



Saugus Iron Works National Historic Site Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/820



ON THE COVER

A view of Saugus Iron Works from the Nature Trail
Photograph courtesy of Don Woods, NPS

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Marc F. Manni and Yen Le

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83844-1139

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Contents

	Page
Executive Summary	v
Acknowledgements.....	viii
About the Authors.....	viii
Introduction.....	1
Organization of the Report	1
Methods.....	3
Survey Design and Procedures	3
Sample size and sampling plan	3
Questionnaire design.....	3
Survey procedure	4
Data analysis	5
Limitations	5
Special conditions	5
Checking non-response bias	6
Results.....	7
Group and Visitor Characteristics	7
Visitor group size.....	7
Visitor group type	7
Visitors with organized groups	8
United States visitors by state of residence.....	10
Visitors from Massachusetts and adjacent states by county of residence.....	11
International visitors by country of residence.....	12
Number of visits to park in past 12 months	13
Number of visits to park in lifetime.....	13
Visitor age.....	14
Visitors of Hispanic or Latino ethnicity.....	15
Visitor race.....	15
Visitors with physical conditions affecting access/participation	16
Respondent level of education	17
Respondent household income	18
Respondent household size	18
Awareness of park management	19
Trip/Visit Characteristics and Preferences	20
Information sources prior to visit.....	20
Information sources for future visit	22
Use of electronic devices	23
Park website	24
Park as destination	26
Reasons for visiting the park.....	27
Adequacy of park directional signs.....	28
Length of visit	30
Expected length of stay vs. actual length of stay	30
Reasons for spending more or less time than planned at the park	31

Contents (continued)

	Page
Places visited in the park.....	34
Activities on this visit	34
Activity that was primary reason for visit.....	36
Ranger or volunteer-led talks/programs/tours	37
Visitor center bookstore sales items	38
Ratings of Services, Facilities, Attributes, Resources, and Elements	40
Visitor services and facilities used.....	40
Importance ratings of visitor services and facilities	41
Quality ratings of visitor services and facilities.....	43
Mean scores of importance and quality ratings of visitor services and facilities	45
Interaction with park staff.....	46
Elements affecting experience	47
Preferences for Future Visits	48
Interest in future visit to park.....	48
Recommend visiting the park to others	48
Preferred length of ranger or volunteer-led programs	53
Preferred time of day to attend ranger-led programs	54
Preferred methods to learn about the park	55
Preferred topics to learn on future visit.....	56
Overall Quality	58
Visitor Comment Summaries	59
What visitors liked most	59
What visitors liked least.....	61
Planning for the future	63
Additional comments	65
Visitor Comments.....	67
Appendix 1: The Questionnaire	95
Appendix 2: Additional Analysis.....	97
Appendix 3: Decision Rules for Checking Non-response Bias	98
References.....	99

Executive Summary

This visitor study report profiles a systematic random sample of Saugus Iron Works National Historic Site (NHS) visitors during July 27 – September 7, 2013. A total of 351 questionnaires were distributed to visitor groups. Of those, 248 questionnaires were returned, resulting in a 70.7% response rate.

Group size and type	Sixty-five percent of visitor groups consisted of two or three people and 25% were in groups of four or more. Seventy-three percent of visitor groups consisted of family groups, 11% were alone, and 10% were with friends.
State or country of residence	United States visitors were from 35 states and comprised 98% of total visitation during the survey period, with 57% from Massachusetts. There were too few international visitors to provide reliable data.
Frequency of visits	Ninety-three percent of visitors visited the park once in the past 12 months. For 80% this was their first visit in their lifetime, while 13% had visited two or three times.
Age, ethnicity, race, educational level, and income level	Thirty-eight percent of visitors were ages 56 years or older, 24% were ages 15 years or younger, and 17% were 41 to 55 years old. Three percent were Hispanic or Latino. Ninety-two percent of visitors were White and 4% were Asian. Thirty-nine percent of respondents had completed a graduate degree and 34% had a bachelor's degree. Twenty-one percent of respondents reported an income level of \$75,000-\$99,999, 17% had an income of \$100,000-\$149,999, and 16% had an income of \$50,000-\$74,999.
Physical conditions	Six percent of visitor groups had members with physical conditions affecting their ability to access services or participate in activities.
Awareness of park prior to visit	Sixty-eight percent of visitor groups were aware that Saugus Iron Works NHS is a unit of the National Park System. Forty-four percent of visitor groups were aware that Saugus Iron Works NHS is only open seasonally, from May 1 through October 31.
Information sources	Most visitor groups (86%) obtained information about the park prior to their visit most often through the Saugus Iron Works NHS website (62%), friends/relatives/word of mouth (33%), and previous visits (20%). Most visitor groups (89%) received the information they needed. Seventy percent of visitor groups prefer to use Saugus Iron Works NHS website to obtain information for a future visit, while 27% prefer previous visits, and 23% prefer travel guides/tour books.
Use of electronic devices	Sixty-eight percent of visitor groups brought electronic devices with them on this trip. The devices most often brought were a smartphone (79%) and a GPS wayfinding device (34%).
Park website	Fifty-nine percent of visitor groups obtained the information they needed on the park website to plan their visit. Seventy percent of visitor groups rated the information on the park website as "extremely helpful" or "very helpful" in planning their visit.
Park as destination	During the on-site interview 58% of visitor groups said the park was their primary destination, and for 36%, the park was one of several destinations.

Executive Summary (continued)

Reasons for visiting the park	The most common reasons for visiting the park were to learn about early iron production in Colonial America (71%), visit and explore the reconstructed iron works (64%), and learn about the life, culture, and history of the Massachusetts Bay Colony (55%).
Adequacy of directional signs	Sixty-nine percent of visitor groups felt the directional signs to the park in the local communities were adequate and 66% felt the highway signs directing them to the park were adequate.
Length of visit	Forty-five percent of visitor groups spent two hours in the park, 28% spent three or more hours, and 27% spent up to one hour. The average length of stay was 1.9 hours.
Time spent at park	Fifty-one percent of visitor groups did not have a planned amount of time to spend at the park. Thirty-one percent spent about the same amount of time as planned, while 14% spent more time than planned.
Places visited in the park	The most common places visited in the park were the visitor center (93%), blast furnace (93%), forge (91%), and museum (89%).
Activities on this visit	The most common activities were visiting the museum/viewing exhibits (91%), watching orientation film (65%), and attending ranger or volunteer-led talks/programs/tours (51%). The most common activities that were the primary reason for visiting the park were visiting the museum/viewing exhibits (35%) and attending ranger or volunteer-led talks/programs/tours (24%).
Ranger-led talks/ programs/tours	Forty-seven percent of visitor groups participated in ranger or volunteer-led talks/ programs/tours. The most common reasons preventing visitor groups from participating in ranger or volunteer-led talks/programs/tours were programs not offered at time of visit (50%) and did not have time for this activity (28%).
Visitor center bookstore sales items	Seventy-one percent of visitor groups visited the Eastern National bookstore at the visitor center. Ninety-eight percent of visitor groups thought the bookstore space was adequate. Fourteen percent of visitor groups would like more items available for purchase that are not currently available.
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were the visitor center (87%), museum and exhibits (85%), restrooms (74%), and park brochure/map (72%).
Interaction with park staff	Most visitor groups (98%) had interactions with park staff. The interaction receiving the highest combined proportions of “very good” and “good” ratings was courtesousness (98%).
Elements affecting park experience	Sixty-two percent of visitor groups felt that large trees used for wood for reconstructing structures would “enhance” their experience. Forty-seven percent of visitor groups felt that recycled plastic to look like wood for reconstructing structures would “detract from” their experience.
Interest in a future visit to the park	Seventy-eight percent of visitor groups would consider visiting the park again in the future.

Executive Summary (continued)

Recommend visiting the park to others	One hundred percent of visitor groups would recommend visiting the park to others.
Preferred length of ranger or volunteer-led programs on a future visit	Sixty-eight percent of visitor groups preferred a program length of 1/2 - 1 hour, while 16% preferred a program length of under 1/2 hour.
Preferred time of day to attend ranger-led program on a future visit	Fifty-four percent of visitor groups preferred a program time of 10 am – noon, 17% preferred a program time of noon - 2 pm, and 16% preferred a program time of 2 pm - 4 pm.
Methods of learning about the park on a future visit	Most visitor groups (97%) were interested in learning about the park through ranger-guided walks/talks (77%), trailside exhibits (58%), films, movies, videos (55%), and indoor exhibits (53%).
Overall quality	Most visitor groups (96%) rated the overall quality of facilities, services, and recreational opportunities at Saugus Iron Works NHS as “very good” or “good.” Less than 1% rated the overall quality as “poor.” No visitor group rated the overall quality as “very poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Marc Manni for compiling the report, Curtis White for overseeing the fieldwork, the staff and volunteers of Saugus Iron Works NHS for assisting with the survey, and Matthew Strawn and Brian Quigley for data processing.

About the Authors

Marc Manni is the Research Team Supervisor for the Visitor Services Project. Yen Le, Ph.D., is Director of the Visitor Services Project, Park Studies Unit, Department of Conservation Social Sciences, at the University of Idaho.

Introduction

This report describes the results of a visitor study at Saugus Iron Works NHS in Saugus, Massachusetts, conducted July 27 – September 7, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Saugus Iron Works National Historic Site is a reconstruction of the first successful, fully-integrated iron works in the New World. It produced wrought iron and cast iron products from 1646 to approximately 1670, utilizing the most advanced iron making technology in early Colonial times. On April 5th, 1968 the site was renamed Saugus Iron Works National Historic Site and became part of the National Park System because of its significance to the character, development and history of the United States. This nine-acre site includes working waterwheels, hot forges, mills, an historic 17th century home and a lush river basin. The site is considered the birthplace of the iron and steel industry in Colonial America. Learn more about Saugus Iron Works at <http://www.nps.gov/sair/historyculture/>.

Organization of the Report

This 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 a summary for each question in the questionnaire and includes visitor comments to open-ended questions. 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 a 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.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

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 the total percentages do not equal 100 due to rounding.

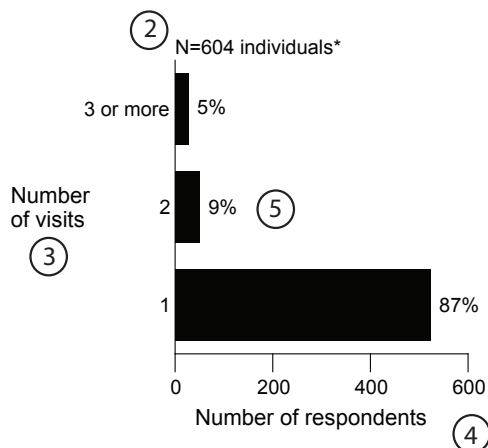
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

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 method, 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 the visitor center/pedestrian gate during July 27 – September 7, 2013. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. During this survey, 361 visitor groups were contacted and 351 of these groups (97.2%) accepted questionnaires. (The average acceptance rate for 280 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 248 respondents, resulting in a 70.7% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Questionnaire design

The Saugus Iron Works NHS questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Saugus Iron Works NHS. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Saugus Iron Works NHS questionnaire. However, all questions followed Office 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, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following each survey round, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after each survey round. Seven weeks after each survey round, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

The survey dates were extended until all questionnaires were passed out, resulting in three rounds of replacement mailings.

Table 1. Follow-up mailing distribution

Round 1 (July 27 – August 8, 2013)				
	Date mailed	U.S.	International	Total
Postcards	August 26	116	4	120
1 st replacement	September 10	58	3	61
2 nd replacement	September 30	55	0	55
Round 2 (August 9 – 23, 2013)				
	Date mailed	U.S.	International	Total
Postcards	September 10	93	2	95
1 st replacement	September 24	40	2	42
2 nd replacement	October 15	35	0	35
Round 3 (August 24 – September 7, 2013)				
	Date mailed	U.S.	International	Total
Postcards	September 23	115	2	117
1 st replacement	October 7	58	1	59
2 nd replacement	October 25	43	0	43

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of July 27 – September 7, 2013. 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. When 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 ranged from hot, humid, and sunny to cool, overcast, and periods of rain, with temperatures ranging from 70-98 degrees Fahrenheit.

Founders' Day, an annual celebration of the founding of Saugus, Massachusetts, is the largest public event in the Town of Saugus each year. Visitors to the park on Founders' Day (September 7th, 2013) may have affected the typical type and amount of visitation in the park compared to the rest of the open season in 2013.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and distance from participant's home to Saugus, MA. Respondents and non-respondents were found to be insignificantly different except for average age (see Table 2 - Table 5). Respondents at younger age ranges (especially 45 and younger) may be underrepresented in the survey results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	51.63 (N=246)	44.85 (N=99)	<0.001
Group size	2.85 (N=244)	2.87 (N=100)	0.909

Table 3. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	26 (11%)	12 (12%)	0.502
Family	179 (74%)	76 (74%)	
Friends	25 (10%)	13 (13%)	
Family and friends			

Table 4. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	147 (60%)	56 (55%)	0.194
Park as one of several destinations	89 (36%)	37 (36%)	
Not a planned destination	10 (4%)	9 (9%)	

Table 5. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 50 miles	125 (55%)	62 (62%)	0.223
51-100 miles	16 (7%)	4 (4%)	
101-200 miles	12 (5%)	7 (7%)	
201 miles or more	70 (31%)	22 (22%)	
International visitors	5 (2%)	5 (5%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 21b

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

Results

65% of visitor groups consisted of two or three people (see Figure 1).

25% were in groups of four or more.

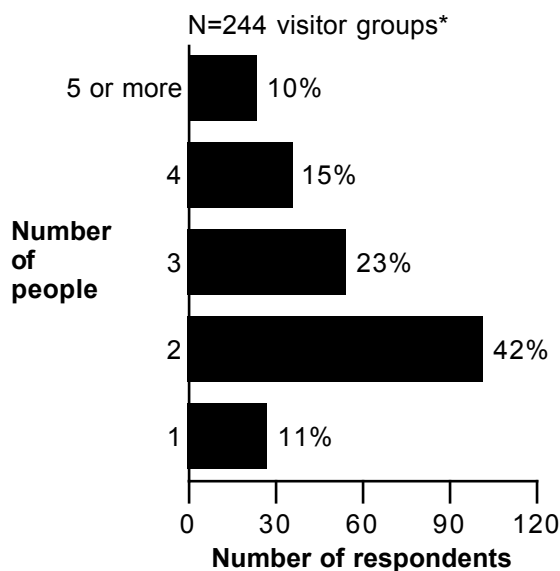


Figure 1. Visitor group size

Visitor group type

Question 21a

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

Results

- 73% of visitor groups consisted of family groups (see Figure 2).
- 11% were alone.
- 10% were with friends.
- No "other" group type (1%) was specified.

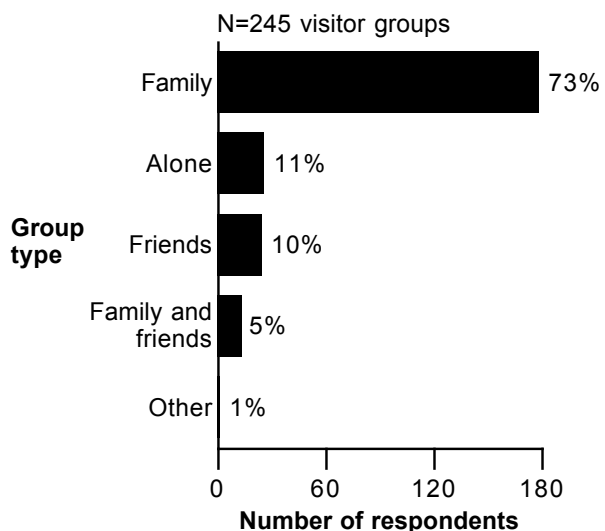


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

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

Visitors with organized groups

Question 20a

On this visit, was your personal group with a commercial guided tour group?

Results

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

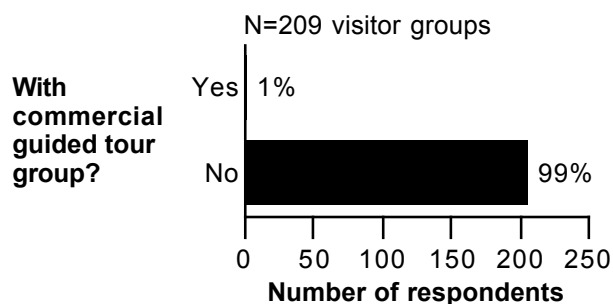


Figure 3. Visitors with a commercial guided tour group

Question 20b

On this visit, was your personal group with a school/educational group?

Results

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

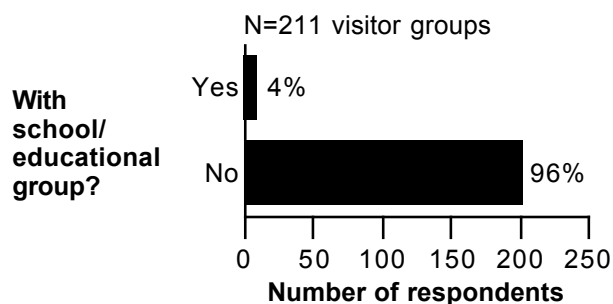


Figure 4. Visitors with a school/educational group

Question 20c

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 3% of visitor groups were with an “other” organized group (see Figure 5).

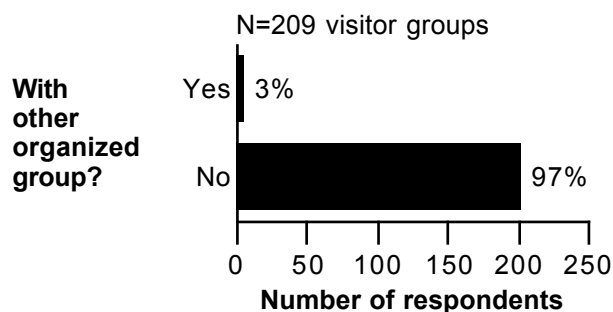


Figure 5. Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding

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

Question 20d

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 (see Figure 6).

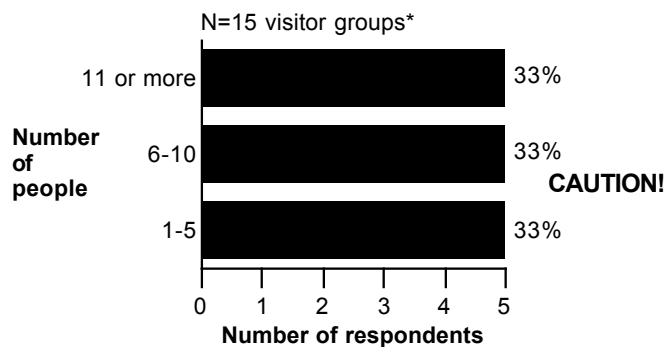


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence**Question 22b**

For your personal group on this visit, what is each member's state of residence?

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

Results

- U.S. visitors were from 35 states and comprised 98% of total visitation to the park during the survey period.
- 57% of U.S. visitors came from Massachusetts (see Table 6 and Figure 7).
- 5% came from Connecticut.
- 4% were from New Hampshire.
- Smaller proportions came from 32 other states.

Table 6. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=583 individuals*	Percent of total visitors N=592 individuals
Massachusetts	330	57	56
Connecticut	27	5	5
New Hampshire	25	4	4
Virginia	19	3	3
Pennsylvania	16	3	3
California	14	2	2
Florida	14	2	2
New Jersey	13	2	2
Texas	13	2	2
Illinois	12	2	2
Maryland	9	2	2
New York	9	2	2
23 other states	82	14	14

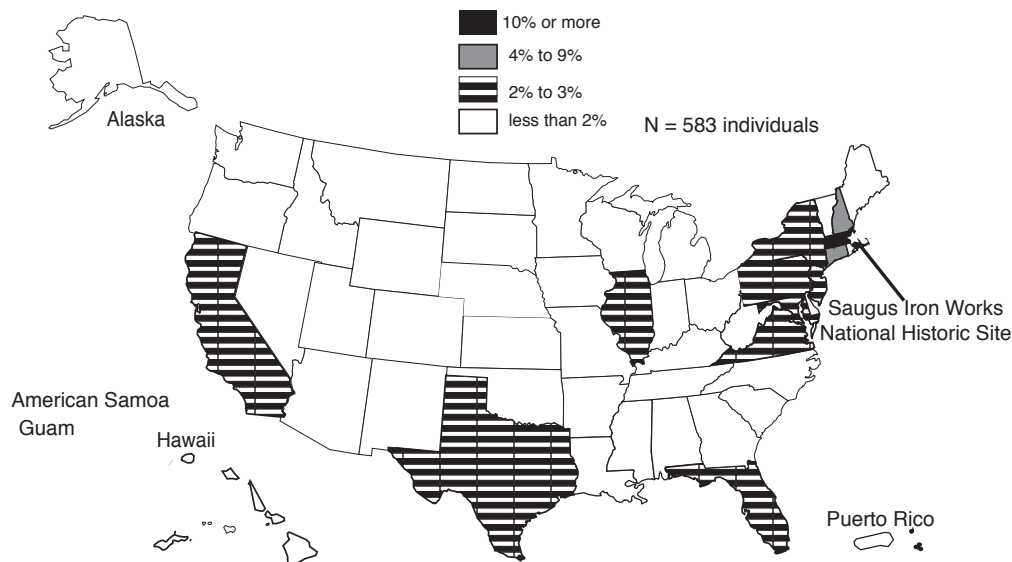


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

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

Visitors from Massachusetts and adjacent states by county of residence

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

Table 7. Visitors from Massachusetts and adjacent states by county of residence

Results

- Visitors from Massachusetts and adjacent states were from 29 counties and comprised 64% of the total U.S. visitation to the park during the survey period.
- 39% came from Middlesex County, MA (see Table 7).
- 31% came from Essex County, MA.
- Small proportions of visitors came from 27 other counties in Massachusetts and adjacent states.

