



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

Visitor Services Project

Women's Rights National Historical Park

Visitor Study



OMB Approval 1024-0224 (NPS# 09-012)
Expiration date: 05/01/2010



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Women's Rights National Historical Park
136 Fall Street
Seneca Falls, NY 13148

Summer 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Women's Rights National Historical Park. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Tina Orcutt
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (○), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ● Not like this: (✓) (X) (/)

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Women's Rights National Historical Park

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

1. a) Prior to your visit, how did you and your personal group obtain information about Women's Rights National Historical Park (NHP)? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Women's Rights NHP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) Prior to this visit

b) Prior to future visits

- | | |
|--|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → Go to part b of this question | |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> Inquiry to park via phone, mail, or email | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos | <input type="radio"/> |
| <input type="radio"/> Women's Rights NHP website: www.nps.gov/wori | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> School class/program | <input type="radio"/> |
| <input type="radio"/> Local businesses (hotels, motels, restaurants, etc.) | <input type="radio"/> |
| <input type="radio"/> Chamber of commerce/visitors bureau/state welcome center | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

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

No Yes → **Go to Question 2**

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

2. When you and your personal group visit a park such as Women's Rights NHP, do you prefer to learn about the park prior to your visit or during your visit to the park? Please mark (●) **one**.

- Learn prior to visit Combination of prior to and during visit
- Learn during visit

3. a) Prior to this visit, were you and your personal group aware that Women's Rights NHP is a unit of the National Park System?

- Yes No

b) Prior to this visit, were you and your personal group aware that Women's Rights NHP commemorates the first Women's Rights Convention in America held in Seneca Falls, New York in 1848?

- Yes No

4. a) Prior to this visit did you and your personal group learn about Women's Rights NHP from a "rack card," a card about the park placed in information racks in various locations throughout the region?

- Yes No → **Go to Question 5**

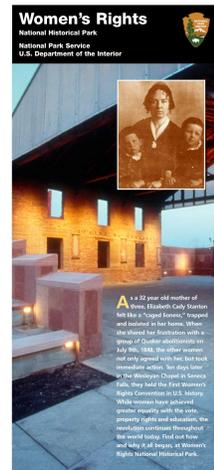
b) If YES, where was the rack card located?

c) How helpful was the rack card in providing information about Women's Rights NHP? Please mark (●) **one**.

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

5. Prior to this visit, were you and your personal group aware of the Friends of Women's Rights NHP, a group that helps with fundraising and promotion of the park?

- Yes No



6. On this trip, what was the **primary** reason that you and your personal group came to the Women's Rights NHP **area**? Please mark (●) **one**.

- Resident of the area (within 20 miles of the park) → **Go to Question 7**
- Visit Women's Rights NHP
- Visit other attractions in the area → Which one(s)? _____
- Visit friends/relatives in the area _____
- Business
- Other (Please specify) _____

7. On this visit, what were the reasons you and your personal group visited Women's Rights NHP? Please mark (●) **all** that apply.

- Visit historic site/learn history
- Buy park items for family or friend
- Show the park to friends/relatives
- Travel through to other destination(s)
- Visit a National Park Service site
- Obtain NPS Passport Book stamp
- Other (Please specify) _____

8. a) Prior to this visit, were you and your personal group aware of the following historic sites in Seneca Falls, NY? Please mark (●) **all** that apply in column a.

b) If you and your personal group visited any of the following historic sites, please indicate the order in which you visited them in column b.

- Did not visit any of these sites → **Go to Question 9**

a) Aware prior to visit?

b) Order visited? 1, 2, 3, etc.

- Women's Rights NHP _____
- National Women's Hall of Fame _____
- Seneca Falls Heritage Area _____
- Seneca Falls Historical Society Museum _____
- Museum of Waterways and Industry _____
- Other (Please specify) _____

9. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the Women's Rights NHP area (within 20 miles of the park)?

Yes No → **Go to Question 10**

b) If YES, please list the number of nights you and your personal group stayed in the Women's Rights NHP **area**.

_____ Number of nights within 20 miles of the park

c) In which types of lodging did you and your personal group spend the night(s) in the area outside park (within 20 miles of the park)? Please mark (●) **all** that apply.

- Lodges, hotels, motels, vacation rentals, B&B, etc.
- RV/trailer camping
- Tent camping in developed campground
- Seasonal residence
- Residence of friends or relatives
- Other (Please specify) _____

10. a) If you and your personal group used the park website (www.nps.gov/wori) prior to or during this visit, please rate how helpful the website was in planning your visit by marking (●) **one** response below.

Did not use website → **Go to Question 11**

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

b) Please rate the following aspects of the park website. Please mark (●) **all** that apply.

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

c) Please provide any additional comments about the park website. _____

11. a) For this visit to Women’s Rights NHP, please mark (●) the park sites that you and your personal group visited.

b) For the sites that you and your personal group visited, please rate the quality of your experience. Please mark (●) **one** answer for each site that you visited.

a) **Visited site?**

b) **Quality of experience?**

a) Visited site?		b) Quality of experience?					
Yes	No		Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	Visitor center	<input type="radio"/>				
<input type="radio"/>	<input type="radio"/>	Wesleyan Chapel	<input type="radio"/>				
<input type="radio"/>	<input type="radio"/>	M’Clintock House	<input type="radio"/>				
<input type="radio"/>	<input type="radio"/>	Elizabeth Cady Stanton House	<input type="radio"/>				

c) If you and your personal group did not visit any of the above sites, why not?

