



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

Visitor Services Project

Minute Man National Historical Park

Visitor Study



OMB Control #: 1024-0224 (NPS #07-029)
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United States Department of the Interior

NATIONAL PARK SERVICE

Minute Man National Historical Park
174 Liberty Street
Concord, MA 01742

IN REPLY REFER TO:

August, 2007

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Minute Man National Historical Park. This information will help us improve our management of this site and better serve you, our visitor.

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

When your visit is over, please complete the questionnaire. 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 Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.

Sincerely,

Nancy A. Nelson
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) Seal it with the stickers provided.
- 4) Drop it in a U.S. mailbox.

Thank you!

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 Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; fax: 208-885-4261.

Please go on to the next page →

This questionnaire has many questions that refer to “you and your group.” This phrase means your **personal group**, defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include a larger group that you might be traveling with, such as school, church, scouts, or tour group.

- a) Prior to this visit? (✓)** **b) Prior to future visits? (✓)**

_____ Other (Please specify below.) _____

_____ No _____ Yes → **Go on to question 2**

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

2. What was your primary reason for visiting the Lexington-Concord **area** (Lexington, Concord, Lincoln, and Bedford, MA)? Please check (✓) **only one**.

_____ Resident of local area (Lexington-Concord area) ➔ **Go on to Question 3**

_____ Visit Minute Man NHP

_____ Visit other attractions in the area

_____ Visit friends/relatives in the area

_____ Business

_____ Other (Please specify: _____)

3. a) On this visit, how did Minute Man NHP fit into your travel plans (whether or not you live in the Lexington-Concord area)? Please check (✓) **only one**.

_____ Minute Man NHP was the primary destination

_____ Minute Man NHP was one of the several destinations

_____ Minute Man NHP was not a planned destination

b) What other historic sites did you and your group visit while in the Lexington-Concord **area**? Please check (✓) **all** that apply.

_____ None ➔ **Go on to Question 4**

_____ Lexington Battle Green

_____ Orchard House

_____ Lexington Buckman Tavern

_____ The Old Manse

_____ Walden Pond (Thoreau Hut)

_____ Concord Museum

_____ Other (Please specify: _____)

4. a) During this visit to Minute Man NHP, did you and your personal group have any personal interaction with a park ranger?

_____ Yes

_____ No

_____ Don't know



b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger. Please circle **one** number for each item.

| | Very poor | Poor | Average | Good | Very good |
|---------------------------------|--------------|------|---------|------|--------------|
| Helpfulness | 1 | 2 | 3 | 4 | 5 |
| Courteousness | 1 | 2 | 3 | 4 | 5 |
| Responsiveness | 1 | 2 | 3 | 4 | 5 |
| Quality of information provided | 1 | 2 | 3 | 4 | 5 |

5. a) On this visit to Minute Man NHP, did you and your personal group visit the park on more than one day?

☐ Yes
↓

☐ No
↓

- b) If YES, how many days did you visit Minute Man NHP?

- c) If NO, how many hours did you visit Minute Man NHP?

_____ Number of days

_____ Number of hours

(Please list partial days/hours as 1/4, 1/2, or 3/4.)

- d) How much time did you and your personal group plan to spend in the park?

_____ No planned amount of time → **Go on to part e**

_____ Hours _____ Minutes

- e) What determined when you left? Please check (✓) **all** that apply.

_____ On a fixed tour/bus/train/plane/car pool schedule

_____ Bad weather conditions

_____ Lack of things to do/see

_____ Other (Please specify: _____
_____)

6. a) What forms of transportation did you and your personal group use to travel between your overnight accommodations/home and Minute Man NHP? Please check (✓) **all** that apply.

_____ Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)

_____ Rental vehicle

_____ Tour motorcoach/bus

_____ Hotel shuttle van/courtesy bus

_____ Taxi/limousine

_____ Bicycle

_____ On foot

_____ Public transportation (MBTA bus/subway/train, etc.)

_____ Other (Please specify: _____)

- b) If your personal group arrived Minute Man NHP in private or rental vehicles, how many **vehicles** did you and your group use?

_____ Number of vehicles

- c) Were the signs directing you to sites of Minute Man NHP adequate? Please check (✓) **only one** response for each.

Signs on state highways _____ Yes _____ No _____ did not use

Driving signs in Lexington-Concord

directing to park sites _____ Yes _____ No _____ did not use

Pedestrian signs in Lexington-Concord

to park sites _____ Yes _____ No _____ did not use

d) If NO, please explain the problem. _____

7. a) Prior to this visit, were you and your personal group aware that Route 2A is the historical Battle Road as well as a main travel route? Please check (✓) **only one** response for each.

