

Visitor Services Project — Herbert Hoover National Historic Site

Introductory script used in contacting visitors:

Hello! The National Park Service is conducting a visitor survey at Herbert Hoover National Historic Site to gather your opinions about the park's programs and services. Participation is voluntary. If you decide to participate we would like to have the survey mailed back. The mail-back questionnaire takes about 20 minutes to complete during or after your visit. Would you like to participate?

IF NO: Thank you. **IF YES:** Thank you. I have a few quick questions for you. Who in your group (at least 16 years old) has the next birthday?

Questions 1-4: Topic area 2—Trip/visit characteristics Question 5: Topic area 1—Individual Characteristics

- 1) What type of group are you traveling with today?
- 2) (If with an organized group-tours, school, etc.) How many people are in your group?
- 3) How many adults, 18 years and older, are in your personal group?
- 4) How many children, 17 years and younger, are in your personal group?
- 5) How old is the person who will complete the questionnaire?

So we can thank you and remind you to mail back the questionnaire, please write your name, address, and email address/phone number. Thank you. Be sure to mail the questionnaire—your opinions are important!

Training for interviewers: each interviewer receives 1-1/2 hours of training on how to conduct interviews. This training goes over every aspect of interviewing, including conducting the interviews using a sampling interval, avoiding sampling bias, and how to handle all types of interviewing situations, including safety of the visitor and the interviewer. Quality control is ensured by monitoring interviewers in the field, and by checking their paperwork at the end of each day of surveying.

1st follow-up printed on a scenic park postcard (sent to all participants 11 working days after completion of survey)

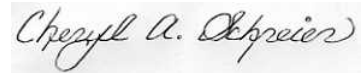
Dear Visitor:

Thank you for participating in the Herbert Hoover National Historic Site visitor study. We look forward to hearing from you.

A select number of people were contacted for this study, so your opinions are very important!

If you have already returned your questionnaire, thank you. If not, please mail it today.

After eight months, look for the survey results at: www.psu.uidaho.edu/vsp.reports.htm.

A handwritten signature in cursive script that reads "Cheryl A. Schreier". The signature is written in black ink on a light-colored background.

Cheryl A. Schreier, Superintendent
Herbert Hoover National Historic Site

2nd follow-up note and letter with replacement questionnaire (sent to non-respondents 21 working days after completion of survey)



United States Department of the Interior

NATIONAL PARK SERVICE
Herbert Hoover National Historic Site
P. O. Box 607
West Branch, IA 52358-0607

IN REPLY REFER TO:

September 2, 2008

Dear Visitor:

The National Park Service would like to thank you for participating in the Herbert Hoover National Historic Site visitor study. As of today, we have not received your questionnaire. Because only a select number of visitors were contacted, each visitor's comments are very important.

If you have already returned your questionnaire, thank you. If you have not returned your questionnaire, please mail it today. Unless your questionnaire was mailed in the last few days, we would appreciate you completing another one. We are enclosing a replacement questionnaire in case you have misplaced the original.

In approximately eight months, the results of the visitor survey will be posted on the Visitor Services Project website at www.psu.uidaho.edu/vsp.reports.htm.

If you have any questions regarding your questionnaire, please contact Margaret Littlejohn, National Park Service Visitor Services Project Director by phone 208-885-7863 or email: littlej@uidaho.edu.

Thank you for sharing your opinions with us.

Sincerely,

Cheryl A. Schreier, Superintendent
Herbert Hoover National Historic Site

3rd follow-up letter with replacement questionnaire (sent to non-respondents 35 working days after completion of survey)



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE

Visitor Services Project
PSU, College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139

September 22, 2008

I am writing about the visitor study at Herbert Hoover National Historic Site, in which you agreed to participate. As of today, we have not received your completed questionnaire.

The waiting period for incoming questionnaires is almost over and we have not yet received yours. I would appreciate you completing another one unless you mailed it within the past few days.

The staff of Herbert Hoover National Historic Site is anxiously awaiting the survey results. They want to use your ideas and opinions in making decisions about what services and programs to provide for visitors in the future.

I am enclosing another questionnaire in case the previous one got lost. I urge you to complete and return it by October 6, 2008. Your contribution to the success of this study is greatly appreciated.

