



BUREAU OF BUSINESS
& ECONOMIC RESEARCH



Market Research Report on Use of the Los Alamos Nature Center

Prepared for the Pajarito Environmental Education Center

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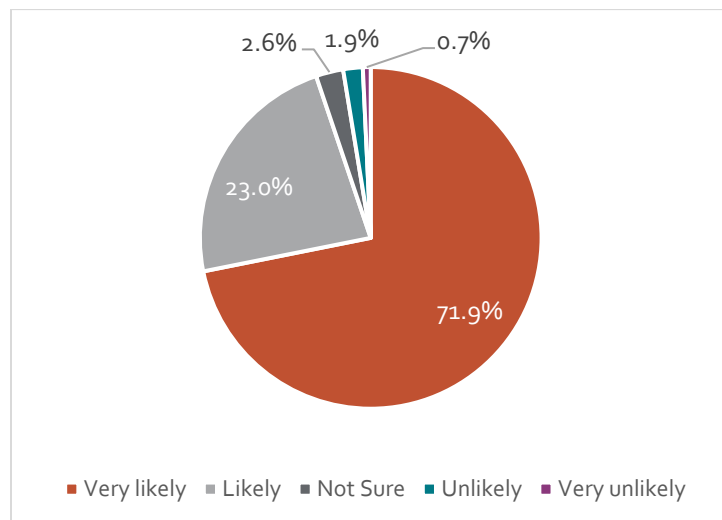
Executive Summary

In 2021, the Pajarito Environmental Education Center asked the UNM Bureau of Business and Economic Research (BBER) to assist in conducting market research on the portion of the population PEEC is currently not reaching. Specifically, PEEC is looking to improve the financial health of the organization by examining what programs and resources might serve a greater portion of the population. The funding for this research came from the Los Alamos Community Foundation.

From July to October 2021, 394 pieces of data for this study were collected via survey responses either through paper surveys directly administered by PEEC volunteers and staff or through a weblink to a Survey Monkey document. 28.2% (111) of those surveyed had not visited the Nature Center before, whereas 71.8% (283) had.

This study demonstrates that the Los Alamos Nature Center is quite well-known regionally and that visitors have an overwhelmingly positive impression of its amenities, events, and staff. The vast majority of visitors are “very likely” to recommend the Nature Center to others (71.9%). When combined with those who are “likely” to recommend the Nature Center, we see 94.8% (256 out of 270) of all respondents represented. Only seven out of 270 individuals were “unlikely” or “very unlikely” to recommend the Nature Center to others (2.6%).

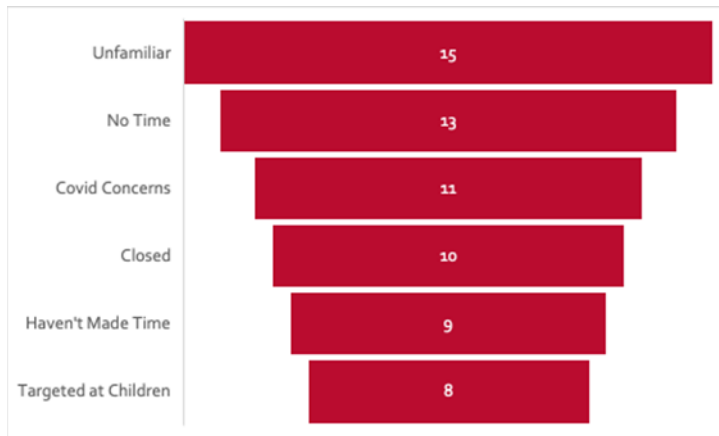
Likelihood to Recommend Nature Center



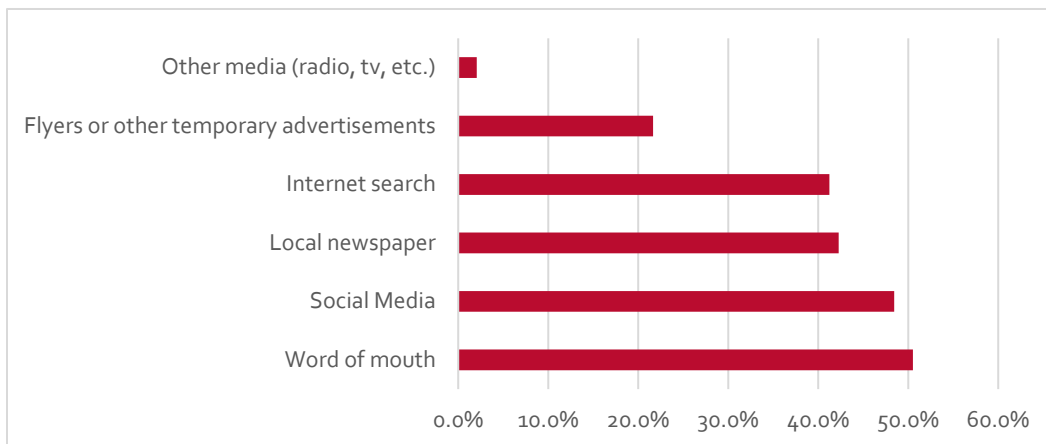
After respondents were asked how likely they were to recommend the Nature Center to others, we asked them to write about why they would or would not recommend visiting. The word cloud below shows the reasons respondents gave for recommending the Nature Center. Advertising these strengths could help PEEC draw in visitors who may not know anything about what the Nature Center has to offer.

Despite their knowledge of the Nature Center’s existence, relatively few individuals indicated they knew what it had to offer. 28 respondents indicated they either knew “nothing” or “not much” about the Nature Center. A targeted advertising campaign of the Nature Center’s offerings might be enough to attract some of the individuals who indicated an interest in the Nature Center but knew little about it.

The Top Six Reasons Non-visitors Had Not Gone to the Nature Center



How Non-visitors Get Information about What to Do in Los Alamos



With “word of mouth” as the primary way in which non-visitor respondents get their information about activities in Los Alamos, one thing PEEC can rely on is the solid reputation it has built in the community. Growing the visitor base will take targeted media and potentially some shifts in programming, but the

survey illustrates that once people have visited the Nature Center, they are likely to return and recommend it to others.

As this report is designed to improve marketing efforts for the Los Alamos Nature Center, much of the analysis that follows focuses on improvements PEEC could make to draw in more visitors. However, the vast majority of respondents who knew about the Nature Center already had a favorable impression of what it has to offer. It is important to illustrate what PEEC is doing right while also examining in-depth the themes that arose when individuals had never been to the Nature Center.

Acknowledgments

This study would not be possible without the hard work of the Pajarito Environmental Education Center's staff and volunteers, who spent many hours surveying the Los Alamos population to ensure a successful project. Thanks to Katie Bruell, PEEC's executive director, who coordinated the survey efforts and worked as a collaborative partner in developing the survey. On the BBER team, thanks to RaeAnn McKernan for her editing and design wizardry and to Viktoria Gonsior for all of the data checking and rechecking, survey testing, and constructive conversations throughout the course of this project. Finally, a special thank you to the Los Alamos Community Foundation for funding the study and for working to support local community nonprofits.

Introduction

The State of New Mexico's Economic Development Department has identified nine target industries for economic growth. Naming these industries helps steer the focus of economic development efforts on investment and market opportunities in those sectors while diversifying and growing the economy in sustainable ways.

In 2019, the State named Outdoor Recreation as a target industry, becoming the 15th state to focus on this market. The office created provides for targeted investment in businesses and markets related to outdoor recreation and recognizes their key contribution to the state's economy.

Outdoor recreation in the Land of Enchantment is critical to the State's social, environmental, and economic future. The Los Alamos Nature Center is a part of this outdoor recreation industry and understanding how to increase the number of visitors while maintaining a sustainable, accessible, environmental resource was key to this project.

Serving an average of 40,000 visitors annually,¹ The Los Alamos Nature Center is a 6,000 square foot facility that includes indoor and outdoor play areas, a full-dome planetarium, interactive exhibits, and a wildlife observation room. The Nature Center was created through a Capital Improvement Project approved in 2012 and completed in 2015. It has been operated by the not-for-profit Pajarito Environmental Education Center (PEEC) since its opening on Earth Day, 2015.

Due to the COVID-19 pandemic, 2020 was a quieter year for the Los Alamos Nature Center, yet PEEC was able to modify programming to serve as many visitors as possible, both virtually and in person. This included offering virtual field trips, online classroom visits, updated after-school and camp activities, and hands-on activity kits for students at home. PEEC managed 118 volunteers and continued to serve people in person on trail maintenance days, the Northern New Mexico Peak Challenge, and the Passport Program.

In 2021, the Pajarito Environmental Education Center asked the UNM Bureau of Business and Economic Research (BBER) to assist in conducting market research on the portion of the population PEEC is currently not reaching. Specifically, PEEC is looking to improve the financial health of the organization by examining what programs and resources might serve a greater portion of the population. The funding for this research came from the Los Alamos Community Foundation.

This report evaluates the survey sample's familiarity with the Los Alamos Nature Center and its services, the strengths and weaknesses visitors to the Nature Center describe, and the ways PEEC might reach a wider audience for its programming. Demographics from the survey sample are also

¹ <https://peecnature.org/about/>

described and compared to the local population. In the next section, we outline the methodology used for data collection and analysis.

Market Research Results

Methodology

The data for this study are generated from community surveys distributed to various group membership lists in Los Alamos County and administered in person at a variety of public sites. Prior to administering the surveys, PEEC and BBER tested the survey logic and determined the best wording of questions through an iterative process.

The surveys were administered between July and October 2021, with a total of 394 surveys collected. 195 of these surveys were taken on paper; the remaining 199 were completed using the Survey Monkey application. All paper surveys were entered into Survey Monkey by PEEC volunteers or staff members.

Online survey links were distributed through PEEC with a letter informing participants about the study. The online survey began with informed consent, notifying respondents of the confidentiality and voluntary nature of their responses. Online survey responses peaked in July and August, though responses continued to come in through the end of the survey period.

