



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

Visitor Services Project

# Johnstown Flood National Memorial Visitor Study



*Illustration of the broken South Fork dam from Harper's Weekly*

OMB Approval: 1024-0224 (NPS #05-039)  
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**United States Department of the Interior**

**NATIONAL PARK SERVICE**

Johnstown Flood National Memorial  
733 Lake Road  
South Fork, PA 15956

IN REPLY REFER TO:

July - August, 2005

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Johnstown Flood National Memorial. This information will assist us in our efforts to better manage this site and to serve you, our visitors.

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

When your visit is over, please complete the 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 Coordinator, 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](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

A handwritten signature in cursive script that reads "Keith E. Newlin".

Keith E. Newlin  
Superintendent

## DIRECTIONS

One member, at least 16 years old, in your group should complete the questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

**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.**

### **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. 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 the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page →

## YOUR VISIT TO JOHNSTOWN FLOOD NATIONAL MEMORIAL

1. a) There are two organizations that manage sites and stories associated with the Johnstown Flood. The Johnstown Area Heritage Association manages the Johnstown Flood Museum downtown and the National Park Service manages the areas of the South Fork Dam site and the South Fork Fishing and Hunting Club Historic District. Were you aware that there were two organizations administering these sites? Please check (✓) **only one** response.

\_\_\_\_\_ Yes, aware of the two organizations

\_\_\_\_\_ No, thought both sites were managed by the National Park Service

\_\_\_\_\_ No, thought both sites were managed by the Johnstown Area Heritage Association

\_\_\_\_\_ Not sure

- b) Did the management of the Johnstown Flood Museum by the Johnstown Area Heritage Association have any effect on your decision to visit Johnstown Flood National Memorial?

\_\_\_\_\_ Yes

\_\_\_\_\_ No → **Go on to Question 2**



- c) If YES, what effect did it have? Please be specific. \_\_\_\_\_

2. a) Prior to this visit, how did you and your group obtain information about Johnstown Flood National Memorial? Please check ( ) **all** that apply.

\_\_\_\_\_ Obtained no information prior to visit → **Go on to Question 3**

\_\_\_\_\_ Live in local area

\_\_\_\_\_ Previous visits

\_\_\_\_\_ Friends/relatives/word of mouth

\_\_\_\_\_ Travel guides/tour books/other printed materials

\_\_\_\_\_ Highway welcome or information center

\_\_\_\_\_ Videos/television/radio programs

\_\_\_\_\_ Telephone/email/written inquiry to park

\_\_\_\_\_ National Park Service website: [www.nps.gov/jofl/](http://www.nps.gov/jofl/)

\_\_\_\_\_ Other websites

\_\_\_\_\_ Child attending school program

\_\_\_\_\_ Cambria County Convention and Visitors Bureau

\_\_\_\_\_ Other Johnstown Flood related site (such as Johnstown Flood Museum)

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

- b) From the sources checked above, did you and your group receive the type of information about the park that you needed?

No                       Yes                       Not sure  
↓                                      ↓                                      ↓  
↓                                      **Go on to Question 3**

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

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3. On this trip, what was the **primary** reason that you and your group visited the Johnstown Flood National Memorial **area** (within a 45-minute drive)? Please check (✓) **only one**.

Resident of area (within a 45-minute drive) → **Go on to Question 4**  
 Visit Johnstown Flood National Memorial  
 Visit other attractions in the area  
 Visit friends/relatives in the area  
 Visit a National Park Service site  
 Business  
 Other (Please specify: \_\_\_\_\_)

4. On this trip, what other places did you and your group visit in the area? Please check ( ) **all** that apply.

Johnstown Flood Museum (in downtown Johnstown, PA)  
 Johnstown Heritage Discovery Center (in downtown Johnstown, PA)  
 Inclined Plane (Johnstown, PA)  
 Grandview Cemetery (Johnstown, PA)  
 Allegheny Portage Railroad National Historic Site (Gallitzin, PA)  
 Flight 93 National Memorial (Somerset, PA)  
 Horseshoe Curve National Historic Landmark (Altoona, PA)  
 Altoona Railroaders Memorial Museum (Altoona, PA)  
 Old Bedford Village (Bedford, PA)  
 Pittsburgh, PA  
 Other sites in the area (Please specify: \_\_\_\_\_)

