



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

Visitor Services Project



Homestead National Monument of Americae Visitor Study

Spring 2009

University of Idaho
A LEGACY OF LEADING

Park Studies Unit
Visitor Services Project
Report 210



**Social Science Program
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**Visitor Services Project
Homestead National Monument of America
Report Summary**

- This report describes the results of a visitor study at Homestead National Monument of America during May 25-June 17, 2009. A total of 340 questionnaires were distributed to visitor groups. Of those, 254 questionnaires were returned, resulting in a 74.7% response rate.
 - This report profiles a systematic random sample of Homestead National Monument of America 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-five percent of visitor groups were in groups of two and 28% were in groups of four or more. Seventy-three percent of visitor groups were in family groups.
 - United States visitors comprised 100% of total visitors, with 57% from Nebraska, 4% from Kansas, 4% from California, and smaller proportions from 36 other states and Washington, D.C. There were no international visitors. Twenty-six percent of visitors were descendants of someone who homesteaded under the Homestead Act of 1862.
 - Forty-one percent of visitors were ages 46-65 years, 27% were over 66 years, and 15% were ages 15 years or younger. Nine percent of visitor groups reported physical conditions that made it difficult to access or participate in park activities or services. Forty-two percent of visitor groups were aware that special needs equipment was available to visitors.
 - One percent of visitors were Hispanic or Latino, and 97% of visitors were of White racial background. Thirty-three percent of respondents had a bachelor's degree and 30% had a graduate degree. Twenty-three percent of visitors had an annual income of \$50,000 to \$74,999 and 63% had two members in their household.
 - Eighty-two percent of visitors were visiting the park for the first time. Ten percent had visited three or more times since May 2007. Eighty-two percent entered the park once during this visit and 13% entered two times. Most visitor groups (93%) used one vehicle to arrive at the park.
 - Twenty-four percent of visitor groups were residents of the area. For 53% of non-resident visitor groups, visiting Homestead National Monument was the reason for coming to the area.
 - Most visitor groups (86%) obtained information about the park prior to their visit. Prior to this visit, the most common sources of information used to obtain information about Homestead National Monument of America were friends/relatives/word of mouth (38%) and the park website (37%). Sixty-six percent of visitor groups indicated their preferred source of information for a future visit would be the park website.
 - Eighty percent of visitor groups found the park website to be "extremely helpful" or "very helpful," and 86% rated the quality of the website as "very good" or "good."
 - The most common sites visited by visitor groups were the Heritage Center (88%) and the Education Center (72%). The most common visitor activities were viewing museum exhibits at Heritage Center (87%), viewing exhibits at Education Center (70%), and watching movies/videos (70%). The most common activities in which visitor groups would participate in the future were walking/hiking trails (74%) and attending ranger-led talks/programs (72%).
 - Twenty-two percent of visitor groups attended a ranger-led talk or program, while 82% indicated they would be interested in attending a program in the future. Fifty-four percent were interested in a program lasting one-half hour to an hour.
-

- Ninety-three percent of visitor groups viewed/used exhibits at the Heritage Center. The most commonly viewed/used exhibits were static exhibits (97%) and handset exhibits (71%).
- Eighty-one percent of visitor groups visited the park bookstore, and 14% were able to find the sales items in which they were interested.
- Of those visitor groups (33%) that stayed overnight in the area within 60 miles of the park, 51% stayed one night and 34% spent three or more nights. Of the visitor groups that stayed overnight in the area, 48% stayed in lodges, hotels, motels, cabins, B&B, etc.
- The average group expenditure in the park and the surrounding area (within 60 miles of the park) was \$110, with a median (50% spent more and 50% spent less) of \$55. The average total expenditure per person was \$49.
- Most visitor groups (98%) rated the overall quality of services, facilities, and recreational opportunities at Homestead National Monument of America as “very good” or “good.” No visitor groups rated the overall quality as “very poor” or “poor.”

TABLE OF CONTENTS

INTRODUCTION.....	1
Organization of the report	1
Presentation of the results	2
METHODS	3
Survey Design.....	3
Sample size and sampling plan	3
Questionnaire design	3
Survey procedure.....	4
Data Analysis	4
Limitations.....	5
Special Conditions	5
Checking Non-response Bias	6
RESULTS.....	7
Group and Visitor Characteristics	7
Visitor group size	7
Visitor group type	7
Visitors with organized groups.....	8
United States visitors by state of residence.....	10
Number of visits to the park	11
Visitor age	12
Ethnicity	13
Race.....	13
Language used for speaking and reading	14
Services in languages other than English	15
Visitors with physical conditions	16
Special needs equipment	17
Level of education.....	18
Descendent of a homesteader.....	18
Household income	19
Trip/Visit Characteristics and Preferences	20
Information sources prior to visit.....	20
Information sources for future visit.....	22
Park website	23
Primary reason for visiting the area	27
Adequacy of directional signs	28
Number of vehicles	32
Number of park entries	32
Overnight stay and accommodations	32
Type of lodging outside the park.....	33
Length of stay in the park	34
Sites visited	35
Activities on this visit.....	36
Activities on future visit	37
Use of trails	38
Ranger-led talks/programs	39
Exhibits viewed/used	41
Park bookstore.....	48
Learned on this visit.....	50
Personal connection to homesteaders	51
Ratings of resources and attributes	56
Importance of protecting park resources/attributes	56

TABLE OF CONTENTS

(continued)

Expenditures	58
Total expenditures inside and outside the park	58
Number of adults covered by expenditures	59
Number of children covered by expenditures	59
Expenditures inside the park	60
Expenditures outside the park	62
Donations	68
Preferences for future visit.....	69
150 th anniversary of Homestead Act celebration	69
Overall Quality	70
Visitor Comments	71
Planning for the future	71
Additional comments	73
Appendix 1: The Questionnaire	75
Appendix 2: Additional Analysis	77
Appendix 3: Decision Rules for Checking Non-response Bias	78
Appendix 4: Visitor Services Project Publications	80
Visitor Comments Appendix	85

INTRODUCTION

This report describes the results of a visitor study at Homestead National Monument of America, conducted May 25-June 17, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for Homestead National Monument of America describes the park: “The cry was FREE LAND! The Homestead Act of 1862 was one of the most significant and enduring events in the westward expansion of the United States. By granting free land it allowed nearly any man or woman a chance to live the American dream of owning their own land. Visit this fee free Unit in the National Park System to gain an understanding of the impact of the Homestead Act” (Homestead National Monument of America, National Park Service, Department of the Interior website <http://www.nps.gov/nps> October, 2009).

Organization of the report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the study.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and also 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 groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park 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 VSP. Copies of these reports can be obtained by contacting the PSU office at (208) 885-7863 or by visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>.

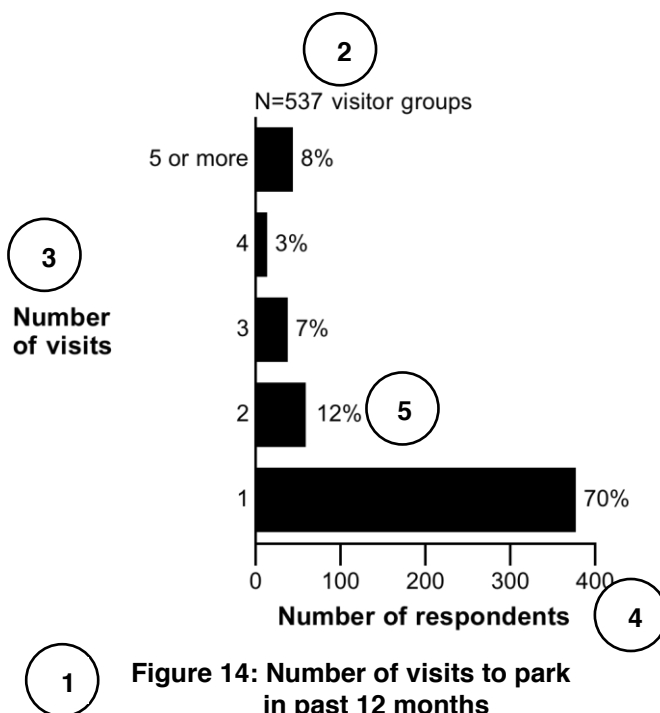
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

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 340 visitor groups that arrived at selected locations in Homestead National Monument of America during May 25-June 17, 2009. Table 1 shows the two locations, the number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. During this survey, 342 visitor groups were contacted and 340 of these groups (99.4%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies is 91.4%). Questionnaires were completed and returned by 254 visitor groups resulting in a 74.7% response rate for this study. The average response rate for the 205 VSP visitor studies conducted from 1988 through 2008 was 74.2%.

Table 1: Questionnaire distribution
 N_1 =number of questionnaires distributed
 N_2 =number of questionnaires returned

Sampling site	Distributed		Returned	
	N_1	%	N_2	%
Heritage Center	311	91	233	92
Education Center	29	9	21	8
Total	340	100	254	100

Questionnaire design

The Homestead National Monument of America 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 Homestead National Monument of America. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Homestead National Monument of America 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 introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires. In order to distribute all 340 questionnaires, the survey period was extended. This resulted in a second round of follow-up mailings.

Table 2: Follow-up mailing distribution

Round 1 mailing	Date	U.S.	International	Total
Postcards	15 June 2009	135	0	135
1 st Replacement	29 June 2009	56	0	56
2 nd Replacement	17 July 2009	44	0	44
Round 2 mailing	Date	U.S.	International	Total
Postcards	2 July 2009	197	1	198
1 st Replacement	16 July 2009	76	1	78
2 nd Replacement	4 August 2009	52	0	52

Data Analysis

Returned questionnaires were coded and the visitor responses were processed 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. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of May 25-June 17, 2009. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period was generally sunny and warm, with occasional rain and overcast periods. Temperatures varied from high 60s to high 80s. Questionnaires were distributed during Memorial Day weekend and a naturalization ceremony that took place in the park on June 14th, both of which could have affected visitation.

Checking Non-response Bias

Four variables were used to check non-response bias: respondents' age, travel distance from home to the park, overall quality rating score, and level of education. There were no significant differences between early and late responders in travel distance, overall quality rating, or level of education (see Tables 3 and 4). However, there was a significant difference in age. The late responders tended to be of the younger age group. Thus, visitors under 50 years old may be underrepresented in the survey results. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3: Comparison of respondents at different mailing waves

Variable	Before 1 st replacement	Between 1 st and 2 nd replacement	After 2 nd replacement	p-value (ANOVA)
Age (years)	57.43	59.51	48.75	0.045
Travel distance to park (miles)	384.96	204.42	288.50	0.06
Overall quality rating (from 1 to 5 scale)	4.76	4.78	4.53	0.196

Table 4: Comparison of respondents at different mailing waves
(number of respondents)

Education level	Before 1 st replacement	Between 1 st and 2 nd replacement	After 2 nd replacement	
Some high school	1	1	0	
High school diploma/GED	28	6	2	
Some college	43	10	2	
Bachelor's degree	65	8	7	
Graduate degree	58	37	14	
p-value (chi-square)				0.633

RESULTS

Group and Visitor Characteristics

Visitor group size

Question 15b

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

Results

- 45% of visitors were in groups of two (see Figure 1).
- 28% were in groups of four or more.
- 17% were in groups of three.

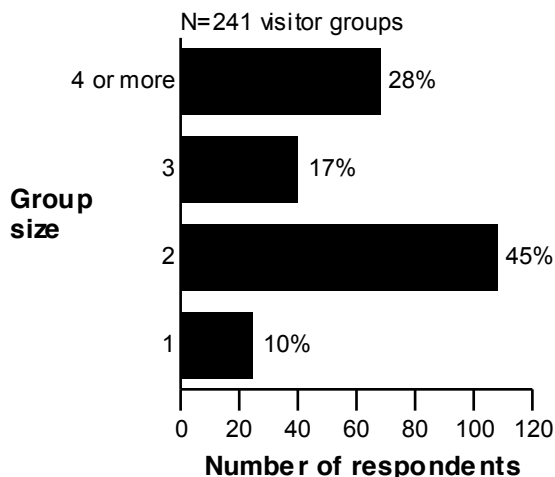


Figure 1: Visitor group size

Visitor group type

Question 15a

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

Results

- 73% of visitor groups were made up of family members (see Figure 2).
- 13% were alone.
- "Other" group (1%) was:
Child care center

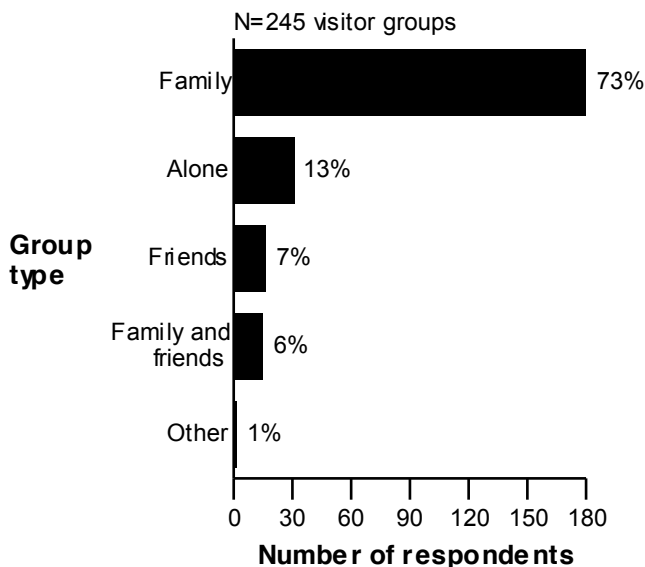


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

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

Visitors with organized groups

Question 14a

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

Results

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

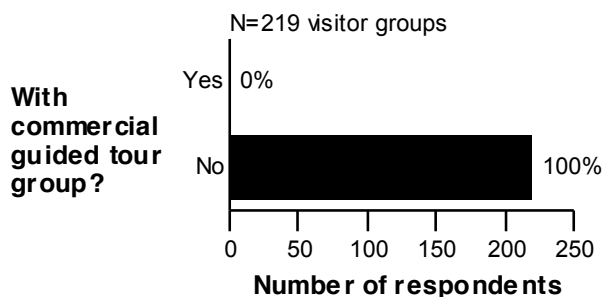


Figure 3: Visitors with a commercial guided tour group

Question 14b

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

Results

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

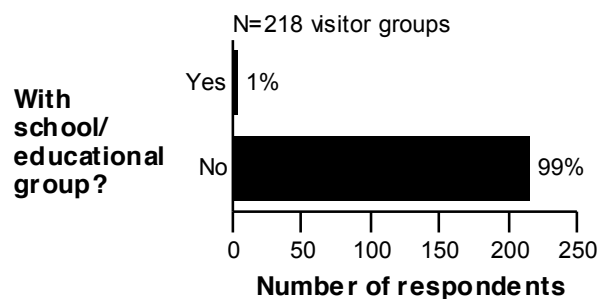


Figure 4: Visitors with a school/educational group

Question 14c

On this visit, were you and your personal group part of a historical society/club?

Results

- 3% of visitor groups were with a historical society/club (see Figure 5).

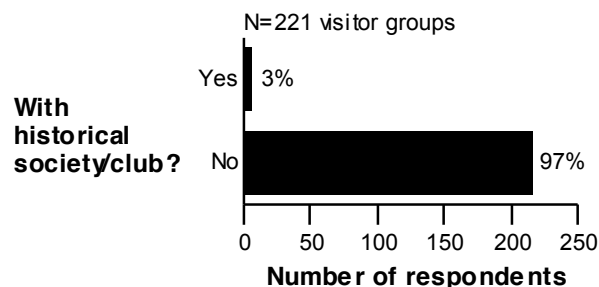


Figure 5: Visitors with a historical society/club

*total percentages do not equal 100 due to rounding

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

Question 14d

On this visit, were you and your personal group part of an other organized group (scouts/work/church)?

Results

- 3% of visitor groups were traveling with an other organized group (see Figure 6).

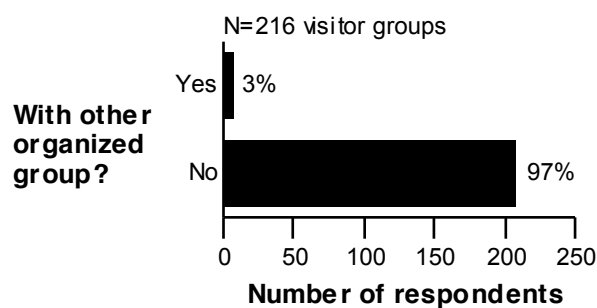


Figure 6: Visitors with an other organized group

Question 14e

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 7).

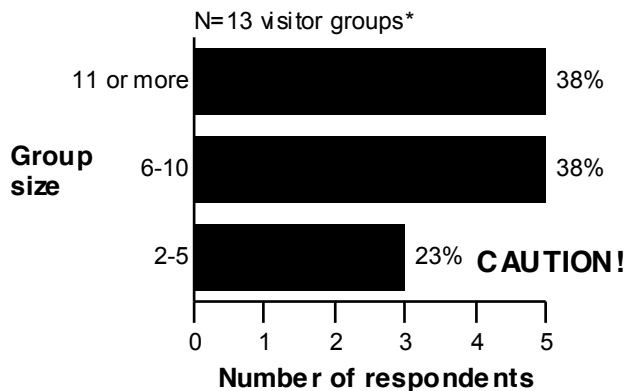


Figure 7: Number of people in organized group

*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 16b

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

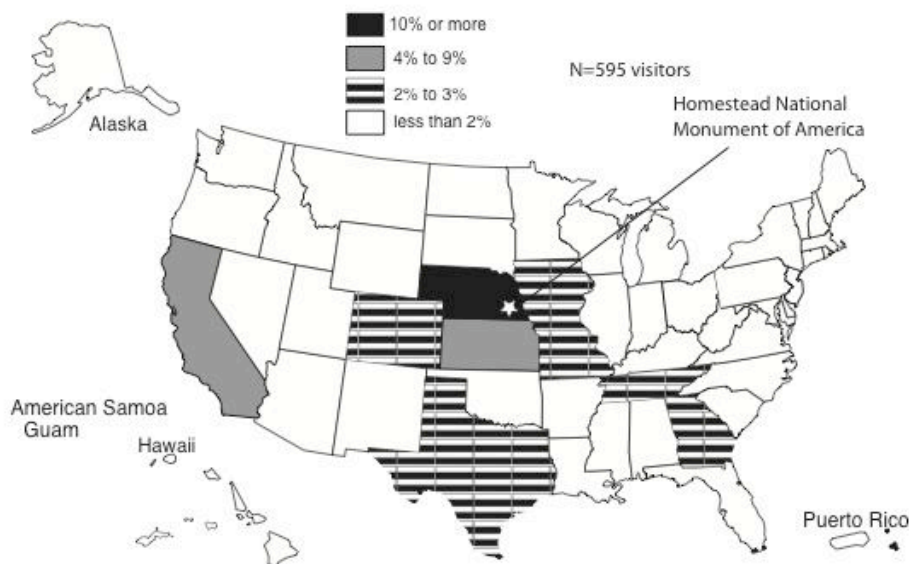
Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 39 states and Washington, D.C. and comprised 100% of total visitation to the park during the survey period.
- There were no international visitors.
- 57% of U.S. visitors came from Nebraska (see Table 5 and Map 1).
- Smaller proportions of U.S. visitors came from 38 other states and Washington, D.C.

