New Bedford Whaling National Historical Park
Visitor Study

The Visitor Services Project
Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to the New Bedford Whaling National Historical Park. This will assist us in our efforts to better manage this site and to serve you, the visitor.

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

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

If you have any questions, please contact Margaret Littlejohn, VSP Coordinator, Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, University of Idaho, Moscow, Idaho 83844-1133.

We appreciate your help.

Sincerely,

John Piltzecker
Superintendent
DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

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 group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. 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 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Office of Information and Regulatory Affairs of OMB, Attention Desk Officer for the Interior Department, Office of Management and Budget, Washington, D.C. 20503; and to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C.

PLEASE GO ON TO NEXT PAGE
VISITING NEW BEDFORD WHALING NATIONAL HISTORICAL PARK

1. Prior to this visit, were you aware that New Bedford Whaling National Historical Park existed?
   
   _____ YES  _____ NO  _____ NOT SURE

2. The map below shows the sites that make up New Bedford Whaling National Historical Park. Please mark the order in which you and your group visited these sites during this visit. Simply write 1 (for first site visited), 2 (for second site visited), and so forth in the boxes beside the sites on the map. If you did not visit a site, please leave the box blank.

   Seamen's Bethel  Park Visitor Center

   Waterfront Visitor Center

   New Bedford Whaling Museum

   Rotch-Jones-Duff House and Garden Museum
3. Prior to this visit, how did you and your group get information about New Bedford Whaling National Historical Park? Please check (✓) all that apply.

- RECEIVED NO INFORMATION PRIOR TO VISIT – GO ON TO QUESTION 4
- PREVIOUS VISIT(S)
- FRIENDS OR RELATIVES
- HIGHWAY SIGNS
- HIGHWAY INFORMATION CENTER
- CONVENTION/VISITOR BUREAU OR CHAMBER OF COMMERCE
- NATIONAL PARK SERVICE PUBLICATION
- OTHER TOURIST ATTRACTION
- TRAVEL GUIDE/TOUR BOOK
- MASSACHUSETTS GETAWAY GUIDE
- CONTACTED THE PARK BY PHONE OR MAIL
- NEWSPAPER/MAGAZINE
- WORLD WIDE WEB SITE (INTERNET):
  (Please check: National Park Service web page
  City of New Bedford web page
  Other web page)
- TV/RADIO
- OTHER (Please specify: ________________________________)

4. a) On this trip, how much time did you and your group plan to spend in New Bedford?

   If less than 24 hours: ______ NUMBER OF HOURS

   If 24 hours or more: ______ NUMBER OF DAYS
   (Please list partial days as 1/4, 1/2, etc.)

b) On this trip, how much time did you and your group actually spend in New Bedford?

   If less than 24 hours: ______ NUMBER OF HOURS

   If 24 hours or more: ______ NUMBER OF DAYS
   (Please list partial days as 1/4, 1/2, etc.)

PLEASE GO ON TO NEXT PAGE
5. On this trip, where did you and your group spend the night prior to arriving at New Bedford Whaling National Historical Park? Please check (✓) only one.

- ☐ AT MY PLACE OF RESIDENCE
- ☐ STAYED WITH FRIENDS/ RELATIVES
- ☐ MOTEL/ HOTEL (Please specify location/town: ____________________)
- ☐ RESORT (Please specify location/town: ____________________)
- ☐ BED & BREAKFAST (Please specify location/town: ____________)
- ☐ RENTAL HOUSE/CONDominium
  (Please specify location/town: ____________________)
- ☐ CAMPGROUND (Please specify location/town: ____________________)
- ☐ OTHER (Please specify: ____________________________)

6. What forms of transportation did you and/or your group use to arrive in New Bedford on this trip? Please check (✓) all that apply.

- ☐ PRIVATE CAR
- ☐ RENTAL CAR
- ☐ RECREATIONAL VEHICLE (RV)
- ☐ BUS
- ☐ AIRPLANE
- ☐ FERRY
- ☐ PRIVATE BOAT
- ☐ BICYCLE
- ☐ OTHER (Please specify: ____________________________)

7. How did this visit to New Bedford fit into your travel plans? Please check (✓) only one.

- ☐ NEW BEDFORD WAS THE PRIMARY DESTINATION
- ☐ NEW BEDFORD WAS ONE OF SEVERAL DESTINATIONS
- ☐ NEW BEDFORD WAS NOT A PLANNED DESTINATION
8. On this visit, what were your **reasons for visiting** the New Bedford area? Please check (✓) all that apply.

