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# Visitor Services Project Edison National Historic Site



*Thomas A. Edison.*

Visitor Services Project Report 69  
Cooperative Park Studies Unit



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# **Visitor Services Project Edison National Historic Site**

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## **Report 69**

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Mark Patterson is a research associate with the VSP based at the Cooperative Park Studies Unit, University of Idaho. Dwight Madison was the VSP Eastern Coordinator and conducted the planning and field work for this study. We thank the staff of Edison National Historic Site 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.

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# Visitor Services Project Edison National Historic Site

## Report Summary

- This report describes the results of a visitor study at Edison National Historic Site during August 7-13, 1994. A total of 302 questionnaires were distributed and 236 returned, a 78% response rate.
- This report profiles Edison NHS visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix contain a summary of visitor comments.
- Sixty-eight percent of Edison NHS visitors were in family groups. Almost a third of Edison NHS visitors (31%) were 15 years old or younger. Most visitors (81%) were visiting Edison NHS for the first time.
- Visitors from foreign countries comprised 7% of the visitation. Approximately half of the United States visitors to Edison NHS (52%) reside in New Jersey. Smaller percentages of visitors came from 25 other states and Puerto Rico.
- Thirty-seven percent of Edison NHS visitors used the Garden State Parkway to get to the site and 9% used the New Jersey Turnpike. Forty-nine percent of visitors traveled west on Route 280 as they approached the site.
- Most Edison NHS visitors (92%) spent less than one day in the West Orange area. The majority of visitors time was spent at Edison NHS, with 48% of visitors spending 2 hours and 30% of visitors spending 3 hours at the site.
- During their visit to the West Orange area, most visitors (91%) spent \$50 or less. The largest proportion of visitor's money (54%) was spent on food.
- Prior to visiting Edison NHS, the most often used sources of information about the site were travel guides and tour books (36%), friends and/or relatives (26%), and previous visits (24%). Fifty-two percent of the visitors stated an interest in Thomas Edison was the primary reason for their visit. Visitors listed Edison's life and inventions, science and technology, and communication and sound as the most interesting tour and exhibit subjects.
- The most used interpretive services by Edison NHS visitors were visitor center exhibits (96%), the lab tour (89%), the video theater (77%), and the visitor information desk (75%). The Glenmont house tour was used by less than half of the Edison NHS visitors (43%), and the Glenmont grounds tour was the least used interpretive service (16%). The visitor information desk, the visitor center exhibits, and the lab tour received the highest quality ratings.
- More than half of the Edison NHS visitors stated they would prefer full guided tours of both the lab complex (57%) and Glenmont (56%). Self guided tours and introductory talks were the least preferred alternatives. On a future visit to Edison NHS, visitors would most prefer demonstrations and hands-on activities (69%), interactive exhibits (36%), and audio visual programs (29%).
- Visitors made 337 comments about what they would plan for the future of Edison NHS. The majority of these comments were about interpretive services. Two hundred seventy-five additional comments were also provided by visitors.

<p>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 83843-1133 or call (208) 885-7129.</p>
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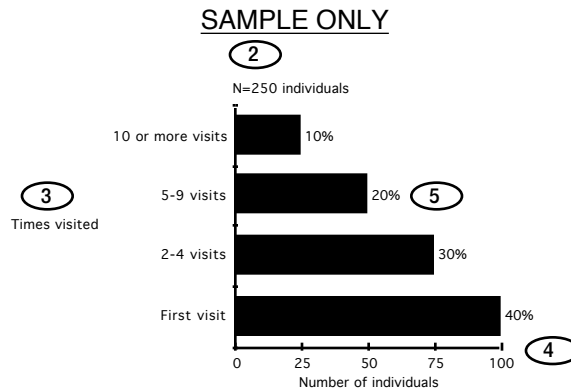
## INTRODUCTION

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This report describes the results of a study of visitors to Edison National Historic Site (referred to as "Edison NHS"). This visitor study was conducted August 7-13, 1994 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

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 describes the graph's information.
  - 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
  - 3: Vertical information describes categories.
  - 4: Horizontal information shows the number or proportions in each category.
  - 5: In most graphs, percentages provide additional information.
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## METHODS

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### General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Edison NHS during August 7-13, 1994. Visitors completed the questionnaire after their visit and returned it by mail.

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### Questionnaire design and administration

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

Visitors were sampled as they entered the Edison NHS visitor center. Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the contact interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to a random sample of visitors who had not returned their questionnaires.

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### Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions, univariate statistics, and cross-tabulations were calculated using a standard statistical software package. Respondents' answers to open-ended questions were summarized.

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This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 236 groups, Figure 3 presents data for 766 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,  
missing data  
and reporting  
errors**

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 236 questionnaires were returned by Edison NHS visitors, Figure 5 shows data for only 229 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.

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

## **Limitations**

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the Edison NHS Visitor Center during the study period of August 7-13, 1994. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

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## RESULTS

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### Visitors contacted

Three hundred and two visitor groups were contacted; 100% accepted questionnaires. Two hundred and thirty-six visitor groups completed and returned their questionnaires, a 78% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Based on the variables of age and group size, non-response bias was insignificant.

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**Table 1: Comparison of total sample and actual respondents**

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Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	302	44.8	236	45.6
Group size	302	3.6	236	3.7

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### Demographics

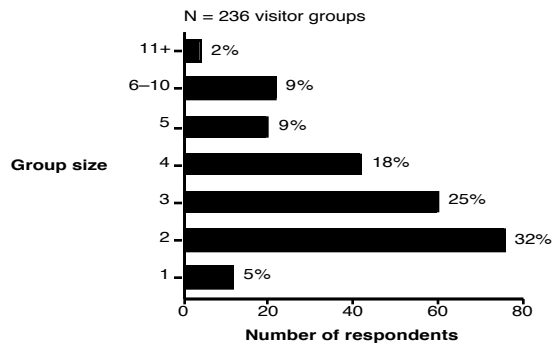
Figure 1 shows group sizes, which ranged from one person to 40 people. Thirty-two percent of Edison NHS visitors came in groups of two people; 43% came in groups of three or four. Sixty-eight percent of visitors came in groups identified as family while 14% came with friends, as shown in Figure 2.

Almost a third of Edison NHS visitors were 15 years old or younger (31%), as illustrated in Figure 3. Most visitors (81%) were visiting Edison NHS for the first time (see Figure 4).

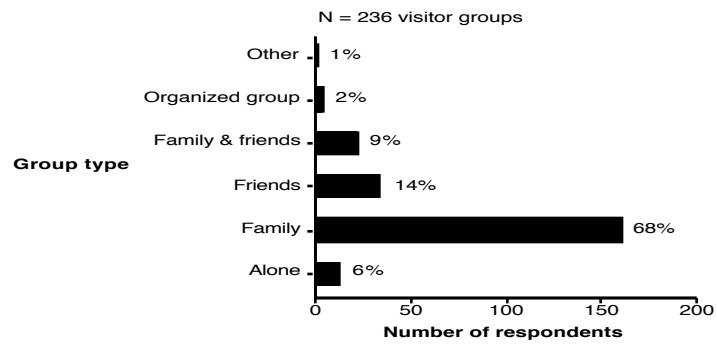
Visitors from foreign countries comprised 7% of all Edison NHS visitors. Map 1 and Table 2 show that international visitors came from 15 countries, including France (15%), Germany (15%), and Japan (13%). Approximately half of the United States visitors came from New Jersey (52%). Smaller proportions came from New York (10%), 24 other states and Puerto Rico (see Map 2 and Table 3).