Aware historical Battle Road? _____ Yes _____ No

Aware main travel route? _____ Yes _____ No

- b) State Route 2A goes through the middle of Minute Man NHP. On **this** visit, did you travel on State Route 2A?

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



- c) If YES, please indicate how the following elements may have affected your park experience while traveling on State Route 2A. Please check (✓) **only one** for each element.

| Element | Detracted from | No effect | Added to | Did not experience |
|--|----------------|-----------|----------|--------------------|
| High traffic volume | _____ | _____ | _____ | _____ |
| Low traffic volume | _____ | _____ | _____ | _____ |
| Traffic noise | _____ | _____ | _____ | _____ |
| Vehicles traveling too fast | _____ | _____ | _____ | _____ |
| Vehicles traveling too slow | _____ | _____ | _____ | _____ |
| Availability of signs to identify park sites | _____ | _____ | _____ | _____ |
| Availability of parking | _____ | _____ | _____ | _____ |

- d) On a future visit, what would improve your park experience while traveling on State Route 2A? Please check (✓) **all** that apply.

_____ Slower speed limit _____ Reduce number of trucks

_____ Reduce traffic volume _____ Adding roadside pull-offs

_____ Increase historic appearance of landscape

_____ Shuttle bus with interpretive services

_____ More signs identifying park sites

_____ Other (Please specify: _____)

8. a) While visiting an area such as Minute Man NHP, how important are natural sounds (sounds of birds, wildlife, water, etc.) to the enjoyment of your park experience? Please circle **one**.

Not important Somewhat important Moderately important Very important Extremely important

10. a) As you were planning your trip, what activities did you and your personal group expect to do? Please check (✓) **all** that apply in column (a).
- b) During **this** visit to Minute Man NHP, what activities did you and your personal group participate in? Please check (✓) **all** that apply in column (b).

| | |
|-----------------------------------|---------------------------------------|
| a) Expected activities (✓) | b) Participated activities (✓) |
|-----------------------------------|---------------------------------------|

| | |
|--|-------|
| _____ Hiking on trails | _____ |
| _____ Bicycling on trails | _____ |
| _____ Watching theater program | _____ |
| _____ Birdwatching/wildlife viewing | _____ |
| _____ Learning/researching history | _____ |
| _____ Getting National Park Passport stamp | _____ |
| _____ Attending ranger talks/special programs | _____ |
| _____ Shopping at visitor center bookstores | _____ |
| _____ Shopping at farm stands | _____ |
| _____ Eating at visitor center café | _____ |
| _____ Attending concert | _____ |
| _____ Taking a self-guided MP3/cell phone tour | _____ |
| _____ Other (Please specify below.) | _____ |

a) Expected to do: _____ b) Did: _____

- c) Which **one** of the above was the **most important** activity to your visit?

- d) If you and your personal group were unable to participate in an expected activity, what prevented you from participating in that activity? Please check (✓) **all** that apply.

