



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

Visitor Services Project



Boston National Historical Park Visitor Study

Summer 2009

University of Idaho
A LEGACY OF LEADING

Park Studies Unit
Visitor Services Project
Report 218



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May 2010

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Ariel Blotkamp is a Research Assistant with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Dr. Yen Le, Assistant Director of the Visitor Services Project at the University of Idaho, for overseeing the survey field work, Eleanora Papadogiannaki and the staff and volunteers of Boston National Historical Park for assisting with the survey, and David Vollmer and Yanyin Xu for data processing.

**Visitor Services Project
Boston National Historical Park
Report Summary**

- This report describes the results of a visitor study at Boston National Historical Park (NHP) during July 26-August 1, 2009. A total of 1,047 questionnaires were distributed to visitor groups. Of those, 603 questionnaires were returned, resulting in an overall response rate of 57.6%.
 - This report profiles a systematic random sample of Boston NHP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
 - Thirty-two percent of visitor groups were in groups of two and 44% were in groups of three or four. Seventy-nine percent of visitor groups were in family groups.
 - United States visitors comprised 86% of total visitation during the survey period, with 9% from California and 9% from Massachusetts. Smaller proportions were from 42 other states, Puerto Rico, and Washington, D.C. International visitors came from 22 countries and comprised 14% of total visitation, with 29% from Canada, 25% from the United Kingdom, and smaller proportions from 20 other countries.
 - Sixty-seven percent of visitors were visiting the park for the first time, while 18% visited three or more times.
 - Forty-one percent of visitors were ages 41-60 years, 22% were ages 15 years or younger, and 5% were ages 66 years or older. Five percent of visitors were Hispanic or Latino and 96% were White.
 - Prior to their visit, 72% of visitor groups were not aware that Boston NHP is a unit of the National Park System. Fifty-six percent were aware of Boston NHP Freedom Trail partners (Old South Meeting House, Old State House, Paul Revere House, Faneuil Hall, Old North Church).
 - Most visitor groups (81%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through travel guides/tour books (50%) and maps/brochures (44%). Most visitor groups (90%) received the information they needed. Fifty-six percent would prefer to use the park website to obtain information about the park.
 - When asked their reasons for visiting Boston NHP, 88% of visitor groups came to visit a historic site.
 - The average length of visit in the park was 6.5 hours, and average length of stay in the area was 63 hours (2.6 days).
 - Ninety-three percent of visitor groups were not deterred from visiting the Charleston Navy Yard Visitor Center and USS Constitution by the security procedures.
 - Regarding the National Park Service sites along the Freedom Trail, 43% of visitor groups visited the Bunker Hill Museum, 41% visited the Charleston Navy Yard Visitor Center, 34% visited the Bunker Hill Museum, 32% visited the NPS Visitor Center – Downtown, and 26% visited the USS Cassin Young.
 - Of the park's legislated partner sites, 77% visitor groups visited Faneuil Hall, 66% visited the Old North Church, 55% visited the Old State House, 50% visited the Paul Revere House, 50% visited the USS Constitution and 43% visited the Old South Meeting House.
-

- The visitor services and facilities most commonly used by visitor groups were restrooms (70%) and the park brochure/map (70%). The service/facility that received the highest combined proportion of “extremely important” and “very important” ratings was directional signs to find park sites (89%, N=291). The services/facilities that received the highest combined proportion of “very good” and “good” quality ratings were assistance from park staff/volunteers (93%, N=210) and park brochure/map (93%, N=342).
- Most visitor groups (93%) rated the overall quality of facilities, services, and recreational opportunities at Boston NHP as “very good” or “good.” Two percent of visitor groups rated the overall quality as “very poor” or “poor.”

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

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INTRODUCTION

This report describes the results of a visitor study at Boston National Historical Park (NHP), conducted July 26-August 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 Boston National Historical Park in Boston, MA, describes it: “Discover how one city could be the Cradle of Liberty, site of the first major battle of the American Revolution and home to many who espoused that freedom can be extended to all” (www.nps.gov/bost February, 2010).

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

Section 3: **Appendices**

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

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report.

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

Appendix 4: *Visitor Services Project Publications*. A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

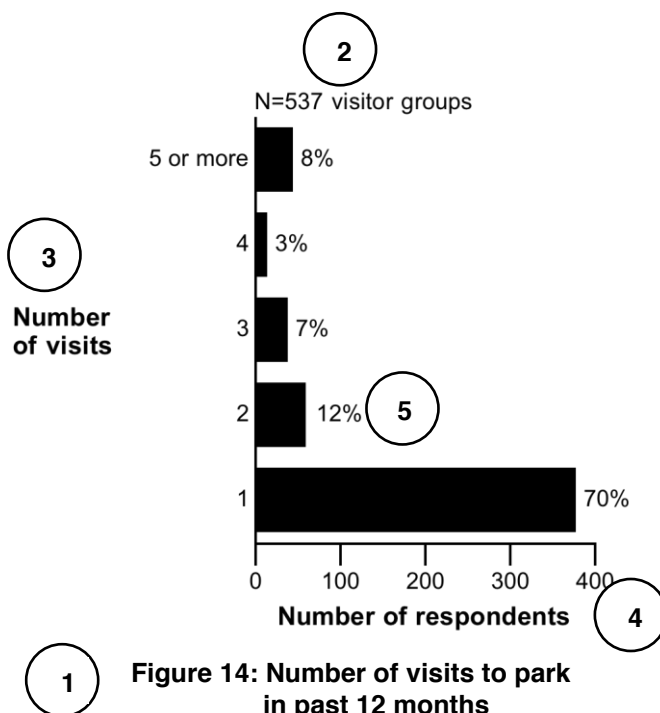
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

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

SAMPLE ONLY

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



METHODS

Survey Design

Sample size and sampling plan

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at selected locations in Boston NHP during July 26-August 1, 2009. Table 1 shows the seven locations, number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. During this survey, 1,265 visitor groups were contacted and 1,047 of these groups (82.8%) accepted questionnaires (average acceptance rate for 211 VSP visitor studies is 91.3%). Questionnaires were completed and returned by 603 visitor groups resulting in a 57.6% response rate for this study. The average response rate for the 211 VSP visitor studies conducted from 1988 through 2009 is 73.7%.

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

Sampling site	Distributed		Returned	
	N_1	%	N_2	%
Bunker Hill	210	20	123	20
Charlestown Navy Shipyard Visitor Center	209	20	127	21
Old State House/Downtown Visitor Center	179	17	101	17
Old South Meeting House	160	15	84	14
Paul Revere Mall	129	12	78	13
Faneuil Hall	110	11	64	11
Water shuttle	50	5	26	4
Total	1,047	100	603	100

Questionnaire design

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

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

Survey procedure

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

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address (see Table 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.

Table 2: Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 17, 2009	825	134	959
1 st Replacement	August 31, 2009	520	77	597
2 nd Replacement	September 21, 2009	477	0	477

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 26-August 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 hot, and sometimes rainy, with occasional breezy periods. Temperatures were typically in the mid to upper 80s and wind speed was up to 17 miles per hour. The heat and frequent rain/thunderstorms may have affected visitor activities and length of stay. No special events occurred in the area that would have affected the type and the amount of visitation to the park.

Checking Non-response Bias

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

Table 3: Comparison of respondents at different mailing waves				
Variable	Before postcards	Between postcards and 2 nd replacement	After 2 nd replacement	p-value (ANOVA)
Age (years)	50.17	45.73	47.87	0.288
Travel distance to park (miles) US visitors only	970.36	1006.82	1015.29	0.841
Overall quality rating (from 1 to 5 scale)	4.41	4.34	4.31	0.296

RESULTS

Group and Visitor Characteristics

Visitor group size

Question 23b

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

Results

- 32% of visitors were in groups of two (see Figure 1).
- 44% were in groups of three or four.
- 20% were in groups of five or more.

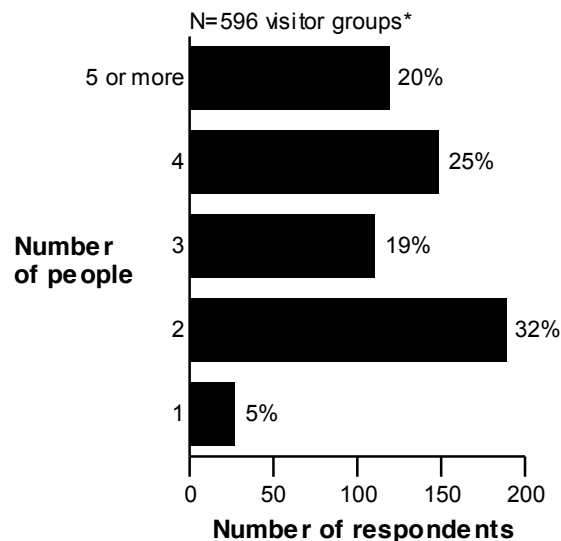


Figure 1: Visitor group size

Visitor group type

Question 23a

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

Results

- 79% of visitor groups were made up of family members (see Figure 2).
- 8% were with family and friends.
- The only “other” group type specified (1%) was:

Business associate

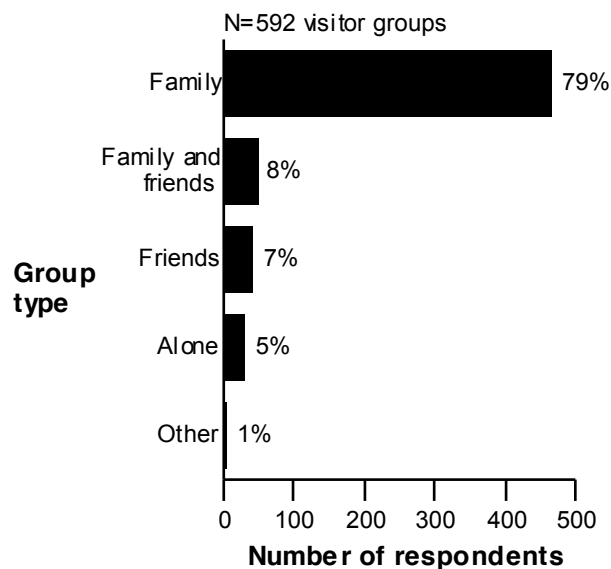


Figure 2: Visitor group type

*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 22a

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

Results

- 6% of visitor groups were part of a commercial guided tour group (see Figure 3).

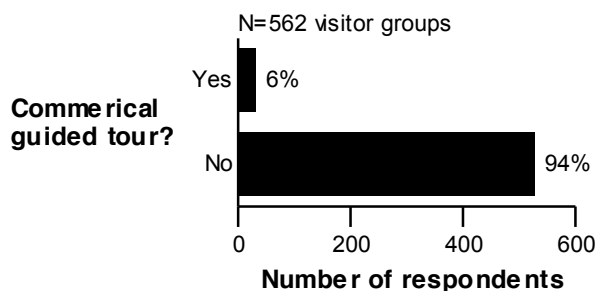


Figure 3: Visitors with a commercial guided tour group

Question 22b

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

Results

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

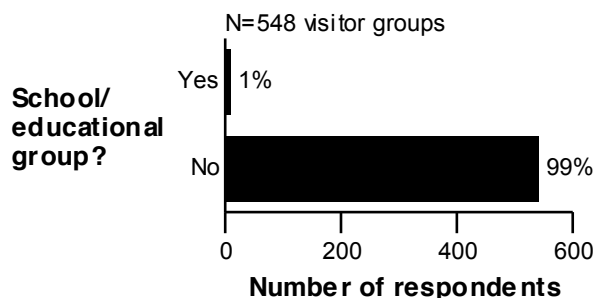


Figure 4: Visitors with a school/educational group

Question 22c

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

Results

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

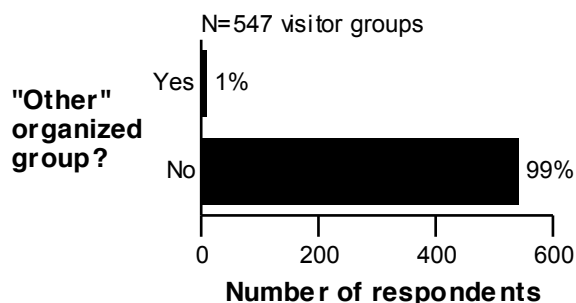


Figure 5: Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

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

Question 22d

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

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.

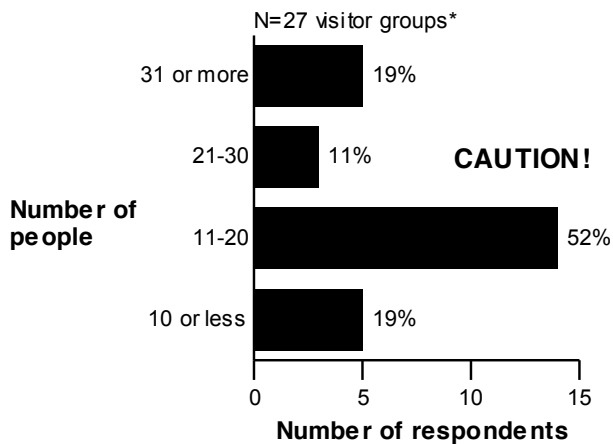


Figure 6: Organized group size

*total percentages do not equal 100 due to rounding

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

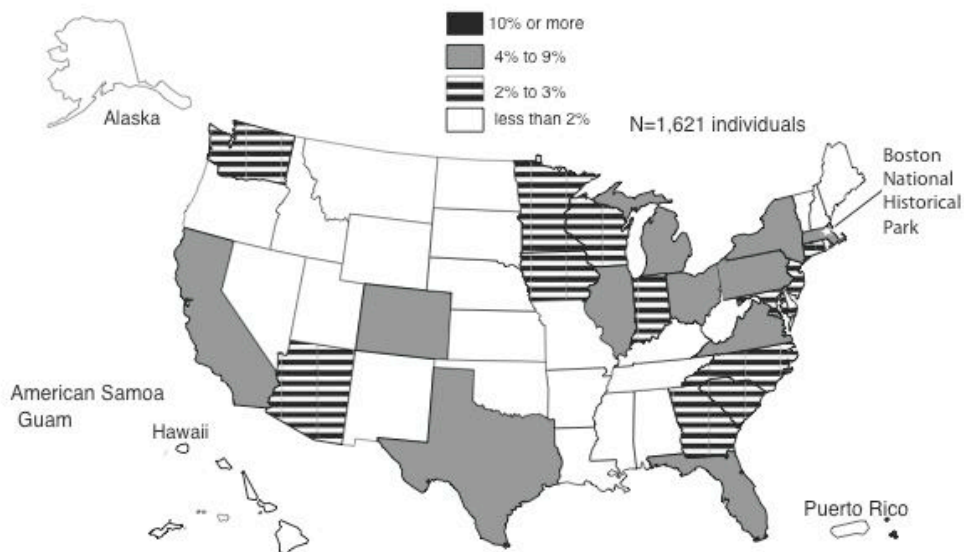
United States visitors by state of residence

Question 24b

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

Table 4: United States visitors by state of residence*

	State	Number of visitors	Percent of U.S. visitors N=1,621 individuals	Percent of total visitors N=1,889 individuals
Note: Response was limited to seven members from each visitor group.	California	148	9	8
	Massachusetts	146	9	8
	Texas	108	7	6
	Pennsylvania	100	6	5
Results	New York	87	5	5
	Ohio	74	5	4
	Colorado	73	5	4
	Illinois	69	4	4
	Florida	66	4	3
	Michigan	64	4	3
	Virginia	60	4	3
	Connecticut	52	3	3
	Georgia	42	3	2
	Indiana	41	3	2
	New Jersey	41	3	2
	Maryland	39	2	2
	Iowa	37	2	2
	Minnesota	36	2	2
	Wisconsin	35	2	2
	North Carolina	33	2	2
	South Carolina	33	2	2
	Washington	29	2	2
	Arizona	25	2	1
	21 other states, Puerto Rico and Washington, D.C.	237	15	13



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 5: International visitors by country of residence *

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

Results

- International visitors were from 22 countries and comprised 14% of total visitation to the park during the survey period (see Table 5).
- 29% of international visitors came from Canada.
- 25% were from the United Kingdom.
- 8% were from Germany.
- Smaller proportions came from 19 other countries.

Country	Number of visitors	Percent of international visitors N=268 individuals	Percent of total visitors N=1,889 individuals
Canada	78	29	4
United Kingdom	67	25	4
Germany	21	8	1
France	17	6	1
Netherlands	15	6	1
Italy	12	4	1
Ireland	11	4	1
Spain	8	3	<1
Mexico	7	3	<1
South Korea	5	2	<1
Australia	4	1	<1
Austria	4	1	<1
Russia	3	1	<1
9 other countries	16	6	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, how many times have you visited Boston NHP in your lifetime (including this visit)?

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

Results

- 67% of visitors were visiting the park for the first time (see Figure 7).
- 18% visited three or more times.

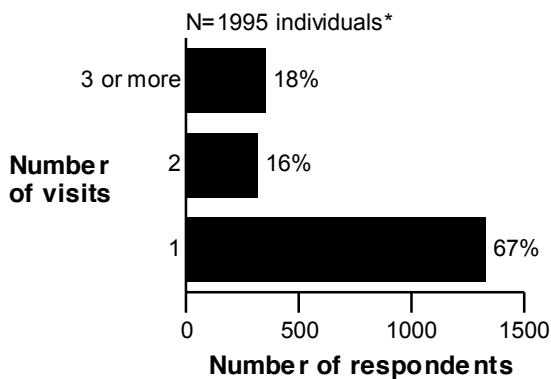


Figure 7: Number of visits to park in lifetime

*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 84 years.
- 41% of visitors were in the 41-60 years age group (see Figure 8).
- 22% were 15 years or younger.
- 17% were 21-40 years old.
- 5% were 66 or older.

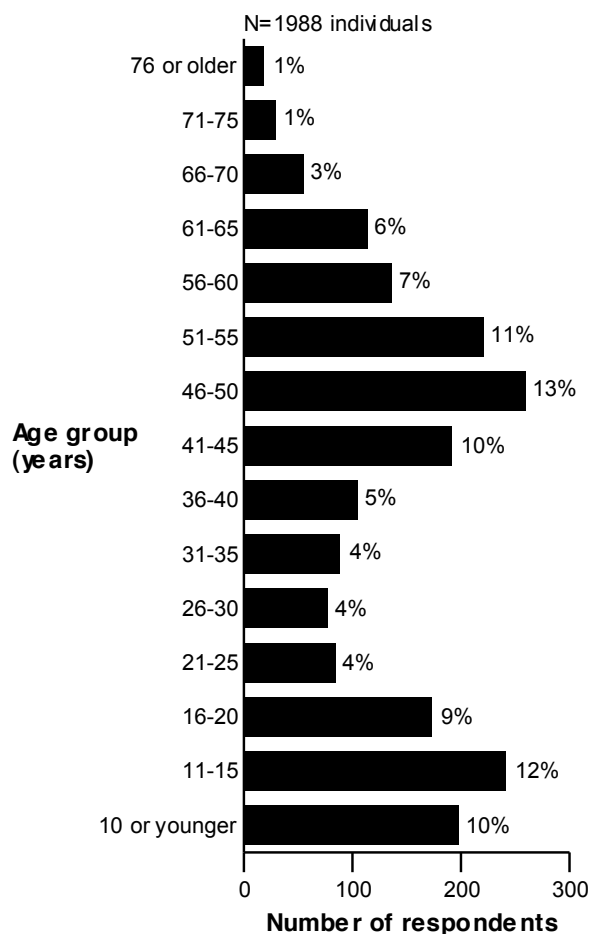


Figure 8: Visitor age

*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

- 5% of visitors were Hispanic or Latino (see Figure 9).

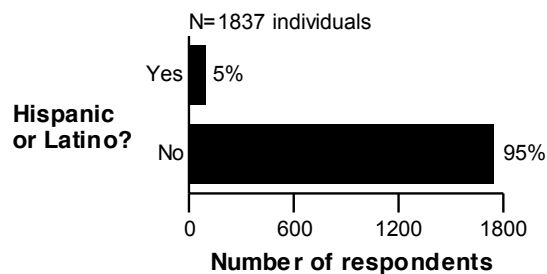


Figure 9: Visitors who were Hispanic or Latino

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).
- 4% were Asian.

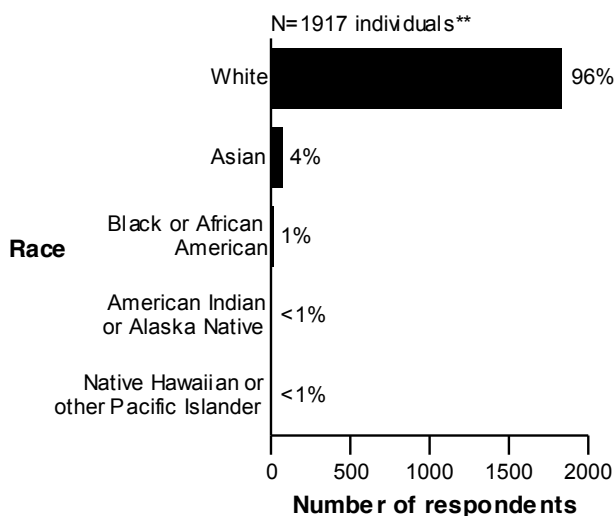


Figure 10: Visitor race

*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 26a

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

Results

- 7% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 11).

