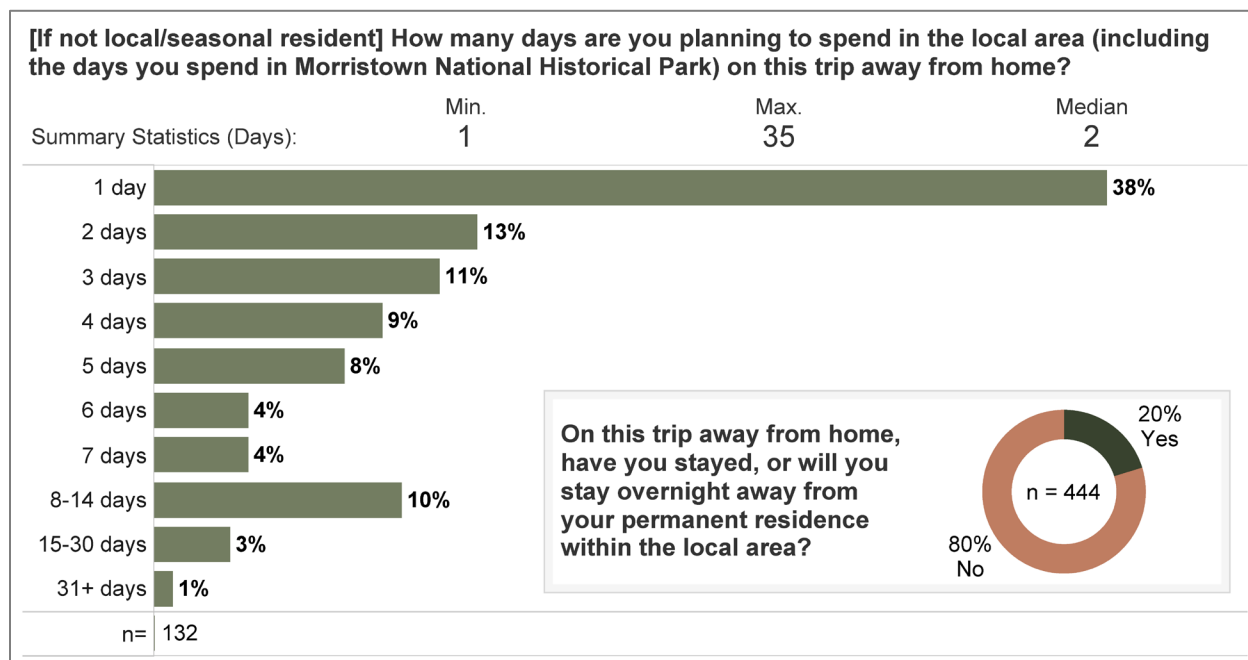


Figure 4. Time spent in the local area around Morristown.

NPS

- Just over one-third of non-local respondents (38%) spent one day in the local area, while 13% spent 2 days, and 11% spent 3 days. The median length of stay was two days.
- Additionally, one-fifth of all respondents (20%; 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).

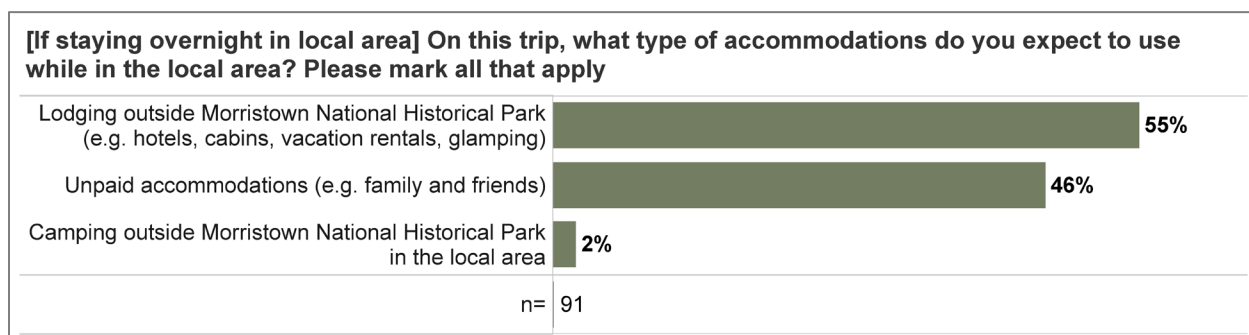


Figure 5. Accommodation types used in the local area around Morristown.

NPS

- Over half of overnight respondents (55%) stayed in lodging outside Morristown (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by respondents who stayed at unpaid accommodations (e.g., family and friends) (46%), and distantly followed by those who camped outside Morristown in the local area (2%).

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

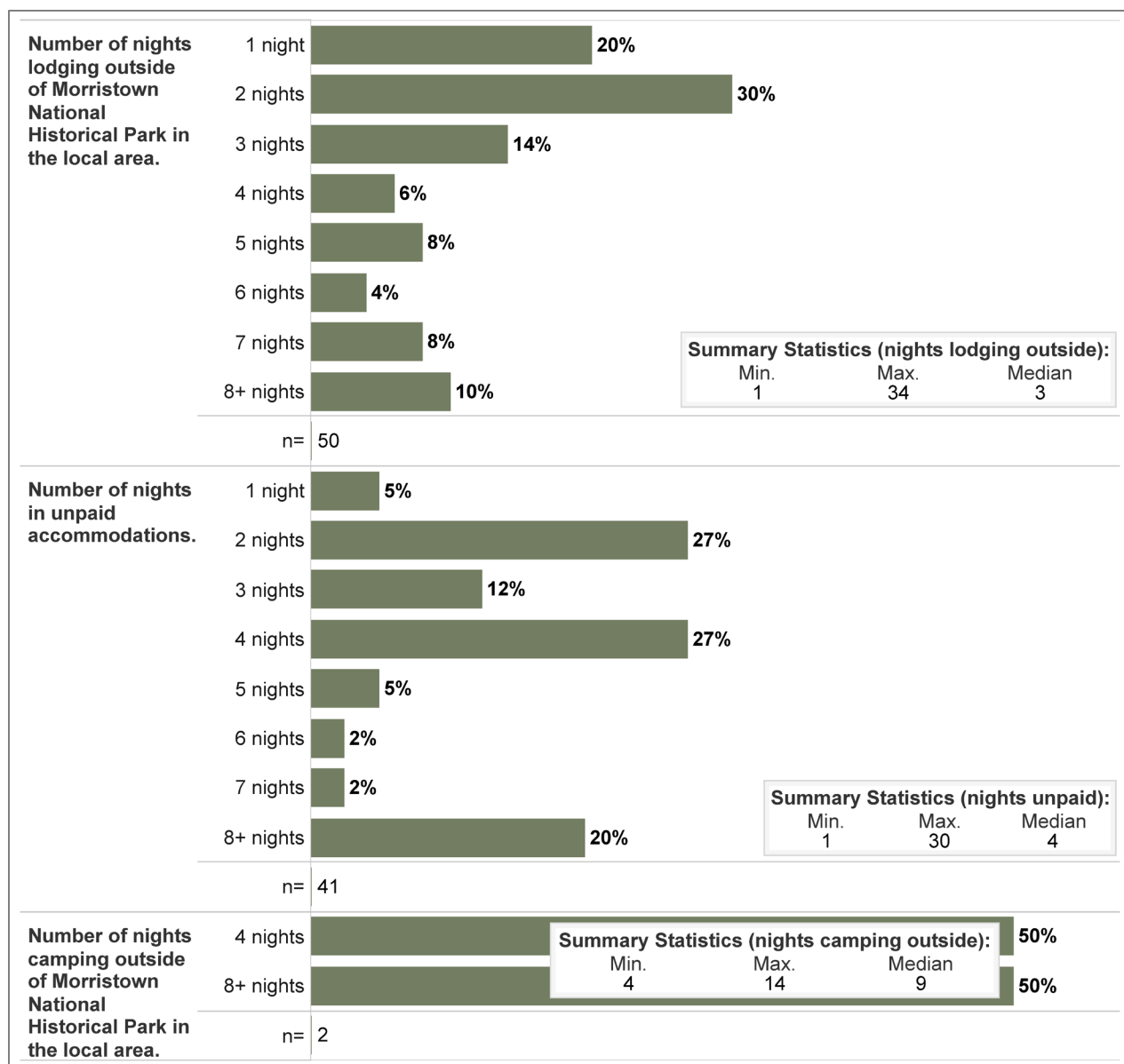


Figure 6. Number of nights spent in the local area around Morristown, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 8](#).

NPS

- Among the 55% of overnight respondents who lodged outside of Morristown in the local area (per Figure 5), their median length of stay was three nights. Half of them (50%) lodged two nights or fewer in the local area this trip; 64% spent three nights or fewer.
- Among the 46% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), their median length of stay was four nights. The plurality stayed either two nights or four nights (27% each), followed by eight or more nights (20%).

- Among the 2% of overnight respondents who camped outside of Morristown (per Figure 5), their median length of stay was nine nights. Results for this group should be interpreted with caution due to the very small size of the sample.

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 Morristown (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.

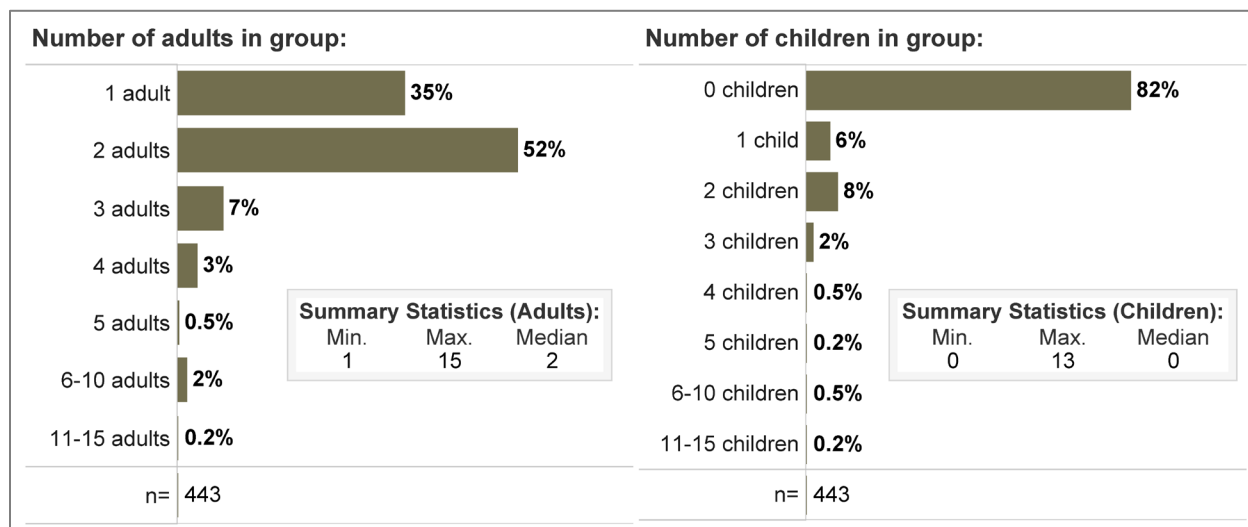


Figure 7. Number of adults and children in respondent's personal group while visiting Morristown. Tabular data shown in this figure are presented in [Appendix A, Table 9](#).

