



2022 Socioeconomic Research of Thomas Jefferson Memorial

Report on 2022 Data Collection (Revised)



Visitors walk along the steps and plaza of the Thomas Jefferson Memorial.

NPS / TERRY ADAMS

2022 Socioeconomic Research of Thomas Jefferson Memorial: Report on 2022 Data Collection (Revised)

Science Report NPS/SR—2026/497

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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. Thomas Jefferson Memorial was selected as one of these units. This report informs core issues of visitor use management and develops a deeper, contemporary understanding of who visits Thomas Jefferson Memorial and what they do during their visit. It uses a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior: (1) an on-site intercept survey conducted via tablet, and (2) a follow up (mail-back and/or online survey) for full trip details. The results are organized by these two phases and are intended to assist park managers in understanding current utilization and perception of park resources, operations and potential issues, as well as to facilitate communication and decision-making processes within the park and between the park and its local partners and stakeholders.

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

Introduction

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

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as “Phase One.” The current study uses outcomes from the 2015/2016 pilot program and progresses into “Phase Two” of the pilot process at 24 NPS units across the United States. Thomas Jefferson Memorial was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/2016 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 Thomas Jefferson Memorial, what they do during their visit, and their spending profile. The results of the study are intended to assist Thomas Jefferson Memorial managers in understanding current utilization and perception of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

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

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



Visitors walk along the plaza, steps, and rotunda of the Thomas Jefferson Memorial near the Tidal Basin.
NPS / RACHEL HENDRIX

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 Thomas Jefferson Memorial local area map is shown in Figure 1. The local area around Thomas Jefferson Memorial consists of Washington, D.C.; Arlington County, Fairfax County, Falls Church city, Alexandria city, Fairfax city, Loudoun County in Virginia; and Montgomery County, Prince George's County, Anne Arundel County in Maryland. Within Thomas Jefferson Memorial, the study area was comprised of 3 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.

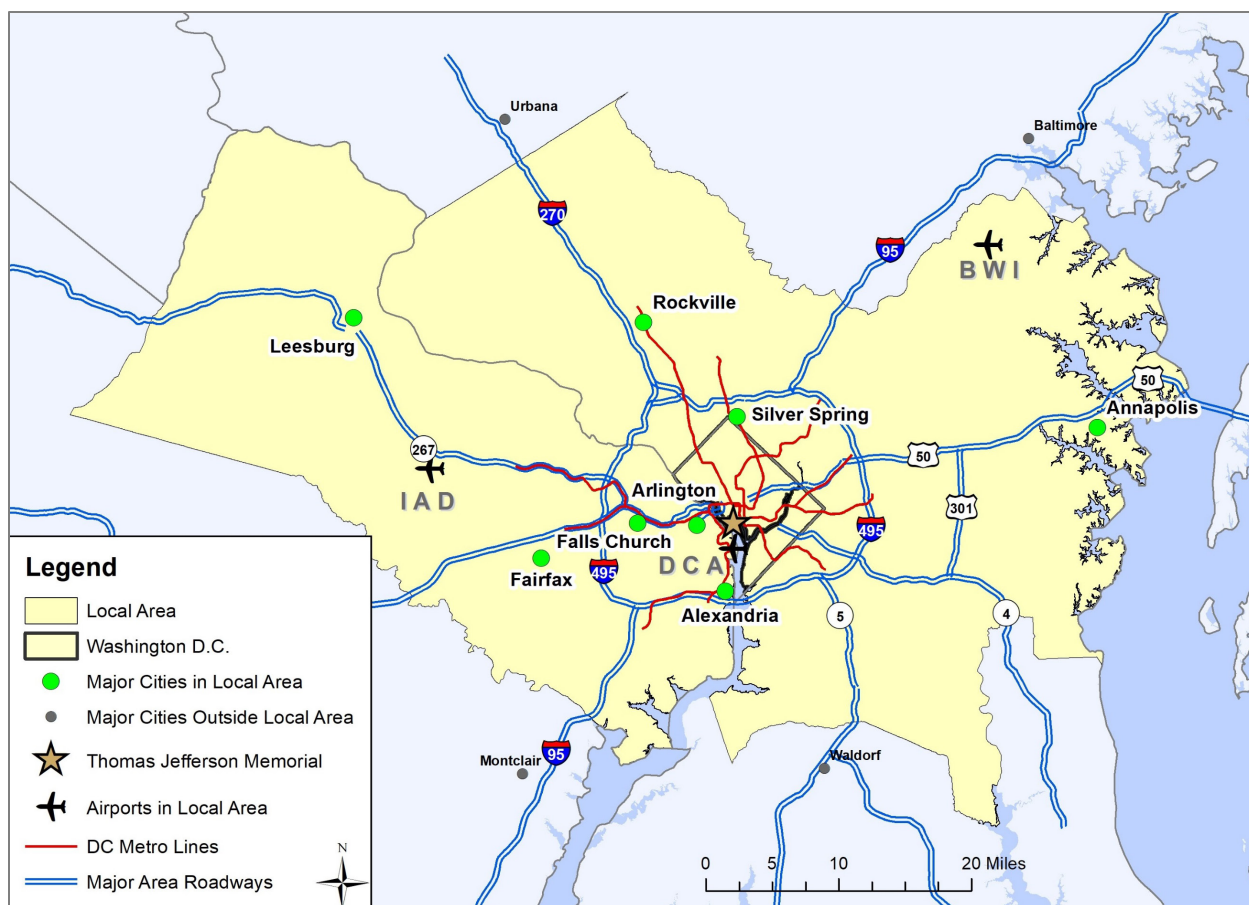


Figure 1. Thomas Jefferson Memorial local area map.

NPS

Table 1. Information about sampling locations in Thomas Jefferson Memorial.

Intercept Site	Completed Intercept Surveys		Nearby Attractions
	Number of Surveys	Percent of Surveys	
Steps near the Tidal Basin	524	41.5%	Tidal Basin pathway, primary entrance to the Thomas Jefferson Memorial
Food concession stand	426	33.7%	Bus parking, vehicle drop-off, bike rental, picnic tables
Wheelchair lift	313	24.8%	South entrance to memorial

Sampling Period and Procedure

Intercept Survey

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

The intercept sampling was conducted during the period of April 16th to 25th, 2022. A sample of visitors was intercepted while visiting Thomas Jefferson Memorial across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondents at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Thomas Jefferson Memorial (NPS 2022). If the visitor was eligible (at least 18 years of age, not a Thomas Jefferson Memorial employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see Non-Response Bias Analysis section). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the non-response, and approach the next visitor group.

At the end of the intercept survey, visitors were invited to participate in a follow-up survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the follow-up survey and hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the follow-up survey.

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

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

Table 2. Response outcomes—Thomas Jefferson Memorial intercept Survey.

Outcome	Total
Eligible visitors contacted	1,680
Complete refusals	187
Partial refusals (non-response questions completed)	230
Intercept surveys completed	1,263
Follow-up surveys distributed	1,195
Intercept response rate	75.2%
Follow-up acceptance rate	94.6%

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 Thomas Jefferson Memorial. Each surveyor worked ten 8-hour days (seven hours data collection and one-

hour lunch break) and rotated between several sites. Each surveyor had one day off after the 10-day sampling window.

Mail-Back/Online Survey

The follow-up mail-back/online survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to Thomas Jefferson Memorial. This method extended data collection and asked participants to complete the survey after their visit either through a postage-paid envelope provided to them, or online via a provided survey link. The follow-up survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2022). Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their on-site tablet responses could be paired with their follow-up responses. Joining the two datasets provides a more complete picture of connecting in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all contacts about a week following the end of each data collection period. This postcard or email thanked them for their original participation and encouraged them to complete the follow-up if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rate for the follow-up mail-back/online survey.

Table 3. Response rate—Thomas Jefferson Memorial follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	1,195
Valid follow-up surveys completed	283
Response rate	23.7%

Non-Response Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and follow-up surveys.

Since the response rate for the on-site intercept survey (75.2%) did not meet the minimum threshold of 80%, bias testing was conducted to evaluate differences between the full set of visitors who participated in the on-site intercept survey (intercept respondents) and those eligible visitors who

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

Table 4. Intercept non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Thomas Jefferson Memorial?” Note: p-value = 0.32.

Response	Intercept Respondents		Intercept Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	173	13.7%	37	16.2%
No	1090	86.3%	192	83.8%

Table 5. Intercept non-response bias question: “Do you currently live in the United States?” Note: p-value = 0.01.

Response	Intercept Respondents		Intercept Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	1154	91.4%	198	86.1%
No	109	8.6%	32	13.9%

Table 6. Intercept non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Thomas Jefferson Memorial and/or within the local area?” Note: p-value = 0.01.

Response	Intercept Respondents		Intercept Non-Respondents	
	Frequency	Percent	Frequency	Percent
Yes	1021	80.8%	169	73.5%
No	242	19.2%	61	26.5%

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

Additionally, because the follow-up survey response rate (23.7%) also did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and follow-up), and those who only completed the intercept portion. Results of this bias testing are shown in Tables 7 through 9.

Table 7. Full survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Thomas Jefferson Memorial?” Note: p-value = 0.01.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	25	8.9%	148	15.1%
No	257	91.1%	833	84.9%

Table 8. Full survey non-response bias question: “Do you currently live in the United States?” Note: p-value = 0.87.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	257	91.1%	897	91.4%
No	25	8.9%	84	8.6%

Table 9. Full survey non-response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Thomas Jefferson Memorial and/or within the local area?” Note: p-value = 0.02.

Response	Full Survey Respondents		Intercept-Only Respondents	
	Frequency	Percent	Frequency	Percent
Yes	242	85.8%	779	79.4%
No	40	14.2%	202	20.6%

Again, for each of the three questions, a chi-square test for homogeneity was performed to evaluate differences between the groups. The p-value for two questions (permanent/seasonal residency and overnight visitation) fell below the threshold of 0.05, indicating significant differences between those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys on these two measures. Permanent/seasonal residents and day visitors are not as well represented in the full survey sample as desired, based on their proportion in the intercept survey sample.



The Thomas Jefferson statue inside the Thomas Jefferson Memorial.

NPS / CAROL M. HIGHSMITH

Results

Intercept Survey Results

The following section provides results of the 1,263 visitor intercept surveys conducted in Thomas Jefferson Memorial from April 16th to 25th, 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 Thomas Jefferson Memorial. If they did not reside permanently or seasonally in the local area, they were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

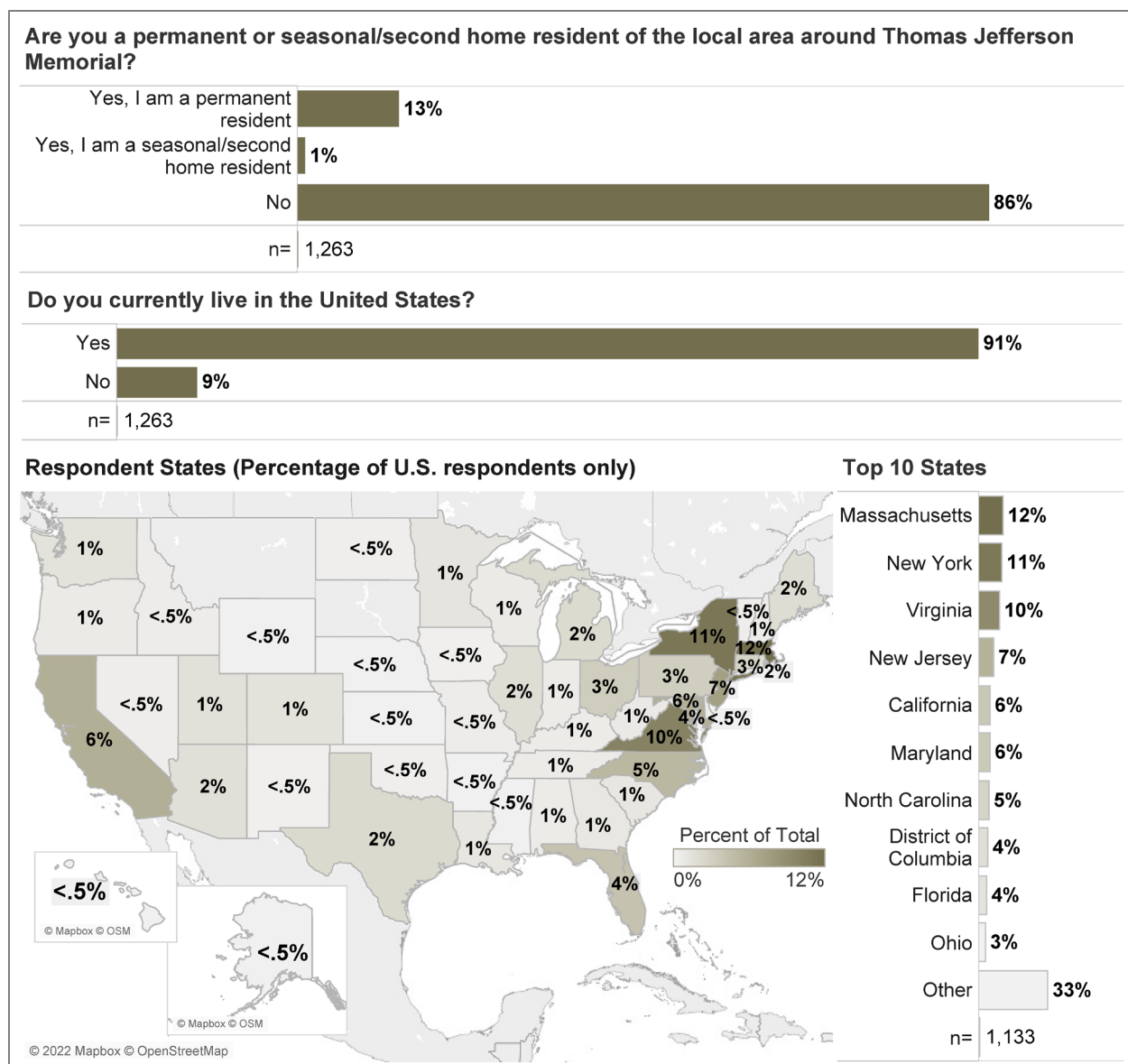


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Thomas Jefferson Memorial.

