



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

Visitor Services Project

Herbert Hoover National Historic Site

Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Herbert Hoover National Historic Site
P. O. Box 607
West Branch, IA 52358-0607

IN REPLY REFER TO:

July-August 2008

Dear Visitor:

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

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

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

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

We appreciate your help.

Sincerely,





Cheryl A. Schreier
Superintendent

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

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

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

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

Your Visit to Herbert Hoover National Historic Site

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

1. a) Prior to your visit, how did you and your personal group get information about Herbert Hoover National Historic Site (NHS)? Please mark (●) **all** that apply in **column a**.
- b) If you were to visit Herbert Hoover NHS in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in **column b**.

a) **Prior to this visit?** (●) _____ b) **On a future visit?** (●) _____

- | | |
|---|-----------------------|
| <input type="radio"/> Obtained no information prior to visit → Go to part b of this question | |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/DVDs | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles/books | <input type="radio"/> |
| <input type="radio"/> School class/educational program | <input type="radio"/> |
| <input type="radio"/> E-mail/telephone/written inquiry to park | <input type="radio"/> |
| <input type="radio"/> Park website: www.nps.gov/heho/ | <input type="radio"/> |
| <input type="radio"/> Herbert Hoover Presidential Library and Museum website:
www.hoover.archives.gov | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> State welcome center | <input type="radio"/> |
| <input type="radio"/> Other historical parks/sites (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

- | | |
|--|-----------------------|
| <input type="radio"/> Local business/rest stop/gas station | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**



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

2. The National Park Service manages Herbert Hoover NHS. The National Archives and Records Administration manages the Presidential Library and Museum. **Prior to this visit** were you aware that two different federal agencies administer these sites? Please mark (●) **one**.

- ☐ Yes, aware sites were managed by two different federal agencies
- ☐ No, thought both sites were managed by National Park Service
- ☐ No, thought both sites were managed by National Archives and Records Administration
- ☐ No, didn't know who managed either site

3. On this trip to Herbert Hoover NHS, how did the site fit into your travel plans? Please mark (●) **one**

- ☐ Herbert Hoover NHS was the primary destination
- ☐ Herbert Hoover NHS was one of several destinations
- ☐ Herbert Hoover NHS was not a planned destination

4. On this visit, were the signs directing you and your personal group to Herbert Hoover NHS adequate? Please mark (●) only **one** response for each.

- a) Signs on interstates ☐ Yes ☐ No ☐ Did not use
- b) Signs on state highways ☐ Yes ☐ No ☐ Did not use
- c) City street signs in communities ☐ Yes ☐ No ☐ Did not use
- d) If you answered NO to any of the above, please explain.

5. a) On this visit, in which activities did you and your group expect to participate?
Please mark (●) **all** that apply in **column a**.

- b) In which activities did you and your group actually participate on this visit?
Please mark (●) **all** that apply in **column b**.

a) Activities expected (●) _____ **b) Activities on this visit (●)**

- | | |
|---|-----------------------|
| <input type="radio"/> Learning/researching history | <input type="radio"/> |
| <input type="radio"/> Picnicking | <input type="radio"/> |
| <input type="radio"/> Walking/hiking on trail | <input type="radio"/> |
| <input type="radio"/> Attending ranger-led program | <input type="radio"/> |
| <input type="radio"/> Attending living history program | <input type="radio"/> |
| <input type="radio"/> Attending Artist-in-Residence program | <input type="radio"/> |
| <input type="radio"/> Attending Library's special program | <input type="radio"/> |
| <input type="radio"/> Obtaining National Park passport stamp | <input type="radio"/> |
| <input type="radio"/> Attending Hoover Fest (Hoover Ball, craftwork, fireworks) | <input type="radio"/> |
| <input type="radio"/> Attending summer activities (farmers market, concert) | <input type="radio"/> |
| <input type="radio"/> Painting/drawing/taking photographs | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

Expected _____ On this visit _____

- c) Was there anything that you and your personal group wanted to do or see on this visit but were not able to?

☐ Yes ☐ No → **Go to Question 6**



- d) If YES, what was it? Please be specific.

- e) Why weren't you able to see or do what you wanted to? Please be specific.

6. a) On this visit to Herbert Hoover NHS, did you and your personal group visit the park on more than one day?

☐ Yes
↓

- b) If YES, on how many days did you visit Herbert Hoover NHS?

_____ Number of days

☐ No
↓

- c) If NO, how many hours did you visit Herbert Hoover NHS?

_____ Number of hours

(Please list partial days/hours as 1/4, 1/2, or 3/4, e.g. ¼ hr, 1 ½ hrs, 5 ¾ hrs)

- d) Compared with what you had planned, how much time did you and your group spend visiting Herbert Hoover NHS? Please mark (●) **only one**.