In approximately eight months, the results of the visitor survey will be posted on the Visitor Services Project website at www.psu.uidaho.edu/vsp.reports.htm.

Should you have questions regarding your questionnaire, please contact me by phone: (208)-885-7863 or email: littlej@uidaho.edu.

Sincerely,

Margaret Littlejohn
Director, Visitor Services Project



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

Visitor Services Project

Herbert Hoover National Historic Site

Visitor Study





United States Department of the Interior

NATIONAL PARK SERVICE
Herbert Hoover National Historic Site
P. O. Box 607
West Branch, IA 52358-0607

IN REPLY REFER TO:

July-August 2008

Dear Visitor:

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

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

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

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

We appreciate your help.

Sincerely,

A handwritten signature in cursive script that reads 'Cheryl A. Schreier'. The signature is written in black ink on a light-colored background.

Cheryl A. Schreier
Superintendent

This visitor study is partially funded by Recreation Fee Program funding.

DIRECTIONS

At the end of your visit:

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

Like this: ● Not like this: ✓ ✗ /

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

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

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

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

Your Visit to Herbert Hoover National Historic Site

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

1. a) Prior to your visit, how did you and your personal group get information about Herbert Hoover National Historic Site (NHS)? Please mark (●) **all** that apply in column (a). [2. TPLAN11]
- b) If you were to visit Herbert Hoover NHS in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) **Prior to this visit?** (●) _____ b) **On a future visit?** (●) _____

- | | |
|---|-----------------------|
| <input type="radio"/> Obtained no information prior to visit → Go to part b of this question | |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/DVDs | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles/books | <input type="radio"/> |
| <input type="radio"/> School class/educational program | <input type="radio"/> |
| <input type="radio"/> E-mail/telephone/written inquiry to park | <input type="radio"/> |
| <input type="radio"/> Park website: www.nps.gov/heho/ | <input type="radio"/> |
| <input type="radio"/> Herbert Hoover Presidential Library and Museum website:
www.hoover.archives.gov | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> State welcome center | <input type="radio"/> |
| <input type="radio"/> Other historical parks/sites (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

- | | |
|--|-----------------------|
| <input type="radio"/> Local business/rest stop/gas station | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

Herbert Hoover National Historic Site Visitor Study

c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed? [2. TPLAN12]

- No
↓
- Yes → **Go to Question 2**

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific. [2. TPLAN13]

2. The National Park Service manages Herbert Hoover NHS. The National Archives and Records Administration manages the Presidential Library and Museum. **Prior to this visit** were you aware that two different federal agencies administer these sites? Please mark (●) **one**. [1. KNOW12]

- Yes, aware sites were managed by two different federal agencies
- No, thought both sites were managed by National Park Service
- No, thought both sites were managed by National Archives and Records Administration
- No, didn't know who managed either site

3. On this trip to Herbert Hoover NHS, how did the site work into your travel plans? Please mark (●) **one**. [2. TPLAN4]

- Herbert Hoover NHS was the primary destination
- Herbert Hoover NHS was one of several destinations
- Herbert Hoover NHS was not a planned destination

4. On this visit, were the signs directing you and your personal group to Herbert Hoover NHS adequate? Please mark (●) only **one** response for each. [6. EVALSERV17]

- a) Signs on interstates Yes No Did not use
- b) Signs on state highways Yes No Did not use
- c) City street signs in communities Yes No Did not use
- d) If you answered NO to any of the above, please explain. [6.EVALSERV18]
-

5. a) On this visit, what activities did you and your group expect to participate in?
Please mark (●) **all** that apply in **column a**. [3. ACT21]

b) What activities did you and your group actually participate in on this visit?
Please mark (●) **all** that apply in **column b**.