PEEC contacted the following groups to request the online survey link be distributed to their membership lists. Whether the groups did or did not distribute the survey is unknown.

- Rotary Club of Los Alamos
- Kiwanis Club of Los Alamos
- Los Alamos Community Foundation
- Los Alamos National Laboratory Community Programs Office
- Six local churches of various denominations
- Los Alamos Chamber of Commerce
- Los Alamos Mainstreet
- 100+ Women Who Care Los Alamos

Additionally, PEEC reached out to their own board to request survey distribution through their individual networks, a local realtor, and a county councilor.

In-person surveys were conducted at locations throughout Los Alamos by PEEC staff and volunteers. Respondents were asked to verbally agree to the informed consent before beginning the survey. The first surveys were administered during the Red Elvises concert on July 16 and the last at Metzger's Hardware Store on October 21. Surveyors were stationed on and off throughout the data collection

period at Metzger's and a local Starbucks. Additionally, surveyors attended a Friday night concert, the Electric Vehicle show in July, the Rio Arriba County Fair in July, and the Los Alamos Arts & Crafts Fair in August.

Two surveys were designed for this project: one for individuals who had visited the Nature Center before, the other for individuals who had not. These groups will be referred to as "visitors" and "non-visitors" in the analysis that follows. Separating these groups is key to understanding what draws respondents to the Nature Center currently and what may bring in more visitors. Both surveys can be found in their entirety in Appendix B, following the informed consent form.

Note that respondents were allowed to skip questions they did not want to answer and therefore the total number of respondents may change from item to item.

Both surveys asked respondents to identify how many children they had in their household, the ages of those children, and to answer prompts about their age, racial identification, gender identification, and residential zip code. With these questions, we can better understand if there are any differences between the population that goes to the Nature Center and those who do not as well as make comparisons to the Los Alamos population to discuss whether our sample was representative.

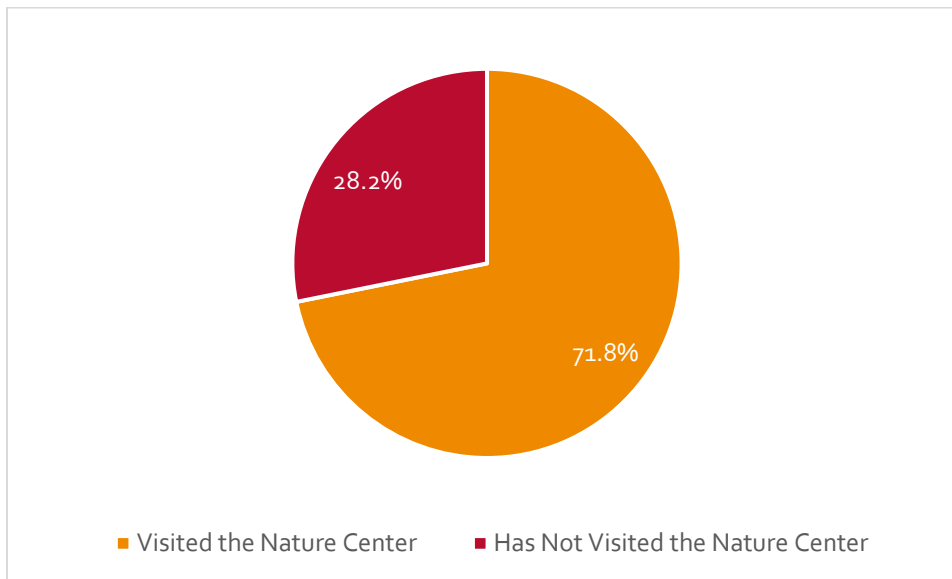
The survey given to respondents who had not visited the Nature Center before focused on what they already knew about the Nature Center, if anything; what they like to do in their free time; how they get their information about things to do in Los Alamos; and what might make them more interested in visiting the Nature Center. These questions were designed to help PEEC target methods for increasing its visitor base.

The survey given to respondents who had previously visited the Nature Center included questions on their experiences, positive and negative with their visits; what it was they liked best about the Nature Center; and whether or not they would recommend the Nature Center to others. Although this group has already visited the Nature Center and is not the target for marketing interventions, understanding what draws them to the Nature Center helps PEEC home in on the activities that encourage repeat visits, thereby increasing the visitor population in another way.

Survey Analysis: Summary Statistics

From July to October 2021, 394 survey responses were collected either through paper surveys directly administered by PEEC volunteers and staff or through a weblink to a Survey Monkey document. 195 of the 394 surveys (49.5%) were taken in person. The data was then entered into Survey Monkey by a PEEC volunteer or staff member. 28.2% (111) of those surveyed had not visited the Nature Center before, whereas 71.8% (283) had.

Figure 1. Total Survey Responses



Our survey allowed individuals to fill in their gender and racial identification as well as their age, rather than having them pick from pre-determined categories. This allows for a wider variety of responses than the Census data we use as a basis of comparison. In recent surveys, this seems to have increased the response rate to demographic questions, although some of the responses do have to be consolidated due to ambiguity.

Based on our surveys, the most likely visitor to the Nature Center lives in the 87544 zip code and self-identifies as a white woman between the ages of 55 and 64 with no children in the household. Although a greater proportion of respondents overall gave their age as 65+, more women-identified visitor respondents fell into the 55-64 age group. The full demographic profile of the sample can be found in Appendix A.

The next section of the report analyzes the survey responses given by individuals who had visited the Nature Center at least once in the past five years.

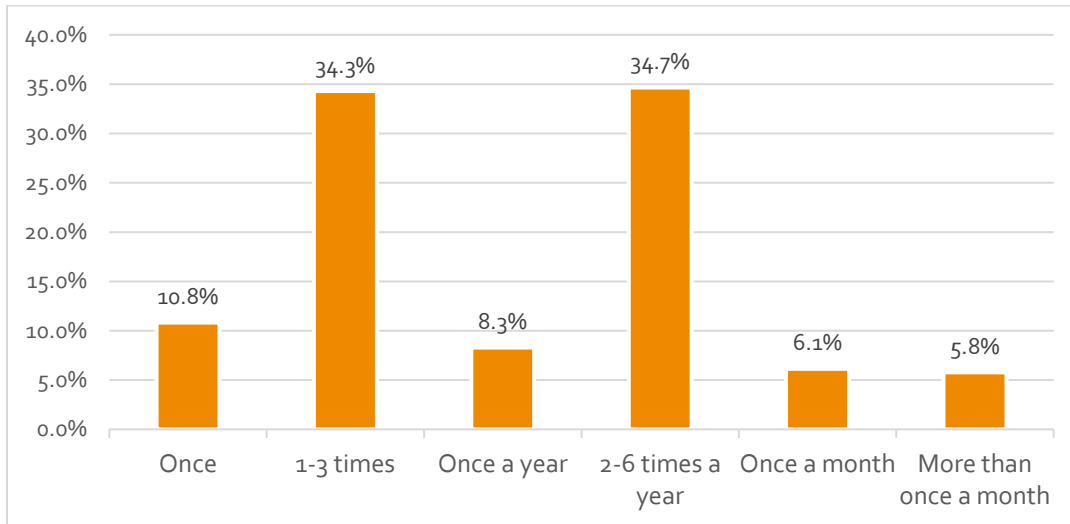
Survey Analysis: Nature Center Visitors

71.8% of those surveyed had visited the Nature Center in the past five years. Those individuals were asked questions about how often they visit, what draws them to visit, who they visit with, whether they would recommend visiting, and the reasoning behind recommending or not recommending a visit to the Nature Center. Those responses are analyzed in this section.

Respondents were asked to choose from six options to indicate how many times they visited the Nature Center in the past five years. The majority of respondents (54.9%, 152 out of 277) said they have visited

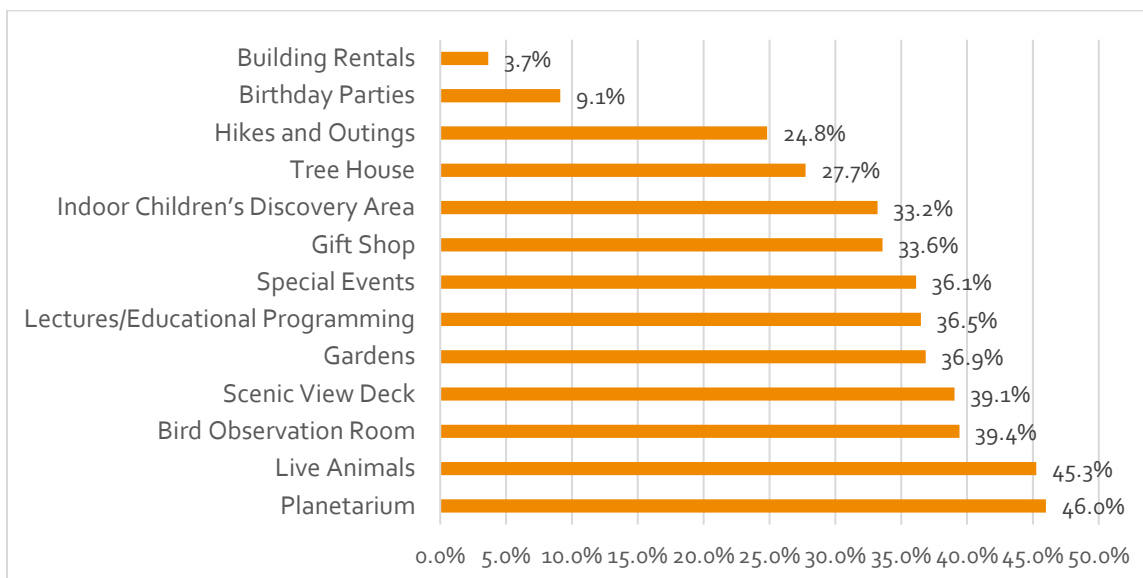
at least once in the past year. Few respondents (10.8%, 30 out of 277) stated that they had only visited the Nature Center once; most were repeat visitors.

