



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

Visitor Services Project

# 2013 Visitor Study

Insert photo

OMB Control Number: 1024-0224

Current Expiration Date: 8-31-2014

**United States Department of the Interior**

NATIONAL PARK SERVICE

**[SPECIFY PARK NAME]**

Address



Date, 2013

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to **[SPECIFY PARK NAME]**. This information will assist us in our efforts to better manage this park and to serve you.

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 in the postage-paid envelope provided and drop it in any U.S. Postal mailbox.

If you have any questions, please contact Lena Le, Visitor Services Project Director, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS 1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email).

We appreciate your help.

Sincerely,





[insert signature]

Name  
Superintendent

### DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. For questions that use circles (O), 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. Seal it in the postage-paid envelope provided.
4. Drop it in a U.S. Postal mailbox.

**Paperwork Reduction Act Statement:** The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. We will use this information to evaluate visitor services and facilities managed by [**SPECIFY PARK NAME**]. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. 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 20 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 Lena Le, Visitor Services Project Director, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS 1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

## 2013 Visitor Survey

For the purposes of this review and submission the justifications for each question or section of questions is highlighted in a shaded text box above each question. These text boxes will not be printed on the final version of the surveys. The Topic Areas noted match the currently approved pool questions for the NPS Programmatic Review Process (1024-0224 – Current Expiration Date: 8-31-2014). The questions that are slight variations are denoted as such. Any questions that are outside the general scope of the programmatic review process have been carefully discussed and generally approved by the NPS Information Collection Review Coordinator with understanding that those questions will require further review and consideration by OMB before full determination and approval can be granted.

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

### TOPIC AREA 2 - TPLAN1

1. a) Prior to this visit, how did your personal group obtain information about [*specify park name*]? 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 [*specify park name*] in the future, how would your personal group 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"/>	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"/>	[ <i>specify park name</i> ] website: www.nps.gov/xxxx
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<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 units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<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) _____

### Topic Area 2 – TPLAN2

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

- No                       Yes → **Go to Question 2**

**Topic Area 2 - TPLAN3**

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

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**Topic Area 2 - TPLAN6**

2. a) Did your personal group obtain information from the park website (<http://www.nps.gov/>) to plan your visit to [*specify park name*]?

- Yes                       No → **Go to Question 3**

**Topic Area 2 - TPLAN7**

b) If YES, please rate how helpful the park website was in planning your visit. Please mark (•) **one**.

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

**Topic Area 2 - TPLAN8 (variation)**

c) What information did you need to plan your visit that was not available on the website?

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<b>Topic Area 2 – TPLAN 6, 7, &amp; 8 (variation)</b>
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3. a) Please indicate whether your personal group visited the following webpages to plan this visit to [specify park name].

b) Overall, how would you rate the quality of information provided on the internet? Please mark (.) one.

a) Visited?	Webpage	b) What quality?				
		Very poor	Poor	Average	Good	Very good
<input type="radio"/>	Park website: <a href="http://www.nps.gov/">http://www.nps.gov/</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Park Facebook page: <a href="https://www.facebook.com/">https://www.facebook.com/</a> [specify park name]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Park Twitter Account <a href="http://twitter.com">http://twitter.com</a> [specify park name]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Did you find the information that you needed on the internet?

Park website	<input type="radio"/>	No	<input type="radio"/>	Yes
Park Facebook page	<input type="radio"/>	No	<input type="radio"/>	Yes
Park Twitter Account	<input type="radio"/>	No	<input type="radio"/>	Yes

d) If NO, what type of information did your personal group need that was not available? Please be specific.

Park website \_\_\_\_\_

Park Facebook page \_\_\_\_\_

Park Twitter Account \_\_\_\_\_

<b>Topic Area 1 – KNOW2 (variation)</b>
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4. Prior to this visit, was your personal group aware [specify park name] is a unit of National Park System?

Yes                       No

<b>Topic Area 3 – TRIPC1</b>
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5. a) Was every member in your personal group a resident of the [specify park name] area (within time/distance)?

No                       Yes

**Topic Area 3 - TRIPC1**

b) For nonresident members of your personal group, what was the primary reason they came to the area? Please mark (●) only **one**.

