

National Park Service U.S. Department of the Interior

OMB Control Number: 1024-0224 Expiration Date: 5/31/2019

Castillo de San Marcos National Monument Visitor Study



2017

ID:	Date: '					
Time: :	○ AM ○ PM Location:					
Weather:	O Sunny O Partly Cloudy O Overcast/Rain O Storm					
Special Event:	O No O Yes (Specify)					

Paperwork Reduction and Privacy Act Statements: The National Park Service is authorized by the NPS Research Mandate (54 USC 100702) to collect this information. This information will be used by park managers to evaluate visitor experiences related to the services and facilities managed at Castillo de San Marcos National Monument. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. 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 and expiration date.

Burden Estimate: We estimate that it will take an average of 12 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss social science@nps.gov (email).

> OMB Approval XXXX-XXXX Current Expiration Date: X-XX-XXXX

DIRECTIONS

Please have the adult in your group (at least 18 years old) having the next birthday complete this questionnaire.

A **visit** is defined as the day in which you were contacted to complete this questionnaire.

For questions that use circles (O), please mark your answer by filling in the circle.

Like this: Not like this: V X O







	1. Group Characteristics
Topic	: Area 1 - GROUP5
1.	Including yourself, how many people are in your personal group during your visit to Castillo de Sa Marcos National Monument (NM) today?
	Number of adults (18 years or older)
	Number of children (under 18 years)
Topic	: Area 1 - GROUP4
	Which of the following best describes your personal group? Please mark (●) one. O Organized group O Church group O Youth camp O School group O Scouts (i.e., Boy Scouts, Girl Scouts, Cub Scouts, etc.) O Other (Please specify): O Alone O Family O Friends O Family and friends O Other (Please specify):
-	Including this visit, approximately how many times have you visited Castillo de San Marcos NM? In the last 12 months: times, including this visit In your lifetime: times, including this visit
Topic	: Area 4- VISHIS11
4.	How much total time did you spend in the Castillo today? Please mark (●) one. O Less than 1 hour O About 1 hour O Between 1 and 2 hours O About 2 hours O More than 2 hours

Topic Area 10 - ECON20

5. Did you purchase an entrance ticket to the Castillo today?

- O Yes
- O No, I purchased an entrance ticket on another day
- O No, I did not know an entrance ticket was required → Go to Question 7

Topic A	rea 4 - TRIPC5
6. Do O O	you plan to use your entrance ticket to visit the fort again before the ticket expires? Yes No Don't know/Not sure
Topic A	rea 9 - KNOW2
7. Ar O O	e you aware of Fort Matanzas National Monument (NM)? Yes No → Go to Question 10
Topic A	rea 4 - VISHIS7
8. Di O O	d you and your personal group visit Fort Matanzas NM in the <u>last 7 days</u> ? Yes No Don't know/Not sure
Topic A	rea 4 - FVIS22
9. Do O O	you and your personal group plan to visit Fort Matanzas NM in the <u>next 7 days?</u> Yes No Don't know/Not sure
	2. Trip Characteristics
Topic A	rea 2 - ITIN2
_	hen did you decide to visit Castillo de San Marcos NM? Please mark () one. Today In the last week More than a week ago, but in the last month More than a month ago, but in the last year More than a year ago Don't know/can't recall
Topic A	rea 2 - INFOSOURCE9
al 0 0 0	Friends/relatives/word of mouth Inquiry to park via phone, mail, or email Castillo de San Marcos NM website (nps.gov/CASA) TripAdvisor (tripadvisor.com) Other website (Please specify):

0	Newspaper/magazine articles
0	Other units of the National Park System (NPS)
0	School class/program
0	Social media (such as Facebook, Twitter, etc.)
0	State welcome center/visitors bureau/chamber of commerce
0	Television/radio programs/DVDs
0	Travel guides/tour books (such as AAA, etc.)
0	Other (Please specify):
O F	Did not obtain information prior to this visit
Topic Ar	rea 2 - INFOSOURCE13
on	d you have the information about Castillo de San Marcos NM you needed today? Please mark (e. Yes
0 —	No (Please specify information you needed but didn't have today.)

Topic Area 2 - TPURPOSE2

13. How important to you was each of the following reasons for visiting Castillo de San Marcos NM today? Please mark (♠) **one for each row**.