Table 5: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=595 individuals
Nebraska	338	57
Kansas	23	4
California	22	4
Missouri	20	3
Texas	18	3
Iowa	17	3
Colorado	14	2
Georgia	14	2
Tennessee	13	2
Minnesota	8	1
Ohio	8	1
Pennsylvania	8	1
Florida	6	1
Illinois	6	1
Michigan	6	1
Utah	6	1
23 other states and Washington, D.C.	68	11



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

Number of visits to the park

Question 16c

For you and your personal group on this visit, how many times have you visited Homestead National Monument of America since May 2007 (including this visit)?

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

Results

- 82% of visitors were visiting the park for the first time (see Figure 8).
- 10% visited three or more times.

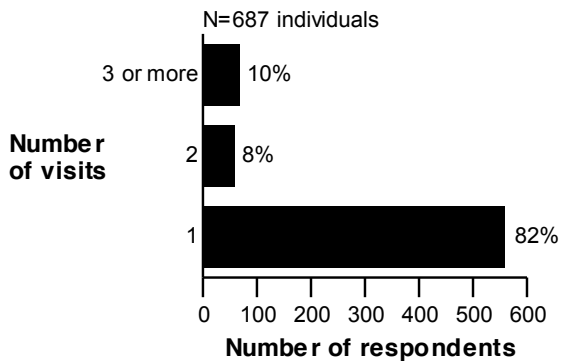


Figure 8: Number of visits to park since May 2007

*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 16a

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 92 years.
- 41% of visitors were in the 46-65 years age group (see Figure 9).
- 15% were 15 years or younger.
- 27% were 66 or older.

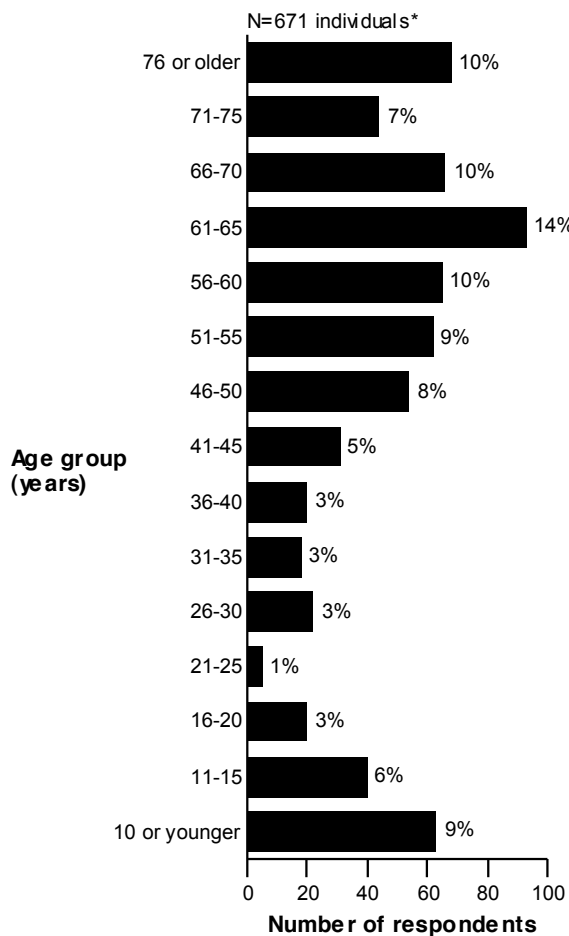


Figure 9: Visitor age

*total percentages do not equal 100 due to rounding

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

Ethnicity

Question 17a

Are you or members of your group
Hispanic or Latino?

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

Results

- 1% of visitors were Hispanic or Latino (see Figure 10).

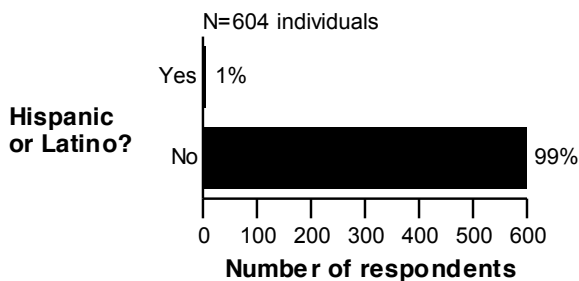


Figure 10: Visitors who were Hispanic or Latino

Race

Question 17b

What is your race? What is the race of
each member of your personal group?

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

Results

- 97% of visitors were White (see Figure 11).
- 2% were American Indian or Alaska Native.

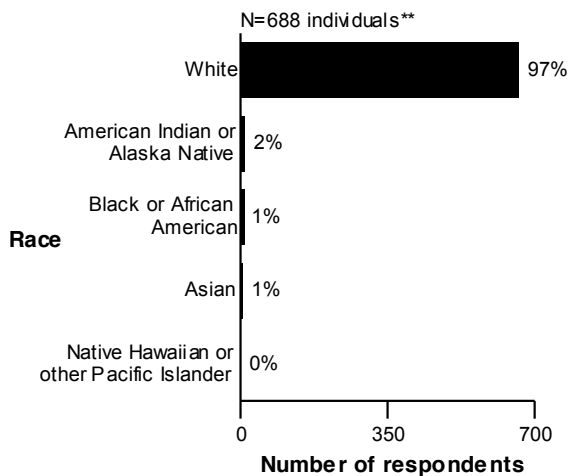


Figure 11: Visitor race

*total percentages do not equal 100 due to rounding

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

Language used for speaking and reading

Question 19a

When visiting an area such as Homestead National Monument of America, which one language do you and most members of your personal group prefer to use for speaking?

Results

- All visitor groups preferred English for speaking (see Figure 12).

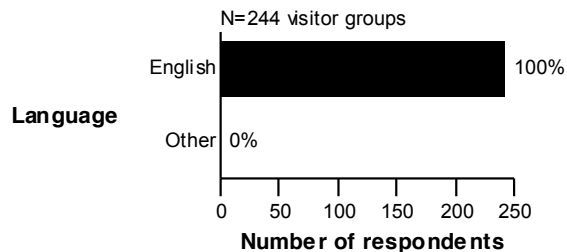


Figure 12: Language preferred for speaking

Question 19b

When visiting an area such as Homestead National Monument of America, which one language do you and most members of your personal group prefer to use for reading?

Results

- All visitor groups preferred English for reading (see Figure 13).

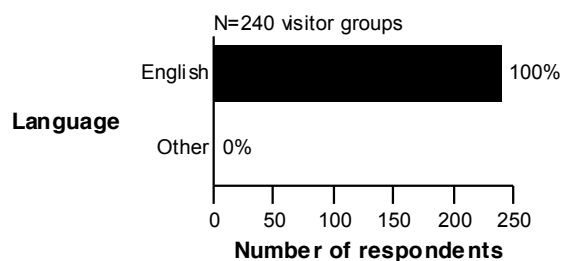


Figure 13: Language preferred for reading

*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 languages other than English

Question 19c

In your opinion, what services in the park need to be provided in languages other than English?

Results

- 37% of visitor groups felt that services should be provided in languages other than English.
- Fourteen visitor groups provided comments on services that need to be provided in languages other than English (see Table 6).

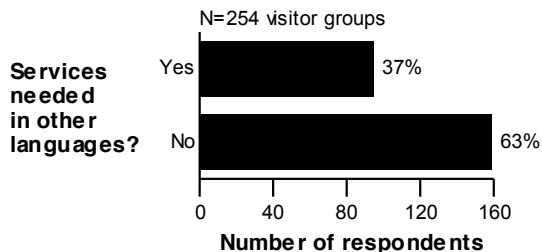


Figure 14: Visitor groups that needed services in other languages

Table 6: Services in languages other than English

N=19 comments;

some visitor groups made more than one comment.

CAUTION!

Service	Number of times mentioned
Signage	6
Audio	3
Brochures	2
Maps	2
Video	2
All services	1
Basic information	1
Emergency services	1
Exhibit translation	1

*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

Question 18b

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

Results

- 9% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 15).

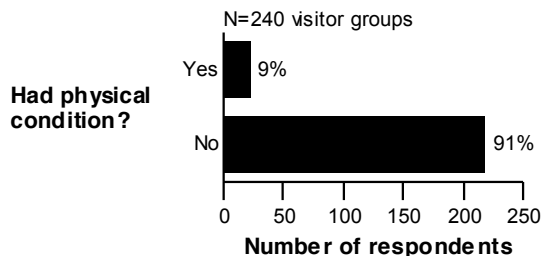


Figure 15: Visitor groups that had members with physical conditions

Question 18c

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

Results – Interpret with **CAUTION!**

- Eighteen visitor groups commented on the services and activities that were difficult to access or participate in (see Table 7).

Table 7: Services/activities that were difficult to access/participate in

N=20 comments;
some visitor groups made more than one comment.

CAUTION!

Service/activity	Number of times mentioned
Trails	7
Walking	6
Stairs	3
Wheelchair access	2
Elevator	1
Walking from parking lot	1

*total percentages do not equal 100 due to rounding

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

Special needs equipment

Question 18a

Were you and your personal group aware that special needs equipment (listening devices, white gloves, etc.) is available to visitors?

Results

- 42% of visitor groups were aware that special needs equipment was available to visitors (see Figure 16).

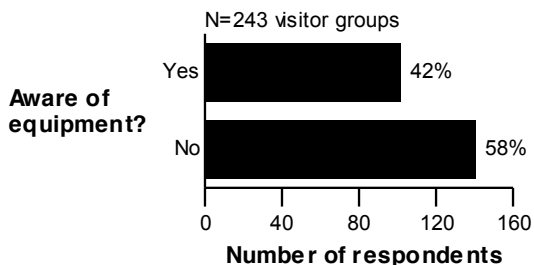


Figure 16: Visitor groups that were aware that special needs equipment was available

Question 18d

Did you and your personal group use any of the special needs equipment?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 17).

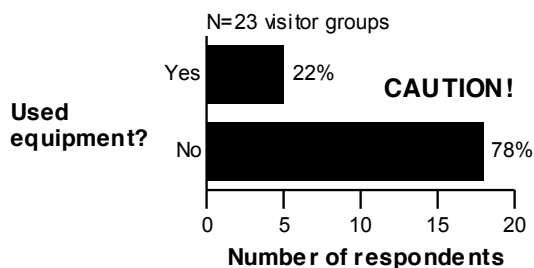


Figure 17: Visitor groups that used the special needs equipment

Question 18e

If YES, was the special needs equipment easy to use?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 18).

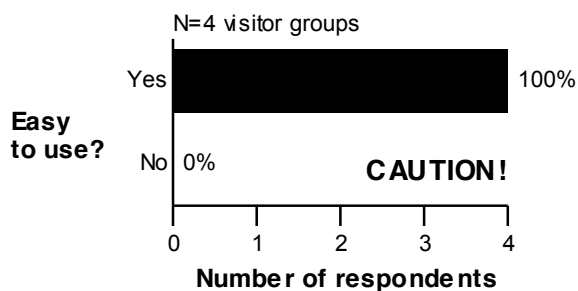


Figure 18: Visitor groups that found the special needs equipment easy to use

*total percentages do not equal 100 due to rounding

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

Level of education

Question 20

For you only, what is the highest level of education you have completed?

Results

- 33% of respondents had a bachelor's degree (see Figure 19).
- 30% had a graduate degree.
- 22% had some college.

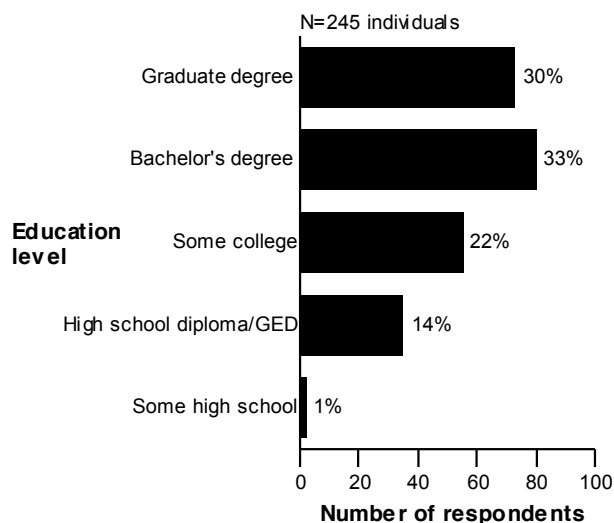


Figure 19: Respondent's level of education

Descendent of a homesteader

Question 16d

For you and your personal group on this visit, were you a descendent of someone who homesteaded under the Homestead Act of 1862?

Results

- 26% of visitors were descendants of someone who homesteaded under the Homestead Act of 1862 (see Figure 20).

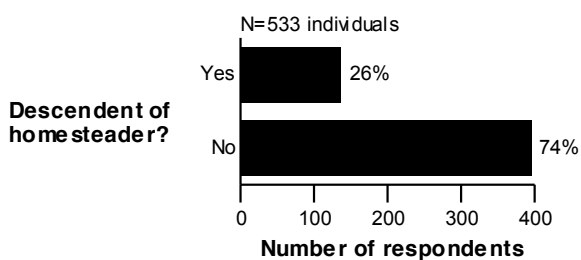


Figure 20: Visitors who were descendants of a homesteader

*total percentages do not equal 100 due to rounding

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

Household income

Question 27a

Which category best represents your annual household income?

Results

- 23% of visitor had an annual income of \$50,000 to \$74,999 (see Figure 21).
- 17% had an income between \$75,000 and \$99,999.

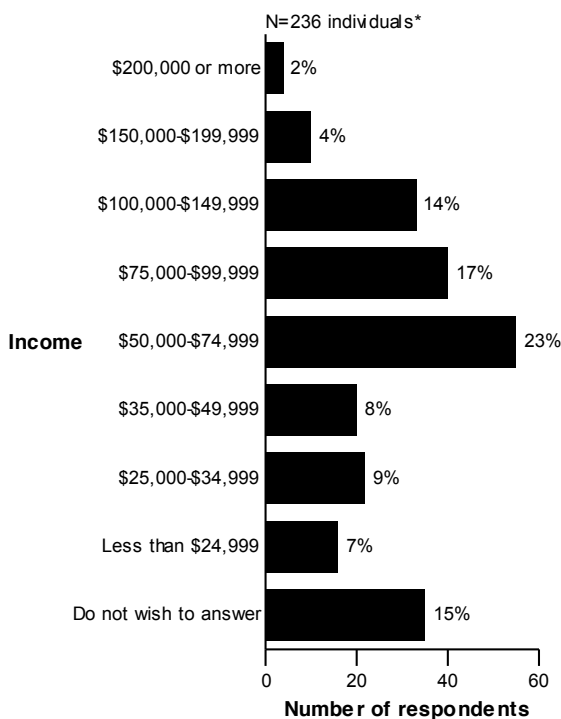


Figure 21: Household income

Question 27b

How many people are in your household?

Results

- 63% of visitors had two members in their household (see Figure 22).
- 18% had three or four members.

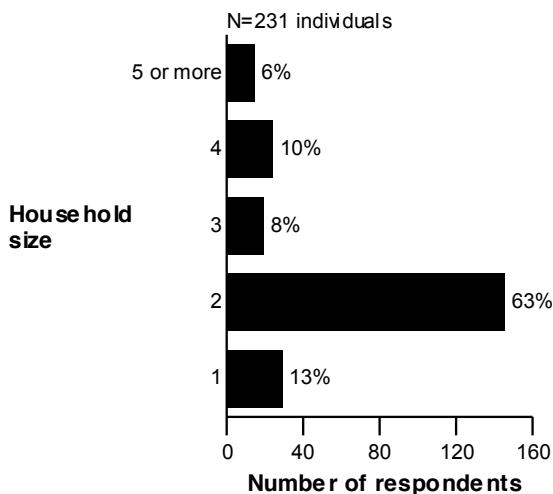


Figure 22: Number of people in household

*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 obtain information about Homestead National Monument of America?

Results

- 86% of visitor groups obtained information about Homestead National Monument of America prior to their visit (see Figure 23).

- As shown in Figure 24, among those visitor groups who obtained information about Homestead National Monument of America prior to their visit, the most common sources were:

38% Friends/relatives/word of mouth
37% Park website
30% Previous visits

- "Other" sources (9%) were:

Drove by
Frequent visitors of national parks
Knew it was there
National Park Passport
Native Nebraskans
Road sign
Scientific documents
Volunteer
We live close to the monument

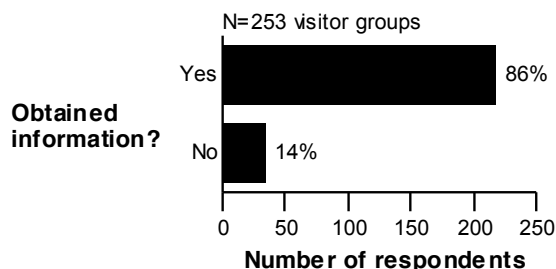


Figure 23: Visitor groups who obtained information about Homestead National Monument of America prior to visit

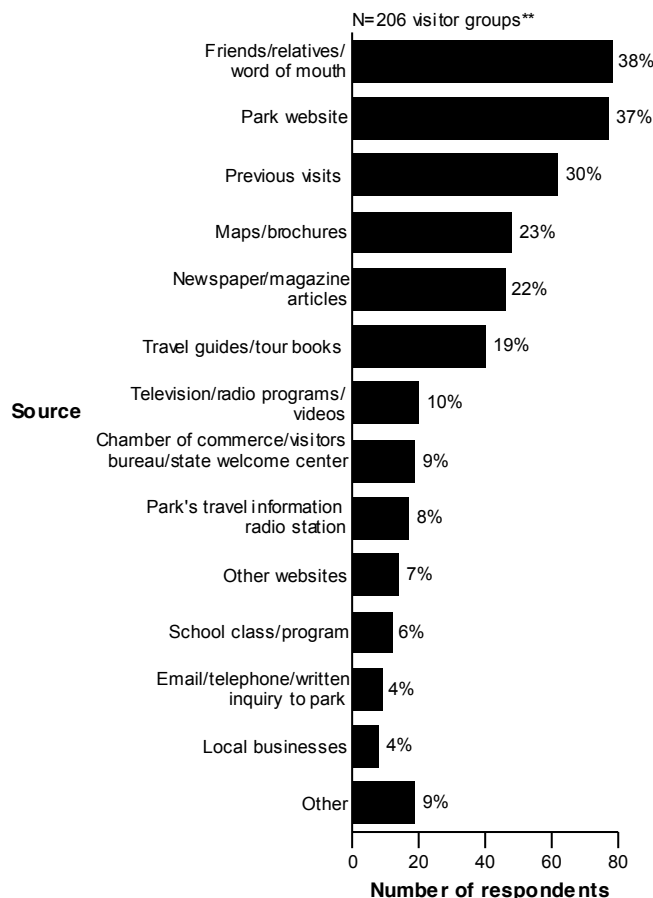


Figure 24: Sources of information used by visitor groups prior to visit

*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

- 92% of visitor groups received needed information prior to their visit (see Figure 25).

