



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

Visitor Services Project



# **Women's Rights National Historical Park Visitor Study**

**Summer 2009**

**University of Idaho**  
A LEGACY OF LEADING

Park Studies Unit  
Visitor Services Project  
Report 213



**Social Science Program  
National Park Service  
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**Visitor Services Project**

# **Women's Rights National Historical Park**

## **Visitor Study Summer 2009**

**Park Studies Unit  
Visitor Services Project  
Report 213**

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**Visitor Services Project  
Women's Rights National Historical Park  
Report Summary**

- This report describes the results of a visitor study at Women's Rights National Historical Park (NHP) during June 28 - July 12, 2009. A total of 340 questionnaires were distributed to visitor groups. Of those, 243 questionnaires were returned, resulting in a 71.5% response rate.
- This report profiles a systematic random sample of Women's Rights NHP 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.
- Fifty percent of visitor groups were in groups of two and 30% were in groups of three or four. Seventy-five percent of visitor groups were in family groups.
- United States visitors comprised 95% of total visitation during the survey period, with 33% from New York, and smaller proportions from 37 other states and Washington, D.C. International visitors were from 10 countries and comprised 5% of total visitation.
- Most visitors (87%) were visiting the park for the first time, while 8% had visited two times in their lifetime. Ninety-four percent of visitors used one vehicle to arrive at the park.
- Forty-one percent of visitors were ages 46-65 years, 12% were over 66 years, and 17% were ages 15 years or younger. Seventy-five percent of respondents were female. Less than 1% of visitors were Hispanic or Latino, and 95% were White.
- Most visitor groups (86%) obtained information about the park prior to their visit. The most commonly used sources of information were the park website (32%) and travel guides/tour books (31%). Sixty percent indicated they would prefer to obtain information for a future visit from the park website.
- Of those visitors who stayed overnight in the area within 20 miles of the park, 47% stayed one night. Twenty-six percent spent two nights in the area. Of the visitors who stayed overnight in the area, 75% stayed in lodges, hotels, vacation rentals, B&B, etc.
- Forty-four percent of visitor groups spent two hours visiting the park, while 40% spent one hour. The most common site visited by visitor groups was the visitor center (97%), followed by Wesleyan Chapel (68%).
- The most common visitor activities were visiting the visitor center (90%), viewing indoor exhibits (85%), and general sightseeing (67%). The most common primary activities were general sightseeing (29%), and viewing indoor exhibits (20%).
- The services and facilities most commonly used by visitor groups were the visitor center exhibits (90%) and restrooms (75%). The service/facility that received the highest combined proportion of "extremely important" and "very important" ratings was ranger-led programs (91%, N=59). The service/facility that received the highest combined proportion of "very good" and "good" quality ratings was assistance from park staff (97%, N=147).
- The average group expenditure in the park and the surrounding area (within 20 miles of the park) was \$237, with a median (50% spent more and 50% spent less) of \$83. The average total expenditure per person was \$91.
- Most visitor groups (90%) rated the overall quality of facilities, services, and recreational opportunities at Women's Rights NHP as "very good" or "good." One percent of visitor groups rated the overall quality as "very poor" or "poor."

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

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## INTRODUCTION

This report describes the results of a visitor study at Women's Rights National Historical Park (NHP), conducted June 28 - July 12, 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 Women's Rights NHP describes it: "In 1848 Elizabeth Cady Stanton and four other women invited the public to the First Women's Rights Convention to discuss expanding the role of women in America. At the end of the two days, 100 people made a public commitment to work together to improve women's quality of life. While women have achieved greater equality with the vote, property rights, and education, the revolution continues today" ([www.nps.gov/wori](http://www.nps.gov/wori) November, 2009).

## Organization of the report

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The report is organized into three sections.

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

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**

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

Appendix 2: *Additional Analysis*. A list of 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.

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 visiting the website: [www.psu.uidaho.edu/vsp/reports.htm](http://www.psu.uidaho.edu/vsp/reports.htm) or by contacting the VSP office at (208) 885-7863.

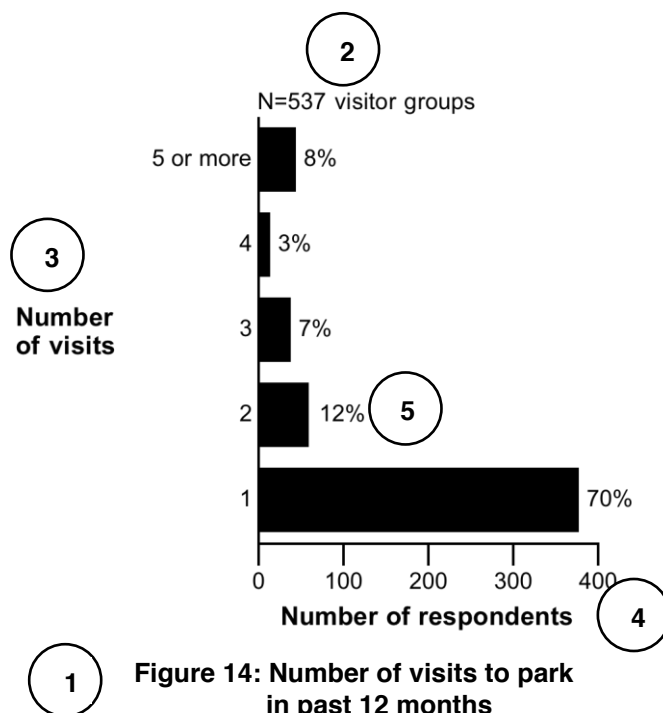
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

## Presentation of the results

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

### SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
  - \* appears when total percentages do not equal 100 due to rounding.
  - \*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



## METHODS

### Survey Design

#### Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Women's Rights NHP during June 28 - July 12, 2009. All questionnaires were distributed in the visitor center. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. During this survey, 346 visitor groups were contacted and 340 of these groups (98.3%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies is 91.4%). Questionnaires were completed and returned by 243 visitor groups resulting in a 71.5% response rate for this study. The average response rate for the 205 VSP visitor studies conducted from 1988 through 2008 is 74.2%.

#### Questionnaire design

The Women's Rights NHP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Women's Rights NHP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

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

#### Survey procedure

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 1). 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.

**Table 1: Follow-up mailing distribution**

Mailing	Date	U.S.	International	Total
Postcards	July 20, 2009	312	20	332
1 <sup>st</sup> Replacement	August 10, 2009	165	10	175
2 <sup>nd</sup> Replacement	August 28, 2009	131	0	131

### 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 June 28 - July 12, 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 showers, which may have affected visitor activities and length of stay. Temperatures ranged from upper 60s to mid 70s. Questionnaires were distributed during the 4<sup>th</sup> of July, and although no special events took place in the park during that day, visitation numbers may have been affected.

### Checking Non-response Bias

Three 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 any of these variables (see Table 2). Non-response bias is thus judged to be insignificant. See Appendix 3 for more details of the non-response bias checking procedures.

<b>Table 2: Comparison of respondents at different mailing waves</b>				
Variable	Before 1 <sup>st</sup> replacement	Between 1 <sup>st</sup> and 2 <sup>nd</sup> replacement	After 2 <sup>nd</sup> replacement	p-value (ANOVA)
Age (years)	49.75	47.93	48.79	0.805
Travel distance to park (miles)	508.99	337.78	553.71	0.328
Overall quality rating (from 1 to 5 scale)	4.45	4.50	4.49	0.894

## RESULTS

### Group and Visitor Characteristics

#### Visitor group size

##### Question 23b

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

##### Results

- 50% of visitors were in groups of two (see Figure 1).
- 30% were in groups of three or four.
- 13% were in groups of five or more.

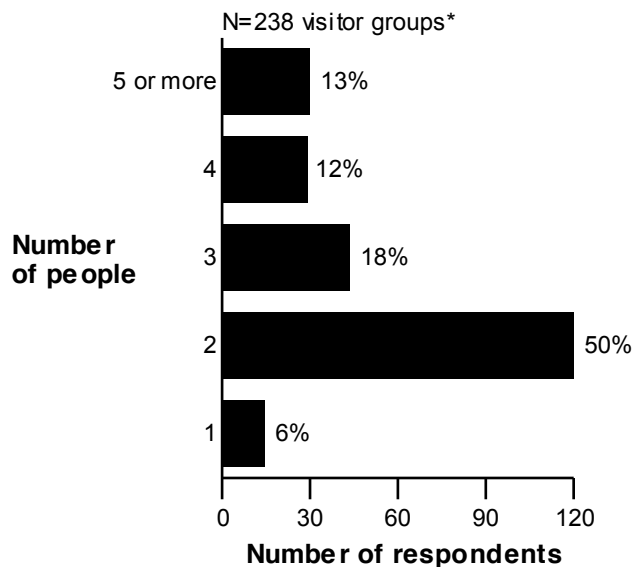


Figure 1: Visitor group size

#### Visitor group type

##### Question 23a

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

##### Results

- 75% of visitor groups were made up of family members (see Figure 2).
- 14% were with friends.
- "Other" groups (1%) were:

Camp group  
Co-worker

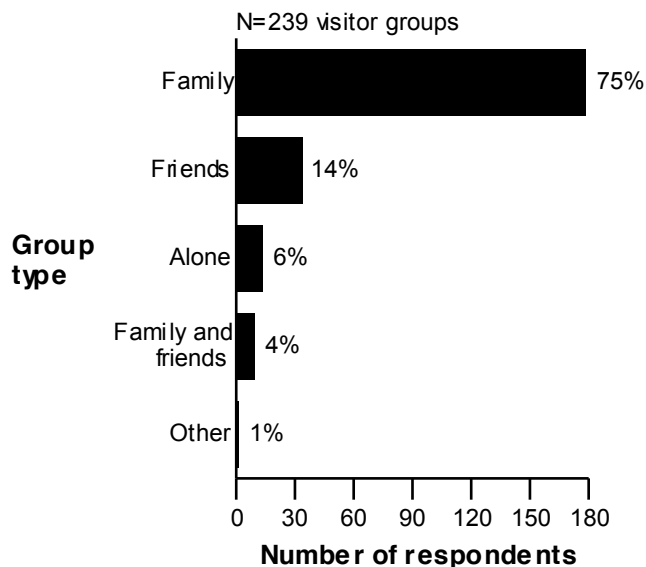


Figure 2: Visitor group type

\*total percentages do not equal 100 due to rounding

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

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## Visitors with organized groups

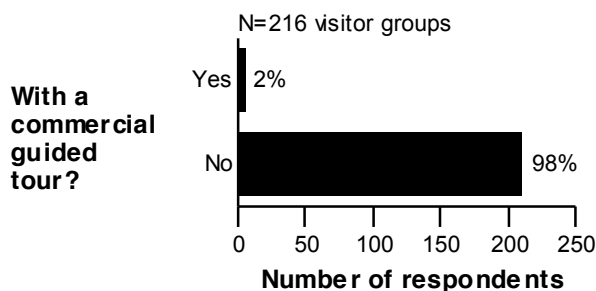
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### Question 22a

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

#### Results

- 2% of visitor groups were part of a commercial guided tour group (see Figure 3).



**Figure 3: Visitors with a commercial guided tour group**

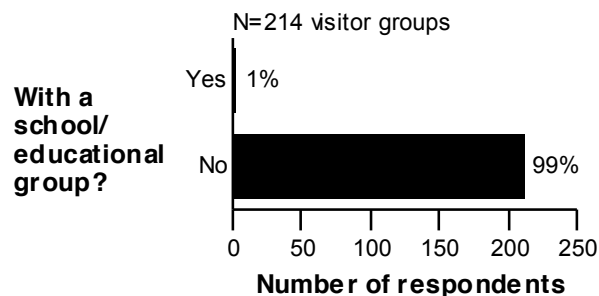
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### Question 22b

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**

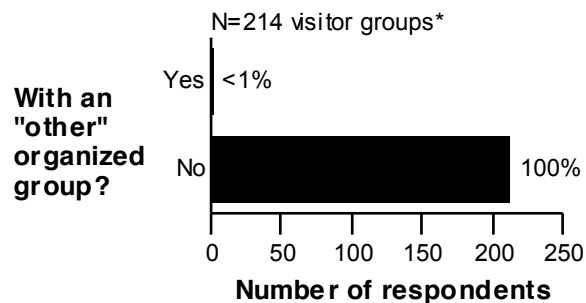
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### Question 22c

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

#### Results

- Fewer than 1% of visitor groups were traveling with an "other" organized group (see Figure 5).



**Figure 5: Visitors with an "other" organized group**

---

\*total percentages do not equal 100 due to rounding

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

## Question 22d

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 6).

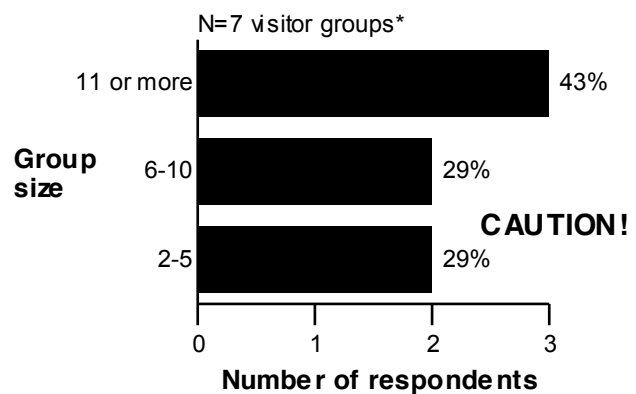


Figure 6: Organized group size

\*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

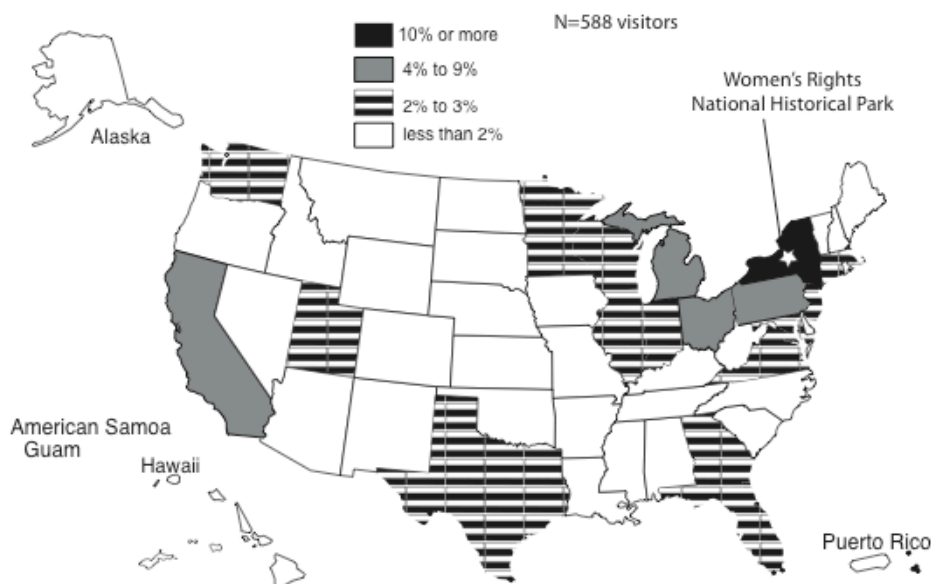
Question 26b

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

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

	State	Number of visitors	Percent of U.S. visitors N=588 individuals	Percent of total visitors N=616 individuals
Note: Response was limited to seven members from each visitor group.	New York	196	33	32
	California	31	5	5
	Ohio	28	5	5
	Michigan	27	5	4
Results	Pennsylvania	26	4	4
	Indiana	20	3	3
	New Jersey	20	3	3
	Virginia	20	3	3
	Massachusetts	17	3	3
	Florida	16	3	3
	Connecticut	15	3	2
	Illinois	13	2	2
	Texas	12	2	2
	Utah	12	2	2
	Washington	12	2	2
	Wisconsin	11	2	2
	Maryland	10	2	2
	Minnesota	10	2	2
	Georgia	9	2	1
	19 other states and Washington, D.C.	83	14	13

- U.S. visitors were from 38 states and Washington, D.C. and comprised 95% of total visitation to the park during the survey period.
- 33% of U.S. visitors came from New York (see Table 3 and Map 1).
- Smaller proportions of U.S. visitors came from 37 other states and Washington, D.C.



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

\*total percentages do not equal 100 due to rounding

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

## International visitors by country of residence

Question 26b

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

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

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

Results – Interpret results with **CAUTION!**

- International visitors were from 10 countries and comprised 5% of total visitation to the park during the survey period (see Table 4).

Country	Number of visitors	Percent of international visitors N=28 individuals	Percent of total visitors N=616 individuals
Canada	11	39	2
Germany	4	14	1
Switzerland	4	14	1
Denmark	2	7	<1
United Kingdom	2	7	<1
Australia	1	4	<1
France	1	4	<1
Ireland	1	4	<1
Israel	1	4	<1
Norway	1	4	<1

\*total percentages do not equal 100 due to rounding

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

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## Number of visits in lifetime

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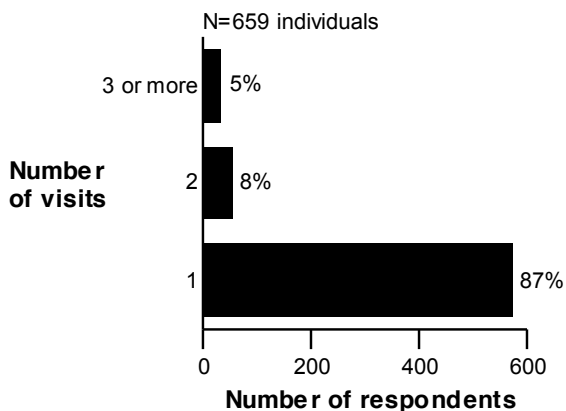
### Question 26c

For you and your personal group on this visit, how many times have you visited Women's Rights NHP in your lifetime (including this visit)?

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

### Results

- 87% of visitors were visiting the park for the first time (see Figure 7).
- 8% visited two times in their lifetime.



**Figure 7: Number of visits to park in lifetime**

\*total percentages do not equal 100 due to rounding

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

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## Visitor age

### Question 26a

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 89 years.
- 41% of visitors were in the 46-65 years age group (see Figure 8).
- 15% were in the 26-40 years age group.
- 17% were 15 years or younger.
- 12% were 66 or older.

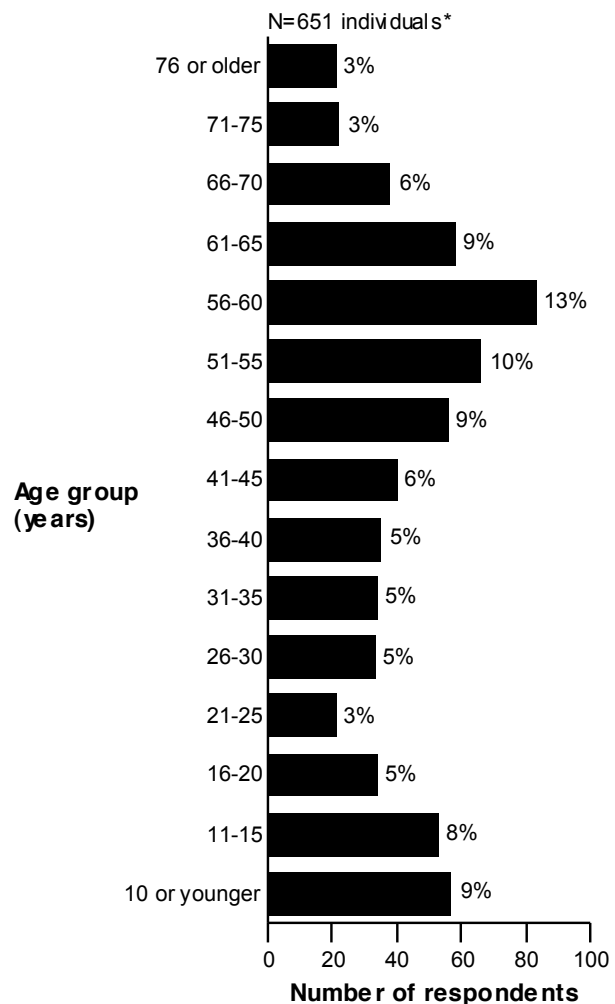


Figure 8: Visitor age

## Gender

### Question 24

For you only, what is your gender?

### Results

- 75% of visitors were female (see Figure 9).
- 25% were male.

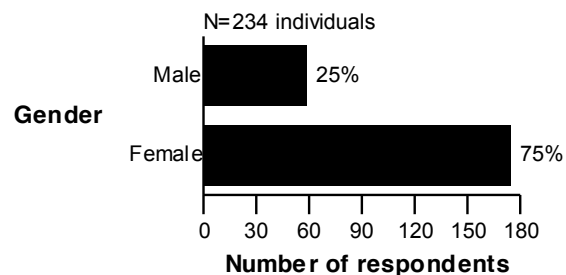


Figure 9: Respondent's gender

\*total percentages do not equal 100 due to rounding

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

## Visitor ethnicity

### Question 27a

Are you or members of your group  
Hispanic or Latino?

