



National Park Service Comprehensive Survey of the American Public

2018 – National Technical Report

Natural Resource Report NPS/NRSS/EQD/NRR—2019/2047



ON THE COVER

Ranger guided hike to Cedar Ridge in Grand Canyon National Park.
(NPS/MICHAEL QUINN)

National Park Service Comprehensive Survey of the American Public

2018 – National Technical Report

Natural Resource Report NPS/NRSS/EQD/NRR—2019/2047

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White River Junction, Vermont

Wyoming Survey and Analysis Center (WYSAC)
Laramie, Wyoming

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Executive Summary

In 2018, the National Park Service (NPS) conducted its third Comprehensive Survey of the American Public (CSAP3), a nationwide telephone survey consisting of 25-minute interviews with more than 2,700 adult respondents across the United States. The survey obtained information on public attitudes and behaviors related to programs and services provided by the NPS, demographic characteristics, and recent visitation behavior. This third iteration of the survey also incorporated new modules focused on program awareness and youth engagement with the National Park System. CSAP3 was designed, administered, and analyzed on behalf of the NPS by Resource Systems Group (RSG) of White River Junction, Vermont and the Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming.

This technical report describes results from CSAP3 for the nation as a whole. For some questions, the report also compares responses by recent visitor status (i.e., recent visitors versus non-visitors) and/or by residence within the seven NPS administrative regions. Highlights include:

1. The vast majority (88%) of respondents indicated that they were “very satisfied” or “somewhat satisfied” with the way the NPS manages the national parks, national seashores, historic sites, battlefields, national monuments and other designations. Very few (3%) respondents were “very dissatisfied” or “somewhat dissatisfied” [question Q1].
2. Half (50%) of all respondents could name a valid National Park System unit they had visited during the previous two years. Using this definition of recent visitation, the District of Columbia in the NPS National Capital Region recorded the highest percentage of recent visitors among its residents (77%), followed by the Alaska Region (60%). The lowest percentages of recent visitors lived in the Southeast (48%) and Midwest (44%) regions [question PV5].
3. Yellowstone National Park was named as a destination by the largest percentage of recent visitors (9%), followed by Great Smoky Mountains National Park (6%), Grand Canyon National Park (5%), Yosemite National Park (5%), Gettysburg National Military Park (5%), Rocky Mountain National Park (4%), and Zion National Park (3%) [question PV5].
4. Approximately two-thirds (67%) of these recent park visits lasted one day or less [question PV6].
5. Recent visitors were generally somewhat younger than non-visitors (50% were under 45 years old vs. 44% of non-visitors). Just over half (51%) of recent visitors had four or more people in their group, nearly half (44%) had two or three people in their group, and very few (5%) were visiting by themselves. A little over one-third (40%) of recent visitors were traveling with children. [questions Q3, PV7a, PV7b].
6. Nearly three-quarters of respondents (73%) indicated that they either “strongly agree” or “somewhat agree” that they planned to visit a national park within the next 12 months. Recent visitors were much more likely to “strongly agree” or “somewhat agree” that they planned to visit a national park within the next 12 months (90% vs. 55%) [question PV4].

7. When recent visitors rated the importance of various reasons for visiting on their last visit to an NPS unit, 96% said that to be outdoors was “very important” or “important”. Other reasons that were frequently classified as “very important” or “important” included to visit a national park (91%), to view wildlife or natural scenery (90%), to spend time with friends/family (90%), to hear the sound of nature/quiet (88%), and to relax (87%) [questions PV8 through PV18].
8. Two-thirds of recent visitors obtained information prior to their last visit to an NPS unit. The most frequently used information sources were maps/brochures (73%), National Park Service websites (68%), friends/relatives/word of mouth (64%), and previous visits (61%). The least frequently used information sources included state welcome centers/visitors bureaus/chambers of commerce (29%), social media (such as Facebook, Twitter, etc.) (27%), newspaper/magazine articles (20%), other units of the National Park System (20%), and television/radio programs/DVDs (15%) [questions PV32 through PV46].
9. On their most recent visit to an NPS unit, 80% of recent visitors recalled viewing outdoor exhibits, 80% had read the park brochure or newspaper, 79% went to a visitor center, 61% viewed indoor exhibits, and 54% talked informally with a ranger. While some of the services are not available at every NPS unit, those reported by less than half of all recent visitors included watching movies or videos about the park, or listening to an audio tour or podcast (41%), attending a ranger-led activity (27%), using a smart phone app specific to the park unit (16%), attending a cultural demonstration or performance (15%), and participating with a child in their group in a youth program (7%) [questions PV20a through PV20j].
10. When recent visitors rated the importance of various programs or services when visiting a national park, the highest percentage rated viewing outdoor exhibits as “very important” or “important” (90%), followed by going to the visitor center (86%), and reading the park brochure or newspaper (81%) [questions PV21 through PV30].
11. Recent visitors were asked to indicate the extent to which they agreed or disagreed with four general statements about national park visits. The statements that received the largest percentage of “strongly agree” or “somewhat agree” responses from recent visitors were “Given the chance, I would visit a national park again” (100%), “Visiting a national park is a good way to spend my free time” (97%), and “I have a feeling of peacefulness when I am at a national park” (95%). The statement, “Visiting national parks is an opportunity for me to be around people who share my values,” received the lowest percentage of “strongly agree” or “somewhat agree” responses from recent visitors (70%) [questions PV48 through PV51].
12. When non-visitors were asked why they don’t visit national parks (or don’t visit more often), the largest percentage indicated that they “strongly agree” or “somewhat agree” that “The travel distance is too far from my home to get to any national parks I’m

interested in visiting” (68%), followed by “It costs too much money to travel to a national park” (46%), “There aren’t good transportation options for me to get to a national park” (37%), “Personal health issues keep me from visiting the national parks” (33%), “I don’t know much about what there is to do in national parks (32%), and “Entrance fees are too expensive or high at national parks” (31%) [questions NV1-15].

13. Less than 15% of non-visitors indicated that they “strongly agree” or “somewhat agree” that the risk of crime or vandalism in national parks makes them feel unsafe, that they don’t like being out of touch with family or friends due to lack of connectivity in parks, that National Park System units are unpleasant places for them to be, or that the people who work in the national parks are of a very different racial/ethnic background [questions NV6, NV10, NV12, and NV14].
14. In response to an open-ended question, 24% of visitors and 19% of non-visitors said that the most important thing the NPS could do to encourage them to visit more frequently would be to advertise, publicize, and provide more information, while 12% of visitors and 12% of non-visitors suggested lowering entrance fees or making admission free as a way to encourage them to visit more often [question NV16].
15. Recent visitors differed from non-visitors on the importance of experiencing nature, using a bike/pedestrian/multi-use path, going shopping, and watching television during their leisure time. Visitors more often said that going outside to experience nature was “very important” (74% vs. 56%) and that using a bike/pedestrian/multi-use path was “very important” (36% vs. 27%). In contrast, non-visitors more often said that shopping was “very important” (15% vs. 8%) and that watching television was “very important” (14% vs. 6%). Visitors and non-visitors did not differ substantially on the importance of other leisure activities [questions NV17-29].
16. In response to an open-ended question, 34% of visitors and 24% of non-visitors said that the most important thing they did in their leisure time was nature-based/outdoor recreation activities, including scenic driving. Other important leisure activities included spending time with family and friends/socializing (15% of visitors and 18% of non-visitors), and miscellaneous activities in the home (12% of visitors and 14% of non-visitors) [question NV31].

Detailed results for all of the questions in CSAP3 are provided in the tables of this national report. An appendix to the report (Appendix A) compares the results for each region to the overall results for the nation, focusing on a subset of key survey questions.

In addition to this National Technical Report, the following companion reports will also be published.

- Broad Comparisons to the 2000 and 2008-2009 Surveys
- Racial and Ethnic Diversity of National Park System Visitors and Non-Visitors
- Current Initiatives

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Introduction

For many Americans, the national parks represent a sense of place, a marker of identity, and a reminder of the country's past (see Runte, 1987; Stokowski, 2002). However, the lands set aside as units of the National Park System do not have the same meaning for everyone. Some Americans visit the parks frequently; others, rarely or not at all. The National Park Service (NPS) uses data from a variety of social surveys to assess the public's relationship to national parks, national monuments, and the other natural, historical, and cultural sites managed by the NPS. Most of these surveys focus only on visitors to specific NPS units, but in the past two decades three surveys sponsored by the NPS have collected comprehensive national data. The distinguishing characteristic of the three national surveys is that non-visitors as well as visitors were interviewed about their behaviors and opinions concerning national parks.

Each of the three national surveys is referred to as a "Comprehensive Survey of the American Public," or CSAP. The first CSAP was conducted in 2000 by Northern Arizona University (hereafter, CSAP1). The second CSAP was conducted in 2008-2009 by the Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming (hereafter, CSAP2). The third and most recent CSAP was conducted in 2018 by Resources Systems Group (RSG) and WYSAC (hereafter, CSAP3). All three CSAPs were conducted via telephone interviews (using live interviewers) with a nationwide sample of adults and obtained information on visits to the National Park System, public attitudes and behaviors related to programs and services provided by the NPS, and demographic characteristics of recent visitors and non-visitors. In addition, CSAP3 covered current initiatives related to program awareness and youth engagement. Each of the three surveys has generated a national report as well as topical reports on specific issues. Taken together, the three sets of reports derived from these surveys help NPS policymakers understand how the American public relates to the National Park System.

This report provides technical details on methods, tabulates the national-level results for each item in the CSAP3 questionnaire, provides cross-tabulations comparing recent visitors to non-visitors, and provides cross-tabulations that compare responses across the seven NPS administrative regions. An appendix to this report (Appendix A) compares the results for each region to the overall results for the nation, focusing on a subset of key survey questions. In addition to this National Technical Report, companion reports will be published that examine differences across major racial and ethnic groups; compare results over time between CSAP1, CSAP2, and CSAP3; and address current initiatives focused on program awareness and youth engagement.

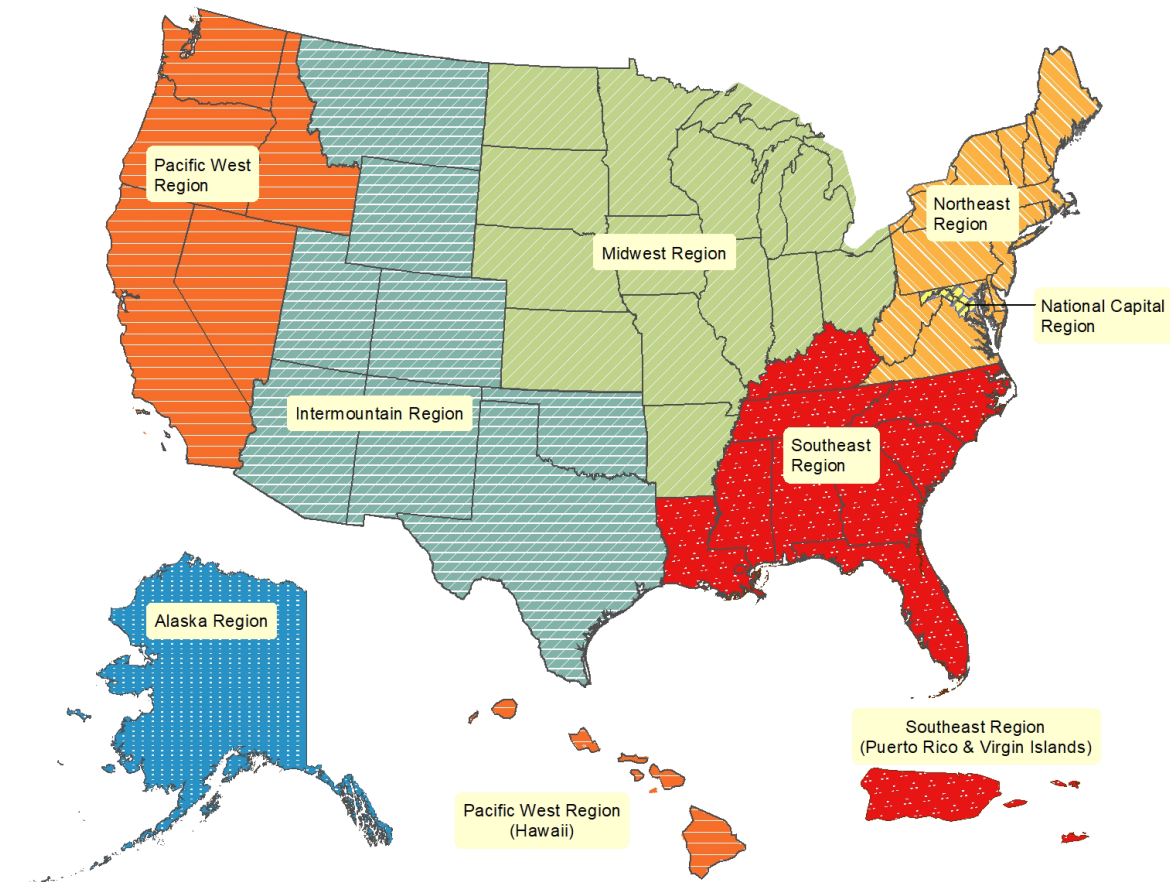
Survey Methods

The survey was designed to represent opinions and behavior of the U.S. adult (18 or older) population, including residents of all 50 states and the District of Columbia. As with CSAP1 and CSAP2, the U.S. territories of American Samoa, Guam, the Northern Mariana Islands, the U.S. Virgin Islands, and the Commonwealth of Puerto Rico were excluded from the sampling frame. The sampling process for the survey was designed to allow for summaries that represent opinions and behaviors of adult residents of each of the seven NPS administrative regions (Figure 1):

- Alaska Region (AKR) – the state of Alaska;
- Intermountain Region (IMR) – states of Arizona, Colorado, Montana, New Mexico, Oklahoma, Texas, Utah, and Wyoming;
- Midwest Region (MWR) – states of Arkansas, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin;
- National Capital Region (NCR) – District of Columbia;¹
- Northeast Region (NER) – states of Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia;
- Pacific West Region (PWR) – states of California, Hawaii, Idaho, Nevada, Oregon, and Washington;
- Southeast Region (SER) – states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee.

In tables presenting regional data, the regions are displayed from west to east (which also generally reflects the percentage of park lands in each region from highest to lowest).

¹ For purposes of the survey, the NCR calling area included only the District of Columbia, although this region also administers selected parks in Virginia, West Virginia, and Maryland. For example, Theodore Roosevelt Island is administered by the NCR, but the site lies within the state of Virginia. Other examples include Harpers Ferry National Historical Park in West Virginia and Antietam National Battlefield in Maryland. Households in Virginia, West Virginia, and Maryland were included in the calling area for the NER.



NPS Pacific West region also includes Guam and American Samoa (not depicted)

Figure 1. National Park Service administrative regions

Sampling

The data for this study were developed from a national sample of residential landline and cell phone telephone numbers. The sample of telephone numbers was obtained from a leading national vendor (Marketing Systems Group) specializing in the generation of scientific samples and was generated using Random Digit Dialing methods (RDD).

Landline and Cell Phone Samples

Over the past two decades, there has been a rapid increase in the prevalence of cell phone-only and cell phone-reliant households in the U.S. (Brick et al., 2007; Keeter et al., 2007). The CSAP sampling methods have evolved to account for this shift. CSAP1 relied exclusively on landline phone numbers, with the sample disproportionately stratified by the seven NPS regions. CSAP2 sampled landline numbers using methods analogous to CSAP1, but supplemented the landline sample with a small, nationwide sample of cell phone numbers. Finally, CSAP3 used a fully integrated sample of landline and cell numbers, with the entire sample (landline and cell numbers) disproportionately stratified by NPS region, and with landline and cell phone numbers sampled in proportions that reflected their relative frequencies within each region based on estimates developed by Marketing Systems Group.

The survey generated a total of 2,704 completed interviews, with 38% of the interviews completed on a landline phone and 62% completed on a cell phone. These percentages are in line with recent estimates of the prevalence of cell phone-only (55%) and cell phone-reliant (15%) households in the US.²

Regional Stratification

The samples of landline and cell phone numbers were each stratified by NPS region. Sampling rates were designed to achieve approximately equal numbers of completed surveys in each region. For efficiency, the sample was ordered in waves as the survey progressed. This allowed for real-time adjustments to sample orders that reflected variations in the number of surveys completed by region and phone status (cell phone or landline).

Although telephone area codes provide useful information about state of residence for landline numbers, the area codes for cell phone numbers frequently do not align with state of residence. As a result, for analysis purposes, respondents were assigned to NPS regions based on their self-reported state of residence. An average of 385 completed surveys were obtained from each region, ranging from a low of 302 in the NCR to a high of 412 in the AKR (Table 1). Seven respondents who completed the survey on a cell phone did not provide a state of residence, so the NPS region is unknown for these seven individuals.

Table 1. Number of respondents by NPS region.

| Total | AKR | IMR | MWR | NCR | NER | PWR | SER | Missing Region |
|-------|-----|-----|-----|-----|-----|-----|-----|----------------|
| 2,704 | 412 | 398 | 385 | 302 | 405 | 409 | 386 | 7 |

Seasonal Variations

The survey was initially scheduled to cover a three-month period from June 15 to September 15, 2018. Due to response rates that were lower than those observed in CSAP1 and CSAP2, WYSAC continued sampling until November 30, 2018 to ensure that adequate sample sizes were achieved. In contrast, interviews were conducted during a 90-day period (from February 21 to May 21) for CSAP1, and interviews were conducted throughout the entire year for CSAP2. CSAP2 found no evidence of substantial seasonal differences in responses to survey questions.

Sampling Weights

The weighting methods used in CSAP surveys have evolved over time, with changes primarily reflecting evolving approaches to incorporating cell phone numbers and advancements in cell/landline weighting methods applied by survey practitioners. In CSAP1, only landline numbers

² Blumberg, S.J., and J.V. Luke. 2018. [Wireless substitution: early release of estimates from the National Health Interview Survey, January–June 2018](#). U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics.

were included in the sample. Within each region, weights were iteratively adjusted to match region-specific census demographic data (age, gender, ethnicity, and race). Separate national weights were also developed that accounted for differences in sampling rates across the seven regions and that allowed the weighted survey data to match census demographics at the national level.

CSAP2 incorporated a supplemented sample of cell phone numbers, which necessitated adjustments to the weighting process. First, for landline numbers, preliminary weights were developed that reflected differences in the number of adults and the number of landlines within each household (both of which impact selection probabilities). Next, the cell phone and landline sample were combined, and weights were applied that allowed the sample to reflect estimates of the proportion of cell/landline phones in each region (as estimated by the National Center for Health Statistics). These weights were then iteratively adjusted to match census demographics at the regional level. Finally, as with CSAP1, national weights were developed that accounted for differences in sampling rates across the seven regions and that allowed the weighted survey data to match national-level census demographics.

With CSAP3, cell phone numbers were fully integrated into the sampling process, with cell phone/landline sampling rates within each region reflecting the region's relative proportion of each type of phone number. As with CSAP1 and CSAP2, survey weights were iteratively adjusted to match regional- and national-level census demographics.³ However, with CSAP3, education and phone status (landline, cell phone-only, or dual user) were introduced as additional characteristics for calibration.⁴ In addition, CSAP3 did not adjust for the number of adults in the household. Finally, because CSAP3 calibrated simultaneously by region and demographics, a single set of weights was developed that could be used for both regional and national analyses.

Spanish Language Interviews

Households that were identified during the initial call as potentially requiring a Spanish-speaking interviewer were called back by a bilingual interviewer to seek participation. A total of 920 telephone numbers were called back by bilingual interviewers and 36 respondents were actually interviewed in Spanish. Households that did not have an adult who could converse in English or Spanish were excluded from the study. This is consistent with the approach used for CSAP2, while CSAP1 interviews were exclusively in English.

³ The CSAP3 weights were calibrated using the U.S. Census Bureau's State Characteristics Population Estimates for gender, age, and race/ethnicity for June 1, 2017 (<https://www2.census.gov/programs-surveys/popest/technical-documentation/file-layouts/2010-2017/sc-est2017-alldata6.pdf>).

⁴ Educational attainment data were obtained from the 2016 American Community Survey (ACS) 1-year summary file (<https://www.census.gov/programs-surveys/acs/data/summary-file.html>). Phone status by region was obtained from 2017 estimates developed by the National Center for Health Statistics (https://www.cdc.gov/nchs/data/nhis/earlyrelease/Wireless_state_201712.pdf)

Response Rate

The overall response rate for CSAP3 was 8.9%; 8.3% for landlines and 9.3% for cell phone numbers.⁵ This is somewhat lower than the overall response rate reported for CSAP2 (12.5%), which is to be expected given that response rates for phone surveys have been declining in recent decades (Keeter et al. 2017).

If individuals with an interest in national parks self-select into the survey, then some of the survey findings could potentially be biased. For example, individuals who were recent or regular visitors to parks could have been more interested in the survey topic, and hence more likely to agree to participate. This kind of self-selection could impact several measures drawn from the survey data, including the percentage of households reporting a recent visit to an NPS unit.

To mitigate the potential impacts of self-selection bias, survey data are routinely weighted during analysis. Weighting is a statistical adjustment that brings selected demographic characteristics of the survey sample in line with independent measures of the same demographic characteristics, such as those reported by the U.S. Census Bureau. To the degree that demographic factors used in the weighting are correlated with other characteristics addressed in the survey, such as opinions and behavior, weighting helps to reduce the adverse effects of non-response. However, as was also acknowledged in both the CSAP1 and CSAP2 reports, some bias in the estimates is unavoidable when missed individuals have characteristics that differ from those of interviewed individuals in the same demographic group.

Identifying Recent Visitors and Non-Visitors

For analysis purposes, “recent visitors” were defined as respondents who could name a valid unit of the National Park System they had visited in the previous two years; all other respondents were defined as “non-visitors.” There were minor differences across the three CSAP surveys in the procedures used to identify recent visitors. In all three surveys, the main body of the questionnaire began identically: “The National Park System consists of all the units managed by the National Park Service, including national parks, historic and cultural sites, and national monuments. How many times in the past two years have you visited a unit of the National Park System?” Respondents who reported at least one visit over that time span were considered part of the pool of potential “recent visitors,” subject to validation. Those who said they had not visited in the past two years were then asked if they had ever visited. At this point, the CSAP2 and CSAP3 questionnaires diverged somewhat from the CSAP1 questionnaire. CSAP2 and CSAP3 added a timeline check by asking those who said they had ever visited how long ago that was. Those respondents who volunteered that it was in fact within the past two years were put back into the pool of potential recent visitors.

All three questionnaires then asked respondents to name the last NPS unit they had visited in the past two years, and only respondents who identified a valid NPS unit on that question were defined as

⁵ Response rates were calculated using the “RR3” formula as defined by the American Association for Public Opinion Research (AAPOR, 2015).

“recent visitors” for the remainder of the survey.⁶ For CSAP1, only the official list of NPS units was available for reference when this question was asked. In contrast, for CSAP2 and CSAP3, the list of NPS units included commonly used aliases to assist in park identification (e.g., “Gateway Arch” for Gateway Arch National Park or “Mount McKinley” for Denali National Park and Preserve). The list was organized in two ways: alphabetically by unit name or alias, and alphabetically by the state or states in which the unit was located. To simplify capturing the most likely responses, an abbreviated list of high-visitation parks was automatically displayed as part of the Computer Aided Telephone Interviewing interface. The full list was available to interviewers in hardcopy format. Finally, CSAP2 and CSAP3 included several optional probes to assist the interviewer in identifying the recently visited park. The probes were, “Do you know what state that’s in? Is it in [state]? Is there any other name for it? Can you spell it for me?”

Developing the 2018 Questionnaire

In the fall of 2016, RSG and WYSAC personnel met in Washington, D.C., with NPS staff and social scientists to discuss a draft questionnaire. The team decided to use the CSAP2 questionnaire as a foundation (with identical question wording and response categories), while adding entirely new modules focused on understanding the public’s engagement with NPS programs outside of traditional park visitation. The questions included in these new modules explore the relevance and value these programs have to the public. In addition, the team decided to add a youth engagement module to the questionnaire, and to have the questions in that module answered by children between the ages of 12 and 17.

Cognitive interviews were used to validate question wording in these additional modules. The cognitive interviews preceded the survey pre-test and were conducted as telephone interviews; 30 such interviews were completed. The analysis of the cognitive interviews indicated that the proposed wording for the new questionnaire modules was clear to respondents; there were not many requests for clarification, nor was there much hesitation on the part of respondents. The analysis of responses and interviewer feedback indicated a need to refine the introductory language used for some of the modules to better present the context of the question and thus achieve maximum common ground for respondents when thinking about their answers.

A revised questionnaire was then used for the survey pre-test. The purpose of the pre-test was to identify programmatic errors, gain a better estimate of response rates, and measure interview duration. Ninety-two such interviews were completed. The interviews averaged 27.5 minutes in length, which prompted the researchers to seek ways to decrease interview duration. After deliberation and extensive discussions with the NPS Social Science Program it was decided to retain

⁶ In CSAP3, 17 respondents (approximately 0.6% of all respondents) were incorrectly classified as recent visitors and routed to the park visitor questions. These 17 respondents indicated that they didn’t know or were not sure how many times they had visited a national park in the last two years, that they had visited a national park in their lifetime, and that they were either unsure of the timing of their most recent visit or their most recent visit occurred two or more years ago. All 17 of these respondents identified a valid NPS unit that they had last visited.

all questionnaire content. Rather than reducing the length of the questionnaire, a split sample design was used where randomly selected respondents were assigned to subsets of questions. This design maximized the number of questions that could be included in a shorter telephone interview without compromising the representativeness of the sample. This led to a decrease in the average duration of the interviews (to 23.5 minutes). Sample sizes for these questions are lower, however, since they were posed to only half of the respondents. Results for these items are only reported at the national level (i.e., without regional breakdowns).

Youth Engagement Module

As indicated above, a new questionnaire module was introduced in CSAP3 to explore youth engagement with the NPS via interviews with minors. The youth engagement questions were posed directly to children between the ages of 12 and 17. These questions were carefully crafted in relation to the cognitive level of the 12-17 age group. The execution of the youth interviews used the following protocol. At the beginning of the adult interviews, respondents were asked how many children between the ages of 12 and 17 they had living with them. At the conclusion of the adult interviews, those who had indicated, that they have a child/children aged 12 to 17 living with them were asked if they would agree to let their child (if they had only one child in that age group), or the child over the age of 12 with the next upcoming birthday to complete a short (5 minute) survey. Parents were also offered the opportunity to hear the questions intended for their child. Only then could the interviewer proceed with the child interview. If an interview with that child did not commence in conjunction with the adult interview, these households were not called back for future attempts. A total of 60 interviews were successfully completed with children in that age group, three of which were completed in Spanish. Responses to these interviews are summarized in a separate report, the *CSAP3 2018 – Current Initiatives Report*.

Interpreting the Tables

The remainder of this report provides the complete telephone interview script for CSAP3, along with tables describing the results. Presentation of the script begins with its introductory section, covering consent to participate, identification of eligible respondents, and other methodological issues.

Detailed tables are not included for the introductory section of the questionnaire. Next, all survey items from the main body of the questionnaire are presented verbatim and in the order they were asked in the interview. Each survey question is followed by one or more tables of results.

A **bold** font in the script denotes wording that the telephone interviewers were required to read. Text that is not bolded indicates supplemental information that the interviewers could use, in whole or in part, at their option. Clarifications for the reader that follow some questions in the script are bracketed and prefaced with “Note to the reader.” Questions and response options are numbered for ease of reference, but numbers were not visible to the interviewers and were not presented to the respondents.

Each item is accompanied by a frequency table showing the unweighted counts and percentages, as well as percentages weighted to represent the population of U.S. adults. Where relevant, tables are presented comparing recent NPS visitors to non-visitors. Many of the questions are accompanied by geographic cross-tabulations, weighted to represent the population of adults within each of the seven NPS regions. No geographic breakdowns are presented for items that, by design, were asked of only half of the respondents or less.

