



**Social Science Program  
National Park Service  
U.S. Department of the Interior**

**Visitor Services Project**

# **George Washington Birthplace National Monument Visitor Study**



**Summer 2004  
Report 154**

 **University of Idaho**  
Park Studies Unit





**Social Science Program  
National Park Service  
U.S. Department of the Interior**

**Visitor Services Project**

# **George Washington Birthplace National Monument**

## **Visitor Study Summer 2004**

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### **Visitor Services Project Report 154**

April 2005

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**Visitor Services Project**  
**George Washington Birthplace National Monument**  
**Report Summary**

This report describes the results of a visitor study at George Washington Birthplace National Monument (NM) during July 1-7, 2004. A total of 312 questionnaires were distributed to visitor groups. Visitor groups returned 197 questionnaires for a 63% response rate.

This report profiles George Washington Birthplace NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

Forty-three percent of visitor groups had two people and 31% were groups of three or four. Seventy-two percent of visitor groups were family groups. Fifty percent of visitors were ages 31-60 years and 24% were ages 15 years or younger.

There was not enough data to provide reliable information about international visitors. United States visitors were from Virginia (50%), Maryland (11%), 29 other states, and Washington, D.C.

Prior to this visit, visitor groups most often obtained information about George Washington Birthplace NM through previous visits (42%), live in the local area (38%), and travel guides/tour books/other printed materials (29%). Most groups (83%) received the information they needed about the park.

Forty-two percent of visitor groups' primary reason for traveling to the George Washington Birthplace NM area was to visit George Washington Birthplace NM. On this visit, the most common activity while visiting George Washington Birthplace NM was visiting visitor center (67%) and the most important activity was visiting the Birthplace Site (28%).

The average visitor group expenditure in and outside the park (within 50 miles of the park) was \$135. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$51. The average per capita expenditure was \$56.

In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used information services and facilities by the 152 respondents included park brochure/map (67%), visitor center exhibits (65%), and visitor center restrooms (64%). The information services and facilities that received the highest combined proportions of "extremely important" and "very important" ratings included visitor center restrooms (91%, N=95), ranger-led walks/talks (91%, N=65), and picnic area and restrooms (91%, N=33). Ranger-led walks/talks (97%, N=63) and assistance from visitor center staff (96%, N=74) were the services that received the highest combined proportions of "very good" and "good" quality ratings.

Most visitor groups (90%) rated the overall quality of visitor services at George Washington Birthplace NM as "very good" or "good." One percent of visitor groups rated the overall quality of visitor services as "poor" and no visitor group rated the overall quality as "very poor."

For more information about the Visitor Services Project, please visit the  
University of Idaho Park Studies Unit website: [www.psu.uidaho.edu](http://www.psu.uidaho.edu)



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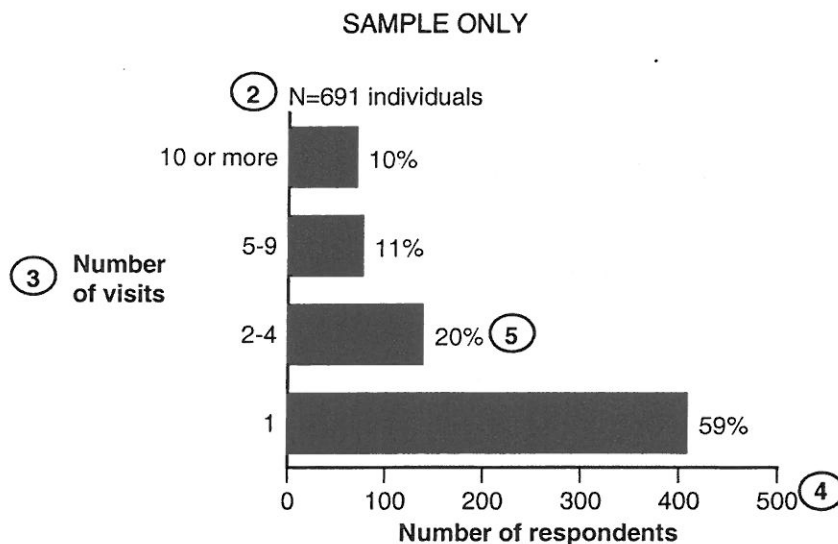


## INTRODUCTION

This report describes the results of a visitor study at George Washington Birthplace National Monument (NM). This visitor study was conducted from July 1-7, 2004 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

1: The figure title describes the graph's information.

2: Listed above the graph, the "N" shows the number of visitors responding to the question.

Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.

3: Vertical information describes the response categories.

4: Horizontal information shows the number or proportions of responses in each category.

5: In most graphs, percentages provide additional information.

## METHODS

### Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). The George Washington Birthplace NM questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for George Washington Birthplace NM. Many questions asked visitor to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

Interviews were conducted, and 312 questionnaires were distributed to a sample of visitor groups who arrived at George Washington Birthplace NM during the period from July 1-7, 2004. Questionnaires were distributed to visitor groups at the park entrance.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the group members (at least 16 years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups if needed. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and stamped.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

### Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distribution and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

### Sample size, missing data, and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from figure to figure. For example, while Figure 1 shows information for 195 visitor groups, Figure 3 presents data for 562 individuals. A note above each graph or table specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although George Washington Birthplace NM visitors returned 197 questionnaires, Figure 1 shows data for only 195 respondents.

Questions answered incorrectly due to carelessness, misunderstood directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

### Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 1-7, 2004. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, or table.

### Special conditions

Weather conditions during the visitor study were typical July weather for the George Washington Birthplace NM area with mostly sunny, hot and humid days, with an occasional rainy day.

## RESULTS

### Visitor groups contacted

At George Washington Birthplace NM, 330 visitor groups were contacted and 312 of these groups (95%) accepted questionnaires. Questionnaires were completed and returned by 197 visitor groups, resulting in a 63% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors, who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

**Table 1: Comparison of total sample and actual respondents**

Variable	Total sample		Actual respondents	
	N	Average	N	Average
Age of respondents	311	47.1	194	48.1
Group size	309	2.7	195	3.0

### Demographics

**Group size:** Figure 1 shows visitor group sizes, which ranged from one person to 15 people. Forty-three percent of visitor groups consisted of two people, while another 31% had three or four people.

**Group type:** Seventy-two percent of visitor groups were made up of family members and 9% were with friends (see Figure 2). "Other" group types included college student groups.

**Visitor age:** Forty-three percent of the visitors were in the 36-60 age group and 24% were 15 years or younger (see Figure 3).

**Visitor gender:** Over one-half of visitors (52%) were female and 48% were male (see Figure 4).

**Visitor ethnicity and race:** Ninety-seven percent of respondents were not of Spanish, Hispanic, or Latino ethnicity (see Figure 5). Respondents with Spanish, Hispanic, or Latino ethnicity (3%) were then asked to further identify their background. Not enough visitors responded to provide reliable data (see Figure 6). Most of respondents (97%) reported “White” as their racial background, 4% of respondents were American Indian or Alaska Native, and 3% were Black or African American (see Figure 7).

**Preferred language:** Most visitor groups (97%) preferred to speak and read English (see Figure 8). Other languages that visitor groups spoke and read were Chinese, German, Norwegian, Danish, Korean, and Spanish.

**Visitor level of education:** Fifty percent of visitors held a bachelor’s degree or higher, 26% attended some college, and 20% were high school graduate/GED (see Figure 9).

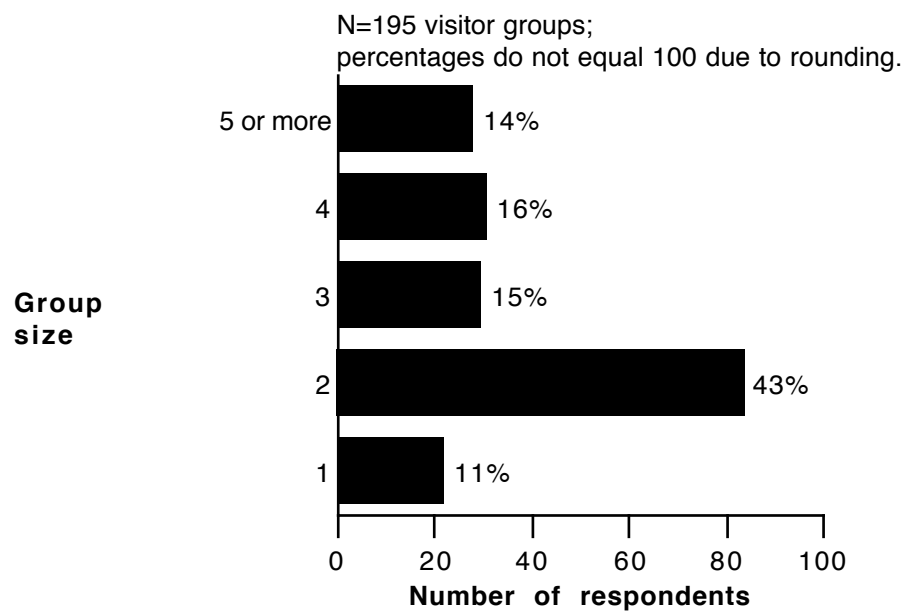
**Visitor with disabilities/impairments:** Most visitor groups (93%) did not have any members with disabilities/ impairments that affected their visit to George Washington Birthplace NM (see Figure 10). Visitor groups who had members with disabilities/ impairments were then asked to report the types of disabilities/impairments. Not enough visitor groups responded to the question to provide reliable data (see Figure 11).

**Recommended improvements/program changes:** As shown in Figure 12, most visitor groups (85%) felt that no service, facility or other aspect of their visit could have been enhanced by physical changes or by changes in programs. Visitor groups who supported physical changes (15%) were then asked to provide suggestions for improvement. The suggestions included having wheelchairs available for handicapped visitors, updating the film, providing benches along the beach, picnic tables on beach, restrooms at picnic area, paving the gravel path, adding more trash cans, larger letters on some displays, and providing suitable displays for young children.

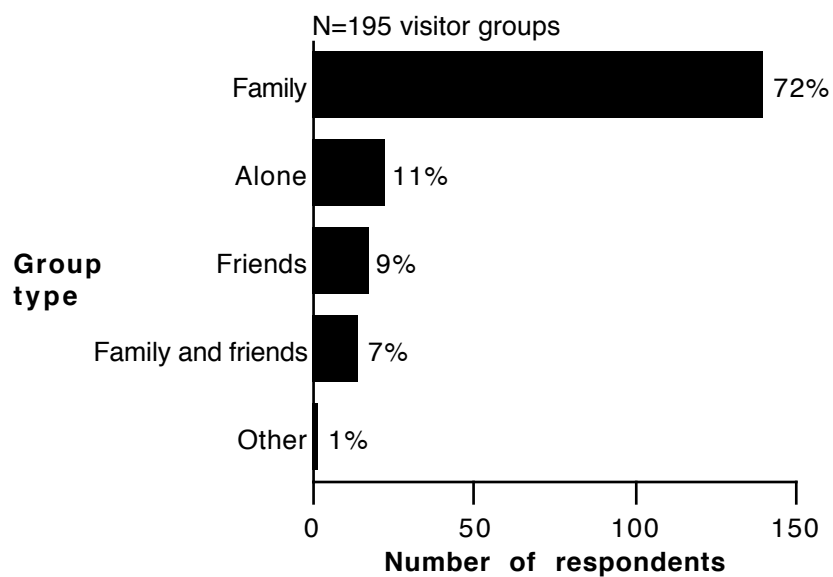
**International visitors:** Two percent of visitor groups were international (see Table 2). There were not enough international visitors to provide reliable data.

**U.S. visitors:** The largest proportions of United States visitors were from Virginia (50%) and Maryland (11%), as shown in Map 1 and Table 3. Smaller proportions of U.S. visitors came from another 29 states and Washington, D.C.

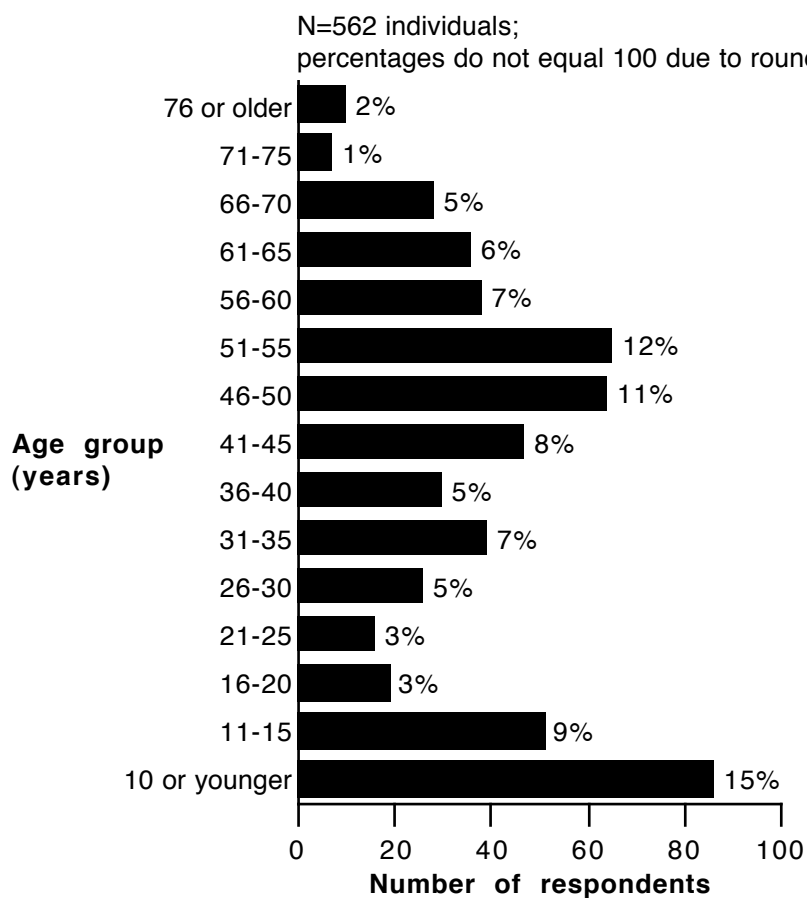
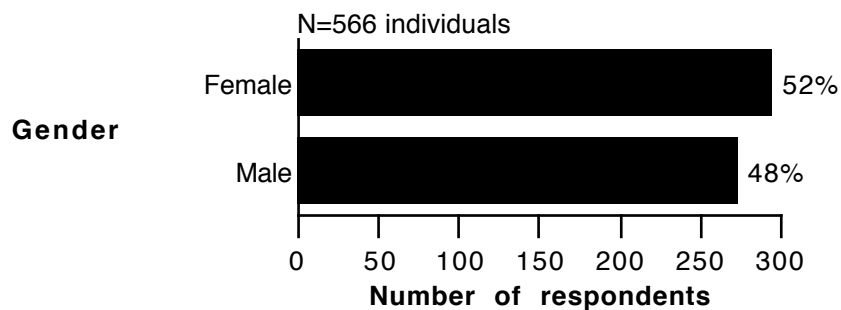
**Number of times visited the park:** Seventy-two percent of visitors reported that this was their first time visiting George Washington Birthplace NM during the past 12 months and 14% had visited the park twice (see Figure 13). As shown in Figure 14, for 57% of visitors, this visit was the first visit to the park, while 13% had visited twice during their lifetime.

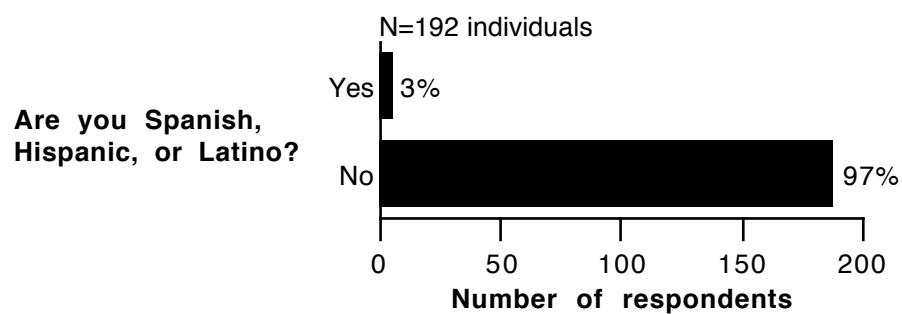


**Figure 1: Visitor group size**

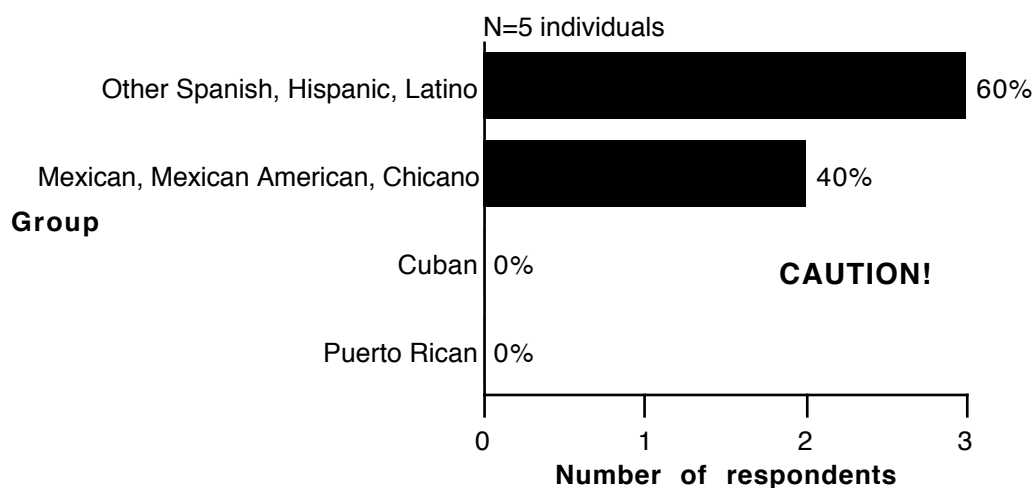


**Figure 2: Visitor group type**

**Figure 3: Visitor ages****Figure 4: Visitor gender**

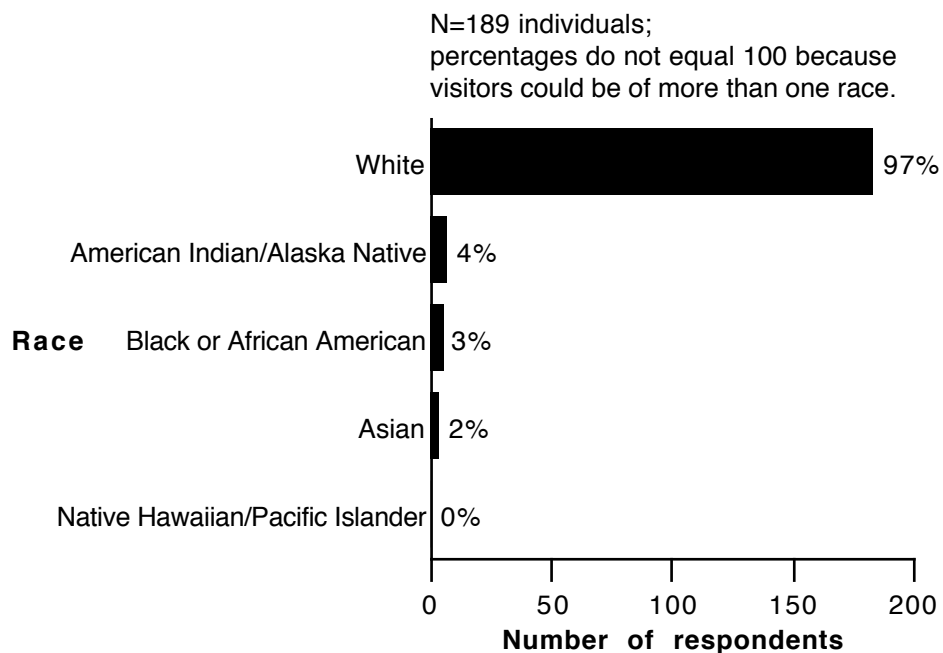
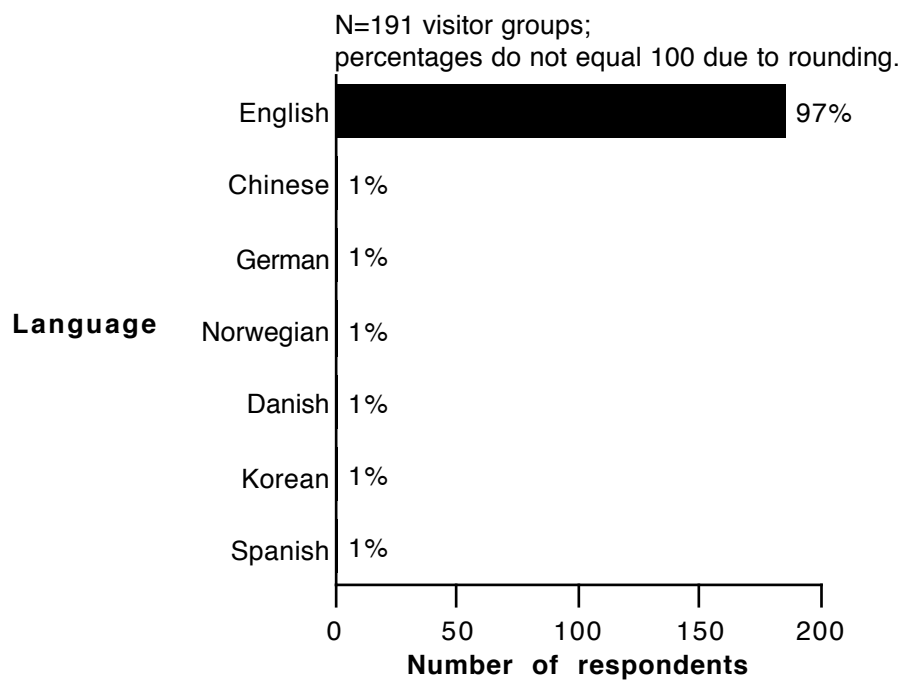


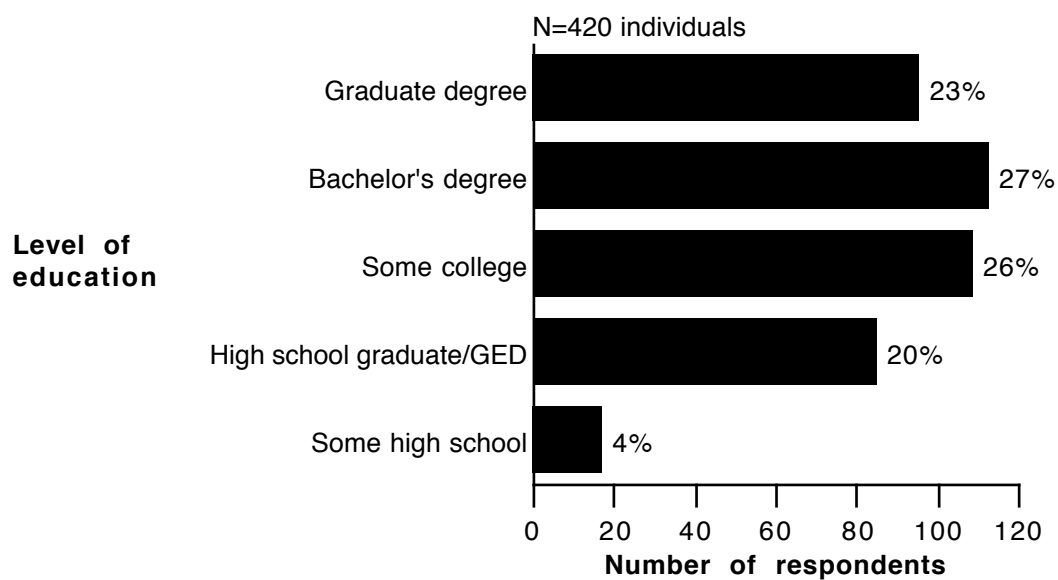
**Figure 5: Visitors with Spanish, Hispanic, or Latino ethnic background**



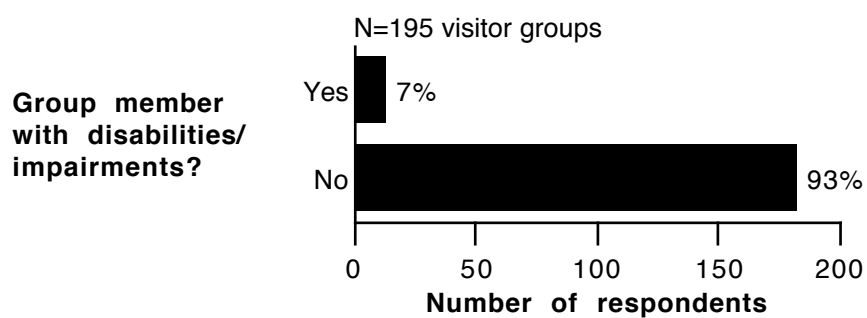
**Figure 6: Breakdown of visitors of Spanish, Hispanic, or Latino ethnicity**