NPS

- The median number of adults per group was two. Most groups (52%) included 2 adults.
- Most groups (82%) did not include any children.

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

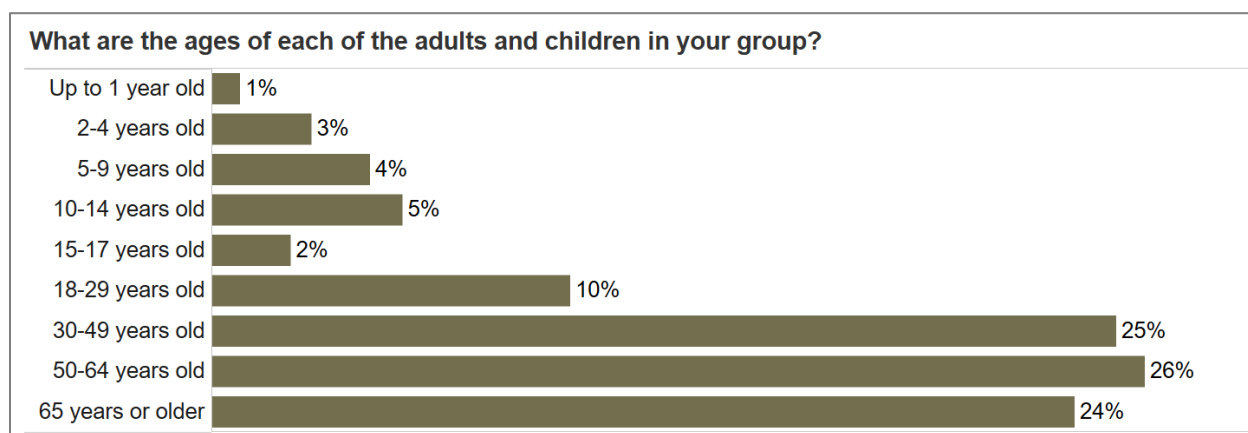


Figure 8. Age distribution of all members of respondent's personal group while visiting Morristown.

NPS

- The most common age of the adults and children in a personal group was 50–64 years old (26%), followed by 30–49 years old (25%), and 65 years and older (24%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 15% of group members.

Questions 11–14: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Morristown 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).

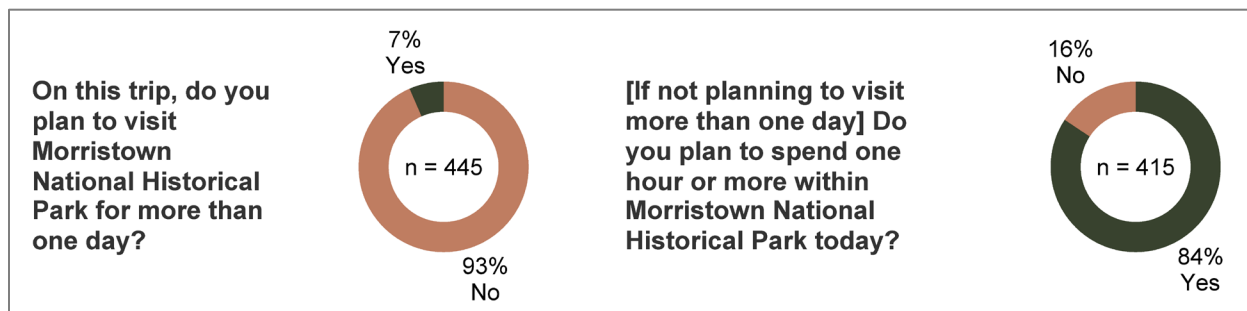


Figure 9. Duration of the respondent's trip to Morristown.

NPS

Table 7. Amount of time spent within Morristown.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Morristown today?	64	1	59	30
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Morristown today?	350	1	12	2
[If planning to visit at least one day] How many days do you plan to spend within Morristown on this trip?	29	1	30	2
[If planning to visit at least one day] On how many different days do you expect to enter the park?	29	1	30	1

- While visiting Morristown, most visitors (93%) did not plan to spend more than one day in the park.
- Among the 93% of visitors who did not spend more than a day in Morristown, the majority (84%) 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 7% of visitors planned to visit for more than one day; among those visitors, the median length of stay was two 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 one day.

Next, respondents were asked to indicate the most recent entrance they used to enter Morristown (Figure 10).

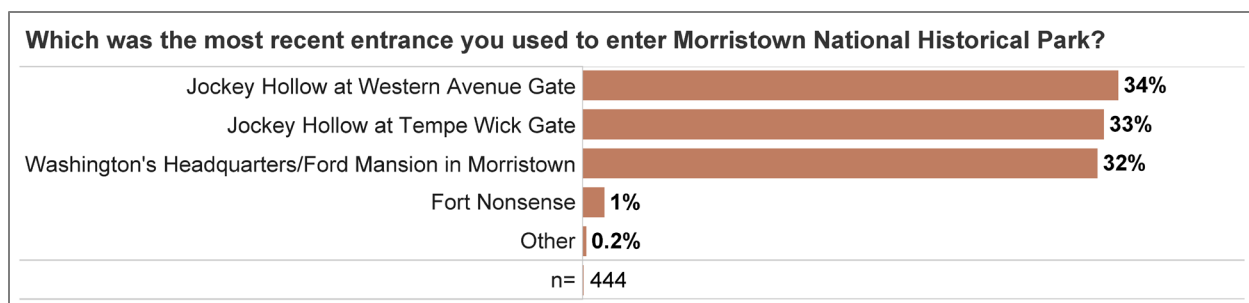


Figure 10. Most recent entrance used to enter Morristown.

NPS

- Jockey Hollow at Western Avenue Gate was the most commonly used entrance to Morristown (34%).
- This was followed closely by Jockey Hollow at Tempe Wick Gate (33%) and Washington's Headquarters/Ford Mansion in Morristown (32%)
- 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 Morristown and asked to indicate if they had been to, or planned to visit them, that day (Figure 11).

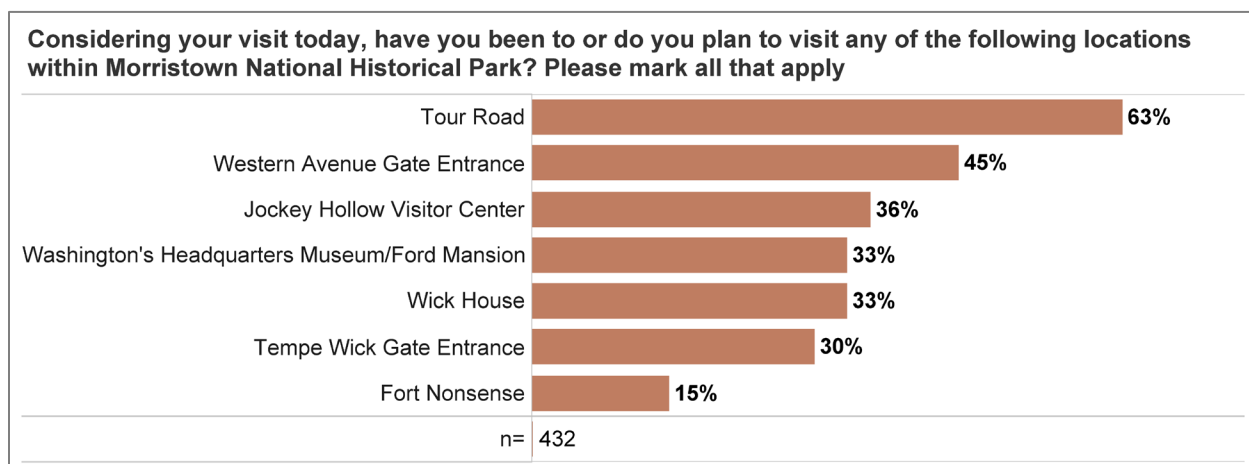


Figure 11. Park locations visited during the most recent trip to Morristown.

NPS

- The most commonly visited location in Morristown was Tour Road (63% of respondents had either been there or planned to visit it on their trip), followed by Western Avenue Gate Entrance (45%) and Jockey Hollow Visitor Center (36%).
- Fort Nonsense was the least-visited location from the list provided, with only 15% of respondents reporting having visited or planning to visit.

Question 15: Transportation

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

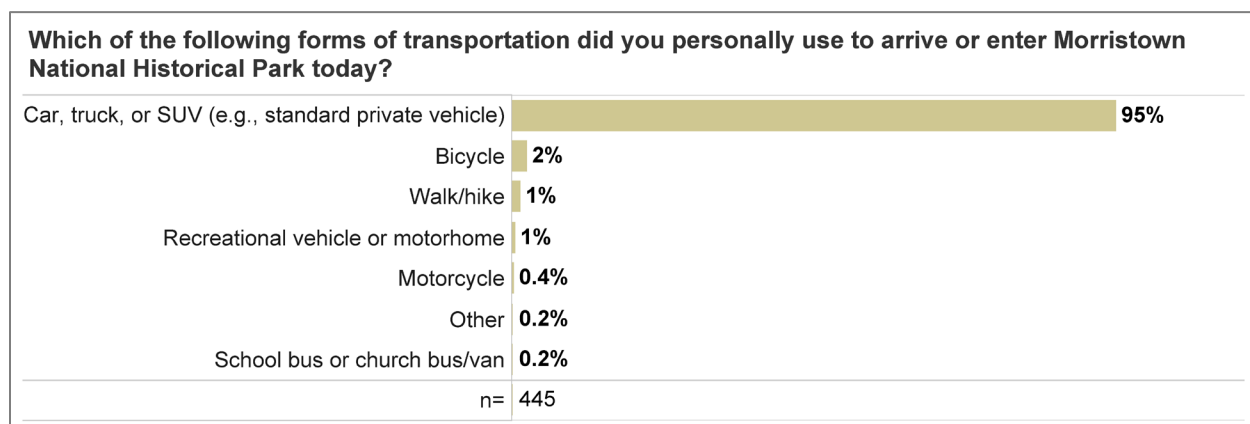


Figure 12. Form of transportation used to enter Morristown on the day of the survey.

NPS

- The majority of respondents (95%) reported that they used their car, truck, or SUV to enter Morristown on the day of the survey.
- This was followed distantly by use of a bicycle (2%), walk/hike, and recreational vehicle or motorhome (1% each).

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).

