



2023 Socioeconomic Research of Mojave National Preserve

Report on 2023 Data Collection



The Kelso Dunes, formed over millennia by wind and sand, are among the largest sand dunes in the country, and an exciting place for visitors to spend a few hours hiking and exploring.

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Abstract

A strong mandate and need for socioeconomic monitoring have been expressed in the National Park Service (NPS) strategic goals for science, in statements by the NPS leadership, and in various official reports. This mandate resulted in a pilot socioeconomic monitoring study conducted in 2015/2016 at a sample of park units across the United States. This pilot study was used to inform a 2022 nationwide visitor survey conducted at 24 NPS units across the United States. Mojave National Preserve (Mojave) joined this effort by surveying its visitors in 2023, along with 24 other NPS units. This 2023 study at Mojave uses a multi-method 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 post-trip survey (completed either by mail-back or online) for more in-depth trip details. The types of data collected include visitor demographics, trip characteristics/planning (including spending), and experience evaluations. Results are organized by these two survey instruments 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. This report can serve as a resource for park managers, local partners, and stakeholders, facilitating informed decision-making, resource allocation, and effective communication strategies.

Introduction

Social science research has become increasingly recognized as a crucial component of park planning, amplifying its significance for the National Park Service (NPS). With the ever-changing landscape of visitation and a desire to provide transformative visitor experiences, understanding the needs and expectations of the visiting public has become more important than ever. The agency seeks to provide the highest quality visitor experience while also protecting the important natural and cultural resources that make these sites special.

This resounding call for nationwide socioeconomic research to help the agency better serve its visitors has garnered substantial support from external reviews and various discussions held by the Department of the Interior. As a result of this ongoing need, a pilot visitor study was conducted in 2015/2016 across selected park units throughout the United States. Building upon the valuable insights gleaned from the pilot study, the Socioeconomic Monitoring Program (SEM) Visitor Survey has been carried out in 2022 and 2023 at over 24 NPS units across the country per year. While not selected for the nationally representative SEM through the systematic stratified random sampling plan, Mojave National Preserve (Mojave) opted into the study in 2023. The study aims to deepen understanding of visitor demographics and characteristics at Mojave.

The 2023 SEM Visitor Survey gathers data at a comprehensive agency level, effectively addressing the informational needs of park managers throughout the vast National Park System. The data collected during the sampling period in November 2023 are intended to provide park managers at Mojave with data-supported insights into their visitors.

This study gathers a wealth of knowledge about visitor use, aids in finding effective management solutions, and offers insights into the visitors who experience NPS sites. The findings empower NPS managers to better comprehend visitor behaviors, inform park operations, and identify areas for enhancing the visitor experience. Moreover, these results are intended to facilitate communication and foster informed decision-making processes, both within Mojave and in collaboration with local partners and stakeholders.

The research was carried out by a large team including Otak, Inc., RRC Associates, Inc., the Institute for Tourism and Recreation Research at the University of Montana, and GAIA Environmental Consulting.

Methods

The SEM Visitor Survey methodology is designed to capture a representative sample of visitor information, characteristics, and behavior at each sampled park through:

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

This comprehensive approach provides the necessary information to make on-the-ground decisions in parks using immediate feedback from the intercept survey, while also capturing key in-depth information on visitor spending and trip characteristics for long-term planning from the post-trip survey. Additionally, the intercept survey is designed to be brief so as not to fundamentally affect visitors' experiences. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The Mojave local area map is shown in Figure 1. The local area around Mojave consists of Inyo County and San Bernardino County in California; Clark County, Nevada; and Mohave County, Arizona. Within Mojave National Preserve, the study area was comprised of seven locations. Eight sampling locations were initially identified by park staff as locations where visitors were likely to be available for sampling, but one (entrance on northbound Kelbaker Road from I-40) was eliminated onsite due to safety concerns. Table 1 lists those sites and the number of onsite intercept surveys completed at each. Locations and volumes of surveyor effort were determined based on historic visitor volumes and distribution across the park's primary areas. Where feasible, Visitor Use Statistics estimates for monthly visitation per site were used to station surveyors proportionally across sites. Park staff were consulted prior to study launch to ensure the most popular and representative locations were captured in the sampling plan.

Table 1. Information about sampling locations in Mojave.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys
Kelso Depot Museum and Visitor Center	193	59.4%
Entrance on southbound Ivanpah Road	43	13.2%
Hole-in-the-Wall Area	31	9.5%
Kelso Dunes Trailhead	28	8.6%
Entrance on southbound Kelbaker Road from I-15	21	6.5%
Boulders Viewpoint	6	1.8%
Seventeen Mile Point / Lava Tubes Area	3	0.9%

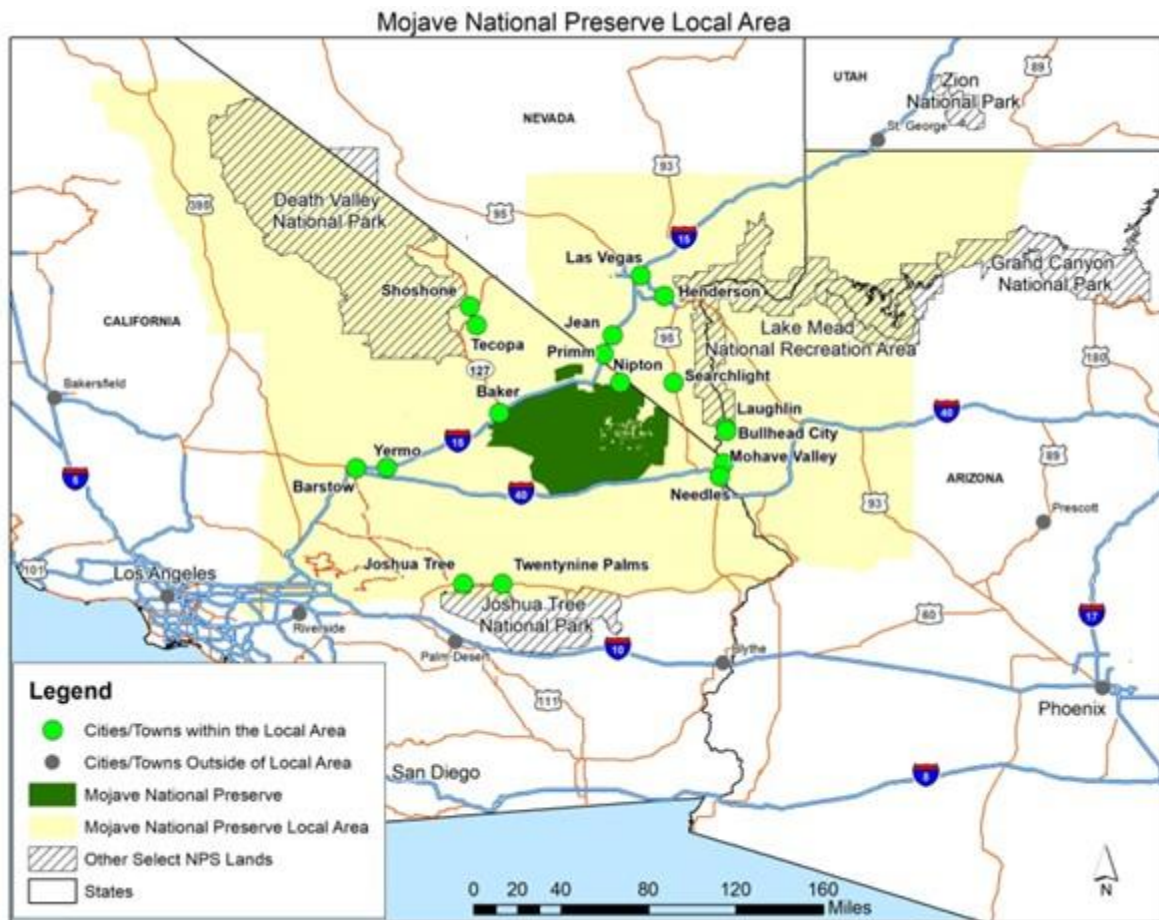


Figure 1. Mojave National Preserve local area map.

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey is designed to rapidly collect visitor information as tablet-based responses. The intercept sampling was conducted during the period of November 4th through 15th, 2023. A sample of visitors was intercepted while visiting Mojave across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Due to the low volume of visitation, every visitor group encountered at sampling locations during sampling periods was asked to participate in the survey. Surveyors approached potential respondent groups 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 Mojave (NPS 2023). Within the group, the adult with the next upcoming birthday was asked to participate. If the visitor was eligible (at least 18 years of age, not a Mojave National Preserve 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 the Nonresponse Bias Analysis section, below). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the nonresponse, and approach the next visitor group.

At the end of the intercept survey, respondents were invited to participate in a post-trip survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the post-trip survey with a postage paid envelope for mailing it back, as well as a 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 post-trip 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 post-trip survey; or
- 4) Complete intercept and take post-trip.

During the sampling period, four surveyors were stationed simultaneously in teams of two at different sampling sites. The teams sampled visitors from approximately 8:00 am – 3:30 pm, or 9:00 am – 4:30 pm, time frames that rotated on a daily basis so that sampling occurred during most hours that the park is open during daylight hours (sunset during survey period was approximately 4:30 pm). Each surveyor worked 10 days (approximately six and a half hours of data collection and a one hour lunch break) had two days off during the 12-day sampling window.

Table 2. Response outcomes – Mojave intercept survey.

Outcome	Total
Eligible visitors contacted	385
Complete refusals	24
Partial refusals (non-response questions completed)	36
Intercept surveys completed	325
Post-trip surveys distributed	293
Intercept response rate	84.4%
Post-trip acceptance rate	90.2%

Post-trip Survey

The post-trip 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 Mojave. 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 post-trip survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit (NPS 2023). Both the intercept survey and the post-trip survey were tagged with a unique identifier (four-digit code) for each respondent so their on-site intercept responses could be paired with their post-trip responses. Numbers were assigned at random to the individual. The use of this code allows the data to be joined, while keeping all surveys confidential and removing respondents' identifiable information. 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 who provided contact information about a week following the end of each on-site data collection period. This postcard or email thanked respondents for their original participation and encouraged them to complete the post-trip survey 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 and emails, noting that the individual's completed questionnaire had yet to be received. The second contact sent by physical mail included a full replacement survey and postage-paid, self-addressed return envelope. A third and final contact (containing a second full replacement survey for those sent by physical mail) was mailed or emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows the response rate for the post-trip survey.

Table 3. Response outcomes – Mojave post-trip survey.

Outcome	Total
Post-trip surveys distributed	293
Valid post-trip surveys completed	76
Response rate	25.9%

Nonresponse 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 post-trip surveys.

The Office of Management and Budget recommends testing for non-response bias when a response rate is less than 80%. With an intercept survey response rate of 84.4%, concern over intercept nonresponse is muted. However, because the post-trip survey response rate (25.9%) did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and post-trip), and those who only completed the intercept portion.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. A p-value of 0.05 is used as the indicated threshold of significance; p-values of 0.05 or lower indicate significant difference between groups.

The distribution of responses among full survey respondents and intercept-only respondents did not differ significantly for any of the three questions. Based on the variables measured, the post-trip survey does not have a bias due to non-response. Results of the bias testing are shown in Tables 4 through 6.

Table 4. Post-trip survey non-response bias question: “Are you a permanent or seasonal/second home resident of the local area around Mojave?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	20	26.3%	87	34.9%
No	56	73.7%	162	65.1%

*p-value: 0.16

Table 5. Post-trip survey non-response bias question: “Do you currently live in the United States?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	69	90.8%	212	85.1%
No	7	9.2%	37	14.9%

*p-value: 0.21

Table 6. Post-trip 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 Mojave and/or within the local area?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	50	65.8%	135	54.4%
No	26	34.2%	113	45.6%

*p-value: 0.08

Results

Results are presented separately for both the intercept and post-trip survey throughout the following section. 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.

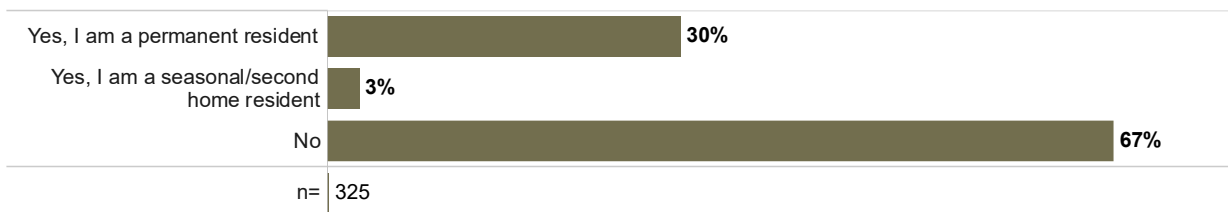
Intercept Survey Results

The following section provides results of the 325 visitor intercept surveys conducted in Mojave National Preserve from November 4th through 15th, 2023. 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.