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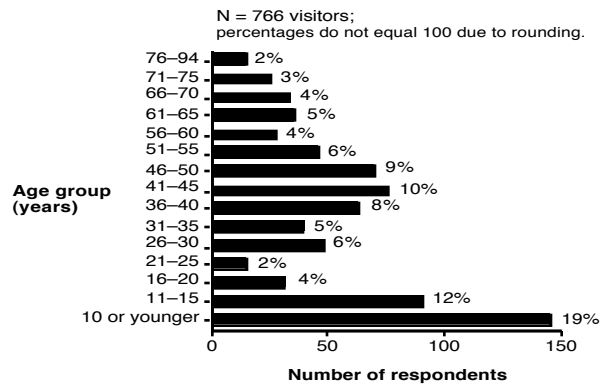




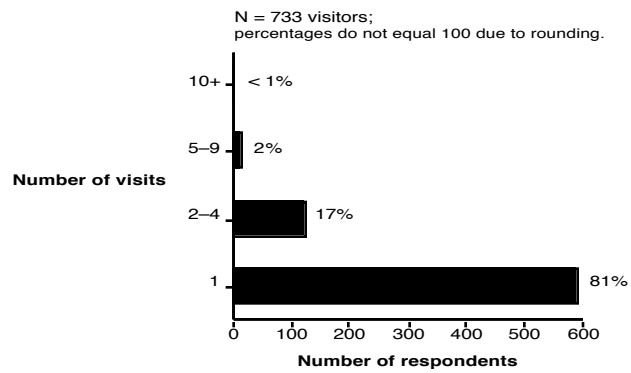
**Figure 1: Size of visitor group**



**Figure 2: Type of visitor group**



**Figure 3: Age of visitor**



**Figure 4: Number of visits to Edison NHS**

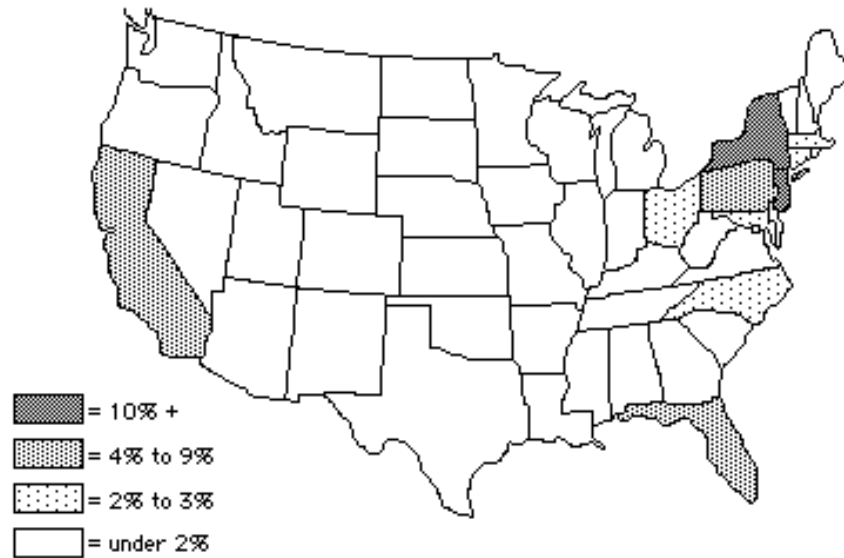


**Map 1: Proportion of international visitors by country**

**Table 2: International visitors by country of residence**

N=53 individuals;  
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
France	8	15
Germany	8	15
Japan	7	13
United Kingdom	5	9
Korea	4	8
Taiwan	4	8
Holland	4	8
Ireland	3	6
Australia	2	4
Mexico	2	4
Sri Lanka	2	4
Cameroon	1	2
Cuba	1	2
New Zealand	1	2
Poland	1	2



**Map 2: Proportion of visitors by state**

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

N=677 individuals;  
percentages do not equal 100 due to rounding.

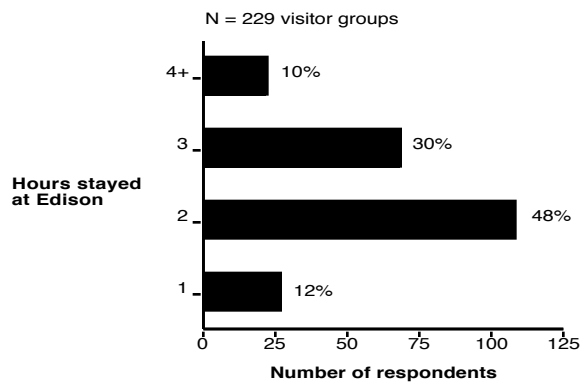
State	Number of individuals	% of visitors
New Jersey	353	52
New York	64	10
Pennsylvania	30	4
California	30	4
Florida	28	4
Massachusetts	23	3
North Carolina	15	2
Maryland	14	2
Connecticut	12	2
Illinois	12	2
Ohio	11	2
Washington	9	1
Michigan	8	1
New Mexico	8	1
Oregon	7	1
Rhode Island	7	1
Virginia	7	1
Georgia	6	1
Indiana	5	1
Iowa	4	1
Unspecified state	5	1
Other states (7) and Puerto Rico	19	3

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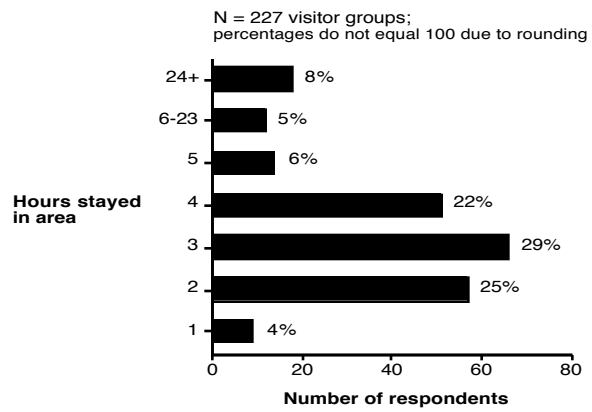
Forty-eight percent of Edison NHS visitors spent two hours at the site (see Figure 5). Only 10% of Edison NHS visitors spent four hours or more at the site.

### Length of stay

Visitors were asked how long they stayed in the West Orange, New Jersey area. Most visitors (92%) stayed less than one day. Visitors averaged 3.2 hours in the area (see Figure 6).



