



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

Visitor Services Project



# Minute Man National Historical Park Visitor Study

Summer 2007



University of Idaho  
Park Studies Unit  
Visitor Services Project  
Report 196



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Report 196**

June 2008

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**Visitor Services Project**  
**Minute Man National Historical Park**  
**Report Summary**

- This report describes the results of a visitor study at Minute Man National Historical Park (NHP) during August 1–7, 2007. A total of 530 questionnaires were distributed to visitor groups. Of those, 359 questionnaires were returned resulting in a 67.6% response rate.
- This report profiles a systematic random sample of Minute Man NHP. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-seven percent of visitor groups were in groups of one or two and 52% were in groups of three or more. Sixty-six percent of visitor groups were family groups and 17% were traveling alone. Three percent of visitor groups were traveling with an organized tour group.
- Thirty-five percent of visitors were ages 46-65 years, 24% were 15 years or younger and 11% were 66 years or older.
- United States visitors were from Massachusetts (36%), California (7%), 39 other states, and Washington, D.C. International visitors, comprising 6% of the total visitation, came from United Kingdom (32%), Canada (24%), Japan (11%) and 11 other countries.
- Sixty-two percent of visitors visited the park for the first time in their life, while 31% had visited several times. Seven percent of visitor groups were frequent visitors (daily or weekly). Ninety-four percent used one vehicle to travel to the park.
- Visiting Minute Man NHP was the primary reason that brought 47% of visitor groups to the Lexington-Concord area, while 17% were visiting other attractions in the area.
- Prior to this visit, visitor groups most often obtained information about the park through previous visits (53%), by living in the local area (40%), and through tour guides/tour books/publications (39%). The most preferred information source to use on a future visit was the park website (73%).
- Of visitor groups who spent less than 24 hours visiting the park, 57% spent up to two hours and 43% spent three or more hours. For all visitor groups, the average length of stay was 4.1 hours. Seventy-three percent of visitor groups had not planned a specific amount of time to spend at the park. Most visitor groups (94%) entered the park one time on this visit.
- The most common activities visitor groups participated in were learning/researching history (67%), hiking on trails (61%), and watching the theater program (50%). The activities most commonly rated as “most important” were learning/researching history (42%), hiking on trails (16%), attending ranger-led programs (12%), and watching the theater program (11%).
- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by 349 visitor groups included restrooms (70%), park brochure/map (68%), indoor exhibits (64%), and trails (64%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included ranger-led programs/talks (92%, N=90), Minute Man Visitor Center theater show (88%, N=156), directional signs to find park sites (86%, N=178), and outdoor exhibits (85%, N=185). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were ranger-led programs/talks (98%, N=87), assistance from park staff (96%, N=160), Minute Man Visitor Center theater show (94%, N=152), and park brochure/map (93% N=220).
- Most visitor groups (94%) rated the overall quality of services, facilities, and recreational opportunities at Minute Man NHP as “very good” or “good.” No visitor groups rated the overall quality as “very poor,” while less than 1% rated the overall quality as “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at

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## INTRODUCTION

This report describes the results of a visitor study at Minute Man National Historical Park (NHP) during August 1–7, 2007 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Minute Man NHP in Concord, Massachusetts, was established on April 14, 1959. The official park website describes the events for which the park was established: “On April 19, 1775, the American Revolution began at Lexington and Concord with a clash of arms known to history as ‘the shot heard round the world.’ At Minute Man NHP, the opening battle of the Revolution is brought to life as visitors explore the battlefields and witness the American revolutionary spirit through the writings of the Concord authors.” ([nps.gov/MIMA](http://nps.gov/MIMA))

### Organization of the report

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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.

#### Section 3: Appendices

Appendix 1: *The Questionnaire*: A copy of the questionnaire distributed to groups.

Appendix 2: *Additional Analysis*: 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 since they are usually requested after these study results have been published.

Appendix 3: *Decision rules for checking non-response bias*: An explanation of how non-response bias was determined.

Appendix 4: *Visitor Services Project Publications*: A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website:

<http://www.psu.uidaho.edu/vsp/reports.htm> or contacting the PSU office at (208) 885-7863.

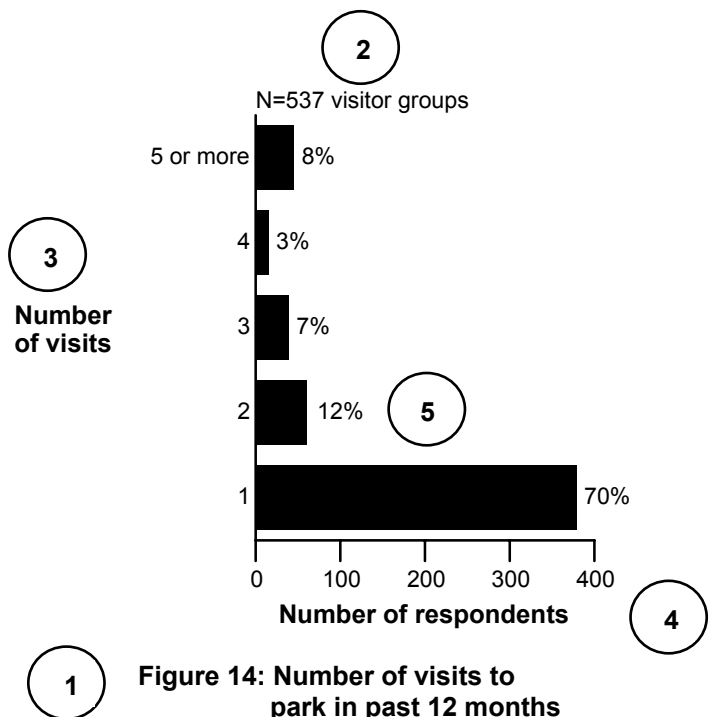
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

## Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

### 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!**" is shown on the graph to indicate the results may be unreliable.
- \* appears when total percentages do not equal 100 due to rounding.
- \*\* appears when 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). Using this methodology, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Minute Man NHP during August 1–7, 2007. Interviewers contacted 571 visitor groups of which 530 (92.8%) accepted questionnaires. Table 1 presents the locations and numbers of questionnaires distributed at each location. Questionnaires were completed and returned by 359 visitor groups resulting in a 67.7% response rate for this study.

**Table 1: Questionnaire distribution locations\***

N=number of questionnaires distributed

Sampling site	N	Percent of total
North Bridge Visitor Center	84	16
North Bridge parking lot	120	23
Minute Man Visitor Center	130	25
Minute Man Visitor Center trailhead	21	4
Hartwell Tavern	92	17
Meriam's Corner	49	9
Wayside: Home of Authors	21	4
Fiske Hill	13	2
Total	530	100

\* Total percentages do not equal 100 due to rounding.



## **Questionnaire design**

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The Minute Man 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 Minute Man NHP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Minute Man NHP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

## **Survey procedure**

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Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire 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 was mailed to visitors who had not returned their questionnaires.

<h2><b>Data Analysis</b></h2>
-------------------------------

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

### Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of August 1–7, 2007. 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 poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

### Special Conditions

The weather during the survey period was generally warm and sunny, and occasionally hot and humid. There were no recorded special events/activities in the area that would affect park visitation.

### Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 2 shows insignificant differences between group types. There are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes (see Table 3). See Appendix 3 for more details of the non-response bias checking procedure.

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

Group type	Respondent	Non-respondent	Total
Alone	60	17	87
Family	235	120	355
Friends	34	12	46
Family and friends	26	9	35
Other	2	2	4
Total	357	170	527

Chi-square = 2.511<sup>a</sup>    df = 4    p-value = 0.643

Two cells (20%) have an expected count of less than 5. The minimum expected count is 1.29.

**Table 3: Comparison of respondents and non-respondents  
group size and age**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Group size	359	3.3	167	3.4	0.782
Age	359	50.4	157	44.4	<0.001

There are insignificant differences in group size and group type between respondents and non-respondents. A six-year difference is detected in average age of respondents compared to non-respondents. However, the differences may be due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot, which was designated for the respondents. The survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and no respondents the response bias is judged to be insignificant. The data is a good representation of a larger Minute Man NHP visitor population for the duration of the survey period.

## RESULTS

### Demographics

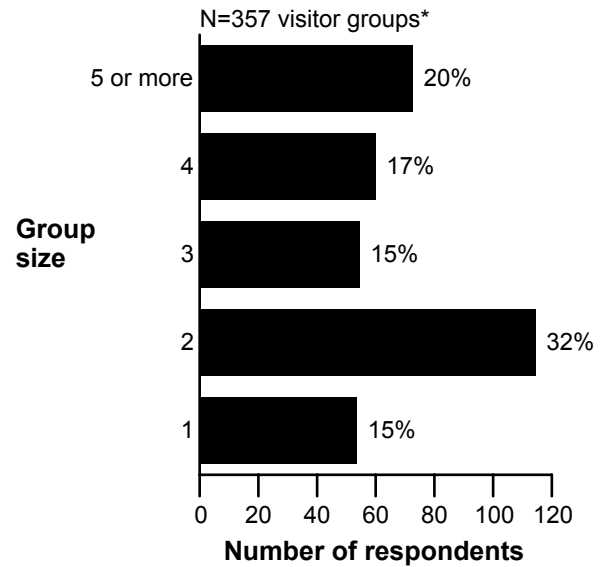
#### Visitor group size

**Question 16**

For this visit to Minute Man NHP, how many people were in your personal group, including yourself?

**Results**

- 32% of visitor groups were in groups of two (see Figure 1).
- 32% were in groups of three or four.
- 20% were in groups of 5 or more.



**Figure 1: Visitor group size**

#### Visitor group type

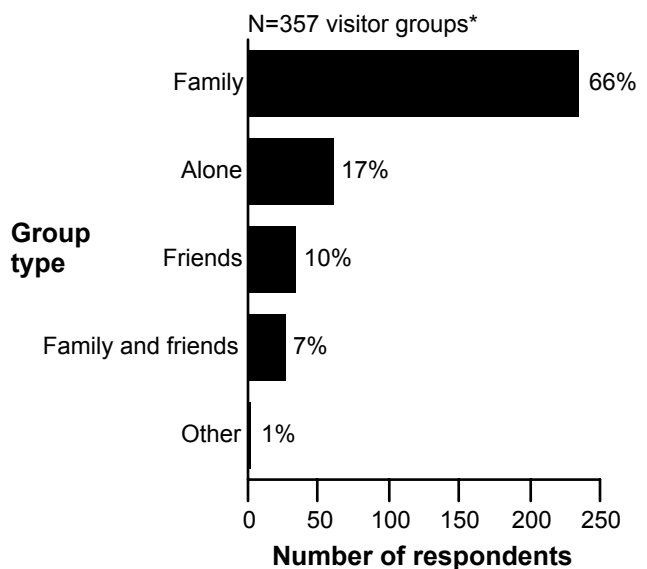
**Question 15**

On this visit, what kind of personal group (not guided tour/educational/historical/other organized group) were you with?

**Results**

- 66% of visitor groups were made up of family members (see Figure 2).
- 17% were alone.
- 10% were with friends.
- “Other” groups (1%) included:

Tourists  
US Air Force Drill Team



**Figure 2: Visitor group type**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

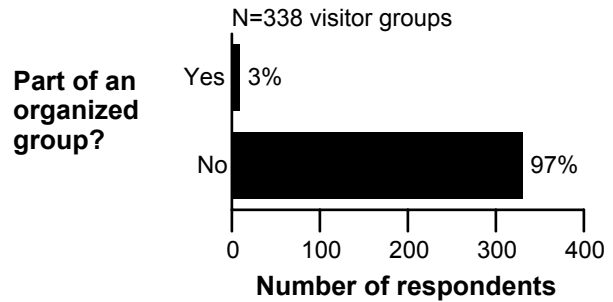
**Visitors with organized groups**

**Question 14**

On this visit, were you and your personal group part of any larger, organized group?

**Results**

- 97% of visitor groups did not travel with any larger, organized group (see Figure 3).



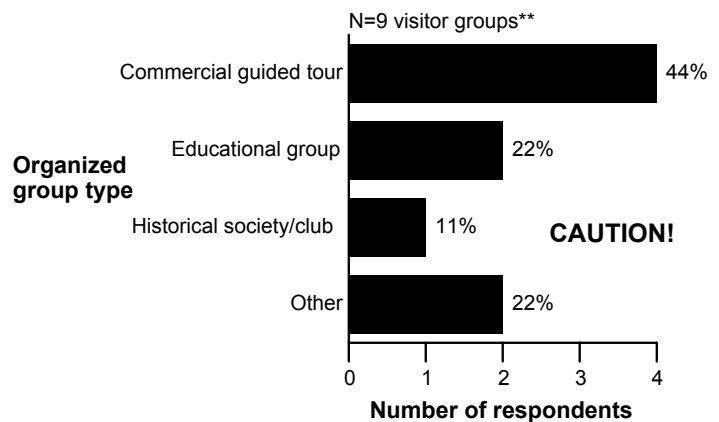
**Figure 3: Visitors traveling with a larger, organized group**

Organized group type

**Results – Interpret with CAUTION!**

- Figure 4 shows the type of organized group that visitor groups were a part of. Not enough visitor groups answered this question to provide reliable data.
- “Other” types of organized groups (22%) included:

- Girl Scouts
- US Air Force Drill Team



**Figure 4: Type of organized group**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Visitor age**

**Question 17a**

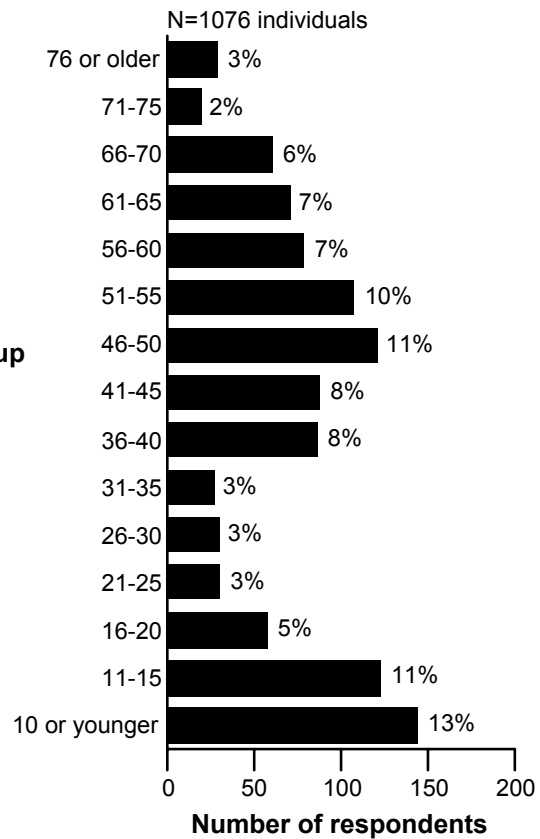
For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

**Results**

- Visitor ages ranged from 1 to 86 years old.
- 51% of visitors were in the 36-65 years age group (see Figure 5).
- 24% were 15 years or younger.
- 11% were 66 years or older.

**Age group (years)**



**Figure 5: Visitor age**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## United States visitors by state of residence

Question 17b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

### Results

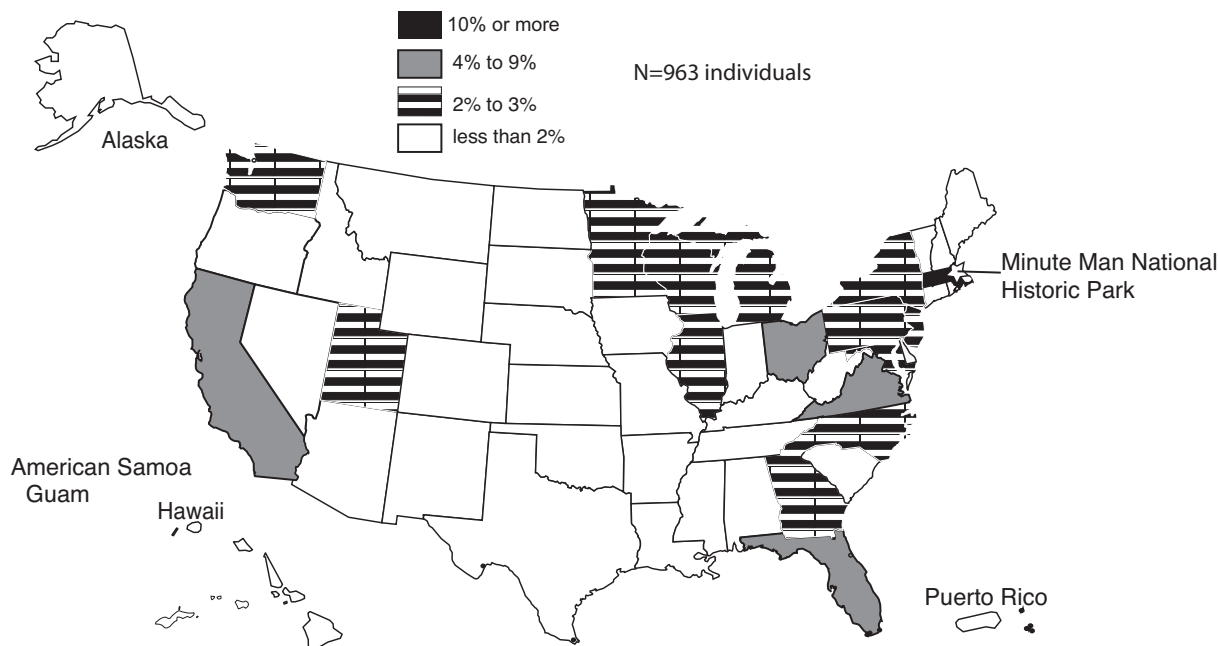
- U.S. visitors from 41 states and Washington, D.C. comprised 94% of total visitation to the park during the survey period.
- 36% of U.S. visitors came from Massachusetts (see Table 4 and Map 1).
- 7% came from California.
- Smaller proportions came from 39 other states and Washington, D.C.

**Table 4: United States visitors by state of residence\***

State	Number of visitors	Percent of U.S. visitors N=963 individuals	Percent of total visitors N=1,029 individuals
Massachusetts	345	36	34
California	66	7	6
Virginia	52	5	5
Ohio	51	5	5
Florida	44	5	4
North Carolina	33	3	3
New York	29	3	3
Illinois	27	3	3
Washington	24	2	2
Maryland	22	2	2
Georgia	20	2	2
New Jersey	19	2	2
Connecticut	17	2	2
Wisconsin	17	2	2
Michigan	16	2	2
Minnesota	16	2	2
Utah	16	2	2
Pennsylvania	15	2	1
Missouri	14	1	1
Colorado	12	1	1
New Hampshire	11	1	1
Texas	11	1	1
Indiana	10	1	1
Oregon	9	1	1
Alabama	8	1	1
Rhode Island	8	1	1
Arizona	6	1	1
West Virginia	5	1	<1
13 other states and Washington, D.C.	40	4	4

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



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

**International visitors by country of residence**

Question 17b

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

**Table 5: International visitors by country of residence \***

**Results**

- International visitors from 14 countries comprised 6% of total visitation to the park during the survey period.
- 24% of international visitors came from Canada (see Table 5).
- 32% came from United Kingdom.
- Smaller proportions came from 12 other countries.

Country	Number of visitors	Percent of international visitors N=66 individuals	Percent of total visitors N=1,029 individuals
United Kingdom	21	32	2
Canada	16	24	2
Japan	7	11	1
Scotland	5	8	<1
France	3	5	<1
Australia	2	3	<1
China	2	3	<1
Germany	2	3	<1
Israel	2	3	<1
Italy	2	3	<1
New Zealand	2	3	<1
Norway	2	3	<1
Sweden	2	3	<1
The Netherlands	2	3	<1
Morocco	1	2	<1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Frequency of visits

### Question 17c

For you and your personal group, please indicate the frequency of your visits to Minute Man NHP (including this visit).

1= First visit

2= Several times (occasionally)

3= Frequently used (daily or weekly)

Note: Response was limited to seven members from each visitor group.

