2022 Socioeconomic Research of Grand Teton National Park

Report on 2022 Data Collection

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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. Grand Teton National Park (Grand Teton) was selected as one of these units. This report supplements information related to core issues of visitor use management and helps to develop a deeper, contemporary understanding of who visits Grand Teton 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 aimed to assist park managers in understanding current utilization and perception of park resources, operations and potential issues, as well as facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

Introduction

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

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as "Phase One." The current study uses outcomes from the 2015/16 pilot program and progresses into "Phase Two" of the pilot process at 24 NPS units across the United States. Grand Teton National Park (Grand Teton) was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/16 Phase One pilot program and validating instrument and method refinements. It is part of the program aimed to collect data from in-park visitors at a broad agency level in order to best represent information needs regarding visitors across the National Park System. Data collected during the 2022 Phase Two sampling period[1] is aimed to inform individual park managers of key information about their visitors and will allow for analysis of data at the agency level as data is collected across a cross-section of units and unit type for

The purpose of this study is to provide additional data that may supplement information needs related to core issues of visitor use management, management solutions, and to develop a current and deeper understanding of who visits Grand Teton National Park, what they do during their visit, and their spending profile. The results of the study are aimed to assist Grand Teton National Park managers in understanding current utilization and perception of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

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

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[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.

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 an opportunity to capture responses to key questions from the intercept survey that have been either previously prone to respondent confusion, or were identified as valuable to have an increased sample, 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 greatly altered. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The Grand Teton local area map is shown in Figure 1. The local area around Grand Teton consists of Teton, Park, Fremont, Sublette, and Lincoln counties in Wyoming, as well as Teton County in Idaho. Within Grand Teton, the study area was initially comprised of 9 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. Drawing from discussions with park staff, attraction areas like Colter Bay Visitor Center, Jenny Lake, and the Craig Thomas Discovery and Visitor Center were lightly sampled so as to avoid any possible over-sampling at these locations that may have led to biased results. Instead, areas in which representative samples of all visitors were more heavily sampled.
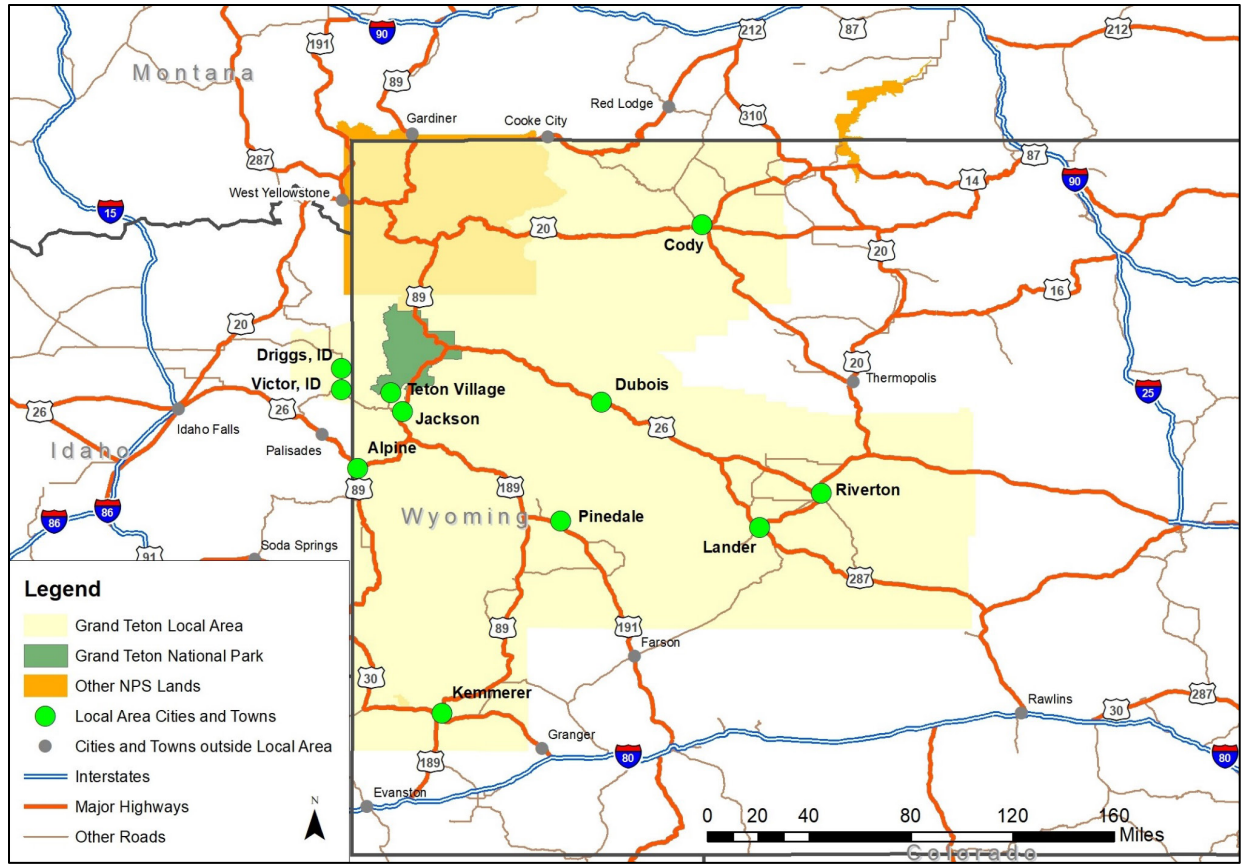
Figure 1. Grand Teton National Park local area map.

Table 1. Information about sampling locations in Grand Teton.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys	Nearby Attractions
Moose Entrance/Windy Point	275	22.2%	Taggart Lake, Lupine Meadows, Teton Glacier Turnout, Jenny Lake
Moran Junction Entrance	225	18.2%	Snake River, Buffalo Fork, Pacific Creek, Oxbow Bend, Jackson Lake Lodge
Colter Bay Visitor Center	52	4.2%	Colter Bay Village, Colter Bay Campground, Jackson Lake
Jenny Lake	88	7.1%	Jenny Lake VC, Jenny Lake Campground, Hidden Falls, Inspiration Point
JODR (North - By Yellowstone)	178	14.4%	Grand Teton Entrance sign, restrooms, Yellowstone National Park, John D. Rockefeller Memorial Parkway
Snake River Overlook	150	12.1%	Snake River, scenic views of the Tetons
Teton Point Overlook	131	10.6%	Snake River, scenic views of the Tetons
Craig Thomas Discovery VC	46	3.7%	Moose Entrance, Snake River, Murie Ranch Historic District
Moose Wilson/Pond Overlook	91	7.4%	Moose Wilson Rd, wildlife viewing overlook

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.

The intercept sampling was conducted during the period of July 7th–17th, 2022. A sample of visitors were intercepted while visiting Grand Teton across the designated locations listed in Table 1, above. Overall, the majority of respondents were visitors on foot (i.e., out of their vehicles) at these locations. However, the majority of respondents surveyed at the Moose Entrance/Windy Point and the Moran Junction Entrance locations were flagged by surveyors into those areas while entering Grand Teton in their vehicle.

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 Grand Teton. If the visitor was eligible (at least 18 years of age, not a Grand Teton 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 Nonresponse Bias Analysis). 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, 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.

During the sampling period, 4 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 Grand Teton. Each surveyor worked eight 7-hour days (six hours data collection and one-hour lunch break) and rotated between several sites. Each surveyor had one day off during the 8-day sampling window.

Table 2. Response outcomes — Grand Teton intercept Survey.

Outcome	Total
Eligible visitors contacted	1,444
Complete refusals	114
Partial refusals (non-response questions completed)	90
Intercept surveys completed	1,240
Follow-up surveys distributed	1,200
Intercept response rate	85.9%
Follow-up acceptance rate	96.8%

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 Grand Teton. 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. Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite 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 — Grand Teton follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	1,200
Valid follow-up surveys completed	444
Response rate	37.0%

Nonresponse Bias Analysis

To account for potential biases between respondents and nonrespondents, three questions were asked of eligible visitors contacted who did not wish to participate in the onsite intercept survey. These three questions can then be compared to both those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys. With an intercept survey response rate of 85.9%, little concern over *intercept* nonresponse exists and is thus not tested. A threshold of 80% response rate is used to identify a need to conduct bias analysis. Tables 4 through 6 below show results of bias testing between intercept-only and full survey respondents.

Chi-Squared tests are used to identify differences between compared groups. Using a p-value of .05, the distribution of responses among full survey respondents and intercept-only respondents did not differ significantly for any of the nonresponse bias questions. Therefore, this study does not have a known expected bias due to non-response.

Table 4. Non-Response bias question: "Are you a permanent or seasonal/second home resident of the local area around Grand Teton?".

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	26	5.9%	68	8.5%
No	418	94.1%	728	91.5%

    * p-value: 0.09

Table 5. 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	416	93.7%	743	93.3%
No	28	6.3%	53	6.7%

    * p-value: 0.81

Table 6. Non-Response bias question: "On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Grand Teton and/or within the local area?".

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	373	84.0%	633	79.6%
No	71	16.0%	162	20.4%

    * p-value: 0.06

Results

Intercept Survey Results

The following section provides results of the 1,240 visitor intercept surveys conducted in Grand Teton National Park from July 7th to 17th, 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.

Questions 1–2: Visitor Residency

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

Are you a permanent or seasonal/second home resident of the local area around Grand Teton?

Yes, I am a permanent resident	5%
Yes, I am a seasonal/second home resident	3%
No	92%
n=	1,240

Do you currently live in the United States?

Yes	93%
No	7%
n=	1,240

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

Top 10 States

California	10%
Texas	9%
Wyoming	8%
Colorado	5%
Utah	5%
Florida	4%
New York	4%
Idaho	3%
Illinois	3%
Ohio	3%
Other	47%
n=	1,145

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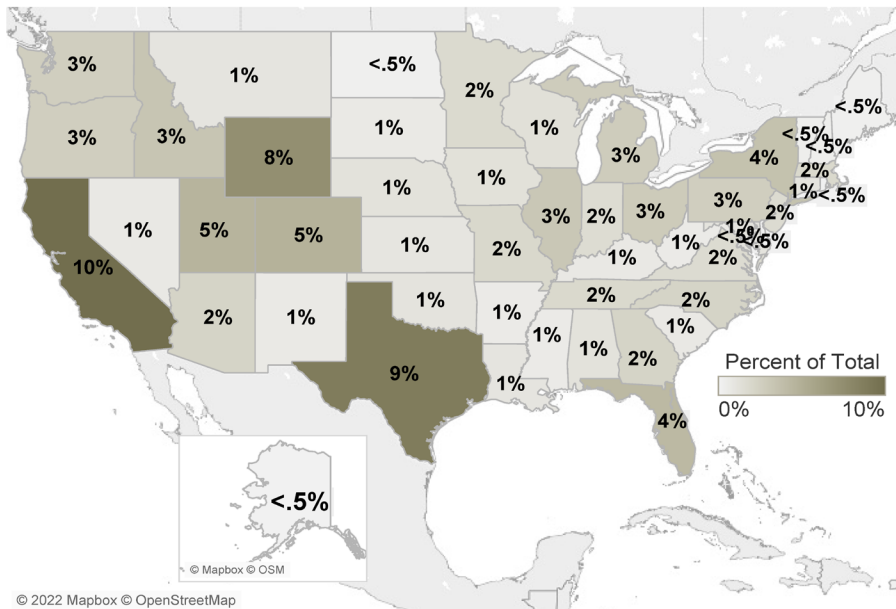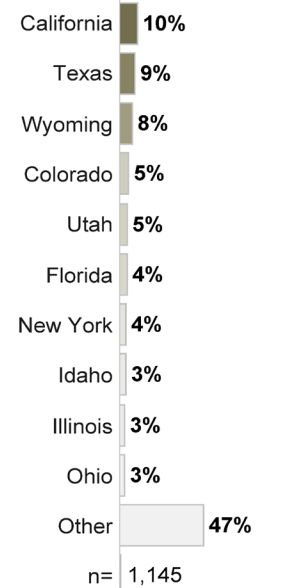
Figure 2. Visitor local residency status and geographic origin of domestic visitors to Grand Teton.

- Less than 10% of respondents (a combined 8%) stated that they were either permanent or seasonal residents of the local area around Grand Teton.

- Among the 93% of respondents currently residing in the U.S., 10% reside in California, followed by 9% from Texas, and 8% from Wyoming (the state in which Grand Teton is located). Every state with the exception of Hawaii is represented in the sample.

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).

[If not local/seasonal resident] Was your visit to Grand Teton the primary purpose for your overall trip away from home?

34% Yes

n = 1,145

66% No
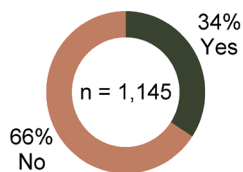
[If not the primary purpose for your overall trip away from home] Was your visit to Grand Teton…?

The primary reason you came to the local area	33%
One of two or more equally important reasons you came to the local area	56%
An incidental or spontaneous stop	12%
n=	753
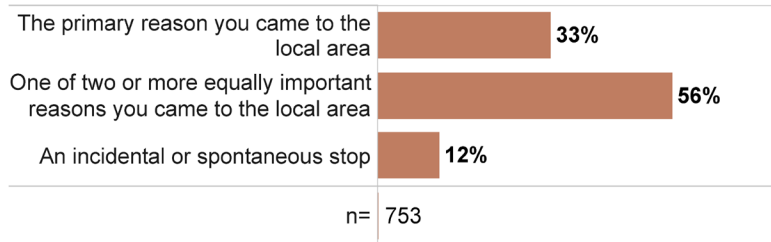
Figure 3. Role of Grand Teton in overall trip purpose.

- For two-thirds of non-local respondents (66%), visiting Grand Teton was <u>not</u> the primary purpose for their overall trip away from home.

- Among those respondents for whom Grand Teton was not their primary trip purpose, 56% stated that their visit to Grand Teton was one of two or more equally important reasons they came to the local area, while another 33% indicated that it was the primary reason they came to the local area.

Question 4: Length of Stay

All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. If respondents had previously indicated that they were not permanent or seasonal residents of the local area around Grand Teton, they were further asked how many days they planned to spend within that local area, including days spent in the park. Responses to both of these questions are depicted in Figure 4.

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[If not local/seasonal resident] How many days are you planning to spend in the local area (including the days you spend in Grand Teton) on this trip away from home?
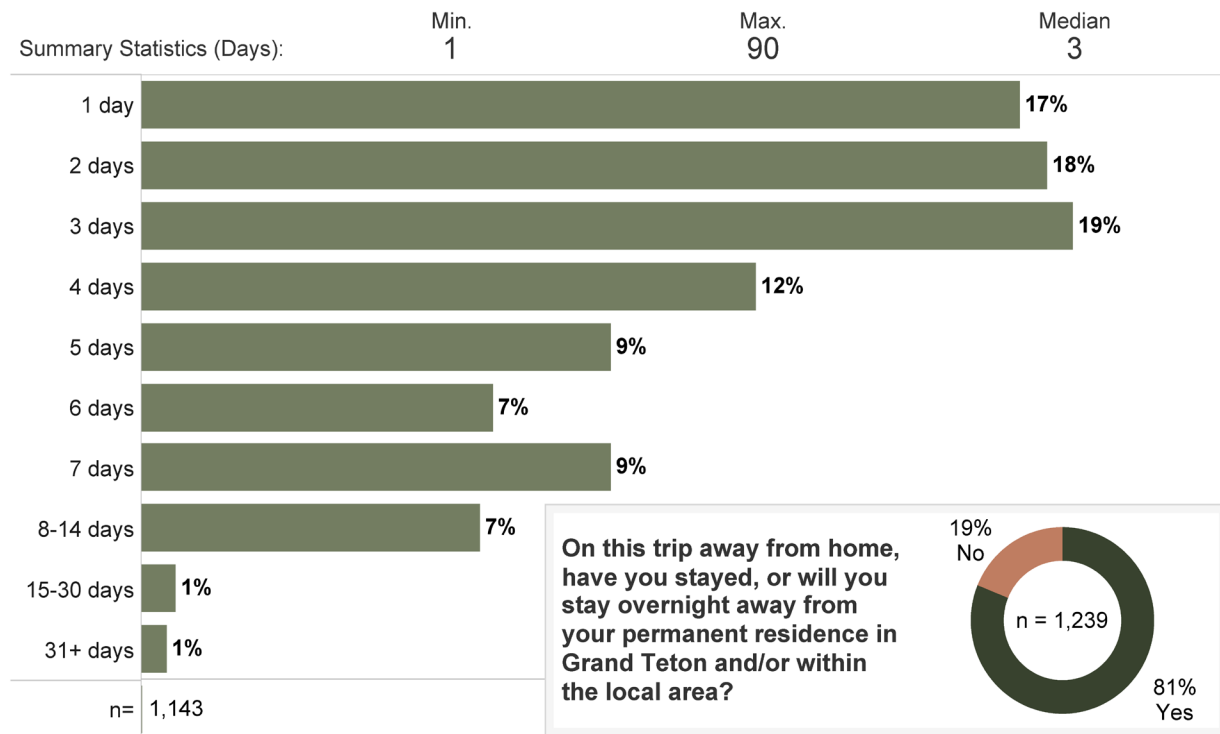
Figure 4. Time spent in the local area around Grand Teton.

- Roughly one in six non-local respondents (17%) spent one day in the local area, while 18% spent two days, and 19% spent three days. The median length of stay was three days.

- Additionally, a large majority of <u>all</u> 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).

[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
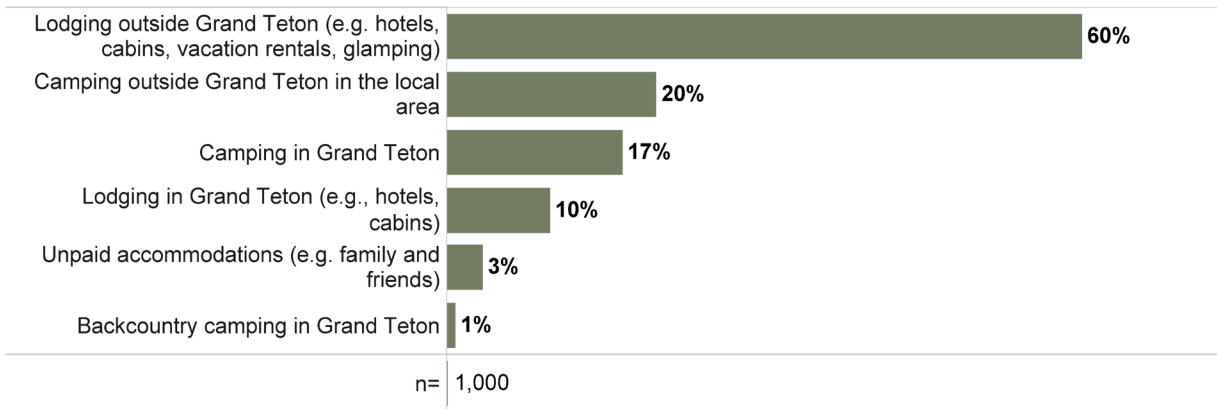
Figure 5. Accommodation types used in the local area around Grand Teton.

