



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

Visitor Services Project



Dayton Aviation Heritage National Historical Park Visitor Study

**Summer 2004
Report 156**



University of Idaho

Park Studies Unit



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

Visitor Services Project

Dayton Aviation Heritage National Historical Park

Visitor Study Summer 2004

Marc F. Manni
Steven J. Hollenhorst

**Visitor Services Project
Report 156**

April 2005

Marc Manni is a research assistant for the VSP and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank the staff and volunteers of Dayton Aviation Heritage National Historical Park, Wendy Shields, and Levi Novey for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance. This visitor study is partially funded by Fee Demonstration Funding.

Visitor Services Project
Dayton Aviation Heritage National Historical Park
Report Summary

This report describes the results of a visitor study at Dayton Aviation Heritage National Historical Park (NHP) during July 10-18, 2004. A total of 373 questionnaires were distributed to visitor groups. Visitor groups returned 280 questionnaires for a 75% response rate.

This report profiles Dayton Aviation Heritage NHP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

Thirty-five percent of visitor groups consisted of two people and 33% were groups of three or four. Sixty-two percent of visitor groups were family groups and 17% were traveling alone. Fifty-two percent of visitors were aged 41-70 years and 21% were aged 15 years or younger.

There was not enough data to provide reliable information about international visitors. United States visitors were from Ohio (59%), Michigan (4%), and 37 other states, and Washington, D.C.

Prior to this visit, visitor groups most often obtained information about Dayton Aviation Heritage NHP through previous visits (39%), friends/relatives/word of mouth (25%), and U.S. Air Force Museum (23%). Eighty-two percent of visitor groups received information before their visit. Most groups (86%) received the information they needed about the park.

Primary reasons for visiting the Dayton Aviation Heritage NHP area (within 1/2-hour drive of park) included visiting friends/relatives in the area (26%) and visiting the park (24%). On this visit, the most frequently visited sites at Dayton Aviation Heritage NHP were Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center (53%), Wright Brothers Aviation Center (50%), and Wright Cycle Company (49%).

In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services/facilities by respondents included 1905 Hangar exhibits (82%), replica Wright Brothers airplane/launching catapult (82%), park brochure/map (78%), and Huffman Prairie Flying Field trailside interpretive signs/exhibits (78%). The visitor services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Wright Brothers Aviation Center exhibits (100%, N=127) and Huffman Prairie Flying Field trailside interpretive signs/exhibits (98%, N=37). The visitor services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included Wright-Dunbar Interpretive Center assistance from park staff (100%, N=72); Huffman Prairie Flying Field Interpretive Center visitor center exhibits (100%, N=57), assistance from park staff (100%, N=47), visitor center restrooms (100%, N=44); and Wright Brothers Aviation Center exhibits (99%, N=122) and assistance from park staff (99%, N=98).

The average visitor group expenditure in and outside the park (within one-half hour drive of park) was \$169. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$45. The average per capita expenditure was \$65.

Most visitor groups (99%) rated the overall quality of visitor services at Dayton Aviation Heritage NHP as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor" or "poor."

For more information about the Visitor Services Project, please visit the University of Idaho
Park Studies Unit website www.psu.uidaho.edu

TABLE OF CONTENTS

	Page
INTRODUCTION.....	1
METHODS.....	2
RESULTS	5
Visitor groups contacted	5
Demographics	5
Visitor awareness of National Park Service site	13
Sources of information.....	14
Primary reason for visiting the area	16
Number of vehicles used to arrive at park	17
Adequacy of directional signs.....	18
Wayfinding in the park	18
Parking availability at sites	18
Sites visited	21
Order of sites visited	21
Length of visit	23
Number of entries.....	23
Number of visits within 12 months	23
Number of visits within lifetime	23
Visitor services and facilities: use at all park sites.....	26
Visitor services and facilities: importance and quality at all park sites.....	27
Visitor services and facilities: use at Wright-Dunbar Interpretive Center	31
Visitor services and facilities: importance and quality at Wright-Dunbar Interpretive Center.....	32
Visitor services and facilities: use at Wright Cycle Company	36
Visitor services and facilities: importance and quality at Wright Cycle Company.....	37
Visitor services and facilities: use at Wright Brothers Aviation Center at Carillon Historical Park.....	38
Visitor services and facilities: importance and quality at Wright Brothers Aviation Center at Carillon Historical Park.....	39
Visitor services and facilities: use at Huffman Prairie Flying Field Interpretive Center.....	43
Visitor services and facilities: importance and quality at Huffman Prairie Flying Field Interpretive Center	44
Visitor services and facilities: use, importance, and quality at Huffman Prairie Flying Field.....	50
Visitor services and facilities: importance and quality at Huffman Prairie Flying Field	51
Visitor services and facilities: use at Paul Laurence Dunbar State Memorial.....	55
Visitor services and facilities: importance and quality at Paul Laurence Dunbar State Memorial.....	56
Reason for visiting Wright-Dunbar Interpretive Center and Huffman Prairie Flying Field Interpretive Center	58
Special interest in selected subjects	60
Number of nights in the area	61
Overnight accommodations.....	61
Total expenditures in and outside of park.....	63

TABLE OF CONTENTS

(continued)

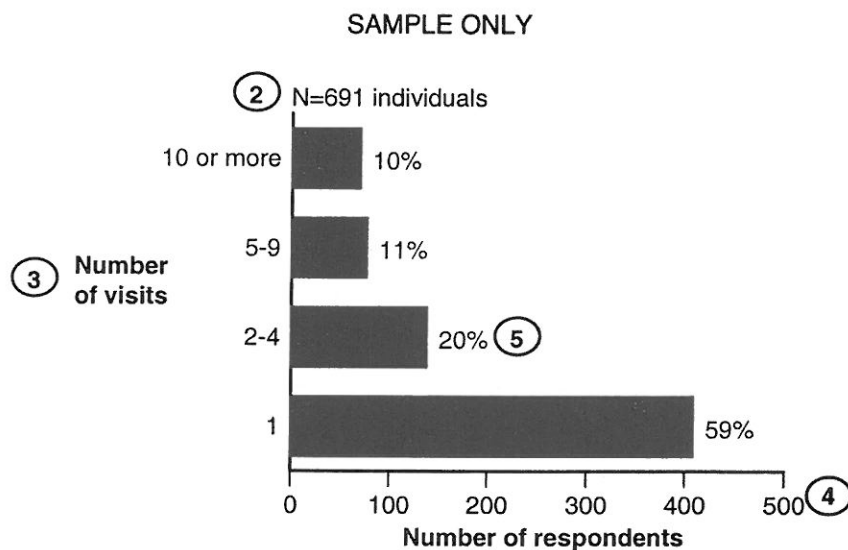
	Page
Number of adults and children covered by expenditures.....	63
Expenditures in park	66
Expenditures outside park	69
Visitor understanding of the connection between Wright Brothers and Paul Laurence Dunbar	76
Preferred methods to learn about the park in the future	77
Dedicated shuttle bus use on a future visit	79
Visitors interested in purchasing a combined entrance ticket to all park sites on a future visit	81
Overall quality of visitor services	82
Visitor opinions about national significance of park.....	83
What visitors liked most about exhibits	87
What visitors liked least about exhibits	90
Planning for the future.....	92
Additional comments.....	94
ADDITIONAL ANALYSIS	97
QUESTIONNAIRE.....	99
VISITOR SERVICES PROJECT PUBLICATIONS	101

INTRODUCTION

This report describes the results of a visitors study at Dayton Aviation Heritage NHP. This visitor study was conducted from July 10-18, 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 individuals or visitor groups 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 Dayton Aviation Heritage NHP 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 Dayton Aviation Heritage NHP. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

Interviews were conducted with, and 373 questionnaires were distributed to a sample of visitor groups who arrived at Dayton Aviation Heritage NHP during the period from July 10-18, 2004. Table 1 presents the locations and numbers of questionnaires distributed at each location. These locations were selected by park staff and the proportion of questionnaires distributed was based on park visitation statistics.

Table 1: Questionnaire distribution locations

N=373 visitor groups;
percentages do not equal 100 due to rounding.

Location	N	%
Wright Brothers Aviation Center at Carillon Historical Park	126	34
Wright Cycle Company Complex (The Wright Cycle Company building and the Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center)	125	34
Huffman Prairie Flying Field Interpretive Center	116	31
Huffman Prairie Flying Field	3	1
Paul Dunbar State Memorial	3	1
Total	373	101

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 member (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 pre-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.

Sampling 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 272 visitor groups, Figure 5 presents data for 775 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 Dayton Aviation Heritage NHP visitors returned 280 questionnaires, Figure 1 shows data for only 272 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 10-18, 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 ranged from warm/hot and sunny to cool and overcast with rain.

During the span of the survey, July 10-18, 2004, the following sites were closed on the dates listed:

Paul Laurence Dunbar State Memorial	12 and 13 July
Huffman Prairie Flying Field	11 and 14 July
Wright Brothers Aviation Center	12 July

RESULTS

Visitor groups contacted

At Dayton Aviation Heritage NHP, 380 visitor groups were contacted and 373 of these groups (98%) accepted questionnaires. Questionnaires were completed and returned by 280 visitor groups, resulting in a 75% response rate for this study.

Table 2 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 slightly significant for respondent age, but insignificant for visitor group size.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Average	N	Average
Age of respondents	367	50.9	266	53.2
Group size	369	4.2	272	3.9

Demographics

Group size: Figure 1 shows visitor group sizes, which ranged from one person to 50 people. Thirty-five percent of visitor groups consisted of two people, while another 33% had three or four people. Eighteen percent had five or more people.

Group type: Sixty-two percent of visitor groups were made up of family members and 17% were alone (see Figure 2). "Other" group types included Aviation Heritage Foundation meeting, Wright Brothers lecture series reception, in town for convention, Cub Scouts, group outing, university student, and motor home group. Only 1% of visitors were with a guided tour group (see Figure 3) or an educational/school group (see Figure 4).

Gender: Over one-half of visitors (51%) were male and 49% were female, as shown in Figure 5.

Age: Fifty-two percent of the visitors were in the 41-70 age group and 21% were 15 years or younger (see Figure 6).

Ethnicity/race: No respondents reported they were of Spanish/Hispanic/Latino ethnicity (see Figure 7). Most respondents (96%) reported they were of White racial background (see Figure 8).

Primary language: Ninety-eight percent of visitors groups reported that English was their primary language they spoke and read, as shown in Figure 9. "Other" primary languages included Arabic, Assyrian, Filipino, French, German, Japanese, Indian, Korean, Spanish, and Turkish.

Disabilities/impairments: Eight percent of visitors groups were with a member who had disabilities/ impairments that limited their ability to visit the park (see Figure 10). There were too few disabled/impaired visitors to provide reliable data concerning the types of disabilities/ impairments as well as whether or not they encountered access/service problems in the park (see Figures 11 and 12). Access/service problems included no wheelchair access at Paul Laurence Dunbar Home, inability to walk to all exhibits because of crutches, and walking distances between exhibits.

Country of residence: There were too few international visitors to provide reliable data (see Table 3).

State of residence: The largest proportions of United States visitors were from Ohio (59%) and Michigan (4%), as shown in Map 1 and Table 4. Smaller proportions of U.S. visitors came from another 37 states and Washington, D.C.

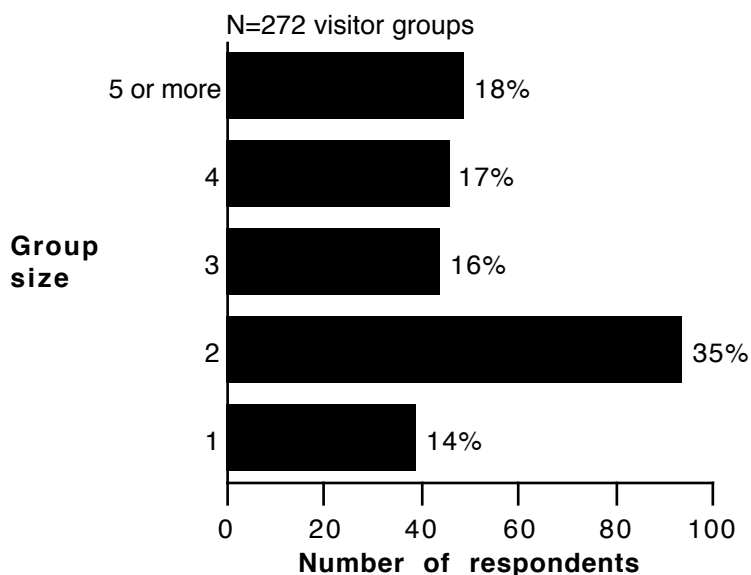
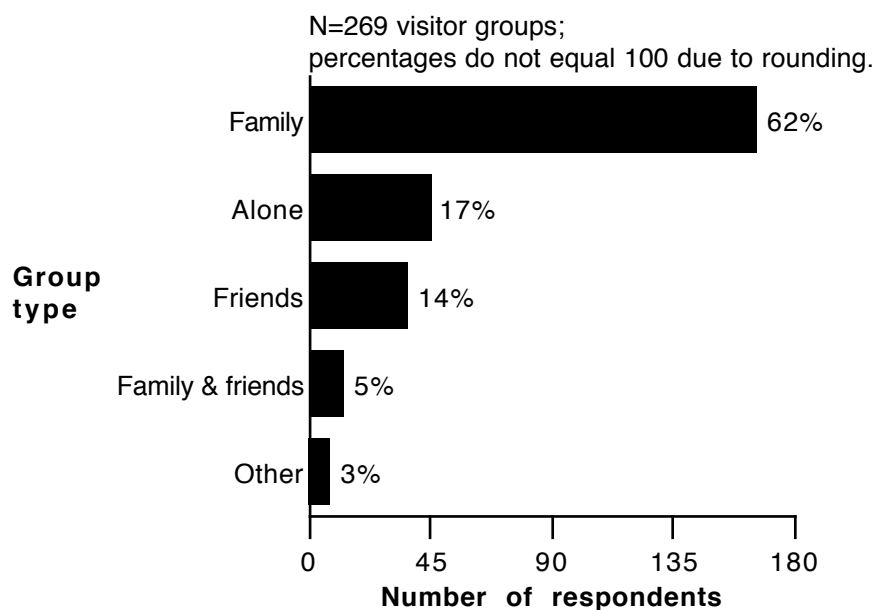
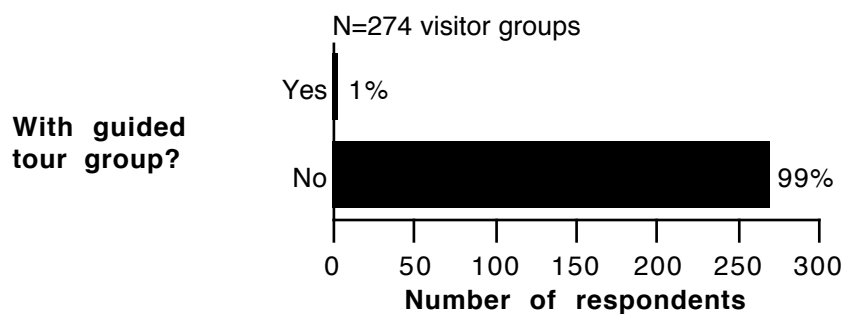
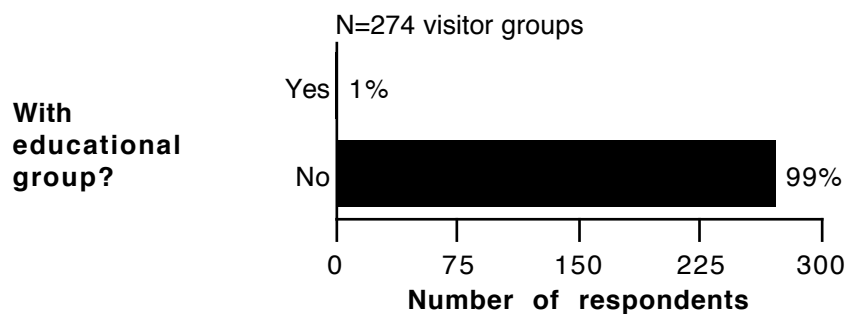
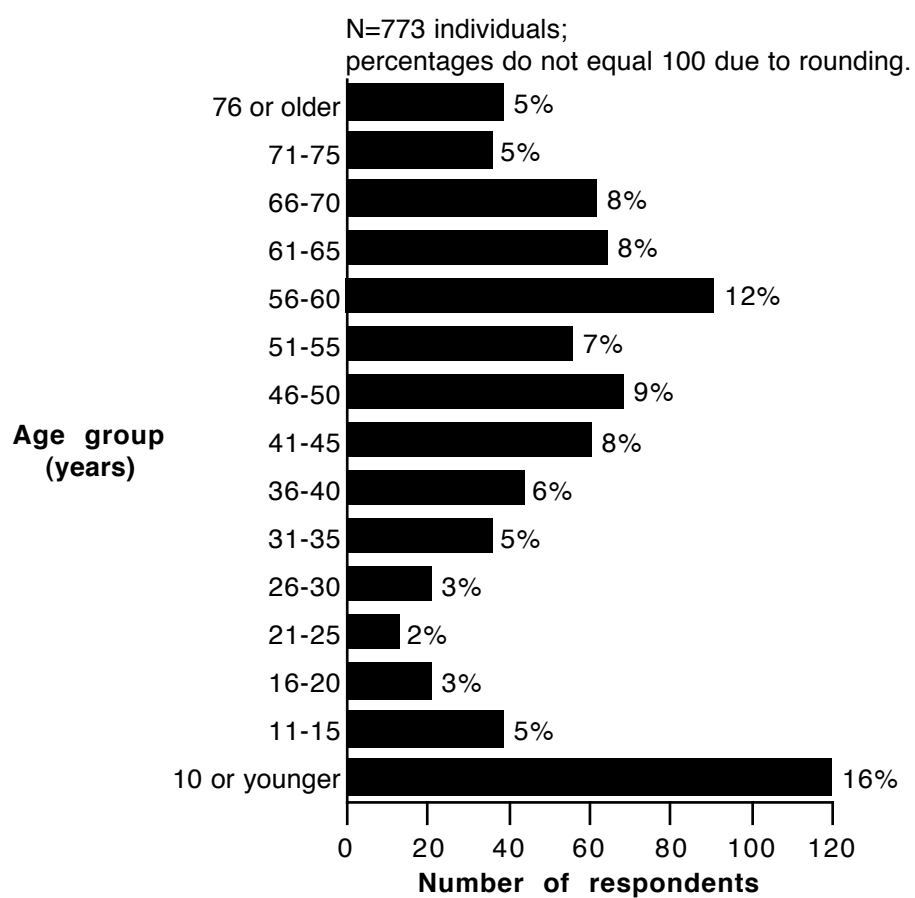


Figure 1: Visitor group size

**Figure 2: Visitor group type****Figure 3: Visitors with a guided tour group****Figure 4: Visitors with an educational/school group**

**Figure 5: Visitor gender****Figure 6: Visitor ages**

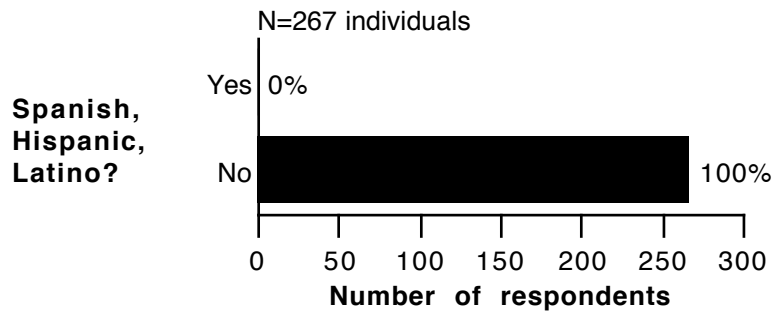


Figure 7: Visitor of Spanish/Hispanic/Latino ethnicity

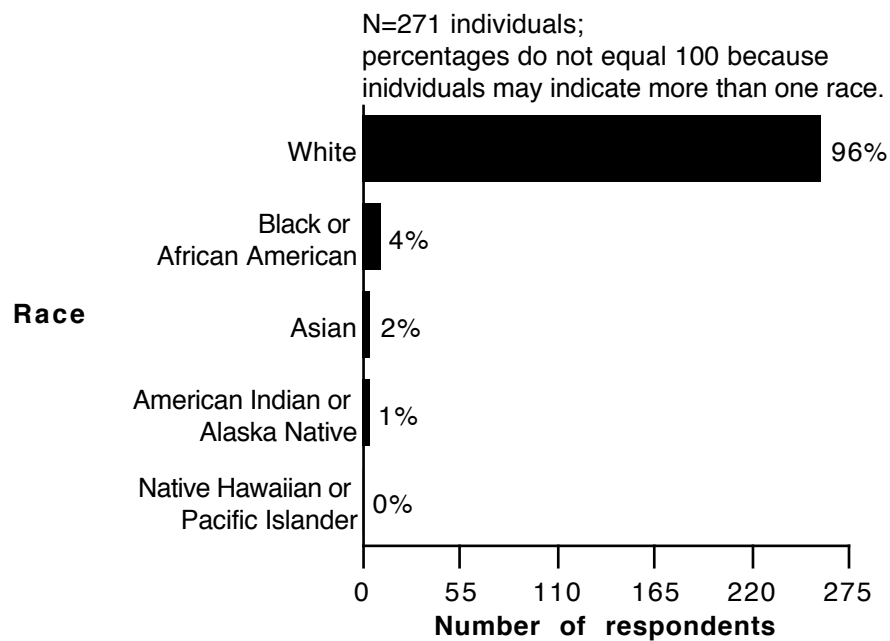


Figure 8: Visitor race

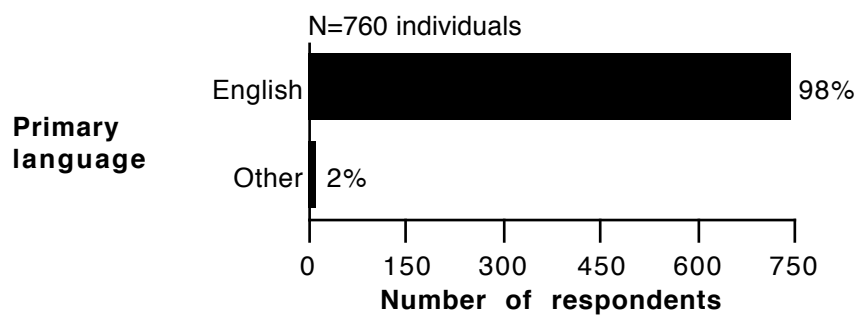


Figure 9: Primary language to speak and read

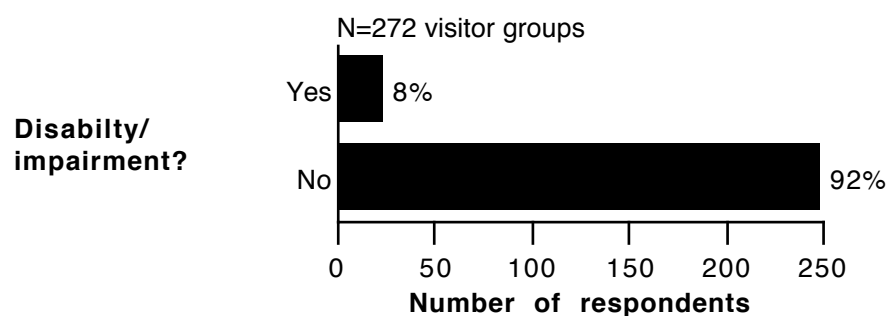


Figure 10: Visitor groups with disabilities/impairments that limited their ability to visit the park

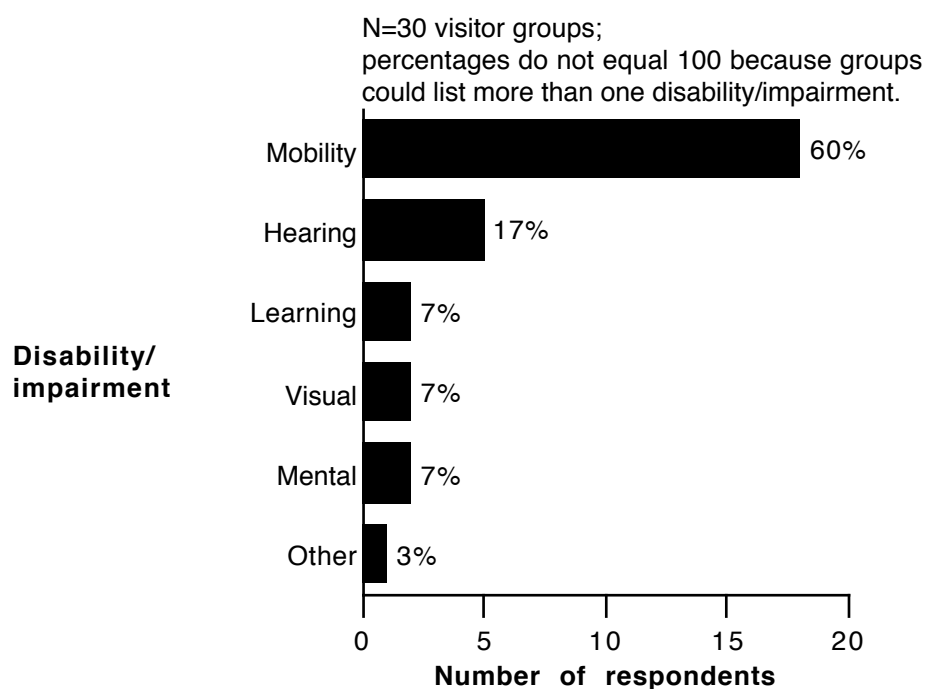


Figure 11: Types of visitor disabilities/impairments

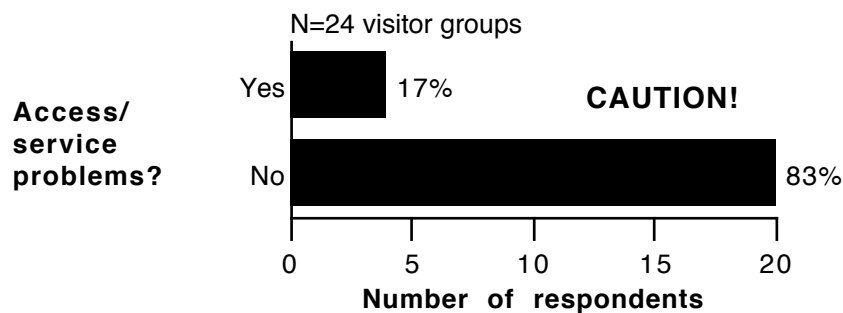
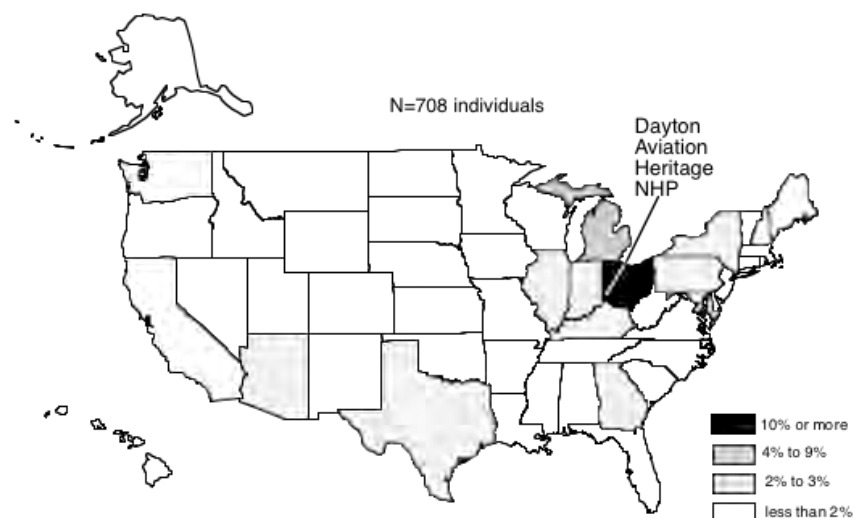


Figure 12: Visitor groups that encountered access/service problems at the park

Table 3: International visitors by country of residence

percentages do not equal 100 due to rounding. **CAUTION!**

Country	Number of individuals	Percent of international visitors N=18 individuals	Percent of total visitors N=726 individuals
Australia	7	39	1
Canada	7	39	1
France	1	6	<1
Germany	1	6	<1
Japan	1	6	<1
Turkey	1	6	<1



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

Table 4: United States visitors by state of residence

percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=708 individuals	Percent of total visitors N=726 individuals
Ohio	418	59	58
Michigan	25	4	3
Indiana	24	3	3
Texas	23	3	3
Illinois	16	2	2
Pennsylvania	16	2	2
Georgia	14	2	2
Kentucky	13	2	2
Arizona	12	2	2
Maryland	12	2	2
New York	12	2	2
California	10	1	1
Missouri	10	1	1
South Carolina	9	1	1
Florida	8	1	1
Alabama	6	1	1
New Mexico	6	1	1
Tennessee	6	1	1
Washington	6	1	1
Montana	5	1	1
North Carolina	5	1	1
New Jersey	5	1	1
Oklahoma	5	1	1
Virginia	4	1	1
15 other states and Washington, D.C.	38	5	5

Visitor awareness of National Park Service site

Visitor groups were asked, “Prior to your visit, were you and your group aware that Dayton, Ohio has a National Park Service site?” Fifty percent of visitor groups were aware that Dayton, Ohio has a park that is a National Park Service site, 44% were unaware, and 6% were “not sure” (see Figure 13).

