John F. Kennedy
National Historic Site
Visitor Study

Photo by: NPS/Robert Perron
United States Department of the Interior
NATIONAL PARK SERVICE
John F. Kennedy National Historic Site
83 Beals Street
Brookline, MA 02446

IN REPLY REFER TO:

June – August 2006

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to John F. Kennedy National Historic Site. 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.

Please complete the questionnaire when your visit is over. 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.

We appreciate your help.

Sincerely,

Myra Harrison
Superintendent

This visitor study is partially funded by Recreation Fee Program funds.
DIRECTIONS

Please have the individual, who was randomly selected from your group, complete the following questionnaire. It should take about 20 minutes. After you have completed the questionnaire, please seal it with the stickers 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. 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.

Please go on to the next page 
Your Visit to John F. Kennedy National Historic Site

1. Prior to this visit, were you and your group aware that John F. Kennedy National Historic Site is managed by the National Park Service?
   _____ Yes  _____ No  _____ Not sure

2. a) Prior to this visit, how did you and your group obtain information about John F. Kennedy National Historic Site? Please check (√) all that apply in the column on the left below.

   b) On future trips to John F. Kennedy National Historic Site, what sources would you and your group prefer to use to obtain information in planning your visit? Please check (√) all that apply in the column on the right below.

   a) Prior to this visit? (√)  b) Prior to future visits? (√)
   _____ Obtained no information prior to visit ➔ Go on to Part b of this Question
   _____ Live in local area  _____
   _____ Previous visits  _____
   _____ Friends/relatives/word of mouth  _____
   _____ Travel guides/tour books/publications  _____
   _____ Telephone/written/email inquiry to park  _____
   _____ Greater Boston Convention and Visitor Bureau  _____
   _____ Newspaper/magazine articles  _____
   _____ Videos/television/radio programs  _____
   _____ Park website: www.nps.gov/jofi/  _____
   _____ Other websites  _____
   _____ John F. Kennedy Presidential Library and Museum  _____
   _____ Other Kennedy-related sites  _____
   _____ Other National Park Service sites  _____
   _____ Other (Please specify: ________________________________)  _____

c) From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?
   _____ No  _____ Yes  _____ Not sure
d) If NO, what type of park information did you and your group need that was not available? Please be specific.

________________________________________________________________________

________________________________________________________________________

3. On this trip, what were the reasons that you and your group visited the Boston, MA area? Please check (✓) all that apply.

_____ Resident of area  ➔ Go on to Question 4

_____ Visit John F. Kennedy National Historic Site

_____ Visit John F. Kennedy Presidential Museum and Library

_____ Visit Kennedy-related sites

_____ Visit presidential sites

_____ Visit National Park Service sites

_____ Visit other area attractions

_____ Visit friends/relatives in the area

_____ Passing through—unplanned visit

_____ Business

_____ Other (Please specify: _________________________________)

4. a) On this visit to John F. Kennedy National Historic Site, did you and your group have any difficulty locating the site?

_____ Yes       _____ No  ➔ Go on to Question 5

b) If YES, what was the problem? ____________________________________________

________________________________________________________________________

________________________________________________________________________

Please go on to the next page ➔
5. a) On this visit to John F. Kennedy National Historic Site, how long did you and your group spend at the site? (Include time spent visiting the house and the self-guided walking tour of the neighborhood.)
   _____ Number of hours  (Please list partial hours as 1/4, 1/2, or 3/4.)

   b) On this visit, did you and your group visit the site on more than one day?
   _____ Yes  _____ No  ➢ Go on to part d

   c) If YES, on how many days did you visit?
   _____ Number of days (Please list partial days as 1/4, 1/2, or 3/4.)

   d) Compared with what you had planned, how much time did you and your group spend visiting John F. Kennedy National Historic Site? Please check (√) only one.
   _____ Spent longer time than planned
   _____ Spent about the time planned
   _____ Spent less time than planned
   _____ Didn’t have a planned amount of time

6. a) What forms of transportation did you and your group use on the day that you received this questionnaire to travel from your starting point to John F. Kennedy National Historic Site? Please check (√) all that apply.
   _____ Walk  _____ Private vehicle
   _____ Commercial tour bus  _____ Taxi
   _____ Motorcycle  _____ Bicycle
   _____ Public transportation (bus, subway)
   _____ Other (Please specify:__________________________________________)

   b) For this visit, please list the number of vehicles that you and your group used to arrive at the park. If you walked or used public transportation, please write “0”.
   _____ Number of vehicles

7. a) On this visit to John F. Kennedy National Historic Site, did you and your group experience any parking problems?
   _____ Yes  _____ No  ➢ Go on to Question 8

   b) If YES, what parking problems did you experience?
   ________________________________________________________
   ________________________________________________________
8. a) Please check (✓) all of the visitor services and facilities that you and your group used during this visit to John F. Kennedy National Historic Site.

