



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

Visitor Services Project



James A. Garfield National Historic Site Visitor Study

Summer 2009

University of Idaho
A LEGACY OF LEADING

Park Studies Unit
Visitor Services Project
Report 217



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April 2010

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Visitor Services Project
James A. Garfield National Historic Site
Report Summary
General Visitor Groups

- This report describes the results of a visitor study at James A. Garfield's National Historic Site (NHS) during July 24 - September 1, 2009. A total of 339 questionnaires were distributed to visitor groups. Of those, 241 questionnaires were returned, resulting in a 71.1% response rate.
 - This report profiles a systematic random sample of James A. Garfield NHS visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in this report and complete comments are included in the Visitor Comments Appendix.
 - Fifty percent of visitor groups were in groups of two and 33% were in groups of three or four. Seventy-five percent of visitor groups were in family groups.
 - United States visitors comprised 97% of total visitation during the survey period, with 58% from Ohio and smaller proportions from 34 other states and Washington, D.C. International visitors were from six countries and comprised 3% of total visitation.
 - Eighty-four percent of visitor groups were visiting the park for the first time. Four percent of visitor groups had visited the park three or more times.
 - Forty-one percent of visitors were ages 51-70 years, 18% were 15 years or younger, and 9% were 66 years or older. Two percent of visitors were Hispanic or Latino, and 96% of visitors were of White racial background.
 - Thirty-seven percent of respondents had a graduate degree and 32% had a bachelor's degree. Twenty-three percent of respondents had an annual income of \$50,000-\$74,999. Eight percent of visitor groups had members with physical conditions.
 - Most visitor groups (85%) obtained information about the park prior to their visit. The most commonly used sources of information were the park website (47%) and friends, relatives, or word of mouth (26%). Most visitor groups (92%) received the information they needed.
 - Thirty-eight percent of visitor groups stayed overnight away from their permanent residence within a 1-hour drive of the park. Thirty-six percent of those visitor groups stayed one night within a 1-hour drive of the park, 26% stayed two nights, and 38% percent stayed three or more nights in the area. Of the visitors who stayed overnight in the area, 68% stayed in a lodge, hotel, motel, cabin, B&B, etc.
 - Fifty-eight percent of visitor groups spent two hours visiting the park. The average length of stay was 1.9 hours.
 - The most common visitor activities at James A. Garfield NHS were taking the guided tour (89%), viewing visitor center exhibits (87%), and visiting the visitor center (82%).
 - The visitor services and facilities most commonly used by visitor groups were the visitor center (93%) and visitor center exhibits (89%).
 - The average group expenditure in the park and the surrounding area (within a 1-hour drive) was \$156, with a median (50% spent more and 50% spent less) of \$60. The average total expenditure per person was \$64.
 - Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at James A. Garfield NHS as "very good" or "good." Less than 1% of visitor groups rated the overall quality as "very poor" or "poor."
-

Report Summary Old Village Market Visitors Groups

- A total of 126 questionnaires were distributed to visitor groups at the Old Village Market. Of those, 79 questionnaires were returned, resulting in a 62.7% response rate.
- Forty-seven percent of visitor groups were in groups of two and 35% were in groups of three or four. Sixty-four percent of visitor groups were in family groups.
- United States visitors comprised 98% of total visitation during the survey period, with 92% from Ohio and smaller proportions from five other states. International visitors were from two countries and comprised 2% of total visitation.
- Forty-six percent of visitor groups were visiting the park for the first time. Thirty-five percent of visitor groups had visited the park three or more times.
- Thirty-seven percent of visitors were ages 46-65 years, 21% were ages 15 years or younger, and 16% were over 66 years or older. No visitors were Hispanic or Latino, and 100% of visitors were of White racial background.
- Twenty-nine percent of respondents had some college and 28% had a bachelor's degree. Twenty percent of respondents had an annual income of \$50,000-\$74,999 and 20% had an annual income of \$75,000-\$99,999. Thirteen percent of visitor groups had members with physical conditions.
- Forty-six percent of visitor groups spent up to 1 hour visiting the park and 41% spent two hours. The average length of stay was 1.5 hours.
- The most common visitor activities at James A. Garfield NHS were attending Old Village Market (71%), viewing visitor center exhibits (35%), and taking the guided tour of James A. Garfield Home (32%).
- The average group expenditure in the park and the surrounding area (within a 1-hour drive) was \$31, with a median (50% spent more and 50% spent less) of \$20. The average total expenditure per person was \$13.

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INTRODUCTION

This report describes the results of a visitor study at James A. Garfield National Historic Site (NHS), conducted July 24 - September 1, 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 James A. Garfield National Historic Site describes the park: “James A. Garfield acquired this home in 1876 to accommodate his large family. Named Lawnfield by reporters it was the site of the first successful front porch campaign which saw Garfield elected as 20th President of the United States in 1880. After Garfield's assassination, the Memorial Library wing was added by Mrs. Garfield - setting the precedent for presidential libraries” (James A. Garfield National Historic Site, National Park Service, Department of the Interior website www.nps.gov/jaga, December, 2009).

Organization of the report

The report is organized into three sections.

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

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

Section 3: **Appendices**

Appendix 1: *Old Village Market Visitor Groups*. Results for Old Village Market visitor groups.

Appendix 2: *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 3: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 4: *Decision rules for checking non-response bias*. An explanation of how the non-response bias was determined.

Appendix 5: *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 or 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 presented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

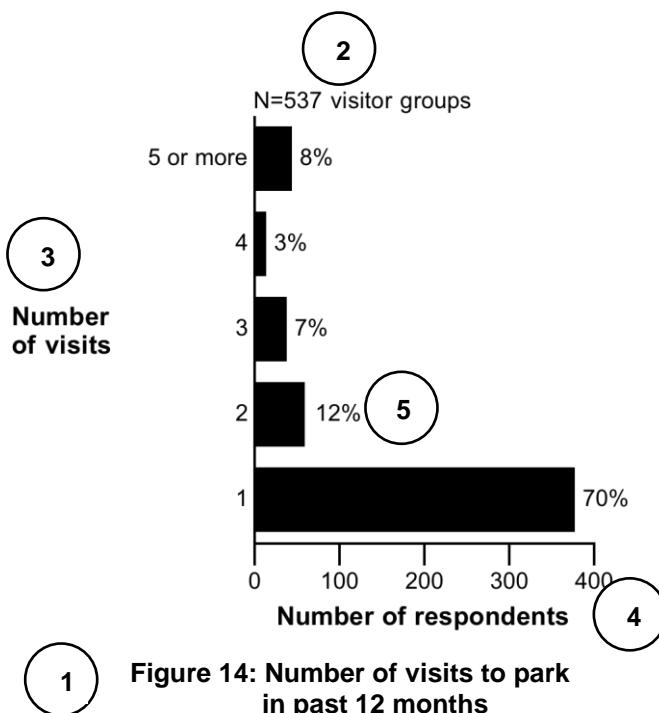
SAMPLE ONLY

- 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 selected locations in James A. Garfield NHS during July 24 - September 1, 2009. Table 1 shows the two locations, number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 10 a.m. and 5 p.m., except on Fridays when Old Village Markets were held and survey hours were extended until 8 p.m. During this survey, a total of 497 visitor groups were contacted and 465 of these groups (93.6%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies is 90.9%). Questionnaires were completed and returned by a total of 320 visitor groups resulting in an overall response rate of 68.8% for this study. For the general visitor groups, 339 questionnaires were distributed at the visitor center and 241 were returned, resulting in a 71.1% response rate. For the Old Village Market visitors, 126 questionnaires were distributed and 79 were returned, resulting in a 62.7% response rate. The average response rate for the 205 VSP visitor studies conducted from 1988 through 2008 was 74.2%.

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

Sampling site	Distributed		Returned		Response rate
	N_1	%	N_2	%	
Visitor center	339	73	241	75	71.1
Old Village Market	126	27	79	25	62.7
Total	465	100	320	100	

Questionnaire design

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

No pilot study was conducted to test the James A. Garfield NHS questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys, thus the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires. In order to distribute all 465 questionnaires, the survey period was extended. This resulted in a second and third round of follow-up mailings.

Table 2: Follow-up mailing distribution

Round 1 mailing	Date	U.S.	International	Total
Postcards	August 17, 2009	175	3	178
1 st Replacement	August 31, 2009	79	3	82
2 nd Replacement	September 21, 2009	68	0	68
Round 2 mailing	Date	U.S.	International	Total
Postcards	September 8, 2009	253	2	255
1 st Replacement	September 22, 2009	132	0	132
2 nd Replacement	October 13, 2009	102	0	102
Round 3 mailing	Date	U.S.	International	Total
Postcards	September 17, 2009	5	0	5
1 st Replacement	October 1, 2009	3	0	3
2 nd Replacement	October 21, 2009	3	0	3

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 July 24 - September 1, 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. During the first round of surveys (July 24 - August 1), mean temperatures were in the 70s. During the second round of surveys (August 10 - 23), mean temperatures ranged from the low 70s to the low 80s. During the third round of surveys (August 29 - September 1), it was cooler with some rain showers and mean temperatures in the 60s.

On Fridays during late July and August, the park hosts the Old Village Market from 4 p.m. to 8 p.m. The market is a collaboration between the City of Mentor and the park. Locally grown produce, arts and crafts, food, and other products are for sale by dozens of vendors. Music, special exhibits, and tours of the Garfield home and museum are also available.

Checking Non-response Bias

Four variables were used to check non-response bias: respondents' age, travel distance from home to the park, overall quality rating score, and level of education. There were no significant differences between early and late responders in any of these variables (see Tables 3 and 4). Non-response bias is thus judged to be insignificant. See Appendix 4 for more details of the non-response bias checking procedures.

Table 3: Comparison of respondents at different mailing waves

Variable	Before 1 st replacement	Between 1 st and 2 nd replacement	After 2 nd replacement	p-value (ANOVA)
Age (years)	50.17	49.02	50.13	0.839
Travel distance to park (miles)	875	835	695	0.117
Overall quality rating (from 1 to 5 scale)	3.86	3.88	3.57	0.407

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

Education level	Before 1 st replacement	Between 1 st and 2 nd replacement	After 2 nd replacement	p-value (chi- square)
Some high school	1	0	0	0.447
High school diploma/GED	8	5	3	
Some college	33	14	5	
Bachelor's degree	67	16	6	
Graduate degree	63	16	6	

RESULTS FOR GENERAL VISITOR GROUPS (not including Old Village Market Visitor Groups)

Group and Visitor Characteristics

Visitor group size

Question 22b

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).
- 33% were in groups of three or four.
- 9% were in groups of five or more.

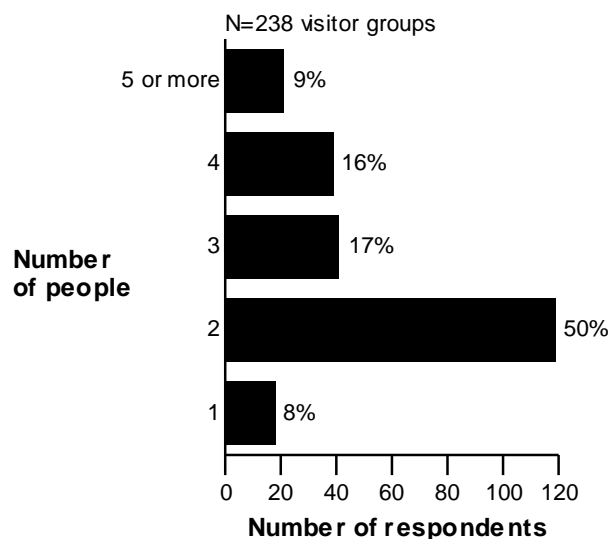


Figure 1: Visitor group size

Visitor group type

Question 22a

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

Results

- 75% of visitor groups were made up of family members (see Figure 2).
- 10% were alone.
- Less than 1% were in “other” types of groups, but no types of groups were specified.

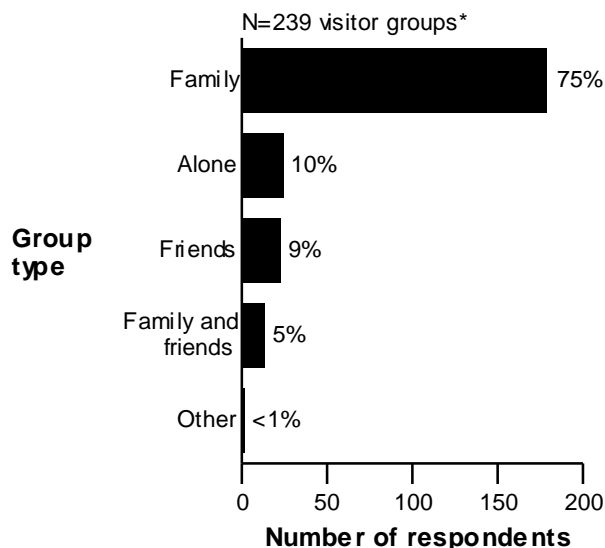


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

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

Visitors with organized groups

Question 21a

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

Results

- 1% of visitor groups were part of a commercial guided tour group (see Figure 3).

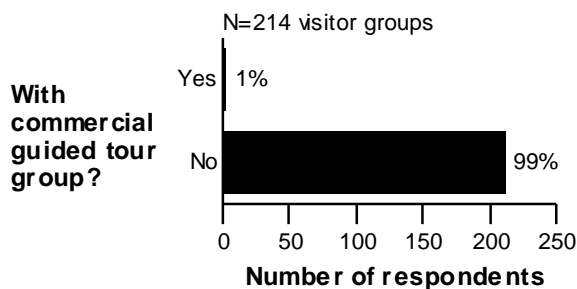


Figure 3: Visitors with a commercial guided tour group

Question 21b

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

Results

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

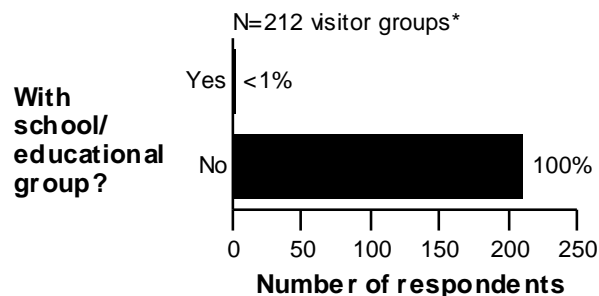


Figure 4: Visitors with a school/educational group

Question 21c

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

Results

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

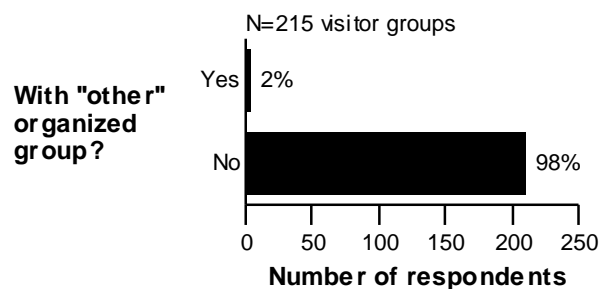


Figure 5: Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

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

Question 21d

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 6).

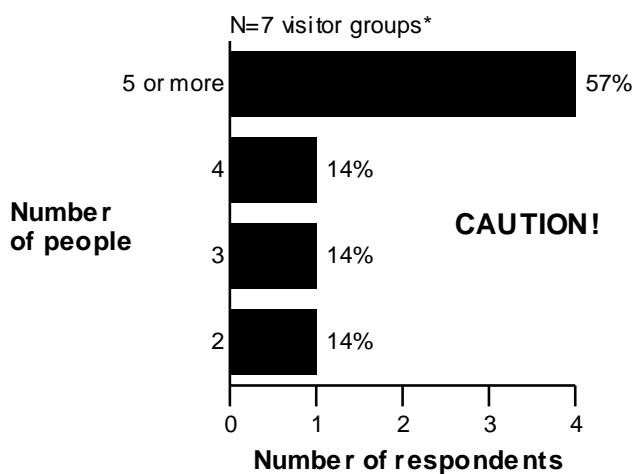


Figure 6: Organized group size

*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

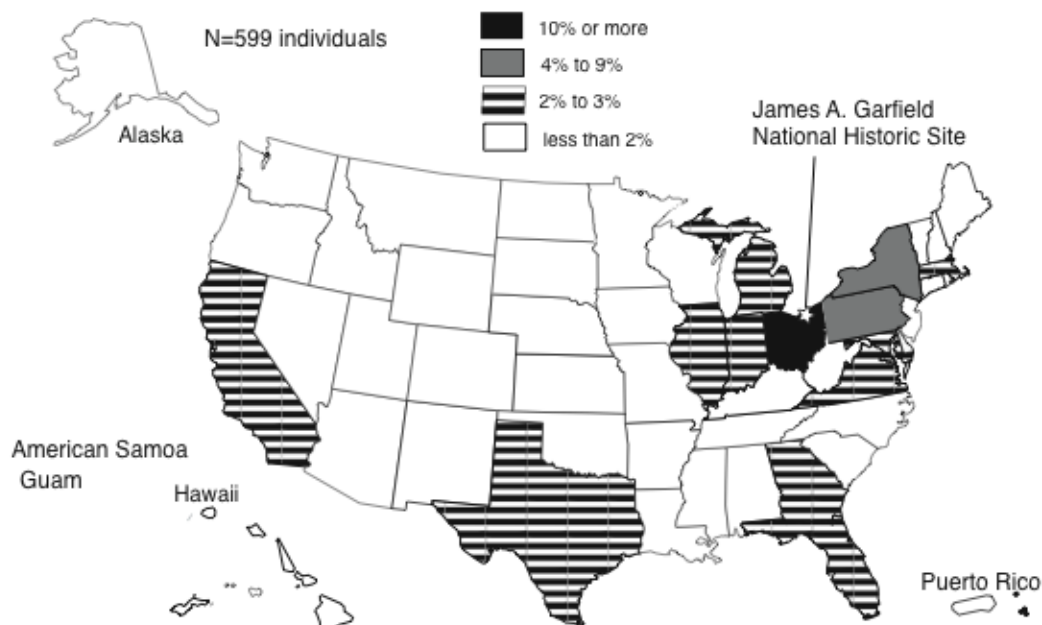
Question 24b

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

Table 5: United States visitors by state of residence*

	State	Number of visitors	Percent of U.S. visitors N=599 individuals	Percent of total visitors N=618 individuals
Note: Response was limited to seven members from each visitor group.	Ohio	350	58	57
	New York	27	5	4
	Pennsylvania	27	5	4
	Massachusetts	15	3	2
Results	Michigan	15	3	2
	Florida	14	2	2
	Illinois	14	2	2
	Texas	14	2	2
	California	13	2	2
	Indiana	13	2	2
	Maryland	11	2	2
	Georgia	9	2	1
	Virginia	9	2	1
	22 other states and Washington, D.C.	68	11	11

- U.S. visitors were from 35 states and Washington, D.C. and comprised 97% of total visitation to the park during the survey period.
- 58% of U.S. visitors came from Ohio (see Table 5 and Map 1).
- Smaller proportions of U.S. visitors came from 34 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 24b

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

Table 6: International visitors by country of residence*
CAUTION!

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 6).

Country	Number of visitors	Percent of international visitors N=19 individuals	Percent of total visitors N=618 individuals
Canada	6	32	1
Japan	6	32	1
Hungary	3	16	<1
Brazil	2	11	<1
Australia	1	5	<1
China	1	5	<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 visits

Question 24c

For you and your personal group on this visit, how many times have you visited James A. Garfield NHS in your lifetime (including this visit)?

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

Results

- 84% of visitors were visiting the park for the first time (see Figure 7).
- 12% visited two times.
- 4% visited the park three or more times.

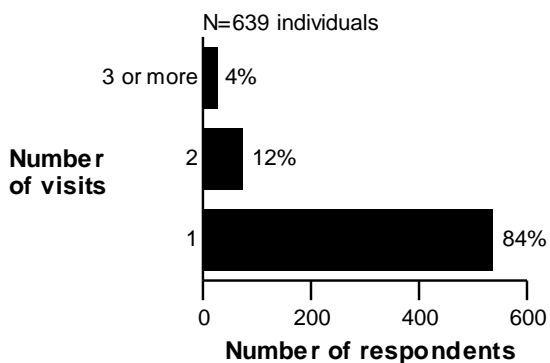


Figure 7: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 24a

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 96 years.
- 41% of visitors were in the 51-70 years age group (see Figure 8).
- 18% were 15 years or younger.
- 9% were 71 years or older.

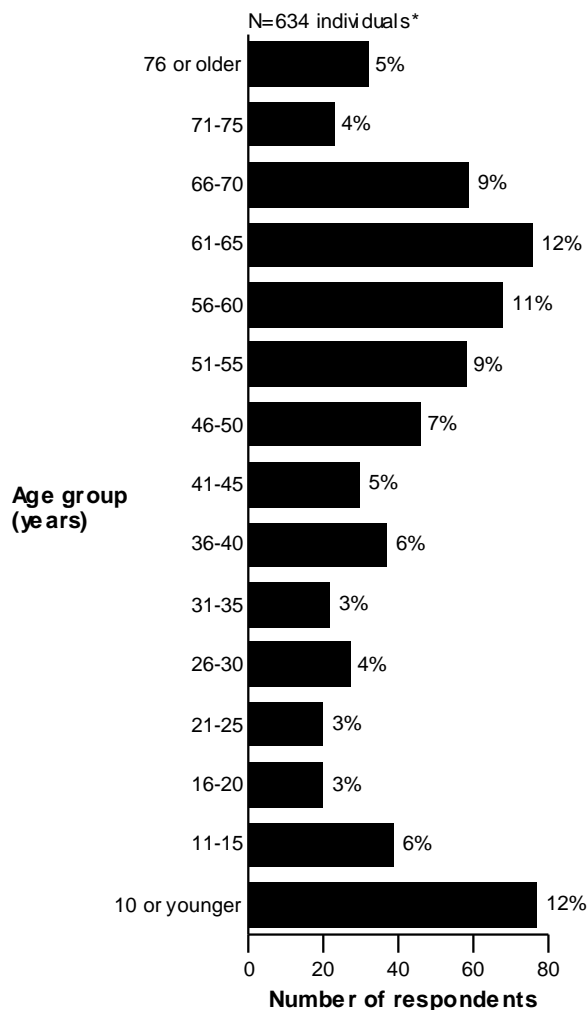


Figure 8: Visitor age

*total percentages do not equal 100 due to rounding

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

Visitor ethnicity

Question 25a

Are you or members of your group
Hispanic or Latino?

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

Results

- 2% of visitors were Hispanic or Latino (see Figure 9).

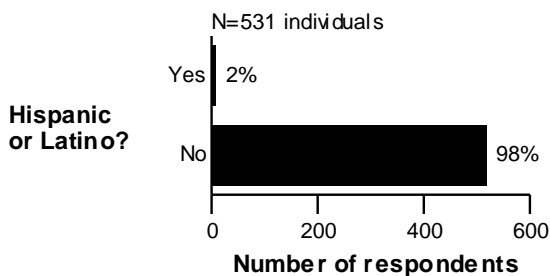


Figure 9: Visitors who were Hispanic or Latino

Visitor race

Question 25b

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

- 96% of visitors were White (see Figure 10).
- 3% were Asian.
- 1% were Black or African American.

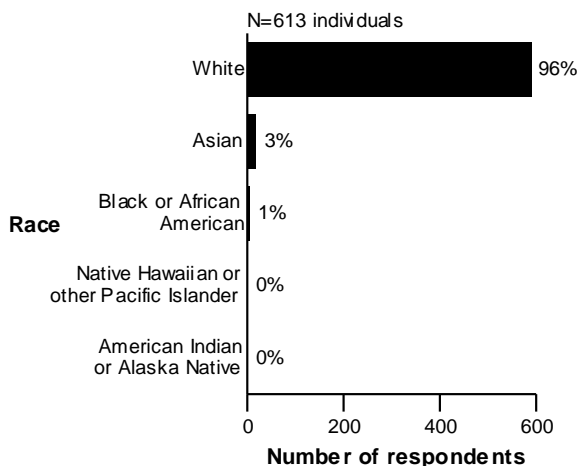


Figure 10: Visitor race

*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 23a

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

Results

- 8% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 11).

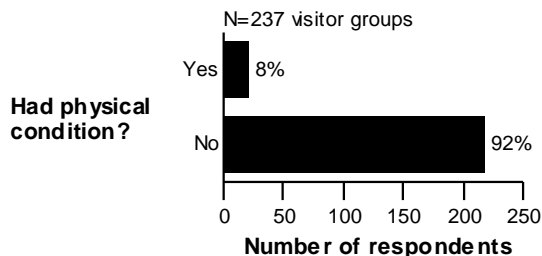


Figure 11: Visitor groups that had members with physical conditions

Question 23b

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

Results – Interpret with **CAUTION!**

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

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

N=13 comments

CAUTION!

Service	Number of times mentioned
Stairs	7
Guided tour	2
Walking	2
Reading the exhibits	1
Seeing the exhibits (vision problems)	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 23c

Did the person(s) access or participate in the services/activities that were difficult?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 12).

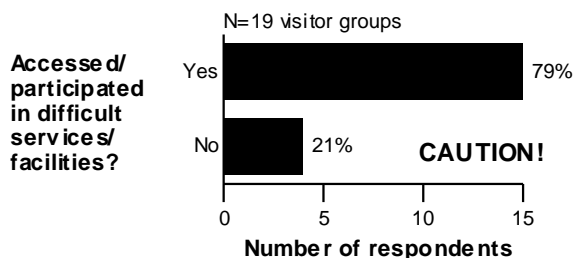


Figure 12: Visitor groups that accessed or participated in services/activities that were difficult

Question 23d

Because of the physical condition, what specific problems did the person(s) have?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 13).
- Visitor groups with “other” problems (20%) did not specify what they were.

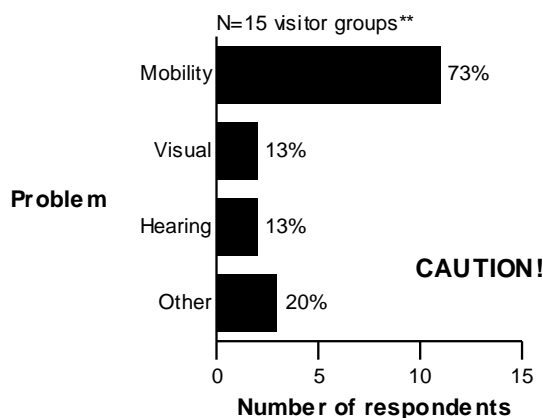


Figure 13: Specific problem due to physical condition

*total percentages do not equal 100 due to rounding

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

Respondents' level of education

Question 26

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

Results

- 37% of respondents had a graduate degree (see Figure 14).
- 32% had a bachelor's degree.

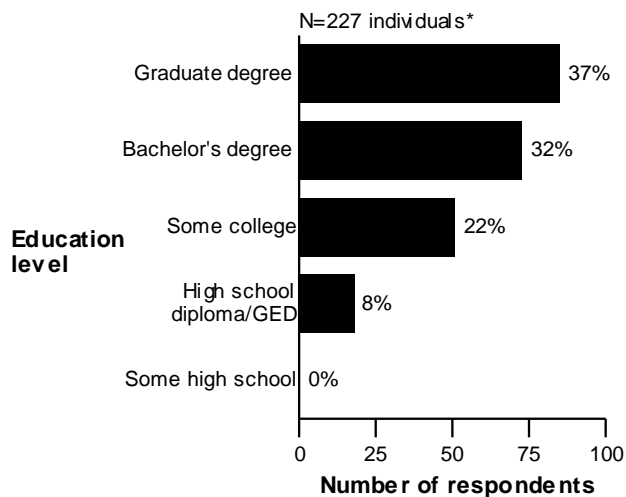


Figure 14: Respondents' level of education

*total percentages do not equal 100 due to rounding

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

Household income

Question 29a

Which category best represents your annual household income?

Results

- 23% of respondents had an annual income of \$50,000-\$74,999 (see Figure 15).
- 16% had an annual income of \$75,000-\$99,999.
- 15% had an annual income of \$100,000-\$149,999.

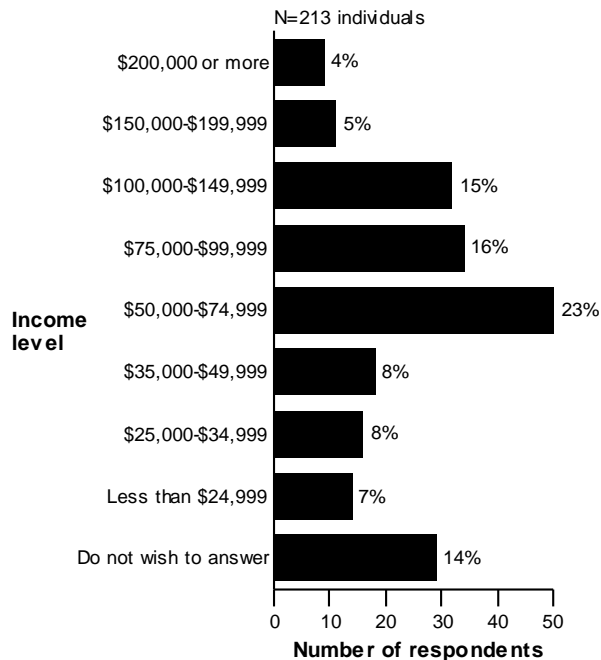


Figure 15: Annual household income

Household size

Question 29b

How many people are in your household?

Results

- 57% of respondents had two people in their household (see Figure 16).
- 15% had one person.

