



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

Visitor Services Project

Fort Union Trading Post National Historic Site

Visitor Study



OMB Approval 1024-0224 (NPS# 07-025)
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IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Fort Union Trading Post National Historic Site
15550 Highway 1804
Williston, ND 58801-8680

June - July 2007

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Fort Union Trading Post National Historic Site. This information will assist us in our efforts to better manage this park and to serve you, the visitor.

This questionnaire is only being given to a small percentage 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 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,

Andy Banta
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 (O), 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: ✓ ✗ /

- 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.

Please go on to the next page →

Your Visit To Fort Union Trading Post National Historic Site

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. Prior to your visit, were you and your personal group aware that Fort Union Trading Post National Historic Site (NHS) is managed by the National Park Service?

Yes No

2. a) Prior to your visit, how did you and your personal group get information about Fort Union Trading Post NHS? In the left column below, please mark (●) **all** that apply.

b) Prior to a future visit, how would you and your personal group prefer to obtain information about Fort Union Trading Post NHS? In the right column below, please mark (●) **all** that apply.

a) **Prior to this visit** (●) _____ b) **Prior to future visits** (●) _____

- | | |
|--|-----------------------|
| <input type="radio"/> Obtained no information prior to visit → Go on 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"/> Television/radio programs/videos | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> E-mail/telephone/written inquiry to park | <input type="radio"/> |
| <input type="radio"/> Park website: www.nps.gov/fous/ | <input type="radio"/> |
| <input type="radio"/> Other websites: (Please specify: _____) | <input type="radio"/> |
| <input type="radio"/> Amtrak Trails and Rails Program | <input type="radio"/> |
| <input type="radio"/> State welcome center | <input type="radio"/> |
| <input type="radio"/> Chamber of commerce/visitor bureau | <input type="radio"/> |
| <input type="radio"/> Convention | <input type="radio"/> |
| <input type="radio"/> Information from airport, motel, or other business | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below.) | <input type="radio"/> |

a) _____ b) _____

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

Yes No

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

3. a) How did this visit to Fort Union Trading Post NHS fit into your travel plans? Please mark (●) **one**.

- Fort Union Trading Post NHS was the primary destination
- Fort Union Trading Post NHS was one of several destinations
- Fort Union Trading Post NHS was not a planned destination

b) If Fort Union Trading Post NHS was not your primary destination, what was?

4. On this trip, what was the **primary** reason that you and your personal group visited the Fort Union Trading Post NHS **area** (within 100 miles)? Please mark (●) **one**.

- Resident of area (within 100 miles) → **Go on to Question 5**
- Visit Fort Union Trading Post NHS
- Visit other attractions in the area
- Visit friends/relatives in the area
- Business, attend convention or special event (Please specify which convention or special event: _____)
- Other (Please specify: _____)

5. On this visit, what were the reasons that you and your personal group visited Fort Union Trading Post NHS? Please mark (●) **all** that apply.

- Learn fur trade history
- Learn American Indian history
- Attend Rendezvous special event (June 14-17, 2007)
- Visit a park in the National Park System
- Heard about it on the Amtrak Trails and Rails Program
- Follow Lewis and Clark Trail
- Other (Please specify: _____)

6. a) On this visit, were the signs directing you and your personal group to Fort Union Trading Post NHS adequate? Please mark (●) **one** answer for each.

- | | | | | |
|----------------------------------|-----------------------|-----|-----------------------|----|
| Signs on interstates | <input type="radio"/> | Yes | <input type="radio"/> | No |
| Signs on state highways | <input type="radio"/> | Yes | <input type="radio"/> | No |
| City street signs in communities | <input type="radio"/> | Yes | <input type="radio"/> | No |

Please go on to the next page →

b) If you answered 'NO' for any of the above, please explain:

7. On this visit, what forms of transportation did you and your personal group use to travel to Fort Union Trading Post NHS? Please mark (●) **all** that apply.

- Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- Rental vehicle (car, SUV, pickup, RV, motorcycle, etc.)
- Commercial tour bus
- Commercial airline to reach Williston, ND
- Amtrak train to reach Williston, ND
- Other (Please specify: _____)

8. a) What services did you and your personal group use in the "gateway" communities of Williston, ND; Watford City, ND; Culbertson, MT; Sydney, MT; and Wolf Point, MT that were specifically related to this park visit? Please mark (●) **all** that apply.

Did not use any services → **Go on to part b of this question**

b) What services would you and your personal group have used if they were available? Please mark (●) **all** that apply.

c) In what community did you and your personal group need services that were not currently available?

a) Used on this visit (●)	b) Would have used if available (●)	Community where service is needed
<input type="radio"/> Buy gasoline	<input type="radio"/>	_____
<input type="radio"/> Eat a meal	<input type="radio"/>	_____
<input type="radio"/> Stay overnight in a motel/ hotel/lodge/B&B/cabin	<input type="radio"/>	_____
<input type="radio"/> Stay overnight in a campground/RV park	<input type="radio"/>	_____
<input type="radio"/> Shop	<input type="radio"/>	_____
<input type="radio"/> Obtain information about Fort Union Trading Post NHS	<input type="radio"/>	_____
<input type="radio"/> Obtain other travel/ tourism information	<input type="radio"/>	_____
<input type="radio"/> Other (Please specify below.)	<input type="radio"/>	_____

a) _____ b) _____

d) Do you and your personal group have any comments about the services that you used?

Service (list)	Comment (please be specific)
_____	_____
_____	_____
_____	_____

9. On this trip, what other places did you and your personal group visit within 200 miles of Fort Union Trading Post NHS. Please mark (●) **all** that apply.

- | | |
|--|---|
| <input type="radio"/> Fort Buford State Historic Site | <input type="radio"/> Missouri-Yellowstone Confluence Interpretive Center |
| <input type="radio"/> Lewis and Clark State Park | <input type="radio"/> Three Tribes Museum |
| <input type="radio"/> Little Missouri National Grasslands | <input type="radio"/> Theodore Roosevelt National Park North Unit |
| <input type="radio"/> Knife River Indian Villages National Historic Site | <input type="radio"/> Theodore Roosevelt National Park South Unit |
| <input type="radio"/> Lewis and Clark Interpretive Center (Washburn, ND) | |
| <input type="radio"/> Other (Please specify: _____) | |

10. a) On this trip, did you and your personal group stay overnight **away from home** in the Fort Union Trading Post NHS **area** (within 100 miles)?

- Yes No → **Go on to part d of this question**



b) If YES, please list the number of nights you and your personal group stayed in the Fort Union Trading Post NHS **area** (within 100 miles).

Number of nights in Fort Union Trading Post NHS **area** _____

c) In what type of lodging did you and your personal group spend the night(s)? Please mark (●) **all** that apply.

In area around the park (within 100 miles) (●) _____

- Lodge, motel, cabin, rented condo/home, or bed & breakfast
- Camping in developed campground
- Backcountry campsite
- Personal seasonal residence
- Residence of friends or relatives
- Other (Please specify: _____)

Please go on to the next page →

11. a) In what city/town did you and your personal group stay on the night before you arrived at Fort Union Trading Post NHS? If you stayed at home, please write the name of your hometown.

Nearest town/city _____ State _____

b) In what city/town did/will you and your personal group stay on the night after you and your personal group left Fort Union Trading Post NHS? If you stayed at home, please write the name of your hometown.

