

CHAPTER 4

Americans and Their National Parks

All respondents to the 1982-83 NRS were shown a list of the 48 national parks and asked to recall which, if any, of them they had ever visited. In this chapter, the results of this question will be used to examine the penetration of national park visits into the life-experience of various segments of the respondent sample.¹ Where possible, comparisons will be drawn to the responses to a virtually identical question in a methodologically similar survey conducted in 1955.²

Based on the respondent's answers about his or her past experience of the national parks and future expectations of visiting them, two further sets of questions were asked to elicit public opinion about how park operations should be paid for and how park visits should be rationed in case of overcrowding. The responses to these questions will also be examined briefly in this chapter.

WHY ASK PEOPLE ABOUT NATIONAL PARKS?

The National Park Service, which sponsored the questions examined in this chapter, currently administers 334 areas and sites, all of which are visited by the recreating public. Only 48 of these have been established by Congress as national parks. The rest range from remote national monuments through a variety of historic sites to the Statue of Liberty and the White House. Together with the national parks, these resources reflect the full richness and

¹Visits are not the only ways in which people experience these parks. The national parks are part of the heritage of all Americans, and they are experienced in numerous vicarious ways—through the media, word-of-mouth, etc.—in addition to visits.

²Audience Research Incorporated. 1955. *A Survey of the Public Concerning the National Parks*. Conducted for the National Park Service, Department of the Interior. Princeton, NJ.

complexity of the American heritage. The National Park Service, entrusted with their care, is interested in the various interactions between all of these areas and the American public.

It was deemed impractical, however, to cover such a large and conceptually unwieldy aggregation in a survey of the general public. Hence this series of questions was based on the 48 national parks, narrowly defined, and the respondent was shown the complete list of them to minimize doubt as to what was meant. This limitation has two principal effects on this examination of the results:

1. A direct comparison to the 1955 survey, referred to earlier, is possible and,
2. The responses to the public opinion questions are directly applicable only to the 48 national parks. It is not unreasonable to expect, however, that public attitudes would be similar in the case of other resources—other Federal lands, State parks, etc.—which provide similar visitor services, such as camping or interpretive programs.

NATIONAL PARK VISITS AS AN AMERICAN EXPERIENCE—1950's AND 1980's COMPARED

The park visit experience will be examined first as it affects the entire NRS sample of today's United States population. A comparison will be made to the situation in 1955 as reflected in the Audience Research survey mentioned earlier. Finally, the 1982-83 sample of respondents will be broken down into the various demographic categories introduced in chapter 1 to see in what ways their national park visit experiences are similar or different.

"Audience Penetration" of Today's National Parks

Table 20 lists the 48 national parks by region and, in the first column, the percentage of the total sample of 5,757 NRS respondents who recalled ever having visited each of them. The second and third columns—listing, respectively, the estimated total number of visits to the park in 1982 (in thousands) and the year the park was established—are included to help in interpreting the "audience penetration" figures in the first column.

Great Smoky Mountains National Park ranks first both in 1982 visits and in the percentage of the NRS sample who recalled having gone there. The Alaska parks, and Isle Royale National Park in Michigan, are near the bottom of both measures. Apart from these extremes, however, the numbers in the first and second columns are almost totally unrelated. A comparison between two of these parks, Acadia and Redwood, will illustrate the very different roles which the various national parks appear to fulfill for the visiting public.

Acadia National Park ranks just behind Great Smoky Mountains in 1982 visits with an impressive 3.6 million. However, although it has existed as a national park since 1919, only 4 percent of the NRS respondents recalled having gone there. By contrast, Redwood National Park recorded fewer than half a million visits in 1982, but 13 percent of our respondents said they had gone there. For a relatively new national park—established in 1968—such a penetration into the life-experience of the American people is most impressive.