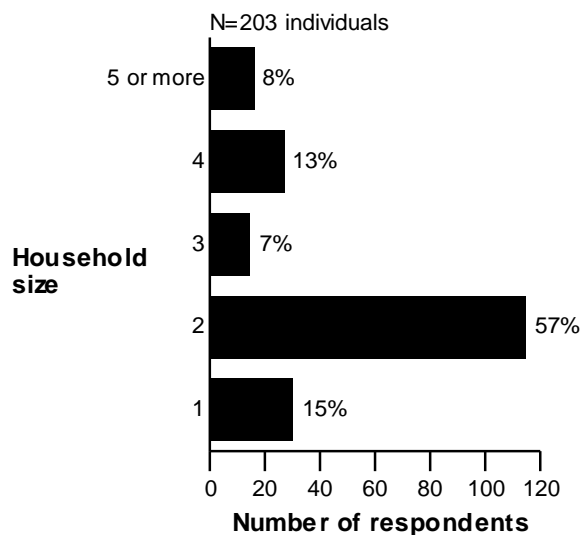


Figure 16: Number of people in household

*total percentages do not equal 100 due to rounding

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

Awareness of park

Question 3

Prior to this visit, were you and your personal group aware that James A. Garfield NHS is a unit of National Park System?

Results

- 55% of visitor groups were aware that James A. Garfield NHS is a unit of National Park System (see Figure 17).

Aware of NPS management?

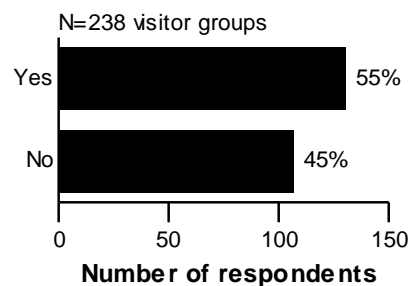


Figure 17: Visitor groups that were aware that James A. Garfield NHS is a unit of National Park System

*total percentages do not equal 100 due to rounding

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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information about James A. Garfield National Historic Site (NHS)?

Results

- 85% of visitor groups obtained information about James A. Garfield NHS prior to their visit (see Figure 18).
- As shown in Figure 19, among those visitor groups who obtained information about James A. Garfield NHS prior to their visit, the most common sources were:

47% Park website
26% Friends/relatives/word of mouth

- “Other” sources (18%) were:
 - Books
 - City Mentor Channel
 - Highway/road sign
 - Mentor's Old Village Market
 - NPS Passport
 - Study of American/presidential history
 - Yellow Pages

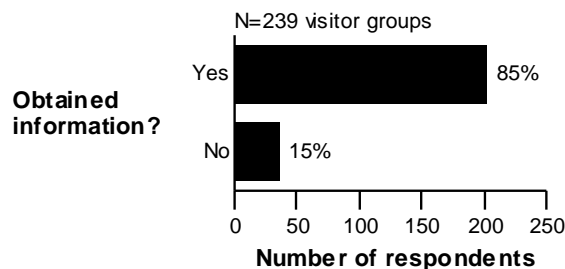


Figure 18: Visitor groups that obtained information about James A. Garfield NHS prior to visit

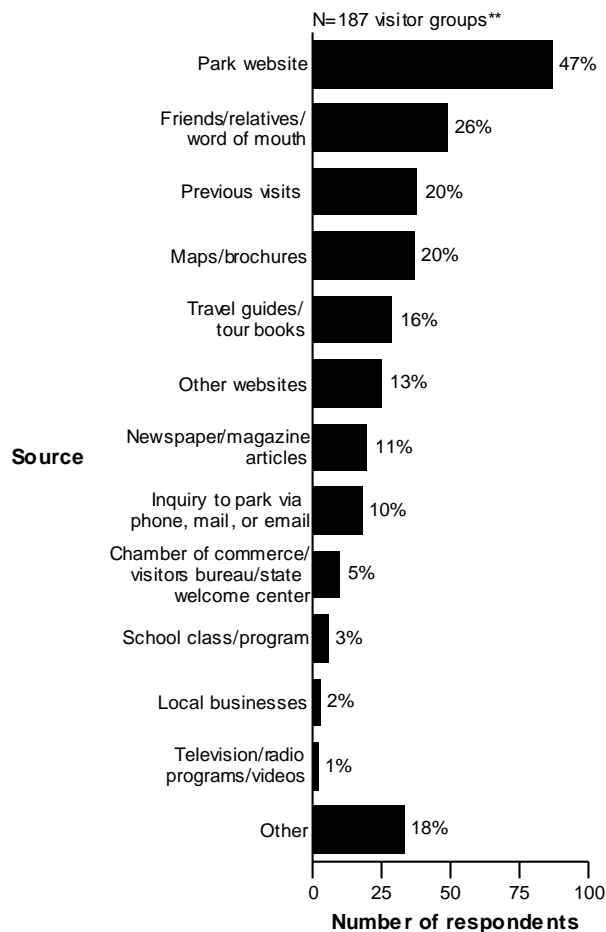


Figure 19: Sources of information used by visitor groups prior to visit

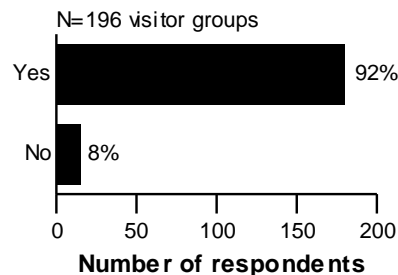
*total percentages do not equal 100 due to rounding

**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?

**Received
needed
information?**



Results

- 92% of visitor groups received needed information prior to their visit (see Figure 20).

Figure 20: Visitor groups that received needed information prior to their visit

Question 1d

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

Results – Interpret with **CAUTION!**

- Seven visitor groups listed information they needed, but did not receive (see Table 8).

Table 8: Needed information

N=8 comments;
one visitor group made more than one comment.
CAUTION!

Type of information	Number of times mentioned
Tour information	2
Address of the site	1
Description of the site	1
Hours of operation	1
Information on Lakeview Cemetery	1
Photography regulations	1
The date when admission was free	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 James A. Garfield NHS in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 21, the most common source of information to use for a future visit was:

67% Park website

- “Other” sources of information (4%) were:

Books
Advertisements
Official Guide

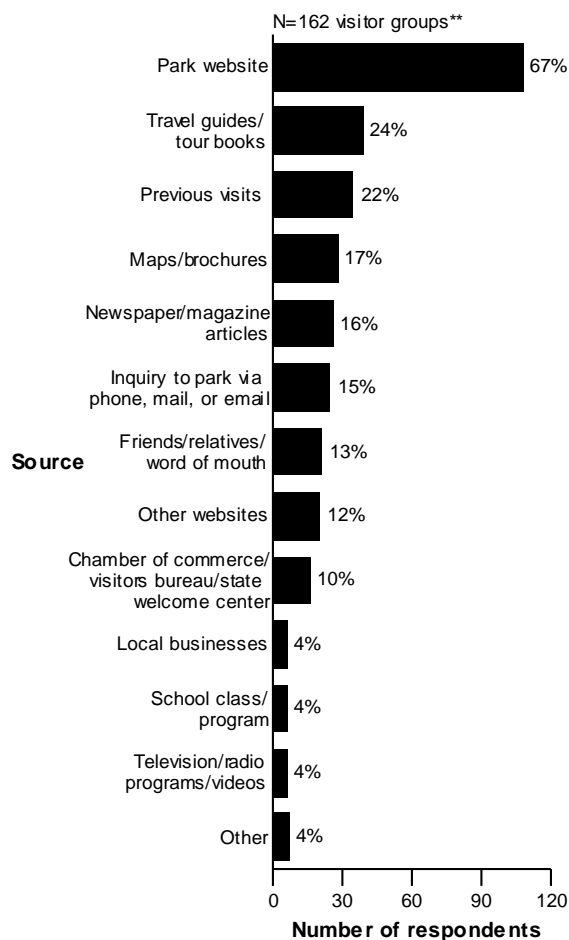


Figure 21: Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Park website

Question 2a

Overall, how would you rate the quality of information provided on the park website (www.nps.gov/jaga) for planning trips to James A. Garfield NHS?

Results

- 47% of visitor groups used the park website prior to their visit (see Figure 22).
- 93% of visitor groups who used the park website rated the information quality as “very good” or “good” (see Figure 23).

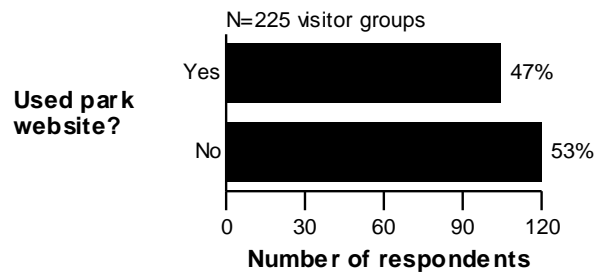


Figure 22: Visitor groups that used the park website

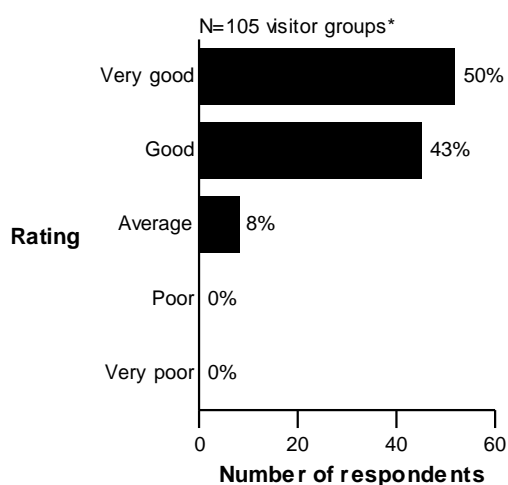


Figure 23: Visitor groups' rating of park website information quality

*total percentages do not equal 100 due to rounding

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

Question 2b

Did you find the information that you needed on the park website?

Results

- 91% of visitor groups found the information that they needed on the park website (see Figure 24).

Found needed information?

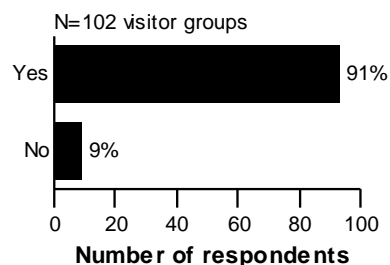


Figure 24: Visitor groups that found the information they needed on the park website

Question 2c

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

Results – Interpret with **CAUTION!**

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

Table 9: Needed information

N=6 comments;
CAUTION!

Type of information	Number of times mentioned
A map	1
An address for the GPS	1
Information on Civil War tour	1
More advertisements	1
NPS map was not adequate	1
The date when admission was free	1

*total percentages do not equal 100 due to rounding

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

Primary reason for visiting park area

Question 6

On this trip, what was the primary reason that you and your personal group came to the Mentor, Ohio area (within a 1-hour drive of park)?

Results

- 20% of visitor groups were residents of the area (see Figure 25).
- As shown in Figure 26, the most common primary reason for visiting the area among visitor groups that were not residents was:

52% Visit the park

- The “other” primary reasons (11%) for visiting the area were:

Funeral
High school reunion
Prior resident of the area
Show family member the area
Supposed to be a free weekend
Get our Passport book stamped
Learn new things and visit new place
Purchase a park pass
Traveling through to wedding
Weekend getaway

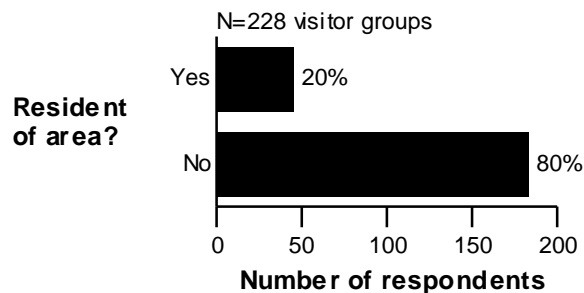


Figure 25: Visitor groups that were residents of the area (within a 1-hour drive) of James A. Garfield NHS

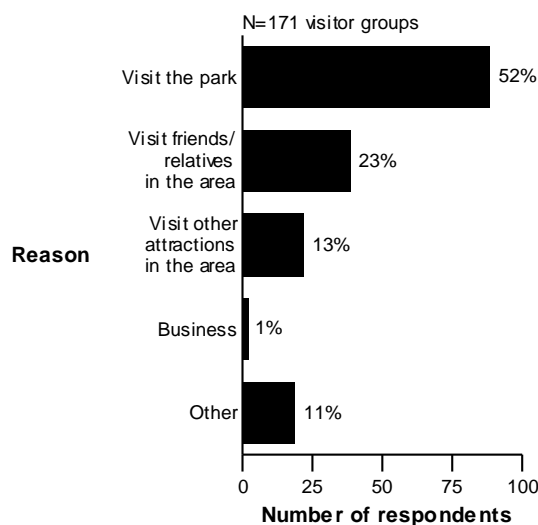


Figure 26: Primary reason for visiting the area (within a 1-hour drive) of James A. Garfield NHS

*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 James A. Garfield NHS?

Results

- As shown in Figure 27, the most common primary reason for visiting the park was:

84% Visit historic site/learn history

- “Other” reasons (10%) were:

Attend ranger talk
Because my teenager wanted to go
Fee-free weekend
Granddaughter had visited with class and wanted to return
It is close to Cleveland
Junior Ranger program
Left beach and went to site due to rain
Meet with staff regarding volunteering
Purchase park pass
Purchase senior pass
Take the tour
Teach homeschoolers
Visit again after 20 years

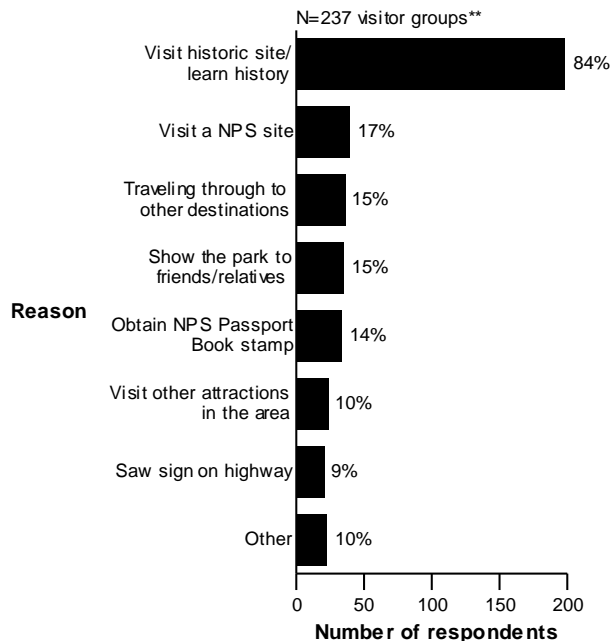


Figure 27: Reasons for visiting James A. Garfield NHS

*total percentages do not equal 100 due to rounding

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

Places stayed on night prior to visit

Question 8a

In what town/city did you and your personal group stay on the night before your arrival at James A. Garfield NHS? If you stayed at home please write the name of your hometown and state. (open-ended)

Results

- 95% of visitor groups (N=228) responded to this question.
- Table 10 shows the towns/cities in which visitor groups stayed on the night prior to visiting James A. Garfield NHS.

Table 10: Location of lodging on night before visit

N=228 comments

Town/city	Number of times mentioned
Mentor, OH	37
Cleveland, OH	11
Willoughby, OH	11
Painesville, OH	10
Chardon, OH	9
Cleveland Heights, OH	6
Erie, PA	5
Jefferson, OH	4
Kirtland, OH	4
Westlake, OH	4
Beachwood, OH	3
Concord, OH	3
Elyria, OH	3
Fremont, OH	3
Independence, OH	3
Madison, OH	3
Strongsville, OH	3
Ashtabula, OH	2
Broadview Heights, OH	2
Buffalo, NY	2
Canton, OH	2
Eastlake, OH	2
Macedonia, OH	2
Massillon, OH	2
Medina, OH	2
North East, PA	2
Parma Heights, OH	2
Pepper Pike, OH	2
Pittsburgh, PA	2
South Euclid, OH	2
Toledo, OH	2
Willoughby Hills, OH	2
Willowick, OH	2
Other towns/cities	74

*total percentages do not equal 100 due to rounding

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

Places stayed on night after visit

Question 8b

In what town/city did you and your personal group stay on the night after your departure from James A. Garfield NHS? If you stayed at home, please write the name of your hometown and state. (open-ended)

Results

- 94% of visitor groups (N=226) responded to this question.
- Table 11 shows the towns/cities in which visitor groups stayed on the night after leaving James A. Garfield NHS.

Table 11: Location of lodging on night after visit

N=226 comments

Town/city	Number of times mentioned
Mentor, OH	26
Cleveland, OH	13
Willoughby, OH	11
Chardon, OH	9
Painesville, OH	6
Cleveland Heights, OH	5
Canton, OH	4
Jefferson, OH	4
Westlake, OH	4
Geneva on the Lake, OH	3
Independence, OH	3
Kirtland, OH	3
Madison, OH	3
Ashtabula, OH	2
Beachwood, OH	2
Broadview Heights, OH	2
Chicago, IL	2
Cincinnati, OH	2
Concord, OH	2
Eastlake, OH	2
Erie, PA	2
Macedonia, OH	2
Massillon, OH	2
Medina, OH	2
Niagara Falls, NY	2
Parma Heights, OH	2
Pepper Pike, OH	2
Pittsburgh, PA	2
Sandusky, OH	2
South Euclid, OH	2
Strongsville, OH	2
Toledo, OH	2
Willoughby Hills, OH	2
Willowick, OH	2
Other towns/cities	90

*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 5

On this visit, were the signs directing you and your personal group to James A. Garfield NHS adequate?

Results

a. Interstate signs

- 43% of visitor groups found interstate signs adequate (see Figure 28).

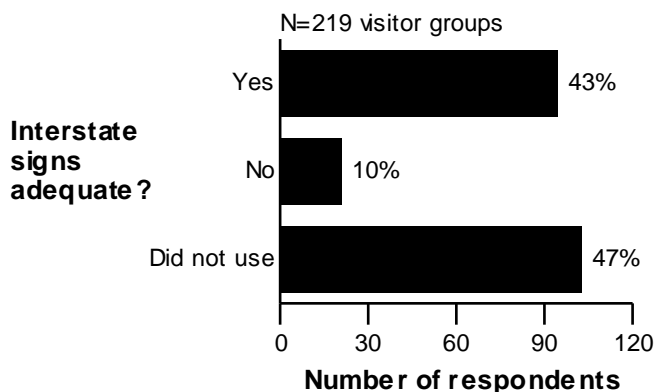


Figure 28: Visitor groups' opinions on adequacy of interstate signs

b. State highway signs

- 45% of visitor groups found state highway signs adequate (see Figure 29).

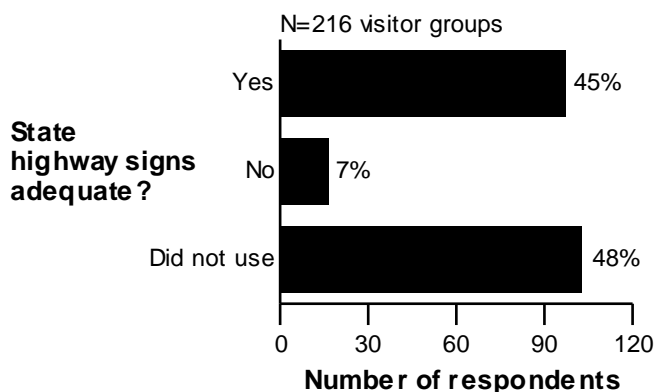


Figure 29: Visitor groups' opinions on adequacy of state highway signs

c. Signs in local communities

- 70% of visitor groups found signs in local communities adequate (see Figure 30).

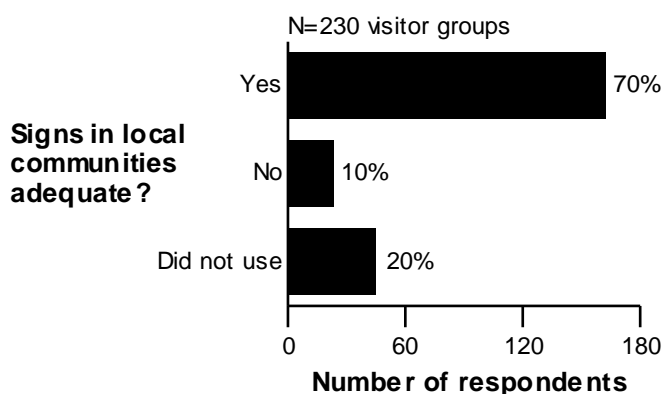


Figure 30: Visitor groups' opinions on adequacy of signs in local communities

*total percentages do not equal 100 due to rounding

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

Question 5d

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

Results

- Fifty-two visitor groups commented on problems with directional signs (Table 12).

Table 12: Comments on directional signs
N=56 comments;
some visitor groups made more than one comment.

Sign type	Comment	Number of times mentioned
Interstate signs	Did not see any signs	17
	Need a brown sign for exit	1
	Saw the sign prior to Highway 306 exit	1
	There was a detour	1
State highway signs	Did not see any signs	8
	Bushes/trees hid the sign	2
	Confused by the number of lights	1
	Poor signage on highways	1
	Saw no signs on Highway 306 or Route 20	1
	There was a detour	1
Signs in local communities	Missed it first time and had to turn around	6
	Difficult to see the entrance	3
	Need sign to indicate approach to park	3
	Tree was blocking the sign	3
	Did not see any signs	2
	Got confused because of Eleanor Garfield Park	1
	Need to put distance to park on sign	1
	Park sign blocked by Village Market sign	1
	Saw only one sign and it was not helpful	1
	Sign hard to find on Route 20	1

*total percentages do not equal 100 due to rounding

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

Travel route used

Question 4

On this visit to James A. Garfield NHS, which routes did you and your personal group use to reach Mentor, Ohio?

Results

- As shown in Figure 31, the most common routes used to reach Mentor, Ohio were:
 - 43% I-90 from the west
 - 24% I-90 from the east
- "Other" (8%) routes were:
 - Garfield Road
 - Route 2 from the east
 - Route 2 from the west

**Route
to park**

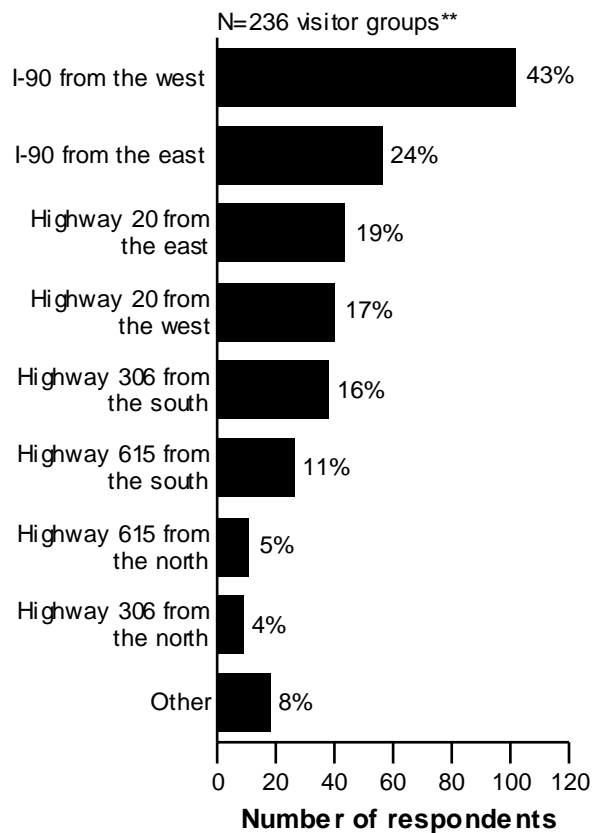


Figure 31: Travel routes used

*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 22c

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

Results

- 96% of visitor groups used one vehicle to arrive at the park (see Figure 32).

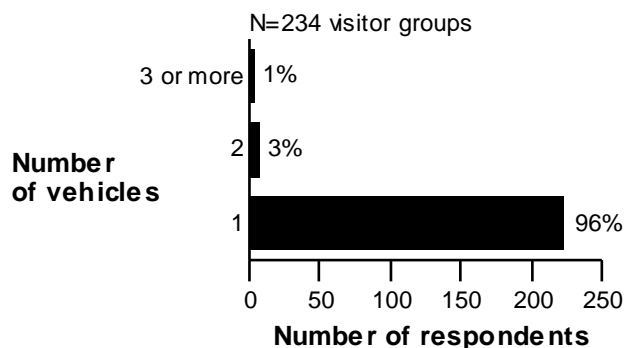


Figure 32: Number of vehicles used to arrive at the park

Number of park entries

Question 22d

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

Results

- 95% of visitor groups entered the park once (see Figure 33).

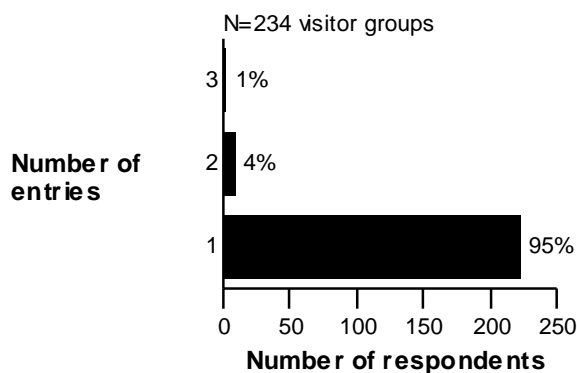


Figure 33: Number of park entries

*total percentages do not equal 100 due to rounding

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

Overnight stay

Question 9a

On this trip, did you and your personal group stay overnight away from your permanent residence in the Mentor, OH area (within a 1-hour drive of James A. Garfield NHS)?

Results

- 38% of visitor groups stayed overnight away from home within a 1-hour drive of the park (see Figure 34).

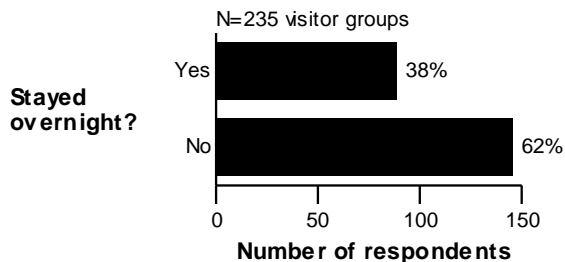


Figure 34: Visitor groups that stayed overnight within a 1-hour drive of the park

Question 9b

If YES, please list the number of nights you and your personal group stayed in the area within a 1-hour drive of James A. Garfield NHS.

Results

- 36% of visitor groups stayed one night within a 1-hour drive of the park (see Figure 35).
- 26% stayed two nights.
- 24% stayed four or more nights.

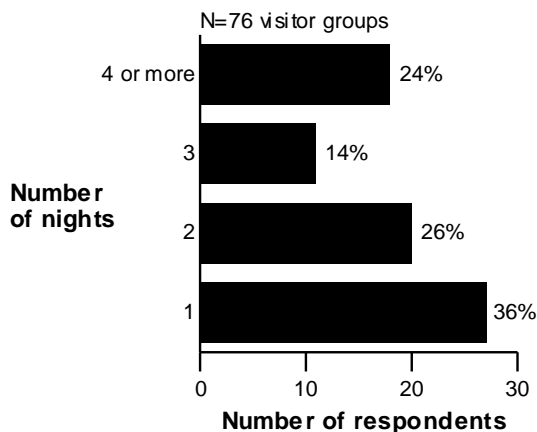


Figure 35: Number of nights spent within a 1-hour drive of the park

*total percentages do not equal 100 due to rounding

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

Type of lodging in the area outside the park

Question 9c

In which types of lodging did you and your personal group spend the night(s) within a 1-hour drive of James A. Garfield NHS?

Results

- 68% of visitor groups spent nights in lodges, hotels, motels, vacation rentals, B&B, etc. (see Figure 36).
- 22% spent nights in residences of friends or relatives.
- “Other” type of lodging (1%) was:
Rental (unspecified)

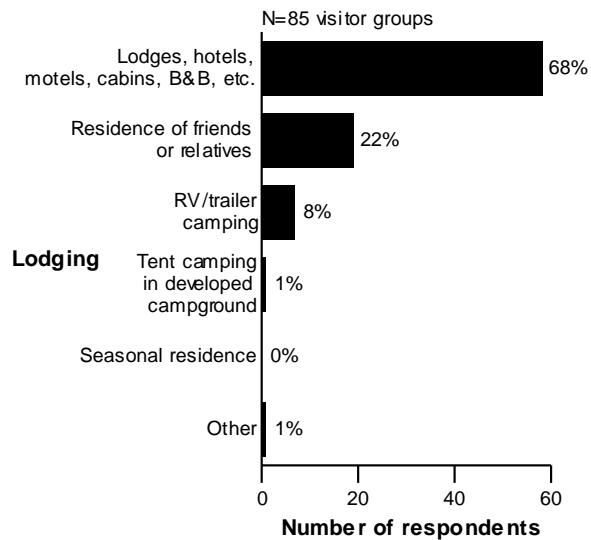


Figure 36: Type of lodging within a 1-hour drive of the park

*total percentages do not equal 100 due to rounding

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

Length of visit in the park

Question 10b

On this visit, how long in total did you and your personal group spend visiting James A. Garfield NHS only?

Results

- 58% of visitor groups spent two hours visiting the park (see Figure 37).
- The average length of stay at the park was 1.9 hours.

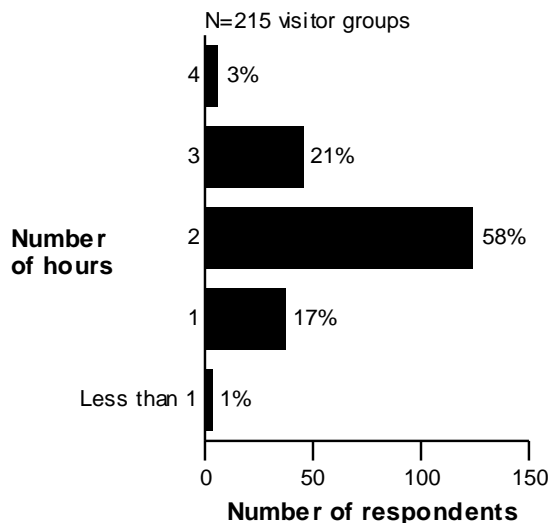


Figure 37: Number of hours visiting the park

Planned length of visit versus actual visit in the park

Question 11

Compared with what you had planned, how much time did you and your personal group spend visiting James A. Garfield NHS?

Results

- 60% of visitor groups didn't have a planned amount of time to visit at the park (see Figure 38).
- 23% spent about the same time as planned.
- Table 13 shows visitor groups' explanations as to why their visits were longer or shorter than planned.

