Manzanar National Historic Site Visitor Study

Summer 2004
Report 161

University of Idaho

Park Studies Unit

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Visitor Services Project
Report 161

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Manzanar National Historic Site
Report Summary

This report describes the results of a visitor study at Manzanar National Historic Site (NHS) during August 28 – September 5, 2004. A total of 360 questionnaires was distributed to visitor groups. Visitor groups returned 276 questionnaires for a 77% response rate.

This report profiles Manzanar NHS visitors. A separate appendix contains visitor comments about their visit. This report and the appendix include summaries of those comments.

Forty-five percent of visitor groups had two people and 33% had three or four people. Most visitor groups (66%) were family groups. Forty-three percent of visitors were ages 41-60 years and 16% were ages 15 years or younger.

International visitors comprised 3% of the total visitation, but the countries represented must be viewed with CAUTION due to the small number of respondents. United States visitors were from California (88%), Nevada (3%), Washington (1%), and 18 other states. Four percent of visitors did not speak English as their primary language. Seven percent of visitors were of Hispanic or Latino ethnicity. The most common racial backgrounds of visitors were White (69%) and Asian (31%). Within the Asian race group, most visitors were Japanese (81%).

Most visitors (61%) were visiting the park for the first time in their lifetime, although 39% had visited more than once. The sites that groups most frequently visited were the interpretive center (93%) and the cemetery (53%).

Prior to this visit, visitor groups most often obtained information about Manzanar NHS from highway signs (52%), friends/relatives/word of mouth (50%), and previous visits (42%). Twenty-four percent of groups received no information before their visit. For future visits, 61% of visitors would prefer to use the Manzanar park website as their source of information.

Fifty-six percent of groups stayed overnight away from home in the Manzanar NHS/Owens Valley area (including Bishop, Big Pine, Independence, and Lone Pine). Of groups staying outside the park, 42% stayed one night and 24% spent two nights. The most common types of lodging used outside the park were a lodge/motel/cabin (73%) and tent camping (22%).

The average visitor group expenditure in and outside the park (in the area including Bishop, Big Pine, Independence, and Lone Pine) was $275. The median visitor group expenditure (50% of group spent more, 50% spent less) was $150. The average per capita expenditure was $106.

Visitors were asked to rate the importance and quality of park services and facilities that they used. It is important to note the number of visitor groups that responded to each question. The most used visitor services/facilities by the 228 respondents included the interpretive center exhibits (94%), parking areas (88%), and restrooms (82%). The visitor service/facility that received the highest combined proportions of "extremely important" and "very important" ratings was the interpretive center exhibits (99%, N=210). The interpretive center exhibits (97%, N=204) also received the highest combined proportions of "very good" and "good" quality ratings.

Most visitor groups (97%) rated the overall quality of visitor services at Manzanar NHS as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please visit the University of Idaho
Park Studies Unit website: www.psu.uidaho.edu

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INTRODUCTION

This report describes the results of a visitor study at Manzanar National Historic Site (NHS). This visitor study was conducted from August 28 - September 5, 2004 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire.** The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.

SAMPLE ONLY
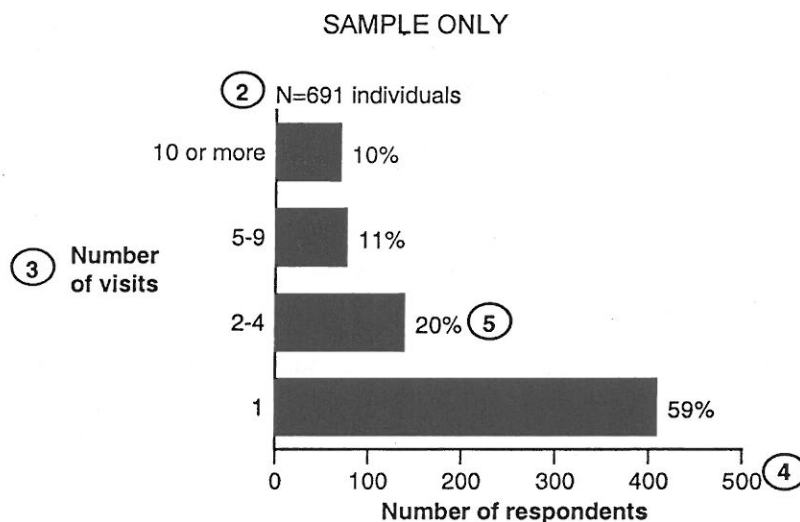
① Figure 4: Number of visits

1: The figure title describes the graph's information.

2: Listed above the graph, the "N" shows the number of visitor groups or individuals responding to the question. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.

3: Vertical information describes categories.

4: Horizontal information shows the number or proportions in each category.

5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). The Manzanar NHS questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for Manzanar NHS. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

Interviews were conducted with, and 360 questionnaires were distributed to, a sample of visitor groups who arrived at Manzanar NHS during the period from August 28 – September 5, 2004. Questionnaires were distributed at the entrance gate.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was conducted to determine group size, group type, and the age of the person who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard. Visitor groups were given a questionnaire and asked to complete it after their visit and then return it by mail. The distributed questionnaires were pre-stamped and addressed.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sampling size, missing data, and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from figure to figure. For example, while Figure 1 shows information for 275 visitor groups, Figure 5 presents data for 785 individuals. A note above each graph or table specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Manzanar NHS visitors returned 276 questionnaires, Figure 1 shows data for only 275 respondents.

Questions answered incorrectly due to carelessness, misunderstood directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire <u>soon after they visit</u> the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 28 – September 5, 2004. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure, or table.

Special conditions

Weather conditions during the visitor study ranged from sunny and hot to cloudy and cool, occasionally with strong, dry winds—typical summer weather for the Manzanar NHS area. These conditions may have affected the activities visitors participated in and their length of stay.

RESULTS

Visitor groups contacted

At Manzanar NHS, 363 visitor groups were contacted and 360 of these groups (99%) accepted questionnaires. Questionnaires were completed and returned by 276 visitor groups, resulting in a 77% response rate for this study.

Table 1 compares age and group size information collected from the total sample of participating visitors, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of age and group size — total sample of visitors vs. actual respondents

Variable	Total sample		Actual respondents	
	N	Average	N	Average
Age of respondents	357	48.7	271	49.6
Group size	359	3.4	275	3.0

Demographics

Group size: Visitor group sizes, which ranged from one person to 21 people, are shown in Figure 1. Forty-five percent of visitor groups consisted of two people, while another 33% of groups had three or four people.

Group type: Sixty-six percent of visitor groups were composed of family members (see Figure 2). "Other" group types included a firefighting crew. No visitors were with guided tour groups (see Figure 3). One percent of visitors were with an educational/school group (see Figure 4).

Age: Forty-three percent of all visitors were in the 41-60 age groups and 16% were 15 years or younger (see Figure 5).

Disabilities/impairments: Visitor groups were asked if any group members had disabilities/impairments that limited their ability to visit the park. Five percent of groups had at least one member with disabilities/impairments (see Figure 6). The most common type of disability/impairment was mobility (65%), as shown in Figure 7, although this data must be viewed with CAUTION! due to the small number of respondents. "Other" disabilities included behavior. Most visitor groups (93%) did not encounter access/service problems in the park, however,

7% did have problems (see Figure 8 with CAUTION!). Problems included having to go through gift shop and lack of interactive displays.

Primary language for speaking and writing: Visitor groups were asked if English was their primary language for speaking and writing and most visitor groups (96%) said it was (see Figure 9). The 4% of visitors who did not speak English as their primary language were then asked to list the language. The languages included Japanese, French, Chinese, Korean, and Spanish.

Visitors were also asked what services in the park they would like to have provided in languages other than English, as well as to list those languages. Most groups said there were no services needed in languages other than English, although a few groups requested Japanese and Korean translations of brochures and exhibits.

Ethnic and racial backgrounds: Visitors were asked to identify their ethnicity and racial background. Most visitors (93%) were not of Hispanic or Latino ethnicity, while 7% were (see Figure 10). The most common racial backgrounds were White (69%) and Asian (31%), as shown in Figure 11. A further breakdown of the Asian race group shows that Japanese (81%) was the most common response (see Figure 12).

Number of visits: Visitors were asked to report the number of times they had visited Manzanar NHS, including the current visit, during the previous 12 months and their lifetime. Most visitors (85%) reported that this was their first time visiting Manzanar NHS during the previous 12 months (see Figure 13). During their lifetime, 61% of visitors had visited once (including this visit), while 39% had visited more than once (see Figure 14).

Gender: Fifty-one percent of visitors were male and 49% female (see Figure 15).

International visitors: Three percent of visitor groups were international, from Germany (35%), England (17%), Japan (17%), and 4 other countries (see Table 2). The countries represented must be viewed with CAUTION due to the small number of respondents.

U.S. visitors: The largest proportions of United States visitors were from California (88%) and Nevada (3%), as shown in Map 1 and Table 3. Smaller proportions of U.S. visitors came from another 19 states.

N=275 visitor groups

Group size

Group size	Percentage
5 or more	12%
4	19%
3	14%
2	45%
1	10%

Number of respondents
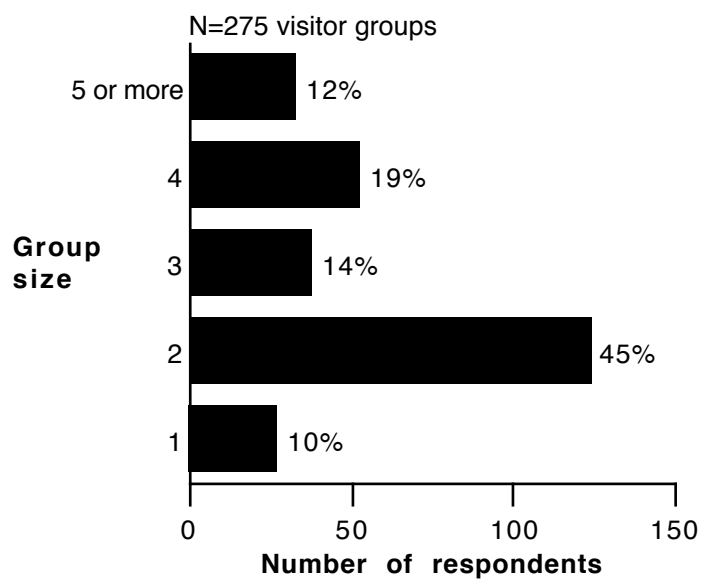
Figure 1: Visitor group sizes

N=274 visitor groups

Group type

Group type	Percentage
Family	66%
Friends	13%
Family & friends	10%
Alone	10%
Other	1%

Number of respondents
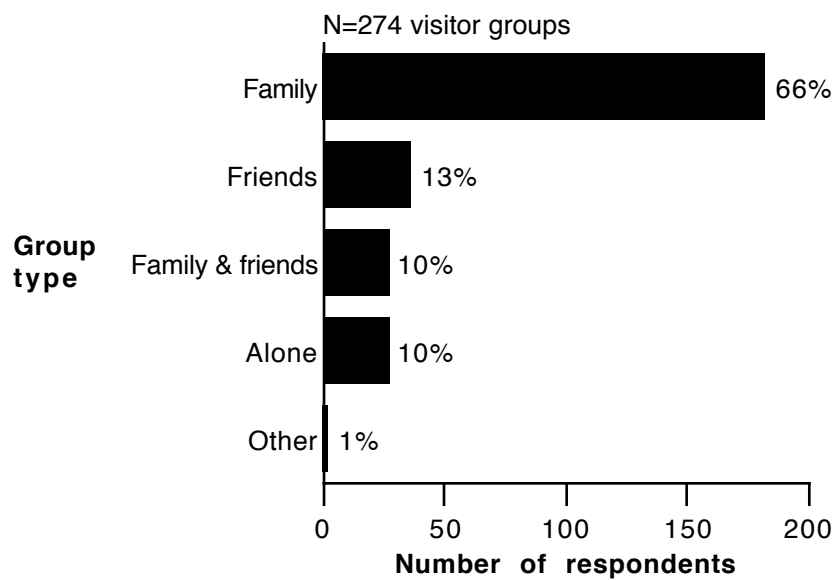
Figure 2: Visitor group types

N=261 visitor groups

With guided tour group?

Yes | 0%

No — 100%

Number of respondents
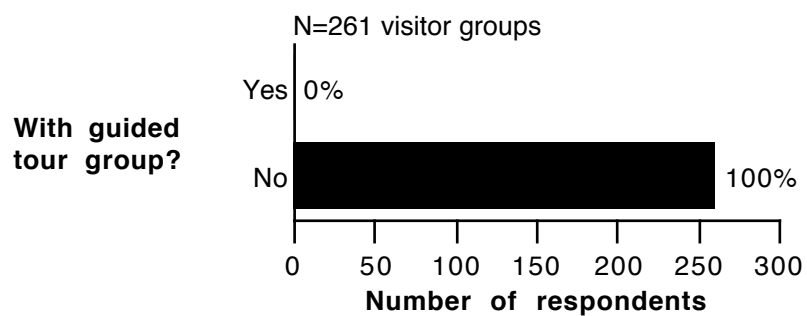
Figure 3: Visitors with guided tour groups

N=263 visitor groups

With school/ education group?

Yes | 1%

No — 99%

Number of respondents
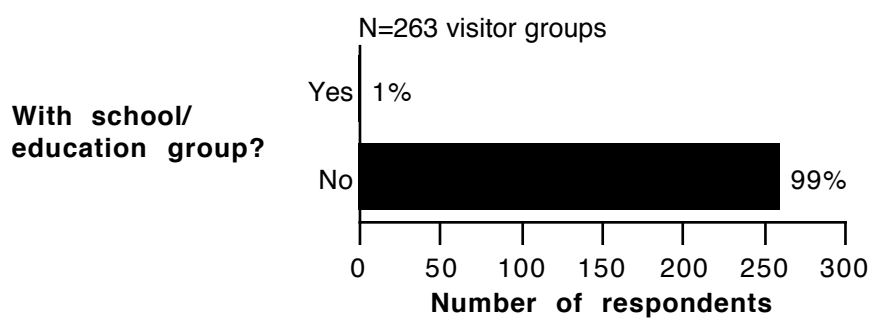
Figure 4: Visitors with school/educational groups

N=785 individuals;
percentages do not equal 100 due to rounding.

Figure 5: Visitors ages

N=271 visitor groups

Any group member have disability/ impairment?

Yes | 5%

No | 95%
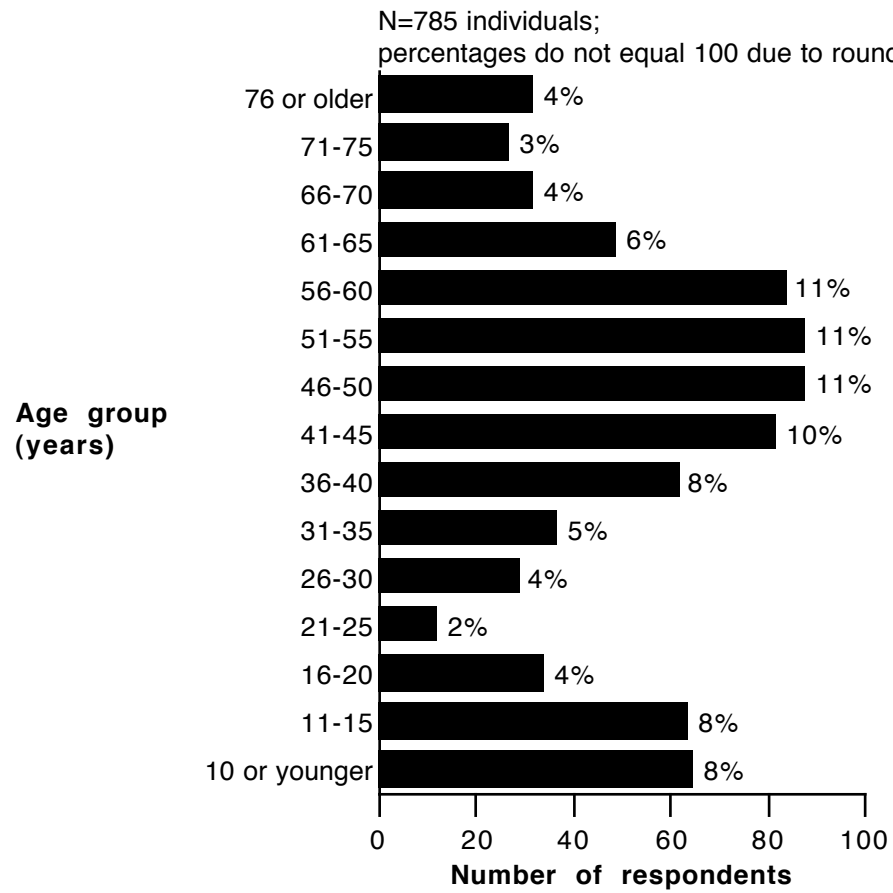
0 50 100 150 200 250 300
Number of respondents
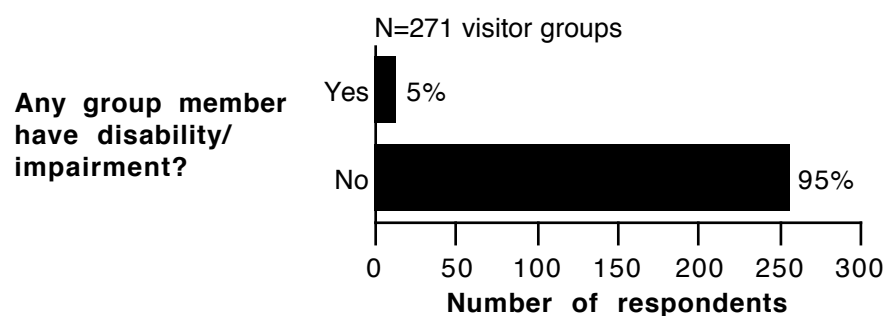
Figure 6: Visitor groups with disabilities/impairments

N=14 visitor groups;
percentages do not equal 100 because visitors
could have more than one disability/impairment.

Mobility | 79%

Learning | 14%

Hearing | 14%

Type of disability

Mental | 7%   **CAUTION!**

Visual | 0%

Other | 7%

0 2 4 6 8 10 12
Number of respondents
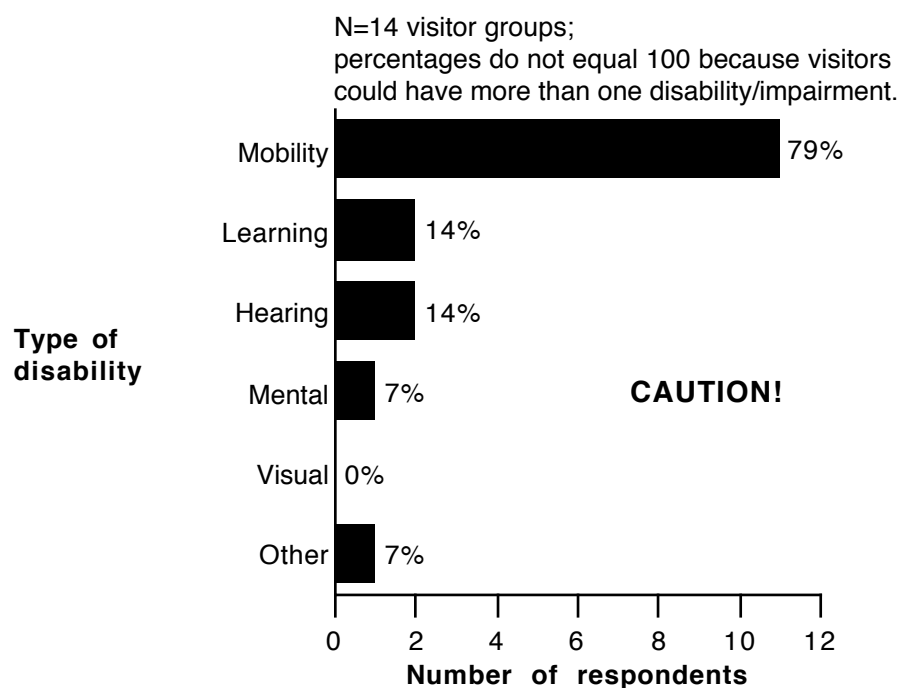
Figure 7: Types of disabilities/impairments

N=14 visitor groups

Yes | 7%   **CAUTION!**

Encounter access problems in park?

No | 93%

0 5 10 15
Number of respondents
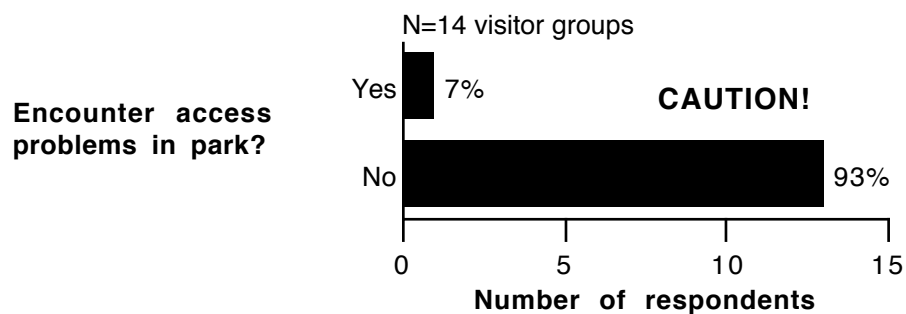
Figure 8: Encounter access/service problems in the park?

N=273 visitor groups

Was English your group's primary language?

Yes 96%

No 4%

0 50 100 150 200 250 300
Number of respondents
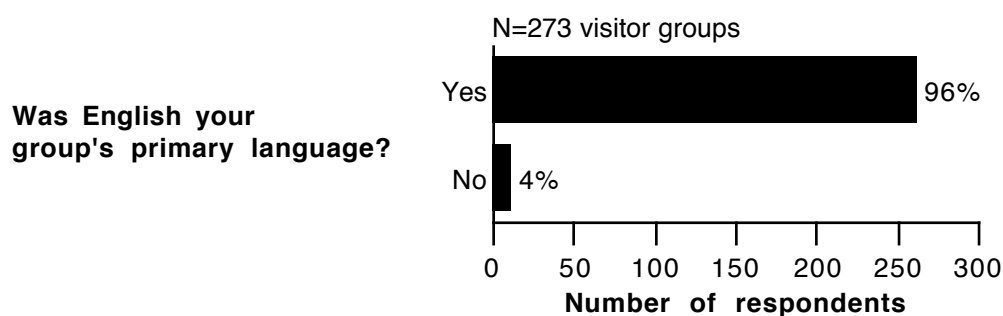
Figure 9: Groups who spoke and wrote English as their primary language

N=268 visitor groups

Ethnicity--Hispanic or Latino?

Yes 7%

No 93%

0 50 100 150 200 250
Number of respondents
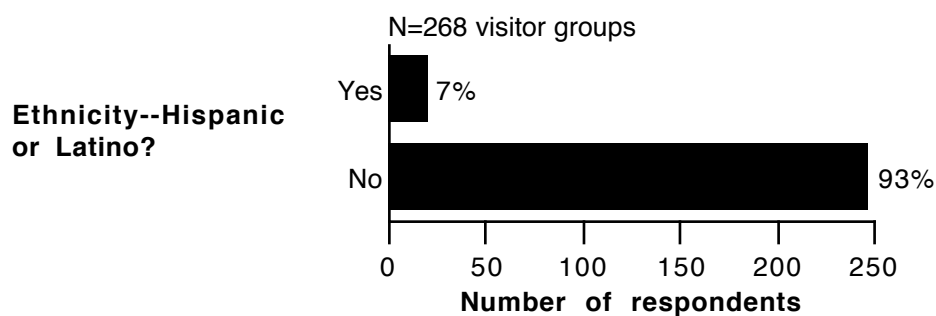
Figure 10: Visitor ethnicity

N=252 visitor groups; percentages do not equal 100 because visitors could be of more than one race.