Clearly, many millions of Americans have placed Redwood National Park on their lifetime must list of places to see, while relatively few have made a habit of going there. The reverse appears to be the case for Acadia which, if our sample accurately reflects the situation, draws its visitors from a

Table 20. National Park Visits

| Region/ National park | Percentage of respond- ents calling visit | Thousands of visits to park in 1982 ¹ | Year estab- lished ² | Region/ National Park | Percentage of respond- ents calling visit | Thousands of visits to park in 1982 ¹ | Year estab- lished ² |
|---|--|---|---------------------------------------|---|--|---|---------------------------------------|
| Northeast | | | | West | | | |
| Acadia (Maine) | 4 | 3572 | 1919 | Channel Islands (California) | 2 | 172 | 1980 |
| South | | | | Crater Lake (Oregon) | 6 | 436 | 1902 |
| Big Bend (Texas) | 3 | 180 | 1944 | Glacier (Montana) | 6 | 1666 | 1910 |
| Biscayne (Florida) | 3 | 348 | 1968 | Grand Teton (Wyoming) | 9 | 2534 | 1929 |
| Everglades (Florida) | 10 | 550 | 1934 | Kings Canyon (California) | 4 | 531 | 1890 |
| Great Smoky Mountains (N. Carolina, Tennessee) | 20 | 8178 | 1934 | Lassen Volcanic (California) | 3 | 415 | 1916 |
| Guadalupe Mountains (Texas) | 2 | 141 | 1972 | Mount Rainier (Washington) | 6 | 1007 | 1899 |
| Hot Springs (Arkansas) | 7 | 1016 | 1880 | North Cascades (Washington) | 3 | 857 | 1968 |
| Mammoth Cave (Kentucky) | 8 | 1527 | 1941 | Olympic (Washington) | 4 | 2479 | 1938 |
| Shenandoah-Skyline Drive (Virginia) | 12 | 1752 | 1935 | Redwood (California) | 13 | 467 | 1968 |
| Midwest | | | | Sequoia (California) | 9 | 1021 | 1890 |
| Badlands (S. Dakota) | 10 | 1031 | 1929 | Yellowstone (Wyoming, Montana, Idaho) | 15 | 2369 | 1872 |
| Isle Royale (Michigan) | 1 | 13 | 1931 | Yosemite (California) | 11 | 2416 | 1890 |
| Theodore Roosevelt (N. Dakota) | 3 | 677 | 1947 | Alaska, Hawaii, Virgin Islands | | | |
| Wind Cave (S. Dakota) | 3 | 467 | 1903 | Denali (Alaska) | 1 | 322 | 1917 |
| Voyageurs (Minnesota) | 1 | 144 | 1975 | Gates of the Arctic (Alaska) | (x) | 1 | 1980 |
| Southwest | | | | Glacier Bay (Alaska) | 1 | 90 | 1925 |
| Arches (Utah) | 2 | 339 | 1971 | Haleakala (Hawaii) | 3 | 772 | 1960 |
| Bryce Canyon (Utah) | 6 | 472 | 1924 | Hawaii Volcanoes (formerly Hawaii National Park) | 4 | 1995 | 1916 |
| Canyonlands (Utah) | 2 | 97 | 1964 | Katmai (Alaska) | (x) | 14 | 1980 |
| Capitol Reef (Utah) | 1 | 290 | 1971 | Kenai Fjords (Alaska) | (x) | 16 | 1980 |
| Carlsbad Caverns (New Mexico) | 9 | 782 | 1930 | Kobuk Valley (Alaska) | (x) | 4 | 1980 |
| Grand Canyon (Arizona) | 17 | 2293 | 1908 | Lake Clark (Alaska) | (x) | 10 | 1980 |
| Mesa Verde (Colorado) | 5 | 603 | 1906 | Wrangell-Saint Elias (Alaska) | (x) | 15 | 1980 |
| Petrified Forest (Arizona) | 10 | 712 | 1962 | Virgin Islands | 2 | 674 | 1956 |
| Rocky Mountain (Colorado) | 15 | 2564 | 1915 | | | | |
| Zion (Utah) | 6 | 1246 | 1919 | | | | |

x less than one half of one percent.

¹Source: U.S. Department of the Interior, National Park Service. 1983. National park statistical abstract 1982. Denver, Colorado.

²Source: U.S. Department of the Interior, National Park Service. 1982. Index of the national park system and related areas. Government Printing Office, Washington, DC.

small segment of the population. To amass such impressive annual visitation totals, therefore, it must be very highly regarded by a loyal—if limited, and probably regional—clientele. It is evident from this comparison that it would be hazardous to rely on any single measure of value, performance, or output in the case of a phenomenon as complex as a national park.