Visitor groups were also asked, “Prior to your visit, were you and your group aware that Dayton Aviation Heritage National Historical Park (NHP) is a unit of the National Park System?” Fifty-eight percent of visitor groups were unaware that the park is a unit of the National Park System, 36% were aware, and 6% were “not sure” (see Figure 14).

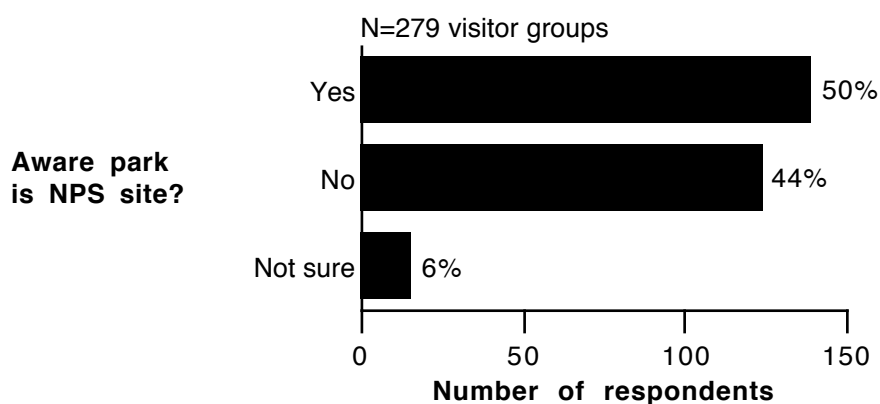


Figure 13: Visitor awareness that Dayton, Ohio has a National Park Service site

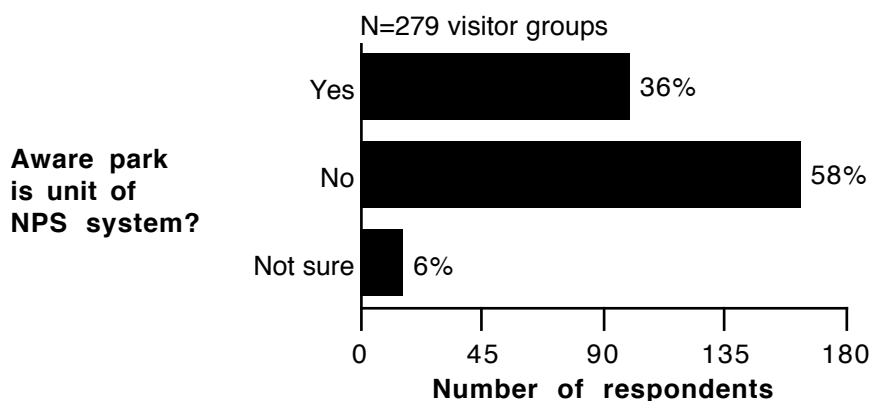


Figure 14: Visitor awareness that Dayton Aviation Heritage NHP is a unit of the National Park System

Sources of information

Visitor groups were asked to indicate the sources from which they had obtained information about Dayton Aviation Heritage NHP prior to their visit. Most visitor groups (82%) obtained information about the park prior to their visit, while 18% did not (see Figure 15). Of those groups who obtained information, the most common sources included previous visits (39%), friends/relatives/word of mouth (25%), and U.S. Air Force Museum (23%), as shown in Figure 16. “Other” sources of information included local residents, member of Carillon Park, school, various aviation books, National Park Passport book, and write-up in hotel directory.

Visitor groups who obtained information about Dayton Aviation Heritage NHP prior to this visit were then asked whether they received the type of information they needed. Most visitor groups (86%) reported that they received the information they needed (see Figure 17). However, 9% of visitor groups reported that they did not receive the information they needed and 5% were “not sure.”

The information that visitor groups needed but were unable to obtain included specific details about hours/days of operation, fees, and parking; detailed maps; directions to park sites; better signage; and general park information.

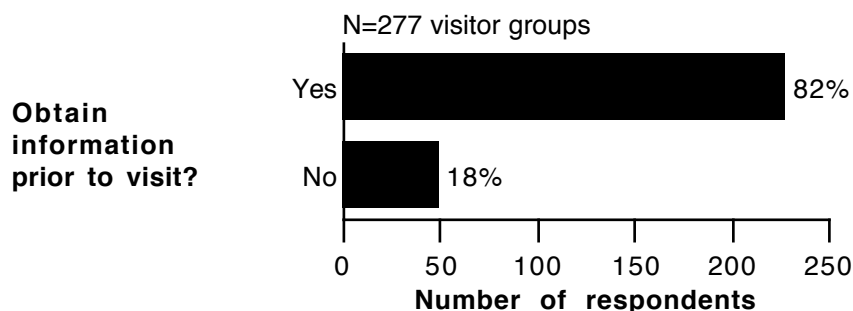


Figure 15: Visitors who obtained information about Dayton Aviation Heritage NHP prior to this visit

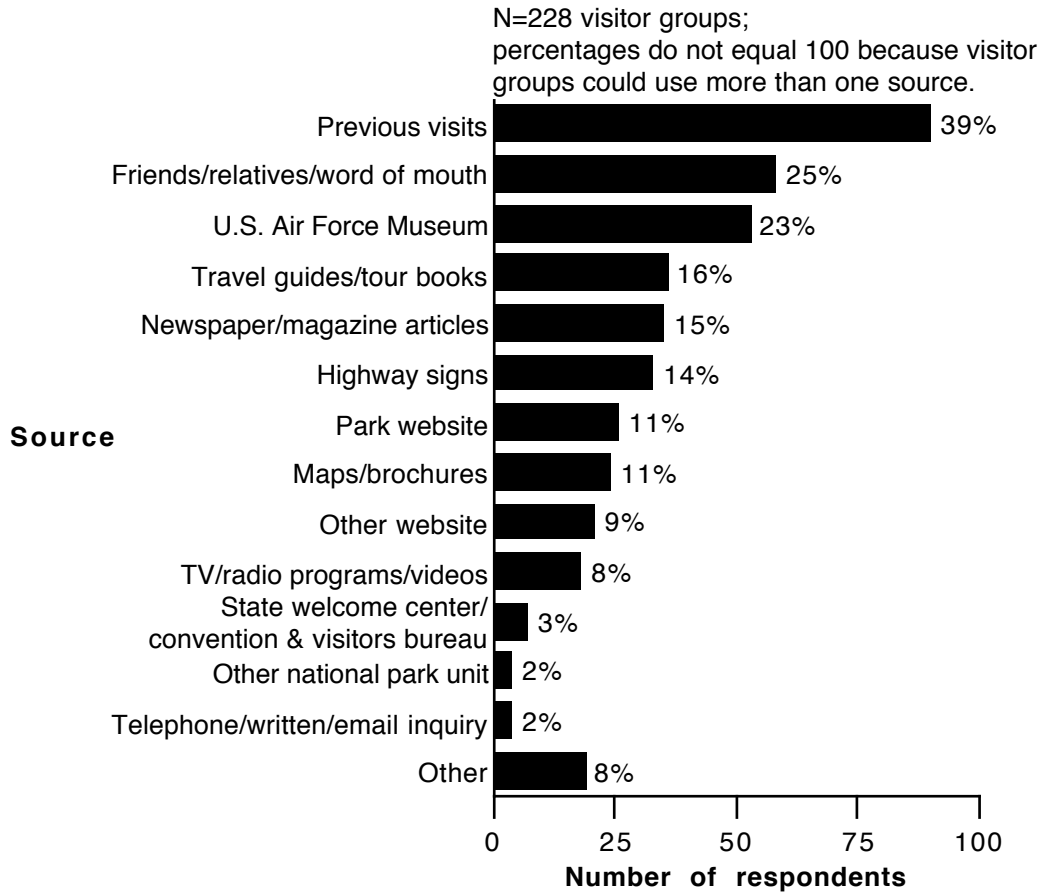


Figure 16: Sources of information used by visitor groups prior to this visit

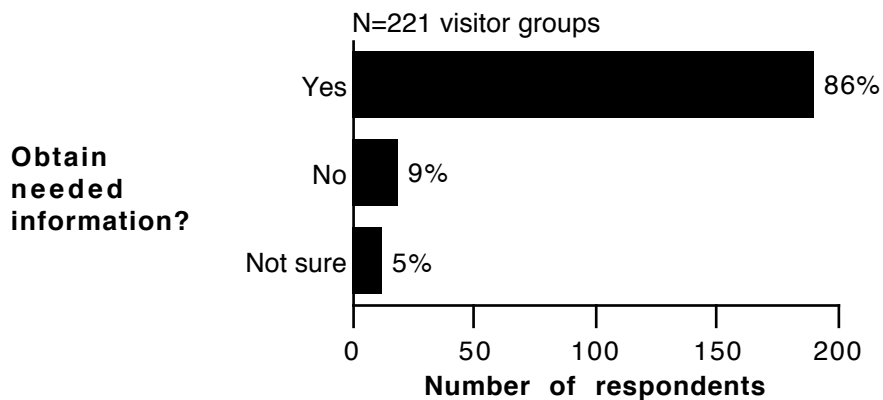
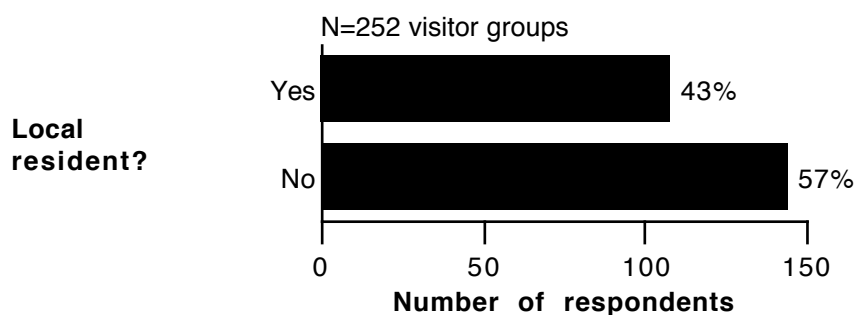
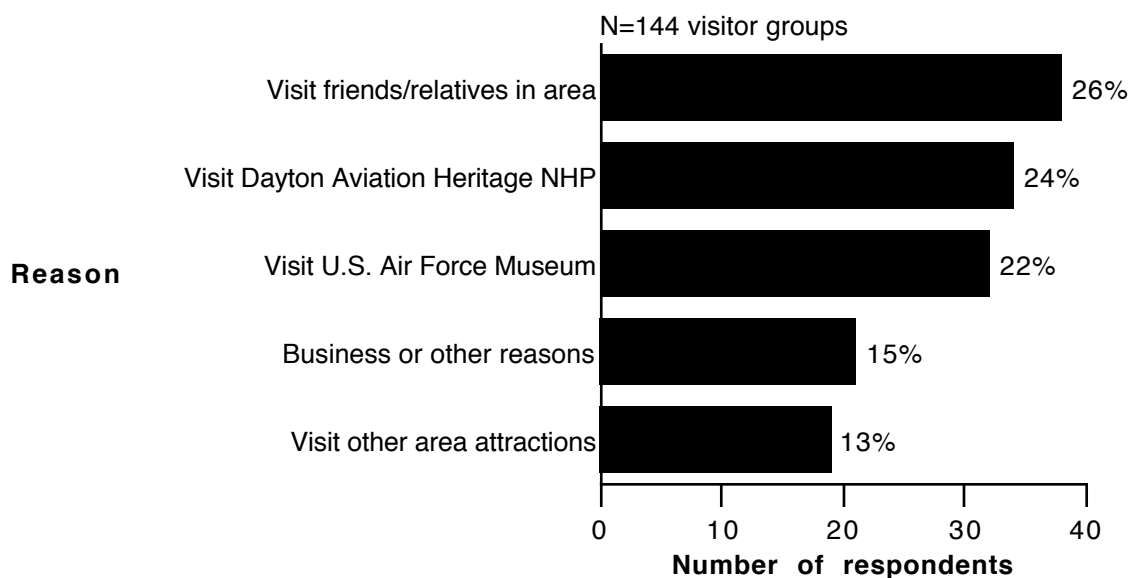


Figure 17: Visitor groups who received needed information prior to this visit to Dayton Aviation Heritage NHP

Primary reason for visiting the area

Visitor groups were asked their primary reason for visiting the Dayton Aviation Heritage NHP area (within one-half hour drive of park). Forty-three percent of visitor groups were residents of the area (see Figure 18). Twenty-six percent of visitor groups reported that visiting friends/relatives in the area as their primary reason for visiting the Dayton Aviation Heritage NHP area (see Figure 19). Twenty-four percent of visitor groups came to visit Dayton Aviation Heritage NHP and 22% came to visit the U.S. Air Force Museum. Thirteen percent of visitor groups came to visit other area attractions that included Dayton Air Show, Patterson Homestead, Piatt Castles and building by Frank Lloyd Wright, Sun Watch Village, University of Dayton, LaComedia, and areas around Middleton.

**Figure 18: Visitors who were local residents****Figure 19: Primary reason for visiting Dayton Aviation Heritage NHP area**

Number of vehicles used to arrive at park

Visitor groups were asked to list the number of vehicles they used to arrive at the park. The majority of visitor groups (90%) arrived in one vehicle, while 10% used two or more vehicles (see Figure 20).

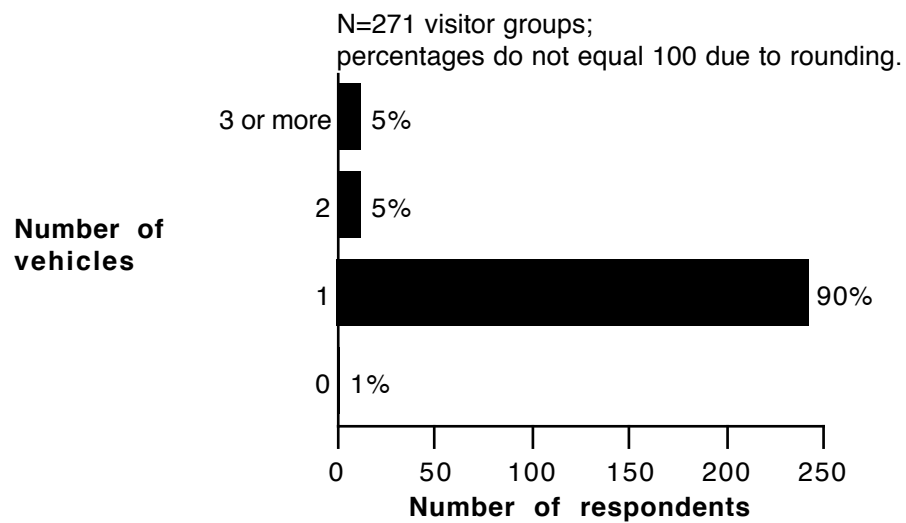


Figure 20: Number of vehicles per group

Adequacy of directional signs
Wayfinding in the park
Parking availability at sites

Adequacy of directional signs: Visitor groups were asked if the signs directing them to the park were adequate. Fifty percent of visitor groups reported that signs on interstates directing them to the park were adequate, while 40% were unsure, and 10% thought they were inadequate (see Figure 21). Fifty-three percent of visitor groups reported that signs on state highways directing them to the park were adequate, while 39% were unsure, and 8% thought they were inadequate (see Figure 22). Sixty-eight percent of visitor groups reported that signs in the community directing them to the park were adequate, while 24% were unsure, and 8% thought they were inadequate (see Figure 23).

Wayfinding in the park: Visitor groups were asked if they had any difficulty locating park sites. Ninety-three percent of visitor groups did not have difficulty locating sites within the park (see Figure 24). The 7% of groups who had difficulty, had trouble finding Huffman Prairie Flying Field, Huffman Prairie Flying Field Interpretive Center, Aviation Trail Visitor Center, and Carillon Historical Park. “Other” wayfinding difficulties included turned wrong way at Patterson, missed signs at U.S. Air Force Museum, no signage after U.S. Air Force Museum turnoff, misleading signs from 70 West, correct turn off Rt. 49 South, poor signage, and one entrance closed.

Parking availability at sites: Visitor groups were asked if they had any difficulty finding parking at the park sites. Most visitor groups (96%) did not have difficulty finding parking (see Figure 25). Visitor groups reported difficulty finding parking at Aviation Trail Visitor Center and Wright Cycle Company. “Other” parking problems included unlabeled parking within park and unlabeled parking at Wright Cycle Company and Wright-Dunbar Interpretive Center.

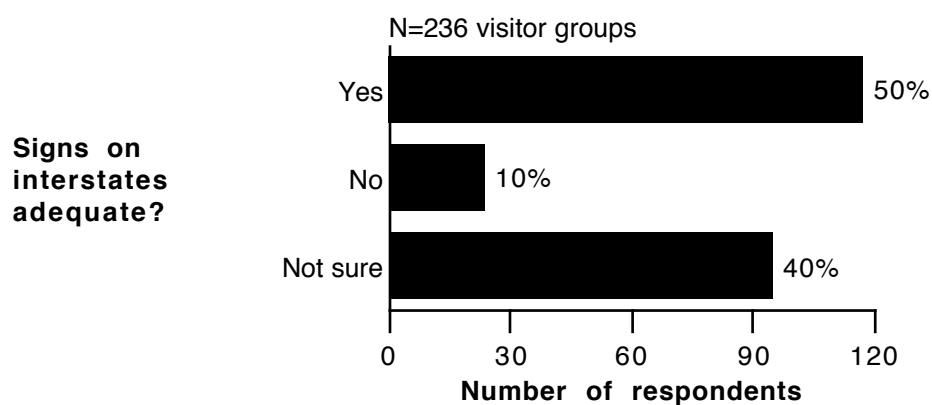


Figure 21: Adequacy of directional signs on interstates

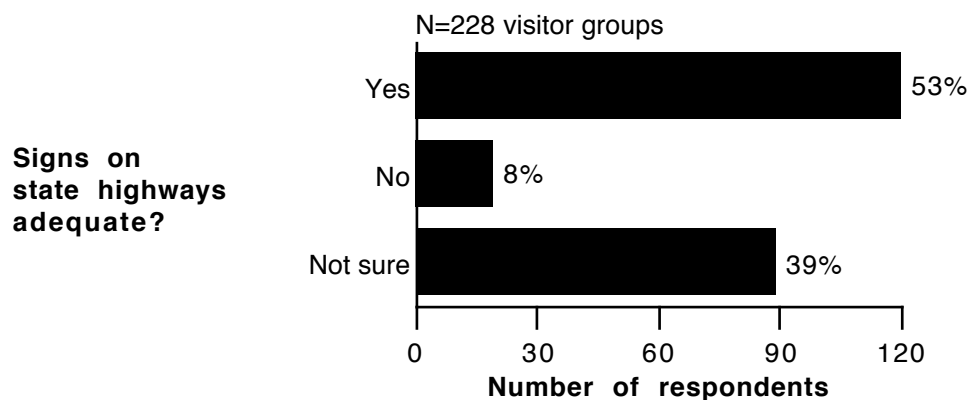


Figure 22: Adequacy of directional signs on state highways

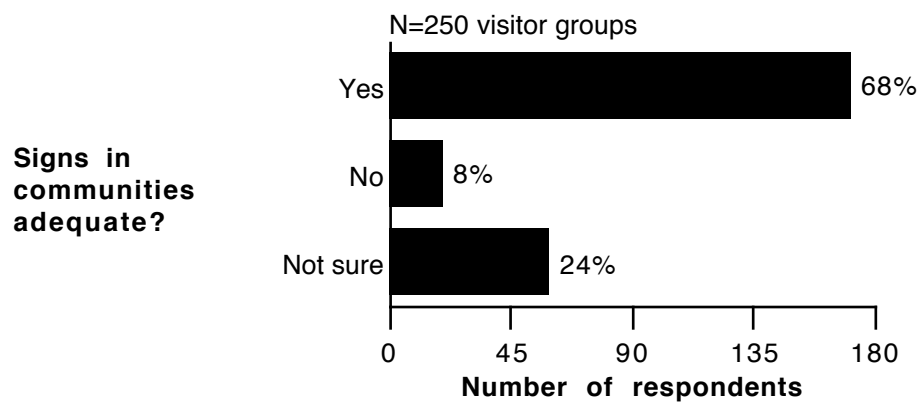


Figure 23: Adequacy of directional signs in communities

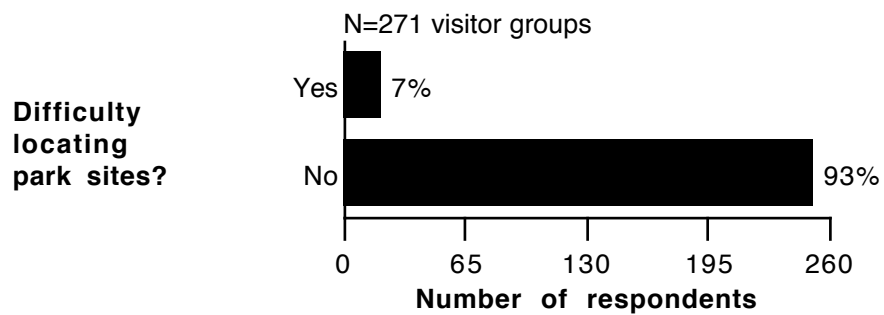


Figure 24: Visitors with difficulty locating park sites

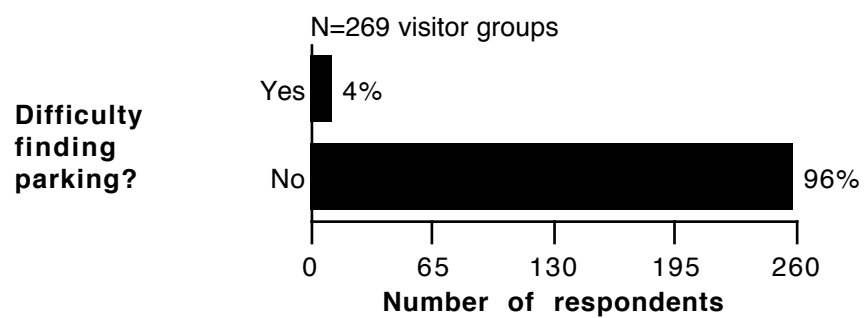


Figure 25: Visitors who had difficulty finding parking at park sites

Sites visited Order of sites visited

Sites visited: Map 2 was provided to visitor groups when they were asked to list the sites they visited at Dayton Aviation Heritage NHP. The most visited sites included Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center (53%), Wright Brothers Aviation Center (50%), and visited Wright Cycle Company (49%), as shown in Figure 26. The least visited site was Paul Laurence Dunbar State Memorial (5%).

Order of sites visited: Visitor groups were asked to list the order in which they visited park sites. Thirty percent of visitor groups visited Wright Brothers Aviation Center first on this visit (see Figure 27). Other sites that visitor groups visited first were Wright Cycle Company (24%) and Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center (23%).