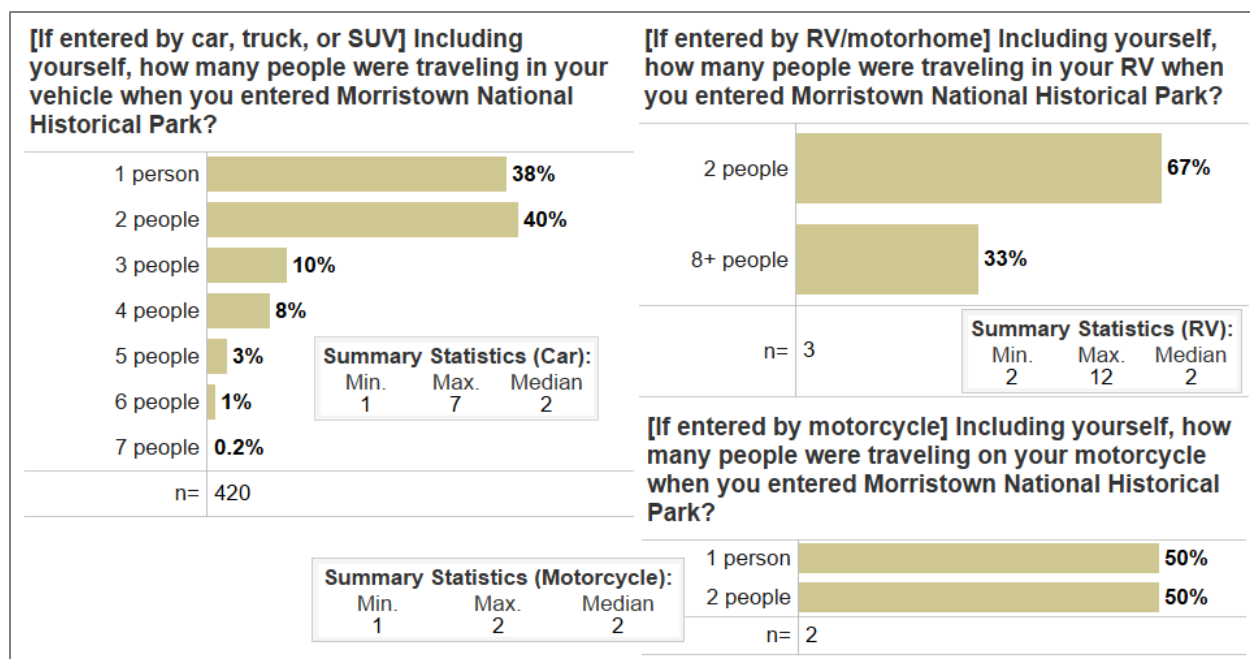


Figure 13. Number of people in or on respondent's vehicle when entering Morristown. Tabular data shown in this figure are presented in [Appendix A, Table 10](#).

NPS

- The largest proportion of respondents traveling by car reported either two people or one person (40% and 38%, respectively). The next common group size were three people (10%).
- Over two-thirds of respondents entering Morristown by RV/motorhome reported traveling in a group of two people (67%), followed by eight people or more (33%).
- Motorcyclists were traveling either on their own (50%) or with another passenger (50%). Results for the RV and motorcycle groups should be interpreted with caution due to the small size of the sample.

Question 17: Previous Visits to Morristown

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

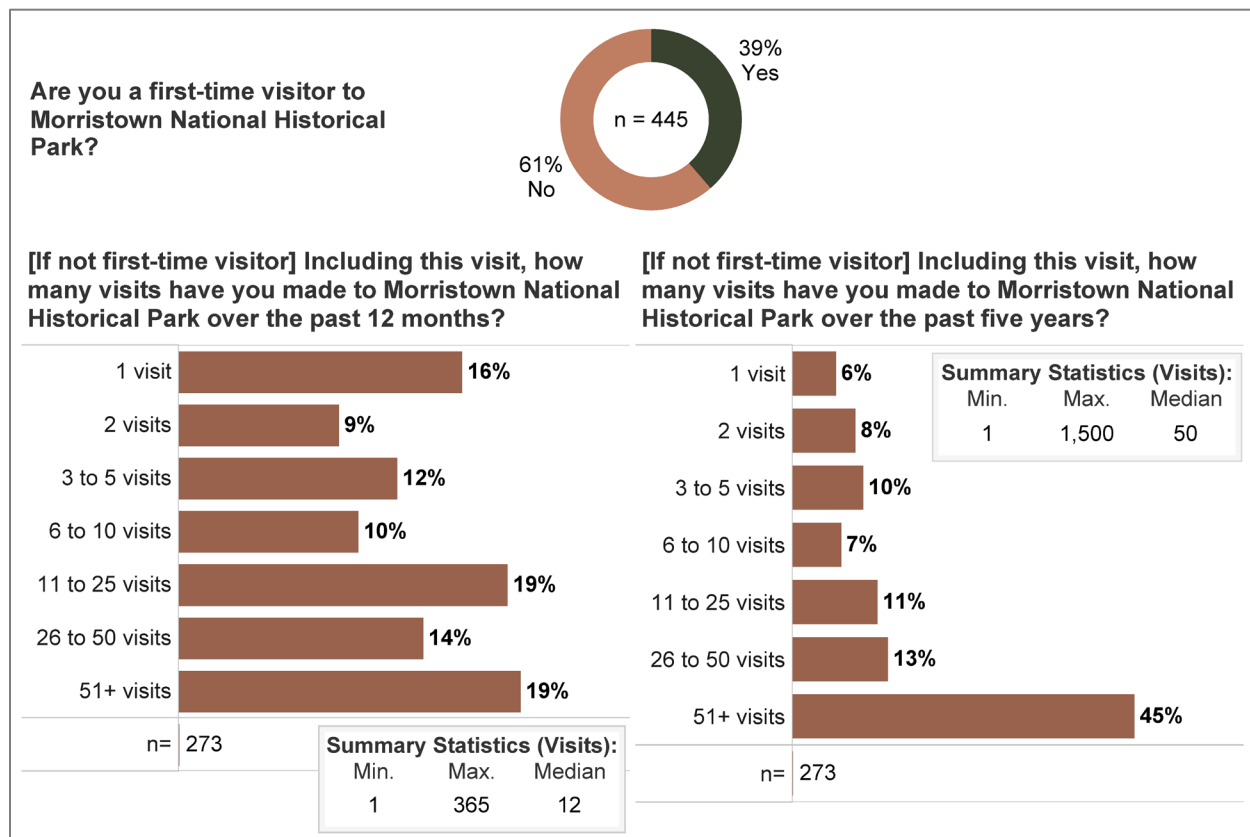


Figure 14. Previous visits to Morristown. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- Over a third of respondents (39%) were on their first ever trip to Morristown.
- Among the 61% of respondents who were repeat visitors, the majority had been to Morristown either 11 to 25 times, or over 51 times in the past 12 months (19% each).
- The majority of repeat visitors (94%) had visited more than one time in the past five years.
- The median number of visits made in the past five years was 50, including the current trip; 69% of repeat visitors had made more than 10 visits in the past five 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).

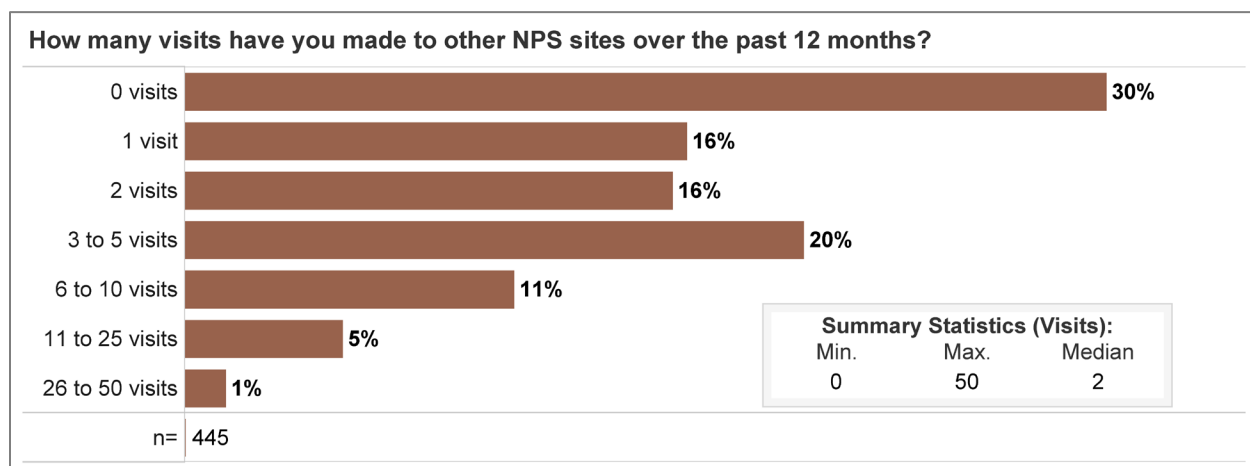


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- The highest proportion of visitors (30%) had not made a single visit to another NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was two, though a combined 37% had made three or more visits in the past year.

Follow-Up Survey Results

The following section provides results of the 116 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Morristown 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 Morristown

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

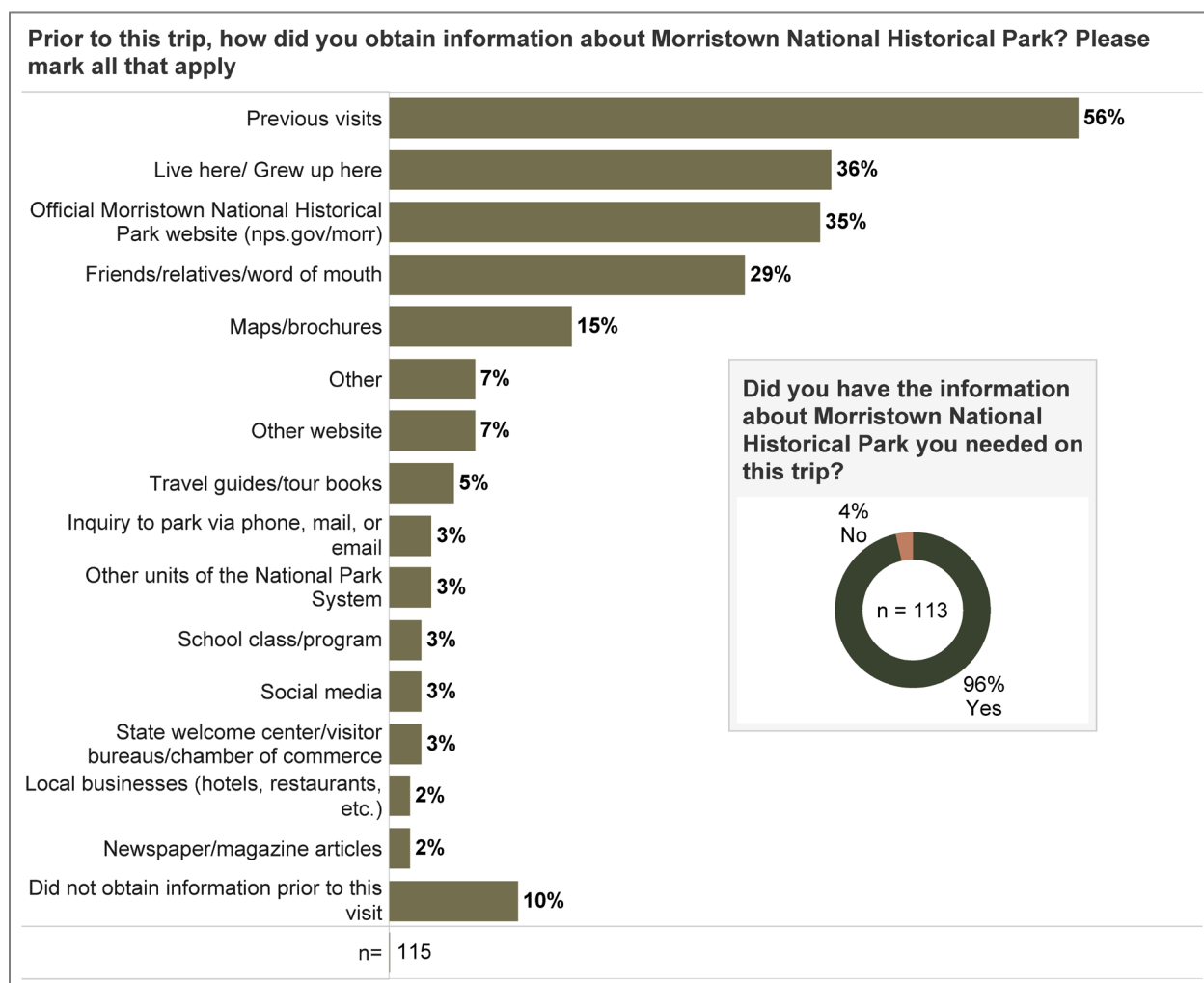


Figure 16. Sources used to obtain information about Morristown prior to the trip.