The foregoing comparison also illustrates the reason why the date of establishment is included in the third column of table 20. All 48 currently existing national parks have not had an equal chance to establish themselves in the American consciousness and attract visitation. Some of the visits recalled by our respondents occurred many decades ago. Indeed, one respondent's most recent national park visit was in 1903. Hence older

parks have had a greater opportunity to become part of the direct experience of the American people.³ This should be kept in mind, especially, when interpreting the percentage figures for the most recently established national parks.

³For this reason, the year in the third column is not always that in which the area in question was designated by Congress as a national park. Many current national parks were formerly national monuments or other administrative units, but would be recognized by the public by their proper names. Visits to these areas during the preparatory years would likely be recalled and cited in this survey. In such a case, therefore, the year given is that of its establishment as an area designated for public visitation under its current proper name. Badlands, for instance, was not established as a national park until 1978. The date given, 1929, is that of its establishment as Badlands National Monument.

1950's and 1980's Compared

In table 21, a comparison is made between the current NRS and the 1955 Survey of the Public Concerning the National Parks. The figures listed in each case are the percentages of the total sample of respondents who said they recalled having visited each park. Conceptually, this is the same measure of audience penetration as was used in the first column of table 20. Two differences should be noted:

1. There were only 28 national parks in 1955. Only these are available for comparison, and they are the only ones listed in table 21. In fact, one of these, Platt National Park (Oklahoma), lacks any entry for the current survey. In 1976, it was redesignated as Chickasaw National

Table 21. Changes in Lifetime Recall of National Park Visits

(Percentage of respondents in 1955 and 1982-83 surveys who recalled having visited selected national parks^{1 2})

| National park | 1955 survey | 1982 to 1983 survey | National park | 1955 survey | 1982 to 1983 survey |
|----------------------------|-------------|---------------------|--|-----------------|---------------------|
| Geat Smoky Mountains . . . | 11 | 21 | Zion | 3 | 7 |
| Yellowstone | 11 | 17 | Acadia | 2 | 4 |
| Grand Canyon | 10 | 18 | Lassen Volcanic | 2 | 3 |
| Carlsbad Caverns | 7 | 10 | Mesa Verde | 1 | 6 |
| Yosemite | 6 | 13 | Olympic | 1 | 4 |
| Hot Springs | 5 | 7 | Wind Cave | 1 | 4 |
| Mammoth Cave | 5 | 9 | Big Bend | 1 | 3 |
| Shenandoah | 5 | 13 | Platt | 1 | (²) |
| Rocky Mountain | 5 | 16 | Hawaii Volcanoes (form- erly Hawaii National Park) | 1 | 5 |
| Sequoia | 4 | 10 | Kings Canyon | 1 | 4 |
| Everglades | 4 | 11 | Denali (formerly Mt. McKinley) | 1 | 1 |
| Bryce Canyon | 4 | 7 | Isle Royale | (x) | 2 |
| Mt. Rainier | 4 | 7 | Did not recall having visited a national park . . . | ³ 63 | ⁴ 44 |
| Grand Teton | 4 | 10 | | | |
| Crater Lake | 3 | 7 | | | |
| Glacier | 3 | 1 | | | |

x Less than one half of one percent.

¹Respondents age 21 or older.

²These were the 28 national parks existing in 1955. Platt National Park was redesignated Chickasaw National Recreation Area in 1976 and was excluded from the 1982-83 survey.

³Total number of parks available for visiting was 28 in 1955 and 48 in 1982-83.

Recreation Area and hence did not meet the criteria for inclusion in the 1982-83 list.

- The 1955 survey was limited to persons 21 years of age or older. To meet this criterion, respondents younger than 21 were eliminated from the 1982-83 sample before the percentages in the second column of table 21 were generated. This accounts for the minor discrepancies in 1982-83 percentages between table 20 and 21.