Questions 1–2: Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Mojave. If they did not reside permanently or seasonally in the local area, they were asked if they currently lived in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

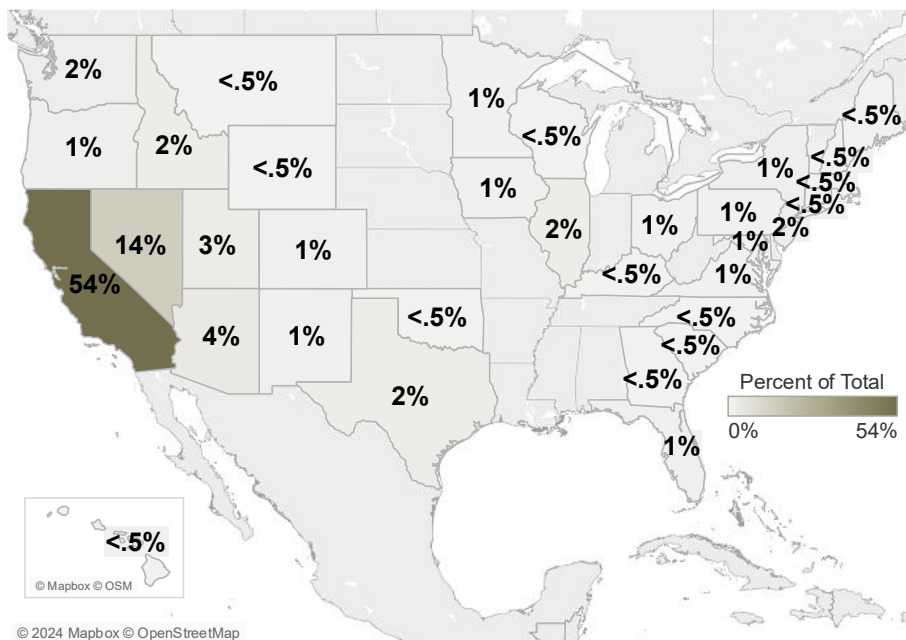
Are you a permanent or seasonal/second home resident of the local area around Mojave National Preserve?



Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States

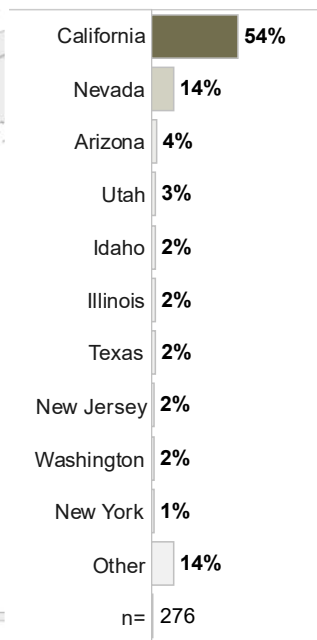


Figure 2. Respondent local and U.S. residency status, and geographic origin of domestic respondents.

- Just under one third of respondents (a combined 33%) stated that they were either permanent or seasonal residents of the local area around Mojave, while 67% were not.
- There was a large geographic concentration of respondents from California (where Mojave is located).
- Among the 86% of respondents currently residing in the U.S., 54% resided in California, followed distantly by residents of the neighboring states of Nevada, at 14%, and Arizona, at 4%.

Question 3: Trip Purpose

The two-thirds of respondents who indicated that they were not permanent or seasonal residents of the local area were then asked about the overall purpose for their trip away from home (Figure 3).

[If not local/seasonal resident] Was your visit to Mojave National Preserve...?

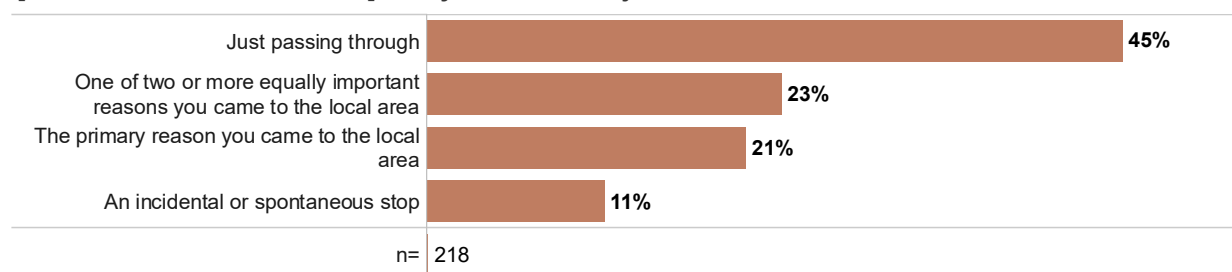


Figure 3. Role of Mojave in respondent's trip to the local area.

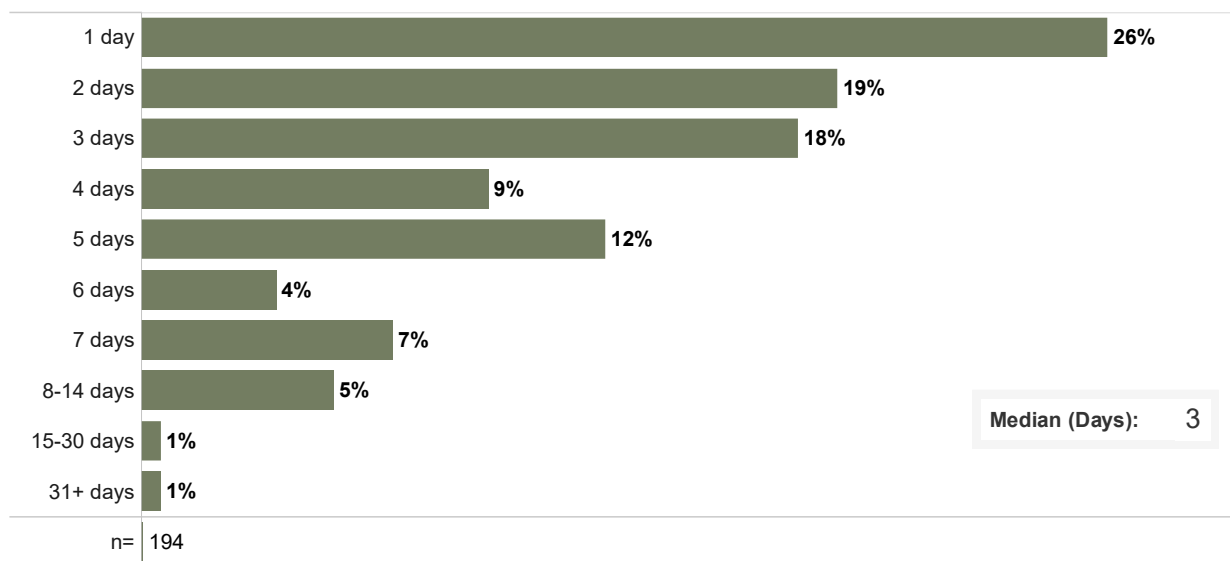
- Nearly half (45%) of non-local residents indicated that they were just passing through Mojave on the day that they were intercepted for this study, while a further 11% indicated that Mojave was an incidental or spontaneous stop they made while already in the area.
- The remaining 44% of non-local residents indicated that Mojave played some role in their decision to come to the local area: 23% said it was one of two or more equally important reasons, while 21% said that Mojave was the primary purpose of their trip to the local area.

Question 4–5: Length of Stay

The two-thirds of respondents who indicated that they were not permanent or seasonal residents of the local area around Mojave were also 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.

[If not local/seasonal resident] How many days are you planning to spend in the local area (including the days you spend in Mojave National Preserve) on this trip away from home?



On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Mojave National Preserve and/or within the local area?

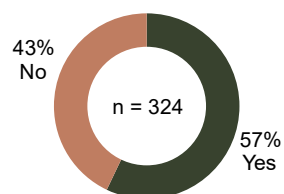


Figure 4. Time spent within Mojave and the local area surrounding it.

- About one fourth of non-local respondents (26%) spent just one day in the local area, while the remaining 74% spent multiple days in the area.
- Among non-local respondents, the median length of time spent in the local area was three days.
- Over half of all respondents (57%; 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.
- The remaining 43% of responding visitors either were not on an overnight trip away from home, or their overnight accommodations were outside the local area.

Questions 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).

[If staying overnight in local area] On this trip, what type of accommodations do you expect to use while in the local area? Please mark all that apply

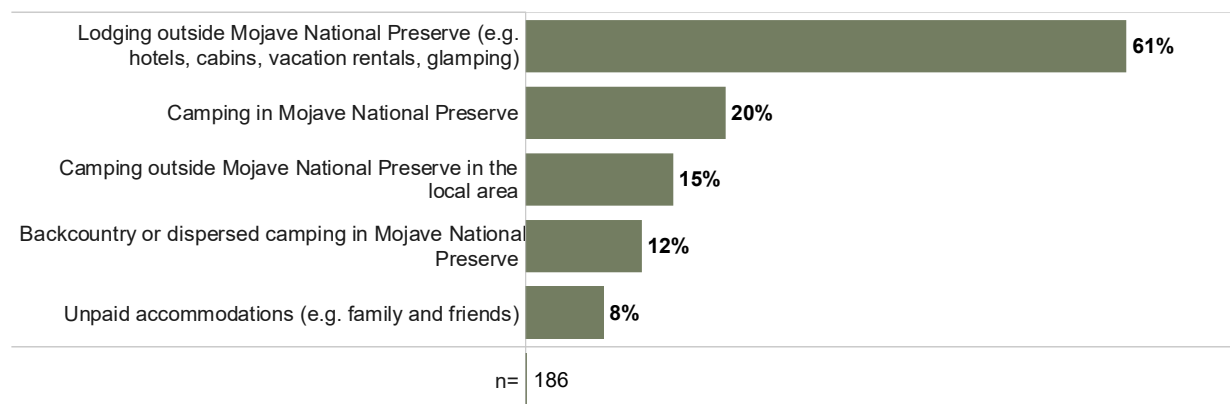


Figure 5. Accommodation types used within Mojave and the local area surrounding it.

- More than half of overnight respondents (61%) stayed in lodging outside Mojave National Preserve.
- This was followed in prevalence by camping in a developed Mojave campground (20%), and camping outside of Mojave (15%).

Respondents whose visit included one or more nights in a developed Mojave campground were asked in which campground(s) they had stayed or planned to stay (Figure 6).

[If camping in Mojave National Preserve] In which campground(s) did you or will you stay? Please mark all that apply

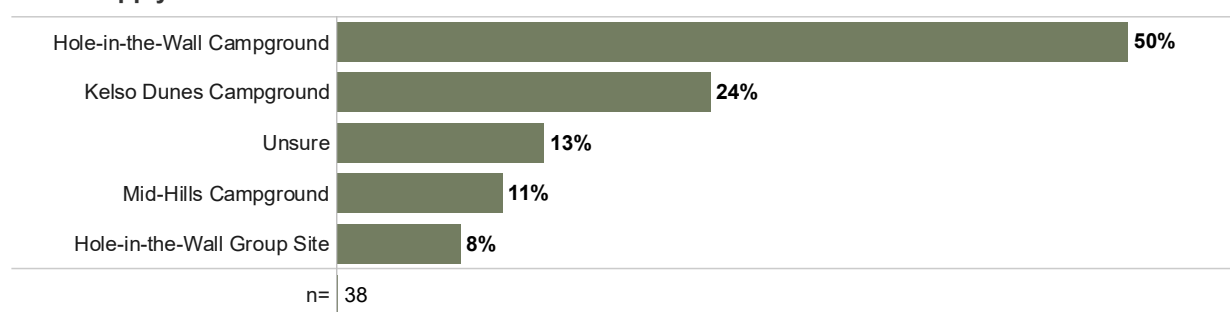


Figure 6. Developed campground use within Mojave.

- Half of overnight respondents who camped in a developed Mojave campground (50%) used the Hole-in-the-Wall Campground.
- This was followed in prevalence by the Kelso Dunes Campground (24%), and the Mid-Hills Campground (11%).

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

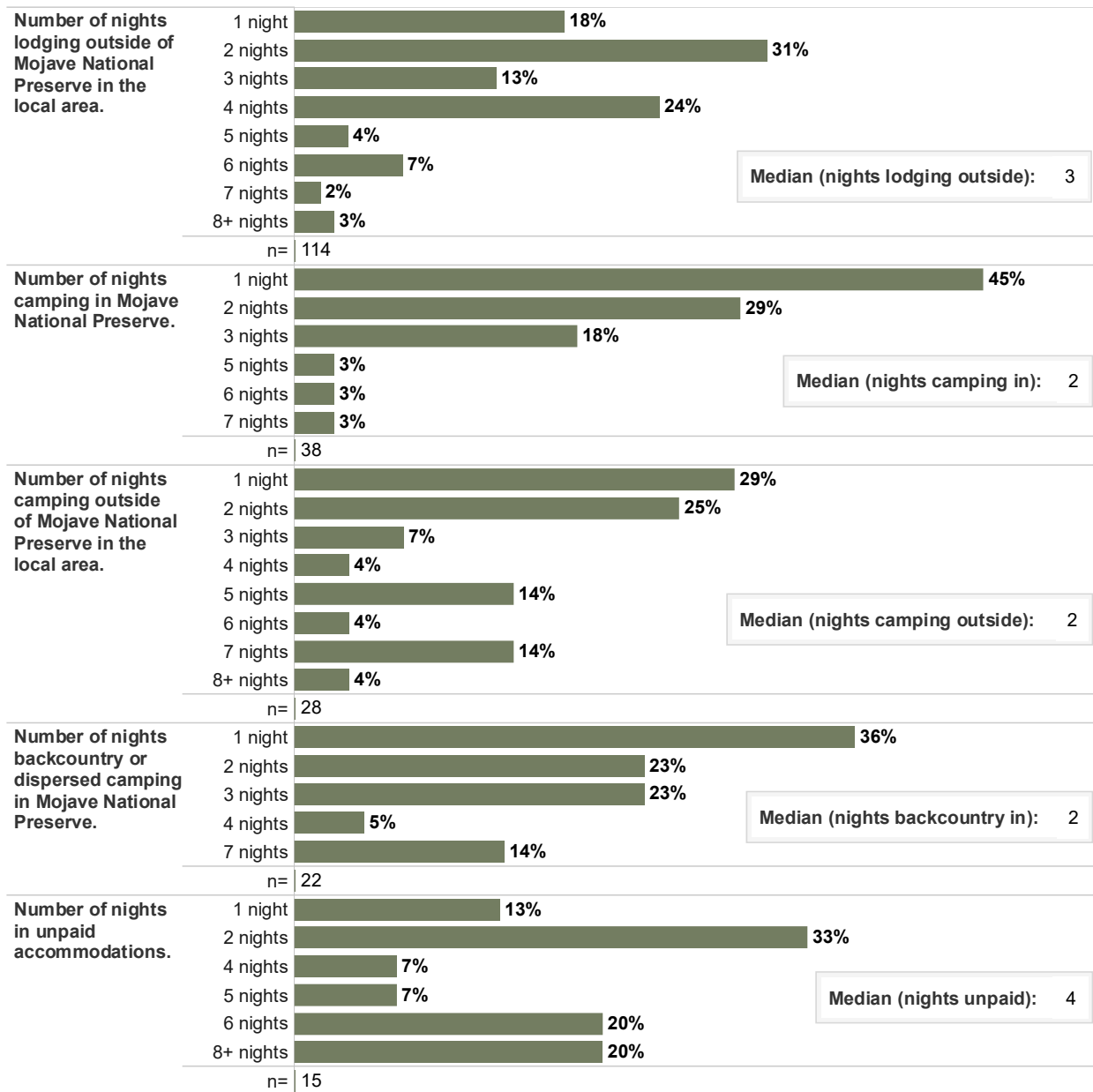


Figure 7. Number of nights spent within Mojave and the local area surrounding it, by accommodation type. Tabular data shown in this figure are presented in Appendix A, [Table A-1](#).