- Visit [*specify park name*]
- Visit friends/relatives in the area
- Unplanned stop on the way to somewhere else
- Business
- Other reason (Please specify) \_\_\_\_\_

**Topic Area 3 - TRIPC1 (variation)**

6. On this visit, what were the reasons your personal group visited [*specify park name*]? Please mark (●) all that apply.

- To visit a National Park Service site
- To show this park to friends/relatives
- To obtain stamp in my National Park Service passport
- To participate in a specific activity (describe) \_\_\_\_\_
- To learn about the history of this site
- Saw the sign on highway and thought it would be interesting
- Other (Please specify) \_\_\_\_\_

**Topic Area 3 - TRANS1 (variation)**

7. For the non-resident members of the area (within time/distance), what was the method of transportation that your personal group used to travel most of the distance from their home to the area? Please mark (●) only **one**.

- Car
- Motorcycle
- SUV/truck/van
- Motorhome
- Airplane
- Other (Please specify) \_\_\_\_\_

**Topic Area 6 - EVALSERV4**

8. On this visit, were the signs directing your personal group to and around [*specify park name*] adequate? Please mark (●) **one** answer for each of the following.

- |                               |                           |                          |                                   |
|-------------------------------|---------------------------|--------------------------|-----------------------------------|
| a) Interstate signs           | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) State highway signs        | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) Signs in local communities | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| d) Signs in the park          | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |

**Topic Area 6 - EVALSERV5**

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

Interstate \_\_\_\_\_

State highway \_\_\_\_\_

In local communities \_\_\_\_\_

In park \_\_\_\_\_

### Topic Area 3 – TRIPC3

9. a) On this trip, did your personal group stay overnight away from home inside [*specify park name*] or in the area (within time/distance)?

Yes  No → Go to Question xx below

- b) If YES, please list the number of nights your personal group stayed inside [*specify park name*] and in the local area (within time/distance).

Number of nights inside [*specify park name*] \_\_\_\_\_

Number of nights in [*specify park name*] area (within time/distance) \_\_\_\_\_

- c & d) In which type(s) of accommodations did your personal group spend the night(s) inside the park and in the local area? Please mark (•) all that apply.

<u>Accommodation</u>	<u>c) Inside park</u>	<u>d) Outside park</u>
Lodge, motel, rented condo/home, cabin, B&B	n/a	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer/tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Backcountry camping	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

c) Inside park \_\_\_\_\_ d) Outside park \_\_\_\_\_

### Topic Area 3 – TRIPC4&5

10. On this trip, where did your personal group stay on the **night before** and the **night after** visiting [*specify park name*]? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

b) AFTER visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

### Topic Area 3 – TRIPC8

11. On this visit, how much **total** time did your personal group spend visiting [*specify park name*]? (Please list partial hours or days as  $\frac{1}{4}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$ )

\_\_\_\_\_ Number of hours, if **less than 24 hours**



\_\_\_\_\_ Number of days, if **24 hours or more**

**Topic Area 3 – TRIPC8**

12. a) On this visit, how long did your personal group stay at [*specify park name*]? (Please list partial hours as  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ )

\_\_\_\_\_ Total number of hours

b) Did your personal group visit [*specify park name*] on more than one day?

No       Yes → c) If YES, on how many days? \_\_\_\_\_

**Topic Area 3 – TRIPC9**

13. a) Compared to what you had planned, how much time did your personal group spend visiting [*specify park name*]? Please mark (●) **one**.

- Did not have a planned amount of time → **Go to Question 14**
- About the same time as planned
- Longer than planned
- Shorter than planned

**Topic Area 3 – TRIPC10&11 (variation)**

b) If the amount of time your personal group spent visiting [*specify park name*] differed from what you had planned (longer or shorter), what were the reasons for changing your plans?

\_\_\_\_\_

\_\_\_\_\_

c) If the amount of time your personal group spent visiting was shorter than what you had planned, what would encourage you to stay longer or to visit again?

\_\_\_\_\_

\_\_\_\_\_

**Topic Area 3 – TRIPC20**

14. a) In which communities did your personal group obtain support services (e.g. gas, food, lodging, information) for this visit to [*specify park name*]? Please mark (●) all that apply.