A comparison of the 1955 and current percentages of respondents who recalled visits indicates that, to the degree that both samples are representative, all the then-existing national parks have increased, at least slightly, their penetration into the life-experience of the American people. In most cases, the percentage recalling a visit has at least doubled. In only a few instances—notably advances by Shenandoah, Rocky Mountain, and Grand Teton—did the relative standing of the national parks on this audience penetration measure shift dramatically.

National Parks—Those Who Go and Those Who Don't

In the 1955 Audience Research survey, 63 percent of the respondents did not recall ever having visited a national park. In the 1982-83 NRS, less than half—46 percent of the sample—were unable to remember at

least one national park visit.⁴ As will be seen in the first column of table 22, these non-visitors are concentrated in the lower educational and income categories, and Blacks are greatly overrepresented among them. The last column of the table—the people with a life list of at least 10 national parks—shows essentially a mirror image of this pattern. The demographic segments most seriously underrepresented in this heavy visitor group are Blacks (who are altogether absent) and those of low educational attainment.

PAYING FOR NATIONAL PARKS—WHO AND HOW MUCH?

Reflecting a widespread concern with recreation fee policy, the National Park Service sponsored four NRS questions to elicit public opinion on this subject. The survey pretest showed that younger respondents found these questions irrelevant and difficult to answer. In the full-scale survey therefore, these fee and policy questions were asked only of respondents 16 years old or older. This limitation applies to the remainder of this chapter and to the

⁴This apparent 18-percent difference reflects more than an increased propensity of present-day Americans to visit national parks. The opportunity to log a visit has increased dramatically with the creation of 21 new national parks since 1955. In some regions, it would now require a modicum of care and planning to maintain an unblemished lifetime record of national park avoidance.

following chapter on Trends in Time and Money Expenditures as well.

The first two fee questions elicited the respondents' maximum willingness to pay for a one-time entry as well as for an unrestricted annual pass to the national parks. For these questions, the spectrum of respondents was further restricted to those who had indicated they were at least "somewhat likely" to visit a national park in the next 3 years. The results are depicted in table 23. The first four columns list the percentages of respondents who said they would pay various maximum one-time entry fees, and the final four columns give the same information for annual passes.

Maximum willingness to pay declines clearly with age. It increases, though less consistently, with income. There is little difference between educational levels or between people who claim various likelihoods of visiting a national park in the future.

These willingness-to-pay questions are predictions of personal behavior. Little can be inferred from them regarding the respondent's perception of the fairness, wisdom, or desirability of various fee policies. Therefore, two direct, fee-policy questions were also asked. Here, since these issues of fiscal policy are relevant to the population at large, the respondents with little likelihood of future national park visits were again included.

In the first of these fee policy questions, the respondent was asked to choose the most desirable of five ways of splitting an assumed 5-dollar-per visit park operating cost between the visitor (fees) and the taxpayer. The choices ranged from "all from the visitor" through "half and half" to "all from the taxpayer." The results, displayed in table A-2, in appendix A, indicate that cost sharing between the taxpayer and the visitor was preferred by 53 percent of the eligible respondents. Seven percent said they preferred to have no visitor fees (to pay the whole operating cost from taxes), but 28 percent said to charge the entire cost to the visitor.

In the last of the national park fee questions, the respondent was shown a list of four services provided to park visitors, and asked "As I read the list, please tell me whether the costs of each should be paid for by visitors or from taxes." The results are summarized in tables A-3 through A-6, in appendix A. Again, the response pattern was highly consistent across the various categories of respondents. Regardless of previous national park experience or expectation of future visits, respondents chose visitor charges over taxes by margins of 2 or 3 to 1. This was especially pronounced in the case of "rides on buses or other ways of getting around the park" with 61 percent favoring visitor fees, and least so for "special talks and exhibits" with 41 percent. The other two services—"operating campgrounds" and "operating advance reservation systems

