The National Park Service Comprehensive Survey of the American Public

Northeast Region Technical Report

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NPS Social
Science Program

Social Research Laboratory
Northern Arizona University

INTRODUCTION

This Northeast Region (NER) Technical Report is one of seven regional technical reports produced from findings of a national survey of the American public conducted by the United States National Park Service and the Social Research Laboratory of Northern Arizona University. The national study is the first effort in several decades by the National Park Service to comprehensively survey the American public and understand the relationship the public has with the national system of parks, historic and cultural sites, and monuments. Information in this report reflects the attitudes, opinions, interests, and visitation patterns of a representative sample of adults living in the United States. Each of the regional technical reports compares regional data with national data on each topic.

This report includes a comparison of information drawn from the Northeast Region with national information. All items within the national technical report published in Spring 2001 are included in this report. A broad overview of the national data can be obtained from the *National Park Service Comprehensive Survey of the American Public: Technical Report*, now available from the NPS Web Site (Social Science Program) at http://www.nps.gov/socialscience/waso/products.htm#TA. A statistical analysis of differences between the NER regional data and national data are included in this report.

The data summary tables contained in this report illustrate patterns in visitation and non-visitation of National Park Service units in the United States. Demographic differences between Park System unit visitor and non-visitor populations are outlined in this report, as well as differences in motivation, interest, and attitudes within these populations. Research presented in this report provides visitor perspectives on barriers that limit more frequent visitation of Park System units, future usage patterns of National Park Service units, fee management issues, the public image of the National Park Service and National Park System, and opinions about specific natural resource management policies. In all cases, data related to the Northeast Region reflects information from residents of the regional population, rather than from visitors to the parks within specific regions.

METHODOLOGY

The National Park Service commissioned the Social Research Laboratory at Northern Arizona University to conduct the agency's first comprehensive survey of the American public. Information was collected from a random sample of adult respondents living in the United States to provide a national perspective of people's relationships with the National Park Service and National Park System units. Two datasets were constructed from the collected information: a national dataset reflecting attitudes, opinions, and behaviors of the adult population of the United States and a regional dataset that allows for comparisons of information between the national data and data from the seven National Park Service regions. For purposes of this research, a National Park System visitor is defined as an individual who has entered a National Park System unit within the previous twenty-four months of being contacted for this survey and is able to accurately identify the unit they entered. Unit names were verified against a list of units provided by the National Park Service. National Park Service employees and members of their immediate families were not included in this survey.

Survey data were obtained by interviewing adult members of 3,515 households in the United States. Respondents were randomly selected in the household using a procedure whereby the interviewer speaks to the adult living within the household who has had the most recent birthday. This procedure is well accepted within the social sciences as a reliable method for randomly selecting survey respondents. The original sample frame was purchased from Genesys Marketing Systems of Fort Washington, Pennsylvania. The sample frame was constructed using standard Random Digit Dialing (RDD) procedures and purged for nonworking telephones and business lines. Data collection was completed between February 21, 2000, and May 21, 2000.

Survey Limitations

All survey research statistics are subject to sampling errors as well as non-sampling errors such as survey design flaws, reporting errors, data processing mistakes, and undercoverage. The Social Research Laboratory has taken steps to minimize errors by implementing quality control procedures to reduce errors made by respondents, interviewers, and coders. Ratio-estimation to independent age-gender-race-ethnicity population controls partially corrects for bias attributable

to survey undercoverage. However, biases in the estimates are unavoidable when missed people have characteristics different from those of interviewed people in the same age-gender-race-ethnicity group.

Table I-1 reports the completion rate for the survey in the Northeast Region. The completion rate for the Northeast Region was 85 percent, and the completion rate for the national study was 88 percent. For a study of this scope and magnitude, completion rates of 85 percent and 88 percent suggest high validity of survey results. Table I-2 reports the number of unweighted and weighted surveys included in the respective datasets. Weighted survey totals are derived after the ratio-estimation model is applied to the data. Because different ratio-estimation models have been applied to the national and regional data sets, the total number of weighted cases varies between the two datasets.

Table I-1: Completion Rates

	Northeast Region	National Average
Completion Rates	85%	88%

Table I-2: Number of Surveys

	Northeast Region	National Data
Unweighted	501	3515
Weighted	485	3515

The margin of error associated with national data in this study is +/- 1.7 percent at a 95 percent confidence level. The margin of error associated with data from each of the National Park Service regions in this study is +/- 4.5 percent at a 95 percent confidence level. "Margin of error" is a statistical term that describes the probable difference in results between interviewing everyone in a given population and interviewing a sample drawn from that population. The percentages obtained in telephone surveys are estimates of what the percentage would be if the entire population had been surveyed. Thus, if 50 percent of those in the sample are found to agree with a particular statement and the associated margin of error is +/- 4.5 percent, the actual percentage of agreement within the population from which the sample is drawn would be between 45.5 percent and 54.5 percent (50% +/- 4.5%). The 95 percent confidence level means that this +/- 4.5 percent "margin of error" would occur in 95 out of 100 samples of this size drawn. Sampling error increases as sample size is reduced. This should be considered when comparing the responses of subgroups within the sample (e.g., men vs. women). Smaller numbers of respondents on any question translate into higher margins of error.

For this survey, a comprehensive list of National Park System units was provided by the National Park Service and used to verify that respondents actually visited a National Park System unit within the past two years. Fourteen System units were inadvertently omitted from this list. After thorough review, these missing units were determined to be low-visitation units. The impact of their omission is insignificant to the larger goal of determining the proportion of the American public that had visited a National Park System unit within the previous two years. In addition, a small number of units listed by respondents were later determined to be park headquarters or offices. Thirteen respondents out of 3,515 named these units as the location of their last visit. The impact of their classification as visitors is also insignificant to the larger scope of the research project.

Table Reading

Information is reported in frequency crosstabulation tables associated with each survey question. Tables are introduced with a reference label (e.g., Table IV-2) and a descriptor indicating the pertinent population (e.g., general public, recent visitor, national data, regional data). Each table also contains a vertical and horizontal axis. Axes are labeled to indicate the specific populations being referenced (e.g., visitors or non-visitors).

Data in the crosstabulation tables are presented in column percent format and demographic information is presented in frequency table format. Independent variables are presented at the top of the crosstabulation tables. Each condition of the independent variable is treated as a discrete whole unit within each column. For example, with visitors and non-visitors, the total population of visitors is compared against the total population of non-visitors. If looking at the question "What comes to mind when you hear the words "National Park System?" the reader would compare the proportion of all visitors who said "beauty" against the proportion of all non-visitors who said "beauty." Thus, while columns total 100 percent vertically, analytical comparisons are made horizontally across columns.

Table data may not total 100 percent due to data being merged and rounded for reporting purposes. Additionally, some questions allowed the respondent to select more than one answer. For these multiple response questions, the total number of responses is greater than the number of respondents and the total percentage is greater than 100 percent.

As a way of statistically understanding whether perceived differences between national and regional data are actual, a chi-square test of significance was applied to each comparison of regional and national data (when applicable). This statistical test compares the regional (observed) and national (expected) frequencies in each category to determine if responses are distributed across the range of options in similar or dissimilar ways.

A statistically significant difference between datasets occurs when the chi-square test determines that it is reasonable to assume that perceived differences between the regional and national

information are actual, rather than a random anomaly of the data collection process. Social scientists are comfortable saying that differences are real when a statistical test yields results that would be similar 95 out of every 100 times data are collected. This level of certainty is noted by a single asterisk within table labels (*). If an asterisk appears within a label, table readers should know that observed differences in the regional and national level information are significant, and therefore can be used reliably and accurately in future policy decisions.

When cell counts fall below five (N<5), application of the chi-square test of significance is not as reliable as preferred. This situation is noted by an "*a*" in the table label. In these circumstances, table readers should assume that despite an asterisk, results from the chi square test of significance cannot be used with the same degree of certainty. This is not the same as saying that perceived differences between the regional and national data should be assumed to not exist. Differences exist, but the significance of these differences cannot be reliably described. In cases where the chi-square test is not applicable, a "*b*" is placed next to the table label. The reader is solely reliant on their own interpretations of the data in these situations. Tables with no asterisks and no italicized letters reflect situations where a chi-square test was run and no significant difference between the regional and national data was found despite an adequate number of observations in each cell. Thus, although differences in regional and national data may be perceived, these differences should not become the basis for future policy decisions.

To review:

* *Statistically significant information.*
[a] *Chi-square test may not be stable due to small counts in one or more cells.*
[b] *Chi-square test not applied.*

Where there is no notation in a table heading, the chi-square test was applied and differences within the data are not statistically significant.

The following table is an example of the tables found in the technical report.

Table 2.1 (Non-visitor) * [a]

	NER	National
Yes	84%	68%
No	13%	27%
Don't know	3%	6%
Total	***100%***	***100%***
Total N	***N = 106***	***N = 1671***

In this example, observed differences between the distribution of data in the NER region and national data are found to be significant. However, due to the small number of cases in at least one cell of the table (N<5), the chi-square test of significance is not as reliable as one would like. In this situation, the table reader is dependent upon their own interpretations of differences within the data with no external check on the quality of the data itself. Interpretations of this data are not as reliable and generalizable to the larger population as those that have a statistically significant difference.