**Please go on to the next page →**

5. This question lists activities available to the visitor at Johnstown Flood National Memorial.
- a) As you were planning your trip, what activities did you and your group expect to include on this visit? Please check ( ) **all** that apply.
- b) On this visit, what activities did you and your group participate in? Please check ( ) **all** that apply.
- c) On past visits, what activities did you and your group participate in? Please check ( ) **all** that apply. If you did not participate in an activity in the past, please leave this column blank.

	a)Activities expected	b)Activities participated in	c)Activities on past visits
Learning about the Johnstown Flood	_____	_____	_____
Visiting visitor center	_____	_____	_____
Shopping at park bookstore	_____	_____	_____
Picnicking	_____	_____	_____
Reflecting on the Johnstown Flood	_____	_____	_____
Walking on trails	_____	_____	_____
Visiting remains of the South Fork Dam Abutment	_____	_____	_____
Visiting South Fork Hunting and Fishing Club Clubhouse and Historic District	_____	_____	_____
Visiting Unger House	_____	_____	_____
Attending ranger-led walks/talks	_____	_____	_____
Taking self-guided tour	_____	_____	_____
Participating in Junior Ranger program	_____	_____	_____
Watching visitor center movie	_____	_____	_____
Other (Please specify below: _____)	_____	_____	_____

- d) On this visit, which activity that you and your group **participated** in was the **most** important to your visit to Johnstown Flood National Memorial? Please list **only one**.
- \_\_\_\_\_

6. a) In what town/city did you and your group stay on the **night before your arrival** at Johnstown Flood National Memorial?

Nearest town/city \_\_\_\_\_ State \_\_\_\_\_

b) In what town/city did you and your group stay on the **night after your departure** from Johnstown Flood National Memorial?

Nearest town/city \_\_\_\_\_ State \_\_\_\_\_

7. a) Did you and your group visit **both** the visitor center and the South Fork Hunting and Fishing Club Clubhouse on this visit or past visits?

\_\_\_\_\_ Yes, visited **both**

\_\_\_\_\_ No, did not visit **both**



**Go on to Question 8**

b) If YES, in your opinion, what is the proper order to visit the site? Please check (✓) **only one**.

\_\_\_\_\_ Visit the visitor center first then the South Fork Clubhouse

\_\_\_\_\_ Visit the South Fork Clubhouse first, then the visitor center

\_\_\_\_\_ The order is not important

8. On this visit, please indicate how the following elements may have affected your park experience. Please circle **only one** answer for each element.

Effect on your park experience	Detracted from	No effect	Added to	Did not experience
Traffic noise	_____	_____	_____	_____
Other kinds of noise	_____	_____	_____	_____
Litter	_____	_____	_____	_____
Inappropriate activities in the picnic area	_____	_____	_____	_____
Availability of food	_____	_____	_____	_____
Walking distances	_____	_____	_____	_____
Restroom location and availability	_____	_____	_____	_____
Water fountain location and availability	_____	_____	_____	_____
Availability of places to rest (benches)	_____	_____	_____	_____
Other (Please specify: _____ _____)	_____	_____	_____	_____

**Please go on to the next page →**

9. a) Please check ( ) **all** of the visitor services/facilities that you and your group used during this visit to Johnstown Flood National Memorial.
- b) Next, for only those services/facilities that you and your group used, please rate their importance from 1-5.
- c) Finally, for only those services/facilities that you and your group used, please rate their quality from 1-5.

<b>a) Service/facility used?</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

Check ( )

_____ Park brochure/map	_____	_____
_____ Visitor center exhibits	_____	_____
_____ Visitor center film/movie	_____	_____
_____ Visitor center restroom	_____	_____
_____ Park bookstore sales items (selection, quality, price, etc.)	_____	_____
_____ Assistance from park staff	_____	_____
_____ Ranger-led walks/talks	_____	_____
_____ Self-guided walking trail brochure	_____	_____
_____ South Fork Clubhouse & Historic District	_____	_____
_____ Outdoor informational signs	_____	_____
_____ Junior Ranger program	_____	_____
_____ Picnic area and restrooms	_____	_____
_____ Travel information radio station (1610 AM)	_____	_____
_____ Directional signs on highway	_____	_____
_____ Park website (www.nps.gov/jofl/)	_____	_____

10. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Johnstown Flood National Memorial during this visit? Please circle **only one**.