**Figure 7: Visitor race****Figure 8: Languages that visitors prefer to speak and read**



**Figure 9: Visitor level of education**



**Figure 10: Visitors with disabilities/impairments**

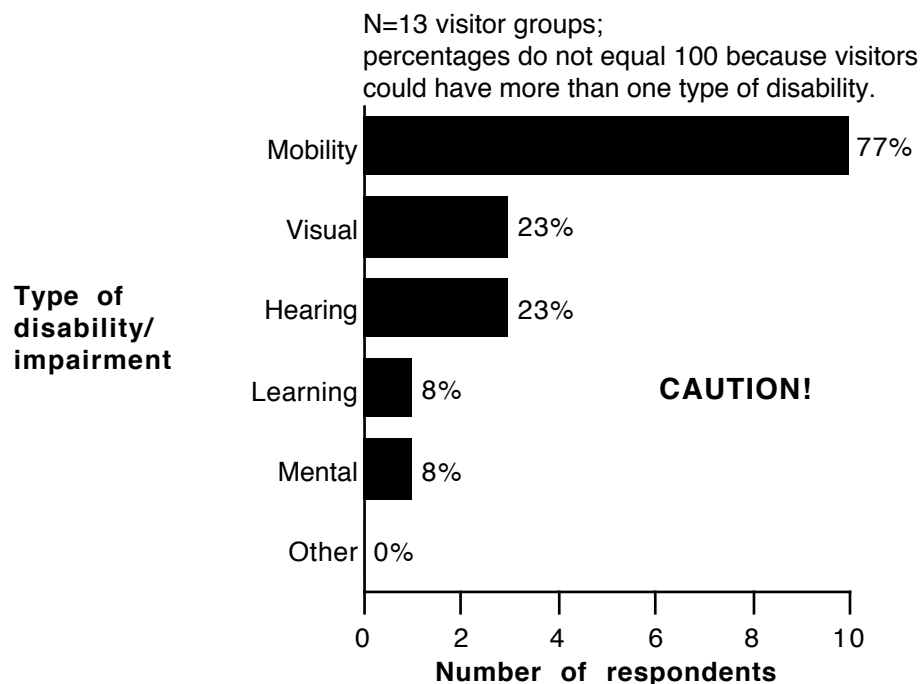


Figure 11: Type of disability/impairment

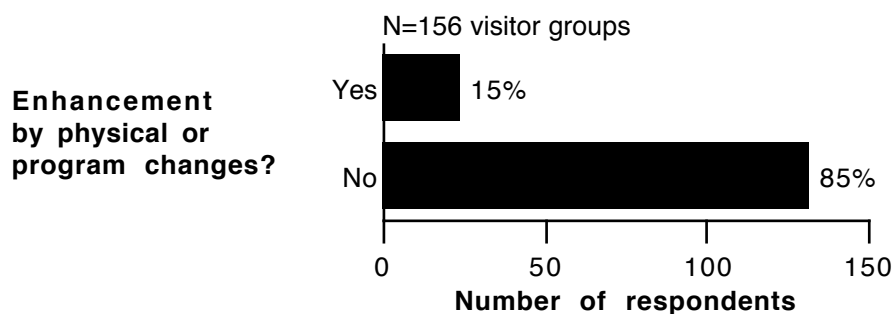
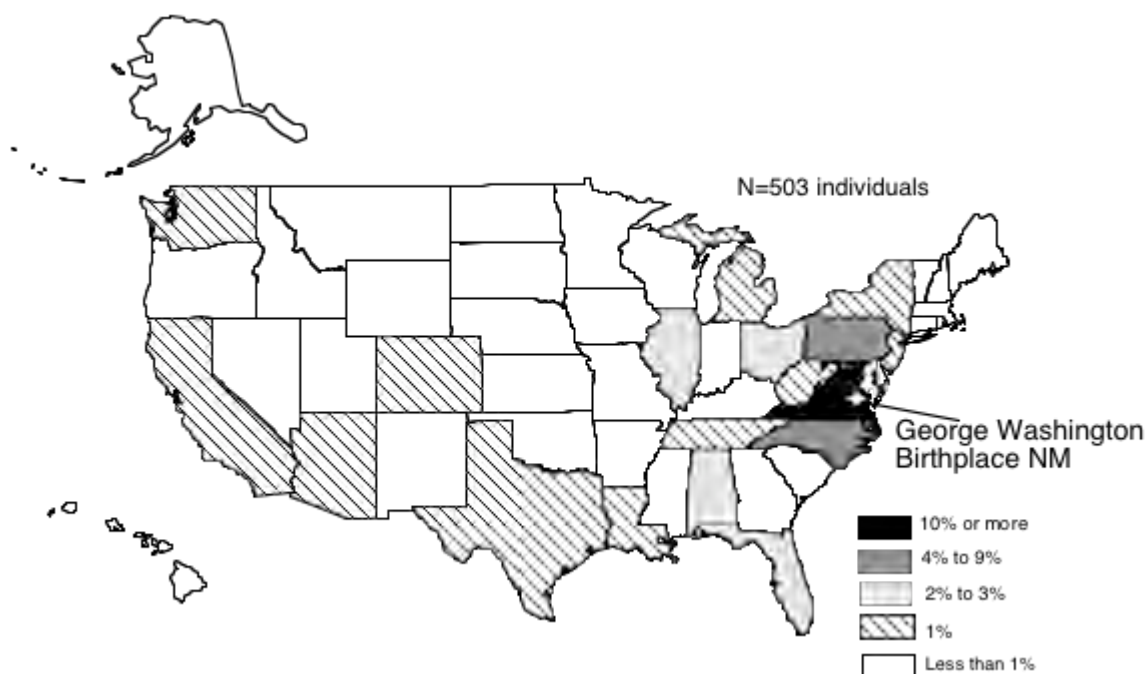


Figure 12: Enhance visit by physical/program changes?

**Table 2: International visitors by country of residence**

percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=9 individuals	Percent of total visitors N=512 individuals
Taiwan	3	33	<1
Denmark	2	22	<1
Ecuador	2	22	<1
Russia	2	22	<1

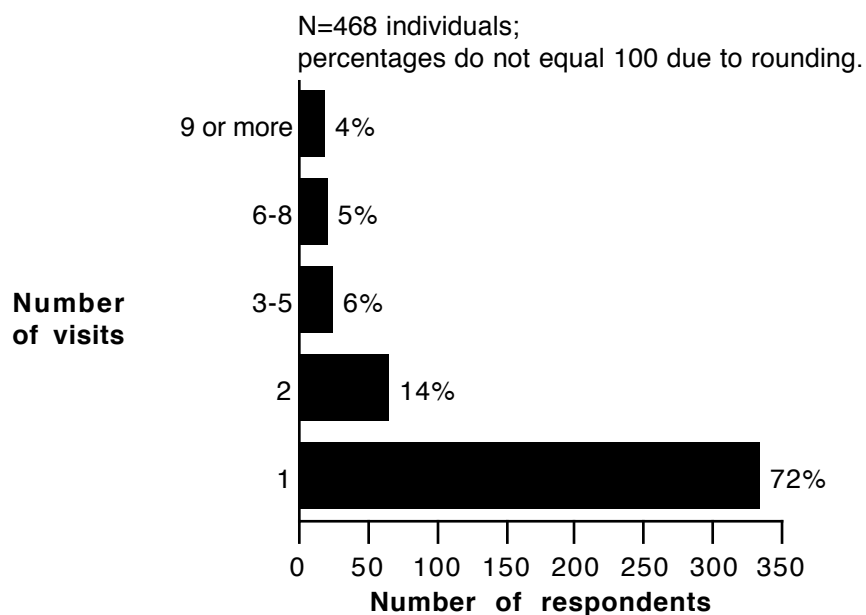


**Map 1: Proportion of United States visitors by state of residence**

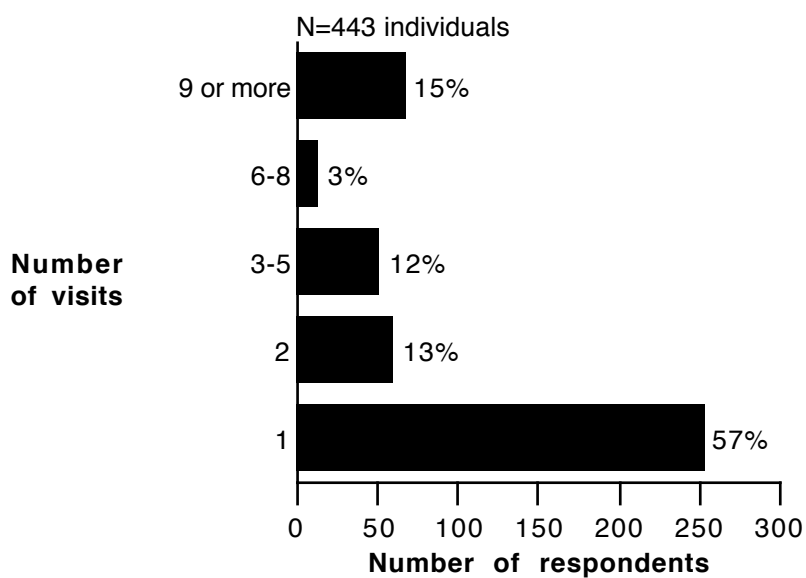
**Table 3: United States visitors by state of residence**

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=503 individuals	Percent of total visitors N=512 individuals
Virginia	252	50	49
Maryland	57	11	11
Pennsylvania	27	5	5
Washington, D.C.	26	5	5
North Carolina	19	4	4
Florida	15	3	3
Illinois	14	3	3
Ohio	13	3	3
Alabama	9	2	2
Nebraska	7	1	1
Tennessee	7	1	1
New York	6	1	1
Texas	5	1	1
Arizona	4	1	1
Michigan	4	1	1
West Virginia	4	1	1
California	3	1	1
Louisiana	3	1	1
New Jersey	3	1	1
Washington	3	1	1
12 other states	22	4	4



**Figure 13: Number of visits to George Washington Birthplace NM during past 12 months (including this visit)**



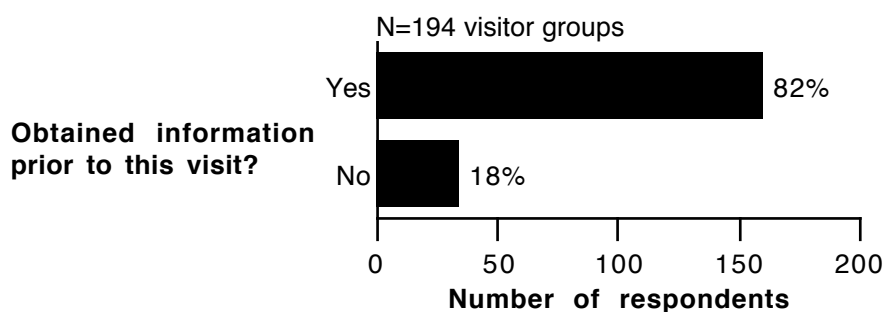
**Figure 14: Number of visits to George Washington Birthplace NM during lifetime (including this visit)**

### Sources of information

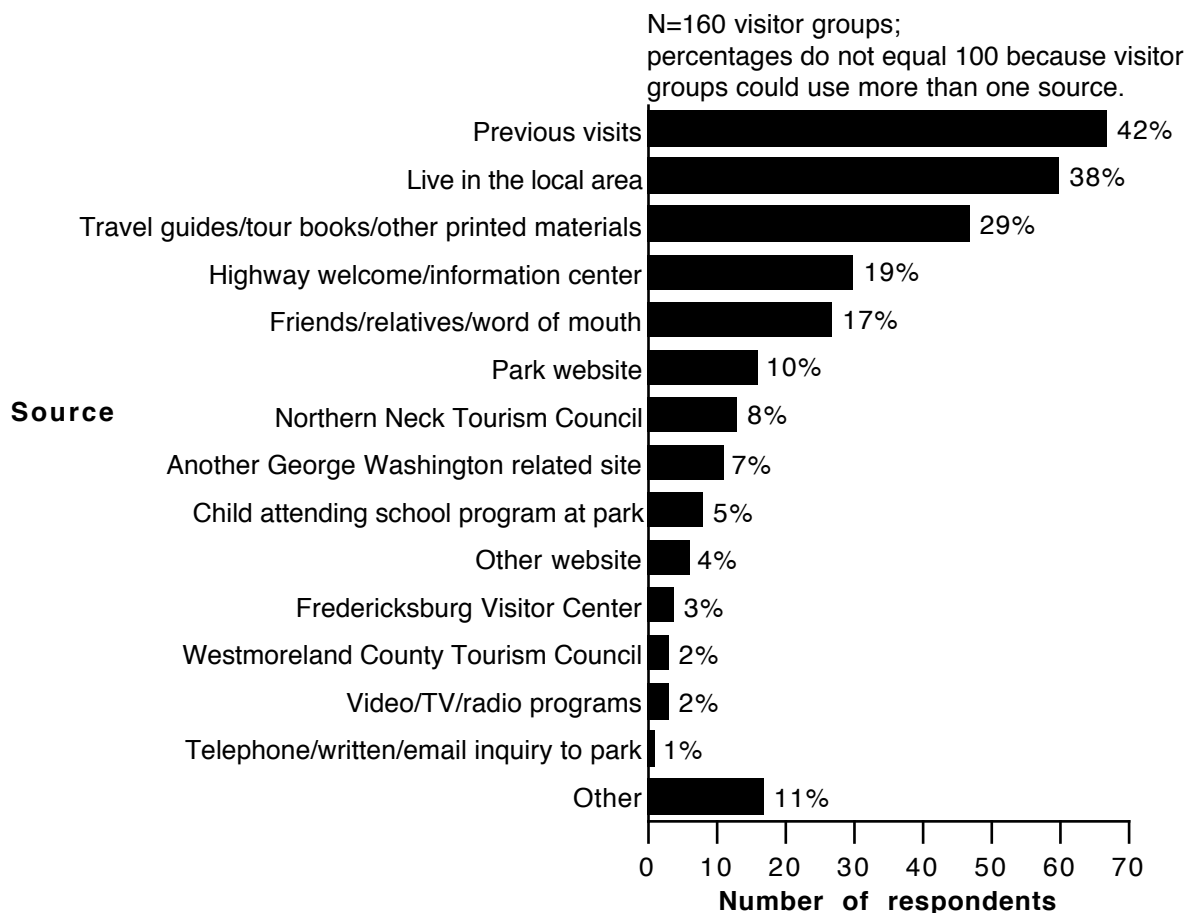
Most visitor groups (82%) obtained information about George Washington Birthplace NM prior to their visit to the park, while 18% did not receive any information (see Figure 15). The most common sources of information used by visitor groups included previous visits (42%), living in the local area (38%), and travel guides/tour books/other printed materials (29%), as shown in Figure 16. "Other" sources of information included bike trails guides, road signs, Virginia state map, information from Lee House, and friends who live in the area.

Visitor groups who obtained information about George Washington Birthplace NM prior to this visit were then asked whether they received the needed information. Most visitor groups (83%) reported that they received information they needed (see Figure 17). However, 7% of visitor groups reported that they did not receive the information they needed and 11% were "not sure."

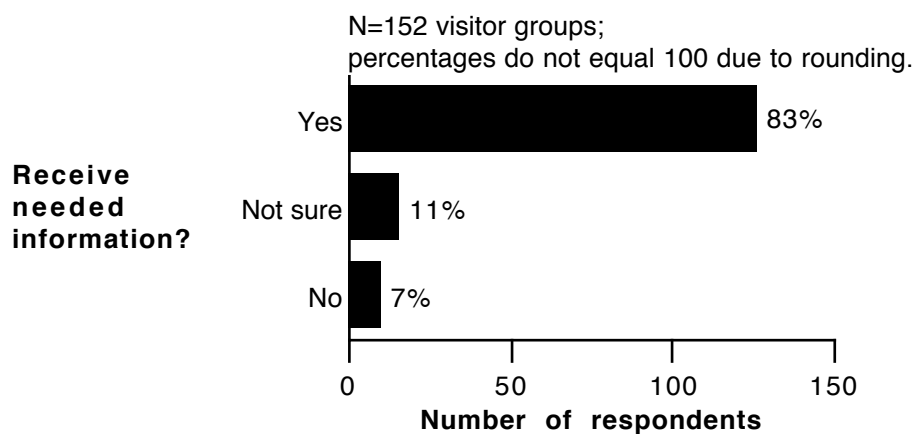
The information that visitor groups needed but were unable to obtain included entrance fee, hours of operation, and tour times.



**Figure 15: Visitors who obtained information about George Washington Birthplace NM prior to this visit**



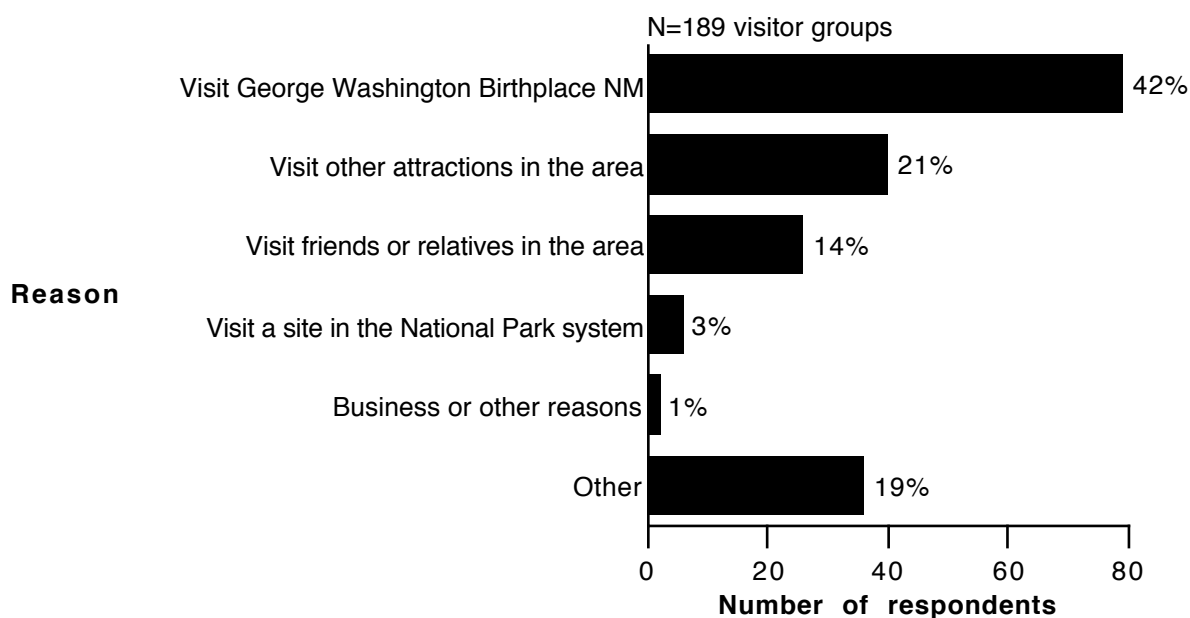
**Figure 16: Sources of information used by visitor groups prior to this visit**



**Figure 17: Visitor groups who received needed information prior to this visit**

**Primary reason for visiting the area**

Forty-two percent of visitor groups reported that visiting the park was their primary reason for making a trip to the George Washington Birthplace NM area, (see Figure 18). Other primary reasons included visiting other attractions in the areas (21%), visiting friends/relatives in the area (14%), and visit a site in the National Park System (1%). “Other” reasons for making a trip to George Washington Birthplace NM area included a family gathering, enjoying beach area, walking, relaxing, a trip with grandchildren to historical sites, stop for restrooms, own a second home in the area, bike ride, picnic, camping, and show a visitor around.



**Figure 18: Primary reason for making a trip to the George Washington Birthplace NM area**



### Overnight accommodations

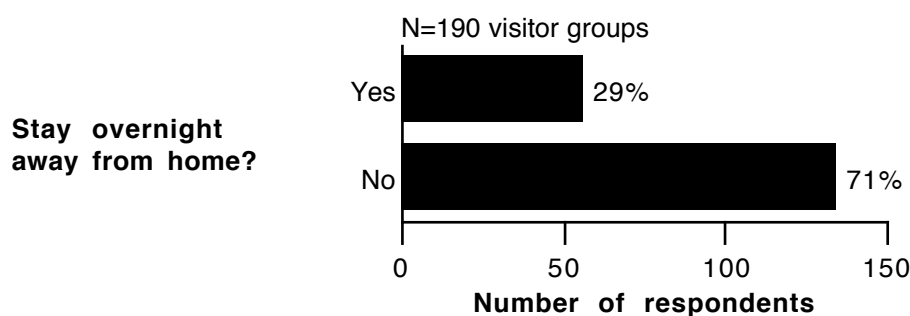
#### Location stayed on the night before and after visiting the park

Visitor groups were asked a series of questions concerning their overnight accommodations in George Washington Birthplace NM and the surrounding area (within a 45-minute drive of the park). First, visitor groups were asked if they stayed overnight away from home in the area. Most visitor groups (71%) did not stay overnight away from home in the park area, while 29% stayed overnight (see Figure 19).

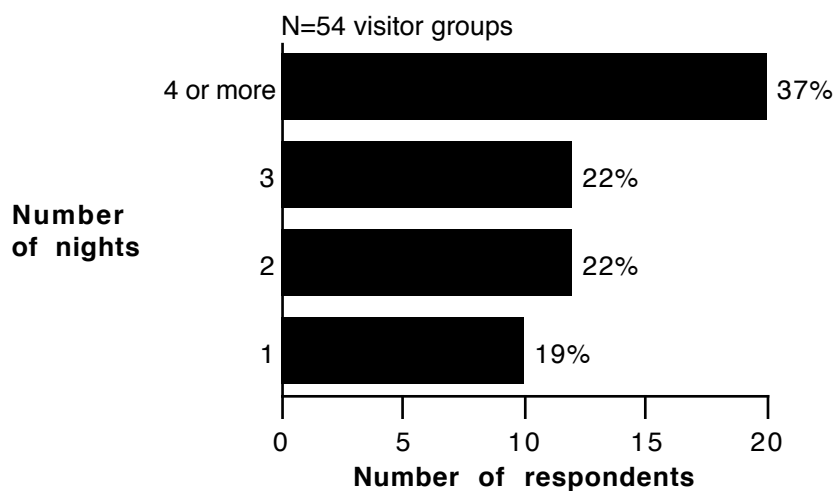
**Number of nights:** Visitor groups who stayed overnight away from home were then asked to report the number of nights they stayed in the George Washington Birthplace NM area. Thirty-seven percent of visitor groups stayed four or more nights, 22% stayed two nights, and another 22% stayed three nights, as shown in Figure 20.

**Type of lodging:** The most common type of lodging that visitor groups used was a lodge, hotel, motel, cabin, rented condo, or bed & breakfast (42%), followed by the residence of friends or relatives (29%), as shown in Figure 21. “Other” types of lodging included sailboat, military facility, and NPS internship housing.

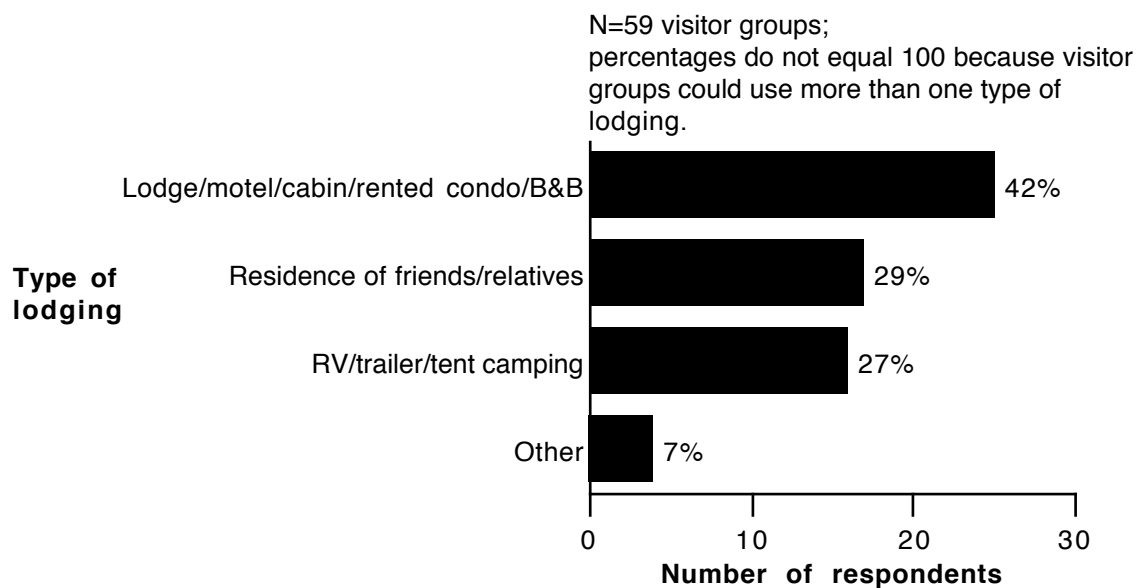
**Location:** Tables 4 and 5 list the town/city where visitor groups spent the night before arriving and the night after their departure from George Washington Birthplace NM. Fredericksburg, VA was the city that visitor groups most often stayed at on the night before arriving and the night after departing from George Washington Birthplace NM.



