

# National Park Service

## Centennial National Household Survey -Youth Engagement Survey-

**PAPERWORK REDUCTION ACT STATEMENT:** The National Park Service is authorized by 54 USC 100702 to collect this information. The purpose of this collection is to pre-test questions that will be used to survey youth (ages 12-17) to assess feasibility of the approach and measure respondent burden. The overall results will be used to develop a final survey instrument that will be used to measure the awareness, engagement, values, and preferences of both visitors and non-visitors, specifically individuals between 12 and 17 years old to assess the relevancy of NPS as well as to assess change over time, which in turn will be used to evaluate the effectiveness of NPS efforts to increase its relevancy. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed at the end of the data collection process. No action may be taken against you for refusing to supply the information requested. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number and expiration date.

**BURDEN ESTIMATE STATEMENT:** Public reporting burden for this is estimated to average 4 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to: Bret Meldrum, Chief, Social Science Program, National Park Service, [bret\\_meldrum@nps.gov](mailto:bret_meldrum@nps.gov) (email).

## **SECTION 1: INTRODUCTION YOUTH ENGAGEMENT**

YEintro.

**Hello, my name is \_\_\_\_\_. I just completed a survey about national parks with your parent and they agreed to let me ask you a few questions about national parks. The survey will only take 5 minutes. Is that OK with you?**

If Yes, → skip to VOLUNTARY

If No, → **Ok. Thank you for your time.**

VOLUNTARY.

**Your participation in this survey is completely voluntary. That means you don't have to answer any questions you don't want to and you can stop at any time. May I continue?**

If Yes, → skip to YEstart

If No, → **Ok. Thank you for your time.**

## **SECTION 2: YOUTH ENGAGEMENT (YE)**

⇒YEstart.

**Ok. Before I start, you should know the National Park System includes all national parks, national seashores, historic sites, battlefields, national monuments and other designations.**

**YE1. Have you ever visited a national park?**

1. Yes

2. No (skip to YE6)

998. Don't know/Not sure (skip to YE6)

999. No Answer/Refused (skip to YE6)

**YE2. Was the visit with only family/friends or part of a school, church, or community group?**

1. family/friends

2. school, church, or community group

3. both

998. Don't know/Not sure

999. No Answer/Refused

**For each of the following statements, please tell me how true or not true you feel each statement is.**

**YE3. I had a good time when I visited.**

**YE4. Given the chance, I would visit again.**

**YE5. During my visit I felt that the National Park did a good job of providing information and activities for kids my age.**

1. Very true

2. Slightly true

3. Not true

998. Don't know/Not sure

999. No Answer/Refused

**YE6a. Have you ever watched video about a National Park?**

1. Yes
2. No

998. Don't know/Not sure

999. No Answer/Refused

**YE6b. Do you use any form of social media?**

1. Yes

Which social media do you use?

- Facebook
- Snapchat
- Instagram
- Twitter
- Other

2. No ⇒ GO TO YE7

998. Don't know/Not sure ⇒ GO TO YE7

999. No Answer/Refused ⇒ GO TO YE7

**YE6c. Do you or have you ever used social media to view pictures, watch a video, or read about a National Park?**

1. Yes

Which social media did you use?

- Facebook
- Snapchat
- Instagram
- Twitter
- Other:

2. No ⇒ GO TO YE7

998. Don't know/Not sure ⇒ GO TO YE7

999. No Answer/Refused ⇒ GO TO YE7

**For each of the following statements, please tell me how true or not true you feel each statement is.**

**YE7. Preserving national parks is important to me.**

**YE8. Learning about science and the environment is important to me.**

**YE9. Learning about history and culture is important to me.**

**YE10. Hiking and other outdoor activities is important to me.**

1. Very true
2. Somewhat true
3. Not true

998. Don't know/Not sure

999. No Answer/Refused

**Now I would like to know a little about you.**

**YE11. Are you male or female?**

**YE12. And how old are you?**

\_\_\_\_\_ (Type answer here)

998. Don't know/Not sure

999. No Answer/Refused

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