County, State	Number of visitors N=375 individuals	Percent*
Middlesex, MA	147	39
Essex, MA	116	31
Suffolk, MA	21	6
Worcester, MA	15	4
Norfolk, MA	13	3
Hillsborough, NH	8	2
Bristol, MA	7	2
Rockingham, NH	7	2
Hampshire, MA	4	1
Lincoln, ME	4	1
Washington, RI	4	1
Merrimack, NH	3	1
Berkshire, MA	2	1
Cheshire, NH	2	1
Essex, VT	2	1
Grafton, NH	2	1
Kings, NY	2	1
Monroe, NY	2	1
Plymouth, MA	2	1
Schoharie, NY	2	1
Strafford, NH	2	1
Barnstable, MA	1	<1
Coos, NH	1	<1
Dutchess, NY	1	<1
Erie, NY	1	<1
Hampden, MA	1	<1
Hancock, ME	1	<1
Rensselaer, NY	1	<1
York, ME	1	<1

*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 22b**

For your personal group on this visit, what is each member's country of residence?

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

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Table 8).

Table 8. International visitors by country of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=9 individuals*	Percent of total visitors N=592 individuals
Canada	5	56	1
United Kingdom	3	33	1
Japan	1	11	<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 to park in past 12 months

Question 22c

For your personal group on this visit, how many times has each member visited Saugus Iron Works NHS in the past 12 months (including this visit)?

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

Results

- 93% of visitors visited the park once in the past 12 months (see Figure 8).
- 7% visited two or three times.

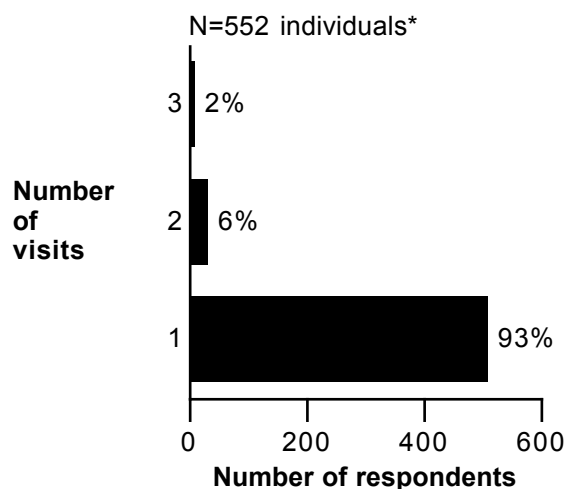


Figure 8. Number of visits to park in past 12 months

Number of visits to park in lifetime

Question 22d

For your personal group on this visit, how many times has each member visited Saugus Iron Works NHS in their lifetime (including this visit)?

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

Results

- 80% of visitors were visiting the park for the first time (see Figure 9).
- 13% visited two or three times.
- 6% visited four or more times.

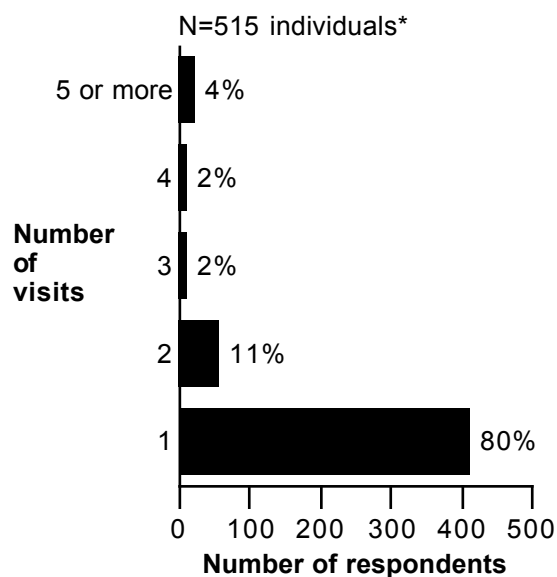


Figure 9. Number of visits to park in lifetime

*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 22a

For your personal group on this visit, what is each member's current age?

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

Results

- Visitor ages ranged from 1 to 93 years.
- 38% of visitors were 56 years or older (see Figure 10).
- 24% were 15 years or younger.
- 17% were 41 to 55 years old.
- 16% were 26 to 40 years old.
- 6% were 16 to 25 years old.

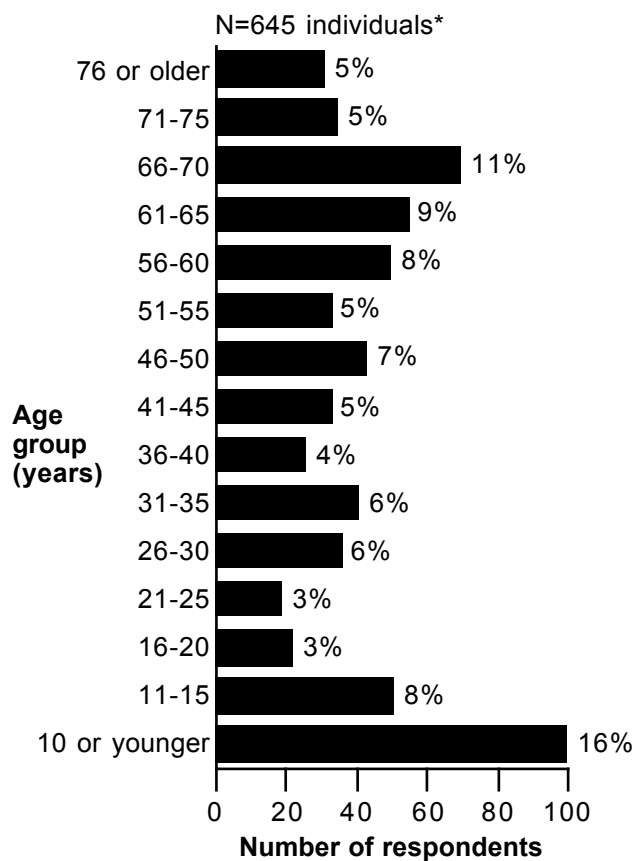


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

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

Visitors of Hispanic or Latino ethnicity

Question 24a

Are members of your personal group
Hispanic or Latino?

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

Results

- 3% of visitors were Hispanic or Latino
(see Figure 11).

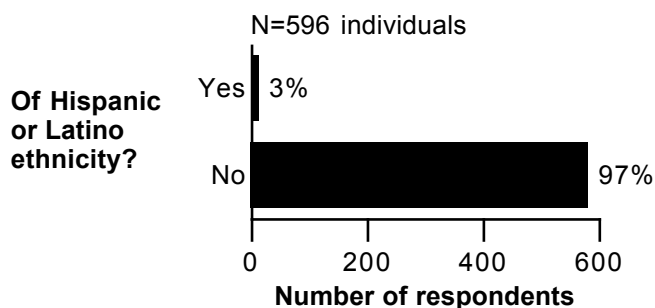


Figure 11. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 24b

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

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

Results

- 92% of visitors were White (see
Figure 12).
- 4% were Asian.
- 2% were of more than one race.

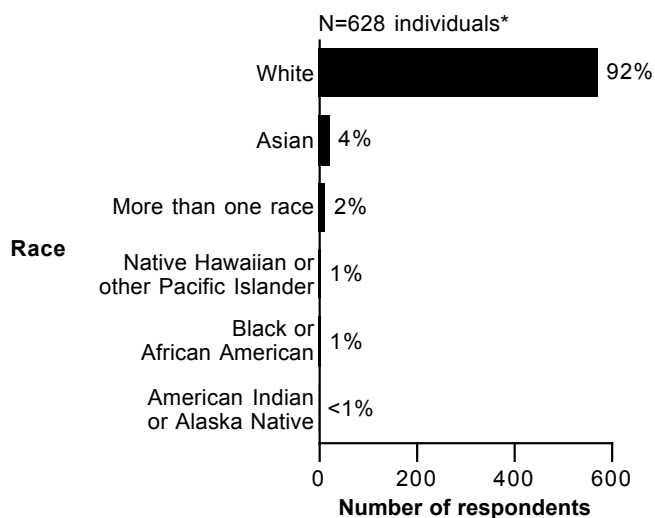


Figure 12. Visitor race

*total percentages do not equal 100 due to rounding

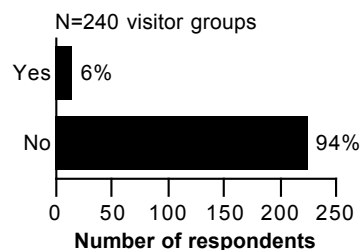
**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions affecting access/participation

Question 19a

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

Have a physical condition affecting participation/access?



Results

- 6% of visitor groups had members with physical conditions affecting access or participation in park activities or services (see Figure 13).

Figure 13. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 19b

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

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- 11 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 9).

Table 9. Services/activities that were difficult to access/participate in (N=11 comments) – **CAUTION!**

Service/activity
Hilly terrain (older person)
It was challenging having a tour of the house because of the stairs
Moving down to the lower level for no interaction
One ramp was very steep for wheelchairs
Stairs, distance
The house tour, stairs
Too old for steps
Trails were steep. No ramps in place of steps.
Walking and climbing steps/stairs
Walking to some parts, not able to participate in nature trail
We had an umbrella stroller and the ramp from the forge to the furnace was steep. Manageable for us though.

*total percentages do not equal 100 due to rounding

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

Question 19c

Because of the physical condition, which specific difficulties did the person(s) have during this visit to Saugus Iron Works NHS?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 14).

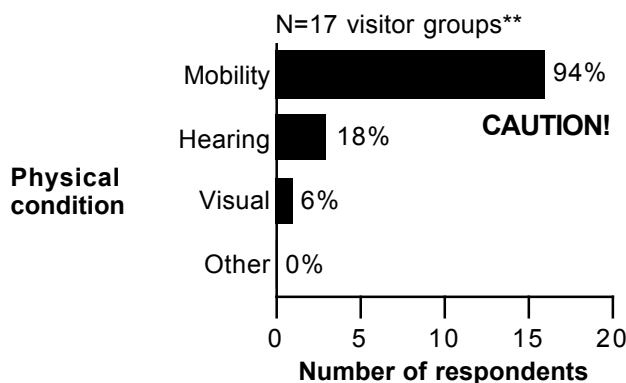


Figure 14. Specific problems experienced by visitors with physical conditions affecting access/participation

Respondent level of education

Question 23

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

Results

- 39% of respondents had a graduate degree (see Figure 15).
- 34% had a bachelor's degree.
- 21% had some college.

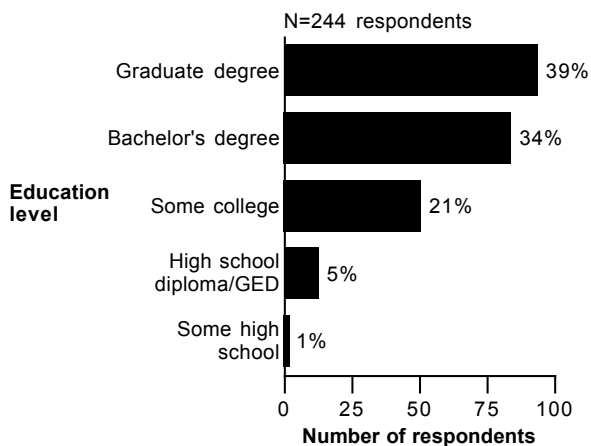


Figure 15. Respondent level of education

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 25a

For you only, which category best represents your annual household income?

Results

- 21% of respondents reported a household income of \$75,000-\$99,999 (see Figure 16).
- 17% had an income of \$100,000-\$149,999.
- 16% had an income of \$50,000-\$74,999.

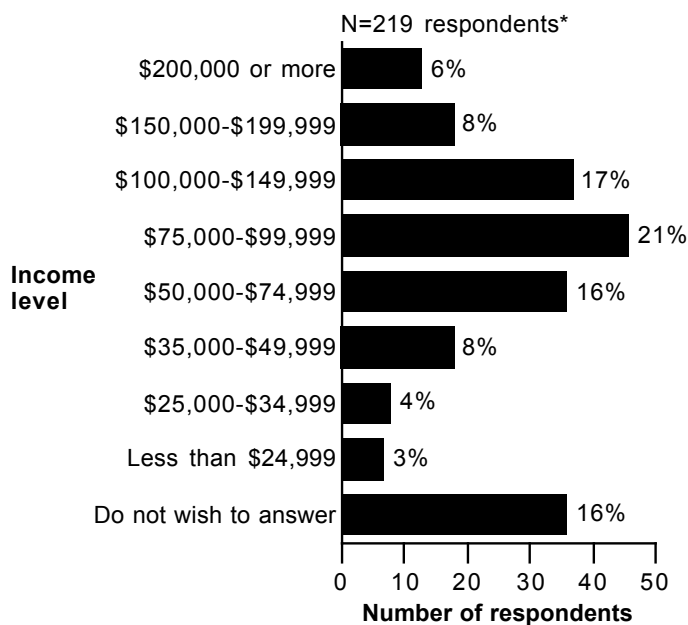


Figure 16. Respondent household income

Respondent household size

Question 25b

How many people are in your household?

Results

- 44% of respondents had two people in their household (see Figure 17).
- 32% had three or four people.
- 14% had one person.

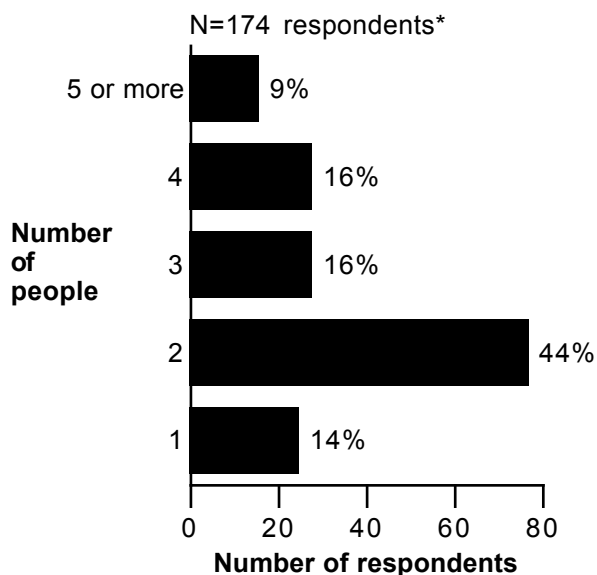


Figure 17. Respondent household size

*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 management

Question 2

Prior to this visit, was your personal group aware that Saugus Iron Works NHS is a unit of the National Park System?

Results

- 68% of visitor groups were aware that Saugus Iron Works NHS is a unit of the National Park System (see Figure 18).

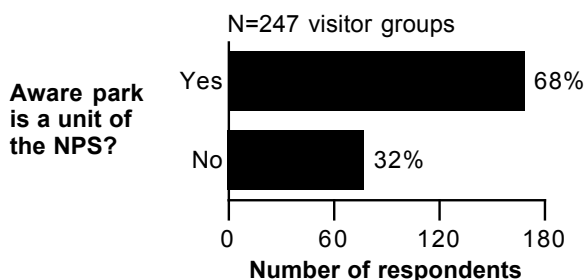


Figure 18. Visitor groups that were aware that Saugus Iron Works NHS is a unit of the National Park System

Question 3a

Prior to this visit, was your personal group aware that Saugus Iron Works NHS is only open seasonally, from May 1 through October 31, every year?

Results

- 44% of visitor groups were aware that Saugus Iron Works NHS is only open seasonally, from May 1 through October 31 (see Figure 19).

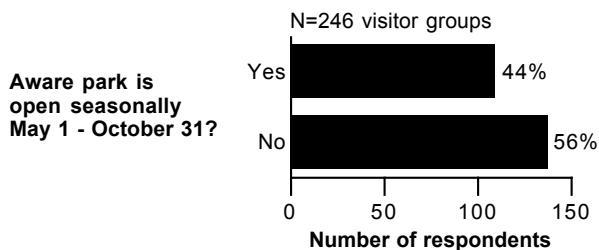


Figure 19. Visitor groups that were aware that Saugus Iron Works NHS is only open seasonally, from May 1 through October 31

Question 3b

If the site were open during the winter months, from November 1 through April 30, would your personal group be likely to visit?

Results

- 20% of visitor groups would likely visit the site during the winter months if it were open (see Figure 20).

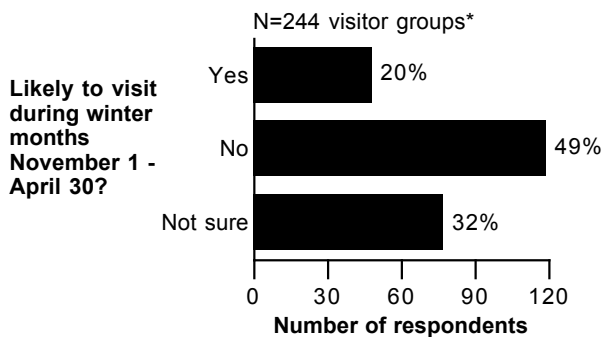


Figure 20. Visitor groups that would likely visit the site during the winter months if it were open

*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 this visit, how did your personal group obtain information about Saugus Iron Works NHS?

Results

- 86% of visitor groups obtained information about Saugus Iron Works NHS prior to their visit (see Figure 21).
- As shown in Figure 22, among those visitor groups that obtained information about Saugus Iron Works NHS prior to their visit, the most used sources were:

62% Saugus Iron Works NHS website
33% Friends/relatives/word of mouth
20% Previous visits

- Other websites (6%) were:

enha.org
google.com
maps.google.com
nps.gov
parkstamps.org
tripadvisor.com

- “Other” sources of information (11%) were:

Drove by
Graduate school research paper
Live in Saugus
National Park Passport book
NPS iPhone app
Road signs
USA National Phenology Network

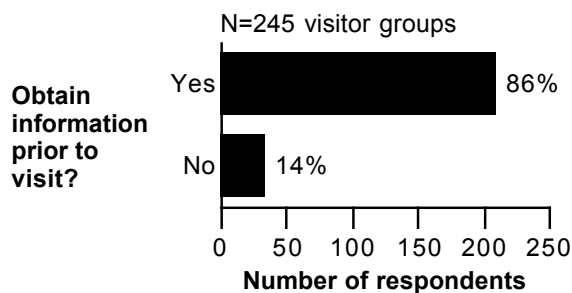


Figure 21. Visitor groups that obtained information prior to visit

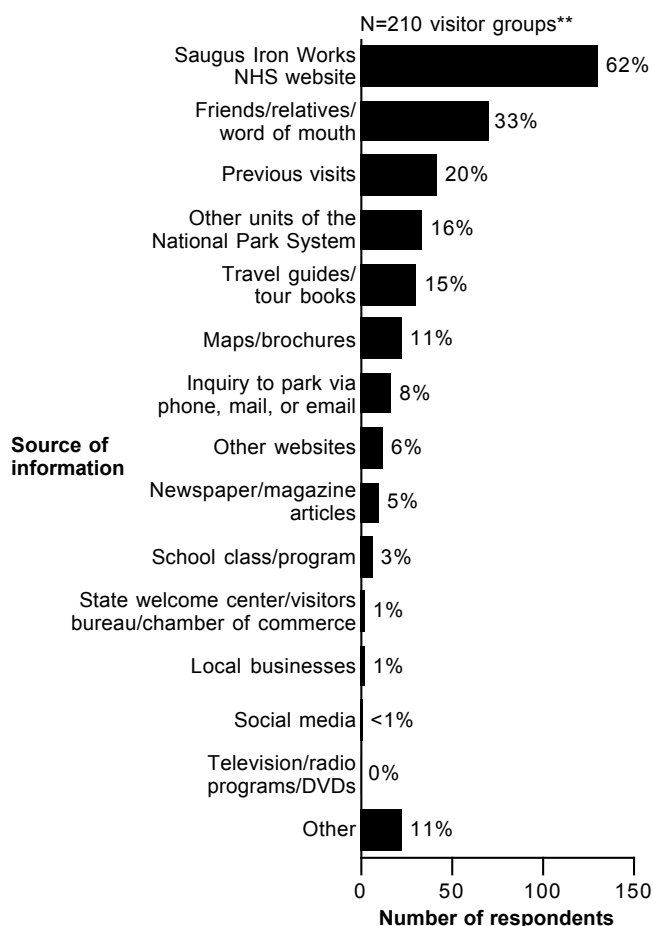


Figure 22. Sources of information used by visitor groups prior to visit

*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 your personal group receive the type of information about the park that you needed?

