



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

Visitor Services Project

John F. Kennedy National Historic Site Visitor Study



Photo by: NPS/Robert Perron

OMB Approval #1024-0224 (NPS #06-024)**Expiration Date: 02/01/2007****United States Department of the Interior**

NATIONAL PARK SERVICE
John F. Kennedy National Historic Site
83 Beals Street
Brookline, MA 02446

IN REPLY REFER TO:

June – August 2006

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to John F. Kennedy National Historic Site. This information will assist us in our efforts to better manage this site and to serve you, our visitors.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should take about 20 minutes to complete.

Please complete the questionnaire when your visit is over. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Myra Harrison
Superintendent

This visitor study is partially funded by Recreation Fee Program funds.

DIRECTIONS

Please have the individual, who was randomly selected from your group, complete the following questionnaire. It should take about 20 minutes. After you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Please go on to the next page →

Your Visit to John F. Kennedy National Historic Site

1. Prior to this visit, were you and your group aware that John F. Kennedy National Historic Site is managed by the National Park Service?
- _____ Yes _____ No _____ Not sure
2. a) Prior to this visit, how did you and your group obtain information about John F. Kennedy National Historic Site? Please check (✓) **all** that apply in the column on the left below.

- b) On future trips to John F. Kennedy National Historic Site, what sources would you and your group prefer to use to obtain information in planning your visit? Please check (✓) **all** that apply in the column on the right below.

a) Prior to this visit? (✓)

b) Prior to future visits? (✓)

_____ Obtained no information prior to visit → **Go on to Part b of this Question**

_____ Live in local area _____

_____ Previous visits _____

_____ Friends/relatives/word of mouth _____

_____ Travel guides/tour books/publications _____

_____ Telephone/written/email inquiry to park _____

_____ Greater Boston Convention and Visitor Bureau _____

_____ Newspaper/magazine articles _____

_____ Videos/television/radio programs _____

_____ Park website: www.nps.gov/jofi/ _____

_____ Other websites _____

_____ John F. Kennedy Presidential Library and Museum _____

_____ Other Kennedy-related sites _____

_____ Other National Park Service sites _____

_____ Other (Please specify: _____) _____

- c) 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?

_____ No _____ Yes _____ Not sure

- d) If NO, what type of park information did you and your group need that was not available? Please be specific.

3. On this trip, what were the reasons that you and your group visited the Boston, MA area? Please check (✓) **all** that apply.

_____ Resident of area → **Go on to Question 4**

_____ Visit John F. Kennedy National Historic Site

_____ Visit John F. Kennedy Presidential Museum and Library

_____ Visit Kennedy-related sites

_____ Visit presidential sites

_____ Visit National Park Service sites

_____ Visit other area attractions

_____ Visit friends/relatives in the area

_____ Passing through—unplanned visit

_____ Business

_____ Other (Please specify: _____)

4. a) On this visit to John F. Kennedy National Historic Site, did you and your group have any difficulty locating the site?

_____ Yes _____ No → **Go on to Question 5**



- b) If YES, what was the problem? _____

Please go on to the next page →

5. a) On this visit to John F. Kennedy National Historic Site, how long did you and your group spend at the site? (Include time spent visiting the house and the self-guided walking tour of the neighborhood.)

_____ Number of hours (Please list partial hours as 1/4, 1/2, or 3/4.)

- b) On this visit, did you and your group visit the site on more than one day?

_____ Yes _____ No → **Go on to part d**



- c) If YES, on how many days did you visit?

_____ Number of days (Please list partial days as 1/4, 1/2, or 3/4.)

- d) Compared with what you had planned, how much time did you and your group spend visiting John F. Kennedy National Historic Site? Please check (✓) **only one**.

_____ Spent longer time than planned

_____ Spent about the time planned

_____ Spent less time than planned

_____ Didn't have a planned amount of time

6. a) What forms of transportation did you and your group use on the day that you received this questionnaire to travel from your starting point to John F. Kennedy National Historic Site? Please check (✓) **all** that apply.

_____ Walk

_____ Private vehicle

_____ Commercial tour bus

_____ Taxi

_____ Motorcycle

_____ Bicycle

_____ Public transportation (bus, subway)

_____ Other (Please specify:_____)

- b) For this visit, please list the number of vehicles that you and your group used to arrive at the park. If you walked or used public transportation, please write "0".