Principal Investigators

Dr. Frederic I. Solop, Director of the Social Research Laboratory at Northern Arizona University, served as principal investigator for this project. Dr. Solop was assisted in the research by co-principal investigator, Ms. Kristi K. Hagen, M.A., M.A., Research Operations Manager of the Social Research Laboratory. The Social Research Laboratory (SRL) is a full-service research and teaching facility located within the College of Social and Behavioral Sciences, Northern Arizona University. The SRL offers quality research services to public and nonprofit clients while providing graduate and undergraduate students at Northern Arizona University with applied research instruction and experience. The Social Research Laboratory specializes in public opinion studies, needs assessments, program evaluations, and demographic and social issues analyses; the SRL also regularly employs telephone survey, mail survey, and focus group methodologies in research projects. Dr. Solop and Ms. Hagen would like to thank the many people who assisted with this project, including Arian Sunshine Coffman, Karin Ross, Anne Mottek-Lucas, Randolph A. Ottem, Kerry Nodal, Katharyn Lyon, Christopher Stringer, Lynn Spence, Joel Davis, and Kelly McCarrier.

NORTHEAST REGION
TECHNICAL REPORT TABLES

[Note: The following tables have been placed in the order of the survey questions as they were presented to respondents and following the same order as the original survey]

1) 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?
[All respondents]

Table 1.1 (General public) [a]

	NER	National
Have not visited within past two years	49%	46%
Visited 1 time within past two years	7%	12%
2 times within past two years	10%	12%
3 times within past two years	9%	7%
4 times within past two years	5%	5%
5 times within past two years	3%	4%
6 times within past two years	2%	3%
7 times within past two years	--	--
8 times within past two years	2%	1%
9 times within past two years	--	--
10 times within past two years	2%	3%
11 times within past two years	--	--
12 times within past two years	1%	1%
13 times within past two years	--	--
14 times within past two years	--	--
15 times within past two years	2%	1%
Other – more than 15 times within past two years	4%	3%
Don't know	3%	2%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3506***

Totals may not equal 100% due to rounding.
* *Statistically significant difference based on p≤.05.*
[a] *Chi Square may not be stable due to small counts in one or more cells.*
[b] *Chi Square test not applied.*

2) Have you ever in your lifetime visited a national park, historic or cultural site, monument, or other unit managed by the National Park Service?
[Question asked only of respondents who had not visited within the past 2 years]

Table 2.1 (Non-visitor)

	NER	National
Yes	72%	68%
No	22%	27%
Don't know	6%	6%
Total	***100%***	***100%***
Total N	***N = 251***	***N = 1671***

2a) The following table provides a comparison of all three respondent levels:
(1) Has visited within last two years and can name an NPS unit accurately
(2) Has visited within lifetime but not in last two years or is unable to accurately name NPS unit visited
(3) Has not visited an NPS unit in lifetime

Table 2a.1 (General public)

	NER	National
Has visited within last 2 years and can name an NPS unit accurately *(Visitor survey)*	32%	32%
Has visited within lifetime but not in last 2 years or is unable to accurately name NPS unit visited *(Non-visitor survey)*	54%	53%
Has not visited an NPS unit in lifetime *(Non-visitor survey)*	14%	15%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3506***

Totals may not equal 100% due to rounding.
* *Statistically significant difference based on p≤.05.*
[a] *Chi Square may not be stable due to small counts in one or more cells.*
[b] *Chi Square test not applied.*

3) Please tell me what first comes to mind when you hear the words "National Park System." *[Open-ended question; recoded into discrete categories]* ***[All respondents]***

Table 3.1 (General public) [a]

	NER	National
Beauty, nature, flora, fauna	28%	29%
Named a specific park	24%	21%
National heritage, landmarks, tradition, parks, units	15%	14%
Recreation	6%	7%
Government, bureaucracy, management by federal government	7%	7%
Care, protection, preservation	6%	7%
Vacation, friends, family, time away, fun	4%	4%
No images, nothing, no ideas	6%	4%
Smokey the Bear, Yogi Bear, park hats	3%	3%
Serenity, peace, quiet	2%	1%
Traffic, congestion, crowds	1%	1%
Logging, deforestation, wood-cutting	--	--
Buildings, structures, architecture	--	--
Costs, fees, tourist traps	--	--
Don't know, can't answer	--	1%
Total	***100%***	***100%***
Total N	***N = 474***	***N = 3439***

Table 3.2 (Recent visitor) [a]

	NER	National
Beauty, nature, flora, fauna	35%	34%
Named a specific park	18%	18%
National heritage, landmarks, tradition, parks, units	15%	12%
Recreation	7%	8%
Government, bureaucracy, management by federal government	6%	7%
Care, protection, preservation	8%	9%
Vacation, friends, family, time away, fun	3%	4%
No images, nothing, no ideas	2%	2%
Smokey the Bear, Yogi Bear, park hats	5%	4%
Serenity, peace, quiet	1%	1%
Traffic, congestion, crowds	1%	1%
Logging, deforestation, wood-cutting	--	--
Buildings, structures, architecture	--	--
Costs, fees, tourist traps	--	--
Don't know, can't answer	--	1%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1108***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

Table 3.3 (Non-visitor) [a]

	NER	National
Beauty, nature, flora, fauna	24%	27%
Named a specific park	27%	23%
National heritage, landmarks, tradition, parks, units	14%	15%
Recreation	5%	7%
Government, bureaucracy, management by federal government	7%	7%
Care, protection, preservation	5%	6%
Vacation, friends, family, time away, fun	4%	4%
No images, nothing, no ideas	8%	5%
Smokey the Bear, Yogi Bear, park hats	3%	3%
Serenity, peace, quiet	2%	1%
Traffic, congestion, crowds	1%	1%
Logging, deforestation, wood-cutting	--	--
Buildings, structures, architecture	--	--
Costs, fees, tourist traps	--	--
Don't know, can't answer	--	1%
Total	***100%***	***100%***
Total N	***N = 321***	***N = 2331***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

4) There are several reasons why people do not visit units of the National Park System. *[If never visited an NPS unit…]* Please tell me why you have NEVER visited a unit of the National Park System. *[Select all that apply]* ***[Non-visitor in lifetime]***

Table 4.1 (Non-visitor) [a]

	NER	National
Distance: It's too far to travel	38%	39%
Time: I'm too busy	35%	34%
Lack of information	20%	17%
Overall costs of visiting are too expensive	10%	12%
Lack of interest: I'm not interested in visiting NPS	14%	10%
Entrance fees are too expensive	6%	7%
Safety: Units are unsafe or dangerous	5%	5%
Inaccessible: Units aren't handicapped accessible	7%	4%
I don't feel welcome there	1%	1%
Other	19%	17%
Don't know	7%	11%
Total	***161%***	***156%***
Total multiple response N	***N = 351***	***N = 2591***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

4a) *[If not visited NPS unit within past two years…]* There are several reasons why people do not visit units of the National Park System more often. Please tell me why you have not visited a unit of the National Park System within the last two years. *[Select all that apply]* ***[Non-visitor within last two years]***

Table 4a.1 (Recent non-visitor) [a]

	NER	National
Time: I'm too busy	38%	36%
Distance: It's too far to travel	28%	25%
Lack of interest: I'm not interested in visiting NPS	14%	10%
Overall costs of visiting are too expensive	5%	8%
Lack of information	10%	7%
Overcrowded, too many people	5%	6%
Too old, too tired, health problems	3%	5%
Entrance fees are too expensive	5%	4%
Safety: Units are unsafe or dangerous	3%	3%
Inaccessible: Units aren't handicapped accessible	8%	3%
I don't feel welcome there	--	1%
Lack of transportation, no means to get to unit	3%	1%
Too loud, noisy	2%	1%
Insects, wild animals	3%	1%
Not in my language	--	--
Weather	--	--
Loose, unleashed dogs	--	--
Other	4%	19%
Don't know	4%	3%
Total	***134%***	***132%***
Total Multiple Response N	***N =157***	***N = 1148***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

5) Please consider all your experiences to date with National Park System units, including national parks, historic or cultural sites, or monuments. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how satisfied are you with the National Park System? ***[Visitors only]***

Table 5.1 (Recent visitor) [a]

	NER	National
1. Very dissatisfied	2%	2%
2.	--	--
3.	1%	--
4.	--	1%
5.	2%	3%
6.	7%	6%
7.	10%	12%
8.	34%	34%
9.	19%	20%
10. Very satisfied	24%	20%
Don't know	2%	2%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1124***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05..*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

6) How likely are you to visit any National Park System unit within the next 12 months – very likely, somewhat likely, not very likely, or not at all likely? ***[All respondents]***

Table 6.1 (General public)

	NER	National
Very likely	34%	33%
Somewhat likely	25%	26%
Not very likely	18%	19%
Not at all likely	20%	20%
Don't know	3%	2%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3505***

Table 6.2 (Recent visitor) [a]

	NER	National
Very likely	67%	61%
Somewhat likely	18%	25%
Not very likely	10%	9%
Not at all likely	5%	4%
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1123***