None → Go to Question xx

**Topic Area 3 – TRIPC23**

b) What services did your personal group use in these communities? Please mark (●) all that apply.

a) Community	Information	b) Services used		
		Gas	Food	Lodging
<input type="radio"/> [ <i>specify community</i> ]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> [ <i>specify community</i> ]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> [ <i>specify community</i> ]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> [ <i>specify community</i> ]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (Specify below) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 3 – TRIPC21**

c) Were you and your personal group able to obtain all of the services that you needed in these communities?

Yes                       No

**Topic Area 3 – TRIPC22**

d) If NO, what needed services were not available?

Service (list)	Comments (Please be specific.)
_____	_____
_____	_____
_____	_____

**Topic Area 3 - TRIPC18**

15. On this visit to [*specify park name*], which other places did you and your personal group visit in the area Please mark (•) **all** that apply.

- [area-specific list of nearby attractions/places]
- Other (Please specify) \_\_\_\_\_

**Topic Area 3 - ITIN1**

16. On this visit, which of these places did your personal group visit?

b) Prior to visit, aware site is part of park?		Park site	c) Places visited?
Yes	No		
<input type="radio"/>	<input type="radio"/>	Park specific list of places	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

**Topic Area 3 - ITIN1**

17. On this visit to [*specify park name*], please mark (•) **all** the sites within the park that your personal group visited on the map below.



<b>Topic Area 3 – ACT1</b>
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18. a) On this visit, in which activities did your personal group participate within [*specify park name*]? Please mark (.) all that apply in column (a).
- b) If you were to visit the park in the future, in which activities would your personal group participate? Please mark (.) all that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Bird watching/wildlife viewing/wildflower viewing
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Climbing
<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	Hiking/walking
<input type="radio"/>	<input type="radio"/>	Hunting/trapping
<input type="radio"/>	<input type="radio"/>	Obtaining National Park passport stamp
<input type="radio"/>	<input type="radio"/>	Overnight backpacking
<input type="radio"/>	<input type="radio"/>	Participate in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Stop at scenic overlooks
<input type="radio"/>	<input type="radio"/>	Swimming
<input type="radio"/>	<input type="radio"/>	Water sport (rafting, canoeing, kayaking, etc.)
<input type="radio"/>	n/a	Other - this visit (Specify below) _____
n/a	<input type="radio"/>	Other - future visit (Specify below) _____

<b>Topic Area 3 – ACT2</b>
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- c) Which one of the above activities was the primary reason your personal group visited [*specify park name*] on this visit? Please list one response.

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**Topic Area 3 – ACT7**

19. On this visit to [*specify park name*], did you and your personal group attend any ranger-led talks/ programs??

YES  Please list the ranger-led program/talk. (Specify) \_\_\_\_\_  
 Now, please us your thoughts about the program or talk. Mark (●) **one** for each aspect below.

The program length was

- Too short
- About right
- Too long

Topics discussed during the program was:

- Extremely interesting
- Somewhat interesting
- Not at all interesting

NO  Please tell us what prevented your personal group from participating in ranger-led talks/ programs? Please mark (●) **all** that apply.

- Did not have time for this activity
- Not aware of any ranger-led talks/programs offered at park
- Not enough programs offered
- Not interested

Is there any aspect of the story that you feel should be strengthened?

- No
- Yes. Please be specific \_\_\_\_\_

**Topic Area 3 – LEARN1**

20. a) The interpretive programs and visitor center exhibits at [*specify park name*] discussed topic related to history. Please mark all topics you learned (or learned more) about on this visit.

Did not learn about any topics on this visit → **Go to part (c) of this question**

b) For those topics, how much did your level of understanding of the topics improve during your visit? Please mark (●) one answer for each topic.

c) Please mark (●) the topics you would be interesting in learning (or learning more) about on a future visit.

a) Learned on this visit?		Topic	b) Level of understanding improved?				c) Interested on future visit?	
Yes	No		Not at all	Slightly	Somewhat	Significantly	Yes	No
<input type="radio"/>	<input type="radio"/>	Park specific list	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 3 – LEARN3**

d) Please list any additional topics your personal group is interested in learning about at [*specify park name*].