Race

White 69%

Asian 31%

American Indian/ Alaska Native 4%

Native Hawaiian/ Pacific Islander 1%

Black or African American 1%

0 50 100 150 200
Number of respondents

Figure 11: Visitor race
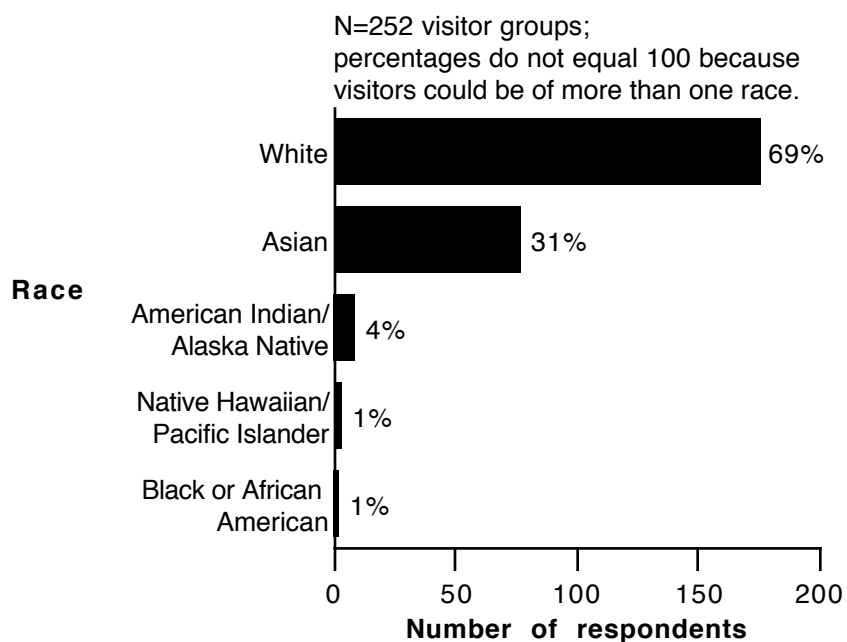
N=77 individuals;
percentages do not equal 100 because
visitors could be of more than one race.
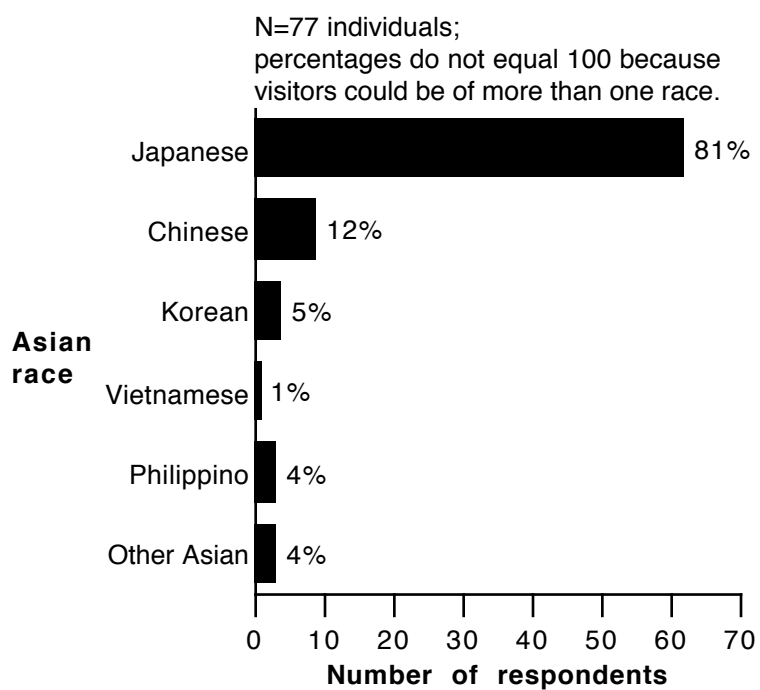
Figure 12: Visitors of Asian race

N=666 individuals

Number of visits	
3 or more	2%
2	13%
1	85%

0   100   200   300   400   500   600
Number of respondents
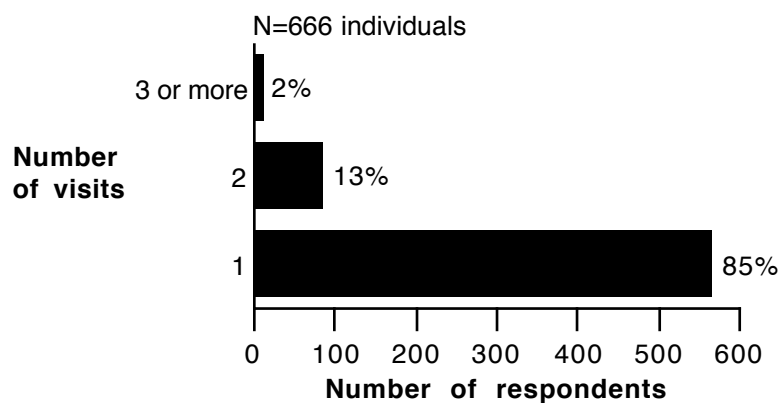
Figure 13: Number of visits to Manzanar NHS during previous 12 months (including this visit)

N=630 individuals

Number of visits	
5 or more	9%
4	3%
3	7%
2	20%
1	61%

0   100   200   300   400
Number of respondents
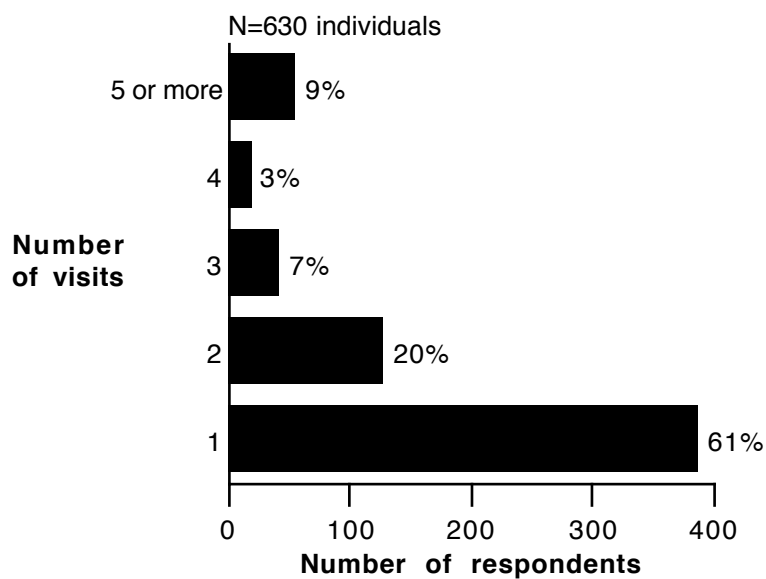
Figure 14: Number of visits to Manzanar NHS during visitor lifetime (including this visit)

N=786 individuals

Gender

Male	51%
Female	49%

0   100   200   300   400

Number of respondents
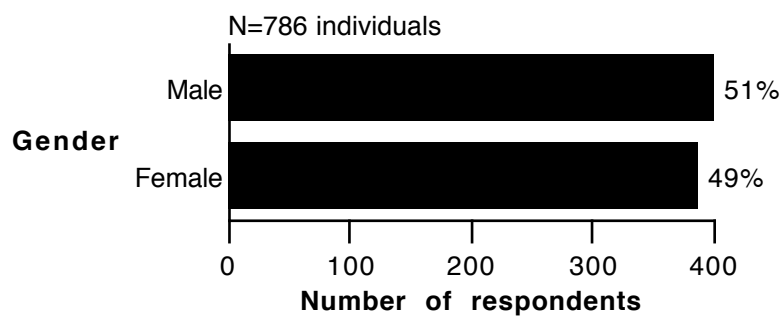
Figure 15: Gender

Table 2: International visitors by country of residence
percentages may not equal 100 due to rounding.
CAUTION!

Country	Number of individuals	Percent of international visitors N=23 individuals	Percent of total visitors N=743 individuals
Germany	8	35	1
England	4	17	1
Japan	4	17	1
Mexico	3	13	<1
India	2	9	<1
France	1	4	<1
Spain	1	4	<1

N=720 individuals

10% or more
4% to 9%
2% to 3%
less than 2%
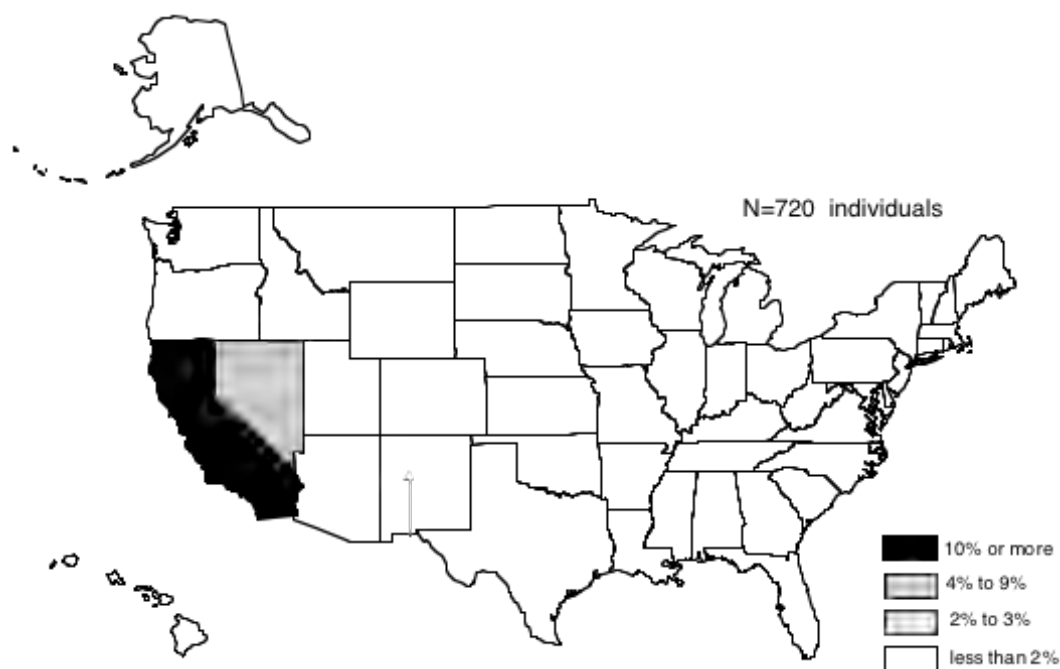
Map 1: Proportion of United States visitors by state of residence

Table 3: United States visitors by state of residence
percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=720 individuals	Percent of total visitors N=743 individuals
California	635	88	85
Nevada	23	3	3
Washington	7	1	1
Illinois	6	1	1
Pennsylvania	6	1	1
Texas	5	1	1
Michigan	4	1	1
Virginia	3	<1	<1
Arizona	2	<1	<1
Connecticut	2	<1	<1
Georgia	2	<1	<1
Hawaii	2	<1	<1
Maryland	2	<1	<1
Mississippi	2	<1	<1
Rhode Island	2	<1	<1
Tennessee	2	<1	<1
5 other states	15	2	2

Number of vehicles
Length of stay

Visitor groups were asked a series of questions about the number of vehicles in which they arrived and their length of stay.

Number of vehicles used to arrive at the park: On this visit, most groups (90%) arrived at Manzanar NHS in one vehicle, while 9% of visitor groups used two or more vehicles (see Figure 16).

Length of stay: Visitor groups were asked to report the number of hours they spent at the park. Most visitor groups (88%) spent between one and two hours and 11% spent three or more hours (see Figure 17). Most visitor groups (96%) did not visit Manzanar NHS on more than one day on this visit (see Figure 18). Of the visitor groups who visited on more than one day (4%), most (80%) visited on two days and 10% visited on three or more days (see Figure 19 with CAUTION! due to the small number of respondents).
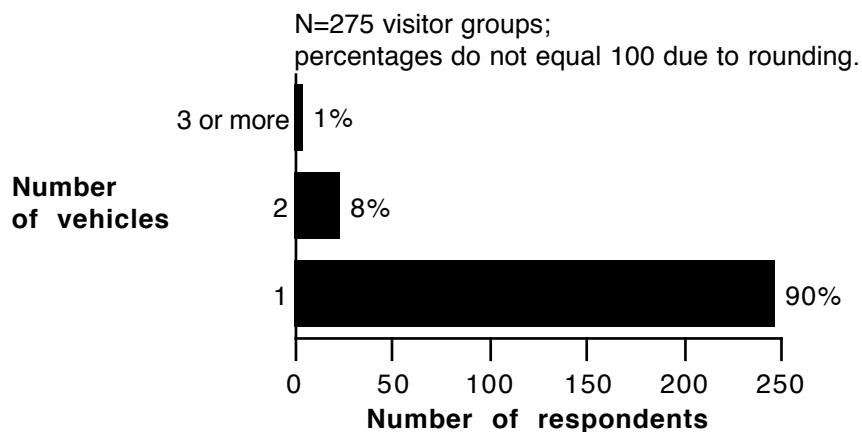
Figure 16: Number of vehicles per group

N=275 visitor groups
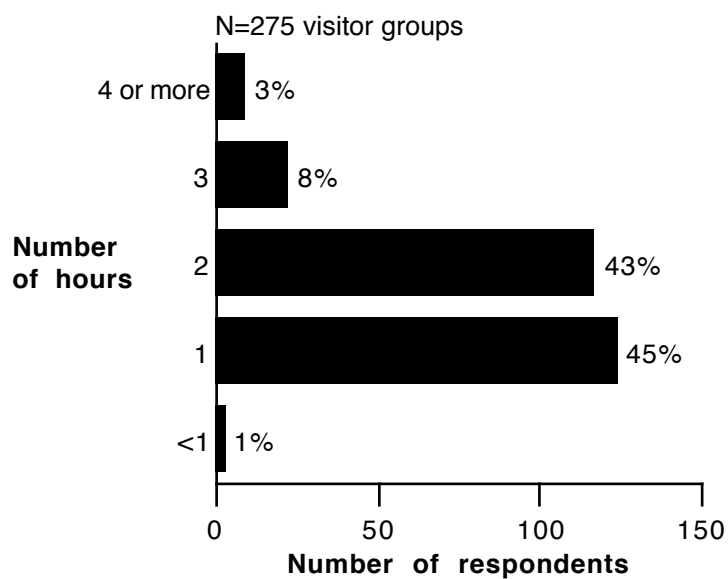
Figure 17: Number of hours spent at Manzanar NHS

N=276 visitor groups
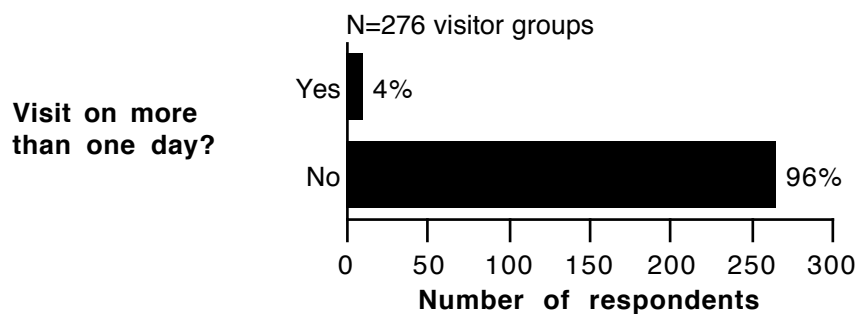
Figure 18: Visit Manzanar NHS on more than one day?
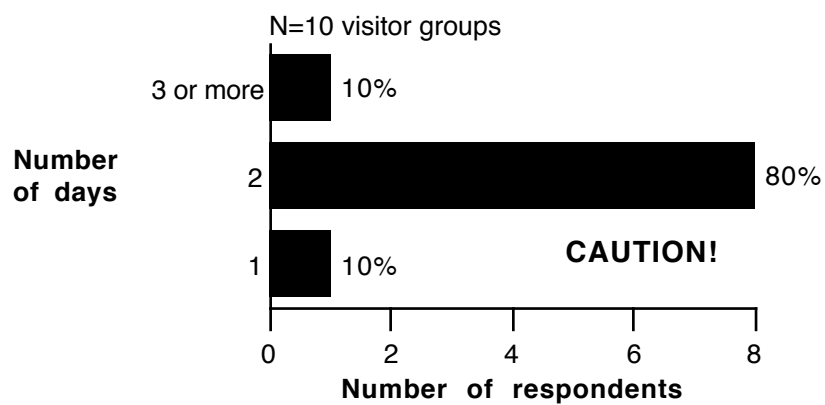
N=10 visitor groups

Figure 19: Number of days spent visiting Manzanar NHS by visitor groups who spent more than one day

Sources of information

Most visitor groups (76%) obtained information about Manzanar NHS prior to their park visit, however 24% did not (see Figure 20). The most common sources of information used by visitor groups included highway signs (52%), friends/relatives/word of mouth (50%), and previous visits (42%), as shown in Figure 21. No visitor groups telephoned, mailed, or sent an e-mail inquiry to the park. "Other" sources of information included driving by and saw park, child's school report, and National Park Passport Book.

Visitor groups who obtained information about Manzanar NHS prior to this visit were then asked how much of the needed information they received. Just over one-third of visitor groups (37%) received all of the information about the park they needed (see Figure 22). Thirty-eight percent of the groups received some of the information they needed, while 25% received none.

The types of information visitor groups needed but were unable to obtain is listed in Table 4, with hours and services offered listed most often.

Prior to future visits, visitor groups said they would most prefer to use the NPS park website (61%), previous visits (55%), travel guides/tour books (35%), and maps/brochures (33%), as shown in Figure 23.
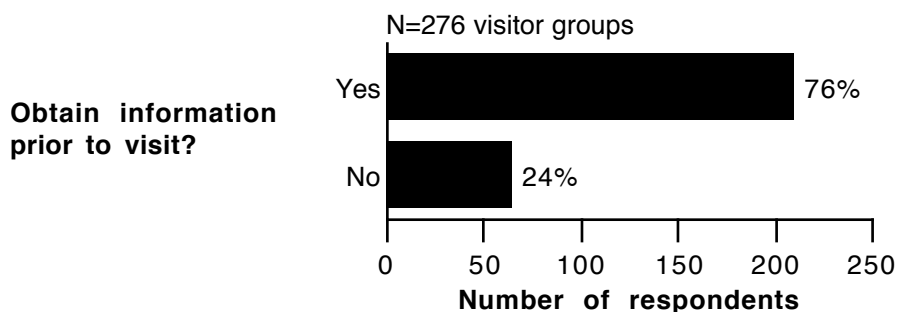
Figure 20: Visitor groups who obtained information about Manzanar NHS prior to this visit

N=208 visitor groups;
percentages do not equal 100 because visitor
groups could use more than one source.

Source	
Highway signs	52%
Friends/relatives/word of mouth	50%
Previous visits	42%
Newspaper/magazine articles	32%
Video/TV/radio programs	22%
Maps/brochures	19%
Travel guides/tour books	17%
NPS park website	13%
Other website	9%
Chamber of Commerce/visitor bureau	3%
Child school program at park	<1%
California State Tourism Dept.	<1%
Phone/mail/e-mail inquiry	0%
Other	17%

Number of respondents

**Figure 21: Sources of information used by visitor groups
prior to this visit**

N=234 visitor groups

How much of needed information did you receive?	
All	37%
Some	38%
None	25%

Number of respondents
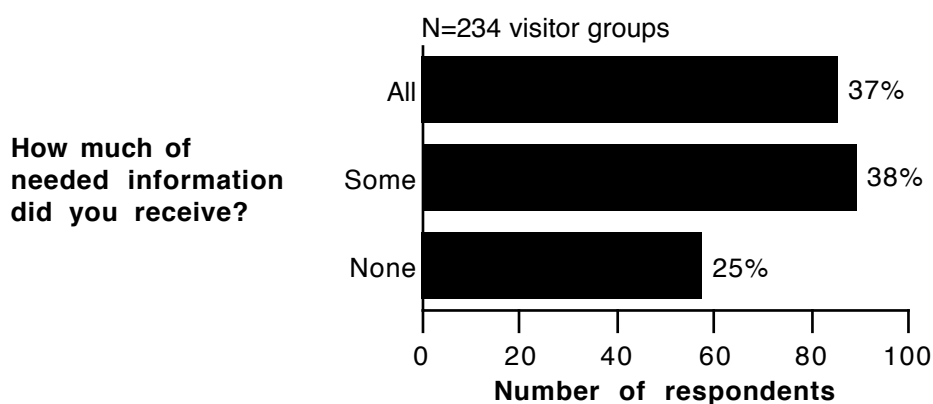
**Figure 22: Amount of needed information received
prior to this visit to Manzanar NHS**

Table 4: Information needed but not available
N=43 comments

Comment	Number of times mentioned
Hours	9
Services offered	7
Everything	3
Fees	2
Map/location	2
Time needed to visit site	2
Tours/special programs	2
Wanted to find name of internee	2
Website lacked information	2
Other comments	12

N=183 visitor groups;
percentages do not equal 100 because visitor groups could plan to use more than one source.

Source	Percentage
NPS park website	61%
Previous visits	55%
Travel guides/ tour books	35%
Maps/brochures	33%
Highway signs	28%
Newspaper/magazine articles	23%
Friends/relatives/word of mouth	23%
Video/TV/radio programs	17%
Other website	16%
California State Tourism Dept.	9%
Telephone/mail/e-mail inquiry	7%
Chamber of Commerce/visitor bureau	6%
Child school program at park	2%
Other	1%

Number of respondents

Figure 23: Sources of information preferred by visitor groups prior to future visits

Awareness of site management

Visitor groups were asked if they were aware that Manzanar NHS is managed by the National Park Service (NPS) prior to their visit. Forty-eight percent of the groups were not aware that it is managed by the NPS, while 45% were aware (see Figure 24). Seven percent were "not sure."
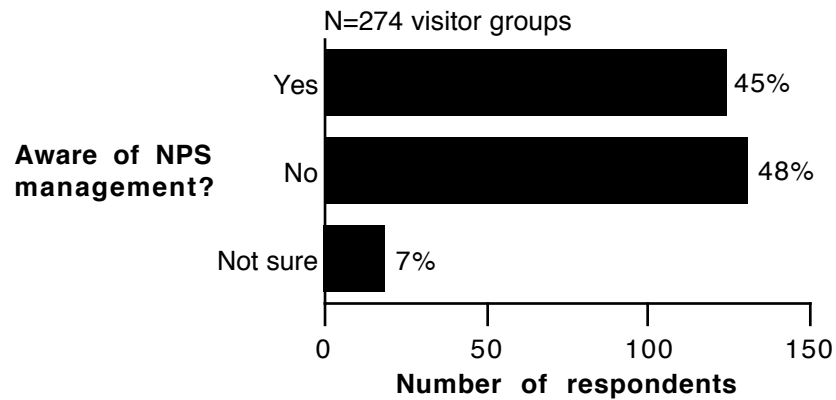
Figure 24: Awareness of NPS site management

Primary reason for visiting the area
Travel plans
Other destinations on this trip

Visitors were asked a number of questions about their trip to the area and how the Manzanar NHS visit fit into their travel plans.

Primary reason for visiting the area: Visitor groups were asked their primary reason for visiting Manzanar NHS/Owens Valley area (including Bishop, Big Pine, Independence, and Lone Pine) on this trip. In response to whether or not they were a resident of the area, 2% of visitor groups said they were residents (see Figure 25). The most common primary reasons for visiting the area were driving through (42%), recreation—such as fishing, camping, hiking, climbing, etc. (39%), and visiting Manzanar NHS (9%), as shown in Figure 26. "Other" primary reasons listed included vacation, exploring, photography, friends interned there, always wanted to see it, and stamp passport book.