Table 6.3 (Recent non-visitor)

	NER	National
Very likely	19%	20%
Somewhat likely	28%	27%
Not very likely	21%	24%
Not at all likely	28%	28%
Don't know	4%	2%
Total	***100%***	***100%***
Total N	***N = 327***	***N = 2380***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05..*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

7) Now I would like to ask you a series of questions about your last visit to a National Park System unit. For you, this was a visit to *(insert unit name from previous question)*. Thinking about your last visit there, what was your MAIN reason for visiting? [Interviewer: Do not read list; select/probe for only main one.] *['Other' responses have been recoded into discrete categories]* ***[Visitors only]***

Table 7.1 (Recent visitor) [a]

	NER	National
Go sightseeing	41%	40%
Vacation with guests, family, company, relatives	13%	16%
View exhibits, park information, educational sites	13%	6%
Go day hiking	5%	6%
Go just because it's there, proximity	4%	6%
Camping	3%	5%
Visit to a cultural or historical site	5%	5%
Play sports, recreation, exercise, walk dog	4%	4%
Go fishing	1%	2%
Viewing wildlife	2%	2%
Go picnicking	--	1%
Attend a demonstration or performance	1%	1%
Go swimming	--	1%
Spiritual/restorative visit	--	1%
Go rock climbing	2%	1%
Related work, concession work	1%	1%
Go overnight backpacking	--	1%
Nature photographing	--	1%
Nature study and bird watching	1%	1%
Take a ranger-led interpretive historical tour	--	--
Take a ranger-led interpretive nature tour	1%	--
Guided tour	1%	--
Go mountain bike riding	--	--
Go horseback riding	4%	--
New Year's 2000 celebration	--	--
Volunteering	--	--
Other/none of the above	--	--
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1122***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

8) On your last visit to *(insert unit name from previous question)* did you participate in any of the following? *[Interviewer: Read each response from the list. Respondent can answer more than one.] ['Other' responses have been recoded into discrete categories]* ***[Visitors only]***

Table 8.1 (Recent visitor) [a]

	NER	National
Go sightseeing	81%	84%
Go day hiking	34%	47%
Go picnicking	29%	41%
Camp at a National Park Service campground	10%	22%
Attend a demonstration or performance	18%	20%
Take a ranger-led interpretive historical tour	19%	17%
Take a ranger-led interpretive nature tour	6%	12%
Go overnight backpacking	6%	8%
Other/none of the above	6%	6%
Don't know	1%	--
Total	***210%***	***256%***
Total multiple response N	***N = 324***	***N = 2874***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

9) Please estimate the amount of money you and your group spent on your last visit to *(insert unit name)*. If your visit was part of a larger trip, only include expenses for getting to and from *(insert unit name)* and expenses paid while inside the unit itself. Include all cash and credit expenditures. *[Interviewer: Ask respondent to estimate the dollar amount for each category.]* ***[Visitors only]***

Table 9.1 (Recent visitor, national data) [b]

National			
	Frequency	**Median $$ Amounts Spent**	**Range**
Gas and transportation	N = 959	$50.00	$0 - $15,000
Lodging	N = 553	$150.00	$0 - $5,000
Food and drinks	N = 854	$60.00	$0 - $3,000
Clothes, gifts, and souvenirs	N = 621	$50.00	$0 - $3,000

Table 9.2 (Recent visitor) [b]

Median $$ Amounts Spent	**NER**
Gas and transportation	$30.00
Lodging	$200.00
Food and drinks	$50.00
Clothes, gifts, and souvenirs	$50.00

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

10) During your last visit to *(insert unit name)*, did you stay overnight? *[If 'Yes'...]* Did you stay within the unit itself or within a neighboring community? *[If within a neighboring community…]* Where in the neighboring community did you stay? ***[Visitors only]***

Table 10.1 (Recent visitor) * [a]

	NER	National
No - did not stay overnight	45%	32%
Yes - stayed within unit	11%	20%
Yes - stayed within neighboring community/with friends or family	13%	13%
Yes - stayed within community/hotel, motel, or inn	26%	25%
Yes - stayed within community/campground	3%	8%
Yes - stayed within community/other	--	--
Yes - stayed at own property, home, cabin, condo	2%	3%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N = 156***	***N = 1126***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

11) Still thinking about your last visit to *(insert unit name)*, please tell me if you used any of the following information sources to plan your visit before you arrived, if you used the information sources during your visit, or both before and during your visit. What about… ***[Visitors only]***

11a) Chamber of Commerce or tourism bureaus?

Table 11a.1 (Recent visitor) [a]

	NER	National
Before arriving	17%	12%
During visit	2%	3%
Both	2%	3%
Didn't use	77%	80%
Don't know	3%	2%
Total	***100%***	***100%***
Total N	***N = 153***	***N = 1121***

11b) What about NPS employees or volunteers?

Table 11b.1 (Recent visitor) [a]

	NER	National
Before arriving	2%	3%
During visit	32%	25%
Both	5%	6%
Didn't use	58%	64%
Don't know	4%	3%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1125***

11c) What about NPS website?

Table 11c.1 (Recent visitor) [a]

	NER	National
Before arriving	10%	17%
During visit	1%	1%
Both	--	1%
Didn't use	87%	79%
Don't know	3%	3%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1121***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

11d) What about other websites?

Table 11d.1 (Recent visitor) [a]

	NER	National
Before arriving	19%	16%
During visit	1%	1%
Both	--	1%
Didn't use	77%	81%
Don't know	3%	2%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1121***

11e) What about road signs?

Table 11e.1 (Recent visitor) [a]

	NER	National
Before arriving	15%	15%
During visit	25%	25%
Both	19%	26%
Didn't use	38%	33%
Don't know	3%	2%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1125***

11f) What about radio, cable, or TV?

Table 11f.1 (Recent visitor) [a]

	NER	National
Before arriving	6%	6%
During visit	3%	3%
Both	3%	3%
Didn't use	86%	85%
Don't know	2%	2%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1123***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

11g) What about friends or relatives?

Table 11g.1 (Recent visitor) [a]

	NER	National
Before arriving	22%	21%
During visit	5%	6%
Both	18%	20%
Didn't use	54%	52%
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1119***

11h) What about guidebooks?

Table 11h.1 (Recent visitor) [a]

	NER	National
Before arriving	12%	8%
During visit	15%	17%
Both	26%	24%
Didn't use	45%	50%
Don't know	2%	2%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1125***

11i) What about magazines or newspapers?

Table 11i.1 (Recent visitor) [a]

	NER	National
Before arriving	14%	11%
During visit	6%	5%
Both	3%	6%
Didn't use	74%	77%
Don't know	2%	2%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1121***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

11j) What about travel agents?

Table 11j.1 (Recent visitor) [a]

	NER	National
Before arriving	7%	6%
During visit	--	--
Both	3%	1%
Didn't use	89%	92%
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1121***

11k) What about local tour operators?

Table 11k.1 (Recent visitor) [a]

	NER	National
Before arriving	4%	3%
During visit	12%	7%
Both	2%	1%
Didn't use	82%	88%
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1121***

11l) What about anything else?

Table 11l.1 (Recent visitor) [a]

	NER	National
Before arriving	7%	6%
During visit	4%	3%
Both	2%	3%
Didn't use	85%	86%
Don't know	3%	2%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1123***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

12) Thinking still of your last visit to *(insert unit name)*, did you pay a daily or weekly entrance fee or purchase an annual or lifetime pass? *[If 'No'...]* Did you purchase a pass at an earlier time? ***[Visitors only]***

Table 12.1 (Recent visitor) * , [a]

	NER	National
Yes, I paid a daily or weekly entrance fee	41%	51%
Yes, I paid for an annual or lifetime pass	7%	9%
No	44%	31%
No, I paid for a pass at an earlier time	1%	2%
Don't know	6%	7%
Total	***100%***	***100%***
Total N	***N = 154***	***N = 1122***

12a) Can you remember the amount that you paid?

Table 12a.1 (Recent visitor)

	NER	National
Yes	64%	59%
Don't know/don't remember	36%	41%
Total	***100%***	***100%***
Total N	***N = 63***	***N = 569***

12b) Approximately how much money did you pay for a daily/weekly entrance fee? ***[Only respondents who said 'yes' to daily/weekly fee]***

Table 12b.1 (Recent visitor, national data) [b]

Median Amount Paid for Entrance Fee	National	Frequency
Daily/Weekly Fee	$10.00	N = 312
Annual/Lifetime Pass	$21.00	N = 64

Table 12b.2 (Recent visitor) [b]

Median Amount Paid for Entrance Fee	NER	Frequency
Daily/Weekly Fee	$10.00	N = 37
Annual/Lifetime Pass	$25.00	N = 9

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

12c) Do you think the cost of this daily/weekly entrance fee was too much, too little, or just about the right amount?

Table 12c.1 (Recent visitor) [a]

	NER	National
Too much	13%	11%
Too little	9%	6%
Just about right	79%	80%
Don't know	--	2%
Total	***100%***	***100%***
Total N	***N = 40***	***N = 336***

12d) Did you pay for an annual or lifetime pass?