Beyond regional comparisons and comparisons of recent visitors with non-visitors, the data presented in this national report are not subjected here to further examination, such as comparisons across ethnic groups. A series of topical reports that accompany this report address selected issues in greater depth. For the researcher or manager who wishes to investigate any questions further, the data set for CSAP3 is available from the NPS Social Science Program in an electronic format that can be read using a number of statistical software packages.

Interpreting Weighted Percentages

In general, when reading tables displaying both unweighted and weighted percentages, readers should focus on the “Weighted Percent” column. That column incorporates adjustments for disproportionate sampling across the seven regions as well as adjustments designed to calibrate the sample to match census demographics. The “Unweighted Percent” column is included for reference and to show the impact of applying the weights.

Interpreting Visitor Status

Where applicable, each frequency table is followed by a weighted cross-tabulation of the item against visitation status. In these tables, recent “visitors” are defined as adult respondents residing in the U.S. who named a valid NPS unit (as confirmed by the interviewer using a list) that they had visited in the past two years. NPS units were defined as the units that comprised the National Park System at the time of the survey. This excludes affiliated units, national landmarks, most trails and rivers, national heritage areas, and other types of sites that the NPS helps protect, but which are not included in the

National Park System. Although the term “non-visitor” is used in the tables for persons who did not fit this specific definition of a recent visitor, that label does not mean the respondents so classified had never visited a unit of the National Park System.

Interpreting Regional Status

Where applicable, each frequency table is followed by a weighted cross-tabulation of the item against NPS region, where NPS region is defined using the survey respondent’s self-reported state of residence. As noted previously, to maintain consistency with CSAP1 and CSAP2, the NCR only includes households in the District of Columbia proper. Responses from residents of Maryland, Virginia, and West Virginia are included in the NER, although a small number of NCR parks are located in those states.

Because region is based on place of residence, the regional breakdowns do not signify the location of parks that respondents may have visited. When respondents answered questions about their most recent trip to a National Park System unit, the park could be in or near their home state, or in another NPS region entirely. CSAP3 is not designed for use in estimating characteristics of the visitor population for any single park, for all the parks in a region, or even (because international visitors are excluded from the sample) for all parks nationwide.

Regional breakdowns are not provided for split-ballot questions, as only approximately half of the respondents answered each of these questions. For these questions, sample sizes at the regional level would be too small for reliable comparisons. This is consistent with the national technical report developed for CSAP2. Similarly, regional breakdowns are not provided for other survey questions answered by fewer than half of the respondents.

Margin of Error

For simplicity, the report does not present the margin of error associated with each estimate. Approximate margins of error for estimates of percentages derived from the full sample and from key subgroups are presented in Table 2. The margins of error in Table 2 are based on the standard formula for a proportion, assuming a simple random sample from a large population with equal sampling weights. The margin of error for any specific estimate in the report will ultimately be a function of the sample size for that estimate, the underlying variance of the measure of interest, and the variance in the sampling weights. Increased variance in the sampling weights leads to larger margins of error. For the full sample of 2,704 respondents, for example, the variation in the sampling weights increases the margin of error by a factor of approximately 1.8.

Table 2. Margins of error for key subgroups, assuming simple random sample and no weighting.

| Group | Number of respondents | Margin of error |
|-----------------|------------------------------|------------------------|
| All respondents | 2704 | ±2% |
| Visitors | 1674 | ±2% |
| Non-visitors | 1030 | ±3% |
| AKR | 412 | ±5% |
| IMR | 398 | ±5% |
| MWR | 385 | ±5% |
| NCR | 302 | ±6% |
| NER | 405 | ±5% |
| PWR | 409 | ±5% |
| SER | 386 | ±5% |

Interpreting Statistical Test Results (p-values)

Pearson chi-square tests are used to assess the statistical significance of differences by visitor/non-visitor and across the seven NPS regions. The Pearson chi-squared statistic is corrected for the survey design using the second-order correction described by Rao and Scott (1984) and converted into an F statistic for the calculation of a p-value. Results with small p-values (e.g., $p < 0.05$) are unlikely to have resulted from chance variation in the survey sample and would be described as statistically significant by conventional standards. It is important to note, however, that while the chi-square test can be used to highlight statistically significant effects, it cannot reveal whether effects have important practical implications. Some effects that fall just short of the 0.05 significance level may have large practical implications while other effects with high statistical significance may have no practical implications. Thus, it is important to consider both the statistical significance and the practical implications of the results. Furthermore, while the chi-squared test is useful for evaluating the overall independence of two categorical variables, it does not provide information about which specific categories of respondents (e.g., which NPS regions) might be contributing to any observed relationship.

The chi-square test can be unreliable when the subgroups being examined are very small. As a result, when > 20% of the cells in a cross tabulation have fewer than five respondents, a warning is provided after the p-value associated with the chi-square test.

Split-ballot Design

As noted earlier, several groups of questions were rotated so that random subsets of respondents received each question. This served to reduce the duration of the interview. Instances where this “split-ballot design” was applied are noted in the script. As discussed earlier, regional breakdowns are not provided for split-ballot questions.

Interview Script, with Tables of Responses

Introductory Script

Hello, my name is _____. I'm calling on behalf of the National Park Service, and I'm not selling anything. Your phone number was randomly drawn for a nation-wide survey. The purpose of this survey is to help the National Park Service improve the services they offer. I need about 15 minutes to ask you some questions about our national parks, historic sites and recreation areas. Would you be able to help me out with this?

If hesitation or "I don't know"

It's really important that we hear from all kinds of households, whether you think you know much about national parks or not. The National Park Service wants input from the American people about managing parks. So, may I continue?

SOFT REFUSAL

Okay. Would you be willing to answer just five questions for me? It will take less than five minutes of your time.

If Yes or maybe, → Skip to NON-RESPONSE SCRIPT

If No, → Skip to THANKS

THANKS

Thank you for your time.

PRIVATE

Have I reached you at a private household in one of the 50 United States or the District of Columbia?

If Yes, → Skip to VOLUNTARY

If Not private or not U.S., → Skip to SORRYPH

If Don't know/Not sure → Skip to SORRYPH

If No answer/Refused → Skip to SORRYPH

SORRYPH

I am sorry, but we are interviewing only private households. Thank you for your time.

VOLUNTARY

I won't ask for your name, address or other personal information that may identify you. Your participation in this survey is voluntary. You don't have to answer any questions you don't want to and you may end the interview at any time.

If you have questions about your rights as a research subject you can call the University of Wyoming Internal Review Board and I can provide that number. May I continue?

Only if asked: The number for the University of Wyoming IRB administrator is (307) 766-5320

If Yes or maybe, → Skip to AGE

If No, → Skip to THANKS

THANKS

Thank you for your time.

AGE

I need to make certain that I am talking with someone who is at least 18 years of age. Are you 18 years old or older?

If Yes, → Skip to CELL1

If No, → **May I please speak with an adult in the household?**

If Yes,

Hello, my name is _____. I'm calling on behalf of the National Park Service, and I'm not selling anything. Your phone number was randomly drawn for a nation-wide survey. The purpose of this survey is to help the National Park Service improve the services they offer. I need about 15 minutes to ask you some questions about our national parks, historic sites and recreation areas. Would you be able to help me out with this?

If Yes, → Skip to CELL1

If No, → **I am sorry to have bothered you. Good bye.**

CELL1

And I need to ask. Have I reached you on a cell phone?

If Yes, → Skip to CELL2

If No, → Skip to question 1

CELL2

I am not allowed to interview you while you are driving, or doing anything else that may be dangerous if you are distracted. May I continue or should I call at another time?

If Yes, → Skip to SINTRO

If Call at another time → Schedule a callback.

[Note to the reader: This concludes the introductory screening questions.]

Section 1: Introduction

SINTRO

During the survey I will ask you questions about your visitation to national parks, your knowledge and experience with National Park Service programs outside of parks, and, if relevant, your child's experience in national parks.

My first question is about your perception of the National Park Service.

Q1. Please tell me how satisfied you are with the way the National Park Service manages the national parks, national seashores, historic sites, battlefields, national monuments and other designations. In general, are you:

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied, or
5. Very dissatisfied?

Tables 3 and 4 show the satisfaction results resulting from the question above.

Table 3. Q1. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|------------------------------------|----------------------|--------------------|------------------|
| Very satisfied | 1481 | 57.1% | 57.4% |
| Somewhat satisfied | 822 | 31.7% | 30.5% |
| Neither satisfied nor dissatisfied | 213 | 8.2% | 9.5% |
| Somewhat dissatisfied | 55 | 2.1% | 2.1% |
| Very dissatisfied | 21 | 0.8% | 0.5% |
| Total valid | 2592 | 100.0% | 100.0% |
| (Don't know/Not sure) | 99 | – | – |
| (No Answer/Refused) | 13 | – | – |
| Total missing | 112 | – | – |
| Total N | 2704 | – | – |

Table 4. Q1. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very satisfied | 44.9% | 57.1% | 50.3% | 62.6% | 53.5% | 61.1% | 57.4% |
| Somewhat satisfied | 38.8% | 31.7% | 38.2% | 25.6% | 32.7% | 27.1% | 34.0% |
| Neither satisfied nor dissatisfied | 11.5% | 6.8% | 7.1% | 10.1% | 12.6% | 9.6% | 6.1% |
| Somewhat dissatisfied | 4.1% | 3.5% | 3.3% | 1.7% | 0.3% | 2.2% | 1.9% |
| Very dissatisfied | 0.7% | 0.9% | 1.1% | 0.0% | 0.8% | 0.0% | 0.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 399 | 390 | 385 | 364 | 369 | 392 | 286 |

* Chi-square test: p = 0.1.

Q3. What is your age?⁷

_____ (type answer here)

Tables 5, 6, and 7 show the results for Q3.

Table 5. Q3. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|----------------------|--------------------|------------------|
| 18-24 years old | 200 | 7.7% | 12.6% |
| 25-44 years old | 695 | 26.7% | 34.0% |
| 45-64 years old | 928 | 35.7% | 33.8% |
| 65 or older | 777 | 29.9% | 19.5% |
| Total valid | 2600 | 100.0% | 100.0% |
| (Don't know/Not sure) | 2 | – | – |
| (No Answer/Refused) | 102 | – | – |
| Total missing | 104 | – | – |
| Total N | 2704 | – | – |

Table 6. Q3. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|-----------------|---------------|---------------|
| 18-24 years old | 14.3% | 10.9% |
| 25-44 years old | 35.5% | 32.6% |
| 45-64 years old | 35.0% | 32.7% |
| 65 or older | 15.2% | 23.8% |
| Total | 100.0% | 100.0% |
| Total N | 1613 | 987 |

* Chi-square test: $p = 0.02$.

⁷ Prior to Q3, Q2 asked “In what state do you currently live, or do you live in D.C.?” Responses to this question were used to assign respondents to NPS regions and for developing survey weights, but they are not analyzed here. After the calibration of survey weights to match census data, the weighted percentages associated with this question would simply reflect the distribution of the U.S. adult population.

Table 7. Q3. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 18-24 years old | 13.2% | 11.4% | 13.5% | 14.3% | 12.0% | 11.6% | 20.2% |
| 25-44 years old | 38.6% | 36.7% | 36.7% | 31.1% | 33.4% | 33.7% | 40.6% |
| 45-64 years old | 34.2% | 33.7% | 32.3% | 34.4% | 33.5% | 34.9% | 24.2% |
| 65 or older | 13.9% | 18.2% | 17.5% | 20.2% | 21.1% | 19.8% | 15.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 396 | 394 | 389 | 372 | 373 | 388 | 284 |

* Chi-square test: p = 1.

Q4. How many children under the age of 18 do you have living with you?

_____ (type answer here)

Tables 8, 9, and 10 show the results for Q4.

Table 8. Q4. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| 0 children | 1990 | 74.2% | 70.5% |
| 1 child | 313 | 11.7% | 12.8% |
| 2 children | 241 | 9.0% | 10.4% |
| 3 children | 89 | 3.3% | 4.5% |
| 4 children | 29 | 1.1% | 1.0% |
| 5 or more children | 19 | 0.7% | 0.9% |
| Total valid | 2681 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (No Answer/Refused) | 21 | – | – |
| (Not asked) | 1 | – | – |
| Total missing | 23 | – | – |
| Total N | 2704 | – | – |

Table 9. Q4. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|--------------------|----------------|--------------------|
| 0 children | 69.5% | 71.5% |
| 1 child | 11.6% | 13.9% |
| 2 children | 11.5% | 9.2% |
| 3 children | 5.6% | 3.5% |
| 4 children | 1.1% | 0.9% |
| 5 or more children | 0.8% | 1.0% |
| Total | 100.0% | 100.0% |
| Total N | 1659 | 1022 |

* Chi-square test: p = 0.6.

Table 10. Q4. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|--------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 0 children | 63.5% | 73.9% | 67.9% | 72.6% | 67.5% | 70.1% | 70.7% |
| 1 child | 12.0% | 12.6% | 17.0% | 11.3% | 14.4% | 10.1% | 16.0% |
| 2 children | 10.7% | 6.5% | 10.2% | 11.2% | 10.6% | 12.5% | 9.3% |
| 3 children | 6.7% | 4.7% | 3.2% | 3.6% | 5.6% | 5.2% | 2.8% |
| 4 children | 4.7% | 1.1% | 1.1% | 1.4% | 0.7% | 0.9% | 0.4% |
| 5 or more children | 2.3% | 1.2% | 0.6% | 0.0% | 1.2% | 1.2% | 0.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 406 | 408 | 396 | 379 | 384 | 401 | 302 |

* Chi-square test: p = 0.9. Warning: > 20% of cells have < 5 respondents

Q5. Of those children, how many are age 12 to 17?

_____ (type answer here)

Tables 11 and 12 show the results for Q5.

Table 11. Q5. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------|-----------------------------|---------------------------|-------------------------|
| 0 children | 350 | 49.8% | 44.2% |
| 1 child | 245 | 34.9% | 38.6% |
| 2 children | 80 | 11.4% | 11.7% |
| 3 children | 23 | 3.3% | 4.6% |
| 4 children | 2 | 0.3% | 0.2% |
| 5 or more children | 3 | 0.4% | 0.8% |
| Total valid | 703 | 100.0% | 100.0% |
| (No Answer/Refused) | 7 | – | – |
| (Not asked) | 1994 | – | – |
| Total missing | 2001 | – | – |
| Total N | 2704 | – | – |

Table 12. Q5. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|--------------------|----------------|--------------------|
| 0 children | 46.6% | 41.6% |
| 1 child | 33.1% | 44.6% |
| 2 children | 12.7% | 10.5% |
| 3 children | 7.4% | 1.5% |
| 4 children | 0.3% | 0.0% |
| 5 or more children | 0.0% | 1.7% |
| Total | 100.0% | 100.0% |
| Total N | 472 | 231 |

* Chi-square test: p = 0.2. Warning: > 20% of cells have < 5 respondents

Section 2: Park Visitation (PV)

In this next series of questions I will be asking you about your history of park visitation. The National Park System consists of all the park units managed by the National Park Service. Park units include national parks, national seashores, historic sites, battlefields, national monuments and other designations. Although these different designations exist, I will refer to all park units in this survey as ‘national parks.’

PV1. How many times in the past two years have you visited a national park?

_____ (type number of visits here)

Tables 13 and 14 show the results for PV1.

Table 13. PV1. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| 0 visits | 736 | 27.6% | 35.3% |
| 1 visit | 305 | 11.4% | 12.3% |
| 2 visits | 355 | 13.3% | 14.8% |
| 3 visits | 227 | 8.5% | 8.7% |
| 4 visits | 198 | 7.4% | 6.3% |
| 5 visits | 167 | 6.3% | 6.1% |
| 6 visits | 113 | 4.2% | 3.2% |
| 7 visits | 33 | 1.2% | 1.3% |
| 8 visits | 56 | 2.1% | 1.6% |
| 9 visits | 3 | 0.1% | 0.1% |
| 10 visits | 117 | 4.4% | 2.5% |
| 11 or more visits | 359 | 13.5% | 7.9% |
| Total valid | 2669 | 100.0% | 100.0% |
| (Don't know/Not sure) | 35 | – | – |
| Total missing | 35 | – | – |
| Total N | 2704 | – | – |

Table 14. PV1. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 0 visits | 29.7% | 29.9% | 25.4% | 42.6% | 38.8% | 36.2% | 12.4% |
| 1 visit | 9.2% | 12.9% | 15.1% | 16.0% | 9.2% | 9.4% | 9.1% |
| 2 visits | 13.1% | 9.3% | 14.3% | 16.3% | 16.1% | 17.1% | 11.5% |
| 3 visits | 8.6% | 12.0% | 10.6% | 9.5% | 6.4% | 6.3% | 4.2% |
| 4 visits | 7.1% | 6.8% | 7.7% | 3.8% | 8.7% | 4.6% | 4.0% |
| 5 visits | 5.9% | 9.6% | 8.2% | 2.6% | 3.7% | 7.6% | 8.6% |
| 6 visits | 3.0% | 6.2% | 4.6% | 1.6% | 2.1% | 2.4% | 3.9% |
| 7 visits | 1.6% | 1.3% | 1.1% | 0.7% | 0.4% | 2.7% | 2.9% |
| 8 visits | 2.5% | 1.4% | 2.2% | 0.7% | 1.6% | 2.1% | 1.9% |
| 9 visits | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.4% | 0.3% |
| 10 visits | 4.0% | 2.9% | 2.7% | 1.4% | 2.4% | 3.1% | 7.2% |
| 11 or more visits | 15.3% | 7.8% | 8.2% | 4.6% | 10.6% | 8.1% | 34.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 406 | 404 | 394 | 381 | 381 | 400 | 297 |

* Chi-square test: $p = 0.006$.

PV2. Have you ever, in your lifetime, visited a national park?

1. Yes
2. No (skip to PV4)

Tables 15 and 16 show the results for PV2.

Table 15. PV2. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------------|-----------------------------|---------------------------|-------------------------|
| (One or more visits on PV1) | 1933 | 72.1% | 65.0% |
| Yes (ever visited) | 612 | 22.8% | 25.6% |
| No | 137 | 5.1% | 9.5% |
| Total valid | 2682 | 100.0% | 100.0% |
| (Don't know/Not sure) | 22 | – | – |
| Total missing | 22 | – | – |
| Total N | 2704 | – | – |

Table 16. PV2. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|-----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| (One or more visits on PV1) | 69.6% | 69.5% | 74.0% | 57.7% | 61.3% | 65.3% | 86.0% |
| Yes (ever visited) | 23.7% | 24.9% | 19.1% | 29.1% | 25.2% | 27.6% | 12.6% |
| No | 6.7% | 5.6% | 6.8% | 13.2% | 13.5% | 7.1% | 1.4% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 410 | 406 | 396 | 380 | 380 | 401 | 302 |

* Chi-square test: p = 0.04.

PV3. We would like to know about the last time you visited a national park. Was your most recent visit ...

- 1. More than 5 years ago**
- 2. From 2 to 5 years ago**
- 3. (Volunteered: Within the past two years)**
- 4. (Volunteered: Never)**

Tables 17 and 18 show the results for PV3.

Table 17. PV3. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|--|-----------------------------|---------------------------|-------------------------|
| (Never visited on PV2) | 137 | 5.1% | 9.5% |
| More than 5 years ago | 413 | 15.4% | 17.4% |
| From 2 to 5 years ago | 183 | 6.8% | 7.7% |
| (Volunteered: Within the past 2 years) | 9 | 0.3% | 0.4% |
| (One or more visits on PV1) | 1933 | 72.3% | 65.1% |
| Total valid | 2675 | 100.0% | 100.0% |
| (Don't know/Not sure) | 7 | – | – |
| (Not asked) | 22 | – | – |
| Total missing | 29 | – | – |
| Total N | 2704 | – | – |

Table 18. PV3. Cross-tabulation by region (national weighted data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| (Never visited on PV2) | 6.8% | 5.6% | 6.8% | 13.2% | 13.6% | 7.1% | 1.4% |
| More than 5 years ago | 17.5% | 16.2% | 12.4% | 23.0% | 15.1% | 18.6% | 9.2% |
| From 2 to 5 years ago | 5.5% | 8.4% | 6.6% | 5.6% | 9.3% | 8.3% | 3.2% |
| (Volunteered: Within the past 2 years) | 0.0% | 0.0% | 0.0% | 0.5% | 0.6% | 0.6% | 0.2% |
| (One or more visits on PV1) | 70.2% | 69.7% | 74.2% | 57.7% | 61.4% | 65.4% | 86.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 407 | 405 | 395 | 380 | 379 | 400 | 302 |

* Chi-square test: $p = 0.08$.

PV4. Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement:

"I plan to visit a national park within the next 12 months."

- 1. Strongly agree**
- 2. Somewhat agree**
- 3. Neither agree nor disagree**
- 4. Somewhat disagree**
- 5. Strongly disagree**

[If PV1=0, skip to NV1]

Tables 19, 20, and 21 show the results for PV4.

Table 19. PV4. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 1503 | 56.7% | 49.9% |
| Somewhat agree | 494 | 18.6% | 23.0% |
| Neither agree nor disagree | 198 | 7.5% | 8.2% |
| Somewhat disagree | 182 | 6.9% | 6.2% |
| Strongly disagree | 273 | 10.3% | 12.8% |
| Total valid | 2650 | 100.0% | 100.0% |
| (Don't know/Not sure) | 47 | — | — |
| (No Answer/Refused) | 6 | — | — |
| (Not asked) | 1 | — | — |
| Total missing | 54 | — | — |
| Total N | 2704 | — | — |

Table 20. PV4. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|----------------------------|----------------|--------------------|
| Strongly agree | 71.0% | 28.3% |
| Somewhat agree | 19.0% | 27.1% |
| Neither agree nor disagree | 5.6% | 10.8% |
| Somewhat disagree | 1.6% | 10.9% |

* Chi-square test: $p < 0.0001$.

Table 20 (continued). PV4. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|-------------------|----------------|--------------------|
| Strongly disagree | 2.8% | 22.9% |
| Total | 100.0% | 100.0% |
| Total N | 1660 | 990 |

* Chi-square test: $p < 0.0001$.

Table 21. PV4. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Strongly agree | 55.4% | 58.9% | 58.5% | 39.3% | 51.4% | 45.3% | 73.8% |
| Somewhat agree | 12.8% | 21.2% | 21.2% | 22.0% | 23.5% | 26.4% | 11.8% |
| Neither agree nor disagree | 8.2% | 4.5% | 7.0% | 14.2% | 5.0% | 9.2% | 3.3% |
| Somewhat disagree | 12.2% | 4.0% | 6.5% | 7.8% | 6.6% | 5.7% | 6.7% |
| Strongly disagree | 11.4% | 11.5% | 6.8% | 16.8% | 13.5% | 13.4% | 4.5% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 406 | 402 | 390 | 378 | 372 | 400 | 296 |

* Chi-square test: $p = 0.02$.

PV5. Which national park did you LAST visit?

- 1. Successfully named a national park from the list of national park units**
- 2. Did not name a national park (skip to NV1)**

Tables 22 and 23 show the results for PV5.

Table 22. PV5. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|--|-----------------------------|---------------------------|-------------------------|
| “Visitor” (Visited in the past 2 years and named a unit found on list) | 1674 | 61.9% | 49.9% |
| “Non-visitor” (All other respondents) | 1030 | 38.1% | 50.1% |
| Total valid | 2704 | 100.0% | 100.0% |
| Total missing | 0 | – | – |
| Total N | 2704 | – | – |

Table 23. PV5. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Visitor | 59.9% | 56.0% | 55.9% | 43.9% | 47.9% | 49.0% | 76.7% |
| Non-visitor | 40.1% | 44.0% | 44.1% | 56.1% | 52.1% | 51.0% | 23.3% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 412 | 409 | 398 | 385 | 386 | 405 | 302 |

* Chi-square test: p = 0.1.

PV5a. So, we're calling [Park Name] your most recent visit to a national park. Do I have that right?

1. (Yes, that's the right unit -- proceed with interview)
2. (No -- return to the last unit question and make correction)

Tables 24 and 25 show the results for PV5a.

Table 24. PV5a. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-------------------------------------|-----------------------------|---------------------------|-------------------------|
| Yellowstone National Park | 122 | 7.3% | 8.9% |
| Great Smoky Mountains National Park | 44 | 2.6% | 5.7% |
| Grand Canyon National Park | 72 | 4.3% | 4.7% |
| Yosemite National Park | 66 | 3.9% | 4.6% |
| Gettysburg National Military Park | 34 | 2.0% | 4.5% |
| Rocky Mountain National Park | 62 | 3.7% | 4.3% |
| Zion National Park | 29 | 1.7% | 2.7% |
| Other NPS unit | 1245 | 74.4% | 64.5% |
| Total valid | 1674 | 100.0% | 100.0% |
| Non-visitor | 1030 | – | – |
| Total N | 2704 | – | – |

Table 25. PV5a. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|-------------------------------------|------------|------------|------------|------------|------------|------------|------------|
| Yellowstone National Park | 29.3% | 28.5% | 29.8% | 29.6% | 14.5% | 19.2% | – |
| Great Smoky Mountains National Park | – | 0.8% | 1.6% | 21.6% | 57.6% | 16.1% | 3.3% |
| Grand Canyon National Park | 42.2% | 7.5% | 14.1% | 14.9% | 11.7% | 18.1% | 23.7% |
| Yosemite National Park | 7.5% | 31.7% | 5.4% | 7.7% | 7.5% | 10.2% | 3.5% |
| Gettysburg National Military Park | – | 1.5% | 3.3% | 18.9% | 8.7% | 31.1% | 50.3% |
| Rocky Mountain National Park | 5.9% | 11.3% | 33.3% | 6.7% | – | 3.0% | 17.9% |
| Zion National Park | 15.1% | 18.9% | 12.4% | 0.6% | – | 2.2% | 1.4% |
| Other NPS unit | 90.0% | 59.6% | 52.8% | 62.4% | 76.6% | 67.3% | 94.7% |
| Total N | 269 | 253 | 251 | 186 | 202 | 274 | 236 |

* Chi-square test: $p < 0.0001$. Warning: > 20% of cells have < 5 respondents

PV6. During your last visit to [Park Name], how much time did you spend in the national park itself?

1. One day or less
2. Multiple days

Tables 26 and 27 show the results for PV6.

Table 26. PV6. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------|-----------------------------|---------------------------|-------------------------|
| One day or less | 1119 | 67.2% | 67.1% |
| Multiple days | 546 | 32.8% | 32.9% |
| Total valid | 1665 | 100.0% | 100.0% |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1039 | – | – |
| Total N | 2704 | – | – |

Table 27. PV6. Cross-tabulation by region (national weighted data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| One day or less | 57.0% | 63.4% | 59.6% | 69.2% | 70.1% | 71.3% | 84.1% |
| Multiple days | 43.0% | 36.6% | 40.4% | 30.8% | 29.9% | 28.7% | 15.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 252 | 250 | 185 | 199 | 274 | 235 |

* Chi-square test: p = 0.4.

PV.7a. Including yourself, how many people were in your group during your last visit to [Park Name]?

_____ (type number in group here)

[If PV7a=1, skip to PV7c]

Tables 28 and 29 show the results for PV7a.

Table 28. PV7a. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| 1 person | 148 | 8.9% | 5.2% |
| 2 people | 516 | 31.1% | 29.1% |
| 3 people | 250 | 15.1% | 15.1% |
| 4 people | 315 | 19.0% | 20.7% |
| 5 or more people | 432 | 26.0% | 29.9% |
| Total valid | 1661 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (Not asked) | 1039 | – | – |
| Total missing | 1043 | – | – |
| Total N | 2704 | – | – |

Table 29. PV7a. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 1 person | 9.1% | 5.3% | 4.5% | 7.3% | 4.8% | 4.0% | 15.9% |
| 2 people | 28.3% | 24.8% | 32.1% | 29.0% | 26.5% | 33.1% | 24.5% |
| 3 people | 16.2% | 14.4% | 12.4% | 12.0% | 24.5% | 11.8% | 20.2% |
| 4 people | 20.0% | 17.8% | 16.3% | 26.8% | 18.8% | 23.4% | 13.0% |
| 5 or more people | 26.4% | 37.8% | 34.7% | 25.0% | 25.5% | 27.7% | 26.4% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 252 | 249 | 185 | 199 | 274 | 233 |

* Chi-square test: p = 0.2.