- The majority of overnight respondents (60%) stayed in lodging outside Grand Teton (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by those camping outside Grand Teton in the local area (20%), and those camping in Grand Teton (17%).

Respondents who camped in Grand Teton were asked in which campground(s) they had stayed or planned to stay, while respondents who had lodged within the park were asked which lodging option they had used (Figure 6).

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

Campground	%
Colter Bay Campground	45%
Gros Ventre Campground	30%
Colter Bay RV Park	8%
Jenny Lake Campground	8%
Lizard Creek Campground	8%
Signal Mountain Campground	8%
Colter Bay Group Campsite	4%
n=	157
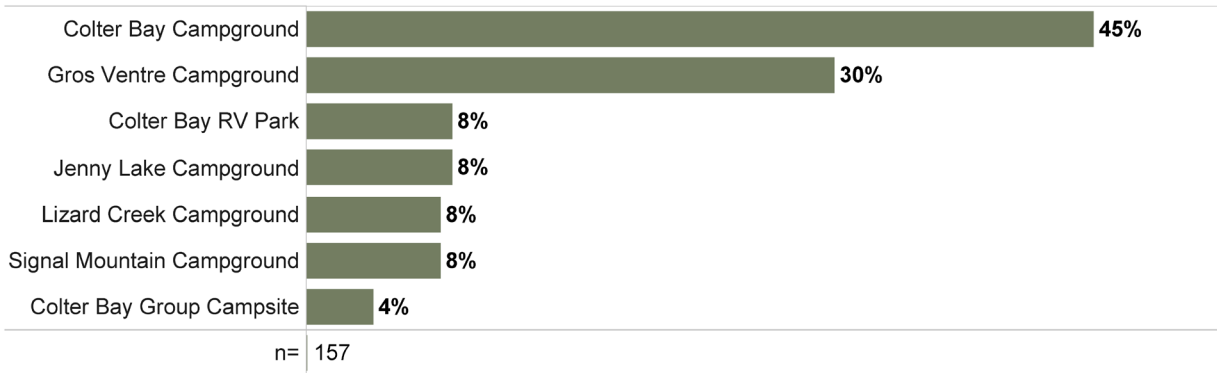
[If lodging in Grand Teton] In which lodge(s) did you or will you stay? Please mark all that apply

Lodge	%
Jackson Lake Lodge	56%
Colter Bay Cabins	24%
Signal Mountain Lodge	13%
Jenny Lake Lodge	7%
American Alpine Club/Grand Teton Climber's Ranch	1%
n=	90
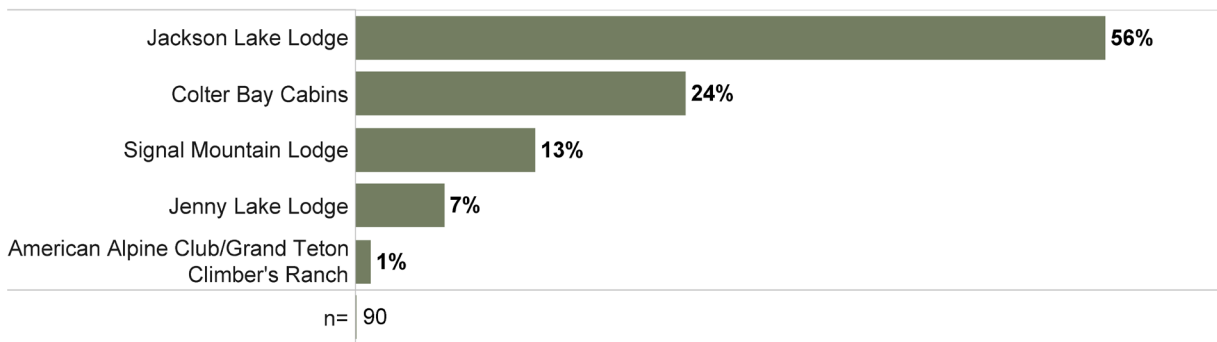
Figure 6. Campground and lodge use within Grand Teton.

- The 45% of campers in Grand Teton reported staying at the Colter Bay Campground, followed by 30% who stayed at the Gros Ventre Campground.
- Of respondents who reported using lodging within Grand Teton, the majority (56%) stayed at Jackson Lake Lodge, followed by 24% who stayed at the Colter Bay Cabins.

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

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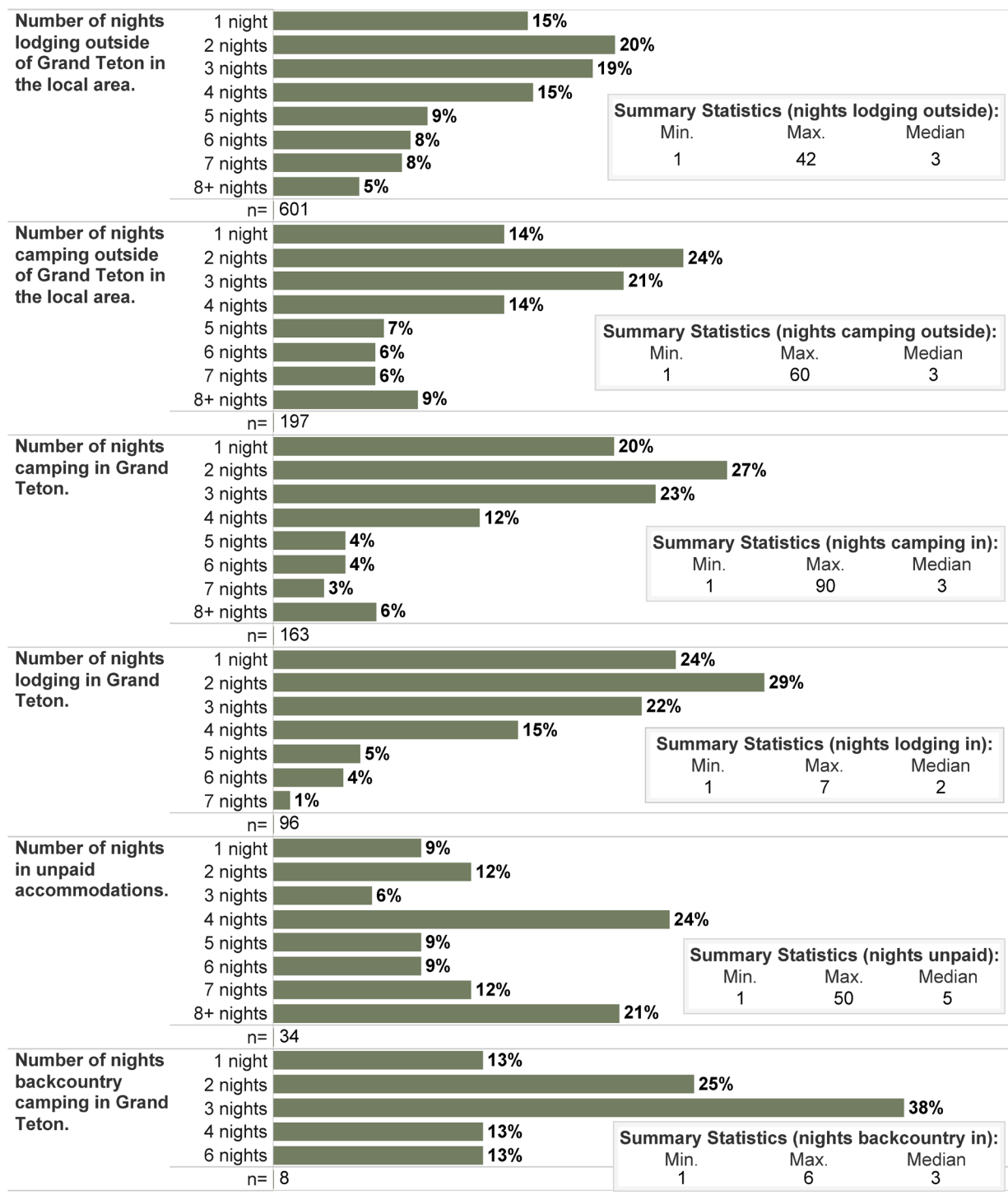
Figure 7. Number of nights spent in the local area around Grand Teton, by accommodation type. Tabular data shown in this figure are presented in Appendix A, Table A-1.

- Among the 60% of overnight respondents who lodged outside of Grand Teton in the local area (per Figure 5), median length of stay was three nights. Just over one-third of respondents (35%) lodged two nights or fewer in the local area this trip; 56% spent three nights or fewer.

- Among the 20% of overnight respondents who camped outside of Grand Teton (per Figure 5), median length of stay was three nights, though 24% stayed just two nights.

- Among the 17% of overnight respondents who camped in Grand Teton (per Figure 5), median length of stay was three nights. Nearly half (47%) of campers were spending two nights or fewer camping in the park this trip; 70% spent three nights or fewer.

- Among the 6% of overnight respondents who lodged in Grand Teton (per Figure 5), median length of stay was two nights. Over half (53%) of those lodging were spending two nights or fewer lodging in the park this trip; 75% spent three nights or fewer.

- Among the 3% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 5), median length of stay five nights. There was much broader spread in length of overnight stay among those staying in unpaid accommodations than those in paid options.

- Among the 1% of overnight respondents who camped in the backcountry in Grand Teton (per Figure 5), median length of stay was three nights. Just over two-thirds (38%) of campers were spending two nights or fewer backcountry camping in the park this trip; 76% spent three nights or fewer. Due to the small sample size of this group, caution is recommended when interpretting the results of this particular segment of visitors.

Questions 9–11: Party Characteristics

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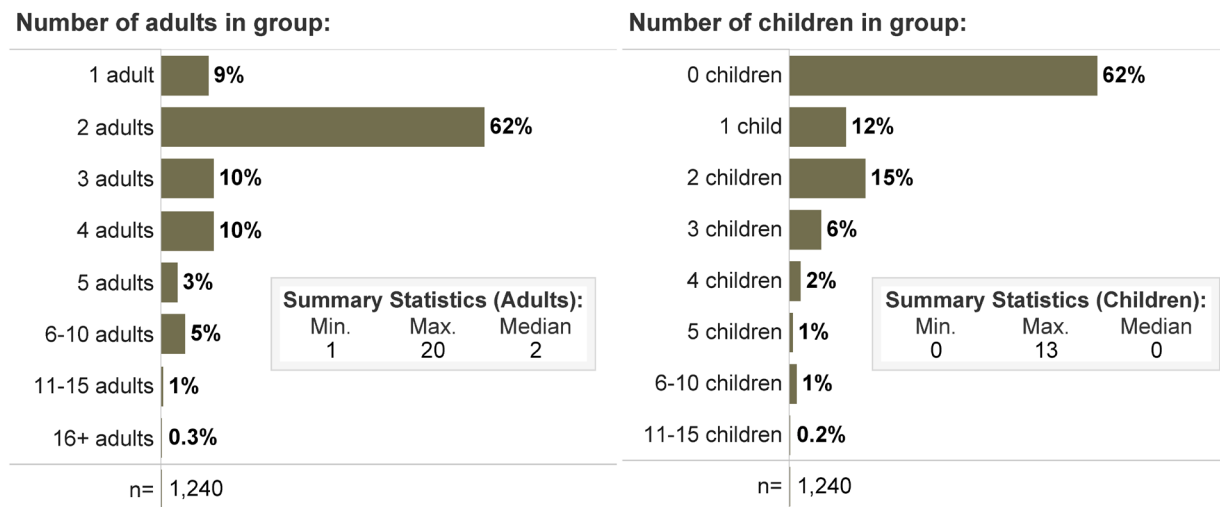
Number of adults in group:

1 adult	9%
2 adults	62%
3 adults	10%
4 adults	10%
5 adults	3%
6-10 adults	5%
11-15 adults	1%
16+ adults	0.3%
n=	1,240

Summary Statistics (Adults):

Min.	Max.	Median
1	20	2

Number of children in group:

0 children	62%
1 child	12%
2 children	15%
3 children	6%
4 children	2%
5 children	1%
6-10 children	1%
11-15 children	0.2%
n=	1,240

Summary Statistics (Children):

Min.	Max.	Median
0	13	0

Figure 8. Number of adults and children in respondent's personal group while visiting Grand Teton. Tabular data shown in this figure are presented in Appendix A, Table A-2.

- The median number of adults per group was two. Most groups (62%) included 2 adults.
- Most groups (62%) did not include any children.

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?

Age	Percent
Up to 1 year old	0.3%
2-4 years old	2%
5-9 years old	6%
10-14 years old	9%
15-17 years old	5%
18-29 years old	11%
30-49 years old	35%
50-64 years old	20%
65 years or older	12%
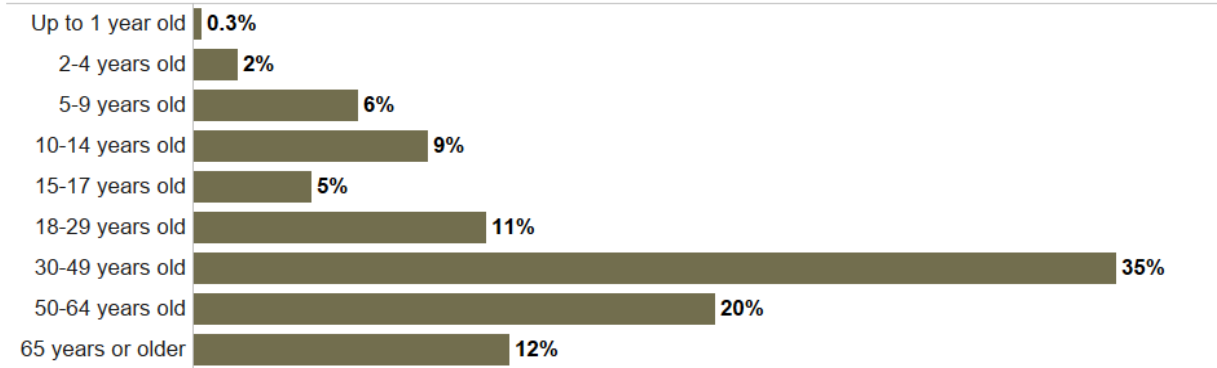
Figure 9. Age distribution of all members of respondent's personal group while visiting Grand Teton.

- The most common age of the adults and children in a personal group was 30–49 years old (35%), followed by 50–64 years old (20%), and those 65 years or older (12%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 22% of group members.

Questions 13–14: Local Communities
To build a more detailed understanding of the impact of Grand Teton on the surrounding local area, respondents were given a list of nearby communities and asked which one(s), if any, they had already visited or planned to visit during their trip. Visiting a community was defined as stopping to do or buy anything, such as purchasing gas, groceries, or dining. Those respondents who had previously indicated that they were staying overnight in the local area outside Grand Teton (i.e., paid lodging outside the park, camping outside the park, or staying in unpaid accommodation outside the park) were then asked which local community (or communities) from that list was (or were) closest to their accommodations. Responses to both of these questions are shown in Figure 10, below.

Which communities have you already visited or do you plan to visit outside Grand Teton while in the local area? Please mark all that apply

Community	Percentage
Jackson	82%
West Yellowstone	37%
Teton Village	30%
Cody	11%
Driggs	11%
Victor	10%
Dubois	7%
Alpine	6%
Pinedale	4%
Other	4%
Lander	3%
Riverton	3%
Don't know	2%
Kemmerer	1%
I do not plan to visit any communities in the local area	4%

n= 1,207

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

Community	Percentage
Jackson	58%
West Yellowstone	12%
Teton Village	9%
Driggs	8%
Victor	7%
Cody	4%
Dubois	3%
Alpine	3%
Other	3%
Pinedale	2%
Riverton	1%
Lander	0.3%

n= 622
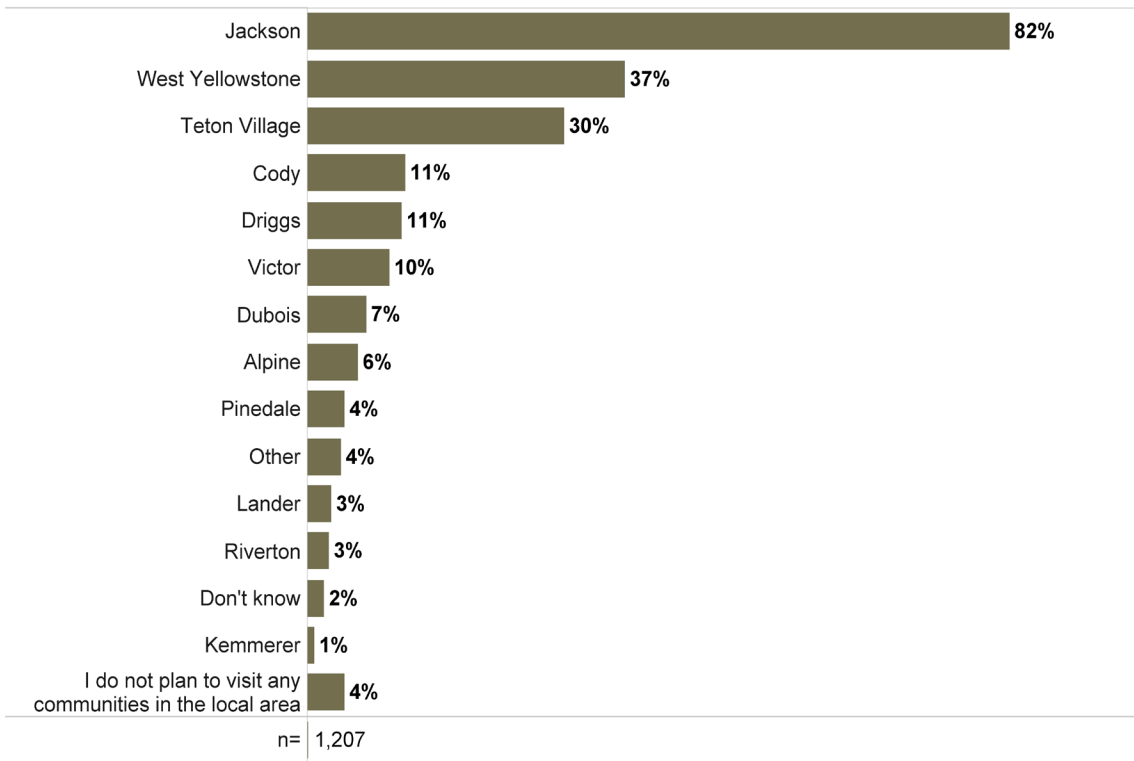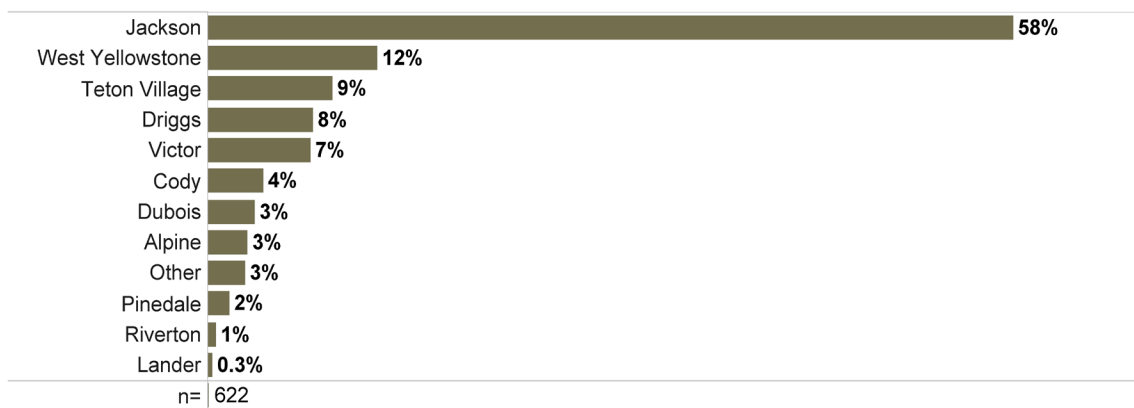
Figure 10. Communities visited outside Grand Teton while in the local area.