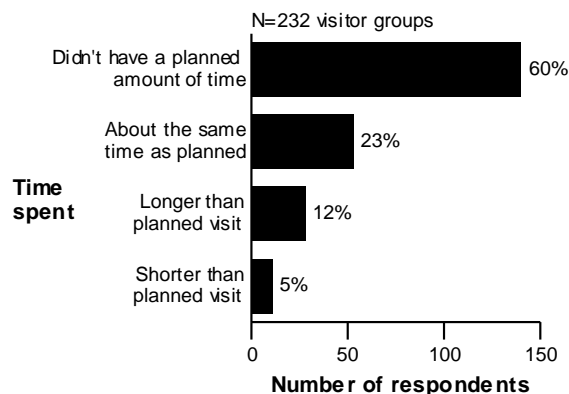


Figure 38: Time spent compared to time planned

*total percentages do not equal 100 due to rounding

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

**Table 13: Explanations for different length
of visit than planned**

N=42 comments

Comment	Number of times mentioned
Visit longer than planned (N=30)	
Took the tour	7
Tour lasted longer than expected	4
A lot of interesting things to see and do	3
Watched video	3
Went to Old Village Market	3
Enjoyed the exhibits	2
Didn't expect personal tour of home	1
Didn't plan time well	1
Enjoyed the day grounds history photos	1
Enjoyed visit	1
Had to wait 45 minutes for tour to start	1
Just missed the tour	1
More to see than expected	1
Wandered the grounds	1
Visit was shorter than planned (N=12)	
Arrived shortly before closing	5
Had to leave for another destination	2
Companions were not interested	1
Fell ill	1
Missed the guided tour	1
Not much to do after the tour	1
Storm moved in	1

*total percentages do not equal 100 due to rounding

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

Length of stay in the area

Question 10a

On this trip, how long in total did you and your personal group spend in the Mentor, Ohio area (within a 1-hour drive of James A. Garfield NHS)?

Results

Number of hours if less than 24

- 31% of visitor groups spent five or more hours (see Figure 39).
- 44% spent two or three hours.
- The average length of stay for visitor groups that spent less than 24 hours in the area was 4.4 hours.

Number of days if 24 hours or more

- 33% spent four or more days (see Figure 40).
- 45% stayed two or three days.
- The average length of stay for visitor groups that spent more than 24 hours in the area was 4.3 days.

Average length of stay

- The average length of stay for all visitor groups was 39 hours, or 1.6 days.

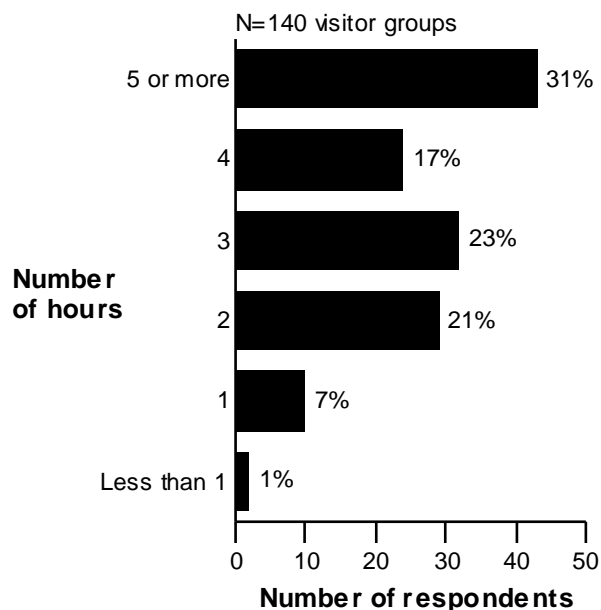


Figure 39: Number of hours in the area (within a 1-hour drive)

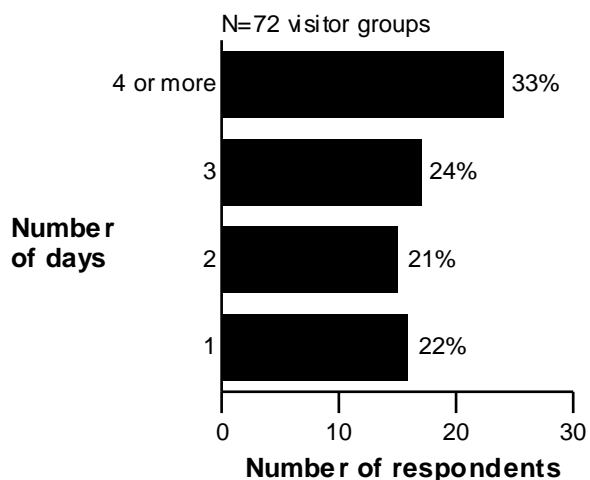


Figure 40: Number of days in the area (within a 1-hour drive)

*total percentages do not equal 100 due to rounding

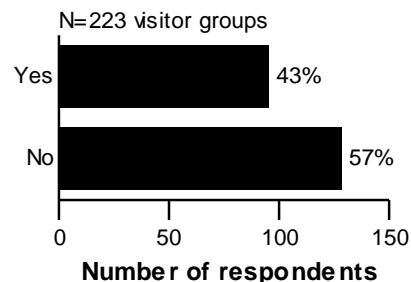
**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the area

Question 12

On this trip, which other places within a 1-hour drive of James A. Garfield NHS did you and your personal group visit?

Visited other places?



Results

- 43% of visitor groups to James A. Garfield NHS visited other places within a 1-hour drive of the park (see Figure 41).
- As shown in Figure 42, the most commonly visited sites in the area were:
 - 24% Beaches
 - 15% Cuyahoga Valley National Park
- Table 14 lists “other” sites visited (53%).

Figure 41: Visitor groups that visited other places in area

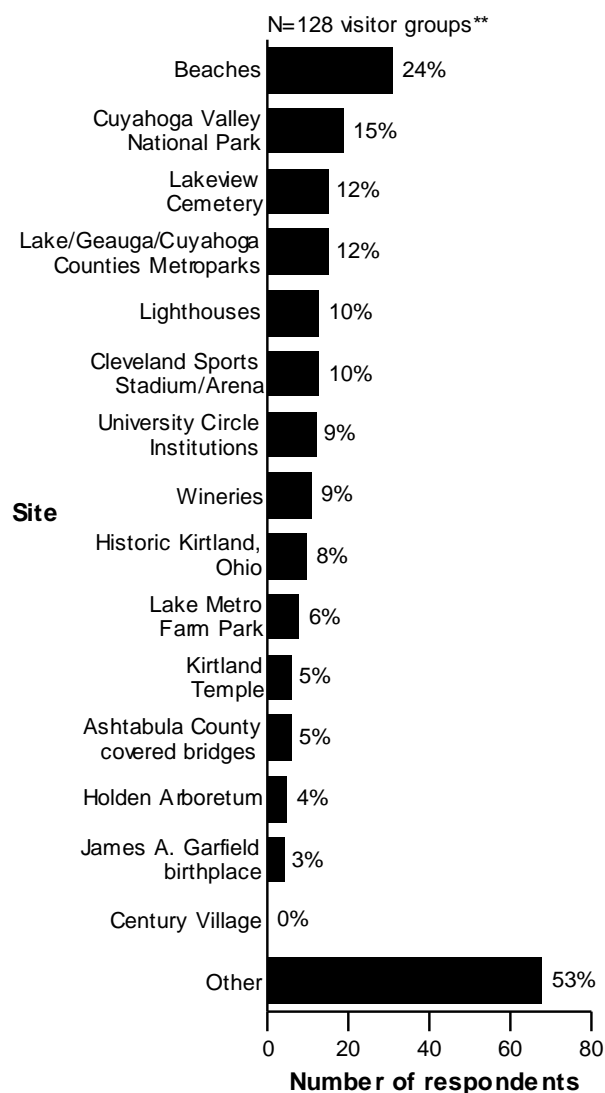


Figure 42: Sites visited in the area

*total percentages do not equal 100 due to rounding

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

Table 14: Other places visited

N=74 comments

Comment	Number of times mentioned
Restaurants	12
Rock and Roll Hall of Fame	8
Great Lakes Mall	6
David Berger National Monument	3
Cleveland	3
Cleveland Botanical Gardens	2
Cleveland Hard Rock Cafe	2
Cleveland Metropark Zoo	2
Garfield Park	2
Geneva on the Lake	2
Great Lakes Science Center	2
Local stores	2
Rutherford B. Hayes Presidential Center	2
A Christmas Story House	1
Amherst	1
Antique mall in Painesville	1
Captain's baseball game	1
Cleveland Art Museum	1
Cleveland Clinic	1
Cleveland Museum of Natural History	1
Fairharbor State Park	1
Half Price Books	1
Historic Downtown Willoughby	1
Hubbard House UGRR Museum	1
Lake County Indian Museum	1
Lake Erie	1
Lakeland Community College	1
Legacy Village	1
Maritime Museum	1
Mentor Park	1
Ollie the Trolley in Cleveland	1
Penitentiary Glen	1
Punderson State Park	1
Squire Castle	1
The Maltz Museum of Jewish Heritage	1
The West Side Market	1
USS Cod	1

*total percentages do not equal 100 due to rounding

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

Other presidential sites visited

Question 17a

Have you and your personal group visited other presidents' homes on this trip or past trips?

Results

- 68% of visitor groups to James A. Garfield NHS visited other presidents' homes (see Figure 43).

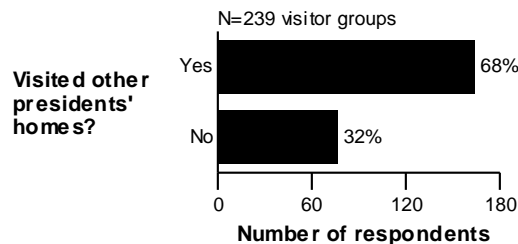


Figure 43: Visitor groups that visited other presidents' homes

Question 17b

If YES, which of the following have you and personal group visited?

Results

- 88% of visitor groups visited presidential homes in one or more other states (see Figure 44).

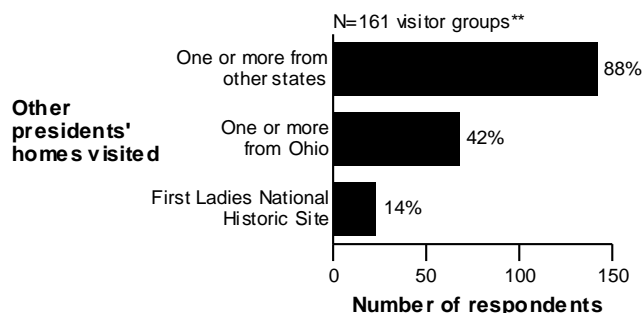


Figure 44: Other presidents' homes visited

Question 17c

Please compare the quality of your overall experience at James A. Garfield NHS with your experiences at other presidential sites (above) that you have visited. Which of the following statements best describes your comparison?

Results

- 76% of visitor groups found the James A. Garfield home to be better than some, but not as good as other presidential sites (see Figure 45).

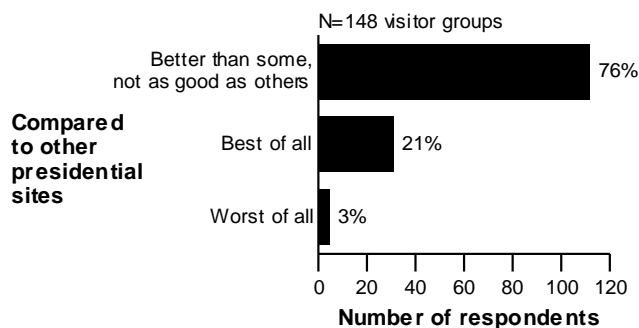


Figure 45: Comparison of presidential home site quality

*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

Please comment about the quality of your overall experience at James A. Garfield NHS.

Results

- Table 15 shows visitor groups' comments about the quality of their overall experience at James A. Garfield NHS.

Table 15: Comments about the overall quality of experience

N=71 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
All nicely done	12
Gift shop needs more variety	3
Tour guide was well-informed	3
Cannot remember the others anymore	2
Each presidential home is unique and different	2
Good guided tour	2
About the same as Nixon	1
About the same as Rutherford B. Hayes' house	1
Behind the scenes tour should include house tour	1
Better than 2 of 6 other homes visited	1
Better than Eisenhower	1
Equal to Taft	1
Even 9-year-old child enjoyed the tour	1
Furnishings well-maintained	1
Garfield has better indoor exhibits and more interaction	1
Garfield has limited memorabilia due to his short term	1
Garfield has tremendous historical accuracy	1
Garfield is informative and well-presented	1
Garfield ranks in top 5 of 10 sites visited	1
Garfield should be better attended	1
Garfield's house nicely restored	1
Garfield's tour was better than Hayes tour	1
Grounds are beautiful	1
Guides are great	1
Hayes has better museum	1
Hayes tour was longer, more informative, and had a smaller group	1
Interior of Garfield's home is beautiful	1
Lovely home and informative tour (but Garfield is no Lincoln)	1
Monticello has superior guides (informative and politically correct)	1
More to see at Andrew Jackson's home	1
Mt. Vernon and Monticello offer more programs	1
Mt. Vernon had a wonderful audio tour	1
Need more free exhibits	1
Nicer than Eisenhower's Gettysburg home	1
No comparison to Mt. Vernon or Monticello	1
Not as good as Mt. Vernon	1
Not as good as others because of Garfield's limited legacy	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 15: Comments about the overall quality of experience

(continued)

Comment	Number of times mentioned
Not as large as Eisenhower's memorial	1
Original furnishings/artifacts	1
Other sites let people walk around without guides	1
Others had museums, burial site, or other library	1
Quality of house and exhibits	1
Rangers were informative	1
Scope of park is smaller than others	1
Second best to Adams' home	1
Site and house well-maintained	1
Staff was great/knowledgeable	1
Taft home was excellent and had a great ranger	1
The film	1
Tour guide extremely helpful for handicapped husband	1
Truman's and Clinton's home are better	1
Washington and Jefferson can't be beat	1
Weather was perfect	1

*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 James A. Garfield NHS?

Results

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

89% Taking guided tour of James A. Garfield home
87% Viewing visitor center exhibits
82% Visiting visitor center

- “Other” activities (11%) were:

Going on the children's guided tour
Just to visit an NPS site
Obtaining NPS Passport Stamp
Purchasing a book about the site
Purchasing post cards
Riding bikes
Taking the Civil War tour
Viewing the house
Visiting a presidential site
Volunteering
Walking the ground

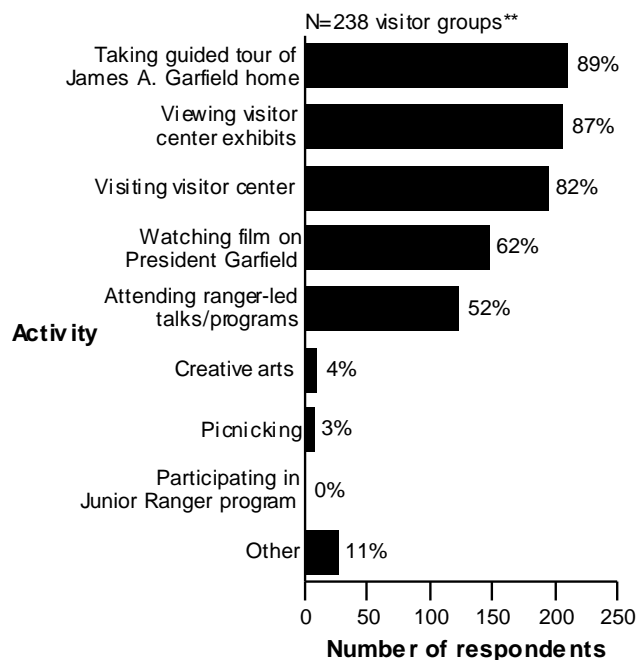


Figure 46: Activities on this visit

*total percentages do not equal 100 due to rounding

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

Primary activity on this visit

Question 13b

Which one of the above activities was the primary reason you and your personal group visited James A. Garfield NHS on this visit?

Results

- As shown in Figure 47, the most common primary activity was taking the guided tour of the James A. Garfield Home (87%).

- “Other” activities (5%) were:

Obtaining NPS Passport Stamp
Purchasing a book
Purchasing postcards
Riding bikes
Taking children's tour
Taking Civil War tour
View the house grounds
Volunteering

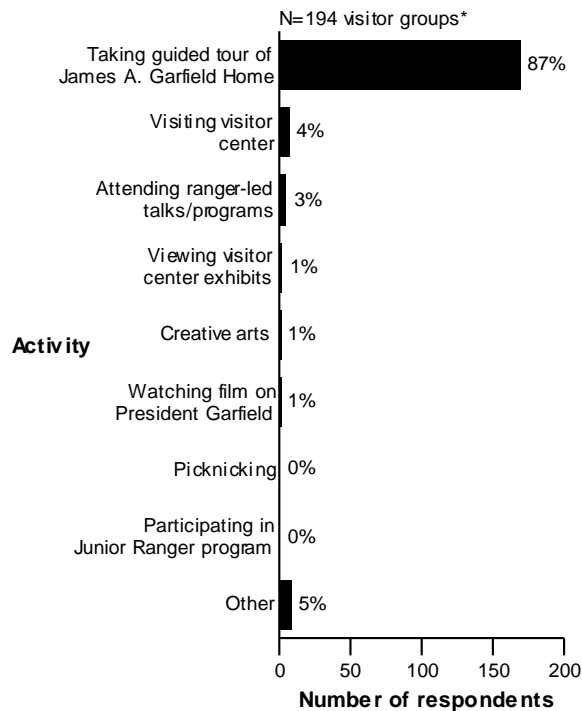


Figure 47: Primary activity

*total percentages do not equal 100 due to rounding

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

Tour preferences

Question 14

If you took the ranger-led or volunteer-led tour of the James A. Garfield home on this visit, please indicate one response for each of the following aspects of the tour.

Results

- 92% of visitor groups took the tour of the James A. Garfield home (see Figure 48).

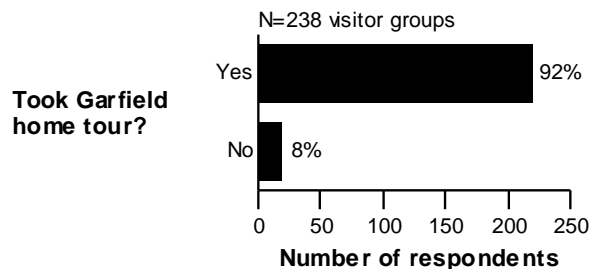


Figure 48: Visitor groups that took the home tour

a. Tour length

- 93% of visitor groups found the tour length to be about right (see Figure 49).

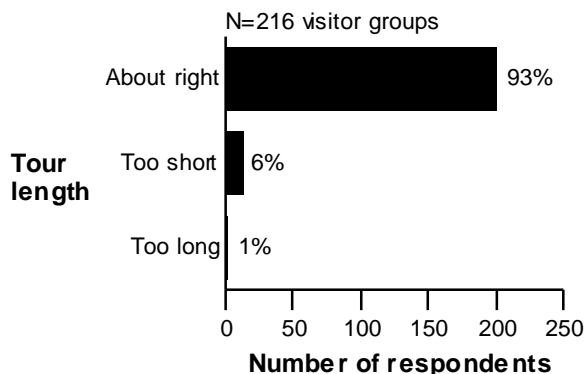


Figure 49: Tour length

b. Taking tour at desired time

- 97% of visitor groups were able to take the home tour at the desired time (see Figure 50).

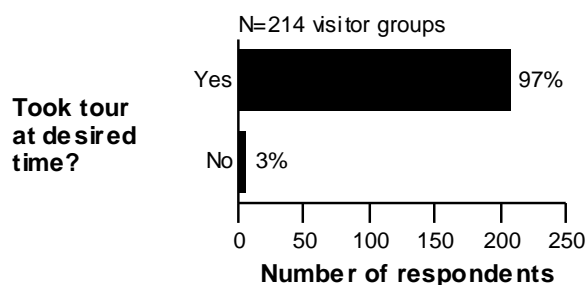


Figure 50: Visitor groups that were able to take tour at desired time

*total percentages do not equal 100 due to rounding

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

c. Ability to see interior of rooms due to tour size

- 96% of visitor groups were able to see the interior of rooms (see Figure 51).

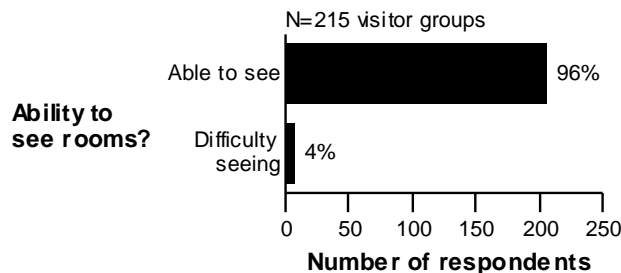


Figure 51: Visitor groups that were able to see interior of rooms

d. Topics discussed on tour

- 100% of visitor groups found the tour topics of interest (see Figure 52).

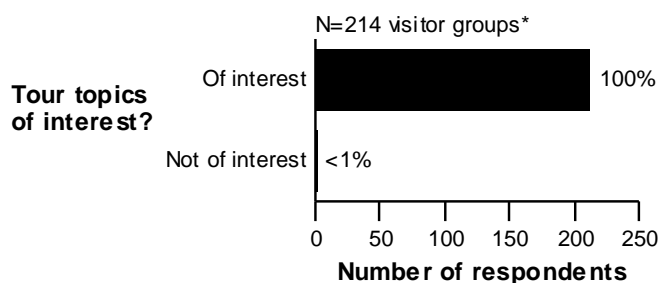


Figure 52: Visitor groups that found the topics discussed interesting

Question 14e

On the tour, did you learn something about James A. Garfield that is relevant or meaningful to your life today?

Results

- 77% of visitor groups on the home tour learned something relevant or meaningful to their life (see Figure 53).

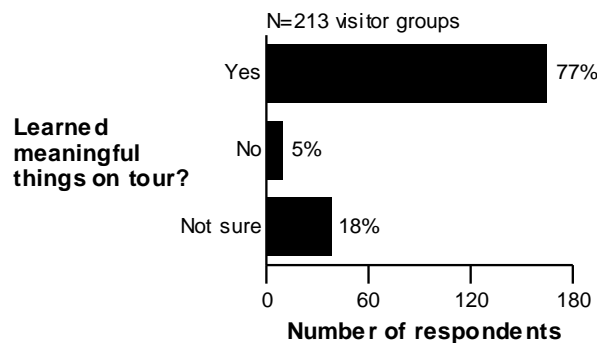


Figure 53: Visitor groups that learned something relevant or meaningful to their life

*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 18a

Please indicate all the visitor services and facilities that you or your personal group used at James A. Garfield NHS during this visit.

Results

- As shown in Figure 54, the most commonly used information services and facilities were:

93% Visitor center
89% Visitor center exhibits
89% Guided tour of the Home

- The least used services/facilities were:

3% Access for people with disabilities
<1% Junior Ranger program

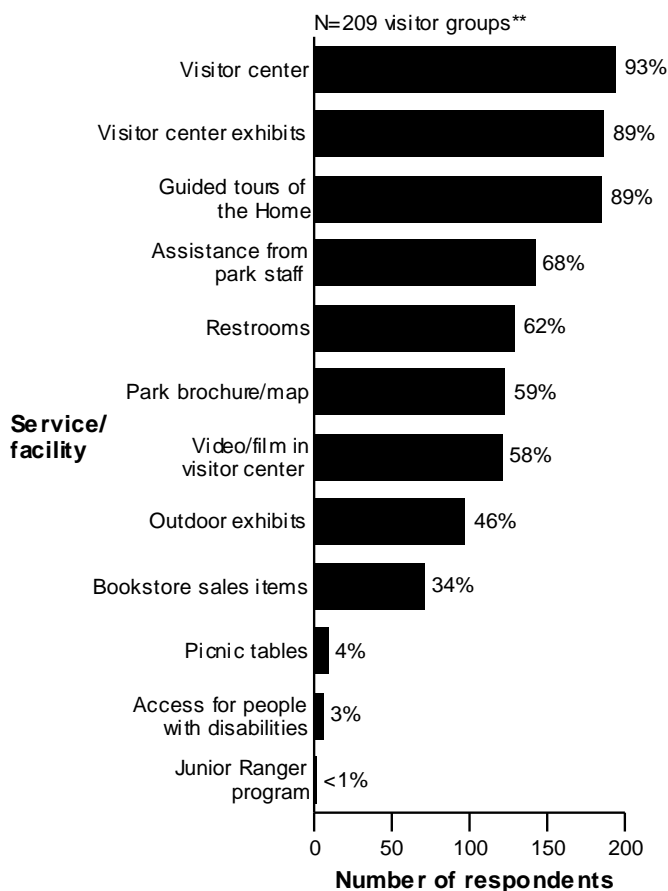


Figure 54: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

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

Visitor ratings of visitor services and facilities

Question 18b

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

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

Results

- Figure 55 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 visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

97% Guided tour of the Home
 89% Restrooms
 84% Visitor center exhibits

- Figures 56 to 67 show the importance ratings for each visitor service and facility.
- The visitor service/ facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

6% Bookstore sales items

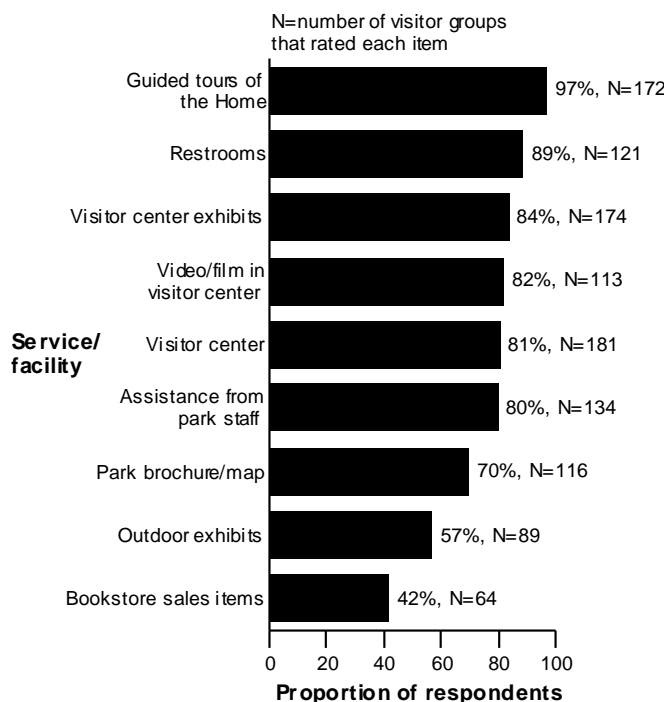


Figure 55: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

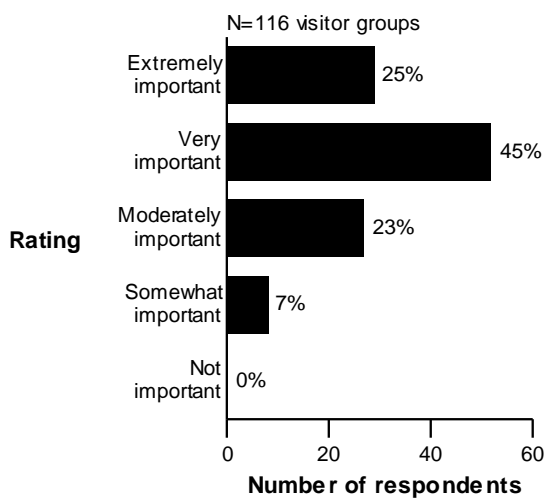


Figure 56: Importance of park brochure/map

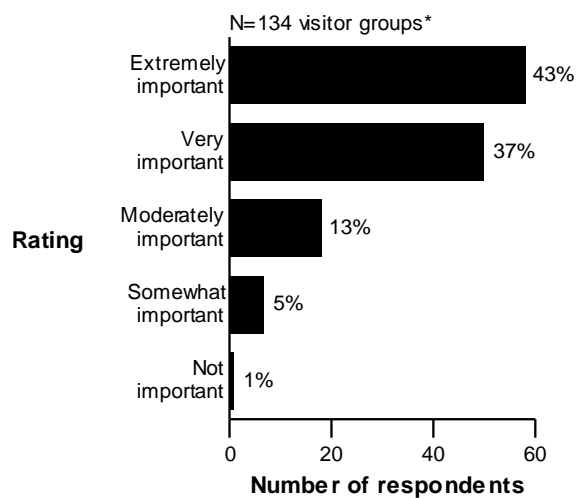


Figure 57: Importance of assistance from park staff

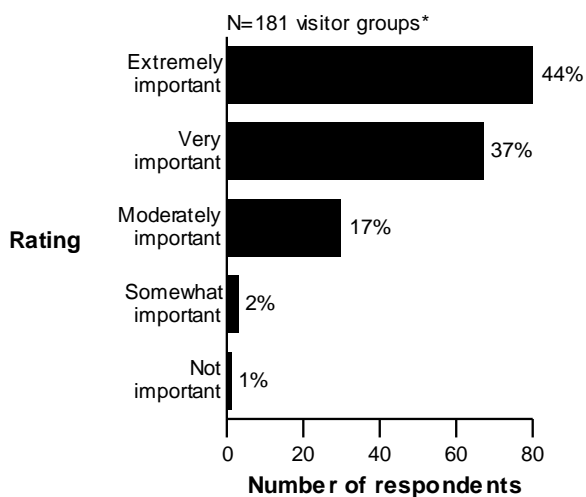


Figure 58: Importance of visitor center

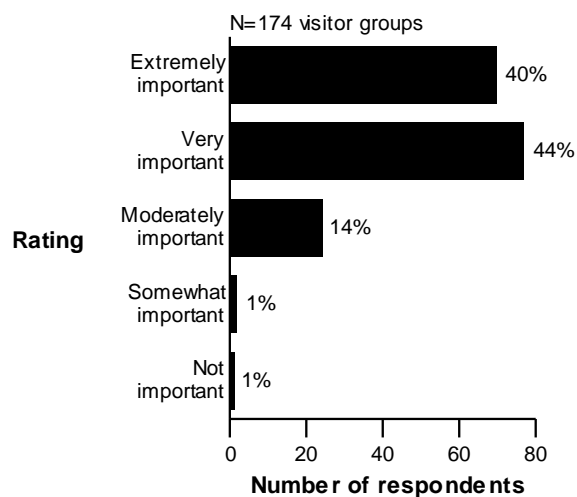


Figure 59: Importance of visitor center exhibits

*total percentages do not equal 100 due to rounding

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

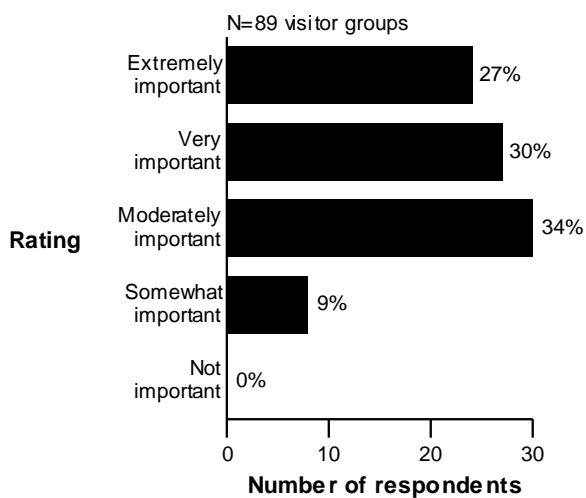


Figure 60: Importance of outdoor exhibits

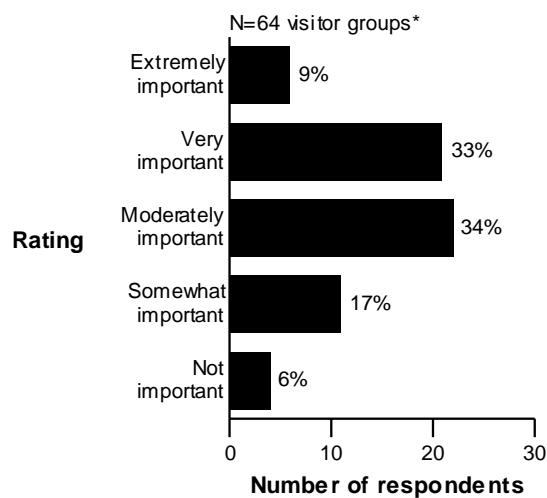


Figure 61: Importance of bookstore sales items (selection, price, etc.)