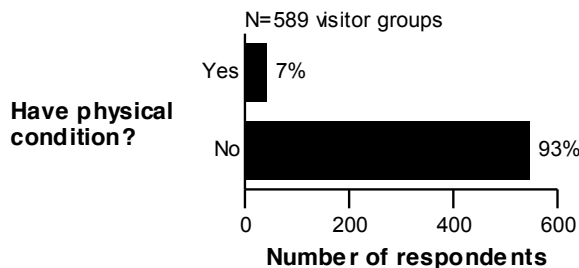


Figure 11: Visitor groups that had members with physical conditions

Question 26b

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

Results

- Thirty-seven visitor groups commented on the services and activities that were difficult to access or participate in (see Table 6).

Table 6: Services/activities that were difficult to access/participate in

N=39 comments;

some visitors made more than one comment.

Service	Number of times mentioned
Walking	11
Bunker Hill	10
Climbing stairs	10
Steps on USS Constitution	3
Anything without a restroom readily available	1
Long wait in hot sun at USS Constitution	1
Movies	1
Small print on displays	1
Standing in one location too long	1

*total percentages do not equal 100 due to rounding

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

Awareness of park

Question 2a

Prior to this visit, were you and your personal group aware that Boston NHP (Charlestown Navy Yard, Bunker Hill, and Dorchester Heights) is a unit of the National Park System?

Results

- 28% of visitor groups were aware that Boston NHP is a unit of the National Park System (see Figure 12).

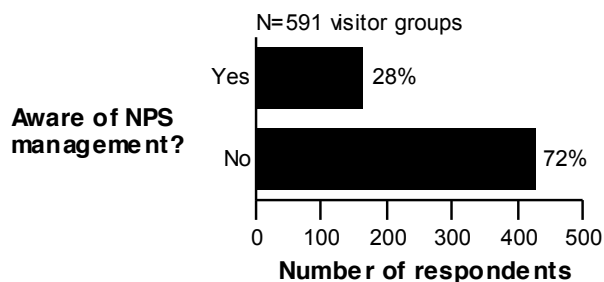


Figure 12: Visitor groups that were aware the park is a unit of the NPS

Question 2b

Prior to this visit, were you and your personal group aware of Boston NHP Freedom Trail partners (Old South Meeting House, Old State House, Paul Revere House, Faneuil Hall, Old North Church)?

Results

- 56% of visitor groups were aware of Boston NHP Freedom Trail partners (see Figure 13).

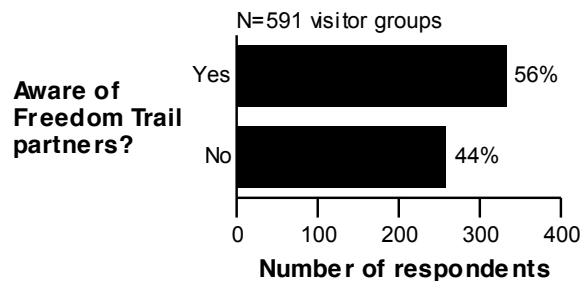


Figure 13: Visitor groups that were aware of Freedom Trail partners

*total percentages do not equal 100 due to rounding

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

Question 3a

Prior to your visit, were you and your personal group aware of the security procedures to enter the Charlestown Navy Yard Visitor Center and USS Constitution?

Results

- 15% of visitor groups were aware of security procedures to enter the Charlestown Navy Yard Visitor Center and USS Constitution (see Figure 14).

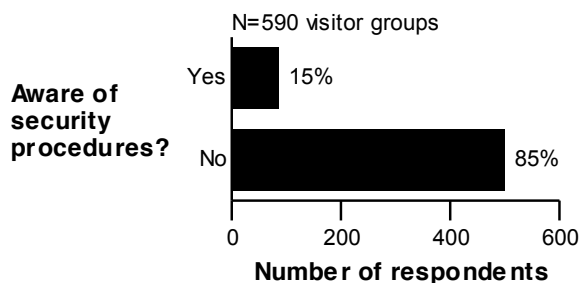


Figure 14: Visitor groups that were aware of security procedures

Question 3b

Did the security procedures deter you and your personal group from entering?

Results

- 7% of visitor groups were deterred by the security procedures from entering Charlestown Navy Yard Visitor Center and USS Constitution (see Figure 15).

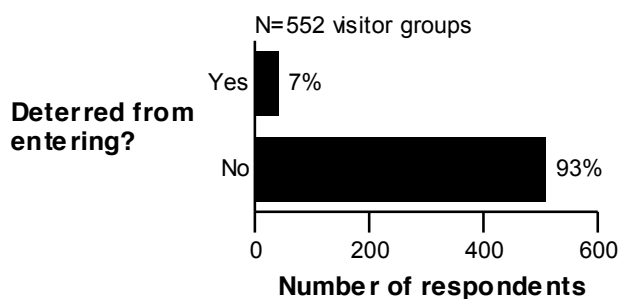


Figure 15: Visitor groups that were deterred by security procedures

*total percentages do not equal 100 due to rounding

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

Question 9a

Prior to your visit, were you and your personal group aware that Boston NHP and Freedom Trail sites are connected by a common theme – the effort to gain independence through revolution?

Results

- 63% of visitor groups were aware that Boston NHP and Freedom Trail sites are connected by a common theme (see Figure 16).

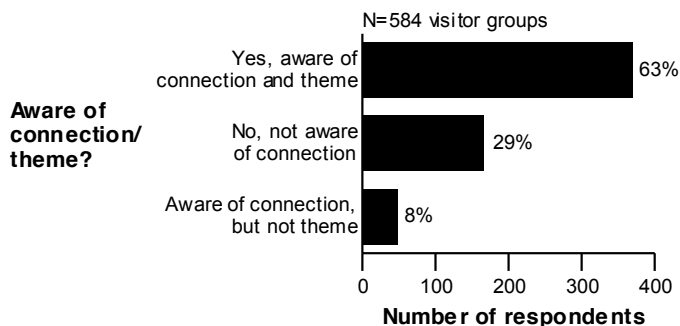


Figure 16: Visitor groups that were aware Boston NHP and Freedom Trail sites are connected by a common theme

Question 9b

As a result of this visit, did you and your personal group learn about the connection between Boston NHP and Freedom Trail sites through a common theme – the effort to gain independence through revolution?

Results

- 71% of visitor groups learned about the connection between Boston NHP and Freedom Trail sites through a common theme (see Figure 17).

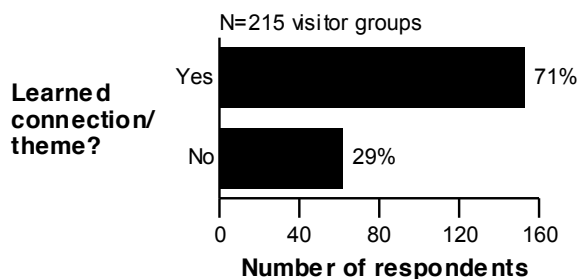


Figure 17: Visitor groups that learned Boston NHP and Freedom Trail sites are connected by a common theme

*total percentages do not equal 100 due to rounding

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

Question 19a

Prior to your visit to Boston, were you and your personal group aware of the following National Park System sites within five miles of Boston NHP?

Results

- 42% of visitor groups were aware of John F. Kennedy National Historic Site (see Figure 18).

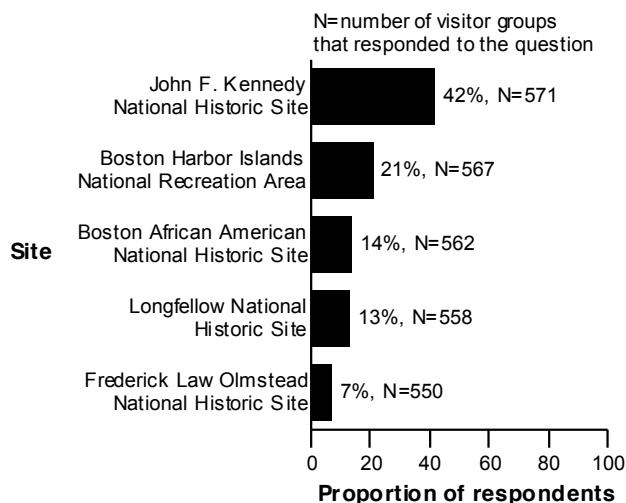


Figure 18: Visitor groups that were aware of National Park System sites within five miles of Boston NHP

Question 19b

Have you and your personal group visited, or do you plan to visit, these sites in the future?

Results

- 44% of visitor groups have visited or plan to visit John F. Kennedy National Historic Site in the future (see Figure 19).

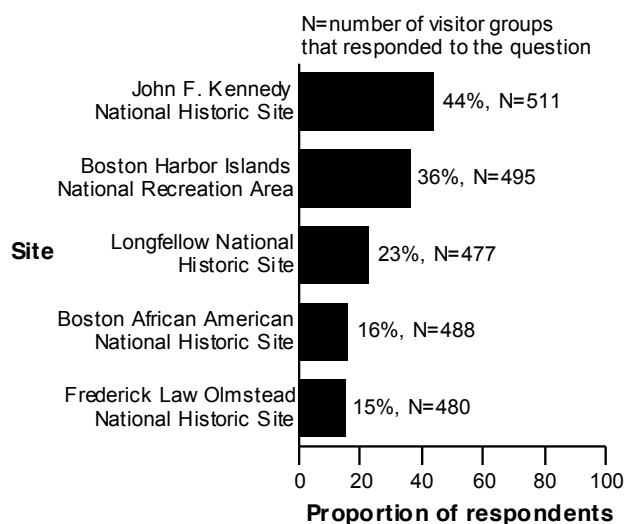


Figure 19: Visitor groups that have visited or plan to visit sites in the future

*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 Boston National Historical Park (NHP)?

Results

- 81% of visitor groups obtained information about Boston NHP prior to their visit (see Figure 20).

- As shown in Figure 21, among those visitor groups that obtained information about Boston NHP prior to their visit, the most common sources were:

50% Travel guides/tour books
44% Maps/brochures
39% Friends/relatives/word of mouth

- “Other” sources (4%) were:

Boston tour
Knowledge of U.S. history
Live in Boston
Mentioned on Trolley Tour
Minuteman NHP
NHP book "Boston the Revolution"
NPS Passport Book
Seminar
Volkswalk

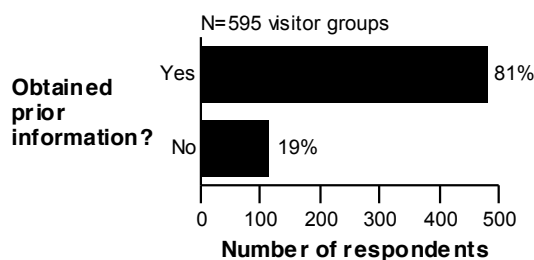


Figure 20: Visitor groups that obtained information about Boston NHP prior to visit

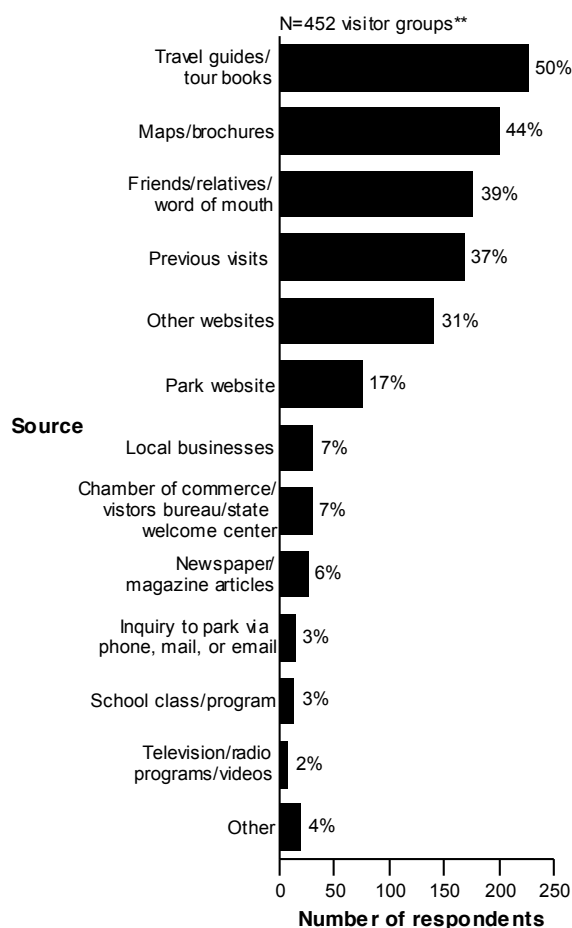


Figure 21: Sources of information used by visitor groups prior to visit

*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

- 90% of visitor groups received needed information prior to their visit (see Figure 22).

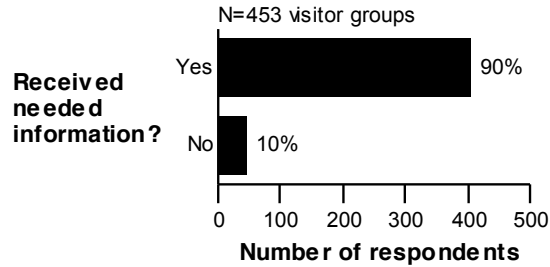


Figure 22: Visitor groups that received needed information prior to their visit

Question 1d

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

Results

- Thirty-six visitor groups listed information they needed, but was not available (see Table 7).

Table 7: Needed information

N=46 comments;
some visitor groups made more than one comment.

Type of information	Number of times mentioned
More details about history/historic sites	6
Admission costs	4
Freedom Trail information	4
Hours of operation	3
Maps/brochures	3
Water shuttle information	3
Construction/renovation information	2
Parking information	2
Times of tour	2
Availability of ranger demonstration	1
Beach Art exhibits	1
Best (least crowded) time to visit	1
Bunker Hill information	1
Chronological order of Freedom Trail	1
How to use public transportation system	1
Information about Bunker Hill Museum	1
Information about movie times and locations	1
Insider information	1
More than just general information	1
Pictures	1
Recommendations	1
Special programs (like Patriot's Day)	1
Difficulty of climbing the steps at Bunker Hill	1
Up-to-date information on website	1
USS Constitution operating days/hours	1
Waiting time	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 Boston NHP in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 23, the most common sources of information to use for a future visit were:

56% Park website
50% Travel guides/tour books
47% Maps/brochures

- The only “other” source of information (1%) specified was:

NHP Book “Boston the Revolution”

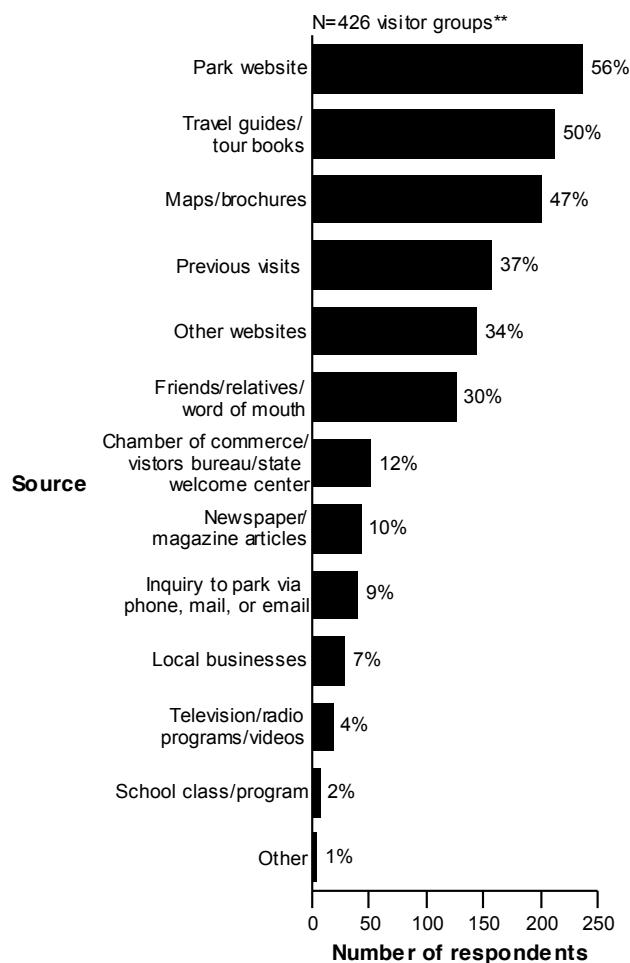


Figure 23: Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Primary reason for visiting the area

Question 4

On this trip, what was the primary reason that you and your personal group came to the Charlestown Navy Yard/Boston area?

Results

- 4% of visitor groups were residents of the area (see Figure 24).
- As shown in Figure 25, among visitor groups that were not residents, the primary reasons for visiting the Charlestown Navy Yard/Boston area were:
 - 38% Visit other attractions in the area
 - 34% Visit Boston NHP
- “Other” reasons (8%) were:
 - Academic conference
 - College visit
 - Daughter going to sailing camp (Ocean classroom)
 - Dew Tour
 - Honeymoon
 - I am a teacher
 - Included in tour
 - See Boston in general
 - Sporting event
 - Spouse had specific interest
 - Summer ballet program
 - To see history
 - Traveling through area
 - Vacation
 - Wedding
 - Youth sports tournament

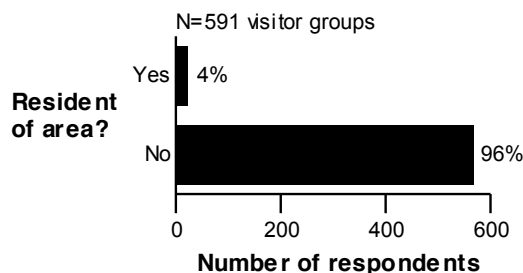


Figure 24: Residents of the area (within 20 miles of the park)

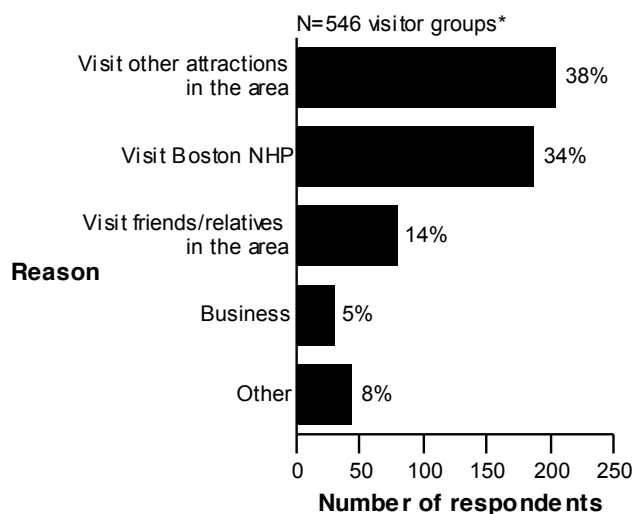


Figure 25: Primary reason for visiting the Charlestown Navy Yard/Boston area

*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 6

On this trip, what were the reasons that you and your personal group visited Boston NHP?

Results

- 88% of visitor groups visited Boston NHP to visit a historic site (see Figure 26).
- 71% visited to learn history.
- “Other” reasons (6%) were:
 - Attend a conference
 - Attend a wedding
 - Father served in WWII
 - Follow Freedom Trail while running
 - Go to church at Old North Church
 - Heard Freedom Trail was interesting
 - In Boston on business
 - Kill time
 - Part of a guided tour
 - Recommended by friends
 - Relative served on the Cassin
 - Young
 - See Boston
 - See New England sites
 - See the USS Constitution
 - Vacation
 - Visit someone in Boston

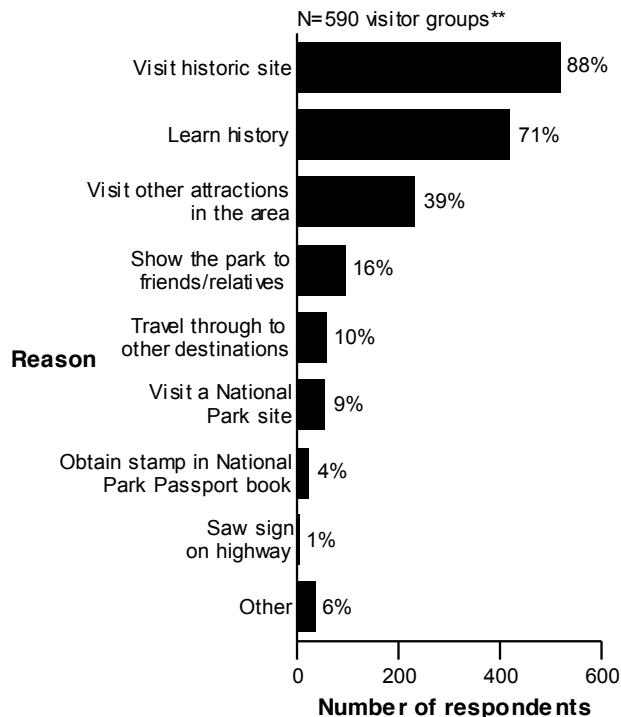


Figure 26: Reasons for visiting Boston NHP

*total percentages do not equal 100 due to rounding

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

Adequacy of directional signs

Question 5

On this trip, were the signs directing you and your personal group to and around Boston NHP adequate?