- The overwhelming majority of respondents (82%) stated they had already visited or planned to visit Jackson, WY during their time in the local area, followed by West Yellowstone, MT (37%), and Teton Village, WY (30%).

- Over half of respondents (58%) indicated that Jackson, WY was the closest community to where respondents had stayed or planned to stay outside Grand Teton while in the local area. Roughly one in eight (12%) respondents said West Yellowstone, MT was the closest community, followed by 9% who said Teton Village, WY.

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Questions 15–18: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Grand Teton 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 11 and Table 7).
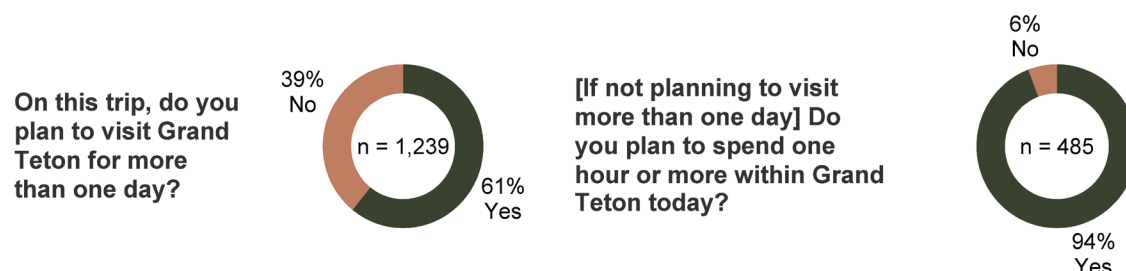
Figure 11. Duration of the respondent's trip to Grand Teton.

Table 7. Amount of time spent within Grand Teton.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many **minutes** do you plan to spend within Grand Teton today?	28	15	59	59
[If planning to spend less than a day, but one hour or more] How many **hours** do you plan to spend within Grand Teton today?	452	1	20	5
[If planning to visit at least one day] How many **days** do you plan to spend within Grand Teton on this trip?	755	1	120	3
[If planning to visit at least one day] On how many **different days** do you expect to enter the park?	754	1	100	2

- While visiting Grand Teton, most visitors (61%) planned on spending more than one day in the park.

- Among the 39% of visitors who did not spend more than a day in Grand Teton, the overwhelming majority (94%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was five hours.

- The remaining 61% of visitors planned to visit for more than one day; among those visitors, the median length of stay was three 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 two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Grand Teton (Figure 12). Respondents were also presented with a list of locations within Grand Teton and asked to indicate if they had been to, or planned to visit them, that day (Figure 13).

Which was the most recent entrance you used to enter Grand Teton?

Entrance	Percentage
Moose Entrance	44%
Moran Entrance	26%
John D. Rockefeller, Jr. Memorial Parkway/North Boundary	22%
Granite Entrance	5%
US 191/26/287 from Jackson Wyoming	2%
US 26/287 from Togwotee Pass	1%
Multi-use trail near Moose Entrance	1%
n=	1,205
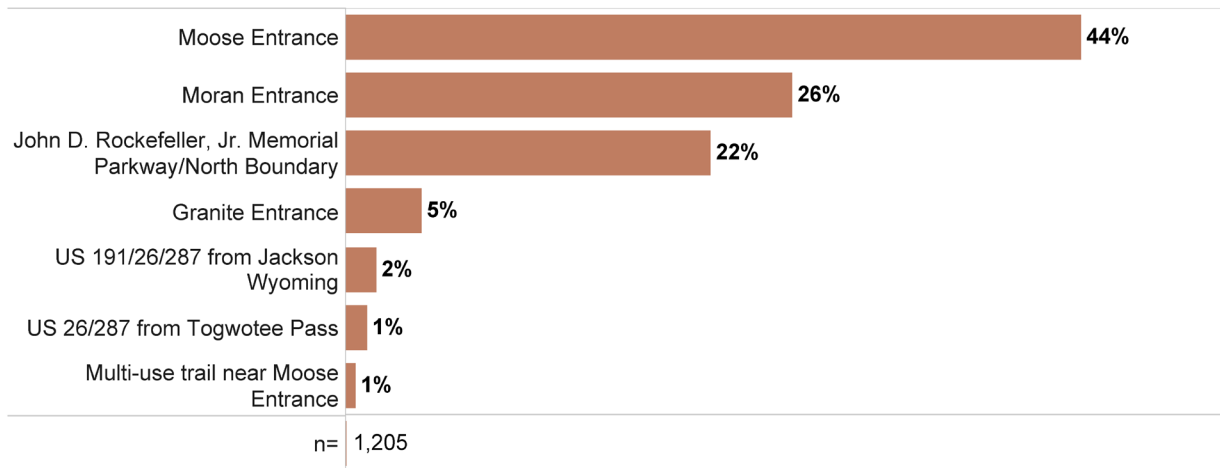
Figure 12. Most recent entrance used to enter Grand Teton.

- The Moose Entrance was the most commonly used entrance by respondents to Grand Teton (44%).

- The Moran Entrance was the second most use entrance by respondents at 26%, followed by 22% who entered Grand Teton via the John D. Rockefeller Jr. Memorial Parkway/North Boundary.

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

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

Location	Percentage
Moose Entrance	51%
Jenny Lake Visitor Center	49%
John D. Rockefeller, Jr. Memorial Parkway/North Entrance	36%
Moran Entrance	31%
Colter Bay Visitor Center	24%
Craig Thomas Discovery and Visitor Center	20%
Granite Entrance	6%
Multi-use trail near Moose Entrance	2%
Multi-use trail near Jackson National Fish Hatchery	1%
n=	1,143
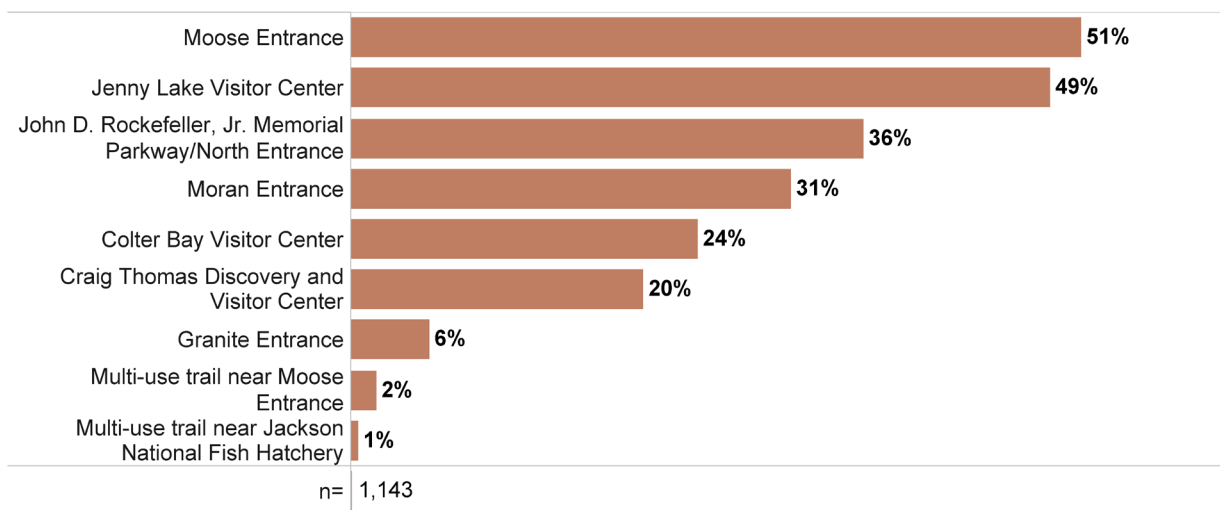
Figure 13. Park locations visited during the most recent trip to Grand Teton.

- The most commonly visited location in Grand Teton was the Moose Entrance (51% of respondents had either been there or planned to visit it on their trip), followed by the Jenny Lake Visitor Center (49%) and the John D. Rockefeller Jr. Memorial Parkway/North Entrance (36%).

- The multi-use trail near the Jackson National Fish Hatchery was the least-visited location from the list provided, with only 1% of respondents reporting having visited or planning to visit.

Question 19: Transportation

Visitors were asked about the form of transportation they used to enter Grand Teton on the day they were surveyed (Figure 14).

Which of the following forms of transportation did you personally use to arrive or enter Grand Teton today?

Car, truck, or SUV (e.g., standard private vehicle)	92%
Recreational vehicle or motorhome	4%
Bicycle	2%
Motorcycle	1%
Commercial tour van	1%
Commercial tour bus	0.4%
Electric bicycle	0.4%
n=	1,239
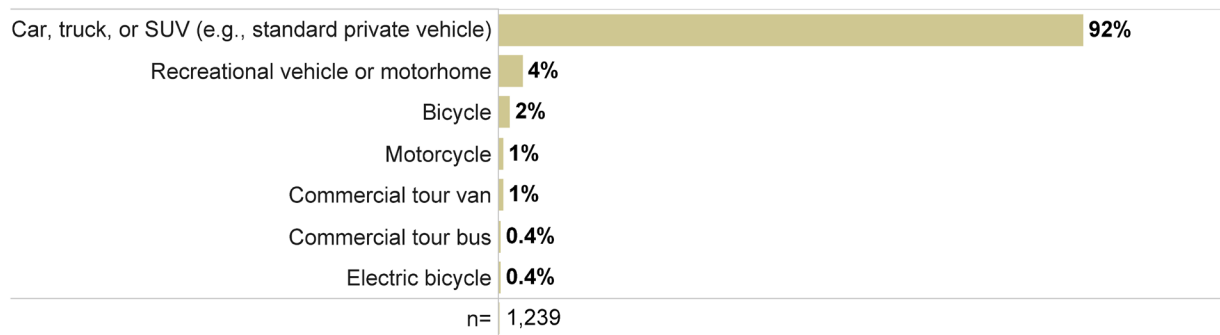
Figure 14. Form of transportation used to enter Grand Teton on the day of the survey.

- The majority of respondents (92%) reported that they used their car, truck, or SUV to enter Grand Teton on the day of the survey.

- This was followed distantly by use of a recreational vehicle or motorhome (4%), and those on bicycles (2%).

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 travelling in or on that vehicle (Figure 15).

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

1 person	7%
2 people	43%
3 people	12%
4 people	22%
5 people	10%
6 people	4%
7 people	2%
8+ people	1%
n=	1,138
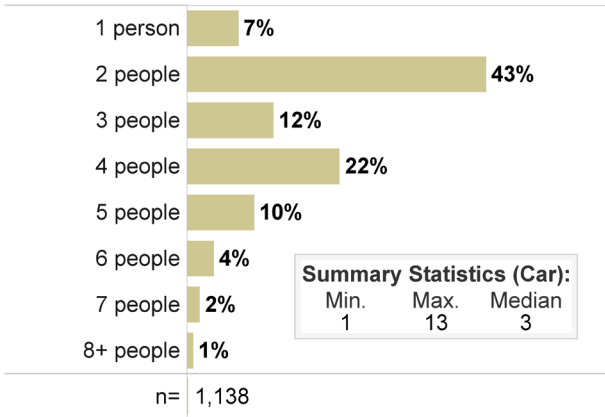
Summary Statistics (Car):
Min.	Max.	Median
1	13	3

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

1 person	11%
2 people	40%
3 people	15%
4 people	15%
5 people	9%
6 people	9%
8+ people	2%
n=	47

Summary Statistics (RV):
Min.	Max.	Median
1	8	2

[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Grand Teton?

1 person	36%
2 people	64%
n=	11

Summary Statistics (Motorcycle):
Min.	Max.	Median
1	2	2
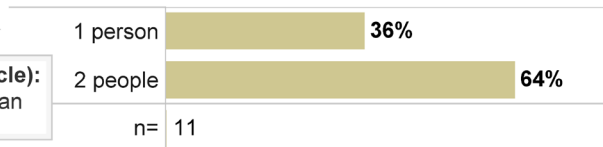
Figure 15. Number of people in or on respondent's vehicle when entering Grand Teton. Tabular data shown in this figure are presented in Appendix A, Table A-3.

- The majority of respondents traveling by car reported two people. The next common group size was four people (22%), followed by three people (12%).

- The largest proportion of respondents entering Grand Teton by RV/motorhome reported travelling in a group of two people (40%), followed by three people and four people (15%, each).

- Just under two-thirds of motorcyclists (64%) were traveling in pairs. Due to the small sample size of this group, results should be interpreted with caution.

Question 21: Previous Visits to Grand Teton

Respondents were asked if they were first time visitors to Grand Teton. Repeat visitors were then asked how many visits they have made to Grand Teton in the last 12 months and the last five years (Figure 16).

Are you a first-time visitor to Grand Teton?
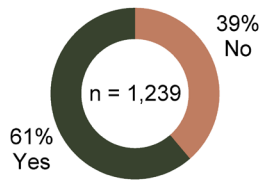
39% No
n = 1,239
61% Yes

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

Visits	Percentage
1 visit	68%
2 visits	12%
3 to 5 visits	8%
6 to 10 visits	3%
11 to 25 visits	5%
26 to 50 visits	3%
51+ visits	2%
n=	480
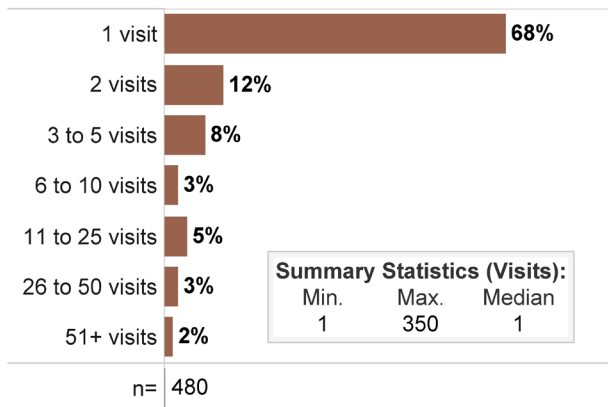
Summary Statistics (Visits):
Min.	Max.	Median
1	350	1

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

Visits	Percentage
1 visit	37%
2 visits	21%
3 to 5 visits	20%
6 to 10 visits	5%
11 to 25 visits	5%
26 to 50 visits	4%
51+ visits	8%
n=	480
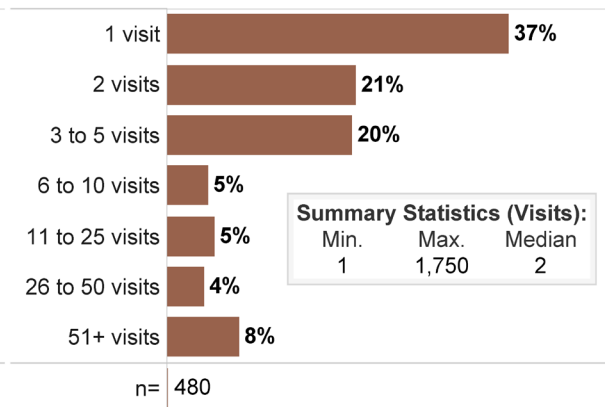
Summary Statistics (Visits):
Min.	Max.	Median
1	1,750	2

Figure 16. Previous visits to Grand Teton. Tabular data shown in this figure are presented in Appendix A, Table A-4.

- Most respondents (61%) were on their first ever trip to Grand Teton.
- Among the 39% of respondents who were repeat visitors, the majority (68%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- Just over one-third repeat visitors (37%) had visited at least one prior time in the past five years.
- The median number of visits made in the past five years was two, including the current trip; 17% of repeat visitors had made more than 10 visits in the past five years.

Question 22: 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 17).

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

0 visits	25%
1 visit	20%
2 visits	16%
3 to 5 visits	24%
6 to 10 visits	11%
11 to 25 visits	4%
26 to 50 visits	1%
51+ visits	0.2%
n=	1,222

Summary Statistics (Visits):

Min.	Max.	Median
0	2,083	2
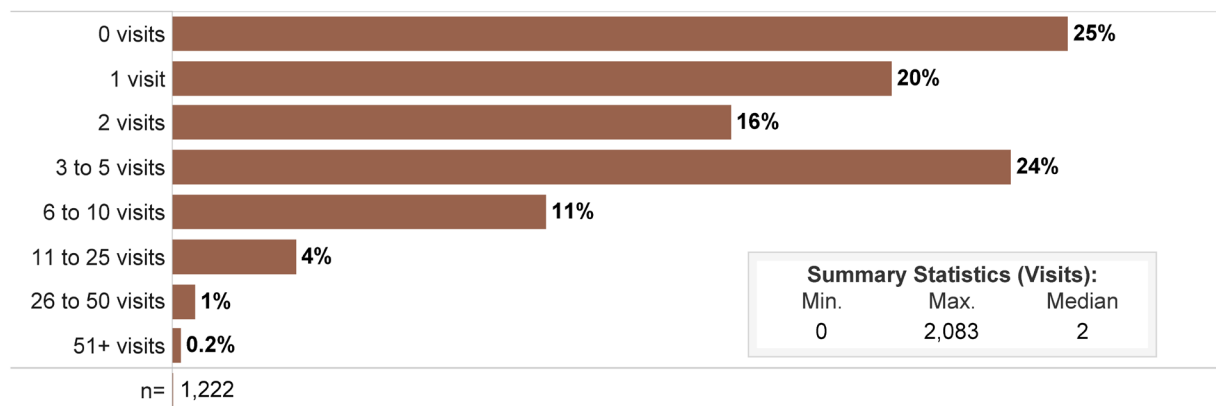
Figure 17. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, Table A-5.