Figure 2. Frequency of Visitation to the Nature Center



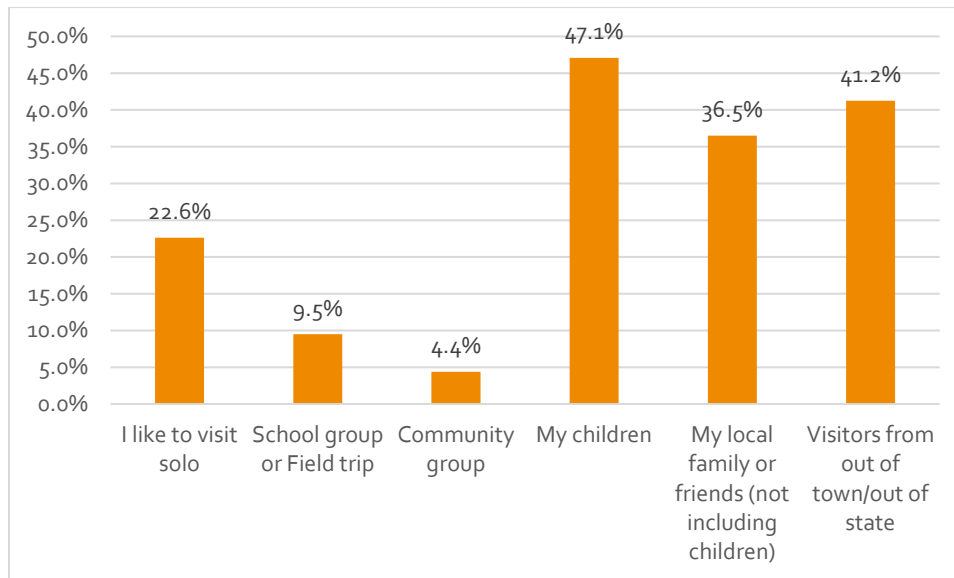
When asked what draws respondents to the Nature Center, they chose from a variety of options, of which they were able to mark multiple. The Planetarium and the live animals drew the highest interest at 46.0% and 45.3% of the sample, respectively. Very few respondents indicated that birthday parties and building rentals brought them to the Nature Center (9.1% and 3.7%, respectively). Generally, most respondents indicated they are drawn in by what the Nature Center specifically has to offer that other outdoor locations might not.

Figure 3. What Draws Visitors to the Nature Center?



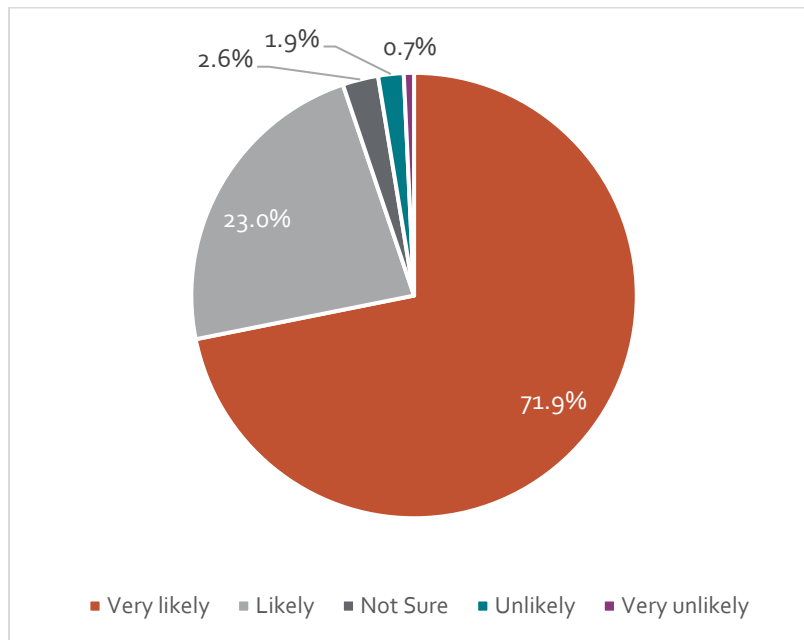
When asked who they like to visit the Nature Center with, respondents were encouraged to mark as many options as they wished. The largest proportion of respondents (47.1%) indicated they like to visit the Nature Center with their children. School groups/field trips and community group visits generated the fewest responses with 9.5% and 4.4%, respectively. Many visitors (41.2%) noted that they like to bring visitors from out of town or out of state to the Nature Center.

Figure 4. Who visitors like to visit the Nature Center with



The vast majority of visitors are “very likely” to recommend the Nature Center to others (71.9%). When combined with those who are “likely” to recommend the Nature Center, we see 94.8% (256 out of 270) of all respondents represented. Only 7 out of 270 individuals were “unlikely” or “very unlikely” to recommend the Nature Center to others (2.6%).

Figure 5. Likelihood of Recommending the Nature Center to Others



After respondents were asked how likely they were to recommend the Nature Center to others, we asked them to write about why they would or would not recommend visiting. The word cloud below shows the reasons respondents gave for recommending the Nature Center. Forty-four mentions of ideas related to learning about the local natural environment made that the primary reason respondents would recommend the Nature Center to others. The facility’s activities for children was the next most popular at 40 mentions. Respondents also noted the beauty of the space (20), how fun it was to visit (17), that the Nature Center was interesting (16), its exhibits (12), inviting space (10), and educational programming (9).

"PEEC is one of the crown jewels of Los Alamos County and performs an invaluable service introducing the young and old to our local and global environment."

Figure 6. Reasons Given for Recommending the Nature Center



Far fewer respondents were unlikely to recommend visiting the Nature Center than those who were, as discussed above. Some of the reasons for not recommending the Nature Center are listed here.

- Information is static
- Limited hours
- Needs more to do
- Not enough for adults
- Not exciting
- Nothing for older kids
- Once you've seen it, you're done
- Programs don't align with work schedules
- Trails need to be better marked
- Wouldn't recommend for people without children

"I would visit more if there were reasons to. It might be beneficial if PEEC partnered with other entities to hold functions."

Although activities for children is one of the most popular reasons respondents would recommend the Nature Center, it is clear from the critiques that PEEC may need to better advertise its activities and amenities designed for older children and adults. The hours and availability of programs associated with the Nature Center were also repeatedly mentioned in the non-visitor section of this report. If it is within PEEC's capacity, they may want to consider shifting hours and/or availability of programming; however, knowing which hours work may take trial and error.

Visitors were finally asked if they had anything else they would like to add to the conversation. The following graphic illustrates some of what they had to say.

"I often give [the Nature Center] as a shining example of what committed, talented, inspired, environmental-conscious volunteers can do when they collaborate."

Figure 7. Additional Comments by Visitors

Thank You!!!

Keep Up the Good Work

Asset to the Community

Love It

Great Online Lectures

♥ *the Passport Program*

Amazing Resource

Love the Planetarium

Clean & Professional

*Crown Jewel in
Los Alamos County*

*Planetarium & Lecturers
are First Class*

*Don't need to go to know
the Center's Value*

Beautiful!

Enjoy the Events!

Friendly and Helpful Staff

Nice Volunteers

Needs to be Open More

*More Reminders for
Events on Social Media*

*Needs More Kid-Friendly
Activities*

More Group Hikes

Bring Back Art Classes

*More Nature Movies in the
Planetarium*

*Summer Programming and
Scholarships Needed*

Needs Adult Activities

*Children's Programs need to
fit with Parents' Schedules*



**ADDITIONAL COMMENTS
FROM VISITORS**

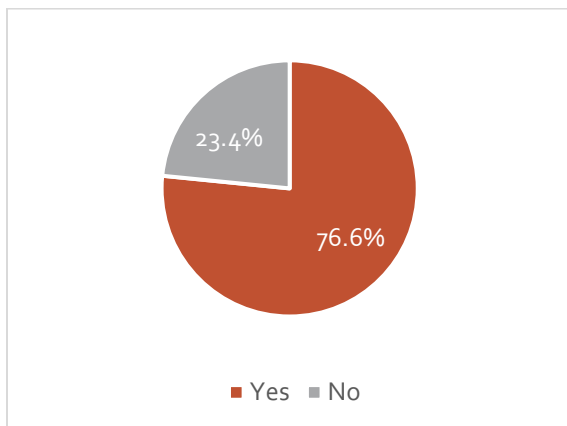


Survey Analysis: Potential Nature Center Visitors

28.2% of those surveyed indicated they had not visited the Nature Center in the past five years. Those individuals were first grouped by whether they had heard of the Nature Center prior to the survey. Those who had heard of the Nature Center were asked what they knew about it, which attractions they were familiar with, and why they hadn't visited. All respondents were asked what they like to do in their free time, how they find out about events in Los Alamos, and what would make them more interested in visiting the Nature Center. Those responses are analyzed in this section.

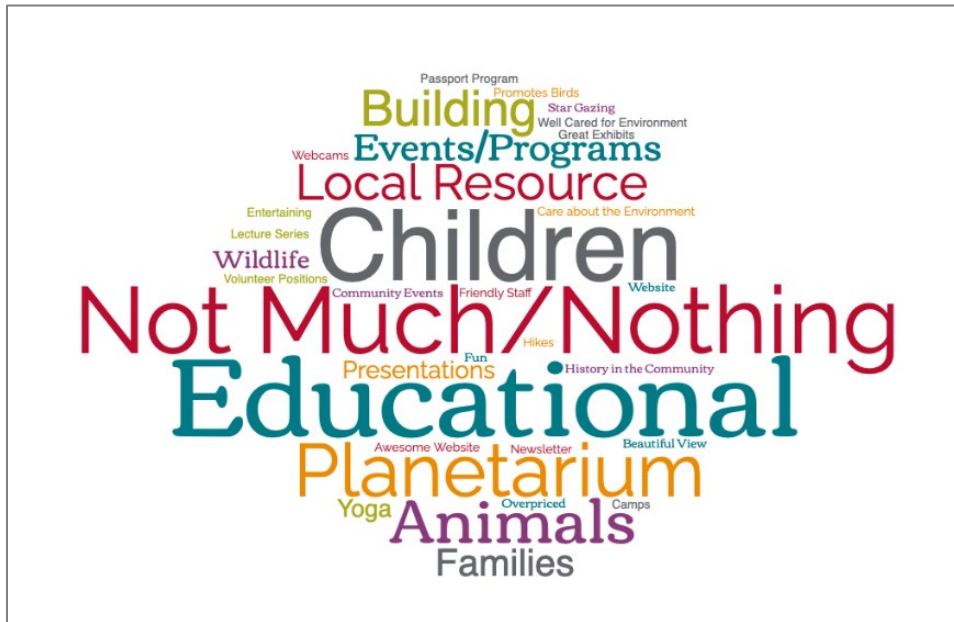
The majority of respondents had heard of the Nature Center prior to taking the survey (76.6%, 85 out of 111). Of those individuals who had not heard of the Nature Center prior to the survey, 62.5% were Los Alamos residents; the other 37.5% indicated they resided outside of the county.