- Among the 61% of overnight respondents who lodged out of Mojave in the local area (per Figure 5), median length of stay was three nights. Just under half (49%) were spending two nights or fewer lodging in the local area this trip, while 40% spent four or more nights in local lodging.
- Among the 20% of overnight respondents who camped in a developed campground in Mojave (per Figure 5), median length of stay was two nights. Around three-fourths (74%) spent two nights or fewer in park campgrounds this trip; nearly all (92%) spent three nights or fewer.
- Among the 15% of overnight respondents who camped outside of Mojave (per Figure 5), median length of stay was two nights.

- Among the 12% of overnight respondents who used backcountry or dispersed camping within Mojave (per Figure 5), median length of stay was two nights, though the plurality (36%) stayed just one night.
- Among the 8% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay was four nights, though the plurality (33%) spent two nights. There was much broader spread in length of overnight stay among those staying in unpaid accommodations than those in paid options.

Questions 9–11: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their trip to Mojave (Figure 8). A personal group was defined as the respondent and companions with whom they visited the park, such as a spouse, family, and/or friends, but respondents were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

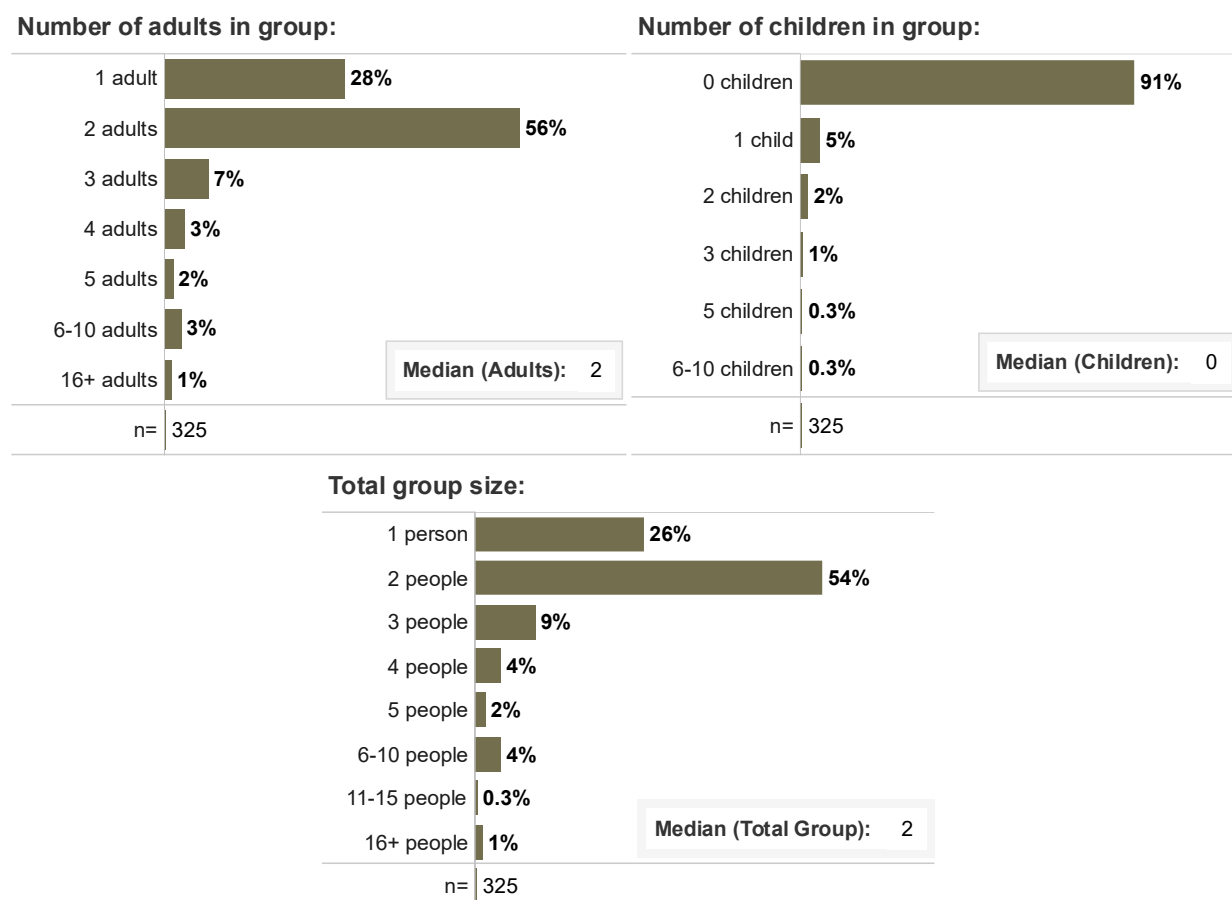


Figure 8. Number of adults and children in respondent's personal group while visiting Mojave. Tabular data shown in this figure are presented in Appendix A, [Table A-2](#).

- Most groups (56%) included two adults. The median number of adults per group was two.

- Nearly all groups (91%) were composed of adults only (no children).
- Most groups (54%) were made up of two people. The median total group size was two.

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

What are the ages of each of the adults and children in your group?

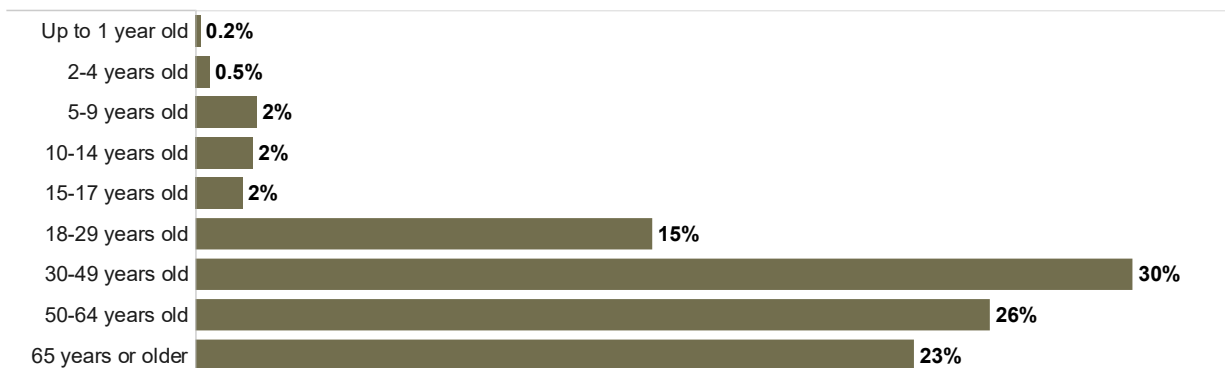


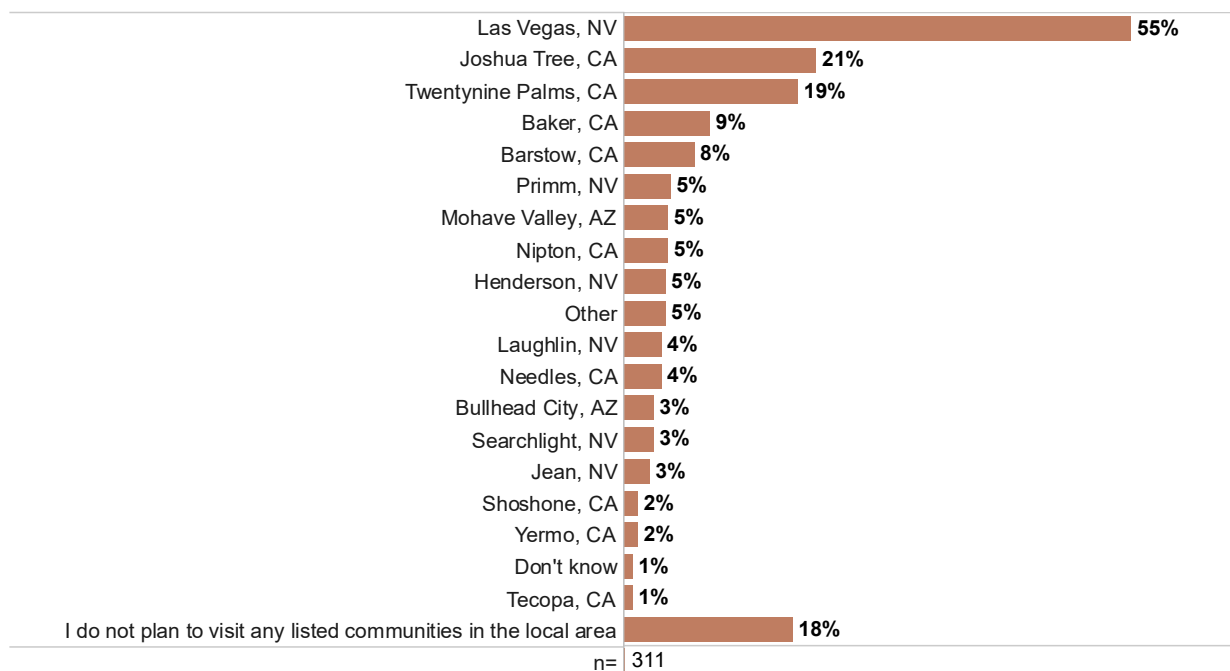
Figure 9. Age distribution of all members of respondent's personal group while visiting Mojave.

- The age distribution of respondent's person group while visiting Mojave represent a total sample of 650 individuals, made up from 316 respondents.
- More than three quarters (a combined 79%) of all members of all respondent groups were aged 30 or older.
- The most common age of respondent group members was 30–49 years old (30%), followed by 50–64 years old (26%), and 65 years or older (23%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 7% of respondent group members.

Questions 13–15: Visits to Nearby Communities and Parks

A series of questions was used to understand the relationship between Mojave visitors and the preserve's nearby communities and other area parks. First, all respondents were asked to indicate what communities they had visited or planned to visit while on their trip to Mojave, then overnight respondents who were staying in local area accommodations outside of Mojave National Preserve were asked which communities were closest to where they stayed (Figure 10).

Which communities have you already visited or do you plan to visit outside Mojave National Preserve while in the local area on this trip away from home? Please mark all that apply



What communities are closest to where you stayed or are staying at your accommodation(s) outside Mojave National Preserve in the local area? Please mark all that apply

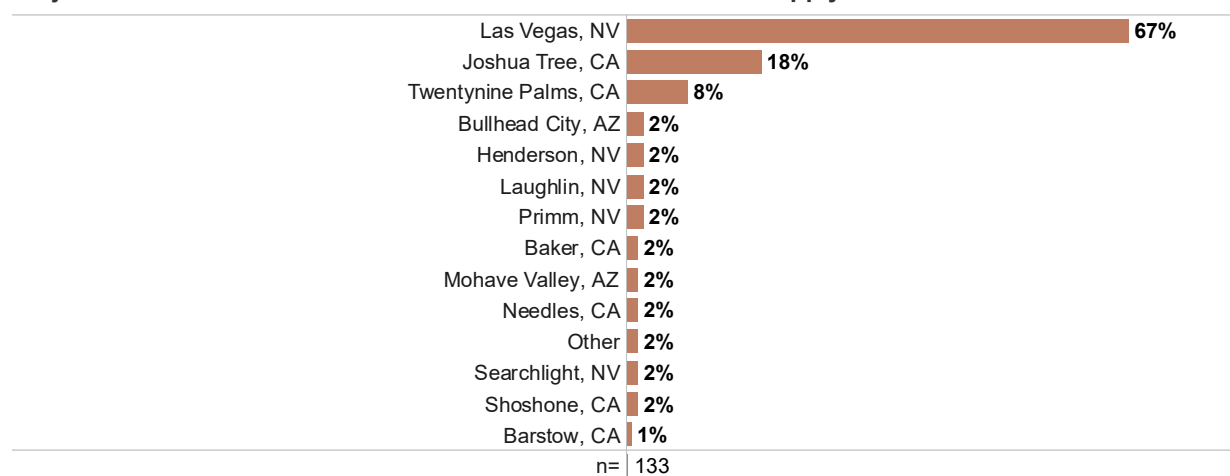


Figure 10. Communities visited or planned to visit while in the local area, and location of local area accommodations.

