



Cuyahoga Valley National Park Visitor Use Study

Summer, 2015



ON THE COVER

Cuyahoga Valley Scenic Railroad, courtesy of National Park Service

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Summer, 2015

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Executive Summary

- This report presents the results of a visitor study at Cuyahoga Valley National Park (NP) during July 24 – August 2, 2015. A total of 1,229 questionnaires were distributed to visitors groups. Of those, 1,180 questionnaires were returned, achieving an overall response rate of 70.4%.
- This report describes a random sample of Cuyahoga Valley NP visitors. Most results are presented in graphs and frequency tables. Summaries of open-ended visitor comments are included in this report and complete comments can be reviewed in the Visitor Comments Appendix.
- Forty-one percent of visitor groups had two members and 32% were alone. Half of groups were visiting with their family. Forty-one percent of visitors were between ages 36 and 65, and 17% were 15 or younger.
- The majority of visitors were from Ohio (80%) while the others were from 36 other states. One percent of visitors (21 total) were from other countries. Within the last 12 months, this trip was the only time 30% of visitors visited the park and 26% had visited several times per month.
- Ninety-six percent of visitor groups were visiting Cuyahoga Valley NP as part of a day trip. Thirty-two percent of visitor groups visiting on a day trip spent 2 hours in the park and the average length of stay was 2.9 hours.
- Only 38 visitor groups (4%) were not on a day trip. Of those visitor groups that spent more than one day, 74% percent spent 2 days in the park and the average length of stay was 3.7 days.
- Eighty-nine percent of all visitor groups entered or re-entered the park on one day. This trip to the park was the primary or sole purpose for the trip away from home for 75% of visitor groups.
- Prior to this visit to Cuyahoga Valley NP, visitor groups most often used previous visits (65%), the park's website (37%), and friends/relatives/word of mouth (32%) for obtaining information. Ninety-five percent of visitor groups felt that they had the information they needed on this trip. Eleven percent did not obtain any information prior to visiting.
- Getting physical exercise was the most important reason for visiting the park for 38% of visitor groups. Being outdoors (92%), getting physical exercise (86%), and viewing wildlife or natural scenery (84%) were all considered important reasons for visiting. The most common activities included viewing scenery (59%), hiking/walking (58%), and taking a scenic drive/driving for pleasure (37%). Hiking/walking (29%) and bicycling (28%) were the primary activities in which visitor groups participated.
- Trailhead bulletin boards (77%), printed materials (75%), and educational signs/outdoor exhibits (63%) were the most frequently used information sources while visiting the park on

this trip and/or previous trips. Ranger-led programs (27%), self-guided materials (27%), and guest lectures/workshops (21%) were used the least.

- The most visited sites or trails in the park were the Towpath Trail (68%), the Boston Store Visitor Center (27%), and Brandywine Falls (26%). Fifteen percent of visitor groups rode the Cuyahoga Valley Scenic Railroad train on this trip. Fifty-four percent rode it on a previous trip and 36% had not at all.
- Seventy-six percent of visitor groups were aware that the park is located in the Ohio & Erie Canalway National Heritage Area prior to their visit. Sixty-three percent were not aware of the Conservancy for Cuyahoga Valley National Park and 77% were not aware of the Countryside Conservancy prior to their trip.
- Generally, visitor groups to Cuyahoga Valley NP do not feel crowded; the majority of visitor groups (78%) reported not feeling crowded. Of those visitor groups that did feel crowded, the most commonly reported locations where they felt crowded were the Towpath Trail and Brandywine Falls.
- Eighty-nine percent of visitor groups are not likely to use a shuttle service to reach park destinations on a future visit, and 71% are not likely to combine a shuttle service with a ride on the Cuyahoga Valley Scenic Railroad train on a future visit.

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List of Terms

NPS	National Park Service
SSB	Social Science Branch
VSP	Visitor Services Project
CVNP	Cuyahoga Valley National Park

Introduction

This report describes the results of a visitor use study at Cuyahoga Valley National Park (NP), conducted July 20th – 26th, 2015 by RSG Inc. on behalf of Cuyahoga Valley NP and the National Park Service (NPS).

The NPS website for Cuyahoga Valley NP describes the park: “Though a short distance from the urban areas of Cleveland and Akron, Cuyahoga Valley National Park seems worlds away. The park is a refuge for native plants and wildlife, and provides routes of discovery for visitors. The winding Cuyahoga River gives way to deep forests, rolling hills, and open farmlands. Walk or ride the Towpath Trail to follow the historic route of the Ohio & Erie Canal.” (www.nps.gov/cuva; retrieved January 2016).

Organization of the Report

This report is organized into three sections

Section 1: Methods This section discusses the procedures, limitations, and special conditions that may affect the results of this study.

Section 2: Results This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the order of questions in the questionnaire, but instead is organized according to topic areas, as outlined in the Table of Contents.

Section 3: Appendices

Appendix 1. *Descriptive Statistics*. Descriptive statistics for those variables for which measures of central tendency can be computed.

Appendix 2. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 3. *Tabular Unweighted and Weighted Results*. Tabular results of unweighted and weighted survey results.

Appendix 4. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park and between parks.

Appendix 5. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Visitor Comments Appendix. A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

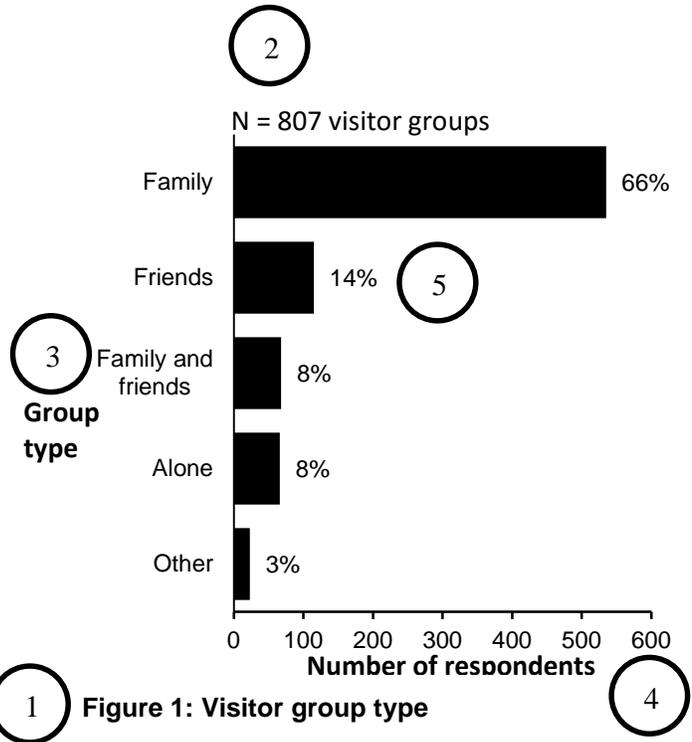
SAMPLE ONLY

- 1: The figure title describes the graph’s information.
- 2: Listed above the graph, the “N” shows the number of individuals or visitor groups responding to the question. If “N: is less than 30, “CAUTION!” is shown on the graph to indicate the results are unreliable.

* appears when total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportion of responses in each category.
- 5: In most graphs, percentages provide additional information.



Methods

Survey Method and Sampling Plan

This visitor survey was conducted as a mailback survey and follows the principles outlined in Don A. Dillman's book *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (2014). This method, combined with visitation data from Cuyahoga Valley National Park and a target margin of error for summary statistics of no greater than +/-5% (Fowler 1993), were used to establish the sampling plan for the survey (Table 1). The study population included visitor groups with at least one group member 18 years of age or older visiting Cuyahoga Valley National Park for a recreational visit at one of the 12 locations sampled from July 24 – August 2, 2015.

Table 1: Sampling plan

Site	Friday July 24	Saturday July 25	Sunday July 26	Monday July 27	Tuesday July 28	Wednesday July 29	Thursday July 30	Friday July 31	Saturday August 1	Sunday August 2
Ledges	9am-5pm	X	11:30 am- 7:30 pm	X	11am-7pm	X	X	X	8am-4pm	X
Brandywine Trails	X	11am-7pm	X	x	9am-5pm	X	X	X	X	10am-6pm
Kendall Lake	9am-5pm	X	11:30 am- 7:30 pm	X	11am-7pm	X	X	X	8am-4pm	X
Oak Hill Trailhead	X	9am-5pm	X	9am-5pm	X	X	X	X	X	10am-6pm
Rockside & Akron Northside Stations	8:30am- 4:30pm	X	8:30am- 4:30pm	X	X	x	X	8am- 4:30pm	8:30am- 4:30pm	X
Peninsula Depot Parking/Lock 29	8am-4pm	7am-3pm	X	X	x	X	X	11am-7pm	X	10am-6pm
Station Road Trail Canal Exploration Center	8am-4pm	7am-3pm	11:30 am- 7:30 pm	X	X	X	10am-6pm	X	X	X
	X	8:30am-5pm	X	X	X	X	X	8:30-5 pm	X	8:30-5 pm
Boston Store	8am-4pm	X	7am-3pm	X	X	11:30am- 7:30pm	8am-4pm	X	9am-5pm	X
Ira Road Trailhead	X	8am-4pm	X	10am-6pm	X	X	X	X	X	10am-6pm
Everett Covered Bridge	X	8am-4pm	X	9am-5pm	X	X	X	11am-7pm	10am-6pm	X

Questionnaire Design

The Cuyahoga Valley National Park Visitor Use Study questionnaire was developed through a collaborative process between Cuyahoga Valley National Park staff, NPS Social Science Branch staff, and RSG staff. Many of the questions within the questionnaire are comparable with previous surveys conducted in Cuyahoga Valley National Park, including the 2005 Visitor Services Project (VSP) survey. Many of the questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

All questions within the questionnaire followed Office of Management and Budget (OMB) guidelines, thus the clarity and consistency of the survey instrument have been tested and formally approved.

Sampling Procedures

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 18 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with all contacted visitor groups to determine group size, group type, length of trip to the park, and if anyone in the group had a physical condition that would make it difficult to participate in or access any park activities or services. Individuals selected to complete the questionnaire were asked their names and addresses in order to mail them reminder/thank you postcards and follow-ups. Visitors were asked to complete the survey after their trip to the park and return the questionnaire by mail. International visitors were specifically asked to mail their completed questionnaires before leaving the country. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Table 2: Number of questionnaires distributed, by sampling location

Sampling Site	N	%
Ledges	97	8%
Brandywine Trail	136	11%
Kendall Lake	83	7%
Oak Hill Trailhead	47	4%
Rockside & Akron Northside Stations	129	10%
Peninsula Depot Parking/Lock 29	165	13%
Station Road Trail	141	11%
Canal Exploration Center	83	7%
Boston Store	152	12%
Ira Road Trailhead	110	9%
Everett Covered Bridge	86	7%
Total	1,229	100%

Two weeks after field survey administration concluded, all survey participants were sent thank you/reminder postcards (Table 3). Approximately two weeks after mailing the postcards, individuals who agreed to participate but had not yet returned their questionnaires were sent replacement questionnaire packets. Two distinct packets were sent, one to US addresses, which included a pre-addressed return envelope affixed with a U.S. first class postage stamp; and one to international

addresses, which included a pre-addressed return envelope printed with international business reply mail postage.

Table 3: Follow-up mailing distribution

Mailing	Date	US	International	Total
Postcards	August 14, 2015	1,209	9	1,218
Replacement Mailing	September 1, 2015	505	4	509

Sampling Results

During the sampling period, 1,420 visitor groups were contacted to participate in the survey (Table 4). Of these groups, 1,229 agreed to participate in the study (86.5% participation rate).

Questionnaires were completed and returned by 865 visitor groups resulting in a 70.4% response rate for this study. The 2005 VSP survey for Cuyahoga Valley National Park, which included two replacement mailings, had a participation rate and response rate of 91.8% and 76.2%, respectively (Blotkamp, et al, 2010).

Table 4: Number of completed questionnaires, by sampling location

Sampling Site	N	%
Ledges	63	7%
Brandywine Trail	86	10%
Kendall Lake	58	7%
Oak Hill Trailhead	35	4%
Rockside & Akron Northside Stations	88	10%
Peninsula Depot Parking/Lock 29	116	13%
Station Road Trail	109	13%
Canal Exploration Center	66	8%
Boston Store	107	12%
Ira Road Trailhead	81	9%
Everett Covered Bridge	56	6%
Total	865	100%

Data Entry and Cleaning

Data from returned questionnaires were entered into a database using Teleform, an optical recognition data coding software application. Each questionnaire was scanned and loaded into Teleform, which automatically coded responses and highlighted potential coding errors. Potential coding errors were reviewed and corrected by research staff.

Corrected data were subjected to additional cleaning and proofing using Microsoft Excel and SPSS statistical software. Data cleaning and proofing included identification and correction of invalid and/or erroneous values, and complete manual verification of data entry for a randomly selected subset (5%) of the completed questionnaires for quality assurance.

Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to the study's target population (Salant and Dillamn, 1994; Dillman, 2014; Stoop, 2004; Fillion, 1976; Dey, 1997). The presence of non-response bias indicates a systematic difference between visitor groups who responded to the questionnaire (i.e. who are included in the

study's results) and visitor groups who were asked to participate but did not respond to the questionnaire (i.e., who are not included in the study's results). It should be noted, that while surveys were only administered in English, only four refusals occurred that were classified as potential "language barriers" between the survey administrator and visitor.

To check for non-response bias, this study used a series of non-response bias questions to compare visitor groups who completed and returned questionnaires (respondents) with those who were contacted to participate in the study but did not complete and return questionnaires (non-respondents). The non-response bias questions were asked of all visitor groups contacted to participate in the study.

Six non-response bias variables were collected:

1. Visitor group size
2. Number of adults in the group
3. Number of children in the group
4. Visitor group type
5. Length of visit to the park
6. Presence of a group member with a physical condition that might make it difficult to participate in or access park activities or services.

An effort was made to obtain answers to these questions from all visitor groups contacted, including those that otherwise declined to participate in the survey. Responses were obtained from most of the participating visitor groups, and from many but not all of those declining to participate in the study. In addition to these non-response bias questions, visitor group size, group adult gender mix, and the initial contact gender were estimated for both participating and non-participating groups from direct observation by the survey administrators.

To be maximally useful for non-response bias analysis, responses or observed estimates for non-response bias variables should ideally be present for 100% of both respondents and non-respondents. More practically, a very substantial majority of responses or observed estimates must be present, or else the respondent and non-respondent groups cannot be adequately characterized to conduct non-response bias analysis. Ninety percent was used as the minimum percentage for this survey. Of the eight non-response bias variables in this survey, only the observed variables had valid values for at least 90% of respondents (95%+) and non-respondents (92%+; Table 5). Consequently, it was the main variable used in non-response bias analysis.

Table 5. Percentage of survey intercepts that have a value for non-response variables

Variable	Respondents		Non-Respondents	
	Valid N	Valid %	Valid N	Valid %
Observed group size	820	96%	511	93%
Group Adult Gender Mix	807	95%	508	92%
Initial Contact Gender	814	95%	509	92%
Number of adults	854	100%	410	74%
Number of children	307	36%	171	31%
Group type	847	99%	395	72%
Visit length	828	97%	363	66%
Physical condition	827	97%	386	70%

For four of the five non-response bias questions, 97% to 100% of respondent contacts had valid values (Table 5). In contrast, only 66% to 74% of non-respondent contacts had valid values for the same four non-response bias questions, due primarily to contacted visitor groups declining to answer the non-response bias questions. Percentages of valid values for the number of children in visitor groups were substantially lower than those for the other non-response bias questions. This was likely due to a coding error in which zeros were not recorded for some groups that had no children, resulting in the low percentages of valid values for the number of children in visitor groups. The consistency among valid data percentages for the other four non-response bias questions suggests that this difference may have resulted from reasons specific to the way the number of children data were coded rather than from a systematic difference between respondents and non-respondents. The percentages of valid values among non-respondents for the five non-response bias questions were not used in non-response bias analysis because they were less than the minimum threshold of 90%. Differences between respondents and non-respondents on these variables, if found, could indicate non-response bias, but could instead be due to the incompleteness of the data from non-respondents.

A chi-square test of independence was used to detect differences in observed non-response variables between respondents and non-respondents, based on the administrators' observational data (Table 6 through Table 8). Group size was collapsed into four categories: groups with one person, groups with two people, groups with three or four people, and groups with five or more people. The result of the chi-square test suggests that there was no statistically significant difference in the distribution of group sizes between respondents and non-respondents. This non-response bias analysis provides no compelling evidence of non-response bias related to group size within the survey's sample.

Table 6. Group size comparison between respondents and non-respondents

Response	Respondents (n=836)		Non-Respondents (n=519)	
	<i>n</i>	<i>prop</i>	<i>n</i>	<i>prop</i>
1 person	212	25%	104	20%
2 people	380	46%	233	45%
3-4 people	152	18%	129	25%
5 or more people	92	11%	53	10%
p-value (Chi-square) ¹		0.012		

¹ $\alpha = 0.05$, $p \leq 0.006$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

Table 7. Adult gender mix comparison between respondents and non-respondents

Response	Respondents (n=816)		Non-Respondents (n=517)	
	<i>n</i>	<i>prop</i>	<i>n</i>	<i>prop</i>
Mixed gender	484	59%	315	61%
All female	160	20%	70	14%
All male	172	21%	132	26%
p-value (Chi-square)			0.008	

¹ $\alpha = 0.05$, $p \leq 0.006$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

Table 8. Initial contact gender comparison between respondents and non-respondents

Response	Respondents (n=821)		Non-Respondents (n=518)	
	<i>n</i>	<i>prop</i>	<i>n</i>	<i>prop</i>
Female	417	51%	234	45%
Male	404	49%	284	55%
p-value (Chi-square) ¹			0.045	

¹ $\alpha = 0.05$, $p \leq 0.006$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

For descriptive purposes, results from the non-response bias questions for which less than the minimum threshold (90%) of valid responses were collected are presented below; however the results are not considered to adequately address potential non-response bias because percentages of valid responses for these variables are below the minimum threshold. Continuous variables, including the number of adults in visitor groups, the number of children in visitor groups, and the length of groups' visits, were categorized for analysis.

Results of these tests indicate that, among those visitor groups who provided responses to the non-response bias questions, there were no significant differences between respondents and non-respondents on either the number of adults in the group, the number of children, visit length, or presence of physical condition (Table 9, Table 10, Table 11, and Table 13). These findings were consistent with the non-significance of the results of the main analysis on group size. On the other hand, respondent groups were somewhat more likely than non-respondent groups visit in family groups (Table 12). Although statistically significant, this difference was not particularly large. Respondents and non-respondents had the same modal category on each of the variables, as well as generally similar percentage distributions overall. As noted above, the differences that did exist might indicate some non-response bias on these characteristics, but could just as plausibly be attributed to incomplete data on the non-respondents.

Table 9: Number of adult group members comparison between respondents and non-respondents

Response	Respondents (n=862)		Non-Respondents (n=400)	
	<i>n</i>	<i>prop</i>	<i>n</i>	<i>prop</i>
1 adult	270	31%	104	26%
2 adults	478	55%	216	54%
3-4 adults	83	10%	57	14%
5 or more adults	32	4%	24	6%
p-value (Chi-square) ¹			0.011	

¹ $\alpha = 0.05$, $p \leq 0.006$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

Table 10: Number of child (under 18 years) group members comparison between respondents and non-respondents

Response	Respondents (n=327)		Non-Respondents (n=157)	
	<i>n</i>	<i>prop</i>	<i>n</i>	<i>prop</i>
0 children	109	33%	38	24%
1 child	93	28%	52	33%
2 or more children	125	38%	67	43%
p-value (Chi-square) ¹			0.121	

¹ $\alpha = 0.05$, $p \leq 0.006$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

Table 11: Group visit length comparison between respondents and non-respondents

Response	Respondents (n=838)		Non-Respondents (n=358)	
	<i>n</i>	<i>prop</i>	<i>n</i>	<i>prop</i>
1 hour	207	25%	77	22%
2 hours	253	30%	104	29%
3-4 hours	225	27%	105	29%
5-23 hours	91	11%	33	9%
24 hours or more	62	7%	39	11%
p-value (Chi-square) ¹			0.197	

¹ $\alpha = 0.05$, $p \leq 0.006$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

Table 12: Group type comparison between respondents and non-respondents

Response	Respondents (n=850)		Non-Respondents (n=382)	
	<i>n</i>	<i>prop</i>	<i>n</i>	<i>prop</i>
Alone	218	26%	72	19%
Friends	139	16%	63	17%
Family	454	53%	214	56%
Family and Friends and other	38	5%	33	9%
p-value (Chi-square) ¹			0.003	

¹ $\alpha = 0.05$, $p \leq 0.006$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

Table 13: Presence of a group member with a physical condition that might make it difficult to access or participate in park activities or services comparison between respondents and non-respondents

Response	Respondents (n=839)		Non-Respondents (n=371)	
	<i>n</i>	<i>prop</i>	<i>n</i>	<i>prop</i>
No	787	94%	344	93%
Yes	52	6%	27	7%
p-value (Chi-square) ¹			0.483	

¹ $\alpha = 0.05$, $p \leq 0.006$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

Taken together, the results of the main analysis and these supplemental descriptive analyses suggest that non-response bias, if any, need not be a major concern for interpreting the survey's substantive findings.

Weighting of Survey Response Data

The survey data were weighted using count data acquired by survey administrators. At most survey sampling sites (all except the train station sites), count data were collected for four 30-minute time periods throughout the sampling day at each site. At each survey sampling site, the number of visitors passing the survey administration threshold were counted. These data were used to estimate the probability of selection for each contacted visitor group. The reciprocal of this number was then used as a temporary weight for each completed survey response. The temporary weights were then deflated to reduce the overall weighted sample size for the survey sample. This deflation of the weighted sample size was performed to compensate for any increase in the margin of error that is produced due to weighting the survey sample data (Dorofeev and Grant, 2006). This also provides a weighted sample size the same as the number of surveys collected. All percentages reported in figures are weighted percentages, unless otherwise noted. Unweighted and weighted frequencies can be found in Appendix 3.

Data Analysis

Descriptive statistics and cross-tabulations were calculated for the coded data and response to open-ended questions were categorized and summarized. SPSS statistical software was used for data analysis. Cross-tabulations are presented in the following results sections. Descriptive statistics for those variables for which measures of central tendency can be computed are presented in Appendix 1.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of July 24 – August 2, 2015. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.
5. Non-response bias analysis results suggest the survey results may over-represent groups visiting alone and under-represent groups of family and friends.

Special Conditions

The weather during the survey period was generally sunny and warm. High temperatures varied from low-70s to low-80s. No storms occurred during the sampling period. One major event occurred during the sampling period – the Burning River 100-mile race on July 24 – 25.

Results

Demographics Visitor group size

Question 1

Including yourself, how many people were in your personal group on this trip to Cuyahoga Valley National Park?

Results (Figure 2)

- 41% of visitors were in groups of two.
- 32% of groups consisted of one person.
- 26% of visitors were in groups of 3 or more.

See Appendix 1 for more details.

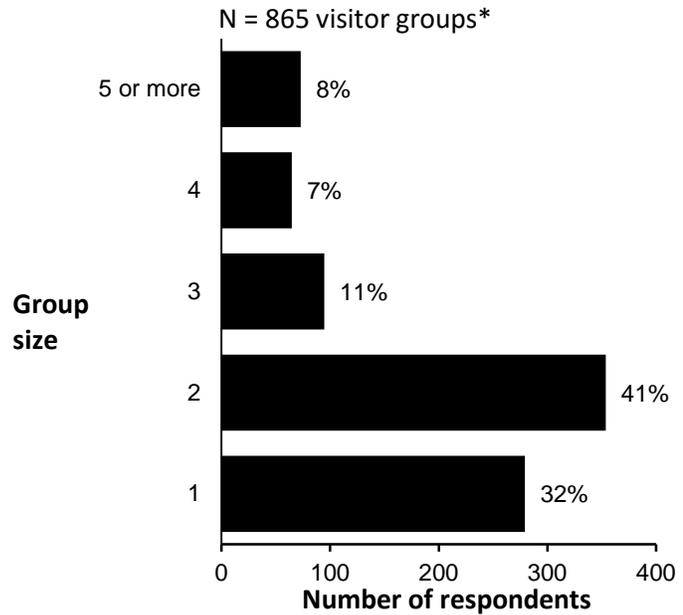


Figure 2: Visitor group size

Number of adults within group

Question 1

Including yourself, how many people were in your personal group on this trip to Cuyahoga Valley National Park? Number of adults (18 years and older).

Results (Figure 3)

- 47% of visitor groups contained two adults.
- 42% of groups contained one adult.
- 11% of groups contained 3 or more adults.

See Appendix 1 for more details.

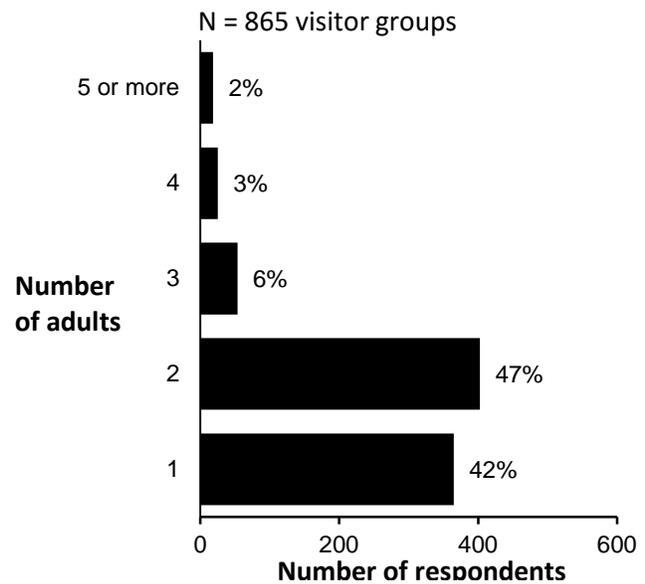


Figure 3: Number of adults in personal group

Number of children within group

Question 1

Including yourself, how many people were in your personal group on this trip to Cuyahoga Valley National Park? Number of children (under 18 years).

Results (Figure 4)

- 73% of visitor groups contained no children.
- 12% of visitor groups contained only one child.
- 15% of visitor groups contained two or more children.

See Appendix 1 for more details.

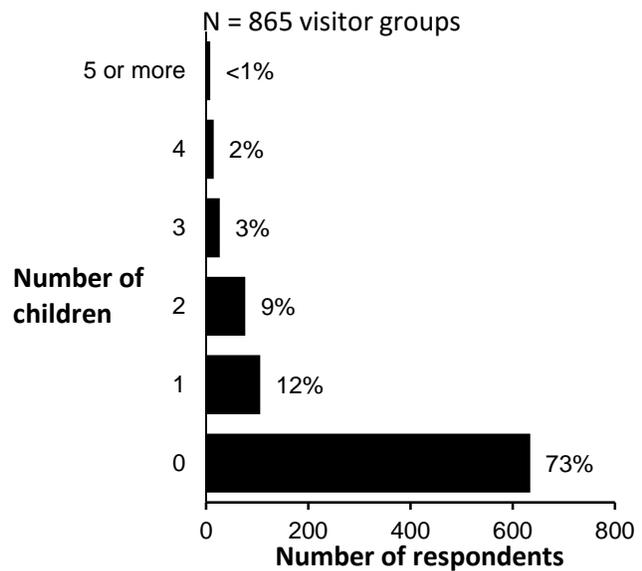


Figure 4: Number of children in personal group

Visitor group type

Question 2

On this trip to Cuyahoga Valley National Park, what type of group were you with?

