



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

Visitor Services Project

Homestead National Monument of America

Visitor Study





IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Homestead National Monument of America
8523 W. State Highway 4
Beatrice, NE 68310-6743

May - June 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 Homestead National Monument of America. This information will assist us in our efforts to better manage this National Park Service site 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 at phone: 208-885-7863, email: littlej@uidaho.edu, or at mailing address: Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139,.

We appreciate your help.

Sincerely,

Mark Engler
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 survey. 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, phone: 208-885-7863

Your Visit To Homestead National Monument of America

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 Homestead National Monument of America? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Homestead National Monument of America 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"/> Homestead National Monument of America website: www.nps.gov/home | <input type="radio"/> |
| <input type="radio"/> Park's travel information radio station (1610 AM) | <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"/> Email/telephone/written inquiry to park | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos | <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. On this trip, what was the **primary** reason that you and your personal group came to the Homestead National Monument of America **area**? Please mark (●) **one**.

- Resident of the area (within 60 miles of the park) → **Go to Question 3**
- Visit Homestead National Monument of America
- Visit other attractions in the area
- Visit friends/relatives in the area
- Business
- Other (Please specify) _____

3. a) On this visit, how many hours in **total** did you and your personal group spend visiting Homestead National Monument of America?

_____ Total number of hours (Please list partial hours as 1/4, 1/2, or 3/4.)

- b) On this visit, did you and your personal group visit Homestead National Monument of America on more than one day?

Yes No → **Go to Question 4**

- c) If YES, on how many days did you visit the park?

_____ Total number of days

- d) On this trip, how many times did you and your personal group enter the park?

_____ Number of times entered

4. a) On this visit to Homestead National Monument of America, which park sites did you and your personal group visit? Please mark (●) **all** that apply.

- | | |
|--|--|
| <input type="radio"/> Education Center | <input type="radio"/> Palmer-Epard Cabin |
| <input type="radio"/> Freeman School | <input type="radio"/> Tallgrass Prairie |
| <input type="radio"/> Heritage Center | <input type="radio"/> Trails/Woodland |
| <input type="radio"/> Other (Please specify) _____ | |

- b) On this visit, did you and your personal group walk/hike the trails within the park?

Yes No

c) If you and your personal group **did not** go on any trails, what would encourage you to walk/hike the trails?

5. It is the National Park Service's responsibility to protect Homestead National Monument of America's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to you and your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<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"/>
Clear night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites and buildings	<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"/>
Native wildlife	<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"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. a) After this visit, do you feel that you are able to make a personal connection to the people who homesteaded under the Homestead Act of 1862 (i.e. do their lives have relevance to your life today)?

Yes No → **Go to part c of this question**

b) If YES, what is the most important way that homesteading life has relevance to your life today?

c) Please list one aspect of the park's story that you might share with family and friends.

7. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the Homestead National Monument of America area (within 60 miles of the park)?

Yes No → **Go to Question 8**

- b) If YES, please list the number of nights you and your personal group stayed in the Homestead National Monument of America **area**.

_____ Number of nights within 60 miles of the park

- c) In which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 60 miles of the park)? Please mark (●) **all** that apply.

Lodges, hotels, motels, cabins, B&B, etc.

RV/trailer camping

Tent camping in developed campground

Personal seasonal residence

Residence of friends or relatives

Other (Please specify) _____

8. On this visit, were the signs directing you and your personal group to and within Homestead National Monument of America 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) Signs in the park Yes No Did not use

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

Interstate _____

State highway _____

In local communities _____

In park _____

9. a) On this visit to Homestead National Monument of America, did anyone in your personal group participate in any of the ranger-led talks/programs?

No Yes → **Go to part c of this question**

b) If NO, what prevented you and your personal group from participating in ranger-led talks/programs? Please mark (●) **all** that apply.

- Not interested
- Did not have time for this activity
- Not aware of any ranger-led talks/programs offered at park
- Not enough programs offered
- Other (Please specify) _____

c) If you were to visit the park in the future, would you and your personal group be interested in attending ranger-led programs?

- Yes, likely No, unlikely Not sure

d) If YES, what length of program would you and your personal group be most likely to attend? Please mark (●) **one**.

- Under 1/2 hour Other (Please specify below) _____
- 1/2 - 1 hour
- 1 - 2 hours

10. a) Did you and your personal group obtain information from the park website (www.nps.gov/home) prior to or during this visit to plan your trip to Homestead National Monument of America?

- Yes No → **Go to part f of this question**

b) If you and your personal group used the park website, please rate how helpful the website was in planning your visit. Please mark (●) **one**.

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

c) Overall, how would you and your personal group rate the quality of information provided on the park website? 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"/> |

d) Did you and your personal group find the information that you needed on the park website?

- No Yes → **Go to Question 11**

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

f) If you and your personal group did not use the park website, why not?

11. a) Please mark (●) **all** the types of exhibits in column (a) that you and your personal group viewed/used during this visit at the Heritage Center.

Next, for only those exhibits that you and your personal group **viewed/used** during this visit at Heritage Center, please provide **one** response to each of the following questions:

b) Was the exhibit lighting adequate for viewing?

c) Was the exhibit easy to understand?

d) Was the exhibit easy to use?

a) Type of exhibit viewed/used on this visit?	b) Lighting adequate?		c) Easy to understand?		d) Easy to use?	
	Yes	No	Yes	No	Yes	No
<input type="radio"/> Did not view/use any exhibits at Heritage Center	→ Go to Question 12					
<input type="radio"/> Handset exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Static exhibits (exhibits that are read or viewed: photos, posters, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Computer interactive exhibits (exhibits that can be manipulated)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Hands-on non-electronic interactive exhibits (exhibits that can be manipulated)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e) If you and your personal group **did not** use the handset exhibits, why not?

f) If you and your personal group **did not** use the computer interactive exhibits, why not?