NPS

- The most used resource was previous visits, with 56% of respondents reportedly using it to inform their trip. The second most common source was live there/grew up there (36%), followed by the official Morristown National Historical Park website (nps.gov/morr) (35%), friends/relatives/word of mouth (29%), and maps/brochures (15%).
- In a follow-up question, 96% of respondents said that they had the information about Morristown that they needed on their trip, while 4% 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 Morristown on their trip (Figure 17).

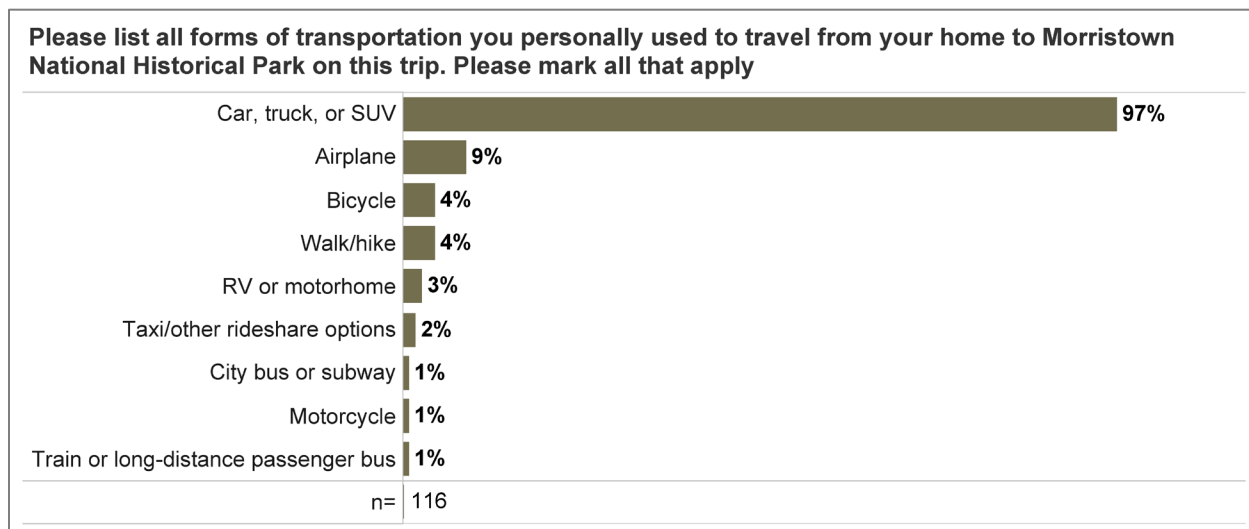


Figure 17. Forms of transportation used to travel from home to Morristown on the recent trip.

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 Morristown.
- The second most common mode of travel was an airplane (9%), followed by bicycle and walk/hike (4% each).

Question 4: Travel Party Composition

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

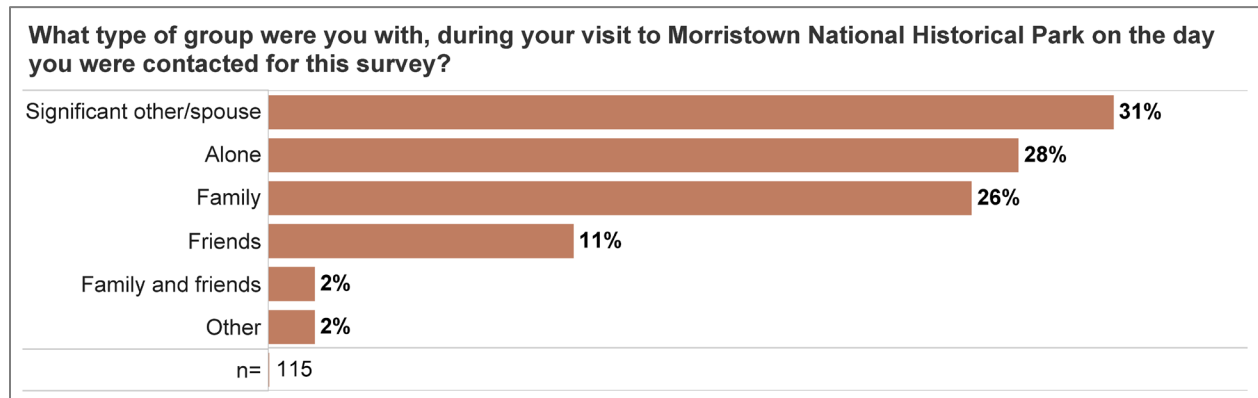


Figure 18. Travel party composition during Morristown visit.

NPS

- The highest proportion of respondents (31%) visited Morristown with their significant other or spouse on the day of the survey.
- Just over a quarter of respondents (28%) explored Morristown alone, and another 26% visited the park with their family.

Question 10: Entrance Fees

Respondents were asked to indicate which type of entrance fees applied to them personally on their most recent trip to Morristown² (Figure 19).

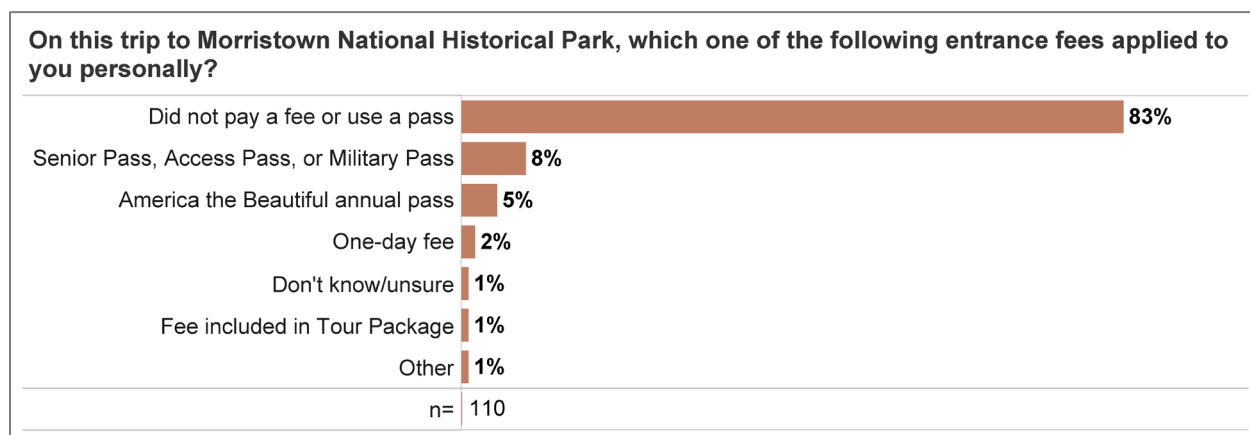


Figure 19. Entrance fees to enter Morristown on the most recent trip.

NPS

- Most respondents (83%) did not pay a fee or use a pass while visiting Morristown, and another 8% entered using a Senior Pass, Access Pass, or Military Pass.

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

Questions 12–14: Trip Characteristics

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

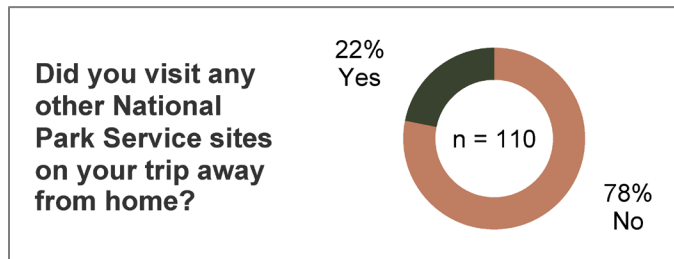


Figure 20. NPS sites visited on trip away from home.

NPS

- Almost a quarter of all respondents (22%) had visited other NPS sites on their trip, while 78% identified Morristown 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 Morristown, and which of those was their primary activity (Figure 21).

