



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

Visitor Services Project



# **Herbert Hoover National Historic Site Visitor Study**

**Summer 2008**



**University of Idaho**

Park Studies Unit  
Visitor Services Project  
Report 207



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Report 207**

May 2009

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**Visitor Services Project  
Herbert Hoover National Historic Site  
Report Summary**

- This report describes the results of a visitor study conducted at Herbert Hoover National Historic Site (NHS) during July 24-August 2, 2008. A total of 397 questionnaires were distributed to visitor groups. Of those, 287 questionnaires were returned resulting in a 72.3% response rate.
- This report profiles a systematic random sample of Herbert Hoover NHS visitors. 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-two percent of visitor groups were in groups of two and 33% were in groups of three or four. Seventy-five percent of visitor groups were in family groups.
- United States visitors (99%) came from Iowa (53%) and 33 other states. There were too few international respondents (1%) to provide reliable data.
- Thirty-four percent of visitors were 46-65 years old, 17% were 66 years or older, and 24% were ages 15 years or younger. Five percent of visitor groups reported physical conditions that made it difficult to access or participate in park services or activities.
- Sixty-two percent of visitors had visited the park once in their lifetime, while 20% had visited four or more times.
- Forty-four percent of visitor groups thought that both Herbert Hoover Presidential Library and Herbert Hoover NHS were managed by the same federal agency, while 35% were unaware of who managed either site.
- Prior to this visit, visitor groups most often obtained information about Herbert Hoover NHS through previous visits (48%) and friends/relatives/word of mouth (39%). Eleven percent of visitor groups did not obtain any information about the park prior to their visit. Forty-two percent indicated they would prefer to obtain information for a future visit from the Herbert Hoover NHS website.
- Herbert Hoover NHS was the primary destination for 43% of visitor groups, while for 34%, the park was one of several destinations in their travel plans.
- Seventy-seven percent of groups used services in the nearby communities of West Branch, Coralville/Iowa City, Cedar Rapids, and truck stops/gas stations along I-80, and 65% ate at restaurants in these communities.
- Of the visitor groups that visited the park on one day (97%), 32% spent four or more hours. The average length of stay was 3.1 hours.
- Fifty-five percent of visitors felt that during their visit they had learned something about Herbert Hoover that was relevant or meaningful to their lives, and 61% indicated that their opinion of Herbert Hoover had improved as a result of their visit.
- The most used information services/facilities at Herbert Hoover NHS included park brochure/map (69%) and assistance from park staff/ranger (67%).
- Most visitor groups (97%) rated the overall quality of services, facilities, and recreational opportunities at Herbert Hoover NHS as “very good” or “good.”

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 <a href="http://www.psu.uidaho.edu">http://www.psu.uidaho.edu</a>
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**TABLE OF CONTENTS**

<b>INTRODUCTION .....</b>	<b>1</b>
<b>Organization of the report .....</b>	<b>1</b>
<b>Presentation of the results .....</b>	<b>2</b>
<b>METHODS .....</b>	<b>3</b>
<b>Survey Design.....</b>	<b>3</b>
Sample size and sampling plan .....	3
Questionnaire design .....	3
Survey procedure .....	3
<b>Data Analysis .....</b>	<b>4</b>
<b>Limitations.....</b>	<b>4</b>
<b>Special Conditions .....</b>	<b>4</b>
<b>Checking Non-response Bias.....</b>	<b>5</b>
<b>RESULTS .....</b>	<b>6</b>
<b>Visitor and Group Characteristics .....</b>	<b>6</b>
Visitor group size .....	6
Visitor group type .....	6
Visitors with organized groups.....	7
United States visitors by state of residence .....	8
International visitors by country of residence .....	9
Number of visits to the park .....	9
Visitor age .....	10
Visitors with physical conditions/impairments .....	11
Awareness of site management .....	12
<b>Trip/Visit Characteristics and Preferences .....</b>	<b>13</b>
Information sources prior to visit.....	13
Information sources for future visit .....	15
Park as destination .....	15
Services in communities .....	16
Adequacy of directional signs .....	19
Number of vehicles .....	21
Number of park entries .....	21
Length of stay .....	22
Time spent at park compared to time planned .....	23
Sites visited.....	24
Sites visited first.....	25
Expected activities .....	26
Activities on this visit.....	27
Topics learned about, this visit .....	28
Topics interested in learning about, future visit .....	28
Learning about Herbert Hoover .....	30
Perceptions of Herbert Hoover .....	35
<b>Ratings of Visitor Services, Facilities, Elements, Attributes and Resources .....</b>	<b>36</b>
Visitor services/facilities used at Herbert Hoover Presidential Library and Museum .....	36
Importance ratings of visitor services and facilities at Library and Museum .....	37
Quality ratings of visitor services and facilities at Library and Museum .....	41
Mean scores of importance and quality ratings for visitor services and facilities at Library and Museum.....	45
Visitor services and facilities used at Herbert Hoover NHS .....	47
Importance ratings of visitor services and facilities at Herbert Hoover NHS.....	48
Quality ratings of visitor services and facilities at Herbert Hoover NHS.....	53
Mean scores of importance and quality ratings for visitor services and facilities at Herbert Hoover NHS .....	58

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**TABLE OF CONTENTS**  
**continued**

<b>Preferences for future visit.....</b>	<b>59</b>
Learning about the park.....	59
<b>Overall quality.....</b>	<b>60</b>
<b>Visitor Comments.....</b>	<b>61</b>
Planning for the future .....	61
Additional comments .....	63
<b>APPENDICES.....</b>	<b>65</b>
<b>Appendix 1: Additional Analysis of Hooverfest Visitors .....</b>	<b>65</b>
<b>Appendix 2: The Questionnaire .....</b>	<b>67</b>
<b>Appendix 3: Options for Additional Analysis .....</b>	<b>69</b>
<b>Appendix 4: Decision Rules for Checking Non-response Bias .....</b>	<b>70</b>
<b>Appendix 5: Visitor Services Project Publications .....</b>	<b>72</b>
<b>Visitor Comments Appendix .....</b>	<b>76</b>

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## INTRODUCTION

“Born in a two-room cottage, Herbert Hoover could have been any small town boy. Orphaned at age nine, he left West Branch, [Iowa] never to live here again. The landscape and buildings of the early years remain, however, to tell how family, faith, education, and hard work opened a world of opportunity—even the presidency of the United States—to a child of simple beginnings.” (Herbert Hoover National Historic Site, Department of the Interior website: [www.nps.gov/heho](http://www.nps.gov/heho), April, 2009).

This report describes the results of a visitor study conducted at Herbert Hoover National Historic Site during July 24-August 2, 2008 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

### 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 order of questions in the questionnaire.

#### **Section 3: Appendices**

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

Appendix 2: *Additional Analysis.* A list of options for cross-references and cross comparisons. These comparisons can be analyzed within parks or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

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

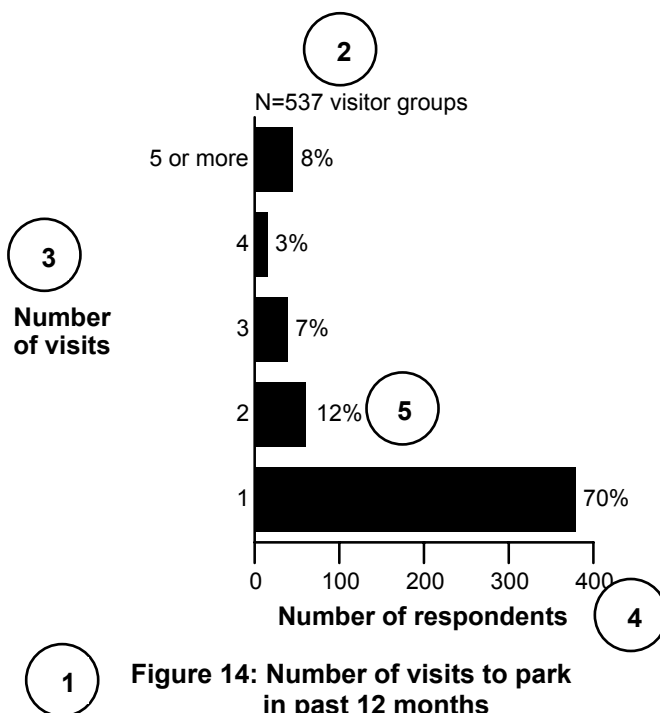
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

## 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* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Herbert Hoover NHS during July 24 - August 2, 2008. Questionnaires were distributed at Historic Street from 9:00 a.m. to 5:00 p.m., Monday through Friday. On Saturday August 2, during the park's annual Hooverfest, questionnaires were distributed from 10:00 a.m. to 10:00 p.m.

During this survey, 426 visitor groups were contacted and 397 of these groups (93.2%) accepted questionnaires. Questionnaires were completed and returned by 287 visitor groups, resulting in a 72.3% response rate for this study. (The average response rate for the 183 VSP visitor studies conducted from 1988 through 2008 was 74.1%.)

#### Questionnaire design

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

Although no pilot study was conducted to test the Herbert Hoover NHS 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

Visitor groups were greeted, briefly informed 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. This person was selected to complete the questionnaire for the entire group. An interview, lasting approximately two minutes, was conducted with that individual to determine group size, group type, and the age of the person completing the questionnaire. The individual was asked for their name, address, and telephone number in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the questionnaire after their visit, and return it 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 participants who provided a valid mailing address. Replacement questionnaires were mailed to participants who provided valid



mailing addresses and 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 them.

### **Data Analysis**

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Analysis Software (SAS) 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 their visit, which may have resulted in poor recall. Thus, it is not possible to determine whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to selected sites during the study period. 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 less than 30 respondents, 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. There may be some inconsistencies in the results. Problems 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 was variable. At times it was overcast and cool, and other times hot and humid, with occasional rain. On the last day of the study—August 2, 2008, the town of West Branch hosted Hooverfest, a day of special events celebrating Iowa's only U.S. President.

### Checking Non-response Bias

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 1 shows insignificant differences between group types. As shown in Table 2, there are significant differences between respondent and non-respondent ages but insignificant differences between respondent and non-respondent group sizes. See Appendix 3 for more details of the non-response bias checking procedure.

**Table 1: Comparison of respondents and non-respondents group type**

Group type	Respondent	Non-respondent	Total surveyed
Alone	21	16	37
Family	211	79	290
Friends	30	12	42
Family and friends	18	2	20
Other	3	1	4
Total	283	110	393
Chi-square = 7.588      df = 4      p-value = 0.108			

**Table 2: Comparison of respondents and non-respondents age and group size**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Group size	282	3.5	108	3.0	0.193
Age	284	54.9	103	46.4	<0.001

There are insignificant differences in group size and group type between respondents and non-respondents. A nine-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 that was designated for the respondents (see Appendix 3). Moreover, the survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and non-respondents the response bias is judged to be insignificant. The data is thought to be a good representation of a larger Herbert Hoover National Historic Site visitor population for the duration of the survey period.

## RESULTS

### Visitor and Group Characteristics

#### Visitor group size

##### Question 19a

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

##### Results

- 42% of visitors were in groups of two (see Figure 1).
- 33% were in groups of three or four.
- 18% were in groups of five or more.

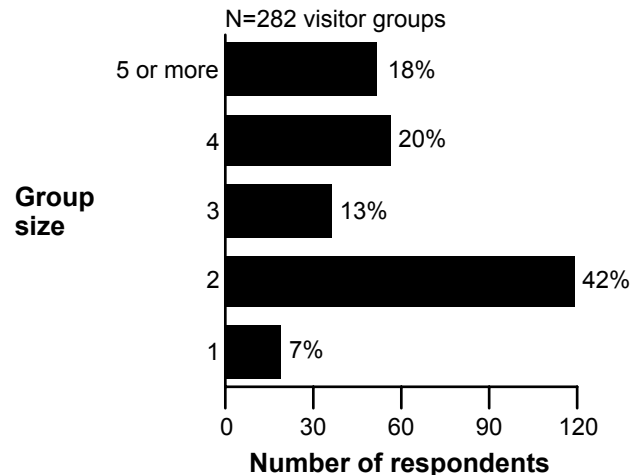


Figure 1: Group size

#### Visitor group type

##### Question 17

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

##### Results

- 75% of visitor groups were made up of family members (see Figure 2).
- 11% were with friends.
- “Other” groups (1%) were:

Nauvoo on the Road  
 Student volunteers for Hooverfest  
 Vietnam Vet 1 Battalion March  
 Reunion  
 With coworker on business trip

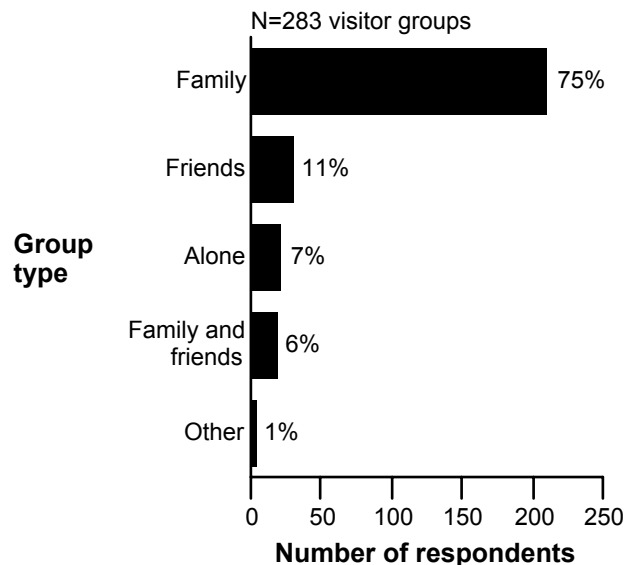


Figure 2: Group type

\*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 16a

On this visit, were you and your personal group with a commercial guided tour group?

### Results

- No visitor groups were with a commercial guided tour group (see Figure 3).

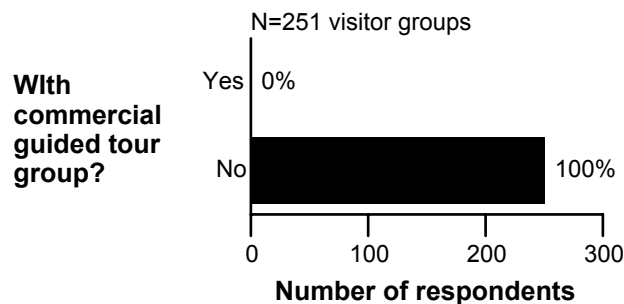


Figure 3: Visitors with a commercial guided tour group

### Question 16b

On this visit, were you and your personal group with a school/educational group?

### Results

- 1% of visitor groups were with a school/educational group (see Figure 4).

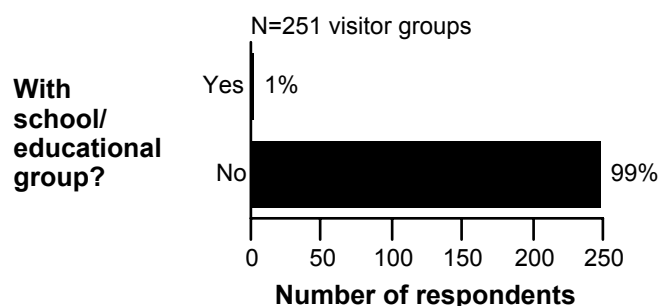


Figure 4: Visitors with a school/educational group

### Question 16c

On this visit, were you and your personal group with an other organized group (such as business group, scout group, etc.)?

### Results

- 2% of visitor groups were with an other organized group (see Figure 5).

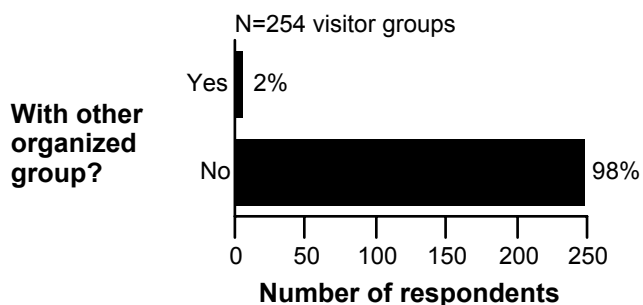


Figure 5: Visitors with an other organized group

\*total percentages do not equal 100 due to rounding

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

## United States visitors by state of residence

Question 18b

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

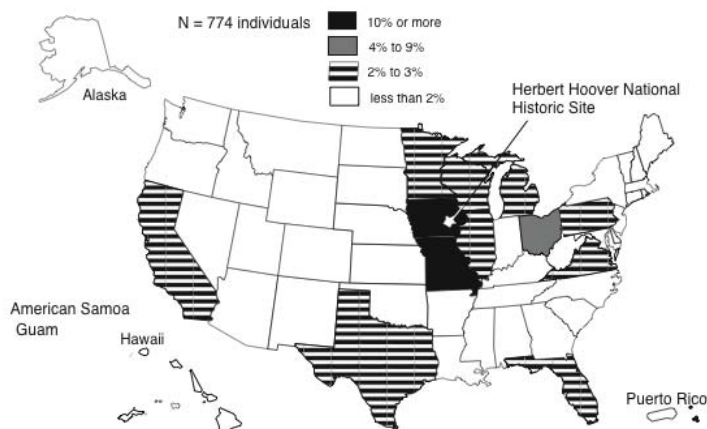
U.S. visitors were from 34 states, and comprised 99% of total visitation to the park during the survey period.

53% of U.S. visitors came from Iowa (see Table 3 and Map 1).

Smaller proportions of U.S. visitors came from 33 other states.

**Table 3: United States visitors by state of residence\***

State	Number of visitors	Percent of U.S. visitors N=774 individuals	Percent of total visitors N=782 individuals
Iowa	412	53	53
Illinois	44	6	6
Ohio	37	5	5
Missouri	34	4	4
Minnesota	26	3	3
Texas	17	2	2
Florida	16	2	2
Virginia	16	2	2
California	15	2	2
Michigan	15	2	2
Pennsylvania	14	2	2
Wisconsin	13	2	2
Colorado	11	1	1
Indiana	11	1	1
Oklahoma	11	1	1
Connecticut	9	1	1
New York	9	1	1
Washington	9	1	1
Nebraska	7	1	1
Arizona	6	1	1
Georgia	6	1	1
Massachusetts	6	1	1
Kansas	5	1	1
North Carolina	5	1	1
10 other states	20	3	3



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

\*total percentages do not equal 100 due to rounding

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

## International visitors by country of residence

### Question 18b

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.

Results – Interpret results with **CAUTION!**  
Not enough visitors responded to this question to provide reliable results (see Table 4).

**Table 4: International visitors by country of residence\***  
**CAUTION!**

Country	Number of visitors	Percent of international visitors N=8 individuals	Percent of total visitors N=782 individuals
Australia	4	50	<1
Germany	3	38	<1
Canada	1	13	<1

## Number of visits to the park

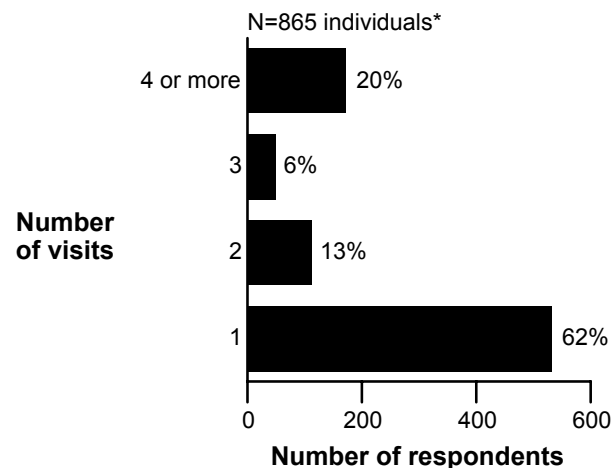
### Question 18c

For you and your personal group on this visit, how many times have you visited Herbert Hoover NHS in your lifetime (including this visit)?