**Figure 5: Length of stay at Edison NHS**



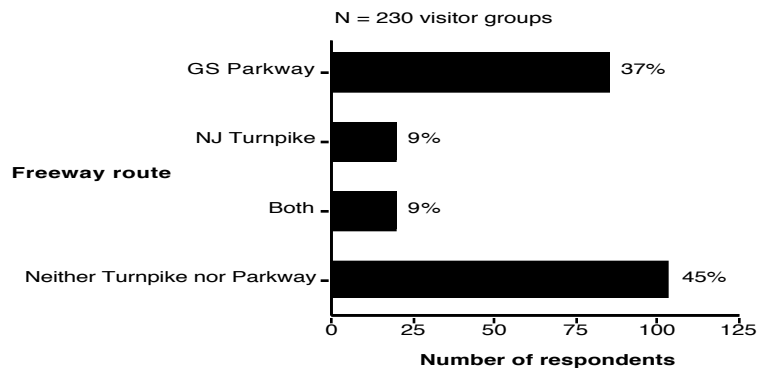
**Figure 6: Length of stay in West Orange area**

Visitors were asked how they traveled to Edison NHS. Thirty-seven percent of visitor groups stated they traveled on the Garden State Parkway; 9% used the New Jersey Turnpike. As shown in Figure 7, 45% of visitor groups did not travel on the Garden State Parkway or the New Jersey Turnpike.

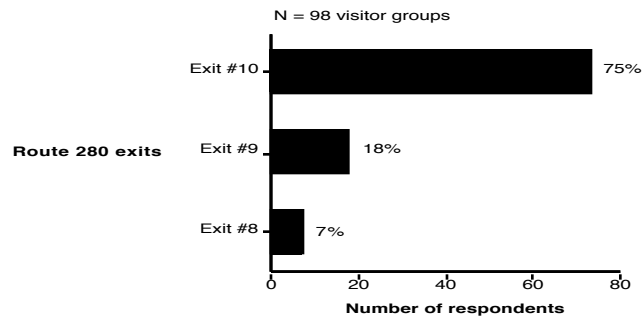
## Routes traveled

Fifty-nine percent of visitor groups stated they used Route 280 to get to the Edison NHS site. Figure 8 illustrates that 75% of the visitor groups using Route 280 exited at Exit 10. Eighteen percent used Exit 9 and 7% used Exit 8.

Map 3 shows the routes used by visitors as they approached Edison NHS. Route 280 west (49%), Northfield Ave. (13%), Route 280 east (10%), and Mount Pleasant Ave. (8%) were the most frequently used routes. Eighty-five percent of visitor groups approached the Edison NHS site from the south on Main Street, while 15% approached from the north.



**Figure 7: Use of Interstate or Parkway**



**Figure 8: Use of Route 280 exits**

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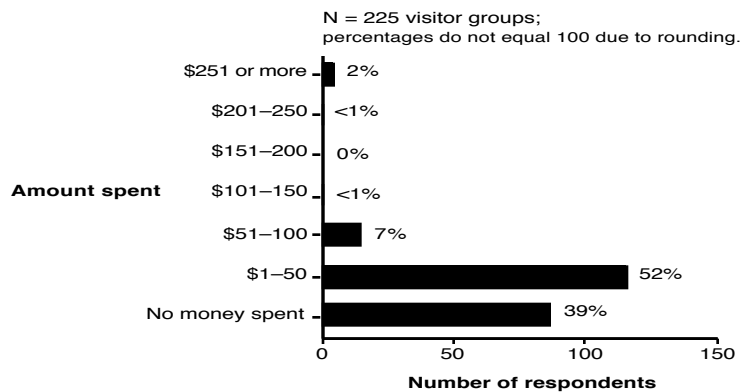
**Visitor  
expenditures**

Visitors were asked to estimate their expenditures during this visit to the West Orange area. They were asked to estimate the amount they spent for lodging (motel, camping, etc.), travel (gas, bus fare, etc.), food (restaurants, groceries, etc.), and "other" items (recreation, film, gifts, etc.).

Most visitors (91%) spent \$50 or less during their trip to the West Orange area, as shown in Figure 9. The largest proportion of visitor's money was spent on food (54%), as illustrated in Figure 10.

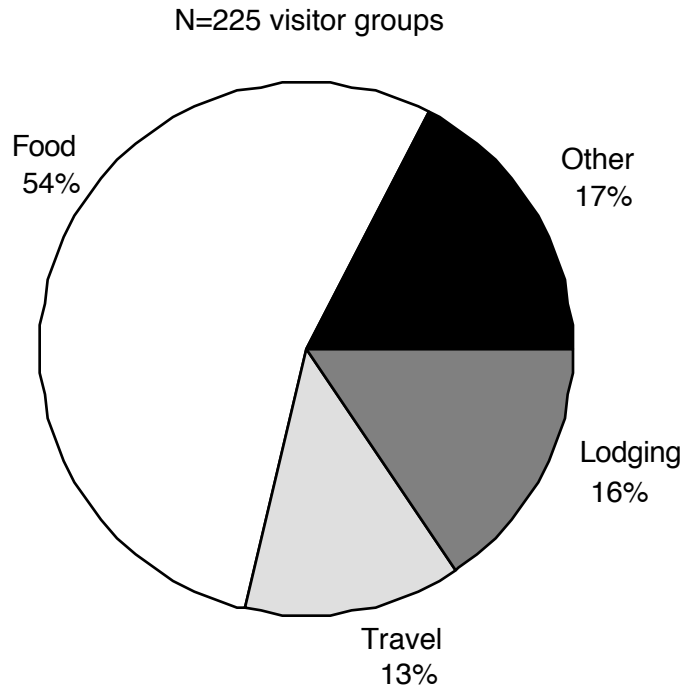
Most visitors spent little or no money for lodging, travel, and "other" items (see Figures 11-13)). Forty-two percent of the visitor groups spent \$50 or less for food (see Figure 14).

During their visit to the West Orange area, the average visitor group's expenditure was \$26. The average per capita expenditure was \$9.