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

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

<table>
<thead>
<tr>
<th>a) Used service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Park brochure, including self-guided neighborhood tour
- Visitor center film/video
- Visitor center exhibits
- Audio-tour of the house
- Ranger-led house tour
- Ranger-led neighborhood tour
- Sales items in visitor center gift shop
- Visitor center restroom
- Assistance from park staff
- Junior Ranger program
- School programs
- Elderhostel programs
- Organized youth group or community center programs (other than school programs)

Please go on to the next page ➔
9. This question lists activities available to the visitors at John F. Kennedy National Historic Site.

   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.

<table>
<thead>
<tr>
<th>Activity</th>
<th>a) Activities expected</th>
<th>b) Activities on this visit</th>
<th>c) Activities on past visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take ranger-led house tour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take self-guided house tour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listen to Rose Kennedy’s recordings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take ranger-led neighborhood tour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take self-guided neighborhood tour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learn about John F. Kennedy</td>
<td></td>
<td></td>
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<tr>
<td>Learn presidential history</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Learn about the Kennedy family</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Visit a national park site</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pay respects to John F. Kennedy and/or other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kennedy family members</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Get National Park Passport stamp</td>
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<td></td>
</tr>
<tr>
<td>Participate in Junior Ranger program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch visitor center movie</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (Please specify below):</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) _____________________________________________</td>
<td>b) ______________________</td>
<td>c) ______________________</td>
<td></td>
</tr>
<tr>
<td>d) On this visit, which one activity in 9b that you and your group participated in was the most important to your visit to John F. Kennedy National Historic Site? Please list only one.</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>


10. a) Did you and your group visit both John F. Kennedy National Historic Site and John F. Kennedy Presidential Library and Museum on this visit or during past visits?

_____ Yes, visited both  _____ No  ⇒ Go on to Question 11

b) If YES, in your opinion, in what order should the sites be visited?

_____ Visit John F. Kennedy National Historic Site first

_____ Visit John F. Kennedy Presidential Library and Museum first

_____ The order of visit is not important

c) Please explain your choice: ________________________________

__________________________________________________________

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.

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

a) Commercial tour group  _____ Yes  _____ No

b) Educational/school group  _____ Yes  _____ No

c) Other organized groups  _____ Yes  _____ No
  (business, church groups, etc.)

12. On this visit, what kind of personal group (not guided tour, educational group, etc.) were you with? Please check (✓) only one.

_____ Alone  _____ Family

_____ Friends  _____ Family and friends

_____ Other (Please specify:_________________________________________)

13. On this visit, how many people were in your personal group, including yourself?

_____ Number of people

Please go on to the next page ⇒
14. For you and your personal group, please complete the answers below. If you do not have information for any group member, please leave that line blank.

<table>
<thead>
<tr>
<th>Current age</th>
<th>U.S. Zip Code or name of country other than U.S.</th>
<th>Number of visits made to this park (including this visit) past 12 months</th>
<th>Number of visits made to this park (including this visit) lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Member #4</td>
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<td></td>
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<tr>
<td>Member #5</td>
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<tr>
<td>Member #6</td>
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<td></td>
<td></td>
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<tr>
<td>Member #7</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

15. a) What one language do you and/or members of your group prefer to use for the following?

<table>
<thead>
<tr>
<th>Speaking</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>List one: ___________________</td>
<td>List one: ___________________</td>
</tr>
</tbody>
</table>

b) What services in the park would you and your group like to have provided in languages other than English? Please check (√) all that apply.

- [ ] None  ➔ Go on to Question 16
- [ ] Brochure
- [ ] Video
- [ ] Ranger-led house tour
- [ ] Ranger-led walking tour
- [ ] Audio tour
- [ ] Other (Please specify: ___________________)
c) In what language? _______________________________________________________

16. a) For you only, are you Hispanic or Latino?
   _____ Yes   _____ No

   b) For you only, which of these categories best indicates your race? Please check (✓) one or more.

