

National Wildlife Refuge Visitor Survey



NATIONAL
WILDLIFE
REFUGE SYSTEM



CLEMSON
UNIVERSITY

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 Clemson University are conducting this survey to learn more about refuge visitors and their experiences to improve management and enhance visitor opportunities.

Please respond regarding the refuge and visit when you were asked to participate in this survey, referred to here as “your most recent visit.” The cover letter that arrived in the mail with this survey indicates the refuge you visited.

SECTION 1. Your visit to this refuge

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 | Hunting | <input type="checkbox"/> Auto tour route |
| <input type="checkbox"/> Bird watching | <input type="checkbox"/> Big game | <input type="checkbox"/> Environmental education (for example, classroom visits, labs) |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Upland/Small game | <input type="checkbox"/> Guided interpretive nature, history, or culture program (for example, ranger or volunteer-led walks, tours, or presentations) |
| <input type="checkbox"/> Hiking/Walking | <input type="checkbox"/> Waterfowl/Migratory bird | <input type="checkbox"/> Self-guided tour or trail |
| <input type="checkbox"/> Jogging/Running | <input type="checkbox"/> Trapping | <input type="checkbox"/> Refuge special event (<i>specify</i>) |
| <input type="checkbox"/> Dog walking/exercising | Fishing | _____ |
| <input type="checkbox"/> Backpacking | <input type="checkbox"/> Freshwater | <input type="checkbox"/> Other (<i>specify</i>) |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Saltwater | _____ |
| <input type="checkbox"/> Horseback riding | Boating | |
| <input type="checkbox"/> Picnicking | <input type="checkbox"/> Motorized | |
| | <input type="checkbox"/> Nonmotorized (for example, canoeing, kayaking) | |
| Gathering/Collecting/Foraging | Bicycling | |
| <input type="checkbox"/> Food items (for example, berries, nuts) | <input type="checkbox"/> Motorized (including ebikes) | |
| <input type="checkbox"/> Non-food items (for example, antler sheds, seashells) | <input type="checkbox"/> Nonmotorized (including road, mountain, or recumbent bikes) | |

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

(Please write **only one activity** here.) _____

3. Which of the following best describes your most recent visit to this refuge? (*Mark only one.*)

- ☐ It was the primary purpose or sole destination of my trip.
- ☐ It was one of many equally important reasons or destinations for my trip.
- ☐ It was just an incidental or spur-of-the-moment stop on a trip taken for other purposes or to other destinations.

4. Including **yourself**, how many people (and dogs) were in your group on your most recent visit to this refuge?
(Provide an answer for each category.)

_____ number of ADULTS (people 18 years and older), including **yourself**

_____ number of YOUTH/KIDS (people younger than 18 years)

_____ number of DOGS

5. 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.)

☐ Asked information of employees/volunteers

☐ Looked at list of recent bird/wildlife sightings

☐ Attended a talk, video, or presentation

☐ Stopped to use the facilities (for example, got water, used restroom)

☐ Viewed the exhibits

☐ Picked up/purchased a license, permit, or pass

☐ Rented/borrowed equipment (for example, binoculars, fishing rod, snowshoes)

☐ Visited the gift shop or bookstore

☐ Other (specify) _____

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

If your most recent trip was a day trip to this refuge, enter the number of _____ hour(s)
hours you were there:

OR If your most recent trip was an overnight trip to this refuge, enter _____ day(s)
the number of **days** in a row were you there:

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

☐ Yes

☐ No → If 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 more than one day (for example, you stayed overnight) in the _____ day(s)
local area, enter the number of **days**:

8. What is your **home zip code** (the 5-digit zip code for your primary residence)? _____

9. Including this visit, during which seasons did you visit this refuge in the last 12 months? (Mark all that apply.)

☐ Spring
(March-May)

☐ Summer
(June-August)

☐ Fall
(September-November)

☐ Winter
(December-February)

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

...this refuge (including this visit) for any purpose? _____ number of visits

...other national wildlife refuges for any purpose? _____ number of visits

...other public lands (for example, national or state parks) to participate in the **same primary activity** as this visit? _____ number of visits

...other public lands (for example, national or state parks) for **any** purpose? _____ number of visits

SECTION 2. Information about this refuge and its resources

11. To get information (prior to or during your visit) about this refuge and its resources, how helpful was each of the following sources?

| Information source | If you used a source, mark the box to the left <u>AND</u> circle a number indicating its helpfulness. If you did not use a source, leave the entire row blank. | | | | | |
|---|---|--------------------|------------------|--------------------|--------------|-------------------|
| | I used the source | Not at all helpful | Slightly helpful | Moderately helpful | Very helpful | Extremely helpful |
| Word of mouth (for example, a friend or relative) | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| People in the local community near the refuge | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Refuge employees or volunteers | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Printed map or atlas | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Web-based map (examples: Google Maps, Waze) | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Recreation club or organization | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Refuge website (including fws.gov) | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Refuge social media (examples: Facebook, Instagram) | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Travel website (for example, TripAdvisor) | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Other website (<i>specify</i>) _____ | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Refuge printed information (for example, brochure) | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Kiosks/displays/exhibits at the refuge | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Travel guidebook or other book | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Tourist information or welcome center | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |
| Other source (<i>specify</i>) _____ | <input type="checkbox"/> | 1 | 2 | 3 | 4 | 5 |

12. Which, if any, of the following **internet-based platforms** do you regularly use for any purpose? (Mark all that apply.)