**Figure 19: Visitor groups who stayed overnight away from home in the George Washington Birthplace NM area (within a 45-minute drive of the park)**



**Figure 20: Number of nights visitor groups stayed in the area (within a 45-minute drive of the park)**



**Figure 21: Type of lodging visitor groups used in the area (within a 45-minute drive of the park)**

**Table 4: Places visitor groups stayed on the night before arriving at George Washington Birthplace NM**

N=164 visitor groups

Town/city and state	Number of times mentioned
Fredericksburg, VA	20
Colonial Beach, VA	15
King George, VA	14
Montross, VA	10
Richmond, VA	5
Warsaw, VA	5
Westmoreland State Park, VA	5
Alexandria, VA	4
Washington, D.C.	4
Bowling Green, VA	3
Dumfries, VA	3
Fairfax, VA	3
Heathsville, VA	3
Callao, VA	3
Woodbridge, VA	3
Arlington, VA	2
Bowie, MD	2
Coles Point, VA	2
Kinsale, VA	2
Locust Grove, VA	2
Manassas, VA	2
Port Royal, VA	2
Culpepper, VA	2
Lexington Park, MD	2
Aquia Harbor, VA	1
Ashburn, VA	1
Bethesda, MD	1
Broomes Isle, MD	1
Burlington, NC	1
California, MD	1
Caroline County, VA	1
Chancellorsville, VA	1
Chesterfield, VA	1
Cheswick, PA	1
Dahlgren, VA	1
Dakton, VA	1
Dover, DE	1
Elizabeth City, NC	1
Fairfax Station, VA	1
Gaithersburg, MD	1
Glen Allen, VA	1
Hague, VA	1
Handover, MD	1

**Table 4: Places visitor groups stayed on the night  
before arriving at George Washington Birthplace NM  
(continued)**

N=164 visitor groups

Town/city and state	Number of times mentioned
Hartwood, VA	1
Harrisonburg, VA	1
Henderson, NC	1
Irvington, VA	1
Kilmarnock, VA	1
La Plata, MD	1
Lancaster, PA	1
Leonardtown, MD	1
Hampton, VA	1
Lexington, VA	1
Lively, VA	1
Louisville, KY	1
Lovettsville, VA	1
Mechanicsville, MD	1
Mount Victoria, MD	1
Norfolk, VA	1
Oakton, VA	1
Potomac Shores, VA	1
Prince William National Forest, VA	1
Reedville, VA	1
Reva, VA	1
Shenandoah National Park, VA	1
Smith Point, VA	1
Solomons Island, MD	1
Springfield, VA	1
Stafford, VA	1
Stratford Harbor, VA	1
Tappahannock, VA	1
Triangle, VA	1
Upper Marlboro, MD	1
Vienna, VA	1
Virginia Beach, VA	1
Weems, VA	1
Westmoreland, VA	1
White Plains, MD	1
Wicomico Church, VA	1
Woodford, VA	1

**Table 5: Places visitor groups stayed on the night after departure from George Washington Birthplace NM**

N= 171 visitor groups

Town/city and state	Number of times mentioned
Fredericksburg, VA	18
Colonial Beach, VA	15
King George, VA	14
Washington, D.C.	9
Montross, VA	6
Richmond, VA	5
Alexandria, VA	3
Arlington, VA	3
Bowling Green, VA	3
Fairfax, VA	3
Westmoreland State Park, VA	3
Dumfries, VA	2
Hampton, VA	2
Heathsville, VA	2
Locust Grove, VA	2
Manassas, VA	2
Oakton, VA	2
Port Royal, VA	2
Reedville, VA	2
Virginia Beach, VA	2
Williamsburg, VA	2
Woodbridge, VA	2
Callao, VA	2
Coles Point, VA	2
Culpepper, VA	2
Lexington Park, MD	2
Annapolis, MD	1
Ashburn, VA	1
Bowie, MD	1
Baltimore, MD	1
Barlington, NC	1
Bethesda, MD	1
Broomes Isle, MD	1
California, MD	1
Caroline County, VA	1
Chancellorsville, VA	1
Charlottesville, VA	1
Chesapeake, VA	1
Chesterfield, VA	1
Dayton, MD	1
Dover, DE	1
Fairfax Station, VA	1
Gaithersburg, MD	1

**Table 5: Places visitor group stayed on the night after departure from George Washington Birthplace NM (continued)**

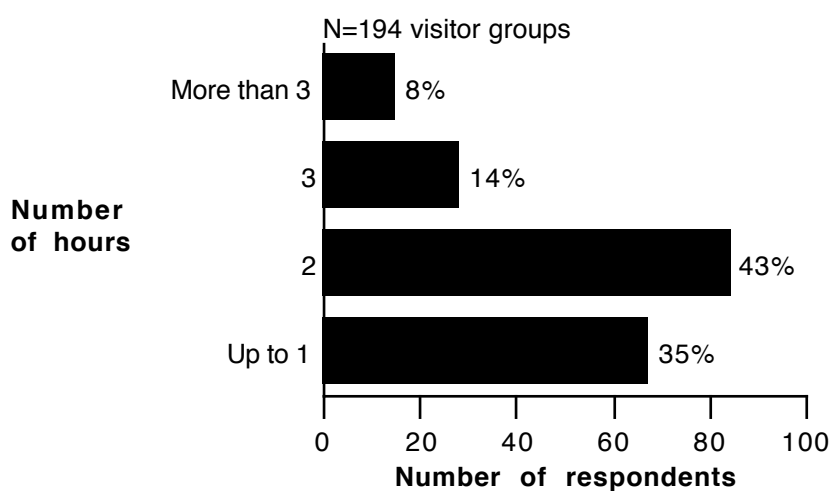
N= 171 visitor groups

Town/city and state	Number of times mentioned
Glen Allen, VA	1
Greenville, NC	1
Hague, VA	1
Hartwood, VA	1
Haymarket, VA	1
Kilmarnock, VA	1
Kinsale, VA	1
La Plata, MD	1
Lancaster, PA	1
Leonardtown, MD	1
Laurel, MD	1
Lively, VA	1
Luray, VA	1
Madison, AL	1
Mechanicsville, MD	1
Milford, DE	1
Mount Vernon, VA	1
Mount Victoria, MD	1
Nashville, TN	1
Norfolk, VA	1
Potomac Shores, VA	1
Raleigh, NC	1
Sandy Point, VA	1
Severna Park, MD	1
Solomons Island, MD	1
Springfield, VA	1
Stafford, VA	1
Tappahannock, VA	1
Triangle, VA	1
Upper Marlboro, MD	1
Urbonna, VA	1
Vienna, VA	1
Warrenton, VA	1
Warsaw, VA	1
Weems, VA	1
Westmoreland, VA	1
White Plains, MD	1
Reva, VA	1
Winchester, VA	1
Woodbury, NJ	1
Woodford, VA	1
Yardley, PA	1

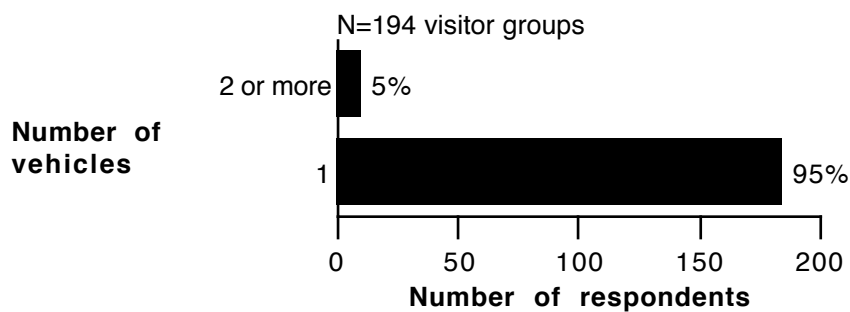
**Length of visit  
Number of vehicles**

**Length of visit:** On this visit, most visitor groups (78%) spent up to 2 hours at George Washington Birthplace NM and 14% spent 3 hours, as shown in Figure 22.

**Number of vehicles:** Most groups (95%) arrived at George Washington Birthplace NM in one vehicle and 5% of visitor groups used two or more vehicles (see Figure 23).



**Figure 22: Number of hours spent at George Washington Birthplace NM on this visit**



**Figure 23: Number of vehicles per group**

### Activities and sites visited

Map 2 was provided to help visitor groups locate park sites when they were asked to list activities and sites visited on three occasions: (1) on past visits, (2) expected activities to include when visitor groups were planning for this trip, and (3) on this visit.

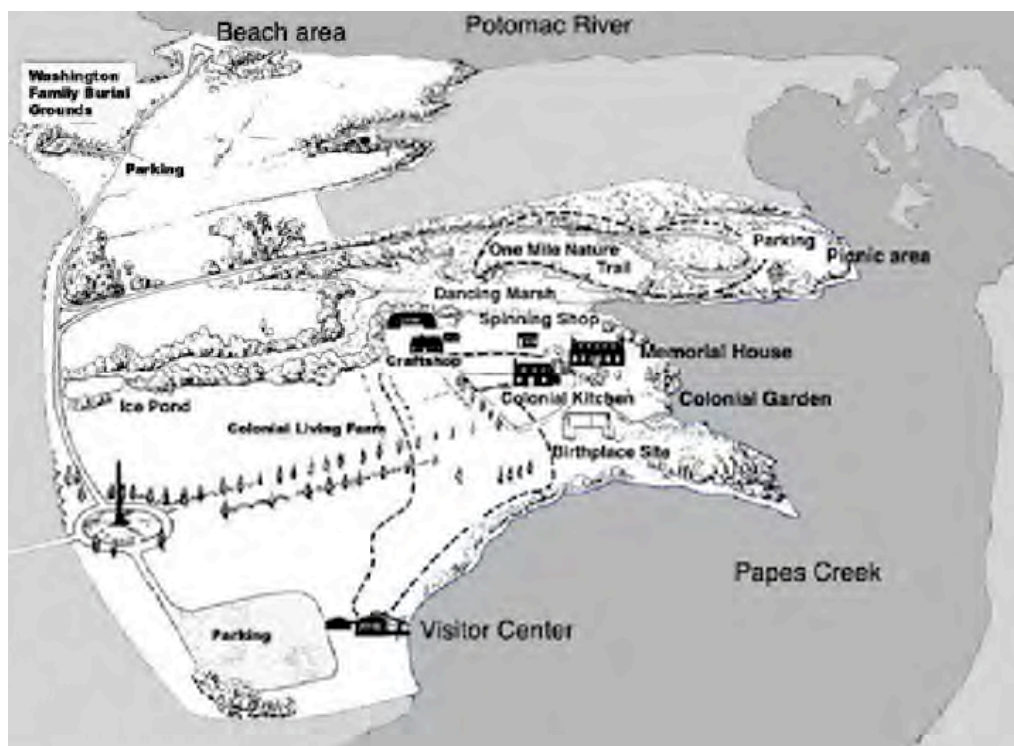
**Activities participated in/sites visited on past visits:** The most common activities were visiting Birthplace Site (69%), visiting Colonial Kitchen (68%), learning about George Washington (68%), and visiting Colonial Living Farm (66%), as shown in Figure 24.

**Expected activities/sites visited:** When planning for this trip, most visitor groups expected to learn about George Washington (76%), visit visitor center (62%), and reflect on George Washington's life (61%), as shown in Figure 25.

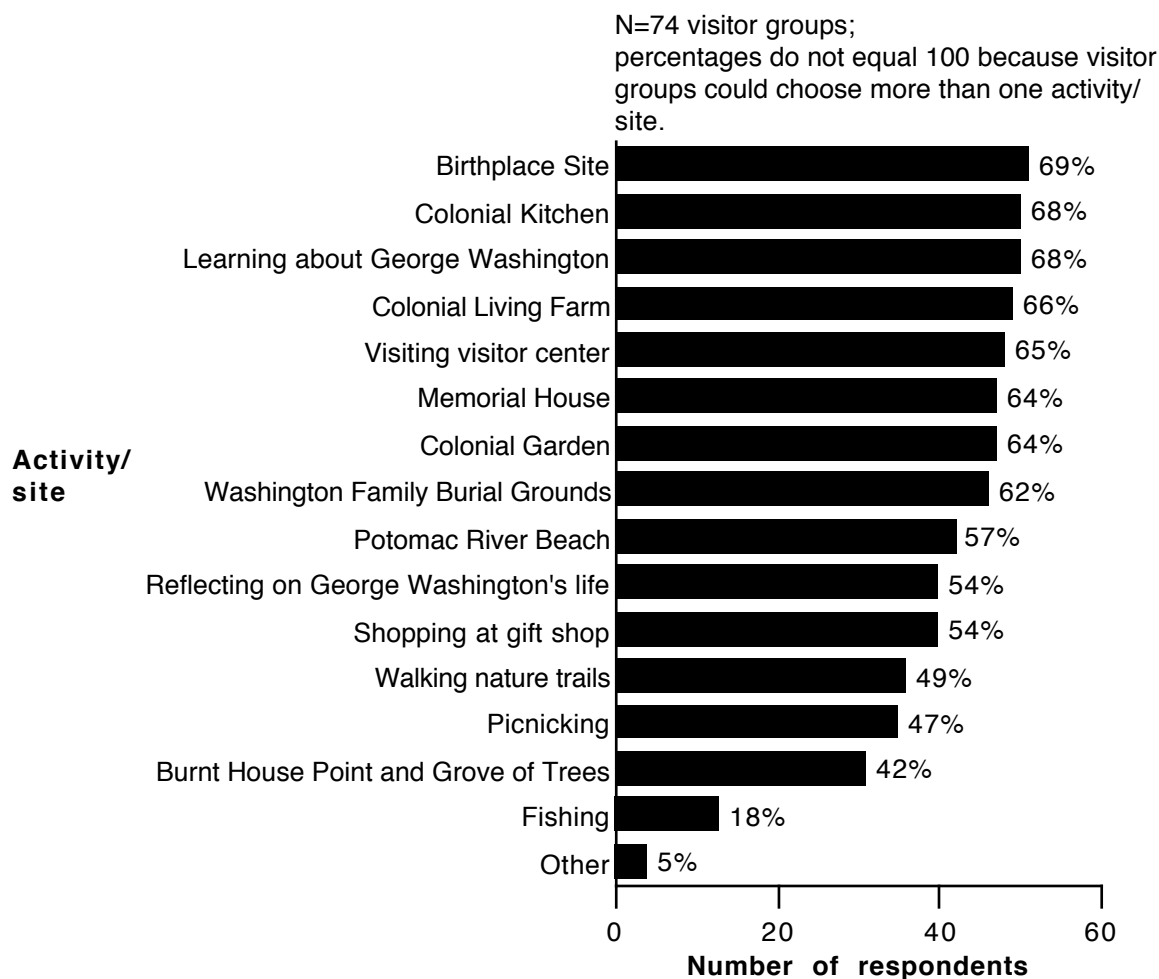
**Activities participated in/sites visited on this visit:** The most common activities were visiting the visitor center (67%), visiting Colonial Kitchen, learning about George Washington, and visiting Birthplace Site (each 61%), as shown in Figure 26. The least common activity was fishing (6%). "Other" activities that visitor groups participated in included bicycling, visiting blacksmith shop and weavers shop, visit the nearby winery, enjoying natural beauty, quick drive through the park, visiting the spinning shop and the craft shop, and walking on the ground where George Washington grew up.

**Most important activities/sites:** Visitor groups were then asked to list the most important activities/sites on their visit to George Washington Birthplace NM. Visitor groups' most important activities/sites included visiting the Birthplace Site (28%), learning about George Washington (16%), and visiting Potomac River Beach (13%), as shown in Figure 27.

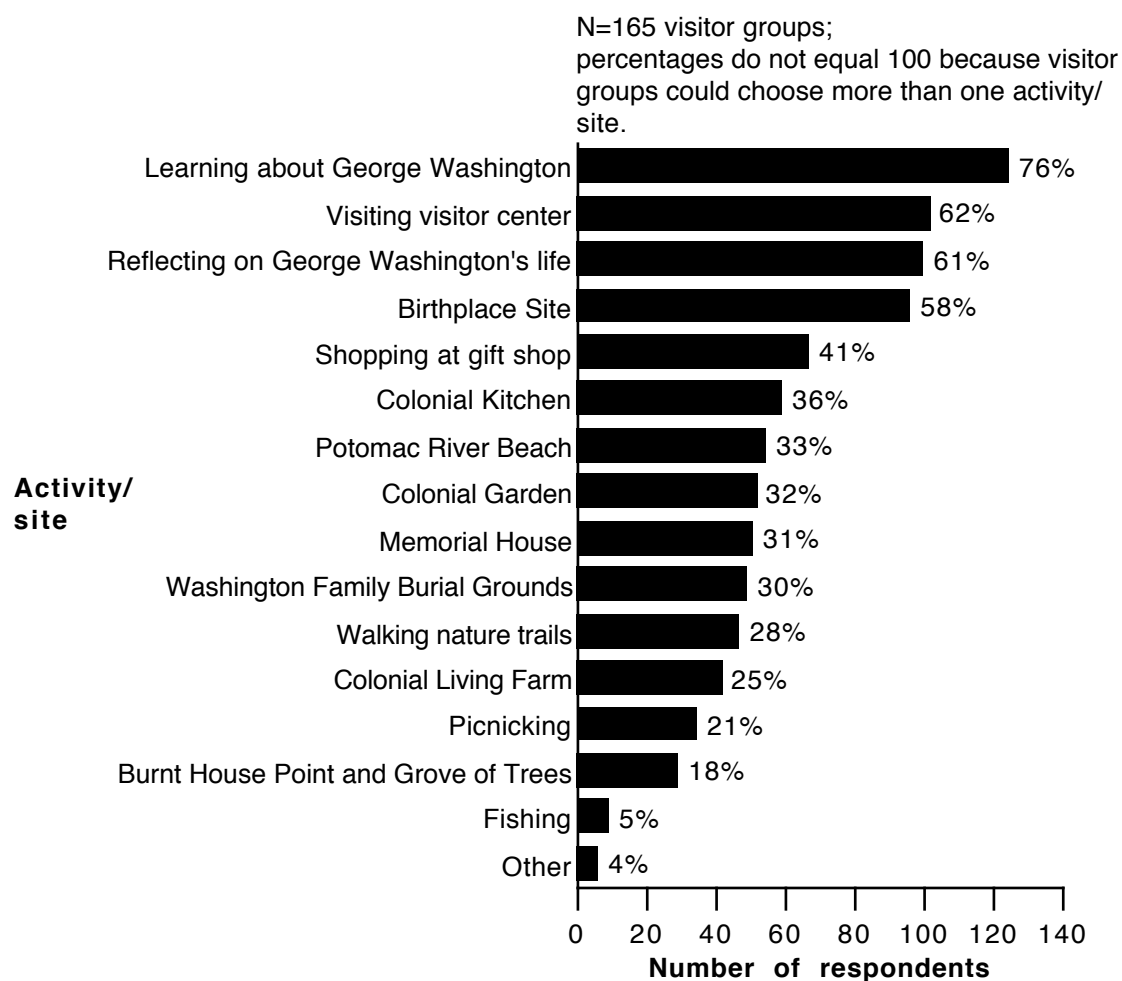




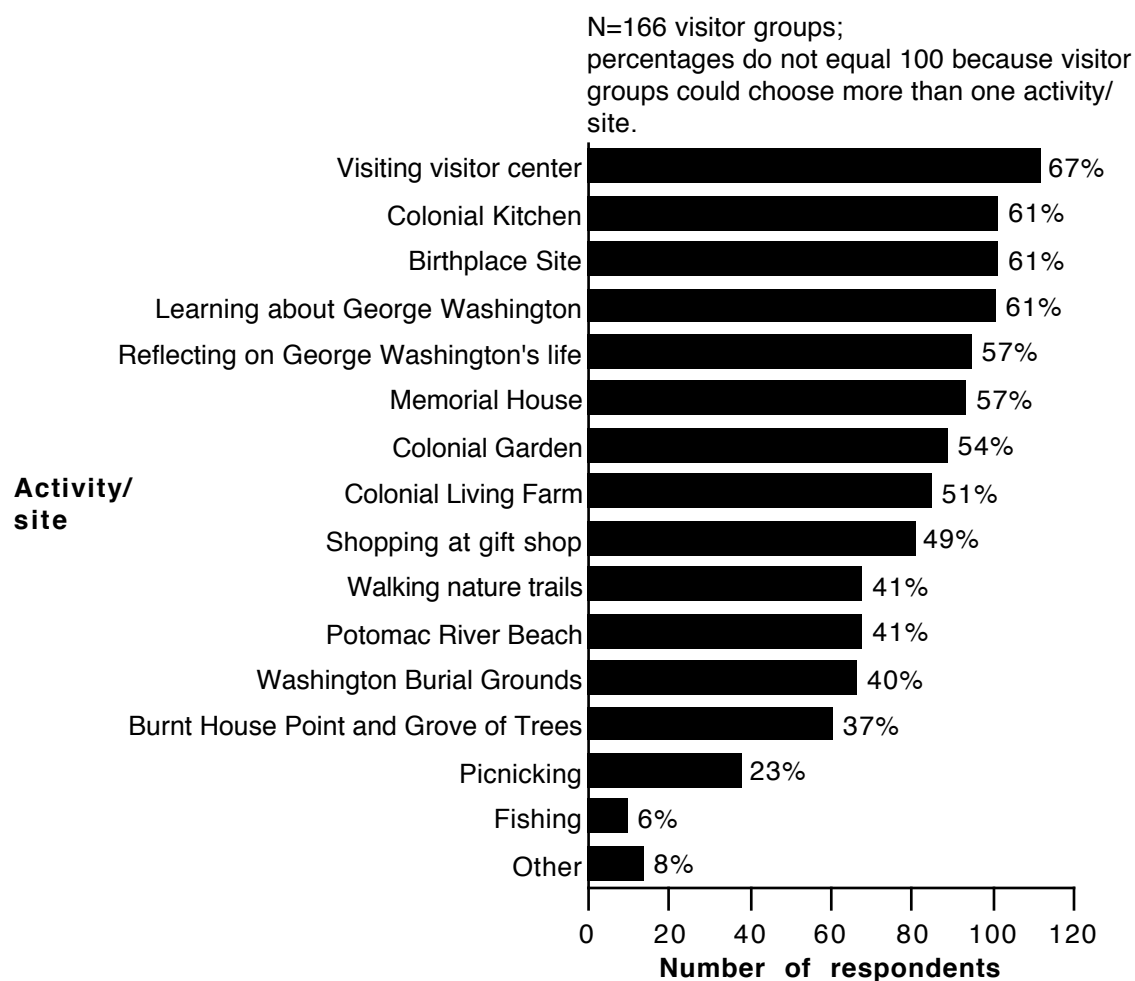
**Map 2: George Washington Birthplace NM map**



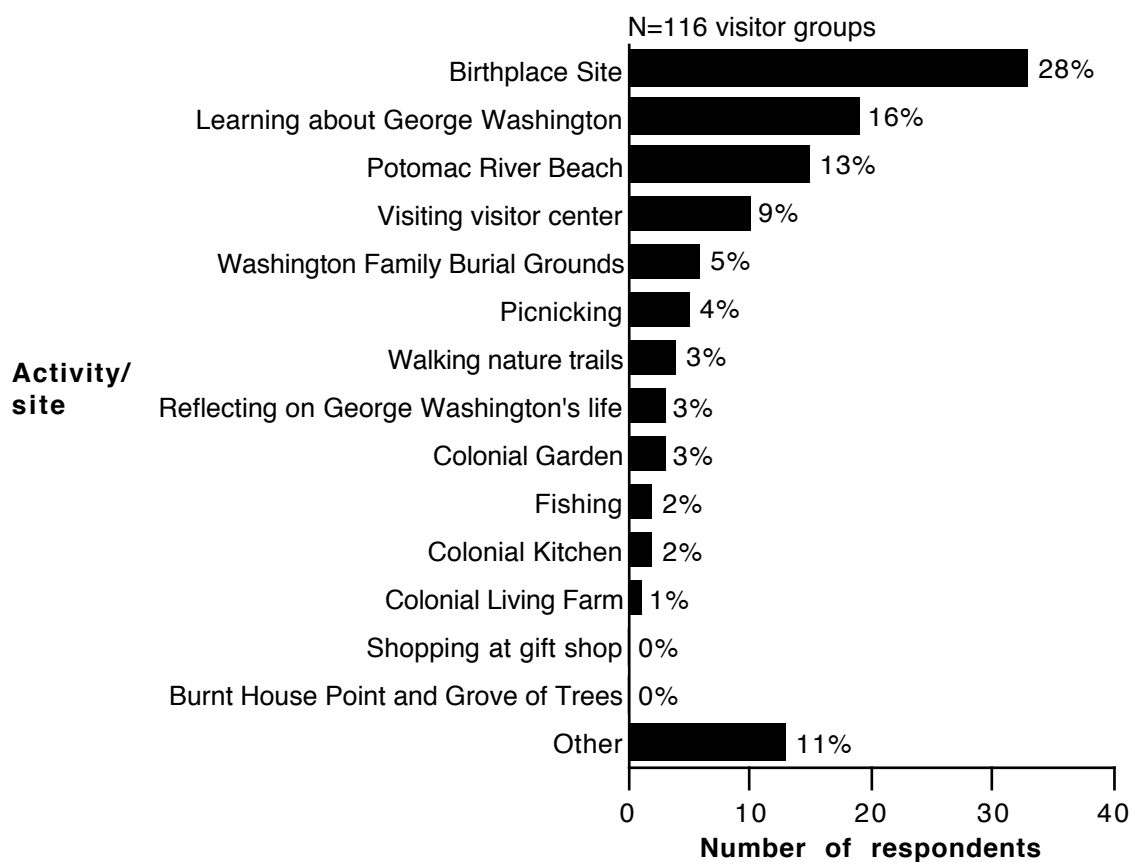
**Figure 24: Visitor activities and sites visited on past visits**



**Figure 25: Expected activities and sites when planning this visit**



**Figure 26: Activities and sites visited on this visit**

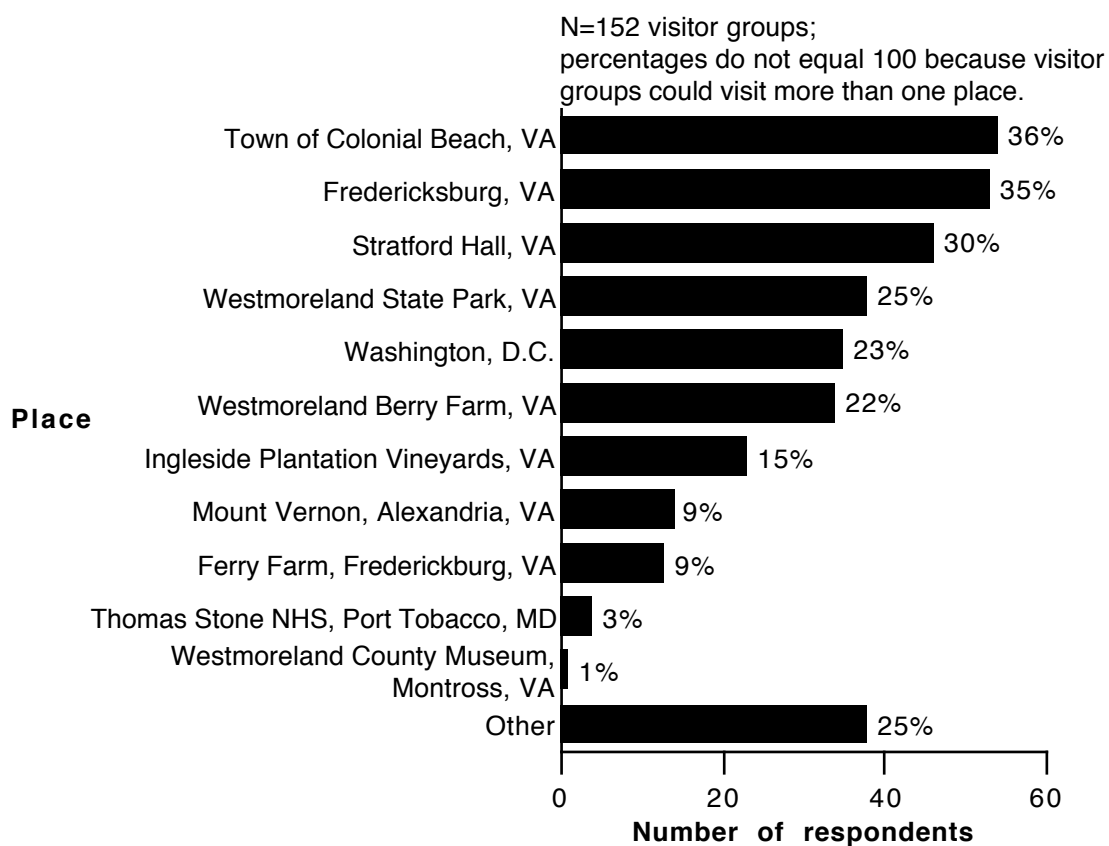


**Figure 27: Most important activity/site visited**

<b>Places visited</b>
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Visitor groups were asked to list other places in the area that they visited. Thirty-six percent of visitor groups visited the town of Colonial Beach, VA (see Figure 28).

Another 35% of visitor groups visited Fredericksburg, VA and 30% visited Stratford Hall, VA. "Other" places that visitor groups visited are listed in Table 6.