- The majority of respondents (75%) 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 two, though a combined 40% had made three or more visits in the past year.

Follow-up Survey Results

The following section provides results of the 444 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Grand Teton National Park in Summer of 2022. Again, caution is recommended in the interpretation of figures with sample size lower than n=30, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information about Grand Teton

First, respondents were asked what sources they used to obtain information about Grand Teton prior to their trip, and whether they had the information they needed on their trip (Figure 18).

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Prior to this trip, how did you obtain information about Grand Teton? Please mark all that apply

Source	Percentage
Official Grand Teton website (nps.gov/grte)	52%
Friends/relatives/word of mouth	39%
Previous visits	36%
Maps/brochures	23%
Other website	20%
Social media	19%
Travel guides/tour books	19%
Other units of the National Park System	9%
Inquiry to park via phone, mail, or email	6%
State welcome center/visitor bureaus/chamber of commerce	5%
Live here/ Grew up here	5%
Newspaper/magazine articles	4%
Other	4%
Television/radio programs/DVDs	4%
Local businesses (hotels, restaurants, etc.)	3%
Online travel agent	1%
School class/program	0.2%
Did not obtain information prior to this visit	5%
n=	444

Did you have the information about Grand Teton you needed on this trip?

6% No
n = 438
94% Yes

Figure 18. Sources used to obtain information about Grand Teton prior to the trip.

- The most used resource was the official Grand Teton website (nps.gov/grte), with 52% of respondents reportedly using it. The second most common source was friends/relatives/word of mouth (39%), followed by previous visits (36%), maps/brochures (23%), and other websites (20%).

- In a follow-up question, 94% of respondents said that they had the information about Grand Teton that they needed on their trip, while 6% indicated that there was information that they needed but did not have.

- In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate. These comments are provided as an accompanying document for review.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the follow-up survey asked respondents to select <u>all</u> forms of transportation they personally used to travel from their home to Grand Teton on their trip (Figure 19).

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

Transportation	Percent
Car, truck, or SUV	91%
Airplane	37%
RV or motorhome	10%
Walk/hike	4%
Taxi/other rideshare options	3%
Bicycle	2%
Water-based transportation	2%
Motorcycle	1%
Other	1%
City bus or subway	1%
Commercial tour bus	1%
Commercial tour van	1%
Train or long-distance passenger bus	0.5%
n=	442
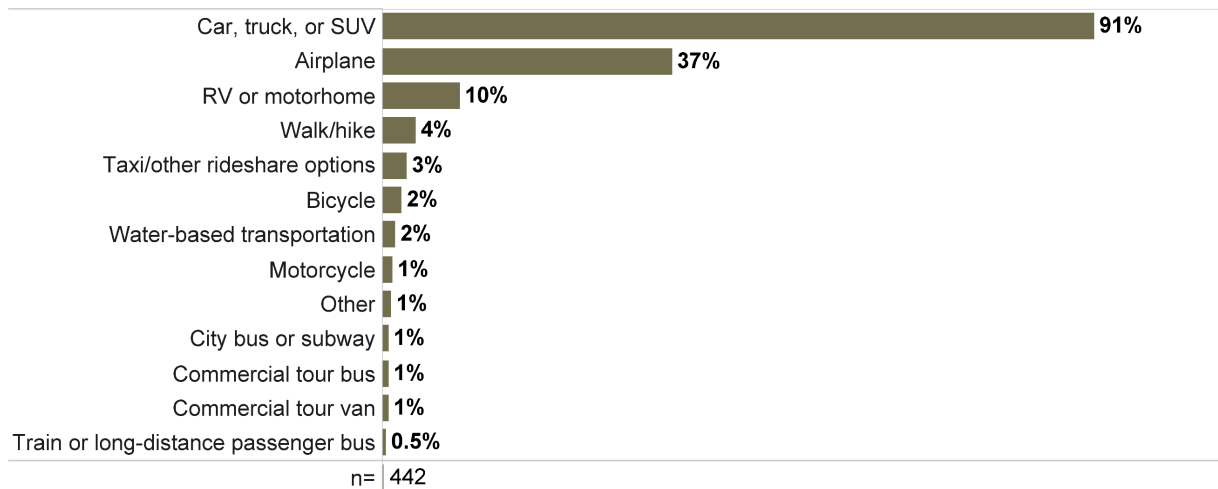
Figure 19. Forms of transportation used to travel from home to Grand Teton on the recent trip.

- Nearly all respondents (91%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Grand Teton.
- The second most common mode of travel was an airplane (37%), followed by a RV or motorhome (10%).

Question 4: Travel Party Composition
Respondents were asked what type of group they were with during their visit to Grand Teton on the day of the survey (Figure 20).

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

Group	Percent
Family	44%
Significant other/spouse	36%
Family and friends	8%
Alone	6%
Friends	6%
Other	0.5%
n=	438

Figure 20. Travel party composition during Grand Teton visit.

- 44% of respondents visited Grand Teton with their family on the day of the survey.
- Just over two-thirds of respondents (36%) explored Grand Teton with their significant other/spouse, and another 8% 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 Grand Teton (Figure 21).

On this trip to Grand Teton, which one of the following entrance fees applied to you personally?

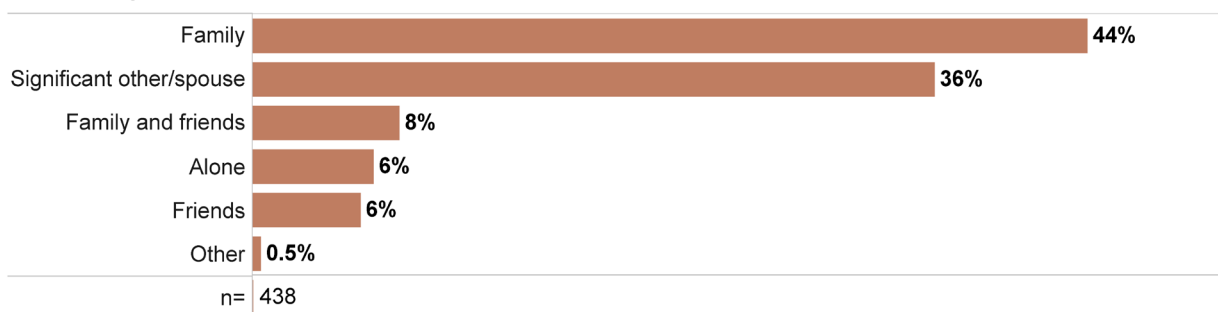|	
America the Beautiful annual pass	42%
Senior Pass, Access Pass, or Military Pass	27%
7-day entrance pass	13%
Did not pay a fee or use a pass	7%
Site-specific annual pass	4%
Other	4%
One-day fee	2%
Don't know/unsure	0.5%
Fee included in Tour Package	0.2%
n=	426
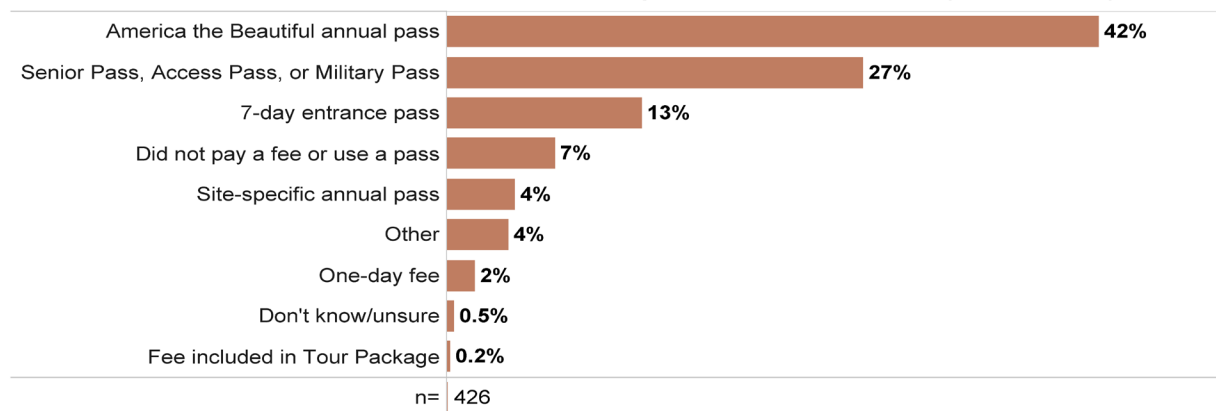
Figure 21. Entrance fees to enter Grand Teton on the most recent trip.

- The largest cohort of respondents (42%) reported using an America the Beautiful annual pass, and another 27% entered using a Senior Pass, Access Pass, or Military Pass.
- In contrast, 19% of respondents entered using a Grand Teton-specific pass or fee (i.e., annual pass, 7-day, or single-day entrance fee).

Questions 12–14: Trip Characteristics

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

Did you visit any other National Park Service sites on your trip away from home?

20% No

n = 432

80% Yes

Figure 22. NPS sites visited on trip away from home.

- The majority (80%) of all respondents had visited other NPS sites on their trip, while 20% identified Grand Teton 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 Grand Teton, and which of those was their primary activity (Figure 23).
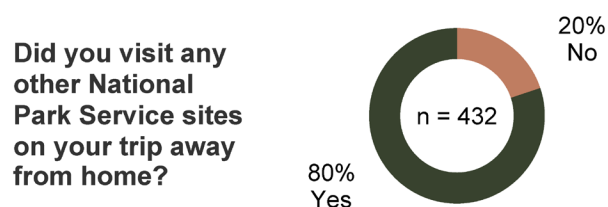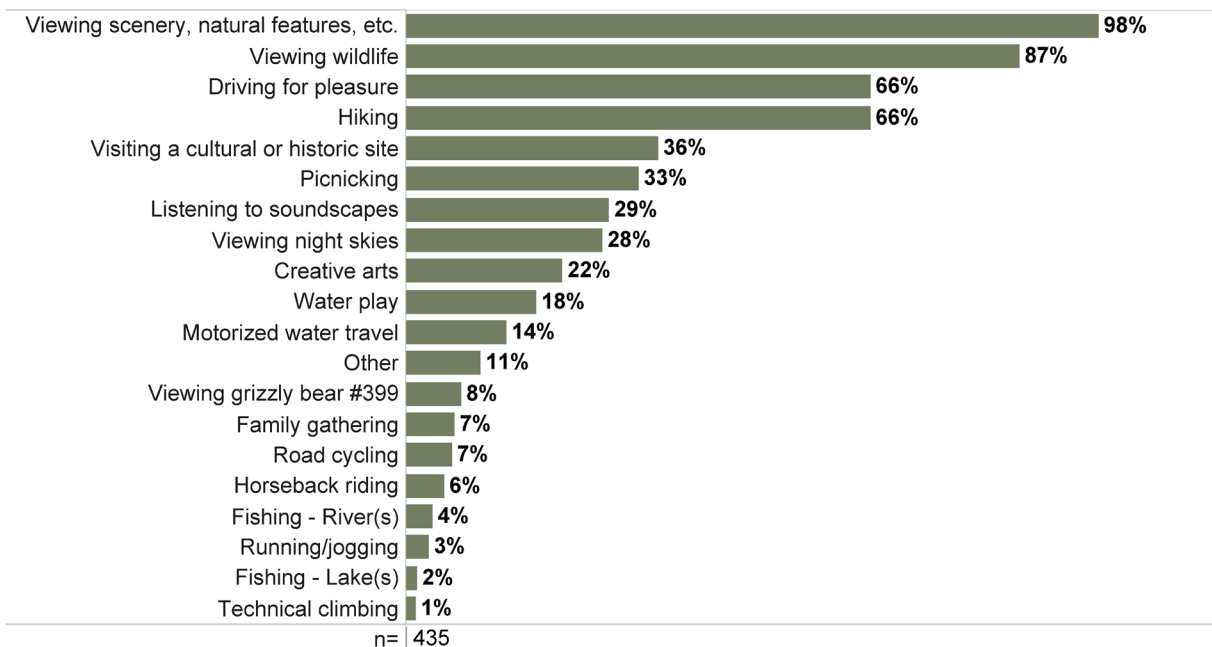
On this trip, in which of the following activities did you personally participate in while visiting Grand Teton? Please mark all that apply

Activity	%
Viewing scenery, natural features, etc.	98%
Viewing wildlife	87%
Driving for pleasure	66%
Hiking	66%
Visiting a cultural or historic site	36%
Picnicking	33%
Listening to soundscapes	29%
Viewing night skies	28%
Creative arts	22%
Water play	18%
Motorized water travel	14%
Other	11%
Viewing grizzly bear #399	8%
Family gathering	7%
Road cycling	7%
Horseback riding	6%
Fishing - River(s)	4%
Running/jogging	3%
Fishing - Lake(s)	2%
Technical climbing	1%
n=	435

And which was your primary activity during your visit to Grand Teton on the day you were contacted for this survey?

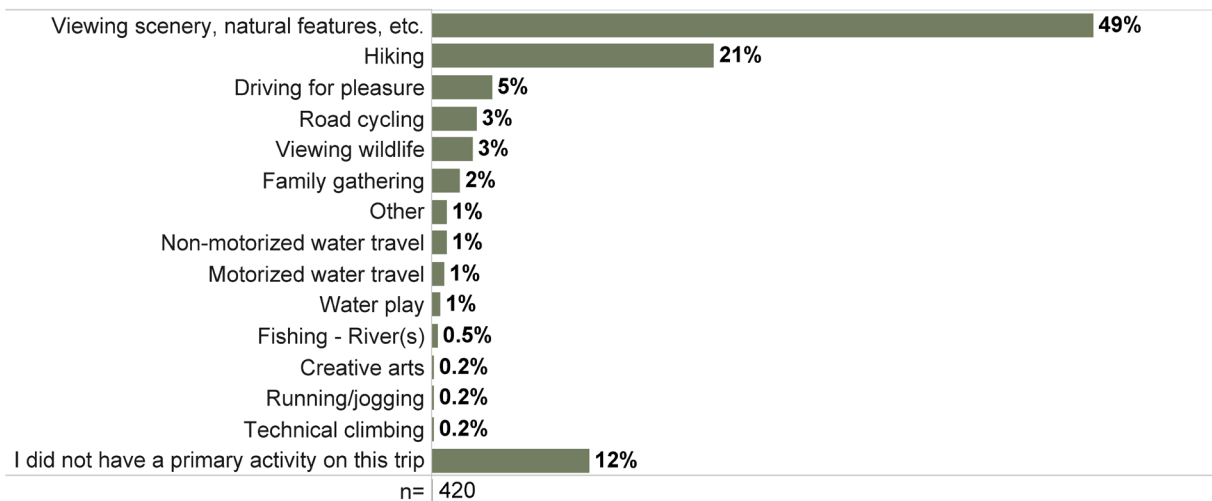| Activity	%
Viewing scenery, natural features, etc.	49%
Hiking	21%
Driving for pleasure	5%
Road cycling	3%
Viewing wildlife	3%
Family gathering	2%
Other	1%
Non-motorized water travel	1%
Motorized water travel	1%
Water play	1%
Fishing - River(s)	0.5%
Creative arts	0.2%
Running/jogging	0.2%
Technical climbing	0.2%
I did not have a primary activity on this trip	12%
n=	420

Figure 23. Participation in activities at Grand Teton.

- Nearly all visitors reported viewing scenery, natural features, etc., (98%), while a majority reported viewing wildlife (87%), driving for pleasure (66%), and hiking (66%).
- Fishing in rivers, running/jogging, fishing in lakes, and technical climbing were all uncommon activities (reported by 4% or fewer of respondents).

28

- Almost half of respondents (49%) reported viewing scenery, natural features, etc., as their primary activity, followed by hiking (21%).

Questions 15–16: Reasons to Visit

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

How important to you were each of the following reasons or motivations for visiting Grand Teton on this trip?

Rating Category	n=	1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To view wildlife or natural scenery	424	0.2%	0.5%	3%	26%	70%
To spend time with family/friends	420	5%	3%	7%	27%	58%
To relax	420	5%	4%	17%	31%	43%
To visit a National Park Service site	415	11%	10%	18%	27%	34%
To hear the sounds of nature/quiet	418	5%	14%	24%	32%	25%
To get physical exercise	416	7%	8%	31%	33%	20%
To learn more about nature	416	5%	11%	31%	35%	18%
To learn more about American history and culture	415	8%	20%	30%	29%	14%
To experience solitude	413	18%	17%	27%	25%	14%
To view dark night sky/stars	400	19%	24%	27%	20%	12%
Other (if specified)	37	16%		5%	14%	65%

And which was the most important reason for you to visit Grand Teton on this trip?

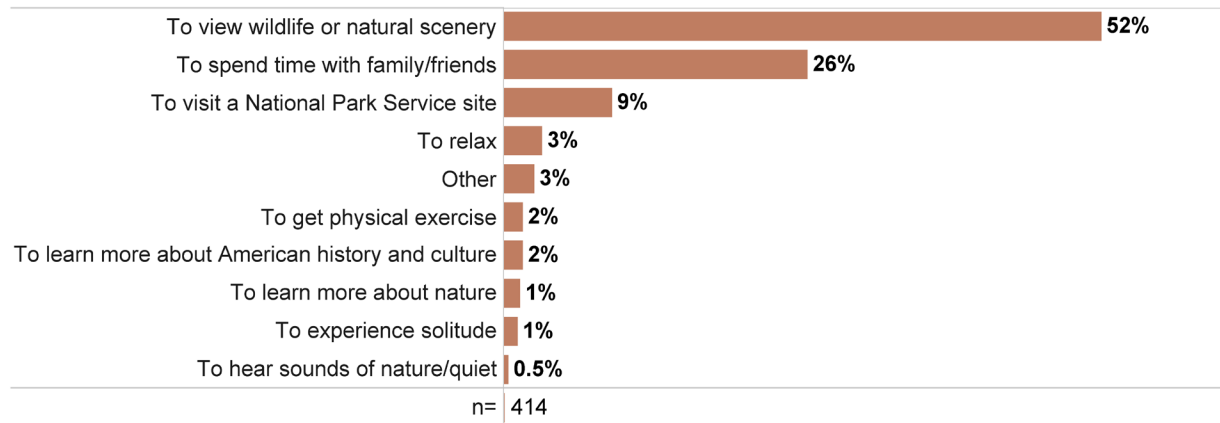|	
To view wildlife or natural scenery	52%
To spend time with family/friends	26%
To visit a National Park Service site	9%
To relax	3%
Other	3%
To get physical exercise	2%
To learn more about American history and culture	2%
To learn more about nature	1%
To experience solitude	1%
To hear sounds of nature/quiet	0.5%
n=	414

Figure 24. Reasons or motivations to visit Grand Teton. Tabular data shown in this figure are presented in Appendix A, Table A-6.