- ☐ X (formerly Twitter)
 ☐ Flickr/SmugMug
☐ Facebook
 ☐ LinkedIn
☐ Instagram
 ☐ Threads
☐ TikTok
 ☐ None of these options

SECTION 3. Transportation and access at this refuge

13. Please rate how **satisfied** you are with each of the following transportation and access-related features.

| Instructions: Circle one number for each feature from the columns in the middle to indicate how satisfied you were with each feature. Otherwise, circle NA “Not Applicable” in the column on the right if this refuge does not have a specific feature or you did not experience it during this visit. | | | | | | |
|---|----------------------|--------------------|----------------------|----------------|---------------------|----------------|
| Transportation and access-related features | Not at all satisfied | Slightly satisfied | Moderately satisfied | Very satisfied | Extremely satisfied | Not applicable |
| Surface conditions of refuge roads | 1 | 2 | 3 | 4 | 5 | NA |
| Surface conditions of parking areas | 1 | 2 | 3 | 4 | 5 | NA |
| Condition of bridges on roadways | 1 | 2 | 3 | 4 | 5 | NA |
| Condition of trails and boardwalks | 1 | 2 | 3 | 4 | 5 | NA |
| Condition of boat launches | 1 | 2 | 3 | 4 | 5 | NA |
| Number of places for parking | 1 | 2 | 3 | 4 | 5 | NA |
| Number of places to pull over on refuge roads | 1 | 2 | 3 | 4 | 5 | NA |
| Safety of refuge road entrances/exits | 1 | 2 | 3 | 4 | 5 | NA |
| Safety of roads/trails for nonmotorized users (for example, bicyclists, hikers) | 1 | 2 | 3 | 4 | 5 | NA |
| Signs on highways directing you to this refuge | 1 | 2 | 3 | 4 | 5 | NA |
| Signs directing you around refuge roads | 1 | 2 | 3 | 4 | 5 | NA |
| Signs directing you on trails | 1 | 2 | 3 | 4 | 5 | NA |
| Access for people with physical disabilities or who have difficulty walking | 1 | 2 | 3 | 4 | 5 | NA |

14. If you have any comments about transportation and access-related features at this refuge, please write them here.

15. Did you arrive to this refuge using a vehicle (examples: car, truck, motorcycle), rented or otherwise?

☐ Yes, a vehicle *without* a trailer

☐ Yes, a vehicle with a trailer (for a boat, ATV/OHV, etc.) or towing a RV/camper/fifth wheel

☐ No → If no, which **mode(s) of transportation** did you use to arrive to this refuge? (*Mark all that apply*)

☐ By foot (examples: walking, running)

☐ Boat, motorized

☐ Bicycle, non-motorized

☐ Boat, non-motorized (examples: kayak, canoe)

☐ Bicycle, motorized (e-bike)

☐ Public transportation (example: city bus)

☐ Rideshare (examples: Uber, Lyft, taxi)

☐ Other mode (*specify*) _____

16. How likely are you to use the following transportation options if they were available at this refuge? (*Circle one number for each statement.*)

| Transportation options | Not at all likely | Slightly likely | Moderately likely | Very likely | Extremely likely |
|--|-------------------|-----------------|-------------------|-------------|------------------|
| Bus or tram that takes passengers to select points on the refuge (such as the visitor center) | 1 | 2 | 3 | 4 | 5 |
| Bus or tram that provides a guided tour of the refuge with information about this refuge and its resources | 1 | 2 | 3 | 4 | 5 |
| Refuge-sponsored shuttle with a dedicated stop in the local community and set times to pick up people and take them to this refuge | 1 | 2 | 3 | 4 | 5 |
| Public transit system that stops at or near this refuge | 1 | 2 | 3 | 4 | 5 |
| Bicycles, scooters, or mopeds for rent/rideshare on or near this refuge | 1 | 2 | 3 | 4 | 5 |
| Pedestrian paths for access to this refuge from the local community | 1 | 2 | 3 | 4 | 5 |
| Charging station for plug-in hybrid or battery-operated electric vehicle on this refuge | 1 | 2 | 3 | 4 | 5 |