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

### Results

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

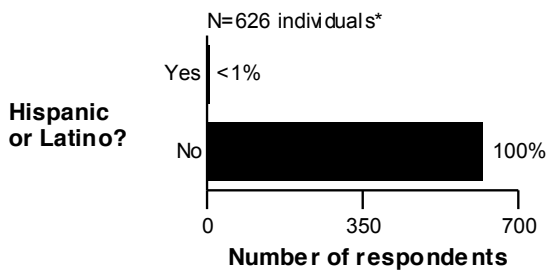


Figure 10: Visitors who were Hispanic or Latino

## Visitor race

### Question 27b

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

- 95% of visitors were White (see Figure 11).
- 3% were Asian.

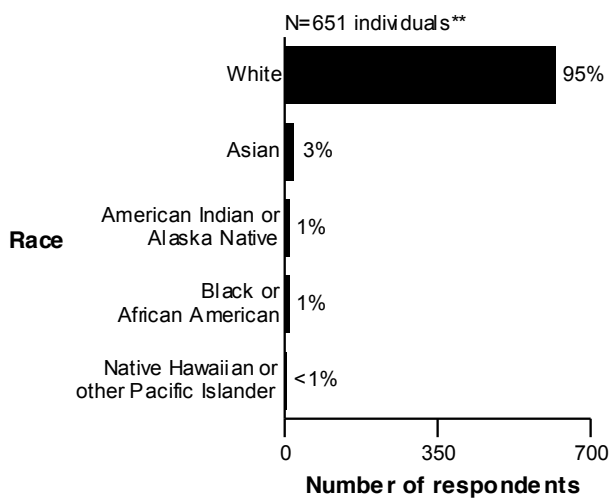


Figure 11: Visitor race

\*total percentages do not equal 100 due to rounding

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

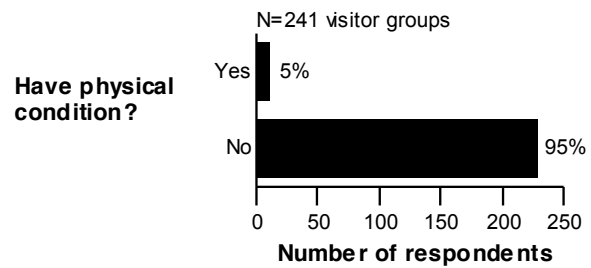
## Visitors with physical conditions

### Question 25a

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

### Results

- 5% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 12).



**Figure 12: Visitor groups that had members with physical conditions**

### Question 25b

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

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

- Eight visitor groups commented on the services and activities that were difficult to access or participate in (see Table 4).

**Table 5: Services/activities that were difficult to access/participate in**

N=9 comments;

one visitor group made more than one comment.

**CAUTION!**

Service	Number of times mentioned
Climbing stairs	5
Cannot stand for long time	1
Hard to walk between sites	1
No handrails at Stanton House	1
Parking access	1

\*total percentages do not equal 100 due to rounding

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

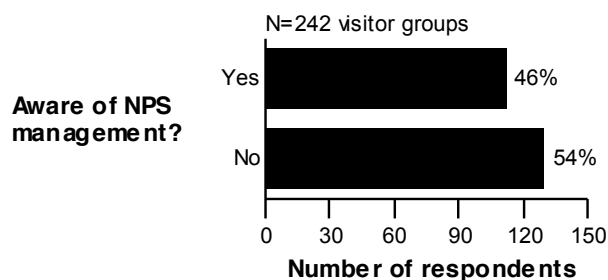
## Awareness of park

### Question 3a

Prior to this visit, were you and your personal group aware that Women's Rights NHP is a unit of the National Park System?

### Results

- 46% of visitor groups were aware that Women's Rights NHP is a unit of the National Park System (see Figure 13).



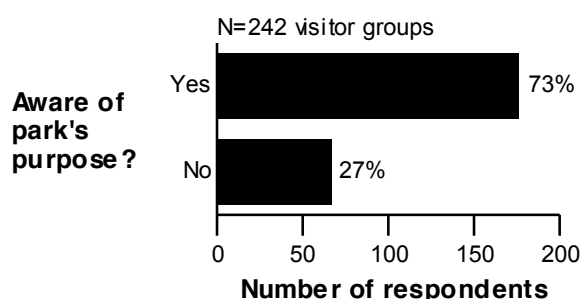
**Figure 13: Visitor groups that were aware the park is a unit of the NPS**

### Question 3b

Prior to this visit, were you and your personal group aware that Women's Rights NHP commemorates the first Women's Rights Convention in America held in Seneca Falls, New York in 1848?

### Results

- 73% of visitor groups were aware that the park commemorates the first Women's Rights Convention in America (see Figure 14).



**Figure 14: Visitor groups that were aware Women's Rights NHP commemorates the first Women's Rights Convention in America**

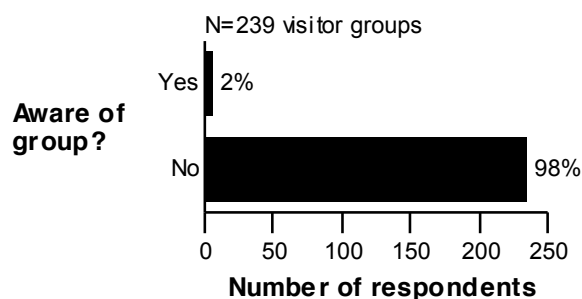
## Awareness of Friends of Women's Rights

### Question 5

Prior to this visit, were you and your personal group aware of the Friends of Women's Rights NHP, a group that helps with fundraising and promotion of the park?

### Results

- 2% of visitor groups were aware of the existence of the Friends of Women's Rights NHP prior to their visit (see Figure 15).



**Figure 15: Visitor groups that were aware of the Friends of Women's Rights NHP**

\*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

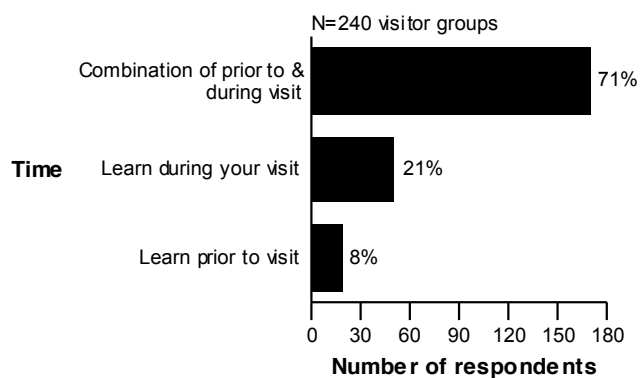
### Preference for learning about the park

#### Question 2

When you and your personal group visit a park such as Women's Rights NHP, do you prefer to learn about the park prior to your visit or during your visit to the park?

#### Results

- 71% of visitor groups preferred to obtain information about the park prior to and during their visit (see Figure 16).
- 21% prefer to learn about the park during their visit.



**Figure 16: Visitor groups' preference for learning about the park**

\*total percentages do not equal 100 due to rounding

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

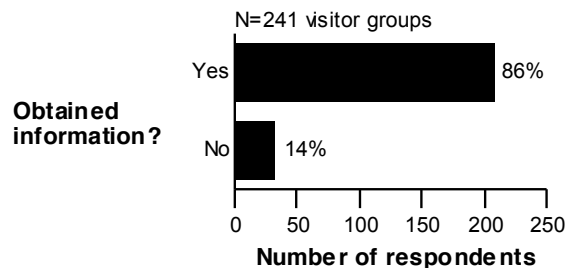
## Information sources prior to visit

### Question 1a

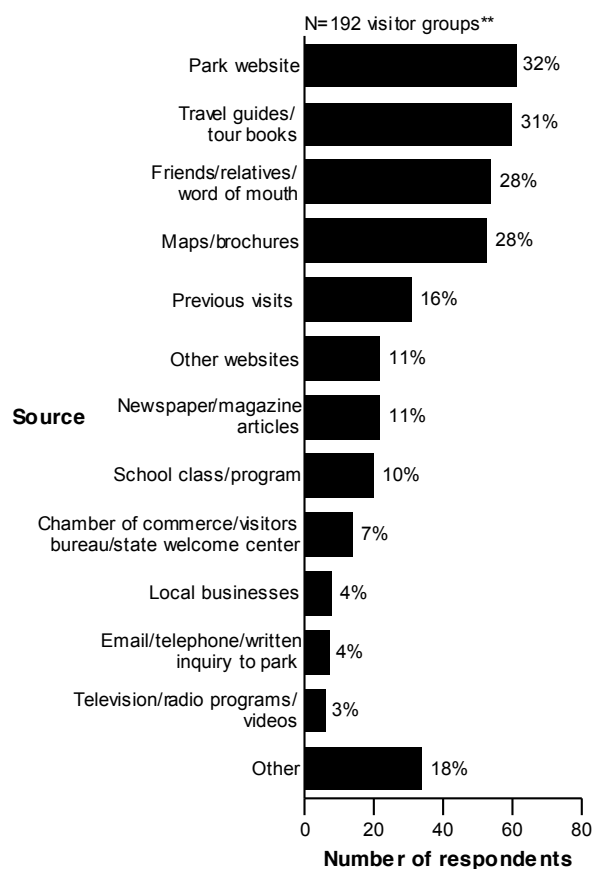
Prior to your visit, how did you and your personal group obtain information about Women's Rights National Historical Park (NHP)?

### Results

- 86% of visitor groups obtained information about Women's Rights NHP prior to their visit (see Figure 17).
- As shown in Figure 18, among those visitor groups who obtained information about Women's Rights NHP prior to their visit, the most common sources were:
  - 32% Park website
  - 31% Travel guides/tour books
- "Other" sources (18%) were:
  - American Association of University Women program
  - Campaigns on Women's Rights
  - Drove by the park
  - General history knowledge
  - GPS
  - I am a history teacher
  - Information display in Greater Rochester International Airport
  - Local resident
  - National Park Passport
  - Past studies
  - Primary sources and history texts
  - Road signs



**Figure 17: Visitor groups who obtained information about Women's Rights NHP prior to visit**



**Figure 18: Sources of information used by visitor groups prior to visit**

\*total percentages do not equal 100 due to rounding

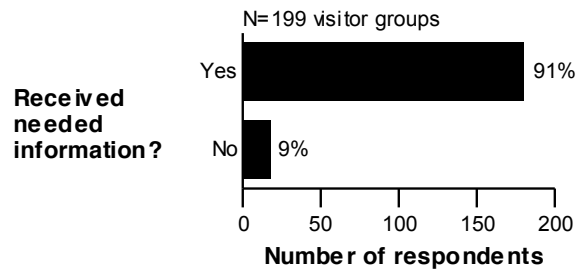
\*\*total percentages do not equal 100 because visitors could select more than one answer

## 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

- 91% of visitor groups received the information they needed prior to their visit (see Figure 19).



**Figure 19: Visitor groups who received needed information prior to their visit**

## Question 1d

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

Results – Interpret with **CAUTION!**

- Fifteen visitor groups listed information they needed, but did not receive (see Table 6).

**Table 6: Needed information**  
N=16 comments;  
one visitor group made more than one comment.  
**CAUTION!**

Type of information	Number of times mentioned
Better signage	3
Did not know the park existed	3
Did not know about the two houses	2
Better map	1
Directions	1
Location of the visitor center	1
No information for teachers	1
Not listed in AAA	1
Park was open on the 4th of July	1
Specific hours of each house not online	1
Understanding of what was available	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 Women's Rights NHP in the future, how would you and your personal group prefer to obtain information about the park?

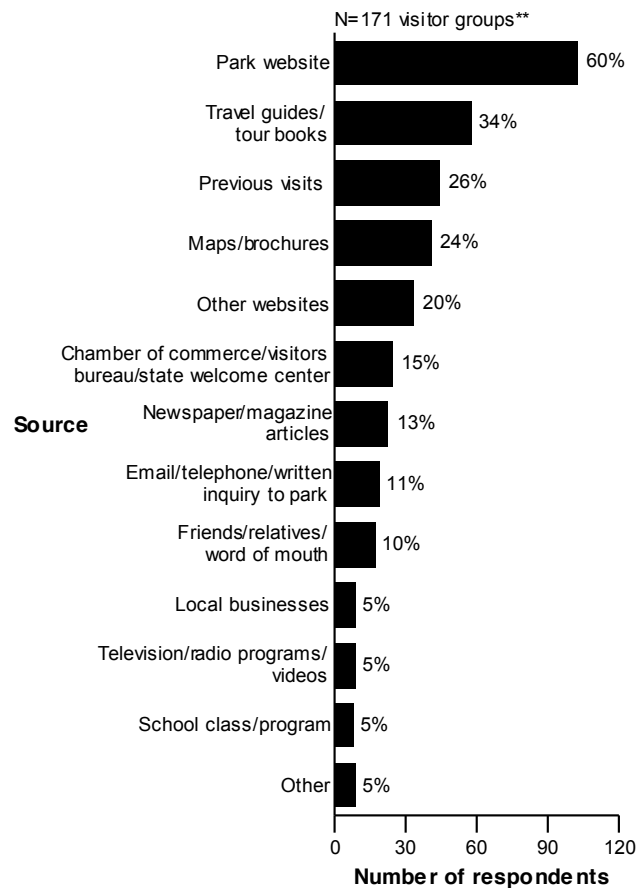
### Results

- As shown in Figure 20, the most common sources of information preferred for a future visit were:

60% Park website  
34% Travel guides/tour books  
26% Previous visits

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

History texts  
Manuscripts  
Road signs  
Special events



**Figure 20: Sources of information preferred for a future visit**

\*total percentages do not equal 100 due to rounding

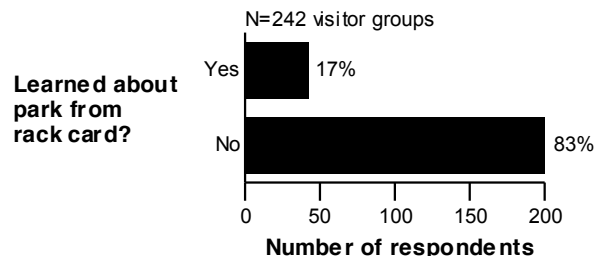
\*\*total percentages do not equal 100 because visitors could select more than one answer



## Use of rack card

### Question 4a

Prior to this visit, did you and your personal group learn about Women's Rights NHP from a "rack card," a card about the park placed in information racks in various locations throughout the region?



### Results

- 17% of visitor groups learned about Women's Rights NHP from a "rack card" (see Figure 21).

**Figure 21: Visitor groups who learned about park from a rack card**

### Question 4b

If YES, where was the rack card located?

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

- Twenty-eight visitor groups provided locations of rack cards (see Table 7).

**Table 7: Locations of rack cards**

N=28 locations

**CAUTION!**

Location	Number of times mentioned
Hotel/motel (unspecified)	3
Microtel Hotel, Seneca Falls	2
Rest area	2
Seneca Falls information center	2
Canandaigua Hotel	1
Cayuga State Park	1
Cooperstown and Seneca	1
Hampton Inn, Geneva, NY	1
Highway 90 service center	1
Holiday Inn hotel lobby	1
I-81 welcome center	1
Mailed to us by canal boat company	1
Montezuma State Park	1
Near parking lot	1
NYS Thruway rest area	1
NYS Thruway visitor information	1
Other national parks	1
Ramada Inn, Geneva, NY	1
Rochester - Eastman Kodak	1
Rochester Yacht Club	1
Seneca Falls Chamber of Commerce	1
Visitor center/rest stops on I-90	1
Women's museum	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 4c

How helpful was the rack card in providing information about Women's Rights NHP?

## Results

- 41% of visitor groups found the rack card "moderately helpful" (see Figure 22).
- 37% found the rack card "very helpful."

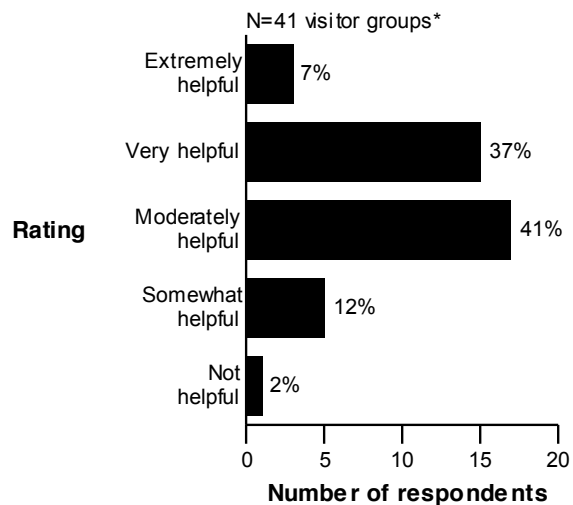


Figure 22: Helpfulness of rack card

\*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 park area

### Question 6

On this trip, what was the primary reason that you and your personal group came to the Women's Rights NHP area?

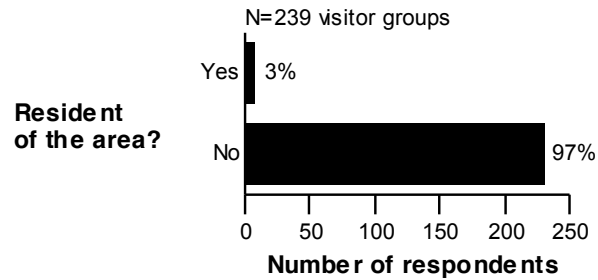
### Results

- 3% of visitor groups were residents of the Women's Rights NHP area (see Figure 23).

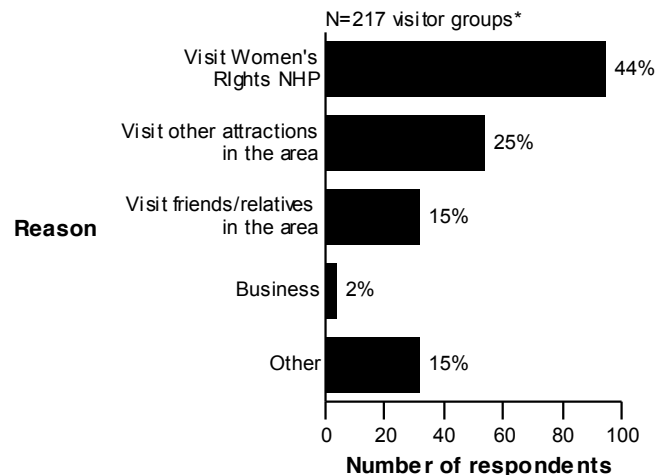
- As shown in Figure 24, the primary reasons for visiting the area, among visitor groups who were not residents, were:

44% Visit the park  
25% Visit other attractions in the area

- Table 8 shows the "other attractions in the area" that visitor groups visited.
- Table 9 shows "other" primary reasons (15%) that visitors came to the area.



**Figure 23: Visitor groups that were residents of the area**



**Figure 24: Primary reason for visiting the area**

\*total percentages do not equal 100 due to rounding

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

**Table 8: Other attractions in the area**

N=78 comments

Attraction	Number of times mentioned
Finger Lakes	11
Niagara Falls	10
Erie Canal	4
Other parks in the area	4
Winery regions	4
Women's Hall of Fame	4
Cayuga Lake	3
Watkins Glen State Park	3
Auburn	2
Lakes (unspecified)	2
Seward House	2
Vacation New York state	2
Waterloo Outlet Mall	2
4th of July activities	1
Anchor Bar in Buffalo	1
Bellhurst Castle Wineries	1
Canal by boat	1
Canandaigua Lake	1
Cayuga Scenic Byway wineries	1
Cooperstown	1
Corning and Falls	1
Elderhostal	1
Five Lakes region	1
Geneva on the Lake	1
Ithaca - Moosewood Rest	1
Keuka Lake	1
Letchworth State Park	1
Montezuma National Wildlife Refuge	1
New York City	1
Palmyra Pageant	1
Peter Whitmer farm in Fayette	1
Rose Hill Mansion	1
Seneca Falls	1
Skaneateles	1
Sonnenberg wineries	1
Toronto	1
Upstate New York	1
Waterfront	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 9: Other primary reasons for visits to the area**  
N=44 comments

Reason	Number of times mentioned
On the way to other destinations	11
On vacation in the area	5
Interested in the park subject/history	4
Attend a wedding	2
Get stamp in National Park Passport	2
Saw sign on highway	2
Five-day bike trip	1
Attending Women's Rights to Rock	1
Bring friends/relatives in the area	1
Camping	1
College life traveling	1
Stopping at points of interest in New York	1
Friend recommended visit to Seneca Falls	1
Genealogy study in Elbridge, NY	1
Hill Cumorah Pageant	1
On the list of places to visit	1
Play golf	1
Relatives of Amelia Bloomer	1
Shopping	1
Studied in school	1
Teach granddaughter	1
Visit Eagles Mere	1
Visit national parks	1
Visit wineries	1

\*total percentages do not equal 100 due to rounding

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

## Reasons for visiting the park

### Question 7

On this visit, what were the reasons that you and your personal group visited Women's Rights NHP?

