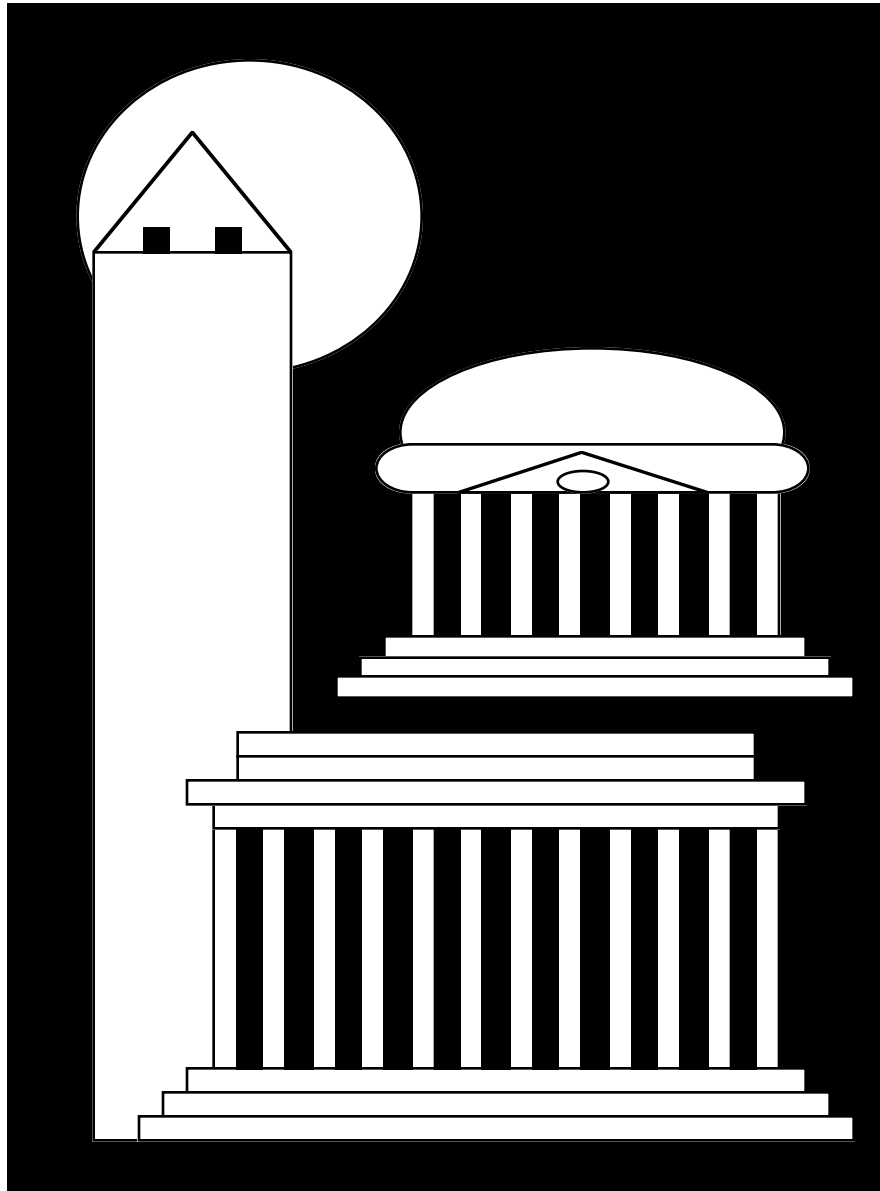


Visitor Services Project

The National Monuments



Visitor Services Project

The National Monuments

Dwight L. Madison

Report 30

January 1991

Dwight Madison is the VSP Eastern Coordinator, with the Cooperative Park Studies Unit, National Park Service, University of Idaho. I thank the VSP interview team; Dana Dolsen, Margaret Littlejohn and the staff at National Capital Parks Central for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Services Project

The National Monuments

Report Summary

- This report describes the results of a study of visitors to the National Monuments (the Jefferson Memorial, Lincoln Memorial and Washington Monument), during June 17-23, 1990. Seven hundred ninety-nine questionnaires were distributed and 637 returned, an 80% response rate.
- The report profiles visitors to the National Monuments. A separate appendix has their comments about the park and their visit. A summary of these comments is included in both this report and the appendix.
- Sixty-two percent of visitors were in family groups. Thirty-five percent of visitors were 31 to 45 years old. Fifty-seven percent of visitors were on their first visit to the National Monuments.
- Visitors from foreign countries comprised 9% of the visitation to the National Monuments. Twenty percent of American visitors came from Virginia, California and Pennsylvania.
- Sixty-one percent of visitors who were visiting for the day spent six hours or more visiting the National Monuments. 91% of visitors who were visiting for more than one day stayed four days or less.
- Of the visitors who visited at least one of the National Monuments, 77% also visited the Vietnam Veterans Memorial.
- Seventy-two percent of visitors used the exhibits inside the memorials, while 57% used the memorial brochures and 45% used the outdoor maps.
- The information/interpretive services that received the highest quality ratings from visitors included the memorial brochures, ranger assistance, and outdoor maps. "Other" information/interpretive services, which included guide books and hired guides, were rated the lowest quality.
- Eighty-four percent of visitors used the restrooms at the National Monuments, 63% used the snack bars and 58% purchased souvenirs.
- The services and facilities that received the highest quality ratings from visitors included the metro, Tourmobile, and souvenir sales. Public restrooms were rated as the lowest quality facility.
- Visitors made many more general comments about their visit to the National Monuments.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208)885-7129.

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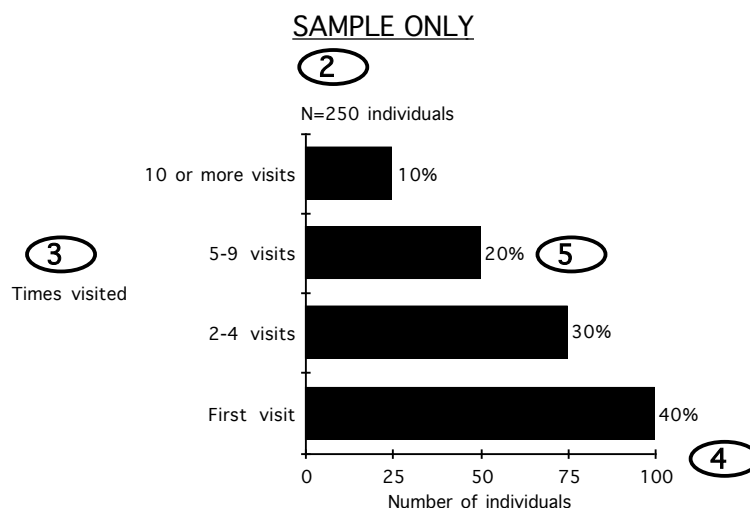
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INTRODUCTION

This report describes the results of a Visitor Services Project (VSP) study undertaken at the National Monuments (the Jefferson Memorial, Lincoln Memorial and Washington Monument referred to as the "National Monuments"). The study was conducted the week of June 17-23, 1990, by the Cooperative Park Studies Unit of the University of Idaho. A list of VSP publications is on the inside back cover of this report.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate Appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) **Figure 4: Number of visits**

- 1: The figure title is a general description of the information contained in the graph.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: The vertical information describes categories.
- 4: The horizontal information shows the number of items that fall into each category. In some graphs, proportions are shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were administered and questionnaires distributed to a sample of selected visitors entering the National Monuments during June 17-23, 1990. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design

The questionnaire design followed the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Sampling

Visitors were contacted at three sites: the Washington Monument, the Lincoln Memorial and the Jefferson Memorial. Visitors entering the sites were sampled by using selected intervals to contact entering people. The number of contacts for each site reflected the site's portion of the three site's combined total visitation. The survey was administered eight hours a day starting at 9:00 a.m. and ending at 6:00 p.m. on the first day. The starting time was rotated one hour later each day until the last day, when the survey again was administered beginning at the original starting time. This insured the sample included visitors who visited the National Monuments later in the evening.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This person was then requested to supply their name, address and telephone number so that a reminder-thank you postcard could later be mailed to them.

Data analysis

Two weeks after the survey, a reminder-thank you postcard was mailed to all participants. Four weeks after the survey, a special letter and a replacement questionnaire were mailed to those participants whose questionnaires had not yet been received. Questionnaires arriving within a ten week period were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and on individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while information is shown in Figure 1 for 635 groups, Figure 3 has data for 2,366 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 637 questionnaires were returned by visitors, Figure 1 shows data for only 635 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations which should be taken into account when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire during or soon after visiting the National Monuments.

2. The data reflect the use patterns of visitors to the selected sites during the designated study period of June 17-23, 1990. The results do not necessarily apply to visitors using other sites in the downtown Washington D.C. area, or the National Monuments during other times of the year.

3. Caution is advised when interpreting any data where the sample size is less than 30, as the results may be unreliable. Whenever data presented for a sample is smaller than 30, the word "**CAUTION**" is included in the title.

RESULTS

A. Visitors contacted

A total of eight hundred forty-three visitor groups were contacted; 799 agreed to participate. Thus, the acceptance rate was 95%. Six hundred and thirty-seven visitor groups completed and returned their questionnaires, an 80% response rate.

Table 1 shows a comparison of information collected from both the total sample of visitors contacted and the final sample of visitors who returned their questionnaires. Non-response bias for age is significant; the total sample was slightly older than actual respondents. Hence, older visitors may be slightly under represented. Non-response bias is insignificant for group size.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent	799	41.7	637	37.2
Group size	799	8.3	637	8.0

B. Characteristics

Figure 1 shows group sizes, which varied from one person to 309 people. Sixty-four percent of visitors to the National Monuments came in groups of two to four people, 24% came in groups of five to ten. Sixty-two percent of visitors came in family groups, as shown in Figure 2; 22% came in groups of friends, or family and friends.

Figure 3 shows a wide range of age groups; the most common being adults aged 26-45 (42%). Fifty-seven percent of visitors were visiting the monuments for the first time, 34% percent had visited 2-4 times, and 10% had visited 5 or more times as seen in Figure 4.

Foreign visitors comprised 9% of all visitation. Map 1 and Table 2 show that most foreign visitors came from Germany and England. Map 2 and Table 3 show that American visitors came from all over the country, especially the highly populated states.