- ☐ Did not have a planned amount of time
- ☐ Spent longer time than planned
- ☐ Spent about the time planned
- ☐ Spent less time than planned

7. a) On this visit to Herbert Hoover NHS, did you and your personal group learn about the following topics? Please mark (●) Yes or No for each topic in **column a**.

- b) Would you and your personal group be interested in learning about these topics if you were to visit to Herbert Hoover NHS in the future? Please circle **mark** answer for each topic in **column b**.

Topic	a) Learned on this visit?		b) Future interest?	
	(●) Yes	(●) No	(●) Yes	(●) No
Hoover's humble beginnings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's childhood family and fellowship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's childhood tragedies and triumphs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's faith, hope, and charitable nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's view on nature and stewardship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's presidential legacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lou Henry and the Hoover family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) Please list any additional topics you and your personal group are interested in learning about.
-

- d) What is **one** story about Herbert Hoover's life and legacy that you would like to share with friends or relatives?
-

8. a) In **column a**, please mark (●) all the services that you and your personal group used that were specifically related to this park visit in the nearby communities of West Branch, Coralville/Iowa City, Cedar Rapids, and truck stops/gas stations along I-80.

☐ Did not use any services on this visit → **Go to part c of this question**

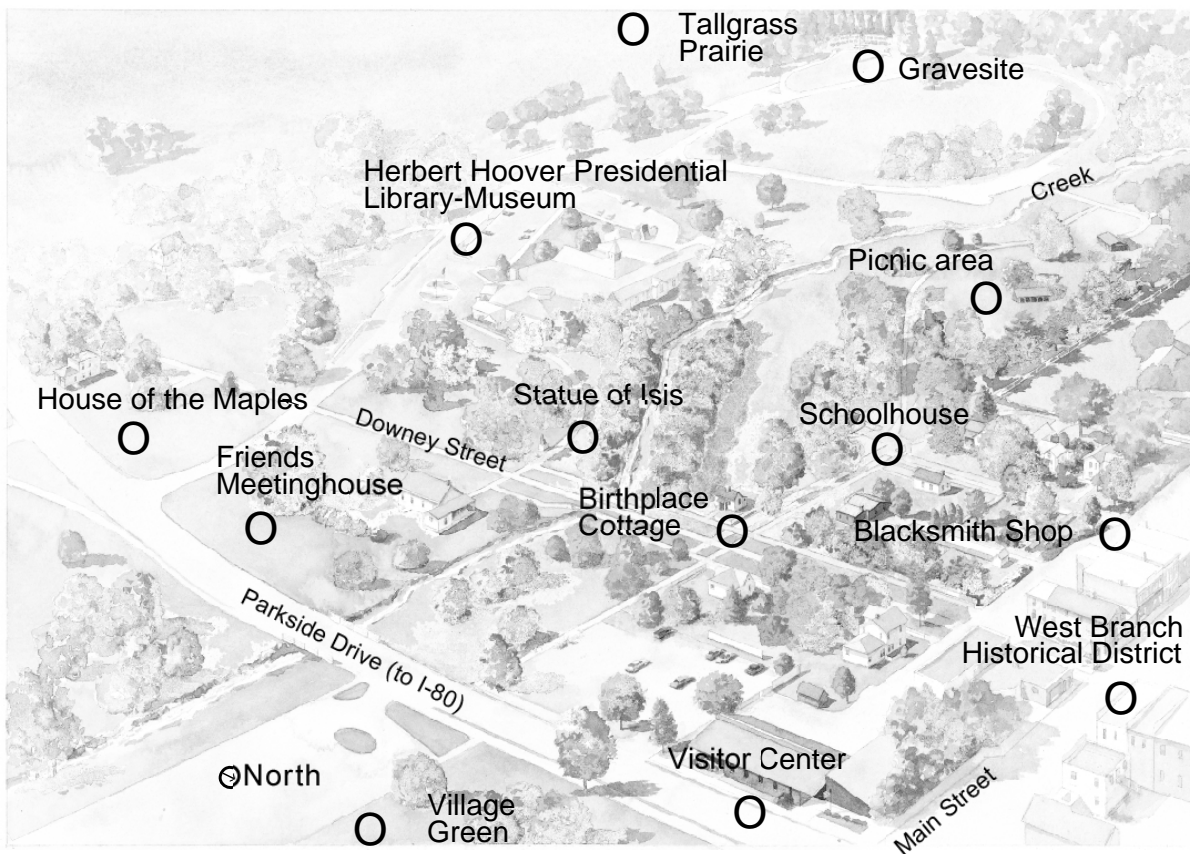
- b) In which communities did you obtain these support services? Please mark (●) **all** that apply in **column b**.

a) Used on this visit (●)	b) Community (●)			
	West Branch	Coralville/ Iowa City	Cedar Rapids	I-80 trucks stops/ gas stations
<input type="radio"/> Bought gasoline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Ate meals in restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Used a drink/vending machine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bought groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Stayed overnight in a motel/hotel/B&B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Stayed overnight in a campground/RV park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Shopped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Obtained information about Herbert Hoover NHS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Obtained other travel/tourist information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Visited other nature/historic/museum sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Do you have any comments about community services?