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

### Results

- 62% of visitors had visited once in their lifetime (see Figure 6).
- 20% of visitors had visited the park four or more times.



**Figure 6: Number of visits to park in lifetime**

\*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 18a

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 91 years.
- 35% of visitors were in the 51-70 years age group (see Figure 7).
- 24% were 15 years or younger.
- 17% were 66 or older.

Age group  
(years)

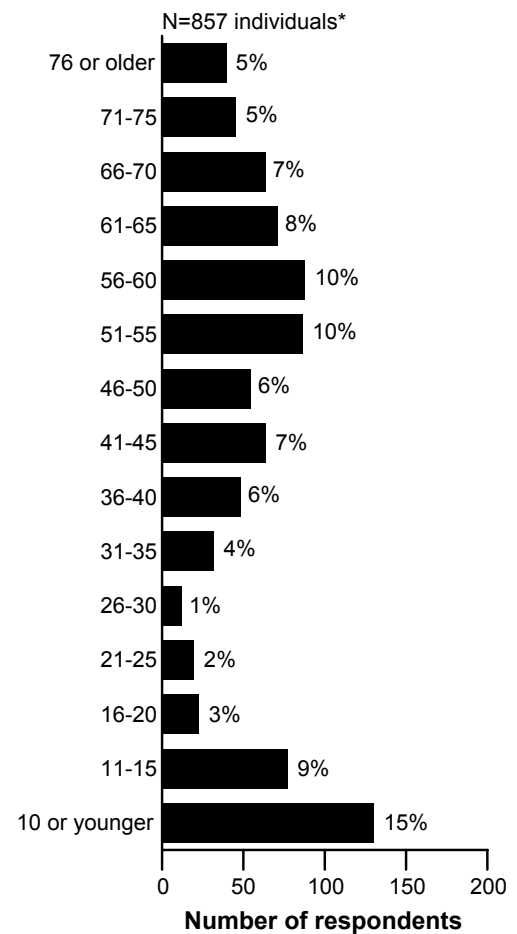


Figure 7: Visitor age

\*total percentages do not equal 100 due to rounding

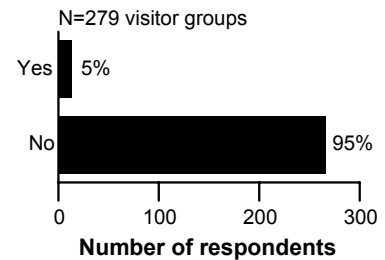
\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitors with physical conditions/impairments

### Question 20a

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

Have physical condition?



### Results

- 5% of visitor groups had members with physical conditions that made it difficult to access or participate in park services and activities (see Figure 8).

**Figure 8: Visitors with physical conditions**

### Question 20b

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

Results – Interpret results with **CAUTION!**

- Nine visitor groups made comments on services and activities that were difficult to access/participate in (see Table 5).

**Table 5: Services and activities that were difficult to access/participate in**  
N=9 comments

Site	Number of times mentioned
Walking	4
Could not enter Hoover House with wheelchair	1
Hoover Ball too far away	1
Seeing prairie	1
Walking/hiking through outdoor buildings	1
Unable to walk to burial site; road closed	1

\*total percentages do not equal 100 due to rounding

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



## Awareness of site management

### Question 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?

### Results

- 44% thought that both sites were managed by NPS (see Figure 9).
- 35% did not know who managed either site.

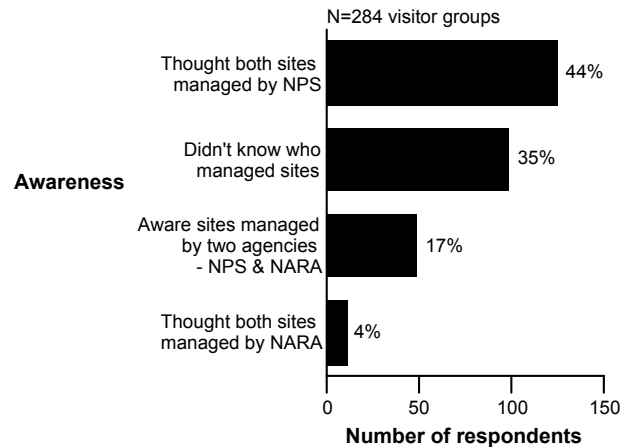


Figure 9: Awareness of site management

\*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 personal group get information about Herbert Hoover National Historic Site (NHS)?

#### Results

89% of visitor groups obtained information about Herbert Hoover NHS prior to their visit (see Figure 10).

- As shown in Figure 11, of those who obtained information prior to their visit, the most common sources were:

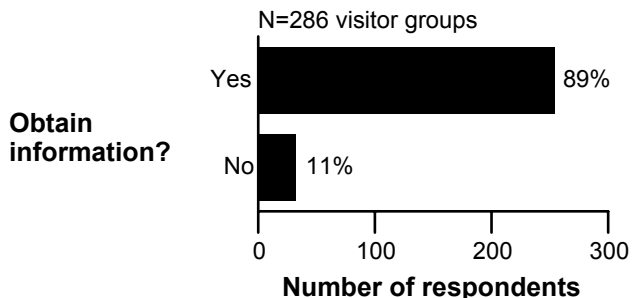
48% Previous visits  
39% Friends/relatives/word of mouth  
31% Newspaper/magazine/articles/books

- "Other historical parks/sites" (4%) were:

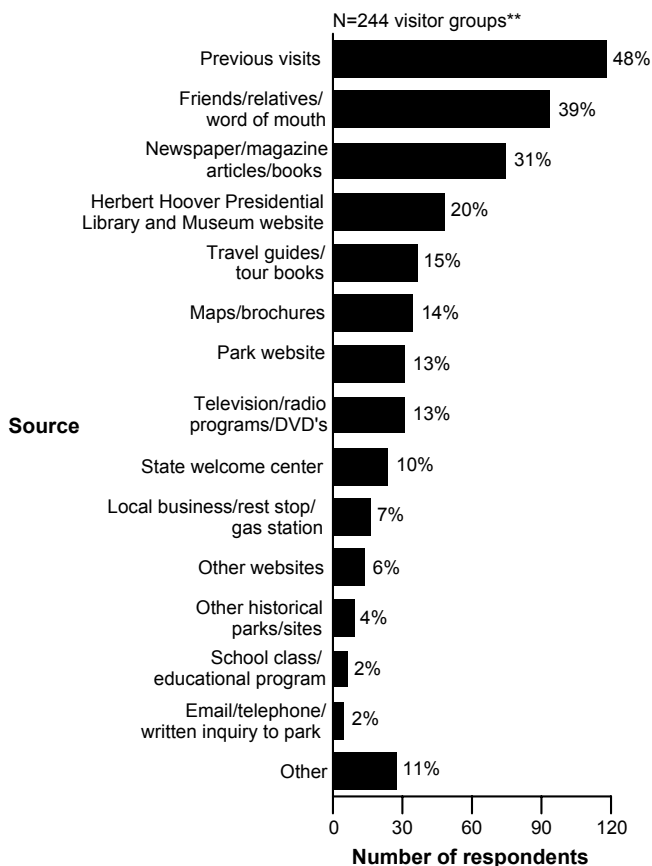
Amana Colonies  
Harry S. Truman Presidential Library  
John Deere Pavilion  
President Eisenhower Museum Library  
President Ford Museum  
Reagan Presidential Library

- "Other" sources (11%) were:

All shops  
Champagne's  
Coffee shop  
GPS  
Hooverfest  
Interstate signage  
Live nearby  
Members of Hoover Library Association  
National Parks Passport program/map  
Previous local resident  
Road signs



**Figure 10: Visitor groups who obtained information about the park prior to visit**



**Figure 11: Sources of information used by visitors prior to visit**

\*total percentages do not equal 100 due to rounding

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

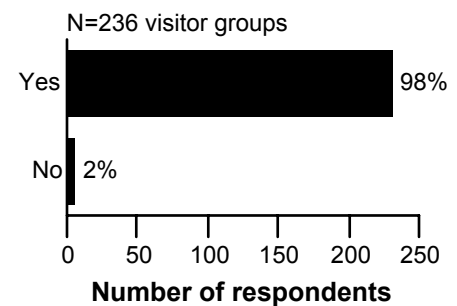
## Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

## Results

98% of visitor groups received needed information prior to their visit (see Figure 12).

Receive  
needed  
informaton?



**Figure 12: Visitor groups who received needed information prior to their visit**

## Question 1d

If NO, what type of park information did you and your personal group need that was not available?

Results – Interpret results with **CAUTION!**

- Five visitor groups answered this question.
- Additional information that visitor groups needed was:

Closures for special events  
Welcome Center brochure

\*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 for future visit

### Question 1b

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?

### Results

As shown in Figure 13, the most common sources of information visitor groups would prefer to use for a future visit were:

42% Park website  
40% Herbert Hoover Presidential Library and Museum website

“Other” preferred sources of information (2%) were:

All shops  
Champagne's  
Local newspaper press  
*Citizen/W.B. Times*  
Register's Annual Great Bicycle Ride Across Iowa information

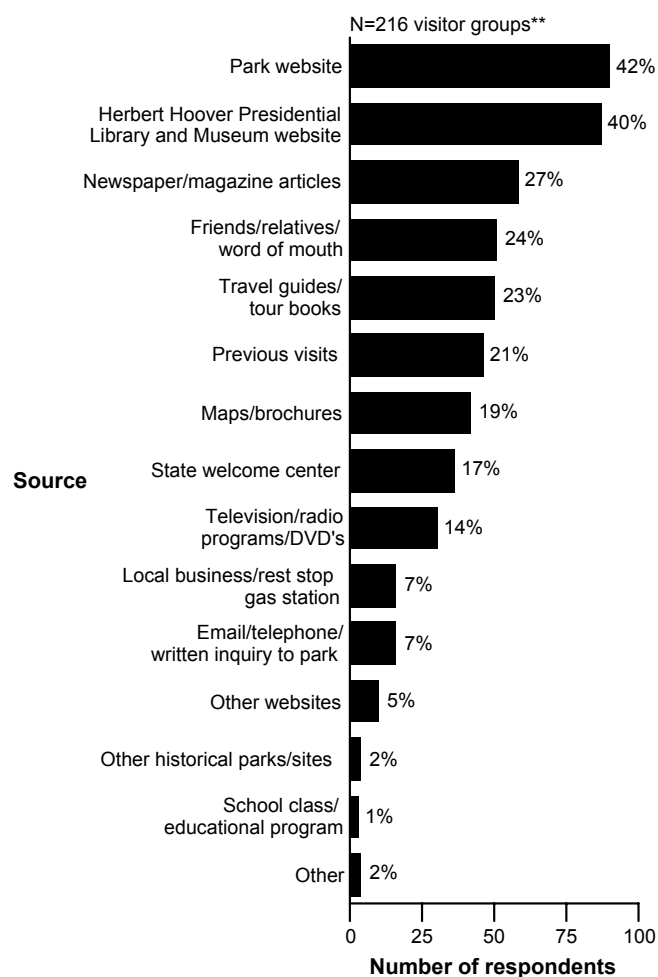


Figure 13: Sources of information preferred for a future visit

## Park as destination

### Question 3

On this trip to Herbert Hoover NHS, how did the site fit into your travel plans?

### Results

For 43% of visitor groups, Herbert Hoover NHS was the primary destination (see Figure 14).

The site was one of several destinations for 34% of visitor groups.

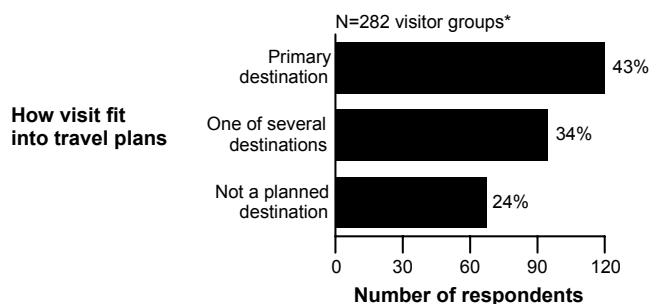


Figure 14: How visit fit into travel plans

\*total percentages do not equal 100 due to rounding

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

## Services in communities

### Question 8a

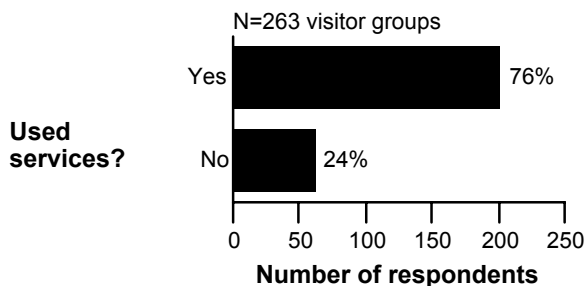
Please mark all the services that you and your personal group used that were specifically related to this visit in the nearby communities of West Branch, Coralville/Iowa City, Cedar Rapids, and truck stops/gas stations along I-80.

### Results

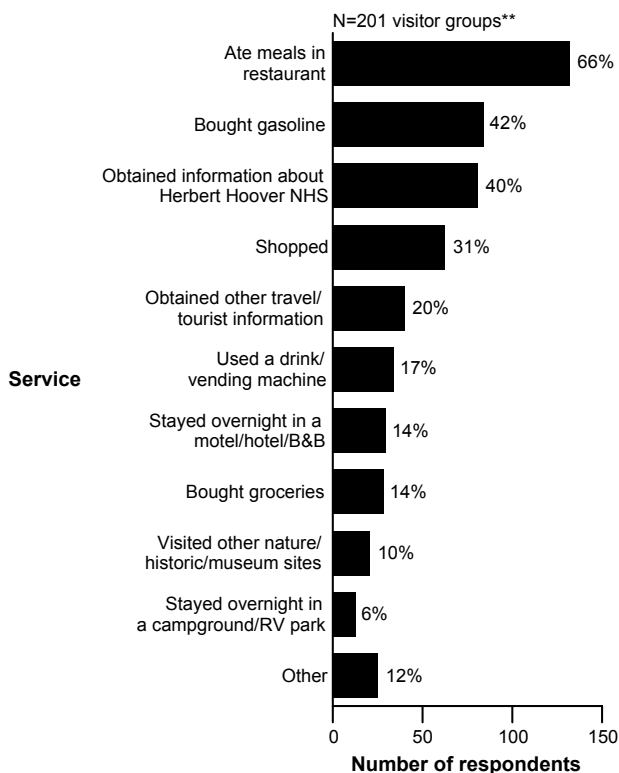
76% of visitor groups used services in nearby communities (see Figure 15).

As shown in Figure 16, the most common services used by visitor groups were:

- 66% Ate meals in restaurants
- 42% Bought gasoline
- 40% Obtained information about Herbert Hoover NHS
- Other services (12%) were:
  - Bought food from Boy Scouts
  - Movies in Iowa City
  - Old Capitol
  - Played disc golf
  - Quad Cities baseball, Davenport
  - Register's Annual Great Bicycle Ride
  - Restroom
  - RV repair at Ford dealer
  - Swam at Coralville Lake
  - Visited Amana Colonies
  - Visited Candy Kitchen in Wilton, Iowa
  - Visited the Raptor Center
  - Visited Wallace Winery
  - Went to a winery
  - World's Largest Wooden Nickel
- Table 6 shows the communities in which visitor groups obtained particular services.



**Figure 15: Visitor groups that used services in nearby communities**



**Figure 16: Services used in nearby communities**

\*total percentages do not equal 100 due to rounding

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

**Table 6: Services used in nearby communities**

N=number of visitor groups

Location	N	Proportion of visitor groups that used services (%)**			
		West Branch	Coralville/Iowa City	Cedar Rapids	I-80 truck stops and gas stations
Bought gasoline	84	17	39	35	62
Ate meals in restaurants	132	47	77	39	35
Used drink/vending machine	34	14	9	4	11
Bought groceries – <b>CAUTION!</b>	28	8	19	0	0
Stayed overnight in a motel/hotel/B&B – <b>CAUTION!</b>	29	1	29	9	11
Stayed overnight in a campground/RV park – <b>CAUTION!</b>	12	0	6	22	3
Shopped	63	25	39	26	8
Obtained information about Herbert Hoover NHS	81	47	9	4	3
Obtained other travel/tourist information	40	18	4	17	16
Visited other nature/historic/ museum sites – <b>CAUTION!</b>	21	5	12	17	0
Other – <b>CAUTION!</b>	25	8	9	9	0

\*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

Do you have any comments about community services?

Results – Interpret results with **CAUTION!**

- Twenty visitor groups made comments on services in the nearby communities (see Table 7).

**Table 7: Comments on services in communities**

N=24 comments;  
some visitors made more than one comment.

Community	Service	Comment
West Branch	Food	Clean Friendly service More eating options prior to 4:30 p.m. Needs more parking Purchased food/drink at Hooverfest West Branch Restaurant was not a good choice
I-80 rest stop	Restaurant	Clean Superior
Unspecified community	Restaurants	Friendly staff Food was great Helpful staff Limited, inadequate Very accommodating Went to three places - only one was open
	Food	Food was great Need an ice cream shop downtown Very limited
	Lodging	Unable to find sleeping accommodations
	Shopping	Delightful shop and shopkeeper
	Winery	Great small town winery
	Other	Hooverball schedule - hour by hour Need a listing of locations and times

\*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 4a

On this visit, were the interstate signs directing you and your personal group to Herbert Hoover NHS adequate?

### Results

78% of visitor groups indicated that interstate signs were adequate to direct them to the site (see Figure 17).

- 21% of visitor groups did not use interstate signs to direct them to the site.

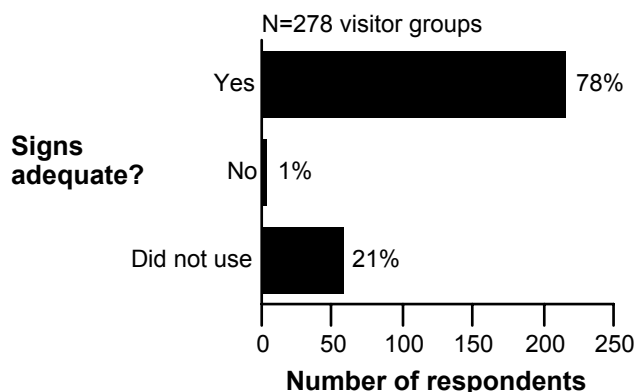


Figure 17: Adequacy of interstate signs

### Question 4b

On this visit, were the state highway signs directing you and your personal group to Herbert Hoover NHS adequate?

### Results

- 55% of visitor groups indicated that state highway signs were adequate to direct them to the site (see Figure 18).
- 43% of visitor groups did not use state highway signs to direct them to the site.

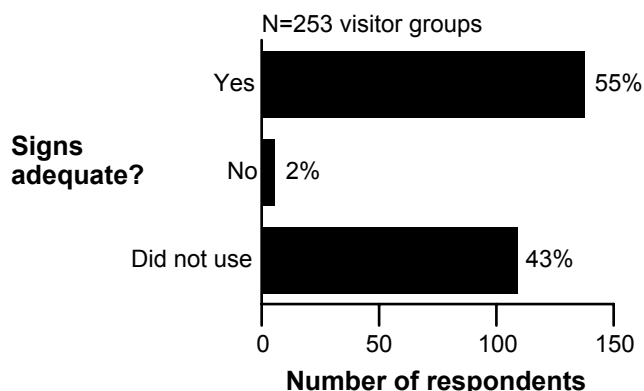


Figure 18: Adequacy of state highway signs

### Question 4c

On this visit, were the city street signs in communities directing you and your personal group to Herbert Hoover NHS adequate?

