**OVERVIEW**

The **North Dakota State Parks and Recreation Surveys**

The North Dakota Parks and Recreation Department (NDPRD) fielded the North Dakota State Parks and Recreation Surveys from mid-December 2020 – early February 2021 to collect travel, attitudinal, and demographic information from North Dakota state park visitors and North American residents in key geographic markets. This information is critical to understanding how park properties can be maintained and improved to enhance the visitor experience and how the park properties impact local communities. The survey program included three separate surveys for 2018 – 2020 visitors (“visitor survey”), non-visitors and non-recent visitors (“non-visitor survey”), and residents in communities near North Dakota state parks (“community survey”).

**Who participated in the surveys?**

6,998 respondents across 42 U.S. states and six countries participated in the surveys. Participants were invited to the surveys using the department’s email contact list, online panel sampling, media outreach, and mailed postcard invitations.

**Respondent Composition**

<table>
<thead>
<tr>
<th>Respondents by Survey Type</th>
<th>Visitor</th>
<th>Non-Visitor</th>
<th>Community</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor</td>
<td>3,859</td>
<td>2,694</td>
<td>445</td>
<td>6998</td>
</tr>
</tbody>
</table>

**Residence Location by Survey Type**

- **Visitor**
  - North Dakota: 30%
  - Other U.S. State: 70%
  - International: 0%

- **Non-Visitor**
  - North Dakota: 40%
  - Other U.S. State: 50%
  - International: 10%

- **Community**
  - North Dakota: 51%
  - Other U.S. State: 36%
  - International: 13%

**Age by Survey Type**

- **Visitor**
  - 18-34: 22%
  - 35-64: 36%
  - 65+: 42%

- **Non-Visitor**
  - 18-34: 26%
  - 35-64: 44%
  - 65+: 30%

- **Community**
  - 18-34: 30%
  - 35-64: 42%
  - 65+: 28%
Top 10 Activities at Most Recently Visited Park Property and Local Area

- Camping: 46.5%
- Viewing natural scenery: 43.0%
- Sightseeing or driving for pleasure: 35.5%
- Walking/hiking (more than 1 hour): 33.6%
- Viewing wildlife/nature: 32.5%
- Walking/hiking (less than 1 hour): 32.2%
- Fishing: 27.4%
- Bicycling: 19.3%
- Dining or nightlife: 19.1%
- Visit friends and relatives: 18.6%

Preference for Internet/WiFi/LTE/4G Services in Park Properties

- I would not like connectivity in park: 14.3%
- I would like connectivity everywhere in park: 49.3%
- I would like connectivity in developed areas of park: 36.4%

Plans to Visit a North Dakota State Park Property in Next 12 Months

74.6% of visitors plan to visit a North Dakota state park property in the next 12 months. Among these visitors, 9.8% indicated their plans to visit were prompted by the COVID-19 pandemic.

Visitor Attitudes

Would visit during weekdays if entrance fees were lower than on weekends
Would visit during weekdays if camping fees were lower than on weekends
Park has well-maintained facilities
Park has well-maintained natural resources
Park is crowded
Park is inclusive to people with disabilities

Agree  Disagree  Don't Know/Not Sure
**VISITOR SURVEY RESULTS (cont.)**

Respondents could select more than one response in each category

### TOP 5 METHODS for Obtaining Info About Parks

1. Previous visits .......................................................... 56.1%
2. State park website ...................................................... 46.2%
3. Friends/relatives/word of mouth ............................... 36.6%
4. North Dakota Tourism website ............................... 14.3%
5. Inquiry to NDPRD via phone, mail or email...................... 13.4%

### TOP 3 REASONS for Not Visiting a North Dakota State Park Property

1. I visit parks closer to home ........................................ 70.1%
2. I don’t know much about what there is to do in the parks .......... 62.6%
3. Travel distance is too far ............................................ 46.5%

### TOP 3 STRATEGIES to Encourage Visitation

1. Provide more information about programs, events, and activities via www.parkrec.nd.gov .......... 59.8%
2. Provide more information about programs, events, and activities via social media ........ 51.9%
3. Provide more amenities ............................................. 49.7%

### TOP 5 SERVICES of Interest to Non-Visitors

1. Outdoor exhibits ..................................................... 72.2%
2. Visitor center .......................................................... 66.9%
3. Self-guided tours ...................................................... 61.1%
4. Indoor exhibits ......................................................... 59.4%
5. Gift shop ................................................................. 58.2%
COMMUNITY SURVEY RESULTS

### Frequency of Visits to Local Park Property

- 55.8% At least once per year
- 33.7% Less than once per year
- 10.6% At least a few times per month

### Community Attitudes

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Agree</th>
<th>Disagree</th>
<th>Don’t Know/ Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community’s history is tied to local park</td>
<td></td>
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<tr>
<td>Local park means a lot to me</td>
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<tr>
<td>I depend on local park for nearby recreation</td>
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<tr>
<td>Tourism to local park brings greater diversity to community</td>
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<tr>
<td>Local park tourists contribute to local community</td>
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</tbody>
</table>

### Number of Lifetime Visits to Local Park

- 53.9% <20 visits
- 23.3% 20–49 visits
- 22.8% 50+ visits

### Top 5 Added or Enhanced Park Offerings of Interest

- Trails
- Camping
- Hiking
- Activities
- Events