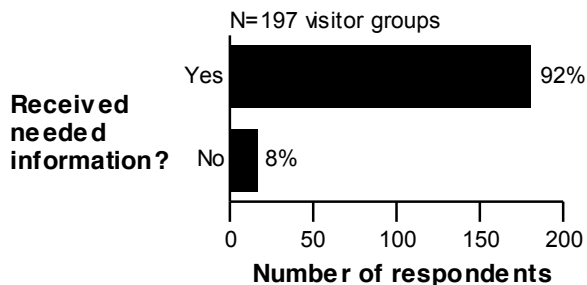


Figure 25: Visitor groups that received needed information prior to their visit

Question 1d

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

Results – Interpret with **CAUTION!**

- Nine visitor groups listed information they needed, but was not available (see Table 8).

Table 8: Needed information

N=9 comments;
CAUTION!

Type of information	Number of times mentioned
Availability of grill	1
Bird list	1
Detailed map on website	1
Extent of prairie trail	1
Hours of operation year round	1
Mis-read ad date in newspaper	1
More information about Nebraska	1
RV parking	1
What there is at each site	1

*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 Homestead National Monument of America in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 26, the most common sources of information to use for a future visit were:

66% Park website
30% Maps/brochures
29% Previous visits
29% Travel guides/tour books

- "Other" sources of information (5%) were:

Books
National Park Passport
Information on upcoming programs

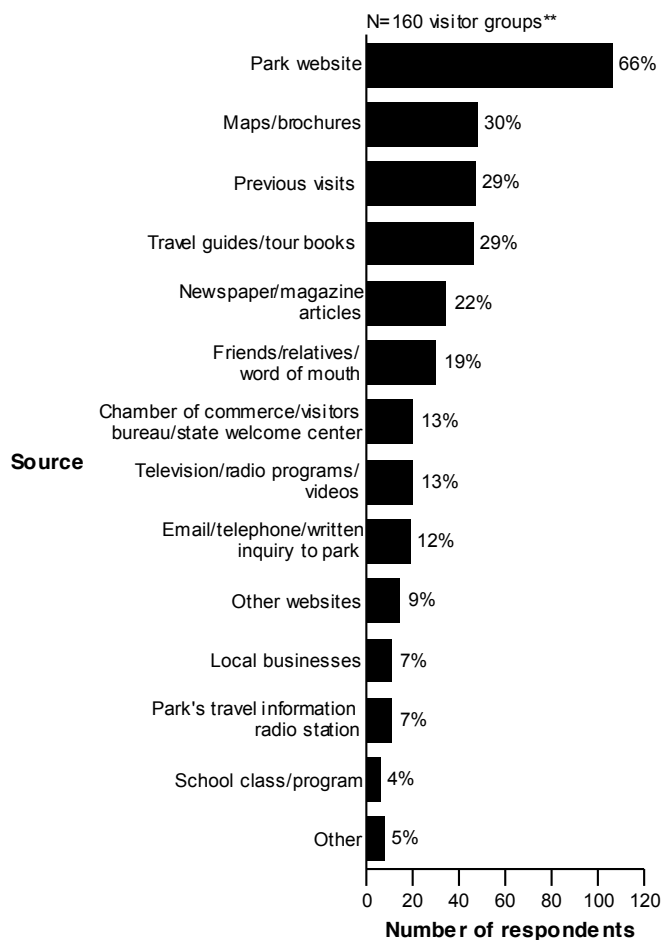


Figure 26: Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Park website

Question 10a

Did you and your personal group obtain information from the park website (www.nps.gov/home) prior to or during this visit to plan your trip to Homestead National Monument of America?

Results

- 34% of visitor groups obtained information from the park website prior or during the visit (see Figure 27)

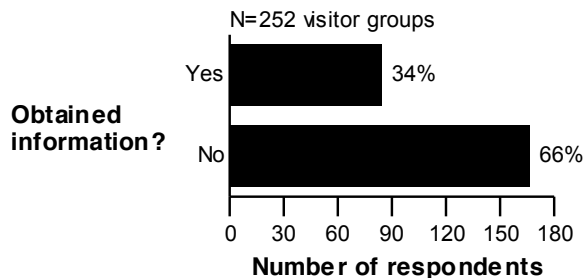


Figure 27: Visitor groups that obtained information from the park website

Question 10b

If you and your personal group used the park website, please rate how helpful the website was in planning your visit.

Results

- 80% of visitor groups found the park website “extremely helpful” or “very helpful” in planning their visit (see Figure 28).
- 14% found the park website “moderately helpful.”

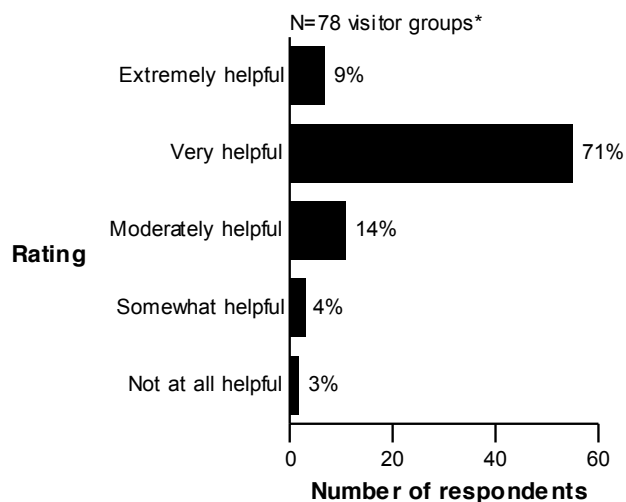


Figure 28: Helpfulness of park website

*total percentages do not equal 100 due to rounding

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

Question 10c

Overall, how would you and your personal group rate the quality of information provided on the park website?

Results

- 86% of visitor groups rated the overall quality of the park website as “very good” or “good” (see Figure 29).
- 1% rated the quality as “very poor.”

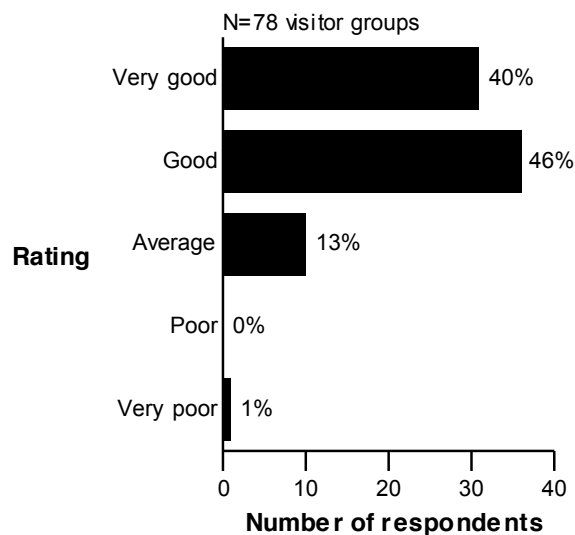


Figure 29: Overall quality of park website

Question 10d

Did you and your personal group find the information that you needed on the park website?

Results

- 85% of visitor groups found the information they needed on the park website (see Figure 30).

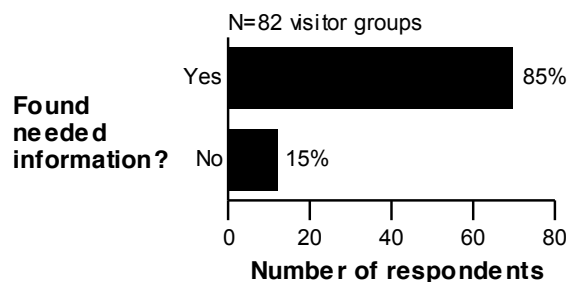


Figure 30: Visitor groups that received needed information from park website

*total percentages do not equal 100 due to rounding

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

Question 10e

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

Results – Interpret with **CAUTION!**

- Six visitor groups listed information they needed, but was not available on the park website (see Table 9).

Table 9: Information not available on park website

N=8 comments

CAUTION!

Type of information	Number of times mentioned
Detailed park map	1
Hours on website did not agree with hours at the park	1
Information on how much time to spend here	1
Information on nearby camping	1
More about ecology	1
More detailed information on exhibits, films, etc.	1
More detailed information on time required for visit	1
Pictures of prairie plants and homesteaders	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 10f

If you and your personal group did not use the park website, why not?
(open-ended)

Results

- One hundred fifty-two visitor groups provided reasons for not using the park website (see Table 10).

Table 10: Reasons for not using the park website

N=157 comments;
some visitor groups made more than one comment.

Reason	Number of times mentioned
Visit was unplanned	26
Unaware of website	25
Already knew about park	18
Do not own a computer	14
Did not need to use website	13
Did not need information	11
No access to computer/website	10
Did not think of it	8
Had visited previously	7
Do not use computers	4
Obtained information through newspaper	4
Got information through word of mouth	2
Unaware of the park	2
Visiting with local family	2
Did not have time to use website	1
Did not search for it	1
Did not try website	1
Do not plan trips	1
Internet is a waste of time	1
Live in the area	1
Obtained information through flyers	1
Prefer other information sources	1
Reason for visit was to obtain park pass	1
Used state website	1
Visit Nebraska site hard to use	1

*total percentages do not equal 100 due to rounding

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

Primary reason for visiting the area

Question 2

On this trip, what was the primary reason that you and your personal group came to the Homestead National Monument of America area?

Results

- 24% of visitor groups were residents of the area (see Figure 31).
- As shown in Figure 32, for visitors groups that were not residents of the area, the primary reasons for coming the Homestead National Monument of America were:

53% Visit Homestead National Monument of America
16% Visit friends/relatives in the area

- “Other” reasons (20%) included:

Anniversary getaway
Bird watching
Brought friends/relatives
Church day camp activity
Family reunion
Field trip
First time to see the new building
Genealogy trip
Geocaching
Get senior pass
Hiking
Interested in speaker
Model A club trip
Naturalization ceremony
Obtain National Park passport stamp
Passing through the area
Picnic
Prior resident of Beatrice
Research data collection
Saw it on a map
Special program at park
Tourist
Wanted to learn more

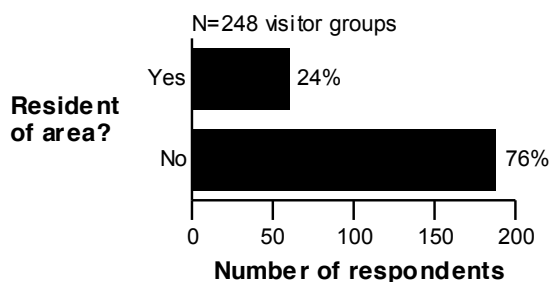


Figure 31: Residents of the area (within 60 miles of the park)

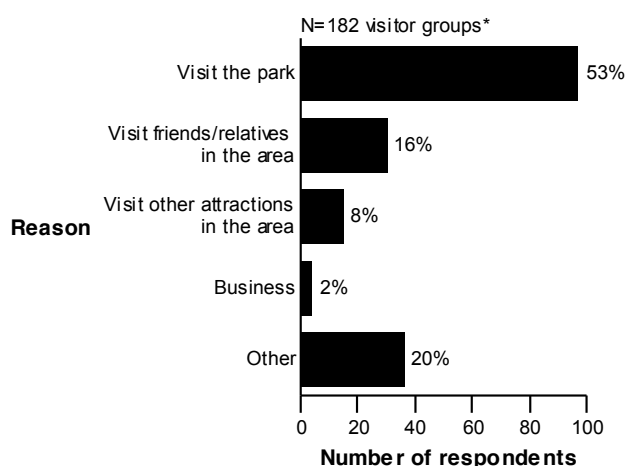


Figure 32: Primary reason for visiting the Homestead National Monument of America area

*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 8

On this visit, were the signs directing you and your personal group to and within Homestead National Monument of America adequate?

Results

a. Interstate signs

- 65% of visitor groups did not use interstate signs to direct them to the park (see Figure 33).
- 32% indicated that interstate signs were adequate.

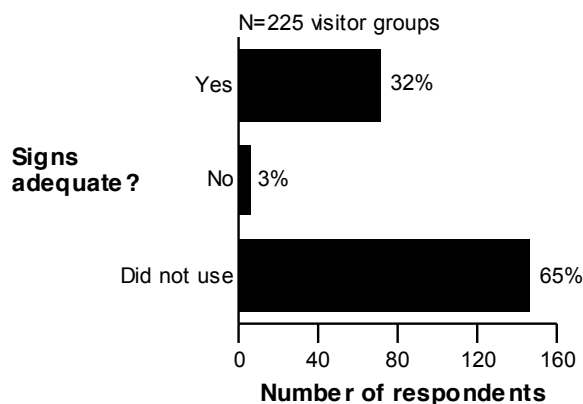


Figure 33: Visitor groups' opinions of the adequacy of interstate signs

b. State highway signs

- 79% of visitor groups indicated that state highway signs were adequate in directing them to the park (see Figure 34).
- 16% did not use state highway signs.

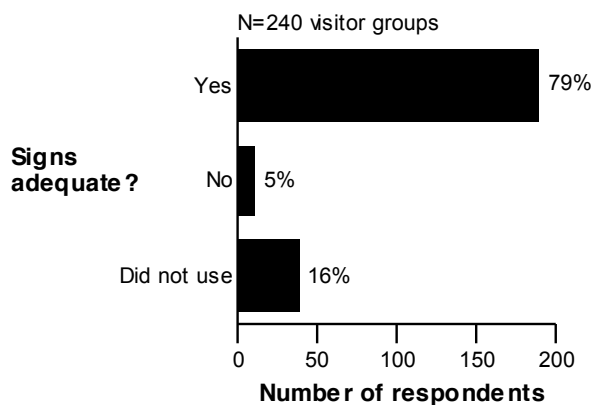


Figure 34: Visitor groups' opinions of the adequacy of state highway signs

*total percentages do not equal 100 due to rounding

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

c. Signs in local communities

- 72% of visitor groups indicated that signs in local communities were adequate in directing them to the park (see Figure 35).
- 18% did not use signs in local communities.

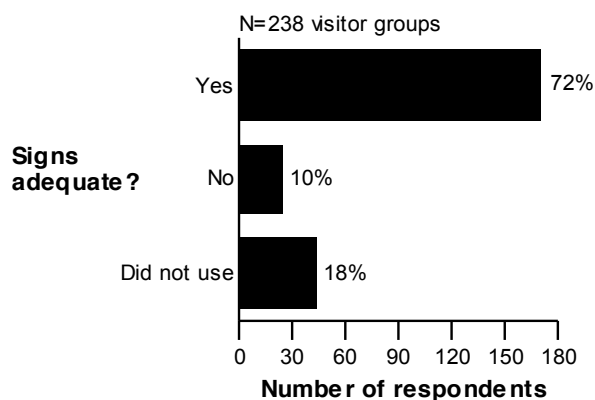


Figure 35: Visitor groups' opinions of the adequacy of signs in local communities

d. Signs in the park

- 89% of visitor groups indicated that signs in the park were adequate in directing them within the park (see Figure 36).
- 8% did not use signs in the park.

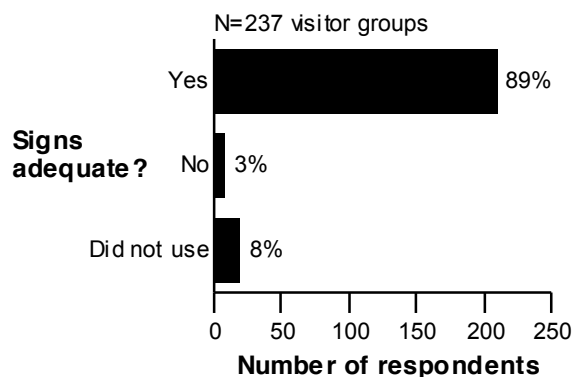


Figure 36: Visitor groups' opinions of the adequacy of signs in the park

*total percentages do not equal 100 due to rounding

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

Question 8e

If you answered NO for any of the above,
please explain? (open-ended)

Results

- Forty-two visitor groups provided comments on directional signs (see Table 11).

Table 11: Comments on directional signs

N=44 comments;
some visitor groups made more than one comment.

Sign location	Comment	Number of times mentioned
Interstate signs	Did not see any signs	5
	Hard to find the park	1
	Need more billboards with pictures	1
	Not enough information about sites on signs	1
State highway signs	Distance from the sign to the park should be included	1
	Do not recall signs along the state highway	1
	Inadequate signage in Beatrice	1
	"N-4" What does that mean?	1
	Need more markings on Highway 77	1
	Poor signage on NE 13674	1
	Should be more signs in prominent places	1
	Signs need to be larger	1
Signs in local communities	They were too easily overlooked	1
	Signs in Beatrice were confusing	4
	Hard to find the park	2
	Sign is not obvious	2
	Asked for directions	1
	Could use a sign at each stop light	1
	Crowded in with highway and street signs	1
	Do not believe Beatrice cares about tourism	1
	More signs and picture billboards	1
	Need signs to direct turns	1
	Needed a bit more notice so as not to stop short	1
	Only saw a Highway 4 sign	1
	The sign just before railroad tracks were confusing	1
	They were too easily overlooked	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: Comments on directional signs
(continued)

Sign location	Comment	Number of times mentioned
Signs in the park	Confusing as to what was what	1
	Didn't know how to find cabin	1
	Lack of visitor center sign was confusing	1
	Maps with "You Are Here" would give visual aid to arrowed signs	1
	More signs would help	1
	Need an earlier sign (at patio) to trails	1
	Need signs along trail by specific plants and trees	1
	Were not sure where to go	1
	What does "heritage" versus "education" center mean?	1

*total percentages do not equal 100 due to rounding

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

Number of vehicles

Question 15c

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

Results

- 93% of visitor groups used one vehicle to arrive at the park (see Figure 37).

