

**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 the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.