San Juan National Historic Site
Visitor Study
February 2010

Dear Visitor:

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

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 to complete after your visit.

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, 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,

Walter Chavez
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 #2 pencil.

   Like this: ●  Not like this: ✓  ❌  ♨

4) Seal it with the stickers provided.
5) Drop it in a U.S. mailbox.

Thank you!

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**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.
**Your Visit To San Juan National Historic Site**

**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 San Juan National Historic Site? Please mark (●) all that apply in column (a).

   b) If you were to visit San Juan National Historic Site 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**

   1. [ ] Did not obtain information prior to visit  ➔ **Go to part b of this question**
   2. [ ] Friends/relatives/word of mouth
   3. [ ] Inquiry to park via phone/mail/email
   4. [ ] Local businesses (hotels, motels, restaurants, etc.)
   5. [ ] Newspaper/magazine articles
   6. [ ] Previous visits
   7. [ ] San Juan National Historic Site website: [www.nps.gov/saju](http://www.nps.gov/saju)
   8. [ ] Other websites
   9. [ ] School class/program
   10. [ ] Television/radio programs/DVDs
   11. [ ] Tour director (cruise ship, bus or other organized group)
   12. [ ] Tourism company/chamber of commerce/welcome center
   13. [ ] Tourist information at the airport
   14. [ ] Travel agent
   15. [ ] Travel guides/tour books (such as AAA, etc.)
   16. [ ] Other (Please specify below)

   Prior to this visit: ____________________  Prior to future visits: ____________________
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?

O No  O 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. a) If you and your personal group used the park website (www.nps.gov/saju) prior to or during this visit, please rate how helpful the website was in planning your visit, by marking (●) one response below.

O Did not use the park website  ➔ Go to Question 3

O Not at all helpful  O Somewhat helpful  O Moderately helpful  O Very helpful  O Extremely helpful

b) How would you improve the current website information?

3. a) San Juan National Historic Site has a friends group called Friends of the Forts that supports the park through educational programs, awareness, and funding. Prior to this visit, were you and your group aware of this friends group?

O Yes  O No  O Not sure

b) Are you or any members of your personal group a member of Friends of the Forts?

O No  O Yes  ➔ Go to Question 4

c) If NO, would you or any members of your personal group be interested in joining or supporting Friends of the Forts?

O No, unlikely  O Yes, likely  O Not sure

d) If NO, why not?

4. a) Prior to this visit to San Juan National Historic Site, were you and your personal group aware of the park site, Fortin San Juan de la Cruz, known locally as El Cañuelo?

O Yes  O No  ➔ Go to Question 5

b) If YES, have you and your personal group ever visited El Cañuelo? Please mark (●) all that apply.

O Visited on this visit  O Visited on past visits  O Have never visited
c) If you have visited, what services or activities would you like to have available there?

5. a) Which form of transportation did you and your personal group use to arrive on the island of Puerto Rico? Please mark (●) one.

- O Live in Puerto Rico ✅ Go to part b of this question
- O Airplane
- O Cruise ship
- O Other (Please specify) __________________________

b) and c) On this visit, which forms of transportation did you and your personal group use to access San Juan National Historic Site? Please mark (●) all that apply.

<table>
<thead>
<tr>
<th>Form of transport used</th>
<th>b) To arrive at park</th>
<th>c) To visit park sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free tram/trolley</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Private or rental vehicle</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Taxi</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Tour bus</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Walk</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

   d) Compared to what you and your personal group expected, how would you rate the amount of time that you waited to ride the free tram/trolley?

- O Did not ride free tram/trolley ✗ Go to Question 6
- O Longer than expected
- O About as expected
- O Did not have to wait

   e) How long was your wait? _____ Number of minutes

6. On this visit, were the signs directing you and your personal group to San Juan National Historic Site adequate? Please mark (●) one answer for each.

a) Signs in city to find park
- O Yes
- O No
- O Did not use

b) Signs within the park
- O Yes
- O No
- O Did not use

c) If you answered NO for either of the above, please explain.

   City signs __________________________________________

   Signs within park __________________________________________
7. a) On this trip, what were the reasons that you and your personal group visited San Juan National Historic Site? Please mark (●) all that apply.

   b) Which of the reasons below was the primary reason that you and your personal group visited San Juan National Historic Site? Please mark (●) one.

   a) **Reasons visited** (mark all)

   - Learn about the history of the fortifications
   - Part of cruise ship package tour
   - Visit a national park area
   - Part of my cultural and historic heritage
   - Show fortifications to a friend/relative
   - Recreation (relax, fly kites, sunbathe, etc.) at the Esplanade – the open area in front of El Morro
   - Other (Please specify below)

   b) **Primary reason for visit** (mark one)

   - El Morro
   - Espalanade (open area near El Morro)
   - San Cristóbal
   - San Juan Gate/Paseo del Morro
   - City Wall
   - El Cañuelo

8. On the list below, please mark (●) all of the places at San Juan National Historic Site that you and your personal group visited during this visit. Use the map below to help you locate the places.