### Results

- 62% of visitors visited the park for the first time (see Figure 6).
- 31% visited several times (occasionally).
- 7% were frequent users (daily or weekly).

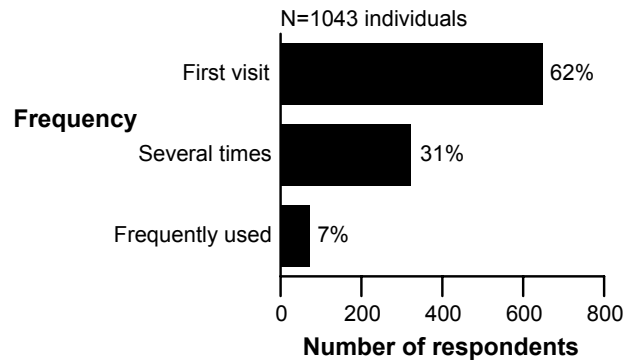


Figure 6: Frequency of visits to the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Language used

### Question 18a

When visiting an area such as Minute Man NHP, what one language do you and most members of your personal group prefer to use for speaking and reading?

### Results

- 98% of visitors groups preferred to use English for speaking (see Table 6).
- 99% of visitor groups preferred to use English for reading (see Table 7).

**Table 6: Language used for speaking\***

N=355 visitor groups

Language	N	Percentage
English	347	98
Chinese	2	1
Japanese	2	1
Korean	1	<1
Bilingual groups		
German/English	1	<1
Spanish/English	1	<1
French/English	1	<1

**Table 7: Language used for reading\***

N=342 visitor groups

Language	N	Percentage
English	338	99
Japanese	2	1
Chinese	1	<1
Bilingual group		
Spanish/English	1	<1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

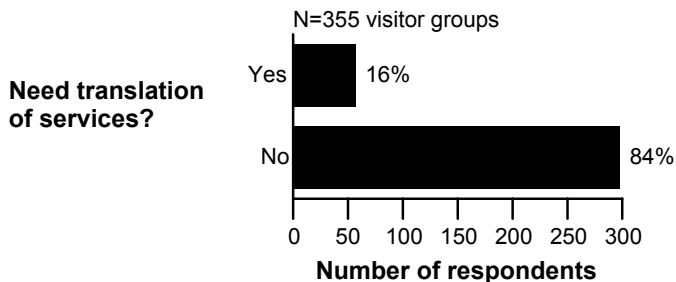
**Services that need translation**

Question 18b

What services in the park would you and your personal group like to have provided in languages other than English?

Results

- 84% of visitor groups indicated that they did not need translation of park services to languages other than English (see Figure 7).



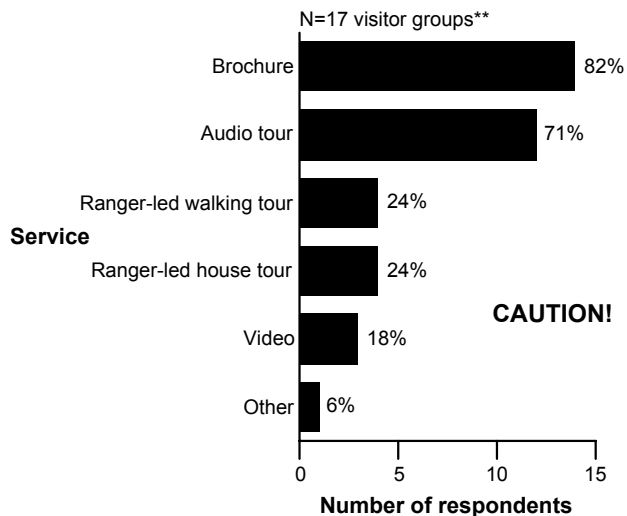
**Figure 7: Visitor groups who would like to have services translated to other languages**

Question 18c

In what language?

Results – Interpret with **CAUTION!**

- Figure 8 shows the services that visitor groups would like to be provided in other languages than English. Not enough visitor groups answered this question to provide reliable data.
- “Other” services (6%) included:
  - Important for English as a Second Language populations
- Table 8 shows the languages that visitor groups would like to have park services translated into. Not enough visitor groups answered this question to provide reliable data.



**Figure 8: Services that need to be translated to other languages**

**Table 8: Languages in which to translate services\*\***

N=15 visitor groups

**CAUTION!**

Language	N	Percentage
Spanish	5	33
French	4	26
German	3	20
Chinese	2	13
Italian	2	13
Japanese	1	7
Korean	1	7
Portuguese	1	7

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Trip/Visit Characteristics and Preferences**

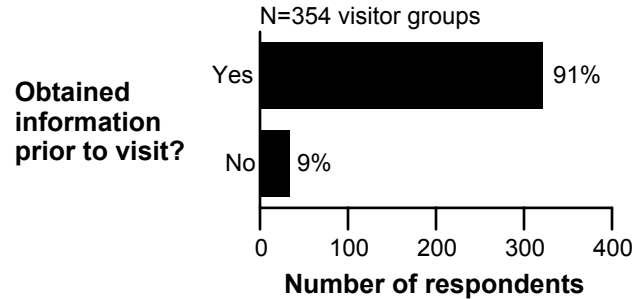
**Information sources prior to visit**

**Question 1a**

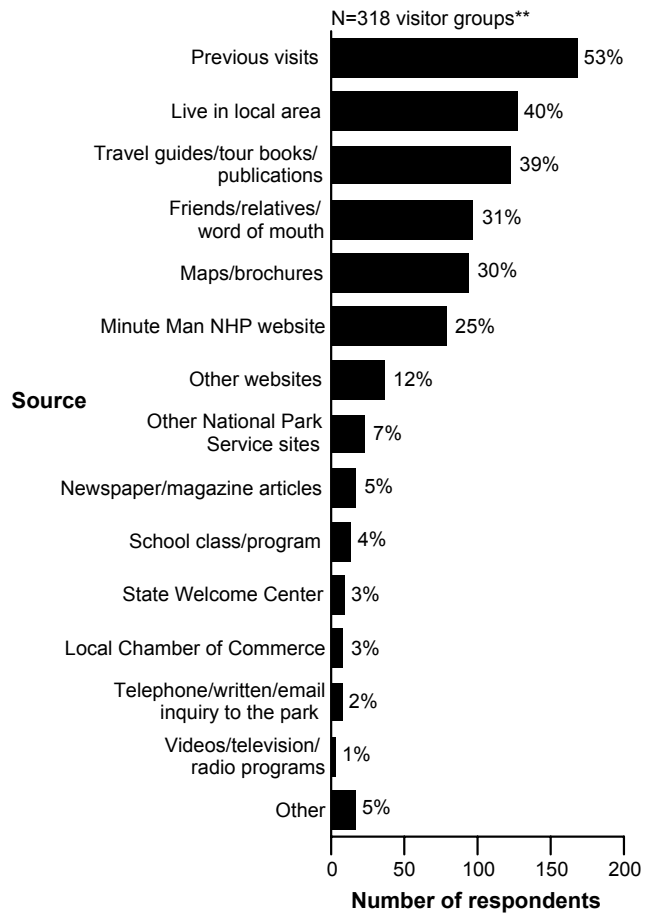
Prior to your visit, how did you and your group get information about Minute Man NHP?

**Results**

- 91% of visitor groups obtained information about the park prior to their visit (see Figure 9).
- As shown in Figure 10, the most common sources of information used by visitor groups were:
  - 53% Previous visits
  - 40% Live in local area
  - 39% Travel guides/tour books/publications
- “Other” sources of information (5%) included:
  - U.S. history books/classes
  - Concord visitor center
  - Family Resource Center
  - home school field trip
  - Hansom AFB
  - Highway sign board
  - Lexington/Buckman's Tavern
  - Professional connection
  - Running club
  - Saw a path from highway
  - Trolley ride
  - Visitor center



**Figure 9: Visitor groups who obtained information about Minute Man NHP prior to this visit**



**Figure 10: Sources of information used by visitor groups prior to this visit**

\*total percentages do not equal 100 due to rounding

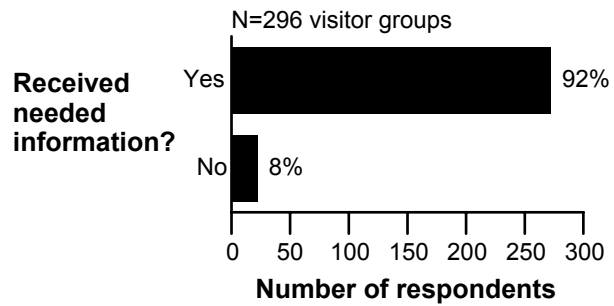
\*\*total percentages do not equal 100 because visitors could select more than one answer

## Question 1c

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

- 92% of visitor groups received the information they needed for this trip to Minute Man NHP (see Figure 11).



**Figure 11: Visitor groups who received needed information prior to this visit**

## Question 1d

If NO, what type of information did you and your group need that was not available? (open-ended)

Results – Interpret with **CAUTION!**

- 22 visitor groups responded to this question.
- Additional information that visitor groups needed included:

- Trail information
- Directions
- Facts about the park
- Better maps
- Historic information
- Lodging
- Availability of tour bus
- Chronology of historic events
- Details about the sites
- Hard to find website
- Information about special events
- Local area publications
- Trailside exhibits
- What to see and do in the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Information sources to plan a future visit**

**Question 1b**

On future trips to Minute Man NHP, what sources would you and your personal group prefer to use to obtain information in planning your visit?

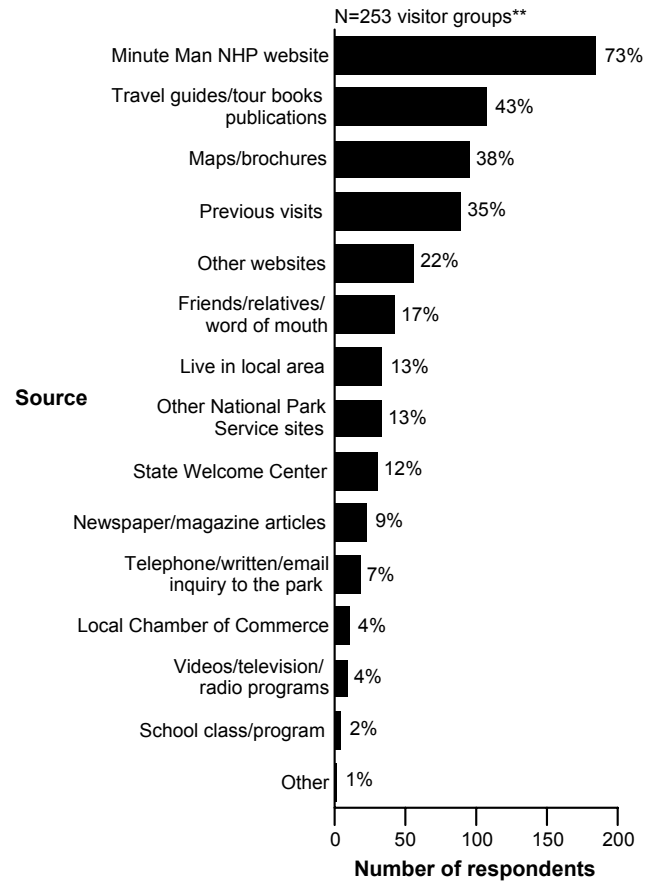
**Results**

- As shown in Figure 12, the most common sources of information visitor groups preferred to use to plan a future visit to the park were:

73% Minute Man NHP website  
 43% Travel guides/tour books/  
 publications  
 38% Maps/brochures  
 35% Previous visits

- “Other” sources of information (1%) included:

History texts  
 Running club



**Figure 12: Sources of information to plan a future visit**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Primary reason for visiting the Lexington-Concord area**

**Question 2**

What was your primary reason for visiting the Lexington-Concord area (Lexington, Concord, Lincoln, and Bedford, MA)?

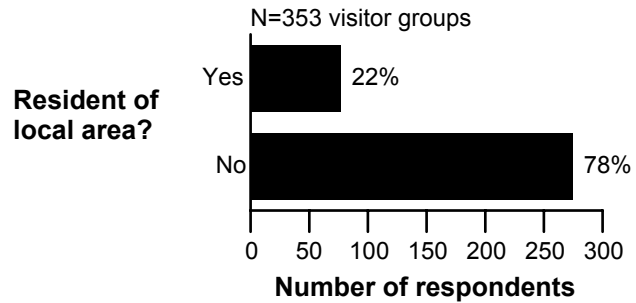
**Results**

- 22% of visitor groups were residents of the Lexington-Concord area (see Figure 13).
- Among visitor groups who were not residents, the primary reasons for visiting the Lexington-Concord area (see Figure 14) included:

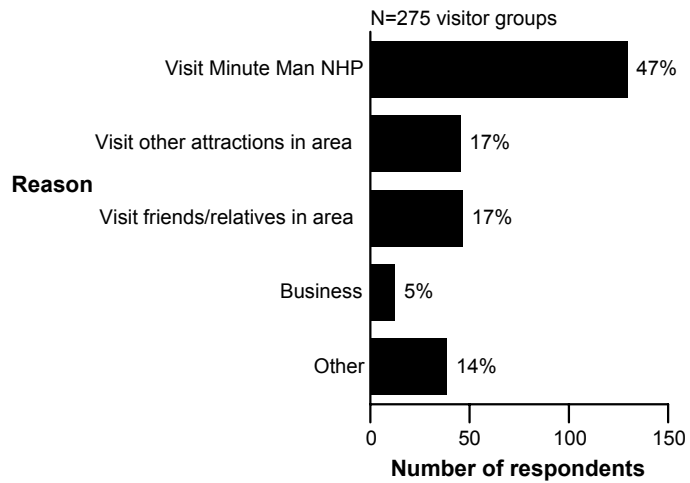
- 47% Visit Minute Man NHP
- 17% Visit other attractions in the area
- 17% Visit friends/relatives in area

- “Other” reasons (14%) included:

- Gain historical information
- Show the site to friends
- Passing through
- Attend a wedding
- Jogging
- On a bike ride
- Shopping
- Take photographs
- Vacation
- Water activities in the area
- Conference in Boston
- Exploring the area
- Looking at colleges
- LPL National Conference
- U.S. National Soccer camp
- Visit Boston
- Visit the Bridge
- Walk from Lexington to Concord



**Figure 13: Visitor groups who were residents of the Lexington-Concord area**



**Figure 14: Primary reason for visiting Lexington-Concord area**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

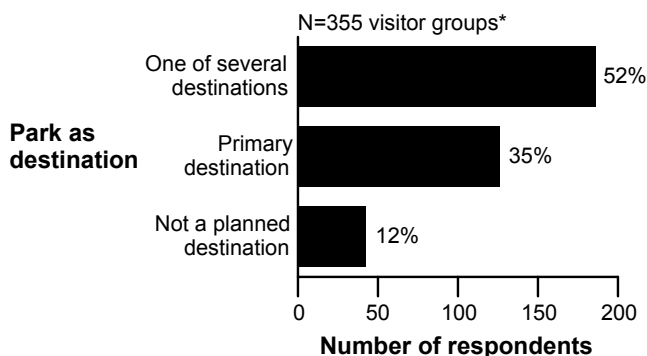
**Park as destination**

**Question 3a**

On this visit, how did Minute Man NHP fit into your travel plans (whether or not you live in the Lexington-Concord area)?

**Results**

- 52% of visitor groups indicated the park was one of several destinations (see Figure 15).



**Figure 15: Park visit as part of travel plans**

**Other historic sites visited in the area**

**Question 3b**

What other historic sites did you and your group visit while in the Lexington-Concord area?

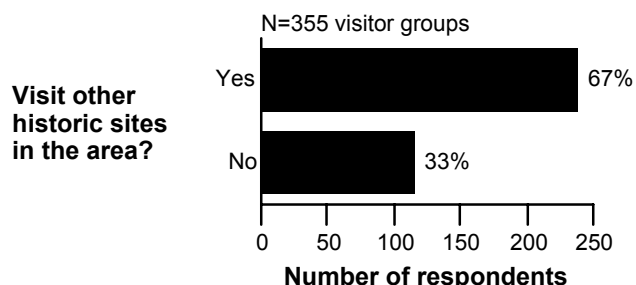
**Results**

- 33% of visitor groups did not visit other historic sites in the area (see Figure 16).
- As shown in Figure 17, for those who visited other historic sites in the area (67%), the most common sites included:

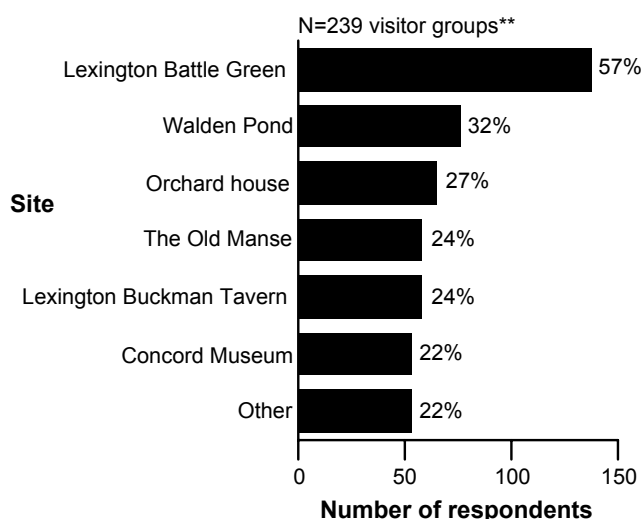
- 57% Lexington Battle Green
- 32% Walden Pond

- “Other” historic sites (22%) included:

- Sleepy Hollow Cemetery
- Alcotts’ Home
- Boston area sites
- Old North Bridge
- Author’s Ridge
- Emerson House
- Hancock-Clarke House
- Cemetery
- Colonial Inn
- Freedom Trail
- Salem
- Wayside
- Wayside Inn
- Artists Ridge Cemetery



**Figure 16: Visitor groups who visited other historic sites in the area**



**Figure 17: Other historic sites visited in the area**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Forms of transportation

### Question 6a

What forms of transportation did you and your personal group use to travel between your overnight accommodations/home and Minute Man NHP?

### Results

- 74% of visitor groups used private vehicles (see Figure 18).
- 19% used rental vehicles.
- “Other” forms of transportation (1%) included:

Canoe  
Kayak

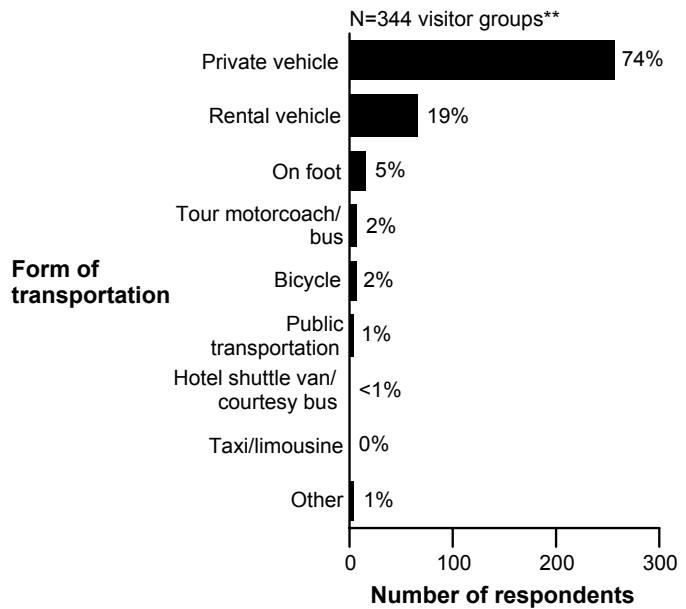


Figure 18: Forms of transportation used to travel to the park

## Number of vehicles

### Question 6b

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

### Results

- 94% of visitor groups used one vehicle to arrive at the park (see Figure 19).
- 6% used two vehicles.