a) Activities expected (●) _____ **b) Activities on this visit (●)**

- | | | |
|-----------------------|---|-----------------------|
| <input type="radio"/> | Learning/researching history | <input type="radio"/> |
| <input type="radio"/> | Picnicking | <input type="radio"/> |
| <input type="radio"/> | Walking/hiking on trail | <input type="radio"/> |
| <input type="radio"/> | Attending ranger-led program | <input type="radio"/> |
| <input type="radio"/> | Attending living history program | <input type="radio"/> |
| <input type="radio"/> | Attending Artist-in-Residence program | <input type="radio"/> |
| <input type="radio"/> | Attending Library's special program | <input type="radio"/> |
| <input type="radio"/> | Obtaining National Park passport stamp | <input type="radio"/> |
| <input type="radio"/> | Attending Hoover Fest (Hoover Ball, craftwork, fireworks) | <input type="radio"/> |
| <input type="radio"/> | Attending summer activities (farmers market, concert) | <input type="radio"/> |
| <input type="radio"/> | Painting/drawing/taking photographs | <input type="radio"/> |
| <input type="radio"/> | Other (Please specify below) | <input type="radio"/> |

Expected _____ On this visit _____

c) Was there anything that you and your personal group wanted to do or see on this visit but were not able to? [3.ACT25]

- Yes No → **Go to Question 6**
↓

d) If YES, what was it? Please be specific. [3. ACT26]

e) Why weren't you able to see or do what you wanted to? Please be specific. [3.ACT27]

Herbert Hoover National Historic Site Visitor Study

6. a) On this visit to Herbert Hoover NHS, did you and your personal group visit the park on more than one day? [3. TRIPC12]

Yes
↓

No
↓

b) If YES, on how many days did you visit Herbert Hoover NHS?

c) If NO, how many hours did you visit Herbert Hoover NHS?

_____ Number of days

_____ Number of hours

(Please list partial days/hours as 1/4, 1/2, or 3/4: i.e. ¼ hr, 1 ½ hrs, 5 ¾ hrs)

d) Compared with what you had planned, how much time did you and your group spend visiting Herbert Hoover NHS? Please mark (●) **only one**. [3.TRIPC33]

- Did not have a planned amount of time
- Spent longer time than planned
- Spent about the time planned
- Spent less time than planned

7. a) On this visit to Herbert Hoover, did you and your personal group learn about the following topics? Please mark (●) Yes or No for each topic in **column a**. [3. LEARN5]

b) Would you and your personal group be interested in learning about these topics if you were to visit to Herbert Hoover NHS in the future? Please circle **mark** answer for each topic in **column b**.

Topic	a) Learned on this visit?		b) Future Interest?	
	(●) Yes	(●) No	(●) Yes	(●) No
Hoover's humble beginnings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's childhood family and fellowship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's childhood tragedies and triumphs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's faith, hope, and charitable nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's view on nature and stewardship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoover's presidential legacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lou Henry and the Hoover family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Please list any additional topics you and your personal group are interested in learning about. [3. LEARN 2]

d) What is **one** story about Herbert Hoover's life and legacy that you would like to share with friends or relatives?

O. 7d: Topic area 6 — Visitor perceptions of their park experience

8. a) In column a, please mark (●) all the services that you and your personal group used in the nearby communities of West Branch, Coralville/Iowa City, Cedar Rapids, and truck stops/gas stations along I-80 that were specifically related to this park visit. [3.TRIPC21]

Did not use any services on this visit → **Go to part c of this question**

b) In what communities did you obtain these support services? Please mark (●) **all** that apply in column b. [3.TRIPC18]