Map 2: Dayton Aviation Heritage NHP map

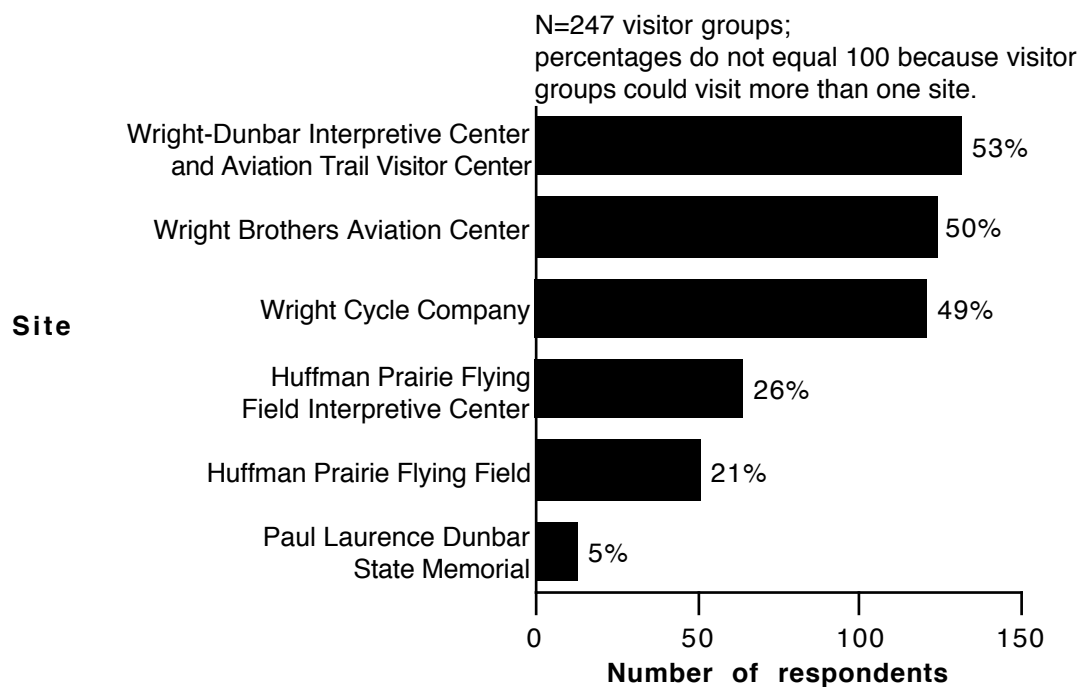


Figure 26: Sites visited at Dayton Aviation Heritage NHP

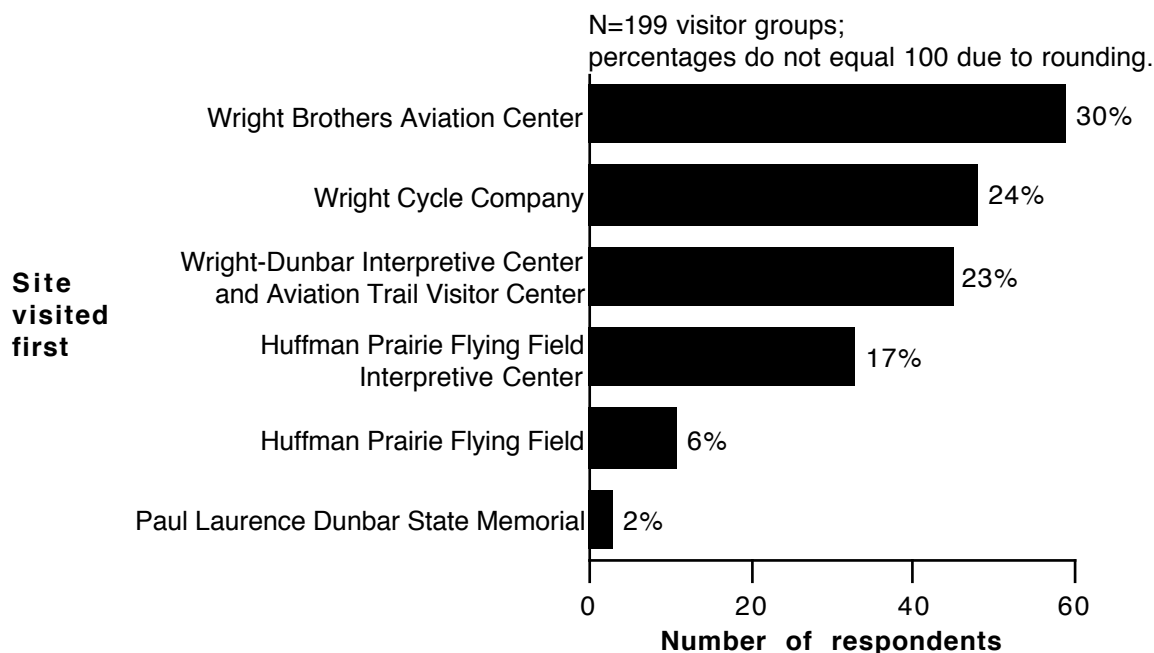


Figure 27: Sites visited first at Dayton Aviation Heritage NHP

Length of visit
Number of entries
Number of visits within 12 months
Number of visits within lifetime

Length of visit: Visitor groups were then asked to report the number of hours they spent at each of the park sites. Most visitor groups spent up to one hour at each site (see Table 5).

Number of entries: Visitor groups were also asked the number of times they entered park sites on this visit. Most visitor groups entered park sites only once (see Table 6).

Number of visits within 12 months: Visitor groups were then asked to report how many times they visited each site during the past 12 months. Most visitor groups visited park sites only once during the last 12 months (see Table 7).

Number of lifetime visits: Visitor groups were also asked to report how many times they visited each site during their lifetime. Most visitor groups visited park sites only once during their lifetime (see Table 8).

Table 5: Number of hours spent at site

N=number of visitor groups;
 percentages may not equal 100 due to rounding.
 Interpret data with an "N" of less than 30 with **CAUTION!**

Site	N	Number of hours			Avg.
		Up to 1	2	3 or more	
Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center	123	67%	22%	11%	1:20
Wright Cycle Company	114	94%	6%	0%	0:36
Wright Brothers Aviation Center	115	59%	21%	20%	1:30
Huffman Prairie Flying Field	46	85%	11%	4%	0:54
Huffman Prairie Flying Field Interpretive Center	58	79%	17%	3%	1
Paul Laurence Dunbar State Memorial	11	91%	9%	0%	0:54

Table 6: Number of times entered site

N=number of visitor groups;
interpret data with an "N" of less than 30 with **CAUTION!**

Site	N	Number of times entered		
		1	2	3 or more
Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center	112	91%	9%	0%
Wright Cycle Company	100	96%	3%	1%
Wright Brothers Aviation Center	102	98%	2%	0%
Huffman Prairie Flying Field	41	85%	15%	0%
Huffman Prairie Flying Field Interpretive Center	51	92%	8%	0%
Paul Laurence Dunbar State Memorial	11	91%	9%	0%

Table 7: Number of visits in past 12 months

N=number of visitor groups;
percentage may not equal 100 percent due to rounding.
Interpret data with an "N" of less than 30 with **CAUTION!**

Site	N	Number of visits		
		1	2	3 or more
Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center	104	88%	5%	7%
Wright Cycle Company	106	89%	6%	6%
Wright Brothers Aviation Center	110	78%	13%	9%
Huffman Prairie Flying Field	57	84%	12%	4%
Huffman Prairie Flying Field Interpretive Center	74	76%	19%	5%
Paul Laurence Dunbar State Memorial	24	88%	4%	8%

Table 8: Number of visits in lifetime

N=number of visitor groups;
percentage may not equal 100 percent due to rounding.
Interpret data with an "N" of less than 30 with **CAUTION!**

Site	N	Number of visits		
		1	2	3 or more
Wright-Dunbar Interpretive Center and Aviation Trail Visitor Center	97	82%	8%	9%
Wright Cycle Company	102	71%	14%	16%
Wright Brothers Aviation Center	106	55%	13%	32%
Huffman Prairie Flying Field	55	73%	16%	11%
Huffman Prairie Flying Field Interpretive Center	68	71%	15%	15%
Paul Laurence Dunbar State Memorial	22	86%	9%	5%

**Visitor services and facilities: use at
all park sites**

Visitors were asked to note the visitor services and facilities they used at all park sites during this visit to Dayton Aviation Heritage NHP. The most used service/facility was the park brochure/map (78%). The least used service/facility was park website used before or during visit (22%), as shown in Figure 28.

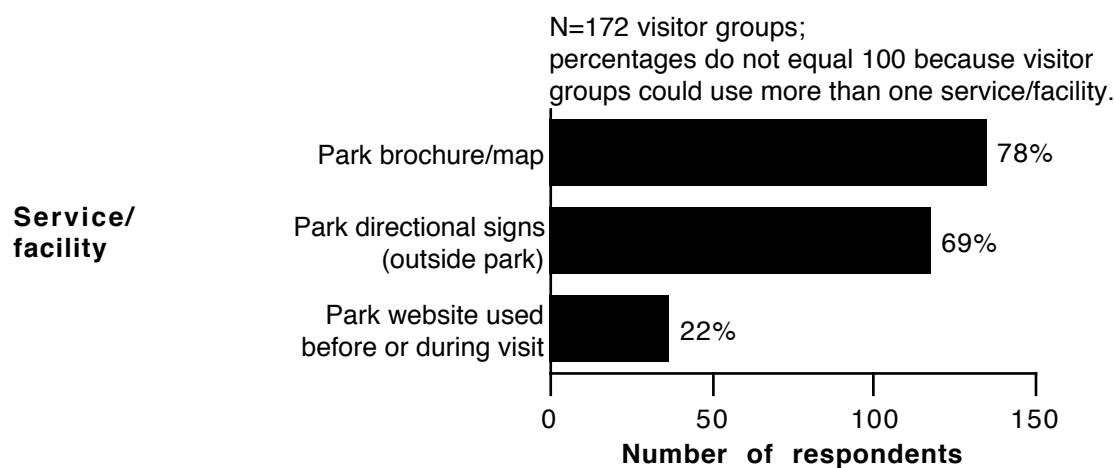


Figure 28: Visitor services and facilities used at all park sites

Visitor services and facilities: importance and quality at all park sites

Visitor groups rated the importance and quality of each of the visitor services and facilities they used at all park sites. The following five-point scales were used in the questionnaire.

IMPORTANCE

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

QUALITY

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service/facility. Figures 29 and 30 show the average importance and quality ratings for each of the visitor services/facilities. All services/facilities were rated above average in importance and quality.

Table 9 shows 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 were park website used before or during visit (82%, N=105) and park directional signs—outside park (82%, N=105), as shown in Figure 31. The service/facility receiving the highest “not important” rating by visitor groups was park website used before or during visit (3%, N=34).

Table 10 shows the quality ratings that were provided by visitor groups for each of the services/facilities. The service/facility receiving the highest proportion of combined “very good” and “good” ratings was park brochure/map (85%, N=118), as shown in Figure 32. The service/facility receiving the highest “very poor” rating by visitor groups was park website used before or during visit (3%, N=33).

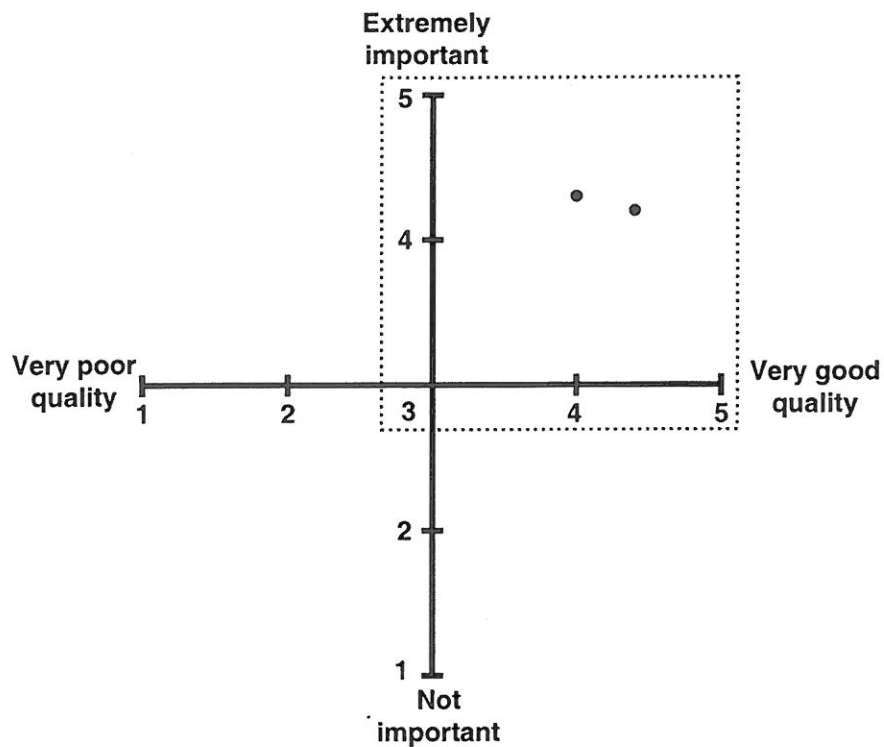


Figure 29: Average importance and quality ratings for visitor services and facilities at all park sites

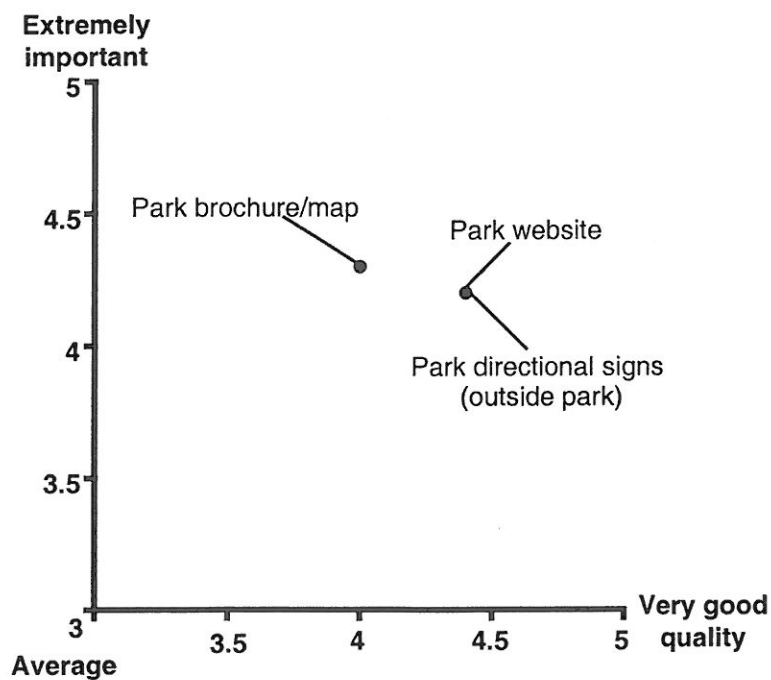


Figure 30: Detail of Figure 29

Table 9: Importance of visitor services and facilities at all park sites

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

Visitor service/facility	N	Not important	Somewhat important	Moderately important	Very important	Extremely important
Park brochure/map	123	0%	3%	20%	28%	49%
Park website used before or during visit	34	3%	6%	9%	26%	56%
Park directional signs (outside park)	105	0%	4%	13%	30%	52%

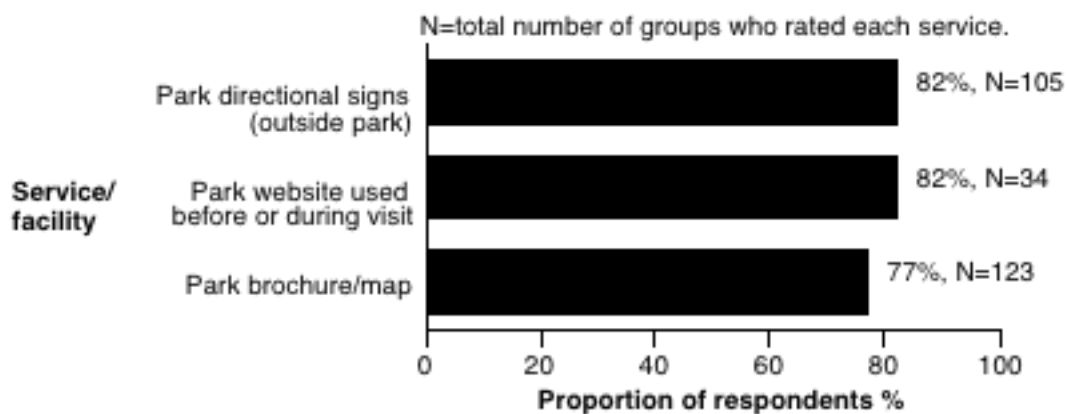


Figure 31: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities at all park sites

Table 10: Quality of visitor services and facilities at all park sites

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

Visitor service/facility	N	Very poor	Poor	Average	Good	Very good
Park brochure/map	118	0%	2%	13%	31%	54%
Park website used before or during visit	33	3%	3%	18%	39%	36%
Park directional signs (outside park)	100	0%	8%	21%	34%	37%

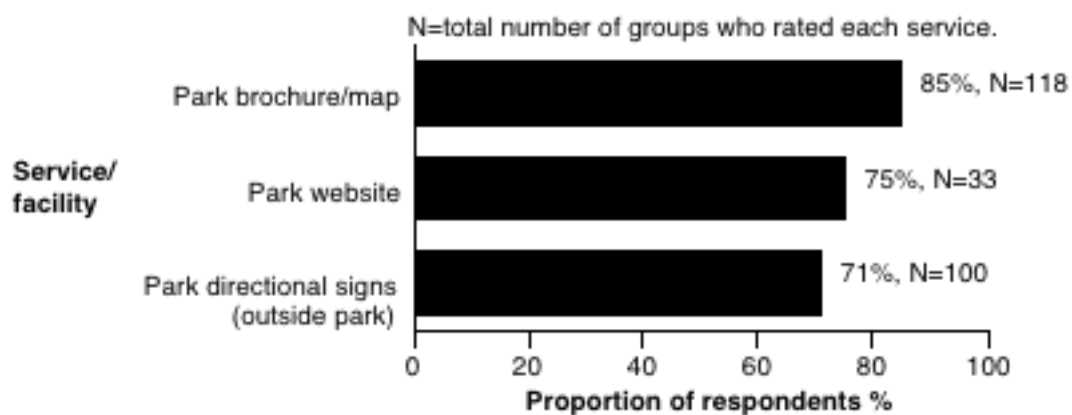
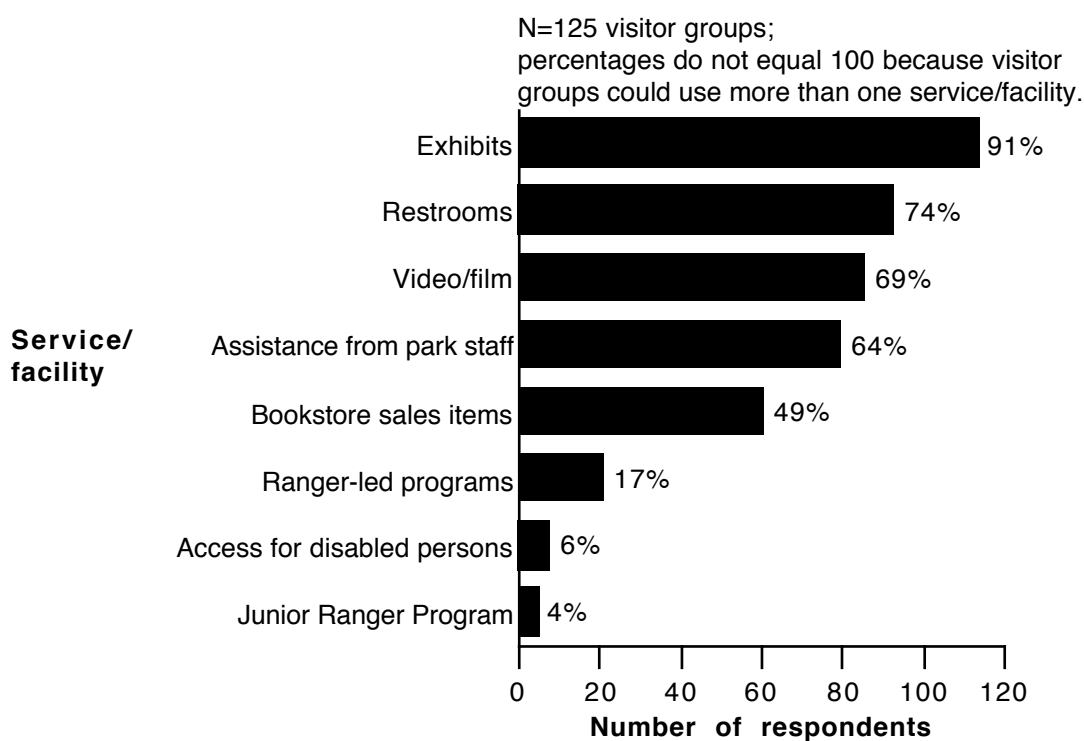


Figure 32: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities at all park sites

**Visitor services and facilities: use at
Wright-Dunbar Interpretive Center**

Visitors were asked to note the visitor services and facilities they used at Wright-Dunbar Interpretive Center during this visit to Dayton Aviation Heritage NHP. The most used service/facility was exhibits (91%), restrooms (74%), video/film (69%), and assistance from park staff (64%), as shown in Figure 33. The least used service/facility was Junior Ranger Program (4%).



**Figure 33: Visitor services and facilities used at
Wright-Dunbar Interpretive Center**

**Visitor services and facilities: importance and quality at
Wright-Dunbar Interpretive Center**

Visitor groups rated the importance and quality of each of the visitor services and facilities they used at Wright-Dunbar Interpretive Center. The following five-point scales were used in the questionnaire.

IMPORTANCE

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

QUALITY

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service/facility. Figures 34 and 35 show the average importance and quality ratings for each of the visitor services/facilities. All services/facilities were rated above average in importance and quality. Note: Ranger-led programs, Junior Ranger Program, and access for disabled persons were not rated by enough visitors to provide reliable data.

Table 11 shows 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 was video/film (89%, N=80), exhibits (88%, N=106), assistance from park staff (88%, N=74), and restrooms (85%, N=86), as shown in Figure 36. The service/facility receiving the highest “not important” rating by visitor groups was bookstore sales items at visitor center (2%, N=53).

Table 12 shows the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportions of “very good” and “good” ratings was assistance from park staff (100%, N=72), restrooms (97%, N=83), exhibits (96%, N=104), video/film (95%, N=79), and as shown in Figure 37. The service/facility receiving the highest “very poor” rating by visitor groups was bookstore sales items at visitor center (2%, N=50).

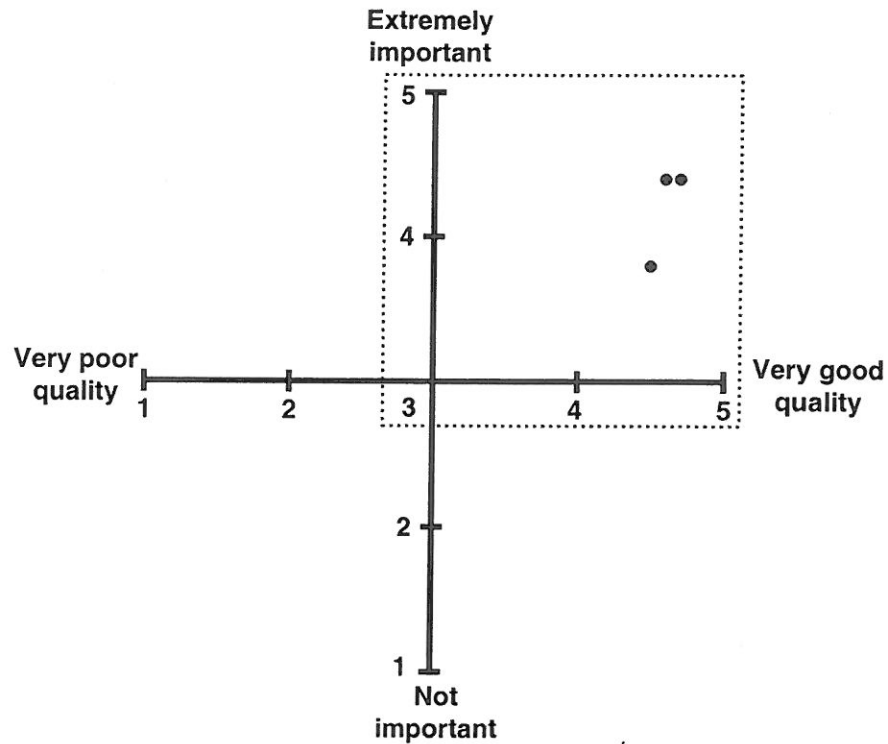


Figure 34: Average importance and quality ratings for visitor services and facilities at Wright-Dunbar Interpretive Center

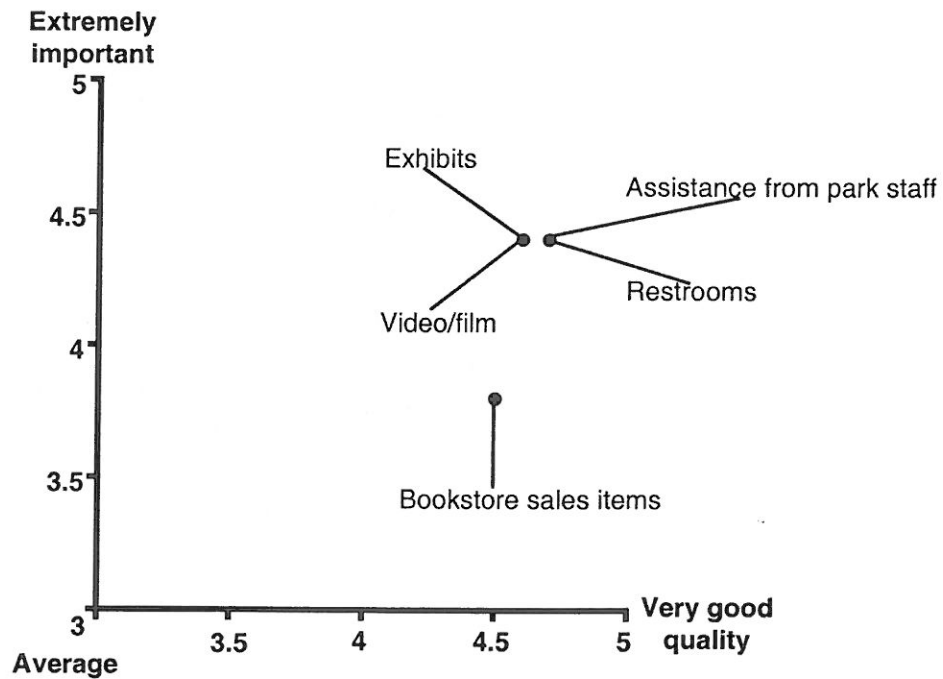


Figure 35: Detail of Figure 34

Table 11: Importance of visitor services and facilities at Wright-Dunbar Interpretive Center

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.
Interpret data with "N" of less than 30 with **CAUTION!**

Visitor service/facility	N	Not important	Somewhat important	Moderately important	Very important	Extremely important
Exhibits	106	0%	1%	11%	32%	56%
Video/film	80	0%	1%	10%	41%	48%
Restrooms	86	0%	0%	15%	26%	59%
Bookstore sales items (visitor center)	53	2%	6%	36%	19%	38%
Assistance from park staff	74	0%	1%	11%	30%	58%
Ranger-led programs	18	0%	0%	6%	44%	50%
Junior Ranger Program	5	0%	0%	20%	40%	40%
Access for disabled persons	7	0%	0%	0%	29%	71%