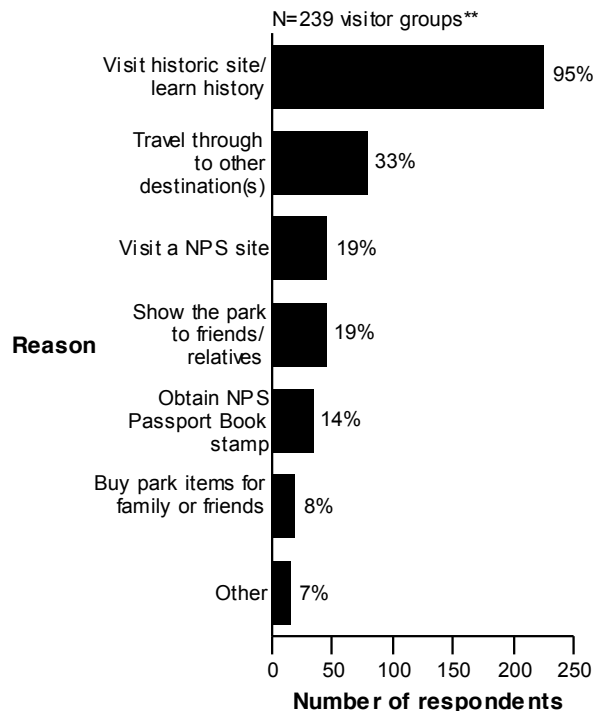
### Results

- As shown in Figure 25, the most common reasons for visiting the park were:

95% View historic site/learn history  
33% Travel through to other destination(s)

- "Other" reasons (7%) were:

Emotional connection to women's issues  
Fulfill requirements for Girl Scouts  
Kids to earn Junior Ranger  
Learn about and support the park  
Pick up items for classroom  
Respect for women's issues  
Seneca Falls was a short drive from Ithaca  
Site is important to visit  
Studied history in school  
To honor the women at the Convention  
To learn about Elizabeth Cady Stanton for a play



**Figure 25: Reasons for visiting Women's Rights NHP**

\*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 18a

On this visit, were interstate signs directing you and your personal group to Women's Rights NHP adequate?

#### Results

- 48% of visitor groups found interstate signs directing them to the park adequate (see Figure 26).

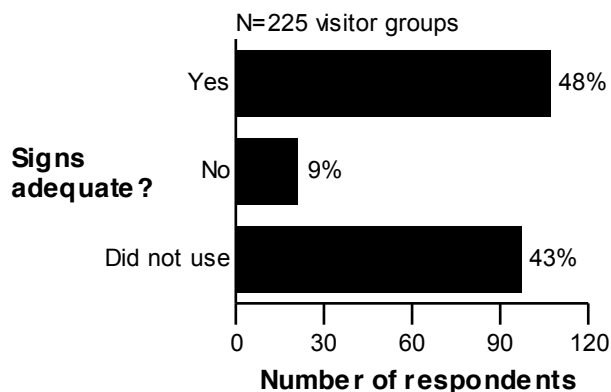


Figure 26: Adequacy of interstate signs

### Question 18b

On this visit, were state highway signs directing you and your personal group to Women's Rights NHP adequate?

#### Results

- 57% of visitor groups found state highway signs directing them to the park adequate (see Figure 27).

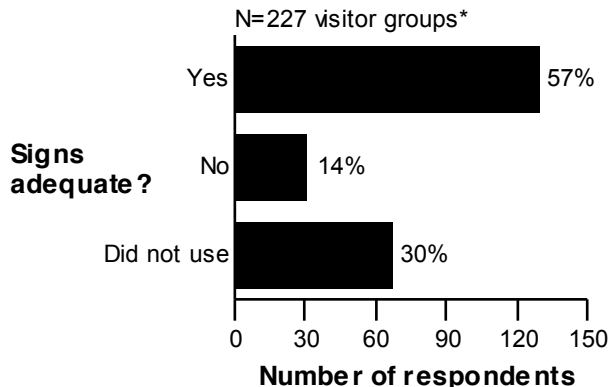


Figure 27: Adequacy of state highway signs

### Question 18c

On this visit, were signs in local communities directing you and your personal group to and around Women's Rights NHP adequate?

#### Results

- 61% of visitor groups found signs in local communities directing them to and around the park adequate (see Figure 28).

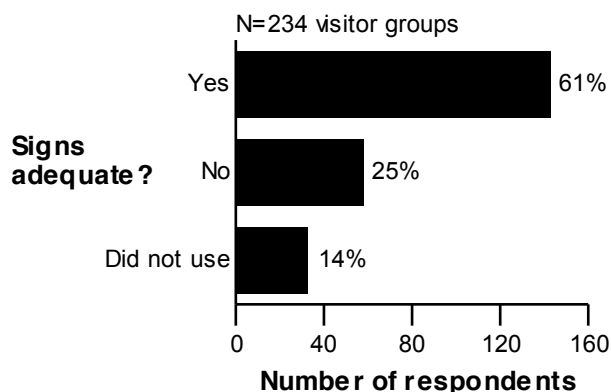


Figure 28: Adequacy of signs in local communities

\*total percentages do not equal 100 due to rounding

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

## Question 18d

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

## Results

- Ninety visitor groups provided comments about signs directing them to and around the park (see Table 10).

**Table 10: Comments about signs**

N=93 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>INTERSTATE SIGNS (N=17 comments)</b>	
Did not see any signs	10
Signs need to be more visible	2
Need more detailed signs	1
No signage from NYS Thruway I-90	1
Stanton House is poorly marked	1
Too few signs	1
We needed to ask at gas station	1
<b>STATE HIGHWAY SIGNS (N=22 comments)</b>	
Did not see any signs	13
As we entered Seneca Falls no sign indicating where to turn	1
As we got close it seemed less clear	1
Could not find easily	1
Give approximate mileage	1
No signs indicating the visitor center	1
Not enough signs directing to park from highway	1
Not frequent enough	1
Signs need to be more visible	1
We needed to ask at gas station	1
<b>SIGNS IN LOCAL COMMUNITIES (N=54 comments)</b>	
Signs not clear/visible	15
Didn't see signs	9
Park difficult to find	6
Hard to find visitor center	5
Had to ask for directions	3
Little to no signage	2
Need more signs	2
Need sign for Stanton/McClintock turn off	2
Stanton House poorly marked	2
Did not see sign for museum	1
Got lost looking for Stanton House	1
Hard to find out where to start	1

\*total percentages do not equal 100 due to rounding

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



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**Table 10: Comments about signs**  
(continued)

Comment	Number of times mentioned
<b>SIGNS IN LOCAL COMMUNITIES</b> (continued)	
Need address of visitor center on sign at house	1
Need more signage for parking	1
Saw signs in town only	1
Should list street name	1
Signs weren't helpful	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 23c

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

### Results

- 94% of visitor groups used one vehicle to arrive at the park (see Figure 29).

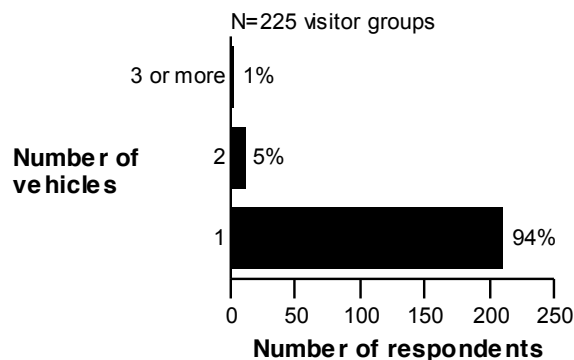


Figure 29: Number of vehicles used to arrive at the park

## Overnight stay and accommodations

### Question 9a

On this trip, did you and your personal group stay overnight away from your permanent residence in the Women's Rights NHP area (within 20 miles of the park)?

### Results

- 44% of visitor groups stayed overnight away from home in the park area (see Figure 30).

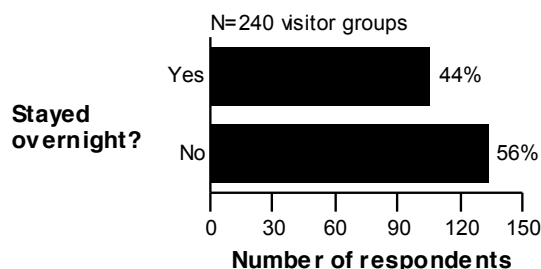


Figure 30: Visitor groups who stayed overnight in the park area

### Question 9b

If YES, please list the number of nights you and your personal group stayed in the Women's Rights NHP area.

### Results

- 47% of visitor groups stayed one night in the park area (see Figure 31).
- 26% stayed two nights.

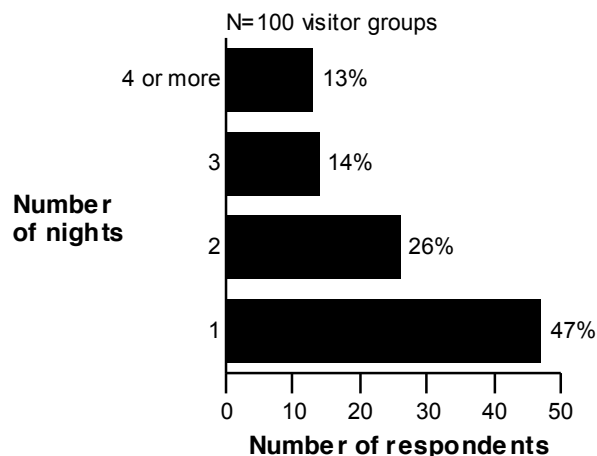


Figure 31: Number of nights in the park area

\*total percentages do not equal 100 due to rounding

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

## Type of lodging in the area

### Question 9c

In which types of lodging did you and your personal group spend the night(s) in the area outside park (within 20 miles of the park)?

### Results

- 75% of visitor groups stayed in lodges, hotels, vacation rentals, B&B, etc. (see Figure 32).
- 7% stayed in the residence of friends or relatives.
- 7% stayed in a seasonal residence.
- "Other" types of lodging (6%) were:  
Boat  
Canal boat

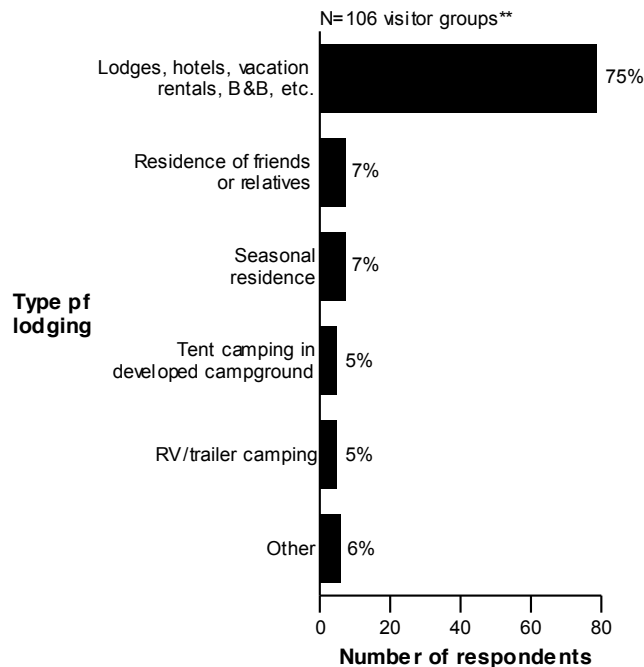


Figure 32: Type of lodging in the area

## Length of stay in the park

### Question 12

On this visit, how much time in total did you and your personal group spend at Women's Rights NHP?

### Results

- 44% of visitor groups spent two hours visiting the park (see Figure 33).
- 40% spent one hour.
- The average length of stay was 1.7 hours.

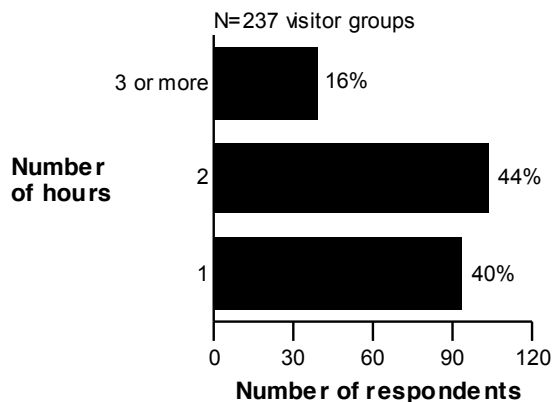


Figure 33: Number of hours visiting the park

\*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 11a

For this visit to Women's Rights NHP, please indicate all of the sites that you and your personal group visited.

### Results

- As shown in Figure 34, the most commonly visited sites by visitor groups were:

97% Visitor center  
68% Wesleyan Chapel

- The least visited site was:

9% M'Clintock House

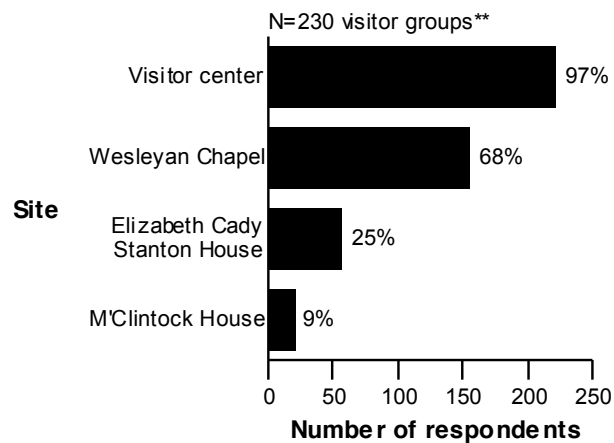


Figure 34: Sites visited

## Quality of experience at sites visited

### Question 11b

For the sites that you and your personal group visited, please rate the quality of your experience.

### Results

- Figures 35 to 38 show the quality of experience at each site.

\*total percentages do not equal 100 due to rounding

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

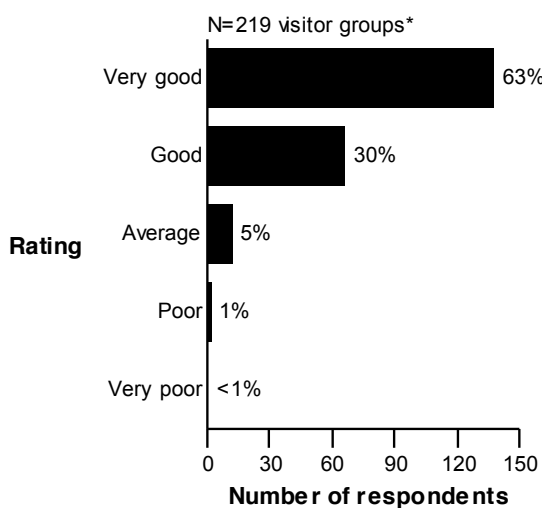


Figure 35: Quality of experience at visitor center

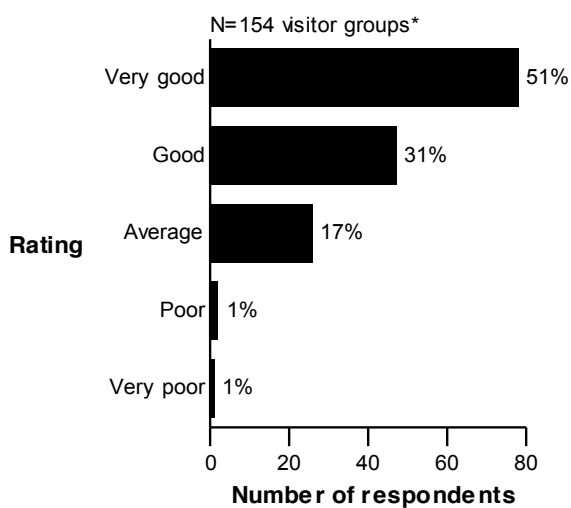


Figure 36: Quality of experience at Wesleyan Chapel

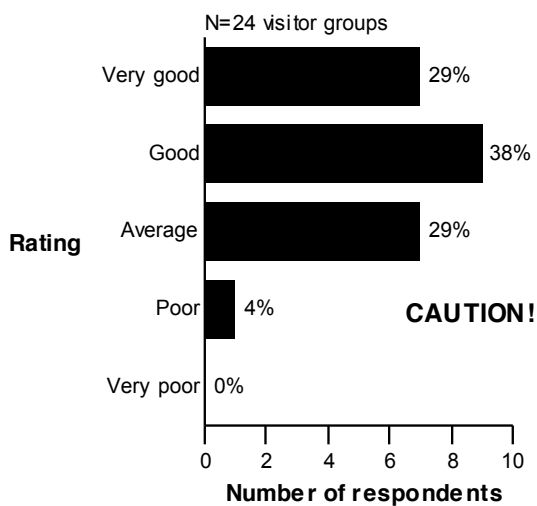


Figure 37: Quality of experience at M'Clintock House

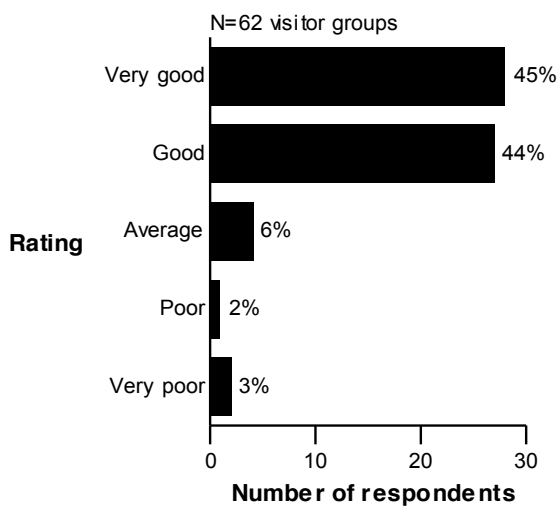


Figure 38: Quality of experience at Elizabeth Cady Stanton House

\*total percentages do not equal 100 due to rounding

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

## Question 11c

If you and your personal group did not visit any of the sites above, why not?

## Results

- Table 11 shows the reasons why visitor groups did not visit the park sites.

---

**Table 11: Reasons for not visiting park sites**

N=264 comments;  
some visitor groups made more than one comment.

Site	Comment	Number of times mentioned
Visitor center	Lack of time	1
	Not interested	1
Wesleyan Chapel	Lack of time	16
	Not interested	3
	Children were tired	2
	Did not know about it	2
	Arrived at closing time	1
	Could not find it	1
	Not interested in historic homes	1
	Poor weather	1
	Rain	1
	Saw it from street	1
	Saw it from visitor center and it just looked like a roof	1
Elizabeth Cady Stanton House	Lack of time	65
	Children were tired	4
	Did not know about it	4
	Poor weather	3
	Rain	3
	Distance	2
	It was closed	2
	Not interested	2
	Arrived at closing time	1
	Could not find it	1
	Did not know if it was open	1
	Did not take the time	1
	Did not find location	1
	It was less interesting than other sites	1
	Late in day	1
	Not convenient	1
	Not interested in historic homes	1
	Other parts of town	1
	Time of day	1
	Timing with open homes	1
	Visiting wineries	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: Reasons for not visiting park sites**  
(continued)

Site	Comment	Number of times mentioned
M'Clintock House	Lack of time	85
	It was closed	9
	Did not know about it	6
	Distance	4
	Rain	4
	Children were tired	3
	Not interested	3
	Poor weather	3
	Arrived at closing time	2
	Did not the location	2
	Could not find it	1
	Did not have car for transportation	1
	Did not know if it was open	1
	Did not take the time	1
	In a hurry	1
	It was less interesting than other sites	1
	Late in day	1
	Location was off route	1
	No map to site	1
	Not convenient	1
	Not interested in historic homes	1
	Visiting wineries	1

\*total percentages do not equal 100 due to rounding

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

## Awareness of historic sites in Seneca Falls, NY

### Question 8a

Prior to this visit, were you and your personal group aware of the following historic sites in Seneca Falls, NY?

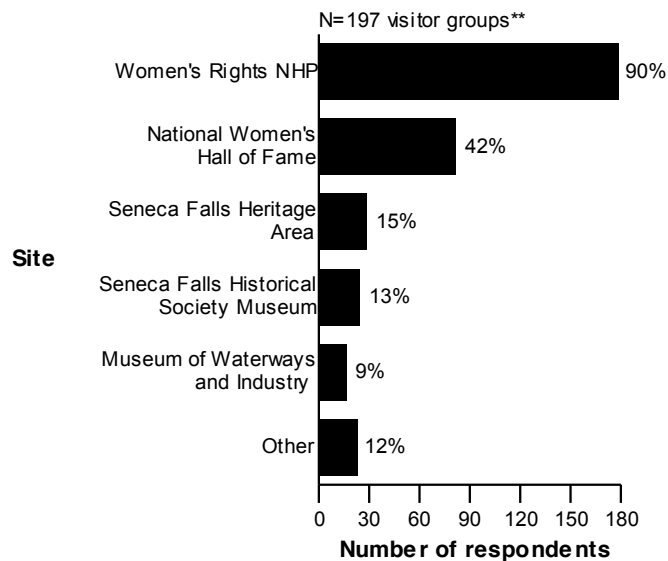
### Results

- As shown in Figure 39, the historic sites in Seneca Falls that visitor groups were most commonly aware of were:

90% Women's Rights NHP  
42% National Women's Hall of Fame

- "Other" sites (12%) were:

Erie Canal sites  
Fort Stanwix  
Local wineries  
Memorial Day Museum  
Sculpture Garden  
Seneca Falls Visitor Center  
Women's Interfaith Institute



**Figure 39: Historic sites that visitor groups were aware of prior to their visit**

\*total percentages do not equal 100 due to rounding

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



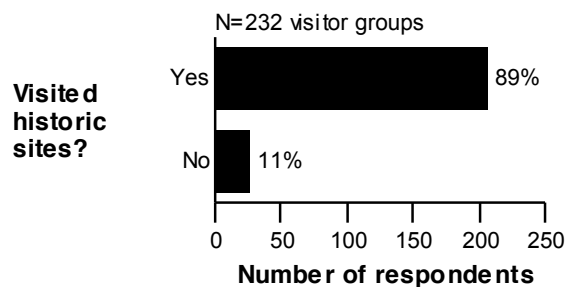
## Order of sites visited

### Question 8b

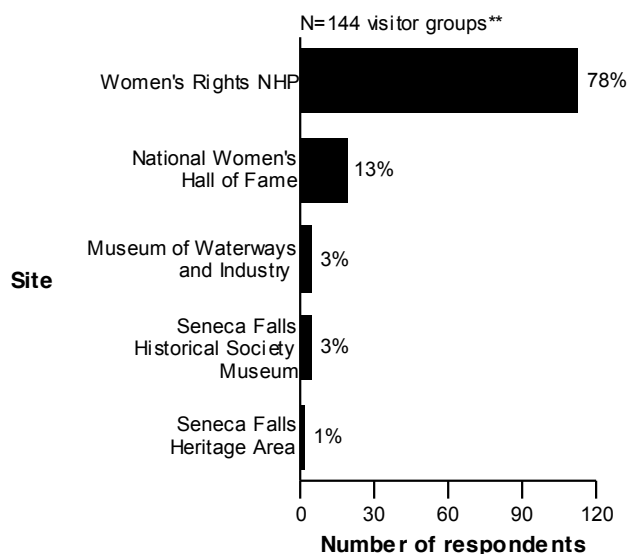
If you and your personal group visited any of the following historic sites, please indicate the order in which you visited them.

