



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

Visitor Services Project



San Francisco Maritime National Historical Park Visitor Study

Spring 2005



University of Idaho

**Park Studies Unit
Visitor Services Project
Report 164**



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Visitor Study Spring 2005

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**Visitor Services Project
Report 164**

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**Visitor Services Project
San Francisco Maritime National Historical Park
Report Summary**

- This report describes the results of a visitor study at San Francisco Maritime National Historical Park (NHP) during May 24-30, 2005. A total of 850 questionnaires were distributed to visitor groups. Of those, 492 questionnaires were returned, resulting in a 58% response rate.
- This report profiles San Francisco Maritime NHP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are in an appendix and also provided in an electronic file.
- Fifty-one percent of visitor groups were in groups of two and 27% were in groups of three or four. Sixty-one percent of visitor groups were family groups. Forty-seven percent of visitors were ages 41-65 years and 12% were age 15 or younger.
- United States visitors were from California (39%), Texas (5%), Florida (4%), Washington (4%), 41 other states, Puerto Rico, and Washington, D.C. International visitors, comprising 18% of the total visitation, were from England (20%), Canada (17%), and 25 other countries.
- On this visit, 71% of visitors were visiting San Francisco Maritime NHP for the first time in their lifetime. Most visitors (86%) were visiting for the first time in the past 12 months. Thirty-three percent of visitors (16 years or older) had a bachelor's degree and 28% had a graduate degree.
- Prior to this visit, 47% of visitor groups did not obtain information about the park. The sources used by those who obtained information about San Francisco Maritime NHP included walking/driving by and seeing signs (49%), previous visits (35%), and travel guides/tour books (24%). Most groups (81%) received the information they needed about the park.
- Sixty-four percent of visitor groups were not aware of San Francisco Maritime NHP prior to their visit. Most groups (66%) came to visit other area attractions. Many visited Pier 39 (60%) and Golden Gate NRA (35%) before visiting the park. Over one-half of groups (55%) found the park by chance.
- Most groups visited Hyde Street Pier (71%), while 46% went to the Maritime Museum, 43% to the Visitor Center, and 18% went to the Aquatic Park Historic District. Thirty-eight percent of visitor groups went on board the historic ships. The most common reasons for not going on board the historic ships were lack of time and cost.
- 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 services/facilities by the 382 visitor groups included park brochure/map (56%), museum exhibits (51%), historic ships (48%), and educational signs (45%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included historic ships (85%, N=169) and directional signs in San Francisco (83%, N=112). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included information from fee booth staff (96%, N=54) and assistance from park staff (94%, N=115).
- Most visitor groups (86%) rated the overall quality of facilities, services, and recreational opportunities at San Francisco Maritime NHP as "very good" or "good." Less than two percent of groups rated the overall quality as "very poor" or "poor."

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

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INTRODUCTION

This report describes the results of a visitor study at San Francisco Maritime National Historical Park (NHP). This visitor study was conducted from May 24-30, 2005 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire. Instead, the results are presented in the following order:

- *Demographics*
- *Information Prior to Visit*
- *Information During Visit*
- *Ratings of the Park's Services, Facilities, Resources, Qualities, Elements, and Value for Fee Paid*
- *Expenditures (only presented if the questionnaire included expenditure questions)*
- *Information about Future Preferences*
- *Overall Quality*
- *Visitor Comments*

Section 3: **Appendices**

Appendix 1: The *Questionnaire* contains a copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis* contains a list of options for cross references and cross comparisons.

These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after of this study is published.

Appendix 3: Decision rules for checking non-response bias

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the VSP-PSU. Copies of these reports can be obtained by contacting the PSU office or visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>

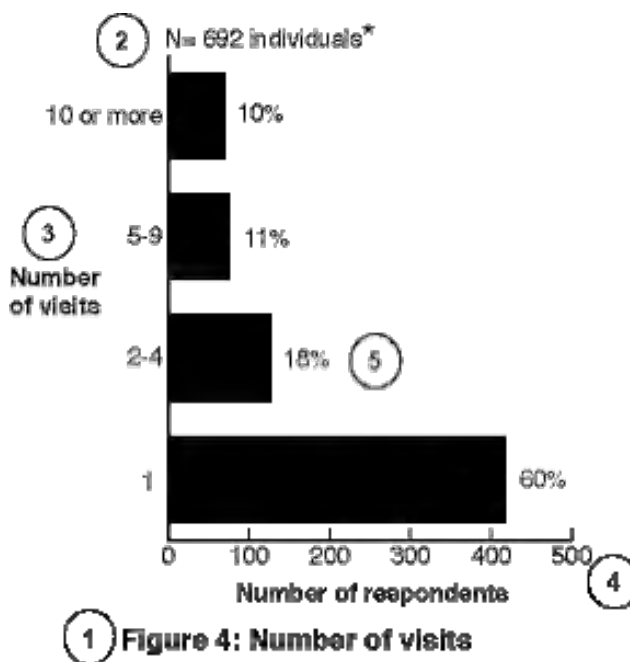
Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Most results are presented in the form of graphs (see example below) with some narrative text. Results may also be displayed as scatter plots, pie charts, or tables when applicable. The numbered explanations below match the circled numbers on the sample graph.

SAMPLE ONLY

- 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. If N is less than 30, **CAUTION!** on the graph indicates the results may be unreliable.
* indicates the total percentages do not equal 100 due to rounding.
** indicates the total percentages do not equal 100 because visitors could select more than one answer choice.
- 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

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of the previous years. To minimize coverage error, the sample size was also determined to provide adequate information about specific park sites if requested.

Interviews were conducted with visitor groups, and 850 questionnaires were distributed to a random sample of visitor groups who arrived at San Francisco Maritime National Historical Park (NHP) during the period from May 24-30, 2005. Table 1 presents the locations and numbers of questionnaires distributed at each location. These locations were selected based on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution location

N=number of questionnaire distributed;
percentage does not equal 100 due to rounding.

Sampling site	N	Percent
Hyde Street Pier	586	69
Maritime Museum	160	19
Visitor center	99	12
Library/Research Facility (Building E)	5	1
Total	850	101

Questionnaire design

The San Francisco Maritime 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 while others were customized for San Francisco Maritime 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.

No pilot study was conducted to test the San Francisco Maritime NHP questionnaire. However, all questions followed OMB guidelines and/or were also used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and proven.

Survey procedure

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 affixed with a U.S. first class postage stamp.

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 standard statistical software packages—Statistical Analysis System (SAS) or Statistical Package for the Social Sciences (SPSS). Frequency distribution and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

Limitations

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

1. This study used a self-administered questionnaire. In addition, the respondents filled out the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of May 24-30, 2005. The results present a 'snapshot-in-time' and 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, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or inaccurate memory of the respondent). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

Some visitor groups were unaware that they were visiting a unit of the National Park System. Some groups did not know what attractions were part of the park and this is reflected in their responses to some questions.

Weather was cold and windy on some days of the survey and may have affected what visitor groups did and the length of time they visited.

Checking Non-response Bias

At San Francisco Maritime NHP, 1,246 visitor groups were contacted and 850 of these groups (68%) accepted the questionnaire. Questionnaires were completed and returned by 492 visitor groups, resulting in a 58% response rate for this survey. The age of the group member who actually filled out the questionnaire and group size were the two variables used to check non-response bias.

There is no significant difference between respondent and non-respondent ages and insignificant differences in group sizes (see Table 2). Therefore, the non-response bias was judged to be insignificant and the data in this study is a good representation of a larger population of visitors to San Francisco Maritime National Historical Park. See Appendix 3 for more details of the non-response bias checking procedure.

**Table 2: Comparison of respondents
and non-respondents**

Variable	Respondent		Non-respondent		p-value (t-test)
	Average	N	Average	N	
Age	45.8	490	39.9	358	0.334
Group size	3.3	487	3.8	360	0.226

Both p-values are greater than 0.05, so non-response bias was judged to be insignificant.

RESULTS

Demographics

Visitor group size

Question 16

On this visit, how many people were in your personal group, including yourself?

Results

Visitor group sizes ranged from 1 person to 144 people.

- 51% of visitor groups consisted of two people (see Figure 1).
- 27% of groups had three or four people.
- 10% had five or more people.

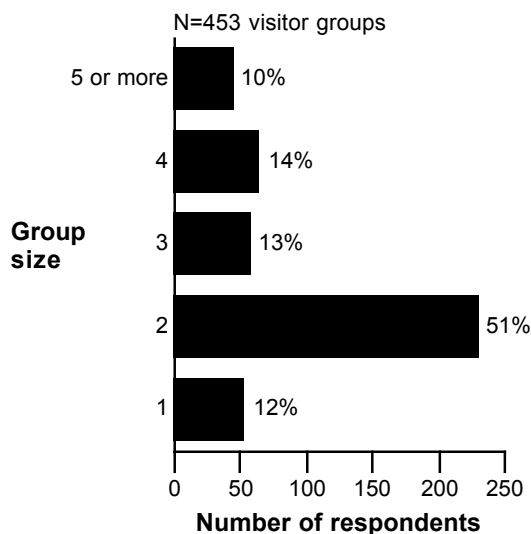


Figure 1: Visitor group size

Visitor group type

Question 17

On this visit, what kind of personal group (not guided tour/school group) were you with?

Results

- 61% of visitor groups were made up of family members (see Figure 2).
- 17% were with friends.
- 15% were alone.
- "Other" groups (3%) included:

Boyfriend/girlfriend
Working group
School group
Conference

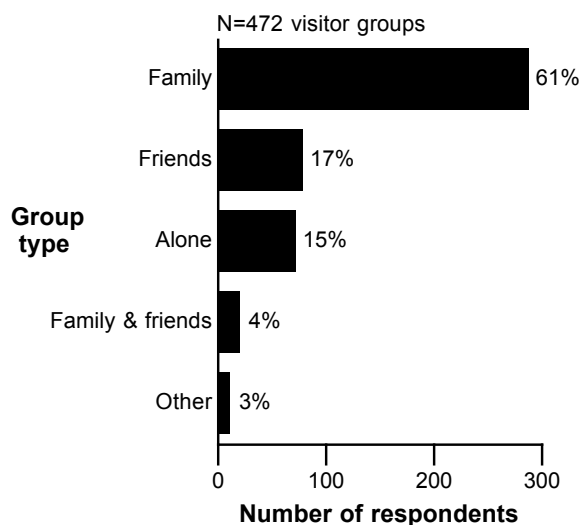


Figure 2: Visitor group type

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitors with organized groups

Question 18a

On this visit, were you and your personal group with a guided tour group?

With guided tour group?

Results

- 4% of visitor groups were with guided tour groups (see Figure 3).

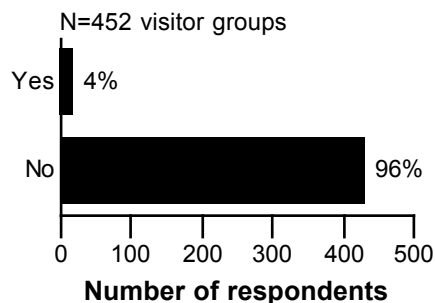


Figure 3: Visitors with a guided tour group

Question 18b

On this visit, were you and your personal group with an educational group?

With educational group?

Results

- 3% of visitor groups were with educational groups (see Figure 4).

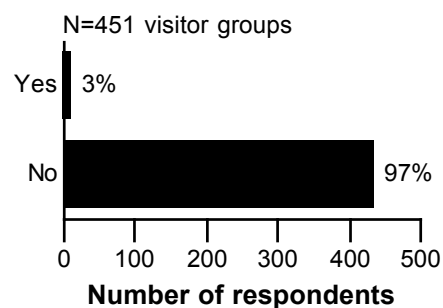


Figure 4: Visitors with an educational group

Question 18c

On this visit, were you and your personal group with a day care/day camp group?

With day care/ day camp group?

Results

- <1% of visitor groups were with day care/day camp groups (see Figure 5).

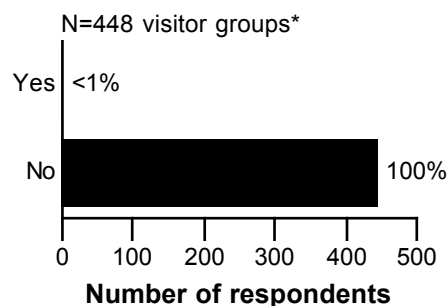


Figure 5: Visitors with day care/day camp group

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitor gender

Question 19a

For you and your group (up to seven members), what is your gender?

Results

- 49% of visitors were male (see Figure 6).
- 51% were female.

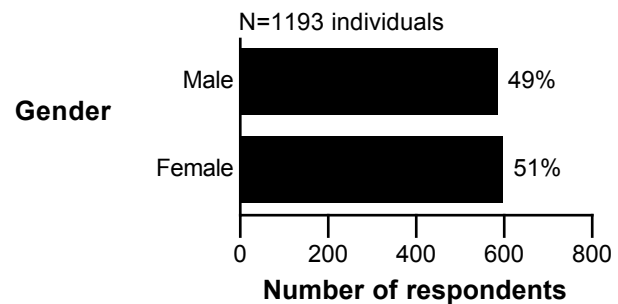


Figure 6: Visitor gender

Visitor age

Question 19b

For you and your group (up to seven members), what is your current age?

Results

Visitor ages ranged from 1 to 90 years old.

- 12% of visitors were 15 years or younger (see Figure 7).
- 47% were in the 41-65 years age group.
- 7% were 66 years or older.

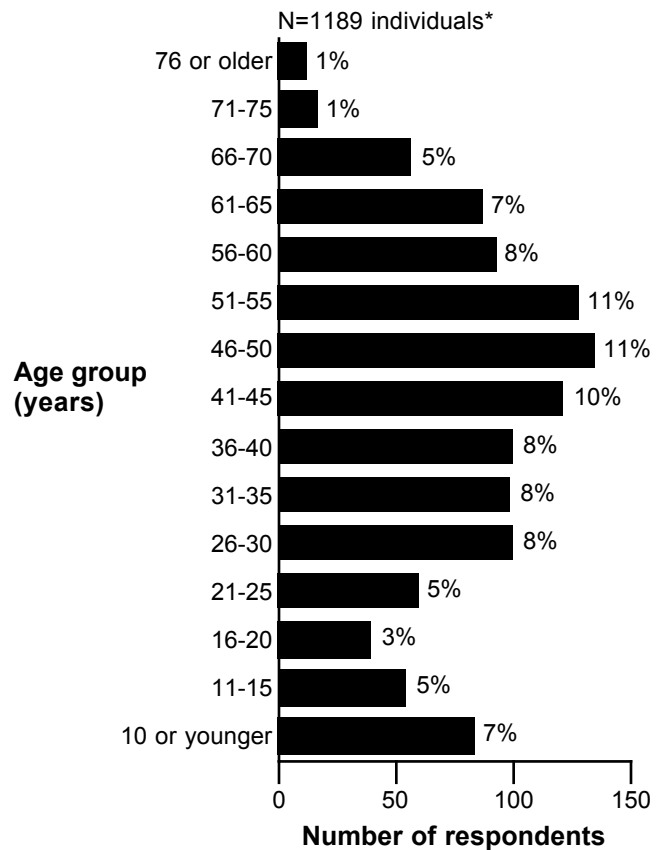


Figure 7: Visitor age

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitor level of education

Question 23

For you and each of the members (up to seven members ages 16 and over) in your group on this visit, please indicate the highest level of education completed.

Results

- 33% of visitors held a bachelor's degree (see Figure 8).
- 28% had a graduate degree.
- 22% had some college.

Highest level of education

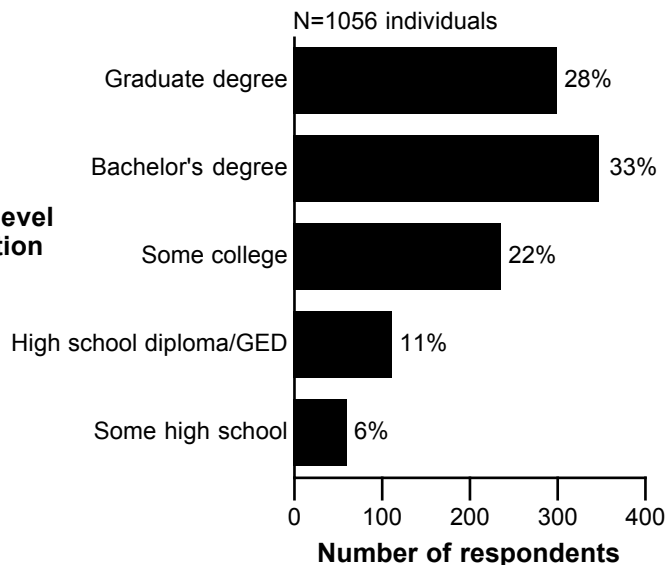


Figure 8: Visitor level of education

Visitors with disabilities/impairments

Question 22a

Does anyone in your group have any disabilities/impairments that affected their visit to San Francisco Maritime NHP?

Results

- 4% of visitor groups had a group member with disabilities or impairments that affected their park experience (see Figure 9).

Any group member with disability/impairment?

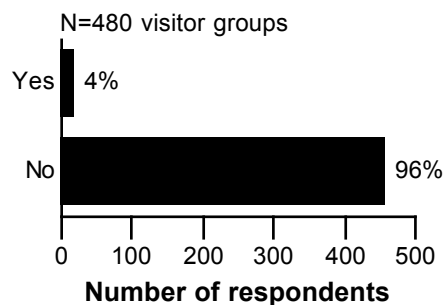


Figure 9: Visitors with disabilities/impairment

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Question 22b

If YES, what kind of disability/
impairment?