Travel plans: For 52% of the visitor groups, Manzanar NHS was one of several destinations, as shown in Figure 27. Forty-four percent of the groups said the park was not a planned destination and 3% came primarily to visit Manzanar NHS.

Other destinations on this trip: Groups were also asked to identify their other destinations on this trip. The most common responses were Yosemite NP (28%), Devils Postpile NM (22%), and the Eastern Sierra Interagency Visitor Center (18%), as shown in Figure 28. "Other" destinations listed by 75% of groups are shown in Table 5.

N=247 visitor groups
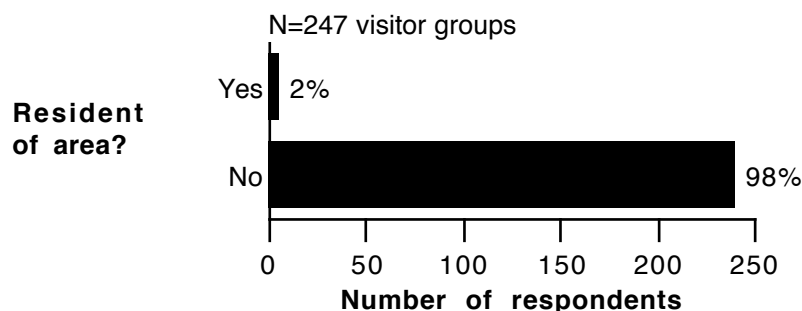
Figure 25: Resident of Manzanar NHS/
Owens Valley area (including Bishop, Big Pine,
Independence, and Lone Pine)

N=241 visitor groups

Reason for visit	Percentage
Driving through	42%
Recreation	39%
Visit Manzanar NHS	9%
Visit friends/relatives in area	1%
Business	1%
Other	8%

Number of respondents
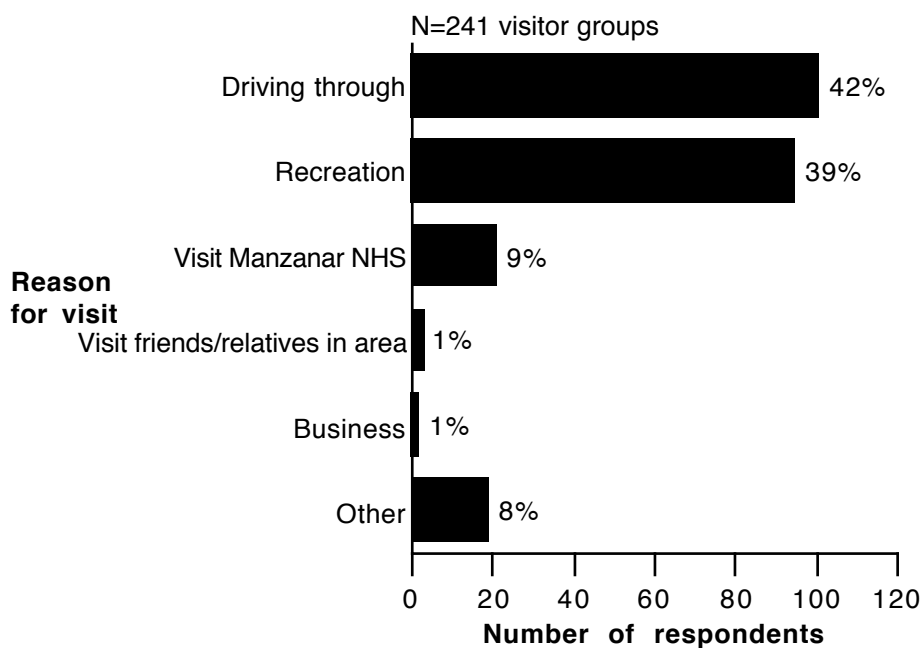
Figure 26: Primary reason for visiting the area

N=275 visitor groups;
percentages do not equal 100 due to rounding.

How park fit into travel plans	Percentage
Primary destination	3%
One of several destinations	52%
Not a planned destination	44%

Number of respondents
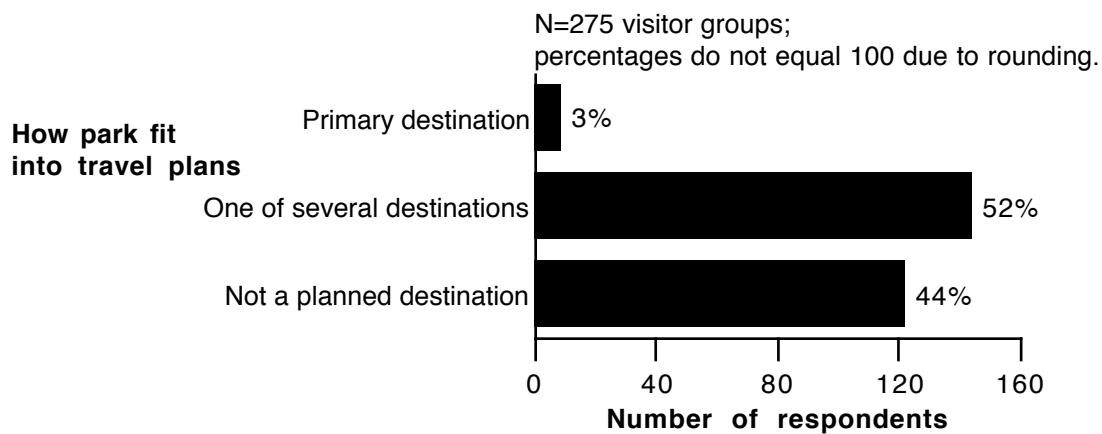
Figure 27: How park fit into visitor travel plans

N=249 visitor groups;
percentages do not equal 100 because visitor
groups could have more than one destination.
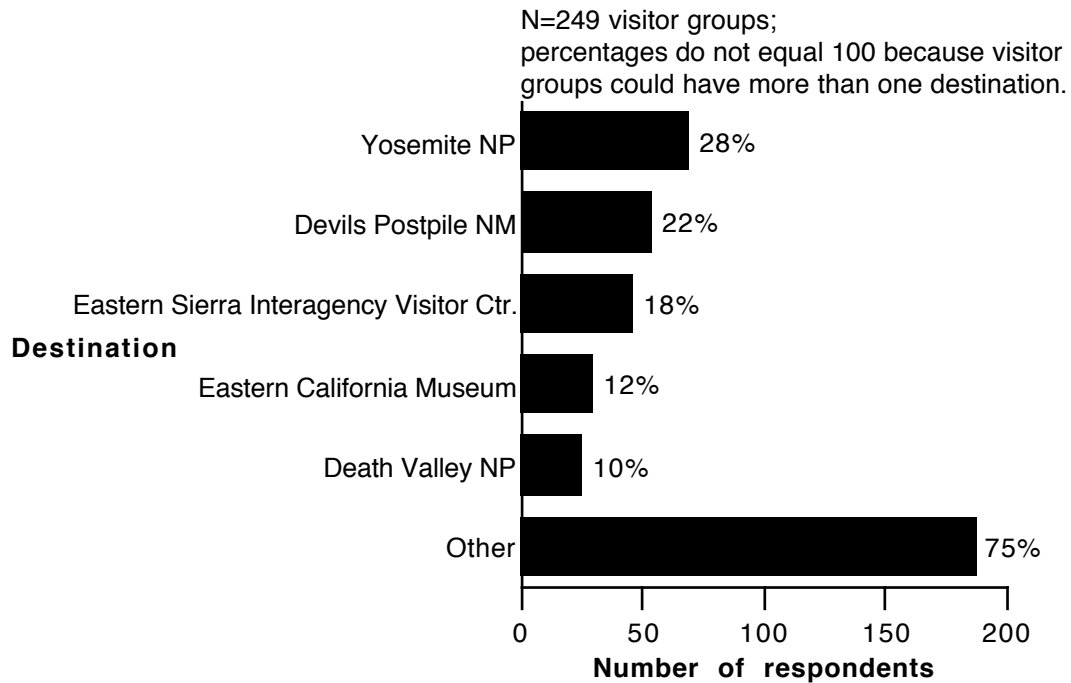
Figure 28: Other destinations on this trip

Table 5: Other destinations on this trip
N=225 places;
some visitor groups had more than one destination.

Place	Number of times mentioned
Mammoth	56
Mt. Whitney	23
Lake Tahoe	16
Bishop	14
Mono Lake	14
White Mountains—Bristlecone Forest	12
Bodie Ghost Town	9
June Lakes	8
Alabama Hills	4
Burning Man	3
Sequoia & Kings Canyon NPs	3
Grand Canyon NP	2
Lone Pine	2
Other	59

Overnight accommodations

Visitor groups were asked a series of questions about their overnight accommodations in Manzanar NHS/Owens Valley area (including Bishop, Big Pine, Independence, and Lone Pine). First, visitor groups were asked if they stayed overnight away from home in the area. Most groups (56%) stayed overnight away from home in the area, while 44% did not stay overnight (see Figure 29).

Number of nights: Visitor groups who stayed overnight away from home were then asked to report the number of nights they stayed in the Manzanar NHS/Owens Valley area. Forty-two percent of visitors spent one night, 24% spent two nights, and 35% stayed three or more nights in the area (see Figure 30).

Type of lodging used: The most common types of lodging that visitor groups used were a lodge/motel/hotel/cabin/rented condo/home, or bed and breakfast (73%) and tent camping (22%), as shown in Figure 31. "Other" types of lodging included backpacking and fire station.

Location stayed on night before and night after park visit: When asked to list the city/town where they stayed on the night prior to their park visit and the night after their park visit, visitor groups' top three responses were Lone Pine, Bishop, and Mammoth, although the order varied (see Tables 6 and 7).
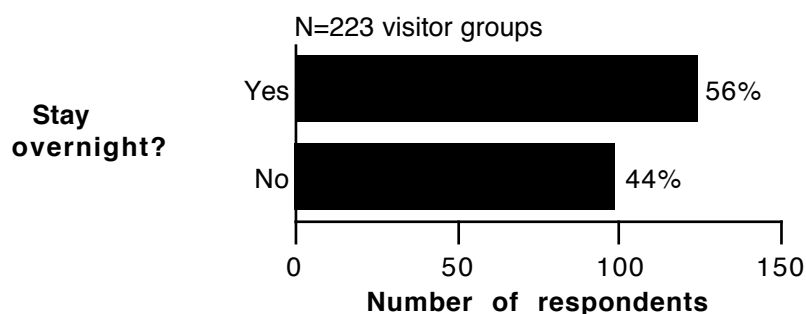
Figure 29: Visitor groups who stayed overnight away from home in the Manzanar NHS/Owens Valley area (including Bishop, Big Pine, Independence, and Lone Pine)

N=122 visitor groups;
percentages do not equal 100 due to rounding.
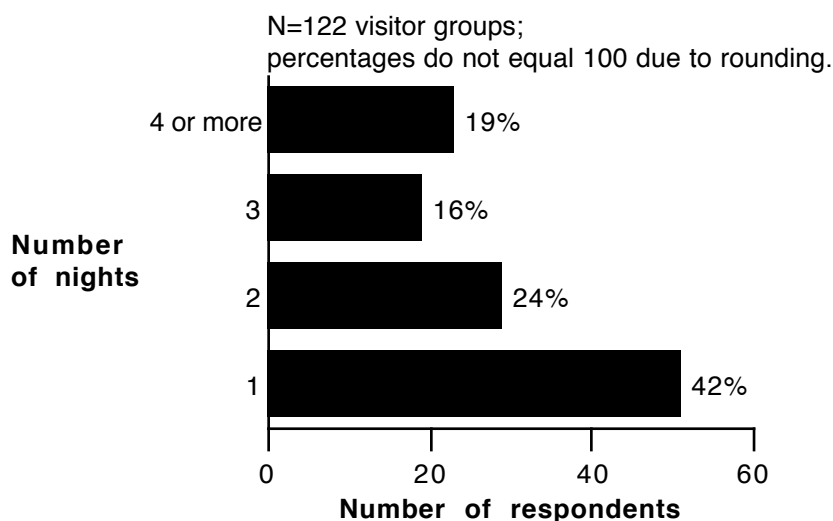
Figure 30: Number of nights visitor groups stayed in the Manzanar NHS/Owens Valley area (including Bishop, Big Pine, Independence, and Lone Pine)

N=137 visitor groups;
percentages do not equal 100 because visitor groups could use more than type of lodging.
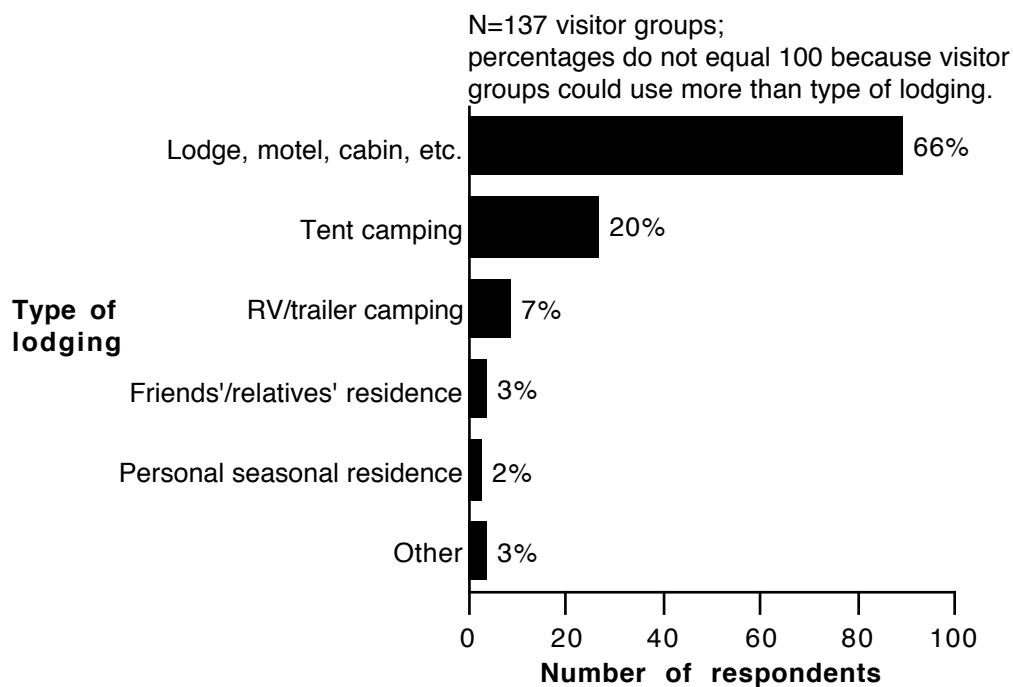
Figure 31: Types of lodging visitor groups used in the Manzanar NHS/Owens Valley area (including Bishop, Big Pine, Independence, and Lone Pine)

Table 6: Places stayed on night before park visit
N=194 places

City/town and state		Number of times mentioned
Lone Pine	CA	40
Bishop	CA	29
Mammoth	CA	27
Independence	CA	11
Los Angeles	CA	7
June Lake	CA	6
Long Beach	CA	5
Bristlecone Pine/White Mountains	CA	3
Lake Tahoe	CA	3
Lancaster	CA	3
Big Pine	CA	2
Corona	CA	2
Crowley Lakes	CA	2
San Diego	CA	2
Santa Barbara	CA	2
South Lake Tahoe	CA	2
Whitney Portal	CA	2
Whittier	CA	2
Yosemite	CA	2
Amargosa Valley	CA	1
Anaheim	CA	1
Aspendale	CA	1
Barstow	CA	1
Bridgeport	CA	1
Buena Park	CA	1
Chino	CA	1
Coloma	CA	1
Fallon	NV	1
Fontana	CA	1
Grandview Campground	CA	1
Hacienda Heights	CA	1
Huntington Beach	CA	1
Irvine	CA	1
La Mesa	CA	1
Ladera Ranch	CA	1
Lake Almanor	CA	1
Lake Isabella	CA	1
Lakewood	CA	1
Lawndale	CA	1
Lee Vining	CA	1
Mt. Whitney	CA	1

Table 6: Places stayed on night before park visit (continued)

City/town and state		Number of times mentioned
Ojai	CA	1
Palm Desert	CA	1
Panamint Springs	CA	1
Rancho Cucamonga	CA	1
Rancho Palos Verdes	CA	1
Redlands	CA	1
Ridgecrest	CA	1
San Dimas	CA	1
Santa Ana	CA	1
Santa Clarita	CA	1
Stanley	ID	1
Tioga Pass-Saddlebag Lake	CA	1
Torrance	CA	1
Walker	CA	1
Wawona	CA	1
Yorba Linda	CA	1

Table 7: Places stayed on night after park visit
N=179 places

City/town and state		Number of times mentioned
Bishop	CA	26
Lone Pine	CA	21
Mammoth	CA	18
Los Angeles	CA	7
June Lake	CA	6
Independence	CA	5
Lee Vining	CA	5
Death Valley	CA	4
Las Vegas	NV	4
Torrance	CA	4
Redlands	CA	3
Yosemite	CA	3
Apple Valley	CA	2
Big Pine	CA	2
Carson City	CA	2
Claremont	CA	2
Fresno	CA	2
Lake Forest	CA	2
Redondo Beach	CA	2
Reno	NV	2
Ridgecrest	CA	2
Rock Creek	CA	2
Sacramento	CA	2
West Covina	CA	2
Whitney Portal	CA	2
Whittier	CA	2
Yorba Linda	CA	2
Alta Loma	CA	1
Bakersfield	CA	1
Barstow	CA	1
Chino Hills	CA	1
Corona	CA	1
Cottonwood Lakes	CA	1
Diamond Bar	CA	1
Fontana	CA	1
Garden Grove	CA	1
Glendora	CA	1
Huntington Beach	CA	1
Inyo Campground	CA	1
John Muir Wilderness	CA	1
La Mirada	CA	1

Table 7: Places stayed on night after park visit (continued)

City/town and state		Number of times mentioned
Laguna Beach	CA	1
Laguna Hills	CA	1
Lake Isabella	CA	1
Lake Mary	CA	1
Lake Tahoe	CA	1
Lakeview	OR	1
Lathrop	CA	1
Livermore	CA	1
Menlo Park	CA	1
Palm Springs	CA	1
Placentia	CA	1
Quincy	CA	1
Rancho Santa Margarita	CA	1
Riverside	CA	1
Santa Barbara	CA	1
Saugas	CA	1
South Lake Tahoe	CA	1
Susanville	CA	1
Tehachapi	CA	1
Topaz	CA	1
Tuolumne Meadows	CA	1
Van Nuys	CA	1
Virginia City	CA	1
White Mountains	CA	1
Woodland Hills	CA	1
Yucaipa	CA	1

Park sites visited

The park sites that visitor groups most often visited were the interpretive center (93%) and cemetery (53%), as shown in Figure 32. The least visited site was Block 14 demonstration block/historic mess hall (10%). "Other" sites visited included Block 18, Block 24, rock garden in hospital area, and baseball field.

Visitor groups who went to Eastern California Museum were asked whether they went to the museum before or after visiting Manzanar NHS. Due to the small number of respondents, the data should be viewed with CAUTION! Fifty-six percent of visitor groups went to the museum before visiting Manzanar NHS (see Figure 33).

N=268 visitor groups;
percentages do not equal 100 because visitor groups could visit more than one site.

Site	Percentage
Interpretive center	93%
Cemetery	53%
Rock garden in Block 34	24%
Rock garden in Block 12	21%
Hospital area	21%
Historic orchards	20%
Historic administrative area	18%
Stone sentry posts	17%
Eastern California Museum	12%
Block 14 demonstration block/ Historic mess hall	10%
Other	7%

Number of respondents

Figure 32: Park sites visited

N=27 visitor groups

**Visit Museum
before or after
Manzanar NHS?**

Visited before ████████████████ 56%

Visited after ████████████ 44%   **CAUTION!**

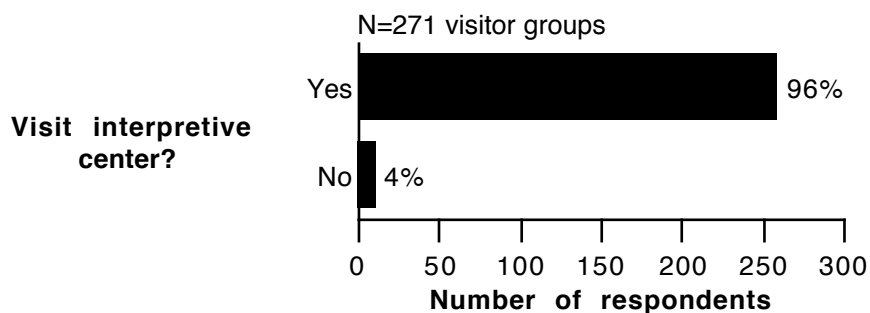0   5   10   15   20

Number of respondents
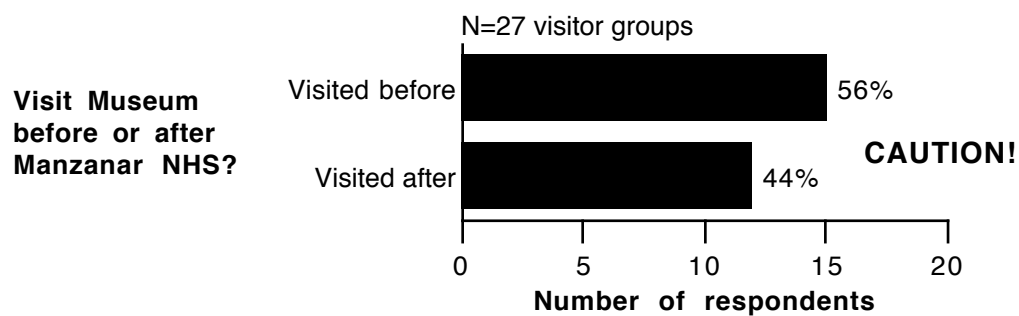
**Figure 33: Order of visit to Manzanar NHS
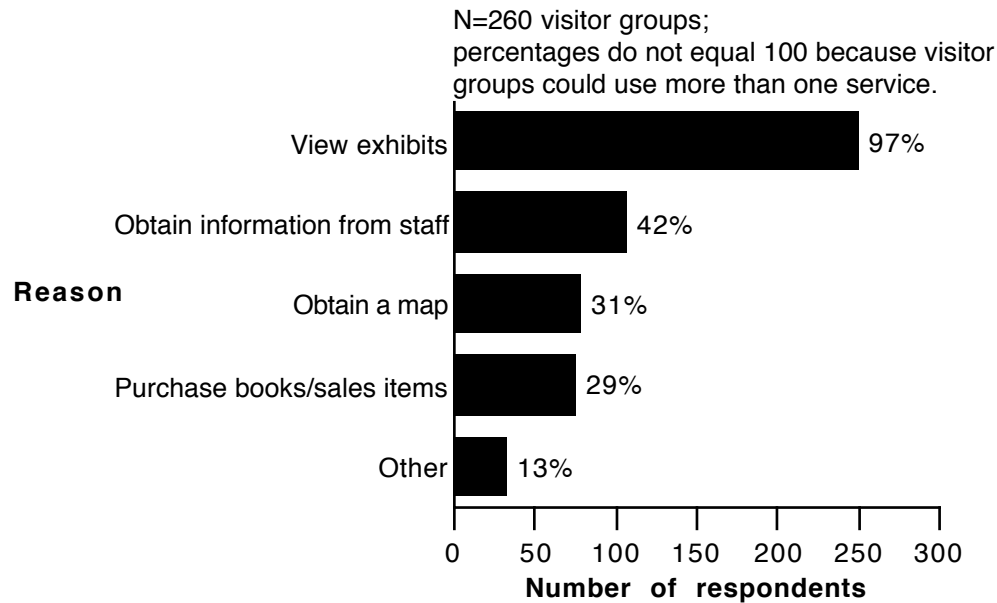and Eastern California Museum**

> **Reasons for visiting the interpretive center**
> **What visitors like most and least about interpretive center**
> **exhibits**

        Reasons for visiting interpretive center: Visitor groups were asked if they visited the interpretive center, and if so, their reasons for visiting it. Most visitor groups visited the center (96%), while 4% did not (see Figure 34). The most common reason for visiting the interpretive center was to view exhibits (97%). Forty-two percent of groups went to obtain information from park staff, 31% to obtain a map, and 29% to purchase books/sales items, as shown in Figure 35. "Other" reasons included to learn more about history, search for names of interned people, and see movie.