_____ Number of vehicles

7. a) On this visit to John F. Kennedy National Historic Site, did you and your group experience any parking problems?

_____ Yes _____ No → **Go on to Question 8**



- b) If YES, what parking problems did you experience?

8. a) Please check (✓) **all** of the visitor services and facilities that you and your group **used** during this visit to John F. Kennedy National Historic Site.
- b) Next, for only those services and facilities that you and your group **used**, please rate their importance from 1-5.
- c) Finally, for only those services and facilities that you and your group **used**, please rate their quality from 1-5.

a) Used service/facility?	b) If used, how important?	c) If used, what quality?
Check (✓)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
_____ Park brochure, including self-guided neighborhood tour	_____	_____
_____ Visitor center film/video	_____	_____
_____ Visitor center exhibits	_____	_____
_____ Audio-tour of the house	_____	_____
_____ Ranger-led house tour	_____	_____
_____ Ranger-led neighborhood tour	_____	_____
_____ Sales items in visitor center gift shop	_____	_____
_____ Visitor center restroom	_____	_____
_____ Assistance from park staff	_____	_____
_____ Junior Ranger program	_____	_____
_____ School programs	_____	_____
_____ Elderhostel programs	_____	_____
_____ Organized youth group or community center programs (other than school programs)	_____	_____

Please go on to the next page ➔

9. This question lists activities available to the visitors at John F. Kennedy National Historic Site.

- a) As you were planning your trip, what activities did you and your group expect to include on this visit? Please check (√) **all** that apply.
- b) On this visit, what activities did you and your group participate in? Please check (√) **all** that apply.
- c) On past visits, what activities did you and your group participate in? Please check (√) **all** that apply. **If you did not participate in an activity in the past, please leave this column blank.**

	a) Activities expected	b) Activities on this visit	c) Activities on past visits
Take ranger-led house tour	_____	_____	_____
Take self-guided house tour	_____	_____	_____
Listen to Rose Kennedy's recordings	_____	_____	_____
Take ranger-led neighborhood tour	_____	_____	_____
Take self-guided neighborhood tour	_____	_____	_____
Learn about John F. Kennedy	_____	_____	_____
Learn presidential history	_____	_____	_____
Learn about the Kennedy family	_____	_____	_____
Visit a national park site	_____	_____	_____
Pay respects to John F. Kennedy and/or other Kennedy family members	_____	_____	_____
Get National Park Passport stamp	_____	_____	_____
Participate in Junior Ranger program	_____	_____	_____
Watch visitor center movie	_____	_____	_____
Other (Please specify below):	_____	_____	_____

a) _____ b) _____ c) _____

- d) On this visit, which one activity in **9b** that you and your group **participated** in was the **most** important to your visit to John F. Kennedy National Historic Site? Please list **only one**.

10. a) Did you and your group visit **both** John F. Kennedy National Historic Site and John F. Kennedy Presidential Library and Museum on this visit or during past visits?

_____ Yes, visited **both** _____ No → **Go on to Question 11**



- b) If YES, in your opinion, in what order should the sites be visited?

_____ Visit John F. Kennedy National Historic Site **first**

_____ Visit John F. Kennedy Presidential Library and Museum **first**

_____ The order of visit is not important

- c) Please explain your choice: _____

In this questionnaire, your personal group is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

11. On this visit, were you and your personal group with the following types of groups?

a) Commercial tour group _____ Yes _____ No

b) Educational/school group _____ Yes _____ No

c) Other organized groups _____ Yes _____ No
(business, church groups, etc.)

12. On this visit, what kind of personal group (not guided tour, educational group, etc.) were you with? Please check (✓) **only one**.

_____ Alone _____ Family

_____ Friends _____ Family and friends

_____ Other (Please specify: _____)

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

_____ Number of people

Please go on to the next page →

14. For you and your personal group, please complete the answers below. If you do not have information for any group member, please leave that line blank.

	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to this park (including this visit) past 12 months lifetime	
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

15. a) What **one** language do you and/or members of your group prefer to use for the following?

Speaking

Reading

List one: _____ List one: _____

- b) What services in the park would you and your group like to have provided in languages other than English? Please check (✓) **all** that apply.

_____ None → **Go on to Question 16**

_____ Brochure

_____ Ranger-led house tour

_____ Video

_____ Ranger-led walking tour

_____ Audio tour

_____ Other (Please specify: _____)

c) In what language? _____

16. a) For you only, are you Hispanic or Latino?