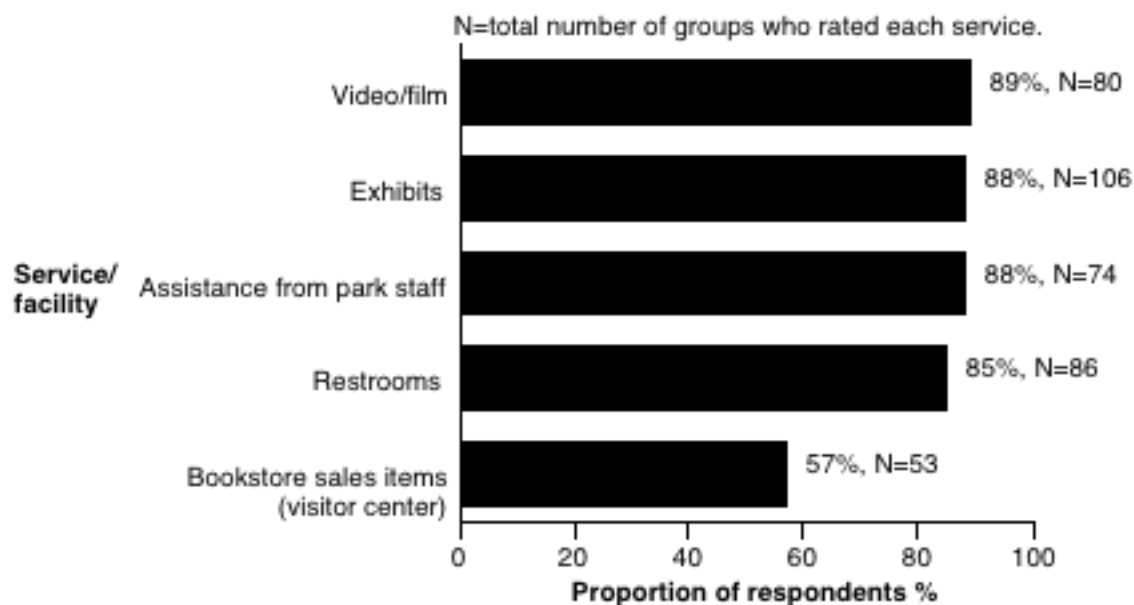


Figure 36: Combined proportions of “extremely important ” and “very important” ratings for visitor services and facilities at Wright-Dunbar Interpretive Center

Table 12: Quality of visitor services and facilities at Wright-Dunbar Interpretive Center

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.
Interpret data with "N" of less than 30 with **CAUTION!**

Visitor service/facility	N	Very poor	Poor	Average	Good	Very good
Exhibits	104	0%	0%	4%	32%	64%
Video/film	79	0%	0%	5%	32%	63%
Restrooms	83	0%	0%	4%	28%	69%
Bookstore sales items (visitor center)	50	2%	0%	6%	28%	64%
Assistance from park staff	72	0%	0%	0%	26%	74%
Ranger-led programs	17	0%	0%	0%	35%	65%
Junior Ranger Program	5	20%	0%	0%	40%	40%
Access for disabled persons	7	0%	0%	0%	43%	57%

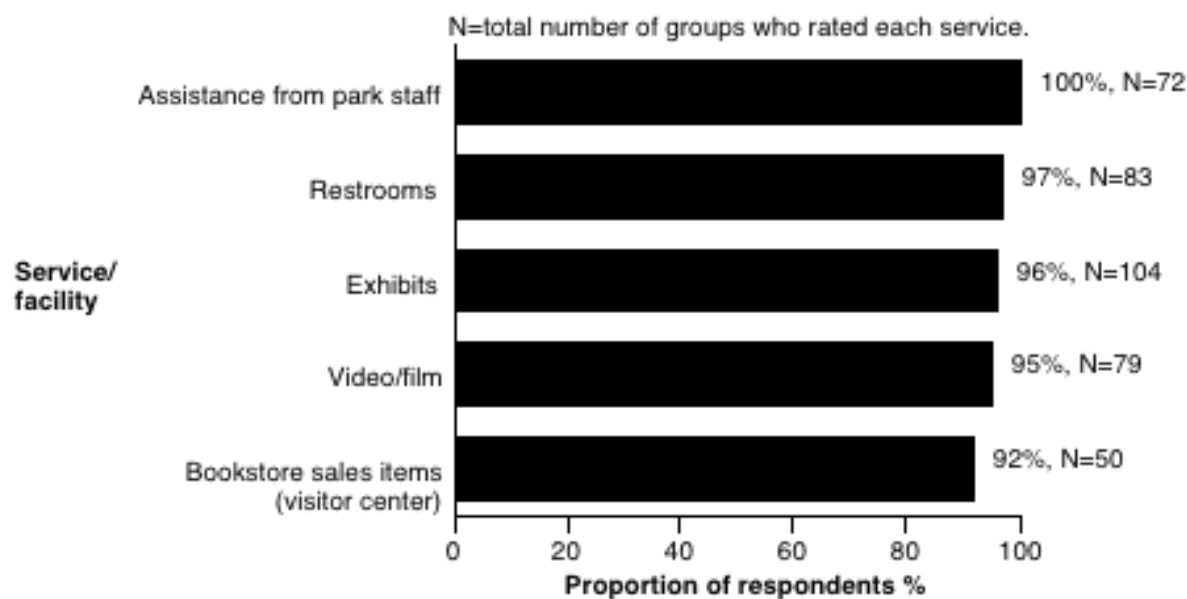
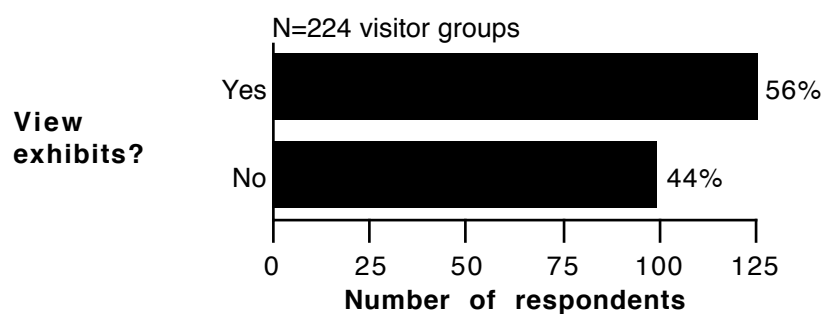


Figure 37: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities at Wright-Dunbar Interpretive Center

**Visitor services and facilities: use at
Wright Cycle Company**

Visitors were asked to note the visitor services and facilities they used at Wright Cycle Company during this visit to Dayton Aviation Heritage NHP. Fifty-six percent of visitor groups who visited the Wright Cycle Company viewed exhibits (see Figure 38).



**Figure 38: Services and facilities used at
Wright Cycle Company**

Visitor services and facilities: importance and quality at Wright Cycle Company

Visitor groups rated the importance and quality of the exhibits they viewed at Wright Cycle Company. The following five-point scales were used in the questionnaire.

IMPORTANCE
1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

QUALITY
1=Very poor
2=Poor
3=Average
4=Good
5=Very good

The average importance and quality ratings for the exhibits were determined based on ratings provided by visitors who used the exhibits. The exhibits were rated above average in importance (4.4) and quality (4.4).

Table 13 shows the importance ratings that were provided by visitor groups for exhibits. Eighty-six percent of visitor groups rated the importance of exhibits as “extremely important” and “very important.”

Table 13: Importance of exhibits at Wright Cycle Company

N=number of visitor groups who rated each service/facility.

Visitor service/facility	N	Not important	Somewhat important	Moderately important	Very important	Extremely important
Exhibits	116	1%	1%	12%	33%	53%

Table 14 shows the quality ratings that were provided by visitor groups for the exhibits. Eighty-six percent of visitor groups rated the quality of exhibits as “very good” and “good.”

Table 14: Quality of exhibits at Wright Cycle Company

N=number of visitor groups who rated each service/facility;

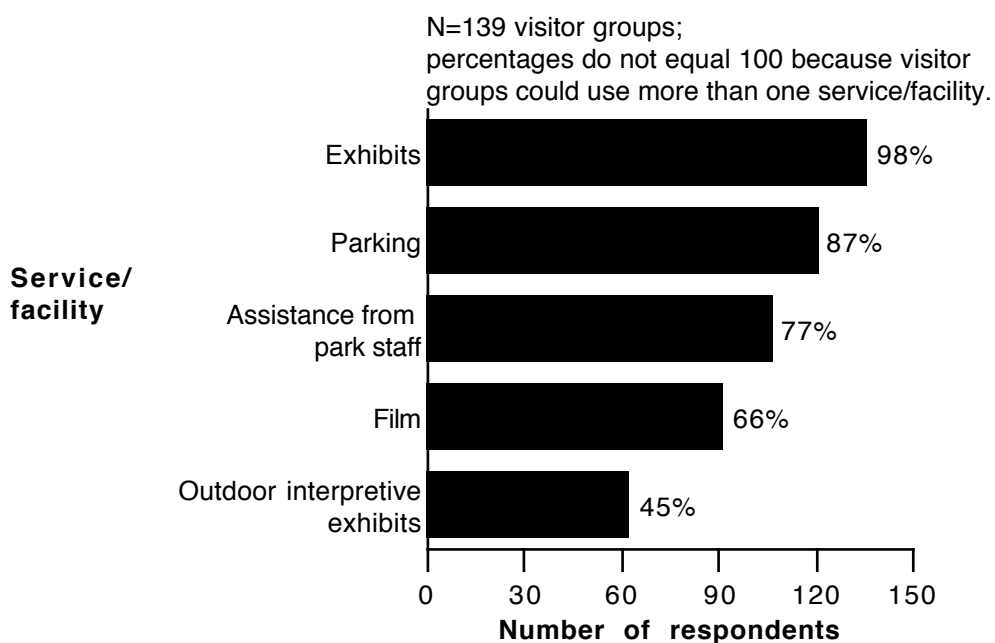
percentages may not equal 100 due to rounding.

Interpret data with “N” of less than 30 with **CAUTION!**

Visitor service/facility	N	Very poor	Poor	Average	Good	Very good
Exhibits	114	1%	2%	10%	32%	56%

**Visitor services and facilities: use at
Wright Brothers Aviation Center at Carillon Historical Park**

Visitors were asked to note the visitor services and facilities they used at Wright Brothers Aviation Center at Carillon Historical Park during this visit to Dayton Aviation Heritage NHP. The most used service/facility was exhibits (98%), as shown in Figure 39. The least used service/facility was outdoor interpretive exhibits (45%).



**Figure 39: Visitor services and facilities used at
Wright Brothers Aviation Center at Carillon Historical Park**

Visitor services and facilities: importance and quality at Wright Brothers Aviation Center at Carillon Historical Park

Visitor groups rated the importance and quality of each of the visitor services and facilities they used at Wright Brothers Aviation Center at Carillon Historical Park. The following five-point scales were used in the questionnaire.

IMPORTANCE
1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

QUALITY
1=Very poor
2=Poor
3=Average
4=Good
5=Very good

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service/facility. Figures 40 and 41 show the average importance and quality ratings for each of the visitor services/facilities. All services/facilities were rated above average in importance and quality.

Table 15 shows 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 were exhibits (100%, N=127) and film (95%, N=87), as shown in Figure 42. The service/facility receiving the highest “not important” rating by visitor groups was assistance from park staff (1%, N=103).

Table 16 shows the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportions of “very good” and “good” ratings were exhibits (99%, N=122) and assistance from park staff (99%, N=98), as shown in Figure 43. The services/facilities receiving the highest “very poor” ratings by visitor groups were exhibits (1%, N=122), film (1%, N=83), and parking (1%, N=114).

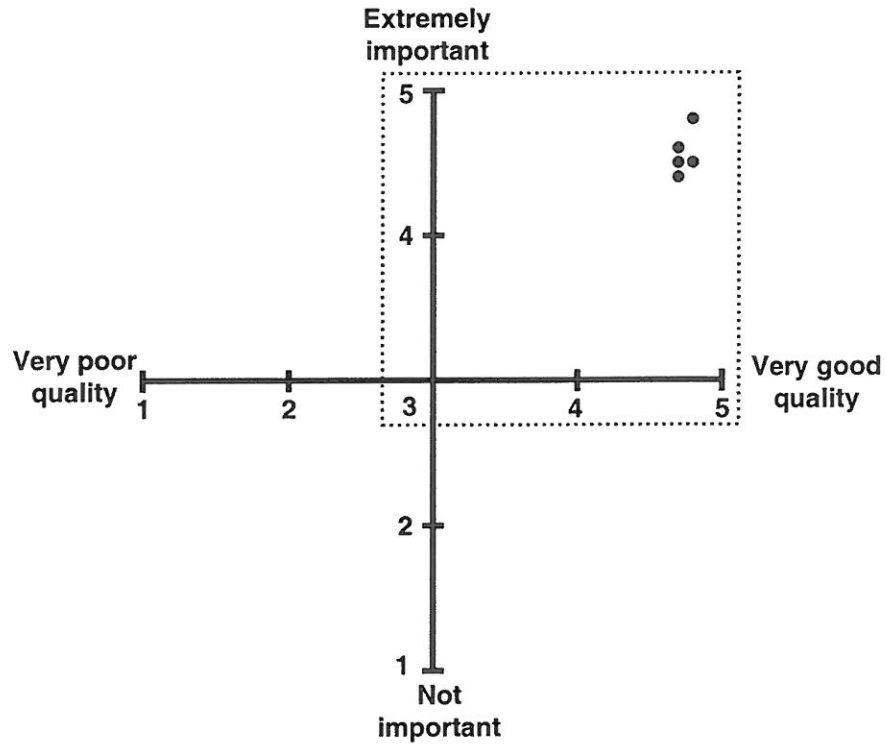


Figure 40: Average importance and quality ratings for visitor services and facilities at Wright Brothers Aviation Center at Carillon Historical Park

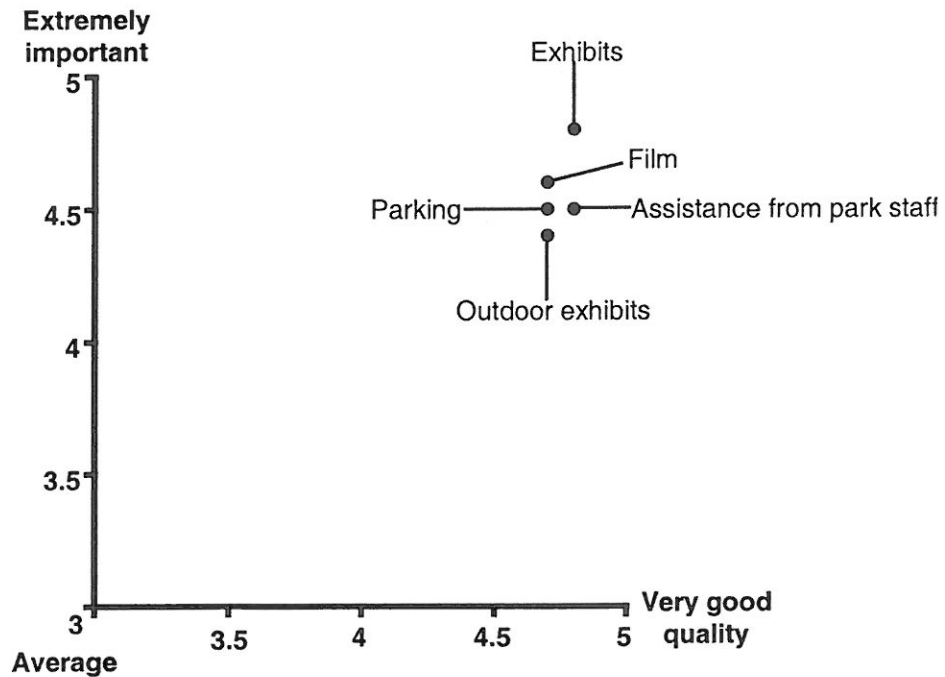


Figure 41: Detail of Figure 40

Table 15: Importance of visitor services and facilities at Wright Brothers Aviation Center at Carillon Historical Park

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

Visitor service/facility	N	Not important	Somewhat important	Moderately important	Very important	Extremely important
Exhibits	127	0%	0%	1%	20%	80%
Assistance from park staff	103	1%	1%	11%	20%	67%
Film	87	0%	1%	5%	28%	67%
Parking	118	0%	3%	13%	19%	65%
Outdoor interpretive exhibits	59	0%	2%	15%	27%	56%

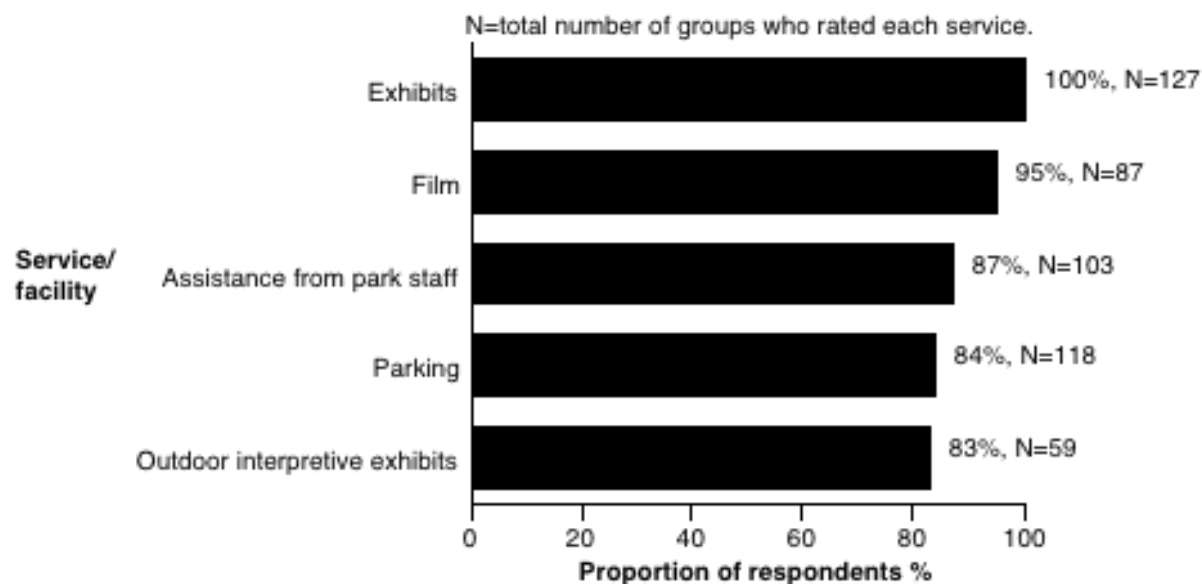


Figure 42: Combined proportions of “extremely important ” and “very important” ratings for visitor services and facilities at Wright Brothers Aviation Center at Carillon Historical Park

Table 16: Quality of visitor services and facilities at Wright Brothers Aviation Center at Carillon Historical Park

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

Visitor service/facility	N	Very poor	Poor	Average	Good	Very good
Exhibits	122	1%	0%	0%	17%	82%
Assistance from park staff	98	0%	1%	0%	15%	84%
Film	83	1%	0%	1%	24%	73%
Parking	114	1%	0%	4%	19%	75%
Outdoor interpretive exhibits	59	0%	0%	5%	22%	73%

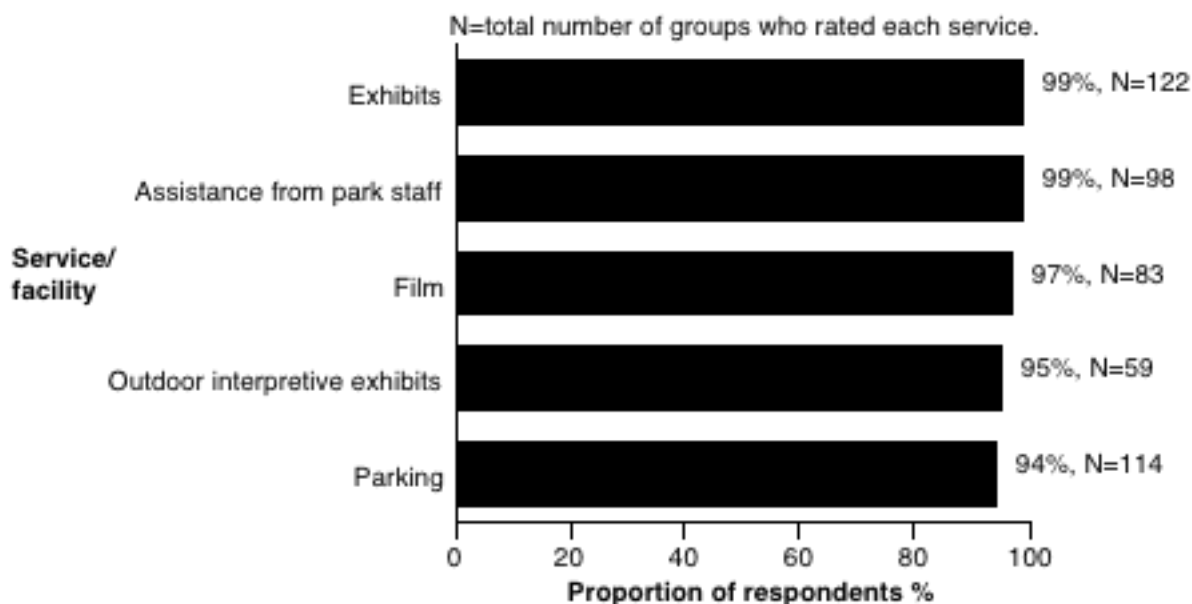
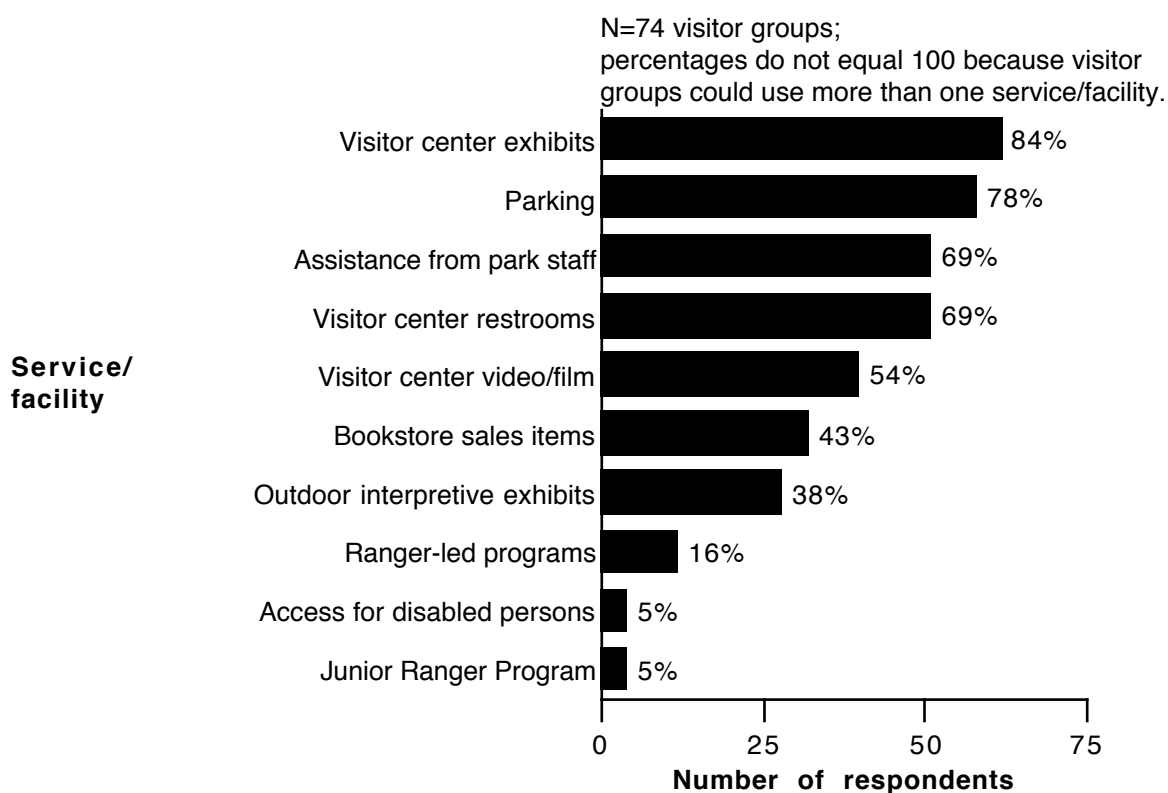


Figure 43: Combined proportions of “very good ” and “good” quality ratings for visitor services and facilities at Wright Brothers Aviation Center at Carillon Historical Park

**Visitor services and facilities: use at
Huffman Prairie Flying Field Interpretive Center**

Visitors were asked to note the visitor services and facilities they used at Huffman Prairie Flying Field Interpretive Center during this visit to Dayton Aviation Heritage NHP. The most used services/facilities were visitor center exhibits (84%), parking (78%), assistance from park staff (69%), visitor center restrooms (69%), visitor center video/film (54%), as shown in Figure 44. The least used services/facilities were access for disabled persons (5%) and Junior Ranger Program (5%).



**Figure 44: Visitor services and facilities used at
Huffman Prairie Flying Field Interpretive Center**

**Visitor services and facilities: importance and quality at
Huffman Prairie Flying Field Interpretive Center**

Visitor groups rated the importance and quality of each of the visitor services and facilities they used at Huffman Prairie Flying Field Interpretive Center. The following five-point scales were used in the questionnaire.

IMPORTANCE

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

QUALITY

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service/facility. Figures 45 and 46 show the average importance and quality ratings for each of the visitor services/facilities. All services/facilities were rated above average in importance and quality. Note: bookstore sales items (visitor center), ranger-led programs, Junior Ranger Program, and access for disabled persons were not rated by enough visitors to provide reliable data.

Table 17 shows 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 were visitor center exhibits (95%, N=59), visitor center restrooms (94%, N=46), visitor center video/film (94%, N=38), as shown in Figure 47. No service/facility received a “not important” rating by visitor groups.

Table 18 shows the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportions of “very good” and “good” ratings were visitor center exhibits (100%, N=57), assistance from park staff (100%, N=47), and visitor center restrooms (100%, N=44), as shown in Figure 48. No service/facility received a “very poor” rating by visitor groups.