Nearest town/city _____ State _____

12. a) As you were planning your trip what activities did you and your personal group expect to include on this visit? Please mark (●) all that apply in the left column.

b) On this visit, what activities did you and your personal group participate in within Fort Union Trading Post NHS? Please mark (●) all that apply.

a) Activities expected (●) _____ **b) Activities on this visit (●)**

- Visiting reconstructed fort
- Visiting Trade House
- Purchasing items at Trade House
- Visiting Bourgeois House/visitor center
- Viewing museum exhibits
- Shopping in park bookstore
- Attending living history programs
- Attending Rendezvous special events
- Learning about fur trade history
- Learning about American Indian history
- Learning about Lewis and Clark Expedition history
- Painting/drawing/taking photographs
- Other (Please specify below):

a) _____

b) _____

c) Which **one** of the above activities was the primary reason you and your personal group visited Fort Union Trading Post NHS on this visit?

13. On this visit to Fort Union Trading Post NHS, how long did you and your personal group spend visiting the park? List partial hours or days as 1/4, 1/2, 3/4.

_____ Number of hours **if less than 24 hours**

_____ Number of days **if 24 hours or more**

14. a) Please mark (●) **all** of the visitor services and facilities that you or your personal group **used** at Fort Union Trading Post NHS 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?

- 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

Mark (●)

- | | | | |
|-----------------------|---|-------|-------|
| <input type="radio"/> | Park brochure/map | _____ | _____ |
| <input type="radio"/> | Visitor center bookstore sales items
(selection, price, quality, etc.) | _____ | _____ |
| <input type="radio"/> | Assistance from information desk staff | _____ | _____ |
| <input type="radio"/> | Museum exhibits | _____ | _____ |
| <input type="radio"/> | Park video program | _____ | _____ |
| <input type="radio"/> | Self-guided tour of reconstructed fort | _____ | _____ |
| <input type="radio"/> | Living history/costumed interpretation | _____ | _____ |
| <input type="radio"/> | Rendezvous programs/demonstrations | _____ | _____ |
| <input type="radio"/> | Trade House | _____ | _____ |
| <input type="radio"/> | Outdoor exhibits | _____ | _____ |
| <input type="radio"/> | Bodmer Overlook Trail | _____ | _____ |
| <input type="radio"/> | Picnic area | _____ | _____ |
| <input type="radio"/> | Restrooms | _____ | _____ |
| <input type="radio"/> | Junior Trader program | _____ | _____ |
| <input type="radio"/> | Park website: www.nps.gov/fous/
used before or during visit | _____ | _____ |

Please go on to the next page →

d) Do you have any comments about the above visitor services/facilities?

Service/facility (list)	Comment (please be specific)
_____	_____
_____	_____
_____	_____

15. For you and your personal group, please report all expenditures for the items listed below during this visit to Fort Union Trading Post NHS and the surrounding **area** (within 100 miles).

- a) Please list your personal group's total expenditures inside Fort Union Trading Post NHS.
- b) Please list your personal group's total expenditures in the **area outside** the park (within 100 miles).

NOTE: Surrounding area residents should only include expenditures that were **directly related** to this visit to Fort Union Trading Post NHS.

	EXPENDITURES	
	a) Inside Fort Union Trading Post NHS	b) In surrounding area outside park
Lodge/hotel/motel/Bed & Breakfast/cabins	N/A	\$ _____
Camping 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	\$ _____
Fishing/boating	N/A	\$ _____
Golfing	N/A	\$ _____
Trail rides	N/A	\$ _____
Other transportation expenses: (including rental cars, taxis, auto repairs, not including airfare)	N/A	\$ _____
Admission, recreation, entertainment fees	N/A	\$ _____
All other purchases (souvenirs, books, sporting goods, clothing, etc.)	\$ _____	\$ _____

Please write "0" if no money was spent in a particular category.

- c) How many people do the above expenses cover?
 _____ Adults (18 years or over) _____ Children (under 18 years)

Please write "0" if the expenditures did not include any children.

16. a) During your visit to Fort Union Trading Post NHS, did you and your personal group learn about the following topics? Please mark (●) yes or no for each topic.

b) Next, whether or not you learned about a topic on this visit, please mark (●) if you are interested in learning about each topic during a future visit to Fort Union Trading Post NHS.