**Figure 28: Places visited in the area on this visit**

**Table 6: Other places visitor groups visited on this trip to George Washington Birthplace NM**

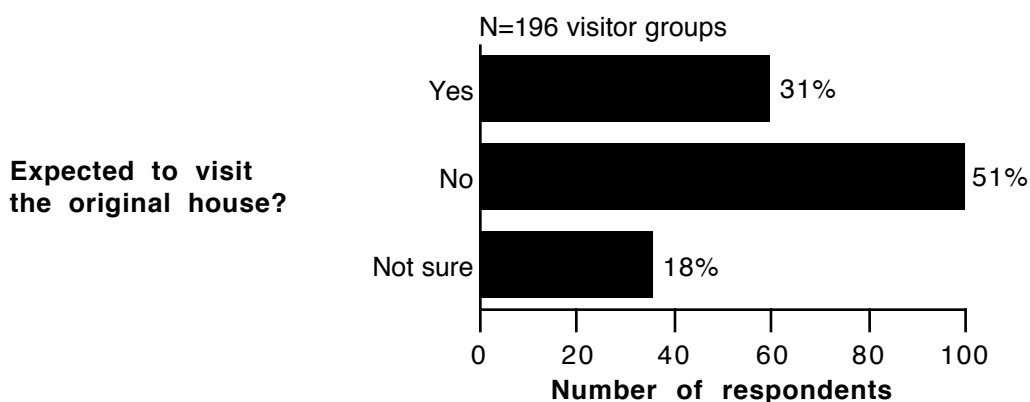
N= 47 places;  
some visitor groups visited more than one place.

Place	Number of times mentioned
Civil War Battlefields	4
Williamsburg, VA	3
Christchurch, VA	2
Richmond, VA	2
Tappahannock, VA	2
Virginia Beach, VA	2
Wilderness Battlefield, VA	2
Annapolis, MD	1
Arlington, VA	1
Baltimore, MD	1
Caledon Natural Area, VA	1
Chancellorsville Battlefield, VA	1
Chatham Historic District, VA	1
Coles Point, VA	1
Dameron Marsh Natural Area, VA	1
Ingleside Winery, VA	1
Irvington, VA	1
Jackson Shrine, VA	1
Jamestown, VA	1
Lighthouses	1
Mary Washington House Fredericksburg, VA	1
Meriwether Post Pavilion, Columbia, MD	1
Northern Neck, VA	1
Northumberland, VA	1
Oak Crest Vineyard and Winery, King George, VA	1
Pittsburg, PA	1
Potomac River	1
Prince William Forest Park, VA	1
Reedville, VA	1
Rice's Hotel/Tavern in Heathsville, VA	1
Sandy Point, MD	1
Shenandoah, VA	1
Smith Island, MD	1
Smith Town, VA	1
Spotsylvania, VA	1
Steamboat Museum, Irvington, VA	1
Stratford Harbor, Westmoreland County, VA	1

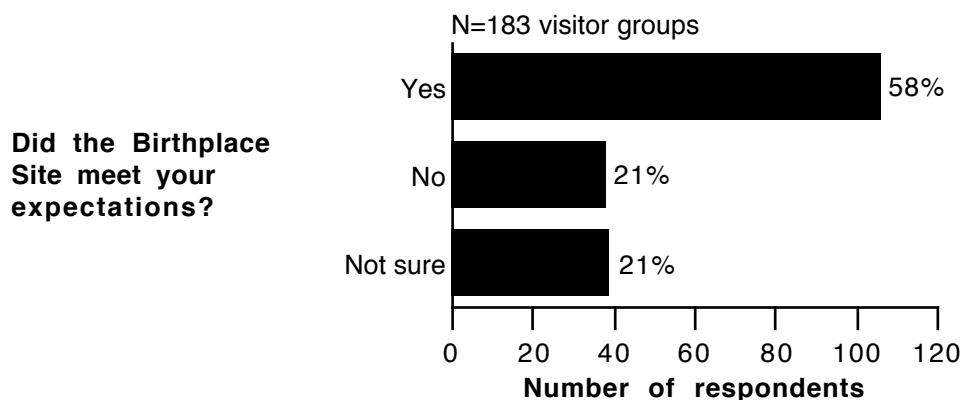
**Visitor expectations**

Visitor groups were asked, “On this visit, did you or members of your group expect to visit the original house in which George Washington was born?” As shown in Figure 29, slightly over one-half of visitor groups (51%) did not expect to visit the original house, while 31% expected to visit and 18% were “not sure.”

The current Birthplace Site is an archeological site that has a white outline of the original house. Visitor groups were asked if this site met their expectations about how the place of Washington’s birth should be recognized. Fifty-eight percent of visitor groups reported that the site met their expectations (see Figure 30). However, 21% of visitor groups felt that the site did not meet their expectations and another 21% were “not sure.”



**Figure 29: Visitor groups who expected to see the original house where George Washington was born**

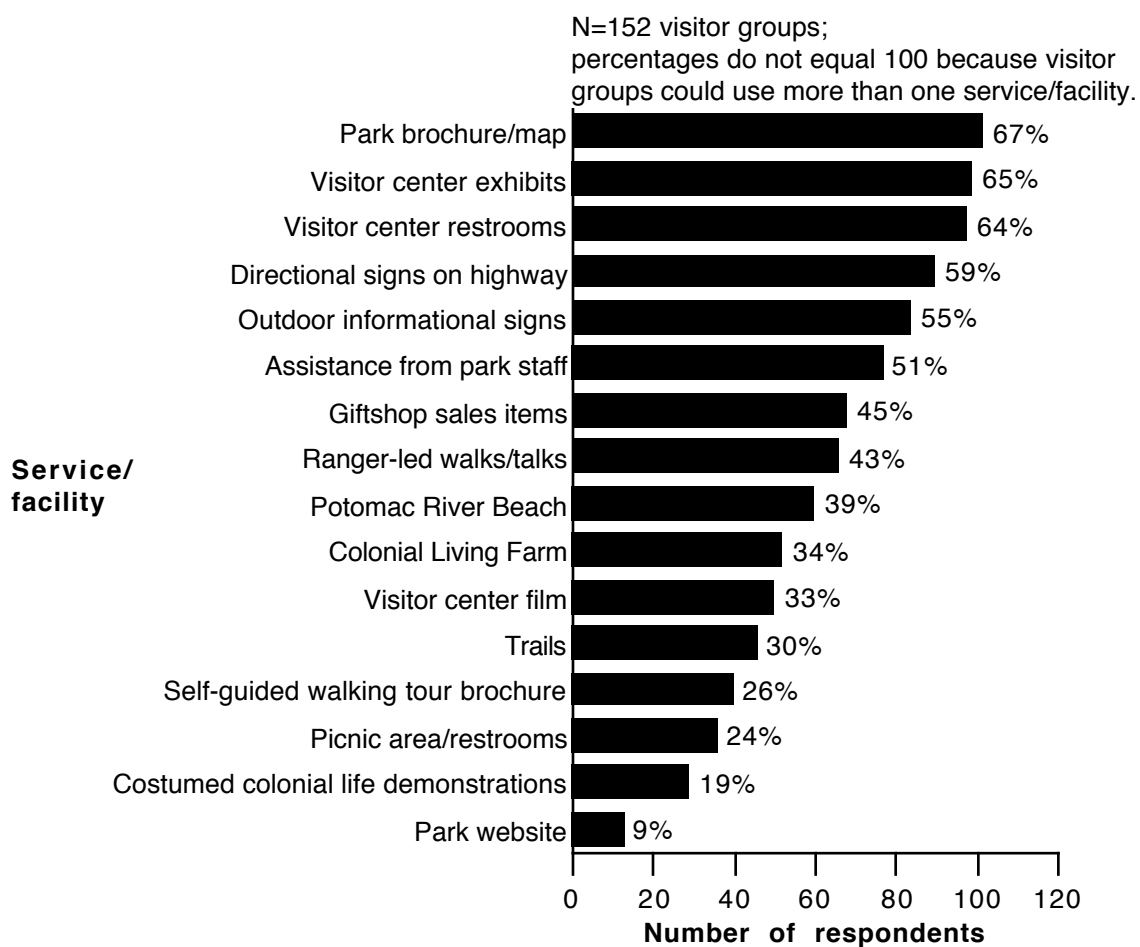


**Figure 30: Did the Birthplace Site meet visitor expectations?**



**Information services and facilities: use**

Visitors were asked to note the information services and facilities they used during this visit to George Washington Birthplace NM. The most used services and facilities included the park brochure/map (67%), visitor center exhibits (65%), and visitor center restrooms (64%), as shown in Figure 31. The least used service was park website (9%).



**Figure 31: Information services and facilities used**

**Information services and facilities: importance and quality**

Visitor groups rated the importance and quality of each of the information services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE	QUALITY
1=Not important	1=Very poor
2= Somewhat important	2=Poor
3=Moderately important	3=Average
4=Very important	4= Good
5= Extremely important	5=Very good

The average importance and quality ratings for each information service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 32 and 33 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: costumed colonial life demonstrations and park website were not rated by enough visitors to provide reliable data.

Figures 34-49 show the importance ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings included visitor center restrooms (91%, N=95), ranger-led walks/talks (91%, N=65), and picnic area and restrooms (91%, N=33), as shown in Figure 50. The services/facilities receiving the highest “not important” ratings were self-guided walking tour brochure (6%, N=36) and Potomac River Beach (5%, N=58).

Figures 51-66 show the quality ratings that were provided by visitor groups for each of the services/facilities. As shown in Figure 67, the services/facilities receiving the highest combined proportions of “very good” and “good” ratings included ranger-led walks/talks (97%, N=63), assistance from park staff (96%, N=75), and park brochure/map (89%, N=96). The services/facilities receiving the highest “very poor” ratings by visitor groups were picnic area and restrooms (13%, N=32) and trails (5%, N=44).

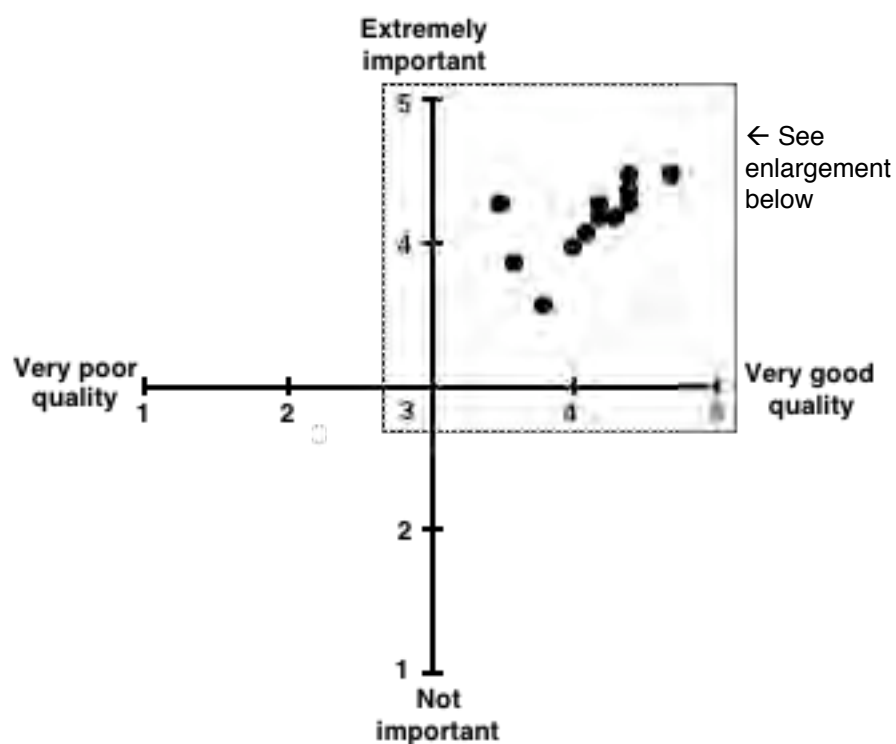


Figure 32: Average importance and quality ratings for information services and facilities

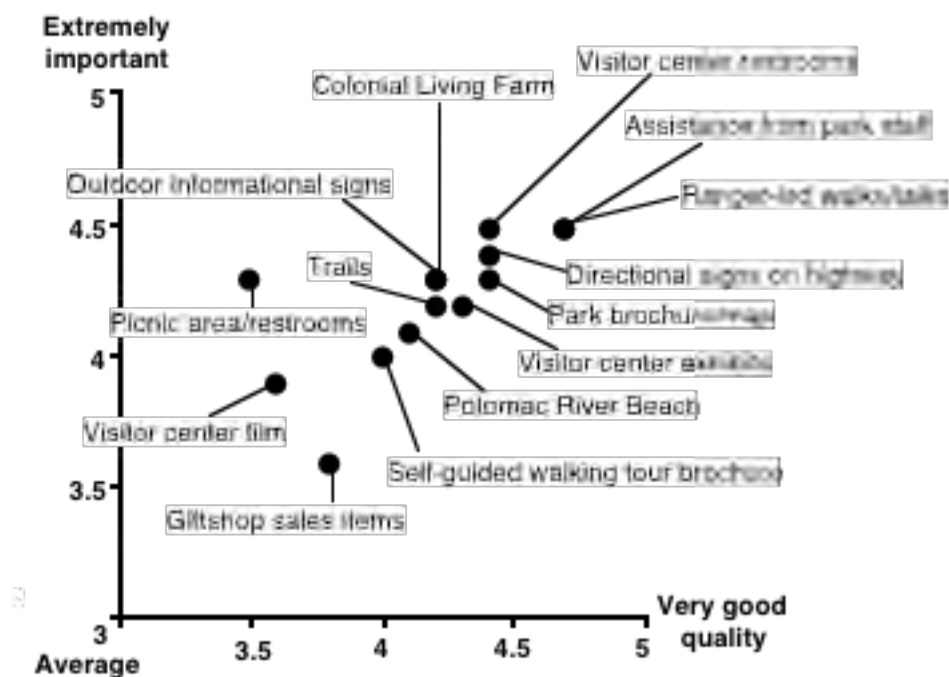
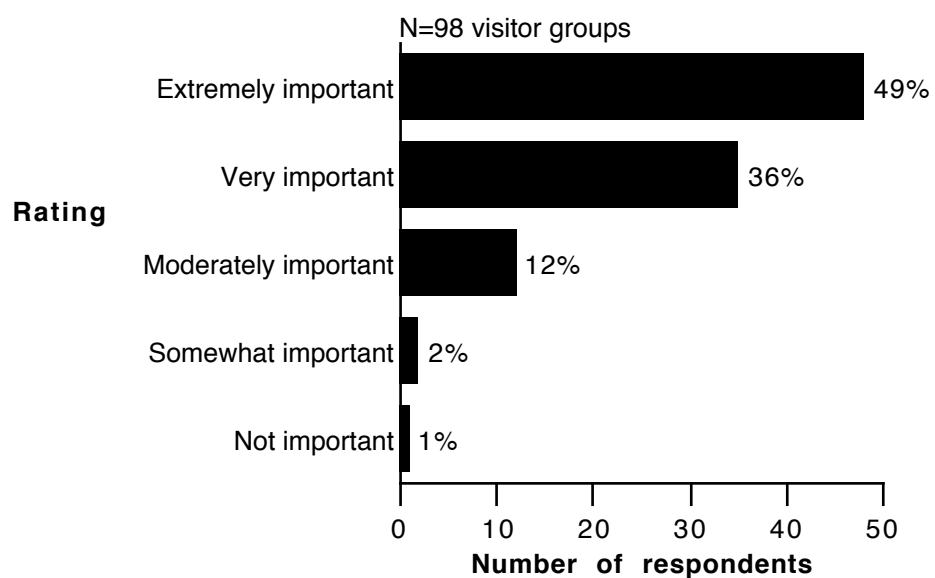
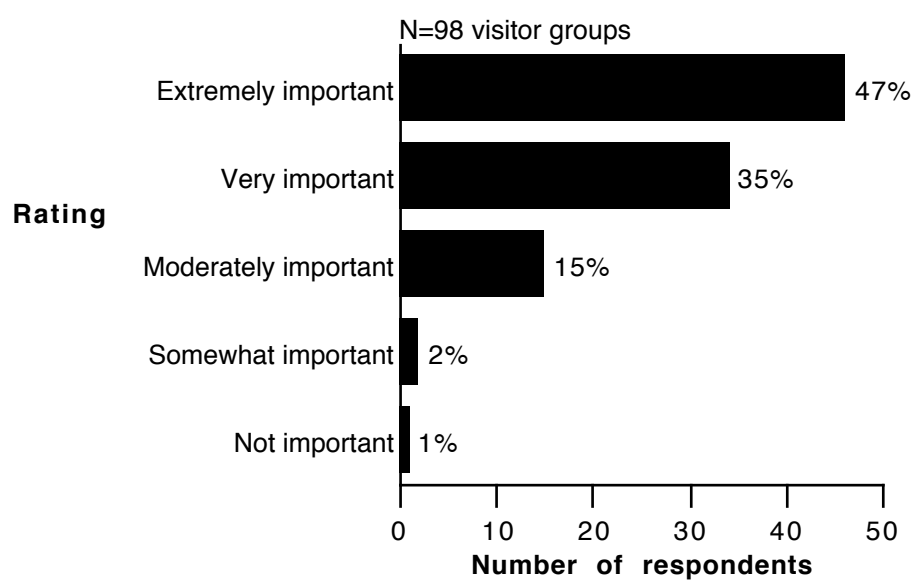


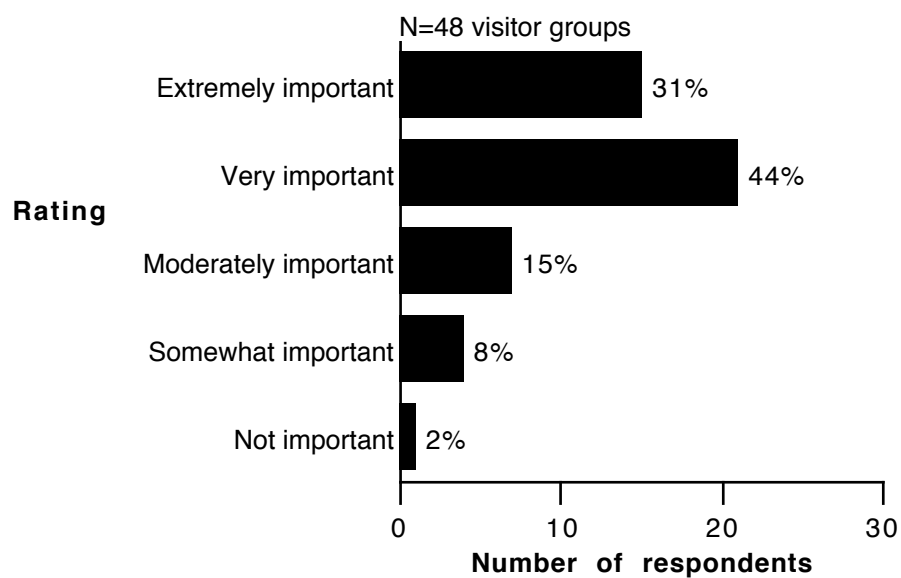
Figure 33: Detail of Figure 32



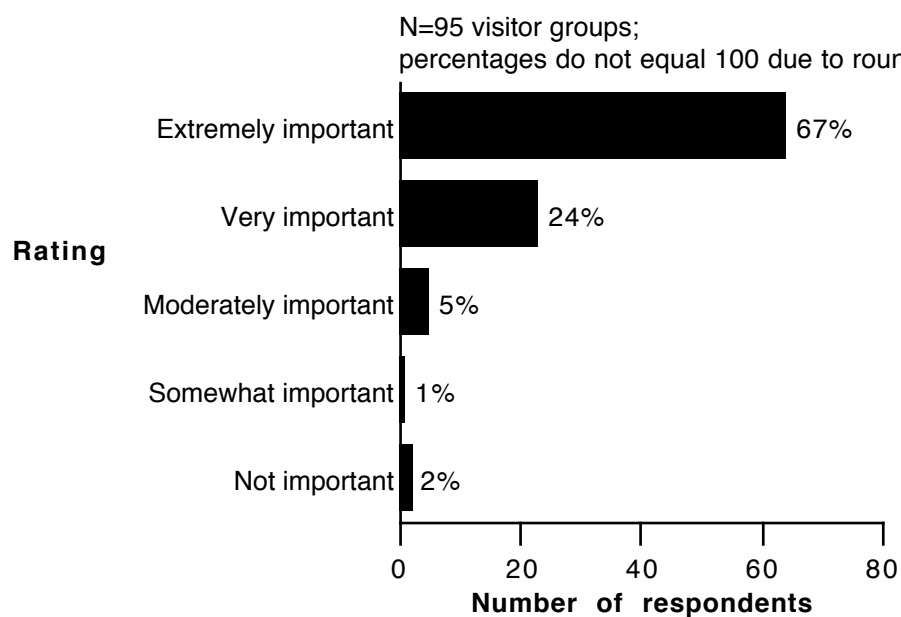
**Figure 34: Importance of park brochure/map**



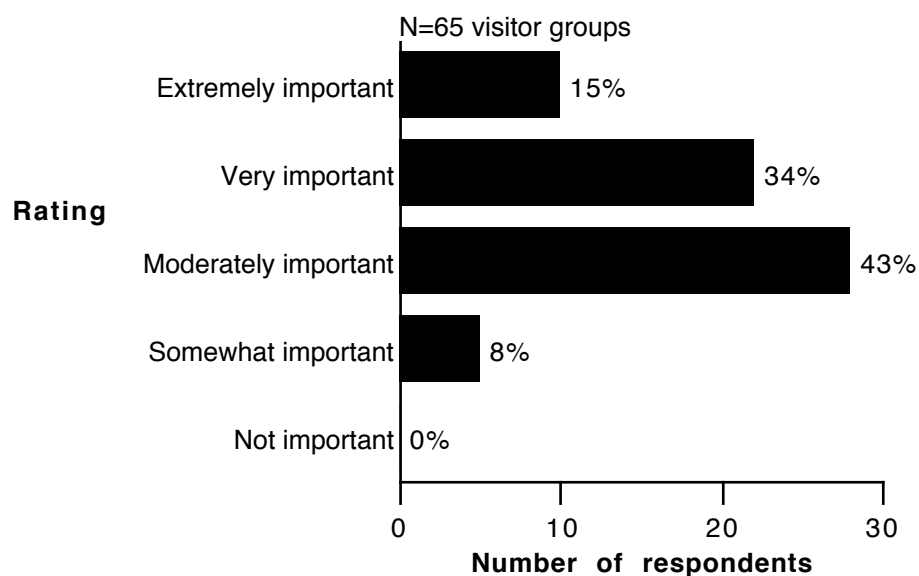
**Figure 35: Importance of visitor center exhibits**



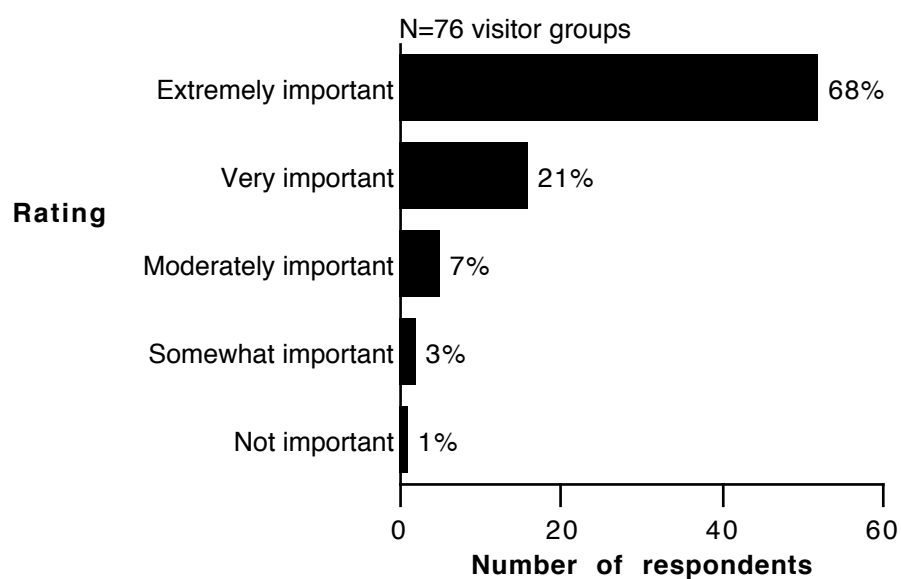
**Figure 36: Importance of visitor center film**



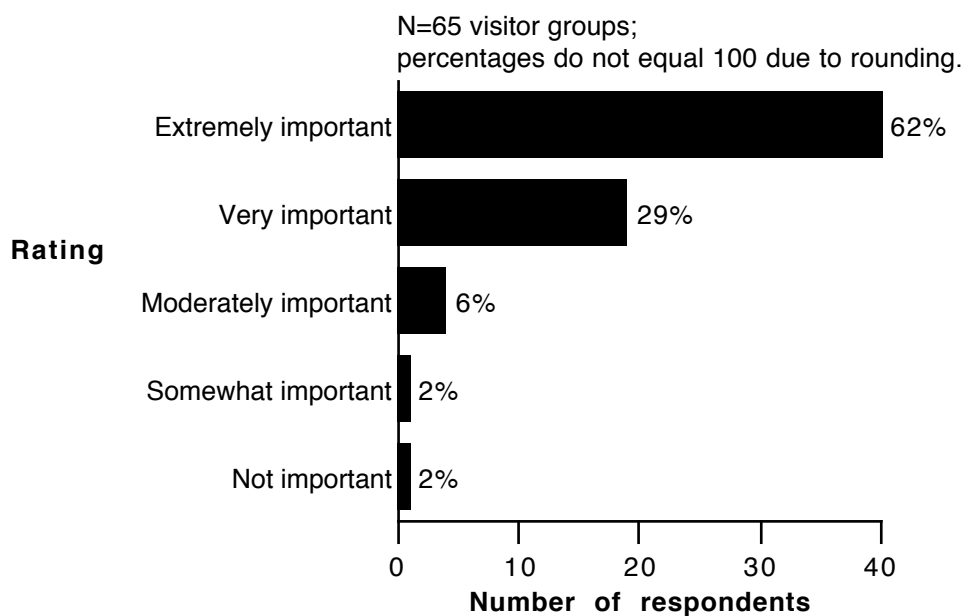
**Figure 37: Importance of visitor center restrooms**