Results Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable data (see Figure 10).
- "Other" disabilities/impairments (17%) included:

Walking with cane
Being an addict

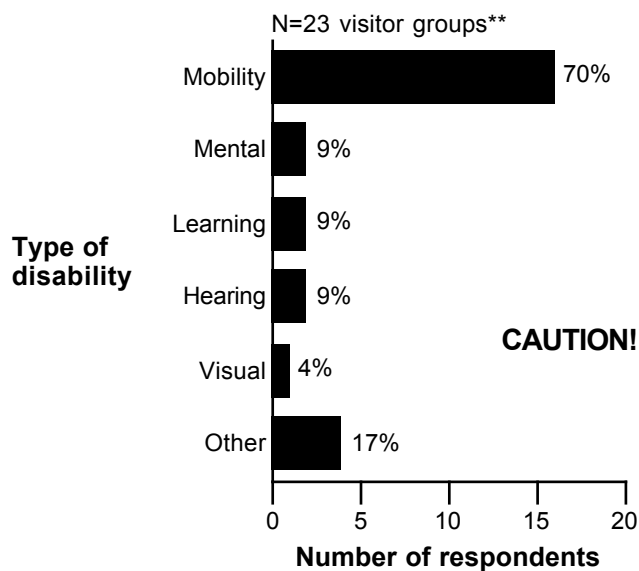


Figure 10: Types of disabilities/impairments

Question 22c

Because of the disability/impairment, did
you and your group encounter any access
and/or service problems during this visit to
San Francisco Maritime NHP?

Results Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable data (see Figure 11).

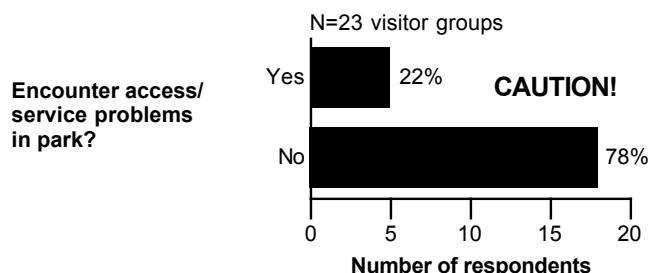


Figure 11: Visitors who encountered access/service problems in park due to disabilities/impairments

Question 22d

If YES, what were the problems?

Results

- Access/service problems that visitors with disabilities/ impairments encountered included:

Inability to visit the historic ships
Upper floors of the museum
Walking up/down hills

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Respondent ethnicity

Question 20a

For you only, are you Spanish, Hispanic, or Latino?

Results

- 7% of respondents were Spanish, Hispanic, or Latino (see Figure 12).

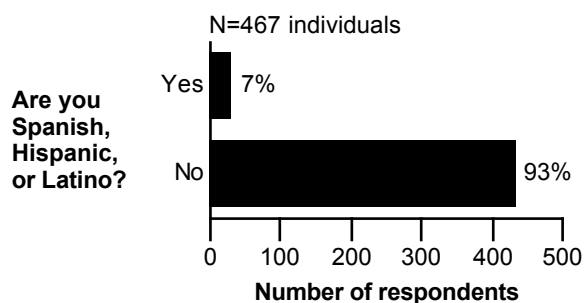


Figure 12: Respondents of Spanish, Hispanic, or Latino ethnicity

Respondent race

Question 20b

For you only, which of these categories best indicates your race?

Results

- 90% of respondents were White (see Figure 13).
- 8% were Asian.

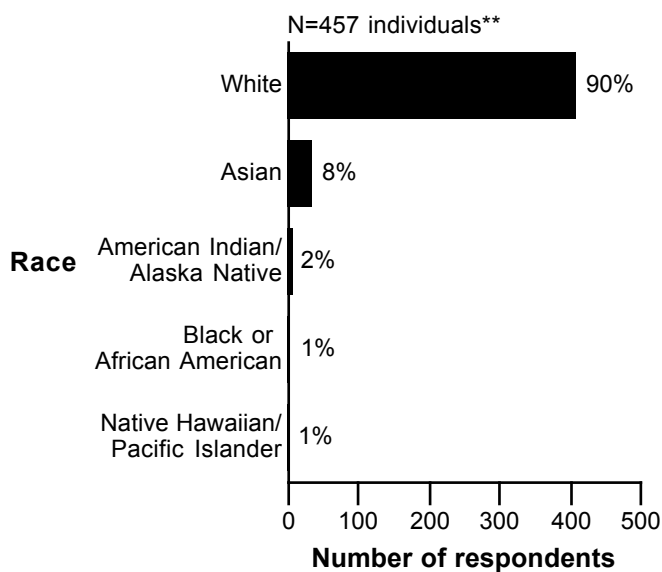


Figure 13: Respondent race

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Number of visits to San Francisco Maritime NHP in the past 12 months

Question 19d

For you and your group (up to seven members), please indicate the number of visits to the park during the past 12 months.

Results

- 86% of visitors had visited San Francisco Maritime NHP once during the past 12 months, including this visit (see Figure 14).
- 8% visited the park twice.

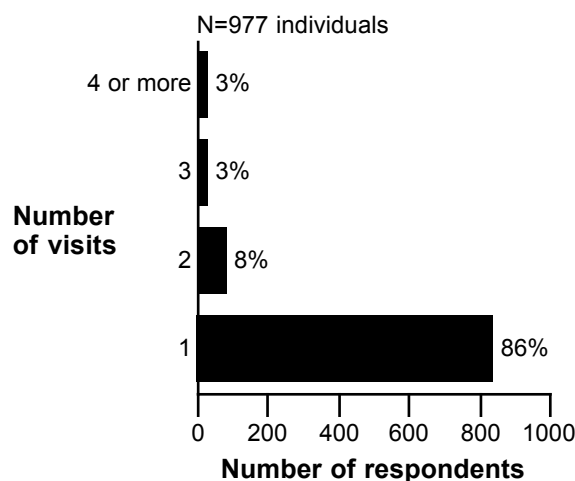


Figure 14: Number of visits to park in the past 12 months (including this visit)

Number of visit to the park in visitor lifetime

Question 19e

For you and your group (up to seven members), please indicate the number of visits to the park during the person's lifetime.

Results

- 71% of visitors were visiting San Francisco Maritime NHP for the first time in their lifetime (see Figure 15).
- 13% visited the park twice.

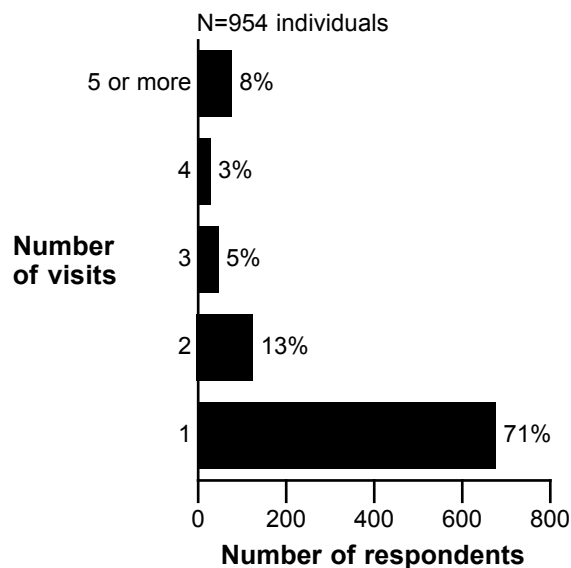


Figure 15: Number of visits to park in visitor lifetime

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

United States visitors by state of residence

Question 19c

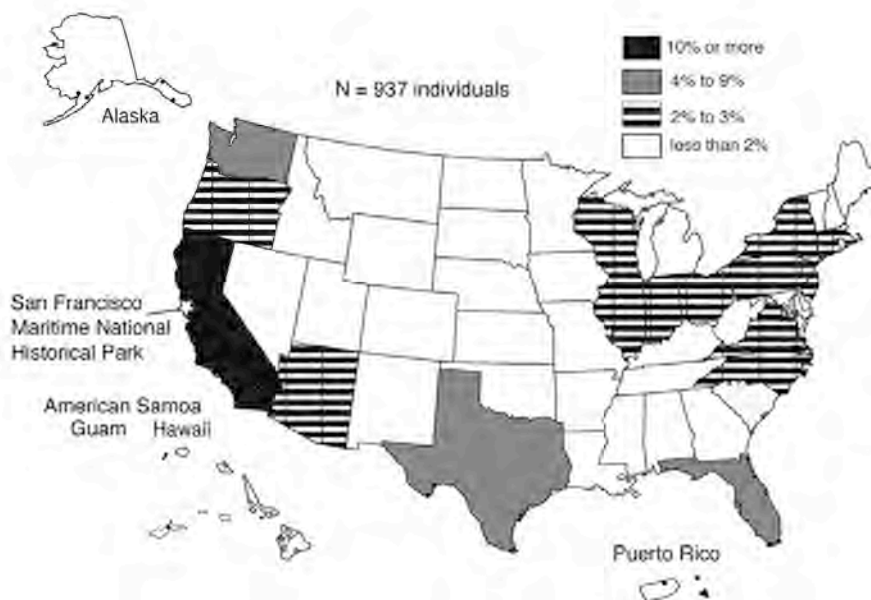
For you and your group (up to seven members), please indicate the person's U.S. zip code or country of residence.

Results

- 82% of visitors (937 individuals) were from the United States.
- 39% of U.S. visitors came from California (see Table 3 and Map 1).
- 5% came from Texas.
- 4% came from Florida.
- 4% from Washington.
- Smaller proportions came from 41 other states, Washington, D.C., and Puerto Rico.

Table 3: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=937 individuals	Percent of total visitors N=1,136 individuals
California	364	39	32
Texas	47	5	4
Florida	37	4	3
Washington	34	4	3
Illinois	27	3	2
Ohio	27	3	2
Arizona	24	3	2
North Carolina	24	3	2
Pennsylvania	24	3	2
New York	23	2	2
Indiana	22	2	2
Massachusetts	22	2	2
New Jersey	18	2	2
Virginia	18	2	2
Connecticut	17	2	1
Oregon	17	2	1
Wisconsin	17	2	1
28 other states, Washington, D.C., and Puerto Rico	175	19	15



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

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

International visitors by country of residence

Question 19c

For you and your group (up to seven members), please indicate the person's U.S. zip code or country of residence.

Results

- 18% of visitors (199 individuals) were from 27 countries other than the United States.
- The greatest proportion of international visitors (20%) came from England (see Table 4).
- 17% were from Canada.
- 16% were from Australia.
- 16% were from Germany.

Table 4: International visitors by country of residence*

Country	Number of visitors	Percent of international visitors N=199 individuals	Percent of total visitors N=1,136 individuals
England	39	20	3
Canada	33	17	3
Australia	31	16	3
Germany	31	16	3
Holland	11	6	1
Hong Kong	5	3	<1
New Zealand	5	3	<1
Thailand	5	3	<1
Ireland	4	2	<1
Italy	4	2	<1
Japan	4	2	<1
Kenya	4	2	<1
Mexico	3	2	<1
Argentina	2	1	<1
Belgium	2	1	<1
Brazil	2	1	<1
Denmark	2	1	<1
India	2	1	<1
Switzerland	2	1	<1
China	1	1	<1
Czech Republic	1	1	<1
Korea	1	1	<1
Malaysia	1	1	<1
Norway	1	1	<1
Singapore	1	1	<1
South Africa	1	1	<1
Taiwan	1	1	<1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Languages visitors prefer to speak and read

Question 21a

What is the one language you and/or members of your group prefer to speak and read? (open-ended)

Results

- 90% of visitor groups preferred to speak and read English (see Table 5).
- Other languages included:
 - German
 - Spanish
 - Chinese
 - Japanese

Table 5: Preferred languages spoken and read*

N=477 responses

Language	N	%
English	429	90
German	11	2
Spanish	6	1
Chinese	5	1
Japanese	5	1
Dutch	3	1
French	2	<1
Italian	2	<1
Czech	1	<1
Danish	1	<1
Portuguese	1	<1
Serbian	1	<1
Thai	1	<1
Dual languages		
English/Spanish	3	1
English/Chinese	2	<1
English/German	2	<1
English/French	1	<1
English/Tagalog	1	<1

Services preferred in other languages

Question 21b

What services in the park would you like to have provided in languages other than English? (open-ended)

Results

- 87% of visitor groups did not want any services provided in languages other than English (see Table 6).
- Services that visitor groups would like to have translated into other languages included:
 - Signs
 - All services
 - Talks/tours
 - Exhibits
 - Directions

Table 6: Services preferred in other languages**

N=249 responses

Service	N	%
None	220	87
Signs/exhibits	9	4
All services	5	2
Talks/tours	5	2
Brochures	4	2
Directions	3	1
Computer terminals	1	<1
Information desk	1	<1
Maps	1	<1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Information Prior to Visit

Sources of information

Question 1a

Prior to this visit, how did you and your group obtain information about San Francisco Maritime NHP?

Results

- 53% of visitor groups obtained information about the park prior to their visit (see Figure 16).

- As shown in Figure 17, of those who obtained information, the most common sources of information included:

49% Walking/driving by/saw signs
35% Previous visits
24% Travel guides/tour books

- The least used source of information was telephone/email/written inquiry to the park (<1%).

- “Other” sources of information (7%) included:

From living in San Francisco
Argonaut Hotel
Friends
Neighbor
Guide
Magazine

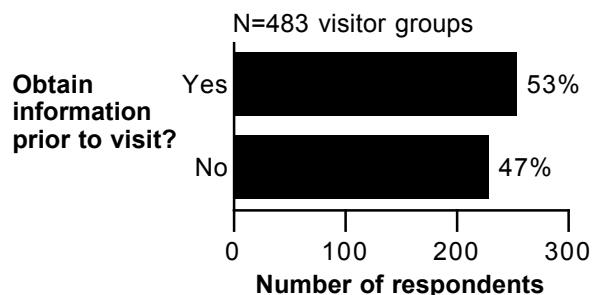


Figure 16: Visitor groups who obtained information about park prior to this visit

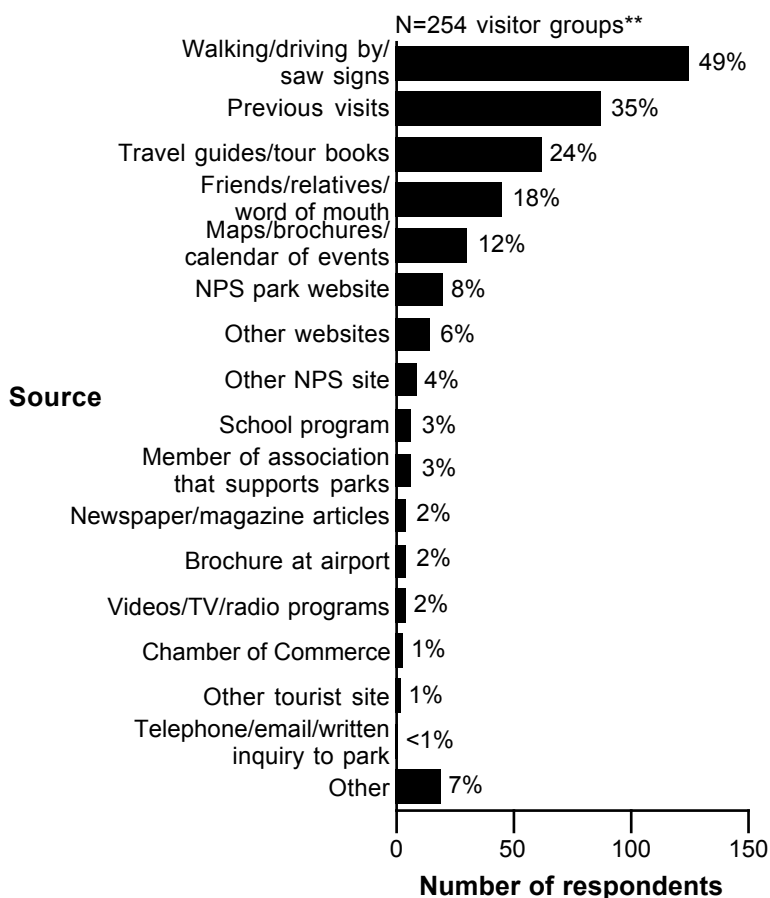


Figure 17: Sources of information used by visitor groups prior to this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Question 1b

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

Results

- 81% of visitor groups obtained the information they needed to prepare for this visit to San Francisco Maritime NHP (see Figure 18).

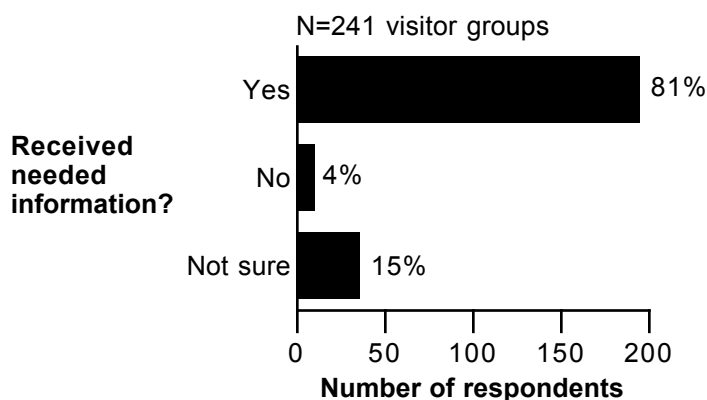


Figure 18: Visitor groups who obtained needed information prior to this visit to San Francisco Maritime NHP

Question 1c

If you did not obtain the type of information you and your group needed, what type of park information did you need that was not available? (open-ended)

Results

- Additional information that visitor groups needed but were not available through these sources included:

Park hours
 Park history
 That ships could be boarded
 Fees
 What is included in park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Awareness of park prior to visit

Question 2

Prior to this visit, were you and your group aware of San Francisco Maritime NHP?