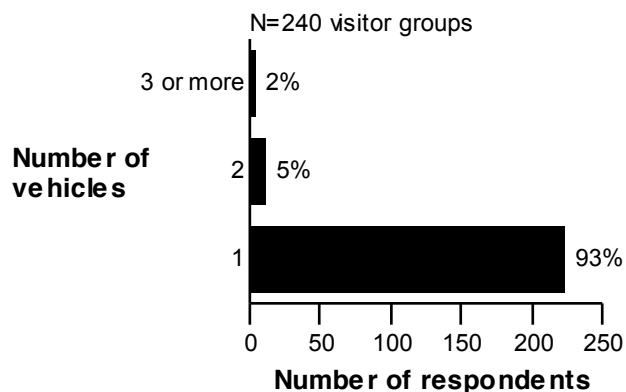


Figure 37: Number of vehicles used to arrive at the park

Number of park entries

Question 3d

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

Results

- 82% of visitor groups entered the park once (see Figure 38).
- 13% entered the park twice.

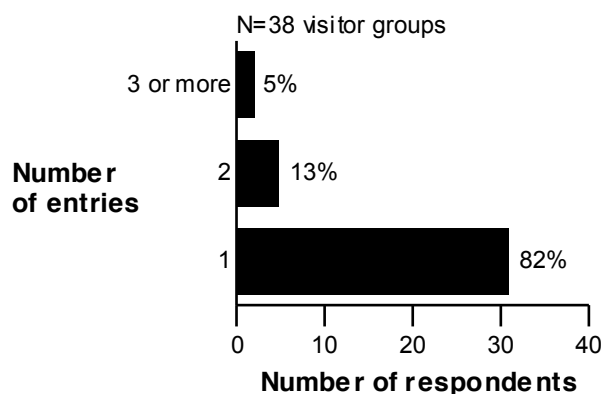


Figure 38: Number of park entries

Overnight stay and accommodations

Question 7a

On this trip, did you and your personal group stay overnight away from your permanent residence in the Homestead National Monument of America area (within 60 miles of the park)?

Results

- 33% of visitor groups stayed overnight away from home in the Homestead National Monument of America area (see Figure 39).

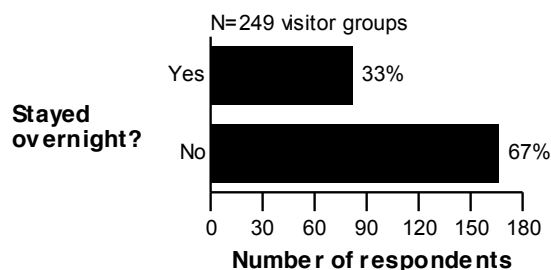


Figure 39: Visitor groups who stayed overnight in the area within 60 miles of the park

*total percentages do not equal 100 due to rounding

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

Question 7b

If YES, please list the number of nights you and your personal group stayed in the Homestead National Monument of America area.

Results

- 51% of visitor groups stayed one night in the park area (see Figure 40).
- 34% stayed three or more nights.

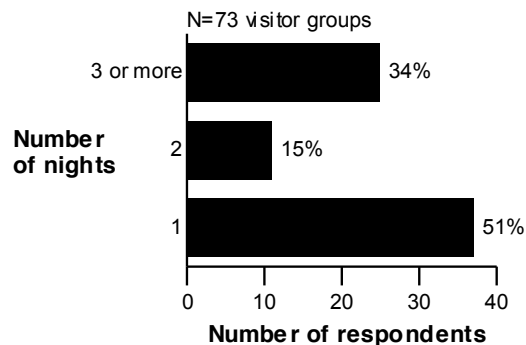


Figure 40: Number of nights stayed in the area (within 60 miles)

Type of lodging outside the park

Question 7c

In which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 60 miles of the park)?

Results

- 48% of visitor groups stayed in lodges, hotels, motels, cabins, B&B, etc. (see Figure 41).
- 23% stayed in the residence of friends or relatives.
- 23% were RV/trailer camping.

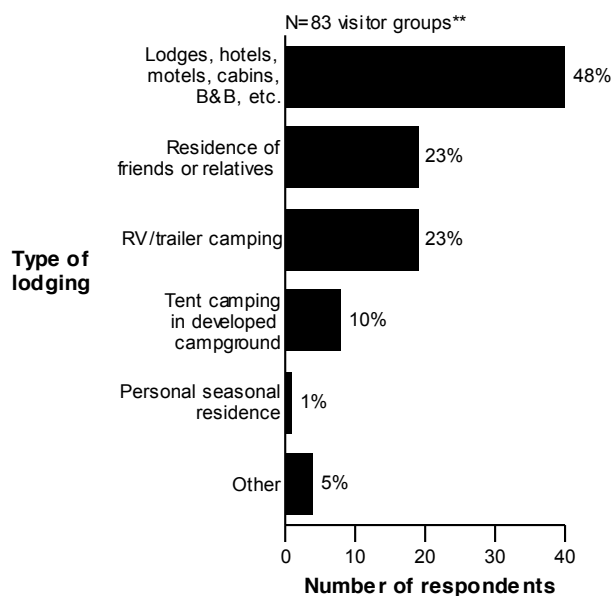


Figure 41: Type of lodging outside the park (within 60 miles)

*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 in the park

Question 3a

On this visit, how many hours in total did you and your personal group spend visiting Homestead National Monument of America?

Results

- 45% of visitor groups spent two hours visiting the park (see Figure 42).
- 27% spent one hour.
- The average length of visit was two hours.

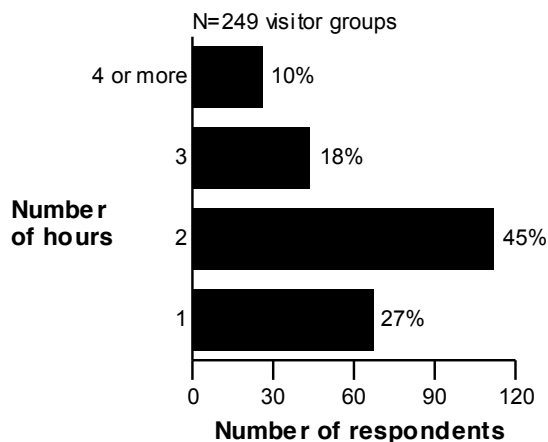


Figure 42: Hours spent visiting the park

Question 3b

On this visit, did you and your personal group visit Homestead National Monument of America on more than one day?

Results

- 2% of visitor groups visited the park on more than one day (see Figure 43).

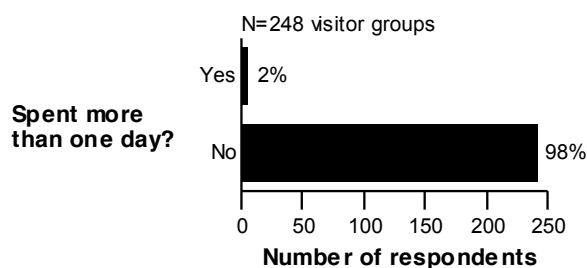


Figure 43: Visitor groups that visited the park on more than one day

Question 3c

If YES, how many days did you visit the park?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 44).

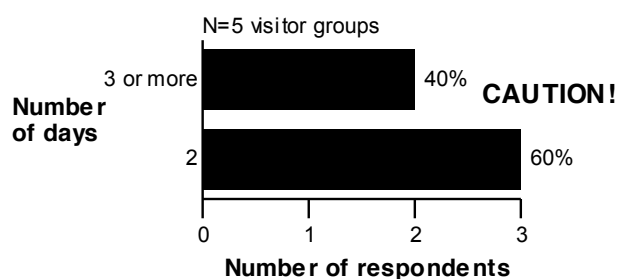


Figure 44: Number of days spent visiting the park

*total percentages do not equal 100 due to rounding

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

Sites visited

Question 4a

On this visit to Homestead National Monument of America, which park sites did you and your personal group visit?

Results

- As shown in Figure 45, the most commonly visited sites by visitor groups at Homestead National Monument of America were:

88% Heritage Center
72% Education Center

- The least visited site was:

22% Freeman School

- “Other” sites (3%) were:

Art area of Education Center
Trails to all locations
Picnic area

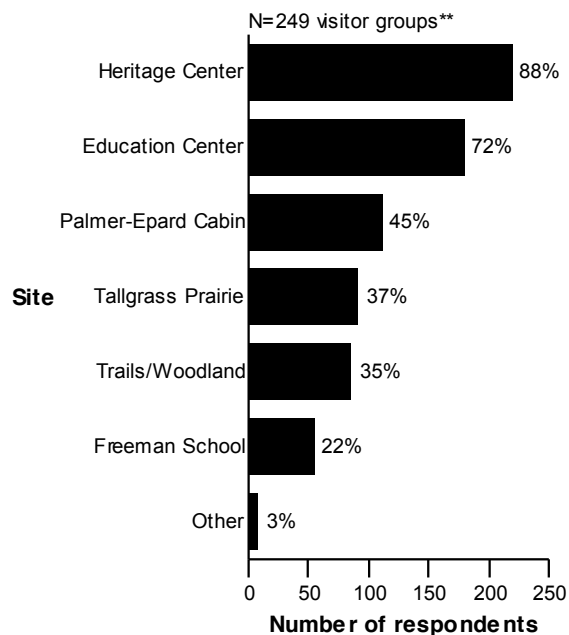


Figure 45: Sites visited

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 12a

On this visit, in which activities did you and your personal group participate within Homestead National Monument of America?

Results

- As shown in Figure 46, the most common activities visitor groups participated in were:

87% Viewing museum exhibits at Heritage Center
70% Viewing exhibits at Education Center
70% Watching movies/videos

- “Other” activities (4%) were:

Author presentation
Ceremony
Freeman School
Using cell phone guide
Windmill speaker

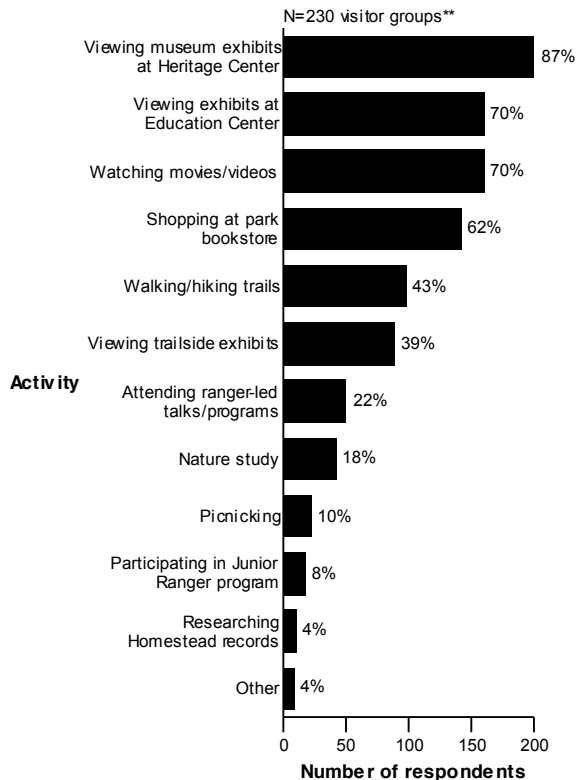


Figure 46: Activities on this visit

*total percentages do not equal 100 due to rounding

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

Activities on future visit

Question 12b

If you were to visit the park in the future, in which activities would you and your personal group like to participate?

Results

- As shown in Figure 47, the most common activities in which visitor groups would participate in the future were:

74% Walking/hiking trails

72% Attending ranger-led talks/programs

71% Viewing exhibits at Education Center

- “Other” activities (4%) were:

Biking trails

Freeman School

Lake Trail/observation area

Meeting local celebrities:

Mayor of Beatrice, family members, Congressional leaders from Nebraska

Planning more time

Using cell phone guide

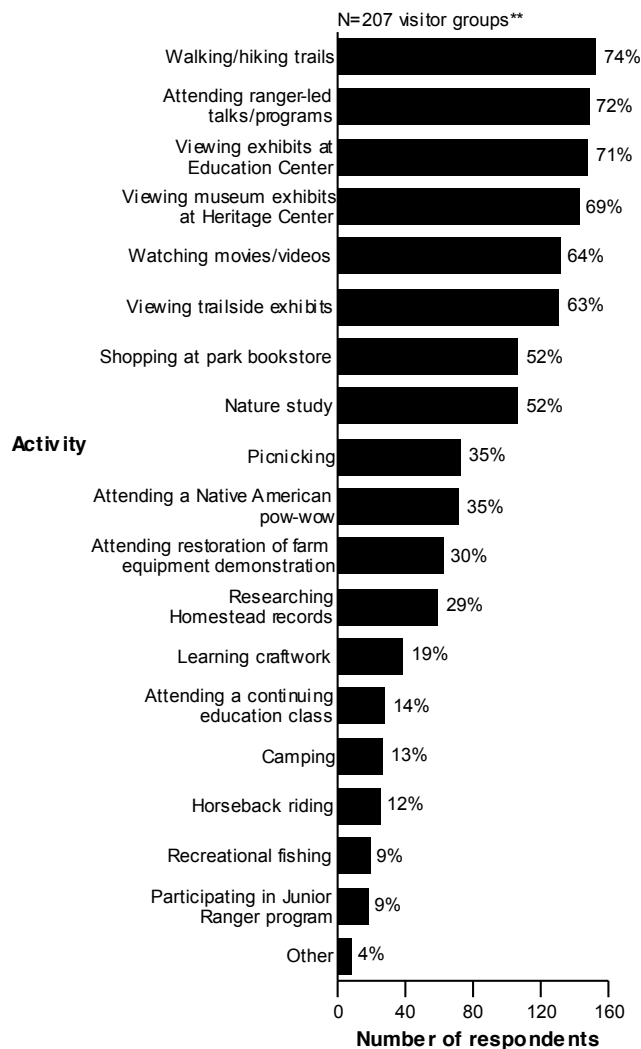


Figure 47: Activities on future visit

*total percentages do not equal 100 due to rounding

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

Use of trails

Question 4b

On this visit, did you and your personal group walk/hike the trails within the park?

Results

- 39% of visitor groups walked/hiked the trails within the park (see Figure 48).

Walked/hiked
park trails?

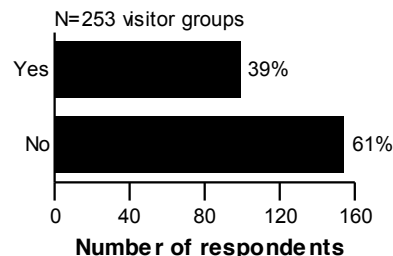


Figure 48: Visitor groups that walked/hiked park trails

Question 4c

If you and your personal group did not go on any trails, what would encourage you to walk/hike the trails?

Results

- One hundred fourteen visitor groups listed elements that would encourage them to walk/hike the park trails (see Table 12).

Table 12: Elements that would encourage visitor groups to walk/hike trails

N=124 comments;

some visitor groups made more than one comment.

Element	Number of times mentioned
More time	61
Better weather conditions	20
Improved walking ability	6
Better health	4
Handicap accessibility	4
More information	4
Golf cart	3
Younger age	3
Dog accessibility	2
No ticks	2
Paved walkways	2
Younger group to walk along	2
Adding trail distances to brochures	1
Grandchildren	1
Group study	1
Guided nature tours	1
Having others along who wanted to walk with them	1
Horses	1
If trails were stroller friendly	1
Make it more interactive	1
Ranger-led tours	1
Remove poison ivy	1
Tram	1

*total percentages do not equal 100 due to rounding

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

Ranger-led talks/programs

Question 9a

On this visit to Homestead National Monument of America, did anyone in your personal group participate in any of the ranger-led talks/programs?

Results

- 22% of visitor groups participated in ranger-led talks/programs (see Figure 49).

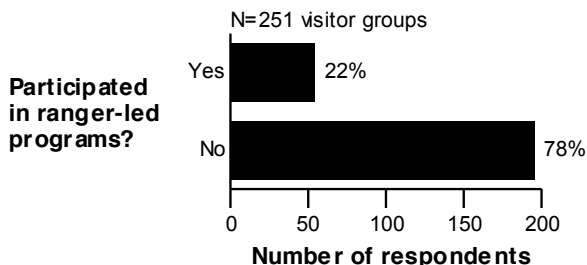


Figure 49: Visitor groups that participated ranger-led talks/programs

Question 9b

If NO, what prevented you and your personal group from participating in ranger-led talks/programs?

Results

- As shown in Figure 50, the most common reasons visitor groups did not participate in ranger-led talks/programs were:

59% Did not have time
28% Not aware of any ranger-led talks/programs offered at park

- “Other” reasons (20%) were:

Arrived late
Came for special event
Did not intend to attend programs
Did not want to walk
Enjoyed the movie
Had attended programs in the past
Had young children in group
Have difficulty walking
Hearing impaired
It was raining
Not aware of program
Not enough time

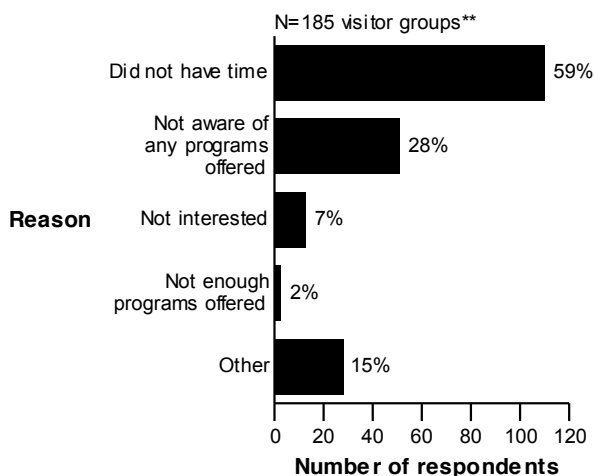


Figure 50: Reasons for not participating in ranger-led programs

- “Other” reasons (continued)

Meeting was in progress
Purchased park pass
Too hot for outdoor talks

*total percentages do not equal 100 due to rounding

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

Question 9c

If you were to visit the park in the future, would you and your personal group be interested in attending ranger-led programs?

Results

- 82% of visitor groups would likely attend ranger-led programs in the future (see Figure 51).
- 11% were not sure.

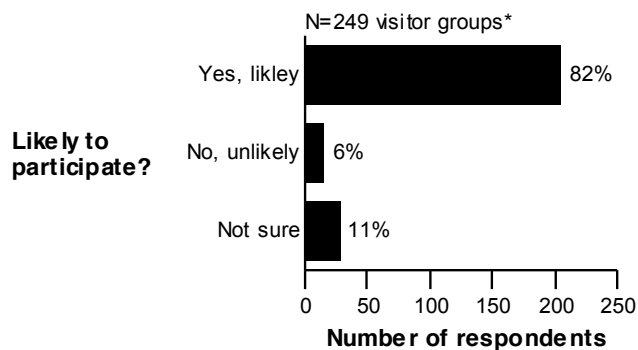


Figure 51: Visitor groups that would likely attend ranger-led programs in the future

Question 9d

If YES, what length of program would you and your personal group be most likely to attend?