_____ Did not plan enough time

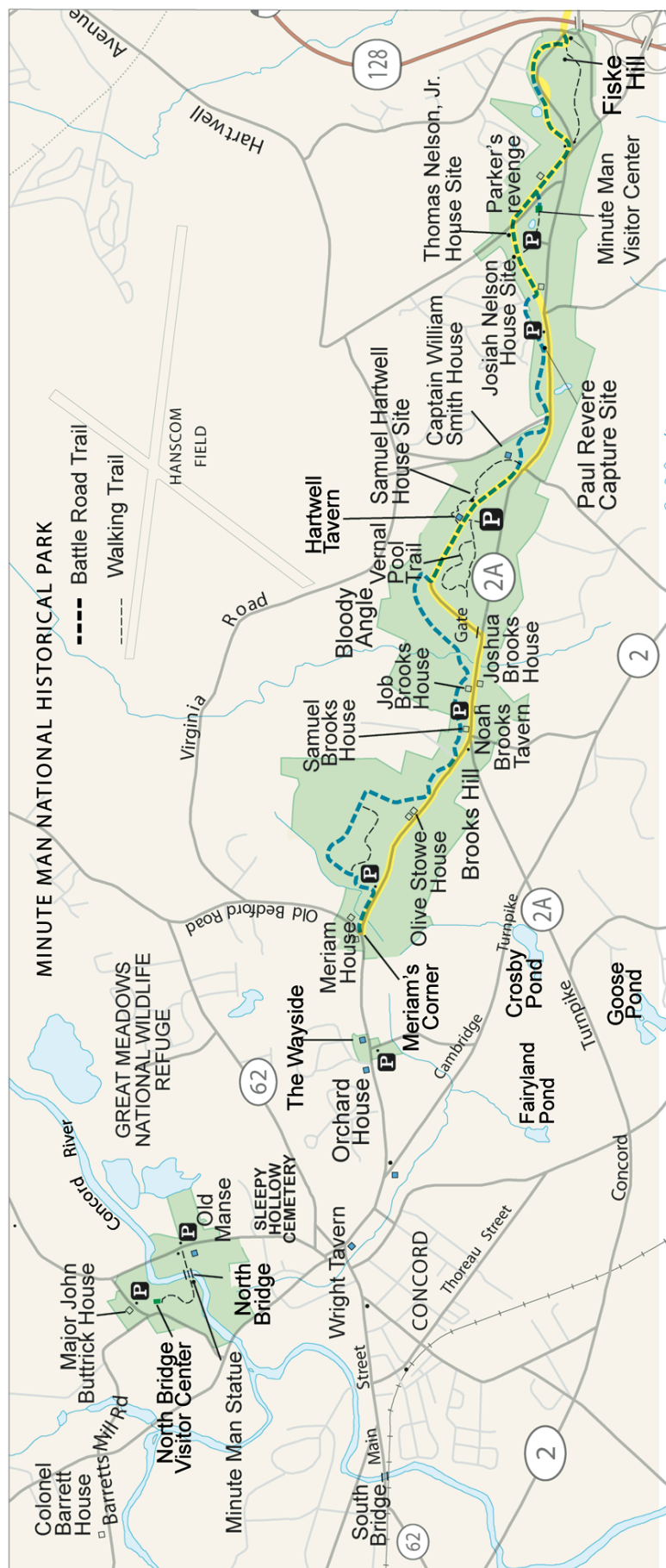
_____ Unfavorable weather conditions

_____ Service/program was not available at the time of visit

_____ Unable to locate park site

_____ Heavy traffic made access difficult

_____ Other (Please specify: _____)



11. a) For this visit, please list the **order** (#1, 2, 3, etc.) in which you and your personal group visited the following sites at Minute Man NHP. If you did not visit a site please leave that line blank. Please use the map on page 10 to help you locate the sites.

b) Next, compared to what you **expected**, what was the quality of the sites that you and your personal group **visited**? Please circle **one** number.

| a) Order visited (1, 2, 3, etc.) | b) Meet expectations? | | |
|---|------------------------------|--------------------|--------------------------|
| | 1 = Poorer than expected | 2 = About the same | 3 = Better than expected |
| _____ North Bridge Visitor Center | 1 | 2 | 3 |
| _____ North Bridge | 1 | 2 | 3 |
| _____ Wayside: Home of Authors | 1 | 2 | 3 |
| _____ Meriam's Corner | 1 | 2 | 3 |
| _____ Battle Road Trail | 1 | 2 | 3 |
| _____ Bloody Angle | 1 | 2 | 3 |
| _____ Vernal Pool Trail | 1 | 2 | 3 |
| _____ Hartwell Tavern | 1 | 2 | 3 |
| _____ Paul Revere Capture Site | 1 | 2 | 3 |
| _____ Minute Man Visitor Center | 1 | 2 | 3 |
| _____ Fiske Hill | 1 | 2 | 3 |
| _____ Other (Please specify: _____) | | | |

c) Which **one** site was the **most** important to your visit to Minute Man NHP?

d) If you rated 1 (poor quality) for any of the above sites, please explain why:

12. a) Would you and your personal group recommend visiting Minute Man NHP to your friends/relatives?

_____ Yes, likely _____ No, unlikely _____ Not sure

b) Please explain why or why not?

13. a) Please check (✓) **all** of the services/facilities that you and your personal group **used** during this visit to Minute Man NHP (see map on page 10).

b) Next, for only those services/facilities that you and your personal group **used**, please rate their importance from 1-5.

c) Finally, for only those services/facilities that you and your group **used**, please rate their quality from 1-5.

| a) Used service/facility? | b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important | c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good |
|--|---|---|
| Check (✓) _____ Park brochure/map | _____ | _____ |
| _____ Park newspaper | _____ | _____ |
| _____ Indoor exhibits | _____ | _____ |
| _____ Outdoor exhibits | _____ | _____ |
| _____ Trails | _____ | _____ |
| _____ Minute Man Visitor Center theater show | _____ | _____ |
| _____ Self-guided MP3/cell phone tour | _____ | _____ |
| _____ Visitor center sales items (selection, quality, price etc.) | _____ | _____ |
| _____ Junior Ranger program | _____ | _____ |
| _____ Directional signs to find park sites | _____ | _____ |
| _____ Assistance from park staff/volunteers | _____ | _____ |
| _____ Ranger-led programs/talks | _____ | _____ |
| _____ Restrooms | _____ | _____ |
| _____ Access for disabled persons | _____ | _____ |
| _____ Park website: www.nps.gov/mima used before or during visit | _____ | _____ |

14. On this visit, were you and your personal group part of any larger, organized group? Please check (✓) all that apply.