Results

- 64% of visitor groups were not aware of San Francisco Maritime NHP prior to their visit (see Figure 19).

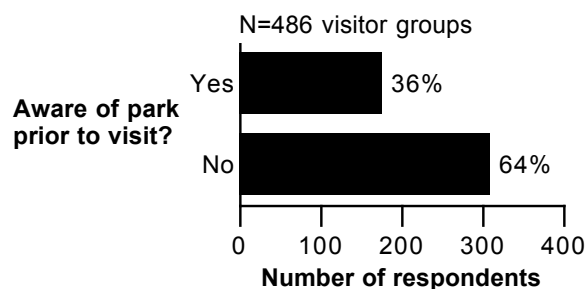


Figure 19: Awareness of San Francisco Maritime NHP prior to this visit

Awareness that park is a unit of National Park System

Question 3a

Prior to this visit, did you and your group know that this park is a unit of the National Park System?

Results

- 77% of visitor groups did not know that San Francisco Maritime NHP is a unit of the National Park System (see Figure 20).

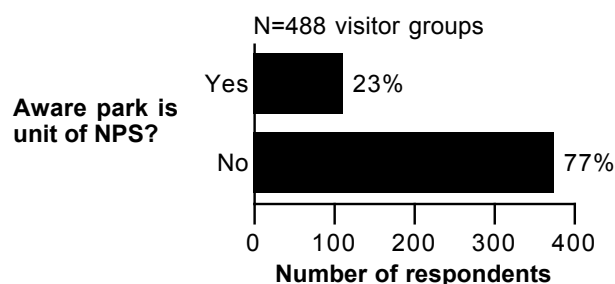


Figure 20: Awareness that San Francisco Maritime NHP is a unit of the National Park System

Question 3b

If you and your group did not know that this park is a unit of the National Park System, when did you find out? (open-ended)

Results

- Visitor groups found out that San Francisco Maritime NHP is a unit of the National Park System during their visit, from:

Signs
Exhibits
Map
Personnel
Hotel
Survey questionnaire

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Information During Visit

Primary reason for visiting the area

Question 4

On this visit, what was the primary reason that you and your group visited the Fisherman's Wharf area (within 1/2-mile)?

Results

- 2% of visitor groups were residents of the Fisherman's Wharf area (within 1/2-mile), as shown in Figure 21.
- 67% of visitor groups said their primary reason for visiting the Fisherman's Wharf area was to visit other attractions (see Figure 22).
- 11% came to visit San Francisco Maritime NHP.
- 11% came to visit San Francisco Maritime NHP.
- "Other" reasons (9%) included:

Vacation
Shopping
Walking
Tour
Food
Anniversary
Swimming
Researching book
Jogging

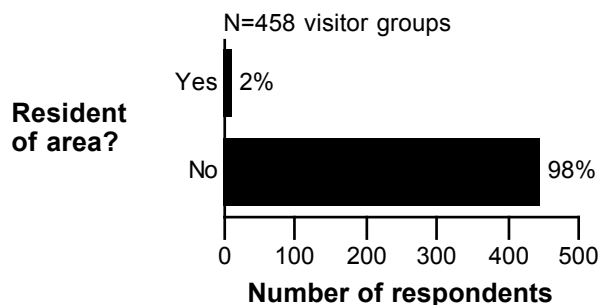


Figure 21: Resident of Fisherman's Wharf area (within 1/2-mile)

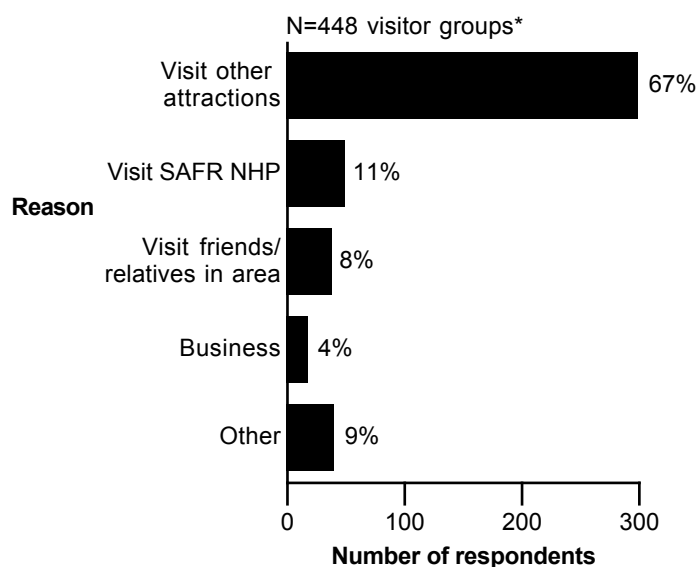


Figure 22: Primary reason for visiting Fisherman's Wharf area (within 1/2-mile)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Reasons for visiting San Francisco Maritime NHP

Question 5

On this visit, what were the reasons that you and your group visited San Francisco Maritime NHP?

Results

- 55% of visitor groups found the park by chance (see Figure 23).
- 38% came to learn maritime history.
- 27% came to board the historic ships.
- "Other" reasons for visiting the park (11%) included:

Restrooms
Look at ships
Sounded interesting
Free
Always wanted to visit
Class project

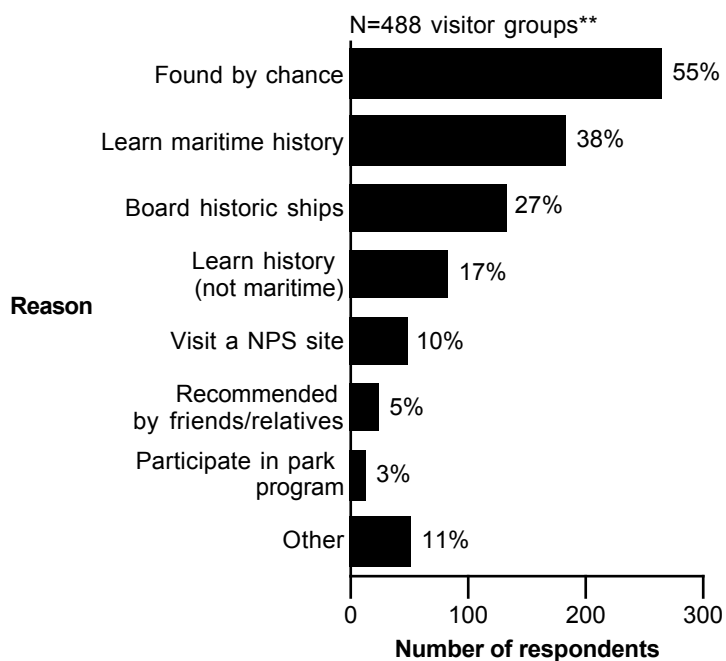


Figure 23: Reasons for visiting San Francisco Maritime NHP

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Forms of transportation used

Question 6

On this visit, what forms of transportation did you and your group use to arrive at San Francisco Maritime NHP?

Results

- 48% of visitor groups walked to arrive at the park (see Figure 24).
- Other common forms of transportation included:
 - 32% Cable car
 - 21% Private vehicle
 - 10% Rental vehicle
 - 10% City bus
- "Other" forms of transportation (6%) included:
 - Bay Area Rapid Transit (BART)
 - Cruise ship
 - Ferry
 - Jogging
 - School bus

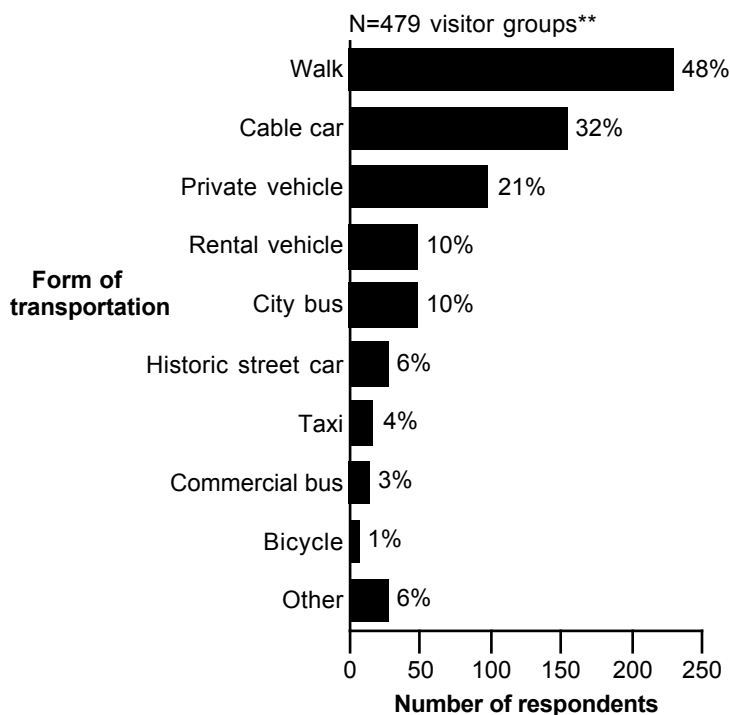


Figure 24: Forms of transportation used to arrive at park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Sites or attractions visited

Question 7a

On this visit to San Francisco, what sites or attractions did you and your group visit before visiting the park?

Results

- 60% of visitor groups went to Pier 39 before visiting the park (see Figure 25).
- Other sites commonly visited before the park included:
 - 35% Golden Gate NRA
 - 25% Other San Francisco museums
 - 22% Alcatraz
- "Other" sites or attractions (24%) included:
 - Ghirardelli Square
 - Chinatown
 - Coit Tower
 - Cable cars
 - Fisherman's Wharf
 - The Cannery
 - Muir Woods
 - Sausalito

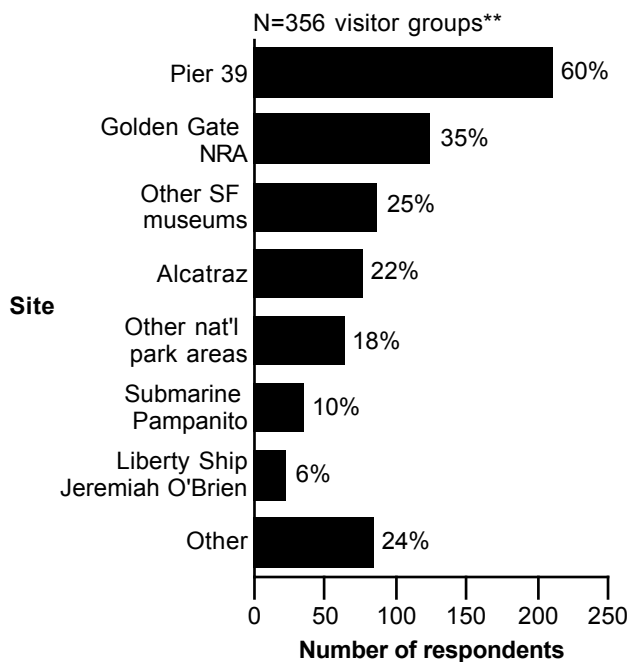


Figure 25: Sites or attractions visited before visiting San Francisco Maritime NHP

Question 7b

On this visit to San Francisco, what sites or attractions did you and your group visit after visiting the park?

Results

- 49% of visitor groups went to Pier 39 after visiting the park (see Figure 26).
- Other sites commonly visited after the park included:
 - 34% Golden Gate NRA
 - 26% Alcatraz
 - 22% Other San Francisco museums
 - 20% Other national park areas
- "Other" sites or attractions (17%) visited after the park included:
 - Chinatown
 - Ghirardelli Square
 - Muir Woods

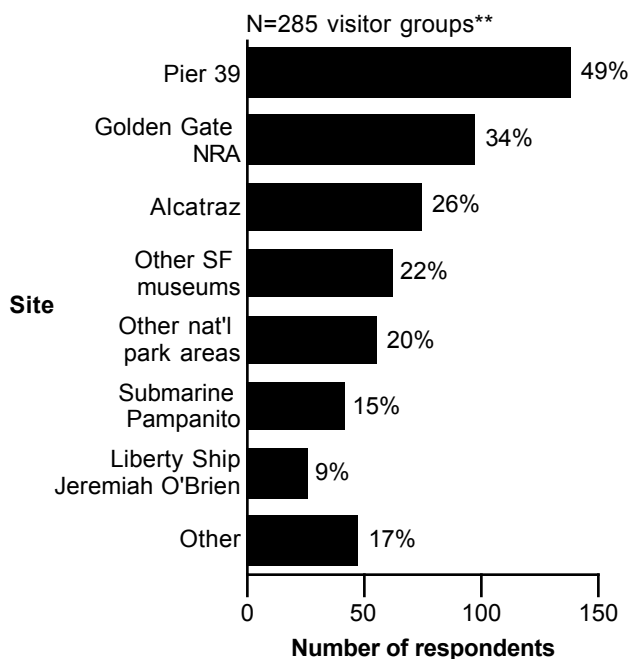


Figure 26: Sites or attractions visited after visiting San Francisco Maritime NHP

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Activities

Question 8

On this visit to San Francisco Maritime NHP, what activities did you and your group participate in?

Results

Hyde Street Pier

- As shown in Figure 27, on this visit, the most common activities were:

75% Taking photographs
55% Visiting historic ships
32% Observing boat building

- "Other" activities (8%) included:

Walking around
Eating lunch
Sailing on the *Alma*
Talking with ranger
Watching swimmers

- Visitor groups also commented that no one was building boats.

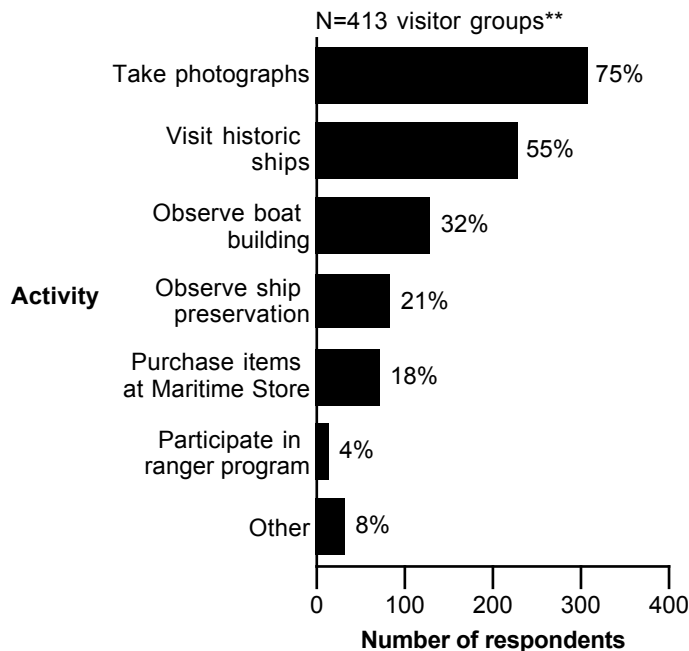


Figure 27: Activities at Hyde Street Pier

Maritime Museum

- As shown in Figure 28, on this visit, the most common activities were:

94% Visiting the first floor
65% Visiting the second floor
47% Visiting the third floor

- "Other" activities (6%) included:

Trying out "Communications at Sea" exhibit
Viewing model ships
Taking photographs inside

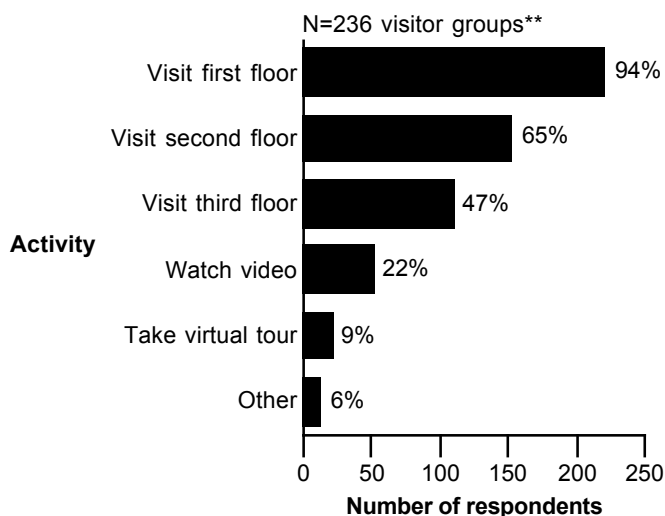


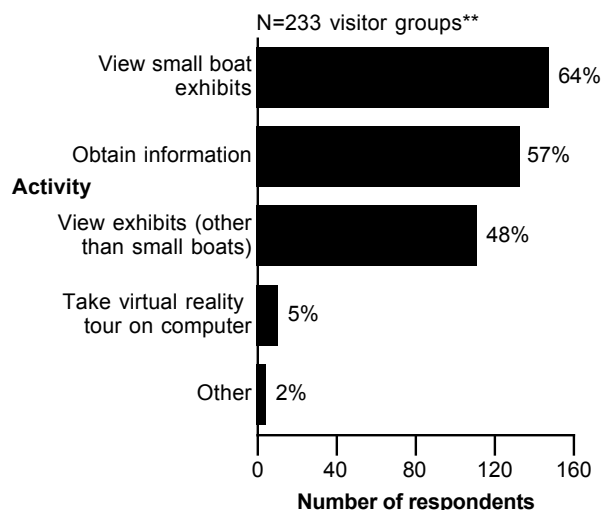
Figure 28: Activities at Maritime Museum

* total percentages do not equal 100 due to rounding

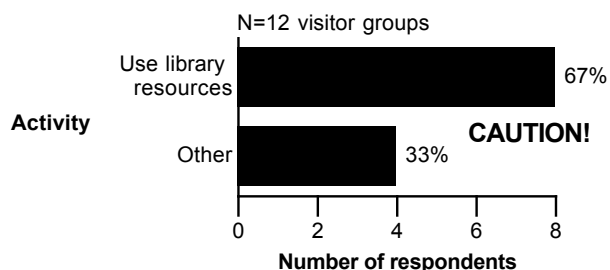
** total percentages do not equal 100 because visitor can select more than one answer

Visitor Center

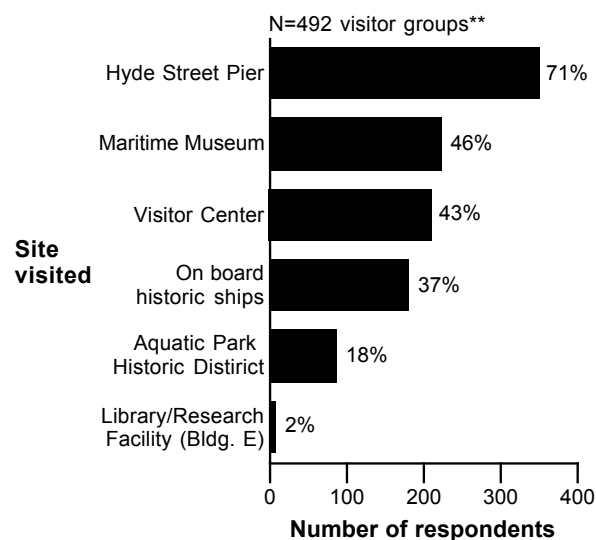
- As shown in Figure 29, on this visit, the most common activities were:
 - 64% Viewing small boat exhibits
 - 57% Obtaining information
 - 48% Viewing exhibits—other than small boat exhibits
- "Other" activities (2%) included:
 - Viewing movies
 - Using restroom

**Figure 29: Activities at the Visitor Center****Library/Research Facility (Building E)**Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable data (see Figure 30).
- No "other" activities were identified — visitors wrote that they did not visit.