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**Topic Area 3 – TRIPC31**

21. a) Did your personal group bring electronic devices with you on this trip?

- Yes                       No → Go to question 23

b) If YES, what devices did your personal group bring to the park? Please mark (•) all that apply.

- Smart phone     Tablet  
 GPS wayfinding device                                       Laptop computer  
 Other (Please specify) \_\_\_\_\_

**Topic Area 6 – EVALSERV13**

22. a) Please mark (•) all services and facilities that your personal group used at [*specify park name*] during this visit.

b) For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group used, please rate their quality from 1-5.

a) Information services/facilities used?	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Campground	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper	_____	_____
<input type="radio"/> Park website: www.nps.gov/ used before or during visit	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Trails	_____	_____

- Visitor center exhibits \_\_\_\_\_
- Visitor center (overall) \_\_\_\_\_

**Topic Area 6 - EVALSERV1**

23. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at [*specify park name*] 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"/> |

**Topic Area 3 - ACT28**

24. a) During this visit to [*specify park name*], did your personal group obtain information from a National Park Service uniformed employee or volunteer?

- Yes                       No → **Go to Question 26**

**Topic Area 6 - EVALSERV10**

b) If YES, using the scale below, please rate the quality of your interaction with the uniformed employee/volunteer. Please mark (●) **one** response for each item.

	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"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 6 - OPMGMT4**

25. It is the National Park Service’s responsibility to protect [*specify park name*] natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to you and your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developed recreation facilities (campground, trails, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Natural features (such as arches, bluffs, streams)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 6 – EVALSERV32, 33 & 34**

26. a) Would you recommend visiting [*specify park name*]to others?

Yes  
↓

b) If YES, please explain why.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

No  
↓

c) If NO, please explain why not.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Topic Area 3 – FVIS7**

27. a) If you were to visit [*specify park name*]in the future, would your personal group be interested in attending ranger-led programs in the park?

Yes, likely                       No, unlikely                       Not sure

**Topic Area 3 – FVIS8**

b) If YES, what length of ranger-led program would your personal group like to attend? Please mark (.) **one** for each program.

Under 1/2 hour                       1/2 - 1 hour                       1 - 2 hours

Other length (Please specify) \_\_\_\_\_

**Topic Area 3 – FVIS11**

c) What time of the day would be most suitable for your personal group to attend a ranger-led program/talk?

Between 8am and 10am                       Between 10am and noon

After noon to 2pm                       Between 2pm to 4pm

Other (Please specify) \_\_\_\_\_

**Topic Area 3 – FVIS5**

28. If you were to visit [*specify park name*] in the future, how would your personal group prefer to learn about cultural and natural history/features of the park? Please mark (.) **all** that apply.



- Not interested in learning about the park → **Go to Question 30**
- Indoor exhibits
- Park website: www.nps.gov/xxxx
- Volunteer opportunities
- Interactive computer programs
- Other electronic medias (downloadable digital files, podcasts, Facebook, etc.)
- Audiovisual programs (DVD, video, or audio)
- Hands-on activities with touchable subjects/artifacts
- Living history demonstrations/costumed interpretive programs
- Self-guided with printed materials (brochures, books, maps, etc.)
- Other (Please specify) \_\_\_\_\_

**Topic Area 3 – FVIS19**

29. a) Were there any sales items that your personal group would have liked to purchase that are not currently available?

- Yes                       No → **Go to Question 31**

b) If YES, what items would your personal group like to have available for purchase in the future? Please mark (•) **all** that apply.

