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Interviews: 1,000 adults  
Dates: December 13-17, 2017

**FINAL**

Study #12281  
Outdoors Alliance for Kids Online Survey  
December 2017

48 Male  
52 Female  
[109]

***Please note: all results are shown as percentages unless otherwise stated.***

S1. Again, for statistical purposes only, please indicate how old you are.

Under 18.....	-	<b>TERMINATE</b>	
18-24 .....	12		[115-116]
25-29 .....	9		
30-34 .....	8		
35-39 .....	10		
40-44 .....	8		
45-49 .....	8	<b>CONTINUE</b>	
50-54 .....	6		
55-59 .....	11		
60-64 .....	9		
65 -69 .....	8		
70-74 .....	7		
75 and over.....	4		

S2. In politics, are you a ...?

Strong Republican .....	16	[117]
Leaning Republican .....	20	
Completely independent.....	22	
Leaning Democratic.....	19	
Strong Democrat .....	23	
<b>Total Republican</b>	<b>36</b>	
<b>Total Democrat</b>	<b>42</b>	

S3. Are you from a Hispanic, Latino, or Spanish-speaking background? **(IF RESPONDENT SAYS “NO,” ASK:)**  
Please indicate your race/ethnicity.

White.....	65	[118/119]
Black/African American .....	12	
Hispanic, Latino, Spanish-speaking background.....	15	
Asian/Asian American .....	5	
Other.....	3	

S4. What is the last grade that you completed in school?

Grade school.....	-	[120-121]
Some high school .....	4	
High school graduate .....	35	
Some college, no degree .....	16	
Vocational training .....	4	
2-year college degree .....	8	
4-year college/bachelor’s degree .....	18	
Some postgraduate work, no degree .....	4	
2 or 3 years’ postgraduate work/master’s degree ....	7	
PhD or professional degree (MD, JD, MBA) .....	4	

1. How important do you think it is for the federal government to protect and financially support National Parks such as Yellowstone National Park, Grand Canyon National Park, Acadia National Park, Yosemite National Park, and others?

Extremely important.....	49	[122]
Very important .....	33	
Somewhat important.....	16	
Not that important .....	1	
Not important at all .....	1	

2. And how important do you think it is to ensure that National Parks are open and available to any American who wants to visit them?

Extremely important.....	56	[123]
Very important .....	32	
Somewhat important.....	11	
Not that important .....	1	
Not important at all .....	-	

3. Have you heard or read anything about a proposal to increase the entrance fees for visitors at National Parks in the United States?

Yes, I have heard about the proposal.....	40	[124]
No, I have not heard about the proposal .....	54	
Not sure.....	6	

4. There is a proposal to increase the entrance fees at 17 of the most popular National Parks during the peak season. The money raised from the fee increases would go to park maintenance and repairs. The increases would be:

- From \$30 to \$70 for a vehicle (a 133% increase)
- From \$25 to \$50 for a motorcycle (a 100% increase)
- From \$15 to \$30 for people on bicycles, on horses, or on foot (a 100% increase)

Would you favor or oppose these fee increases at National Parks?

Strongly favor .....	8	[125]
Somewhat favor.....	24	
Somewhat oppose.....	36	
Strongly oppose.....	32	
<b>Total Favor</b>	<b>32</b>	
<b>Total Oppose</b>	<b>68</b>	

5. If you had to choose just one, which of the following do you think is a better approach for funding the maintenance and repair of the infrastructure of National Parks?

Charging visitors more to visit National Parks.....	28	[126]
Increasing federal funding for the budgets of the National Parks .....	72	

6. Here are some things you could learn about the proposal. For each one please indicate whether it makes you more likely to favor or more likely to oppose charging visitors more to visit National Parks.

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY MUCH MORE LIKELY TO OPPOSE*

	<u>Total Favor</u>	<u>Total Oppose</u>	<u>Much More Likely To Favor</u>	<u>Somewhat More Likely To Favor</u>	<u>Somewhat More Likely To Oppose</u>	<u>Much More Likely To Oppose</u>	<u>Makes No Difference Either Way</u>	
While the government is increasing the amount that visitors have to pay to enter a National Park, it is also cutting the amount that oil and gas corporations have to pay in royalties to drill in waters owned by the American people.....	19	67	6	13	20	47	14	[130]
\$400 million of the total needed to pay for maintenance and improvements to the parks is supposed to be paid by the private corporations that make money providing concessions and other services in the parks. But these companies have not provided these funds .....	24	64	8	16	22	42	12	[129]
The visitor fee increase would raise less than 1% of what is needed to address the National Parks' maintenance and infrastructure improvements.....	27	60	9	18	21	39	13	[127]
These proposed increases to entrance fees have come at the same time that decision makers are considering cutting the budget of the National Park Service by \$322 million, the largest cut since World War II .....	27	60	10	17	22	38	13	[128]

7. Here are two statements about this proposal. Please select the statement that comes closer to your point of view, even if it is not exactly how you feel.