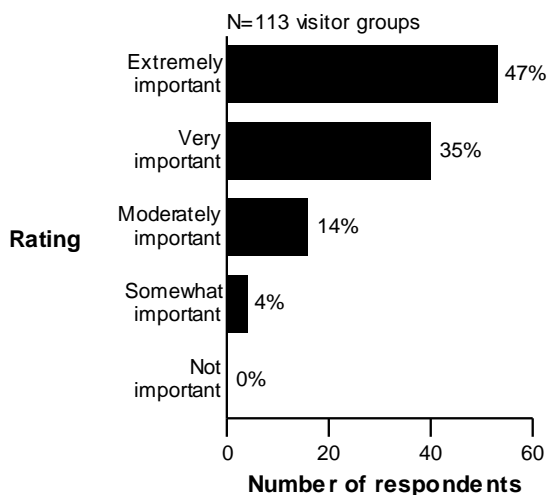


Figure 62: Importance of video/film in visitor center

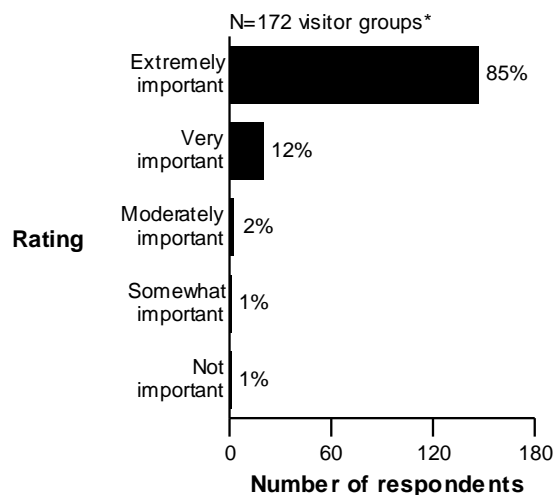


Figure 63: Importance of guided tours of the Home

*total percentages do not equal 100 due to rounding

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

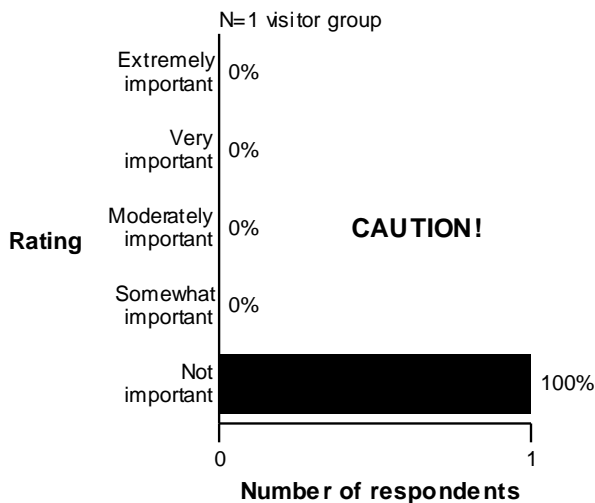


Figure 64: Importance of Junior Ranger program

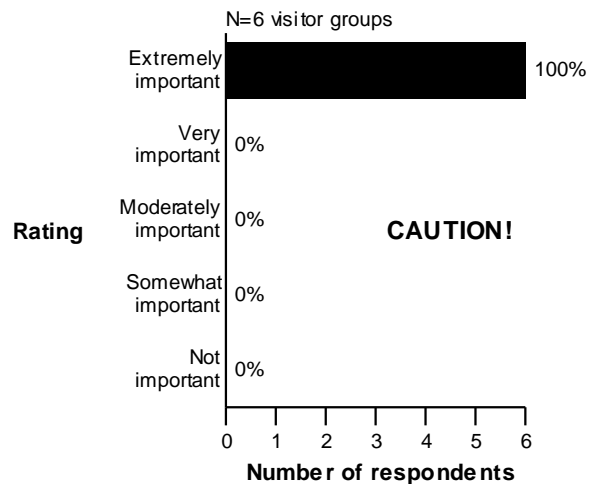


Figure 65: Importance of access for people with disabilities

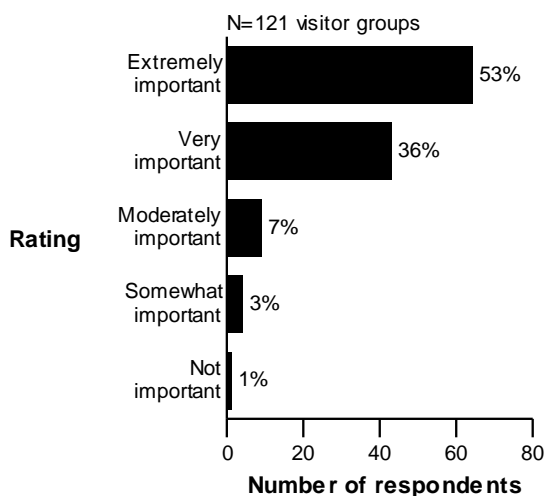


Figure 66: Importance of restrooms

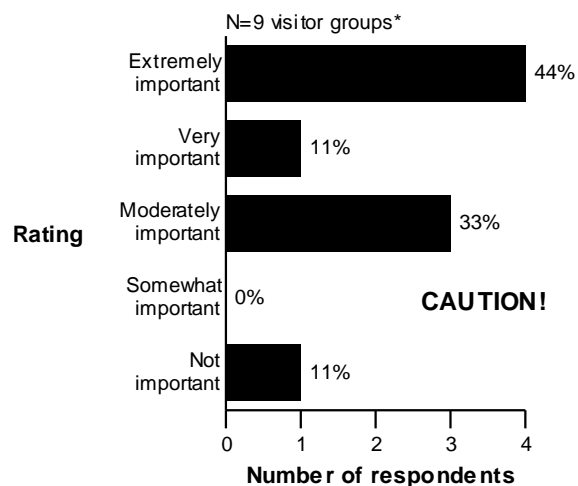


Figure 67: Importance of picnic tables

*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 18c

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 68 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 99% Guided tours of the Home
- 96% Assistance from park staff
- 92% Park brochure/map

- Figures 69 to 79 show the quality ratings for each service/facility.
- Note: No visitor groups rated the quality of the Junior Ranger program.
- The visitor service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:

- 5% Bookstore sales items

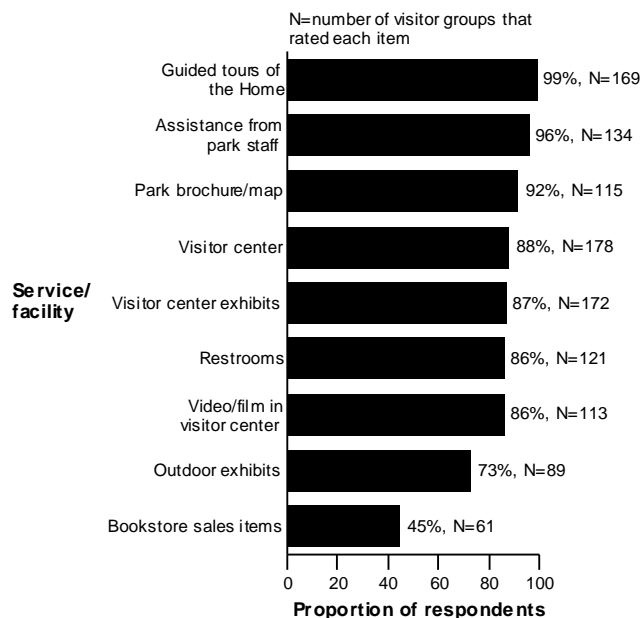


Figure 68: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

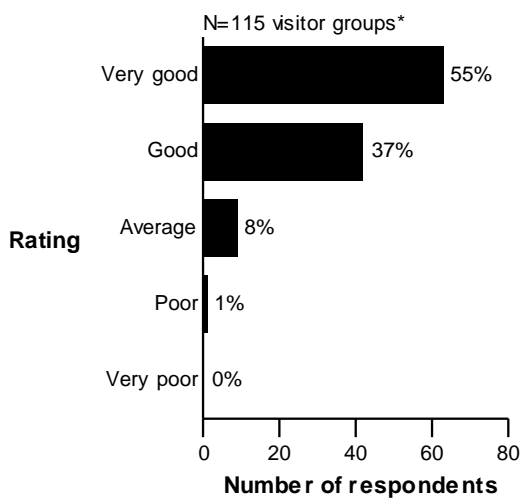


Figure 69: Quality of park brochure/map

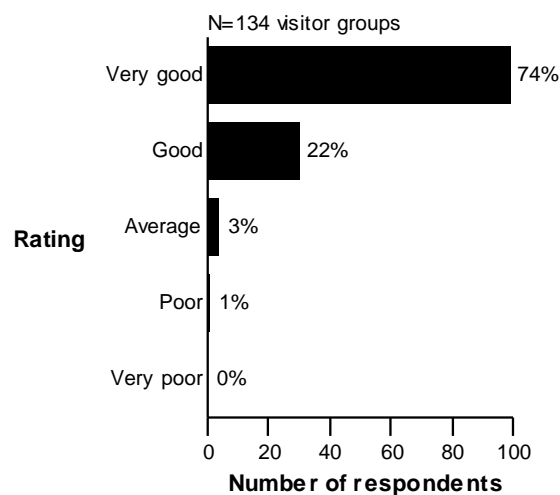


Figure 70: Quality of assistance from park staff

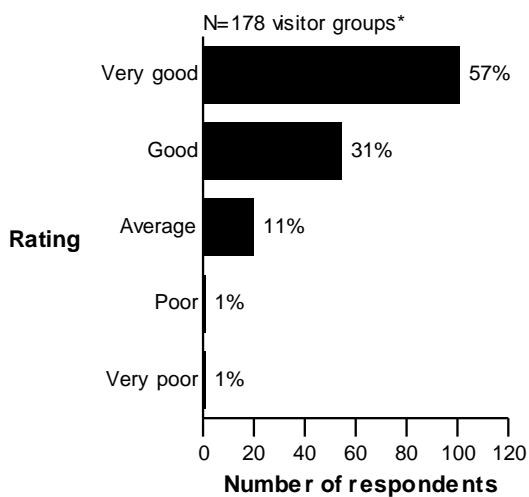


Figure 71: Quality of visitor center

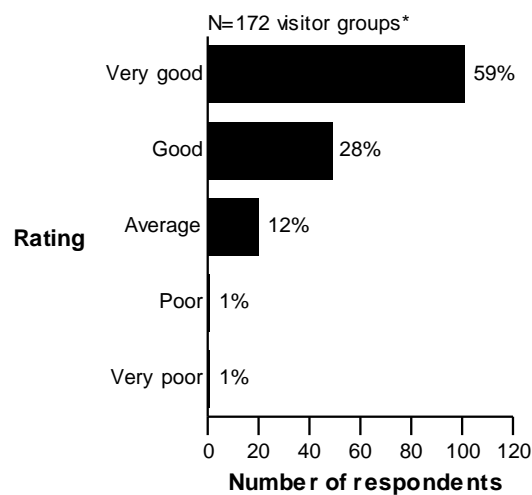


Figure 72: Quality of visitor center exhibits

*total percentages do not equal 100 due to rounding

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

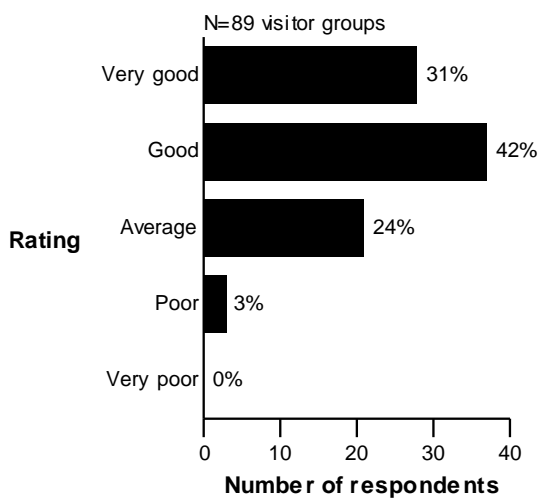


Figure 73: Quality of outdoor exhibits

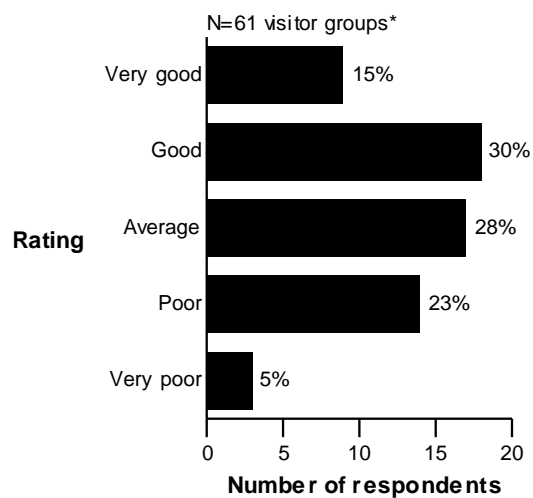


Figure 74: Quality of bookstore sales items (selection, price, etc.)

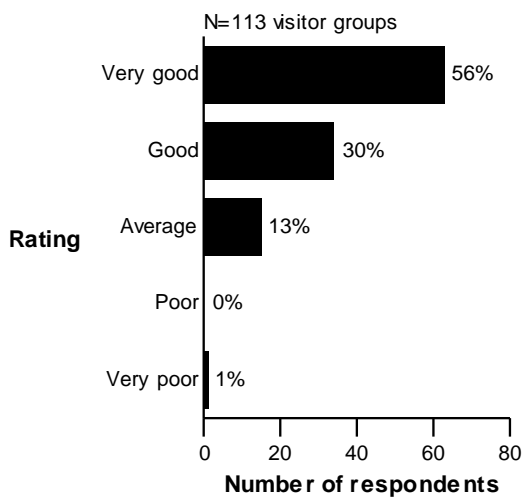


Figure 75: Quality of video/film in visitor center

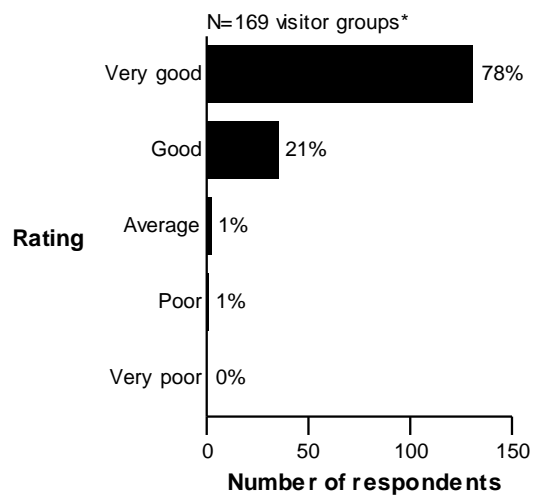


Figure 76: Quality of guided tours of the Home

*total percentages do not equal 100 due to rounding

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

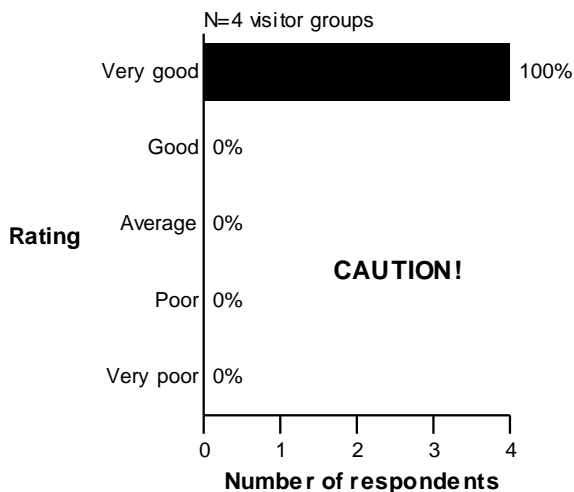


Figure 77: Quality of access for people with disabilities

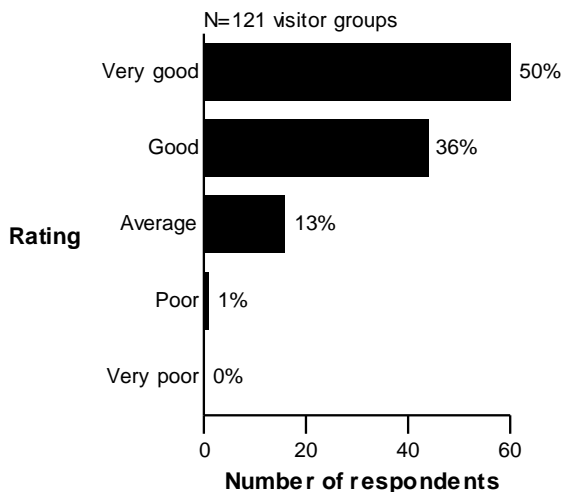


Figure 78: Quality of restrooms

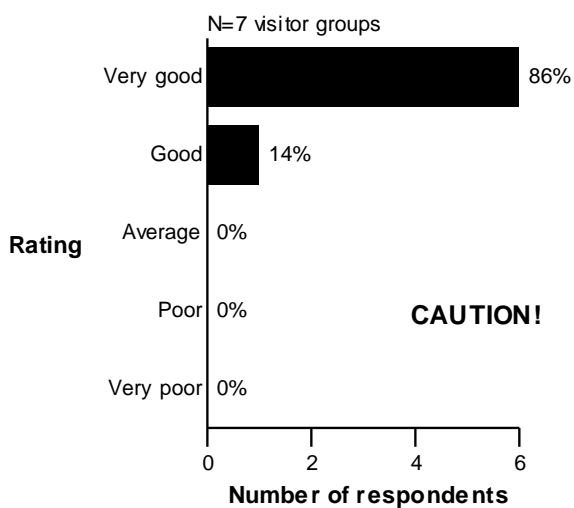


Figure 79: Quality of picnic tables

*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 80 and 81 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average.

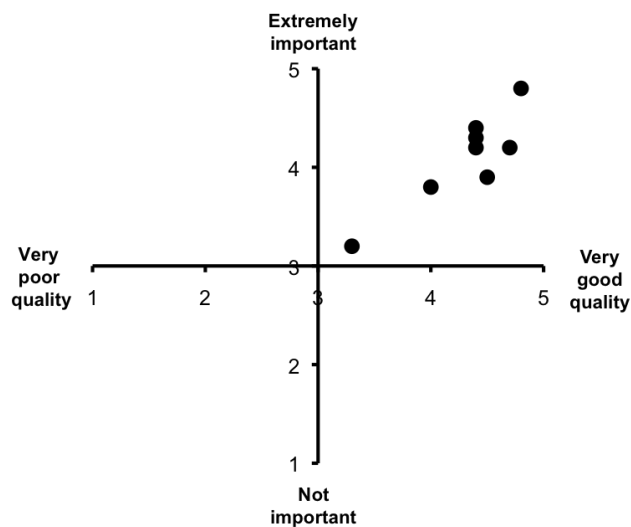


Figure 80: Mean scores of importance and quality ratings for visitor services/facilities

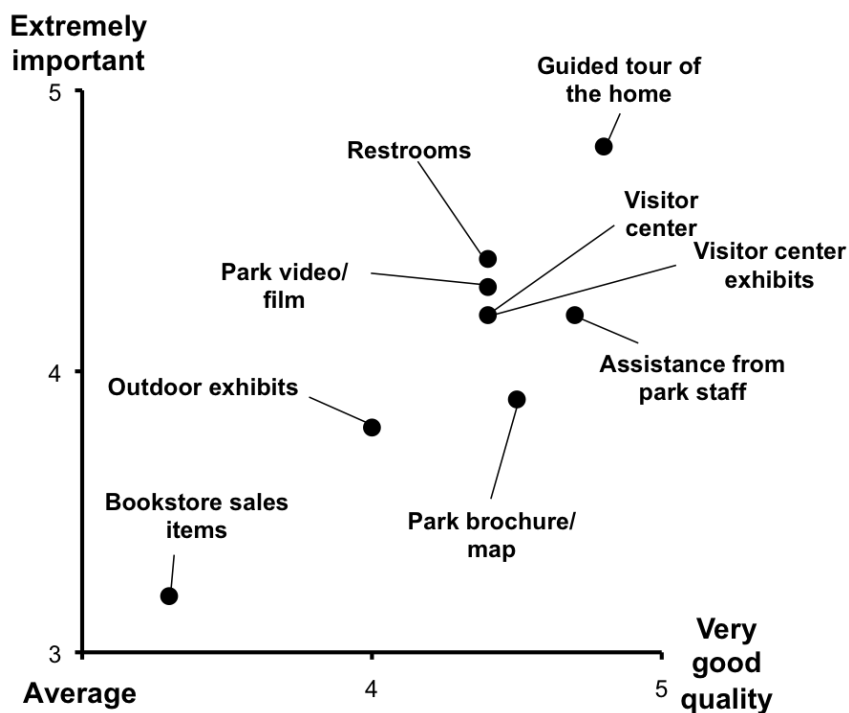


Figure 81: Detail of Figure 80

*total percentages do not equal 100 due to rounding

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

Quality of personal interaction with a park ranger

Question 16a

During this visit to James A. Garfield NHS, did you and your personal group have any personal interaction with a park ranger other than on the Home tour?

Results

- 76% of visitor groups had a personal interaction with a park ranger (see Figure 82).

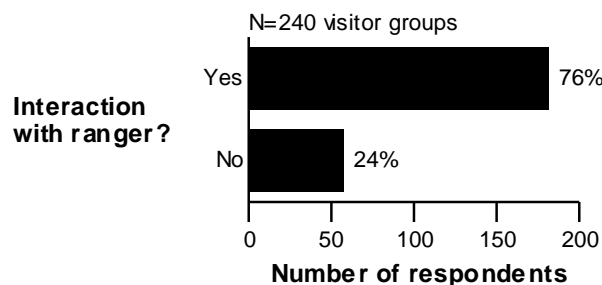


Figure 82: Visitor groups that had personal interactions with park rangers other than on Home tour

Question 16b

If YES, please rate the quality of your interaction with the park ranger.

Results

- Visitor groups rated park rangers as “very good” or “good” are as follows (see Figure 83).

98% Courteousness

96% Helpfulness

95% Quality of information provided

- Figures 84 to 86 show the quality ratings for each interaction.

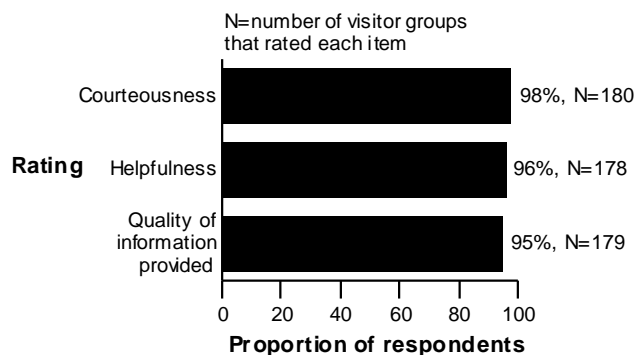


Figure 83: Combined proportions of “very good” and “good” quality ratings of interactions with park rangers

*total percentages do not equal 100 due to rounding

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

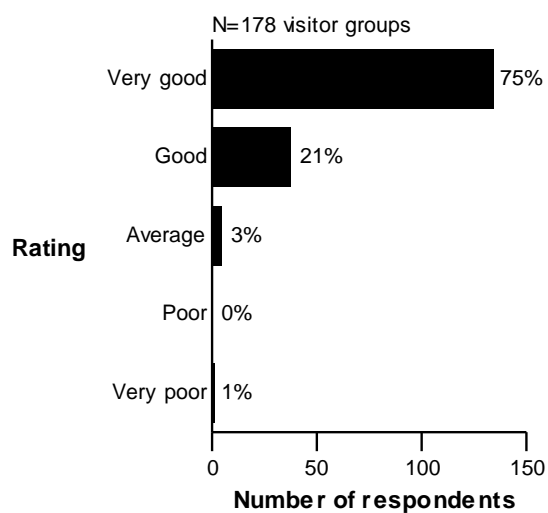


Figure 84: Quality of interaction: Helpfulness

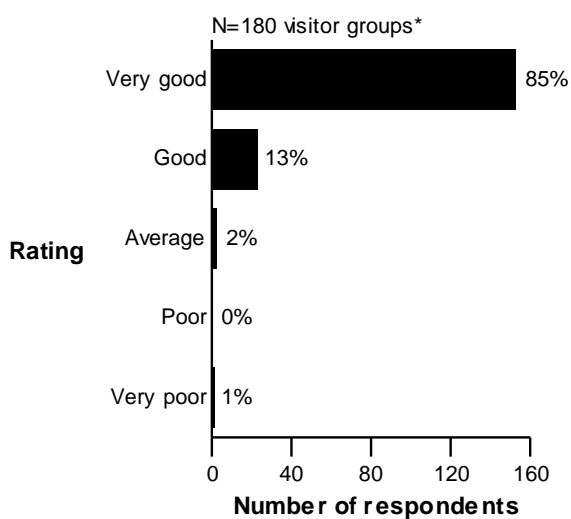


Figure 85: Quality of interaction: Courteousness

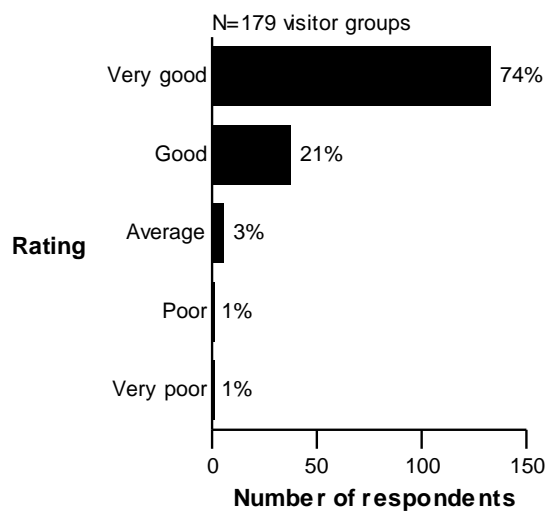


Figure 86: Quality of interaction: Quality of information provided

*total percentages do not equal 100 due to rounding

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

Expenditures

Total expenditures inside and outside the park

Question 20

For you and your personal group, please estimate all expenditures for the items listed below for this visit to James A. Garfield NHS and the surrounding area (within a 1-hour drive of the park).

Results

- 60% of visitor groups spent \$1-\$100 (see Figure 87).
- 20% spent \$101-\$300.
- 15% spent \$301 or more.
- The average visitor group expenditure was \$156.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$60.
- Average total expenditure per person (per capita) was \$64.
- As shown in Figure 88, the largest proportions of total expenditures inside and outside the park were:
 - 33% Lodges, hotels, motels, cabins, B&B, etc.
 - 26% Restaurants and bars
 - 13% Gas and oil

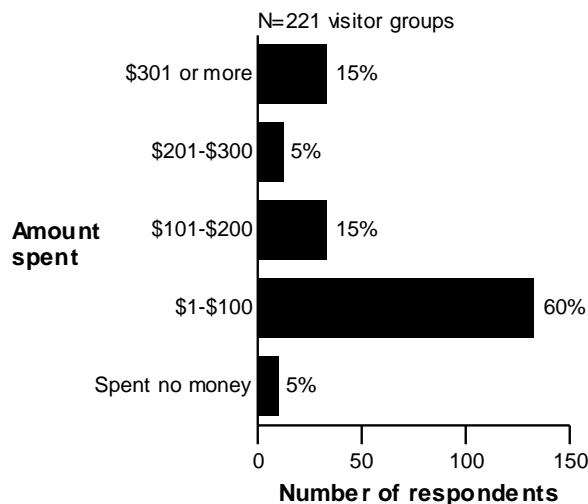


Figure 87: Total expenditures inside and outside the park

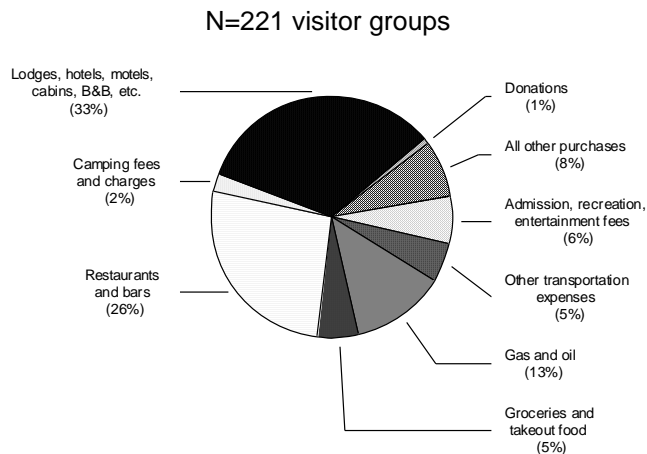


Figure 88: Proportions of total expenditures inside and outside the park

*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 20c

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

Results

- 66% of visitor groups had two adults covered by expenditures (see Figure 89).
- 19% had three or more adults.