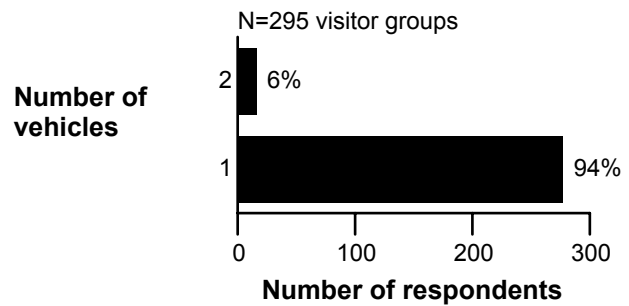


Figure 19: Number of vehicles used to arrive at the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Adequacy of directional signs

### Question 6c

Were the signs directing you to sites of Minute Man NHP adequate?

### Results

#### Signs on state highways

- 55% of visitor groups felt signs on state highways were adequate (see Figure 20).
- 11% felt state highway signs were not adequate.

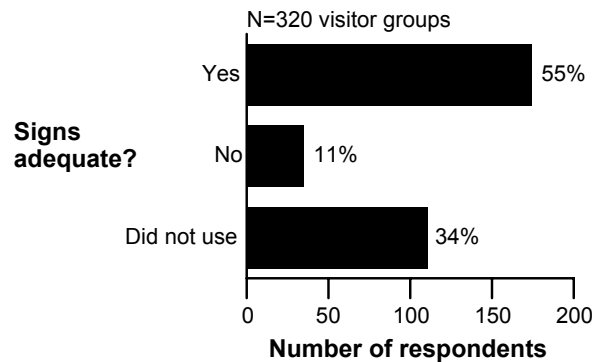


Figure 20: Signs on state highways

#### Driving signs in Lexington-Concord directing to park sites

- 73% of visitor groups felt driving signs in Lexington-Concord were adequate (see Figure 21).
- 13% felt driving signs in Lexington-Concord were not adequate.

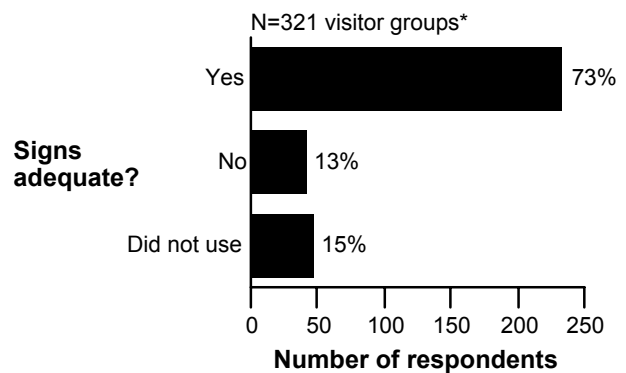


Figure 21: Driving signs in Lexington-Concord directing to park sites

#### Pedestrian signs in Lexington-Concord to park sites

- 48% of visitor groups felt pedestrian signs in Lexington-Concord were adequate (see Figure 22).
- 6% felt pedestrian signs in Lexington-Concord were not adequate.

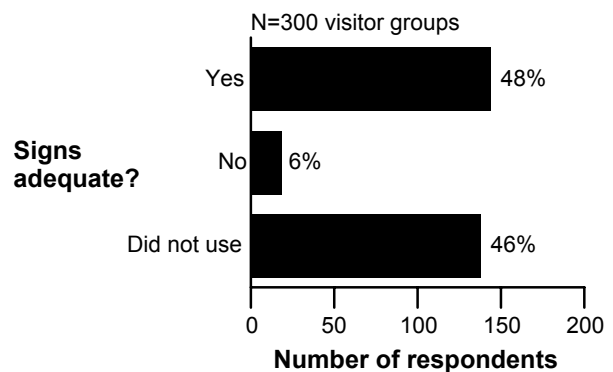


Figure 22: Pedestrian signs in Lexington-Concord to park sites

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Question 6d

If NO (directional signs were not adequate), please explain the problem.

## Results

- Fifty-two visitors made comments about directional signs (see Table 13).

---

**Table 13: Visitor comments on adequacy of directional signs**

N=66 comments;

some visitors made more than one comment.

Sign	Comment
No sign listed	Website directions incorrect
Driving signs in Lexington-Concord	Concord signs inadequate Concord-Lexington to park was confusing Confusing Directions/signs from 95 unclear Got lost from Lexington Highway signs lacking Hwy 2 signs directing to park inadequate In-town signs lacking More descriptive signs needed Paul Revere Capture Site not signed on Hwy 2A Route 62 signs lacking Signage poor on back roads Signs for turn-off to Concord lacking Too few signs in town
Pedestrian signs in Lexington-Concord	Pedestrian path signs need improvement Directions needed from visitor center to activities/Fiske Hill N. Bridge signs confusing Signs too close to site entrance turn-offs Too small
State highways	Difficult to find park Too few signs Highway signs lacking Signage poor Concord-Lexington to park was confusing Better description on map needed Boston to Arlington - directional signs inadequate Boston to Lexington - park signs inadequate Directions to VC lead to Lexington Center Directions/signs from 95 unclear Hwy 2 signs to park inadequate Local signage poor More descriptive signs needed More signs to visitor center Road signs inadequate Signs for turn-off to Concord lacking Signs from Boston inadequate Streets poorly marked Too small Unclear signs

---

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

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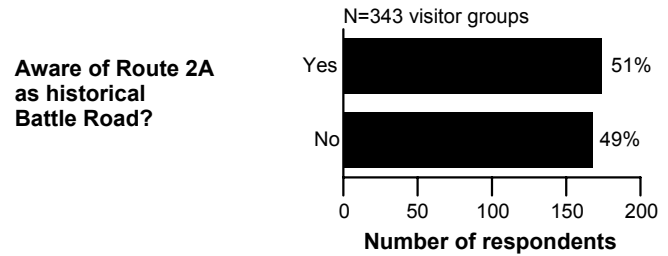
**Visitor opinions on State Route 2A**

**Question 7a**

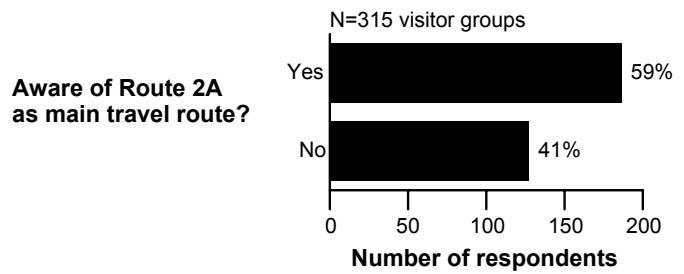
Prior to this visit, were you and your personal group aware that Route 2A is the historical Battle Road as well as a main travel route?

**Results**

- 51% of visitor groups were aware that Route 2A is an historical Battle Road (see Figure 23).
- 41% of visitor groups were not aware that Route 2A is the main travel route (see Figure 24).



**Figure 23: Visitor awareness of Route 2A as historical Battle Road**



**Figure 24: Visitor awareness of Route 2A as the main travel route**

\*total percentages do not equal 100 due to rounding

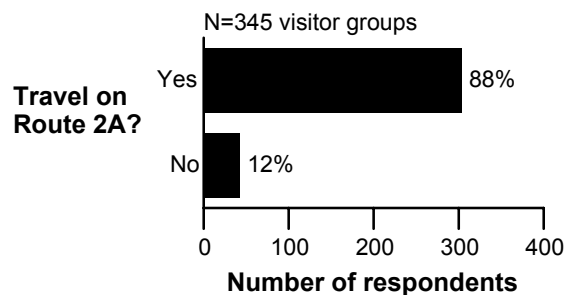
\*\*total percentages do not equal 100 because visitors could select more than one answer

## Question 7b

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

## Results

- 88% of visitor groups traveled on Route 2A on this visit (see Figure 25).



**Figure 25: Visitor groups who traveled on Route 2A during this visit**

## Question 7c

If YES, please indicate how the following elements may have affected your park experience while traveling on State Route 2A.

- Table 14 shows visitor ratings of elements that may have affected their park experience while traveling on Route 2A. Elements that received the highest “added to” rating were:
  - 63% Availability of parking
  - 57% Availability of signs to identify park sites
- Elements that received the highest “detracted from” rating were:
  - 18% Vehicles traveling too fast
  - 17% High traffic volume

**Table 14: How elements affected park experience\***

N=number of visitor groups who rated each element

Element	N	Rating (%)			
		Detracted from	No effect	Added to	Did not experience
High traffic volume	287	17	38	<1	44
Low traffic volume	273	1	55	25	19
Traffic noise	279	11	57	1	32
Vehicles traveling too fast	286	18	43	0	39
Vehicles traveling too slow	276	3	51	1	46
Availability of signs to identify park sites	281	12	28	57	3
Availability of parking	280	4	30	63	4

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 7d

On a future visit, what would improve your park experience while traveling on State Route 2A?

Results

- 45% of visitor groups would like more signs identifying park sites (see Figure 26).
- 40% preferred to add roadside pull-offs.
- “Other” factors (11%) included:
  - More signs
  - Add bike lanes
  - Less airplane noise
  - Better signage
  - Audio tours
  - Costumed interpreters
  - Food services
  - Improvements to Wayside Structure
  - Information on access to Walden Pond
  - More trash cans
  - More trees on trail
  - Narrative radio station
  - Restrooms at parking lots
  - Slower traffic
  - Control tailgaters

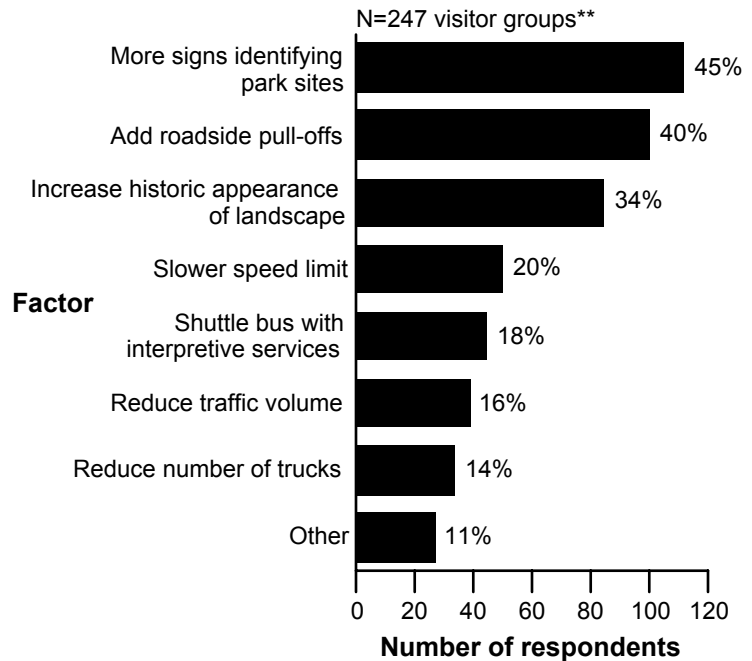


Figure 26: Factors that would improve park experience while traveling on Route 2A

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Length of visit

### Question 5a

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

#### Results

- 9% of visitors groups visited the park on more than one day (see Figure 27).

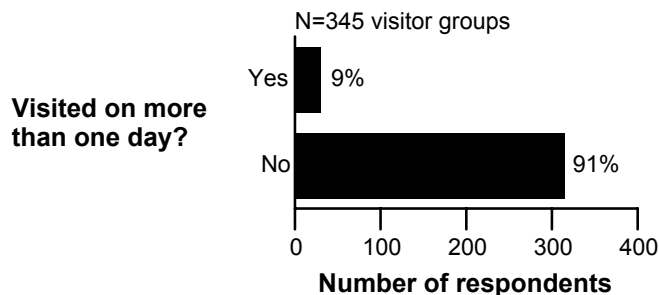


Figure 27: Visitor groups who visited the park on more than one day

### Question 5c

If you and your group visited the park within one day, how many hours did you spend at the park?

#### Results

- 57% of visitors groups spent up to two hours at the park (see Figure 28).
- 24% of visitor groups spent four hours or more.
- The average length of stay for all visitor groups was 4.1 hours.

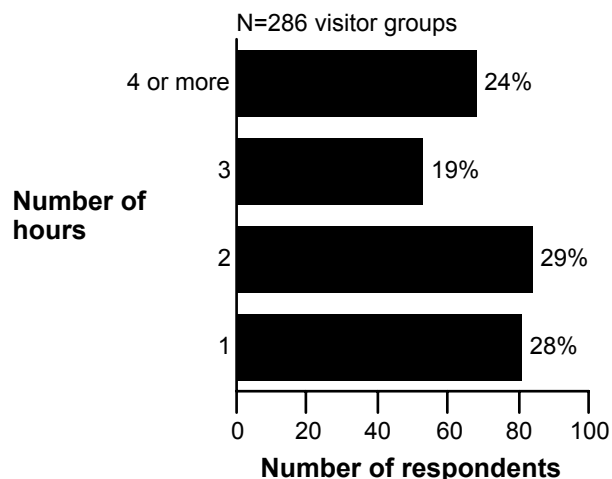


Figure 28: Number of hours visiting the park

### Question 5b

If you and your group visited the park on more than one day, how many days did you spend at the park?

#### Results – Interpret with **CAUTION!**

- Figure 29 shows number of days that visitor groups spent visiting the park. Not enough groups responded to provide reliable information.

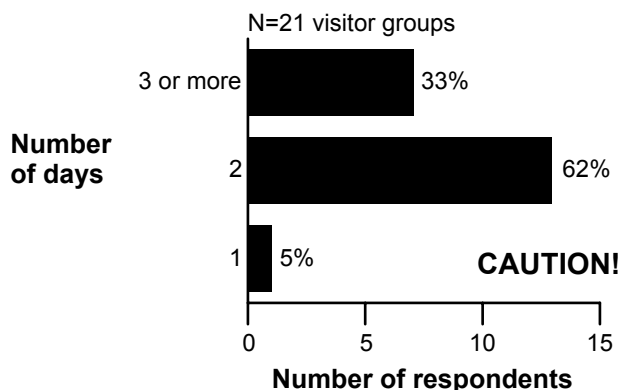


Figure 29: Number of days visiting the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

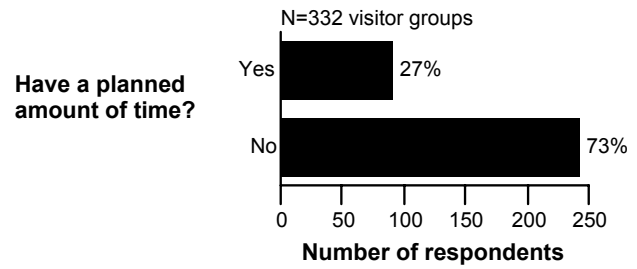
**Planned time to spend at the park**

**Question 5d**

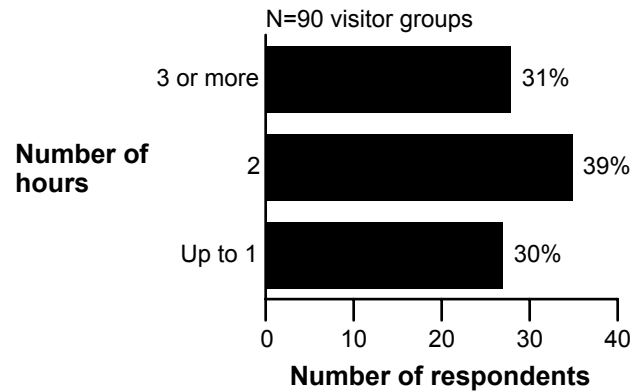
How much time did you and your personal group plan to spend in the park?

**Results**

- 73% of visitor groups had not planned a specific amount of time to spend at the park (see Figure 30).
- The amount of time for those who had planned their visit ranged from 15 minutes to 7 hours.
- 39% planned to spend two hours (see Figure 31).
- 31% planned to spend three hours or more.



**Figure 30: Visitor groups who had an expected amount of time to spend visiting the park**



**Figure 31: Visitors' planned amount of time to spend at the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



Question 5e

What determined when you left?

Results

- 17% of visitor groups were on a fixed schedule (see Figure 32).

- “Other” reasons (71%) included:

- Saw all we wanted to see
- Needed to eat
- Completed the visit
- Other engagements
- Young kids in group
- Finished walking
- Finished running
- Hot weather
- Wanted to see other places
- Completed bike ride
- Sites were closed
- Being tired
- Wanted to go to other places
- Lack of time
- Finished visiting the sites
- It was late
- Completed exercise
- Had other things to do
- On a canoeing trip
- End of shooting exhibition
- Family commitment
- Finished taking photographs
- Had been to the area previously
- Park was closing
- Physical discomfort
- Activities were not available
- Back to visit family
- Came for four hour walking tour
- Finished walking dog
- Information
- Junior Ranger program was too difficult to complete
- Ranger presentation was over
- Reviewing the battle

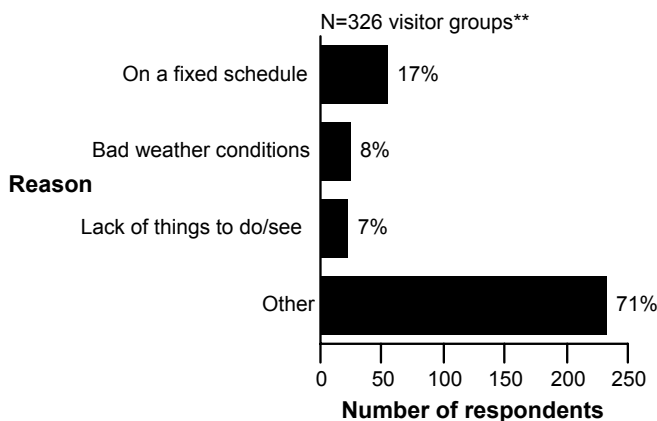


Figure 32: Factors affecting visitor decision to end their visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Expected activities**

Question 10a

As you were planning your trip, what activities did you and your personal group expect to do?