Results (Figure 5)

- Half of visitor groups were made up of family members.
- 30% were alone.
- Of those groups who responded “other” (5%), group types included:
 - Couples/significant others
 - Accompanied by dogs
 - Running/hiking clubs
 - Painting clubs
 - Habitat restoration
 - Field trip/summer program
 - Church
 - Co-workers

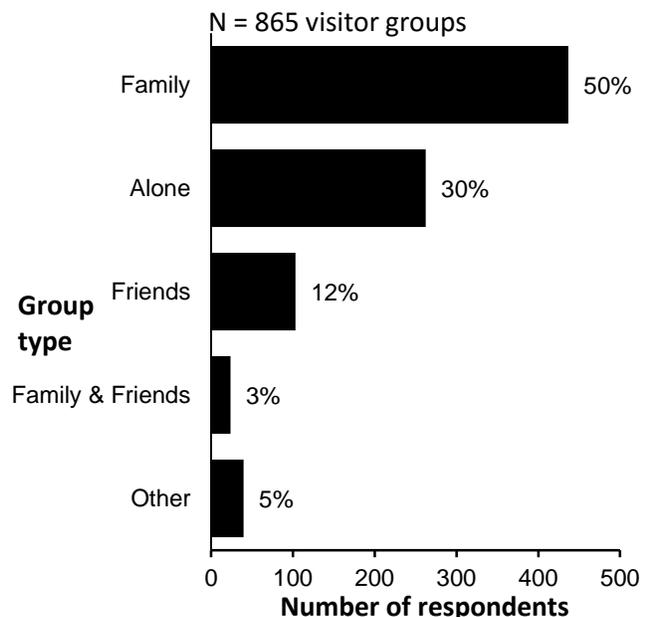


Figure 5: Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor ethnicity

Question 37b

For your personal group (up to seven members) on this trip to Cuyahoga Valley National Park, please provide your ethnicity.

Note: Response was limited to seven members from each visitor group.

Results (Figure 6)

- 2% of visitors were Hispanic or Latino.

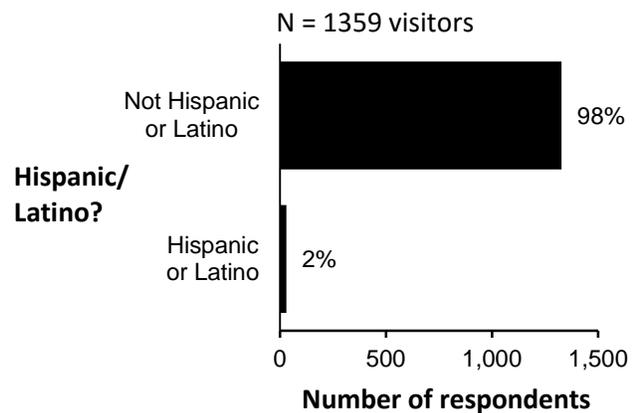


Figure 6: Visitor ethnicity

Visitor race

Question 38

For your personal group on this trip to Cuyahoga Valley National Park, please provide your race.

Note: Response was limited to seven members from each visitor group.

Results (Figure 7)

- 94% of visitors were White.
- 3% of visitors were Asian.
- Very few visitors were Black or African American (1%), American Indian or Alaskan Native (1%), or Native Hawaiian or other Pacific Islander (<1%).

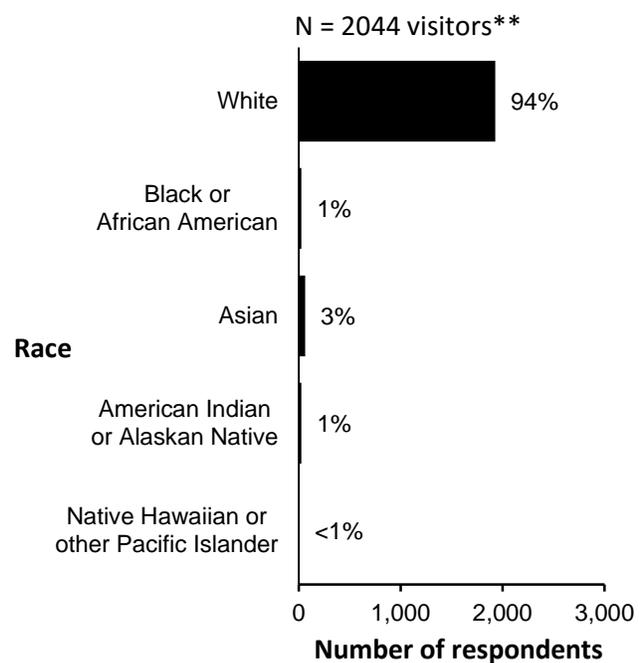


Figure 7: Visitor race

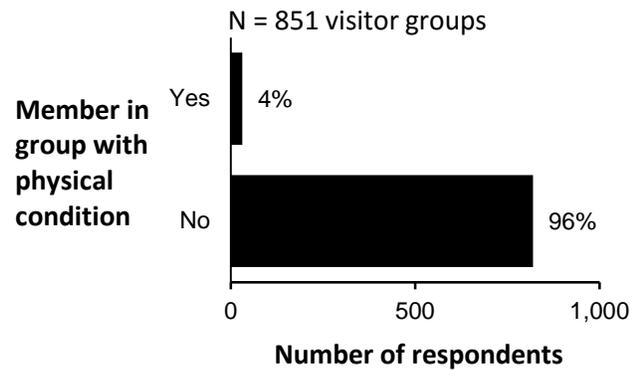
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitors with physical conditions

Question 22a

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, on this trip to Cuyahoga Valley National Park?



Results (Figure 8)

- 4% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

Figure 8: Visitors with disabilities/impairments

Question 22b

If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? (open-ended)

Table 14: Activities/services/facilities difficult to participate in/access

N = 32 comments

Activity, service, or facility	Frequency of times mentioned*
Brandywine Falls	16
Unpaved trails	7
Walking	4
Bicycle riding	3
Other comments	5

Results (Table 14)

- Brandywine Falls was the most frequent site (mentioned 16 times) where a group member had access/participation difficulties.
- Unpaved trails were mentioned as causing access/participation difficulties (mentioned 7 times).

*Total mentions is greater than 32 due to multiple items included in some responses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor gender

Question 37a

For your personal group (up to seven members) on this trip to Cuyahoga Valley National Park, please provide your gender.

Note: Response was limited to seven members from each visitor group.

Results (Figure 9)

- Approximately half of visitors were male and half were female, where slightly more visitors were female.

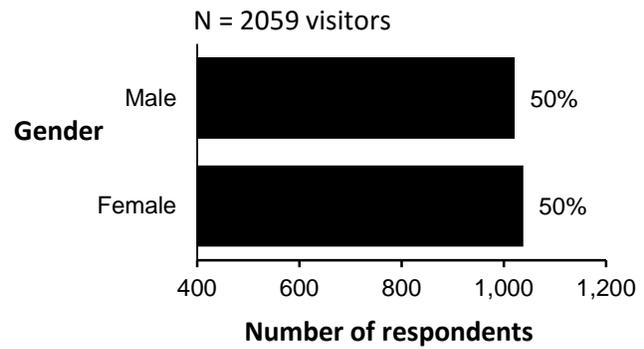


Figure 9: Visitor gender

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor age

Question 36a

For your personal group on this trip to Cuyahoga Valley National Park, please provide your current age.

Note: Response was limited to seven members from each visitor group.

Results (Figure 10)

- Visitor ages ranged from less than 1 year old to 92 years old.
- 53% of visitors were in the 36-65 age group.
- 19% of visitors were 15 years or younger.
- 13% of visitors were 66 years or older.

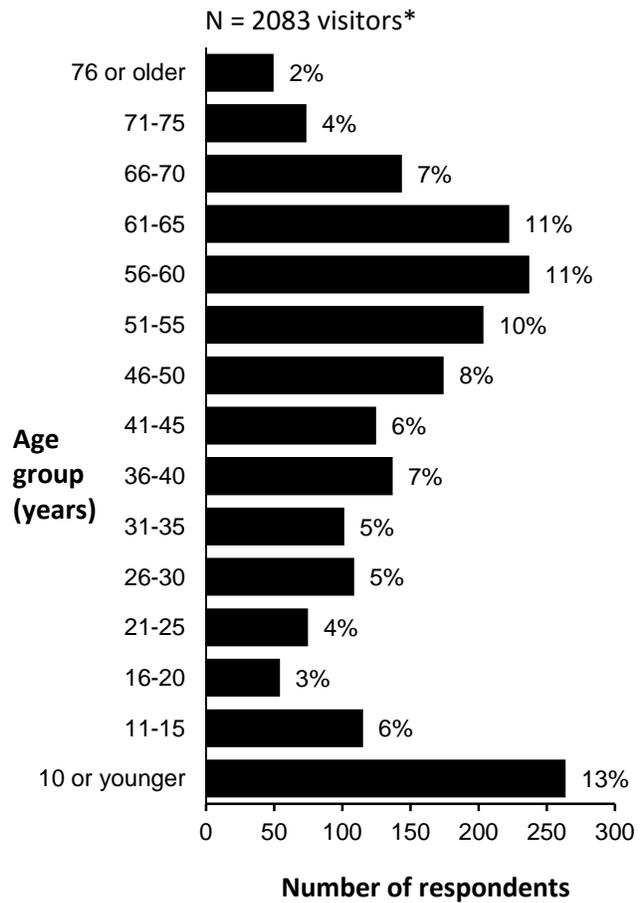


Figure 10: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to park

Question 35

How frequently have you personally visited Cuyahoga Valley National Park during the last 12 months?

Results (Figure 11).

- 30% of visitors visited the park only once in the last 12 months.
- 26% of visitors visited several times per month in the last 12 months.

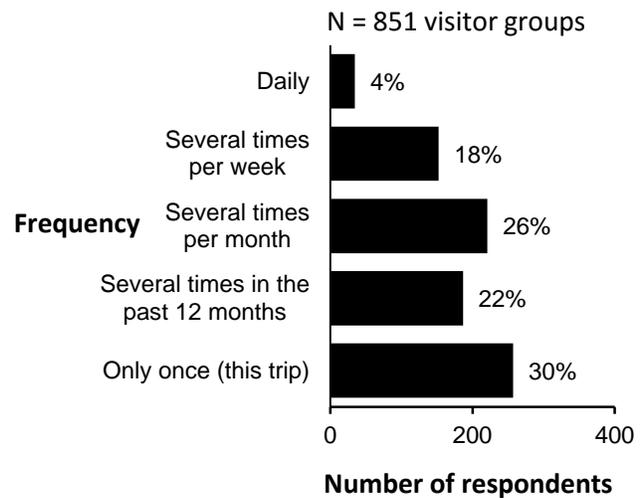


Figure 11: Park visits in last 12 months

Visitor level of education

Question 39

What is the highest level of formal education completed by each member of your personal group on this trip to Cuyahoga Valley National Park?

Note: Response was limited to seven members from each visitor group.

Results (Figure 12)

- 32% of visitors graduated from a college, business, or trade school.
- 26% of visitors completed a Master’s, doctoral, or professional degree.

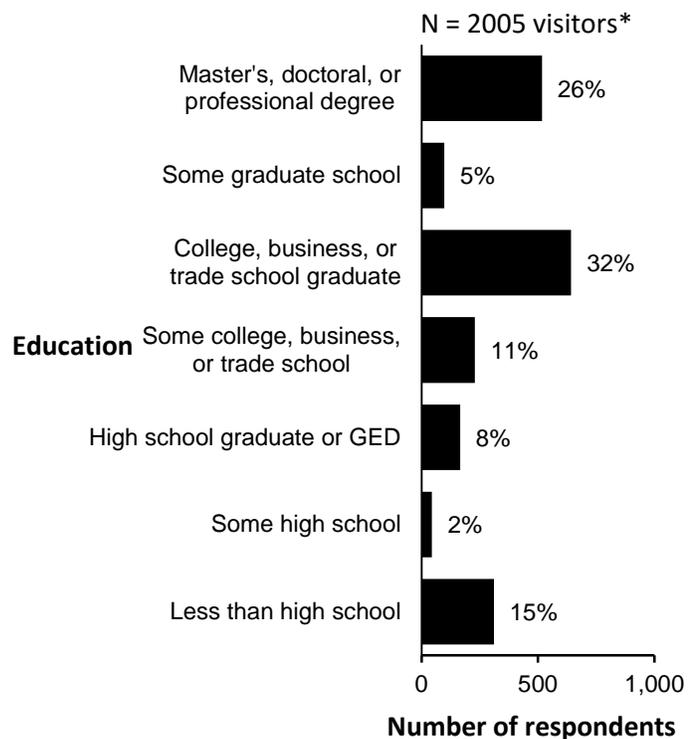


Figure 12: Visitor level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

U.S. visitors' state of residence

Question 36b

For your personal group on this trip to Cuyahoga Valley National Park, please provide your U.S. zip code.

Note: Response was limited to seven members from each visitor group.

Results (Table 15 and Figure 13)

- U.S. visitors came from 37 states and comprised 99% of total visitation to the park during the survey period.
- 80% of U.S. visitors came from Ohio.
- Much smaller proportions came from 36 other states.

Table 15: United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N = 1,894 individuals	Percent of all visitors N = 1,915 individuals
Ohio	1519	80	79
Illinois	65	3	3
Michigan	52	3	3
Pennsylvania	51	3	3
New Jersey	28	1	1
Florida	28	1	1
Texas	23	1	1
Maryland	20	1	1
North Carolina	19	<1	<1
Kentucky	13	<1	<1
Indiana	12	<1	<1
26 other states	64	3	3

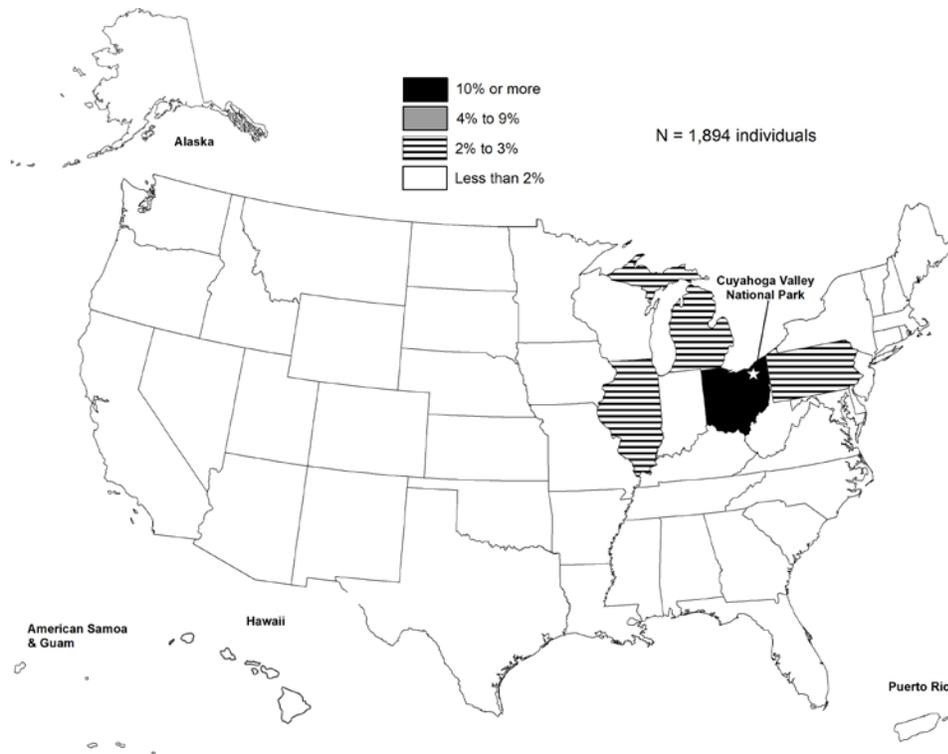


Figure 13: Proportion of US visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

International visitor's country of residence

Question 36c

For your personal group on this trip to Cuyahoga Valley National Park, please provide your U.S. zip code or name of country other than U.S.

Note: Response was limited to seven members from each visitor group.

Table 16: International visitors by country of residence

Country	Number of visitors*	Percent of International visitors N = 21 individuals	Percent of all visitors N = 1915 individuals
Canada	11	52	<1
Macedonia	7	33	<1
Germany	2	10	<1
Luxembourg	1	5	<1

Results (Table 16)

*CAUTION: Number of respondents less than 30 visitor groups

- International visitors were from four countries and comprised 1% of total visitation to the park during the survey period.
- 52% of international visitors came from Canada.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor speaking language

Question 41

When visiting an area such as Cuyahoga Valley National Park, what language do you personally prefer to use for speaking?

Results (Figure 14)

- 99% of visitor groups reported English as their preferred language for speaking.
- Of those who responded “Other” (1%) languages specified included:
 - Chinese
 - Dutch
 - Portuguese
 - Serbian
 - English, Chinese, French, and/or Spanish as a part of being bi- or multilingual.

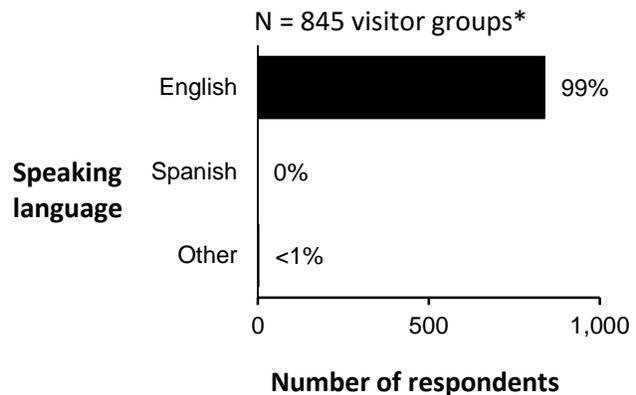


Figure 14: Preferred speaking language

Visitor reading language

Question 41

When visiting an area such as Cuyahoga Valley National Park, what language do you personally prefer to use for reading?

Results (Figure 15)

- 99% of visitor groups reported English as their preferred language for reading.
- Of those who responded “Other” (<1%) languages specified included:
 - English, French, and/or Spanish as a part of being bi- or multilingual.

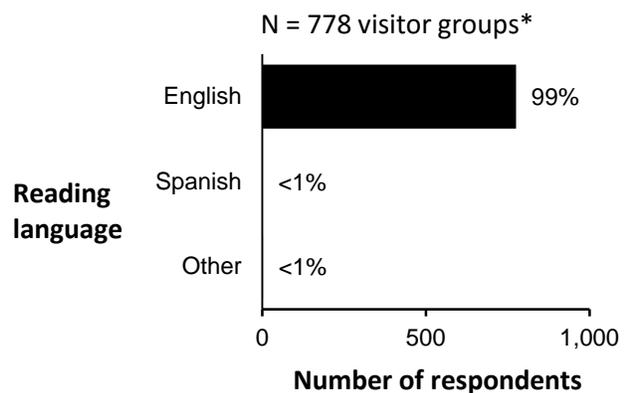


Figure 15: Preferred reading language

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Live in nearby area

Question 28

Do you live within the shaded area shown on the map (i.e., nearby area)?

See Appendix 2 for map.

Results (Figure 16)

- 66% of visitor groups live within the shaded area on the map (i.e., nearby area).
- 34% of visitor groups did not live in the shaded area (i.e., nearby area).

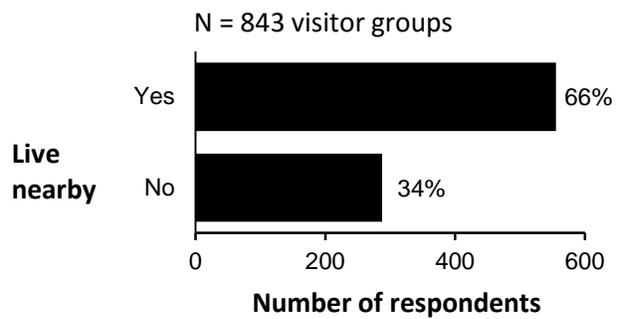


Figure 16: Visitors who live in nearby area

Household size

Question 40

Including yourself, how many people are in your household?

Results (Figure 17)

- 44% of visitor groups had a household two.
- 17% of had a household of four.
- 2.7 was the mean household size.

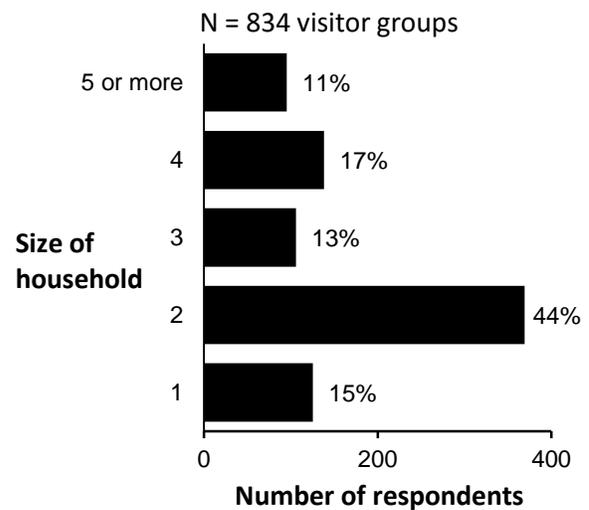


Figure 17: Size of household

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Trip Information

Overnight stay

Question 29a

On this trip to Cuyahoga Valley National Park and the nearby area, did you stay overnight away from your permanent residence either inside Cuyahoga Valley National Park or within the nearby area (within the shaded area of the map on p. 11)?

See Appendix 2 for map.

Results (Figure 18)

- 88% of visitor groups did not stay overnight inside the park or within the nearby area on this trip.

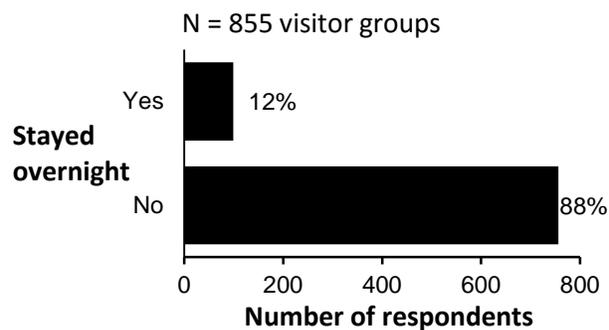


Figure 18: Visitors who stay overnight in/near park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Nights spent in overnight accommodations

Question 29b

If you stayed overnight, please list the number of nights you stayed in Cuyahoga Valley National Park and/or in the nearby area on this trip.

Results (Figure 19)

- 44% of visitor groups who stayed overnight stayed in “Lodging outside the park.”
- 19% stayed in “Other accommodations.”

Results (Table 17)

- Table 17 shows to total nights spent in different accommodations in and outside the park.
- 52 visitor groups stayed in “Lodging outside the park,” with an average stay of 1.9 nights.
- 22 visitor groups stayed in “Other accommodations,” with an average stay of 3.7 nights.
- 7 visitor groups stayed overnight “camping in park,” with an average stay of 9.7 nights.

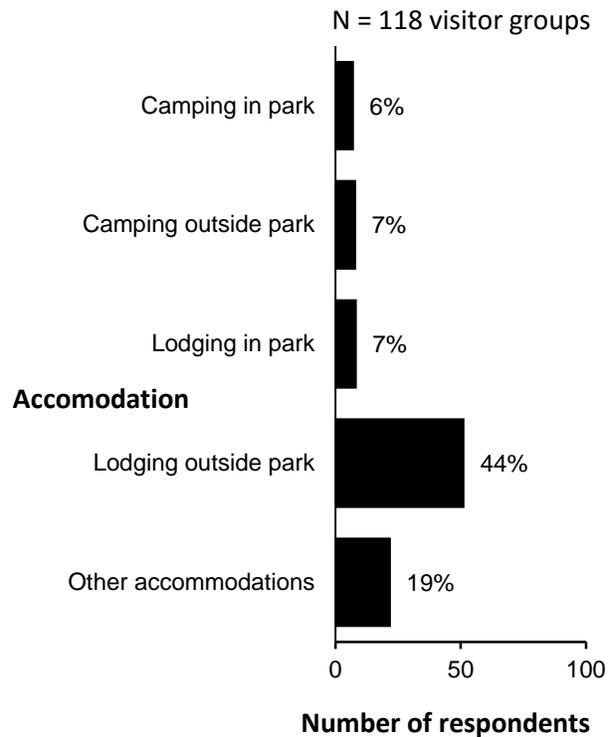


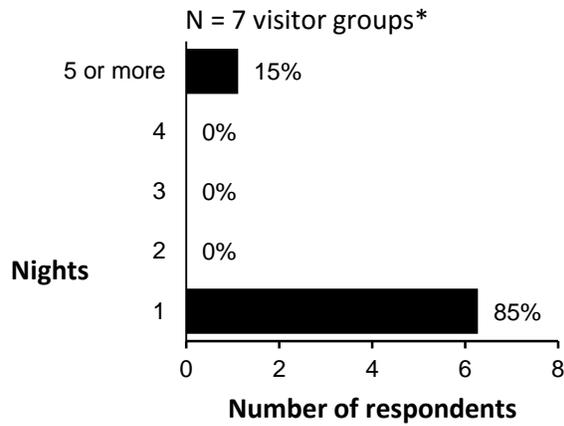
Figure 19: Visitors who stayed overnight, by accommodation

Table 17: Nights spent in accommodations

Accommodations	N	Total nights	Average per visitor group	Reported minimum	Reported maximum
Camping in park	7	72	9.7	1	59
Camping outside park	8	24	2.9	1	5
Lodging in park	8	18	2.1	1	4
Lodging outside park	52	99	1.9	1	12
Other accommodations	22	82	3.7	1	14
Total		295			

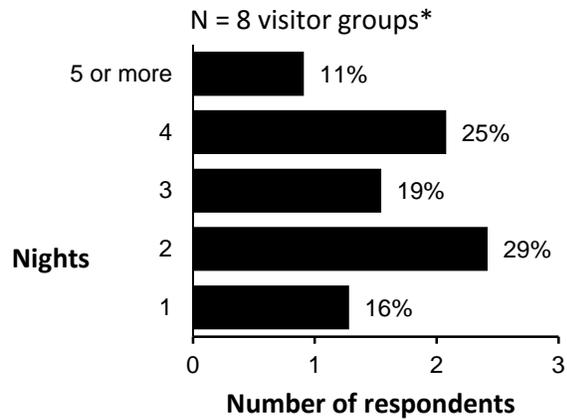
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer



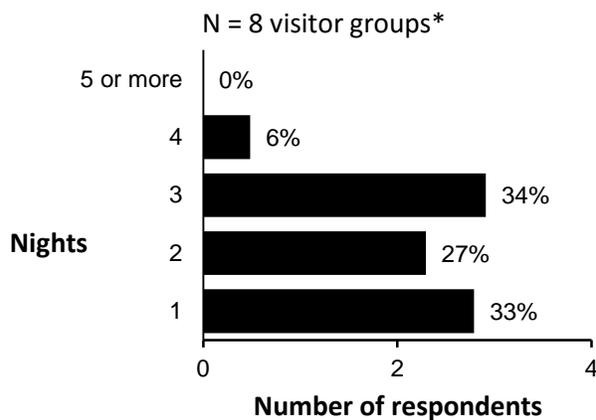
**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 20: Nights camping in park



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 21: Nights camping outside park



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 23: Nights in lodging in park

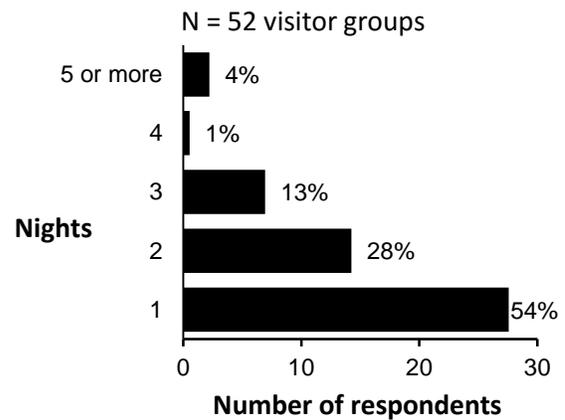


Figure 22: Nights in lodging outside park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

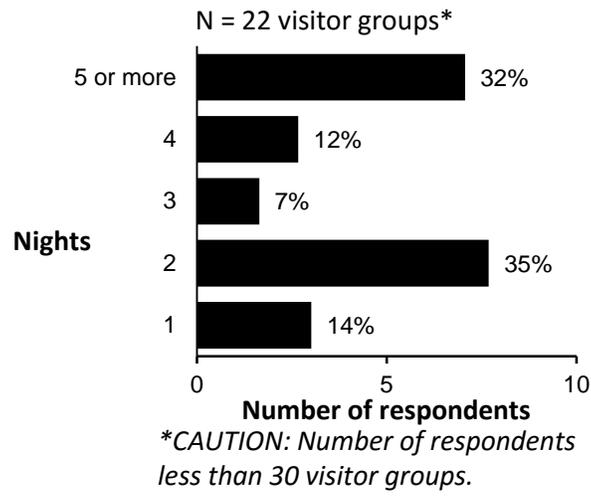


Figure 24: Nights spent in other accommodations

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Days entered or re-entered park

Question 32

On how many days during this trip did you enter or re-enter Cuyahoga Valley National Park? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

Results (Figure 25)

- 89% of visitors groups entered or re-entered the park on only 1 day.
- 11% of visitors groups entered or re-entered the park on 2 or more days during their trips.