NPS

- Just over an eighth of respondents (a combined 14%) stated that they were either permanent or seasonal residents of the local area around Thomas Jefferson Memorial.
- Among the 91% of respondents currently residing in the U.S., 12% reside in Massachusetts, followed by New York (11%), Virginia (10%), New Jersey (7%), and California (6%).

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).

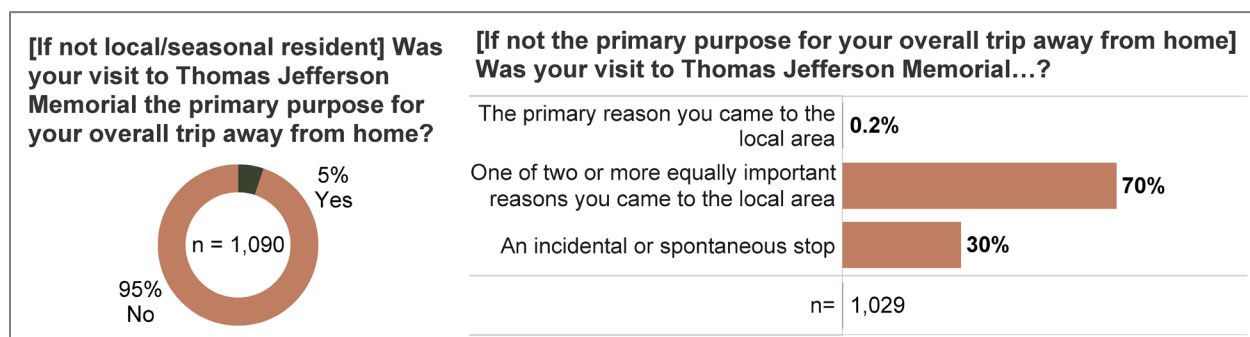


Figure 3. Role of Thomas Jefferson Memorial in overall trip purpose.

NPS

- For a vast majority of non-local respondents (95%), visiting Thomas Jefferson Memorial was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Thomas Jefferson Memorial was not their primary trip purpose, 70% stated that their visit to Thomas Jefferson Memorial was one of two or more equally important reasons you came to the local area, while another 30% 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 Thomas Jefferson Memorial, they were asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area.

Responses to both of these questions are depicted in Figure 4.

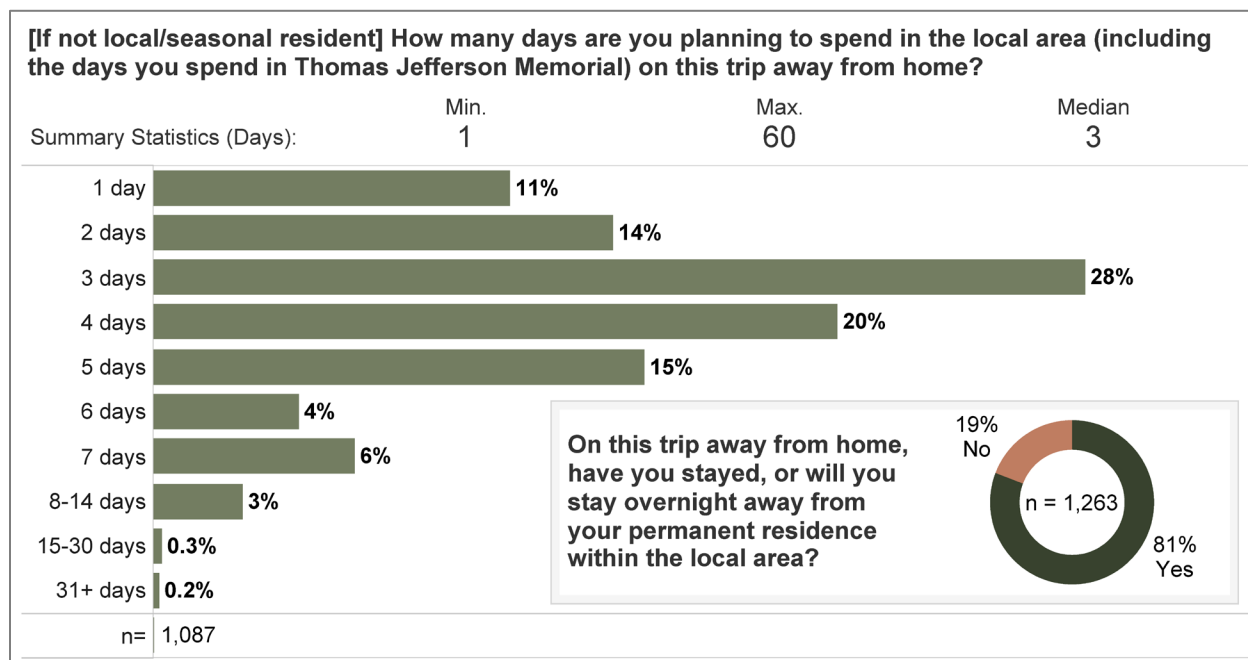


Figure 4. Time spent in the local area around Thomas Jefferson Memorial.

NPS

- Less than an eighth of non-local respondents (11%) spent one day in the local area, while 14% spent 2 days, and 28% spent 3 days. The median length of stay was 3 days.
- Additionally, a majority of all respondents (81%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

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

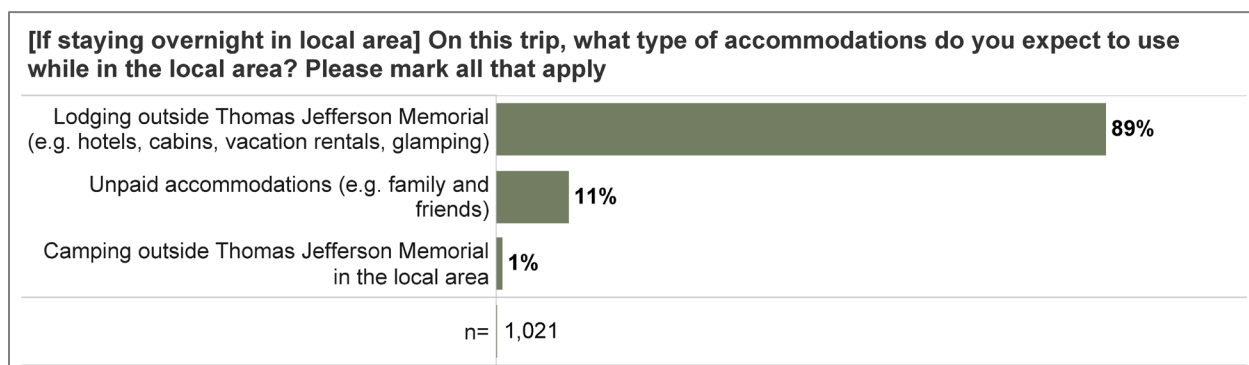


Figure 5. Accommodation types used in the local area around Thomas Jefferson Memorial.

NPS

- The majority of overnight respondents (89%) stayed in lodging outside the memorial (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by unpaid accommodations (11%), and camping in the local area outside the park (1%).

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

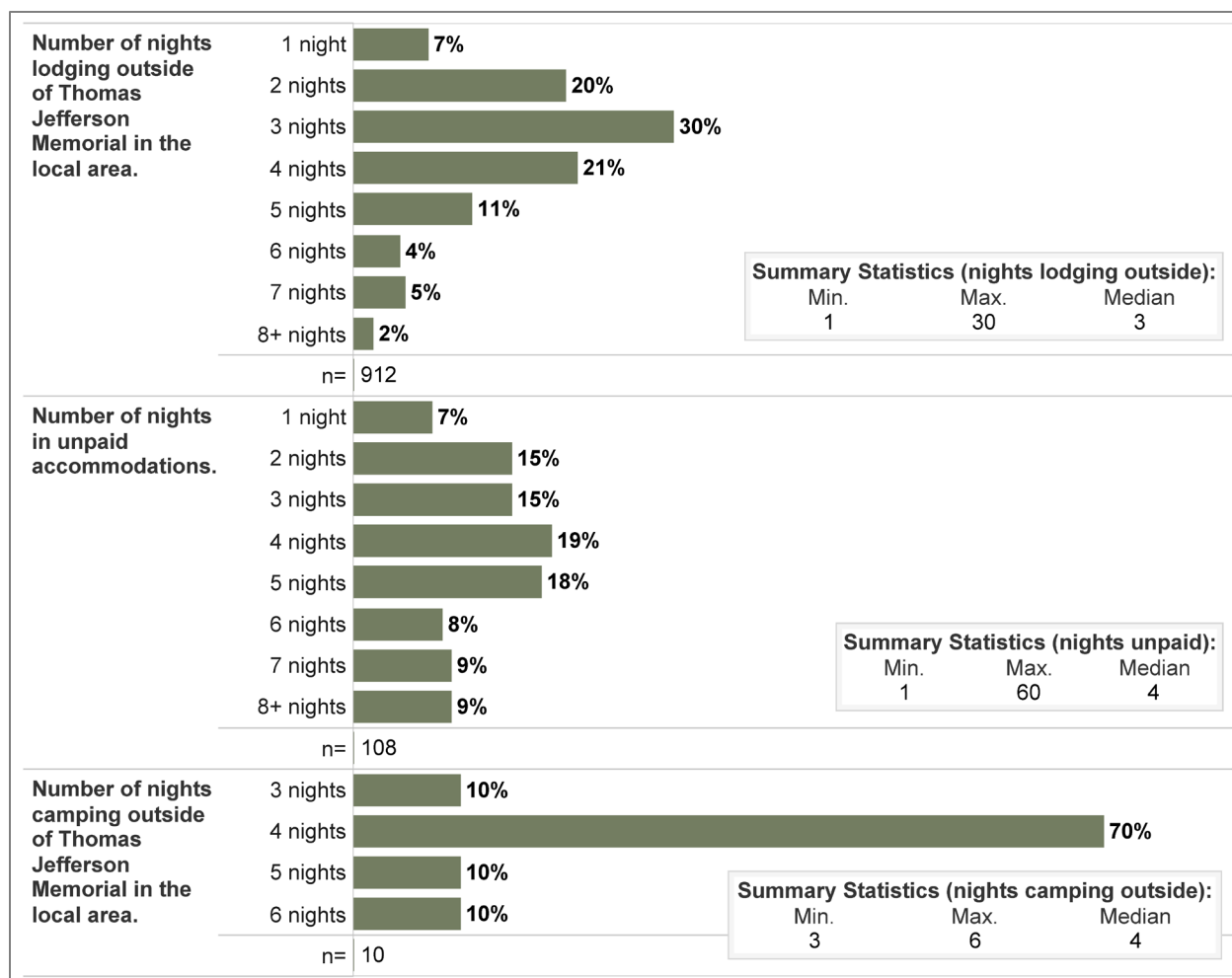


Figure 6. Number of nights spent in the local area around Thomas Jefferson Memorial, by accommodation type. Tabular data shown in this figure are presented in [Appendix A, Table 11](#).

NPS

- Among the 89% of overnight respondents who lodged outside of Thomas Jefferson Memorial in the local area (per Figure 5), median length of stay was 3 nights. Slightly more than a quarter (27%) lodged 2 nights or fewer in the local area on this trip; 57% spent 3 nights or fewer.
- Among the 11% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was 4 nights.
- Among the 1% of overnight respondents who camped outside of Thomas Jefferson Memorial (per Figure 5), median length of stay was 4 nights.

Questions 7–9: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Thomas Jefferson Memorial (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but visitors were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

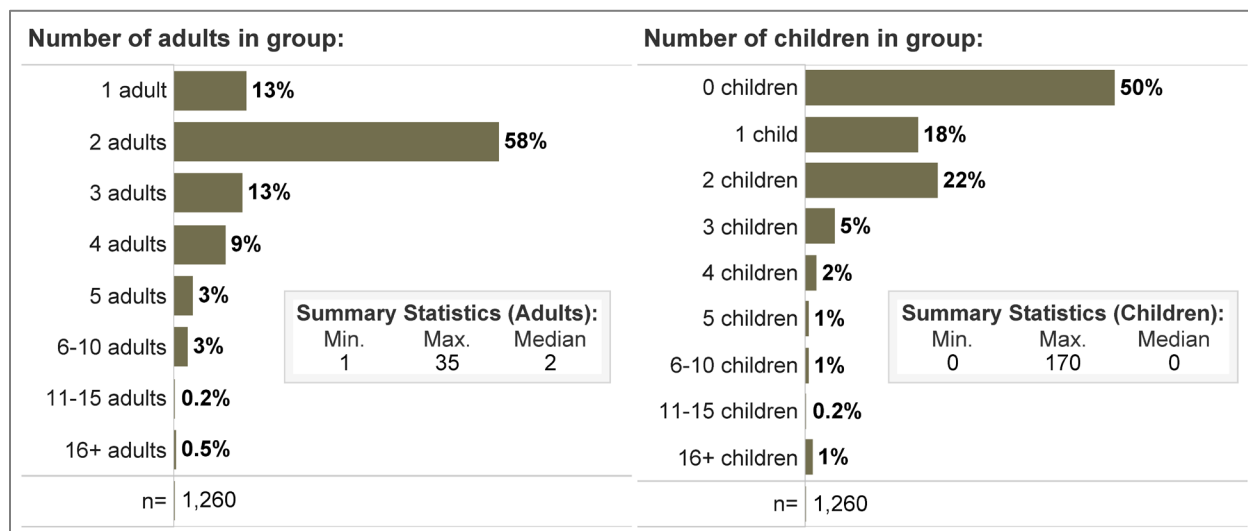


Figure 7. Number of adults and children in respondent's personal group while visiting Thomas Jefferson Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 12](#).