**Supporters** of the proposal say that the infrastructure of our National Parks is aging and in need of renovation and restoration. Targeted fee increases at some of our most-visited parks will help ensure that they are protected and preserved in perpetuity and that visitors enjoy a world-class experience that mirrors the amazing destinations they are visiting. We need to have the vision to look at the future of our parks and take action in order to ensure that our grandchildren and their children will have the same—if not better experience than we have today. Increasing entrance fees to shore up our parks' aging infrastructure will do that.

**Opponents** of the proposal say we need to improve infrastructure and services at our National Parks, but it is wrong to do this on the backs of families who want to vacation at the parks. The public owns these parks, and we should be making it easier—not harder—for people to visit our majestic National Parks for hiking, camping, fishing and enjoying the outdoors. This proposal makes it much more expensive to visit the parks and will make it especially hard for middle- and lower-income families who want to visit them. Our National Parks should be accessible for everyone, not just the wealthy.

Which of these two statements do you agree with more?

Supporters—much closer to my point of view .....	8	[131]
Supporters—somewhat closer to my point of view.....	23	
Opponents—somewhat closer to my point of view.....	31	
Opponents—much closer to my point of view .....	38	
<b>Total Supporters</b>	<b>31</b>	
<b>Total Opponents</b>	<b>69</b>	

8. Based on what you have read during the survey, would you favor or oppose increasing the following visitor fees at National Parks?

- From \$30 to \$70 for a vehicle (a 133% increase)
- From \$25 to \$50 for a motorcycle (a 100% increase)
- From \$15 to \$30 for people on bicycles, on horses, or on foot (a 100% increase)

	Q.8	Initial Vote (Q.4)	
Strongly favor .....	6	8	[132]
Somewhat favor .....	20	24	
Somewhat oppose.....	33	36	
Strongly oppose .....	41	32	
<b>Total Favor</b>	<b>26</b>	<b>32</b>	
<b>Total Oppose</b>	<b>74</b>	<b>68</b>	

9. Would this visitor fee increase make you more likely to visit a National Park, less likely to visit a National Park, or would it not make a difference to you either way? **(IF RESPONDENT SAYS “MORE LIKELY” OR “LESS LIKELY,” ASK:) Would the visitor fee increase make you much (more/less) likely or somewhat (more/less) likely to visit a National Park?**

<b>More Likely To Visit A National Park</b>	<b>8</b>	[133/134]
Much more likely .....	5	
Somewhat more likely.....	3	
<b>Less Likely To Visit A National Park</b>	<b>64</b>	
Somewhat less likely.....	24	
Much less likely.....	40	
Makes no difference either way .....	28	

10. Here are some statements that people might make about National Parks. Please indicate how much you agree or disagree with each statement.

*THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY STRONGLY AGREE*

	<b>Total Agree</b>	<b>Total Disagree</b>	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	
Access to National Parks provides kids with valuable opportunities to be active outdoors and learn about the natural world.....	<b>92</b>	<b>8</b>	63	29	6	2	[136]
Increasing the visitor fees at National Parks would make it less likely that children and people from lower-income families would have a chance to visit the parks .....	<b>85</b>	<b>15</b>	57	28	12	3	[137]
The fee increase will make it harder for many American families to afford to see some of the most beautiful, awe-inspiring places in the world.....	<b>83</b>	<b>17</b>	54	29	14	3	[135]
It is wrong cut the National Parks' budgets by hundreds of millions of dollars while at the same time asking Americans who want to visit the parks to pay higher entrance fees.....	<b>83</b>	<b>17</b>	51	32	14	3	[139]
Visitors to our National Parks are already less diverse than the American population as a whole; increasing entrance fees will only make parks less accessible and inclusive.....	<b>75</b>	<b>25</b>	38	37	18	7	[142]
The fee increase will harm local economies and small businesses in communities near the National Parks that depend on tourism for their livelihoods .....	<b>78</b>	<b>22</b>	34	44	18	4	[138]
The people who use the parks should pay for them, instead of taxpayers as a whole.....	<b>47</b>	<b>53</b>	13	34	35	18	[141]
Even with the proposed fee increase, the cost of visiting the most popular National Parks will still be a good bargain for most families .....	<b>40</b>	<b>60</b>	10	30	36	24	[140]

11. And just to get your opinion on this question one more time, would you favor or oppose increasing the following visitor fees at National Parks?