Service (List)	Community (Name)	Comment (Please be specific)
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

9. a) For this visit, please mark (●) all the sites that you and your personal group visited at Herbert Hoover NHS. If you did not visit a site, please leave that circle blank.



b) On this visit, which **one** of the above park sites did you and your personal group visit **first**?

10. a) **Prior to this visit to Herbert Hoover NHS**, what was your perception of Herbert Hoover? Please mark (●) **only one**.

<input type="radio"/> No prior opinion	<input type="radio"/> Mostly positive
<input type="radio"/> Neutral	<input type="radio"/> Mostly negative

- b) **As a result of this visit**, has your opinion about Herbert Hoover changed? Please mark (●) **only one**.

☐ No, no change

☐ Yes, more positive view

☐ Yes, more negative view

11. a) During this visit (viewing exhibits, movies, taking the tour, etc.), did you learn something about Herbert Hoover that is relevant or meaningful to your life today?

☐ Yes ☐ No ☐ Not sure

- b) If YES, what is the most important way that Hoover's life has relevance to your life today?

12. a) What did you and your personal group like **most** about your visit to Herbert Hoover NHS?

- b) What did you and your personal group like **least** about your visit to Herbert Hoover NHS?

13. a) Please mark (●) **all** of the visitor services and facilities at the Herbert Hoover Presidential Library and Museum that you or your personal group **used**.

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

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

a) Visitor services/facilities used? Mark (●)	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Library brochure	_____	_____
<input type="radio"/> Museum film	_____	_____
<input type="radio"/> Assistance from library staff	_____	_____
<input type="radio"/> Orientation provided by library staff	_____	_____
<input type="radio"/> Museum exhibits	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Library's special program	_____	_____
<input type="radio"/> Library website: www.hoover.archives.gov (used before or during this visit)	_____	_____
<input type="radio"/> Library bookstore sales items (selection, price, quality, etc.)	_____	_____

14. Overall, how would you rate the quality of the Herbert Hoover Presidential Library and Museum? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. a) Please mark (●) **all** of the visitor services and facilities that you or your personal group **used** at Herbert Hoover NHS during this visit.
- b) Next, for only those services and facilities at Herbert Hoover NHS that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities at Herbert Hoover NHS that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used? Mark (●)	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Assistance from park staff/ranger	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center film	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Living history/costumed interpretation	_____	_____
<input type="radio"/> Trails in tallgrass prairie	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____
<input type="radio"/> Historic structures as exhibits	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Access for disabled persons	_____	_____
<input type="radio"/> Park website: www.nps.gov/heho/ (used before or during this visit)	_____	_____
<input type="radio"/> Visitor center bookstore sales items (selection, price, etc.)	_____	_____

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

- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other organized group (such as business group, scout group, etc.) ☐ Yes ☐ No

17. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **only one**.

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

18. For you and your personal group on this visit, please provide the following information. If you do not know an answer, please leave a blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Herbert Hoover NHS lifetime (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

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

_____ Number of people

- b) On this visit, how many vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

- c) On this visit, how many times did you and your personal group enter the park?

_____ Number of entries

20. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park services or activities?

☐ Yes
↓

☐ No → **Go to Question 21**

- b) If YES, what services or activities were difficult to access/participate in?

21. If you were to visit Herbert Hoover NHS in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Herbert Hoover NHS? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 22**
- ☐ Indoor exhibits
- ☐ Outdoor exhibits
- ☐ Park website: www.nps.gov/heho
- ☐ Self-guided
- ☐ Volunteer opportunities
- ☐ Special events
- ☐ Interactive computer program tours
- ☐ Living history/costumed interpretive programs
- ☐ Electronic media/devices available to visitors (downloadable podcasts, MP3, Windows Media™, etc.)
- ☐ Audiovisual programs (DVD, video, or movie)
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Other (Please specify) _____

22. If you were a manager planning for the future of Herbert Hoover NHS, what would you propose? Please be specific.

23. Is there anything else you and your personal group would like to tell us about your visit to Herbert Hoover NHS?

24. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Herbert Hoover NHS during this visit? Please mark (●) **only one**.

Very poor

Poor

Average

Good

Very good

☐

☐

☐

☐

☐

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

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
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