PV7b. How many were children?

_____ (type number in group here)

Tables 30 and 31 show the results for PV7b.

Table 30. PV7b. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| 0 children | 958 | 63.3% | 60.1% |
| 1 child | 171 | 11.3% | 11.2% |
| 2 children | 179 | 11.8% | 10.6% |
| 3 children | 88 | 5.8% | 8.6% |
| 4 children | 42 | 2.8% | 2.6% |
| 5 or more children | 76 | 5.0% | 6.9% |
| Total valid | 1514 | 100.0% | 100.0% |
| (Don't know/Not sure) | 3 | – | – |
| (Not asked) | 1187 | – | – |
| Total missing | 1190 | – | – |
| Total N | 2704 | – | – |

Table 31. PV7b. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|--------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 0 children | 61.8% | 61.0% | 59.6% | 65.6% | 56.8% | 58.1% | 53.0% |
| 1 child | 12.2% | 8.8% | 13.8% | 6.0% | 12.8% | 14.0% | 21.1% |
| 2 children | 12.0% | 9.4% | 10.1% | 6.8% | 9.8% | 15.7% | 8.8% |
| 3 children | 7.8% | 13.3% | 4.5% | 11.2% | 13.5% | 1.2% | 4.8% |
| 4 children | 2.9% | 2.5% | 6.3% | 2.3% | 1.3% | 1.5% | 3.8% |
| 5 or more children | 3.3% | 4.9% | 5.8% | 8.0% | 5.8% | 9.4% | 8.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 241 | 240 | 231 | 171 | 188 | 257 | 184 |

* Chi-square test: p = 0.05.

PV7c. As you know, some of the costs of travel such as gasoline, hotels, rental cars, and airline tickets often increase. Would you still have made your most recent visit to a national park if your total trip costs were \$ [bid amount] more than the amount you spent on this trip?

If PV6=1, bid amount will be randomly selected from the following bid vector:

2, 10, 20, 30, 45, 60, 75, 100, 125, 150, 200, 250, 350, 500, 750.

1. Yes
2. No

If PV6=2, bid amount will be randomly selected from the following bid vector:

5, 15, 30, 50, 75, 100, 150, 200, 250, 350, 500, 750, 1000, 1500, 2000

3. Yes
4. No

Table 32. PV7c. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|----------------------|--------------------|------------------|
| Yes | 1086 | 67.9% | 70.9% |
| No | 514 | 32.1% | 29.1% |
| Total valid | 1600 | 100.0% | 100.0% |
| (Don't know/Not sure) | 62 | – | – |
| (No Answer/Refused) | 3 | – | – |
| (Not asked) | 1039 | – | – |
| Total missing | 1104 | – | – |
| Total N | 2704 | – | – |

Table 33. PV7c. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 68.3% | 66.3% | 67.5% | 77.1% | 76.9% | 66.8% | 58.1% |
| No | 31.7% | 33.7% | 32.5% | 22.9% | 23.1% | 33.2% | 41.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 256 | 242 | 246 | 179 | 185 | 265 | 225 |

* Chi-square test: p = 0.2.

Reasons for Visit to the Park

Thinking about your last visit to [Park Name], please tell me how important was each of the following reasons for you to visit [Park Name]. How important was it ...

1. Very important
2. Important
3. Not so important
4. Not important at all

PV8. To spend time with friends/family.

Tables 34 and 35 show the results for PV8.

Table 34. PV8. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|----------------------|--------------------|------------------|
| Very important | 997 | 60.1% | 64.6% |
| Important | 401 | 24.2% | 25.3% |
| Not so important | 106 | 6.4% | 3.6% |
| Not important at all | 156 | 9.4% | 6.6% |
| Total valid | 1660 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1044 | – | – |
| Total N | 2704 | – | – |

Table 35. PV8. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 62.5% | 69.3% | 71.3% | 62.9% | 65.6% | 56.1% | 54.7% |
| Important | 23.3% | 23.2% | 18.2% | 26.1% | 27.2% | 30.2% | 22.6% |
| Not so important | 5.4% | 4.5% | 6.4% | 3.4% | 2.2% | 1.8% | 10.5% |
| Not important at all | 8.8% | 3.0% | 4.1% | 7.7% | 4.9% | 11.9% | 12.1% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 265 | 250 | 248 | 185 | 199 | 274 | 236 |

* Chi-square test: p = 0.04.

PV9. To view wildlife or natural scenery.

Tables 36 and 37 show the results for PV9.

Table 36. PV9. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 1103 | 66.4% | 65.5% |
| Important | 384 | 23.1% | 24.9% |
| Not so important | 118 | 7.1% | 6.4% |
| Not important at all | 57 | 3.4% | 3.1% |
| Total valid | 1662 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (No Answer/Refused) | 3 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1042 | – | – |
| Total N | 2704 | – | – |

Table 37. PV9. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 68.6% | 73.8% | 71.2% | 65.2% | 61.5% | 58.1% | 55.4% |
| Important | 24.5% | 22.7% | 19.0% | 25.5% | 28.1% | 28.0% | 30.4% |
| Not so important | 6.1% | 2.4% | 8.1% | 6.7% | 7.5% | 7.4% | 8.6% |
| Not important at all | 0.8% | 1.1% | 1.7% | 2.6% | 2.9% | 6.6% | 5.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 251 | 250 | 185 | 199 | 273 | 235 |

* Chi-square test: p = 0.2.

PV10. To get physical exercise.

Tables 38 and 39 show the results for PV10.

Table 38. PV10. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 690 | 41.5% | 41.2% |
| Important | 542 | 32.6% | 33.8% |
| Not so important | 334 | 20.1% | 18.8% |
| Not important at all | 96 | 5.8% | 6.3% |
| Total valid | 1662 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (No Answer/Refused) | 3 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1042 | – | – |
| Total N | 2704 | – | – |

Table 39. PV10. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 39.1% | 45.1% | 38.2% | 36.2% | 39.2% | 45.8% | 57.4% |
| Important | 33.3% | 34.0% | 31.7% | 33.6% | 31.1% | 37.8% | 21.1% |
| Not so important | 23.5% | 18.6% | 26.1% | 22.4% | 18.0% | 11.0% | 15.9% |
| Not important at all | 4.1% | 2.3% | 4.0% | 7.8% | 11.8% | 5.5% | 5.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 252 | 250 | 185 | 198 | 273 | 235 |

* Chi-square test: p = 0.1.

PV11. To relax.

Tables 40 and 41 show the results for PV11.

Table 40. PV11. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 905 | 54.5% | 58.1% |
| Important | 518 | 31.2% | 28.9% |
| Not so important | 187 | 11.3% | 11.2% |
| Not important at all | 52 | 3.1% | 1.8% |
| Total valid | 1662 | 100.0% | 100.0% |
| (Don't know/Not sure) | 2 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1042 | – | – |
| Total N | 2704 | – | – |

Table 41. PV11. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 52.8% | 53.9% | 60.7% | 55.4% | 59.5% | 60.6% | 53.6% |
| Important | 31.9% | 31.2% | 29.6% | 26.9% | 31.1% | 26.3% | 28.3% |
| Not so important | 12.2% | 13.5% | 8.4% | 15.8% | 8.4% | 10.0% | 13.9% |
| Not important at all | 3.1% | 1.4% | 1.3% | 1.8% | 1.0% | 3.1% | 4.2% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 252 | 250 | 184 | 199 | 273 | 234 |

* Chi-square test: p = 0.7.

PV12. To learn more about American history and culture.

Tables 42 and 43 show the results for PV12.

Table 42. PV12. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 730 | 43.9% | 47.0% |
| Important | 512 | 30.8% | 31.3% |
| Not so important | 347 | 20.9% | 18.8% |
| Not important at all | 74 | 4.4% | 2.9% |
| Total valid | 1663 | 100.0% | 100.0% |
| (Don't know/Not sure) | 2 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1041 | – | – |
| Total N | 2704 | – | – |

Table 43. PV12. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 34.6% | 46.9% | 43.9% | 40.5% | 58.8% | 44.5% | 48.4% |
| Important | 34.0% | 29.1% | 28.6% | 32.2% | 29.1% | 36.8% | 21.2% |
| Not so important | 24.9% | 20.8% | 25.6% | 25.0% | 9.8% | 14.6% | 21.1% |
| Not important at all | 6.5% | 3.2% | 1.9% | 2.4% | 2.4% | 4.1% | 9.3% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 251 | 250 | 185 | 199 | 274 | 235 |

* Chi-square test: p = 0.2.

PV13. To learn more about nature.

Tables 44 and 45 show the results for PV13.

Table 44. PV13. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 696 | 41.9% | 43.5% |
| Important | 620 | 37.3% | 39.4% |
| Not so important | 257 | 15.5% | 13.7% |
| Not important at all | 87 | 5.2% | 3.5% |
| Total valid | 1660 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1044 | – | – |
| Total N | 2704 | – | – |

Table 45. PV13. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 41.7% | 50.9% | 49.5% | 35.6% | 42.0% | 40.3% | 45.8% |
| Important | 42.7% | 35.7% | 34.4% | 34.2% | 47.1% | 44.0% | 25.9% |
| Not so important | 13.3% | 11.5% | 14.6% | 27.1% | 6.6% | 9.8% | 21.4% |
| Not important at all | 2.4% | 1.8% | 1.5% | 3.0% | 4.3% | 5.9% | 6.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 251 | 250 | 183 | 199 | 273 | 234 |

* Chi-square test: p = 0.0006.

PV14. To hear the sound of nature/quiet.

Tables 46 and 47 show the results for PV14.

Table 46. PV14. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 932 | 56.2% | 58.3% |
| Important | 481 | 29.0% | 29.5% |
| Not so important | 183 | 11.0% | 9.6% |
| Not important at all | 62 | 3.7% | 2.5% |
| Total valid | 1658 | 100.0% | 100.0% |
| (Don't know/Not sure) | 5 | – | – |
| (No Answer/Refused) | 3 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1046 | – | – |
| Total N | 2704 | – | – |

Table 47. PV14. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 58.3% | 72.2% | 61.2% | 49.9% | 57.6% | 52.1% | 42.4% |
| Important | 28.1% | 18.8% | 26.7% | 38.9% | 28.9% | 33.6% | 33.0% |
| Not so important | 10.4% | 8.6% | 11.7% | 9.0% | 9.5% | 9.4% | 18.6% |
| Not important at all | 3.2% | 0.4% | 0.5% | 2.1% | 4.0% | 4.9% | 5.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 251 | 250 | 184 | 197 | 272 | 235 |

* Chi-square test: p = 0.02.

PV15. To experience solitude.

Tables 48 and 49 show the results for PV15.

Table 48. PV15. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 568 | 34.3% | 33.8% |
| Important | 494 | 29.9% | 29.4% |
| Not so important | 433 | 26.2% | 28.9% |
| Not important at all | 159 | 9.6% | 8.0% |
| Total valid | 1654 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 8 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1050 | – | – |
| Total N | 2704 | – | – |

Table 49. PV15. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 36.8% | 38.9% | 39.0% | 27.4% | 34.0% | 30.7% | 31.0% |
| Important | 34.6% | 21.9% | 32.1% | 30.8% | 34.7% | 27.5% | 32.7% |
| Not so important | 23.3% | 34.1% | 23.2% | 32.8% | 23.2% | 30.6% | 27.0% |
| Not important at all | 5.2% | 5.1% | 5.6% | 9.0% | 8.1% | 11.2% | 9.3% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 249 | 247 | 182 | 198 | 273 | 235 |

* Chi-square test: p = 0.3.

PV16. To be outdoors.

Tables 50 and 51 show the results for PV16.

Table 50. PV16. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 1190 | 71.5% | 72.0% |
| Important | 398 | 23.9% | 24.0% |
| Not so important | 56 | 3.4% | 3.3% |
| Not important at all | 20 | 1.2% | 0.7% |
| Total valid | 1664 | 100.0% | 100.0% |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1040 | – | – |
| Total N | 2704 | – | – |

Table 51. PV16. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 76.6% | 83.8% | 77.8% | 63.2% | 69.1% | 67.6% | 75.3% |
| Important | 20.0% | 12.7% | 20.0% | 33.3% | 24.4% | 28.5% | 20.6% |
| Not so important | 3.1% | 3.4% | 2.0% | 3.0% | 5.6% | 2.5% | 2.7% |
| Not important at all | 0.2% | 0.1% | 0.2% | 0.6% | 0.9% | 1.4% | 1.3% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 252 | 250 | 185 | 199 | 273 | 235 |

* Chi-square test: p = 0.04.

PV17. To view dark night sky/stars.

Tables 52 and 53 show the results for PV17.

Table 52. PV17. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 568 | 35.1% | 38.6% |
| Important | 354 | 21.9% | 24.5% |
| Not so important | 403 | 24.9% | 25.0% |
| Not important at all | 295 | 18.2% | 11.9% |
| Total valid | 1620 | 100.0% | 100.0% |
| (Don't know/Not sure) | 18 | – | – |
| (No Answer/Refused) | 28 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1084 | – | – |
| Total N | 2704 | – | – |

Table 53. PV17. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 33.1% | 56.8% | 45.9% | 31.1% | 29.6% | 32.2% | 34.4% |
| Important | 16.6% | 17.1% | 22.5% | 28.4% | 27.1% | 26.7% | 20.2% |
| Not so important | 27.2% | 18.5% | 23.4% | 26.8% | 29.3% | 26.3% | 26.3% |
| Not important at all | 23.1% | 7.5% | 8.2% | 13.6% | 14.0% | 14.8% | 19.1% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 263 | 245 | 246 | 179 | 193 | 265 | 226 |

* Chi-square test: p = 0.02.

PV18. To visit a National Park.

Tables 54 and 55 show the results for PV18.

Table 54. PV18. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 900 | 54.4% | 55.3% |
| Important | 559 | 33.8% | 35.7% |
| Not so important | 161 | 9.7% | 7.5% |
| Not important at all | 33 | 2.0% | 1.5% |
| Total valid | 1653 | 100.0% | 100.0% |
| (Don't know/Not sure) | 10 | – | – |
| (No Answer/Refused) | 3 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1051 | – | – |
| Total N | 2704 | – | – |

Table 55. PV18. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 46.7% | 54.4% | 54.2% | 56.8% | 58.2% | 53.2% | 56.4% |
| Important | 37.2% | 31.3% | 38.3% | 31.7% | 35.0% | 41.1% | 28.5% |
| Not so important | 14.1% | 13.2% | 7.2% | 10.5% | 4.4% | 3.3% | 11.3% |
| Not important at all | 1.9% | 1.1% | 0.3% | 1.0% | 2.4% | 2.3% | 3.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 264 | 250 | 250 | 184 | 198 | 273 | 231 |

* Chi-square test: p = 0.2.

PV20. On your last visit to [Park Name] did you or any member of your personal group use any of the following programs or services?

1. Yes
2. No

PV20a. Attend a ranger-led activity, such as a tour or talk?

Tables 50 and 51 show the results for PV16.

Table 56. PV20a. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 501 | 30.3% | 27.4% |
| No | 1154 | 69.7% | 72.6% |
| Total valid | 1655 | 100.0% | 100.0% |
| (Don't know/Not sure) | 10 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1049 | – | – |
| Total N | 2704 | – | – |

Table 57. PV20a. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 30.7% | 26.2% | 23.8% | 27.2% | 35.2% | 24.3% | 20.3% |
| No | 69.3% | 73.8% | 76.2% | 72.8% | 64.8% | 75.7% | 79.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 263 | 251 | 249 | 185 | 196 | 273 | 235 |

* Chi-square test: p = 0.3.

PV20b. Talk informally with a ranger?

Tables 58 and 59 show the results for PV20b.

Table 58. PV20b. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 913 | 55.4% | 54.0% |
| No | 735 | 44.6% | 46.0% |
| Total valid | 1648 | 100.0% | 100.0% |
| (Don't know/Not sure) | 17 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1056 | – | – |
| Total N | 2704 | – | – |

Table 59. PV20b. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 53.1% | 55.1% | 54.3% | 56.5% | 57.7% | 47.7% | 34.6% |
| No | 46.9% | 44.9% | 45.7% | 43.5% | 42.3% | 52.3% | 65.4% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 264 | 250 | 247 | 184 | 197 | 270 | 233 |

* Chi-square test: p = 0.6.

PV20c. View outdoor exhibits?

Tables 60 and 61 show the results for PV20c.

Table 60. PV20c. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 1263 | 76.7% | 80.4% |
| No | 384 | 23.3% | 19.6% |
| Total valid | 1647 | 100.0% | 100.0% |
| (Don't know/Not sure) | 18 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1057 | – | – |
| Total N | 2704 | – | – |

Table 61. PV20c. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 69.1% | 80.1% | 75.1% | 84.1% | 86.4% | 76.4% | 67.2% |
| No | 30.9% | 19.9% | 24.9% | 15.9% | 13.6% | 23.6% | 32.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 264 | 250 | 246 | 185 | 196 | 274 | 229 |

* Chi-square test: p = 0.2.

PV20d. View indoor exhibits?

Tables 62 and 63 show the results for PV20d.

Table 62. PV20d. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 969 | 58.6% | 61.3% |
| No | 684 | 41.4% | 38.7% |
| Total valid | 1653 | 100.0% | 100.0% |
| (Don't know/Not sure) | 13 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1051 | – | – |
| Total N | 2704 | – | – |

Table 63. PV20d. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 45.8% | 64.2% | 57.4% | 62.8% | 62.1% | 60.1% | 44.7% |
| No | 54.2% | 35.8% | 42.6% | 37.2% | 37.9% | 39.9% | 55.3% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 265 | 250 | 246 | 183 | 198 | 274 | 234 |

* Chi-square test: p = 0.9.

PV20e. Attend a cultural demonstration or performance?

Tables 64 and 65 show the results for PV20e.

Table 64. PV20e. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 243 | 14.7% | 15.4% |
| No | 1409 | 85.3% | 84.6% |
| Total valid | 1652 | 100.0% | 100.0% |
| (Don't know/Not sure) | 13 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1052 | – | – |
| Total N | 2704 | – | – |

Table 65. PV20e. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 13.6% | 12.3% | 13.7% | 12.6% | 18.9% | 18.5% | 17.4% |
| No | 86.4% | 87.7% | 86.3% | 87.4% | 81.1% | 81.5% | 82.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 265 | 249 | 248 | 185 | 195 | 273 | 234 |

* Chi-square test: p = 0.5.

PV20f. Read the park brochure or newspaper?

Tables 66 and 67 show the results for PV20f.

Table 66. PV20f. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 1216 | 73.7% | 79.5% |
| No | 435 | 26.3% | 20.5% |
| Total valid | 1651 | 100.0% | 100.0% |
| (Don't know/Not sure) | 14 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1053 | – | – |
| Total N | 2704 | – | – |

Table 67. PV20f. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 63.8% | 77.0% | 77.5% | 81.8% | 79.9% | 81.5% | 49.2% |
| No | 36.2% | 23.0% | 22.5% | 18.2% | 20.1% | 18.5% | 50.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 248 | 246 | 184 | 196 | 272 | 236 |

* Chi-square test: p = 0.7.

PV20g. Go to the visitor center?

Tables 68 and 69 show the results for PV20g.

Table 68. PV20g. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 1210 | 73.2% | 79.2% |
| No | 442 | 26.8% | 20.8% |
| Total valid | 1652 | 100.0% | 100.0% |
| (Don't know/Not sure) | 14 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1052 | – | – |
| Total N | 2704 | – | – |

Table 69. PV20g. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 61.9% | 79.5% | 78.0% | 83.4% | 78.3% | 77.6% | 47.3% |
| No | 38.1% | 20.5% | 22.0% | 16.6% | 21.7% | 22.4% | 52.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 249 | 249 | 184 | 198 | 272 | 231 |

* Chi-square test: p = 0.7.

PV20h. Watch movies or videos about the park, or listen to an audio tour or podcast?

Tables 70 and 71 show the results for PV20h.

Table 70. PV20h. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 630 | 38.2% | 41.4% |
| No | 1018 | 61.8% | 58.6% |
| Total valid | 1648 | 100.0% | 100.0% |
| (Don't know/Not sure) | 18 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1056 | – | – |
| Total N | 2704 | – | – |

Table 71. PV20h. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 34.9% | 34.2% | 40.3% | 41.3% | 56.7% | 34.8% | 24.3% |
| No | 65.1% | 65.8% | 59.7% | 58.7% | 43.3% | 65.2% | 75.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 248 | 246 | 184 | 195 | 271 | 235 |

* Chi-square test: p = 0.009.

PV20i. Participate with a child in your group in a youth program? Please specify youth program.

Tables 72 and 73 show the results for PV20i.

Table 72. PV20i. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 111 | 6.7% | 7.2% |
| No | 1548 | 93.3% | 92.8% |
| Total valid | 1659 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 3 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1045 | – | – |
| Total N | 2704 | – | – |

Table 73. PV20i. Cross-tabulations by region (weighted national results, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 8.6% | 6.5% | 7.6% | 7.3% | 7.3% | 7.2% | 11.2% |
| No | 91.4% | 93.5% | 92.4% | 92.7% | 92.7% | 92.8% | 88.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 265 | 251 | 249 | 185 | 197 | 274 | 235 |

* Chi-square test: p = 1.

PV20j. Use a smart phone app specific to the park unit.

Tables 74 and 75 show the results for PV20j.

Table 74. PV20j. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 201 | 12.2% | 15.6% |
| No | 1453 | 87.8% | 84.4% |
| Total valid | 1654 | 100.0% | 100.0% |
| (Don't know/Not sure) | 11 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1050 | – | – |
| Total N | 2704 | – | – |

Table 75. PV20j. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 11.5% | 11.6% | 11.2% | 18.9% | 17.5% | 18.0% | 13.0% |
| No | 88.5% | 88.4% | 88.8% | 81.1% | 82.5% | 82.0% | 87.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 265 | 248 | 248 | 183 | 198 | 273 | 236 |

* Chi-square test: p = 0.5.

Importance of Park Features

How important is each of the following to you when visiting a national park?

1. Very important
2. Important
3. Not so important
4. Not important at all

PV21. Attending a ranger-led activity, such as a tour or talk? Is it...

Tables 76 and 77 show the results for PV21.

Table 76. PV21. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|----------------------|--------------------|------------------|
| Very important | 288 | 17.3% | 18.8% |
| Important | 613 | 36.9% | 32.9% |
| Not so important | 634 | 38.2% | 42.1% |
| Not important at all | 126 | 7.6% | 6.2% |
| Total valid | 1661 | 100.0% | 100.0% |
| (Don't know/Not sure) | 5 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1043 | – | – |
| Total N | 2704 | – | – |

Table 77. PV21. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 12.9% | 19.5% | 12.4% | 15.4% | 29.2% | 16.4% | 25.5% |
| Important | 31.3% | 38.2% | 24.9% | 35.0% | 38.5% | 27.7% | 33.7% |
| Not so important | 42.2% | 37.6% | 55.4% | 42.4% | 25.7% | 50.5% | 30.7% |
| Not important at all | 13.6% | 4.7% | 7.3% | 7.2% | 6.5% | 5.4% | 10.1% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 251 | 249 | 184 | 198 | 274 | 235 |

* Chi-square test: p = 0.008.

PV22. Talking informally with a ranger?

Tables 78 and 79 show the results for PV22.

Table 78. PV22. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 391 | 23.6% | 23.7% |
| Important | 803 | 48.4% | 45.0% |
| Not so important | 404 | 24.3% | 26.0% |
| Not important at all | 62 | 3.7% | 5.3% |
| Total valid | 1660 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1044 | – | – |
| Total N | 2704 | – | – |

Table 79. PV22. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 19.9% | 34.5% | 15.4% | 17.7% | 24.6% | 24.9% | 32.3% |
| Important | 51.3% | 42.9% | 44.4% | 46.1% | 48.8% | 42.8% | 44.4% |
| Not so important | 22.9% | 15.2% | 38.3% | 29.7% | 21.8% | 26.7% | 17.1% |
| Not important at all | 6.0% | 7.4% | 1.9% | 6.5% | 4.8% | 5.6% | 6.2% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 251 | 250 | 183 | 198 | 273 | 235 |

* Chi-square test: p = 0.06.

PV23. Viewing outdoor exhibits?

Tables 80 and 81 show the results for PV23.

Table 80. PV23. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 630 | 38.0% | 38.2% |
| Important | 810 | 48.9% | 51.7% |
| Not so important | 182 | 11.0% | 8.0% |
| Not important at all | 34 | 2.1% | 2.2% |
| Total valid | 1656 | 100.0% | 100.0% |
| (Don't know/Not sure) | 10 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1048 | – | – |
| Total N | 2704 | – | – |

Table 81. PV23. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 30.0% | 38.2% | 32.3% | 34.8% | 48.0% | 36.6% | 41.2% |
| Important | 52.6% | 51.7% | 53.9% | 59.1% | 42.6% | 52.1% | 43.3% |
| Not so important | 13.3% | 7.7% | 13.9% | 5.5% | 5.8% | 7.6% | 11.7% |
| Not important at all | 4.1% | 2.3% | 0.0% | 0.6% | 3.6% | 3.7% | 3.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 265 | 251 | 250 | 184 | 198 | 273 | 232 |

* Chi-square test: p = 0.07.

PV24. Viewing indoor exhibits?

Tables 82 and 83 show the results for PV24.

Table 82. PV24. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 379 | 22.9% | 21.7% |
| Important | 840 | 50.8% | 51.4% |
| Not so important | 379 | 22.9% | 22.8% |
| Not important at all | 57 | 3.4% | 4.0% |
| Total valid | 1655 | 100.0% | 100.0% |
| (Don't know/Not sure) | 9 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1049 | – | – |
| Total N | 2704 | – | – |

Table 83. PV24. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 17.1% | 26.1% | 23.9% | 17.7% | 24.6% | 17.4% | 20.3% |
| Important | 49.6% | 45.2% | 42.3% | 56.4% | 57.3% | 54.1% | 48.0% |
| Not so important | 29.1% | 25.7% | 29.2% | 24.1% | 13.0% | 23.2% | 26.8% |
| Not important at all | 4.2% | 3.0% | 4.5% | 1.8% | 5.2% | 5.3% | 4.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 263 | 251 | 250 | 184 | 198 | 272 | 234 |

* Chi-square test: p = 0.2.

PV25. Attending a cultural demonstration or performance?

Tables 84 and 85 show the results for PV25.

Table 84. PV25. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 279 | 16.9% | 15.8% |
| Important | 652 | 39.5% | 39.3% |
| Not so important | 616 | 37.3% | 38.1% |
| Not important at all | 104 | 6.3% | 6.8% |
| Total valid | 1651 | 100.0% | 100.0% |
| (Don't know/Not sure) | 14 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1053 | – | – |
| Total N | 2704 | – | – |

Table 85. PV25. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 15.9% | 17.6% | 15.2% | 11.0% | 24.5% | 10.8% | 23.5% |
| Important | 40.3% | 44.9% | 34.5% | 39.1% | 39.7% | 38.0% | 33.6% |
| Not so important | 33.6% | 33.1% | 45.9% | 38.9% | 28.7% | 44.3% | 39.2% |
| Not important at all | 10.1% | 4.4% | 4.3% | 11.0% | 7.0% | 6.9% | 3.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 265 | 248 | 249 | 181 | 198 | 273 | 234 |

* Chi-square test: p = 0.1.

PV26. Reading the park brochure or newspaper?

Tables 86 and 87 show the results for PV26.

Table 86. PV26. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 444 | 26.7% | 25.7% |
| Important | 876 | 52.7% | 54.8% |
| Not so important | 292 | 17.6% | 16.4% |
| Not important at all | 50 | 3.0% | 3.1% |
| Total valid | 1662 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1042 | – | – |
| Total N | 2704 | – | – |

Table 87. PV26. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 22.8% | 30.0% | 22.1% | 22.1% | 24.4% | 29.0% | 24.8% |
| Important | 54.6% | 56.3% | 56.0% | 57.8% | 59.6% | 46.0% | 41.7% |
| Not so important | 18.6% | 9.7% | 19.5% | 19.9% | 11.7% | 20.8% | 28.2% |
| Not important at all | 4.0% | 4.0% | 2.4% | 0.1% | 4.2% | 4.2% | 5.3% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 251 | 250 | 185 | 197 | 274 | 235 |

* Chi-square test: p = 0.2.