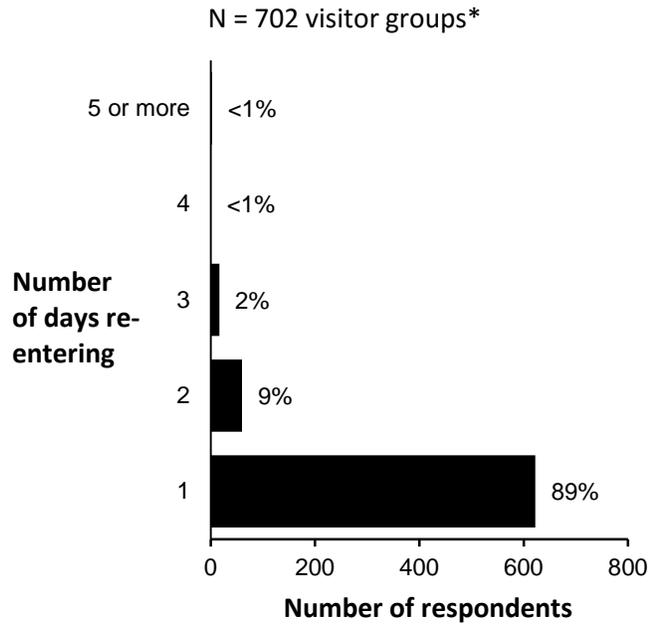


Figure 25: Days entered or re-entered park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home

Question 30

What was this trip to Cuyahoga Valley National Park your primary or sole purpose for your trip away from home, one of several equally important destinations on your trip away from home, or just an incidental or spur of the moment stop on your trip away from home?

Results (Figure 26)

- Visiting Cuyahoga Valley National Park was the primary purpose of the trip for 75% of visitor groups.

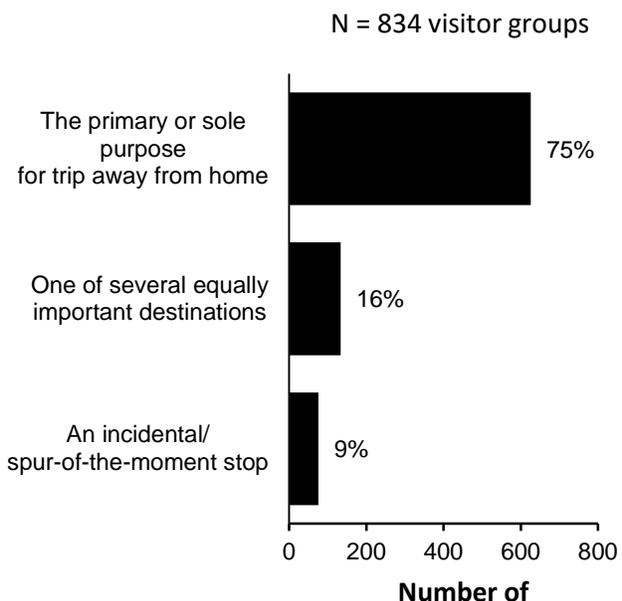


Figure 26: Role of park visit in trip away from home

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

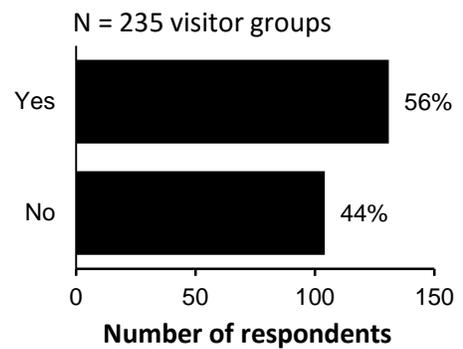
Role of park visit in trip away from home

Question 30

If this was one of several equally important destinations on your trip away from home, was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map on p.11)?

See Appendix 2 for map.

Other equally important destinations located in nearby area



Results (Figure 27)

- 56% of destinations of equal importance to Cuyahoga Valley National Park were within the shaded area of the map.

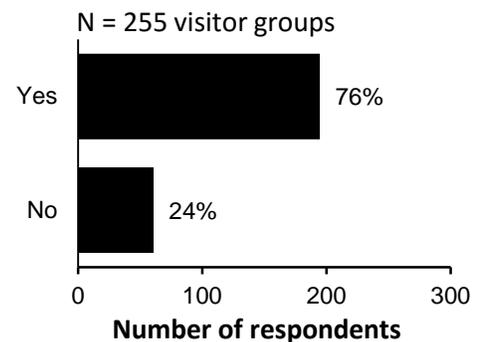
Figure 27: Location of other equally important destinations

Question 30

If this was just an incidental or spur of the moment stop on your trip away from home, was your primary destination located within the nearby area (within the shaded area of the map on p.11)?

See Appendix 2 for map.

Primary destination located in nearby area



Results (Figure 28).

- 76% of all primary destinations for spur of the moment trips were within the shaded area of the map.

Figure 28: Location of primary destination if spur of the moment trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visits to other National Park Service sites

Question 31a

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

Results (Figure 29)

- 94% of visitors groups did not visit other National Park Service units on their trip away from home.

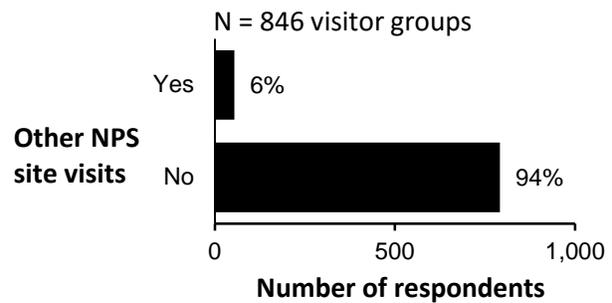


Figure 29: Visited other NPS sites this trip

Other national parks visited

Question 31b

Please specify any other National Park Service sites you visited on your trip away from home.

Results (Table 18)

- Of those visitor groups that did visit other NPS units on their trip (6%), the most common other NPS units included:
 - Acadia National Park (mentioned 6 times)
 - Great Smoky Mountains National Park (mentioned 5 times)

Table 18: Other NPS sites visited

Other NPS sites visited	Frequency of times mentioned
Acadia National Park	6
Great Smoky Mountains National Park	5
James A. Garfield National Historic Site	4
Mammoth Cave National Park	3
Mount Rushmore National Memorial	3
National Mall & Memorial Parks	3
Badlands National Park	2
Death Valley National Park	2
Herbert Hoover National Historic Site	2
Indiana Dunes National Lakeshore	2
Mesa Verda National Park	2
Saratoga National Historical Park	2
Yellowstone National Park	2
Yosemite National Park	2
Other NPS Sites	48

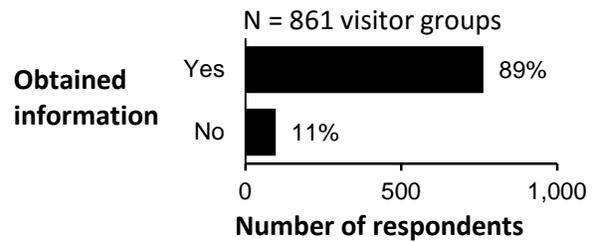
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information Prior to Visit
Information sources prior to visit

Question 5

Prior to this visit, how did you and any other member of your personal group obtain information about Cuyahoga Valley National Park?



Results (Figure 30 and Figure 31)

- 89% of visitor groups obtained information about Cuyahoga Valley National Park prior to their visit.
- As shown in Figure 31, among those visitor groups who obtained information about Cuyahoga Valley National Park prior to their visit, the most common information sources were:
 - 65% previous visits
 - 37% Cuyahoga Valley National Park’s website
 - 32% friends, relatives, or word of mouth

Figure 30: Visitor groups that obtained information about the park prior to visit

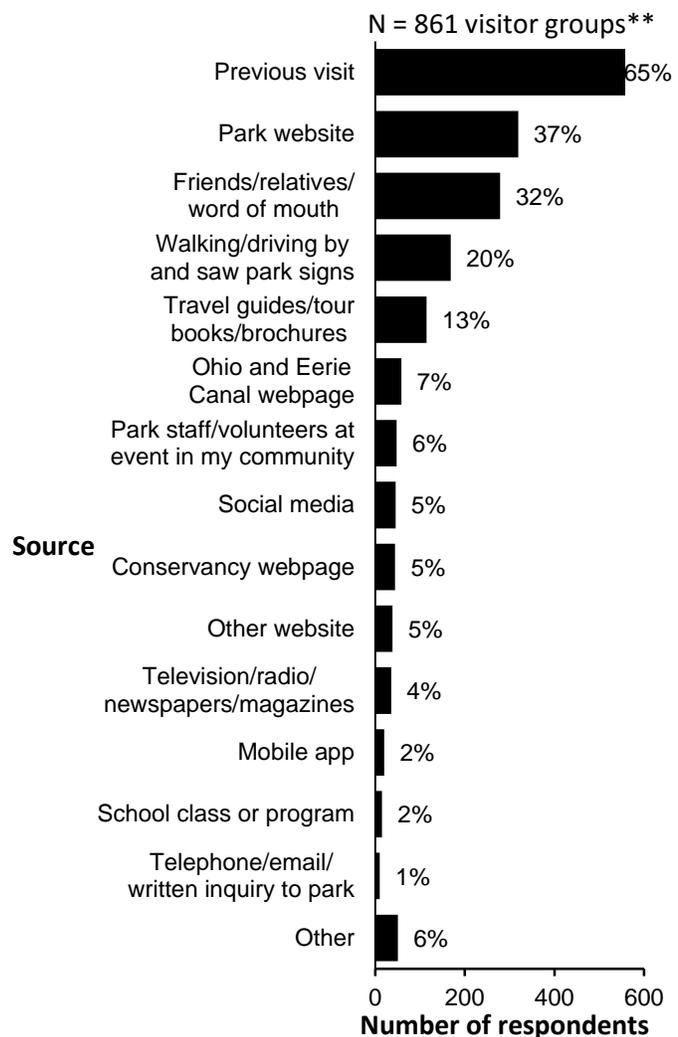


Figure 31: Information sources used prior to trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information needed

Question 6a

Did you and your personal group have the type of information about Cuyahoga Valley National Park you needed on this trip?

Results (Figure 32)

- 95% of visitor groups had the information they needed prior to their visit.

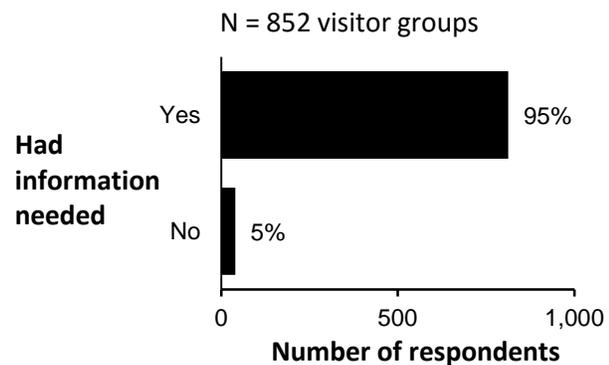


Figure 32: Had information needed on this trip

Information visitors needed but did not have

Question 6b

If NO, what type of park information did you and your personal group need that was not available? (open-ended)

Results (Table 19)

- Of those who did not have the information they needed, “Park map/more detailed map” and “train information” were mentioned the most frequently (mentioned 9 times).
- “Closures and alternate routes” was second most frequent (mentioned 8 times).
- “Things to do/trip planner” was third most frequent (mentioned 5 times).

Table 19: Information needed

N = 38 comments

Information	Frequency of times mentioned*
Park map/more detailed map	9
Train information	9
Closures and alternate routes	8
Things to do/trip planner	5
Trail surfaces	2
Schedule of events	1
Restaurant hours of operation	1
Other comments	4

*Total mentions is greater than 38 due to multiple items included in some responses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Awareness of park in national heritage area

Question 27

Prior to this visit, were you aware that Cuyahoga Valley National Park is located in the Ohio & Erie Canalway National Heritage Area?

Results (Figure 33)

- 76% of visitor groups were aware, prior to their visit, that the park is located in the Ohio & Erie Canalway National Heritage Area.

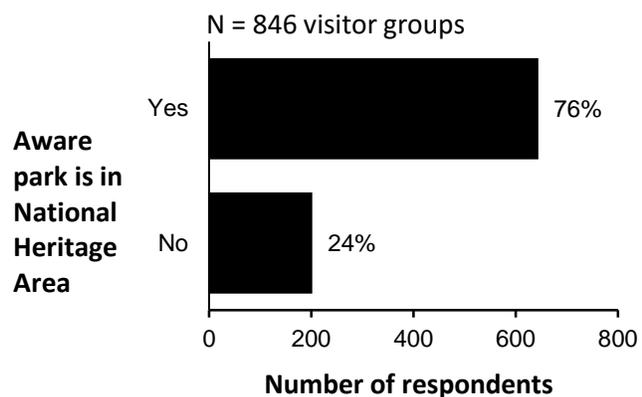


Figure 33: Awareness of park in National Heritage Area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information During Visit

Reasons for visiting the park on this trip

Question 10

How important to you was each of the following resources, qualities, and attributes as a reason for visiting the park on this trip?

Rating choices:

- 1 = Extremely important
- 2 = Very important
- 3 = Moderately important
- 4 = Slightly important
- 5 = Not important.

Results

- Figure 34 Shows the combined proportions of “extremely important” and “very important” ratings for reasons for visiting the park. N does not include “Not applicable” response.
- The reasons that received the highest combined proportions or “extremely important” and “very important” ratings were:
 - 92% Be outdoors
 - 86% Get physical exercise
 - 84% View wildlife or scenery
- The reasons that received the highest “not important” ratings included:
 - 25% View dark night sky/stars
 - 23% Attend a special event
- Of those who responded “Other” (7%), reasons specified included:
 - Ride the train
 - Ride a bike
 - Exercise dog
 - Because it was convenient
 - Therapy
 - Family history
 - See accessible sights

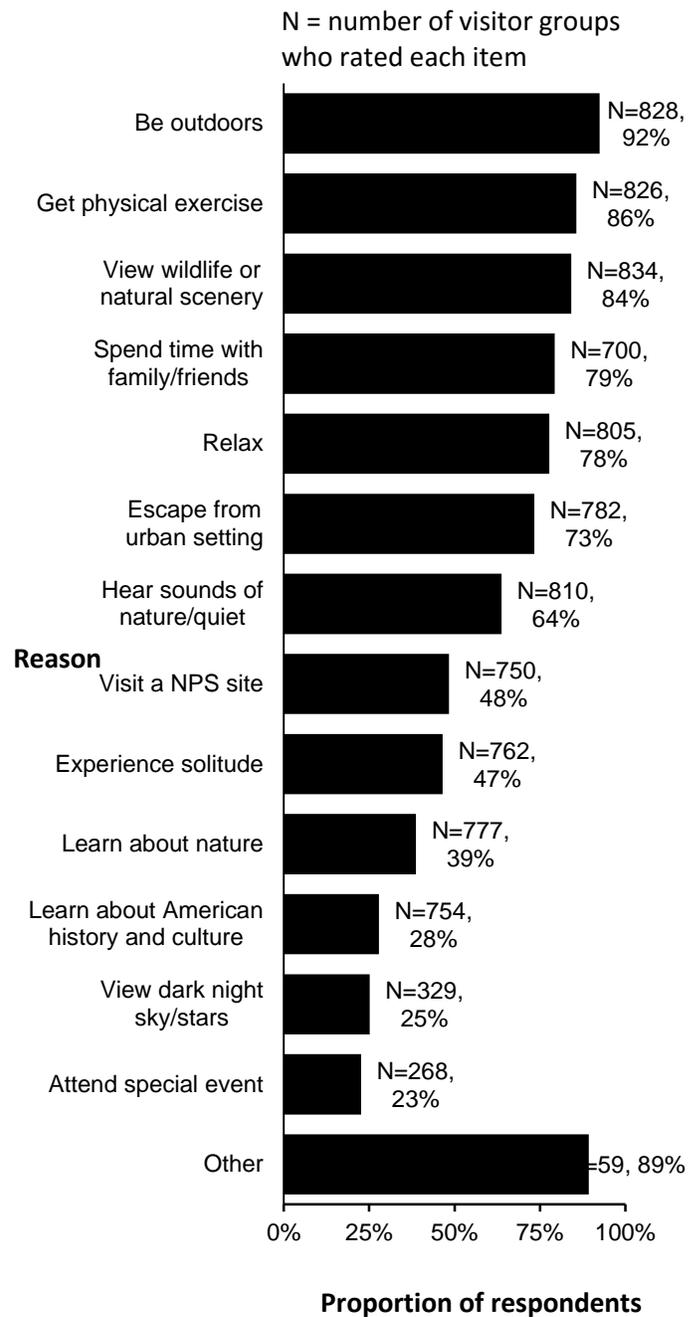


Figure 34: Reasons for visiting the park this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