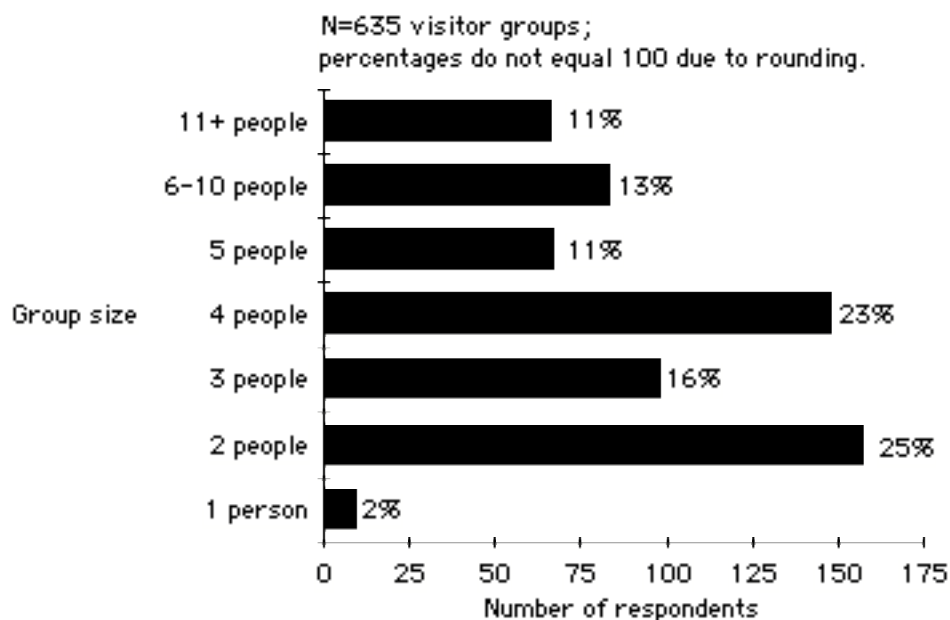


Figure 1: Visitor group sizes

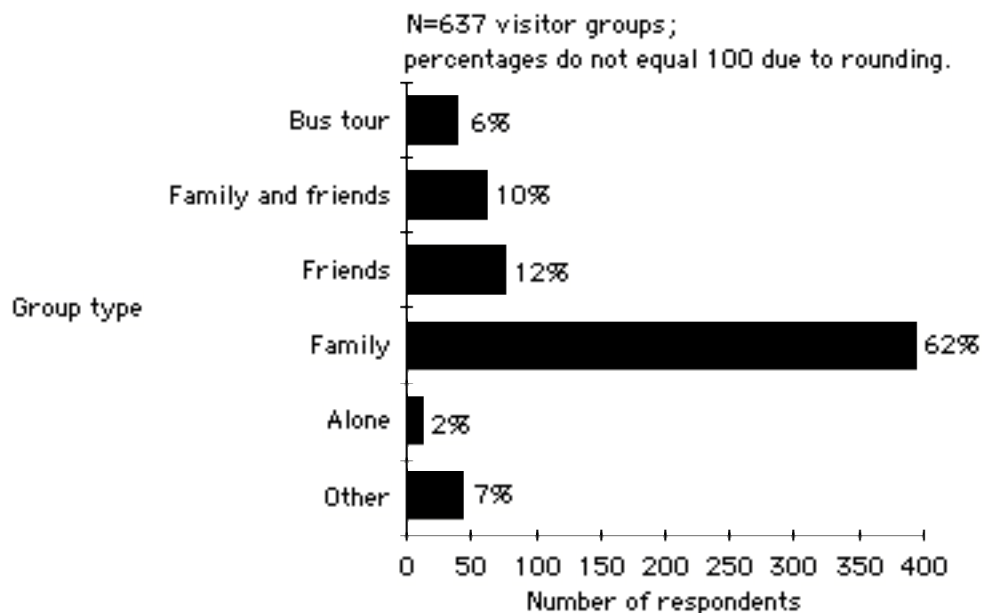
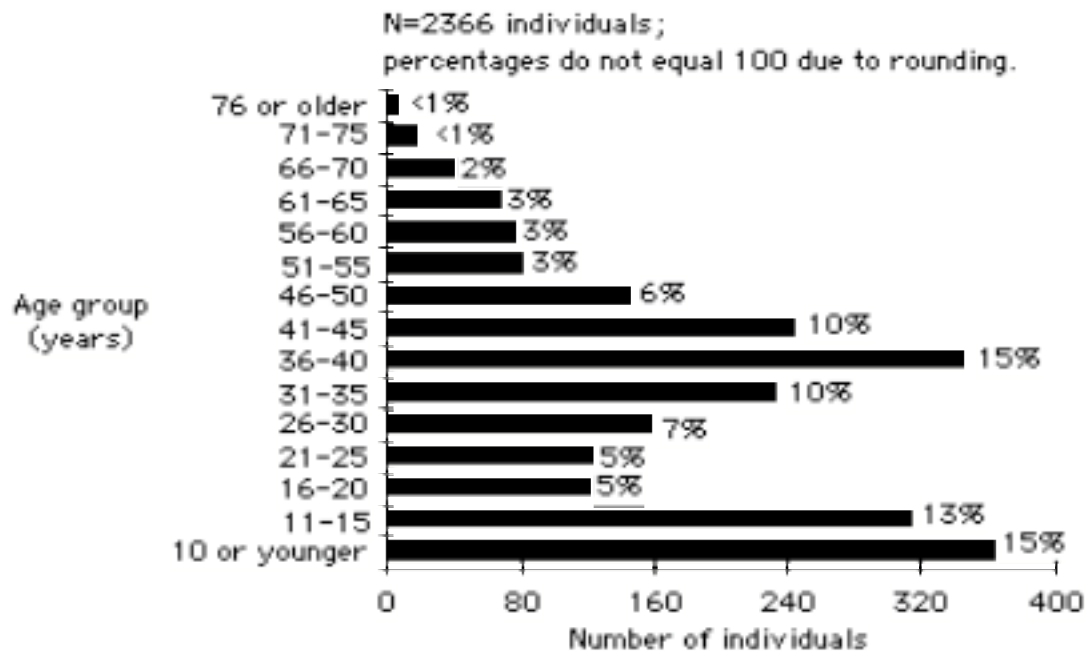


Figure 2: Visitor group types



CAUTION: Older visitors may be slightly under represented.

Figure 3: Visitor ages

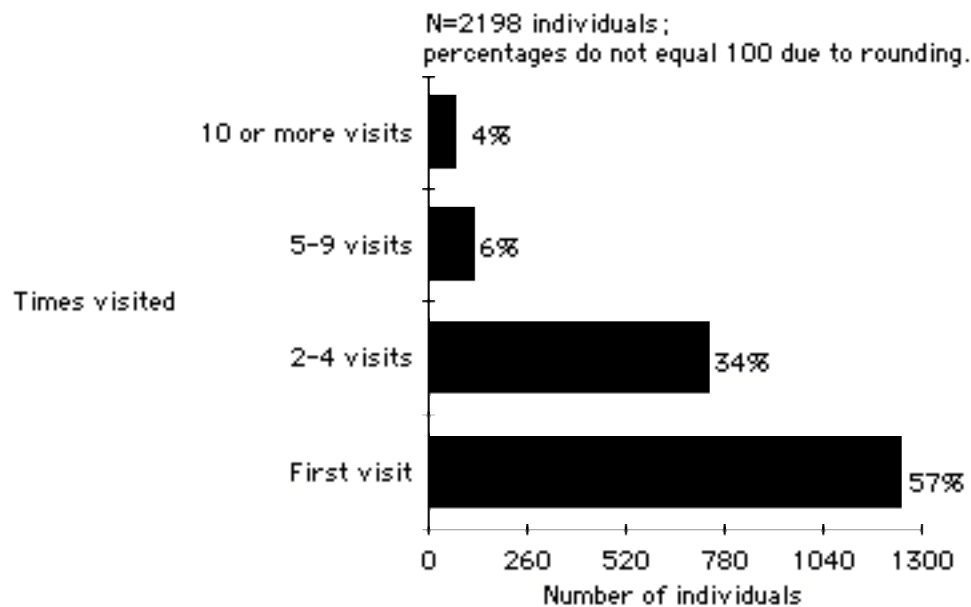
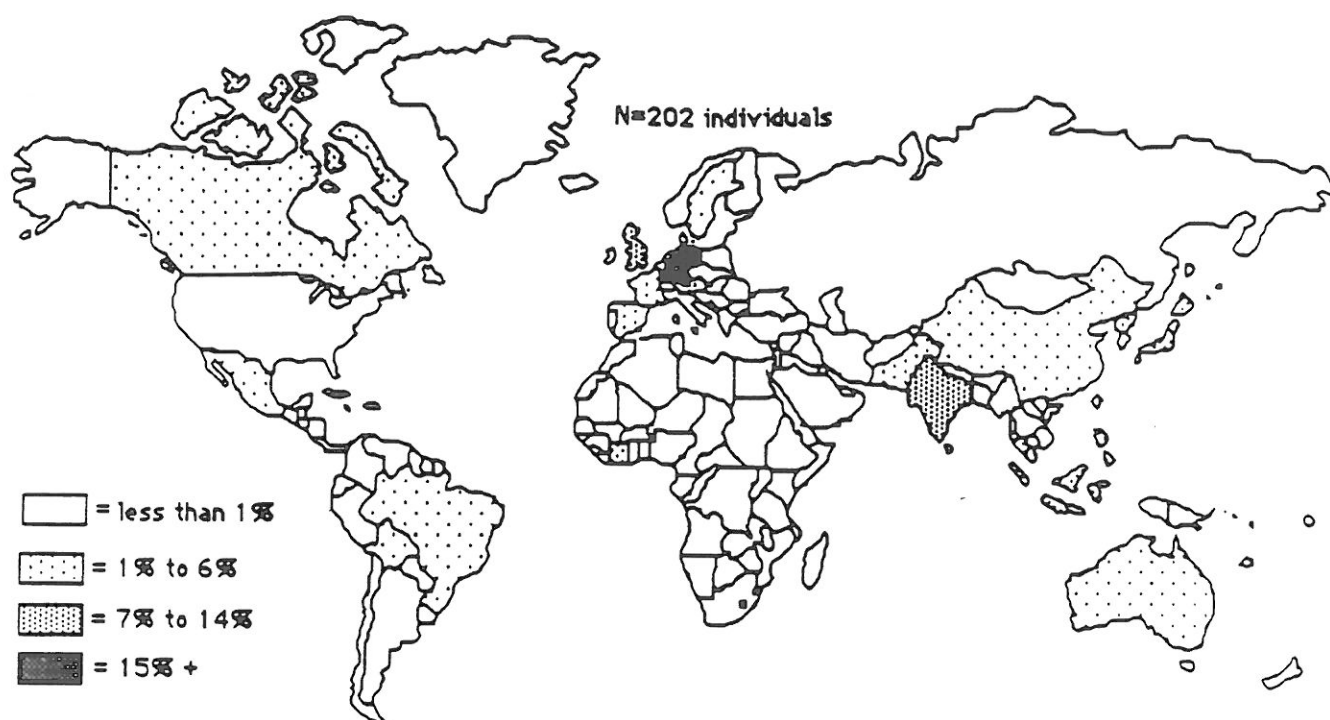