NPS

- The median number of adults per group was 2. More than half of groups (58%) included 2 adults.
- Half of visitor groups (50%) did not include any children.

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

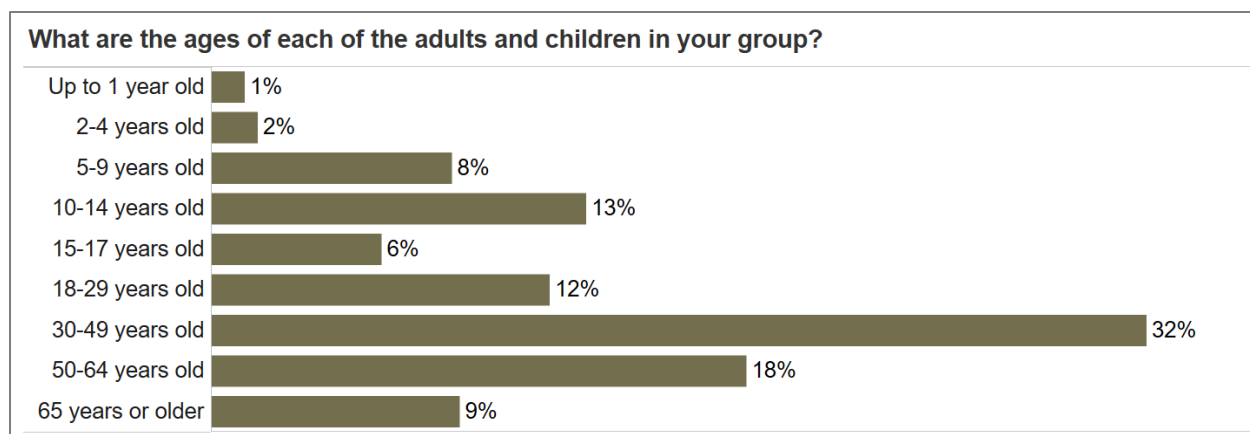


Figure 8. Age distribution of all members of respondent's personal group while visiting Thomas Jefferson Memorial.

NPS

- The most common age of the adults and children in a personal group was 30–49 years old (32%), followed by 50–64 years old (18%), and 10–14 years old (13%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of 30% of group members.

Questions 11–14: Park Use Characteristics

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

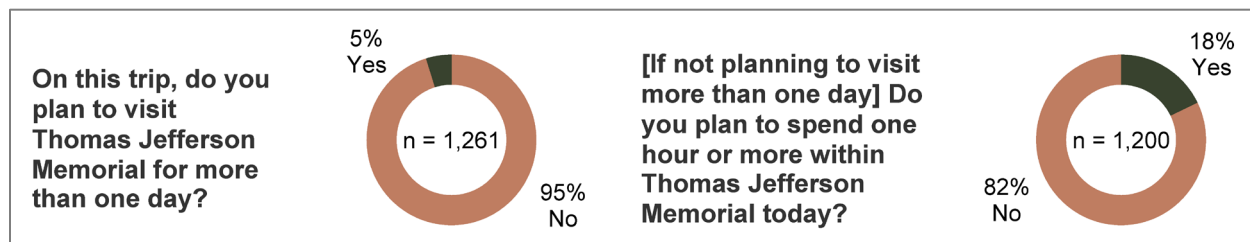


Figure 9. Duration of the respondent's trip to Thomas Jefferson Memorial.

NPS

Table 10. Amount of time spent within Thomas Jefferson Memorial.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Thomas Jefferson Memorial today?	985	1	59	20
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Thomas Jefferson Memorial today?	214	1	5	1
[If planning to visit at least one day] How many days do you plan to spend within Thomas Jefferson Memorial on this trip?	61	1	7	2
[If planning to visit at least one day] On how many different days do you expect to enter the park?	61	1	7	2

- While visiting Thomas Jefferson Memorial, most visitors (95%) did not plan to spend more than one day in the park.
- Among the 95% of visitors who did not plan to spend more than a day in Thomas Jefferson Memorial, a majority (82%) of visitors planned to spend less than one hour at the memorial. The median length of time spent in the park among this group was 20 minutes.
- Among the 95% of visitors who did not plan to spend more than a day in Thomas Jefferson Memorial, a minority (18%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was 1 hour.
- The remaining 5% of visitors planned to visit for more than one day; among those visitors, the median length of stay was 2 days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer was 2 days.

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

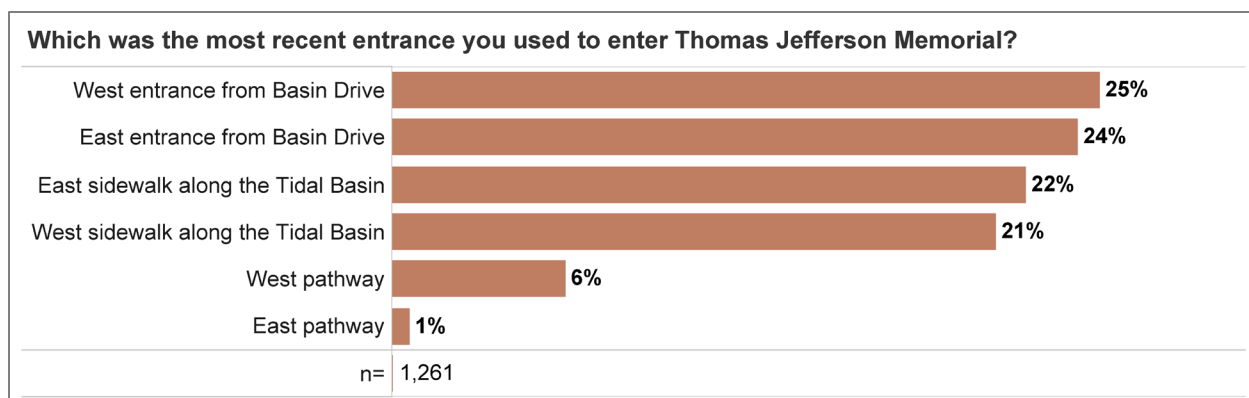


Figure 10. Most recent entrance used to enter Thomas Jefferson Memorial.

NPS

- The west entrance from Basin Drive was the most commonly used entrance to Thomas Jefferson Memorial (25%).
- The following most common entrances were the east entrance from Basin Drive (24%), the east sidewalk along the Tidal Basin (22%), and the west sidewalk along the Tidal Basin (21%).
- The least used entrances were the west pathway (6%) and the east pathway (1%).

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

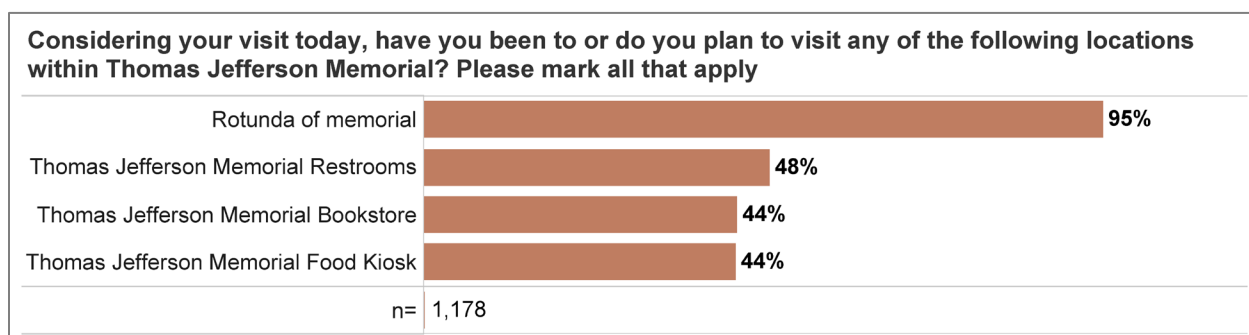


Figure 11. Park locations visited during the most recent trip to Thomas Jefferson Memorial.

NPS

- The most commonly visited location in Thomas Jefferson Memorial was the rotunda of the memorial (95% of respondents had either been there or planned to visit it on their trip), followed by the restrooms (48%), the bookstore (44%), and the food kiosk (44%).

Question 15: Transportation

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

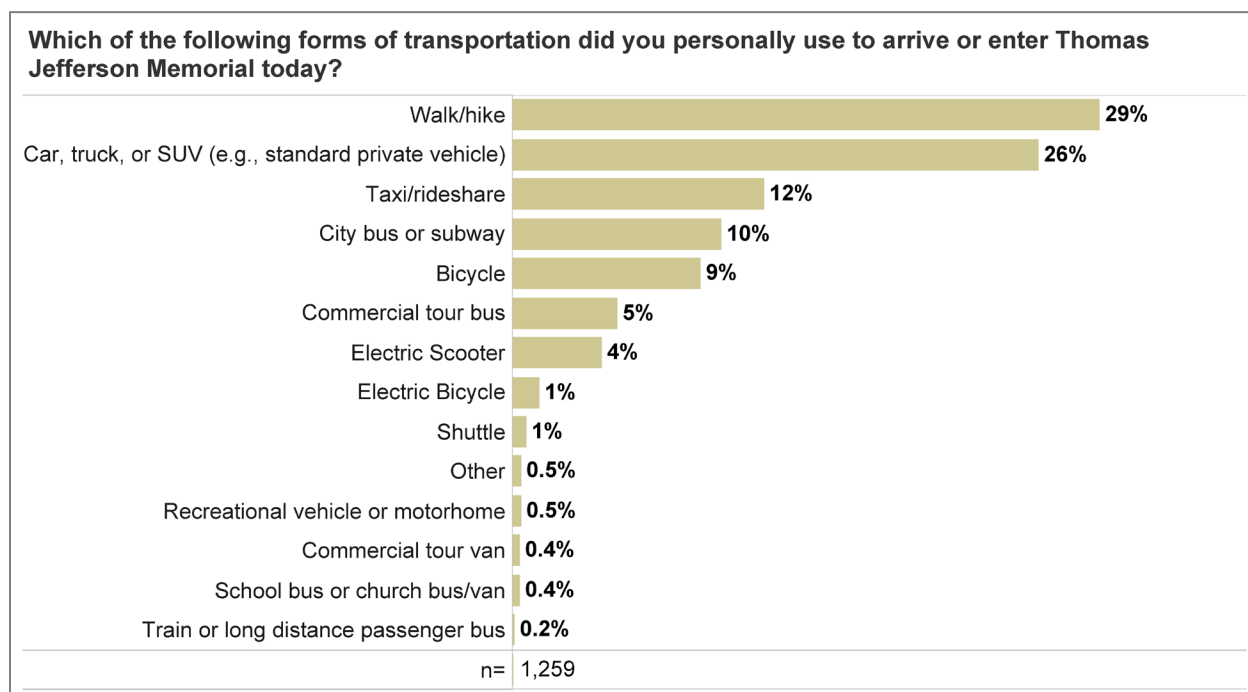


Figure 12. Form of transportation used to enter Thomas Jefferson Memorial on the day of the survey.
NPS

- More than a quarter of respondents (29%) reported that they walked or hiked to reach the site on the day of the survey.
- This was followed closely by use of a car, truck, or SUV (26%), and more distantly by use of a taxi or rideshare service (12%) to arrive at the site.

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck, or SUV; recreational vehicle or motorhome; or motorcycle), they were asked to indicate how many people were traveling in or on that vehicle (Figure 13).

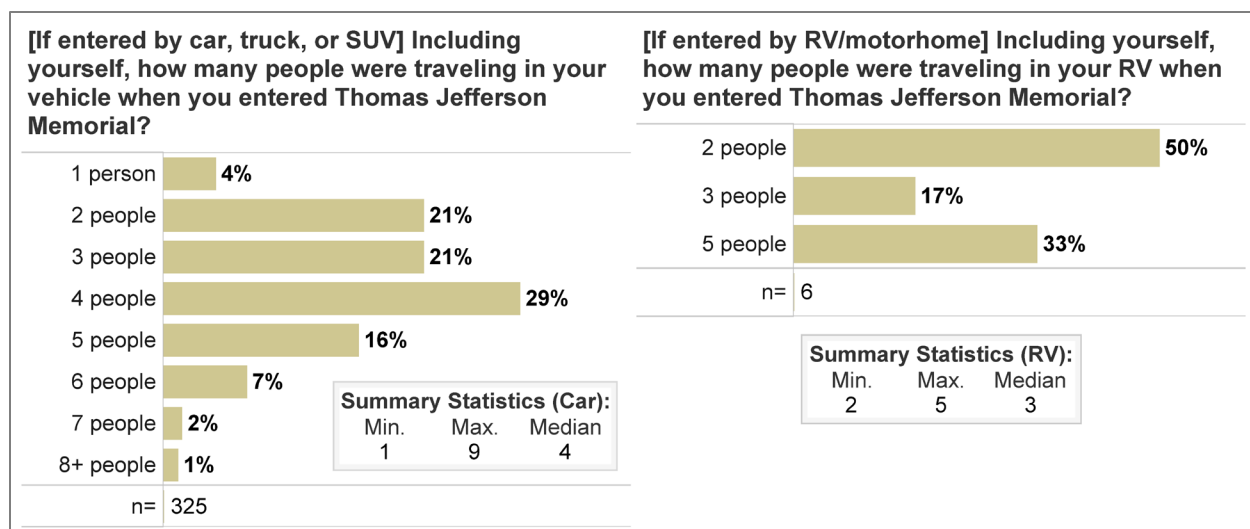


Figure 13. Number of people in or on respondent's vehicle when entering Thomas Jefferson Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 13](#).