Results

a. Highway signs

- 28% of visitor groups found highway signs directing them to the park adequate (see Figure 27).

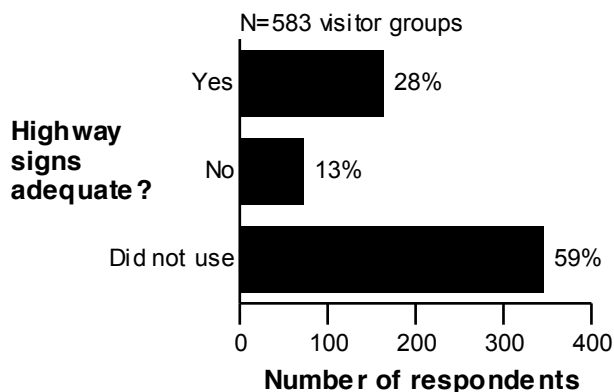


Figure 27: Visitor groups' opinions on adequacy of highway signs

b. Pedestrian signs in Boston

- 74% of visitor groups found pedestrian signs in Boston directing them to the park adequate (see Figure 28).

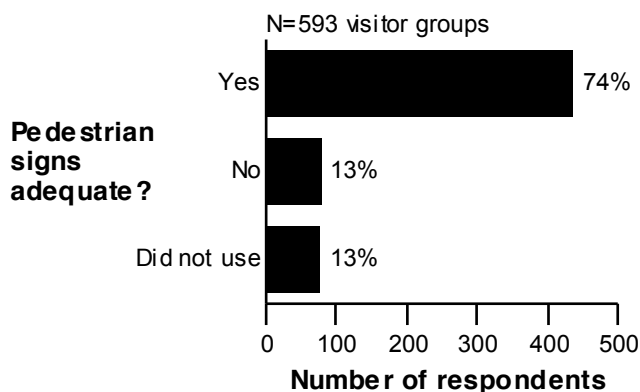


Figure 28: Visitor groups' opinions on adequacy of pedestrian signs in Boston

c. Signs in the park

- 81% of visitor groups found the signs in the park to be adequate (see Figure 29).

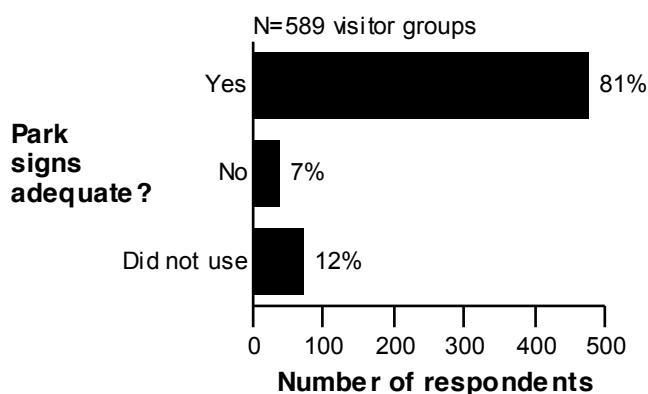


Figure 29: Visitor groups' opinions on adequacy of signs in the park

*total percentages do not equal 100 due to rounding

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

Question 5d

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

Results

- One hundred eleven visitor groups provided comments about signs directing them to and around the park (see Table 8).

Table 8: Comments about signs

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

Comment	Number of times mentioned
HIGHWAY SIGNS (N=52 comments)	
Inadequate signs	15
Highways are very confusing	9
Did not see any	8
Got lost	7
Signs not early enough	4
Need more signs	3
Need sign at highway exit	2
Detours and construction	1
Signs difficult to read for international visitors	1
Signs hard to see	1
Too few signs	1
PEDESTRIAN SIGNS IN BOSTON (N=63 comments)	
Inadequate signs	18
Too few signs	17
Did not see any	10
Got lost	6
Need better signs for Freedom Trail	5
Signs too small/easy to miss	3
Street names are not on every corner	2
Could not match signs to map	1
Highway signs didn't work for pedestrians	1
SIGNS IN THE PARK (N=28 comments)	
Did not see any	6
Too few signs	5
Hard to see	4
Inadequate signs	4
Need more signs for Freedom Trail	3
Very confusing	2
Got lost	1
Need bigger signs with arrows	1
Signs not visible	1
What "park"?	1

*total percentages do not equal 100 due to rounding

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

Number of vehicles

Question 23c

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

Results

- 41% of visitor groups used a vehicle to arrive at Boston NHP (see Figure 30).
- Of those visitor groups that used a vehicle to arrive at the park, 90% used one vehicle (see Figure 31).

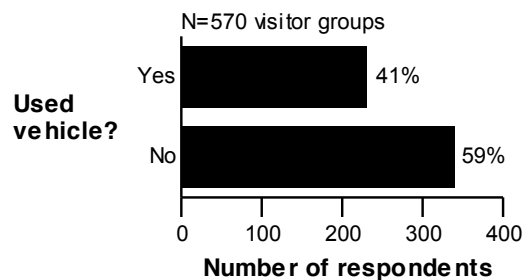


Figure 30: Visitor groups that used a vehicle to arrive at Boston NHP

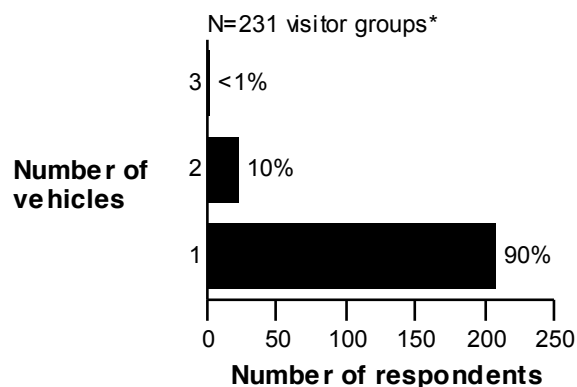


Figure 31: Number of vehicles used to arrive at the park

*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 stay in Boston NHP and in the area for non-residents

Question 7a

On this trip, how long did you and your personal group spend in Boston NHP and in the area within 20 miles of the park?

Results

Number of hours if less than 24

- 31% of visitor groups spent five to six hours in Boston NHP and the area (see Figure 32).
- 22% spent seven to eight hours.
- The average length of stay for visitor groups that spent less than 24 hours in the park and the area was 6.2 hours.

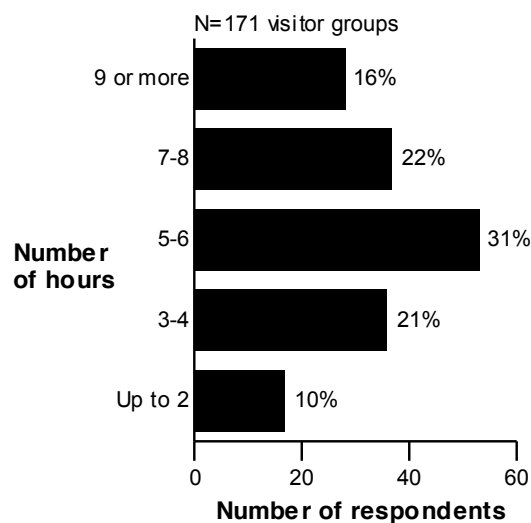


Figure 32: Number of hours in Boston NHP and in the area within 20 miles of the park

Number of days if 24 hours or more

- 33% spent two days in Boston NHP and the area (see Figure 33).
- 21% stayed three days.
- The average length of stay for visitor groups that spent more than 24 hours in the area was 3.7 days.

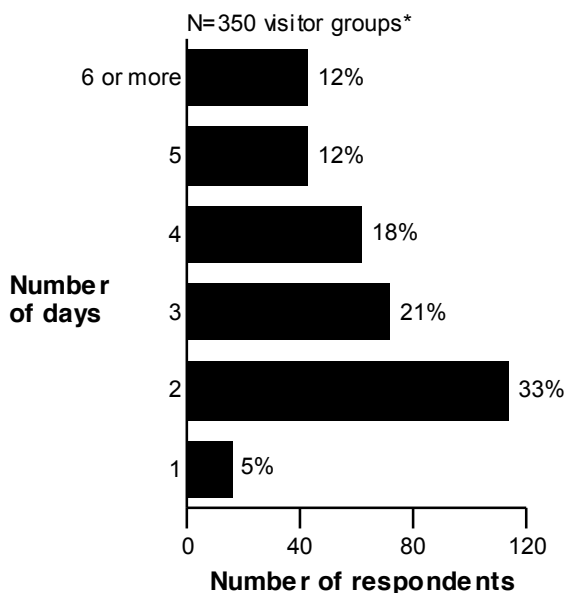


Figure 33: Number of days in Boston NHP and in the area within 20 miles of the park

Average length of stay

- The average length of stay for all visitor groups was 63 hours, or 2.6 days.

*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 only

Question 7b

How long in total did you and your personal group visit Boston NHP only?

Results

- 26% of visitor groups spent up to two hours visiting the park (see Figure 34).
- 26% spent between three to four hours.
- The average length of stay in the park was 6.5 hours.

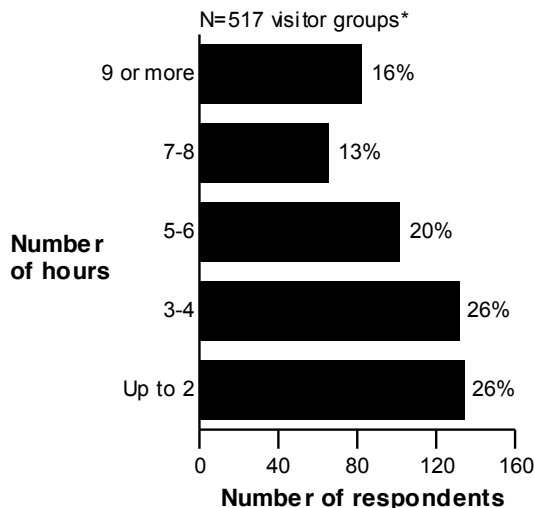


Figure 34: Number of hours spent visiting the park

Question 8a

Compared with what you had planned, how much time did you and your personal group spend visiting Boston NHP?

Results

- 58% of visitor groups had a planned amount of time to spend at the park (see Figure 35).
- Of these, 60% spent about the same amount of time as they had planned (see Figure 36).
- 33% spent a longer amount of time than they had planned.

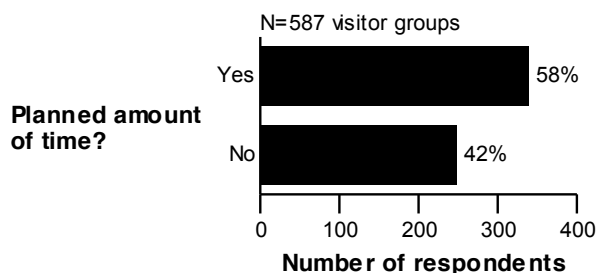


Figure 35: Visitor groups that had a planned amount of time

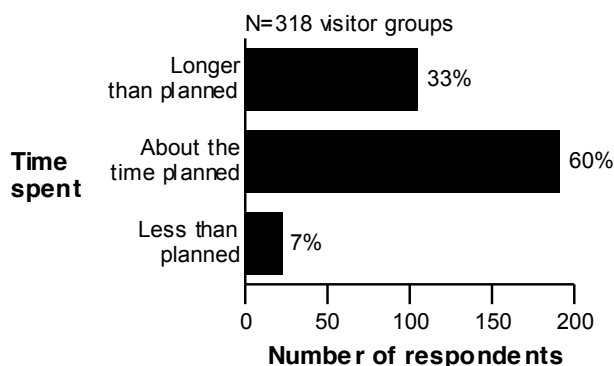


Figure 36: Time spent compared to time planned

*total percentages do not equal 100 due to rounding

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

Question 8b

If the amount of time you and your personal group spent visiting Boston NHP differed from the amount of time that you had planned for this visit (longer or shorter), what were the reasons for changing your plan?

Results

- 72% of visitor groups changed their plan because they found there were more things to do and see than expected (see Figure 37).
- 12% changed their plan because park sites were too crowded to gain entry at desired time.
- “Other” reasons for changing plans (21%) are shown in Table 9.

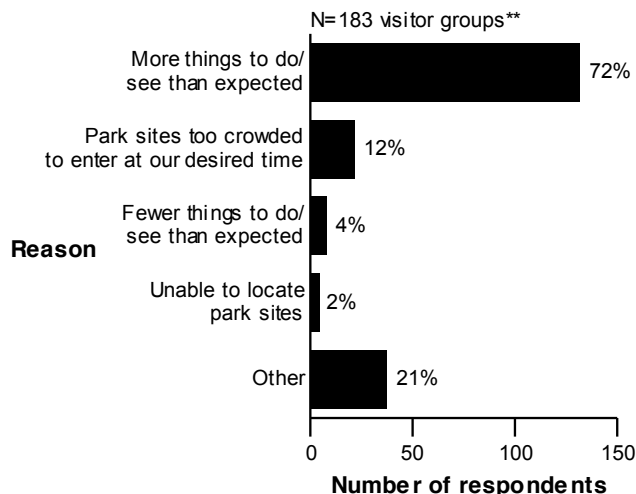


Figure 37: Reasons for changing plan

Table 9: Reasons for changing plans

N=33 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Reasons for spending more time than planned (N=20)	
Long wait in line (lengthened visit)	4
Weather	4
Busy schedule	1
Early closure time	1
Flight cancelled	1
Got lost	1
Lack of parking	1
NHP opened later than expected	1
Returned because it was so interesting	1
Tour guide was detailed	1
USS Constitution Tour Show	1
Visited local businesses	1
Wanted to return and continue visiting park sites	1
Wanted to take my time	1
Reasons for spending less time than planned (N=13)	
Weather	8
Early closure time	1
Got there too late to go in buildings	1
Had to catch a flight at Logan	1
Long lines	1
USS Constitution under renovation	1

*total percentages do not equal 100 due to rounding

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

Question 8c

What would encourage you and your personal group to spend more time visiting Boston NHP? Please be specific. (open-ended)

Results

- Two hundred forty-six visitor groups listed incentives that would encourage them to spend more time visiting the park (see Table 10).

Table 10: Incentives to spend more time

N=274 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Having more time	45
Nothing	23
Better weather	17
Better planning	8
More things to see and do	8
No encouragement needed; we will return	8
Extend visitor hours later in the evening	7
Fewer crowds	7
More detailed information about the park	7
Shorter lines at the USS Constitution	7
A covered wait area for USS Constitution	6
Eliminate admission fees	6
More things to see for free	6
Shorter lines	6
Cooler weather	5
Costumed interpreters/reenactments	5
More personal interest	5
Less expensive parking	4
More activities/displays for kids	4
More programs/films	4
More parking	4
Additional personal contact with rangers	3
Cheaper hotels in the area	3
Having older children	3
More guided tours	3
More interactive displays	3
More museum exhibits/artifacts	3
Not having kids	3
Ability to spend more time on USS Constitution	2
Better signage for public transportation	2
Clearer maps	2
Less traffic	2
Lower admission fees	2
More benches in the shade	2
More information at points of interest	2
One admission fee	2
Shuttle bus between sites	2

*total percentages do not equal 100 due to rounding

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

Table 10: Incentives to spend more time
(continued)

Comment	Number of times mentioned
A cleaner Charlestown Navy Yard	1
A docent	1
A more informative tour guide	1
Additional maritime artifacts in Navy Yard	1
An easier way of getting around	1
Audio tours	1
Better advertising of Naval Yard	1
Better directions	1
Better identification	1
Better knowledge of public transportation	1
Better signs at Charleston Yard	1
Better ventilation on USS Constitution	1
Cooperative children	1
Easier navigation	1
Events at each of the sites	1
Exposition at USS Constitution Museum	1
Free food	1
Free tours	1
Having more money	1
Improved parking for handicapped	1
Increased cleanliness	1
Information kiosk in Boston Common	1
Interesting facts or artifacts	1
More animations at the musket demo	1
More bathrooms	1
More comfortable waiting area	1
More detailed information on paper prior to visit	1
More details in CAA tourist guides	1
More food in the area	1
More information about tour times	1
More information on the internet	1
More signs to read	1
More transit stops	1
Museum giving an overview of the sites	1
No construction on the USS Constitution	1
Open concerts	1
Open USS Constitution on Mondays	1
Pod-cast tour of Freedom Trail	1
Provide information about other sites at each site	1
Sign stating estimated wait time	1
Special rates	1
Timed tours of shipyard to minimize lines	1

*total percentages do not equal 100 due to rounding

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

Sites visited

Question 13a

Boston NHP consists of three federally owned sites along the Freedom Trail: Charlestown Navy Yard, Bunker Hill, and Dorchester Heights. The rest of the sites are privately or city owned or managed. On this trip, which of the following sites along the Freedom Trail, a 2.5-mile walking trail marked by red bricks in the middle of the sidewalk, did you and your personal group enter to visit?

Results

- As shown in Figure 38, the most commonly visited sites along the Freedom Trail were:
 - 77% Faneuil Hall
 - 66% Old North Church
- The least visited site was:
 - 26% USS Cassin Young
- "Other" sites that were visited (4%) were:
 - Park Street Church
 - Quincy Market
 - New England Holocaust Memorial
 - Robert Gould Shaw Memorial
 - 54th Massachusetts Regiment Memorial
 - Boston Common
 - City Hall
 - Omni Parker House Hotel
 - Red Sky Restaurant
 - The Skinny House/Spite House

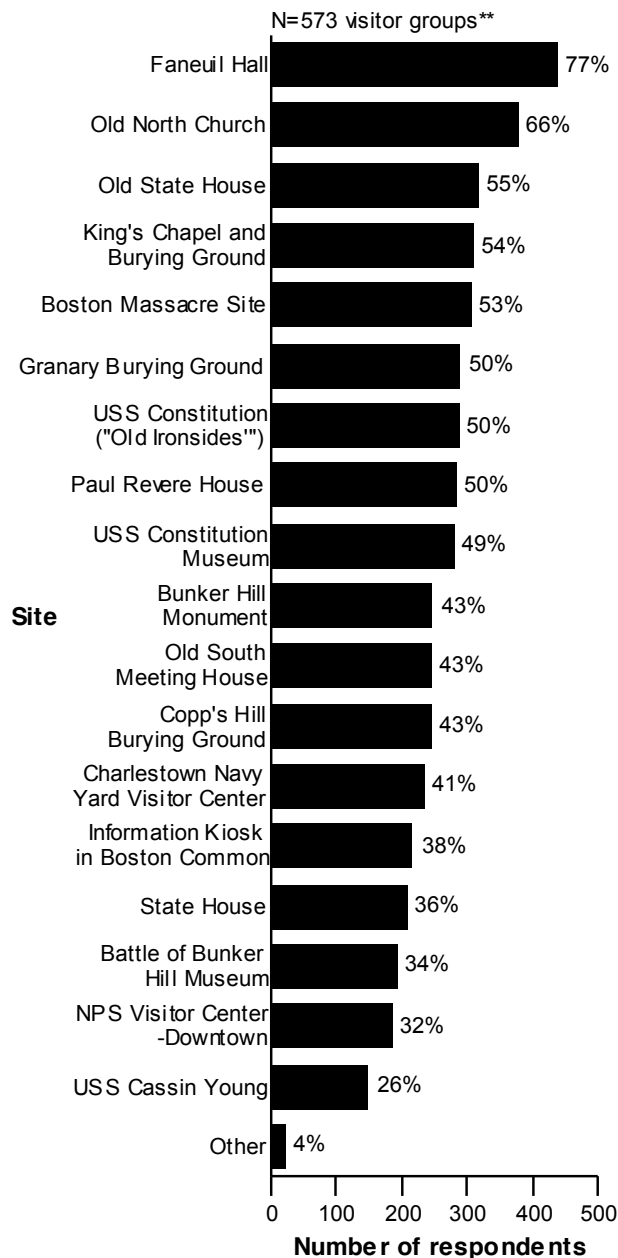


Figure 38: Sites visited

*total percentages do not equal 100 due to rounding

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

Question 13b

Were you and your personal group able to find the sites that you wanted to visit on the Freedom Trail?

Results

- 96% of visitor groups were able to find the sites they wanted to visit on the Freedom Trail (see Figure 39).

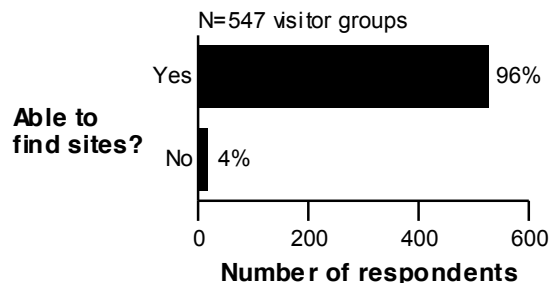


Figure 39: Visitor groups that were able to find the sites they wanted to visit on the Freedom Trail

Question 13c

When your group first arrived at Boston NHP, what was the first site that you and your personal group visited on the Freedom Trail?