Figure 4: Number of visits

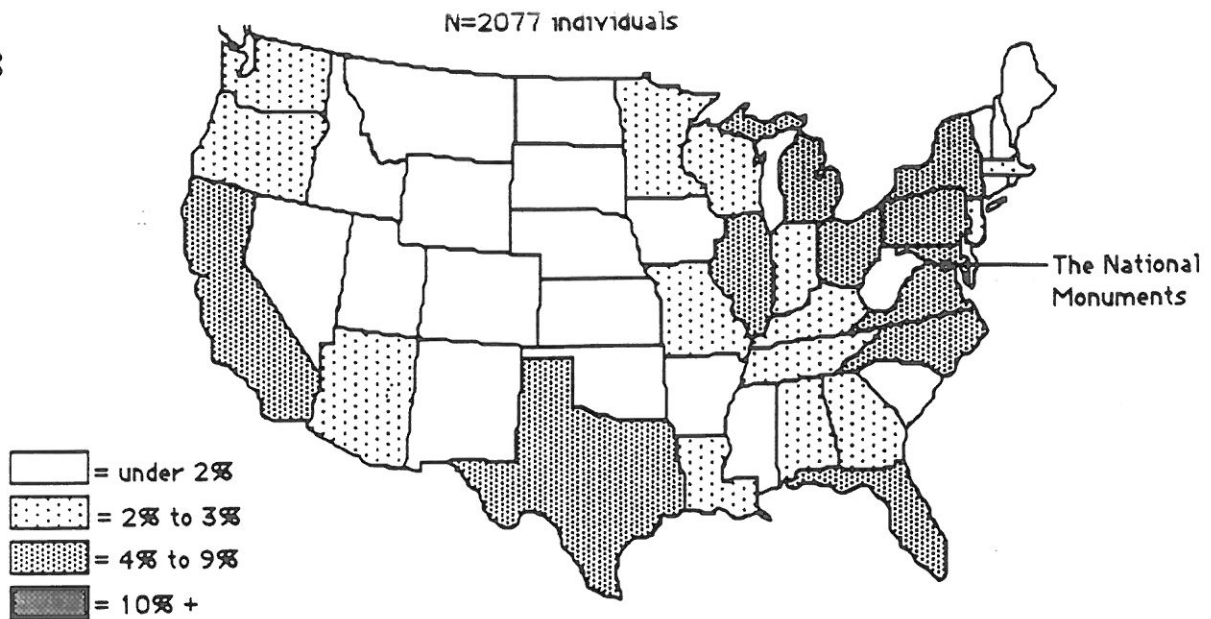


Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=202 individuals from foreign countries;
individual country percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
Germany	34	17
England	27	13
India	17	8
France	11	5
Sweden	11	5
Canada	10	5
Australia	9	4
Japan	8	4
Korea	6	3
Pakistan	6	3
China	5	2
Austria	4	2
Bolivia	4	2
Indonesia	4	2
Singapore	4	2
Spain	4	2
Taiwan	4	2
Other countries	34	13



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=1309 individuals;
individual state percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Virginia	148	7
California	144	7
Pennsylvania	117	6
Ohio	97	5
Maryland	96	5
Texas	94	5
Illinois	89	4
Michigan	87	4
Florida	83	4
New York	82	4
North Carolina	76	4
Massachusetts	70	3
New Jersey	62	3
Georgia	55	3
Indiana	48	2
Minnesota	47	2
Alabama	40	2
Oregon	40	2
Wisconsin	40	2
Louisiana	35	2
Arizona	33	2
Washington	33	2
Kentucky	32	2
Tennessee	32	2
Other states (26)	351	17

C. Length of stay

Figure 5 shows that 61% of visitor groups who were visiting the National Monuments for the day stayed six hours or more. Figure 6 shows that 91% of visitors who were visiting for more than one day stayed four days or less.

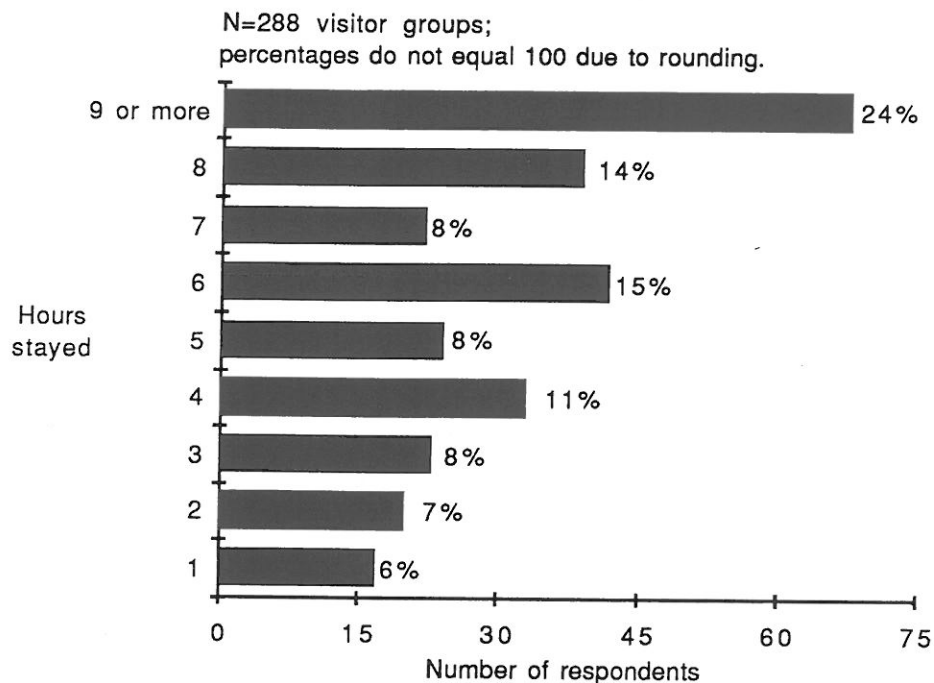


Figure 5: Number of hours visitors spent at the National Monuments

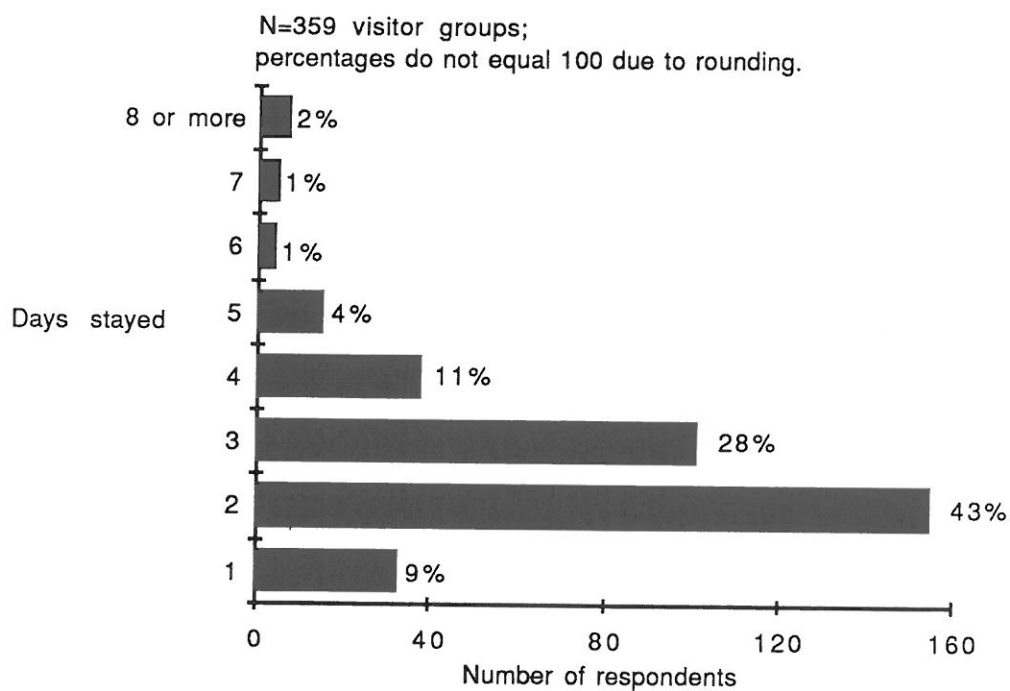
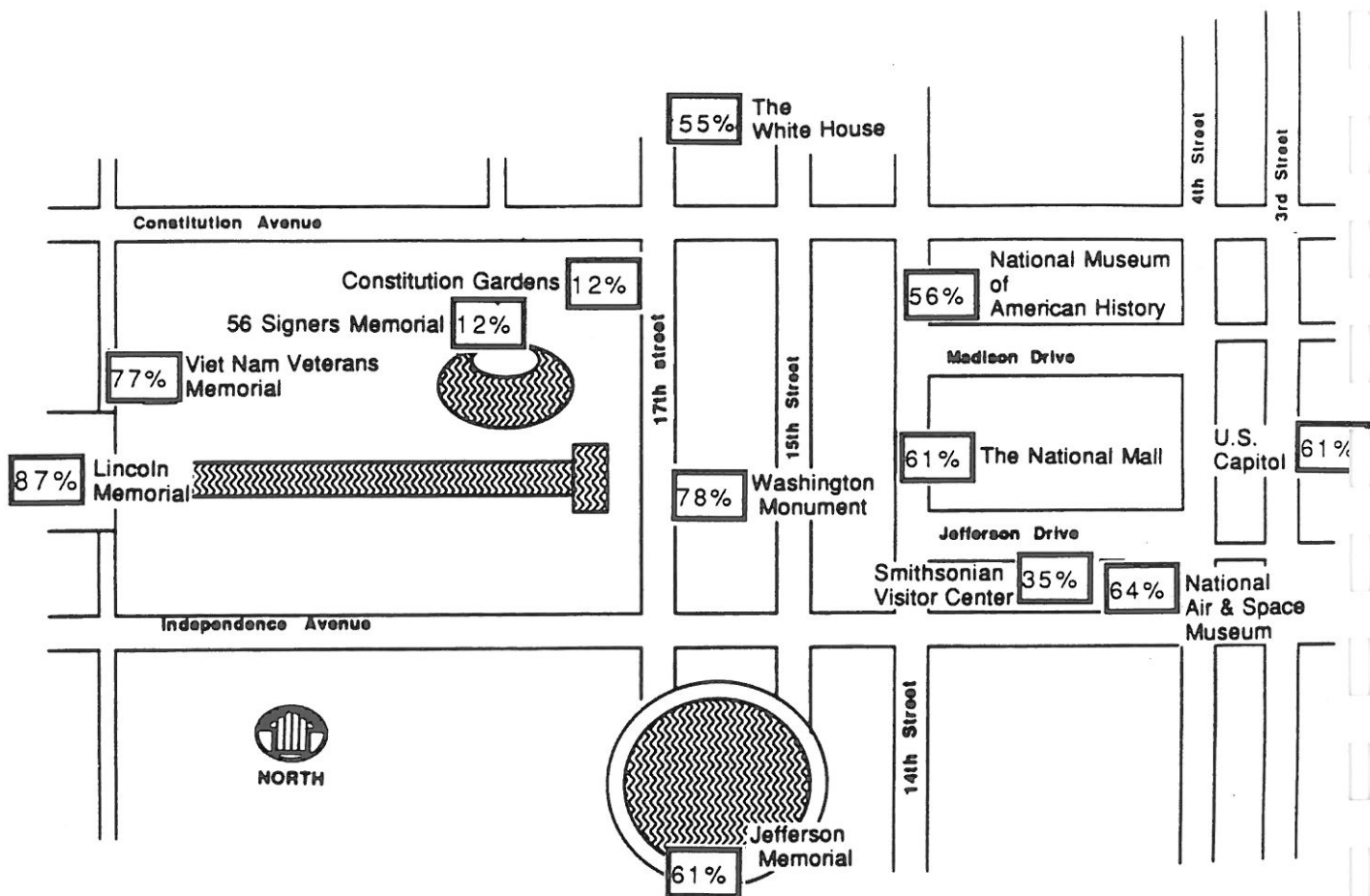


Figure 6: Number of days visitors spent at the National Monuments

D. Locations

Map 3 shows the proportion of visitor groups who responded to surveys they received at the Jefferson Memorial, Lincoln Memorial and Washington Monument and that visited selected sites near the National Mall. Eighty-seven percent of visitor groups visited the Lincoln Memorial, 78% visited the Washington Monument and 77% visited the Vietnam Veterans Memorial.