Results

- For 54% of visitor groups the preferred length of a ranger-led program was 1/2 – 1 hour (see Figure 52).
- For 34% the preferred length of program was under 1/2 hour.
- “Other” preferred program lengths (3%) were:

1/2 to 2 hours
3.5 hours
Any length
Depends on time available
Depends on topic

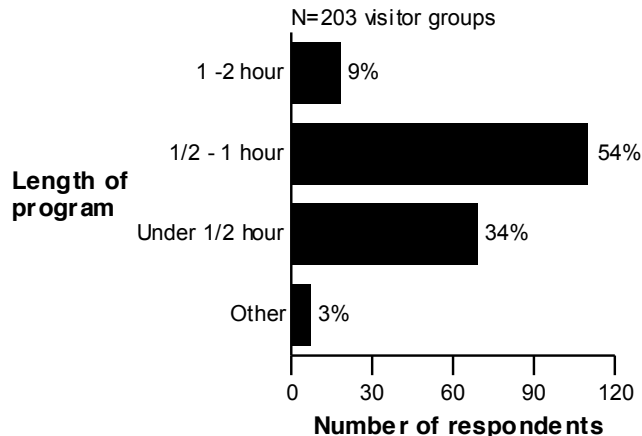


Figure 52: Preferred length of ranger-led programs

*total percentages do not equal 100 due to rounding

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

Exhibits viewed/used

Question 11a

Please indicate all types of exhibits that you and your personal group viewed/used during this visit at the Heritage Center.

Results

- 93% of visitor groups viewed/used the exhibits at Heritage Center during the visit (see Figure 53).
- As shown in Figure 54, the most commonly viewed/used type of exhibit was:

97% Static exhibits

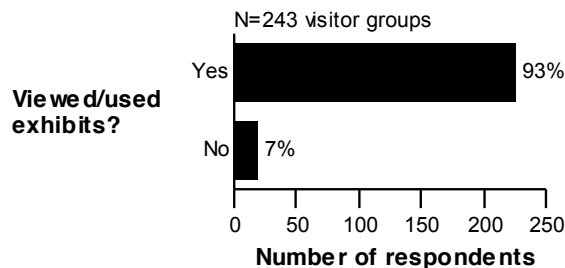


Figure 53: Visitor groups that viewed/used exhibits at Heritage Center

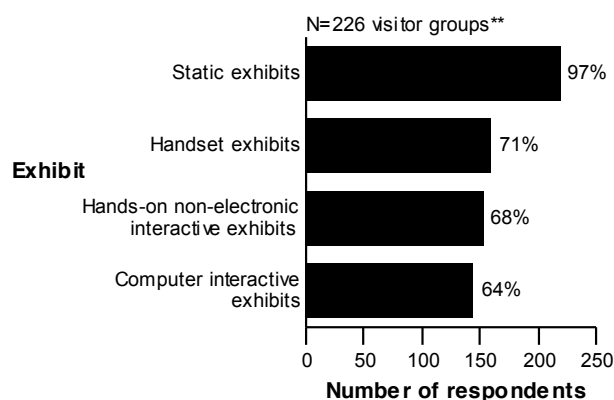


Figure 54: Exhibits viewed/used by visitor groups

*total percentages do not equal 100 due to rounding

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

Question 11b

Was the exhibit lighting adequate for viewing?

Results

Handset exhibits

- 95% of visitor groups found the lighting of handset exhibits adequate (see Figure 55).

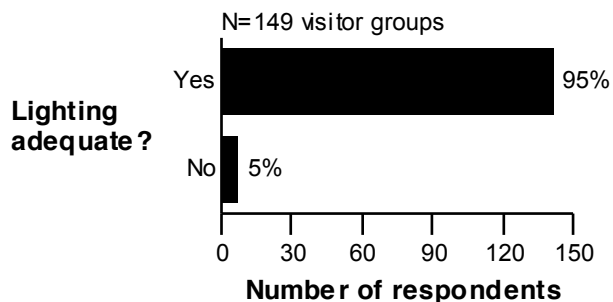


Figure 55: Visitor groups that found the lighting of handset exhibits adequate

Static exhibits (exhibits that are read or viewed: photos, posters, etc.)

- Almost all visitor groups found the lighting of static exhibits adequate (see Figure 56).

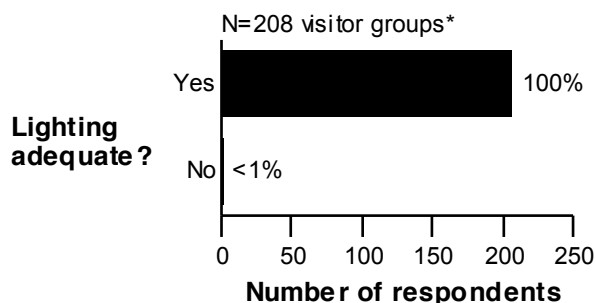


Figure 56: Visitor groups that found the lighting of static exhibits adequate

Computer interactive exhibits (exhibits that can be manipulated)

- 93% of visitor groups found the lighting of computer interactive exhibits adequate (see Figure 57).

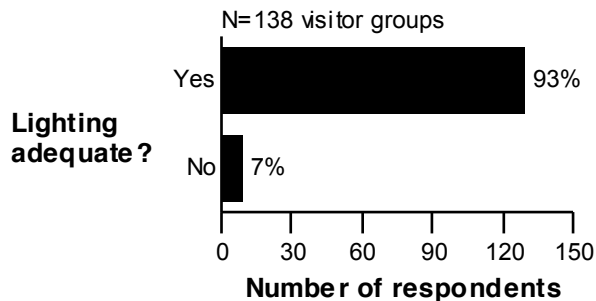


Figure 57: Visitor groups that found the lighting of computer interactive exhibits adequate

*total percentages do not equal 100 due to rounding

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

Hands-on non-electronic interactive exhibits
(exhibits that can be manipulated)

- 96% visitor groups found the lighting of hands-on non-electronic interactive exhibits adequate (see Figure 58).

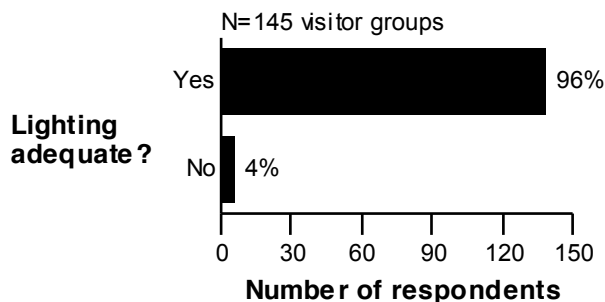


Figure 58: Visitor groups that found the lighting of hands-on non-electronic exhibits adequate

Question 11c

Was the exhibit easy to understand?

Results

Handset exhibits

- 99% of visitor groups found handset exhibits easy to understand (see Figure 59).

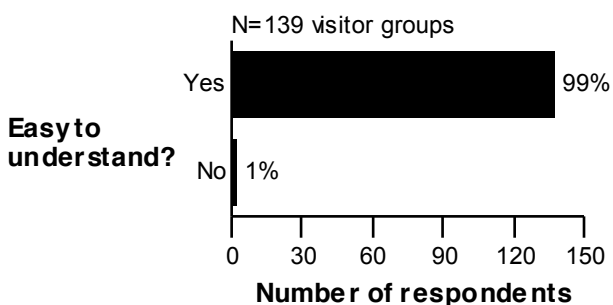


Figure 59: Visitor groups that found handset exhibits easy to understand

Static exhibits (exhibits that are read or viewed: photos, posters, etc.)

- All visitor groups found static exhibits easy to understand (see Figure 60).

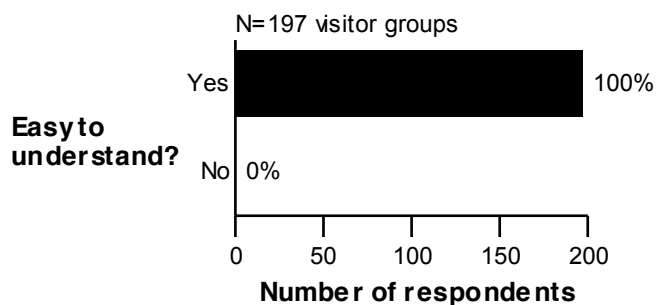


Figure 60: Visitor groups that found static exhibits easy to understand

*total percentages do not equal 100 due to rounding

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

Computer interactive exhibits (exhibits that can be manipulated)

- 97% of visitor groups found computer interactive exhibits easy to understand (see Figure 61).

Easy to understand?

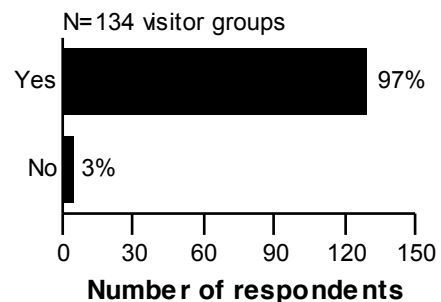


Figure 61: Visitor groups that found computer interactive exhibits easy to understand

Hands-on non electronic-interactive exhibits (exhibits that can be manipulated)

- 99% of visitor groups found hands-on non-electronic interactive exhibits easy to understand (see Figure 62).

Easy to understand?

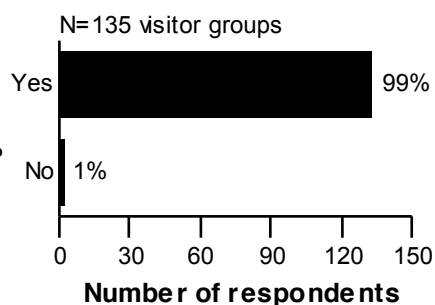


Figure 62: Visitor groups that found hands-on non-electronic exhibits easy to understand

Question 11d
Was the exhibit easy to use?

Results

Handset exhibits

- 99% of visitor groups found handset exhibits easy to use (see Figure 63).

Easy to use?

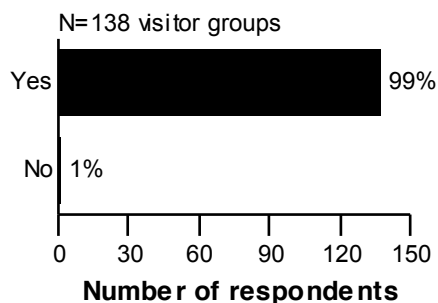


Figure 63: Visitor groups that found handset exhibits easy to use

*total percentages do not equal 100 due to rounding

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

Static exhibits (exhibits that are read or viewed: photos, posters, etc.)

- 99% of visitor groups found the static exhibits easy to use (see Figure 64).

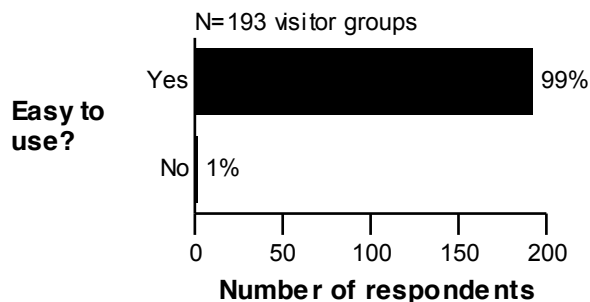


Figure 64: Visitor groups that found static exhibits easy to use

Computer interactive exhibits (exhibits that can be manipulated)

- 96% of visitor groups found computer interactive exhibits easy to use (see Figure 65).

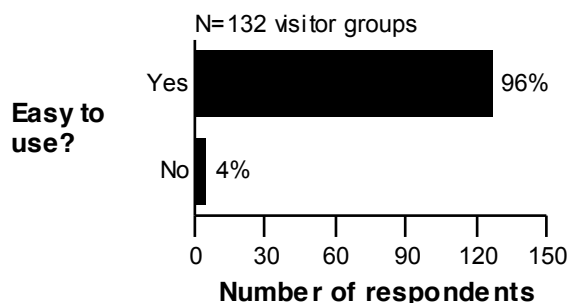


Figure 65: Visitor groups that found computer interactive exhibits easy to use

Hands-on non-electronic interactive exhibits (exhibits that can be manipulated)

- 96% of visitor groups found hands-on non-electronic interactive exhibits easy to use (see Figure 66).

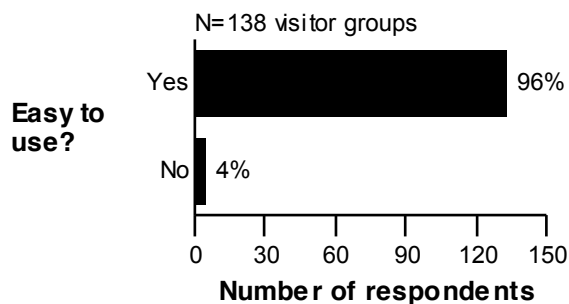


Figure 66: Visitor groups that found hands-on non-electronic exhibits easy to use

*total percentages do not equal 100 due to rounding

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

Question 11e

If you and your personal group did not use the handset exhibits, why not?

Results

- Sixty-one visitor groups responded to this question.
- Table 13 shows the reasons that visitor groups did not use the handset exhibits.

Table 13: Reasons for not using handset exhibits

N=65 comments;
some visitor groups made more than one comment.

Reason	Number of times mentioned
Not enough time	38
Not aware of them	4
With young children	3
Concerned about germs	2
Did not have cell phone	2
Did not see any	2
Do not know what they are	2
Not interested	2
Preferred traditional exhibits	2
Did not appear interesting	1
Interested in books	1
Left one group member in the car	1
Not necessary	1
Plenty of things to do	1
Preferred to be outside	1
Spent time at education center	1
Viewed exhibits instead	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 11f

If you and your personal group did not use the computer interactive exhibits, why not?

Results

- Sixty-five visitor groups responded to this question.
- Table 14 shows the reasons that visitor groups did not use the computer interactive exhibits.

Table 14: Reasons for not using computer interactive exhibits

N=69 comments;
some visitor groups made more than one comment.

Reason	Number of times mentioned
Not enough time	40
Did not see/notice the computers	6
Preferred traditional exhibits	4
Insufficient computer skills	3
Not interested	3
Computers were not working	2
Did not look interesting	2
With young children	2
Do not have a computer	1
Interferes with imagination	1
Not necessary	1
Prefer not to use computers	1
Prefer hiking	1
Prefer to be outside	1
Spent time at education center	1

*total percentages do not equal 100 due to rounding

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

Park bookstore

Question 13a

Did you and your personal group visit the park bookstore?

Results

- 81% of visitor groups visited the park bookstore (see Figure 67).

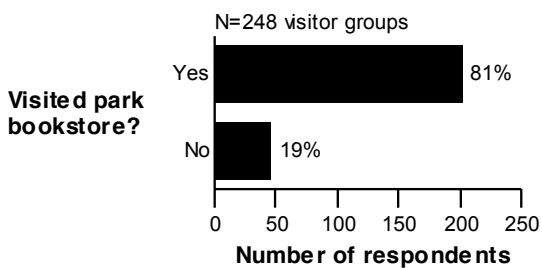


Figure 67: Visitor groups that visited the park bookstore

Question 13b

Are there any sales items that you and your personal group would like to purchase that are currently not available?

Results

- 14% of visitor groups wanted to purchase sales items that were not available at the park bookstore (see Figure 68).

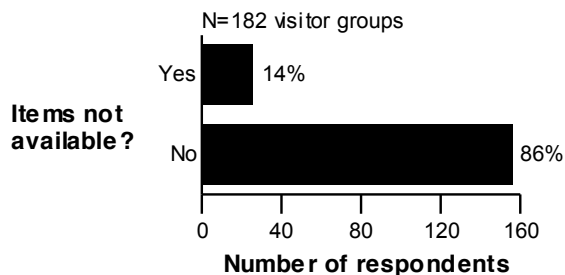


Figure 68: Visitor groups that wanted to purchase sales items that not available

*total percentages do not equal 100 due to rounding

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

Question 13c

If YES, which items would you like to have available for purchase on a future visit?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 69).
- Other items (38%) were:
 - Commemorative thimbles
 - Curriculum for teachers
 - Local photography
 - More toys for young kids
 - Mountain bike trails map
 - Playing cards
 - Postcards
 - Prairie dog toy
- Subjects for additional publications that visitor groups were interested in were:
 - Brochures/books on use of genealogy resources
 - Butterfly field guides
 - Dust Bowl
 - History
 - History of trails
 - Homesteading history
 - Low cost gift items for kids
 - Lower West history
 - More first hand accounts
 - More on homesteader daily life
 - Nebraska history
 - Nebraska parks
 - Peterson Field Guides: The North American Prairie
 - Windmills

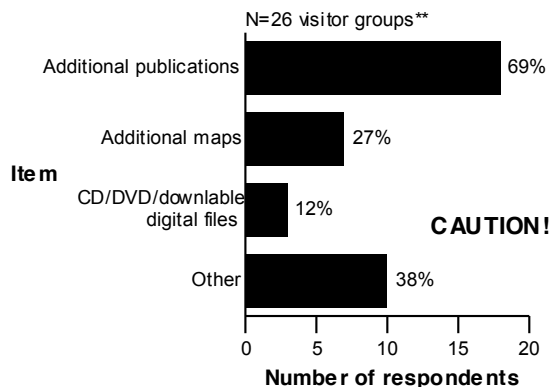


Figure 69: Sales items that visitor groups want available to purchase on a future visit

*total percentages do not equal 100 due to rounding

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

Learned on this visit

Question 22a

After visiting Homestead National Monument of America, do you find the word “monument” in the name Homestead National Monument of America confusing?

Results

- 15% of visitor groups found the word “monument” confusing after visiting the park (see Figure 70).

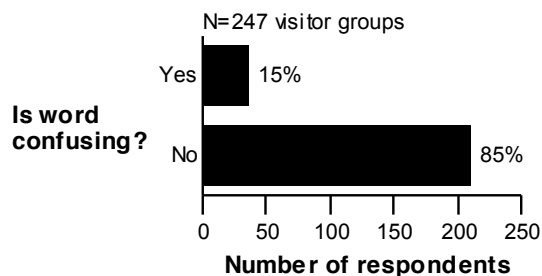


Figure 70: Visitor groups that found the word “monument” confusing

Question 22b

If YES, why is it confusing?

Results

- Thirty-three visitor groups responded to this question.
- Table 15 shows the reasons why visitor groups found the word “monument” confusing.

Table 15: Reasons for confusion

N=36 comments;
some visitor groups made more than one comment.