- Most visitors chose to view wildlife or natural scenery (70%) and to spend time with family/friends (58%) as extremely important reasons for their trip to Grand Teton.

- Other important reasons were to relax and to visit a National Park Service site (43% and 34% of respondents, respectively, rated them as extremely important).

- The least important reasons were to experience solitude and to view dark night sky/stars (only 14% and 12% of respondents, respectively, reported them as extremely important, and 18% and 19% of respondents, respectively, rated them as not at all important).

- The most common response about the <u>most</u> important reason was to view wildlife or natural scenery (52%), followed by spending time with family/friends (26%), and to visit a National Park Service site (9%).

Questions 17–19: Programs, Services, and Learning

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

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

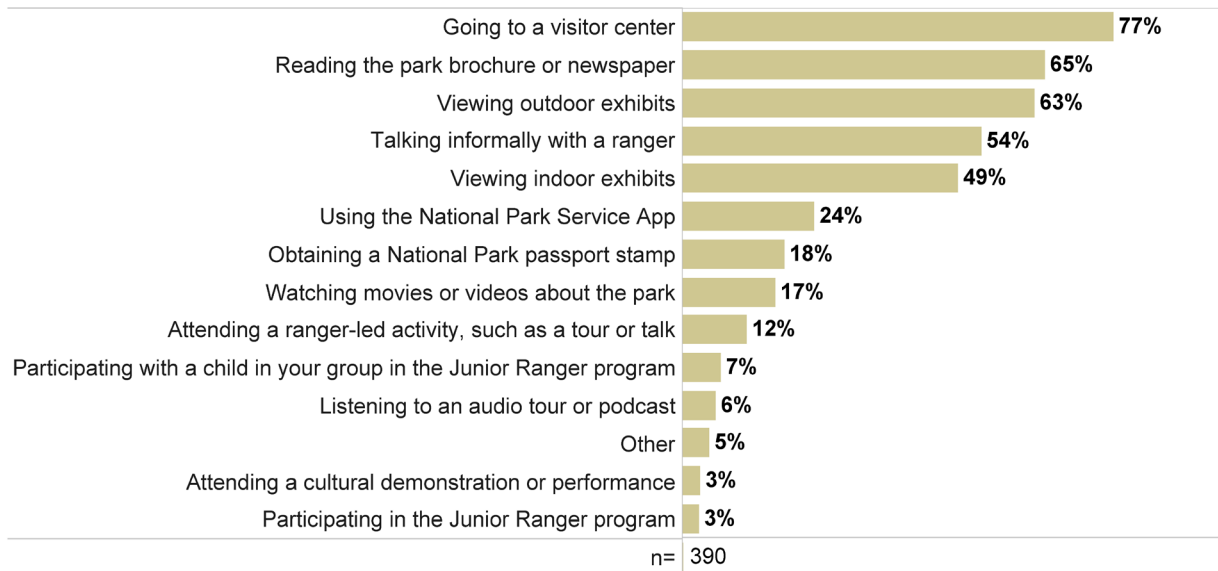| Program	Percent
Going to a visitor center	77%
Reading the park brochure or newspaper	65%
Viewing outdoor exhibits	63%
Talking informally with a ranger	54%
Viewing indoor exhibits	49%
Using the National Park Service App	24%
Obtaining a National Park passport stamp	18%
Watching movies or videos about the park	17%
Attending a ranger-led activity, such as a tour or talk	12%
Participating with a child in your group in the Junior Ranger program	7%
Listening to an audio tour or podcast	6%
Other	5%
Attending a cultural demonstration or performance	3%
Participating in the Junior Ranger program	3%
n=	390

Figure 25. Programs participated while visiting Grand Teton.

- The two most-used programs were going to a visitor center and reading the park brochure or newspaper, with roughly two-thirds of respondents (65%) reporting participating in each of them.

- Two other programs were engaged in by over half of respondents: viewing outdoor exhibits (63%) and talking informally with a ranger (54%).

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).
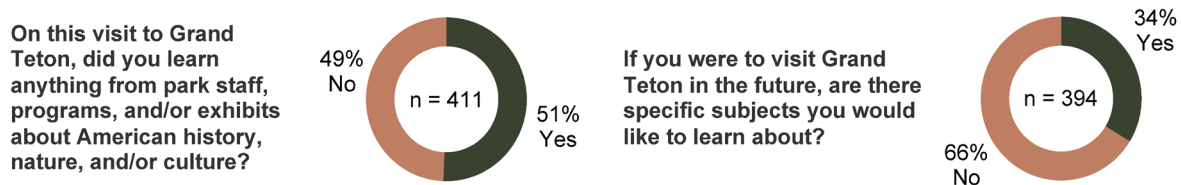

Figure 26. Learning.

- Just over half of respondents (51%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

- Roughly one-third of respondents (34%) reported that if they were to visit Grand Teton 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 what actions were performed via personal electronic devices while in Grand Teton (Figure 27).
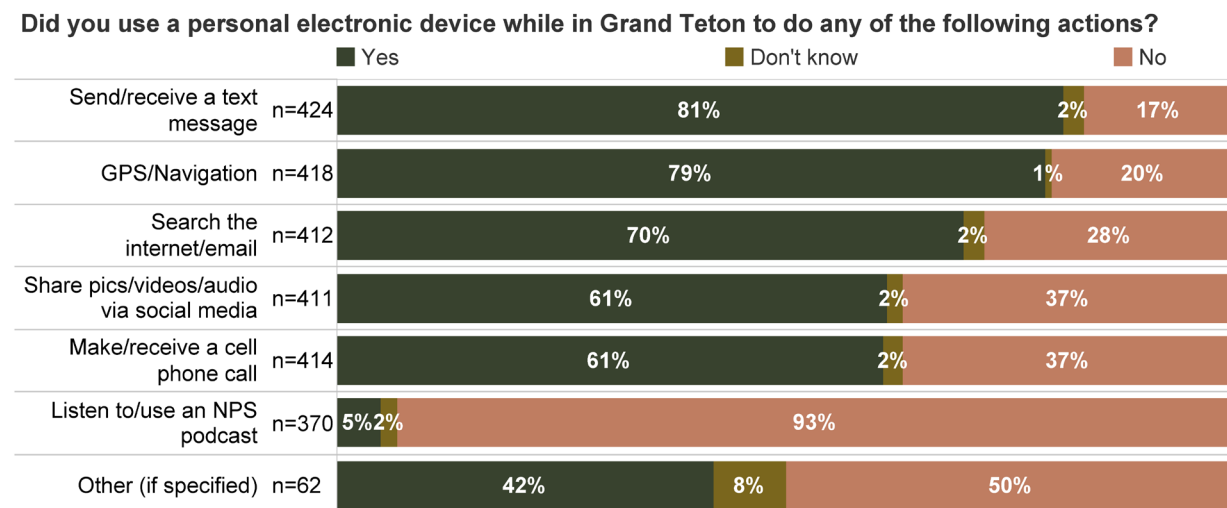

Figure 27. Use of personal electronic devices while visiting Grand Teton. Tabular data shown in this figure are presented in Appendix A, Table A-7.

- The majority of respondents (81%) reported sending/receiving text messages, and using GPS/navigation (79%) while in the park. Furthermore, 70% of respondents reported they searched the internet/email during their time in Grand Teton.

- Conversely, only 5% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the <u>importance</u> of each of these electronic device uses (Figure 28), and the <u>quality</u> of their service (Figure 29).

How important to you was it during your visit to Grand Teton to use personal electronic devices to do each of the following?

		Percent Responding				
Rating Category	n=	1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
Send/receive a text message	418	15%	16%	24%	20%	25%
GPS/Navigation	410	11%	7%	16%	24%	42%
Search the internet/email	413	24%	18%	22%	19%	17%
Share pics/videos/audio via social media	397	37%	20%	24%	12%	7%
Make/receive a cell phone call	416	21%	16%	23%	18%	22%
Listen to/use an NPS podcast	373	70%	17%	9%	3%	2%
Other (if specified)	35	49%	3%	11%	11%	26%

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 while visiting Grand Teton. Tabular data shown in this figure are presented in Appendix A, Table A-8.

- The most important device uses were GPS/navigation and sending/receiving text messages (42% and 25% of respondents, respectively, rated them as extremely important).

- Listening to and using an NPS podcast was rated as extremely important by 2% of respondents, and not at all important by 70% of respondents.

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

Percent Responding

Rating Category	n=	1 - No service	2 - Poor	3 - Average	4 - Good	5 - Very good	Not applicable
Send/receive a text message	379	9%	24%	28%	18%	14%	7%
GPS/Navigation	374	6%	18%	25%	23%	19%	9%
Search the internet/email	375	11%	25%	27%	15%	10%	12%
Share pics/videos/audio via social media	361	12%	22%	21%	12%	8%	24%
Make/receive a cell phone call	379	11%	24%	25%	15%	11%	13%
Listen to/use an NPS podcast	328	12%	9%	7%	5%	2%	64%
Other (if specified)	68	6%	7%	9%	6%	18%	54%

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 of personal electronic devices while visiting Grand Teton. Tabular data shown in this figure are presented in Appendix A, Table A-9.

- Services for GPS/Navigation was the most likely category to receive very good (19%) or good (23%) ratings, and only 6% indicating no service. Meanwhile, sending/receiving a text message was rated as very good or good by 14% and 18% of respondents, respectively. However, 9% of respondents reported that they had no service for this.

- Roughly one in ten respondents (ranged from 11% to 12%, depending on the service) reported that they also had no service to search the internet/email, share pics/videos/audio via social media, make/receive cell phone calls, or listen to/use an NPS podcast. For these particular services, respondents were more likely to report poor or average ratings than to report no service at all.

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 Grand Teton. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 30).
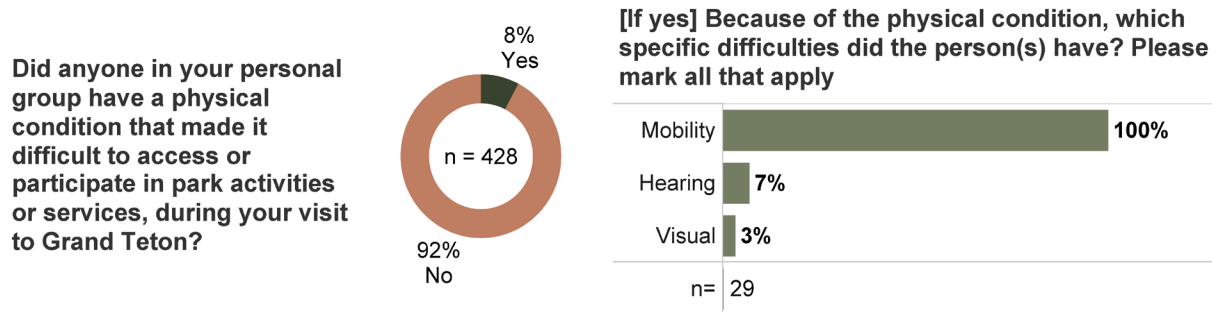
Did you in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Grand Teton?

8% Yes
n = 428
92% No

[If yes] Because of the physical condition, which specific difficulties did the person(s) have? Please mark all that apply

Mobility	100%
Hearing	7%
Visual	3%
n=	29

Figure 30. Physical difficulties while visiting Grand Teton.

- The majority of respondents (92%) 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 Grand Teton.

- Among the 8% of visitors who identified at least one difficulty, 100% reported mobility issues in their group, with small portions also reporting hearing and/or visual difficulties.

Questions 25–28: Visitor Experience

Respondents were asked if their visit to Grand Teton met their expectations (Figure 31).
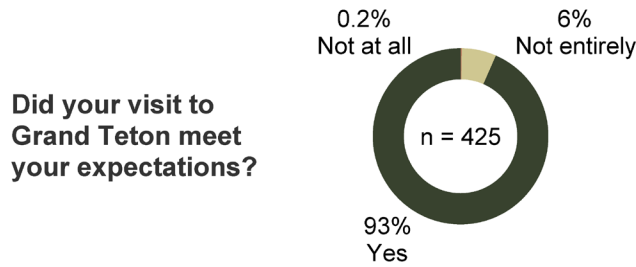
Figure 31. Meeting Grand Teton expectations.

- The majority of respondents (93%) reported that their visit to Grand Teton met their expectations, while 6% of respondents said it did not meet their expectations entirely, and less than 1% of respondents indicated that it did not meet their expectations at all.

- In an open-ended follow-up question, respondents who indicated that Grand Teton 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 Grand Teton 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?

Rating Category	n=	1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree nor Disagree	4 - Somewhat Agree	5 - Strongly Agree	Don't know / not sure
				Percent Responding			
Grand Teton is a safe place to visit	427	1%	1%	3%	12%	82%	2%
Natural resources in Grand Teton are in pristine condition	422	0.5%	3%	6%	29%	58%	3%
Historical and cultural features in Grand Teton are well maintained/preserved	425	1%	2%	11%	28%	45%	13%
Vandalism and crime are not a problem at Grand Teton	428	3%	3%	14%	13%	38%	29%
Grand Teton is too crowded	423	6%	21%	27%	33%	10%	2%
Development of adjacent areas detracts from visitors' experience at Grand Teton	423	21%	23%	21%	13%	6%	16%
Grand Teton is not accessible to a person with physical disabilities	423	7%	13%	23%	11%	2%	44%
The entrance fee for Grand Teton is too high	425	33%	15%	34%	5%	1%	12%

Figure 32. Rating Grand Teton experience. Tabular data shown in this figure are presented in Appendix A, Table A-10.

- From all the statements listed, "Grand Teton is a safe place to visit" received the most consensus with a combined 94% of respondents saying they either strongly or somewhat agree with it. That was followed by "natural resources in Grand Teton are in pristine condition" and "Historical and cultural features in Grand Teton are well maintained/preserved" (87% and 73% of respondents, respectively, strongly or somewhat agreed with these statements).

- Conversely, "Grand Teton is not accessible to a person with physical disabilities" and "the entrance fee for Grand Teton is too high" received the least agreement, with 13% and 6%, respectively, of respondents either somewhat or strongly agreeing with these statements. Comparatively, 20% and 48%, respectively, of respondents strongly or somewhat disagreed with each of those of statements.

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

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Grand Teton?

				Percent Responding			
Rating Category	n=	1 - Very poor	2 - Poor	3 - Average	4 - Good	5 - Very good	Not used or not available
Outdoor recreation	412	0.2%	0.2%	3%	12%	69%	15%
Park map or brochure	423		0.5%	4%	23%	63%	9%
Walkways, trails, and roads	421		0.2%	7%	27%	62%	3%
Visitor Center	423			3%	18%	62%	17%
Value for entrance fee paid	423			7%	18%	61%	14%
Assistance from park employees	424		0.5%	3%	18%	52%	26%
Exhibits (indoor and outdoor)	421			5%	26%	52%	17%
Learning about nature, history, or culture	412	0.2%	1%	8%	24%	45%	22%
Restrooms	422		1%	15%	31%	45%	7%
Commercial services in the park	419	0.2%	4%	16%	26%	29%	25%
Campgrounds and/or picnic areas	416			4%	17%	27%	52%
Ranger programs	417		0.2%	2%	7%	15%	76%
Other services (if specified)	54	4%	2%	2%	2%	7%	83%

Figure 33. Rating the quality of Grand Teton facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, Table A-11.

- Over half of visitors (ranging from 52% to 69%) rated the outdoor recreation, the park map or brochure, walkways, trails, and roads, visitor centers, the value for the entrance fee paid, assistance from park employees, and exhibits (both indoor and outdoor) as very good.

- Conversely, fewer than half of visitors rated learning about nature, history, or culture, the restrooms, commercial services in the park, campgrounds and/or picnic areas, and ranger programs as very good. For these ratings categories, visitors frequently indicated that they were either good, or not used/not available during their time in the park.

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 Grand Teton?

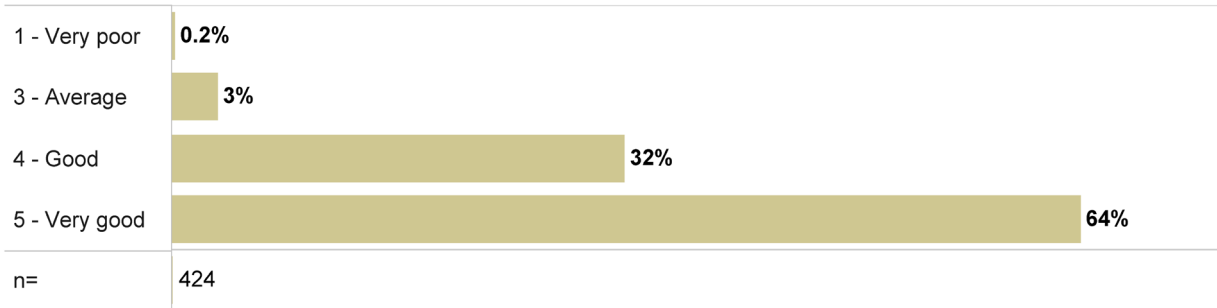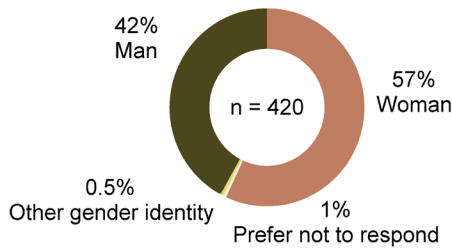|	
1 - Very poor	0.2%
3 - Average	3%
4 - Good	32%
5 - Very good	64%
n=	424

Figure 34. Rating overall quality of Grand Teton facilities, visitor services, and recreational opportunities.

- In general, nearly two-thirds of respondents (64%) rated the quality of the park facilities, visitor services, and recreational opportunities in Grand Teton as very good, and another 32% rated them as good for a combined 96%.

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 35 depicts descriptive statistics for respondent gender, age, and education.

What is your gender?

42% Man
57% Woman
n = 420
0.5% Other gender identity
1% Prefer not to respond

What is your age?