SECTION 4. Your expenses related to your refuge visit

17. 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, such as family members or traveling companions. (Enter the amount spent or enter 0 [zero] if your group did not spend any money in a particular category.)

| Categories | Amount spent in the <u>local area and at this refuge</u> (within 50 miles of this refuge) |
|--|---|
| Lodging (for example, hotel, bed and breakfast, Airbnb, cabin) | \$ _____ |
| Camping fees (for example, tent, RV) | \$ _____ |
| Restaurants and bars | \$ _____ |
| Groceries | \$ _____ |
| Fuel (for private vehicles, boats, RVs, or other motors) | \$ _____ |
| Local transportation (for example, public transit, rental car) | \$ _____ |
| Guides and tour fees | \$ _____ |
| Sporting goods (for example, bait, binoculars) | \$ _____ |
| Souvenirs, clothing, and other retail | \$ _____ |
| Other (specify) _____ | \$ _____ |

18. Including **yourself**, how many people in your group shared (paid for) these trip expenses?

_____ number of people sharing (paying) expenses

19. As you know, travel costs 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 overall and still visit this refuge? (Mark the dollar amount that represents your response.)

- | | | | |
|-------------------------------|-------------------------------|--------------------------------|--------------------------------|
| <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 |
| <input type="checkbox"/> \$20 | <input type="checkbox"/> \$75 | <input type="checkbox"/> \$200 | <input type="checkbox"/> \$750 |

SECTION 5. Your experience at this refuge

20. Please rate how **satisfied** you are with the following services, facilities, and opportunities.

| Instructions: Circle one number for each item from the columns in the middle to indicate how satisfied you were with each item. Otherwise, circle NA “Not Applicable” in the column on the right if this refuge does not have a specific item or you did not experience it during this visit. | | | | | | |
|--|-----------------------------|---------------------------|-----------------------------|-----------------------|----------------------------|-----------------------|
| Refuge services, facilities, and opportunities | Not at all satisfied | Slightly satisfied | Moderately satisfied | Very satisfied | Extremely satisfied | Not applicable |
| Convenient hours/days of operation for this refuge | 1 | 2 | 3 | 4 | 5 | NA |
| Signs that clearly state rules/regulations for this refuge | 1 | 2 | 3 | 4 | 5 | NA |
| Visitor center | 1 | 2 | 3 | 4 | 5 | NA |
| Well-maintained restrooms | 1 | 2 | 3 | 4 | 5 | NA |
| Recreational structures (for example, decks, blinds, platforms, picnic tables) | 1 | 2 | 3 | 4 | 5 | NA |
| Bird watching opportunities | 1 | 2 | 3 | 4 | 5 | NA |
| Opportunities to observe wildlife (other than birds) | 1 | 2 | 3 | 4 | 5 | NA |
| Opportunities to photograph nature (for example, wildlife, birds, scenery) | 1 | 2 | 3 | 4 | 5 | NA |
| Learning opportunities (through education, interpretation, and signage) | 1 | 2 | 3 | 4 | 5 | NA |
| Hunting opportunities | 1 | 2 | 3 | 4 | 5 | NA |
| Fishing opportunities | 1 | 2 | 3 | 4 | 5 | NA |
| Trail opportunities (for hiking, walking, jogging, running) | 1 | 2 | 3 | 4 | 5 | NA |
| Bicycling opportunities | 1 | 2 | 3 | 4 | 5 | NA |
| Opportunities for water-based recreation | 1 | 2 | 3 | 4 | 5 | NA |

21. If you have additional comments about the services, facilities, and opportunities at this refuge, please write them here. Your comment may include what, if any, **services, facilities, and opportunities** you think are currently missing at this refuge. (*Write on the lines below.*)
-
-

22. How satisfied are you with the following? (*Circle one number for each statement.*)

| | Not at all satisfied | Slightly satisfied | Moderately satisfied | Very satisfied | Extremely satisfied |
|--|-------------------------|-----------------------|-------------------------|-------------------|------------------------|
| The job this refuge is doing of conserving fish, wildlife, and their habitats. | 1 | 2 | 3 | 4 | 5 |
| The quality of the overall experience when visiting this refuge. | 1 | 2 | 3 | 4 | 5 |