Site _____ Reason _____

Site _____ Reason _____

Site _____ Reason _____

12. On this visit, how much time **in total** did you and your personal group spend at Women’s Rights NHP? Please list partial hours as 1/4, 1/2, 3/4.

_____ Total number of hours at the park

13. a) On this visit, in which activities did you and your personal group participate within Women’s Rights NHP? Please mark (●) **all** that apply.

- Attending living history demonstrations
- Attending ranger-led talks/programs
- Conducting genealogical research
- Creative arts (photography/drawing/painting/writing)
- General sightseeing
- Self-guided tour
- Viewing indoor exhibits
- Visiting visitor center
- Watching visitor center orientation film
- Other (Please specify) _____

b) Which **one** of the above activities was the primary reason you and your personal group visited Women's Rights NHP on this visit? Please list only **one**.

14. The Elizabeth Cady Stanton house currently displays only furnishings that historians can identify as being used by Elizabeth Cady Stanton. In order to better understand Stanton's use of the house, which of the following options would you prefer on a future visit? Please mark (●) **one**

- Keep the house furnished only with items that can be verified as used by Elizabeth Cady Stanton
- Furnish the house with period furniture, but not necessarily used by Elizabeth Cady Stanton
- Other (Please specify) _____

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

- Not interested in learning about the park → **Go to Question 16**
- Indoor exhibits
- Outdoor exhibits
- Park website: www.nps.gov/wori
- Special events
- Movies/films
- Historic furniture
- Historian/expert lectures/talks
- Children's programs
- Ranger-led talks/interpretive programs
- Living history programs/dramatic presentations (people in costume)
- Self-guided audio tours (with map/publication, audio, cell phone)
- Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer tours, etc.)
- Roving rangers available to answer questions
- Printed materials (brochures, books, maps, etc.)
- Other (Please specify) _____

16. a) Please mark (●) **all** the visitor services and facilities that you or your personal group **used** at Women’s Rights NHP during this visit.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Outdoor exhibits	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park website: www.nps.gov/wori used prior to or during visit	_____	_____
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Self-guided tour	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Visitor center (other than restrooms, exhibits, and bookstore)	_____	_____

17. a) On this visit to Women’s Right NHP did you and your personal group visit the park bookstore in the visitor center?

Yes No → **Go to Question 18**

- b) If YES, how important is the bookstore to you and your personal group?

Not important	Somewhat important	Moderately important	Very important	Extremely important
<input type="radio"/>				

c) What is your opinion regarding the types of bookstore sales items currently available in the Women's Rights NHP visitor center?

	Very poor	Poor	Average	Good	Very good
Types of sales items available	<input type="radio"/>				

d) What is your opinion regarding the prices of the bookstore sales items?

	Too low	About right	Too high
Price of current sales items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e) Are there any items that are not currently available in the visitor center bookstore that you and your personal group would like to see available?

Yes No → **Go to Question 18**

f) If YES, which items? _____

18. On this visit, were the signs directing you and your personal group to and around Women's Rights NHP adequate? Please mark (●) **one** answer for each of the following.

a) Interstate signs Yes No Did not use

b) State highway signs Yes No Did not use

c) Signs in local communities Yes No Did not use

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

Interstate _____

State highway _____

In local communities _____

19. If you were to visit Women's Rights NHP in the future, would you and your personal group be likely to participate in a children's program? Please mark (●) **one**.

Yes, likely

No, not likely, we won't be traveling with children

No, we will be traveling with children, but are not interested

Not sure

20. If you and your personal group were to visit Women’s Rights NHP in the future, would you be interested in taking any of the following types of guided tours to the park sites? Please mark (●) **all** that apply.

- Bicycle tours
- Boat tours on Cayuga-Seneca Canal
- Trolley tours
- Other (Please specify) _____

21. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Women’s Rights NHP and the surrounding **area** (within 20 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Women’s Rights NHP.
- b) Please list your personal group's total expenditures in the **area** outside the park (within 20 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Women’s Rights NHP.

	EXPENDITURES	
	a) Inside park	b) Outside park
Lodges, hotels, motels, cabins, B&B, etc.	n/a	\$ _____
Camping fees and charges	n/a	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	n/a	\$ _____
All other purchases (souvenirs, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

c) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)

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

22. On this visit, were you and your personal group part of the following types of organized groups? Please mark (●) **one** answer for each of the following.

a) Commercial guided tour group Yes No

b) School/educational group Yes No

c) Other group (scouts, work, church, etc) Yes No

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

_____ Number of people in organized group

23. a) On this visit, with what kind of personal group (not guided tour/school/other organized group) were you?

Alone

Family

Friends

Family and friends

Other (Please specify) _____

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

_____ Number of people

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

_____ Number of vehicles

24. For you only, what is your gender?

Male

Female

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

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

28. Is there anything else you and your personal group would like to tell us about your visit to Women’s Rights NHP?

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

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

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

OFFICIAL BUSINESS

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Park Studies Unit
College of Natural Resources
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P.O. Box 441139
Moscow, Idaho 83844-1139**