        What visitors like most and least about exhibits: Groups were also asked what they liked most and least about the interpretive center exhibits. Their responses are shown in Tables 8 and 9.

N=271 visitor groups

Visit interpretive center?

Yes — 96%
No — 4%

Number of respondents

Figure 34: Interpretive center visits

N=260 visitor groups;
percentages do not equal 100 because visitor
groups could use more than one service.

Figure 35: Reasons for visiting interpretive center

Table 8: What visitors liked most about interpretive center exhibits

N=369 comments;
some groups made more than one comment.

Comment	Number of times mentioned
Movie/videos	91
Exhibits	47
Informative	40
Family/life stories	31
Photos	30
Ease of viewing/well designed exhibits	22
History	18
Wall of names	17
Everything	15
Artifacts/map	13
Sensitive handling	8
Staff	8
Factual/unbiased	7
Interactive	6
Audio tapes/sounds	4
Scale model	4
Bookstore	2
Quotes	2
Other comments	4

**Table 9: What visitors liked least about interpretive center exhibits**

N=170 comments;
some groups made more than one comment.

Comment	Number of times mentioned
Nothing	74
Add buildings/features	9
Lack of stories/artifacts	9
Biased	8
Gift shop	7
Lack of flow	7
Lack of time	7
Provide more information	6
Lack of exhibits on children's level of understanding	5
A sad story	5
Hard to locate people on banner—hard to read	5
Auto tour	4
Exhibit sounds	3
Repetitive	2
Lack of early history	2
Lack of light to read	2
Too much detail	2
Other comments	13

Former internment in War Relocation Centers

Visitor groups were asked several questions regarding internment in War Relocation Centers. First, they were asked if any group members had been interned in any War Relocation Centers or other facilities during World War II. Nine percent of visitor groups had at least one person who had been interned during World War II, while 91% did not (see Figure 36). Visitors who had been interned were asked to list the facilities where they were interned. Table 10 shows the 14 locations. Finally, they were asked if the group member who had been interned had ever returned to visit the internment site. Although the data must be viewed with CAUTION! due to the small number of respondents, 70% of the former interned people had returned to visit the site where they were interned during World War II (see Figure 37).

N=275 visitor groups

Any group
member interned?

Yes 9%

No 91%

0 50 100 150 200 250 300
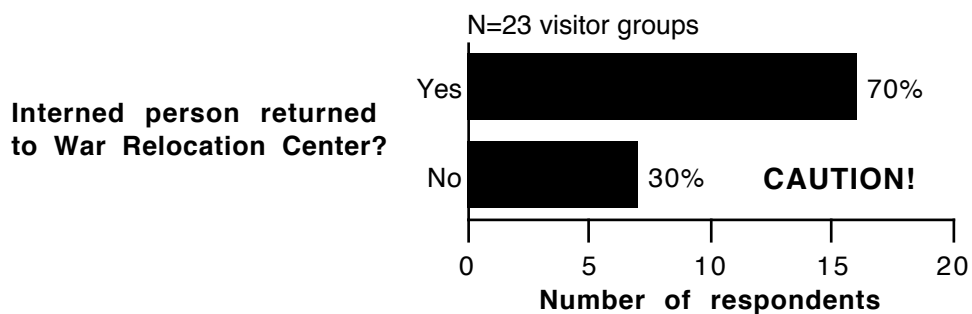
Number of respondents
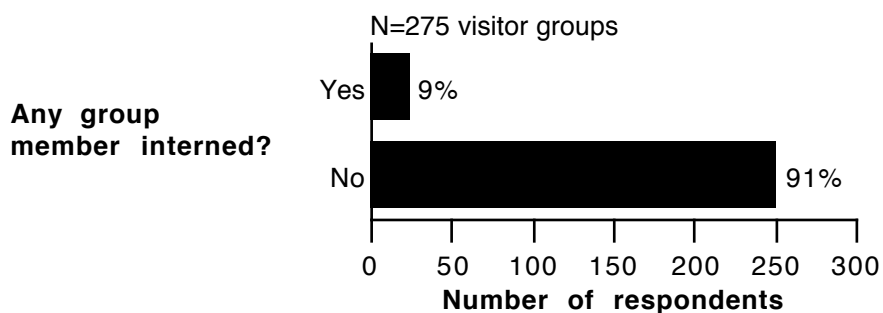
**Figure 36: Any members interned in War Relocation Center
or other facility during World War II**

**Table 10: War Relocation Centers
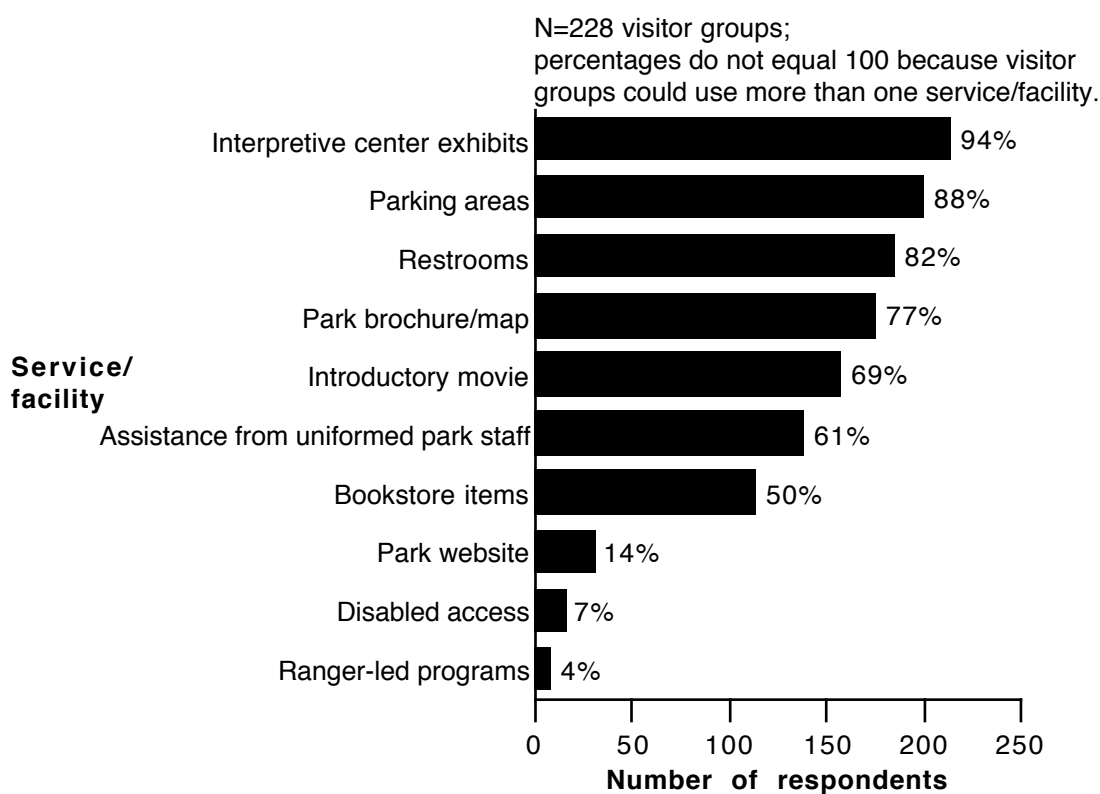or other facilities where interned**

N=33 locations

Internment site	Number of times mentioned
Manzanar, CA	6
Jerome, AR	5
Poston, AZ	4
Amache, CO	3
Rohrer, AR	3
Gila, AZ	2
Heart Mountain, WY	2
Topaz, UT	2
Fresno Assembly Center, CA	1
Little Rock, AR	1
Minidoka, ID	1
Santa Anita, CA	1
Stockton, CA	1
Tulelake, CA	1

N=23 visitor groups

Interned person returned to War Relocation Center?

Yes — 70%

No — 30%   **CAUTION!**

Number of respondents

Figure 37: Has interned person ever returned to site of internment

Visitor services and facilities used

Visitors were asked to note the visitor services and facilities they used during this visit to Manzanar NHS. The most used services and facilities included the interpretive center exhibits (94%), parking areas (88%), and restrooms (82%), as shown in Figure 38. Over one-half of the visitor groups also used the park brochure/map (77%), introductory movie (69%), and assistance from uniformed park staff (61%). The least used service was ranger-led programs (4%).

N=228 visitor groups;
percentages do not equal 100 because visitor groups could use more than one service/facility.

Service/ facility

Service/facility	Percentage
Interpretive center exhibits	94%
Parking areas	88%
Restrooms	82%
Park brochure/map	77%
Introductory movie	69%
Assistance from uniformed park staff	61%
Bookstore items	50%
Park website	14%
Disabled access	7%
Ranger-led programs	4%

Number of respondents

Figure 38: Visitor services and facilities used

Importance and quality of services and facilities used

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE	QUALITY
1=Not important	1=Very good
2=Somewhat important	2=Poor
3=Moderately important	3=Average
4=Very important	4=Good
5=Extremely important	5=Very good

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 39 and 40 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: ranger-led programs and access for disabled persons were not rated by enough visitors to provide reliable data.

Figures 41-50 show the importance ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportion of "extremely important" or "very important" ratings included interpretive center exhibits (99%, N=210), introductory movie (95%, N=152), park website (93%, N=30), and restrooms (92%, N=176), as shown in Figure 51.

Figures 52-61 show the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportion of "very good" or "good" ratings included interpretive center exhibits (97%, N=204), restrooms (96%, N=172), introductory movie (95%, N=145), and assistance from uniformed park staff (93%, N=133), as shown in Figure 62. The service/facility receiving the highest "very poor" rating by visitor groups was parking areas (2%, N=186).
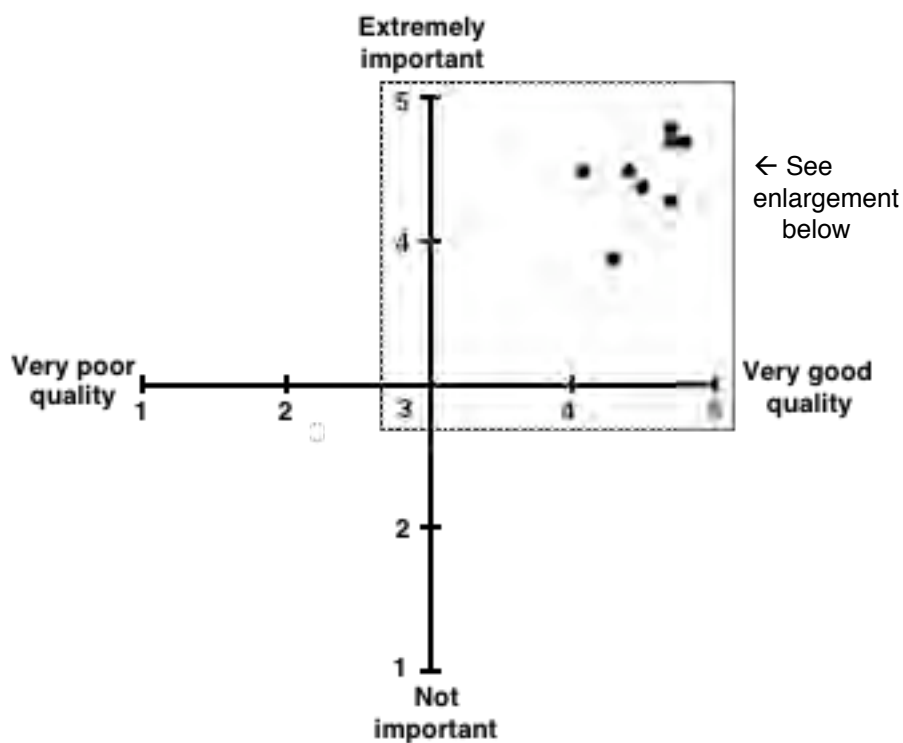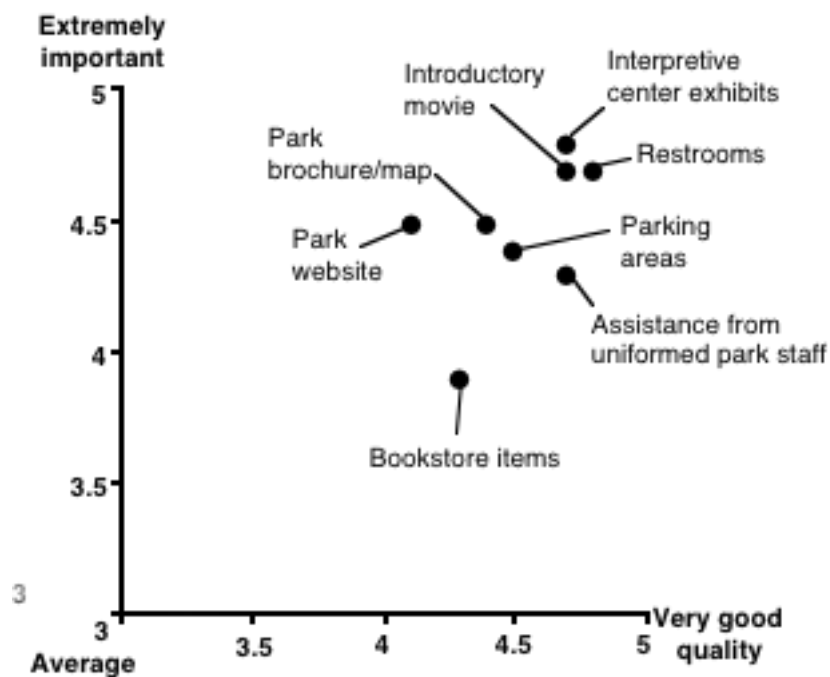
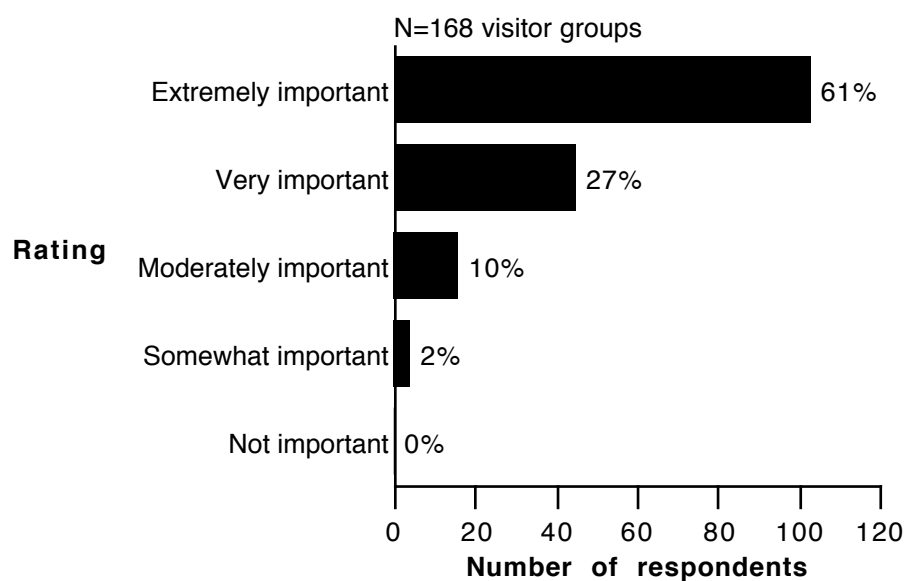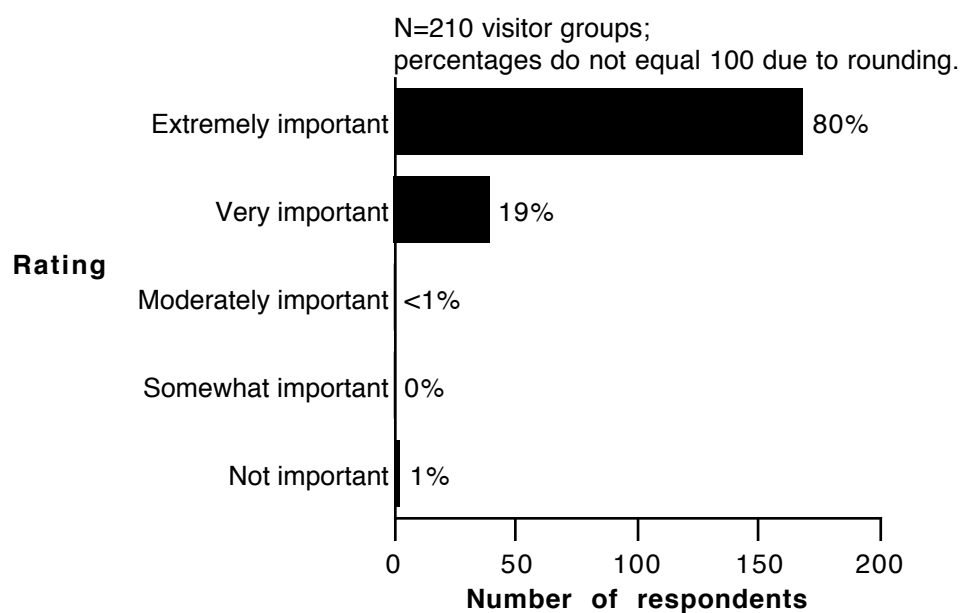**Figure 39: Average importance and quality ratings for visitor services and facilities**
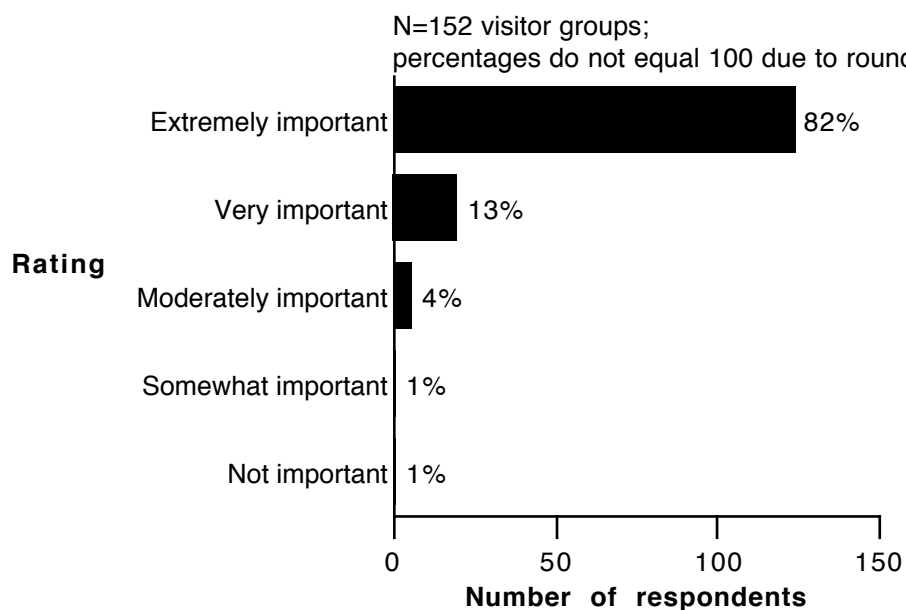

Figure 40: Detail of Figure 39

N=168 visitor groups

Rating	
Extremely important	61%
Very important	27%
Moderately important	10%
Somewhat important	2%
Not important	0%

Number of respondents

Figure 41: Importance of park brochure/map

N=210 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Extremely important	80%
Very important	19%
Moderately important	<1%
Somewhat important	0%
Not important	1%

Number of respondents

Figure 42: Importance of interpretive center exhibits

N=152 visitor groups;
percentages do not equal 100 due to rounding.

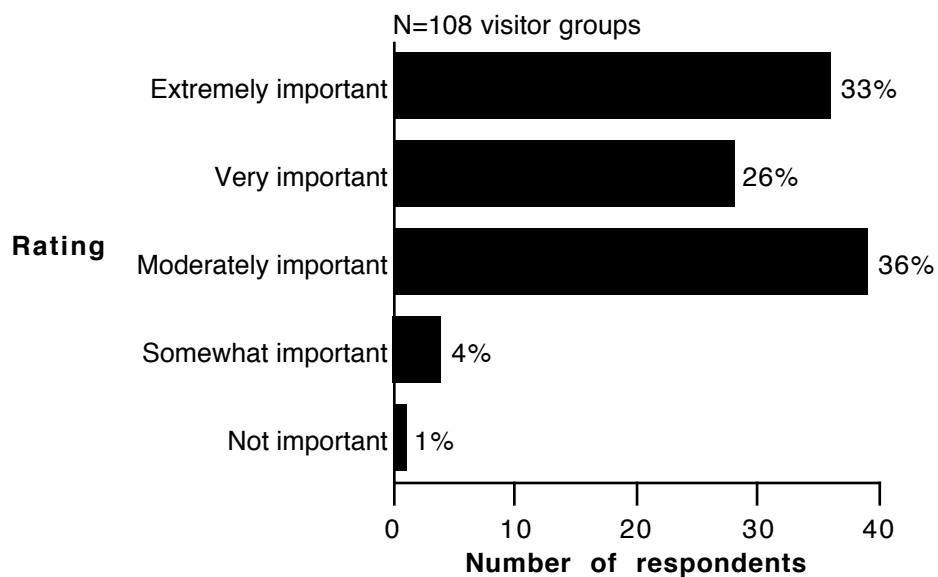**Figure 43: Importance of introductory movie
"Remembering Manzanar"**

N=135 visitor groups
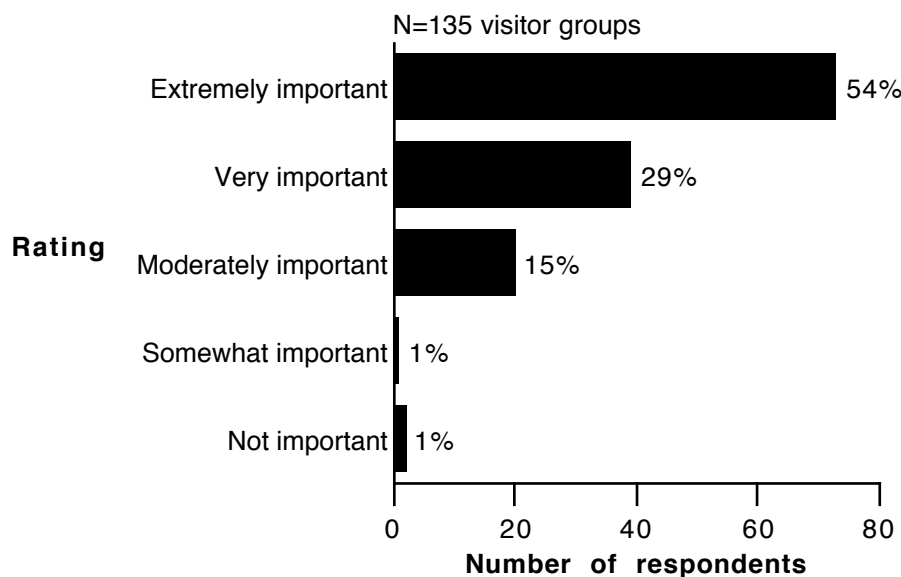
**Figure 44: Importance of assistance from uniformed
park staff**

N=7 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important — 71%
Very important — 14%
Moderately important — 14%
Somewhat important — 0%
Not important — 0%

CAUTION!