N=638 visitor groups;
percentages do not equal 100 because
visitors could visit more than one site.



The National Mall

Map 3: Proportion of visitor groups that visited each site

E. Visitor use of organized bus tours

Visitors were asked if they used an organized bus tour to get to the site where they received the questionnaire. Figure 7 shows seventy-eight percent did not use a bus tour.

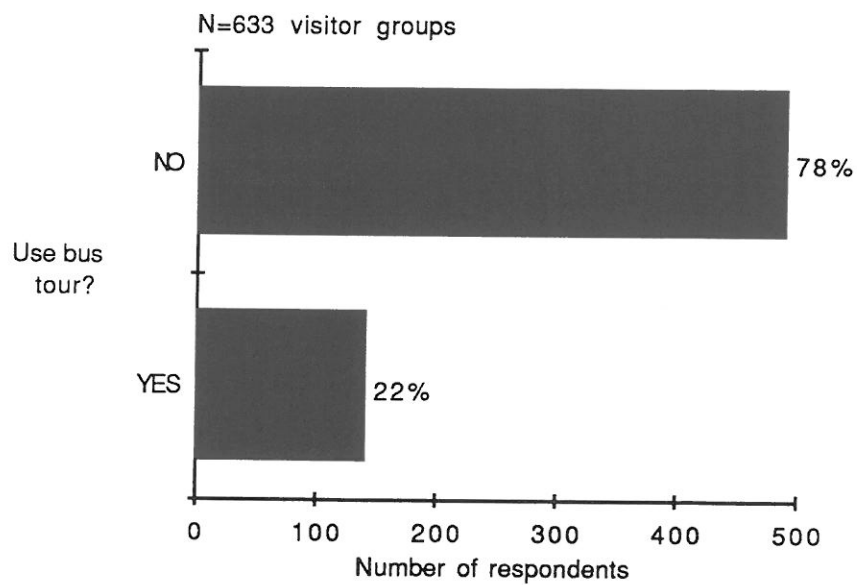


Figure 7: Visitor use of organized bus tour

F. Evaluation of information/interpretive services

The visitors were asked if they used any of the information/interpretive services available at the National Monuments during their visit. Seventy-two percent of the visitor groups used the exhibits inside the memorials, while 57% used the memorial brochures and 45% used the outdoor maps as shown in Figure 8. One of the least-used services was sales publications (16%).

Visitors also rated, on a five point scale, the quality of the information/interpretive services they used (1=very good, 2=good, 3=average, 4=poor, 5=very poor). All services were rated above average in quality by the respondents. Services receiving the largest proportion of "very good" to "good" quality ratings were the memorial brochures (84%) and ranger assistance (83%). Services receiving the largest proportion of "poor" to "very poor" quality ratings were "other" information/interpretive services (identified as guide books and hired guides); (20%) and ranger led talks/walks (15%).

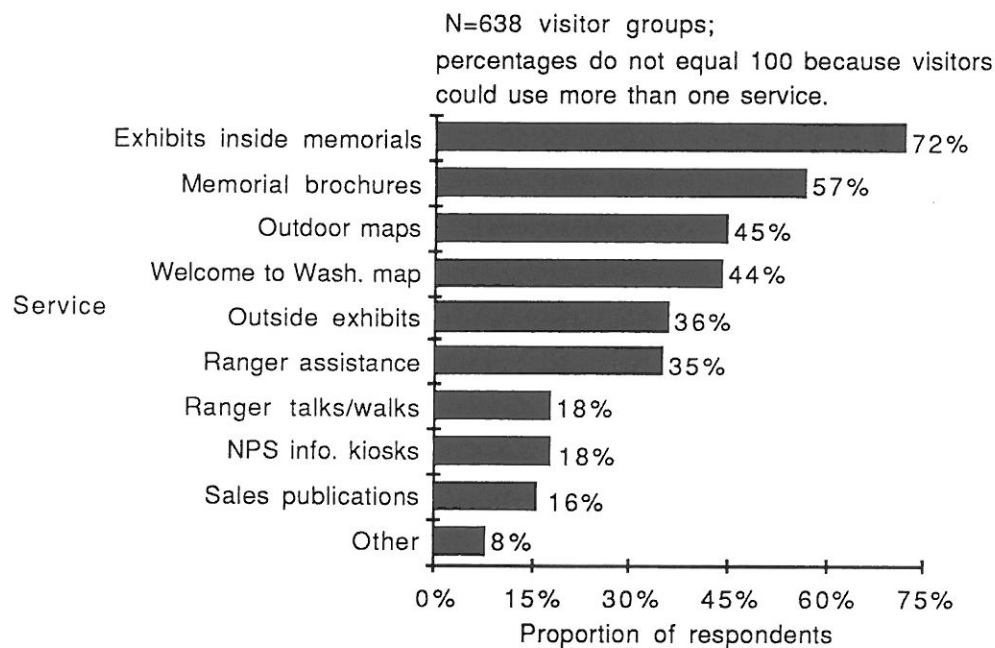
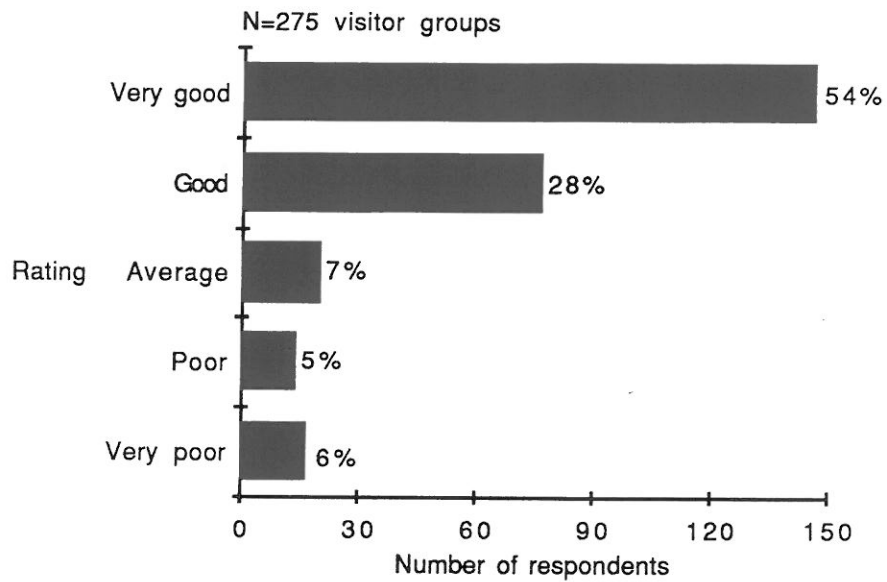