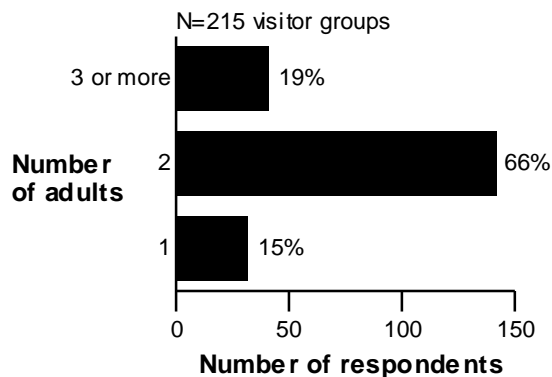


Figure 89: Number of adults covered by expenditures

Number of children covered by expenditures

Question 20c

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

Results

- 67% of visitor groups had no children covered by expenditures (see Figure 90).
- 24% had one or two children.

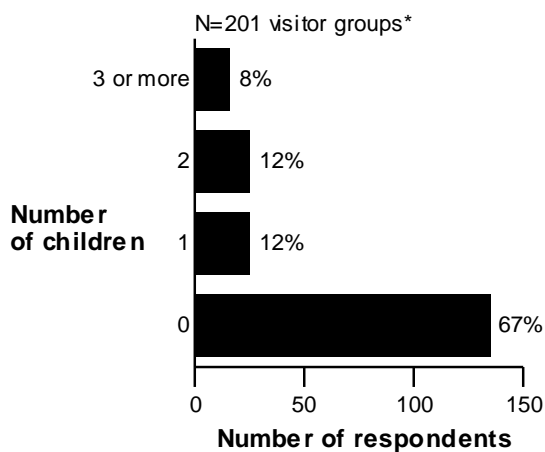


Figure 90: Number of children covered by expenditures

*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 20a

Please list your group's total expenditures inside James A. Garfield NHS.

Results

- 71% of visitor groups spent \$1-\$25 inside the park (see Figure 91).
- 14% spent no money.
- The average visitor group expenditure inside the park was \$16.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$10.
- Average total expenditure per person (per capita) was \$8.
- As shown in Figure 92, the largest proportions of total expenditures inside the park were:
 - 60% Admission recreation, entertainment fees
 - 35% All other purchases

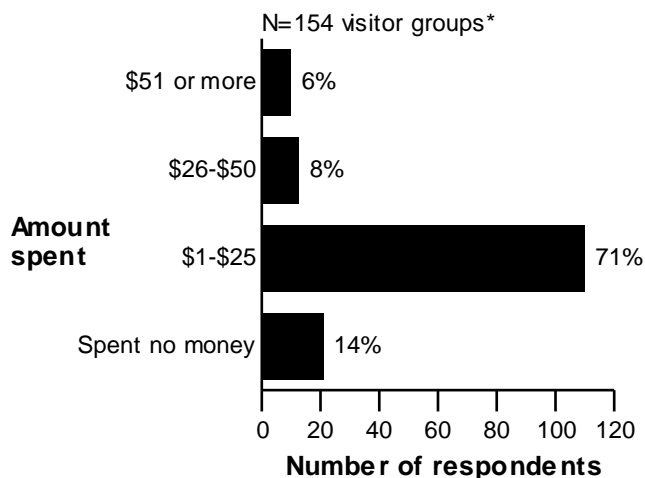


Figure 91: Total expenditures inside the park

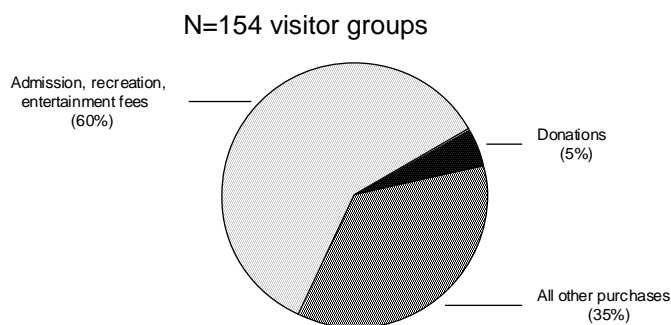


Figure 92: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, entertainment fees

- 66% of visitor groups spent \$1-\$20 on admission, recreation, entertainment fees inside the park (see Figure 93).
- 28% spent no money.

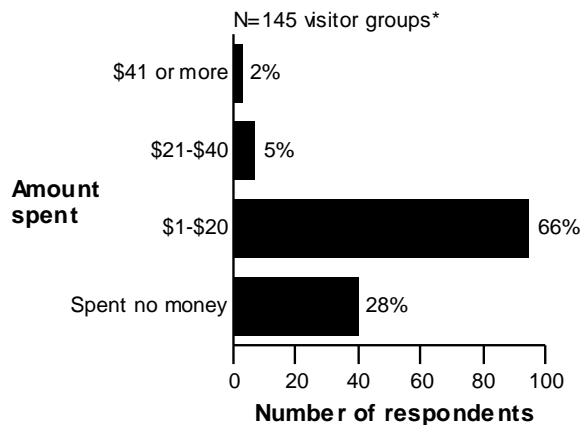


Figure 93: Expenditures for admission, recreation, entertainment fees inside the park

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

- 59% of visitor groups spent no money on other purchases inside the park (see Figure 94).
- 32% spent \$1-\$20.

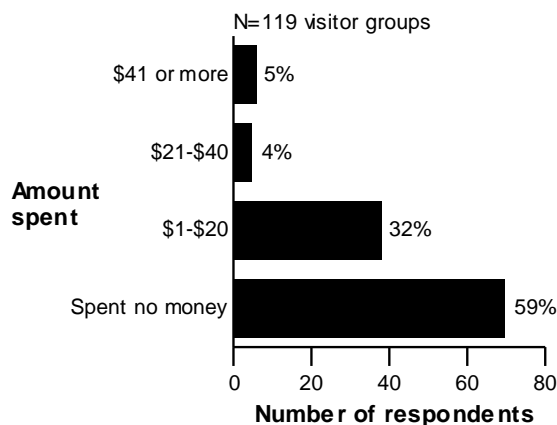


Figure 94: Expenditures for all other purchases inside the park

*total percentages do not equal 100 due to rounding

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

Donations

- 80% of visitor groups spent no money on donations inside the park (see Figure 95).
- 15% spent \$1-\$5.

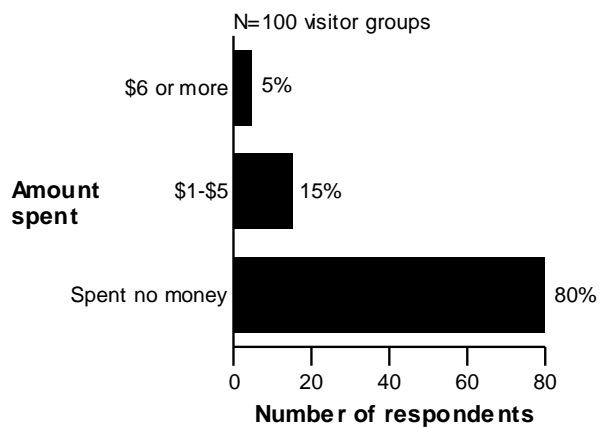


Figure 95: Expenditures for donations inside the park

*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 20b

Please list your group's total expenditures in the surrounding area outside the park (within a 1-hour drive of the park).

Results

- 53% of visitor groups spent \$1-\$100 (see Figure 96).
- 20% spent \$101-\$300.
- 16% spent \$301 or more.
- The average visitor group expenditure outside the park was \$157.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$55.
- Average total expenditure per person (per capita) was \$73.
- As shown in Figure 97, the largest proportions of total expenditures outside the park were:

34% Lodges, hotels, motels, cabins, B&B, etc.
27% Restaurants and bars
13% Gas and oil

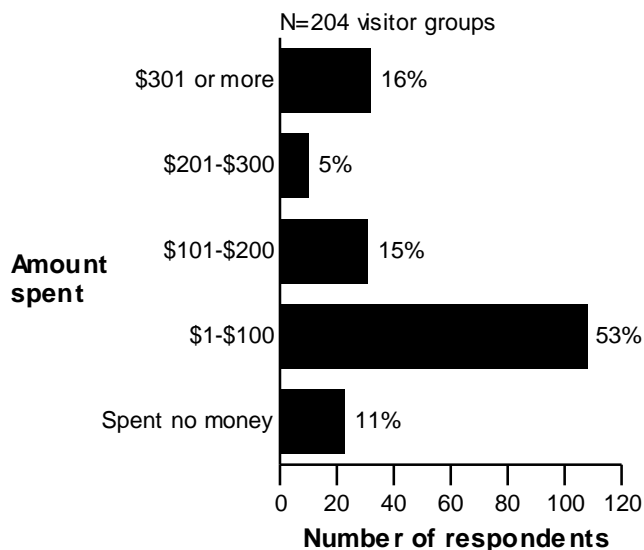


Figure 96: Total expenditures outside the park within a 1-hour drive of the park

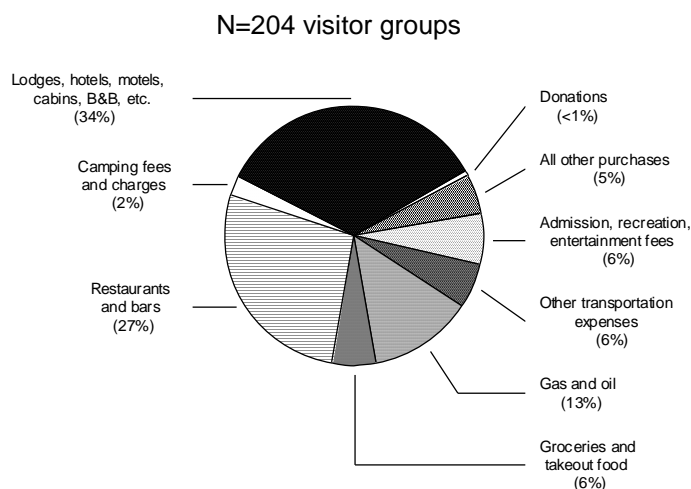


Figure 97: Proportions of total expenditures outside the park

*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.

- 66% of visitor groups spent no money on lodging outside the park (see Figure 98).
- 13% spent \$101-\$200.

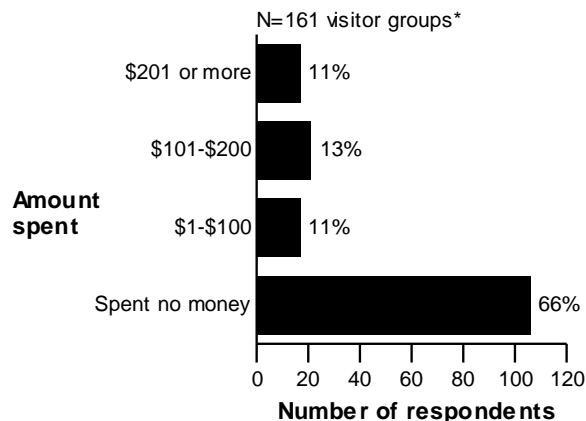


Figure 98: Expenditures for lodging outside the park

Camping fees and charges

- 94% of visitor groups spent no money on camping fees and charges outside the park (see Figure 99).
- 4% spent \$51 or more.

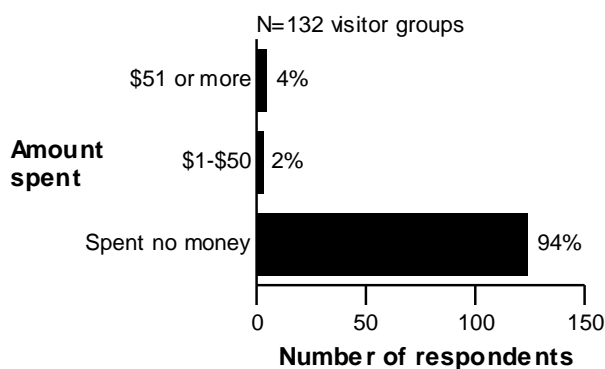


Figure 99: Expenditures for camping fees and charges outside the park

Restaurants and bars

- 43% of visitor groups spent \$1-\$50 at restaurants and bars outside the park (see Figure 100).
- 31% spent no money.

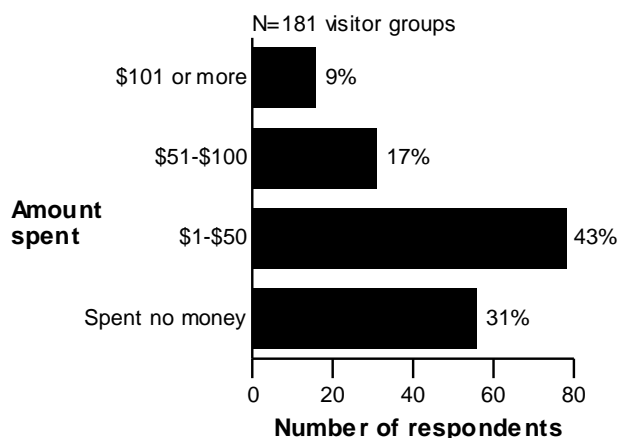


Figure 100: Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 70% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 101).
- 15% spent \$1-\$25.

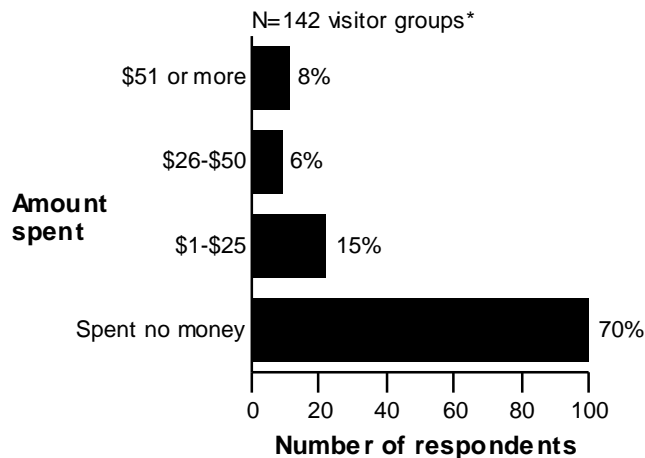


Figure 101: Expenditures for groceries and takeout food outside the park

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

- 37% of visitor groups spent \$1-\$25 on gas and oil outside the park (see Figure 102).
- 33% spent no money.

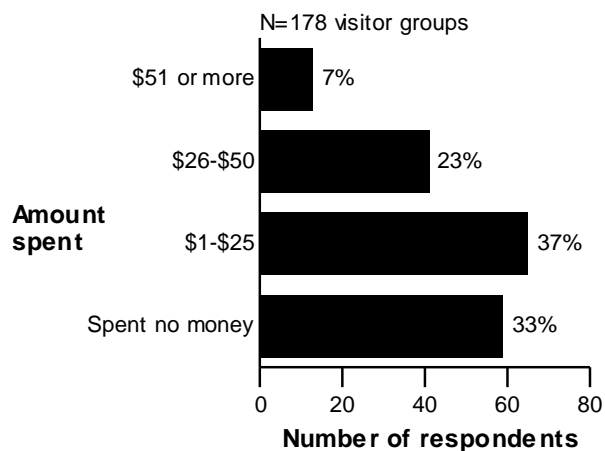


Figure 102: Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

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

Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)

- 94% of visitor groups spent no money on other transportation purchases outside the park (see Figure 103).
- 5% spent \$101 or more.

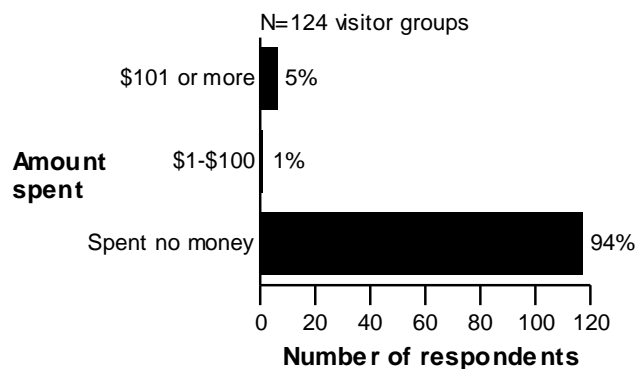


Figure 103: Expenditures for other transportation purchases outside the park

Admission, recreation, entertainment fees

- 59% of visitor groups spent no money on admission, recreation, entertainment fees outside the park (see Figure 104).
- 27% spent \$1-\$20.

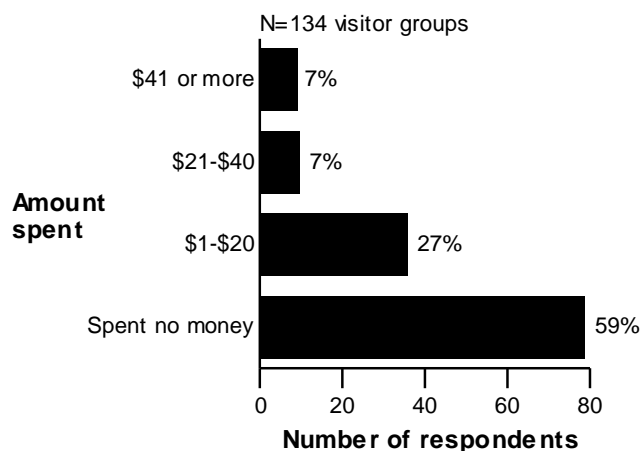


Figure 104: Expenditures for admission, recreation, entertainment fees outside the park

*total percentages do not equal 100 due to rounding

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

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

- 67% of visitor groups spent no money on all other purchases outside the park (see Figure 105).
- 16% spent \$1-\$20.

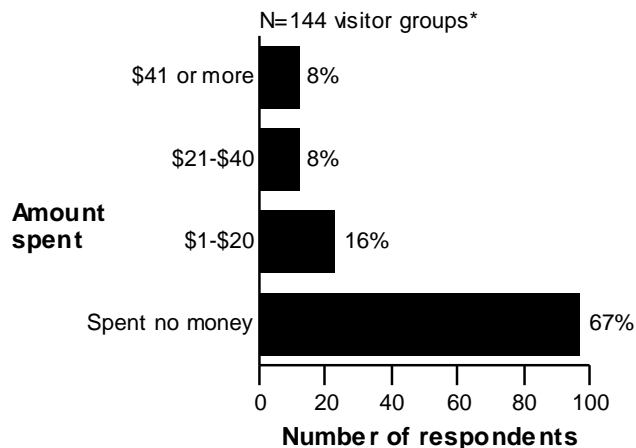


Figure 105: Expenditures for all other purchases outside the park

Donations

- 88% of visitor groups spent no money on donations outside the park (see Figure 106).
- 7% spent \$6 or more.

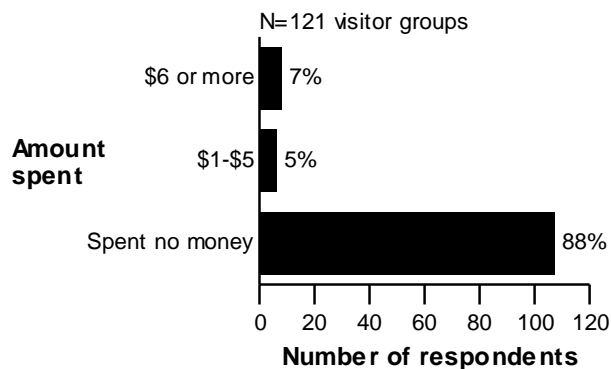


Figure 106: Expenditures for donations outside the park

*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 James A. Garfield NHS in the future, how would you and your personal group prefer to learn about cultural and natural history/features of James A. Garfield NHS?

Results

- 97% of visitor groups were interested in learning about cultural and natural history/features on future visits (see Figure 107).
- As shown in Figure 108, the most common preferred methods of learning about the park by visitor groups were:

65% Ranger-led interpretive programs
60% Indoor exhibits
59% Films, movies, slideshows

- “Other” methods (3%) were:

A book about the house and the exhibits
Better informed tour guides
Interaction with guides
More time to wander the house and take in the details
Postcards
Reenactments/living history demonstrations

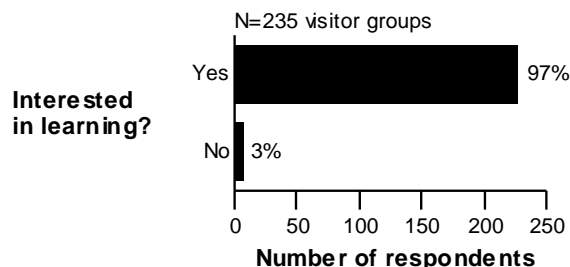


Figure 107: Visitor groups that were interested in learning on future visit

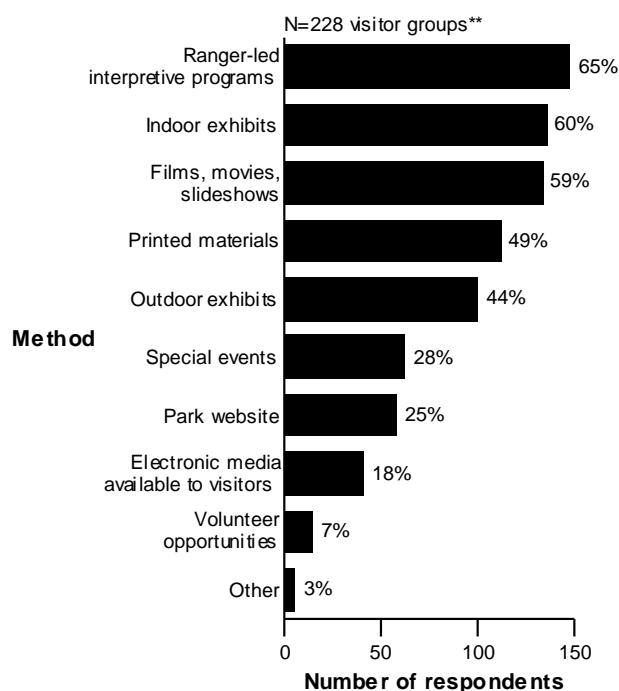


Figure 108: Preferred method to learn about park

*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 19**

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at James A. Garfield NHS during this visit?

Results

- 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 109).
- Less than 1% rated the quality as “very poor” or “poor.”

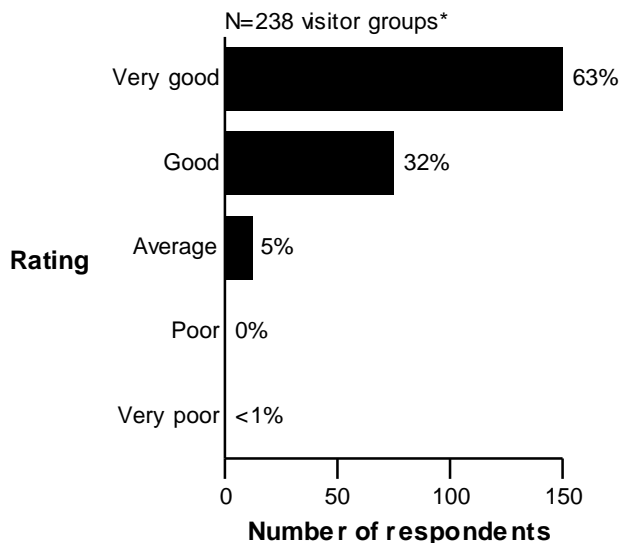


Figure 109: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comments

What visitors liked most

Question 27a

What did you and your personal group like most about your visit to James A. Garfield NHS?

Results

- 90% of visitor groups (N=216) responded to this question.
- Table 16 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 16: What visitors liked most

N=278 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Excellent tour guide	13
Knowledgeable staff	6
Friendly staff	3
Helpful staff	3
Rangers	3
Friendly people	2
INTERPRETIVE SERVICES	
Guided tour	101
New knowledge about Garfield	28
Exhibits	11
Film	11
Educational	3
Other comments	2
FACILITIES/MAINTENANCE	
House	17
Furnishings	14
Beautiful restoration of the house	7
Well-maintained	6
Grounds	6
Library	5
Architecture	2
Clean	2
Other comments	6
POLICIES/MANAGEMENT	
Fee-free weekend	2
Other comment	1

Table 16: What visitors liked most
(continued)

Comment	Number of times mentioned
GENERAL	
Historical aspects	18
Kid-friendly	2
Other comments	4

What visitors liked least

Question 27b

What did you and your personal group like least about your visit to James A. Garfield NHS?

Results

- 59% of visitor groups (N=141) responded to this question.
- Table 17 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 17: What visitors liked least

N=150 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers	3
INTERPRETIVE SERVICES	
Lack of items in bookstore	10
Film	6
Lack of information	6
Tour didn't include access to all rooms	5
Tour guide	4
Tour groups too large	3
Lack of outdoor exhibits	2
Outdoor exhibits	2
Visitor center	2
Other comments	14
FACILITIES/MAINTENANCE	
Restrooms	5
Lack of directional signs	4
Air conditioner too cold	2
Lack of seating areas	2
Other comments	5
POLICY/MANAGEMENT	
Limited access to some rooms/buildings	6
Limited hours of operation	6
Photos not allowed in exhibits	2
Other comments	4
GENERAL	
Nothing to dislike	37
Lack of time	11
Weather (too hot)	4
Weather (rain)	3
Having to leave/go home	2

Additional comments

Question 28

Is there anything else you and your personal group would like to tell us about your visit to James A. Garfield NHS?

Results

- 54% of visitor groups (N=129) responded to this question.
- Table 18 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 18: Additional comments

N=170 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly staff	9
Helpful staff	6
Other comments	2
INTERPRETIVE SERVICES	
Tour guide did a great job	12
Improve bookstore selection	4
Need postcards in bookstore	4
Need book on the site available for purchase	3
Educational	2
Improve the visitor center	2
Would have liked more information on tour	2
Other comments	21
FACILITIES/MAINTENANCE	
Well-maintained grounds	7
Well-maintained/restored house	4
Restore the kitchen	2
Other comments	4
POLICIES/MANAGEMENT	
Advertise to school groups	3
Other comments	11
GENERAL COMMENTS	
Enjoyed visit	33
Informative/interesting	9
Will return	8
Good job	6
A pleasant surprise	4
Thank you	3
Enjoyed the Old Village Market	2
Other comments	7

Appendix 1: Old Village Market Visitor Groups

Group and Visitor Characteristics

Visitor group size

Question 22b

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

Results

- 47% of visitors were in groups of two (see Figure 110).
- 35% were in groups of three or four.
- 9% were in groups of five or more.

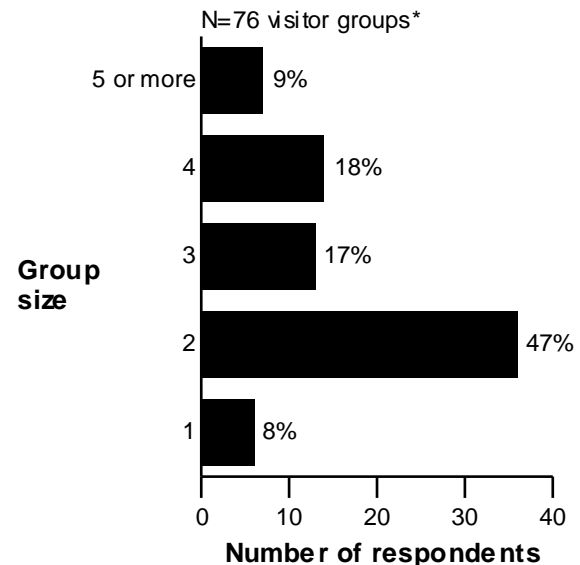


Figure 110: Visitor group size

Visitor group type

Question 22a

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

Results

- 64% of visitor groups were made up of family members (see Figure 111).
- 14% were with friends.
- 1% were in "other" types of groups, but did not specify what type of group.

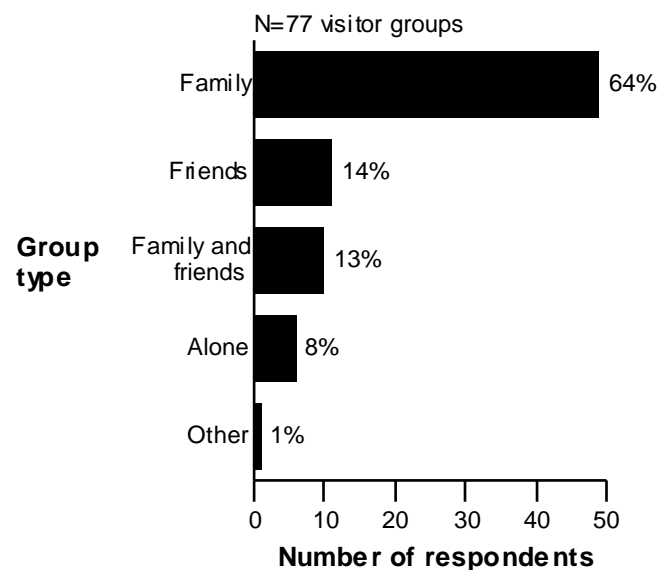


Figure 111: Visitor group type

*total percentages do not equal 100 due to rounding

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

Visitors with organized groups

Question 21a

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

Results

- No visitor groups were part of a commercial guided tour group (see Figure 112).