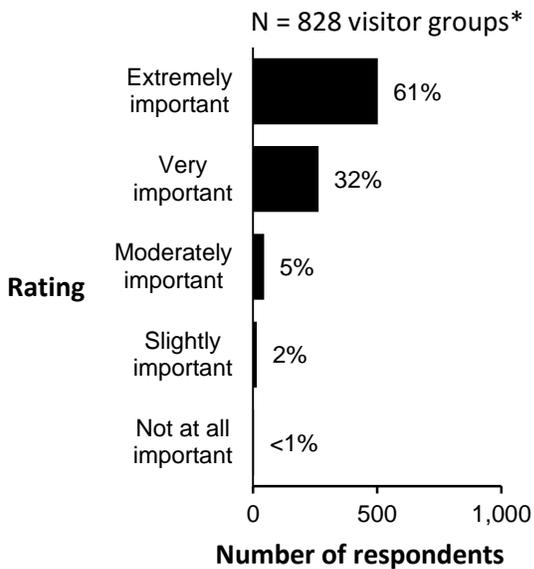


Figure 35: Importance of being outdoors

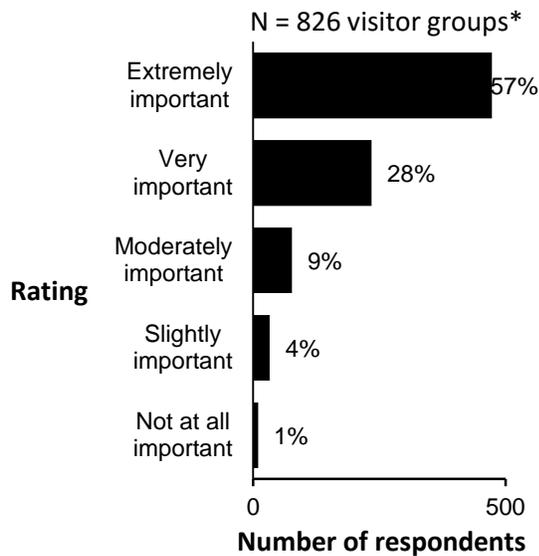


Figure 36: Importance of getting physical exercise

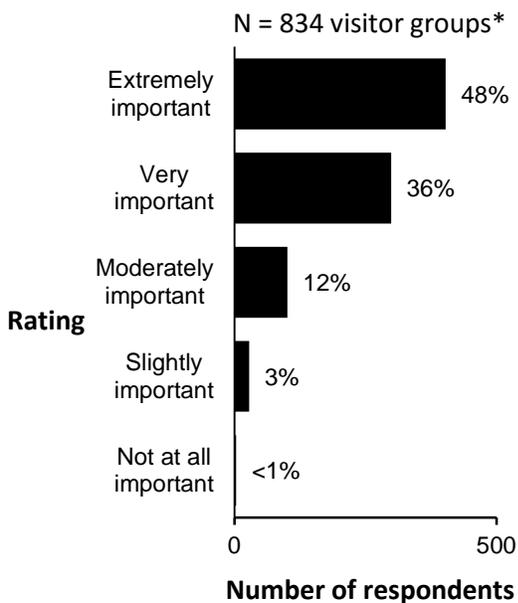


Figure 37: Importance of viewing wildlife or natural scenery

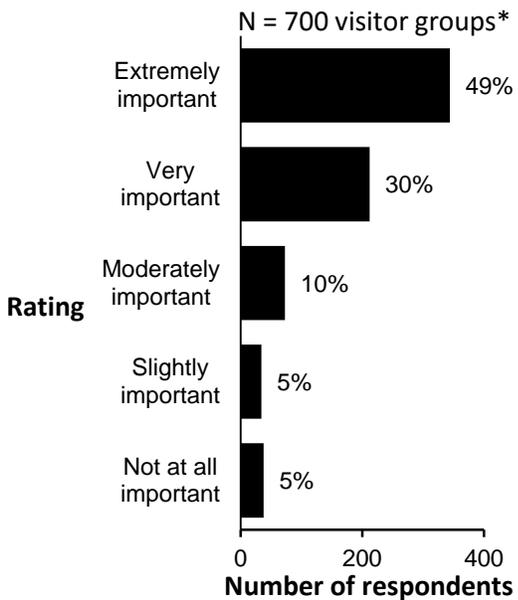


Figure 38: Importance of spending time with friends/family

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

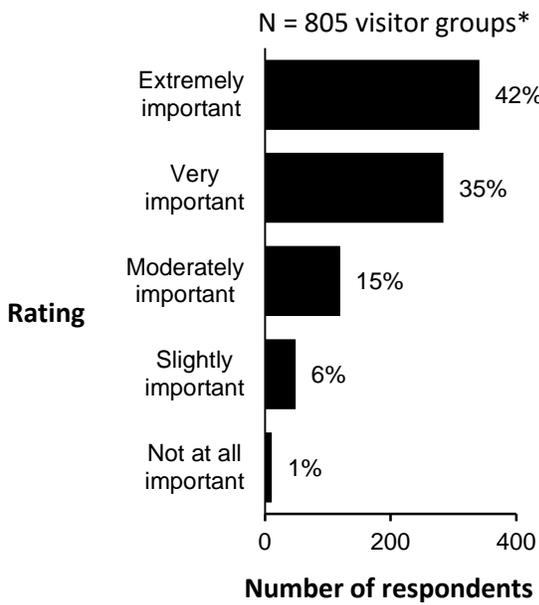


Figure 39: Importance of relaxing

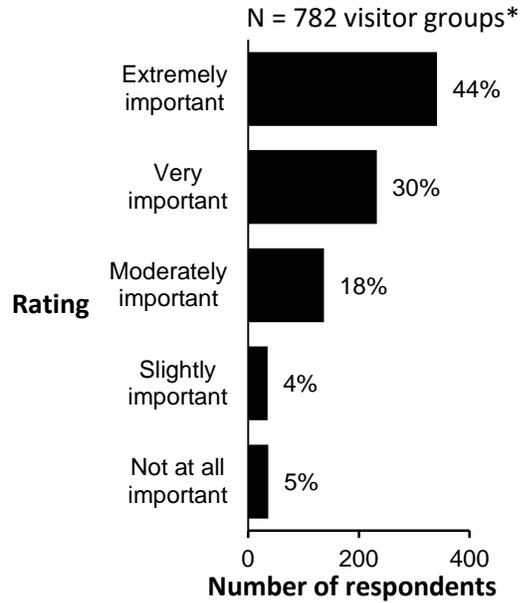


Figure 40: Importance of escaping urban setting

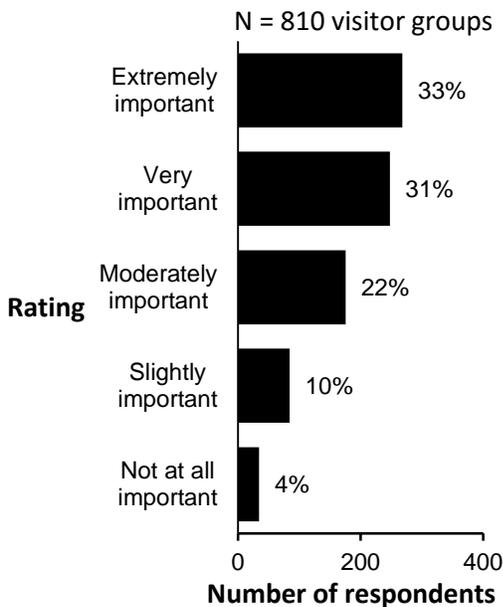


Figure 41: Importance of hearing the sounds of nature/quiet

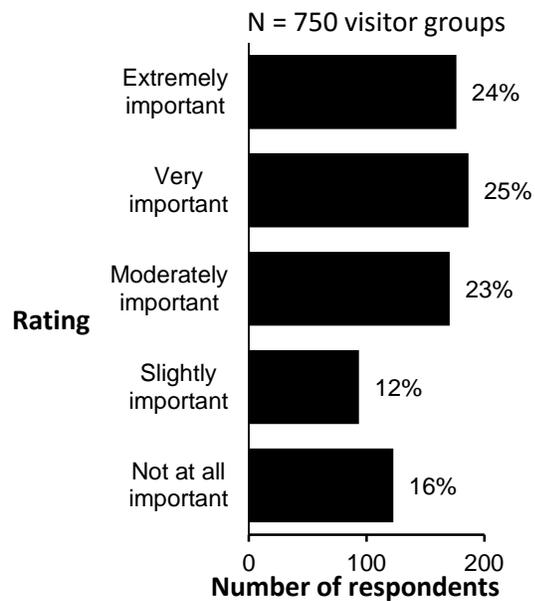


Figure 42: Importance of visiting an NPS site

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

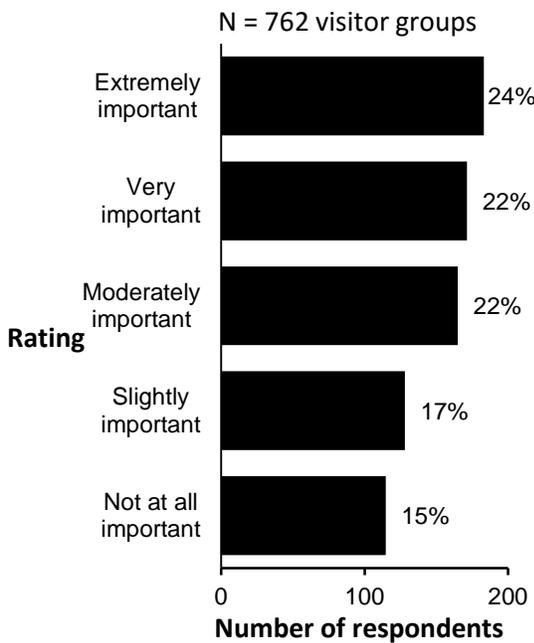


Figure 43: Importance of experiencing solitude

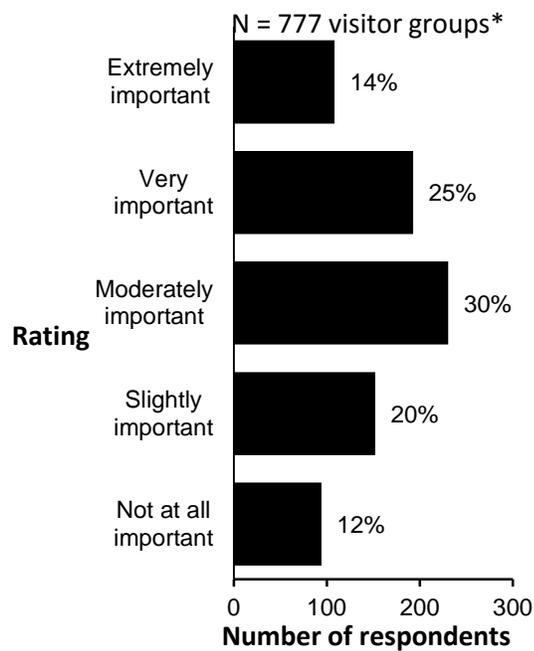


Figure 44: Importance of learning about nature

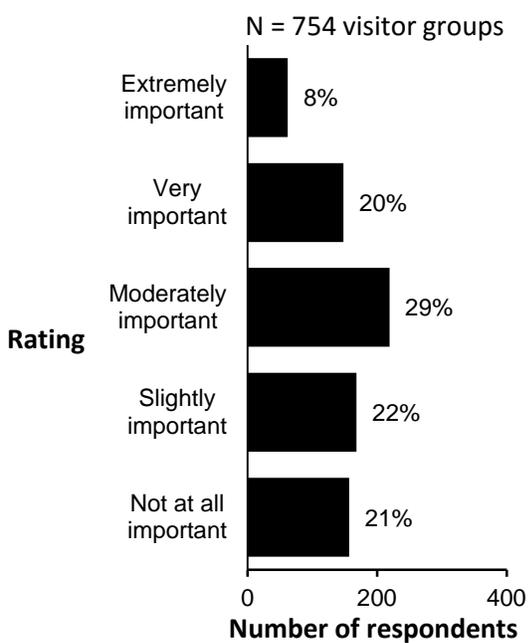


Figure 45: Importance of learning about American history and culture

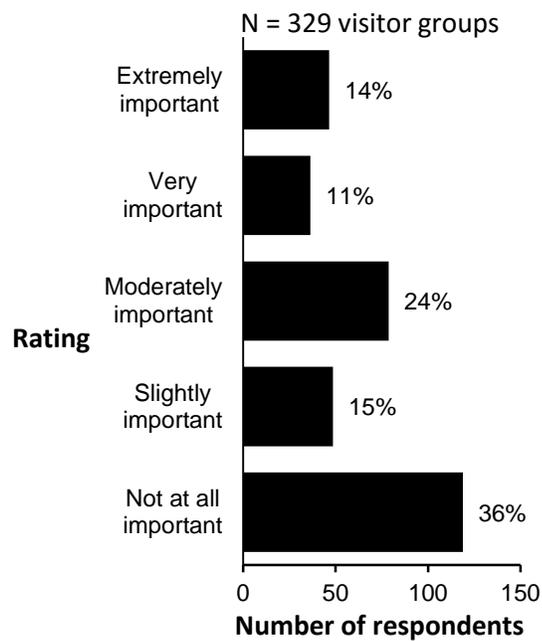


Figure 46: Importance of viewing dark night sky/stars

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

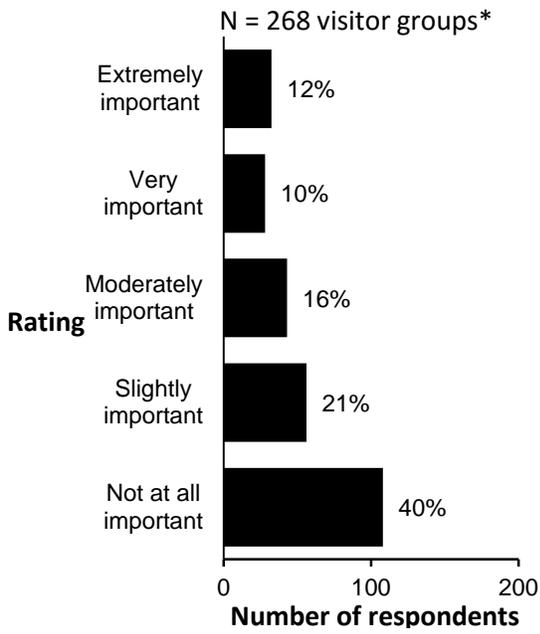


Figure 47: Importance of attending a special event

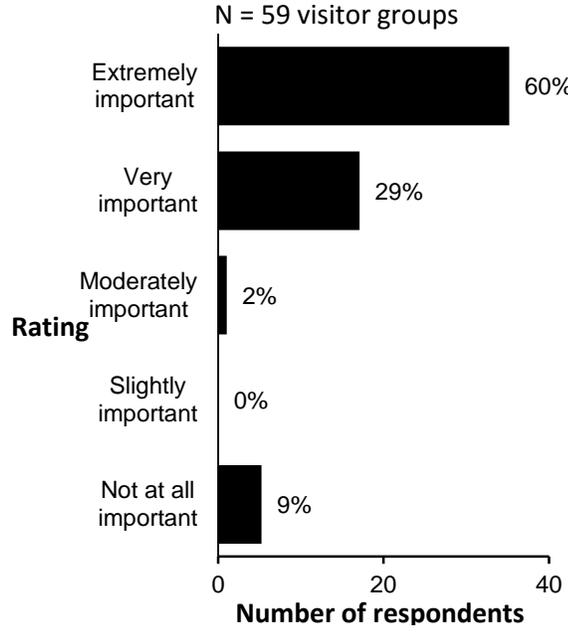


Figure 48: Importance of other resource, quality, or attribute

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Most important reason for visiting on this trip

Question 11

Of the items listed in Question 10, which was the most important reason for your visit to Cuyahoga Valley National Park on this trip?

Results

- As shown in Figure 49, the most common most important reasons for visiting Cuyahoga Valley National Park were:
 - 38% Getting physical exercise
 - 16% Spending time with friends and family
 - 12% Viewing wildlife or natural scenery
- Of those who responded “Other” (3%), reasons specified included:
 - Attend ranger-led tour
 - Attend Junior Ranger programs
 - Exercise dog
 - Horseback riding
 - Revisiting the park
 - View new exhibits at Visitor Center
 - Visit farm
 - Family history
 - Because it was convenient
 - Celebrate birthday
 - Praying
 - Vacation
 - Photography/painting
 - Showing guests from out of town

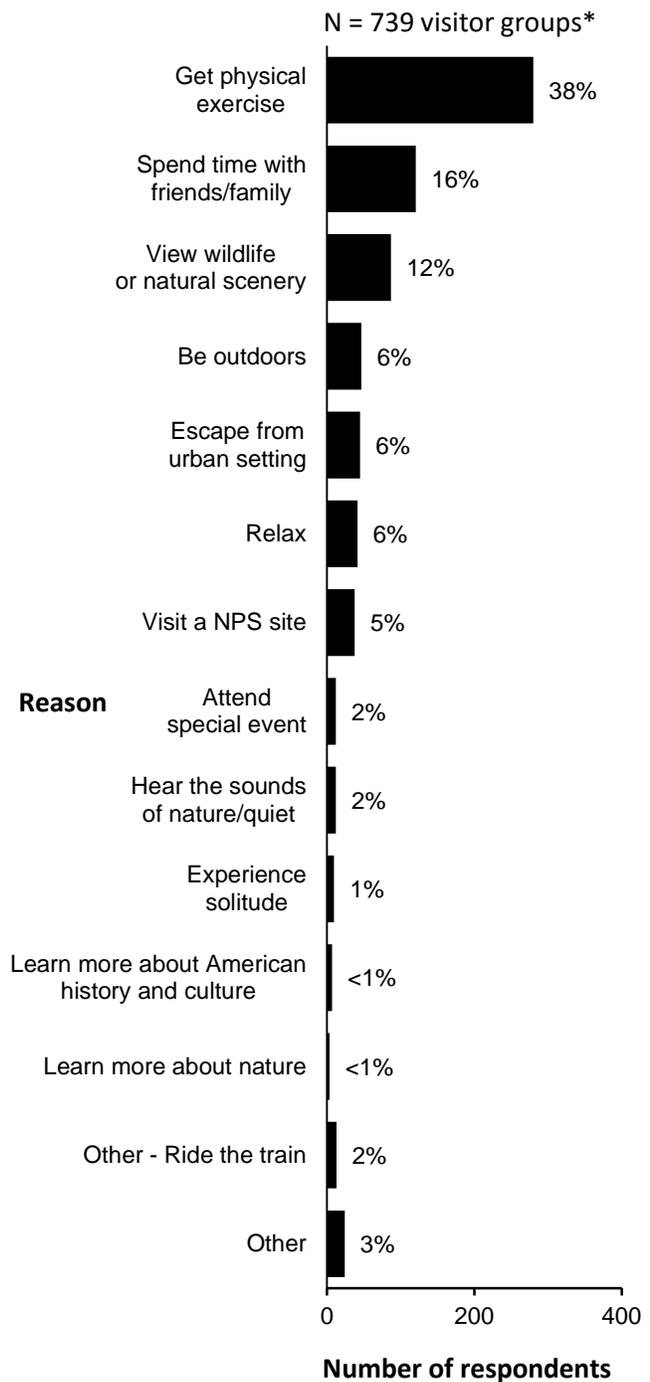


Figure 49: Most important reason for visiting the park on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Forms of transportation

Question 3a

Which of the following forms of transportation did you personally use to enter Cuyahoga Valley National Park on this trip?

Results (Figure 50)

- 90% of visitor groups used a car, truck, or SUV.
- 6% of visitor groups used a bicycle.
- Of those who responded “Other” (1%) forms of transportation specified included:
 - Train
 - Motorcycle
 - Bus
 - Scooter

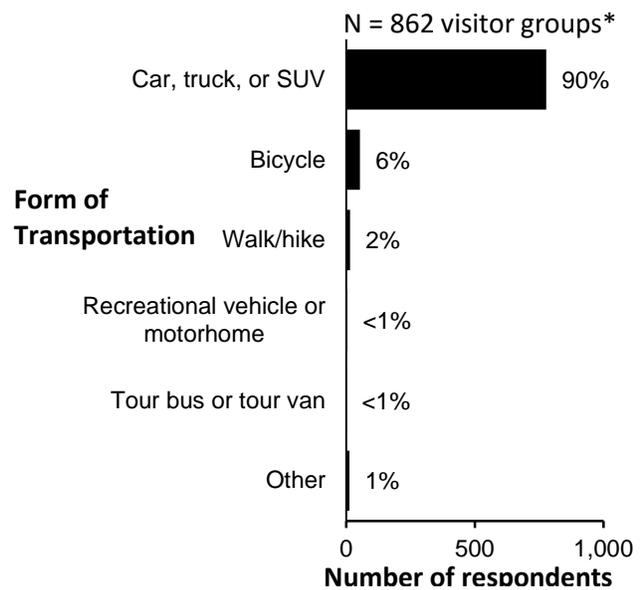


Figure 50: Transportation used to enter park

Number of people in vehicle

Question 3b

Number of people in car, truck, or SUV, including you.

Results (Figure 51)

- 42% of visitor groups traveled in a vehicle with one other person.
- 33% of visitor groups entered the park as the only person in the vehicle.

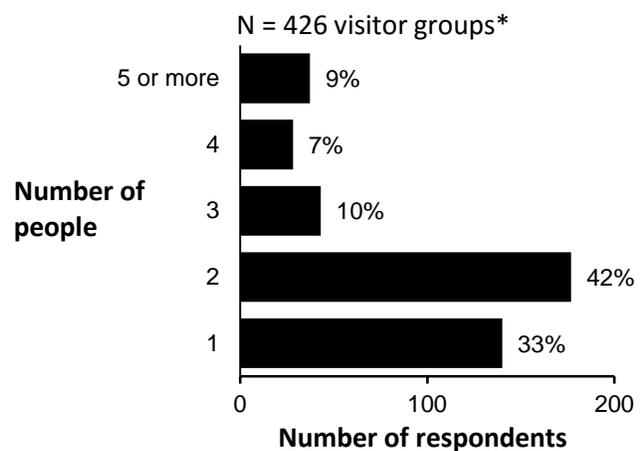


Figure 51: Number in car, truck, or SUV

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

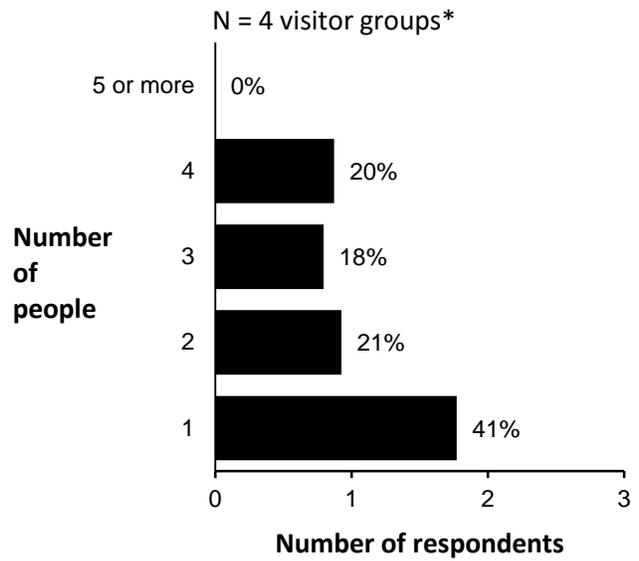
Number of people in recreational vehicle or motorhome

Question 3c

Number of people in recreational vehicle or motorhome, including you.

Results (Figure 52)

- 41% of visitor groups entered the park as the only person in the RV/motorhome.
- 59% of visitor groups traveled in a RV/motorhome with one or more other people.



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 52: Number in RV or motorhome

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Signage on interstates directing visitors to the park

Question 7a

On this visit, were the signs on interstates directing you to Cuyahoga Valley National Park adequate?

Results (Figure 53)

- 69% of visitor groups reported that signs on interstates were adequate.

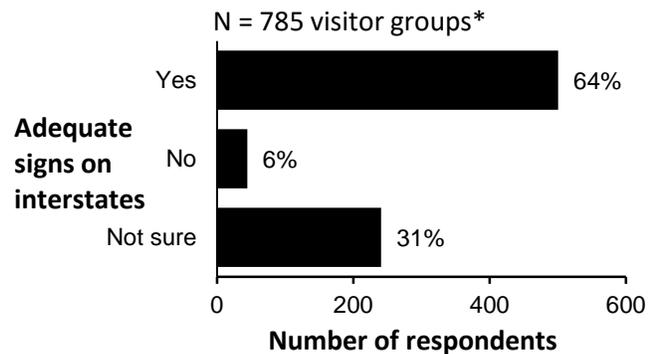


Figure 53: Adequacy of signs on interstates

Signage on local roadways directing visitors to the park

Question 7b

On this visit, were the signs on local roadways directing you to Cuyahoga Valley National Park adequate?

Results (Figure 54)

- 85% of visitor groups reported that signs on local roadways were adequate.

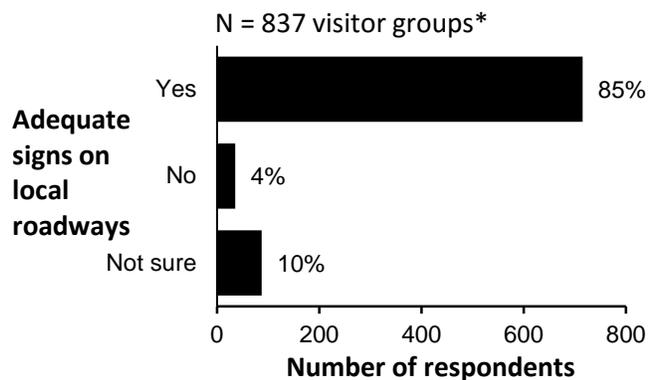


Figure 54: Adequacy of signs on local roadways

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Difficulty locating park

Question 8a

On this visit, did you have any difficulty locating Cuyahoga Valley National Park?

Results (Figure 55)

- 96% visitor groups did not have difficulty locating the park.

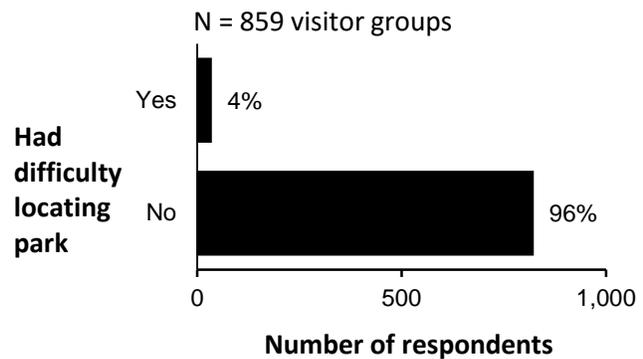


Figure 55: Difficulty locating park

Question 8b

Please explain why you had difficulties locating Cuyahoga Valley National Park. (open-ended)

Results (Table 20)

- Of those visitor groups that reported difficulty locating the park, “Construction detour” was the most frequently mentioned difficulty (mentioned 13 time).
- “Inadequate signs” was the second most frequent mention (mentioned 10 times).

Table 20: Visitor difficulties locating the park

N = 35 comments

Difficulty	Frequency of times mentioned
Construction detour	13
Inadequate signs	10
Unsure if in park	3
Poor visibility of road/entrance	2
Other comments	7

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Signs inside the park

Question 9a

On this visit, were the signs inside Cuyahoga Valley National Park adequate for you to find your way around the park?

Results (Figure 56)

- 92% of visitor groups reported that signs inside the park were adequate.

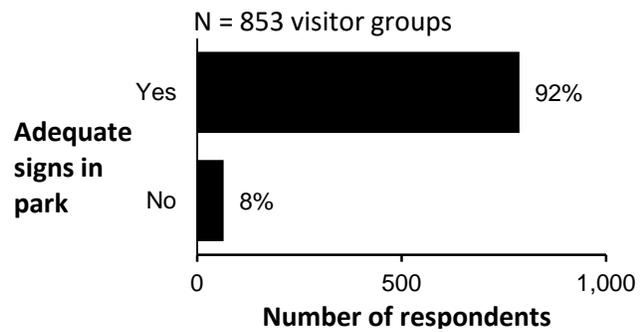


Figure 56: Adequacy of signs inside park

Question 9b

Please explain why signs inside the park were inadequate. (open-ended)

Results (Table 21)

- Of those visitor groups that reported that signs were in the park were not adequate, “Poor and/or inadequate signs *in general*” in the park was most frequent issue (mentioned 18 times).
- “Poor and/or inadequate signs *on trails*” in the park (mentioned 17 times).
- “Poor and/or inadequate signs *at sites*” in the park (mentioned 11 times).

Table 21: Issues with signs in park

N = 67 comments

Issue	Frequency of times mentioned*
Poor/inadequate signs	18
Poor/inadequate signs - trails	17
Poor/inadequate signs - sites	11
No signs to stay on trail	9
Poor/inadequate signs - roads	6
Poor/inadequate signs - Visitor Center	5

*Total mentions does not equal 67 due to weighting of responses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Length of stay in the park

Question 4a

If a day trip, how much total time (in hours) did you spend within Cuyahoga Valley National Park on this trip?

Number of hours if less than 24 hours

Results (Figure 57)

- 32% of visitor groups who spent less than 24 hours in the park visited for 2 hours
- 22% of visitor groups spent 3 hours in the park.
- The average number of hours spent in the park was 2.9.

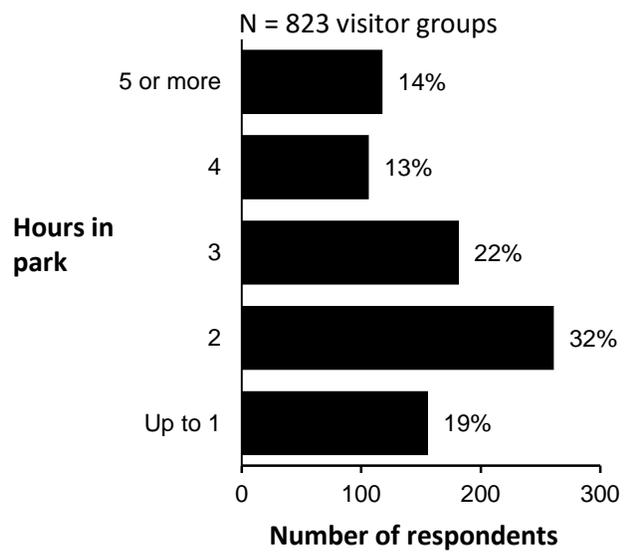


Figure 57: number of hours visiting the park by groups who spent less than 24 hours in the park

Number of days if 24 hours or more

Question 4b

If a multi-day trip, how much total time (in days) did you spend within Cuyahoga Valley National Park on this trip?

Results (Figure 58)

- 74% of visitor groups who reported spending 24 hours or more in the park visited for 2 days in the park.
- 11% of visitor groups spent 1 day in the park.
- The average number of days spent in the park was 3.7 days.

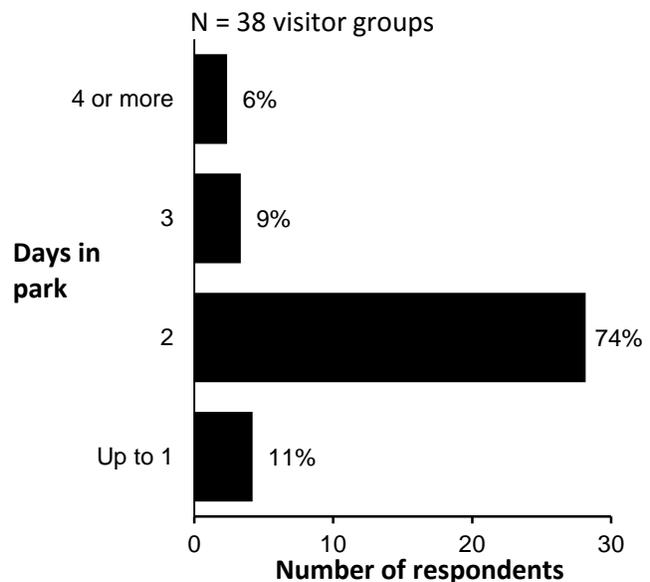


Figure 58: number of days visiting the park by groups who spent 24 hours or more in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Park Activities, Programs, and Services

Activity participation

Question 12

In which of the following activities did you personally participate, on this trip to Cuyahoga Valley National Park?

Results

- As shown in Figure 59, the most common activities in which visitor groups participated were:
 - 59% View scenery
 - 58% Hiked/walked.
 - 37% Take a scenic drive/ Drive for pleasure.
- Of those who responded “Other” (4%), activities in which groups participated included:
 - Buying park passes
 - Visit Visitor Centers
 - Playing
 - Nature Quest
 - Nature Realm
 - Therapy
 - Habitat restoration
 - Visit a lodge
 - Watch park movie
 - Relaxing
 - Visit with friends

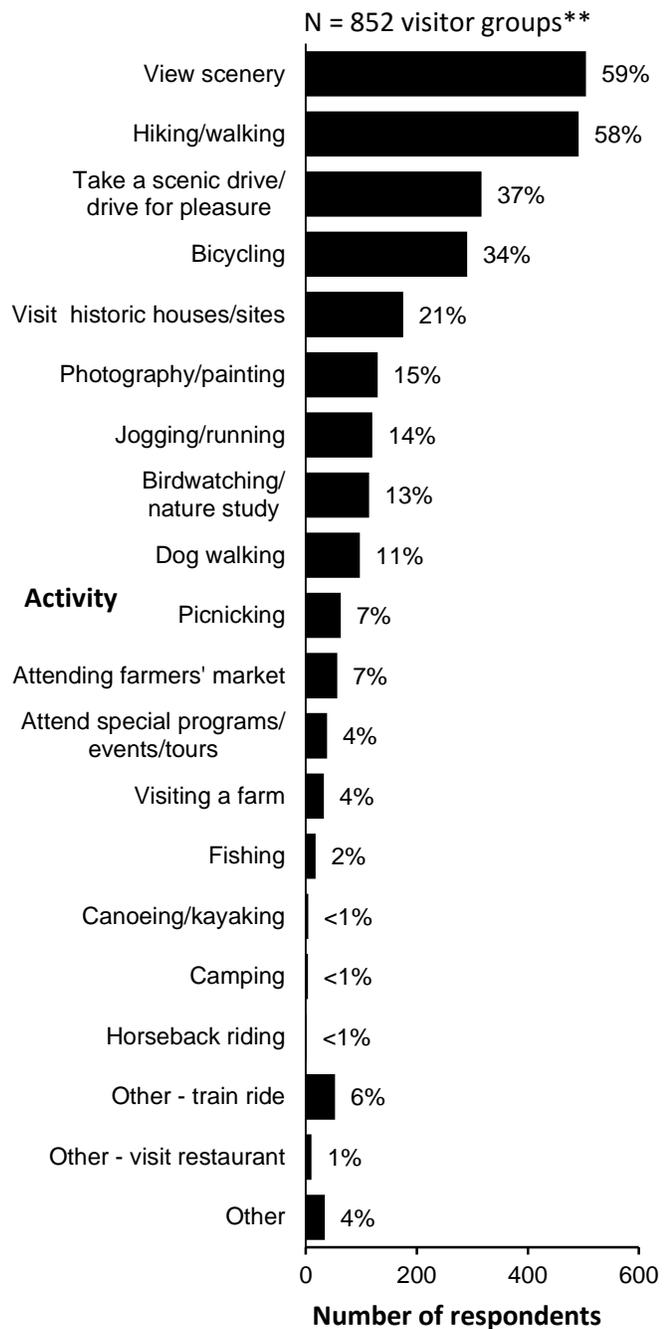


Figure 59: Participation in activities on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Farmers' markets attended

Question 12a

Please specify the farmers' market you attended on this trip.

