

# National Wildlife Refuge Visitor Survey



**PLEASE READ THIS FIRST:**

Thank you for visiting a national wildlife refuge and agreeing to participate in this study! We hope that you had an enjoyable experience. The U.S. Fish and Wildlife Service and The Ohio State University are conducting this survey to learn more about refuge visitors and their experiences in order to improve management and enhance visitor opportunities.

**Please respond regarding the refuge and the visit in which you were asked to participate in this survey for questions using the phrase “this refuge.” The cover letter indicates the refuge to which this survey applies.**

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**SECTION 1. Your visit to this refuge**


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1. Including your most recent visit, which activities did you participate in during the past 12 months at this refuge? (Mark all that apply.)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Wildlife observation      | <input type="checkbox"/> Hiking/Walking                            | <input type="checkbox"/> Volunteering   |
| <input type="checkbox"/> Bird watching             | <input type="checkbox"/> Jogging/Running/Exercising                | <input type="checkbox"/> Environmental education program (classroom visits, labs)       |
| <input type="checkbox"/> Photography               | <input type="checkbox"/> Bicycling                                 |   |
| <input type="checkbox"/> Big game hunting          | <input type="checkbox"/> Motorized boating                         | <input type="checkbox"/> Interpretative program (bird walks, staff/volunteer-led talks) |
| <input type="checkbox"/> Upland/Small game hunting | <input type="checkbox"/> Nonmotorized boating (canoeing, kayaking) |   |
| <input type="checkbox"/> Migratory bird hunting    |  | <input type="checkbox"/> Refuge special event ( <i>specify</i> ) _____                  |
| <input type="checkbox"/> Waterfowl hunting         | <input type="checkbox"/> Auto tour route/Driving                   |   |
| <input type="checkbox"/> Freshwater fishing        | <input type="checkbox"/> Foraging (berries, nuts, other)           | <input type="checkbox"/> Other ( <i>specify</i> ) _____                                 |
| <input type="checkbox"/> Saltwater fishing         | <input type="checkbox"/> Picnicking                                |   |

2. Which of the activities above was the primary purpose of your most recent visit to this refuge?

(Please write **only one activity** on the line.) \_\_\_\_\_

3. Did you go to a visitor center at this refuge during your most recent visit?

No / Not Applicable

Yes → If yes, what did you do there? (Mark all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> Asked information of staff/volunteers            | <input type="checkbox"/> Picked up/purchased a license, permit, or pass                        |
| <input type="checkbox"/> Attended a talk/video/presentation               | <input type="checkbox"/> Rented/borrowed equipment (for example, binoculars)                   |
| <input type="checkbox"/> Viewed the exhibits                              | <input type="checkbox"/> Stopped to use the facilities (for example, got water, used restroom) |
| <input type="checkbox"/> Visited the gift shop or bookstore               |  |
| <input type="checkbox"/> Looked at list of recent bird/wildlife sightings | <input type="checkbox"/> Other ( <i>specify</i> ) _____  |

4. How many people were in your personal group, including yourself, on your most recent visit to this refuge? (Please answer each category.)

\_\_\_\_\_ number of people 18 years and older      \_\_\_\_\_ number of people under 18 years

5. How much time did you spend at this refuge during your most recent visit?

If you spent less than one day at this refuge, enter the number of hours: \_\_\_\_\_ hour(s)

If you spent one day or more at this refuge, enter the number of days: \_\_\_\_\_ day(s)

6. Do you live in the local area (within approximately 50 miles of this refuge)?

Yes

No → How much time did you spend in **the local area** on this trip?

If you spent less than one day in the local area, enter the number of hours: \_\_\_\_\_ hour(s)

If you spent one day or more in the local area, enter the number of days: \_\_\_\_\_ day(s)

7. Approximately how many hours/minutes (one-way) did you travel from your home to this refuge?

If you travelled less than one hour, enter the number of minutes: \_\_\_\_\_ minutes

If you travelled more than one hour, round to the nearest hour: \_\_\_\_\_ hours

8. During which seasons did you visit this refuge in the last 12 months (including this visit)? (Mark all that apply.)

Spring  
(March-May)

Summer  
(June-August)

Fall  
(September-November)

Winter  
(December-February)

9. In the last 12 months, how many times have you visited...

...this refuge (including this visit)? \_\_\_\_\_ number of visits

...other national wildlife refuges? \_\_\_\_\_ number of visits

...other public lands (for example, national or state parks) to participate in the primary activity from your most recent visit? \_\_\_\_\_ number of visits

10. Did you use any of the following social media outlets to share your refuge experience with other people? (Mark all that apply.)