### Results

- 89% of visitor groups visited historic sites in Seneca Falls, NY (see Figure 40).
- 78% of visitor groups visited Women's Rights NHP first (see Figure 41).
- Table 12 shows the order in which visitor groups visited each historic site.



**Figure 40: Visitor groups that visited historic sites in Seneca Falls, NY.**



**Figure 41: Historic site visited first**

**Table 12: Order of sites visited**

N=number of visitor groups

Site	N	Order visited %				
		1st	2nd	3rd	4th	5th
Women's Rights NHP	145	78	17	3	1	1
National Women's Hall of Fame	51	37	55	4	2	2
Seneca Falls Heritage Area – <b>CAUTION!</b>	19	11	53	37	0	0
Seneca Falls Historical Society Museum – <b>CAUTION!</b>	15	33	20	27	20	0
Museum of Waterways and Industry – <b>CAUTION!</b>	17	29	41	24	6	0
Other	144	78	13	1	3	3

\*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 13a

On this visit, in which activities did you and your personal group participate within Women's Rights NHP?

### Results

- As shown in Figure 42, the most common activities in which visitor groups participated were:

90% Visiting visitor center  
85% Viewing indoor exhibits

- "Other" activities (19%) were:

Historical information/interest  
Junior Ranger program  
Learn about history  
Learn about women's rights  
Obtain a National Park Passport stamp  
See outdoor exhibits  
Shop at gift shop  
See Art Park with sculpture  
See Declaration of Sentiments location  
See some history  
See the printing press  
See where important historical events occurred  
See where it all started for women's rights  
Show family member  
Talk with ranger  
View the chapel remains  
Visit Elizabeth Cady Stanton House

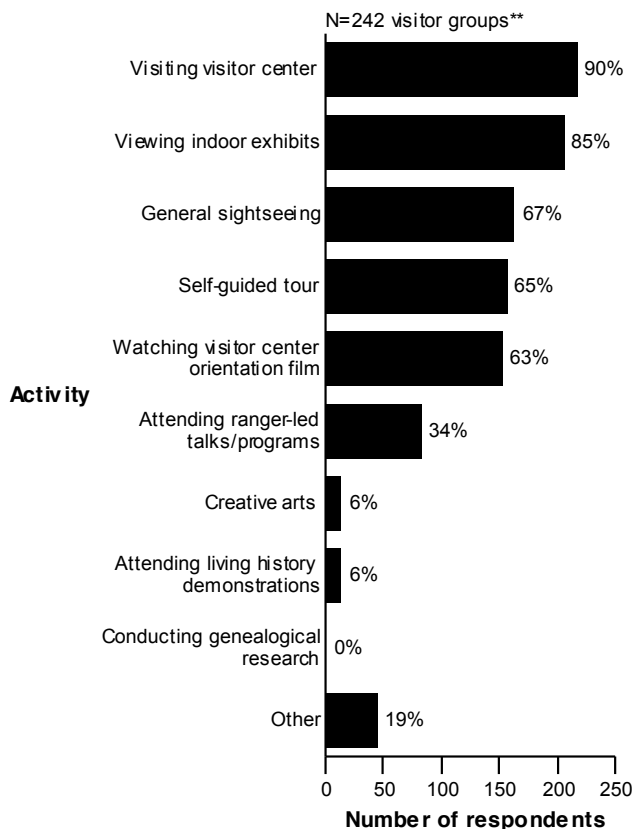


Figure 42: Activities on this visit

\*total percentages do not equal 100 due to rounding

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

## Primary activity on this visit

### Question 13b

Which one of the above activities was the primary reason that you and your personal group visited Women's Rights NHP on this visit?

### Results

- As shown in Figure 43, the most common primary activities listed by visitor groups were:

29% General sightseeing  
20% Viewing indoor exhibits  
18% Visiting visitor center

- "Other" activities (16%) were:

Historical information/interest  
Junior Ranger program  
Learn about history  
Learn about women's rights  
Obtain a National Park Passport stamp  
See Declaration of Sentiments location  
See outdoor exhibits  
See Art Park with sculpture  
See where it all started for women's rights  
Show family member  
View the chapel remains  
Visiting Elizabeth Cady Stanton House

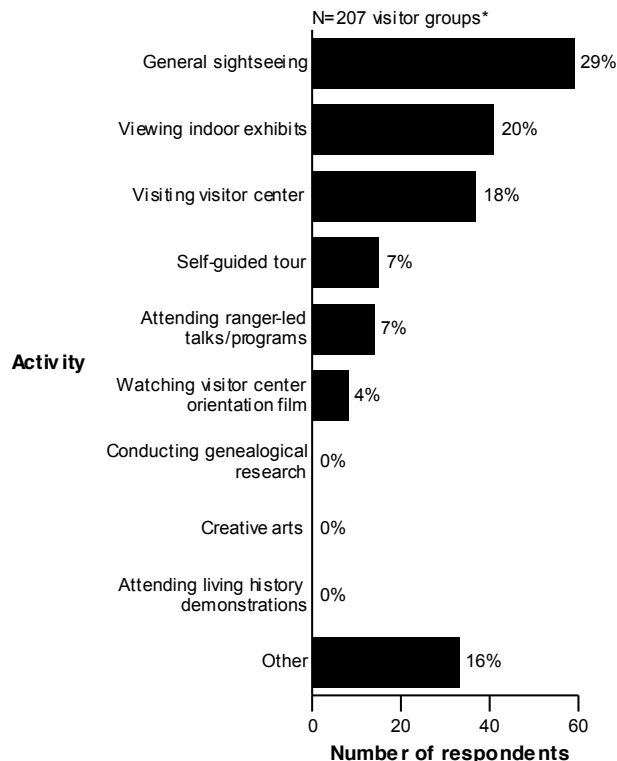


Figure 43: Primary activity

\*total percentages do not equal 100 due to rounding

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

## Ratings of Visitor Services, Facilities, Attributes and Resources

### Visitor services and facilities used

#### Question 16a

Please indicate all the visitor services and facilities that you or your personal group used at Women's Rights NHP during this visit.

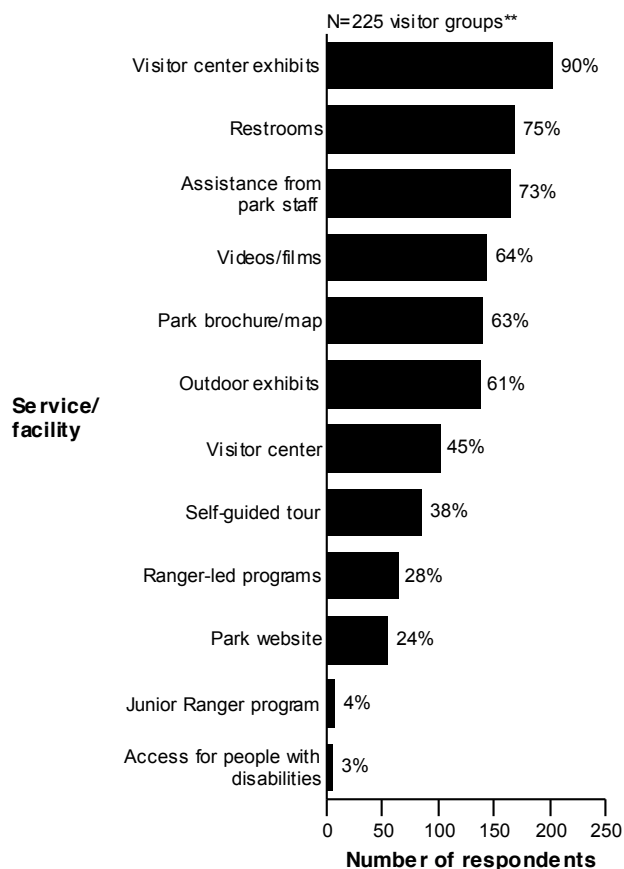
#### Results

- As shown in Figure 44, the most commonly used services and facilities were:

90% Visitor center exhibits  
75% Restrooms  
73% Assistance from park staff

- The least used services and facilities were:

4% Junior Ranger program  
3% Access for disabled persons



**Figure 44: Visitor services and facilities used**

\*total percentages do not equal 100 due to rounding

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

## Importance ratings of visitor services and facilities

### Question 16b

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

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

### Results

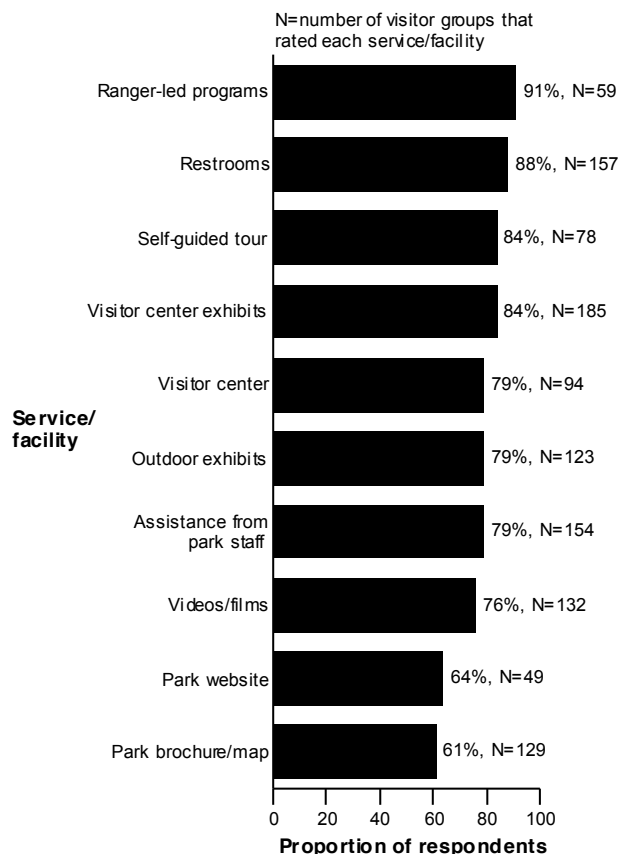
- Figure 45 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.

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

91% Ranger-led programs  
88% Restrooms  
84% Self-guided tour  
84% Visitor center exhibits

- Figures 46 to 57 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

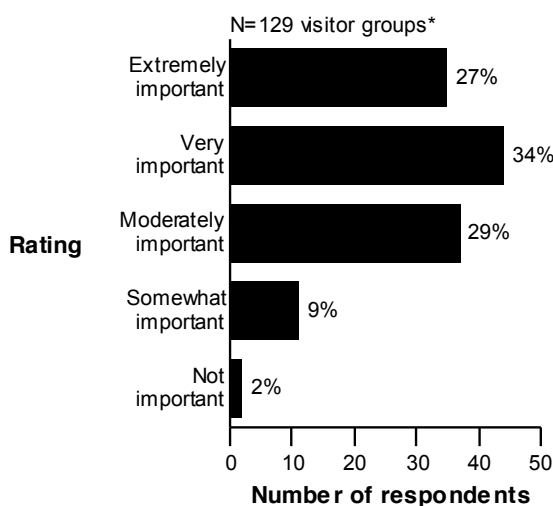
3% Visitor center exhibits



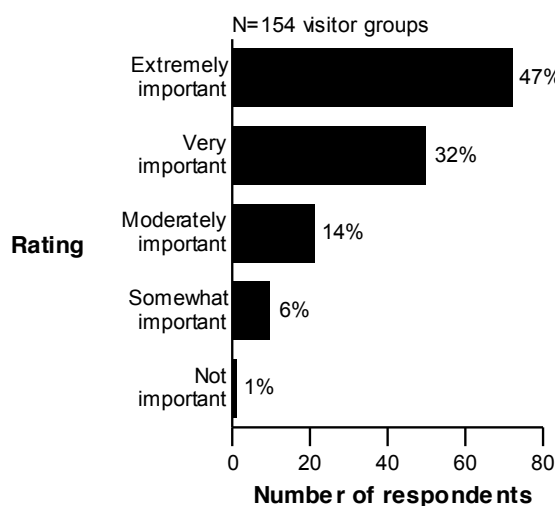
**Figure 45: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities**

\*total percentages do not equal 100 due to rounding

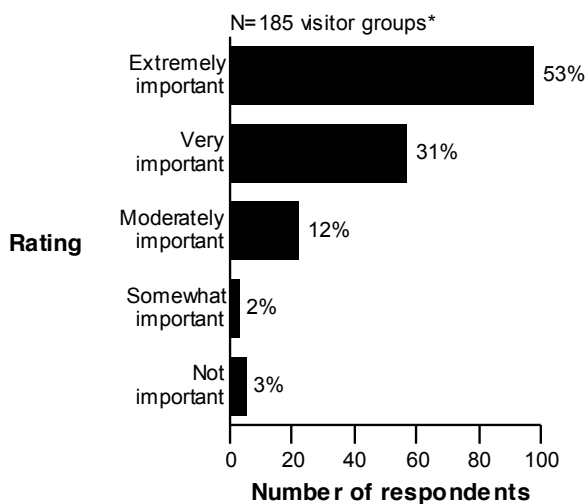
\*\*total percentages do not equal 100 because visitors could select more than one answer



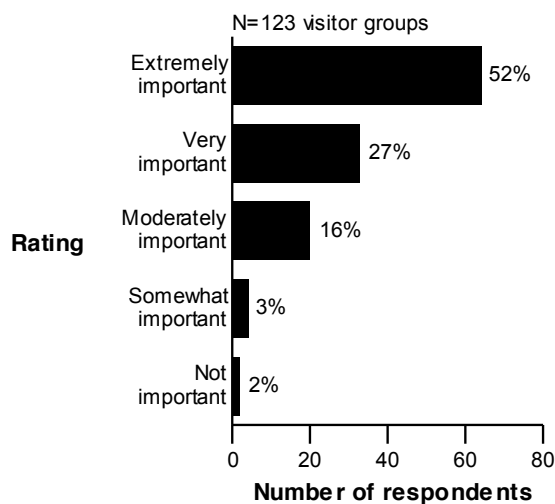
**Figure 46: Importance of park brochure/ map**



**Figure 47: Importance of assistance from park staff**



**Figure 48: Importance of visitor center exhibits**



**Figure 49: Importance of outdoor exhibits**

\*total percentages do not equal 100 due to rounding

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

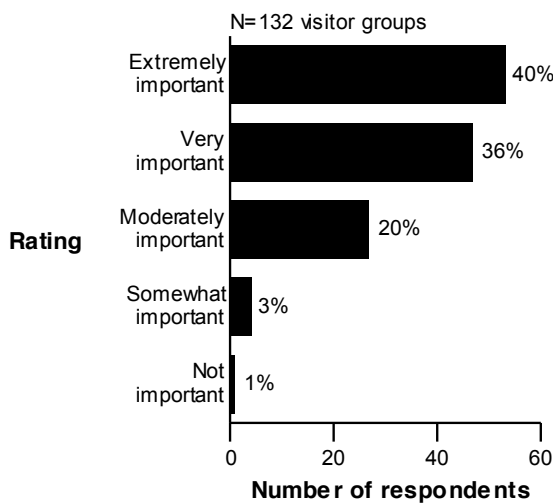


Figure 50: Importance of videos/films

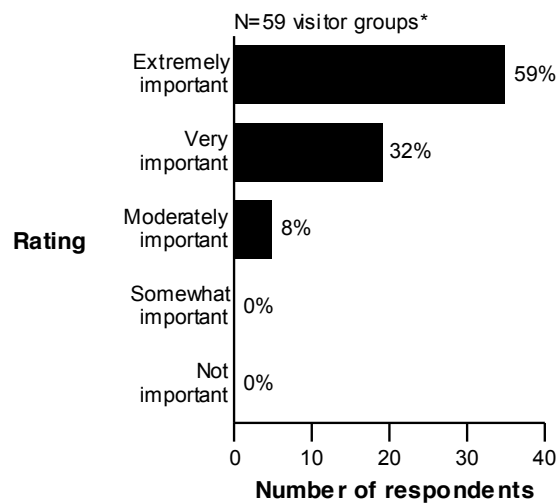


Figure 51: Importance of ranger-led programs

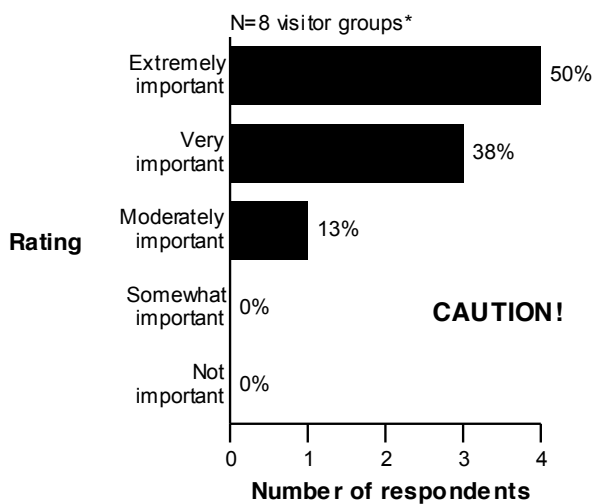


Figure 52: Importance of Junior Ranger program

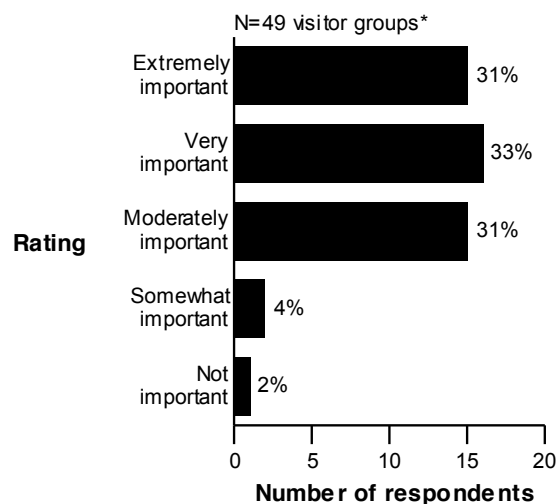


Figure 53: Importance of park website: [www.nps.gov/wori](http://www.nps.gov/wori) used prior to or during visit