Table 12d.1 (Recent visitor) [a]

	NER	National
Yes	80%	60%
Don't know/don't remember	20%	40%
Total	100%	100%
Total N	***N = 12***	***N = 125***

12e) Did you think that the annual or lifetime pass fee was too much, too little, or just the right amount? ***[Only respondents who stated 'yes' to annual/lifetime pass]***

Table 12e.1 (Recent visitor) [a]

	NER	National
Too much	10%	4%
Too little	--	17%
Just about right	90%	79%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N = 10***	***N = 73***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

13) Different National Park System units use different methods for collecting entrance fee money. Thinking again of your last visit, do you think the entrance fees were very easy to pay, somewhat easy to pay, somewhat difficult to pay, or very difficult to pay?

Table 13.1 (Recent visitor) [a]

	NER	National
Very easy	74%	71%
Somewhat easy	17%	19%
Somewhat difficult	1%	3%
Very difficult	1%	1%
Don't know/don't remember	7%	6%
Total	***100%***	***100%***
Total N	***N = 82***	***N = 724***

14) On your last visit to *(insert unit name)*, did you pay additional fees to the National Park Service after you were inside the unit?

Table 14.1 (Recent visitor)

	NER	National
Yes	11%	11%
No	86%	85%
Maybe/don't know	3%	5%
Total	***100%***	***100%***
Total N	***N = 153***	***N = 1123***

14a) Which services did you pay additional fees for?
[Open-ended question; select all that apply]
[Only respondents who said 'yes' to additional fees]

Table 14a.1 (Recent visitor) *, [a]

	NER	National
Camping site fees	6%	34%
Interpretive tour fees	6%	11%
Boating fees	16%	9%
Parking fees	9%	7%
Backcountry permit fees	9%	4%
Other	56%	38%
Don't know	14%	13%
Total	***116%***	***116%***
Total multiple response N	***N = 18***	***N = 106***

Totals may not equal 100% due to rounding.
* *Statistically significant difference based on p≤.05.*
[a] *Chi Square may not be stable due to small counts in one or more cells.*
[b] *Chi Square test not applied.*

15) Now we are interested in understanding why people do not visit National Park System units more often. I am going to read a list of statements. I would like you to think of your own experiences and tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. ***[All respondents]***

15a) Entrance fees are too high.

Table 15a.1 (General public)

	NER	National
Strongly agree	10%	9%
Somewhat agree	18%	18%
Somewhat disagree	31%	31%
Strongly disagree	23%	24%
Don't know	19%	19%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3504***

Table 15a.2 (Recent visitor)

	NER	National
Strongly agree	9%	7%
Somewhat agree	16%	17%
Somewhat disagree	38%	37%
Strongly disagree	33%	33%
Don't know	5%	7%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1124***

Table 15a.3 (Recent non-visitor)

	NER	National
Strongly agree	10%	10%
Somewhat agree	19%	19%
Somewhat disagree	28%	28%
Strongly disagree	18%	19%
Don't know	25%	24%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2381***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15b) Service fees are too high.

Table 15b.1 (General public)

	NER	National
Strongly agree	10%	7%
Somewhat agree	17%	16%
Somewhat disagree	27%	29%
Strongly disagree	19%	20%
Don't know	27%	27%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3503***

Table 15b.2 (Recent visitor)

	NER	National
Strongly agree	6%	5%
Somewhat agree	18%	16%
Somewhat disagree	36%	36%
Strongly disagree	22%	26%
Don't know	18%	18%
Total	***100%***	***100%***
Total N	***N=153***	***N = 1122***

Table 15b.3 (Recent non-visitor)

	NER	National
Strongly agree	12%	8%
Somewhat agree	16%	17%
Somewhat disagree	23%	26%
Strongly disagree	17%	18%
Don't know	31%	32%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2381***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15c) Hotel/food costs are too high.

Table 15c.1 (General public)

	NER	National
Strongly agree	22%	21%
Somewhat agree	26%	28%
Somewhat disagree	20%	21%
Strongly disagree	10%	10%
Don't know	22%	19%
Total	***100%***	***100%***
Total N	***N = 480***	***N = 3496***

Table 15c.2 (Recent visitor)

	NER	National
Strongly agree	18%	15%
Somewhat agree	29%	33%
Somewhat disagree	23%	26%
Strongly disagree	9%	12%
Don't know	21%	15%
Total	***100%***	***100%***
Total N	***N=152***	***N = 1119***

Table 15c.3 (Recent non-visitor)

	NER	National
Strongly agree	24%	25%
Somewhat agree	25%	27%
Somewhat disagree	18%	18%
Strongly disagree	10%	10%
Don't know	23%	21%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2377***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15d) NPS units are not safe places to visit.

Table 15d.1 (General public)

	NER	National
Strongly agree	1%	2%
Somewhat agree	11%	8%
Somewhat disagree	25%	30%
Strongly disagree	54%	51%
Don't know	9%	9%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3500***

Table 15d.2 (Recent visitor) [a]

	NER	National
Strongly agree	1%	1%
Somewhat agree	8%	6%
Somewhat disagree	23%	28%
Strongly disagree	64%	63%
Don't know	5%	2%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1121***

Table 15d.3 (Recent non-visitor)

	NER	National
Strongly agree	2%	3%
Somewhat agree	12%	9%
Somewhat disagree	27%	30%
Strongly disagree	49%	46%
Don't know	11%	12%
Total	***100%***	***100%***
Total N	***N=328***	***N = 2378***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15e) Takes too long to get to NPS unit.

Table 15e.1 (General public)

	NER	National
Strongly agree	28%	28%
Somewhat agree	22%	23%
Somewhat disagree	17%	18%
Strongly disagree	27%	24%
Don't know	6%	6%
Total	***100%***	***100%***
Total N	***N = 480***	***N = 3499***

Table 15e.2 (Recent visitor) *[*, a]*

	NER	National
Strongly agree	16%	14%
Somewhat agree	16%	22%
Somewhat disagree	14%	21%
Strongly disagree	53%	40%
Don't know	1%	2%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1123***

Table 15e.3 (Recent non-visitor)

	NER	National
Strongly agree	34%	34%
Somewhat agree	25%	24%
Somewhat disagree	18%	17%
Strongly disagree	15%	17%
Don't know	8%	8%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2378***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15f) NPS units are too crowded.

Table 15f.1 (General public)

	NER	National
Strongly agree	13%	12%
Somewhat agree	22%	27%
Somewhat disagree	28%	29%
Strongly disagree	16%	15%
Don't know	20%	17%
Total	***100%***	***100%***
Total N	***N =481***	***N = 3501***

Table 15f.2 (Recent visitor)

	NER	National
Strongly agree	16%	12%
Somewhat agree	25%	35%
Somewhat disagree	33%	32%
Strongly disagree	19%	17%
Don't know	7%	5%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1122***

Table 15f.3 (Recent non-visitor)

	NER	National
Strongly agree	12%	13%
Somewhat agree	21%	23%
Somewhat disagree	26%	27%
Strongly disagree	15%	14%
Don't know	27%	23%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2378***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15g) It is difficult to find parking.

Table 15g.1 (General public)

	NER	National
Strongly agree	14%	12%
Somewhat agree	21%	21%
Somewhat disagree	20%	25%
Strongly disagree	21%	20%
Don't know	24%	22%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3501***

Table 15g.2 (Recent visitor)

	NER	National
Strongly agree	20%	13%
Somewhat agree	25%	29%
Somewhat disagree	21%	28%
Strongly disagree	27%	25%
Don't know	6%	6%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1122***

Table 15g.3 (Recent non-visitor)

	NER	National
Strongly agree	11%	11%
Somewhat agree	19%	18%
Somewhat disagree	19%	24%
Strongly disagree	18%	18%
Don't know	33%	30%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2378***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15h) NPS units not accessible to disabled.

Table 15h.1 (General public)

	NER	National
Strongly agree	6%	5%
Somewhat agree	11%	10%
Somewhat disagree	22%	23%
Strongly disagree	23%	22%
Don't know	39%	40%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3495***

Table 15h.2 (Recent visitor)

	NER	National
Strongly agree	5%	5%
Somewhat agree	10%	14%
Somewhat disagree	27%	28%
Strongly disagree	31%	27%
Don't know	26%	28%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1120***

Table 15h.3 (Recent non-visitor)

	NER	National
Strongly agree	6%	5%
Somewhat agree	11%	8%
Somewhat disagree	19%	21%
Strongly disagree	19%	20%
Don't know	46%	46%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2373***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15i) Not enough known about NPS units.

Table 15i.1 (General public)

	NER	National
Strongly agree	35%	29%
Somewhat agree	29%	30%
Somewhat disagree	20%	21%
Strongly disagree	14%	17%
Don't know	2%	3%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3502***

Table 15i.2 (Recent visitor) [a]

	NER	National
Strongly agree	18%	12%
Somewhat agree	29%	29%
Somewhat disagree	27%	30%
Strongly disagree	23%	27%
Don't know	3%	3%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1123***

Table 15i.3 (Recent non-visitor)

	NER	National
Strongly agree	43%	37%
Somewhat agree	29%	30%
Somewhat disagree	17%	17%
Strongly disagree	10%	12%
Don't know	2%	3%
Total	***100%***	***100%***
Total N	***N=326***	***N = 2379***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15j) Reservations must be made too far in advance.