### Results

- 74% of visitor groups indicated that city street signs in communities were adequate to direct them to the site (see Figure 19).
- 23% of visitor groups did not use city street signs in communities to direct them to the site.

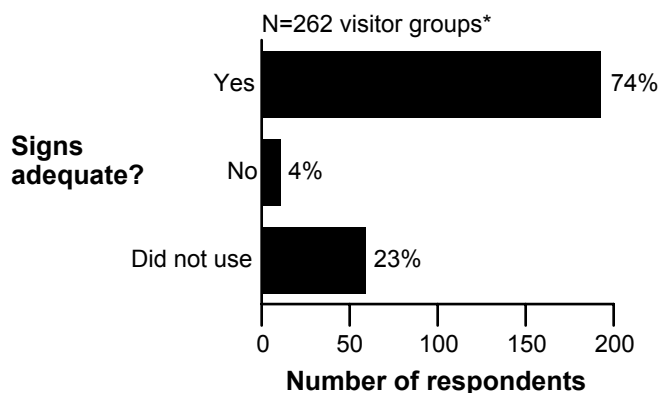


Figure 19: Adequacy of signs in communities

\*total percentages do not equal 100 due to rounding

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



## Question 4d

If you answered NO to any of the above,  
please explain.

Results – Interpret results with **CAUTION!**

- Eighteen visitor groups made comments on directional signs (see Table 8).

**Table 8: Visitor comments on directional signs**

N=18 comments

Comment	Number of times mentioned
Need more signage in West Branch	3
Used GPS	2
Did not see signs	1
Did not see signs on interstate	1
Got lost on state highway	1
Improve signs for parking	1
Need more signs for Herbert Hoover Library	1
Need signs to announce tour	1
Needed directions in West Branch	1
No indication how to get to park site from Hwy 218	1
Signs in community (unspecified) unsatisfactory	1
Signs needed on Main Street (town not specified)	1
Site is marked on state map	1
Too few signs in Iowa City	1
Visitor center sign too small, low	1

\*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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## Number of vehicles

---

### Question 19b

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

### Results

91% of visitor groups used one vehicle to arrive at the park (see Figure 20).

9% used two or more vehicles.

### Number of vehicles

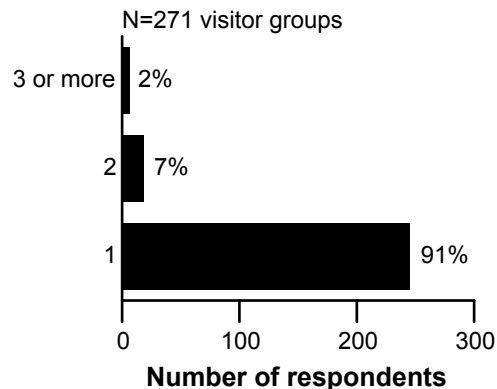


Figure 20: Number of vehicles used to arrive at the park

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## Number of park entries

---

### Question 19c

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

### Results

80% of visitor groups entered the park once (see Figure 21).

19% entered two or more times.

### Number of entries

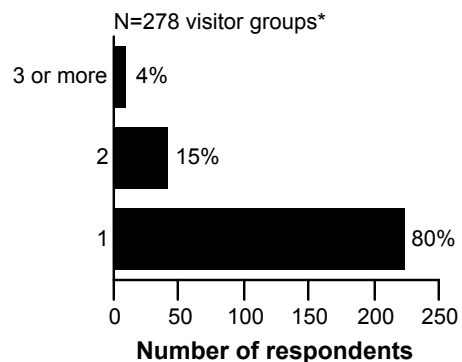


Figure 21: Number of entries

\*total percentages do not equal 100 due to rounding

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

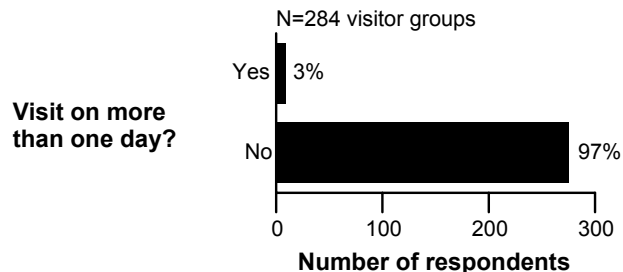
## Length of stay

### Question 6a

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

### Results

- 3% of visitor groups visited the park on more than one day (see Figure 22).



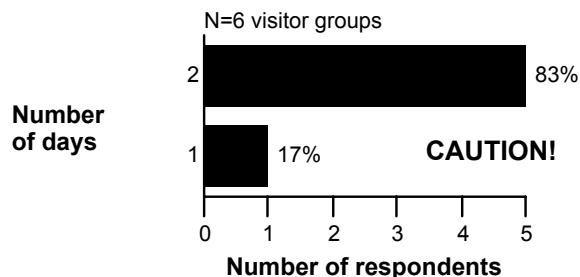
**Figure 22: Visitor groups that spent more than one day visiting the park**

### Question 6b

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

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

- Not enough visitors groups responded to provided reliable data (see Figure 23).



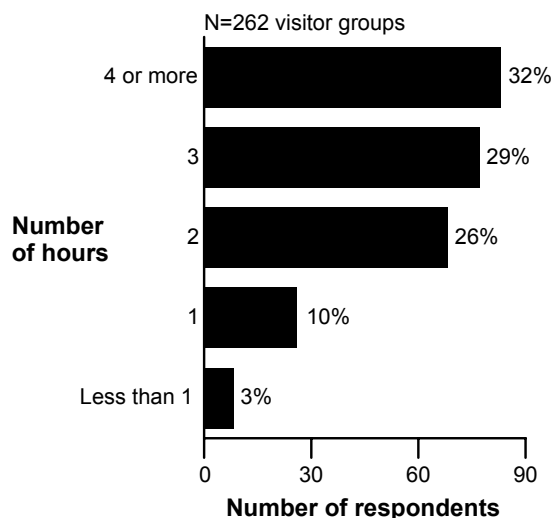
**Figure 23: Number of days spent visiting the park**

### Question 6c

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

### Results

- 55% of visitor groups two or three hours visiting the Herbert Hoover NHS (see Figure 24).
- 32% spent four or more hours.
- The average length of stay for visitor groups that spent less than 24 hours was 3.1 hours.



**Figure 24: Number of hours spent visiting the park**

### Average time spent

- The average amount of time spent in the park, including days and hours, for all visitor groups was 3.4 hours.

\*total percentages do not equal 100 due to rounding

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

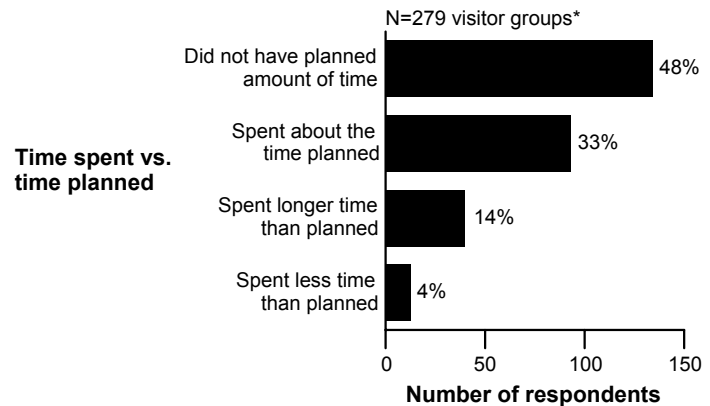
## Time spent at park compared to time planned

### Question 6d

Compared with what you had planned, how much time did you and your group spend visiting Herbert Hoover NHS?

### Results

- 48% of visitor groups did not have a planned amount of time to spend at the park (see Figure 25).
- 33% spent about the time planned.



**Figure 25: Time spent at park compared to time planned**

\*total percentages do not equal 100 due to rounding

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

## Sites visited

### Question 9a

For this visit, please indicate all the sites that you and your personal group visited at Herbert Hoover NHS?

### Results

- As shown in Figure 26, the most commonly visited sites at Herbert Hoover NHS were:
  - 89% Birthplace Cottage
  - 80% Blacksmith Shop
  - 74% Herbert Hoover Presidential Library/Museum
  - 72% Schoolhouse
- The least commonly visited site was House of the Maples (14%).

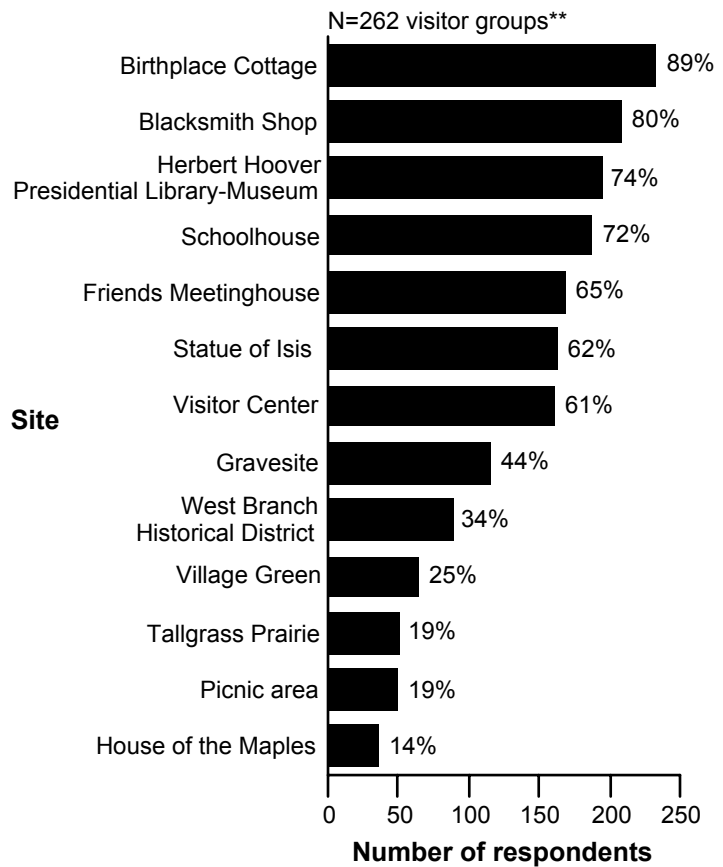


Figure 26: Sites visited

\*total percentages do not equal 100 due to rounding

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

## Sites visited first

### Question 9b

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

### Results

- As shown in Figure 27, the most common sites visitor groups visited first were:

43% Visitor center  
20% Herbert Hoover Presidential Library/Museum  
14% Birthplace Cottage

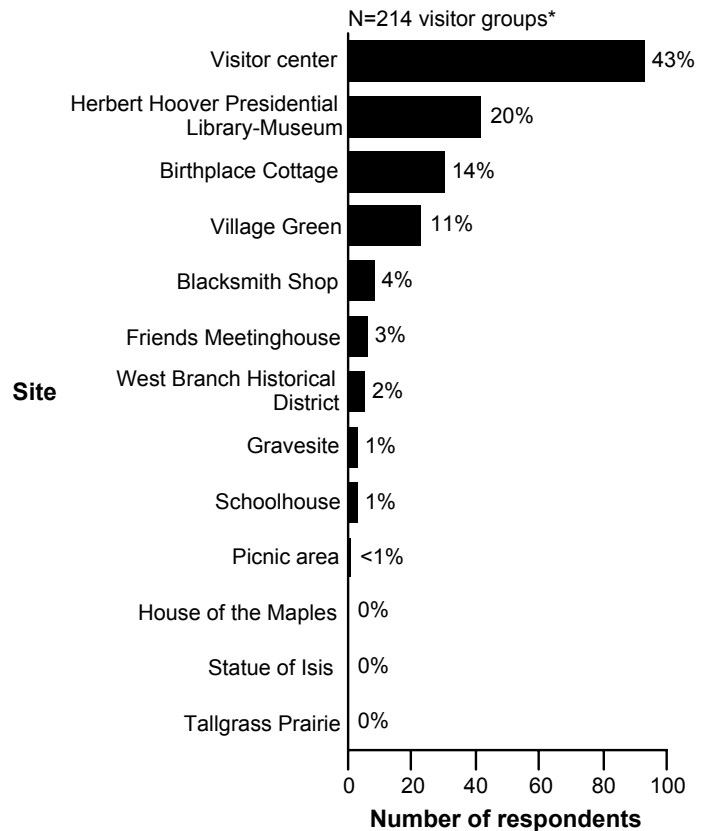


Figure 27: Site visited first

\*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 5a

On this visit, in which activities did you and your group expect to participate?

### Results

- As shown in Figure 28, the most common activities in which visitor groups expected to participate were:

71% Learning/researching history  
37% Attending Hooverfest  
31% Walking/hiking on trail

- “Other” expected activities (6%) were:

Children's activities  
Doll exhibit  
Historic vignettes  
History discussion  
Hoover Ball  
Junior Ranger program  
Museum tour  
See historic buildings  
Seeing gravesite  
Special exhibit  
Visitor center  
Walking

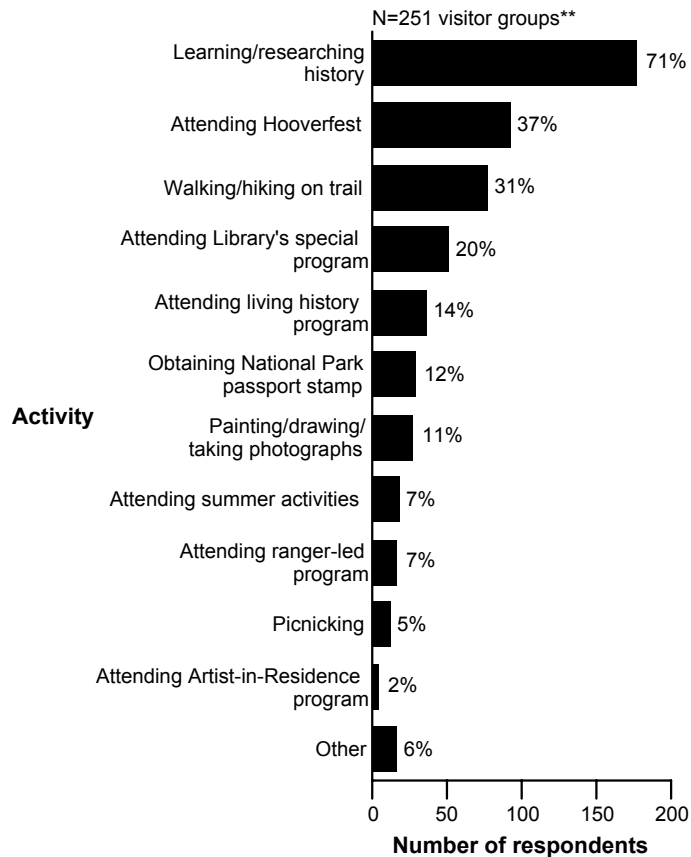


Figure 28: Expected activities

\*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 5b

In which activities did you and your group actually participate on this visit?

### Results

- As shown in Figure 29, the most common activities, in which visitor groups participated were:

70% Learning/researching history  
41% Walking/hiking on trail  
37% Attending Hooverfest

- The least common activity was:

4% Attending Artist-in-Residence program

- “Other” activities (6%) were:

Children's activities  
Doll exhibits  
History discussion  
Junior Ranger program  
Seeing stream where Hoover fished  
Visiting buildings  
Visiting graves  
Visitor center  
Walking through grounds  
Watching Hoover video

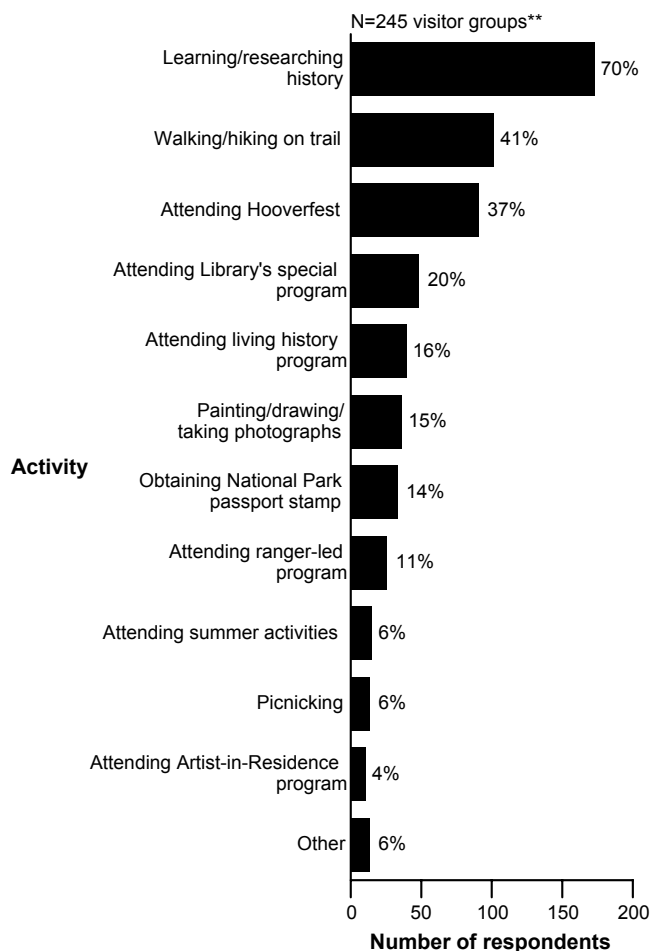


Figure 29: Activities on this visit

\*total percentages do not equal 100 due to rounding

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



## Topics learned about, this visit

### Question 7a

On this visit to Herbert Hoover NHS, did you and your personal group learn about the following topics?

### Results

- As shown in Figure 30, topics that most visitor groups learned about were:

90% Hoover's humble beginnings  
84% Hoover's childhood family and fellowship

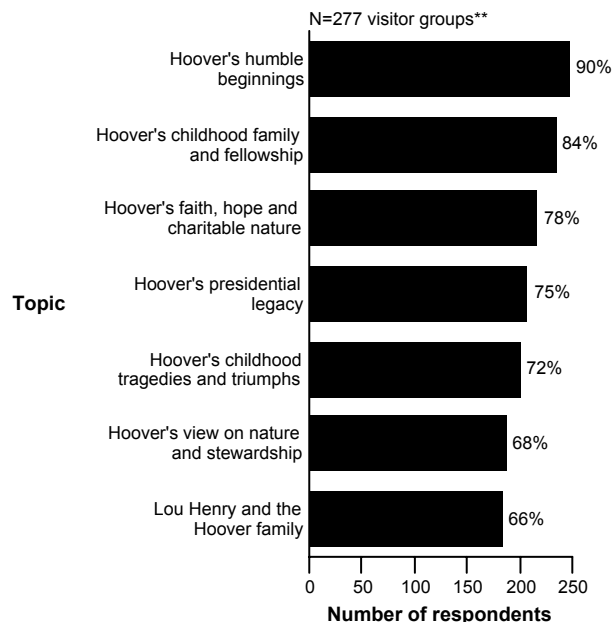


Figure 30: Topics visitor groups learned about on this visit

## Topics interested in learning about, future visit

### Question 7b

Would you and your personal group be interested in learning about these topics if you were to visit Herbert Hoover NHS in the future?