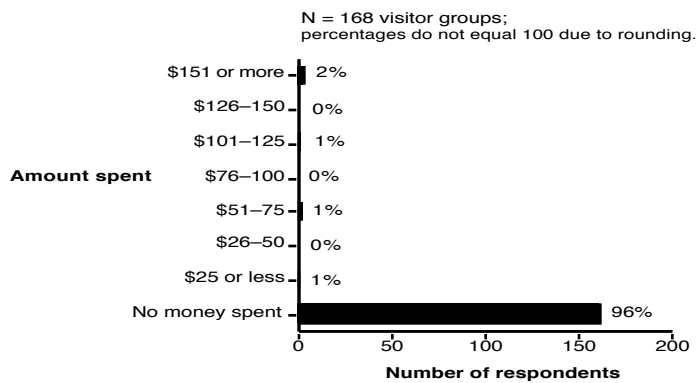


**Figure 9: Total visitor expenditures in the West Orange area**

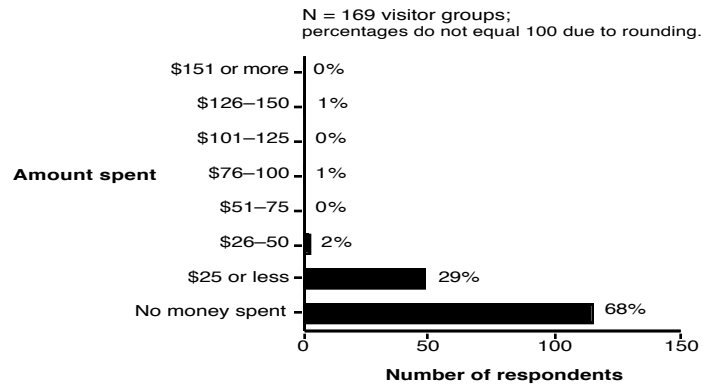
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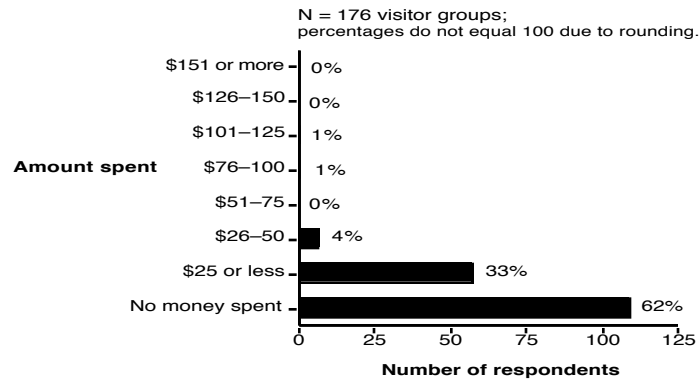
**Figure 10: Proportion of visitor expenditures by category**



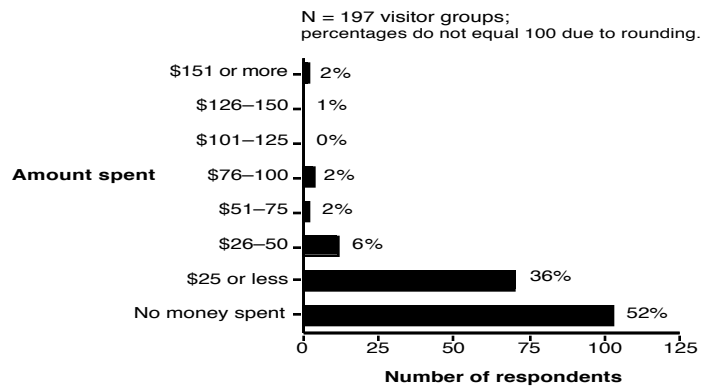
**Figure 11: Total visitor expenditures for lodging**



**Figure 12: Total visitor expenditures for travel**



**Figure 13: Total visitor expenditures for "other" items**

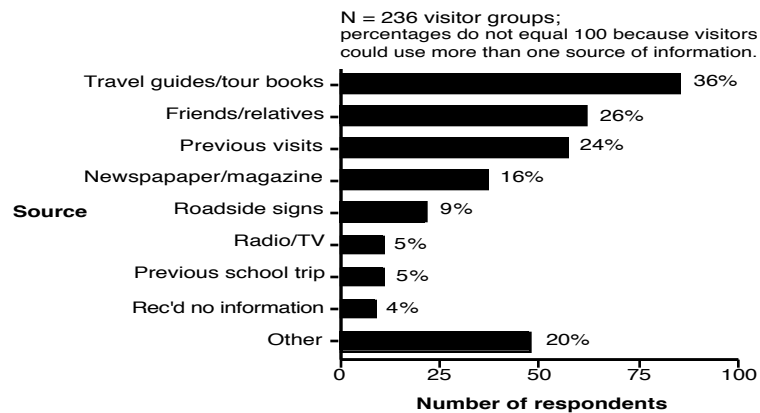


**Figure 14: Total visitor expenditures for food**

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**Sources of  
park  
information**

Prior to visiting Edison NHS, the most often used sources of information about the park were travel guides and tour books (36%), friends and/or relatives (26%), and previous visits (24%), as shown in Figure 15. Radio/TV (5%) and a previous school trip (5%) were the least used sources of information. Four percent of visitors received no information prior to their visit. "Other" sources included: the telephone book, a visit to another Edison historic site, history and reference books, living in the area, a teacher's recommendation, and a map or atlas.

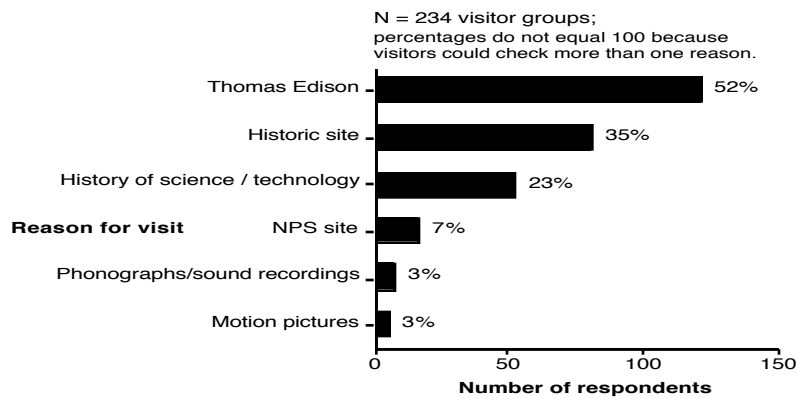


**Figure 15: Sources of park information**

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Visitors were asked their primary reason for visiting Edison NHS. Figure 16 shows that an interest in Thomas Edison was the primary reason for 52% of visitors. Thirty-five percent of visitors stated that an interest in historic sites was their primary reason for visiting. Three percent of the visitors stated that an interest in phonographs/sound recordings or an interest in motion pictures was their primary reason for visiting the Edison NHS site.

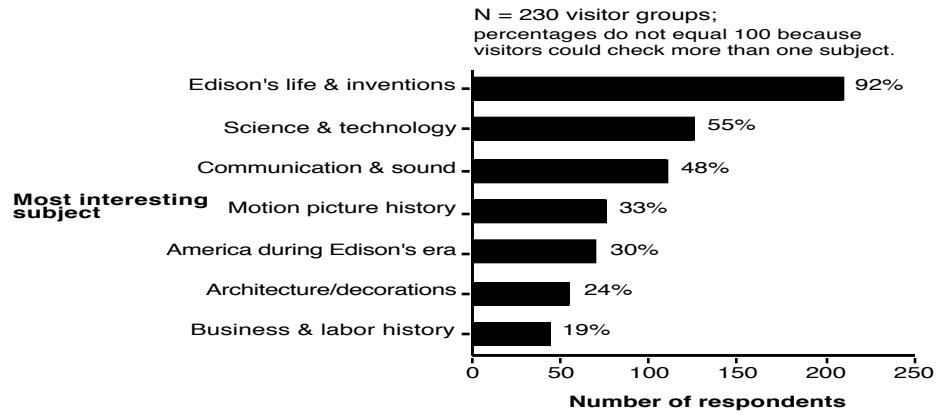
## Reasons for visit



**Figure 16: Reasons for visit**

**Most  
interesting  
subjects**

Visitors listed Edison's life and inventions (92%), science and technology (55%), and history of communication and sound recording (48%) as the subjects they found the most interesting on tours and exhibits at Edison NHS (see Figure 17). Business and labor history was the lowest rated subject; 19% of visitors considered this subject interesting.