Very poor          Poor          Average          Good          Very good

11. a) What was the most important information that you and your group learned about the Johnstown Flood?

\_\_\_\_\_

\_\_\_\_\_



b) In your view, was the information about the causes of the Johnstown Flood provided by the park complete?

\_\_\_\_\_ No \_\_\_\_\_ Yes → **Go on to Question 12**



c) If NO, what were the parts of the story that need to be strengthened?

\_\_\_\_\_

\_\_\_\_\_

12. Johnstown Flood National Memorial was established to commemorate the Johnstown Flood of 1889. On this visit, how important were the following qualities/resources in helping you understand the stories and the reasons of the flood? Please circle **only one** response for each quality/resource.

Quality/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
South Fork Dam Abutment	1	2	3	4	5
Unger House	1	2	3	4	5
South Fork Historic District	1	2	3	4	5
South Fork Hunting and Fishing Club Clubhouse	1	2	3	4	5
Cottages in Historic District	1	2	3	4	5
Park's historic landscape (from Unger House to Lakebed)	1	2	3	4	5
Scenic views of the park resources	1	2	3	4	5

13. a) On this visit to Johnstown Flood National Memorial, did you and your group visit on more than one day?

\_\_\_\_\_ Yes



b) If YES, how many days did you visit Johnstown Flood National Memorial?

\_\_\_\_\_ Number of days

\_\_\_\_\_ No



c) If NO, how many hours did you visit Johnstown Flood National Memorial?

\_\_\_\_\_ Number of hours

(Please list partial days/hours as 1/4, 1/2, or 3/4.)

**Please go on to the next page →**

- d) Compared with what you had planned, how much time did you and your group spend at Johnstown Flood National Memorial on this visit? Please check (✓) **only one**.

\_\_\_\_\_ Less time than planned

\_\_\_\_\_ About the same time as planned

\_\_\_\_\_ More time than planned

14. On this visit, were you and your personal group with the following type of groups?

a) Guided tour group \_\_\_\_\_ Yes \_\_\_\_\_ No

b) School/educational group \_\_\_\_\_ Yes \_\_\_\_\_ No

c) Other organized group \_\_\_\_\_ Yes \_\_\_\_\_ No  
(such as business group, scout group, etc.)

15. On this visit, what kind of personal group (not guided tour/school group) were you with? Please check ( ) **only one**.

\_\_\_\_\_ Alone \_\_\_\_\_ Family

\_\_\_\_\_ Friends \_\_\_\_\_ Family and friends

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

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

\_\_\_\_\_ Number of people

- b) For this visit, please list the number of vehicles in which you and your group used to arrive at Johnstown Flood National Memorial.

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

17. a) Does anyone in your group have any disabilities/impairments that affected their visit to Johnstown Flood National Memorial?

\_\_\_\_\_ Yes \_\_\_\_\_ No → **Go on to Question 18**



- b) If YES, what kind of disability/impairment? Please check ( ) **all** that apply.

\_\_\_\_\_ Hearing \_\_\_\_\_ Mobility

\_\_\_\_\_ Learning \_\_\_\_\_ Visual

\_\_\_\_\_ Mental \_\_\_\_\_ Other (Specify: \_\_\_\_\_)

- c) Because of the disability/impairment, did you and your group encounter any access and/or service problems during this visit to Johnstown Flood National Memorial?

\_\_\_\_\_ Yes \_\_\_\_\_ No → **Go on to Question 18**



- d) If YES, what was the problem?
- \_\_\_\_\_

18. For you and your group, please indicate:

	Gender M=male F=female	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to this park (including this visit)	
				past 12 months	lifetime
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

19. For you and each group member (age 16 or over) on this visit, please indicate the highest level of education completed. Please check ( ) **only one** for each person.

	Highest level of education				
	Some high school	High school diploma/GED	Some college	Bachelor's degree	Graduate degree
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

20. For you only, are you Hispanic or Latino?

\_\_\_\_\_ Yes \_\_\_\_\_ No

21. Which of these categories best indicates your race? Answer only for yourself. Please check ( ) **all** that apply.

\_\_\_\_\_ American Indian or Alaska Native \_\_\_\_\_ Asian  
 \_\_\_\_\_ Black or African American \_\_\_\_\_ White  
 \_\_\_\_\_ Native Hawaiian or other Pacific Islander

Please go on to the next page →



24. Johnstown Flood National Memorial was established as part of the National Park System because of its significance to the nation. In your opinion, what is the national significance of this park?