Figure 8: Information sources used during visit



**Figure 9: Visitor ratings of
Welcome to Washington map/brochure**

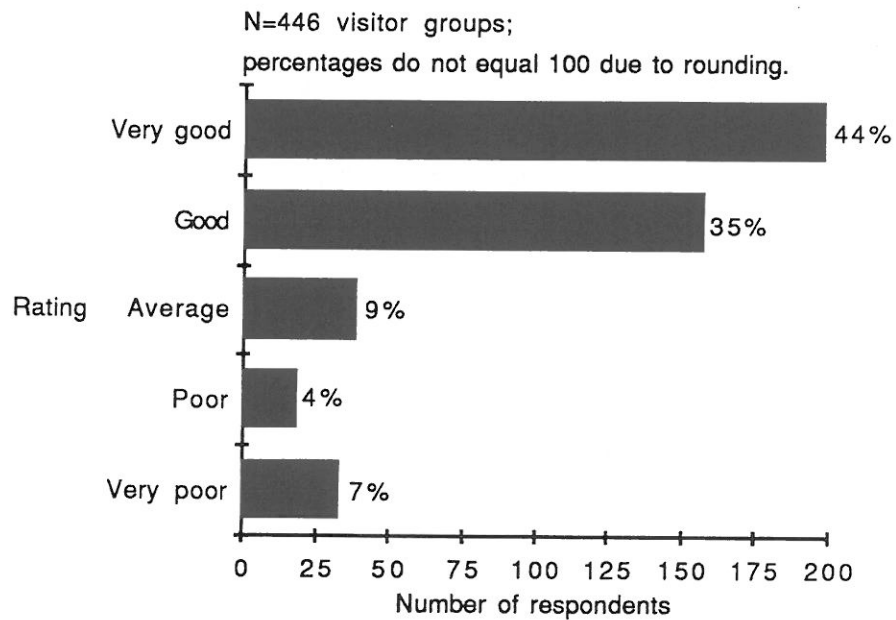


Figure 10: Visitor ratings of exhibits inside memorials

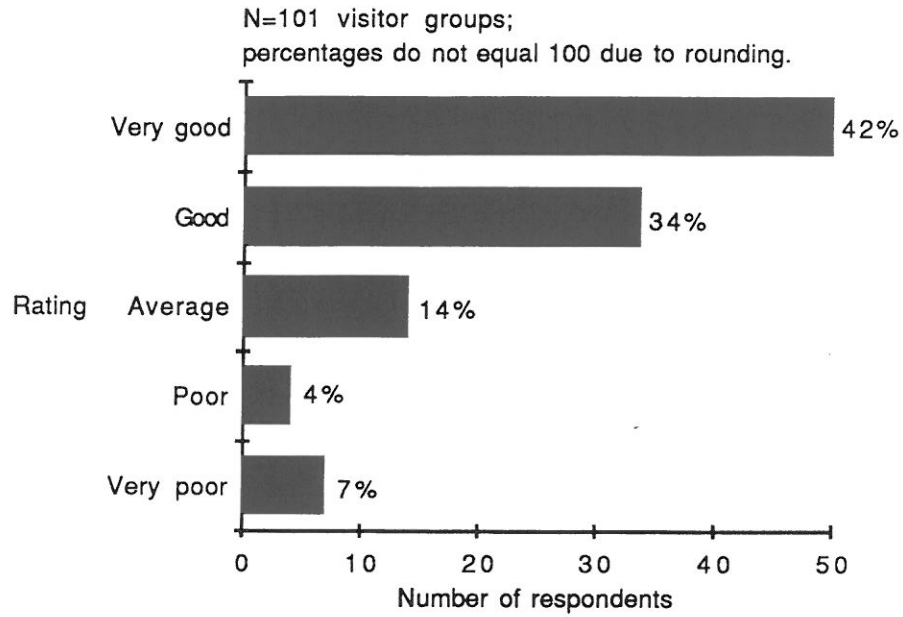


Figure 11: Visitor ratings of sales publications

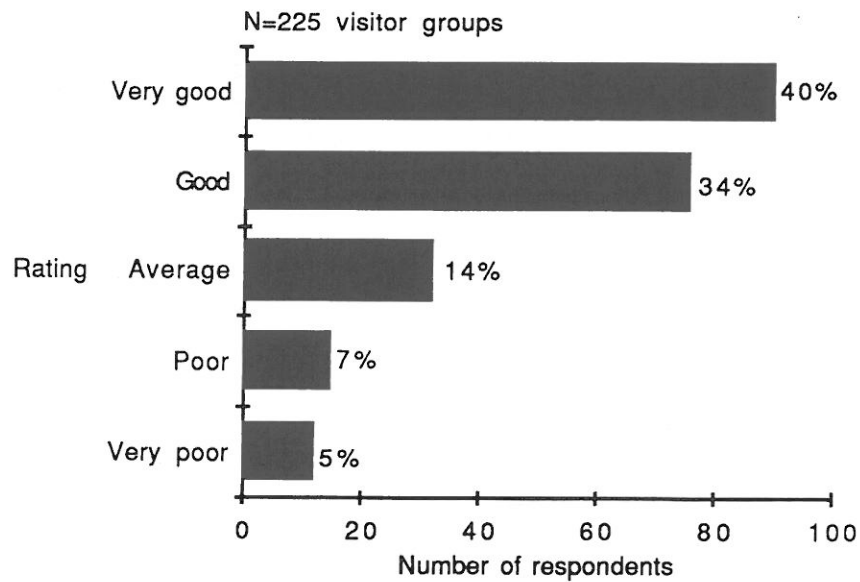


Figure 12: Visitor ratings of outside exhibits

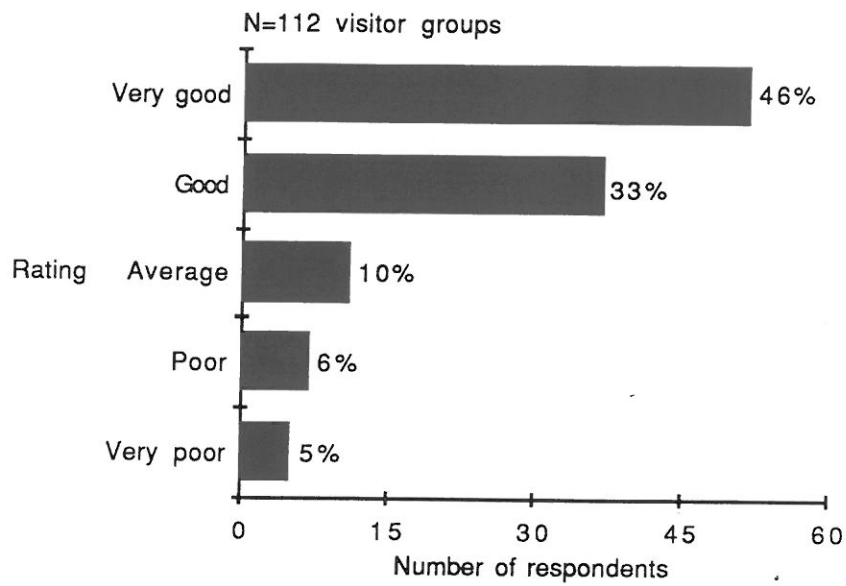


Figure 13: Visitor ratings of NPS information kiosks

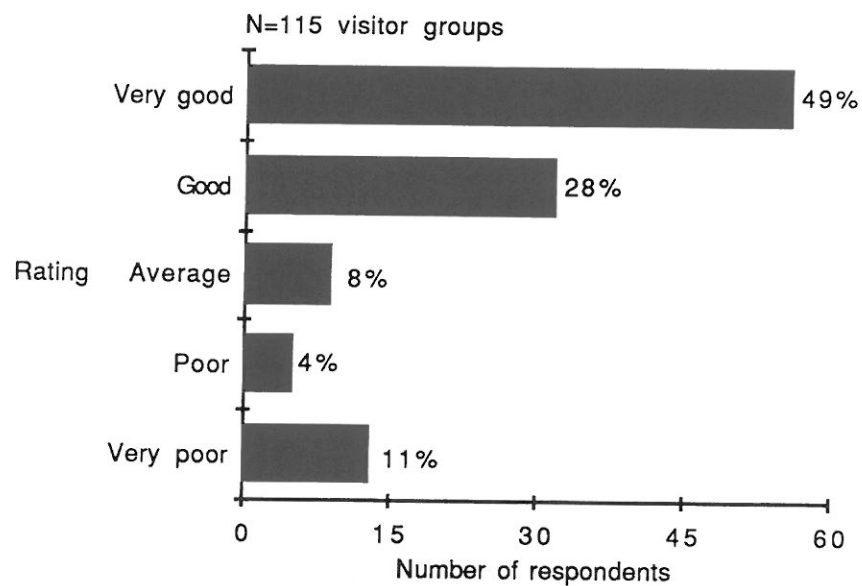


Figure 14: Visitor ratings of ranger-led talks/walks

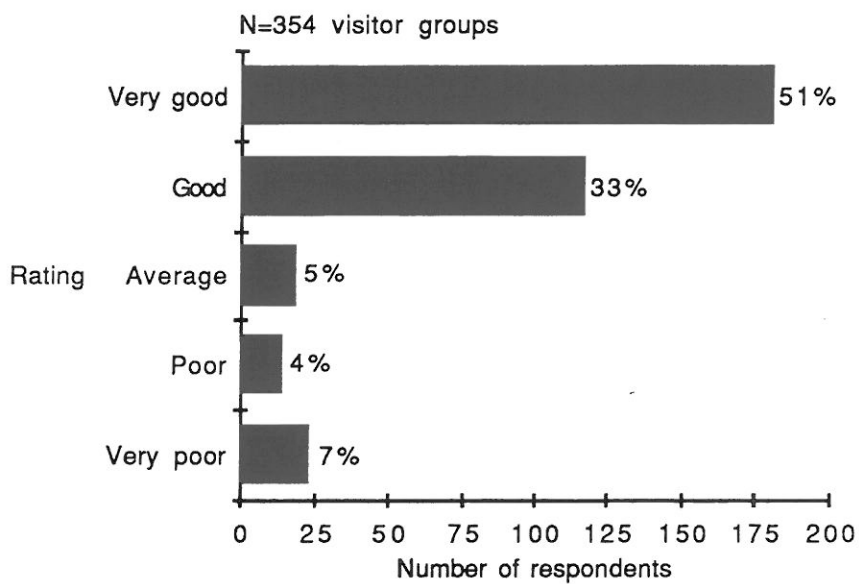


Figure 15: Visitor ratings of memorial brochures

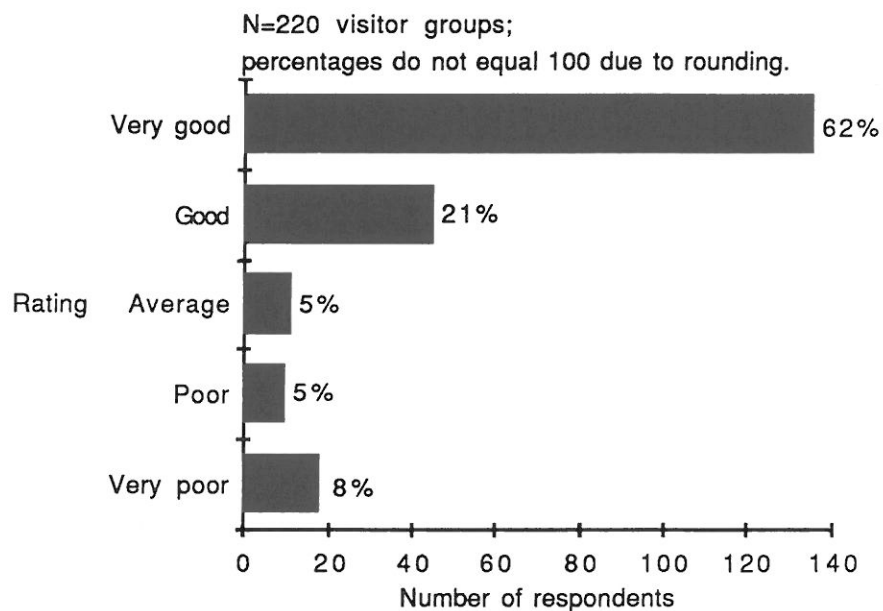


Figure 16: Visitor ratings of ranger assistance

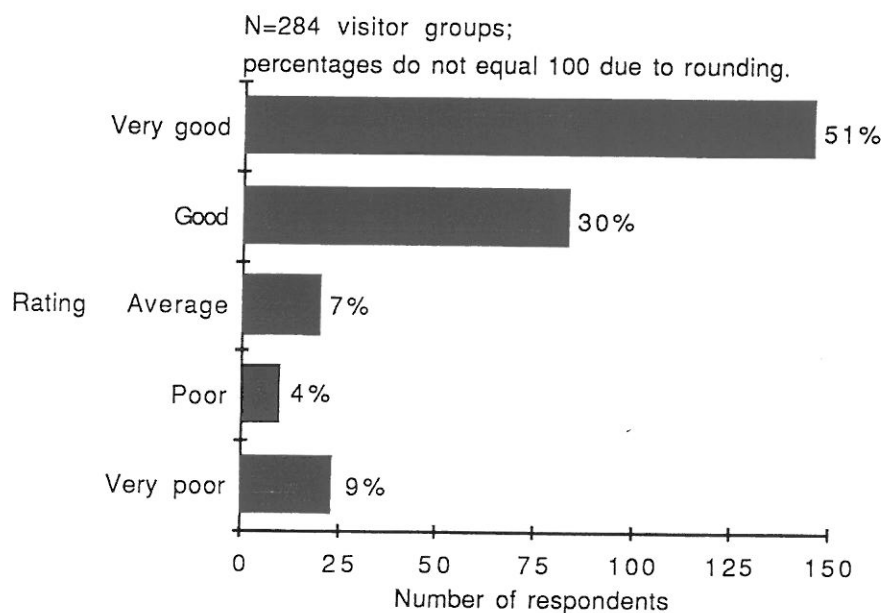


Figure 17: Visitor ratings of outdoor maps

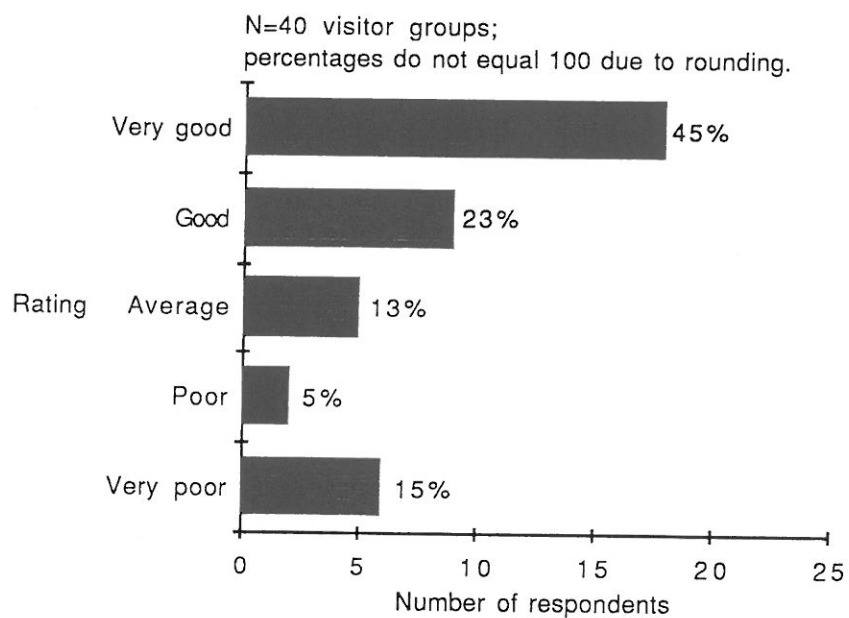


Figure 18: Visitor ratings of "other"
information/interpretive services

G. Evaluation of support services/facilities

The visitors were asked if they used any of the support services available at the National Monuments during their visit. Figure 19 shows eighty-four percent of the visitor groups used the restrooms, while 63% used the snack bars and 58% used the souvenir sales. The least-used services were the handicapped access and paddle boats (3%).