Results

- As shown in Figure 33, the most common activities that visitor groups expected to do were:

70% Learning/researching history  
 53% Hiking on trails  
 42% Shopping at visitor center bookstores

- “Other” activities (15%) included:

Running  
 Battle enactment  
 Junior Ranger program  
 Multimedia presentation  
 Self-guided CD/guide tour for automobile  
 Taking photographs  
 Visiting Minute Man  
 Walking around  
 Air Force Drill Team  
 Audio tour  
 Bus/Trolley tour  
 Enjoy free tours  
 Following the march route  
 Having a picnic  
 Kayaking  
 No expectations  
 Resting  
 See more of Concord and Lexington  
 Seeing historic sites  
 Seeing my birthplace  
 Seeing the North Bridge  
 Shopping  
 Spend more time at historic area  
 Tour Home of Authors  
 Tour of Wayside  
 Viewing the river  
 Walking around Concord  
 Walking dog  
 Walking tour

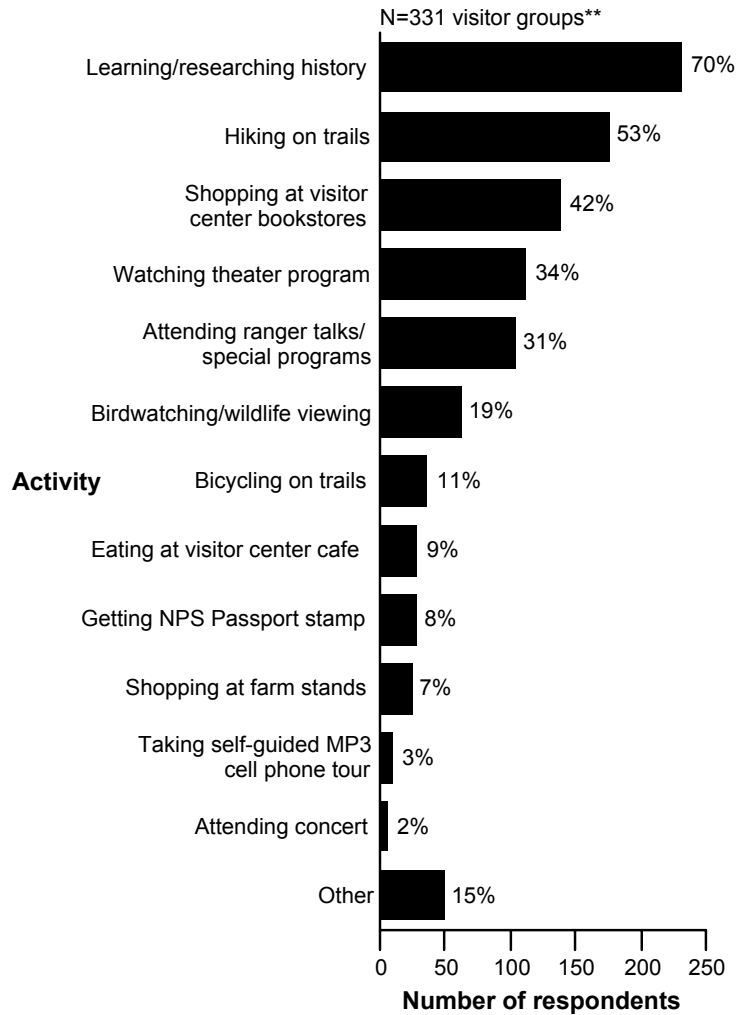


Figure 33: Expected activities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

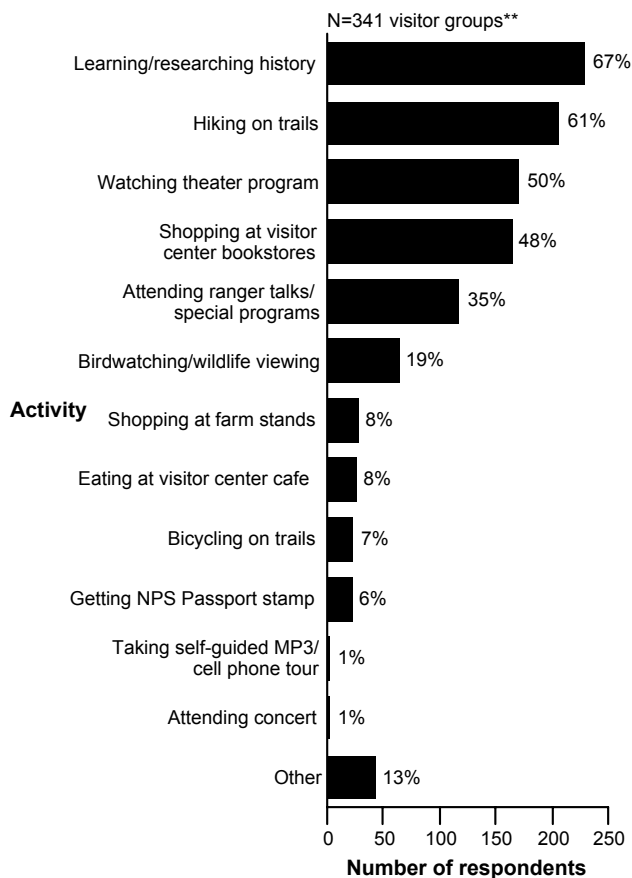
### Activities on this visit

**Question 10b**

During this visit to Minute Man NHP, what activities did you and your group participate in?

**Results**

- As shown in Figure 34, the most common activities that visitor groups participated in were:
  - 67% Learning/researching history
  - 61% Hiking on trails
  - 50% Watching theater program
  - 48% Shopping at visitor center bookstores
  
- “Other” activities (13%) included:
  - Running
  - Having a picnic
  - Having lunch
  - Participating in water activities
  - Taking photographs
  - Bus/Trolley tour
  - Drinking water
  - Enjoy learning free from park rangers
  - Enjoying nature
  - Junior Ranger program
  - Multimedia presentation
  - Observing flowers
  - Reflecting
  - Saw marching and museum demonstration
  - Seeing my birthplace
  - Seeing the North Bridge
  - Seeing town
  - Spend longer time at historic area
  - Taking the historical audio tour
  - Toured on-site garden at Minute Man House
  - Using the restroom
  - Visit park site
  - Visiting historical sites
  - Visiting Minute Man
  - Visiting the Alcott house
  - Walking
  - Walking the dog



**Figure 34: Activities on this visit**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Most important activity

Question 10c

Which one activity was the most important to your visit?

Results

- Figure 35 shows the most important activity, including:
  - 42% Learning/researching history
  - 16% Hiking on trails
  - 12% Attending ranger talks/special programs
  - 11% Watching theater program
- “Other” activities (12%) included:
  - Running/jogging
  - Seeing North Bridge
  - Walking
  - Picnic lunch
  - Bathroom/water at visitor center
  - Video/multimedia program
  - Enjoying nature
  - Following the march route
  - Historical audio tour
  - Kayak
  - Lunch at Alcott house
  - Quiet, restful, historic spot
  - Reflecting
  - See town
  - Seeing my birthplace etc.
  - Take pictures
  - Tour of Wayside
  - Tour garden at Minute Man House
  - Concord Museum
  - Visit Orchard House
  - Visit park site
  - Walking tour

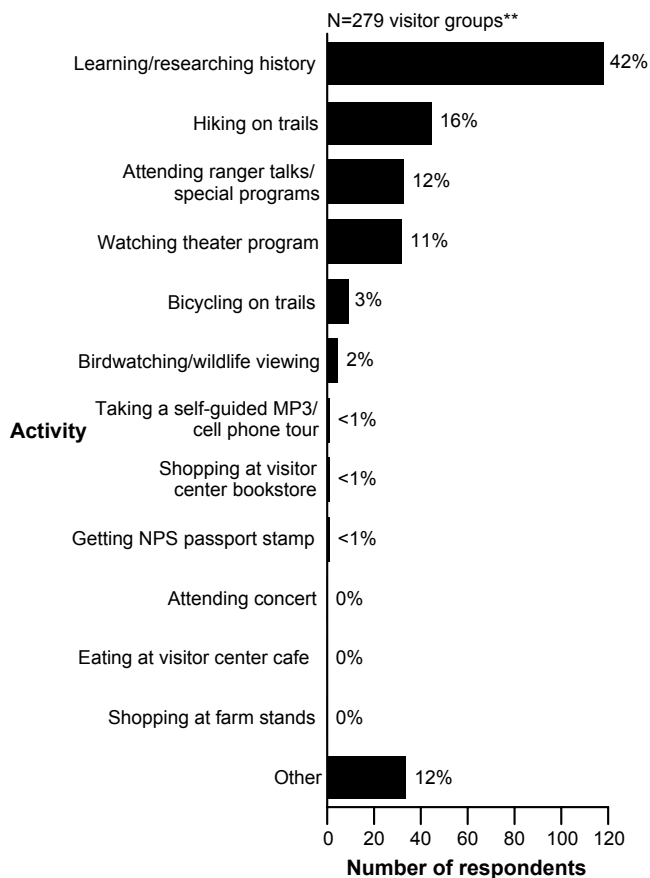


Figure 35: Most important activity

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Factors preventing visitors from doing expected activities**

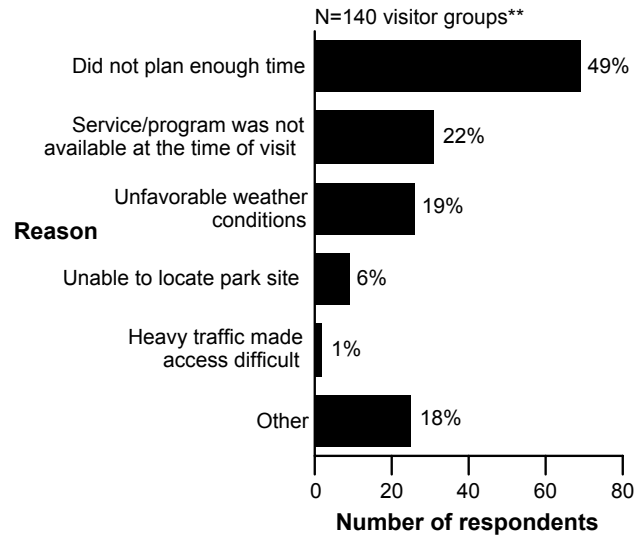
Question 10d

If you and your personal group were unable to participate in an expected activity, what prevented you from participating in that activity?

Results

- As shown in Figure 36, factors preventing visitor groups from participating in activities that they expected to do included:
  - 49% Did not plan enough time
  - 22% Service/program not available at the time of visit
  - 19% Unfavorable weather conditions

- “Other” reasons (18%) included:
  - Food service in park was poor
  - Hot weather
  - Park had insufficient shuttles
  - Young kids in the group
  - Cafe not available at Lexington
  - Did not see a farm stand
  - Forgot to get stamp
  - Junior Ranger program was difficult
  - Money
  - No battle re-enactors
  - No ranger tour while visiting
  - Personal reasons
  - Restaurant not conveniently located
  - Shops only at starting point
  - Too many activities to participate in
  - Walden Pond closed
  - Wrong time for sparse presentations



**Figure 36: Factors that prevented participation in expected activities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Site visited first

**Question 11a**

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.

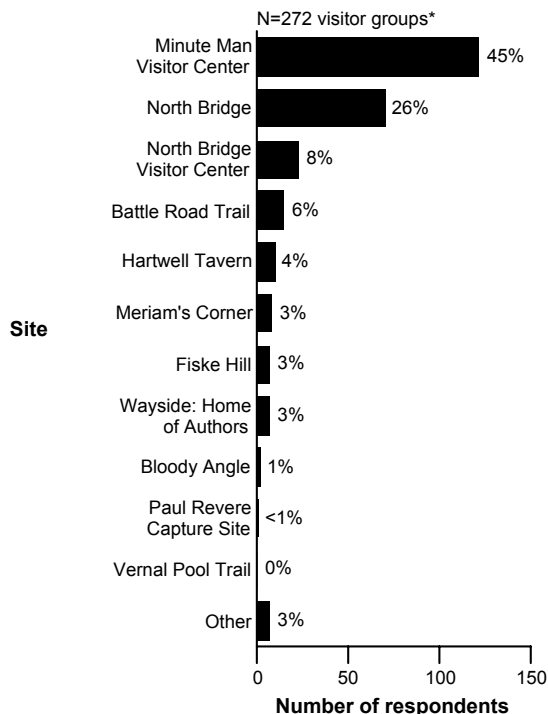
**Results**

- As shown in Figure 37, the sites most often visited first included:

45% Minute Man Visitor Center  
26% visited North Bridge

- “Other” sites (3%) included:

Barrett House  
Old Manse  
Orchard House  
Samuel Brooks House  
Sleepy Hollow Cemetery  
Walden Pond  
Walden Pond/Thoreau House



**Figure 37: Site visited first**

### Sites visited most

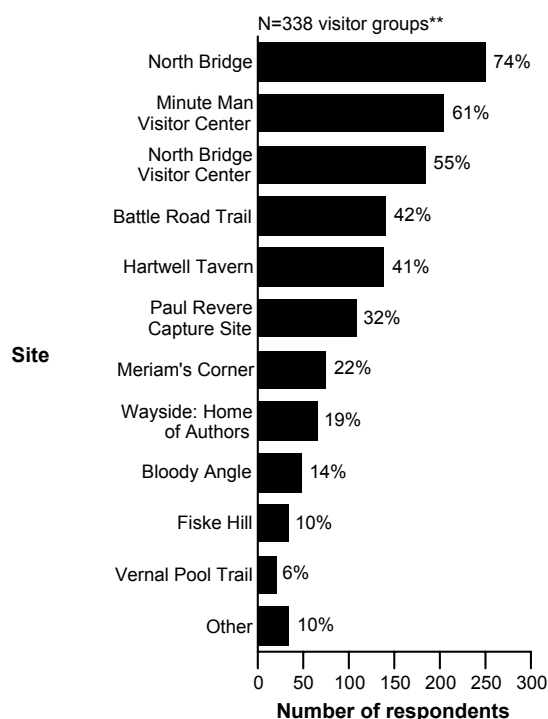
**Results**

- As shown in Figure 38, sites that were visited the most were:

74% North Bridge  
61% Minute Man Visitor Center  
55% North Bridge Visitor Center

- “Other” site that visitor groups visited (10%) included:

Orchard House  
Old Manse  
Concord Museum  
Lexington Green  
Minute Man Statue  
Alcott House  
Beech trees near Visitor Center  
Brooks houses area  
Buckman Tavern  
Cemetery  
Hartwell House  
Have seen most of them before  
Lexington  
Lexington Visitor Center



**Figure 38: Sites visited**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Most important site**

Question 11c

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

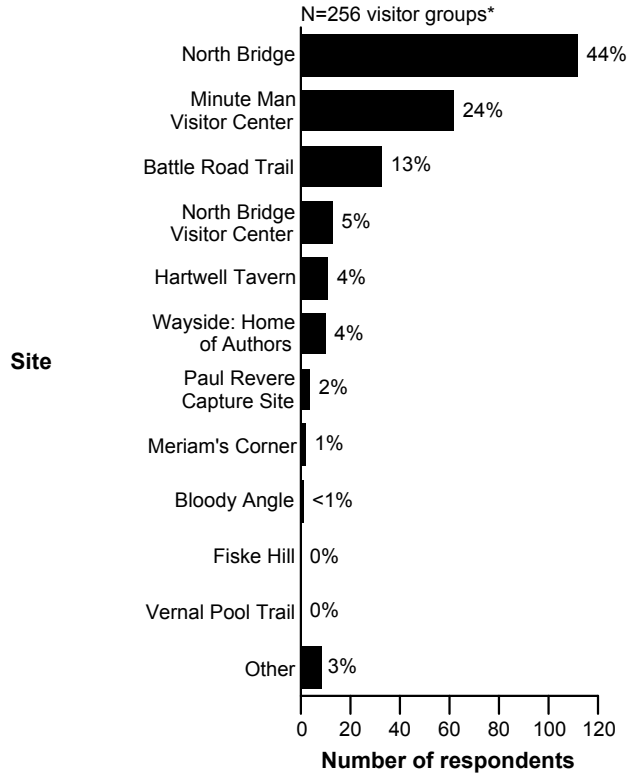
Results

- As shown in Figure 39, sites that were most important to visitor groups included:

44% North Bridge  
24% Minute Man Visitor Center

- “Other” sites (3%) included:

Orchard House  
Butler House  
Walden Pond  
Ralph Waldo Emerson House



**Figure 39: Most important site**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Quality of sites

### Question 11b

Compared to what you expected, what was the quality of the sites that you and your personal group visited?

- 1= Poorer than expected
- 2= About the same as expected
- 3= Better than expected

### Results

- Table 9 shows the quality rating for each park site
- Sites that received the highest “better than expected” rating included:
  - 62% Minute Man Visitor Center
  - 57% Hartwell Tavern
  - 48% North Bridge
  - 48% Battle Road Trail
- Sites that received the most “poorer than expected” rating included:
  - 14% Wayside: Home of Authors
  - 13% Meriam’s Corner
  - 10% North Bridge Visitor Center

**Table 9: Quality ratings for park sites\***

N=number of visitor groups who rated each site

Site	N	Quality compared to expected (%)		
		Poorer	About the same	Better
North Bridge Visitor Center	183	10	55	35
North Bridge	247	2	50	48
Wayside: Home of Authors	63	14	46	40
Meriam’s Corner	70	13	63	24
Battle Road Trail	133	2	50	48
Bloody Angle	48	8	73	19
Vernal Pool Trail – <b>CAUTION!</b>	21	14	57	29
Hartwell Tavern	132	3	40	57
Paul Revere Capture Site	107	8	66	25
Minute Man Visitor Center	124	1	37	62
Fiske Hill – <b>CAUTION!</b>	27	0	85	15
Other - <b>CAUTION!</b>	10	20	30	50

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Question 11d

If you rated any of the above sites, as 1 (poor quality), please explain why.

## Results

- Table 10 shows visitors' comments on park sites rated as "poor quality."

---

**Table 10: Visitor comments on quality of sites**

N=62 comments;

Site	Comment
No service listed	Website directions incorrect
Barrett House	Cost to see Barrett and Butler Houses
Battle Road Trail	Battle Road is a highway No running water in Tavern Repair/re-pack trail Restrict dangerous bicyclists
Bloody Angle	Faded signs Lack of information Telescopes hard to understand Telescopes unclean
Butler House	Cost to see Barrett and Butler Houses
Hartwell Tavern	Battle Road is a highway No program
Lexington	Lexington lacking something
Meriam's Corner	House was closed Inadequate start to trail Lack of information Meriam's Corner lacks explanation/information Need a snack/drink stand No sign to explain site's importance Not much to see at Meriam's Corner Poor parking/access Provide place to sit during long ranger talk
Minute Man Visitor Center	Extend hours – at least for restroom

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 10: Visitor comments on quality of sites**  
(continued)

Site	Comment
North Bridge	Not enough to do/see at visitor center Lack of personnel to answer questions Need ranger/guide at N. Bridge Visitor Center Closed at posted "open" time Fewer displays than in the past Food service inadequate for children Gift shop items unavailable Just a gift shop Need more explanation/information of battle Need more information/direction at visitor center No diorama North Bridge Visitor Center needs repair Not enough to see
Old Manse	Cost to enter Old Manse
Paul Revere Capture Site	Capture site not linked to the park Add plantings Capture site sign unclear Could be more significant presence/more interactive Enforce pet leash laws Lack of information Poor parking/access
Vernal Pool Trail	Vernal Pool dry, buggy
Wayside: Home of Authors	Closed at posted "open" time Wayside Inn needs repair

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Services used in local communities

### Question 9a

What services did you and your personal group use in the communities of Lexington, Concord, Lincoln, and Bedford that were specifically related to this park visit?

### Results

- 67% of visitor groups used services in the communities of Lexington, Concord, Lincoln, and Bedford (see Figure 40).

- As shown in Figure 41, the most common services used were:

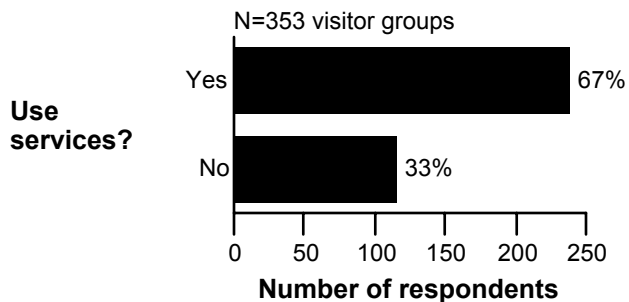
- 71% Eat a meal
- 55% Obtain information about Minute Man NHP
- 53% Shop or purchase souvenirs

- “Other” services (7%) included:

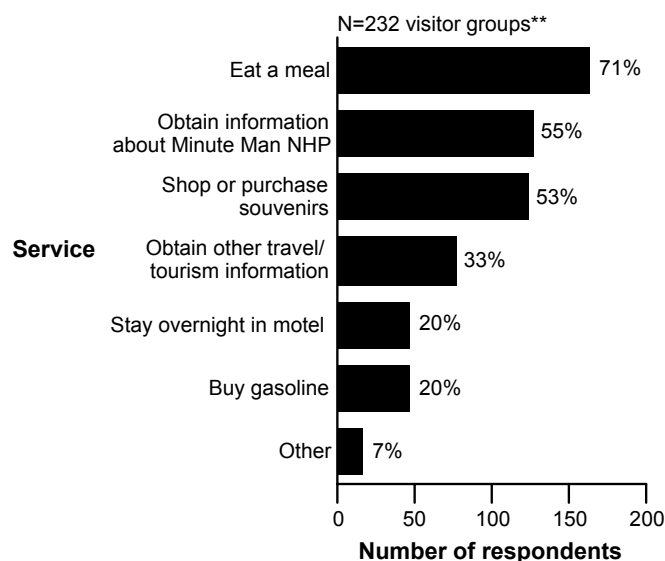
- Buying groceries
- Using the restroom
- Buying books
- Canoe rental
- Donut shop
- Farm stand
- Interpretive guide
- Parking in Concord
- Purchase coffee
- RV park at AFB
- Tour of Wayside
- Tourist booth
- Train
- Walking tour Concord

- Items that visitors purchased were:

- Books
- Postcards
- Souvenirs
- T-shirts
- Hats
- Maps
- Children's books
- Food
- History books
- Patches
- Magnet
- Toys
- Water
- Fife
- Posters



**Figure 40: Visitor groups who used services in local communities**



**Figure 41: Services used in all four communities**

### Items purchased (continued):

- Bookmarks
- Candies
- CD/DVD
- Christmas tree ornament
- Clothes
- Compass
- Declaration of Independence
- Fresh produce
- Lapel pins
- Mug
- Nothing
- Painting/artwork
- Playing cards
- Quill and ink set

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Toy soldiers

**Services visitors would have used if available**

Question 9b

What services would you and your personal group have used in the communities of Lexington, Concord, Lincoln, and Bedford had they been available?