Results

- 89% of visitor groups received needed information prior to their visit (see Figure 23).

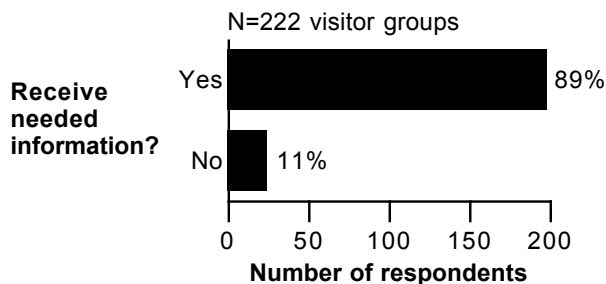


Figure 23. Visitor groups that received needed information prior to their visit

Question 1d

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

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 16 visitor groups listed needed information that was not available (see Table 10).

Table 10. Needed information that was not available (N=16 comments) – **CAUTION!**

Needed information
Actual street address for GPS
Cost. Didn't see on site.
Handicapped accessible
Historical significance, what to do
Hours of operation
House tour schedule
How this site relates to the ones in New England
How to have access to the site by using public transportation
Information about food/lunch
Needed more specific information on ranger-led interpretive programs
Once off highway, the signs to the iron works were often covered by foliage
Single photo showed pouring demonstration. However, I had already assumed this depicted a special event. All other information was great.
The water power system was not functioning
Trails, size of park, flora/fauna available
Website did not note that water wheel was not functional - disappointment
What it was

*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 Saugus Iron Works NHS in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 24, visitor groups' most preferred sources of information for a future visit were:

70% Saugus Iron Works NHS website
27% Previous visits
23% Travel guides/tour books

- Other websites (7%) were:

enha.org
google.com
tripadvisor.com
yelp.com
yelp.com/foursquare
Auto club website

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

Email
GPS
Mobile website/app
Smartphone apps

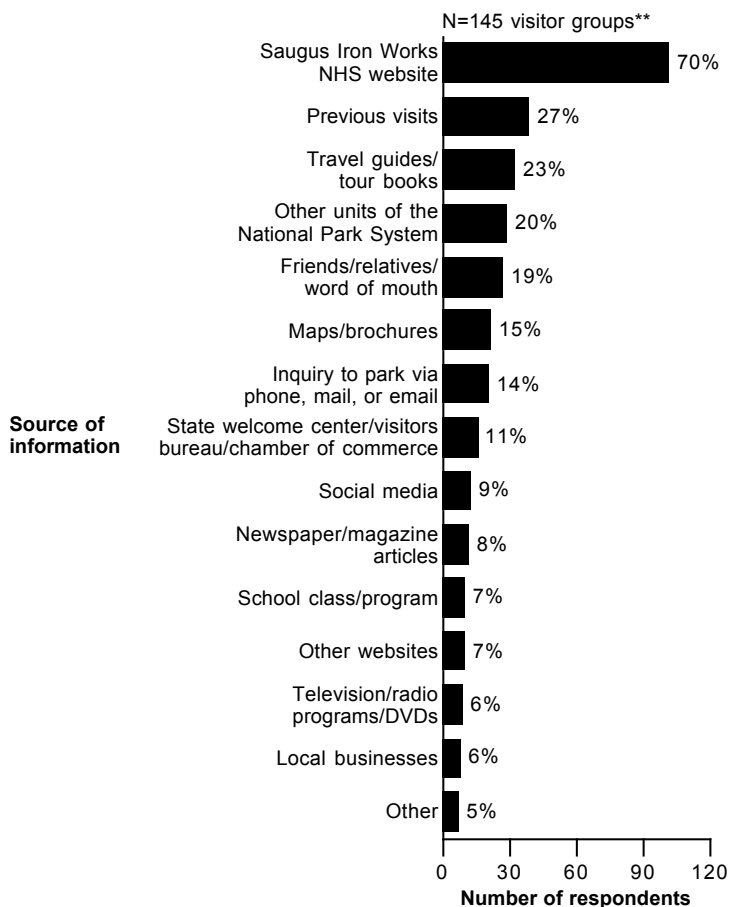


Figure 24. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Use of electronic devices

Question 5a

Did your personal group bring electronic devices with you on this trip?

Results

- 68% of visitor groups brought electronic devices with them on this trip (see Figure 25).

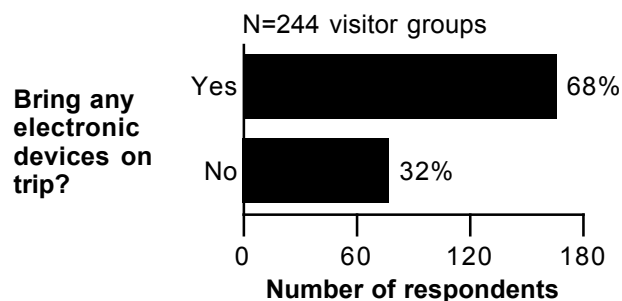


Figure 25. Visitor groups that brought electronic devices with them on this trip

Question 5b

If YES, what devices did your personal group bring to the park?

Results

- As shown in Figure 26, the most common electronic devices brought by visitor groups were:

79% Smartphone
34% GPS wayfinding device

- “Other” electronic devices (14%) are shown in Table 11.

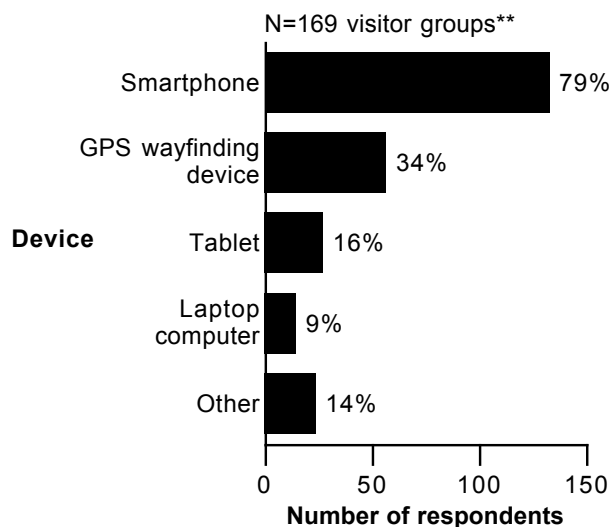


Figure 26. Electronic devices

Table 11. Other electronic devices (N=28 comments; some visitor groups made more than one comment) – **CAUTION!**

Electronic device	Number of times mentioned
Camera	17
Cell phone	5
Video camera	3
Mp3 player	2
Pager	1

*total percentages do not equal 100 due to rounding

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

Park website

Question 5c

Did your personal group obtain information from the park website (www.nps.gov/sair) to plan your visit to Saugus Iron Works NHS?

Results

- 59% of visitor groups obtained the information from the park website to plan their visit (see Figure 27).

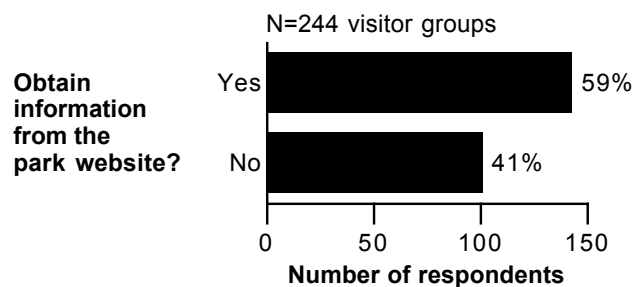


Figure 27. Visitor groups that obtained information from the park website to plan their visit

Question 5d

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

Results

- 70% of visitor groups rated the information on the park website as “extremely helpful” or “very helpful” in planning their visit (see Figure 28).
- No visitor groups rated the information on the park website as “not at all helpful.”

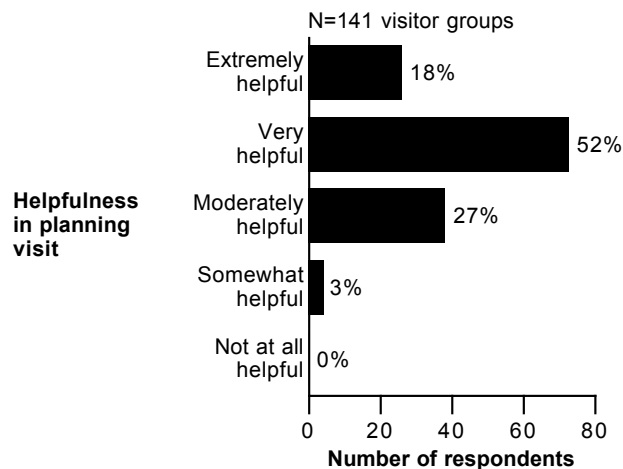


Figure 28. Helpfulness of information on the park website to plan visit

*total percentages do not equal 100 due to rounding

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

Question 5e

What information did your personal group need that was not provided on the website? (Open-ended)

Results

- 32 visitor groups listed needed information that was not available from the park website (see Table 12).

Table 12. Needed information that was not available from the park website (N=36 comments; some visitor groups made more than one comment)

Needed information	Number of times mentioned
Schedule of events (date, time, topic) for ranger-led talks or demonstrations	10
Park map/brochure	5
Hours of operation	3
Actual street address	2
Directions	2
Whether furnaces or water wheels were running	2
Basic background information on park	1
Group tour information	1
Information about nearby food	1
Information on Scottish contribution to iron working	1
More stone history	1
Names of workers, particularly individual workers, initially employed at the iron works	1
NPS representative	1
Overall size and about how long visit might take to view all buildings	1
There was lots of walking involved	1
Unfortunately visited on Founders' Day; festivities and road to park closed off with no detour signs	1
Updated times due to sequester	1
What passport stamps were available (we were also looking for an Essex NHC stamp)	1

*total percentages do not equal 100 due to rounding

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

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Saugus Iron Works NHS fit into your personal group’s travel plans?”

Results

- 58% of visitor groups said Saugus Iron Works NHS was their primary destination (see Figure 29).
- 36% said the park was one of several destinations.
- 5% said the park was not a planned destination.

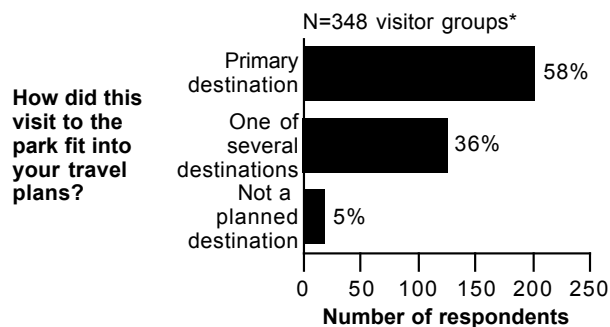


Figure 29. How visit to park fit into visitor groups' travel plans

*total percentages do not equal 100 due to rounding

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

Reasons for visiting the park

Question 4

On this trip, what were the reasons that your personal group came to Saugus Iron Works NHS?

Results

- As shown in Figure 30, the most common reasons for visiting Saugus Iron Works NHS were:

71% Learn about early iron production in Colonial America
 64% Visit and explore the reconstructed iron works
 55% Learn about the life, culture, and history of the Massachusetts Bay Colony

- “Other” reasons (12%) were:

Birds
 Curious/whim
 Educate children
 Family history (ancestor worked there)
 For fun
 History
 Junior Ranger program
 Nemes Exhibition
 Phenology monitoring
 Research
 School project
 Student field trip
 To see the Saugus Cat

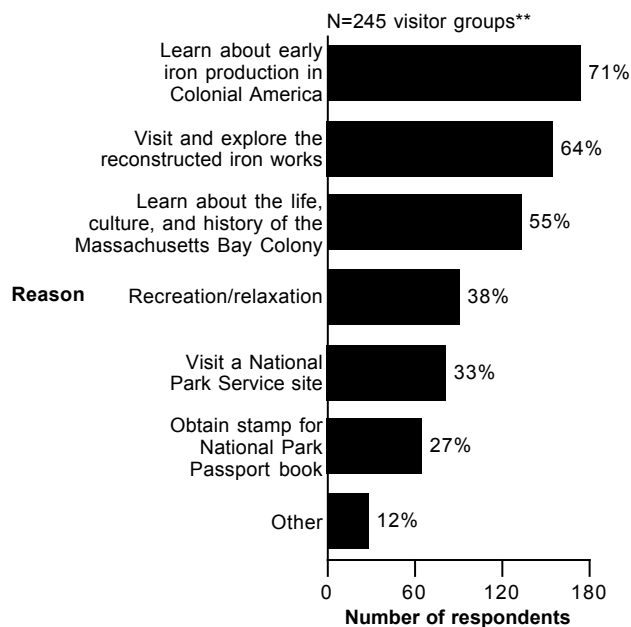


Figure 30. Reasons for visiting the Saugus Iron Works NHS

*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 park directional signs

Questions 6a-6b

On this visit, were the signs directing your personal group to Saugus Iron Works NHS adequate?

Results

- Table 13 shows visitor groups' ratings of the adequacy of park directional signs to and around Saugus Iron Works NHS.

Table 13. Adequacy of park directional signs

Signs	N	Adequate? (%)		
		Yes	No	Did not use
Highway signs	238	66	6	28
Signs in local communities	242	69	12	19

Question 6c

If you answered NO for the adequacy of highway directional signs, please explain. (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 15 visitor groups listed why highway directional signs were inadequate (Table 14).

Table 14. Reasons why highway directional signs were inadequate (N=15 comments) – **CAUTION!**

Reason	Number of times mentioned
Did not see any	4
Sign was obscured by trees	3
Saw only one	2
Did not see signs until very near	1
I was in an RV and sign put me on small roads	1
Massachusetts main roads are unmarked	1
Quite unnoticeable from Route 1	1
Very limited gauge for SIW	1
Was not clear from/on Route 1	1

*total percentages do not equal 100 due to rounding

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

Question 6c

If you answered NO for the adequacy of directional signs in local communities, please explain. (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 28 visitor groups listed why directional signs in local communities were inadequate (Table 15).

Table 15. Reasons why directional signs in local communities were inadequate (N=32 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Sign obscured by trees	6
Could have used a few more signs	4
Needed better directional sign at rotary	4
Didn't see any	3
Larger signs needed	3
Sign was right at the turn - no warning	3
A 'distance to go' sign would be helpful	1
A couple times we weren't sure where to go, and we made a wrong turn at one intersection	1
I was in an RV and sign put me on small roads	1
Massachusetts main roads are unmarked	1
Sign to turn on Central St. needs to be before the turn	1
Spaced too far apart	1
The local farmers market closed the streets leading to the iron works	1
There's no information in Melrose - Epham/Essex street would be a benefit	1
We saw a couple of signs in Saugus	1

*total percentages do not equal 100 due to rounding

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

Length of visit

Question 9

On this visit, how much total time did your personal group spend visiting Saugus Iron Works NHS?

Results

- 45% of visitor groups spent two hours visiting the park (see Figure 31).
- 28% spent three or more hours.
- 27% spent up to one hour.
- The average length of visit was 1.9 hours.

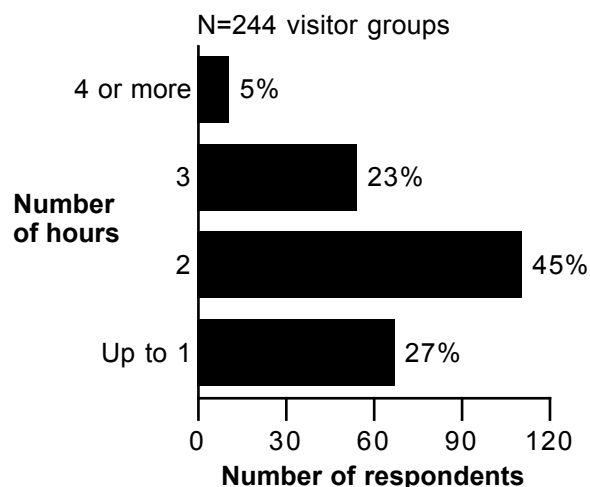


Figure 31. Number of hours spent in the park

Expected length of stay vs. actual length of stay

Question 10a

Compared to what you had planned, how much time did your personal group spend visiting Saugus Iron Works NHS?

Results

- 51% of visitor groups did not have a planned amount of time to spend at the park (see Figure 32).
- 31% spent about the same amount of time as planned.
- 14% spent more time than planned.

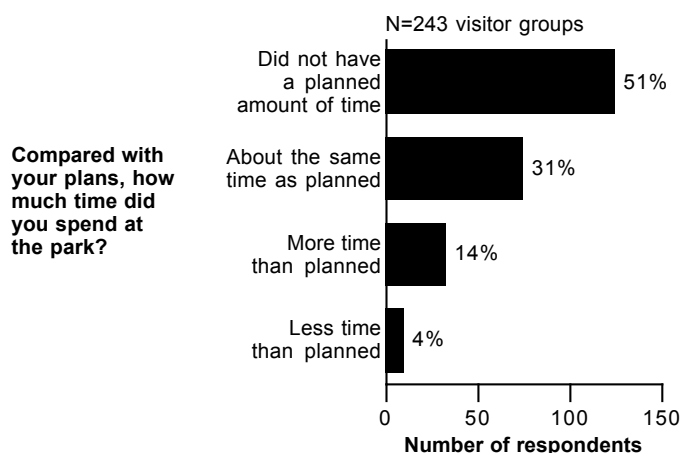


Figure 32. Expected length of stay vs. actual length of stay

*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 spending more or less time than planned at the park**Question 10b**

If your personal group stayed for more time than planned, what were your reasons for changing your plans? (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 27 visitor groups listed reasons for spending more time than planned at the park (see Table 16).

Table 16. Reasons for spending more time than planned (N=27 comments) – **CAUTION!**

Reason
Added time to do nature trails
Attending a ranger-led tour
Bigger than expected. Would have visited house but not willing to do a guided tour - self-guided please!
House tour
I expected the old iron works (old foundry, blacksmith shop), but I did not expect the museum and the tour of the house
I was interested in learning all of the information presented in the museum/blacksmith shop
I would have liked to watch the demonstrations and would like to participate in a ranger or volunteer-led talk
Interesting exhibits
More interesting things to see, plus waiting for tours
More to see than expected
More to see/hear about
Nicer than expected. Nature trail and lake were very peaceful.
Peaceful, pretty
Stayed longer to participate in tour
Studied the architecture and assembly of the period structures. A+ for the re-creation - looked authentic.
The grounds and rebuilt iron works were more interesting (and deserved more of our time) than expected. Also, great Junior Ranger activities.
The site was so engaging, educational, and well maintained we extended our stay. We had planned on doing the nature trail, but didn't have enough time. Hopefully next time.
Very informative/interesting
Very interesting exhibits. Rangers at visitor station were a wealth of great, useful, and interesting information.
Very interesting. We were on a road trip with tight schedule so had to leave.
Very pleasant area, nature trails, and picnic area
Wanted to take ranger-led tour
We enjoyed it more than we thought - very interesting
We enjoyed ourselves and stayed longer
We enjoyed the tour and information provided
We missed the earlier tour so waited until the next one
We waited to join a tour group to receive more information

*total percentages do not equal 100 due to rounding

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

Question 10b

If your personal group stayed for less time than planned, what were your reasons for changing your plans? (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 10 visitor groups listed reasons for spending less time than planned at the park (see Table 17).

Table 17. Reasons for spending less time than planned (N=10 comments) – **CAUTION!**

Reason
Due to problem with water system did not get to see demonstrations
Due to traffic, I did not arrive to the park until much later than planned, and I had to be somewhere else by a certain time
Got there later than planned
It was raining cats and dogs
Not as much as we previously thought we needed
There was no activity, no ranger talks, no guest interaction
There was nothing going on, no demonstrations or interpretation
Was late arriving at site, missed last tour, did self-tour
Was late getting there, had an appointment to get to so had to leave
We had a baptism/lunch to attend nearby. Sorry to not complete tour.

*total percentages do not equal 100 due to rounding

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

Question 10c

If the amount of time your personal group spent visiting was less than what you had planned, what would encourage you to stay longer or to visit again? (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 20 visitor groups listed things that would encourage them to spend more time at the park (see Table 18).