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25. a) If a 4-5 hour guided tour of attractions associated with the Johnstown Flood of 1889 including Johnstown Flood National Memorial, the South Fork Hunting and Fishing Club Clubhouse and Historic District, the Johnstown Flood Museum, the Inclined Plane, and Grandview Cemetery (where lie the unknown victims of the flood) – would you or your group be interested in participating?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure



b) Please explain why not. \_\_\_\_\_



- b) If YES, would you be willing to pay a \$12 fee (per adult aged 17 years and older) for the tour?

\_\_\_\_\_ Yes, likely                      \_\_\_\_\_ No, unlikely                      \_\_\_\_\_ Not sure

- c) In your opinion, how appropriate is this proposed fee? Please circle **only one**.

Too low                      About right                      Too high                      No opinion

26. a) Did you or your group visit the South Fork Fishing and Hunting Club Clubhouse and Historic District on this visit or past visits?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → **Go on to Question 27**



- b) If YES, on a future visit to the South Fork Fishing and Hunting Club Clubhouse and Historic District, what type of development would you like to see at the site? Please check (√) **only one**.

\_\_\_\_\_ No development of the site, just preserve it and make it safe for visitors.

\_\_\_\_\_ After safety improvements and building preservation, provide signs and publications to allow self-guiding exploration of the area.

\_\_\_\_\_ Use the site for commercial use such as a bed and breakfast, restaurant, gift shop, etc.

\_\_\_\_\_ National Park Service use some parts of the site for educational facilities for school programs and offices for park staff.

\_\_\_\_\_ Other (including combination of above options). Please explain.

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**Please go on to the next page →**

27. a) During this visit to Johnstown Flood National Memorial, did you and your group learn about the following topics? Please check (√) **all** topics that you learned about.

b) Next, whether or not you learned about a certain topic on this visit, please check (√) **all** topics that you are interested in learning about on a future visit to Johnstown Flood National Memorial.

Topic about the Johnstown Flood	a) Learned on this visit? (√)	b) Interested in learning on a future visit? (√)
Setting the stage for the flood: the Industrial Era and Johnstown	_____	_____
Reasons for damming the river	_____	_____
Environmental causes of the flood	_____	_____
Human causes of the flood	_____	_____
Death and destruction related to the Johnstown Flood	_____	_____
Effects of the flood (worldwide response, human resilience, lessons learned, etc.)	_____	_____
The South Fork Fishing and Hunting Club's members and their lifestyles	_____	_____
Stories of victims, survivors, and relief workers	_____	_____
Explore issues of class and privilege from the story of the Johnstown Flood	_____	_____

c) Please list any additional topics you and your group are interested in learning about at Johnstown Flood National Memorial.

\_\_\_\_\_

\_\_\_\_\_

28. What did you and your group like **most** about your visit to Johnstown Flood National Memorial?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

29. What did you and your group like **least** about your visit to Johnstown Flood National Memorial?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

30. On a future visit to Johnstown Flood National Memorial, how would you and your group prefer to learn about the cultural and natural history of Johnstown Flood National Memorial before and during your visit? Please check (✓) **all** that apply.

- Not interested in learning about natural and cultural history of Johnstown Flood National Memorial → **Go on to Question 31**
- Travel guides/tour books
- Publications and other printed materials (books, brochures, maps, newspaper articles, etc.)
- Internet
- Audio-visual programs (videos, movies, slide shows, etc.)
- Ranger-led walks/tours
- Living history and/or plays
- Indoor exhibits
- Road/trailside exhibits
- Self-guided walking tour of park
- Children's programs
- Walking in the park
- Other (Please specify: \_\_\_\_\_)

31. By filling out this questionnaire, you are helping to plan for the future of Johnstown Flood National Memorial, what would you and your group propose? Please be specific about facilities, exhibits, programs, and topics related to the Johnstown Flood or any other observations and suggestions.

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32. Is there anything else you and your group would like to tell us about your visit to Johnstown Flood National Memorial?

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

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
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