



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

Boston National Historical Park

Visitor Study





IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Boston National Historical Park
Charlestown Navy Yard
Boston, MA 02129

July – August 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Boston National Historical Park. 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 Director, 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,

Need electronic signature

Terry Savage
Superintendent

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 (○), 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 Boston National Historical Park

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 obtain information about Boston National Historical Park (NHP)? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Boston NHP 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) Prior to future visits

- | | |
|--|-----------------------|
| <input type="radio"/> Did not obtain 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"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> E-mail/telephone/written inquiry to Boston NHP | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos | <input type="radio"/> |
| <input type="radio"/> Boston NHP website: www.nps.gov/bost | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> School class/program | <input type="radio"/> |
| <input type="radio"/> Local businesses (hotels, motels, restaurants, etc.) | <input type="radio"/> |
| <input type="radio"/> Chamber of Commerce/visitors bureau/state welcome center | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

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

- 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. a) **Prior to this visit**, were you and your personal group aware that Boston NHP (Charlestown Navy Yard, Bunker Hill, and Dorchester Heights) is a unit of the National Park System?
- Yes No
- b) **Prior to this visit**, were you and your personal group aware of Boston NHP Freedom Trail partners (Old South Meeting House, Old State House, Paul Revere House, Faneuil Hall, Old North Church)?
- Yes No
3. a) Prior to your visit, were you and your personal group aware of the security procedure to enter the Charlestown Navy Yard Visitor Center and USS Constitution?
- Yes No
- b) Did the security procedures deter you and your personal group from entering?
- Yes No
4. On this trip, what was the **primary** reason that you and your personal group came to the Charlestown Navy Yard/Boston **area**? Please mark (●) **only one**.
- Resident of the area (within 20 miles of park) → **Go to Question 5**
- Visit Boston NHP
- Visit other attractions in the area
- Visit friends/relatives in the area
- Business
- Other (Please specify) _____
5. On this trip, were the signs directing you and your personal group to and around Boston NHP adequate? Please mark (●) **one** answer for each of the following.
- a) Highway signs Yes No Did not use
- b) Pedestrian signs in communities Yes No Did not use
- c) In park Yes No Did not use

d) If you answered NO for any of the above, please explain.

Highways: _____

In communities: _____

In park: _____

6. On this trip, what were the reasons that you and your personal group visited Boston NHP? Please mark (●) **all** that apply.

- Visit historic site
- Learn history
- Saw sign on highway
- Travel through to other destination
- Show the park to friends/relatives
- Visit other attractions in the area
- Visit a National Park Service site
- Obtain stamp in National Park Passport book
- Other (Please specify) _____

7. a) On this trip, how long did you and your personal group spend in **Boston NHP** and in the **area** within 20 miles of the park? (Please list partial hours as 1/4, 1/2, 3/4)

- Resident of area within 20 miles of the park → **Go to this Question part b**

_____ Number of hours, **if less than 24 hours**

_____ Number of days, **if 24 hours or more**

b) How long **in total** did you and your personal group visit **Boston NHP only**?

_____ Total number of hours (Please list partial hours as 1/4, 1/2, 3/4)

8. a) Compared with what you had planned, how much time did you and your personal group spend visiting Boston NHP? Please mark (●) **one**.

- Didn't have a planned amount of time → **Go to Question 9**
- Spent longer time than planned
- Spent about the time planned
- Spent less time than planned

b) If the amount of time you and your personal group spent visiting Boston NHP differed from the amount that you planned for this visit (longer or shorter), what were the reasons for changing your plan?

- Fewer things to do/see than expected
 - More things to do/see than expected
 - Park sites were too crowded to gain an entry at our desired time
 - Unable to locate park sites
 - Other reasons (Please specify below)
-

c) What would encourage you to spend a longer time visiting Boston NHP? Please be specific.

9. a) Prior to your visit, were you aware that Boston NHP and Freedom Trail sites are connected by a common theme, the effort to gain independence through revolution?

- Yes, aware of both the connection and the theme → **Go to Question 10**
- No, was not aware of the connection
- Aware of the connection, but did not know what the theme was

b) As a result of this visit, did you learn about the connection between Boston NHP and Freedom Trail sites through a common theme, the effort to gain independence through revolution?

- Yes
- No

10. Have you and your personal group ever visited Dorchester Heights, George Washington's first victory, which American soldiers secured on the night of March 4, 1776?

- Yes
- No

11. a) On this trip, did you and personal your group visit the Battle of Bunker Hill Museum?

- No ↓
- Yes → **Go to Question 12**

b) If NO, why not? _____

12. a) On this trip, did you or your personal group climb the Bunker Hill Monument?

Yes No

b) In the future, if the park needs to more closely regulate visitation inside Bunker Hill Monument, would you and your personal group be willing to visit the monument using a free timed ticket system with a 20-minute time limit?

Yes, likely No, unlikely Not sure

13. a) Boston NHP consists of three federally owned sites along the Freedom Trail—Charlestown Navy Yard, Bunker Hill, and Dorchester Heights. The rest of the sites are privately or city owned or managed. On this trip, which of the following sites along the Freedom Trail, a 2.5-mile walking trail marked by red bricks in the middle of the sidewalk, did you and your personal group **enter** to visit? Please mark (●) **all** that apply.