Results

- As shown in Figure 42, the most common services visitors would have used if they were available included:

- 59% Eat a meal
- 28% Shop or purchase souvenirs

- “Other” services (16%) included:

- Water fountain
- Breakfast restaurant
- Church services
- Laundromat
- Local travel guide
- Map of Concord
- More restrooms
- More shops
- Picnic area
- Trash can

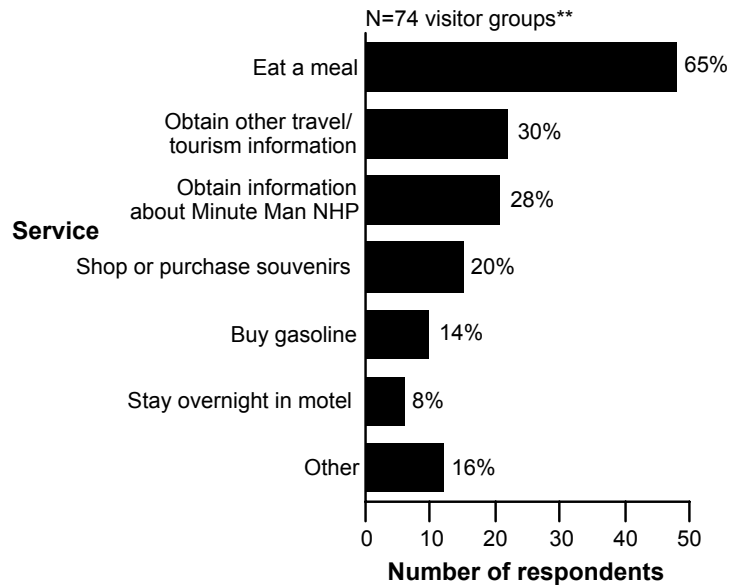


Figure 42: Services visitors would have used if available

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Question 9c

Do you have any comments about these services?

## Results

- Forty-nine visitors made comments about services in communities (see Table 11).

**Table 11: Comments on services in Lexington, Concord, Lincoln, Bedford**

N=70 comments;

Some visitors made more than one comment.

Service	Comment
Buy gasoline	Average Unable to find diesel fuel
Eat a meal	Good food Enjoyable Excellent Excellent food More choices of restaurants needed Good service Average Farm stand with lunch Inadequate Lack of breakfast places Boston to Lexington Meal unsatisfactory Need more restaurant options/choices Not available at NHP Poor Rude service They were okay!
Stay overnight in a motel	Excellent Adequate Average Enjoyable Hotel is needs up-dating Need more lodging options/choices
Obtain information about Minute Man NHP	Concord - very helpful
Obtain other travel/tourism information	Excellent Lexington visitor center - helpful information Okay
Shop or purchase souvenirs	Friendly/helpful staff Concord Hand Design - clerk was very helpful Enjoyable Excellent Found what we wanted I appreciated the teacher's discount Inadequate Nice for the teenager They were okay

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 11: Comments on services in Lexington, Concord, Lincoln, Bedford**  
(continued)

Service	Comment
Other services	
Groceries	Expensive
Interpretive guide at Lexington Green	Enjoyed costumed interpreter
Parking in Concord	Congested
Purchase coffee at Dunkin' Donuts	Bad coffee
Restroom	Clean
Tour of Wayside	Excellent
Motel	Need motel/restaurant guide Difficult to find after 5:00 pm

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Additional visitor services in the park

### Question 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?

### Result

- 34% of visitor groups did not wish to see any further development of the sites (see Figure 43).

- As shown in Figure 44, of those who would like to have further development (66%), types of additional services that visitors preferred included:

- 41% Colonial craft demonstrations with crafts for sale
- 37% Historic farming demonstrations with produce for sale
- 37% Taverns/restaurants to sell food and drinks

- “Other” services (8%) included:

- Additional land acquisition
- Audio tour other than MP3/cell phone
- Boat landing/beach
- Campground
- Colonial craft demonstrations and historic farming - not for sale
- Drinks/food items of the time
- Overnight stay at colonial house
- History of landscaping/garden
- Kid-specific activities
- Historical preservation, not too commercial
- Make it like Gettysburg
- Map/drawing of farm during the period
- More exhibits and rangers
- More frequent and available guides
- More people in period dress
- More restrooms
- More restrooms on trail
- Occasional trash bins
- Ranger overview of park at Minute Man Visitor Center
- Rangers on horseback
- Re-enactments

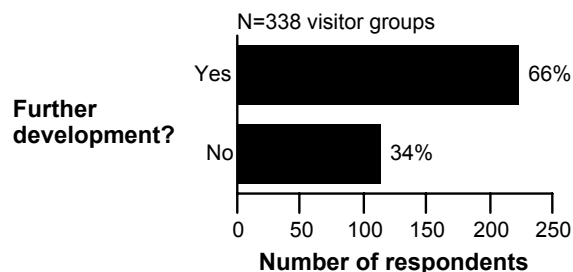


Figure 43: Visitor groups who would like to see further development of the sites

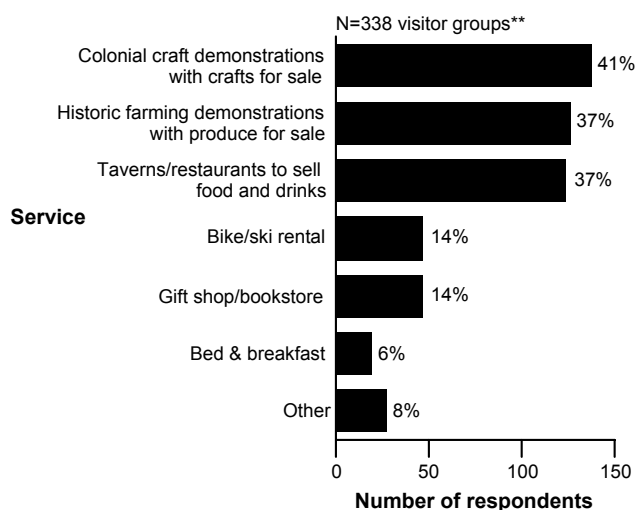


Figure 44: Additional services at the park sites

### “Other” services (continued)

- Restrooms open after hours
- Shuttle bus or van for hikers
- Small scale development, consistent with NPS mission
- Update/refresh the outdoor exhibits
- Volunteer projects/pitch in, learn to do

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Preferred interpretive programs/information services on a future visit

### Question 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?

### Results

- 85% of visitor groups were interested in interpretive programs/information services on a future visit (see Figure 45).
- As shown in Figure 46, the interpretive programs/information services that visitor groups preferred to have available at the park on a future visit were:

63% Living history programs and dramatic presentations  
 60% Historian/expert lectures/talks  
 54% Roving rangers available to answer questions

- “Other” interpretive programs/information services (3%) included:

Displays on preservation  
 Food services  
 Home-school programs  
 Printed material and books  
 Rangers on trail on horseback

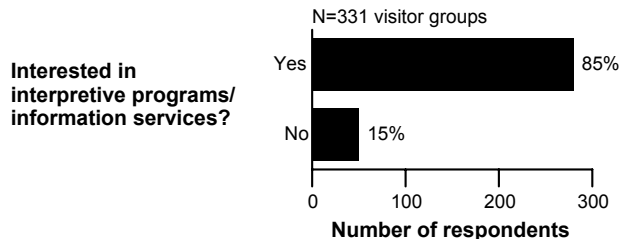


Figure 45: Interest in interpretive programs/information services on a future visit

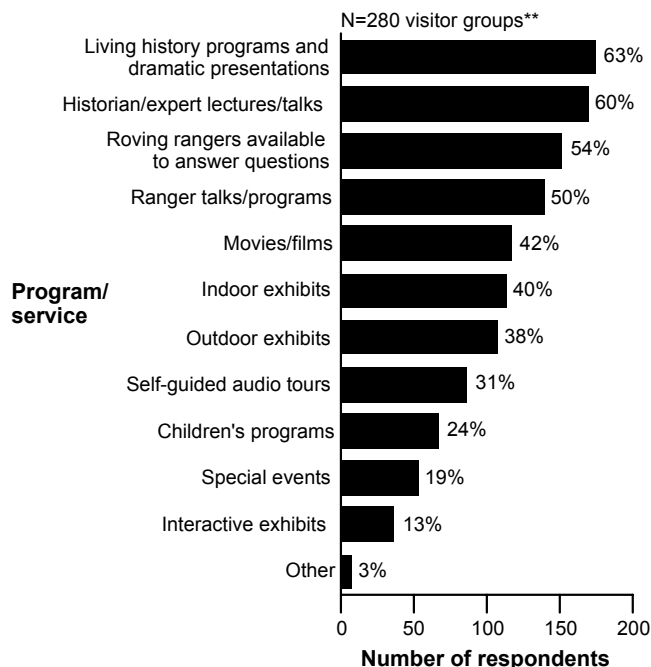


Figure 46: Preferred interpretive programs/information services on a future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



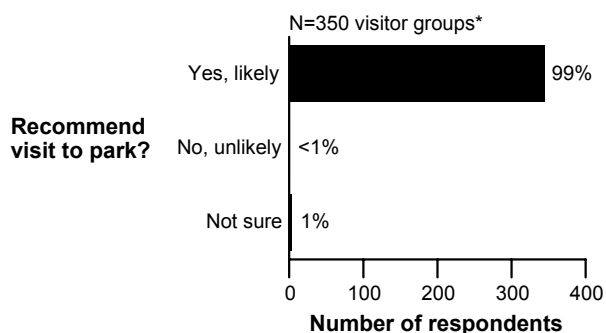
## Recommend visit to the park

### Question 12a

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

#### Result

- 99% of visitor group would recommend a visit to the park to their friends/relatives (see Figure 47).
- 1% were “not sure.”



**Figure 47: Visitor groups who would recommend visiting the park to friends/relatives**

### Question 12b

Please explain why or why not.

#### Results

- Table 12 shows visitors’ comments about recommending the park to friends/relatives (N=242).

**Table 12: Reasons for recommendation**

N=318 comments;  
some visitor groups made more than one comment.

Explanation	Number of times mentioned
<b>Yes, would likely recommend</b>	
Historical significance	54
Enjoyable experience	23
Historical significance/importance	22
Beautiful place	21
Educational experience	20
Hiking trails enjoyable	15
Beautiful place/setting	10
Historical presentation excellent	10
Interesting history	9
Revolutionary War history	8
Historical presentation	7
History comes alive	7
Scenic	7
Educational	6
Bike trail enjoyable	5
Interesting	5
Interesting experience	5
Well done	5
Educational for children	4
Enjoyed multi-media/theater presentation	4
Inspirational	4
Ranger talks/presentations excellent	4
Well-maintained	4

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 12: Reasons for recommendation**  
(continued)

Explanation	Number of times mentioned
<b>Yes, would likely recommend (continued)</b>	
Nice attraction	3
Helpful staff/rangers	3
Ranger talks	2
Theater presentation excellent	2
Visitor centers excellent	2
Other comments	42
<b>Not sure</b>	
Live far away	1
Not a must-see	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Ratings of Visitor Services, Facilities, Elements, Attributes and Resources**

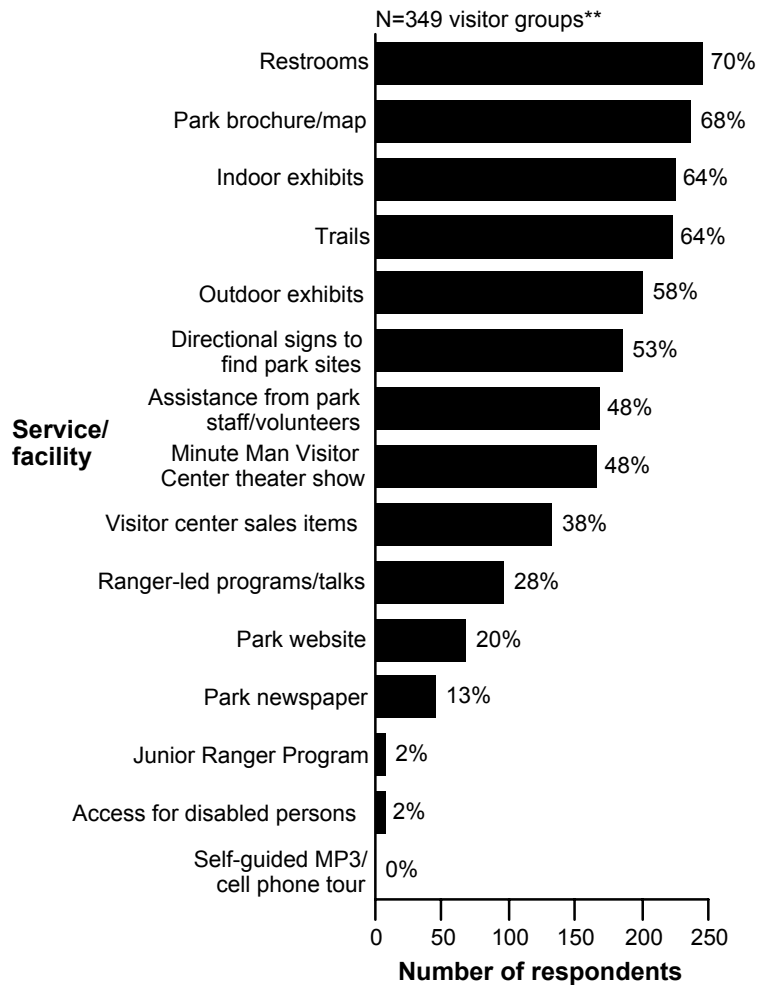
**Visitor services and facilities used**

**Question 13a**

Please indicate all of the visitor services and facilities that you and your personal group used during this visit to Minute Man NHP.

**Results**

- As shown in Figure 48, the most commonly used visitor services/ facilities included:
  - 70% Restrooms
  - 68% Park brochure/map
  - 64% Indoor exhibits
  - 64% Trails
- The least used services/ facilities were:
  - 2% Junior Ranger program
  - 2% Access for disabled persons
- NOTE: No visitor group reported using the self-guided MP3/ cell phone tour



**Figure 48: Visitor services and facilities used**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Importance ratings of visitor services and facilities

**Question 13b**

Next, for only those services and facilities that you and your personal 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 49 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.

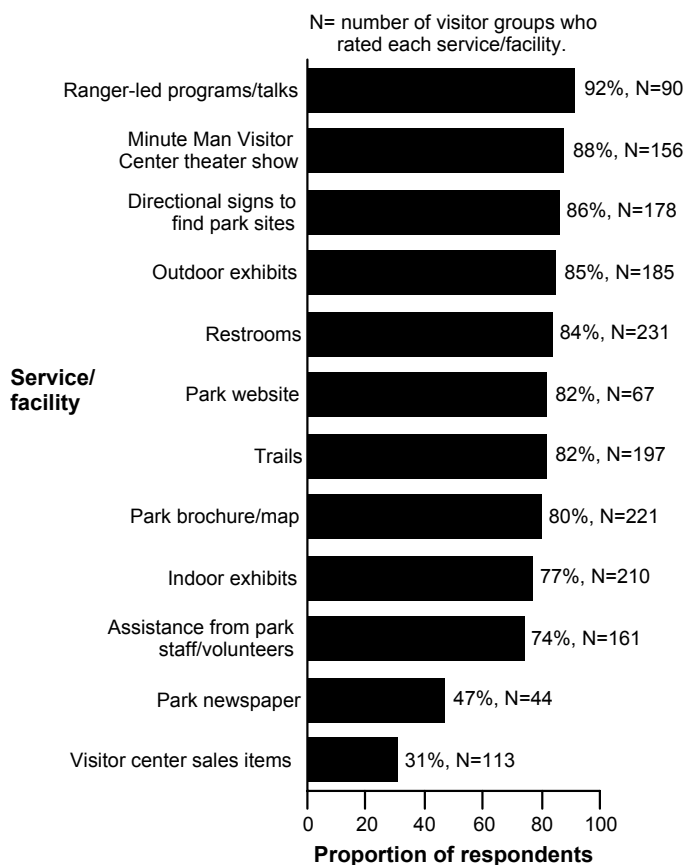
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 92% Ranger-led programs/talks
- 88% Minute Man Visitor Center theater show
- 86% Directional signs to find park sites

- Figures 50 to 63 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 9% Park newspaper

- Note: No visitor group reported using a self-guided MP3/cell phone tour.