Facebook

Personal blog (for example, Wordpress)

Instagram

Travel-related website (for example, Trip Advisor)

Snapchat

Other (*specify*) \_\_\_\_\_

Twitter

I do not use social media

## SECTION 2. Planning your trip to this refuge

1. How did you first learn or hear about this refuge? (Mark all that apply.)

- |  |   |
|--|---|
| <input type="checkbox"/> Family and/or friends           | <input type="checkbox"/> Refuge printed information (for example, brochure, map)  |
| <input type="checkbox"/> Signs on highway                | <input type="checkbox"/> Television or radio                                      |
| <input type="checkbox"/> Recreation club or organization | <input type="checkbox"/> Social media (for example, Facebook, Instagram, Twitter) |
| <input type="checkbox"/> People in the local community   | <input type="checkbox"/> Refuge website   |
| <input type="checkbox"/> Map or atlas                    | <input type="checkbox"/> Travel planning website (for example, TripAdvisor)       |
| <input type="checkbox"/> Newspaper or magazine           | <input type="checkbox"/> Other website ( <i>specify</i> ) _____                   |
| <input type="checkbox"/> Travel guidebook or other book  | <input type="checkbox"/> Other source ( <i>specify</i> ) _____                    |

2. How helpful was each of the following information sources when planning your trip? Circle the number indicating how helpful each source was for you, or mark the box if you did **not** use a source.

Information source	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful	Did not use
Personal knowledge from previous visit(s)	1	2	3	4	5	<input type="checkbox"/>
Word of mouth (for example, a friend or relative)	1	2	3	4	5	<input type="checkbox"/>
People in the local community near the refuge	1	2	3	4	5	<input type="checkbox"/>
Map or atlas	1	2	3	4	5	<input type="checkbox"/>
Refuge website	1	2	3	4	5	<input type="checkbox"/>
Travel planning website (for example, TripAdvisor)	1	2	3	4	5	<input type="checkbox"/>
Other website ( <i>specify</i> ) _____	1	2	3	4	5	<input type="checkbox"/>
Refuge printed information (brochure, map)	1	2	3	4	5	<input type="checkbox"/>
Social media (for example, Facebook, Instagram)	1	2	3	4	5	<input type="checkbox"/>
Travel guidebook or other book	1	2	3	4	5	<input type="checkbox"/>
Tourist information or welcome center	1	2	3	4	5	<input type="checkbox"/>
Other ( <i>specify</i> ) _____	1	2	3	4	5	<input type="checkbox"/>

### SECTION 3. Transportation and access at this refuge

1. For each of the following transportation-related features, rate how important each feature is to you when visiting this refuge; then rate how satisfied you are with the way this refuge is managing each feature.

*If this refuge does not have a specific feature below or you did not experience it on this visit, please rate how important it is to you and then circle NA “Not Applicable” under the satisfaction column.*

Importance					Transportation-Related Features	Satisfaction					
Circle one for each item.						Circle one for each item.					
Not at all Important	Slightly Important	Moderately important	Very Important	Extremely Important		Not at all Satisfied	Slightly Satisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Not Applicable
1	2	3	4	5	Surface conditions of refuge roads	1	2	3	4	5	NA
1	2	3	4	5	Surface conditions of parking areas	1	2	3	4	5	NA
1	2	3	4	5	Condition of bridges on roadways	1	2	3	4	5	NA
1	2	3	4	5	Condition of trails and boardwalks	1	2	3	4	5	NA
1	2	3	4	5	Condition of boat launches	1	2	3	4	5	NA
1	2	3	4	5	Number of places for parking	1	2	3	4	5	NA
1	2	3	4	5	Number of places to pull over on refuge roads	1	2	3	4	5	NA
1	2	3	4	5	Safety of driving conditions on refuge roads	1	2	3	4	5	NA
1	2	3	4	5	Safety of refuge road entrances/exits	1	2	3	4	5	NA
1	2	3	4	5	Safety of roads/trails for nonmotorized users (for example, bicyclists and hikers)	1	2	3	4	5	NA
1	2	3	4	5	Signs on highways directing you to this refuge	1	2	3	4	5	NA
1	2	3	4	5	Signs directing you around refuge roads	1	2	3	4	5	NA
1	2	3	4	5	Signs directing you on trails	1	2	3	4	5	NA
1	2	3	4	5	Access to Refuge by pedestrian or biking trails	1	2	3	4	5	NA
1	2	3	4	5	Access for people with physical disabilities or who have difficulty walking	1	2	3	4	5	NA