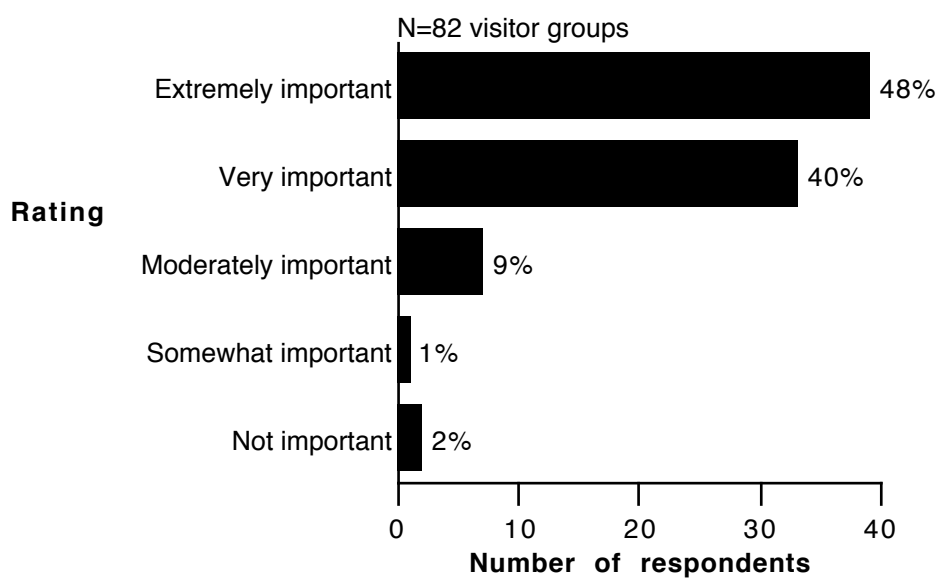
**Figure 38: Importance of giftshop sales items  
(selection, quality, price, etc.)**



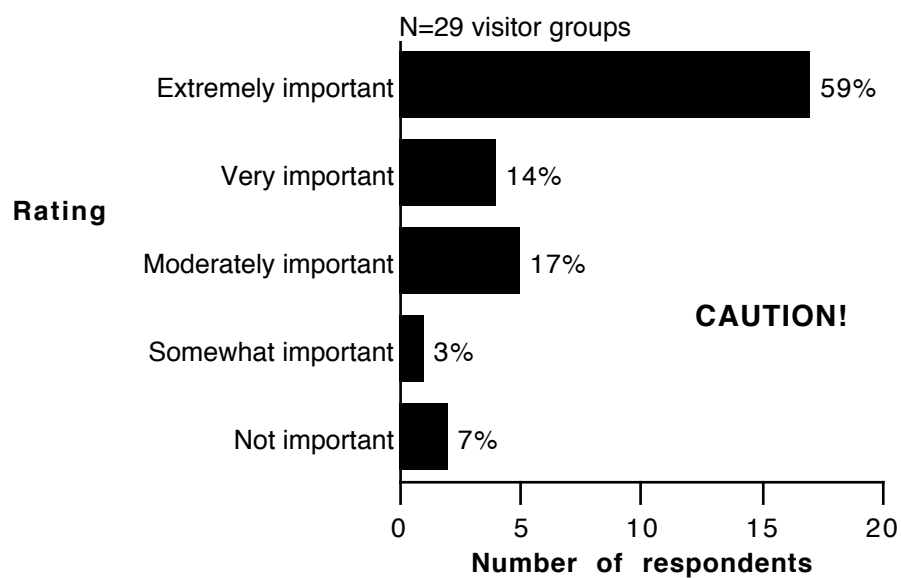
**Figure 39: Importance of assistance from park staff**



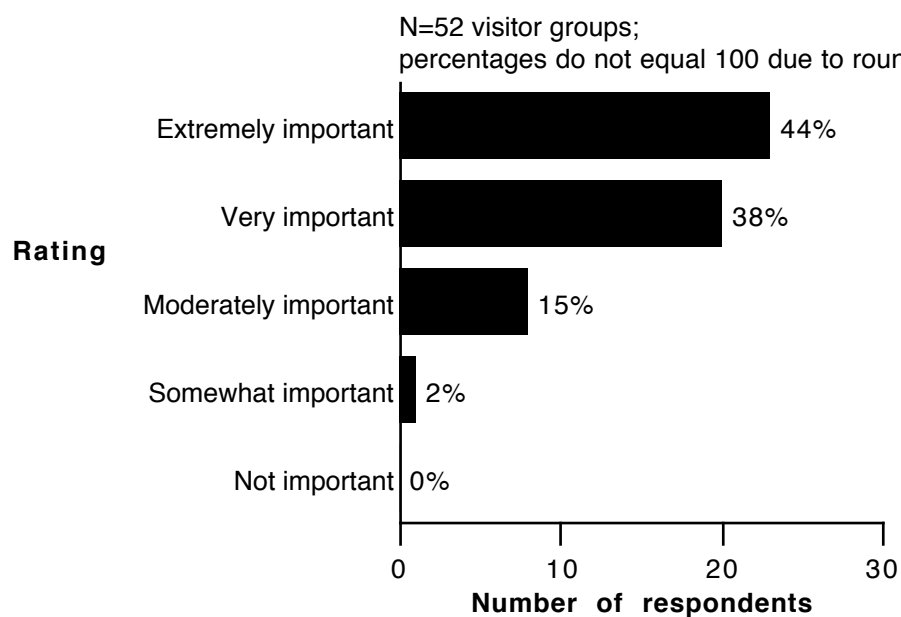
**Figure 40: Importance of ranger-led walks/talks**



**Figure 41: Importance of outdoor informational signs**

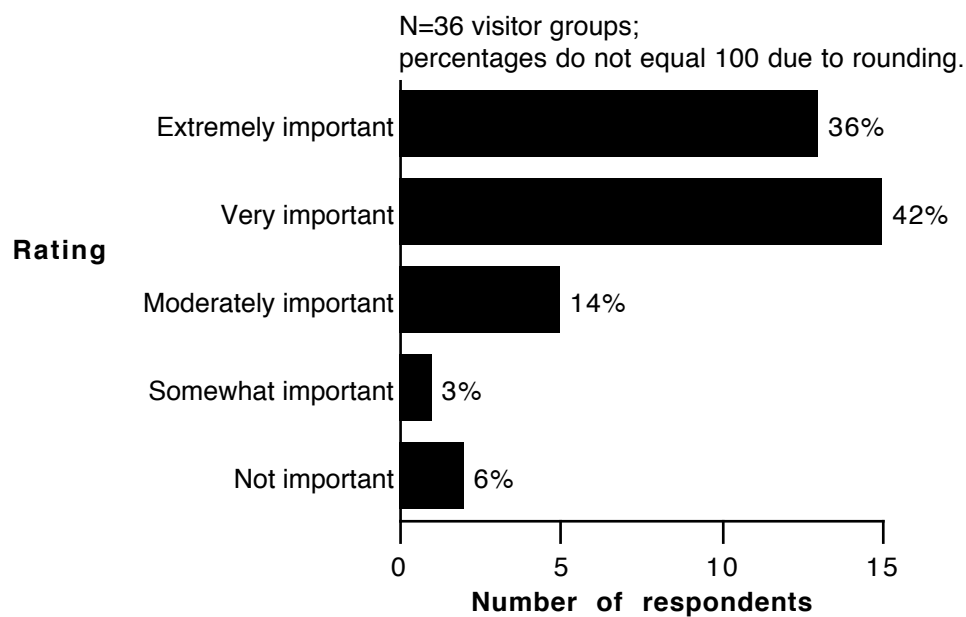


**Figure 42: Importance of costumed colonial life demonstrations**

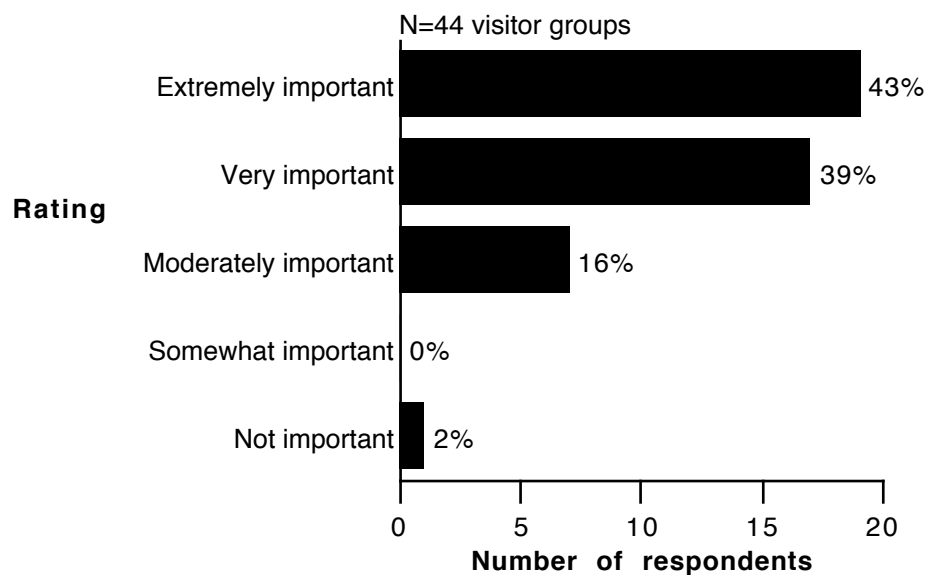


**Figure 43: Importance of Colonial Living Farm**

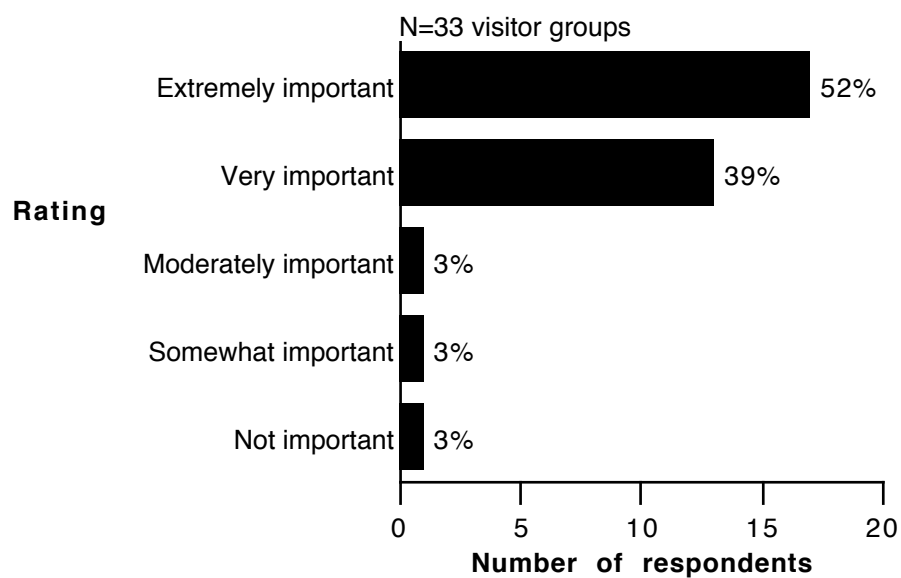




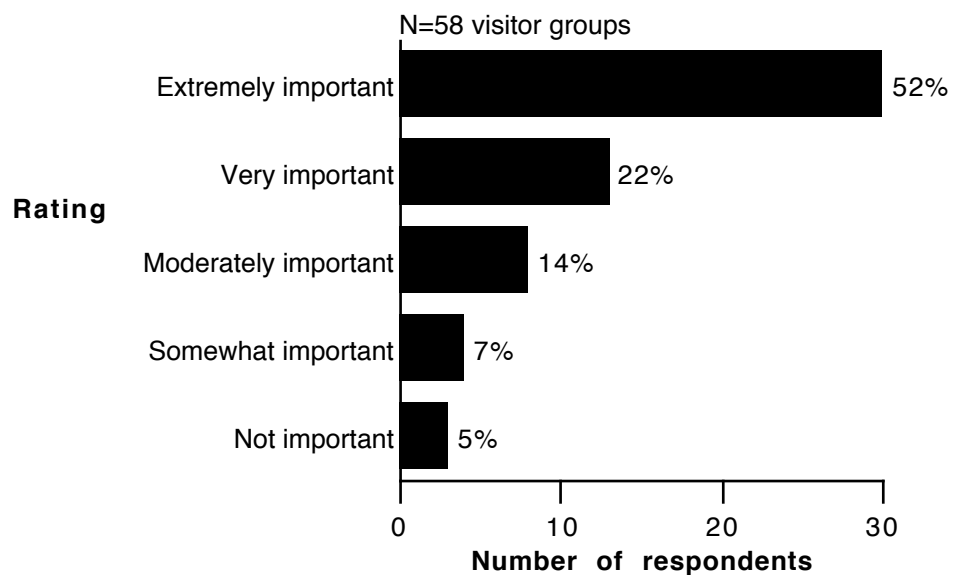
**Figure 44: Importance of self-guided walking tour brochure**



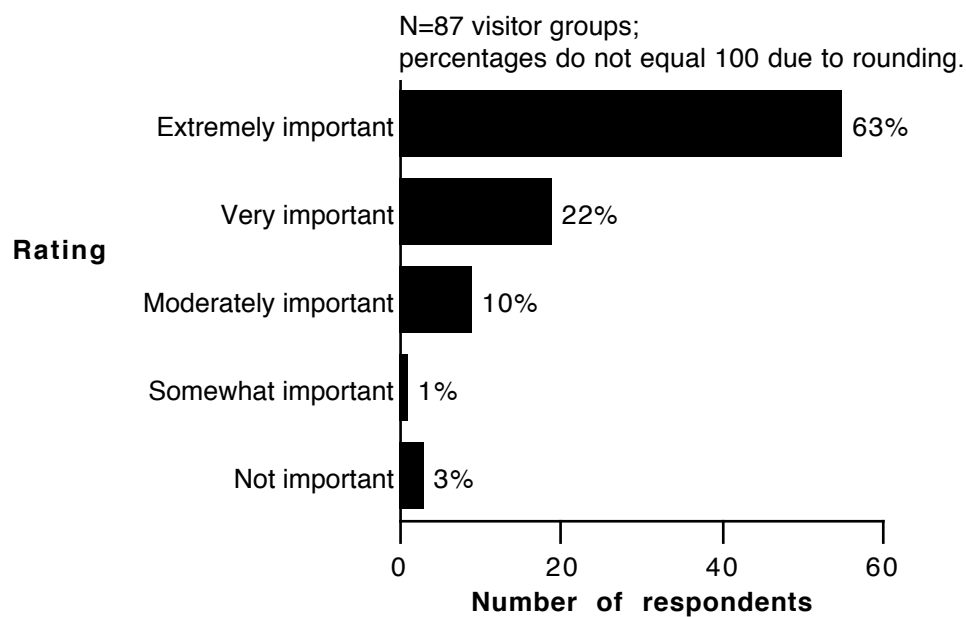
**Figure 45: Importance of trails**



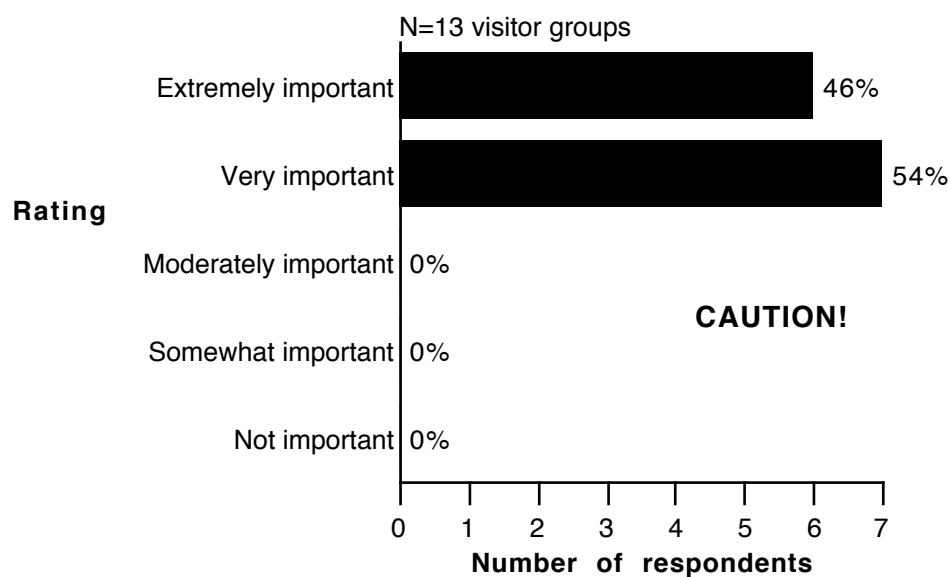
**Figure 46: Importance of picnic area and restrooms**



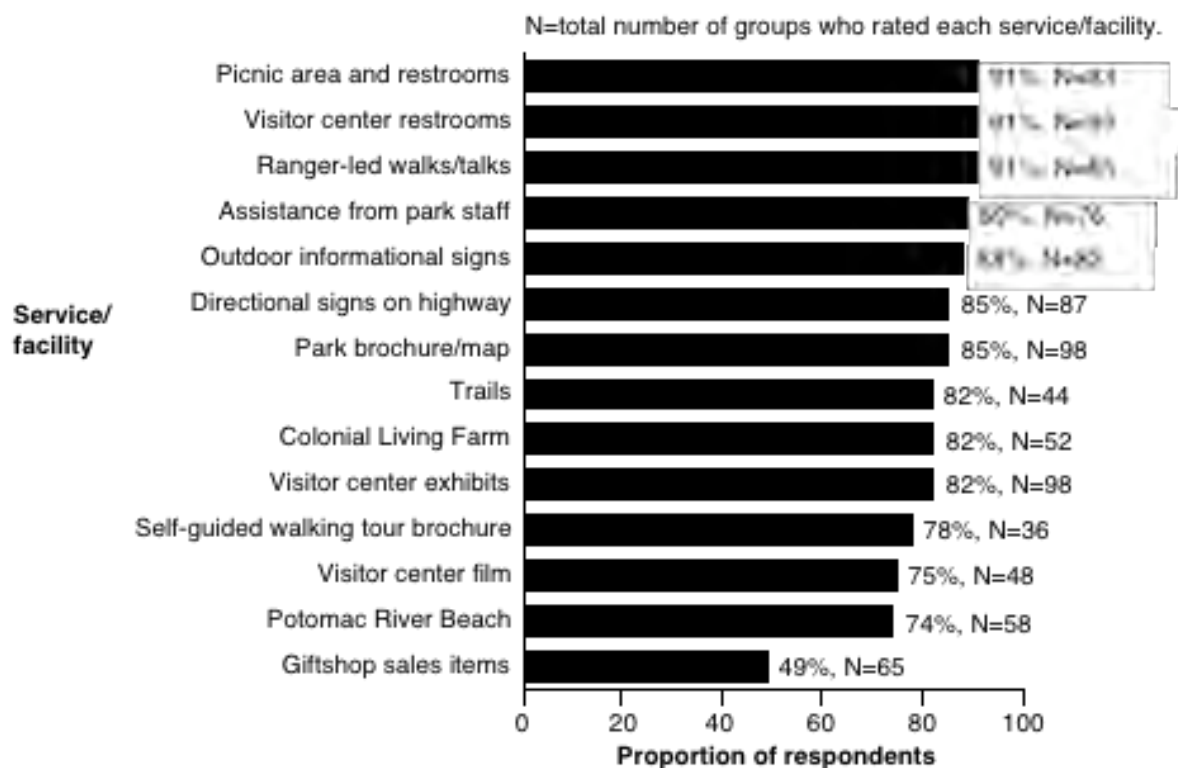
**Figure 47: Importance of Potomac River Beach**



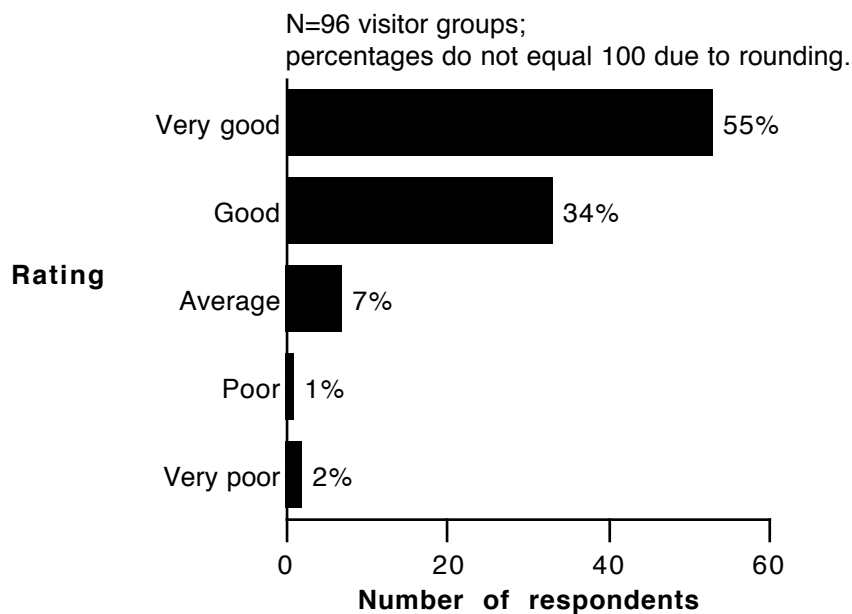
**Figure 48: Importance of directional signs on highway**



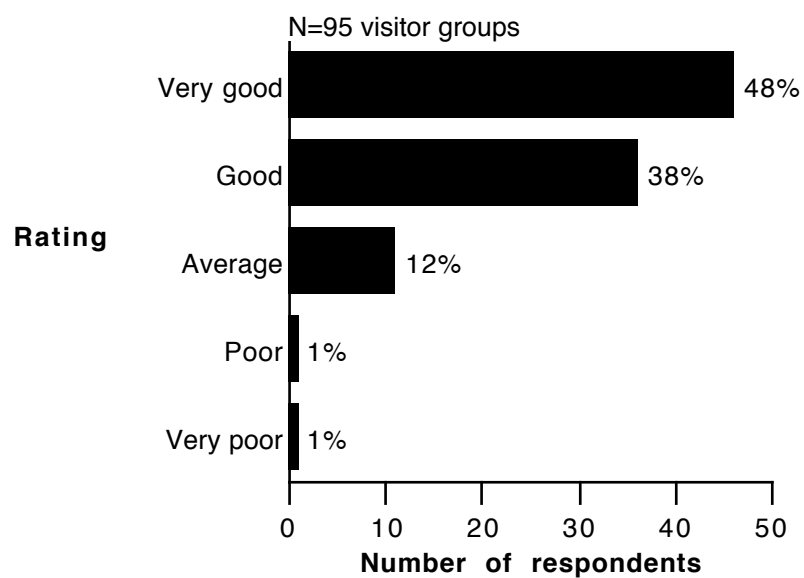
**Figure 49: Importance of park website**



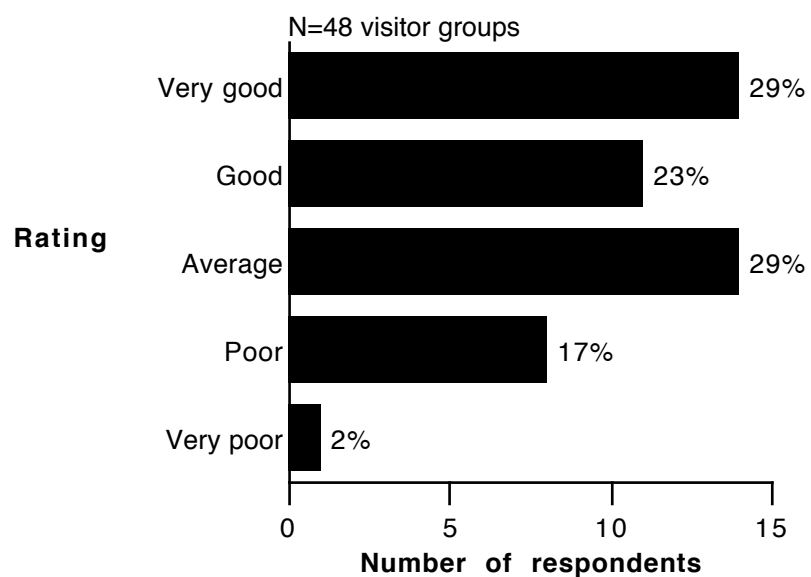
**Figure 50: Combined proportions of “extremely important” and “very important” ratings for information services and facilities**



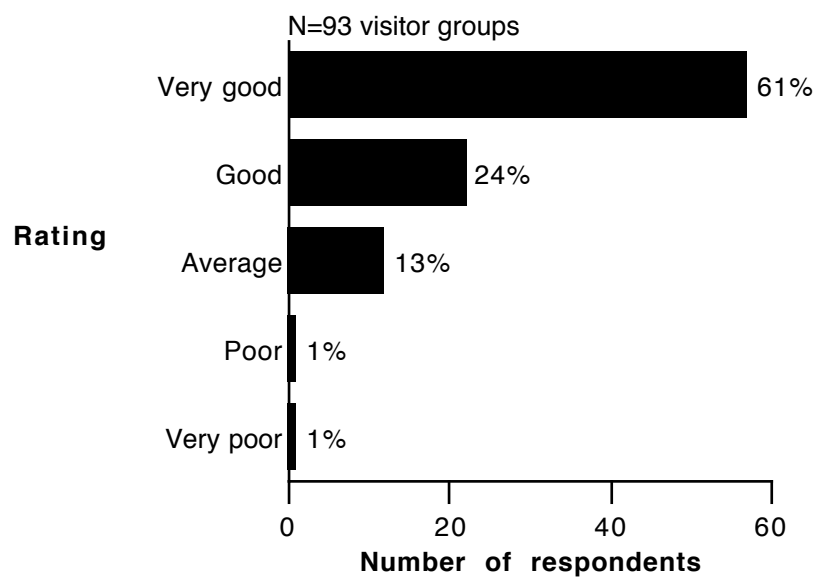
**Figure 51: Quality of park brochure/map**