	Not at All Importa nt	Slightly Importan t	Moderat ely Importan t	Very Importa nt	Extrem ely Importa nt
To visit a National Park Service site	0	О	0	0	0
To learn more about historic weapons	0	0	0	0	0
To learn more about people who occupied the Castillo and St. Augustine	О	O	0	O	0
To be outdoors	0	0	0	0	0
To learn more about the Castillo as a structure	0	О	О	0	0
To spend time with friends/family	0	0	0	0	0
To learn through a variety of exhibits and/or program media	0	О	О	0	О
Other (Please specify):	0	О	О	0	0

Topic Area 2 - TPURPOSE1

3. Park Visit
Topic Area 4 - DEST22
15. Which of the following places in Castillo de San Marcos NM did you visit today? Refer to the survey administrator's map of the Castillo, if needed to help you answer this question. Please mark (♠) a that apply. ○ Exhibit rooms ○ Theater → Did you watch the park film? ○ Yes ○ No ○ Upper-level gun deck ○ Grounds outside of the Castillo ○ Information desk in the Sally Port ○ Bookstore ○ Bathrooms
O Other (Please specify):
Topic Area 5 - RecACT7, RecACT14, and Topic Area 6 - RecACT19
16. a. Did you and your personal group attend any formal informational/interpretive programs at Castillo San Marcos NM today? O Yes → What formal program(s) did you and your personal group attend? Please mark (●) all th apply. O Cannon firing demonstration O Other historic weapons demonstration O Ranger-led activity, such as a tour or talk O Cultural demonstration or performance O Other (Please specify): O No → Why not? Please mark (●) all that apply. O Not interested in formal informational/interpretive programs O No formal programs were available when we were there O Crowds prevented attendance O Not enough time O Other reasons (Please specify):
Topic Area 5 - RecACT19
 17. In which of the following programs and services did you personally participate within Castillo de San Marcos NM today? Please mark (♠) all that apply. O Talking informally with a ranger/volunteer O Viewing exhibits O Self-guided walking tour O Reading the park brochure or newspaper

	0	Participating with a child in your group in the Junior Ranger program
	0	Other (Please specify):
OR		
	Ο	Did not participate within any programs or services

Topic Area 6 - EVALSERV27

18. To what extent do you agree or disagree with each of the following statements about learning opportunities at Castillo de San Marcos NM? Please mark (●) one for each row.

	Stron gly Disag ree	Disag ree	Neither Agree nor Disagree	Agr ee	Stron gly Agree	Not Applicabl e
Exhibits in the Castillo were engaging.	0	0	Ο	0	0	0
I learned something that was personally meaningful from talking informally with a ranger/volunteer.	0	0	0	0	0	О
Exhibits did not meet my expectations for information included.	0	О	0	0	О	0
Exhibits in the Castillo were not memorable.	0	О	О	0	О	0
My informal conversation with a ranger/volunteer was memorable.	0	О	О	0	О	0
I learned something that was personally meaningful from exhibits.	0	О	О	0	О	0
I am not interested in talking informally with a ranger/volunteer while visiting the Castillo.	0	О	0	O	О	О
Exhibits helped me value Castillo de San Marcos NM.	0	0	O	0	0	0

Topic Area 7 - EVALSERV5/EVALSERV6

19. How important to you was it during your visit to Castillo de San Marcos NM today to learn about the following subjects, and how would you rate the quality of the exhibits/programs in the Castillo about each? For each item, please mark (●) one for importance and one for quality.

		IMPORTANCE					QUALITY					
	Not at all	Slightly	Moderately	Very Important	Extremely	No Evhihite/Drarsm	Poor	Average	Poop	Very Good	Not Applicable	
Native American history and culture	0	0	0	0	0	0	0	0	0	0	0	
Architecture and construction	0	0	0	0	0	O	0	0	0	0	0	
Spanish colonial history and culture	0	0	Ο	0	О	Ο	О	0	0	0	0	

Historic preservation	0	0	0	О	0	0	0	0	О	0	0
Historic weaponry	0	0	0	0	0	0	0	0	0	0	0
Hispanic or Latino American history and culture	0	0	0	0	0	0	0	0	0	Ο	0
African American history and culture	0	0	0	0	0	0	0	О	О	0	0
Archaeology	0	0	0	0	0	0	0	0	0	0	0
Menorcan history and culture	0	0	0	0	0	0	0	0	0	0	0
Military and wartime history	0	0	0	0	0	0	0	О	О	0	0
English colonial history and culture	0	0	0	0	0	0	0	0	Ο	0	0
American history and culture	0	0	0	Ο	0	0	Ο	Ο	О	0	0
Other (Please specify):	0	0	0	0	0	0	0	O	O	0	0

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20. If you were to visit Castillo de San Marcos NM again in the future, are there specific would like to learn about? Please mark (●) one.	subjects you
O Yes (Please specify subjects you would like to learn about.)	
O No	

Topic Area 4 - FVIS7

21	. Castillo de San Marcos NM uses several ways to present information about the above subjects. In
	what ways would you be interested in learning about the above subjects if you were to visit again?
	Please mark (●) all that apply.