Results

- As shown in Figure 40, the sites most commonly visited first along the Freedom Trail were:

19% Information Kiosk in Boston Common
14% Faneuil Hall

- The sites least commonly visited first were:

<1% USS Cassin Young
<1% Battle of Bunker Hill Museum

- Note: many visitors specified "other" sites not located along the Freedom Trail. "Other" (4%) sites along the Freedom Trail were:

Boston Common area
City Hall
Government House
Long Wharf
Park Street Church
Quincy Market
Red Sky Restaurant
Robert Gould Shaw Monument
The Skinny House/Spite House
Swan boats

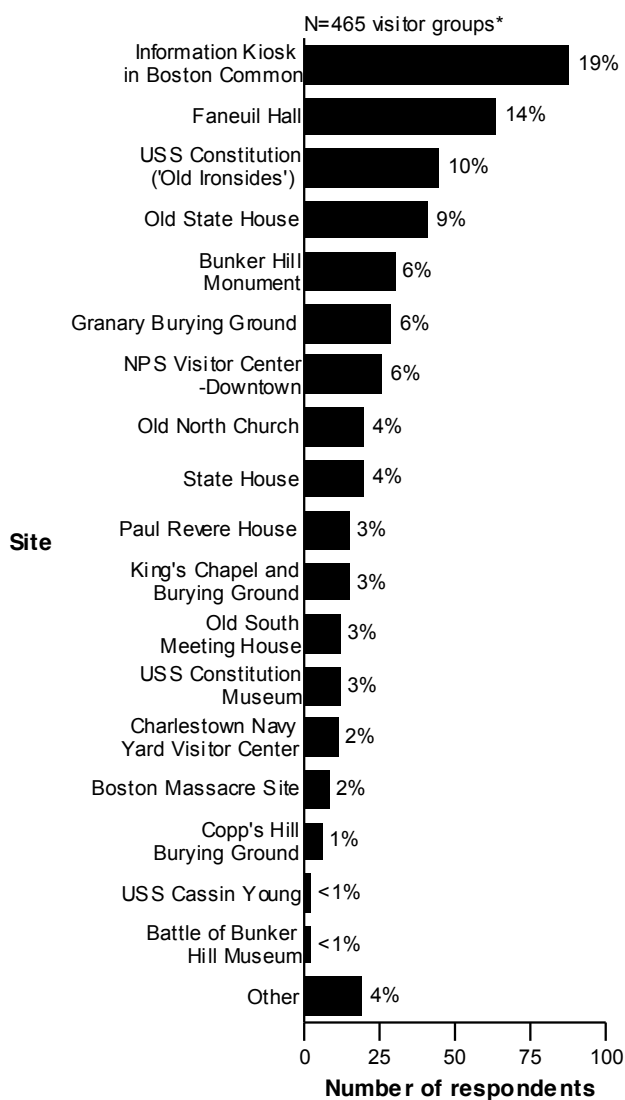


Figure 40: Sites first visited along the Freedom Trail

*total percentages do not equal 100 due to rounding

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

Results

- As shown in Figure 41, on this visit:
 - 65% visited both sides (Charlestown and Boston) of the Freedom Trail, but not the entire trail
 - 23% visited sites in Boston only
 - 7% visited the entire trail

Note: results may be affected by questionnaire distribution locations (see Table 1). 46% of questionnaires were distributed on Charlestown side of the trail.

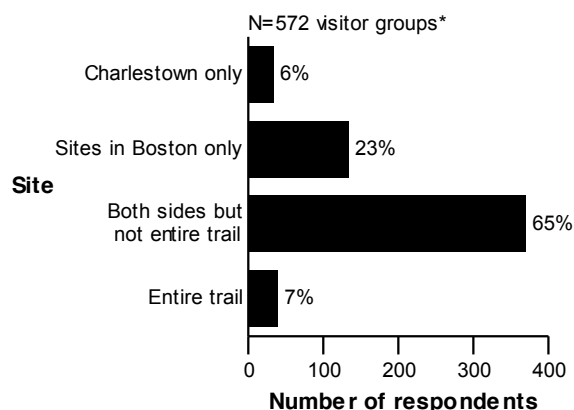


Figure 41: Locations visited on the Freedom trail on this visit

Question 10

Have you and your personal group ever visited Dorchester Heights, George Washington's first victory, which American soldiers secured on the night on March 4, 1776?

Results

- 4% of visitor groups have visited Dorchester Heights (see Figure 42).

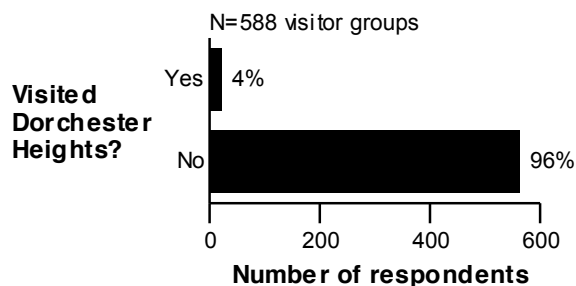


Figure 42: Visitor groups that have visited Dorchester Heights

Question 11a

On this trip, did you and your personal group visit the Battle of Bunker Hill Museum?

Results

- 38% of visitor groups visited the Battle of Bunker Hill Museum (see Figure 43).

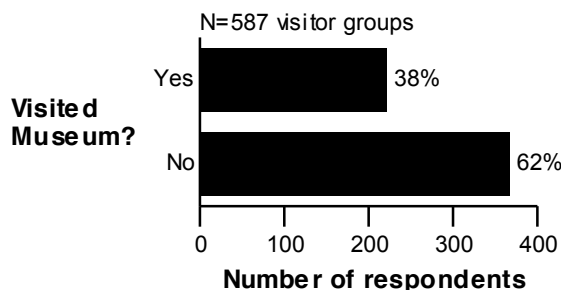


Figure 43: Visitor groups that visited the Battle of Bunker Hill Museum

*total percentages do not equal 100 due to rounding

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

Question 11b

If NO, why not? (open ended)

Results

- Three hundred twenty-eight visitor groups provided reasons why they did not visit the Battle of Bunker Hill Museum (see Table 11).

Table 11: Reasons for not visiting Battle of Bunker Hill Museum

N=371 comments;

some visitor groups make more than one comment.

Reason	Number of times mentioned
Didn't have enough time	200
Didn't know about it	25
Inclement weather	24
Too tired/hot/hungry	21
Too far to walk to	14
No personal interest	13
Already have been there	10
Not on agenda/itinerary	9
Could not find it	6
Museum was closed upon arrival	6
Tired/uncooperative children	6
Distance	5
Cost	3
Out of the way	3
Too many steps	3
Can't climb hill/have disability	2
Children too young	2
Not a priority for this trip	2
USS Constitution took too long	2
Didn't occur to us	1
Didn't seem like best way to spend time	1
Didn't seem to be much there	1
Don't like museums	1
Had heard it wasn't worthwhile	1
Just didn't make it that far	1
No parking available	1
No specific reason	1
No transportation	1
Not a safe neighborhood	1
Parking fee too expensive	1
Personal injury	1
Poor planning	1
Too many other things to do	1
Was on other business (not sightseeing)	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 12a

On this trip, did you or your personal group climb the Bunker Hill Monument?

Results

- 35% of visitor groups climbed Bunker Hill Monument (see Figure 44).

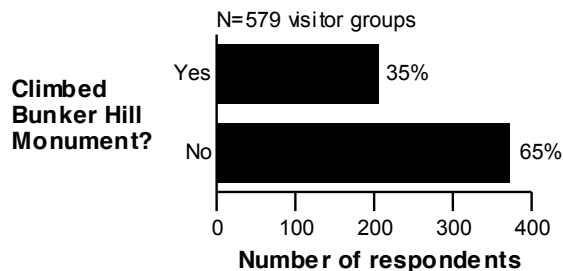


Figure 44: Visitor groups that climbed Bunker Hill Monument

Question 12b

In the future, if the park needs to more closely regulate visitation inside Bunker Hill Monument, would you and your personal group be willing to visit the monument using a free timed ticket system with a 20-minute time limit?

Results

- 51% of visitor groups would be willing to use a free timed ticket system with a 20-minute time limit (see Figure 45).

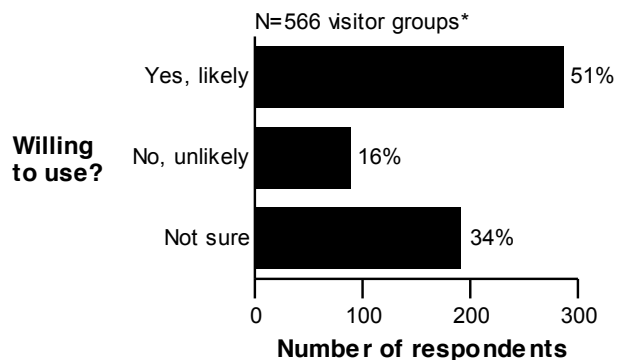


Figure 45: Visitor groups that would be willing to use a free timed ticket system

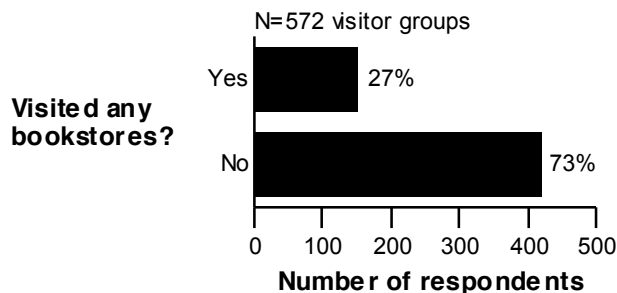
*total percentages do not equal 100 due to rounding

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

Bookstore sales items

Question 17a

On this visit, did you and your personal group visit any of the Eastern National bookstores in the Charlestown Navy Yard Visitor Center, Downtown Visitor Center, or at the Battle of Bunker Hill Museum?



Results

- 27% of visitor groups visited an Eastern National bookstore (see Figure 46).

Figure 46: Visitor groups that visited Eastern National bookstores

Question 17b

Are there any sales items that are not currently provided in the park bookstores that you and your personal group would like to have available for purchase in the future? (open-ended)

Results – Interpret results with **CAUTION!**

- Twenty-one visitor groups specified items they would like to have available in the park bookstores for purchase in the future (see Table 12).

Table 12: Desired bookstore sale items

N=21 items

CAUTION!

Item	Number of times mentioned
Coloring books	2
Umbrellas	2
A Battle Map of Revolution	1
An accurate model of the USS Constitution	1
Audio books	1
"Boston and the Revolution" book	1
Boston NHP pins and patches	1
Bunker Hill collectibles	1
Energy drinks	1
Historic maps	1
Lego replicas of the sites	1
Less expensive kid's souvenirs	1
More information about John Adams	1
Greater selection of less expensive ship models	1
Sketches of historical sites	1
Sweatshirts	1
Teacher resource items	1
Wide selection of Revolutionary prints for framing	1
Written material in Italian	1

*total percentages do not equal 100 due to rounding

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

Ranger-led tours

Question 14a

Were you and your personal group aware of the free ranger-led tours on the Freedom Trail?

Results

- 32% of visitor groups were aware of the free ranger-led tours on the Freedom Trail (see Figure 47).

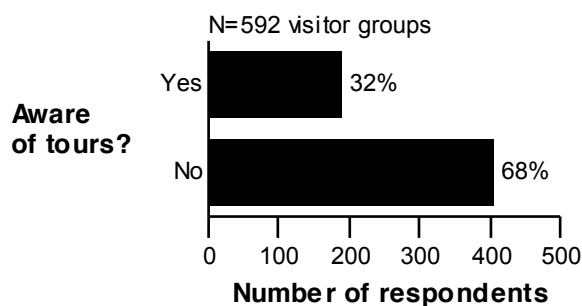


Figure 47: Visitor groups that were aware of the free ranger-led tours on the Freedom Trail

Question 14b

On this trip, did you and your personal group take a walking tour on the Freedom Trail?

Results

- 65% of visitor groups took a walking tour (see Figure 48).
- Of those that took a walking tour, 41% took a self-guided tour with a National Park Service brochure (see Figure 49).
- 37% took a self-guided tour with another organization's brochure.

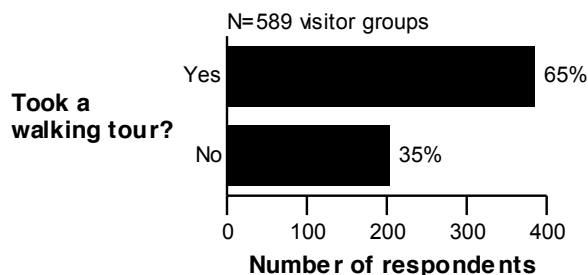


Figure 48: Visitor groups that took a walking tour of the Freedom Trail

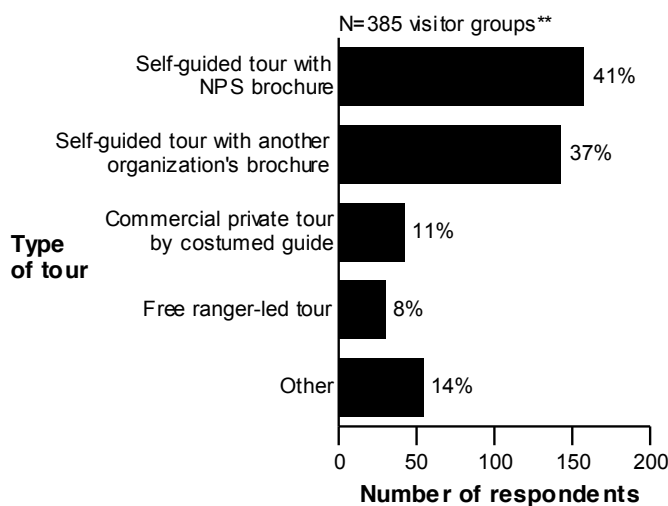


Figure 49: Type of walking tour

*total percentages do not equal 100 due to rounding

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

Ratings of Visitor Services, Facilities, Attributes and Resources

Visitor services and facilities used

Question 16a

Please indicate all of the visitor services and facilities that you or your personal group used at Boston NHP during this visit.

Results

- As shown in Figure 50, the services and facilities mostly commonly used by visitor groups were:
 - 70% Restrooms
 - 70% Park brochure/map
 - 69% Indoor exhibits
- The least used service/facility was:
 - 2% Access for disabled persons

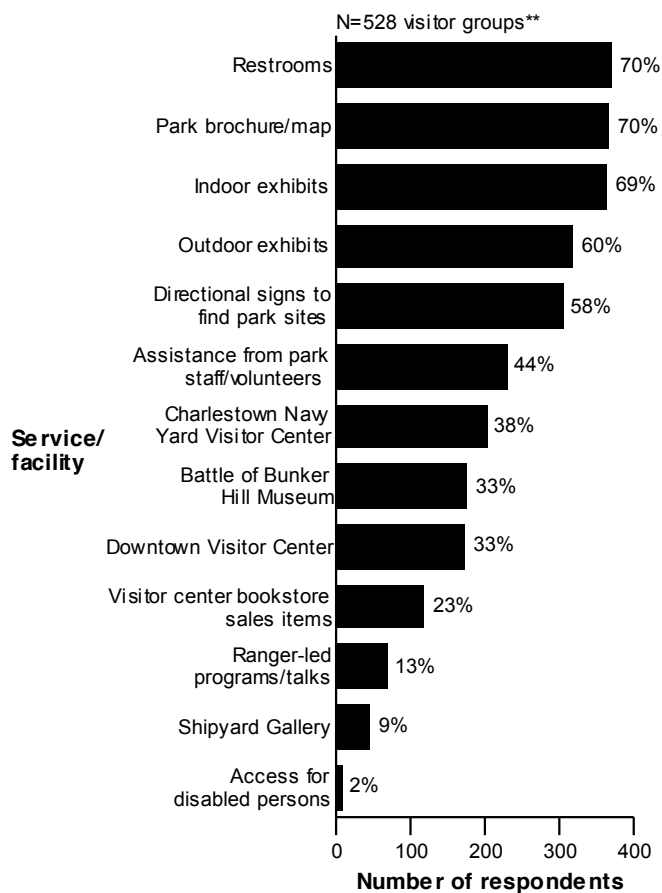


Figure 50: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

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

Importance ratings of visitor services and facilities

Question 16b

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

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

Results

- Figure 51 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.

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

- 89% Directional signs to find park sites
- 88% Restrooms
- 86% Ranger-led programs/talks

- Figures 52 to 64 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 5% Visitor center bookstore sales items