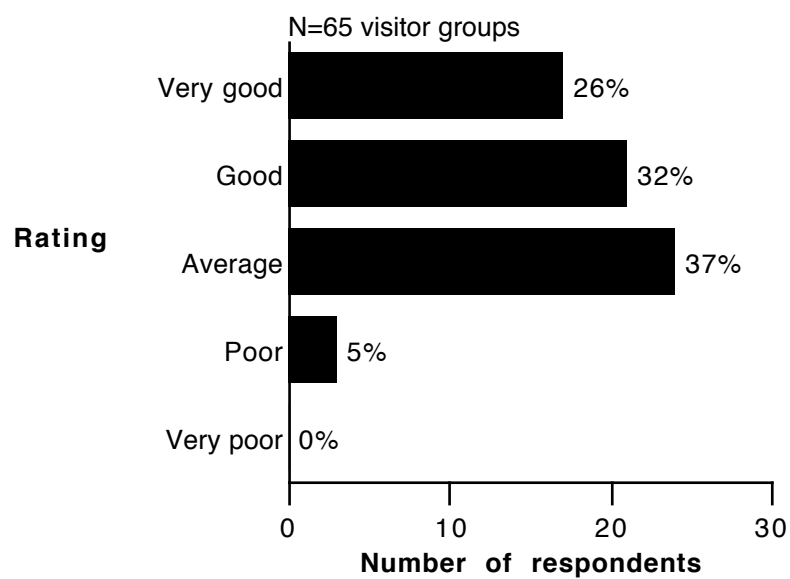
**Figure 52: Quality of visitor center exhibits**



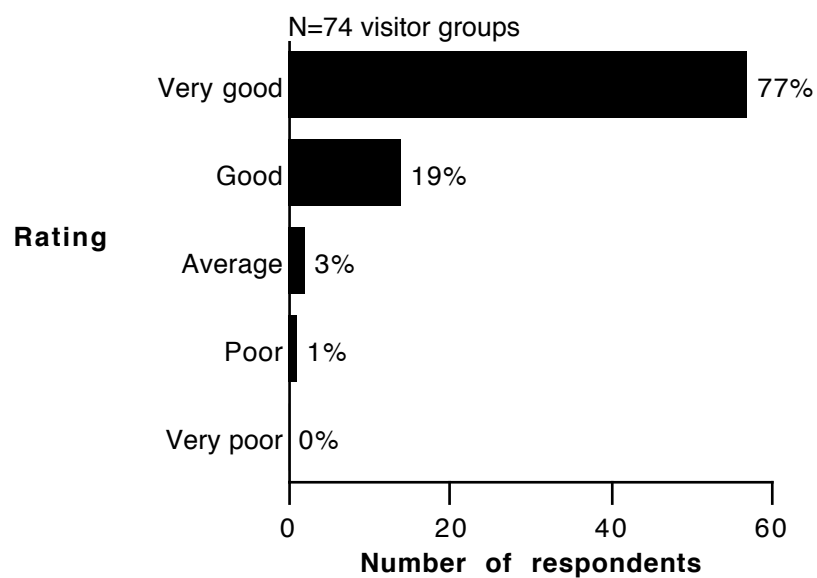
**Figure 53: Quality of visitor center film**



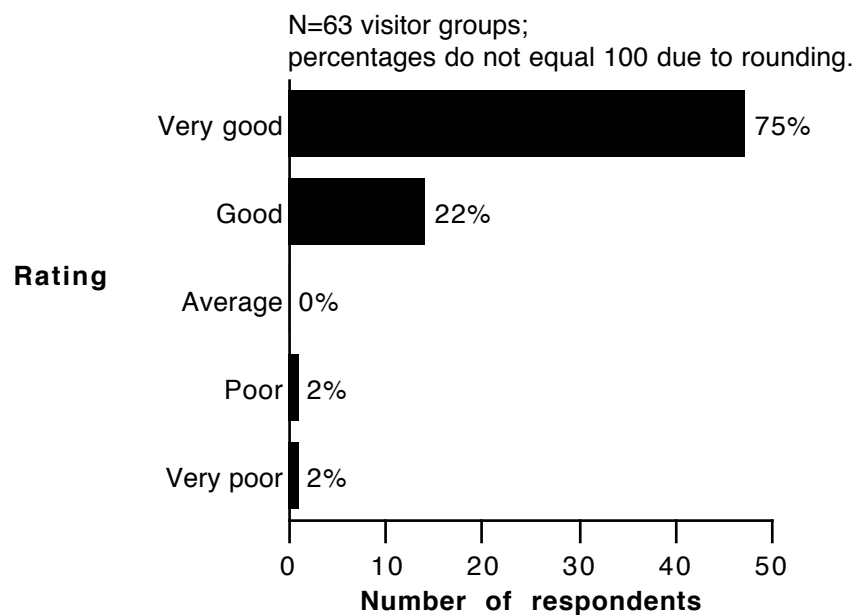
**Figure 54: Quality of visitor center restrooms**



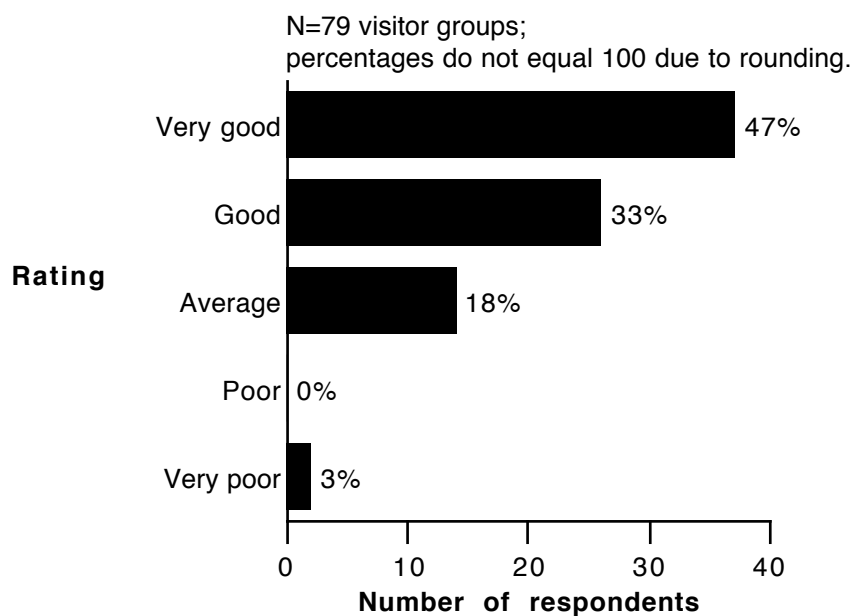
**Figure 55: Quality of giftshop sales items**



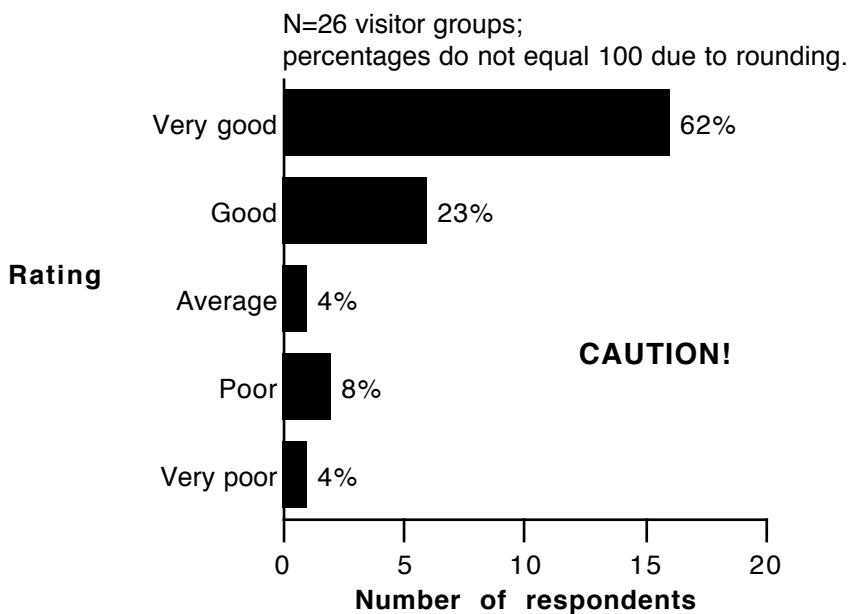
**Figure 56: Quality of assistance from park staff**



**Figure 57: Quality of ranger-led walks/talks**

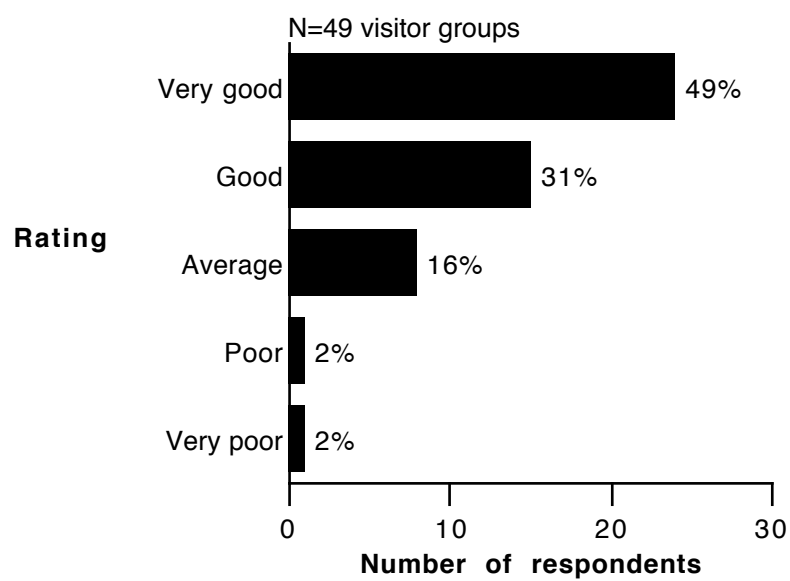


**Figure 58: Quality of outdoor informational signs**

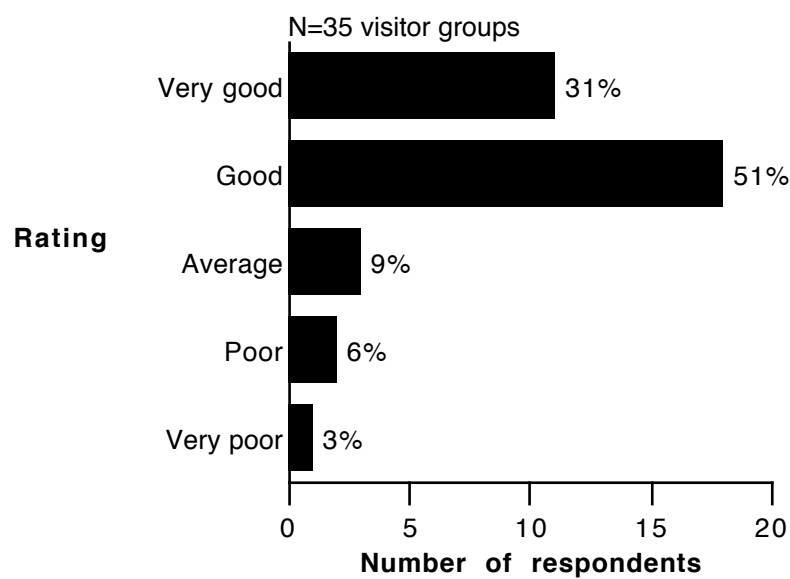


**Figure 59: Quality of costumed colonial life demonstrations**

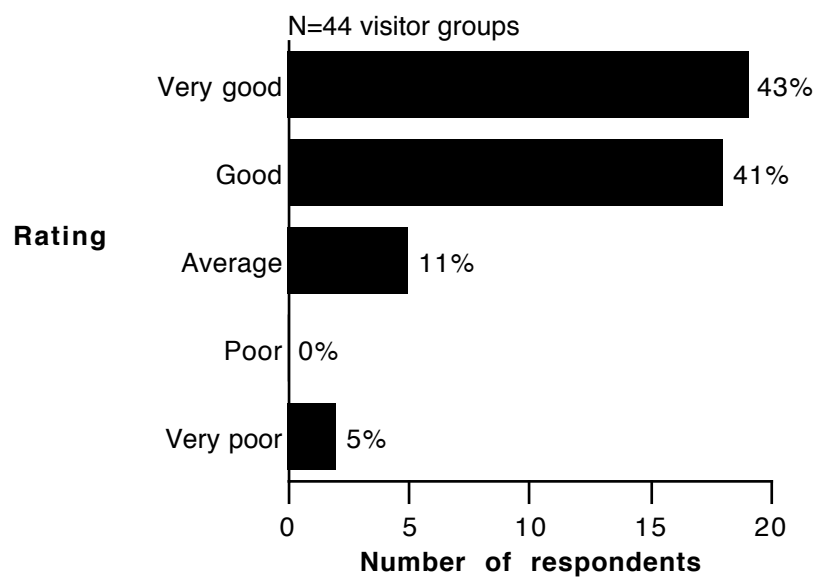




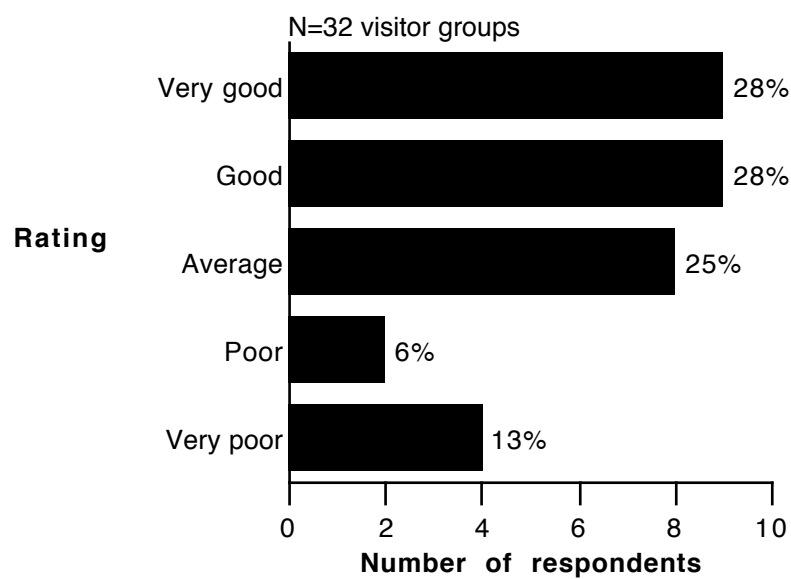
**Figure 60: Quality of Colonial Living Farm**



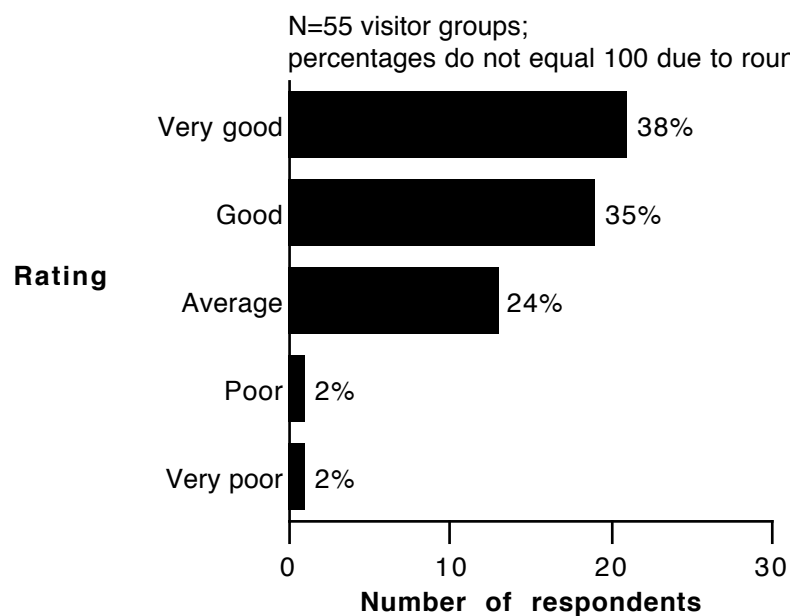
**Figure 61: Quality of self-guided walking tour brochure**



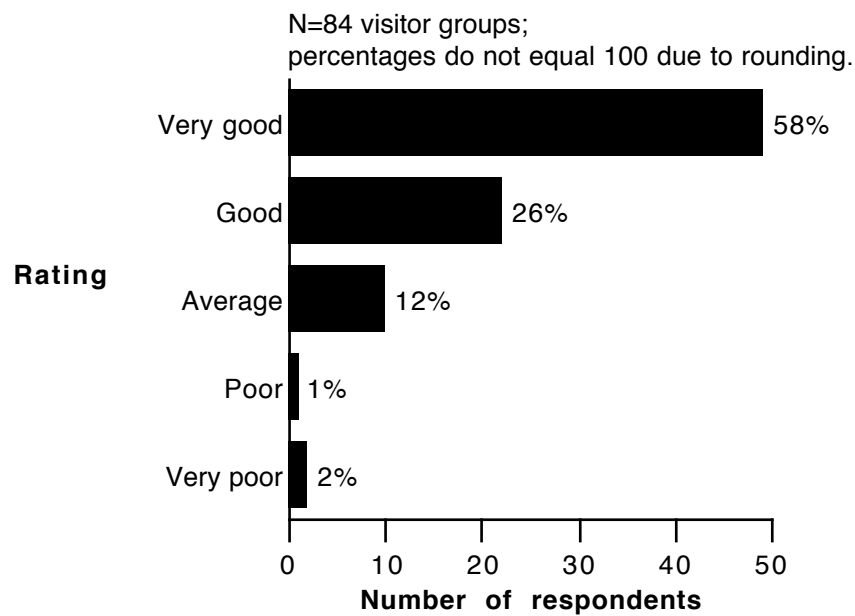
**Figure 62: Quality of trails**



**Figure 63: Quality of picnic area and restrooms**



**Figure 64: Quality of Potomac River Beach**



**Figure 65: Quality of directional signs on highway**

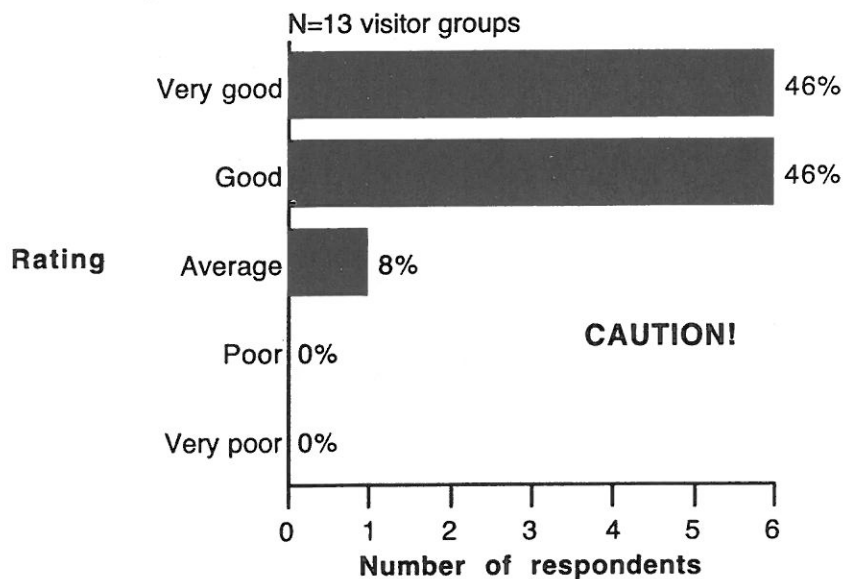


Figure 66: Quality of park website

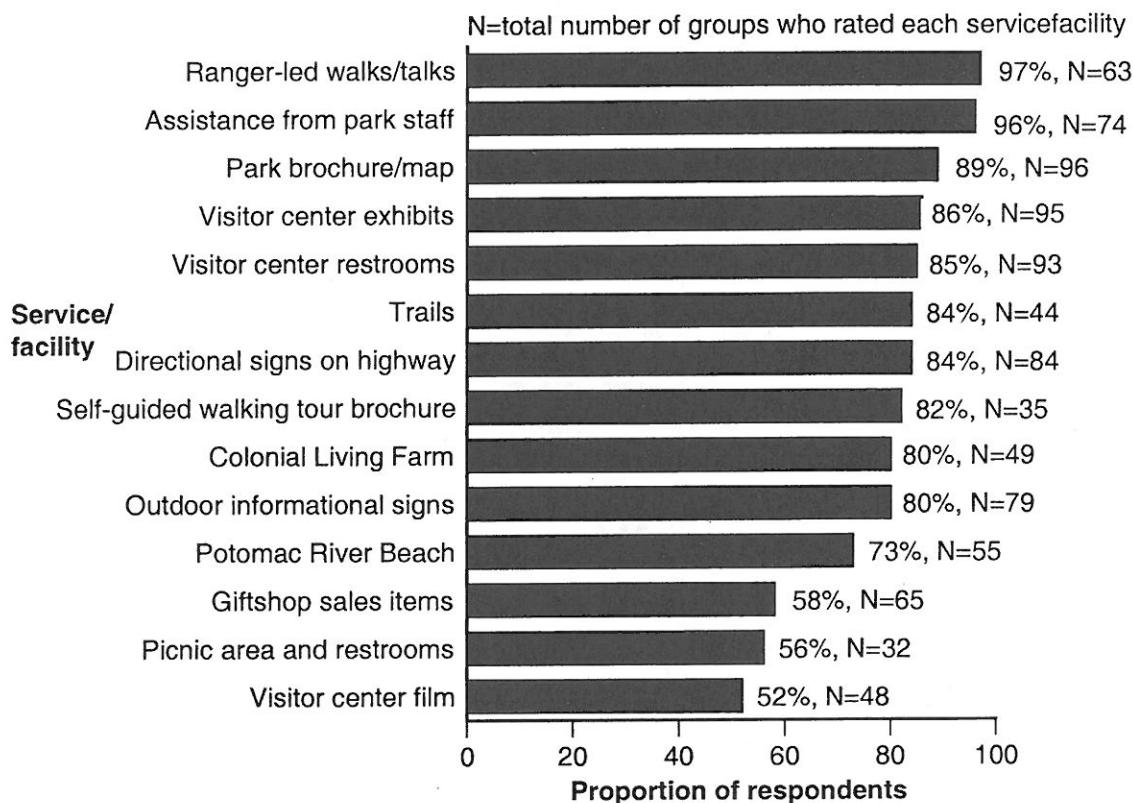


Figure 67: Combined proportions of "very good" and "good" quality ratings for information services and facilities

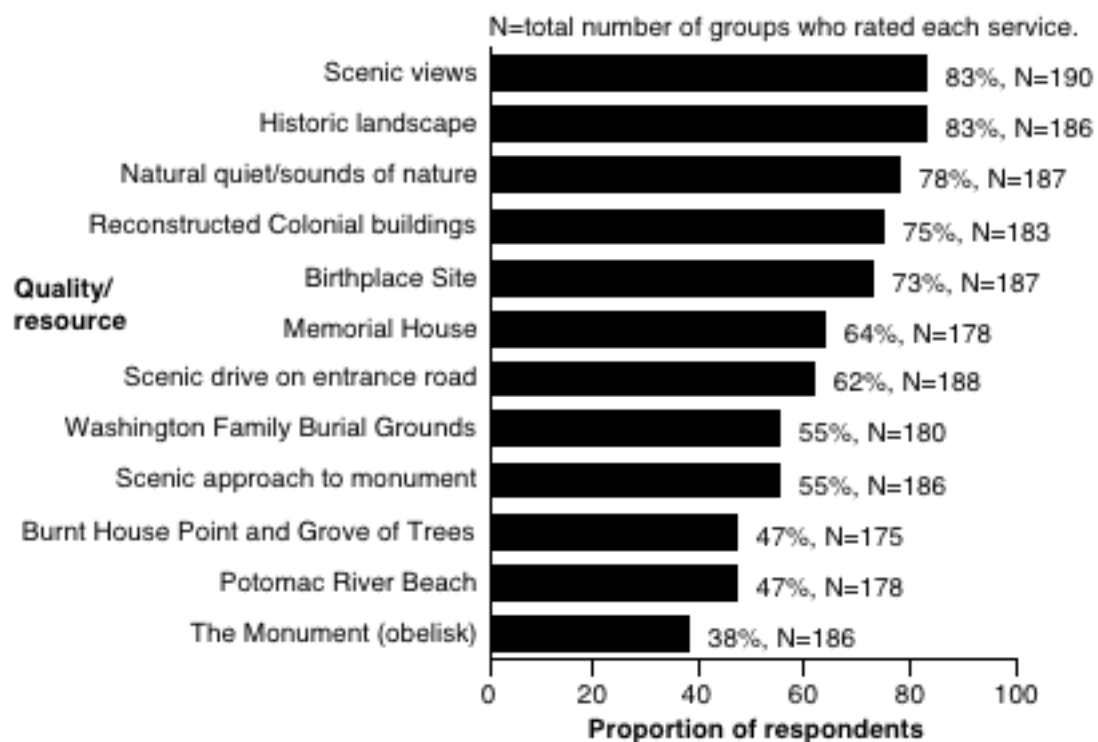
### Importance of selected park qualities/resources

George Washington Birthplace NM was established to commemorate George Washington and his legacy. It is the National Park Service's responsibility to protect the park's natural, scenic, and cultural resources while at the same time providing for public enjoyment. Visitor groups were asked to rate the importance of selected qualities/resources to their enjoyment on this visit to George Washington Birthplace NM. Table 7 summarizes ratings for each service and Figure 68 shows the combined "extremely important" and "very important" ratings. The quality/resource that received the highest combined proportions of "extremely important" and "very important" ratings were scenic views (83%) and historic landscape (83%). The Monument (8%) and Potomac River Beach (7%) were the resources that received the highest "not important" ratings.

**Table 7: Importance ratings for selected qualities/resources**

N=number of visitor groups who rated each quality/resource;  
percentages may not equal 100 due to rounding.

Quality/resource	N	Rating (%)					
		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Birthplace Site	187	37	36	16	5	1	5
Washington Family Burial Grounds	180	19	36	25	5	2	13
The Monument (obelisk)	186	16	22	31	18	8	5
Memorial House	178	33	31	18	8	2	8
Reconstructed Colonial buildings	183	34	41	11	5	1	8
Burnt House Point and Grove of Trees	175	18	29	18	7	2	27
Historic landscape	186	44	39	13	2	0	3
Potomac River Beach	178	22	25	15	10	7	21
Natural quiet/sounds of nature	187	46	32	13	3	2	5
Scenic views	190	46	37	9	1	2	4
Scenic drive on entrance road (Rt. 204)	188	27	35	25	6	3	4
Scenic approach to park (Rt. 3)	186	27	28	27	9	5	4



**Figure 68: Combined proportions of “extremely important” and “very important” ratings for selected qualities/resources**

### Selected elements effect on visitor experience

There are various elements that may affected the visitor experience. Visitor groups were asked to report how selected elements affected their park experience. As shown in Table 8, the elements most often rated as “enhancing or improving” visitor experience were availability of restrooms (40%), place to rest/benches (40%), and location of restrooms (34%). Litter (22%) was the element that most detracted from the visitor experience. “Other” elements included adding a cafeteria/refreshment stand and adding a restroom closer to the Colonial buildings.