Reason	Number of times mentioned
Expected to see a marker (e.g. statue, building)	11
Most people don't think of a monument as a prairie and hiking trails	4
Featured more than expected	3
Monument sounds like a block of granite	3
What or where is "the monument?"	3
Monument is not reflective of the living land of the Homestead	2
Mt. Rushmore and the Saint Louis Arch are monuments; this is a site	2
It is somewhat questionable	1
Monument isn't confusing but "of America" seems redundant	1
Museum and monument may be a better name	1
National Homestead Act Site	1
Not the traditional one place monument	1
Nothing specific to identify as a monument	1
"Park" seems more appropriate	1
Somewhat confusing, but NPS literature clarified it	1

*total percentages do not equal 100 due to rounding

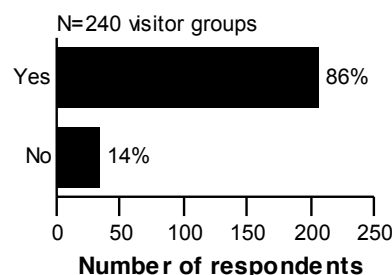
**total percentages do not equal 100 because visitors could select more than one answer

Personal connection to homesteaders

Question 6a

After this visit, do you feel that you are able to make a personal connection to the people who homesteaded under the Homestead Act of 1862 (i.e. do their lives have relevance to your life today)?

Able to make connection?



Results

- 86% of visitor groups were able to make a connection to homesteaders (see Figure 71).

Figure 71: Visitor groups that were able to make a connection to homesteaders

Question 6b

If YES, what is the most important way that homesteading life has relevance to your life today? (open-ended)

Results

- One hundred seventy-eight visitor groups responded to this question. Table 16 shows the relevance of homesteading life today.

Table 16: Relevance of homesteading life

N=192 comments;
some visitor groups made more than one comment.

Relevance	Number of times mentioned
Family has a homesteading heritage	31
Homesteaders' challenges/perseverance	14
Connection to family/family history	13
Appreciation/understanding of homesteaders' struggles	12
Contribution to agriculture/economy	11
Family has a farming heritage	7
It takes hard work	7
Contrast of lifestyles past and present	5
Early development of our country	5
Genealogical ties to local history	4
Life was hard	4
Connection to who we are today	3
Educational to children	3
Enjoy history/learning	3
National heritage	3
We are farmers	3
Better understanding of history	2
Greater appreciation for what I have	2
Homesteaders' accomplishments	2
Importance/example of perseverance	2
Part of our state's heritage	2
Respect/care for natural resources	2
Securing of property rights	2
Serves as an example to this generation	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 16: Relevance of homesteading life
(continued)

Relevance	Number of times mentioned
Settlement of the west	2
Thankful to ancestors	2
The rewards of hard work	2
A way of life	1
Accept the diversity of our country	1
Advancement/changes in farming technology	1
All that we share in today	1
Appreciation of natural resources	1
Appreciation/understanding of women's hard work	1
Availability of food	1
Being here	1
Continuing influence of homesteading	1
Contribution to life in Nebraska	1
Creation of productive land	1
Establishing good values for children	1
Farming today	1
Gives a sense of values, past and present	1
Green living	1
Grew up in primitive conditions	1
History	1
Homesteaders were survivors	1
Improvise, utilize what you have	1
Influence of homesteading on American families	1
Inspires us to improve the world	1
Kansas had significant number of homesteaders	1
Live in an area that was homesteaded	1
Loneliness of homestead life	1
Love country life	1
Nature	1
Oklahoma Sooners were homesteaders	1
Owners of native prairie	1
Pioneering spirit of America	1
Plains people are adaptable	1
Private ownership	1
Qualities of character and determination seen in some people today	1
Reinforces sadness for Indians	1
Settlement of new area	1
Simplicity	1
Stories told in the film	1
The dates	1
The value of home	1
Understand effect of homesteading on U.S. culture	1
We are spoiled and shouldn't complain	1
Worked hard for things we take for granted	1
Would have liked to be a homesteader	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 6c

Please list one aspect of the park's story that you might share with family and friends.
(open-ended)

Results

- One hundred sixty-six visitor groups responded to this question. Table 17 shows the aspects of the park's story that visitor groups might share with family and friends.

Table 17: Aspects of the park's story to share

N=200 comments;
some visitor groups made more than one comment.

Aspect	Number of times mentioned
Difficulties/hardships endured by homesteaders	21
Displacement of Native Americans due to homesteading	8
Farm equipment/tool exhibit	8
Hard work of homesteaders	8
Cabin/cabin life	6
Extent of homesteading in the U.S.	6
Last homesteader in Alaska	5
Some homesteaders failed	5
History of homesteading	4
Homesteaders' contribution to society/future generations	4
Number of people living in a small cabin	4
Settlers' housing/shelters	4
Should see film	4
The exhibits	4
The Native American perspective	4
What had to be done to get the land	4
Duration of homesteading into 1970's	3
Homesteading	3
Isolation of the homesteaders	3
Native grasses/prairie exhibits	3
Recommend a visit to others	3
Windmill information	3
Adventurousness/spirit of the homesteaders	2
All of it	2
Courage of the homesteaders	2
Early farming practices	2
Exhibit of prominent persons whose ancestors homesteaded	2
How adaptable the homesteaders were	2
Importance of Homestead Act	2
Life of the families/children	2
Perseverance/determination of the homesteaders	2
Story of Dr. Freeman	2
Trails	2
90 million people are descendants of homesteaders	1
Access to records	1
Amount of documented history	1
Art	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 17: Aspects of the park's story to share
(continued)

Aspect	Number of times mentioned
Attributes considered in selecting homesteads	1
Bring grandchildren to the park	1
Civil War history	1
Coincidence of Homestead Act and Emancipation Proclamation	1
Constant updating	1
Cost to receive the deed	1
Could have spent more time there	1
Experience of early relatives	1
First and last homesteaders	1
First homestead in Beatrice	1
Grasshoppers destroyed crops	1
Great scenery	1
Hard times of 20's and 30's but our family was close and worked/played hard	1
Hardships crossing creeks and rivers	1
Help for the Indians	1
Heritage Center is well done	1
How difficult it was to plow because of prairie grasses	1
How homesteading helped poor immigrants	1
Importance of preserving this site	1
Importance of values and faith	1
Impressive modern buildings with classic pioneer style	1
Inventiveness of the homesteaders	1
It is all important	1
Last year of the Homestead Act	1
Learning to work together	1
Lived in a cabin near Beatrice, 1944	1
Mangel iron on main floor	1
Miles walked to work a field	1
Most recent homesteader	1
My great grandmother's diary of some of her experiences	1
Native American exhibits	1
Natural disasters encountered	1
Opportunity for free land, high risks	1
Origins of the park	1
Our impact on natural ecosystems	1
Peacefulness	1
Photographs and explanations	1
Plant growth	1
President Lincoln freed the slaves, but imprisoned the Indians on reservations	1
Reminder of the clash of cultures	1
Scope of the Homestead Act	1
Site renovation	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 17: Aspects of the park's story to share
(continued)

Aspect	Number of times mentioned
Stories of individual homesteaders	1
Story of how building was designed	1
Story of the Homestead Act	1
That it happened in my lifetime	1
The database	1
The educational experience	1
The Freeman School	1
The park mission - to preserve homestead families' history	1
The prairie	1
They should come see it	1
Today's children are spoiled - too much TV; don't enjoy parks/nature	1
Trail from visitor center to historic building	1
Unexploited/preserved prairie	1
U.S. history	1
Writing number 21 in miner's shoes	1

*total percentages do not equal 100 due to rounding

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

Ratings of resources and attributes

Importance of protecting park resources/attributes

Question 5

It is the National Park Service's responsibility to protect Homestead National Monument of America's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is the protection of the following park resources/attributes to you and your personal group?

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

Results

- As shown in Figure 72, the highest combined proportions of "extremely important" and "very important" ratings included:
 - 91% Historic sites and buildings
 - 89% Clean water
 - 83% Clean air (visibility)
- The resource/attribute that received the highest "not important" rating was:
 - 33% Recreational opportunities
- Table 18 shows the importance ratings of park resources/attributes.

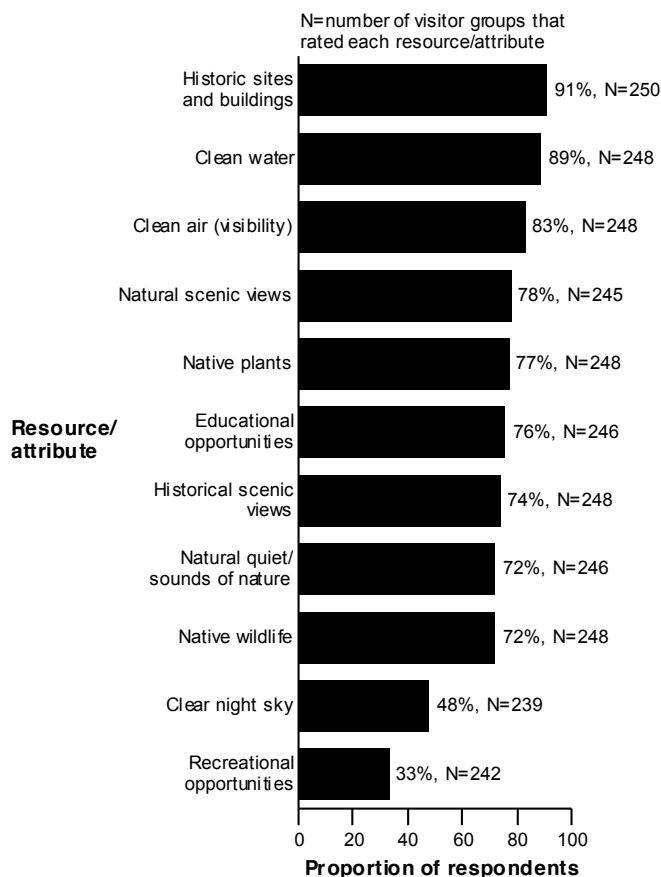


Figure 72: Combined proportions of "extremely important" and "very important" ratings of park resources/attributes

*total percentages do not equal 100 due to rounding

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

Table 18: Visitor ratings of importance of protecting park resources/attributes

N=number of visitors that rated each resource/attribute

Resource/attribute	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Somewhat important	Extremely important
Clean air (visibility)	248	2	4	10	42	40
Clean water	248	2	4	5	39	50
Clear night sky	239	12	14	27	27	21
Educational opportunities	246	2	3	19	43	33
Historic sites and buildings	250	1	1	7	45	46
Native plants	248	1	5	17	39	38
Native wildlife	248	1	8	19	33	38
Natural quiet/sounds of nature	246	2	7	18	41	31
Recreational opportunities	242	12	23	32	25	8
Historical scenic views	248	1	5	20	47	27
Natural scenic views	245	1	3	18	44	35

*total percentages do not equal 100 due to rounding

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

Expenditures

Total expenditures inside and outside the park

Question 23

For you and your personal group, please estimate all expenditures for the items listed below for this visit to Homestead National Monument of America area (within 60 miles of the park).

Results

- 39% of visitor groups spent \$1-\$50 (see Figure 73).
- 21% spent \$51-\$100.
- The average visitor group expenditure was \$110.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$55.
- Average total expenditure per person (per capita) was \$49.
- As shown in Figure 74, the largest proportions of total expenditures inside and outside the park were:

28% Lodges, hotels, motels, cabins, B&B, etc.
24% Restaurants and bars
17% Gas and oil

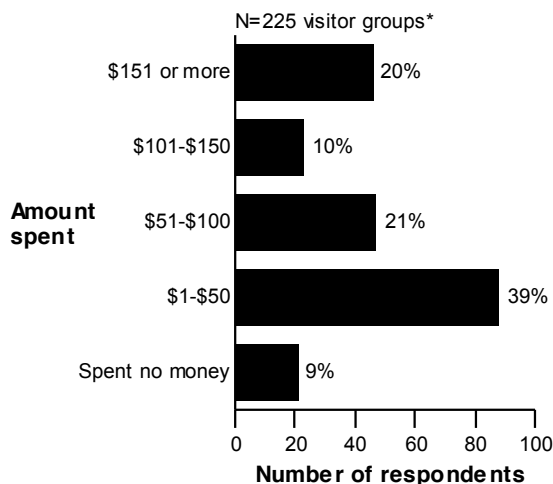


Figure 73: Total expenditures inside and outside the park

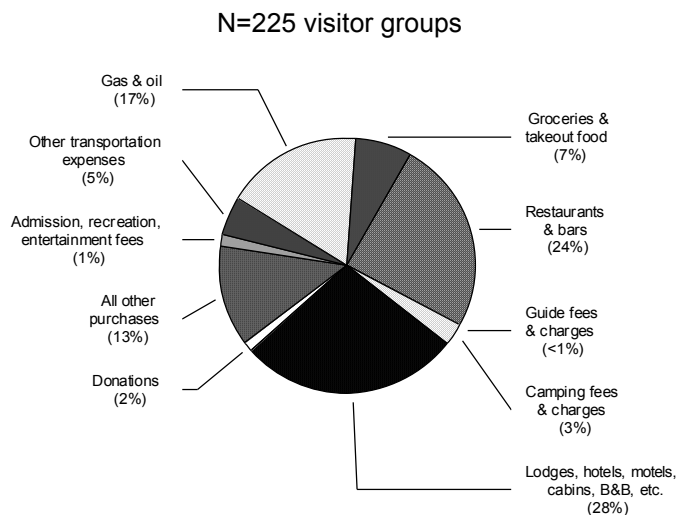


Figure 74: Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding

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

Number of adults covered by expenditures

Question 23c

How many adults (18 years or older) do these expenses cover?

Results

- 56% of visitor groups had two adults covered by expenditures (see Figure 75).
- 30% had three or more adults.

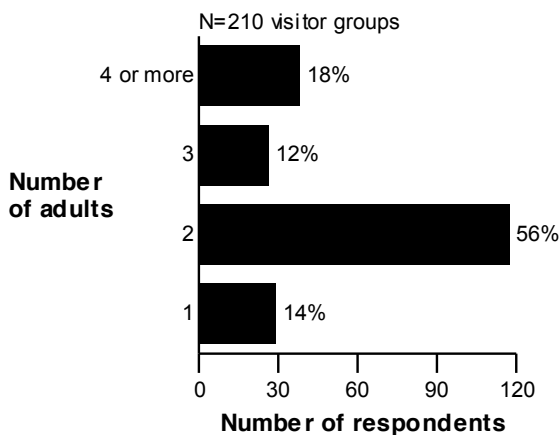


Figure 75: Number of adults covered by expenditures

Number of children covered by expenditures

Question 23c

How many children (under 18 years) do these expenses cover?

Results

- 76% of visitor groups did not have any children covered by expenditures (see Figure 76).
- 10% had two children.

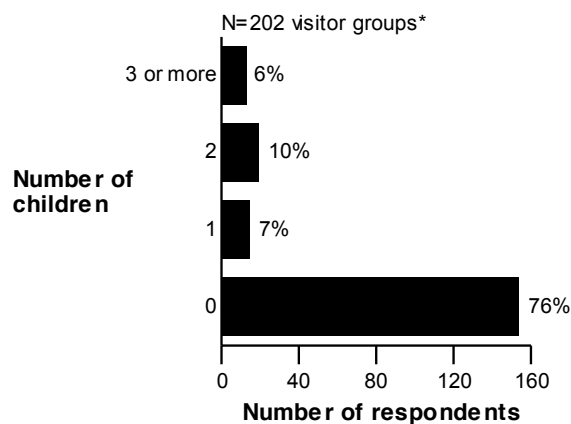


Figure 76: Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

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

Expenditures inside the park

Question 23a

Please list your group's total expenditures inside Homestead National Monument of America.

Results

- 50% of visitor groups spent \$1-\$25 inside the park (see Figure 77).
- 28% spent no money.
- The average visitor group expenditure inside the park was \$15.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$9.
- Average total expenditure per person (per capita) was \$10.
- As shown in Figure 78, the proportions of total expenditures inside the park were:

89% All other purchases
11% Donations

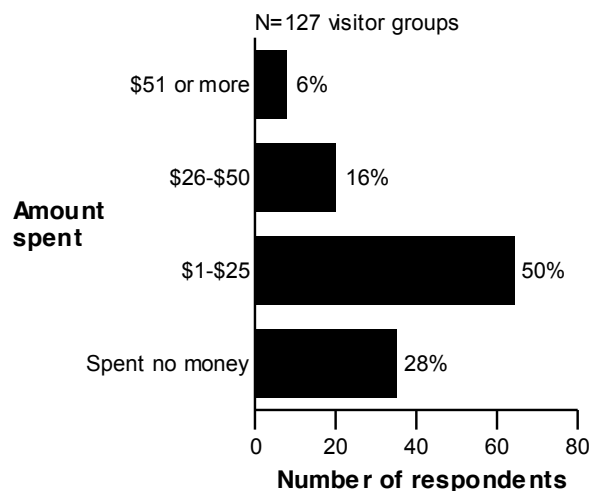


Figure 77: Total expenditures inside the park

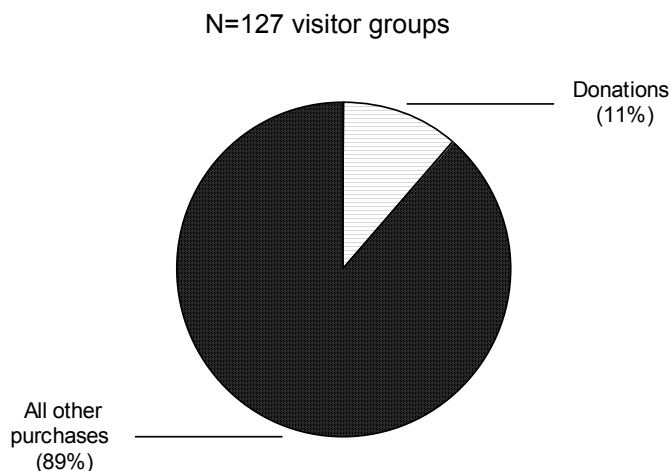


Figure 78: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 43% of visitor groups spent \$1-\$25 on other purchases inside the park (see Figure 79).
- 37% spent no money.

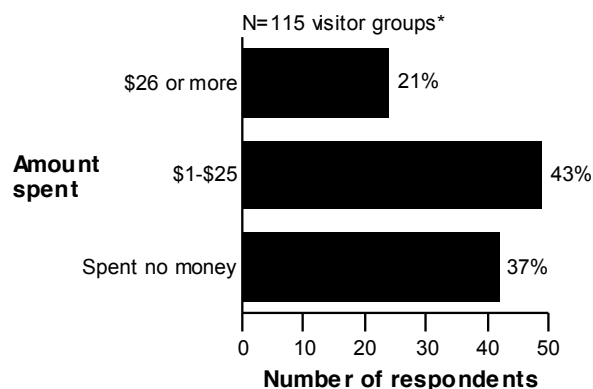


Figure 79: Expenditures for all other purchases inside the park

Donations

- 57% of visitor groups did not spend any money on donations inside the park (see Figure 80).
- 33% spent \$1-\$5.