Table 22. Number of National Parks Ever Visited, by Demographic Characteristic

| Demographic characteristic | Number of parks visited (Percentage of respondents) | | | | Average number of parks visited |
|--|--|--------|--------|---------------|--|
| | None | 1 to 4 | 5 to 9 | 10 or more | |
| Total sample | 47 | 33 | 11 | 8 | 2.68 |
| Sex | | | | | |
| Male | 46 | 34 | 12 | 8 | 2.76 |
| Female | 48 | 33 | 11 | 8 | 2.61 |
| Age | | | | | |
| 12 to 24 | 56 | 34 | 7 | 3 | 1.52 |
| 25 to 39 | 43 | 37 | 12 | 8 | 2.69 |
| 40 to 59 | 41 | 33 | 15 | 11 | 3.41 |
| 60 or more | 47 | 29 | 12 | 12 | 3.35 |
| Education | | | | | |
| Less than high school | 66 | 26 | 6 | 3 | 1.26 |
| High school | 47 | 35 | 11 | 7 | 2.54 |
| Less than 4 years of college | 31 | 37 | 17 | 15 | 4.14 |
| 4 or more years of college | 24 | 37 | 21 | 18 | 5.10 |
| Race | | | | | |
| White | 42 | 36 | 13 | 10 | 3.01 |
| Black | 83 | 15 | 1 | 0 | .33 |
| Annual family income (dollars) | | | | | |
| Under 5,000 | 69 | 22 | 5 | 3 | 1.24 |
| 5,000 to 14,999 | 56 | 31 | 8 | 6 | 1.93 |
| 15,000 to 24,999 | 47 | 35 | 12 | 7 | 2.52 |
| 25,000 to 49,999 | 33 | 39 | 16 | 12 | 3.67 |
| 50,000 or more | 26 | 33 | 23 | 17 | 4.93 |
| Family size | | | | | |
| 1 | 46 | 32 | 12 | 10 | 2.88 |
| 2 | 41 | 33 | 15 | 12 | 3.53 |
| 3 | 44 | 36 | 11 | 9 | 2.73 |
| 4 | 48 | 36 | 10 | 6 | 2.21 |
| 5 or more | 54 | 34 | 8 | 5 | 1.96 |
| Marital status | | | | | |
| Married | 41 | 35 | 14 | 10 | 3.18 |
| Widowed, divorced, separated | 51 | 30 | 11 | 9 | 2.56 |
| Never married | 55 | 30 | 8 | 6 | 2.01 |
| Household cars owned | | | | | |
| None | 76 | 17 | 4 | 3 | .95 |
| 1 | 53 | 31 | 9 | 7 | 2.31 |
| 2 | 43 | 35 | 13 | 10 | 3.04 |
| 3 | 39 | 38 | 13 | 10 | 3.16 |
| 4 or more | 37 | 39 | 15 | 9 | 3.12 |
| Employment status | | | | | |
| At work | 44 | 34 | 13 | 10 | 2.94 |
| Not at work | 38 | 39 | 12 | 11 | 3.48 |
| Unemployed | 51 | 38 | 7 | 5 | 1.89 |
| Keeping house | 47 | 34 | 12 | 7 | 2.62 |
| Going to school | 57 | 30 | 11 | 2 | 1.48 |
| Unable to work | 66 | 14 | 10 | 10 | 2.54 |
| Retired | 52 | 26 | 12 | 11 | 3.28 |
| Other | 53 | 32 | 8 | 7 | 2.18 |
| Size of locality of residence (population) | | | | | |
| Under 5,000 | 46 | 38 | 10 | 7 | 2.29 |
| 5,000 to 24,999 | 42 | 36 | 14 | 9 | 3.07 |
| 25,000 to 99,999 | 45 | 32 | 13 | 10 | 3.04 |
| 100,000 to 999,999 | 46 | 31 | 12 | 10 | 3.04 |
| 1,000,000 or more | 71 | 19 | 6 | 5 | 1.46 |

for camping and other services"—fell between these extremes.

This was a forced-choice question. The respondent was given no alternatives beyond those of charging the visitor or charging the taxpayer. Perhaps the most remarkable result was that a substantial proportion of the respondents (17 to 26 percent) rejected both of these choices and insisted that the four services should be paid for by a combination of fees and taxes. This insistence on the middle ground, in the absence of any indication that this would be an acceptable answer, suggests that a preference for cost-sharing of visitor service expenses is very widespread among the public—that a much higher percentage would have chosen the combination option if explicitly offered.