PV27. Going to the visitor center?

Tables 88 and 89 show the results for PV27.

Table 88. PV27. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 572 | 34.4% | 31.6% |
| Important | 867 | 52.2% | 54.0% |
| Not so important | 180 | 10.8% | 11.3% |
| Not important at all | 42 | 2.5% | 3.1% |
| Total valid | 1661 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1043 | – | – |
| Total N | 2704 | – | – |

Table 89. PV27. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 27.7% | 33.4% | 28.7% | 33.3% | 33.5% | 29.1% | 32.8% |
| Important | 52.8% | 50.6% | 52.3% | 54.6% | 55.9% | 56.2% | 43.0% |
| Not so important | 14.6% | 11.2% | 16.1% | 11.4% | 6.9% | 11.4% | 17.1% |
| Not important at all | 4.9% | 4.8% | 3.0% | 0.7% | 3.7% | 3.3% | 7.1% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 251 | 250 | 184 | 199 | 274 | 234 |

* Chi-square test: p = 0.8.

PV28. Watching movies or videos about the park, or listen to an audio tour or podcast?

Tables 90 and 91 show the results for PV28.

Table 90. PV28. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 298 | 18.0% | 18.7% |
| Important | 707 | 42.6% | 42.9% |
| Not so important | 531 | 32.0% | 31.0% |
| Not important at all | 122 | 7.4% | 7.4% |
| Total valid | 1658 | 100.0% | 100.0% |
| (Don't know/Not sure) | 7 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1046 | – | – |
| Total N | 2704 | – | – |

Table 91. PV28. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 15.4% | 22.5% | 15.9% | 17.6% | 21.1% | 16.6% | 17.6% |
| Important | 38.1% | 36.0% | 41.5% | 41.0% | 46.8% | 48.0% | 37.3% |
| Not so important | 36.1% | 35.0% | 34.7% | 36.4% | 24.5% | 25.9% | 37.2% |
| Not important at all | 10.4% | 6.5% | 7.9% | 5.0% | 7.6% | 9.4% | 7.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 267 | 252 | 249 | 184 | 197 | 273 | 233 |

* Chi-square test: p = 0.6.

PV29. Participating with a child in your group in a youth program?

Tables 92 and 93 show the results for PV29.

Table 92. PV29. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 265 | 16.7% | 16.9% |
| Important | 487 | 30.7% | 31.1% |
| Not so important | 507 | 31.9% | 33.4% |
| Not important at all | 328 | 20.7% | 18.6% |
| Total valid | 1587 | 100.0% | 100.0% |
| (Don't know/Not sure) | 38 | – | – |
| (No Answer/Refused) | 41 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1117 | – | – |
| Total N | 2704 | – | – |

Table 93. PV29. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 17.4% | 23.6% | 15.6% | 11.5% | 24.1% | 10.3% | 22.4% |
| Important | 33.5% | 33.1% | 28.9% | 24.5% | 37.7% | 30.8% | 30.3% |
| Not so important | 32.1% | 29.0% | 38.9% | 43.0% | 19.5% | 37.5% | 22.5% |
| Not important at all | 17.0% | 14.2% | 16.6% | 21.0% | 18.6% | 21.4% | 24.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 253 | 240 | 236 | 175 | 186 | 269 | 225 |

* Chi-square test: p = 0.02.

PV30. Using a smart phone app specific to the park unit?

Tables 94 and 95 show the results for PV30.

Table 94. PV30. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 162 | 10.1% | 10.6% |
| Important | 447 | 27.8% | 28.4% |
| Not so important | 629 | 39.1% | 41.2% |
| Not important at all | 372 | 23.1% | 19.8% |
| Total valid | 1610 | 100.0% | 100.0% |
| (Don't know/Not sure) | 49 | – | – |
| (No Answer/Refused) | 7 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1094 | – | – |
| Total N | 2704 | – | – |

Table 95. PV30. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Very important | 11.3% | 12.2% | 6.3% | 6.5% | 18.1% | 9.0% | 15.1% |
| Important | 27.0% | 33.0% | 29.2% | 31.1% | 25.2% | 24.7% | 28.9% |
| Not so important | 35.7% | 37.1% | 47.3% | 39.2% | 40.2% | 43.0% | 37.9% |
| Not important at all | 26.0% | 17.6% | 17.3% | 23.3% | 16.5% | 23.3% | 18.2% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 257 | 238 | 242 | 178 | 194 | 268 | 230 |

* Chi-square test: p = 0.3.

Information Sources

Thinking about your last visit to [Park Name], please tell me if you used any of the following information sources to plan your visit, either before you arrived or during your trip.

1. Yes
2. No

PV31. First, did you obtain information prior to this visit? (If No, skip to PV48)

Tables 96 and 97 show the results for PV31.

Table 96. PV31. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 1075 | 64.9% | 66.3% |
| No | 581 | 35.1% | 33.7% |
| Total valid | 1656 | 100.0% | 100.0% |
| (Don't know/Not sure) | 8 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1038 | – | – |
| Total missing | 1048 | – | – |
| Total N | 2704 | – | – |

Table 97. PV31. Cross-tabulation by region (weighted national data, recent visitors only).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes | 57.5% | 61.7% | 58.8% | 69.7% | 71.8% | 68.6% | 52.6% |
| No | 42.5% | 38.3% | 41.2% | 30.3% | 28.2% | 31.4% | 47.4% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 266 | 250 | 249 | 182 | 198 | 274 | 234 |

* Chi-square test: p = 0.3.

PV32. Previous visits.

Table 98 shows the results for PV32.

Table 98. PV32. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 694 | 64.3% | 61.2% |
| No | 385 | 35.7% | 38.8% |
| Total valid | 1079 | 100.0% | 100.0% |
| (Don't know/Not sure) | 6 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1625 | – | – |
| Total N | 2704 | – | – |

PV33. Friends/relatives/word of mouth.

Table 99 shows the results for PV33.

Table 99. PV33. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 682 | 63.1% | 63.5% |
| No | 399 | 36.9% | 36.5% |
| Total valid | 1081 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1623 | – | – |
| Total N | 2704 | – | – |

PV34. Inquiry to park via phone, mail, or email.

Table 100 shows the results for PV34.

Table 100. PV34. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 286 | 26.5% | 30.3% |
| No | 795 | 73.5% | 69.7% |
| Total valid | 1081 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1623 | – | – |
| Total N | 2704 | – | – |

PV35. National Park Service website.

Table 101 shows the results for PV35.

Table 101. PV35. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 785 | 73.4% | 68.1% |
| No | 285 | 26.6% | 31.9% |
| Total valid | 1070 | 100.0% | 100.0% |
| (Don't know/Not sure) | 15 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1634 | – | – |
| Total N | 2704 | – | – |

PV36. Other website (Please specify).

Table 102 shows the results for PV36.

Table 102. PV36. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes (specify) | 467 | 44.8% | 42.7% |
| No | 575 | 55.2% | 57.3% |
| Total valid | 1042 | 100.0% | 100.0% |
| (Don't know/Not sure) | 43 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1662 | – | – |
| Total N | 2704 | – | – |

PV37. Local businesses (hotels, motels, restaurants, etc.).

Table 103 shows the results for PV37.

Table 103. PV37. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 390 | 36.1% | 38.7% |
| No | 691 | 63.9% | 61.3% |
| Total valid | 1081 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1623 | – | – |
| Total N | 2704 | – | – |

PV38. Maps/brochures.

Table 104 shows the results for PV38.

Table 104. PV38. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 759 | 70.2% | 72.9% |
| No | 322 | 29.8% | 27.1% |
| Total valid | 1081 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1623 | – | – |
| Total N | 2704 | – | – |

PV39. Newspaper/magazine articles.

Table 105 shows the results for PV39.

Table 105. PV39. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 236 | 21.9% | 20.2% |
| No | 842 | 78.1% | 79.8% |
| Total valid | 1078 | 100.0% | 100.0% |
| (Don't know/Not sure) | 7 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1626 | – | – |
| Total N | 2704 | – | – |

PV40. Other units of the national park System.

Table 106 shows the results for PV40.

Table 106. PV40. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 180 | 17.1% | 20.0% |
| No | 874 | 82.9% | 80.0% |
| Total valid | 1054 | 100.0% | 100.0% |
| (Don't know/Not sure) | 30 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1650 | – | – |
| Total N | 2704 | – | – |

PV42. Social media (such as Facebook, Twitter, etc.).

Table 107 shows the results for PV42.

Table 107. PV42. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 234 | 21.7% | 27.0% |
| No | 846 | 78.3% | 73.0% |
| Total valid | 1080 | 100.0% | 100.0% |
| (Don't know/Not sure) | 5 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1624 | – | – |
| Total N | 2704 | – | – |

PV43. State welcome center/visitors bureau/chamber of commerce.

Table 108 shows the results for PV43.

Table 108. PV43. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 273 | 25.4% | 29.2% |
| No | 803 | 74.6% | 70.8% |
| Total valid | 1076 | 100.0% | 100.0% |
| (Don't know/Not sure) | 9 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1628 | – | – |
| Total N | 2704 | – | – |

PV44. Television/radio programs/DVDs.

Table 109 shows the results for PV44.

Table 109. PV44. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 159 | 14.7% | 14.7% |
| No | 925 | 85.3% | 85.3% |
| Total valid | 1084 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1620 | – | – |
| Total N | 2704 | – | – |

PV45. Travel guides/tour books (such as AAA, etc.).

Table 110 shows the results for PV45.

Table 110. PV45. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes | 330 | 30.6% | 31.0% |
| No | 749 | 69.4% | 69.0% |
| Total valid | 1079 | 100.0% | 100.0% |
| (Don't know/Not sure) | 6 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1625 | – | – |
| Total N | 2704 | – | – |

PV46. Did you use any other source? (If yes, specify.)

Table 111 shows the results for PV46.

Table 111. PV46. Frequency distribution (national data, recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Yes (specify) | 191 | 17.8% | 16.7% |
| No | 885 | 82.2% | 83.3% |
| Total valid | 1076 | 100.0% | 100.0% |
| (Don't know/Not sure) | 9 | – | – |
| (Not asked) | 1619 | – | – |
| Total missing | 1628 | – | – |
| Total N | 2704 | – | – |

Feelings, Values, and Return Visits

[Questions PV48, PV49, PV50 and PV51 were included in the split sample method of reducing survey length (a random half of eligible respondents got PV48 and PV49, the other half got PV50 and PV51)].

Now please tell me how much you agree or disagree with the each of the following statements.

Do you....

- 1. Strongly agree**
- 2. Somewhat agree**
- 3. Neither agree nor disagree**
- 4. Somewhat disagree**
- 5. Strongly disagree**

PV48. “I have a feeling of peacefulness when I am at a National park.”

Table 112 shows the results for PV48.

Table 112. PV48. Frequency distribution (national data, split sample of recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 507 | 63.5% | 60.4% |
| Somewhat agree | 240 | 30.0% | 34.4% |
| Neither agree nor disagree | 34 | 4.3% | 3.1% |
| Somewhat disagree | 10 | 1.3% | 0.6% |
| Strongly disagree | 8 | 1.0% | 1.6% |
| Total valid | 799 | 100.0% | 100.0% |
| (Don't know/Not sure) | 2 | — | — |
| (No Answer/Refused) | 1 | — | — |
| (Not asked) | 1902 | — | — |
| Total missing | 1905 | — | — |
| Total N | 2704 | — | — |

PV49. “Visiting National parks is an opportunity for me to be around people who share my values.”

Table 113 shows the results for PV49.

Table 113. PV49. Frequency distribution (national data, split sample of recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 105 | 31.1% | 32.3% |
| Somewhat agree | 103 | 30.5% | 37.7% |
| Neither agree nor disagree | 97 | 28.7% | 22.3% |
| Somewhat disagree | 21 | 6.2% | 6.3% |
| Strongly disagree | 12 | 3.6% | 1.4% |
| Total valid* | 338 | 100.0% | 100.0% |
| (Don't know/Not sure) | 5 | – | – |
| (Not asked) | 2361 | – | – |
| Total missing | 2366 | – | – |
| Total N | 2704 | – | – |

* Due to a programming error, question PV49 was initially skipped for all respondents. This error was corrected partway through the survey administration period. As a result, the sample size is relatively small for this question.

PV50. “Visiting a National park is a good way to spend my free time.”

Table 114 shows the results for PV50.

Table 114. PV50. Frequency distribution (national data, split sample of recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 653 | 75.6% | 73.5% |
| Somewhat agree | 188 | 21.8% | 23.6% |
| Neither agree nor disagree | 19 | 2.2% | 2.6% |
| Somewhat disagree | 2 | 0.2% | 0.3% |
| Strongly disagree | 2 | 0.2% | 0.1% |
| Total valid | 864 | 100.0% | 100.0% |
| (Not asked) | 1840 | – | – |
| Total missing | 1840 | – | – |
| Total N | 2704 | – | – |

PV51. “Given the chance, I would visit a National park again.”

[Skip to NV16]

Table 115 shows the results for PV51.

Table 115. PV51. Frequency distribution (national data, split sample of recent visitors only).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 810 | 93.8% | 93.3% |
| Somewhat agree | 49 | 5.7% | 6.2% |
| Neither agree nor disagree | 1 | 0.1% | 0.0% |
| Somewhat disagree | 2 | 0.2% | 0.4% |
| Strongly disagree | 2 | 0.2% | 0.1% |
| Total valid | 864 | 100.0% | 100.0% |
| (Not asked) | 1840 | – | – |
| Total missing | 1840 | – | – |
| Total N | 2704 | – | – |

Section 3: Non-Visitation (NV)

[Questions NV1 through NV15 were included in the split sample method of reducing survey length -- a random half of eligible respondents got the first 7 of the questions in this series (NV1 through NV7), and the other half got the next 8 questions (NV8 through NV15)].⁸

We're interested in why people don't visit national parks or don't visit more often. In the following series of questions I will be asking you about possible reasons for non-visitation.

I'm going to read a series of statements. I'd like you to think of your own experiences, and tell me how much you agree or disagree with each statement:

I don't visit national parks or don't visit more often because:

Do you...

- 1. Strongly agree**
- 2. Somewhat agree**
- 3. Neither agree nor disagree**
- 4. Somewhat disagree**
- 5. Strongly disagree**

⁸ In addition to the non-visitors randomly assigned to NV1 through NV7, 194 respondents were directly assigned to NV1 through NV7 without random assignment. These 194 respondents were individuals who answered "Don't know/Not sure" or "No Answer/Refused" on PV5 and did not name a valid NPS unit. As a result, sample sizes for NV1 through NV7 are somewhat higher than sample sizes for NV8 through NV15. This was addressed in the analysis by dividing the weights for these 194 respondents in half when calculating weighted percentages for NV1 through NV7.

NV1. Entrance fees are too expensive or high at national parks.

Table 116 shows the results for NV1.

Table 116. NV1. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 63 | 11.2% | 13.0% |
| Somewhat agree | 86 | 15.2% | 18.3% |
| Neither agree nor disagree | 118 | 20.9% | 18.0% |
| Somewhat disagree | 125 | 22.1% | 19.2% |
| Strongly disagree | 173 | 30.6% | 31.4% |
| Total valid | 565 | 100.0% | 100.0% |
| (Don't know/Not sure) | 33 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 2105 | – | – |
| Total missing | 2139 | – | – |
| Total N | 2704 | – | – |

NV2. The travel distance is too far from my home to get to any national parks I'm interested in visiting.

Table 117 shows the results for NV2.

Table 117. NV2. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 188 | 31.6% | 33.8% |
| Somewhat agree | 176 | 29.6% | 33.9% |
| Neither agree nor disagree | 45 | 7.6% | 5.1% |
| Somewhat disagree | 72 | 12.1% | 11.7% |
| Strongly disagree | 113 | 19.0% | 15.5% |
| Total valid | 594 | 100.0% | 100.0% |
| (Don't know/Not sure) | 5 | – | – |
| (Not asked) | 2105 | – | – |
| Total missing | 2110 | – | – |
| Total N | 2704 | – | – |

NV3. National parks are too crowded.

Table 118 shows the results for NV3.

Table 118. NV3. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 33 | 5.7% | 5.4% |
| Somewhat agree | 76 | 13.2% | 17.1% |
| Neither agree nor disagree | 104 | 18.1% | 15.8% |
| Somewhat disagree | 152 | 26.5% | 25.8% |
| Strongly disagree | 209 | 36.4% | 35.8% |
| Total valid | 574 | 100.0% | 100.0% |
| (Don't know/Not sure) | 25 | – | – |
| (Not asked) | 2105 | – | – |
| Total missing | 2130 | – | – |
| Total N | 2704 | – | – |

NV4. National parks are not accessible to people with disabilities.

Table 119 shows the results for NV4.

Table 119. NV4. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 41 | 7.4% | 13.6% |
| Somewhat agree | 47 | 8.5% | 10.2% |
| Neither agree nor disagree | 95 | 17.2% | 15.1% |
| Somewhat disagree | 124 | 22.5% | 21.6% |
| Strongly disagree | 244 | 44.3% | 39.6% |
| Total valid | 551 | 100.0% | 100.0% |
| (Don't know/Not sure) | 42 | – | – |
| (No Answer/Refused) | 6 | – | – |
| (Not asked) | 2105 | – | – |
| Total missing | 2153 | – | – |
| Total N | 2704 | – | – |

NV5. I don't know much about what there is to do in national parks.

Table 120 shows the results for NV5.

Table 120. NV5. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 67 | 11.3% | 17.3% |
| Somewhat agree | 90 | 15.2% | 15.0% |
| Neither agree nor disagree | 45 | 7.6% | 7.7% |
| Somewhat disagree | 123 | 20.8% | 19.4% |
| Strongly disagree | 266 | 45.0% | 40.5% |
| Total valid | 591 | 100.0% | 100.0% |
| (Don't know/Not sure) | 7 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 2105 | – | – |
| Total missing | 2113 | – | – |
| Total N | 2704 | – | – |

NV6. National parks are unpleasant places for me to be.

Table 121 shows the results for NV6.

Table 121. NV6. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 14 | 2.4% | 2.0% |
| Somewhat agree | 28 | 4.8% | 7.7% |
| Neither agree nor disagree | 33 | 5.6% | 6.8% |
| Somewhat disagree | 74 | 12.6% | 16.3% |
| Strongly disagree | 437 | 74.6% | 67.2% |
| Total valid | 586 | 100.0% | 100.0% |
| (Don't know/Not sure) | 11 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 2105 | – | – |
| Total missing | 2118 | – | – |
| Total N | 2704 | – | – |

NV7. It costs too much money to travel to a national park.

Table 122 shows the results for NV7.

Table 122. NV7. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 87 | 14.7% | 19.7% |
| Somewhat agree | 145 | 24.5% | 26.0% |
| Neither agree nor disagree | 58 | 9.8% | 10.6% |
| Somewhat disagree | 131 | 22.2% | 21.9% |
| Strongly disagree | 170 | 28.8% | 21.8% |
| Total valid | 591 | 100.0% | 100.0% |
| (Don't know/Not sure) | 7 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 2105 | – | – |
| Total missing | 2113 | – | – |
| Total N | 2704 | – | – |

NV8. I don't share the same interests as people who visit national parks.

Table 123 shows the results for NV8.

Table 123. NV8. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 27 | 6.5% | 5.1% |
| Somewhat agree | 36 | 8.6% | 11.5% |
| Neither agree nor disagree | 45 | 10.8% | 9.3% |
| Somewhat disagree | 86 | 20.6% | 21.9% |
| Strongly disagree | 224 | 53.6% | 52.2% |
| Total valid | 418 | 100.0% | 100.0% |
| (Don't know/Not sure) | 9 | — | — |
| (No Answer/Refused) | 4 | — | — |
| (Not asked) | 2273 | — | — |
| Total missing | 2286 | — | — |
| Total N | 2704 | — | — |

NV9. There aren't good transportation options for me to get to a national park.

Table 124 shows the results for NV9.

Table 124. NV9. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 79 | 18.5% | 21.1% |
| Somewhat agree | 62 | 14.5% | 16.3% |
| Neither agree nor disagree | 53 | 12.4% | 9.4% |
| Somewhat disagree | 66 | 15.5% | 15.7% |
| Strongly disagree | 167 | 39.1% | 37.5% |
| Total valid | 427 | 100.0% | 100.0% |
| (Don't know/Not sure) | 3 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 2273 | – | – |
| Total missing | 2277 | – | – |
| Total N | 2704 | – | – |

NV10. The risk of crime or vandalism in national parks makes me feel unsafe.

Table 125 shows the results for NV10.

Table 125. NV10. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 19 | 4.5% | 4.5% |
| Somewhat agree | 21 | 5.0% | 8.2% |
| Neither agree nor disagree | 33 | 7.9% | 7.9% |
| Somewhat disagree | 54 | 12.9% | 13.1% |
| Strongly disagree | 291 | 69.6% | 66.3% |
| Total valid | 418 | 100.0% | 100.0% |
| (Don't know/Not sure) | 12 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 2273 | – | – |
| Total missing | 2286 | – | – |
| Total N | 2704 | – | – |

NV11. I'm just not that interested in national parks.

Table 126 shows the results for NV11.

Table 126. NV11. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 39 | 9.2% | 10.2% |
| Somewhat agree | 42 | 9.9% | 13.4% |
| Neither agree nor disagree | 28 | 6.6% | 6.1% |
| Somewhat disagree | 83 | 19.6% | 18.9% |
| Strongly disagree | 232 | 54.7% | 51.4% |
| Total valid | 424 | 100.0% | 100.0% |
| (Don't know/Not sure) | 7 | – | – |
| (Not asked) | 2273 | – | – |
| Total missing | 2280 | – | – |
| Total N | 2704 | – | – |

NV12. The people who work in the national parks are of a very different racial/ethnic background than mine.

Table 127 shows the results for NV12.

Table 127. NV12. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 6 | 1.4% | 1.7% |
| Somewhat agree | 6 | 1.4% | 2.7% |
| Neither agree nor disagree | 20 | 4.7% | 2.8% |
| Somewhat disagree | 33 | 7.8% | 9.6% |
| Strongly disagree | 359 | 84.7% | 83.2% |
| Total valid | 424 | 100.0% | 100.0% |
| (Don't know/Not sure) | 6 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 2273 | – | – |
| Total missing | 2280 | – | – |
| Total N | 2704 | – | – |

NV13. Personal health issues keep me from visiting the national parks.

Table 128 shows the results for NV13.

Table 128. NV13. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 90 | 21.1% | 20.9% |
| Somewhat agree | 61 | 14.3% | 12.2% |
| Neither agree nor disagree | 18 | 4.2% | 4.4% |
| Somewhat disagree | 40 | 9.4% | 8.7% |
| Strongly disagree | 217 | 50.9% | 53.9% |
| Total valid | 426 | 100.0% | 100.0% |
| (Don't know/Not sure) | 3 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 2273 | – | – |
| Total missing | 2278 | – | – |
| Total N | 2704 | – | – |

NV14. I don't like being out of touch with family and friends due to lack of connectivity in parks.

Table 129 shows the results for NV14.

Table 129. NV14. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 19 | 4.5% | 6.4% |
| Somewhat agree | 14 | 3.3% | 5.0% |
| Neither agree nor disagree | 27 | 6.4% | 7.6% |
| Somewhat disagree | 75 | 17.6% | 16.5% |
| Strongly disagree | 290 | 68.2% | 64.5% |
| Total valid | 425 | 100.0% | 100.0% |
| (Don't know/Not sure) | 5 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 2273 | – | – |
| Total missing | 2279 | – | – |
| Total N | 2704 | – | – |

NV15. I'm just not that interested in travel/tourism.

Table 130 shows the results for NV15.

Table 130. NV15. Frequency distribution (national data, split sample of non-visitors).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Strongly agree | 42 | 9.8% | 7.3% |
| Somewhat agree | 33 | 7.7% | 8.3% |
| Neither agree nor disagree | 20 | 4.7% | 6.0% |
| Somewhat disagree | 75 | 17.6% | 14.9% |
| Strongly disagree | 257 | 60.2% | 63.5% |
| Total valid | 427 | 100.0% | 100.0% |
| (Don't know/Not sure) | 3 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 2273 | – | – |
| Total missing | 2277 | – | – |
| Total N | 2704 | – | – |

NV16. What is the ONE most important thing the National Park Service can do to encourage you to visit or visit more often?

_____ (List answer here)

[Questions NV16 was asked of all respondents]

Tables 131 through 133 show the results for NV16.

Table 131. NV16. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|---|-----------------------------|---------------------------|-------------------------|
| Advertise, publicize, provide more information | 452 | 21.2% | 21.9% |
| Keep fees low, reduce or eliminate admission fees | 240 | 11.3% | 11.7% |
| Make units easier and/or cheaper to get to, closer in proximity, or with access to transportation | 171 | 8.0% | 8.7% |
| Nothing, no suggestion, no idea | 140 | 6.6% | 7.3% |
| Not enough time/not able/can't afford to travel | 123 | 5.8% | 6.8% |
| Parks and facilities should be clean/well-maintained | 141 | 6.6% | 6.4% |
| Provide more activities/events/attractions/exhibits/rangers | 119 | 5.6% | 6.2% |
| Keep up the current approach, good job as is | 121 | 5.7% | 4.7% |
| Multiple themes provided | 137 | 6.4% | 8.2% |
| Other* | 484 | 22.7% | 18.1% |
| Total valid | 2128 | 100.0% | 100.0% |
| (Don't know/Not sure) | 473 | — | — |
| (No Answer/Refused) | 102 | — | — |
| (Not asked) | 1 | — | — |
| Total missing | 576 | — | — |
| Total N | 2704 | — | — |

* None of the responses categorized as "Other" were provided by more than 3% of respondents.

Table 132. NV16. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|---|----------------|--------------------|
| Advertise, publicize, provide more information | 24.3% | 19.3% |
| Keep fees low, reduce or eliminate admission fees | 11.9% | 11.6% |
| Make units easier and/or cheaper to get to, closer in proximity, or with access to transportation | 5.0% | 12.6% |
| Nothing, no suggestion, no idea | 5.6% | 9.1% |
| Not enough time/not able/can't afford to travel | 2.1% | 11.8% |
| Parks and facilities should be clean/well-maintained | 9.6% | 2.9% |
| Provide more activities/events/attractions/exhibits/rangers | 7.1% | 5.1% |
| Keep up the current approach, good job as is | 6.6% | 2.7% |
| Multiple themes provided | 7.6% | 8.9% |
| Other | 20.1% | 15.9% |
| Total | 100.0% | 100.0% |
| Total N | 1357 | 771 |

* Chi-square test: $p < 0.0001$.

Table 133. NV16. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|---|------------|------------|------------|------------|------------|------------|------------|
| Advertise, publicize, provide more information | 13.1% | 18.1% | 17.7% | 25.7% | 28.5% | 18.5% | 20.8% |
| Keep fees low, reduce or eliminate admission fees | 13.2% | 13.7% | 15.3% | 11.0% | 12.8% | 7.6% | 6.2% |
| Make units easier and/or cheaper to get to, closer in proximity, or with access to transportation | 9.8% | 10.0% | 6.6% | 10.1% | 5.4% | 10.0% | 6.1% |
| Nothing, no suggestion, no idea | 6.7% | 8.4% | 7.2% | 12.0% | 4.0% | 5.2% | 5.5% |
| Not enough time/not able/can't afford to travel | 4.6% | 3.9% | 6.8% | 7.1% | 8.6% | 7.2% | 2.2% |
| Parks and facilities should be clean/well-maintained | 8.0% | 8.3% | 9.1% | 4.7% | 3.0% | 7.8% | 10.6% |
| Provide more activities/events/attractions/exhibits/rangers | 3.4% | 7.5% | 8.8% | 3.9% | 8.6% | 3.1% | 10.7% |
| Keep up the current approach, good job as is | 5.9% | 3.5% | 9.7% | 2.3% | 5.9% | 3.5% | 10.2% |
| Multiple themes provided | 5.9% | 6.7% | 6.0% | 5.5% | 5.5% | 16.4% | 5.3% |

* Chi-square test: $p = 0.003$.