18-24	2%
25-34	10%
35-44	19%
45-54	23%
55-64	24%
65-74	18%
75 or older	4%
n=	425

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

Less than high school/some high school	0.2%
High school graduate	5%
Vocational/trade school certificate	2%
Some college	9%
Associate Degree (AA, AS, etc.)	7%
Bachelor's Degree (BA, BS, AB, etc.)	36%
Master's Degree (MS, MA, MEd, etc.)	30%
Professional Degree (MD, DD, etc.)	6%
Doctorate Degree (PhD, EdD, etc.)	5%
n=	414
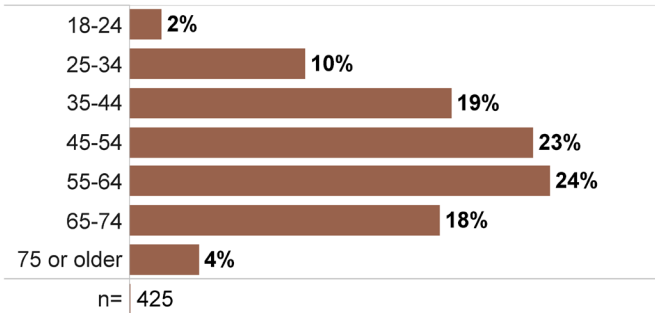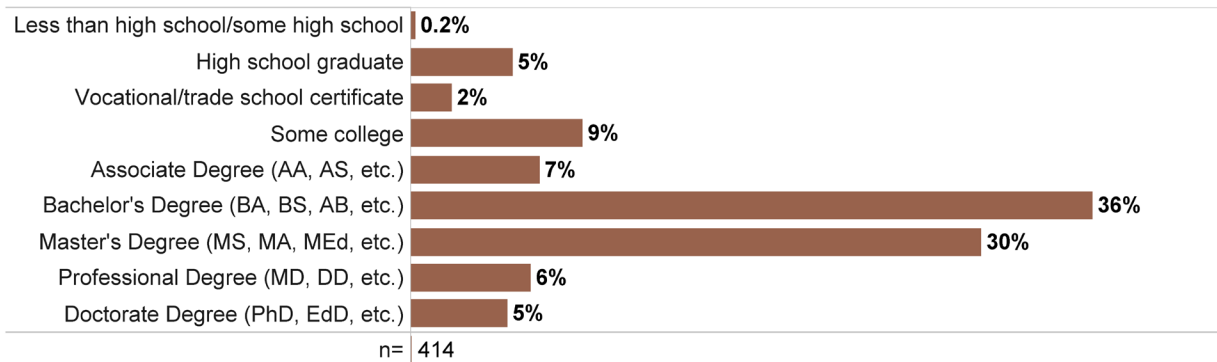
Figure 35. Respondent demographics: gender, age, and level of education.

- Follow-up survey respondents were slightly more likely to be women than men, though the sample was relatively balanced (57% vs 42%). Another 1% preferred not to disclose their gender identity, while less than 1% had another gender identity.
- The most common age categories were 55–64 years old (24%), 45–54 years old (23%), and 35–44 years old (19%). The least represented age group were those between 18–24 years old (only 2% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 84% having some college degree, and 41% holding some form of an advanced degree (i.e., Master's degree, professional degree, doctorate 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

White	90%
Asian	7%
Some other race	2%
American Indian or Alaska Native	1%
Black or African American	1%
Native Hawaiian and other Pacific Islander	0.2%
n=	412

Are you of Hispanic, Latino or Spanish Origin?

6% Yes
n = 416
94% No
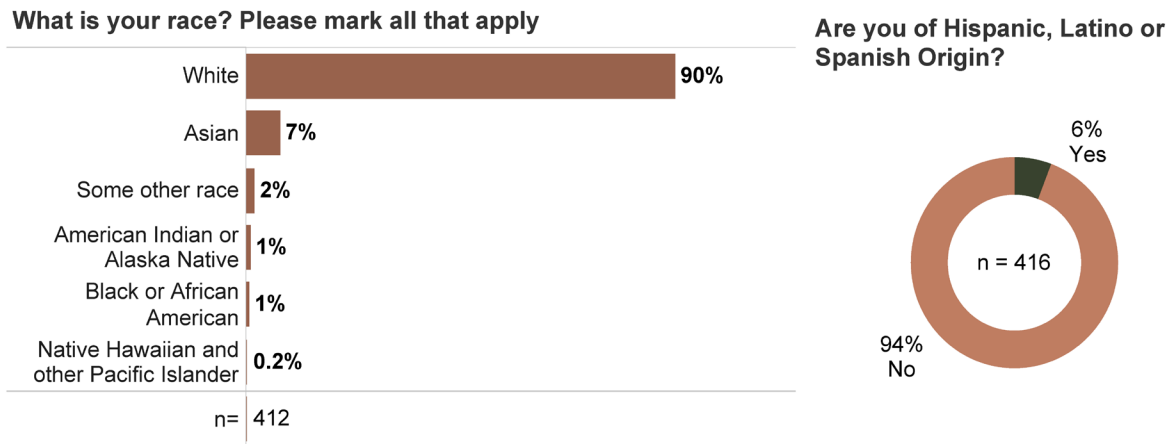
Figure 36. Respondent demographics: race and ethnicity.

- The majority of respondents (90%) were White, while 7% were of Asian descent.
- 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?

1 person	10%
2 people	51%
3-5 people	34%
6-9 people	5%

n= 412

Summary Statistics (People):
Min.	Max.	Median
1	9	2

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

1 person	28%
2 people	72%
3-5 people	0.2%

n= 408

Summary Statistics (People):
Min.	Max.	Median
1	3	2

Which category best represents your annual household income?

Less than $25,000	1%
$25,000 to $49,999	6%
$50,000 to $74,999	11%
$75,000 to $99,999	16%
$100,000 to $149,999	18%
$150,000 to $199,999	13%
$200,000 or more	21%
Do not wish to answer	15%

n= 415

Figure 37. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, Table A-12.

- The majority of respondents (51%) had two people in their household, followed by 3–5 people (another 34%).
- In addition to being highly educated, Grand Teton visitors are also fairly affluent. Over half of respondents (52%) reported that their annual household income was at or above $100,000, with 21% of respondents reporting an annual income of $200,000 or more. At the time of this report, the Census reported median household income is $70,784.
- Most respondents (72%) came from a dual-income household.

Finally, respondents were asked about their language preference (Figure 38).

When visiting an area such as this park, what language do you prefer to use?

For reading:

0.5% Other language

n = 416

99.5% English

For speaking:

0.5% Spanish

n = 421

99.5% English
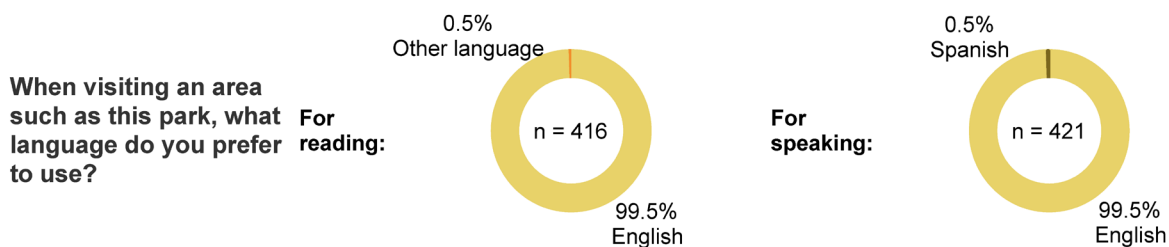
Figure 38. Respondent's language preference.

- While 6% of respondents were of Hispanic, Latino or Spanish, the overwhelming majority of respondents (99.5%) preferred to use English both for reading and speaking when visiting an area such as Grand Teton.
- Less than 1% of respondents preferred Spanish for either reading and/or speaking.

Appendix A: Accessible Tables

This appendix contains accessible tables with data from 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 in the local area around Grand Teton, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Backcountry Camping in Grand Teton	8	1	6	3
Camping in Grand Teton	163	1	90	3
Camping outside Grand Teton	197	1	60	3
Lodging in Grand Teton	96	1	7	2
Lodging outside Grand Teton	601	1	42	3
Unpaid accommodations	34	1	50	5

Table A-2. Data from Figure 8. Number of adults and children in respondent's personal group while visiting Grand Teton.

Age Category	n	Min.	Max.	Median
Adults	1240	1	20	2
Children	1240	0	13	0

Table A-3. Data from Figure 15. Number of people in respondent's vehicle when entering Grand Teton.

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 Grand Teton?	1138	1	13	3
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Grand Teton?	47	1	8	2
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Grand Teton?	11	1	2	2

Table A-4. Data from Figure 16. Previous visits to Grand Teton.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Grand Teton over the past 12 months?	480	1	350	1
[If not first-time visitor] Including this visit, how many visits have you made to Grand Teton over the past five years?	480	1	1750	2

Table A-5. Data from Figure 17. 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?	1222	0	2083	2

Table A-6. Data from Figure 24. Reasons or motivations to visit Grand Teton.

Rating Category	n
To visit a National Park Service site	415
To experience solitude	413
To hear the sounds of nature/quiet	418
To learn more about nature	416
To learn more about American history and culture	415
To spend time with family/friends	420
To get physical exercise	416
To view wildlife or natural scenery	424
To relax	420
To view dark night sky/stars	400
Other (if specified)	37

Table A-7. Data from Figure 27. Use of personal electronic devices while visiting Grand Teton.

Device Use	n
Make/receive a cell phone call	414
Send/receive a text message	424
Search the internet/email	412
GPS/Navigation	418
Share pics/videos/audio via social media	411
Listen to/use an NPS podcast	370
Other (if specified)	62

Table A-8. Data from Figure 28. The importance of use of personal electronic devices while visiting Grand Teton.

Device Use	n
Make/receive a cell phone call	416
Send/receive a text message	418
Search the internet/email	413
GPS/Navigation	410
Share pics/videos/audio via social media	397
Listen to/use an NPS podcast	373
Other (if specified)	35

Table A-9. Data from Figure 29. Quality of service of personal electronic devices while visiting Grand Teton.

Device Use	n
Make/receive a cell phone call	379
Send/receive a text message	379
Search the internet/email	375
GPS/Navigation	374
Share pics/videos/audio via social media	361
Listen to/use an NPS podcast	328
Other (if specified)	68

Table A-10. Data from Figure 32. Rating Grand Teton experience.

Rating Category	n
Grand Teton is a safe place to visit	427
Grand Teton is too crowded	423
Natural resources in Grand Teton are in pristine condition	422
The entrance fee for Grand Teton is too high	425
Vandalism and crime are not a problem at Grand Teton	428
Grand Teton is not accessible to a person with physical disabilities	423
Historical and cultural features in Grand Teton are well maintained/preserved	425
Development of adjacent areas detracts from visitors' experience at Grand Teton	423

Table A-11. Data from Figure 33. Rating the quality of Grand Teton facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	423
Exhibits (indoor and outdoor)	421
Restrooms	422
Walkways, trails, and roads	421
Campgrounds and/or picnic areas	416
Assistance from park employees	424
Park map or brochure	423
Ranger programs	417
Value for entrance fee paid	423
Commercial services in the park (food, lodging, gifts, rental, etc.)	419
Other services (if specified)	54
Learning about nature, history, or culture	412
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	412

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

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	412	1	9	2
Including yourself, how many people contribute to your annual household income?	408	1	3	2

Appendix B: Intercept Survey

This appendix contains the text version of the intercept survey administered via tablet in Grand Teton National Park from July 7th to 17th, 2022. Visitors were asked questions verbally by an interviewer, and responses were entered in a tablet form.

Intercept Survey — Grand Teton National Park

Interviewer script: *Hello, I am working with Grand Teton conducting a 5-minute survey to improve visitor experiences in the park. May I ask you some questions about your Grand Teton experience?* (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers yes, read the following script):

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224 and this number is valid through 5/31/2023. Secondly, your participation is voluntary, and your name will never be connected with your individual responses. This survey will only take about five minutes of your time today.

(If the visitor answers no, read the following script):

Ok, would you please answer just three short questions for us? (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers no, thank them for their time):

(If the visitor answers yes, ask the non-response bias questions):

- Are you a permanent or seasonal resident of the local area around Grand Teton? (multiple choice, please choose one response)
  - Yes
  - No
- Do you currently live in the United States? (multiple choice, please choose one response)
  - Yes
  - No
- 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 Grand Teton and/or within the local area? (multiple choice, please choose one response)

- ○ Yes
- ○ No

(If the visitor agrees to take the full survey, read the following survey questions):

1) **Are you a permanent or seasonal/second home resident of the local area around Grand Teton? (Multiple choice, please choose one response)**
   - Yes, I am a permanent resident
     - ○ *(If answer is yes)* What is your ZIP Code in the local area? (text field)
   - Yes, I am a seasonal/second home resident
     - ○ *(If answer is yes)* What is your ZIP Code in the local area? (text field)
   - No, I am not a permanent or seasonal resident of the local area around Grand Teton

2) *(If respondent is not a permanent or seasonal resident)* **Do you currently live in the United States? (Multiple choice, please choose one response)**
   - No
     - ○ *(If answer is no)* What is your country of origin? (select country from drop-down list)
   - Yes
     - ○ *(If answer is yes)* What is the ZIP code of your permanent residence? (text field)

3) *(If respondent is not a permanent or seasonal resident)* **Was your visit to Grand Teton the primary purpose for your overall trip away from home? (Multiple choice, please choose one response)**
   - Yes
   - No
     - ○ *(If answer is no)* Was your visit to Grand Teton…? (Multiple choice, please choose one response)
       - ■ The primary reason you came to the local area
       - ■ One of two or more equally important reasons you came to the local area
       - ■ An incidental or spontaneous stop

4) *(If respondent is not a permanent or seasonal resident)* **How many days are you planning to spend in the local area (including the days you spend in Grand Teton) on this trip away from home?**
   - Number of days (text field)

5) **On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence in Grand Teton and/or within the local area? (Multiple choice, please choose one response)**

- Yes
- No

6) ***(If respondent is staying overnight)*** **On this trip, what type of accommodations do you expect to use while in the local area, including any nights spent in Grand Teton? (Multiple choice, please choose all that apply)**

- Backcountry Camping in Grand Teton
  - Number of nights (text field)
- Camping in Grand Teton
  - Number of nights (text field)
  - *(If respondent selects camping in Grand Teton)* In which campground(s) did you or will you stay? (multiple choice, please choose all that apply)
    - Gros Ventre Campground
    - Jenny Lake Campground
    - Signal Mountain Campground
    - Colter Bay Campground
    - Colter Bay RV Park
    - Colter Bay Group Campsite
    - Lizard Creek Campground
- Camping outside Grand Teton in the local area
  - Number of nights (text field)
- Lodging in Grand Teton (e.g., hotels, cabins)
  - Number of nights (text field)
  - *(If respondent selects lodging in Grand Teton)* What is the name of the lodge where you stayed?
    - American Alpine Club/Grand Teton Climber's Ranch
    - Colter Bay Cabins
    - Jackson Lake Lodge
    - Jenny Lake Lodge
    - Signal Mountain Lodge
    - Triangle X Ranch

- Lodging outside Grand Teton in the local area (e.g., hotels, cabins, vacation rentals)
  - Number of nights (text field)
- Unpaid accommodations (e.g., family and friends)
  - Number of nights (text field)

7) *(If accommodation = staying in Grand Teton)* **What time did you arrive in Grand Teton on the first day of your stay?**
- Time (text field)

8) *(If accommodation = staying in Grand Teton)* **What time of day do you plan to leave Grand Teton on the last day of your stay?**
- Time (text field)

9) **Including yourself, how many people are in your personal group as you visit Grand Teton?**
Note: Your personal group is you and companions with whom you visited Grand Teton on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group. (choices below)
- Number of adults (text field)
- Number of children (text field)

10) **What are the ages of each of the adults in your group?** Note: ages will be collected for a max of 6 adults per group.
- Age of respondent (text field)
- Age of adult 2 (text field)
- Age of adult 3 (text field)
- Age of adult 4 (text field)
- Age of adult 5 (text field)
- Age of adult 6 (text field)

11) *(If at least 1 child is in the group)* **What are the ages of each of the children in your group?**
Note: ages will be collected for a max of 6 children per group
- Age of child 1 (text field)
- Age of child 2 (text field)
- Age of child 3 (text field)
- Age of child 4 (text field)
- Age of child 5 (text field)
- Age of child 6 (text field)

12) Including yourself, how many people in your personal group split the trip expenses?

- Number of people (text field)

13) Which communities have you already visited or do you plan to visit outside Grand Teton while in the local area? (Multiple choice, please choose all that apply)

- Jackson
- West Yellowstone
- Teton Village
- Cody
- Driggs
- Victor
- Dubois
- Alpine
- Pinedale
- Lander
- Riverton
- Kemmerer
- Other — please specify (text field)
- Don't know
- I do not plan to visit any communities in the local area

14) *(If accommodation is outside of Grand Teton, and if respondents select anything besides "I do not plan to visit any communities in the local area" on Question 17)* **What communities are closest to where you stayed or are staying at your accommodation(s) outside Grand Teton in the local area? (Multiple choice, please choose all that apply)**

- Jackson
- West Yellowstone
- Teton Village
- Cody
- Driggs
- Victor
- Dubois
- Alpine
- Pinedale
- Lander
- Riverton

- Kemmerer
- Other — please specify (text field)

15) On this trip, do you plan to visit Grand Teton for more than one day? (Multiple choice, please choose one response)
- Yes
  - *(If answer is yes)* How many days do you plan to spend within Grand Teton on this trip?
    - Number of days (text field)
  - *(If answer is yes)* On how many different days do you expect to enter the park?
    - Number of different days entered Grand Teton (text field)
- No
  - *(If answer is no)* Do you plan to spend one hour or more within Grand Teton today? (Multiple choice, please choose one response)
    - Yes
      - *(If answer is yes)* How many hours do you plan to spend within Grand Teton today?
        - Number of hours (text field)
    - No
      - *(If answer is no)* How many minutes do you plan to spend within Grand Teton today?
        - Number of minutes (text field)

16) Did you, or do you plan to, leave and re-enter the park today? (Multiple choice, please choose one response)
- Yes
  - *(If answer is yes)* How many times?
    - Number of times (text field)
- No

17) Which was the most recent entrance you used to enter the park? (Multiple choice, please choose one response)
- Moose Entrance
- Moran Entrance
- John D. Rockefeller, Jr. Memorial Parkway/North Entrance
- Granite Entrance
- Multi-use trail near Jackson National Fish Hatchery
- Multi-use trail near Moose Entrance

18) Considering your visit _today_, have you been to or do you plan to visit any of the following locations within Grand Teton? (Multiple choice, please choose all that apply)

- Moose Entrance
- Moran Entrance
- John D. Rockefeller, Jr. Memorial Parkway/North Entrance
- Granite Entrance
- Multi-use trail near Jackson National Fish Hatchery
- Multi-use trail near Moose Entrance
- Colter Bay Visitor Center
- Jenny Lake Visitor Center
- Craig Thomas Discovery and Visitor Center

19) Which of the following forms of transportation did you personally use to enter Grand Teton today? (Multiple choice, please choose one response)

- Car, truck, or SUV (e.g., standard private vehicle)
  - _(If answer is car, truck or SUV)_ Number of people in vehicle (text field)
- Recreational vehicle or motorhome
  - _(If answer is_ recreational _vehicle or motorhome)_ Number of people in vehicle (text field)
- Commercial tour bus
- Commercial tour van
- Shuttle
- School bus or church bus/van
- Train or long-distance passenger bus
- Bicycle
- Electric Bicycle
- Water-based transportation
  - _Personal boat_
  - _Canoe/kayak_
  - _Raft_
  - _Other — please specify (text field)_
- Motorcycle
  - _(If answer is motorcycle)_ Number of people in vehicle (text field)
- Walk/hike
- Other — Please specify (text field)

20) *(If respondent selected commercial tour bus or commercial tour van)* **Was your commercial tour bus or tour van booked as a package vacation? (Multiple choice, please choose one)**

- Yes
  - *(If answer is yes)* What is the total cost of the package vacation for your personal group?
    - Dollar amount (text field)
  - *(If answer is yes)* What is the total length of your package vacation?
    - Number of days (text field)
  - *(If answer is yes)* Did your package vacation include lodging (e.g., hotels, lodges, house)? (Multiple choice, please choose one)
    - Yes
    - No
    - Unsure
  - How many people in your personal group were on the package vacation?
    - Number of people (text field)
- No

21) Are you a first-time visitor to Grand Teton? (Multiple choice, please choose one)

- Yes
- No
  - *(If answer is no)* Including this visit, how many visits have you made to Grand Teton over the past 12 months?
    - Number of visits (text field)
  - *(If answer is no)* Including this visit, how many visits have you made to Grand Teton over the past five years?
    - Number of visits (text field)

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

  - Number of visits (text field)

Interviewer script:
Thank you for your time. To record a more complete picture of your Grand Teton visit, we ask you to please take this mail-back survey and complete it after your trip. You can participate either by completing the paper form and mailing it in the postage-paid envelope, or online through a password-protected website. The website information is provided on a slip of paper inside the survey packet.