\*total percentages do not equal 100 due to rounding

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

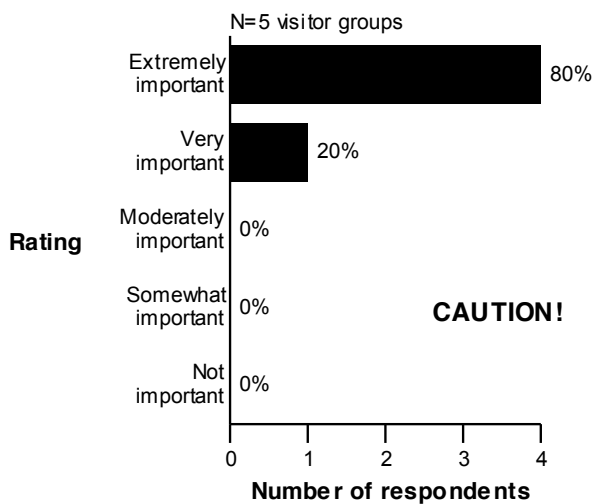


Figure 54: Importance of access for people with disabilities

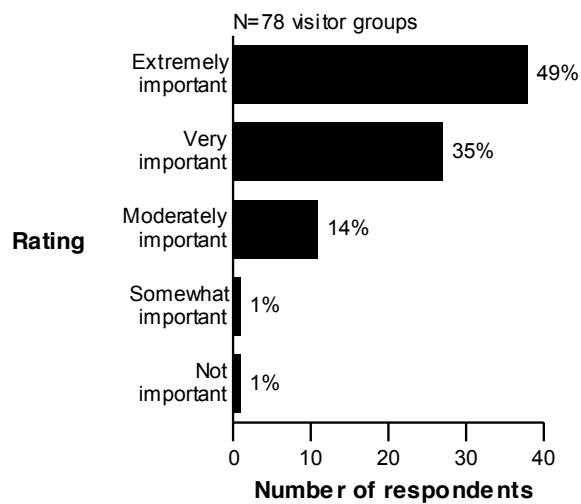


Figure 55: Importance of self-guided tour

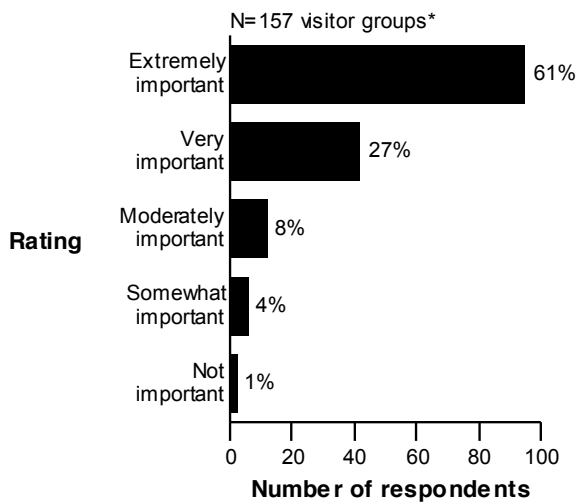


Figure 56: Importance of restrooms

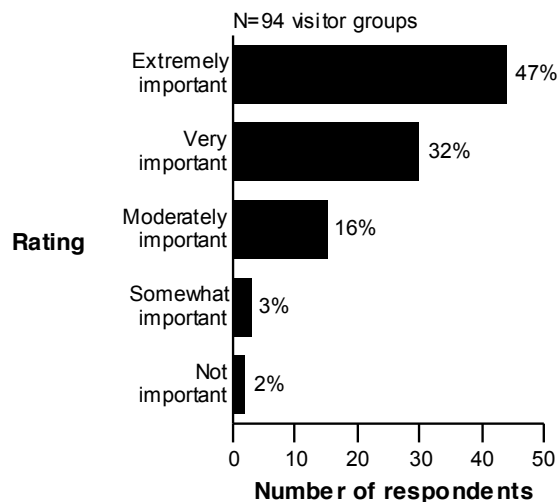


Figure 57: Importance of visitor center (other than restrooms, exhibits, and bookstore)

\*total percentages do not equal 100 due to rounding

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



## Quality ratings of visitor services and facilities

### Question 16c

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

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

### Results

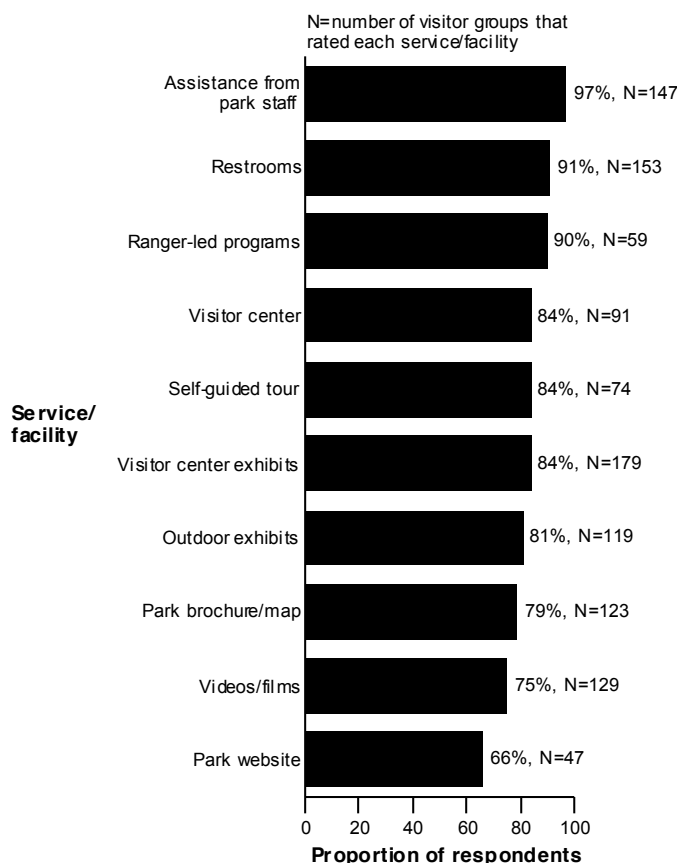
- Figure 58 shows the combined proportions of “very good” and “good” quality ratings for visitor services/facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

97% Assistance from  
park staff  
91% Restrooms  
90% Ranger-led  
programs

- Figures 59 to 70 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:

3% Videos/films



**Figure 58: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities**

\*total percentages do not equal 100 due to rounding

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

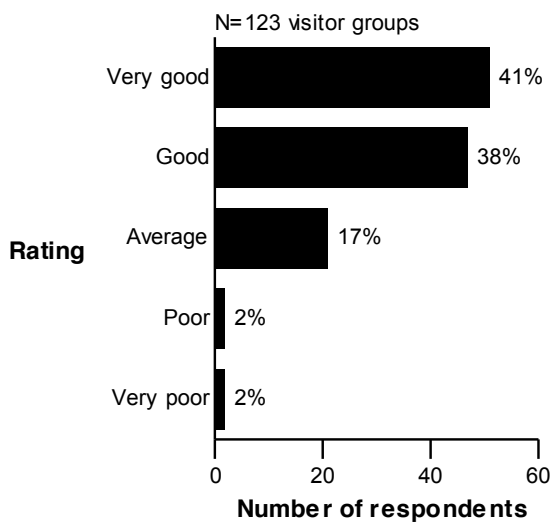


Figure 59: Quality of park brochure/map

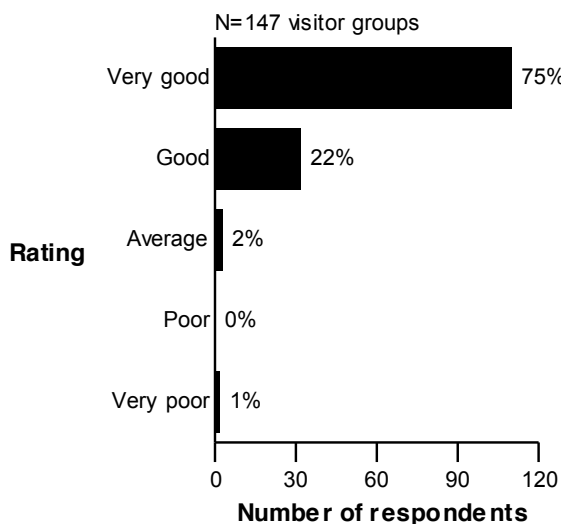


Figure 60: Quality of assistance from park staff

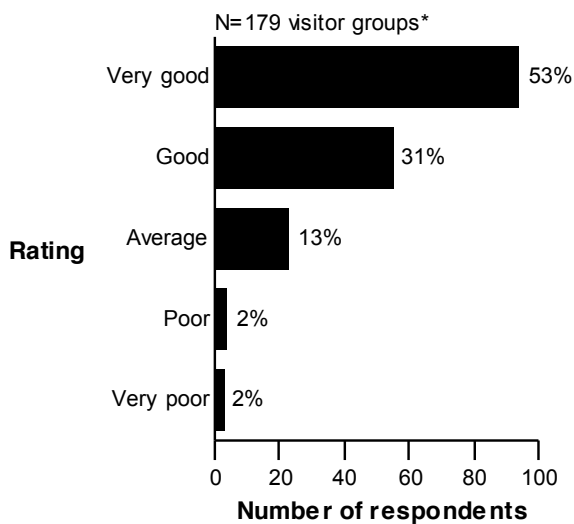


Figure 61: Quality of visitor center exhibits

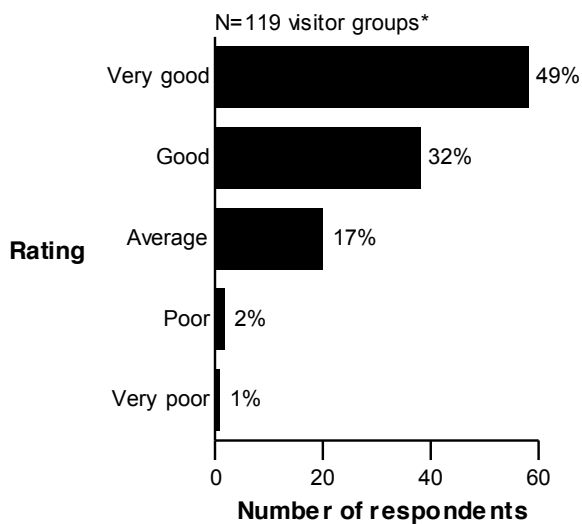


Figure 62: Quality of outdoor exhibits

\*total percentages do not equal 100 due to rounding

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

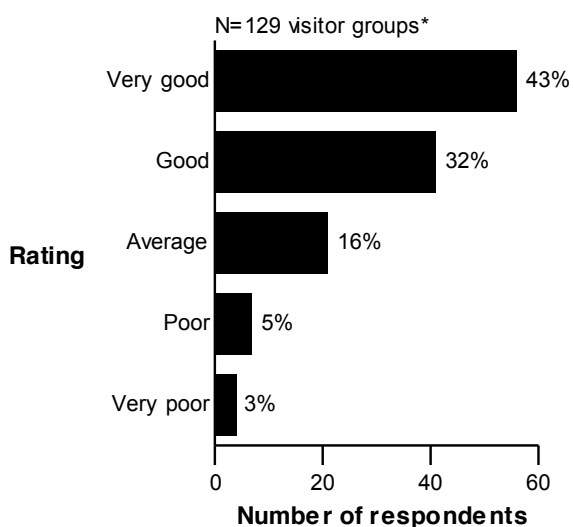


Figure 63: Quality of videos/films

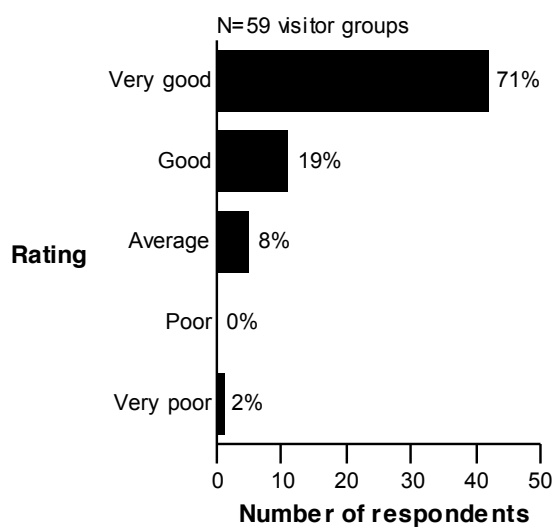


Figure 64: Quality of ranger-led programs

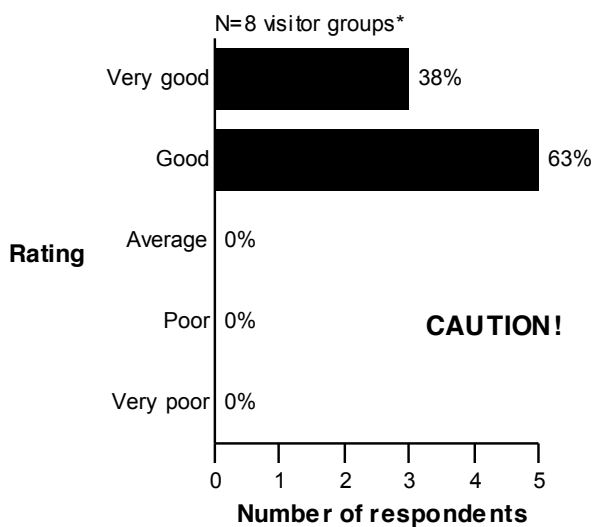


Figure 65: Quality of Junior Ranger program

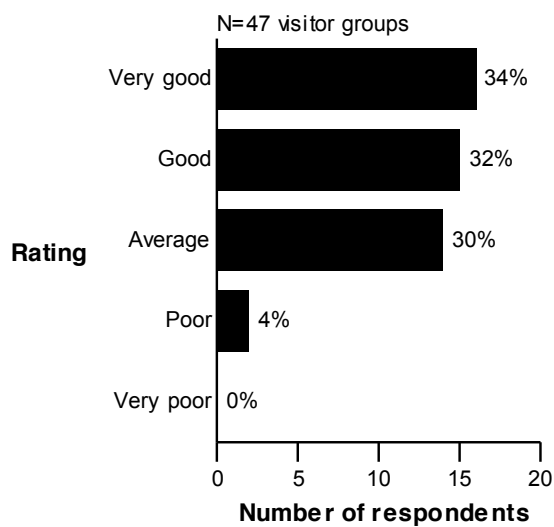
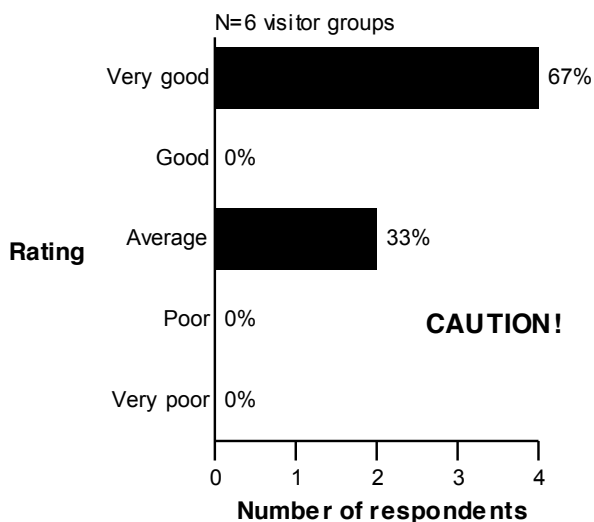


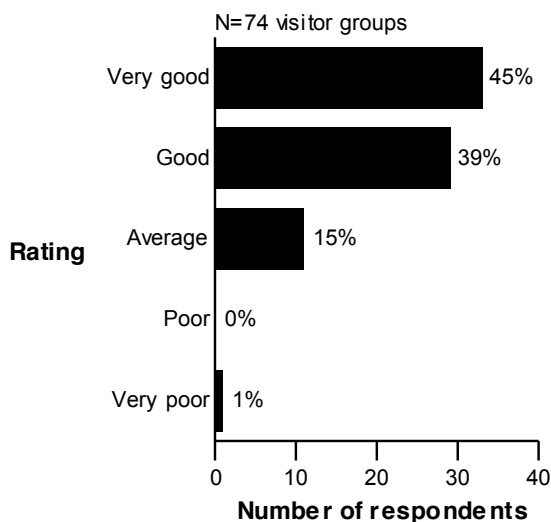
Figure 66: Quality of park website:  
www.nps.gov/wori used prior  
to or during visit

\*total percentages do not equal 100 due to rounding

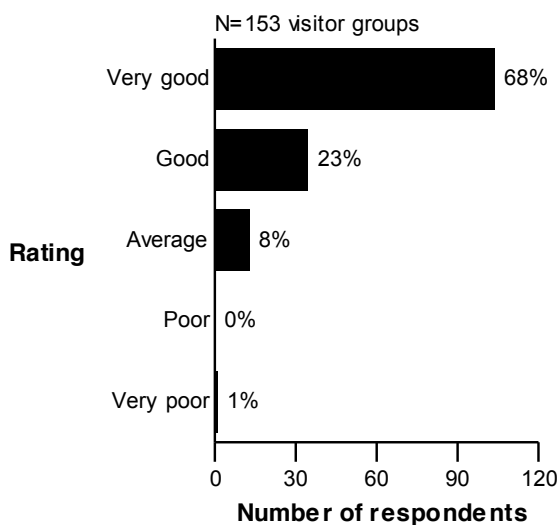
\*\*total percentages do not equal 100 because visitors could select more than one answer



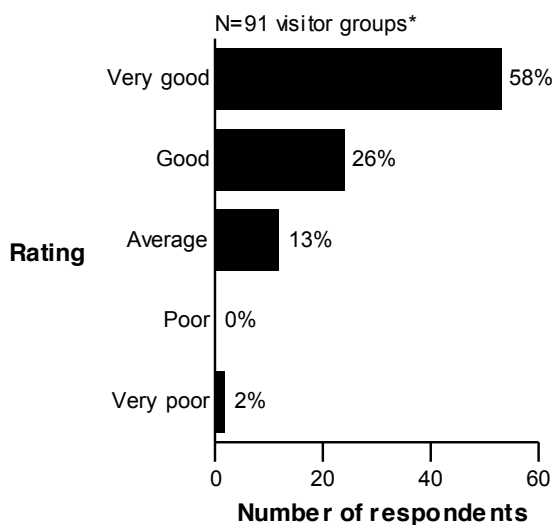
**Figure 67: Quality of access for people with disabilities**



**Figure 68: Quality of self-guided tour**



**Figure 69: Quality of restrooms**



**Figure 70: Quality of visitor center (other than restrooms, exhibits, and bookstore)**

\*total percentages do not equal 100 due to rounding

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

### Mean scores of importance and quality ratings for visitor services and facilities

- Figures 71 and 72 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

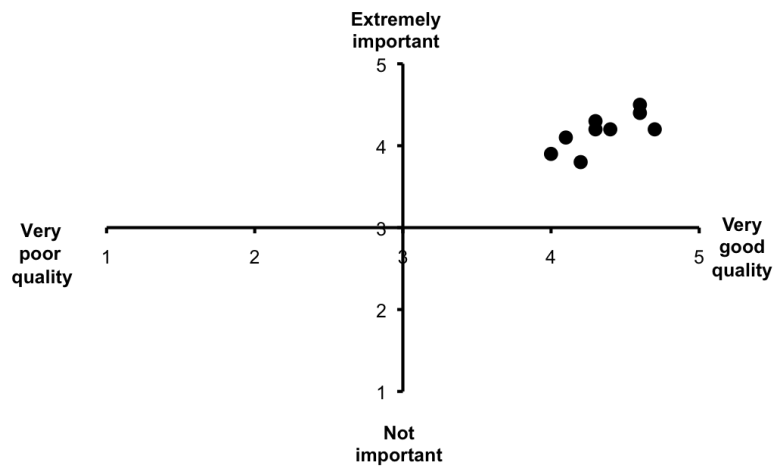


Figure 71: Mean scores of importance and quality ratings for visitor services/facilities

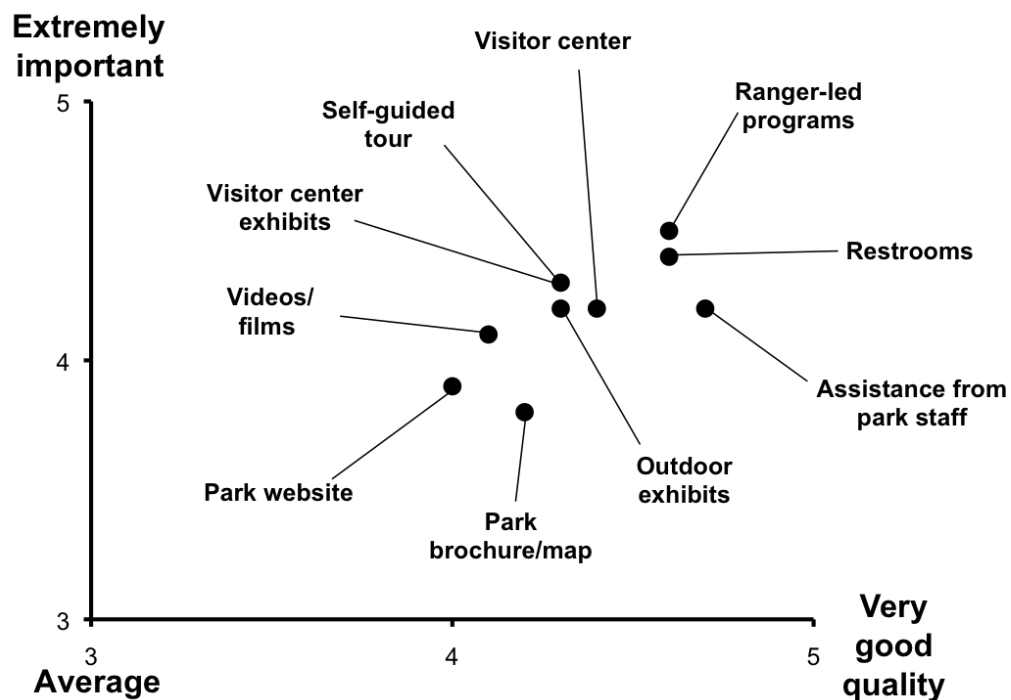


Figure 72: Detail of Figure 71

\*total percentages do not equal 100 due to rounding

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

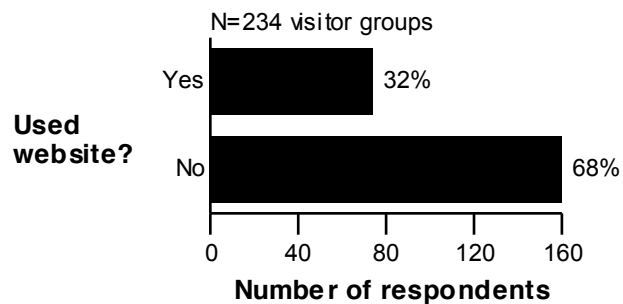
## Park website

### Question 10a

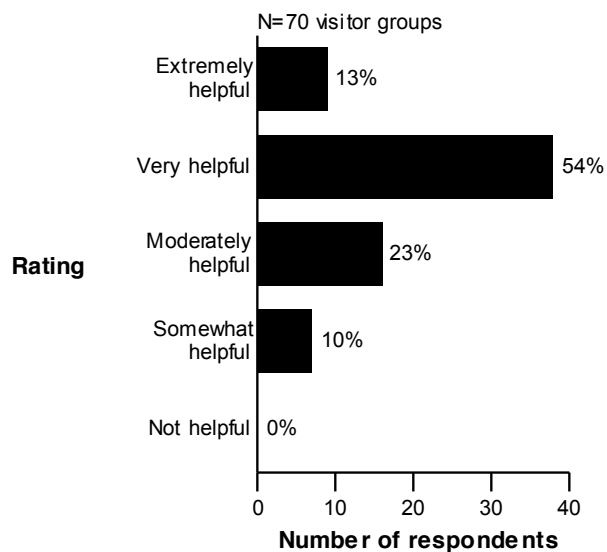
If you and your personal group used the park website ([www.nps.gov/wori](http://www.nps.gov/wori)) prior to or during this visit, please rate how helpful the website was in planning your visit.