Table 133 (continued). NV16. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Other | 29.5% | 20.1% | 12.9% | 17.7% | 17.8% | 20.6% | 22.4% |
| Total | 100.0 | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | % | | | | | | |
| Total N | 300 | 333 | 318 | 296 | 304 | 323 | 248 |

* Chi-square test: $p = 0.003$.

Leisure and Free Time

The next series of questions are concerned with what people do during their leisure or free time.

I'm going to list things that people might do during their leisure, or free time. We are interested in how important these are to you personally. For each one, tell me how important it is to you personally to engage in the activity during your leisure, or free time.

In some of those activities you may be already very much engaged (that is you dedicate significant time and attention to them). Some, you may think of as very important to you personally, even if currently you are not able to dedicate the time and attention to them that you would like.

To you personally is it:...

- 1. Very important**
- 2. Important**
- 3. Not so important**
- 4. Not important at all**

[Questions NV17 through NV29 were included in the split sample method of reducing survey length (a random half of all respondents got 7 of the questions in this series (NV17 through NV23), and the other half got the next 6 questions (NV24 through NV29).]

NV17. Volunteering in your community.

Tables 134 and 135 show the results for NV17.

Table 134. NV17. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 507 | 37.8% | 36.3% |
| Important | 560 | 41.8% | 44.4% |
| Not so important | 202 | 15.1% | 14.3% |
| Not important at all | 71 | 5.3% | 5.0% |
| Total valid | 1340 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1359 | – | – |
| Total missing | 1364 | – | – |
| Total N | 2704 | – | – |

Table 135. NV17. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 39.1% | 33.6% |
| Important | 44.5% | 44.2% |
| Not so important | 12.3% | 16.2% |
| Not important at all | 4.1% | 5.9% |
| Total | 100.0% | 100.0% |
| Total N | 834 | 506 |

* Chi-square test: p = 0.4.

NV18. Using a bike/pedestrian/multi-use path.

Tables 136 and 137 show the results for NV18.

Table 136. NV18. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 457 | 34.2% | 31.5% |
| Important | 485 | 36.3% | 39.8% |
| Not so important | 245 | 18.3% | 18.5% |
| Not important at all | 149 | 11.2% | 10.2% |
| Total valid | 1336 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 5 | – | – |
| (Not asked) | 1359 | – | – |
| Total missing | 1368 | – | – |
| Total N | 2704 | – | – |

Table 137. NV18. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 36.3% | 26.8% |
| Important | 37.0% | 42.6% |
| Not so important | 19.4% | 17.5% |
| Not important at all | 7.4% | 13.1% |
| Total | 100.0% | 100.0% |
| Total N | 832 | 504 |

* Chi-square test: p = 0.05.

NV19. Going outside to experience nature.

Tables 138 and 139 show the results for NV19.

Table 138. NV19. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 939 | 69.9% | 64.8% |
| Important | 342 | 25.4% | 31.4% |
| Not so important | 51 | 3.8% | 3.0% |
| Not important at all | 12 | 0.9% | 0.8% |
| Total valid | 1344 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (Not asked) | 1359 | – | – |
| Total missing | 1360 | – | – |
| Total N | 2704 | – | – |

Table 139. NV19. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 73.7% | 56.0% |
| Important | 25.1% | 37.6% |
| Not so important | 1.2% | 4.8% |
| Not important at all | 0.0% | 1.6% |
| Total | 100.0% | 100.0% |
| Total N | 835 | 509 |

* Chi-square test: $p < 0.0001$.

NV20. Learning about the environment.

Tables 140 and 141 show the results for NV20.

Table 140. NV20. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 779 | 58.0% | 55.9% |
| Important | 436 | 32.4% | 35.8% |
| Not so important | 105 | 7.8% | 6.5% |
| Not important at all | 24 | 1.8% | 1.8% |
| Total valid | 1344 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (Not asked) | 1359 | – | – |
| Total missing | 1360 | – | – |
| Total N | 2704 | – | – |

Table 141. NV20. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 56.3% | 55.5% |
| Important | 36.4% | 35.1% |
| Not so important | 6.3% | 6.8% |
| Not important at all | 1.1% | 2.6% |
| Total | 100.0% | 100.0% |
| Total N | 835 | 509 |

* Chi-square test: p = 0.6.

NV21. Learning about American history or culture.

Tables 142 and 143 show the results for NV21.

Table 142. NV21. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 747 | 55.6% | 55.3% |
| Important | 501 | 37.3% | 36.8% |
| Not so important | 87 | 6.5% | 7.4% |
| Not important at all | 9 | 0.7% | 0.6% |
| Total valid | 1344 | 100.0% | 100.0% |
| (No Answer/Refused) | 1 | – | – |
| (Not asked) | 1359 | – | – |
| Total missing | 1360 | – | – |
| Total N | 2704 | – | – |

Table 143. NV21. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 54.2% | 56.3% |
| Important | 39.9% | 33.7% |
| Not so important | 5.4% | 9.3% |
| Not important at all | 0.5% | 0.7% |
| Total | 100.0% | 100.0% |
| Total N | 835 | 509 |

* Chi-square test: $p = 0.4$.

NV22. Attending art, music, or other performing arts events.

Tables 144 and 145 show the results for NV22.

Table 144. NV22. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 474 | 35.3% | 34.0% |
| Important | 563 | 41.9% | 41.3% |
| Not so important | 248 | 18.5% | 19.7% |
| Not important at all | 59 | 4.4% | 5.0% |
| Total valid | 1344 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (Not asked) | 1359 | – | – |
| Total missing | 1360 | – | – |
| Total N | 2704 | – | – |

Table 145. NV22. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 34.5% | 33.6% |
| Important | 43.4% | 39.2% |
| Not so important | 18.2% | 21.2% |
| Not important at all | 3.9% | 6.0% |
| Total | 100.0% | 100.0% |
| Total N | 835 | 509 |

* Chi-square test: p = 0.6.

NV23. Participating in an organized sport or recreational activity.

Tables 146 and 147 show the results for NV23.

Table 146. NV23. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 293 | 21.8% | 23.5% |
| Important | 473 | 35.2% | 37.3% |
| Not so important | 394 | 29.4% | 28.5% |
| Not important at all | 182 | 13.6% | 10.7% |
| Total valid | 1342 | 100.0% | 100.0% |
| (Don't know/Not sure) | 3 | – | – |
| (Not asked) | 1359 | – | – |
| Total missing | 1362 | – | – |
| Total N | 2704 | – | – |

Table 147. NV23. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 24.9% | 22.2% |
| Important | 37.2% | 37.3% |
| Not so important | 28.7% | 28.4% |
| Not important at all | 9.2% | 12.1% |
| Total | 100.0% | 100.0% |
| Total N | 835 | 507 |

* Chi-square test: p = 0.7.

NV24. Playing video games.

Tables 148 and 149 show the results for NV24.

Table 148. NV24. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 37 | 2.7% | 3.8% |
| Important | 86 | 6.3% | 7.3% |
| Not so important | 231 | 17.0% | 18.9% |
| Not important at all | 1002 | 73.9% | 70.1% |
| Total valid | 1356 | 100.0% | 100.0% |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1346 | – | – |
| Total missing | 1348 | – | – |
| Total N | 2704 | – | – |

Table 149. NV24. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 3.1% | 4.5% |
| Important | 9.7% | 4.9% |
| Not so important | 21.2% | 16.5% |
| Not important at all | 66.0% | 74.2% |
| Total | 100.0% | 100.0% |
| Total N | 838 | 518 |

* Chi-square test: $p = 0.1$.

NV25. Attending a sporting event.

Tables 150 and 151 show the results for NV25.

Table 150. NV25. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 122 | 9.0% | 11.1% |
| Important | 409 | 30.3% | 32.2% |
| Not so important | 441 | 32.6% | 29.9% |
| Not important at all | 379 | 28.1% | 26.7% |
| Total valid | 1351 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 3 | – | – |
| (Not asked) | 1346 | – | – |
| Total missing | 1353 | – | – |
| Total N | 2704 | – | – |

Table 151. NV25. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 11.3% | 10.9% |
| Important | 35.4% | 28.9% |
| Not so important | 32.5% | 27.3% |
| Not important at all | 20.7% | 32.8% |
| Total | 100.0% | 100.0% |
| Total N | 835 | 516 |

* Chi-square test: p = 0.05.

NV26. Reading a book, the newspaper, or a magazine.

Tables 152 and 153 show the results for NV26.

Table 152. NV26. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 575 | 42.4% | 35.0% |
| Important | 569 | 42.0% | 42.1% |
| Not so important | 161 | 11.9% | 17.3% |
| Not important at all | 51 | 3.8% | 5.7% |
| Total valid | 1356 | 100.0% | 100.0% |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1346 | – | – |
| Total missing | 1348 | – | – |
| Total N | 2704 | – | – |

Table 153. NV26. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 38.3% | 31.7% |
| Important | 42.4% | 41.8% |
| Not so important | 15.1% | 19.5% |
| Not important at all | 4.3% | 7.1% |
| Total | 100.0% | 100.0% |
| Total N | 838 | 518 |

* Chi-square test: $p = 0.3$.

NV27. Shopping.

Tables 154 and 155 show the results for NV27.

Table 154. NV27. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 120 | 8.9% | 11.8% |
| Important | 411 | 30.4% | 28.0% |
| Not so important | 556 | 41.1% | 40.7% |
| Not important at all | 267 | 19.7% | 19.4% |
| Total valid | 1354 | 100.0% | 100.0% |
| (Don't know/Not sure) | 2 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1346 | – | – |
| Total missing | 1350 | – | – |
| Total N | 2704 | – | – |

Table 155. NV27. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 8.4% | 15.2% |
| Important | 24.8% | 31.3% |
| Not so important | 49.2% | 32.2% |
| Not important at all | 17.6% | 21.3% |
| Total | 100.0% | 100.0% |
| Total N | 837 | 517 |

* Chi-square test: $p = 0.005$.

NV28. Surfing the Internet.

Tables 156 and 157 show the results for NV28.

Table 156. NV28. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 180 | 13.3% | 11.6% |
| Important | 565 | 41.7% | 42.4% |
| Not so important | 428 | 31.6% | 30.1% |
| Not important at all | 182 | 13.4% | 15.8% |
| Total valid | 1355 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1346 | – | – |
| Total missing | 1349 | – | – |
| Total N | 2704 | – | – |

Table 157. NV28. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 11.2% | 12.0% |
| Important | 44.7% | 40.2% |
| Not so important | 32.7% | 27.5% |
| Not important at all | 11.5% | 20.3% |
| Total | 100.0% | 100.0% |
| Total N | 837 | 518 |

* Chi-square test: p = 0.08.

NV29. Watching television.

Tables 158 and 159 show the results for NV29.

Table 158. NV29. Frequency distribution (national data, split sample).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Very important | 112 | 8.3% | 9.9% |
| Important | 474 | 35.0% | 33.2% |
| Not so important | 539 | 39.8% | 38.3% |
| Not important at all | 229 | 16.9% | 18.6% |
| Total valid | 1354 | 100.0% | 100.0% |
| (Don't know/Not sure) | 2 | – | – |
| (No Answer/Refused) | 2 | – | – |
| (Not asked) | 1346 | – | – |
| Total missing | 1350 | – | – |
| Total N | 2704 | – | – |

Table 159. NV29. Cross-tabulation by visitor/non-visitor (weighted national data, split sample).

| Response* | Visitor | Non-visitor |
|----------------------|----------------|--------------------|
| Very important | 5.6% | 14.3% |
| Important | 30.2% | 36.2% |
| Not so important | 44.3% | 32.3% |
| Not important at all | 20.0% | 17.2% |
| Total | 100.0% | 100.0% |
| Total N | 836 | 518 |

* Chi-square test: p = 0.004.

NV31. Of the things you do during your free or leisure time, which one is most important to you?

_____ (Type response here)

[Questions NV31 asked of all respondents]

Tables 160, 161, and 162 show the results for NV31.

Table 160. NV31. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|--|-----------------------------|---------------------------|-------------------------|
| Nature-based/outdoor recreation activities, including scenic driving | 840 | 31.7% | 29.3% |
| Spending time with family and friends/socializing | 361 | 13.6% | 16.3% |
| Miscellaneous activities in the home (e.g., reading, listening to music, relaxing, etc.) | 375 | 14.2% | 12.6% |
| Exercise and fitness related activities | 176 | 6.6% | 6.7% |
| Technological activities (e.g., video games, internet, television, etc.) | 139 | 5.2% | 6.7% |
| Organized sports/sporting events | 95 | 3.6% | 4.3% |
| Cultural/historical related activities | 98 | 3.7% | 4.1% |
| Creating art (e.g., painting, crafting, dancing, etc.) or attending creative arts performances | 127 | 4.8% | 3.7% |
| Multiple themes provided | 280 | 10.6% | 10.3% |
| Other* | 157 | 5.9% | 6.0% |
| Total valid | 2648 | 100.0% | 100.0% |
| (Don't know/Not sure) | 40 | – | – |
| (No Answer/Refused) | 15 | – | – |
| (Not asked) | 1 | – | – |
| Total missing | 56 | – | – |
| Total N | 2704 | – | – |

* None of the responses categorized as “Other” were provided by more than 3% of respondents

Table 161. NV31. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|--|----------------|--------------------|
| Nature-based/outdoor recreation activities, including scenic driving | 34.1% | 24.4% |
| Spending time with family and friends/socializing | 15.0% | 17.6% |
| Miscellaneous activities in the home (e.g., reading, listening to music, relaxing, etc.) | 11.6% | 13.6% |
| Exercise and fitness related activities | 6.0% | 7.5% |
| Technological activities (e.g., video games, internet, television, etc.) | 4.8% | 8.7% |
| Organized sports/sporting events | 5.6% | 2.9% |
| Cultural/historical related activities | 4.0% | 4.1% |
| Creating art (e.g., painting, crafting, dancing, etc.) or attending creative arts performances | 3.6% | 3.9% |
| Multiple themes provided | 10.4% | 10.2% |
| Other | 4.8% | 7.2% |
| Total | 100.0% | 100.0% |
| Total N | 1653 | 995 |

* Chi-square test: $p = 0.03$.

Table 162. NV31. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|--|------------|------------|------------|------------|------------|------------|------------|
| Nature-based/outdoor recreation activities, including scenic driving | 44.3% | 27.1% | 30.0% | 28.8% | 25.6% | 34.6% | 18.0% |
| Spending time with family and friends/socializing | 18.0% | 18.6% | 17.7% | 14.4% | 18.5% | 13.7% | 11.3% |
| Miscellaneous activities in the home (e.g., reading, listening to music, relaxing, etc.) | 9.5% | 15.0% | 12.7% | 14.2% | 12.1% | 9.0% | 22.6% |
| Exercise and fitness related activities | 2.3% | 9.5% | 5.5% | 8.0% | 6.7% | 4.1% | 9.8% |
| Technological activities (e.g., video games, internet, television, etc.) | 1.8% | 3.4% | 9.4% | 7.7% | 7.1% | 6.3% | 5.7% |
| Organized sports/sporting events | 2.4% | 2.4% | 2.5% | 5.7% | 3.6% | 6.1% | 5.5% |
| Cultural/historical related activities | 2.7% | 4.8% | 3.8% | 4.7% | 4.2% | 3.1% | 3.1% |
| Creating art (e.g., painting, crafting, dancing, etc.) or attending creative arts performances | 4.9% | 4.4% | 4.3% | 2.9% | 4.4% | 3.0% | 4.9% |
| Multiple themes provided | 7.6% | 10.3% | 8.3% | 8.8% | 10.2% | 13.2% | 11.5% |

* Chi-square test: $p = 0.7$.

Table 162 (continued). NV31. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Other | 6.6% | 4.5% | 5.7% | 4.7% | 7.7% | 7.0% | 7.5% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 402 | 402 | 389 | 374 | 377 | 401 | 296 |

* Chi-square test: $p = 0.7$.

Section 4: Program Awareness

The interview script and tables of responses for the Program Awareness module can be found in the CSAP3 2018 – *Current Initiatives Report*.

Section 5: Demographics (D)

To finish, I'd like to ask you some questions so we can be sure our sample is representative.

D1. What is the highest grade of school or year of college that you have completed?

1. Up to 8th grade
2. 9th to 11th grade
3. High school graduate or GED certificate
4. Some college, no degree
5. Degree from technical school or community college
6. University degree—BA/BS
7. Some graduate school, no advanced degree
8. Graduate degree—MA/MS/JD/MD/PhD, etc.

Tables 163, 164, and 165 show the results for D1.

Table 163. D1. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|---|-----------------------------|---------------------------|-------------------------|
| Up to 8th grade | 25 | 0.9% | 3.1% |
| 9th to 11th grade | 36 | 1.3% | 2.3% |
| High school graduate or GED certificate | 368 | 13.7% | 34.7% |
| Some college, no degree | 478 | 17.8% | 17.6% |
| Degree from technical school or community college | 299 | 11.1% | 13.5% |
| University degree-BA/BS | 693 | 25.8% | 15.0% |
| Some graduate school, no advanced degree | 78 | 2.9% | 1.6% |
| Graduate degree-MA/MS/JD/MD/PhD, etc. | 709 | 26.4% | 12.2% |
| Total valid | 2686 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | — | — |
| (No Answer/Refused) | 17 | — | — |
| Total missing | 18 | — | — |
| Total N | 2704 | — | — |

Table 164. D1. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|---|----------------|--------------------|
| Up to 8th grade | 0.3% | 6.0% |
| 9th to 11th grade | 0.7% | 3.9% |
| High school graduate or GED certificate | 30.7% | 38.7% |
| Some college, no degree | 17.8% | 17.3% |
| Degree from technical school or community college | 13.0% | 13.9% |
| University degree-BA/BS | 18.1% | 11.8% |
| Some graduate school, no advanced degree | 2.3% | 0.9% |
| Graduate degree-MA/MS/JD/MD/PhD, etc. | 16.9% | 7.5% |
| Total | 100.0% | 100.0% |
| Total N | 1666 | 1020 |

* Chi-square test: $p < 0.0001$.

Table 165. D1. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Up to 8th grade | 0.5% | 3.5% | 2.0% | 3.1% | 0.6% | 6.0% | 2.0% |
| 9th to 11th grade | 2.9% | 2.2% | 2.6% | 1.2% | 3.5% | 2.4% | 4.0% |
| High school graduate or GED certificate | 34.1% | 31.1% | 35.6% | 36.0% | 39.7% | 31.4% | 22.9% |
| Some college, no degree | 23.1% | 18.1% | 20.2% | 19.8% | 17.1% | 13.9% | 15.2% |
| Degree from technical school or community college | 13.1% | 14.9% | 12.3% | 12.8% | 13.9% | 13.5% | 4.3% |
| University degree-BA/BS | 14.7% | 15.5% | 16.2% | 15.2% | 13.2% | 14.5% | 19.0% |
| Some graduate school, no advanced degree | 1.1% | 1.8% | 2.2% | 1.4% | 2.0% | 1.0% | 2.0% |
| Graduate degree-MA/MS/JD/MD/PhD, etc. | 10.6% | 13.1% | 8.8% | 10.6% | 10.0% | 17.3% | 30.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 411 | 405 | 395 | 383 | 382 | 403 | 301 |

* Chi-square test: $p = 0.4$.

D2. Which one of the following best describes your situation?

1. Single
2. Married
3. Living with a life partner
4. Divorced
5. Widowed

Tables 166, 167, and 168 show the results for D2.

Table 166. D2. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Single | 628 | 23.5% | 29.5% |
| Married | 1471 | 54.9% | 48.8% |
| Living with a life partner | 168 | 6.3% | 7.8% |
| Divorced | 213 | 8.0% | 7.4% |
| Widowed | 197 | 7.4% | 6.5% |
| Total valid | 2677 | 100.0% | 100.0% |
| (Don't know/Not sure) | 1 | – | – |
| (No Answer/Refused) | 26 | – | – |
| Total missing | 27 | – | – |
| Total N | 2704 | – | – |

Table 167. D2. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|----------------------------|----------------|--------------------|
| Single | 28.1% | 30.9% |
| Married | 54.9% | 42.8% |
| Living with a life partner | 7.1% | 8.4% |
| Divorced | 6.1% | 8.7% |
| Widowed | 3.8% | 9.2% |
| Total | 100.0% | 100.0% |
| Total N | 1662 | 1015 |

* Chi-square test: $p = 0.0009$.

Table 168. D2. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Single | 25.3% | 29.1% | 27.9% | 28.7% | 29.1% | 32.1% | 48.2% |
| Married | 55.5% | 48.2% | 50.7% | 50.0% | 47.2% | 48.1% | 28.7% |
| Living with a life partner | 9.6% | 8.8% | 7.2% | 5.3% | 8.1% | 9.4% | 11.5% |
| Divorced | 5.9% | 8.4% | 7.5% | 8.5% | 8.6% | 4.6% | 7.1% |
| Widowed | 3.7% | 5.6% | 6.7% | 7.5% | 7.0% | 5.8% | 4.5% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 411 | 403 | 395 | 383 | 383 | 400 | 297 |

* Chi-square test: p = 0.9.

D3. Are you Hispanic or Latino?

1. Yes
2. No

Tables 169, 170, and 171 show the results for D3.

Table 169. D3. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|----------------------|--------------------|------------------|
| Yes (Hispanic) | 212 | 8.0% | 14.2% |
| No | 2446 | 92.0% | 85.8% |
| Total valid | 2658 | 100.0% | 100.0% |
| (Don't know/Not sure) | 7 | – | – |
| (No Answer/Refused) | 39 | – | – |
| Total missing | 46 | – | – |
| Total N | 2704 | – | – |

Table 170. D3. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|----------------|---------------|---------------|
| Yes (Hispanic) | 11.8% | 16.5% |
| No | 88.2% | 83.5% |
| Total | 100.0% | 100.0% |
| Total N | 1646 | 1012 |

* Chi-square test: $p = 0.1$.

Table 171. D3. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Yes (Hispanic) | 5.1% | 28.8% | 27.0% | 3.8% | 6.9% | 11.8% | 5.3% |
| No | 94.9% | 71.2% | 73.0% | 96.2% | 93.1% | 88.2% | 94.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 407 | 394 | 396 | 379 | 381 | 398 | 299 |

* Chi-square test: $p < 0.0001$.

D4. I'm going to read a list of racial categories. Please select one or more to describe your race. Are you ...

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Native Hawaiian or other Pacific islander
5. White
6. (Other)

Tables 172-175 show the results for D4.

Table 172. D4. Multiple response frequencies (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|---|-----------------------------|---------------------------|-------------------------|
| American Indian or Alaska Native | 175 | 6.7% | 6.0% |
| Asian | 98 | 3.7% | 3.1% |
| Black or African American | 276 | 10.6% | 12.3% |
| Native Hawaiian or other Pacific Islander | 12 | 0.4% | 1.4% |
| White | 2100 | 80.4% | 76.4% |
| Other | 198 | 7.6% | 9.7% |
| Total valid* | 2859 | 109.4% | 108.9% |
| (Don't know/Not sure) | 8 | — | — |
| (No Answer/Refused) | 83 | — | — |
| Total missing | 91 | — | — |
| Total N | 2950 | — | — |

* This is a mark-all-that-apply question; percentages total more than 100%.

Table 173. D4. Frequency distribution for race/ethnicity (recoded national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------------|-----------------------------|---------------------------|-------------------------|
| Hispanic, any race | 212 | 8.1% | 14.3% |
| White only, non-Hispanic | 1837 | 69.8% | 64.2% |
| Black only, non-Hispanic | 219 | 8.3% | 10.1% |
| Other only, non-Hispanic | 177 | 6.7% | 5.6% |
| Two or more, non-Hispanic | 185 | 7.0% | 5.9% |

Table 173 (continued). D4. Frequency distribution for race/ethnicity (recoded national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|-----------------------------|---------------------------|-------------------------|
| Total valid | 2630 | 100.0% | 100.0% |
| (Don't know/Not sure) | 2 | – | – |
| (No Answer/Refused) | 72 | – | – |
| Total missing | 74 | – | – |
| Total N | 2704 | – | – |

Table 174. D4. Cross-tabulation race/ethnicity by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|---------------------------|----------------|--------------------|
| Hispanic, any race | 11.8% | 16.8% |
| White only, non-Hispanic | 71.4% | 56.9% |
| Black only, non-Hispanic | 6.0% | 14.2% |
| Other only, non-Hispanic | 5.7% | 5.5% |
| Two or more, non-Hispanic | 5.2% | 6.6% |
| Total | 100.0% | 100.0% |
| Total N | 1628 | 1002 |

* Chi-square test: $p = 0.0006$.

Table 175. D4. Cross-tabulation race/ethnicity by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|---------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Hispanic, any race | 5.1% | 28.5% | 27.5% | 3.8% | 7.0% | 12.0% | 5.4% |
| White only, non-Hispanic | 65.8% | 49.6% | 56.9% | 78.2% | 64.4% | 67.0% | 39.8% |
| Black only, non-Hispanic | 1.7% | 2.1% | 2.6% | 7.2% | 20.6% | 13.0% | 44.1% |
| Other only, non-Hispanic | 11.6% | 13.7% | 5.4% | 4.8% | 2.4% | 3.4% | 3.1% |
| Two or more, non-Hispanic | 15.8% | 6.1% | 7.6% | 6.0% | 5.6% | 4.6% | 7.5% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 403 | 394 | 391 | 376 | 378 | 392 | 292 |

* Chi-square test: $p < 0.0001$.

D5. Which one of the following income groups best describes your total household income in [previous year] before taxes? Please stop me when I read the correct category.

1. Less than 10,000 dollars
2. 10,000 to 24,999 dollars
3. 25,000- to 49,999 dollars
4. 50,000- to 74,999 dollars
5. 75,000 to 99,999 dollars
6. 100,000 to 150,000 dollars
7. Over 150,000 dollars

Tables 176, 177, and 178 show the results for D5.

Table 176. D5. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------------|-----------------------------|---------------------------|-------------------------|
| Less than 10,000 dollars | 109 | 4.5% | 8.0% |
| 10,000 to 24,999 dollars | 216 | 8.9% | 12.2% |
| 25,000- to 49,999 dollars | 387 | 15.9% | 21.5% |
| 50,000- to 74,999 dollars | 468 | 19.3% | 20.5% |
| 75,000 to 99,999 dollars | 358 | 14.7% | 14.1% |
| 100,000 to 150,000 dollars | 443 | 18.2% | 13.5% |
| Over 150,000 dollars | 450 | 18.5% | 10.1% |
| Total valid | 2431 | 100.0% | 100.0% |
| (Don't know/Not sure) | 44 | — | — |
| (No Answer/Refused) | 229 | — | — |
| Total missing | 273 | — | — |
| Total N | 2704 | — | — |

Table 177. D5. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|---------------------------|----------------|--------------------|
| Less than 10,000 dollars | 3.4% | 12.7% |
| 10,000 to 24,999 dollars | 7.8% | 16.7% |
| 25,000- to 49,999 dollars | 20.9% | 22.2% |
| 50,000- to 74,999 dollars | 23.0% | 17.9% |

* Chi-square test: $p < 0.0001$.

Table 177 (continued). D5. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|----------------------------|----------------|--------------------|
| 75,000 to 99,999 dollars | 13.2% | 15.1% |
| 100,000 to 150,000 dollars | 18.3% | 8.6% |
| Over 150,000 dollars | 13.3% | 6.8% |
| Total | 100.0% | 100.0% |
| Total N | 1532 | 899 |

* Chi-square test: $p < 0.0001$.