2. If you have any comments about transportation-related items at this refuge, please write them on the lines below.

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3. What modes of transportation did you use during your most recent trip? (Mark all that apply.)

<i>Transportation modes used to travel...</i>	<i>...from the local area to this refuge</i>	<i>...within this refuge</i>
Private/rental vehicle without a trailer	<input type="checkbox"/>	<input type="checkbox"/>
Private/rental vehicle with a trailer (for boat, camper, or other)	<input type="checkbox"/>	<input type="checkbox"/>
Recreational vehicle (RV)	<input type="checkbox"/>	<input type="checkbox"/>
Refuge shuttle bus/tram	<input type="checkbox"/>	<input type="checkbox"/>
Tour bus/van	<input type="checkbox"/>	<input type="checkbox"/>
Public transportation	<input type="checkbox"/>	<input type="checkbox"/>
Motorcycle	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>
Walking/Hiking	<input type="checkbox"/>	<input type="checkbox"/>
Other ( <i>specify</i> ): _____	<input type="checkbox"/>	<input type="checkbox"/>

4. Below are different transportation options for traveling to and around national wildlife refuges. Please tell us how likely you would be to use each transportation option at this refuge if it were available in the future. (Circle one number for each statement.)

<b>How likely would you be to use the following at this refuge?</b>	<b>Not at all Likely</b>	<b>Slightly Likely</b>	<b>Moderately Likely</b>	<b>Very Likely</b>	<b>Extremely Likely</b>
A. Bus or tram that takes passengers to different points (such as the Visitor Center) within refuge boundaries	1	2	3	4	5
B. Bus or tram that provides a guided tour of the refuge with information about the refuge and its resources	1	2	3	4	5
C. Refuge-sponsored shuttle with a dedicated stop in the local community for picking up people at set times	1	2	3	4	5
D. Public transit system that stops at or near the refuge	1	2	3	4	5
E. Bike-share program that offers bicycles for rent to get onto or around the refuge	1	2	3	4	5
F. Trail to access the refuge through non-motorized uses (for example, walking, running, biking)	1	2	3	4	5
G. Some other alternative transportation option: ( <i>specify</i> ) _____	1	2	3	4	5

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**SECTION 4. Your expenses related to your refuge visit**

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1. Please record the amount of money that you and other members of your group spent in the local 50-mile area during your most recent visit to this refuge. Your "group" would include you and those with whom you shared expenses (for example, family members, traveling companions). *Enter the amount spent or enter 0 (zero) if you did not spend any money in a particular category.*

Categories	<b>Amount Spent in the Local Area/Communities &amp; at this refuge (within 50 miles of this refuge)</b>
Hotel, bed & breakfast, cabin, etc.	\$ _____
Camping fees (for example, tent, RV)	\$ _____
Restaurants and bars	\$ _____
Groceries	\$ _____
Gasoline and oil (for private vehicles, boats, RVs, or other motors)	\$ _____
Local transportation (for example, public transit, rental car)	\$ _____
Guides and tour fees	\$ _____
Equipment rental (for example, bicycle, canoe, kayak)	\$ _____
Sporting goods (for example, bait, binoculars)	\$ _____
Souvenirs/clothing and other retail	\$ _____
Other ( <i>specify</i> ) _____	\$ _____

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2. Including yourself, how many people in your group shared these trip expenses?

\_\_\_\_\_ number of people sharing expenses

3. As you know, costs of travel such as gasoline, hotels, and public transportation often increase. If your total trip costs were to increase, what is the maximum extra amount you would pay and still visit this refuge? (Please mark the highest dollar amount.)