Visitors also rated on a five point scale the quality of the support services they used (1=very good, 2=good, 3=average, 4=poor, 5=very poor). Services receiving the largest proportion of "very good" to "good" quality ratings were the metro (87%) and Tourmobile (75%) as shown in Figures 20-28. Services receiving the largest proportion of "poor" to "very poor" quality ratings were the restrooms (21%), snack bars (16%) and mobile food carts (16%).

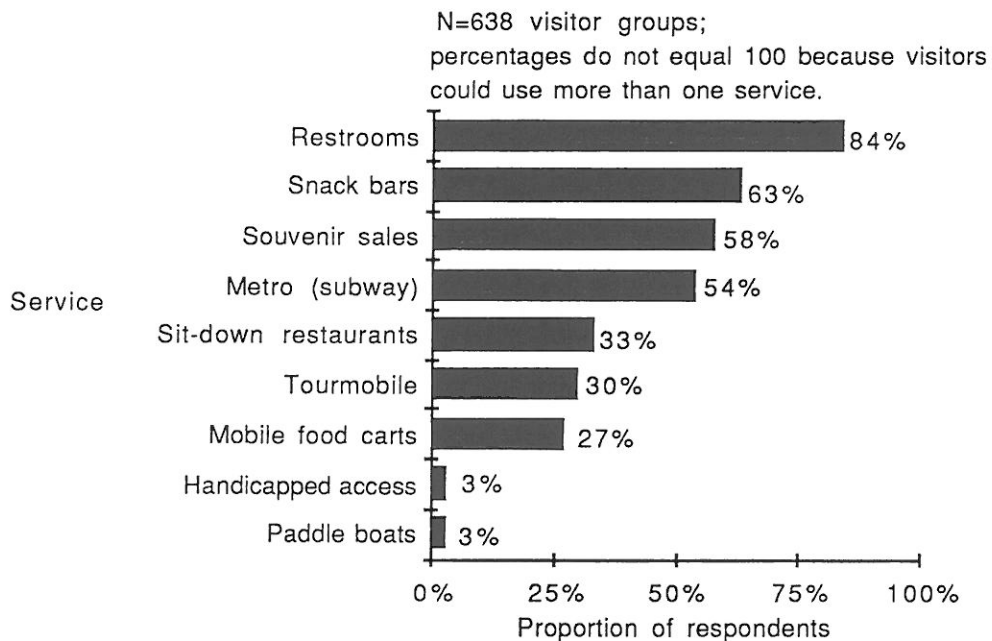


Figure 19: Proportion of visitors that used support services/facilities

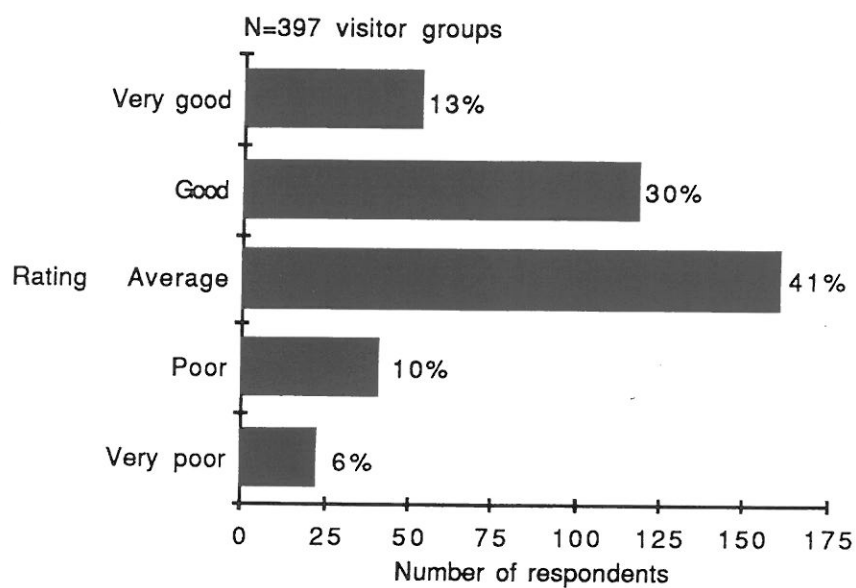


Figure 20: Visitor ratings of snack bars

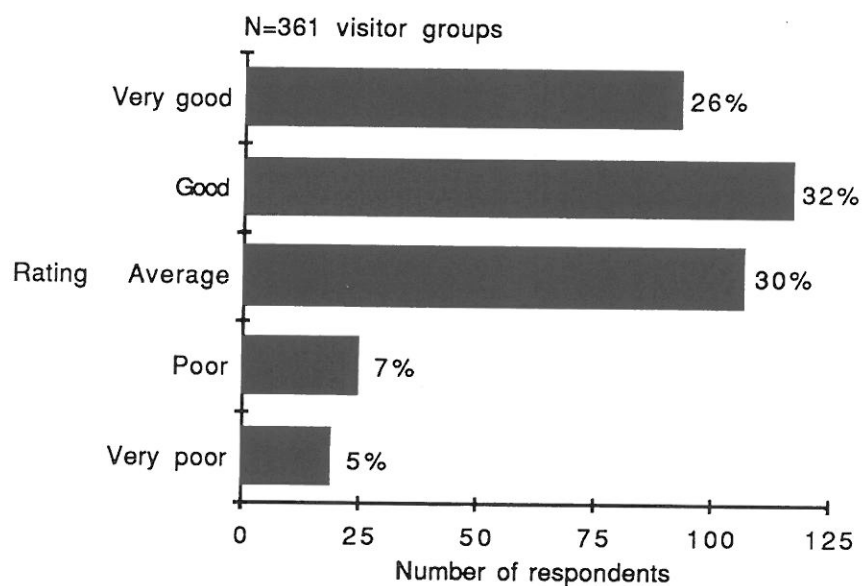


Figure 21: Visitor ratings of souvenir sales

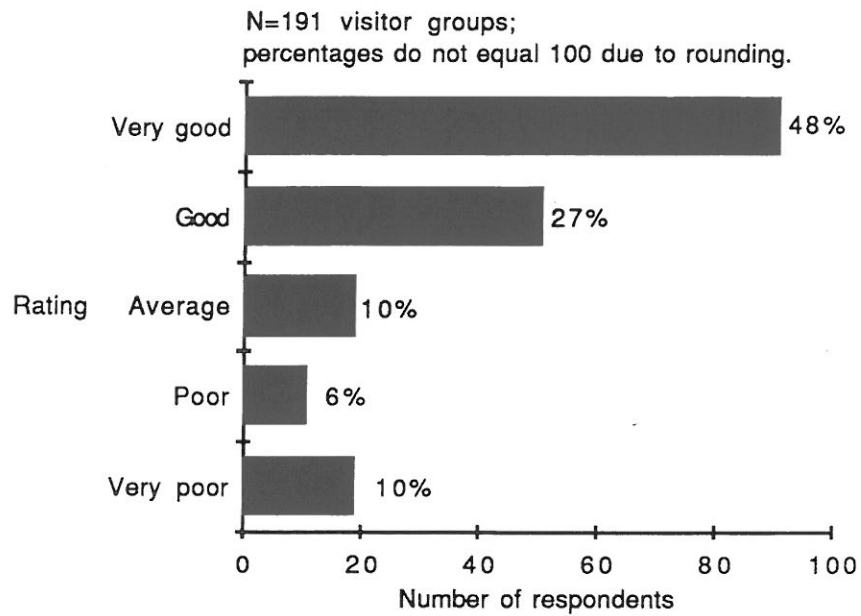


Figure 22: Visitor ratings of Tourmobile

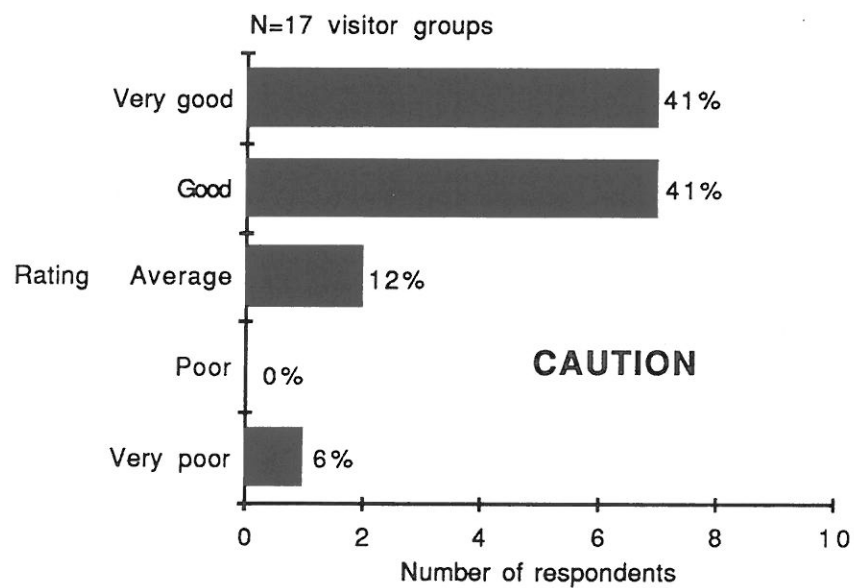


Figure 23: Visitor ratings of paddle boats

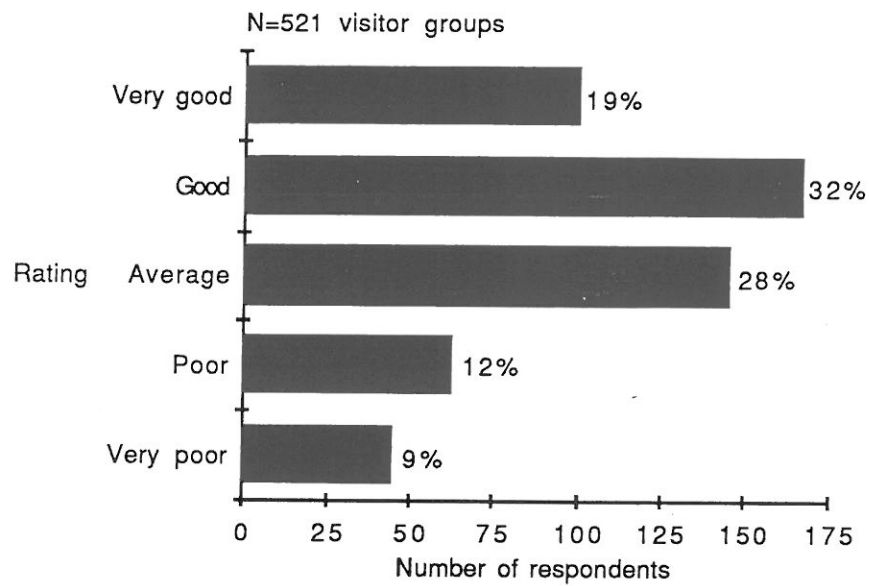


Figure 24: Visitor ratings of restrooms

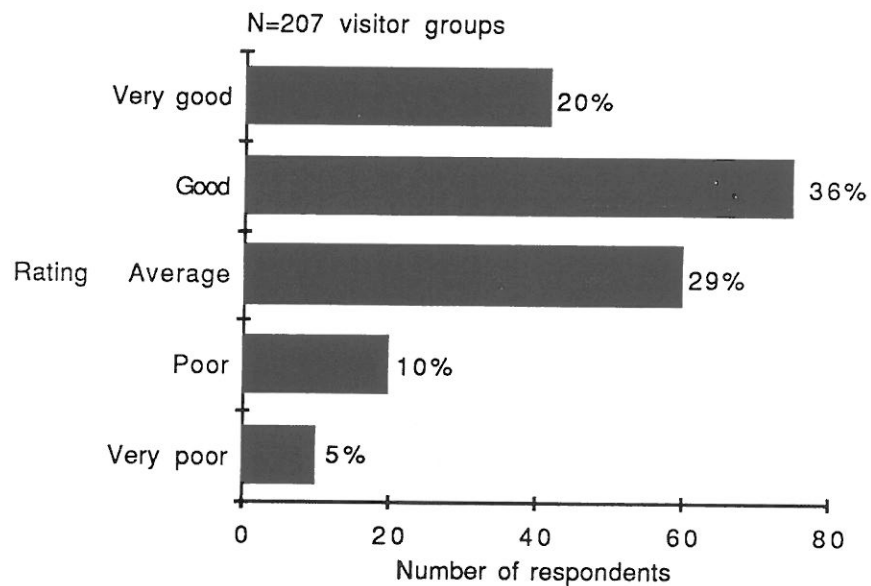


Figure 25: Visitor ratings of sit-down restaurants

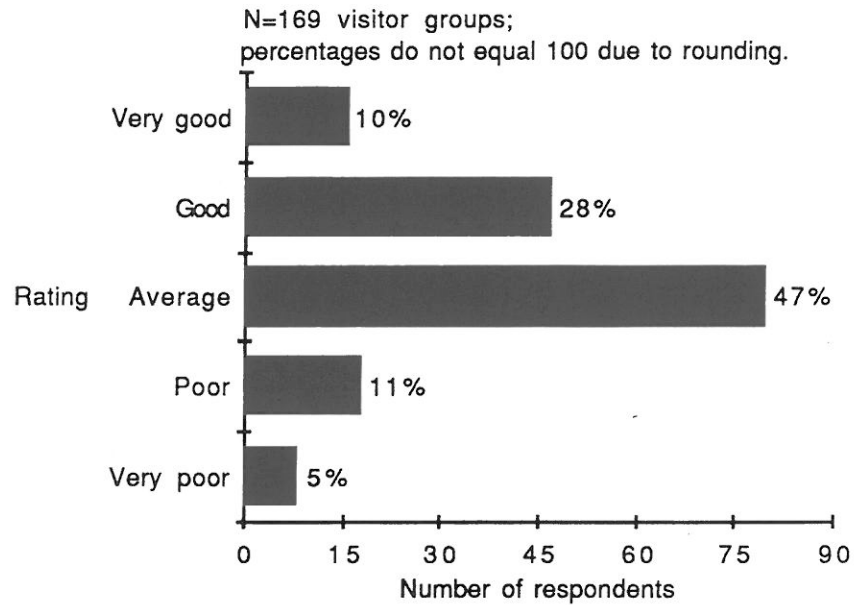


Figure 26: Visitor ratings of mobile food carts

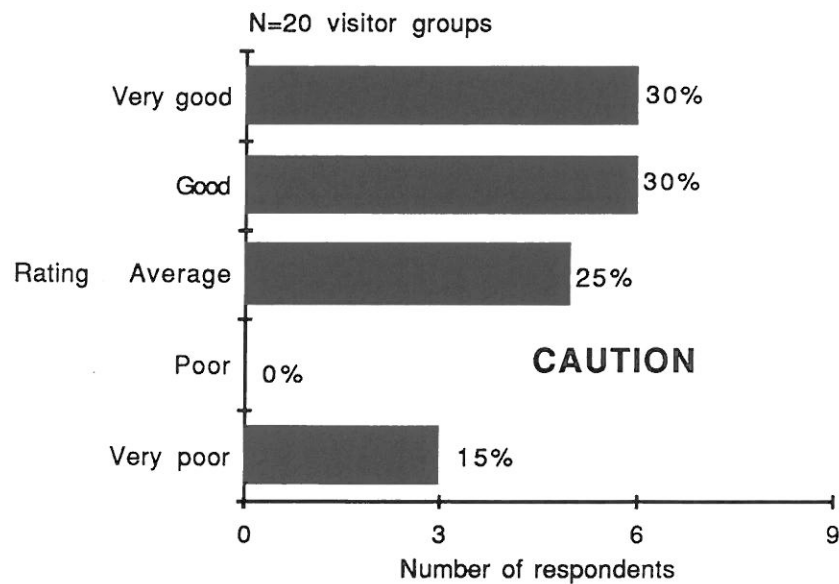


Figure 27: Visitor ratings of handicapped access

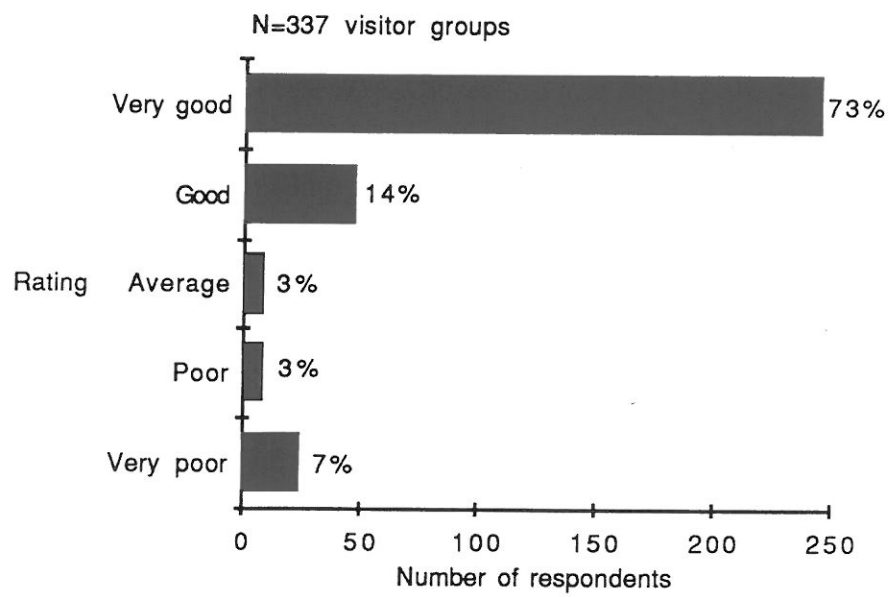


Figure 28: Visitor ratings of metro (subway)

H. Proposals for future planning

Visitors were asked, "If you were planning for the future of the National Mall, what would you propose?" A summary of their comments appear below and in the appendix.

Visitor proposals for future planning

N=755 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

INTERPRETIVE SERVICES

Nonpersonal

Reserve for future monuments	14
Make it a temporary exhibit area	13