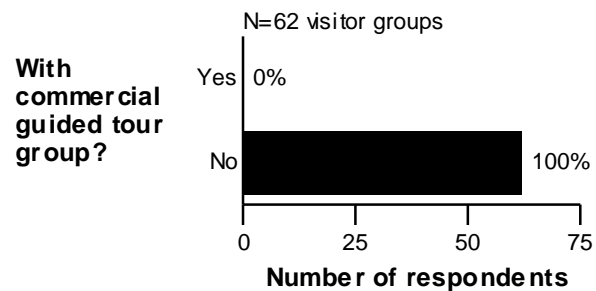


Figure 112: Visitors with a commercial guided tour group

Question 21b

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

Results

- No visitor groups were part of a school/educational group (see Figure 113).

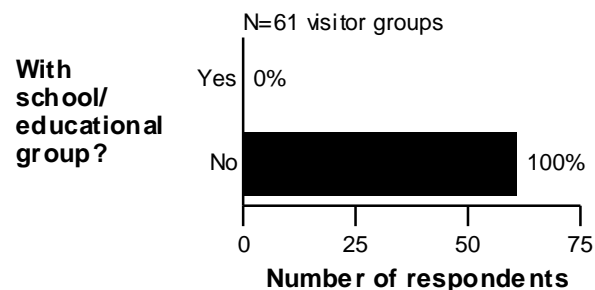


Figure 113: Visitors with a school/educational group

Question 21c

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

Results

- 5% of visitor groups were traveling with an "other" organized group (see Figure 114).

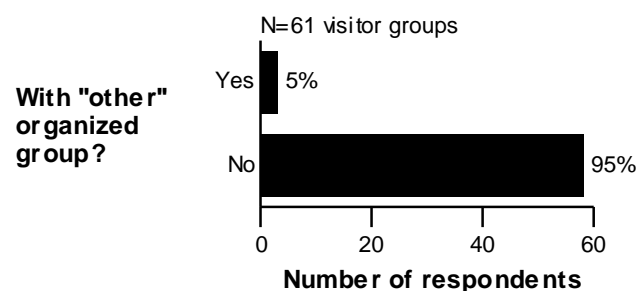


Figure 114: Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

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

Question 21d

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 115).

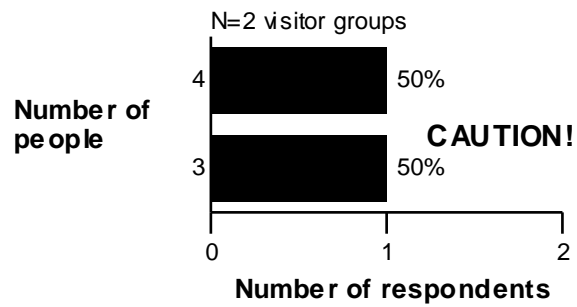


Figure 115: Organized group size

*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 24b

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

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

Results

- U.S. visitors were from six states and comprised 98% of total Old Village Market visitation to the park during the survey period.
- 92% of U.S. visitors came from Ohio (see Table 19 and Map 2).

Table 19: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=178 individuals	Percent of total visitors N=182 individuals
Ohio	163	92	90
Kentucky	5	3	3
New Jersey	4	2	2
Colorado	2	1	1
Missouri	2	1	1
Pennsylvania	2	1	1



Map 2: 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 24b

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

Table 20: International visitors by country of residence
CAUTION!

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 20).

Country	Number of visitors	Percent of international visitors N=4 individuals	Percent of total visitors N=182 individuals
United Kingdom	3	75	<1
France	1	25	<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 visits

Question 24c

For you and your personal group on this visit, how many times have you visited James A. Garfield NHS in your lifetime (including this visit)?

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

Results

- 46% of visitors were visiting the park for the first time (see Figure 116).
- 35% of visitors had visited three or more times.

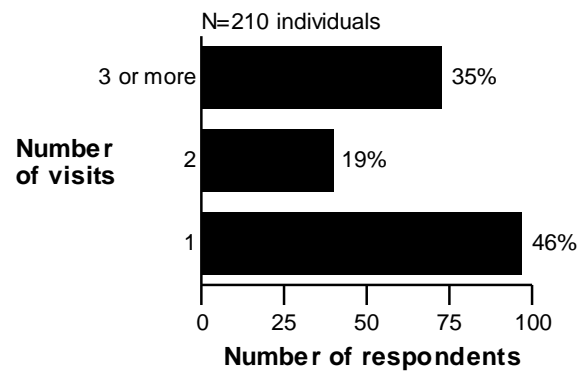


Figure 116: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 24a

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 80 years.
- 37% of visitors were in the 46-65 years age group (see Figure 117).
- 21% were 15 years or younger.
- 19% were 31-45 years old.
- 16% were 66 or older.

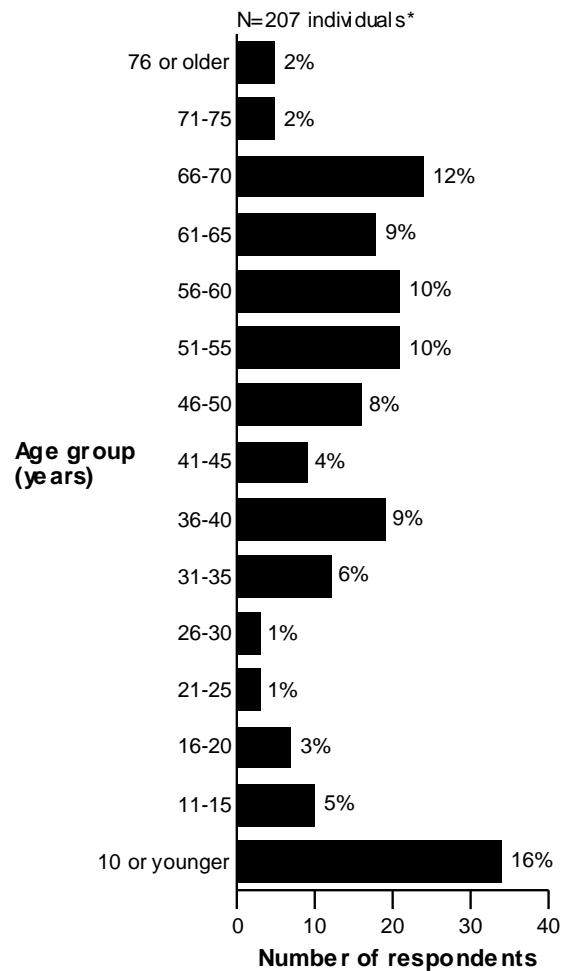


Figure 117: Visitor age

*total percentages do not equal 100 due to rounding

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

Visitor ethnicity

Question 25a

Are you or members of your group
Hispanic or Latino?

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

Results

- No visitors were Hispanic or Latino
(see Figure 118).

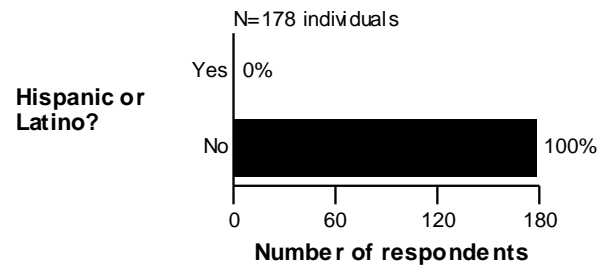


Figure 118: Visitors who were Hispanic or Latino

Visitor race

Question 25b

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

- All visitors were White (see
Figure 119).

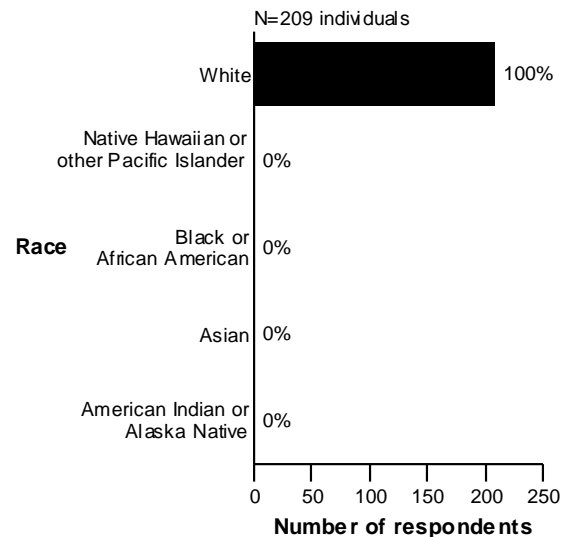


Figure 119: Visitor race

*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 23a

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

Results

- 13% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 120).

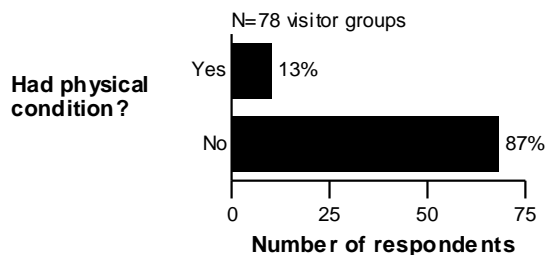


Figure 120: Visitor groups that had members with physical conditions

Question 23b

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

Results – Interpret with **CAUTION!**

- Two visitor groups commented on the services and activities that were difficult to access or participate in (see Table 21).

Table 21: Services/activities that were difficult to access/participate in

N=2 comments

CAUTION!

Service	Number of times mentioned
Stairs	1
Walking from parking lot to house	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 23c

Did the person(s) access or participate in the services/activities that were difficult?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 121).

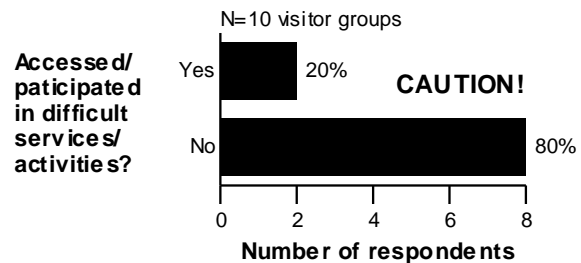


Figure 121: Visitor groups that accessed or participated in services/facilities that were difficult

Question 23d

Because of the physical condition, what specific problems did the person(s) have?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 122).

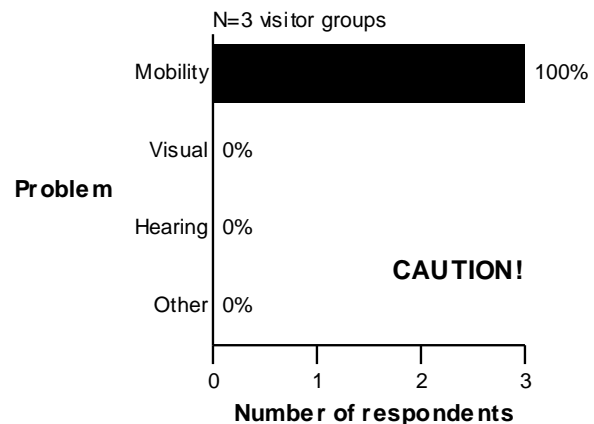


Figure 122: Specific problem due to physical condition

*total percentages do not equal 100 due to rounding

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

Respondents' level of education

Question 26

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

Results

- 29% of respondents had some college (see Figure 123).
- 28% had a bachelor's degree.

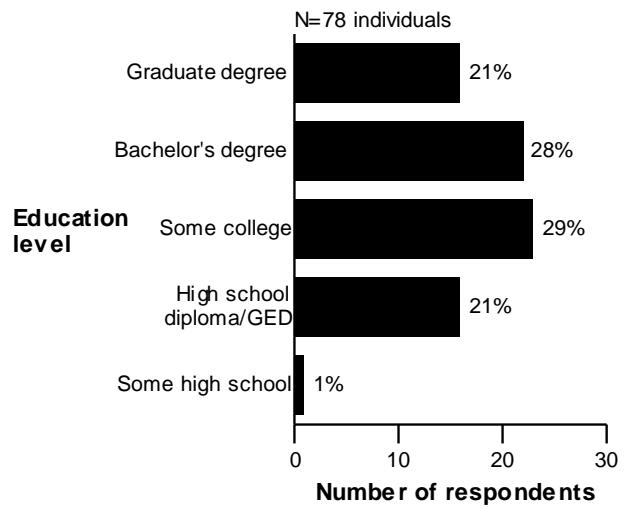


Figure 123: Respondents' level of education

*total percentages do not equal 100 due to rounding

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

Household income

Question 29a

Which category best represents your annual household income?

Results

- 20% of respondents had an annual income of \$50,000-\$74,999 (see Figure 124).
- 20% of respondents had an annual income of \$75,000-\$99,999.
- 16% of respondents had an annual income of \$100,000-\$149,999.

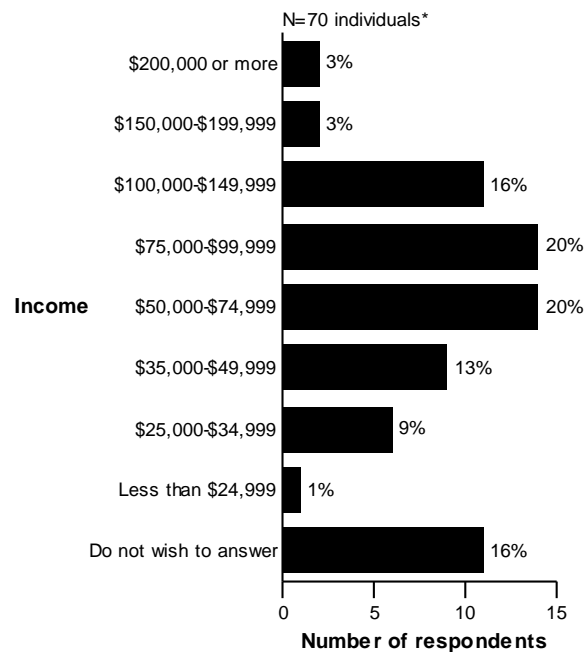


Figure 124: Annual household income

Household size

Question 29b

How many people are in your household?

Results

- 41% of respondents had two people in their household (see Figure 125).
- 23% had four people.

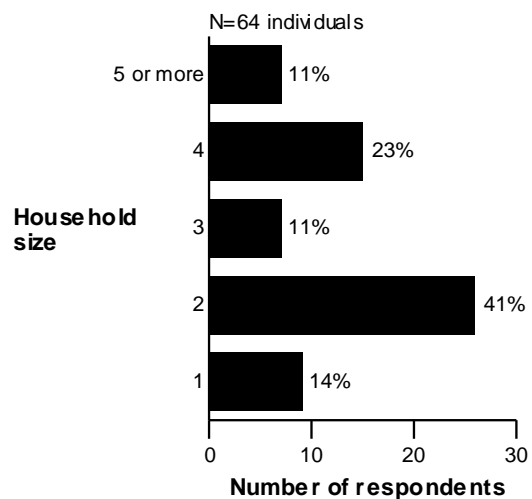


Figure 125: Number of people in household

*total percentages do not equal 100 due to rounding

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

Awareness of park

Question 3

Prior to this visit, were you and your personal group aware that James A. Garfield NHS is a unit of National Park System?

Results

- 62% of visitor groups were aware that James A. Garfield NHS is a unit of National Park System (see Figure 126).

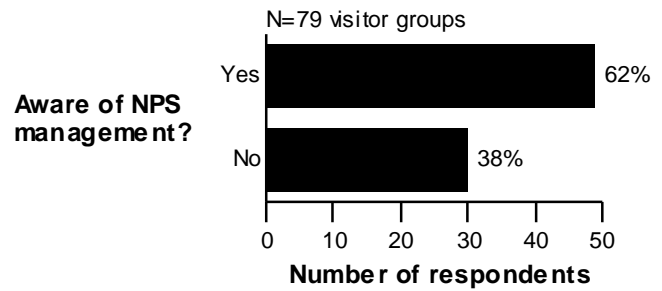


Figure 126: Visitor groups that were aware James A. Garfield NHS is a unit of National Park System

*total percentages do not equal 100 due to rounding

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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information about James A. Garfield National Historic Site (NHS)?

Results

- 78% of visitor groups obtained information about James A. Garfield NHS prior to their visit (see Figure 127).
- As shown in Figure 128, among those visitor groups who obtained information about James A. Garfield NHS prior to their visit, the most common sources were:

56% Previous visits
45% Newspaper/magazine articles
31% Friends/relatives/word of mouth

- “Other” sources (25%) were:

Community newsletter
Flags outside
Highway/road sign
Mentor's Old Village Market

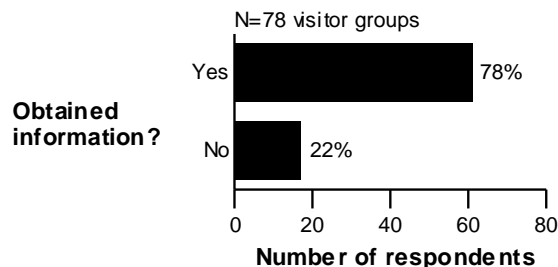


Figure 127: Visitor groups that obtained information about James A. Garfield NHS prior to visit

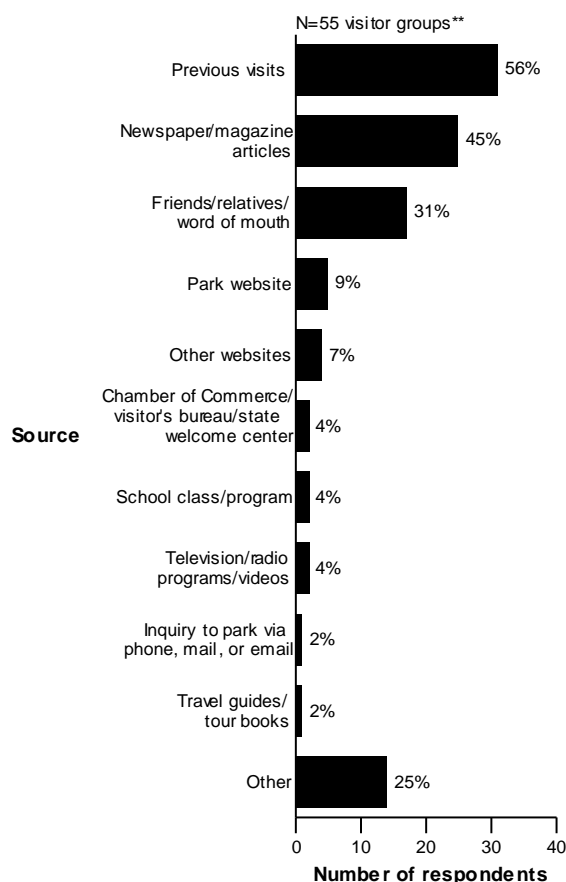


Figure 128: Sources of information used by visitor groups prior to visit

*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

- 95% of visitor groups received needed information prior to their visit (see Figure 129).

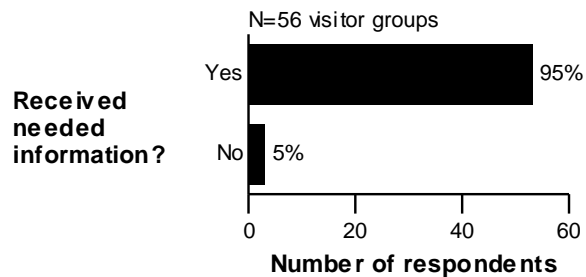


Figure 129: Visitor groups that received needed information prior to their visit

Question 1d

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

Results – Interpret with **CAUTION!**

- Two visitor groups listed information they needed, but did not receive (see Table 22).

Table 22: Needed information

N=2 comments;
CAUTION!

Type of information	Number of times mentioned
Layout of house and grounds	1
Times for house tours	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 James A. Garfield NHS in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 130, the most common source of information to use for a future visit were:

49% Park website
45% Newspaper/magazine articles

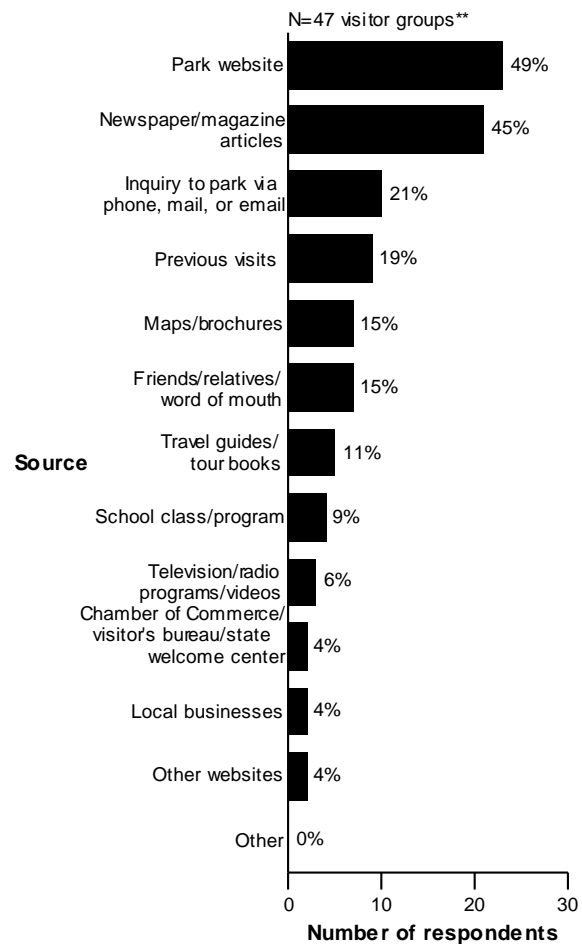


Figure 130: Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Park website

Question 2a

Overall, how would you rate the quality of information provided on the park website (www.nps.gov/jaga) for planning trips to James A. Garfield NHS?

Results

- 16% of visitor groups used the park website prior to their visit (see Figure 131).
- Interpret with **CAUTION!** Not enough visitor groups responded to provide reliable results (see Figure 132).

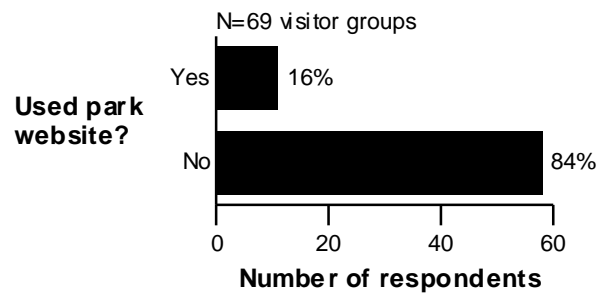


Figure 131: Visitor groups that used the park website

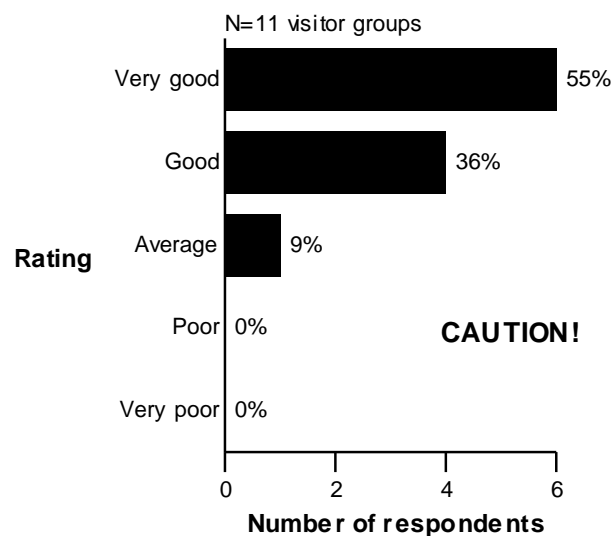


Figure 132: Visitor groups' rating of park website information quality

*total percentages do not equal 100 due to rounding

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

Question 2b

Did you find the information that you needed on the park website?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable results (see Figure 133).

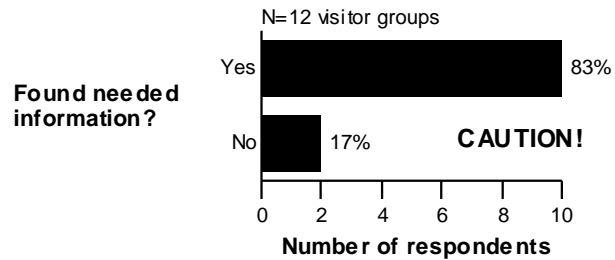


Figure 133: Visitor groups that found the information they needed on the park website

Question 2c

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

Results

- No visitor groups listed information they needed but was not available on the 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

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 Mentor, Ohio area (within a 1-hour drive of park)?

Results

- 70% of visitor groups were residents of the area (see Figure 134).
- Interpret with **CAUTION!** Not enough visitor groups responded to provide reliable results (see Figure 135).
- "Other" (65%) reasons for visiting the area were:

Attend Old Village Market
Purchase a senior pass

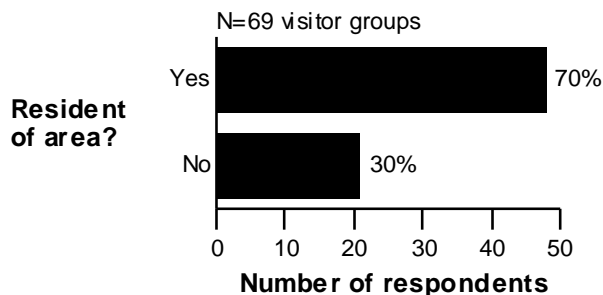


Figure 134: Visitor groups that were residents of the area (within a 1-hour drive) of James A. Garfield NHS

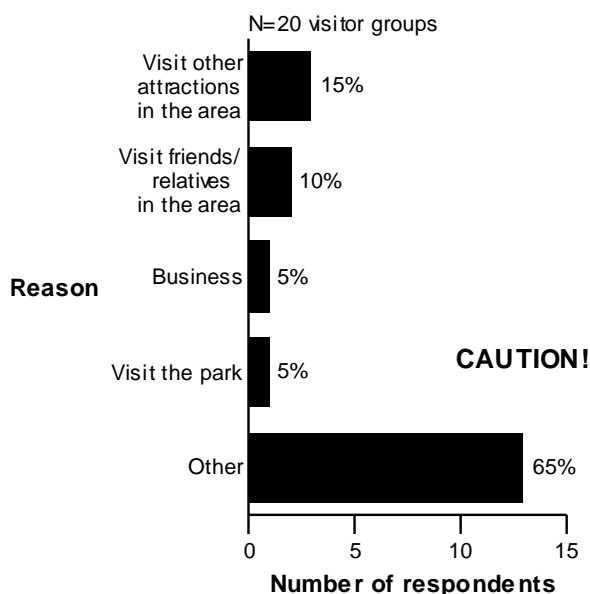


Figure 135: Primary reason for visiting the area (within a 1-hour drive) of James A. Garfield NHS

*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 James A. Garfield NHS?

Results

- As shown in Figure 136, the most common primary reasons for visiting the park were:

26% Visit historic sites
15% Show the park to friends/relatives

- “Other” reasons (69%) were:

Attend Old Village Market
Purchase senior pass
To hear Denny Carleton

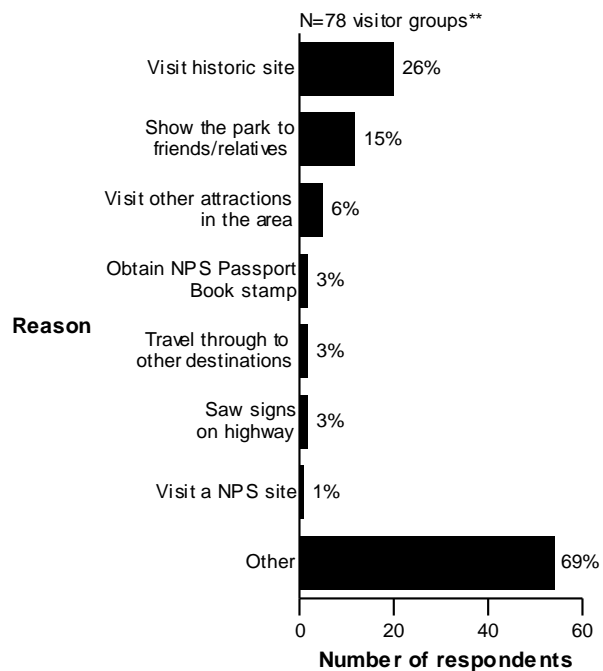


Figure 136: Reasons for visiting James A. Garfield NHS

*total percentages do not equal 100 due to rounding

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

Places stayed on night prior to visit

Question 8a

In what town/city did you and your personal group stay on the night before your arrival at James A. Garfield NHS? If you stayed at home please write the name of your hometown and state. (open-ended)

Results

- 84% of visitor groups (N=66) responded to this question.
- Table 23 shows the towns/cities in which visitor groups stayed on the night prior to visiting James A. Garfield NHS.

Table 23: Location of lodging on night prior to visit

N=66 comments

Location	Number of times mentioned
Mentor, OH	39
Painesville, OH	7
Willoughby, OH	3
Concord, OH	2
Eastlake, OH	2
Kirtland Hills, OH	2
Kirtland, OH	2
Willowick, OH	2
Other locations	7

Places stayed on night after visit

Question 8b

In what town/city did you and your personal group stay on the night after your departure from James A. Garfield NHS? If you stayed at home, please write the name of your hometown and state. (open-ended)

Results

- 80% of visitor groups (N=63) responded to this question.
- Table 24 shows the towns/cities in which visitor groups stayed on the night after leaving James A. Garfield NHS.

Table 24: Location of lodging on night after visit

N=63 comments

Location	Number of times mentioned
Mentor, OH	36
Painesville, OH	7
Willoughby, OH	3
Concord, OH	2
Eastlake, OH	2
Kirtland Hills, OH	2
Kirtland, OH	2
Willowick, OH	2

*total percentages do not equal 100 due to rounding

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

Other locations

7

*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 5

On this visit, were the signs directing you and your personal group to James A. Garfield NHS adequate?

Results

a. Interstate signs

- 14% of visitor groups found interstate signs adequate (see Figure 137).