   - El Morro
   - Esplanade (open area near El Morro)
   - San Cristóbal
   - San Juan Gate/Paseo del Morro
   - City Wall
   - El Cañuelo
9. On this visit, in which activities did you and your personal group participate within San Juan National Historic Site? Please mark (●) all that apply.

- Attending ranger-led activities
- Flying kites
- Viewing indoor exhibits
- Photography
- Viewing outdoor exhibits
- Picnicking
- Visiting San Juan Gate
- Viewing the city walls
- Visiting/touring fortifications
- Viewing the video
- Walking/visiting Paseo del Morro
- Visiting El Cañuelo
- Visiting the Esplanade in front of El Morro
- Other (Please specify)

10. a) During this visit to San Juan National Historic Site, did you and your personal group have any personal interaction with a park employee?

- Yes
- No ➔ Go to Question 11

b) If YES, please rate the quality of your interaction with the park employee. Please mark (●) one response for each element.

<table>
<thead>
<tr>
<th>Element</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpfulness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courteousness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of information provided</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11. a) On this visit, did you and your personal group have any children with you?

- Yes
- No ➔ Go to Question 12

b) If YES, were they offered the chance to become a Junior Ranger?

- Yes
- No ➔ Go to Question 12

c) If YES, did they complete the activity booklet to become a Junior Ranger?

- Yes
- No d) If NO, why didn’t the child/children complete the booklet?
e) Did you find the activities appropriate for the child/children?

- [ ] Yes
- [ ] No

12. a) Please mark (●) all the visitor services and facilities that you or your personal group used at San Juan National Historic Site 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.

<table>
<thead>
<tr>
<th>a) Visitor services/facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark (●)</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

- [ ] Access for people with disabilities
- [ ] Assistance from park staff
- [ ] Audiovisual program (in Spanish & English)
- [ ] Bookstore sales items in fortifications (selection, price, etc.)
- [ ] Directional signs on fortification grounds
- [ ] Exhibits inside the fortifications
- [ ] Exhibits outside the fortifications
- [ ] Fortification tour (up to 1 hour)
- [ ] Free tram/trolley
- [ ] Orientation talk (20 minutes)
- [ ] Park brochure/map
- [ ] Restrooms
- [ ] Safety signs at entrances to fortifications
13. a) Did you and your personal group attend either of these ranger-led activities at San Juan National Historic Site? Please mark (●) one response for each question.

<table>
<thead>
<tr>
<th>Orientation talk</th>
<th>Ranger-led fortification tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

If NO to both activities, please go to part g of this question.

b) Was activity offered at desired time?  

| O | O |
| O | O |

c) Able to see area of fortification you wanted to see?  

| O | O |
| O | O |

d) Topics discussed of interest to you?  

| O | O |
| O | O |

e) Did you learn something of relevance to your life today?  

| O | O |
| O | O |

f) Activity length?  

| Too short | About right | Too long |
| Too short | About right | Too long |

| O | O | O |
| O | O | O |

g) If you and your personal group did not participate in ranger-led activities on this visit, why not? Please mark (●) all that apply.

- O Not interested in ranger-led activities  ➔ Go to Question 14
- O Did not have time for this activity
- O Not aware of any ranger-led activities offered at park
- O Program subjects were not of interest
- O Not enough activities offered
- O Other (Please specify) ____________________________

14. a) On the day that you received this questionnaire, how long did you and your personal group stay at San Juan National Historic Site?

Number of hours ______ Please list partial hours as 1/4, 1/2, 3/4.

b) Did you and your personal group visit the park on more than one day?

- O Yes  ➔ Go to Question 15
- O No

c) If YES, on how many days did you and your personal group visit?

Number of days ______
15. During this visit to San Juan National Historic Site, please indicate how the following elements may have affected you and your personal group’s park experience. Please mark (●) one response for each element.

<table>
<thead>
<tr>
<th>Element</th>
<th>Detracted from</th>
<th>No effect</th>
<th>Added to</th>
<th>Did not experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aircraft flying overhead</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Closed areas due to preservation work or projects</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Kite flying</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Special events</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Street vendors</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

16. a) San Juan National Historic Site currently has the following daily admission fees. In your opinion, how appropriate are the amounts for daily admission? (Children under 16 years are admitted free.)

<table>
<thead>
<tr>
<th>Fee amount</th>
<th>Too high</th>
<th>About right</th>
<th>Too low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult fee $3/fortification (age 16 and up)</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Adult fee $5/both fortifications (age 16 and up)</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

b) Were you and your personal group aware that part of the fee you pay helps fund exhibits and preservation of the fortifications?