NPS

- More than a quarter of respondents (29%) traveling by car reported four people. The next most common group size was two people and three people (21%).
- Half of the respondents entering Thomas Jefferson Memorial by RV/motorhome reported traveling in a group of 2 people (50%), followed by five people (33%), and three people (17%).

Question 17: Previous Visits to Thomas Jefferson Memorial

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

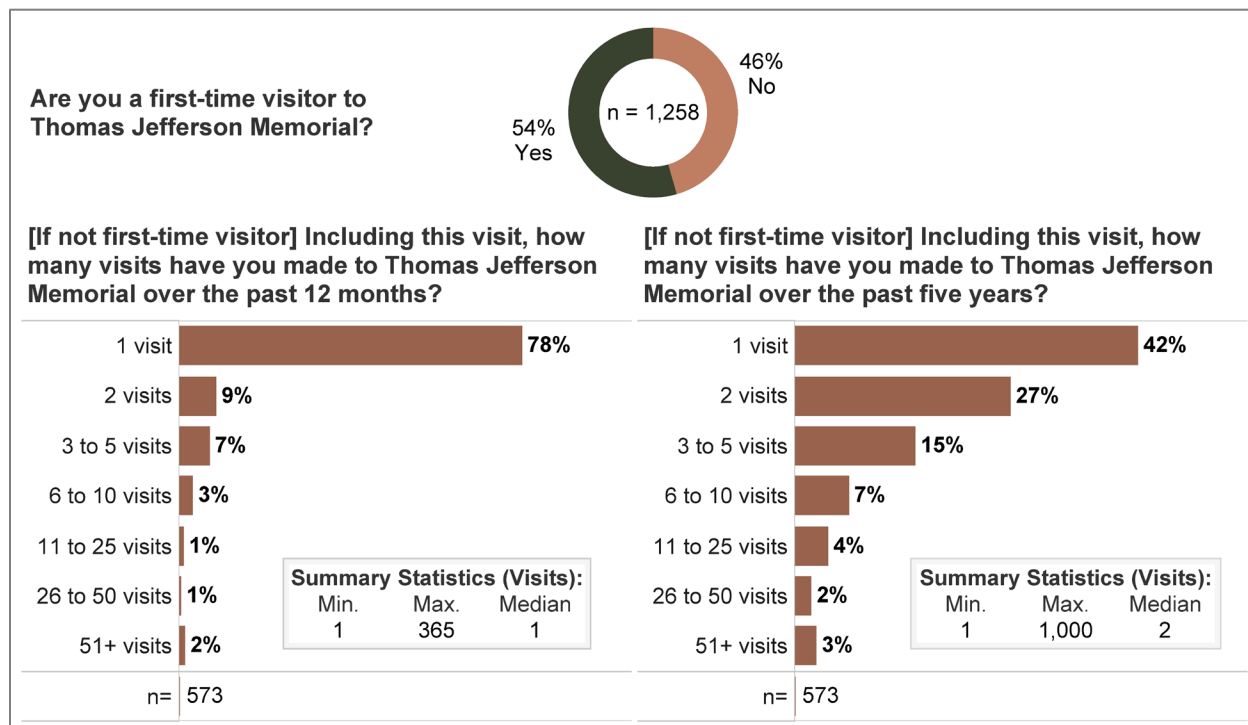


Figure 14. Previous visits to Thomas Jefferson Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 14](#).

NPS

- About half of respondents (54%) were on their first ever trip to Thomas Jefferson Memorial.
- Among the 46% of respondents who were repeat visitors, the majority (78%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, more than half of repeat visitors (58%) had visited at least one prior time in the past five years.
- The median number of visits made in the past five years was 2, including the current trip; 9% 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).

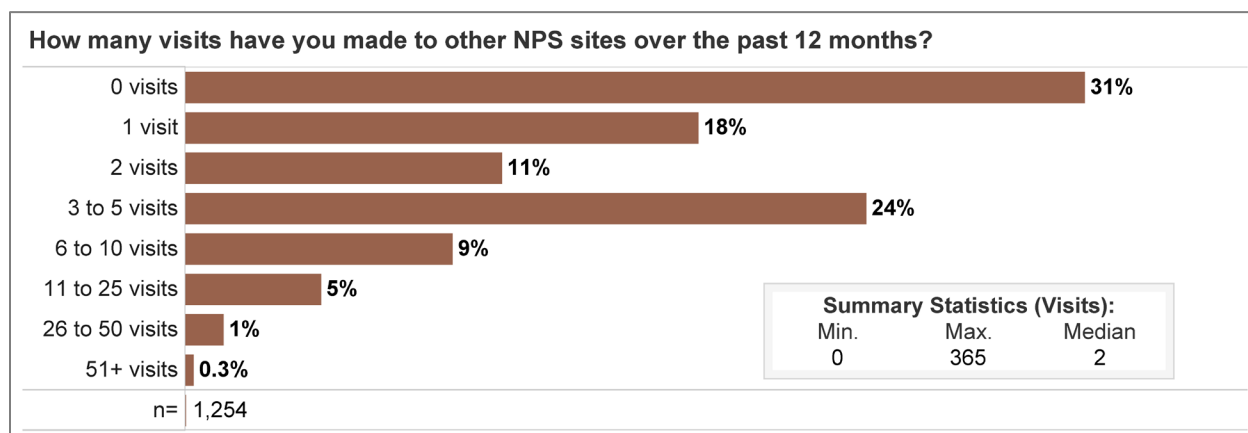


Figure 15. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in [Appendix A, Table 15](#).

NPS

- The majority of visitors (69%) had made at least one visit to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was 2, though a combined 39.3% had made 3 or more visits in the past year.



The Thomas Jefferson Memorial with the Washington Monument in the background.
NPS / CAROL M. HIGHSMITH

Follow-Up Survey Results

The following section provides results of the 283 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Thomas Jefferson Memorial in spring of 2022. Again, caution is recommended in the interpretation of figures with sample size lower than $n = 30$, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information About Thomas Jefferson Memorial

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

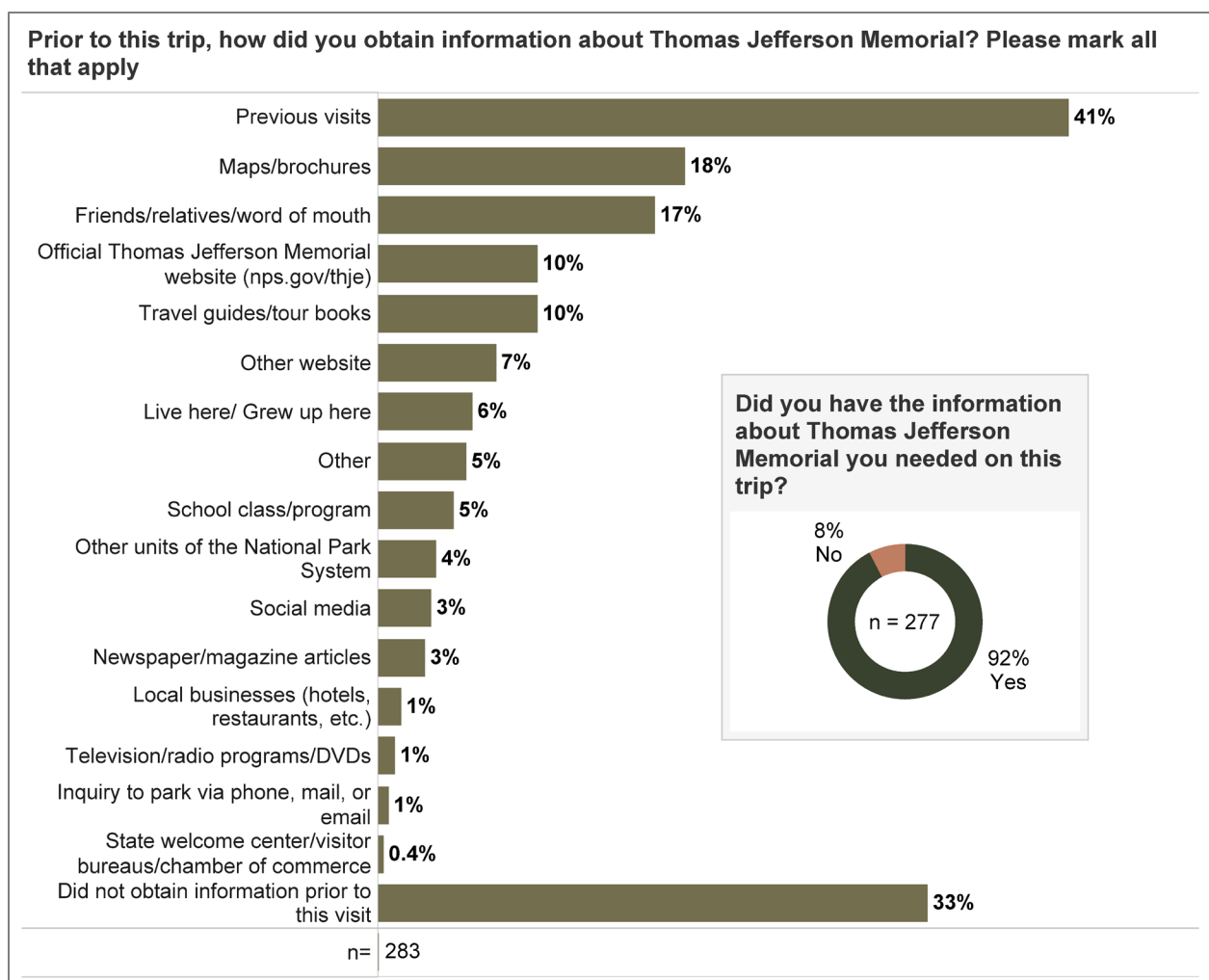


Figure 16. Sources used to obtain information about Thomas Jefferson Memorial prior to the trip.
NPS

- The most used resource was previous visits, with 41% of respondents reportedly using it. The second most common source was maps/brochures (18%), followed by friends/relatives/word of mouth (17%), the official park website (10%), and travel guides/book tours (10%).
- One-third (33%) of respondents reported not obtaining information prior to their visit to Thomas Jefferson Memorial.
- In a follow-up question, 92% of respondents said that they had the information about Thomas Jefferson Memorial that they needed on their trip, while 8% indicated that there was information that they needed but did not have.
- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate. These comments are provided as an accompanying document for review.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the follow-up survey asked respondents to select all forms of transportation they personally used to travel from their home to Thomas Jefferson Memorial on their trip (Figure 17).

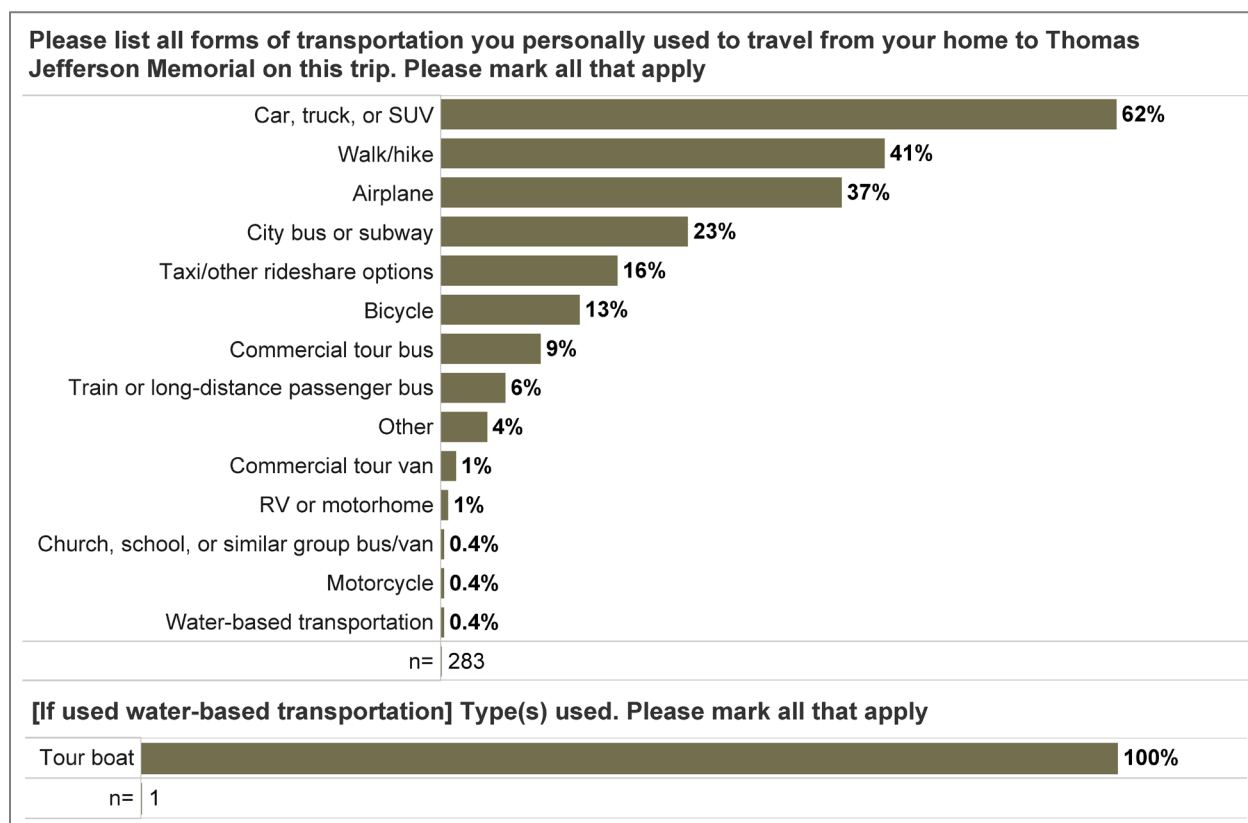


Figure 17. Forms of transportation used to travel from home to Thomas Jefferson Memorial on the recent trip.