**Figure 30: Activities at Library/Research Facility (Building E)****Sites visited, based on activities**

- The use of each park site was determined based on responses to activities.
- 71% of visitor groups went to Hyde Street Pier (see Figure 31).
- 46% went to the Maritime Museum.
- 43% went to the Visitor Center.

**Figure 31: Sites visited, based on activities**

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Historic ships

Question 11a

Did you and your group go on board the historic ships?

Results

- 38% of visitor groups went on board the historic ships (see Figure 32).

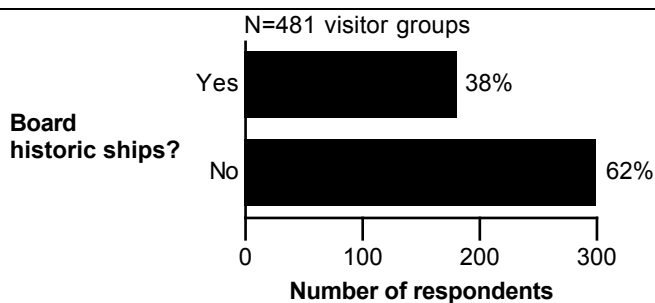


Figure 32: Board historic ships?

Question 11b

If you and your group did not board the historic ships, why didn't you? (open-ended)

Results

- The most listed reasons that visitor groups did not board the ships included:

Lack of time
Cost
Lack of interest
Lack of awareness
Visited ships before

Question 11c

If you and your group went on board the historic ships, did they meet your expectations?

Results

- 95% of visitor groups who boarded the historic ships said the ships met their expectations (see Figure 33).

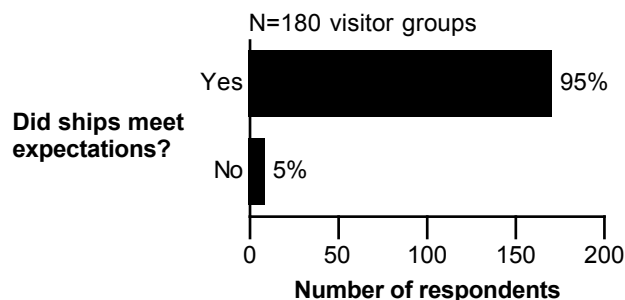


Figure 33: Historic ships meet visitor expectations?

Question 11d

If the historic ships did not meet your expectations, what could be done to better meet your expectations? (open-ended)

Results

- Visitor groups who said the historic ships did not meet their expectations suggested the following changes:

Providing tour guide
Opening more areas inside ships
Finishing construction

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Length of visit

Question 9

On this visit how much time did you and your group spend at the following sites?

Results

- For most sites, most visitor groups spent one hour visiting (see Table 7).
- 97% did not visit the Library/Research Facility (Building E).
- 76% did not visit Aquatic Park Historic District.

Table 7: Time spent visiting park sites* N=number of visitor groups responded to each item.								
Site	N	Average (hours)	Number of hours visited				Did not visit	
			Less than 1	1	2	More than 2	N	%
Visitor Center	212	0.5	46%	52%	2%	0%	198	48%
Hyde Street Pier	351	0.9	16%	71%	10%	3%	71	17%
On board historic ships	183	1.3	9%	62%	22%	7%	221	55%
Maritime Museum	225	0.9	13%	72%	12%	3%	193	46%
Library/Research Facility (Building E) CAUTION!	10	3.6	30%	20%	30%	20%	355	97%
Aquatic Park Historic District	89	1.0	13%	72%	10%	4%	287	76%

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Question 10a

On this visit how long did you and your group stay at San Francisco Maritime NHP?

Results

- 49% of visitor groups spent one hour visiting the park, as shown in Figure 34.
- 36% spent two or three hours.

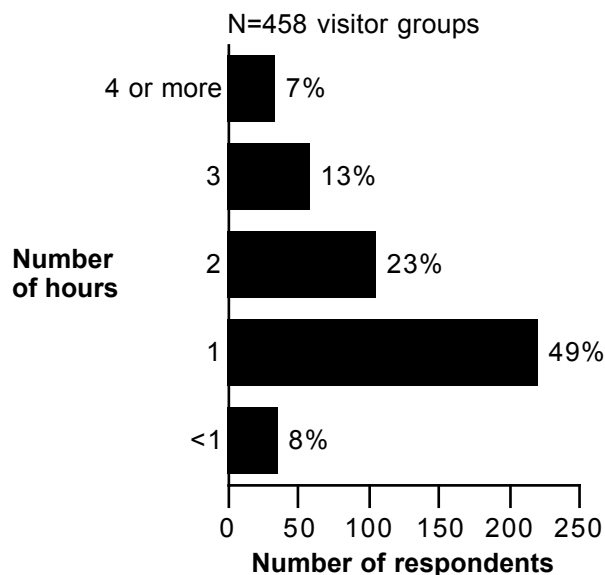


Figure 34: Number of hours spent visiting the park

Question 10b

On this visit, did you visit San Francisco Maritime NHP on more than one day?

Results

- 10% of visitor groups visited the park on more than one day (see Figure 35).

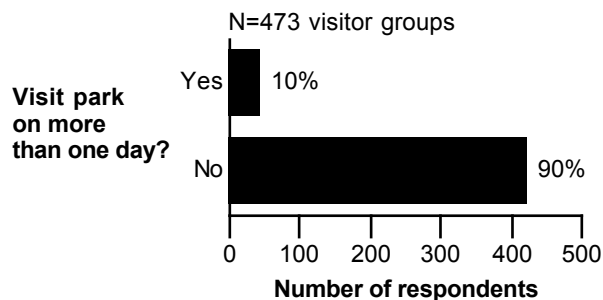


Figure 35: Visitor groups who visited the park on more than one day

Question 10c

If you visited San Francisco Maritime NHP on more than one day, on how many days did you visit?

Results

- 74% of visitor groups visited on two days (see Figure 36).

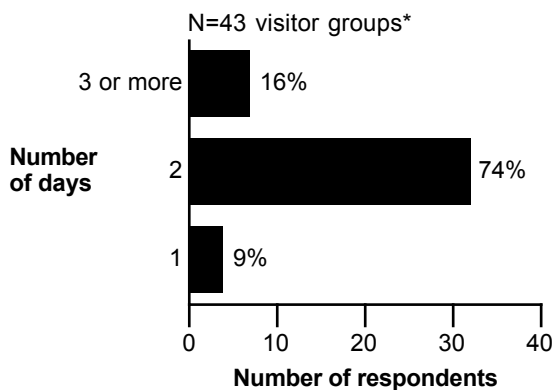


Figure 36: Number of days visiting the park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Getting local residents to visit more often

Question 12a

Are you a local resident of the Fisherman's Wharf area (live within 1/2-mile)?

Results

- 98% of visitor groups were not local residents of the Fisherman's Wharf area (live within 1/2-mile), as shown in Figure 37.

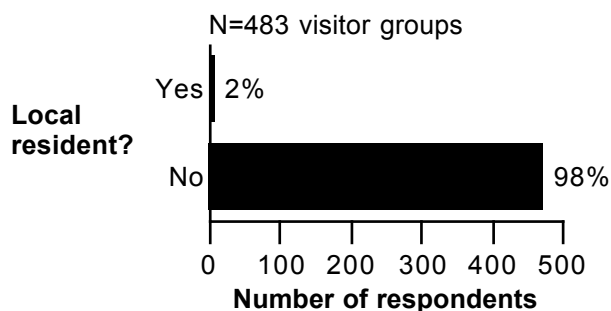


Figure 37: Local residents of Fisherman's Wharf area (live within 1/2-mile)

Question 12b

If you are a local resident of the Fisherman's Wharf area (live within 1/2-mile), what would make you visit the park more often? (open-ended)

Results

- The things that would make local residents want to visit more often included:

- Models of old boats
- Reduced fees for locals
- More activities
- Demonstrations
- Workshops
- Volunteer opportunities on board the Alma

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Overnight accommodations

Question 13a

On this visit, did you and your group stay overnight away from home within 50 miles of Fisherman's Wharf?

Results

- 69% of visitor groups stayed overnight away from home in within 50 miles of Fisherman's Wharf (see Figure 38).

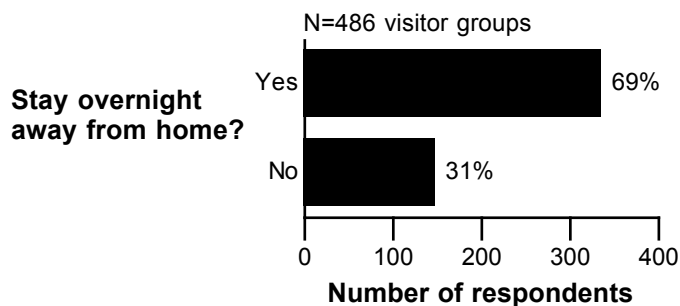


Figure 38: Visitor groups who stayed overnight away from home within 50 miles of Fisherman's Wharf

Question 13b

If you and your group stayed overnight away from home within 1/2-mile of Fisherman's Wharf, please list the number of nights you and your group stayed.

Results

- 54% of visitor groups stayed two or three nights within 1/2-mile of Fisherman's Wharf (see Figure 39).
- 22% stayed five or more nights.

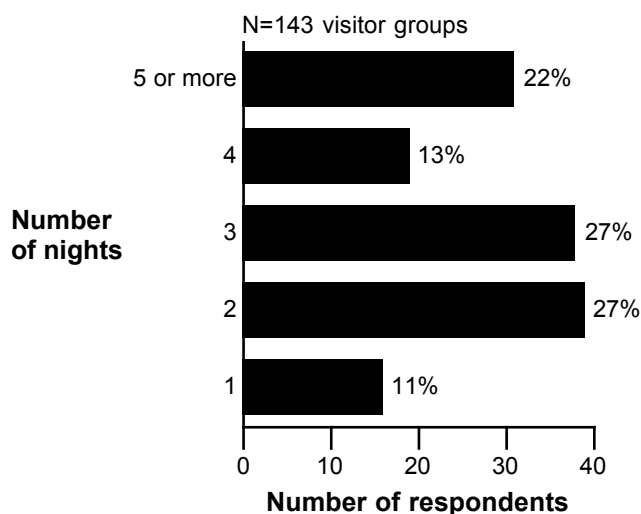


Figure 39: Number of nights stayed within 1/2-mile of Fisherman's Wharf

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Question 13c

If you and your group stayed overnight away from home outside the Fisherman's Wharf area (within 50 miles), please list the number of nights you and your group stayed.

Results

- 47% of visitor groups stayed two or three nights (see Figure 40).
- 45% stayed four nights or more.

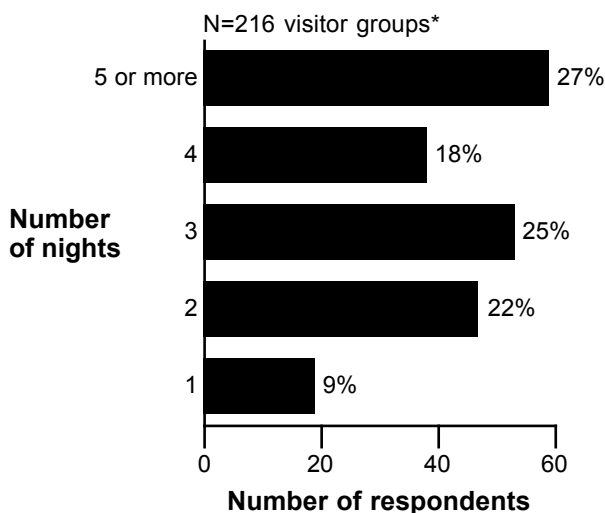


Figure 40: Number of nights stayed outside the Fisherman's Wharf area (within 50 miles)

Question 13d

In what type of lodging did you and your group spend the night(s) in the Fisherman's Wharf area (within 1/2-mile)?

Results

- 90% of visitor groups stayed in a hotel, motel, rented condo/home, B&B, etc. (see Figure 41).
- "Other" types of lodging (2%) included:
 - Cruise ship
 - Sailboat
 - Time-share resort
 - Apartment

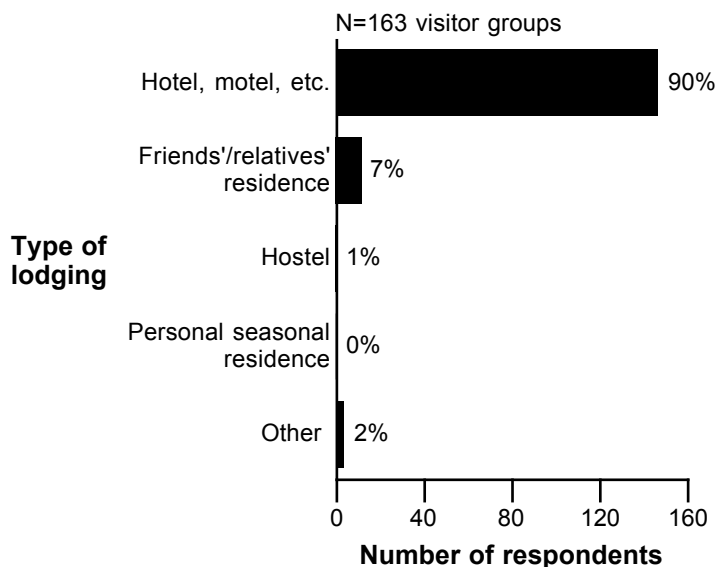


Figure 41: Types of lodging used within 1/2-mile of Fisherman's Wharf

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Question 13e

If you stayed outside the Fisherman's Wharf area (within 50 miles), in what type of lodging did you and your group spend the night(s)?

Results

- 88% of visitor groups stayed in a hotel, motel, rented condo/home, B&B, etc. (see Figure 42).
- "Other" types of lodging (1%) used within 50 miles of Fisherman's Wharf included:

Cruise ship
Apartment

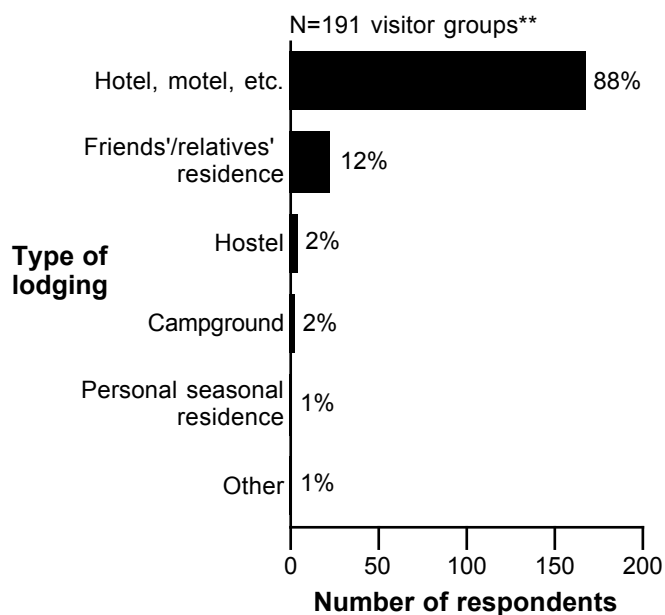


Figure 42: Type of lodging used outside the Fisherman's Wharf area (within 50 miles)

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Opinions about safety in park

Question 25a

Did you encounter any safety issues during your visit to San Francisco Maritime NHP?