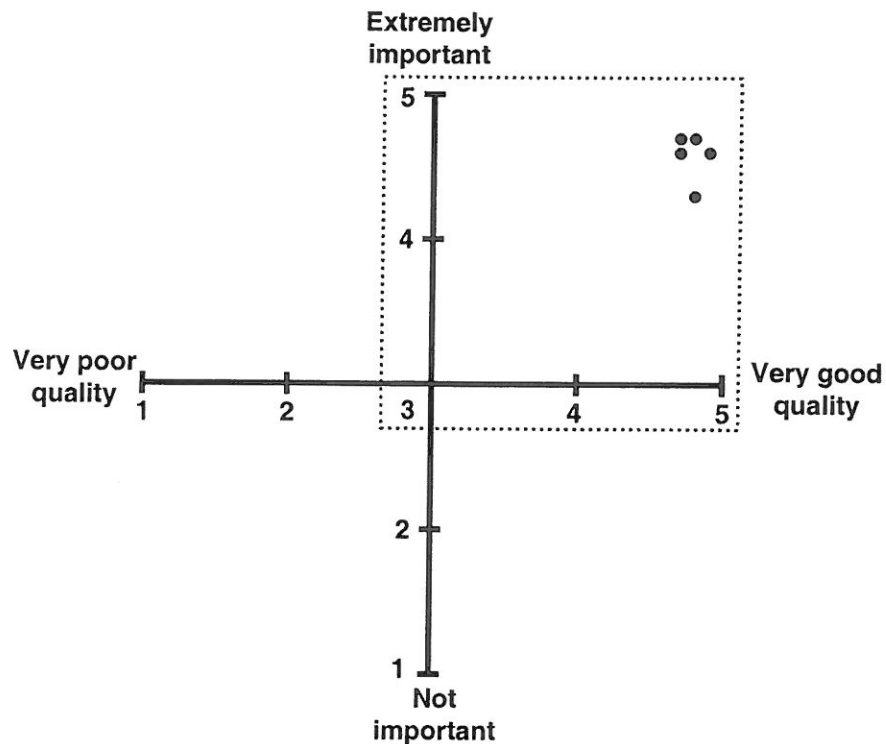


Figure 45: Average importance and quality ratings for visitor services and facilities at Huffman Prairie Flying Field Interpretive Center

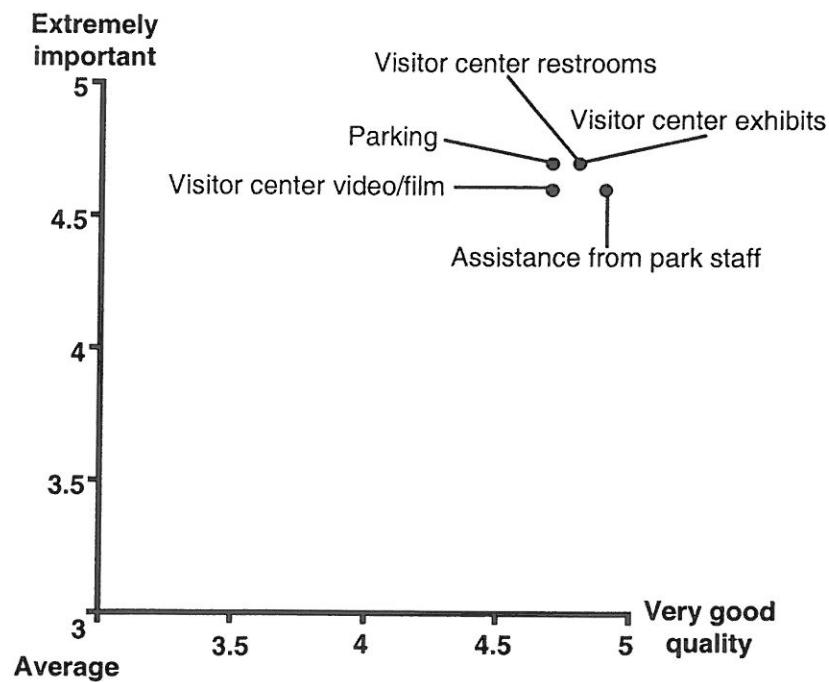


Figure 46: Detail of Figure 45

**Table 17: Importance of visitor services and facilities at
Huffman Prairie Flying Field Interpretive Center**

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

Interpret data with "N" of less than 30 with **CAUTION!**

Visitor service/facility	N	Not important	Somewhat important	Moderately important	Very important	Extremely important
Visitor center exhibits	59	0%	0%	5%	24%	71%
Visitor center video/ film	38	0%	0%	5%	26%	68%
Visitor center restrooms	46	0%	0%	7%	22%	72%
Bookstore sales items (visitor center)	30	0%	3%	23%	17%	57%
Assistance from park staff	49	0%	0%	6%	24%	69%
Ranger-led programs	12	0%	0%	0%	42%	58%
Junior Ranger Program	4	0%	0%	0%	0%	100%
Access for disabled persons	4	0%	0%	0%	25%	75%
Parking	53	0%	0%	8%	17%	75%
Outdoor interpretive exhibits	16	0%	0%	15%	23%	62%

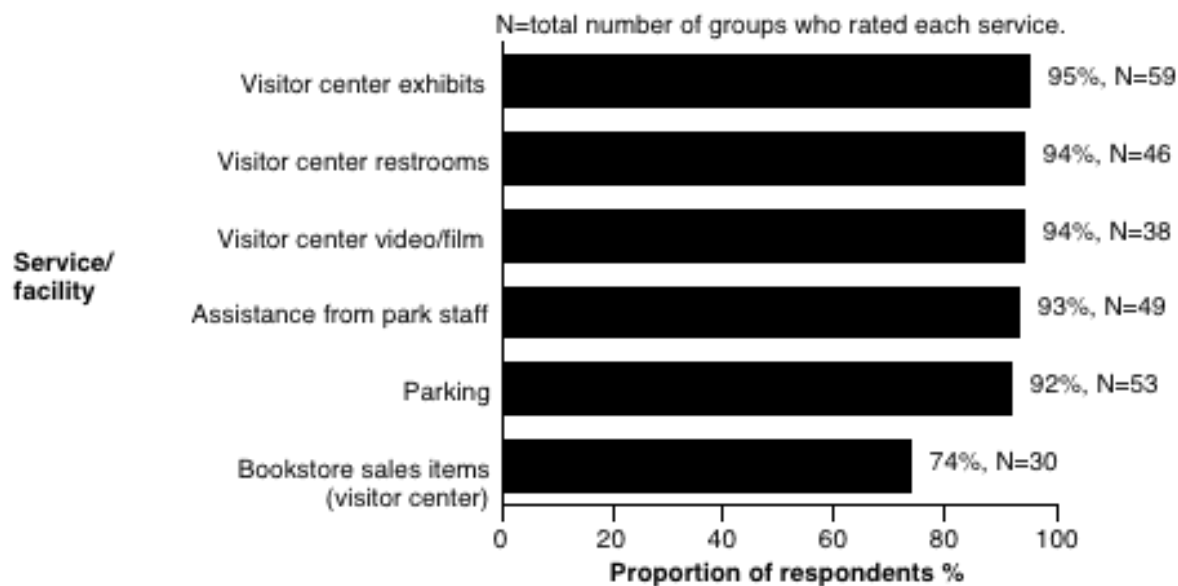


Figure 47: Combined proportions of “extremely important ” and “very important” ratings for visitor services and facilities at Huffman Prairie Flying Field Interpretive Center

**Table 18: Quality of visitor services and facilities at
Huffman Prairie Flying Field Interpretive Center**

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

Interpret data with "N" of less than 30 with **CAUTION!**

Visitor service/facility	N	Very poor	Poor	Average	Good	Very good
Visitor center exhibits	57	0%	0%	0%	19%	81%
Visitor center video/ film	36	0%	0%	3%	28%	69%
Visitor center restrooms	44	0%	0%	0%	18%	82%
Bookstore sales items (visitor center)	28	0%	0%	4%	18%	79%
Assistance from park staff	47	0%	0%	0%	13%	87%
Ranger-led programs	10	0%	0%	0%	40%	60%
Junior Ranger Program	4	25%	0%	0%	0%	75%
Access for disabled persons	4	0%	0%	0%	25%	75%
Parking	54	0%	0%	4%	24%	72%
Outdoor interpretive exhibits	27	0%	0%	4%	37%	59%

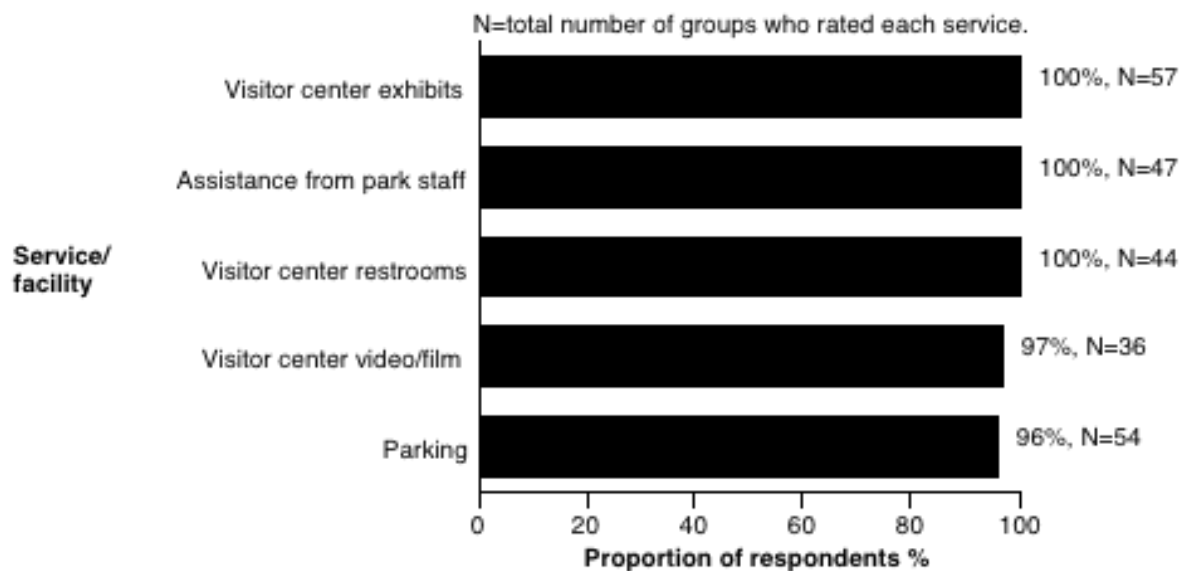
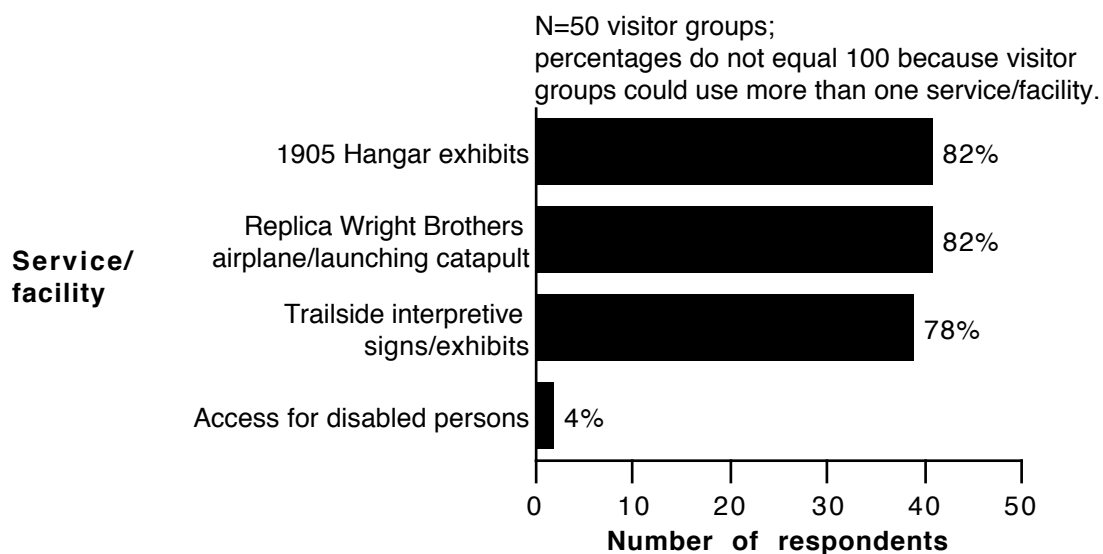


Figure 48: Combined proportions of “very good ” and “good” quality ratings for visitor services and facilities at Huffman Prairie Flying Field Interpretive Center

**Visitor services and facilities: use, importance, and quality
at Huffman Prairie Flying Field**

Visitors were asked to note the visitor services and facilities they used at Huffman Prairie Flying Field during this visit to Dayton Aviation Heritage NHP. The most used services/facilities were 1905 Hangar exhibits (82%) and Replica Wright Brothers airplane/launching catapult (82%), as shown in Figure 49. The least used service/facility was access for disabled persons (4%).



**Figure 49: Visitor services and facilities used at
Huffman Prairie Flying Field**

**Visitor services and facilities: importance and quality
at Huffman Prairie Flying Field**

Visitor groups rated the importance and quality of each of the visitor services and facilities they used at Huffman Prairie Flying Field. The following five-point scales were used in the questionnaire.

IMPORTANCE

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

QUALITY

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service/facility. Figures 50 and 51 show the average importance and quality ratings for each of the visitor services/facilities. All services/facilities were rated above average in importance and quality. Note: access for disabled persons was not rated by enough visitors to provide reliable data.

Table 19 shows the importance ratings that were provided by visitor groups for each of the services/facilities. The service/facility receiving the highest combined proportions of “extremely important” and “very important” ratings was trailside exhibits (98%, N=37), as shown in Figure 52. The service/facility receiving the highest “not important” rating by visitor groups was 1905 Hangar exhibits (3%), N=38.

Table 20 shows the quality ratings that were provided by visitor groups for each of the services/facilities. The service/facility receiving the highest combined proportions of “very good” and “good” ratings was trailside interpretive signs/exhibits (92%, N=37), as shown in Figure 53. The service/facility receiving the highest “very poor” rating by visitor groups was 1905 Hangar exhibits (3%, N=36).

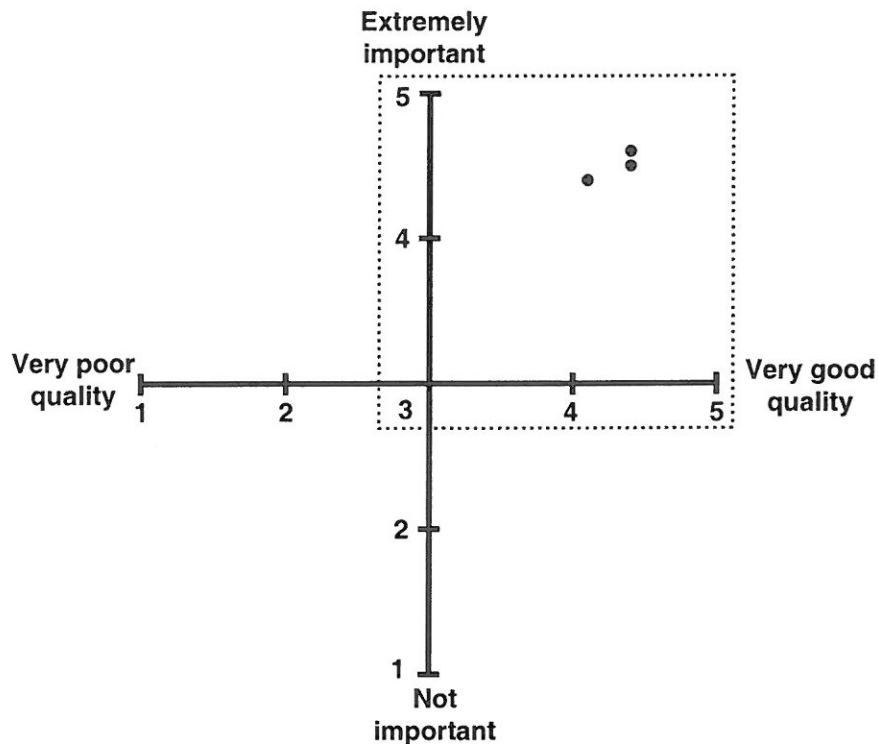


Figure 50: Average importance and quality ratings for visitor services and facilities at Huffman Prairie Flying Field

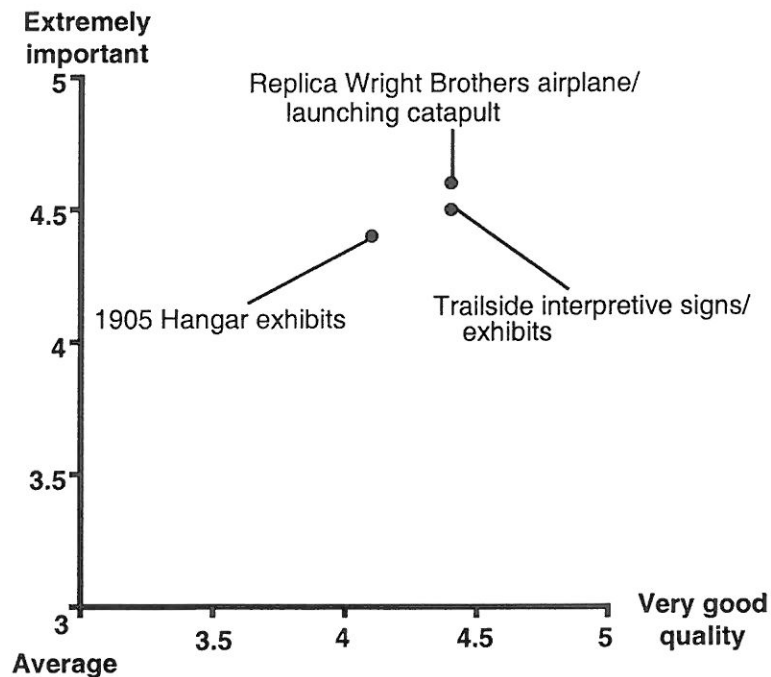


Figure 51: Detail of Figure 50

Table 19: Importance of visitor services and facilities at Huffman Prairie Flying Field

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.
Interpret data with "N" of less than 30 with **CAUTION!**

Visitor service/facility	N	Not important	Somewhat important	Moderately important	Very important	Extremely important
Replica Wright Brothers airplane/launching catapult	38	0%	0%	8%	29%	63%
Trailside interpretive signs/exhibits	37	0%	3%	0%	41%	57%
1905 Hangar exhibits	38	3%	0%	11%	26%	61%
Access for disabled persons	2	0%	0%	0%	0%	100%

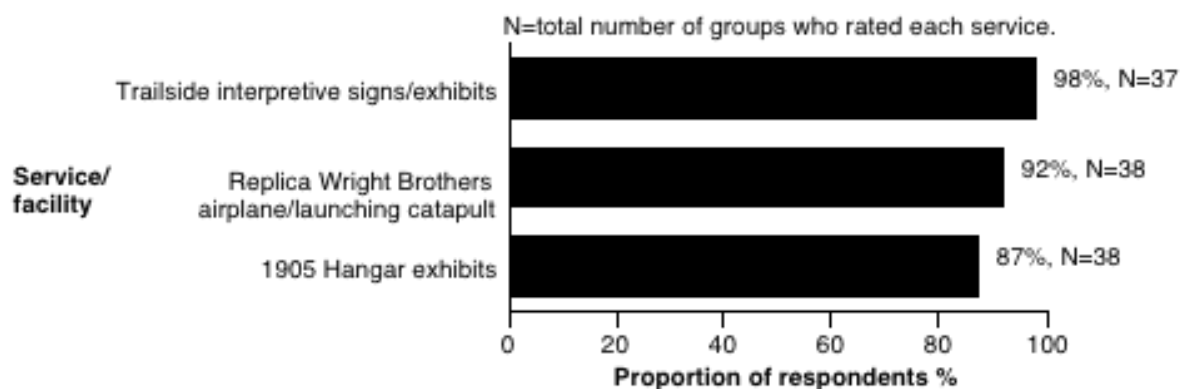


Figure 52: Combined proportions of “extremely important ” and “very important” ratings for visitor services and facilities at Huffman Prairie Flying Field

Table 20: Quality of visitor services and facilities at Huffman Prairie Flying Field

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.
Interpret data with "N" of less than 30 with **CAUTION!**

Visitor service/facility	N	Very poor	Poor	Average	Good	Very good
Replica Wright Brothers airplane/launching catapult	36	0%	8%	5%	28%	58%
Trailside interpretive signs/exhibits	37	0%	3%	5%	46%	46%
1905 Hangar exhibits	36	3%	3%	22%	28%	44%
Access for disabled persons	2	0%	0%	0%	0%	100%

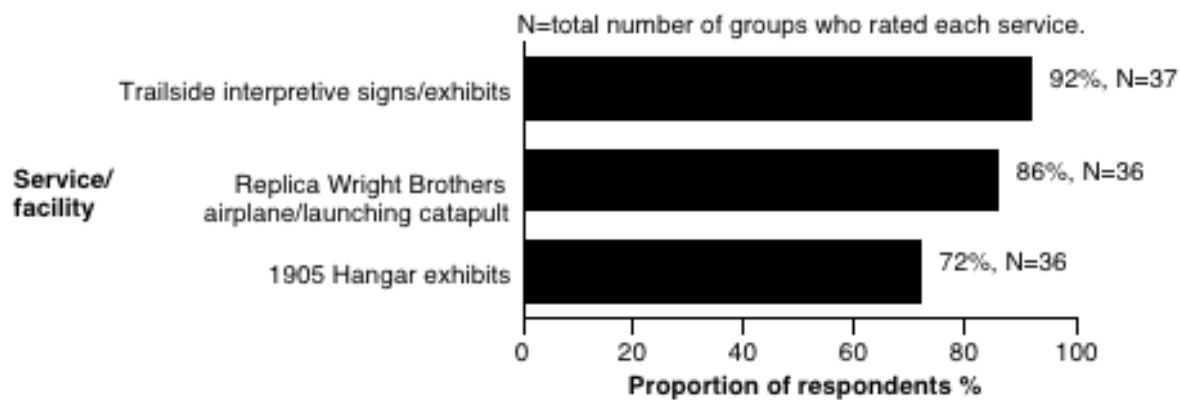
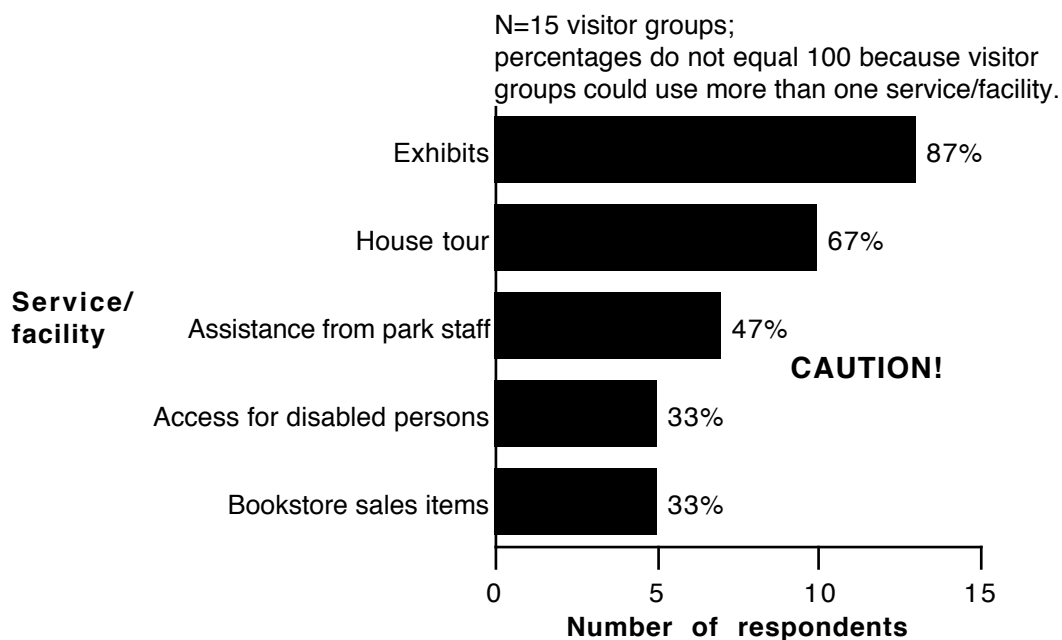


Figure 53: Combined proportions of “very good ” and “good” quality ratings for visitor services and facilities at Huffman Prairie Flying Field

**Visitor services and facilities: use at
Paul Laurence Dunbar State Memorial**

Visitors were asked to note the visitor services and facilities they used at Paul Laurence Dunbar State Memorial during this visit to Dayton Aviation Heritage NHP. The services and facilities visitors used are shown in Figure 54. Note: Paul Laurence Dunbar State Memorial was not visited by enough visitors during the survey period to provide reliable information.



**Figure 54: Visitor services and facilities used at
Paul Laurence Dunbar State Memorial**

**Visitor services and facilities: importance and quality at
Paul Laurence Dunbar State Memorial**

Visitor groups rated the importance and quality of each of the visitor services and facilities they used at Paul Laurence Dunbar State Memorial. The following five-point scales were used in the questionnaire.

IMPORTANCE

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

QUALITY

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service/facility. All services/facilities were rated above average in importance and quality. Note: Paul Laurence Dunbar State Memorial was not visited by enough visitors during the survey period to provide reliable data.

Table 21 shows the importance ratings that were provided by visitor groups for each of the services/facilities.

Table 22 shows the quality ratings that were provided by visitor groups for each of the services/facilities.

Table 21: Importance of visitor services and facilities at Paul Laurence Dunbar State Memorial

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.
Interpret data with "N" of less than 30 with **CAUTION!**

Visitor service/facility	N	Not important	Somewhat important	Moderately important	Very important	Extremely important
Exhibits	10	0%	0%	10%	50%	40%
House tour	8	0%	0%	13%	25%	63%
Bookstore sales items	3	0%	0%	67%	0%	33%
Assistance from park staff	5	0%	0%	0%	20%	80%
Access for disabled persons	3	0%	0%	0%	33%	67%

Table 22: Quality of visitor services and facilities at Paul Laurence Dunbar State Memorial

N=number of visitor groups who rated each service/facility;
percentages may not equal 100 due to rounding.
Interpret data with "N" of less than 30 with **CAUTION!**

Visitor service/facility	N	Very poor	Poor	Average	Good	Very good
Exhibits	9	0%	0%	11%	22%	67%
House tour	8	0%	0%	13%	13%	75%
Bookstore sales items	3	0%	0%	33%	33%	33%
Assistance from park staff	5	0%	0%	0%	40%	60%
Access for disabled persons	3	0%	33%	0%	33%	33%

**Reason for visiting Wright-Dunbar Interpretive Center
and Huffman Prairie Flying Field Interpretive Center**

Visitor groups were asked what were their reasons for visiting the Wright-Dunbar Interpretive Center and Huffman Prairie Flying Field Interpretive Center. Sixty-two percent of visitor groups visited the interpretive centers (see Figure 55). Of the visitor groups who visited, viewing exhibits (85%) was the most often mentioned reason for visiting (see Figure 56). No visitor groups reported using the telephone as their reason for visiting. "Other" reasons for visiting the interpretive centers included family reunion/picnic, use facility for meeting/conference/party, obtain stamp in passport book, view exhibits, watch film/video, impulse visit, Junior Ranger Program, research project, and get a good start.