NPS

- More than half of respondents (62%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Thomas Jefferson Memorial.
- The second most common mode of travel was walking/hiking (41%), followed by airplane (37%).

Question 4: Travel Party Composition

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

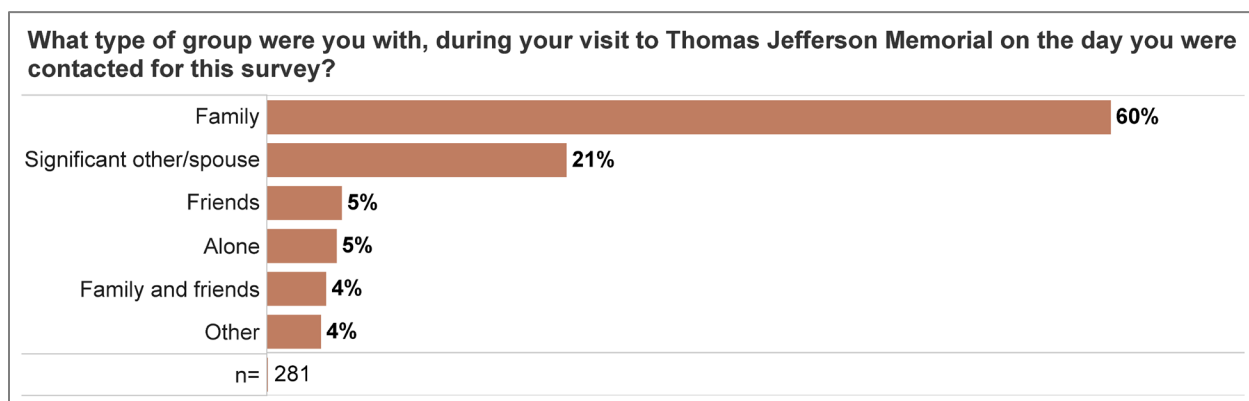


Figure 18. Travel party composition during Thomas Jefferson Memorial visit.

NPS

- More than half of respondents (60%) explored Thomas Jefferson Memorial with their family on the day of the survey.
- Less than a quarter of respondents (21%) visited Thomas Jefferson Memorial with their significant other or spouse, and another 5% visited the park with their friends.

Question 10: Entrance Fees

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

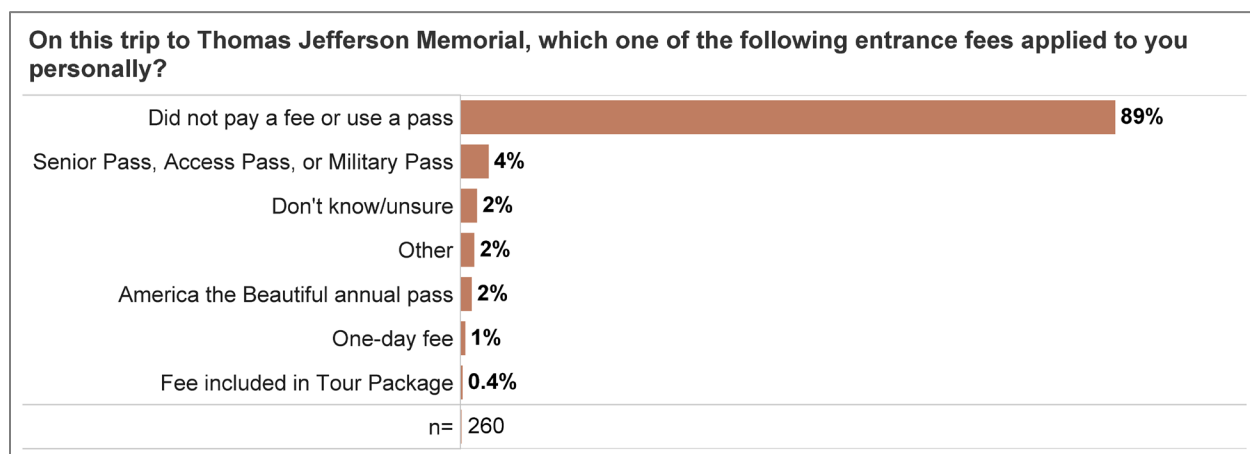


Figure 19. Entrance fees to enter Thomas Jefferson Memorial on the most recent trip.

NPS

- The majority of respondents (89%) reported that they did not pay a fee or use a pass.
- 4% of visitors reported that they used a Senior Pass, Access Pass, or Military Pass.

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

Questions 12–14: Trip Characteristics

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

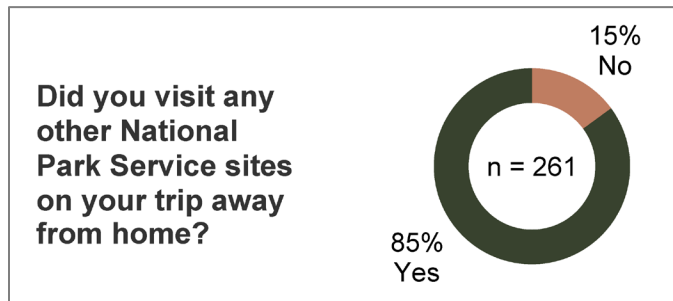


Figure 20. NPS sites visited on trip away from home.

NPS

- The majority (85%) of all respondents had visited other NPS sites on their trip, while 15% identified Thomas Jefferson Memorial as the only NPS site they visited while away from home.
- In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s). These comments are provided in an accompanying document.

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

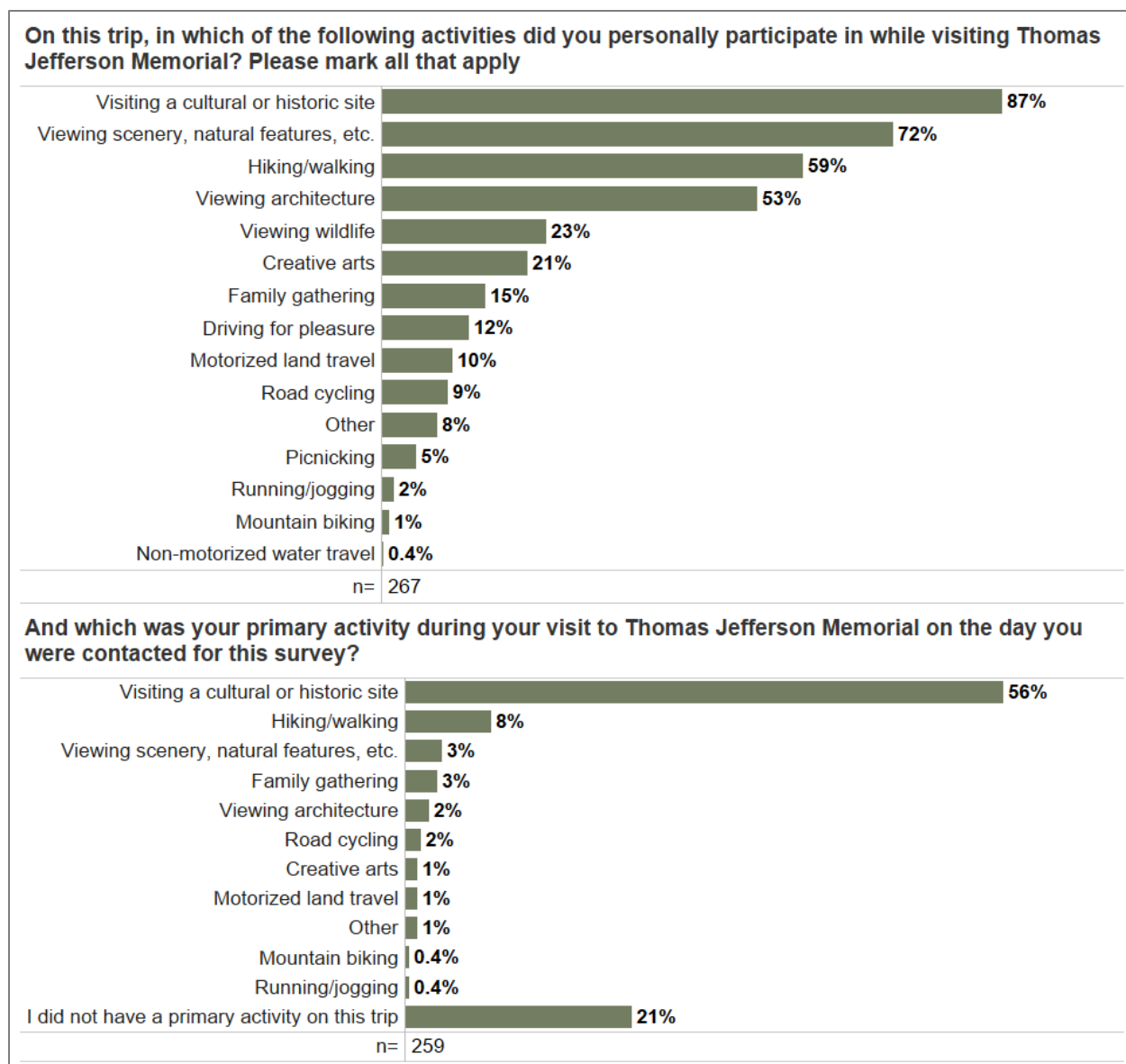


Figure 21. Participation in activities at Thomas Jefferson Memorial.

NPS

- Almost all visitors reported visiting a cultural or historic site (87%), and 72% of visitors reported viewing scenery, natural features, etc.
- Motorized land travel, road cycling, picnicking, running/jogging, and mountain biking were all uncommon activities (reported by 10% or fewer of respondents).
- More than half of respondents (56%) reported visiting a cultural or historic site as their primary activity, followed by hiking/walking (8%).
- Notably, while nearly three-quarters of visitors reported viewing scenery, natural features, etc. during their trip, only 3% of respondents identified this as their primary activity. 21% of respondents stated that they did not have a primary activity on this trip.

Questions 15–16: Reasons to Visit

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

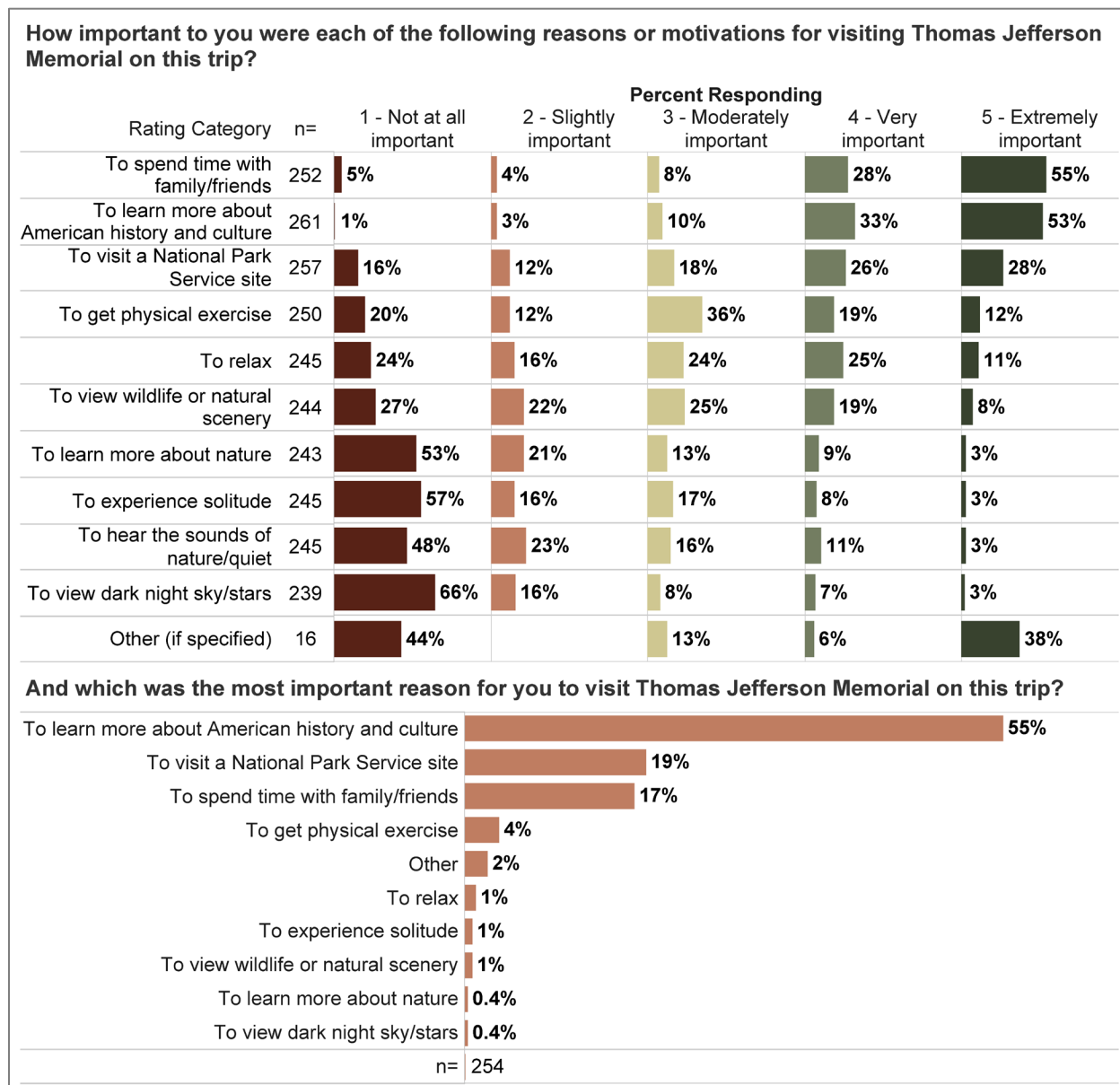


Figure 22. Reasons or motivations to visit Thomas Jefferson Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 16](#).