### Results

- 32% of visitor groups used the park website prior to or during the visit (see Figure 73).
- 67% of visitor groups found the park website “extremely helpful” or “very helpful” in planning their visit (see Figure 74).
- 10% found the website “somewhat helpful.”



**Figure 73: Visitor groups that used the park website prior to or during the visit**



**Figure 74: 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 10b

Please rate the following aspects of the park website.

## Results

Ease of use

- 75% of visitor groups rated the quality of the website's ease of use as "very good" or "good" (see Figure 75).
- 3% rated it as "poor."

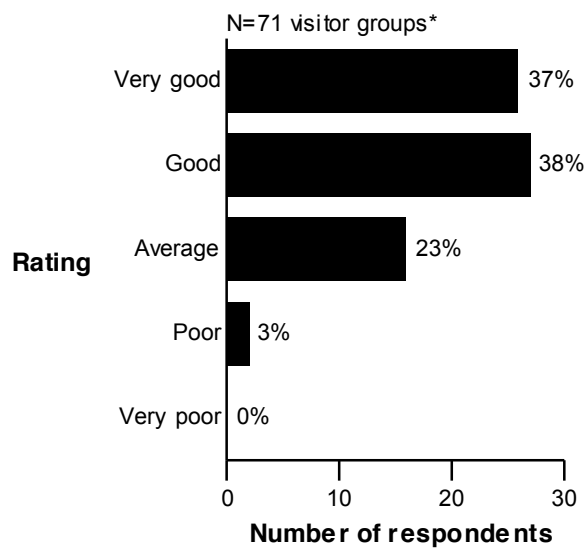


Figure 75: Quality of ease of use

Type of information provided

- 79% of visitor groups rated the quality of the type of information provided in the park website as "very good" or "good" (see Figure 76).
- 4% rated it as "poor."

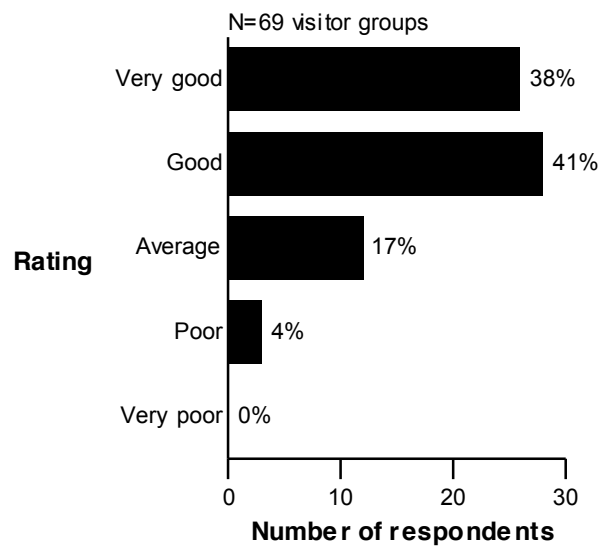


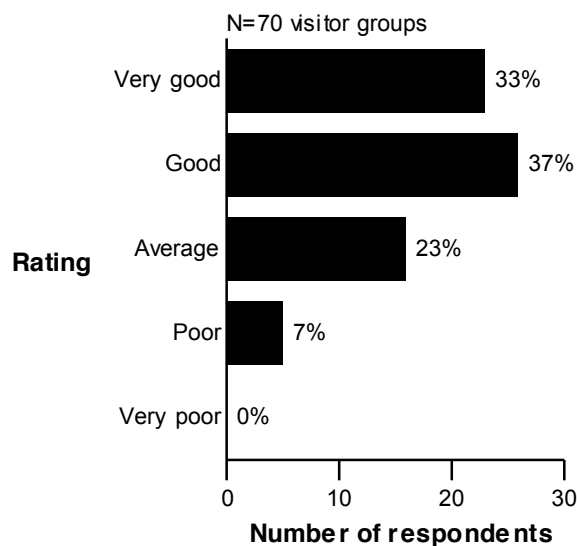
Figure 76: Quality of type of information provided

\*total percentages do not equal 100 due to rounding

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

Amount of information provided

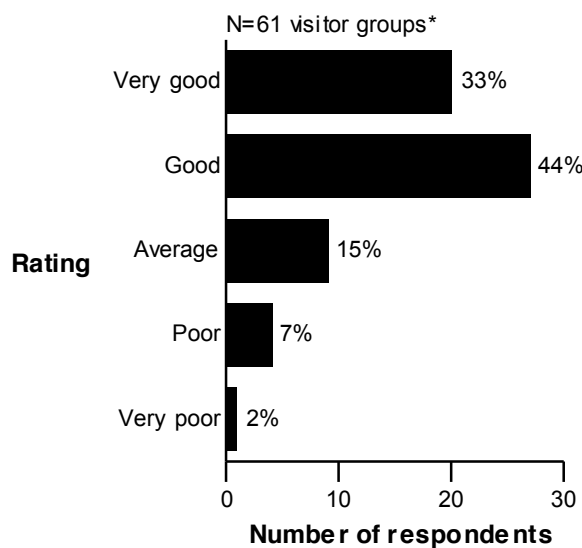
- 70% of visitor groups rated the quality of the amount of information provided in the park website as “very good” or “good” (see Figure 77).
- 7% rated it as “poor.”



**Figure 77: Quality of amount of information provided**

Photo gallery

- 77% of visitor groups rated the quality of photo gallery in the park website as “very good” or “good” (see Figure 78).
- 9% rated it as “very poor” or “poor.”



**Figure 78: Quality of photo gallery**

\*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

Please provide any additional comments about the park website (open-ended).

Results – Interpret results with **CAUTION!**

- Ten visitor groups answered this question.
- Table 13 shows the items visitor groups would like to see available in the park bookstore.

---

**Table 13: Comments about the park website**

N=11 comments;  
one visitor group made more than one comment.  
**CAUTION!**

Comment	Number of times mentioned
Communication with the park via e-mail was helpful planning the visit	1
Did not access photo gallery	1
Enjoyed it very much	1
More interactive maps	1
Need more activities listed	1
Needed a map with park sites available	1
No information on whether you could tour Stanton House without a ranger	1
Only looked for hours	1
Other members of the group obtained information	1
The information for convention days was limited such as parking and how to get from one site to another	1
The map was very good	1

---

\*total percentages do not equal 100 due to rounding

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

---

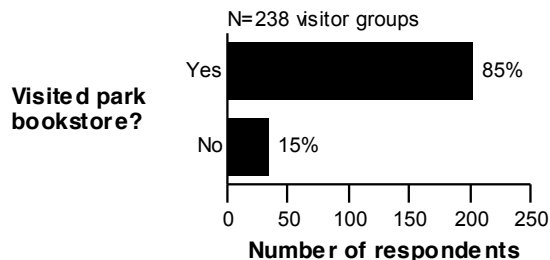
## Park bookstore

### Question 17a

On this visit to Women's Rights NHP did you and your personal group visit the park bookstore in the visitor center?

#### Results

- 85% of visitor groups visited the park bookstore (see Figure 79).



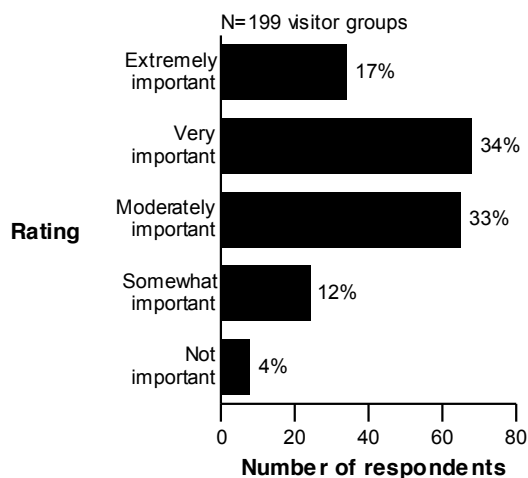
**Figure 79: Visitor groups that visited the park bookstore**

### Question 17b

If YES, how important is the bookstore to you and your personal group?

#### Results

- 51% of visitor groups found the park bookstore to be "extremely important" or "very important" (see Figure 80).
- 4% rated the importance of the bookstore as "not important."



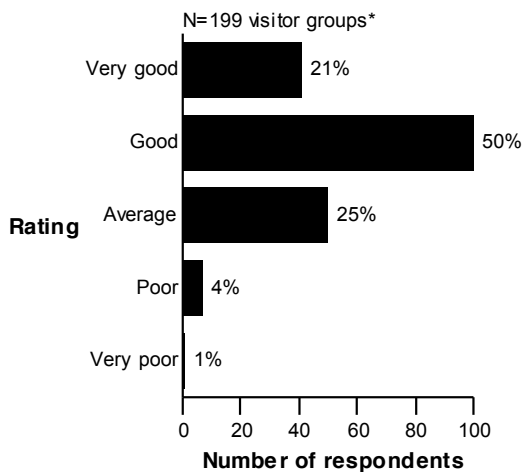
**Figure 80: Importance of park bookstore**

### Question 17c

What is your opinion regarding the types of bookstore sales items currently available in the Women's Rights NHP visitor center?

#### Results

- 71% of visitor groups rated the quality of bookstore sales items as "very good" or "good" (see Figure 81).
- 5% rated the quality "very poor" or "poor."



**Figure 81: Quality of bookstore sales items**

\*total percentages do not equal 100 due to rounding

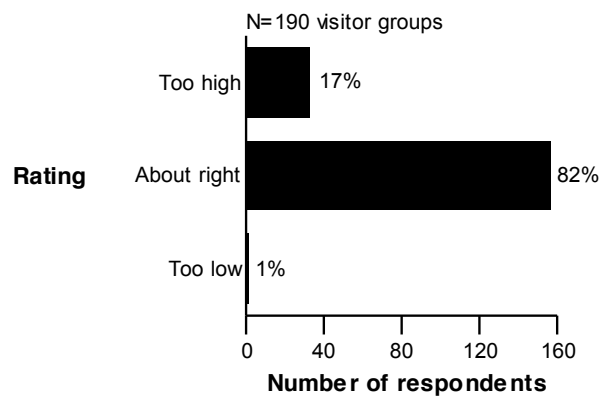
\*\*total percentages do not equal 100 because visitors could select more than one answer

## Question 17d

What is your opinion regarding the prices of the bookstore sales items?

## Results

- 82% of visitor groups found the prices in the park bookstore “about right” (see Figure 82).
- 17% found the prices “too high.”



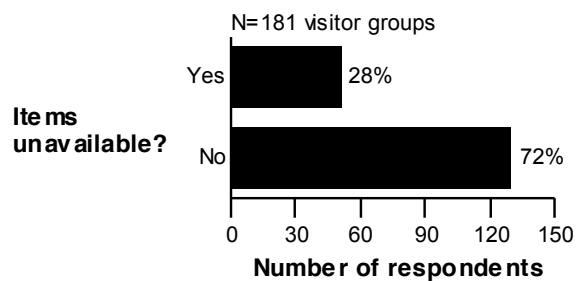
**Figure 82: Rating of bookstore sales items prices**

## Question 17e

Are there any items that are not currently available in the visitor center bookstore that you and your personal group would like to see available?

## Results

- 28% of visitor groups desired sales items available in the bookstore that are currently unavailable (see Figure 83).



**Figure 83: Visitor groups that wanted to purchase items 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 17f

If YES, which items? (open-ended)

## Results

- Forty-nine visitor groups answered this question.
- Table 14 shows the items visitor groups would like to see available in the park bookstore.

**Table 14: Sales items visitor groups want to see available**

N=57 comments;  
some visitor groups made more than one comment.

Item	Number of times mentioned
More books	4
More children's items (e.g. literature)	4
Book about Women's Movement overview	3
More clothing items (variety, sizes)	3
More posters	3
Postcards	3
More about Susan B. Anthony	2
More local items	2
Thimbles, trinkets	2
Biographies of women today	1
Book about local history (e.g., Finger Lakes)	1
Books about Mariam Grace Monfredi	1
Books that are available at all of the park sites	1
Christmas ornaments	1
Coffee mugs	1
Current literature on Women's Rights/ accomplishments	1
Display of posters for sale	1
Dolls for kids	1
DVD about the park	1
Famous Women's Rights Movement leaders calendar	1
Famous Women's Rights Movement leaders tea towel	1
Hats/caps	1
Items about first ladies	1
Local points and business of interest	1
Material on the Convention participants	1
Material on women's Bible	1
More books about the era	1
More educational toys/games for kids	1
More historical biographies and novels	1
More information on Amelia Bloomer and Bloomers	1
More on African American Feminist and Critical Feminist Theory	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 14: Sales items visitor groups want to see available**  
(continued)

Item	Number of times mentioned
National parks cards	1
Penny souvenir machine	1
Postcard stamps	1
Postcards of the M'Clintock House	1
"Sex Wars: A Novel of the Turbulent Post-Civil War Period" by Marge Piercy	1
Small poster of Women's Declaration	1
Smaller gift items - inexpensive notecards, books, T-shirt	1
Teacher curriculum guides	1
Update information on Women's Rights and movements internationally, beyond USA	1

\*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 Women's Rights NHP

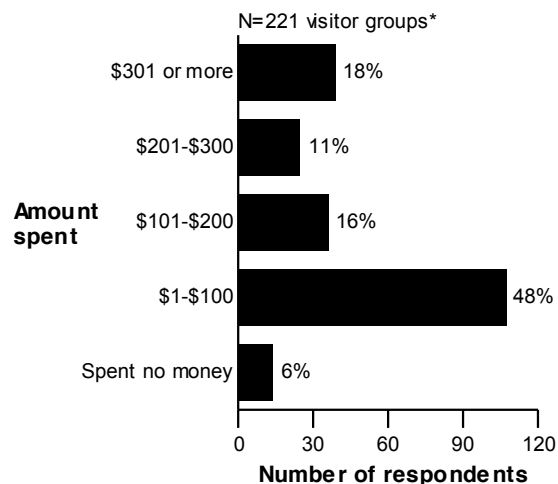
#### Question 21

For you and your personal group, please estimate all expenditures for the items listed below for this visit to Women's Rights NHP and the surrounding area (within 20 miles of the park).

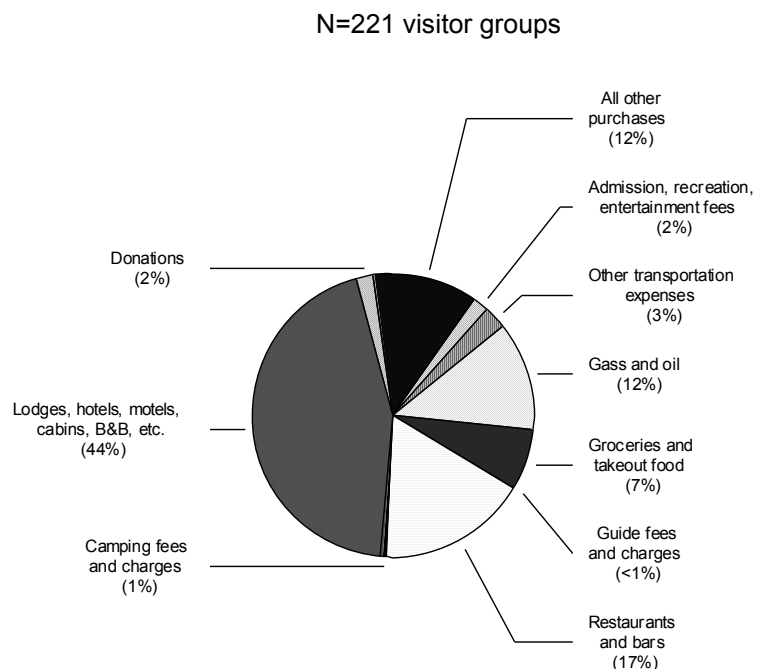
#### Results

- 48% of visitor groups spent \$1-\$100 (see Figure 84).
- 29% spent \$201 or more.
- The average visitor group expenditure was \$237.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$83.
- Average total expenditure per person (per capita) was \$91.
- As shown in Figure 85, the largest proportions of total expenditures inside and outside the park were:

44% Lodges, hotels, motels, cabins, B&B, etc.  
17% Restaurants and bars  
12% Gas and oil  
12% All other purchases



**Figure 84: Total expenditures inside and outside the park**



**Figure 85: 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 21c

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

Results

- 68% of visitor groups had two adults covered by the expenditures (see Figure 86).
- 21% had three or more adults.
- 11% had one adult.

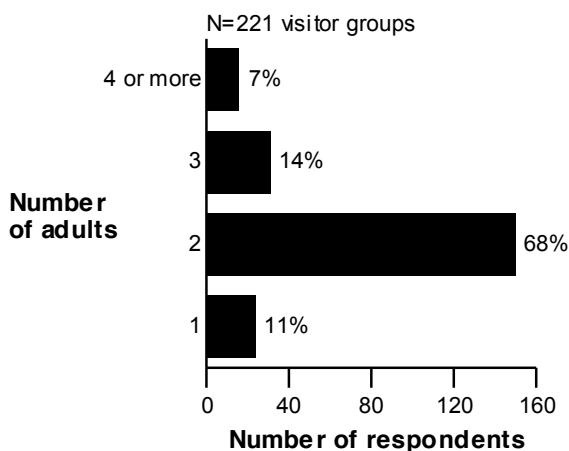


Figure 86: Number of adults covered by expenditures

## Number of children covered by expenditures

Question 21c

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

Results

- 72% of visitor groups did not have any children covered by the expenditures (see Figure 87).
- 12% had one child.

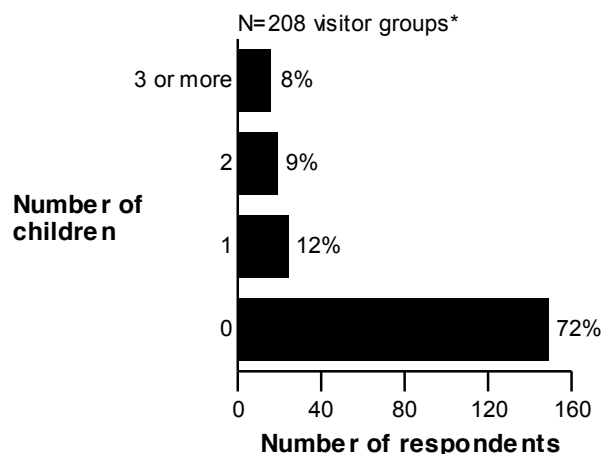


Figure 87: Number of children covered by expenditures

\*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

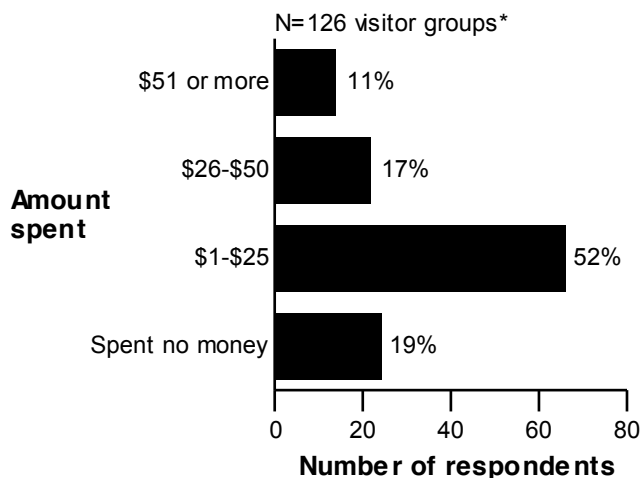
### Question 21a

Please list your personal group's total expenditures inside Women's Rights NHP.