### Results

- As shown in Figure 31, the topics that most visitor groups were most interested in learning about on a future visit were:

78% Hoover's presidential legacy  
76% Lou Henry and the Hoover family

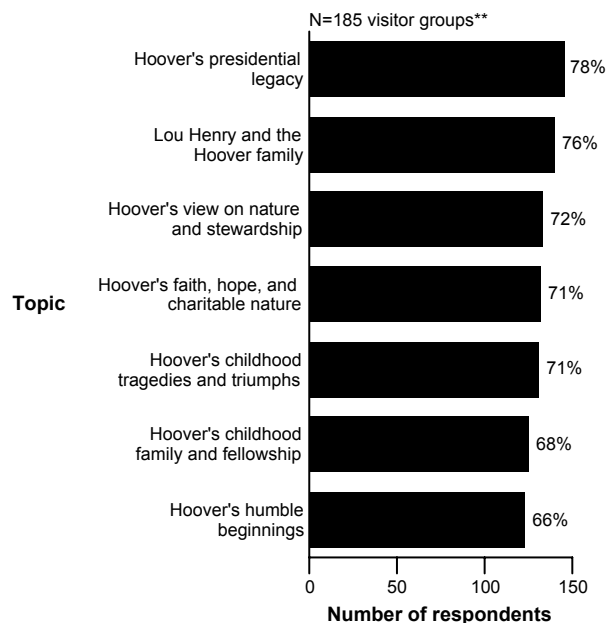


Figure 31: Topics of interest for a future visit

\*total percentages do not equal 100 due to rounding

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

## Question 7c

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

## Results

- Fourteen percent of visitor groups (N=41) listed additional topics they were interested in learning about (see Table 9).

**Table 9: Additional topics to learn about**

N=41 comments

Topic	Number of times mentioned
Hoover's children and what they became	4
Hoover's life after presidency	4
Hoover role during the Great Depression	3
Doll exhibit	2
History of immediate surrounding area	2
Hoover's activities prior to presidency	2
Lou Hoover	2
Architecture, furnishings, lifestyle	1
Belgian relief	1
Comparison of the state of the economy today	1
Depression era economic issues	1
Economy of West Branch	1
Enjoy hearing programs on all past presidents	1
Guided tour	1
Hoover and MacArthur's relationship	1
Hoover's plans to help Europe after World War I	1
Hoover's siblings	1
Hoover's time in Oregon	1
How his faith in God affected his life.	1
How Hoover's father died	1
Love his Christmas time traditions	1
More information on the blacksmith shop	1
Political, economic, international climate during administration	1
Quaker life	1
The Depression	1
The work he did for the world outside his presidency	1
The years following his presidency up to WWII	1
Why Hoover failed to reverse the Great Depression	1
World peace	1

\*total percentages do not equal 100 due to rounding

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

## Learning about Herbert Hoover

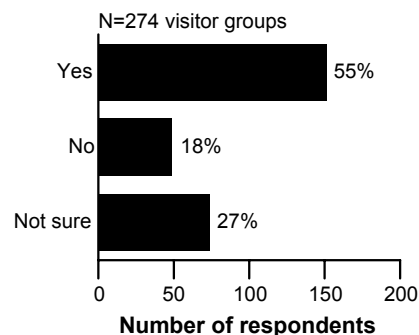
### Question 11a

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?

### Results

- 55% of visitor groups learned something about Herbert Hoover that was relevant or meaningful to their lives today (see Figure 32).
- 27% were “not sure.”

Learn  
something  
meaningful  
or relevant?



**Figure 32: Visitor groups that learned something relevant or meaningful about Herbert Hoover**

### Question 11b

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

### Results

- Forty-nine percent of visitor groups (N=140) listed ways in which Hoover's life was relevant to theirs today (see Table 10).

**Table 10: Relevance of Hoover's life**  
N=181 comments;  
some visitor groups made more than one comment.

Topic	Number of times mentioned
Importance of helping others	16
Humanitarianism	15
His humble beginnings	7
Charitable work	7
Compassion/generosity	6
Perseverance	6
Public service	6
Concern for children	5
Hard worker	5
Work with UNICEF	5
Despite personal challenges, able to contribute	4
Feeding the poor/hungry	4
Career in engineering	3
Faith	3
Importance of education	3
Volunteerism	3
Ability to overcome challenges	2
Cared about Iowa	2
Concern for Europe's hungry	2

\*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: Relevance of Hoover's life**  
(continued)

Site	Number of times mentioned
Concern for the underprivileged	2
Conservation ethic	2
Decisions made in times of crisis	2
Desire to work for peace	2
Educate/inspire our children	2
Hardships of the Depression	2
Helped people after his presidency	2
Honesty/integrity	2
Love of simple things in life	2
Remained active	2
Service to country	2
Should not be blamed for Depression	2
Took no salary as president	2
Advocate for peace	1
Belief in oneself	1
Benevolence	1
Christian values	1
Concern for future of the US	1
Creation of humanitarian agencies	1
Effect of his up-bringing on later life	1
Effect of the Depression	1
Faith of nonviolence	1
Family	1
Friends Church	1
Friendships	1
Grass roots community effort	1
He was a better person than I knew	1
His stewardship	1
His views on the economy	1
History of a great American	1
Hope for mankind	1
I can make a difference	1
Importance of food to nations	1
Importance of fortitude/adaptation	1
Importance of making positive change	1
Importance of the extended family	1
Inspired to help the poor	1
Instituted new programs	1
Interest in orphans	1
Learned about Hoover's presidency	1
Life is an adventure	1
Living on a budget	1
Love of nature	1
Many facets of a public personality	1
Moral/ethical	1
Our country needs a leader with his philosophy	1
Political ups and down happen today	1

\*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: Relevance of Hoover's life**  
(continued)

Topic	Number of times mentioned
President's leisure time	1
Religious upbringing	1
Scenic views	1
Self-reliance	1
Self-sacrifice during wartime	1
Show what one can do with determination	1
Showed God's love	1
Standardization	1
Stay true self and family	1
Strong ethics/values	1
Support for national parks	1
The manner in which redeemed himself after market crash	1
Understanding challenges of the presidency	1
Visiting the gravesite	1
Wanted to write more books	1
Was from Iowa	1
What he did for Europe	1
World views	1

\*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

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

## Results

- Fifty-four percent of visitor groups (N=155) listed stories about Hoover's life and legacy that they would like to share with family and friends (see Table 11).

**Table 11: Stories to share**  
N=166 comments;  
some visitor groups made more than one comment.

Story	Number of times mentioned
European famine relief after WWII	29
Hoover's humanitarian work/philanthropy	17
Belgian relief	10
Hoover's humble beginnings	9
Hoover as an orphan	8
Hoover's compassionate/generous nature	8
Early career in engineering	8
Hoover's personal tragedy	4
Quaker background	4
Childhood experience in West Branch	3
Giving away Presidential salary	3
Hoover's time in Australia	3
Hoover's work in China	3
Small house	3
Feeding children during the war	2
Hoover's activities prior to presidency	2
Hoover's childhood	2
Hoover's faith, hope, charitable nature	2
Hoover's faith in God	2
Hoover's travels	2
Post-presidential service	2
Wife's involvement with Girl Scouts	2
Aid to Russia	1
Blacksmithing	1
Connection to Iowa	1
Connection to University of Iowa	1
Decision to leave papers with library, not Stanford	1
Depression Era	1
Economic ideas	1
Extended family support	1
Family teachings	1
First born of Mississippi	1
Fishing in Virginia	1
Friendship with Truman	1
He was an Iowa Friends Church Quaker like us	1
His world connections	1
Hoover Ball	1
Hoover's concern for children	1
Hoover's concern for his country	1
Hoover's personal life	1

\*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: Stories to share**  
(continued)

Story	Number of times mentioned
Hoover's wealth, charitableness, wisdom	1
International charity	1
Journey to California with no money	1
Leadership	1
Love for his wife	1
Love of Iowa	1
Marshall Plan	1
Meeting with Lou Henry	1
Move to Oregon	1
National Association of Social Workers	1
Parents' love	1
Peace work	1
Post-war aid	1
Presidential legacy	1
Quaker presidencies	1
Radio/FCC experiences	1
Republican and conservationist	1
Stanford experience	1
Stepping on a hot horseshoe	1
Vision of how to handle the Depression	1

\*total percentages do not equal 100 due to rounding

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

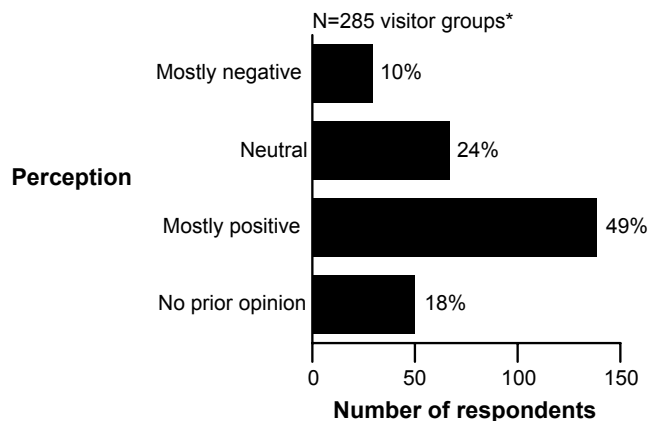
## Perceptions of Herbert Hoover

### Question 10a

Prior to this visit to Herbert Hoover NHS, what was your perception of Herbert Hoover?

### Results

- 49% of visitor groups had a “mostly positive” perception of Herbert Hoover prior to their visit (see Figure 33).
- 24% were “neutral.”



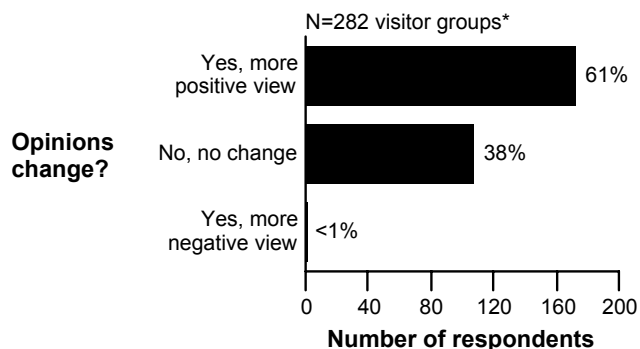
**Figure 33: Visitor groups' perceptions of Herbert Hoover prior to visit**

### Question 10b

As a result of this visit, has your opinion of Herbert Hoover changed?

### Results

- 61% of visitor groups had a “more positive view” of Herbert Hoover as a result of their visit (see Figure 34).
- 38% had “no change.”



**Figure 34: Change in visitor groups' opinions of Herbert Hoover as a result of visit**

\*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/facilities used at Herbert Hoover Presidential Library and Museum

#### Question 13a

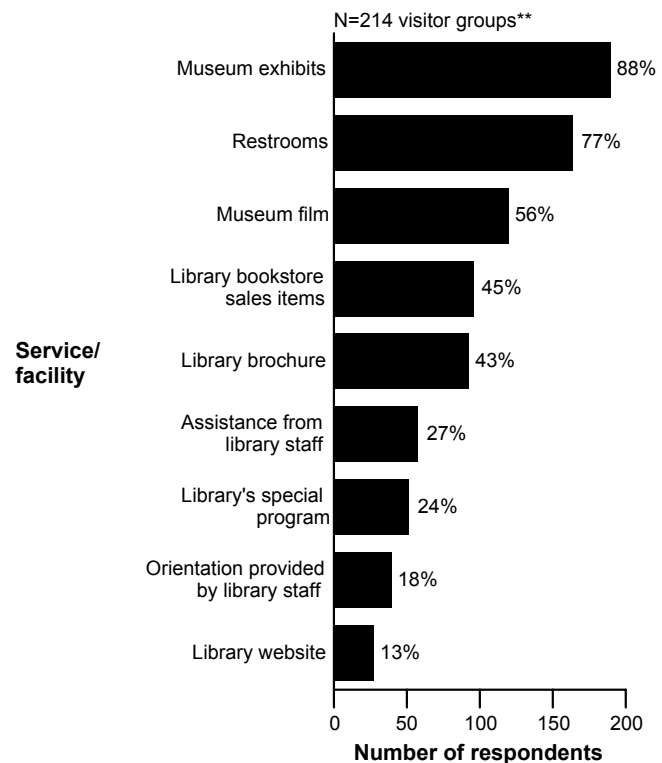
Please indicate all visitor services and facilities at the Herbert Hoover Presidential Library and Museum that you or your personal group used.

#### Results

- As shown in Figure 35, the visitor services and facilities at the Library and Museum most commonly used by visitor groups were:

88% Museum exhibits  
77% Restrooms  
56% Museum film

- The least used service/facility was:  
13% Library website



**Figure 35: Visitor services and facilities used at the Herbert Hoover Presidential Library and Museum**

\*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 at Library and Museum

### Question 13b

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

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

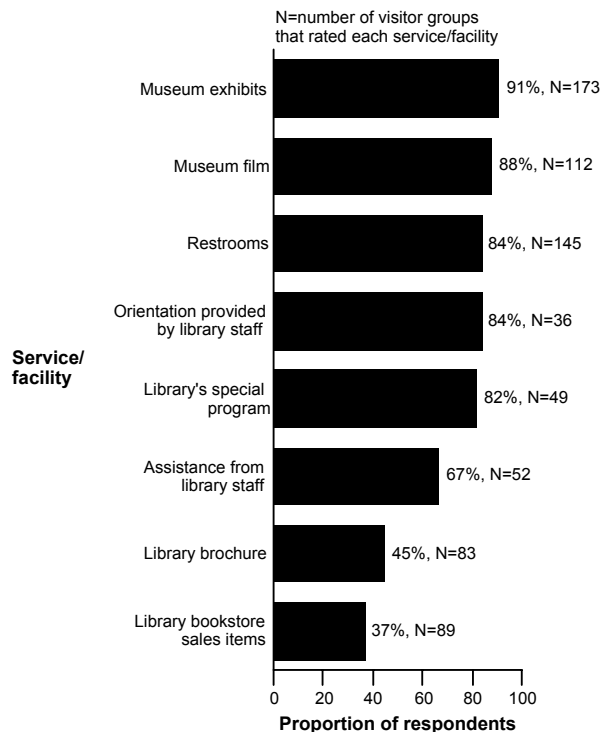
### Results

- Figure 36 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities at Library and Museum that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 91% Museum exhibits
- 88% Museum film
- 84% Restrooms

- Figures 37 to 45 show the importance ratings for each service/facility.
- Of the services/facilities rated by 30 or more visitor groups, those receiving the highest “not important” ratings was:

- 3% Library bookstore sales items



**Figure 36: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities at the Library and Museum**

\*total percentages do not equal 100 due to rounding

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

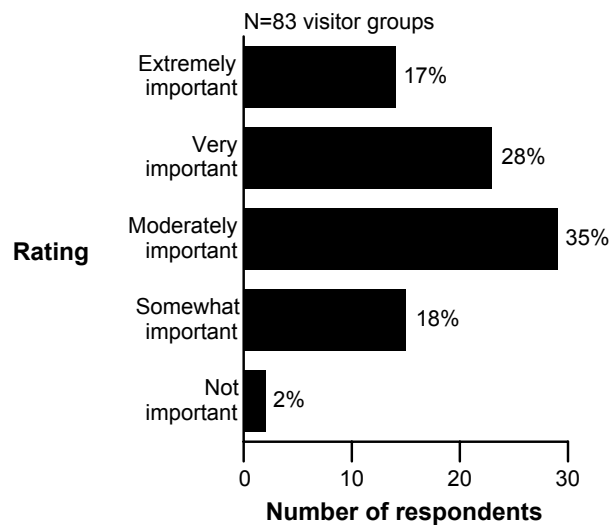


Figure 37: Importance of Library brochure

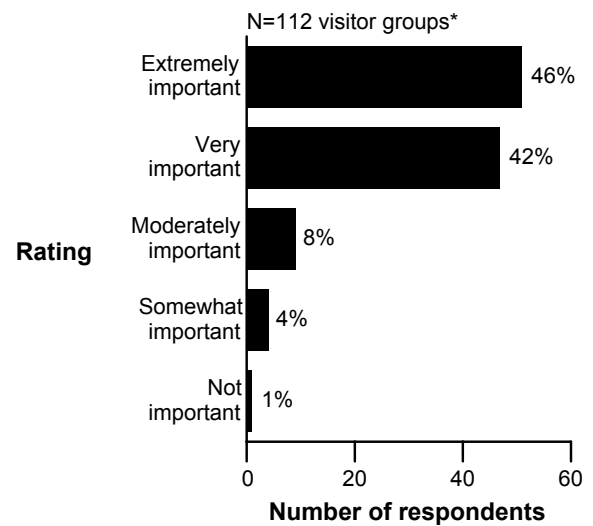


Figure 38: Importance of Museum film

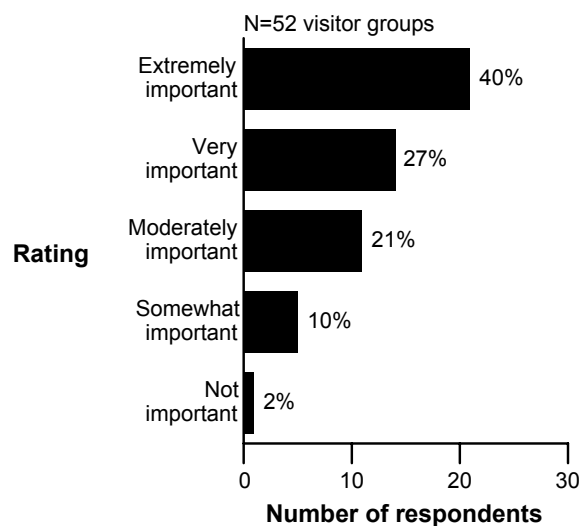


Figure 39: Importance of assistance from Library staff

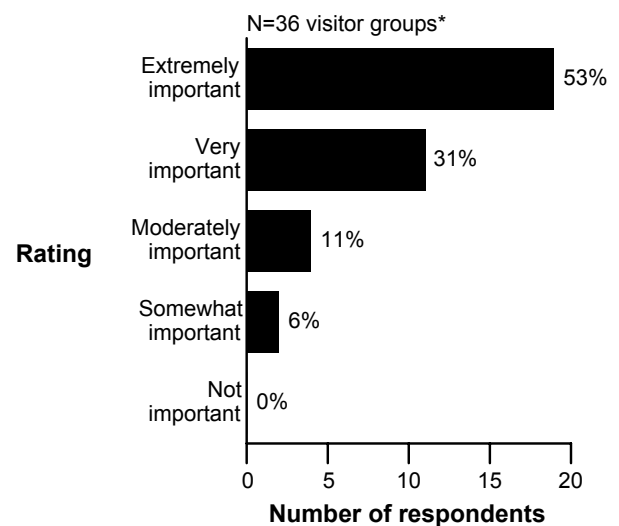


Figure 40: Importance of orientation provided by Library staff

\*total percentages do not equal 100 due to rounding

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

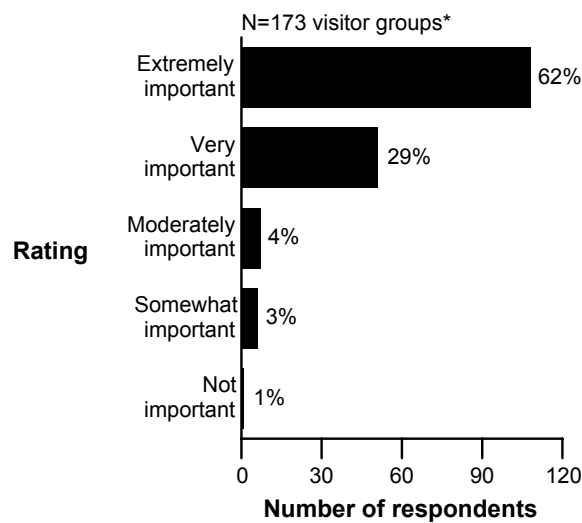


Figure 41: Importance of Museum exhibits

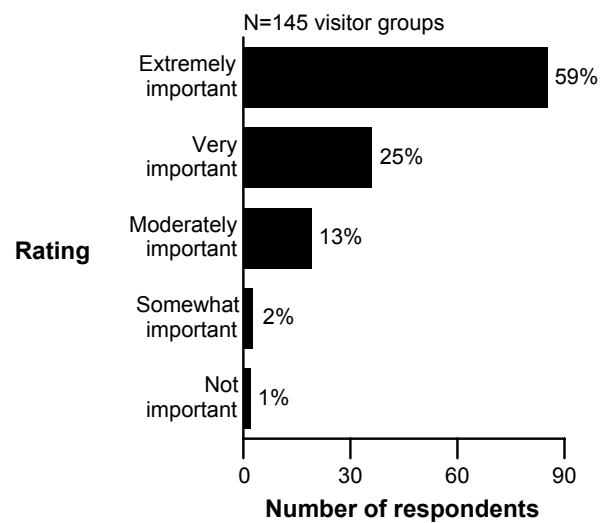


Figure 42: Importance of restrooms

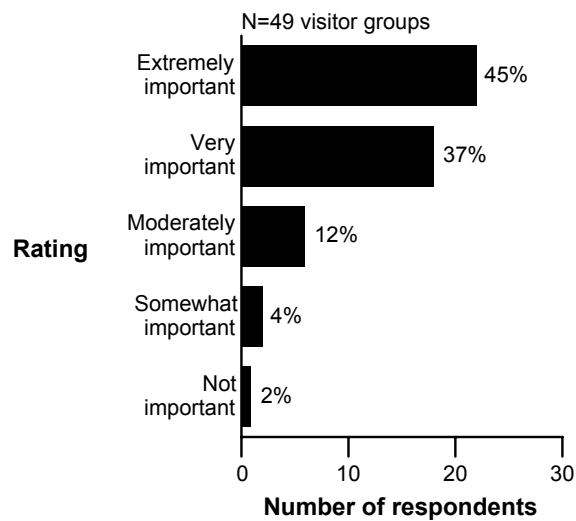
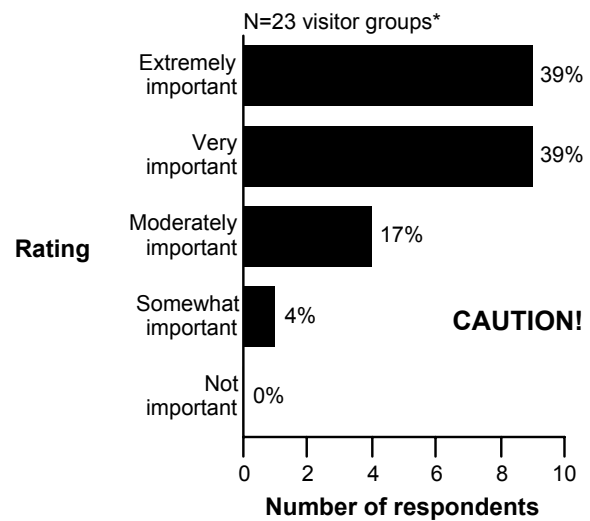
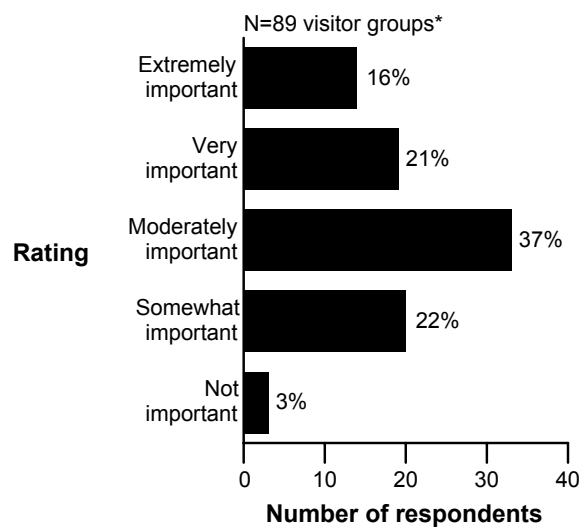


Figure 43: Importance of Library's special programs

Figure 44: Importance of Library website ([www.hoover.archives.gov](http://www.hoover.archives.gov))

\*total percentages do not equal 100 due to rounding

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



**Figure 45: Importance of Library bookstore sales items**

\*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 at Library and Museum

### Question 13c

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

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

### Results

- Figure 46 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities at Library and Museum 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:

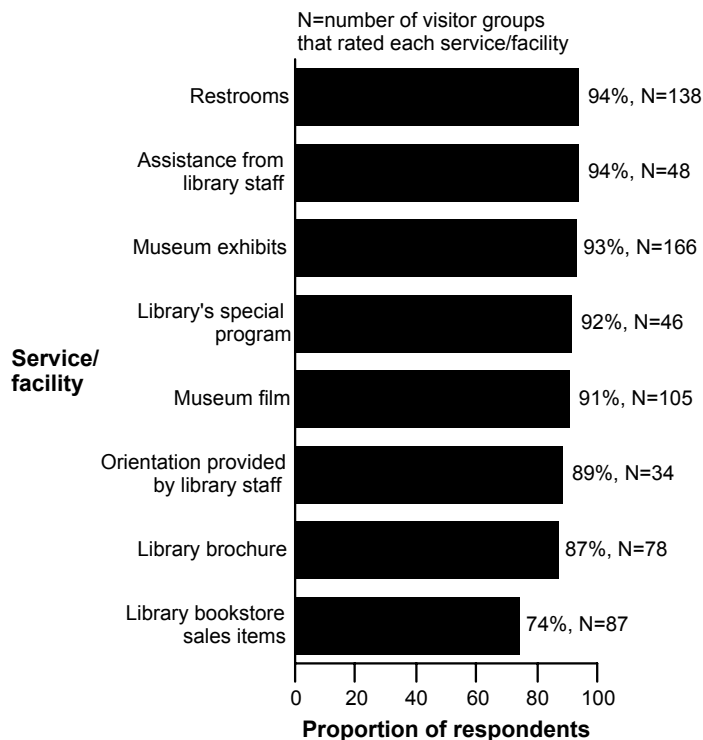
94% Restrooms

94% Assistance from library staff

93% Museum exhibits

- Figures 47 to 55 show the quality ratings for each service/facility.
- Of the services/facilities rated by 30 or more visitor groups, the one receiving the highest “very poor” quality rating was:

2% Assistance from Library staff



**Figure 46: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities at the Herbert Hoover Library and Museum**

\*total percentages do not equal 100 due to rounding

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

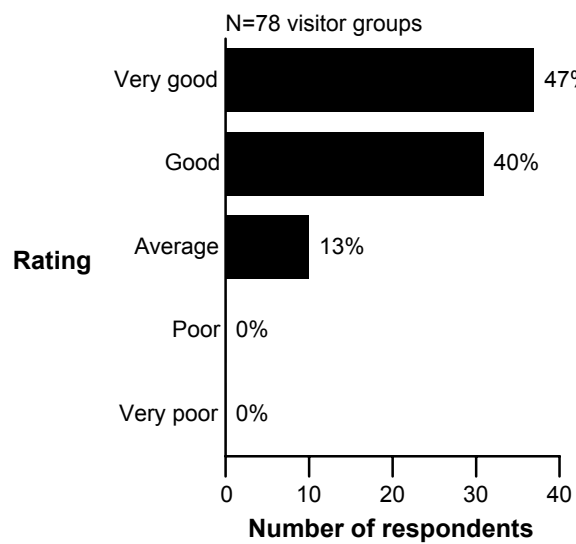


Figure 47: Quality of Library brochure

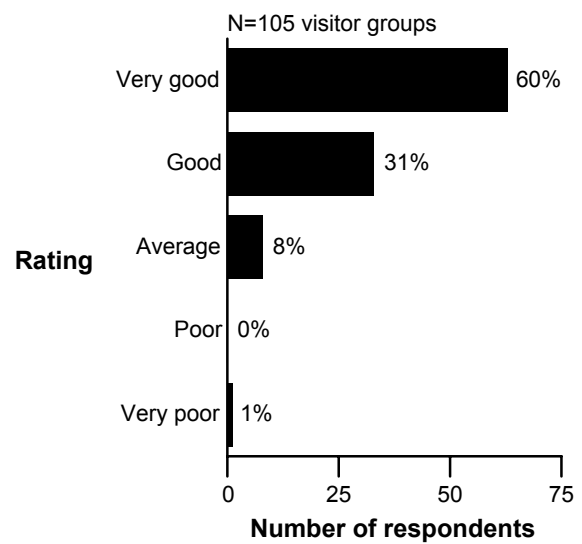


Figure 48: Quality of Museum film

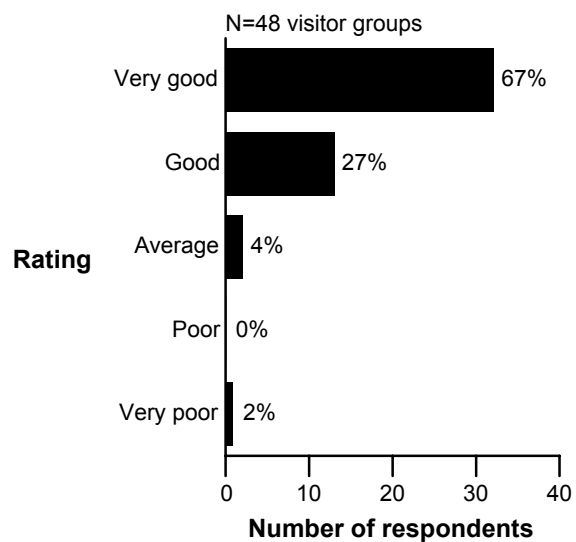


Figure 49: Quality of assistance from Library staff

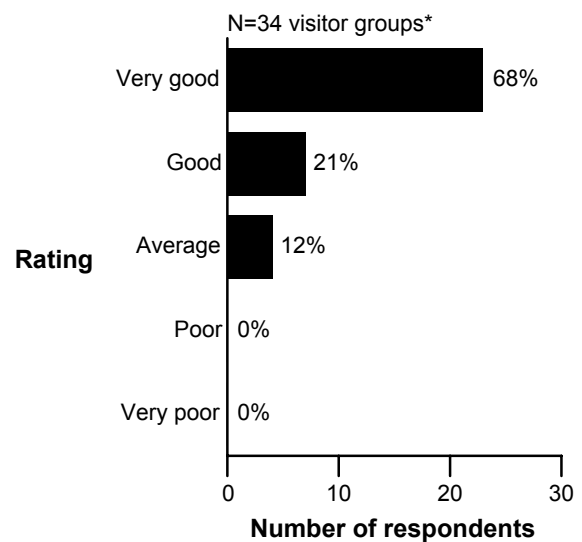


Figure 50: Quality of orientation provided by Library staff

\*total percentages do not equal 100 due to rounding

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

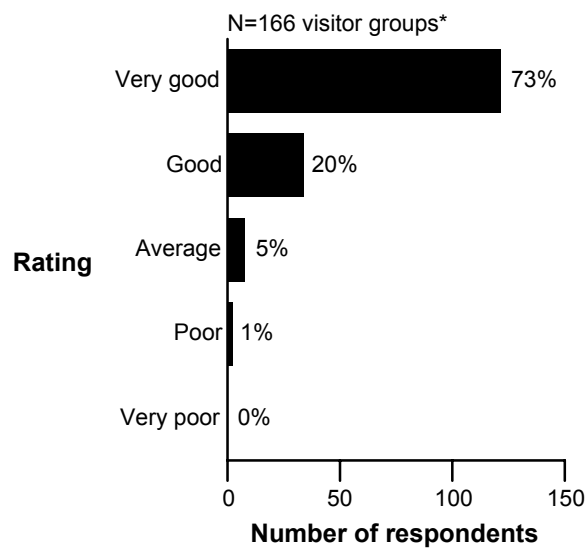


Figure 51: Quality of Museum exhibits

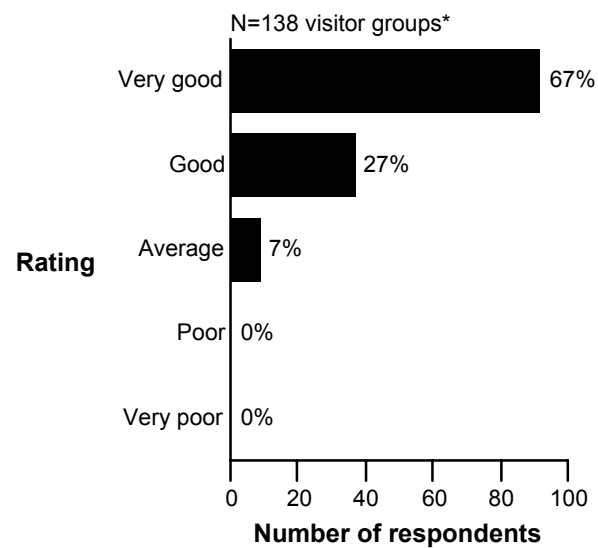


Figure 52: Quality of restrooms

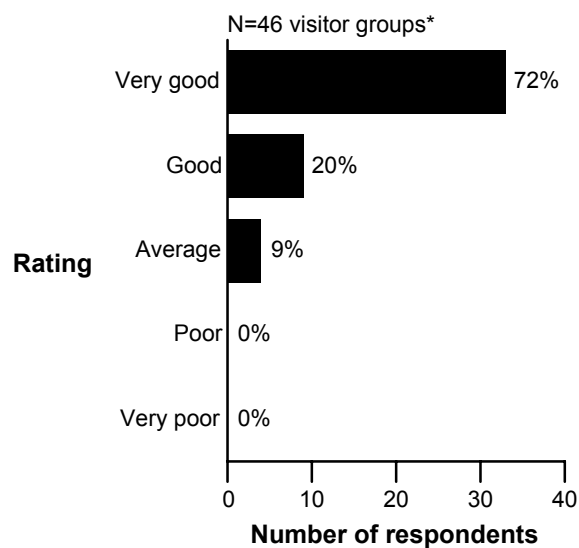
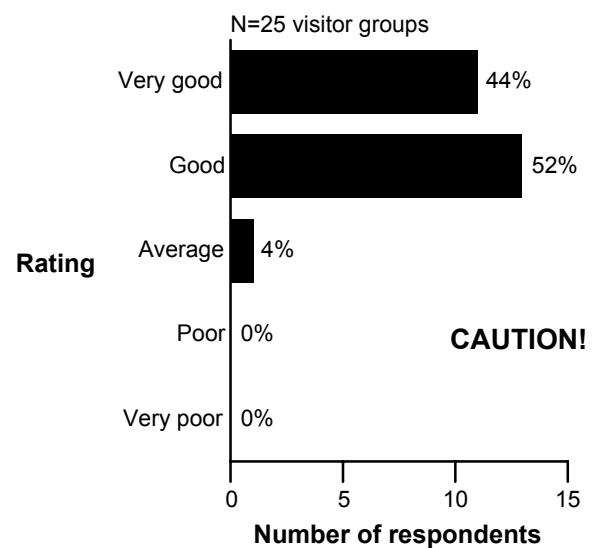


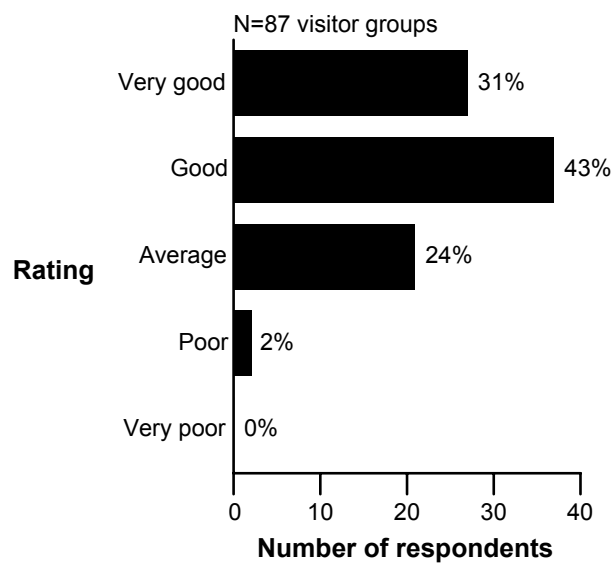
Figure 53: Quality of Library's special programs

Figure 54: Quality of Library website  
([www.hoover.archives.gov](http://www.hoover.archives.gov))

\*total percentages do not equal 100 due to rounding

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





**Figure 55: Quality of Library bookstore sales items**

\*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 for visitor services and facilities at Library and Museum

- Figures 56 and 57 show the mean scores of importance and quality ratings for all visitor services and facilities at Library and Museum that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

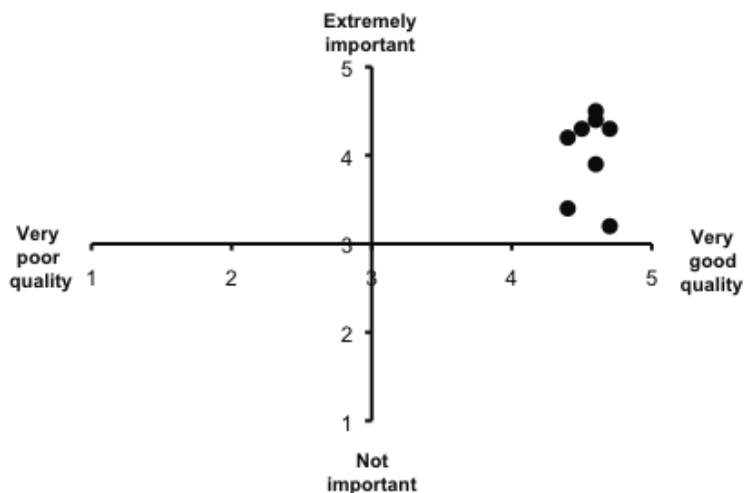


Figure 56: Mean scores of importance and quality ratings for visitor services/facilities

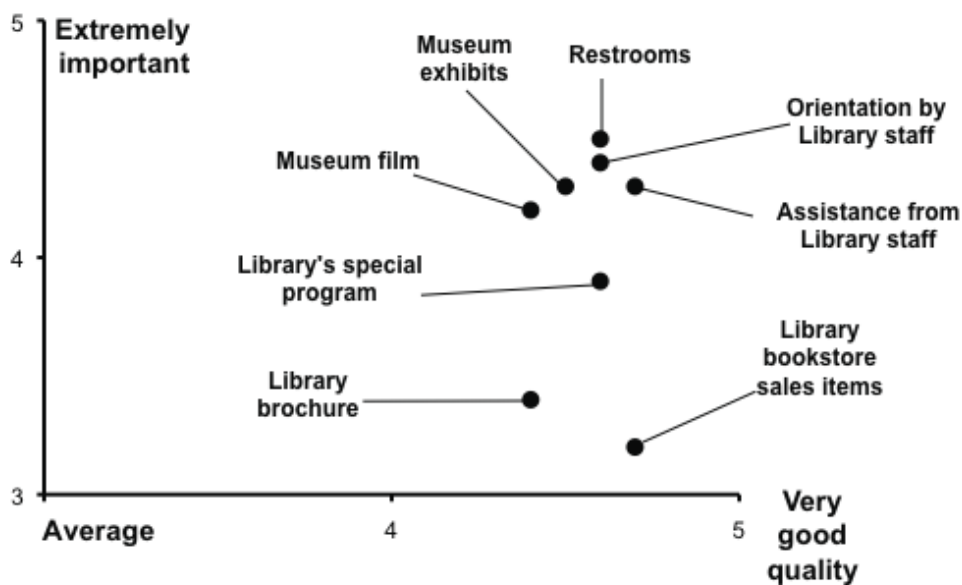


Figure 57: Detail of Figure 56

\*total percentages do not equal 100 due to rounding

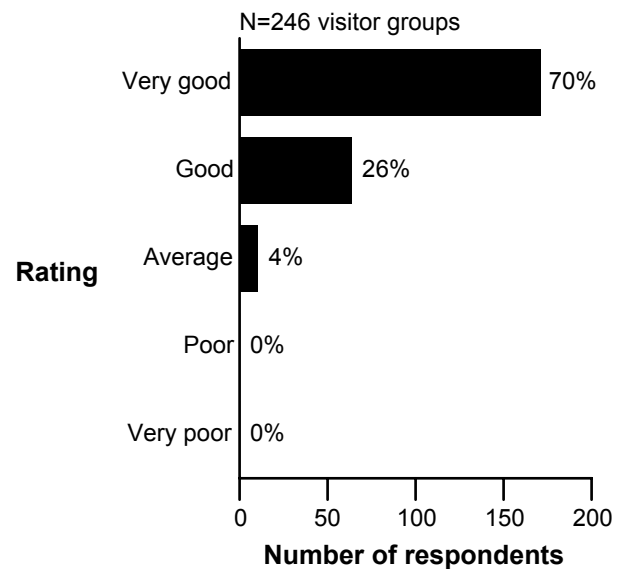
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 14**

Overall, how would you rate the quality of the Herbert Hoover Presidential Library and Museum?