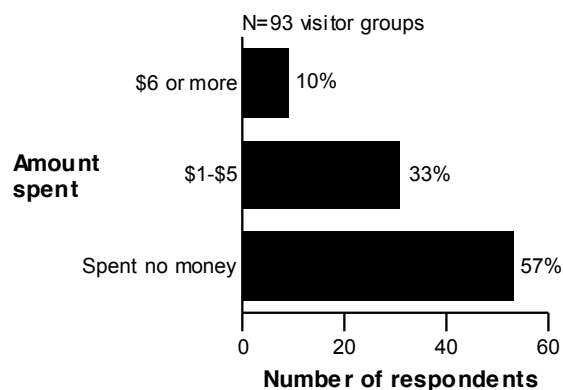


Figure 80: Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 23b

Please list your group's total expenditures in the area outside the park (within 60 miles of the park).

Results

- 35% of visitor groups spent \$1-\$50 (see Figure 81).
- 28% spent \$101 or more.
- The average visitor group expenditure outside the park was \$109.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$50.
- Average total expenditure per person (per capita) was \$54.
- As shown in Figure 82, the largest proportions of total expenditures outside the park were:

30% Lodges, hotels, motels, cabins, B&B, etc.
27% Restaurants and bars
19% Gas and oil

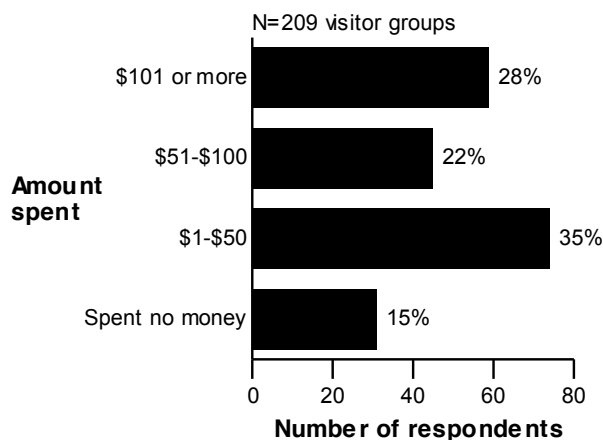


Figure 81: Total expenditures outside the park

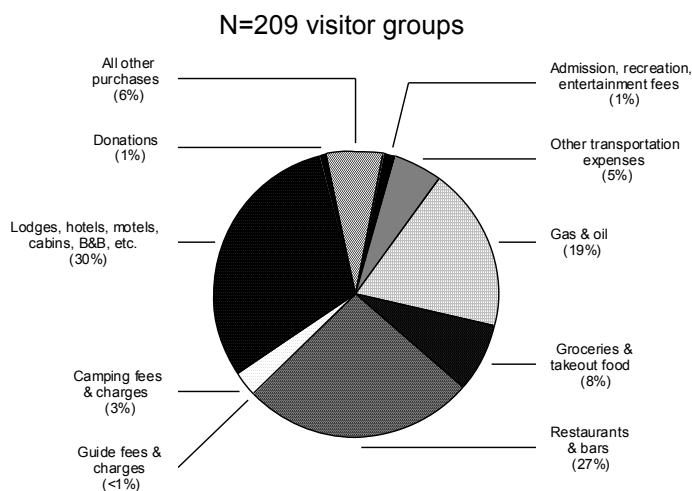


Figure 82: Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Lodges, hotels, motels, cabins, B&B, etc.

- 71% of visitor groups did not spend any money on lodging outside the park (see Figure 83).
- 14% spent \$1-\$100.

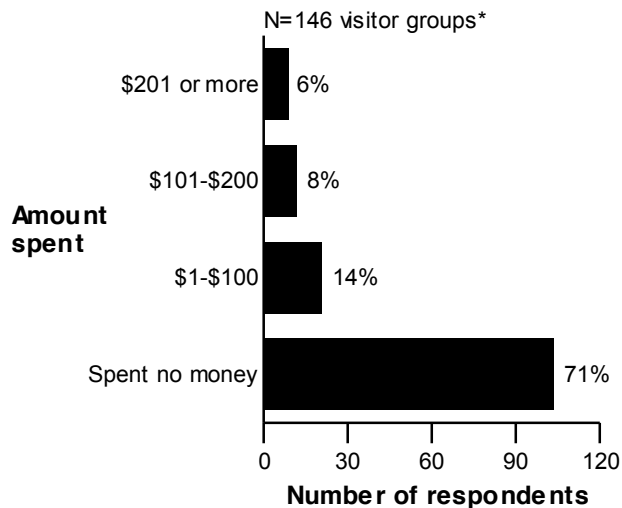


Figure 83: Expenditures for lodging outside the park

Camping fees and charges

- 84% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 84).
- 11% spent \$1-\$25.

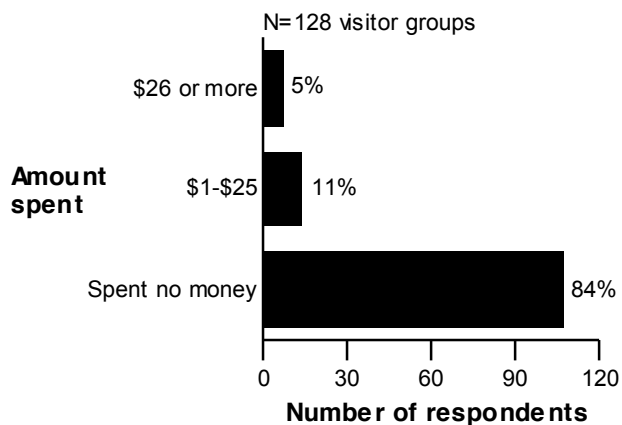


Figure 84: Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Guide fees and charges

- 98% of visitor groups did not spend any money on guide fees and charges outside the park (see Figure 85).
- 1% spent \$1-\$5.

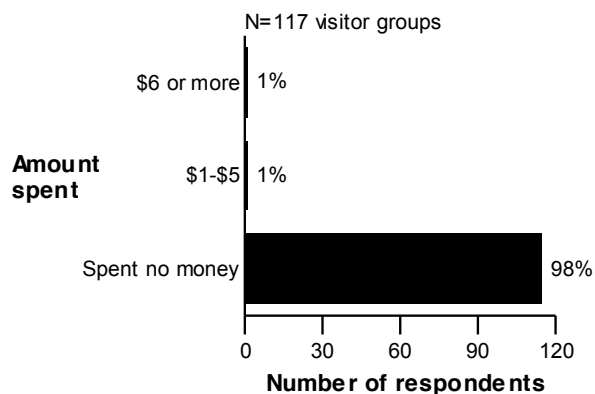


Figure 85: Expenditures for guide fees and charges outside the park

Restaurants and bars

- 36% of visitor groups did not spend any money on restaurants and bars outside the park (see Figure 86).
- 27% spent \$1-\$25.

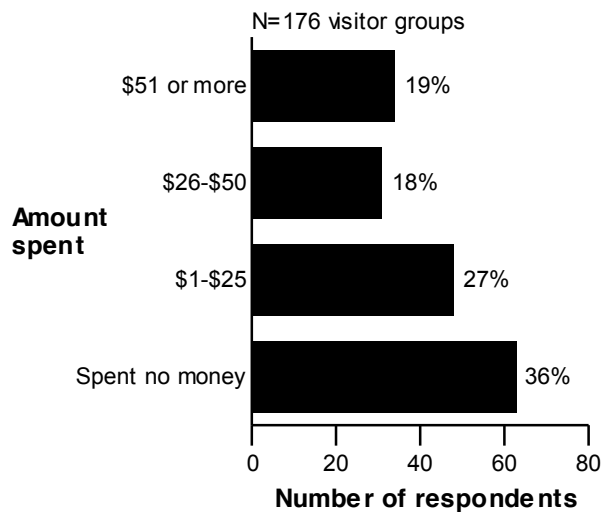


Figure 86: Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 60% of visitor groups did not spend any money on groceries and takeout food outside the park (see Figure 87).
- 24% spent \$1-\$25.

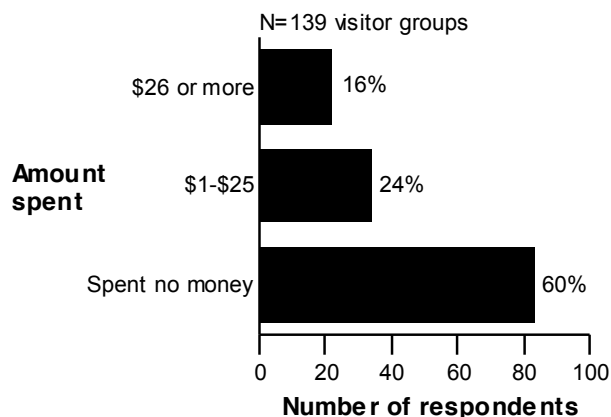


Figure 87: Expenditures for groceries and takeout food outside the park

Gas and oil (auto, RV, boat, etc.)

- 34% of visitor groups spent \$1-\$25 on gas and oil outside the park (see Figure 88).
- 29% spent \$26-\$50.
- 26% did not spend any money.

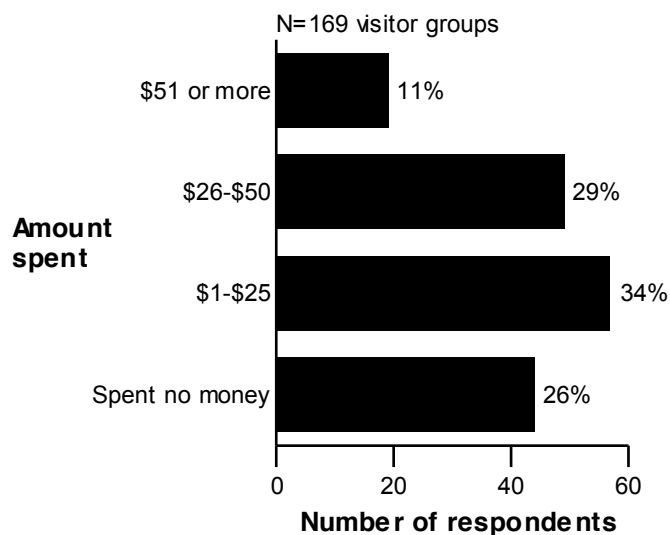


Figure 88: Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

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

Other transportation expenses (rental cars, taxis, auto repairs, etc.)

- 90% of visitor groups did not spend any money on other transportation outside the park (see Figure 89).
- 7% spent \$51 or more.

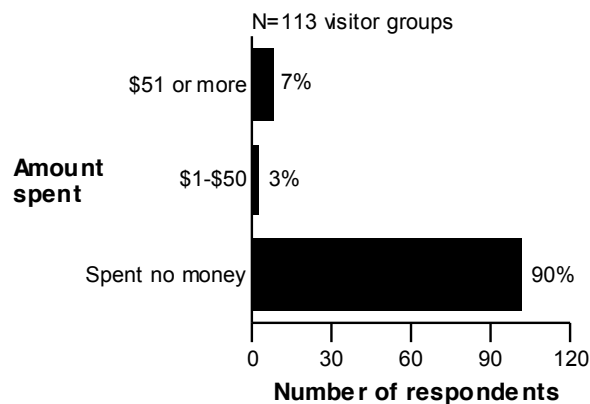


Figure 89: Expenditures for other transportation expenses outside the park

Admission, recreation, entertainment fees

- 88% of visitor groups did not spend any money on admission, recreation, entertainment fees outside the park (see Figure 90).
- 8% spent \$1-\$25.

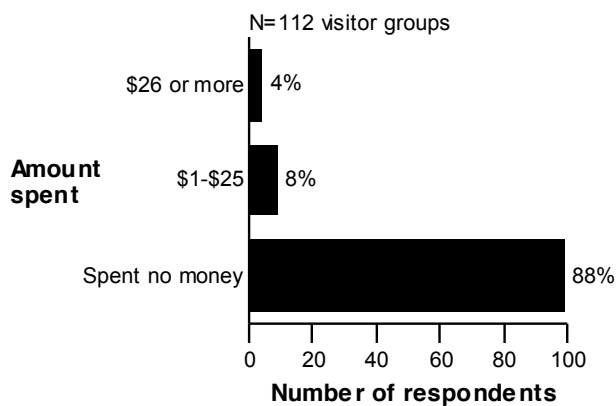


Figure 90: Expenditures for admission, recreation, entertainment fees outside the park

*total percentages do not equal 100 due to rounding

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

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 67% of visitor groups did not spend any money on other purchases outside the park (see Figure 91).
- 19% spent \$1-\$25.

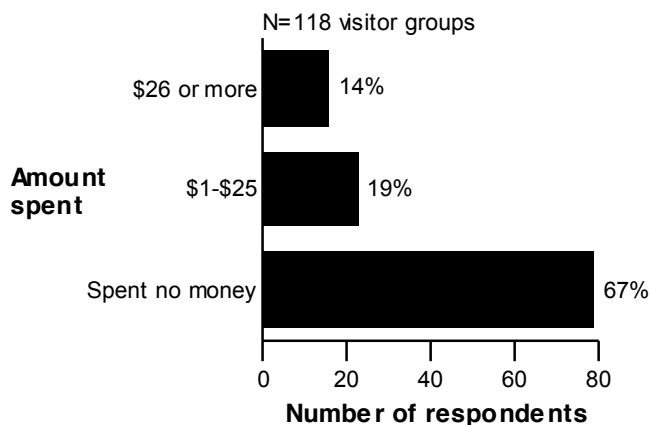


Figure 91: Expenditures for all other purchases outside the park

Donations

- 77% of visitor groups did not spend any money on donations outside the park (see Figure 92).
- 21% spent \$1-\$10.

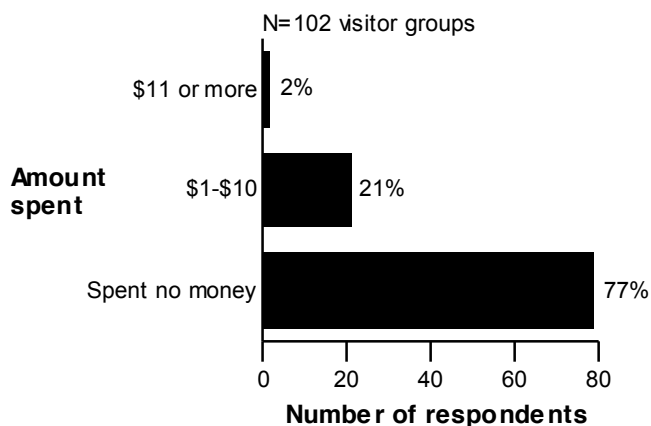


Figure 92: Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding

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

Donations

Question 23d

Were you and your personal group aware that you can make the following types of donations to the park?

Results

Financial

- 77% of visitor groups were aware that they could make financial donations to the park (see Figure 93).

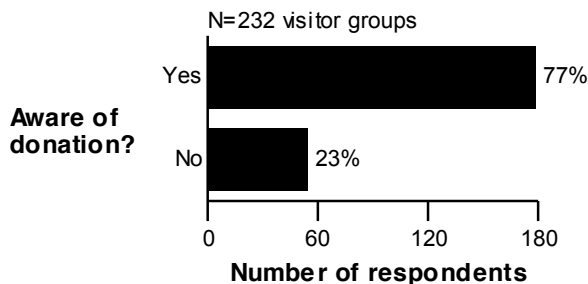


Figure 93: Visitor groups that were aware they could make financial donations to the park

Non-financial (volunteer services)

- 57% of visitor groups were aware that they could make non-financial donations to the park (see Figure 94).

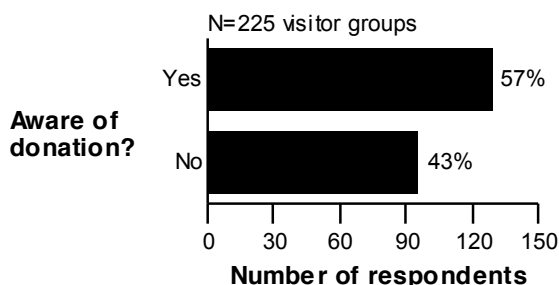


Figure 94: Visitor groups that were aware they could make non-financial donations to the park

Bequest

- 54% of visitor groups were aware that they could make bequests to the park (see Figure 95).

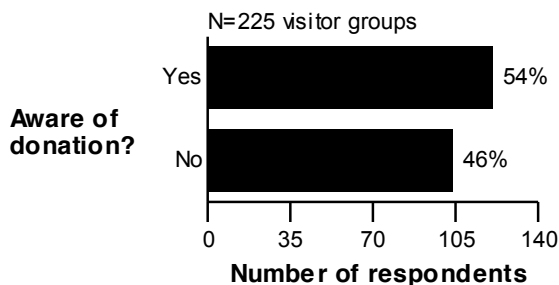


Figure 95: Visitor groups that were aware they could make bequests to the park

*total percentages do not equal 100 due to rounding

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

Preferences for future visit

150th anniversary of Homestead Act celebration

Question 21

Homestead National Monument of America is in the process of preparing for the 150th anniversary of the Homestead Act. In your opinion, what would be the most appropriate way to commemorate these events at Homestead National Monument of America?

Results

- 70% of visitor groups thought a series of events during 2012 would be the most appropriate way to celebrate the 150th anniversary of Homestead Act (see Figure 96).

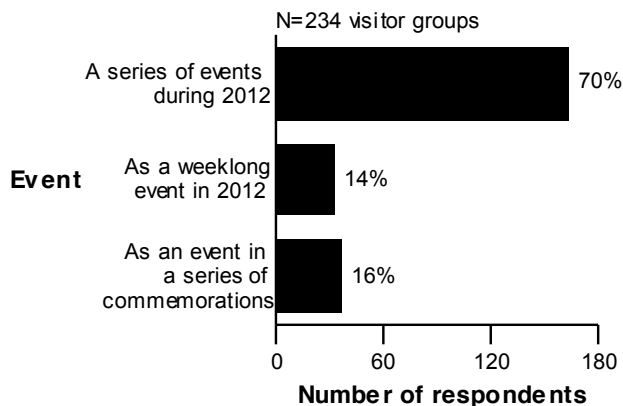


Figure 96: Most appropriate way to celebrate 150th anniversary of Homestead Act

*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 26**

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Homestead National Monument of America during this visit?

Results

- 99% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 97).
- No visitor groups rated the quality as “very poor” or “poor.”

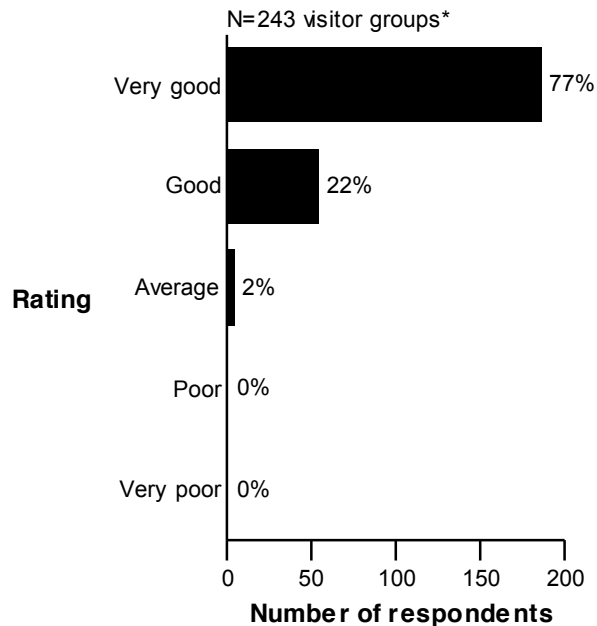


Figure 97: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comments

Planning for the future

Question 24

If you were a manager planning for the future of Homestead National Monument of America, what would you and your personal group propose?