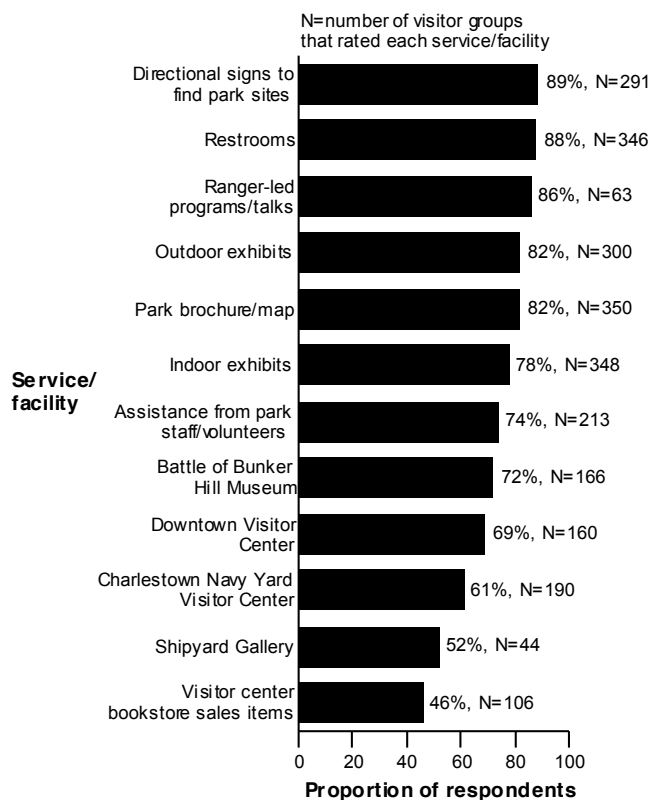


Figure 51: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

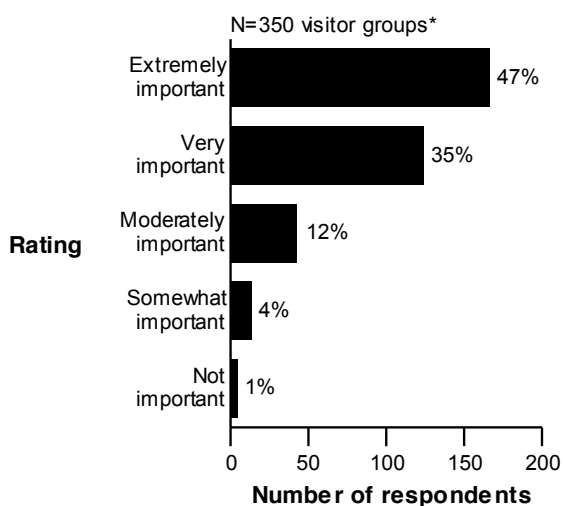


Figure 52: Importance of park brochure/ map

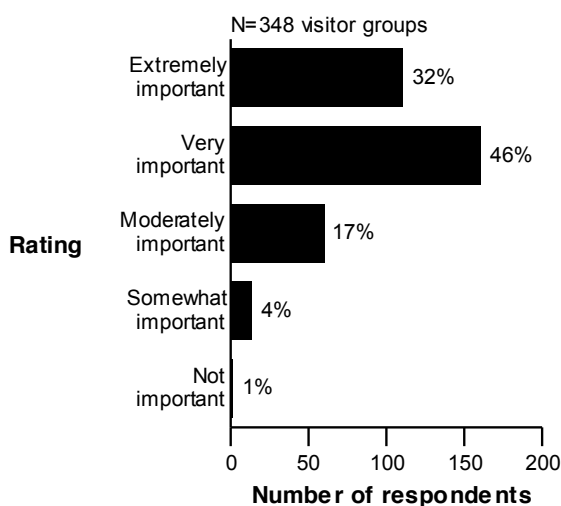


Figure 53: Importance of indoor exhibits

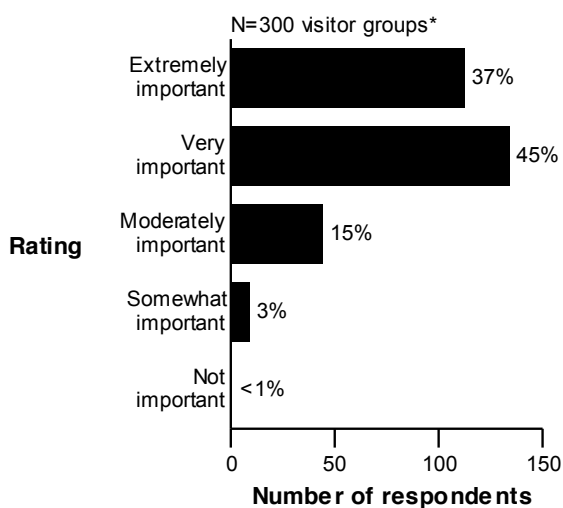


Figure 54: Importance of outdoor exhibits

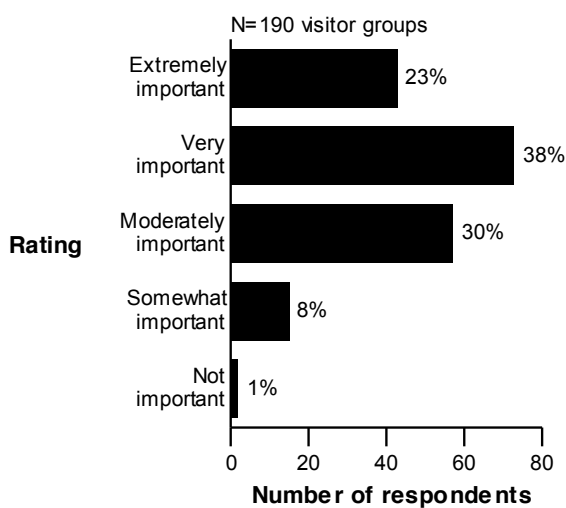


Figure 55: Importance of Charlestown Navy Yard Visitor Center

*total percentages do not equal 100 due to rounding

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

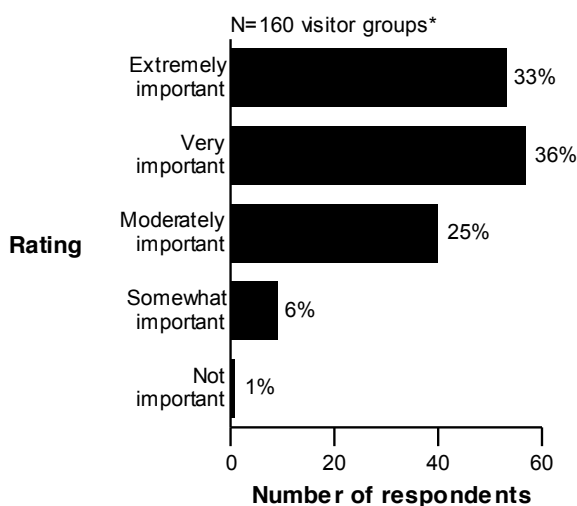


Figure 56: Importance of Downtown Visitor Center

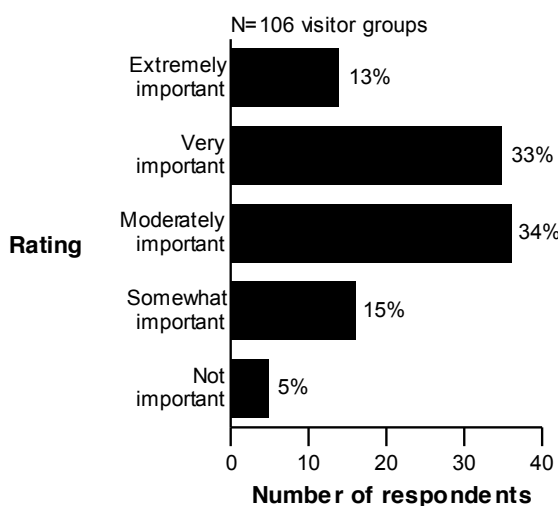


Figure 57: Importance of visitor center bookstore sales items (selection, price, etc.)

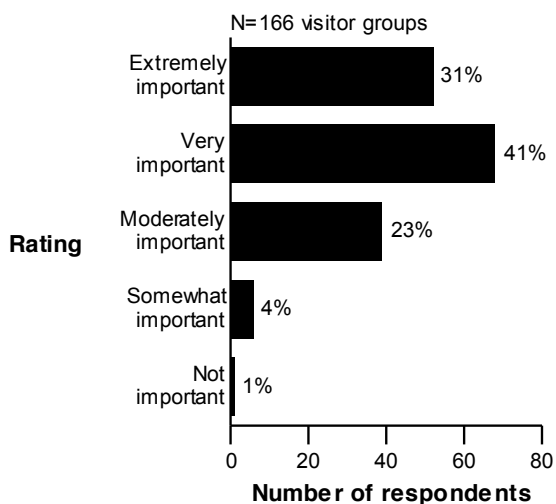


Figure 58: Importance of Battle of Bunker Hill Museum

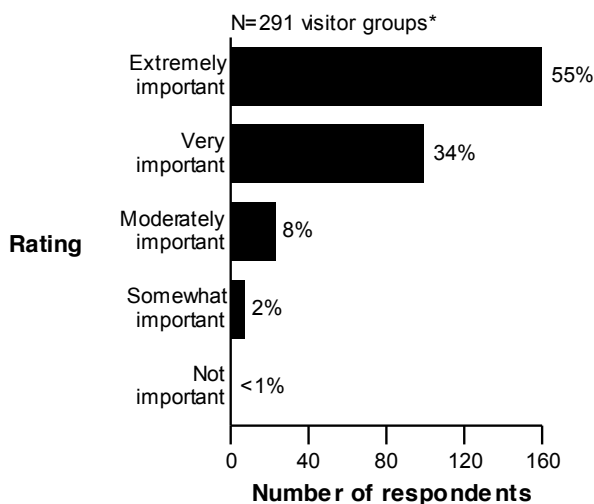


Figure 59: Importance of directional signs to find park sites

*total percentages do not equal 100 due to rounding

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

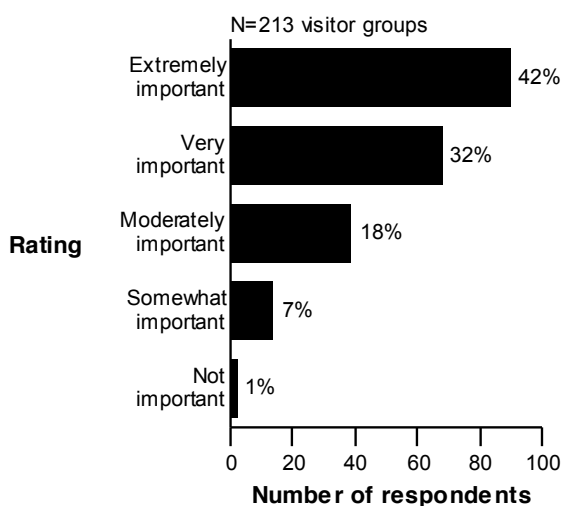


Figure 60: Importance of assistance from park staff/volunteers

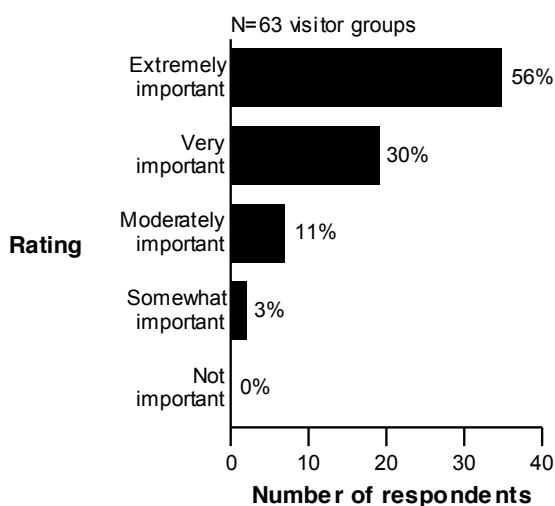


Figure 61: Importance of ranger-led programs/talks

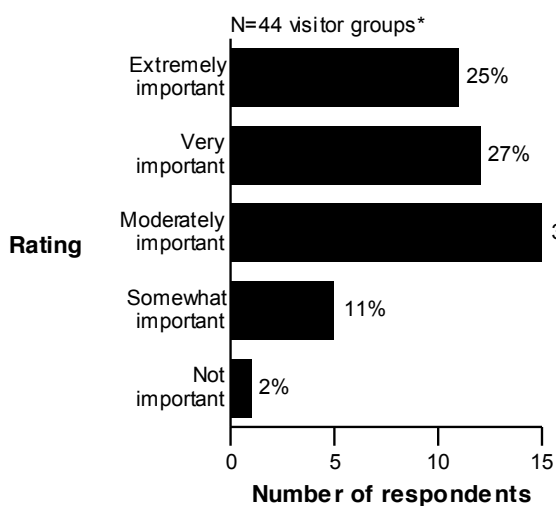


Figure 62: Importance of Shipyard Gallery (food concession)

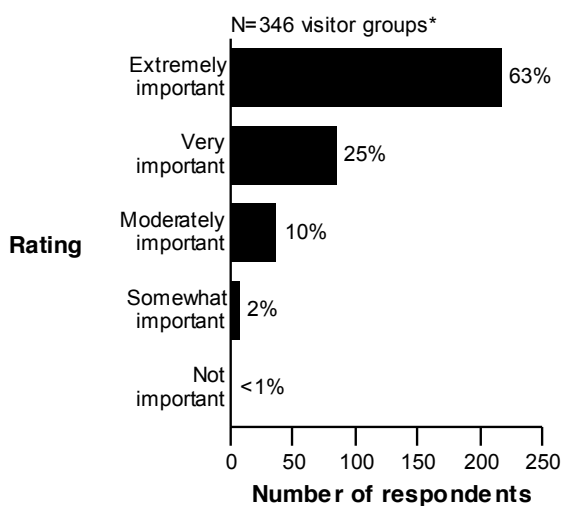


Figure 63: Importance of restrooms

*total percentages do not equal 100 due to rounding

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

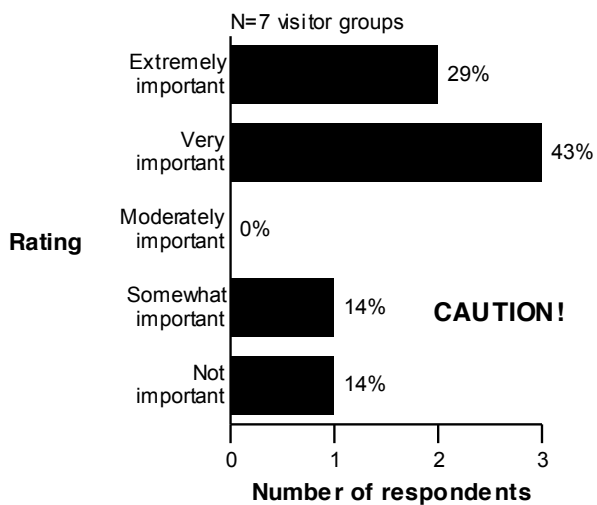


Figure 64: Importance of access for disabled persons

*total percentages do not equal 100 due to rounding

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

Quality ratings of visitor services and facilities

Question 16c

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

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

Results

- Figure 65 shows the combined proportions of “very good” and “good” quality ratings for visitor services/facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 93% Assistance from park staff/volunteers
 - 93% Park brochure/map
- Figures 66 to 78 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality ratings that was rated by 30 or more visitor groups was:
 - 9% Shipyard Gallery (food concessions)

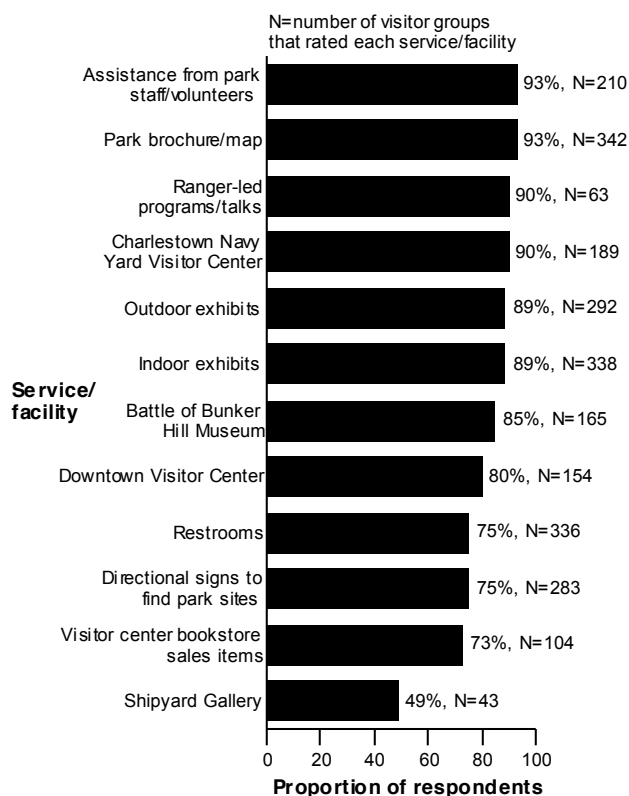
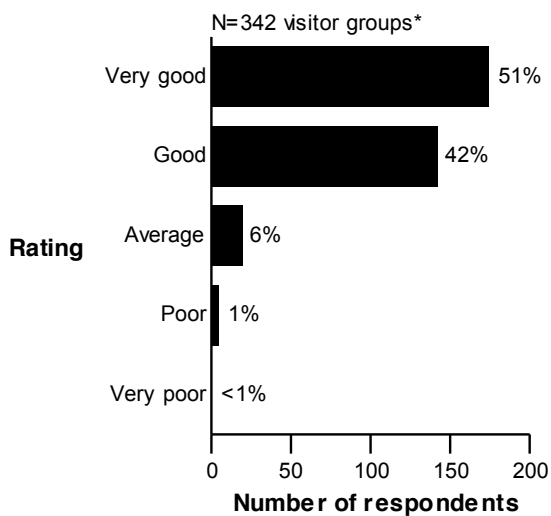


Figure 65: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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



**Figure 66: Quality of park brochure/
map**

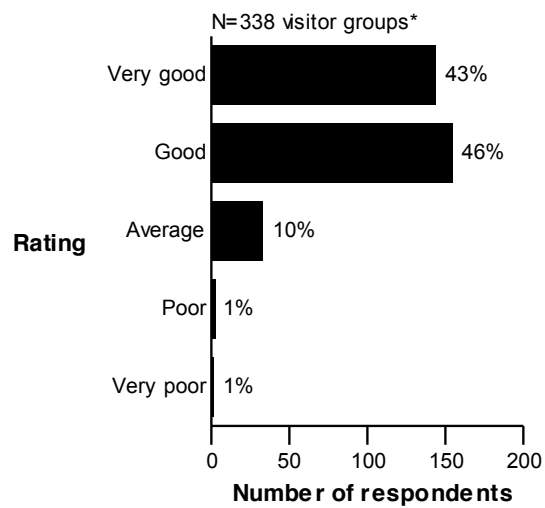


Figure 67: Quality of indoor exhibits

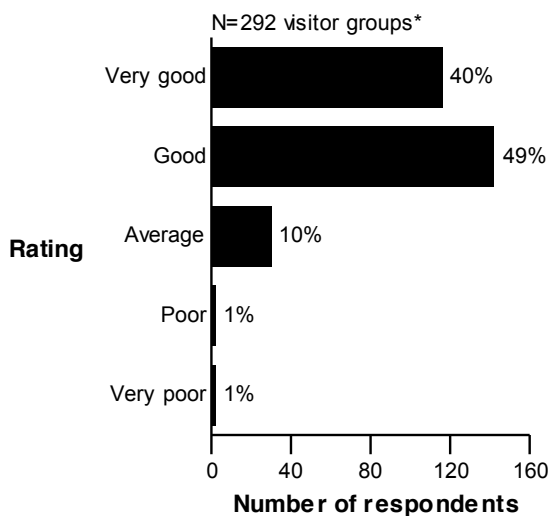
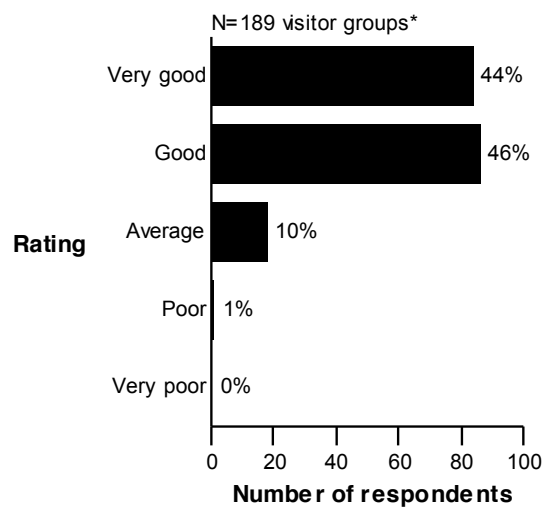


Figure 68: Quality of outdoor exhibits



**Figure 69: Quality of Charlestown Navy
Yard Visitor Center**

*total percentages do not equal 100 due to rounding

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

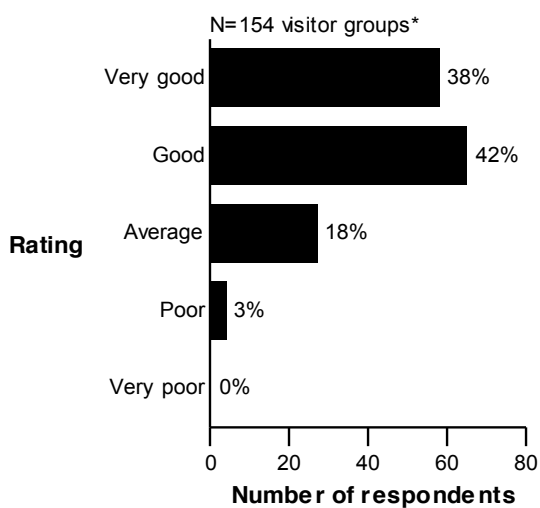


Figure 70: Quality of Downtown Visitor Center

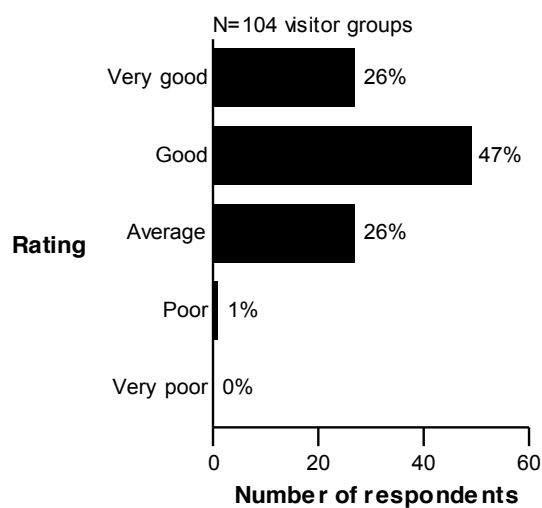


Figure 71: Quality of visitor center bookstore sales items (selection, price, etc.)