Table 18. Things that would encourage visitor groups to spend more time at the park (N=24 comments; some visitor groups made more than one comment) – **CAUTION!**

Reason	Number of times mentioned
Demonstrations (forging, nail making, smelting, etc.)	7
Better time management	4
Better weather	1
Bring friends and children	1
Coffee shop	1
Community events	1
If I was camping in the area as a place to travel to, I would be inclined to re-visit the park	1
Interactive tours for students	1
Junior Ranger activities	1
Longer tours	1
More time in museum	1
Open blacksmith shop	1
Ranger-led tours	1
Very interested in early colonial life	1
Was not aware how much there was to do. Would spend more time next 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

Places visited in the park

Question 8

For this visit, please indicate all the places that your personal group visited?

Results

- As shown in Figure 33, the places most commonly visited by visitor groups at Saugus Iron Works NHS were:

93% Visitor Center
93% Blast Furnace
91% Forge
89% Museum

- The least visited place was:

12% Junior Ranger Station

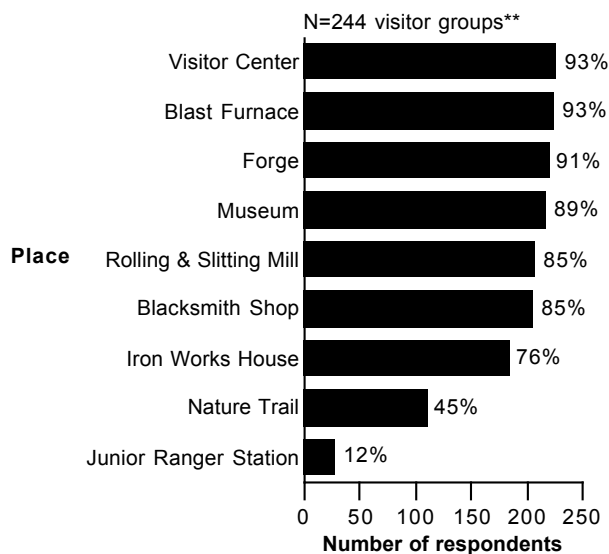


Figure 33. Places visited in the park

Activities on this visit

Question 7a

On this visit, in which activities did your personal group participate within Saugus Iron Works NHS?

Results

- As shown in Figure 34, the most common activities in which visitor groups participated on this visit were:

91% Visiting the museum/viewing exhibits
65% Watching orientation film
51% Attending ranger or volunteer-led talks/programs/tours

- “Other” activities (20%) are shown in Table 19.

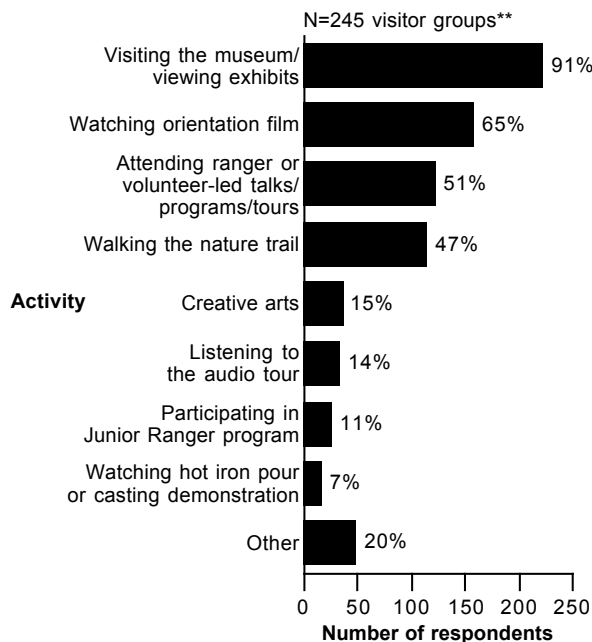


Figure 34. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Table 19. Other activities (N=58 comments; some visitor groups made more than one comment)

Activity	Number of times mentioned
Tour iron works	11
Learn history of iron industry	6
Walk around site	6
Learn about history	5
View nature/birdwatching	3
Visit a historic site	3
Watched water wheel	3
Learn about culture	2
Obtain passport stamp	2
Talked with rangers	2
Donate stones	1
Enjoy fun day for my kids and I	1
Enjoy grounds	1
Enjoying the rarity of home-grown medicinal plants planted around the main structure	1
Experience what Saugus Iron Works had to offer	1
Interested in genealogy information	1
Picnic	1
Rest from travel	1
Resting with our 3 year old son	1
Satisfy curiosity	1
Seeing first hand the engineering involved in constructing this site and its operation	1
Show rangers our 17th and 18th century artifacts	1
Take a relaxed step back into a more peaceful time	1
Trying to stay dry in the heavy rain	1
Visit visitor center	1

*total percentages do not equal 100 due to rounding

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

Activity that was primary reason for visit

Question 7b

Which one of the above activities was the primary reason your personal group visited Saugus Iron Works NHS on this visit?

Results

- As shown in Figure 35, the most common activities that were the primary reason for the visiting the park were

35% Visiting the museum/viewing exhibits

24% Attending ranger or volunteer-led talks/programs/tours

- “Other” activities (22%) are shown in Table 20.

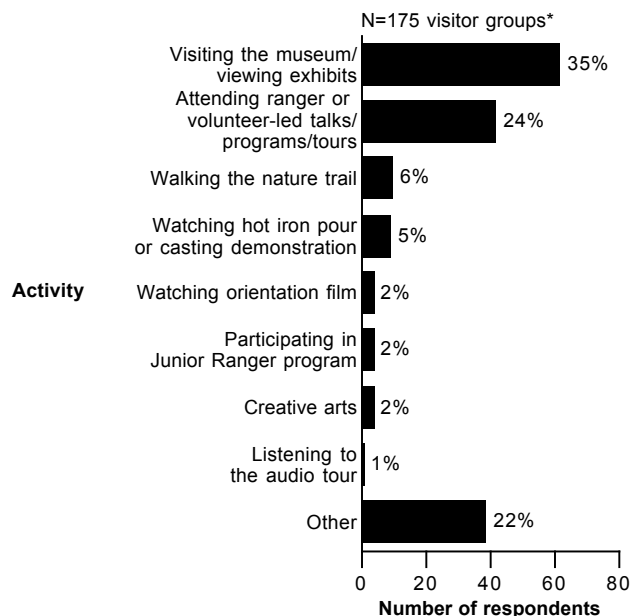


Figure 35. Activity that was primary reason for visiting the park

Table 20. Other activities that were the primary reason for visiting the park (N=39 comments)

Activity	Number of times mentioned
Learn about iron works (building, culture, equipment, process)	8
Tour iron works	8
Visit historic site	5
Learn history	3
Get passport stamp	2
Walk around site	2
A fun day for my kids and I	1
Donate stones	1
Experience what Saugus Iron Works had to offer	1
Interested in genealogy information	1
Picnic	1
Rest from travel	1
Satisfy curiosity about site	1
Show rangers our 17th and 18th century artifacts	1
Speak with rangers for class project	1
Video working mill	1
Watch how water wheel runs the facility	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 or volunteer-led talks/programs/tours

Question 11a

On this visit to Saugus Iron Works NHS, did anyone in your personal group participate in any of the ranger or volunteer-led talks/programs/tours?

Results

- 47% of visitor groups participated in ranger or volunteer-led talks/programs/tours (see Figure 36).

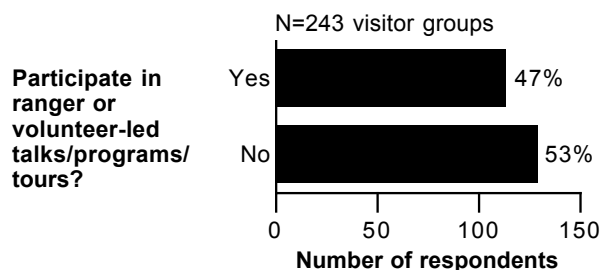


Figure 36. Visitor groups that participated in ranger or volunteer-led talks/programs/tours

Question 11b

If NO, what prevented your personal group from participating in ranger or volunteer-led talks/programs/tours?

Results

- As shown in Figure 37, the most common reasons preventing visitor groups from participating in ranger or volunteer-led talks/programs/tours were:

50% Programs not offered at time of visit
28% Did not have time for this activity

- “Other” reasons (9%) were:

Have done it before
Never saw a ranger
No children with us
On site demonstrations
Prefer self-guided tour
Ranger answered all of our questions
Short attention span of kids
Spend time as we wanted
Too old to walk down steps
Used iPad app

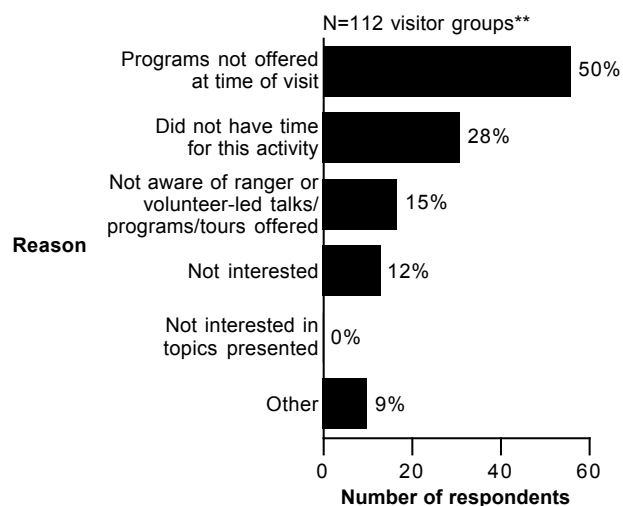


Figure 37. Reasons visitor groups were prevented from participating in ranger or volunteer-led talks/programs/tours?

*total percentages do not equal 100 due to rounding

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

Visitor center bookstore sales items

Question 14a

On this visit to Saugus Iron Works NHS, did your personal group visit the Eastern National bookstore at the Visitor Center?

Results

- 71% of visitor groups visited the Eastern National bookstore at the visitor center (see Figure 38).

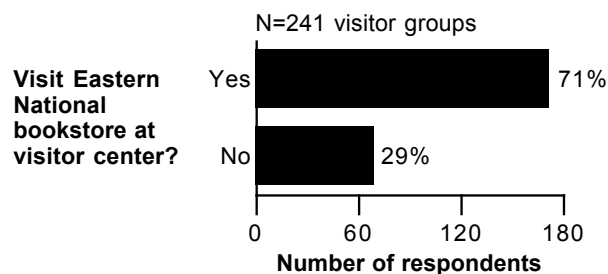


Figure 38. Visitor groups that visited the Eastern National bookstore at the visitor center

Question 14b

If YES, was the bookstore space adequate to view the sales items?

Results

- 98% of visitor groups thought the bookstore space was adequate to view sales items (see Figure 39).

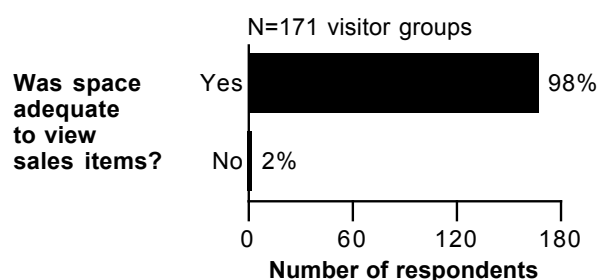


Figure 39. Visitor groups that thought the bookstore space was adequate to view sales items

Question 14c

Were there any sales items that your personal group would have liked to purchase that are not currently available?

Results

- 14% of visitor groups would liked to have purchased items that are not currently available (see Figure 40).

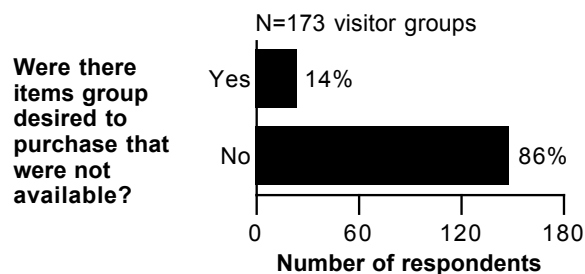


Figure 40. Visitor groups that would liked to have purchased items that are not currently available

*total percentages do not equal 100 due to rounding

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

Question 14d

If YES, which items would your personal group like to have available for purchase in the future?

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 41).
- “Other” items (50%) were:
 - Crafts - iron
 - Cups or pins
 - Individual passport stamp of site
 - Items made at the Saugus Iron Works (nails, etc.)
 - Key chain of site
 - More children's articles pertinent to Saugus Iron Works
 - Passport binder
 - Saugus Cat stuff
 - T-shirts
- Table 21 shows the topics of additional publications available for purchase on a future visit.

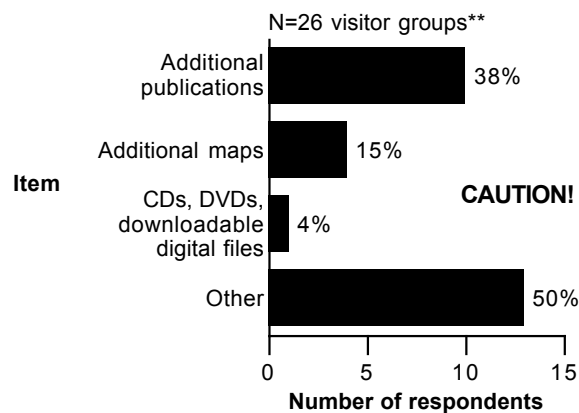


Figure 41. Items for purchase at visitor center bookstore on a future visit

Table 21. Topics of additional publications available for purchase on a future visit (N=12 comments) – **CAUTION!**

Topic	Number of times mentioned
<i>Ironworks on the Saugus</i> book	3
Books on early American furniture and interiors	1
Children's books	1
Coins	1
Early colonial sites in New England	1
Effect of cultural groups on iron production and their role	1
Inventor Jenckes	1
Local and regional histories	1
NPS booklet on site	1
Pertinent to Saugus Iron Works	1

*total percentages do not equal 100 due to rounding

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

Ratings of Services, Facilities, Attributes, Resources, and Elements

Visitor services and facilities used

Question 15a

Please indicate all the visitor services and facilities that your personal group used at Saugus Iron Works NHS during this visit.

Results

- As shown in Figure 42, the most common visitor services and facilities used by visitor groups were:

87% Visitor center (overall)
85% Museum and exhibits
74% Restrooms
72% Park brochure/map

- The least used service/facility was:

7% Audio tour

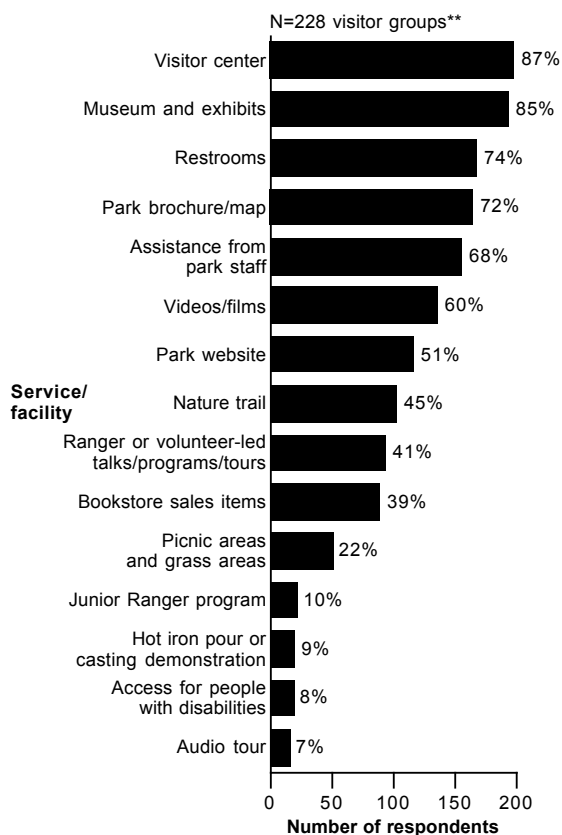


Figure 42. Visitor services and facilities used

*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 15b

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

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 43 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.

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

- 94% Ranger or volunteer-led talks/programs/tours
- 91% Museum and exhibits
- 87% Visitor center (overall)
- 86% Restrooms

- Table 22 shows the importance ratings of each service and facility.
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:

- 4% Picnic areas and grass areas

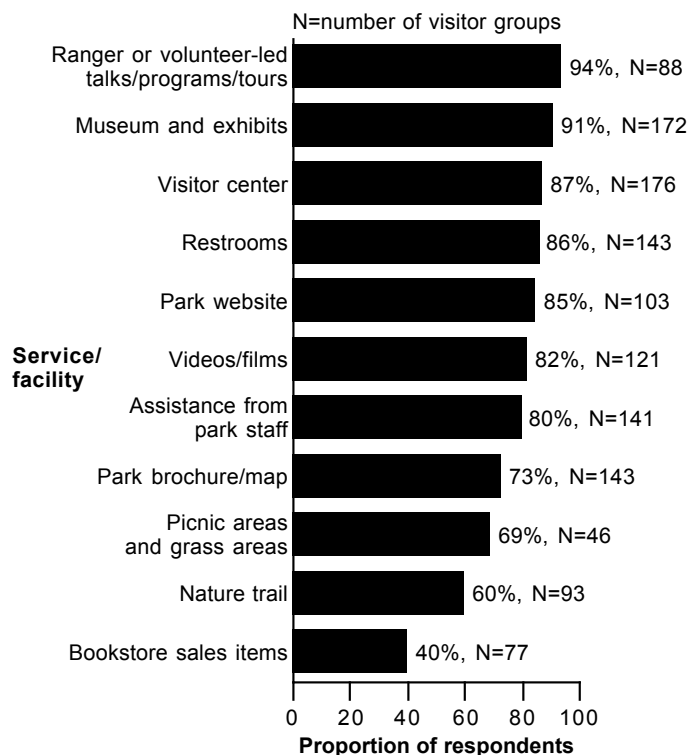


Figure 43. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 22. Importance ratings of visitor services and facilities (N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for people with disabilities – CAUTION!	16	6	6	19	19	50
Assistance from park staff	141	1	4	16	42	38
Audio tour – CAUTION!	10	0	0	10	40	50
Bookstore sale items (selection, price, etc.)	77	3	18	39	19	21
Hot iron pour or casting demonstration – CAUTION!	18	0	0	6	17	79
Junior Ranger program – CAUTION!	22	0	5	23	18	55
Museum and exhibits	172	0	1	9	37	54
Nature trail	93	3	15	23	37	23
Park brochure/map	143	0	6	20	29	44
Park website: www.nps.gov/sair used before or during visit	103	0	4	12	37	48
Picnic areas and grass areas	46	4	7	20	28	41
Ranger or volunteer-led talks/programs/tours (other than demonstrations)	88	0	1	5	19	75
Restrooms	143	1	4	9	27	59
Videos/films	121	0	4	14	45	37
Visitor center (overall)	176	0	3	11	35	52

*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 15c

For only those services and facilities that 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 44 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.

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

- 95% Ranger or volunteer-led talks/programs/tours
- 95% Assistance from park staff
- 93% Videos/films
- 93% Museum and exhibits

- Table 23 shows the quality ratings of each service and facility.

- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:

- 2% Picnic areas and grass areas

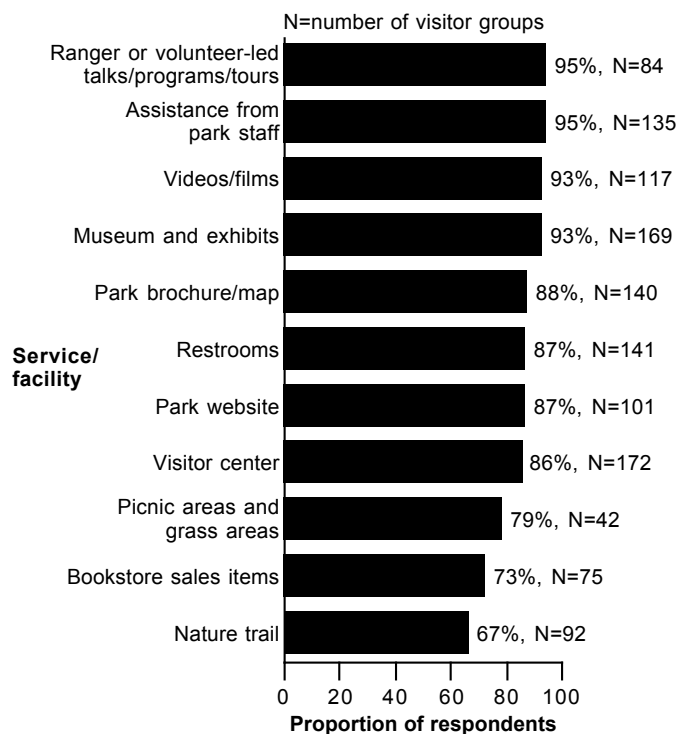


Figure 44. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 23. Quality ratings of visitor services and facilities (N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Access for people with disabilities – CAUTION!	16	19	13	19	31	19
Assistance from park staff	135	1	1	4	20	75
Audio tour – CAUTION!	10	0	0	0	40	60
Bookstore sale items (selection, price, etc.)	75	1	1	24	37	36
Hot iron pour or casting demonstration – CAUTION!	16	6	0	0	31	63
Junior Ranger program – CAUTION!	20	0	15	0	25	60
Museum and exhibits	169	1	1	6	34	59
Nature trail	92	0	4	29	34	33
Park brochure/map	140	1	1	11	35	53
Park website: www.nps.gov/sair used before or during visit	101	0	0	14	50	37
Picnic areas and grass areas	42	2	5	14	24	55
Ranger or volunteer-led talks/programs/tours (other than demonstrations)	84	0	0	5	15	80
Restrooms	141	1	1	12	33	54
Videos/films	117	0	1	6	27	66
Visitor center (overall)	172	1	0	13	33	53

*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 of visitor services and facilities

- Figure 45 and Figure 46 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average in importance and quality.