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

17. a) Does anyone in your group have any disabilities/impairments that affected their visit to John F. Kennedy National Historic Site?
   _____ Yes   _____ No ➔ Go on to Question 18

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

   _____ Hearing
   _____ Learning
   _____ Mental
   _____ Mobility
   _____ Visual
   _____ Other (Please specify: ________________________________)

   Please go on to the next page ➔
c) Is there any service or other aspect of your visit that could have been
enhanced by physical changes or by changes in programs?

[ ] Yes [ ] No  ➔ Go on to Question 18

d) If YES, please offer suggestions for improvement:

________________________________________________________________________

________________________________________________________________________

18. For you and each member (aged 16 or over) in your personal group on this
visit, please indicate the highest level of education completed. Please check
(√) only one for each person. If you do not have information for any group
member please leave that line blank.

<table>
<thead>
<tr>
<th>Highest level of education</th>
<th>Some high school</th>
<th>High school diploma/GED</th>
<th>Some college</th>
<th>Bachelor's degree</th>
<th>Graduate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
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<tr>
<td>Member #3</td>
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<tr>
<td>Member #4</td>
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<td>Member #5</td>
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<td>Member #6</td>
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<tr>
<td>Member #7</td>
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</tbody>
</table>

19. a) What information did you and your group find important during your visit?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

b) What one piece of the park story will you share with family and friends?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
20. a) During this visit to John F. Kennedy National Historic Site, please check (✓) **all** of the topics that you and your group learned about.

b) Next, whether or not you learned about a certain topic on this visit, please check (✓) **all** of the topics that you are interested in learning about on a future visit to John F. Kennedy National Historic Site.

[ ] Not interested in learning  ➔ **Go on to Question 21**

<table>
<thead>
<tr>
<th>Topic</th>
<th>a) Learned on this visit? (✓)</th>
<th>b) Interested in learning on a future visit? (✓)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal and political history of the Kennedy and Fitzgerald families</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experiences and ambitions of Joseph P. and Rose Fitzgerald Kennedy during their residency at 83 Beals Street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rose Kennedy’s views on motherhood and family life</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Character of the neighborhood and community during the Kennedys' residency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Challenges John F. Kennedy faced during his childhood in Brookline</td>
<td></td>
<td></td>
</tr>
<tr>
<td>John F. Kennedy’s presidency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>John F. Kennedy’s legacy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kennedy family legacy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rose Kennedy’s role in creating John F. Kennedy National Historic Site</td>
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</tr>
</tbody>
</table>

c) Please list any additional topics you and your group are interested in learning about at John F. Kennedy National Historic Site.

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

Please go on to the next page  ➔
21. On a future visit to John F. Kennedy National Historic Site, how would you and your group prefer to learn about the Kennedy history? Please check (✓) all that apply.

- Not interested in learning about the Kennedy history ➔ Go on to Question 22
- Printed materials (books, brochures, maps)
- Audio-visual programs (videos, movies, slide shows)
- Self-guided audio tours
- Ranger-guided walks/programs
- Additional ranger tours focusing on special subjects
- Printed guidebook/brochure of the neighborhood
- Indoor exhibits
- Outdoor exhibits
- Internet websites
- Information desk staff
- Other (Please specify: ________________________________)

22. Currently, entrance to the John F. Kennedy National Historic Site visitor center and bookstore is free. A user fee of $3 per visitor age 16 and older is charged for admission to the birthplace home. Most of the funds collected (80%) remain at the park to pay for services such as brochures, educational programs, exhibits, signage, and building maintenance and repair.

a) Did you or your group take the guided house tour on this visit to Kennedy National Historic Site?

- Yes
- No ➔ Go to Question 23

b) If YES, how would you and your group rate the value for the admission fee you paid? Please circle only one.

- Very poor
- Poor
- Average
- Good
- Very good
23. What did you and your group like **most** about your visit to John F. Kennedy National Historic Site?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

24. What did you and your group like **least** about your visit to John F. Kennedy National Historic Site?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

25. By completing this questionnaire, you are planning for the future of John F. Kennedy National Historic Site. What would you and your group propose? Please be specific.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

26. Is there anything else you and your group would like to tell us about your visit to John F. Kennedy National Historic Site?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

27. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your group at John F. Kennedy National Historic Site during this visit? Please circle **only one**.

    Very poor    Poor    Average    Good    Very good

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
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University of Idaho
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