Results

- 1% of visitor groups encountered safety issues in the park (see Figure 43).

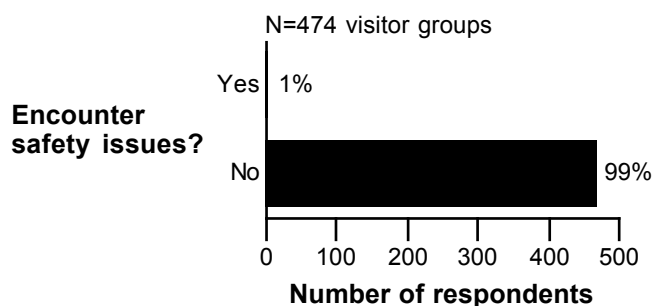


Figure 43: Visitors who encountered safety issues in the park

Question 25b

On the scale below, please indicate from 1 to 5 how safe you and your group felt during this visit to San Francisco Maritime NHP.

- 1=Very unsafe
- 2=Somewhat unsafe
- 3=Neither safe nor unsafe
- 4=Somewhat safe
- 5=Very safe

Results

- 74% of visitor groups felt "very safe" in the park, while 17% felt "somewhat safe" (see Figure 44).
- 1% felt "very unsafe."

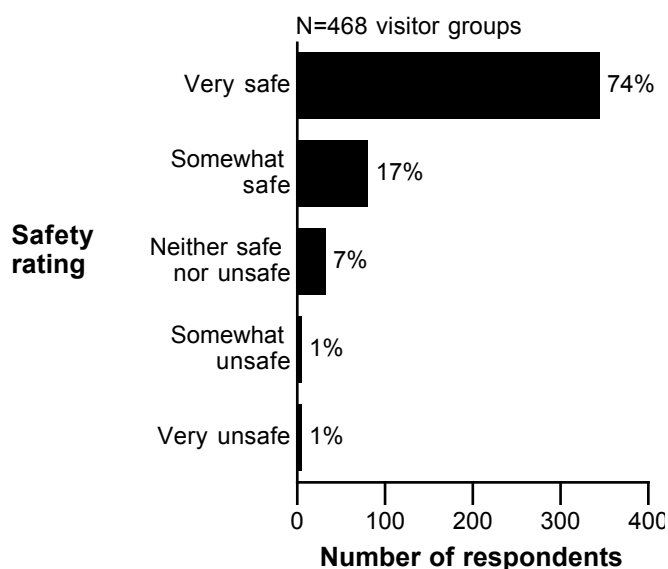


Figure 44: Visitor ratings of how safe they felt in the park

Question 25c

If you rated safety as "very unsafe" or "somewhat unsafe," please explain. (open-ended)

Results

- Comments included:
 - Concerned about safety on boat
 - No railing on beach
 - Lots of people around, but no threat
 - Saw several park officials

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Ratings of Visitor Services, Facilities, Elements, and Value for Fee Paid

Visitor services and facilities used

Question 15a

Please check all of the services and facilities that you and your group used during this visit to San Francisco Maritime NHP.

Results

- As shown in Figure 45, the most used services and facilities were:
 - 56% Park brochure/map
 - 51% Museum exhibits
 - 48% Historic ships
 - 45% Educational signs
- Park website (4%) was the least used service/facility.

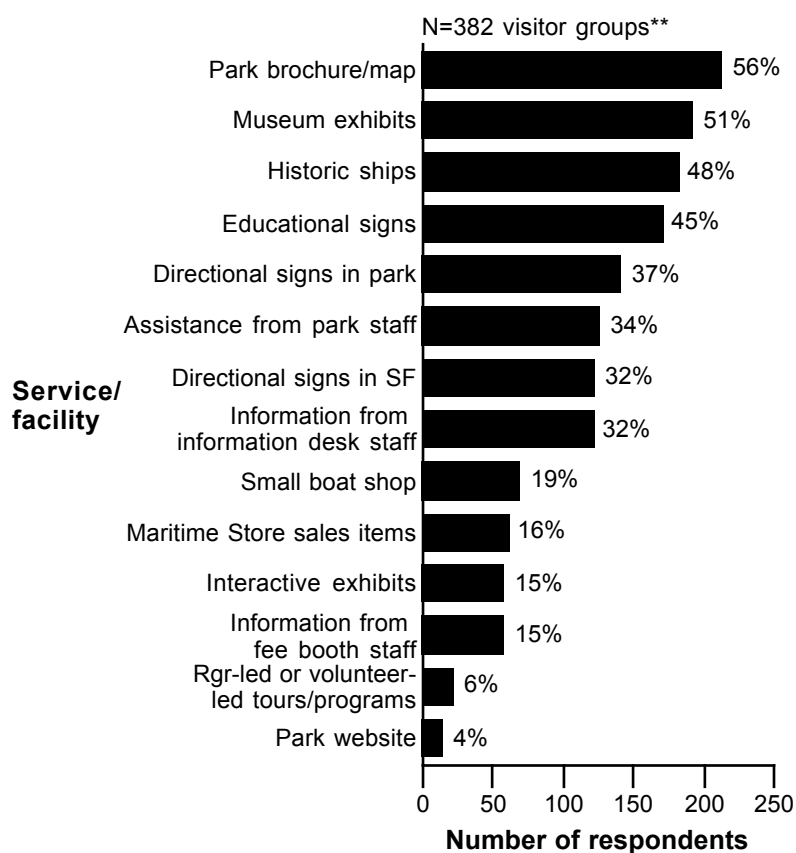


Figure 45: Visitor services and facilities used

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Importance ratings of visitor services and facilities

Question 15b

For only those services and facilities that you or your group used, please rate their importance from 1 to 5.

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

Results

- Figure 46 shows the combined proportions of “extremely important” and “very important” ratings for all services and facilities that were rated by enough visitor groups (N≥30).
- The services and facilities that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 85% Historic ships
 - 83% Directional signs in San Francisco
 - 81% Educational signs
 - 80% Museum exhibits
- Figures 47 to 60 show the importance ratings for each service and facility.
- Maritime Store sales items (7%) received the highest “not important” rating.

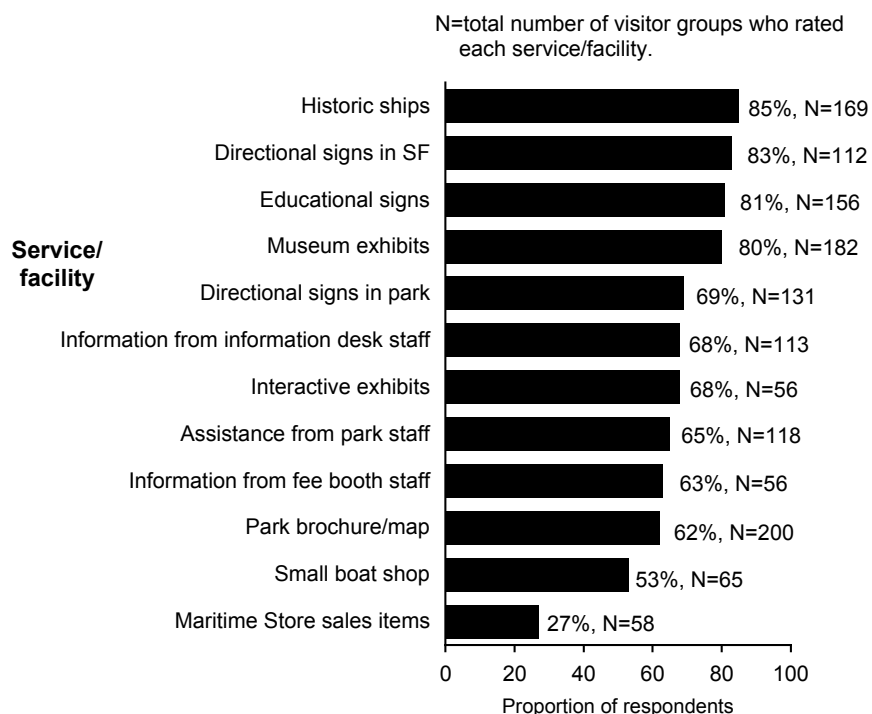


Figure 46: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

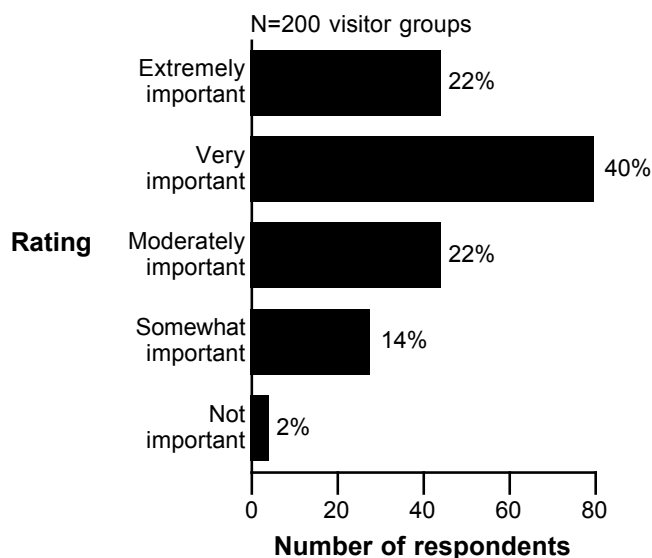


Figure 47: Importance of park brochure

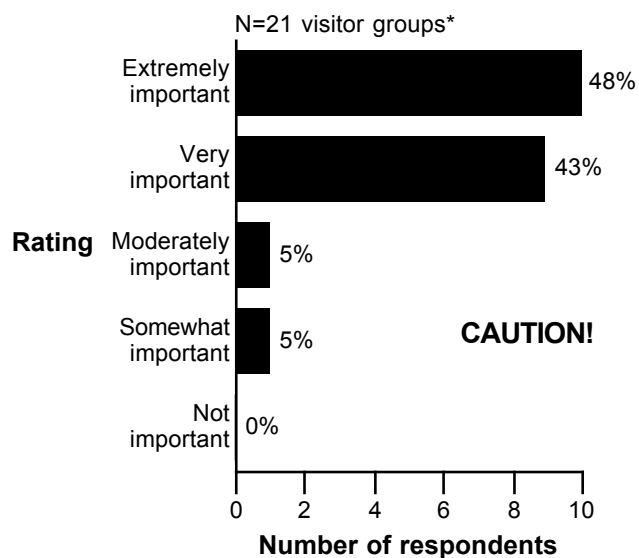


Figure 48: Importance of ranger-led or volunteer-led tours/programs

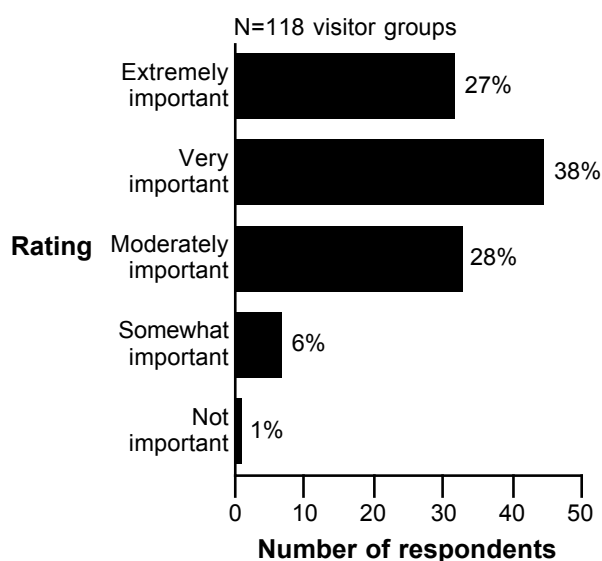


Figure 49: Importance of assistance from park staff

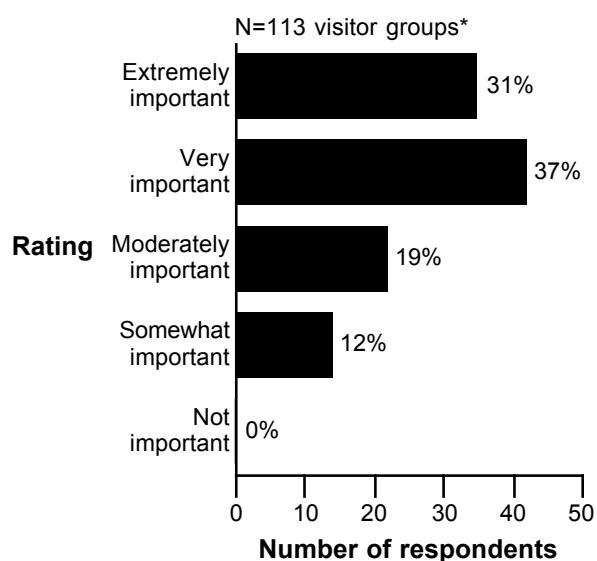


Figure 50: Importance of information from information desk staff

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

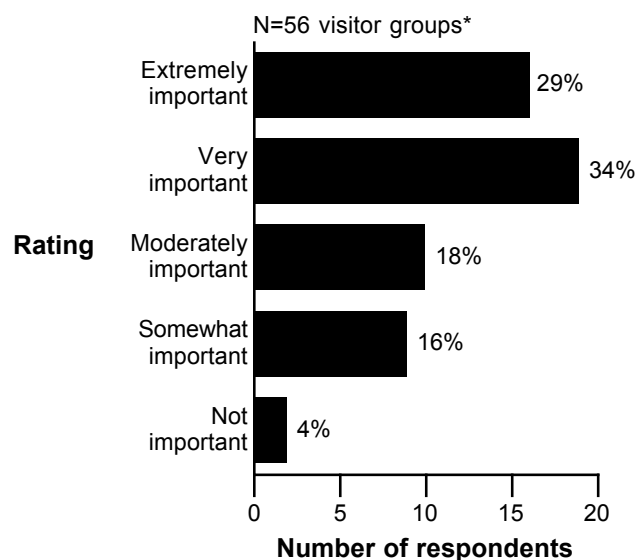


Figure 51: Importance of information from fee booth staff

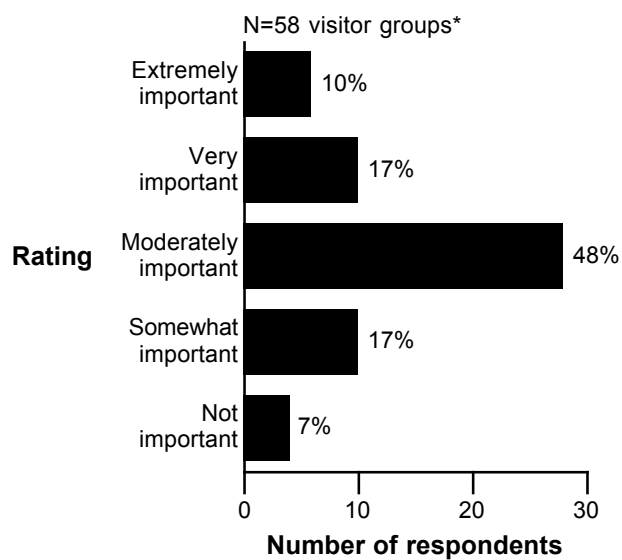


Figure 52: Importance of Maritime Store sales items

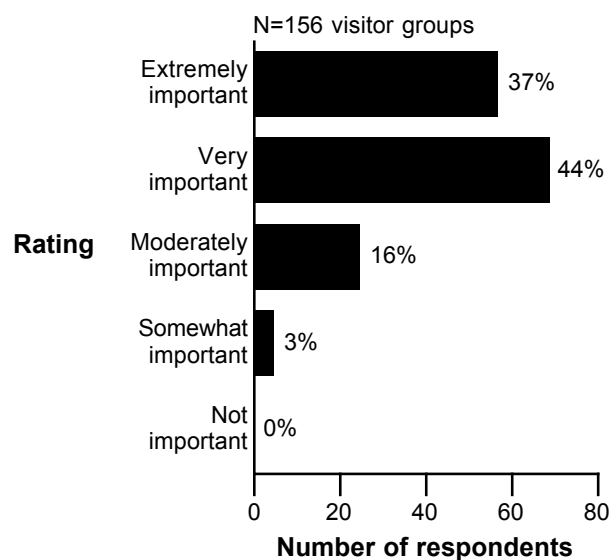


Figure 53: Importance of educational signs

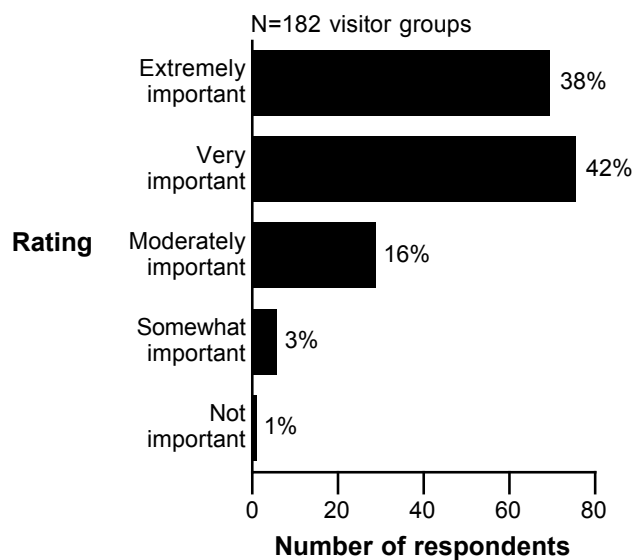


Figure 54: Importance of museum exhibits

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

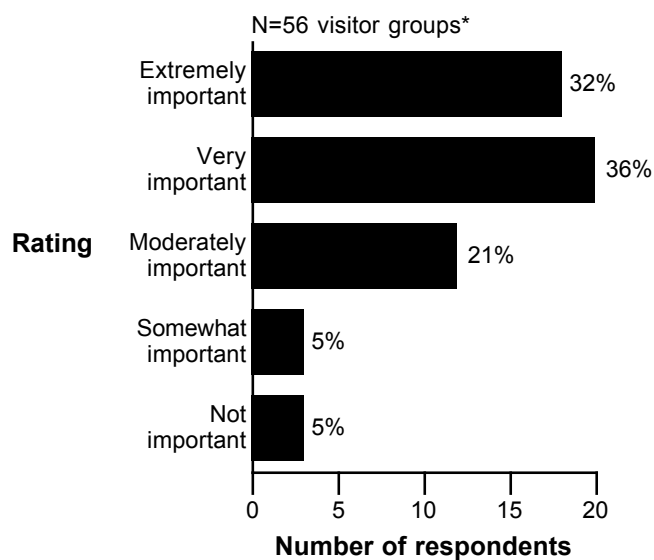


Figure 55: Importance of interactive exhibits (film, music)