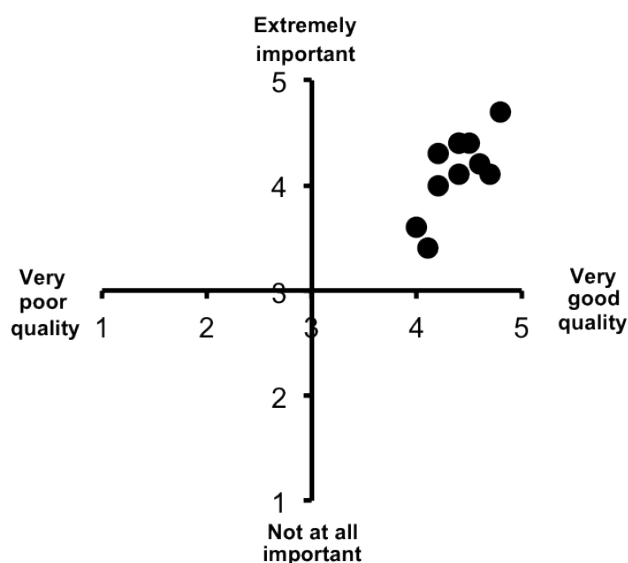


Figure 45. Mean scores of importance and quality ratings of visitor services and facilities

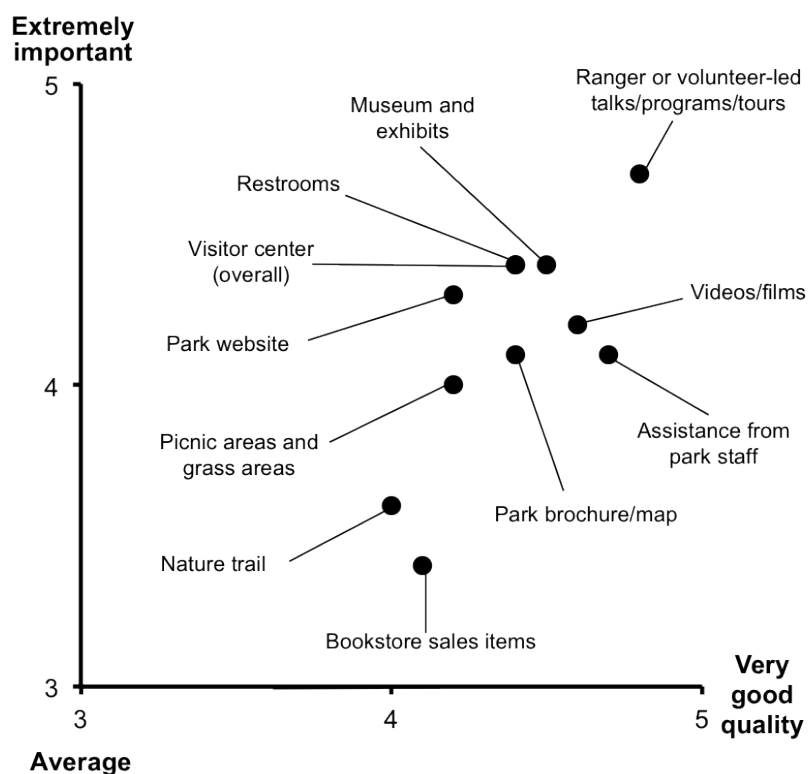


Figure 46. Detail of Figure 45

*total percentages do not equal 100 due to rounding

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

Interaction with park staff

Question 13a

During this visit to Saugus Iron Works NHS, did your personal group have any interaction with park staff?

Results

- 98% of visitor groups had interactions with park staff (see Figure 47).

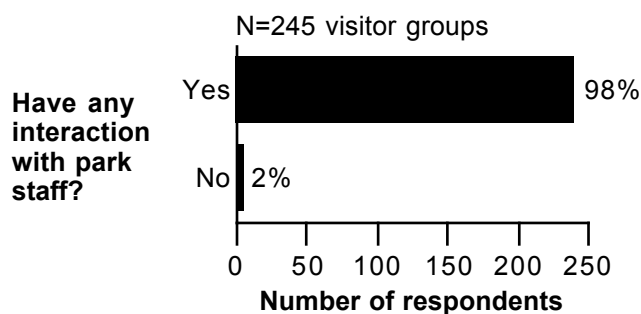


Figure 47. Visitor groups that had interactions with park staff

Question 13b

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

Results

- Figure 48 shows the combined proportions of “very good” and “good” ratings of visitor groups’ interactions with park staff.
- The interaction receiving the highest combined proportions of “very good” and “good” ratings was:

98% Courteousness

- Table 24 shows the quality of visitor groups’ interactions with park staff.

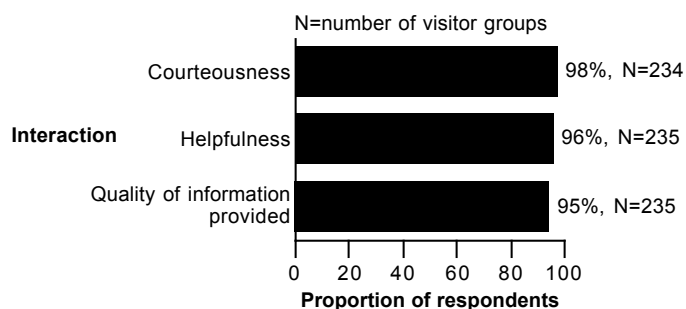


Figure 48. Quality of interactions with park staff

Table 24. Quality of interactions with park staff (N=number of visitor groups)

Interaction	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Helpfulness	235	<1	0	3	15	81
Courteousness	234	<1	0	1	10	88
Quality of information provided	235	<1	<1	4	18	77

*total percentages do not equal 100 due to rounding

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

Elements affecting experience

Question 17

Saugus Iron Works NHS has reconstructed iron works buildings and waterwheels. In the future, these structures will need replacing, requiring either very large trees (higher cost) or the possibility of using recycled plastic that looks like wood (lower cost). How would these options affect your personal group's experience?

Results

- 62% of visitor groups felt that large trees used for wood for reconstructing structures would “enhance” their experience (see Figure 49).
- 47% of visitor groups felt that recycled plastic to look like wood for reconstructing structures would “detract from” their experience (see Figure 50).

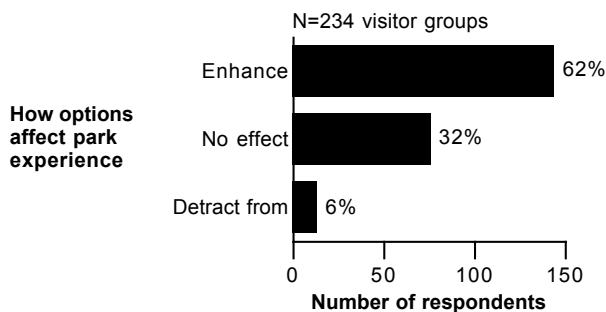


Figure 49. Effect of large trees for wood used for reconstructing structures on visitor groups' experience

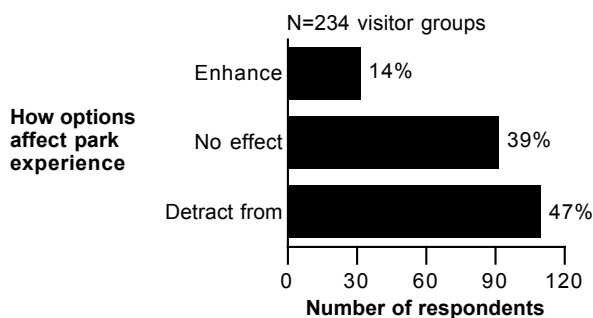


Figure 50. Effect of recycled plastic to look like wood used for reconstructing structures on visitor groups' experience

*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 Visits

Interest in future visit to park

Question 18a

Would members of your personal group consider visiting Saugus Iron Works NHS again in the future?

Results

- 78% of visitor groups would consider visiting Saugus Iron Works NHS again in the future (see Figure 51).

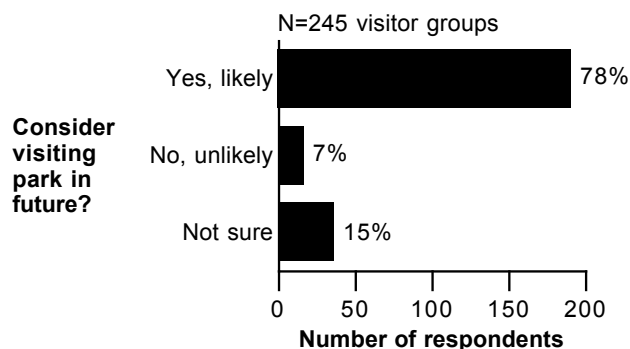


Figure 51. Visitor groups that would consider visiting the park again in the future

Recommend visiting the park to others

Question 18b

Would your personal group recommend visiting Saugus Iron Works NHS to others?

Results

- 100% of visitor groups would recommend visiting Saugus Iron Works NHS to others (see Figure 52).

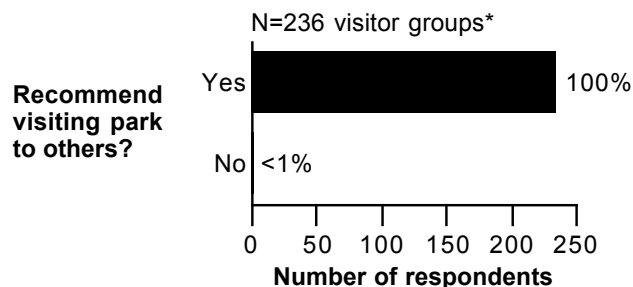


Figure 52. Visitor groups that would recommend visiting the park to others

Question 18c

If YES, please explain why.
(Open-ended)

Results

- 220 visitor groups listed reasons for recommending visiting Saugus Iron Works NHS to others (see Table 25).
- The transcribed open-ended comments can be found in the Visitor Comments section.

*total percentages do not equal 100 due to rounding

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

Table 25. Reasons for recommending visiting Saugus Iron Works NHS to others (N=419 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (2%)	
Rangers were friendly	3
Rangers were great	2
Rangers were knowledgeable	2
Guide was very understanding of our little ones	1
INTERPRETIVE SERVICES (43%)	
Fascinating/interesting history	20
Very informative	20
Excellent/informative ranger-led tour/talk	19
History of iron works/iron production	19
Great learning experience	16
History of Colonial period in America	14
Historically significant	11
Educational	10
Local history	9
History	8
A step back into time	4
Good information	4
Well interpreted site	4
Share history/keep history alive	3
Very educational	3
Excellent interactive demonstrations	2
Good Junior Ranger program	2
Great history	2
Any new knowledge is great	1
Bringing together different ethnicities of that time period	1
Culturally interesting	1
Events are attractive	1
Exhibits are attractive	1
Interesting exhibits	1
Possibility of live demonstration	1
Unique park stamp	1
Visuals are so helpful and wonderful	1
We all should understand our past	1
Well preserved 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

Table 25. Reasons for recommending visiting Saugus Iron Works NHS to others (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (11%)	
Amazing engineering/structures	9
Authentic reconstruction	8
Well maintained	7
Nice facility	6
Reconstructions are fascinating	3
Very accessible/easy to get around	3
Working water wheels	3
Great museum	2
Great trails/nature walk	2
Nice picnic area	2
Wonderful buildings	2
POLICY/MANAGEMENT (3%)	
Free admission	11
RESOURCE MANAGEMENT (2%)	
Excellent historic site	4
National historic site	2
Uncrowded	2
Important historical site	1
Wildflowers	1
CONCESSION SERVICES (<1%)	
Great store	1
GENERAL (38%)	
Fascinating/interesting	44
Good experience/enjoyed visit	18
Beautiful	16
Fun/great for kids	8
Peaceful	6
Close to home	5
Excellent day trip	5
Unique place	5
Charming/picturesque site	4
Fun	4
Setting	4

*total percentages do not equal 100 due to rounding

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

Table 25. Reasons for recommending visiting Saugus Iron Works NHS to others (continued)

Comment	Number of times mentioned
GENERAL (continued)	
Small park	4
Cool	3
Entertaining	3
Relaxing	3
Unique experience	3
Enjoyable place	2
Excellent national treasure/jewel	2
Good location	2
Quiet	2
Repeat visitor	2
Scenic	2
Variety of activities	2
Well done	2
Comfortable	1
Easy to find	1
Exercise	1
If they were people who would understand and be interested	1
Impressive	1
Low key	1
Nature opportunities are great	1
Off of the beaten path	1
Quick visit	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 18d

If NO, please explain why not.
(Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 5 visitor groups listed reasons for not recommending visiting Saugus Iron Works NHS to others (see Table 26).
- The transcribed open-ended comments can be found in the Visitor Comments section.

Table 26. Reasons for not recommending visiting Saugus Iron Works NHS to others (N=6 comments; one visitor group made more than one comment) – **CAUTION!**

Comment
PERSONNEL
We brought guests from the UK and were very disappointed in the lack of concern by park staff
INTERPRETIVE SERVICES
No pouring or making anything with iron
No ranger badges available
Only one tour at 11:45 - need more
FACILITIES/MAINTENANCE
Perhaps an enhanced nature trail with labels
No running water wheels

*total percentages do not equal 100 due to rounding

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

Preferred length of ranger or volunteer-led programs

Question 12a

If your personal group were to attend a ranger or volunteer-led program at Saugus Iron Works NHS, what program length would you prefer?

Results

- 68% of visitor groups preferred a program length of 1/2 - 1 hour (see Figure 53).
- 16% preferred a program length of under 1/2 hour.
- 13% preferred a program length of 1 - 2 hours.
- “Other” preferred program lengths (3%) were:

Depends on the program
How ever long it takes to provide an appropriate explanation

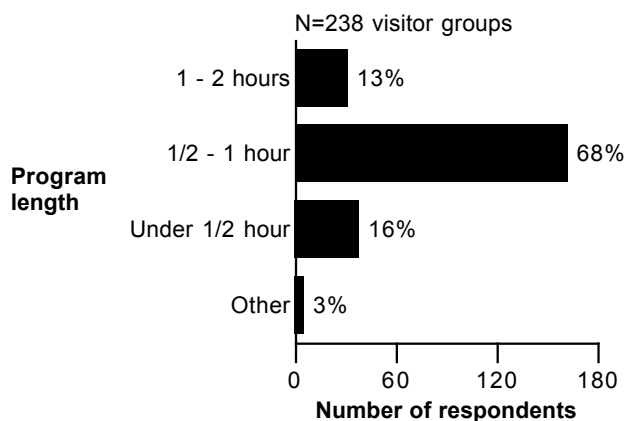


Figure 53. Preferred length of ranger or volunteer-led programs

*total percentages do not equal 100 due to rounding

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

Preferred time of day to attend ranger-led programs**Question 12b**

What time of day would be most suitable for your personal group to attend a ranger-led program?

Results

- 54% of visitor groups preferred a program time of 10 am - noon (see Figure 54).
- 17% preferred a program time of noon - 2 pm.
- 16% preferred a program time of 2 pm - 4 pm.
- “Other” preferred times (8%) were:
 - 9 am - 4 pm
 - 9 am - noon
 - 10 am - 2 pm
 - Noon - 4 pm
 - Anytime
 - Anytime during daylight hours
 - Either early or late in the day
 - Regular times throughout day

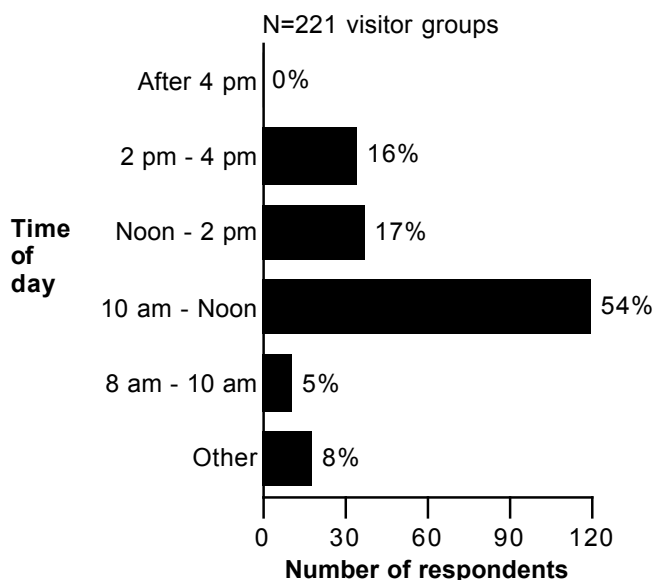


Figure 54. Preferred time to attend ranger-led programs

*total percentages do not equal 100 due to rounding

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

Preferred methods to learn about the park

Question 16a

If you were to visit Saugus Iron Works NHS in the future, how would your personal group prefer to learn about the park's cultural and natural history during your visit to the park?

Results

- 97% of visitor groups were interested in learning about the cultural and natural history of Saugus Iron Works NHS on a future visit on a future visit (see Figure 55).

- As shown in Figure 56, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

77% Ranger-guided walks/talks
58% Trailside exhibits
55% Films, movies, videos
53% Indoor exhibits
52% Living history/costumed programs

- "Other" methods (2%) were:

Facebook
Hands-on activities
Interacting with informed staff

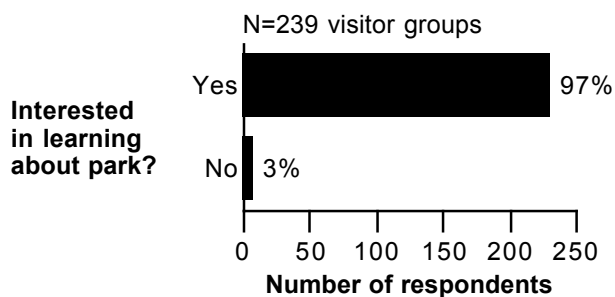


Figure 55. Visitor groups that were interested in learning about the cultural and natural history of Saugus Iron Works NHS on a future visit

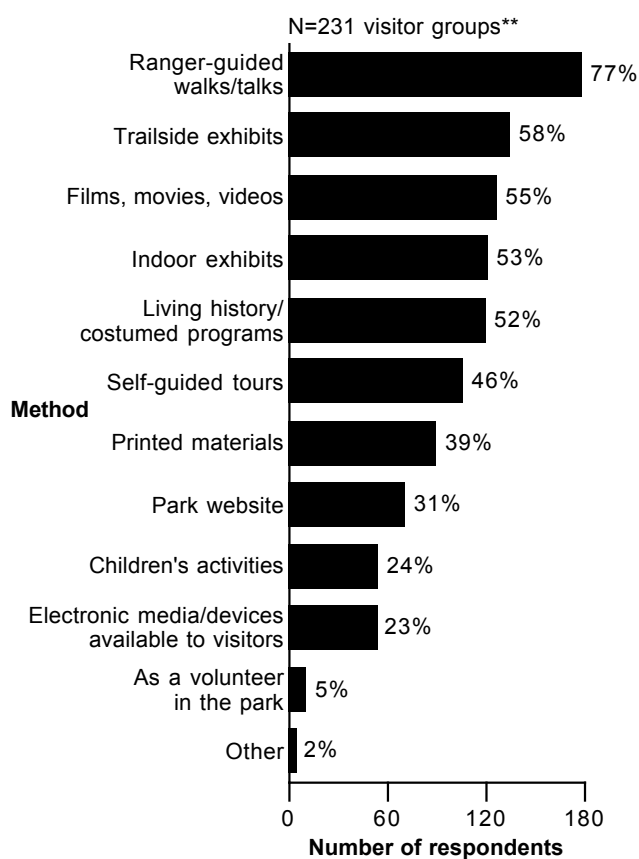


Figure 56. Preferred methods for learning about the cultural and natural history of Saugus Iron Works NHS on a future visit

*total percentages do not equal 100 due to rounding

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

Preferred topics to learn on future visit**Question 16b**

Please list any topics your personal group are interested in learning (or learning more) about at Saugus Iron Works NHS. (Open-ended)

Results

- 47 visitor groups listed preferred topics to learn on a future visit (see Table 27).