Figure 8. Knowledge of the Nature Center Prior to Survey Administration (Non-visitors)



Non-visitors familiar with the Nature Center were asked what they knew about it. Most respondents knew of the Nature Center but indicated they knew “not much” (15) or “nothing” (13) about it beyond its existence. Nine individuals associated the Nature Center with educational activities and eight knew of the activities for children.

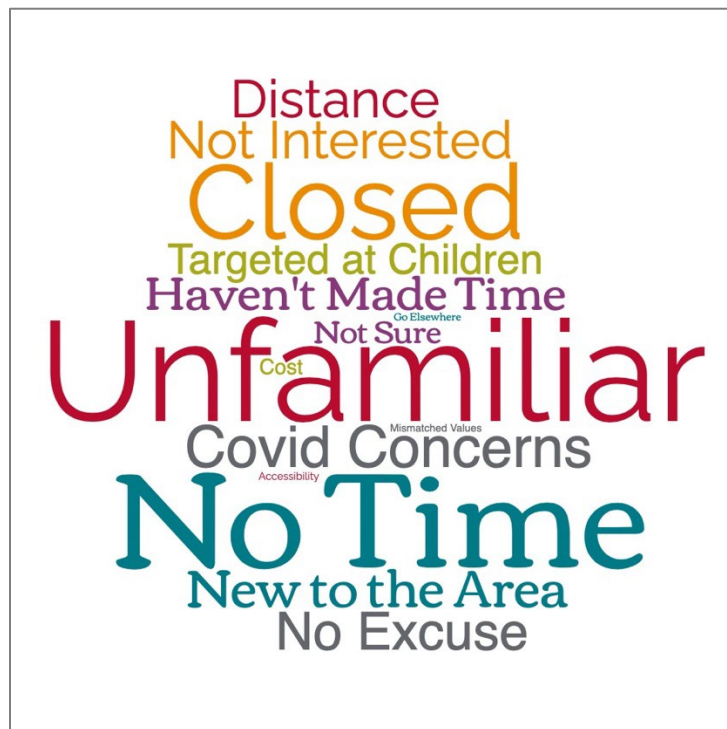
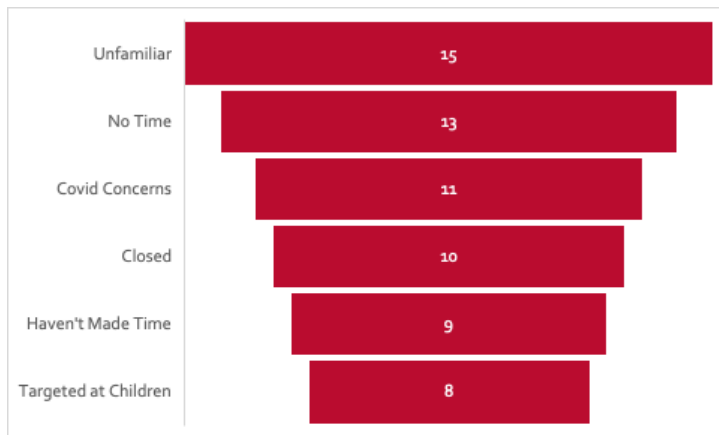
Figure 9. What Non-visitors Knew about the Nature Center



When asked why they haven't visited the Nature Center, respondents primarily cited their lack of familiarity with what it had to offer (15) or that they do not have time to visit when it is open (13). A number of respondents (10) also had concerns about visiting during the COVID-19 pandemic and indicated they would like to visit after they felt safe. The top six reasons for not visiting are included in the chart below and all of the reasons are weighted in the word cloud that follows.

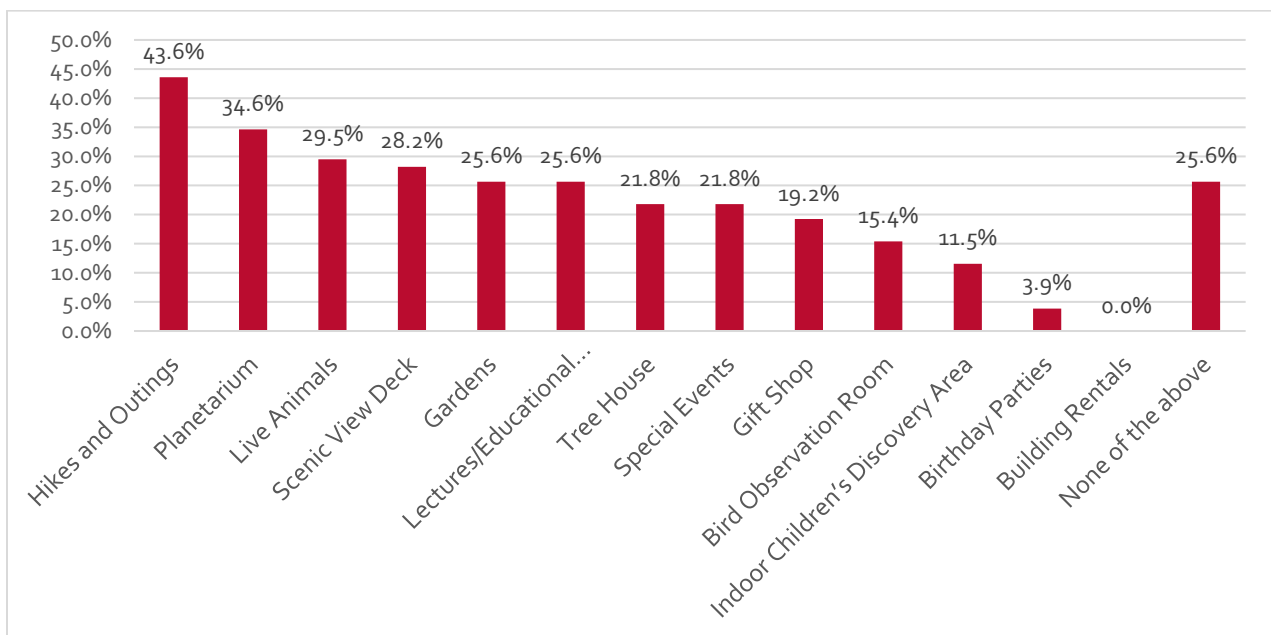
"I'm not sure what's up there for adults, if anything."

Figure 1. Top Six Reasons Non-visitors Had Not Gone to the Nature Center



Respondents indicated they were most familiar with the Nature Center’s “Hikes and Outings” (43.6%) and the Planetarium (34.6%). However, 25.6% of respondents (20 out of 78) indicated they were not familiar with any of the amenities the Nature Center offers. This could be a point for further marketing efforts, especially emphasizing some of the amenities highly rated by visitors but less known by non-visitors. For example, Bird Observation Room was named by 39.4% of visitors as a draw to the Nature Center, but only 15.4% of non-visitors were familiar with it. Matching the popular, but less known amenities with marketing efforts could be a key intervention strategy for drawing new visitors to the Nature Center.

Figure 3. Familiarity with Nature Center Attractions (Non-visitors)



Non-visitors were asked to mark their top three choices from a list of activities they like to do in their free time. They were also invited to write in ideas that were not listed. The “other” category included specific outdoor activities including camping, hunting, fishing, walking the dog, disc golf, and riding horses. A few other mentions in the category included watching sports and going to church.

The primary activity they marked was “activities at home, such as watching a movie or reading a book,” at 75.3%. This group may not be the easiest to draw into the Nature Center, however, the second most popular choice was “outdoor activities outside of the home, such as hiking, bicycling, etc.” at 69.1%. This group is ideal for PEEC to target with marketing efforts as they already enjoy being outdoors outside of their homes. In the subsequent section, we take a closer look at this group and identify potential markers that could help draw them to the Nature Center as visitors.

Figure 4. Activities Respondents Like to Do in Their Free Time

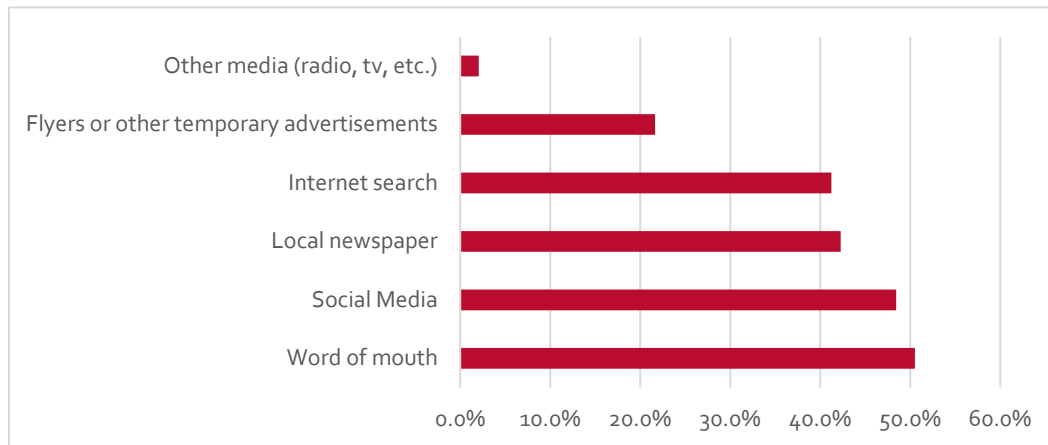


An important factor in understanding how to draw new visitors to the Nature Center is knowing how they get their information about events and places to go in Los Alamos. Interestingly, over 50% of respondents said they get their information through word of mouth.