Table 178. D5. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Less than 10,000 dollars | 6.9% | 8.3% | 6.0% | 6.0% | 5.8% | 12.8% | 10.6% |
| 10,000 to 24,999 dollars | 10.7% | 12.9% | 11.6% | 9.0% | 16.2% | 11.3% | 10.4% |
| 25,000- to 49,999 dollars | 17.7% | 21.1% | 23.5% | 20.6% | 25.0% | 18.5% | 10.2% |
| 50,000- to 74,999 dollars | 16.1% | 18.4% | 24.3% | 22.8% | 21.3% | 17.1% | 18.3% |
| 75,000 to 99,999 dollars | 15.4% | 11.7% | 11.8% | 18.3% | 14.9% | 13.1% | 14.8% |
| 100,000 to 150,000 dollars | 23.5% | 16.2% | 11.1% | 14.0% | 9.2% | 16.0% | 11.2% |
| Over 150,000 dollars | 9.8% | 11.4% | 11.7% | 9.3% | 7.6% | 11.2% | 24.6% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 369 | 377 | 367 | 339 | 346 | 367 | 264 |

* Chi-square test: $p = 0.4$.

D6. And which one of the following best describes you?

1. Employed full time
2. Employed part time
3. Full time student
4. Retired
5. Not at all employed
6. Other _____

Tables 179, 180, and 181 show the results for D6.

Table 179. D6. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|-----------------------|----------------------|--------------------|------------------|
| Employed full time | 1260 | 47.3% | 49.0% |
| Employed part time | 206 | 7.7% | 9.1% |
| Full time student | 95 | 3.6% | 4.9% |
| Retired | 779 | 29.2% | 22.5% |
| Not at all employed | 135 | 5.1% | 6.5% |
| Other (specify:) | 190 | 7.1% | 8.0% |
| Total valid | 2665 | 100.0% | 100.0% |
| (Don't know/Not sure) | 4 | – | – |
| (No Answer/Refused) | 27 | – | – |
| (Not asked) | 8 | – | – |
| Total missing | 39 | – | – |
| Total N | 2704 | – | – |

Table 180. D6. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|---------------------|---------------|---------------|
| Employed full time | 54.8% | 43.3% |
| Employed part time | 9.1% | 9.1% |
| Full time student | 5.9% | 3.9% |
| Retired | 19.0% | 26.1% |
| Not at all employed | 4.4% | 8.5% |
| Other (specify:) | 6.9% | 9.1% |
| Total | 100.0% | 100.0% |
| Total N | 1652 | 1013 |

* Chi-square test: p = 0.003.

Table 181. D6. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|---------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Employed full time | 47.3% | 47.9% | 52.5% | 46.8% | 49.0% | 49.6% | 56.0% |
| Employed part time | 10.0% | 11.2% | 11.3% | 5.7% | 4.9% | 13.3% | 9.7% |
| Full time student | 3.0% | 4.1% | 5.0% | 8.1% | 4.5% | 2.8% | 8.9% |
| Retired | 15.6% | 19.5% | 15.5% | 25.5% | 22.9% | 26.0% | 15.8% |
| Not at all employed | 13.0% | 6.6% | 7.0% | 6.4% | 7.7% | 5.0% | 3.8% |
| Other (specify:) | 11.2% | 10.8% | 8.7% | 7.5% | 11.0% | 3.3% | 5.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 408 | 404 | 396 | 379 | 381 | 399 | 295 |

* Chi-square test: p = 0.03.

D7. And I'm required to ask, are you male or female?

- 1. Male**
- 2. Female**

Tables 182, 183, and 184 show the results for D7.

Table 182. D7. Frequency distribution (national data, all respondents).

| Response | Unweighted frequency | Unweighted percent | Weighted percent |
|----------------------|-----------------------------|---------------------------|-------------------------|
| Male | 1427 | 53.0% | 48.7% |
| Female | 1265 | 47.0% | 51.3% |
| Total valid | 2692 | 100.0% | 100.0% |
| (No Answer/Refused) | 12 | – | – |
| Total missing | 12 | – | – |
| Total N | 2704 | – | – |

Table 183. D7. Cross-tabulation by visitor/non-visitor (weighted national data, all respondents).

| Response* | Visitor | Non-visitor |
|------------------|----------------|--------------------|
| Male | 50.6% | 46.9% |
| Female | 49.4% | 53.1% |
| Total | 100.0% | 100.0% |
| Total N | 1670 | 1022 |

* Chi-square test: $p = 0.3$.

Table 184. D7. Cross-tabulation by region (weighted national data, all respondents).

| Response* | AKR | PWR | IMR | MWR | SER | NER | NCR |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Male | 52.7% | 49.8% | 49.4% | 48.6% | 48.1% | 48.5% | 46.8% |
| Female | 47.3% | 50.2% | 50.6% | 51.4% | 51.9% | 51.5% | 53.2% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Total N | 412 | 406 | 396 | 383 | 385 | 404 | 301 |

* Chi-square test: $p = 1$.

End. That concludes the survey. Thank you very much for participating! Do you have any questions for me?

Section 6: Youth Engagement

The interview script and tables of responses for the Youth Engagement module can be found in the *CSAP3 2018 – Current Initiatives Report*.

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Appendix A: Select Results for the Seven NPS Regions

Although NPS sites draw visitors from all over the world, many Americans are most familiar with NPS units near where they live. Hence, the attitudes of visitors and non-visitors among the residents of a particular region, as well as nationwide, are important for the assessment and future development of NPS management policies.

This appendix summarizes selected survey results for the residents of each of the seven NPS regions. For each region, key results from the survey are summarized in tables that compare respondents living in the region to respondents from the entire nation. The presentation is primarily descriptive and leaves full interpretation of the findings to the reader. As the survey results attest, the regions show some important differences, along with many similarities, in the orientations of residents toward the National Park System.

For this analysis, regions are defined using the respondent's self-reported state of residence. This may or may not correspond with the region associated with the NPS units that the respondent may have visited. When visitors answered questions about their most recent trip to a particular NPS unit, the site visited could have been in or near their home state, or in another NPS region entirely. The survey was not designed for estimating characteristics of the visitor population for any single NPS unit, for all the units in a region, or even (because international visitors were not included in the sample) for all units nationwide.

For consistency with the previous NPS national survey, respondents are assigned to the National Capital Region only if they reported living in the District of Columbia proper. Respondents living in Maryland, Virginia, and West Virginia were assigned to the Northeast Region, although a few NPS units administered by the National Capital Region are located in those states.

Alaska Region Results

The Alaska Region (AKR) constitutes the state of Alaska. It includes the four largest national park units in the nation, Wrangell-St. Elias National Park and Preserve (NPP), Gates of the Arctic NPP, Denali NPP, and Katmai NPP. Of the 2,704 total surveys completed during CSAP3, 412 were completed by residents of the AKR.

Park Visitation

The survey began with three questions focused on the respondent's visits to NPS units (questions PV1 through PV3). Key results from these three questions are summarized in Table 185 for the AKR and for the nation as a whole.

- The vast majority of AKR respondents said they had visited an NPS unit at some time in their lives (93% of AKR respondents).
- Nearly three-quarters of AKR respondents said they had visited an NPS unit within the past two years (70% of AKR respondents).
- The majority of AKR respondents said they had visited an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (60% of AKR respondents).

Table 185. AKR: Reported NPS visitation (PV1, PV2, PV3) [all respondents].

| Timeframe | % Visited | |
|---|-----------|--------|
| | AKR | Nation |
| Lifetime (unvalidated self-report) | 93.3% | 90.5% |
| Past two years (unvalidated self-report) | 70.3% | 64.7% |
| Past two years (and named a valid NPS unit) | 59.9%* | 49.9% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the AKR and other areas of the country with respect to:

- The percentage of respondents who reported visiting an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (60% of AKR respondents, compared to 50% nationally).

Reasons for Visiting

Respondents who were able to name a valid NPS unit that they had visited within the last two years were classified as recent visitors for the purposes of the survey. Recent visitors were asked to think about their last visit to an NPS unit and to indicate the importance of several potential reasons for visiting (questions PV8 through PV18). The options were “very important,” “important,” “not so important,” or “not important at all.” For each potential reason, Table 186 summarizes the percentage of respondents who said “very important” or “important” for the AKR and for the nation as a whole. The following reasons for visiting were most frequently classified by AKR respondents as “very important” or “important”:

- To be outdoors (97% of AKR respondents).
- To view wildlife or natural scenery (93% of AKR respondents).
- To hear the sound of nature/quiet (86% of AKR respondents).
- To spend time with friends/family (86% of AKR respondents).

Table 186. AKR: Importance of reasons for visiting (PV8-PV18) [recent visitors only].

| Reason | % “Very important” or “Important” | |
|--|-----------------------------------|--------|
| | AKR | Nation |
| To be outdoors | 96.7% | 96.0% |
| To view wildlife or natural scenery | 93.1% | 90.4% |
| To hear the sound of nature/quiet | 86.4% | 87.9% |
| To spend time with friends/family | 85.8% | 89.9% |
| To relax | 84.7% | 87.0% |
| To learn more about nature | 84.3% | 82.9% |
| To visit a national park | 83.9%* | 91.0% |
| To get physical exercise | 72.4% | 74.9% |
| To experience solitude | 71.5%* | 63.1% |
| To learn more about American history and culture | 68.6%* | 78.4% |
| To view dark night sky/stars | 49.7%* | 63.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the AKR and other areas of the country with respect to the following reasons for visiting:

- To visit a national park (84% of AKR respondents, compared to 91% nationally).
- To experience solitude (72% of AKR respondents, compared to 63% nationally).

- To learn more about American history and culture (69% of AKR respondents, compared to 78% nationally).
- To view dark night sky/stars (50% of AKR respondents, compared to 63% nationally).

Use of Programs or Services

Recent visitors were also asked to think about their last visit to an NPS unit and to indicate whether or not any member of their personal group had used a variety of programs or services (question PV20). For each program or service, Table 187 summarizes the percentage of respondents (for the AKR and for the nation as a whole) who indicated that a member of their group had participated. The following programs or services were used most frequently by AKR respondents:

- View outdoor exhibits (69% of AKR respondents).
- Read the park brochure or newspaper (64% of AKR respondents).
- Go to the visitor center (62% of AKR respondents).

Table 187. AKR: Programs or services used on last visit to an NPS unit (PV20) [recent visitors only].

| Program or service | % Participated | |
|--|----------------|--------|
| | AKR | Nation |
| View outdoor exhibits | 69.1%* | 80.4% |
| Read the park brochure or newspaper | 63.8%* | 79.5% |
| Go to the visitor center | 61.9%* | 79.2% |
| Talk informally with a ranger | 53.1% | 54.0% |
| View indoor exhibits | 45.8%* | 61.3% |
| Watch movies or videos about the park, or listen to an audio tour or podcast | 34.9% | 41.4% |
| Attend a ranger-led activity, such as a tour or talk | 30.7% | 27.4% |
| Attend a cultural demonstration or performance | 13.6% | 15.4% |
| Use a smart phone app specific to the park unit | 11.5% | 15.6% |
| Participate with a child in your group in a youth program | 8.6% | 7.2% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the AKR and other areas of the country with respect to the following programs or services:

- View outdoor exhibits (69% of AKR respondents, compared to 80% nationally).
- Read the park brochure or newspaper (64% of AKR respondents, compared to 80% nationally).
- Go to the visitor center (62% of AKR respondents, compared to 79% nationally).
- View indoor exhibits (46% of AKR respondents, compared to 61% nationally).

Importance of Programs or Services

Recent visitors were asked to indicate the importance to them of a variety of programs or services when visiting a national park (questions PV21 through PV30). The options were “very important,” “important,” “not so important,” or “not important at all.” For each program or service, Table 188 summarizes the percentage of respondents who said “very important” or “important” for the AKR and for the nation as a whole. The following programs or services were most frequently classified by AKR respondents as “very important” or “important”:

- Viewing outdoor exhibits (83% of AKR respondents).
- Going to the visitor center (80% of AKR respondents).
- Reading the park brochure or newspaper (77% of AKR respondents).

Table 188. AKR: Importance of programs or services when visiting a national park (PV21-PV30) [recent visitors only].

| Program or service | % “Very important” or “Important” | |
|---|-----------------------------------|--------|
| | AKR | Nation |
| Viewing outdoor exhibits | 82.6%* | 89.9% |
| Going to the visitor center | 80.4% | 85.6% |
| Reading the park brochure or newspaper | 77.3% | 80.5% |
| Talking informally with a ranger | 71.1% | 68.7% |
| Viewing indoor exhibits | 66.8% | 73.2% |
| Attending a cultural demonstration or performance | 56.3% | 55.1% |
| Watching movies or videos about the park, or listen to an audio tour or podcast | 53.5% | 61.6% |
| Participating with a child in your group in a youth program | 50.9% | 48.0% |
| Attending a ranger-led activity, such as a tour or talk | 44.2% | 51.7% |
| Using a smart phone app specific to the park unit | 38.3% | 39.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the AKR and other areas of the country with respect to the following programs or services:

- Viewing outdoor exhibits (83% of AKR respondents, compared to 90% nationally).

Information Sources Used to Plan Visit

Recent visitors were asked to think about their last visit to an NPS unit and to indicate the information sources they used to plan their visit, either before they arrived or during their trip (PV32-PV46). Table 189 summarizes the percentage of respondents who used each information source for the AKR and for the nation as a whole. The information sources used most frequently by AKR respondents were:

- Friends/relatives/word of mouth (42% of AKR respondents).
- Maps/brochures (41% of AKR respondents).
- Previous visits (40% of AKR respondents).
- National Park Service website (40% of AKR respondents).

Table 189. AKR: Information sources used to plan visit (PV32-PV46) [recent visitors only].

| Information source | % Used | |
|--|--------|--------|
| | AKR | Nation |
| Friends/relatives/word of mouth | 41.7% | 42.3% |
| Maps/brochures | 41.1% | 48.5% |
| Previous visits | 40.4% | 40.6% |
| National Park Service website | 40.0% | 45.2% |
| Other website | 26.1% | 28.0% |
| Local businesses (hotels, motels, restaurants, etc.) | 25.3% | 25.7% |
| Inquiry to park via phone, mail, or email | 16.1% | 20.2% |
| Travel guides/tour books (such as AAA, etc.) | 14.9% | 20.6% |
| State welcome center/visitors bureau/chamber of commerce | 13.7% | 19.4% |
| Social media (such as Facebook, Twitter, etc.) | 12.3% | 18.0% |
| Newspaper/magazine articles | 10.4% | 13.4% |
| Television/radio programs/DVDs | 9.9% | 9.8% |
| Did you use any other source | 8.7% | 11.1% |
| Other units of the National Park System | 7.8% | 13.2% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the AKR and other areas of the country.

Opinions About National Park Visits

Recent visitors were asked to indicate the extent to which they agreed or disagreed with four general statements about national park visits (questions PV48 through PV51). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 190 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the AKR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from AKR respondents.

- Visiting a national park is a good way to spend my free time (99% of AKR respondents).
- Given the chance, I would visit a national park again (97% of AKR respondents).
- I have a feeling of peacefulness when I am at a national park (91% of AKR respondents).

Table 190. AKR: Opinions about national park visits (PV48-PV51) [recent visitors only].

| Statement | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | AKR | Nation |
| Visiting a national park is a good way to spend my free time. | 99.0% | 97.0% |
| Given the chance, I would visit a national park again. | 96.9% | 99.5% |
| I have a feeling of peacefulness when I am at a national park. | 90.8% | 94.7% |
| Visiting national parks is an opportunity for me to be around people who share my values. | 48.0%* | 70.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the AKR and other areas of the country with respect to the following statements:

- Visiting national parks is an opportunity for me to be around people who share my values (48% of AKR respondents, compared to 70% nationally).

Constraints on Visitation

Respondents who had not visited an NPS unit within the last two years were asked to indicate their level of agreement with a variety of statements about potential constraints on national park visitation (questions NV1 through NV15). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 191 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the AKR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from AKR respondents.

- The travel distance is too far from my home to get to any national parks I’m interested in visiting (72% of AKR respondents).
- It costs too much money to travel to a national park (64% of AKR respondents).

Table 191. AKR: Constraints on visitation (NV1-NV15) [non-visitors only].

| Constraint | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | AKR | Nation |
| The travel distance is too far from my home to get to any national parks I’m interested in visiting. | 71.8% | 67.7% |
| It costs too much money to travel to a national park. | 64.4%* | 45.7% |
| There aren’t good transportation options for me to get to a national park. | 43.2% | 37.4% |
| Personal health issues keep me from visiting the national parks. | 28.5% | 33.1% |
| I don’t know much about what there is to do in national parks. | 28.2% | 32.3% |
| I’m just not that interested in travel/tourism. | 27.6% | 15.6% |
| I don’t share the same interests as people who visit national parks. | 24.4% | 16.6% |
| Entrance fees are too expensive or high at national parks. | 23.5% | 31.3% |
| I’m just not that interested in national parks. | 23.2% | 23.5% |
| National parks are too crowded. | 17.7% | 22.6% |
| National parks are not accessible to people with disabilities. | 12.7% | 23.8% |
| National parks are unpleasant places for me to be. | 5.1% | 9.7% |
| The risk of crime or vandalism in national parks makes me feel unsafe. | 2.1%* | 12.7% |
| The people who work in the national parks are of a very different racial/ethnic background than mine. | 2.0% | 4.4% |
| I don’t like being out of touch with family and friends due to lack of connectivity in parks. | 2.0%* | 11.4% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the AKR and other areas of the country with respect to the following statements:

- It costs too much money to travel to a national park (64% of AKR respondents, compared to 46% nationally).
- The risk of crime or vandalism in national parks makes me feel unsafe (2% of AKR respondents, compared to 13% nationally).
- I don't like being out of touch with family and friends due to lack of connectivity in parks (2% of AKR respondents, compared to 11% nationally).

Intermountain Region Results

The Intermountain Region (IMR) constitutes the states of Arizona, Colorado, Montana, New Mexico, Oklahoma, Texas, Utah, and Wyoming. It includes many of the “crown jewels” of the National Park System, such as Yellowstone National Park (NP), Glacier NP, Grand Canyon NP, Grand Teton NP, and Rocky Mountain NP. Of the 2,704 total surveys completed during CSAP3, 398 were completed by residents of the IMR.

Park Visitation

The survey began with three questions focused on the respondent’s visits to NPS units (questions PV1 through PV3). Key results from these three questions are summarized in Table 192 for the IMR and for the nation as a whole.

- The vast majority of IMR respondents said they had visited an NPS unit at some time in their lives (93% of IMR respondents).
- Nearly three-quarters of IMR respondents said they had visited an NPS unit within the past two years (75% of IMR respondents).
- The majority of IMR respondents said they had visited an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (56% of IMR respondents).

Table 192. IMR: Reported NPS visitation (PV1, PV2, PV3) [all respondents].

| Timeframe | % Visited | |
|---|-----------|--------|
| | IMR | Nation |
| Lifetime (unvalidated self-report) | 93.2% | 90.5% |
| Past two years (unvalidated self-report) | 74.6%* | 64.7% |
| Past two years (and named a valid NPS unit) | 55.9% | 49.9% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the IMR and other areas of the country with respect to:

- The percentage of respondents who reported visiting an NPS unit within the past two years (75% of IMR respondents, compared to 65% nationally).

Reasons for Visiting

Respondents who were able to name a valid NPS unit that they had visited within the last two years were classified as recent visitors for the purposes of the survey. Recent visitors were asked to think about their last visit to an NPS unit and to indicate the importance of several potential reasons for visiting (questions PV8 through PV18). The options were “very important,” “important,” “not so important,” or “not important at all.” For each potential reason, Table 193 summarizes the percentage of respondents who said “very important” or “important” for the IMR and for the nation as a whole. The following reasons for visiting were most frequently classified by IMR respondents as “very important” or “important”:

- To be outdoors (98% of IMR respondents).
- To visit a national park (93% of IMR respondents).
- To relax (90% of IMR respondents).
- To view wildlife or natural scenery (90% of IMR respondents).

Table 193. IMR: Importance of reasons for visiting (PV8-PV18) [recent visitors only].

| Reason | % “Very important” or “Important” | |
|--|--|---------------|
| | IMR | Nation |
| To be outdoors | 97.8% | 96.0% |
| To visit a national park | 92.5% | 91.0% |
| To relax | 90.3% | 87.0% |
| To view wildlife or natural scenery | 90.2% | 90.4% |
| To spend time with friends/family | 89.5% | 89.9% |
| To hear the sound of nature/quiet | 87.9% | 87.9% |
| To learn more about nature | 83.9% | 82.9% |
| To learn more about American history and culture | 72.5% | 78.4% |
| To experience solitude | 71.1% | 63.1% |
| To get physical exercise | 69.8% | 74.9% |
| To view dark night sky/stars | 68.4% | 63.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the IMR and other areas of the country.

Use of Programs or Services

Recent visitors were also asked to think about their last visit to an NPS unit and to indicate whether or not any member of their personal group had used a variety of programs or services (question PV20). For each program or service, Table 194 summarizes the percentage of respondents (for the IMR and for the nation as a whole) who indicated that a member of their group had participated. The following programs or services were used most frequently by IMR respondents:

- Go to the visitor center (78% of IMR respondents).
- Read the park brochure or newspaper (78% of IMR respondents).
- View outdoor exhibits (75% of IMR respondents).

Table 194. IMR: Programs or services used on last visit to an NPS unit (PV20) [recent visitors only].

| Program or service | % Participated | |
|--|-----------------------|---------------|
| | IMR | Nation |
| Go to the visitor center | 78.0% | 79.2% |
| Read the park brochure or newspaper | 77.5% | 79.5% |
| View outdoor exhibits | 75.1% | 80.4% |
| View indoor exhibits | 57.4% | 61.3% |
| Talk informally with a ranger | 54.3% | 54.0% |
| Watch movies or videos about the park, or listen to an audio tour or podcast | 40.3% | 41.4% |
| Attend a ranger-led activity, such as a tour or talk | 23.8% | 27.4% |
| Attend a cultural demonstration or performance | 13.7% | 15.4% |
| Use a smart phone app specific to the park unit | 11.2% | 15.6% |
| Participate with a child in your group in a youth program | 7.6% | 7.2% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the IMR and other areas of the country.

Importance of Programs or Services

Recent visitors were asked to indicate the importance to them of a variety of programs or services when visiting a national park (questions PV21 through PV30). The options were “very important,” “important,” “not so important,” or “not important at all.” For each program or service, Table 195 summarizes the percentage of respondents who said “very important” or “important” for the IMR and for the nation as a whole. The following programs or services were most frequently classified by IMR respondents as “very important” or “important”:

- Viewing outdoor exhibits (86% of IMR respondents).
- Going to the visitor center (81% of IMR respondents).
- Reading the park brochure or newspaper (78% of IMR respondents).

Table 195. IMR: Importance of programs or services when visiting a national park (PV21-PV30) [recent visitors only].

| Program or service | % “Very important” or “Important” | |
|---|--|---------------|
| | IMR | Nation |
| Viewing outdoor exhibits | 86.1% | 89.9% |
| Going to the visitor center | 81.0% | 85.6% |
| Reading the park brochure or newspaper | 78.0% | 80.5% |
| Viewing indoor exhibits | 66.3% | 73.2% |
| Talking informally with a ranger | 59.8%* | 68.7% |
| Watching movies or videos about the park, or listen to an audio tour or podcast | 57.4% | 61.6% |
| Attending a cultural demonstration or performance | 49.8% | 55.1% |
| Participating with a child in your group in a youth program | 44.5% | 48.0% |
| Attending a ranger-led activity, such as a tour or talk | 37.3%* | 51.7% |
| Using a smart phone app specific to the park unit | 35.5% | 39.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the IMR and other areas of the country with respect to the following programs or services:

- Talking informally with a ranger (60% of IMR respondents, compared to 69% nationally).
- Attending a ranger-led activity, such as a tour or talk (37% of IMR respondents, compared to 52% nationally).

Information Sources Used to Plan Visit

Recent visitors were asked to think about their last visit to an NPS unit and to indicate the information sources they used to plan their visit, either before they arrived or during their trip (PV32-PV46). Table 196 summarizes the percentage of respondents who used each information source for the IMR and for the nation as a whole. The information sources used most frequently by IMR respondents were:

- Maps/brochures (41% of IMR respondents).
- Previous visits (40% of IMR respondents).
- Friends/relatives/word of mouth (40% of IMR respondents).
- National Park Service website (40% of IMR respondents).

Table 196. IMR: Information sources used to plan visit (PV32-PV46) [recent visitors only].

| Information source | % Used | |
|--|--------|--------|
| | IMR | Nation |
| Maps/brochures | 40.8% | 48.5% |
| Previous visits | 40.2% | 40.6% |
| Friends/relatives/word of mouth | 39.7% | 42.3% |
| National Park Service website | 39.5% | 45.2% |
| Other website | 24.0% | 28.0% |
| Local businesses (hotels, motels, restaurants, etc.) | 23.7% | 25.7% |
| Inquiry to park via phone, mail, or email | 15.9% | 20.2% |
| State welcome center/visitors bureau/chamber of commerce | 14.9% | 19.4% |
| Travel guides/tour books (such as AAA, etc.) | 13.9%* | 20.6% |
| Other units of the National Park System | 13.5% | 13.2% |
| Social media (such as Facebook, Twitter, etc.) | 12.7% | 18.0% |
| Newspaper/magazine articles | 11.6% | 13.4% |
| Did you use any other source | 10.8% | 11.1% |
| Television/radio programs/DVDs | 9.3% | 9.8% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the IMR and other areas of the country with respect to the following information sources:

- Travel guides/tour books (such as AAA, etc.) (14% of IMR respondents, compared to 21% nationally).

Opinions About National Park Visits

Recent visitors were asked to indicate the extent to which they agreed or disagreed with four general statements about national park visits (questions PV48 through PV51). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 197 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the IMR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from IMR respondents.

- Given the chance, I would visit a national park again (100% of IMR respondents).
- I have a feeling of peacefulness when I am at a national park (99% of IMR respondents).
- Visiting a national park is a good way to spend my free time (97% of IMR respondents).

Table 197. IMR: Opinions about national park visits (PV48-PV51) [recent visitors only].

| Statement | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | IMR | Nation |
| Given the chance, I would visit a national park again. | 100.0% | 99.5% |
| I have a feeling of peacefulness when I am at a national park. | 98.6%* | 94.7% |
| Visiting a national park is a good way to spend my free time. | 97.0% | 97.0% |
| Visiting national parks is an opportunity for me to be around people who share my values. | 76.7% | 70.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the IMR and other areas of the country with respect to the following statements:

- I have a feeling of peacefulness when I am at a national park (99% of IMR respondents, compared to 95% nationally).

Constraints on Visitation

Respondents who had not visited an NPS unit within the last two years were asked to indicate their level of agreement with a variety of statements about potential constraints on national park visitation (questions NV1 through NV15). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 198 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the IMR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from IMR respondents.

- The travel distance is too far from my home to get to any national parks I’m interested in visiting (62% of IMR respondents).
- Entrance fees are too expensive or high at national parks (46% of IMR respondents).

Table 198. IMR: Constraints on visitation (NV1-NV15) [non-visitors only].

| Constraint | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | IMR | Nation |
| The travel distance is too far from my home to get to any national parks I’m interested in visiting. | 62.2% | 67.7% |
| Entrance fees are too expensive or high at national parks. | 45.7%* | 31.3% |
| It costs too much money to travel to a national park. | 40.3% | 45.7% |
| I don’t know much about what there is to do in national parks. | 33.0% | 32.3% |
| National parks are too crowded. | 27.3% | 22.6% |
| There aren’t good transportation options for me to get to a national park. | 24.1% | 37.4% |
| Personal health issues keep me from visiting the national parks. | 20.8% | 33.1% |
| National parks are not accessible to people with disabilities. | 17.9% | 23.8% |
| The risk of crime or vandalism in national parks makes me feel unsafe. | 15.5% | 12.7% |
| I don’t share the same interests as people who visit national parks. | 13.6% | 16.6% |
| National parks are unpleasant places for me to be. | 12.6% | 9.7% |
| I’m just not that interested in national parks. | 9.1%* | 23.5% |
| I don’t like being out of touch with family and friends due to lack of connectivity in parks. | 8.8% | 11.4% |
| The people who work in the national parks are of a very different racial/ethnic background than mine. | 7.9% | 4.4% |
| I’m just not that interested in travel/tourism. | 7.1% | 15.6% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the IMR and other areas of the country with respect to the following statements:

- Entrance fees are too expensive or high at national parks (46% of IMR respondents, compared to 31% nationally).
- I'm just not interested in national parks (9% of IMR respondents, compared to 24% nationally).