- Additional publications (books, brochures, etc.)  
    ▶ List subjects you are interested in \_\_\_\_\_
- Additional maps (other than park brochure/map)
- CDs, DVDs, downloadable digital files such as podcasts, etc.
- Other (Please specify) \_\_\_\_\_

<b>Topic Area 7 – ECON4</b>
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30. For your personal group, please estimate all expenditures for the items listed below for this visit to [*specify park name*] and the surrounding area (within time/distance). Please write "0" if no money was spent in a particular category.

a) Please list your personal group's total expenditures inside [*specify park name*].

b) Please list your personal group's total expenditures in the communities in surrounding area outside the park (within time/distance).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to [ <i>specify park name</i> ].
---

Expenditures	a) Inside [ <i>specify park name</i> ]	b) In the communities within (within time/distance)
Spent no money	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (d)
Lodge, motel, rented condo/home, cabin, etc.		\$ _____
Camping fees and charges (including backcountry)	\$ _____	\$ _____
Water rafting/kayaking/canoeing guide fees and charges	\$ _____	\$ _____
Other guide fees and charges (if appropriate)	\$ _____	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, auto repairs, taxis, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	n/a	\$ _____
All other expenditures (souvenirs, books, sporting goods, donations, etc.)	\$ _____	\$ _____

<b>Topic Area 7 – ECON5</b>
-----------------------------

c) How many people do the above expenses cover?

\_\_\_\_\_ Adults (18 years or over)

\_\_\_\_\_ Children (under 18 years)

Please write "0" if no children were covered by the expenditures.

<b>Topic Area 3 – ITIN7</b>
-----------------------------

31. a) On this visit to [*specify park name*], did your personal group visit the any of park bookstores?

Yes                       No → Go to Question 33

**Topic Area 6 – EVALSERV13 VARIATION**

b) If you visited either of the park bookstores, was the space adequate?

	a) Visit park bookstore?		b) If visited, was bookstore space adequate?	
	Yes	No	Yes	No
[location]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[location]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 1 – GR2**

32. On this visit, was your personal group part of the following types of organized groups?

a) A List of Park Specific group listed here                       Yes                       No

**Topic Area 1 – GR3**

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

\_\_\_\_\_ Number of people in organized group

**Topic Area 1 – GR1**

33. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (•) **one**.

- Alone
- Family
- Other (Please specify) \_\_\_\_\_
- Friends
- Family and friends

**Topic Area 1 – GR3**

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

\_\_\_\_\_ Number of people in personal group

**Topic Area 3 – TRANS2**

c) On this visit, how many vehicles did your personal group use to arrive at the park?

\_\_\_\_\_ Number of vehicles

**Topic Area 3 – TRIPC7**

d) On this visit, how many times did your personal group enter the park?

\_\_\_\_\_ Number of entries

**Topic Area 1 – GR4**

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

- Yes                       No

b) If YES, what activities, services or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

\_\_\_\_\_

\_\_\_\_\_

b) Because of the physical condition, which specific difficulties did the person(s) have? Please mark (•) **all** that apply.

c)

- Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)
- Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)
- Mobility (difficult in accessing facilities, services, or programs even with walking aid and/or wheelchairs)
- Other (Please specify)

**Topic Area 1 – RACE/ETH1**

35. a) Are members of your personal group Hispanic or Latino? Please mark (•) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 1 – RACE/ETH3**

b) What is the race of each member of your personal group? Please mark (•) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Topic Area 1 – AGE1**

36. For your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) What year was your first visit to [specify park name]	d) Number of times visited [specify park name] (including this visit)
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

**Topic Area 1 - ED1**

37. For you only, what is the highest level of education you have completed? Please mark (●) one.

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

**Topic Area 7 - ECON1**

38. a) For you only, which category best represents your annual **household** income? Please mark (●) one.

- Less than \$24,999
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000 or more
- Do not wish to answer

b) How many people are in your household? \_\_\_\_\_ Number of people

**Topic Area 6 - EVALSERV3**

39. a) What did you or your personal group like most about your visit to [specify park name]?

\_\_\_\_\_

**Topic Area 6 - EVALSERV2**

b) What did you like least about your visit to [specify park name]?

\_\_\_\_\_

**Topic Area 6 - OPNMGMT2**

40. If you were a manager planning for the future of [specify park name] what would you propose?


\_\_\_\_\_

**Topic Area 6 – OPMGMT3**

41. Is there anything else you would like to tell us about your visit to [*specify park name*]?  

---

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. Postal mailbox.