- |                               |                               |                                |                                |
|-------------------------------|-------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> \$0  | <input type="checkbox"/> \$30 | <input type="checkbox"/> \$100 | <input type="checkbox"/> \$250 |
| <input type="checkbox"/> \$5  | <input type="checkbox"/> \$45 | <input type="checkbox"/> \$125 | <input type="checkbox"/> \$350 |
| <input type="checkbox"/> \$10 | <input type="checkbox"/> \$60 | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$500 |

\$20

\$75

\$200

\$750

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## SECTION 5. Your experience at this refuge

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1. Below is a list of reasons why people might choose to visit this refuge. Please tell us how important each reason was to you when deciding to visit this refuge. (Circle one number for each statement.)

I visited this refuge to:	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Create/maintain traditions across generations	1	2	3	4	5
Enjoy time with family/friends	1	2	3	4	5
Escape everyday life	1	2	3	4	5
Experience a feeling of solitude	1	2	3	4	5
Gain inspiration or spiritual renewal	1	2	3	4	5
Get physical exercise	1	2	3	4	5
Learn/discover something new	1	2	3	4	5
Relax mentally and/or physically	1	2	3	4	5
See scenic views	1	2	3	4	5
Other reason ( <i>specify</i> ) _____	1	2	3	4	5

2. Please indicate the degree to which you agree or disagree with each statement. (Circle one number for each statement.)

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This refuge does a good job of conserving fish, wildlife, plants, and their habitats.	1	2	3	4	5
I felt welcome during my visit to this refuge.	1	2	3	4	5
This refuge is a safe place to visit.	1	2	3	4	5
Crime is <u>not</u> a problem at this refuge.	1	2	3	4	5
I have been treated differently because of how I look when visiting this refuge.	1	2	3	4	5
Being in nature is uncomfortable to me.	1	2	3	4	5
I do <u>not</u> like being in nature by myself.	1	2	3	4	5



Generally, people who look like me are treated differently when they participate in nature-based recreation. 1 2 3 4 5

People closest to me enjoy participating in nature-based recreation. 1 2 3 4 5

3. For each of the following services, facilities, and activities, rate how important each item is to you when visiting this refuge and how satisfied you are with the way this refuge is managing each item.

*If this refuge does not offer a specific item below or you did not experience it on this visit, please rate how important it is to you and then circle NA "Not Applicable" under the satisfaction column.*

Importance <i>Circle one for each item.</i>					Refuge Services, Facilities, and Opportunities	Satisfaction <i>Circle one for each item.</i>					
Not at all Important	Slightly Important	Moderately important	Very Important	Extremely Important		Not at all Satisfied	Slightly Satisfied	Moderately satisfied	Very Satisfied	Extremely Satisfied	Not Applicable
1	2	3	4	5	Availability of employees or volunteers	1	2	3	4	5	NA
1	2	3	4	5	Courteous and welcoming employees or volunteers	1	2	3	4	5	NA
1	2	3	4	5	Knowledgeable employees or volunteers	1	2	3	4	5	NA
1	2	3	4	5	Printed information about this refuge and its resources (for example, brochures, maps)	1	2	3	4	5	NA
1	2	3	4	5	Informational kiosks/displays about this refuge and its resources	1	2	3	4	5	NA
1	2	3	4	5	Exhibits about this refuge and its resources	1	2	3	4	5	NA
1	2	3	4	5	Signs with rules/regulations for this refuge	1	2	3	4	5	NA
1	2	3	4	5	Environmental education programs or activities	1	2	3	4	5	NA
1	2	3	4	5	Visitor center	1	2	3	4	5	NA
1	2	3	4	5	Convenient hours and days of operation	1	2	3	4	5	NA
1	2	3	4	5	Well-maintained restrooms	1	2	3	4	5	NA
1	2	3	4	5	Wildlife observation structures (decks, blinds)	1	2	3	4	5	NA
1	2	3	4	5	Bird-watching opportunities	1	2	3	4	5	NA
1	2	3	4	5	Opportunities to observe wildlife other than birds	1	2	3	4	5	NA
1	2	3	4	5	Opportunities to photograph wildlife and scenery	1	2	3	4	5	NA
1	2	3	4	5	Hunting opportunities	1	2	3	4	5	NA
1	2	3	4	5	Fishing opportunities	1	2	3	4	5	NA
1	2	3	4	5	Trail hiking opportunities	1	2	3	4	5	NA
1	2	3	4	5	Bicycling opportunities	1	2	3	4	5	NA

1	2	3	4	5	Water trail opportunities for canoeing or kayaking	1	2	3	4	5	NA
1	2	3	4	5	Wilderness experience opportunities	1	2	3	4	5	NA
1	2	3	4	5	Volunteer opportunities	1	2	3	4	5	NA

4. If you have comments about the services, facilities, and opportunities at this refuge, please write them on the lines below.