As PEEC cannot necessarily influence word of mouth directly, a good approach is to look at how social media platforms and the local paper may get the word out about PEEC’s events and amenities, passing the information on to as many eyes as possible.

Respondents were asked to specify which social media platforms they relied on for information most. 33.3% mentioned Facebook as their preferred social media platform with several respondents specifying that they use Los Alamos groups. 8.3% mentioned using Instagram. The rest mentioned other forms of media or locations for information including the Senior Citizens’ Newsletter, the Walkway over Diamond Drive, and the Chamber of Commerce.

Figure 5. How Non-visitors Receive Information about What to Do in Los Alamos



We also asked non-visitors what might encourage them to visit the Nature Center. 27.2% of respondents (22 out of 81) said information on current activities and events would be enough to draw them to the Nature Center. However, a number of non-visitors also indicated that the events they knew about did not seem geared toward them. They suggested more activities for adults (9.9%), more activities for teens (2.5%), and more evening activities (2.5%), alongside longer evening and weekend hours (3.7%).

The following table is a list of each response given at least twice by non-visitors. The subsequent word cloud lists all responses. Clearly, PEEC cannot affect the free time of the respondents, which was a common response to this question (9.9%), but targeted advertising of programs geared towards adults and teens on the media platforms discussed above may draw additional people to the Nature Center.

Table 1. What Might Draw Non-visitors to the Nature Center

Information on Amenities/Events	27.2%
Already Interested	18.5%
More Free Time	9.9%
Activities for Adults	9.9%
Open Later/Weekends	3.7%
Event Advertising	3.7%
Evening Activities	2.5%
Children's Programming	2.5%
Educational Events	2.5%
Proximity	2.5%
Programs for Teens	2.5%

Figure 6. Things that Might Encourage Non-visitors to Visit the Nature Center

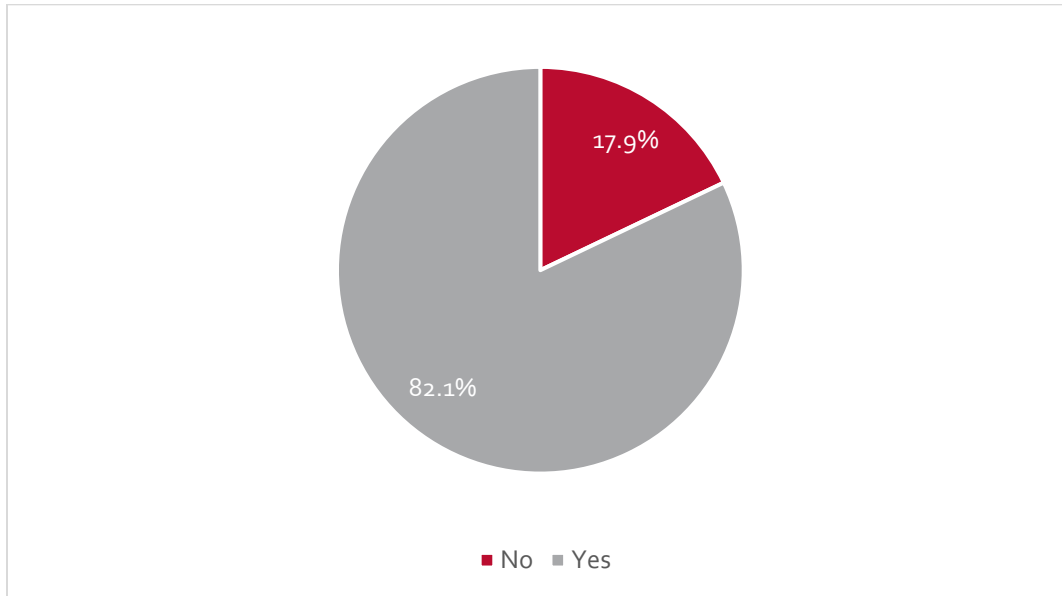


Survey Analysis: Potential Nature Center Visitors Who Enjoy Outdoor Activities Outside of the Home

Of particular interest are the respondents who have not visited the Nature Center yet mark that they enjoy “Outdoor Activities Outside of the Home” when asked how they like to spend their free time. In the following section, we narrow our analysis to the responses from that group to better understand how PEEC might target these individuals for a first-time visit to the Nature Center. In the graphics, when this group is compared to the “Non-visitor” group, it is specified as “Outdoor Non-visitor.”

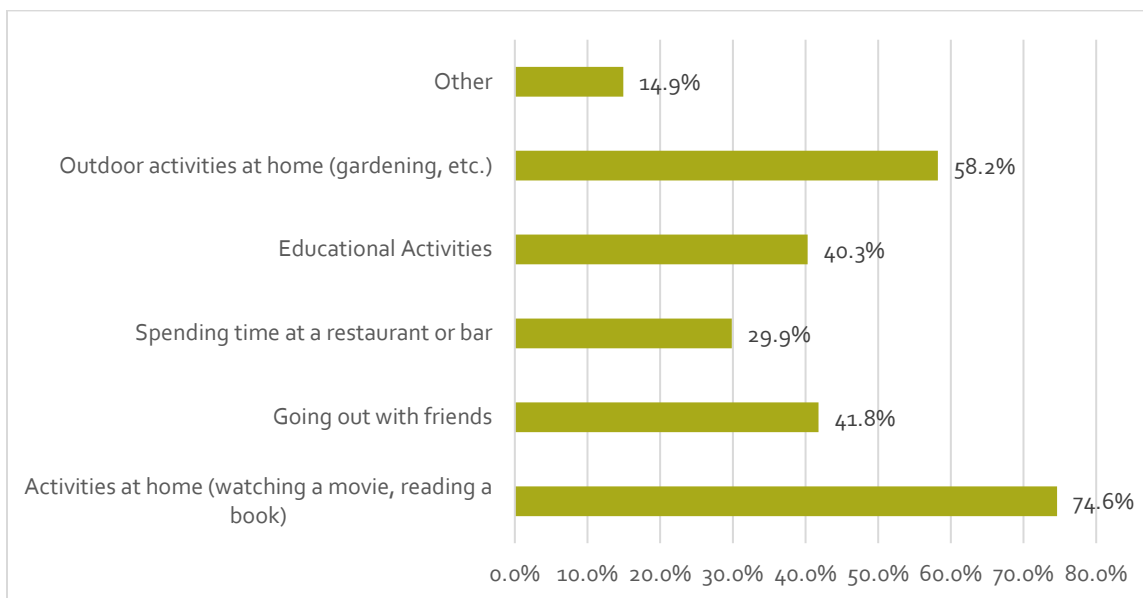
82.1% of respondents who had never been to the Nature Center but enjoy outdoor activities outside of the home had heard of the Nature Center before. Only 17.9% had never heard of it before the survey.

Figure 7. Knowledge of the Nature Center Prior to Survey Administration by Interest in Outdoor Activities Outside the Home



Other than choosing outdoor activities outside of the home as one of their primary free time preferences, this group emphasized interest in activities at home (74.6%) and outdoor activities at home (58.2%). Potential ways to pique their interest in the Nature Center could be targeted advertising showcasing programs related to gardening or landscaping and encouraging attendance for the online lecture series PEEC developed during the Covid-19 pandemic.

Figure 8. Additional Activities Outdoor Non-visitors Like to Do in Their Free Time



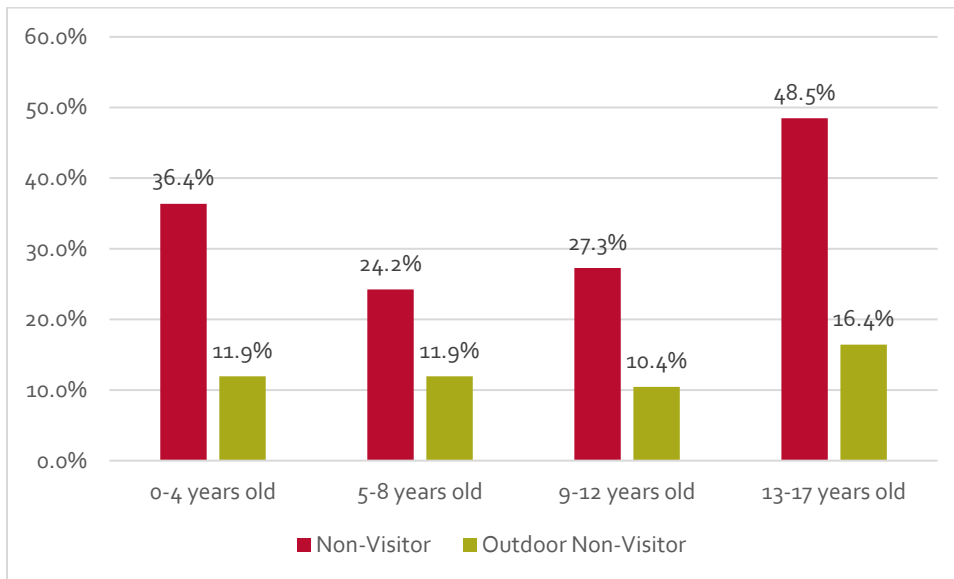
This group is similar in age to the Non-visitor group, with just a slightly younger population overall: 55.2% under 45 versus 51.0% under 45. Age-specific programming or advertising will not likely impact the response of this group.

Table 2. Age Grouping of Non-visitors Compared to Outdoor Non-visitors

Age Range	Non-visitors	Outdoor Non-visitors
19-24	11.2%	11.9%
25-34	21.4%	22.4%
35-44	18.4%	20.9%
45-54	11.2%	9.0%
55-64	15.3%	17.9%
65+	19.4%	13.4%

A significant difference between the overall Non-visitor group and the Outdoor Non-visitors is the presence of children in the household. Far fewer members of the Outdoor Non-visitor group have children at home. Should PEEC want to target this group for Nature Center visits, they may want to focus advertising on activities for adults.

