



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



OMB Control Number: 1040-0001
Current Expiration Date: XX-XX-XXXX

Boston Harbor Islands National Park Area

Visitor Study

[INSERT PHOTO]

Number:
Time:
Location:

**United States Department of the Interior**

NATIONAL PARK SERVICE
Boston Harbor Islands National Park Area
408 Atlantic Avenue, Suite 225
Boston MA 02110



Summer 2012

Dear Park Visitor,

Thank you for participating in this important study. We would like to hear about your experience at Boston Harbor Islands National Park Area, and learn about your opinions on this visit. This information will assist me and my staff to better serve you.

This questionnaire is only being given to a select number of visitors, so your participation is important and appreciated. It should only take about 15 minutes to complete. Please return your completed questionnaire to the uniformed personnel at the end of your visit.

We appreciate your help.

Sincerely,

[insert signature]

Bruce Jacobsen
Superintendent





Number:

Time:

Location:

DIRECTIONS

1. Please have the selected individual (at least 18 years old) complete this questionnaire.
2. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

3. Return the completed questionnaire to the uniformed personnel at the end of your visit.

Paperwork Reduction Act Statement: This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Boston Harbor Islands National Park. Your responses are voluntary and completely anonymous. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 15 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; lenale@uidaho.edu (email).

Your Visit To Boston Harbor Islands National Park Area

1. a) Prior to this visit, how did you obtain information about Boston Harbor Islands National Park Area? Please mark (●) **all** that apply in column (a).

Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Boston Harbor Islands National Park Area in the future, how would you prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	Live in the local area
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail or email
<input type="radio"/>	<input type="radio"/>	Boston Harbor Islands NPS website: www.nps.gov/boha
<input type="radio"/>	<input type="radio"/>	Boston Harbor Islands Partnership website: www.bostonharborislands.org
<input type="radio"/>	<input type="radio"/>	Other websites — which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Ferry companies
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other tourist sites (not National Park Service)
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (such as Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

2. Boston Harbor Islands Partnership is an organization that consists of the National Park Service, the Commonwealth of Massachusetts, the City of Boston and others. This Partnership works with several nonprofit organizations to manage cultural and natural resources on 34 islands and peninsulas in Boston Harbor. Prior to receiving this questionnaire, were you aware that the Boston Harbor Islands is part of the National Park System?

- Yes No

3. Prior to receiving this questionnaire, were you aware that Boston Harbor Islands National Park Area consists of 34 islands and peninsulas?

- Yes No

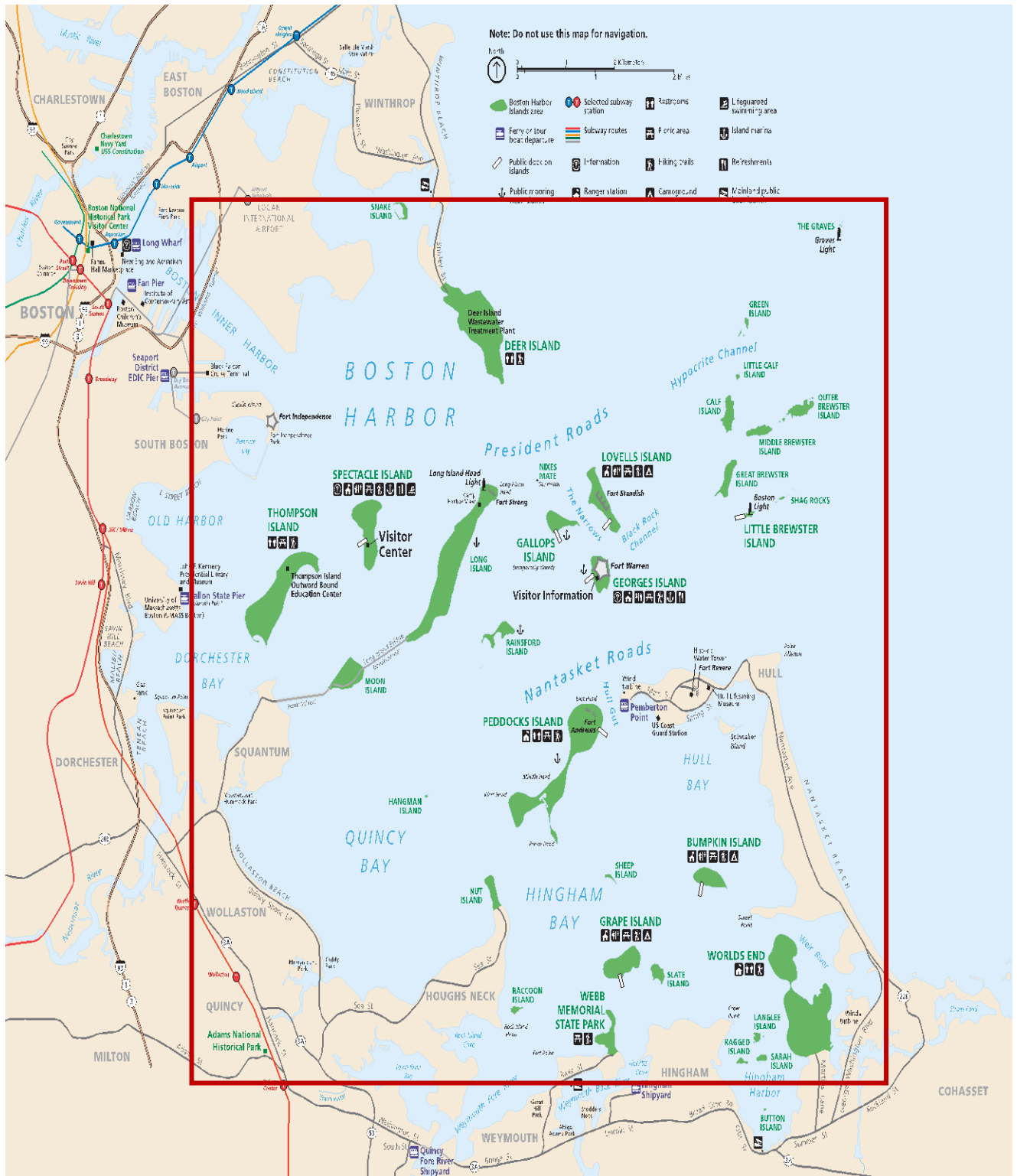
4. a) Please list each of the Boston Harbor Islands you have visited **at any time**, including those on this trip. (Use the map on the next page to help identify the islands.)