**Results**

- 96% of visitor groups rated the overall quality of Herbert Hoover Presidential Library and Museum as “very good” or “good” (see Figure 58).



**Figure 58: Overall quality rating of the Herbert Hoover Presidential Library and Museum**

\*total percentages do not equal 100 due to rounding

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

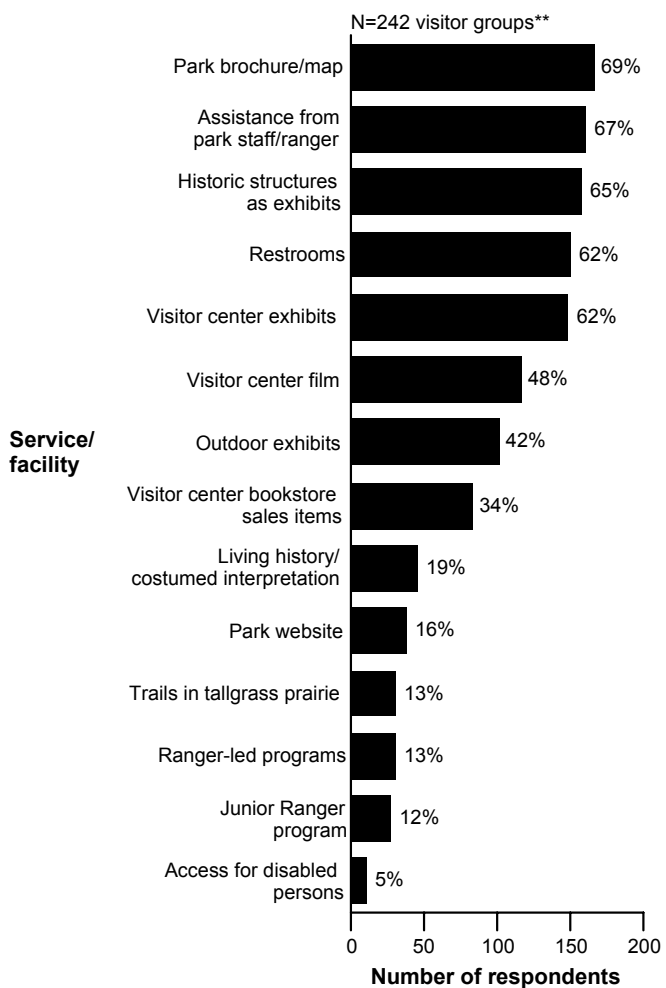
## Visitor services and facilities used at Herbert Hoover NHS

### Question 15a

Please indicate all visitor services and facilities that you or your personal group used at Herbert Hoover NHS during this visit.

### Results

- As shown in Figure 59, the visitor services and facilities at Herbert Hoover NHS most commonly used by visitor groups were:
  - 69% Park brochure/map
  - 67% Assistance from park staff/ranger
  - 65% Historic structures as exhibits
- The least used service/facility was:
  - 5% Access for disabled persons



**Figure 59: Visitor services and facilities used at Herbert Hoover NHS**

\*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 at Herbert Hoover NHS

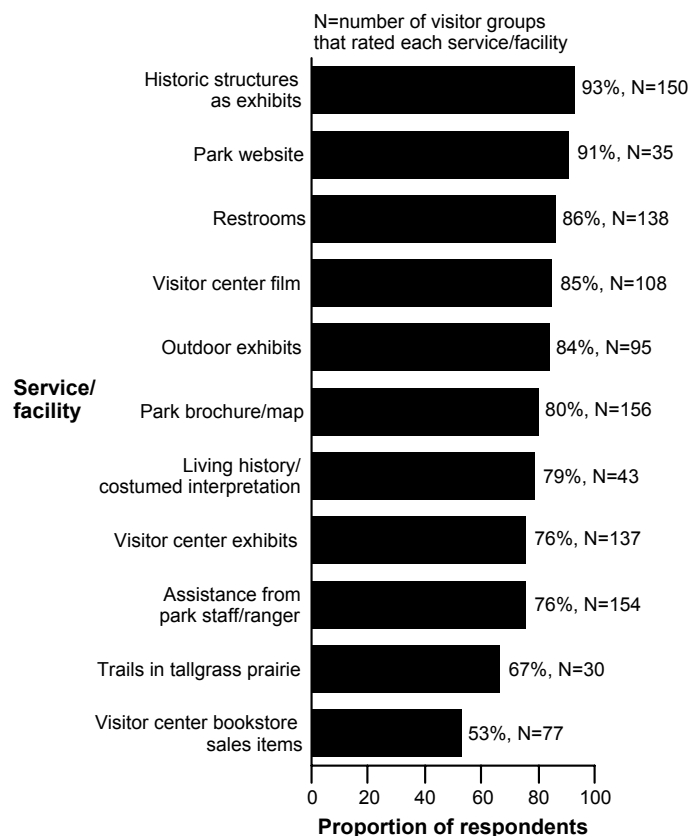
### Question 15b

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 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

### Results

- Figure 60 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities at Herbert Hoover NHS 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:
  - 93% Historic structures as exhibits
  - 91% Park website
- Figures 61 to 74 show the importance ratings for each service/facility.
- Of the visitor services/facilities rated by 30 or more visitor groups, the one receiving the highest “not important” rating was:
  - 4% Visitor center bookstore sales items



**Figure 60: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities at Herbert Hoover NHS**

\*total percentages do not equal 100 due to rounding

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

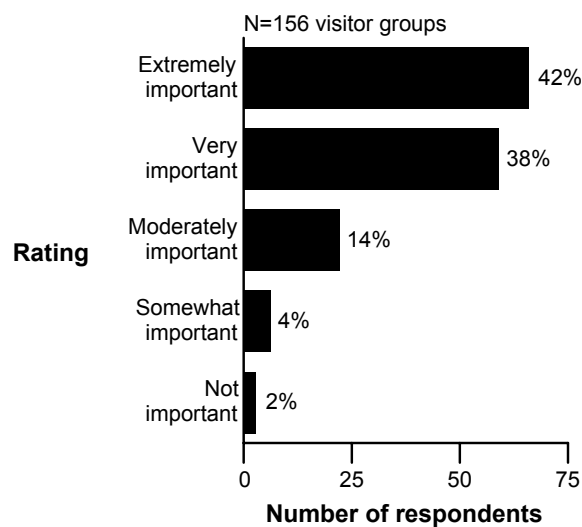


Figure 61: Importance of park brochure/map

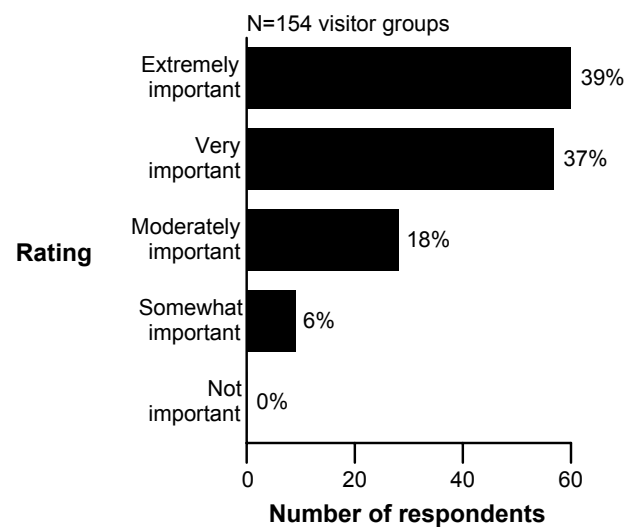


Figure 62: Importance of assistance from park staff/ranger

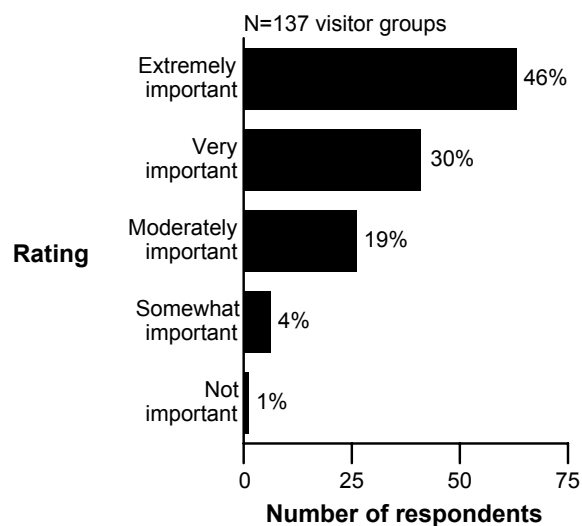


Figure 63: Importance of visitor center exhibits

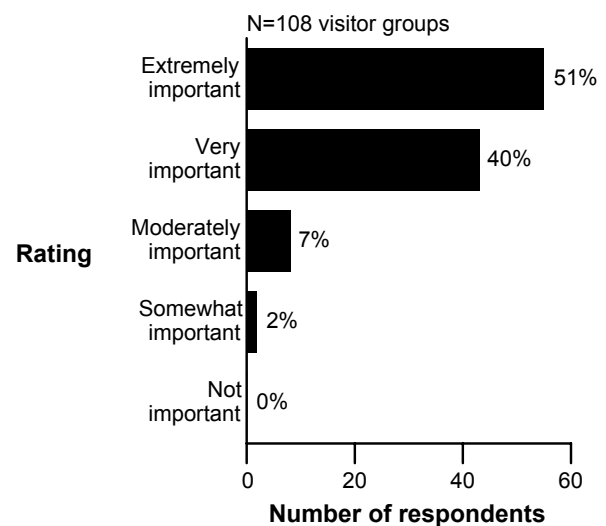
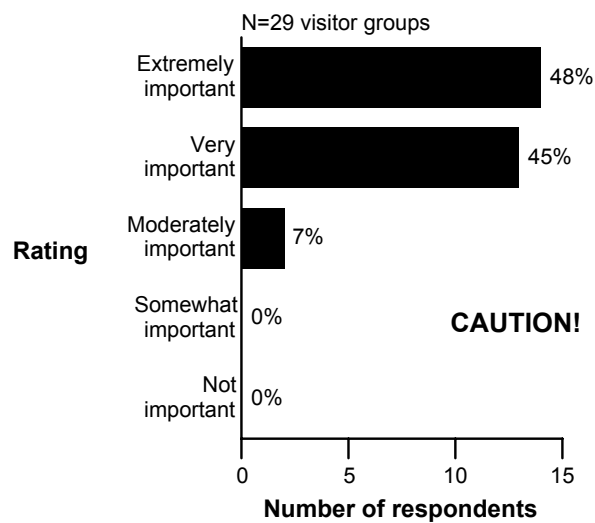


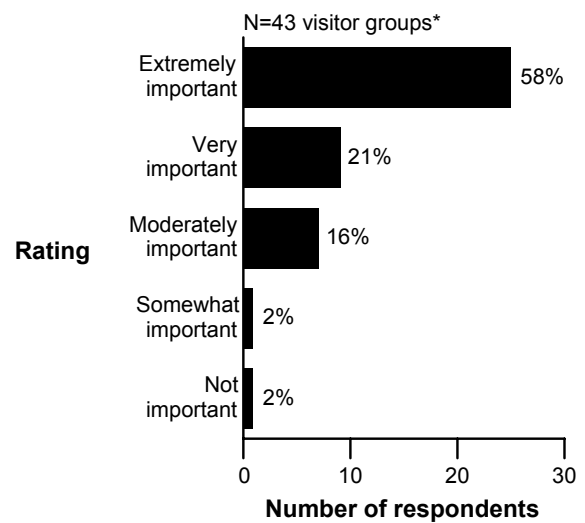
Figure 64: Importance of visitor center film

\*total percentages do not equal 100 due to rounding

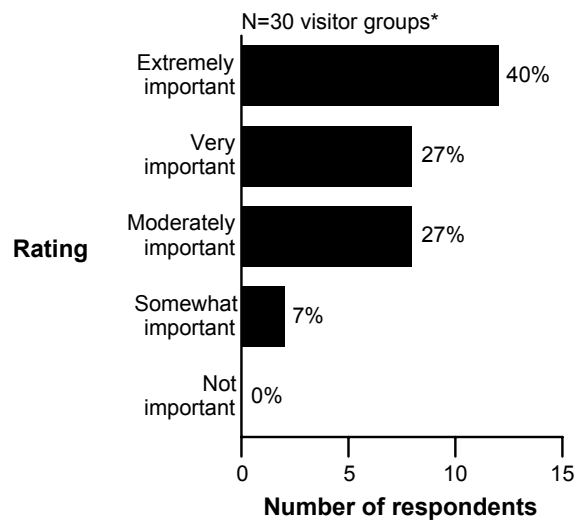
\*\*total percentages do not equal 100 because visitors could select more than one answer



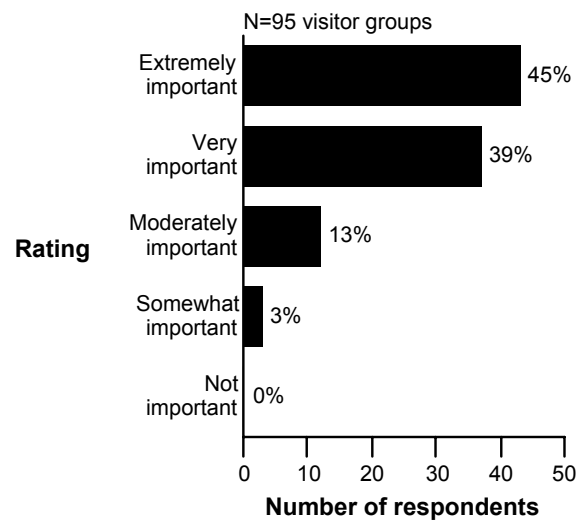
**Figure 65: Importance of ranger-led programs**



**Figure 66: Importance of living history/costumed interpretation**



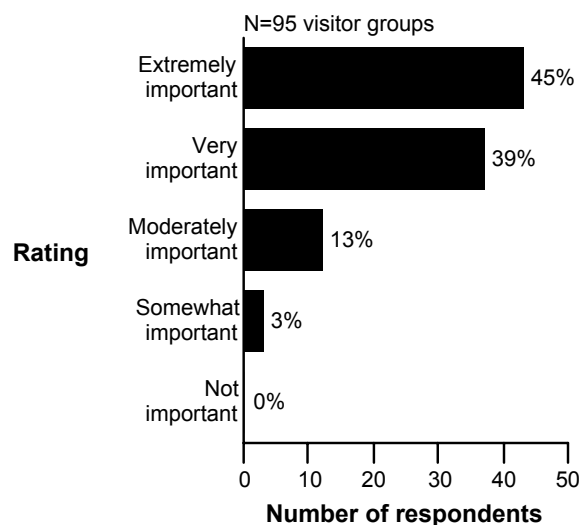
**Figure 67: Importance of trails in tallgrass prairie**



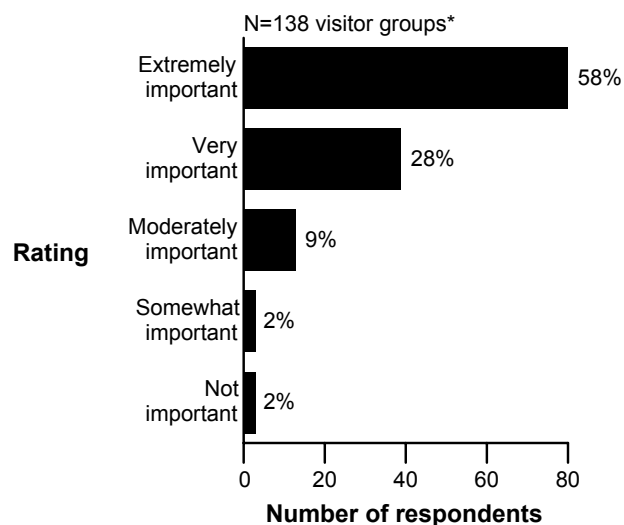
**Figure 68: Importance of outdoor exhibits**

\*total percentages do not equal 100 due to rounding

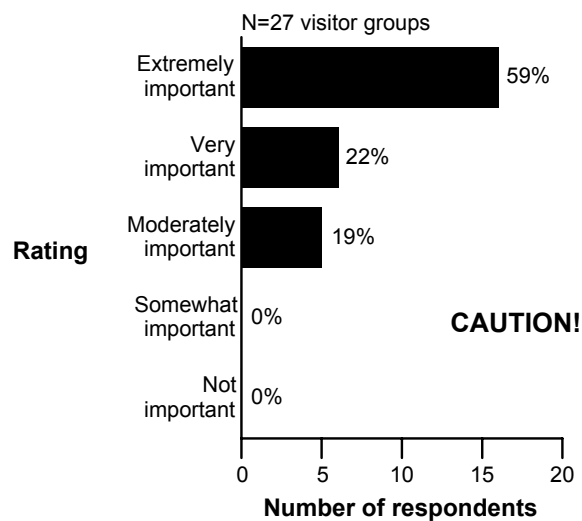
\*\*total percentages do not equal 100 because visitors could select more than one answer



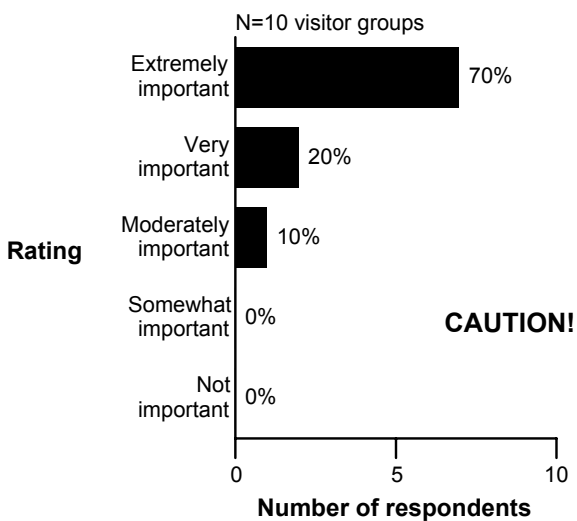
**Figure 69: Importance of historic structures as exhibits**



**Figure 70: Importance of restrooms**



**Figure 71: Importance of Junior Ranger program**

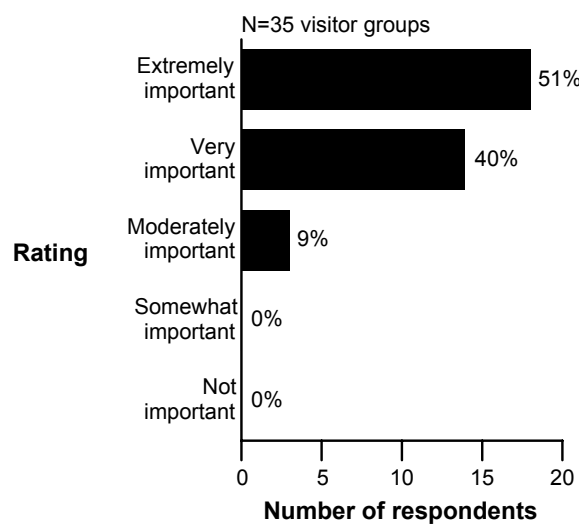


**Figure 72: Importance of access for disabled persons**

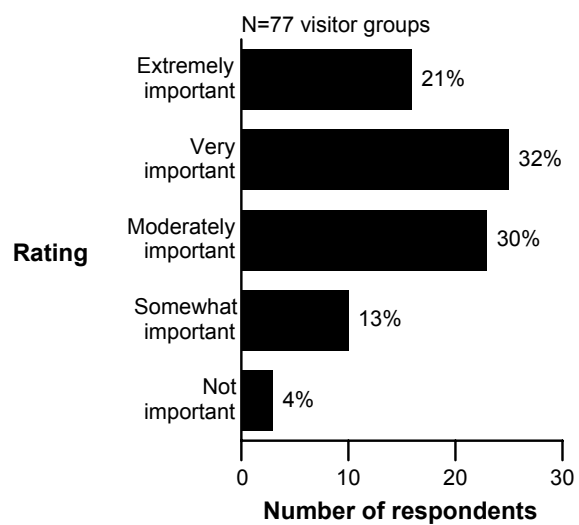
\*total percentages do not equal 100 due to rounding

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





**Figure 73: Importance of park website  
www.nps.gov/heho**



**Figure 74: Importance of visitor center  
bookstore sales items (selection,  
price, etc.)**

\*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 at Herbert Hoover NHS

### Question 15c

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.