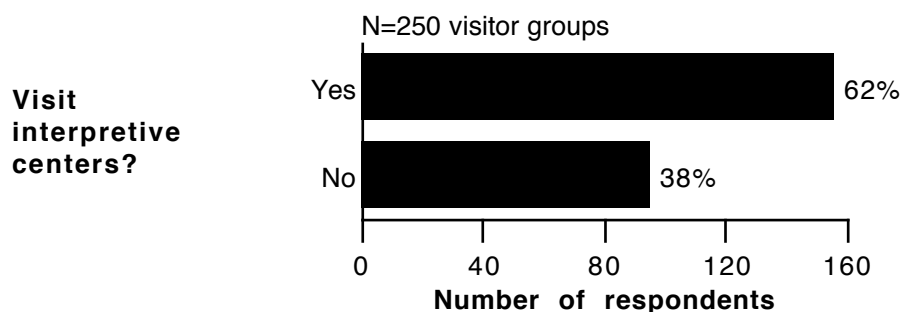


Figure 55: Visitor groups who visited Wright-Dunbar and Huffman Prairie Flying Field Interpretive Centers

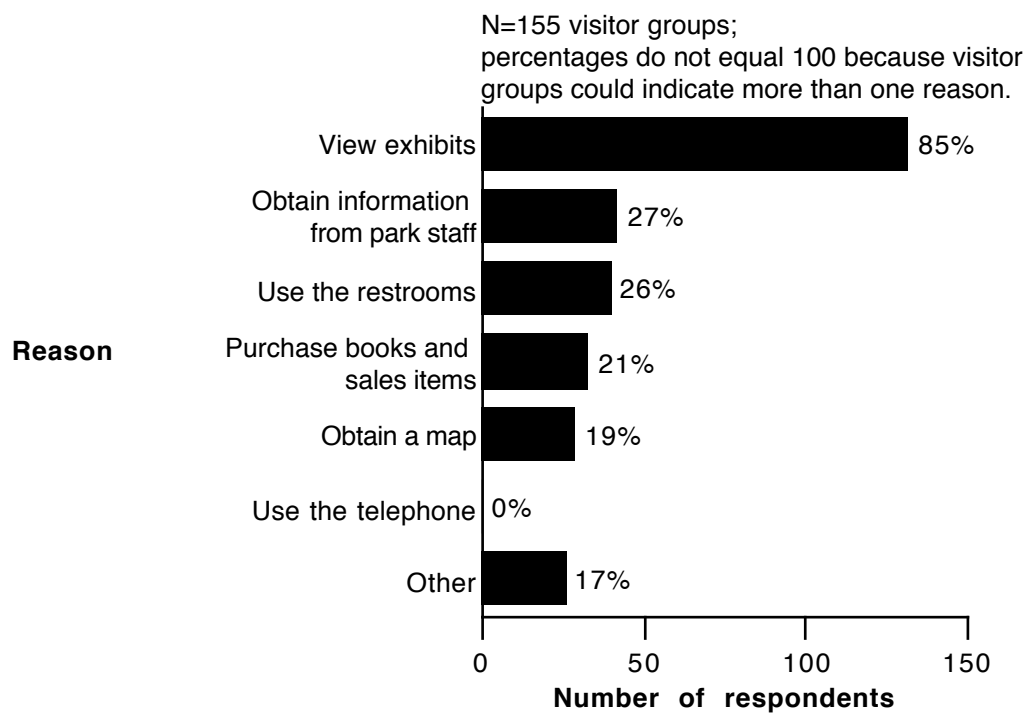


Figure 56: Reason for visiting Wright-Dunbar and Huffman Prairie Flying Field Interpretive Centers

Special interest in selected subjects

Visitor groups were asked if anyone in the group had a special interest in the selected subjects. The subject that visitor groups were most interested in was history e.g. Dayton, OH; U.S. Air Force, technology, etc. (75%), followed by Wright Brothers (72%) and aviation history (67%), as shown in Figure 57. The subject visitors groups were least interested in was African American history (9%).

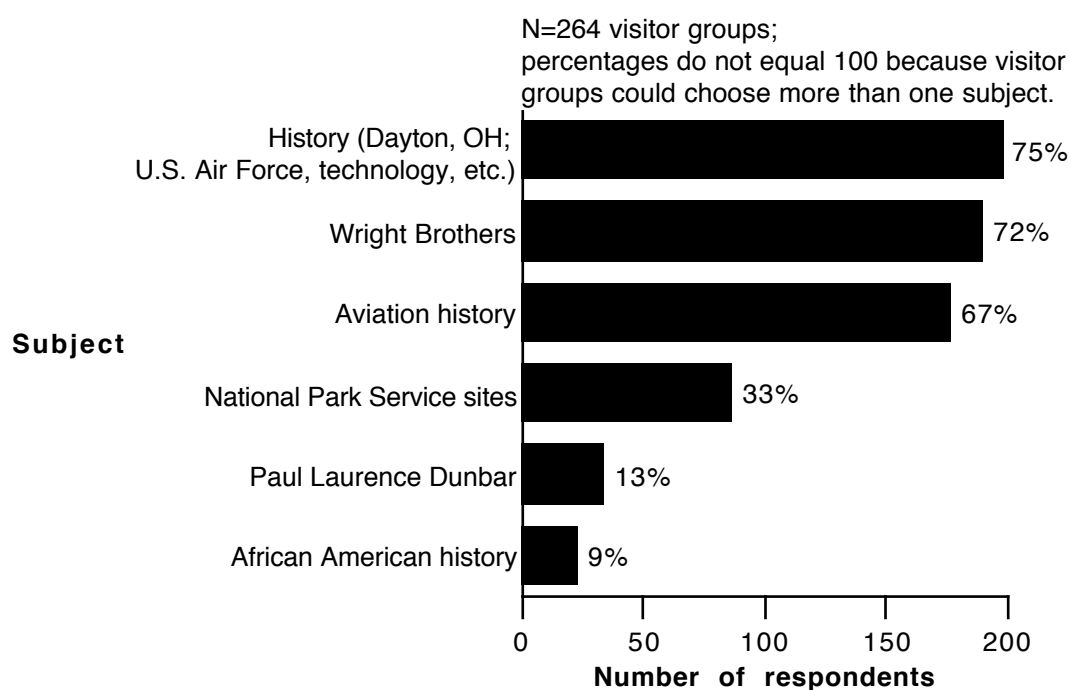


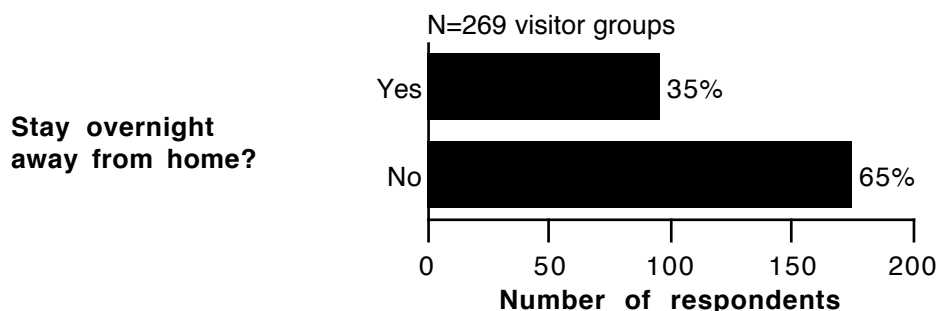
Figure 57: Special interest in selected subjects

Number of nights in the area Overnight accommodations

Visitor groups were asked a series of questions concerning their overnight accommodations in Dayton Aviation Heritage area (within 1/2-hour drive). First, visitor groups were asked if they stayed overnight away from home in the area. Sixty-five percent of visitor groups reported they did not stay overnight away from home in the park area, while 35% did stay overnight (see Figure 58).

Number of nights spent: Visitor groups who stayed overnight away from home were then asked to report number of nights they stayed in the Dayton Aviation Heritage NHP area. Twenty-nine percent of visitor groups stayed two nights, 23% stayed one night, and 22% stayed three nights, as shown in Figure 59.

Type of lodging used: The most common types of lodging visitor groups used in Dayton Aviation Heritage NHP area were a lodge, motel, cabin, or rented condo/home (63%), followed by residence of friends or relatives (26%), as shown in Figure 60. "Other" types of lodging included hotels and dormitories.



**Figure 58: Visitor groups who stayed overnight away from home
Dayton Aviation Heritage NHP area (within 1/2-hour drive)**

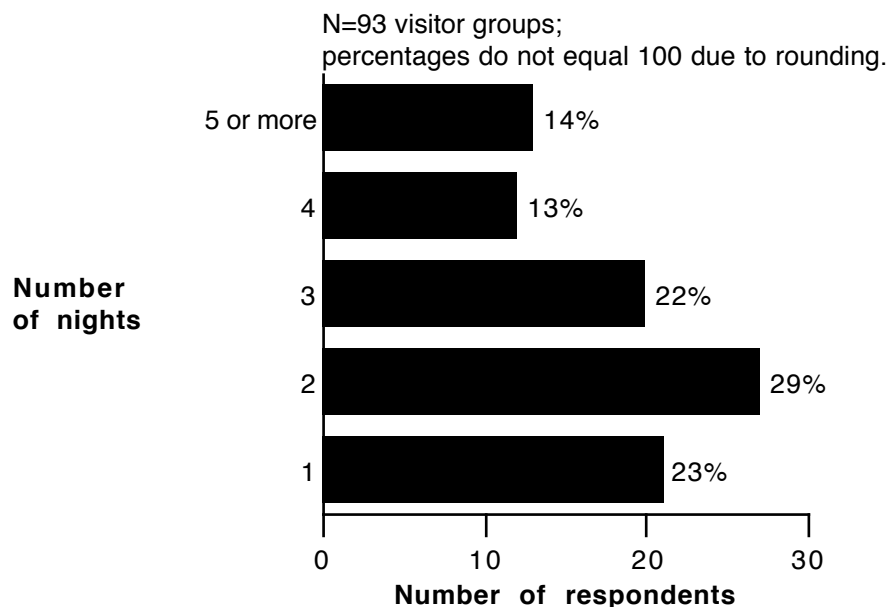


Figure 59: Number of nights visitor groups stayed in the Dayton Aviation Heritage NHP area (within 1/2-hour drive)

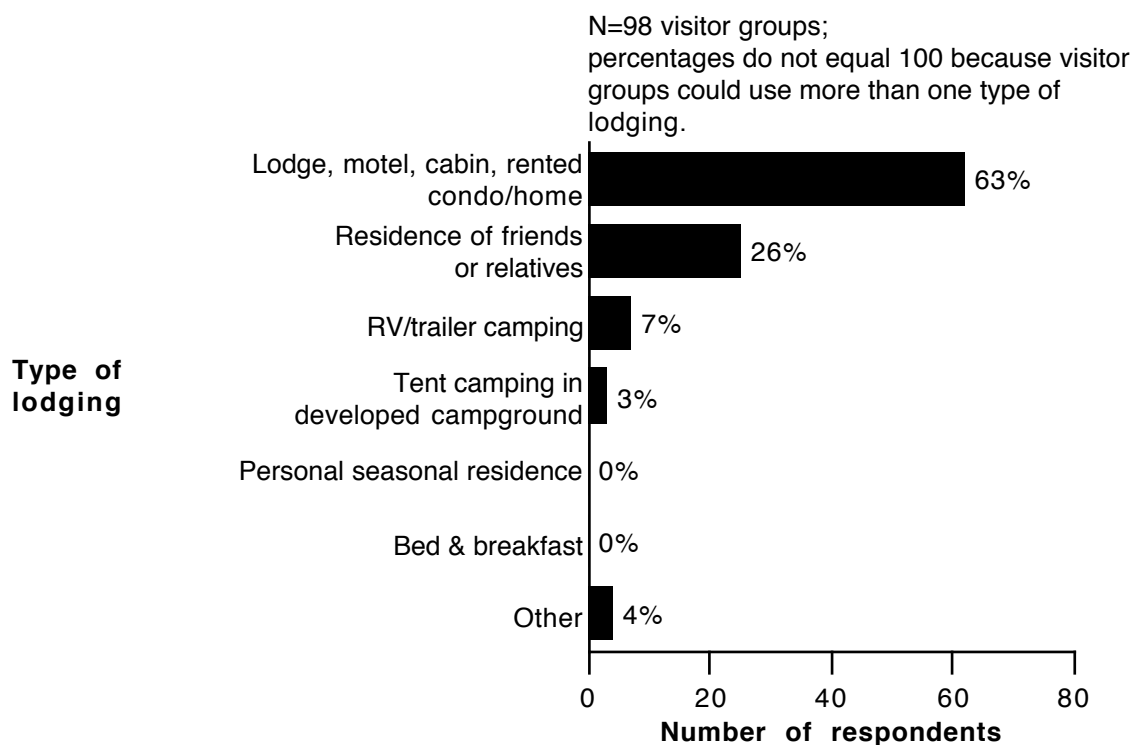


Figure 60: Type of lodging visitor groups used in the Dayton Aviation Heritage NHP area (within 1/2-hour drive)

**Total expenditures in and outside of park
Number of adults and children covered by expenditures**

Visitor groups were asked to list their expenditures on this visit to Dayton Aviation Heritage NHP and the surrounding area (within 1/2-hour drive of park). Groups were asked to list the amounts they spent for lodging; camping fees; guide fees; restaurants and bars; groceries and takeout food; gas and oil; other transportation expenses; admission, recreation, and entertainment fees; all other purchases; and donations.

Total expenditures in and outside park: For total expenditures in and around the park, 54% of visitor groups spent between \$1 and \$100 during their visit (see Figure 61). Twelve percent of visitors spent \$101-\$200 and 10% spent no money.

Largest proportions of expenditures in and outside park: The greatest proportion of expenditures (33%) was for hotels, motels, cabins, etc., followed by restaurants and bars (24%), as shown in Figure 62.

Average expenditures in and outside park: The average visitor group expenditure during the visit was \$169. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$45. The average per capita expenditure was \$65.

Number of adults and children covered by expenditures: Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Forty-nine percent of visitor groups had two adults, while 24% had one adult (see Figure 63). Thirty-four percent of visitor groups visited with one child, while 28% visited with two children (see Figure 64).

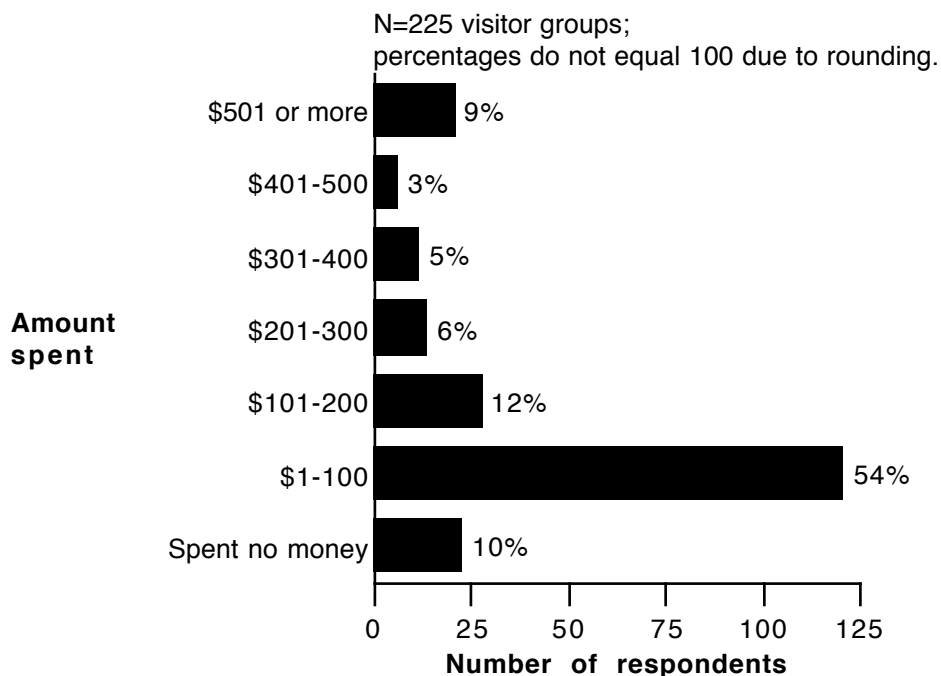


Figure 61: Total expenditures in and outside of Dayton Aviation Heritage NHP

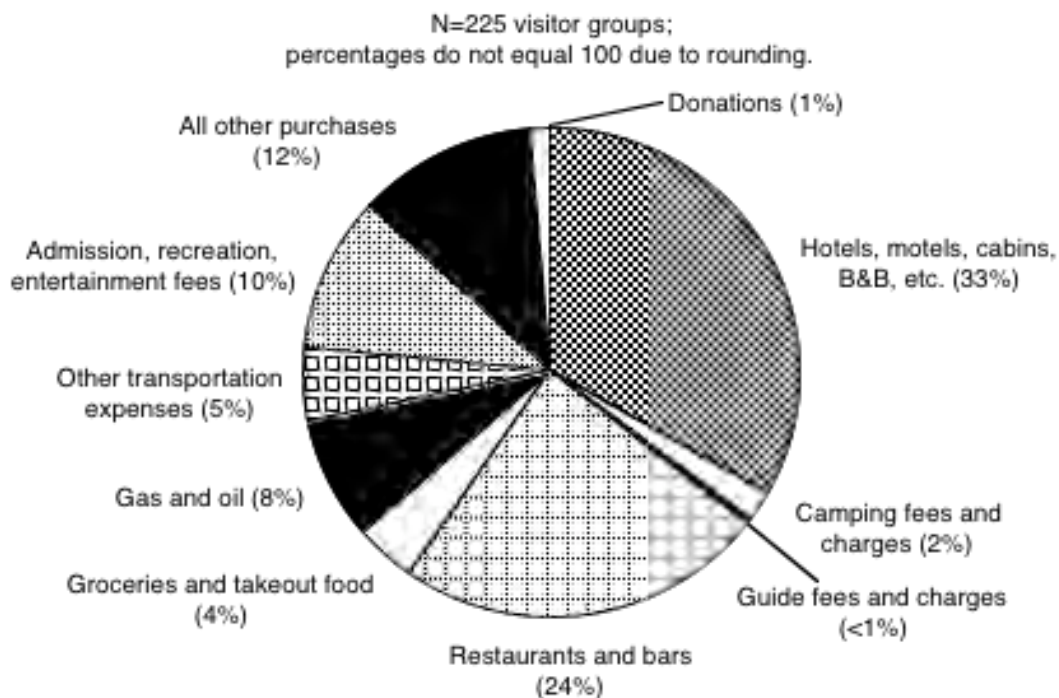


Figure 62: Proportions of expenditures in and outside of Dayton Aviation Heritage NHP

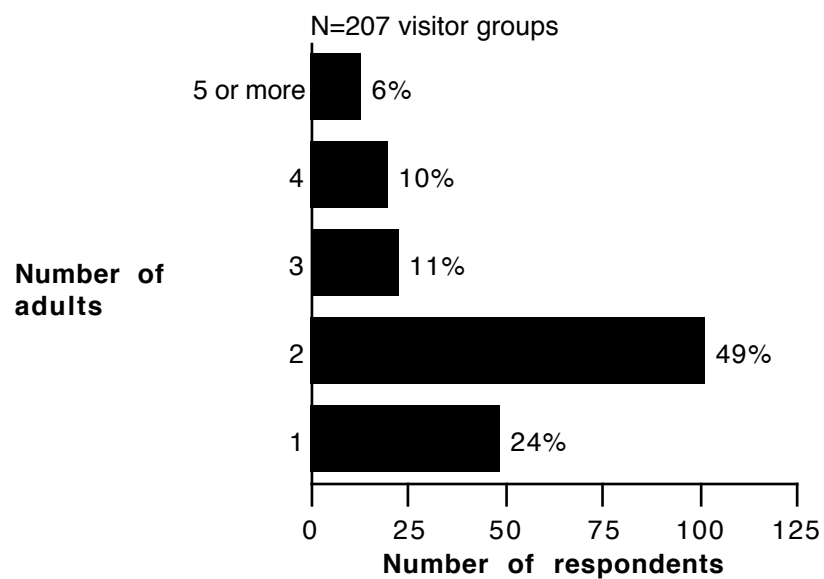


Figure 63: Number of adults covered by expenditures

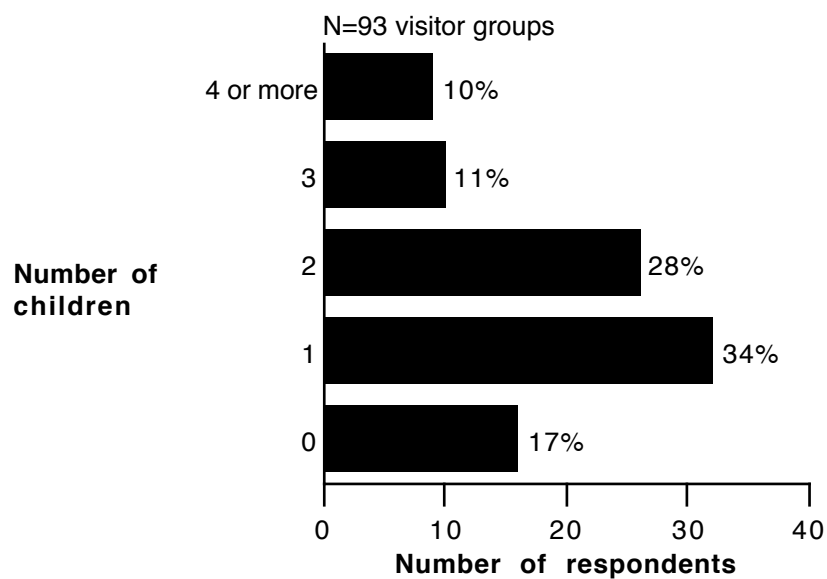


Figure 64: Number of children covered by expenditures

Expenditures in park

Total expenditures in park: Seventy-one percent of visitor groups spent \$1-\$50, while 19% spent no money (see Figure 65).

Largest proportions of expenditures in park: The largest proportions of expenditures in the park were for admission, recreation, and entertainment fees (60%) and all other purchases e.g. souvenirs, film, books, art, clothing, etc. (36%), as shown in Figure 66.

Average expenditures in park: The average visitor group expenditure in the park during this visit was \$26. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$16. The average per capita expenditure was \$10.

Admission, recreation, and entertainment fees in park: Sixty-five percent of visitor groups spent \$1-\$50, while 30% spent no money (see Figure 67).

All other purchases in park: Forty-nine percent of visitor groups spent \$1-\$50, while 46% spent no money (see Figure 68).

Donations in park: Seventy-seven percent of visitor groups did not donate any money, while 23% donated up to \$50 (see Figure 69).

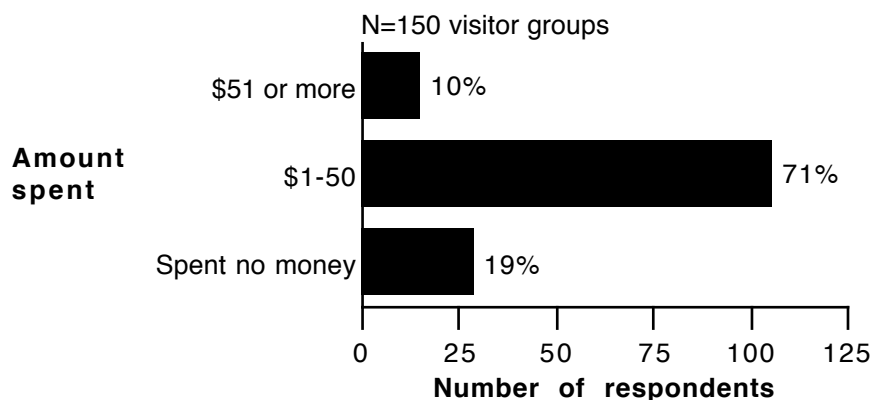


Figure 65: Total expenditures in Dayton Aviation Heritage NHP

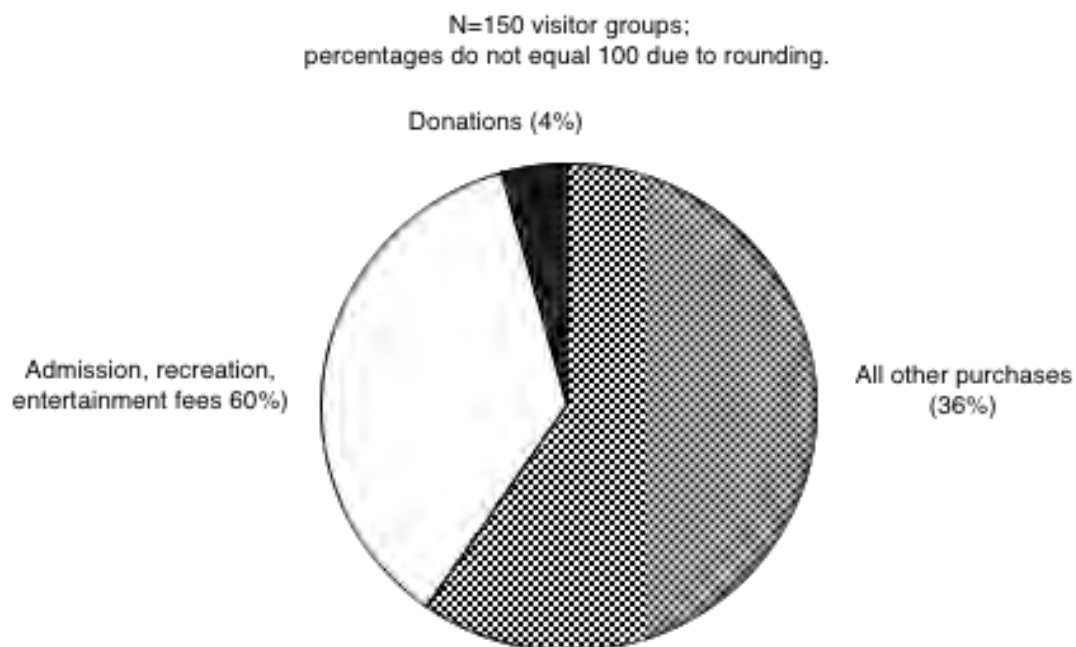


Figure 66: Proportions of expenditures in Dayton Aviation Heritage NHP

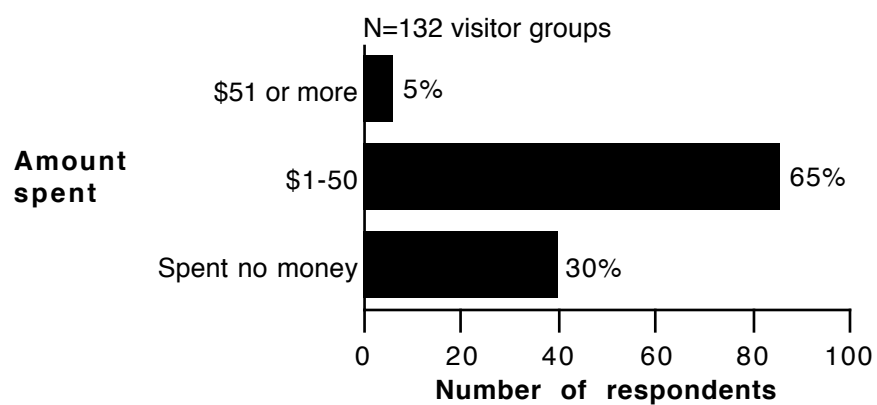


Figure 67: Expenditures for admission, recreation, and entertainment fees in park

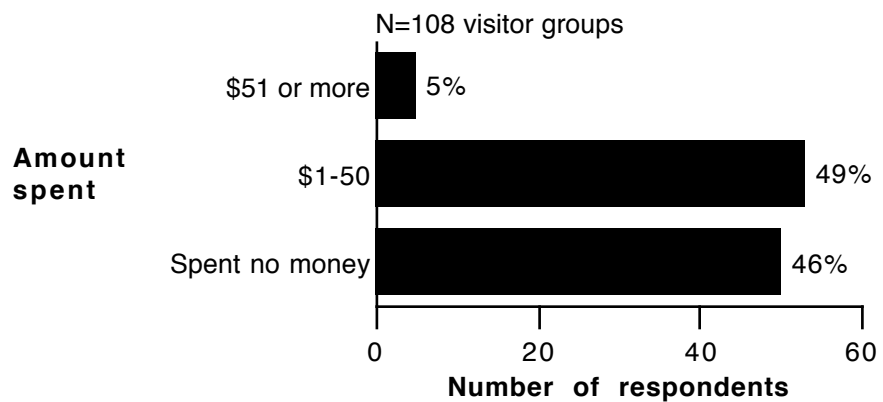


Figure 68: Expenditures for all other purchases in park

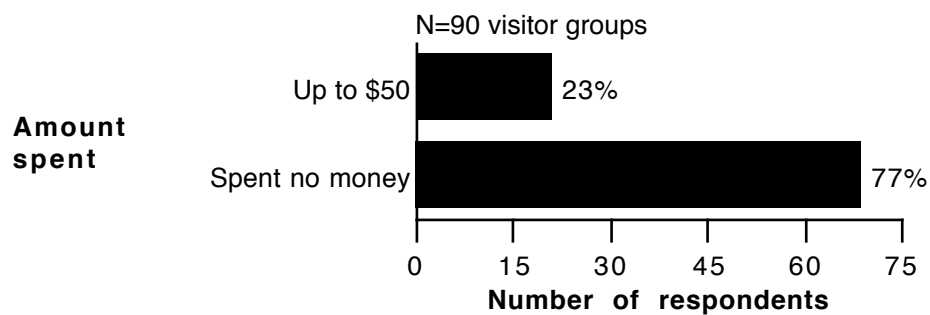


Figure 69: Expenditures for donations in park

Expenditures outside park

Total expenditures outside park: Forty-five percent of visitor groups spent \$51 or more, while 33% spent up to \$50 in the area outside Dayton Aviation Heritage NHP, but within one-half hour drive (see Figure 70).