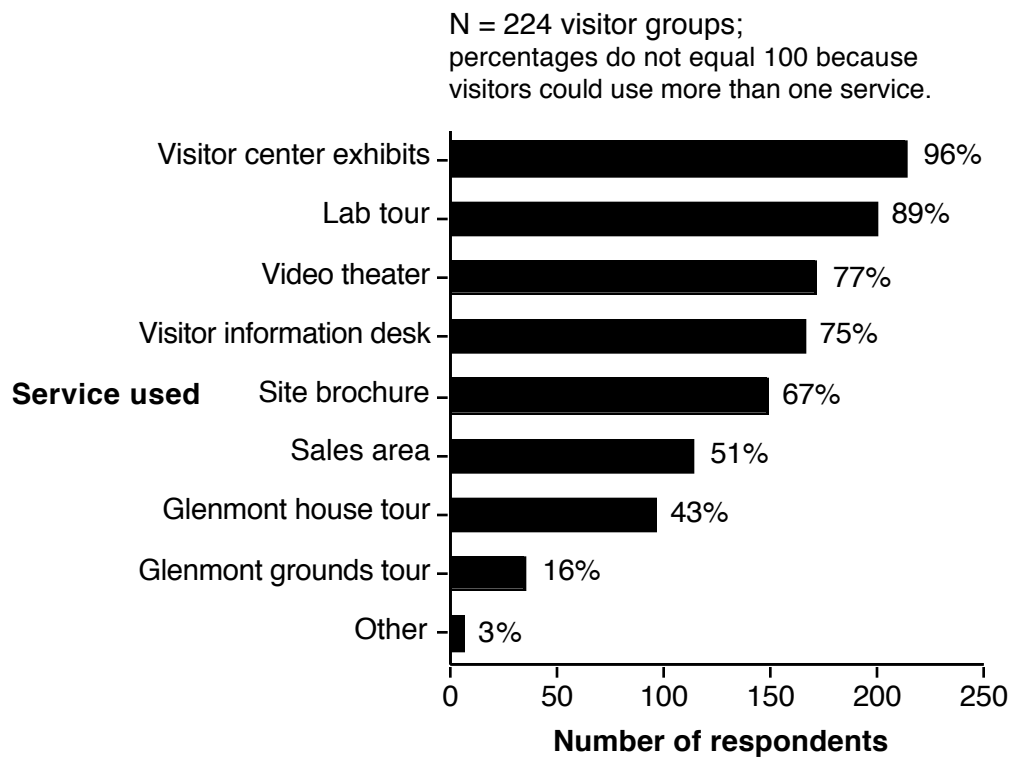


**Figure 17: Subjects visitors found most interesting**



The most commonly used interpretive/information services were the visitor center exhibits (96%) and the lab tour (89%), as shown in Figure 18. At least three-quarters of the visitor groups also used the video theater (77%) and the visitor information desk (75%). The least used service was the Glenmont grounds tour (16%). "Other" services included directional signs and foreign language translation (German).

**Interpretive/  
information  
services:  
use and  
quality**

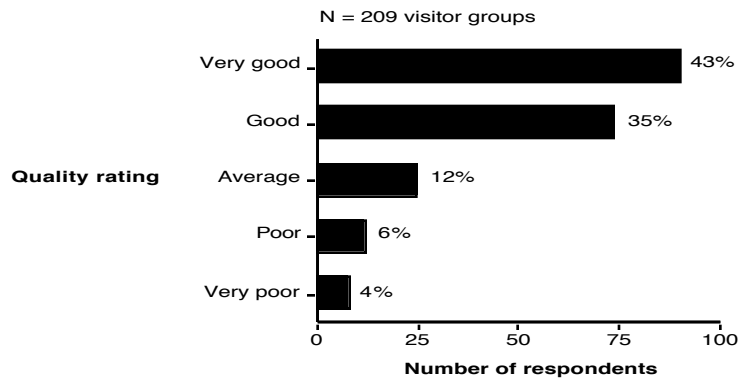


**Figure 18: Use of interpretive/information services**

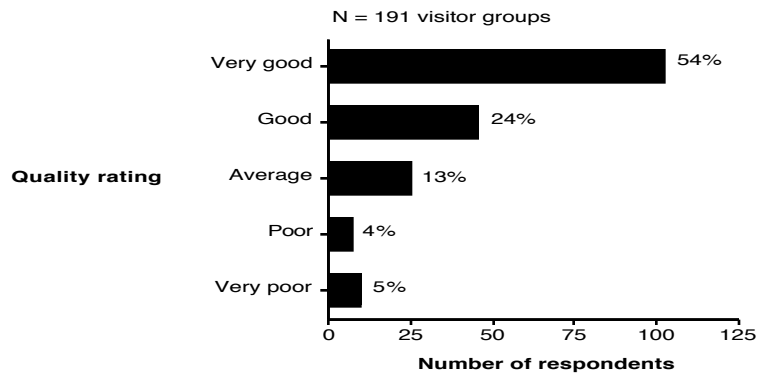
Visitors rated the quality of interpretive/information services they used during this trip to Edison NHS. They used a five point scale (see the box below).

QUALITY	
1=	very good
2=	good
3=	average
4=	poor
5=	very poor

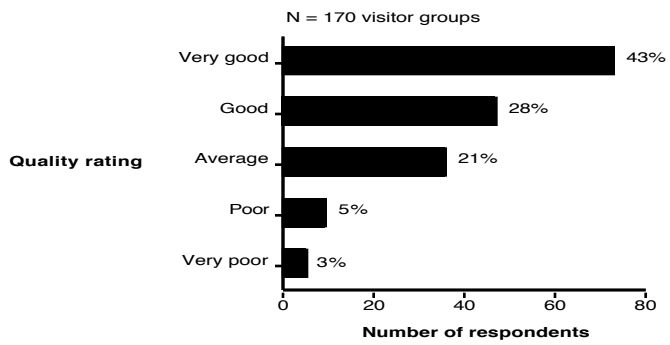
Figures 19-26 show that several services were given high "good" to "very good" ratings: visitor information desk (82%), visitor center exhibits (78%), lab tour (78%), site brochure (77%), and the Glenmont house tour (77%). The service receiving the highest "very poor" ratings was the visitor information desk (7%).