**Figure 49: 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 visitors could select more than one answer

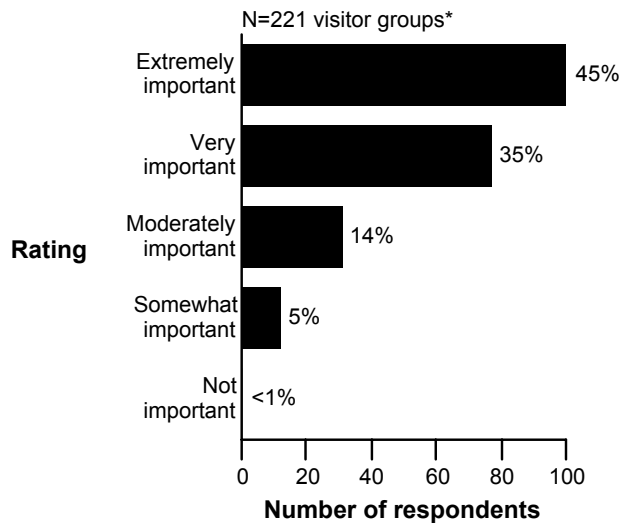


Figure 50: Importance of park brochure/map

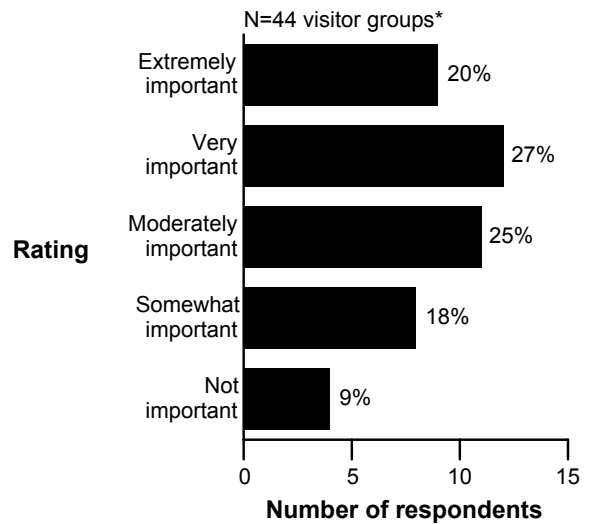


Figure 51: Importance of park newspaper

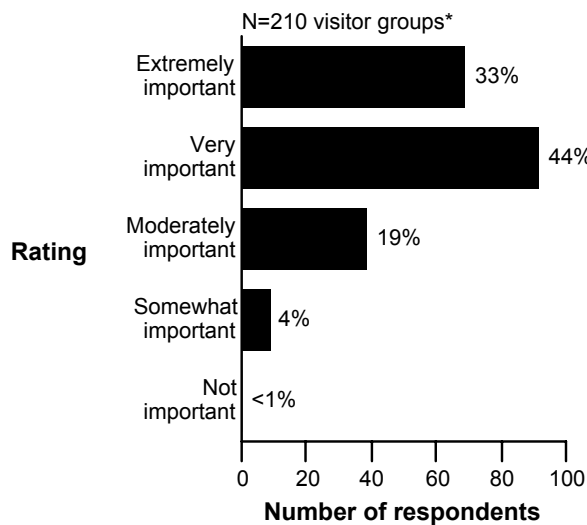


Figure 52: Importance of indoor exhibits

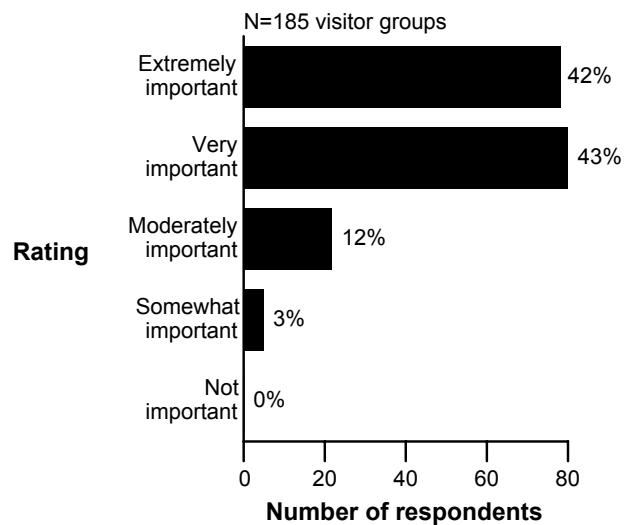


Figure 53: Importance of outdoor exhibits

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

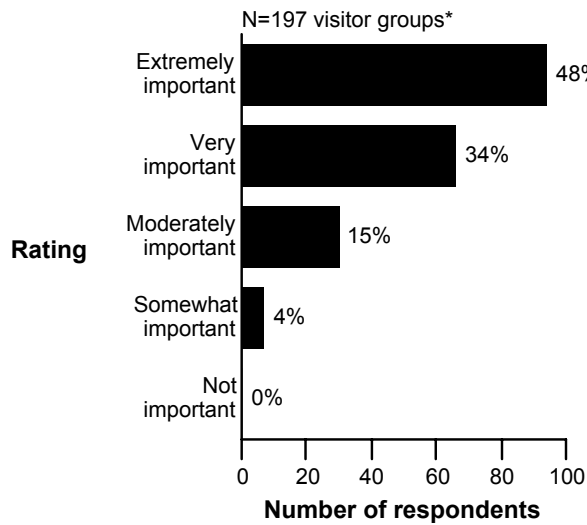


Figure 54: Importance of trails

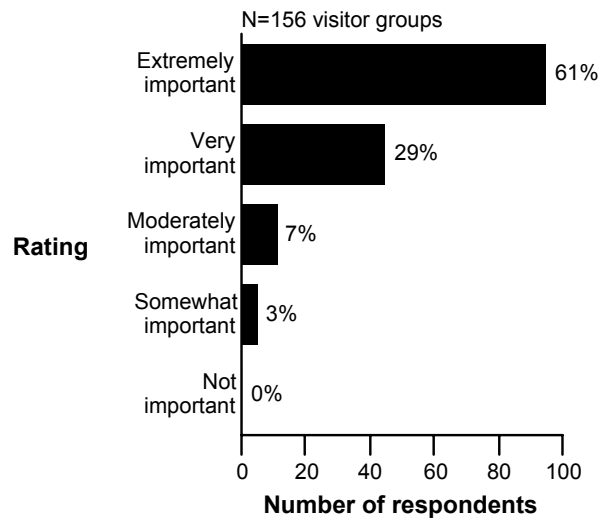


Figure 55: Importance of Minute Man Visitor Center theater show

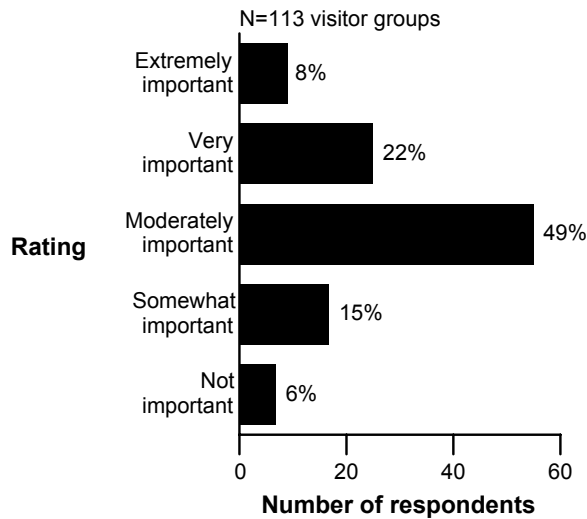


Figure 56: Importance of visitor center sales items (selection, quality, price, etc.)

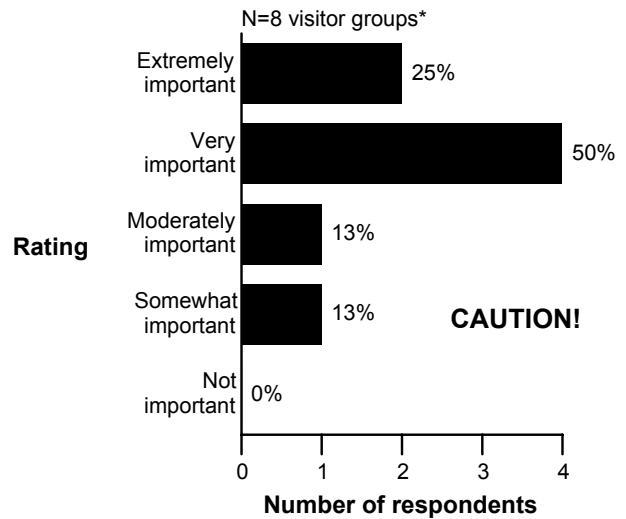


Figure 57: Importance of Junior Ranger program

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

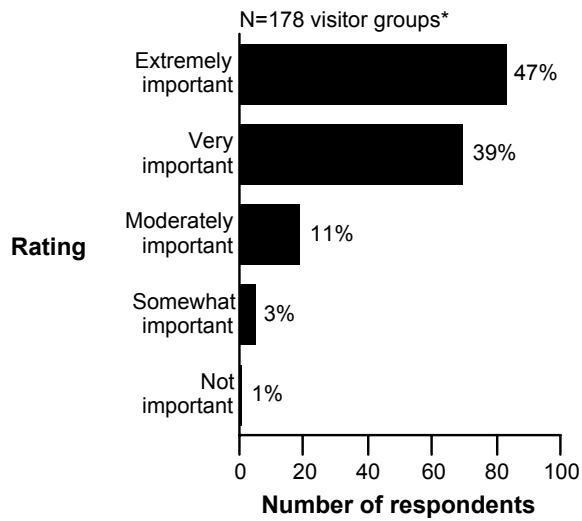


Figure 58: Importance of directional signs to find park sites

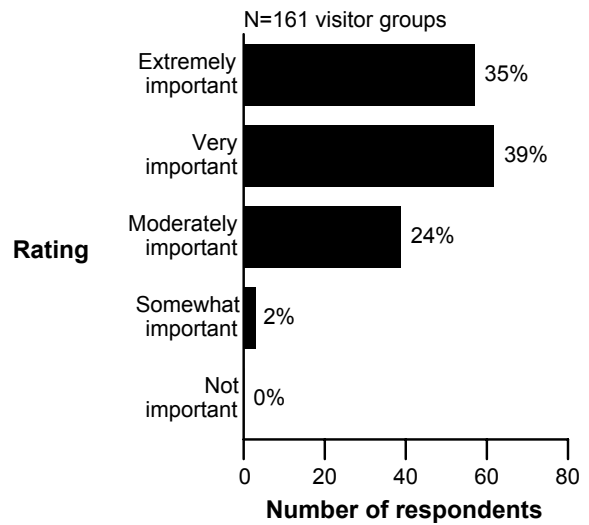


Figure 59: Importance of assistance from park staff/volunteers

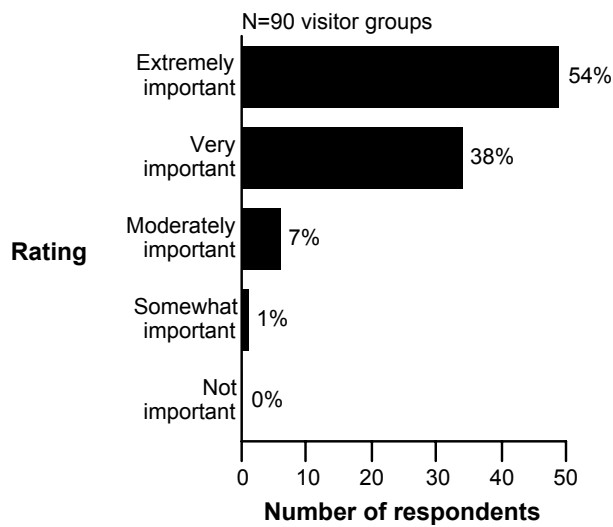


Figure 60: Importance of ranger-led programs/talks

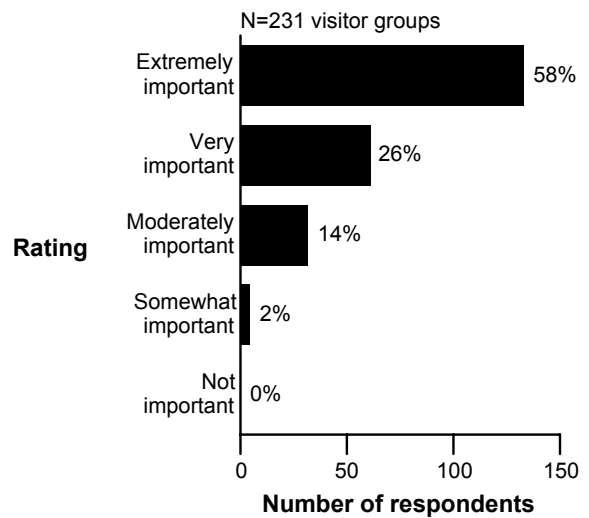
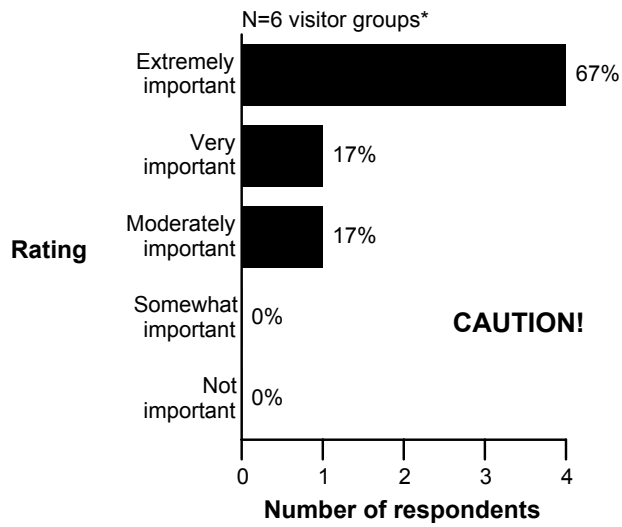


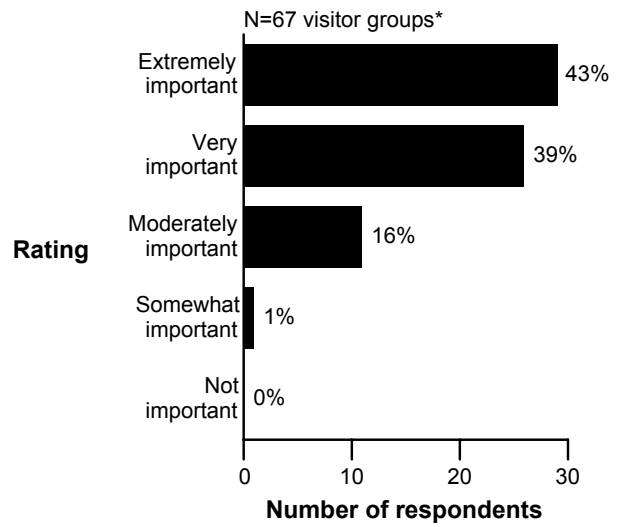
Figure 61: Importance of restrooms

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Figure 62: Importance of access for disabled persons**



**Figure 63: Importance of Minute Man NHP website: [www.nps.gov/mima](http://www.nps.gov/mima) (used before or during visit)**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



### Quality ratings of visitor services and facilities

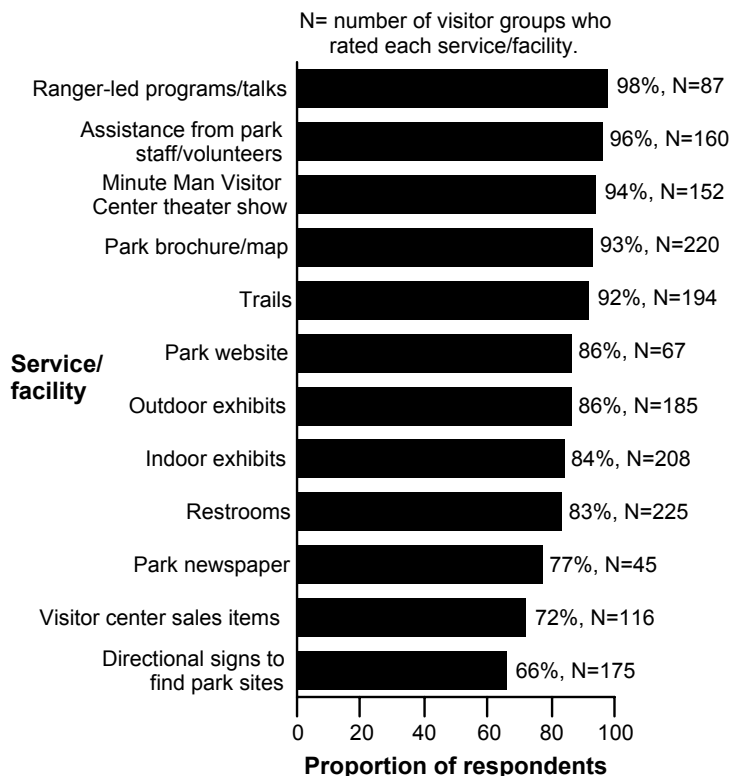
**Question 13c**

Finally, for only those services or 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 64 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
  - 98% Ranger-led programs/talks
  - 96% Assistance from park staff/volunteers
  - 94% Minute Man Visitor Center theater show
- Figures 65 to 78 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:
  - 3% Directional signs to find park sites
- Note: No visitor groups reported using a self-guided MP3/cell phone tour.



**Figure 64: 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 visitors could select more than one answer

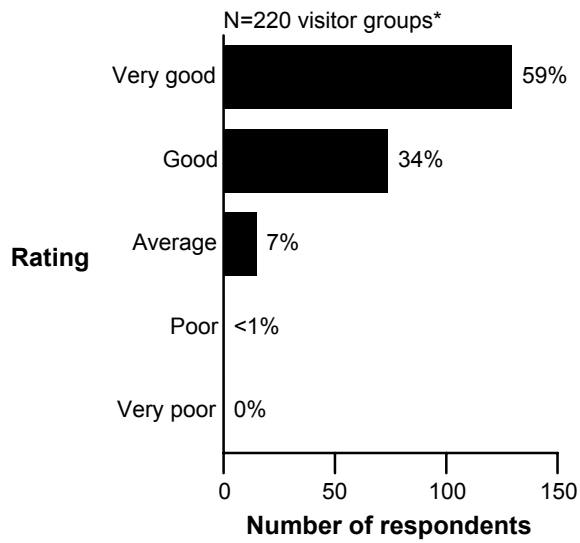


Figure 65: Quality of park brochure/map

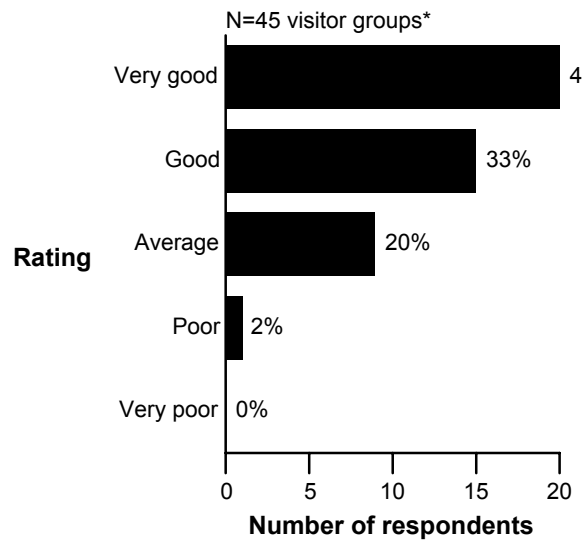


Figure 66: Quality of park newspaper

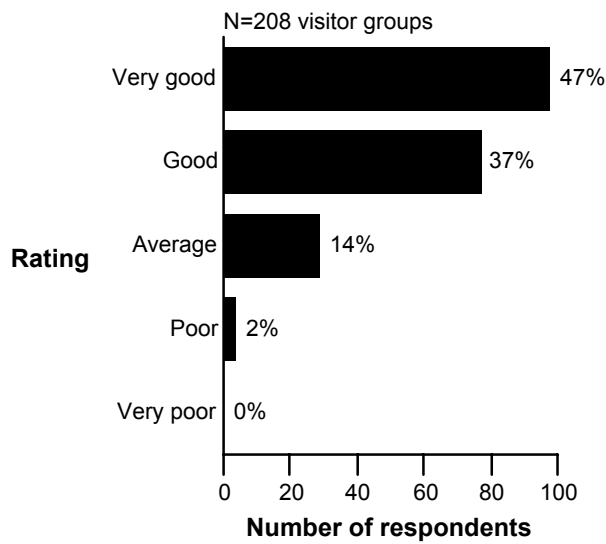


Figure 67: Quality of indoor exhibits

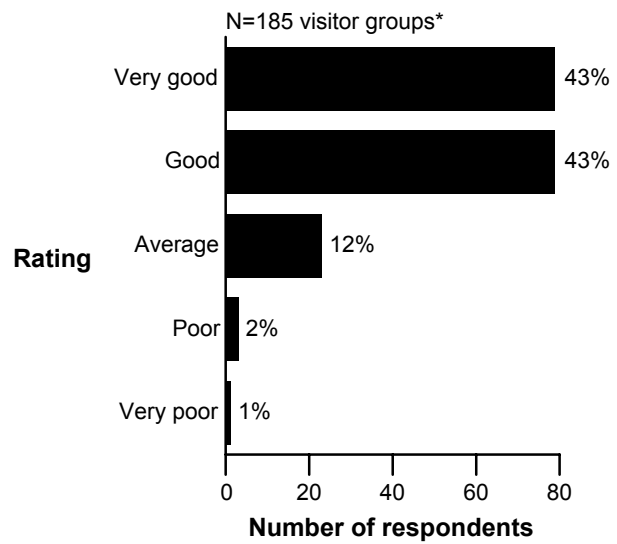


Figure 68: Quality of outdoor exhibits

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

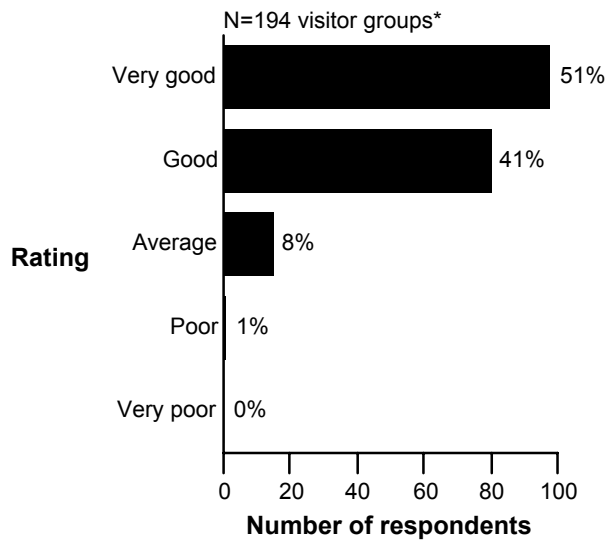


Figure 69: Quality of trails

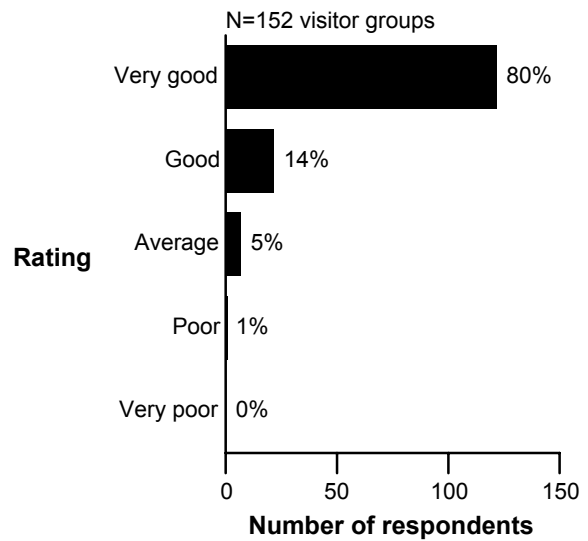


Figure 70: Quality of Minute Man Visitor Center theater show

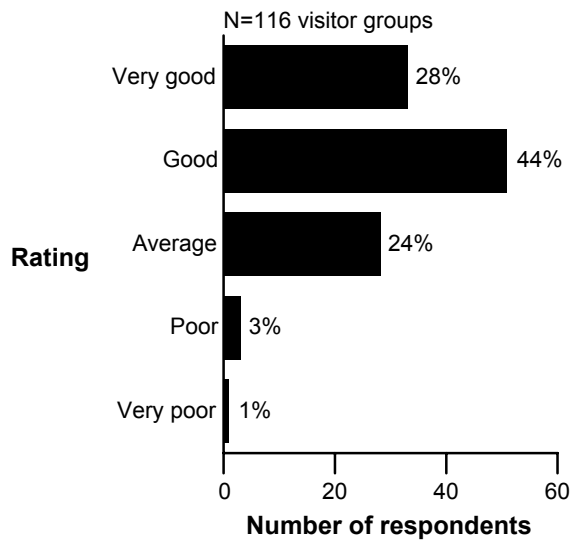


Figure 71: Quality of visitor center sales items (selection, quality, price, etc.)