**Table 8: Effect of selected elements on visitor experience**

N=number of visitor groups who rated each element;  
percentages may not equal 100 due to rounding.

Element	N	Rating (%)		
		Enhanced or improved	No effect	Detracted from
Watercraft noise	180	2	88	10
Airplane overflight	179	2	91	7
Other kinds of noise	172	8	86	6
Litter	178	3	75	22
Availability of food	177	7	84	9
Walking distance(s)	180	20	77	3
Location of restrooms	182	34	62	4
Location of water fountains	177	25	67	8
Availability of restrooms	183	40	51	9
Availability of water fountains	177	27	63	10
Places to rest/benches	181	40	56	4
Other	10	10	80	10

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**Total expenditures inside and outside the park  
Number of people covered by expenditures**

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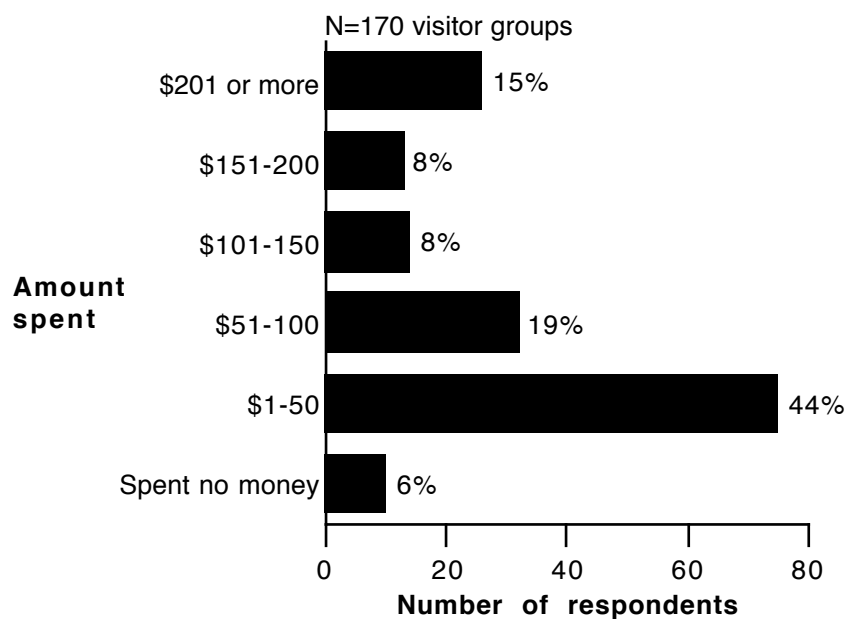
Visitor groups were asked to list the amount of money they spent on their visit to George Washington Birthplace NM and the surrounding area (within 50 miles of the park). Groups were asked to list the amounts they spent for lodging; camping fees; guide fees; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; all other purchases; and donations.

**Total expenditures:** For total expenditures inside and outside the park, 44% of visitor groups spent between \$1 and \$50 during their visit (see Figure 69). Nineteen percent of visitors spent between \$51 and \$100 and 16% spent between \$101 and \$200. The greatest proportion of expenditures (24%) was for restaurants and bars, followed by hotels, motels, cabins, etc. (20%), as shown in Figure 70.

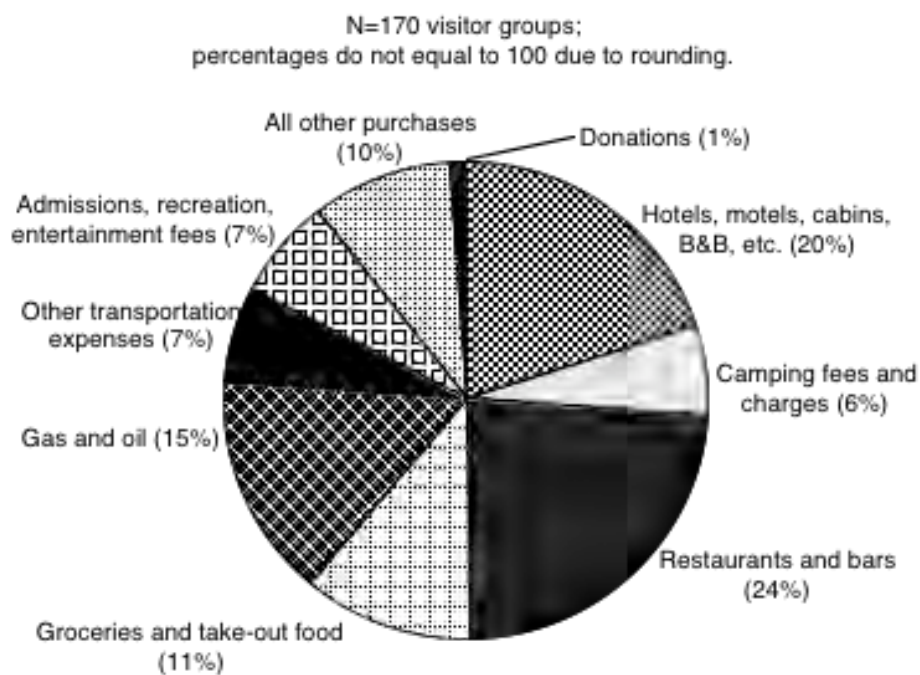
The average visitor group expenditure during the visit was \$135. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$51. The average per capita expenditure was \$56.

**Number of people covered by the expenditures:** Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Sixty-five percent of visitor groups had two adults, while 18% had one adult (see Figure 71). Figure 72 shows that 38% of groups had one child and 23% had two children covered by the expenditures. Thirteen percent of groups did not visit with children.

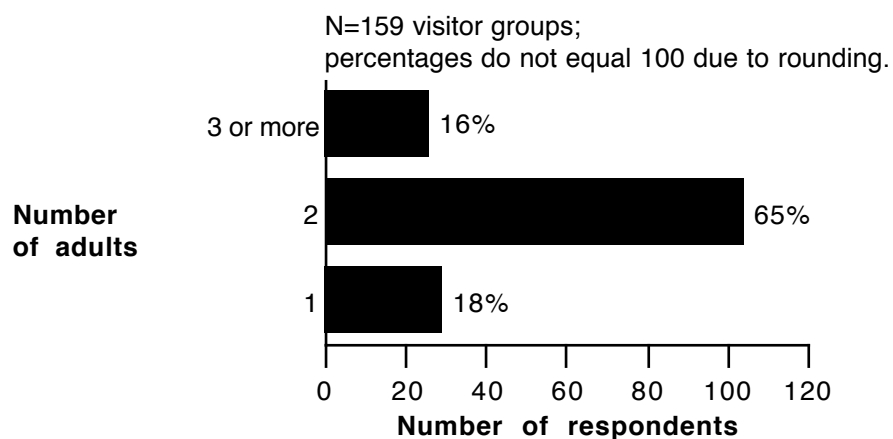




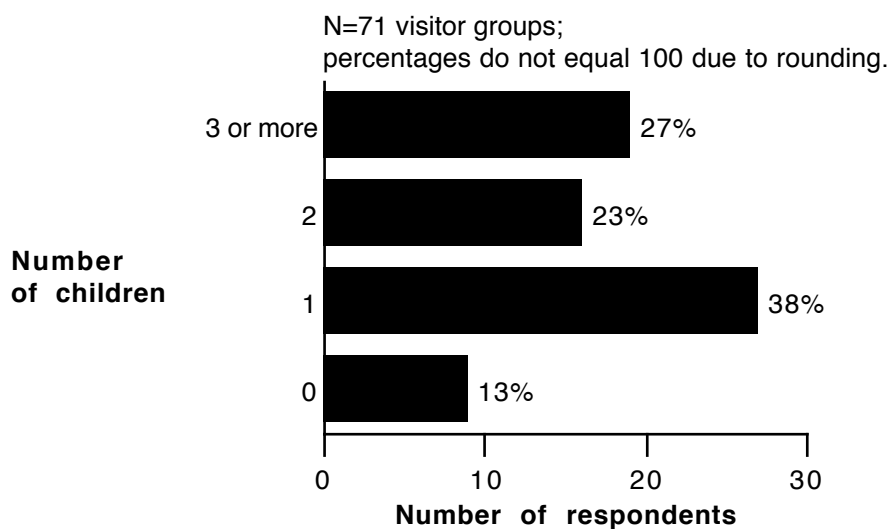
**Figure 69: Total expenditures inside and outside of George Washington Birthplace NM**



**Figure 70: Proportions of expenditures inside and outside of George Washington Birthplace NM**



**Figure 71: Number of adults covered by expenditures**



**Figure 72: Number of children covered by expenditures**

**Expenditures inside the park**

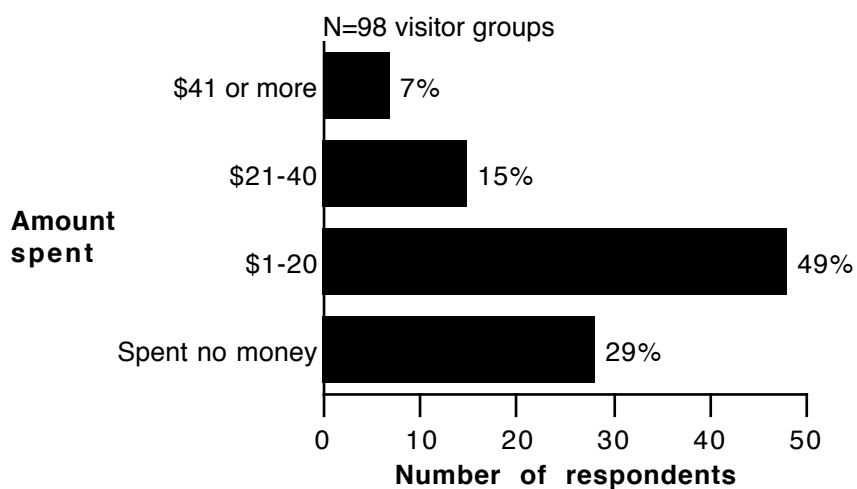
**Total expenditures inside the park:** Forty-nine percent of visitor groups spent \$1-20 and 29% spent no money (see Figure 73). “All other purchases” accounted for 57% of expenditures in the park (see Figure 74). Another 35% was comprised of admissions, recreation, and entertainment fees.

The average visitor group expenditure inside the park during this visit was \$13. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$8. The average per capita expenditure was \$7.

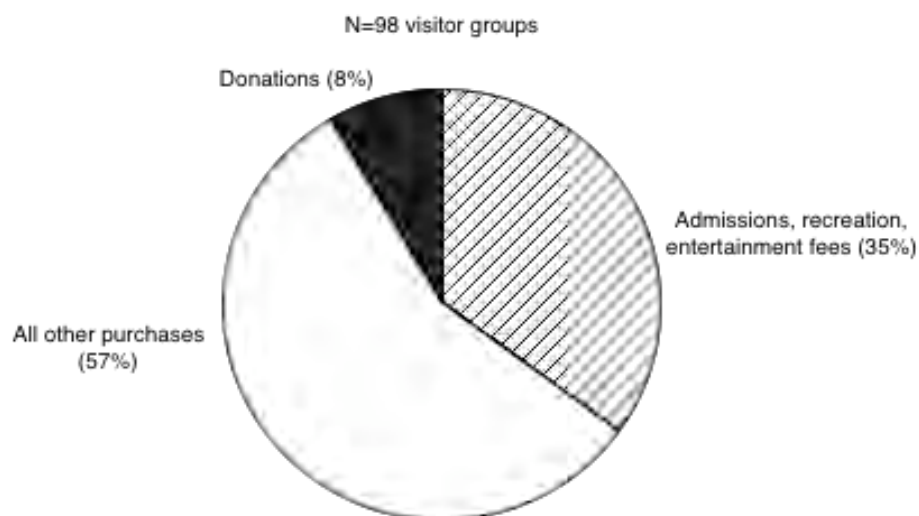
**Admissions, recreation, and entertainment fees inside the park:** Forty-four percent of visitor groups spent between \$1 and 20 and 43% spent no money (see Figure 75).

**All other purchases:** Fifty-one percent of groups spent no money and 22% spent between \$1 and \$10 (see Figure 76).

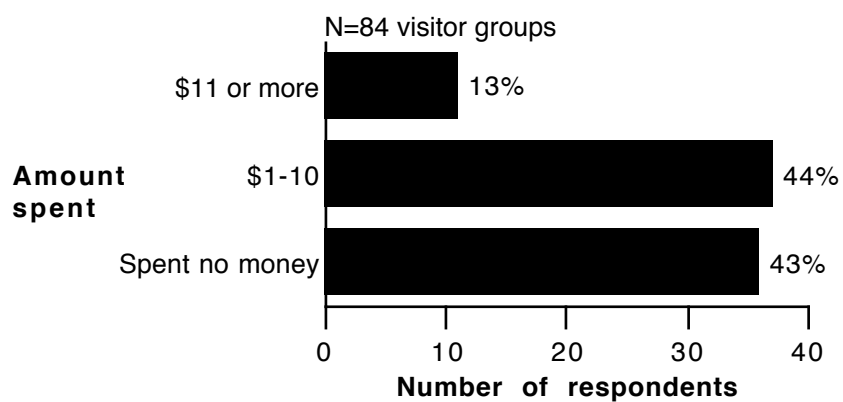
**Donations:** Most groups (77%) did not donate any money and 21% spent up to \$10 (see Figure 77).



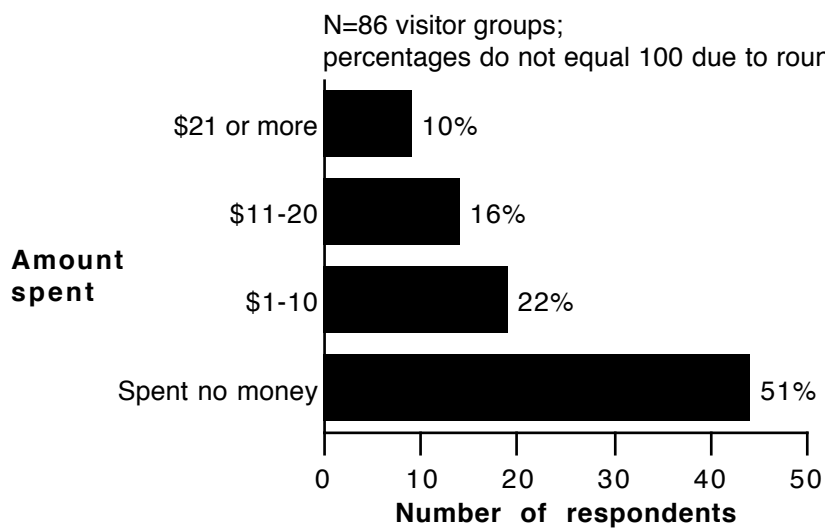
**Figure 73: Total expenditures inside George Washington Birthplace NM**



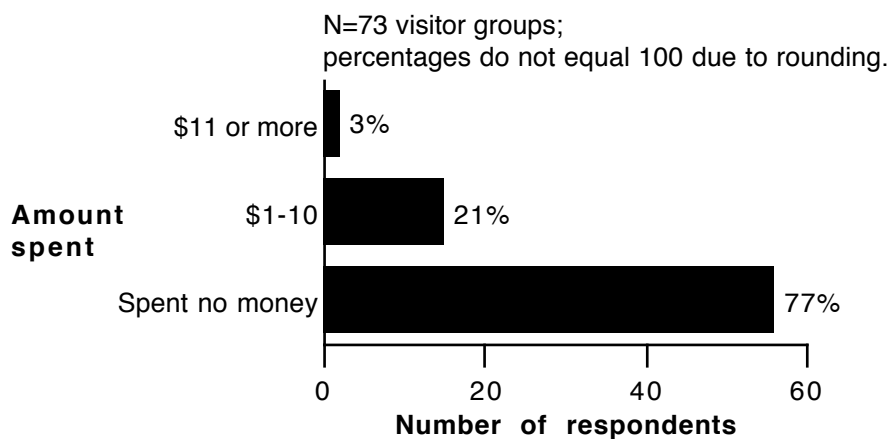
**Figure 74: Proportions of expenditures inside George Washington Birthplace NM**



**Figure 75: Expenditures for admissions, recreation, and entertainment fees inside the park**



**Figure 76: Expenditures for all other purchases inside the park**



**Figure 77: Expenditures for donations inside the park**

### Expenditures outside the park

**Total expenditures outside the park:** Forty-two percent of visitor groups spent \$1-50, while 26% spent between \$51 and \$150 in the surrounding area outside George Washington Birthplace NM within 50 miles of the park (see Figure 78).

The largest proportions of expenditures outside of the park were for restaurants and bars (25%) and hotels, motels, etc. (21%), as shown in Figure 79.

The average visitor group expenditure outside of the park during this visit was \$134. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$39. The average per capita expenditure was \$63.

**Hotels, motels, cabins, B&B, etc. outside the park:** Most visitor groups (82%) spent no money and 17% spent \$51 or more (see Figure 80).

**Camping fees and charges outside the park:** Most visitor groups (87%) spent no money and 7% spent \$51 or more (see Figure 81).

**Restaurants and bars outside the park:** Forty-eight percent of visitor groups spent no money and 28% spent up to \$50 (see Figure 82).

**Groceries and take-out food outside the park:** Over one-half of visitor groups (60%) spent no money and 32% spent up to \$50 (see Figure 83).

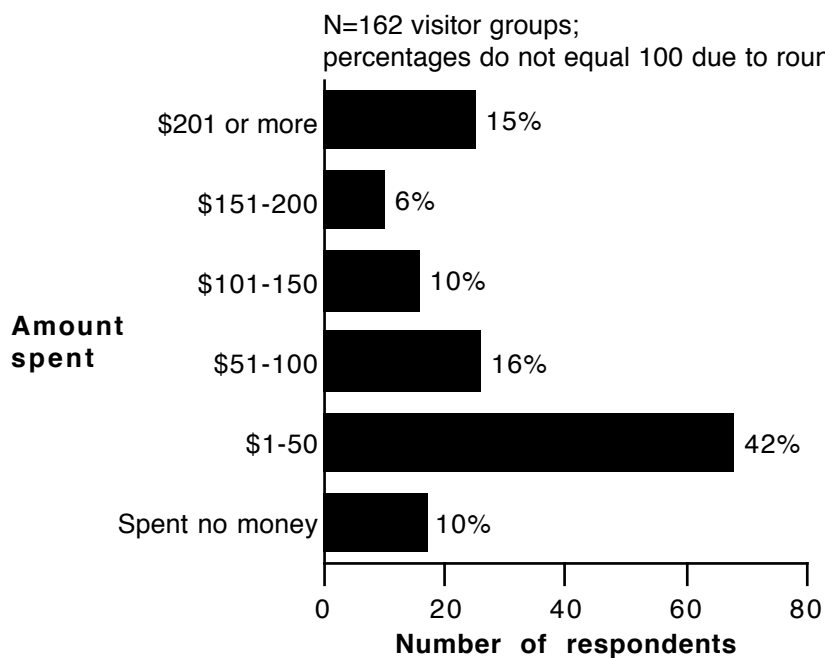
**Gas and oil outside the park:** Seventy-one percent of visitor groups spent up to \$50 and 22% spent no money (see Figure 84).

**Other transportation expenses outside the park:** Most visitor groups (92%) spent no money and 6% spent \$51 or more (see Figure 85).

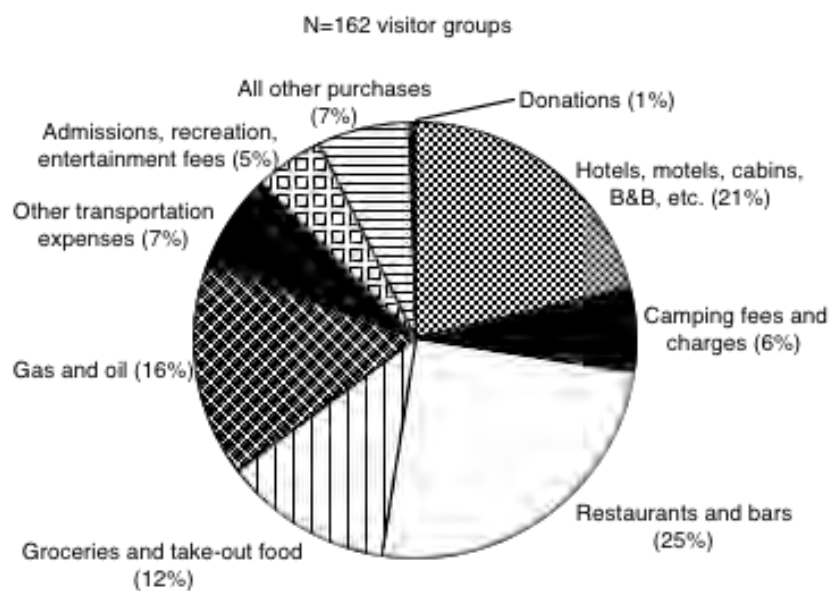
**Admissions, recreation, and entertainment fees outside the park:** Sixty-four percent of visitor groups spent no money and 33% spent up to \$50 (see Figure 86).

**All other purchases outside the park:** Sixty-one percent of visitor groups spent no money and 33% spent up to \$50 (see Figure 87).

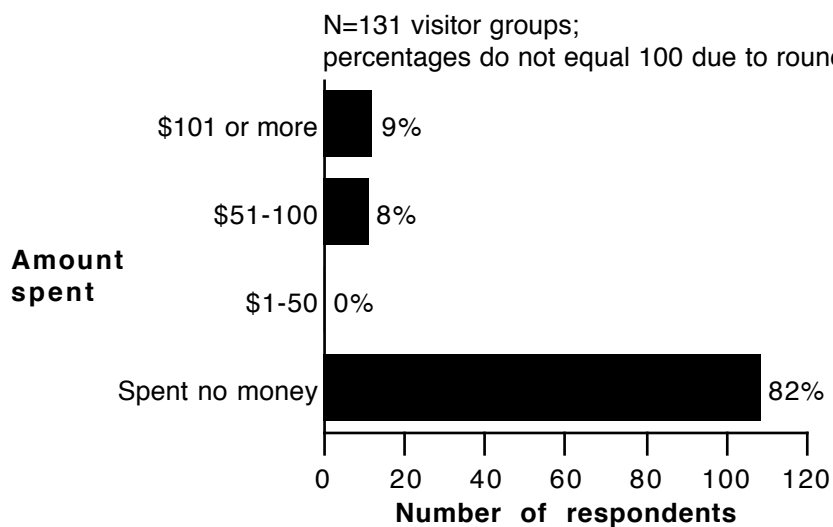
**Donations outside the park:** Most visitor groups (85%) spent no money and 15% spent up to \$50 (see Figure 88).