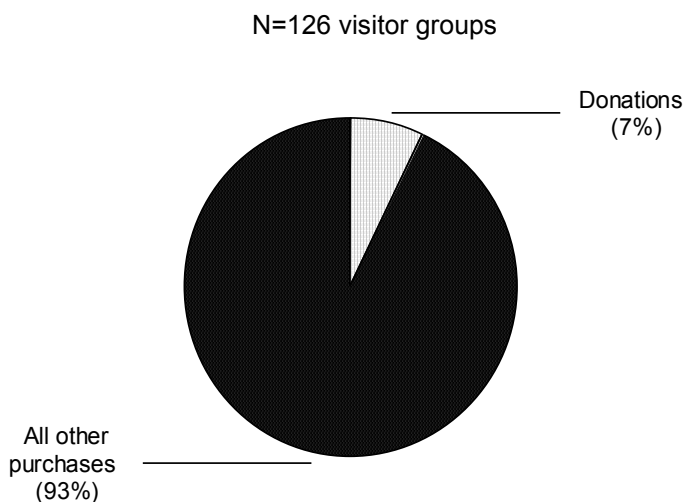
### Results

- 52% of visitor groups spent \$1-\$25 inside the park (see Figure 88).
- 19% spent no money inside the park.
- The average visitor group expenditure inside the park was \$24.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$14.
- Average total expenditure per person (per capita) was \$14.
- As shown in Figure 89, the proportions of total expenditures inside the park were:

93% All other purchases  
7% Donations



**Figure 88: Total expenditures inside the park**



**Figure 89: Proportions of total expenditures inside the park**

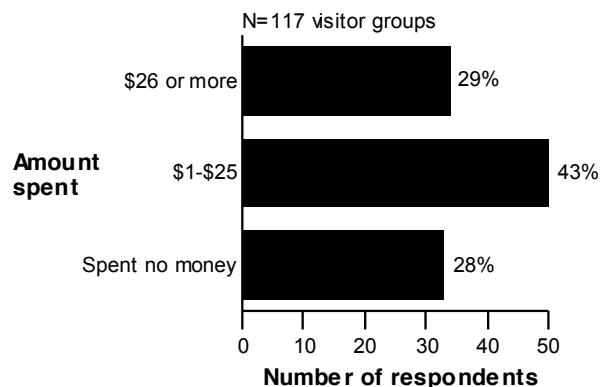
\*total percentages do not equal 100 due to rounding

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



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

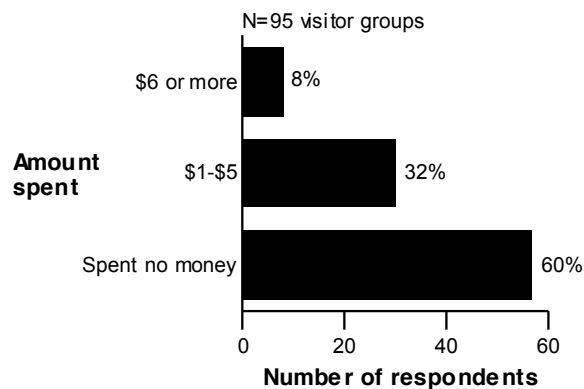
- 43% of visitor groups spent \$1-\$25 on other purchases inside the park (see Figure 90).
- 29% spent \$26 or more.



**Figure 90: Expenditures for all other purchases inside the park**

Donations

- 60% of visitor groups did not donate any money inside the park (see Figure 91).
- 32% donated \$1-\$5.



**Figure 91: 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 21b

Please list your personal group's total expenditures in the area outside the park (within 20 miles of the park).

### Results

- 43% of visitor groups spent \$1-\$100 (see Figure 92).
- 28% spent \$201 or more.
- The average visitor group expenditure outside the park was \$240.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$76.
- Average total expenditure per person (per capita) was \$103.
- As shown in Figure 93, the largest proportions of total expenditures outside the park were:

47% Lodges, hotels, motels, cabins, B&B, etc.  
18% Restaurants and bars  
13% Gas and oil

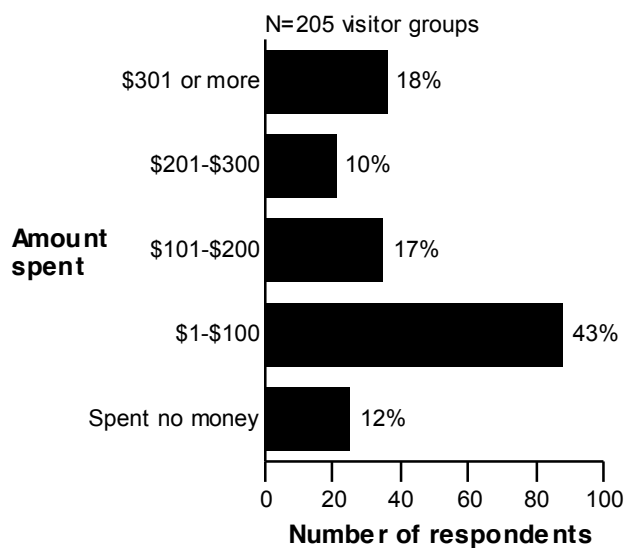


Figure 92: Total expenditures outside the park

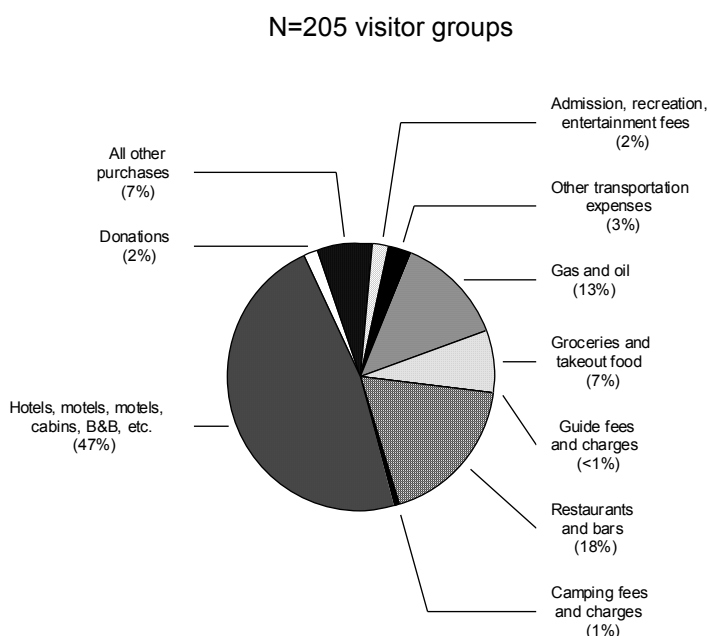


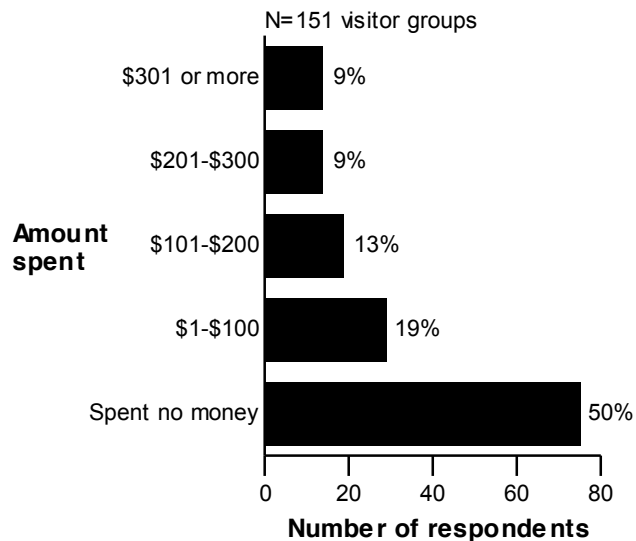
Figure 93: Proportions of total expenditures outside the park

\*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.

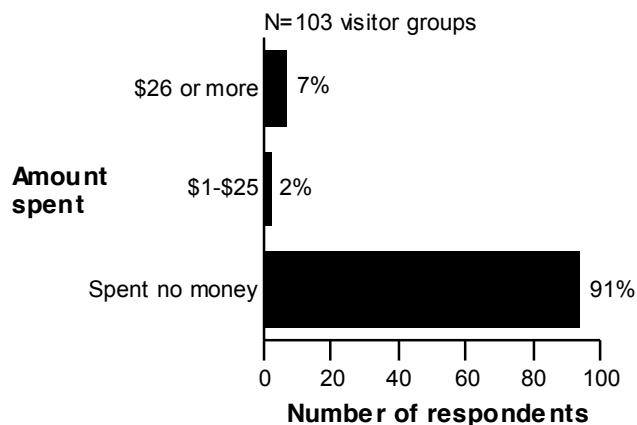
- 50% of visitor groups did not spend any money on lodging outside the park (see Figure 94).
- 19% spent \$1-\$100.



**Figure 94: Expenditures for lodging outside the park**

Camping fees and charges

- 91% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 95).
- 7% spent \$26 or more.



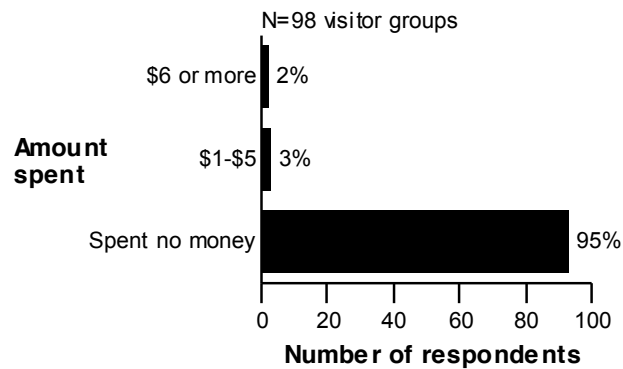
**Figure 95: Expenditures for camping fees and charges outside the park**

\*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

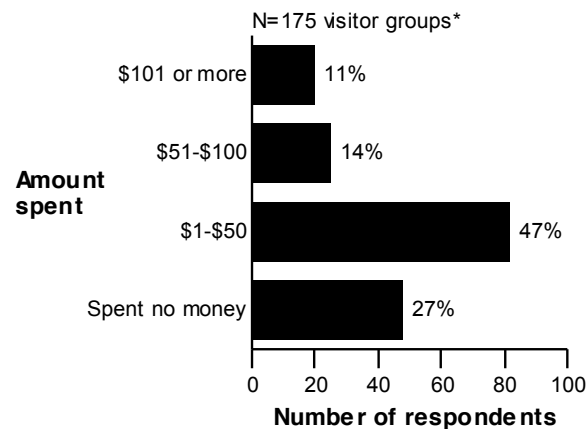
- 95% of visitor groups did not spend any money on guide fees and charges outside the park (see Figure 96).



**Figure 96: Expenditures for guide fees and charges outside the park**

Restaurants and bars

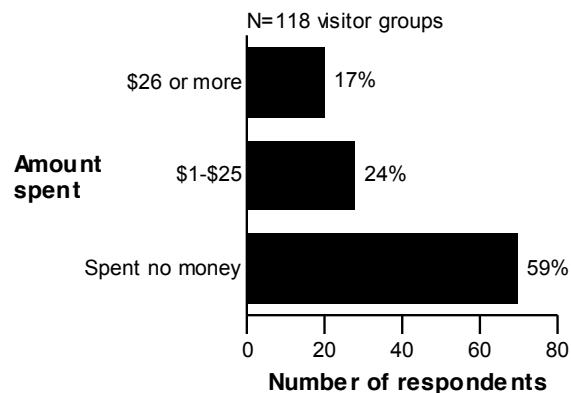
- 47% of visitor groups spent \$1-\$50 on restaurants and bars outside the park (see Figure 97).
- 27% did not spend any money.



**Figure 97: Expenditures for restaurants and bars outside the park**

Groceries and takeout food

- 59% of visitor groups did not spend any money on groceries and takeout food outside the park (see Figure 98).
- 24% spent \$1-\$25 on groceries and takeout food.



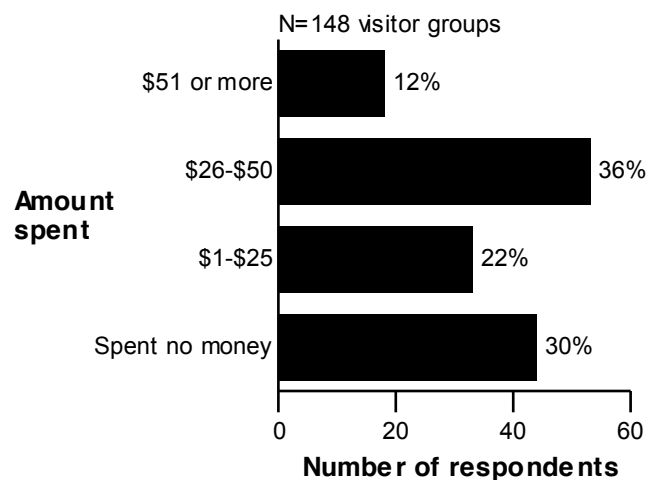
**Figure 98: Expenditures for groceries and takeout food outside the park**

\*total percentages do not equal 100 due to rounding

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

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

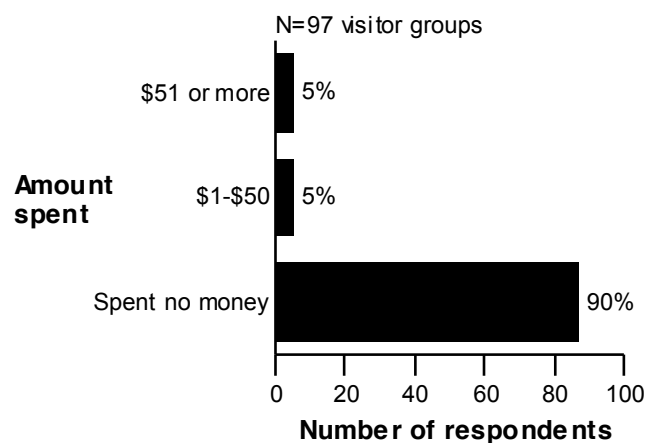
- 36% of visitor groups spent \$26-\$50 on gas and oil outside the park (see Figure 99).
- 30% did not spend any money.



**Figure 99: Expenditures for gas and oil outside the park**

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

- 90% of visitor groups did not spend any money on other transportation outside the park (see Figure 100).



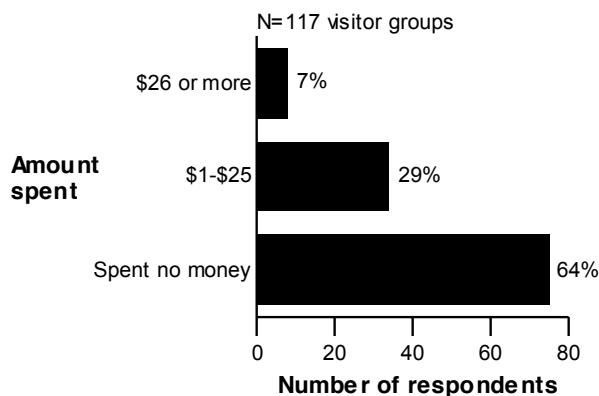
**Figure 100: Expenditures for other transportation expenses outside the park**

\*total percentages do not equal 100 due to rounding

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

Admission, recreation, entertainment fees

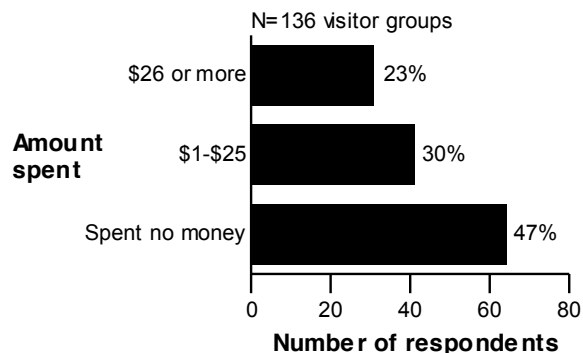
- 64% of visitor groups did not spend any money on admission, recreation, entertainment fees outside the park (see Figure 101).
- 29% spent \$1-\$25.



**Figure 101: Expenditures for admission, recreation, entertainment fees outside the park**

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

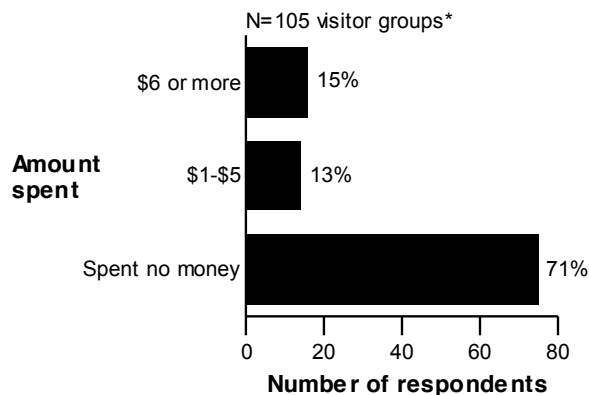
- 47% of visitor groups did not spend any money on other purchases outside the park (see Figure 102).
- 30% spent \$1-\$25.



**Figure 102: Expenditures for all other purchases outside the park**

Donations

- 71% of visitor groups did not donate any money outside the park (see Figure 103).
- 15% donated \$6 or more.



**Figure 103: 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

## Preferences for future visit

### Preferred methods to learn about the park

#### Question 15

If you were to visit Women's Rights NHP in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Women's Rights NHP?

#### Results

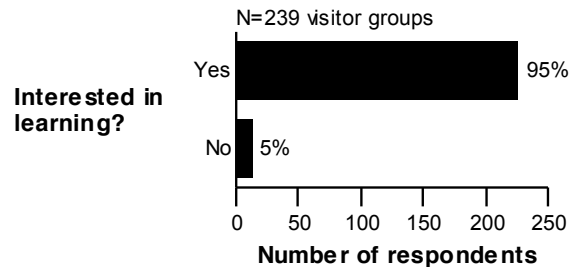
- 95% of visitor groups were interested in learning about cultural and natural history/features of Women's Rights NHP (see Figure 104).

- As shown in Figure 105, among those visitor groups who were interested in learning about the park, the most common methods were:

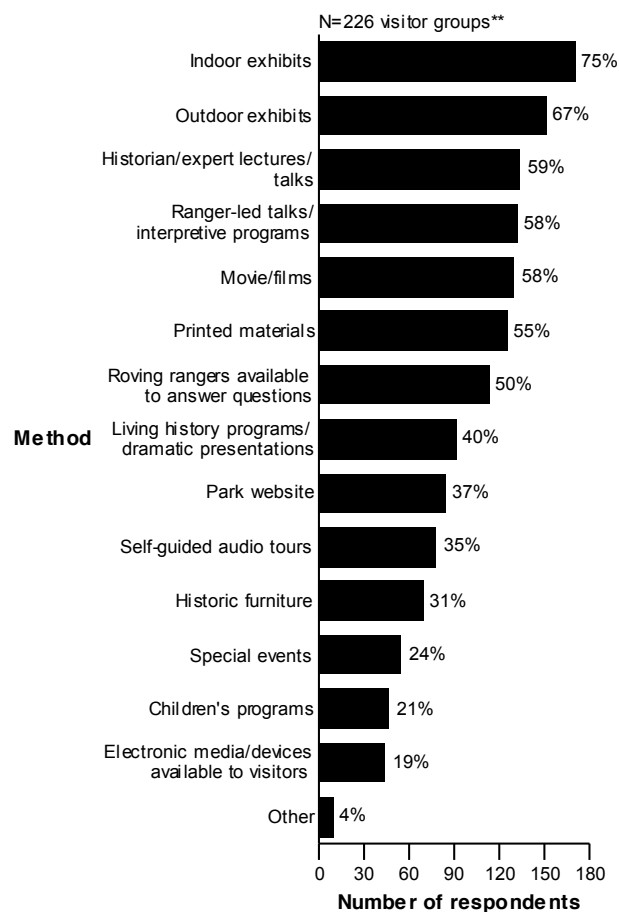
75% Indoor exhibits  
67% Outdoor exhibits  
59% Historian/expert lectures/talks

- "Other" sources (4%) were:

Captions on pictures in the exhibit halls  
Include information on Seneca Falls website  
Music of the time period



**Figure 104: Visitor groups that were interested in learning about the park**



**Figure 105: Preferred methods for learning**

\*total percentages do not equal 100 due to rounding

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

## Guided tours preferences

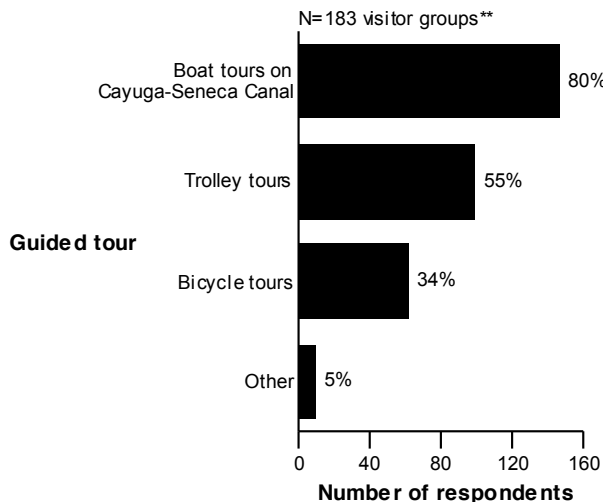
### Question 20

If you and your personal group were to visit Women's Rights NHP in the future, would you be interested in taking any of the following types of guided tours to the park sites?