- Over three quarters of respondents (81%) planned to visit one or more communities within the local area around Mojave during their trip, while 18% did not and 1% were not sure.
- More than half of respondents (55%) visited or planned to visit Las Vegas, NV while in the local area, followed in prevalence by shares visiting Joshua Tree, CA (21%) and Twentynine Palms, CA (19%).

- The top three visited communities were also the top three communities used for local area lodging. Among the 61% of overnight respondents who lodged out of Mojave in the local area (per Figure 5), two-thirds (67%) were staying in the Las Vegas area, followed by Joshua Tree, CA at 18%, and Twentynine Palms, CA at 8%.

Respondents were also asked if they had visited any of the nearby National Parks Service sites during their trip away from home that included their visit to Mojave (Figure 11).

Did you visit any of the following parks on this trip away from home? Please mark all that apply

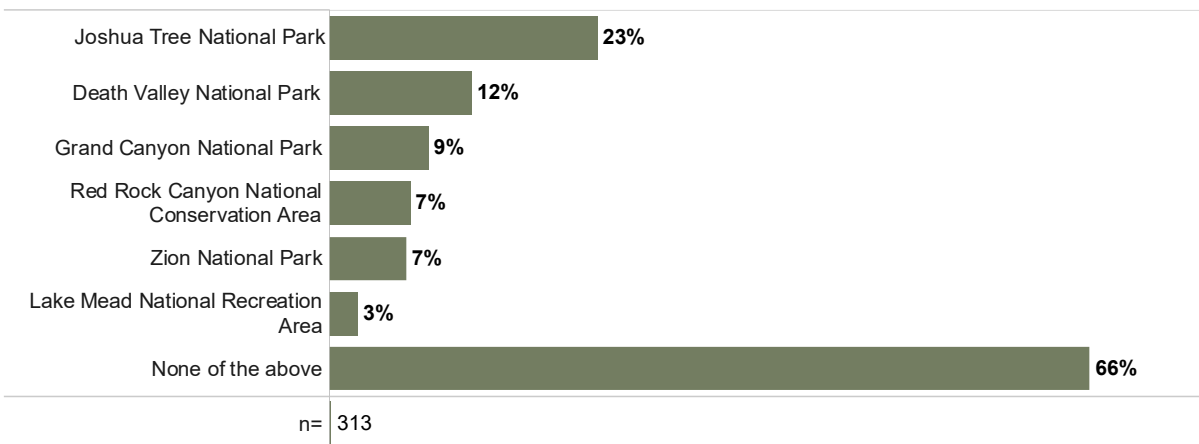


Figure 11. Visitation of other nearby NPS units.

- Two-thirds of respondents (66%) did not (or did not plan to) visit any of the listed parks or recreation areas during their current trip.
- Just under one fourth of respondents (23%) visited Joshua Tree National Park while on their trip away from home, followed in prevalence by Death Valley National Park (12%), and Grand Canyon National Park (9%).

Questions 16–20: Park Use Characteristics

Respondents were asked to indicate if they planned to visit Mojave for more than one day, as well as about the length of time they might spend in the park on the specific day they were surveyed (Figure 12 and Table 7).

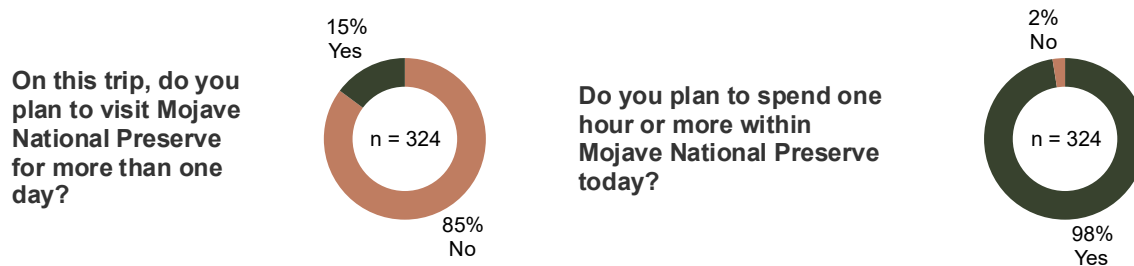


Figure 12. Intent to spend more than one day in Mojave this trip, and more than one hour in Mojave today.

Table 7. Amount of time spent within Mojave today and on this trip.

Question	Sample Size (n=)	Median
[If not planning to spend one hour or more today] How many minutes do you plan to spend within Mojave today?	5	45
[If planning to spend one hour or more today] How many hours do you plan to spend within Mojave today?	307	2
[If planning to visit more than one day] How many days do you plan to spend within Mojave on this trip?	49	2
[If planning to visit more than one day] On how many different days do you expect to enter the park?	48	2

- Most respondents (85%) did not plan to spend more than one day in Mojave on their current trip. Among the 15% of respondents who planned to spend multiple days in the park, the median number of days spent in the park was two.
- Those respondents who spent multiple days in the park were also asked on how many different days they expected to enter the park; the median answer was two days.
- Nearly all respondents (98%) planned to spend one hour or more in the park on the day they were surveyed. The median length of time spent in the park among this group was two hours.

Next, respondents were asked to indicate the most recent entrance they used to enter Mojave (Figure 13).

Which was the most recent entrance you used to enter Mojave National Preserve?

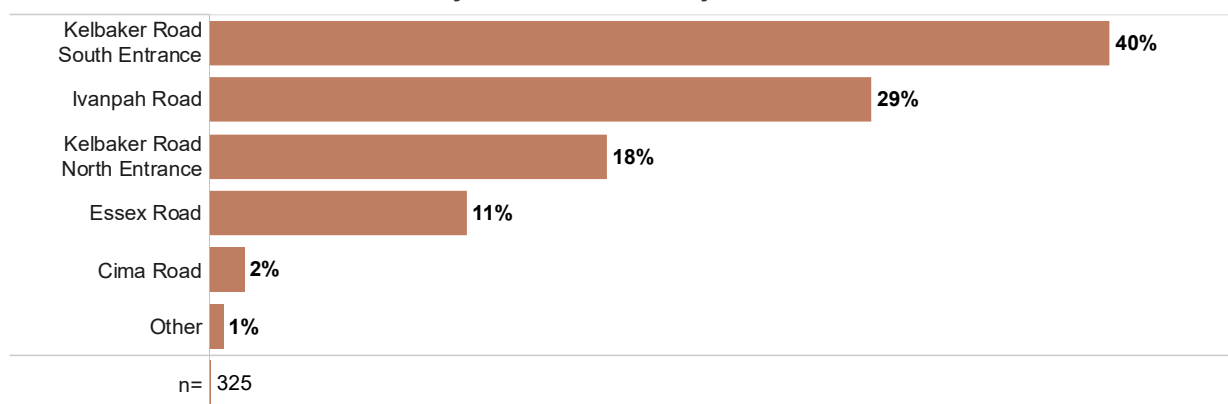


Figure 13. Most recent entrance used to enter Mojave.

- The entrance used most recently by the highest share of respondents was Kelbaker Road South (40%).
- This was followed by Ivanpah Road at 29%, and Kelbaker Road North Entrance at 18%.

Respondents were also presented with a list of locations within Mojave and asked to indicate if they had been to, or planned to visit them, that day (Figure 14).

Considering your visit today, have you been to or do you plan to visit any of the following locations within Mojave National Preserve? Please mark all that apply

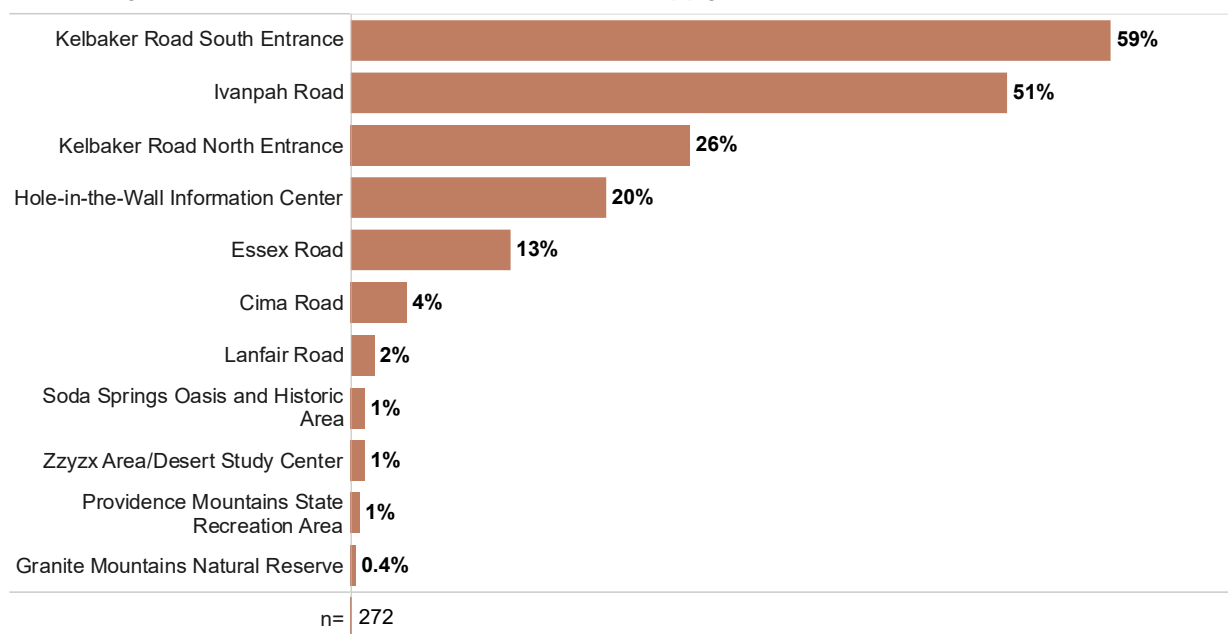


Figure 14. Park locations visited within Mojave on the day the respondent was surveyed.

- More than half of all respondents visited the Kelbaker Road South Entrance (59%) and Ivanpah Road (51%) on the day they were surveyed, while about a quarter (26%) visited the Kelbaker Road South entrance.
- Among the 11 locations listed, more than half (six) were visited by fewer than 5% of respondents on the day they were surveyed.

Question 21: Transportation Used to Enter Mojave

Respondents were asked about the form of transportation they used to enter Mojave on the day they were surveyed (Figure 15). Nearly all respondents (92%) reported that they used a car, truck, or SUV to enter Mojave that day.

Which of the following forms of transportation did you personally use to arrive or enter Mojave National Preserve today?

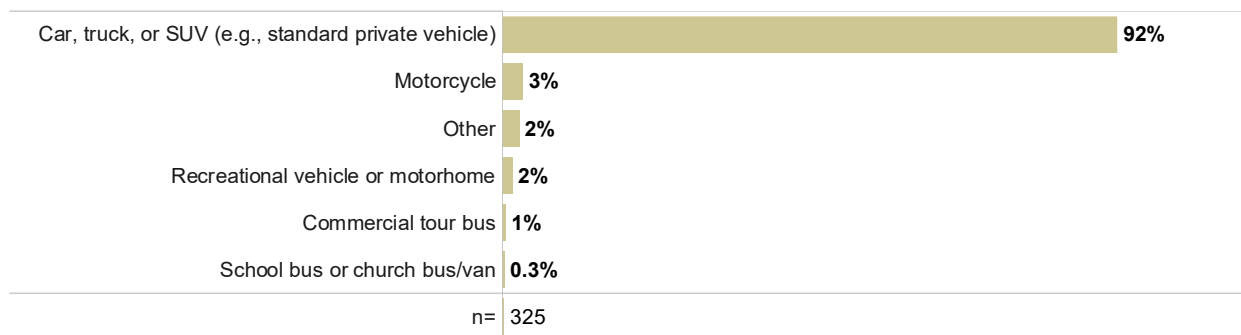
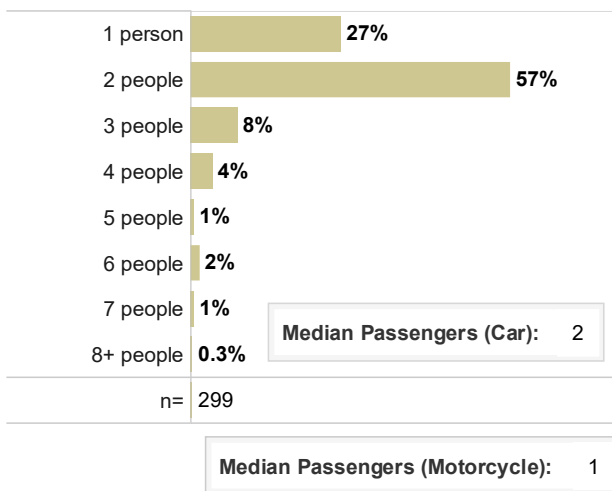


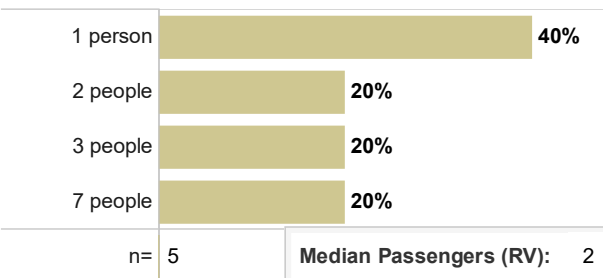
Figure 15. Form of transportation used to enter Mojave on the day the respondent was surveyed.

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV, RV or motorhome, or motorcycle), they were asked to indicate how many people were travelling in or on that vehicle (Figure 16).

[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Mojave National Preserve?



[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Mojave National Preserve?