HOW TO RATION NATIONAL PARKS—RANKING OF FOUR OPTIONS

Peak season crowding has become a major problem in the more popular national parks. Various methods of limiting visits during such periods have been under discussion for many years. A question was inserted in the 1982-83 NRS to test the public's reaction to four such possibilities. Again, the response pattern was consistent across our groupings of respondents with various past park experiences and different expectations of future visits. The non-park-visiting segment deviated somewhat from this consistency, in that they, and they alone, showed a substantial tendency to reject the rationing of park visits outright. The results of the responses to this rationing question are summarized in tables A-7 through A-10 in appendix A.

Of the four rationing methods presented, "letting people reserve park visits ahead of time with reservations taken on a first-come, first-serve basis" was clearly the most popular, with 65 percent of the respondents citing it as their first choice. Next was "letting people apply in advance to reserve their park visits, then drawing names to find out who gets reservations." This option received 42 percent of the second choice votes. The other two rationing methods—turning people away who come after a limit of people are in the park" and "charging an extra 5 dollars per adult visitor during the summer in crowded parks" were not ranked highly by most of the survey respondents.

SUMMARY

Chapters 3 and 4 have examined, from the recreation visitor's standpoint, the various locales—from back yards to national parks—where outdoor recreation takes place. In the final two chapters, the focus will shift back to individuals where they live. These chapters will examine people's changing commitments of time, money, and personal involvement to outdoor recreation throughout the life cycle.

Table 23. Maximum Acceptable National Park Entry Fees(Percentage of respondents who said they would pay various maximum amounts for one-time entries and annual passes to national parks by demographic characteristic¹)