Table 15j.1 (General public)

	NER	National
Strongly agree	11%	14%
Somewhat agree	20%	19%
Somewhat disagree	21%	21%
Strongly disagree	18%	15%
Don't know	30%	30%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3494***

Table 15j.2 (Recent visitor)

	NER	National
Strongly agree	11%	12%
Somewhat agree	18%	22%
Somewhat disagree	26%	28%
Strongly disagree	29%	21%
Don't know	17%	17%
Total	***100%***	***100%***
Total N	***N=153***	***N = 1115***

Table 15j.3 (Recent non-visitor)

	NER	National
Strongly agree	11%	15%
Somewhat agree	21%	18%
Somewhat disagree	19%	18%
Strongly disagree	13%	12%
Don't know	37%	36%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2378***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15k) NPS employees give poor service to visitors.

Table 15k.1 (General public) *

	NER	National
Strongly agree	1%	2%
Somewhat agree	7%	5%
Somewhat disagree	19%	26%
Strongly disagree	55%	50%
Don't know	19%	19%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3495***

Table 15k.2 (Recent visitor) [a]

	NER	National
Strongly agree	1%	1%
Somewhat agree	6%	4%
Somewhat disagree	16%	25%
Strongly disagree	71%	65%
Don't know	7%	4%
Total	***100%***	***100%***
Total N	***N=153***	***N = 1123***

Table 15k.3 (Recent non-visitor)

	NER	National
Strongly agree	1%	2%
Somewhat agree	7%	5%
Somewhat disagree	21%	26%
Strongly disagree	47%	42%
Don't know	24%	26%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2373***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15l) NPS units are uncomfortable for people of my race/ethnicity/gender.

Table 15l.1 (General public)

	NER	National
Strongly agree	3%	3%
Somewhat agree	5%	4%
Somewhat disagree	17%	19%
Strongly disagree	64%	64%
Don't know	10%	11%
Total	***100%***	***100%***
Total N	***N = 480***	***N = 3490***

Table 15l.2 (Recent visitor) [a]

	NER	National
Strongly agree	3%	2%
Somewhat agree	5%	3%
Somewhat disagree	18%	21%
Strongly disagree	68%	71%
Don't know	5%	4%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1122***

Table 15l.3 (Recent non-visitor)

	NER	National
Strongly agree	3%	3%
Somewhat agree	6%	5%
Somewhat disagree	17%	18%
Strongly disagree	62%	60%
Don't know	13%	14%
Total	***100%***	***100%***
Total N	***N=326***	***N = 2368***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

15m) There isn't much information on what to do once inside NPS unit.

Table 15m.1 (General public)

	NER	National
Strongly agree	10%	9%
Somewhat agree	16%	15%
Somewhat disagree	25%	26%
Strongly disagree	34%	36%
Don't know	15%	14%
Total	***100%***	***100%***
Total N	***N = 481***	***N = 3501***

Table 15m.2 (Recent visitor)

	NER	National
Strongly agree	5%	4%
Somewhat agree	12%	12%
Somewhat disagree	27%	29%
Strongly disagree	53%	52%
Don't know	5%	3%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1122***

Table 15m.3 (Recent non-visitor)

	NER	National
Strongly agree	13%	11%
Somewhat agree	17%	16%
Somewhat disagree	25%	25%
Strongly disagree	25%	29%
Don't know	20%	19%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2376***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

16) In your opinion, what is the most important thing the National Park Service can do to encourage you to visit units within the National Park System?
[All respondents]

Table 16.1 (General public) [a]

	NER	National
Advertise, publicize, more information about field trips	46%	41%
Free admission, free transportation, lower fees, more parking	13%	12%
Nothing, no suggestions, no ideas	7%	8%
Accessible, closer in proximity, easy reservations, more lodgings	7%	8%
Keep it clean, more benches, more restrooms, maintenance	3%	5%
Keep up with current approach, good job	3%	3%
More variety in events, fairs, exhibits, better hours	2%	3%
Reduce commercialization, vendors, vehicles, crowds	3%	3%
Improve security, safety, protection	1%	2%
More accessible to the handicapped	1%	2%
Need more time off from work, need more free time	1%	1%
Provide dog areas, require leashes and removal of waste	--	--
Don't know	12%	12%
Total	***100%***	***100%***
Total N	***N = 470***	***N = 3310***

Table 16.2 (Recent visitor) [a]

	NER	National
Advertise, publicize, more information about field trips	41%	36%
Free admission, free transportation, lower fees, more parking	12%	12%
Nothing, no suggestions, no ideas	6%	7%
Accessible, closer in proximity, easy reservations, more lodgings	7%	7%
Keep it clean, more benches, more restrooms, maintenance	4%	7%
Keep up with current approach, good job	5%	4%
More variety in events, fairs, exhibits, better hours	2%	4%
Reduce commercialization, vendors, vehicles, crowds	5%	5%
Improve security, safety, protection	2%	2%
More accessible to the handicapped	3%	2%
Need more time off from work, need more free time	2%	2%
Provide dog areas, require leashes and removal of waste	--	--
Don't know	14%	11%
Total	***100%***	***100%***
Total N	***N=155***	***N = 1051***

Totals may not equal 100% due to rounding.
* *Statistically significant difference based on p≤.05.*
[a] *Chi Square may not be stable due to small counts in one or more cells.*
[b] *Chi Square test not applied.*

Table 16.3 (Recent non-visitor) [a]

	NER	National
Advertise, publicize, more information about field trips	48%	43%
Free admission, free transportation, lower fees, more parking	13%	11%
Nothing, no suggestions, no ideas	8%	9%
Accessible, closer in proximity, easy reservations, more lodgings	7%	8%
Keep it clean, more benches, more restrooms, maintenance	3%	4%
Keep up with current approach, good job	3%	2%
More variety in events, fairs, exhibits, better hours	2%	3%
Reduce commercialization, vendors, vehicles, crowds	2%	2%
Improve security, safety, protection	1%	2%
More accessible to the handicapped	1%	2%
Need more time off from work, need more free time	1%	1%
Provide dog areas, require leashes and removal of waste	--	--
Don't know	12%	13%
Total	***100%***	***100%***
Total N	***N=318***	***N = 2260***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

And now I would like to ask you some specific questions about park management policies.
[All respondents]

17) Are you familiar with any attempts by the National Park Service to encourage public participation in park management decisions?

Table 17.1 (General public)

	NER	National
Yes	9%	8%
No	84%	87%
Don't know/not sure	7%	5%
Total	***100%***	***100%***
Total N	***N = 479***	***N = 3497***

Table 17.2 (Recent visitor)

	NER	National
Yes	14%	14%
No	81%	83%
Don't know/not sure	5%	4%
Total	***100%***	***100%***
Total N	***N=153***	***N = 1120***

Table 17.3 (Recent non-visitor)

	NER	National
Yes	6%	5%
No	86%	89%
Don't know/not sure	8%	6%
Total	***100%***	***100%***
Total N	***N=326***	***N = 2378***

Totals may not equal 100% due to rounding.
* *Statistically significant difference based on p≤.05.*
[a] *Chi Square may not be stable due to small counts in one or more cells.*
[b] *Chi Square test not applied.*

17a) Have you ever attended a public meeting, workshop, or hearing sponsored by the National Park Service?

Table 17a.1 (General public) [a]

	NER	National
Yes	12%	17%
No	84%	82%
Don't know/don't remember	4%	1%
Total	***100%***	***100%***
Total N	***N = 43***	***N = 271***

Table 17a.2 (Recent visitor) [a]

	NER	National
Yes	13%	20%
No	78%	78%
Don't know/don't remember	9%	2%
Total	***100%***	***100%***
Total N	***N=23***	***N = 151***

Table 17a.3 (Recent non-visitor) [a]

	NER	National
Yes	14%	13%
No	86%	87%
Don't know/don't remember	--	--
Total	***100%***	***100%***
Total N	***N=21***	***N = 121***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

17b) Do you think the National Park Service did an excellent, good, fair, or poor job responding to the interests of people as expressed in the public meeting, workshop, or hearing you attended?

Table 17b.1 (General public) [a]

	NER	National
Excellent	--	14%
Good	87%	70%
Fair	13%	13%
Poor	--	3%
Don't know/no opinion	--	--
Total	***100%***	***100%***
Total N	***N = 5***	***N = 46***

Table 17b.2 (Recent visitor) [a]

	NER	National
Excellent	--	10%
Good	100%	73%
Fair	--	13%
Poor	--	3%
Don't know/no opinion	--	--
Total	***100%***	***100%***
Total N	***N=3***	***N = 30***

Table 17b.3 (Recent non-visitor) [a]

	NER	National
Excellent	--	20%
Good	67%	67%
Fair	30%	13%
Poor	--	--
Don't know/no opinion	--	--
Total	***100%***	***100%***
Total N	***N=3***	***N = 15***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

17c) How interested are you in attending National Park Service meetings, workshops, or hearings in the future - very interested, somewhat interested, not very interested, or not at all interested?