Largest proportions of expenditures outside park: The largest proportions of expenditures outside of the park were for hotels, motels, etc. (37%), and restaurants and bars (27%), as shown in Figure 71.

Average expenditures outside park: The average visitor group expenditure outside of the park during this visit was \$172. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$36. The average per capita expenditure was \$88.

Hotels, motels, cabins, B&B, etc. outside park: Sixty-five percent of visitor groups spent no money, while 16% spent \$201 or more (see Figure 72).

Camping fees and charges outside park: Ninety-three percent of visitor groups spent no money, while 7% spent \$51 or more (see Figure 73).

Guide fees and charges outside park: Ninety-four percent of visitor groups spent no money, while 6% spent up to \$50 (see Figure 74).

Restaurants and bars outside park: Forty-one percent of visitor groups spent up to \$50, while 36% spent no money (see Figure 75).

Groceries and takeout food outside park: Seventy-one percent of visitor groups spent no money, while 24% spent up to \$50 (see Figure 76).

Gas and oil outside the park: Sixty-one percent of visitor groups spent up to \$50, while 34% spent no money (see Figure 77).

Other transportation expenses outside park: Eighty-nine percent of visitor groups spent no money, while 10% spent \$51 or more (see Figure 78).

Admission, recreation, and entertainment fees outside park: Seventy-one percent of visitor groups spent no money, while 23% spent up to \$50 (see Figure 79).

All other purchases outside park: Sixty-one percent of visitor groups spent no money, while 30% spent up to \$50 (see Figure 80).

Donations outside park: Eighty-two percent of visitor groups did not donate any money, while 17% donated up to \$50 (see Figure 81).

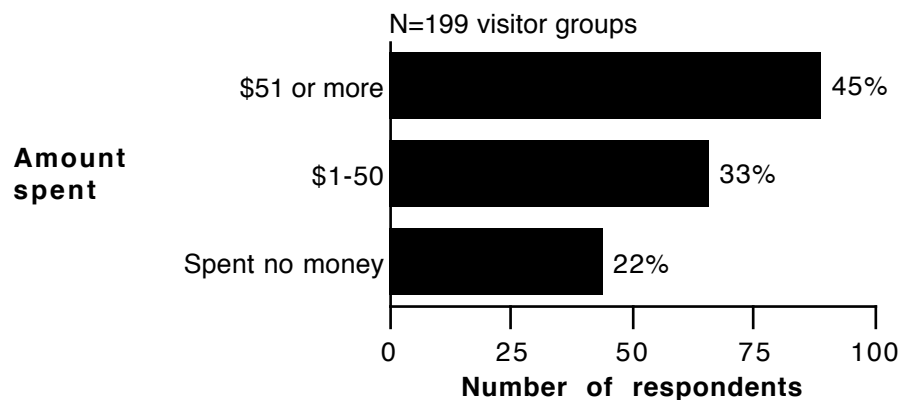


Figure 70: Total expenditures outside Dayton Aviation Heritage NHP

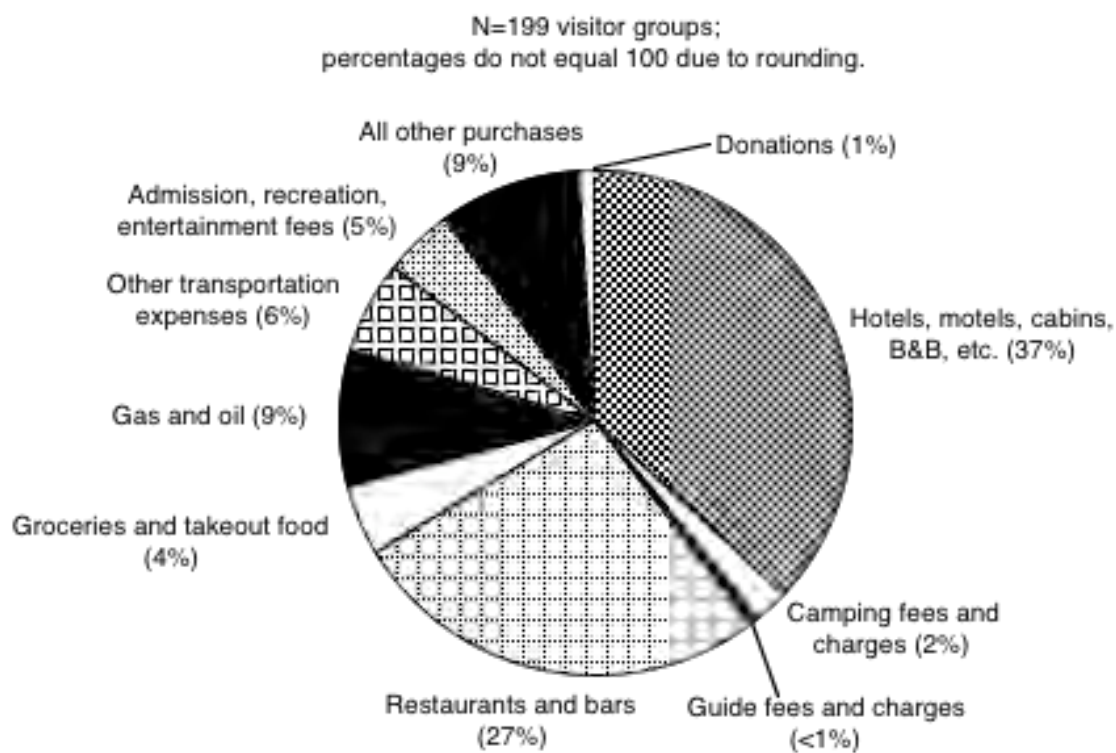


Figure 71: Proportions of expenditures outside Dayton Aviation Heritage NHP

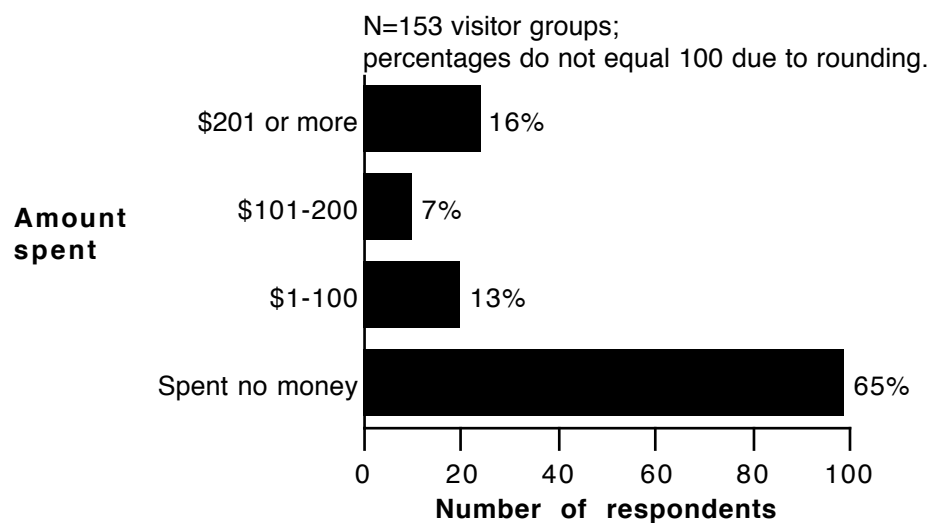


Figure 72: Expenditures for hotels, motels, cabins, B&B, etc. outside park

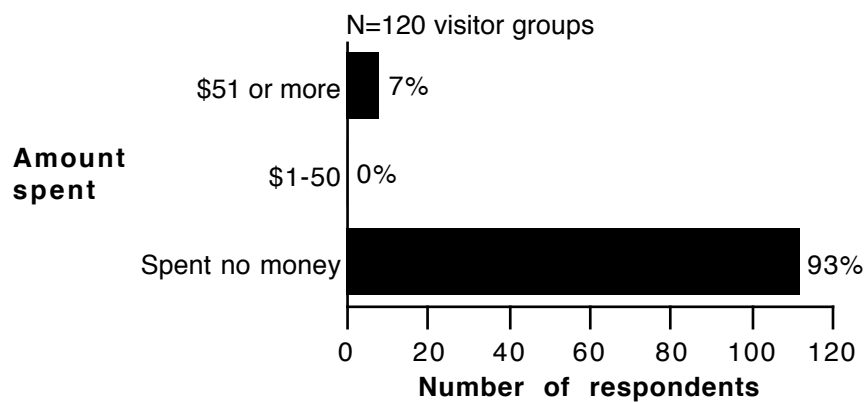


Figure 73: Expenditures for camping fees and charges outside park

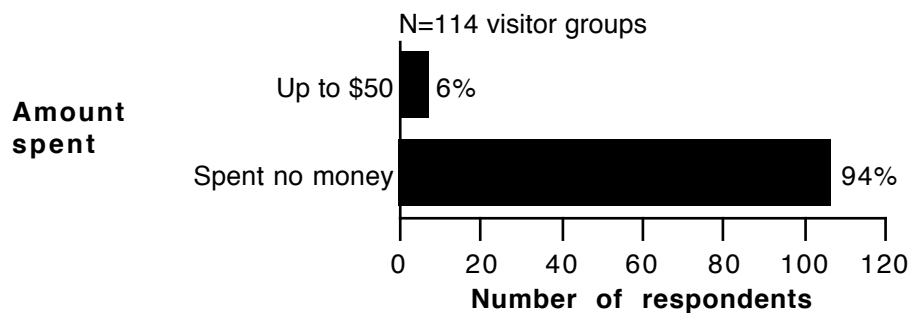


Figure 74: Expenditures for guide fees and charges outside park

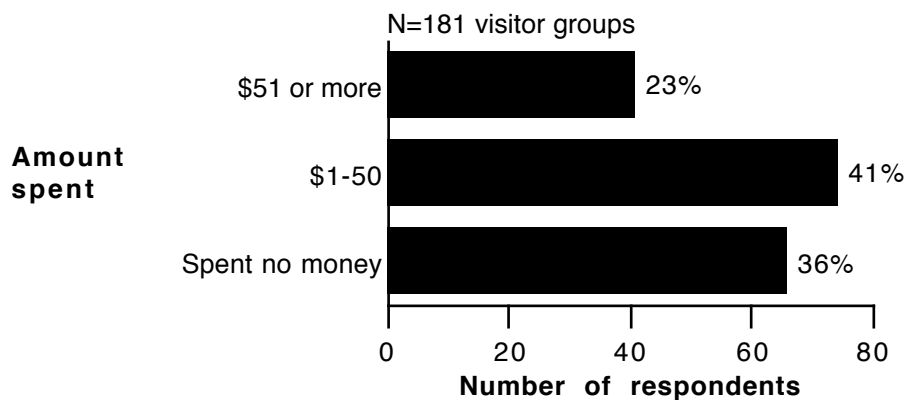


Figure 75: Expenditures for restaurants and bars outside park

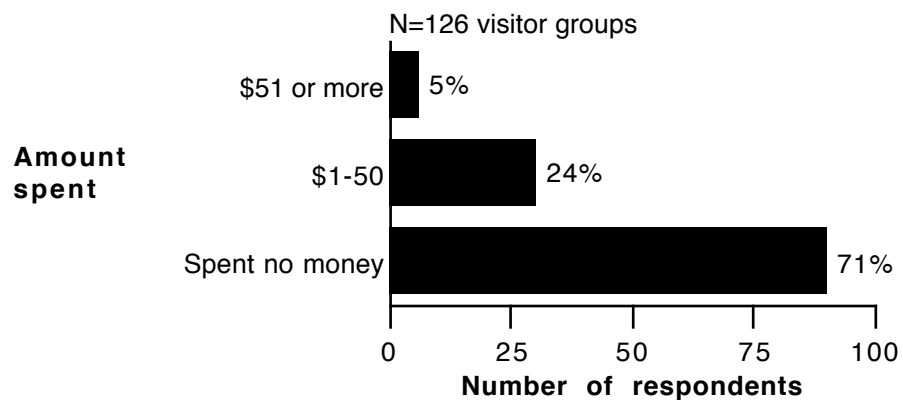


Figure 76: Expenditures for groceries and takeout food outside park

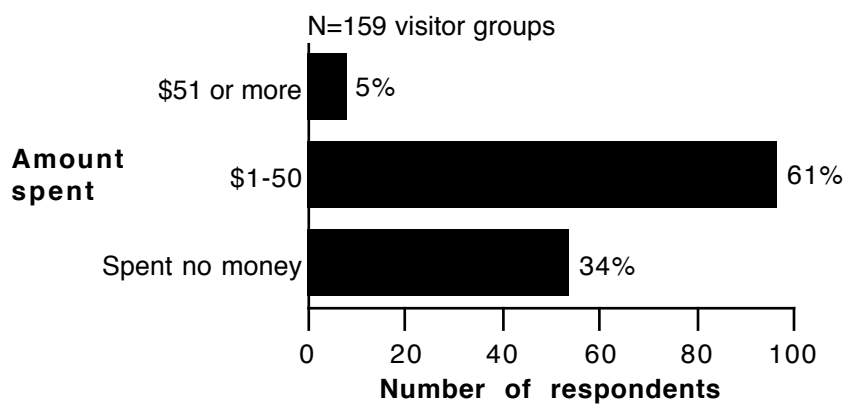


Figure 77: Expenditures for gas and oil outside park

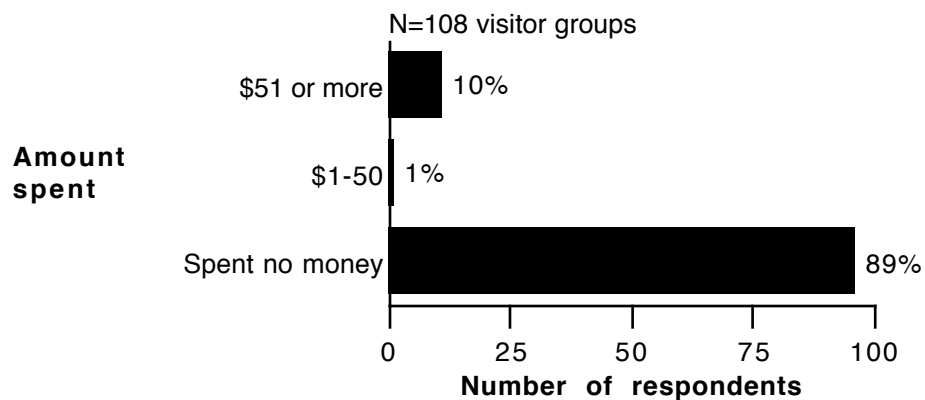


Figure 78: Expenditures for other transportation expenses outside park

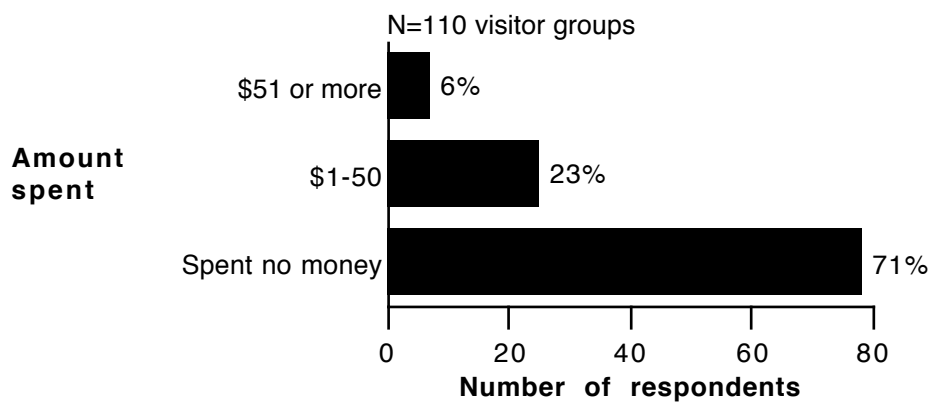


Figure 79: Expenditures for admission, recreation, and entertainment fees outside park

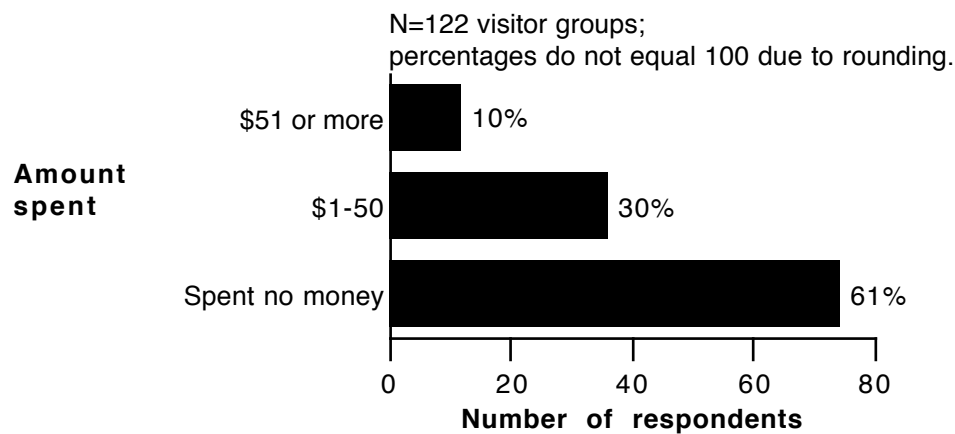


Figure 80: Expenditures for all other purchases outside park

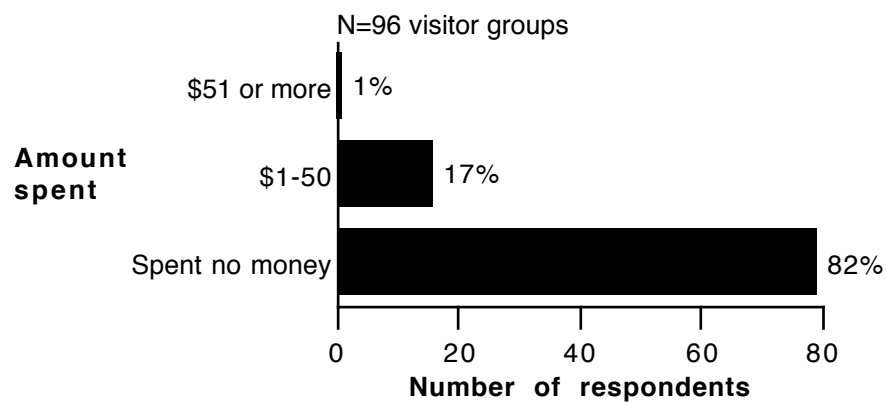
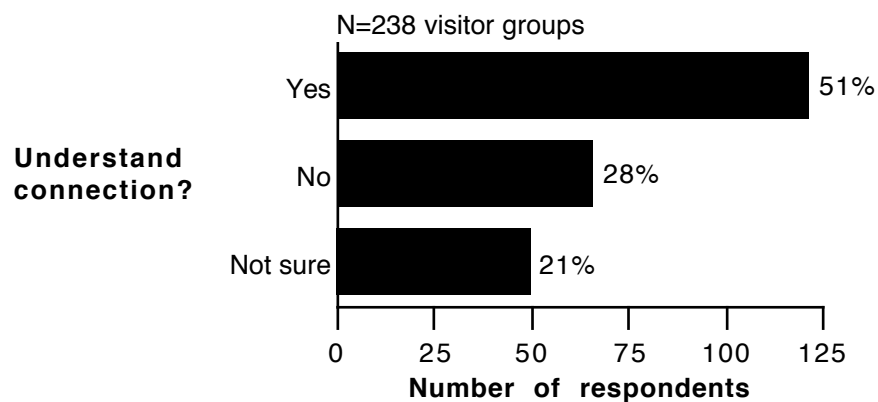


Figure 81: Expenditures for donations outside park

**Visitor understanding of the connection between Wright Brothers
and Paul Laurence Dunbar**

Visitor groups were asked if they understood the connection between the Wright Brothers and Paul Laurence Dunbar. Fifty-one percent of visitor groups indicated they understood the connection, 28% did not, and 21% were “not sure,” as shown Figure 82.



**Figure 82: Visitor understanding of the connection between
Wright Brothers and Paul Laurence Dunbar**

Preferred methods to learn about the park in the future

Visitor groups were asked, “On a future visit, how would you and your group prefer to learn about Dayton Aviation Heritage NHP?” Ninety-two percent of visitor groups were interested in learning about the park on a future visit (see Figure 83). Of those interested in learning, the most preferred methods were visitor center exhibits (60%) and self-guided tours (59%), as shown in Figure 84. Children’s activities (21%) was the least preferred method of learning about the park in the future. “Other” methods of learning about Dayton Aviation Heritage NHP include the Junior Ranger Program, more historic artifacts, more hands-on exhibits, link information to Wright Patterson AFB Museum, History Channel or local stations, and newspaper coverage.

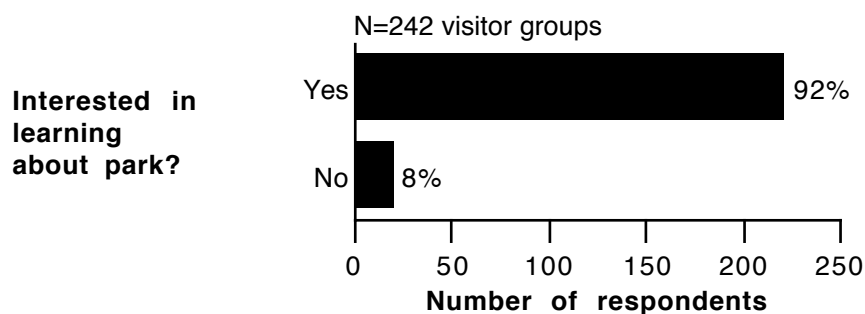
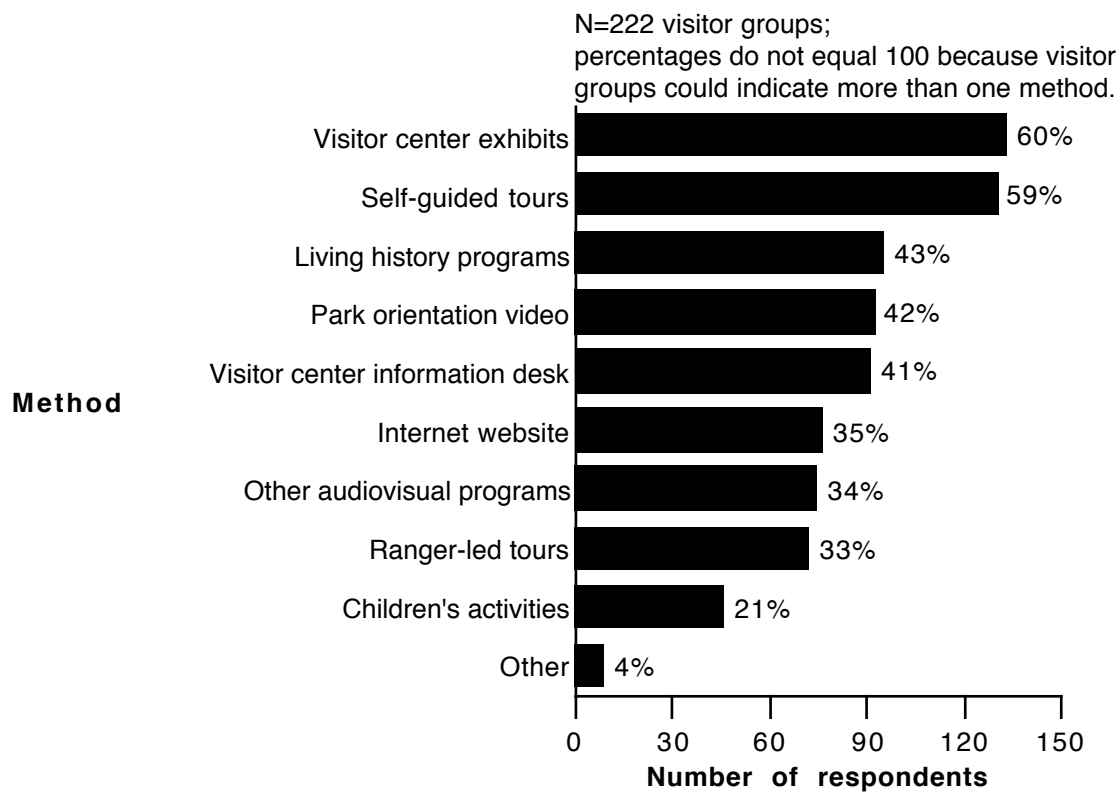


Figure 83: Visitors interested in learning about the park in the future

**Figure 84: Preferred learning methods**

Dedicated shuttle bus use on a future visit

Shuttle bus: Visitor groups were asked, “On a future visit, would you and your group be willing to ride a dedicated shuttle bus to take you between the park sites at Dayton Aviation Heritage NHP?” Fifty percent of visitor groups would be willing to ride a dedicated shuttle bus between park sites on a future visit, 31% were unlikely to, and 19% were “not sure” (see Figure 85).