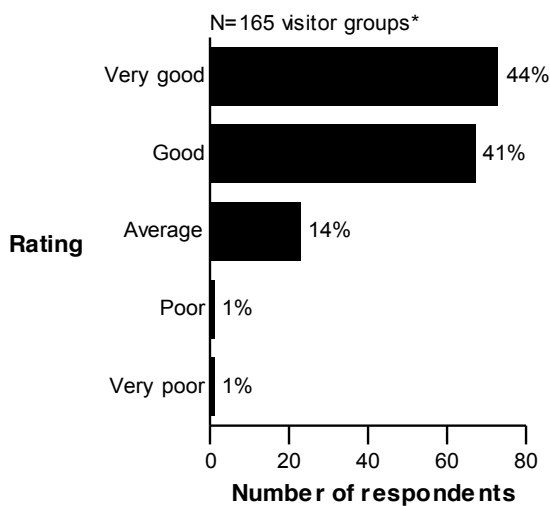


Figure 72: Quality of Battle of Bunker Hill Museum

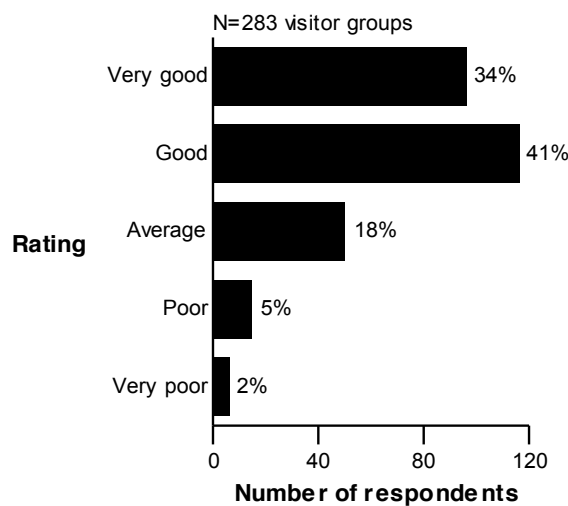


Figure 73: Quality of directional signs to find park sites

*total percentages do not equal 100 due to rounding

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

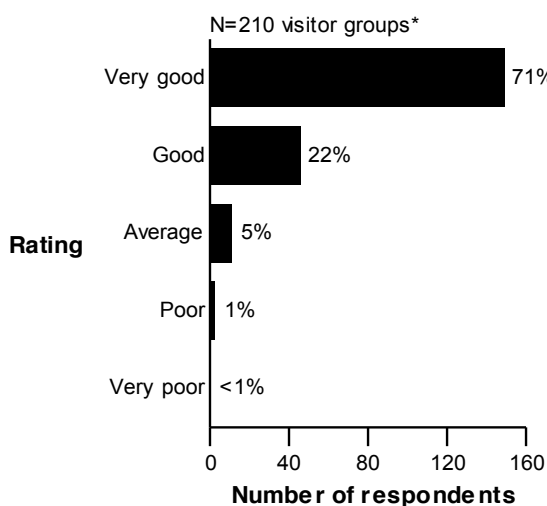


Figure 74: Quality of assistance from park staff/volunteers

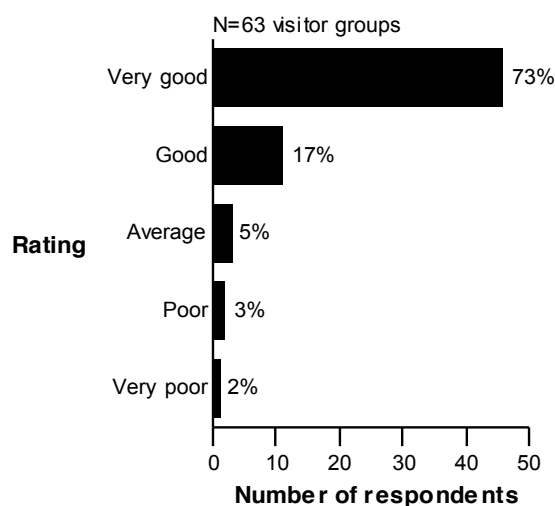


Figure 75: Quality of ranger-led programs/talks

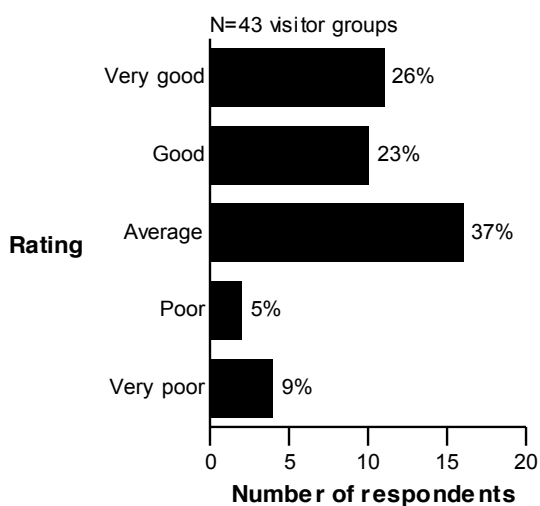


Figure 76: Quality of Shipyard Gallery (food concession)

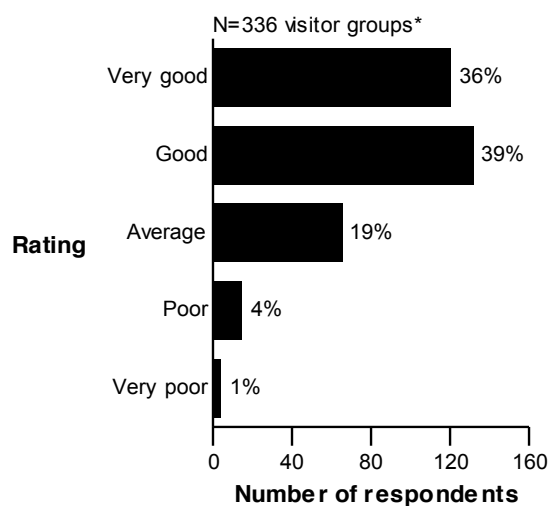


Figure 77: Quality of restrooms

*total percentages do not equal 100 due to rounding

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

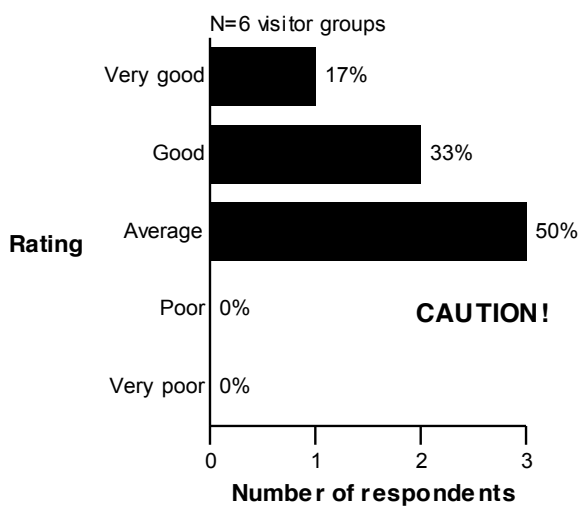


Figure 78: Quality of assistance from park staff/volunteers

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

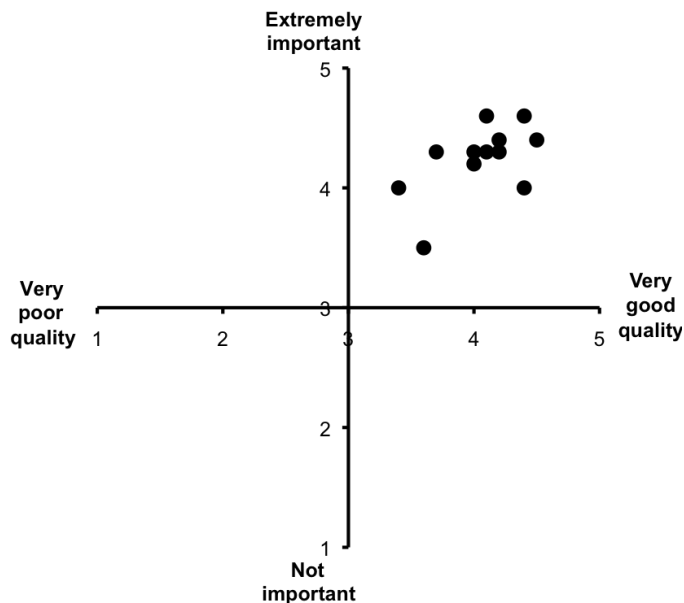


Figure 79: Mean scores of importance and quality ratings for visitor services/facilities

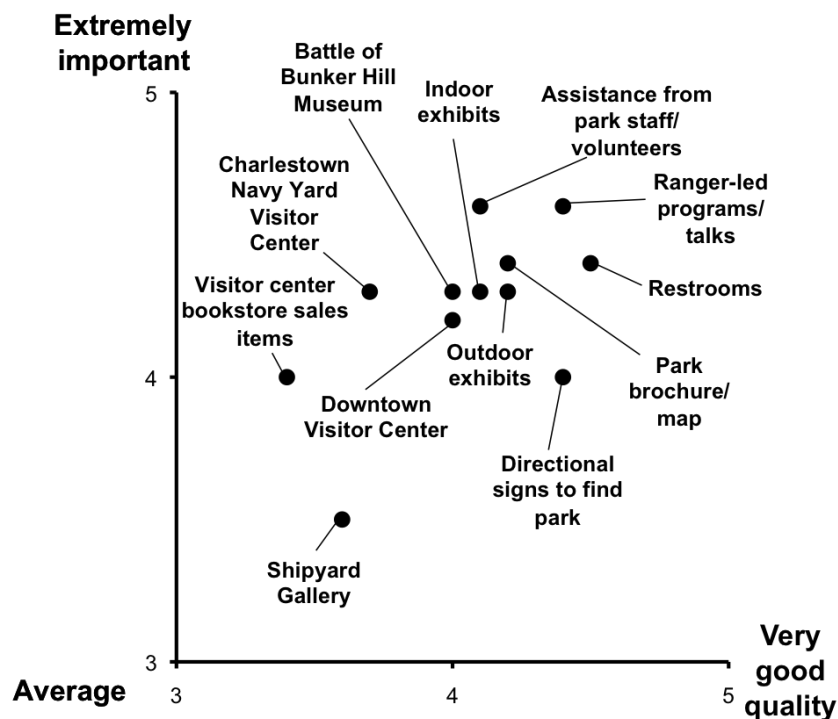


Figure 80: Detail of Figure 79

*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 18a

Did you and your personal group use the park website (www.nps.gov/bost) for planning trips to Boston NHP?

Results

- 14% of visitor groups used the park website for planning trips to the park (see Figure 81).

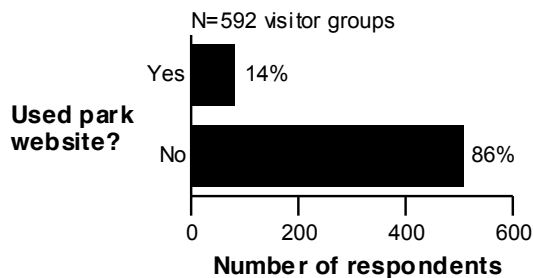


Figure 81: Visitor groups that used the park website

Question 18b

If YES, please rate how helpful the website was in planning your visit.

Results

- 64% of visitor groups that used the park website found it “very helpful” (see Figure 82).
- 19% found it “moderately helpful.”

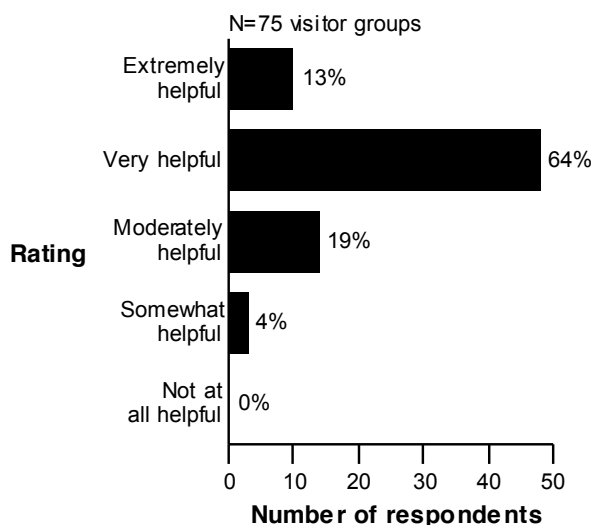


Figure 82: Visitor groups' rating of park website helpfulness

*total percentages do not equal 100 due to rounding

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

Question 18c

Please rate the following aspects of the park website.

Results

- Visitor groups rated aspects of the park website as “very good” or “good” as follows (see Figure 83).

87% Ease of use
 83% Overall quality
 83% Type of information provided
 80% Amount of information provided
 64% Photo gallery
 63% Ease of downloading videos

- Figures 84 to 89 show the quality ratings for each aspect of the park website.

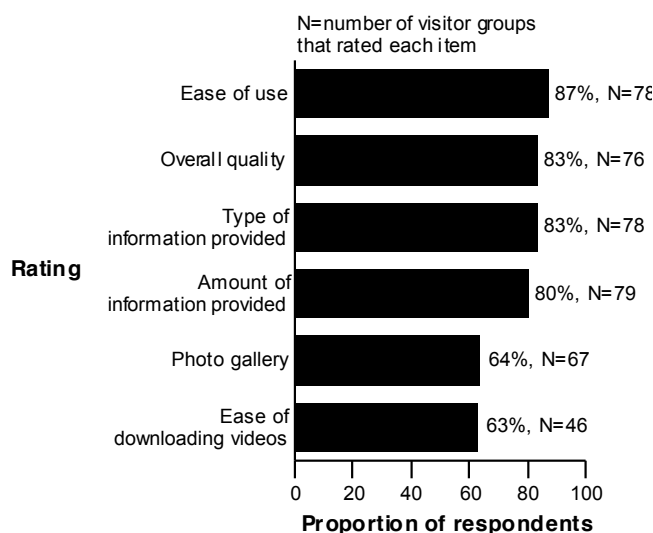


Figure 83: Combined proportions of “very good” and “good” quality ratings of the park website

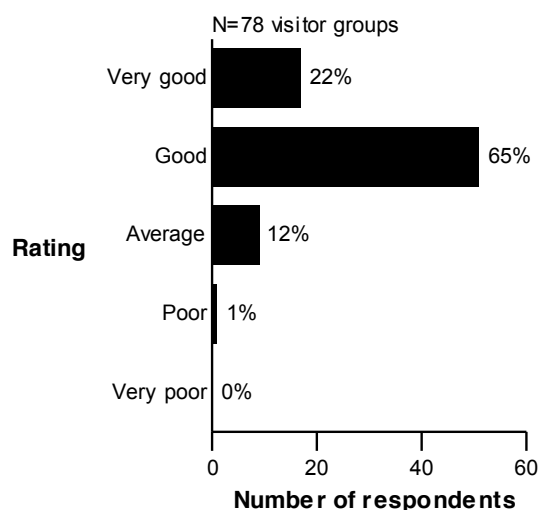


Figure 84: Quality of website: Ease of use

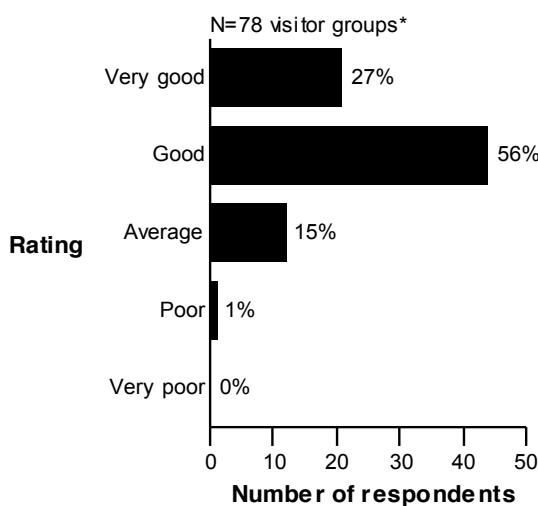


Figure 85: Quality of website: Type of information provided

*total percentages do not equal 100 due to rounding

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

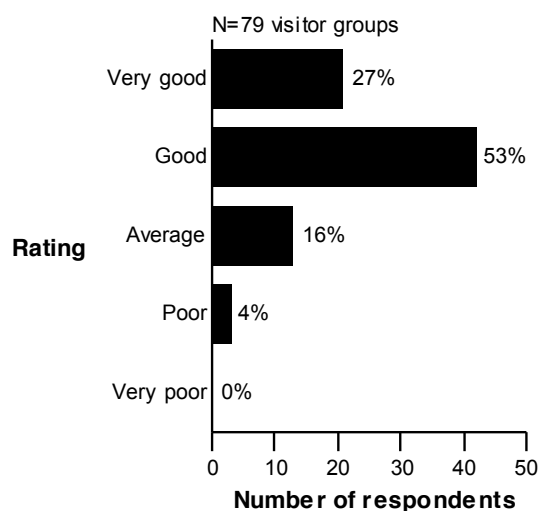


Figure 86: Quality of website: Amount of information provided

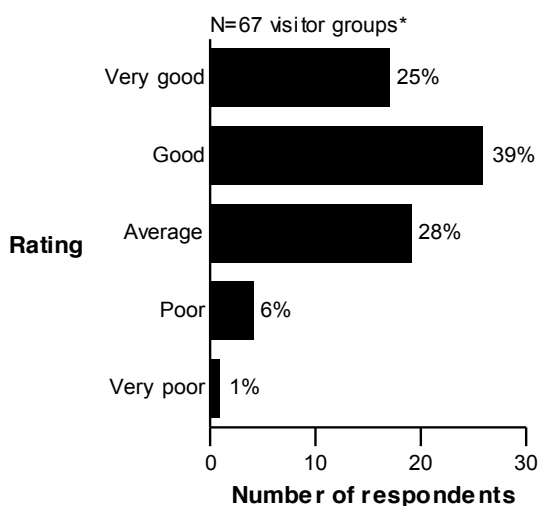


Figure 87: Quality of website: Photo gallery

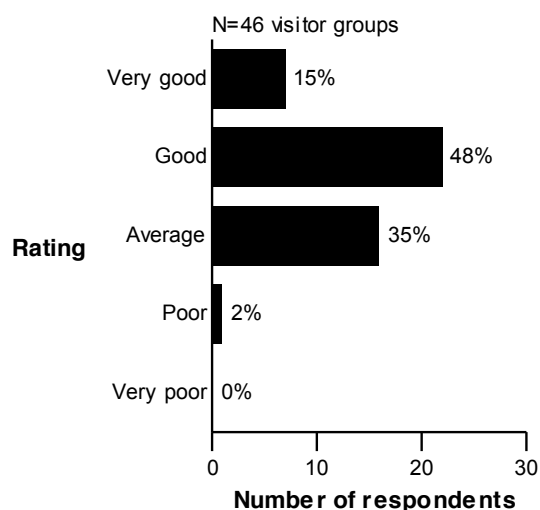


Figure 88: Quality of website: Ease of downloading videos

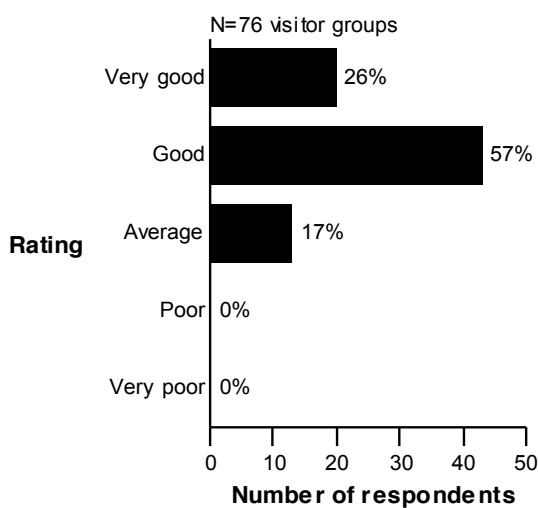


Figure 89: Quality of website: Overall quality

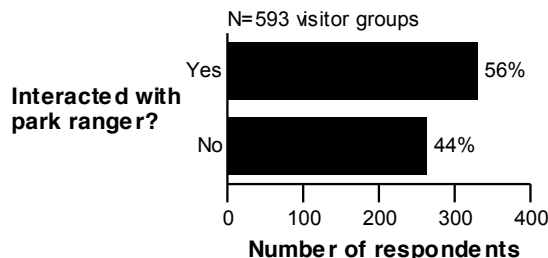
*total percentages do not equal 100 due to rounding

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

Quality of personal interaction with a park ranger

Question 15a

During this visit to Boston NHP, did you and your personal group have any personal interaction with a park ranger other than during a ranger-led program?



Results

- 56% of visitor groups had a personal interaction with a park ranger other than during a ranger-led program (see Figure 90).

Figure 90: Visitor groups that had personal interactions with park rangers

Question 15b

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 91).