Number of respondents
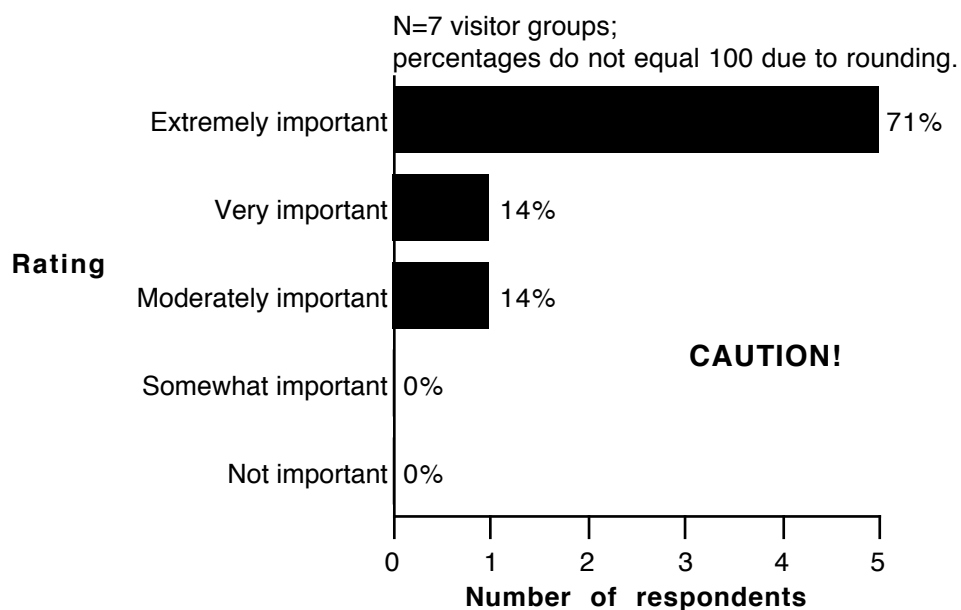
Figure 45: Importance of ranger-led programs

N=108 visitor groups

Rating

Extremely important — 33%
Very important — 26%
Moderately important — 36%
Somewhat important — 4%
Not important — 1%

Number of respondents

**Figure 46: Importance of bookstore items
(selection, quality, price, etc.)**

N=192 visitor groups

Extremely important ████████████████████ 57%

Very important ████████ 25%

Rating

Moderately important ████ 14%

Somewhat important ▌ 3%

Not important | 1%

0   20   40   60   80   100   120

Number of respondents
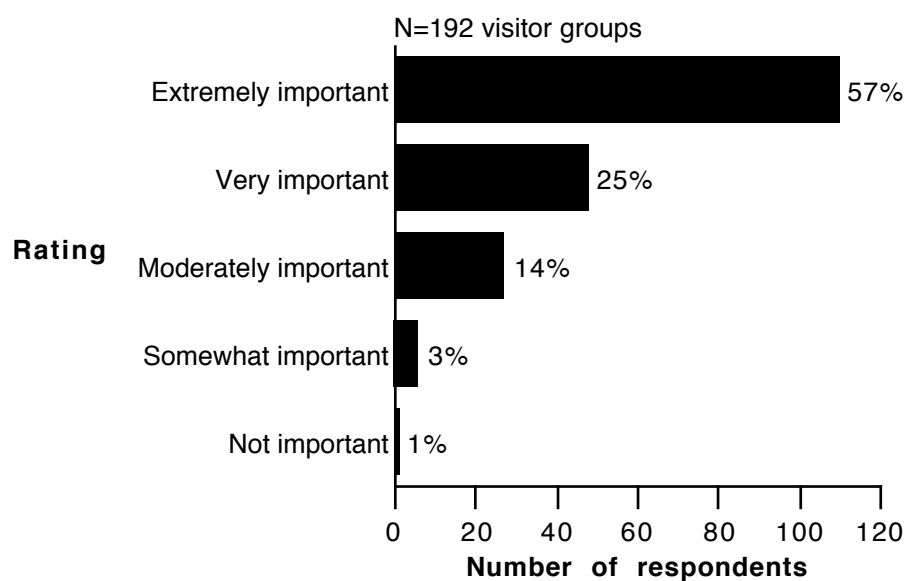
Figure 47: Importance of parking areas

N=176 visitor groups;
percentages do not equal 100 due to rounding.

Extremely important ████████████████████ 76%

Very important ████ 16%

Rating

Moderately important ▌ 7%

Somewhat important | 1%

Not important | 1%

0   50   100   150

Number of respondents
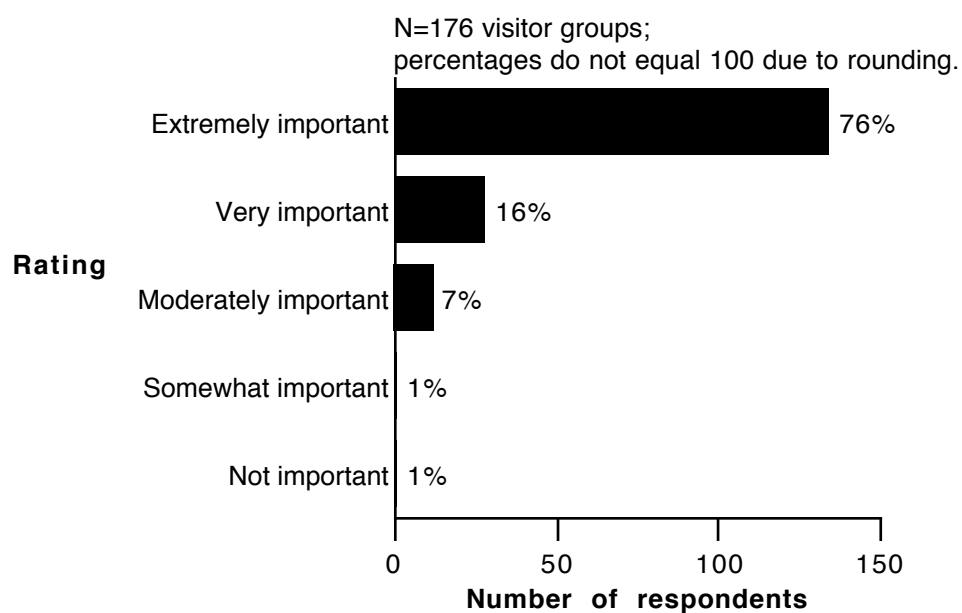
Figure 48: Importance of restrooms

N=16 visitor groups

Extremely important — 75%

Very important — 13%

Rating

Moderately important — 6%

Somewhat important — 6%   **CAUTION!**

Not important — 0%

0   5   10   15

Number of respondents
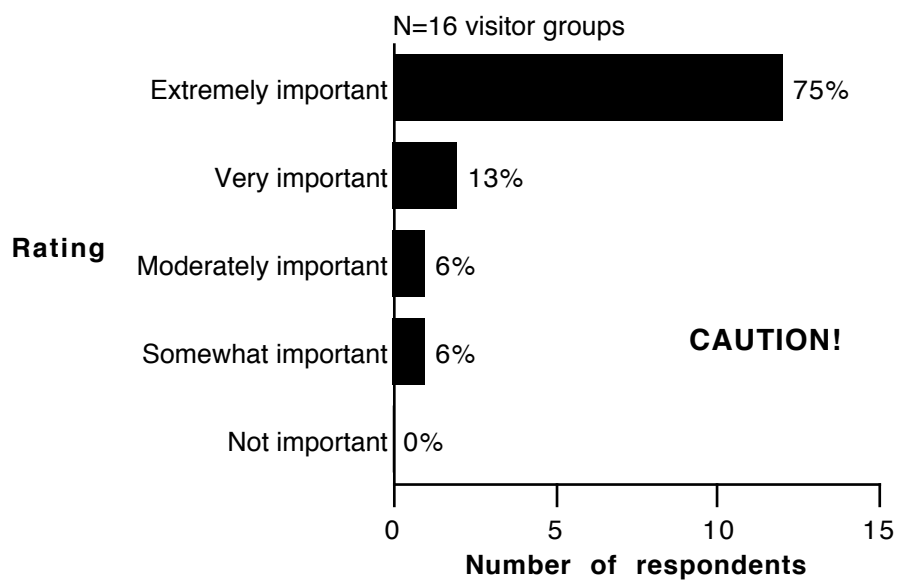
Figure 49: Importance of disabled access

N=30 visitor groups

Extremely important — 53%

Very important — 40%

Rating   Moderately important — 7%

Somewhat important — 0%

Not important — 0%

0   5   10   15   20

Number of respondents
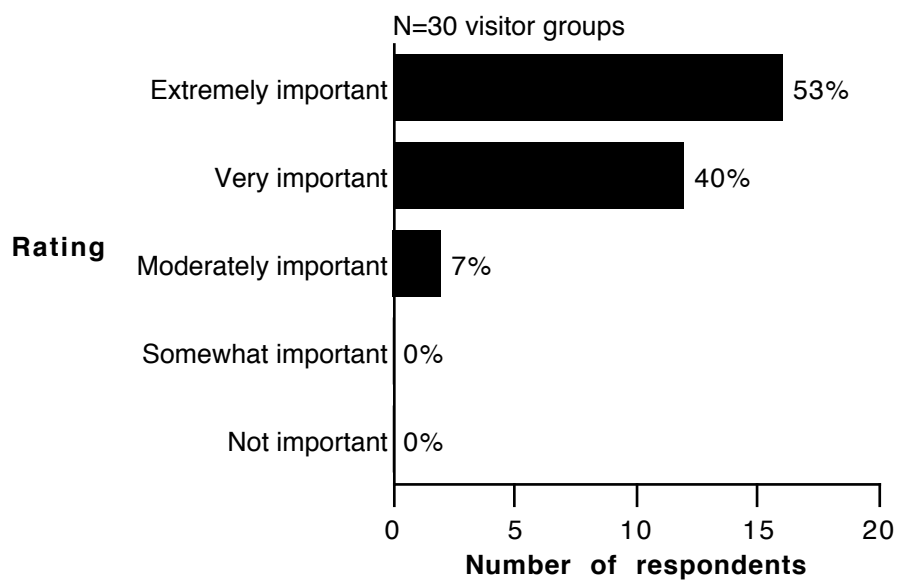
Figure 50: Importance of park website
(used before or during visit)

N=total number of visitor groups who rated each
service/facility.

Interpretive center exhibits   99%, N=210
Introductory movie   95%, N=152
Park website   93%, N=30
Service/
facility   Restrooms   92%, N=176
Park brochure/map   88%, N=168
Assistance from uniformed park staff   83%, N=135
Parking areas   82%, N=192
Bookstore items   59%, N=108

0   20   40   60   80   100
Proportion of respondents
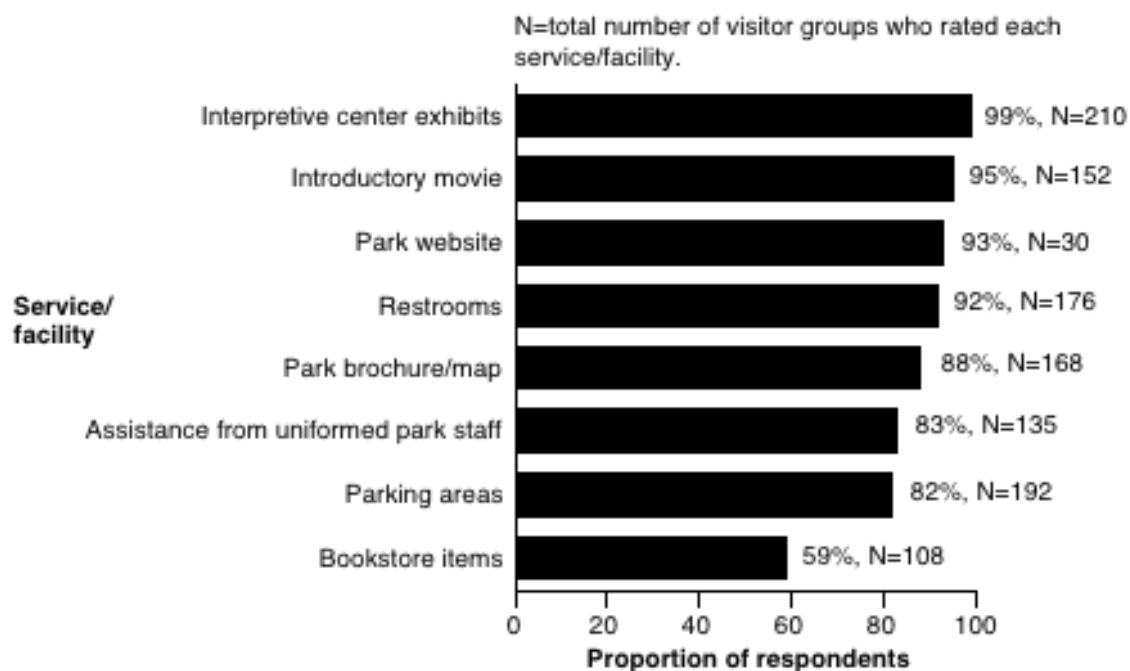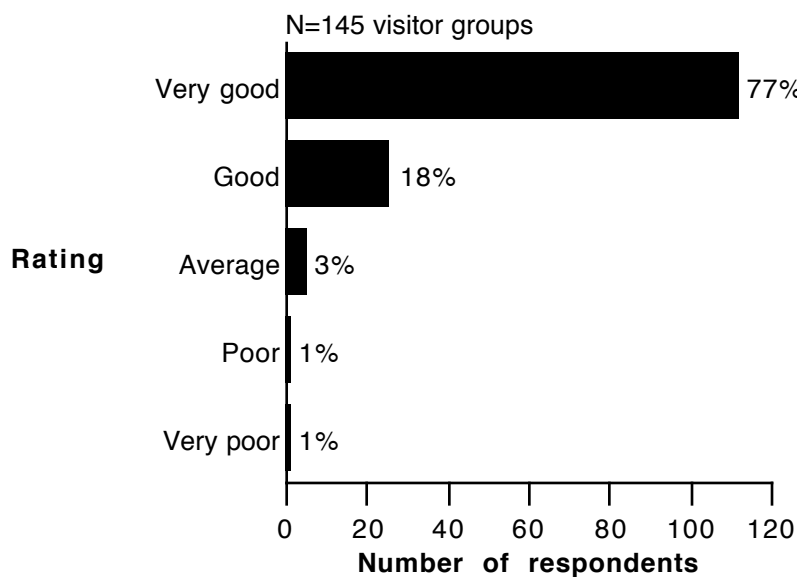
Figure 51: Combined proportions of "extremely important" and "very important" ratings for visitor services and facilities

N=161 visitor groups;
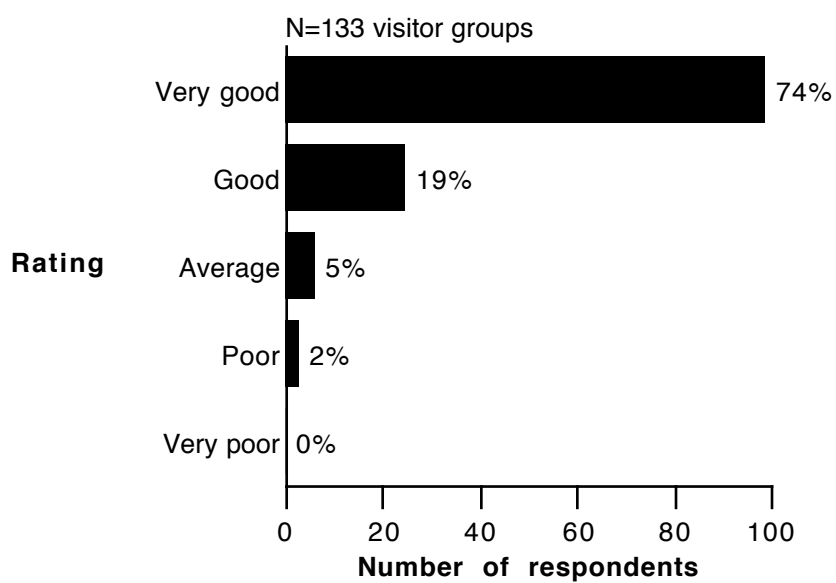percentages do not equal 100 due to rounding.

Very good   55%
Good   30%
Rating   Average   12%
Poor   2%
Very poor   0%

0   20   40   60   80   100
Number of respondents
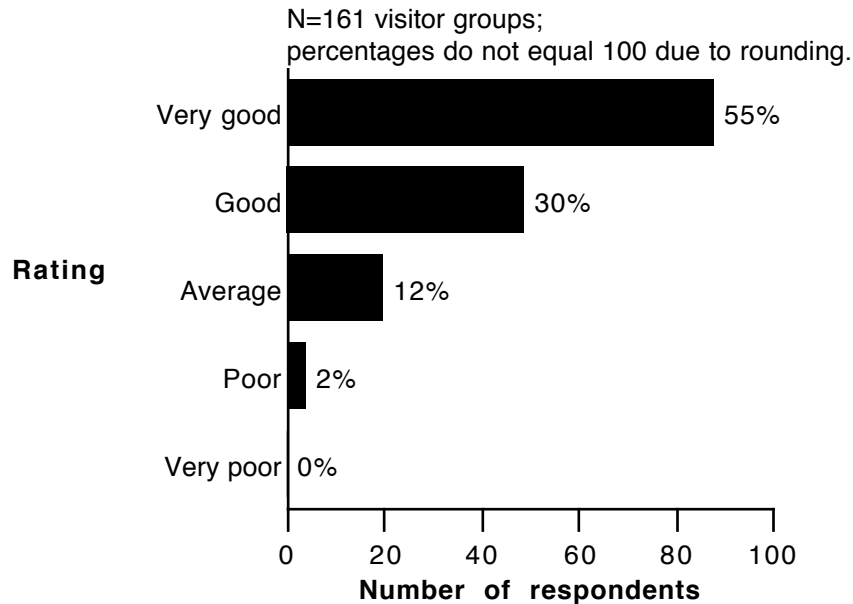
Figure 52: Quality of park brochure/map

N=204 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	78%
Good	19%
Average	2%
Poor	<1%
Very poor	<1%

0   60   120   180

Number of respondents
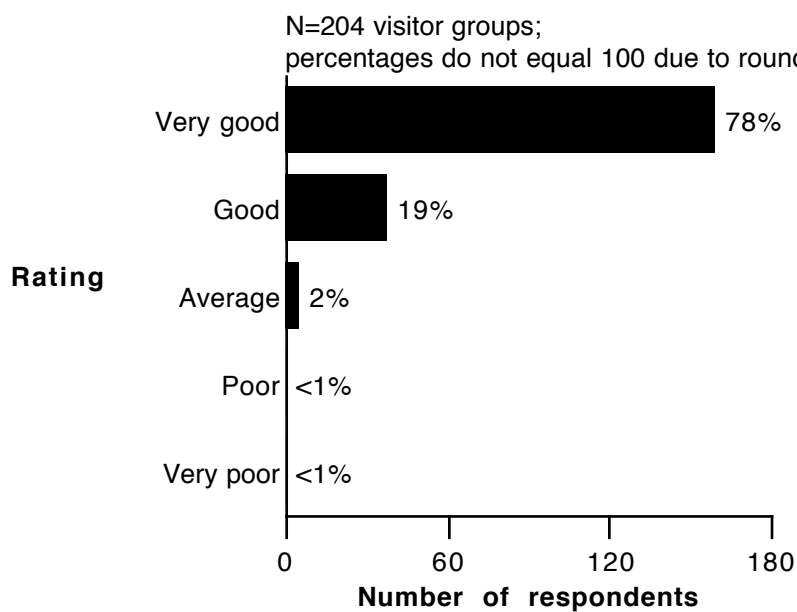
Figure 53: Quality of interpretive center exhibits

N=145 visitor groups

Rating	
Very good	77%
Good	18%
Average	3%
Poor	1%
Very poor	1%

0   20   40   60   80   100   120

Number of respondents

**Figure 54: Quality of introductory movie
"Remembering Manzanar"**

N=133 visitor groups

Rating	
Very good	74%
Good	19%
Average	5%
Poor	2%
Very poor	0%

Number of respondents: 0, 20, 40, 60, 80, 100

Figure 55: Quality of assistance from uniformed park staff

N=6 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	50%
Good	17%
Average	17%
Poor	17%
Very poor	0%

CAUTION!

Number of respondents: 0, 1, 2, 3
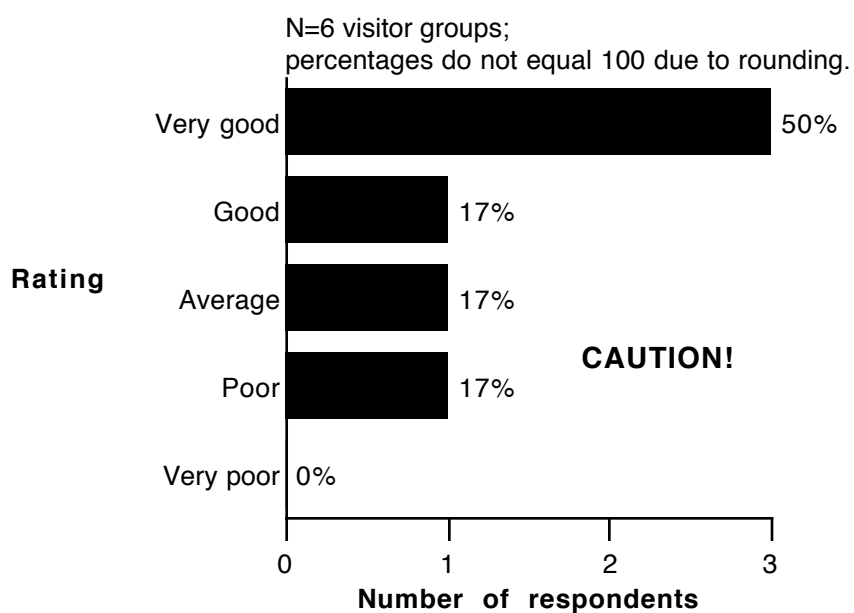
Figure 56: Quality of ranger-led programs

N=107 visitor groups

Rating	
Very good	52%
Good	27%
Average	20%
Poor	0%
Very poor	1%

Number of respondents
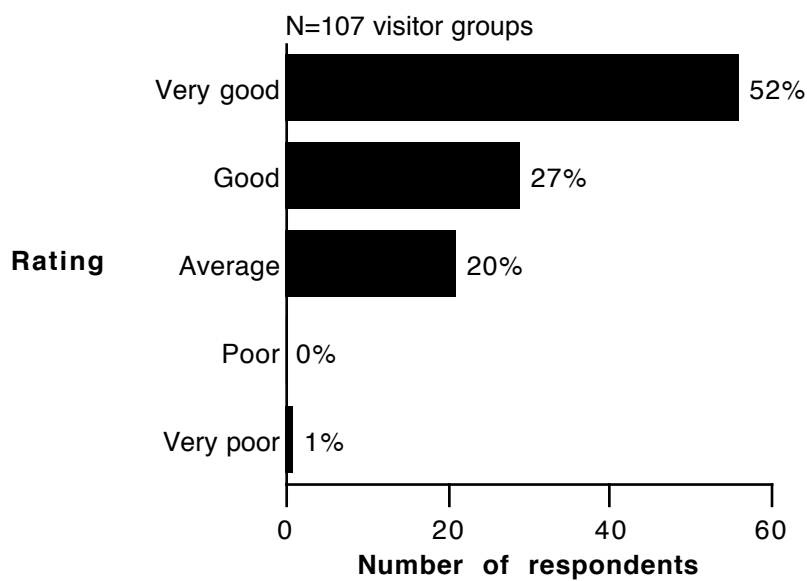
**Figure 57: Quality of bookstore items
(selection, quality, price, etc.)**

N=186 visitor groups;
percentages do not equal 100 due to rounding.