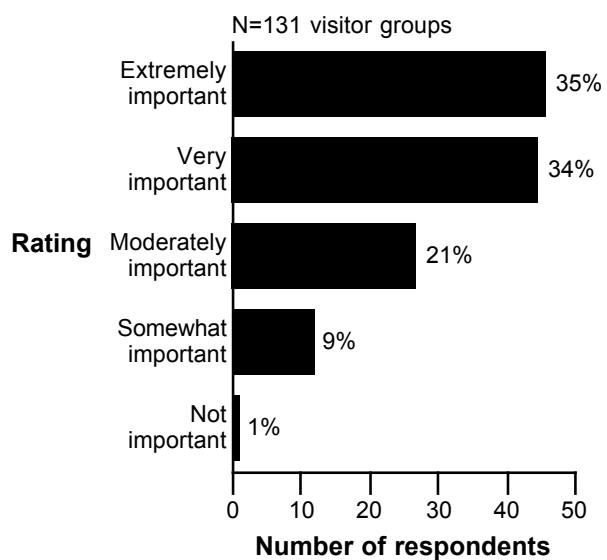


Figure 56: Importance of directional signs in park

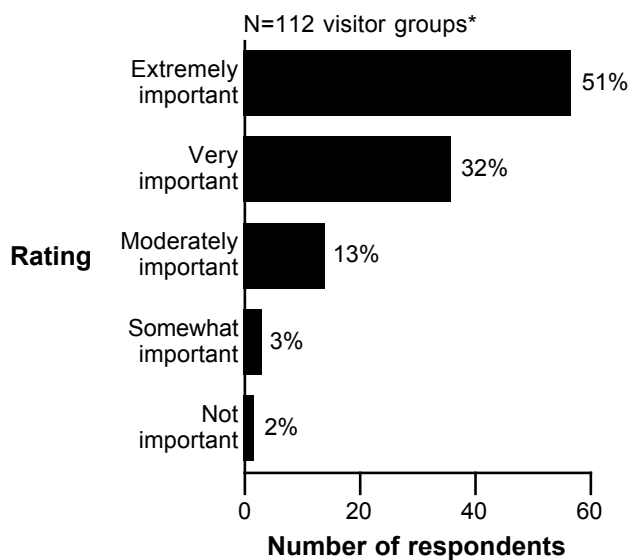


Figure 57: Importance of directional signs in San Francisco

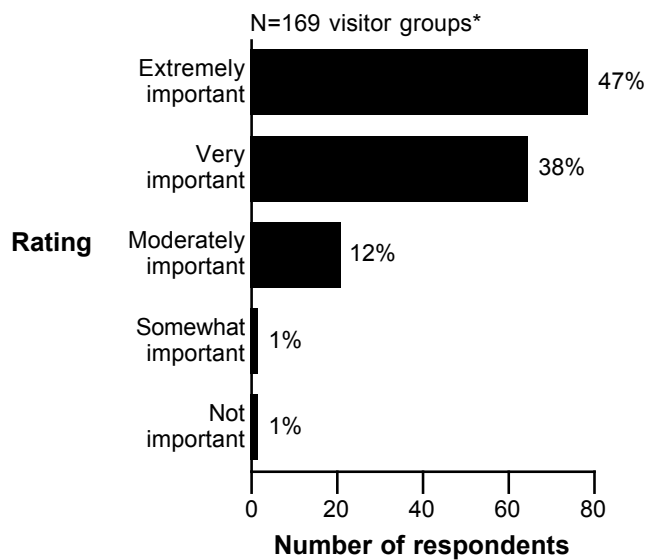


Figure 58: Importance of historic ships

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

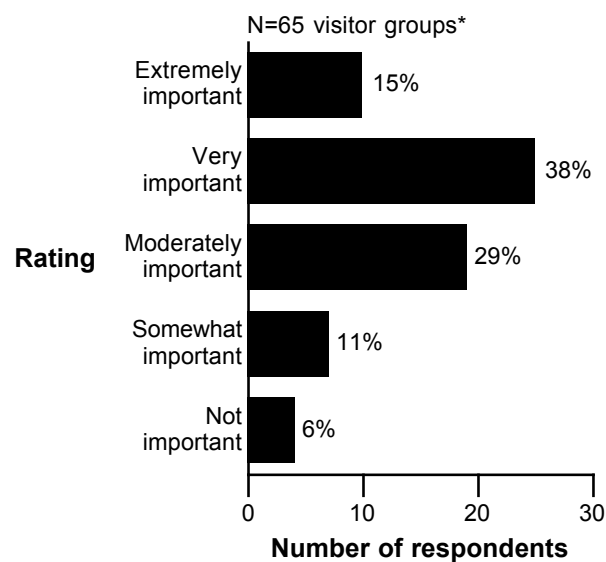


Figure 59: Importance of small boat shop

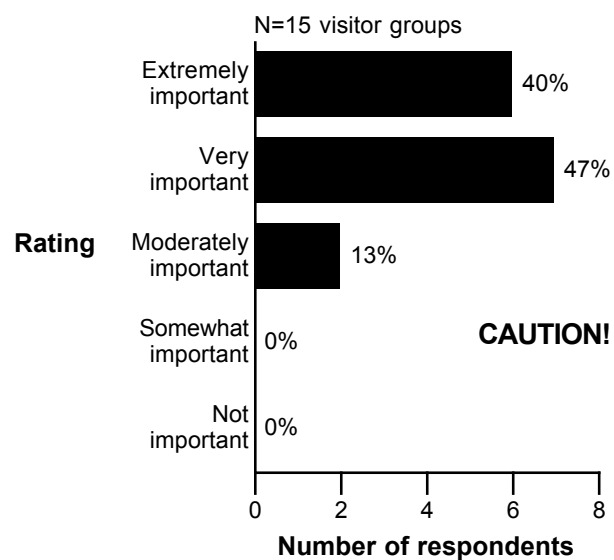


Figure 60: Importance of park website used before or during visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Quality ratings of visitor services and facilities

Question 15c

For those services and facilities that you and your group used, please rate their quality from 1-5.

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

Results

- Figure 61 shows the combined proportions of “very good” and “good” quality ratings for services and facilities that were rated by enough visitor groups (N≥30 visitor groups).
- The services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 96% Information from fee booth staff
 - 94% Assistance from park staff
 - 93% Historic ships
 - 92% Information from information desk staff
- Figures 62 to 75 show the quality rating for each visitor service and facility.
- The services and facilities that received the highest “very poor” ratings were:
 - 4% Directional signs in San Francisco
 - 4% Interactive exhibits (film, music, etc.)