98% Courteousness
96% Quality of information provided
96% Responsiveness
96% Helpfulness

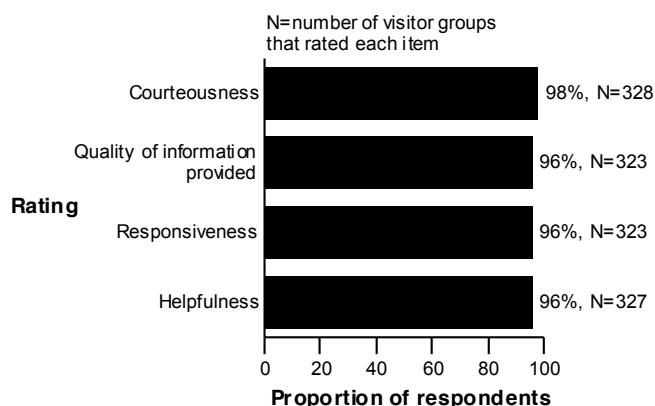


Figure 91: Combined proportions of “very good” and “good” quality ratings of interactions with park rangers

*total percentages do not equal 100 due to rounding

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

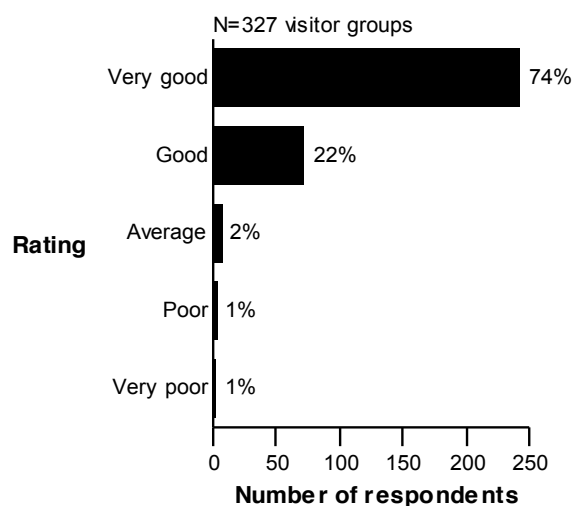


Figure 92: Quality of interaction: Helpfulness

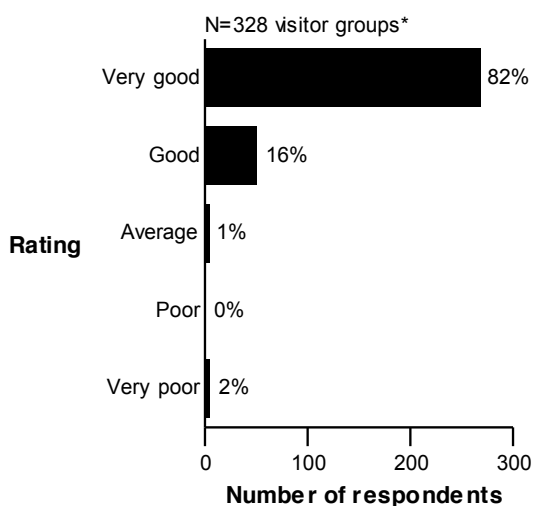


Figure 93: Quality of interaction: Courteousness

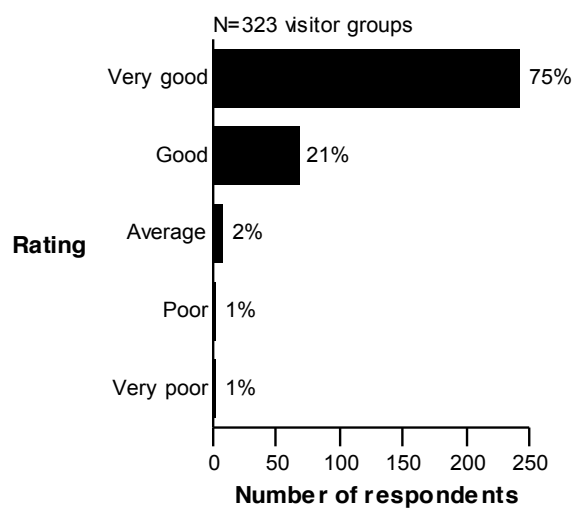


Figure 94: Quality of interaction: Responsiveness

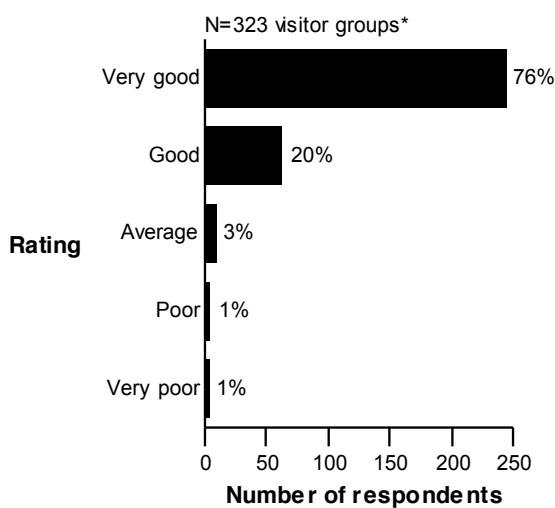


Figure 95: Quality of interaction: Information provided

*total percentages do not equal 100 due to rounding

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

Preferences for future visit

Preferred methods to learn about the park

Question 21

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

Results

- 95% of visitor groups were interested in learning about the park in the future (see Figure 96).
- As shown in Figure 97, among those visitor groups that obtained information about Boston NHP prior to their visit, the most common sources were:
 - 74% Printed materials
 - 63% Park website
- “Other” sources (2%) were:
 - Opt-in e-mail
 - Other languages
 - Phone number to reach a live guide to the area if you are lost
 - Tour by WWII dock or trolley

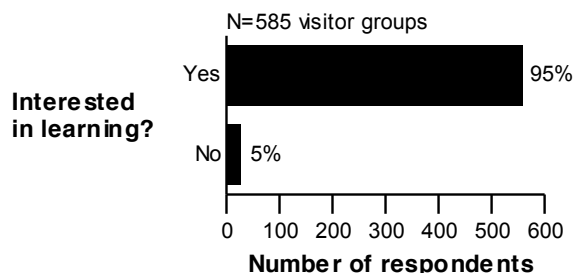


Figure 96: Visitor groups that were interested in learning about the park

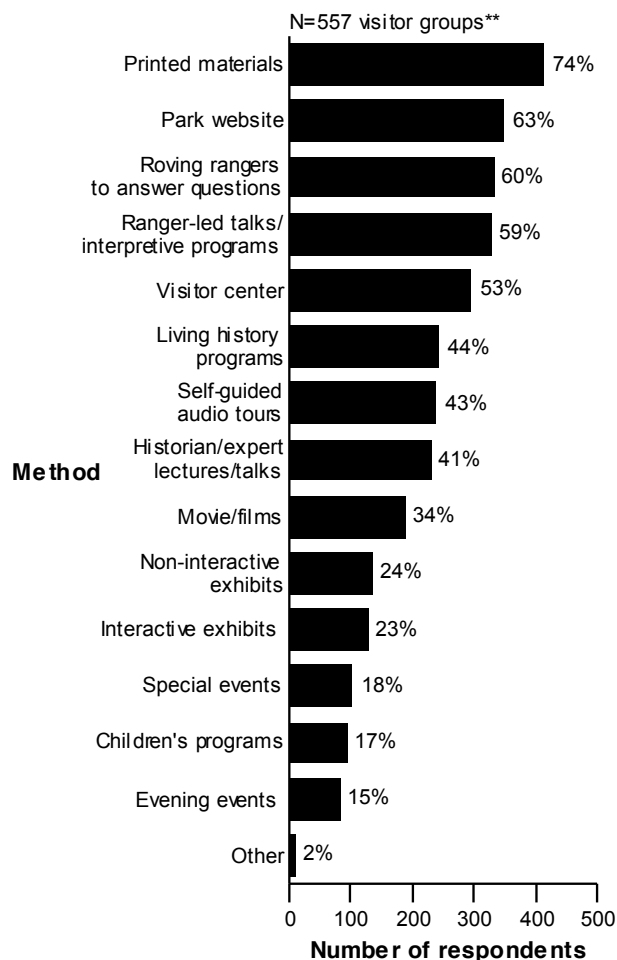


Figure 97: Preferred methods for learning

*total percentages do not equal 100 due to rounding

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

Audio tours

Question 20a

If you were to visit Boston NHP in the future, would you be interested in any of the following audio tours?

Interest in cell phone tour

Results

- 24% of visitor groups would be interested in cell phone tours (see Figure 98).

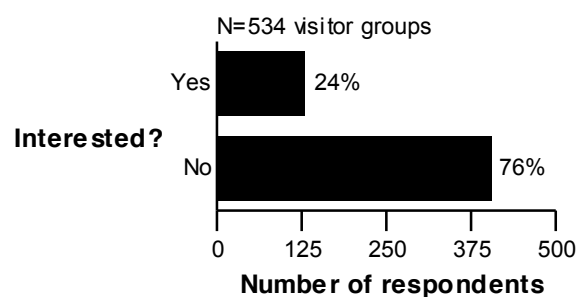


Figure 98: Visitor groups that would be interested in cell phone tours

Interest in podcast tour

Results

- 30% of visitor groups would be interested in podcast tours (see Figure 100).

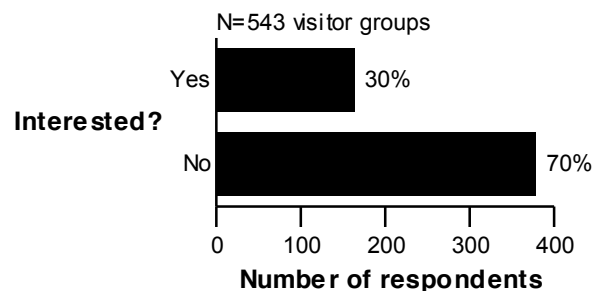


Figure 100: Visitor groups that would be interested in podcast tours

Question 20b

For the audio tours that you are interested in taking, would you be willing to pay a fee of not more than \$20.00 for taking these tours?

Willing to pay for cell phone tour

Results

- 11% of visitor groups would be willing to pay for cell phone tours (see Figure 99).

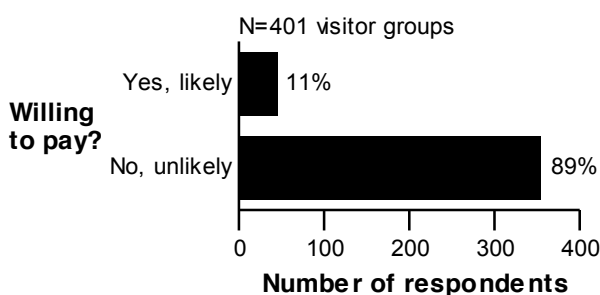


Figure 99: Visitor groups that would be willing to pay for cell phone tours

Willing to pay for podcast tour

Results

- 22% of visitor groups would be willing to pay for podcast tours (see Figure 101).

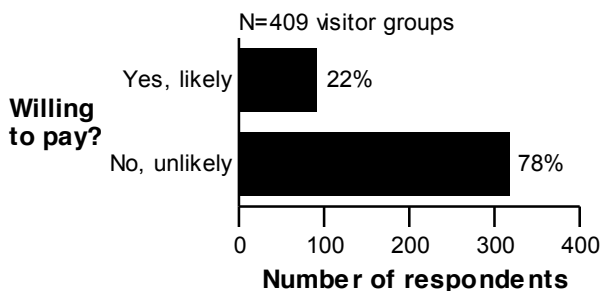


Figure 101: Visitor groups that would be willing to pay for podcast tours

*total percentages do not equal 100 due to rounding

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

Interest in other audio tours

Results

- 15% of visitor groups would be interested in other audio tours (see Figure 102).

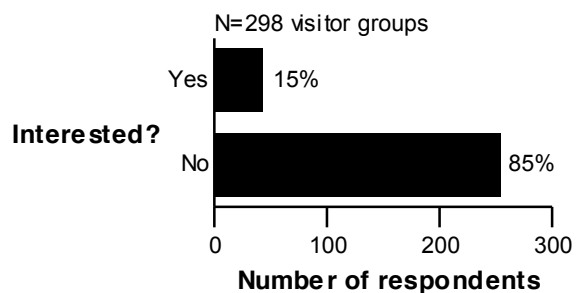


Figure 102: Visitor groups that would be interested in other audio tours

Willing to pay for other audio tours

Results

- 14% of visitor groups would be willing to pay for other audio tours (see Figure 103).

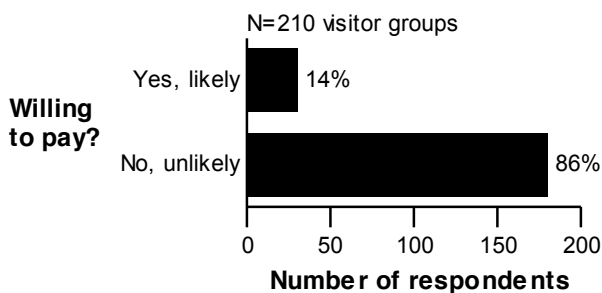


Figure 103: Visitor groups that would be willing to pay for other audio tours

- Table 13 shows “other” types of audio tours suggested by visitor groups.

Table 13: “Other” types of audio tours
N=33 comments

Type of audio tour	Number of times mentioned
Headset tour	10
Audio tour (CD)	6
Audio tour (unspecified)	5
Audio device (unspecified)	4
Audio tape/recording	4
Audio helmet	1
Audio recorders at sites	1
Audio signal at each site	1
Audio system	1

*total percentages do not equal 100 due to rounding

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

Future visits to the park

Question 27a

Would you recommend visiting Boston NHP to others?

Results

- 99% of visitor groups would recommend visiting Boston NHP to others (see Figure 104).

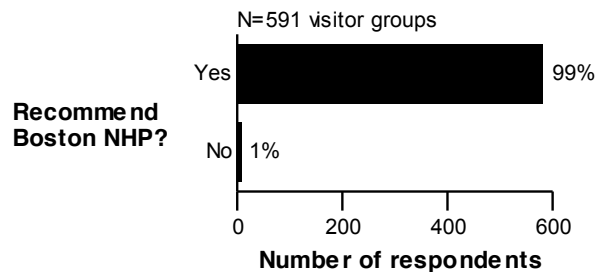


Figure 104: Visitor groups that would recommend visiting Boston NHP to others

Question 27b

Would you and your personal group visit Boston NHP again in the future?

Results

- 83% of visitor groups would visit Boston NHP again in the future (see Figure 105).

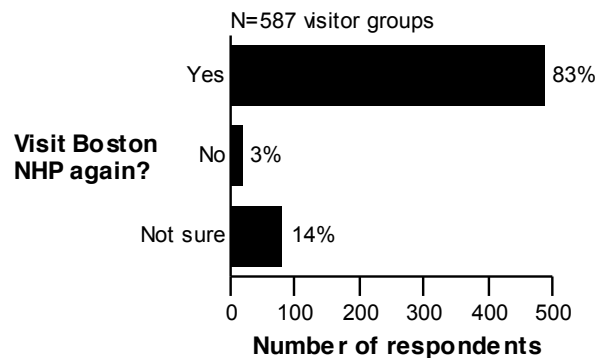


Figure 105: Visitor groups that would visit Boston NHP in the future

Question 27c

What would encourage you and your personal group to visit Boston NHP again? (open-ended)

Results

- Three hundred eleven visitor groups listed incentives that would encourage them to visit Boston NHP again (see Table 14).

*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: Incentives for a future visit
 N=383 comments;
 some visitor groups made more than one comment.

Comment	Number of times mentioned
History	34
More time	34
A chance to see things missed this time	18
Freedom Trail	18
Another visit to Boston	16
Having more money	15
Don't need encouragement; will return	14
Additional reasons to visit area (business, family, etc.)	12
Historical significance	12
Cheaper airfare/accommodations	9
Learn more history	9
New sites/displays	9
Better weather	7
Enjoyed visit	7
Like the city	7
Bringing other family members/friends	6
Won't return/live too far away	6
Anything/everything	5
Guided tours	5
After USS Constitution renovation is complete	4
Better personal planning	4
Bunker Hill	4
More affordable options	4
Special events	4
Beautiful city	3
Costumed interpreters	3
Educational	3
Friendly people	3
Great staff	3
Interesting	3
More historical information	3
Paul Revere House	3
Safe	3
A shuttle between sites	2
Better maintenance of the sites	2
Better wait area/break spots	2
Better/more information provided	2
Charleston Navy Yard	2
Cleanliness	2
College attendance	2
Ease to get around	2
Faneuil Hall	2

*total percentages do not equal 100 due to rounding

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

Table 14: Incentives for a future visit
(continued)

Comment	Number of times mentioned
Free events	2
Helpful rangers	2
Historic landmarks	2
Lots to see and do	2
Museums	2
No admission fees	2
USS Constitution	2
A better marina to leave sailboat	1
A cleaner Charleston Navy Yard	1
A more accessible USS Constitution	1
A more comprehensive tour of USS Constitution	1
Ability to go into more buildings	1
Audio tours	1
Beautiful sites	1
Better location	1
Better tour guides	1
Better trail markings	1
Boston Massacre Site	1
Boston Tea Party Museum when completed	1
Cemeteries	1
Comprehensive museum	1
Continued quality exhibits	1
Enjoyed whale watching trip	1
Extended hours into the evening	1
Fewer crowds	1
Fewer financial obligations	1
Films	1
Fine Arts Museum	1
First public library	1
Good sightseeing	1
Great food in ethnic areas of Boston Lexington	1
Having rangers available to answer questions	1
Higher visibility	1
Historic interest	1
If daughter attended local university	1
If traveling with a large group	1
Improved outdoor exhibits	1
Improved restrooms	1
Including NHP on Boston Go Card	1
Information is good	1
JFK Library	1
Keep attractions reasonably priced	1

*total percentages do not equal 100 due to rounding

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

Table 14: Incentives for a future visit
(continued)

Comment	Number of times mentioned
Keep high standards	1
Learn more about sites in-depth	1
Living history programs	1
Living nearby	1
More guided tours between 11 am and 2 pm	1
More handicapped parking	1
More in-depth information of black influence	1
More to see	1
Nichols House	1
North Church	1
Old South Meeting House	1
Old South Town Hall	1
Opportunity to pay for private tours	1
Past experience	1
Public transportation to Boston	1
Quincy Market	1
Radio ads with hours and places	1
Receiving information by mail	1
Reminders in media	1
Scavenger hunt for children	1
See more sights	1
Shorter lines at USS Constitution	1
Temporary exhibits	1
The North ride	1
Upgraded exhibits	1
Wonderful exhibits	1

*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 31**

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

Results

- 93% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 106).
- 2% rated the quality as “very poor” or “poor.”

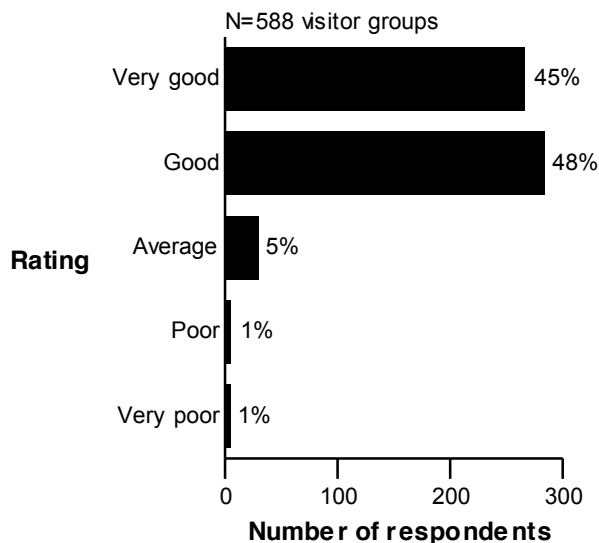


Figure 106: Overall quality rating of facilities, services, and recreational opportunities

*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 28a

What did you and your personal group like most about your visit to Boston NHP? (open-ended)

Results

- 79% of visitor groups (N=477) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 15: What visitors liked most

N=689 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL (N=28)	
Staff was friendly	11
Staff was helpful	5
Staff was knowledgeable	4
Rangers were helpful	3
Rangers	2
Rangers were friendly	2
Other comments	3
INTERPRETIVE SERVICES (N=105)	
Learning about history	29
Walking tour on Freedom Trail	8
Bunker Hill Museum	6
Guided tour	6
Ranger talks	6
Clear signage	5
Excellent displays	5
Information from the rangers	5
Learning new information	3
Self-guided tour on the Freedom Trail	3
Children's museum	2
Costumed guided tour	2
Education for kids	2
Informative	2
Interactive exhibits at museum	2
Kids enjoyed history	2
Maps/books	2
Museums	2
Self-guided tours	2
Other comments	11

Table 15: What visitors liked most
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (N=162)	
Historic sites	44
The Freedom Trail	36
Bunker Hill Monument	25
Easy to follow Freedom Trail	11
Cleanliness	10
Well-maintained historic sites	9
USS Cassin Young	7
Architecture	4
Good accessibility	3
The ship(s)	3
Charleston Navy Yard	2
Other comments	8
POLICIES/MANAGEMENT (N=16)	
Free access	13
Safety	3
LOCAL AREA (N=207)	
USS Constitution	69
Boston	13
Faneuil Hall	13
Cemeteries	12
Paul Revere House	11
Old North Church	10
Old State House/surroundings	9
Food/restaurants	9
USS Constitution Museum	7
Old South Meeting House	5
Sites along the Freedom Trail	5
Boston Common	4
Preservation of historic sites within Boston	4
Beautiful city	3
Boston Duck Tour	3
Boston Harbor	3
Quincy Market	3
Ship tour	3
Water taxi/shuttle	3
Boston Massacre Site	2
Whale-watching	2
Other comments	14

Table 15: What visitors liked most
(continued)

Comment	Number of times mentioned
GENERAL (N=169)	
History	71
Ease of getting around/walkability	16
Seeing/experiencing history	16
Everything	13
Historical significance	10
Walking	8
Proximity of the different sites	7
Lots to see/do	5
View from Bunker Hill	3
Beautiful	2
Family oriented	2
Good weather	2
Historic aspects	2
Scenery	2
The people	2
Other comments	8

What visitors liked least

Question 28b

What did you and your personal group like least about your visit to Boston NHP? (open ended)

Results

- 59% of visitor groups (N=354) 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 least
N=408 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL (N=7)	
Lack of park rangers	3
Other comments	4
INTERPRETIVE SERVICES (N=21)	
Lack of information	5
Bad/inaccurate maps	2
Didn't know about ranger-led tours/programs	2
Lack of exhibits	2
Lack of interactive exhibits	2
Other comments	8
FACILITIES/MAINTENANCE (N=66)	
Confusing/inadequate signs	16
Lack of restrooms	9
Freedom Trail not well marked	6
Restrooms were dirty	6
Climbing stairs at Bunker Hill Monument	5
Lack of maintenance	3
Bunker Hill Monument	2
Charleston Navy Yard	2
Dirty railings	2
Lack of benches/areas to rest	2
Trouble finding the visitor center	2
Other comments	11
POLICY/MANAGEMENT (N=9)	
Some buildings closed too early	4
Commercialization	2
Survey	2
Other comment	1