Rating	
Very good	65%
Good	24%
Average	9%
Poor	2%
Very poor	2%

Number of respondents
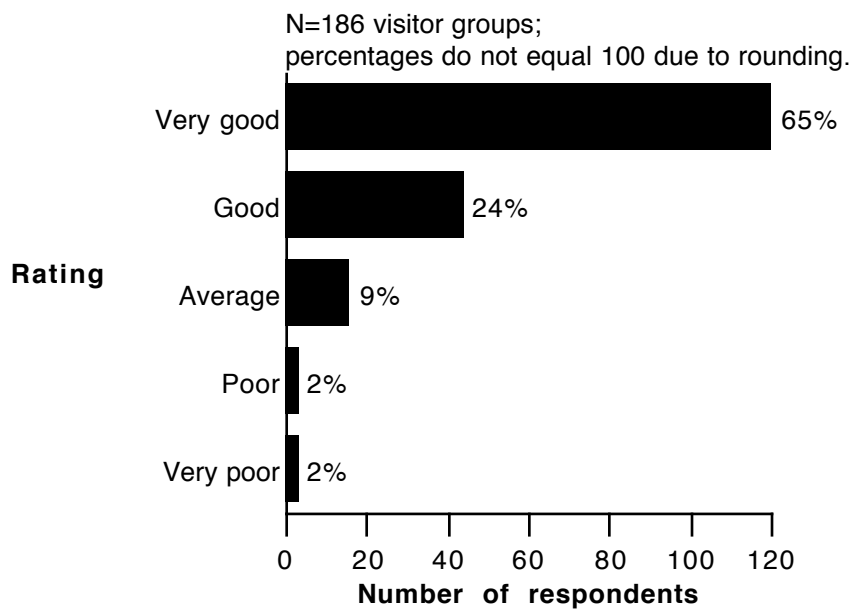
Figure 58: Quality of parking areas

N=172 visitor groups

Rating	
Very good	81%
Good	15%
Average	3%
Poor	0%
Very poor	1%

Number of respondents
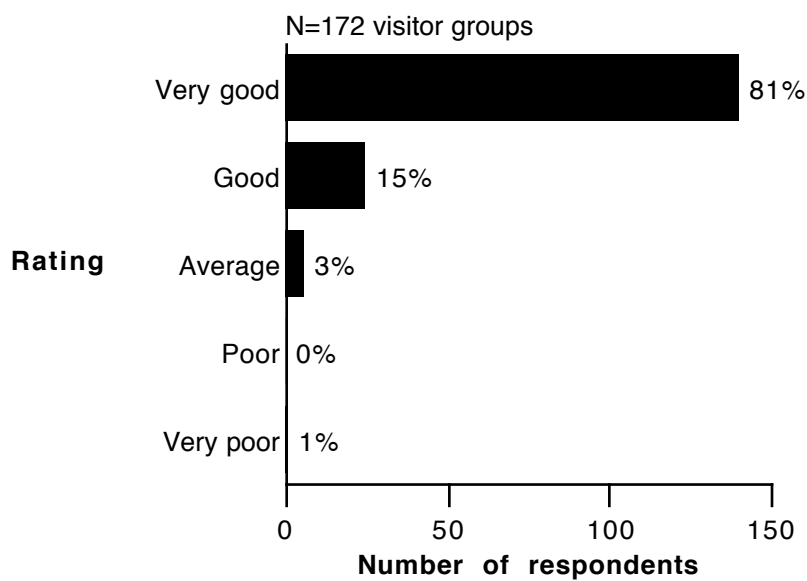
Figure 59: Quality of restrooms

N=15 visitor groups

Rating	
Very good	73%
Good	27%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

Number of respondents
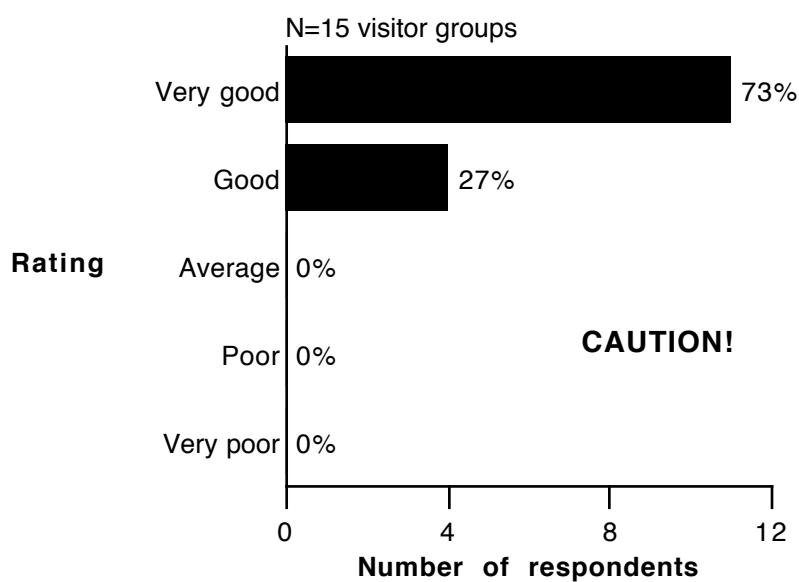
Figure 60: Quality of access for disabled persons

N=30 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Very good	47%
Good	27%
Average	20%
Poor	7%
Very poor	0%

Number of respondents
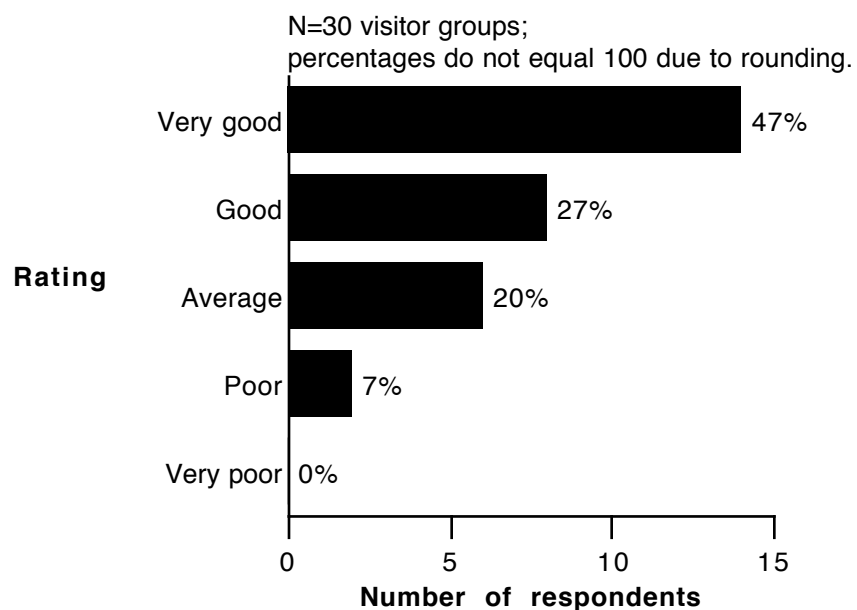
**Figure 61: Quality of park website
(used before or during visit)**
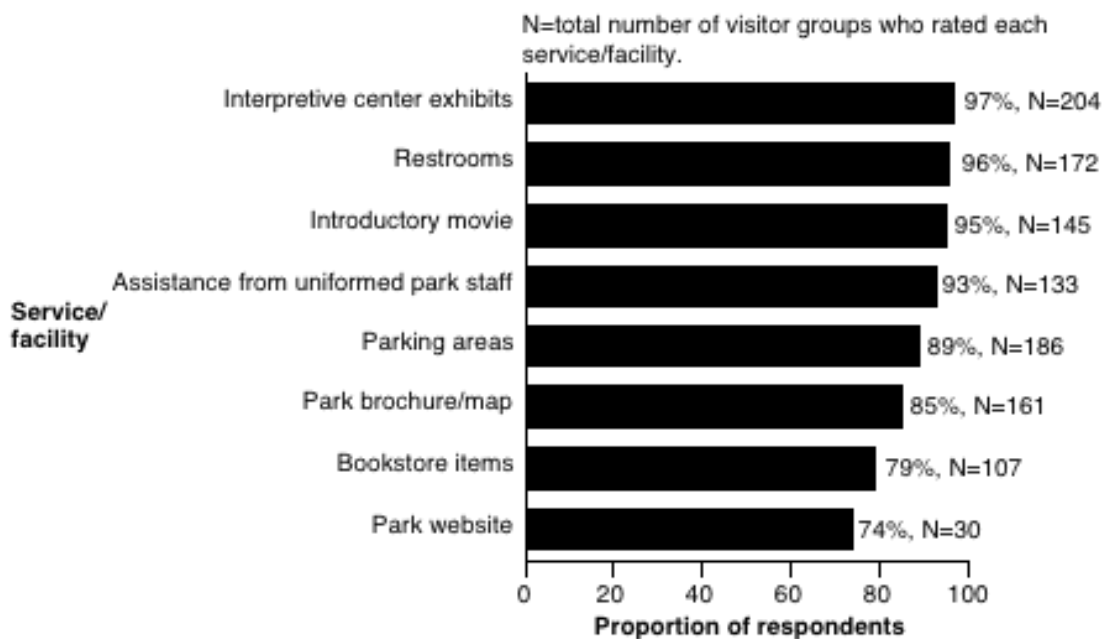
N=total number of visitor groups who rated each
service/facility.

**Service/
facility**

Interpretive center exhibits	97%, N=204
Restrooms	96%, N=172
Introductory movie	95%, N=145
Assistance from uniformed park staff	93%, N=133
Parking areas	89%, N=186
Park brochure/map	85%, N=161
Bookstore items	79%, N=107
Park website	74%, N=30

Proportion of respondents

**Figure 62: Combined proportions of "very good" and "good"
quality ratings for visitor services and facilities**

Importance of protecting park resources/qualities

Visitor groups were given the following information and asked to respond. "It is the National Park Service's responsibility to protect Manzanar NHS's cultural and natural resources while at the same time provide for public enjoyment. How important is protection of the following resources/qualities in the park for you?" Visitor responses are shown in Table 11. The resources/qualities that received the highest importance ratings were archives/museum collections (96%), cemetery (93%), and historic structures (90%), as shown in Figure 63. The highest "not important" rating was for roads (2%).

Table 11: Importance ratings of park resources/qualities
N=number of visitor groups who rated each resource/quality;
percentages may not equal 100 due to rounding.

Resource/quality	N	Rating (%)					
		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Rock gardens	264	45	31	12	5	1	6
Historic orchards	260	39	30	20	5	1	6
Historic structures	265	65	25	5	2	<1	3
Cemetery	261	72	21	3	1	0	3
Roads	257	36	32	20	6	2	5
Archives/museum collections	264	84	12	2	1	<1	2
Other	45	56	11	4	2	0	27

N=total number of visitor groups who rated
each quality/resource.
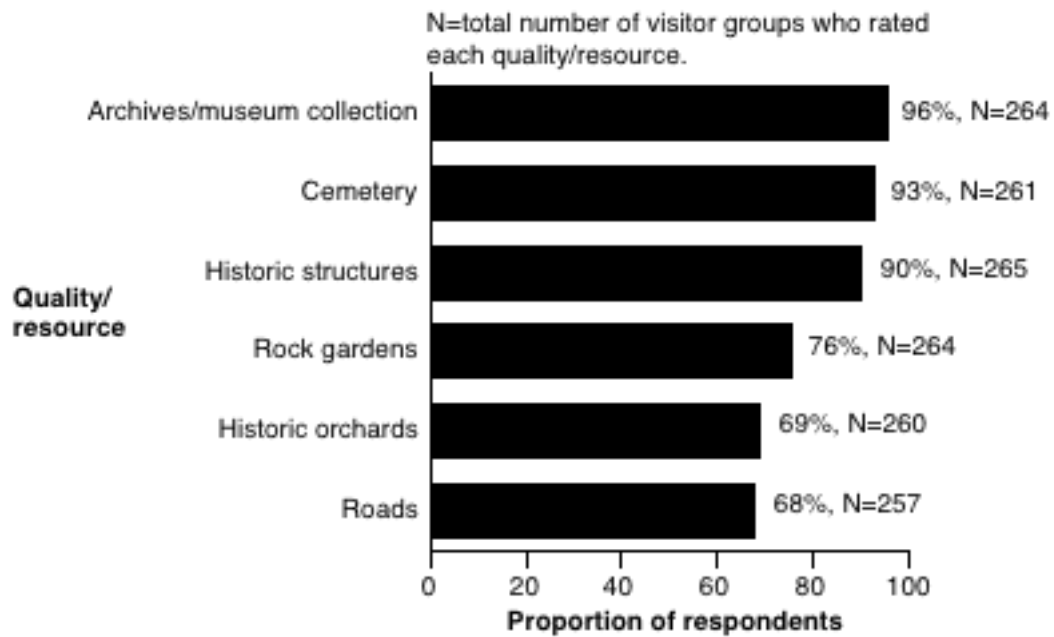
**Figure 62: Combined proportions of "extremely important"
and "very important" ratings for selected park
resources/qualities**

Educational topics learned on this visit
Topic understanding improvement

Visitor groups were asked to identify the topics they learned during this visit to Manzanar NHS: War Relocation Centers, World War II history, settlement of Owens Valley, Owens Valley Paiute life, early history of Manzanar area, and Japanese American culture/history. The topics that visitors most often learned included War Relocation Centers (97%), Japanese American culture (84%), and World War II history (75%), as shown in Figure 64.

Visitor groups then rated how they felt their understanding of these topics improved during their visit. Seventy-two percent of visitor groups said they learned "a lot" about War Relocation Centers and smaller proportions of visitors learned "a lot" about the other five topics (see Table 12). The topic that received the highest rating of "not at all learned" was Owens Valley Paiute life (12%).

N=518 visitor groups

Topic	Percentage
War Relocation Centers	22%
Japanese American culture	19%
World War II history	17%
Early history of Manzanar	16%
Settlement of Owens Valley	15%
Owens Valley Paiute life	11%

Number of respondents
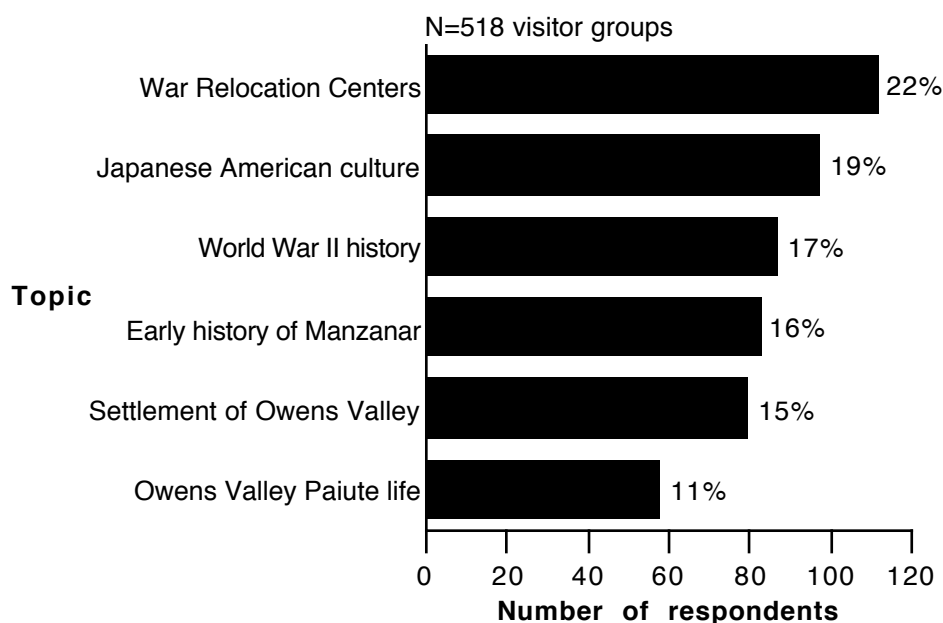
Figure 64: Topics that visitors learned during their visit

Table 12: Level of understanding improvement

N=number of visitor groups who rated each topic;
percentages may not equal 100 due to rounding.

Topic	N	Rating (%)				
		A lot	Somewhat	A little	Not at all	Don't know
War Relocation Centers	110	72	22	6	0	0
World War II history	87	26	39	32	2	0
Settlement of Owens Valley	80	45	29	23	3	1
Owens Valley Paiute life	58	33	22	31	12	2
Early history of Manzanar area	83	39	30	24	5	2
Japanese American culture/ history	96	32	47	19	2	0

Visitor opinions about level of park development

Manzanar NHS has limited buildings, facilities, and services. When asked about the adequacy of the level of development in the park, most visitor groups (52%) felt that the park is underdeveloped (see Figure 65). Forty-seven percent of groups felt that the level of development is about right, while less than 1% felt the park is overdeveloped. Groups were also asked to comment on the level of development, with the greatest proportion of visitors wanting reconstruction or restoration of at least some buildings (see Table 13).

N=266 visitor groups;
percentages do not equal 100 due to rounding.

Level of development?

- Overdeveloped: <1%
- About right: 47%
- Underdeveloped: 52%

Number of respondents
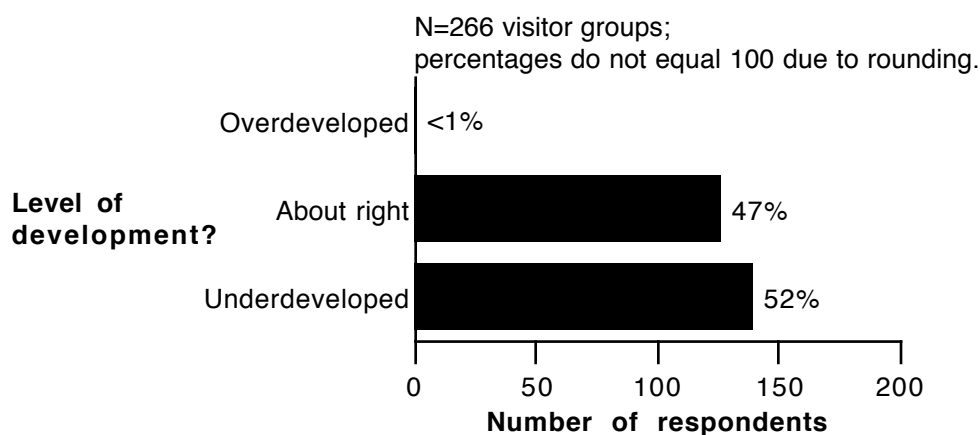
Figure 65: Ratings about level of park development

Table 13: Comments on level of development
N=232 comments;
some groups made more than one comment.

Comment	Number of times mentioned
Reconstruct/restore buildings	107
Restore gardens	32
Keep it undeveloped/as is	27
Provide more/improved informational signs	19
Great interpretive center/exhibits	9
Save/add orchards	8
Add snack shop	6
Improve/pave road	5
Add picnic area	2
Buildings have been removed	2
Other comments	15

Expenditures inside and outside the park
Number of adults and children covered by expenditures

Visitor groups were asked to list the amount of money they spent during their visit to Manzanar NHS/Owens Valley area (including Bishop, Big Pine, Independence, and Lone Pine). Groups were asked to list the amounts they spent for lodging; camping fees; restaurants and bars; groceries and takeout food; gas and oil; other transportation expenses; admission, recreation, and entertainment fees; all other purchases; and donations.

Total expenditures inside and outside the park: For total expenditures inside and outside the park, 56% of visitor groups spent between $1 and $200 during their visit (see Figure 66). Twenty-three percent of visitors spent $401 or more. The greatest proportion of expenditures (32%) was for lodges, motels, cabins, etc., as shown in Figure 67.

During their stay in the Manzanar NHS/Owens Valley area (including Bishop, Big Pine, Independence, and Lone Pine), the average visitor group expenditure was $275. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $150. The average per capita expenditure was $106.