_____ Yes _____ No

b) For you only, which of these categories best indicates your race? Please check (✓) **one or more**.

_____ American Indian or Alaska Native

_____ Asian

_____ Black or African American

_____ Native Hawaiian or other Pacific Islander

_____ White

17. a) Does anyone in your group have any disabilities/impairments that affected their visit to John F. Kennedy National Historic Site?

_____ Yes _____ No → **Go on to Question 18**



b) If YES, what kind of disability/impairment? Please check (✓) **all** that apply.

_____ Hearing

_____ Learning

_____ Mental

_____ Mobility

_____ Visual

_____ Other (Please specify: _____)

Please go on to the next page →

c) Is there any service or other aspect of your visit that could have been enhanced by physical changes or by changes in programs?

_____ Yes _____ No → **Go on to Question 18**



d) If YES, please offer suggestions for improvement: _____

18. For you and each member (aged 16 or over) in your personal group on this visit, please indicate the highest level of education completed. Please check (√) **only one** for each person. If you do not have information for any group member please leave that line blank.

	Highest level of education				
	Some high school	High school diploma/GED	Some college	Bachelor's degree	Graduate degree
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

19. a) What information did you and your group find important during your visit?

b) What one piece of the park story will you share with family and friends?

20. a) During this visit to John F. Kennedy National Historic Site, please check (✓) **all** of the topics that you and your group learned about.

b) Next, whether or not you learned about a certain topic on this visit, please check (✓) **all** of the topics that you are interested in learning about on a future visit to John F. Kennedy National Historic Site.

_____ Not interested in learning → **Go on to Question 21**

Topic	a) Learned on this visit? (✓)	b) Interested in learning on a future visit? (✓)
Personal and political history of the Kennedy and Fitzgerald families	_____	_____
Experiences and ambitions of Joseph P. and Rose Fitzgerald Kennedy during their residency at 83 Beals Street	_____	_____
Rose Kennedy's views on motherhood and family life	_____	_____
Character of the neighborhood and community during the Kennedys' residency	_____	_____
Challenges John F. Kennedy faced during his childhood in Brookline	_____	_____
John F. Kennedy's presidency	_____	_____
John F. Kennedy's legacy	_____	_____
Kennedy family legacy	_____	_____
Rose Kennedy's role in creating John F. Kennedy National Historic Site	_____	_____

c) Please list any additional topics you and your group are interested in learning about at John F. Kennedy National Historic Site.

Please go on to the next page →

21. On a future visit to John F. Kennedy National Historic Site, how would you and your group prefer to learn about the Kennedy history? Please check (✓) **all** that apply.

_____ Not interested in learning about the Kennedy history → **Go on to Question 22**

_____ Printed materials (books, brochures, maps)

_____ Audio-visual programs (videos, movies, slide shows)

_____ Self-guided audio tours

_____ Ranger-guided walks/programs

_____ Additional ranger tours focusing on special subjects

_____ Printed guidebook/brochure of the neighborhood

_____ Indoor exhibits

_____ Outdoor exhibits

_____ Internet websites

_____ Information desk staff

_____ Other (Please specify: _____)

22. Currently, entrance to the John F. Kennedy National Historic Site visitor center and bookstore is free. A user fee of \$3 per visitor age 16 and older is charged for admission to the birthplace home. Most of the funds collected (80%) remain at the park to pay for services such as brochures, educational programs, exhibits, signage, and building maintenance and repair.

- a) Did you or your group take the guided house tour on this visit to Kennedy National Historic Site?

_____ Yes _____ No → **Go to Question 23**



- b) If YES, how would you and your group rate the value for the admission fee you paid? Please circle **only one**.

Very poor Poor Average Good Very good

23. What did you and your group like **most** about your visit to John F. Kennedy National Historic Site?

24. What did you and your group like **least** about your visit to John F. Kennedy National Historic Site?

25. By completing this questionnaire, you are planning for the future of John F. Kennedy National Historic Site. What would you and your group propose? Please be specific.

26. Is there anything else you and your group would like to tell us about your visit to John F. Kennedy National Historic Site?

27. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your group at John F. Kennedy National Historic Site during this visit? Please circle **only one**.

Very poor

Poor

Average

Good

Very good

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

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Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
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