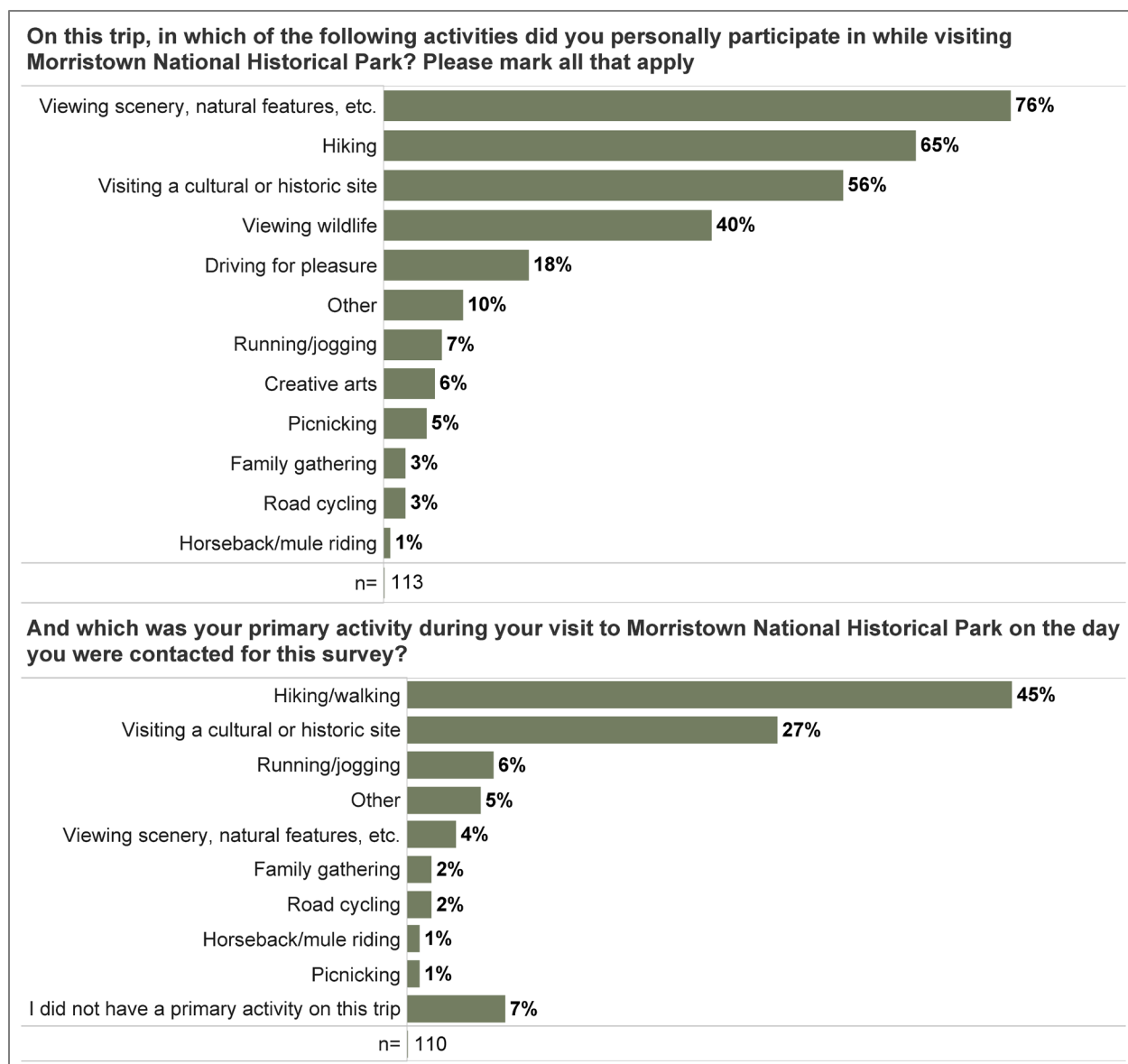


Figure 21. Participation in activities at Morristown.

NPS

- The majority of visitors reported viewing scenery, natural feature, etc. (76%), hiking (65%), and visiting a cultural or historic site (56%).
- Family gathering, road cycling, and horseback/mule riding were all uncommon activities (reported by 3% or fewer of respondents).
- The plurality of respondents (45%) reported hiking/walking as their primary activity, followed by visiting a cultural or historic site (27%).

Questions 15–16: Reasons to Visit

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

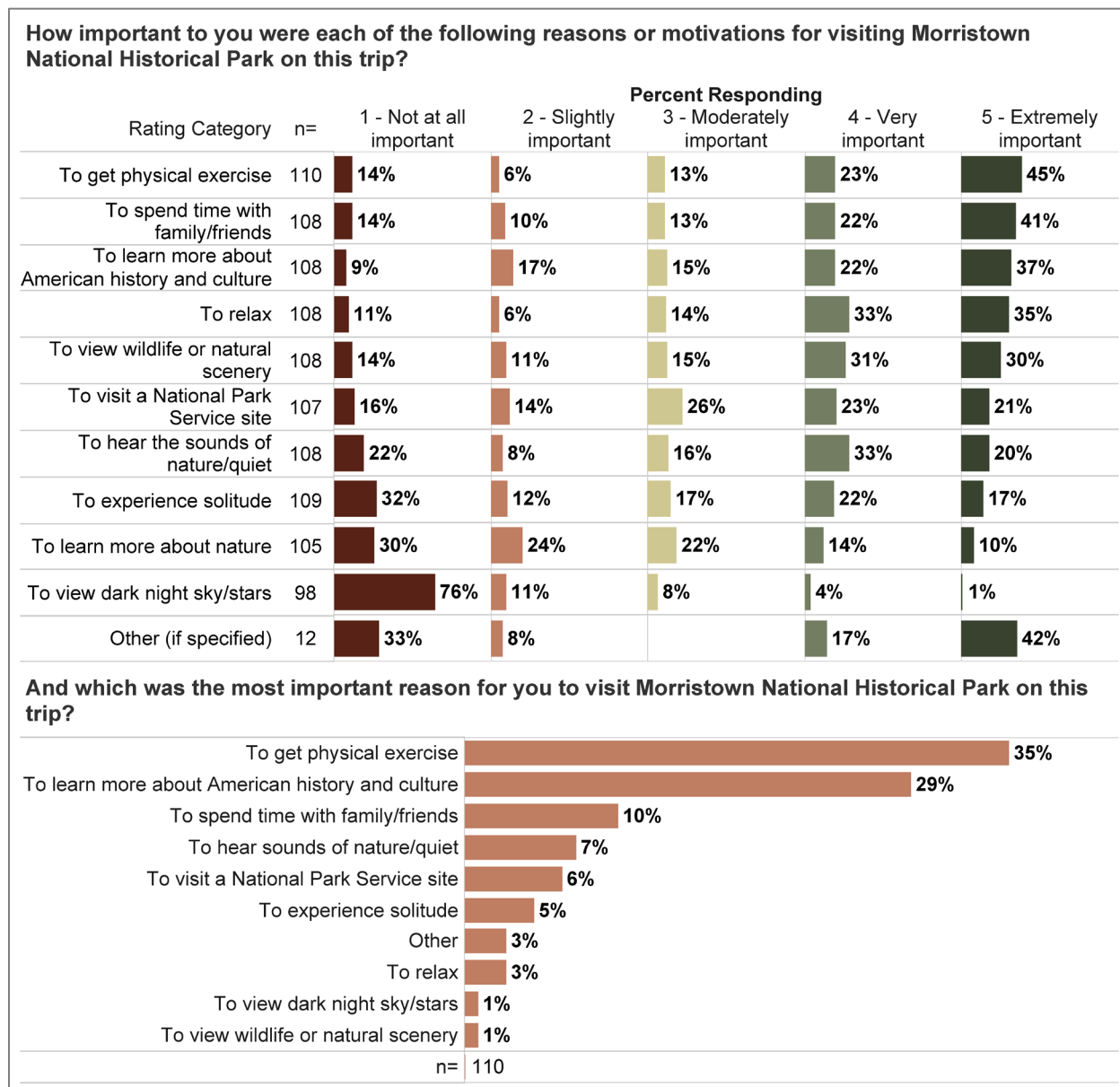


Figure 22. Reasons or motivations to visit Morristown. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- Many visitors chose getting physical exercise (45%) and spending time with family and friends (41%) as extremely important reasons for their trip to Morristown.

- Other important reasons were to learn more about American history and culture and to relax (37% and 35% of respondents, respectively, rated them as extremely important).
- The least important reasons were to learn more about nature and to view dark night sky/stars (only 10% and 1% of respondents, respectively, reported them as extremely important, and 30% and 76% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to get physical exercise (35%), followed by to learn more about American history and culture (29%), and to spend time with family and friends (10%).

Questions 17–19: Programs, Services, and Learning

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

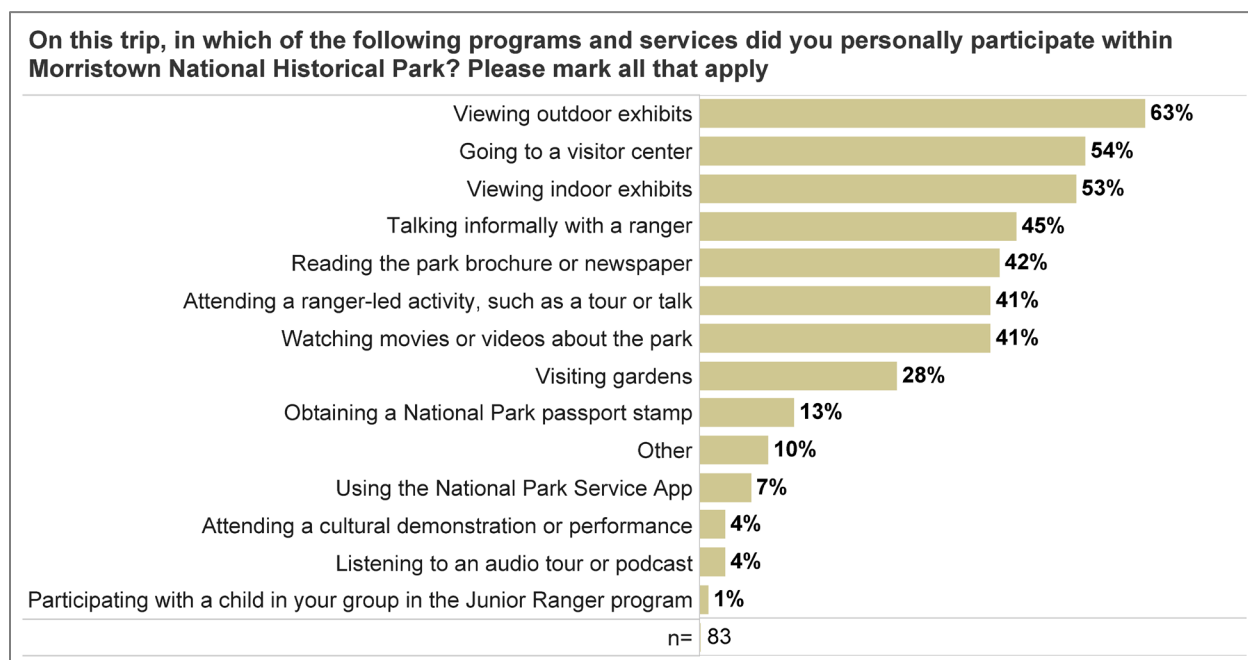


Figure 23. Programs participated while visiting Morristown.

NPS

- The most used program and/or service was viewing outdoor exhibits, with the majority of respondents (63%) reporting participating in it.
- Several other programs were engaged in by over half of respondents: going to a visitor center (54%) and viewing indoor exhibits (53%).

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).

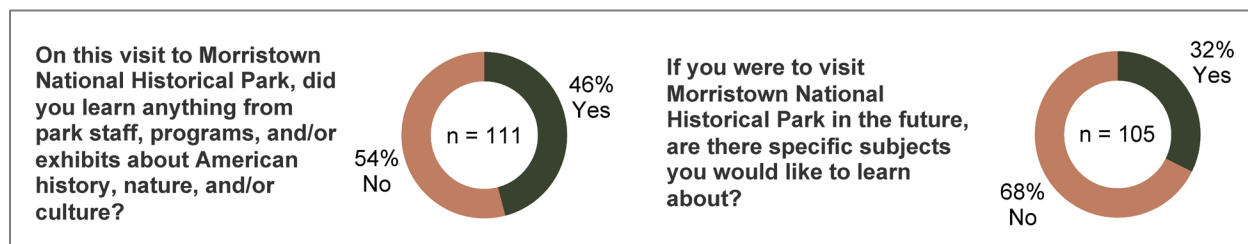


Figure 24. Learning.

NPS

- Slightly less than half of respondents (46%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Almost a third of respondents (32%) reported that if they were to visit Morristown 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 Morristown (Figure 25).