Topic	a) Learn on this visit?		b) Future Interest?
	(●) Yes	(●) No	(●) ___
Fur trade history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Indian history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lewis and Clark Expedition history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reconstructed fort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Please list any additional topics you and your personal group are interested in learning about on a future visit to Fort Union Trading Post NHS.

17. On a future visit, how would you and your personal group prefer to learn about cultural and natural history/features of Fort Union Trading Post NHS? Please mark (●) **all** that apply.

- Not interested in learning about the park → **Go on to Question 19**
- Indoor exhibits Outdoor exhibits
- Park website: www.nps.gov/fous Special events
- Junior Trader program Volunteer opportunities
- Interactive computer programs Self-guided tours
- Living history/costumed interpretive programs
- Children’s programs (other than Junior Trader program)
- Electronic media/devices available to visitors (downloadable digital files such as podcasts, MP3 players)
- Audiovisual programs (DVD, video, or movie)
- Printed materials (brochures, books, maps, etc.)
- Other (Please specify: _____)

Please go on to the next page →

18. It is the National Park Service's responsibility to protect Fort Union Trading Post NHS's natural and cultural resources/attributes and visitor experiences that depend on these. How important is the protection of the following to you and your personal group? Please mark **one** answer for each resource/attribute/experience.

Resource/attribute/experience	Not important	Somewhat important	Moderately important	Very important	Extremely important
Archeological & historical sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife & birdwatching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean air	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- a) Commercial guided tour group Yes No
- b) School/educational group Yes No
- c) Other organized group (such as business group, scout group, etc.) Yes No

20. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

- Alone Family
- Friends Family and friends
- Other (Please specify: _____)

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

_____ Number of people

b) On this visit, how many vehicles did you and your personal group use to enter the park?

_____ Number of vehicles

c) On this visit, how many times did you and your personal group enter Fort Union Trading Post NHS during your stay in the area?

_____ Number of entries

22. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S	c) Number of visits to Fort Union Trading Post NHS (including this visit) lifetime
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

23. For you only, what is your gender? Please mark (●) one.

Male

Female

24. a) Are you or members of your personal group Hispanic or Latino? Please mark (●) yes or no for group member.

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.

	a) Hispanic or Latino?		American Indian or Alaska Native	Asian	Black or African American	Native Hawaiian or Pacific Islander	White
	Yes	No					
Yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please go on to the next page →

25. a) When visiting a site such as Fort Union Trading Post NHS, what **one** language do you and your personal group prefer to use for the following?

Speaking

Reading

- b) What services in the preserve would you like to have provided in languages other than English?

26. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Yes



No → **Go on to Question 27**

- b) If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in? Please mark (●) **all** that apply.

None → **Go on to Question 28**

Reconstructed fort

Visitor center

Living history programs

Museum exhibits

Ranger-led programs

Restrooms

Trade House

Other (Please specify: _____)

- c) Because of the physical condition, what specific problems did the person(s) have? Please mark (●) **all** that apply.

Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)

Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)

Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchairs)

Other (Please specify: _____)

27. If it were available in the park, would you and your personal group have used a snack/food service during your visit to Fort Union Trading Post NHS?

Yes, likely

No, unlikely

Not sure

28. a) Would you and your personal group visit Fort Union Trading Post NHS again in the future?

Yes, likely

No, unlikely

Not sure

b) If NO, what would bring you and your personal group back again?

29. a) What did you and your personal group like **most** about your visit to Fort Union Trading Post NHS?

b) What did you and your personal group like **least** about your visit to Fort Union Trading Post NHS?

30. Fort Union Trading Post NHS was established because of its significance to the nation. In your opinion, what is the national significance of this park?

31. If you were a manager planning for the future of Fort Union Trading Post NHS, what would you propose? Please be specific.

32. Is there anything else you and your personal group would like to tell us about your visit to Fort Union Trading Post NHS?

33. Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Fort Union Trading Post NHS during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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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University of Idaho
P.O. Box 441139
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