Build a visitor center	6
Build a Korean War Veterans Memorial	2
More U. S. flags	2
Add state flags	2
Add a monument to Native Americans	2
Build exhibits of each state	2
Make brochures more available	2
Add statues of ethnic heroes	2
Other comments	20

Personal

Make it a special event/festival area	18
Make it a public concert area	13
Other comments	3

FACILITIES AND MAINTENANCE

General

Maintain as is	277
Put in more gardens	53
Build more park benches	35
Plant more trees	27
Add more drinking fountains	19
Replace dried grass	17
Add fountains	17
Pave gravel walkways	14
Clean it up	13
Add picnic area with tables	13
Provide more shaded areas	11
Build more public restrooms	10
Build an additional parking area	10

Remove tents	8
Build a people mover	6
Build an underground parking area	5
Put in another reflecting pool	5
Add more trash cans	5
Provide shelters from rain	3
Add a bike path	3
Add more pedestrian walkways	3
Repave sidewalks	2
Build a playground for children	2
Add another metro entrance	2
Make area construction more orderly	2
Remove carousel	2
Improve handicap accessibility	2
Other comments	10

POLICIES

Remove homeless	9
Allow a protest area	4
Provide for the homeless	3
Eliminate ballplayers	3
Keep protestors out of area	2
Do not allow parking in the area	2
Keep traffic out of the area	2
Enforce littering laws	2
Other comments	2

CONCESSIONS

Need a free shuttle service around monument area	19
Build restaurants	19
Remove food carts	5
Build more souvenir stands	5
Other comments	1

I. Visitor likes

Visitors specified what they liked most about their visit to the Mall. Visitors especially liked that the park is well maintained and clean, the sense of history they received from the Mall and the friendly/helpful park staff.