Because your opinion is important to us, we send replacement surveys if you lost your survey and reminders if you forgot to complete it when you returned home. Would you be willing to share your home address or email to send a reminder or replacement survey in the following weeks? Your information is confidential, and your results will be only reported in the aggregate.

- First name (text field)
- Address (text field)
- Email (text field)

Appendix C: Follow-up Survey

This appendix contains the follow-up survey distributed to visitors after fieldwork in Grand Teton National Park in Summer of 2022. This questionnaire was available as both a paper mail-back survey and as an online format.

Grand Teton National Park
Visitor Survey

On your recent visit to Grand Teton National Park, you agreed to participate in a survey from NPS about your trip. **Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire**. In this questionnaire, your personal group is defined as you and anyone with whom you visited Grand Teton on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A visit is defined as the day in which you were contacted to complete the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to Grand Teton.

Trip Description

1. **Prior to this trip, how did you obtain information about Grand Teton? (Please mark all that apply.)**

   ☐ Did not obtain information prior to this visit
   ☐ Previous visits
   ☐ Friends/relatives/word of mouth
   ☐ Inquiry to park via phone, mail, or email
   ☐ Official Grand Teton website (nps.gov/GRTE)
   ☐ Other website (please specify): _____
   ☐ Local businesses (hotels, restaurants, etc.)
   ☐ Maps/brochures
   ☐ Newspaper/magazine articles
   ☐ Other units of the National Park System (NPS)

   ☐ School class/program
   ☐ Social media (such as Facebook, Twitter, etc.)
   ☐ State welcome center/visitor bureaus/chamber of commerce
   ☐ Travel guides/tour books (such as AAA, etc.)
   ☐ Television/radio programs/DVDs
   ☐ Online travel agent
   ☐ Cruise ship
   ☐ Live here/grew up here
   ☐ Other (please specify): _____

2. **Did you have the information about Grand Teton you needed on this trip? (Mark one.)**

   ☐ Yes
   ☐ No (Please specify the information you needed but didn't have on this trip:)

   _____

   _____

3. **From the list below, select all forms of transportation you personally used to travel from your home to Grand Teton on this trip. (Please mark all that apply.)**

   ☐ Car, truck, or SUV
   ☐ RV or motorhome
   ☐ Airplane
   ☐ Commercial tour bus
   ☐ Commercial tour van
   ☐ Church, school, or similar group bus/van
   ☐ Taxi/other rideshare options (e.g., Uber, Lyft, etc.)
   ☐ City bus or subway
   ☐ Train or long-distance passenger bus
   ☐ Bicycle
   ☐ Motorcycle

   ☐ Water-based transportation (mark all that apply)
      ☐ Cruise ship
      ☐ Ferry
      ☐ Tour boat
      ☐ Personal boat
      ☐ Motorboat
      ☐ Sailboat
      ☐ Canoe/kayak
      ☐ Other (please specify): _____
   ☐ Walk/hike
   ☐ Other (please specify): _____

4. **What type of group were you with during your visit to Grand Teton on the day you were contacted for this survey? (Mark one.)**

   ☐ Alone
   ☐ Significant other/spouse
   ☐ Friends

   ☐ Family
   ☐ Family and friends
   ☐ Other (please specify): _____

Figure C-1. Page 1 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Grand Teton National Park: Text Version.

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in Grand Teton's local area and elsewhere in the US (outside Grand Teton's local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around Grand Teton. The local area includes all communities within the highlighted region.

5. **How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to Grand Teton?**
    _____ number of days

6. **Of these days spent away from home, how many days were spent in the local area (including days spent in Grand Teton) shown on the map?**
    _____ number of days

7. **Please estimate how much money the group you shared expenses with (or covered expenses for) spent in the following areas during your trip away from home: (1) Grand Teton and the local communities surrounding Grand Teton, and (2) elsewhere in the U.S. outside Grand Teton's local area.**

    (If you did not spend anything in a category, please enter "0".)

    > **Local Area Residents**: If you are a permanent or seasonal/second home resident, please only include local area expenditures that were directly related to your trip to Grand Teton when you received this survey.
    > **Package Vacationers**: For this question, don't include any expenditures that were included as part of your package vacation cost (that you reported when interviewed at Grand Teton).

Expenses	Amount spent in Grand Teton and nearby communities ($US) *(shown on map)*	Amount spent elsewhere in US during your trip to the Grand Teton area ($US) *(outside local area)*
National Park entrance fee or annual parks pass		
Gas and oil (e.g., auto, RV, boat, etc.)		
Electric vehicle charging expenses		
Rental car		
Taxis, rideshares, shuttles, parking, and public transportation		
Restaurants and bars		
Groceries and convenience foods		
Hotels, motels, resorts		
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)		
Camping fees (tent, RV)		
Souvenirs, clothing, supplies, other retail		
Equipment rental		
Guides and tour fees		
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)		
Other expenditures (Please describe below): _____		
Airline tickets from home (Which airport did you fly into?): _____		

Figure C-2. Page 2 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Grand Teton National Park: Text Version.

8. **How many people (adults and children), including yourself, were covered by the spending estimates you provided above?**

_____ number of people (adults and children)

9. **If you did not list any expenditures for local area or elsewhere, please indicate why you did not answer. (Mark one per row.)**

	I did not spend any money	I do not know or remember	Prefer not to answer	N/A
A. In the Local Area	☐	☐	☐	☐
B. Elsewhere in the US	☐	☐	☐	☐

10. **On this trip to Grand Teton, which one of the following entrance fees applied to you personally? (Mark one.)**

☐ Did not pay a fee or use a pass to enter the park
☐ 7-day entrance pass
☐ Annual pass for Grand Teton National Park
☐ America the Beautiful – National Parks and Federal Lands (NPS Annual Pass)

☐ Senior Pass, Access Pass, or Military Pass
☐ Fee was included in Tour Package
☐ One-day fee (e.g., single-day entry fee)
☐ Don't know/Unsure
☐ Other (please specify): _____

11. **On how many *different days* did you enter Grand Teton on this trip? (Enter 1 if you only were in the site for one day).**

☐☐ Different days entered

Trip Planning and Motivations

12. **Did you visit any other National Park Service sites on your trip away from home? (Mark one.)**

☐ Yes (Please specify which sites, below):   **OR**   ☐ No

_____

_____

13. **On this trip, in which of the following activities did you personally participate while visiting Grand Teton?   (Please mark all that apply.)**

☐ (1) Viewing scenery, natural features, etc.
☐ (2) Viewing wildlife
☐ (3) Viewing grizzly bear #399
☐ (4) Viewing night skies
☐ (5) Listening to soundscapes
☐ (6) Creative arts (photography, drawing, painting, writing)
☐ (7) Visiting a cultural or historic site
☐ (8) Driving for pleasure
☐ (9) Hiking
☐ (10) Road cycling
☐ (11) Running/jogging
☐ (12) Fishing – Lake(s)
☐ (13) Fishing – River (s)
☐ (14) Non-motorized water travel (rafting, kayaking, canoeing, paddle boarding, etc.) (please specify): _____

☐ (15) Motorized water travel (e.g., boating) (please specify): _____
☐ (16) Family gathering (e.g., reunion, wedding)
☐ (17) Picnicking
☐ (18) Water play (swimming, beach/shore activities, etc.) (please specify): _____
☐ (19) Technical climbing (rock climbing, bouldering, mountaineering, etc.) (please specify): _____
☐ (20) Horseback riding
☐ (21) Other (please specify): _____
☐ (22) Other (please specify): _____
☐ (23) Other (please specify): _____

14. **Of the activities listed in Question 13, which was your *primary activity* during your visit to Grand Teton this trip on the day you were contacted for the survey?**

_____ activity number   **OR**   ☐ I did not have a primary activity on this trip to Grand Teton

Figure C-3. Page 3 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Grand Teton National Park: Text Version.

15. **People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting Grand Teton on this trip? (<u>Mark one per row</u>.)**

	<u>Not at all Important</u> (1)	<u>Slightly Important</u> (2)	<u>Moderately Important</u> (3)	<u>Very Important</u> (4)	<u>Extremely Important</u> (5)
1) To visit a National Park Service site	☐	☐	☐	☐	☐
2) To experience solitude	☐	☐	☐	☐	☐
3) To hear the sounds of nature/quiet	☐	☐	☐	☐	☐
4) To learn more about nature	☐	☐	☐	☐	☐
5) To learn more about American history and culture	☐	☐	☐	☐	☐
6) To spend time with family/friends	☐	☐	☐	☐	☐
7) To get physical exercise	☐	☐	☐	☐	☐
8) To view wildlife or natural scenery	☐	☐	☐	☐	☐
9) To relax	☐	☐	☐	☐	☐
10) To view dark night sky/stars	☐	☐	☐	☐	☐
11) Other (Please specify:) _____	☐	☐	☐	☐	☐

16. **Of the reasons listed in Question 15, which was the *<u>most important reason</u>* for you to visit Grand Teton on this trip?**

_____ number most important reason from Q15

Park Activities, Programs, and Services

17. **On this trip, in which of the following programs and services did you personally participate within Grand Teton? (<u>Please mark all that apply</u>.)**

☐ Attending a ranger-led activity, such as a tour or talk
☐ Talking informally with a ranger
☐ Viewing outdoor exhibits
☐ Viewing indoor exhibits
☐ Attending a cultural demonstration or performance
☐ Reading the park brochure or newspaper
☐ Going to a visitor center
☐ Watching movies or videos about the park

☐ Participating with a child in your group in the Junior Ranger program
☐ Participating in the Junior Ranger program
☐ Obtaining a National Park passport stamp
☐ Listening to an audio tour or podcast
☐ Using the National Park Service App
☐ Other (please specify): _____

18. **On this visit to Grand Teton, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (<u>Mark one</u>.)**

☐ Yes (Please specify subjects you learned about:)   **OR**   ☐ No

_____
_____

19. **If you were to visit Grand Teton in the future, are there specific subjects you would like to learn about? (<u>Mark one</u>.)**

☐ Yes (Please specify subjects you would like to learn about:)   **OR**   ☐ No

_____
_____

Figure C-4. Page 4 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Grand Teton National Park: Text Version.

20. Did you use a personal electronic device while in Grand Teton to do any of the following actions? (<u>Mark one per row</u>.)

	Yes	No	Don't know
Make/receive a cell phone call	☐	☐	☐
Send/receive a text message	☐	☐	☐
Search the internet/email	☐	☐	☐
GPS/Navigation	☐	☐	☐
Share pics/videos/audio via social media	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐
Other (please specify): _____	☐	☐	☐

21. How important to you was it during your visit to Grand Teton to use personal electronic devices to do each of the following, and how would you rate the quality of the service to do each?
(For each item, please *Mark one for importance* and *one for quality of service*.)

	IMPORTANCE					QUALITY OF SERVICE					
	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	No Service	Poor	Average	Good	Very Good	Not Applicable
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)	(X)
Make/receive a cell phone call	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Send/receive a text message	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Search the internet/email	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
GPS/Navigation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Share pics / videos / audio via social media	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (please specify): _____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

22. 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 Grand Teton? (<u>Mark one</u>.)

a. ☐ Yes   ☐ No **[Go to Question 23]**

b. What activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

_____

_____

c. Because of the physical condition, which specific difficulties did the person(s) have. (<u>Please mark all that apply.</u>)
- ☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
- ☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

Figure C-5. Page 5 of the follow up mail-back survey. A full text version of this survey is available in the next section, <u>Follow Up Survey — Grand Teton National Park: Text Version</u>.

The following two questions identify the strengths and weaknesses in the site's visitor experience. Grand Teton managers rely on this information to make decisions that benefit the general public.

23. What did you like the most about your visit to Grand Teton?

1. _____

2. _____

3. _____

☐ Not applicable

24. What did you like the least about your visit to Grand Teton?

1. _____

2. _____

3. _____

☐ Not applicable

25. Did your visit to Grand Teton meet your expectations? (<u>Mark one</u>.)

☐ Yes
☐ Not entirely (please explain below:)

_____

_____

☐ Not at all (please explain below:)

_____

_____

26. To what extent do you agree or disagree with each of the following statements? (<u>Mark one per row</u>.)

	<u>Strongly disagree</u> (1)	<u>Somewhat disagree</u> (2)	<u>Neither agree nor disagree</u> (3)	<u>Somewhat agree</u> (4)	<u>Strongly agree</u> (5)	<u>Don't know/Not Sure</u> (X)
Grand Teton is a safe place to visit	☐	☐	☐	☐	☐	☐
Grand Teton is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in Grand Teton are in pristine condition	☐	☐	☐	☐	☐	☐
The entrance fee for Grand Teton is too high	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem at Grand Teton	☐	☐	☐	☐	☐	☐
Grand Teton is not accessible to a person with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in Grand Teton are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experience at Grand Teton	☐	☐	☐	☐	☐	☐

Figure C-6. Page 6 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Grand Teton National Park: Text Version.

27. How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Grand Teton? (<u>Mark one per row</u>.)

	Very Poor (1)	Poor (2)	Average (3)	Good (4)	Very Good (5)	Not Used or Not Available (X)
Park Facilities						
Visitor Center	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Walkways, trails, and roads	☐	☐	☐	☐	☐	☐
Campgrounds and/or picnic areas	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park employees	☐	☐	☐	☐	☐	☐
Park map or brochure	☐	☐	☐	☐	☐	☐
Ranger programs	☐	☐	☐	☐	☐	☐
Value for entrance fee paid	☐	☐	☐	☐	☐	☐
Commercial services in the park (food, lodging, gifts, rental, etc.)	☐	☐	☐	☐	☐	☐
Other services (Please specify: _____)	☐	☐	☐	☐	☐	☐
Recreation Opportunities						
Learning about nature, history, or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	☐	☐	☐	☐	☐	☐

28. Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Grand Teton? (<u>Mark one</u>.)

☐ (1) Very poor ☐ (2) Poor ☐ (3) Average ☐ (4) Good ☐ (5) Very good

29. This park was established because of its significance to the nation. In your opinion, what is that national significance of this park?

_____

_____

Background/Demographics

30. If you live in the US, what is your ZIP code? If not US, what is your country of residence?

ZIP Code ☐☐☐☐☐   OR   Country _____

31. What is your age? ☐☐☐ Years

Continue to back page

Figure C-7. Page 7 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Grand Teton National Park: Text Version.

32. What is your gender? (<u>Mark one</u>.)

☐ Man
☐ Woman
☐ I prefer to self-describe as: _____
☐ Prefer not to respond

33. Are you of Hispanic, Latino, or Spanish origin? (<u>Mark one</u>.)

☐ Yes   ☐ No

34. What is your race? (<u>Please mark all that apply</u>.)

☐ American Indian or Alaska Native	☐ Native Hawaiian and other Pacific Islander
☐ Asian	☐ White
☐ Black or African American	☐ Some other race (please describe): _____

35. What is the highest degree or level of school you have completed? (<u>Mark one</u>.)

☐ Less than high school/some high school	☐ Bachelor's Degree (BA, BS, AB, etc.)
☐ High school graduate	☐ Master's Degree (MS, MA, MEd, etc.)
☐ Vocational/trade school certificate	☐ Professional Degree (MD, DD, etc.)
☐ Some college	☐ Doctorate Degree (PhD, EdD, etc.)
☐ Associate Degree (AA, AS, etc.)	

36. Which of these categories best represents your annual household income? (<u>Mark one</u>.)

☐ Less than $25,000	☐ $100,000 to $149,999
☐ $25,000 to $49,999	☐ $150,000 to $199,999
☐ $50,000 to $74,999	☐ $200,000 or more
☐ $75,000 to $99,999	☐ Do not wish to answer

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

☐☐ people

38. Including yourself, how many people (adults and children) are in your household?

☐☐ people

39. When visiting an area such as Grand Teton, what language do you prefer to use? (<u>Mark one for speaking</u> and <u>one for reading</u>.)

	ENGLISH	SPANISH	OTHER
Speaking	☐	☐	☐
Reading	☐	☐	☐

If you marked other for speaking and/or reading, please specify which language:

_____

40. Is there anything else you would like to tell us about Grand Teton National Park's facilities, services, or recreational opportunities?

_____
_____
_____
_____
_____
_____

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

Figure C-8. Page 8 of the follow up mail-back survey. A full text version of this survey is available in the next section, Follow Up Survey — Grand Teton National Park: Text Version.

Follow Up Survey — Grand Teton: Text Version

The text below contains a full description of the mail-back survey. The survey could either be completed by pencil/pen on the paper version, or online using a Qualtrics web version.

Text version of the mail-back survey ([Figures C-1 to C-8](#)):

On your recent visit to Grand Teton you agreed to participate in a survey from NPS about your trip. Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire. In this questionnaire, your personal group is defined as you and anyone with whom you visited Grand Teton on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A visit is defined as the day in which you were contacted to complete the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to Grand Teton.