Number of adults and children covered by expenditures: Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Sixty-four percent of visitor groups had two adults covered by expenditures, while 24% had three or four adults (see Figure 68). Figure 69 shows that, 71% of groups had one or two children covered by expenditures.
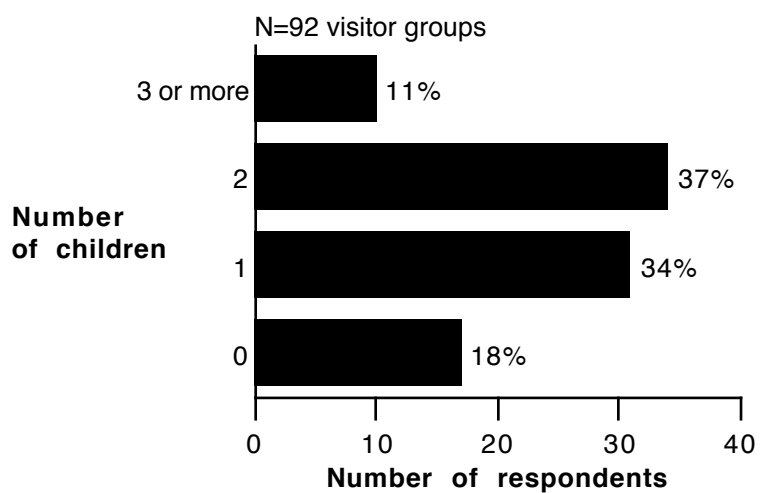
N=253 visitor groups
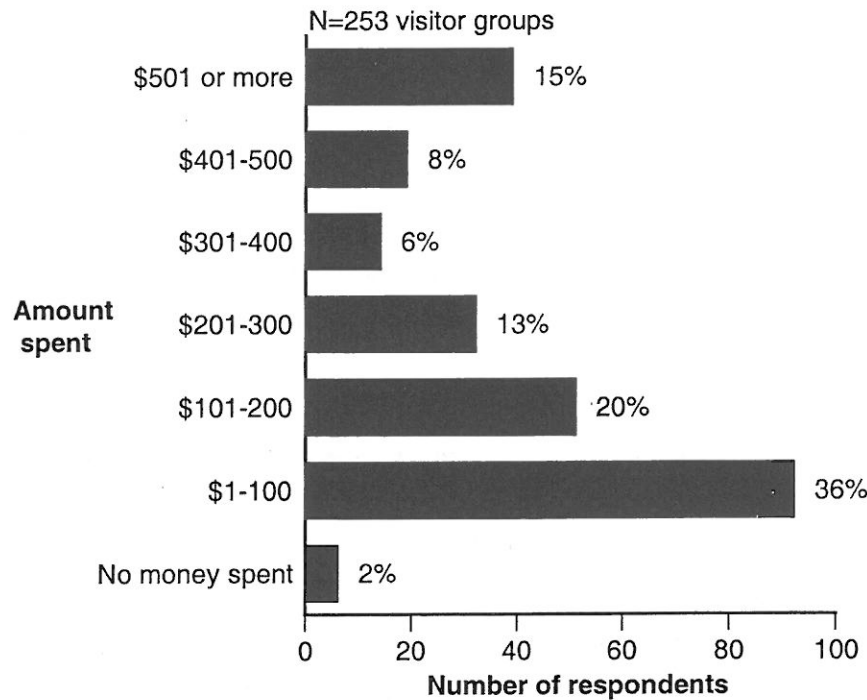
Figure 66: Total expenditures inside and outside the park

N=253 visitor groups
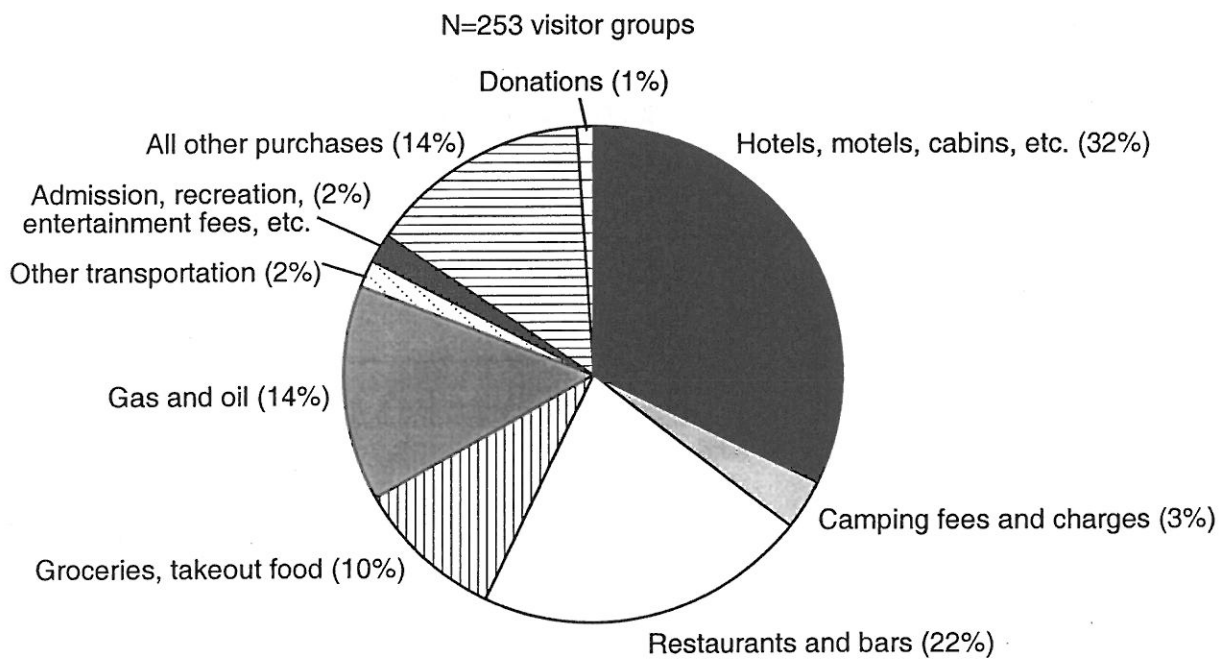
Figure 67: Proportions of expenditures inside and outside the park

N=243 visitor groups;
percentages do not equal 100 due to rounding.
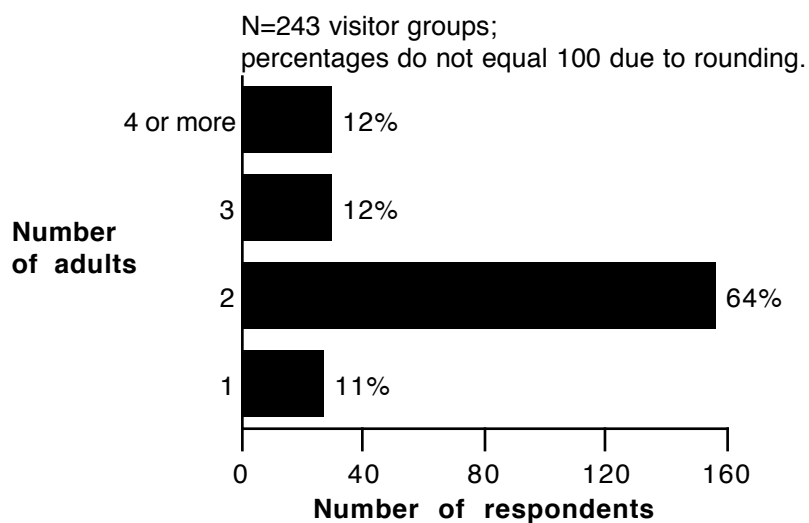
Figure 68: Number of adults covered by expenditures

N=92 visitor groups
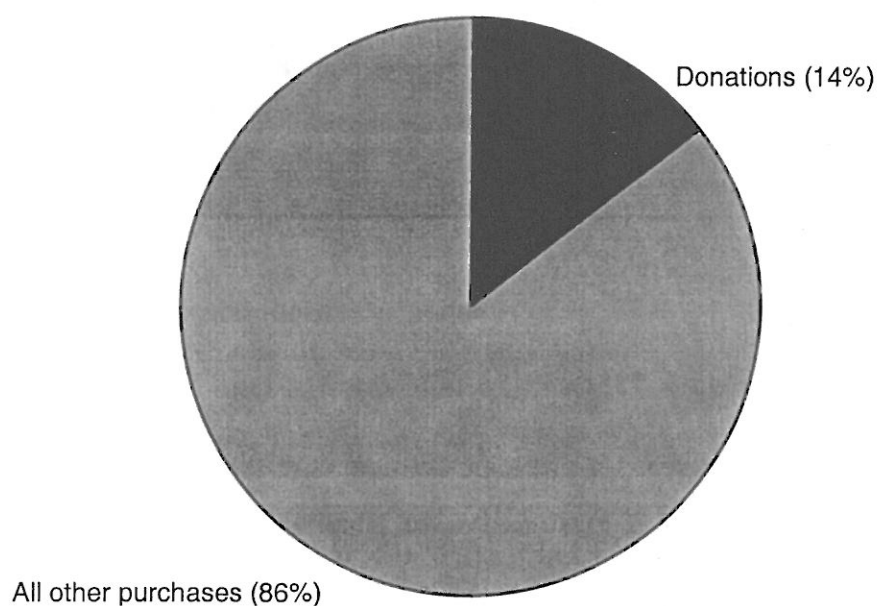
Figure 69: Number of children covered by expenditures

Expenditures inside the park

Total expenditures inside the park: Forty-three percent of visitor groups spent between $1 and $25 and 26% spent no money (see Figure 70). "All other purchases" accounted for 86% of expenditures in the park (see Figure 71), while 14% of expenditures were for donations.

The average <u>visitor group</u> expenditure in the park during this visit was $26. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $10. The average <u>per capita</u> expenditure was $12.

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.): Thirty-eight percent of visitor groups spent no money and 48% spent between $1 and $50 (see Figure 72).

Donations inside the park: Over one-half of groups (53%) spent between $1 and $25 and 46% spent no money (see Figure 73).

N=125 visitor groups

Amount spent	
$76 or more	10%
$51-75	6%
$26-50	15%
$1-25	43%
No money spent	26%

Number of respondents
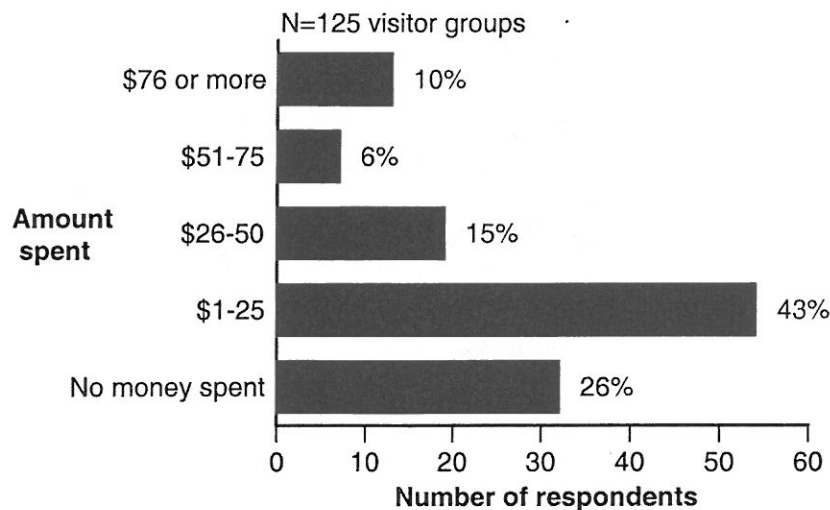
Figure 70: Total expenditures inside the park

N=125 visitor groups

Figure 71: Proportions of expenditures inside the park
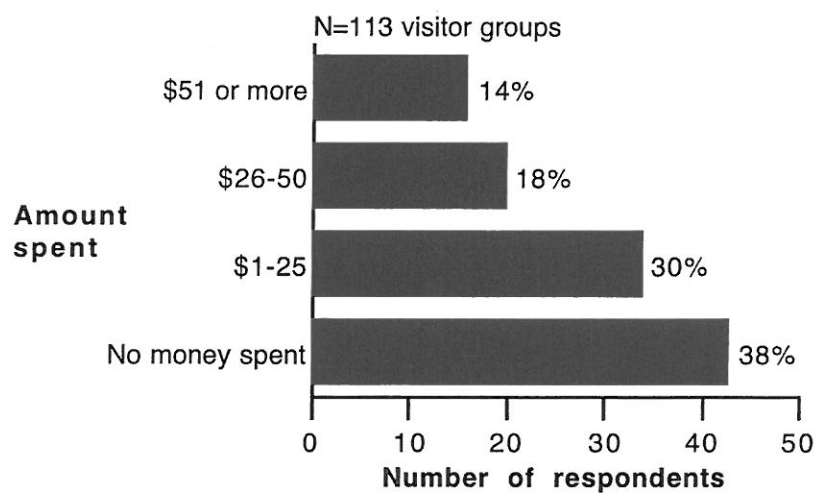
**Figure 72: Expenditures for all other purchases
inside the park**
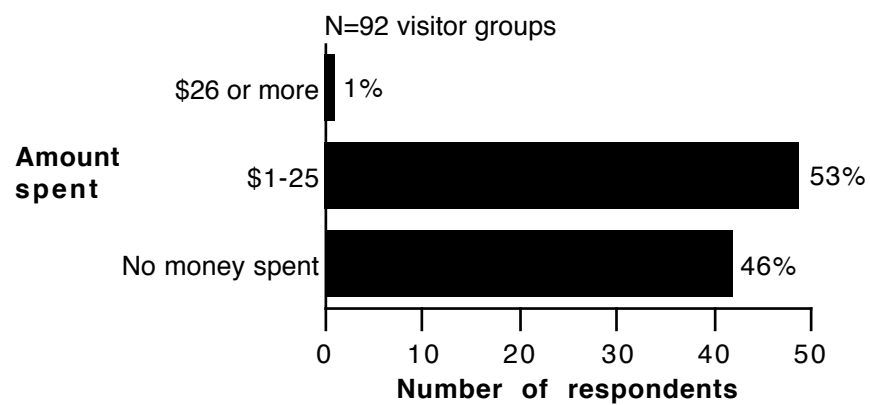
N=92 visitor groups

Figure 73: Donations inside the park

Expenditures outside the park

Total expenditures outside the park: Thirty-six percent of visitor groups spent $1-100 outside the park but in the Manzanar NHS/Owens Valley area including Bishop, Big Pine, Independence, and Lone Pine (see Figure 74). Twenty-one percent of groups spent $100-200 and 15% spent $501 or more. The largest proportions of expenditures outside of the park were for hotels, motels, etc. (34%) and restaurants and bars (23%), as shown in Figure 75.

The average <u>visitor</u> <u>group</u> expenditure outside of the park during this visit was $268. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $140. The average <u>per</u> <u>capita</u> expenditure was $108.

Hotels, motels, cabins, B&B, etc. outside the park: Forty-eight percent of visitor groups spent no money and 35% spent up to $200 (see Figure 76).

Camping fees and charges outside the park: Most groups (69%) spent no money and 24% spent up to $50 (see Figure 77).

Restaurants and bars outside the park: Forty-six percent of groups spent up to $50 and 20% spent $101-200 (see Figure 78).

Groceries and takeout food outside the park: Almost one-half of visitor groups (48%) spent up to $50 and 30% spent no money (see Figure 79).
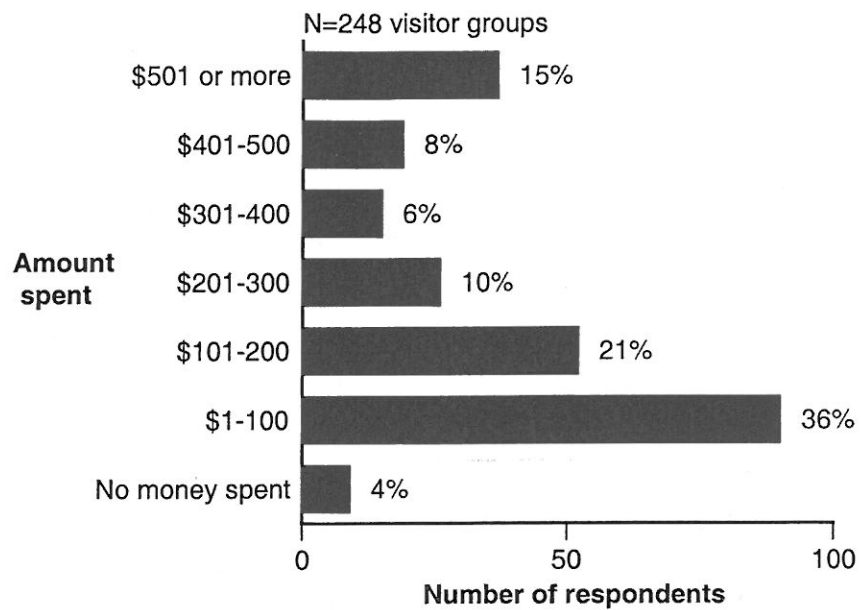
Gas and oil outside the park: Sixty-five percent of groups spent up to $50 (see Figure 80).

Other transportation expenses outside the park (rental cars, taxis, auto repairs, but NOT airfare): Most visitor groups (92%) spent no money (see Figure 81).
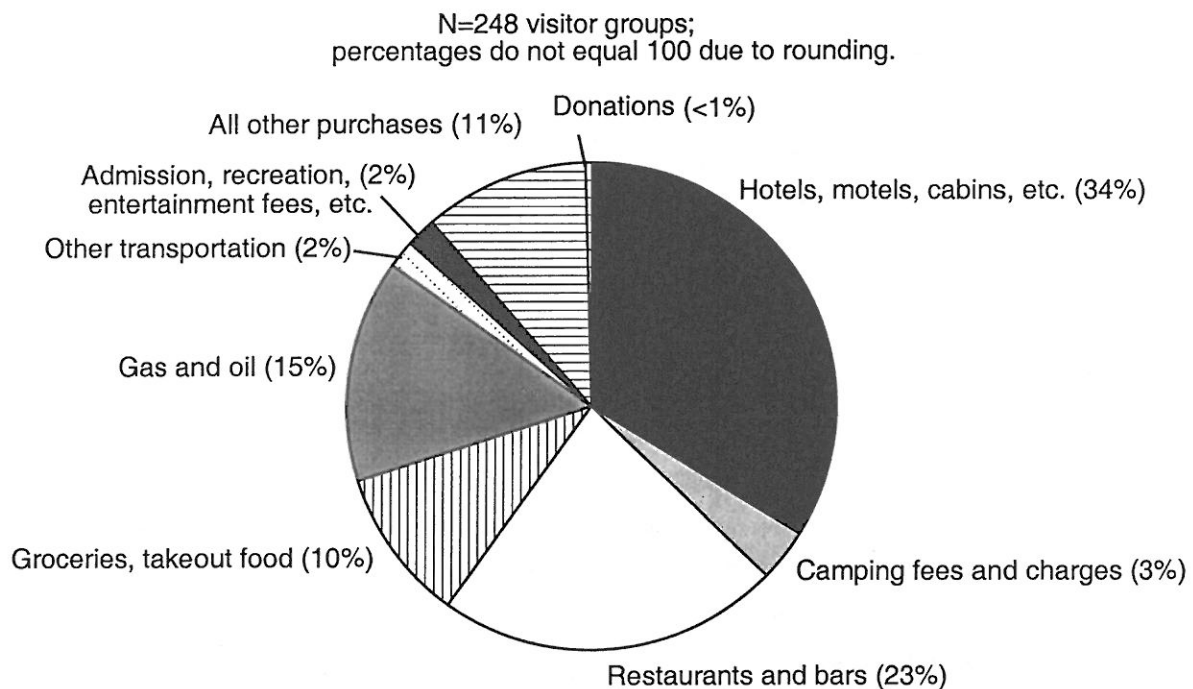
Admission, recreation, and entertainment fees outside the park: Most groups (72%) spent no money and 22% spent up to $50 (see Figure 82).

All other purchases outside the park (souvenirs, film, books, sporting goods, clothing, etc.): Forty percent of visitor groups spent up to $50 and 38% spent no money (see Figure 83).

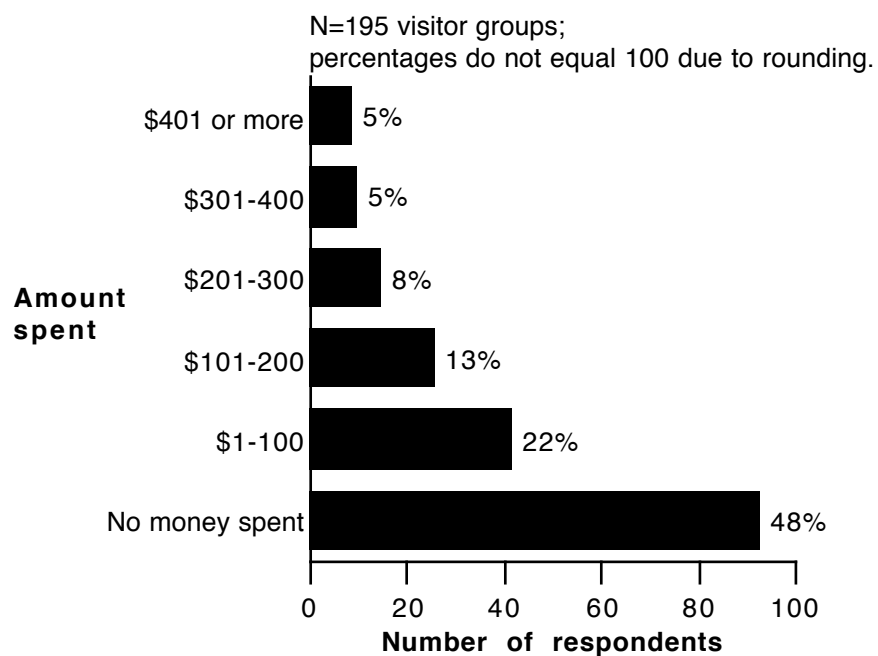**Donations outside the park:** Most groups (71%) spent no money and 29% spent up to $50 (see Figure 84).

N=248 visitor groups
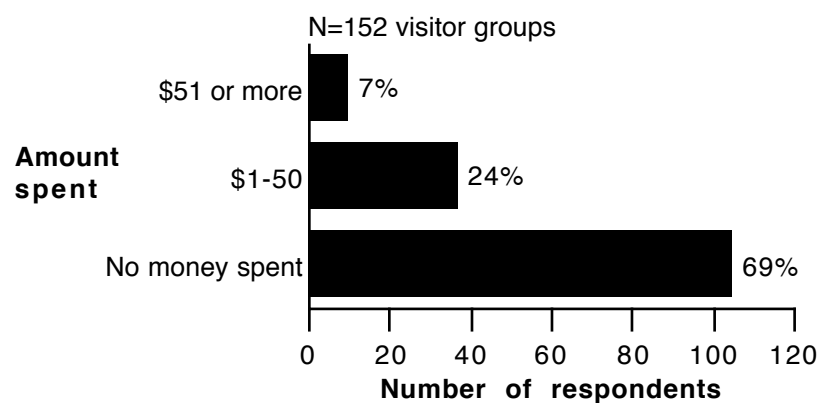

Figure 74: Total expenditures outside the park

N=248 visitor groups;
percentages do not equal 100 due to rounding.

Figure 75: Proportions of expenditures outside the park

N=195 visitor groups;
percentages do not equal 100 due to rounding.