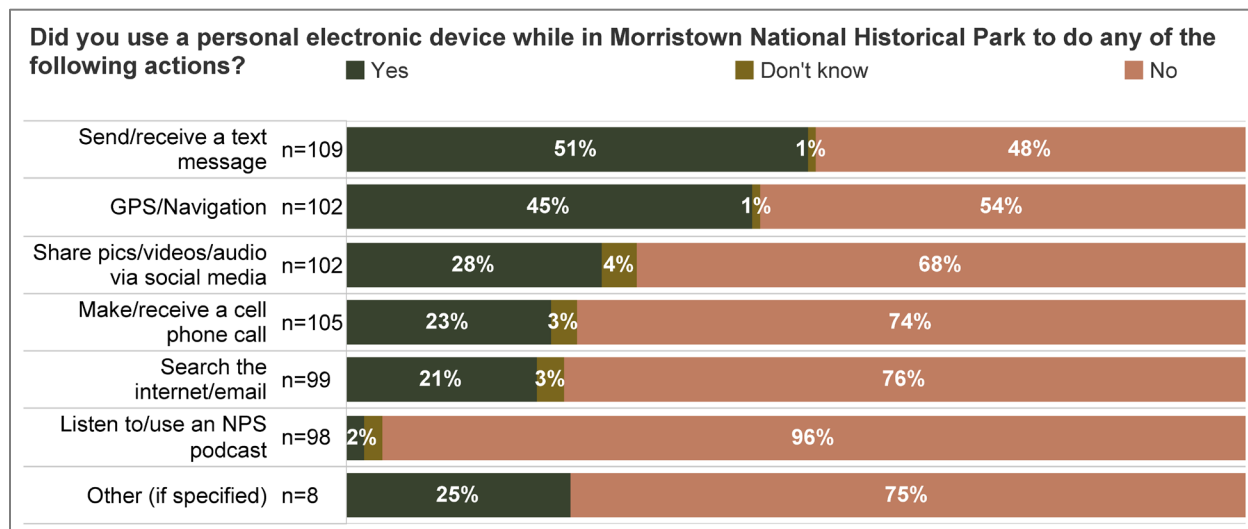


Figure 25. Use of personal electronic devices while visiting Morristown. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- Half of respondents (51%) reported sending/receiving a text message, and less than half of respondents (45%) reported using GPS/navigation.
- Conversely, only 2% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 26), and the quality of their service (Figure 27).

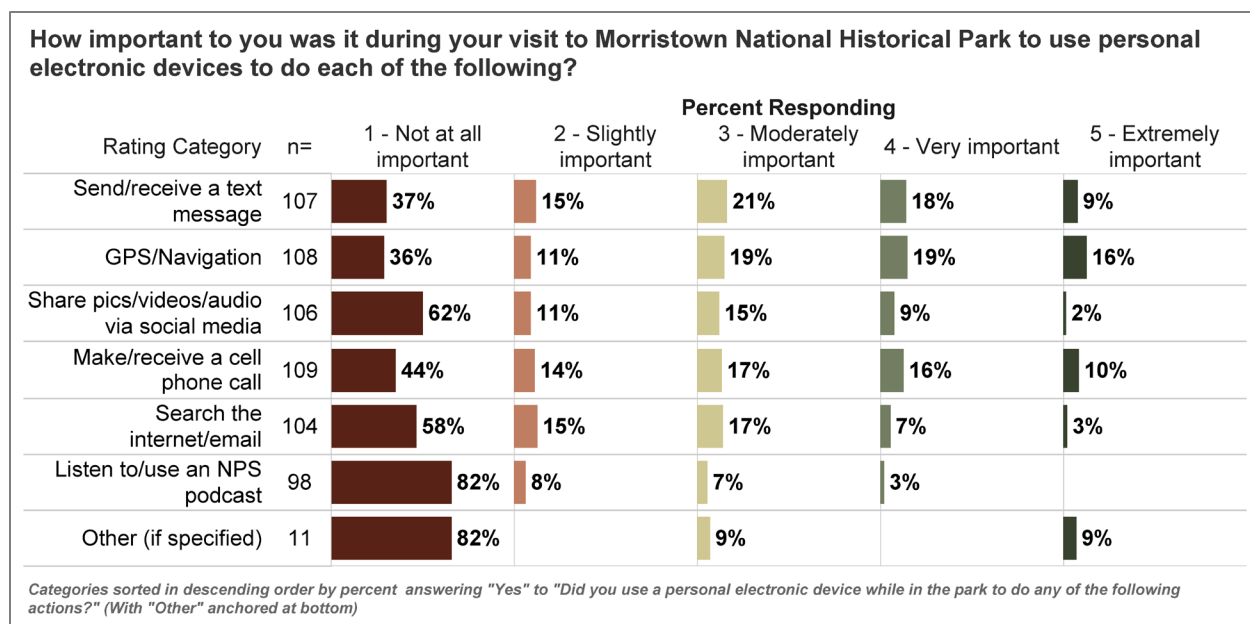


Figure 26. The importance of use of personal electronic devices while visiting Morristown. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

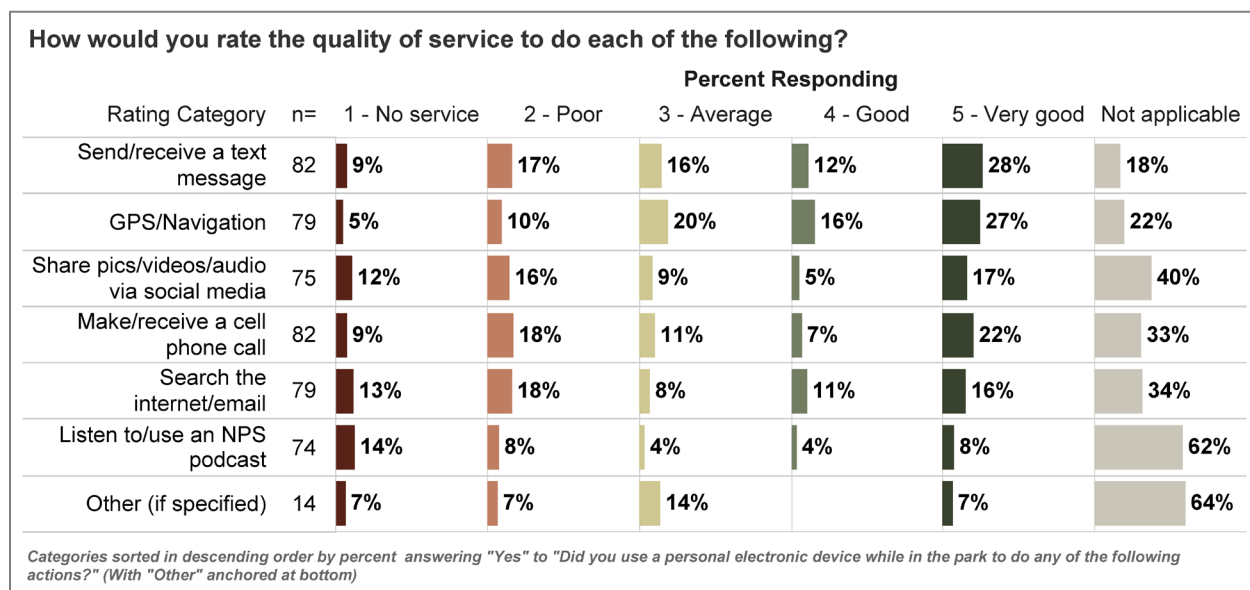


Figure 27. Quality of service of personal electronic devices while visiting Morristown. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- The most important device uses were GPS/navigation and making/receiving a phone call (16% and 10% of respondents, respectively, rated them as extremely important).
- There were zero respondents who selected “Listening to and using an NPS podcast” as extremely important, and not at all important by 82% of respondents.

- Using GPS/Navigation was rated as very good or good by a combined 43% of respondents, while sending/receiving a text message was rated as very good or good by a combined 40% of respondents. However, 9% of respondents reported that they had no service for this.
- A small percentage of respondents (ranged from 5% to 14%, depending on the service) reported that they also had no service to use GPS/navigation, share pics/videos/audio via social media, make/receive a cell phone call, search the internet/email, and listen to/use an NPS podcast.
- However, some visitors (ranging from 8% to 27%, depending on the service) rated these services 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 Morristown. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

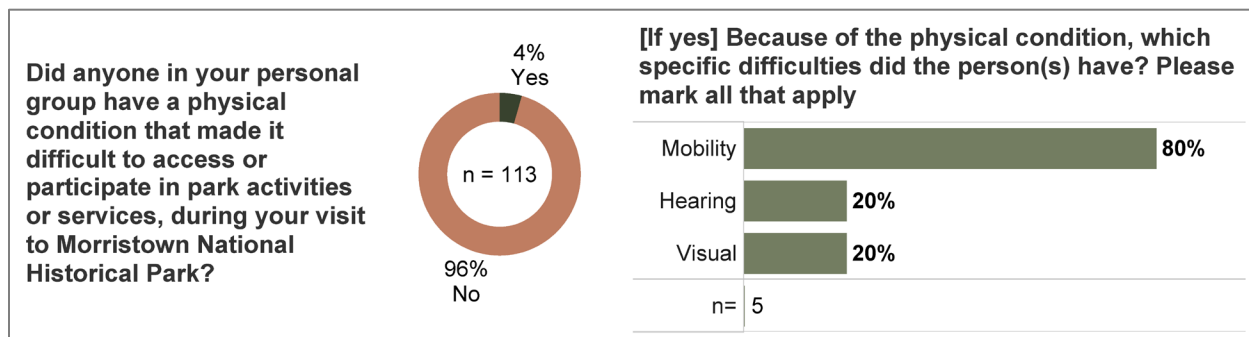


Figure 28. Physical difficulties while visiting Morristown.

NPS

- The majority of respondents (96%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Morristown.
- Among the 4% of visitors who identified at least one difficulty, 80% reported mobility issues in their group, and some also reporting hearing and/or visual difficulties (20% each).

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Morristown met their expectations (Figure 29).

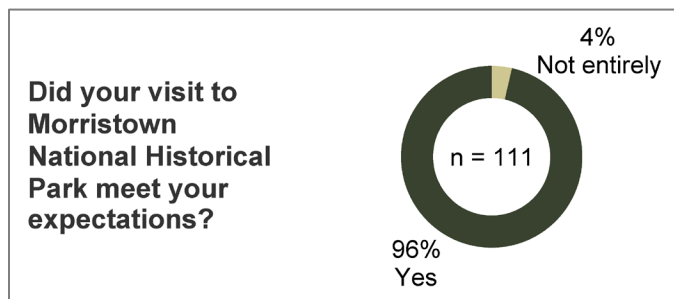


Figure 29. Meeting Morristown expectations.