Table 16: What visitors liked least
(continued)

Comment	Number of times mentioned
LOCAL AREA (N=151)	
Waiting in line for USS Constitution in the hot sun	31
Traffic/driving	20
Admission to get into historic buildings	16
The wait to get on the USS Constitution	13
USS Constitution under renovation	11
Parking challenges	10
Navigating the city	7
Cost of parking	5
USS Constitution closed on Mondays	5
Faneuil Hall was closed	3
Homeless people/beggars	3
Paying individually for each site	3
Quality/selection of food in the area	3
Accommodations are expensive	2
Copp's Hill Burying Ground	2
Public transportation	2
Rude security at USS Constitution	2
USS Constitution	2
Other comments	15
GENERAL (N=150)	
Heat/humidity	32
Nothing to dislike	24
Rainy weather	22
Too crowded	17
Too much walking	16
Weather	10
Lack of time	9
Long lines	7
Personal planning issues	7
Freedom Trail too long	2
Other comments	4

Planning for the future

Question 29

If you were a manager planning for the future of Boston NHP, what would you and your personal group propose? (open-ended)

Results

- 36% of visitor groups (N=220) 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: Planning for future

N=293 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL (N=7)	
Add roving rangers	7
Better educate the rangers	4
Other comments	3
INTERPRETIVE SERVICES (N=120)	
Needed more pre-trip information	14
Add exhibits	10
Provide reenactments/costumed interpreters	10
Provide a walking audio tour	7
Distribute guide books at airport, hotels, etc.	5
More guided tours	5
Provide more interpretive walks/tours	5
A clear, detailed map including sites and transit stops	4
Improve website	4
Add more brochures about sites along Freedom Trail	3
Provide more activities for kids	3
Add guided tour bus	2
Improve interpretive signs	2
Offer information about other historic Boston attractions	2
Provide evening programs/events	2
Other comments	35
FACILITIES/MAINTENANCE (N=64)	
Improve signs	11
Provide a shuttle bus between sites	11
More public restrooms	6
Better maintain the sites	4
Improve parking availability	3
Make Freedom Trail easier to follow	3
Provide free parking	3
Repaint the red lines	3
Add directional signs	2

Table 17: Planning for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Improve restrooms	2
Provide more seating (in shade)	2
Other comments	14
POLICIES/MANAGEMENT (N=52)	
Advertise to raise awareness of the park	15
Extend hours of historic buildings	6
Don't charge to get into buildings	5
Expand the park	4
Offer package price for all Freedom Trail sites	4
Keep historical sites well funded	2
Provide package deals	2
Other comments	13
LOCAL AREA (N=29)	
Provide covered waiting areas for USS Constitution	8
Improve waiting system for USS Constitution	7
More car-free walking areas	2
Other comments	12
GENERAL COMMENTS (N=21)	
Keep doing what you're doing	15
Other comments	6

Additional comments

Question 30

Is there anything else you and your personal group would like to tell us about your visit to Boston NHP? (open-ended)

Results

- 32% of visitor groups (N=195) 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=279 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL (N=22)	
Loved the rangers	7
Enjoyed speaking with rangers	2
Park staff was friendly	2
Park staff was great	2
Rangers were helpful	2
Other comments	7
INTERPRETIVE SERVICES (N=42)	
Educational visit	9
Enjoyed ranger talks/tours	4
Advertise which sites have admission fees	3
Enjoyed tour on USS Cassin Young	2
Excellent exhibits/displays	2
NPS map is great	2
Other comments	20
FACILITIES/MAINTENANCE (N=24)	
Park area was clean	4
Freedom Trail easy to follow	3
Need connecting shuttle from one end to the other	3
Improve directional signs	2
Need more restrooms	2
Other comments	10
POLICIES/MANAGEMENT (N=8)	
Survey too long	4
Other comments	4

Table 18: Additional comments
(continued)

Comment	Number of times mentioned
LOCAL AREA (N=82)	
Enjoyed Boston	10
Disappointed in long lines at USS Constitution	8
Boston residents are friendly	5
Enjoyed Boston mass transit	4
Restaurants/food were great	4
Better inform local hotels about the park	3
Boston residents are helpful	3
Cars/parking are a hindrance in Boston	3
Improve highway/street signs	3
Admission fees too high	2
Boat shuttle was nice	2
Boston is a clean city	2
Create package deals for admission	2
Easy to get around	2
Enjoyed USS Constitution	2
Felt safe in Boston	2
Go Boston Card was helpful	2
Other comments	23
GENERAL COMMENTS (N=101)	
Enjoyed visit	58
Thank you	10
Will return	9
Enjoyed the history	4
Interesting	3
Keep up the good work	3
Enjoyed Freedom Trail	2
Enjoyed walking	2
Would have stayed longer if there was better weather	2
Other comments	8

Site-specific comments

The following site-specific comments were drawn from visitor groups' answers to open-ended questions.

Freedom Trail

- Many visitor groups listed the Freedom Trail as the aspect they liked most about Boston NHP, and some mentioned the walking tour and self-guided tour in particular.
- Some visitor groups felt that the Trail was not well marked and should be made easier to follow with additional signage, while some felt it was easy to follow. Others felt the Trail was too long.
- Visitors suggested offering a package price for all Freedom Trail sites.
- Some groups felt that information about the Trail was lacking.
- A pod-cast tour of the Trail was suggested.

Bunker Hill Monument and Museum

- The Museum and the Monument were listed by many visitor groups as the aspect of the park that they liked most.
- The facilities at Bunker Hill were "liked least" by a few visitor groups.
- Several visitor groups mentioned that Bunker Hill was difficult to access, presumably because of the stairs.
- One group stated that there was a lack of information about Bunker Hill in general.

USS Cassin Young

- The ship was mentioned as some visitor groups' most liked aspect of the park, and a few groups said they enjoyed the tour.

USS Constitution (By far the most visitor comments about sites within Boston NHP or the area were in reference to the USS Constitution.)

- The ship was the "most liked" by a majority of visitor groups that responded to that question.
- The long, hot wait to enter the Constitution was most often listed under what visitors liked least.
- The current construction on the ship was also a frequent response to the "liked least" question, and listed as a reason for not spending more time in the area; a few groups were disappointed that the ship was closed on Mondays; two groups mentioned that the security staff was rude.
- The steps leading to the Constitution presented an access barrier to some visitors, and the lack of ventilation on the ship was mentioned.
- It was suggested that covered waiting areas be erected, and that the waiting system itself be improved.
- A visitor group mentioned that information about the operating days and hours of the Constitution is lacking.
- In answer to the question as to what would encourage visitor groups to spend more time in the area, the most frequent answers were: shorter waiting times to visit the USS Constitution; a shaded/covered waiting area; and being able to spend more time at the site.

Faneuil Hall

- Visitor groups listed Faneuil Hall as the "most liked" aspect of the area.
- A few groups were disappointed to find the Hall was closed.

Charlestown Navy Yard

- In answer to what would encourage a longer visit, visitor groups mentioned a cleaner Navy Yard, better signs at the Navy Yard, and additional maritime artifacts.

Other sites – The following sites, in order of frequency, were also listed in response to the question about what visitor groups liked most about their visit to Boston NHP.

Paul Revere House
Old North Church
Old State House/surroundings
Old South Meeting House
Boston Common
Boston Harbor
Quincy Market
Boston Massacre Site

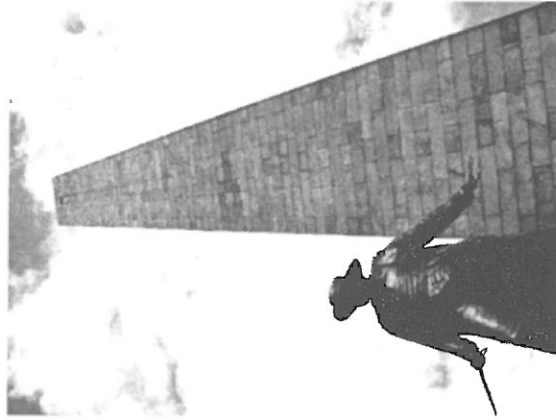
Appendix 1: The Questionnaire



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

Boston National Historical Park

Visitor Study



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
 Boston National Historical Park
 Charlestown Navy Yard
 Boston, MA 02129

Summer 2009

Dear Visitor:

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

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

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

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

We appreciate your help.

Sincerely,

Terry Savage
 Superintendent

Your Visit To Boston National Historical Park

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

At the end of your visit:

DIRECTIONS

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

Like this:  Not like this:  

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

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

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

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

1. a) Prior to your visit, how did you and your personal group obtain information about Boston National Historical Park (NHP)? Please mark (●) all that apply in column (a).

- b) If you were to visit Boston NHP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) all that apply in column (b).

a) Prior to this visit

- ☐ Did not obtain information prior to visit → Go to part b of this question

☐ Previous visits ☐

☐ Friends/relatives/word of mouth ☐

☐ Travel guides/tour books (such as AAA, etc.) ☐

☐ Maps/brochures ☐

☐ Newspaper/magazine articles ☐

☐ Inquiry to park via phone, mail, or email ☐

☐ Television/radio programs/videos ☐

☐ Boston NHP website: www.nps.gov/bost ☐

☐ Other websites ☐

☐ School class/program ☐

☐ Local businesses (hotels, motels, restaurants, etc.) ☐

☐ Chamber of commerce/visitors bureau/state welcome center ☐

☐ Other (Please specify below) ☐

This visit _____ Future visit _____

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

☐ No ☐ Yes → Go to Question 2

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

2. a) **Prior to this visit**, were you and your personal group aware that Boston NHP (Charlestown Navy Yard, Bunker Hill, and Dorchester Heights) is a unit of the National Park System?

☐ Yes ☐ No

- b) **Prior to this visit**, were you and your personal group aware of Boston NHP Freedom Trail partners (Old South Meeting House, Old State House, Paul Revere House, Faneuil Hall, Old North Church)?

☐ Yes ☐ No

3. a) Prior to your visit, were you and your personal group aware of the security procedures to enter the Charlestown Navy Yard Visitor Center and USS Constitution?

☐ Yes ☐ No

- b) Did the security procedures deter you and your personal group from entering?

☐ Yes ☐ No

4. On this trip, what was the **primary** reason that you and your personal group came to the Charlestown Navy Yard/Boston area? Please mark (●) **only one**.

- ☐ Resident of the area (within 20 miles of park) → **Go to Question 5**

- ☐ Visit Boston NHP

- ☐ Visit other attractions in the area

- ☐ Visit friends/relatives in the area

- ☐ Business

- ☐ Other (Please specify) _____

5. On this trip, were the signs directing you and your personal group to and around Boston NHP adequate? Please mark (●) **one** answer for each of the following.

- a) Highway signs ☐ Yes ☐ No ☐ Did not use

- b) Pedestrian signs in Boston ☐ Yes ☐ No ☐ Did not use

- c) Signs in the park ☐ Yes ☐ No ☐ Did not use

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

Highways _____

In Boston _____

In the park _____

6. On this trip, what were the reasons that you and your personal group visited Boston NHP? Please mark (●) **all** that apply.

☐ Visit historic site

☐ Learn history

☐ Saw sign on highway

☐ Travel through to other destination(s)

☐ Show the park to friends/relatives

☐ Visit other attractions in the area

☐ Visit a National Park Service site

☐ Obtain stamp in National Park Passport book

☐ Other (Please specify) _____

7. a) On this trip, how long did you and your personal group spend in **Boston NHP** and in the **area** within 20 miles of the park? (Please list partial hours as 1/4, 1/2, 3/4.)

- ☐ Resident of area within 20 miles of the park → **Go to part b of this question**

_____ Number of hours, if **less than 24 hours**

_____ Number of days, if **24 hours or more**

- b) How long in **total** did you and your personal group visit **Boston NHP only**?

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

8. a) Compared with what you had planned, how much time did you and your personal group spend visiting Boston NHP? Please mark (●) **one**.

- ☐ Didn't have a planned amount of time → **Go to part c of this question**

☐ Spent longer time than planned

☐ Spent about the time planned

☐ Spent less time than planned

- b) If the amount of time you and your personal group spent visiting Boston NHP differed from the amount that you had planned for this visit (longer or shorter), what were the reasons for changing your plan? Please mark (●) all that apply.

- ☐ Fewer things to do/see than expected
- ☐ More things to do/see than expected
- ☐ Park sites were too crowded to gain entry at our desired time
- ☐ Unable to locate park sites
- ☐ Other reasons (Please specify) _____

- c) What would encourage you and your personal group to spend more time visiting Boston NHP? Please be specific.
- _____
- _____

9. a) Prior to your visit, were you and your personal group aware that Boston NHP and Freedom Trail sites are connected by a common theme — the effort to gain independence through revolution? Please mark (●) one.

- ☐ Yes, aware of both the connection and the theme → **Go to Question 10**
- ☐ No, was not aware of the connection
- ☐ Aware of the connection, but did not know what the theme was

- b) As a result of this visit, did you and your personal group learn about the connection between Boston NHP and Freedom Trail sites through a common theme — the effort to gain independence through revolution?

- ☐ Yes ☐ No

10. Have you and your personal group ever visited Dorchester Heights, George Washington's first victory, which American soldiers secured on the night of March 4, 1776?

- ☐ Yes ☐ No

11. a) On this trip, did you and personal your group visit the Battle of Bunker Hill Museum?

- ☐ No ☐ Yes → **Go to Question 12**

- b) If NO, why not? _____
- _____

12. a) On this trip, did you or your personal group climb the Bunker Hill Monument?

- ☐ Yes ☐ No

- b) In the future, if the park needs to more closely regulate visitation inside Bunker Hill Monument, would you and your personal group be willing to visit the monument using a free timed ticket system with a 20-minute time limit?

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

13. a) Boston NHP consists of three federally owned sites along the Freedom Trail: Charlestown Navy Yard, Bunker Hill, and Dorchester Heights. The rest of the sites are privately or city owned or managed. On this trip, which of the following sites along the Freedom Trail, a 2.5-mile walking trail marked by red bricks in the middle of the sidewalk, did you and your personal group enter to visit? Please mark (●) all that apply.

- ☐ All sites along the Freedom Trail → **Go to Question 14**

- ☐ Bunker Hill Monument ☐ NPS Visitor Center-Downtown
- ☐ Battle of Bunker Hill Museum ☐ Old State House
- ☐ USS Constitution ("Old Ironsides") ☐ Old South Meeting House
- ☐ USS Constitution Museum ☐ USS Cassin Young
- ☐ Copp's Hill Burying Ground ☐ Paul Revere House
- ☐ Charlestown Navy Yard Visitor Center ☐ Granary Burying Ground
- ☐ Information Kiosk in Boston Common ☐ State House
- ☐ King's Chapel and Burying Ground ☐ Old North Church
- ☐ Faneuil Hall ☐ Boston Massacre Site
- ☐ Other (Please specify) _____

- b) Were you and your personal group able to find the sites that you wanted to visit on the Freedom Trail?

- ☐ Yes ☐ No

- c) When your group first arrived at Boston NHP, what was the first site that you and your personal group visited on the Freedom Trail?

Specify site _____

- ☐ Don't remember

14. a) Were you and your personal group aware of the free ranger-led tours on the Freedom Trail?

☐ Yes ☐ No

- b) On this trip, did you and your personal group take a walking tour on the Freedom Trail? Please mark (●) all that apply.

- ☐ No, did not take a tour
- ☐ Yes, free ranger-led tour
- ☐ Yes, commercial private tour by costumed guide (for a fee)
- ☐ Yes, self-guided tour with National Park Service brochure
- ☐ Yes, self-guided tour with brochure issued by another organization
- ☐ Yes, other (Please specify) _____

15. a) During this visit to Boston NHP, did you and your personal group have any personal interaction with a park ranger other than during a ranger-led program?

☐ Yes ☐ No → Go on to Question 16

- b) If YES, please rate the quality of your interaction with the park ranger. Please mark one (●) for each item.

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. a) Please mark (●) all of the visitor services and facilities that you or your personal group used at Boston NHP during this visit.

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

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

a) Visitor services/facilities used Mark (●)	b) If used, how important?		c) If used, what quality?	
	1=Not important	2=Somewhat important	3=Average	4=Good
<input type="radio"/> Park brochure/map				
<input type="radio"/> Indoor exhibits				
<input type="radio"/> Outdoor exhibits				
<input type="radio"/> Charlestown Navy Yard Visitor Center				
<input type="radio"/> Downtown Visitor Center				
<input type="radio"/> Visitor center bookstore sales items (selection, price etc.)				
<input type="radio"/> Battle of Bunker Hill Museum				
<input type="radio"/> Directional signs to find park sites				
<input type="radio"/> Assistance from park staff/volunteers				
<input type="radio"/> Ranger-led programs/talks				
<input type="radio"/> Shipyard Gallery (food concession)				
<input type="radio"/> Restrooms				
<input type="radio"/> Access for disabled persons				

17. a) On this visit, did you and your personal group visit any of the Eastern National bookstores in the Charlestown Navy Yard Visitor Center, Downtown Visitor Center, or at the Battle of Bunker Hill Museum?

☐ Yes ☐ No → Go to Question 18

- b) Are there any sales items that are not currently provided in the park bookstores that you and your personal group would like to have available for purchase in the future? Please be specific.

18. a) Did you and your personal group use the park website (www.nps.gov/bost) for planning trips to Boston NHP?

☐ Yes ☐ No → **Go to Question 19**

- b) If YES, please rate how helpful the website was in planning your visit by marking (●) **one** response below.

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

- c) Please rate the following aspects of the park website. Please mark (●) **one** for each aspect.

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

19. a) Prior to your visit to Boston were you and your personal group aware of the following National Park System sites within 5 miles of Boston NHP?

- b) Have you and your personal group visited, or do you plan to visit, these sites in the future? Please mark (●) **one** response for each site.

	a) Aware?		b) Visited or plan to visit?	
	Yes	No	Yes	No
<input type="radio"/> Boston Harbor Islands National Recreation Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Boston African American National Historic Site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Longfellow National Historic Site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> John F. Kennedy National Historic Site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Frederick Law Olmsted National Historic Site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. a) If you were to visit Boston NHP in the future, would you be interested in any of the following audio tours? Please mark (●) **one** response for each tour.

- b) For the audio tours that you are interested in taking, would you be willing to pay a fee of not more than \$20.00 for taking those tours? Please mark (●) **one** response for each tour.

a) Interested?		b) Willing to pay?	
Yes	No	Yes, likely	No, unlikely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cell phone tour

Podcast tour

Other (Please specify below)

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

☐ Not interested in learning about the park → **Go to Question 22**

☐ Park website: www.nps.gov/bost

☐ Movies/films

☐ Historian/expert lectures/talks

☐ Ranger-led talks/interpretive programs

☐ Children's programs

☐ Special events

☐ Evening events

☐ Visitor/orientation center

☐ Non-interactive exhibits

☐ Interactive exhibits (displays on computer, iPhone, Blackberry, PDA, etc.)

☐ Self-guided audio tours (with map/publication, audio device, cell phone)

☐ Living history programs/dramatic presentations (people in costume)

☐ Roving rangers available to answer questions

☐ Printed materials (brochures, books, maps, etc.)

☐ Other (Please specify) _____

22. On this visit, were you and your personal group part of the following types of organized groups?

- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other group (scouts, work, church, etc.) ☐ Yes ☐ No
- d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

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

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

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

_____ Number of people in personal group

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

_____ Number of vehicles or ☐ Did not use any vehicle (on foot, used bicycle or public transportation)

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

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

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

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

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

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

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

☐ Yes ☐ No → Go on to Question 27

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

27. a) Would you recommend visiting Boston NHP to others?

☐ Yes ☐ No

b) Would you and your personal group visit Boston NHP again in the future?

☐ Yes ☐ No ☐ Not sure

c) What would encourage you and your personal group to visit Boston NHP again?

28. a) What did you and your personal group like **most** about your visit to Boston NHP?

b) What did you and your personal group like **least** about your visit to Boston NHP?

29. If you were a manager planning for the future of Boston NHP what would you and your personal group propose?

30. Is there anything else you and your personal group would like to tell us about your visit to Boston NHP?

31. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Boston NHP during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
○	○	○	○	○

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

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OFFICIAL BUSINESS

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Appendix 2: Additional Analysis

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

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

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

For more information please contact:

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Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; 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.

The hypothesis was that visitors are equally represented at different mailing waves. If the p-value is greater than 0.05, the difference between mailing wave 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.

Table 3 shows no significant difference in age, travel distance, overall quality rating among different mailing waves. The non-response bias is thus judged to be insignificant.

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Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982

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

1983

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

1985

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

1986

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

1987

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

1988

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

1989

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

1989 (continued)

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

1990

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

1991

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

1992

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

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

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

1994

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

1995

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

1996

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

1996 (continued)

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

1997

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

1998

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

1999

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

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

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

2001

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

2002

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

2003

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

2003 continued

- 151. Mojave National Preserve (fall)

2004

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

2005

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

2006

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

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

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

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

2009

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

2009 (continued)

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

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu 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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