

## **Project Summary**

### **Rocky Mountains Cooperative Ecosystem Studies Unit**

**Project Title:** Redefining Visitor Status in the Comprehensive Survey of the American Public

**Discipline:** Social Science  
**Type of Project:** Research  
**Funding Agency:** National Park Service  
**Other Partners/Cooperators:** University of Wyoming  
**Effective Dates:** 8/22/2012 - 9/31/2013  
**Funding Amount:** \$50,000

**Investigators and Agency Representative:**

NPS Contact: Bruce Peacock, Chief, Environmental Quality Division, National Park Service, 1201 Oakridge Drive, Fort Collins, Colorado 80525; 970-267-2106; bruce\_peacock@nps.gov

Investigator: Burke Grandjean, Professor and Executive Director, Wyoming Survey and Analysis Center, University of Wyoming, 710 Garfield Street (Suite 320), Laramie, Wyoming 82070; 307-760-5913; burke@uwyo.edu

**Project Abstract:**

The 2008-09 NPS Comprehensive Survey of the American Public incorporated a definition of a park visitor that was different from that used in the Comprehensive Survey of the American Public conducted in 2000. Specifically, the 2000 survey identified respondents as park visitors only if they could spontaneously name a national park that they visited in the past two years, whereas the 2008-09 survey included prompts for the park name if a respondent did not initially give a valid name. Those respondents that correctly responded to these additional prompts were identified as park visitors in the 2008-09 survey. This difference introduces inconsistencies that make the comparability of results of the two surveys problematic.

The University of Wyoming will 1) prepare calculations of results for the 2008-09 survey using the definition of a park visitor that matches that used for the 2000 survey. Specifically, include in these calculations as visitors only those respondents that could spontaneously identify a national park that they visited in the past two years. Do not include in these calculations as visitors those respondents that could identify a national park only after prompts for a valid name; and 2) incorporate these calculations in the NPS regional reports for the 2008-09 survey.

**Outcomes with Completion Dates:** The revised calculations in Task 1 will be incorporated in the NPS regional reports by December 31, 2012. The final report will be due by September 30, 2013.

**Keywords:** visitor status, Comprehensive Survey of the American Public, National Park Service, University of Wyoming