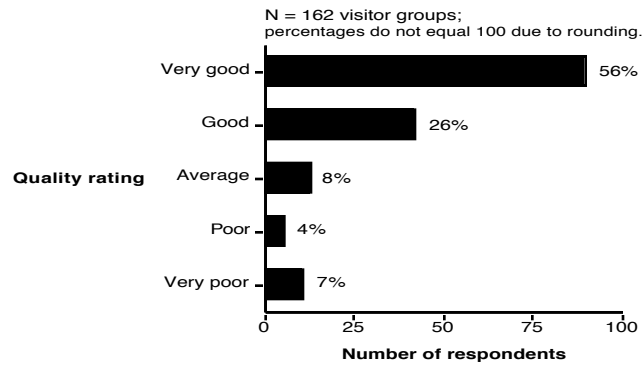
**Figure 19: Quality of visitor center exhibits**



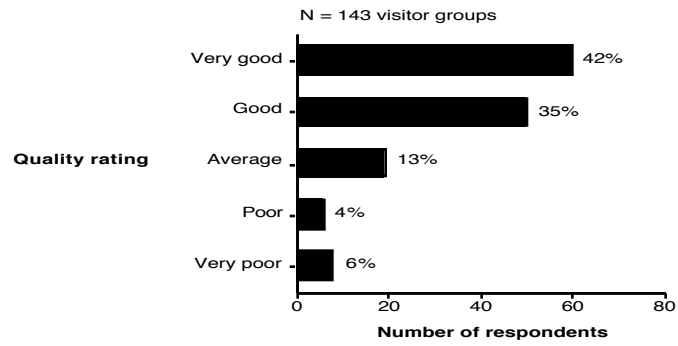
**Figure 20: Quality of lab tour**



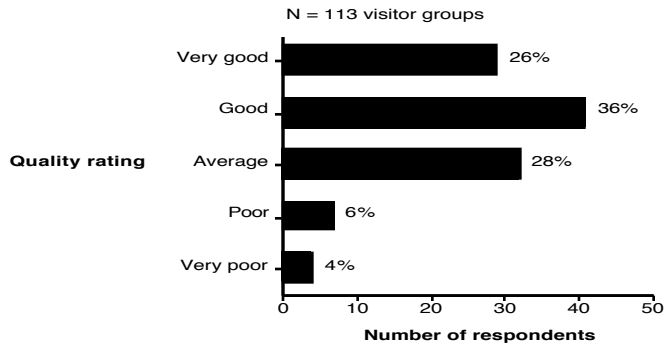
**Figure 21: Quality of video theater**



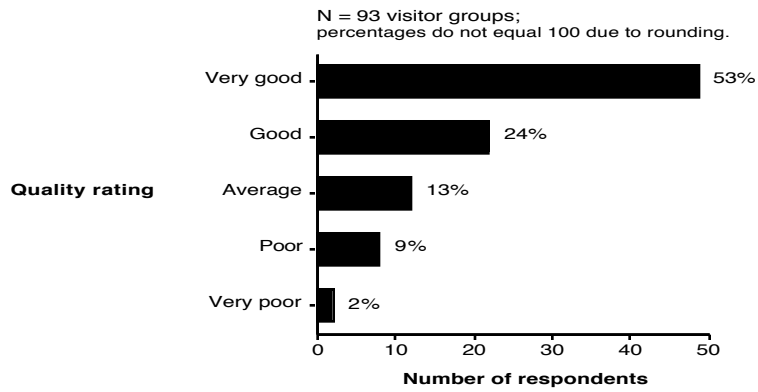
**Figure 22: Quality of visitor information desk**



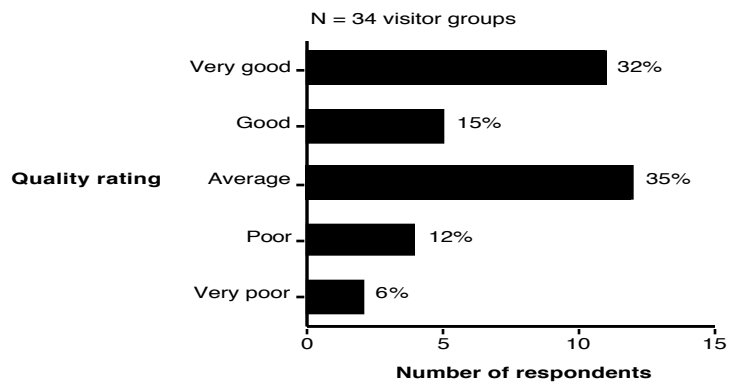
**Figure 23: Quality of site brochure**



**Figure 24: Quality of sales area**



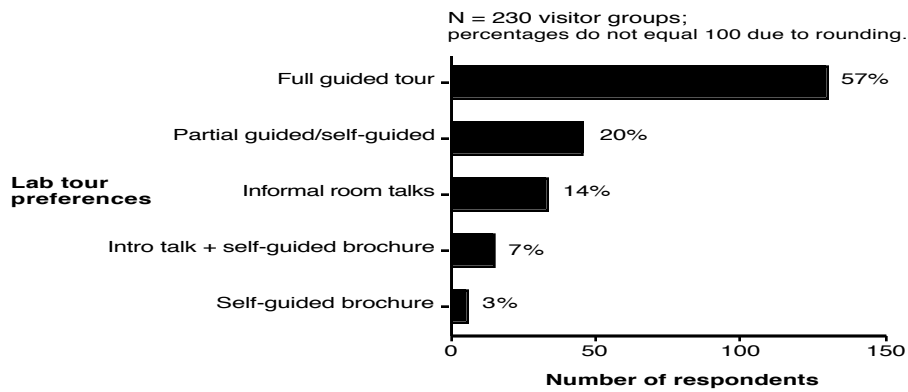
**Figure 25: Quality of Glenmont house tour**



**Figure 26: Quality of Glenmont grounds tour**

Visitors were asked to choose between five tour alternatives for a future visit to the lab complex at Edison NHS. Fifty-seven percent of visitors stated they would prefer a full guided tour, followed by a partly guided and partly self-guided tour (20%), and informal room talks (14%). Touring on your own with a self-guided brochure (3%) was the least preferred option (see Figure 27).

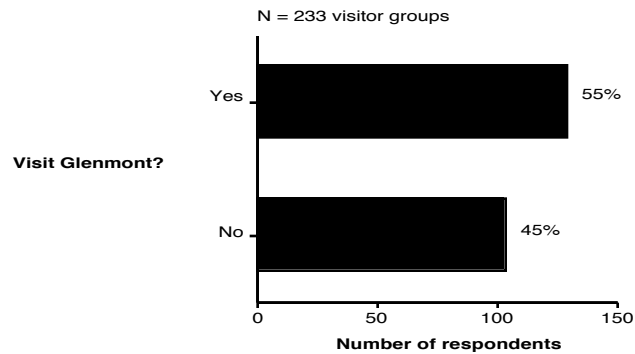
### Lab complex tour alternatives



**Figure 27: Lab complex tour alternatives**

## Glenmont visits

Visitors were asked if they visited Glenmont during this visit to Edison NHS. Figure 28 shows that 55% of Edison NHS visitors visited Glenmont. Reasons given for not visiting Glenmont included: there was not enough time, it was closed on the day of their visit, or they arrived too late. Table 4 provides a summary of reasons visitors stated for not visiting Glenmont.