Table 27. Preferred topics to learn on a future visit (N=47 comments)

Topic	Number of times mentioned
Demonstrations	2
Archaeology of the site. Involvement and impact on native peoples.	1
Blast furnace, forge, and slitting mill	1
Colonial way of living in the 1600's	1
Day-to-day activities of people living there, local and area history	1
Demonstrations on construction site, woods and materials used	1
Demonstrations, importance of historic site to the early colony	1
Describe why Saugus Iron Works fell into disuse	1
Examples of primary records about the town, inhabitants, etc. for viewing	1
Examples of the bog ore used to produce the iron	1
Further connections with Pilgrims, item made and used, more information on how iron was transported	1
Herbs, what the people who worked there ate, how much they earned	1
History	1
History as to why it fell into disrepair	1
Hot iron pour or casting demonstration	1
How the blast furnace works	1
How the ore was collected in the bogs, chemical reactions, demonstrations	1
How the Saugus Iron Works fit into world history at the time	1
How the works were built, operation, impact on local community, lives of the workers and why it was closed down	1
How to make iron items i.e. nails, rods, etc.	1
Importance of maintaining parks/programs and keep the history alive	1
Inventor Jenckes, research materials, economic history, archaeological dig	1
Iron	1
Iron exports and transportation	1
Iron mining from the bogs	1
Iron pouring	1
Ironworking, casting, nail production	1
Lectures by historians/scholars about the site and time period, and why the iron works closed	1

*total percentages do not equal 100 due to rounding

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

Table 27. Preferred topics to learn on a future visit (continued)

Topic	Number of times mentioned
Letting the kids get a hands-on view of what the site means	1
Massachusetts Bay Colony - early colonial history in New England - other sites to visit in area	1
Mining or iron ore, music of the workers, relative wage rates of workers	1
More about the restoration	1
Phenology program	1
Process of site recovery/preservation efforts/restoration work	1
Ranger-guided talks/walks	1
Scottish prisoner life	1
Specific individuals who worked there	1
The actual discovery of the land	1
The authenticity of the reproduction or reconstruction	1
The lifestyle people lived at the iron works	1
The metallurgy/chemistry of the process. How was process developed? What is the history of the process?	1
The Saugus Cat	1
The Scottish Highlanders used as slaves	1
To see it working if possible or a video	1
Where the raw materials came from and how they were transported	1
Whole procedure for making iron	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 29

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

Results

- 96% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 57).
- Less than 1% rated the overall quality as “poor.”
- No visitor group rated the overall quality as “very poor.”

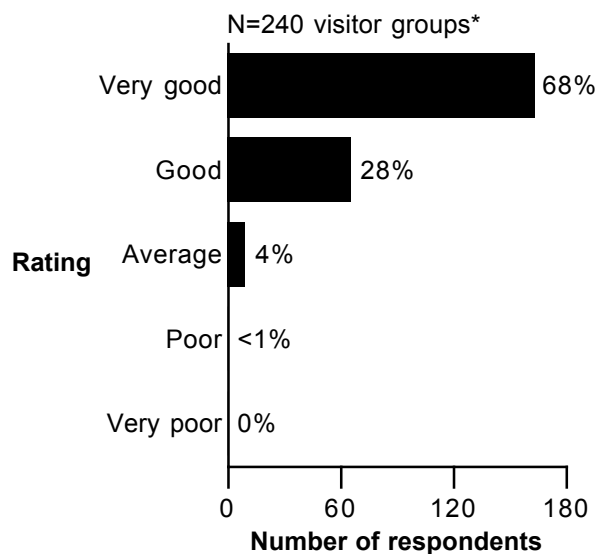


Figure 57. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

What visitors liked most

Question 26a

What did your personal group like most about your visit to Saugus Iron Works NHS? (Open-ended)

Results

- 90% of visitor groups (N=222) responded to this question.
- Table 28 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 28. What visitors liked most (N=333 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (5%)	
Rangers were friendly	7
Rangers were knowledgeable	6
Rangers were enthusiastic	2
Other comments	2
INTERPRETIVE SERVICES (45%)	
Ranger-led tour/talk	38
History (Colonial, Saugus Iron works, people)	25
Exhibits	15
Videos/films	15
Demonstrations (blacksmith, processing/pouring iron)	14
History	10
A step back in time	4
Educational	4
Informative	4
Hands-on exhibits	3
Junior Ranger program	3
Old tools, nails, coins, and products	3
Dioramas	2
Historical significance	2
Overall presentation was excellent	2
Other comments	6

Table 28. What visitors liked most (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (32%)	
Buildings (forge, blacksmith, slitting mill, blast furnace, etc.)	41
Authentic reconstruction	27
Working water wheel	8
Museum	7
Well preserved buildings/grounds	6
Nature trail	4
Engineering component	3
Historical structures	3
Cleanliness	2
Good flow/layout of park	2
Iron Master's house	2
Other comments	3
GENERAL (17%)	
Beauty of park	7
Everything	5
Exploring/walking around	5
Natural environment	5
Peacefulness	5
Enjoyed visit	4
Setting	4
Scenery	3
Being outdoors	2
Interesting	2
Size of operations	2
Other comments	14

What visitors liked least**Question 26b**

What did your personal group like least about your visit to Saugus Iron Works NHS? (Open-ended)

Results

- 74% of visitor groups (N=183) responded to this question.
- Table 29 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 29. What visitors liked least (N=206 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (6%)	
Rangers not available to answer questions	9
Lack of concern by NPS personnel	2
Other comment	1
INTERPRETIVE SERVICES (35%)	
No demonstrations	31
Limited available times for house tour	7
No Junior Ranger badges available	7
Limited available times for ranger-led tours	6
Computer in the museum wasn't working properly	4
Booklets for Junior Rangers not assembled	2
Lack of activities/interest points for children/young adults	2
Lack of descriptive signs/posters around exhibits	2
Lack of homemade nails (nails made in China)	2
Lack of information about guided tours/times not posted	2
Other comments	7
FACILITIES/MAINTENANCE (23%)	
Equipment not working (furnace, mill, water wheel, etc.)	16
Goose poop everywhere	16
Short nature walk/trails	4
Museum was cold	2
Other comments	10
POLICY/MANAGEMENT (<1%)	
Comment	1
CONCESSION SERVICES (<1%)	
Comment	1

Table 29. What visitors liked least (continued)

Comment	Number of times mentioned
GENERAL (34%)	
Nothing to dislike	53
Bad/hot weather	7
Not enough time	4
Climbing stairs	2
Park is small	2
Topography made walking difficult	2
Other comments	2

Planning for the future

Question 27

If you were a manager planning for the future of Saugus Iron Works NHS, what would your personal group propose? (Open-ended)

Results

- 60% of visitor groups (N=149) responded to this question.
- Table 30 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 30. Planning for the future (N=205 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (3%)	
More physical presence of park staff	4
Other comments	2
INTERPRETIVE SERVICES (46%)	
More living history demonstrations	42
More ranger-led tours/talks	7
Post/publish hours of tours/hours buildings are open	6
More detailed information	5
Hands-on activities for the children	4
More exhibits	4
More hands-on activities	3
More interpretive signs	3
More interactive exhibits/displays	2
Update museum exhibits	2
Video showing how iron is made	2
Other comments	15
FACILITIES/MAINTENANCE (14%)	
Keep this site preserved/maintained	10
Working structures (buildings, furnace, mill, water wheel)	8
Lengthen nature trail	3
Other comments	7
RESOURCE MANAGEMENT (1%)	
Comments	3

Table 30. Planning for the future (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (22%)	
Advertise the park	15
Develop plans to obtain more funding	4
Reach out to local community with events to attract interest/involvement	4
Production and sale of iron from the works	3
Keep this park open	2
Make it inviting to families/family friendly	2
Tie it in with other parks in the region	2
Other	14
GENERAL (13%)	
No change	19
Not sure	5
Keep up the good work	3

Additional comments**Question 28**

Is there anything else your personal group would like to tell us about your visit to Saugus Iron Works NHS?
(Open-ended)

Results

- 48% of visitor groups (N=119) responded to this question.
- Table 31 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 31. Additional comments (N=274 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (13%)	
Rangers were excellent	10
Rangers were friendly	8
Rangers were helpful	5
Rangers were knowledgeable	5
Rangers were professional	3
Other comments	4
INTERPRETIVE SERVICES (21%)	
Educational/learned a lot	10
Ranger-led tour/talk was excellent/informative	5
Interesting/fascinating	4
Wanted to see iron being poured	4
Building not open at time of visit	3
Historically significant	3
Excellent exhibits	2
Junior Ranger bags were great	2
Wanted to see living history demonstrations	2
Other comments	22
FACILITIES/MAINTENANCE (8%)	
Well maintained site	4
Authentic reconstruction	3
Nice herbal garden	3
Wanted to see water wheel working	3
Enjoyed nature trail	2
Other comments	6

Table 31. Additional comments (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (7%)	
Advertise the park	3
Glad it is free to the public	2
Other comments	13
RESOURCE MANAGEMENT (3%)	
Comments	7
CONCESSION SERVICES (1%)	
Comments	2
GENERAL (49%)	
Enjoyed visit	42
Will return	8
Beautiful park	7
Repeat visitor	7
Thank you	7
Will recommend to others	6
Saw the sign and decided to stop	4
Didn't know about site	3
Nice place to visit	3
Well done	3
Beautiful weather	2
Close to home	2
Enjoyed picnicking	2
Keep it going	2
More than we expected/lots of variety	2
Perfect sized park	2
Relaxing	2
Valuable asset	2
Was fun for the children	2
Wish we had more time to visit park	2
Wish we had time for the nature trail	2
Other comments	22

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 18c

If YES (your personal group would recommend visiting the park to others), please explain why?
(Open-ended)

- A good experience
- A great learning experience
- A jewel I didn't know about in my own state
- A pleasant place to spend family time together
- Already did film, superb buildings
- Beautiful and good example of early architecture
- Beautiful site, lots of history, amazing technology for the time period
- Beautiful spot, interesting history
- Beautiful, educational
- Because of the history of the area, the industry, and authentic reconstruction
- Because visit was informative and enjoyable
- Been attending since childhood, now 34
- Beginning of iron production in America
- Big machinery, ingenious construction/engineering, possibility of live demonstration
- Child friendly, pretty grounds - no crowds
- Contribution to development of north shore communities
- Cool part of history, I didn't realize it was colonial time, though it was part of Lowell's time
- Cool stuff, close to home, free
- Culturally and historically interesting
- Due to its significant place in colonial history
- Early American history in action
- Easily walkable, small enough to enjoy whole experience
- Educational
- Educational and very interesting guided tour
- Educational history
- Educational, exercise
- Educational, historical
- Educational, scenic, unique, free
- Enjoyable and interesting
- Enjoyable tour, easy to find, terrific reconstruction
- Enjoyable, interesting, informative
- Enjoyable, interesting, our history
- Excellent education on early American iron production
- Excellent educational activity; kids loved it and learned a lot
- Excellent historic site, local lore, beautiful location
- Excellent place to learn about colonial history, interesting subject
- Excellent ranger-led tour and interactive demonstrations

- Excellent tour, guide was very engaging and understanding of our little ones (2 boys under 2), fascinating history
- Fascinating historical site, well presented
- Fascinating history
- Fascinating place and history
- Fascinating place; unusual, highly interesting history
- Fascinating re-creation of history
- First iron works in U.S. and very informative. Let's keep history alive.
- Found informational and learned a lot. We play Minecraft and it was nice to see how the metals looked.
- Free, quiet, small (good for kids and people with limited mobility)
- Fun and free
- Fun, historically significant, cool to see
- Gives a good feel for the history and processes
- Good experience, any new knowledge is great
- Good experience, great, informative ranger-led tour, wonderful buildings
- Good information
- Good learning about early iron production
- Good learning opportunity
- Good Saturday activity for those interested in history and/or outdoors
- Good science-in-action and history
- Great fun for curious kids and close by
- Great history and a great store, very interesting
- Great history lesson, visuals are so helpful and wonderful
- Great learning experience
- Great part of early history not seen elsewhere
- Great place to see for day trip
- Great tour, well explained, amazing structures and working water wheels
- Great trails, interesting history
- Great way to learn about early iron working
- Great window into early American history, amazing engineering
- Historical context of colonial life and early commerce
- Historical interest
- Historical significance of iron and photo opportunities
- Historically very impressive
- History
- History of area and iron works
- History of our young country
- History of the place, off of the beaten path
- History, good tour
- I am always telling others about the unique learning experience and uncrowded national park
- I bring friends all the time (I tell old stories about house)
- I didn't have time to fully explore the exhibits and trails, but there seemed to be lots to see and do
- I had no idea how soon after the pilgrims landed iron was produced. Ingenuity in developing the water power-to-power bellows and forge was fascinating.

- If they were people who would understand and be interested
- If you like history of America to be shared why not!
- Important and interesting history
- Important historical site
- Important part of history
- Important part of U.S. history
- In one visit you don't learn everything about iron
- Incredibly interesting
- Informational and local history
- Informative and entertaining
- Informative, true to life
- Interesting
- Interesting
- Interesting
- Interesting and not a site that is available elsewhere
- Interesting big structures
- Interesting exhibits
- Interesting historically
- Interesting history
- Interesting history
- Interesting history, local
- Interesting part of our history
- Interesting place
- Interesting place
- Interesting place to visit
- Interesting site
- Interesting to learn about beginning of U.S. manufacturing
- Interesting, fun for kids, Junior Ranger program
- Interesting, informative, historic
- Interesting, informative, photogenic
- Interesting, informative, provides a great way to see life in colonial Massachusetts
- Interesting, nice facility, good day trip
- Interesting, well reconstructed
- It is a local historical site and offers much to be learned
- It is a peaceful and beautiful place
- It is a very fun summer day trip
- It is a very important historical site from the earliest period in our history
- It is an interesting and very charming site
- It is nice to see the structures as they would appear in the 17th century
- It is much more scenic and bucolic than I imagined. The reconstructions are fascinating. Nature and picnicking opportunities are great.
- It was a blast, Ranger Andrew was so insightful
- It was a lesson in history
- It was a pleasant experience at a well kept important part of history
- It was cool to see the renovated works, impressive

- It was interesting
- It was neat
- It was nice
- It was relaxing, fun, and educational
- It was wonderful and very educational
- It's a fantastic park with a great museum, very interesting
- It's a national historic site. I like it.
- It's a well done, historical re-creation filled with information and well preserved exhibits
- It's an amazing part of history
- It's an important part of colonial history, it's free, enjoyable
- It's an opportunity to walk back in time
- It's beautiful and it's great for kids to learn about
- It's beautiful, great way to spend the day
- It's far more interesting than advertised
- It's interesting
- It's peaceful and free
- It's real and well done, comfortable
- Just an excellent site and historic experience, our relatives from Pittsburgh really enjoyed it
- Learn how iron was extracted back in the days
- Life, culture, human evolution of Massachusetts Bay Colony
- Local history, good for kids, nice picnic area
- Location, setting, tours, the whole place
- Loved the serenity, the nature walk, so peaceful, loved learning about our town
- Low key, well presented early colonial life and economy
- Meaningful history; illustrating technical challenges
- Mentioned a civil engineer who should come - interesting mechanically
- More interesting than it sounds
- My kids have been here a few times and talk about it often
- National parks are a very important tool to learn about history
- Nice facility and interesting
- Nice facility, good information
- Nice place to see and enjoy, plus pre-colonial history
- Picturesque, nice small park
- Pleasant, interesting, free, great landscape
- Pretty site
- Process industry site should be interesting to everyone
- Quiet and beautiful, exhibits and events are attractive
- Ranger-led tour was very interesting
- Ranger-tour was terrific, informative
- Rangers gave great information, interesting topic, unique park stamp
- Reasonable price for retirees, not too far to travel
- Recent renovations, museum, setting, etc., water wheel
- Significant happening in Colonial America, surprised not in operation longer
- Small, quick visit, peaceful, relaxing, added plus of learning

- So interesting and educational
- So the history aspect is not lost
- The historic value of early industry in Colonial America
- The ranger-guided tour is informative. A lot of my friends grew up in this area and would find it interesting.
- The ranger presentation was fabulous and other employees were great. Our children learned a great deal of local history.
- The reconstructions are amazing. It's like stepping back in time. The property was beautiful.
- The rich historical background
- The sense of history and bringing together different ethnicities of that time period
- The tour was really cool and the rangers are friendly. Also, good location.
- There is no charge to visit the site. The history is of interest. Located one town away from our residence.
- This is a fascinating site that is well interpreted
- To learn how we used machinery in the past
- To understand the making of iron and metal and uses
- Tool/iron information from colonial times gets too little coverage
- Totally fascinating place. I loved learning the history there.
- Unique experience, unusual national park
- Unique place
- Unique site with historical significance
- Unknown local history
- Variety of activities/information (history, nature, house, iron works), awesome engineering, good Junior Ranger program
- Very authentic, well maintained, historic site
- Very educational - for science, technology, and history lovers
- Very educational, well maintained
- Very enjoyable experience
- Very informative
- Very informative
- Very informative and the feeling of what it was like 335 years ago
- Very informative, educational experience
- Very informative, great for kids, beautiful space
- Very informative, ranger-led tour was great
- Very informative, well kept, nice place to relax
- Very instructive on early industry in the colonies and intersection of iron works ability for new world to thrive and not be dependent on mother countries. Process also very interesting (old machinery, old process, evolution of technology's evident).
- Very interesting
- Very interesting and entertaining
- Very interesting and well laid-out
- Very interesting free activity, well kept grounds
- Very interesting part of history
- Very interesting to learn about early iron industry
- Very interesting with history before our lives
- Very interesting, good information, entertaining

- Very interesting, hands-on, working parts, great ranger talk
- Very interesting, lovely river setting with wildflowers
- Very interesting, very informative, very accessible
- Very nicely done
- Very pretty and peaceful
- Visiting this site was such an enjoyable surprise
- We all should understand our past
- We had a nice day
- We learned a lot about our history, staff were great, beautiful setting
- We loved the park, lots to learn, very interesting, plus a free great time
- Well maintained, good story to tell
- What a great old treasure, so much to learn, beautiful site
- Yes, very well maintained, knowledgeable and pleasant rangers

Question 18d

If NO (your personal group would not recommend visiting the park to others), please explain why?
(Open-ended)

- No ranger badges available. No running water wheels. No pouring or making anything with iron. Only one tour at 11:45, need more. Perhaps an enhanced nature trail with labels.
- We brought guests from the UK and were very disappointed in the lack of concern by park staff

Question 26a

What did your personal group like most about your visit to Saugus Iron Works NHS? (Open-ended)

- Aesthetics and informative value
- All of it, including economic and political background
- All positive in experience
- Antiquity, technology, aesthetics of park, pleasant use of taxes
- Apparent fidelity of recreating the original works
- Area was well kept, rangers very nice
- As a result of this visit, I learned what an incredible endeavor it was for 17th century Puritans to build these iron works. We tremendously enjoyed seeing these extensive reconstructions.
- Beautiful scenery
- Beautiful site, excellent exhibits
- Beautifully redone. We love history.
- Bellows: they're huge
- Blast furnace and forge
- Bringing the history to life
- Building
- Buildings are complete, nothing to imagine
- Buildings, forge, blacksmith, slitting mill, blast furnace
- Colonial games and self tour
- Completeness of the iron works and foundry
- Condition of the buildings and grounds
- Demonstration of processing iron
- Demonstrations of machinery
- Details shared by the ranger
- Each of the buildings which has been reconstructed
- Education/exercise
- Engineering component
- Enthusiastic staff and great buildings/operations. Gave a wonderful sense of what it was like when forge was operating.
- Everything
- Everything was great. The blacksmith demonstration was fun.
- Excellent ranger tour
- Exhibits
- Exploring the reconstructed buildings, water wheels, etc.
- Facilities in good condition, historically well preserved
- Fantastic re-creation with amazing detail. Loved the incredible artifacts in the museum.
- Film
- Film
- Film and exhibits
- Film, very friendly ranger, great facility
- Forge
- Friendly rangers made my son's history project easier
- Good movie, knowledgeable staff, excellent weather

- Good reconstruction, well documented
- Grounds and marshes
- Guided tour
- Guided tour
- Guided tour, actual artifacts from the excavation
- Had been restored to show the facility as originally constructed
- Highly informative ranger-led tours and demonstrations
- Historic accuracy, presentation of process in museum recreated facility
- Historical component, being outdoors
- Historical education
- Historical exhibits
- Historical impact, the use and creation of tools and processes
- Historical information on construction and community/labor
- Historical information on signs, foundry, and workshops
- Historical structures
- History and reconstruction
- How nice Ranger Andrew was to the kids
- How the history related to the area we grew up in
- I liked everything about it. It may not be complete, but it is excellent. Keep up the good work.
- I liked the reconstruction of the site to get an idea of what it may have been like
- Impressive and interesting site
- Information about its purpose in 17th century
- Information on how originally founded, engineering required to construct, buildings and working structures. Learning that prisoners of war used to run blast furnace. Wonder what happened to them when iron works closed?
- Informative tour
- Informative, good flow/layout
- Interaction with tour guide and children
- Interesting iron forges and buildings
- Introduction video, Junior Ranger program
- Iron coins
- Iron making process
- Iron pour and that it is a re-creation
- Iron works reconstruction and demonstration
- Iron works, rest
- It was beautiful, informative and we liked the waterfowl
- Its beauty
- Its history
- Its history. Didn't realize it was colonial time when we scheduled trip there.
- Junior Ranger program
- Just taking a break and looking around
- Kids liked using tools during ranger-led tour
- Lay out of the park, neatness of area
- Layout for photography and friendly staff
- Learning about an important industry