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## SECTION 6. Future visits to this refuge

1. Please indicate whether or not your level of participation in the PRIMARY activity you listed at this refuge would change if any of the following events occurred. (Circle one number for each statement).

	Participation in my <u>primary</u> activity at this refuge would...				
	Greatly decrease	Decrease	Remain the same	Increase	Greatly increase
Family-based opportunities were offered	1	2	3	4	5
Multi-generational opportunities were offered	1	2	3	4	5
Opportunities for people with disabilities were offered	1	2	3	4	5
Guided walks were offered	1	2	3	4	5
Culturally-relevant programs were offered	1	2	3	4	5
Beginner skills classes were offered	1	2	3	4	5
Recreation equipment was available for rent (for example, fishing poles, binoculars, backpacks)	1	2	3	4	5
More infrastructure was built (for example, kiosks, bathrooms)	1	2	3	4	5
Cell phone coverage improved	1	2	3	4	5
The number of people at this refuge increased	1	2	3	4	5
More staff were present	1	2	3	4	5
Regulations on fishing decreased	1	2	3	4	5
Regulations on hunting decreased	1	2	3	4	5
Less water was available in lakes or streams	1	2	3	4	5
The quality of habitat was improved	1	2	3	4	5

The number of a preferred species declined

1

2

3

4

5

Regardless of the above, I do not plan to return to this refuge.

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## SECTION 7. A little about you

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**\*\* Please tell us a little bit about yourself. Your answers to these questions will help further characterize visitors to national wildlife refuges. Answers are not linked to any individual taking this survey. \*\***

1. Are you?       Male       Female

2. In what year were you born? \_\_\_\_\_ (YYYY)

3. What is your highest year of formal schooling? (Circle one number.)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20+
(elementary)					(junior high or middle school)			(high school)			(college or technical school)				(graduate or professional school)				

4. What race or ethnicity do you consider yourself? (Mark all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> White                        | <input type="checkbox"/> American Indian or Alaska Native          |
| <input type="checkbox"/> Hispanic, Latino, or Spanish | <input type="checkbox"/> Middle Eastern or North African           |
| <input type="checkbox"/> Black or African American    | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> Asian                        | <input type="checkbox"/> Some other race or ethnicity              |

5. How many people (including yourself) live in your household? \_\_\_\_\_ persons

6. What was your approximate household income from all sources (before taxes) last year? (Mark only one.)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Less than \$10,000  | <input type="checkbox"/> \$35,000 - \$49,999 | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> \$10,000 - \$24,999 | <input type="checkbox"/> \$50,000 - \$74,999 | <input type="checkbox"/> \$150,000 - \$199,999 |
| <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> \$75,000 - \$99,999 | <input type="checkbox"/> \$200,000 or more     |

7. Which of the following best describes your employment situation? (Mark only one.)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Employed full-time | <input type="checkbox"/> Unemployed          | <input type="checkbox"/> Retired                         |
| <input type="checkbox"/> Employed part-time | <input type="checkbox"/> Homemaker/caregiver | <input type="checkbox"/> Disabled/unable to work         |
| <input type="checkbox"/> Self-employed      | <input type="checkbox"/> Student             | <input type="checkbox"/> Other ( <i>specify</i> ): _____ |

**Thank you for completing the survey.**

**There is space on the next page for any additional comments you may have regarding your visit to this refuge.**

## Comments?

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PERWORK REDUCTION 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. The information that we collect in this survey will help us understand visitor satisfaction with and use of National Wildlife Refuges and to make sound management and policy decisions. Your response is voluntary. An agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a valid OMB Control Number. We estimate it will take an average of 25 minutes to complete this survey. You may send comments concerning the burden estimate or any aspect of the survey to the Information Collection Clearance Officer, Fish and Wildlife Service, 4401 North Fairfax Drive, MS 222-ARLSQ, Arlington, VA 22203. OMB CONTROL # 0596-0236 EXPIRATION DATE 11/30/2020