

National Park Service

Centennial National Household Survey -Youth Engagement Survey-

PAPERWORK REDUCTION and PRIVACY 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. We are authorized by the National Park Service Protection Interpretation and research in System (54 USC §100702) to collect this information. The routine uses of this information will be by the NPS to assess its relevancy 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. The data collected will be summarized to evaluate the awareness, engagement, values, and preferences of both visitors and non-visitors specifically individuals between 12 and 17 years old. Your responses to this collection are completely voluntary and will remain anonymous. You can end the process at any time and will not be penalized in any way for choosing to do so. Any paper versions of the information collected will be destroyed at the end of the collection period and no personal identifiable records will be maintained or stored for any purposes. Data collected will only be reported in aggregates and no individually identifiable responses will be reported. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number (1024-0254). We estimate that it will take about 4 minutes to complete this interview. You may send comments concerning any aspect of this information collection to: Bret Meldrum, Chief, Social Science Program, National Park Service, bret_meldrum@nps.gov (email); or Phadrea Ponds, NPS Information Collection Coordinator, Fort Collins, CO 80525, pponds@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?