Visitor likes

N=1222 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

INTERPRETIVE SERVICES

Nonpersonal

Much area information available	12
Great exhibits	9
Area well marked	4
Vietnam Veteran Memorial locator system	3
Dinosaur exhibit	3
Outside exhibits by monuments	2
Other comments	2

Personal

White House tour	6
Everything is explained well	3
Ranger talks	2
Kennedy Center tour	2
Other comments	3

FACILITIES AND MAINTENANCE

General

Area well maintained	142
Monuments well maintained	87
Open grassy areas	24
Architecture/design of the monuments	14
Night lighting of the monuments	12
Craftsmanship of monuments	5
Shaded areas	3
Handicapped accessibility	2
Other comments	6

PERSONNEL**National Park Service**

Park staff friendly/helpful	46
NPS staff knowledgeable	5
Park rangers courteous	5

Concession

Informed guides	4
Guides for Tourmobile courteous/friendly	2
Other comments	3

POLICIES

Free admission	47
Crowd control	11
Feeling of security	7
Other comments	1

CONCESSIONS

Metro system easy to use	16
Tourmobile	15
Well run cafeterias	4
Availability of refreshments	3
Metro system clean/safe	2
Other comments	8

GENERAL IMPRESSIONS

The feeling of history area	85
Lincoln Memorial	49
Beauty of the monuments	46
Vietnam Veterans Memorial	36
The feeling of pride & patriotism	33
Jefferson Memorial	31
Monuments easily accessible	30
Air & Space Museum	28
Everything	26
The Smithsonian	25
U.S. Capitol	24
Just seeing the monuments	24
Monuments impressive	23
Organization of area	21
The Washington Monument	20
Lack of crowds	18
Area is educational/informative	15
The White House	14

Museum of Natural History	13
Museum of American History	13
Everything is within walking distance	13
View from top of the Washington Monument	12
The views	9
Feeling of inspiration	9
Everything is easy to find	8
Area is interesting	8
Peacefulness of area	8
Seeing House & Senate in session	6
The opportunity to see sites at one's own pace	6
Meeting people from all over the world	5
Good weather	4
Library of Congress	4
National Gallery of Art	4
The changing of the guard at Arlington Cemetery	3
Friendly atmosphere	3
Arlington Cemetery	3
Reflecting pool	2
Supreme Court	2
Elevator ride to the top of the Washington Monument	2
Other comments	16

J. Visitor dislikes

Visitors specified what they disliked most about their visit to the Mall. They especially disliked a lack of parking places, waiting in long lines, traffic and crowds.

Visitor dislikes

N=1503 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

INTERPRETIVE SERVICES**Personal**

White House tour	10
Lack of interpreters at monuments	7
U.S. Capitol tour too rushed	3
U.S. Capitol tour groups too large	2
Allow more time to view documents at National Archives	2
Other comments	4

Nonpersonal

White House ticket system	17
Lack of information on each site	10
Directional signs to monuments confusing	11
Lack of restaurant guides	2
No brochures on U.S. Capitol	2
Dinosaur exhibit too expensive	2
Other comments	5

FACILITIES AND MAINTENANCE**Roads and Trails**

Lack of parking places	89
Traffic congestion	24
Traffic directional signs confusing	14
Roads in D.C. in poor shape	5
Street access to Jefferson Memorial hard to find	4
Gravel walkways	3
Pathway from Jefferson to Lincoln Memorial not well lit	2
Tree branches too low in mall area	2
Road blocked around White House	2
Other comments	4

Buildings and utilities

Restrooms dirty	22
More restrooms needed	13
Lack of shade at Washington Monument	10
Elevator at Washington Monument broke down	8
Monuments need repair	8
Not enough water fountains in mall area	8
Not enough seating around Washington Monument	7
Too hot inside monuments	3
Inside walls of Lincoln Memorial need cleaning	3
Monuments have too many steps	3
Restrooms at Jefferson Memorial smelled	2
Water fountains not working	2
Other comments	7

Policy

Waiting in long lines	46
Long line at Washington Monument	37
Crowds	27
Smithsonian closes too early	26
Little information about parking	6
White House closed	6
Time limit on parking too short	6
Groups petitioning in the area	5
Receiving parking ticket	5
Washington Monument closed due to thunderstorm	4
Crime	3
Smithsonian needs to open earlier	3
Not allowed to walk down Washington Monument stairs	3
Long lines at National Archives	2
Bicyclists endangering pedestrians	2
Joggers endangering pedestrians	2
Other comments	8

RESOURCE MANAGEMENT

Too much litter	14
Pollution/litter in reflecting pool	7
Pollution/litter in Tidal Basin	6
Poor landscaping	6
Potomac River polluted	2
Bugs at night irritating	2
Other comments	3

PERSONNEL**National Park Service**

NPS staff impolite	6
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Concession

Impolite guards at government buildings	7
Tour guide at U.S. Capitol hard to hear	4
Employees at food services too slow	3
Food service people rude	2
Other comments	2

CONCESSIONS**General**

Food sold by concessioners too expensive	20
Tourmobile too infrequent	12
Not enough restaurants in the area	9
Food quality offered by food services poor	9
Metro too far from monuments	7
Souvenir vendors too expensive	7
Cost of parking	6
Tourmobile too expensive	6
Souvenir vendors looked tacky	6
Museum food too expensive	6
Food at Air & Space Museum too expensive	6
Local hotels too expensive	4
Food at Air & Space Museum poor quality	3
Food offered in area lacks choice	3
Lines at food services too long	3
Restaurants in area too expensive	2
Gift areas in monuments too small	2
Lack of shade at tour bus stops	2
Tourmobile too crowded	2
Paddle boat rental	2
T-shirt vendors by Vietnam Veterans Memorial	2
Too many souvenir vendors in mall area	2
Other comments	24

GENERAL IMPRESSIONS

No complaints	64
Memorials too far apart for walking	34
Not enough time	26
Seeing homeless people	23
Weather too hot/humid	18
Area too noisy	2
Seeing area used for sports events	2
Rain storm	2
National Aquarium	2
Jefferson Memorial	2
Lack of transportation to National Cathedral	2
Other comments	9

K. Comment summary - Introduction

The appendix of this report contains unedited visitors' comments. A summary of these comments appears below, and in the appendix. Some comments reflect perceived needs for policies, programs, services and facilities toward the improvement of visitor experiences. A wide variety of topics are mentioned, including natural features, personnel, maintenance and regulations.

Visitor comment summary

N=597 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
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INTERPRETIVE SERVICES

Nonpersonal

More exhibits needed outside monuments	6
Improve area directional signs	5
Could not obtain brochures about monuments	2
Need a monument to Korean War	2
Other comments	15

Personal

More interpreters needed in area	4
Need living history demonstrations in area	2
Other comments	7

FACILITIES AND MAINTENANCE

General

Parking needs to be improved	15
More directional signs to parking needed	4
Need more left turn intersections	2
Other comments	8

Buildings and utilities

More park benches needed in area	7
Monuments need better maintenance	3
Not enough drinking fountains in the area	3
Restrooms need to be cleaner	2
Other comments	7

PERSONNEL**National Park Service**

Rangers helpful/friendly	12
NPS personnel helpful/friendly	7
Rangers informative	3
Other comments	7

Concession

People working at Smithsonian do a good job	4
Impressed with guides in Washington D.C.	2
Tour guides at U.S. Capitol helpful/friendly	2
Tourmobile tour guides helpful/friendly	2
Other comments	2

POLICIES

Homeless should be kept out of area	6
Smithsonian needs to be opened in the evening	5
White House ticket system unfair	5
Liked free admission	4
Too much panhandling allowed in area	4
Washington Monument needs a reservation system	3
Better access to Jefferson Memorial needed	3
Speed up the line at the Washington Monument	2
Teachers/parents need to control children better	2
Other comments	10

RESOURCE MANAGEMENT

Area well maintained	28
Do not change a thing	4
Clean up the reflecting pool	3
Mall needs better landscaping	2
Clean Up Tidal Basin	2
Too much litter in area	2
Do not develop mall area	2
Too much development taking place on the mall	2
Other comments	1

CONCESSIONS**General**

Tourmobile needs to improve services	8
Mall needs a free trolley system	4
Tourmobile convenient	4
Tourmobile costs too much	3

More restaurants needed in area	3
Like metro	3
Area needs one centralized gift shop	2
Lines at snack bars too long	2
Other comments	10

NATIONAL PARK SERVICE

NPS does a good job	10
Other comments	3

GENERAL IMPRESSIONS

Enjoyed visit	124
Will return in the future	37
No	25
Keep up the good work	25
Impressed with monuments	20
Visit was educational	15
Needed more time	16
Visit the Mall often	14
Washingtonians are friendly/courteous	9
Monuments make me feel proud to be an American	8
Mall area well organized	6
Liked Arlington Cemetery best	5
Enjoyed Vietnam Veterans Memorial the most	3
Feared for safety while in area	3
Will tell others about visit	2
Other comments	12

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps in order to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics at a time. For example, to learn about the information/interpretive services of a particular group, request a comparison of information/interpretive services by age group; to learn how services/facilities varied among group types, request a comparison of services/facilities by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the information/interpretive service used by visitor group types at various sites, request a comparison of (information/interpretive services by site visited) by group type; to learn about age group use of services/facilities at sites visited, request a comparison of (age group by services/facilities by site visited).

Consult the complete list of the characteristics for the National Monuments visitors. then write those desired in the appropriate blanks on the order form. Two order forms follow the example below

SAMPLE

**Analysis Order Form
Visitor Services Project
Report 30 (The National Monuments)**

Date of request: _____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

<ul style="list-style-type: none"> • Group size • Group type • Age • State residence 	<ul style="list-style-type: none"> • Length of stay • Number of visits • Sites visited • Use organized bus tour 	<ul style="list-style-type: none"> • Information/interpretive service used • Info/interpretive service quality • Support services/facilities used • Support services/facilities quality
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Two-way comparisons (please write in the appropriate variables from the above list)

GROUP TYPE by SITES VISITED

Three-way comparisons (please write in the appropriate variables from the above list)

GROUP AGE by SITES VISITED by SUPPORT SERVICES USED

Special instructions

(TELL US THE FORMAT YOU NEED, THE PURPOSE OF THE INFORMATION AND SEARCH)

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

**Analysis Order Form
Visitor Services Project
Report 30 (The National Monuments)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- | | | |
|-------------------|--------------------------|---|
| • Group size | • Length of stay | • Information/interpretive service used |
| • Group type | • Number of visits | • Info/interpretive service quality |
| • Age | • Sites visited | • Support services/facilities used |
| • State residence | • Use organized bus tour | • Support services/facilities quality |

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

Questionnaire

STAMP

OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843**

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

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|--|--|
| 1. Mapping interpretive services: A pilot study at Grand Teton National Park, 1983. | 20. Craters of the Moon National Monument, 1989. |
| 2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984. | 21. Everglades National Park, 1989. |
| 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984. | 22. Statue of Liberty National Monument, 1990. |
| 4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1984. | 23. The White House Tours, President's Park, 1990. |
| 5. North Cascades National Park Service Complex, 1985. | 24. Lincoln Home National Historic Site, 1990. |
| 6. Crater Lake National Park, 1986. | 25. Yellowstone National Park, 1990. |
| 7. Gettysburg National Military Park, 1987. | 26. Delaware Water Gap National Recreation Area, 1990. |
| 8. Independence National Historical Park, 1987. | 27. Muir Woods National Monument, 1990. |
| 9. Valley Forge National Historical Park, 1987. | 28. Canyonlands National Park, 1991. |
| 10. Colonial National Historical Park, 1988. | 29. White Sands National Monument, 1991. |
| 11. Grand Teton National Park, 1988. | 30. National Monuments, 1991. |
| 12. Harpers Ferry National Historical Park, 1988. | |
| 13. Mesa Verde National Park, 1988. | |
| 14. Shenandoah National Park, 1988. | |
| 15. Yellowstone National Park, 1988. | |
| 16. Independence National Historical Park: Four Seasons Study, 1988. | |
| 17. Glen Canyon National Recreation Area, 1989. | |
| 18. Denali National Park and Preserve, 1989. | |
| 19. Bryce Canyon National Park, 1989. | |

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.