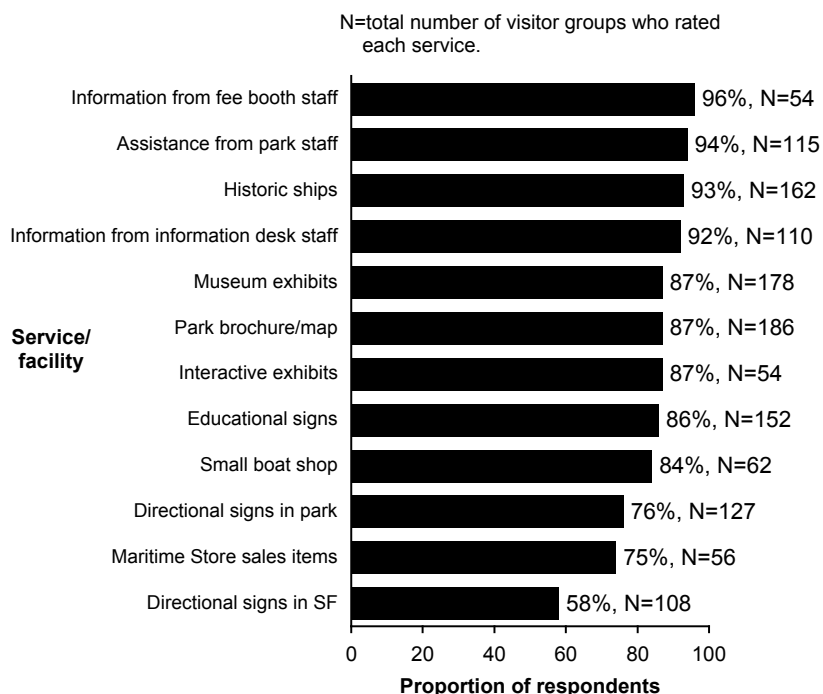


Figure 61: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

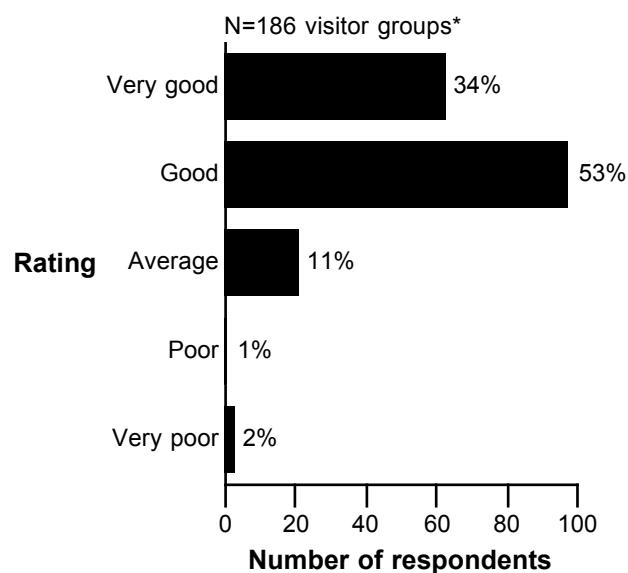


Figure 62: Quality of park brochure/map

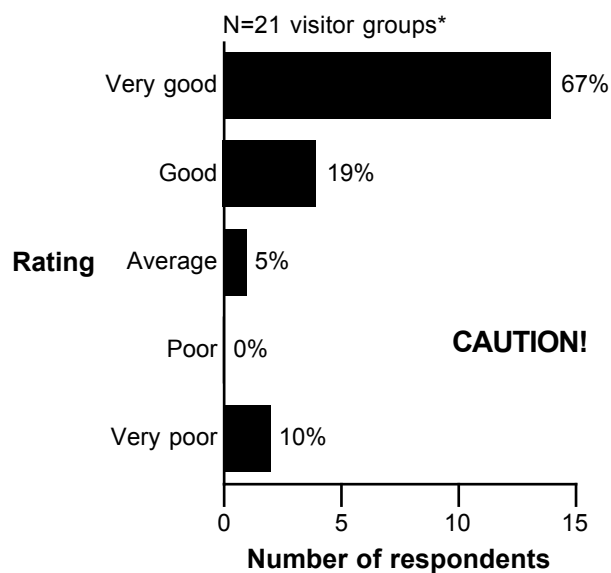


Figure 63: Quality of ranger-led or volunteer-led tours/programs

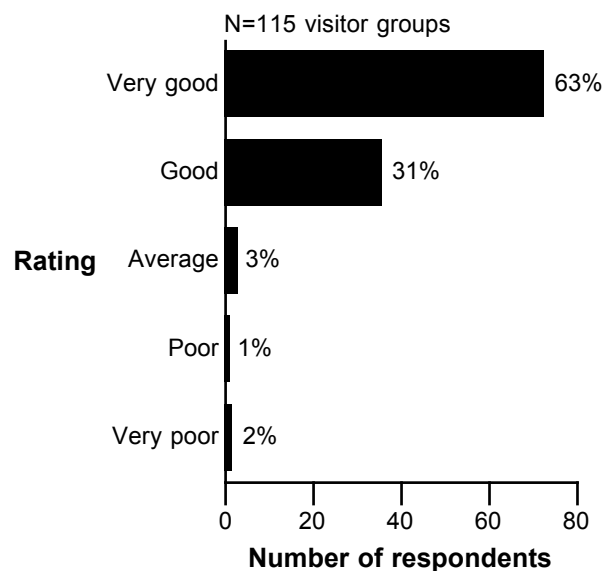


Figure 64: Quality of assistance from park staff

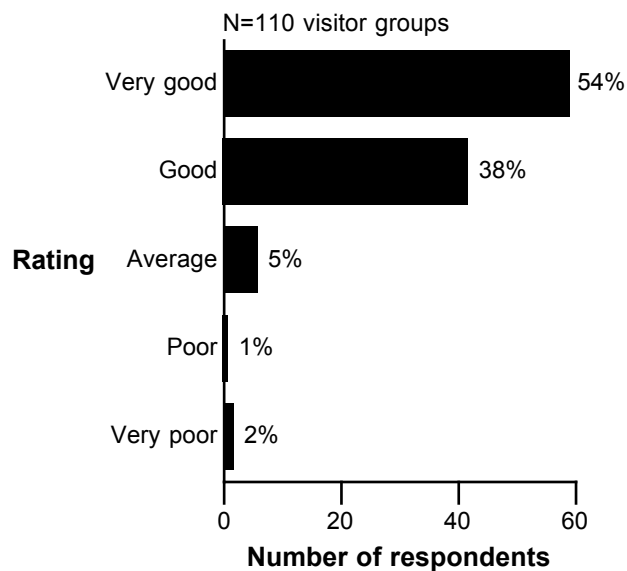


Figure 65: Quality of information from information desk staff

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

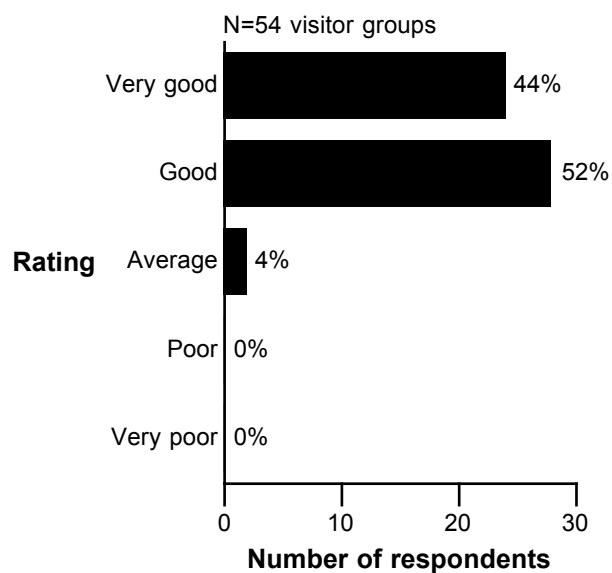


Figure 66: Quality of information from fee booth staff

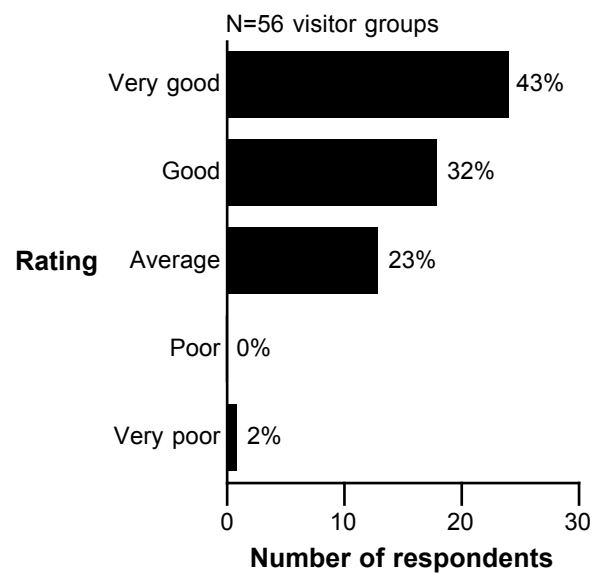


Figure 67: Quality of Maritime Store sales items

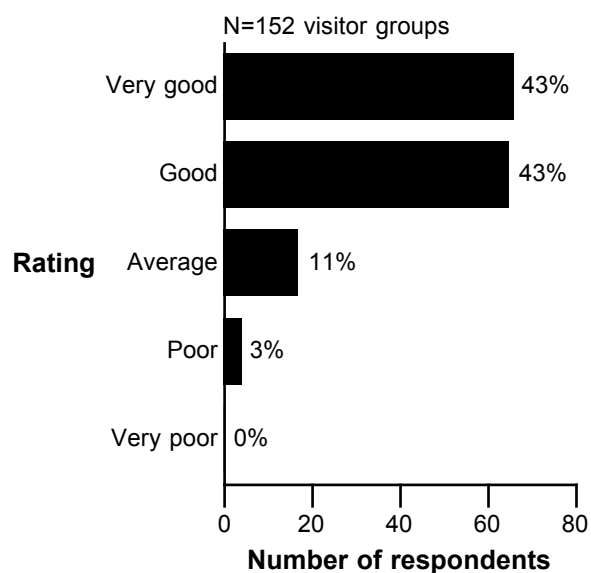


Figure 68: Quality of educational signs

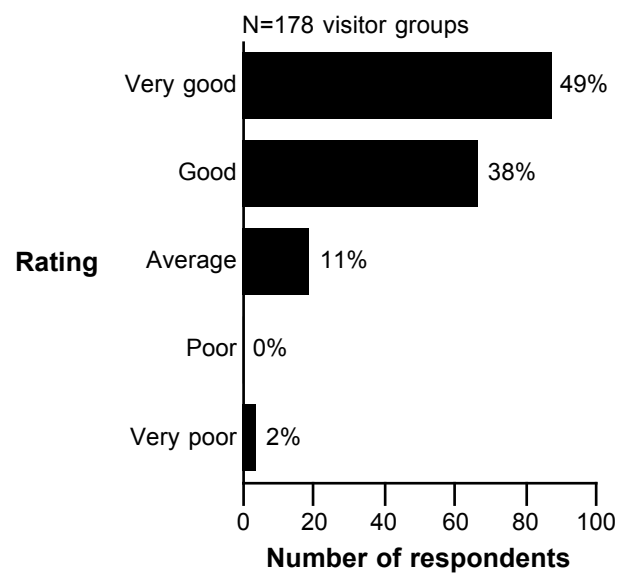


Figure 69: Quality of museum exhibits

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

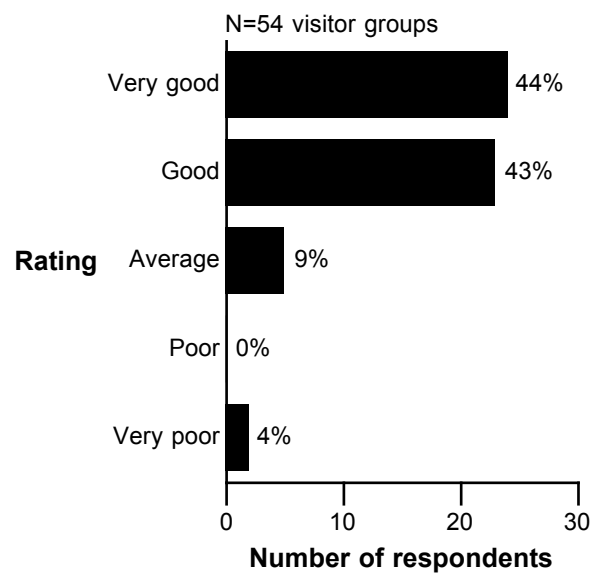


Figure 70: Quality of interactive exhibits (film, music)

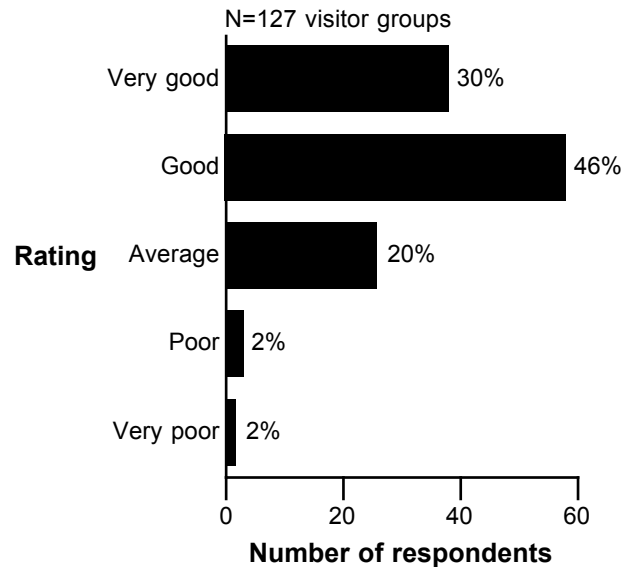


Figure 71: Quality of directional signs in park

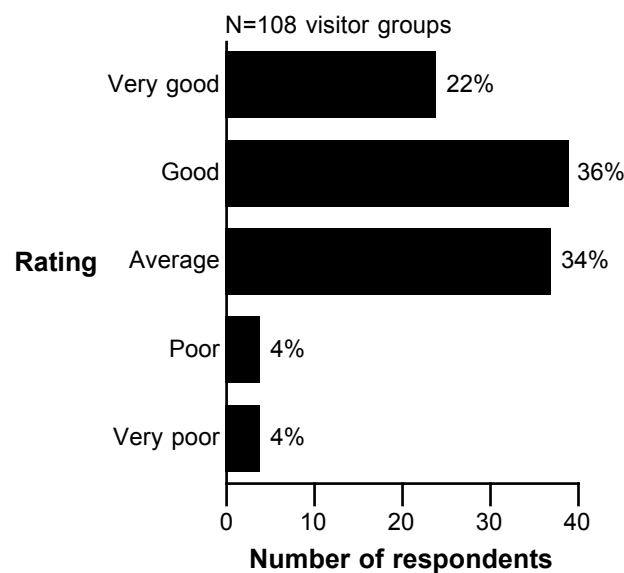


Figure 72: Quality of directional signs in San Francisco

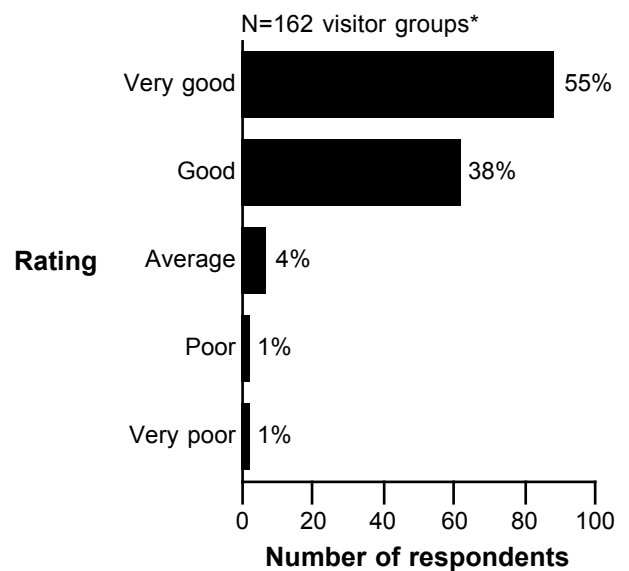


Figure 73: Quality of historic ships

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

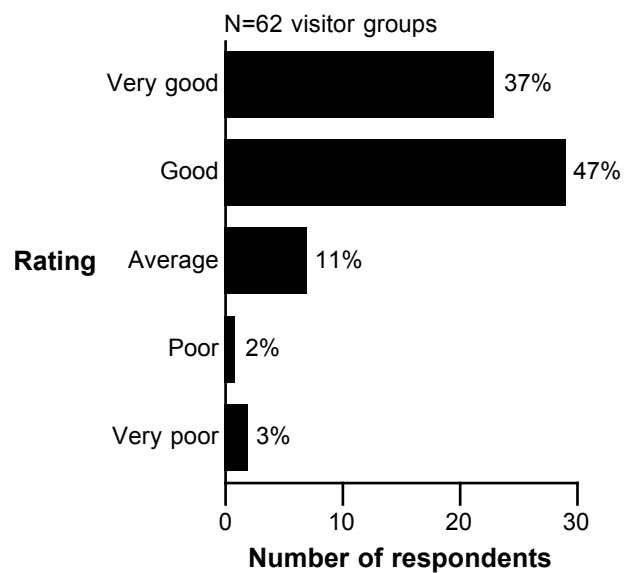


Figure 74: Quality of small boat shop

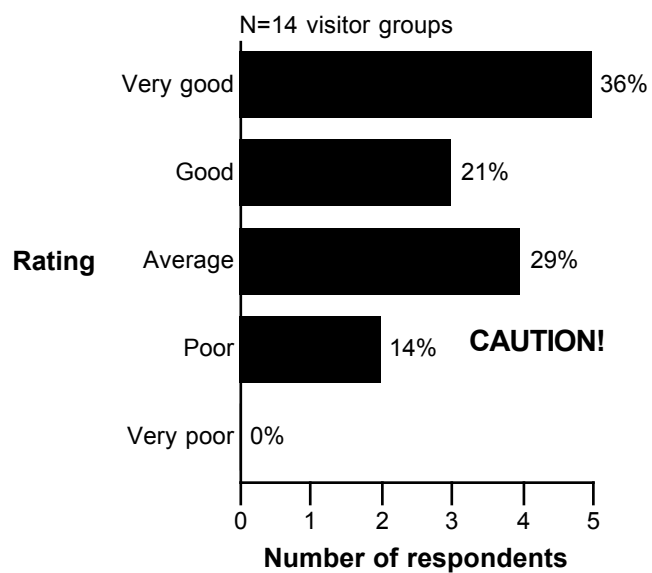


Figure 75: Quality of park website used before or during visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Means of important and quality scores

Results

- Figures 76 and 77 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by enough visitor groups ($N \geq 30$) to have reliable data.
- All services and facilities were rated above average in importance and quality.

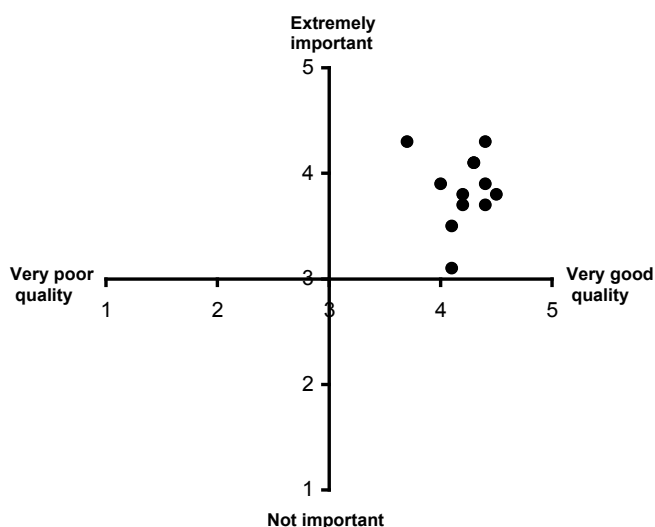


Figure 76: Mean scores of importance and quality ratings for visitor services and facilities

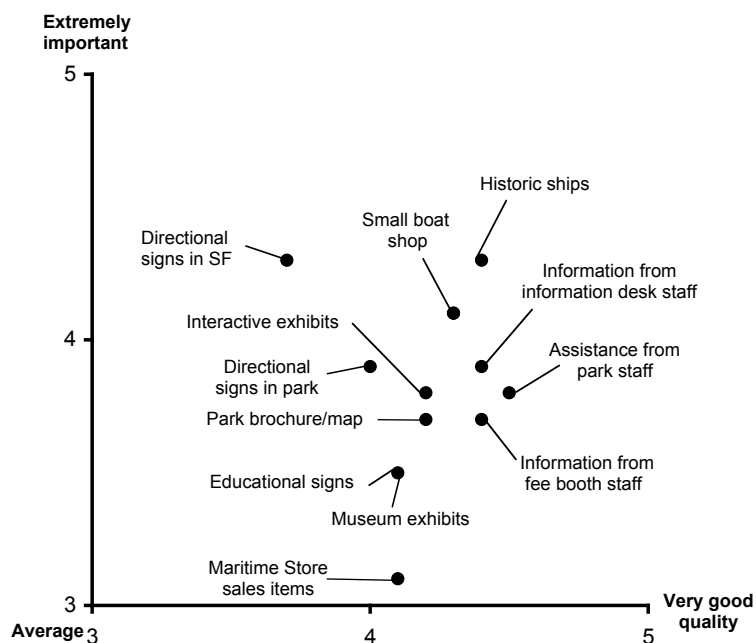


Figure 77: Detail of Figure 76

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Selected elements' effect on visitor experience

Question 14

On this visit to San Francisco Maritime NHP, please indicate how the following elements may have affected your park experience.

Results

- As shown in Table 8, the elements that most detracted from the visitor experience were:
 - 28% Homeless people
 - 19% Parking availability
 - 15% Crowds
- The element that most added to visitor experience was noise such as buses, street musicians, etc. (10%).
- For most elements, visitor groups either did not experience them or the elements had no effect on visitor experience.
- "Other" elements that visitors listed included:
 - Boat closures
 - Weather
 - Museum
 - Panhandlers
 - Parking meters
 - Unclean restrooms

Table 8: Elements' effect on visitor experience* N=number of visitor groups who rated each element.					
Element	N	Rating (%)			
		Detracted from	No effect	Added to	Did not experience
Litter	464	9	37	1	53
Crowds	467	15	50	4	31
Noise—e.g. buses, street musicians, etc.	462	7	61	10	22
Skateboarding by others	458	4	38	2	57
Homeless people	469	28	34	1	37
Graffiti—e.g. in restrooms, on bleacher walls, etc.	463	12	35	1	52
Parking availability	455	19	34	3	44
Other CAUTION!	13	85	N/A	15	N/A

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Value for fee paid

Question 24a

An entrance fee is charged to visit the historic ships at San Francisco Maritime NHP. The funds collected remain at the park to be used to pay for such services as educational programs and historic ship preservation.

The current fee is \$5/adult which is valid for 7 days. In your opinion, how appropriate is this amount?

Results

- 71% of visitor groups rated the current entrance fee amount as "about right" (see Figure 78).

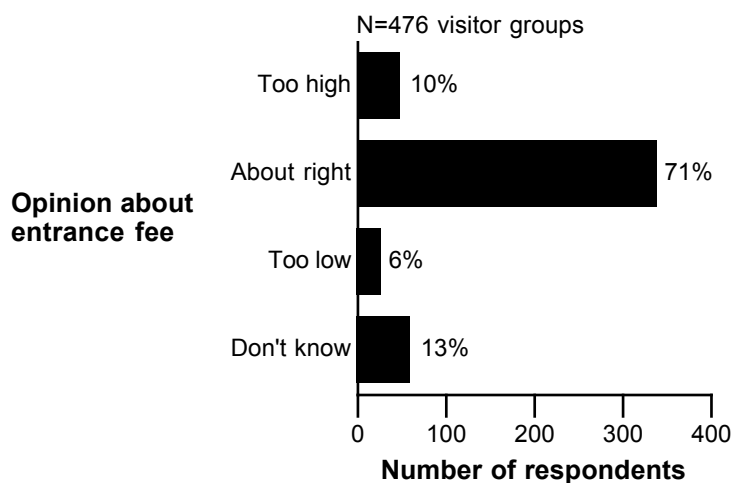


Figure 78: Visitor opinions about current entrance fee amount

Question 24b

On this visit, how would you and your group rate the value for the entrance fee you paid?

Results

- 69% of visitor groups rated the value for fee paid as "very good" or "good" (see Figure 79).
- 3% rated the value as "very poor" or "poor."

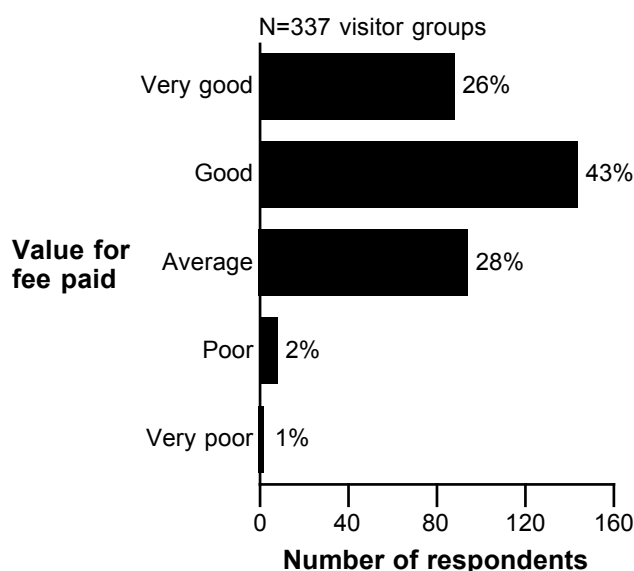


Figure 79: Visitor ratings of value for entrance fee paid

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Information About Future Preferences

Preferred subjects to learn about park on a future visit

Question 26

On a future visit, what subjects would you and your group prefer to learn about at San Francisco Maritime NHP?

Results

- 86% of visitor groups were interested in learning about subjects on a future visit (see Figure 80).