- From \$30 to \$70 for a vehicle (a 133% increase)
- From \$25 to \$50 for a motorcycle (a 100% increase)
- From \$15 to \$30 for people on bicycles, on horses, or on foot (a 100% increase)

	<u>Q.11</u>	<i>Second Vote (Q.8)</i>	<i>Initial Vote (Q.4)</i>	
Strongly favor .....	6	6	8	[143]
Somewhat favor.....	19	20	24	
Somewhat oppose .....	31	33	36	
Strongly oppose.....	44	41	32	
<b>Total Favor</b>	<b>25</b>	<b>26</b>	<b>32</b>	
<b>Total Oppose</b>	<b>75</b>	<b>74</b>	<b>68</b>	

12. Some people have said that because the National Parks are already funded by the American people through their tax dollars that we should not be charging Americans ANY entrance fee to the parks. Do you agree or disagree with this idea?

Strongly agree .....	30	[155]
Somewhat agree .....	34	
Somewhat disagree.....	27	
Strongly disagree.....	9	
<b>Total Agree</b>	<b>64</b>	
<b>Total Disagree</b>	<b>36</b>	

**FACTUALS: These last few questions are for statistical purposes only.**

F1a. Please indicate whether you have ever visited any of the following National Parks.

Acadia National Park in Maine .....	6	[156-157]
Arches National Park in Utah .....	6	>
Bryce Canyon National Park in Utah.....	10	
Canyonlands National Park in Utah .....	6	
Denali National Park in Alaska .....	5	
Glacier National Park in Montana .....	8	
Grand Canyon National Park in Arizona .....	30	
Grand Teton National Park in Wyoming.....	13	<b>CONTINUE</b>
Joshua Tree National Park in California.....	11	
Mount Rainier National Park in Washington.....	6	
Olympic National Park in Washington.....	5	
Rocky Mountain National Park in Colorado.....	15	
Sequoia and Kings Canyon National Parks in California .....	11	
Shenandoah National Park in Virginia .....	10	
Yellowstone National Park in Idaho, Montana, Wyoming.....	22	
Yosemite National Park in California.....	19	
Zion National Park in Utah .....	10	
Other National Park .....	23	
Have not been to any of these .....	33	<b>Skip to Q.F2</b>

**(ASK ONLY OF RESPONDENTS WHO SELECT A PARK IN Q.F1a)**

F1b. You indicated that you had visited at least one of these National Parks. When was the last time you visited any of these parks?

Within the past year .....	14	[158]
1 to 3 years ago .....	20	
4 to 5 years ago .....	9	
More than 5 years ago .....	23	
Not sure.....	1	
Have not been to any of these (Q.F1a) .....	33	

F2. For whom did you vote in the November 2016 election for president? If you didn't happen to vote in 2016, please just check that option.

Donald Trump.....	37	[159]
Hillary Clinton .....	39	
Gary Johnson .....	4	
Jill Stein .....	2	
Did not vote .....	18	

F3. Which of these best describes your current situation?

Employed full time .....	46	[160]
Employed part time.....	13	
Student .....	4	
Homemaker .....	7	
Retired .....	22	
Unemployed, looking for work .....	6	
Other .....	2	

F4. How would you describe the area in which you live?

Urban.....	29	[161]
Suburban .....	39	
Small town .....	13	
Rural.....	19	

F5. In terms of your views on political issues, would you describe yourself as ...?

Very conservative .....	14	[162]
Somewhat conservative .....	22	
Middle of the road.....	37	
Somewhat liberal .....	15	
Very liberal.....	12	
<b>Total Conservative</b>	<b>36</b>	
<b>Total Liberal</b>	<b>27</b>	

F6. Do you have any children under age 18 currently living in your household that you are responsible for raising?

Yes .....	30	[163]
No.....	70	

F7. If you added together the yearly income of all the members of your family who were living at home last year, what would the total be?

\$10,000 or less .....	6	[164]
Between \$10,000 and \$20,000.....	10	
Between \$20,000 and \$30,000.....	15	
Between \$30,000 and \$40,000.....	13	
Between \$40,000 and \$50,000.....	10	
Between \$50,000 and \$75,000.....	21	
Between \$75,000 and \$100,000.....	12	
Between \$100,000 and \$150,000.....	10	
\$150,000 or more .....	3	