Results

- 41% of visitor groups (N=104) responded to this question.
- Table 19 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 19: Planning for the future

N=149 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
Include Native American features (exhibits, activities)	6
Provide hands-on opportunities tools/equipment	5
Maintain/continue interpretive programs	4
Have living history events/programs	3
Add farming demonstrations	2
Add interpretive demonstrations	2
Add interpretive programs	2
Display more artifacts	2
Promote interpretive activities	2
Other comments	37
FACILITIES/MAINTENANCE	
Add a campground	7
Add shade trees	2
Maintain the site	2
Other comments	9
POLICY/MANAGEMENT	
Increase publicity	17
Acquire more land	5
Extend park hours	2
Keep it as it is	2
Other comments	10
RESOURCE MANAGEMENT	
Improve access to homestead records	6
Support for research	3
Acquire land to preserve/restore prairie	2
Restore native prairie	2
Other comments	6

Table 19: Planning for the future
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Keep up the good work	5
Other comments	4

Additional comments

Question 25

Is there anything else you and your personal group would like to tell us about your visit to Homestead National Monument of America?

Results

- 44% of visitor groups (N=111) responded to this question.
- Table 20 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 20: Additional comments

N=203 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff was friendly/nice	22
Staff was helpful	11
Staff was knowledgeable	4
Other comments	5
INTERPRETIVE SERVICES	
Nice exhibits	7
Movie was great	4
Heritage Center was nice	2
Junior Ranger program was great	2
Other comments	18
FACILITIES/MAINTENANCE	
It was clean and well-maintained	6
Nice facility	4
Buildings were beautiful	3
Loved the trails	2
Other comments	3
POLICIES/MANAGEMENT	
Comments	6
RESOURCE MANAGEMENT	
Comments	2
CONCESSION SERVICES	
Expand book collection	2
Other comments	2

Table 20: Additional comments
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Enjoyed visit	26
Wonderful monument	8
Needed more time to visit	6
You are doing a great job	6
Interesting visit	5
Visit was informative/educational	5
Will return	5
Was impressed with park	4
Thank you	2
Walked trails	2
Well presented	2
Will recommend park to others	2
Other comments	25

Appendix 1: The Questionnaire



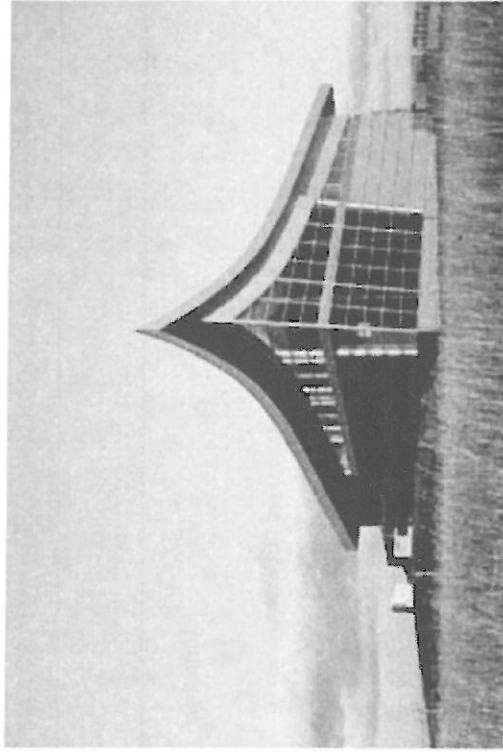
Social Science Program
National Park Service
U.S. Department of the Interior
Visitor Services Project

Homestead National Monument of America

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





IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Homestead National Monument of America
8523 W. State Highway 4
Beatrice, NE 68310-6743

May - June 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Homestead National Monument of America. This information will assist us in our efforts to better manage this National Park Service site 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 at phone: 208-885-7863, email: littlej@uidaho.edu, or at mailing address: Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139.

We appreciate your help.

Sincerely,

Mark Engler
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) 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 survey. 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, phone: 208-885-7863

Your Visit To Homestead National Monument of America

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 obtain information about Homestead National Monument of America? Please mark (●) **all** that apply in column (a).
 - b) If you were to visit Homestead National Monument of America 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) Prior to future visits |
|--|---------------------------|
| <input type="radio"/> Did not obtain information prior to visit → Go to part b of this question | |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Homestead National Monument of America website: www.nps.gov/home | <input type="radio"/> |
| <input type="radio"/> Park's travel information radio station (1610 AM) | <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"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> Email/telephone/written inquiry to park | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> School class/program | <input type="radio"/> |
| <input type="radio"/> Local businesses (hotels/motels/restaurants, etc.) | <input type="radio"/> |
| <input type="radio"/> Chamber of commerce/visitors bureau/state welcome center | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

- c) 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?

☐ 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. On this trip, what was the **primary** reason that you and your personal group came to the Homestead National Monument of America **area**? Please mark (●) **one**.
 - ☐ Resident of the area (within 60 miles of the park) → **Go to Question 3**
 - ☐ Visit Homestead National Monument of America
 - ☐ Visit other attractions in the area
 - ☐ Visit friends/relatives in the area
 - ☐ Business
 - ☐ Other (Please specify) _____
 3. a) On this visit, how many hours in **total** did you and your personal group spend visiting Homestead National Monument of America?

_____ Total number of hours (Please list partial hours as 1/4, 1/2, or 3/4.)

b) On this visit, did you and your personal group visit Homestead National Monument of America on more than one day?

☐ Yes ☐ No → **Go to Question 4**

c) If YES, on how many days did you visit the park?

_____ Total number of days

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

_____ Number of times entered
 4. a) On this visit to Homestead National Monument of America, which park sites did you and your personal group visit? Please mark (●) **all** that apply.

<input type="radio"/> Education Center	<input type="radio"/> Palmer-Edpard Cabin
<input type="radio"/> Freeman School	<input type="radio"/> Tallgrass Prairie
<input type="radio"/> Heritage Center	<input type="radio"/> Trails/Woodland
<input type="radio"/> Other (Please specify) _____	

b) On this visit, did you and your personal group walk/hike the trails within the park?

☐ Yes ☐ No

- c) If you and your personal group **did not** go on any trails, what would encourage you to walk/hike the trails?

5. It is the National Park Service's responsibility to protect Homestead National Monument of America's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to you and your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. a) After this visit, do you feel that you are able to make a personal connection to the people who homesteaded under the Homestead Act of 1862 (i.e. do their lives have relevance to your life today)?

☐ Yes ☐ No → **Go to part c of this question**

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

- c) Please list one aspect of the park's story that you might share with family and friends.

7. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the Homestead National Monument of America area (within 60 miles of the park)?

☐ Yes ☐ No → **Go to Question 8**

- b) If YES, please list the number of nights you and your personal group stayed in the Homestead National Monument of America area.

_____ Number of nights within 60 miles of the park

- c) In which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 60 miles of the park)? Please mark (●) **all** that apply.

☐ Lodges, hotels, motels, cabins, B&B, etc.

☐ RV/trailer camping

☐ Tent camping in developed campground

☐ Personal seasonal residence

☐ Residence of friends or relatives

☐ Other (Please specify) _____

8. On this visit, were the signs directing you and your personal group to and within Homestead National Monument of America adequate? Please mark (●) **one** answer for each of the following.

a) Interstate signs ☐ Yes ☐ No ☐ Did not use

b) State highway signs ☐ Yes ☐ No ☐ Did not use

c) Signs in local communities ☐ Yes ☐ No ☐ Did not use

d) Signs in the park ☐ Yes ☐ No ☐ Did not use

- e) If you answered NO for any of the above, please explain.

Interstate _____

State highway _____

In local communities _____

In park _____

9. a) On this visit to Homestead National Monument of America, did anyone in your personal group participate in any of the ranger-led talks/programs?

☐ No ☐ Yes → **Go to part c of this question**

- b) If NO, what prevented you and your personal group from participating in ranger-led talks/programs? Please mark (●) **all** that apply.

- ☐ Not interested
☐ Did not have time for this activity
☐ Not aware of any ranger-led talks/programs offered at park
☐ Not enough programs offered
☐ Other (Please specify) _____

- c) If you were to visit the park in the future, would you and your personal group be interested in attending ranger-led programs?

- ☐ Yes, likely ☐ No, unlikely ☐ Not sure

- d) If YES, what length of program would you and your personal group be most likely to attend? Please mark (●) **one**.

- ☐ Under 1/2 hour ☐ Other (Please specify below) _____

- ☐ 1/2 - 1 hour

- ☐ 1 - 2 hours

10. a) Did you and your personal group obtain information from the park website (www.nps.gov/home) prior to or during this visit to plan your trip to Homestead National Monument of America?

- ☐ Yes ☐ No → **Go to part f of this question**

- b) If you and your personal group used the park website, please rate how helpful the website was in planning your visit. Please mark (●) **one**.

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all helpful | Somewhat helpful | Moderately helpful | Very helpful | Extremely helpful |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- c) Overall, how would you and your personal group rate the quality of information provided on the park website? 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"/> |

- d) Did you and your personal group find the information that you needed on the park website?

- ☐ No ☐ Yes → **Go to Question 11**

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

- f) If you and your personal group did not use the park website, why not?

11. a) Please mark (●) **all** the types of exhibits in column (a) that you and your personal group viewed/used during this visit at the Heritage Center.

Next, for only those exhibits that you and your personal group **viewed/used** during this visit at Heritage Center, please provide **one** response to each of the following questions:

- b) Was the exhibit lighting adequate for viewing?

- c) Was the exhibit easy to understand?

- d) Was the exhibit easy to use?

a) Type of exhibit viewed/used on this visit?	b) Lighting adequate?		c) Easy to understand?		d) Easy to use?	
	Yes	No	Yes	No	Yes	No

- ☐ Did not view/use any exhibits at Heritage Center → **Go to Question 12**

<input type="radio"/> Handset exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Static exhibits (exhibits that are read or viewed: photos, posters, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Computer interactive exhibits (exhibits that can be manipulated)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Hands-on non-electronic interactive exhibits (exhibits that can be manipulated)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- e) If you and your personal group **did not** use the handset exhibits, why not?

- f) If you and your personal group **did not** use the computer interactive exhibits, why not?

12. a) On this visit, in which activities did you and your personal group participate within Homestead National Monument of America? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would you and your personal group like to participate? Please mark (●) **all** that apply in column (b).

a) Activities on this visit **b) Activities on future visit**

- | | |
|---|-----------------------|
| <input type="radio"/> Attending ranger-led talks/programs | <input type="radio"/> |
| <input type="radio"/> Nature study (birdwatching, wildlife viewing, stargazing) | <input type="radio"/> |
| <input type="radio"/> Participating in Junior Ranger program | <input type="radio"/> |
| <input type="radio"/> Picnicking | <input type="radio"/> |
| <input type="radio"/> Researching Homestead records | <input type="radio"/> |
| <input type="radio"/> Shopping at park bookstore | <input type="radio"/> |
| <input type="radio"/> Walking/hiking trails | <input type="radio"/> |
| <input type="radio"/> Watching movies/videos | <input type="radio"/> |
| <input type="radio"/> Viewing exhibits at Education Center | <input type="radio"/> |
| <input type="radio"/> Viewing museum exhibits at Heritage Center | <input type="radio"/> |
| <input type="radio"/> Viewing trailside exhibits | <input type="radio"/> |
| <input type="radio"/> Attending restoration of farm equipment demonstrations | <input type="radio"/> |
| <input type="radio"/> Attending a Native American pow-wow | <input type="radio"/> |
| <input type="radio"/> Attending a continuing education class | <input type="radio"/> |
| <input type="radio"/> Camping | <input type="radio"/> |
| <input type="radio"/> Horseback riding | <input type="radio"/> |
| <input type="radio"/> Learning craftwork | <input type="radio"/> |
| <input type="radio"/> Recreational fishing | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____

Future visit _____

13. a) Did you and your personal group visit the park bookstore?

☐ Yes ☐ No → **Go to Question 14**

b) Are there any sales items that you and your personal group would like to purchase that are not currently available?

☐ Yes ☐ No → **Go to Question 14**

c) If YES, which items would you like to have available for purchase on a future visit? Please mark (●) **all** that apply.

☐ Additional publications (books, brochures, etc.)

→ List subjects that you are interested in _____

☐ CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.

☐ Additional maps (besides the park brochure map)

☐ Other (Please specify) _____

14. On this visit, were you and your personal group part of the following types of organized 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) Historical society/club | <input type="radio"/> Yes <input type="radio"/> No |
| d) Other (scouts/work/church) | <input type="radio"/> Yes <input type="radio"/> No |

e) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

15. a) On this visit, which type of personal group (not guided tour/school/ historical society/other organized group) were you with? Please mark (●) **only one**.

- | | |
|--|--|
| <input type="radio"/> Alone | <input type="radio"/> Friends |
| <input type="radio"/> Family | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ | |

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

_____ Number of people in personal group

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

_____ Number of vehicles used in personal group

16. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Homestead National Monument of America (including this visit) since May 2007	d) Descendent of someone who Homesteaded under the Homestead Act of 1862?
----------------	---	---	---

Yourself	_____	_____	<input type="radio"/> Yes <input type="radio"/> No
Member #2	_____	_____	<input type="radio"/> Yes <input type="radio"/> No
Member #3	_____	_____	<input type="radio"/> Yes <input type="radio"/> No
Member #4	_____	_____	<input type="radio"/> Yes <input type="radio"/> No
Member #5	_____	_____	<input type="radio"/> Yes <input type="radio"/> No
Member #6	_____	_____	<input type="radio"/> Yes <input type="radio"/> No
Member #7	_____	_____	<input type="radio"/> Yes <input type="radio"/> No

17. a) Are you or members of your group Hispanic or Latino? Please mark (●) one for each group member.

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

Yes, Hispanic or Latino ☐ ☐

No, not Hispanic or Latino ☐ ☐

- b) What is your race? What is the race of each member of your personal group? Please mark (●) one or more for you and each group member.

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

American Indian or Alaska Native ☐ ☐

Asian ☐ ☐

Black or African American ☐ ☐

Native Hawaiian or other Pacific Islander ☐ ☐

White ☐ ☐

18. a) Were you and your personal group aware that special needs equipment (listening devices, white gloves, etc.) is available to visitors?

☐ Yes ☐ No

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

☐ Yes ☐ No → Go on to Question 19

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

- d) Did you and your personal group use any of the special needs equipment?

☐ Yes ☐ No → Go on to Question 19

- e) If YES, was the special needs equipment easy to use?

☐ Yes ☐ No

19. a) & b) When visiting an area such as Homestead National Monument of America, which one language do you and most members of your personal group prefer to use for the following?

a) Speaking: ☐ English ☐ Other (Specify) _____

b) Reading: ☐ English ☐ Other (Specify) _____

- c) In your opinion, what services in the park need to be provided in languages other than English? Please specify a service or mark (●) "None."

Service (Specify) _____ ☐ None

20. For you only, what is the highest level of education you have completed? Please mark (●) only one.

☐ Some high school ☐ Some college ☐ Graduate degree

☐ High school diploma/GED ☐ Bachelor's degree

21. Homestead National Monument of America is in the process of preparing for the 150th anniversary of the Homestead Act. In your opinion, what would be the most appropriate way to commemorate these events at Homestead National Monument of America? Please mark (●) one.

☐ A series of events during 2012

☐ As a weeklong event in 2012

☐ As an event in a series of commemorations held at this and other national park sites or locations

22. a) After visiting Homestead National Monument of America, do you find the word "monument" in the name Homestead National Monument of America confusing?

☐ Yes ☐ No → Go on to Question 23

b) If YES, why is it confusing?

23. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Homestead National Monument of America area (within 60 miles of the park). **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures inside Homestead National Monument of America.

b) Please list your group's total expenditures in the area outside the park (within 60 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to Homestead National Monument of America.

EXPENDITURES
a) Inside park b) Outside park

Lodges, hotels, motels, cabins, B&B, etc. n/a \$

Camping fees and charges n/a \$

Guide fees and charges n/a \$

Restaurants and bars n/a \$

Groceries and takeout food n/a \$

Gas and oil (auto, RV, boat, etc.) n/a \$

Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare) n/a \$

Admission, recreation, entertainment fees n/a \$

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.) \$

Donations \$

c) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)
Please write "0" if no children were covered by the expenditures.

d) Were you and your personal group aware that you can make the following types of donations to the park?

Financial ☐ Yes ☐ No

Non-financial (volunteer services) ☐ Yes ☐ No

Bequest ☐ Yes ☐ No

24. If you were a manager planning for the future of Homestead National Monument of America what would you and your personal group propose?

25. Is there anything else you and your personal group would like to tell us about your visit to Homestead National Monument of America?

26. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Homestead National Monument of America during this visit? Please mark (●) only one.

Very poor ☐ Poor ☐ Average ☐ Good ☐ Very good ☐

27. a) Which category best represents your annual household income? Please mark (●) only one.

☐ Less than \$24,999 ☐ \$24,999-\$49,999 ☐ \$50,000-\$74,999 ☐ \$75,000-\$99,999 ☐ \$100,000-\$149,999 ☐ \$150,000-\$199,999

☐ \$200,000 or more

☐ Do not wish to answer

b) How many people are in your household? _____ Number of people

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

Appendix 2: Additional Analysis
--

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

For more information please contact:

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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
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Fillion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002), Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the 1st replacement was mailed, the second wave is between 1st and 2nd replacement and the third wave contains surveys received after the 2nd replacement. Analysis of variance was used to detect differences in age, distance of travel to the park, and overall quality rating scores among different mailing waves.

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

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

1. Respondents of different mailing waves had the same average age.
2. On average, respondents of different mailing waves traveled the same distance to the park.
3. Respondents of different mailing waves had the same average satisfaction scores.
4. Respondents of different education levels are equally represented in different mailing waves.

Table 3 shows no significant difference in travel distance and overall quality rating. Table 4 shows no significant difference in level of education between early and late responders. There is a significant difference in age. This indicates that while results pertaining to visitors' opinions about the park may not be biased toward any groups, visitors under 50 years old may be underrepresented.

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- .

Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at 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)**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 (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 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
- 205.1 Great Smoky Mountains National Park (summer)
- 205.2 Great Smoky Mountains National Park (fall)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve

2009

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America

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

Visitor Comments Appendix

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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January 2010



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