Results (Table 22)

- Of those who attended a farmers' market, the most frequently mentioned markets included:
 - Szalay's Farm Market (mentioned 37 times)
 - Howe Meadow (mentioned 9 times)

Table 22: Farmers' markets attended
N = 51 comments

Market	Frequency of times mentioned
Szalay's Farm	37
Howe Meadow	9
Hunt	3
Other comments	2

Farms visited

Question 12b

Please specify the farm you visited on this trip.

Results (Table 23)

- Of those who visited a farm, the most frequently mentioned farms included:
 - Szalay's Farm (mentioned 21 times)
 - Hale Farm (mentioned 5 times)

Table 23: Farms visited
N = 31 comments

Farm	Frequency of times mentioned*
Szalay's Farm	21
Hale Farm	5
Greenfield Berry Farm	2
Farm in park	1
Spicy Lamb Farm	1
Sheep Farm	1
Hunt Farm	1

*Total mentions does not equal 31 due to weighting of responses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Primary activity on this trip

Question 13

Of the activities listed in Question 12, which was your primary activity on this trip to Cuyahoga Valley National Park?

Results

- As shown in Figure 60, the most common primary activities listed by visitors groups were:
 - 29% Hiking/walking
 - 28% Bicycling
- Of those who responded “Other” (1%), activities specified included:
 - Buying park passes
 - Visit Visitor Center
 - Playing
 - Nature Quest
 - Relaxing
 - Celebrate birthday

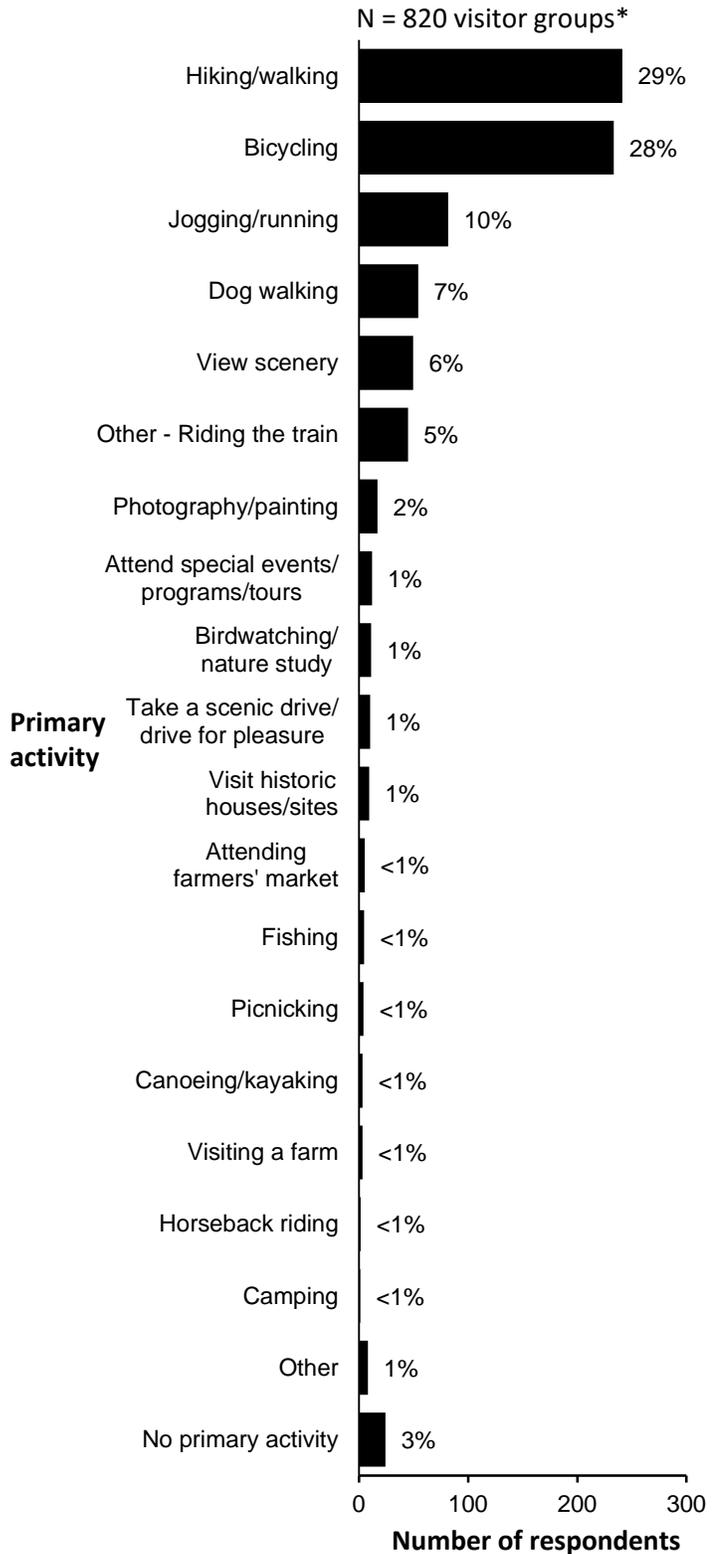


Figure 60: Primary activity on this trip to the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expenditures

Total expenditures inside the park and nearby area

Question 33

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Cuyahoga Valley National Park and within the nearby area (within the shaded area of the map on p. 11) during this trip to Cuyahoga Valley National Park and the nearby area.

See Appendix 2 for map.

Results (Figure 61)

- 18% of visitor groups spent no money.
- 32% of visitor groups spent \$1 to \$25.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$45.
- Average total expenditure per person (per capita, for those visitor groups that spent money) was \$54.

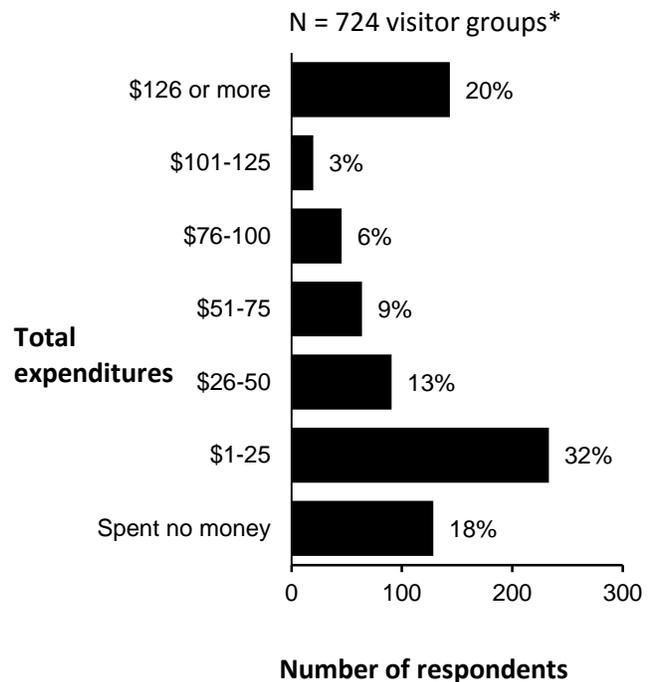


Figure 61: Total expenditures inside the park and in nearby area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures inside the park and nearby area

Question 33

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Cuyahoga Valley National Park and within the nearby area (within the shaded area of the map on p. 11) during this trip to Cuyahoga Valley National Park and the nearby area.

See Appendix 2 for map.

Results (Figure 62)

- The largest portions of total expenditures inside and near the park were for:
 - 36% Hotels, motels, resorts
 - 12% Snacks/beverages
 - 12% Gas and oil

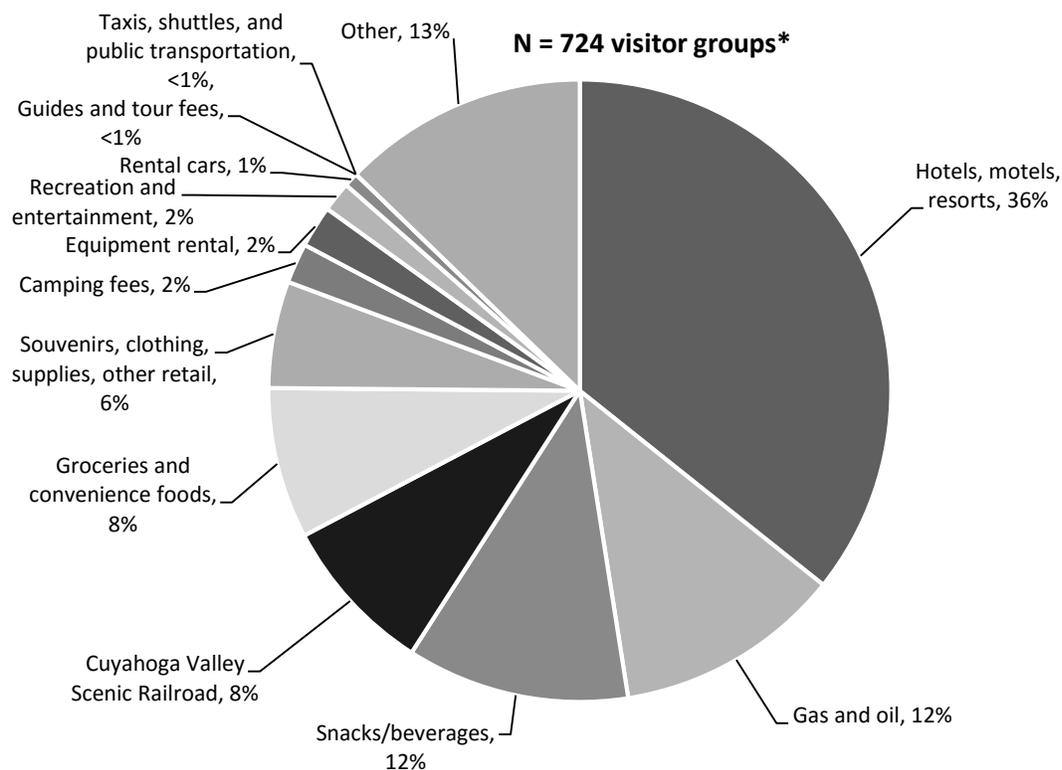


Figure 62: Proportion of total expenditures within park and nearby

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 33

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Cuyahoga Valley National Park and within the nearby area (within the shaded area of the map on p. 11) during this trip to Cuyahoga Valley National Park and the nearby area.

See Appendix 2 for map.

Results

- Table 24 shows the total expenditures in each category and the range of expenses.

See Appendix 1 for more details.

Table 24: Expenditures in the park and nearby area

Service	N	Total expenditures (\$)	Average per visitor group (\$)	Reported minimum (\$)	Reported maximum (\$)
Hotels, motels, resorts	89	23,529.44	263.95	6.00	3,000.00
Gas and oil	433	7,768.06	17.94	0.50	300.00
Snacks/beverages	368	7,622.84	20.69	1.00	200.00
Cuyahoga Valley Scenic Railroad	136	5,408.58	39.50	3.00	300.00
Groceries and convenience foods	112	5,167.00	45.86	1.00	600.00
Souvenirs, clothing, supplies, other retail	104	3,657.24	35.11	1.00	200.00
Equipment rental	28	1,432.68	50.03	9.00	200.00
Camping fees	17	1,365.49	76.96	2.00	300.00
Recreation and entertainment	20	1,026.63	50.29	5.00	250.00
Rental cars	4	491.06	99.16	1.00	300.00
Guides and tour fees	3	173.10	52.32	50.00	59.00
Taxis, shuttles, and public transportation	3	60.68	17.45	5.00	20.00
Other	91	8,403.47	91.91	0.50	1,200.00
Total		\$66,106.29			

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people covered by expenditures

Question 34a

Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

Results (Figure 63)

- 41% of visitor groups had two members covered by expenses.
- 26% of visitor groups had one member covered by expenses.

See Appendix 1 for more details.

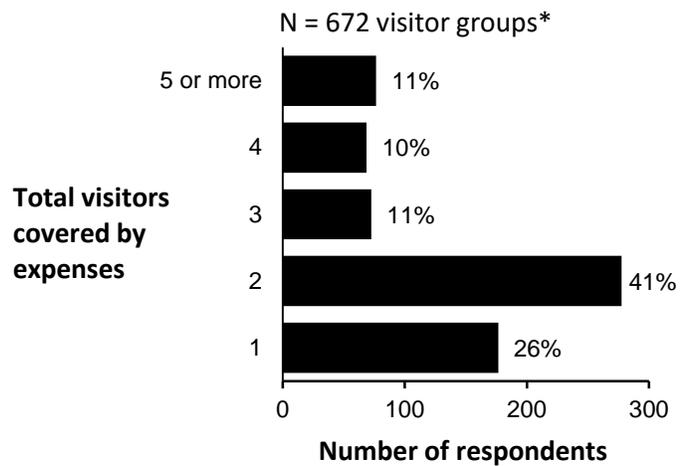


Figure 63: Visitors covered by expenses

Adults covered by expenses

Question 34a

Including yourself, how many adults in your personal group were covered by the expenses for this trip away from home?

Results (Figure 64)

- 54% of visitor groups had two adults covered by expenses.
- 30% of visitor groups had one adult covered by expenses.

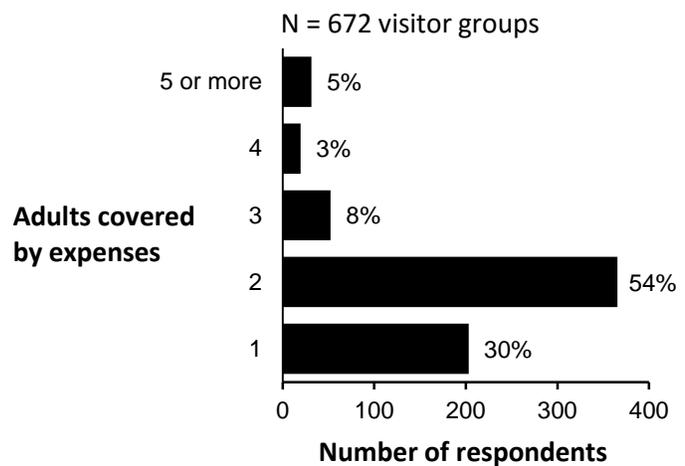


Figure 64: Adults covered by expenses

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Children covered by expenses

Question 34b

How many children in your personal group were covered by the expenses for this trip away from home?

Results (Figure 65)

- 44% of visitor groups that had children had two children covered by expenses.
- 32% of visitor groups that had children had one child covered by expenses.

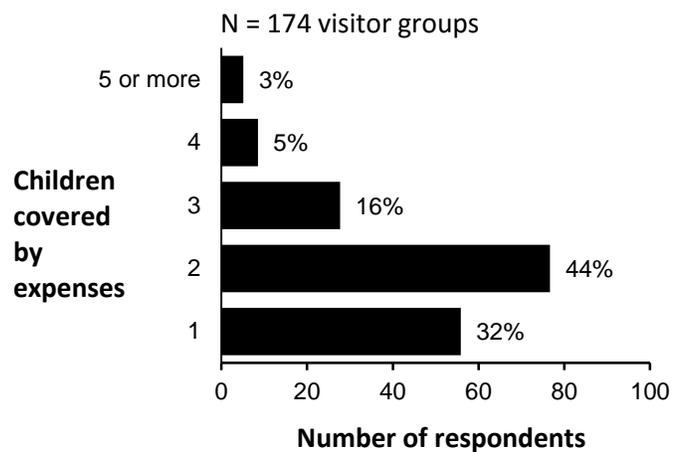


Figure 65: Children covered by expenses

Sharing of expenses

Question 34c

Including yourself, how many people in your group split these trip expenses?

Results (Figure 66)

- 52% of visitor groups did not share trip expenses.
- 40% of visitor groups had two people split the expenses.

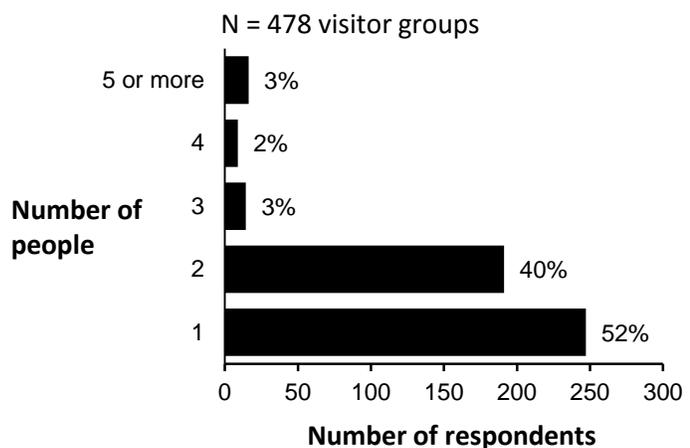


Figure 66: Sharing of expenses in visitor group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Awareness of Park Partners
Riding on the Cuyahoga Valley Scenic Railroad train

Question 15

Have you or any of your group members ridden the Cuyahoga Valley Scenic Railroad train?

Results (Figure 67)

- 54% of visitor groups have ridden the train on a previous trip.
- 36% of visitor groups have not ridden the train.

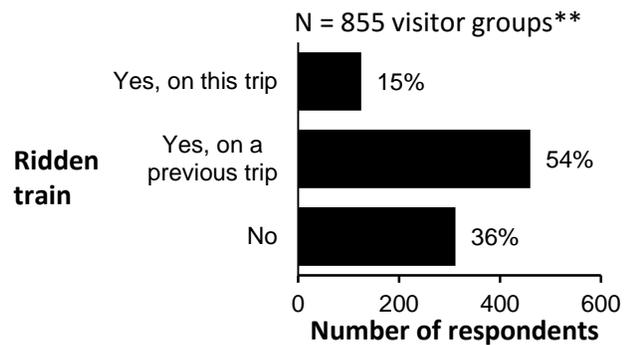


Figure 67: Riding the Scenic Railroad train

Expectations for the Cuyahoga Valley Scenic Railroad train

Question 16a

If you rode on the train on this trip to Cuyahoga Valley National Park, did it meet your expectations?

Results (Figure 68)

- 95% of visitor groups felt their expectations were met for the ride on the train.

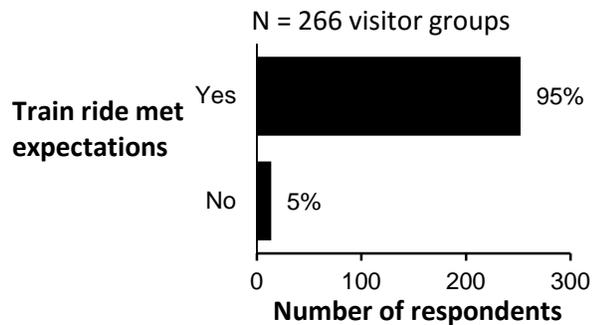


Figure 68: Were expectations for train ride met?

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 16b

Please explain why the ride on the train on this trip did not meet your expectations. (open-ended)

Results (Table 25)

- For those who responded that the train did not meet their expectations, the most common reported reason specified included:
 - “Not allowing for stops” (mentioned 3 times)
 - “Not enough scenery” (mentioned 3 times)

Table 25: Issues with ride on train

N = 15 comments

Issue	Frequency of times mentioned
Didn't allow for stops	3
Not enough scenery	3
No guide/ranger	2
Too many stops	2
Poor seating	2
Other comments	5

*Total mentions is greater than 15 due to multiple items included in some responses.

Awareness of Conservancy for Cuyahoga Valley National Park

Question 24

The Conservancy for Cuyahoga Valley National Park (Conservancy) is a friends group that supports Cuyahoga Valley National Park through programs, awareness, and funding. Prior to this visit, were you aware of the Conservancy?

Results (Figure 69)

- 63% of visitor groups were not aware of the Conservancy prior to their visit.

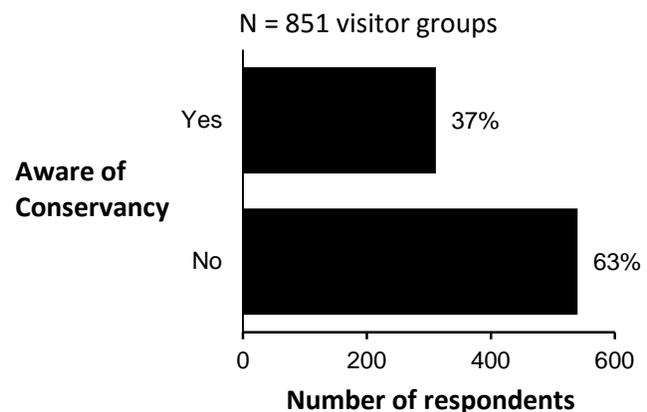


Figure 69: Visitor awareness of Conservancy

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Becoming a Conservancy member

Question 25

Do you or would you be willing to support the Conservancy by becoming a member?

Results (Figure 70)

- 52% of visitor groups were not likely to become a member.
- 34% were likely to become a member in the future.

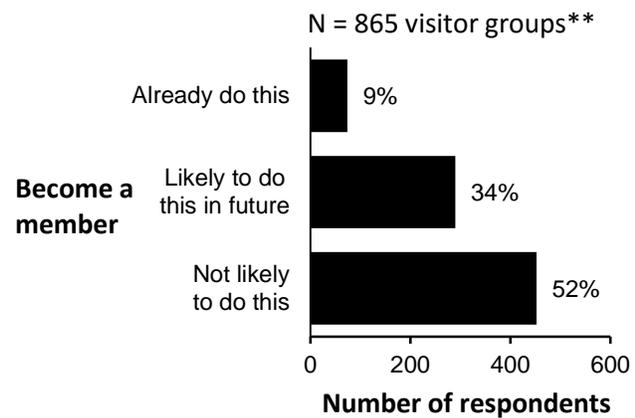


Figure 70: Likelihood of becoming member

Reasons why visitors are not likely to become a member of Conservancy

Question 25

If you are not likely to become a Conservancy member, please explain.

Results (Table 26)

- Of those visitor groups that were not likely to become a member of the Conservancy (52%), the most common reasons for why not likely included:
 - “Distance from park” (mentioned 94 times)
 - “No time” (mentioned 61 times)
 - “Can’t afford” (mentioned 44 times)

Table 26: Reasons why not likely to become a member of Conservancy
N = 255 comments

Reason	Frequency of times mentioned
Distance from park	94
No time	61
Can't afford	44
Not interested	32
Need more information	28
Committed to others	27
Infrequent visitor	23
Not sure	4
Used to be member	2
Other comments	1

*Total mentions is greater than 255 due to multiple items included in some responses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Making a charitable donation to the Conservancy

Question 25

Do you or would you be willing to support the Conservancy by making a charitable donation?

Results (Figure 71)

- 45% of visitor groups were not likely to make a charitable donation to the Conservancy.
- 42% were likely to make a charitable donation in the future.

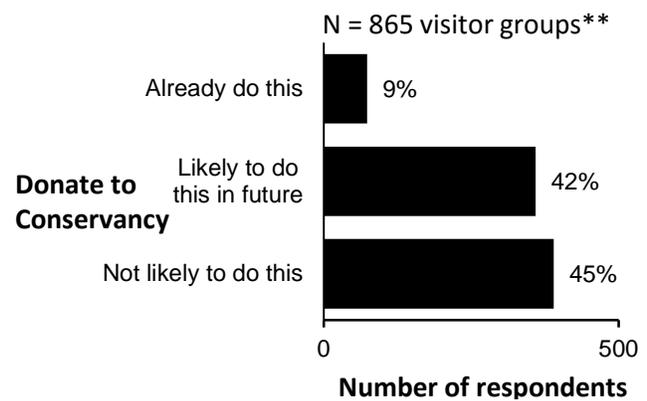


Figure 71: Likelihood of making charitable donation

Reasons why visitors are not likely to make a charitable donation to the Conservancy

Question 25

If you are not likely to make a charitable donation to the Conservancy, please explain.

Results (Table 27)

- Of those visitor groups that were not likely to make a charitable donation to the Conservancy (45%), the most common reasons for why not likely included:
 - “Can’t afford” (mentioned 100 times)
 - “Committed to others” (mentioned 55 times)
 - “Distance from park” (mentioned 31 times)

Table 27: Reasons why unlikely to make charitable donation to the Conservancy
N = 255 comments

Reason	Frequency of times mentioned*
Can't afford	100
Committed to others	55
Distance from park	31
Need more information	16
Support with taxes	14
Not interested	11
No time	11
Infrequent visitor	8
Not a priority	4
Spend locally	3
Buy park pass	3
Not impressed	3
Not sure	3
Would have membership	2
Other comments	2

*Total mentions is greater than 255 due to multiple items included in some responses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Awareness of the Countryside Conservancy

Question 26

The Countryside Conservancy has a partnership with Cuyahoga Valley National Park to increase public awareness about sustainable food and farming. Prior to this visit, were you aware of the Countryside Conservancy?

Results (Figure 72)

- 77% of visitor groups were not aware of the Countryside Conservancy prior to their visit.

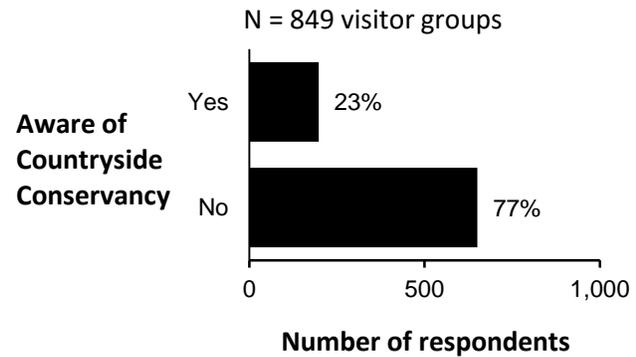


Figure 72: Awareness of the Countryside Conservancy

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Sites Visited, Crowding, and Safety Concerns

Sites and trails visited

Question 14

Which of the following sites did you personally visit on this trip to Cuyahoga Valley National Park?