 Printed on recycled paper

**OFFICIAL BUSINESS**

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**Addendum – Questions specific to Salem Maritime National Historic Site**

Salem Maritime National Historic Site (NHS) preserves 400 years of maritime history when Salem was the port of global trade. The site was established in 1938, but has never had a visitor study. The park managers need data on visitors and their opinions to improve interpretive operations and in working with park partners. Questions 1 to 3 are needed to obtain information about interpretive services at different locations at the park and difference aspect of interpretive program.

**Topic Area 1 – KNOW9**

1 A) Prior to your visit, was your personal group aware that the following places are all part of Salem Maritime NHS?

b) Prior to visit, aware site is part of park?		Park site	c) Places visited?
Yes	No		
<input type="radio"/>	<input type="radio"/>	Custom House	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Downtown Visitor Center	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Derby Wharf	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Friendship of Salem (replica tall ship)	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Orientation Center	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Derby House	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Narbonne House	<input type="radio"/>

**Topic Area 3 – ACT7 VARIATION**

2. On this visit, what were your personal group’s reasons for visiting the Downtown Visitor Center? Please mark (•) all that apply.

- Learn about maritime history
- Learn what to see and do in Salem
- Purchase bookstore items
- Orientation to park, park activities
- Learn about witches of Salem
- Other (Specify)\_\_\_\_\_

**Topic Area 6 – FVIS16 VARIATION**

3. a) If your personal group were to visit Salem Maritime NHS in the future, would you be interested in going out on the water by boat or ship for recreation or interpretation?

Recreation trip on boat/ship	<input type="radio"/>	Yes	<input type="radio"/>	No
Interpretive trip on boat/ship	<input type="radio"/>	Yes	<input type="radio"/>	No

**Topic Area 6 – EVALFEE1**

b) Would you be willing to pay \$10/adult (\$5/child) for a one-hour trip on a boat/ship?

- Yes
- No



## Questions specific to Saugus Iron Works National Historic Site

Saugus Iron Works National Historic Site (NHS) preserves the site of ironworks from the 1600's, where European iron makers brought their skills to the American colonies. Reconstructed structures show the process for making iron. No in-depth visitor studies have ever been done in the history of the park. Question 1 will help determine visitors' preferences of how the park story can be presented. Questions 2 and 3 help determine the possibility of an extended operating season at the park.

### Topic Area 3 - TRIPC35

1. Saugus Iron Works NHS has reconstructed iron works buildings and waterwheels. In the future, these structures will need replacing, requiring either very large trees (higher cost) or the possibility of using recycled plastic that looks like wood (lower cost). How would either of these options affect your personal group's experience?

Type of material for reconstruction	Effect on your experience?		
	Enhance	No effect	Detract from
Large trees for wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycled plastic to look like wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Topic Area 1 - KNOW9

2. a) Prior to this visit, was your personal group aware that Saugus Iron Works NHS is only open seasonally from April 1 through October 31 every year?
 

Yes                       No

### Topic Area 3 - FVIS1 VARIATION

- b) If the site were open during the winter months (November 1 through March 31), would your personal group be likely to visit?
 

Yes, likely                       No, unlikely

### Topic Area 3 - FVIS1

3. a) Would you or members of your personal group consider visiting Saugus Iron Works NHS again in the future?
 

Yes, likely                       No, unlikely                       Not sure



## Questions specific to George Washington Memorial Parkway—Columbia Island

George Washington Memorial Parkway (GWMP) was established in 1930 as a memorial to the first US President. The site of the 25-mile parkway has never had a visitor study since it was established, so data is needed about visitors and their opinions to inform the General Management Plan, Strategic Plan, Long Range Interpretive Plan and partnership planning. Questions 1 and 2 are needed for resource management planning. Question 1 addresses the needs and appropriate design of parking space, question 2 provides information about trail use pattern. Park managers are also trying to determine whether auxiliary services such as gas station meet visitors' needs. The information will be used in improving concession services. Questions 3 and 4 aim to assess visitors understanding of the national significance of the park and how effective interpretive program is in delivering this message.

