# John Heinz National Wildlife Refuge at Tinicum

# Visitor Feedback Survey Instrument

## Introduction

Thank you for agreeing to participate in our survey! This survey is being administered by ImpactED at the University of Pennsylvania, an organization working with the John Heinz Wildlife Refuge at Tinicum (John Heinz NWR) to help the Refuge collect information that will help them improve transportation conditions, recreation, and resource management. This survey is anonymous, so please answer as truthfully as possible.

### Section 1: Transportation Questions

1. How did you get to John Heinz NWR today? *Please check all that apply if you used multiple modes of transportation today.*
   1. Bicycle
   2. Motorcycle
   3. Personal vehicle
   4. Hiked/walked
   5. Public transportation (SEPTA bus, regional rail or trolley)
   6. Taxi service, including Uber, Lyft
   7. Southwest Community Shuttle
   8. Charter bus
   9. Watercraft
   10. Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. [Only ask/display If the answer to Q1 is NOT “shuttle”]

*The Southwest Community Shuttle runs on days when there are special events at John Heinz NWR and Bartram’s Garden. The shuttle runs in Eastwick, Kingsessing, Elmwood, and Cobbs Creek Park.*

Had the shuttle service been active today, would you have considered using it?

* 1. Yes
  2. No
  3. Don’t Know

### Section 2: Visitation History

1. Is this your first visit to John Heinz NWR?
   1. Yes
   2. No

[If No] Approximately how many times have you visited in the last 12 months?

Number of prior visits: \_\_\_\_ (drop down menu: 1-2 visits, 3-5 visits, 6 or more visits)

**Section 3: Trip Purpose and Activities**

1. How important was each of the following in your decision to visit to John Heinz NWR?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Not at all important | Somewhat important | Important | Very Important |
| To escape from the urban setting |  |  |  |  |
| To spend time with friends/family |  |  |  |  |
| To appreciate the beauty and peacefulness of nature |  |  |  |  |
| To view wildlife or natural scenery |  |  |  |  |
| To get physical exercise |  |  |  |  |
| To connect with others in my community |  |  |  |  |
| Other (please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_) |  |  |  |  |

1. In which of the following activities did you participate or will you participate during this visit to John Heinz NWR? (please mark all that apply.)
   1. Walking or hiking
   2. Running
   3. Bicycling
   4. Boating, canoeing, or kayaking
   5. Fishing
   6. Environmental education (e.g., classes, lessons, labs)
   7. Interpretation (e.g., tours, guided walks, exhibits)
   8. Wildlife observation (guided or self-guided) and/or photography
   9. Habitat planting or invasive species work
   10. Litter cleanups
   11. Special event (please specify: \_\_\_\_\_\_\_\_\_\_\_\_)
   12. Other (please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

[If answer includes wildlife observation]: Were you bird watching?

* 1. Yes
  2. No

1. On this visit to John Heinz NWR, how satisfied were you with each of the following:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very dissatisfied | Dissatisfied | Satisfied | Very satisfied | Did not use/ experience |
| Visitor Center |  |  |  |  |  |
| Signage (at the entrance and throughout the Refuge) |  |  |  |  |  |
| Parking |  |  |  |  |  |
| Trails |  |  |  |  |  |
| Bathrooms |  |  |  |  |  |
| Opportunities to view wildlife |  |  |  |  |  |
| Opportunities to learn about nature and/or wildlife |  |  |  |  |  |
| Experience with Refuge staff and volunteers |  |  |  |  |  |
| Experience with other visitors |  |  |  |  |  |

What could have been improved about this visit John Heinz NWR?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Based on this visit to John Heinz NWR, how much do you disagree or agree with each statement below?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
| I felt welcome during my visit to John Heinz NWR. |  |  |  |  |  |
| I felt safe during my visit to John Heinz NWR. |  |  |  |  |  |
| Crime is a problem at John Heinz NWR. |  |  |  |  |  |

1. Thinking about your overall experiences in nature, how much do you disagree or agree with each statement below?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
| I feel comfortable being in nature. |  |  |  |  |  |
| I do not like being in nature by myself. |  |  |  |  |  |
| People closest to me enjoy participating in nature-based recreation. |  |  |  |  |  |
| Generally, people who look like me are treated differently when they participate in nature-based recreation. |  |  |  |  |  |

1. On a scale from 0-10 (0 being not at all likely and 10 being extremely likely), how likely are you to recommend visiting John Heinz NWR to others? \_\_\_\_\_

**Section 4: Knowledge/Awareness Questions**

1. How important do you think the Refuge is in providing:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all important | Somewhat important | Important | Very important | Unsure/I don’t know what this is |
| A place for recreation |  |  |  |  |  |
| A place for wildlife |  |  |  |  |  |
| A place for quiet and natural sounds |  |  |  |  |  |
| A place for adventure |  |  |  |  |  |
| A place for “me” |  |  |  |  |  |
| A place to connect with others in my community |  |  |  |  |  |
| A place to understand the effects of climate change |  |  |  |  |  |
| A place that protects water and air quality |  |  |  |  |  |

1. Please rate your level of concern about the following issues that can impact resources at John Heinz NWR.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all concerned | Somewhat concerned | Concerned | Very concerned | Unsure/I don’t know what this is |
| Air pollution |  |  |  |  |  |
| Water pollution |  |  |  |  |  |
| Littering |  |  |  |  |  |
| Changes in climate caused by carbon dioxide (CO2) |  |  |  |  |  |
| Habitat loss |  |  |  |  |  |
| Harm to wildlife |  |  |  |  |  |

**Section 5: About You**

1. What is the zip code of your primary residence? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What is your age?
   1. Under 18
   2. 18 - 24
   3. 25 - 34
   4. 35 - 44
   5. 45 - 54
   6. 55 - 64
   7. 65+
3. What is your sex?
   1. Male
   2. Female
   3. Other/Prefer not to answer (please specify if other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)
4. Which categories describe you? (check all that apply)
   1. White
   2. Hispanic, Latino, or Spanish origin
   3. Black or African American
   4. Asian
   5. American Indian or Alaskan Native
   6. Middle Eastern or North African
   7. Native Hawaiian or other Pacific Islander
   8. Some other race, ethnicity or origin (please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ )
5. Which category best represents your annual household income (before taxes) last year? Please mark one.
   1. Less than $24,999
   2. $25,000-$34,999
   3. $35,000-$49,999
   4. $50,000-$74,999
   5. $75,000-$99,999
   6. $100,000-$149,999
   7. $150,000-$199,999
   8. $200,000 or more
   9. Do not wish to answer