



## National Park Service VISITOR PLANNING STUDY

Date

The National Park Service (NPS) is conducting a survey to help plan for the millions of visitors who arrive at America's 400+ National Parks, National Seashores, National Historic Sites, National Battlefields, and National Monuments. The NPS is working with RSG, a professional market research firm, to help with this effort.

Your household has been selected to participate in this survey to gather preferences and opinions about visiting NPS properties. Your responses are important because they will represent the opinions of other households like yours not selected for this study.

**To make this study more scientific, we ask that the survey be completed by the adult (18 years or older) in your household who most recently celebrated their birthday.**

**COMPLETE ONLINE**



[www.example\\_survey\\_link.com](http://www.example_survey_link.com)

**PASSWORD**

**XXXXXXXXXX**

If you do not have internet access, you may participate over the phone by calling 1-800-XXX-XXX (available Monday to Friday, 9AM-5PM Eastern). Please have your password ready.

All information you provide will remain anonymous and will be combined with the answers of others. Participation in this study is voluntary. Your opinions are very important to the National Park Service's efforts to maintain and preserve parks. If you have any questions about the survey or the research itself, please feel free to call 1-800-xxx-xxxx or send an email to [nps\\_planning@rsginc.com](mailto:nps_planning@rsginc.com). Thank you in advance for your help with this important study.

Finally, please find enclosed a small token of our appreciation for participating in this research.

Sincerely

NPS Study Team



Questions about this research? Call 1-800-xxx-xxxx or email [nps\\_planning@rsginc.com](mailto:nps_planning@rsginc.com)