**Figure 28: Glenmont visit**

**Table 4: Reasons for NOT visiting Glenmont**

N=142 comments;  
many visitors made more than one comment

Comment	Number of individuals
Not enough time	62
Closed on day of visit	23
Arrived too late	16
Not of interest	15
Didn't know about it	7
Wait for next visit	7
No room on tour	4
Too tired (children)	3
Other comments	5

Visitors were asked to choose between five tour alternatives for a future visit to Glenmont at Edison NHS. Visitors stated they would prefer a full guided tour (56%), a partly guided and partly self-guided tour (22%), and informal room talks (14%). Touring on your own with a self-guided brochure (3%) was the least preferred option (see Figure 29).

### Glenmont tour alternatives

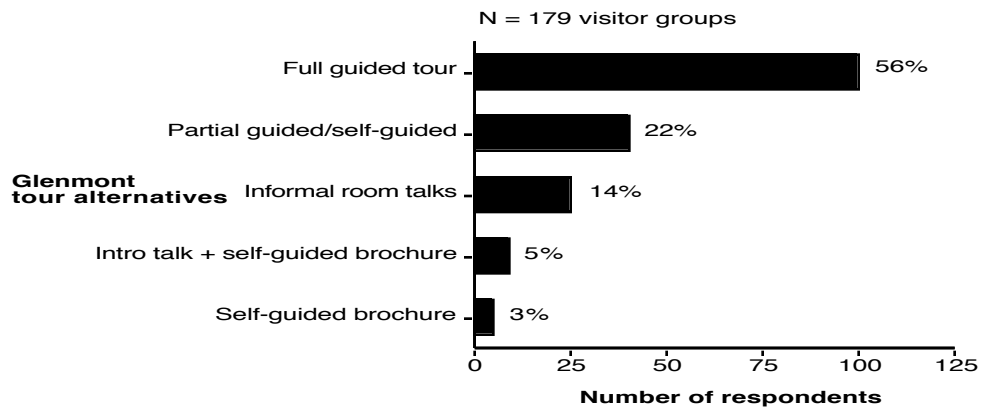


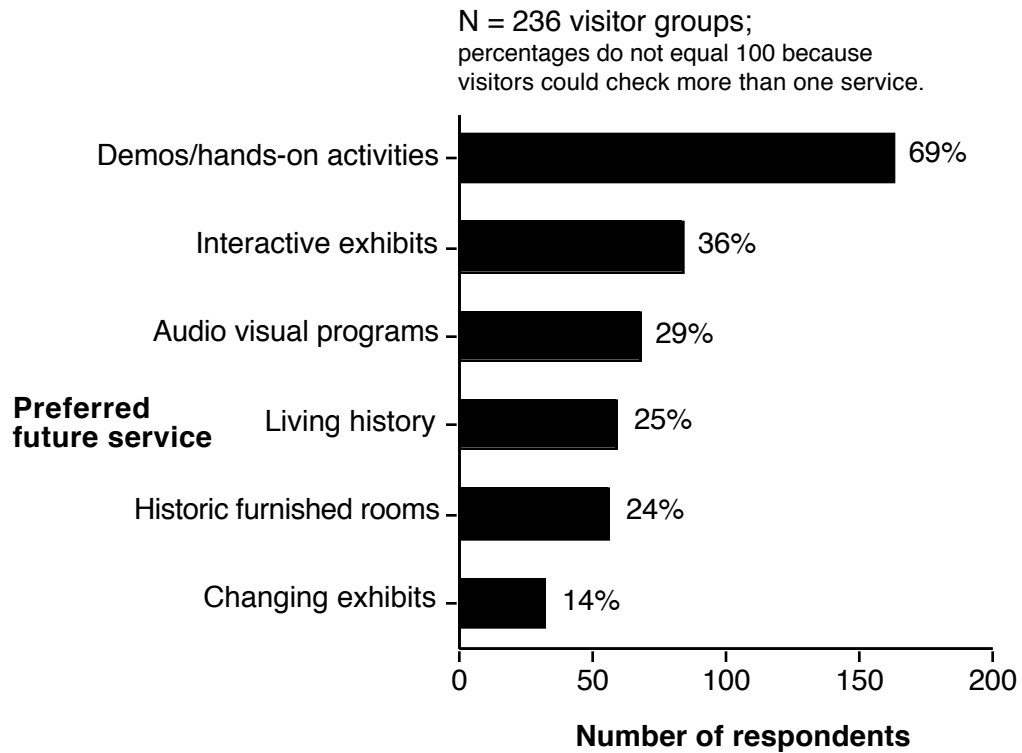
Figure 29: Glenmont tour alternatives



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**Future  
interpretive  
services**

Visitors were asked which interpretive services they would like to see on a future visit. Figure 30 shows that demonstrations/hands-on activities is the most preferred interpretive service (69%). Interactive exhibits (36%) and audio visual programs (29%) were also rated highly.



**Figure 30: Preferred future interpretive services**

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Edison NHS visitors were asked, "If you were planning for the future management of Edison National Historic Site, what would you propose? The most frequently listed comments included: more hands-on interactive exhibits, open more buildings and sites, include more detailed information and conduct more demonstrations during the tour. A summary of visitor proposals appears below.

## Future planning proposals

**Table 5: Summary of future planning proposals**

N=337 comments;  
many visitors made more than one comment

Comment	Number of times mentioned
<b>Personnel</b>	
Continue quality service by tour guides	9
Better quality tour guides	6
<b>Interpretive Services</b>	
<i>Tours</i>	
Include more detailed information	20
More demonstrations	18
Longer tour	13
Provide info on Edison's childhood and early years	13
Conduct living history presentations	10
Illustrate the scientific process / creativity	7
Increase quality of Glenmont tour	6
Include info on Edison's production process	4
Provide additional in-depth tours	4
Enclose areas in glass and allow self-guided tours	4
Provide cassette/headset tour	4
Establish relationship with other Edison sites	4
Provide info on light bulbs	3
Include info about guests to home/factory	3
Provide info on Edison's business model	2
Lab tour should remain guided	2
Provide self-guided brochure	2
Illustrate how Edison is relevant today	2
Open vault area to show notebooks and papers	2
Include labels for each room in Glenmont	2
Other comments	4

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<b>Comment</b>	<b>Number of times mentioned</b>
<hr/>	
<i>Access</i>	
Open more sites/buildings for visitors	22
Increase publicity	9
Keep Glenmont open longer	5
Have longer hours	3
Other comments	2
<i>Exhibits</i>	
Create more hands-on interactive exhibits	27
Display more inventions / prototypes	14
Produce timeline of Edison and his inventions	12
Create larger exhibit area	7
Improve video / theater	5
Show video at beginning of tour	4
Have "Black Maria" open	4
Provide an overview film about Edison	3
Show Edison's first film(s)	3
Develop traveling/rotating exhibit on Edison	2
Other comments	4
<b>Facilities &amp; Maintenance</b>	
Improve directional signs	10
Better lawn and garden maintenance	7
Improve condition of Glenmont	7
Improve lab buildings' air circulation	6
Improve condition of lab buildings	6
Improve access for elderly	3
Better lighting in buildings	3
Provide off-street parking	2
Maintain original building conditions	2
Provide lawn chairs for viewing grounds	2
Other comments	5
<b>Policies</b>	
Privatize whole operation	2
Other comments	2
<b>General Impressions</b>	
Keep it as it is	7
Create cafeteria / snack bar on-site	3

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Edison NHS visitors were asked, "Is there anything else you would like to tell us about your visit to Edison National Historic Site?" Many visitors wrote additional comments. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy. The comments, in their entirety, are included in a separate bound appendix to this report. Visitors' comments are summarized below and in the appendix.