O Yes  O No

c) If you and your personal group were to visit again in the future, would you be willing to pay a $3 increase per adult (i.e., $6/fortification or $8/both fortifications) for admission?

O Yes, likely O No, unlikely O Not sure

17. San Juan National Historic Site bookstores inside the fortifications currently sell postcards, publications, and other items, such as bottled water. If you and your personal group were to visit in the future, what types of items would you like to have available for purchase in the bookstores? Please mark (●) all that apply.

O Not interested in sales items ➔ Go to Question 18
O DVDs/CDs O Publications about fortification history
O Maps O Self-guided walking audio tour
O Other (Please specify) ____________________________________________________
18. If you were to visit San Juan National Historic Site in the future, which subjects would you and your personal group be most interested in learning about? Please mark (●) all that apply.

- [ ] Not interested in learning about the park ➔ Go to Question 19
- [ ] Architecture/construction of the fortifications
- [ ] Cannons and defense of the fortifications
- [ ] Soldiers’ life in the fortifications
- [ ] The fortifications’ place in Puerto Rican history
- [ ] U.S. military period of fortification history
- [ ] Other (Please specify) ________________________________

19. If you were to visit in the future, which methods would you and your personal group prefer to use to learn about the cultural and natural history of San Juan National Historic Site? Please mark (●) all that apply.

- [ ] Not interested in using these methods ➔ Go to Question 20
- [ ] Exhibits inside the fortifications
- [ ] Exhibits outside the fortifications
- [ ] Films, movies, slideshows
- [ ] Park website: www.nps.gov/saju
- [ ] Printed materials (brochures, books, maps, etc.)
- [ ] Ranger-led activities and interpretive programs
- [ ] Electronic media/devices for visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- [ ] Other (Please specify) ________________________________

20. a) If you were to visit San Juan National Historic Site in the future, would you and your personal group be interested in attending programs in the fortifications after closing (such as a candlelight tour, lecture by subject expert, etc.)?

- [ ] Yes
- [ ] No
- [ ] Not sure

b) If YES, how long should the program be?

- [ ] ½ hour
- [ ] 1 hour
- [ ] Longer than 1 hour
c) Would you be willing to pay a fee of $5/adult to attend an after-hours program?
   O Yes  O No  O Not sure

21. Would you and your personal group be likely to visit San Juan National Historic Site again in the future?
   O Yes, likely  O No, unlikely  O Not sure

22. On this visit, were you and your personal group part of one of the following types of organized groups?
   a) Commercial guided tour group  O Yes  O No
   b) School/educational group  O Yes  O No
   c) Other group (scouts, work, church, etc.)  O Yes  O No
   d) If you were with one of these organized groups, how many people, including yourself, were in this group?
      _____ Number of people in organized group

23. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?
      O Alone  O Friends
      O Family  O Family and friends
      O Other (Please specify) ________________________________

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

   c) On this visit, how many vehicles did you and your personal group use to arrive at the park? Please write 0 if you did not use any vehicles.
      _____ Number of vehicles

24. a) Were you and your personal group prepared for the situations that can be experienced while visiting the San Juan National Historic Site fortifications, such as long walks, steep ramps, sun, heat, etc.?
      O Yes  O No

   b) On this visit, did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?
      O Yes  O No ➔ Go to Question 25
c) If YES, what activities or services did the person(s) have difficulty accessing or participating in during this visit? Please be specific.

________________________________________________________________________

d) Did any of the following conditions contribute to the access difficulties? Please mark (●) all that apply.

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

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

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

O  Other (Please specify) ________________________________

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

<table>
<thead>
<tr>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c &amp; d) Number of visits to San Juan National Historic Site (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td>past 12 months</td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
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<tr>
<td>Member #4</td>
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<tr>
<td>Member #5</td>
<td></td>
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</tr>
<tr>
<td>Member #6</td>
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</tr>
<tr>
<td>Member #7</td>
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</tbody>
</table>

26. When visiting an area such as San Juan National Historic Site, which languages do you and most members of your personal group prefer to use for the following?

a) Speaking: O English O Other (Specify) ____________________________

b) Reading: O English O Other (Specify) ____________________________
c) In your opinion, what **services** in the park need to be provided in languages other than English and Spanish? Please specify a service(s) or mark (●) "None."

Service(s) ____________________________ ○ None

27. a) On this visit, what did you and your personal group like **most** about your visit to San Juan National Historic Site?

________________________________________________________________________

________________________________________________________________________

b) On this visit, what did you and your personal group like **least** about your visit to San Juan National Historic Site?

________________________________________________________________________

________________________________________________________________________

28. If you were a manager planning for the future of San Juan National Historic Site, what would you and your personal group propose?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

29. Is there anything else you and your personal group would like to tell us about your visit to San Juan National Historic Site?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

30. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at San Juan National Historic Site during this visit? Please mark (●) one.

<table>
<thead>
<tr>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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</tbody>
</table>

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