NPS

- Most visitors chose ‘to spend time with family/friends’ (55%) and ‘to learn more about American history and culture’ (53%) as extremely important reasons for their trip to Thomas Jefferson Memorial.

- 38% of respondents reported ‘Other (if specified)’ as an extremely important reason for their trip to Thomas Jefferson Memorial.
- The least important reasons were ‘to view dark night sky/stars’ and ‘to experience solitude’ (only 3% and 3% of respondents, respectively, reported them as extremely important, and 66% and 57% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was ‘to learn more about American history and culture’ (55%), followed by ‘to visit a National Park Service site’ (19%), and ‘to spend time with family/friends’ (17%).

Questions 17–19: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in while visiting Thomas Jefferson Memorial during their trip (Figure 23).

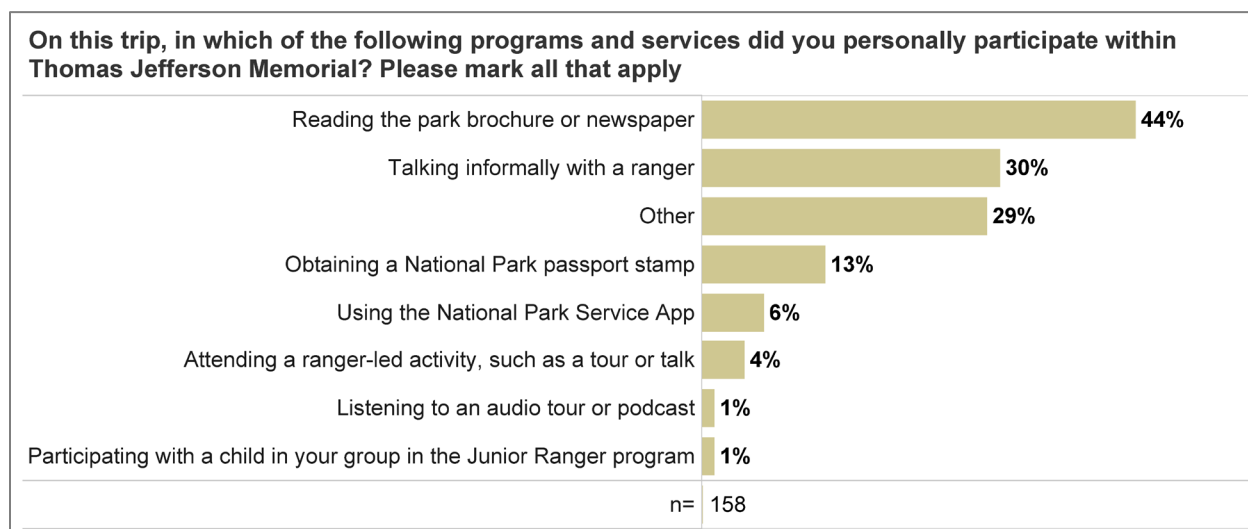


Figure 23. Programs participated in while visiting Thomas Jefferson Memorial.

NPS

- The two most-used programs were reading the park brochure or newspaper (44%) and talking informally with a ranger (30%), with three-quarters of visitors using one of those two programs or services.
- The two least used programs included listening to an audio tour or podcast (1%) and participating with a child in the Junior Ranger program (1%).

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).

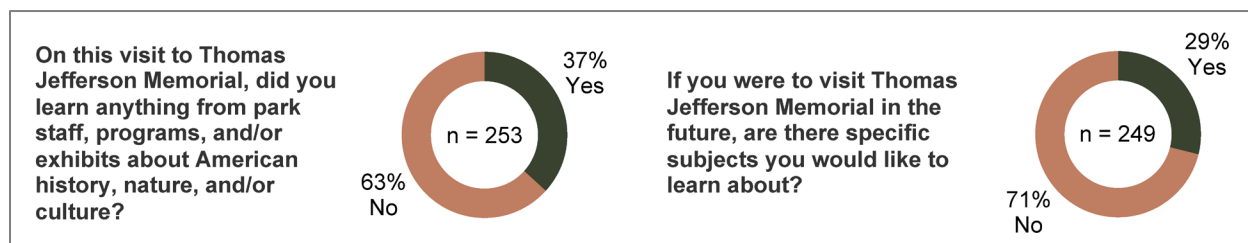


Figure 24. Learning.

NPS

- A minority of respondents (37%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

- About a quarter of respondents (29%) reported that if they were to visit Thomas Jefferson Memorial in the future, there are specific subjects they would like to learn about.
- Respondents who said yes to either of these two questions were asked to elaborate. These comments are provided as an accompanying document for review.

Questions 20–21: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Thomas Jefferson Memorial (Figure 25).

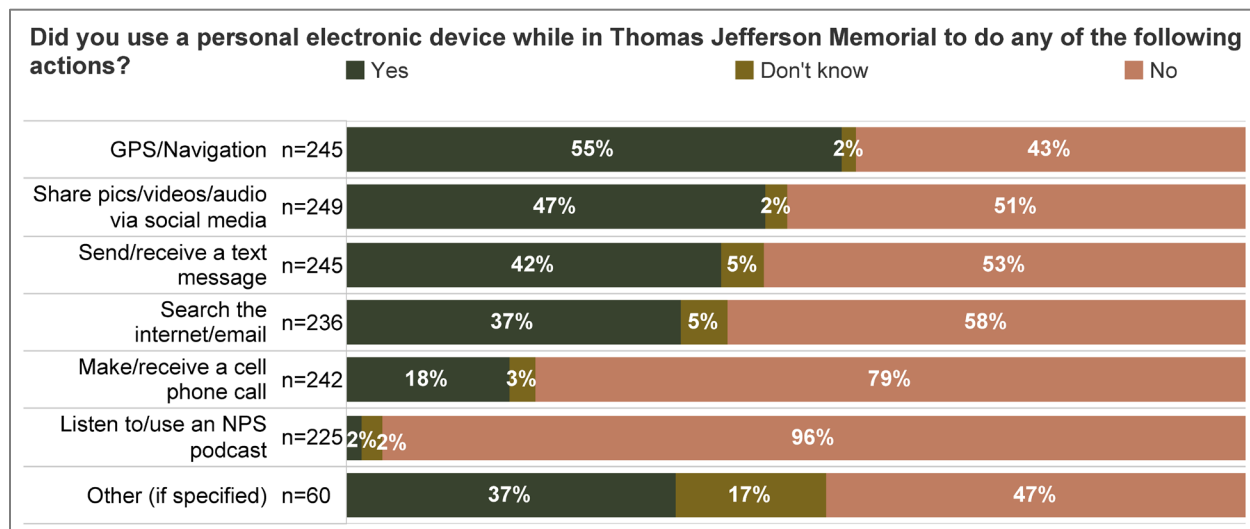


Figure 25. Use of personal electronic devices while visiting Thomas Jefferson Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 17](#).

NPS

- 55% of visitors reported using GPS/Navigation, and 47% of respondents reporting sharing pics/videos/audio via social media.
- Conversely, only 2% of respondents listened to or used an NPS podcast.

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

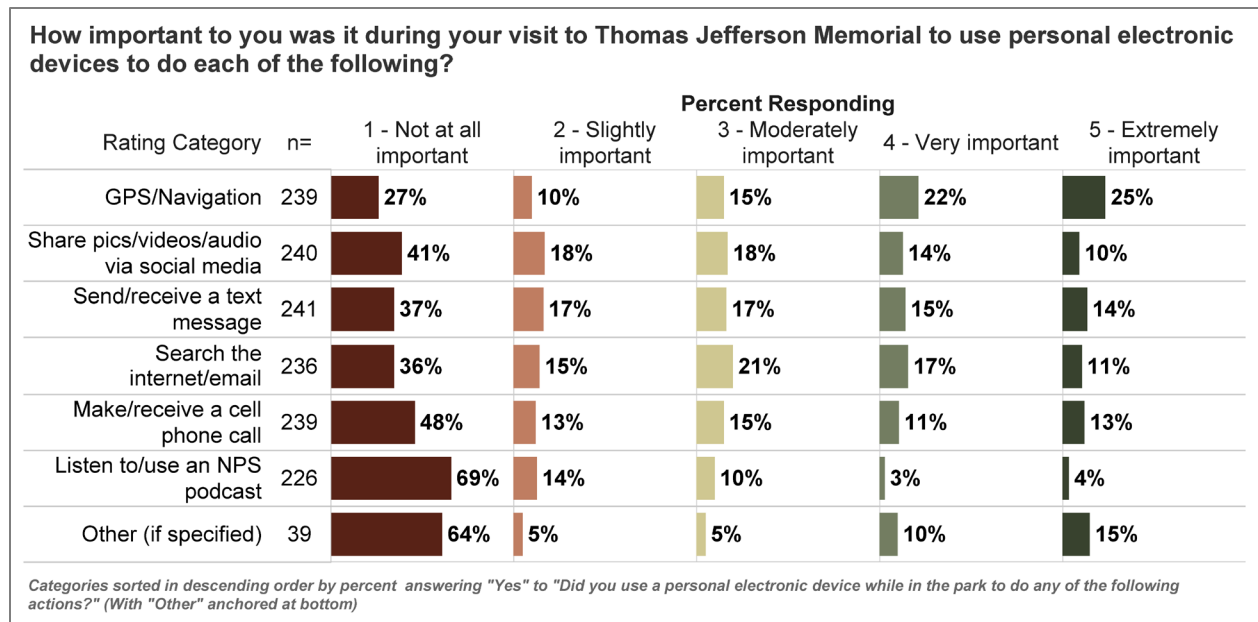


Figure 26. The importance of use of personal electronic devices while visiting Thomas Jefferson Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 18](#).

NPS

- The most important device uses were GPS/Navigation and sending/receiving a text message (25% and 14% of respondents, respectively, rated them as extremely important).
- 15% of respondents stated that an ‘other (if specified)’ device use was extremely important.
- Listening to and using an NPS podcast was rated as extremely important only by 4% of respondents, and not at all important by 69% of respondents.

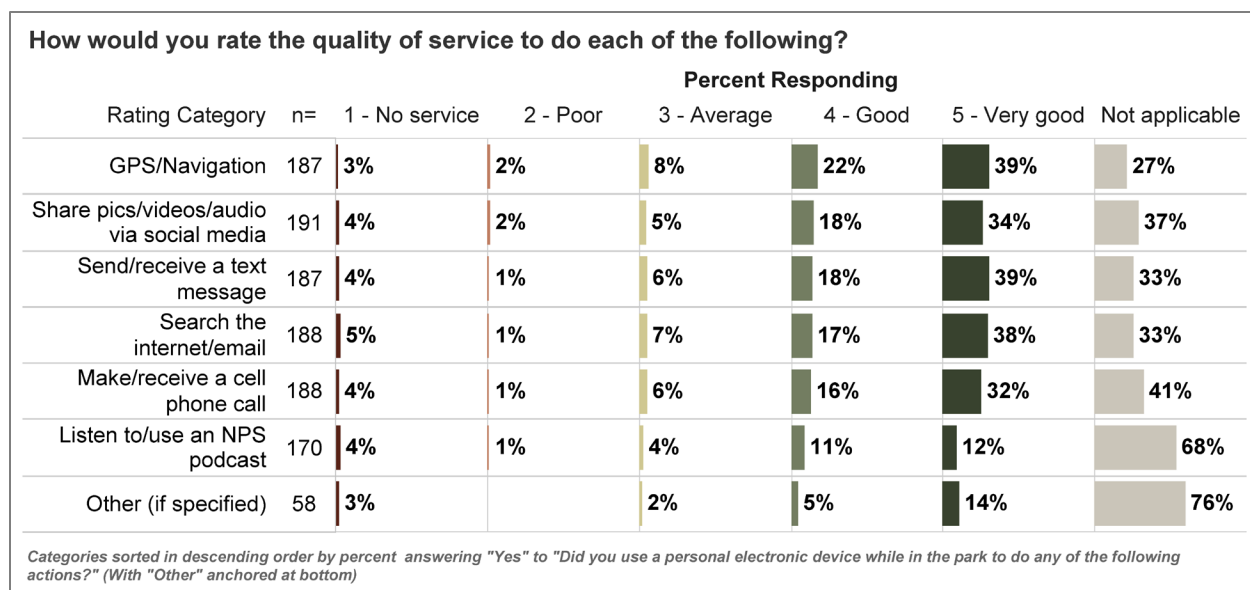


Figure 27. Quality of service of personal electronic devices while visiting Thomas Jefferson Memorial. Tabular data shown in this figure are presented in [Appendix A, Table 19](#).

NPS

- More than half of respondents rated GPS/Navigation as very good or good (by 39% and 22% of respondents, respectively). Only 3% of respondents reported that they had no service for this.
- Majorities of respondents also rated sharing pic/videos/audio via social media, send/receive a text message, and search the internet/email as very good or good (majorities ranged from 52% to 57% of respondents).
- A small number of respondents stated that they had no service for the listed uses (ranging from 3% to 5%, depending on the service).