Table 17c.1 (General public)

	NER	National
Very interested	7%	7%
Somewhat interested	26%	26%
Not very interested	26%	25%
Not at all interested	36%	38%
Don't know/depends on the issue	5%	4%
Total	***100%***	***100%***
Total N	***N = 480***	***N = 3499***

Table 17c.2 (Recent visitor)

	NER	National
Very interested	7%	8%
Somewhat interested	35%	35%
Not very interested	27%	27%
Not at all interested	24%	26%
Don't know/depends on the issue	7%	4%
Total	***100%***	***100%***
Total N	***N=155***	***N = 1121***

Table 17c.3 (Recent non-visitor)

	NER	National
Very interested	6%	6%
Somewhat interested	22%	22%
Not very interested	26%	25%
Not at all interested	41%	44%
Don't know/depends on the issue	5%	4%
Total	***100%***	***100%***
Total N	***N=326***	***N = 2378***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

18) Do you have any experience with the reservation systems that help people plan their visits to National Park System units prior to arrival? ***[Visitors only]***

Table 18.1 (Recent visitor) [a]

	NER	National
Yes	17%	21%
No	83%	78%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N = 153***	***N = 1119***

18a) Did you have an excellent, good, fair, or poor experience using the National Park System reservation system? ***[Asked only of those respondents who had experience with the reservation system]***

Table 18a.1 (Recent visitor) [a]

	NER	National
Excellent	41%	23%
Good	35%	47%
Fair	20%	19%
Poor	1%	6%
Don't know	4%	5%
Total	***100%***	***100%***
Total N	***N = 26***	***N = 229***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

Now I would like to ask you questions about fees that are charged by the National Park Service. ***[All respondents]***

19) If you did visit a National Park System unit in the future, would you prefer paying a single, all-inclusive entrance fee OR a lower entrance fee with additional fees for other services you choose to use such as camping, boating, or special tours? *[Follow-up]* Do you strongly prefer this option or somewhat prefer it?

Table 19.1 (General public)

	NER	National
Strongly prefer separate fees for other services chosen	43%	41%
Strongly prefer all-inclusive entrance fee	22%	21%
Somewhat prefer separate fees for other services chosen	21%	20%
Somewhat prefer all-inclusive entrance fee	8%	10%
Somewhere in-between	3%	3%
Don't know	4%	5%
Total	***100%***	***100%***
Total N	***N = 474***	***N = 3466***

Table 19.2 (Recent visitor) [a]

	NER	National
Strongly prefer separate fees for other services chosen	45%	44%
Strongly prefer all-inclusive entrance fee	14%	18%
Somewhat prefer separate fees for other services chosen	23%	21%
Somewhat prefer all-inclusive entrance fee	11%	12%
Somewhere in-between	2%	3%
Don't know	5%	3%
Total	***100%***	***100%***
Total N	***N=150***	***N = 1114***

Table 19.3 (Recent non-visitor)

	NER	National
Strongly prefer separate fees for other services chosen	42%	40%
Strongly prefer all-inclusive entrance fee	26%	23%
Somewhat prefer separate fees for other services chosen	20%	20%
Somewhat prefer all-inclusive entrance fee	6%	9%
Somewhere in-between	3%	3%
Don't know	3%	6%
Total	***100%***	***100%***
Total N	***N=323***	***N = 2352***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

Now regarding discounts…

20) In your opinion, should entrance fee discounts be available for senior citizens?

Table 20.1 (General public) [a]

	NER	National
Yes	94%	92%
No	5%	6%
Maybe	1%	1%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N = 480***	***N = 3494***

Table 20.2 (Recent visitor) [a]

	NER	National
Yes	94%	91%
No	5%	8%
Maybe	1%	1%
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N=155***	***N = 1123***

Table 20.3 (Recent non-visitor) [a]

	NER	National
Yes	94%	93%
No	6%	6%
Maybe	1%	1%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N=327***	***N = 2370***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

21) In your opinion, should entrance fee discounts be available for people under the age of 18?

Table 21.1 (General public)

	NER	National
Yes	77%	73%
No	18%	21%
Maybe	5%	5%
Don't know	1%	2%
Total	***100%***	***100%***
Total N	***N =477***	***N = 3489***

Table 21.2 (Recent visitor) *[,a]

	NER	National
Yes	81%	73%
No	12%	21%
Maybe	7%	5%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1120***

Table 21.3 (Recent non-visitor)

	NER	National
Yes	74%	72%
No	20%	20%
Maybe	4%	6%
Don't know	2%	2%
Total	***100%***	***100%***
Total N	***N=324***	***N = 2368***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

22) In your opinion, should entrance fee discounts be available for visitors from other countries?

Table 22.1 (General public)

	NER	National
Yes	31%	28%
No	62%	64%
Maybe	3%	4%
Don't know	4%	4%
Total	***100%***	***100%***
Total N	***N = 479***	***N = 3497***

Table 22.2 (Recent visitor)

	NER	National
Yes	28%	25%
No	64%	68%
Maybe	4%	4%
Don't know	4%	3%
Total	***100%***	***100%***
Total N	***N=153***	***N = 1121***

Table 22.3 (Recent non-visitor)

	NER	National
Yes	33%	30%
No	61%	62%
Maybe	3%	4%
Don't know	4%	4%
Total	***100%***	***100%***
Total N	***N=324***	***N = 2376***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

23) In your opinion, should entrance fee discounts be available for park system volunteers?

Table 23.1 (General public) [a]

	NER	National
Yes	94%	93%
No	6%	5%
Maybe	1%	1%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N = 477***	***N = 3489***

Table 23.2 (Recent visitor) [a]

	NER	National
Yes	97%	95%
No	3%	4%
Maybe	1%	1%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N=153***	***N = 1122***

Table 23.3 (Recent non-visitor) [a]

	NER	National
Yes	92%	92%
No	7%	6%
Maybe	1%	1%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N=324***	***N = 2368***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

24) Now, I am going to read three ways of managing money from entrance fees received by the National Park Service, and I would like to know which method you prefer. First, all entrance fee money could stay within the National Park System unit where it is collected; second, all entrance fee money could be sent to the National Park Service headquarters with a percentage going back to the unit where it was collected and the remainder sent to other units; or, third, all entrance fee money could be sent to the U.S Treasury with a small percentage sent back to the National Park Service to cover costs of collecting the money. Which method of managing entrance fee money do you prefer? *[Response options were rotated in the question during the survey]* ***[All respondents]***

Table 24.1 (General public) [a]

	NER	National
Money goes to NPS with percentage coming back to unit and other units	46%	47%
All money stays within unit	45%	45%
All money goes to US Treasury except for collection costs	8%	6%
Other	1%	1%
Don't know	1%	2%
Total	***100%***	***100%***
Total N	***N = 479***	***N = 3487***

Table 24.2 (Recent visitor) [a]

	NER	National
Money goes to NPS with percentage coming back to unit and other units	56%	52%
All money stays within unit	37%	41%
All money goes to US Treasury except for collection costs	5%	6%
Other	1%	1%
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N=155***	***N = 1119***

Table 24.3 (Recent non-visitor) *, [a]

	NER	National
Money goes to NPS with percentage coming back to unit and other units	41%	45%
All money stays within unit	48%	47%
All money goes to US Treasury except for collection costs	10%	6%
Other	--	1%
Don't know	1%	2%
Total	***100%***	***100%***
Total N	***N=325***	***N = 2369***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

25) How familiar are you with the National Park Service Recreational Fee Demonstration Program -- very familiar, somewhat familiar, not very familiar, or not at all familiar? ***[All respondents]***

Table 25.1 (General public) [a]

	NER	National
Very familiar	--	1%
Somewhat familiar	3%	3%
Not very familiar	14%	12%
Not at all familiar	82%	83%
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N = 480***	***N = 3501***

Table 25.2 (Recent visitor) [a]

	NER	National
Very familiar	1%	1%
Somewhat familiar	4%	4%
Not very familiar	17%	16%
Not at all familiar	79%	78%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1122***

Table 25.3 (Recent non-visitor) [a]

	NER	National
Very familiar	--	--
Somewhat familiar	3%	3%
Not very familiar	12%	11%
Not at all familiar	84%	85%
Don't know	1%	1%
Total	***100%***	***100%***
Total N	***N=325***	***N = 2379***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

25a) The Recreational Fee Demonstration Program allows for increased fees. It also allows for fees collected at a National Park System unit to be spent directly on behalf of that unit. Are you very supportive, somewhat supportive, somewhat unsupportive, or very unsupportive of the National Park Service Recreational Fee Demonstration Program? ***[Question asked only of respondents who answered 'very familiar' or 'somewhat familiar' to question 24]***

Table 25a.1 (General public) [a]

	NER	National
Very supportive	30%	43%
Somewhat supportive	66%	51%
Somewhat unsupportive	--	1%
Very unsupportive	4%	4%
Don't know	--	2%
Total	***100%***	***100%***
Total N	***N = 17***	***N = 130***

Table 25a.2 (Recent visitor) [a]

	NER	National
Very supportive	43%	41%
Somewhat supportive	43%	52%
Somewhat unsupportive	--	--
Very unsupportive	14%	7%
Don't know	--	--
Total	***100%***	***100%***
Total N	***N = 7***	***N = 58***

Table 25a.3 (Recent non-visitor) [a]

	NER	National
Very supportive	20%	44%
Somewhat supportive	80%	50%
Somewhat unsupportive	--	1%
Very unsupportive	--	1%
Don't know	--	3%
Total	***100%***	***100%***
Total N	***N=10***	***N = 72***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

Now I would like to hear your opinions on two resource management issues faced by park managers. ***[All respondents]***

26) There are plants growing in parks that are not naturally found within the boundaries of those parks. Removing the plants can be expensive, but leaving the plants alone could result in other native plants being harmed. Which of the following options comes closest to your own point of view--park managers should remove these plants or park managers should leave these plants alone?