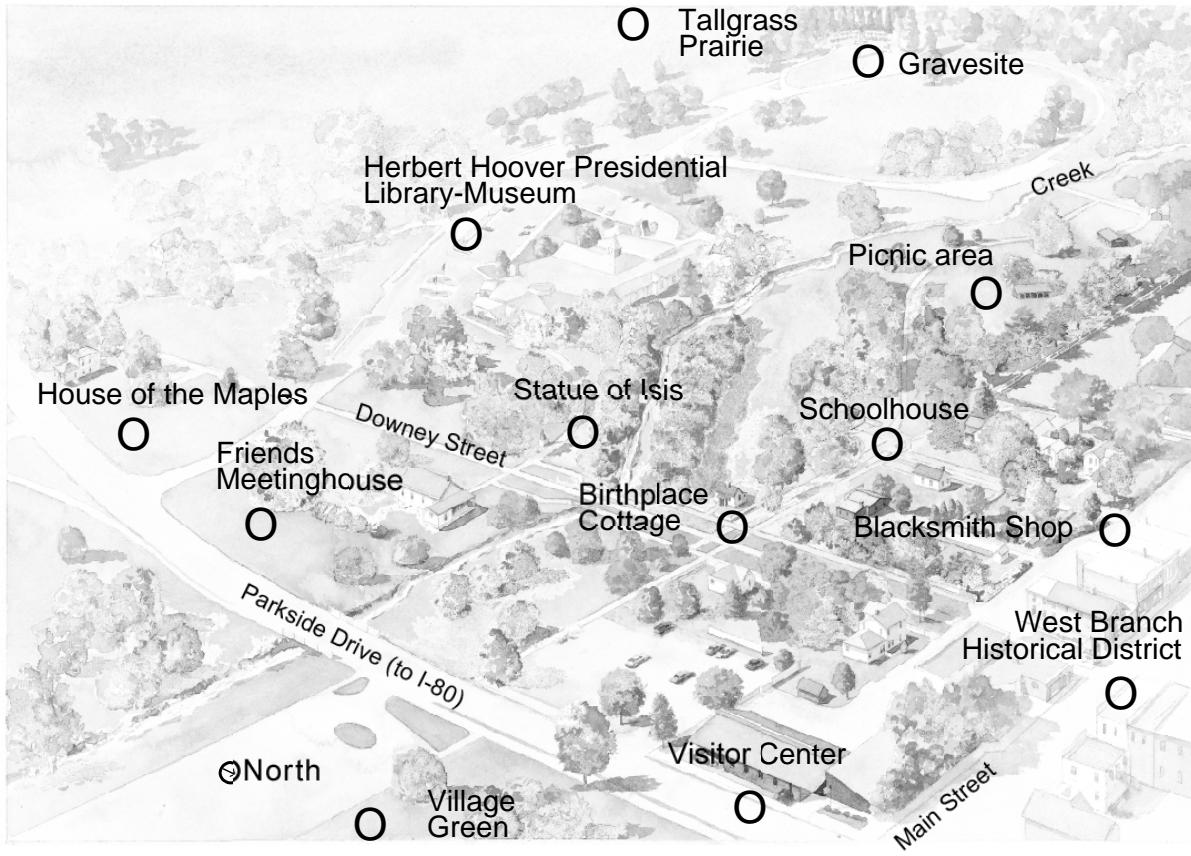
a) Used on this visit (●)	b) Community (●)			
	West Branch	Coralville/ Iowa City	Cedar Rapids	I-80 trucks stops/ gas stations
<input type="radio"/> Bought gasoline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Ate meals in restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Used a drink/vending machine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bought groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Stayed overnight in a motel/hotel/B&B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Stayed overnight in a campground/RV park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Shopped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Obtained information about Herbert Hoover NHS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Obtained other travel/tourist information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Visited other nature/historic/museum sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Herbert Hoover National Historic Site Visitor Study

c) Do you have any comments about these services? [3.TRIPC22]

Service (List)	Community (Name)	Comment (Please be specific)
_____	_____	_____
_____	_____	_____
_____	_____	_____

9. a) For this visit, please mark (●) all the sites that you and your personal group visited at Herbert Hoover NHS. If you did not visit a site, please leave that circle blank. [3.ITIN3]



b) On this visit, which **one** of the above park sites did you and your personal group visit **first**?

Q. 10: Topic area 1 — Visitor characteristics

10. a) **Prior to this visit to Herbert Hoover NHS**, what was your perception of Herbert Hoover? Please mark (●) **only one**.

- No prior opinion
- Mostly positive
- Neutral
- Mostly negative

b) **As a result of this visit**, how has your opinion about Herbert Hoover changed?
Please mark (●) **only one**.

- No, no change
- Yes, more positive view
- Yes, more negative view

11. a) During this visit (viewing exhibits, movies, taking the tour, etc.), did you learn something about Herbert Hoover that is relevant or meaningful to your life today?

Q. 11: Topic area 1 — Visitor characteristics

- Yes No Not sure

b) If YES, what is the most important way that Hoover's life has relevance to your life today?