## Additional comments

**Table 6: Summary of additional comments**

N=275 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>Personnel</b>	
Tour guide excellent	40
Staff informative, helpful, polite	20
Improve quality of tour guides	8
Other comments	3
<b>Interpretive Services</b>	
<i>Tours</i>	
Need outside tour of Glenmont	4
House beautiful	3
More of house should be open	2
Tour was right length	2
Split tour into smaller segments	2
Enjoyed library	2
Enjoyed demonstrations	2
Other comments	5
<i>Exhibits</i>	
Need more information / detail about inventions	5
Enjoyed learning about the man Edison	3
Include more hands-on exhibits	3
Provide additional info / objects about Glenmont	2
Make presentation more visual	2
Should be more educational, not entertainment	2
Need more emphasis on Edison's business mgt.	2
Communicate Edison's process / energy / drive	2
Introductory video well designed	2
Other comments	5

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Comment	Number of times mentioned
<hr/>	
<i>Other interpretive services</i>	
Need more publicity	3
Need more books on Edison	2
Include more sales area items	2
Brochure unavailable	2
Other comments	2
 <b>Facilities and Maintenance</b>	
Need better directional signs to get into park	5
Grounds clean and well kept	4
Need better directional signs inside park	3
Other comments	4
 <b>Policies</b>	
Entrance fee affordable	3
Keep park open longer	2
Other comments	5
 <b>General Impressions</b>	
Enjoyed visit / park is excellent	51
Informative and interesting	21
Plan to return	13
Will recommend to others	9
Discovered park by accident	4
Unaware of park quality	4
National Park Service does quality work	4
Newspaper article about park inaccurate	2
Restaurant needed in park	2
Other comments	7

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## MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps 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. For example, to learn about which information sources a particular age group consulted, request a comparison of information sources by age group; to learn about how the use of information sources varied among group types, request a comparison of information sources by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what interpretive/information services were used by different visitor group types and sizes, request a comparison of interpretation/information services used by group type by group size; to learn about what interpretive/information services were used by different age groups by group type, request a comparison of interpretive/information services by age groups by group type.

Consult the list of characteristics for Edison NHS visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

### SAMPLE

37

Visitor Services Project  
Analysis Order Form  
Edison National Historic Site  
Report 69

Date of request: \_\_\_\_\_  
 Person requesting analysis: \_\_\_\_\_  
 Phone number (commercial): \_\_\_\_\_

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire.

• Group size	• Traveled parkway/rumpke	• Source of park information
• Group type	• Highway exit used	• Reasons for visit
• Age	• Route traveled	• Most interesting subject
• Number of visits	• Total trip expenditures	• Interpretive/info services used
• International visitors	• Lodging expenditures	• Lab Tour preferences
• Domestic visitors	• Travel expenditures	• Glenmont tour preferences
• Length of stay (ENHS)	• Other expenditures	• Future interpretive services
• Length of stay (W Orange)	• Food expenditures	• Interpretive/info services quality

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

Number of visits by most interesting subject  
 \_\_\_\_\_ by \_\_\_\_\_  
 \_\_\_\_\_ by \_\_\_\_\_

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

age by reason for visit by future interp. services  
 \_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_  
 \_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions: Want to find out what type of services seniors prefer  
and subjects repeat visitors prefer. This will help us develop  
target our interpretation

Mail to:  
 Visitor Services Project, CPSU  
 College of Forestry, Wildlife, and Range Sciences  
 University of Idaho  
 Moscow, Idaho 83844-1133



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**Visitor Services Project  
Analysis Order Form  
Edison National Historic Site  
Report 69**

Date of request: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all that were listed in the questionnaire.

- |                             |                             |                                      |
|-----------------------------|-----------------------------|--------------------------------------|
| • Group size                | • Traveled parkway/turnpike | • Source of park information         |
| • Group type                | • Highway exit used         | • Reasons for visit                  |
| • Age                       | • Route traveled            | • Most interesting subject           |
| • Number of visits          | • Total trip expenditures   | • Interpretive /info services used   |
| • International visitors    | • Lodging expenditures      | • Lab Tour preferences               |
| • Domestic visitors         | • Travel expenditures       | • Glenmont tour preferences          |
| • Length of stay (ENHS)     | • Other expenditures        | • Future interpretive services       |
| • Length of stay (W Orange) | • Food expenditures         | • Interpretive/info services quality |

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

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

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

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mail to:  
**Visitor Services Project, CPSU  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83844-1133**

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## QUESTIONNAIRE

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## Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

**1985**

5. North Cascades National Park Service Complex

**1986**

6. Crater Lake National Park

**1987**

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

**1988**

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

**1989**

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

**1990**

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

**1991**

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

**1992**

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

**1993**

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

**1994**

64. Death Valley National Monument Backcountry
  65. San Antonio Missions National Historical Park
  66. Anchorage Alaska Public Lands Information Center
  67. Wolf Trap Farm Park
  68. Nez Perce National Historical Park
  69. Edison National Historic Site
-

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 83844-1133  
or call (208) 885-7129.

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# **Visitor Services Project Edison National Historic Site**

## **Appendix**

**Visitor Services Project Report 67  
Cooperative Park Studies Unit**

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# **Visitor Services Project Edison National Historic Site**

## **Appendix**

Mark A. Patterson  
Dwight L. Madison

### **Report 67**

February 1995

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Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Wolf Trap Farm Park for the performing arts 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.

**NPS D 94**

**March 1995**



Printed on recycled paper

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**Printing Instructions for  
Edison National Historic Site  
Report & Appendix**

Edison National Historic Site Report

**I need 27 copies : 26 bound copies and 1 copy unbound.**  
All copies should have a **gray front & back cover**

Inside Title page should be on white paper (single page).  
Report Summary page should be Xeroxed on blue paper (single page).  
Table of contents page should be Xeroxed on white paper (single page).

Pages 1-63 should be duplexed on white paper.

Analysis order forms should be on white paper (single page )

Page 65 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

**\* NPS D 94 March 1993 page** should be facing inside back cover page

Inside back cover page is the one that has the VSP publications listed.

Edison National Historic Site Appendix Section

**I need 9 copies : 8 bound copies and 1 copy unbound.**  
All copies should have a **gray front & back cover .**

Inside Title page should be Xeroxed on white paper (single page).

Pages 1-10 (Visitor likes, dislikes & comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

Separate the future management comment section from the visitor comment section with a blank piece of white paper.

Inside back cover page is the one that has the VSP publications listed.

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