NPS

- The majority of respondents (96%) reported that their visit to Morristown met their expectations, while 4% 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 Morristown 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 Morristown and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

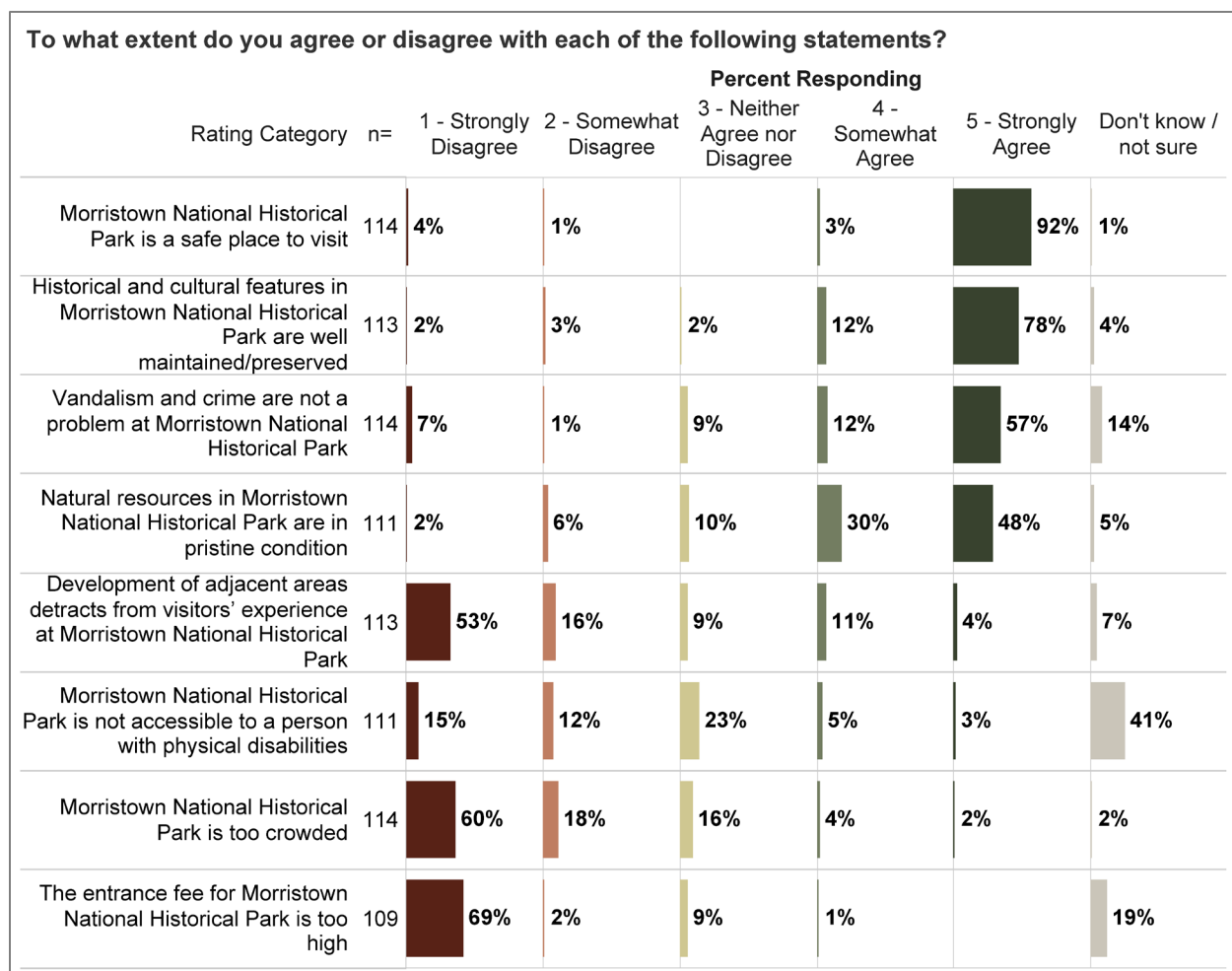


Figure 30. Rating Morristown experience. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- From all the statements listed, “Morristown National Historical Park is a safe place to visit” received the most consensus with a combined 95% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Morristown National Historical Park are well maintained/preserved” and “Vandalism and crime are not a problem at Morristown National Historical Park” (90% and 69% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “The entrance fee for Morristown National Historical Park is too high” and “Morristown National Historical Park is too crowded” received the least support, with only 6% or less of respondents either somewhat or strongly agreeing with these statements, and at least 60% 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 Morristown (Figure 31).

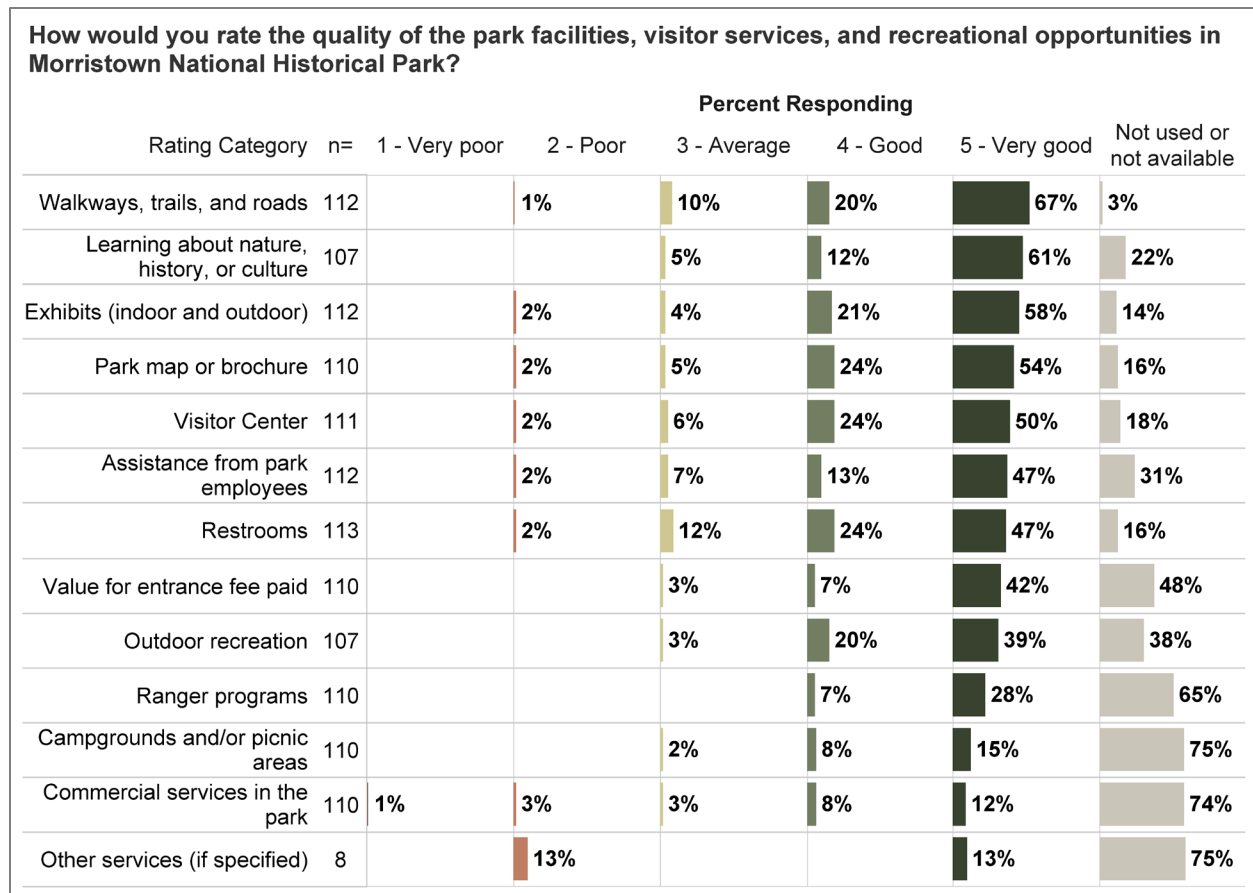


Figure 31. Rating the quality of Morristown facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- Over half of visitors (ranging from 50% to 67%) rated visitor center, park map or brochure, exhibits (indoor and outdoor), learning about nature, history, or culture, and walkways, trails, and roads as very good.
- Conversely, fewer than half of visitors rated commercial services in the park, campground and/or picnic areas, ranger programs, outdoor recreation, value for entrance fee paid, restrooms, and assistance from park employees as very good. For many 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).

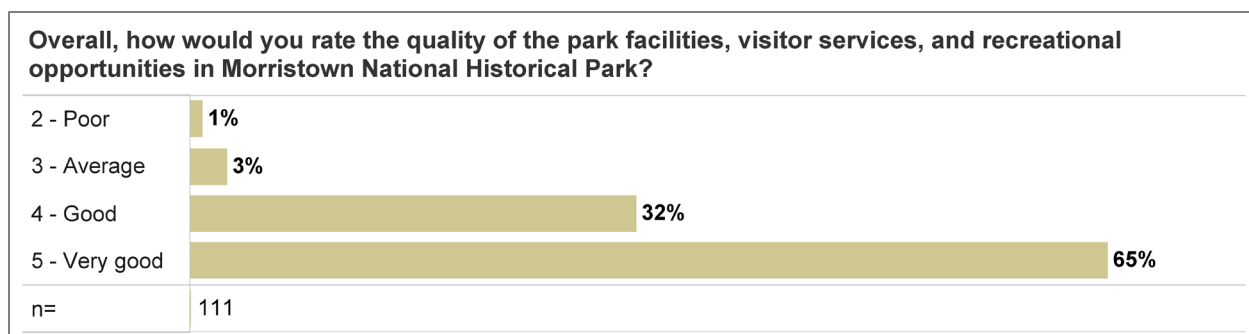


Figure 32. Rating overall quality of Morristown facilities, visitor services, and recreational opportunities.
NPS

- In general, roughly two thirds of respondents (65%) rated the quality of the park facilities, visitor services, and recreational opportunities in Morristown as very good, and another 32% rated them as good.
- Only 4% of respondents rated the quality of park facilities, visitor services, and recreational opportunities as average or below.

Questions 31–39: Background/Demographics

In the final section of the follow-up survey, respondents were asked various questions about their personal and household demographics. Figure 33 depicts descriptive statistics for respondent gender, age, and education.