- Learning about history and operation
- Learning about our country's history and about the people that came to Saugus
- Learning how iron was made
- Learning something new - the slitter and the continuous firing nature of the blast furnace
- Learning the history and its works
- Learning the true history of the site. It is much older than I thought.
- Machines
- Memories, nature, cleanliness
- Museum
- Museum and video, reconstructed forge and water wheels
- Nail production machine or restored items in general
- Natural environment
- Natural environment and well-designed exhibits
- Natural surroundings
- Nature trail
- Never understood the process for iron working from the colonial times, educational
- Nice, historic setting
- No comment
- Orientation film and tour guide's knowledge of house and period
- Outdoor exhibits
- Park ranger-led tour, the ranger was very informative
- Peaceful and interesting
- Peacefulness, sights, history
- Personal welcome not the usual how can I help you and subsequent explanation of what is available to see or do, also A.C. in museum
- Pleasant grounds, learning about colonial history
- Quietness
- Ranger-guided tour
- Ranger-led tour
- Ranger-led tour
- Ranger-led tour
- Ranger-led tour
- Ranger-led tours (Andrew)
- Ranger presentation
- Ranger talk
- Ranger talk and demonstrations
- Ranger tour
- Ranger tour
- Re-created buildings
- Reconstructed iron works
- Reconstructed iron works and museum
- Reconstructed iron works buildings, mostly the water wheels
- Reconstructed iron works, learning about the process and engineering (water wheels, hammer, slitting)
- Reconstructed structures

- Reconstructed/preserved site
- Re-created buildings
- Re-creation of the site in meticulous way
- Relaxed experience/history site
- Reproduction of the buildings
- Reproduction of the iron works facilities. Just wish water wheels were able to run.
- Required size of operation, functions to manufacturing goods for that era
- Revitalization since previous visit
- Revolutionary War tie to iron manufacturer
- Rolling/slitting mill
- Seeing and touching tools in the buildings (furnace, forge, slitting mill)
- Seeing it set up as it was historically
- Seeing the blast furnace
- Seeing the reconstruction, being outside
- Sense of layers of the past from the 17th century to the 1950's
- Setting - by water with buildings, stream, etc.
- Site reconstruction
- The accurate re-creation of the industrial gear
- The authenticity of the exhibits
- The beauty of the park
- The blacksmith demonstration
- The blast furnace
- The building structures/engineering
- The buildings that showed how iron was processed. They were in great restored condition.
- The chance to share a special place with friends
- The courteous, friendly, park personnel, the video explanation and all the exhibits
- The detail of display in museum and in the buildings
- The detailed guided tour with the knowledgeable ranger
- The entire visit was enjoyable. Liked being able to go into furnace forge and mills. Cool to see all the old tools, and products.
- The explanation from the guide
- The fact that it is still here
- The film was very informative
- The forge
- The forge and blacksmith demonstration
- The furnace and the forge and the slitting mill
- The guided tour
- The guided tour by the ranger
- The guided tour really adds to understanding Saugus Iron Works
- The guided tour was very informative, especially when we got to see the wheels in action
- The historic significance
- The history
- The history of our hometown
- The house is well preserved
- The information about the iron works

- The introduction video and the ranger-led tour of buildings
- The Junior Ranger program
- The kids liked the meandering paths down to the water
- The moving dioramas in the museum
- The museum and iron works buildings
- The nature trail and looking at old artifacts and museums
- The obvious expertise of the ranger
- The operation of the forge
- The outdoor exhibits; it would have been great to see it in action
- The outdoor nature of the site, especially the flora interpretation
- The overall presentation was excellent. I look forward to seeing it again in dry weather.
- The park rangers were excellent. They were really enthusiastic about the park and gave a great tour. I believe their names were Kevin and Andrew.
- The ranger demonstrations of the hardware for the kids
- The ranger-guided tours
- The ranger-led tour
- The ranger-led tour
- The ranger who led the tour
- The re-creation of work performed there
- The realistic feeling of being present in historic time period
- The reconstructed buildings and dioramas
- The reconstruction was very well done. Museum was also very good.
- The scenery and the exhibits
- The scenery is lovely. But I especially liked seeing the interior of Iron Master's house. Also, enjoyed the movie.
- The Scottish criminal
- The size, large buildings and seeing the river. Loved the old house - we walked all over, but not nature trail because of mosquitoes.
- The walking tour of the different buildings and tools used in the iron works, learning the history and how the process and tools worked
- The water wheel in operation
- The works of the mills
- This history of making and founding the iron industry
- Touching/lifting/using the heavy tools and iron
- Tour and reconstructed iron works
- Tour explaining the making of iron, how machines work, what the times were like
- Tour with Ranger Andrew, young guy, had walking cast on foot, very knowledgeable, answered questions - went to blacksmith and gave extra information about what we were interested in
- Using iPad app for tour
- Very complete and informative
- Very educational
- Very impressed with reproduction of site. Tour was great too.
- Very informative guided tours, Q&A with ranger
- Video
- Video and seeing actual works

- Visuals - re-creations to show exactly how this type of industrial building would look
- Walking around the property/nature trail
- Walking trail, seeing exhibits, and watching movie
- Water wheel
- We did not get to experience everything because of this driving rain
- We didn't realize how significant this place is in history
- We liked the historic structures
- We love coming here. When two of my daughters were in college in Boston, they would call me sometimes and want to escape the city and I would pack a lunch and pick them up and come here. I came as a kid.
- Well done, museum, replicas, working water wheels, big impact
- What a wonderful experience. The information was easy to follow, the signage was terrific, and we really learned a lot.
- When they turned on the water wheels during the tour
- Wood bridges - snakes living in stone walls
- Working demonstration of water wheel and how it powers the works
- Working demonstration of water wheel power operating equipment

Question 26b

What did your personal group like least about your visit to Saugus Iron Works NHS? (Open-ended)

- Absence of any demonstration at the time of our visit
- All perfect
- All satisfactory
- Appreciate budget constraints, but people at blast furnace, forge, and mill would have been helpful to address questions
- Bad weather
- Bird crap - heavy deposits, geese?
- Blacksmith house closed suddenly - a 100-foot thing. Drinking fountain didn't work, but ranger got us water.
- Blast furnace not operating
- Can't think of anything
- Climbing stairs
- Closed in April on our first try to visit
- Computer interactive activity
- Do more with what you have. Give talks using history buffs or gardeners. Offer special things for kids (programs).
- Everything was great
- Foundry not operational because of broken water pump
- Garden looked shabby
- Geese droppings
- Geese poop on lawns
- Goose poop
- Goose poop everywhere
- Goose poop everywhere
- Hot iron demonstration was not working
- House only viewed by guided tour; we skipped
- House was not open until later in the day
- I liked it all
- I saw a lot of dog poop in the grass
- Information about guided tour/didn't know where to start tour
- Interactive exhibits didn't always work or were lackluster
- Interior lighting
- Iron Works house tour time inconvenient
- It was difficult to find
- It was hot
- It was hot - not your fault
- It wasn't operating (that is, the equipment)
- It would have been fun to see a hot iron pour or casting demonstration
- Junior Ranger program sub par - no workbook and no badge
- Junior Ranger program was not on the mill but on birds. Enjoyed it, but like the history and they were out of badges. Said they would mail them to us.
- Lack of activities/interest points for children/young adults
- Lack of descriptive signs/posters around exhibits

- Lack of homemade nails. The ranger waited for our group and could have made multiple nails.
- Lack of NPS representatives
- Lack of people working there to answer questions
- Lack of personal interaction with rangers, unaware of programs
- Lack of personnel to ask questions about site, etc.
- Lack of volunteers around the site
- Large wooden structures need replacement and more demonstrations
- Late in arriving and not enough time to complete visit
- Lengthy surveys
- Liked everything
- Liked it all
- Limited available times for house tour
- Museum was pretty cold
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- NA
- NA
- NA
- NA
- NA - it was straight forward
- Nature trail
- Nature trail short/no destination or ending point. Also that they were out of Junior Ranger badges.
- Need to be watchful for goose droppings, particularly in grassy areas
- No active demonstrations going on
- No active demonstrations while there
- No baby-changing table in restrooms, more signs for explaining buildings inside buildings
- No blacksmith, pour wasn't going on that day
- No coke machine
- No comment
- No complaints
- No demonstrations
- No demonstrations at blacksmith shop or forge. All the geese droppings.
- No demonstrations of iron works
- No demonstrations today
- No demonstrations were available during visit

- No Junior Ranger badges
- No live demonstrations
- No live iron being heated
- No ranger-guided tour available (it was Tuesday)
- No staff outside visitor center
- No trash cans - picked up trash on nature walk
- Noisy children in the group
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- Nonfunctioning iron mill
- Nor'easter weather
- Not a day that anything was operating
- Not being able to talk grandpa into buying something in the gift shop
- Not enough time
- Not functioning
- Not seeing a pour demonstration
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing - although it would have been nice to see some living history demonstrations
- Nothing - visit was great
- On this particular day there were no presentations
- Orientation video/computer tour (in the museum)
- Short nature walk

- Small bookstore
- Small size, not enough to see
- Some buildings not open; only one tour in the old building
- Some of the tours are only offered at specific times throughout the day 1-2 times only
- Surrounds area is heavily developed
- That nothing was in operation at the site - no fire, no hammering, no blacksmith
- That the water system to power the water wheels was not working
- The amount of bird waste on the trailways
- The bird droppings all over the site
- The Canadian geese. Sorry, but I think they are messy pests.
- The computer in the museum kept going back to the home screen when you were looking at stuff, and it wasn't due to inactivity
- The day (7-31-13) things were not in operation. It was still an excellent place to visit.
- The goose droppings in the picnic area, but that's a tough one to change
- The goose waste
- The grass areas had a significant amount of duck droppings, it was hard for students to avoid
- The house tour
- The house was closed when we got there
- The know-it-all that was also on the tour
- The lack of concern and interaction with the NPS personnel
- The museum was fairly small
- The museum was way too cold
- The nature trail could use a little work
- The only complaint we had was the heat and our poor timing for the ranger-guided tour
- The park ranger did not make me feel welcomed after enduring a 9-hour drive to get there
- The topography, ups and down, perhaps a note on map indicating fewer stairs or climb route to exhibits
- The water to turn the water wheels was not working
- The water wheel was not working
- The water wheels were not working
- The weather
- There was not an active blacksmith/folks in costume, but I assume that would be available only some of the time
- There weren't any demonstrations going on. The equipment was down.
- There were no demonstrations and water wheel was broken
- They ran out of the Junior Ranger badges
- They were out of Junior Ranger badges
- Tiptoe around geese (poop) droppings. Got to love nature.
- Too small
- Waiting for interactive tours with rangers
- Walking could be hard for elderly people
- Walking the mobility impaired woman up steps
- Water system down so no demonstrations
- Water wheel not working! No people stationed at exhibits.
- We brought a picnic and there was a lot of animal waste on the ground

- We couldn't find the names of the iron workers
- We couldn't take a tour because one had already started and next one was many hours (4) later. No posting of tour times.
- We didn't have time to see everything
- We want to see some more hands-on and living history experiences
- We wanted to see a live iron demonstration, but that was not an option
- We were overwhelmingly disappointed that there were no demonstrations or ranger-led talks on this complex site
- We were sorry that we missed the tour (when they do the demonstrations) but we'll just revisit
- We wished we could have attended demonstrations
- We wished we were there when all the live demonstrations were in operation
- We would have liked to see a demonstration; either use of the wheel or iron being poured. No demonstrations. Booklets for Junior Rangers were not assembled. No badges available. No other tours.
- Windy
- Wish we would've had more time to take ranger tour
- Wished there were tours
- Wished we could have seen machines running
- Would have liked longer trails
- You were selling iron hooks made in China

Question 27

If you were a manager planning for the future of Saugus Iron Works NHS, what would your personal group propose? (Open-ended)

- A film in visitor center to orient group at onset
- A long term plan for the materials and funding necessary to maintain the facility - i.e. stockpiling the correct trees and establishing an endowment to ensure future funding
- A longer nature walk option
- AC for bathroom
- Active use of furnaces and water wheels
- Add exhibit on bog iron. How iron collects there and how it's harvested. Plus history of use, such as by Vikings.
- Add information to website about pouring demonstration times/dates
- Add to facility/museum. What other iron works in New England are/were there?
- Advertising, events, more demonstrations, give the nails out again
- Be staffed for demonstrations listed, have site interpreters available at each site to demonstrate activity in each exhibit building
- Being older, the traffic and detour (due to Founders' Day) caused some stress, but once onsite we were extremely glad to experience this episode of Colonial America
- Benches at the different stops
- Better advertising. I've lived in Melrose (next town) since 2009, and I had not heard about Saugus Iron Works until a few months ago.
- Better garden
- Better information about the Iron Works house being open. We did not know if you could go in there.
- Better publicity about the unique experience. Reach out to the local community with events to attract interest.
- Better signs
- Blacksmith working on site and interactive display
- Bring a picnic lunch (we wished we had) and go on a guided tour after
- Broaden it commercially - invite artisans to utilize site - iron forgers, glass blowers, wooden boat builders, site is failing as is
- Careful maintenance and funding of work and personnel already in place
- Charge a small fee for admission
- Continue and enhance hands-on aspects
- Continue on your present cause
- Continue to execute current program and develop key events to drive funding and awareness
- Continue to make it inviting to families with understanding staff and maintain the site well
- Continuing to maintain working historic sites, more living history/demonstrations on special holidays, etc.
- Costumed interpretations
- Costumed iron workers, farm animals roaming around, more edible medicinal gardens, more of a step back into time
- Don't know
- Emphasize interplay of technology (iron making) and outcomes (cultural development of area)
- Enough water to have some action in one water wheel
- Events where iron is worked, live demonstrations, lectures by historians
- Everything was great. Why change it?

- Extended opening of Iron Master's house
- Fire up the blast furnace
- Further enhancement of the tours for active use and the plant machinery
- Get out more information
- Get the buildings operational to show how it worked, sounded, smelled, etc.
- Getting rid of the geese; too messy
- Go on a nice day and bring picnic
- Golf carts
- Great location and history, play it up, have ironsmithing classes, get more involved with the local community.
- Guides at each station
- Have some working blacksmiths during working hours, working on iron for other historical sites or local souvenirs for demonstration purposes
- Having small group demonstrations
- I didn't see signs/map of nature trail, and we didn't go too near marsh, but birders like nature trails
- I would double check there are picnic tables to bring lunch, etc.
- I would like to see demonstrations that get the local community interested along with food from the colonial period
- I would make it so the whole iron works would be functional for live demonstrations
- Increased marketing to create more awareness
- Increased visibility in area - evening presentation, i.e. concerts, period performances
- It may not be practical, but would like to see the blast furnace in operation
- It was #1 on a list of sites close to home that Texas family members wanted to visit
- It's a hidden gem, get the word out on its location and significance
- Keep it going
- Keep it real and functioning
- Keep up the good work you are doing
- Keep up the good work
- Keep up with maintenance, otherwise just keep up good work
- Lengthening the nature trail
- Link up with other historic sites, (Plymouth Plantation; Sturbridge) as all being examples of historic periods, but colonial history. Be listed among museums and things to do sites (where I think I found it).
- Live demonstrations of iron casting
- Live demonstrations of iron production or at least being able to see the water wheels spinning and turning the machinery
- Living history demonstrations, more tours offered per day
- Living history rangers
- Look for volunteers to run blacksmith shop
- Maintain the current high standards
- Maintain the site for the future, increase written plaques
- Make information more available for when demonstrations will occur
- Make the nature trail a little longer (if possible), more living history type demonstrations (live blacksmith, etc.)
- Maybe expand the information/exhibits (great as is) on the shipping/boat access. Take advantage of the beautiful waterfront. Also add some hands-on kids exhibits, maybe wheeling rocks or

- combining rocks in the right proportions for iron, or using play dough to roll iron, making molds (with wax?), rigging a boat, or choosing the right herb from the herb garden.
- Maybe some videos at each area so you can see at the spot how it worked
- More A/V showing how iron is made (process), give demonstrations where possible, model machines for kids
- More about Scottish and Puritans, reenactment days, have diagrams that work (from museum) at sites
- More advertising
- More advertising
- More buildings, more reenactments
- More costumed work demonstrations
- More costumed/living history exhibits
- More demonstrations of iron works
- More demonstrations, or at least a published calendar of demonstrations
- More frequent practical demonstrations (though expense would make this difficult)
- More hands-on demonstration, functioning mill
- More hands-on activities
- More immersive, multi-sensory, less guided tour (ranger interaction great though)
- More information on archaeological recovery of site and views of pre-recovery
- More interactive items for the younger kids
- More interactive so students with disabilities can better understand
- More interpretation onsite at the various buildings, also rangers demonstrating the mechanisms at beach building
- More interpretive exhibits that illustrated the various activities that went on there, i.e. how the blast furnace produced the iron
- More iron forging
- More living history
- More local advertising. The place is a secret gem.
- More physical presence of volunteers. Provide more digital content - QR code, on-demand video on smartphone
- More programs, reenactments, ranger talks
- More programs/events that are community based. Allowing grounds to be utilized for community events. Engaging children to appreciate all historic parks.
- More publicity
- More rangers
- More tours - you have one about the basic operation. How about the herb gardens and trails? A list of tours available. Hands-on activities for the children.
- More waysides to explain about the history of the site
- N/A
- N/A
- N/A
- NA
- NA
- No change
- No clue
- No comment

- None
- None
- None
- None
- None
- Not sure
- Not sure
- Not sure
- Nothing
- Nothing new
- Nothing to propose
- OK as is
- On-demand tours
- Ongoing preservation
- Operate the facility to demonstrate how the iron works were used
- Other parks' Junior Ranger programs are better - ex: Boston historic sites - book and pins as do most NPS sites
- Pay the rangers, they have to deal with disrespectful visitors
- Perhaps more detailed information and/or viewing in the Iron Works house
- Please keep this park open and charming. The government needs to give the NPS more funding.
- Prior to this visit I knew nothing of Saugus. I would propose great media coverage to promote Saugus.
- Promote family-based activities (concerts, games, etc.)
- Put in more signs for self guided tours where people can wander the grounds and learn more
- Ramps
- Reach out to Boy and Girl Scouts to use facility. Expand season. Give talks on herbs and/or colonial gardens. Regular demonstrations of iron pouring that are publicized.
- Rebuild Jenckes Forge
- Reduce population
- See if any demonstrations on
- See more of area, eat lunch at area, do ranger program if allowed
- Self-guided audio tours such as provided at art museums and some other NPS locations, e.g. Gettysburg
- Share some knowledge of the Saugus Cat. Clean up the Canadian goose poop. It was on the walkways in various stages of decomposition.
- Shorter survey
- Sign to start visit at visitor center for tour information
- Sound in the buildings to give a noise working atmosphere, a floating iron transport boat
- Specific days planned for kids
- The one thing the entire exhibit/experience lacks is a connection to a person, there is no identifiable figure from history to relate to
- The production and sale of iron from the works, maybe artwork or functional pieces?
- The staff to be in period dress.
- Tie it in with other parks in the region, cross-advertising
- To show stones and pieces of rocks
- Tours offered more frequently, live costumed people around the site

- Treating all guests with welcome and respect. Each visit/visitor is an outreach and a chance to attract more visitors. Visits = \$\$ for budget.
- Try to keep everything historically accurate/possibly actors portraying workers
- Try to keep this site preserved. Don't let it deteriorate.
- Update museum visuals, have daily live iron demonstrations, actors doing the actions of the iron workers in costume
- Water slides, cotton candy, pig roast, super hero costumes, and Ouija boards
- We liked everything
- We would love to see a demonstration of period - costumed folks using the blacksmith shop, etc.
- Wrought hardware for resale. Organize a team to manufacture historic reproductions for restoration of historic buildings

Question 28

Is there anything else your personal group would like to tell us about your visit to Saugus Iron Works NHS? (Open-ended)