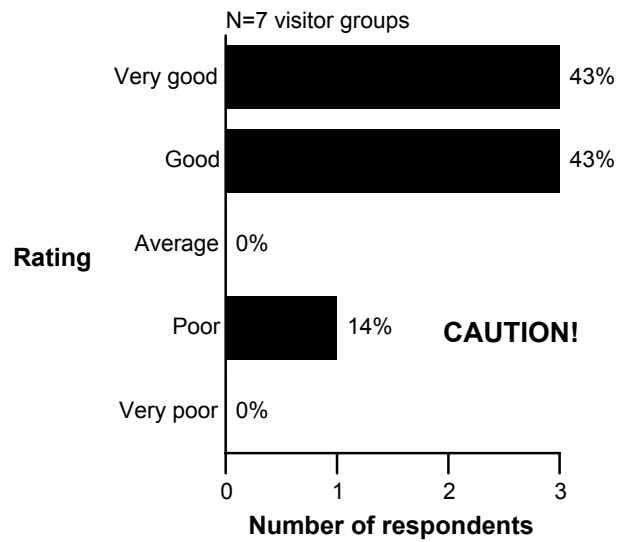


Figure 72: Quality of Junior Ranger program

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

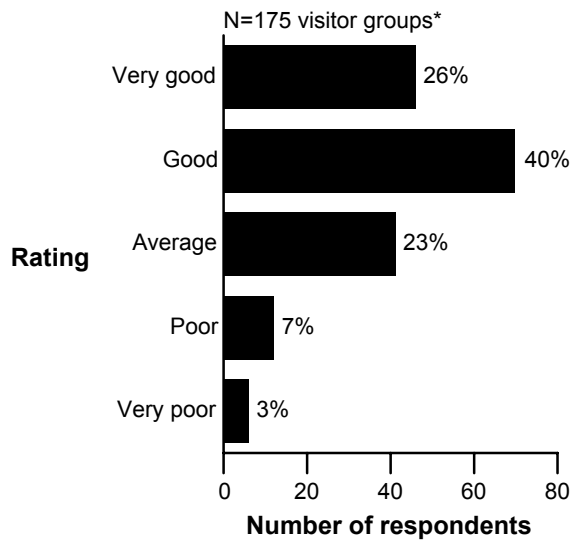


Figure 73: Quality of directional signs to find park sites

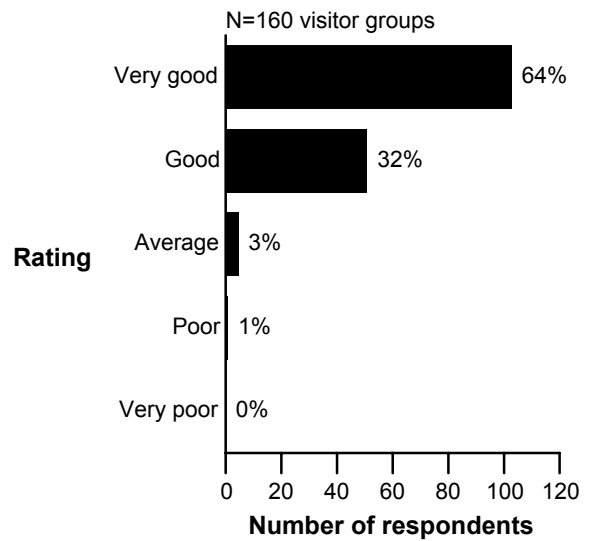


Figure 74: Quality of assistance from park staff/volunteers

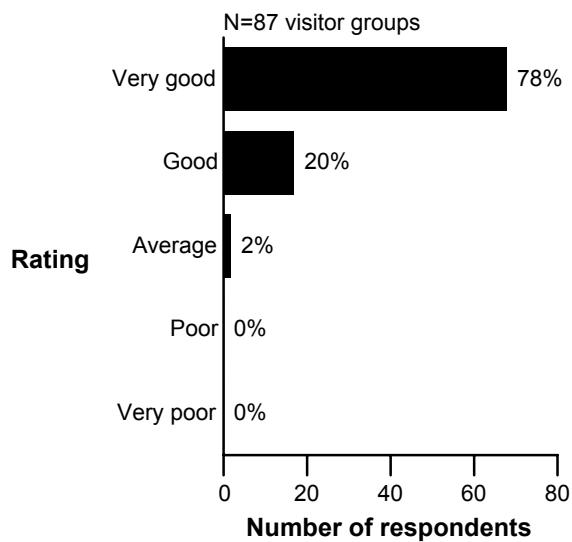


Figure 75: Quality of ranger-led programs/talks

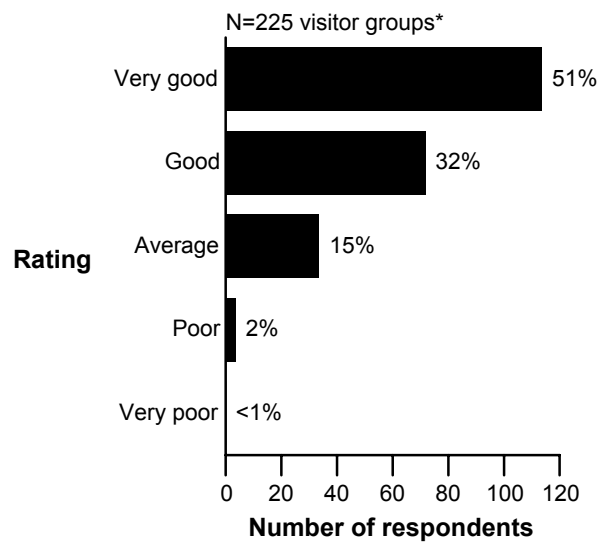


Figure 76: Quality of restrooms

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

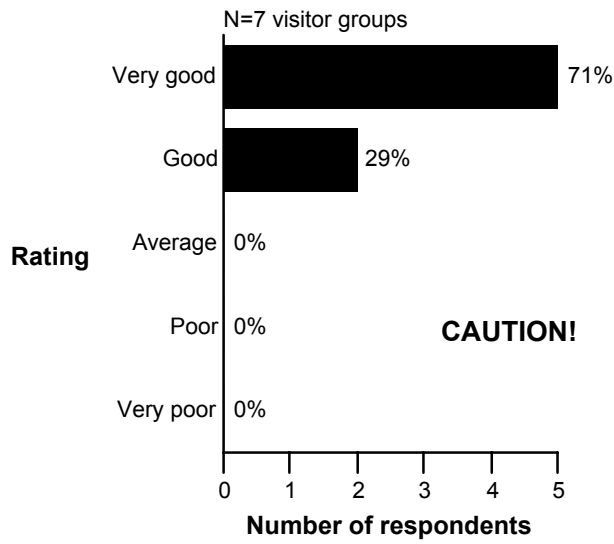


Figure 77: Quality of access for disabled persons

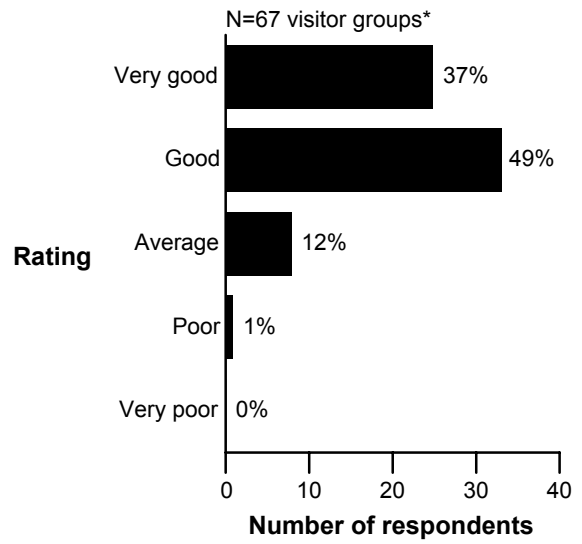


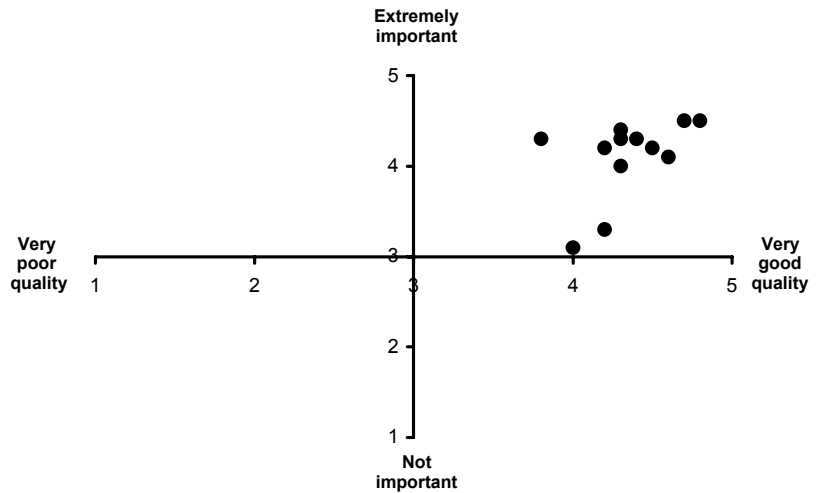
Figure 78: Quality of Minute Man NHP website: [www.nps.gov/mima](http://www.nps.gov/mima) (used before or during visit)

\*total percentages do not equal 100 due to rounding

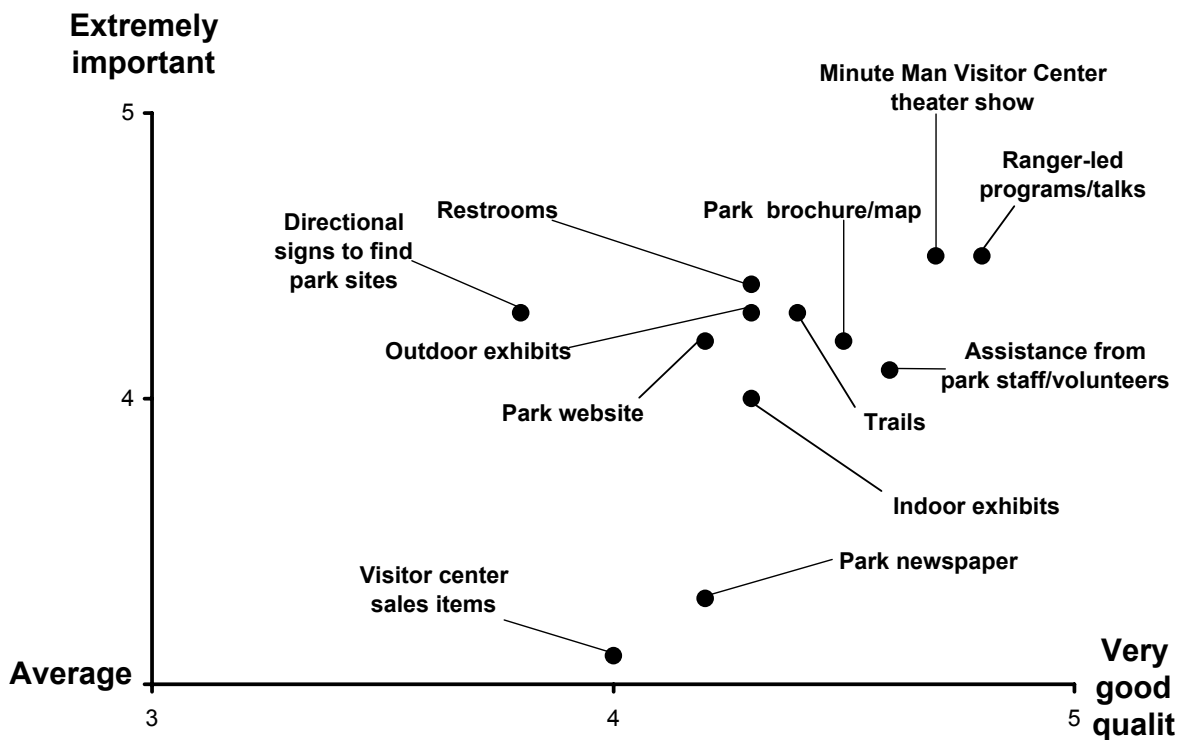
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Mean scores of importance and quality ratings of visitor services and facilities**

- Figures 79 and 80 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average in importance and quality.



**Figure 79: Mean scores of importance and quality ratings for visitor services and facilities**



**Figure 80: Detail of Figure 79**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Quality of personal interaction with park rangers

### Question 4a

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

### Results

- 73% of visitor groups had some personal interactions with park rangers (see Figure 81).

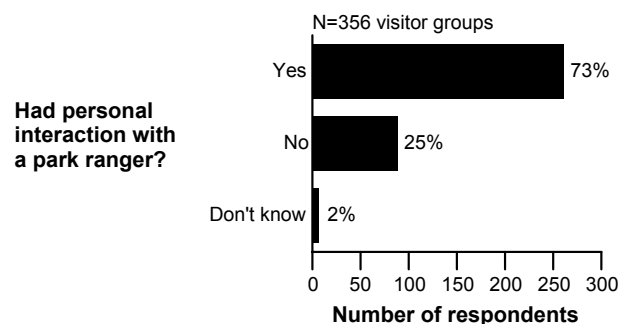
### Question 4b

If YES, on a scale from 1 to 5 please rate the quality of your interaction with the park ranger.

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

### Results

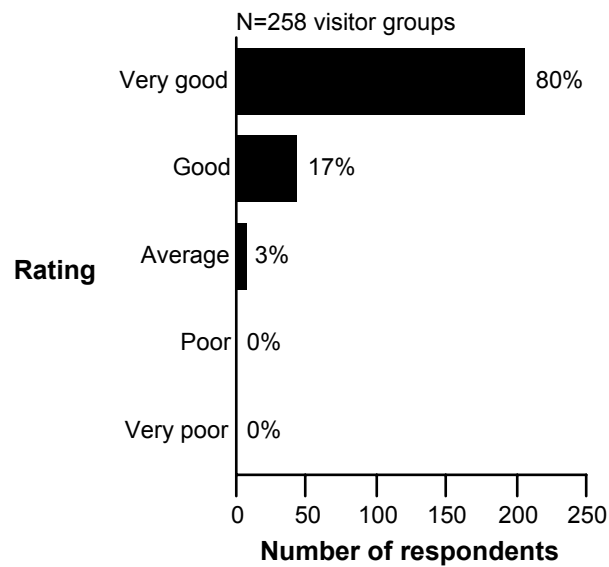
- Figures 82 to 85 show the quality ratings for each aspect of the interaction.
- The highest “very good” rating was 86% for “Courteousness.”
- No visitor groups rated “Helpfulness” and “Courteousness” as “poor” or “very poor.”
- Less than 1% rated “Responsiveness” and “Quality of information provided” as “poor” or “very poor.”



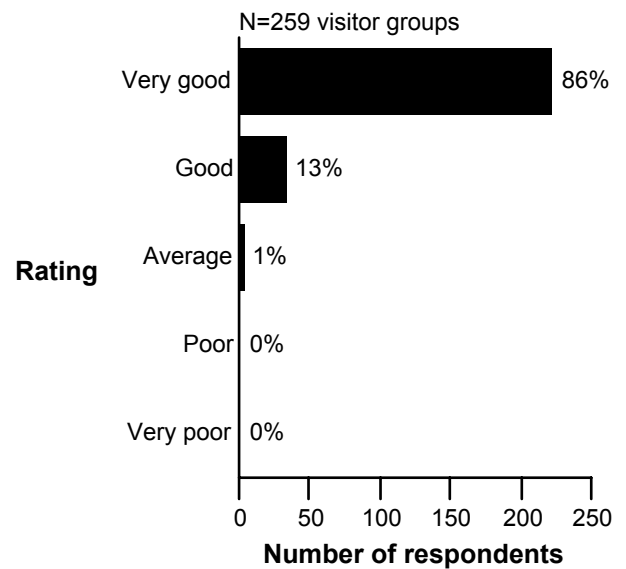
**Figure 81: Visitor groups who had a personal interaction with a park ranger**

\*total percentages do not equal 100 due to rounding

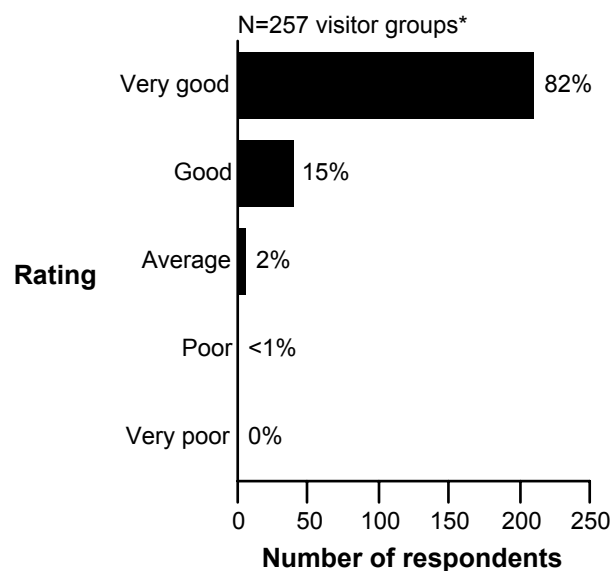
\*\*total percentages do not equal 100 because visitors could select more than one answer



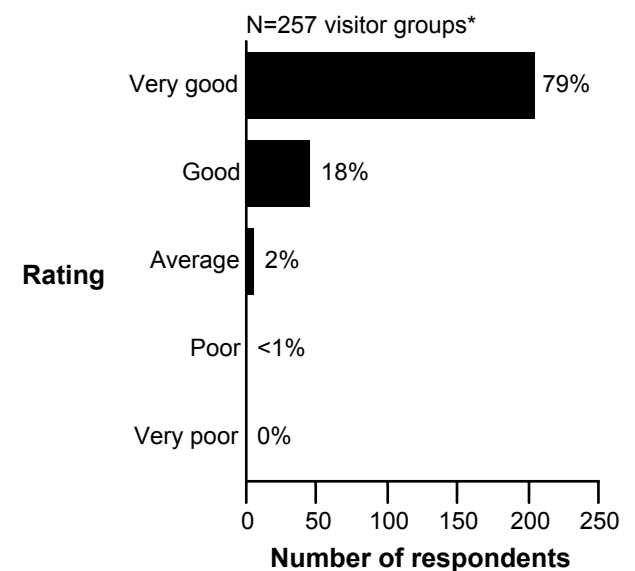
**Figure 82: Quality of personal interaction with a park ranger: Helpfulness**



**Figure 83: Quality of personal interaction with a park ranger: Courteousness**



**Figure 84: Quality of personal interaction with a park ranger: Responsiveness**



**Figure 85: Quality of personal interaction with a park ranger: Information provided**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Visitor opinions on soundscape

### Question 8a

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?