12. a) Please mark (●) **all** of the visitor services and facilities at the Herbert Hoover Presidential Library and Museum that you or your personal group used.
[6.EVALSERV21]

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

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

	b) If used, how important?	c) If used, what quality?
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

a) Visitor services/facilities used?
Mark (●)

- | | | |
|---|-------|-------|
| <input type="radio"/> Library brochure | _____ | _____ |
| <input type="radio"/> Museum film | _____ | _____ |
| <input type="radio"/> Assistance from library staff | _____ | _____ |
| <input type="radio"/> Orientation provided by library staff | _____ | _____ |
| <input type="radio"/> Museum exhibits | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Library's special program | _____ | _____ |

Herbert Hoover National Historic Site Visitor Study

- Library website: www.hoover.archives.gov _____
- (used before or during this visit)
- Library bookstore sales items _____
- (selection, price, quality, etc.)

13. Overall, how would you rate the quality of the Herbert Hoover Presidential Library and Museum? Please mark (●) **one**. [6.EVALSERV1 variation]

Very poor Poor Average Good Very good

-

14. a) Please mark (●) **all** of the visitor services and facilities that you or your personal group **used** at Herbert Hoover NHS during this visit.

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

c) Finally, for only those services and facilities at Herbert Hoover NHS that you or 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 important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

- Park brochure/map _____
- Assistance from park staff/ranger _____
- Visitor center exhibits _____
- Visitor center film _____
- Ranger-led programs _____
- Living history/costumed interpretation _____
- Trails in tallgrass prairie _____
- Outdoor exhibits _____
- Historic structures as exhibits _____
- Restrooms _____
- Junior Ranger program _____
- Access for disabled persons _____

Herbert Hoover National Historic Site Visitor Study

- Park website: www.nps.gov/heho/
(used before or during this visit) _____
- Visitor center bookstore sales items
(selection, price, quality, etc.) _____

15. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Herbert Hoover NHS during this visit? Please mark (●) **only one**. [6.EVALSERV1]

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

16. On this visit, were you and your personal group with the following type of groups? [1.GR6]

- | | | | | |
|--|-----------------------|-----|-----------------------|----|
| a) Commercial guided tour group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| b) School/educational group | <input type="radio"/> | Yes | <input type="radio"/> | No |
| c) Other organized group (such as business group, scout group, etc.) | <input type="radio"/> | Yes | <input type="radio"/> | No |

17. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **only one**. [1.GR5]

- | | |
|--|--|
| <input type="radio"/> Alone | <input type="radio"/> Family |
| <input type="radio"/> Friends | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ | |

18. For you and your personal group on this visit, please indicate... (If you do not know the answer, leave blank). [1.AGE3]

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Herbert Hoover NHS lifetime (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____

Herbert Hoover National Historic Site Visitor Study

Member #6 _____

Member #7 _____

19. a) On this visit, how many people were in your personal group, including yourself? [1.GR3]

_____ Number of people

- b) On this visit to Herbert Hoover NHS, how many times did you and your personal group enter the park? [3.TRIPC5]

_____ Number of entries

20. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park services or activities? [1.GR2]

Yes No → **Go to Question 21**



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

21. If you were to visit Herbert Hoover NHS in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Herbert Hoover NHS? Please mark (●) **all** that apply. [3.FVIS4]

- Not interested in learning about the park → **Go to Question 22**
- Indoor exhibits
- Outdoor exhibits
- Park website: www.nps.gov/heho
- Self-guided
- Volunteer opportunities
- Special events
- Interactive computer program tours
- Living history/costumed interpretive programs
- Electronic media/devices available to visitors (downloadable podcasts, MP3, Windows Media™, etc.)
- Audiovisual programs (DVD, video, or movie)

- Printed materials (brochures, books, maps, etc.)
- Other (Please specify) _____

22. a) What did you and your personal group like **most** about your visit to Herbert Hoover NHS? [6.EVALSERV25]


b) What did you and your personal group like **least** about your visit to Herbert Hoover NHS? [6.EVALSERV24]

23. If you were a manager planning for the future of Herbert Hoover NHS, what would you propose? Please be specific. [6.OPMGMT6]

24. Is there anything else you and your personal group would like to tell us about your visit to Herbert Hoover NHS? [6.OPMGMT8]

Herbert Hoover National Historic Site Visitor Study

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

 Printed on recycled paper

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**