| Demographic characteristic | Maximum amount for one-time entry (dollars) | | | | | Maximum amount for annual pass (dollars) | | | | |
|---|---|--------------|---------------|----------------|-----------------|--|----------------|----------------|----------------|-----------------|
| | .25 to 2.49 | 2.50 to 7.49 | 7.50 to 14.99 | 15.00 to 29.99 | 30.00 to 100.00 | 5.00 to 9.99 | 10.00 to 19.99 | 20.00 to 29.99 | 30.00 to 59.99 | 60.00 to 100.00 |
| Total sample | 17 | 53 | 20 | 8 | 2 | 13 | 18 | 35 | 22 | 12 |
| Likelihood of visiting a national park | | | | | | | | | | |
| Very likely in next 12 months | 17 | 51 | 21 | 9 | 2 | 11 | 17 | 39 | 21 | 12 |
| Less likely in next 12 months but very likely in next 3 years | 14 | 53 | 22 | 9 | 3 | 11 | 19 | 35 | 23 | 13 |
| Somewhat likely in next 3 years | 18 | 55 | 19 | 7 | 2 | 16 | 18 | 32 | 22 | 11 |
| Sex | | | | | | | | | | |
| Male | 17 | 53 | 20 | 8 | 3 | 12 | 19 | 35 | 20 | 14 |
| Female | 17 | 53 | 20 | 8 | 2 | 14 | 17 | 35 | 24 | 11 |
| Age | | | | | | | | | | |
| 16 to 24 | 15 | 52 | 19 | 10 | 4 | 10 | 11 | 31 | 30 | 19 |
| 25 to 39 | 17 | 55 | 21 | 7 | 1 | 13 | 19 | 38 | 22 | 9 |
| 40 to 59 | 19 | 51 | 21 | 7 | 2 | 16 | 22 | 36 | 15 | 11 |
| 60 and over | 17 | 54 | 19 | 9 | 1 | 17 | 25 | 33 | 15 | 11 |
| Education | | | | | | | | | | |
| Less than high school | 24 | 49 | 16 | 9 | 3 | 21 | 18 | 27 | 20 | 14 |
| High school | 19 | 55 | 19 | 6 | 1 | 14 | 20 | 35 | 21 | 11 |
| Less than 4 years of college | 16 | 51 | 22 | 8 | 2 | 12 | 19 | 39 | 20 | 10 |
| 4 or more years of college | 12 | 56 | 22 | 8 | 2 | 10 | 22 | 41 | 21 | 6 |
| Race | | | | | | | | | | |
| White | 17 | 54 | 20 | 7 | 2 | 13 | 18 | 36 | 22 | 12 |
| Black and other | 20 | 41 | 19 | 14 | 6 | 17 | 15 | 31 | 21 | 17 |
| Annual family income (dollars) | | | | | | | | | | |
| Under 5,000 | 23 | 46 | 19 | 6 | 7 | 17 | 19 | 22 | 27 | 15 |
| 5,000 to 14,999 | 20 | 51 | 19 | 9 | 1 | 15 | 18 | 30 | 22 | 16 |
| 15,000 to 24,999 | 17 | 54 | 21 | 7 | 2 | 12 | 18 | 36 | 23 | 11 |
| 25,000 to 49,999 | 16 | 56 | 20 | 7 | 1 | 13 | 18 | 38 | 21 | 10 |
| 50,000 or more | 12 | 45 | 30 | 10 | 2 | 11 | 17 | 47 | 18 | 8 |
| Family size | | | | | | | | | | |
| 1 | 17 | 51 | 20 | 10 | 2 | 14 | 19 | 36 | 18 | 13 |
| 2 | 14 | 54 | 22 | 9 | 2 | 11 | 20 | 35 | 24 | 11 |
| 3 | 20 | 52 | 20 | 6 | 2 | 15 | 16 | 36 | 23 | 10 |
| 4 | 16 | 56 | 20 | 7 | 1 | 11 | 19 | 38 | 23 | 9 |
| 5 or more | 21 | 51 | 18 | 8 | 3 | 17 | 16 | 30 | 18 | 19 |
| Marital status | | | | | | | | | | |
| Married | 18 | 54 | 19 | 7 | 1 | 15 | 21 | 36 | 20 | 9 |
| Widowed, divorced, separated | 19 | 49 | 23 | 8 | 1 | 16 | 18 | 35 | 18 | 13 |
| Never married | 15 | 51 | 20 | 10 | 4 | 9 | 12 | 33 | 27 | 19 |
| Household cars owned | | | | | | | | | | |
| None | 17 | 47 | 23 | 11 | 3 | 15 | 20 | 30 | 19 | 16 |
| 1 | 18 | 52 | 19 | 10 | 2 | 15 | 16 | 32 | 22 | 14 |
| 2 | 18 | 53 | 20 | 8 | 1 | 12 | 20 | 35 | 23 | 9 |
| 3 | 16 | 54 | 21 | 7 | 2 | 14 | 18 | 34 | 23 | 12 |
| 4 or more | 14 | 54 | 22 | 6 | 4 | 12 | 15 | 40 | 18 | 15 |
| Employment status | | | | | | | | | | |
| At work | 16 | 54 | 20 | 8 | 2 | 11 | 19 | 36 | 22 | 12 |
| With job, not at work | 18 | 50 | 24 | 7 | 1 | 21 | 19 | 33 | 17 | 9 |
| Unemployed | 20 | 62 | 11 | 7 | 0 | 15 | 23 | 25 | 22 | 14 |
| Keeping house | 20 | 53 | 23 | 6 | 1 | 19 | 17 | 35 | 20 | 10 |
| Going to school | 23 | 38 | 23 | 14 | 2 | 13 | 7 | 26 | 34 | 20 |
| Unable to work | 27 | 47 | 19 | 8 | 0 | 16 | 14 | 39 | 31 | 0 |
| Retired | 20 | 51 | 19 | 8 | 2 | 16 | 26 | 31 | 16 | 11 |
| Other | 19 | 47 | 15 | 10 | 8 | 13 | 15 | 35 | 22 | 15 |
| Size of locality of residence (population) | | | | | | | | | | |
| Under 5,000 | 18 | 55 | 22 | 5 | 1 | 17 | 21 | 29 | 24 | 10 |
| 5,000 to 24,999 | 17 | 51 | 22 | 9 | 2 | 10 | 17 | 37 | 22 | 15 |
| 25,000 to 99,999 | 14 | 53 | 21 | 9 | 3 | 13 | 17 | 38 | 22 | 11 |
| 100,000 to 999,999 | 22 | 51 | 18 | 7 | 2 | 14 | 15 | 34 | 24 | 12 |

¹Respondents who were 16 years old or older and indicated that they were at least somewhat likely to visit a national park in the next 3 years.