### Topic Area 3 – TRANS1 VARIATION

1. On this visit, what forms of transportation did your personal group use to travel between your overnight accommodations or home and Columbia Island? Please mark (.) **all** that apply.
- |  |  |
|--|--|
| <input type="radio"/> Private vehicle (car, SUV, pickup, RV, etc.) | <input type="radio"/> Public transit (bus, etc.) |
| <input type="radio"/> Rental vehicle                               | <input type="radio"/> Tour/school bus            |
| <input type="radio"/> Bicycle                                      | <input type="radio"/> Taxi/limousine             |
| <input type="radio"/> On foot                                      | <input type="radio"/> Motorcycle                 |
| <input type="radio"/> Other (Please specify) _____                 |  |

### Topic Area 3 – TBACK10 VARIATION

2. If you accessed Columbia Island by the Mount Vernon Trail, did you use any of the following connector trails?
- |  |                             |
|--|-----------------------------|
| <input type="radio"/> TRAIL                        | <input type="radio"/> Trail |
| <input type="radio"/> Other (Please specify) _____ |                             |

### Topic Area 6 – EVAL13 VARIATION

3. a) Columbia Island is one of a few places to obtain gasoline for boats on the Potomac River in Washington, DC. How satisfied was your personal group with the products available at the marina?
- Did not use → **Go to Question xx**
- |                       |                       |                                       |                       |                       |
|-----------------------|-----------------------|---------------------------------------|-----------------------|-----------------------|
| Very satisfied        | Satisfied             | Neither satisfied<br>nor dissatisfied | Dissatisfied          | Very dissatisfied     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/>                 | <input type="radio"/> | <input type="radio"/> |

### Topic Area 6 – EVALSERV14

- b) If you marked "dissatisfied" or "very dissatisfied," please explain why.

---

**Topic Area 3 - LEARN9**

4. George Washington Memorial Parkway, including Columbia Island, was established because of its significance to the nation. In your opinion, what is the national significance of George Washington Memorial Parkway?
- 
- 

**Topic Area 3 - FVIS4**

5. If you were to visit in the future, which subjects would your personal group prefer to learn about at Columbia Island? Please mark (•) **all** that apply.
- Not interested in learning about park → **Go to Question xx**
  - Subject \_\_\_\_\_  Subject \_\_\_\_\_
  - Other (Please specify) \_\_\_\_\_

## Questions specific to Hagerman Fossil Beds National Monument

Hagerman Fossil Beds National Monument preserves a group of mammalian fossils uncovered by the Snake River. This park has never had a visitor study since it was established in 1988. HAFO and Minidoka National Historic Site are two neighboring NPS sites which often collaborate on management effort. Question 1 is needed to inform the management team of visitor's awareness about the connection between the sites and how they became aware. Question 2 is needed for interpretive planning at the park as it addresses the interpretive topic that the visitors are interested in and the information that they receive.

### Topic Area 3 - TRIPC19

1. a) On this visit to Hagerman Fossil Beds NM, did your personal group also visit Minidoka National Historic Site (NHS)?
- Yes                       No → Go Question xx

### Topic Area 2 - TPLAN1

- b) If YES, how did your personal group find out about Minidoka NHS?
- Park staff at Hagerman Fossil Beds NM
- Park websites: [www.nps.gov/hafo](http://www.nps.gov/hafo) or [www.nps.gov/miin](http://www.nps.gov/miin)
- Exhibits at Hagerman Fossil Beds NM
- Other (Please specify) \_\_\_\_\_

### Topic Area 3 - TRIPC12

- c) Did you have difficulty finding your way to Minidoka NHS?
- Yes                       No → Go Question xx

### Topic Area 3 - TRIPC13

- d) If YES, what problems did you have? \_\_\_\_\_
- \_\_\_\_\_

### Topic Area 3 - LEARN1 (variation)

- 2 a) How interested were you in learning these topics? Please rate level of interest for each topic

**Topic Area 6 – EVALSERV31**

b) For only those topics that you learned about, please rate from 1-4 your level of interest in the topic and from 1-4 in the amount of information that you received.

Topic	a) Interest in topic	b) Amount of information received
	1=Not interested 2=Somewhat interested 3=Moderately interested 4=Very interested 5=Extremely interested	1=Almost none 2=Some, but not enough 3=About right 4=Too much
Topic	_____	_____
Topic	_____	_____
Fossils	_____	_____