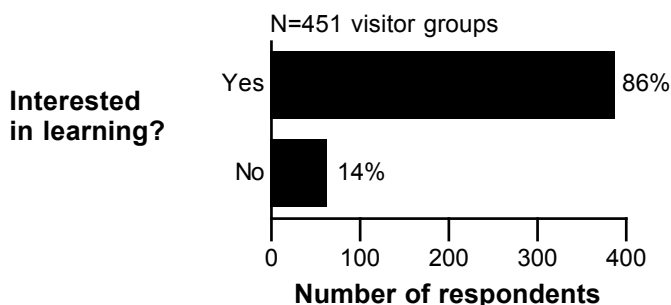


Figure 80: Interest in learning on a future visit

- As shown in Figure 81, the subjects of greatest interest to visitor groups (included:

70% San Francisco Bay natural history/ecology
 42% Shipwright/small boat building
 41% Ship preservation/technology

- "Other" subjects of interest (7%) included:

Marine archeology
 Sea life
 Maritime history
 San Francisco geology
 Fishing
 Large shipbuilding

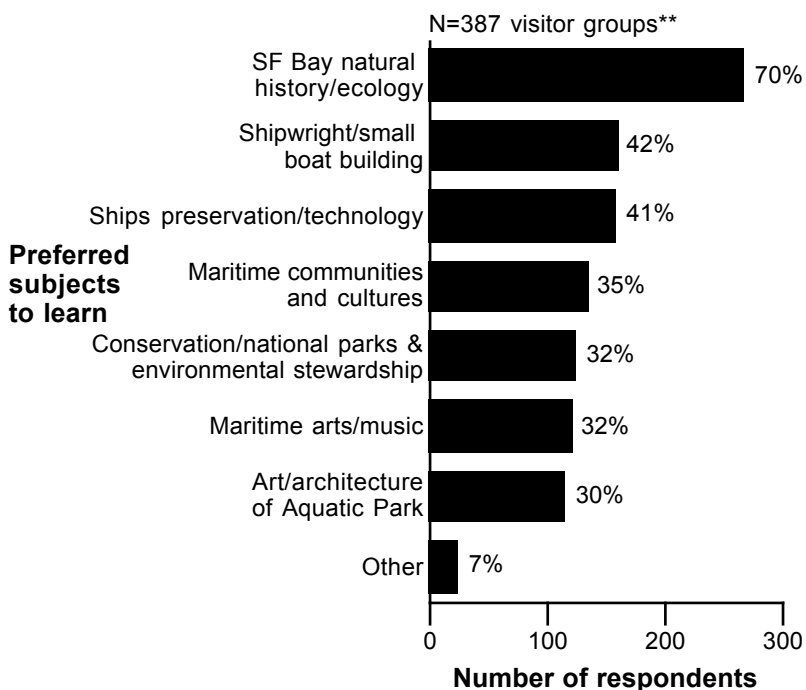


Figure 81: Preferred subjects of interest on a future visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Preferred methods of learning

Question 27

On a future visit, how would you and your group prefer to learn about San Francisco Maritime NHP?

Results

- 87% of visitor groups were interested in learning about the park on a future visit (see Figure 82).

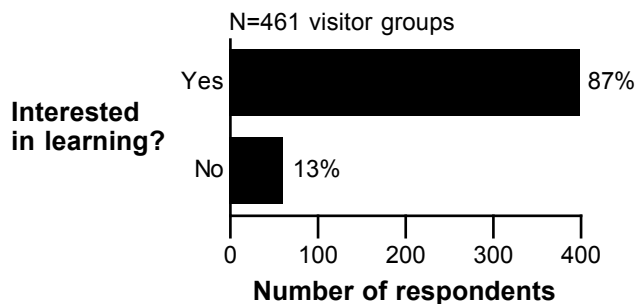


Figure 82: Interest in learning on a future visit

- As shown in Figure 83, the preferred methods used to learn about the park included:

60% Self-guided tours
59% Outdoor exhibits
48% Indoor exhibits
47% Printed materials

- "Other" learning methods (2%) included:

Travel guides/tour books
People working on historic ships
More ships

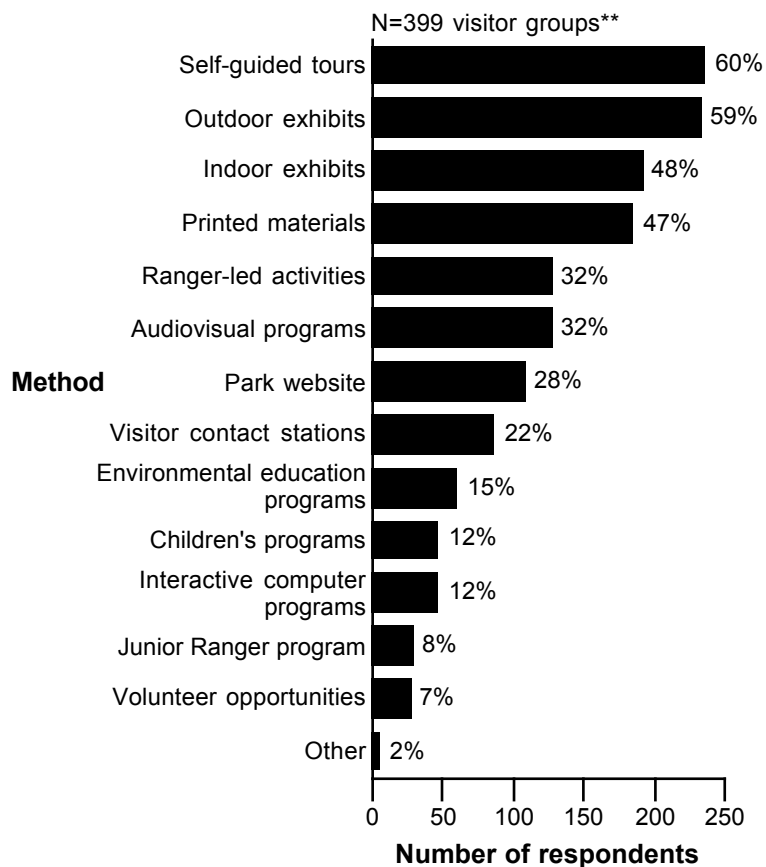


Figure 83: Preferred methods of learning about park on a future visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Preferred commercial services on a future visit

Question 28

On a future visit, what commercial services, that are not currently provided, would you like to have available at San Francisco Maritime NHP?

Results

- As shown in Figure 84, the most requested commercial services included:
 - 46% Small boat rental
 - 36% Food on Hyde Street Pier
 - 35% Concerts/theatre
- "Other" commercial services (6%) included:
 - Period music
 - More types of affordable food
 - More ships
 - More tours
 - More films
 - More ranger-led programs

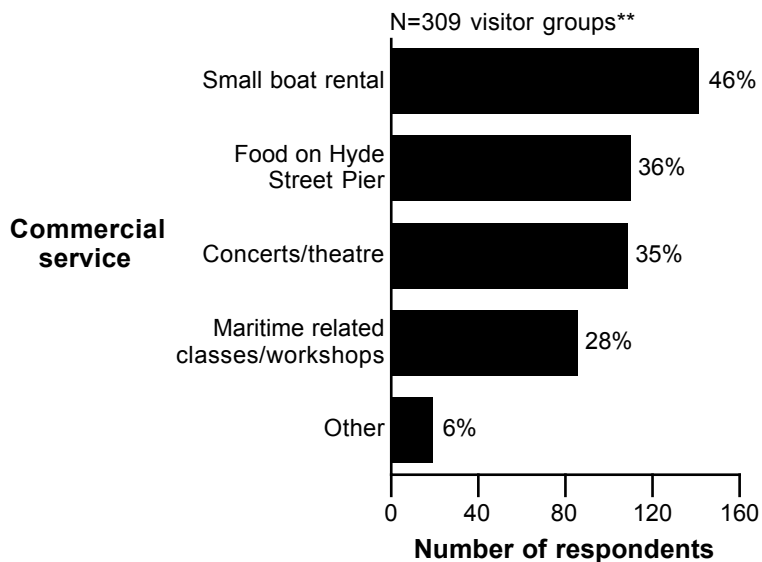


Figure 84: Commercial services preferred on a future visit

Overall Quality

Question 33

Overall, how would you and your group rate the quality of the facilities, services, and recreational opportunities provided to you at San Francisco Maritime NHP during this visit?

Results

- 86% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 85).
- Less than 2% of groups rated the overall quality as "very poor" or "poor."

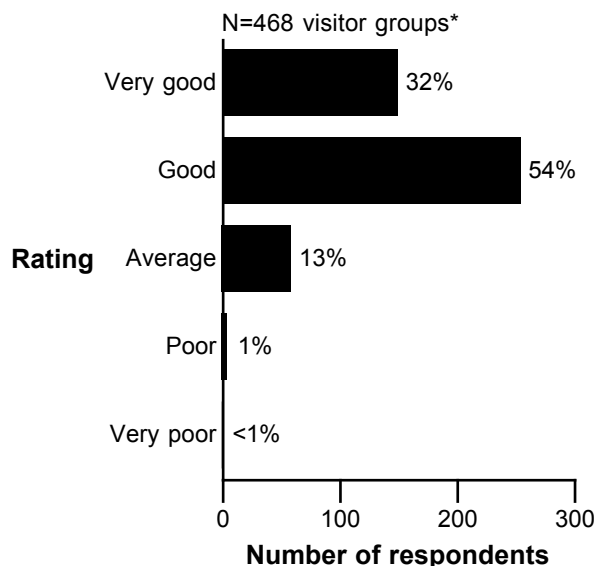


Figure 85: Overall quality of visitor facilities, services, and recreational opportunities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitor Comments

Most important information learned on this visit

Question 29a

What was the most important information you learned during this visit to San Francisco Maritime NHP? (open-ended)

Results

- A variety of responses were listed by 59% of visitor groups (N=288 visitor groups), as shown in Table 9.

Table 9: Most important information learned on this visit

N=324 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
Ship history	75
San Francisco maritime history	40
Nothing	38
Park's existence	14
History	18
Life on ships	13
Ship construction	12
Ship communications	16
Maritime history	8
Ship restoration	7
Park is nice place	7
Kenichi trip	5
Ferry history	4
Boarding ships	3
Need to return	3
Historic photos	2
Importance of ship restoration	2
Restroom location	2
Ship toilets	2
Ship tour	2
Specific maritime history	2
World War II history	2
Other	47

Sources used to learn most important information

Question 29b

How (from what source) did you learn the information? (open-ended)

Results

- 51% of visitor groups (N=253 visitor groups) listed a variety of information sources (see Table 10).

Table 10: Sources used to learn most important information

N=269 comments;
some visitor groups listed more than one source.

Source	Number of times mentioned
Exhibits	108
Viewing	32
Signs	23
Boarding ships	15
Museum	15
Ranger/staff	12
Videos	10
Ranger tour	7
Reading	7
Brochures	6
Visitor center exhibits	6
Survey interviewer	4
Self-guided tour	3
Tour	3
Audio guide (Third floor museum)	3
Survey	2
School	2
Other	11

What visitor liked most

Question 30a

What did you and your group like most about your visit to San Francisco Maritime NHP? (open-ended)

Results

- 72% of visitor groups (N=354 visitor groups) wrote comments about what they liked most about this visit to San Francisco Maritime NHP (see Table 11). Complete comments are listed in the Visitor Comments Appendix.

Table 11: What visitors liked most
N=455 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful and friendly staff/rangers	12
INTERPRETIVE SERVICES	
Exhibits	39
Museum	18
History	10
Photos/historic photos	8
Information/interpretation provided	8
Ship exhibits	7
Ship models	6
Ranger-led ship tour/program	6
Self-guided	5
Hands-on activities	4
Ship communications information	3
Video/film	3
Self-guided tour of boats	2
Ship history	2
Small boat shop	2
Students learning hands-on	2
Other comments	11
FACILITIES/MAINTENANCE	
Clean	14
Well maintained	3
Preservation/restoration	3
Landscaping	2
Other comments	3
POLICIES/MANAGEMENT	
Open access	5
Free	4
Other comments	2

Table 11: What visitors liked most
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Ships	102
Submarine	6
Uncrowded	5
Nature/natural setting	3
Ferry	2
Pier	2
Seals/sea lions	2
Other comments	3
GENERAL COMMENTS	
Boarding ships	31
View	25
Setting	11
Walking	10
Everything	8
Interesting	7
Friendly atmosphere	5
Taking photographs	5
Alcatraz	4
Food	4
Peaceful	4
Weather	4
People	3
Sailors' lives	3
Classic cars on ferry	2
Golden Gate Bridge	2
Library assistance	2
Other comments	16

What visitors liked least

Question 30b

What did you and your group like least about your visit to San Francisco Maritime NHP? (open-ended)

Results

- 49% of visitor groups (N=239 visitor groups) provided comments about what they liked least about this visit to San Francisco Maritime NHP (see Table 12). Complete comments are listed in the Visitor Comments Appendix.

Table 12: What visitors liked least

N=288 comments

Comment	Number of times mentioned
PERSONNEL	
Lack of staff	3
Other comments	2
INTERPRETIVE SERVICES	
Lack of information	9
Exhibits need improved	8
Lack of activities	4
Park hours too short	3
Exhibits closed	2
Exhibits lack lighting	2
Other comments	5
FACILITIES/MAINTENANCE	
Lack of parking	7
Lack of disabled access	3
Lack of seating	2
Other comments	5
POLICIES/MANAGEMENT	
Cost	10
Ships closed	7
Other comments	7
RESOURCE MANAGEMENT	
Crowded	11
Not enough ships	5
Other comments	2

Table 12: What visitors liked least
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Nothing	111
Weather	27
Lack of time	19
Homeless	7
Lack of gift shop	3
Noisy children	3
Too many children	2
Survey	2
Other comments	17

Planning for the future

Question 31

If you were a park manager planning for the future of San Francisco Maritime NHP, what would you and your group propose? (open-ended)

Results

- 41% of groups (N=204 visitor groups) provided comments about the future management of San Francisco Maritime NHP (see Table 13). Complete comments are listed in the Visitor Comments Appendix.

Table 13: Planning for the future

N=246 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff the ships	3
Add staff	2
Other comment	1
INTERPRETIVE SERVICES	
Publicize	17
Add exhibits	13
Add interactive exhibits	12
Show videos	9
Offer guided tours	8
Provide more information	8
Add activities	6
Use costumed interpretation	4
Tell people's stories	3
Provide audio tour	3
Provide more history	3
Add artifacts	3
Advertise at Alcatraz waiting area	2
Change exhibits periodically	2
More information on environmental stewardship	2
Provide period music	2
Provide more demonstrations of maritime activities	2
Provide more children's activities	2
Connect museum exhibits, ships and bay	2
Other comments	23

Table 13: Planning for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Add more parking/garage	3
Improve park entrance	3
Keep park clean	2
Renovate pier	2
Make museum ADA accessible	2
Other comments	14
POLICIES/MANAGEMENT	
Add more types of ships/boats	22
Keep up the good work	15
Add snack bar	9
No fee	6
Keep park open longer hours	5
Reduce fee	5
Move library closer to main part of park	2
Other comments	18
RESOURCE MANAGEMENT	
Comment	1
GENERAL COMMENTS	
Comments	5

Additional comments

Question 32

Is there anything else you and your group would like to tell us about your visit to San Francisco Maritime NHP? (open-ended)

Results

- 33% of visitor groups (N=164 visitor groups) provided additional comments about their visit to San Francisco Maritime NHP (see Table 14). Complete comments are listed in the Visitor Comments Appendix.

Table 14: Additional comments

N=225 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff knowledgeable/helpful	10
Other comments	4
INTERPRETIVE SERVICES	
Educational/informative	6
Publicize	5
Add more exhibits	2
Other comments	23
FACILITIES/MAINTENANCE	
Park is clean	2
Entrance needs redesigned	2
Paint/add more color to walls	2
Other comments	10
POLICIES/MANAGEMENT	
Keep up the good work	4
Add more boats/ships	2
Other comments	9
RESOURCE MANAGEMENT	
Comments	2
GENERAL COMMENTS	
Enjoyed visit	65
Hope to return	17
Stay was short	12
Unplanned visit	9
Thank you	3
Survey too long	2
Other comments	34

Appendix 1: Questionnaire

Appendix 2: Additional Analysis

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. 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.

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Sources of information prior to visit • Receive needed information? • Awareness of park prior to visit • Awareness that park is unit of National Park System • Primary reason for visiting the park area • Reasons for visiting the park • Forms of transport used to arrive at park • SF sites or attractions visited before park visit • SF sites or attractions visited after park visit • Activities participated in • Length of stay at each site • Length of stay at park • Board historic ships? • Did historic ships meet visitor expectations? • Local resident of Fisherman's Wharf area? | <ul style="list-style-type: none"> • Stay overnight away from home within 50 miles of Fisherman's Wharf • Number of nights stayed in and outside the area • Type of accommodations used in and outside the area • Elements' effect on visitor experience • Services/facilities used • Importance of services/facilities used • Quality of services/facilities used • Group size • Group type • With organized group? • Gender • Age • Zip code or country of residence • Number of visits to SAFR in past 12 months • Number of visits to SAFR in lifetime | <ul style="list-style-type: none"> • Ethnicity/race • Group member have disabilities/impairments? • Types of disabilities/impairments • Encounter access/service problems? • Highest level of education • Appropriateness of ship entrance fee amount • Value for ship fee paid • Encounter safety issues? • Safety rating • Subjects of interest for future visit • Preferred methods of learning on future visit • Preferred commercial services for future visit • Overall quality of visitor facilities, services, and recreational opportunities |
|---|---|--|

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Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group size and age of the group member (at least 16 years old) completing the survey were two variables that were used to check for non-response bias.

Two-independent sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05 the two groups are judged to be insignificantly different. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion survey average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. In some occasions, the age of actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification.

Therefore, the hypotheses for checking non-response bias are:

1. Average age of respondents – average age of non-respondents ≤ 5
2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-values for both of these tests are greater than 0.05 indicating insignificant difference between respondents and non-respondents. Thus, non-response bias is judged to be insignificant.

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- Stoop, I. A.L. (2004) Surveying Nonrespondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

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

1982

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

1983

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

1985

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

1986

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

1987

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

1988

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

1989

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

1990

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

1991

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

1992

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

1993

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

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. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

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

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Harpers Ferry National Historical Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Nicodemus National Historic Site
- 173. Johnstown Flood National Memorial

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

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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