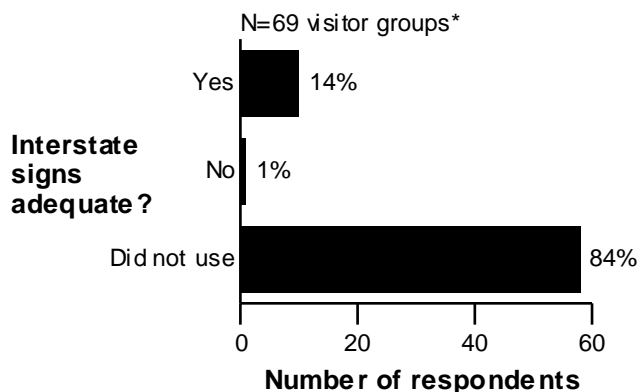


Figure 137: Visitor groups' opinions on adequacy of interstate signs

b. State highway signs

- 16% of visitor groups found state highway signs adequate (see Figure 138).

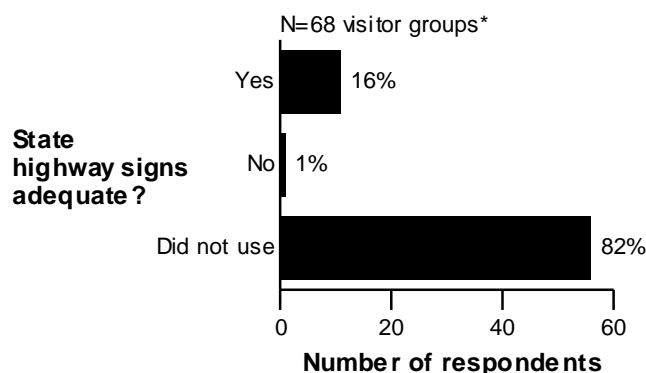


Figure 138: Visitor groups' opinions on adequacy of state highway signs

c. Signs in local communities

- 62% of visitor groups found signs in local communities adequate (see Figure 139).

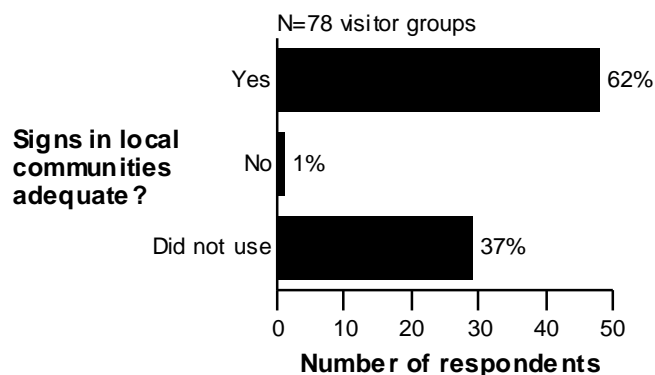


Figure 139: Visitor groups' opinions on adequacy of signs in local communities

*total percentages do not equal 100 due to rounding

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

Question 5d

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

Results – Interpret with **CAUTION!**

- Four visitor groups commented on problems with directional signs (Table 25).

Table 25: Comments on directional signs

N=4 comments

CAUTION!

Sign type	Comment	Number of times mentioned
Interstate signs	Did not see any signs	3
State highway signs	No comments provided	
Signs in local communities	Did not see any signs	1

Travel route used

Question 4

On this visit to James A. Garfield NHS, which routes did you and your personal group use to reach Mentor, Ohio?

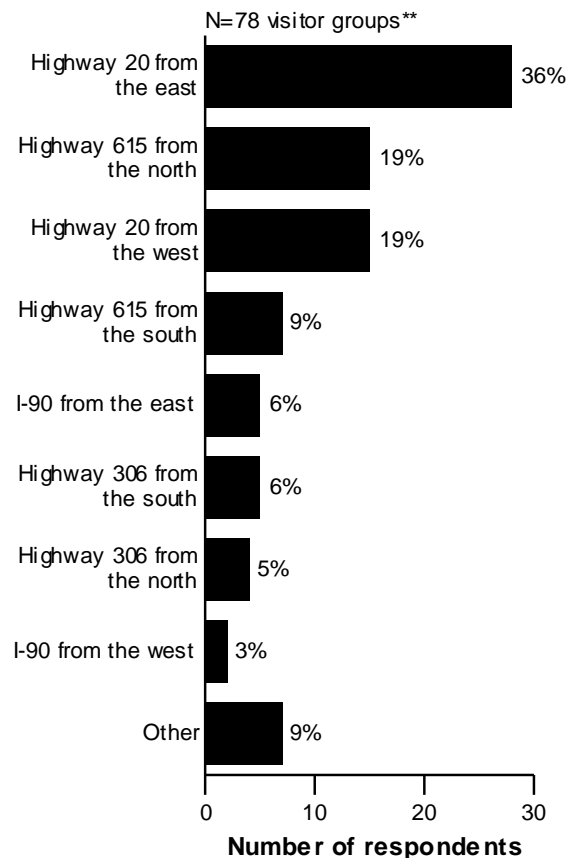
Results

- As shown in Figure 140, the most common routes used to reach Mentor, Ohio were:

36% Highway 20 from the east
 19% Highway 615 from the north
 19% Highway 20 from the west

- “Other” (9%) route was:

Garfield Road

Route to park**Figure 140: Travel routes used**

*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 22c

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

Results

- 82% of visitor groups used one vehicle to arrive at the park (see Figure 141).

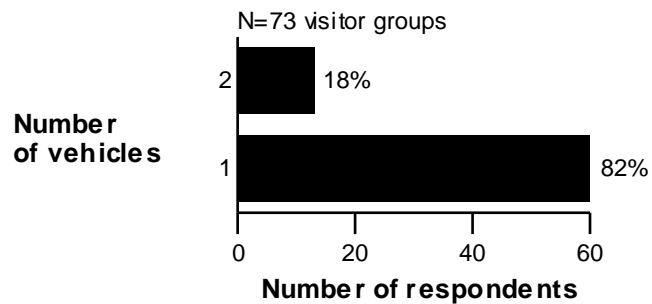


Figure 141: Number of vehicles used to arrive at the park

Number of park entries

Question 22d

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

Results

- 96% of visitor groups entered the park once (see Figure 142).

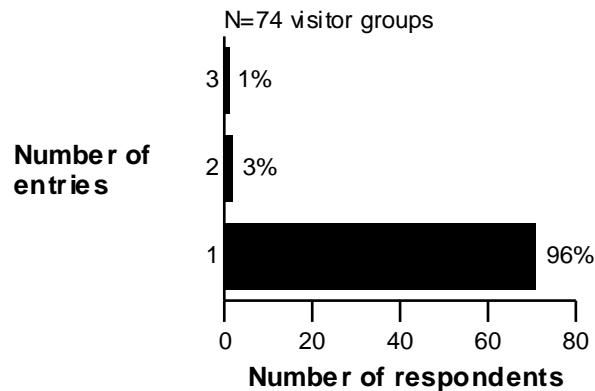


Figure 142: Number of park entries

*total percentages do not equal 100 due to rounding

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

Overnight stay

Question 9a

On this trip, did you and your personal group stay overnight away from your permanent residence in the Mentor, OH area (within a 1-hour drive of James A. Garfield NHS)?

Results

- 9% of visitor groups stayed overnight away from home within a 1-hour drive of the park (see Figure 143).

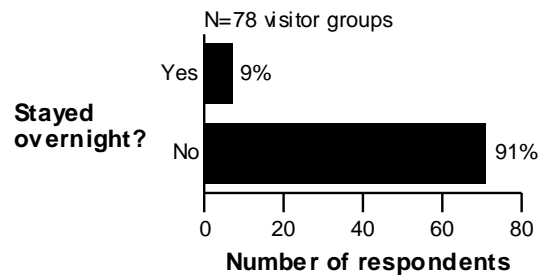


Figure 143: Visitor groups that stayed overnight within a 1-hour drive of the park

Question 9b

If YES, please list the number of nights you and your personal group stayed in the area within a 1-hour drive of James A. Garfield NHS.

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable results (see Figure 144).

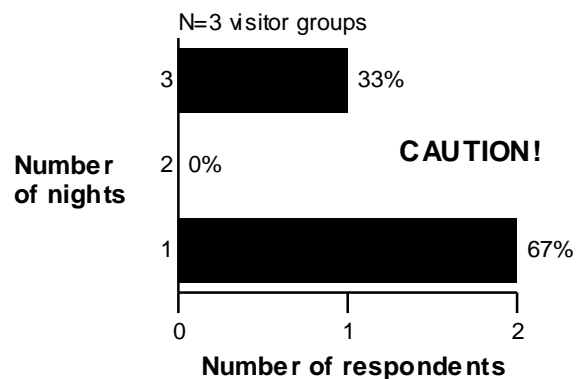


Figure 144: Number of nights spent within a 1-hour drive of the park

*total percentages do not equal 100 due to rounding

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

Type of lodging in the area outside the park

Question 9c

In which types of lodging did you and your personal group spend the night(s) within a 1-hour drive of James A. Garfield NHS?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable results (see Figure 145).

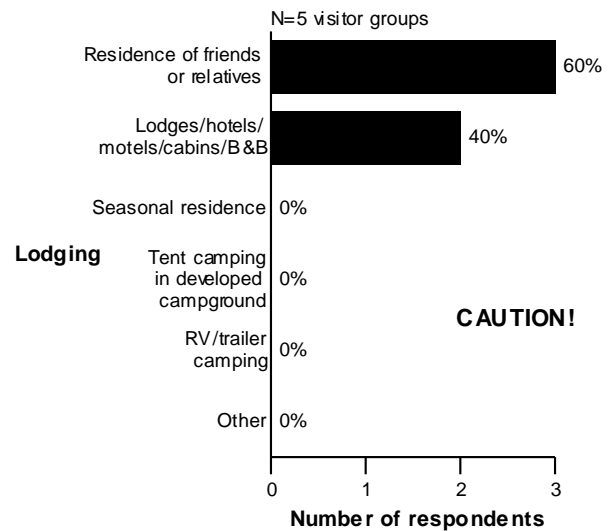


Figure 145: Type of lodging within a 1-hour drive of the park

*total percentages do not equal 100 due to rounding

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

Length of visit in the park

Question 10b

On this visit, how long in total did you and your personal group spend visiting James A. Garfield NHS only?

Results

- 44% of visitor groups spent one hour visiting the park (see Figure 146).
- 41% spent two hours.
- The average length of stay at the park was 1.5 hours.

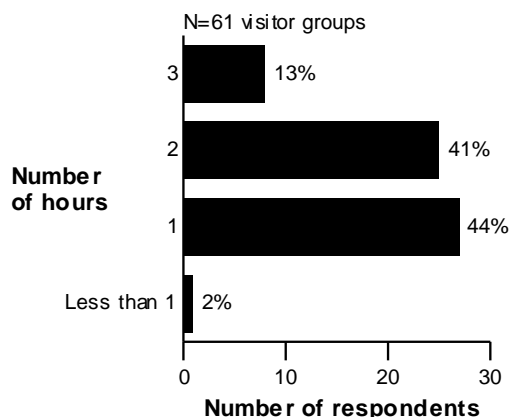


Figure 146: Number of hours visiting the park

Planned length of visit versus actual visit in the park

Question 11

Compared with what you had planned, how much time did you and your personal group spend visiting James A. Garfield NHS?

Results

- 70% of visitor groups didn't have a planned amount of time to visit the park (see Figure 147).
- 22% spent about the same time as planned.
- Interpret with **CAUTION!** Five visitor groups provided explanations for different length of visit than planned (see Table 26).

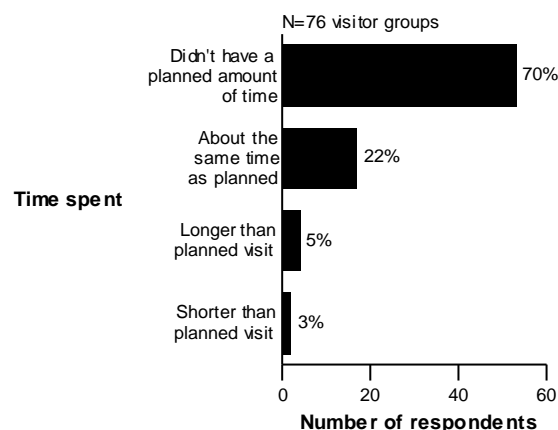


Figure 147: Time spent compared to time planned

Table 26: Explanations for different length of visit than planned

N=6 comments;
one visitor group made more than one comment.

CAUTION!

Comment	Number of times mentioned
Visit longer than planned (N=5)	
More to see than expected	3
Took the tour	1
Enjoyed visit	1
Visit was shorter than planned (N=1)	
Closed earlier than expected	1

*total percentages do not equal 100 due to rounding

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

Length of stay in the area

Question 10a

On this trip, how long in total did you and your personal group spend in the Mentor, Ohio area (within a 1-hour drive of James A. Garfield NHS)?

Results

Number of hours if less than 24

- 38% of visitor groups spent two hours in the area (see Figure 148).
- 25% spent one hour.
- The average length of stay for visitors who spent less than 24 hours in the area was 3.4 hours.

Number of days if 24 hours or more

- Interpret with **CAUTION!** Not enough visitor groups responded to this question to provide reliable results.
- Only two visitor groups indicated they spent more than 24 hours in the area. Both indicated they spent three days in the area.

Average length of stay

- The average length of stay for all visitors was 7.5 hours.

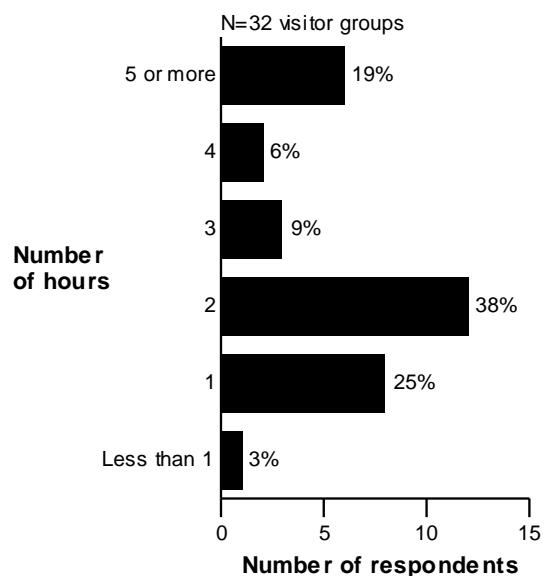


Figure 148: Number of hours in the area (within a 1-hour drive)

*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 in the area

Question 12

On this trip, which other places within a 1-hour drive of James A. Garfield NHS did you and your personal group visit?

Results

- 26% of visitor groups to James A. Garfield NHS visited other places within a 1-hour drive of the park (see Figure 149).
- Interpret with **CAUTION!** Not enough visitor groups responded to this question to provide reliable results (see Figure 150).
- “Other” sites (47%) visited were:

Great Lakes Mall
Heinen's grocery store
Rock and Roll Hall of Fame

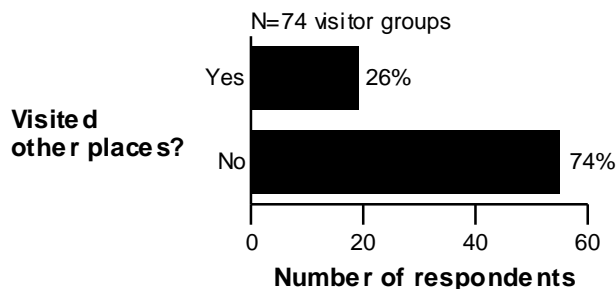


Figure 149: Visitor groups that visited other places in area

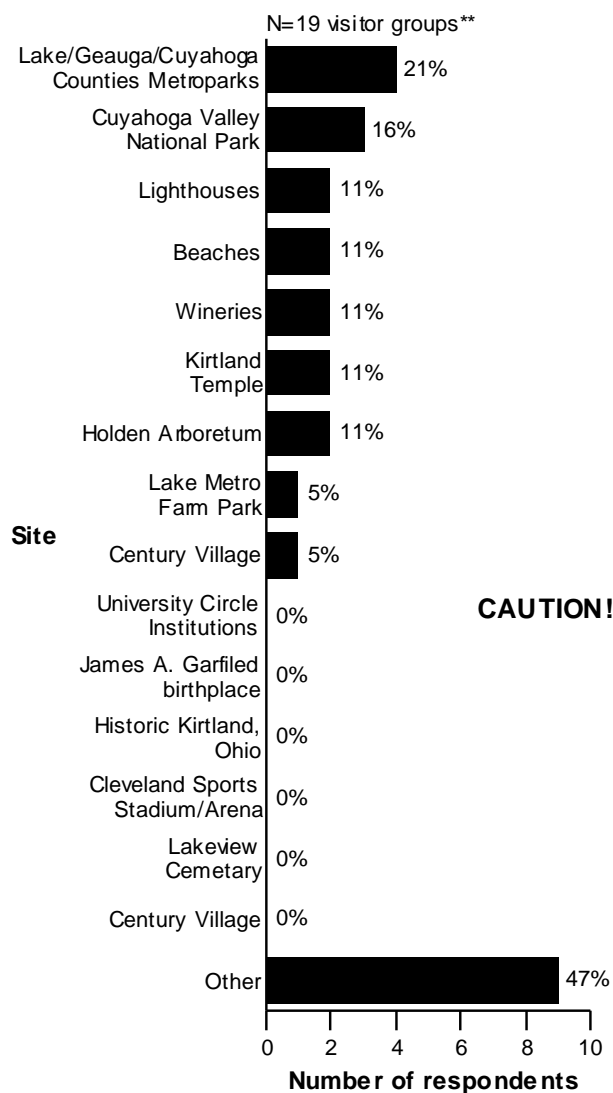


Figure 150: Sites visited in the area

*total percentages do not equal 100 due to rounding

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

Other presidential sites visited

Question 17a

Have you and your personal group visited other presidents' homes on this trip or past trips?

Results

- 27% of visitor groups to James A. Garfield NHS visited other presidents' homes (see Figure 151).

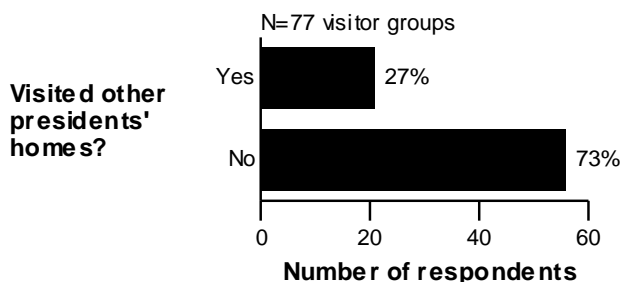


Figure 151: Visitor groups that visited other presidents' homes

Question 17b

If YES, which of the following have you and personal group visited?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable results (see Figure 152).

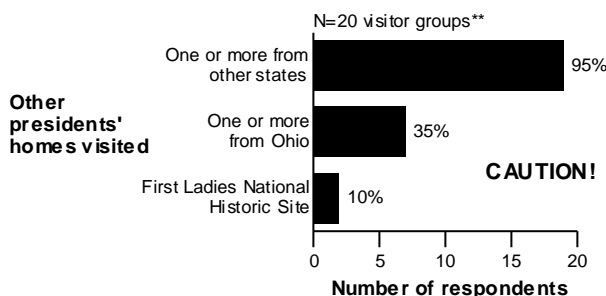


Figure 152: Other presidents' homes visited

Question 17c

Please compare the quality of your overall experience at James A. Garfield NHS with your experiences at other presidential sites (above) that you have visited. Which of the following statements best describes your comparison?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable results (see Figure 153).



Figure 153: Comparison of presidential home site quality

*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

Please comment about the quality of your overall experience at James A. Garfield NHS.

Results – Interpret with **CAUTION!**

- Five visitor groups responded to this question.
- Table 27 shows visitor groups' comments about the quality of their overall experience at James A. Garfield NHS.

Table 27: Comments about the overall quality of experience

N=6 comments;

one visitor group made more than one comment.

Comment	Number of times mentioned
Almost as good as Andrew Jackson's home	1
Garfield has worst bookstore of all NPS sites	1
Original furnishings/artifacts	1
Outbuildings and windmill were great	1
Rangers were informative	1
Staff was great/knowledgeable	1

Activities

Question 13a

On this visit, in which activities did you and your personal group participate within James A. Garfield NHS?

Results

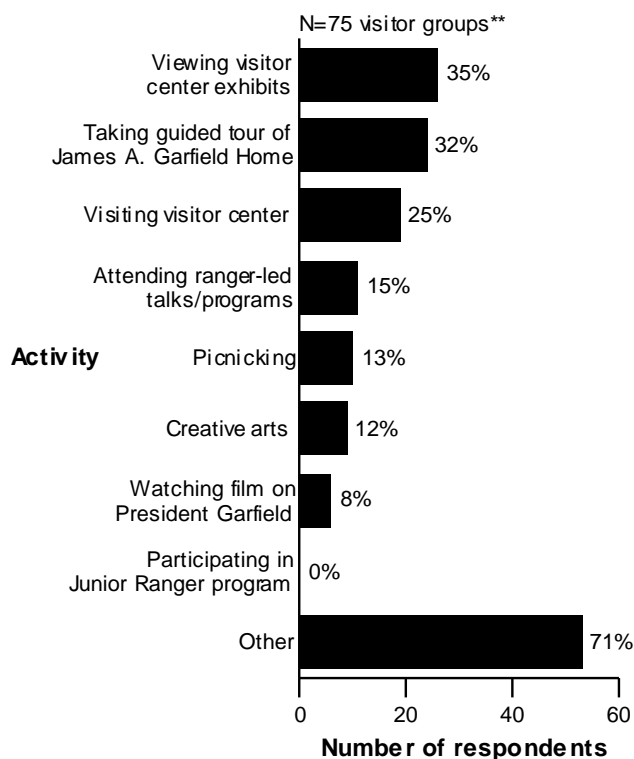
- As shown in Figure 154, the most common activities in which visitor groups participated were:

71% "Other" activities

35% Viewing visitor center exhibits

32% Taking guided tour of James A. Garfield home

- All "other" activities (71%) were attending the Old Village Market.

**Figure 154: Activities**

*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 you and your personal group visited James A. Garfield NHS on this visit?

Results

- As shown in Figure 155, the most common primary activity was “other” (78%).
- All “other” activities (78%) were attending the Old Village Market.

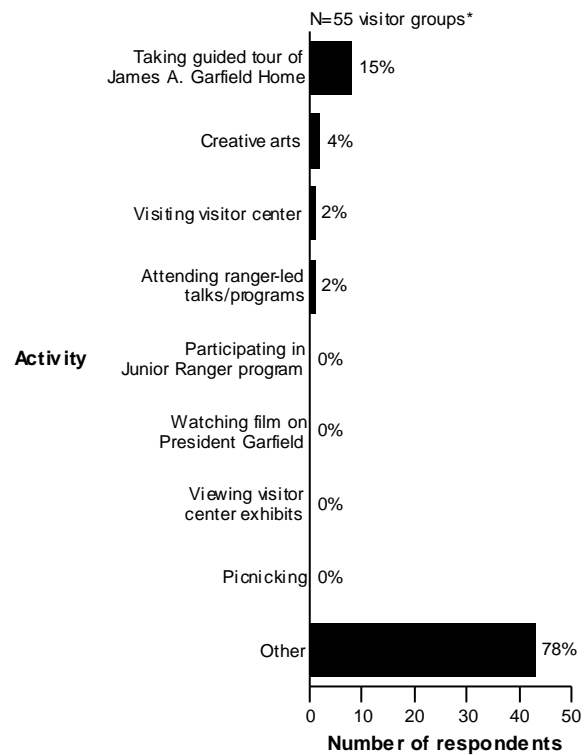


Figure 155: Primary activity

*total percentages do not equal 100 due to rounding

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

Tour preferences

Question 14

If you took the ranger-led or volunteer-led tour of the James A. Garfield home on this visit, please indicate one response for each of the following aspects of the tour.

Results

- 35% of visitor groups took the tour of the James A. Garfield home (see Figure 156).

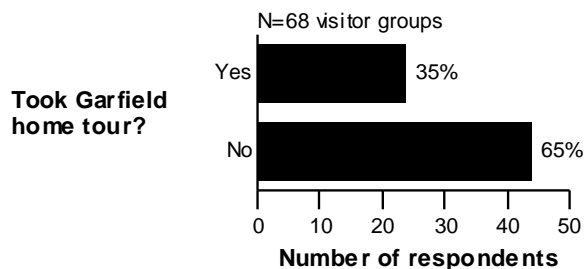


Figure 156: Visitor groups that took the home tour

a. Tour length

- Interpret with **CAUTION!** Not enough visitor groups responded to provide reliable results (see Figure 157).

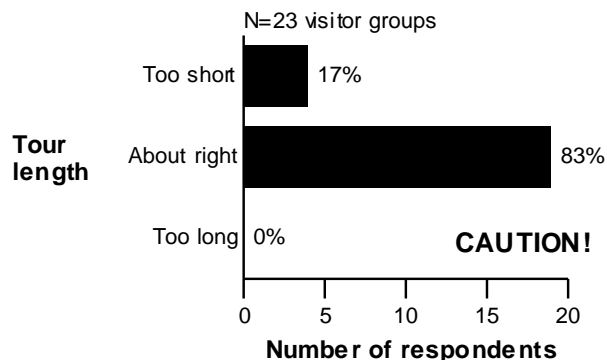


Figure 157: Tour length

b. Taking tour at desired time

- Interpret with **CAUTION!** Not enough visitor groups responded to provide reliable results (see Figure 158).

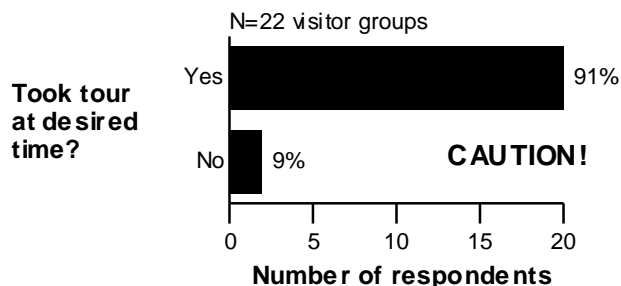


Figure 158: Visitor groups that were able to take tour at desired time

*total percentages do not equal 100 due to rounding

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

c. Ability to see interior of rooms due to tour size

- Interpret with **CAUTION!** Not enough visitor groups responded to provide reliable results (see Figure 159).

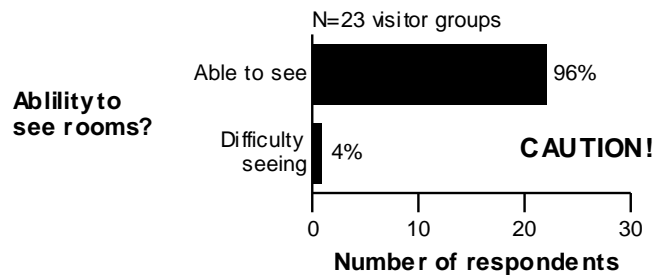


Figure 159: Visitor groups that were able to see interior of rooms

d. Topics discussed on tour

- Interpret with **CAUTION!** Not enough visitor groups responded to provide reliable results (see Figure 160).

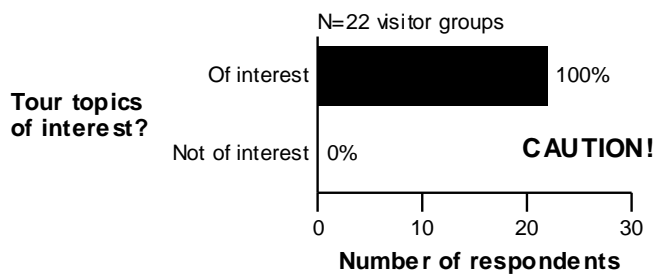


Figure 160: Visitor groups that found the topics discussed interesting

Question 14e

On the tour, did you learn something about James A. Garfield that is relevant or meaningful to your life today?

Results

- Interpret with **CAUTION!** Not enough visitor groups responded to provide reliable results (see Figure 161).

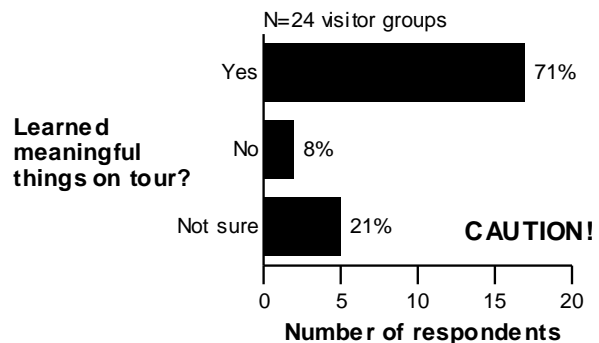


Figure 161: Visitor groups that learned something relevant or meaningful to their life

*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, importance, and quality

Question 18a

Please indicate all the visitor services and facilities that you or your personal group used at James A. Garfield NHS during this visit.

Results

- As shown in Figure 162, the most commonly used information services and facilities were:
 - 43% Outdoor exhibits
 - 40% Assistance from park staff
 - 38% Visitor center
- The least used services/facilities were:
 - 3% Access for people with disabilities
 - 0% Junior Ranger program
- Not enough visitor groups rated the importance of visitor services and facilities to provide reliable results.
- Not enough visitor groups rated the quality of visitor services and facilities to provide reliable results.