Figure 9. Percent of Households with Children, Non-visitors Compared to Outdoor Non-visitors



Again, this population gets most of its information about what to do in Los Alamos through word of mouth and social media outlets. A robust social media presence, especially in local groups, should help PEEC get the word out about Nature Center activities targeted toward this group.

Figure 19. How Outdoor Non-visitors Receive Information about What to Do in Los Alamos

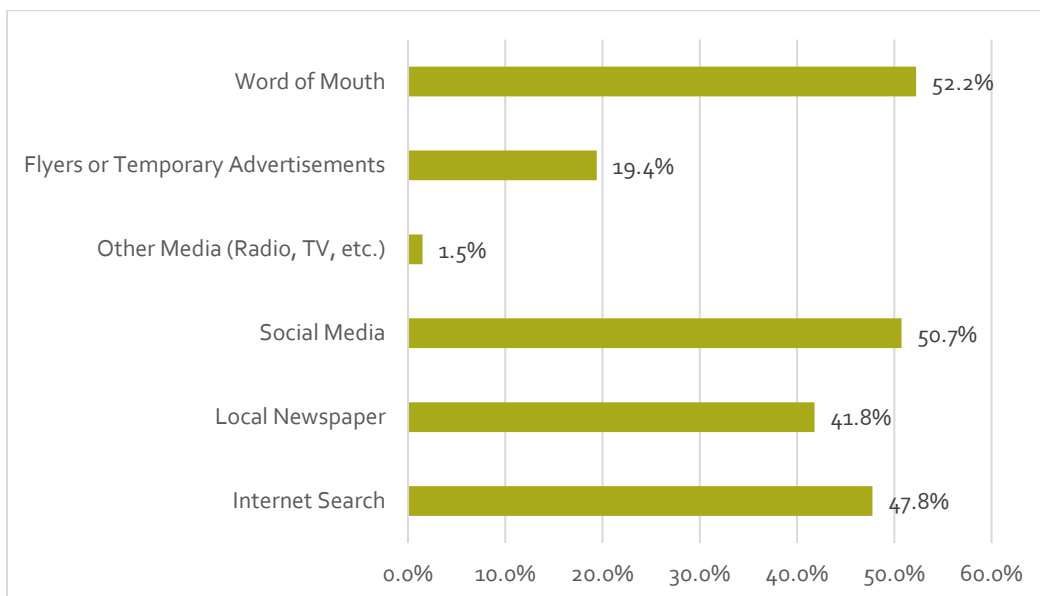


Table 3. How Non-visitors Compare to Outdoor Non-visitors about Getting Information on What to Do in Los Alamos

	Non-visitor	Outdoor Non-visitor
Internet Search	41.2%	47.8%
Local Newspaper	42.3%	41.8%
Social Media	48.5%	50.7%
Other Media (Radio, TV, etc.)	2.1%	1.5%
Flyers or Temporary Advertisements	21.7%	19.4%
Word of Mouth	50.5%	52.2%

Conclusion

This study demonstrates that the Los Alamos Nature Center is quite well-known regionally and that visitors have an overwhelmingly positive impression of its amenities, events, and staff. Among those individuals who have not visited the Nature Center, lack of information about what it had to offer was the primary reason for not attending.

Individuals who visit the Nature Center described being drawn to it for its unique offerings such as the Planetarium and the live animals and its incredible natural beauty. The Center itself was praised as a location to learn about the local environment under the guidance of knowledgeable staff and through educational programming. However, some individuals criticized the programming for being too targeted to young children or lacking dynamic offerings. This could be a lack of awareness of what the Nature Center has to offer different populations and therefore a key advertising intervention, or a legitimate critique PEEC will want to take into consideration when developing new programming.

Individuals who had never been to the Nature Center before described a lack of familiarity with what it has to offer or a lack of time to engage with its offerings. Additionally, a number of non-visitors felt that the Nature Center was more of a place to bring children than to visit themselves, as was also a concern of a small portion of the visitor population. Again, this could be an advertising issue or something PEEC will want to consider changing to draw new visitors to the Nature Center.

Another important factor for PEEC to consider is its current social media presence. It may be that the media presence is lacking or it may be that it is not targeting the local groups in ways that engage new adult visitors. The development of a media strategy to bolster interest in activities for all age groups could be an essential intervention point.

With “word of mouth” as the primary way in which respondents get their information about activities in Los Alamos, one thing PEEC can rely on is the solid reputation it has built in the community. 94.8% of visitor respondents are likely or very likely to recommend the Nature Center to others. Growing the visitor base will take targeted media and potentially some shifts in programming, but the survey illustrates that once people have visited the Nature Center, they are likely to return and sing its praises.

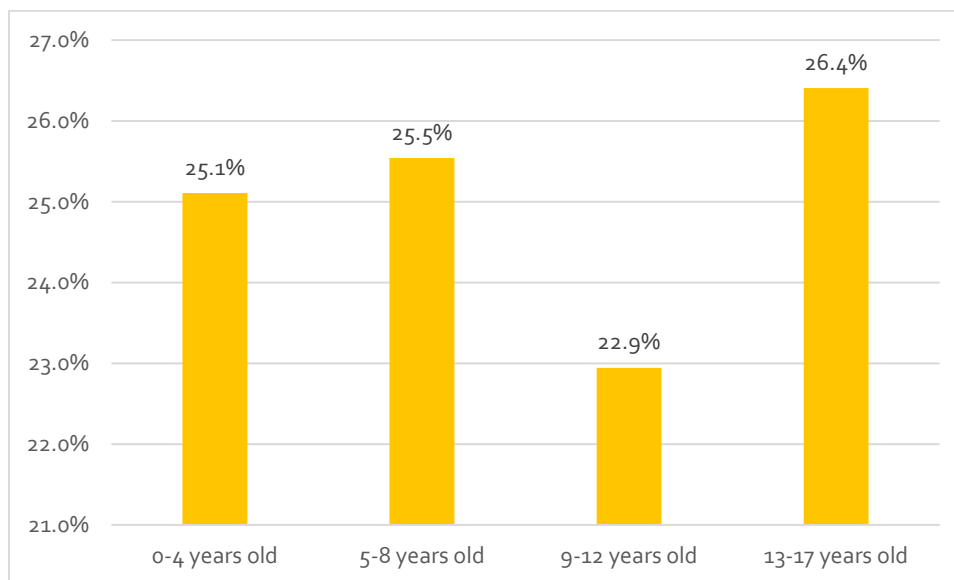
Appendix A: Participant Demographics

Respondents who had previously visited the Nature Center were given a different survey than those who had not, but both groups were asked to identify the number of children in their household and other basic demographic questions. These results are presented side-by-side for comparison purposes in the following few paragraphs.

We asked respondents to identify how many children they had in their household. 163 of the total 394 respondents (58.6%) reported having children in the household. Only 29.7% (33 out of 111) of the respondents who had never visited the Nature Center indicated they have children in the household between the ages of 0 and 17, whereas 42.4% (120 out of 283) of respondents who have visited the Nature Center indicated they have children in the household.

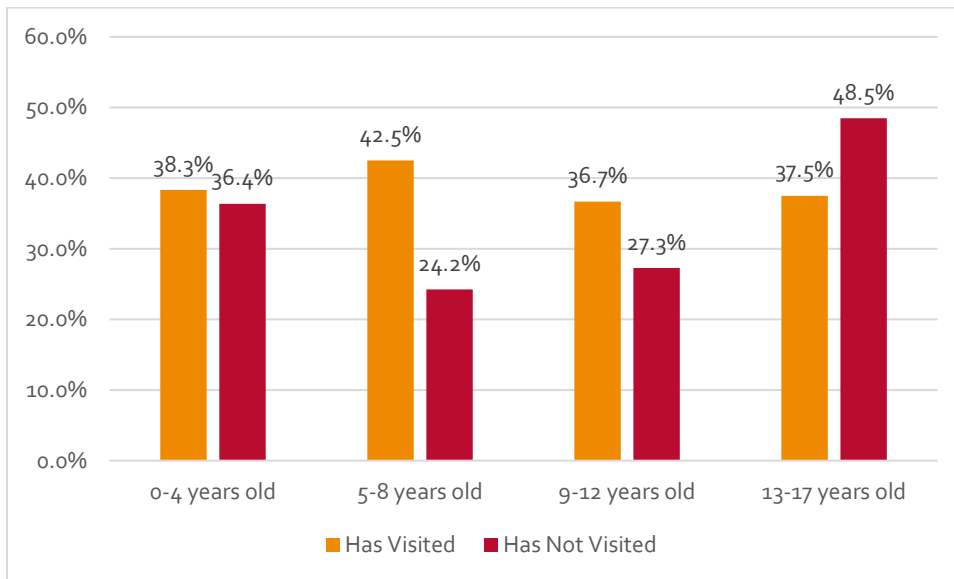
Respondents marked multiple fields to indicate children of different ages in their household. Households with children aged 13-17 years represented the largest portion of the sample (26.4%) while households with children aged 9-12 years represented the smallest portion (22.9%).