#### Results

- 34% of visitor groups rated the natural sounds as “very important” for their enjoyment (see Figure 86).
- 6% rated natural sounds as “not important.”

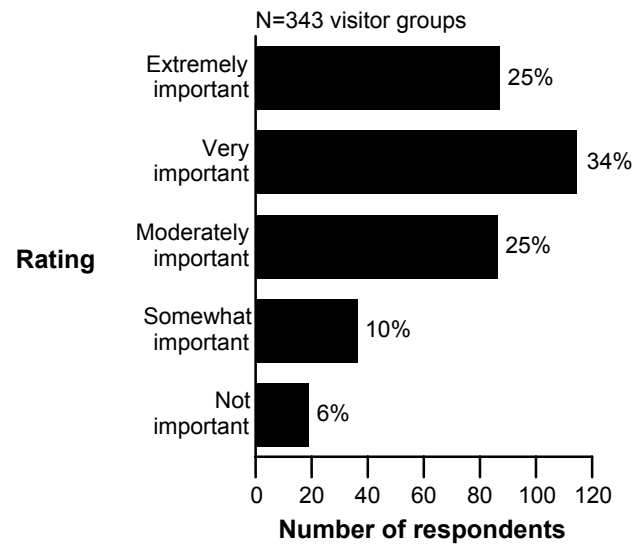


Figure 86: Importance of natural sounds

### Question 8b

Many national historic parks such as Minute Man NHP commemorate historic events that include recreating cultural and historic sounds such as muskets, farm animals, fifes and drums, etc. How important are the cultural and historic sounds to the enjoyment of your park experience?

#### Results

- 33% of visitor groups rated the cultural and historic sounds as “very important” for their enjoyment (see Figure 87).
- 10% rated cultural and historic sounds as “not important.”

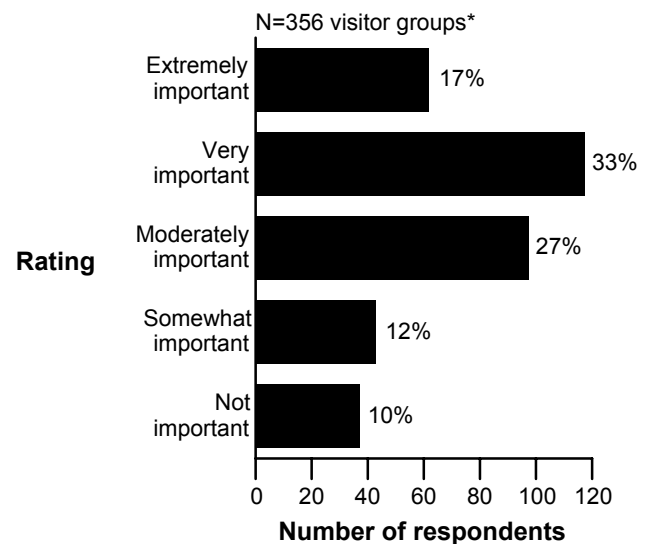


Figure 87: Importance of cultural and historic sounds

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Question 8c

On this visit to Minute Man NHP, how did modern sounds (traffic noise, mowing machine, airplanes, construction, etc.) affect your ability to hear and enjoy natural, cultural/historical sounds?

## Results

- 52% of visitor groups felt that modern sounds had “no effect” on their ability to hear/enjoy natural sounds (see Table 13).
- 50% felt that modern sounds had “no effect” on their ability to hear cultural/historical sounds.
- 20% felt modern sounds “detracted from” their ability to hear/enjoy natural sounds.
- 10% felt modern sounds “detracted from” their ability to hear/enjoy cultural/historical sounds.
- 14% felt modern sounds “added to” their ability to hear/enjoy natural sounds.
- 9% felt modern sounds “added to” their ability to hear/enjoy cultural/historical sounds.

**Table 13: How elements affected park experience\***

N=number of visitor groups who rated each element

Ability to hear/enjoy	N	Rating (%)			
		Detracted from	No effect	Added to	Did not experience
Natural sounds	354	20	52	14	15
Cultural/historical sounds	348	10	50	9	31

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

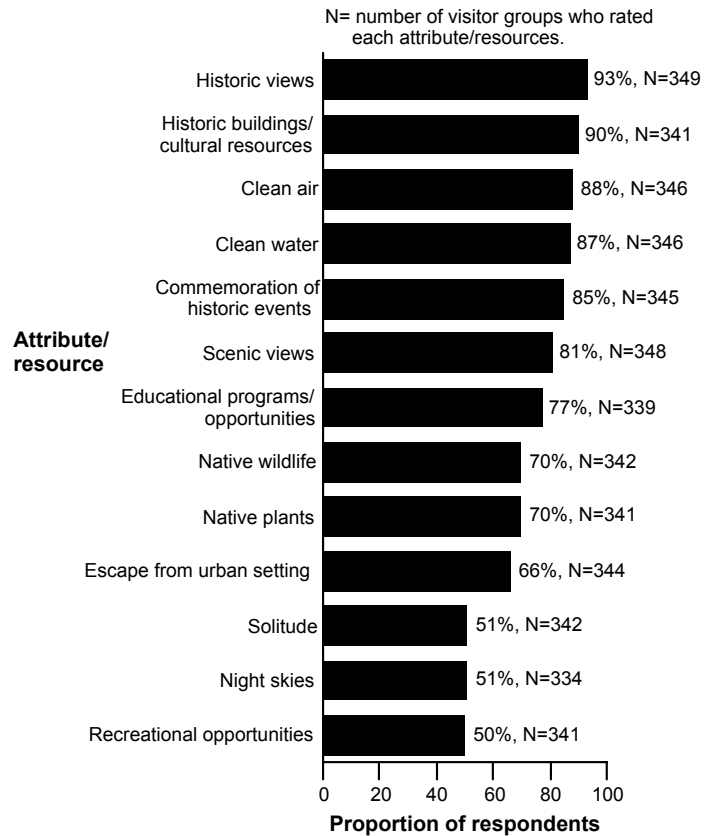
**Importance of park attributes/resources**

**Question 20**

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

**Results**

- As shown in Figure 88, the highest combined proportions of “extremely important” and “very important” ratings included:
  - 93% Historic views
  - 90% Historic buildings/cultural resources
  - 88% Clean air
  - 87% Clean water
- The attribute/resource that received the highest “not important” rating was:
  - 13% Night skies
- Table 14 shows the importance ratings for attributes/resources as rated by visitor groups.



**Figure 88: Combined proportions of "extremely important" and "very important" ratings for park attributes/resources**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 14: Importance of park attributes/resources\***  
 N=number of visitor groups who rated each attribute/resource/experience

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	348	1	4	15	39	42
Historic views	349	1	1	5	32	61
Escape from urban setting	344	4	6	23	33	33
Commemoration of historic events	345	2	2	11	31	54
Historic buildings/cultural resources	341	<1	2	8	31	59
Educational programs/opportunities	339	3	4	16	37	40
Recreational opportunities	341	9	13	28	28	22
Clean water	346	1	2	11	32	55
Clean air	346	1	2	9	31	57
Night skies	334	13	11	25	21	30
Native plants	341	3	6	20	33	37
Native wildlife	342	3	6	21	33	37
Solitude	342	8	12	28	25	26

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

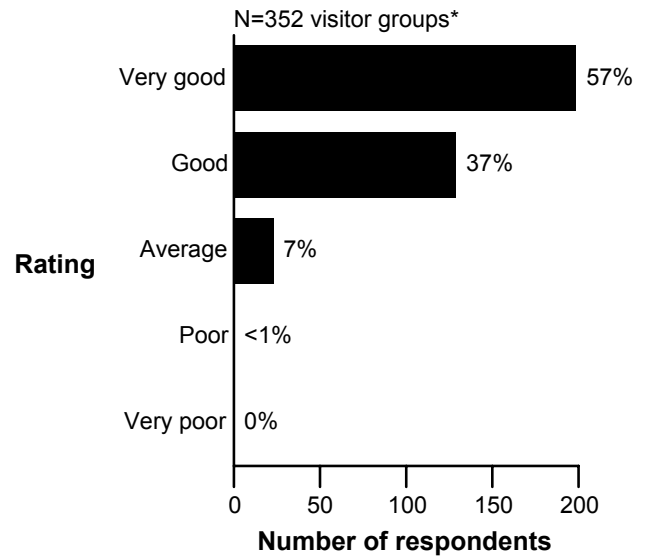
**Overall Quality**

**Question 25**

Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Minute Man NHP during this visit?

**Results**

- 94% of visitor groups rated the overall quality as “very good” or “good” (see Figure 89).
- Less than 1% rated the overall quality as “poor.”
- No visitor group rated the overall quality as “very poor.”



**Figure 89: Overall quality of facilities, services, and recreational opportunities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

<b>Visitor Comments</b>
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**What visitors liked most**


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## Question 21a

What did you and your personal group like most about your visit to Minute Man NHP?

## Results

- 88% of visitor groups (N=316) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

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**Table 15: What visitors liked most**  
N=479 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Staff was helpful	3
Staff was well-informed	2
Other comments	5
<b>INTERPRETIVE SERVICES</b>	
Learning about the history	16
Theater show	16
Ranger talk	13
The movie	12
Multimedia presentation	10
Musket shooting demonstration	8
Interaction with park staff	6
Historic information	4
Learning about the American Revolution	4
Good history lesson	3
Hartwell Tavern demonstrations	3
Learning experience	3
Ranger-led tour	3
Connection to history	2
Educational programs	2
Historical accuracy of information	2
Historical talks/programs	2
Ranger-led tour of Wayside	2
The video about the cannons	2
Visitor center presentation	2
Other comments	35
<b>FACILITIES/MAINTENANCE</b>	
Battle Road Trail	8
North Bridge	8
The trails	8
The historic sites	5
Visitor centers	5

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**Table 15: What visitors liked most**  
(continued)

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE (continued)</b>	
Accessibility of the site	3
Availability of parking	3
Clean site	3
Minute Man Visitor Center	2
Shade on trails	2
Simplicity of the park	2
The bike path	2
The gardens	2
The surrounding area	2
Wayside house	2
Other comments	25
<b>POLICIES/MANAGEMENT</b>	
Preserved naturalness	4
Non-development of the site area	2
Other comments	3
<b>RESOURCE MANAGEMENT</b>	
The natural setting	14
The plants/flowers	8
The purple flowers	3
Environment	2
Historic buildings	2
Other comments	3
<b>GENERAL COMMENTS</b>	
The history	24
Scenery/views	23
Peaceful setting	16
The historical significance of the park	15
Experience history	8
Walking	8
Being in a historic place	7
Hiking	6
Historical aspect	5
Liked everything	5
Solitude	5
Historic views	3
North Bridge surrounding area	3
Openness of the place	3
Relaxing environment	3
The beauty of the area	3
The weather was nice	2
Being in the park	2
Being outdoors	2
Feeling reverence and gratitude for the patriots	2
Other comments	35

## What visitors liked least

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### Question 21b

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

### Results

- 63% of visitor groups (N=226) responded to this question.
- Table 16 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

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**Table 16: What visitors liked least**  
N=247 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>INTERPRETIVE SERVICES</b>	
Poor on-site signage	5
Directions to the sites	3
Lack of information about the park	3
Very few activities	3
Few exhibits	2
Hard to find North Bridge	2
Other comments	18
<b>FACILITIES/MAINTENANCE</b>	
Availability of lunch options	4
Bad restroom facilities	3
Lack of a commuter/shuttle	3
Lack of concessions	3
Lack of eating facilities	3
Not enough parking space	2
Long walk from parking lot	2
No restrooms along Battle Road Trail	2
North Bridge area	2
Restroom closed after 5pm	2
Sand on trail	2
The condition of the Wayside	2
Other comments	29
<b>POLICY/MANAGEMENT</b>	
Bicyclists not respecting biking rules	6
Dogs at the sites/facilities	4
High entrance fee	2
Other comments	5
<b>RESOURCE MANAGEMENT</b>	
Purple loosestrife invasion	2
Other comments	4

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**Table 16: What visitors liked least**  
(continued)

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b>	
Nothing to dislike	43
Hot day	21
Lack of time	8
Heavy traffic	6
Air traffic noise	5
Getting lost	4
Humidity	3
Mosquitoes/bugs	3
Too many sites to visit	3
Lexington	2
Questionnaire too long	2
Traffic noise	2
Other comments	18

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## Planning for the future

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### Question 23

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

### Results

- 60% of visitor groups (N=215) responded to this question.
- Table 17 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

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**Table 17: Planning for the future**  
N=335 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Keep the park well staffed	2
Other comments	3
<b>INTERPRETIVE SERVICES</b>	
Add living history reenactments/programs	27
More ranger talks/tours	12
Add living history interpreters	9
More children's activities	8
Roving rangers to answer questions	7
Add exhibits of historic articles	5
Continue improving interpretive trail signage	4
More self-guided trails/tours	3
Host experts' talks on history	2
More signage about the sites	2
Provide more historic information	2
Additional outdoor exhibits	2
Provide services in other languages	2
Other comments	57
<b>FACILITIES/MAINTENANCE</b>	
Better signage	7
Keep the park clean	4
Add benches	4
Provide more biking trail/tour opportunities	4
Add water fountains	2
Conserve/restore historic sites	2
Continue/improve trail maintenance	6
Continue facilities maintenance	6
More restrooms	2
Put trash cans on parking lots	2
Improve visitor center/garden area	2
Renovate/restore Wayside House	2
Other comments	11

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**Table 17: Planning for the future**  
(continued)

Comment	Number of times mentioned
<b>POLICIES/MANAGEMENT</b>	
Advertise the site	5
Keep commercial development out of the park	5
Preserve natural setting	4
Enlarge park boundary	3
Increase park size	3
Keep it as it is	3
Preserve cultural history of the area	3
Preserve the integrity of the site	3
Reduce traffic	3
Ask for an increase of funding	2
Do not allow any further development	2
Extend hours of operation	2
Keep up the good work	2
Maintain the historical setting	2
Provide public transit	2
Other comments	33
<b>RESOURCE MANAGEMENT</b>	
Add native/historic plants	3
Comments	5
<b>GENERAL COMMENTS</b>	
Keep it as it is	10
Fine as is	9
Keep the park simple	6
Keep it natural	2
Keep up the good work	2
More of the same	2
Nothing to change	2
Organize special events (e.g. festivals, concerts)	2
Preserve the sense of history	2
Other comments	19

## Additional comments

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### Question 24

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

### Results

- 41% of visitor groups (N=148) responded to this question.
- Table 18 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

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**Table 18: Additional comments**  
N=275 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Excellent park staff	4
The staff of Hartwell Tavern was great	2
The staff was friendly	2
Other comments	5
<b>INTERPRETIVE SERVICES</b>	
Need more history information	3
The visit was informative	3
Improve road signs to North Bridge	2
Nice talk with a ranger	2
Not enough ranger-led programs	2
The multimedia presentation was informative	2
Other comments	25
<b>FACILITIES/MAINTENANCE</b>	
Clean site	3
Other comments	25
<b>POLICIES/MANAGEMENT</b>	
Preserve the historic identity of the park	4
Need to promote the place	3
Keep the park natural	2
Other comments	6
<b>RESOURCE MANAGEMENT</b>	
Comments	2

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**Table 18: Additional comments**  
(continued)

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b>	
Enjoyed the visit	43
Thank you	12
Loved it	10
The park was beautiful	10
Regular visitor	9
Did not plan enough time to see everything	7
We will return	6
Great place	3
Great place to learn history	3
Like the park the way it is	3
Like to bring more visitors	3
Like to come here for the history	3
Went for a run at the park	3
Could not navigate in the park	2
Do not like any development in the area	2
Nice work	2
Survey was long and complicated	2
The area is important for American history	2
The park is a national treasure	2
The visit was interesting	2
Other comments	47

## **APPENDICES**

<b>Appendix 1: The Questionnaire</b>
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## 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 that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Obtained information about park prior to visit?
- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Primary reason for visiting park area
- How did park fit into travel plans?
- Other historic sites visited in the area
- Have personal interaction with a ranger?
- Quality of interaction with ranger
- Visit park more than one day?
- Length of visit - days
- Length of visit - hours
- Amount of time planned for visit
- Reasons for leaving the park
- Forms of transportation used
- Number of vehicles
- Adequacy of directional signs
- Aware that Highway 2A is historical Battle Trail?
- Aware of main travel route?
- Travel on Highway 2A?
- Effect of elements on park experience while traveling Highway 2A
- Elements that would improve park experience while traveling Highway 2A
- Importance of natural sounds to enjoyment of park experience
- Importance of cultural sounds to enjoyment of park experience
- Effect of modern sounds on ability to hear natural/cultural/historic sounds
- Used services in local communities?
- Services used in local communities on this visit
- Services in local communities that would have been used if available
- Expected activities
- Activities this visit
- Reasons for being unable to participate in activities
- Order in which park sites were visited
- Quality of sites visited vs expectations
- Recommend park to visitors?
- Services/facilities used
- Importance of services/facilities
- Quality of services/facilities
- With organized group?
- Group type
- Group size
- Visitor age
- State of residence
- Country of residence
- Frequency of visits
- Services provided in other languages
- Additional visitor services preferred for future visit
- Importance of park attributes/resources
- Interpretive programs/information services preferred for future visit
- Overall quality of facilities, services, recreational opportunities

For more information please contact:  
 Visitor Services Project, PSU  
 College of Natural Resources  
 P.O. Box 441139  
 University of Idaho  
 Moscow, ID 83844-1139

Phone: 208-885-7863  
 Fax: 208-885-4261  
 Email: [littlej@uidaho.edu](mailto: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; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

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.

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

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 2 shows no significant difference in group type. As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. 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 surveys, 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. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the preserve. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.

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

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## Appendix 4: Visitor Services Project Publications

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

### 1982

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

### 1983

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

### 1985

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

### 1986

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

### 1987

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

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Park
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

### 1989 (continued)

24. Lincoln Home NHP
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 NHP (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort NHP
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

**Visitor Services Project Publications (continued)****1993**

54. Belle Haven Park/Dyke Marsh  
Wildlife Park (spring)
55. Santa Monica Mountains National  
Recreation Area (spring)
56. Whitman Mission NHP
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)

**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 NHP
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 &  
Park
78. Adams NHP
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 NHP (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 Park (spring)
95. Martin Luther King, Jr., NHP (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 & Park  
(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 NHP, 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 & Park
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National  
Historical Park (fall)

**Visitor Services Project Publications (continued)****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 NHP
- 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

**2002**

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

**2003 (continued)**

- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Park (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 & Park
- 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 NHP
- 161. Manzanar NHP
- 162. John Day Fossil Beds National Monument

**2005**

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home NHP
- 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. Johnstown Flood National Memorial
- 173. Nicodemus NHP

**2006**

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy NHP
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Park
- 181. Golden Spike NHP
- 182. Katmai National Park and Park
- 183. Zion National Park (spring and fall)

**Visitor Services Project Publications (continued)****2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186.1. Glen Canyon National Recreation Area (spring)
- 186.2. Glen Canyon National Recreation Area (summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post National Historic Site
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: [www.psu.uidaho.edu](http://www.psu.uidaho.edu) or phone (208) 885-7863.

<b>Visitor Comments Appendix</b>
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This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