[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Mojave National Preserve?

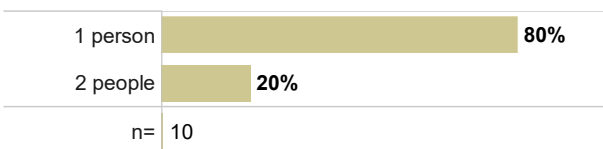


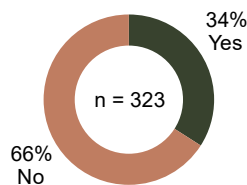
Figure 16. Number of people in or on respondent's vehicle when entering Mojave. Tabular data shown in this figure are presented in Appendix A, [Table A-3](#).

- Most respondents traveling by car (57%) reported two people in the vehicle, while about a quarter (27%) were alone in their car.
- The median number of passengers per vehicle was two for those in cars or RVs, and one for those on motorcycles.

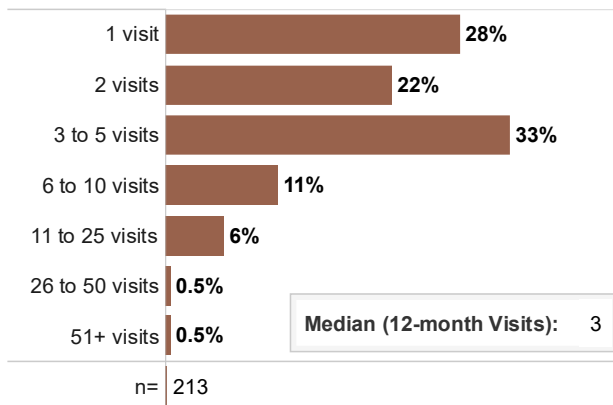
Question 23: Previous Visits to Mojave

Respondents were asked if they were first time visitors to Mojave. Repeat visitors were then asked how many visits they have made to Mojave in the last 12 months and the last five years (Figure 17).

Are you a first-time visitor to Mojave National Preserve?



[If not first-time visitor] Including this visit, how many visits have you made to Mojave National Preserve over the past 12 months?



[If not first-time visitor] Including this visit, how many visits have you made to Mojave National Preserve over the past five years?

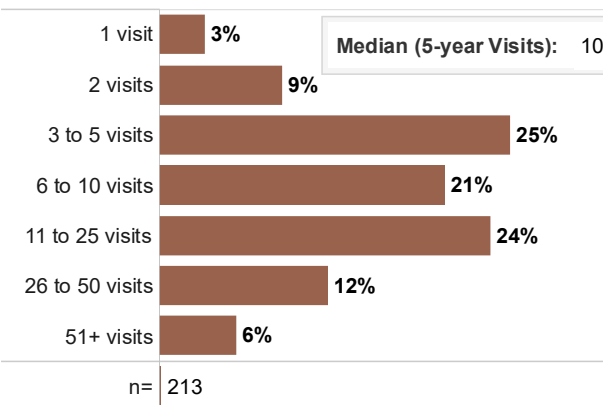


Figure 17. Previous visits to Mojave. Tabular data shown in this figure are presented in Appendix A, [Table A-4](#).

- Only about one third of respondents (34%) were on their first ever trip to Mojave.
- Among the two thirds of respondents who were repeat visitors, 28% were on their first visit within the past 12 months (i.e., had last visited more than a year ago), while the median number of visits made in past year was three.
- While 72% of repeat visitors had made a previous trip to Mojave within the prior year, nearly all (97%) had made a previous visit within the past five years.
- The median number of visits made in the past five years was 10, including the current trip; 42% of repeat visitors had made more than 10 visits in the past five years.

Question 24: Recent Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 18). Most respondents (83%) had made at least one visit to other NPS site(s) in the past year, and the median number of visits made to other NPS site(s) in the past 12 months was three.

How many visits have you made to other NPS sites over the past 12 months?

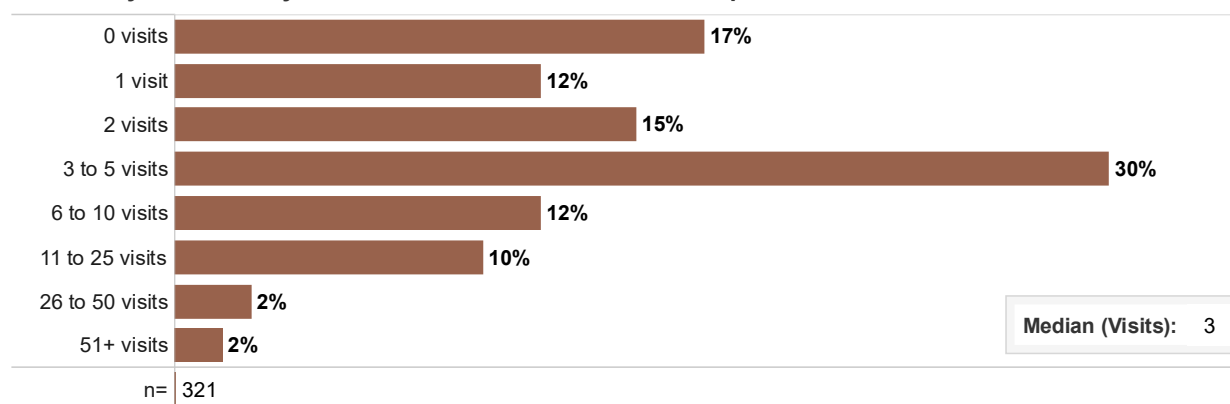


Figure 18. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, [Table A-5](#).

Post-trip Survey Results

The following section provides results of the 76 post-trip visitor surveys received by mail-back or online following fieldwork conducted in Mojave National Preserve in November 2023. Again, caution is recommended when interpreting 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: Mojave Information Sources

First, respondents were asked what sources they used to obtain information about Mojave prior to their trip, and whether they had the information they needed on their trip (Figure 19).

Prior to this trip, how did you obtain information about Mojave National Preserve? Please mark all that apply

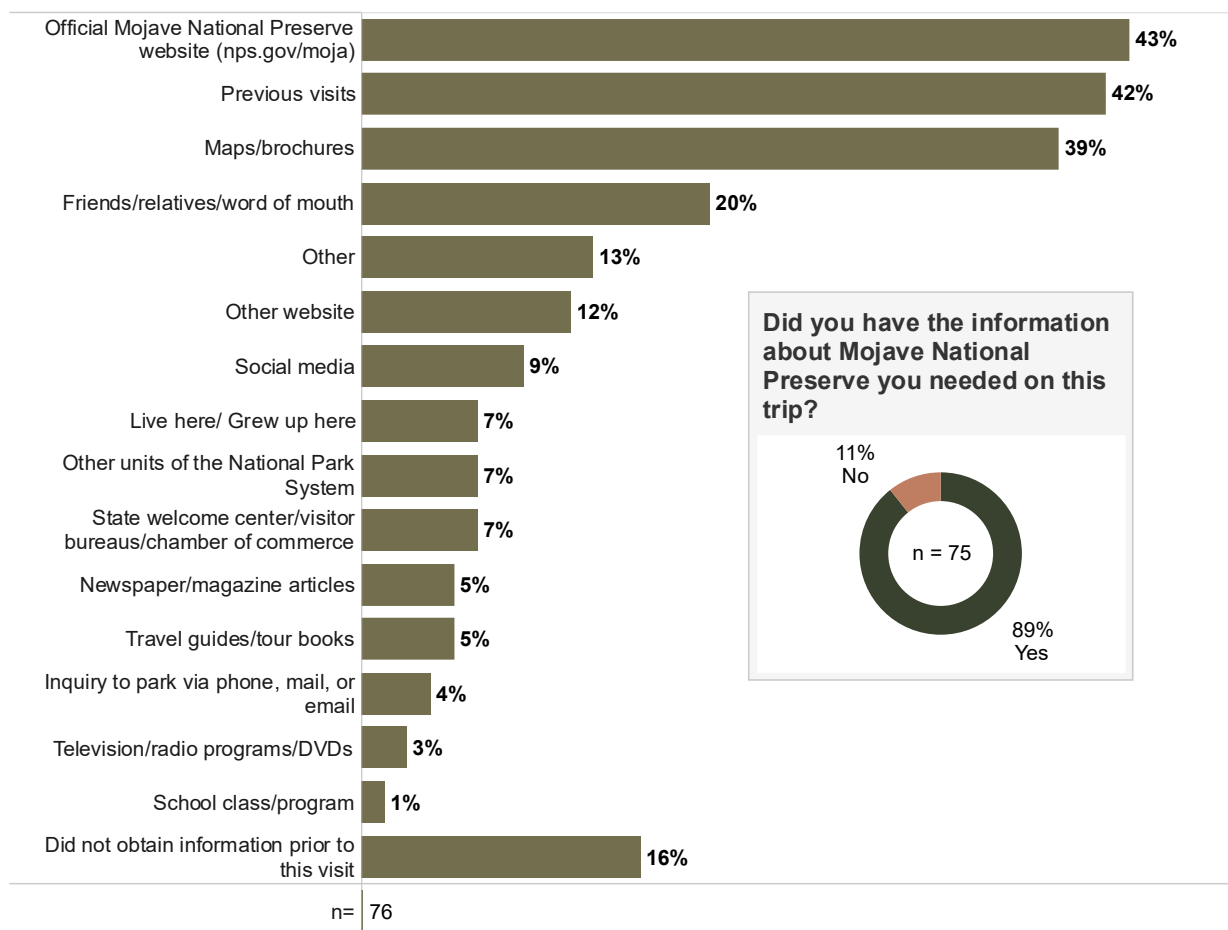


Figure 19. Sources used to obtain information about Mojave prior to the trip.

- The top three sources were each used by over a third of respondents to inform their visit: the official Mojave website (43%), prior visits to Mojave (42%), and maps/brochures (39%).
- Nearly all respondents (89%) said that they had the information about Mojave that they needed on their trip.
- In an open-ended follow-up question, the 11% of respondents who did not have the information they needed on their trip were asked to elaborate. These comments are provided in an accompanying document for review.

Question 3: Full Trip Transportation

During the intercept survey, respondents were asked what mode of transportation they used to enter the park that day, the post-trip survey asked respondents to select all forms of transportation they personally used to travel from their home to Mojave on their trip (Figure 20).

Please list all forms of transportation you personally used to travel from your home to Mojave National Preserve on this trip. Please mark all that apply

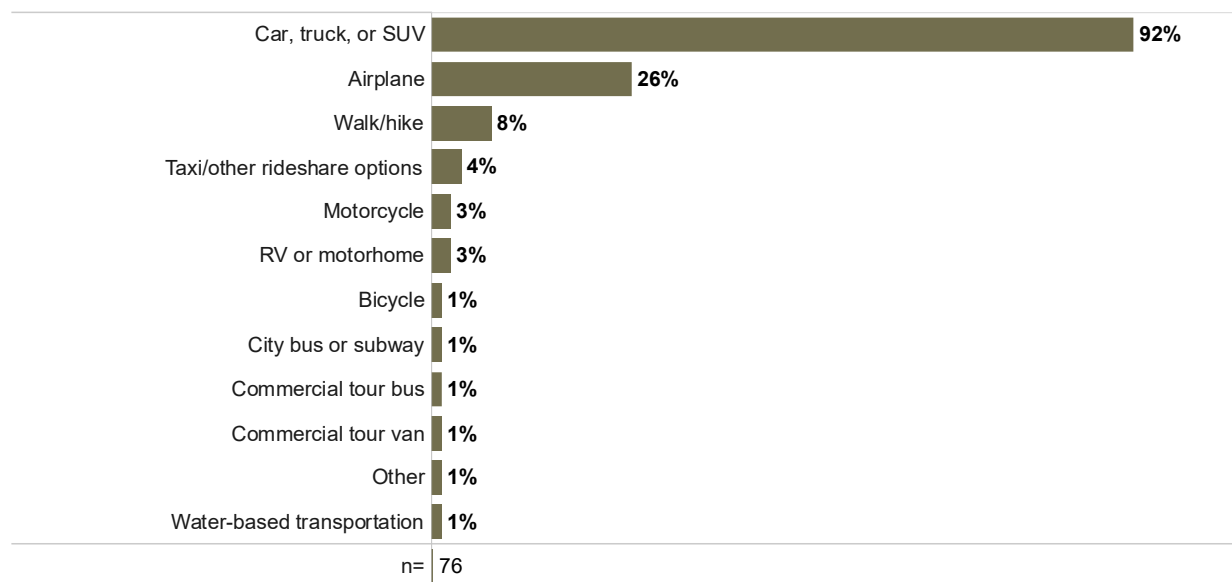


Figure 20. All forms of transportation used to travel from home to Mojave on the recent trip.

- Nearly all respondents (92%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Mojave.
- About a quarter (26%) had traveled by airplane between leaving their home and arriving in Mojave, while 8% reported walking/hiking.
- One person had traveled by water-based transportation, specifically ferry, between leaving their home and arriving in Mojave.

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Mojave on the day of the survey (Figure 21).

What type of group were you with, during your visit to Mojave National Preserve on the day you were contacted for this survey?