Figure 10. Respondents Reporting Children in the Household by Age Group



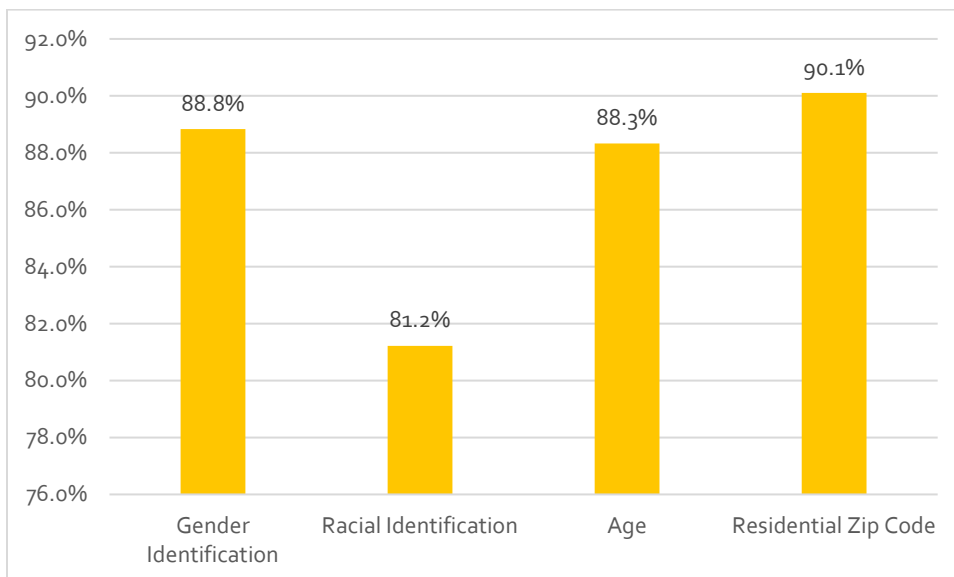
The next chart breaks down the above information into visitor/non-visitor categories. Of the respondents reporting children in the household, previous visitors to the Nature Center tend to have more children in the 5-8 and 9-12 age groups than those who have not visited before. Additionally, a much larger proportion of those who have not visited the Nature Center have children in the 13-17 age group, at 48.5% of respondents.

Figure 11. Respondents with Children in the Household by Age Group and Visitor/Non-visitor Categories



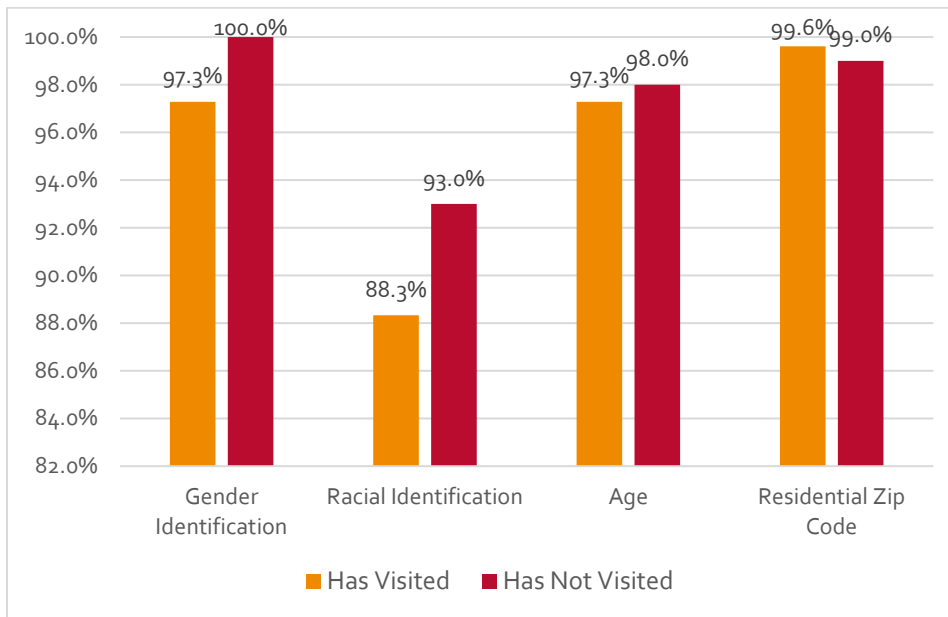
Overall, response rates to the demographic prompts were high. Survey respondents in general have a tendency to avoid reporting personal information, especially related to age and racial identification. The chart below illustrates the fairly high response rate for this survey, with the lowest response rate in the racial identification category at 81.2% (320 out of 394). 9.4% of respondents (37 out of 394) refused to answer any of the demographic questions.

Figure 12. Total Response Rate to Demographic Questions



Of those individuals who responded to at least one of the demographic items, those individuals who had not visited the center before were slightly more likely to give their demographic information than those who had, with the exception of zip code.

Figure 13. Response Rate to Demographic Questions by Visitor/Non-visitor Categories



The vast majority of survey respondents call Los Alamos County home (~88.5%). Only 6 out of 356 respondents who gave their zip code (1.7%) were from out of state; this makes for an ideal analysis of how to draw more visitors to the Nature Center.

Table 4. Zip Codes of Respondents

Primary County ² of Zip Code	Zip Code	Visitor Respondents	Non-Visitor Respondents	Total
Sandoval	87025	2	1	3
Bernalillo	87107	1	0	1
Bernalillo	87114	1	1	2
Bernalillo	87120	0	1	1
Sandoval	87124	0	1	1
San Juan	87402	0	1	1
Santa Fe	87501	1	0	1
Santa Fe	87505	1	2	3
Santa Fe	87506	4	3	7
Santa Fe	87507	0	1	1
Santa Fe	87508	1	1	2
Rio Arriba	87523	0	1	1
Rio Arriba	87532	5	0	5
Los Alamos	87544	173	64	237
Los Alamos	87545	1	0	1
Los Alamos	87547	62	16	78
Taos	87553	0	1	1
Rio Arriba	87566	0	2	2
Santa Fe	87567	1	0	1
Out of State	varies	4	2	6

As stated in the body of the report, our survey allowed individuals to fill in their gender and racial identification as well as their age, rather than having them pick from pre-determined categories. This allows for a wider variety of responses than the Census data we use as a basis of comparison. In recent surveys, this seems to have increased the response rate to demographic questions, although some of the responses do have to be consolidated due to ambiguity.

Significantly more female-identified individuals responded to the survey than male-identified individuals. This is fairly typical of survey research.³ 64.5% of respondents identified as female whereas only 49.2% of individuals within Los Alamos County identify as female. This should not significantly impact the survey results but is worth noting.

² Zip codes do not perfectly align with geographic boundaries. For the purposes of this table, zip codes were matched with to the county that covers the largest area of that zip code.

³ Various studies illustrate gender disparity in survey response rates, particularly when conducted face-to-face and when asking open-ended questions. Overall, the research seems to indicate women respond more frequently in both cases.

Table 5. Gender Self-Identification Comparison of Los Alamos County and Survey Sample

Gender Self-Identification	Los Alamos County	Total Survey Respondents
Ambiguous	0%	0.6%
Female	49.2%	64.5%
Male	50.8%	34.4%
Non-Binary	0%	0.3%
Both Male and Female	0%	0.3%

Additionally, a much higher proportion of visitor respondents identified as female when compared to non-visitor respondents. Again, this should not significantly impact outcomes, but may want to be taken into consideration when developing targeted advertising interventions as discussed in the subsequent sections.

Figure 14. Gender Self-Identification of Visitor Respondents

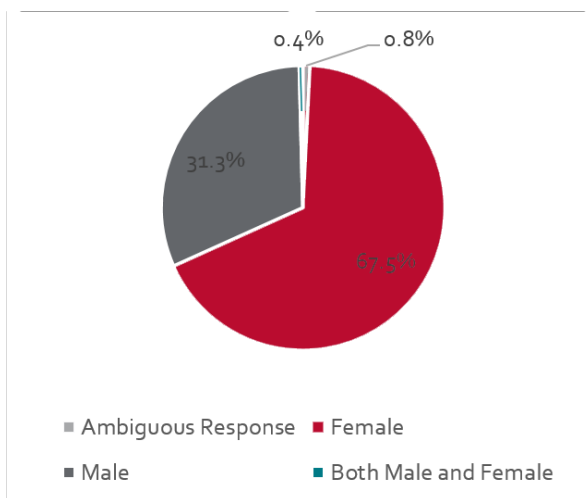
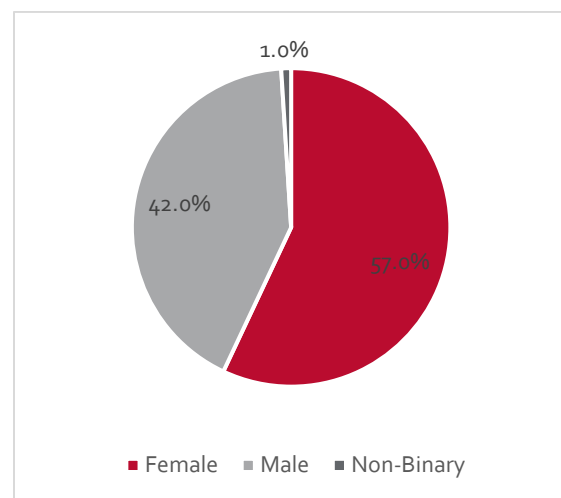


Figure 15. Gender Self-Identification of Non-visitor Respondents



The age grouping of the survey sample is similar to the age grouping found in Los Alamos County. There is a slight overrepresentation of 25-34-year-olds in the survey sample as well as an

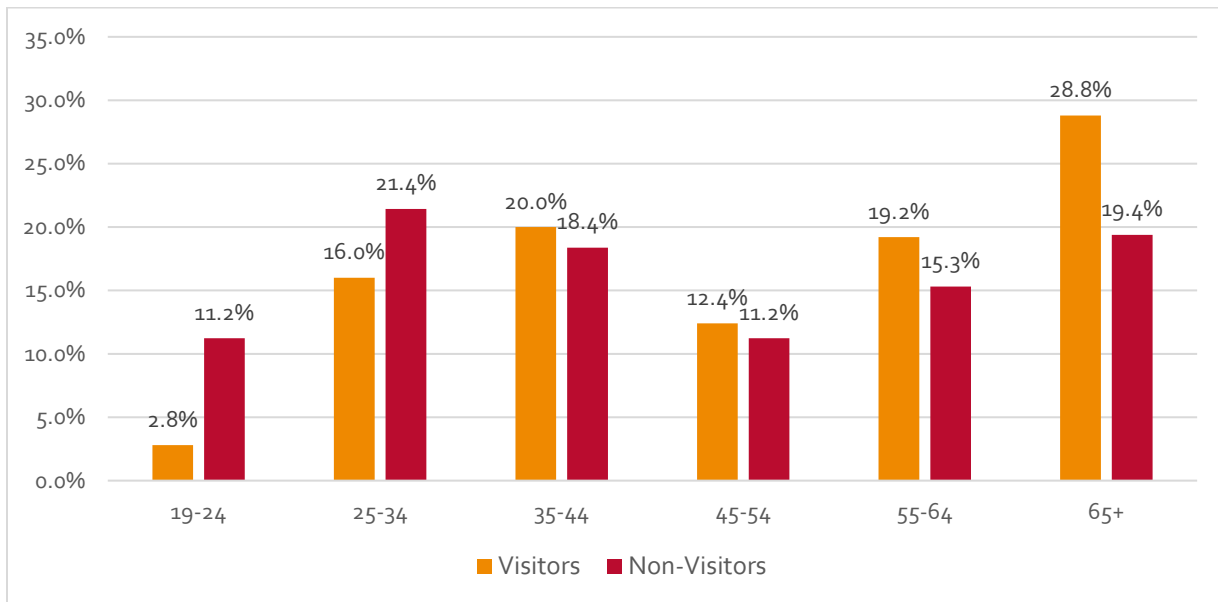
overrepresentation of individuals aged 65+. This may simply indicate who had the time and willingness to complete the survey. It is not a significant enough difference to affect the survey results.