23. How much do you disagree or agree with each statement below? (*Circle one number for each statement.*)

| | Strongly disagree | Disagree | Neither | Agree | Strongly agree |
|---|----------------------|----------|---------|-------|-------------------|
| Written material (for example, signage, brochures) in languages other than English are needed at this refuge. | 1 | 2 | 3 | 4 | 5 |
| I see myself reflected in the story and history of this refuge. | 1 | 2 | 3 | 4 | 5 |
| Crime (for example, vandalism, theft) <u>is</u> a problem at this refuge. | 1 | 2 | 3 | 4 | 5 |
| Places to gather with friends or family (for example, picnic areas, shelters) at this refuge are important to me. | 1 | 2 | 3 | 4 | 5 |
| I like being in nature by myself. | 1 | 2 | 3 | 4 | 5 |
| The refuge staff/volunteers are courteous and welcoming. | 1 | 2 | 3 | 4 | 5 |
| If I talk to refuge staff/volunteers, my perspective will be understood. | 1 | 2 | 3 | 4 | 5 |
| I feel <u>less</u> safe when around refuge staff wearing a uniform (for example, rangers, law enforcement). | 1 | 2 | 3 | 4 | 5 |
| People closest to me enjoy participating in nature-based recreation. | 1 | 2 | 3 | 4 | 5 |
| I returned home from my most recent visit feeling thankful for what I experienced at this refuge. | 1 | 2 | 3 | 4 | 5 |
| I am sure that other visitors will be neutral or pleasant to me if I were to return to this refuge. | 1 | 2 | 3 | 4 | 5 |

SECTION 6. Future visits to this refuge

24. Consider your **primary activity** during your most recent visit to this refuge. Then tell us how the following factors, if they occurred, could affect your future participation in that activity at this refuge. (*Circle one number for each factor.*)

| If there was... | My participation in my primary activity would... | | |
|--|---|---------------|----------|
| | Decrease | Stay the same | Increase |
| Less water in lakes, rivers, or streams available for recreation | 1 | 2 | 3 |
| More acreage open to hunting and fishing | 1 | 2 | 3 |
| More acreage open for my primary activity | 1 | 2 | 3 |
| More infrastructure (for example, bathrooms, observation decks) | 1 | 2 | 3 |
| Recreation equipment available for rent (for example, fishing rods, binoculars, snowshoes) | 1 | 2 | 3 |
| Less regulations on fishing | 1 | 2 | 3 |
| Less regulations on hunting | 1 | 2 | 3 |
| A greater diversity of species | 1 | 2 | 3 |
| Fewer numbers of a single, preferred species | 1 | 2 | 3 |
| More people participating in my primary activity | 1 | 2 | 3 |
| An improvement in the quality of wetlands | 1 | 2 | 3 |
| An improvement in the quality of wildlife habitat other than wetlands | 1 | 2 | 3 |

25. Do you plan to return to this refuge in the next 12 months? ☐ Yes ☐ Not sure ☐ No

26. Would you participate in any programs that might be offered at this refuge in the future?

☐ No

☐ Yes → If yes, what program(s) might be of interest? (*Mark all that apply.*)

☐ Programs that teach skills (for example, species identification of birds, wildlife, or plants)

☐ Programs that engage youth

☐ Programs that focus on family/multiple-generations

☐ Programs that highlight unique local culture

☐ Programs that focus on creative pursuits (for example, art, writing, meditation)

☐ Programs that support people with accessibility concerns (for example, difficulty walking, in a wheelchair)

☐ Other (*specify*) _____

SECTION 7. A little about you

**** Please tell us a little bit about yourself. Your answers to these questions will help us to know more about who visits national wildlife refuges and allow us to compare who visits refuges with data collected by other known sources (for example, U.S. Census data). Answers will not be linked to any individual taking this survey. ****

27. What is your sex? ☐ Male ☐ Female

28. In what year were you born (YYYY)? _____

29. How many years of formal schooling have you had? (*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) | | | |

30. 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 |

31. Which of the following best describes your current 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 or unable to work |
| <input type="checkbox"/> Self-employed | <input type="checkbox"/> Student | <input type="checkbox"/> Other (<i>specify</i>) _____ |

32. 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 |

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?

Refuge Name: [Refuge Name]

Global ID: [GlobalID]

Survey Password: [ExternalDataReference]

PAPERWORK REDUCTION ACT STATEMENT

In accordance with the Paperwork Reduction Act (44 U.S.C. 3501 et seq.), The information that we collect in this survey will help us understand visitor satisfaction with and use of national wildlife refuges and to inform management and policy decisions. Information requested in this form is purely voluntary. According to the Paperwork Reduction Act of 1995, 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. OMB has approved this collection of information and assigned Refuge OMB CONTROL # 0596-0236. EXPIRATION DATE 9/30/2027

ESTIMATED BURDEN STATEMENT

We estimate public reporting for this collection of information to average 20 minutes, including time for reviewing instructions, gathering and maintaining data and completing and reviewing the form. Direct comments regarding the burden estimate or any other aspect of the form to the Service Information Clearance Officer, Fish and Wildlife Service, U.S. Department of the Interior, 5275 Leesburg Pike, MS: PRB (JAO/3W), Falls Church, VA 22041-3803, or via email at Info_Coll@fws.gov. Please do not send your completed survey to this address.