Results

- As shown in Figure 73, the most common sites visited by visitor groups were:
 - 68% Towpath Trail
 - 27% Boston Store Visitor Center
 - 26% Brandywine Falls
- Of those who responded “Other trails” (9%) or “Other” (12%) sites specified included:
 - Buckeye Trail
 - Indigo Lake Trail
 - Oak Hill and Plateau Trails
 - Perkins Trail
 - Riding Run Trail
 - Stanford Trail
 - Wetmore Trail
 - Cuyahoga River
 - Farms
 - Peninsula, OH
 - Train ride
 - Trail Mix
 - Station Road Bridge
 - Lock 29
 - Inn at Brandywine Falls
 - Blossom Music Center
 - Happy Days Lodge
 - Deep Lock Quarry (Summit Metro Parks)
 - Furnace Run (Summit Metro Parks)
 - Sand Run (Summit Metro Parks)
 - Bedford Reservation (Cleveland Metroparks)
 - Brecksville Reservation (Cleveland Metroparks)

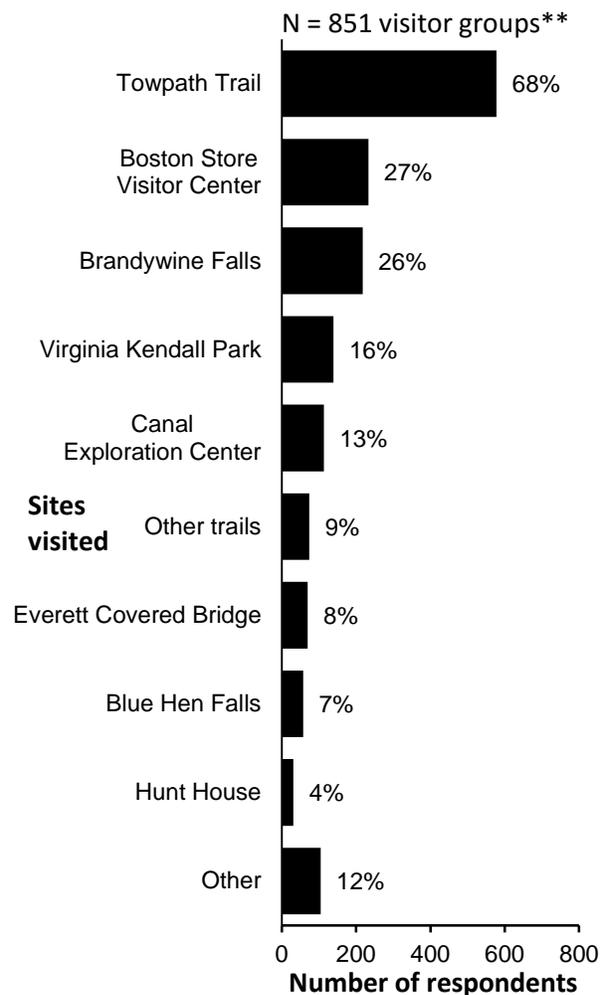


Figure 73: Sites visited on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Perceived crowding during visit

Question 19a

Did you feel crowded at any time during your visit to Cuyahoga Valley National Park on this trip?

Results (Figure 74)

- 78% of visitor groups did not feel crowded at any time.

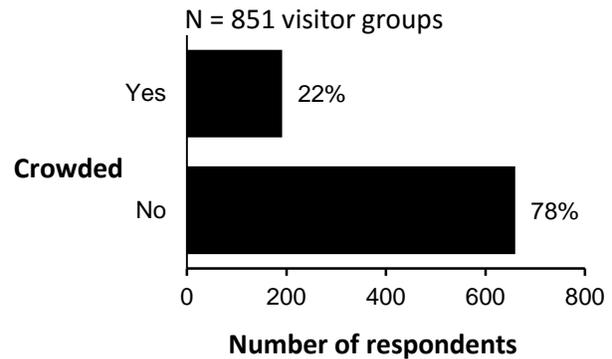


Figure 74: Perceived crowding

Areas perceived as crowded

Question 19b

Please list places where you felt crowded.

Results (Table 28)

- Of those visitor groups that reported feeling crowded, the following are the most frequently mentioned places where respondents felt crowded:
 - Towpath Trail (mentioned 102 times)
 - Brandywine falls (mentioned 21 times)

Table 28: Areas of perceived crowding
N = 184 comments

Location	Frequency of times mentioned*
Towpath Trail	102
Brandywine Falls	21
Parking lots	11
Train station	7
Peninsula	6
Ira Road Trailhead	6
Other trailheads	5
Trails	4
Boston Store Visitor Center	4
Beaver Marsh	4
Szalay's Farm	3
Station Road	3
On train	2
Stanford House	2
Farmers' market	2
Road	2
Ledges	2
Other waterfalls	2
Trail Mix	2
Other comments	6

*Total mentions is greater than 184 due to multiple items included in some responses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Safety concerns while visiting the park

Question 20

How safe did you feel during your visit to Cuyahoga Valley National Park on this trip?

Rating choices:

- 1 = Very safe
- 2 = Somewhat safe
- 3 = No opinion
- 4 = Somewhat unsafe
- 5 = Very unsafe

Results (Figure 75)

- 89% of visitor groups felt very safe from crime.
- 84% felt personal property was very safe from crime.
- 71% felt very safe from accidents.

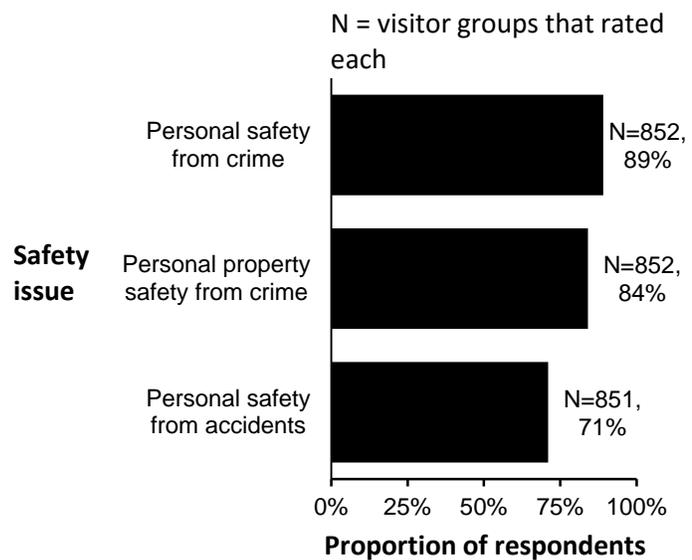


Figure 75: Safety issues and visitors who felt "very safe"

Personal safety from crime

Question 20

How safe did you feel during your visit to Cuyahoga Valley National Park on this trip?

Results (Figure 76)

- 89% of visitor groups felt very safe.
- 9% felt somewhat safe.

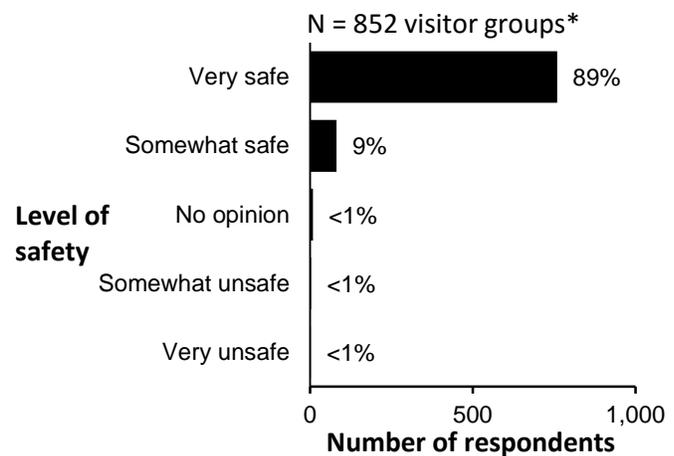


Figure 76: Ratings of personal safety from crime while visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Personal property safety from crime

Question 20

How safe did you feel during your visit to Cuyahoga Valley National Park on this trip?

Results (Figure 77)

- 84% of visitor groups felt very safe.
- 14% felt somewhat safe.

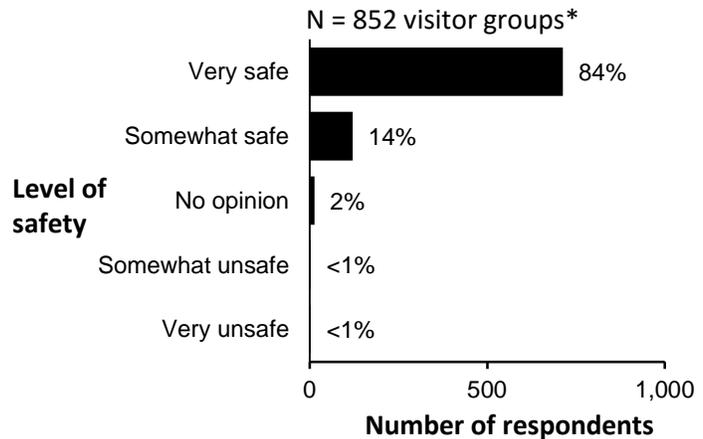


Figure 77: Ratings of personal property safety from crime while visiting the park

Personal safety from accidents

Question 20

How safe did you feel during your visit to Cuyahoga Valley National Park on this trip?

Results (Figure 78)

- 71% of visitor groups felt very safe.
- 22% felt somewhat safe.

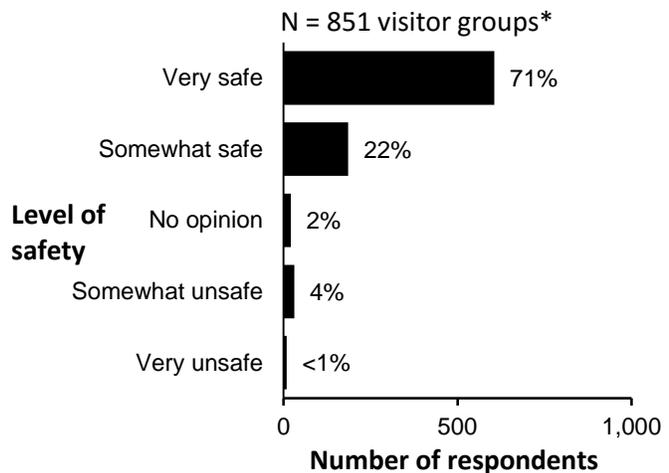


Figure 78: Ratings of personal safety from accidents while visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Safety concerns while visiting park: why visitors felt unsafe

Question 21

If you marked “somewhat unsafe” or “very unsafe” for any safety issue listed in Question 20, please explain why.

Results (Table 29)

- Of those visitors that felt “somewhat unsafe” or “very unsafe,” the safety issues included:
 - “Bicyclists” (mentioned 57 times)
 - “Trail conditions” (mentioned 22 times)
 - “Sharing the trail with other users” (mentioned 13 times)

Table 29: Visitor safety issues

N = 132 comments

Safety issue	Frequency of times mentioned
Bicyclists	57
Trail conditions	22
Sharing trail	13
Crowded	10
Leaving valuables	9
Being alone	8
Ledges	3
Other visitors	3
Lack of barriers/signs	3
Unsupervised children	2
Always worried	2
Vehicles	2
Distance from help	2
Other comments	4

*Total mentions is greater than 132 due to multiple items included in some responses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information Services Used on this Trip or Prior
Information services used

Question 17

Which of the following information services did you personally use on this trip and/or any previous trips to Cuyahoga Valley National Park?

Results

- As show in Figure 79, the most common information services used by visitor groups were:
 - 77% Trailhead bulletin boards
 - 75% Printed materials
 - 63% Education signs/ outdoor exhibits
- The least common information services used by visitor groups on this trip were:
 - 27% Ranger-led programs
 - 27% Self-guided materials
 - 21% Guest lectures and/or workshops

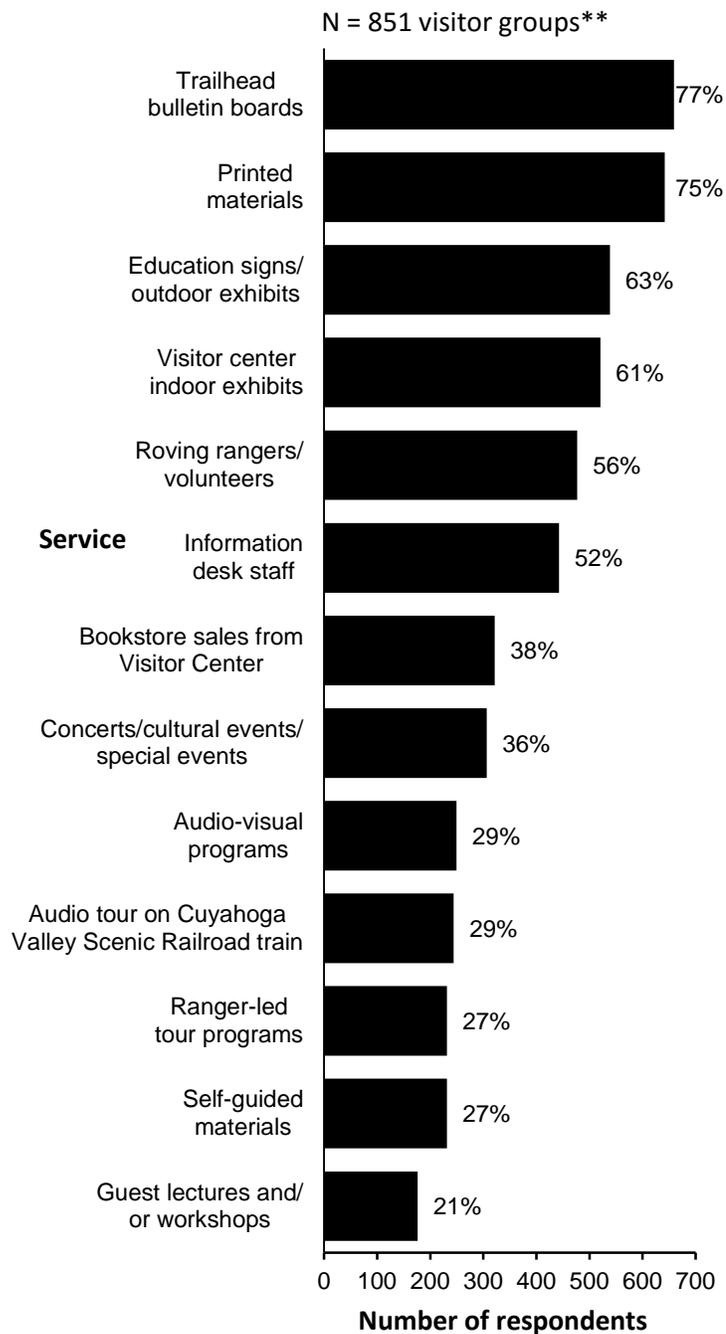


Figure 79: Information services used on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information services used on this trip

Question 17a

Which of the following information services did you personally use on this trip to Cuyahoga Valley National Park?

Results

- As show in Figure 80, the most common information services used by visitor groups on this trip were:
 - 45% Trailhead bulletin boards
 - 38% Printed materials
 - 27% Roving rangers/volunteers who were available to answer questions
- The least common information services used by visitor groups on this trip were:
 - 3% Ranger-led programs
 - 2% Concerts, cultural events, and/or special events
 - <1% Guest lectures and/or workshops

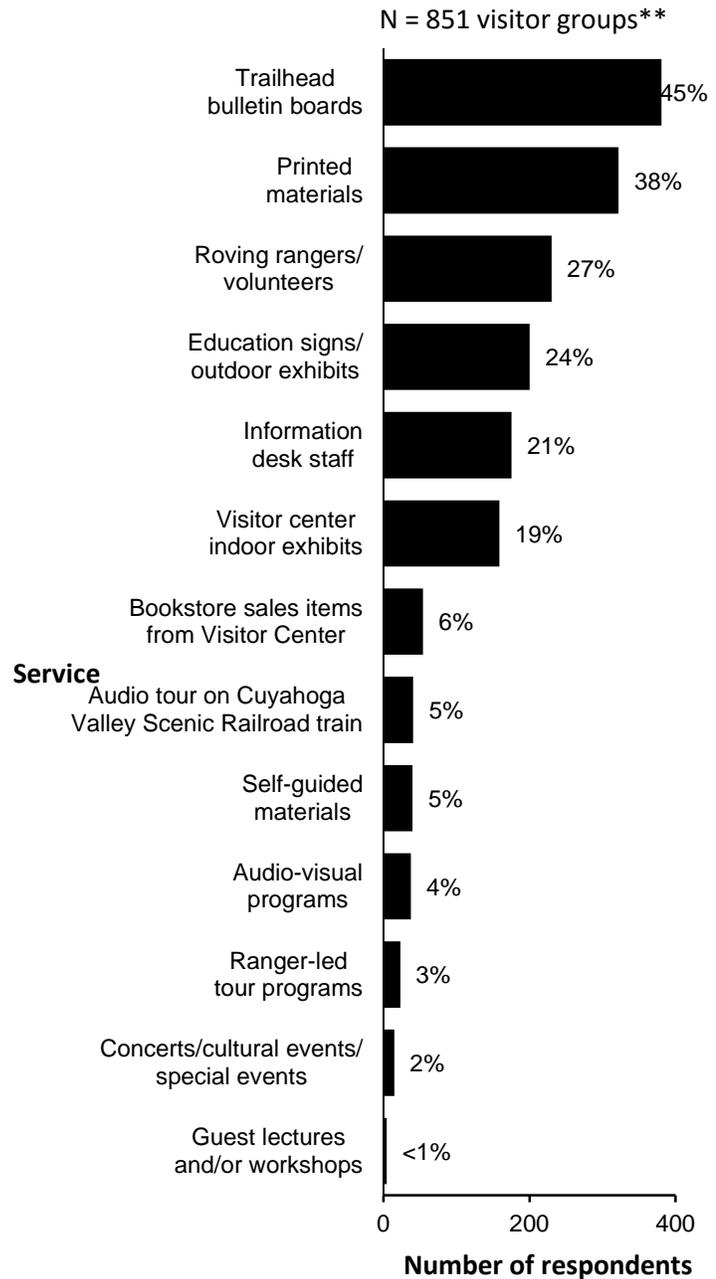


Figure 80: Information services used on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information services used on a previous trip

Question 17b

Which of the following information services did you personally use on a previous trip to Cuyahoga Valley National Park?

Results

- As show in Figure 81, the most common information services used by visitor groups on a previous trip were:
 - 39% Printed materials
 - 34% Visitor center indoor exhibits
 - 34% Trailhead bulletin boards
- The least common information services used by visitor groups on a previous trip were:
 - 9% Self-guided materials
 - 8% Guest lectures and/or workshops

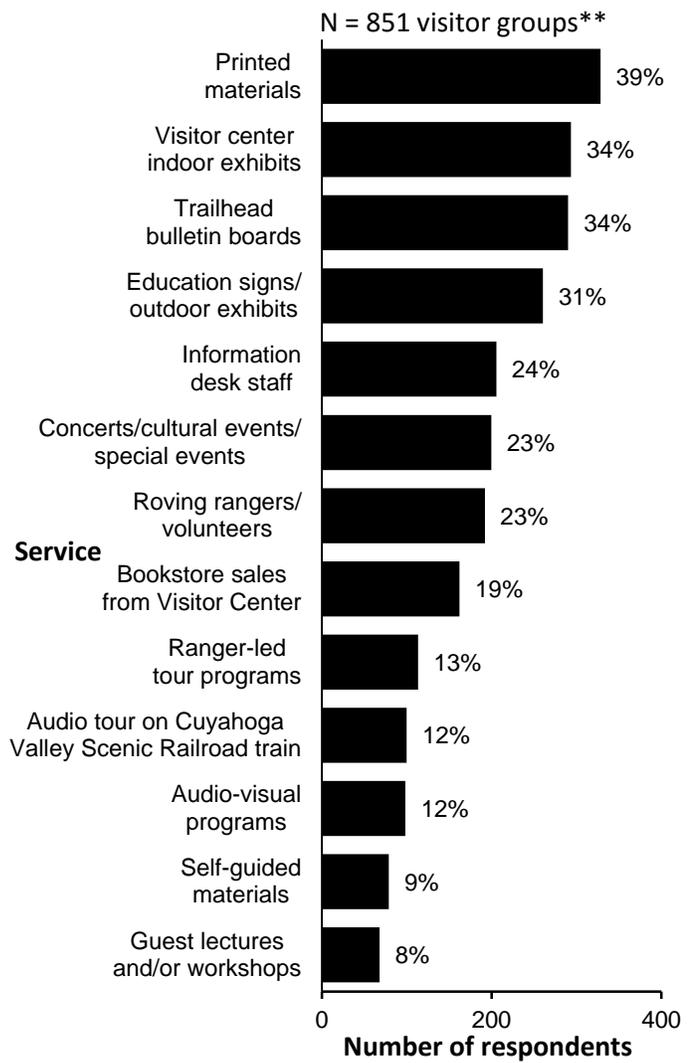


Figure 81: Information services used on previous trips

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Use of shuttle bus service

Question 23a

Would you be likely to ride a shuttle bus, rather than drive, to your park destinations if you were to visit Cuyahoga Valley National Park in the future and such a service was available?

Results (Figure 82)

- 89% of visitor groups would not be likely to ride a shuttle bus in the future.

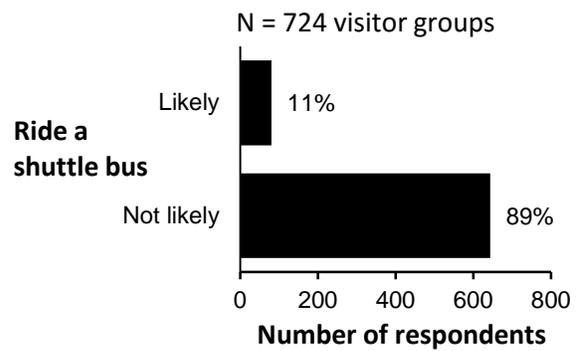


Figure 82: Use a shuttle service

Use of shuttle bus service with ride on train

Question 23b

Would you be likely to combine shuttle service with a ride on the Cuyahoga Valley Scenic Railroad if you were to visit Cuyahoga Valley National Park in the future and such a service was available?

Results (Figure 83)

- 71% of visitor groups would not be likely to combine shuttle service with a ride on the Cuyahoga Valley Scenic Railroad.

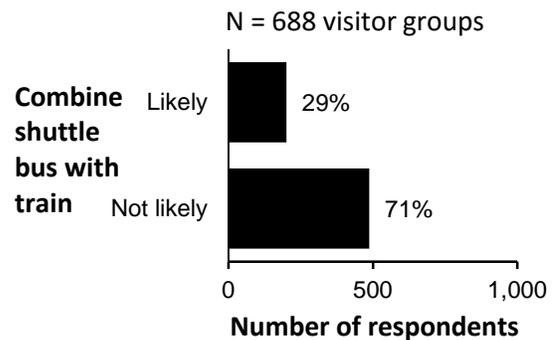


Figure 83: Combine shuttle service with train ride

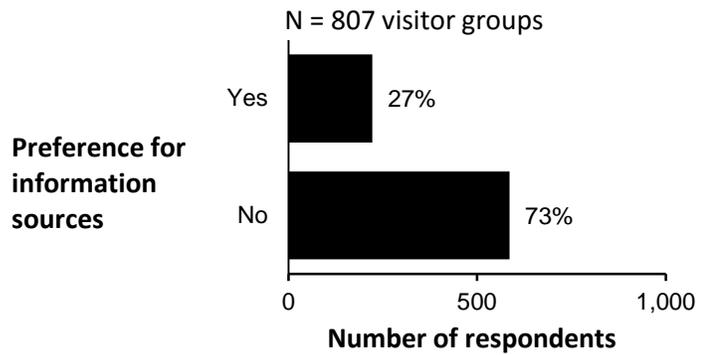
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information about Future Visits
Information source preferences for future visits

Question 18a

If you were to visit in the future, are there information sources that you would prefer to use to learn about the natural and cultural history of Cuyahoga Valley National Park?



Results (Figure 84)

- 73% of visitor groups do not have information sources they would prefer to use.

Figure 84: Visitor groups with preferred information sources

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Preferred information sources for future visits

Question 18b

Specify information sources you would like to use.

Results (Figure 85)

- Of those visitor groups that had a preference for information sources (27%), the most common specified sources included:
 - Printed materials (mentioned 58 times)
 - The Internet mentioned (mentioned 54 times)
 - Education signs/outdoor exhibits (mentioned 27 times)
- Guest lectures and/or workshops was mentioned least frequently (mentioned 2 times).

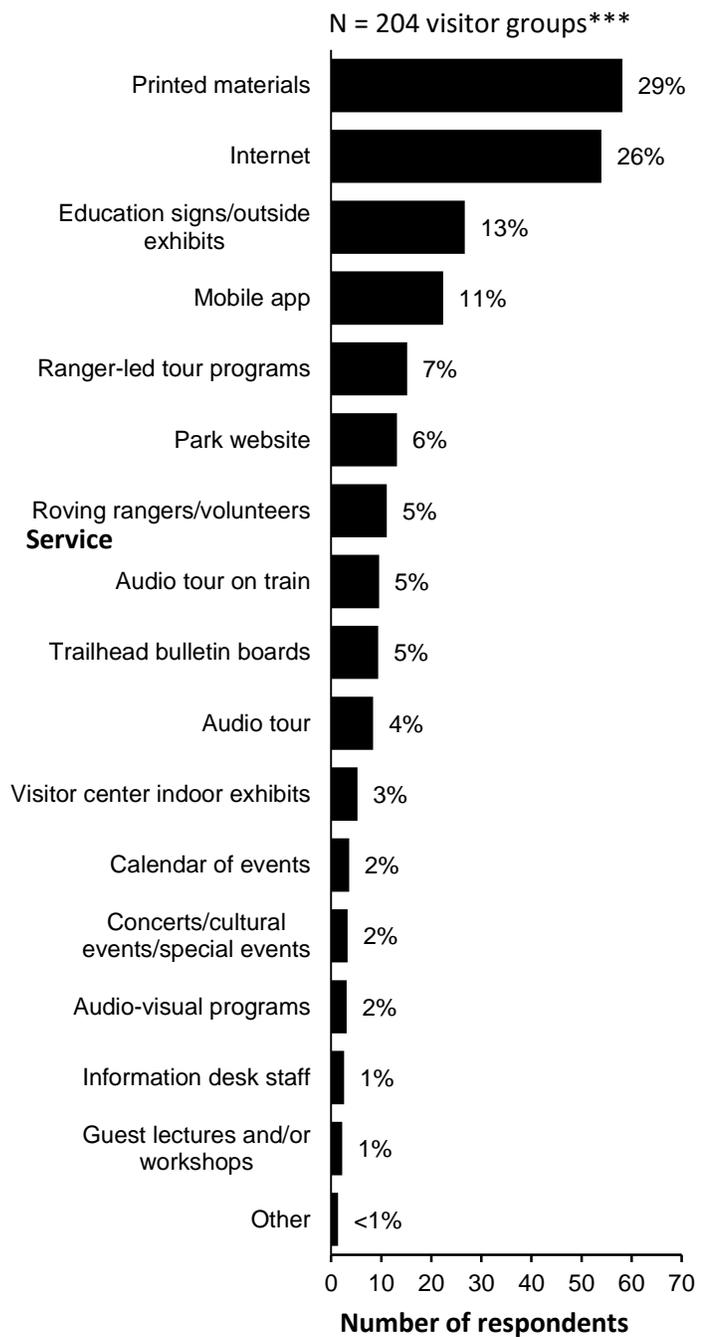


Figure 85: Preferred information sources

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor Comments

Additional comments

Question 42

Is there anything else you and your groups would like to tell us about your trip to Cuyahoga Valley National Park?