### Results

- 80% of visitor groups were interested in taking boat tours on Cayuga-Seneca Canal on a future visit (see Figure 106).
- "Other" types of guided tours (5%) were:

1848 Convention simulation  
Ghost tours/graveyard tours  
House tours  
Segway Tours  
Walking tour



**Figure 106: Guided tours visitor groups were interested participating in on a future visit**

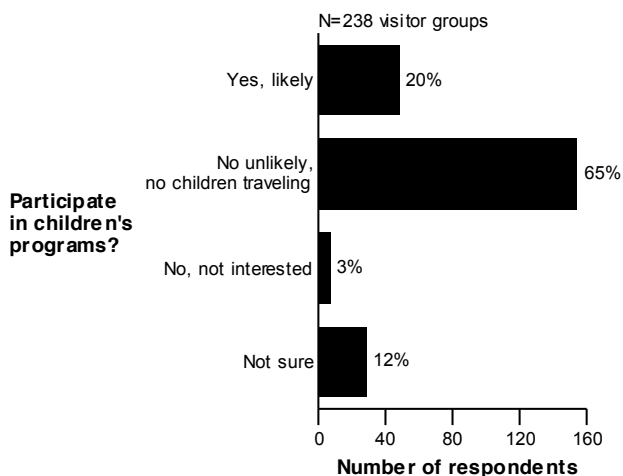
## Children's programs

### Question 19

If you were to visit Women's Rights NHP in the future, would you and your personal group be likely to participate in a children's program?

### Results

- 65% of visitor groups would not participate in a children's program because they would not travel with children on a future visit (see Figure 107).
- 20% would likely participate in children's programs on a future visit.



**Figure 107: Visitor groups that would participate in children's programs 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



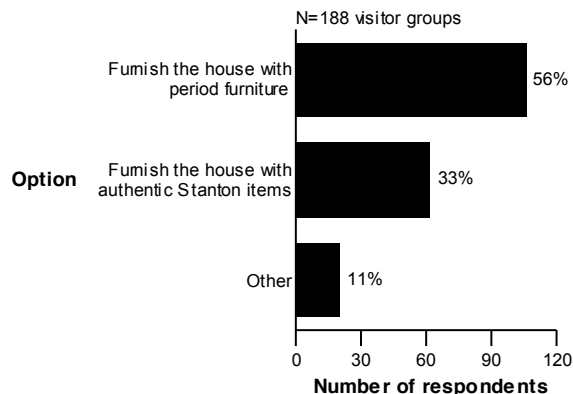
## Elizabeth Cady Stanton house furnishings

### Question 14

The Elizabeth Cady Stanton house currently displays only furnishings that historians can identify as being used by Elizabeth Cady Stanton. In order to better understand Stanton's use of the house, which of the following options would you prefer on a future visit?

### Results

- 56% of visitor groups would like to see the house furnished with period furniture, but not necessarily used by Elizabeth Cady Stanton (see Figure 108).
- "Other" options (11%) were:
  - Add pictures of her life
  - Add tools used in house keeping from the time period
  - Clearly mark those items used by her
  - Furnish and add informational displays
  - Have tour guide to explain use of house
  - Rebuild torn down sections
  - Use a combination of both
  - What furnishings seem most helpful



**Figure 108: Elizabeth Cady Stanton house furnishing preferred options**

\*total percentages do not equal 100 due to rounding

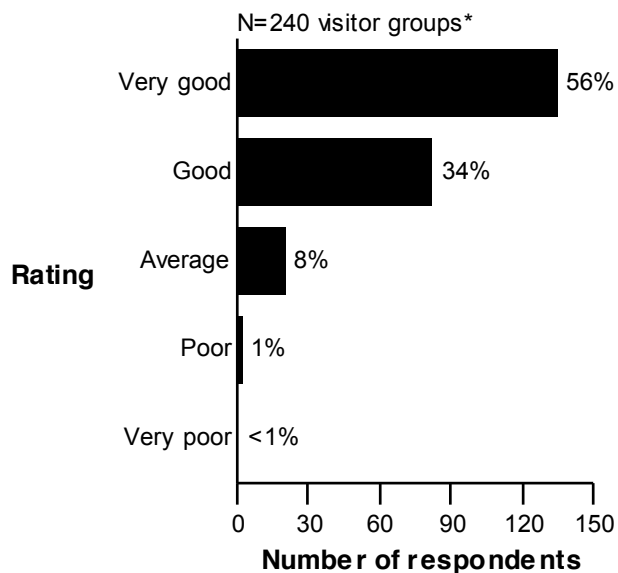
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Overall Quality****Question 29**

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Women's Rights NHP during this visit?

**Results**

- 90% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 109).
- Less than 2% rated the quality as "very poor" or "poor."



**Figure 109: 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

<b>Visitor Comments</b>
-------------------------

**Additional comments**

## Question 28

Is there anything else you and your personal group would like to tell us about your visit to Women's Rights NHP?

## Results

- 52% of visitor groups (N=127) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 15: Additional comments**

N=246 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff was friendly/nice	10
Park staff was helpful	6
Park staff was knowledgeable	6
Park staff was informative	2
Other comment	1
<b>INTERPRETIVE SERVICES</b>	
Liked the exhibits	15
Indoor exhibits need to be updated	14
Film was nice	8
Improve/update the movie	6
Learned a lot on this visit	8
Ranger-led talks were great	5
Liked water wall outside	3
Difficult to follow the timeline in the exhibits	2
Enjoyed clothing, toys and job exhibits	2
Enjoyed the history	2
Exhibits required too much reading	2
Exhibits were confusing	2
Exhibits were educational	2
Some exhibits did not work well	2
Other comments	37
<b>FACILITIES/MAINTENANCE</b>	
Area outside the visitor center was nice	2
Enjoyed the park set-up	2
Signage to park was bad	2
Other comments	2

**Table 15: Additional comments**  
(continued)

Comment	Number of times mentioned
<b>POLICY/MANAGEMENT</b>	
Connect the park with Women's Hall of Fame	2
Glad to hear that park is well funded	2
Other comments	9
<b>CONCESSION SERVICES</b>	
Comments	2
<b>GENERAL COMMENTS</b>	
Enjoyed visit	19
Nice site	7
Wish we had more time	6
Were happy to visit the park	5
Questionnaire is too long and tedious	3
Will recommend the place to family/friends	3
Will return	3
Had a family reunion in the area	2
Happy to find out about NPS management	2
I am a school teacher	2
Keep up the good work	2
Like to visit national parks	2
Loved it	2
Thank you	2
This is an important park	2
Were not aware of the park	2
Other comments	25



## **APPENDICES**

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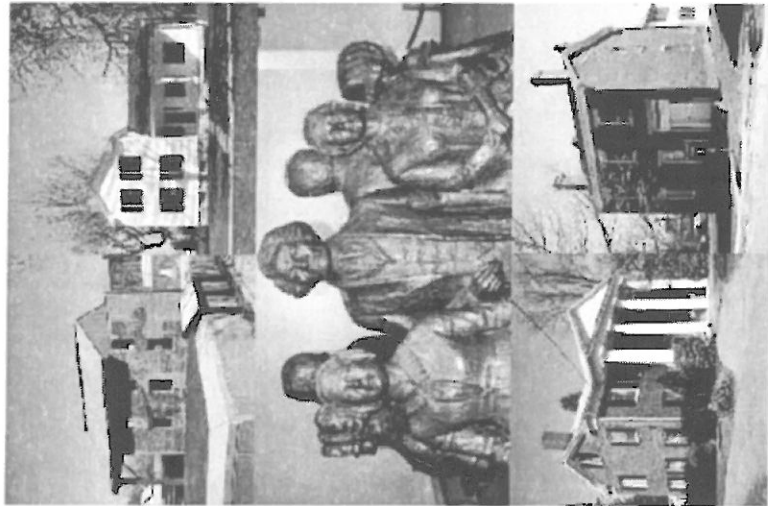
Social Science Program  
National Park Service  
U.S. Department of the Interior  
Visitor Services Project

# Women's Rights National Historical Park

## 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



OMB Approval 1024-0224 (NPS# 09-012)  
Expiration date: 05/01/2010

**United States Department of the Interior**

NATIONAL PARK SERVICE  
Women's Rights National Historical Park  
136 Fall Street  
Seneca Falls, NY 13148



IN REPLY REFER TO:

Summer 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 Women's Rights National Historical Park. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

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

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

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

We appreciate your help.

Sincerely,  
*Tina Orcutt*  
Tina Orcutt  
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 response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).



## Your Visit To Women's Rights National Historical Park

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 Women's Rights National Historical Park (NHP)? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Women's Rights NHP 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

- ☐ Did not obtain information prior to visit → **Go to part b of this question**
- ☐ Previous visits
- ☐ Friends/relatives/word of mouth
- ☐ Travel guides/tour books (such as AAA, etc.)
- ☐ Maps/brochures
- ☐ Newspaper/magazine articles
- ☐ Email/telephone/written inquiry to park
- ☐ Television/radio programs/videos
- ☐ Women's Rights NHP website: [www.nps.gov/wori](http://www.nps.gov/wori)
- ☐ Other websites
- ☐ School class/program
- ☐ Local businesses (hotels, motels, restaurants, etc.)
- ☐ Chamber of commerce/visitors bureau/state welcome center
- ☐ Other (Please specify below)

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. When you and your personal group visit a park such as Women's Rights NHP, do you prefer to learn about the park prior to your visit or during your visit to the park? Please mark (●) **one**.

☐ Learn prior to visit ☐ Combination of prior to and during visit

☐ Learn during your visit

3. a) Prior to this visit, were you and your personal group aware that Women's Rights NHP is a unit of the National Park System?

☐ Yes ☐ No

- b) Prior to this visit, were you and your personal group aware that Women's Rights NHP commemorates the first Women's Rights Convention in America held in Seneca Falls, New York in 1848?

☐ Yes ☐ No



4. a) Prior to this visit did you and your personal group learn about Women's Rights NHP from a "rack card," a card about the park placed in information racks in various locations throughout the region?

☐ Yes ☐ No → **Go to Question 5**

- b) If YES, where was the rack card located?

- c) How helpful was the rack card in providing information about Women's Rights NHP? Please mark (●) **one**.

Not at all helpful ☐ Somewhat helpful ☐ Moderately helpful ☐ Very helpful ☐ Extremely helpful ☐

5. Prior to this visit, were you and your personal group aware of the Friends of Women's Rights NHP, a group that helps with fundraising and promotion of the park?

☐ Yes ☐ No

6. On this trip, what was the **primary** reason that you and your personal group came to the Women's Rights NHP area? Please mark (●) **one**.

☐ Resident of the area (within 20 miles of the park) → **Go to Question 7**

☐ Visit Women's Rights NHP

☐ Visit other attractions in the area → Which one(s)? \_\_\_\_\_

☐ Visit friends/relatives in the area \_\_\_\_\_

☐ Business

☐ Other (Please specify) \_\_\_\_\_

7. On this visit, what were the reasons you and your personal group visited Women's Rights NHP? Please mark (●) **all** that apply.

☐ Visit historic site/learn history

☐ Buy park items for family or friend

☐ Show the park to friends/relatives

☐ Travel through to other destination(s)

☐ Visit a National Park Service site

☐ Obtain NPS Passport Book stamp

☐ Other (Please specify) \_\_\_\_\_

8. a) Prior to this visit, were you and your personal group aware of the following historic sites in Seneca Falls, NY? Please mark (●) **all** that apply in column a.

b) If you and your personal group visited any of the following historic sites, please indicate the order in which you visited them.

☐ Did not visit any of these sites → **Go to Question 9**

**a) Aware prior to visit?** **b) Order visited? 1, 2, 3, etc.**

☐ Women's Rights NHP \_\_\_\_\_

☐ National Women's Hall of Fame \_\_\_\_\_

☐ Seneca Falls Heritage Area \_\_\_\_\_

☐ Seneca Falls Historical Society Museum \_\_\_\_\_

☐ Museum of Waterways and Industry \_\_\_\_\_

☐ Other (Please specify) \_\_\_\_\_

9. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the Women's Rights NHP area (within 20 miles of the park)?

☐ Yes ☐ No → **Go to Question 10**

b) If YES, please list the number of nights you and your personal group stayed in the Women's Rights NHP area.

\_\_\_\_\_ Number of nights within 20 miles of the park

c) In which types of lodging did you and your personal group spend the night(s) in the area outside park (within 20 miles of the park)? Please mark (●) **all** that apply.

☐ Lodges, hotels, vacation rentals, B&B, etc.

☐ RV/trailer camping

☐ Tent camping in developed campground

☐ Seasonal residence

☐ Residence of friends or relatives

☐ Other (Please specify) \_\_\_\_\_

10. a) If you and your personal group used the park website ([www.nps.gov/wori](http://www.nps.gov/wori)) prior to or during this visit, please rate how helpful the website was in planning your visit by marking (●) **one** response below.

☐ Did not use website → **Go to Question 11**

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"/>

b) Please rate the following aspects of the park website. Please mark (●) **all** that apply.

	Very poor	Poor	Average	Good	Very good
Ease of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Please provide any additional comments about the park website. \_\_\_\_\_

11. a) For this visit to Women's Rights NHP, please mark (●) the park sites that you and your personal group visited.

b) For the sites that you and your personal group visited, please rate the quality of your experience. Please mark (●) one answer for each site that you visited.

a) Visited site?

Yes	No	b) Quality of experience?			
		Very poor	Poor	Average	Good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) If you and your personal group did not visit any of the above sites, why not?

Site \_\_\_\_\_ Reason \_\_\_\_\_

Site \_\_\_\_\_ Reason \_\_\_\_\_

Site \_\_\_\_\_ Reason \_\_\_\_\_

12. On this visit, how much time in total did you and your personal group spend at Women's Rights NHP?

\_\_\_\_\_ Total number of hours (Please list partial hours as 1/4, 1/2, 3/4)

13. a) On this visit, in which activities did you and your personal group participate within Women's Rights NHP? Please mark (●) all that apply.

- ☐ Attending living history demonstrations
- ☐ Attending ranger-led talks/programs
- ☐ Conducting genealogical research
- ☐ Creative arts (photography/drawing/painting/writing)
- ☐ General sightseeing
- ☐ Self-guided tour
- ☐ Viewing indoor exhibits
- ☐ Visiting visitor center
- ☐ Watching visitor center orientation film
- ☐ Other (Please specify) \_\_\_\_\_

b) Which one of the above activities was the primary reason you and your personal group visited Women's Rights NHP on this visit? Please list only one.

14. The Elizabeth Cady Stanton house currently displays only furnishings that historians can identify as being used by Elizabeth Cady Stanton. In order to better understand Stanton's use of the house, which of the following options would you prefer on a future visit? Please mark (●) one

- ☐ Keep the house furnished only with items that can be verified as used by Elizabeth Cady Stanton
- ☐ Furnish the house with period furniture, but not necessarily used by Elizabeth Cady Stanton
- ☐ Other (Please specify) \_\_\_\_\_

15. If you were to visit Women's Rights NHP in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Women's Rights NHP? Please mark (●) all that apply.

- ☐ Not interested in learning about the park → Go to Question 16
- ☐ Indoor exhibits
- ☐ Outdoor exhibits
- ☐ Park website: [www.nps.gov/wori](http://www.nps.gov/wori)
- ☐ Special events
- ☐ Movies/films
- ☐ Historic furniture
- ☐ Historian/expert lectures/talks
- ☐ Children's programs
- ☐ Ranger-led talks/interpretive programs
- ☐ Living history programs/dramatic presentations (people in costume)
- ☐ Self-guided audio tours (with map/publication, audio, cell phone)
- ☐ Electronic media/devices available to visitors (downloadable digital files, cell phone tours, podcasts, interactive computer tours, etc.)
- ☐ Roving rangers available to answer questions
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Other (Please specify) \_\_\_\_\_

16. a) Please mark (●) **all** the visitor services and facilities that you or your personal group **used** at Women's Rights NHP during this visit.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used Mark (●)	b) If used, how important?		c) If used, what quality?	
	1=Not important	2=Somewhat important	3=Moderately important	4=Very important
<input type="radio"/> Park brochure/map	_____	_____	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____	_____	_____
<input type="radio"/> Videos/films	_____	_____	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____	_____	_____
<input type="radio"/> Park website: <a href="http://www.nps.gov/wori">www.nps.gov/wori</a> used prior to or during visit	_____	_____	_____	_____
<input type="radio"/> Access for people with disabilities	_____	_____	_____	_____
<input type="radio"/> Self-guided tour	_____	_____	_____	_____
<input type="radio"/> Restrooms	_____	_____	_____	_____
<input type="radio"/> Visitor center (other than restrooms, exhibits, and bookstore)	_____	_____	_____	_____

17. a) On this visit to Women's Rights NHP did you and your personal group visit the park bookstore in the visitor center?

b) If YES, how important is the bookstore to you and your personal group?				
Not important	Somewhat important	Moderately important	Very important	Extremely important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) What is your opinion regarding the types of bookstore sales items currently available in the Women's Rights NHP visitor center?

Types of sales items available	Very poor	Poor	Average	Good	Very good
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- d) What is your opinion regarding the prices of the bookstore sales items?

Price of current sales items	Too low	About right	Too high
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- e) Are there any items that are not currently available in the visitor center bookstore that you and your personal group would like to see available?

☐ Yes ☐ No ☐ No → **Go to Question 18**

- f) If YES, which items? \_\_\_\_\_

18. On this visit, were the signs directing you and your personal group to and around Women's Rights NHP adequate? Please mark (●) **one** answer for each of the following.

a) Interstate signs	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Did not use
b) State highway signs	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Did not use
c) Signs in local communities	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Did not use

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

Interstate \_\_\_\_\_

State highway \_\_\_\_\_

In local communities \_\_\_\_\_

19. If you were to visit Women's Rights NHP in the future, would you and your personal group be likely to participate in a children's program? Please mark (●) **one**.

<input type="radio"/> Yes, likely
<input type="radio"/> No, not likely, we won't be traveling with children
<input type="radio"/> No, we will be traveling with children, but are not interested
<input type="radio"/> Not sure

20. If you and your personal group were to visit Women's Rights NHP in the future, would you be interested in taking any of the following types of guided tours to the park sites? Please mark (●) all that apply.

- ☐ Bicycle tours
- ☐ Boat tours on Cayuga-Seneca Canal
- ☐ Trolley tours
- ☐ Other (Please specify) \_\_\_\_\_

21. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Women's Rights NHP and the surrounding area (within 20 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Women's Rights NHP.
- b) Please list your personal group's total expenditures in the area outside the park (within 20 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Women's Rights NHP.

	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, 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.

22. On this visit, were you and your personal group part of the following types of organized groups? Please mark (●) one answer for each of the following.

- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other group (scouts, work, church) ☐ Yes ☐ No

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

\_\_\_\_\_ Number of people in organized group

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

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

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

\_\_\_\_\_ Number of people

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

\_\_\_\_\_ Number of vehicles

24. For you only, what is your gender?

- ☐ Male ☐ Female

25. a) 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 26**

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

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

c) Number of lifetime visits to Women's Rights NHP (including this visit)

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

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

	Yourself #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 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.

	Yourself #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Is there anything else you and your personal group would like to tell us about your visit to Women's Rights NHP?

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29. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Women's Rights NHP during this visit? 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"/>

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:

Visitor Services Project, PSU  
College of Natural Resources  
P.O. Box 441139  
University of Idaho  
Moscow, ID 83844-1139

Phone: 208-885-7863  
Fax: 208-885-4261  
Email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu)  
Website: <http://www.psu.uidaho.edu>



### **Appendix 3: Decision Rules for Checking Non-response Bias**

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 our visitor study, visitors' 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 1<sup>st</sup> replacement, the second wave is between 1<sup>st</sup> and 2<sup>nd</sup> replacement and the third wave contains surveys received after the 2<sup>nd</sup> replacement. Analysis of variance was used to detect differences in age, number of lifetime visits, distance of travel to the park, and overall quality rating scores among different mailing waves. If the p-value is greater than 0.05, the difference is judged to be insignificant.

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

1. Respondents of different mailing waves have the same average age.
3. On average respondents of different mailing waves traveled the same distance to the park.
3. Respondents of different mailing waves have the same average satisfaction scores.

Table 2 shows no significant difference in any of these variables. This indicates that the result was not biased toward any group of visitors. Therefore, non-response bias is judged to be insignificant.

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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](http://www.psu.uidaho.edu.vsp.reports.htm). All studies were conducted in summer unless otherwise noted.

**1982**

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

**1983**

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

**1985**

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

**1986**

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

**1987**

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

**1988**

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

**1989**

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

**1989 (continued)**

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

**1990**

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

**1991**

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

**1992**

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

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

- 54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Monument
- 63. Bryce Canyon National Park (fall)

**1994**

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

**1995**

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

**1996**

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)

**1996 (continued)**

- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (fall)

**1997**

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

**1998**

- 101. Jean Lafitte National Historical Park & Park (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

**1999**

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

**Visitor Services Project Publications (continued)****2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

**2001**

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

**2002**

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

**2003**

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

**2003 continued**

- 151. Mojave National Preserve (fall)

**2004**

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

**2005**

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

**2006**

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

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

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (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
- 211. Minuteman Missile National Historic Site

**2009 (continued)**

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park

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

## **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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