- A more informative movie more than 12 minutes. You did include information about the people and that they tended not to follow the Puritan ways. How about how much money they made, how long they worked ex: 12-hour days for how many years? What types of fraud contributed to the closure? Were these people caught and brought up on charges?
- A much prettier site than imagined, 'iron works' - visions of 'hot, flat, maybe dull' place (for kids), actual place is hilly, treed, marshy and fun. The knee level model outside very well done and unique. Blacksmith shop abruptly closed due to alarm - ranger was going to show us.
- A nice place to visit close to home
- All well done
- Andrew (NPS ranger) was excellent. Kevin was less chatty/more formal.
- Andrew deserves an award for being so polite with the jerk on our tour
- Awesome
- Both the rangers were very friendly and accommodating
- Consider scheduling the two tours so that visitors can take both in morning, both in afternoon AND second morning and first afternoon - for more flexibility
- Could it be better tied or coordinated with all other early colonial (Pilgrim) century sites in Massachusetts/New England?
- Definitely the best national park I've been to
- Didn't know about not being open year-round. Need to have sign as you enter park. We live 40 minutes away and planned to go in winter. No problem with it being closed 5 months - that's smart, but we need to know, especially when other national park locations are open 12 months, like Lowell, where we live.
- Enjoyed the day/time there. The herb garden was very interesting. Since there was no guided tour or demonstration, we wanted more. Maybe some videos at sights or we could log into our computers.
- Enjoyed the site immensely. The orientation video was very informative. All the geese droppings take away some of the beauty of the site.
- Excellent
- Excellent reconstruction work; site: wooden buildings, water wheels, large bellows, metal hardware used, era: metal equipment to manufacturing
- Excellent set-up. We've recommended it to all of our friends.
- Fascinating. Learned a great deal.
- For NPS - please put stamps/brochures outside visitor centers when visitor center is closed. Thank you.
- From the next town over and didn't know about the site. Just happened to pass by and see signs. Will be returning.
- Great road signs. Park is the perfect size. Perfect little escape of history and nature.
- Great site. We loved the variety, from the iron works to the herb garden. Good variety of information in the Junior Ranger program, and the bag with binoculars, plant book, magnifying glass was great.
- Great
- Have visited and will continue to seek out more national parks
- I found this as a pleasant surprise - was glad the guide at Lowell mentioned this to us
- I made this visit intending to bring my sister and her granddaughter later. Granddaughter is being homeschooled and this would be very educational for her. But trip will be next year as I want her

- to see how water power was put to use. It was very impressive my first visit when waterwheels were working
- I now wish I had a National Park passport book I could have had stamped
 - I was impressed by the attention to detail
 - I wish I had more time for my visit
 - I would like to see the old iron circular gate that was the entrance for many years before street (front) was taken put somewhere on the site. Started going there in 1945 on way home from school.
 - If the website had indicated that there were no guided tours on Tuesdays, we may have planned our trip on another day
 - It was a lovely day weather-wise, it was my wife's and my 35th anniversary, the trip was just long enough, and so it was a perfect way to spend the day (my wife and I are both retired museum/historic preservation professionals and teachers)
 - It was a nice stop on our trip
 - It was a very pleasant surprise, more interesting than first thought
 - It was also beautiful
 - It was an unexpected, fascinating pleasure. Just spend one week in Lowell for NEH workshop and Saugus was mentioned. A bit out of the Industrial Revolution time period, but great predecessor. Thank you.
 - It was good
 - It was great. I have lived in Boston for years and never knew about this. I have told many friends how great it was. They also did not know about it and are excited to take their kids too.
 - It was lovely
 - It was very nice
 - It was wonderful
 - It's great, keep it going
 - Just that we enjoyed it. Thought all-in-all very good. The young man who led the tour, very pleasant, very nice.
 - Keep it going, loved our visit, live demonstrations
 - Love the realistic architecture. Given our close location to Salem, MA and given time period, I feel some programs would be wonderful (especially in the autumn season). This would be an ideal location for haunted activities (our area loves these). A Halloween-type celebration would be wonderful given our close proximity to Salem, MA. Where is Junior Ranger Station located? My children would truly love this. Not much of a nature trail. Keep it as close to realistic as possible.
 - Loved it
 - Loved it
 - Making sure a friendly staff with kids are available. Great summer thanks. There were some this year, thanks.
 - My brother was a ranger for Eastern National for several years and our family has been involved in historical reenactment. My cousin, Mary Stetson Clarke, wrote several books, fiction and nonfiction, about the Saugus Iron Works. It was sad to bring guests to the iron works in her stead and to be the information for them. On our last visit in July, the NPS personnel were cleaning, but no interacting with guests. Middle of the day. Hard to recommend to others. They did stop cleaning as we entered their area.
 - My party had a unique opportunity this past summer to visit Saugus and a few weeks later to visit Hopewell Furnace. In my opinion Saugus is a much more important site due to its age and level of technology. I hope in the future a way can be found to convey this fact to more visitors to help ensure the future preservation of this site.
 - My wife and I will be back, bringing our children
 - Nice, relaxing, enjoyable visit

- Organize period events and advertise on public radio stations (if can), public television, libraries, and schools. Link with schools throughout Boston area - great opportunity for science, history, to be combined.
- Our group was passing through the area, and we used the NPS website to find interesting stops along the way. I visited the Saugus Iron Works twenty years ago, and I wanted to take my family to it because it is a unique site.
- Our kids really identified and learned from the active ranger presentations and the actual activation of the equipment
- Our ranger was very good and spent extra time after the tour answering many of our questions. He did a great job.
- Our visit was very enjoyable and stress-free, it was a welcoming environment for the entire family and was very educational for all
- Overall, excellent
- Overall, very enjoyable
- Perhaps, if funds allow (Congress should fund), Saugus Iron Works could open in December for visitors on winter vacation. Open in March for school groups.
- Ranger Krystal and Ranger Andrew were very engaging, helpful and knowledgeable. They made the trip a lot of fun for the children. This is a very well run facility and had so much more than we expected. The museum, video, Junior Ranger activities, well maintained site, the educational value was very high. Museums are employing self-guided audio tours which are impressive. That's the only suggestion I have.
- Really enjoyed tour of house, but wished I had more time to visit all of the site
- Reflecting on the experience, it seems disconnected in time, and difficult to relate anyone involved with the iron works to later events in colonial history. The place failed a century before our independence; how do you bring that place forward, and relate it to other events?
- Restaurant
- Said it all before
- Small less known gem in the national parks system
- Somehow we missed the museum. I'm not sure where it is. Information was very good on website. Park ranger's talk was great and made the history come to life.
- Staff were great, interesting topic. Would have loved to see iron being poured. Maybe it could be done on a smaller scale more frequently?
- Staff were very nice and friendly, facility well-kept
- Survey is way too long. Why did I spend all this time? Shorter survey = more feedback.
- Terrific spot, wish there was a work bog
- Thank you for all the NPS provides
- Thank you
- Thanks
- The enjoyment of visiting other NPS sites led to our trip. We live nearby but had never visited. We truly enjoyed our visit and the assistance provided by Rangers Andrew and Kristal.
- The grounds were beautiful and staff was very helpful
- The Iron Works were out of Junior Ranger badges. We left information to have them mailed to us. It's been over two months and have not received them.
- The museum had displays where you had to find the artifact on a drawing in which you could get a number that you could use to look up what the artifact was. This was cumbersome and difficult. Why not colored dot near the artifact with numbers on them?
- The ranger was excellent, very knowledgeable and personable. Unfortunately the water wheels weren't working.
- The rangers we met were wonderful

- The Saugus Iron Works is a great place to visit to get an idea of the early iron industry. I always enjoy visiting. I feel history comes alive there.
- The site was vastly improved since my earlier visits, very attractive and interesting. I hope it is being publicized. It is a very valuable asset.
- The staff were very friendly and professional
- The visit was enjoyable and the park ranger was good for an overall program but we could not go in one building and there were no demonstrations so the programs within the buildings were essentially only a brief talk to give an overall use of buildings. The waterwheel was broken; somewhat disappointing and not conducive to children's visits. Essentially wandered sites.
- The young lady (Shelby) in the visitor center was most helpful and very knowledgeable, very willing to share her information. Our daughter is at Harvard. This was a very enjoyable side trip.
- They all enjoyed the nature trail
- This site is great. I can't believe we had not heard about it before. We have told so many people about it since our visit. We never would have known about it, if not for the local signage.
- Thoroughly enjoyed
- Use real wood on some replacement and faux wood in others particularly where repetitive - water wheels, shafts
- Valuable and enjoyable
- Very nice, need to spread the word
- Very nice and well done, educational
- Very pleasant overall, nice staff
- Watch iron pour was not available. We really wanted this.
- We all enjoyed our visit, the ranger talk was very informative, the grounds are beautiful, there were fun and useful items in the store for both children and adults
- We are all very impressed, particularly by the quality of both rangers. They seemed extremely dedicated and their enthusiasm was contagious. Thank you.
- We are going on Freedom Trail, stayed in Lexington
- We came to see the house as much as the iron works so were disappointed it was not open until later (did not want to stay until then having walked the buildings, etc.). We understood it could not be open all the time.
- We enjoyed our visit just the way it was
- We enjoyed visit and hope to visit again since family members live in area
- We had a great time
- We have driven by the road signs for years but never stopped. We had no idea what it was about or how important it is in history. I don't think a lot of people know it either (I polled my friends). We will return and have recommended it to our friends with kids.
- We left knowing we needed to come back; so much information. After two and a half hours, needed lunch - did not have with us. Maybe mark flowers on nature path. The Junior Ranger bags were great. We will return 9/28 for demonstrations, really missed not seeing casting working.
- We loved it. Picnic after tour. Learned a lot and enjoyed the beauty. Great park ranger (Kevin).
- We loved the herb garden. I was enjoying the marsh/bird watching of the nature trail. Very scenic and the exhibits are amazing, very impressive.
- We planned our trip around the 2:15 tour
- We really enjoyed our visit and hope to be back. Ranger Andrew was great and we learned a lot on the tour. Will recommend it to anyone traveling to the Boston area, especially with kids.
- We really enjoyed the visit; the staff was informative; we learned a lot
- We truly enjoyed it. We had no plans to go, but saw the sign on the highway and decided to stop. My mom had been there many years ago but did not remember it. She was very surprised by the excellent tour and I also found it to be fascinating. I wish we had time for the nature trail. We saw

- the highway sign and enjoy National Parks so we stopped. We did not know what events are scheduled here. [Recycled plastic] Like the idea of protecting the forests.
- We were impressed by how well kept the iron works and grounds were while also being free to the public
 - We were there on a weekday morning and it was accordingly quiet. Next time, I will check online to see about demonstrations or events and plan out.
 - We were thrilled it was free (taxpayer funded) and open and had a place to picnic. We were traveling on a budget.
 - We wish we had known about this place a long time ago. Will bring along future visitors from abroad to this exciting location.
 - We would have paid a small fee per student to have a longer more interactive tour
 - Weather was perfect that day, nice flowers, beautiful trees, nice herbal garden, Iron Works house not open
 - Well done. Nice to have water wheels working.
 - What a perfect pocket park, tucked into the city, great parking
 - Would like to walk the nature trail
 - You have an amazing history. Kids enjoyed seeing the big part. Wished the movie was working.

Appendix 1: The Questionnaire

OMB Approval 1024-0224
Expiration date: 2014

U.S. Department of the Interior

National Park Service
Social Science Program
Visitor Services Project



Saugus Iron Works National Historic Site Visitor Study



United States Department of the Interior

NATIONAL PARK SERVICE
Saugus Iron Works National Historic Site
244 Central Street
Saugus, MA 01906



IN REPLY REFER TO:

Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Saugus Iron Works National Historic Site. This information will assist us in our efforts to better manage this park and to serve you.

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 in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Michael Quijano-West
Superintendent

Your Visit To Saugus Iron Works National Historic Site

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

1. a) Prior to this visit, how did your personal group obtain information about Saugus Iron Works National Historic Site (NHS)? Please mark (●) **all** that apply in column (a).
- ☐ Did not obtain information prior to visit → **Go to part (b) of this question**
- b) If you were to visit Saugus Iron Works NHS in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Saugus Iron Works NHS website: www.nps.gov/sair
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodors, walking, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

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

☐ No ☐ Yes → **Go to Question 2**

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) 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**. Please do not use pencil.
- Like this: ● Not like this: ⊗ ⊘ ⊙
4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Saugus Iron Works National Historic Site. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

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

2. Prior to this visit, was your personal group aware that Saugus Iron Works NHS is a unit of the National Park System?

☐ Yes ☐ No

3. a) Prior to this visit, was your personal group aware that Saugus Iron Works NHS is only open seasonally, from May 1 through October 31, every year?

☐ Yes ☐ No

- b) If the site were open during the winter months, from November 1 through April 30, would your personal group be likely to visit?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

4. On this trip, what were the reasons that your personal group came to Saugus Iron Works NHS? Please mark (●) **all** that apply.

- ☐ Learn about early iron production in Colonial America
- ☐ Learn about the life, culture, and history of the Massachusetts Bay Colony
- ☐ Obtain stamp for National Park Passport book
- ☐ Recreation/relaxation (walking, picnicking, photography, etc.)
- ☐ Visit a National Park Service site
- ☐ Visit and explore the reconstructed iron works
- ☐ Other (Please specify) _____

5. a) Did your personal group bring electronic devices with you on this trip?

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

- b) If YES, what devices did your personal group bring to the park? Please mark (●) **all** that apply.

- ☐ GPS wayfinding device ☐ Smartphone
- ☐ Laptop computer ☐ Tablet
- ☐ Other (Please specify) _____

- c) Did your personal group obtain information from the park website (www.nps.gov/sair) to plan your visit to Saugus Iron Works NHS?

☐ Yes ☐ No → **Go to part (e) of this question**

- d) If YES, please rate how helpful the park website was in planning your visit. Please mark (●) **one**.

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

- e) What information did your personal group need that was not provided on the website?
-

6. On this visit, were the signs directing your personal group to Saugus Iron Works NHS adequate? Please mark (●) **one** answer for each of the following.

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

- b) Signs in local communities ☐ Yes ☐ No ☐ Did not use

- c) If you answered NO for either of the above, please explain.

Highway _____

In local communities _____

7. a) On this visit, in which activities did your personal group participate within Saugus Iron Works NHS? Please mark (●) **all** that apply.

- ☐ Attending ranger or volunteer-led talks/programs/tours
- ☐ Creative arts (photography, drawing, painting, writing)
- ☐ Listening to the audio tour
- ☐ Participating in Junior Ranger program
- ☐ Visiting the museum/viewing exhibits
- ☐ Walking the nature trail
- ☐ Watching hot iron pour or casting demonstration
- ☐ Watching orientation film
- ☐ Other (Please specify) _____

- b) Which one of the above activities was the **primary** reason your personal group visited Saugus Iron Works NHS on this visit? Please list **one** response.

8. For this visit, please mark (●) **all** the places that your personal group visited.

- ☐ Blacksmith Shop
☐ Blast Furnace
☐ Forge
☐ Iron Works House
☐ Junior Ranger Station
☐ Museum
☐ Nature Trail
☐ Rolling & Slitting Mill
☐ Visitor Center

9. On this visit, how much **total** time did your personal group spend visiting Saugus Iron Works NHS? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.
_____ Total number of hours

10. a) Compared to what you had planned, how much time did your personal group spend visiting Saugus Iron Works NHS? Please mark (●) **one**.

- ☐ Did not have a planned amount of time → **Go to Question 11**
☐ About the same time as planned
☐ More time than planned
☐ Less time than planned

- b) If your personal group stayed for less or more time than planned, what were your reasons for changing your plans?

- c) If the amount of time your personal group spent visiting was less than what you had planned, what would encourage you to stay longer or to visit again?

11. a) On this visit to Saugus Iron Works NHS, did anyone in your personal group participate in any of the ranger or volunteer-led talks/programs/tours?

☐ No ☐ Yes → **Go to Question 12**

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

- ☐ Not interested
☐ Not interested in topics presented
☐ Did not have time for this activity
☐ Not aware of ranger or volunteer-led talks/programs/tours offered at park
☐ Programs not offered at time of visit
☐ Other (Please specify) _____

12. a) If your personal group were to attend a ranger or volunteer-led program at Saugus Iron Works NHS, what program length would you prefer? Please mark (●) **one**.

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

- b) What time of day would be most suitable for your personal group to attend a ranger-led program? Please mark (●) **one**.

- ☐ 8 - 10 am ☐ 2 pm - 4 pm
☐ 10 am - Noon ☐ After 4 pm
☐ Noon - 2 pm ☐ Other (Specify) _____

13. a) During this visit to Saugus Iron Works NHS, did your personal group have any interaction with park staff?

☐ Yes ☐ No → **Go to Question 14**

- b) If YES, please rate the quality of your interaction with the park staff. Please mark (●) **one** response 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"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. a) On this visit to Saugus Iron Works NHS, did your personal group visit the Eastern National bookstore at the Visitor Center?

☐ Yes ☐ No → **Go to Question 15**

- b) If YES, was the bookstore space adequate to view the sales items?

☐ Yes ☐ No

- c) Were there any sales items that your personal group would have liked to purchase that are not currently available?

☐ Yes ☐ No → **Go to Question 15**

- d) If YES, which items would your personal group like to have available for purchase in the future? Please mark (●) **all** that apply.

☐ Additional publications (books, brochures, etc.)

➔ List subjects you are interested in _____

☐ Additional maps (other than park brochure/map)

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

☐ Other (Please specify) _____

15. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Saugus Iron Works NHS during this visit.

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

- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good

<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Audio tour	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Hot iron pour or casting demonstration	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Museum and exhibits	_____	_____
<input type="radio"/> Nature trail	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/sair used before or during visit	_____	_____
<input type="radio"/> Picnic areas and grass areas	_____	_____
<input type="radio"/> Ranger or volunteer-led talks/programs/tours (other than demonstrations)	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____

16. a) If you were to visit Saugus Iron Works NHS in the future, how would your personal group prefer to learn about the park's cultural and natural history during your visit to the park? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 17**
- ☐ Children's activities ☐ As a volunteer in the park
- ☐ Films, movies, videos ☐ Park website: www.nps.gov/sair
- ☐ Indoor exhibits ☐ Printed materials
- ☐ Trailside exhibits ☐ Ranger-guided walks/talks
- ☐ Living history/costumed programs ☐ Self-guided tours
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- ☐ Other (Please specify) _____

- b) Please list any topics your personal group are interested in learning (or learning more) about at Saugus Iron Works NHS.
- _____
- _____

17. Saugus Iron Works NHS has reconstructed iron works buildings and waterwheels. In the future, these structures will need replacing, requiring either very large trees (higher cost) or the possibility of using recycled plastic that looks like wood (lower cost). How would these options affect your personal group's experience?

Type of material for reconstruction	Effect on your experience		
	Enhance	No effect	Detract from
Large trees for wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycled plastic to look like wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. a) Would members of your personal group consider visiting Saugus Iron Works NHS again in the future?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

- b) Would your personal group recommend visiting Saugus Iron Works NHS to others?

☐ Yes ☐ No

- c) If YES, please explain why. ☐ If NO, please explain why not.
- _____
- _____
- _____

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

☐ Yes ☐ No → **Go on to Question 20**

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

- c) Because of the physical condition, which specific difficulties did the person(s) have? Please mark (●) **all** that apply.

- ☐ Hearing (difficulty hearing ranger programs, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses, or due to blindness)
- ☐ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- ☐ Other (Please specify) _____

20. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

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

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

- ☐ 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

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

	Number of visits to Saugus Iron Works NHS (including this visit)		
	b) U.S. ZIP code or name of country other than U.S.		c) Past 12 months
	a) Current age	d) months	Lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

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

- ☐ Some high school ☐ Bachelor's degree
☐ High school diploma/GED ☐ Graduate degree
☐ Some college

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

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

Yes, Hispanic or Latino ☐ ☐ ☐ ☐ ☐ ☐ ☐

No, not Hispanic or Latino ☐ ☐ ☐ ☐ ☐ ☐ ☐

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

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

American Indian or Alaska Native ☐ ☐ ☐ ☐ ☐ ☐ ☐

Asian ☐ ☐ ☐ ☐ ☐ ☐ ☐

Black or African American ☐ ☐ ☐ ☐ ☐ ☐ ☐

Native Hawaiian or other Pacific Islander ☐ ☐ ☐ ☐ ☐ ☐ ☐

White ☐ ☐ ☐ ☐ ☐ ☐ ☐

25. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

- ☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999
☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more
☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer

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

26. a) What did your personal group like **most** about your visit to Saugus Iron Works NHS?

b) What did your personal group like **least** about your visit to Saugus Iron Works NHS?


27. If you were a manager planning for the future of Saugus Iron Works NHS, what would your personal group propose?

28. Is there anything else your personal group would like to tell us about your visit to Saugus Iron Works NHS?

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

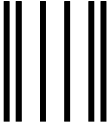
Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn 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?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor's place of residence proximity to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

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

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2 to Table 5, the p-value for respondent/non-respondent comparisons for age is less than 0.05, indicating significant differences between respondents and non-respondents. The differences, however, were not found in other variables with the p-values are greater than 0.05. The non-response bias is judged to be insignificant.

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The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 444/124947, June 2014

**National Park Service
U.S. Department of the Interior**



**Natural Resource Stewardship and Science
1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525**

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