O Ranger-led talk	O	Ranger-led	talk
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- O Informal conversations with a ranger/volunteer
- O Film/video
- O Demonstrations
- O Information boards
- O Interactive exhibits
- O Reenactments
- O Smartphone app
- O Audio tour
- O Other (Please specify):_____

Topic Area 7 - EVALSERV15

22. a. Is there any learning or educational aspect of your visit that could have been enhanced by the informational/interpretive

programs and/or exhibits at Castillo de San Marcos NM? Please mark () one.

- O Yes
- O No → Go to Question 23

b. What would you recommend to improve current informational/interpretive programs and exhibits provided at Castillo de San

Marcos NM?	Please be s	specific.		

TOPIC ATEA 7 - NECEXP13	
23. What did you enjoy most about your visit to Castillo de San Marcos NM today?	
Topic Area 7 - RecEXP16	
24. What did you enjoy least about your visit to Castillo de San Marcos NM today?	
4. Visitor Experience	
Topic Area 4 - DEST3	
25. a. Were you able to visit all of the areas in the Castillo that you wanted to visit today? Please (♠) one.	: mark
O Yes → Go to Question 26	
O No	
Topic Area 4 - DEST4	

b. If you were unable to visit an area that you wanted to visit, what prevented you from visiting it? Please mark (a) all that

apply.

- O Not enough time
- O Too many people were present in the area
- O View of exhibits or demonstrations in the area was obstructed by other people
- O Area closure
- O Other (Please specify):_____

Topic Area 6 - CROWD30

26. Please indicate how your experience of each of the following items during this visit compared with your expectations. Please mark (●) one for each item.

	A lot more than expected	More than expected	About as expected	Less than expected	A lot less than expected	I had no expectation
Amount of information available to guide my visit	О	0	0	0	0	О
Number of opportunities (e.g. programs, exhibits, films) to learn	0	0	0	0	0	О
Amount of time spent waiting to enter the Castillo	0	0	0	0	0	0
The number of people inside the Castillo	О	0	0	0	0	О
Amount of time spent waiting to view exhibits	О	0	0	0	0	О
Number of rangers/volunteers	0	0	0	0	0	0

available to answer my questions						
Ease of knowing where to go once I entered the Castillo	0	0	0	0	О	0

Topic Area 6 - CROWD17

27. To what extent do you agree or disagree with each of the following statements about your visit to Castillo de San Marcos NM today? Please mark (●) one for each row.

	Stron gly Disag ree	Disag ree	Neither Agree nor Disagree	Agr ee	Stron gly Agree	Don't Know/ Not Sure
At times today, I felt like I was in the way of other people trying to view or read exhibits in the Castillo.	0	0	0	0	0	0
I skipped going into some exhibit rooms in the Castillo today because they looked too crowded.	О	0	0	O	0	0
Exhibits were easy to read without feeling crowded today.	О	0	О	0	0	0
An organized group or groups caused crowding in the exhibit rooms today.	0	0	О	0	0	0
I never felt like I was in the way of other people moving around in the Castillo today.	О	О	О	0	0	0
Noise from an organized group or groups disrupted my visit today.	О	O	О	0	0	0
The Castillo could accommodate more people than today without feeling crowded.	О	О	О	0	0	0
I didn't visit Castillo de San Marcos NM as long as I wanted to today because it was too crowded.	О	О	0	О	0	0

Topic Area 5 - RecEXP17

28. How much of a problem were each of the following potential issues for you at Castillo de San Marcos NM today? Please mark (●) **one for each row**.

	Big Problem	Small Problem	Not a Problem	Don't Know
Too many people inside the Castillo	0	0	0	0
Noise from other visitors	0	0	0	0
Wait time at the fee booth to enter the Castillo	0	O	O	0
Difficulty viewing/reading exhibits due to crowds	0	О	Ο	О
Difficulty viewing/hearing weapons demonstrations due to crowds	0	О	O	О
Not enough park staff present	0	0	0	0
Not enough restrooms	0	0	0	0
Crowding from organized groups	0	0	0	0

Noise from organized groups	0	0	0	0
Other (Please specify):	0	0	0	0

NOTE TO REVIEWER: For the next section, a series of six photographs will be used to depict various levels of crowding in an exhibit room within the fort. The surveyor will present the photos in random order and after each the respondent will be asked to indicate (yes or no) if they would feel crowded in a room with the number of people depicted in the photo.