_____ Not part of any larger, organized group → **Go to Question 15**

_____ Commercial guided tour

_____ Educational group (school, etc.)

_____ Historical society/club

_____ Other organized group (Please specify: _____)

- _____ Alone
- _____ Family
- _____ Friends
- _____ Family and friends
- _____ Other (Please specify: _____)

- Number of people

- 1= First visit
2= Several times (occasionally)
3= Frequently used (daily or weekly)

| | | | |
|-----------|--|--|--|
| Yourself | | | |
| Member #2 | | | |
| Member #3 | | | |
| Member #4 | | | |
| Member #5 | | | |
| Member #6 | | | |
| Member #7 | | | |

- ## Reading

- None → **Go on to Question 19**

_____ Brochure _____ Ranger-led house tour

☐ Video ☐ Ranger-led walking tour

Audio tour

Other (Please specify: _____)

c) In what language? _____

19. There are 36 historical structures at Minute Man NHP. What type of additional visitor services at the park would you like to have available at these sites on a future visit? Please check (✓) **all** that apply.

_____ No further development of the site → **Go on to Question 20**

_____ Bed & breakfast _____ Gift shop/bookstore

_____ Tavern/restaurant to sell food and drinks _____ Bike/ski rental

_____ Colonial craft demonstrations with crafts for sale

_____ Historic farming demonstrations with produce for sale

_____ Other (Please specify: _____)

20. It is the National Park Service's responsibility to protect Minute Man NHP's natural, scenic, and cultural resources and qualities, while at the same time providing for public enjoyment. Please rate the importance of each of the following attributes/resources to you and your personal group. Please circle **only one** response for each item.

| Attribute/resource | Not important | Somewhat important | Moderately important | Very important | Extremely important |
|---|------------------|-----------------------|-------------------------|-------------------|------------------------|
| Scenic views | 1 | 2 | 3 | 4 | 5 |
| Historic views | 1 | 2 | 3 | 4 | 5 |
| Escape from urban setting | 1 | 2 | 3 | 4 | 5 |
| Commemoration of historic events | 1 | 2 | 3 | 4 | 5 |
| Historic buildings/cultural resources | 1 | 2 | 3 | 4 | 5 |
| Educational programs/opportunities | 1 | 2 | 3 | 4 | 5 |
| Recreational opportunities (hiking, exercise, etc.) | 1 | 2 | 3 | 4 | 5 |
| Clean water | 1 | 2 | 3 | 4 | 5 |
| Clean air | 1 | 2 | 3 | 4 | 5 |
| Night skies | 1 | 2 | 3 | 4 | 5 |
| Native plants | 1 | 2 | 3 | 4 | 5 |
| Native wildlife | 1 | 2 | 3 | 4 | 5 |
| Solitude | 1 | 2 | 3 | 4 | 5 |

21. a) What did you and your personal group like **most** about your visit to Minute Man NHP?

b) What did you and your personal group like **least** about your visit to Minute Man NHP?

22. On a future visit to Minute Man NHP, what interpretive programs/information services would you and your personal group like to have available at the park? Please check (✓) **all** that apply.

- _____ Not interested in interpretive programs → **Go on to Question 23**
- _____ Indoor exhibits _____ Outdoor exhibits
- _____ Movies/films _____ Ranger talks/programs
- _____ Self-guided audio tours (with map/publication, audio, cell phone)
- _____ Interactive exhibits (displays on computer/palm pilot/blackberry, etc.)
- _____ Historian/expert lectures/talks
- _____ Roving rangers available to answer questions
- _____ Special events
- _____ Children's programs
- _____ Living history programs and dramatic presentations (people in costume)
- _____ Other (Please specify: _____)

23. If you were a manager planning for the future of Minute Man NHP, what would you propose?

24. Is there anything else you would like to tell us about your visit to Minute Man NHP?

25. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Minute Man NHP 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
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