Trip Description

1) **Prior to this trip, how did you obtain information about Grand Teton? (Multiple choice, please mark all that apply)**

- Did not obtain information prior to this visit

- Previous visits

- Friends/relatives/word of mouth

- Inquiry to park via phone, mail, or email

- Official Grand Teton website (nps.gov/GRTE)

- Other website — please specify (text field)

- Local businesses (hotels, restaurants, etc.)

- Maps/brochures

- Newspaper/magazine articles

- Other units of the National Park System (NPS)

- School class/program

- Social media (such as Facebook, Twitter, etc.)

- State welcome center/visitor bureaus/chamber of commerce

- Travel guides/tour books (such as AAA, etc.)

- Television/radio programs/DVDs

- Online travel agent

- Cruise ship

- Live here/ Grew up here

- Other — please specify (text field)

2) Did you have the information about Grand Teton you needed on this trip? (Multiple choice, please choose one)

- Yes
- No (Please specify the information you needed but didn't have on this trip) (text field)

3) From the list below, select all forms of transportation you personally used to travel from your home to Grand Teton on this trip. (Multiple choice, please mark all that apply)

- Car, truck, or SUV
- RV or motorhome
- Airplane
- Commercial tour bus
- Commercial tour van
- Church, school, or similar group bus/van
- Taxi/other rideshare options (e.g., Uber, Lyft, etc.)
- City bus or subway
- Train or long-distance passenger bus
- Bicycle
- Motorcycle
- Water-based transportation (choices below)
  - Cruise ship
  - Ferry
  - Tour boat
  - Personal boat
  - Motorboat
  - Sailboat
  - Canoe/kayak
  - Other — please specify (text field)
- Walk/hike
- Other — please specify (text field)

4) What type of group were you with during your visit to Grand Teton on the day you were contacted for this survey? (Multiple choice, please choose one)

- Alone
- Significant other/spouse
- Friends
- Family

- Family and friends
- Other — please specify (text field)

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in Grand Teton's local area and elsewhere in the US (outside Grand Teton's local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around Grand Teton. The local area includes all communities within the highlighted region.

5) **How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to Grand Teton?**
   - Number of days (text field)

6) **Of these days spent away from home, how many days were spent in the local area (including days spent in Grand Teton) shown on the map?**
   - Number of days (text field)

7) **Please estimate how much money the group you shared expenses with (or covered expenses for) spent in Grand Teton and the local communities surrounding Grand Teton during your trip away from home. (Spending categories with text fields for amount spent)**
   - National Park entrance fee or annual parks pass
     - Amount spent (text field)
   - Gas and oil (e.g., auto, RV, etc.)
     - Amount spent (text field)
   - Electric vehicle charging expenses
     - Amount spent (text field)
   - Rental car
     - Amount spent (text field)
   - Taxis, rideshares, shuttles, parking, and other public transportation
     - Amount spent (text field)
   - Restaurants and bars
     - Amount spent (text field)
   - Groceries and convenience foods
     - Amount spent (text field)

- Hotels, motels, resorts
  - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
  - Amount spent (text field)
- Camping fees (tent, RV)
  - Amount spent (text field)
- Souvenirs, clothing, supplies, other retail
  - Amount spent (text field)
- Equipment rental
  - Amount spent (text field)
- Guides and tour fees
  - Amount spent (text field)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
  - Amount spent (text field)
- Other expenditures — please describe (text field)
  - Amount spent (text field)

8) **Please estimate how much money the group you shared expenses with (or covered expenses for) spent elsewhere in the U.S. outside Grand Teton's local area during your trip away from home. (Spending categories with text fields for amount spent)**
- National Park entrance fee or annual parks pass
  - Amount spent (text field)
- Gas and oil (e.g., auto, RV, boat, etc.)
  - Amount spent (text field)
- Electric vehicle charging expenses
  - Amount spent (text field)
- Rental car
  - Amount spent (text field)
- Metro fees
  - Amount spent (text field)
- Taxis, rideshares, shuttles, parking, and other public transportation
  - Amount spent (text field)
- Parking fees
  - Amount spent (text field)

- Restaurants and bars
  - Amount spent (text field)
- Groceries and convenience foods
  - Amount spent (text field)
- Hotels, motels, resorts
  - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
  - Amount spent (text field)
- Camping fees (tent, RV)
  - Amount spent (text field)
- Souvenirs, clothing, supplies, other retail
  - Amount spent (text field)
- Equipment rental
  - Amount spent (text field)
- Guides and tour fees
  - Amount spent (text field)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
  - Amount spent (text field)
- Other expenditures — please describe (text field)
  - Amount spent (text field)
- Airline tickets from home (Which airport did you fly into?) (text field)
  - Amount spent (text field)

9) **How many people (adults and children), including yourself, were covered by the spending estimates you provided above?**
- Number of people (text field)

10) **If you did not list any expenditures for local area, please indicate why you did not answer. (Multiple choice, please choose one)**
- I did not spend any money
- I do not remember
- Prefer not to answer
- N/A

11) If you did not list any expenditures for elsewhere in the US, please indicate why you did not answer. (Multiple choice, please choose one)

- I did not spend any money

- I do not remember

- Prefer not to answer

- N/A

12) On this trip to Grand Teton, which one of the following entrance fees applied to you personally? (Multiple choice, please choose one)

- Did not pay a fee or use a pass to enter the park

- 7-day entrance pass

- Annual pass for Grand Teton National Park

- America the Beautiful — National Parks and Federal Lands (NPS Annual Pass)

- Senior Pass, Access Pass, or Military Pass

- Fee was included in Tour Package

- One-day fee (e.g., single-day entry fee)

- Don't know/Unsure

- Other — please specify (text field)

13) On how many different days did you enter Grand Teton on this trip? (Enter 1 if you only were in the site for one day).

- Number of different days entered (text field)

Trip Planning and Motivations

14) Did you visit any other National Park Service sites on your trip away from home? (Multiple choice, please choose one)

- Yes — please specify (text field)

- No

15) On this trip, in which of the following activities did you personally participate while visiting Grand Teton? (Multiple choice, please choose one)

- (1) Viewing scenery, natural features, etc.

- (2) Viewing wildlife

- (3) Viewing grizzly bear #399

- (4) Viewing night skies

- (5) Listening to soundscapes

- (6) Creative arts (photography, drawing, painting, writing)

- (7) Visiting a cultural or historic site

- (8) Driving for pleasure
- (9) Hiking
- (10) Road cycling
- (11) Running/jogging
- (12) Fishing — Lake(s)
- (13) Fishing — River(s)
- (14) Non-motorized water travel (rafting, kayaking, canoeing, paddle boarding, etc.) — please specify (text field)
- (15) Motorized water travel (e.g., boating) — please specify (text field)
- (16) Family gathering (e.g., reunion, wedding)
- (17) Picnicking
- (18) Water play (swimming, beach/shore activities, etc.) — please specify (text field)
- (19) Technical climbing (canyoneering, rock climbing, bouldering, etc.) — please specify (text field)
- (20) Horseback/mule riding
- (21) Other — please specify (text field)
- (22) Other — please specify (text field)
- (23) Other — please specify (text field)

16) **Of the activities listed in Question 15, which was your primary activity during your visit to Grand Teton this trip on the day you were contacted for the survey? (Multiple choice, please choose one)**
- Activity number (text field)
- I did not have a primary activity on this trip to Grand Teton

17) **People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting Grand Teton on this trip? (Multiple choice, please choose one)**
- 1) To visit a National Park Service site (ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important

- 2) To experience solitude (ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- 3) To hear the sounds of nature/quiet (ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- 4) To learn more about nature (ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- 5) To learn more about American history and culture (ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- 6) To spend time with family/friends (ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- 7) To get physical exercise (ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important

- ○ Very important
- ○ Extremely important

- 8) To view wildlife or natural scenery (ranking question, please choose one)
  - ○ Not at all important
  - ○ Slightly important
  - ○ Moderately important
  - ○ Very important
  - ○ Extremely important
- 9) To relax (ranking question, please choose one)
  - ○ Not at all important
  - ○ Slightly important
  - ○ Moderately important
  - ○ Very important
  - ○ Extremely important
- 10) To view dark night sky/stars (ranking question, please choose one)
  - ○ Not at all important
  - ○ Slightly important
  - ○ Moderately important
  - ○ Very important
  - ○ Extremely important
- 11) Other — please specify (text field) (ranking question, please choose one)
  - ○ Not at all important
  - ○ Slightly important
  - ○ Moderately important
  - ○ Very important
  - ○ Extremely important

18) Of the reasons listed in Question 17, which was the most important reason for you to visit Grand Teton on this trip?
- Number of most important reason from Question 17 (text field)

Park Activities, Programs, and Services

19) On this trip, in which of the following programs and services did you personally participate within Grand Teton? (Multiple choice, please choose all that apply)

- Attending a ranger-led activity, such as a tour or talk
- Talking informally with a ranger
- Viewing outdoor exhibits
- Viewing indoor exhibits
- Attending a cultural demonstration or performance
- Reading the park brochure or newspaper
- Going to a visitor center
- Watching movies or videos about the park
- Participating with a child in your group in the Junior Ranger program
- Participating in the Junior Ranger program
- Obtaining a National Park passport stamp
- Listening to an audio tour or podcast
- Using the National Park Service App
- Other — please specify (text field)

20) On this visit to Grand Teton, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (Multiple choice, please choose one)

- Yes — please specify subjects you learned about (text field)
- No

21) If you were to visit Grand Teton in the future, are there specific subjects you would like to learn about? (Multiple choice, please choose one)

- Yes — please specify subjects you would like to learn about (text field)
- No

22) Did you use a personal electronic device while in Grand Teton to do any of the following actions? (Categories of actions with multiple choices)

- Make/receive a cell phone call (Multiple choice, please choose one)
  - Yes
  - No
  - Don't know

- Send/receive a text message (Multiple choice, please choose one)
  - Yes
  - No
  - Don't know
- Search the internet/email (Multiple choice, please choose one)
  - Yes
  - No
  - Don't know
- GPS/Navigation (Multiple choice, please choose one)
  - Yes
  - No
  - Don't know
- Share pics/videos/audio via social media (Multiple choice, please choose one)
  - Yes
  - No
  - Don't know
- Listen to/use an NPS podcast (Multiple choice, please choose one)
  - Yes
  - No
  - Don't know
- Other — please specify (text field) (Multiple choice, please choose one)
  - Yes
  - No
  - Don't know

23) How important to you was it during your visit to Grand Teton to use personal electronic devices to do each of the following? (Categories of actions with rankings)
- Make/receive a cell phone call (Ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important

- Send/receive a text message (Ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- Search the internet/email (Ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- GPS/Navigation (Ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- Share pics/videos/audio via social media (Ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- Listen to/use an NPS podcast (Ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- Other — Please specify (text field) (Ranking question, please choose one)
  - Not at all important
  - Slightly important
  - Moderately important

- ○ Very important
- ○ Extremely important

24) How would you rate the quality of the service to do each of the following during your visit to Grand Teton? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
  - ○ No service
  - ○ Poor
  - ○ Average
  - ○ Good
  - ○ Very good
  - ○ Not applicable
- Send/receive a text message (Ranking question, please choose one)
  - ○ No service
  - ○ Poor
  - ○ Average
  - ○ Good
  - ○ Very good
  - ○ Not applicable
- Search the internet/email (Ranking question, please choose one)
  - ○ No service
  - ○ Poor
  - ○ Average
  - ○ Good
  - ○ Very good
  - ○ Not applicable
- GPS/Navigation (Ranking question, please choose one)
  - ○ No service
  - ○ Poor
  - ○ Average
  - ○ Good
  - ○ Very good
  - ○ Not applicable

- Share pics/videos/audio via social media (Ranking question, please choose one)
  - No service
  - Poor
  - Average
  - Good
  - Very good
  - Not applicable
- Listen to/use an NPS podcast (Ranking question, please choose one)
  - No service
  - Poor
  - Average
  - Good
  - Very good
  - Not applicable
- Other — Please specify (text field) (Ranking question, please choose one)
  - No service
  - Poor
  - Average
  - Good
  - Very good
  - Not applicable

25) 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 Grand Teton? (Multiple choice, please choose one)

- Yes
  - *(If answer is yes)* What activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific. (Text field)
  - Because of the physical conditions, which specific difficulties did the person(s) have? (Multiple choice, please choose all that apply)
    - Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)
    - Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
    - Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

- No

The following two questions identify the strengths and weaknesses in the site's visitor experience. Grand Teton managers rely on this information to make decisions that benefit the general public.

26) What did you like the most about your visit to Grand Teton?
- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

27) What did you like the least about your visit to Grand Teton?
- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

28) Did your visit to Grand Teton meet your expectations? (Multiple choice, please choose one)
- Yes
- Not entirely — please explain (text field)
- Not at all — please explain (text field)

29) To what extent do you agree or disagree with each of the following statements? (Statements with rankings)
- Grand Teton is a safe place to visit (Ranking question, please choose one)
  - Strongly disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Strongly agree
  - Don't know/not sure
- Grand Teton is too crowded (Ranking question, please choose one)
  - Strongly disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Strongly agree
  - Don't know/not sure

- Natural resources in Grand Teton are in pristine condition (Ranking question, please choose one)
  - Strongly disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Strongly agree
  - Don't know/not sure
- The entrance fee for Grand Teton is too high (Ranking question, please choose one)
  - Strongly disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Strongly agree
  - Don't know/not sure
- Vandalism and crime are not a problem at Grand Teton (Ranking question, please choose one)
  - Strongly disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Strongly agree
  - Don't know/not sure
- Grand Teton is not accessible to a person with physical disabilities (Ranking question, please choose one)
  - Strongly disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Strongly agree
  - Don't know/not sure

- Historical and cultural features in Grand Teton are well maintained/preserved (Ranking question, please choose one)
    - Strongly disagree
    - Somewhat disagree
    - Neither agree nor disagree
    - Somewhat agree
    - Strongly agree
    - Don't know/not sure
- Development of adjacent areas detracts from visitors' experience at Grand Teton (Ranking question, please choose one)
    - Strongly disagree
    - Somewhat disagree
    - Neither agree nor disagree
    - Somewhat agree
    - Strongly agree
    - Don't know/not sure

30) How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Grand Teton? (Categories with rankings)
- Park Facilities (Categories below)
    - Visitor Center (Ranking question, please choose one)
        - Very poor
        - Poor
        - Average
        - Good
        - Very Good
        - Not used or not available
    - Exhibits — indoor and outdoor (Ranking question, please choose one)
        - Very poor
        - Poor
        - Average
        - Good
        - Very Good
        - Not used or not available

- ○ Restrooms (Ranking question, please choose one)
  - ■ Very poor
  - ■ Poor
  - ■ Average
  - ■ Good
  - ■ Very Good
  - ■ Not used or not available
- ○ Walkways, trails, and roads (Ranking question, please choose one)
  - ■ Very poor
  - ■ Poor
  - ■ Average
  - ■ Good
  - ■ Very Good
  - ■ Not used or not available
- ○ Campgrounds and/or picnic areas (Ranking question, please choose one)
  - ■ Very poor
  - ■ Poor
  - ■ Average
  - ■ Good
  - ■ Very Good
  - ■ Not used or not available
- Visitor Services (Categories below)
  - ○ Assistance from park employees (Ranking question, please choose one)
    - ■ Very poor
    - ■ Poor
    - ■ Average
    - ■ Good
    - ■ Very Good
    - ■ Not used or not available
  - ○ Park map or brochure (Ranking question, please choose one)
    - ■ Very poor
    - ■ Poor
    - ■ Average
    - ■ Good

- ■ Very Good
- ■ Not used or not available
- ○ Ranger programs (Ranking question, please choose one)
  - ■ Very poor
  - ■ Poor
  - ■ Average
  - ■ Good
  - ■ Very Good
  - ■ Not used or not available
- ○ Value for entrance fee paid (Ranking question, please choose one)
  - ■ Very poor
  - ■ Poor
  - ■ Average
  - ■ Good
  - ■ Very Good
  - ■ Not used or not available
- ○ Commercial services in the park — food, lodging, gifts, rental, etc. (Ranking question, please choose one)
  - ■ Very poor
  - ■ Poor
  - ■ Average
  - ■ Good
  - ■ Very Good
  - ■ Not used or not available
- ○ Other services — please specify (text field) (Ranking question, please choose one)
  - ■ Very poor
  - ■ Poor
  - ■ Average
  - ■ Good
  - ■ Very Good
  - ■ Not used or not available

- Recreation Opportunities (Categories below)
  - Learning about nature, history, or culture (Ranking question, please choose one)
    - Very poor
    - Poor
    - Average
    - Good
    - Very Good
    - Not used or not available
  - Outdoor recreation — sightseeing, camping, bicycling, boating, hiking, etc. (Ranking question, please choose one)
    - Very poor
    - Poor
    - Average
    - Good
    - Very Good
    - Not used or not available

31) Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Grand Teton? (Multiple choice, please choose one)
- Very poor
- Poor
- Average
- Good
- Very good

32) This park was established because of its significance to the nation. In your opinion, what is that national significance of this park? (text field)

Background/Demographics

33) If you live in the US, what is your ZIP code? If not US, what is your country of residence? (choices below)
- Zip code (text field)
- Country (text field)

34) What is your age?
- Age in years (text field)

35) What is your gender? (Multiple choice, please choose one)

- Man
- Woman
- I prefer to self-describe as (text field)
- Prefer not to respond

36) Are you of Hispanic, Latino, or Spanish origin? (Multiple choice, please choose one)

- Yes
- No

37) What is your race? (Multiple choice, please choose all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian and other Pacific Islander
- White
- Some other race — please describe (text field)

38) What is the highest degree or level of school you have completed? (Multiple choice, please choose one)

- Less than high school/some high school
- High school graduate
- Vocational/trade school certificate
- Some college
- Associate Degree (AA, AS, etc.)
- Bachelor's Degree (BA, BS, AB, etc.)
- Master's Degree (MS, MA, MEd, etc.)
- Professional Degree (MD, DD, etc.)
- Doctorate Degree (PhD, EdD, etc.)

39) Which of these categories best represents your annual household income? (Multiple choice, please choose one)

- Less than $25,000
- $25,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999

- $150,000 to $199,999
- $200,000 or more
- Do not wish to answer

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

- Number of people (text field)

41) Including yourself, how many people (adults and children) are in your household?

- Number of people (text field)

42) When visiting an area such as Grand Teton, what language do you prefer to use for speaking? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

43) When visiting an area such as Grand Teton, what language do you prefer to use for reading? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

44) Is there anything else you would like to tell us about Grand Teton's facilities, services, or recreational opportunities? (text field)

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

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