Amount spent

$401 or more — 5%
$301-400 — 5%
$201-300 — 8%
$101-200 — 13%
$1-100 — 22%
No money spent — 48%

Number of respondents

Figure 76: Expenditures for hotels, motels, cabins, B&B, etc. outside the park

N=152 visitor groups

Amount spent

$51 or more — 7%
$1-50 — 24%
No money spent — 69%

Number of respondents

Figure 77: Expenditures for camping fees and charges outside the park

N=216 visitor groups

Amount spent

Amount	
$151 or more	11%
$101-150	6%
$51-100	20%
$1-50	46%
No money spent	17%

0   20   40   60   80   100

Number of respondents
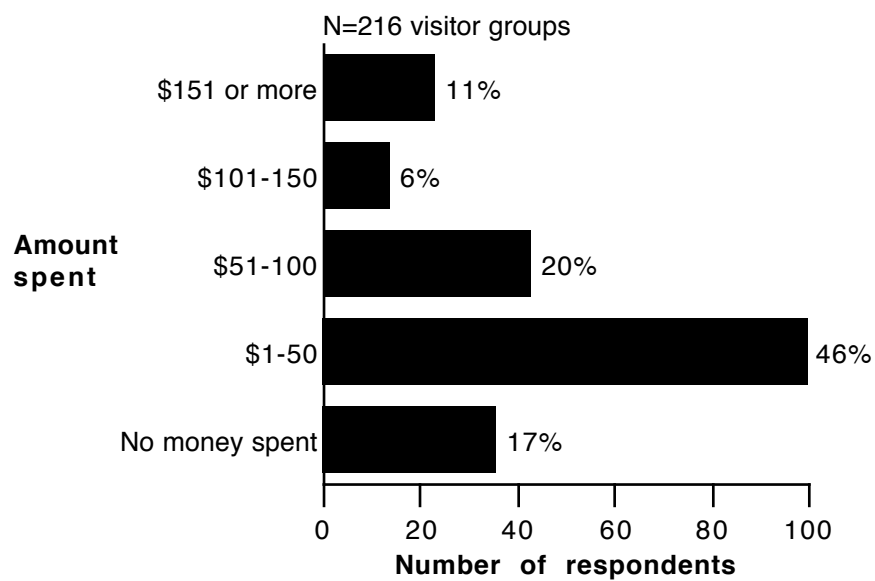
Figure 78: Expenditures for restaurants and bars outside the park

N=174 visitor groups

Amount spent

Amount	
$101 or more	6%
$51-100	16%
$1-50	48%
No money spent	30%

0   18   36   54   72   90

Number of respondents
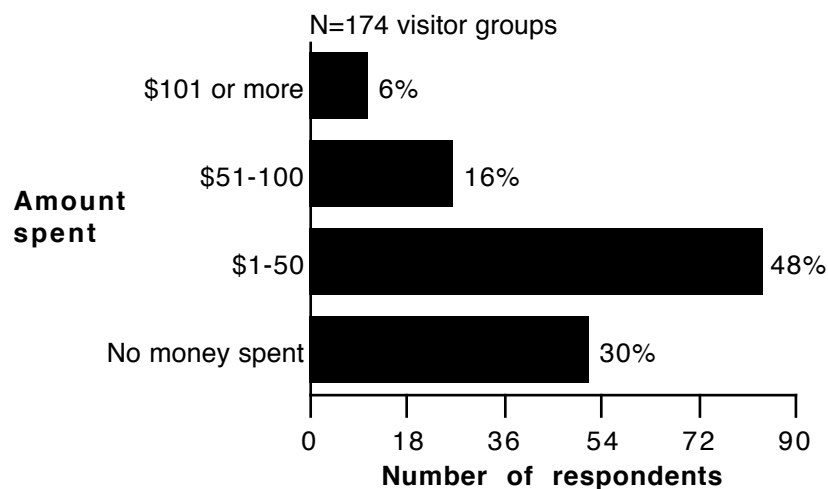
Figure 79: Expenditures for groceries and takeout food outside the park

N=217 visitor groups

Amount spent

$101 or more 4%

$51-100 21%

$1-50 65%

No money spent 10%

0   40   80   120   160

Number of respondents
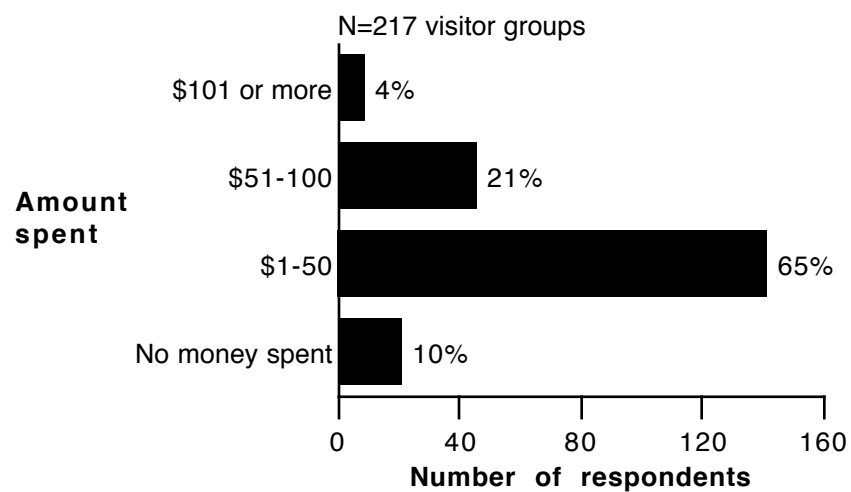
**Figure 80: Expenditures for gas and oil
outside the park**

N=114 visitor groups

Amount spent

$51 or more 4%

$1-50 4%

No money spent 92%

0   20   40   60   80   100   120

Number of respondents
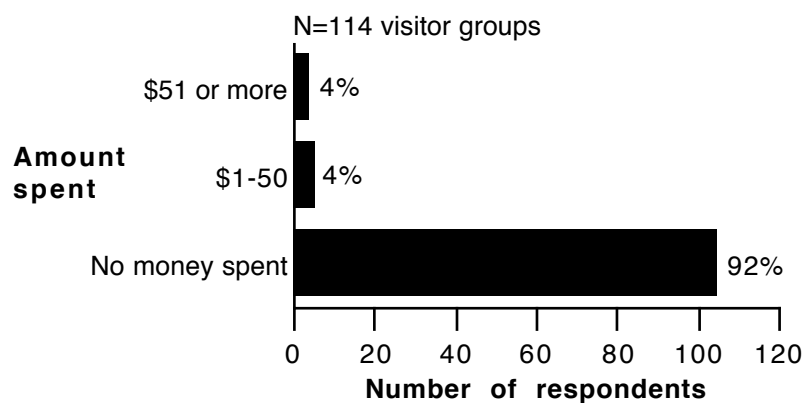
**Figure 81: Expenditures for other transportation expenses
outside the park**

N=132 visitor groups

$51 or more ▮ 6%

Amount spent

$1-50 ▮ 22%

No money spent ▮ 72%

0   20   40   60   80   100
Number of respondents
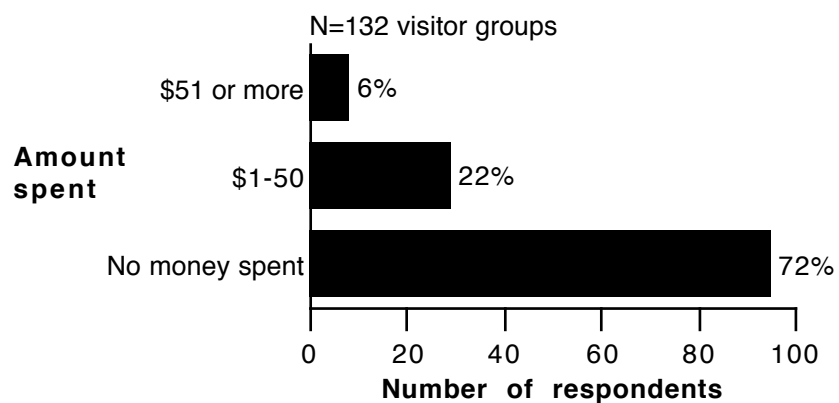
Figure 82: Expenditures for admission, recreation, and entertainment fees outside the park

N=153 visitor groups

$101 or more ▮ 8%

$51-100 ▮ 14%

Amount spent

$1-50 ▮ 40%

No money spent ▮ 38%

0   10   20   30   40   50   60   70
Number of respondents
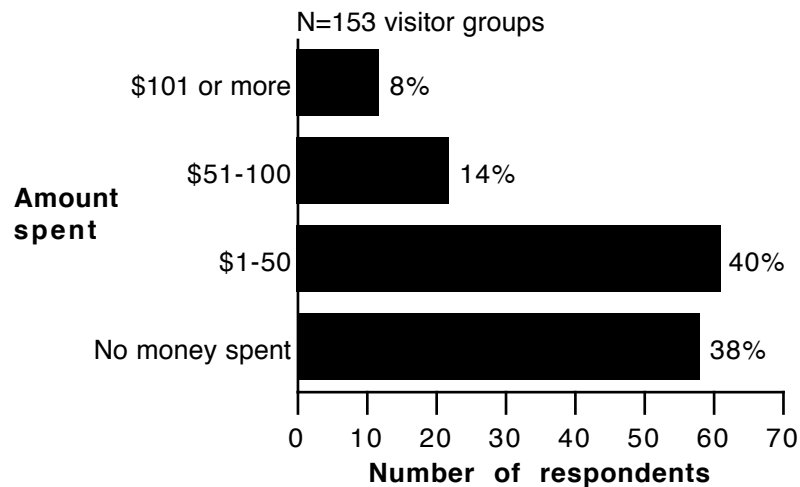
Figure 83: Expenditures for all other purchases outside the park

N=113 visitor groups

Amount spent

$1-50   29%

No money spent   71%

0   20   40   60   80

Number of respondents
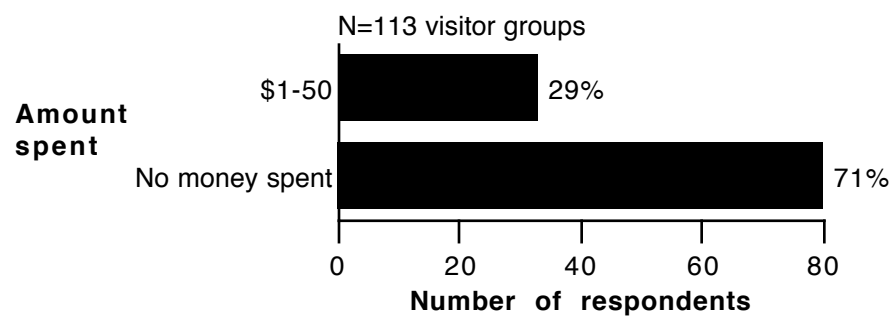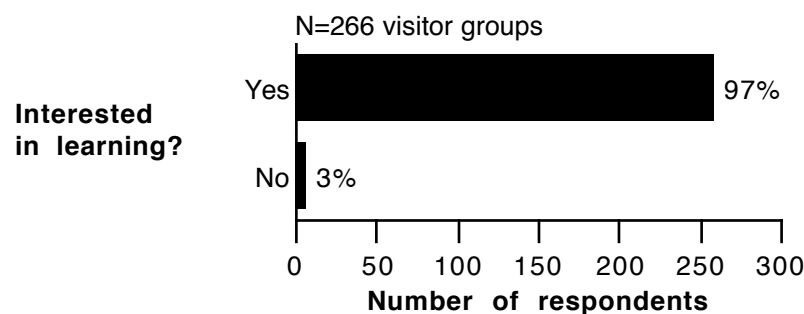
Figure 84: Donations outside the park

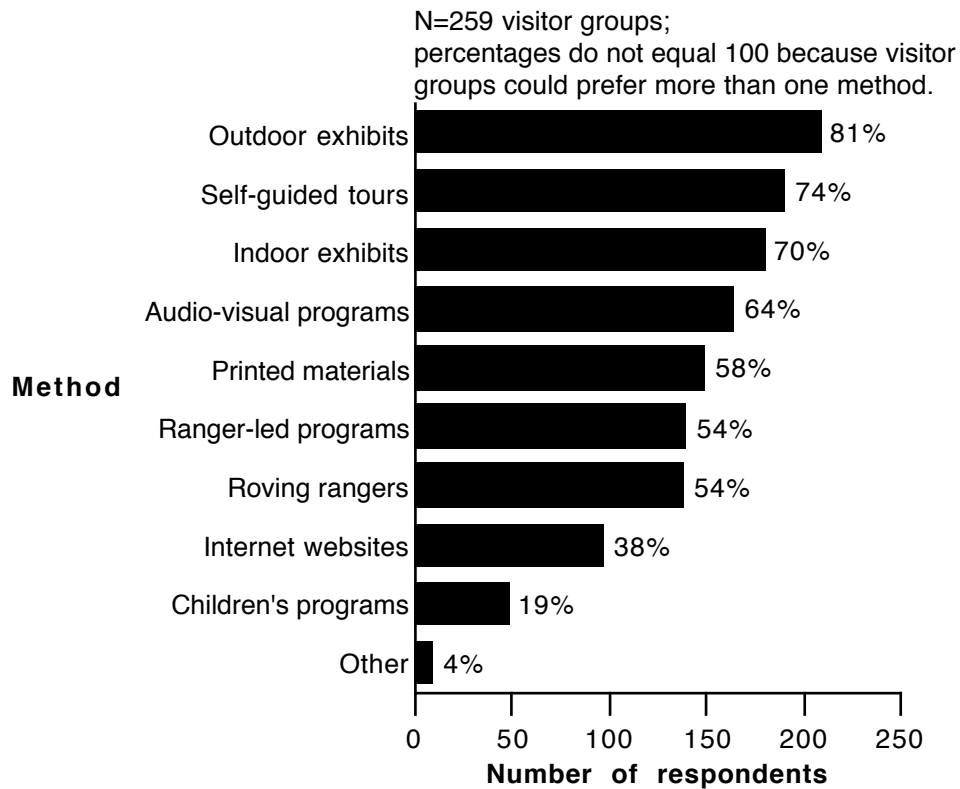<div style="border:1px solid black">

**Preferred ways of learning about the park in the future
Subjects of interest on a future visit**

</div>

Preferred ways of learning: Visitor groups were asked to list the ways that they would prefer to learn about the cultural and natural history of Manzanar NHS. Most visitor groups (97%) were interested in learning, while 3% were not, as shown in Figure 85. When asked the ways that they would prefer to learn about the park on a future visit, most groups preferred outdoor exhibits (81%), self-guided tours (74%), indoor exhibits (70%), and audio-visual programs—videos, movies, slide shows, etc. (64%), as shown in Figure 86. Printed materials such as books, brochures, maps, etc. (58%), ranger-led programs (54%), and roving rangers (54%) were also preferred by over one-half of the visitor groups. The least preferred method of learning about the park was children's programs (19%). "Other" preferred methods of learning included restoring gardens, walking trail through site, video interviewing former internees, and having guest speakers who were former internees.

Subjects of interest: In an open-ended question, visitor groups were also asked to list subjects they would be interested in learning about on a future visit to the park. Table 14 lists visitor group responses.

N=266 visitor groups

Interested in learning?

Yes 97%
No 3%

0   50   100 150 200 250 300
Number of respondents

Figure 85: Visitor groups' interest in learning

N=259 visitor groups;
percentages do not equal 100 because visitor
groups could prefer more than one method.

Method

Method	Percentage
Outdoor exhibits	81%
Self-guided tours	74%
Indoor exhibits	70%
Audio-visual programs	64%
Printed materials	58%
Ranger-led programs	54%
Roving rangers	54%
Internet websites	38%
Children's programs	19%
Other	4%

Number of respondents

Figure 86: Preferred ways of learning about the park in the future

Table 14: Subjects of interest on a future visit
N=130 comments;
some visitor groups made more than one comment.

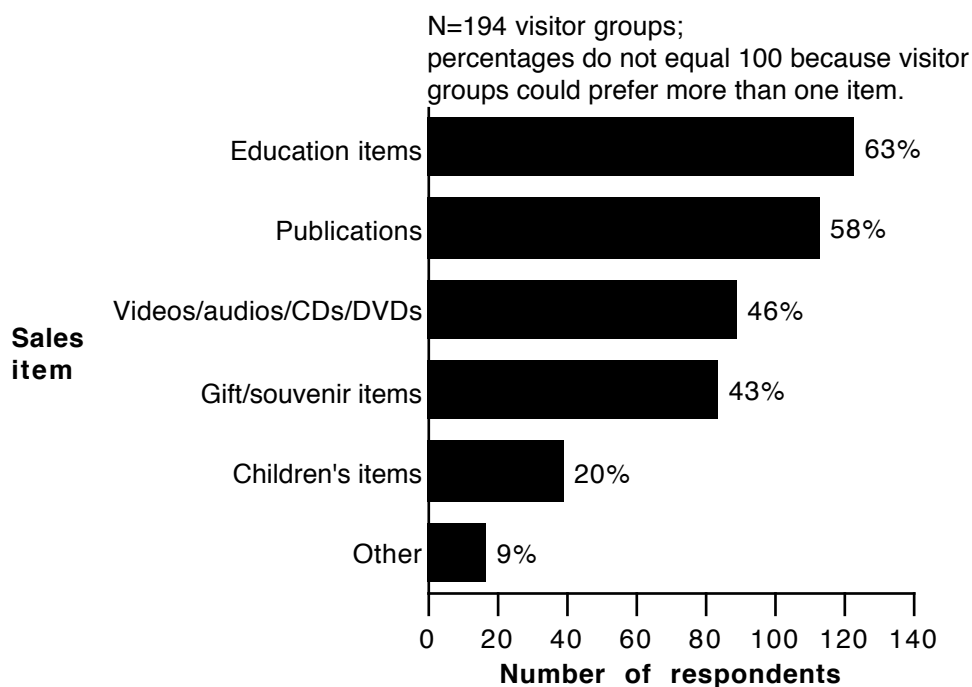| Comment	Number of times mentioned
Follow-up on internees and recovery	38
Daily life in camp	32
Variety of subjects	25
More personal stories	24
Manzanar	3
Relations with local people	3
School	3
Native American history of area	2
Other comments	

Preferred future bookstore sales items

When asked if they would have an interest in bookstore sales items during a future visit, 77% of visitor groups were interested in sales items, while 23% were not (see Figure 87).

Visitor groups were asked to identify the types of sales items they would be most interested in having available for purchase on a future visit. Education items (63%) and publications (58%) were the most preferred items, as shown in Figure 88.

N=253 visitor groups
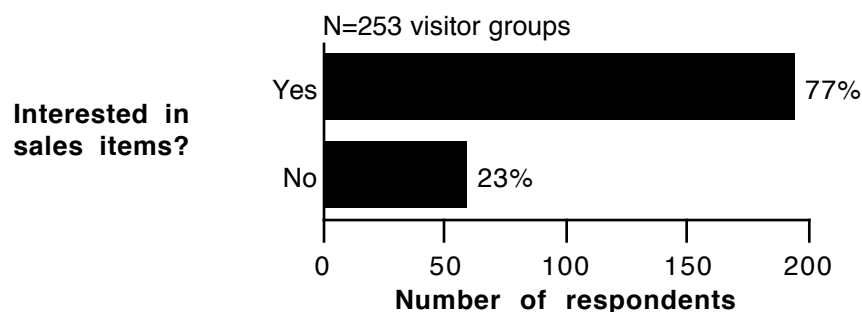
Figure 87: Visitors interested in future bookstore sales items

N=194 visitor groups; percentages do not equal 100 because visitor groups could prefer more than one item.

Figure 88: Preferred future bookstore sales items

Overall quality

Visitor groups were asked to rate the overall quality of the visitor services provided at Manzanar NHS during this visit. Most visitor groups (97%) rated the overall quality as "very good" or "good," as shown in Figure 89. No visitor groups rated the overall quality as "very poor."

N=270 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Very good — 70%
Good — 27%
Average — 3%
Poor — <1%
Very poor — 0%

Number of respondents
0 50 100 150 200
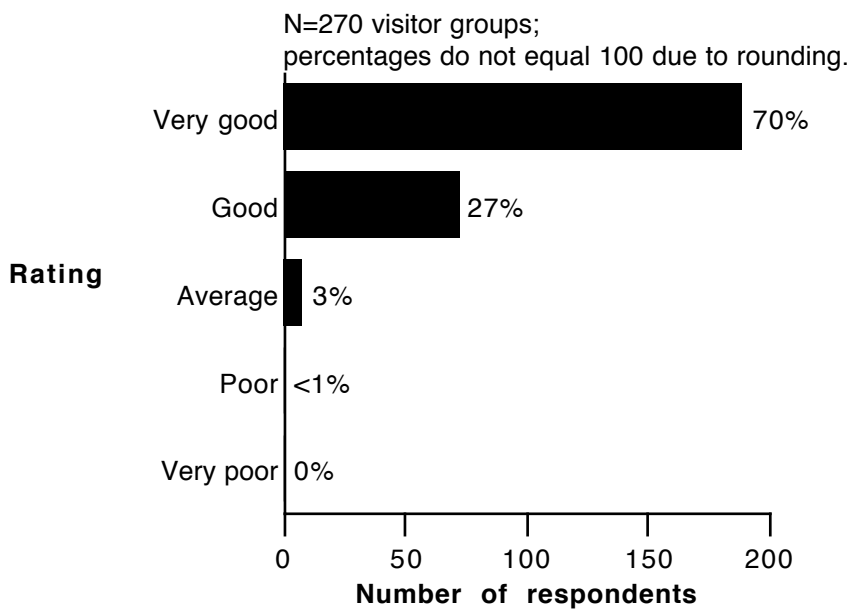
Figure 89: Overall quality of visitor services

Visitor opinions about national significance of park

Eighty-six percent of visitor groups (N=238) responded to the question, "In your opinion, what is the national significance of Manzanar NHS?" Their comments are listed in Table 15. Complete copies of visitor group responses are included in the appendix.

Table 15: Opinions about national significance
N=362 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Learn from history so as not to repeat mistakes	98
Important part of history	47
Role of discrimination	38
Role of fear	34
A terrible injustice—country made mistakes	33
Educate Americans about truth of what happened	32
Lesson for today	23
History/endurance of Japanese Americans	23
Loss of citizens' rights	22
Difficulty of balancing freedom and security	9
Other comments	3

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Manzanar NHS, what would you propose?" Sixty-six percent of visitor groups (N=283) responded to this question (see Table 16). Complete copies of visitor responses are included in the appendix.

Table 16: Planning for the future
N=436 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Improve exhibits	14
Improve outdoor exhibits	13
Advertise more	11
Provide more guided tours	10
Provide self-guided tours	8
Provide school programs	8
Include Japanese American perspective	6
More about life in camp	6
Tell the whole story	6
Add full roster of internee names from all camps	3
Convey importance of this story	3
Follow internees to present time	3
Improve website	3
Play music from the era	3
Tell story of camp life from internee's perspective	3
Add living history	2
Add reading room	2
Address more of history leading to internment	2
Current interpretive center is good	2
Improve timeline	2
Provide "tiered" information so readers can choose amount to read	2
Other comments	18

Table 16: Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Rebuild/reconstruct barracks, guard towers or other buildings	91
Restore gardens	29
Improve signage	6
Restore orchards	6
Add snack shop	5
Improve road	4
Add shade	2
Other comments	6
POLICIES/MANAGEMENT	
Charge a fee	3
Well managed	2
Keep park as is	2
Other comments	12
GENERAL COMMENTS	
Comment	1

Additional comments

Forty-six percent of visitor groups (N=196) wrote additional comments.

Their comments about Manzanar NHS are summarized below (see Table 17).

Complete copies of visitor comments are included in the appendix.

Table 17: Additional comments
N=194 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff friendly/knowledgeable/helpful	4
Other comments	2
INTERPRETIVE SERVICES	
Exhibits well done	15
Educational/informative	14
Excellent interpretation/interpretive center	12
Thought-provoking	6
Important history lesson	5
Glad names are listed	4
Valuable for child	4
Good bookstore	3
Challenge to keep people interested in subject due to WWII era	2
Exhibits had negative tone	2
Avoid bias in exhibits	2
Excellent movie	2
Interesting	2
Disliked entry through bookstore	2
Other comments	
FACILITIES/MAINTENANCE	
Excellent facility	6
Restore a barracks	5
Clean/well maintained	4
Add snack shop	3
Improve signage	3
Add kennel	2
Add picnic area	2
Develop grounds more	2
Restore a garden	2
Thank you for facility	2
Other comments	5

Table 17: Additional comments (continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Excellent job	9
Glad site was developed	2
Other comments	2
RESOURCE MANAGEMENT	
Preserve it	2
GENERAL COMMENTS	
Enjoyed visit	13
Moving (emotional) experience	12
Plan to return	9
Thank you	5
Visit too short	5
Will recommend to others	2
Other comments	16

ADDITIONAL ANALYSIS
Manzanar National Historic Site
VSP Report 161

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

- Awareness of site management
- Sources of information prior to visit
- Sources of information prior to future visits
- Amount of needed information received
- Travel plans--park as primary destination
- Other destinations on trip
- Primary reason for visiting MANZ/Owens Valley area
- Length of stay in park
- Visit park on more than one day?
- Number of days visited
- Stay overnight?
- Number of nights in area
- Type of lodging used in area
- Sites visited in park
- Reasons for visiting interpretive center

- Importance of qualities/ resources
- Any group member interned during WWII?
- Has internee returned to site of internment?
- Services/facilities used
- Importance of services/ facilities
- Quality of services/facilities
- Group type
- Tour/school groups
- Group size
- Number of vehicles
- Visitor gender
- Visitor age
- Zip code/country of residence
- Number of visits--past 12 months
- Number of visits--lifetime

- Ethnicity/race
- Asian race groups
- English as primary language
- Members with disabilities/ impairments?
- Type of disability/impairment
- Encounter access problems in park?
- Adequacy of level of development in park
- Learn about selected topics?
- Level of understanding improvement?
- Expenditures inside and outside park—selected categories
- Expenditures inside park — selected categories
- Expenditures outside park — selected categories
- Preferred ways to learn about park in future
- Preferred future bookstore sales items

QUESTIONNAIRE

VISITOR SERVICES PROJECT PUBLICATIONS

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the Park Studies Unit website: www.psu.uidaho.edu. All studies were conducted in summer unless otherwise noted.

1982
1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Manzanar National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993
54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

VISITOR SERVICES PROJECT PUBLICATIONS (continued)

1994
64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (summer & fall)

1997
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998
101. Jean Lafitte National Historical Park & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999
109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

VISITOR SERVICES PROJECT PUBLICATIONS (continued)

2002
131. Everglades National Park
132. Dry Tortugas National Park
133. Pinnacles National Monument
134. Great Sand Dunes National Historic Site
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National
      Seashore, Ft. Raleigh National Historic Site and
      Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and
      Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield

2003
141. Gateway National Recreation Area: Floyd Bennett
      Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic Site
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Preserve (fall)

2004
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Historic Site
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site

For more information about the Visitor Services Project, please visit the
Park Studies Unit website: www.psu.uidaho.edu

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