Table 26.1 (General public)

	NER	National
Remove plants	48%	50%
Leave plants alone	43%	42%
Don't know	9%	9%
Total	***100%***	***100%***
Total N	***N = 469***	***N = 3437***

Table 26.2 (Recent visitor)

	NER	National
Remove plants	49%	55%
Leave plants alone	43%	38%
Don't know	8%	8%
Total	***100%***	***100%***
Total N	***N=152***	***N = 1105***

Table 26.3 (Recent non-visitor)

	NER	National
Remove plants	47%	47%
Leave plants alone	44%	43%
Don't know	9%	10%
Total	***100%***	***100%***
Total N	***N=318***	***N = 2333***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

27) There are animals living in parks that are not naturally found within the boundaries of those parks. Removing the animals can be expensive, but leaving the animals alone could result in other animals and native plants being harmed. Which of the following options comes closest to your own point of view--park managers should remove these animals or park managers should leave these animals alone?

Table 27.1 (General public)

	NER	National
Remove animals	51%	48%
Leave animals alone	40%	42%
Don't know	9%	10%
Total	***100%***	***100%***
Total N	***N = 465***	***N = 3402***

Table 27.2 (Recent visitor)

	NER	National
Remove animals	50%	50%
Leave animals alone	42%	39%
Don't know	8%	11%
Total	***100%***	***100%***
Total N	***N=149***	***N = 1090***

Table 27.3 (Recent non-visitor)

	NER	National
Remove animals	51%	47%
Leave animals alone	39%	43%
Don't know	10%	10%
Total	***100%***	***100%***
Total N	***N=316***	***N = 2312***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

28) In your opinion, what is the main problem now facing this nation's SYSTEM of national parks, historic and cultural sites, and monuments?
[Open-ended question; recoded into discrete categories] ***[All respondents]***

Table 28.1 (General public) [a]

	NER	National
No idea, no interest	38%	32%
Overcrowding, commercialization	17%	17%
Funding, financial problems	--	11%
Preservation, conservation, upkeep	--	8%
Lack of public support, interest	9%	7%
Mismanagement, government	7%	7%
Safety, vandalism	10%	6%
Not enough advertising	9%	6%
Not enough park employees	4%	2%
Nothing, no problem	1%	1%
Other	2%	2%
Don't know	2%	2%
Total	***100%***	***100%***
Total N	***N = 368***	***N = 3138***

Table 28.2 (Recent visitor) [a]

	NER	National
No idea, no interest	24%	19%
Overcrowding, commercialization	24%	25%
Funding, financial problems	1%	16%
Preservation, conservation, upkeep	2%	7%
Lack of public support, interest	9%	6%
Mismanagement, government	7%	8%
Safety, vandalism	13%	7%
Not enough advertising	10%	5%
Not enough park employees	4%	3%
Nothing, no problem	4%	1%
Other	2%	2%
Don't know	1%	--
Total	***100%***	***100%***
Total N	***N=123***	***N = 1034***

Totals may not equal 100% due to rounding.
* *Statistically significant difference based on p≤.05.*
[a] *Chi Square may not be stable due to small counts in one or more cells.*
[b] *Chi Square test not applied.*

Table 28.3 (Recent non-visitor) [a]

	NER	National
No idea, no interest	44%	38%
Overcrowding, commercialization	14%	13%
Funding, financial problems	--	8%
Preservation, conservation, upkeep	--	8%
Lack of public support, interest	9%	7%
Mismanagement, government	7%	7%
Safety, vandalism	9%	5%
Not enough advertising	9%	6%
Not enough park employees	3%	2%
Nothing, no problem	--	1%
Other	2%	2%
Don't know	3%	3%
Total	***100%***	***100%***
Total N	***N=245***	***N = 2104***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

29) A moment ago I asked you about problems facing this nation's system of national parks, historic and cultural sites, and monuments. Now I would like to know, in your opinion, what is the main problem now facing the National Park SERVICE, the governmental agency that manages the National Park System? *[Open-ended; recoded into discrete categories]*

Table 29.1 (General public) *, [a]

	NER	National
No idea, no interest	41%	43%
Mismanagement, government	25%	22%
Funding, financial problems	22%	21%
Overcrowding, commercialization	2%	3%
Not enough park employees	2%	3%
Preservation, conservation, upkeep	--	2%
Lack of public support, interest	2%	2%
Safety, vandalism	3%	1%
Not enough advertising	2%	1%
Nothing, no problem	--	--
Trying to please too many people	--	--
Other	--	1%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N = 449***	***N = 3377***

Table 29.2 (Recent visitor) [a]

	NER	National
No idea, no interest	33%	32%
Mismanagement, government	34%	27%
Funding, financial problems	24%	26%
Overcrowding, commercialization	1%	4%
Not enough park employees	2%	2%
Preservation, conservation, upkeep	--	3%
Lack of public support, interest	2%	2%
Safety, vandalism	1%	1%
Not enough advertising	1%	1%
Nothing, no problem	1%	--
Trying to please too many people	--	--
Other	--	1%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N=140***	***N = 1080***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

Table 29.3 (Recent non-visitor) [a]

	NER	National
No idea, no interest	45%	48%
Mismanagement, government	22%	21%
Funding, financial problems	21%	19%
Overcrowding, commercialization	2%	2%
Not enough park employees	2%	3%
Preservation, conservation, upkeep	--	1%
Lack of public support, interest	2%	2%
Safety, vandalism	3%	1%
Not enough advertising	3%	2%
Nothing, no problem	--	--
Trying to please too many people	--	--
Other	--	1%
Don't know	--	1%
Total	***100%***	***100%***
Total N	***N=308***	***N = 2297***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

30) Now forget the National Park Service for a moment. I want you to imagine an ideal agency that provides for public enjoyment while ensuring that the parks are left unimpaired for the enjoyment of future generations. *(PAUSE)* How well do you think the National Park Service compares with that ideal agency? Please use a 10-point scale on which "1" means "not very close to the ideal" and "10" means "very close to the ideal."

Table 30.1 (General public) [a]

	NER	National
1. Not at all ideal	1%	1%
2.	1%	1%
3.	2%	1%
4.	3%	3%
5.	15%	14%
6.	14%	13%
7.	23%	23%
8.	16%	17%
9.	5%	4%
10. Very close to the ideal	7%	8%
Don't know	14%	15%
Total	***100%***	***100%***
Total N	***N = 475***	***N = 3480***

Table 30.2 (Recent visitor) [a]

	NER	National
1. Not at all ideal	1%	1%
2.	1%	1%
3.	2%	1%
4.	2%	2%
5.	14%	14%
6.	12%	14%
7.	27%	27%
8.	21%	21%
9.	8%	6%
10. Very close to the ideal	8%	7%
Don't know	5%	6%
Total	***100%***	***100%***
Total N	***N=154***	***N = 1119***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

Table 30.3 (Recent non-visitor) [a]

	NER	National
1. Not at all ideal	1%	1%
2.	1%	1%
3.	2%	1%
4.	3%	3%
5.	16%	15%
6.	15%	12%
7.	21%	21%
8.	13%	16%
9.	4%	3%
10. Very close to the ideal	7%	8%
Don't know	18%	19%
Total	***100%***	***100%***
Total N	***N=322***	***N = 2361***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

And now I'd like to ask you some questions so we can best classify your answers.
[All respondents]

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

Table D1.1 (General public) *

	NER	National
Less than high school	4%	5%
High school degree	26%	25%
Some college/Associate's degree	24%	32%
4-year degree	27%	23%
Post college degree	19%	14%
Total	***100%***	***100%***
Total N	***N = 471***	***N = 3447***

Table D1.2 (Recent visitor/non-visitor) [b]

	Less than high school		High school degree		Some college/ Associate's degree		4-year degree		Post college degree	
	NER	National	NER	National	NER	National	NER	National	NER	National
Visitor	12%	15%	18%	18%	31%	30%	42%	44%	44%	50%
Non-visitor	88%	85%	82%	82%	69%	70%	58%	56%	56%	50%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=17***	***N=186***	***N=125***	***N=865***	***N=114***	***N=1111***	***N=126***	***N=799***	***N=89***	***N=487***

Totals may not equal 100% due to rounding.
* *Statistically significant difference based on p≤.05.*
[a] *Chi Square may not be stable due to small counts in one or more cells.*
[b] *Chi Square test not applied.*

D2) Are you single, married, living with a life partner, divorced, or widowed?