_____ VISIT NEW BEDFORD WHALING NATIONAL HISTORICAL PARK

_____ VISIT NEW BEDFORD WHALING MUSEUM

_____ LEARN ABOUT WHALING AND MARITIME HISTORY

_____ LEARN ABOUT NEW BEDFORD HISTORY

_____ LEARN ABOUT HERMAN MELVILLE/ *MOBY DICK*

_____ ATTEND ARTS/ CULTURAL EVENT

_____ RESEARCH FAMILY HISTORY

_____ VIEW/ STUDY HISTORIC ARCHITECTURE

_____ VIEW THE FISHING FLEET

_____ SHOP/ DINE OUT

_____ RECREATE (beaches, camping, boating, etc.)

_____ TRAVEL THROUGH TO OTHER DESTINATIONS

_____ OTHER (Please specify: ____________________________)

9. On this visit, how many people were in your **immediate** (family, friends, etc.) group, including yourself?

_____ NUMBER OF PEOPLE

10. a) On this visit, were you with a guided tour or educational group?

_____ YES  _____ NO – **GO ON TO QUESTION 11**

b) If YES, how many people were in the guided tour or educational group?

_____ NUMBER OF PEOPLE

**PLEASE GO ON TO NEXT PAGE**
11. On this visit, what kind of group were you with? Please check (√) only one.

_____ ALONE          _____ FRIENDS
_____ FAMILY          _____ FAMILY AND FRIENDS
_____ OTHER (Please describe: ____________________________)

12. For you and each member of your group on this visit, please indicate:

<table>
<thead>
<tr>
<th>GENDER</th>
<th>CURRENT AGE</th>
<th>U.S. ZIP CODE</th>
<th>NUMBER OF VISITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>M=Male</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F=Female</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

YOURSELF

MEMBER #2

MEMBER #3

MEMBER #4

MEMBER #5

MEMBER #6

MEMBER #7

13. For you and all the adults in your group on this visit, please indicate the highest level of education received. Please circle only one for each adult.

<table>
<thead>
<tr>
<th>HIGHEST LEVEL OF EDUCATION</th>
<th>SOME HIGH SCHOOL</th>
<th>HS GRAD or GED</th>
<th>ASSOC/TECH DEGREE</th>
<th>COLLEGE DEGREE</th>
<th>GRAD/PROF DEGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOURSELF</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>ADULT #2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>ADULT #3</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>ADULT #4</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>ADULT #5</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>ADULT #6</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>ADULT #7</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
14. a) Is English the primary language that you and members of your group speak?
   ______ NO ______ YES – GO ON TO QUESTION 15
   
   b) If NO, please list your primary language: __________________________

15. a) Did your group have any trouble finding your way to New Bedford Whaling
    National Historical Park?
   ______ YES ______ NO – GO ON TO QUESTION 16
   
   b) If YES, what was the difficulty? Please be specific.
   ___________________________________________________________________
   ___________________________________________________________________

16. a) On this trip, did you and your group visit the New Bedford Waterfront?
   ______ YES ______ NO – GO ON TO QUESTION 17
   
   b) If YES, how easy or difficult was it for you and your group to find the
      waterfront? Please circle only one.
      VERY EASY SOMEWHAT EASY SOMEWHAT DIFFICULT VERY DIFFICULT

   c) Did you use the pedestrian overpass to get to the waterfront?
   ______ YES ______ NO

   d) How easy or difficult was it for you and your group to get around the
      waterfront once you found it? Please circle only one.
      VERY EASY SOMEWHAT EASY SOMEWHAT DIFFICULT VERY DIFFICULT

   PLEASE GO ON TO NEXT PAGE
17. a) Please check (✓) the visitor facilities and services which you or your group used at **New Bedford Whaling National Historical Park** during this visit.

b) Next, for only those facilities and services which you or your group used, please rate their **importance** from 1-5.

c) Finally, for only those facilities and services which you or your group used, please rate their **quality** from 1-5.