Midwest Region Results

The Midwest Region (MWR) constitutes the states of Arkansas, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. Some of the most visited national park units in the MWR include Cuyahoga Valley National Park (NP), Gateway Arch NP, Indiana Dunes NP, Sleeping Bear Dunes National Lakeshore, and Hot Springs NP. Of the 2,704 total surveys completed during CSAP3, 385 were completed by residents of the MWR.

Park Visitation

The survey began with three questions focused on the respondent's visits to NPS units (questions PV1 through PV3). Key results from these three questions are summarized in Table 199 for the MWR and for the nation as a whole.

- The majority of MWR respondents said they had visited an NPS unit at some time in their lives (87% of MWR respondents).
- Over half of MWR respondents said they had visited an NPS unit within the past two years (57% of MWR respondents).
- Less than half of MWR respondents said they had visited an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (44% of MWR respondents).

Table 199. MWR: Reported NPS visitation (PV1, PV2, PV3) [all respondents].

| Timeframe | % Visited | |
|---|-----------|--------|
| | MWR | Nation |
| Lifetime (unvalidated self-report) | 86.8% | 90.5% |
| Past two years (unvalidated self-report) | 57.4%* | 64.7% |
| Past two years (and named a valid NPS unit) | 43.9%* | 49.9% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the MWR and other areas of the country with respect to:

- The percentage of respondents who reported visiting an NPS unit within the past two years (57% of MWR respondents, compared to 65% nationally).
- The percentage of respondents who reported visiting an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (44% of MWR respondents, compared to 50% nationally).

Reasons for Visiting

Respondents who were able to name a valid NPS unit that they had visited within the last two years were classified as recent visitors for the purposes of the survey. Recent visitors were asked to think about their last visit to an NPS unit and to indicate the importance of several potential reasons for visiting (questions PV8 through PV18). The options were “very important,” “important,” “not so important,” or “not important at all.” For each potential reason, Table 200 summarizes the percentage of respondents who said “very important” or “important” for the MWR and for the nation as a whole. The following reasons for visiting were most frequently classified by MWR respondents as “very important” or “important”:

- To be outdoors (97% of MWR respondents).
- To view wildlife or natural scenery (91% of MWR respondents).
- To spend time with friends/family (89% of MWR respondents).
- To hear the sound of nature/quiet (89% of MWR respondents).

Table 200. MWR: Importance of reasons for visiting (PV8-PV18) [recent visitors only].

| Reason | % “Very important” or “Important” | |
|--|--|---------------|
| | MWR | Nation |
| To be outdoors | 96.5% | 96.0% |
| To view wildlife or natural scenery | 90.7% | 90.4% |
| To spend time with friends/family | 88.9% | 89.9% |
| To hear the sound of nature/quiet | 88.9% | 87.9% |
| To visit a national park | 88.5% | 91.0% |
| To relax | 82.4% | 87.0% |
| To learn more about American history and culture | 72.6% | 78.4% |
| To learn more about nature | 69.9%* | 82.9% |
| To get physical exercise | 69.8% | 74.9% |
| To view dark night sky/stars | 59.5% | 63.1% |
| To experience solitude | 58.2% | 63.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the MWR and other areas of the country with respect to the following reasons for visiting:

- To learn more about nature (70% of MWR respondents, compared to 83% nationally).

Use of Programs or Services

Recent visitors were also asked to think about their last visit to an NPS unit and to indicate whether or not any member of their personal group had used a variety of programs or services (question PV20). For each program or service, Table 201 summarizes the percentage of respondents (for the MWR and for the nation as a whole) who indicated that a member of their group had participated. The following programs or services were used most frequently by MWR respondents:

- View outdoor exhibits (84% of MWR respondents).
- Go to the visitor center (83% of MWR respondents).
- Read the park brochure or newspaper (82% of MWR respondents).

Table 201. MWR: Programs or services used on last visit to an NPS unit (PV20) [recent visitors only].

| Program or service | % Participated | |
|--|-----------------------|---------------|
| | MWR | Nation |
| View outdoor exhibits | 84.1% | 80.4% |
| Go to the visitor center | 83.4% | 79.2% |
| Read the park brochure or newspaper | 81.8% | 79.5% |
| View indoor exhibits | 62.8% | 61.3% |
| Talk informally with a ranger | 56.5% | 54.0% |
| Watch movies or videos about the park, or listen to an audio tour or podcast | 41.3% | 41.4% |
| Attend a ranger-led activity, such as a tour or talk | 27.2% | 27.4% |
| Use a smart phone app specific to the park unit | 18.9% | 15.6% |
| Attend a cultural demonstration or performance | 12.6% | 15.4% |
| Participate with a child in your group in a youth program | 7.3% | 7.2% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the MWR and other areas of the country.

Importance of Programs or Services

Recent visitors were asked to indicate the importance to them of a variety of programs or services when visiting a national park (questions PV21 through PV30). The options were “very important,” “important,” “not so important,” or “not important at all.” For each program or service, Table 202 summarizes the percentage of respondents who said “very important” or “important” for the MWR and for the nation as a whole. The following programs or services were most frequently classified by MWR respondents as “very important” or “important”:

- Viewing outdoor exhibits (94% of MWR respondents).
- Going to the visitor center (88% of MWR respondents).
- Reading the park brochure or newspaper (80% of MWR respondents).

Table 202. MWR: Importance of programs or services when visiting a national park (PV21-PV30) [recent visitors only].

| Program or service | % “Very important” or “Important” | |
|---|-----------------------------------|--------|
| | MWR | Nation |
| Viewing outdoor exhibits | 93.9% | 89.9% |
| Going to the visitor center | 87.9% | 85.6% |
| Reading the park brochure or newspaper | 80.0% | 80.5% |
| Viewing indoor exhibits | 74.2% | 73.2% |
| Talking informally with a ranger | 63.8% | 68.7% |
| Watching movies or videos about the park, or listen to an audio tour or podcast | 58.6% | 61.6% |
| Attending a ranger-led activity, such as a tour or talk | 50.4% | 51.7% |
| Attending a cultural demonstration or performance | 50.1% | 55.1% |
| Using a smart phone app specific to the park unit | 37.6% | 39.0% |
| Participating with a child in your group in a youth program | 36.0%* | 48.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the MWR and other areas of the country with respect to the following programs or services:

- Participating with a child in your group in a youth program (36% of MWR respondents, compared to 48% nationally).

Information Sources Used to Plan Visit

Recent visitors were asked to think about their last visit to an NPS unit and to indicate the information sources they used to plan their visit, either before they arrived or during their trip (PV32-PV46). Table 203 summarizes the percentage of respondents who used each information source for the MWR and for the nation as a whole. The information sources used most frequently by MWR respondents were:

- Maps/brochures (49% of MWR respondents).
- National Park Service website (46% of MWR respondents).
- Friends/relatives/word of mouth (46% of MWR respondents).
- Previous visits (35% of MWR respondents).

Table 203. MWR: Information sources used to plan visit (PV32-PV46) [recent visitors only].

| Information source | % Used | |
|--|--------|--------|
| | MWR | Nation |
| Maps/brochures | 49.3% | 48.5% |
| National Park Service website | 46.1% | 45.2% |
| Friends/relatives/word of mouth | 45.7% | 42.3% |
| Previous visits | 34.7% | 40.6% |
| Other website | 31.2% | 28.0% |
| Local businesses (hotels, motels, restaurants, etc.) | 30.8% | 25.7% |
| Social media (such as Facebook, Twitter, etc.) | 22.0% | 18.0% |
| State welcome center/visitors bureau/chamber of commerce | 21.6% | 19.4% |
| Travel guides/tour books (such as AAA, etc.) | 18.4% | 20.6% |
| Inquiry to park via phone, mail, or email | 18.0% | 20.2% |
| Newspaper/magazine articles | 13.0% | 13.4% |
| Did you use any other source | 11.8% | 11.1% |
| Other units of the National Park System | 8.3% | 13.2% |
| Television/radio programs/DVDs | 6.3% | 9.8% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the MWR and other areas of the country.

Opinions About National Park Visits

Recent visitors were asked to indicate the extent to which they agreed or disagreed with four general statements about national park visits (questions PV48 through PV51). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 204 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the MWR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from MWR respondents.

- Given the chance, I would visit a national park again (100% of MWR respondents).
- Visiting a national park is a good way to spend my free time (100% of MWR respondents).
- I have a feeling of peacefulness when I am at a national park (94% of MWR respondents).

Table 204. MWR: Opinions about national park visits (PV48-PV51) [recent visitors only].

| Statement | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | MWR | Nation |
| Given the chance, I would visit a national park again. | 100.0% | 99.5% |
| Visiting a national park is a good way to spend my free time. | 99.5%* | 97.0% |
| I have a feeling of peacefulness when I am at a national park. | 93.7% | 94.7% |
| Visiting national parks is an opportunity for me to be around people who share my values. | 51.4% | 70.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the MWR and other areas of the country with respect to the following statements:

- Visiting a national park is a good way to spend my free time (100% of MWR respondents, compared to 97% nationally).

Constraints on Visitation

Respondents who had not visited an NPS unit within the last two years were asked to indicate their level of agreement with a variety of statements about potential constraints on national park visitation (questions NV1 through NV15). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 205 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the MWR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from MWR respondents.

- The travel distance is too far from my home to get to any national parks I’m interested in visiting (73% of MWR respondents).
- It costs too much money to travel to a national park (37% of MWR respondents).

Table 205. MWR: Constraints on visitation (NV1-NV15) [non-visitors only].

| Constraint | % “Strongly agree” or “Somewhat agree” | |
|---|---|--------|
| | MWR | Nation |
| The travel distance is too far from my home to get to any national parks I’m interested in visiting. | 73.1% | 67.7% |
| It costs too much money to travel to a national park. | 36.8% | 45.7% |
| Personal health issues keep me from visiting the national parks. | 30.6% | 33.1% |
| I don’t know much about what there is to do in national parks. | 29.9% | 32.3% |
| There aren’t good transportation options for me to get to a national park. | 26.7% | 37.4% |
| I’m just not that interested in national parks. | 26.0% | 23.5% |
| National parks are not accessible to people with disabilities. | 19.5% | 23.8% |
| I’m just not that interested in travel/tourism. | 19.0% | 15.6% |
| National parks are too crowded. | 18.9% | 22.6% |
| I don’t share the same interests as people who visit national parks. | 18.2% | 16.6% |
| Entrance fees are too expensive or high at national parks. | 18.0%* | 31.3% |
| I don’t like being out of touch with family and friends due to lack of connectivity in parks. | 10.6% | 11.4% |
| National parks are unpleasant places for me to be. | 6.2% | 9.7% |
| The risk of crime or vandalism in national parks makes me feel unsafe. | 3.5%* | 12.7% |
| The people who work in the national parks are of a very different racial/ethnic background than mine. | 1.4% | 4.4% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the MWR and other areas of the country with respect to the following statements:

- Entrance fees are too expensive or high at national parks (18% of MWR respondents, compared to 31% nationally).
- The risk of crime or vandalism in national parks makes me feel unsafe (4% of MWR respondents, compared to 13% nationally).

National Capital Region Results

The National Capital Region (NCR) constitutes the District of Columbia. For purposes of the survey, the National Capital Region calling area included only the District of Columbia, although this NPS region also administers some parks in Virginia, Maryland, and West Virginia. Households in Virginia, West Virginia, and Maryland were included in the calling area for the Northeast Region. The NCR administers the National Mall, memorials, historic buildings, and natural environments like Rock Creek Park. Of the 2,704 total surveys completed during CSAP3, 302 were completed by residents of the NCR.

Park Visitation

The survey began with three questions focused on the respondent's visits to NPS units (questions PV1 through PV3). Key results from these three questions are summarized in Table 206 for the NCR and for the nation as a whole.

- The vast majority of NCR respondents said they had visited an NPS unit at some time in their lives (99% of NCR respondents).
- The majority of NCR respondents said they had visited an NPS unit within the past two years (88% of NCR respondents).
- Over three-quarters of NCR respondents said they had visited an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (77% of NCR respondents).

Table 206. NCR: Reported NPS visitation (PV1, PV2, PV3) [all respondents].

| Timeframe | % Visited | |
|---|-----------|--------|
| | NCR | Nation |
| Lifetime (unvalidated self-report) | 98.6%* | 90.5% |
| Past two years (unvalidated self-report) | 87.6%* | 64.7% |
| Past two years (and named a valid NPS unit) | 76.7%* | 49.9% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NCR and other areas of the country with respect to:

- The percentage of respondents who reported visiting an NPS unit at some time in their lives (99% of NCR respondents, compared to 91% nationally).
- The percentage of respondents who reported visiting an NPS unit within the past two years (88% of NCR respondents, compared to 65% nationally).
- The percentage of respondents who reported visiting an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (77% of NCR respondents, compared to 50% nationally).

Reasons for Visiting

Respondents who were able to name a valid NPS unit that they had visited within the last two years were classified as recent visitors for the purposes of the survey. Recent visitors were asked to think about their last visit to an NPS unit and to indicate the importance of several potential reasons for visiting (questions PV8 through PV18). The options were “very important,” “important,” “not so important,” or “not important at all.” For each potential reason, Table 207 summarizes the percentage of respondents who said “very important” or “important” for the NCR and for the nation as a whole. The following reasons for visiting were most frequently classified by NCR respondents as “very important” or “important”:

- To be outdoors (96% of NCR respondents).
- To view wildlife or natural scenery (86% of NCR respondents).
- To visit a national park (85% of NCR respondents).
- To relax (82% of NCR respondents).

Table 207. NCR: Importance of reasons for visiting (PV8-PV18) [recent visitors only].

| Reason | % “Very important” or “Important” | |
|--|--|---------------|
| | NCR | Nation |
| To be outdoors | 96.0% | 96.0% |
| To view wildlife or natural scenery | 85.8% | 90.4% |
| To visit a national park | 84.9%* | 91.0% |
| To relax | 81.9% | 87.0% |
| To get physical exercise | 78.5% | 74.9% |
| To spend time with friends/family | 77.3%* | 89.9% |
| To hear the sound of nature/quiet | 75.4%* | 87.9% |
| To learn more about nature | 71.7%* | 82.9% |
| To learn more about American history and culture | 69.7%* | 78.4% |
| To experience solitude | 63.7% | 63.1% |
| To view dark night sky/stars | 54.6% | 63.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NCR and other areas of the country with respect to the following reasons for visiting:

- To visit a national park (85% of NCR respondents, compared to 91% nationally).
- To spend time with friends/family (77% of NCR respondents, compared to 90% nationally).
- To hear the sound of nature/quiet (75% of NCR respondents, compared to 88% nationally).

- To learn more about nature (72% of NCR respondents, compared to 83% nationally).
- To learn more about American history and culture (70% of NCR respondents, compared to 78% nationally).

Use of Programs or Services

Recent visitors were also asked to think about their last visit to an NPS unit and to indicate whether or not any member of their personal group had used a variety of programs or services (question PV20). For each program or service, Table 208 summarizes the percentage of respondents (for the NCR and for the nation as a whole) who indicated that a member of their group had participated. The following programs or services were used most frequently by NCR respondents:

- View outdoor exhibits (67% of NCR respondents).
- Read the park brochure or newspaper (49% of NCR respondents).
- Go to the visitor center (47% of NCR respondents).

Table 208. NCR: Programs or services used on last visit to an NPS unit (PV20) [recent visitors only].

| Program or service | % Participated | |
|--|----------------|--------|
| | NCR | Nation |
| View outdoor exhibits | 67.2%* | 80.4% |
| Read the park brochure or newspaper | 49.2%* | 79.5% |
| Go to the visitor center | 47.3%* | 79.2% |
| View indoor exhibits | 44.7%* | 61.3% |
| Talk informally with a ranger | 34.6%* | 54.0% |
| Watch movies or videos about the park, or listen to an audio tour or podcast | 24.3%* | 41.4% |
| Attend a ranger-led activity, such as a tour or talk | 20.3% | 27.4% |
| Attend a cultural demonstration or performance | 17.4% | 15.4% |
| Use a smart phone app specific to the park unit | 13.0% | 15.6% |
| Participate with a child in your group in a youth program | 11.2% | 7.2% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NCR and other areas of the country with respect to the following programs or services:

- View outdoor exhibits (67% of NCR respondents, compared to 80% nationally).
- Read the park brochure or newspaper (49% of NCR respondents, compared to 80% nationally).
- Go to the visitor center (47% of NCR respondents, compared to 79% nationally).
- View indoor exhibits (45% of NCR respondents, compared to 61% nationally).
- Talk informally with a ranger (35% of NCR respondents, compared to 54% nationally).
- Watch movies or videos about the park, or listen to an audio tour or podcast (24% of NCR respondents, compared to 41% nationally).

Importance of Programs or Services

Recent visitors were asked to indicate the importance to them of a variety of programs or services when visiting a national park (questions PV21 through PV30). The options were “very important,” “important,” “not so important,” or “not important at all.” For each program or service, Table 209 summarizes the percentage of respondents who said “very important” or “important” for the NCR and for the nation as a whole. The following programs or services were most frequently classified by NCR respondents as “very important” or “important”:

- Viewing outdoor exhibits (85% of NCR respondents).
- Talking informally with a ranger (77% of NCR respondents).
- Going to the visitor center (76% of NCR respondents).

Table 209. NCR: Importance of programs or services when visiting a national park (PV21-PV30) [recent visitors only].

| Program or service | % “Very important” or “Important” | |
|---|--|---------------|
| | NCR | Nation |
| Viewing outdoor exhibits | 84.5% | 89.9% |
| Talking informally with a ranger | 76.7% | 68.7% |
| Going to the visitor center | 75.7%* | 85.6% |
| Viewing indoor exhibits | 68.2% | 73.2% |
| Reading the park brochure or newspaper | 66.5%* | 80.5% |
| Attending a ranger-led activity, such as a tour or talk | 59.1% | 51.7% |
| Attending a cultural demonstration or performance | 57.1% | 55.1% |
| Watching movies or videos about the park, or listen to an audio tour or podcast | 54.8% | 61.6% |
| Participating with a child in your group in a youth program | 52.7% | 48.0% |
| Using a smart phone app specific to the park unit | 44.0% | 39.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NCR and other areas of the country with respect to the following programs or services:

- Going to the visitor center (76% of NCR respondents, compared to 86%).
- Reading the park brochure or newspaper (67% of NCR respondents, compared to 81% nationally).

Information Sources Used to Plan Visit

Recent visitors were asked to think about their last visit to an NPS unit and to indicate the information sources they used to plan their visit, either before they arrived or during their trip (PV32-PV46). Table 210 summarizes the percentage of respondents who used each information source for the NCR and for the nation as a whole. The information sources used most frequently by NCR respondents were:

- Previous visits (39% of NCR respondents).
- Friends/relatives/word of mouth (36% of NCR respondents).
- National Park Service website (35% of NCR respondents).
- Maps/brochures (29% of NCR respondents).

Table 210. NCR: Information sources used to plan visit (PV32-PV46) [recent visitors only].

| Information source | % Used | |
|--|--------|--------|
| | NCR | Nation |
| Previous visits | 38.6% | 40.6% |
| Friends/relatives/word of mouth | 35.7% | 42.3% |
| National Park Service website | 35.3% | 45.2% |
| Maps/brochures | 29.2%* | 48.5% |
| Other website | 21.2% | 28.0% |
| Television/radio programs/DVDs | 13.1% | 9.8% |
| Inquiry to park via phone, mail, or email | 12.9% | 20.2% |
| Social media (such as Facebook, Twitter, etc.) | 12.5% | 18.0% |
| Local businesses (hotels, motels, restaurants, etc.) | 11.6%* | 25.7% |
| Newspaper/magazine articles | 11.1% | 13.4% |
| Travel guides/tour books (such as AAA, etc.) | 10.7%* | 20.6% |
| State welcome center/visitors bureau/chamber of commerce | 9.8%* | 19.4% |
| Other units of the National Park System | 9.6% | 13.2% |
| Did you use any other source | 6.5% | 11.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NCR and other areas of the country with respect to the following information sources:

- Maps/brochures (29% of NCR respondents, compared to 49% nationally).
- Local businesses (hotels, motels, restaurants, etc.) (12% of NCR respondents, compared to 26% nationally).

- Travel guides/tour books (such as AAA, etc.) (11% of NCR respondents, compared to 21% nationally).
- State welcome centers/visitor bureau/chamber of commerce (10% of NCR respondents, compared to 19% nationally).

Opinions About National Park Visits

Recent visitors were asked to indicate the extent to which they agreed or disagreed with four general statements about national park visits (questions PV48 through PV51). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 211 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the NCR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from NCR respondents.

- Given the chance, I would visit a national park again (100% of NCR respondents).
- Visiting a national park is a good way to spend my free time (97% of NCR respondents).
- I have a feeling of peacefulness when I am at a national park (83% of NCR respondents).

Table 211. NCR: Opinions about national park visits (PV48-PV51) [recent visitors only].

| Statement | % “Strongly agree” or “Somewhat agree” | |
|---|--|---------------|
| | NCR | Nation |
| Given the chance, I would visit a national park again. | 99.6% | 99.5% |
| Visiting a national park is a good way to spend my free time. | 97.3% | 97.0% |
| I have a feeling of peacefulness when I am at a national park. | 83.3%* | 94.7% |
| Visiting national parks is an opportunity for me to be around people who share my values. | 53.9% | 70.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NCR and other areas of the country with respect to the following statements:

- I have a feeling of peacefulness when I am at a national park (83% of NCR respondents, compared to 95% nationally).

Constraints on Visitation

Respondents who had not visited an NPS unit within the last two years were asked to indicate their level of agreement with a variety of statements about potential constraints on national park visitation (questions NV1 through NV15). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 212 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the NCR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from NCR respondents.

- There aren’t good transportation options for me to get to a national park (60% of NCR respondents).
- Personal health issues keep me from visiting the national parks (46% of NCR respondents).

Table 212. NCR: Constraints on visitation (NV1-NV15) [non-visitors only].

| Constraint | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | NCR | Nation |
| There aren’t good transportation options for me to get to a national park. | 60.0% | 37.4% |
| Personal health issues keep me from visiting the national parks. | 46.1% | 33.1% |
| I’m just not that interested in national parks. | 45.7% | 23.5% |
| The travel distance is too far from my home to get to any national parks I’m interested in visiting. | 31.0%* | 67.7% |
| National parks are not accessible to people with disabilities. | 29.7% | 23.8% |
| I’m just not that interested in travel/tourism. | 28.8% | 15.6% |
| Entrance fees are too expensive or high at national parks. | 27.3% | 31.3% |
| I don’t know much about what there is to do in national parks. | 27.2% | 32.3% |
| I don’t share the same interests as people who visit national parks. | 25.8% | 16.6% |
| It costs too much money to travel to a national park. | 22.1%* | 45.7% |
| The risk of crime or vandalism in national parks makes me feel unsafe. | 17.1% | 12.7% |
| National parks are too crowded. | 15.1% | 22.6% |
| I don’t like being out of touch with family and friends due to lack of connectivity in parks. | 13.4% | 11.4% |
| National parks are unpleasant places for me to be. | 10.5% | 9.7% |
| The people who work in the national parks are of a very different racial/ethnic background than mine. | 1.1% | 4.4% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NCR and other areas of the country with respect to the following statements:

- The travel distance is too far from my home to get to any national parks I'm interested in visiting (31% of NCR respondents, compared to 68% nationally).
- It costs too much money to travel to a national park (22% of NCR respondents, compared to 46% nationally).

Northeast Region Results

The Northeast Region (NER) constitutes the states of Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia. Some of the most visited national park units in the NER include Blue Ridge Parkway (Virginia portion), Gateway National Recreation Area, Independence National Historical Park, and Castle Clinton National Monument. Of the 2,704 total surveys completed during CSAP3, 405 were completed by residents of the NER.

Park Visitation

The survey began with three questions focused on the respondent's visits to NPS units (questions PV1 through PV3). Key results from these three questions are summarized in Table 213 for the NER and for the nation as a whole.

- The vast majority of NER respondents said they had visited an NPS unit at some time in their lives (93% of NER respondents).
- Nearly two-thirds of NER respondents said they had visited an NPS unit within the past two years (64% of NER respondents).
- Nearly half of NER respondents said they had visited an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (49% of NER respondents).

Table 213. NER: Reported NPS visitation (PV1, PV2, PV3) [all respondents].

| Timeframe | % Visited | |
|---|-----------|--------|
| | NER | Nation |
| Lifetime (unvalidated self-report) | 92.9% | 90.5% |
| Past two years (unvalidated self-report) | 63.8% | 64.7% |
| Past two years (and named a valid NPS unit) | 49.0% | 49.9% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the NER and other areas of the country.

Reasons for Visiting

Respondents who were able to name a valid NPS unit that they had visited within the last two years were classified as recent visitors for the purposes of the survey. Recent visitors were asked to think about their last visit to an NPS unit and to indicate the importance of several potential reasons for visiting (questions PV8 through PV18). The options were “very important,” “important,” “not so important,” or “not important at all.” For each potential reason, Table 214 summarizes the percentage of respondents who said “very important” or “important” for the NER and for the nation as a whole. The following reasons for visiting were most frequently classified by NER respondents as “very important” or “important”:

- To be outdoors (96% of NER respondents).
- To visit a national park (94% of NER respondents).
- To relax (87% of NER respondents).
- To spend time with friends/family (86% of NER respondents).

Table 214. NER: Importance of reasons for visiting (PV8-PV18) [recent visitors only].

| Reason | % “Very important” or “Important” | |
|--|--|---------------|
| | NER | Nation |
| To be outdoors | 96.1% | 96.0% |
| To visit a national park | 94.4% | 91.0% |
| To relax | 86.9% | 87.0% |
| To spend time with friends/family | 86.3% | 89.9% |
| To view wildlife or natural scenery | 86.0% | 90.4% |
| To hear the sound of nature/quiet | 85.7% | 87.9% |
| To learn more about nature | 84.3% | 82.9% |
| To get physical exercise | 83.6%* | 74.9% |
| To learn more about American history and culture | 81.3% | 78.4% |
| To view dark night sky/stars | 59.0% | 63.1% |
| To experience solitude | 58.2% | 63.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NER and other areas of the country with respect to the following reasons for visiting:

- To get physical exercise (84% of NER respondents, compared to 75% nationally).

Use of Programs or Services

Recent visitors were also asked to think about their last visit to an NPS unit and to indicate whether or not any member of their personal group had used a variety of programs or services (question PV20). For each program or service, Table 215 summarizes the percentage of respondents (for the NER and for the nation as a whole) who indicated that a member of their group had participated. The following programs or services were used most frequently by NER respondents:

- Read the park brochure or newspaper (82% of NER respondents).
- Go to the visitor center (78% of NER respondents).
- View outdoor exhibits (76% of NER respondents).

Table 215. NER: Programs or services used on last visit to an NPS unit (PV20) [recent visitors only].

| Program or service | % Participated | |
|--|----------------|--------|
| | NER | Nation |
| Read the park brochure or newspaper | 81.5% | 79.5% |
| Go to the visitor center | 77.6% | 79.2% |
| View outdoor exhibits | 76.4% | 80.4% |
| View indoor exhibits | 60.1% | 61.3% |
| Talk informally with a ranger | 47.7% | 54.0% |
| Watch movies or videos about the park, or listen to an audio tour or podcast | 34.8% | 41.4% |
| Attend a ranger-led activity, such as a tour or talk | 24.3% | 27.4% |
| Attend a cultural demonstration or performance | 18.5% | 15.4% |
| Use a smart phone app specific to the park unit | 18.0% | 15.6% |
| Participate with a child in your group in a youth program | 7.2% | 7.2% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the NER and other areas of the country.

Importance of Programs or Services

Recent visitors were asked to indicate the importance to them of a variety of programs or services when visiting a national park (questions PV21 through PV30). The options were “very important,” “important,” “not so important,” or “not important at all.” For each program or service, Table 216 summarizes the percentage of respondents who said “very important” or “important” for the NER and for the nation as a whole. The following programs or services were most frequently classified by NER respondents as “very important” or “important”:

- Viewing outdoor exhibits (89% of NER respondents).
- Going to the visitor center (85% of NER respondents).
- Reading the park brochure or newspaper (75% of NER respondents).