Table 30: Additional comments

N=463 comments

some visitor groups may have made more than one comment

Comment	Frequency of times mentioned
PERSONNEL	
Park personnel helpful/friendly/knowledgeable/etc.	27
Volunteers helpful/friendly/knowledgeable/etc.	3
POLICIES/MANAGEMENT	
Well managed	11
Glad the park is preserved	4
Keep the park as is	3
Dog management/policies are appreciated	2
Allow camping	2
Other comments	17
INTERPRETIVE AND INFORMATION SERVICES	
Needed additional information	15
Provide information/teach visitors about trail courtesy	6
More programs should be offered	1
Other comments	4
FACILITIES AND MAINTENANCE	
Improve trails (e.g., quality of trail, bridges)	11
The park is well maintained	9
Improve general park maintenance	6
Improve trail signage	6
Add additional trash receptacles	4
Trails are well maintained	6
The park was very clean	2
Other comments	10

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 30: Additional comments

N=463 comments

some visitor groups may have made more than one comment

Comment	Frequency of times mentioned
GENERAL COMMENTS	
Enjoyed the park	105
Live nearby	32
Beautiful	17
Will return	16
Good work, keep it up	9
Enjoyed biking in the park	8
Enjoyed hiking in the park	7
Visit often	7
Bike aboard program is great	6
Enjoyed the railroad	6
Local treasure	6
Thank you	5
The park adds to the quality of life	4
Enjoyed being in nature	3
Enjoyed running in the park	3
Park was clean	2
Other comments	74

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Literature Cited

- Dillman, D. A., J. D. Smyth, and L. M. Christian. 2014. Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design, 4th edition. Wiley, Hoboken, New Jersey.
- Dorofeev, S. and P. Grant. 2006. Statistics for Real Life Sample Surveys: Non-simple-random Samples and Weighted Data. London, Cambridge University Press.
- Fowler, F.J. 1993. Survey Research Methods, 2nd Edition. SAGE Publications, Newbury Park, California.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Appendix 1: Descriptive Statistics

Table 31 shows the mean, median, and standard deviation for those variables for which measures of central tendency can be computed.

Table 31: Mean/median/standard deviation of selected variables

Question Number	Description	N	Mean	Median	Standard Deviation
Q01A	Number of adults in personal group	865	1.90	2.00	2.18
Q01B	Number of children in personal group	231	2.11	2.00	2.47
Q01C	Group size	865	2.46	2.00	3.26
Q03B	Number of people per vehicle	426	2.22	2.00	1.35
Q03C	Number of people within RV	4	2.18	1.98	1.33
Q04A	Number of hours in the park	823	2.91	2.00	2.32
Q04B	Number of days in the park	38	3.73	2.00	9.91
Q10A	Importance of reason for visiting: to visit a NPS site	750	2.73	3.00	1.38
Q10B	Importance of reason for visiting: to escape from urban setting	782	1.97	2.00	1.10
Q10C	Importance of reason for visiting: to spend time with friends/family	700	1.87	2.00	1.12
Q10D	Importance of reason for visiting: to view wildlife or natural scenery	834	1.72	2.00	0.83
Q10E	Importance of reason for visiting: to get physical exercise	826	1.63	1.00	0.89
Q10F	Importance of reason for visiting: to relax	805	1.89	2.00	0.96
Q10G	Importance of reason for visiting: to learn more about American history and culture	754	3.28	3.00	1.23
Q10H	Importance of reason for visiting: to learn more about nature	777	2.91	3.00	1.22
Q10I	Importance of reason for visiting: to attend a special event	268	3.67	4.00	1.40
Q10J	Importance of reason for visiting: to hear the sounds of nature/quiet	810	2.22	2.00	1.14
Q10K	Importance of reason for visiting: to experience solitude	762	2.76	3.00	1.38
Q10L	Importance of reason for visiting: to be outdoors	828	1.50	1.00	0.72
Q10M	Importance of reason for visiting: to view dark night sky/stars	329	3.48	4.00	1.43
Q10N	Importance of reason for visiting: other	59	1.69	1.00	1.16
Q20A	How safe did you feel: personal property from crime	852	1.20	1.00	0.50
Q20B	How safe did you feel: personal safety from crime	852	1.13	1.00	0.41
Q20C	How safe did you feel: personal safety from accidents	851	1.41	1.00	0.79
Q29B	Nights camping in the park	7	9.74	1.00	22.32
Q29B	Nights camping outside the park	8	2.87	2.90	1.35
Q29B	Nights in lodging in the park	8	2.13	2.00	1.00
Q29B	Nights lodging outside the park	52	1.93	1.00	1.85
Q29B	Nights in other accommodations	22	3.71	2.80	2.75
Q32A	Numbers of days entering or re-entering the park	691	1.16	1.00	0.53
Q33A	Expenditures on gas and oil	433	17.*4	10.00	27.81
Q33B	Expenditures on rental cars	4	99.16	100.00	89.98

Table 31: Mean/median/standard deviation of selected variables

Question Number	Description	N	Mean	Median	Standard Deviation
Q33C	Expenditures on taxis, shuttles, and public transportation	3	17.45	20.00	6.68
Q33D	Expenditures on snacks/beverages	368	20.69	15.00	23.46
Q33E	Expenditures on groceries and convenience foods	115	45.86	20.00	99.68
Q33F	Expenditures on hotels, motels, resorts	89	263.95	150.00	331.15
Q33G	Expenditures on camping feeds	17	76.96	91.54	58.96
Q33H	Expenditures on recreation and entertainment expenses	20	50.29	47.03	48.86
Q33I	Expenditures on souvenirs, clothing, supplies, other retail	104	35.11	25.00	37.19
Q33J	Expenditures on equipment rental	28	50.03	40.00	41.16
Q33K	Expenditures on Cuyahoga Valley Scenic Railroad	136	39.50	32.00	40.41
Q33L	Expenditures on guides and tour fees	3	52.32	50.00	4.71
Q33M	Expenditures on other	91	91.91	35.00	163.93
Q33	Total expenditures inside and nearby the park	596	123.95	45.00	257.38
Q34A	Adults covered by expenses	672	2.12	2.00	1.86
Q34B	Children covered by expenses	174	2.16	2.00	1.69
Q34	Visitors covered by expenses	672	2.66	2.00	2.41
Q34C	Visitors splitting expenses	478	1.79	1.00	1.98
Q36A	Current age: respondent	846	51.50	53.00	14.45
Q40	Number of people in household	834	2.71	2.00	1.39

Appendix 2: The Questionnaire



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project

Cuyahoga Valley National Park

Visitor Study



2015



**United States Department of the
Interior**

NATIONAL PARK SERVICE
Cuyahoga Valley National Park
15610 Vaughn Road
Brecksville, OH 44141-3018



July 2015

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Cuyahoga Valley National Park. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only a few visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Place the completed questionnaire in the pre-paid envelope provided, and drop it in any U.S. Postal Service mailbox.

If you have any questions, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

We appreciate your help.

Sincerely,

Craig Kenkel
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.
2. For questions that use circles (O), please mark your answer by filling in the circle with *black or blue ink*. Please do not use pencil.

Like this: ● Not like this:    

3. Seal the completed questionnaire in the postage-paid envelope provided.
4. Drop the sealed envelope in a U.S. Postal Service mailbox.

Paperwork Reduction and Privacy Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services and facilities managed by Cuyahoga Valley National Park. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

BURDEN ESTIMATE: We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

A. Trip Description

Please have the adult (at least 18 years old) in your group, who has the next birthday, complete this questionnaire.

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you visited Cuyahoga Valley National Park on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

1. Including yourself, how many people were in your personal group on this trip to Cuyahoga Valley National Park?

_____ Number of adults (18 years or older)

_____ Number of children (under 18 years)

2. On this trip to Cuyahoga Valley National Park, what type of group were you with? Please mark (●) **one**.

Alone

Friends

Family

Family and friends

Other (Please specify) _____

3. Which of the following forms of transportation did you personally use to enter Cuyahoga Valley National Park on this trip? Please mark (●) **one**.

Car, truck, or SUV (Number of people in vehicle, including you) _____

Recreational vehicle or motorhome

(Number of people in vehicle, including you) _____

Tour bus or tour van

Bicycle

Walk/hike

Other (Please specify) _____

4. On this trip, how much total time did you spend within Cuyahoga Valley National Park?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

5. Prior to this visit, how did you and any other member of your personal group obtain information about Cuyahoga Valley National Park? Please mark (●) **all that apply**.

- Did not obtain information prior to this visit
- Previous visits
- Friends/relatives/word of mouth
- Park staff/volunteer at an event in my community
- Walking/driving by and saw park signs
- Travel guides/tour books/brochures
- Television/radio/newspapers/magazines
- Telephone/e-mail/written inquiry to park
- Cuyahoga Valley National Park webpage (www.nps.gov/cuva)
- Conservancy webpage (www.conservancyforcvnp.org)
- Ohio and Erie Canal webpage (www.ohioanderiecanalway.org)
- Other website (Please specify) _____
- Social media
- Mobile app
- School class or program
- Other (Please specify) _____

6. Did you and your personal group have the type of information about Cuyahoga Valley National Park you needed on this trip? Please mark (●) **one**.

Yes

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

7. On this visit, were the signs directing you to Cuyahoga Valley National Park adequate? Please mark (●) **one for each row**.

	Yes	No	Not sure
Signs on interstates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signs on local roadways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. On this visit, did you have any difficulty locating Cuyahoga Valley National Park? Please mark (●) **one**.

Yes (Please explain) _____

No

9. On this visit, were the signs inside Cuyahoga Valley National Park adequate for you to find your way around the park? Please mark (●) **one**.

Yes

No (Please explain) _____

10. Cuyahoga Valley National Park protects cultural and natural resources, while at the same time also providing for public enjoyment. How important to you was each of the following resources/qualities/attributes as a reason for visiting the park on this trip? Please mark (●) **one for each row**.

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at All Important	Not Applicable
To visit a National Park Service site	<input type="radio"/>					
To escape from urban setting	<input type="radio"/>					
To spend time with friends/family	<input type="radio"/>					
To view wildlife or natural scenery	<input type="radio"/>					
To get physical exercise	<input type="radio"/>					
To relax	<input type="radio"/>					
To learn more about American history and culture	<input type="radio"/>					
To learn more about nature	<input type="radio"/>					
To attend a special event (Please specify)_____	<input type="radio"/>					
To hear the sounds of nature/quiet	<input type="radio"/>					
To experience solitude	<input type="radio"/>					
To be outdoors	<input type="radio"/>					
To view dark night sky/stars	<input type="radio"/>					
Other (Please specify) _____	<input type="radio"/>					

11. Of the items listed in Question 10, which was the most important reason for you to visit Cuyahoga Valley National Park on this trip?

C. Park Activities, Programs, and Services

12. In which of the following activities did you personally participate, on this trip to Cuyahoga Valley National Park? Please mark (●) **all that apply**.

- Take a scenic drive/drive for pleasure
- Visit historic houses/sites
- Attend special programs/events/tours (nature walks, concerts, etc.)
- Hiking/walking
- Dog-walking
- Jogging/running
- Bicycling
- Horseback riding
- Canoeing/kayaking
- Fishing
- Attending farmers' market (Please specify) _____
- Visiting a farm (Please specify) _____
- Picnicking
- Photography/painting
- View scenery
- Birdwatching/nature study
- Camping
- Other (Please specify) _____

13. Of the activities listed in Question 12, which was your primary activity on this trip to Cuyahoga Valley National Park? Please list one activity.

OR

- I did not have a primary activity on this trip to Cuyahoga Valley National Park.

14. Which of the following sites did you personally visit on this trip to Cuyahoga Valley National Park? Please mark (●) **one for each row.**

	Visited this site	Did not visit this site	Don't know/ Not sure
Canal Exploration Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boston Store Visitor Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunt House	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Towpath Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virginia Kendall Park (Ledges, Octagon, Salt Run, Virginia Kendall Lake & Hills, Cross Country)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Trails (Please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everett Covered Bridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brandywine Falls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blue Hen Falls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Have you or any of your group members ridden the Cuyahoga Valley Scenic Railroad train? Please mark (●) **all that apply.**

- Yes, on this trip to Cuyahoga Valley National Park
- Yes, on a previous trip to Cuyahoga Valley National Park
- No

16. If you rode on the train on this trip to Cuyahoga Valley National Park, did it meet your expectations? Please mark (●) **one.**

- Yes
- No (Please explain) _____
- _____
- _____
- Not applicable (Didn't ride the train on this trip)

17. Which of the following information services did you personally use on this trip and/or any previous trips to Cuyahoga Valley National Park? Please mark (●) **all that apply for this trip and any previous trips.**

	Used on this trip	Used on a previous trip	Did not use
Printed materials (e.g., books, brochures, maps, park newspaper)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerts/cultural events/special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranger-led tour programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guest lectures and/or workshops to improve skills (e.g., birdwatching, photography)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance from information desk staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roving rangers/volunteers available to answer questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trailhead bulletin boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-guided materials (e.g., Quests, Junior Ranger activity books)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education signs/outside exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor center indoor exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bookstore sales items from Visitor Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio-visual programs (e.g., videos, movies, slideshows)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio tour on Cuyahoga Valley Scenic Railroad train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. If you were to visit in the future, are there information sources that you would prefer to use to learn about the natural and cultural history of Cuyahoga Valley National Park? Please mark (●) **one.**

Yes (Specify information sources you'd like to use)

No

19. Did you feel crowded at any time during your visit to Cuyahoga Valley National Park on this trip? Please mark (●) **one**.

Yes (Please list places where you felt crowded) _____

No

20. How safe did you feel during your visit to Cuyahoga Valley National Park on this trip? Please mark (●) **one for each row**.

Safety Issue	Very safe	Somewhat safe	No opinion	Somewhat unsafe	Very unsafe
Personal property from crime	<input type="radio"/>				
Personal safety from crime	<input type="radio"/>				
Personal safety from accidents	<input type="radio"/>				

21. If you marked “somewhat unsafe” or “very unsafe” for any safety issue listed in Question 20, please explain why.

22. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, on this trip to Cuyahoga Valley National Park? Please mark (●) **one**.

Yes

No → **Go to Question 23**

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

23. Would you be likely to use a shuttle bus service for each of the following purposes if you were to visit Cuyahoga Valley National Park in the future and such a service was available? Please mark (●) **one for each row.**

	Likely	Not likely	Don't know/ Not sure
Ride a shuttle bus, rather than drive, to your park destination(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Combine shuttle service with a ride on the Cuyahoga Valley Scenic Railroad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D. Park Partners

24. The Conservancy for Cuyahoga Valley National Park (Conservancy) is a friends group that supports Cuyahoga Valley National Park through programs, awareness, and funding. Prior to this visit, were you aware of the Conservancy? Please mark (●) **one.**

Yes

No

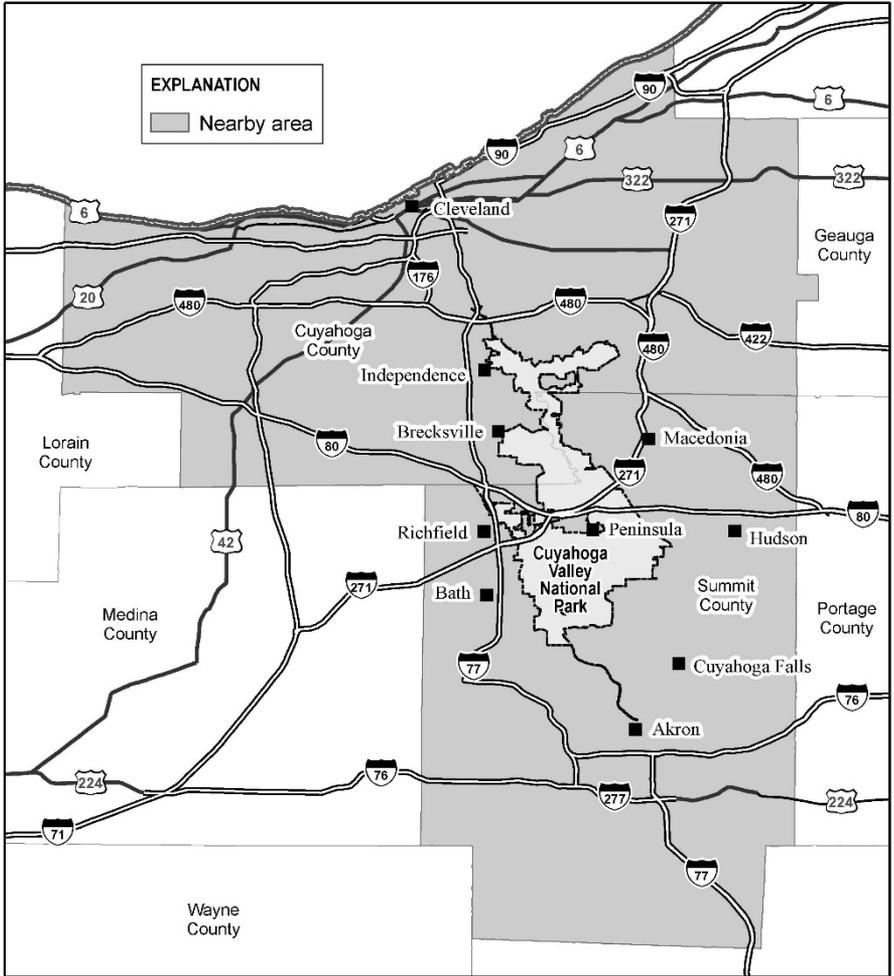
25. Do you or would you be willing to support the Conservancy in either of the following ways? Please mark (●) **all that apply for each row.**

	Already do this	Likely to do this in the future	Not likely to do this
Become a member	<input type="radio"/>	<input type="radio"/>	If not likely, please explain: <input type="radio"/> _____ _____ _____
Make a charitable donation	<input type="radio"/>	<input type="radio"/>	If not likely, please explain: <input type="radio"/> _____ _____ _____

26. The Countryside Conservancy has a partnership with Cuyahoga Valley National Park to increase public awareness about sustainable food and farming. Prior to this visit, were you aware of the Countryside Conservancy? Please mark (●) **one**.
- Yes
- No
27. Prior to this visit, were you aware that Cuyahoga Valley National Park is located in the Ohio and Erie Canalway National Heritage Area? Please mark (●) **one**.
- Yes
- No

E. Expenditures on This Trip

Please refer to the map shown below when answering the questions in this section.



28. Do you live within the shaded area shown on the map? Please mark (●) one.

- Yes
- No

29. a) On this trip to Cuyahoga Valley National Park and the nearby area, did you stay overnight away from your permanent residence either inside Cuyahoga Valley National Park or within the nearby area (within the shaded area of the map on p.11)? Please mark (●) **one**.

Yes

No → **Go to Question 30**

b) If **YES**, please list the number of nights you stayed in Cuyahoga Valley National Park (NP) and/or in the nearby area (within the shaded area of the map on p.11) on this trip.

Accommodation	Number of nights
Camping in Cuyahoga Valley NP	_____
Camping outside Cuyahoga Valley NP	_____
Lodging in Cuyahoga Valley NP	_____
Lodging outside Cuyahoga Valley NP	_____
Other accommodations (e.g., friends/relatives)	_____

30. Was this trip to Cuyahoga Valley National Park? Please mark (●) **one**.

Your primary or sole purpose of your trip away from home?

One of several equally important destinations on your trip away from home?

→ Was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map on p.11)? Please mark (●) **one**.

Yes

No

Just an incidental or spur-of-the-moment stop on your trip away from home?

→ Was your primary destination located within the nearby area (within the shaded area of the map on p.11)? Please mark (●) **one**.

Yes

No

31. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.

Yes (Please specify) _____

No

32. On how many days during this trip did you enter or re-enter Cuyahoga Valley National Park? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

_____ Number of days entering or re-entering Cuyahoga Valley National Park

OR

Don't know/Not sure

33. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Cuyahoga Valley National Park and within the nearby area (within the shaded area of the map on p.11) during this trip to Cuyahoga Valley National Park and the nearby area?

If you no longer have your receipts, estimate as closely as you can how much you and your group spent. Please enter 0 (zero) if you did not spend any money in a particular category.

Note: Residents living within the shaded area of the map on p.11 should only include expenditures that were directly related to this trip to Cuyahoga Valley National Park (NP).

Expenses	Amount spent in Cuyahoga Valley NP and nearby area
Gas and oil (auto, RV, etc.)	\$ _____
Rental cars	\$ _____
Taxis, shuttles, and public transportation	\$ _____
Snacks/beverages	\$ _____
Groceries and convenience foods	\$ _____
Hotels, motels, resorts	\$ _____
Camping fees (tent, RV)	\$ _____
Recreation and entertainment expenses (movies, bowling, miniature golf, etc.)	\$ _____
Souvenirs, clothing, supplies, other retail	\$ _____
Equipment rental	\$ _____
Cuyahoga Valley Scenic Railroad	\$ _____
Guides and tour fees	\$ _____
Other (please list) _____	\$ _____

OR

Don't know/Not sure

34. a) Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

_____ Number of adults (18 years or older)

_____ Number of children (under 18 years)

b) Including yourself, how many people in your group split these trip expenses?

_____ Number of people

F. Background

35. How frequently have you personally visited Cuyahoga Valley National Park during the last 12 months? Please mark (●) one.

- Daily
- Several times per week
- Several times per month
- Several times in the past 12 months
- Only once (this trip)

36. For your personal group on this trip to Cuyahoga Valley National Park, please provide the following information.

If you do not know the answer, please write "DK" in the space.

	Current age	U.S. ZIP code or name of country other than U.S.
Yourself	_____	_____
Member #2	_____	_____
Member #3	_____	_____
Member #4	_____	_____
Member #5	_____	_____
Member #6	_____	_____
Member #7	_____	_____

39. What is the highest level of formal education completed by each member of your personal group on this trip to Cuyahoga Valley National Park? Please mark (●) **one for each group member, including yourself.**

If you do not know the answer, fill in the circle for “Don’t know.”

Additional members of your personal group

	Yourself	#2	#3	#4	#5	#6	#7
Less than high school	<input type="radio"/>						
Some high school	<input type="radio"/>						
High school graduate or GED	<input type="radio"/>						
Some college, business, or trade school	<input type="radio"/>						
College, business, or trade school graduate	<input type="radio"/>						
Some graduate school	<input type="radio"/>						
Master’s, doctoral, or professional degree	<input type="radio"/>						
Don’t know	—	<input type="radio"/>					

40. Including yourself, how many people are in your household?

_____ Number of people

41. When visiting an area such as Cuyahoga Valley National Park, what language do you personally prefer to use? Please mark (●) **one for speaking and one for reading.**

	Speaking	Reading
English	<input type="radio"/>	<input type="radio"/>
Spanish	<input type="radio"/>	<input type="radio"/>
Other (Please specify) _____	<input type="radio"/>	<input type="radio"/>

42. Is there anything else you and your group would like to tell us about your trip to Cuyahoga Valley National Park?

Thank you for your help! Please place the questionnaire in the pre-paid envelope and drop it in any U.S. Postal Service mailbox.

Thank you for your help!

Please place the questionnaire in the envelope provided and drop it in any U.S. Postal Service mailbox.