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 Thomas Jefferson Memorial. If such a condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

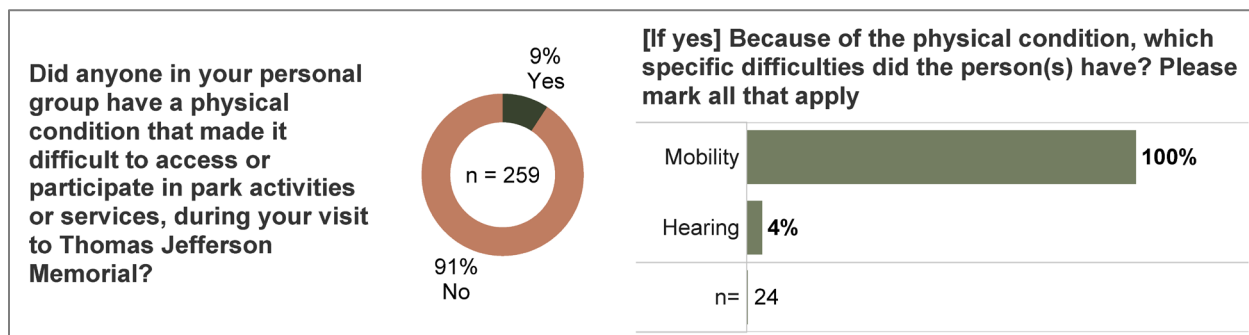


Figure 28. Physical difficulties while visiting Thomas Jefferson Memorial.

NPS

- The majority of respondents (91%) 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 Thomas Jefferson Memorial.
- Among the 9% of visitors who identified at least one difficulty, 100% reported mobility issues in their group, with 4% also reporting hearing and/or visual difficulties.

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Thomas Jefferson Memorial met their expectations (Figure 29).

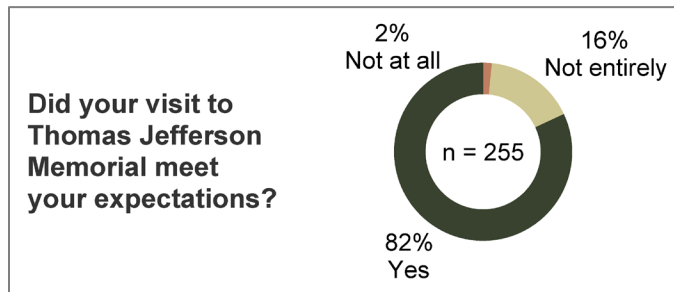


Figure 29. Meeting Thomas Jefferson Memorial expectations.
NPS

- The majority of respondents (82%) reported that their visit to Thomas Jefferson Memorial met their expectations, while 16% of respondents said it did not meet their expectations entirely, and 2% of respondents indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Thomas Jefferson Memorial did not meet their expectations were asked to elaborate. These comments are provided as an accompanying document for review.

Respondents were then given several statements about Thomas Jefferson Memorial and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

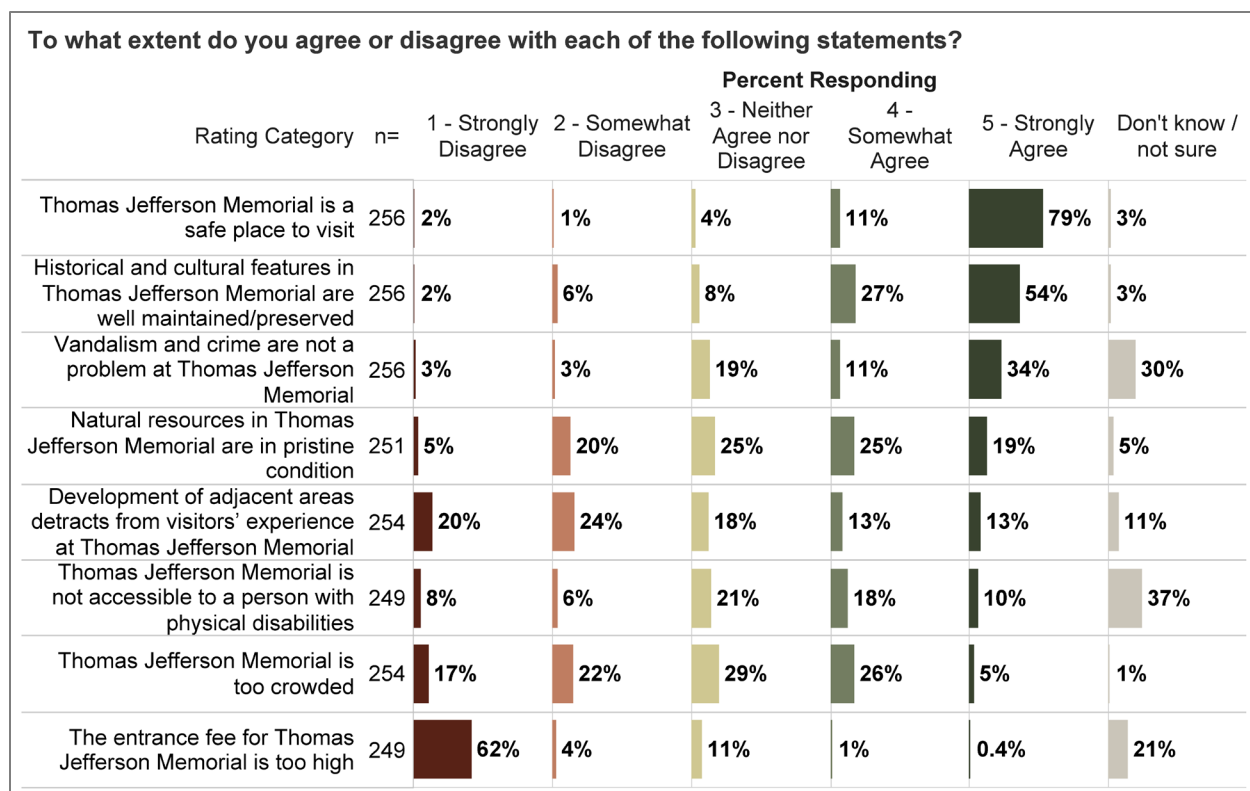


Figure 30. Rating Thomas Jefferson Memorial experience. Tabular data shown in this figure are presented in [Appendix A, Table 20](#).

NPS

- From all the statements listed, “Thomas Jefferson Memorial is a safe place to visit” received the most consensus with a combined 90% of respondents saying they either strongly or somewhat agree with it. That was followed by “Historical and cultural features in Thomas Jefferson Memorial are well maintained/preserved” and “Vandalism and crime are not a problem at Thomas Jefferson Memorial” (81% and 45% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “The entrance fee for Thomas Jefferson Memorial is too high” and “Development of adjacent areas detracts from visitors’ experience at Thomas Jefferson Memorial” received the least support, with 66% and 44% of respondents, respectively, strongly disagreeing and somewhat disagreeing.

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

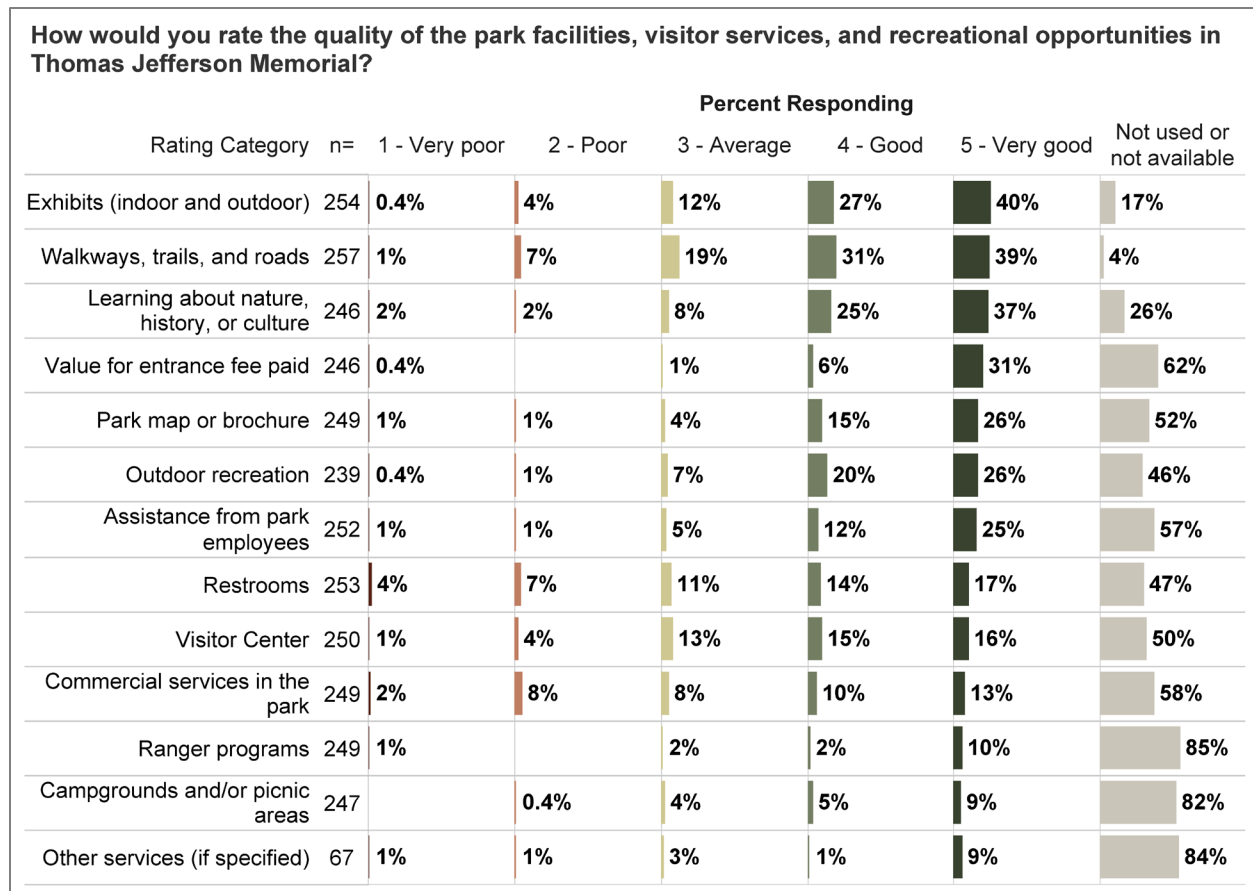


Figure 31. Rating the quality of Thomas Jefferson Memorial facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in [Appendix A, Table 21](#).

NPS

- More than one-third of respondents (ranging from 37% to 40%) rated exhibits (indoor and outdoor), walkways, trails, and roads, and learning about nature, history or culture as very good.
- More than half of respondents (ranging from 50% to 85%) stated that the following facilities, services, and recreational opportunities were not used or not available: value for entrance fee paid, park map or brochure, assistance from park employees, visitor center, commercial services in the park, ranger programs, campgrounds and/or picnic area, other services.

Finally, respondents were asked to rate the overall quality of the park facilities, visitor services, and recreation opportunities (Figure 32).

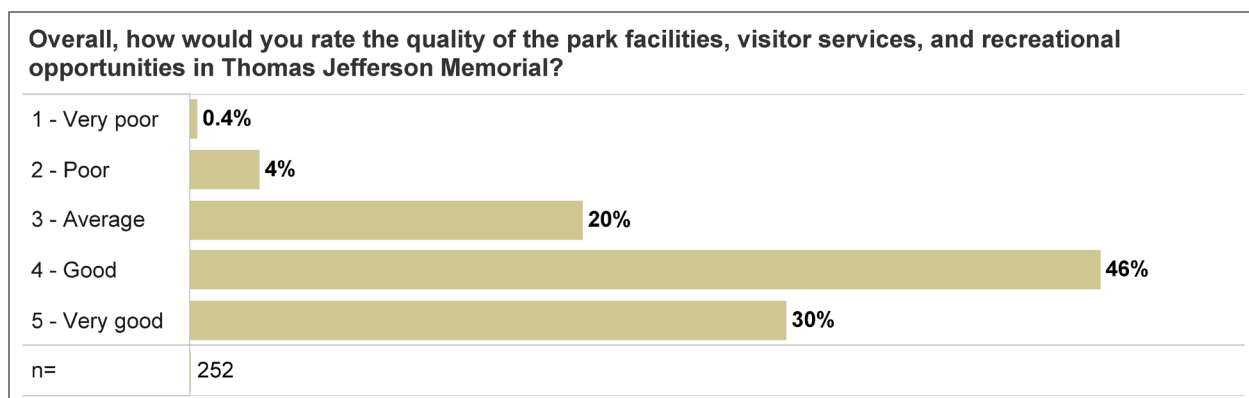


Figure 32. Rating overall quality of Thomas Jefferson Memorial facilities, visitor services, and recreational opportunities.

NPS

- In general, about one-third of respondents (30%) rated the quality of the park facilities, visitor services, and recreational opportunities in Thomas Jefferson Memorial as very good, and another 46% rated them as good.
- Just about 1 in 4 visitors (24.4%) rated the overall quality as average or below.