Table 216. NER: Importance of programs or services when visiting a national park (PV21-PV30) [recent visitors only].

| Program or service | % “Very important” or “Important” | |
|---|--|---------------|
| | NER | Nation |
| Viewing outdoor exhibits | 88.7% | 89.9% |
| Going to the visitor center | 85.2% | 85.6% |
| Reading the park brochure or newspaper | 75.0% | 80.5% |
| Viewing indoor exhibits | 71.5% | 73.2% |
| Talking informally with a ranger | 67.7% | 68.7% |
| Watching movies or videos about the park, or listen to an audio tour or podcast | 64.7% | 61.6% |
| Attending a cultural demonstration or performance | 48.8% | 55.1% |
| Attending a ranger-led activity, such as a tour or talk | 44.1% | 51.7% |
| Participating with a child in your group in a youth program | 41.1% | 48.0% |
| Using a smart phone app specific to the park unit | 33.7% | 39.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the NER and other areas of the country.

Information Sources Used to Plan Visit

Recent visitors were asked to think about their last visit to an NPS unit and to indicate the information sources they used to plan their visit, either before they arrived or during their trip (PV32-PV46). Table 217 summarizes the percentage of respondents who used each information source for the NER and for the nation as a whole. The information sources used most frequently by NER respondents were:

- Maps/brochures (52% of NER respondents).
- Previous visits (47% of NER respondents).
- National Park Service website (45% of NER respondents).
- Friends/relatives/word of mouth (42% of NER respondents).

Table 217. NER: Information sources used to plan visit (PV32-PV46) [recent visitors only].

| Information source | % Used | |
|--|--------|--------|
| | NER | Nation |
| Maps/brochures | 52.4% | 48.5% |
| Previous visits | 47.4% | 40.6% |
| National Park Service website | 45.3% | 45.2% |
| Friends/relatives/word of mouth | 41.5% | 42.3% |
| Travel guides/tour books (such as AAA, etc.) | 30.7%* | 20.6% |
| Other website | 28.0% | 28.0% |
| State welcome center/visitors bureau/chamber of commerce | 24.9% | 19.4% |
| Local businesses (hotels, motels, restaurants, etc.) | 22.4% | 25.7% |
| Other units of the National Park System | 16.8% | 13.2% |
| Inquiry to park via phone, mail, or email | 16.6% | 20.2% |
| Newspaper/magazine articles | 15.1% | 13.4% |
| Social media (such as Facebook, Twitter, etc.) | 14.9% | 18.0% |
| Television/radio programs/DVDs | 11.4% | 9.8% |
| Did you use any other source | 11.2% | 11.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NER and other areas of the country with respect to the following information sources:

- Travel guides/tour books (such as AAA, etc.) (31% of NER respondents, compared to 21% nationally).

Opinions About National Park Visits

Recent visitors were asked to indicate the extent to which they agreed or disagreed with four general statements about national park visits (questions PV48 through PV51). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 218 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the NER and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from NER respondents.

- Given the chance, I would visit a national park again (100% of NER respondents).
- Visiting a national park is a good way to spend my free time (95% of NER respondents).
- I have a feeling of peacefulness when I am at a national park (92% of NER respondents).

Table 218. NER: Opinions about national park visits (PV48-PV51) [recent visitors only].

| Statement | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | NER | Nation |
| Given the chance, I would visit a national park again. | 100.0% | 99.5% |
| Visiting a national park is a good way to spend my free time. | 94.8% | 97.0% |
| I have a feeling of peacefulness when I am at a national park. | 92.0% | 94.7% |
| Visiting national parks is an opportunity for me to be around people who share my values. | 80.0% | 70.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the NER and other areas of the country.

Constraints on Visitation

Respondents who had not visited an NPS unit within the last two years were asked to indicate their level of agreement with a variety of statements about potential constraints on national park visitation (questions NV1 through NV15). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 219 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the NER and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from NER respondents.

- The travel distance is too far from my home to get to any national parks I’m interested in visiting (70% of NER respondents).
- There aren’t good transportation options for me to get to a national park (63% of NER respondents).

Table 219. NER: Constraints on visitation (NV1-NV15) [non-visitors only].

| Constraint | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | NER | Nation |
| The travel distance is too far from my home to get to any national parks I’m interested in visiting. | 69.7% | 67.7% |
| There aren’t good transportation options for me to get to a national park. | 63.4%* | 37.4% |
| It costs too much money to travel to a national park. | 50.8% | 45.7% |
| I don’t know much about what there is to do in national parks. | 38.3% | 32.3% |
| Personal health issues keep me from visiting the national parks. | 36.9% | 33.1% |
| National parks are not accessible to people with disabilities. | 36.1% | 23.8% |
| I’m just not that interested in national parks. | 35.6% | 23.5% |
| I’m just not that interested in travel/tourism. | 23.1% | 15.6% |
| I don’t share the same interests as people who visit national parks. | 22.3% | 16.6% |
| Entrance fees are too expensive or high at national parks. | 19.0%* | 31.3% |
| The risk of crime or vandalism in national parks makes me feel unsafe. | 18.3% | 12.7% |
| National parks are too crowded. | 17.8% | 22.6% |
| I don’t like being out of touch with family and friends due to lack of connectivity in parks. | 15.7% | 11.4% |
| National parks are unpleasant places for me to be. | 6.4% | 9.7% |
| The people who work in the national parks are of a very different racial/ethnic background than mine. | 5.4% | 4.4% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the NER and other areas of the country with respect to the following statements:

- There aren't good transportation options for me to get to a national park (63% of NER respondents, compared to 37% nationally).
- Entrance fees are too expensive or high at national parks (19% of NER respondents, compared to 31% nationally).

Pacific West Region Results

The Pacific West Region (PWR) constitutes the states of California, Hawaii, Idaho, Nevada, Oregon, and Washington. Administratively, it also includes American Samoa and Guam, but by design the residents of those territories were not part of the survey sample. The PWR includes the most visited national park unit in the entire National Park System, Golden Gate National Recreation Area (NRA). Some of the other most visited national park units in the PWR include Lake Mead NRA, San Francisco Maritime National Historical Park, and Yosemite National Park. Of the 2,704 total surveys completed during CSAP3, 409 were completed by residents of the PWR.

Park Visitation

The survey began with three questions focused on the respondent's visits to NPS units (questions PV1 through PV3). Key results from these three questions are summarized in Table 220 for the PWR and for the nation as a whole.

- The vast majority of PWR respondents said they had visited an NPS unit at some time in their lives (94% of PWR respondents).
- Over two-thirds of PWR respondents said they had visited an NPS unit within the past two years (70% of PWR respondents).
- Over half of PWR respondents said they had visited an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (56% of PWR respondents).

No statistically significant differences were observed between the PWR and other areas of the country.

Table 220. PWR: Reported NPS visitation (PV1, PV2, PV3) [all respondents].

| Timeframe | % Visited | |
|---|-----------|--------|
| | PWR | Nation |
| Lifetime (unvalidated self-report) | 94.4% | 90.5% |
| Past two years (unvalidated self-report) | 70.1% | 64.7% |
| Past two years (and named a valid NPS unit) | 56.0% | 49.9% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the PWR and other areas of the country.

Reasons for Visiting

Respondents who were able to name a valid NPS unit that they had visited within the last two years were classified as recent visitors for the purposes of the survey. Recent visitors were asked to think about their last visit to an NPS unit and to indicate the importance of several potential reasons for visiting (questions PV8 through PV18). The options were “very important,” “important,” “not so important,” or “not important at all.” For each potential reason, Table 221 summarizes the percentage of respondents who said “very important” or “important” for the PWR and for the nation as a whole. The following reasons for visiting were most frequently classified by PWR respondents as “very important” or “important”:

- To view wildlife or natural scenery (97% of PWR respondents).
- To be outdoors (97% of PWR respondents).
- To spend time with friends/family (93% of PWR respondents).
- To hear the sound of nature/quiet (91% of PWR respondents).

Table 221. PWR: Importance of reasons for visiting (PV8-PV18) [recent visitors only].

| Reason | % “Very important” or “Important” | |
|--|--|---------------|
| | PWR | Nation |
| To view wildlife or natural scenery | 96.5%* | 90.4% |
| To be outdoors | 96.5% | 96.0% |
| To spend time with friends/family | 92.5% | 89.9% |
| To hear the sound of nature/quiet | 91.0% | 87.9% |
| To learn more about nature | 86.6% | 82.9% |
| To visit a national park | 85.7%* | 91.0% |
| To relax | 85.1% | 87.0% |
| To get physical exercise | 79.0% | 74.9% |
| To learn more about American history and culture | 76.0% | 78.4% |
| To view dark night sky/stars | 74.0%* | 63.1% |
| To experience solitude | 60.8% | 63.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the PWR and other areas of the country with respect to the following reasons for visiting:

- To view wildlife or natural scenery (97% of PWR respondents, compared to 90% nationally).
- To visit a national park (86% of PWR respondents, compared to 91% nationally).
- To view dark night sky/stars (74% of PWR respondents, compared to 63% nationally).

Use of Programs or Services

Recent visitors were also asked to think about their last visit to an NPS unit and to indicate whether or not any member of their personal group had used a variety of programs or services (question PV20). For each program or service, Table 222 summarizes the percentage of respondents (for the PWR and for the nation as a whole) who indicated that a member of their group had participated. The following programs or services were used most frequently by PWR respondents:

- View outdoor exhibits (80% of PWR respondents).
- Go to the visitor center (80% of PWR respondents).
- Read the park brochure or newspaper (77% of PWR respondents).

Table 222. PWR: Programs or services used on last visit to an NPS unit (PV20) [recent visitors only].

| Program or service | % Participated | |
|--|-----------------------|---------------|
| | PWR | Nation |
| View outdoor exhibits | 80.1% | 80.4% |
| Go to the visitor center | 79.5% | 79.2% |
| Read the park brochure or newspaper | 77.0% | 79.5% |
| View indoor exhibits | 64.2% | 61.3% |
| Talk informally with a ranger | 55.1% | 54.0% |
| Watch movies or videos about the park, or listen to an audio tour or podcast | 34.2% | 41.4% |
| Attend a ranger-led activity, such as a tour or talk | 26.2% | 27.4% |
| Attend a cultural demonstration or performance | 12.3% | 15.4% |
| Use a smart phone app specific to the park unit | 11.6% | 15.6% |
| Participate with a child in your group in a youth program | 6.5% | 7.2% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the PWR and other areas of the country.

Importance of Programs or Services

Recent visitors were asked to indicate the importance to them of a variety of programs or services when visiting a national park (questions PV21 through PV30). The options were “very important,” “important,” “not so important,” or “not important at all.” For each program or service, Table 223 summarizes the percentage of respondents who said “very important” or “important” for the PWR and for the nation as a whole. The following programs or services were most frequently classified by PWR respondents as “very important” or “important”:

- Viewing outdoor exhibits (90% of PWR respondents).
- Reading the park brochure or newspaper (86% of PWR respondents).
- Going to the visitor center (84% of PWR respondents).

Table 223. PWR: Importance of programs or services when visiting a national park (PV21-PV30) [recent visitors only].

| Program or service | % “Very important” or “Important” | |
|---|--|---------------|
| | PWR | Nation |
| Viewing outdoor exhibits | 89.9% | 89.9% |
| Reading the park brochure or newspaper | 86.3% | 80.5% |
| Going to the visitor center | 84.1% | 85.6% |
| Talking informally with a ranger | 77.4%* | 68.7% |
| Viewing indoor exhibits | 71.3% | 73.2% |
| Attending a cultural demonstration or performance | 62.5% | 55.1% |
| Watching movies or videos about the park, or listen to an audio tour or podcast | 58.5% | 61.6% |
| Attending a ranger-led activity, such as a tour or talk | 57.7% | 51.7% |
| Participating with a child in your group in a youth program | 56.8%* | 48.0% |
| Using a smart phone app specific to the park unit | 45.2% | 39.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the PWR and other areas of the country with respect to the following programs or services:

- Talking informally with a ranger (77% of PWR respondents, compared to 69% nationally).
- Participating with a child in your group in a youth program (57% of PWR respondents, compared to 48% nationally).

Information Sources Used to Plan Visit

Recent visitors were asked to think about their last visit to an NPS unit and to indicate the information sources they used to plan their visit, either before they arrived or during their trip (PV32-PV46). Table 224 summarizes the percentage of respondents who used each information source for the PWR and for the nation as a whole. The information sources used most frequently by PWR respondents were:

- Maps/brochures (47% of PWR respondents).
- National Park Service website (47% of PWR respondents).
- Previous visits (42% of PWR respondents).
- Friends/relatives/word of mouth (41% of PWR respondents).

Table 224. PWR: Information sources used to plan visit (PV32-PV46) [recent visitors only].

| Information source | % Used | |
|--|--------|--------|
| | PWR | Nation |
| Maps/brochures | 47.3% | 48.5% |
| National Park Service website | 47.0% | 45.2% |
| Previous visits | 42.0% | 40.6% |
| Friends/relatives/word of mouth | 40.8% | 42.3% |
| Other website | 24.8% | 28.0% |
| Inquiry to park via phone, mail, or email | 23.5% | 20.2% |
| Local businesses (hotels, motels, restaurants, etc.) | 23.0% | 25.7% |
| Travel guides/tour books (such as AAA, etc.) | 17.8% | 20.6% |
| Social media (such as Facebook, Twitter, etc.) | 16.7% | 18.0% |
| State welcome center/visitors bureau/chamber of commerce | 14.5% | 19.4% |
| Newspaper/magazine articles | 13.7% | 13.4% |
| Did you use any other source | 9.9% | 11.1% |
| Other units of the National Park System | 8.2% | 13.2% |
| Television/radio programs/DVDs | 7.2% | 9.8% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the PWR and other areas of the country.

Opinions About National Park Visits

Recent visitors were asked to indicate the extent to which they agreed or disagreed with four general statements about national park visits (questions PV48 through PV51). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 225 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the PWR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from PWR respondents.

- I have a feeling of peacefulness when I am at a national park (98% of PWR respondents).
- Given the chance, I would visit a national park again (98% of PWR respondents).
- Visiting a national park is a good way to spend my free time (95% of PWR respondents).

Table 225. PWR: Opinions about national park visits (PV48-PV51) [recent visitors only].

| Statement | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | PWR | Nation |
| I have a feeling of peacefulness when I am at a national park. | 98.1% | 94.7% |
| Given the chance, I would visit a national park again. | 97.8%* | 99.5% |
| Visiting a national park is a good way to spend my free time. | 94.5% | 97.0% |
| Visiting national parks is an opportunity for me to be around people who share my values. | 66.3% | 70.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the PWR and other areas of the country with respect to the following statements:

- Given the chance, I would visit a national park again (98% of PWR respondents, compared to 100% nationally).

Constraints on Visitation

Respondents who had not visited an NPS unit within the last two years were asked to indicate their level of agreement with a variety of statements about potential constraints on national park visitation (questions NV1 through NV15). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 226 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the PWR and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from PWR respondents.

- The travel distance is too far from my home to get to any national parks I’m interested in visiting (57% of PWR respondents).
- There aren’t good transportation options for me to get to a national park (46% of PWR respondents).

Table 226. PWR: Constraints on visitation (NV1-NV15) [non-visitors only].

| Constraint | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | PWR | Nation |
| The travel distance is too far from my home to get to any national parks I’m interested in visiting. | 56.7% | 67.7% |
| There aren’t good transportation options for me to get to a national park. | 46.3% | 37.4% |
| Entrance fees are too expensive or high at national parks. | 43.7%* | 31.3% |
| Personal health issues keep me from visiting the national parks. | 42.9% | 33.1% |
| It costs too much money to travel to a national park. | 41.8% | 45.7% |
| National parks are too crowded. | 26.2% | 22.6% |
| I don’t know much about what there is to do in national parks. | 20.7% | 32.3% |
| The risk of crime or vandalism in national parks makes me feel unsafe. | 18.6% | 12.7% |
| I’m just not that interested in national parks. | 16.1% | 23.5% |
| I don’t like being out of touch with family and friends due to lack of connectivity in parks. | 16.0% | 11.4% |
| National parks are unpleasant places for me to be. | 14.0% | 9.7% |
| National parks are not accessible to people with disabilities. | 11.9% | 23.8% |
| I don’t share the same interests as people who visit national parks. | 10.4% | 16.6% |
| I’m just not that interested in travel/tourism. | 9.6% | 15.6% |
| The people who work in the national parks are of a very different racial/ethnic background than mine. | 9.2% | 4.4% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the PWR and other areas of the country with respect to the following statements:

- Entrance fees are too expensive or high at national parks (44% of PWR respondents, compared to 31% nationally).

Southeast Region Results

The Southeast Region (SER) constitutes the states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. The SER includes the nation's most visited national park, Great Smoky Mountains National Park. Some of the other most visited national park units in the SER include Blue Ridge Parkway (North Carolina portion), Natchez Trace Parkway, and Gulf Islands National Seashore. Of the 2,704 total surveys completed during CSAP3, 386 were completed by residents of the SER.

Park Visitation

The survey began with three questions focused on the respondent's visits to NPS units (questions PV1 through PV3). Key results from these three questions are summarized in Table 227 for the SER and for the nation as a whole.

- The majority of SER respondents said they had visited an NPS unit at some time in their lives (87% of SER respondents).
- Nearly two-thirds of SER respondents said they had visited an NPS unit within the past two years (61% of SER respondents).
- Nearly half of SER respondents said they had visited an NPS unit within the past two years and could successfully name a valid NPS unit that they had visited (48% of SER respondents).

Table 227. SER: Reported NPS visitation (PV1, PV2, PV3) [all respondents].

| Timeframe | % Visited | |
|---|-----------|--------|
| | SER | Nation |
| Lifetime (unvalidated self-report) | 86.5% | 90.5% |
| Past two years (unvalidated self-report) | 61.2% | 64.7% |
| Past two years (and named a valid NPS unit) | 47.9% | 49.9% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the SER and other areas of the country.

Reasons for Visiting

Respondents who were able to name a valid NPS unit that they had visited within the last two years were classified as recent visitors for the purposes of the survey. Recent visitors were asked to think about their last visit to an NPS unit and to indicate the importance of several potential reasons for visiting (questions PV8 through PV18). The options were “very important,” “important,” “not so important,” or “not important at all.” For each potential reason, Table 228 summarizes the percentage of respondents who said “very important” or “important” for the SER and for the nation as a whole. The following reasons for visiting were most frequently classified by SER respondents as “very important” or “important”:

- To be outdoors (94% of SER respondents).
- To visit a national park (93% of SER respondents).
- To spend time with friends/family (93% of SER respondents).
- To relax (91% of SER respondents).

Table 228. SER: Importance of reasons for visiting (PV8-PV18) [recent visitors only].

| Reason | % “Very important” or “Important” | |
|--|--|---------------|
| | SER | Nation |
| To be outdoors | 93.5% | 96.0% |
| To visit a national park | 93.3% | 91.0% |
| To spend time with friends/family | 92.8% | 89.9% |
| To relax | 90.6% | 87.0% |
| To view wildlife or natural scenery | 89.6% | 90.4% |
| To learn more about nature | 89.0%* | 82.9% |
| To learn more about American history and culture | 87.9%* | 78.4% |
| To hear the sound of nature/quiet | 86.5% | 87.9% |
| To get physical exercise | 70.3% | 74.9% |
| To experience solitude | 68.7% | 63.1% |
| To view dark night sky/stars | 56.6% | 63.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the SER and other areas of the country with respect to the following reasons for visiting:

- To learn more about nature (89% of SER respondents, compared to 83% nationally).
- To learn more about American history and culture (88% of SER respondents, compared to 78% nationally).

Use of Programs or Services

Recent visitors were also asked to think about their last visit to an NPS unit and to indicate whether or not any member of their personal group had used a variety of programs or services (question PV20). For each program or service, Table 229 summarizes the percentage of respondents (for the SER and for the nation as a whole) who indicated that a member of their group had participated. The following programs or services were used most frequently by SER respondents:

- View outdoor exhibits (86% of SER respondents).
- Read the park brochure or newspaper (80% of SER respondents).
- Go to the visitor center (78% of SER respondents).

Table 229. SER: Programs or services used on last visit to an NPS unit (PV20) [recent visitors only].

| Program or service | % Participated | |
|--|-----------------------|---------------|
| | SER | Nation |
| View outdoor exhibits | 86.4% | 80.4% |
| Read the park brochure or newspaper | 79.9% | 79.5% |
| Go to the visitor center | 78.3% | 79.2% |
| View indoor exhibits | 62.1% | 61.3% |
| Talk informally with a ranger | 57.7% | 54.0% |
| Watch movies or videos about the park, or listen to an audio tour or podcast | 56.7%* | 41.4% |
| Attend a ranger-led activity, such as a tour or talk | 35.2%* | 27.4% |
| Attend a cultural demonstration or performance | 18.9% | 15.4% |
| Use a smart phone app specific to the park unit | 17.5% | 15.6% |
| Participate with a child in your group in a youth program | 7.3% | 7.2% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the SER and other areas of the country with respect to the following programs or services:

- Watch movies or videos about the park, or listen to an audio tour or podcast (57% of SER respondents, compared to 41% nationally).
- Attend a ranger-led activity, such as a tour or talk (35% of SER respondents, compared to 27% nationally).

Importance of Programs or Services

Recent visitors were asked to indicate the importance to them of a variety of programs or services when visiting a national park (questions PV21 through PV30). The options were “very important,” “important,” “not so important,” or “not important at all.” For each program or service, Table 230 summarizes the percentage of respondents who said “very important” or “important” for the SER and for the nation as a whole. The following programs or services were most frequently classified by SER respondents as “very important” or “important”:

- Viewing outdoor exhibits (91% of SER respondents).
- Going to the visitor center (90% of SER respondents).
- Reading the park brochure or newspaper (84% of SER respondents).

Table 230. SER: Importance of programs or services when visiting a national park (PV21-PV30) [recent visitors only].

| Program or service | % “Very important” or “Important” | |
|---|--|---------------|
| | SER | Nation |
| Viewing outdoor exhibits | 90.6% | 89.9% |
| Going to the visitor center | 89.5% | 85.6% |
| Reading the park brochure or newspaper | 84.0% | 80.5% |
| Viewing indoor exhibits | 81.8%* | 73.2% |
| Talking informally with a ranger | 73.4% | 68.7% |
| Watching movies or videos about the park, or listen to an audio tour or podcast | 67.9% | 61.6% |
| Attending a ranger-led activity, such as a tour or talk | 67.8%* | 51.7% |
| Attending a cultural demonstration or performance | 64.3%* | 55.1% |
| Participating with a child in your group in a youth program | 61.8%* | 48.0% |
| Using a smart phone app specific to the park unit | 43.3% | 39.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the SER and other areas of the country with respect to the following programs or services:

- Viewing indoor exhibits (82% of SER respondents, compared to 73% nationally).
- Attending a ranger-led activity, such as a tour or talk (68% of SER respondents, compared to 52% nationally).
- Attending a cultural demonstration or performance (64% of SER respondents, compared to 55% nationally).

- Participating with a child in your group in a youth program (62% of SER respondents, compared to 48% nationally).

Information Sources Used to Plan Visit

Recent visitors were asked to think about their last visit to an NPS unit and to indicate the information sources they used to plan their visit, either before they arrived or during their trip (PV32-PV46). Table 231 summarizes the percentage of respondents who used each information source for the SER and for the nation as a whole. The information sources used most frequently by SER respondents were:

- Maps/brochures (51% of SER respondents).
- National Park Service website (48% of SER respondents).
- Friends/relatives/word of mouth (44% of SER respondents).
- Previous visits (38% of SER respondents).

Table 231. SER: Information sources used to plan visit (PV32-PV46) [recent visitors only].

| Information source | % Used | |
|--|--------|--------|
| | SER | Nation |
| Maps/brochures | 51.3% | 48.5% |
| National Park Service website | 47.6% | 45.2% |
| Friends/relatives/word of mouth | 43.8% | 42.3% |
| Previous visits | 37.9% | 40.6% |
| Other website | 31.7% | 28.0% |
| Local businesses (hotels, motels, restaurants, etc.) | 29.1% | 25.7% |
| Inquiry to park via phone, mail, or email | 26.7% | 20.2% |
| Social media (such as Facebook, Twitter, etc.) | 23.6% | 18.0% |
| State welcome center/visitors bureau/chamber of commerce | 20.0% | 19.4% |
| Travel guides/tour books (such as AAA, etc.) | 19.9% | 20.6% |
| Other units of the National Park System | 18.5% | 13.2% |
| Television/radio programs/DVDs | 14.1% | 9.8% |
| Newspaper/magazine articles | 13.2% | 13.4% |
| Did you use any other source | 11.7% | 11.1% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the SER and other areas of the country.

Opinions About National Park Visits

Recent visitors were asked to indicate the extent to which they agreed or disagreed with four general statements about national park visits (questions PV48 through PV51). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 232 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the SER and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from SER respondents.

- Given the chance, I would visit a national park again (100% of SER respondents).
- Visiting a national park is a good way to spend my free time (100% of SER respondents).
- I have a feeling of peacefulness when I am at a national park (93% of SER respondents).

Table 232. SER: Opinions about national park visits (PV48-PV51) [recent visitors only].

| Statement | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | SER | Nation |
| Given the chance, I would visit a national park again. | 100.0% | 99.5% |
| Visiting a national park is a good way to spend my free time. | 100.0% | 97.0% |
| I have a feeling of peacefulness when I am at a national park. | 93.3% | 94.7% |
| Visiting national parks is an opportunity for me to be around people who share my values. | 70.0% | 70.0% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

No statistically significant differences were observed between the SER and other areas of the country.

Constraints on Visitation

Respondents who had not visited an NPS unit within the last two years were asked to indicate their level of agreement with a variety of statements about potential constraints on national park visitation (questions NV1 through NV15). The options were “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree.” For each statement, Table 233 summarizes the percentage of respondents who said “strongly agree” or “somewhat agree” for the SER and for the nation as a whole. The following statements received the largest percentage of “strongly agree” or “somewhat agree” responses from SER respondents.

- The travel distance is too far from my home to get to any national parks I’m interested in visiting (71% of SER respondents).
- It costs too much money to travel to a national park (55% of SER respondents).

Table 233. SER: Constraints on visitation (NV1-NV15) [non-visitors only].

| Constraint | % “Strongly agree” or “Somewhat agree” | |
|---|---|---------------|
| | SER | Nation |
| The travel distance is too far from my home to get to any national parks I’m interested in visiting. | 71.0% | 67.7% |
| It costs too much money to travel to a national park. | 55.4% | 45.7% |
| Entrance fees are too expensive or high at national parks. | 41.1% | 31.3% |
| I don’t know much about what there is to do in national parks. | 35.5% | 32.3% |
| Personal health issues keep me from visiting the national parks. | 30.3% | 33.1% |
| National parks are not accessible to people with disabilities. | 27.0% | 23.8% |
| National parks are too crowded. | 26.9% | 22.6% |
| There aren’t good transportation options for me to get to a national park. | 20.4%* | 37.4% |
| I’m just not that interested in national parks. | 19.3% | 23.5% |
| I don’t share the same interests as people who visit national parks. | 13.9% | 16.6% |
| National parks are unpleasant places for me to be. | 12.6% | 9.7% |
| The risk of crime or vandalism in national parks makes me feel unsafe. | 12.2% | 12.7% |
| I’m just not that interested in travel/tourism. | 11.4% | 15.6% |
| I don’t like being out of touch with family and friends due to lack of connectivity in parks. | 5.4% | 11.4% |
| The people who work in the national parks are of a very different racial/ethnic background than mine. | 1.4% | 4.4% |

* The difference between the region and the rest of the country is statistically significant ($p < 0.05$).

Statistically significant differences were observed between the SER and other areas of the country with respect to the following statements:

- There aren't good transportation options for me to get to a national park (20% of SER respondents, compared to 37% nationally).

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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National Park Service
U.S. Department of the Interior



[Natural Resource Stewardship and Science](#)

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