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

### Results

- Figure 75 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:

97% Living history/costumed interpretation

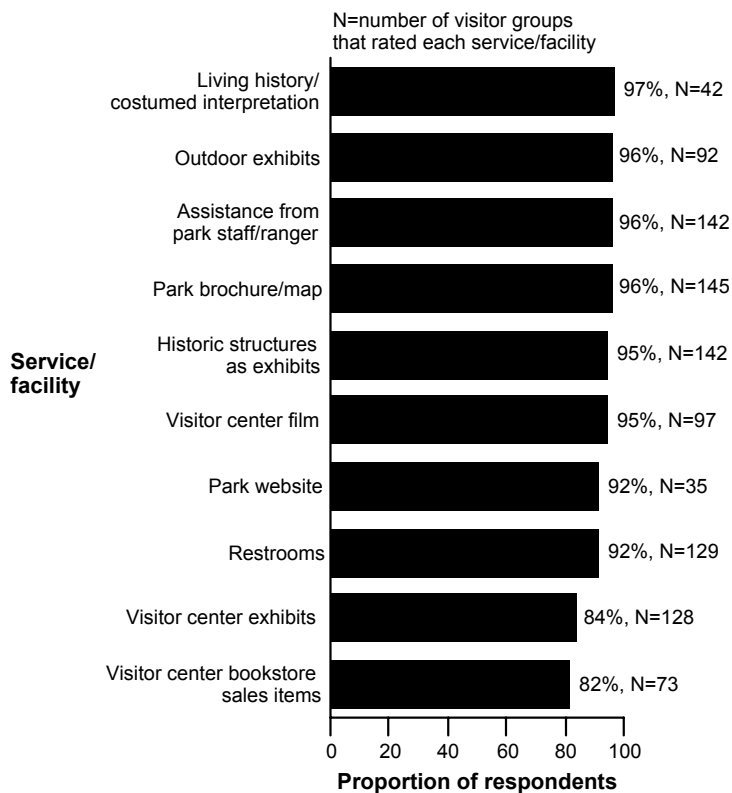
96% Outdoor exhibits

96% Assistance from park staff/ranger

96% Park brochure/map

- Figures 76 to 89 show the quality ratings for each service/facility.
- Of the visitor services/facilities rated by 30 or more visitor groups, those receiving the highest “very poor” quality rating was:

1% Visitor center film



**Figure 75: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities at Herbert Hoover NHS**

\*total percentages do not equal 100 due to rounding

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

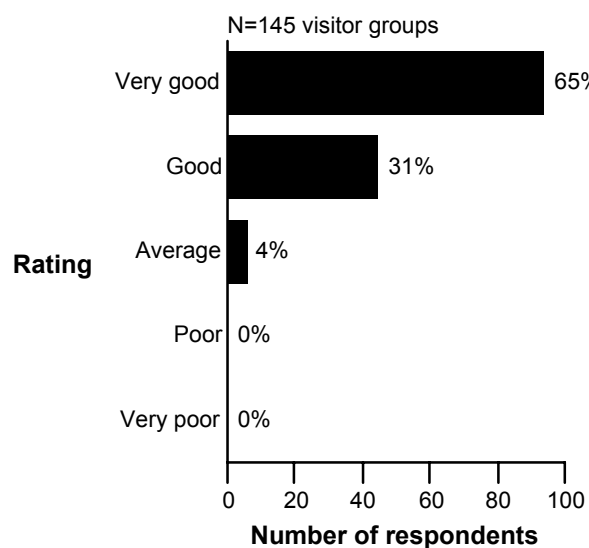


Figure 76: Quality of park brochure/map

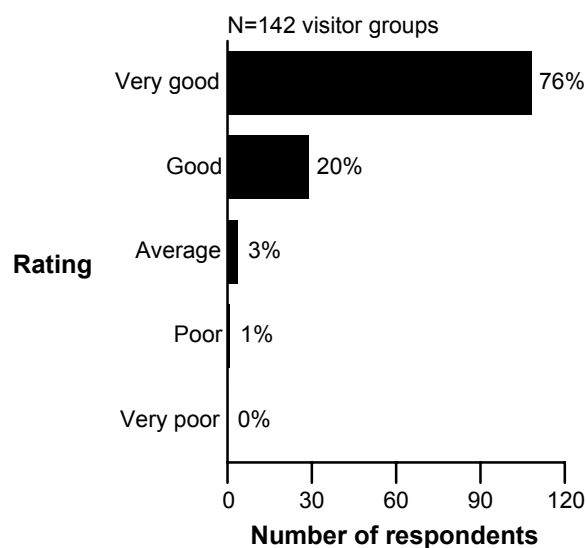


Figure 77: Quality of assistance from park staff/ranger

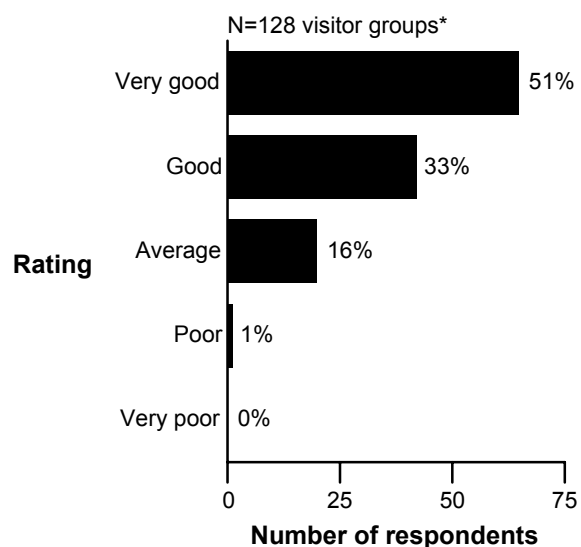


Figure 78: Quality of visitor center exhibits

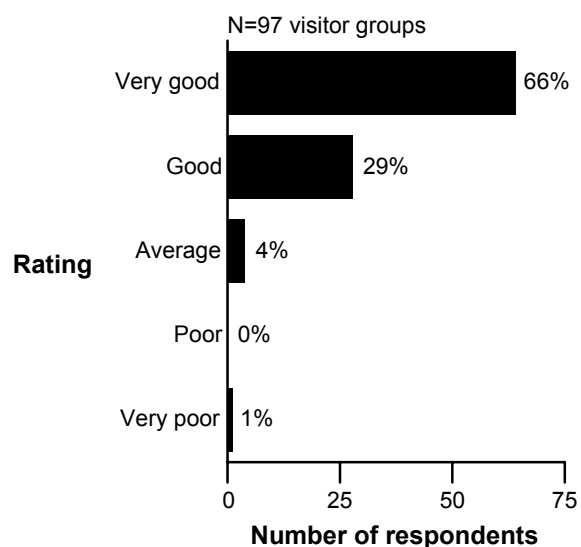


Figure 79: Quality of visitor center film

\*total percentages do not equal 100 due to rounding

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

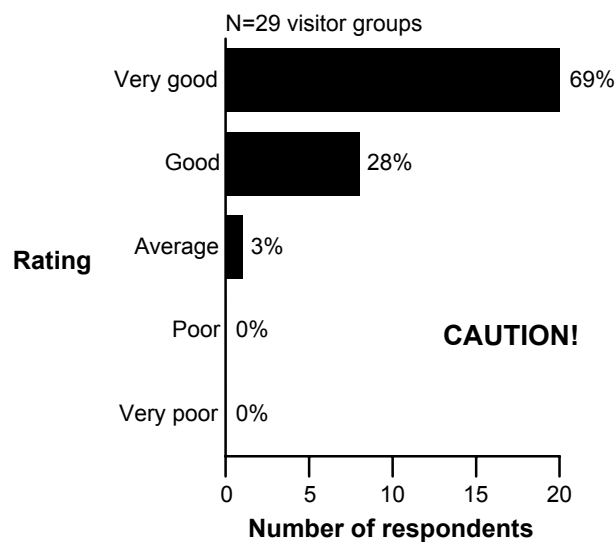


Figure 80: Quality of ranger-led programs

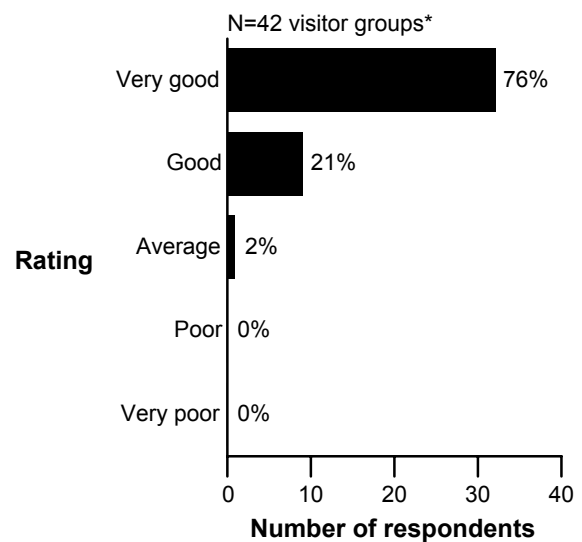


Figure 81: Quality of living history/costumed interpretation

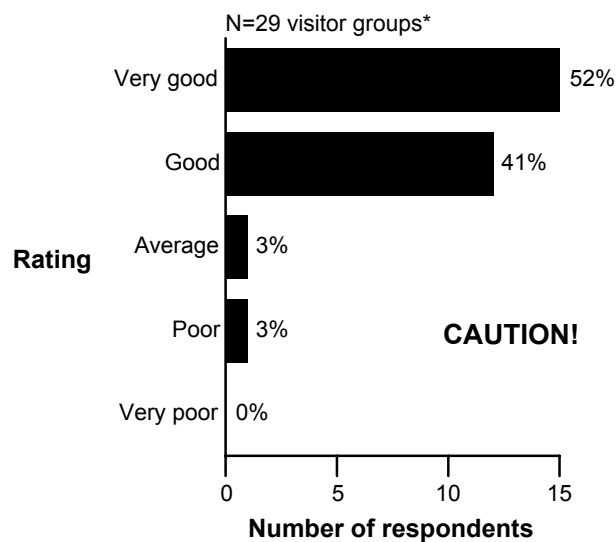


Figure 82: Quality of trails in tallgrass prairie

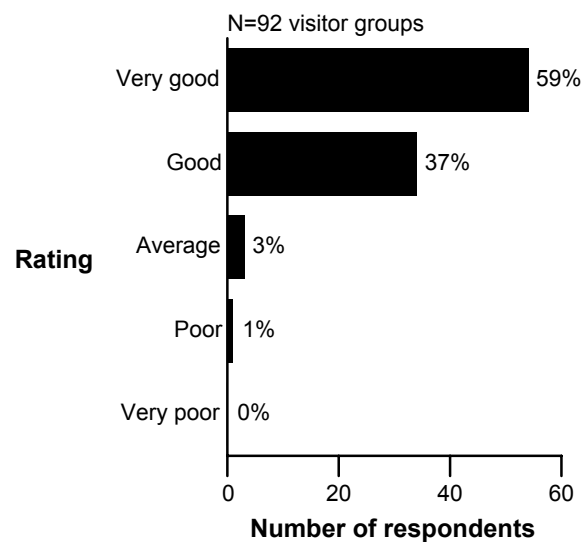
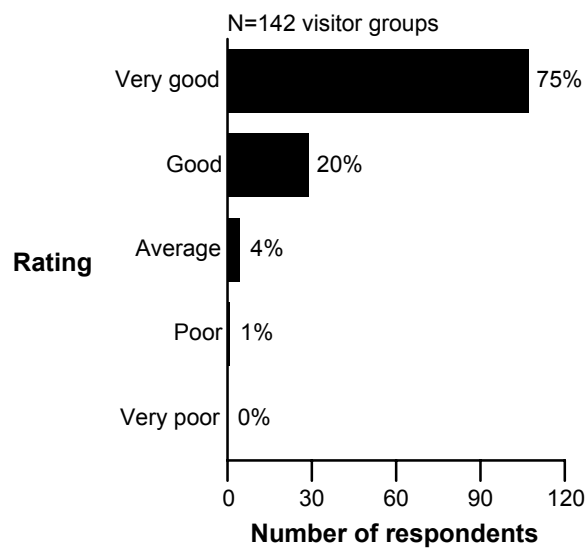


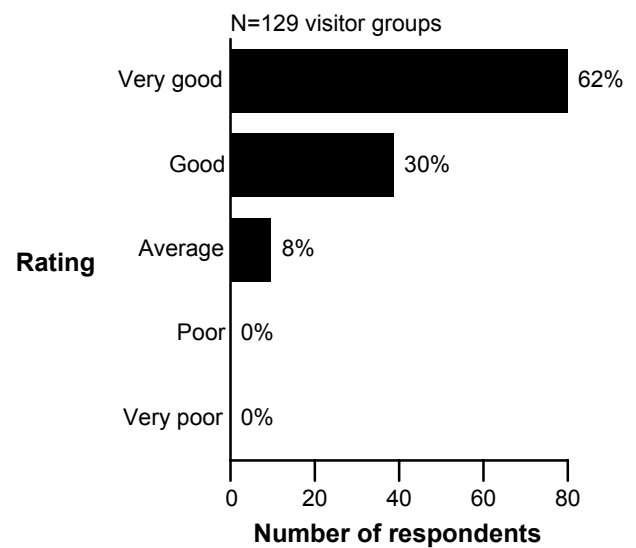
Figure 83: Quality of outdoor exhibits

\*total percentages do not equal 100 due to rounding

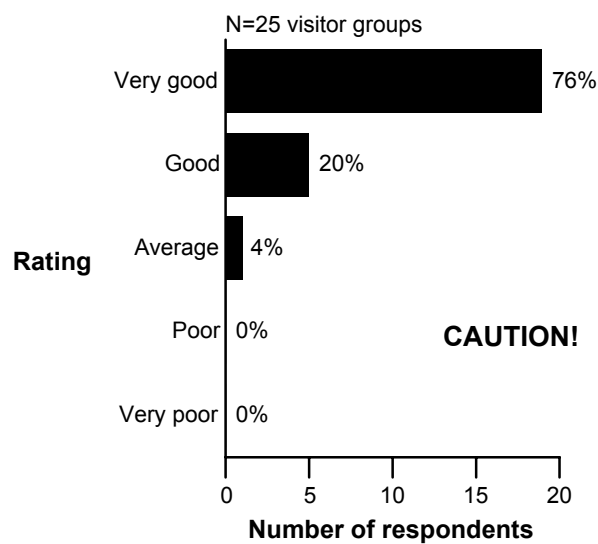
\*\*total percentages do not equal 100 because visitors could select more than one answer



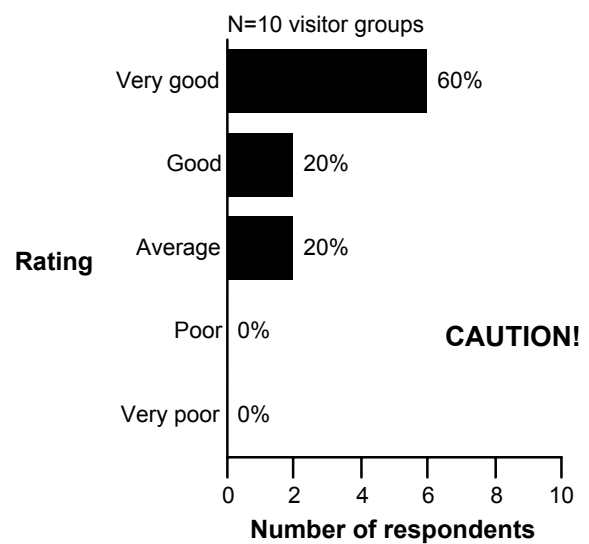
**Figure 84: Quality of historic structures as exhibits**



**Figure 85: Quality of restrooms**



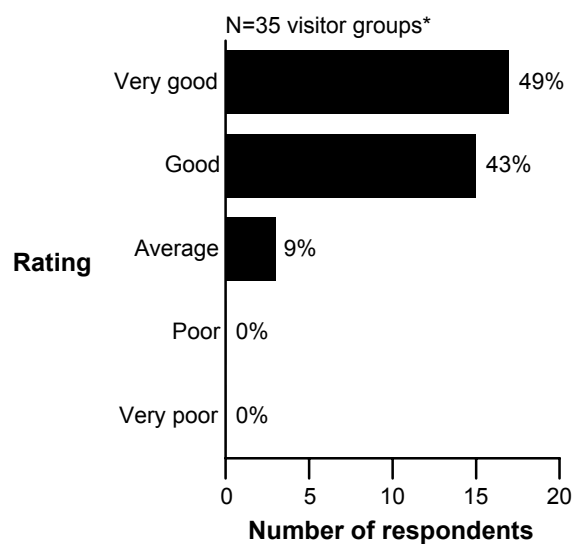
**Figure 86: Quality of Junior Ranger program**



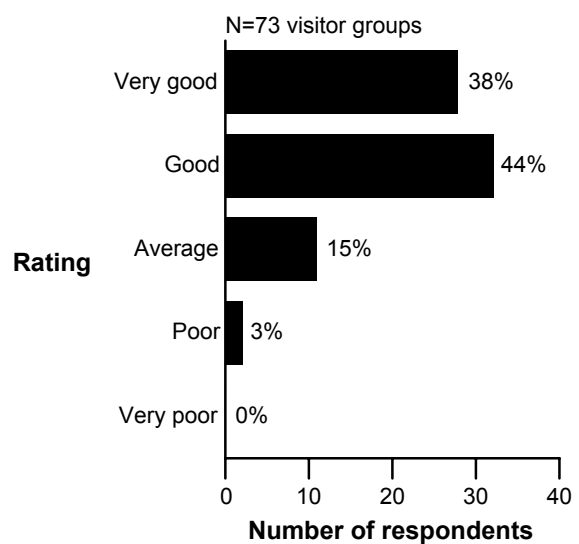
**Figure 87: Quality of access for disabled persons**