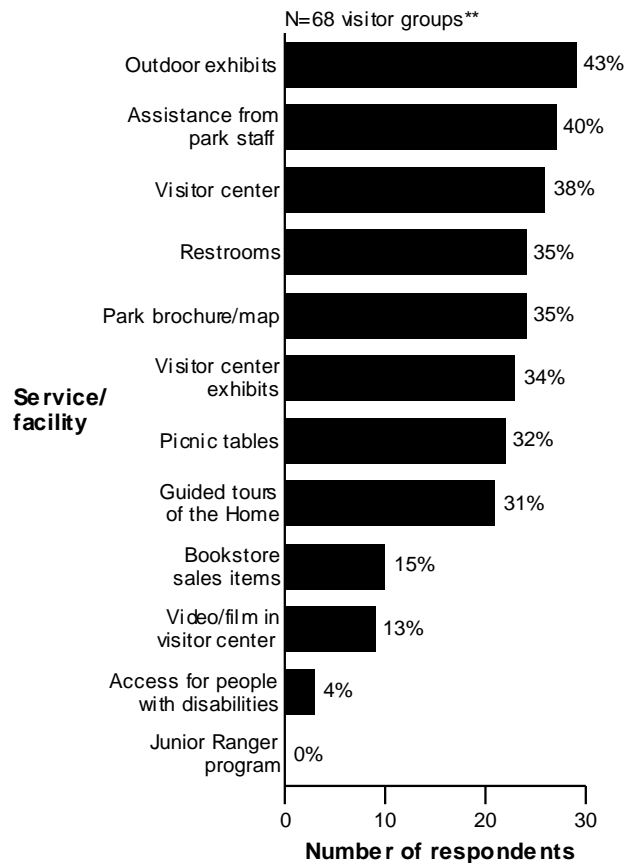


Figure 162: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

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

Quality of personal interaction with a park ranger

Question 16a

During this visit to James A. Garfield NHS, did you and your personal group have any personal interaction with a park ranger other than on the Home tour?

Results

- 53% of visitor groups had a personal interaction with a park ranger (see Figure 163).

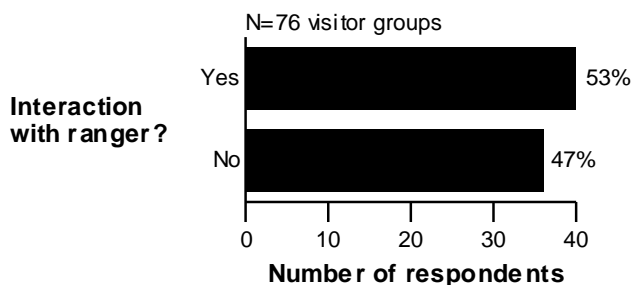


Figure 163: Visitor groups that had personal interactions with park rangers other than on Home tour

Question 16b

If YES, please rate the quality of your interaction with the park ranger.

Results

- Visitor groups rated park rangers as “very good” or “good” as follows (see Figure 164).

93% Courteousness

92% Helpfulness

92% Quality of information provided

- Figures 165 to 167 show the quality ratings for each interaction.

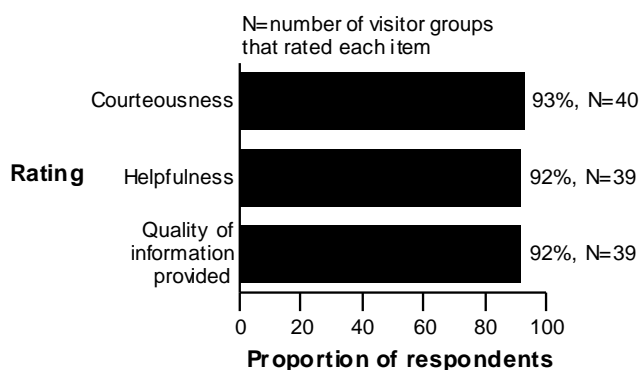


Figure 164: Combined proportions of “very good” and “good” quality ratings of interactions with park rangers

*total percentages do not equal 100 due to rounding

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

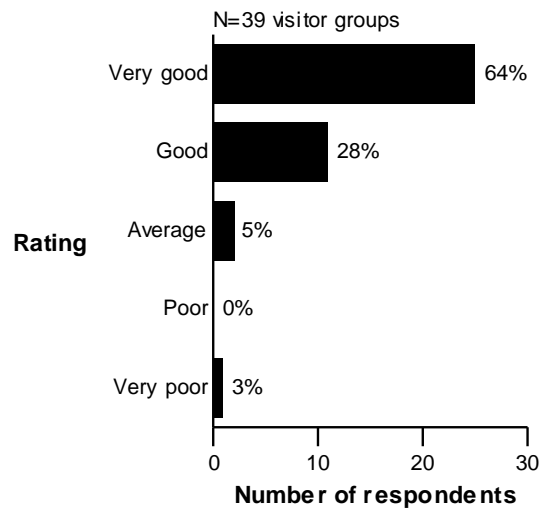


Figure 165: Quality of interaction: Helpfulness

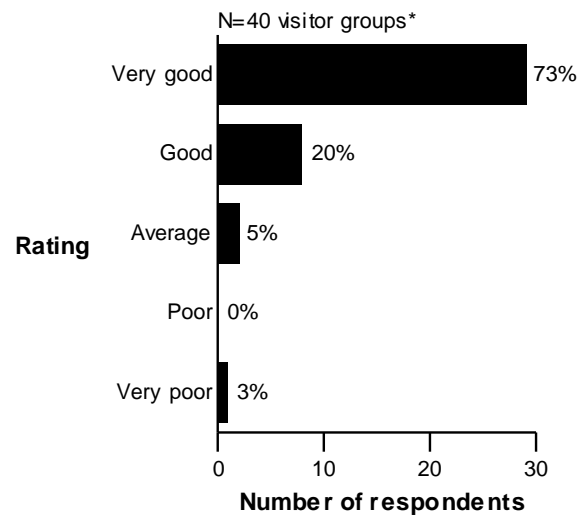


Figure 166: Quality of interaction: Courteousness

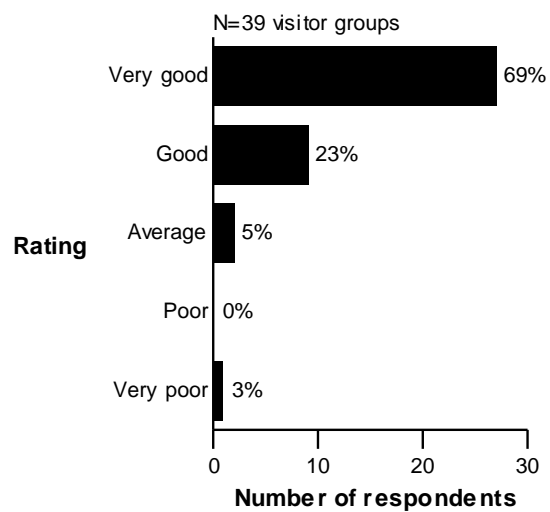


Figure 167: Quality of interaction: Quality of information provided

*total percentages do not equal 100 due to rounding

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

Expenditures

Total expenditures inside and outside the park

Question 20

For you and your personal group, please estimate all expenditures for the items listed below for this visit to James A. Garfield NHS and the surrounding area (within a 1-hour drive of the park).

Results

- 49% of visitor groups spent \$1-\$25 (see Figure 168).
- 18% spent \$51 or more.
- 16% spent \$26-\$50.
- The average visitor group expenditure was \$31.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$20.
- Average total expenditure per person (per capita) was \$13.
- As shown in Figure 169, the largest proportions of total expenditures inside and outside the park were:
 - 32% All other purchases
 - 29% Restaurants and bars
 - 27% Groceries and takeout food
- There were no expenditures outside the park reported for:
 - Lodges, hotels, motels, cabins, B&B, etc.
 - Camping fees and charges
 - Other transportation expenses

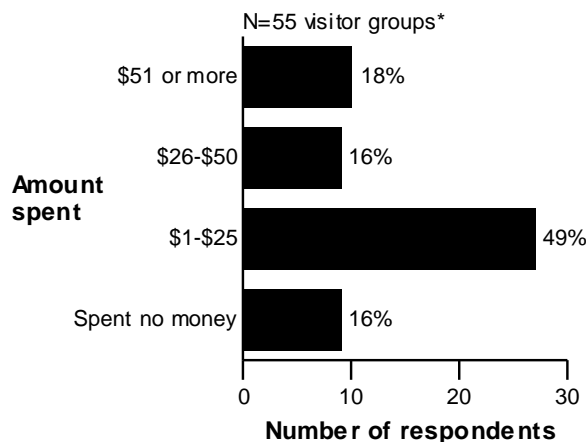


Figure 168: Total expenditures inside and outside the park

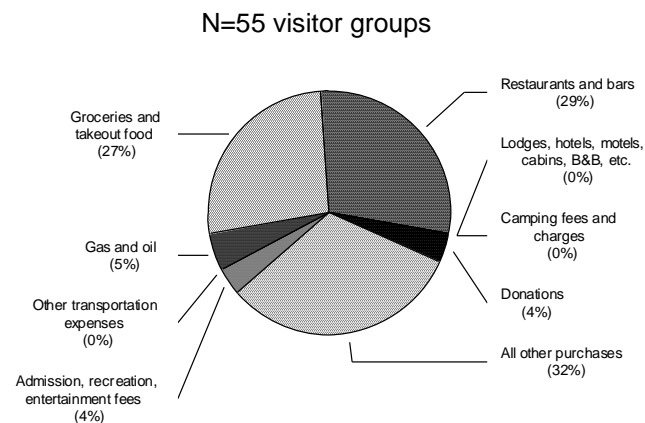


Figure 169: Proportions of total expenditures inside and outside the park

*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 20c

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

Results

- 73% of visitor groups had two adults covered by expenditures (see Figure 170).
- 20% had one adult.

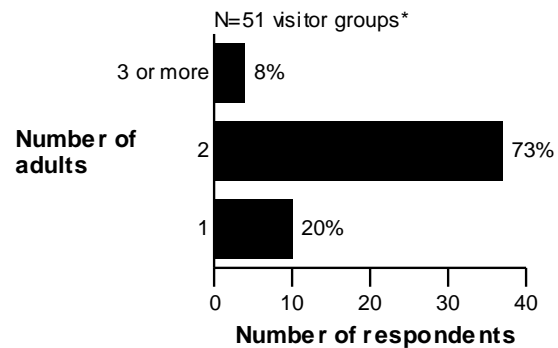


Figure 170: Number of adults covered by expenditures

Number of children covered by expenditures

Question 20c

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

Results

- 58% of visitor groups had no children covered by expenditures (see Figure 171).
- 34% had one or two children.

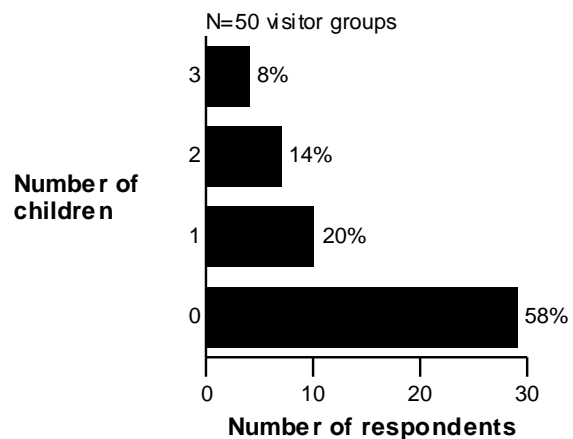


Figure 171: Number of children covered by expenditures

*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 20a

Please list your group's total expenditures inside James A. Garfield NHS.

Results

- 54% of visitor groups spent \$1-\$25 inside the park (see Figure 172).
- 31% spent no money.
- The average visitor group expenditure inside the park was \$15.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$15.
- Average total expenditure per person (per capita) was \$10.
- As shown in Figure 173, the largest proportions of total expenditures inside the park were:
 - 54% All other purchases
 - 34% Admission, recreation, entertainment fees

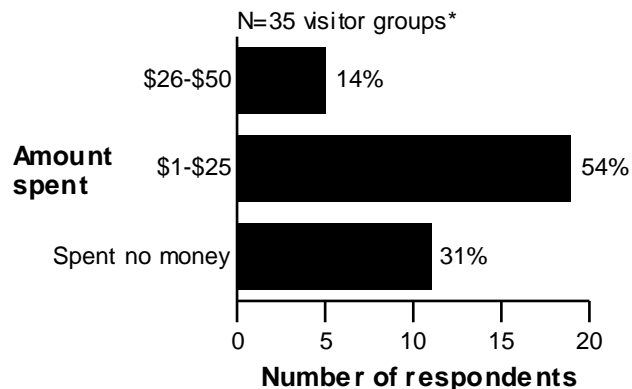


Figure 172: Total expenditures inside the park

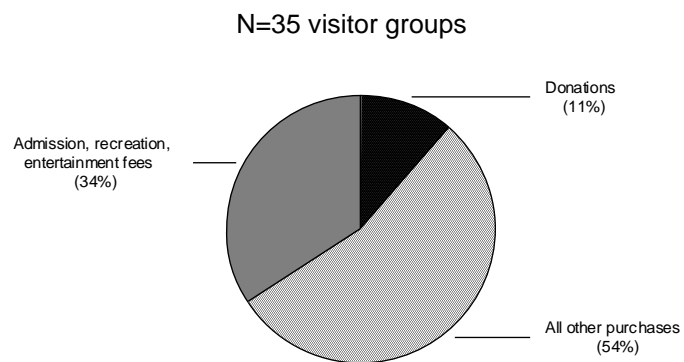


Figure 173: Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, entertainment fees

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 174).

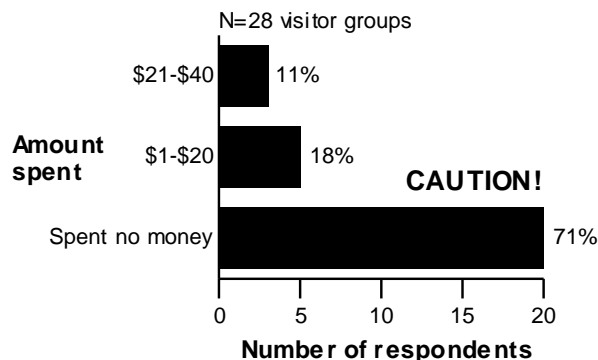


Figure 174: Expenditures for admission, recreation, entertainment fees inside the park

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

- 47% of visitor groups spent \$1-\$25 on other purchases inside the park (see Figure 175).
- 47% spent no money.

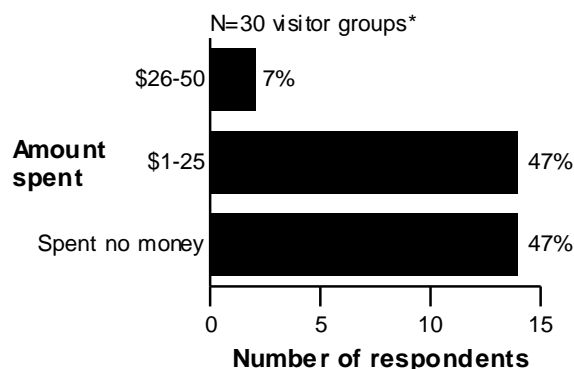


Figure 175: Expenditures for all other purchases inside the park

Donations

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 176).

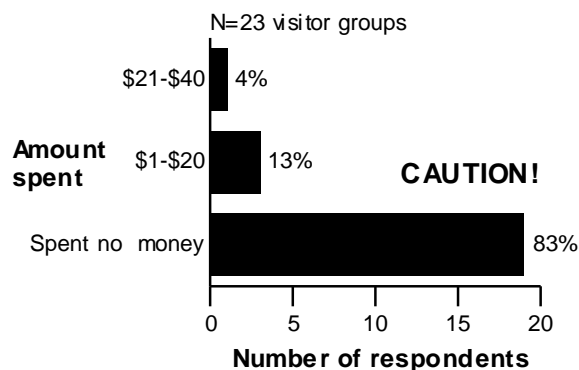


Figure 176: Expenditures for donations inside the park

*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 20b

Please list your group's total expenditures in the surrounding area outside the park (within a 1-hour drive of the park).

Results

- 40% of visitor groups spent no money (see Figure 177).
- 32% spent between \$1- \$25.
- 28% spent \$26 or more.
- The average visitor group expenditure outside the park was \$24.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$10.
- Average total expenditure per person (per capita) was \$17.
- As shown in Figure 178, the largest proportions of total expenditures outside the park were:

37% Restaurants and bars
34% Groceries and takeout food
18% All other purchases

- There were no expenditures outside the park reported for:

Lodges, hotels, motels, cabins, B&B, etc.
Camping fees and charges
Other transportation expenses
Donations

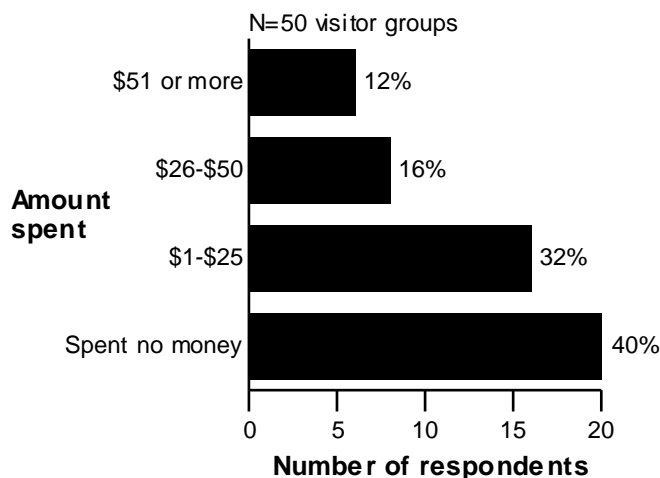


Figure 177: Total expenditures outside the park within a 1-hour drive of the park

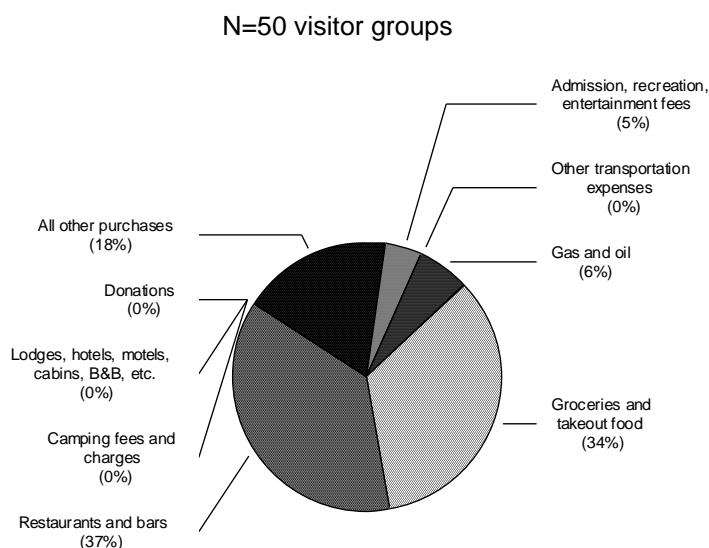


Figure 178: Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Restaurants and bars

- 71% of visitor groups spent no money on restaurants and bars outside the park (see Figure 179).
- 21% spent \$1-\$50.

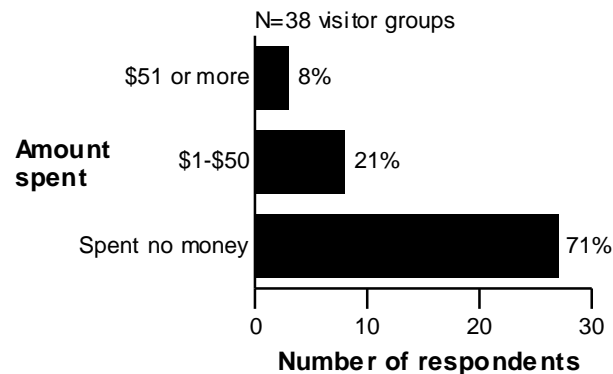


Figure 179: Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 68% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 180).
- 22% spent \$1-\$25.

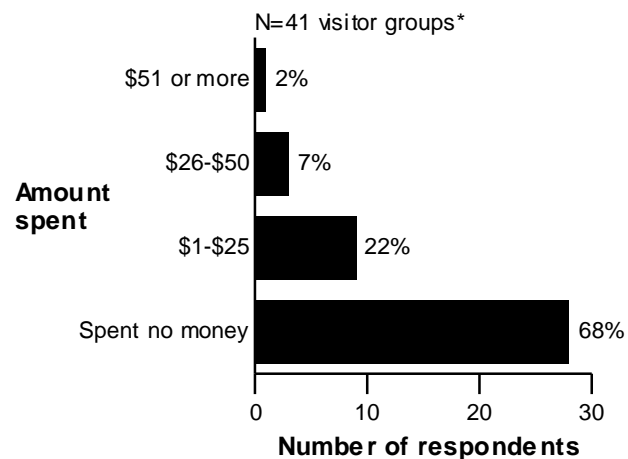


Figure 180: Expenditures for groceries and takeout food outside the park

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

- 84% of visitor groups did not spend any money on gas and oil outside the park (see Figure 181).
- 11% spent \$1-\$20.

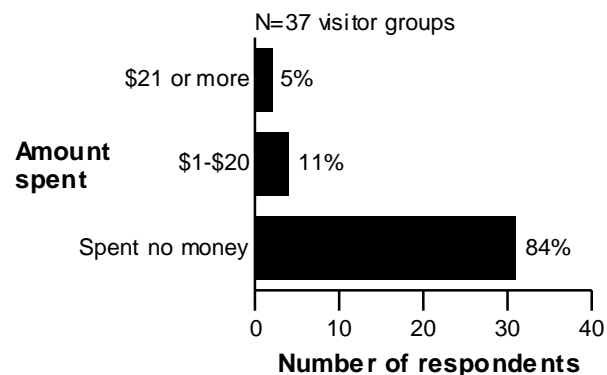


Figure 181: Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, entertainment fees

- 92% of visitor groups spent no money on admission, recreation, entertainment fees outside the park (see Figure 182).

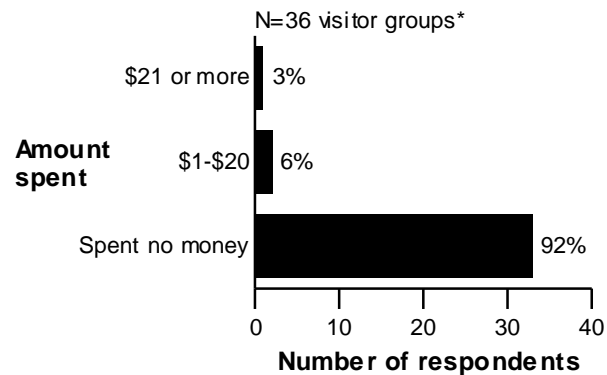


Figure 182: Expenditures for admission, recreation, entertainment fees outside the park

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

- 76% of visitor groups spent no money on all other purchases outside the park (see Figure 183).
- 16% spent \$1-\$20.

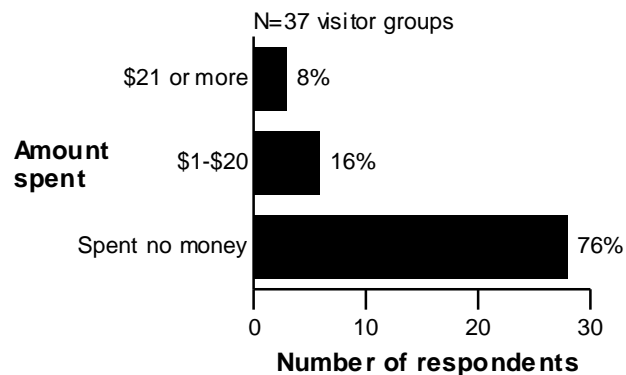


Figure 183: Expenditures for all other purchases outside the park

*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 James A. Garfield NHS in the future, how would you and your personal group prefer to learn about cultural and natural history/features of James A. Garfield NHS?

Results

- 95% of visitor groups were interested in learning about cultural and natural history/features on future visits (see Figure 184).
- As shown in Figure 185, the most common preferred methods of learning about the park by visitor groups were:
 - 56% Special events
 - 52% Indoor exhibits
 - 51% Outdoor exhibits
- “Other” method (3%) was:
 - Reenactments/living history demonstrations

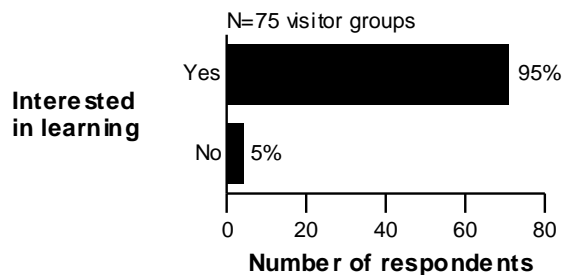


Figure 184: Visitor groups that were interested in learning on future visit

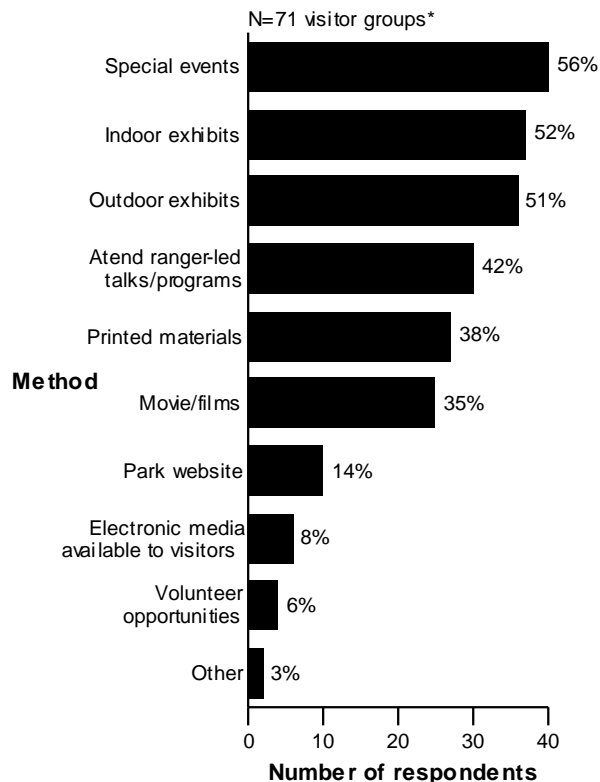


Figure 185: Preferred method to learn about park

*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 19

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at James A. Garfield NHS during this visit?

Results

- 92% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 186).
- 1% rated the quality as “very poor” or “poor.”

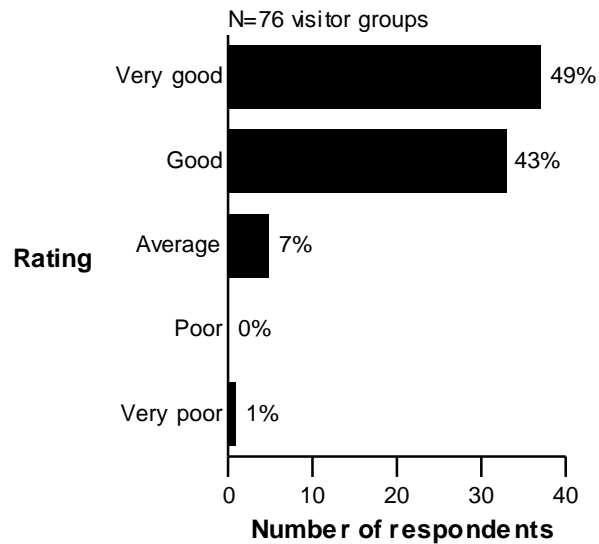


Figure 186: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comments

What visitors liked most

Question 27a

What did you and your personal group like most about your visit to James A. Garfield NHS?

Results

- 84% of visitor groups (N=66) responded to this question.
- Table 28 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 28: What visitors liked most

N=79 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Knowledgeable staff	4
Friendly staff	2
Other comments	2
INTERPRETIVE SERVICES	
Guided tour	8
Visitor center	2
Other comments	4
FACILITIES/MAINTENANCE	
The grounds	9
Clean/well-maintained	5
The house	4
The furnishings	2
Windmill	2
Other comments	2
POLICY/MANAGEMENT	
Fee-free weekend	2
GENERAL	
The Old Village Market	13
Historical aspects	5
Enjoyed the entire site	3
Being outdoors	2
Fun, welcoming atmosphere	2
Other comments	6

*total percentages do not equal 100 due to rounding

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

What visitors liked least

Question 27b

What did you and your personal group like least about your visit to James A. Garfield NHS?

Results

- 53% of visitor groups (N=35) responded to this question.
- Table 29 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 29: What visitors liked least
N=35 comments

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
Comments	3
FACILITIES/MAINTENANCE	
Parking	3
Other comments	3
POLICY/MANAGEMENT	
Comments	3
GENERAL	
Nothing to dislike	17
Lack of time	3
Other comments	3

*total percentages do not equal 100 due to rounding

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

Additional comments

Question 28

Is there anything else you and your personal group would like to tell us about your visit to James A. Garfield NHS?

Results

- 34% of visitor groups (N=27) responded to this question.
- Table 30 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 30: Additional comments
N=34 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly staff	2
Other comments	2
INTERPRETIVE SERVICES	
Comments	6
FACILITIES/MAINTENANCE	
Comments	3
POLICY/MANAGEMENT	
Comment	1
GENERAL	
Enjoyed visit	8
Enjoyed the Old Village Market	5
Kids enjoyed site	2
Thank you	2
Other comments	3

*total percentages do not equal 100 due to rounding

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

*total percentages do not equal 100 due to rounding

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

Appendix 2: The Questionnaire

*total percentages do not equal 100 due to rounding

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

*total percentages do not equal 100 due to rounding

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

Appendix 3: 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
Website: <http://www.psu.uidaho.edu>

*total percentages do not equal 100 due to rounding

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

Appendix 4: 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; Filion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002), Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

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

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

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

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

Tables 3 and 4 show no significant difference in age, travel distance, overall quality rating, and level of education. The non-response bias is thus judged to be insignificant.

References

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- Dey, E.L. (1997). Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
- Dillman D. A. (2007). *Mail and Internet Surveys: The Tailored Design Method, Updated version with New Internet, Visual, and Mixed-Mode Guide*, 2nd Edition, New York: John Wiley and Sons, Inc.
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- Goudy, W. J. (1976). Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*, Vol 40 (3): 360-369.
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- Stoop, I. A. L. (2004). Surveying Non-respondents. *Field Methods*, 16 (1): 23.
- Van Kenhove, P., Wijnen, K., and De Wulf K. (2002). The Influence of Topic Involvement on Mail-Survey Response Behavior. *Psychology and Marketing*, Vol 19 (3): 293-301.
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Appendix 5: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. 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

2009 (continued)

- 211. Minuteman Missile National Historic Site
- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush National Historical Park Unit -Seattle
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site

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

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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