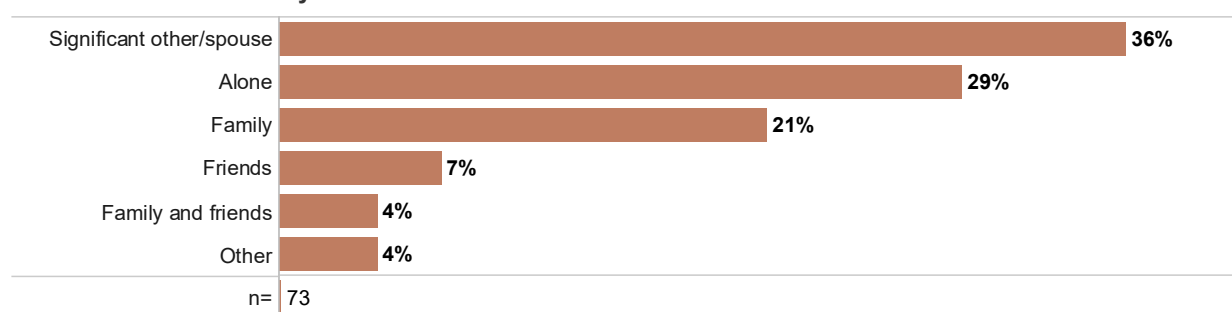


Figure 21. Travel party composition while visiting Mojave.

- Just over one third of respondents (36%) were with their significant other or spouse in Mojave on the day of the survey.
- Another 21% were traveling with their family, while a combined 11% of respondent groups included friends.
- About three in 10 respondents (29%) were solo visitors, traveling alone in Mojave on the day they were surveyed.

Questions 11–13: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 22).

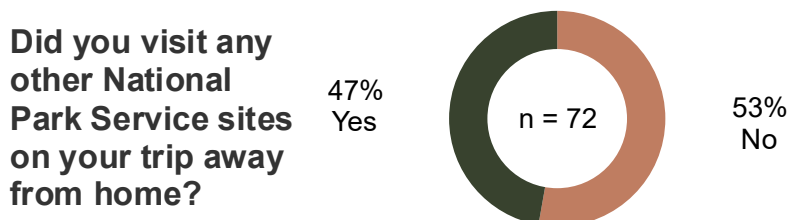
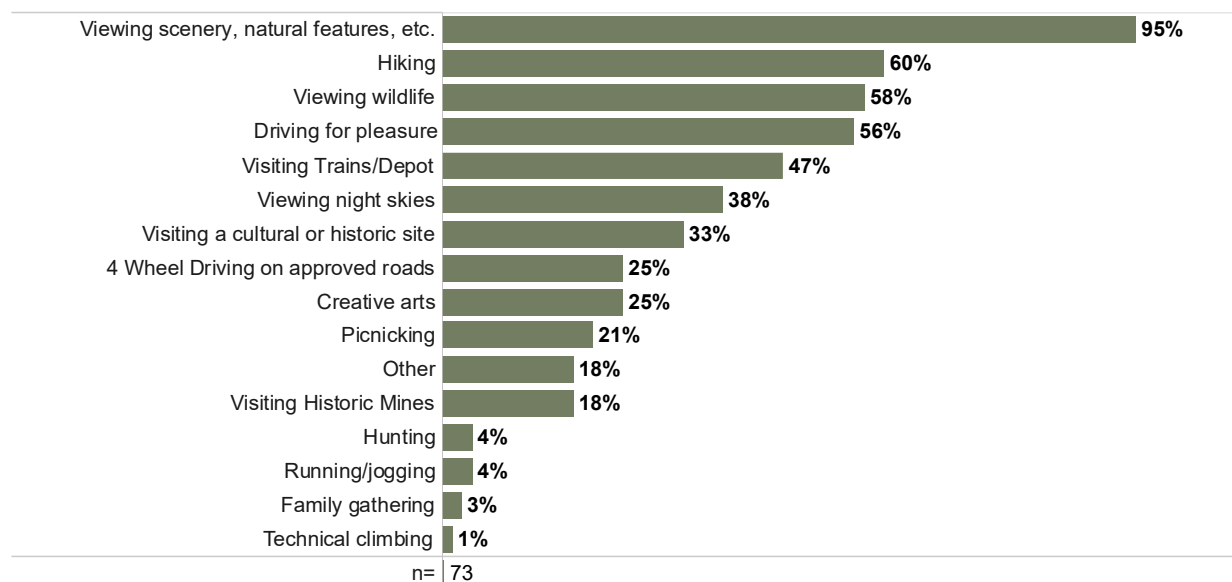


Figure 22. Visits to other NPS sites on one's trip away from home.

- While 34% of intercept respondents indicated visiting one of the listed NPS sites located near Mojave on their trip (per Figure 11), about half (47%) of follow-up survey respondents had visited other NPS sites on their entire trip away from home. In an open-ended follow-up question, these respondents were asked to list which one(s). These comments are provided in an accompanying document for review.
- The remaining 53% of respondents identified Mojave as the only NPS site they visited while away from home.

Survey respondents were then asked to identify all activities that they participated in while visiting Mojave, and which of those was their primary activity (Figure 23).

On this trip, in which of the following activities did you personally participate in while visiting Mojave National Preserve? Please mark all that apply



And which was your primary activity during your visit to Mojave National Preserve on the day you were contacted for this survey?

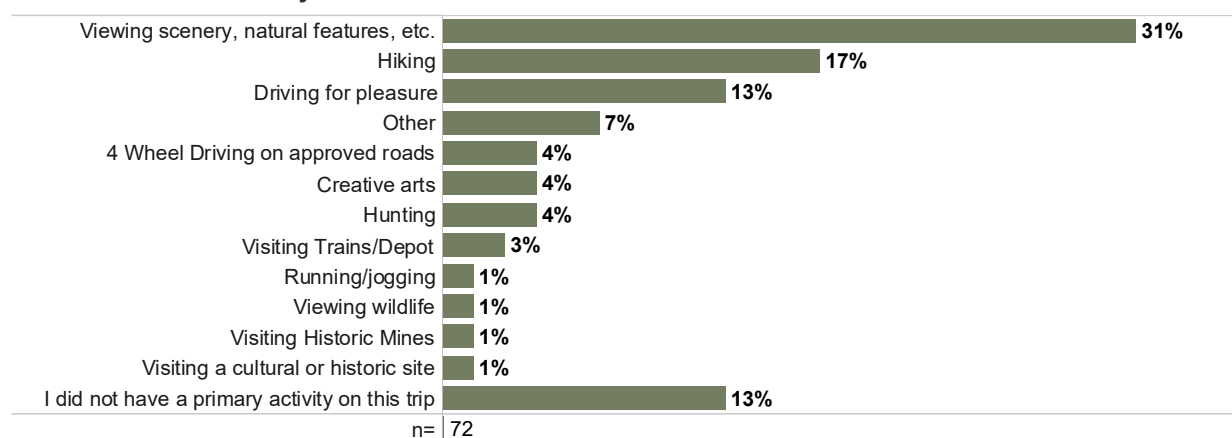


Figure 23. Participation in activities while visiting Mojave.

- Almost all respondents (95%) reported viewing scenery, natural features, etc., and more than half engaged in hiking (60%), viewing wildlife (58%) and driving for pleasure (56%).
- Technical climbing, family gatherings, running/jogging, and hunting were all uncommon activities (each reported by 5% or fewer of respondents).
- The top two activities in terms of overall participation were also most commonly selected as respondents' primary activities: 31% indicated viewing scenery, and 17% hiking.
- While 58% of respondents reported viewing wildlife during their trip, only 1% identified this as their primary activity. In contrast, while just 4% reported hunting, all 4% of these respondents indicated that this was their primary activity.

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of several reasons to visit Mojave on their trip, then asked which of those was the most important reason for them to visit Mojave (Figure 24).

How important to you were each of the following reasons or motivations for visiting Mojave National Preserve on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To view wildlife or natural scenery	71	4%	3%	8%	39%	45%
To relax	72	8%	3%	18%	39%	32%
To hear the sounds of nature/quiet	71	8%	10%	15%	38%	28%
To experience solitude	70	11%	11%	13%	40%	24%
To visit a National Park Service site	72	15%	14%	22%	25%	24%
To view dark night sky/stars	68	25%	9%	16%	26%	24%
To spend time with family/friends	69	28%	6%	9%	36%	22%
To learn more about nature	68	7%	13%	28%	34%	18%
To get physical exercise	72	11%	10%	29%	36%	14%
To learn more about American history and culture	69	14%	19%	32%	25%	10%
Other (if specified)	14	21%			29%	50%

And which was the most important reason for you to visit Mojave National Preserve on this trip?

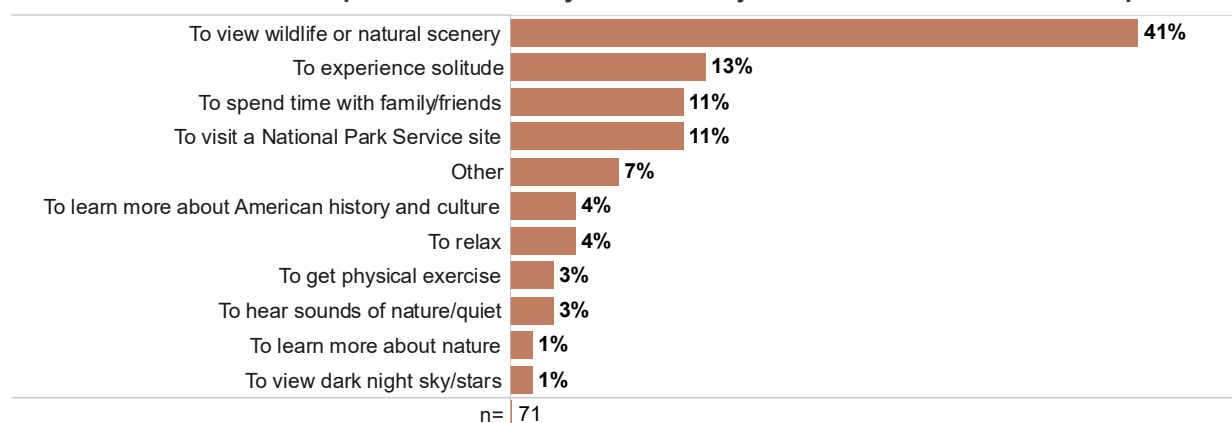


Figure 24. Reasons or motivations for visiting Mojave this trip. Tabular data shown in this figure are presented in Appendix A, [Table A-6](#).

- All of the reasons were rated as very or extremely important by at least half of respondents, aside from visiting an NPS site (a combined 49%) and learning more about American history and culture (35%).

- In line with the activities findings above, the motivation to visit Mojave that was identified as very or extremely important by the highest share of respondents was to view wildlife or natural scenery (84%).
- Other reasons rated as highly important were relaxation, natural soundscapes, and solitude.
- The most common response about one's most important reason was to view wildlife or natural scenery (41%), followed by to experience solitude (13%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in Mojave during their trip (Figure 25).

On this trip, in which of the following programs and services did you personally participate within Mojave National Preserve? Please mark all that apply

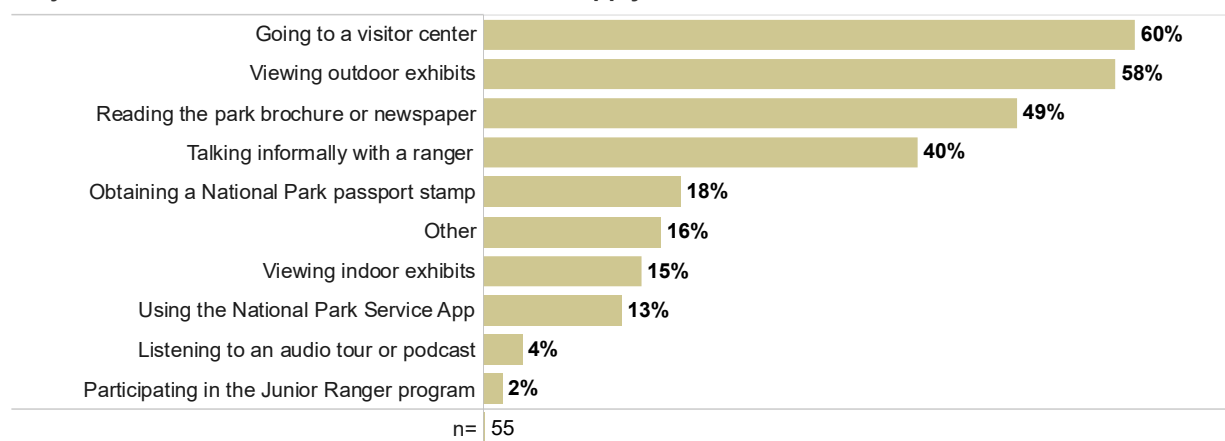


Figure 25. Participation in programs and services within Mojave.

- The two most-used programs or services were going to visitor centers and outdoor exhibits, with more than half of respondents (60% and 58%, respectively) reporting participating in each of them.
- Several other programs were engaged in by a sizable share of respondents: reading the park brochure or newspaper (49%) and talking informally with a ranger (40%).

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 26).

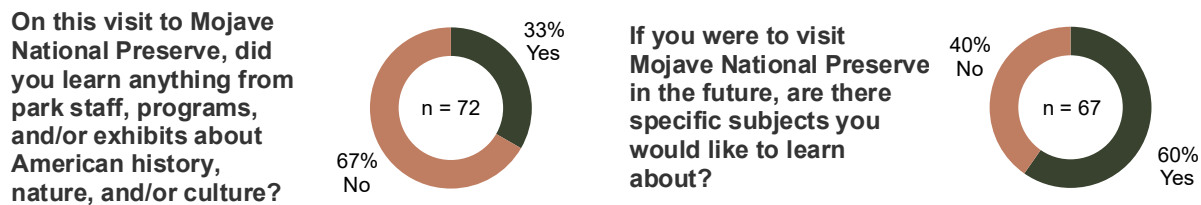


Figure 26. Learning at Mojave.

- One third of respondents (33%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- More than half of respondents (60%) reported that if they were to visit Mojave 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 in an accompanying document for review.