\*total percentages do not equal 100 due to rounding

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



**Figure 88: Quality of park website  
(www.nps.gov/heho)**



**Figure 89: Quality of visitor center  
bookstore sales items (selection,  
price etc.)**

\*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 for visitor services and facilities at Herbert Hoover NHS

- Figures 90 and 91 show the mean scores of importance and quality ratings for all visitor services/facilities at Herbert Hoover NHS that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

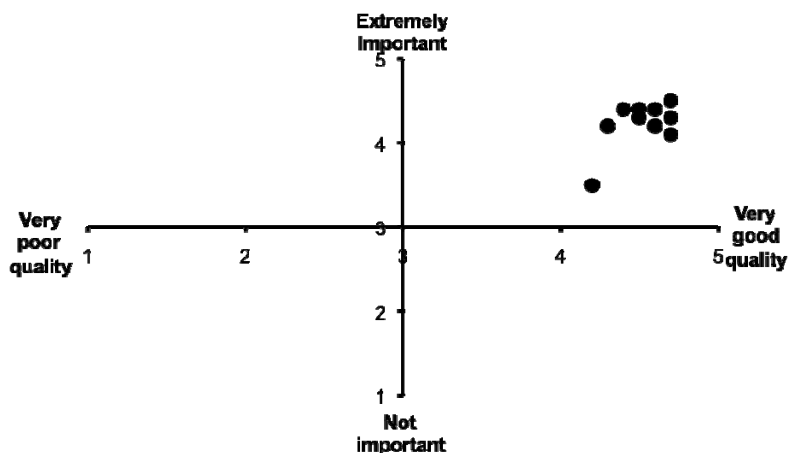


Figure 90: Mean scores of importance and quality ratings for visitor services/facilities

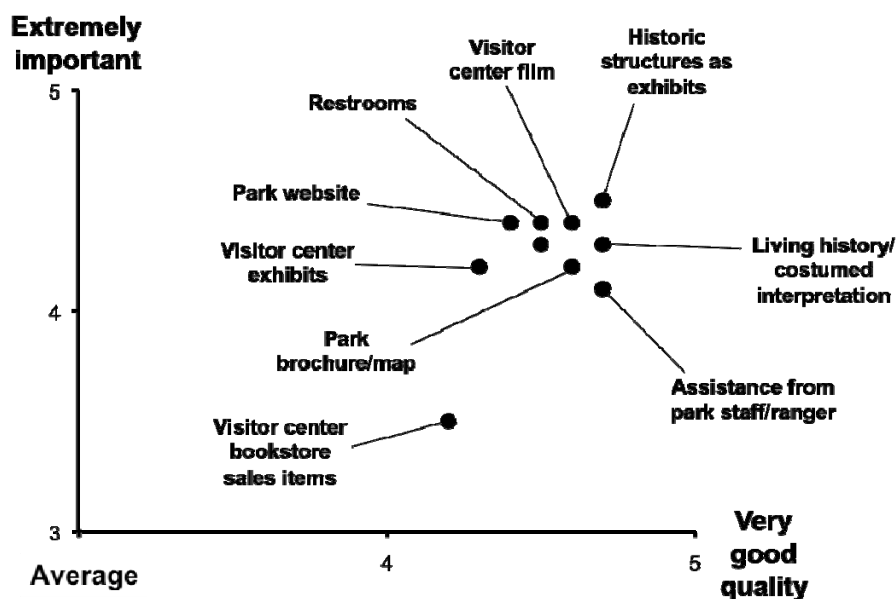


Figure 91: Detail of Figure 90

\*total percentages do not equal 100 due to rounding

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

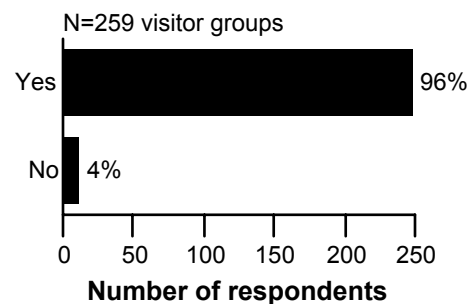
## Preferences for future visit

### Learning about the park

#### Question 21

If you visit Herbert Hoover NHS in the future, how would you and your personal group like to learn about cultural and natural history/features of Herbert Hoover NHS?

#### Interested in learning?



#### Results

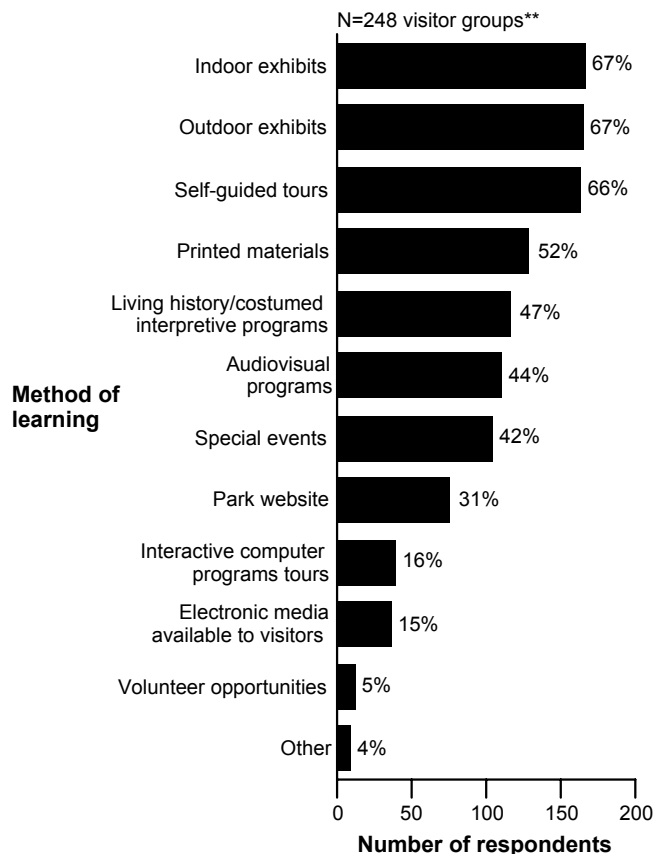
On a future visit, 96% of visitor groups would be interested in learning about the park (see Figure 92).

As shown in Figure 93, visitor groups' preferred methods of learning about the park on a future visit were:

67% Indoor exhibits  
67% Outdoor exhibits  
66% Self-guided tours

Other methods (4%) were:

Guided tour using golf cart  
Hands on exhibits  
Internet  
Maps and information of area  
Ranger-led program



**Figure 93: Preferred methods of learning about the park 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

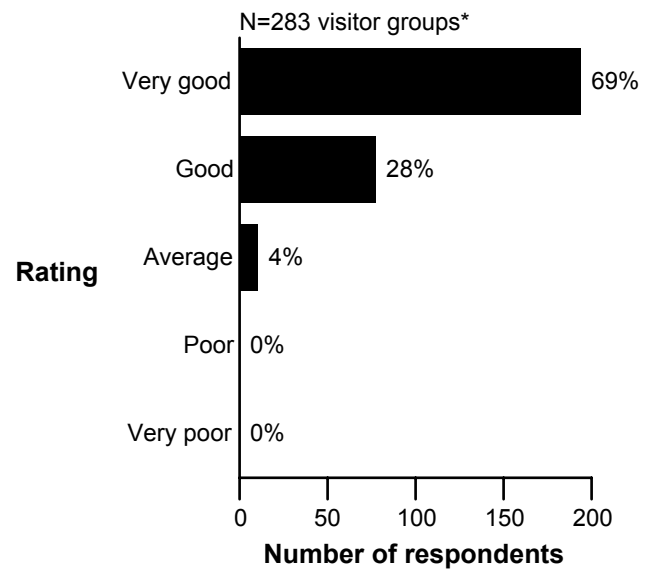


**Overall quality****Question 24**

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?

**Results**

- 97% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 94).



**Figure 94: Overall quality rating of visitor 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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**Planning for the future**


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**Question 22**

Is you were a manager planning for the future of Herbert Hoover NHS, what would you propose?

**Results**

- 40% of visitor groups (N=114) responded to this question.
- Table 12 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

---

**Table 12: Planning for the future**  
 N=116 comments;  
 some visitor groups made more than one comment.

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Comment	Number of times mentioned
<b>PERSONNEL</b>	
Continue hiring pleasant employees	3
<b>INTERPRETIVE SERVICES</b>	
Increase activities for young children	5
Continue creating new exhibits	4
Create a travelling exhibit	4
Expand living history programs	4
Continue living history programs	3
Increase bookstore selection	3
Interactive/talking exhibits	3
More ranger-led programs	3
Open more historic homes for touring	3
Use electronic devices for self-guided tour	3
Add a statue of Hoover	2
Add signs in garden to identify plants	2
Advertise upcoming events	2
Educational lectures by authors/historians	2
Have interactive computer exhibits	2
Host events/activities for youth	2
Improve visitor center movie	2
Increase special events	2
More information about Hoover	2
More information about Lou Henry Hoover	2
More information about Quaker influence	2
Need a timeline	2
Other comments	34

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**Table 12: Planning for the future**  
(continued)

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE</b>	
Provide electric/mobile chairs for disabled	6
Continue to maintain the park	5
Install benches with shade	2
Other comments	11
<b>POLICIES/MANAGEMENT</b>	
Advertise the park	6
Keep it as it is	8
Other comments	11
<b>GENERAL COMMENTS</b>	
Keep up the good work	4
Comments	3

---

## Additional comments

### Question 23

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

### Results

- 45% of visitor groups (N=128) responded to this question.
- Table 13 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 13: Additional comments**  
N=166 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Helpful rangers	6
Enjoyed the staff	5
Friendly staff	2
Other comments	4
<b>INTERPRETIVE SERVICES</b>	
Junior Ranger program was great	3
Have a guide or map with trail highlights	2
Needed more trail information	2
Other comments	22
<b>FACILITIES/MAINTENANCE</b>	
Grounds well kept	7
No parking during Hooverfest	2
Other comments	9
<b>POLICIES/MANAGEMENT</b>	
Questionnaire too long	3
Advertise the park	2
Questionnaire too repetitive	2
Visited because of NPS Passport program	2
Other comments	2
<b>RESOURCE MANAGEMENT</b>	
Comment	1
<b>GENERAL COMMENTS</b>	
Enjoyed visit	31
Have visited other presidential libraries	5
Better/more than expected	4
Excellent	4
Will return	4

---

**Table 13: Additional comments**  
(continued)

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b> (continued)	
Good job	2
Other comments	10

---

## **APPENDICES**

<b>Appendix 1: Additional Analysis of Hooverfest Visitors</b>
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<b>Appendix 2: The Questionnaire</b>
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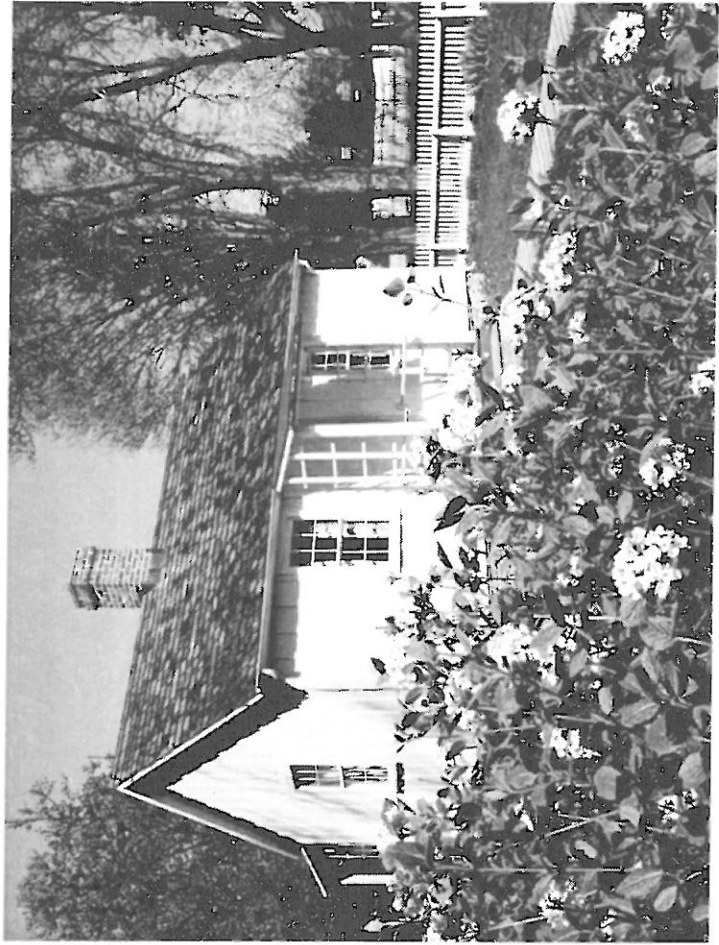
Social Science Program  
National Park Service  
U.S. Department of the Interior  
Visitor Services Project

## Herbert Hoover National Historic Site

### Visitor Study

Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
University of Idaho  
P.O. Box 441139  
Moscow, Idaho 83844-1139

OFFICIAL BUSINESS





**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](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

*Cheryl A. Schreier*

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](mailto: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 → <b>Go to part b of this question</b>  |                       |
| <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: <a href="http://www.nps.gov/heho/">www.nps.gov/heho/</a>   | <input type="radio"/> |
| <input type="radio"/> Herbert Hoover Presidential Library and Museum website: <a href="http://www.hoover.archives.gov">www.hoover.archives.gov</a> | <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                                    | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) Signs on state highways                                 | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) City street signs in communities                        | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> 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** (●)

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

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 ☐ No

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

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. 1 1/2 hrs, 5 3/4 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**.

a) **Learned on this visit?** (●) Yes (●) No b) **Future interest?** (●) Yes (●) No

Topic	(●) 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.

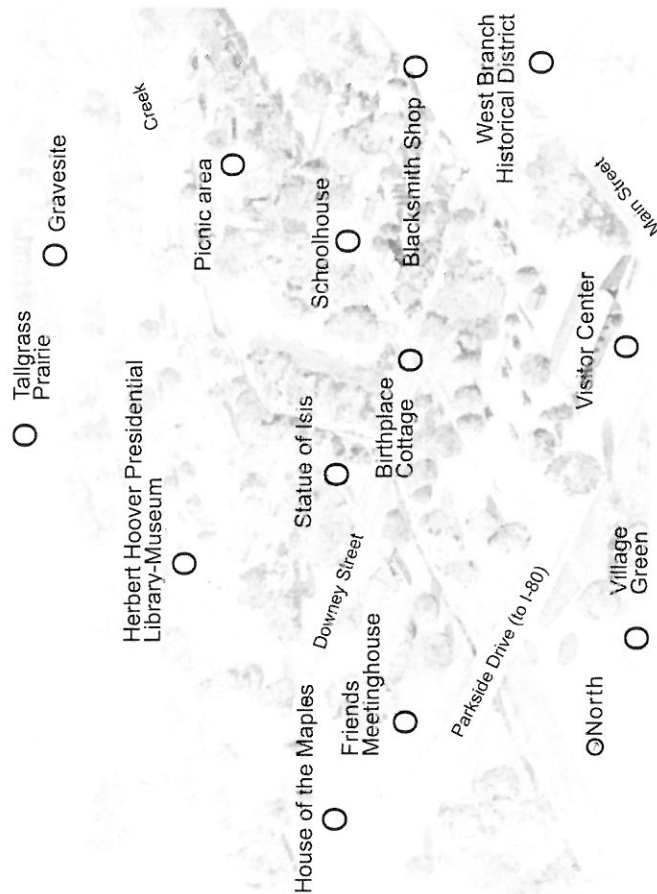
- ☐ Did not use any services on this visit → **Go to part c of this question**
- b) In which communities did you obtain these support services? Please mark (●) all that apply in **column b**.

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)

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**.

☐ No prior opinion      ☐ Mostly positive  
☐ Neutral      ☐ 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
--	--	---	---

☐ Library brochure      \_\_\_\_\_

☐ Museum film      \_\_\_\_\_

☐ Assistance from library staff      \_\_\_\_\_

☐ Orientation provided by library staff      \_\_\_\_\_

☐ Museum exhibits      \_\_\_\_\_

☐ Restrooms      \_\_\_\_\_

☐ Library's special program      \_\_\_\_\_

☐ Library website: [www.hoover.archives.gov](http://www.hoover.archives.gov)  
 (used before or during this visit)      \_\_\_\_\_

☐ 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: <a href="http://www.nps.gov/heho/">www.nps.gov/heho/</a> (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	<input type="radio"/> Yes	<input type="radio"/> No
b) School/educational group	<input type="radio"/> Yes	<input type="radio"/> No
c) Other organized group (such as business group, scout group, etc.)	<input type="radio"/> Yes	<input type="radio"/> No

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

<input type="radio"/> Alone	<input type="radio"/> Family
<input type="radio"/> Friends	<input type="radio"/> Family and friends
<input type="radio"/> 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](http://www.nps.gov/heho)

☐ Self-guided tour

☐ 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.

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

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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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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





### Appendix 3: Options for 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.

- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Aware of management of Herbert Hoover NHS and Herbert Hoover Presidential Library and Museum?
- How visit to Herbert Hoover NHS fit into travel plans
- Adequacy of directional signs
- Expected activities
- Activities on this visit
- Anything unable to see/do?
- Visit on more than one day?
- Length of visit – days/hours
- Time spent at NHS compared to time planned
- Topics learned, this visit
- Topics to learn, for future visit
- Services used in communities
- Sites visited
- Opinion of Herbert Hoover prior to visit
- Changed opinion of Herbert Hoover as a result of visit?
- Learn something meaningful or relevant about Herbert Hoover?
- Use of visitor services/facilities at Herbert Hoover Presidential Library and Museum
- Importance of visitor services/facilities at Herbert Hoover Presidential Library and Museum
- Quality of visitor services/facilities at Herbert Hoover Presidential Library and Museum
- Overall quality of Herbert Hoover Presidential Library and Museum
- Visitor services/facilities used at Herbert Hoover NHS
- Importance of visitor services/facilities at Herbert Hoover NHS
- Quality of visitor services/facilities at Herbert Hoover NHS
- With commercial guided tour group?
- With school/educational group?
- With other organized group?
- Group type
- Visitor age
- State of residence
- Country of residence
- Number of lifetime visits
- Group size
- Number of vehicles
- Number of entries
- Group member with physical condition making access/participation difficult?
- Preferred method of learning about park on a future visit
- Overall quality

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 4: 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 and Carly-Baxter 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, Fillion 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 parkway. In Herbert Hoover National Historic Site survey, 75 respondents reported to be the older person in the group rather than the person who accepted the survey at park to be the person who completed the survey. Therefore, non-response bias is judged to be insignificant.

*References*

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- Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
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- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

**Appendix 5: Visitor Services Project Publications**

All VSP reports are available on the Park Studies Unit website at [www.psu.uidaho.edu.vsp.reports.htm](http://www.psu.uidaho.edu.vsp.reports.htm). 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 Preserve
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 National Historic Site
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 National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
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 National Historic Site
- 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 National Historic Site
- 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 & Preserve
- 78. Adams National Historic Site
- 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)

**1996 (continued)**

- 86. Fort Bowie National Historic Site (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 (fall)

**1997**

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (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 National Historic Site, 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 & Preserve
- 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 National Historic Site
- 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 (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

**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 National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

**2003 continued**

- 151. Mojave National Preserve (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 & Preserve
- 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 National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

**2005**

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 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 National Historic Site

**2006**

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

**2008**

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205. Great Smoky Mountains National Park (summer)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site

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



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