12. a) On this visit, in which activities did you and your personal group participate within Homestead National Monument of America? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would you and your personal group like to participate? Please mark (●) **all** that apply in column (b).

a) Activities on this visit **b) Activities on future visit**

- | | | |
|-----------------------|---|-----------------------|
| <input type="radio"/> | Attending ranger-led talks/programs | <input type="radio"/> |
| <input type="radio"/> | Nature study (birdwatching, wildlife viewing, stargazing) | <input type="radio"/> |
| <input type="radio"/> | Participating in Junior Ranger program | <input type="radio"/> |
| <input type="radio"/> | Picnicking | <input type="radio"/> |
| <input type="radio"/> | Researching Homestead records | <input type="radio"/> |
| <input type="radio"/> | Shopping at park bookstore | <input type="radio"/> |
| <input type="radio"/> | Walking/hiking trails | <input type="radio"/> |
| <input type="radio"/> | Watching movies/videos | <input type="radio"/> |
| <input type="radio"/> | Viewing exhibits at Education Center | <input type="radio"/> |
| <input type="radio"/> | Viewing museum exhibits at Heritage Center | <input type="radio"/> |
| <input type="radio"/> | Viewing trailside exhibits | <input type="radio"/> |
| n/a | Attending restoration of farm equipment demonstrations | <input type="radio"/> |
| n/a | Attending a Native American pow-wow | <input type="radio"/> |
| n/a | Attending a continuing education class | <input type="radio"/> |
| n/a | Camping | <input type="radio"/> |
| n/a | Horseback riding | <input type="radio"/> |
| n/a | Learning craftwork | <input type="radio"/> |
| n/a | Recreational fishing | <input type="radio"/> |
| <input type="radio"/> | Other (Please specify below) | <input type="radio"/> |

This visit _____

Future visit _____

13. a) Did you and your personal group visit the park bookstore?

- Yes No → **Go to Question 14**

b) Are there any sales items that you and your personal group would like to purchase that are not currently available?

- Yes No → **Go to Question 14**

c) If YES, which items would you like to have available for purchase on a future visit? Please mark (●) **all** that apply.

- Additional publications (books, brochures, etc.)
 ➤ List subjects that you are interested in _____
- CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.
- Additional maps (besides the park brochure map)
- Other (Please specify) _____

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

- | | | |
|---------------------------------|---------------------------|--------------------------|
| a) Commercial guided tour group | <input type="radio"/> Yes | <input type="radio"/> No |
| b) School/educational group | <input type="radio"/> Yes | <input type="radio"/> No |
| c) Historical society/club | <input type="radio"/> Yes | <input type="radio"/> No |
| d) Other (scouts/work/church) | <input type="radio"/> Yes | <input type="radio"/> No |

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

_____ Number of people in organized group

15. a) On this visit, which type of personal group (not guided tour/school/ historical society/other organized group) were you with? Please mark (●) **only one**.

- | | |
|--|--|
| <input type="radio"/> Alone | <input type="radio"/> Friends |
| <input type="radio"/> Family | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ | |

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

_____ Number of people in personal group

18. a) Were you and your personal group aware that special needs equipment (listening devices, white gloves, etc.) is available to visitors?

Yes No

b) 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 19**

c) If YES, what services or activities were difficult to access/participate in?

d) Did you and your personal group use any of the special needs equipment?

Yes No → **Go on to Question 19**

e) If YES, was the special needs equipment easy to use?

Yes No

19. a) & b) When visiting an area such as Homestead National Monument of America, which **one** language do you and most members of your personal group prefer to use for the following?

a) **Speaking:** English Other (Specify) _____

b) **Reading:** English Other (Specify) _____

c) In your opinion, what **services** in the park need to be provided in languages other than English? Please specify a service or mark (●) "None."

Service (Specify) _____ None

20. For you only, what is the highest level of education you have completed? Please mark (●) **only one**.

Some high school Some college Graduate degree

High school diploma/GED Bachelor's degree

21. Homestead National Monument of America is in the process of preparing for the 150th anniversary of the Homestead Act. In your opinion, what would be the most appropriate way to commemorate these events at Homestead National Monument of America? Please mark (●) **one**.

A series of events during 2012

As a weeklong event in 2012

As an event in a series of commemorations held at this and other national park sites or locations

d) Were you and your personal group aware that you can make the following types of donations to the park?

- | | | | | |
|------------------------------------|-----------------------|-----|-----------------------|----|
| Financial | <input type="radio"/> | Yes | <input type="radio"/> | No |
| Non-financial (volunteer services) | <input type="radio"/> | Yes | <input type="radio"/> | No |
| Bequest | <input type="radio"/> | Yes | <input type="radio"/> | No |

24. If you were a manager planning for the future of Homestead National Monument of America what would you and your personal group propose?

25. Is there anything else you and your personal group would like to tell us about your visit to Homestead National Monument of America?

26. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Homestead National Monument of America during this visit? Please mark (●) **only one**.

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

27. a) Which category best represents your annual **household** income? Please mark (●) **only one**.

- | | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

b) How many people are in your household? _____ Number of people

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
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**