Questions 19–20: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service available for such use. First, respondents were asked which personal electronic devices they used while in Mojave (Figure 27).

Did you use a personal electronic device while in Mojave National Preserve to do any of the following actions?

	Yes	Don't know	No
GPS/Navigation n=71	76%	1%	23%
Send/receive a text message n=73	64%	1%	34%
Search the internet/email n=66	48%	5%	47%
Make/receive a cell phone call n=69	43%	1%	55%
Share pics/videos/audio via social media n=65	38%		62%
Listen to/use an NPS podcast n=62	6%	3%	90%
Other (if specified) n=14	36%	14%	50%

Figure 27. Use of personal electronic devices within Mojave. Tabular data shown in this figure are presented in Appendix A, [Table A-7](#).

- About three-fourths of respondents (76%) reported using a personal device for GPS/navigation, and around two-thirds (64%) reported texting.
- Several other uses were reported by a sizable share of respondents: internet or email (48%), phone calls (43%), and social media (38%).

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 28), and the quality of service for each use (Figure 29).

How important to you was it during your visit to Mojave National Preserve to use personal electronic devices to do each of the following?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
GPS/Navigation	70	17%	9%	14%	24%	36%
Send/receive a text message	73	26%	21%	21%	16%	16%
Search the internet/email	66	47%	18%	23%	9%	3%
Make/receive a cell phone call	70	36%	17%	16%	14%	17%
Share pics/videos/audio via social media	68	54%	22%	9%	9%	6%
Listen to/use an NPS podcast	65	72%	20%	3%	2%	3%
Other (if specified)	8	50%		13%	13%	25%

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

Figure 28. The importance of use of personal electronic devices within Mojave. Tabular data shown in this figure are presented in Appendix A, [Table A-8](#).

- The use of a personal electronic device for GPS/navigation was perceived as very or extremely important by a combined 60% of respondents.
- While 64% of respondents reported texting while in Mojave, only half that share (32%) deemed this very or extremely important.
- Conversely, while only 6% reported listening to an NPS podcast during their time in Mojave, this use was rated as very or extremely important by a combined 5%.

How would you rate the quality of service to do each of the following?

Rating Category	n=	Percent Responding				
		1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good
GPS/Navigation	54	11%	28%	28%	17%	17%
Send/receive a text message	50	14%	36%	26%	14%	10%
Search the internet/email	39	13%	41%	28%	13%	5%
Make/receive a cell phone call	48	19%	38%	23%	17%	4%
Share pics/videos/audio via social media	33	21%	27%	27%	18%	6%
Listen to/use an NPS podcast	22	27%	32%	23%	14%	5%
Other (if specified)	6	33%	33%	33%		

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

Figure 29. Quality of service for personal electronic device use within Mojave. Tabular data shown in this figure are presented in Appendix A, [Table A-9](#).

- Overall, the median quality of service for all listed uses of personal electronic devices was rated as average or poor.
- More than 10% of respondents reported no service for each of the uses.

Question 21: 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 Mojave. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 30). Nearly all respondents (97%) reported no difficulties accessing or participating in park activities or services during their visit to Mojave, while one respondent reported a mobility difficulty in their group.

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Mojave National Preserve?

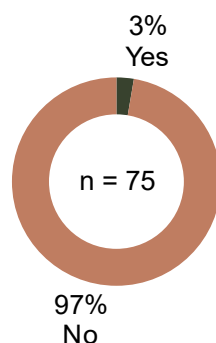


Figure 30. Physical difficulties in accessing activities or services in Mojave this visit.

Questions 24–27: Visitor Experience

As part of assessing the visitor experience, respondents were asked if their visit to Mojave met their expectations (Figure 31).

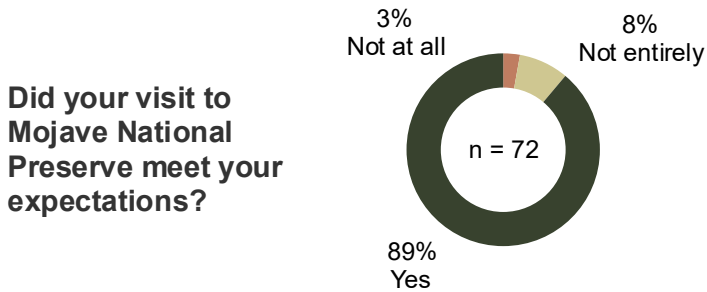


Figure 31. Meeting Mojave expectations.

- Most respondents (89%) reported that their visit to Mojave met their expectations, while 8% of respondents said it did not meet their expectations entirely, and another 3% indicated that it did not meet their expectations at all.
- In an open-ended follow-up question, respondents who indicated that Mojave 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 Mojave and asked to indicate their level of agreement or disagreement with each given statement (Figure 32).

To what extent do you agree or disagree with each of the following statements ?

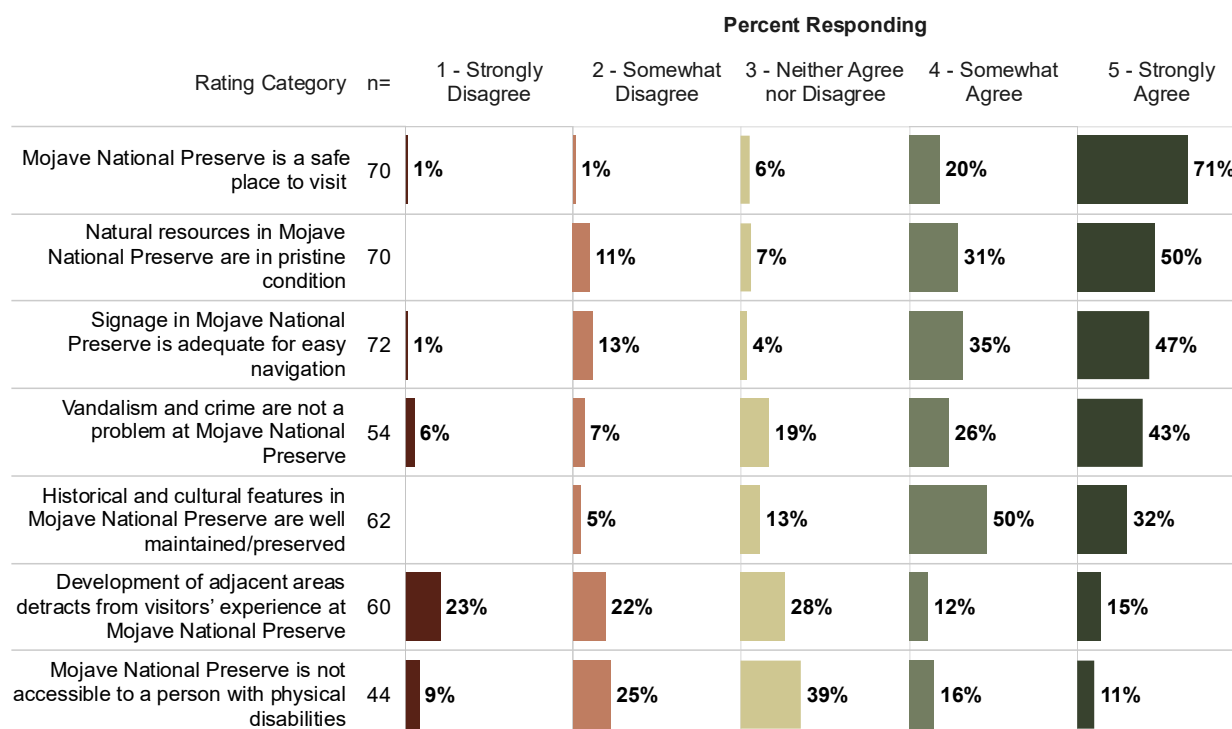


Figure 32. Rating Mojave experience. Tabular data shown in this figure are presented in Appendix A, [Table A-10](#).

- A majority of respondents strongly agreed that Mojave is safe to visit (71%) and that its natural resources are in pristine condition (50%).
- Additionally, a majority either somewhat or strongly agreed that Mojave's signage is adequate for navigation and that its historical and cultural features are well maintained (each a combined 82%) and that vandalism and crime are not a problem there (69%).
- Opinions regarding development of adjacent areas and accessibility were more broadly distributed, but for both statements, the plurality of respondents neither agreed nor disagreed.
- About a third of respondents (34%) either strongly or somewhat disagreed that Mojave is not accessible to a person with physical disabilities, while 27% somewhat or strongly agreed.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Mojave (Figure 33).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Mojave National Preserve?

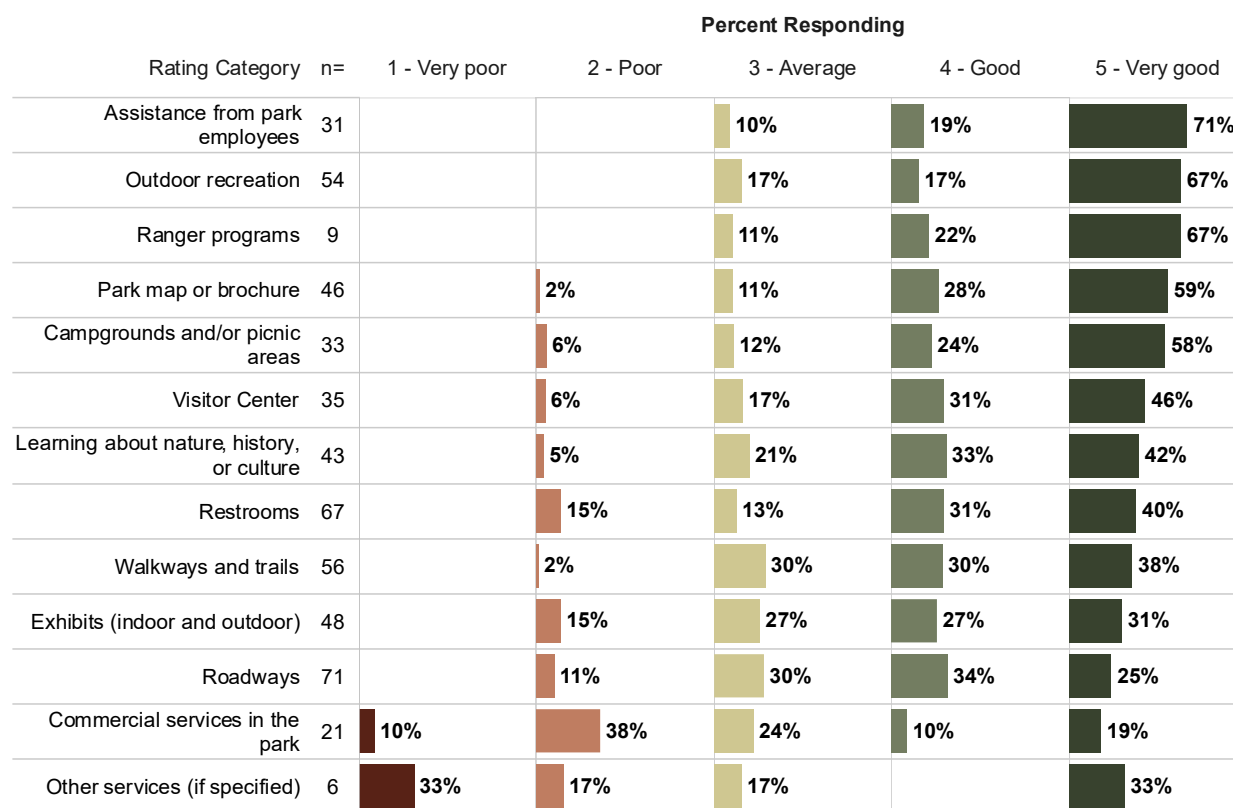


Figure 33. Rating the quality of specific Mojave facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, [Table A-11](#).

- Each ratings category included a “not applicable” option for respondents to select if they did not use a particular facility, service, or opportunity on their trip, or it was not available to them. Figure 33 displays responses from the subset of visitors who assigned a ratings value to each category, and thus the sample size varies by item.
- Over half of respondents (ranging from 58% to 71%) who rated assistance from park employees, outdoor recreation, ranger programs, park map or brochure, and campgrounds and/or picnic areas rated these items as very good.
- The defined category with the lowest share of good or very good ratings (a combined 29%), and highest share of poor or very poor ratings (48%), was commercial services in the park. All other defined categories were rated as below average by 15% or fewer of respondents.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 34).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Mojave National Preserve?

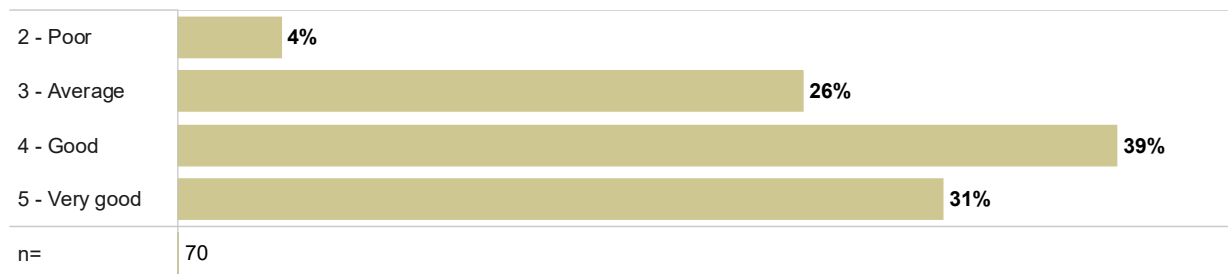


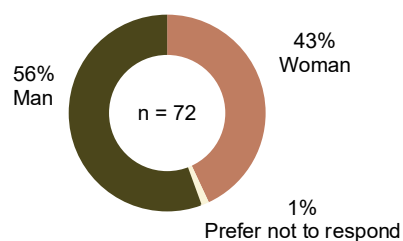
Figure 34. Rating the overall quality of Mojave facilities, visitor services, and recreational opportunities.