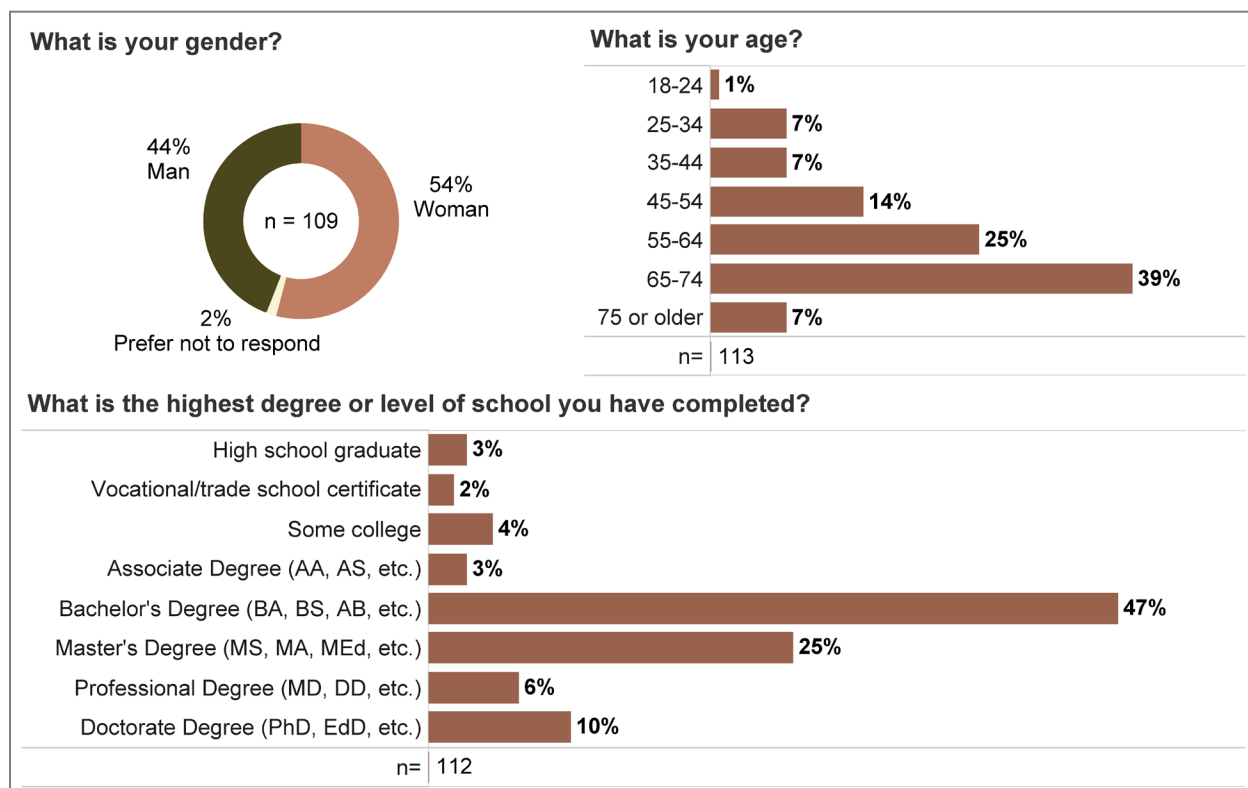


Figure 33. Respondent demographics: gender, age, and level of education.

NPS

- Follow-up survey respondents were slightly more likely to be women than men, though the sample was relatively balanced (54% vs. 44%). Another 2% preferred not to disclose their gender identity.
- The most common age categories were 65–74 years old (39%), 55–64 years old (25%), and 45–54 years old (14%). 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 91% having some college degree, and a plurality (47%) 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).

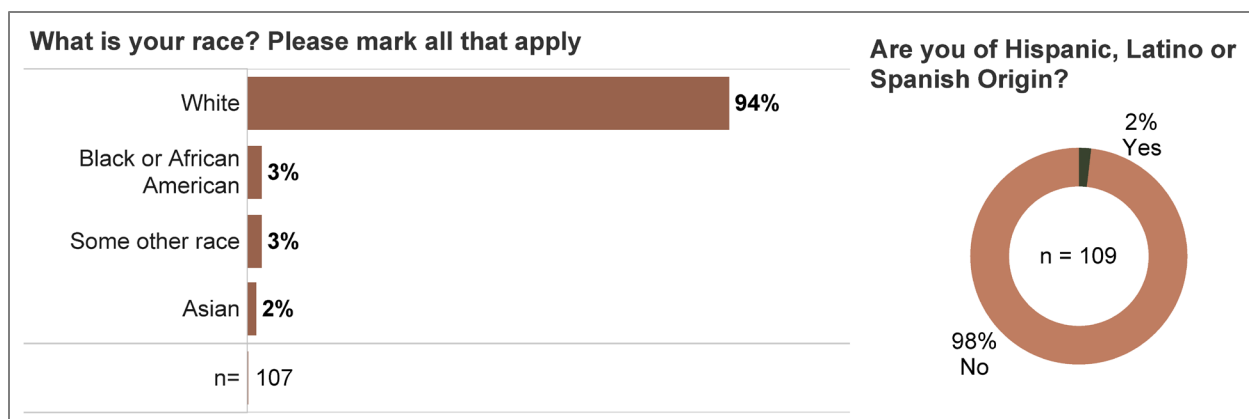


Figure 34. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (94%) were White, while 3% were Black or African American.
- Most respondents (98%) 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).

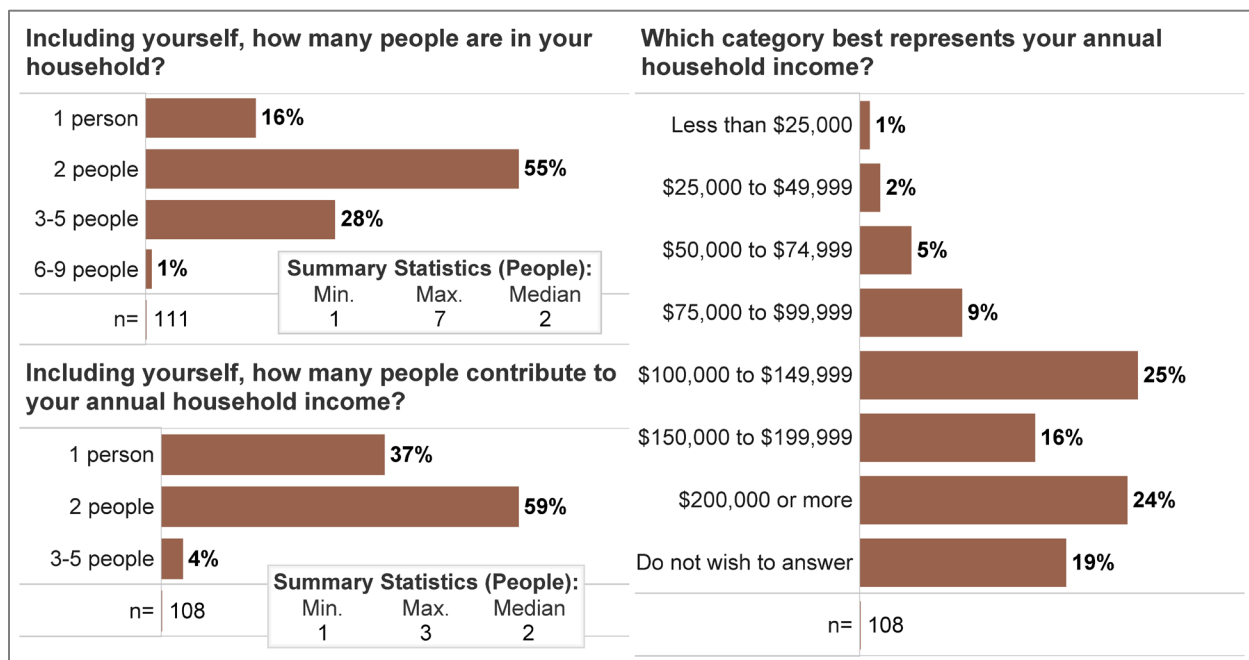


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- The majority of respondents (55%) had two people in their household, followed by 3–5 people (another 28%).

- In addition to being highly educated, Morristown visitors are also relatively affluent. A quarter of respondents (25%) reported that their annual household income was between \$100,000 and \$149,999, and another 24% earned \$200,000 or more.
- Most respondents (59%) came from a dual-income household.

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

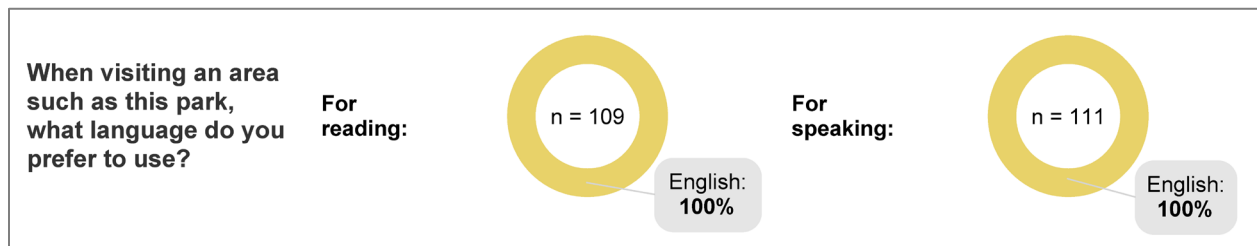


Figure 36. Respondent's language preference.

NPS

- While 2% of respondents were of Hispanic, Latino or Spanish origin, all respondents (100%) preferred to use English both for reading and speaking when visiting an area such as Morristown.

Literature Cited

National Park Service (NPS). 2022. 2022 Socioeconomic Monitoring of Morristown National Historical Park: Visitor Intercept and Post-Trip Surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318673>

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 Morristown, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Camping outside Morristown National Historical Park	2	4	14	9
Lodging outside Morristown National Historical Park	50	1	34	3
Unpaid accommodations	41	1	30	4

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

Group Composition	n	Min.	Max.	Median
Adults	443	1	15	2
Children	443	0	13	0

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

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 Morristown?	420	1	7	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Morristown?	3	2	12	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Morristown?	2	1	2	2

Table 11. Data from [Figure 14](#). Previous visits to Morristown.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Morristown over the past 12 months?	273	1	365	12
[If not first-time visitor] Including this visit, how many visits have you made to Morristown over the past five years?	273	1	1500	50

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?	445	0	50	2

Table 13. Data from [Figure 22](#). Reasons or motivations to visit Morristown.

Rating Category	n
To visit a National Park Service site	107
To experience solitude	109
To hear the sounds of nature/quiet	108
To learn more about nature	105
To learn more about American history and culture	108
To spend time with family/friends	108
To get physical exercise	110
To view wildlife or natural scenery	108
To relax	108
To view dark night sky/stars	98
Other	12

Table 14. Data from [Figure 25](#). Use of personal electronic devices while visiting Morristown.

Device Use	n
Make/receive a cell phone call	105
Send/receive a text message	109
Search the internet/email	99
GPS/Navigation	102
Share pics/videos/audio via social media	102
Listen to/use an NPS podcast	98
Other	8

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

Device Use	n
Make/receive a cell phone call	109
Send/receive a text message	107
Search the internet/email	104
GPS/Navigation	108
Share pics/videos/audio via social media	106
Listen to/use an NPS podcast	98
Other	11

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

Device Use	n
Make/receive a cell phone call	82
Send/receive a text message	82
Search the internet/email	79
GPS/Navigation	79
Share pics/videos/audio via social media	75
Listen to/use an NPS podcast	74
Other	14

Table 17. Data from [Figure 30](#). Rating Morristown experience.

Rating Category	n
Morristown National Historical Park is a safe place to visit	114
Morristown National Historical Park is too crowded	114
Natural resources in Morristown National Historical Park are in pristine condition	111
The entrance fee for Morristown National Historical Park is too high	109
Vandalism and crime are not a problem at Morristown National Historical Park	114
Morristown National Historical Park is not accessible to a person with physical disabilities	111
Historical and cultural features in Morristown National Historical Park are well maintained/preserved	113
Development of adjacent areas detracts from visitors' experience at Morristown National Historical Park	113

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

Rating Category	n
Visitor Center	111
Exhibits (indoor and outdoor)	112
Restrooms	113
Walkways, trails, and roads	112
Campgrounds and/or picnic areas	110
Assistance from park employees	112
Park map or brochure	110
Ranger programs	110
Value for entrance fee paid	110
Commercial services in the park (food, lodging, gifts, rental, etc.)	110
Other services	8
Learning about nature, history, or culture	107
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	107

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?	111	1	7	2
Including yourself, how many people contribute to your annual household income?	108	1	3	2

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Natural Resource Stewardship and Science

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