All sites along the Freedom Trail → **Go to Question 14**

Bunker Hill Monument NPS Visitor Center-Downtown

Battle of Bunker Hill Museum Old State House

USS Constitution (“Old Ironsides”) Old South Meeting House

USS Constitution Museum USS Cassin Young

Copp’s Hill Burying Ground Paul Revere House

Charlestown Navy Yard Visitor Center Granary Burying Ground

Information Kiosk in Boston Common State House

King’s Chapel and Burying Ground Old North Church

Faneuil Hall Boston Massacre Site

Other (Please specify) _____

b) Were you and your personal group able to find the sites that you wanted to visit on the Freedom Trail?

Yes No

c) When your group first arrived at Boston NHP, what was the first site that you and your personal group visited on the Freedom Trail?

Specify site: _____

Don’t remember

14. a) On this trip, did you and your personal group take a walking tour on the Freedom Trail? Please mark (●) one.

- No, did not take a tour → **Go to Question 15**
- Yes, free ranger-led tour → **Go to Question 15**
- Yes, commercial private tour by costumed guide (for a fee)
- Yes, self-guided tour with National Park Service brochure
- Yes, self-guided tour with brochure issued by other organization
- Yes, other (Please specify)_____

b) Were you and your personal group aware of the free ranger-led tours before taking a private or self-guided tour?

- Yes
- No

15. a) During this visit to Boston NHP, did you and your personal group have any personal interaction with a park ranger outside a ranger-led program?

- Yes
- No → **Go on to Question 16**

b) If YES, please rate the quality of your interaction with the park ranger. Please mark one (●) for each item.

Park ranger, other than ranger-led program	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. a) Please mark (●) **all** of the visitor services and facilities that you or your personal group **used** at Boston NHP during this visit.
- b) Next, for only those services and facilities 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 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 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Indoor exhibits	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____
<input type="radio"/> Charlestown Navy Yard Visitor Center	_____	_____
<input type="radio"/> Downtown Visitor Center	_____	_____
<input type="radio"/> Visitor center bookstore sales items (selection, price etc.)	_____	_____
<input type="radio"/> Battle of Bunker Hill Museum	_____	_____
<input type="radio"/> Directional signs to find park sites	_____	_____
<input type="radio"/> Assistance from park staff/volunteers	_____	_____
<input type="radio"/> Ranger-led programs/talks	_____	_____
<input type="radio"/> Shipyard Gallery (food concession)	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Access for disabled persons	_____	_____

17. a) On this visit, did you and your personal group visit any of the Eastern National bookstores—in the Charlestown Navy Yard Visitor Center, Downtown Visitor Center or at the Battle of Bunker Hill Museum?

Yes No

b) What items, if any, that are not currently provided in the bookstores would you and your personal group like to see sold in the future? Please be specific.

18. a) Did you and your personal group use the park website (www.nps.gov/bost) for planning trips to Boston NHP?

Yes No → **Go to Question 19**

b) If YES, please rate how helpful the website was in planning your visit by marking (●) **one** response below.

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

c) Please rate the following aspects of the park website. Please mark (●) **one** for each aspect.

	Very poor	Poor	Average	Good	Very good
Ease of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of downloading videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. a) Prior to your visit to Boston were you and your personal group aware of the following National Park System sites within 5 miles of Boston NHP?

b) Have you and your personal group visited, or plan to visit, these sites in the future? Please mark (●) **one** response for each site.

a) Aware?			b) Visited or plan to visit?	
Yes	No		Yes	No
<input type="radio"/>	<input type="radio"/>	Boston Harbor Islands National Recreation Area	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Boston African American National Historic Site	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Longfellow National Historic Site	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	John F. Kennedy National Historic Site	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Frederick Law Olmsted National Historic Site	<input type="radio"/>	<input type="radio"/>

20. a) If you were to visit Boston NHP in the future, would you and your personal group be interested in any of the following audio tours? Please mark (●) **one** response for each choice.

b) For the audio tour that you are interested in taking, would you be willing to pay a fee of not more than \$20.00 for taking that tour? Please mark (●) **one** response for each tour.

a) Interested?			b) Willing to pay?	
Yes	No		Yes, likely	No, unlikely
<input type="radio"/>	<input type="radio"/>	Cellphone tour	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Podcast tour	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

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

- Not interested in learning about the park → **Go to Question 22**
- Static exhibits
- Park website: www.nps.gov/bost
- Movies/films
- Historian/expert lectures/talks
- Ranger-led talks/interpretive programs
- Living history programs/dramatic presentations (people in costume)
- Self-guided audio tours (with map/publication, audio, cell phone)
- Interactive exhibits (displays on computer/palm pilot/blackberry, etc.)
- Roving rangers available to answer questions
- Printed materials (brochures, books, maps, etc.)
- Other (Please specify) _____

b) What did you and your personal group like **least** about your visit to Boston NHP?

29. If you were a manager planning for the future of Boston NHP what would you and your personal group propose for changes?

30. Is there anything else you and your personal group would like to tell us about your visit to Boston NHP?

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

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

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

OFFICIAL BUSINESS

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