b) Of those islands you have visited, please indicate (●) if you visited them on **this trip**.

c) For each island you have visited, please indicate how many times you have visited it, including on this trip.

a) Islands you have visited, this trip and past trips	b) Visited this trip?	c) Total number of visits, including this trip
_____	○	_____
_____	○	_____
_____	○	_____
_____	○	_____
_____	○	_____
_____	○	_____
_____	○	_____
_____	○	_____
_____	○	_____

NOTE TO REVIEWERS: This is a proof of the map of the areas that will be surveyed. A camera-ready image of the outlined area will be used in the printed version of the survey.



5. a) Below are some reasons for which people visit Boston Harbor Islands National Park Area. Please rate each reason's importance to you, from 1-5.
 b) Next, please rate how well the park provided an opportunity to fulfill each reason, from 1-5.

Reason for visit	a) How important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	b) Opportunity? 1=No opportunity 2=Poor opportunity 3=Good opportunity 4=Very good opportunity 5=Excellent opportunity
Do something with family	_____	_____
People-watching	_____	_____
Bring your family closer together	_____	_____
Experience new and different things	_____	_____
Learn more about nature	_____	_____
Learn more about Boston/New England history	_____	_____
Get away from life's usual demands	_____	_____
Be with others who enjoy same things	_____	_____
Talk to new and varied people	_____	_____
Be with friends	_____	_____
Experience tranquility	_____	_____
Learn what you are capable of	_____	_____
Develop your skills and abilities	_____	_____
Get some fresh air	_____	_____
Get some exercise	_____	_____
Go for a boat ride	_____	_____
See views of Boston from water	_____	_____
Help take care of the park/help with park programs	_____	_____
Other (Please specify)	_____	_____

6 a) On this visit, in which activities did you participate within Boston Harbor Islands National Park Area? Please mark (●) **all** that apply.

Attending ranger-led programs (not pre-arranged)

Attending pre-arranged park programs

Attending special events

Please specify _____

Camping

Fishing

Picnicking

Sightseeing

Swimming in Boston Harbor

Touring historical/natural sites

Walking/hiking trails and beaches

Watching wildlife/nature observation

Other (Please specify below)

b) Which **one** of the above activities was the primary reason you and your personal group visited within Boston Harbor Islands National Park Area on this visit?

7. What did you like most about your visit to Boston Harbor Islands National Park Area?

8. What did you like least about your visit to Boston Harbor Islands National Park Area?

9. As part of managing the Boston Harbor Islands National Park Area, information and education are provided to visitors via exhibits, signage, printed materials, publications, and programs.

- a) Please mark each type of information that you received during this visit to Boston Harbor Islands National Park Area. Please mark (●) **all** that apply.
- b) For each type received, please rate the **amount** of information.
- c) For each type received, please rate the **quality** of the information.

a) Received information?	Type of information	b) Amount of information 1= Not enough 2= About right 3= Too much	c) Quality of information 1=Very poor 2= Poor 3= Average 4= Good 5= Very good
<input type="radio"/>	Visitor opportunities and activities	_____	_____
<input type="radio"/>	Information on ferry and other means to access Boston Harbor Islands	_____	_____
<input type="radio"/>	Natural history of Boston Harbor Islands	_____	_____
<input type="radio"/>	Human history of Boston Harbor Islands	_____	_____

10. a) On this visit to Boston Harbor Islands National Park Area, please indicate how satisfied you are with the following services. Please mark one (•) for each service.

Service	Did not use	Not at all satisfied	Slightly satisfied	Somewhat satisfied	Very satisfied	Completely satisfied
Ferry/water transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bookstores/Retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranger-led programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events/programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boston Light Tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spectacle Marina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boat moorings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor centers/exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campsites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b.) For any service that was not satisfactory, please explain the problem.

11 Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you at Boston Harbor Islands National Park Area during this visit? Please mark (●) **one**.

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

12. On this visit, were you part of the following types of organized groups? Please mark (●) **one** for each.

- | | | | | |
|---------------------------------------|-----------------------|-----|-----------------------|----|
| 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 (scouts, work, church, etc.) | <input type="radio"/> | Yes | <input type="radio"/> | No |

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

_____ Number of people in organized group

13. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

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

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

_____ Number of people 18 years and older

_____ Number of people under 18 years old

14. What is your age? _____

15. What is your U.S. zip code? _____

If you are not from the U.S. please specify name of the country _____

16. What is your gender?

- | | |
|----------------------------|------------------------------|
| <input type="radio"/> Male | <input type="radio"/> Female |
|----------------------------|------------------------------|

17. What is the highest level of education you have completed?

Please mark (●) **one**.

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

18. a) Are you Hispanic or Latino?

- Yes No

b) What is your race? Please mark (●) **one or more**.

- American Indian or Alaska Native Native Hawaiian or other Pacific Islander
- Asian White
- Black or African American

19. Is there anything else you would like to tell us about your visit to Boston Harbor Islands National Park Area?