Questions 31–39: Background/Demographics

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

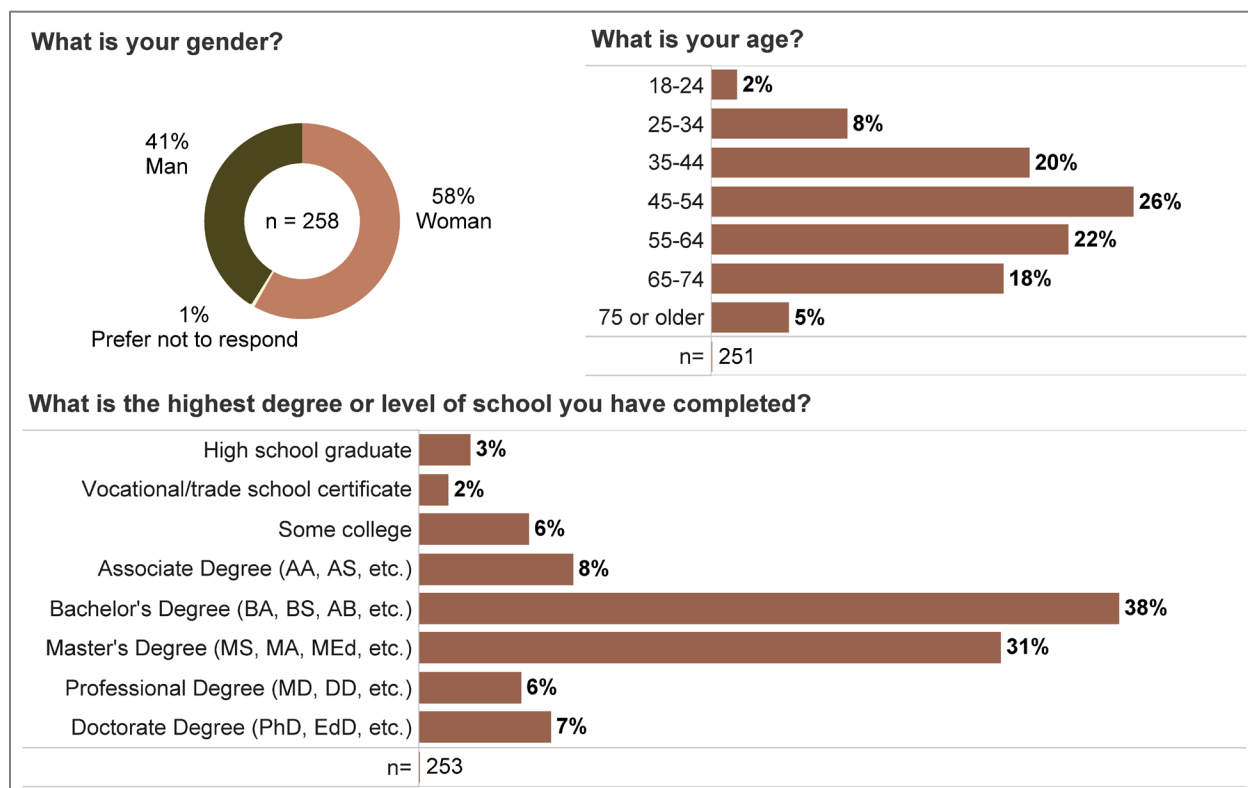


Figure 33. Respondent demographics: gender, age, and level of education.

NPS

- Follow-up survey respondents were slightly more likely to be women than men (58% vs. 41%). Another 1% preferred not to disclose their gender identity.
- The most common age categories were 45 to 54 (26%), 55 to 64 (22%), and 35 to 44 (20%). The least represented age group was 18 to 24 (only 2% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 84% having some college degree. 38% of respondents held a bachelor's degree and 31% held a master's degree.

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

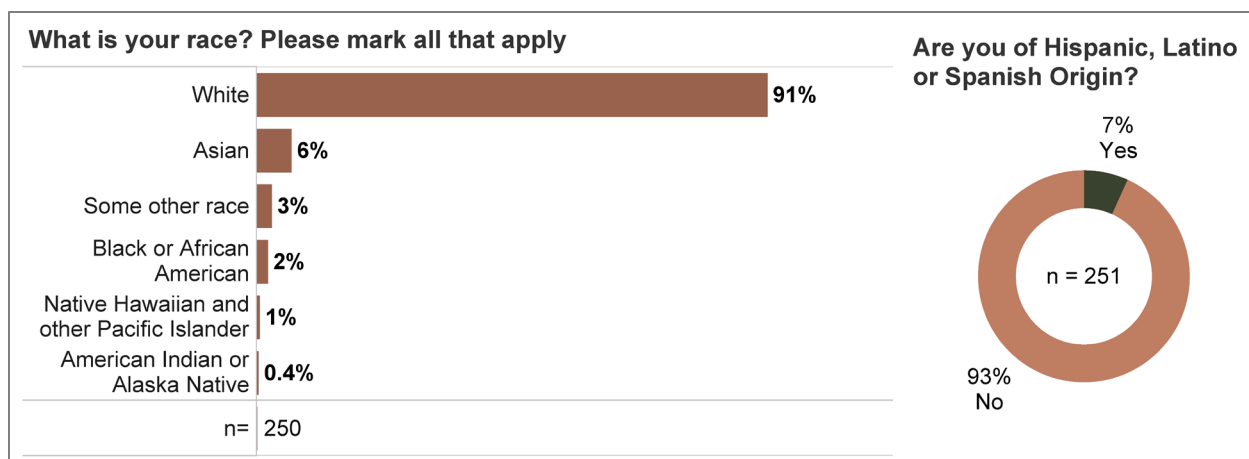


Figure 34. Respondent demographics: race and ethnicity.

NPS

- The majority of respondents (91%) were White, while 6% were Asian.
- Most respondents (93%) 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).

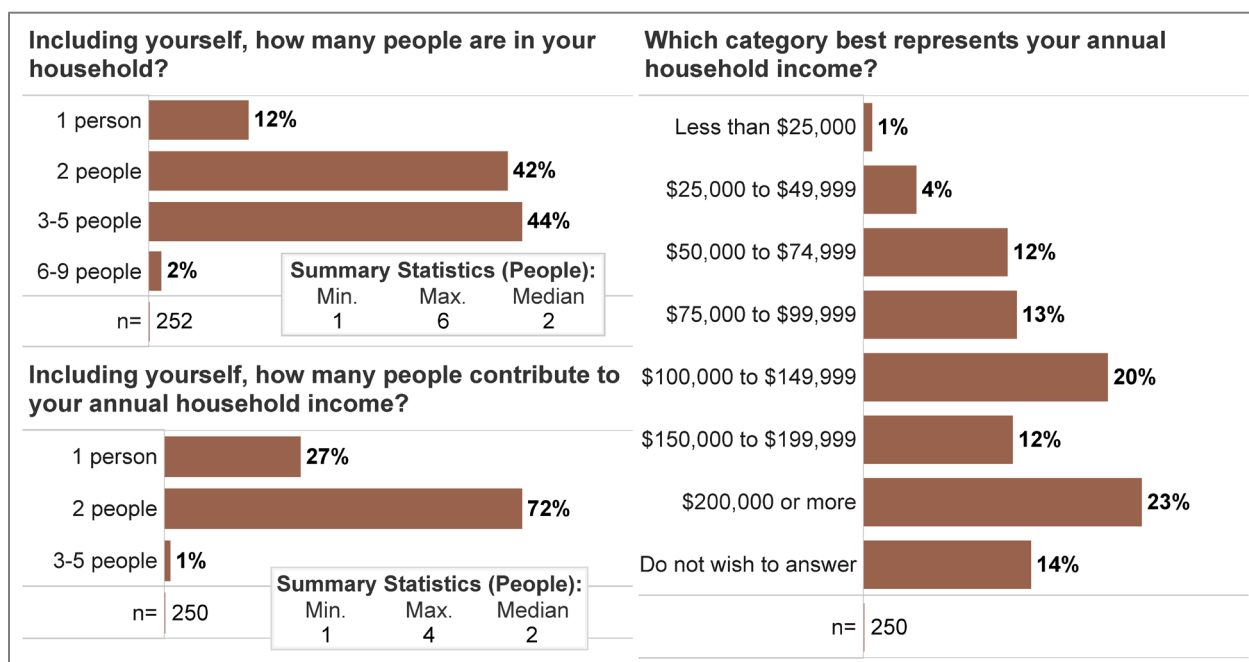


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in [Appendix A, Table 22](#).

NPS

- A plurality of respondents (44%) had 3 to 5 people in their household, followed by two people (another 42%).
- In addition to being highly educated, Thomas Jefferson Memorial visitors are also relatively affluent. Almost a quarter of respondents (23%) reported that their annual household income was \$200,000 or more and another 20% earned between \$100,000 and \$149,999. About 1 in 7 respondents (14%) chose not to provide income information.
- Most respondents (72%) came from a dual-income household.

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

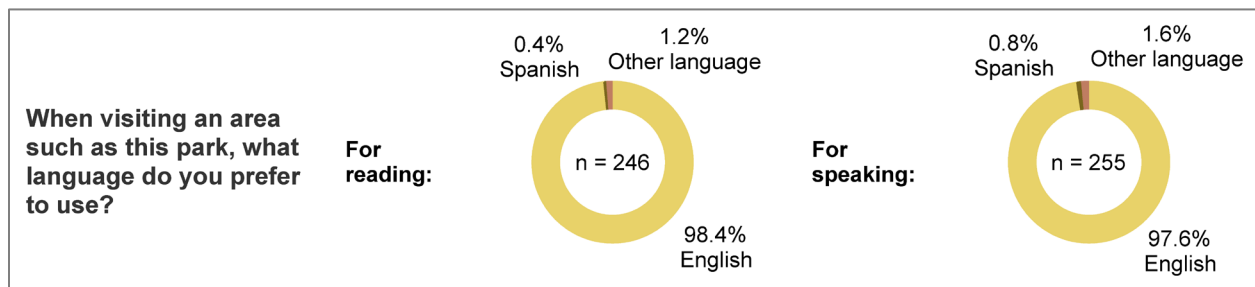


Figure 36. Respondent's language preference.

NPS

- The overwhelming majority of respondents preferred to use English both for reading and speaking (98.4% and 97.6% respectively) when visiting an area such as Thomas Jefferson Memorial.
- Less than 2% of respondents preferred Spanish for either reading and/or speaking.

Literature Cited

National Park Service (NPS). 2022. 2022 Socioeconomic Monitoring of Thomas Jefferson Memorial: Visitor Intercept and Post-Trip Surveys.
<https://irma.nps.gov/DataStore/Reference/Profile/2318680>

Appendix A: Accessible Tables

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

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

Accommodation Type	n	Min.	Max.	Median
Camping outside Thomas Jefferson Memorial	10	3	6	4
Lodging outside Thomas Jefferson Memorial	912	1	30	3
Unpaid accommodations	108	1	60	4

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

Group Composition	n	Min.	Max.	Median
Adults	1260	1	35	2
Children	1260	0	170	0

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

Question	n	Min.	Max.	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Thomas Jefferson Memorial?	325	1	9	4
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Thomas Jefferson Memorial?	6	2	5	3

Table 14. Data from [Figure 14](#). Previous visits to Thomas Jefferson Memorial.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Thomas Jefferson Memorial over the past 12 months?	573	1	365	1
[If not first-time visitor] Including this visit, how many visits have you made to Thomas Jefferson Memorial over the past five years?	573	1	1000	2

Table 15. 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?	1254	0	365	2

Table 16. Data from [Figure 22](#). Reasons or motivations to visit Thomas Jefferson Memorial.

Rating Category	n
To view wildlife or natural scenery	244
To spend time with family/friends	252
To relax	245
To get physical exercise	250
To visit a National Park Service site	257
To hear sounds of nature/quiet	245
To experience solitude	245
To learn more about nature	243
To view dark night sky/stars	239
To learn more about American history and culture	261
Other (if specified)	16

Table 17. Data from [Figure 25](#). Use of personal electronic devices while visiting Thomas Jefferson Memorial.

Device Use	n
GPS/Navigation	245
Send/receive a text message	245
Search the internet/email	236
Share pics/videos/audio via social media	249
Make/receive a cell phone call	242
Listen to/use an NPS podcast	225
Other (if specified)	60

Table 18. Data from [Figure 26](#). The importance of use of personal electronic devices while visiting Thomas Jefferson Memorial.

Device Use	n
GPS/Navigation	239
Send/receive a text message	241
Search the internet/email	236
Share pics/videos/audio via social media	240
Make/receive a cell phone call	239
Listen to/use an NPS podcast	226
Other (if specified)	39

Table 19. Data from [Figure 27](#). Quality of service of personal electronic devices while visiting Thomas Jefferson Memorial.

Device Use	n
GPS/Navigation	187
Send/receive a text message	187
Search the internet/email	188
Share pics/videos/audio via social media	191
Make/receive a cell phone call	188
Listen to/use an NPS podcast	170
Other (if specified)	58

Table 20. Data from [Figure 30](#). Rating Thomas Jefferson Memorial experience.

Rating Category	n
Development of adjacent areas detracts from visitors' experience at Thomas Jefferson Memorial	254
The entrance fee for Thomas Jefferson Memorial is too high	249
Thomas Jefferson Memorial is too crowded	254
Thomas Jefferson Memorial is not accessible to a person with physical disabilities	249
Historical and cultural features in Thomas Jefferson Memorial are well maintained/preserved	256
Vandalism and crime are not a problem at Thomas Jefferson Memorial	256
Natural resources in Thomas Jefferson Memorial are in pristine condition	251
Thomas Jefferson Memorial is a safe place to visit	256

Table 21. Data from [Figure 31](#). Rating the quality of Thomas Jefferson Memorial facilities, visitor services, and recreational opportunities.

Rating Category	n
Other services (if specified)	67
Ranger programs	249
Commercial services in the park	249
Exhibits (indoor and outdoor)	254
Visitor Center	250
Learning about nature, history, or culture	246
Campgrounds and/or picnic areas	247
Restrooms	253
Assistance from park employees	252
Value for entrance fee paid	246
Park map or brochure	249
Outdoor recreation	239
Walkways, trails, and roads	257

Table 22. 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?	252	1	6	2
Including yourself, how many people contribute to your annual household income?	250	1	4	2

National Park Service
U.S. Department of the Interior



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Natural Resource Stewardship and Science

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