Topic Area 6 - CROWD35

- 29. For the next question, please ask the survey administrator to show you the photos they have of people inside an exhibit room in the Castillo.
 - a. For each photograph, please tell us if you would feel crowded if you were in the exhibit room with the number of people depicted in the photograph. Please mark () one for each photograph.

	I would fe	I would feel crowded			
	Yes	No			
Photo 1	0	0			
Photo 2	0	0			
Photo 3	0	0			
Photo 4	0	0			
Photo 5	0	0			
Photo 6	0	0			

Topic Area 6 - CROWD35

b. Which photograph shows the number of people you would <u>prefer</u> to see in the exhib	it rooms?
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Ρ	hot	o num	ber:	
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Topic Area 6 - CROWD36

c.	Which photograph shows the maximum number of people you think <u>Castillo de San Marcos NM</u>
	should allow? In other words, at what point should people be restricted from entering exhibit
	rooms? If you think use should not be restricted at any point represented in the photographs, or
	not restricted at all, you may indicate that.

Photo number:	

OR

O None of the photographs show a high enough number of people to restrict people from entering the exhibit rooms.

OR

O The number of people entering exhibit rooms should not be restricted.

Topic Area 6 – CROWD38 (Variation) – The purpose of this question similar to the original: to determine the maximum acceptable number of visitors in the room. This variation addresses an impact of exceeding the maximum acceptable number of people: displacement. This variation asks the respondent to select the number of people from a photo, as opposed to the respondent writing in a number of people.

d.	Which photograph shows the number of people that would be so unacceptable you would no
	longer visit the exhibit rooms? If none of the photographs represent this condition, you may
	indicate that.

· ···oco ···a····be··			
OR			
_			

O None of the photographs are so unacceptable that I would no longer visit the exhibit rooms.

Topic Area 6 - CROWD37

Photo number:

e. Which photograph looks most like the number of people you <u>typically saw</u> in the exhibit rooms today?

Photo number:	
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5. Attitudes Towards Management

Topic Area 9 - OPMGMT13

30. Please indicate the extent to which you would support or oppose each of the following management actions at Castillo de San Marcos NM. Please mark () one for each row.

	Strongl y Oppose	Slightl Y Oppos e	Neither Support nor Oppose	Slightly Suppor t	Strongl y Support
Require all visitors to obtain a timed entrance ticket to reduce crowding in fort areas and at exhibits/programs	0	0	0	O	0
Manage number of organized groups allowed to enter the Castillo to reduce crowding in fort areas and at exhibits/programs	0	0	0	O	0
Require organized groups to visit areas inside the Castillo only during special designated dates and times	0	О	0	0	О
Implement a visitor etiquette education program regarding noise and viewing/reading exhibits for all visitors who wish to enter the Castillo	0	О	0	0	О
Limit the number of people allowed in the Castillo at any one time	0	0	Ο	0	0
Provide more rangers/volunteers in the Castillo to observe and manage respectful visitor behavior	0	0	О	0	0
Encourage, but don't require, visitors to visit the Castillo during less crowded times	0	0	Ο	0	0

	6. Background Information
Topic A	irea 1 - AGE1
31. W	/hat is your age?
Topic A	rea 1 - GEND1
32. W O O	/hat is your gender? Please mark (●) one . Male Female
Topic A	rea 1 - RES2
US	/here do you live? ZIPuntry (if not US)
Topic A	rea 1 - RACE/ETH1
_	re you Hispanic or Latino? Please mark (●) one . Yes No I prefer not to answer.
Topic A	rea 1 - RACE/ETH2
0 0 0 0	/hat is your race? Please mark (●) all that apply . American Indian or Alaska Native Asian Black or African American Native Hawaiian or other Pacific Islander White I prefer not to answer.
Topic A	rea 1 - EDUC1
36. W O O O O O	/hat is the highest level of formal education you have completed? Please mark (●) one. Less than high school Some high school High school graduate or GED Some college, business, or trade school College, business, or trade school graduate Some graduate school

 $O\quad \hbox{Master's, doctoral, or professional degree}$

O I prefer not to answer.

Topic Area 1 - LANG1

37. When visiting an area such as Castillo de San Marcos NM, what language do you personally prefer to use? Please mark (●) one for speaking and one for reading.

	Speak	Readin
English	0	0
Spanish	0	0
Other (Please specify):	0	0

Tonic	Δrea	9_	OPMGMT10
I ODIC	AI Ca	<i>-</i>	

38. Is there anything else you would like to tell us about your visit Castillo de	San Marcos NM?

Thank you for your help! Please return the survey to the administrator.