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SURVEY ID NUMBER:

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Appendix 3: Tabular Unweighted and Weighted Results

Table 32: Group size, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	97	11%	73	8%
4	85	10%	65	7%
3	96	11%	95	11%
2	385	45%	354	41%
1	202	23%	279	32%
Total	865		865	

Table 33: Number of adults, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	41	5%	19	2%
4	40	5%	25	3%
3	67	8%	54	6%
2	467	54%	403	47%
1	250	29%	365	42%
Total	865		865	

Table 34: Number of children, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	14	2%	8	<1%
4	11	1%	15	2%
3	27	3%	27	3%
2	81	9%	76	9%
1	89	10%	106	12%
0	643	74%	634	73%
Total	865		865	

Table 35: Group type, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Family	472	55%	437	50%
Alone	198	23%	262	30%
Friends	132	15%	103	12%
Family & Friends	33	4%	24	3%
Other	30	3%	40	5%
Total	865		865	

Table 36: Ethnicity, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Not Hispanic or Latino	1293	98%	1328	98%
Hispanic or Latino	30	2%	31	2%
Total	1323		1359	

Table 37: Race, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
White	1925	93%	1927	94%
Asian	28	1%	63	3%
Black or African American	62	3%	25	1%
American Indian or Alaskan Native	23	1%	25	1%
Native Hawaiian or other Pacific Islander	5	<1%	3	<1%
Total	2060		2044	

Table 38: Physical disability, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	26	3%	31	4%
No	828	97%	820	96%
Total	854		851	

Table 39: Gender, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Male	1024	50%	1021	50%
Female	1032	50%	1038	50%
Total	2056		2059	

Table 40: Age, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
76 or older	48	2%	50	2%
71-75	64	3%	74	4%
66-70	142	7%	144	7%
61-65	222	11%	222	11%
56-60	225	11%	237	11%
51-55	188	9%	203	10%
46-50	189	9%	174	8%
41-45	143	7%	125	6%
36-40	140	7%	137	7%
31-35	106	5%	101	5%
26-30	103	5%	108	5%
21-25	59	3%	75	4%
16-20	64	3%	54	3%
11-15	120	6%	115	6%
10 or younger	247	12%	264	13%
Total	2060		2083	

Table 41: Number of park visits in last 12 months, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Daily	32	4%	34	4%
Several times per week	155	18%	152	18%
Several times per month	216	25%	221	26%
Several times in the past 12 months	208	24%	187	22%
Only once (this trip)	243	28%	257	30%
Total	854		851	

Table 42: Education, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Less than high school	306	15%	310	15%
Some high school	55	3%	45	2%
High school graduate or GED	157	8%	165	8%
Some college, business, or trade school	255	13%	229	11%
College, business, or trade school graduate	607	30%	642	32%
Some graduate school	110	5%	98	5%
Master's, doctoral, or professional degree	513	26%	517	26%
Total	2003		2005	

Table 43: Speaking language, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
English	833	99%	841	99%
Spanish		0%	0	0%
Other	9	1%	4	<1%
Total	842		845	

Table 44: Reading language, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
English	776	99%	775	100%
Spanish	1	<1%	1	<1%
Other	3	<1%	2	<1%
Total	780		778	

Table 45: Live nearby, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	524	62%	555	66%
No	317	38%	287	34%
	841		843	

Table 46: Household size, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	85	10%	95	11%
4	143	17%	138	17%
3	122	15%	106	13%
2	358	43%	369	44%
1	124	15%	125	15%
Total	832		834	

Table 47: Stayed overnight, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	118	14%	99	12%
No	738	86%	756	88%
Total	856		855	

Table 48: Camped in park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	1	20%	1	15%
4	0	0%	0	0%
3	0	0%	0	0%
2	0	0%	0	0%
1	4	80%	6	85%
Total	5		7	

Table 49: Camped outside of park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	1	7%	1	11%
4	3	21%	2	25%
3	4	29%	2	19%
2	3	21%	2	29%
1	3	21%	1	16%
Total	14		8	

Table 50: Lodging in park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more		0%	0	0%
4	1	8%	0	6%
3	4	33%	3	34%
2	3	25%	2	27%
1	4	33%	3	33%
Total	12		8	

Table 51: Lodge outside of park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	3	5%	2	4%
4	1	2%	1	1%
3	10	16%	7	13%
2	21	33%	14	28%
1	29	45%	28	54%
Total	64		52	

Table 52: Other accommodations, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	7	32%	7	32%
4	2	9%	3	12%
3	2	9%	2	7%
2	6	27%	8	35%
1	5	23%	3	14%
Total	22		22	

Table 53: Number of days enter or re-enter park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	4	<1%	3	<1%
4	2	<1%	1	<1%
3	15	2%	17	2%
2	46	7%	60	9%
1	626	90%	622	89%
Total	693		702	

Table 54: Purpose of trip, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
The primary or sole purpose for trip away from home	622	74%	626	75%
One of several equally important destinations	145	17%	133	16%
An incidental/spur-of-the-moment stop	70	8%	76	9%
Total	837		834	

Table 55: Visit other destinations nearby, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	139	57%	131	56%
No	106	43%	104	44%
Total	245		235	

Table 56: Primary location located nearby, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	189	73%	195	76%
No	70	27%	61	24%
Total	259		255	

Table 57: Visited other Nation Park Service sites on trip, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	70	8%	55	6%
No	773	92%	791	94%
Total	843		846	

Table 58: Information sources, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Previous visit	545	63%	558	65%
Park website	334	39%	319	37%
Friends/relatives/word of mouth	281	33%	279	32%
Walking/driving by and saw park signs	154	18%	169	20%
Travel guides/tour books/brochures	128	15%	115	13%
Did not obtain information prior to visit	99	11%	97	11%
Ohio and Eerie Canal webpage	66	8%	58	7%
Park staff/volunteers at event in my community	44	5%	48	6%
Social media	46	5%	45	5%
Conservancy webpage	50	6%	45	5%
Other website	42	5%	39	5%
Television/radio/newspapers/magazines	39	5%	35	4%
Mobile app	17	2%	20	2%
School class or program	17	2%	16	2%
Telephone/email/written inquiry to park	9	1%	10	1%
Other	46	5%	51	6%
Total	861		861	

Table 59: Had information needed, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	817	96%	812	95%
No	38	4%	40	5%
Total	855		852	

Table 60: Aware the park is in National Heritage Area, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	629	74%	644	76%
No	222	26%	202	24%
Total	851		846	

Table 61: Most important reason for visit, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Get physical exercise	254	34%	280	38%
Spend time with friends/family	145	19%	121	16%
View wildlife or natural scenery	93	12%	87	12%
Be outdoors	56	7%	47	6%
Escape from urban setting	40	5%	45	6%
Relax	36	5%	41	6%
Visit a NPS site	46	6%	38	5%
Attend special event	11	1%	12	2%
Hear the sounds of nature/quiet Experience	10	1%	12	2%
solitude	10	1%	10	1%
Learn more about American history and culture	12	2%	7	<1%
Learn more about nature	2	<1%	3	<1%
Other - Ride the train	16	2%	13	2%
Other	25	3%	24	3%
Total	756		739	

Table 62: Importance: to visit a National Park Service site, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	178	23%	176	24%
Very important	188	25%	187	25%
Moderately important	186	25%	171	23%
Slightly important	84	11%	94	12%
Not at all important	122	16%	123	16%
Total	758		750	

Table 63: Importance: escape from urban setting, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	327	42%	341	44%
Very important	244	31%	232	30%
Moderately important	137	17%	137	18%
Slightly important	34	4%	35	4%
Not at all important	42	5%	36	5%
Total	784		782	

Table 64: Importance: spend time with friends/family, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	385	51%	344	49%
Very important	231	31%	212	30%
Moderately important	67	9%	73	10%
Slightly important	32	4%	34	5%
Not at all important	33	4%	38	5%
Total	748		700	

Table 65: Importance: view nature, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	409	49%	403	48%
Very important	312	37%	299	36%
Moderately important	95	11%	101	12%
Slightly important	20	2%	28	3%
Not at all important	5	<1%	3	<1%
Total	841		834	

Table 66: Importance: exercise, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	463	56%	473	57%
Very important	223	27%	234	28%
Moderately important	93	11%	76	9%
Slightly important	34	4%	33	4%
Not at all important	16	2%	10	1%
Total	829		826	

Table 67: Importance: relax

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	360	44%	341	42%
Very important	285	35%	284	35%
Moderately important	119	15%	120	15%
Slightly important	42	5%	49	6%
Not at all important	11	1%	11	1%
Total	817		805	

Table 68: Importance: to learn more American history and culture, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	75	10%	62	8%
Very important	152	20%	148	20%
Moderately important	216	28%	219	29%
Slightly important	167	22%	168	22%
Not at all important	150	20%	157	21%
Total	760		754	

Table 69: Importance: to learn about nature, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	111	14%	108	14%
Very important	199	25%	193	25%
Moderately important	240	31%	230	30%
Slightly important	145	18%	152	20%
Not at all important	91	12%	94	12%
Total	786		777	

Table 70: Importance: to attend special events, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	34	13%	32	12%
Very important	25	10%	28	10%
Moderately important	47	18%	43	16%
Slightly important	42	16%	56	21%
Not at all important	110	43%	108	40%
Total	258		268	

Table 71: Importance: to hear sounds of nature/quiet, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	253	31%	268	33%
Very important	251	31%	248	31%
Moderately important	183	22%	176	22%
Slightly important	88	11%	84	10%
Not at all important	39	5%	34	4%
Total	814		810	

Table 72: Importance: to experience solitude, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	173	23%	183	24%
Very important	170	22%	171	22%
Moderately important	180	23%	165	22%
Slightly important	123	16%	128	17%
Not at all important	120	16%	115	15%
Total	766		762	

Table 73: Importance: to be outdoors, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	504	60%	502	61%
Very important	263	32%	263	32%
Moderately important	46	6%	44	5%
Slightly important	16	2%	15	2%
Not at all important	5	<1%	4	<1%
Total	834		828	

Table 74: Importance: to view dark sky/stars, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	42	13%	46	14%
Very important	40	12%	36	11%
Moderately important	77	24%	79	24%
Slightly important	50	15%	49	15%
Not at all important	115	35%	119	36%
Total	324		329	

Table 75: Importance: other, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Extremely important	36	58%	35	60%
Very important	16	26%	17	29%
Moderately important	3	5%	1	2%
Slightly important	0	0%	0	0%
Not at all important	7	11%	5	9%
Total	62		59	

Table 76: Transportation, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Car, truck, or SUV	781	91%	777	90%
Bicycle	54	6%	54	6%
Walk/hike	12	1%	15	2%
Recreational vehicle or motorhome	3	<1%	3	<1%
Tour bus or tour van	1	<1%	0	<1%
Other	10	1%	12	1%
Total	861		862	

Table 77: Number in auto, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	39	9%	37	9%
4	41	9%	28	7%
3	52	12%	43	10%
2	193	44%	177	42%
1	114	26%	140	33%
Total	439		426	

Table 78: Number in RV, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	0	0%	0	0%
4	1	20%	1	20%
3	1	20%	1	18%
2	2	40%	1	21%
1	1	20%	2	41%
Total	5.0		4.4	

Table 79: Interstate signs adequate, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	508	92%	500	92%
No	42	8%	44	8%
Total	550		544	

Table 80: Local signs adequate, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	720	95%	715	95%
No	39	5%	35	5%
Total	759		750	

Table 81: Difficulty locating park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	45	5%	36	4%
No	814	95%	823	96%
Total	859		859	

Table 82: Adequate signage in park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	776	91%	788	92%
No	79	9%	65	8%
Total	855		853	

Table 83: Hours in park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	132	16%	118	14%
4	113	14%	106	13%
3	196	24%	182	22%
2	237	29%	261	32%
Up to 1	136	17%	156	19%
Total	814		823	

Table 84: Days in park, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
4 or more	3	6%	2	6%
3	7	14%	3	9%
2	34	68%	28	74%
Up to 1	6	12%	4	11%
Total	50		38	

Table 85: Activities, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
View scenery	515	60%	505	59%
Hiking/walking	512	60%	492	58%
Take a scenic drive/ drive for pleasure	341	40%	316	37%
Bicycling	274	32%	291	34%
Visit historic houses/sites	184	21%	175	21%
Photography/painting	129	15%	129	15%
Jogging/running	101	12%	120	14%
Bird watching/ nature study	118	14%	114	13%
Dog walking	95	11%	98	11%
Picnicking	71	8%	63	7%
Attending farmers' market	68	8%	57	7%
Attend special programs/ events/tours	40	5%	38	4%
Visiting a farm	34	4%	32	4%
Fishing	13	2%	18	2%
Canoeing/kayaking	6	<1%	4	<1%
Camping	8	<1%	4	<1%
Horseback riding	4	<1%	1	<1%
Other - train ride	.	.	53	6%
Other - visit restaurant	.	.	10	1%
Other	106	12%	34	4%
Total	856		852	

Table 86: Primary activity, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Hiking/walking	268	32%	241	29%
Bicycling	227	27%	233	28%
Jogging/running	73	9%	82	10%
Dog walking	41	5%	54	7%
View scenery	47	6%	50	6%
Other - Riding the train	52	6%	45	5%
Photography/painting	15	2%	17	2%
Attend special events/ programs/tours	12	1%	12	1%
Bird watching/ nature study	9	1%	11	1%
Take a scenic drive/ drive for pleasure	17	2%	10	1%
Visit historic houses/sites	10	1%	9	1%
Attending farmers' market	4	<1%	5	<1%
Fishing	2	<1%	5	<1%
Picnicking	5	<1%	4	<1%
Canoeing/kayaking	4	<1%	3	<1%
Visiting a farm	3	<1%	3	<1%
Horseback riding	4	<1%	1	<1%
Camping	1	<1%	1	<1%
Other	10	1%	8	1%
No primary activity	23	3%	24	3%
Total	827		820	

Table 87: Adults covered by expenses, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	23	3%	31	5%
4	24	4%	20	3%
3	53	8%	52	8%
2	360	54%	365	54%
1	210	31%	203	30%
Total	670		672	

Table 88: Children covered by expenses, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	7	4%	5	3%
4	10	6%	9	5%
3	20	11%	28	16%
2	71	40%	77	44%
1	70	39%	56	32%
Total	178		174	

Table 89: Number of people split expenses, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
5 or more	13	3%	16	3%
4	11	2%	9	2%
3	17	4%	14	3%
2	178	38%	191	40%
1	254	54%	247	52%
Total	473		478	

Table 90: Ride scenic railroad train, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes, on this trip	142	16%	124	14%
Yes, on a previous trip	449	50%	459	51%
No	313	35%	311	35%
Total	904		895	

Table 91: Train ride met expectations, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	252	94%	252	95%
No	15	6%	14	5%
Total	267		266	

Table 92: Aware of the Conservancy, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	317	37%	311	37%
No	538	63%	540	63%
Total	855		851	

Table 93: Become a member of the Conservancy, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Already do this	73	9%	74	9%
Likely to do this in future	302	37%	290	36%
Not likely to do this	437	54%	452	55%
Total	812		816	

Table 94: Donate to Conservancy, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Already do this	81	10%	74	9%
Likely to do this in future	343	42%	359	44%
Not likely to do this	393	48%	390	47%
Total	817		823	

Table 95: Aware of Countryside Conservancy, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	206	24%	198	23%
No	648	76%	651	77%
Total	854		849	

Table 96: Sites visited, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Towpath Trail	525	62%	578	68%
Boston Store				
Visitor Center	227	27%	233	27%
Brandywine Falls	219	26%	218	26%
Virginia Kendall Park	181	21%	139	16%
Canal				
Exploration Center	127	15%	113	13%
Other trails	99	12%	74	9%
Everett Covered				
Bridge	99	12%	70	8%
Blue Hen Falls	55	6%	58	7%
Hunt House	35	4%	31	4%
Other	115	13%	105	12%
Total	852		851	

Table 97: Feel crowded, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	157	18%	191	22%
No	695	82%	660	78%
Total	852		851	

Table 98: Personal property safety, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Very safe	713	83%	713	84%
Somewhat safe	121	14%	121	14%
No opinion	18	2%	13	2%
Somewhat unsafe	4	<1%	3	<1%
Very unsafe	2	<1%	3	<1%
Total	858		852	

Table 99: Personal safety, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Very safe	755	88%	759	89%
Somewhat safe	83	10%	81	9%
No opinion	15	2%	8	<1%
Somewhat unsafe	3	<1%	3	<1%
Very unsafe	1	<1%	1	<1%
Total	857		852	

Table 100: Safe from accidents, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Very safe	619	72%	606	71%
Somewhat safe	185	22%	186	22%
No opinion	24	3%	21	2%
Somewhat unsafe	22	3%	30	4%
Very unsafe	5	<1%	9	<1%
Total	855		851	

Table 101: Information services used on this trip and/or on any previous trips, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Guest lectures and/ or workshops	209	24%	177	21%
Self-guided materials	272	32%	231	27%
Ranger-led tour programs	260	30%	231	27%
Audio tour on Cuyahoga Valley Scenic Railroad train	267	31%	244	29%
Audio-visual programs	271	32%	250	29%
Concerts/cultural events/ special events	338	40%	306	36%
Bookstore sales from Visitor Center	363	43%	322	38%
Information desk staff	475	56%	443	52%
Roving rangers/ volunteers	492	58%	477	56%
Visitor center indoor exhibits	541	63%	520	61%
Education signs/ outdoor exhibits	551	65%	538	63%
Printed materials	664	78%	642	75%
Trailhead bulletin boards	675	79%	659	77%
Total	854		851	

Table 102: Information services used this trip, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Trailhead bulletin boards	393	21%	381	23%
Printed materials	353	19%	322	19%
Roving rangers/ volunteers	219	12%	230	14%
Education signs/ outdoor exhibits	230	13%	200	12%
Information desk staff	190	10%	175	10%
Visitor center indoor exhibits	180	10%	159	9%
Bookstore sales items from Visitor Center	65	4%	54	3%
Audio tour on Cuyahoga Valley Scenic Railroad train	50	3%	41	2%
Self-guided materials	54	3%	40	2%
Audio-visual programs	47	3%	37	2%
Ranger-led tour programs	26	1%	23	1%
Concerts/cultural events/ special events	14	<1%	15	<1%
Guest lectures and/or workshops	8	<1%	4	<1%
Total	1829		1681	

Table 103: Information services used on previous trip, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Printed materials	325	38%	328	39%
Visitor center indoor exhibits	284	33%	293	34%
Trailhead bulletin boards	284	33%	290	34%
Education signs/ outdoor exhibits	238	28%	260	31%
Information desk staff	206	24%	205	24%
Concerts/cultural events/ special events	205	24%	200	23%
Roving rangers/ volunteers	198	23%	192	23%
Bookstore sales from Visitor Center	181	21%	162	19%
Ranger-led tour programs	112	13%	113	13%
Audio tour on Cuyahoga Valley Scenic Railroad train	90	11%	100	12%
Audio-visual programs	96	11%	98	12%
Self-guided materials	92	11%	79	9%
Guest lectures and/or workshops	73	9%	68	8%
Total	854		851	

Table 104: Use a shuttle bus, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Likely	88	12%	80	11%
Not likely	624	88%	643	89%
Total	712		724	

Table 105: Combine a shuttle service and scenic train ride, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Likely	197	29%	201	29%
Not likely	480	71%	487	71%
Total	677		688	

Table 106: Prefer other information sources on future visits, unweighted and weighted results

Label	Unweighted Frequency	Unweighted Valid %	Weighted Frequency	Weighted Valid %
Yes	210	26%	222	27%
No	607	74%	585	73%
Total	817		807	

Appendix 4: Additional Analysis

Below are some examples of the types of cross tabulations that can be performed with the data available from this study.

1. How do importance of reasons to visit differ among visitors who live in Ohio, other US states, and other countries?
2. Are visitors who spend more money in the park and nearby area more or less likely to evaluate park services and facilities highly?
3. Is there a correlation between visitors' ages and their preferred sources of information about the park?
4. Are visitors who rate the quality of services/facilities highly more likely to return for future visits?
5. Is there a correlation between visitor groups' ratings of the importance of different reasons to visit and the activities in which they participated?
6. Do larger visitor groups (e.g. four or more) participate in different activities than smaller groups?

The methodological similarity of this study and previous VSP studies in Cuyahoga Valley National Park facilitates longitudinal analysis of visitor group and trip characteristics. Some examples of these types of longitudinal analyses include:

1. How have park visitor demographics changed since previous similar studies?
2. Did visitors use the same sources of information to plan their trips in 2015 as in 2005?
3. Did visitors visit the same locations (in relative frequency) in 2015 as in 2005?
4. What are the trends over time for importance of reasons to visit?
5. Have expenditures in the park and nearby area changed since 2005 and, if they have, what is the relationship between that change and other economic indicators like the inflation rate and median household income?

Appendix 5: Detailed Sampling Procedures

Specific sampling locations were identified for each recreation site within Cuyahoga Valley National Park. These locations are outlined in Figure 86 through Figure 95. Each sampling location consisted two elements: a study area threshold and a survey administration area (except for train station intercept locations). When visitor groups crossed the threshold they became eligible to be contacted and asked to participate in the survey. After contact, if visitor groups agreed to participate, they were administered the survey in the survey administration area. Within each figure, the study area thresholds and their accompanying direction of eligible visitor flow are designated in red. The survey administration area is designated with a yellow star. At the two train station intercept locations (Rockside Station and Akron-Northside Station), the survey administrator arrived to the train station at least an hour ahead of the scheduled departure. Once there, the survey administrator administered the survey to visitors waiting to board the train. Visitors were selected at random, and the survey administrator continued until a few minutes before the train started to board.



Figure 86: Rockside Station sampling location



Figure 87: Canal Exploration Center sampling location

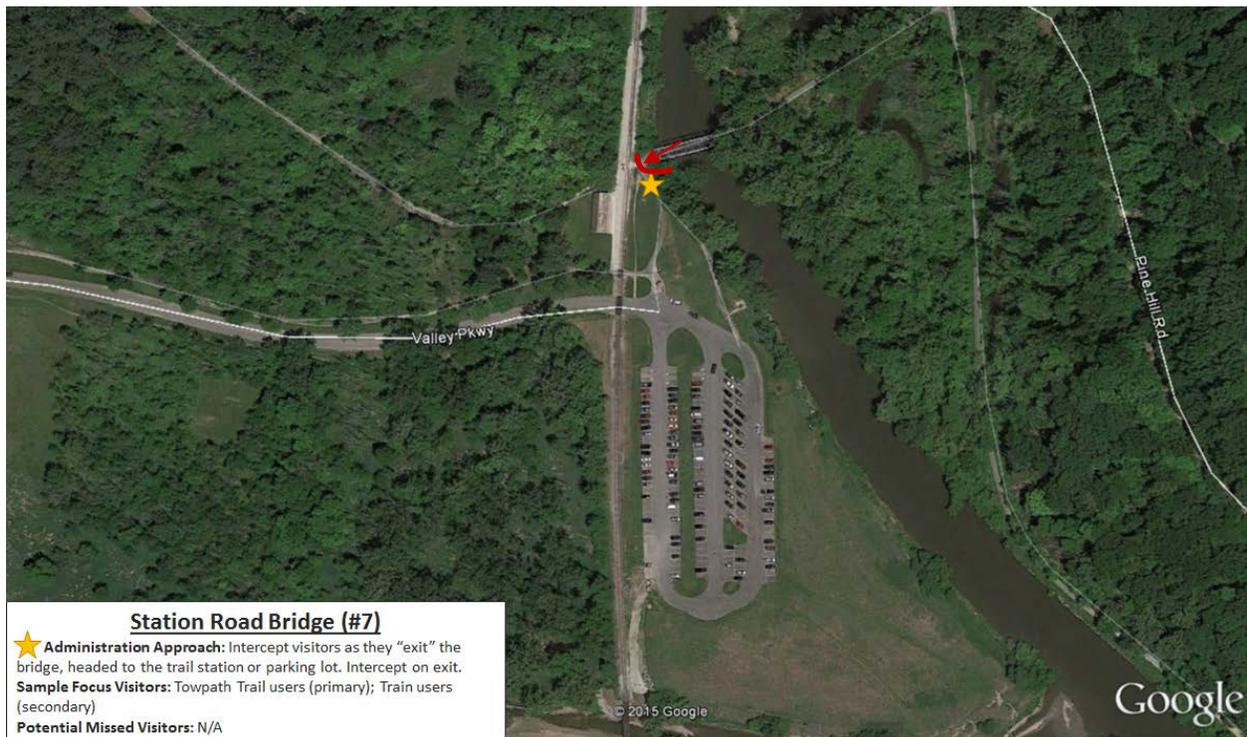


Figure 88: Station Road sampling location



Figure 89: Boston Store sampling location



Figure 90: Peninsula Depot and Lock 29 sampling location

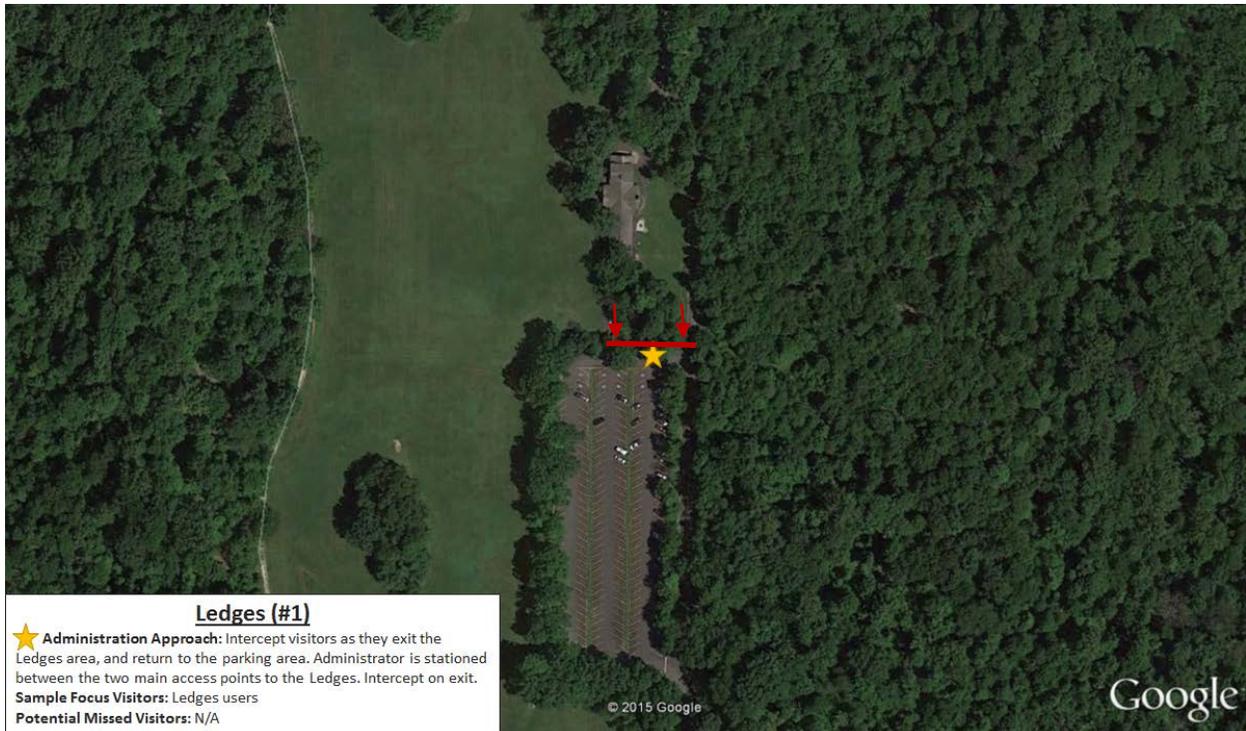


Figure 91: Ledges sampling location



Figure 92: Kendall Lake sampling location



Figure 93: Oak Hill sampling location



Figure 94: Everett Road Covered Bridge sampling location

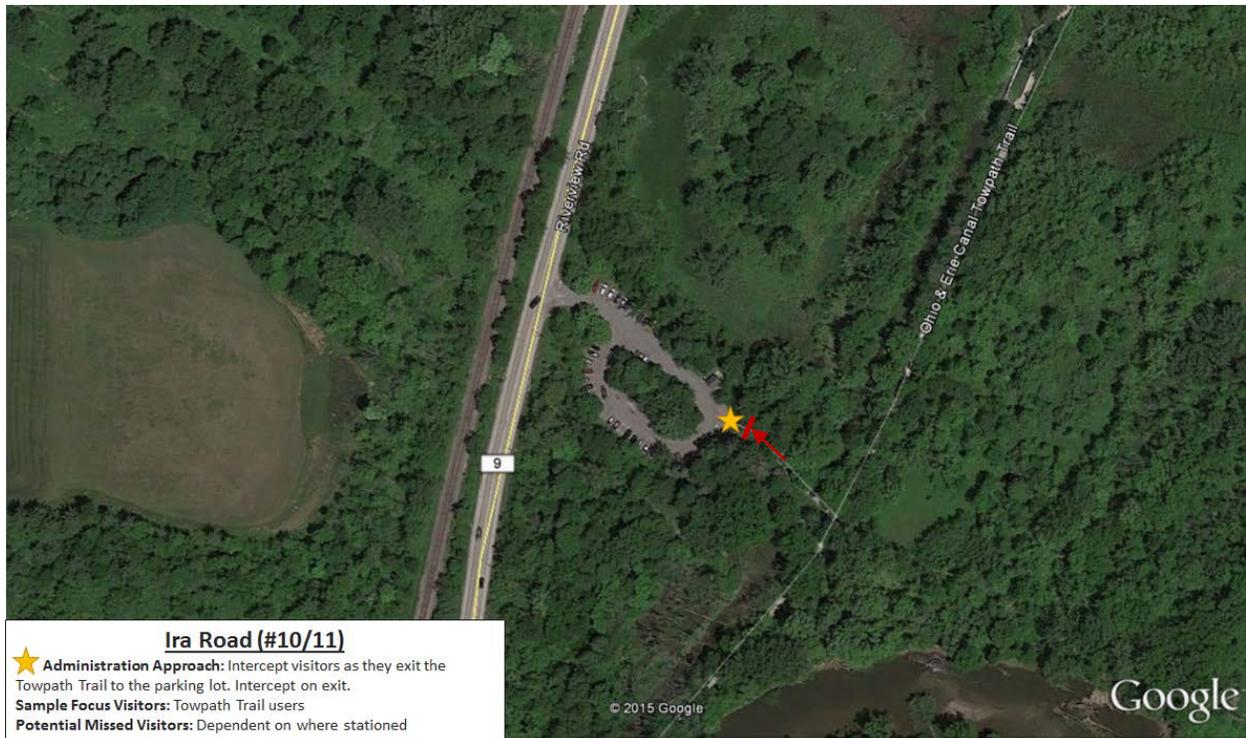


Figure 95: Ira Road sampling location

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