- Seven in 10 respondents (70%) indicated that the overall quality of the park facilities, visitor services, and recreational opportunities in Mojave as above average, with the plurality (39%) rating them as good.
- A further quarter of respondents (26%) felt the overall quality of these amenities at Mojave were average, while just 4% selected poor.

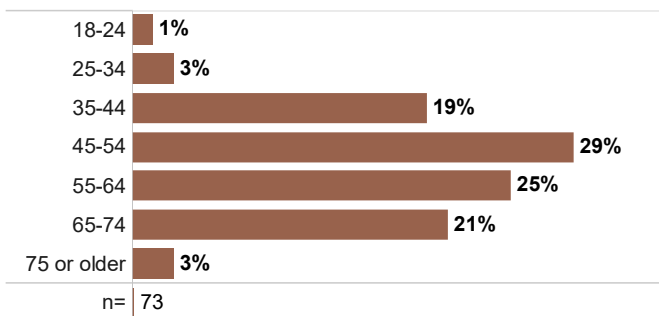
Questions 30–38: Background/Demographics

In the last section of the post-trip survey, respondents were asked various questions about their personal and household demographics. Figure 35 depicts descriptive statistics for respondent gender, age, and education.

What is your gender?



What is your age?



What is the highest degree or level of school you have completed?

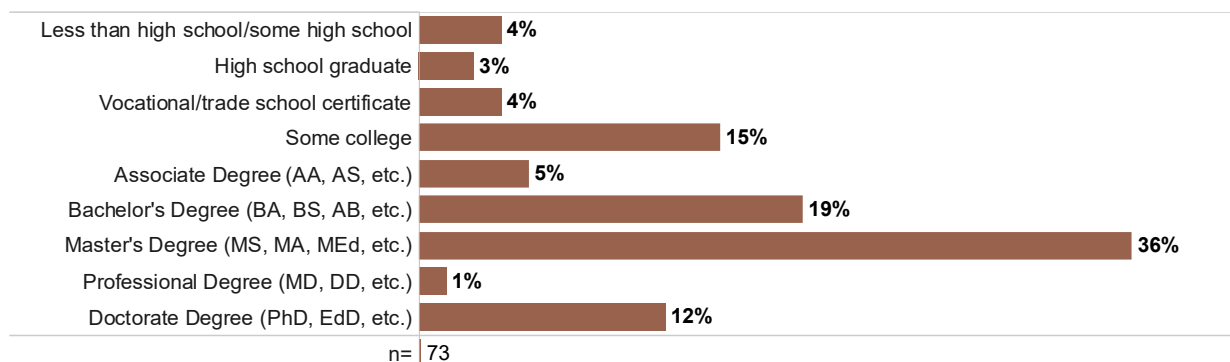
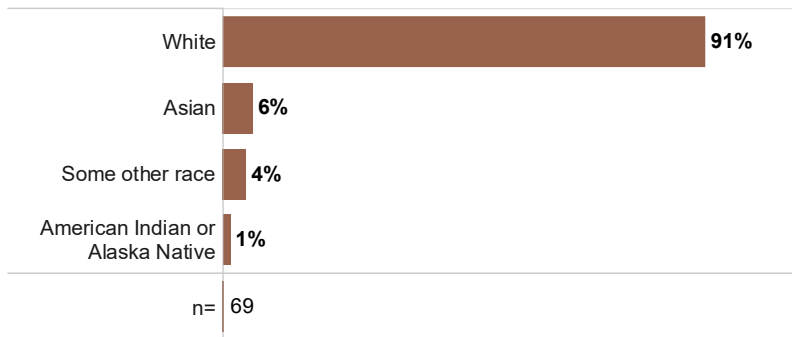


Figure 35. Respondent demographics: gender, age, and level of education.

- Post-trip survey respondents were more likely to be men than women, though the sample was relatively balanced (56% vs 43%). Another 1% preferred not to disclose their gender identity.
- Most respondents (a combined 54%) were in the 45–64 age range. The least represented age group was younger adults, with a combined 4% of respondents under the age of 35.
- Most survey respondents were highly educated; nearly three quarters (73%) held an Associate Degree or higher, and nearly half (49%) held a graduate or post-baccalaureate degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish origin (Figure 36).

What is your race? Please mark all that apply



Are you of Hispanic, Latino or Spanish Origin?

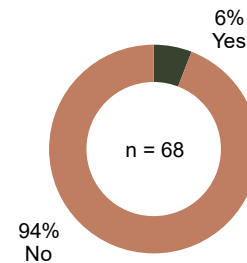
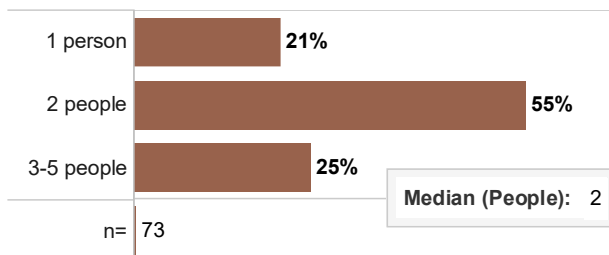


Figure 36. Respondent demographics: race and ethnicity.

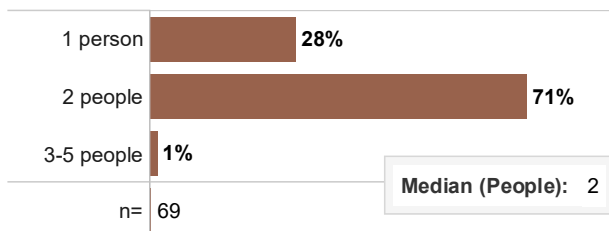
- The majority of respondents (91%) were White, while 6% were Asian and 4% were another race.
- Most respondents (94%) were not of Hispanic, Latino or Spanish origin.

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 37).

Including yourself, how many people are in your household?



Including yourself, how many people contribute to your annual household income?



Which category best represents your annual household income?

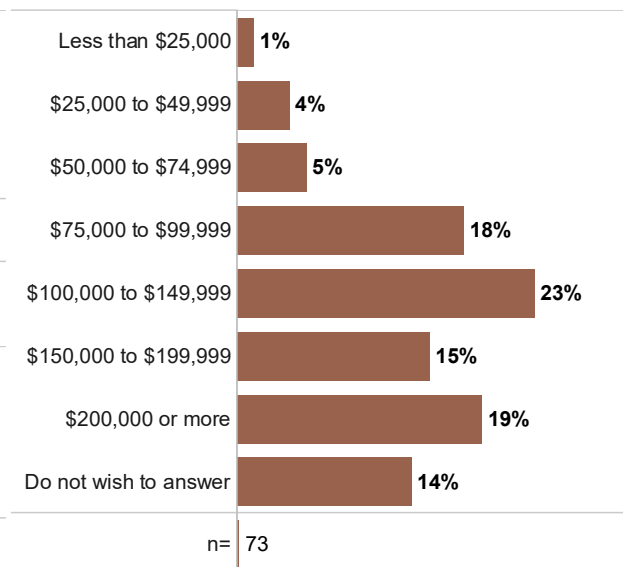


Figure 37. Household demographics: annual household income, contributors to household income, and total household size. Tabular data shown in this figure are presented in Appendix A, [Table A-12](#).

- Just 21% of respondents lived alone. More than half of respondents (55%) were members of a two-person household, while another quarter (25%) had three or more household members.
- Additionally, most respondents (71%) came from a dual-income household.
- Consistent with obtaining higher education and a high share of dual-income households, respondents surveyed in Mojave also reported relatively high income levels. Over half (57%) reported an annual household income of \$100,000 or more.

Finally, respondents were asked about their language preferences (Figure 38). While 6% of respondents identified as of Hispanic, Latino or Spanish origin, all respondents (100%) indicated that they prefer to use English both for reading and for speaking when visiting an area such as Mojave.

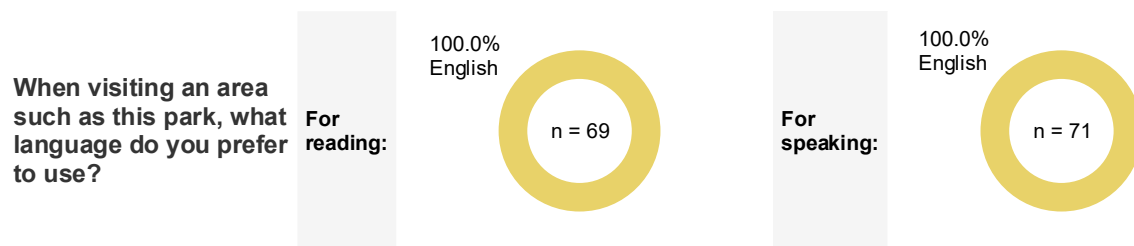


Figure 38. Respondent's language preferences for reading and speaking.

References

National Park Service (NPS). 2023. 2023 Socioeconomic Monitoring of Mojave National Preserve: Visitor intercept and post-trip surveys. <https://irma.nps.gov/DataStore/Reference/Profile/2319388>

Appendix A: Accessible Tables

This appendix contains accessible tables listing additional tabular data (sample size, and median when applicable) not included in Alt Text for figures found in the body of the report. Table captions include hyperlinks to the corresponding figures.

Table A-1. Data from [Figure 7](#). Number of nights spent within Mojave and the local area surrounding it, by accommodation type.

Accommodation Type	Sample Size (n=)	Median
Backcountry or Disperse Camping in Mojave	22	2
Camping in a developed Mojave campground	38	2
Camping outside Mojave in the local area	28	2
Lodging outside Mojave in the local area	114	3
Unpaid accommodations in the local area	15	4

Table A-2. Data from [Figure 8](#). Number of adults and children in respondent's personal group while visiting Mojave.

Age Category	Sample Size (n=)	Median
Adults	325	2
Children	325	0
Total group size	325	2

Table A-3. Data from [Figure 16](#). Number of people in or on respondent's vehicle when entering Mojave.

Question	Sample Size (n=)	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Mojave?	299	2
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Mojave?	5	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Mojave?	10	1

Table A-4. Data from [Figure 17](#). Previous visits to Mojave.

Question	Sample Size (n=)	Median
[If not first-time visitor] Including this visit, how many visits have you made to Mojave over the past 12 months?	213	3
[If not first-time visitor] Including this visit, how many visits have you made to Mojave over the past five years?	213	10

Table A-5. Data from [Figure 18](#). Visits made to other NPS sites within the past year.

Question	Sample Size (n=)	Median
How many visits have you made to other NPS sites over the past 12 months?	321	3

Table A-6. Data from [Figure 24](#). Reasons or motivations for visiting Mojave this trip.

Rating Category	Sample Size (n=)
To visit a National Park Service site	72
To experience solitude	70
To hear the sounds of nature/quiet	71
To learn more about nature	68
To learn more about American history and culture	69
To spend time with family/friends	69
To get physical exercise	72
To view wildlife or natural scenery	71
To relax	72
To view dark night sky/stars	68
Other (if specified)	14

Table A-7. Data from [Figure 27](#). Use of personal electronic devices within Mojave.

Device Use	Sample Size (n=)
Make/receive a cell phone call	69
Send/receive a text message	73
Search the internet/email	66
GPS/Navigation	71
Share pics/videos/audio via social media	65
Listen to/use an NPS podcast	62
Other (if specified)	14

Table A-8. Data from [Figure 28](#). The importance of use of personal electronic devices within Mojave.

Device Use	Sample Size (n=)
Make/receive a cell phone call	70
Send/receive a text message	73
Search the internet/email	66
GPS/Navigation	70
Share pics/videos/audio via social media	68
Listen to/use an NPS podcast	65
Other (if specified)	8

Table A-9. Data from [Figure 29](#). Quality of service for personal electronic device use within Mojave.

Device Use	Sample Size (n=)
Make/receive a cell phone call	48
Send/receive a text message	50
Search the internet/email	39
GPS/Navigation	54
Share pics/videos/audio via social media	33
Listen to/use an NPS podcast	22
Other (if specified)	6

Table A-10. Data from [Figure 32](#). Rating Mojave experience.

Rating Category	Sample Size (n=)
Mojave National Preserve is a safe place to visit	70
Natural resources in Mojave National Preserve are in pristine condition	70
Signage in Mojave National Preserve is adequate for easy navigation	72
Vandalism and crime are not a problem at Mojave National Preserve	54
Mojave National Preserve is not accessible to a person with physical disabilities	44
Historical and cultural features in Mojave National Preserve are well maintained/preserved	62
Development of adjacent areas detracts from visitors' experience at Mojave National Preserve	60

Table A-11. Data from [Figure 33](#). Rating the quality of specific Mojave facilities, visitor services, and recreational opportunities.

Rating Category	Sample Size (n=)
Visitor Center	35
Exhibits (indoor and outdoor)	48
Restrooms	67
Walkways and trails	56
Roadways	71
Campgrounds and/or picnic areas	33
Assistance from park employees	31
Park map or brochure	46
Ranger programs	9
Commercial services in the park (food, lodging, gifts, rental, etc.)	21
Other services	6
Learning about nature, history, or culture	43
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	54

Table A-12. Data from [Figure 37](#). Household demographics: annual household income, contributors to household income, and total household size.

Question	Sample Size (n=)	Median
Including yourself, how many people are in your household?	73	2

Question	Sample Size (n=)	Median
Including yourself, how many people contribute to your annual household income?	69	2