Table D2.1 (General public)

	NER	National
Single	23%	25%
Married	56%	55%
Living with a life partner	6%	4%
Divorced	8%	9%
Widowed	7%	7%
Total	***100%***	***100%***
Total N	***N = 473***	***N = 3455***

Table D2.2 (Recent visitor/non-visitor) [b]

	Single		Married		Living with a life partner		Divorced		Widowed	
	NER	National	NER	National	NER	National	NER	National	NER	National
Visitor	20%	29%	38%	35%	33%	35%	38%	30%	18%	18%
Non-visitor	80%	71%	62%	65%	67%	65%	62%	70%	82%	82%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=110***	***N=852***	***N=263***	***N=1910***	***N=30***	***N=149***	***N=37***	***N=309***	***N=33***	***N=236***

D3) Do you currently have access to the Internet either at work, home, or at another location?

Table D3.1 (General public)

	NER	National
Yes	76%	75%
No	24%	25%
Total	***100%***	***100%***
Total N	***N = 471***	***N = 3455***

Table D3.2 (Recent visitor/non-visitor) [b]

	Yes		No	
	NER	National	NER	National
Visitor	37%	37%	18%	18%
Non-visitor	63%	63%	82%	83%
Total	***100%***	***100%***	***100%***	***100%***
Total N	***N=358***	***N=2590***	***N=113***	***N=865***

Totals may not equal 100% due to rounding

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

D3a) How often do you use the Internet? Are you a frequent user, an occasional user, you haven't used it yet but would like to, or you have no interest in using it at all? ***[Only respondents who said 'yes' to Internet access]***

Table D3a.1 (General public)

	NER	National
Frequent user	55%	55%
Occasional user	39%	37%
No use yet, but would like to	3%	4%
No interest in using Internet at all	3%	4%
Total	***100%***	***100%***
Total N	***N = 358***	***N = 2589***

Table D3a.2 (Recent visitor/non-visitor) [b]

	Frequent user		Occasional user		No use yet, but would like to		No interest in using Internet at all	
	NER	National	NER	National	NER	National	NER	National
Visitor	38%	43%	36%	31%	36%	28%	42%	25%
Non-visitor	62%	57%	65%	69%	64%	72%	58%	75%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=197***	***N=1428***	***N=138***	***N=969***	***N=11***	***N=98***	***N=12***	***N=93***

D4) Are you of Hispanic, Latino/a, or Spanish origin?

Table D4.1 (General public) *

	NER	National
Yes	8%	11%
No	92%	89%
Total	***100%***	***100%***
Total N	***N = 460***	***N = 3405***

Table D4.2 (Recent visitor/non-visitor) [b]

	Yes		No	
	NER	National	NER	National
Visitor	22%	27%	33%	33%
Non-visitor	78%	73%	67%	67%
Total	***100%***	***100%***	***100%***	***100%***
Total N	***N=37***	***N=379***	***N=423***	***N=3025***

Totals may not equal 100% due to rounding

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

D5) In what race would you place yourself? Select one or more of the following groups. *[Interviewer: Read list.]*

Table D5.1 (General public) [a]

	NER	National
American Indian or Alaska Native	--	1%
Asian	3%	3%
Black or African American	15%	13%
Native Hawaiian or other Pacific Islander	1%	1%
White	81%	83%
Total	***100%***	***100%***
Total N	***N = 423***	***N = 3189***

Table D5.2 (Recent visitor/non-visitor) [b]

	American Indian or Alaska Native		Asian		Black or African American		Native Hawaiian or other Pacific Islander		White	
	NER	National	NER	National	NER	National	NER	National	NER	National
Visitor	--	32%	64%	33%	19%	14%	--	18%	34%	35%
Non-visitor	100%	68%	36%	37%	81%	86%	100%	82%	67%	65%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=1***	***N=28***	***N=11***	***N=90***	***N=63***	***N=406***	***N=5***	***N=34***	***N=343***	***N=2631***

D6) What is your age?

Table D6.1 (General public)

	NER	National
18-24	12%	12%
25-44	42%	41%
45-64	29%	29%
65+	18%	18%
Total	***100%***	***100%***
Total N	***N = 465***	***N = 3370***

Table D6.2 (Recent visitor/non-visitor) [b]

	18-24		25-44		45-64		65+	
	NER	National	NER	National	NER	National	NER	National
Visitor	15%	28%	35%	34%	40%	36%	21%	23%
Non-visitor	85%	72%	66%	66%	60%	64%	80%	77%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=53***	***N=418***	***N=194***	***N=1390***	***N=135***	***N=971***	***N=83***	***N=591***

Totals may not equal 100% due to rounding

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

D7) Which one of the following best describes your employment situation? Please stop me when I read the correct category. *[Interviewer: Read list.]*

Table D7.1 (General public) [a]

	NER	National
Working full-time for pay	47%	46%
Working part-time for pay	10%	9%
Self-employed/consultant	9%	10%
Currently seeking work/unemployed	5%	3%
Retired	17%	18%
Permanently disabled	3%	3%
Homemaker/caregiver	5%	6%
Student	3%	4%
Other	1%	1%
Total	***100%***	***100%***
Total N	***N = 465***	***N = 3427***

Table D7.2 (Recent visitor/non-visitor) [b]

	Working full-time for pay		Working part-time for pay		Self-employed/ consultant		Currently seeking work/ unemployed		Retired	
	NER	National	NER	National	NER	National	NER	National	NER	National
Visitor	35%	36%	35%	30%	34%	38%	27%	19%	26%	27%
Non-visitor	65%	64%	65%	70%	66%	63%	73%	81%	74%	73%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=218***	***N=1588***	***N=46***	***N=302***	***N=44***	***N=341***	***22%***	***N=99***	***N=78***	***N=607***

	Permanently Disabled		Homemaker/ caregiver		Student		Other	
	NER	National	NER	National	NER	National	NER	National
Visitor	13%	15%	36%	29%	23%	34%	20%	24%
Non-visitor	87%	85%	64%	71%	77%	66%	80%	76%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=15***	***N=118***	***N=25***	***N=199***	***N=13***	***N=137***	***N=5***	***N=37***

Totals may not equal 100% due to rounding.
* *Statistically significant difference based on p≤.05.*
[a] *Chi Square may not be stable due to small counts in one or more cells.*
[b] *Chi Square test not applied.*

D8) How many children under the age of 18 are living in your household?

Table D8.1 (General public) [a]

	NER	National
None	57%	60%
One	16%	16%
Two	20%	17%
Three	5%	5%
Four	1%	2%
Five	1%	--
Six	--	--
More than six	1%	--
Total	***100%***	***100%***
Total N	***N = 471***	***N = 3435***

Table D8.2 (Recent visitor/non-visitor) [b]

	None		One		Two		Three		Four	
	NER	**National**	**NER**	**National**	**NER**	**National**	**NER**	**National**	**NER**	**National**
Visitor	29%	32%	36%	30%	35%	34%	26%	28%	60%	35%
Non-visitor	72%	68%	64%	70%	65%	66%	74%	72%	40%	65%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=267***	***N=2045***	***75%***	***N=537***	***N=94***	***N=576***	***N=23***	***N=186***	***N=5***	***N=60***

	Five		Six		More than six	
	NER	**National**	**NER**	**National**	**NER**	**National**
Visitor	75%	50%	--	33%	100%	83%
Non-visitor	25%	50%	100%	67%	--	17%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=4***	***N=14***	***N=1***	***N=6***	***N=3***	***N=12***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*

D9) Which one of the following income groups best describes your total household income in 1999 before taxes? Please stop me when I read the correct category. *[Interviewer: Read list.]*

Table D9.1 (General public)

	NER	National
Less than $20,000	17%	18%
$20,000 to $49,999	39%	42%
$50,000 to $99,999	31%	30%
$100,000 +	13%	10%
Total	***100%***	***100%***
Total N	***N = 390***	***N = 2803***

Table D9.2 (Recent visitor/non-visitor) [b]

	Less than $20,000		$20,000 to $49,999		$50,000 to $99,999		$100,000 +	
	NER	National	NER	National	NER	National	NER	National
Visitor	16%	18%	26%	29%	45%	42%	52%	50%
Non-visitor	84%	82%	74%	71%	55%	58%	48%	50%
Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Total N	***N=68***	***N=512***	***N=153***	***N=1164***	***N=121***	***N=835***	***N=48***	***N=291***

D10) What is your gender? *[Note: Ask only if unclear.]*

Table D10.1 (General public)

	NER	National
Female	53%	52%
Male	47%	48%
Total	***100%***	***100%***
Total N	***N = 477***	***N = 3486***

Table D10.2 (Recent visitor/non-visitor) [b]

	Female		Male	
	NER	National	NER	National
Visitor	32%	28%	32%	37%
Non-visitor	69%	72%	68%	63%
Total	***100%***	***100%***	***100%***	***100%***
Total N	***N=277***	***N = 1814***	***N=222***	***N = 1672***

Totals may not equal 100% due to rounding.

* *Statistically significant difference based on p≤.05.*

[a] *Chi Square may not be stable due to small counts in one or more cells.*

[b] *Chi Square test not applied.*