Historic rail car: Visitor groups were then asked if they would be more likely to ride a dedicated shuttle bus between sites if the bus was an historic rail car. Fifty-eight percent indicated they would be likely to ride a dedicated shuttle bus if it was an historic rail streetcar, 21% were unlikely to, and 20% were “not sure” (see Figure 86).

Willingness to pay fee: Visitor groups were also asked if they would be willing to pay a modest fee (\$1 to \$4 per person) to ride a dedicated shuttle bus between park sites on a future visit. Fifty-six percent of visitor groups were willing to pay a modest fee, 23% were unlikely to, and 20% were “not sure” (see Figure 87).

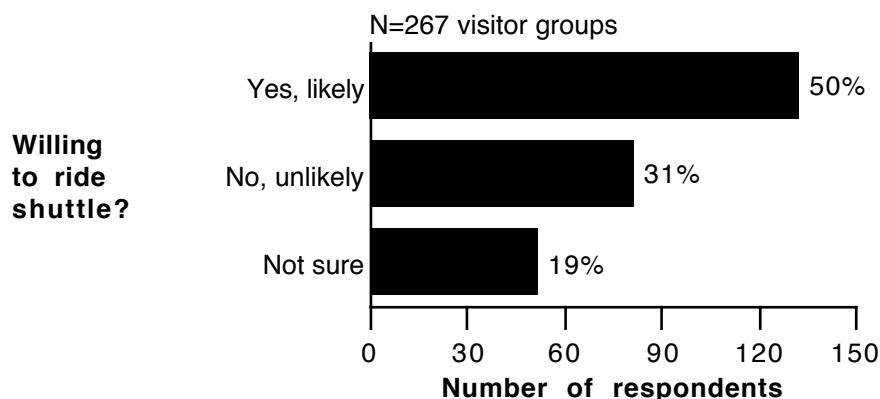


Figure 85: Visitors willing to ride shuttle bus on future visit

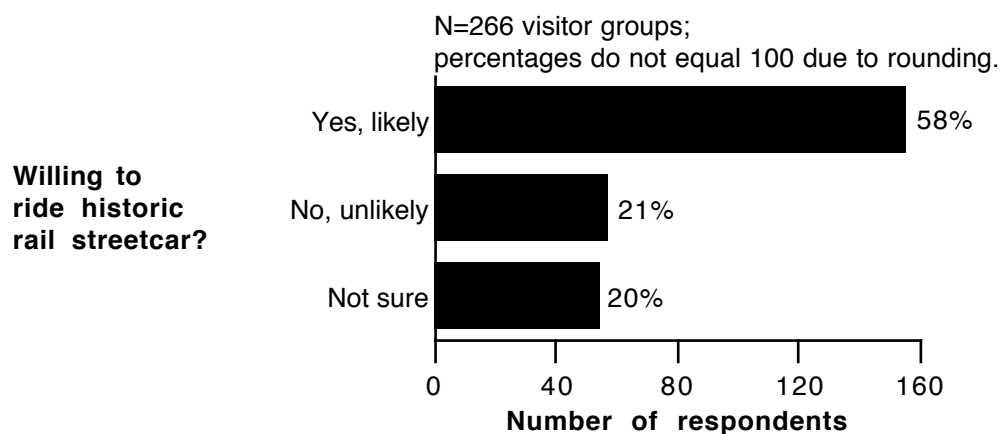


Figure 86: Visitors willing to ride shuttle bus on future visit if it was an historic rail streetcar

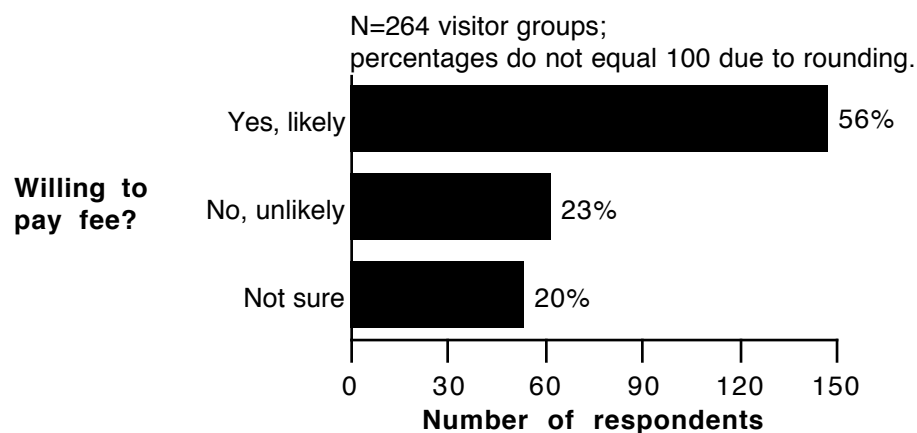


Figure 87: Willingness to pay a modest fee to ride dedicated shuttle bus on a future visit

Visitors interested in purchasing a combined entrance ticket to all park sites on a future visit

Visitor groups were asked if they would be interested in purchasing a combined ticket to all park sites for a slightly reduced rate (\$1 to \$2 less per person than the total of the individual entrance fees)? Fifty percent of visitor groups indicated they would be interested in purchasing a combined entrance ticket, 24% were unlikely to, and 26% were “not sure” (see Figure 88).

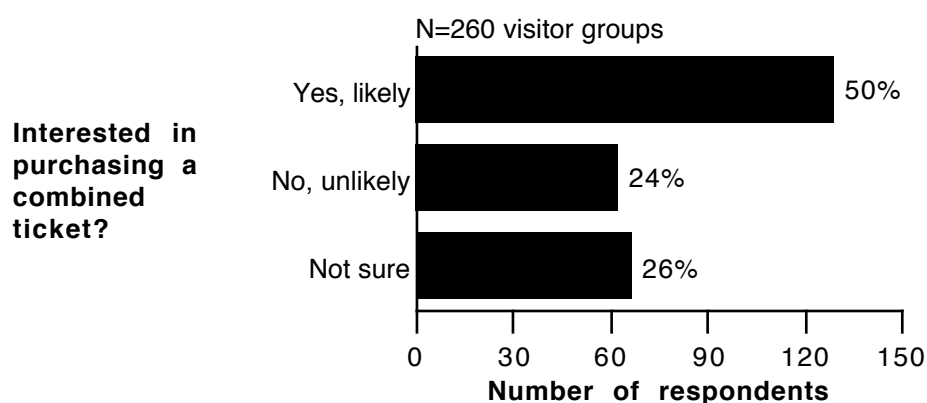


Figure 88: Visitors interested in purchasing a combined entrance ticket to all park sites on a future visit

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Dayton Aviation Heritage NHP during this visit. Most visitor groups (99%) rated the overall quality as “very good” or “good,” as shown in Figure 89. No visitor groups rated the overall quality as “very poor” or “poor.”

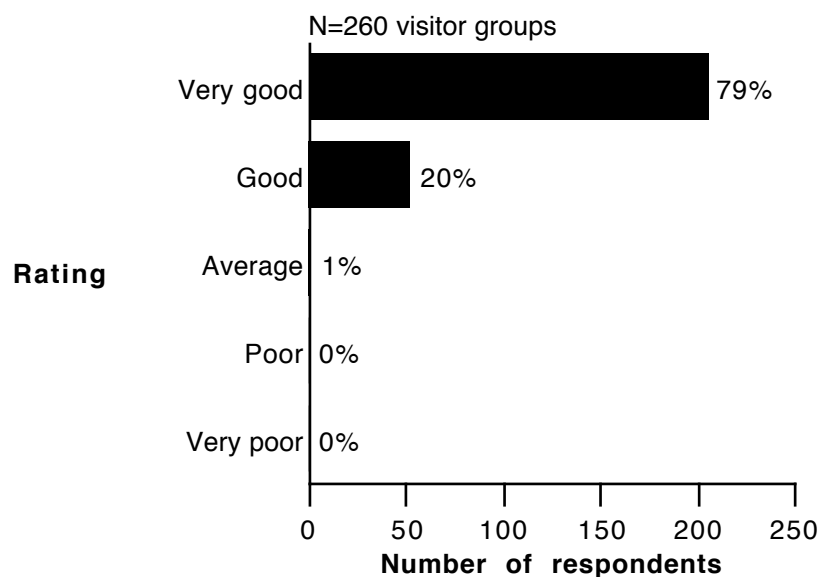


Figure 89: Overall quality of visitor services

Visitor opinions about national significance of park

Visitor groups were asked an open-ended question, "In your opinion, what is the national significance of Dayton Aviation Heritage NHP?" Sixty-eight percent of visitor groups (N=189) provided comments about the national significance of the park. Their comments are listed in Table 23 and complete copies of visitor responses are in the appendix.

Table 23: National significance of park

N=227 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
AVIATION HISTORY	
It is the birthplace of aviation	33
Aviation history	23
The history of flight	9
Preserves aviation history	4
Commemoration of US contribution to first aviation flight.	2
Evolution of aviation/air travel	2
Signifies the important role of our country in the history of aviation	2
To show people the flight legacy in Dayton	1
The Aviation Center does an excellent job telling the story and combines well with exhibits about how technology has changed our American society. Great hands on learning.	1
To inform and educate people on the origins of flight	1
History of airplane	1
This is where the first airplane was created	1
Must see to appreciate our aviation heritage	1
Show the history of aviation in an enjoyable manner	1
It shows the accomplishment of the invention of the airplane. This instills pride in being an American.	1
Very large - this is truly where the mystery of human/practical flight was solved by two bright and curious men	1
National significance pertains to continued flight	1
Recently with the centennial of flight there has been great significance	1
Preserve Dayton Aviation History	1
The invention of flight was a milestone of human achievement. The preservation of that and subsequent efforts inspires the generations that follow.	1
It's like the Plymouth Rock of the aerospace age	1
Technological revolution in flight	1
The beginning of flight is important. Kids have lost the belief that they can do things that will change the world.	1

Table 23: National significance of park (continued)

Comment	Number of times mentioned
HISTORY	
History	6
It shows a very important part of American history	5
Preserves history	5
A very good educational experience	4
It shows a very important part of history	3
Very important for public to have awareness of national history/heritage	1
Shows an important development in history	1
Historical education on how our pioneers lived	1
It is a lesson in historical understanding	1
It is an important part of learning about the history and importance of the inventions of the past century	1
Keep history alive, impress and explain to children. Keep child friendly.	1
Keeping people informed of the historical roles	1
Teaching youth about their history, and it's importance	1
An important, fascinating park of great historical significance	1
Great history	1
History of other accomplishments (other than flight)	1
History where things happened	1
The history of the surrounding area is represented well at the par!	1
History of automobile	1
HUGE, there is so much incredible history here	1
Important technological history	1
Preserves remaining sites for posterity - and not a moment too soon	1
IMPACT	
Very important, aviation changed the world	8
Aviation made the world a smaller place	2
Because if the Wright brothers had not worked on flight, there would be no space program	1
Extremely important in view of air travel's importance today	1
Extremely significant, one of the most important accomplishments of humanity documented	1
The rich contribution given to society	1
Very significant, probably the (or one of 2-3) most life changing events of the century	1
Flight and space travel are the destiny of mankind. The Wright Brothers accomplished the first step.	1
Flight opened the way for an improvement in our way of life	1
Major, delighted that groundwork laid for future generations	1
The museum gives us pride in what the Wright Brothers hard work and determination brought the world	1

Table 23: National significance of park (continued)

Comment	Number of times mentioned
PAUL LAURENCE DUNBAR	
Truly Dunbar's home is a National Poetry Landmark	1
Also important knowledge of a significant African American	1
WRIGHT BROTHERS	
History of the Wright Brothers	13
Teach about Wright Brothers accomplishment in history	3
They were the first men in controlled flight. It is important history.	3
Importance of Wright Brothers	2
The Wright Flyer	2
Proof of what the Wrights contributed to aviation	1
It helps us understand why the Wright Brothers are honored for their role in aviation	1
Learning how the Wright Brothers evolved their ideas	1
Many people don't realize the connection between the Wrights and Dayton	1
Proof of what the Wrights contributed to Dayton	1
Shows how two of the country's most significant inventors lived and worked	1
The Aviation Center does an excellent job telling the story of the Wrights	1
The genius of the Wright Brothers	1
The history of the Wright Brothers contribution to its (powered flight) beginning	1
To see the Wright Brothers exhibit	1
Preserves Wright Brothers' success in our country's aviation achievements	1
DAYTON	
It shows the contributions Dayton has made to the field of aviation	2
It shows the contributions Dayton has made to the field of literature	1
Shows Dayton to the world for its importance in poetry	1
Contribution of great historical activities in our area	1
Shows Dayton's importance in history (inventions, etc.)	1
All the things invented in Dayton	1
Shows an important development in the heritage of area	1
It is the base from which the Wright Brothers achieved their success	1
To trace history of Dayton, including people such as Wright Brothers and aviation and exhibit to people	1
To educate the public on the importance Dayton played in the lives of the Wrights and Dunbar	1
How many important historic figures resided here	1
Very significant, first airport location of first flight in Ohio	1
It is the prime location of the development of aviation in the US	1
It shows people that Dayton does have something to offer	1
History of the Dayton area	1

Table 23: National significance of park (continued)

Comment	Number of times mentioned
INVENTIONS	
Shows an important development in spirit of the inventions	1
Not only flight, but Dayton is a plethora of inventions and significant patents	1
It is very significant. I enjoyed it immensely!! It teaches us about some of our nation's greatest inventors	1
Invention of electric starter	1
Invention: C. Kettering	1
POWER OF THOUGHT	
Understanding how and why we develop new creative, innovative ideas...vital to future	1
A place where thinking outside the box can accomplish dreams	1
An example of following a dream, amazing doors will open	1
To teach people to follow their dreams and don't give up	1
To teach all about what could be done with thought and determination	1
Inventive minds pay big dividends	1
GENERAL	
Very significant/important	7
Awareness! If I/we had heard of Paul Dunbar it was forgotten and we enjoyed learning of him again as well as the Wright Brothers	1
Very important to our education	1
Three men from Dayton, Wright Brothers and Paul Dunbar, what they stood for	1
Air Force Museum is for nation	1
I believe it ties in greatly with the Air force museum	1
It gives added support to an already good park	1
To keep us all mindful of the sacrificial endeavors of our forefathers	1

What visitors liked most about exhibits

Visitor groups were asked what they liked most about the exhibits at Wright-Dunbar Interpretive Center and Huffman Prairie Flying Field Interpretive Center in Dayton Aviation Heritage NHP. Ninety-seven percent of visitor groups (N=157) provided comments about what they liked most about the exhibits. Their comments are listed in Table 24 and complete copies of visitor responses are in the appendix.

Table 24: What visitors liked most about exhibits

N=210 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
EXHIBITS	
Interactive displays	7
1905 Wright Brothers Flyer	5
Enjoyed seeing original artifacts	5
Hands-on displays	4
Children oriented exhibits	3
Cars	2
Hands-on displays for children	2
Interpretive signs	2
Original Wright Brothers artifacts	2
Talking people exhibits	2
Wright Cycle Shop exhibits	2
Because of time, outdoor exhibit	1
Bikes	1
Cycle shop tour and info on the family make them real	1
Displays of the genius and creativity and work ethic of the Wright Brothers	1
Exhibit of Wright Brother's first flight	1
Exhibits discussing trials the Wright Brothers went through to develop the airplane	1
Exhibits on the early days of aviation, 1900-1906	1
Interpretive signs at HPFFIC	1
Old air planes	1
Old houses	1
Propeller and plane engine at Wright-Dunbar	1
Recreation of structures at Huffman Prairie Flying Field	1
Steps taken to achieve the actual experience of flying.	1
The Barn Gang	1
The Indian Mounds	1
Time line explanation of the Wright Brothers discovery of flight and experiments	1
Trolley cars and trains	1

Table 24: What visitors liked most about exhibits (continued)

Comment	Number of times mentioned
EXHIBITS (continued)	
Wing in wind tunnel	1
Wright Brothers Printing Company	1
FILM/VIDEO	
Film/video/movie	15
Wright Brothers film	2
Wright Flyer film/video	2
Films on the early days of aviation, 1900-1906	1
Films, exhibit demonstrating lift on the wing	1
Interactive video at Aviation Center, Carillon Park was fabulous	1
Introduction film and the film about aircraft basics	1
Learned a lot from film	1
Video footage at Huffman	1
Video library	1
Video on Dunbar	1
Video room	1
Videos of Wright Bros and Wright Patterson	1
Visuals around movies	1
Wright-Dunbar movie	1
PHOTOGRAPHS	
Quantity of photographs	2
Excellent photographs	1
Original photographs	1
Photographs	1
Photographs of the Wright Bros. Discovery of flight and experiments	1
HISTORY	
Aviation history	4
Local history	3
Wright Brothers family history	2
Huffman Prairie Flying Field history	1
Learning about Wright Brothers and Paul L. Dunbar	1
Military history	1
Paul L. Dunbar history	1
Sharing history in an exciting way	1
GENERAL COMMENTS	
Everything	12
Information	4
Facilities	2
Gardens	1
Grounds	1
Interested in aviation	1
Ranger tour	1

Table 24: What visitors liked most about exhibits (continued)

Comment	Number of times mentioned
GENERAL COMMENTS (continued)	
Ranger's presentation on Paul Laurence Dunbar - great on dates, influence, etc.	1
Second Floor of W-D Interpretive Center	1
Viewing the prairie	1
DESCRIPTIVE COMMENTS	
Excellent	9
Informative	8
Interesting	7
Easy to understand	5
Amount of information provided	3
The quality of the presentation	3
Beautiful scenic views	2
Clean	2
Did a great job	2
Laid out in organized manner	2
Thorough	2
Variety of information	2
Aviation story line very well shown	1
Content of information	1
Crisp and concise	1
Easy access to all the exhibits	1
Excellent museums	1
Exhibits provide very important information about the Wright Brothers and Paul Laurence Dunbar	1
Factual information	1
Good information	1
Readable "bullets" of information	1
Uncrowded atmosphere	1
Unhurried pace	1
Well maintained	1
Wright Brothers exhibits were very informative	1
Wright Brothers information was interesting	1
Wright Brothers materials were very clear	1

What visitors liked least about exhibits

Visitor groups were asked what they liked least about the exhibits at Wright-Dunbar Interpretive Center and Huffman Prairie Flying Field Interpretive Center in Dayton Aviation Heritage NHP. Fifty-four percent of visitor groups (N=87) provided comments about what they liked least about the exhibits. Their comments are listed in Table 25 and complete copies of visitor responses are in the appendix.

Table 25: What visitors liked least about exhibits

N=96 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
EXHIBITS	
Reproductions	1
Static exhibits (still photos, etc.)	1
Talking Orville and Wilber	1
Some items weren't related to historical period of Wright Brothers	1
Hopefully exhibits will grow.	1
Need more original Wright Brother artifacts	1
Not enough original material	1
Printing exhibit needed more demonstration	1
Would have liked more info on ancestry of Wright Brothers	1
Did not talk about how secretive they were	1
Did not talk about how sister helped	1
Exhibits stops at 1905 Wright plane II. What happened after that?	1
No mention of Wright's early years in and around Richmond, Indiana	1
Flyer was at the airport for the air show	1
Gold parachute collection not on display	1
Poor quality in the Wright's Bicycle Shop	1
Print shop odor made breathing difficult	1
Wright-Dunbar Interpretive Center - upstairs was a bit like a maze	1
HOURS OF OPERATION / TIME	
Could not visit everything	2
Early closing time	2
Huffman Prairie Flying Field closed	2
Didn't have enough time to watch videos	1
Exhibit closed	1
Huffman Prairie Flying Field Interpretive Center closed	1
Rushing for film	1

Table 25: What visitors liked least about exhibits (continued)

Comment	Number of times mentioned
ADDITIONAL SERVICES	
A visitor center at Huffman Prairie Field would be helpful	1
Books/items for sale	1
Need grills in picnic areas	1
Would have liked a Wright Brothers T-shirt with a Wright Brothers bike on it	1
IMPROVEMENTS / MAINTENANCE	
Too dark to read exhibits	2
Air conditioning was too cold in parts	1
Building needed to be cleaned	1
Non-working parachute exhibit	1
One or two interactive exhibits out of order	1
Parking at Huffman Prairie Flying Field could be improved	1
GENERAL COMMENTS	
Enjoyed everything	48
Didn't realize that when we walked past Wright Brothers Memorial we were overlooking Huffman Flying Field	1
Dunbar portion of exhibit - could see the Dayton connection but did not really seem to fit with aviation interest. A stretch for diversity interest.	1
Finding the entrance to the parking lot	1
It got hot	1
Not enough visitors	1
Not interested in Dunbar information	1
Paths at Huffman Prairie Flying Field were blocked to cars	1
Small	1
Walking	1

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Dayton Aviation Heritage NHP, what would you propose?" Forty-six percent of visitor groups (N=130 groups) responded to this question. A summary of their responses is listed below in Table 26 and complete copies of visitor responses are contained in the appendix.

Table 26: Planning for the future

N=171 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers did excellent job of presenting information	5
INTERPRETIVE SERVICES	
Provide more exhibits	14
Better information on how sites are related/connected	9
Provide more information	8
More living history programs	7
More interactive/hands-on exhibits for children	5
Include tour of Wright Brothers' home on Hawthorne Hill	5
Provide more tours	3
Excellent exhibits/displays/video	3
Reproduction Wright planes to fly at Huffman Prairie Flying Field	2
Provide guided tours	2
Provide full-scale models of Wright planes	2
Other comments	7
FACILITIES / MAINTENANCE	
Provide shuttle between sites	11
Improve signage within the park directing visitors to sites	7
Provide food/beverage services	3
Provide more visitor parking	3
Other comments	10
POLICIES / MANAGEMENT	
Advertise park more in local communities	14
Advertise park more nationally	4
Improve signage directing visitors to the park, particularly from the city and interstate highways.	3
Lower entrance fees	2
Integrate/connect park sites with USAF Museum	2
Eliminate Dunbar connection/move Dunbar site; it has nothing to do with flight.	2

Table 26: Planning for the future (continued)

Comment	Number of times mentioned
POLICIES / MANAGEMENT (continued)	
Don't increase entrance fees	2
Other comments	14
GENERAL COMMENTS	
Not enough info/experience with site to offer suggestions	5
Doing a great job	5
Keep it the way it is	4
Other comments	8

Additional comments

Fifty percent of visitor groups (N=141 groups) wrote additional comments. Their comments about Dayton Aviation Heritage NHP are summarized below (see Table 27). Complete copies of visitor comments are also included in the appendix.

Table 27: Additional comments

N=298 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff very friendly	15
Park staff very helpful	13
Park staff knowledgeable	11
Park staff excellent	4
Carillon Park staff knowledgeable	4
Carillon Park staff excellent	3
Other comments	3
INTERPRETIVE SERVICES	
Visit educational	13
Enjoyed exhibits	8
Exhibits excellent	7
Advertise park more in local communities	7
Exhibits educational	3
Exhibits interesting	3
Impressed with quality of exhibits	3
Add more exhibits	2
Exhibits very clean	2
Appreciated closed captioning at movie	2
Exhibits well presented	2
Other comments	5
FACILITIES / MAINTENANCE	
Park clean	5
Park well maintained	5
Facilities very clean	3
Buildings in excellent condition	2
Long grass/weeds give sites unkempt appearance	2
Other comments	4

Table 27: Additional comments (continued)

Comment	Number of times mentioned
POLICIES / MANAGEMENT	
Advertise park more in local communities	7
Improve signage directing visitors to park sites	4
Fees too high	3
Survey too long	3
Need more effort to make park more exciting	2
Don't like to pay fees	2
Extend visiting hours	2
Park well run	2
Separate survey for each site	2
Other comments	10
RESOURCE MANAGEMENT	
Unable to visit site because it was closed	4
Park has organized layout	3
Sites too far apart	2
Other comments	2
GENERAL COMMENTS	
Enjoyed visit	47
Thank you	13
Will return in future	12
Enjoyed visit at Carillon Historical Park	9
Good job	6
Park beautiful	5
Repeat visit	5
Park is interesting	4
Exceeded expectations	3
Interested in specific park site	2
Hesitant/refuse to visit sites in West Dayton due to feeling unsafe and bad reputation of area	2
Other comments	16

ADDITIONAL ANALYSIS**Dayton Aviation Heritage
National Historical Park
VSP Report 156**

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.

- | | | |
|-----------------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------------|
| • Aware Dayton, OH has a National Park Service site | • Adequacy of directional signs | • Race |
| • Park managed as unit of National Park System | • Special interest in selected subjects | • Disabilities/impairments |
| • Sources of information prior to visit | • Visitor services and facilities used | • Type of disability/impairment |
| • Receive type of information needed | • Importance of visitor services and facilities used | • Encounter access/service problems in park |
| • Primary reasons for visiting park area | • Quality of visitor services and facilities used | • Reasons for visiting Wright-Dunbar and Huffman Prairie Flying Field Interpretive Centers |
| • Sites visited within park | • Overall quality of visitor services | • Total expenditures in/out of park |
| • Length of stay (hours) | • Group type | • Expenditures within the park |
| • Number of times entered sites | • Educational/school group | • Expenditures outside the park |
| • Order of sites visited | • Group size | • Number of adults covered by expenses |
| • Number of visits during past 12 months | • Vehicles per group | • Number of children covered by expenses |
| • Number of visits during lifetime | • Gender | • Understand connection between Wright Brothers and Paul Laurence Dunbar |
| • Difficulty locating park sites | • Age | • Future learning preferences |
| • Difficulty finding parking at park sites | • Zip code/state of residence | • Willingness to ride shuttle in future |
| • Stay overnight away from home | • Country of residence (other than U.S.) | • Willingness to ride historic rail streetcar in future |
| • Number of nights in area of park | • Primary language spoken and read | • Willingness to pay fee to ride shuttle in future |
| • Type of lodging | • Ethnicity | • Interested in purchasing a combined ticket to park sites |

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu
Website: www.psu.uidaho.edu

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 Park Studies Unit website: www.psu.uidaho.edu. 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)

VISITOR SERVICES PROJECT PUBLICATIONS (continued)**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

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. Catoclin 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
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park

For more information about the Visitor Services Project, please contact the University of Idaho, Park Studies Unit by visiting website: www.psu.uidaho.edu