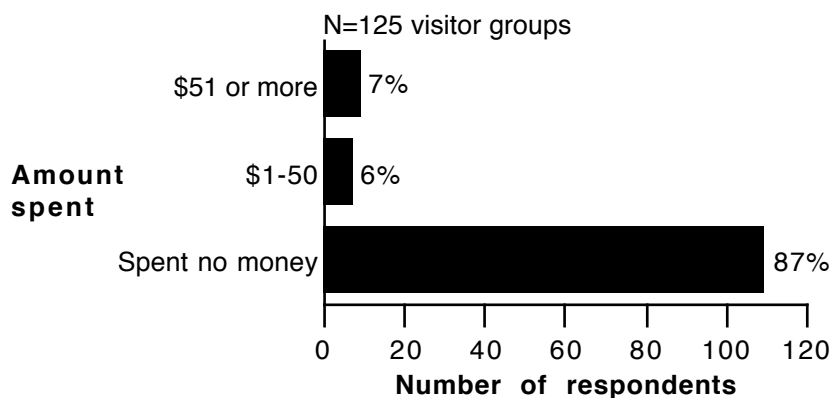
**Figure 78: Total expenditures outside George Washington Birthplace NM**



**Figure 79: Proportions of expenditures outside George Washington Birthplace NM**

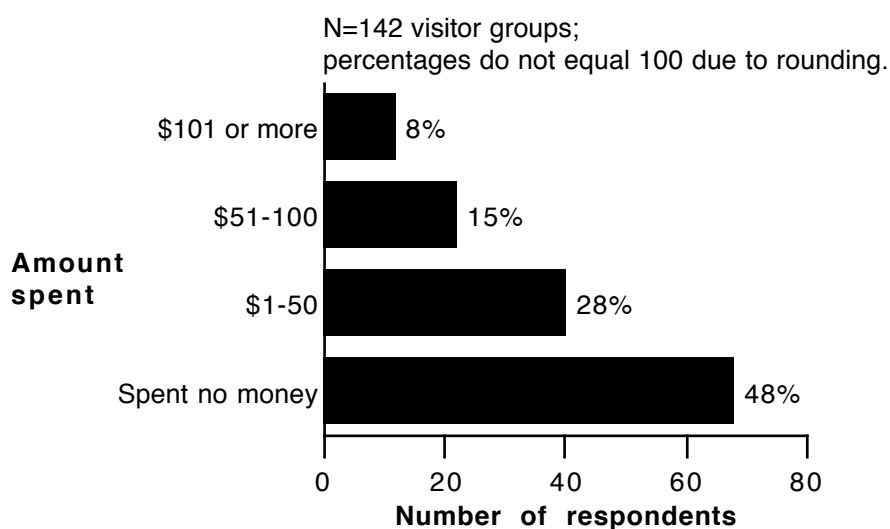


**Figure 80: Expenditures for hotels, motels, cabins, B&B, etc. outside the park**

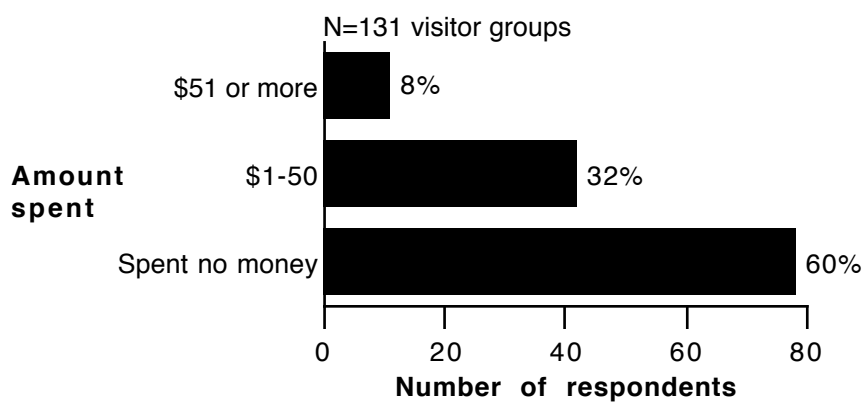


**Figure 81: Expenditures for camping fees and charges outside the park**

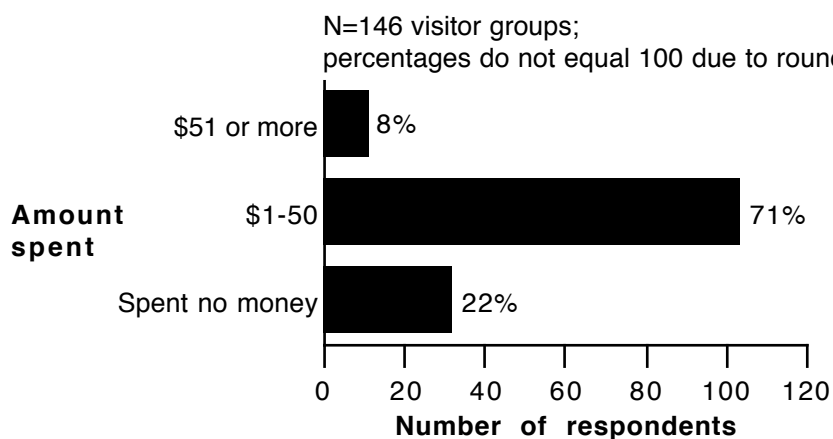




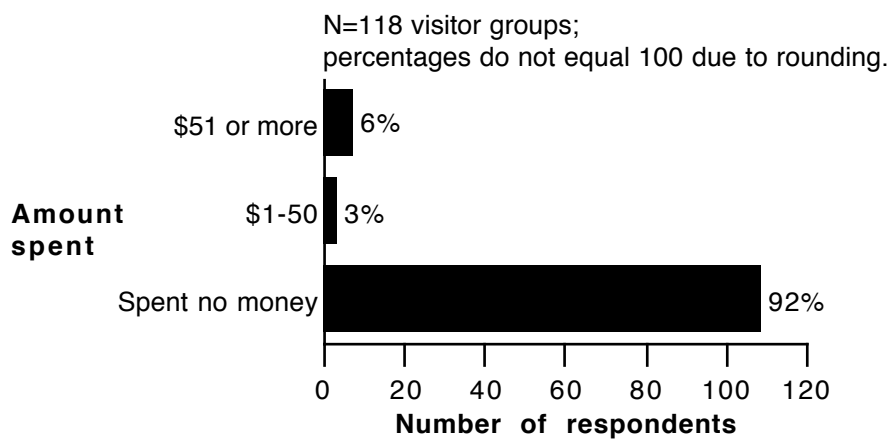
**Figure 82: Expenditures for restaurants and bars outside the park**



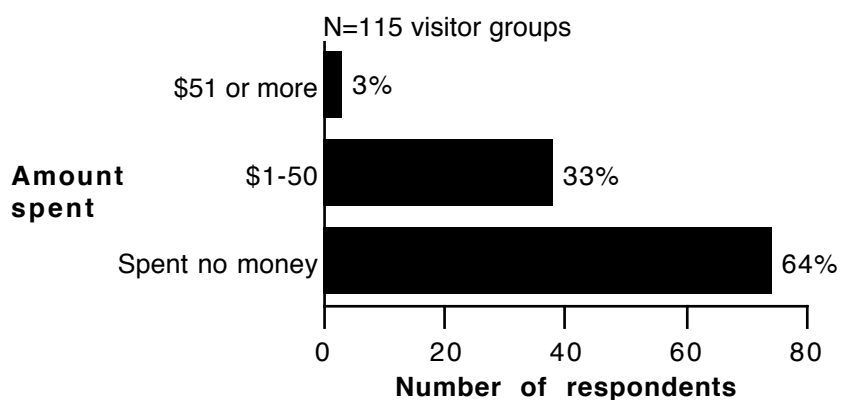
**Figure 83: Expenditures for groceries and take-out food outside the park**



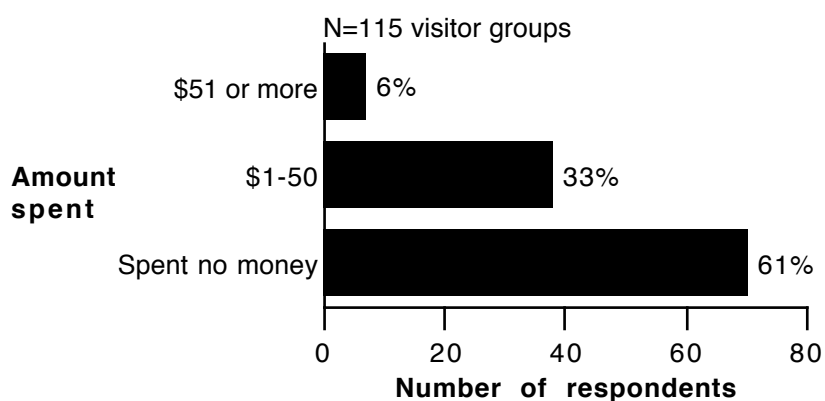
**Figure 84: Expenditures for gas and oil outside the park**



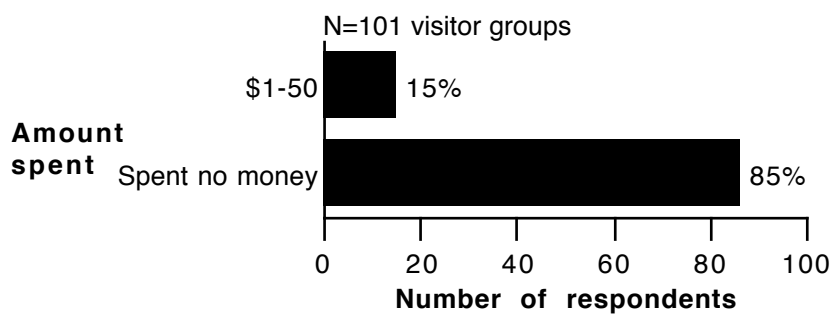
**Figure 85: Expenditures for other transportation expenses outside the park**



**Figure 86: Expenditures for admissions, recreation, and entertainment fees outside the park**



**Figure 87: Expenditures for all other purchases outside the park**



**Figure 88: Expenditures for donations outside the park**

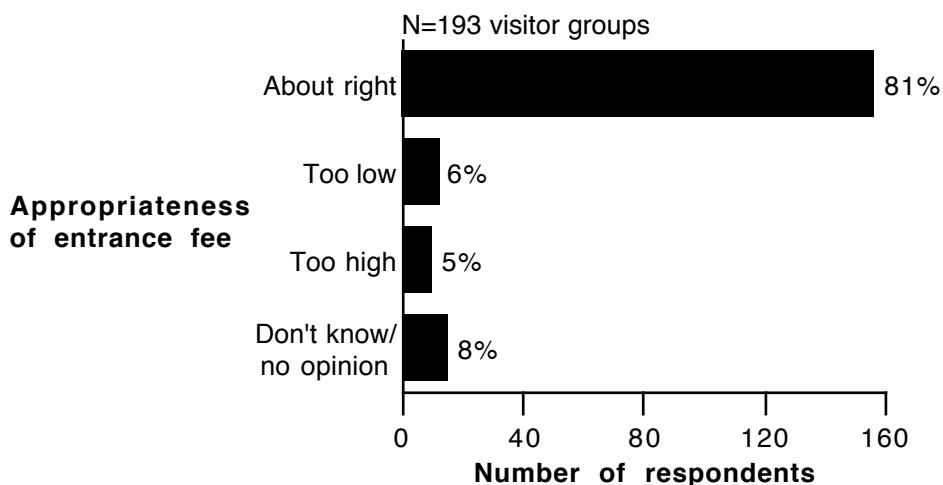
**Visitor opinions about entrance fees**

Currently, George Washington Birthplace NM collects entrance fees from visitors. Most of these fees (80%) remain at the park to be used to pay for such services as equipment upgrades, educational programs, and museum quality lighting in the Memorial House and Colonial Kitchen. Visitor groups were asked a series of questions regarding fee policy.

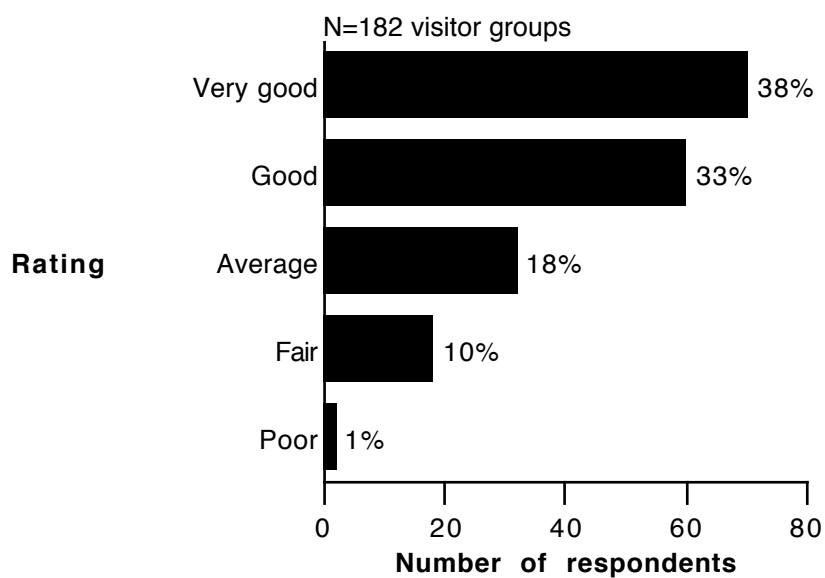
Most visitor groups (81%) felt that the current entrance fee of \$4 per adult was “about right,” as shown in Figure 89. Eight percent of visitor group did not have opinions, 6% thought this rate was “too low,” and 5% considered the fee was “too high.”

Visitor groups were then asked how satisfied they were with the value of the fee collected at George Washington Birthplace NM. Seventy-one percent of visitor groups rated their satisfaction with the value of the fee as “very good” or “good,” while 1% rated the value as “very poor” (see Figure 90).

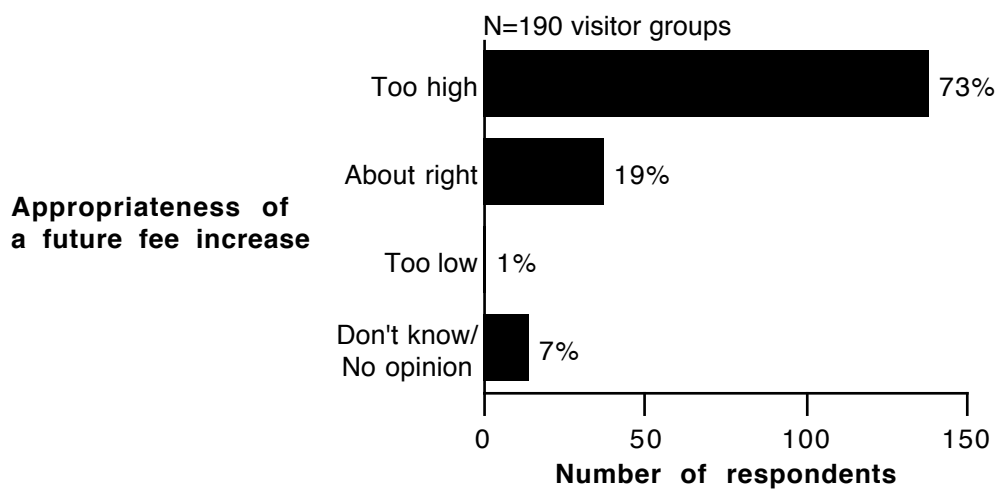
Finally, visitor groups were asked, “If the entrance fee on a future visit were \$6-8/adult, with services remaining at the current level, please rate how appropriate you feel this fee would be.” As shown in Figure 91, most visitor group (73%) felt this fee was “too high,” 19% felt it “about right,” and 1% felt the fee was “too low.”



**Figure 89: Appropriateness of entrance fee of \$4/adult**



**Figure 90: Visitor satisfaction with value of entrance fee**



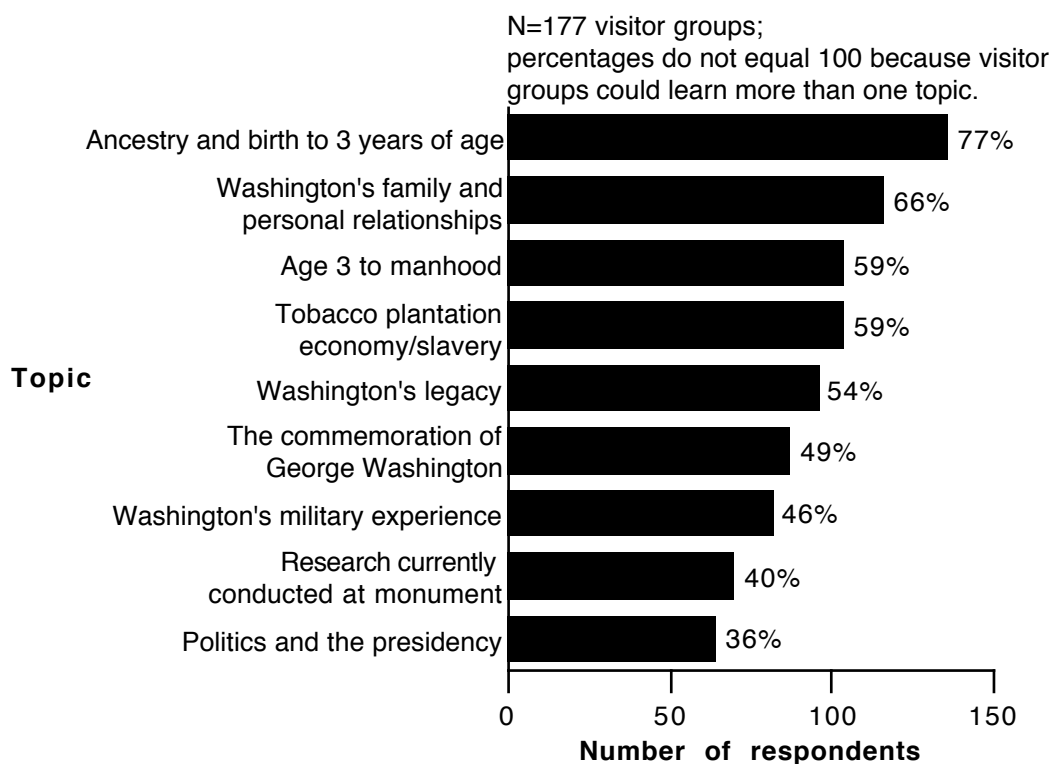
**Figure 91: Appropriateness of a future entrance fee of \$6-8/adult**

### Learning preferences

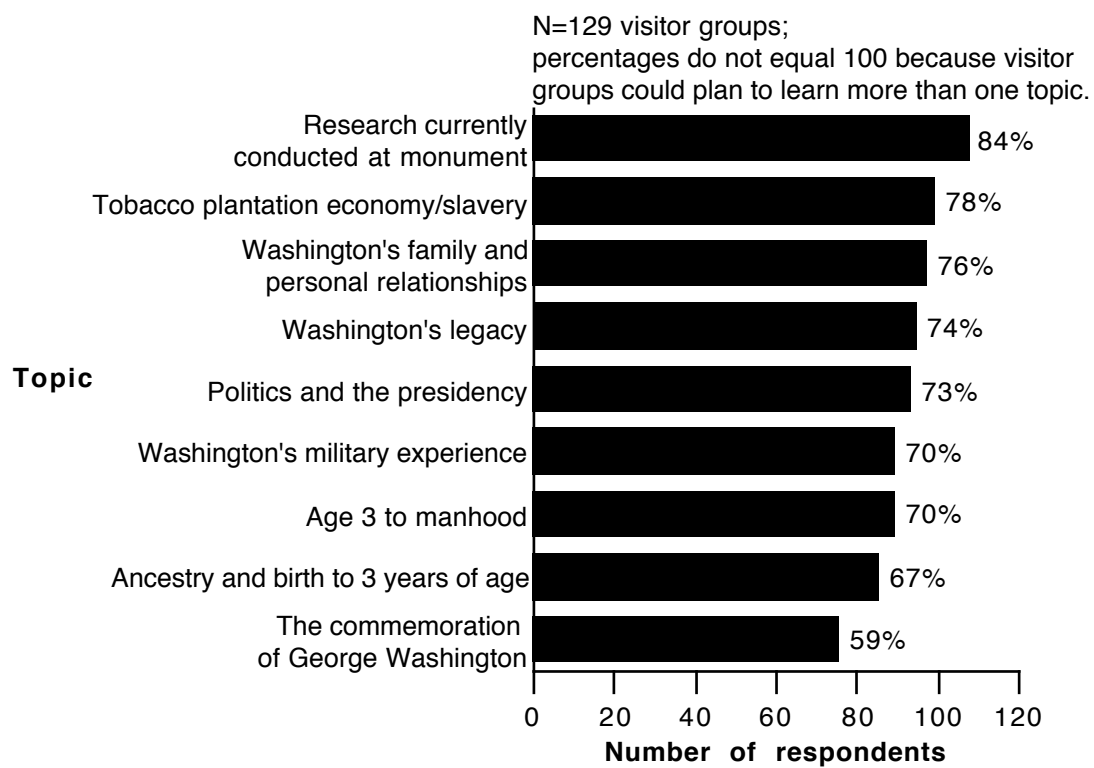
During this visit to George Washington Birthplace NM, most visitor groups (77%) learned about George Washington's ancestry and birth to 3 years of age, followed by Washington's family and personal relationships (66%), as shown in Figure 92.

On a future visit, the topics that most visitor groups were interested in learning about included research currently conducted at the park, such as archeological findings (84%), tobacco plantation economy and slavery (78%), and Washington's family and personal relationships (76%), as shown in Figure 93.

Additional topics that visitor groups were interested in learning about George Washington included logistics of travel at that time, current Washington family ties to the area, more information about the farm, information about Washington's mother and his siblings, the family's slaves, other neighbors of the family at the time, the economics of colony to the nations, more information about the importance of Potomac River, and alternative demonstrations that are more suitable for children.



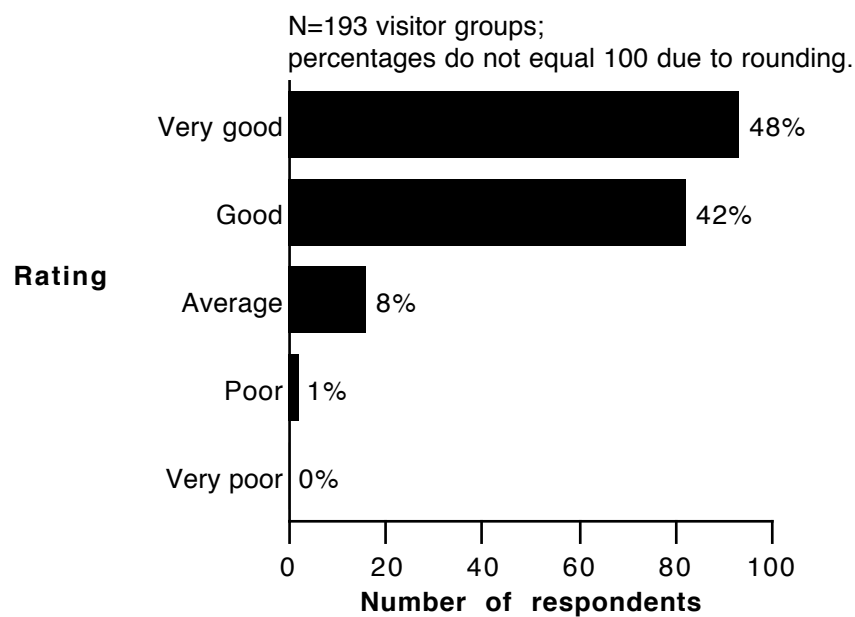
**Figure 92: Learning topics during this visit**



**Figure 93: Learning topic for a future visit**

**Overall quality of visit**

Visitor groups were asked to rate the overall quality of their visit to George Washington Birthplace NM. Most visitor groups (90%) rated the overall quality as “very good” or “good,” as shown in Figure 94. However, 1% of visitor groups rated the overall quality as “poor.”



**Figure 94: Overall quality of visit**



### What visitors liked most

Ninety-eight percent of visitor groups (N=170) provided comments about what they liked most about this visit to George Washington Birthplace NM. Table 9 lists these comments and complete copies of visitor responses are in the appendix.

**Table 9: What visitors like most**

N=219 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Ranger tour/talk	15
<b>INTERPRETIVE SERVICES</b>	
Learning history experience	17
Interpretive activities	15
Availability of information	9
Other comments	3
<b>FACILITIES/MAINTENANCE</b>	
Beach	17
Memorial House	14
Colonial Living Farm	9
Natural surroundings with animals	8
Colonial Kitchen	5
Trails	4
Well maintained park	4
Clean environment	3
Visitor center	3
Burial grounds	3
Easy access area	2
Garden	2
Other comments	4
<b>GENERAL COMMENTS</b>	
Quietness/solitude/peaceful setting	25
Beautiful landscape and setting	24
Seeing grounds where George Washington had been	11
Walking on beach	6
Everything	6
Not too crowded	5
Other comments	5

### What visitors liked least

Seventy-eight percent of visitor groups (N=132 groups) responded to the question, "What did you like least about your visit to George Washington Birthplace NM?" Their comments are listed in Table 10 and complete copies of visitor responses are in the appendix.

**Table 10: What visitor liked least**

N=147 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
No interpreter available during our visit	4
Our guide was not good	3
<b>INTERPRETIVE SERVICES</b>	
Movie was not informative enough	3
Not enough things to do	2
Other comment	1
<b>FACILITIES/MAINTENANCE</b>	
Disappointed about lack of reconstructed birth house	8
Lack of restrooms	4
Trash on beach	4
Closed trails	4
Maintenance on buildings was neglected	3
No place to buy food/drink	3
Poor quality of gift store	3
Reconstructed colonial buildings were not historically accurate	3
Unkempt look of garden	3
Disappointed with burial ground	2
No shade at picnic area	2
Other comments	3
<b>POLICIES/MANAGEMENT</b>	
Comment	1
<b>GENERAL COMMENTS</b>	
Nothing to dislike	47
Hot weather	11
Thunder storm and rain	5
Lack of time to do more	5
Bugs	3
Drive to the park	2
Other comments	9

### Planning for the future

Visitor groups were asked to provide suggestions for the future of George Washington Birthplace NM. Forty-nine percent of visitor groups (N=97 groups) responded to this question. A summary of their responses is listed below in Table 11 and complete copies of visitor responses are in the appendix.

**Table 11: Planning for the future**

N=131 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers were knowledgeable	3
Other comments	2
<b>INTERPRETIVE SERVICES</b>	
More costumed demonstrations	11
More publicity for the park	7
Need better film	6
More hands-on activities for children	5
More exhibits	5
More information about Washington family relationships	4
More in-depth history interpretation	4
Emphasize more about history of colonial era	4
Visit was informative	3
Publish schedule of park activities	2
Other comments	4
<b>FACILITIES/MAINTENANCE</b>	
Have food/drink available to purchase	7
Reconstruct the house	7
Reopen bathrooms at picnic area	4
Other comments	5
<b>RESOURCE MANAGEMENT</b>	
Keep it as historically correct as possible	6
Keep it as is, don't commercialize the park	4
Keep park as natural as possible	3
Other comment	1
<b>GENERAL COMMENTS</b>	
Overall satisfied with current condition of park	9
Disappointed not able to collect shark teeth	7
Other comments	2
Other comments	9

<b>Additional comments</b>
----------------------------

Thirty-eight percent of visitor groups (N=74) wrote additional comments. Their comments about George Washington Birthplace NM are summarized below (see Table 12). Complete copies of visitor comments are also included in the appendix.

---

**Table 12: Additional comments**

N=78 comments

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff were knowledgeable and helpful	11
<b>INTERPRETIVE SERVICES</b>	
Very informative and educational	5
More hands-on activities for children	2
Film was not available at time of our visit	2
Other comments	2
<b>FACILITIES/MAINTENANCE</b>	
Need restrooms at picnic area	4
Reopen the nature trails	3
Need better management of garden	2
Other comments	3
<b>POLICIES/MANAGEMENT</b>	
Fee was high for a big group	3
Should have more funding for park	2
Other comment	1
<b>GENERAL COMMENTS</b>	
Enjoyed our visit	13
Had great time	8
Beautiful	6
Proud to have monument in our area	4
Other comments	7

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## ADDITIONAL ANALYSIS

### George Washington Birthplace National Monument VSP Report 154

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

- |   |  |   |
|---|--|---|
| • Sources of information prior to visit                   | • Importance of information services/facilities used | • Primary language used                           |
| • Primary reasons for visiting the area                   | • Quality of information services/facilities used    | • Visitors with disabilities                      |
| • Length of visit   | • Importance of selected qualities/resources         | • Effects of selected elements on park experience |
| • Visitor expectations                                    | • Group type   | • Opinion about entrance fee                      |
| • Activities participated in during past visits           | • Group size   | • Learning preference                             |
| • Activities expected to participate in during this visit | • Vehicles per group                                 | • Total expenditures                              |
| • Activities participated in during this visit            | • Age  | • Expenditures inside park                        |
| • Most important activities of the visit                  | • Gender   | • Expenditures outside the park                   |
| • Places visited in the area                              | • State/country of residence                         | • Number of adults covered by expenses            |
| • Number of nights stayed away from home in the area      | • Number of visits in the past 12 months             | • Number of children covered by expenses          |
| • Type of lodging   | • Number of visits in lifetime                       | • Overall quality of visit                        |
| • Information services/facilities used                    | • Visitor race/ethnicity                             |   |

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## **QUESTIONNAIRE**





## VISITOR SERVICES PROJECT PUBLICATIONS

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

### 1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

### 1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

### 1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

### 1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

### 1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

### 1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

### 1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

### 1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

### 1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

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**Visitor Services Project Publications (continued)**

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**1994**

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

**1995**

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

**1996**

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

**1997**

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

**1998**

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

**1999**

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

**2001**

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

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**Visitor Services Project Publications (continued)****2002**

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

**2003**

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)


**2004**

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument

For more information about the Visitor Services Project, please visit the University of Idaho, Park Studies Unit website: <a href="http://www.psu.uidaho.edu">www.psu.uidaho.edu</a>
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