Table 6. Age Grouping Comparison of Los Alamos County and Survey Sample

Age Range	Los Alamos County	Survey Sample
19-24	6.0%	5.2%
25-34	12.1%	17.6%
35-44	12.1%	19.6%
45-54	14.0%	12.1%
55-64	15.5%	18.2%
65+	17.5%	26.2%

When age groups are broken down into visitor/non-visitor categories, we see an even stronger overrepresentation of visitors aged 65+ when compared to non-visitors and underrepresentation of 19-24-year-old visitors versus non-visitors. The implications of this disparity are discussed in the section examining the non-visitor survey responses.

Figure 16. Age Grouping of Respondents by Visitor/Non-visitor



The racial self-identification of the survey population is again similar to the population of Los Alamos County. Additionally, 12.8% of respondents identified as “Hispanic” either as their primary racial group or in addition to the Census-defined racial group they wrote on the survey. In Los Alamos County, this is slightly less than the 18.8% of individuals who selected “Hispanic” on their Census documentation under the “ethnicity” category. For purposes of comparison, we use the Census-defined categories which do not include “Hispanic” as a standalone racial category.

Table 7. Racial Self-Identification Comparison of Los Alamos County and Survey Sample

Racial Self-Identification	Los Alamos County	Total Survey Respondents
American Indian	1.1%	0.6%
Asian	5.0%	3.1%
Black or African American	0.6%	0.3%
Multiracial	5.0%	0.6%
White	85.5%	91.0%

There are no significant racial differences between the visitor respondents and non-visitor respondents.

Figure 17. Racial Self-Identification of Visitor Respondents

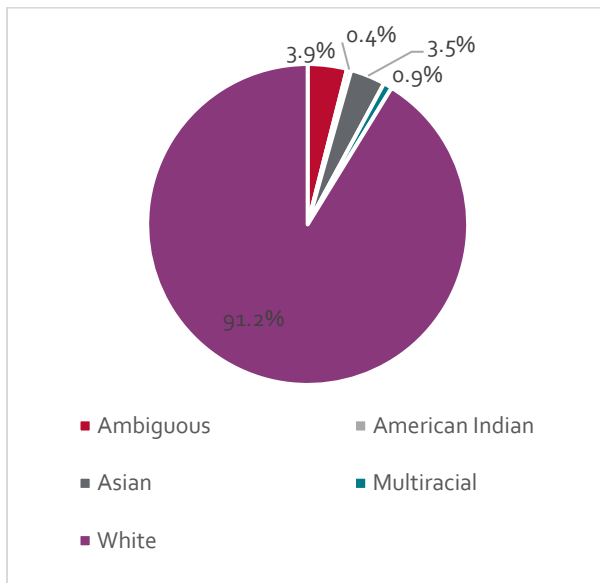
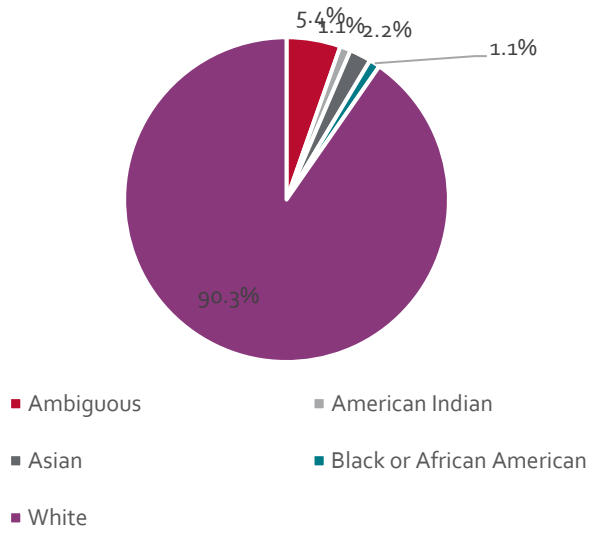


Figure 18. Racial Self-Identification of Non-visitor Respondents



Appendix B: Surveys

Volunteer Information

For the Volunteer:

Before your shift, please fill out the following information and return it with your surveys. This information will be used to clarify any responses and/or to determine which locations we should target for the best response rates.

Surveyor: _____
Date: _____ Times: _____
Location: _____

When approaching a respondent

Begin with something like, *"Hello! We are working for the Pajarito Environmental Education Center looking to understand why people may or may not visit the Los Alamos Nature Center."*

ASK: "Would you like to take our survey? People who complete the survey will be entered in a drawing for prizes." If the response is "no," do not administer the survey.

"Are you over 18 years of age?" If the response is "no," do not administer the survey.

If yes to the above, go over the informed consent with each participant.

Before you administer a **paper survey**, ask

"Have you visited the Los Alamos Nature Center in the past 5 years?"

If the answer is NO, give them Survey #1. YES, give them Survey #2.

After the survey is complete, ask if they would like to participate in the drawing and have them write their information on a ticket if they would.

Thank you!

Informed Consent

Pajarito Environmental Education Center Survey

Background

The Pajarito Environmental Education Center (PEEC) is conducting a survey to understand why people may or may not visit the Los Alamos Nature Center. We are collaborating with Bureau of Business and Economic Research (BBER) at UNM to analyze the results.

Compensation

Respondents will not receive any form of compensation for their participation, but those who choose to do so may enter their name on a ticket for an end-of-survey drawing for three \$100 cash prizes. Winners will be notified in January 2022.

Time and Confidentiality

The survey should take about 5 to 10 minutes. Your involvement in the study is voluntary; all questions are optional, but completed surveys are required for entry into the drawing. We will not ask for your name on the survey itself. All answers will be kept confidential and will be recorded and analyzed by BBER staff. Data will be returned to PEEC in aggregate form to further protect privacy.

Thank you for your participation!

Survey for Potential Visitors

1. Have you heard of the Los Alamos Nature Center before today?

Yes / No

****If "NO," skip to question 5****

2. What do you know about the nature center?

3. Why haven't you visited the nature center?

4. Which of the following Center attractions are you familiar with? (mark all that apply)

- | | |
|------------------------------------|------------------------------------|
| • Hikes and Outings | • Scenic View Deck |
| • Planetarium | • Lectures/Educational Programming |
| • Gift Shop | • Special Events |
| • Live Animals | • Birthday Parties |
| • Bird Observation Room | • Building Rentals |
| • Tree House | • None of the above |
| • Gardens | • Other (please specify): |
| • Indoor Children's Discovery Area | _____ |

5. What kinds of activities do you like to do in your free time? (mark your top 3 choices)

- Activities at home (watching a movie, reading a book)
- Going out with friends
- Spending time at a restaurant or bar
- Educational Activities
- Outdoor activities at home (gardening, etc.)

- Outdoor activities outside of the home (hiking, bicycling, etc.)
- Other (please specify) _____

6. How do you receive information about events or places to go in Los Alamos?

- Internet search
- Local newspaper
- Social Media (please specify) _____
- Other media (radio, tv, etc.)
- Flyers or other temporary advertisements
- Word of mouth
- Other (please specify) _____

7. What would make you more interested in visiting the Los Alamos Nature Center?

Please write in the following information about yourself.

Gender Identification: _____

Racial Identification: _____

Age: _____

Residential Zip Code: _____

8. Please place a checkmark next to the age range(s) of any children in your household. (Leave blank if none)

- 0-4 years old _____
- 5-8 years old _____
- 9-12 years old _____
- 13-17 years old _____

Survey for Previous Visitors

1. How often have you visited the Los Alamos Nature Center in the last five years? (Mark one response)
 - Once
 - 1-3 times
 - Once a year
 - 2-6 times a year
 - Once a month
 - More than once a month

2. What draws you to the Center? (mark all that apply)
 - Hikes and Outings
 - Planetarium
 - Gift Shop
 - Live Animals
 - Bird Observation Room
 - Tree House
 - Gardens
 - Indoor Children's Discovery Area
 - Scenic View Deck
 - Lectures/Educational Programming
 - Special Events
 - Birthday Parties
 - Building Rentals
 - None of the above
 - Other (please specify):

3. Who do you visit the Center with? (mark all that apply)
 - I like to visit solo
 - School Group or Field Trip
 - Community group
 - My children
 - My local family or friends (not including children)
 - Visitors from out of town/out of state
 - Other:

4. How likely are you to recommend the Los Alamos Nature Center to a friend?

Very Likely Likely Not Sure Unlikely Very Unlikely

5. Why would you/would you not recommend the Nature Center to a friend?

6. Please place a checkmark next to the age range(s) of any children in your household. (Leave blank if none)

- 0-4 years old _____
- 5-8 years old _____
- 9-12 years old _____
- 13-17 years old _____

7. Do you have anything else you'd like to add? _____

Please write in the following information about yourself.

Gender Identification: _____

Racial Identification: _____

Age: _____

Residential Zip Code: _____