<table>
<thead>
<tr>
<th>a) Used facility/service at New Bedford Whaling NHP?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Not important</td>
<td>Extremely important</td>
</tr>
<tr>
<td>NATIONAL PARK SERVICE (NPS) VISITOR CENTER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS JUNIOR RANGER PROGRAM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS BROCHURE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GUIDED WALKING TOUR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASSISTANCE FROM NPS STAFF/ VOLUNTEERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WATERFRONT VISITOR CENTER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SELF-GUIDED DOCK WALKS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW BEDFORD WHALING MUSEUM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROTCH-JONES-DUFF HOUSE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROTCH-JONES DUFF SELF-GUIDED TOUR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRESERVATION SOCIETY SELF-GUIDED ARCHITECTURE TOUR (brochure)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;CATCH THE WHALE&quot; FREE SHUTTLE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
18. a) Please check (√) the visitor facilities and services which you or your group used while in New Bedford?

b) Next, for only those facilities and services which you or your group used, please rate their importance from 1-5.

c) Finally, for only those facilities and services which you or your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Used facility/service in New Bedford area?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Not important</td>
<td>Extremely important</td>
</tr>
<tr>
<td>_____ RESTROOMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ MOTELS/ HOTELS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ RESTAURANTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ BUSES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ FERRIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ STREET PARKING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ GARAGE/ LOT PARKING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ BENCHES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ SHOPS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ CAMPGROUNDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ AIRPORT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>_____ MARINA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PLEASE GO ON TO NEXT PAGE
19. a) During this visit to New Bedford Whaling National Historical Park, was there anything specific which you or your group expected to see or do, but were not able to?

_____ YES  _____ NO - GO ON TO QUESTION 20

b) If YES, what was it you expected to see or do?  ______________________

______________________________

______________________________

c) What kept you from seeing what you expected to see or doing what you expected to do?  Please be specific.

______________________________

______________________________

______________________________

20. a) On the scale below, please indicate from 1 to 5 how safe you and your group felt during this visit to New Bedford Whaling National Historical Park?  Please circle only one.

<table>
<thead>
<tr>
<th>How safe did you feel?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Unsafe</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

b) If you felt unsafe (if you circled 1 or 2), please explain why:

______________________________

______________________________

______________________________
21. a) As a result of your visit, do you have a better understanding of why New Bedford Whaling National Historical Park is historically significant?

_____ YES  _____ NO  _____ NOT SURE

b) What is the most important information you learned about New Bedford Whaling National Historical Park?

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

22. During this trip, how much money did you and your group spend for lodging, travel, food, and other items in the New Bedford area (within 1/2 hour drive of the park)? Please write "0" if you and your group did not spend any money in the New Bedford area.

Local residents should only include expenditures that were directly related to this visit to the park.

In New Bedford area (within 1/2 hour drive of park)

$_______ LODGING (motel, camping, etc.)

$_______ TRAVEL (gas, rental car, bus fare, etc.)

$_______ FOOD (restaurant, groceries, etc.)

$_______ FEES (museums, tours, etc.)

$_______ OTHER (recreation, film, books, gifts, etc.)

PLEASE GO ON TO NEXT PAGE
23. a) Are you and your group interested in learning about the history of whaling in New Bedford?

[ ] YES [ ] NO – **GO ON TO QUESTION 24**

b) If YES, on a future visit to New Bedford Whaling National Historical Park, how would you and your group prefer to learn about the history of whaling in New Bedford? Please check (✓) all that apply.

[ ] PRINTED MATERIALS (books, brochures, maps, etc.)
[ ] AUDIO-VISUAL PROGRAMS (videos, movies, slide shows, etc.)
[ ] RANGER OR VOLUNTEER-LED WALKS/TOURS
[ ] VISITOR CENTER/MUSEUM EXHIBITS
[ ] OUTDOOR EXHIBITS
[ ] MUSIC PROGRAMS/Demonstrations
[ ] CRAFT DEMONSTRATIONS
[ ] OUTDOOR EXHIBITS
[ ] CHILDREN’S PROGRAMS
[ ] OTHER (Please specify: ___________________________)

24. a) What did you like **most** about your visit to New Bedford Whaling National Historical Park?

________________________________________________________________________

________________________________________________________________________

b) What did you like **least** about your visit to New Bedford Whaling National Historical Park?

________________________________________________________________________

________________________________________________________________________
25. If you were a manager planning for the future of New Bedford Whaling National Historical Park, what would you propose? Please be specific.

______________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________

26. Is there anything else you and your group would like to tell us about your visit to New Bedford Whaling National Historical Park?

______________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________

______________________________________________________________________________________________________________________________________________

27. Overall, how would you rate the quality of the visitor services provided to you and your group at New Bedford Whaling National Historical Park during this visit? Please circle only one.

VERY GOOD    GOOD    AVERAGE    POOR    VERY POOR

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

Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho  83844-1133