New Bedford Whaling National Historical Park Visitor Study
July, 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 New Bedford Whaling National Historical Park. 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 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,

Jennifer T. Nersesian
Superintendent

This visitor study is partially funded by Recreation Fee Program funding.
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.
Your Visit To New Bedford Whaling National Historical Park

NOTE: In this questionnaire “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.

New Bedford Whaling National Historical Park is 13 blocks of historic downtown New Bedford.

1. a) Prior to your visit, how did you and your personal group obtain information about New Bedford Whaling National Historical Park (NHP)? Please mark (●) all that apply in column (a).

   b) If you were to visit New Bedford Whaling NHP 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

   - Did not obtain information prior to visit ➔ Go to part b of this question

   - Inquiry to park via phone, mail or e-mail

   - Friends/relatives/word of mouth

   - Highway signs

   - Local businesses (hotels, motels, restaurants, etc.)

   - Maps/brochures

   - New Bedford Whaling NHP website: www.nps.gov/nebe

   - City of New Bedford website: www.ci.new-bedford.mas.us

   - Other websites—Which one(s)? ________________________________

   - Newspaper/magazine articles

   - Previous visits

   - School class/program

   - Social media (such as Facebook, Twitter, etc.)

   - Television/radio programs/videos

   - Travel guides/tour books (such as AAA, etc.)

   - Other (Please specify below)

Prior to this visit ____________________ Prior to future visits ____________________
c) From the sources marked in column (a), 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) Prior to this visit, were you and your personal group aware that New Bedford Whaling NHP existed?

   O  Yes   O  No

b) Prior to this visit, were you and your personal group aware that New Bedford Whaling NHP consists of several sites besides the visitor center, such as the Whaling Museum, Rotch-Jones-Duff House, and others?

   O  Yes   O  No

3. a) Prior to this visit, had you and your personal group ever heard of the following special events?

   b) Has any member of your personal group ever attended any of the following special events?

   a) Heard of event?  b) Ever attended event?

   O  Art • History • Architecture (AHA!) cultural nights  O
   O  Bioneers by the Bay  O
   O  Cape Verdean Independence Day Parade  O
   O  Feast of the Blessed Sacrament (Portuguese Feast)  O
   O  Summerfest  O
   O  Taste the Southcoast  O
   O  Working Waterfront Festival  O

4. How did your visit to New Bedford Whaling NHP fit into your personal group’s travel plans? Please mark (●) one.

   O  New Bedford Whaling NHP was the primary destination
   O  New Bedford Whaling NHP was one of several destinations
   O  New Bedford Whaling NHP was not a planned destination
5. On this trip, what was the **primary** reason that you and your personal group came to the New Bedford Whaling NHP area (including the city of New Bedford and within 10 miles of the park)? Please mark (●) one.

- [ ] Resident of the area (within 10 miles of the park) ➔ Go to Question 7
- [ ] Visit New Bedford Whaling NHP (Park Visitor Center, Whaling Museum, Rotch-Jones Duff House, Seamen’s Bethel, Wharfinger Building, etc.)
- [ ] Visit the city of New Bedford
- [ ] Visit other attractions in the area
- [ ] Visit friends/relatives in the area
- [ ] Traveling through – unplanned visit
- [ ] Business
- [ ] Other (Please specify) ____________________________

6. a) On this trip, did you and your personal group stay overnight away from your permanent residence in the surrounding area (within 10 miles of the park, including the city of New Bedford)?

- [ ] Yes  
- [ ] No ➔ Go to Question 7

b) If YES, please list the number of nights you and your personal group stayed in the surrounding area.

_____ Number of nights in the surrounding area

c) In which types of lodging did you and your personal group spend the night(s) in the surrounding area? Please mark (●) all that apply.

- [ ] Motels, hotels, vacation rentals, B&B, etc.
- [ ] Rental house/condominium
- [ ] Residence of friends or relatives
- [ ] RV/trailer camping
- [ ] Seasonal residence
- [ ] Tent camping in developed campground
- [ ] Other (Please specify) ____________________________
7. a) On this visit, which forms of transportation did you and your personal group use to travel between your overnight accommodations or home and New Bedford Whaling NHP? Please mark (●) all that apply.

- Private car
- Rental car
- Recreation vehicle (RV)
- Motorcycle
- Bus/motor coach
- Airplane
- Ferry: Which one? (Please specify)
- Private boat
- Bicycle
- Cruise ship
- Other (Please specify) ______________________

b) If you and your personal group drove a vehicle to New Bedford Whaling NHP on this visit, where did you park? Please mark (●) all that apply.

- Did not drive a vehicle to the park  ➔ Go to Question 8
- Street parking
- Parking lot
- Parking garage
- Other (Please specify) ______________________

8. a) On this visit to New Bedford Whaling NHP, how many hours in total did you and your personal group spend visiting the park?

   _____ Number of hours  (Please list partial hours as ¼, ½, ¾.)

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

   - Yes
   - No  ➔ Go to Question 9

c) If YES, on how many days did you visit New Bedford Whaling NHP?

   _____ Number of days

9. a) In which communities did you and your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to New Bedford Whaling NHP? Please mark (●) all that apply.

- None  ➔ Go to part b of this question
- Boston, MA
- Fair Haven, MA
- Westport, MA
- Cape Cod, MA
- Fall River, MA
- Providence, RI
- Dartmouth, MA
- New Bedford, MA
- Other (Please specify) ______________________

b) Were you and your personal group able to obtain all the services that you needed in New Bedford, MA?

   - No
   - Yes  ➔ Go to Question 10
c) If NO, what needed services were not available in New Bedford, MA?

<table>
<thead>
<tr>
<th>Service (Please list)</th>
<th>Comments (Please be specific)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. a) Please mark (●) all the activities that you and your personal group expected to do within New Bedford Whaling NHP and downtown New Bedford on this visit.

b) On this visit, in which activities did you and your personal group participate within New Bedford Whaling NHP and downtown New Bedford? Please mark (●) all that apply in column (b).

c) If you were to visit in the future, in which activities would you and your personal group prefer to participate within New Bedford Whaling NHP and downtown New Bedford? Please mark (●) all that apply in column (c).

<table>
<thead>
<tr>
<th>a) Expected activities</th>
<th>b) Activities on this visit</th>
<th>c) Activities on future visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Attending arts/cultural event</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Fishing</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O General sightseeing</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Learning about New Bedford history</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Learning about Underground Railroad</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Learning about whaling and maritime history</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Recreation (boat tour, etc.)</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Researching family history/genealogy</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Shopping/dining out</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Viewing the fishing fleet</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Viewing/studying historic architecture</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Visiting art galleries in New Bedford</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Visiting Buttonwood Park Zoo</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Visiting Fort Tabor</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>O Other (Please specify below)</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

Expected This visit Future visit
d) Which one of the above activities was most important to you and your personal group on this visit to New Bedford Whaling NHP?

11. a) Please mark (●) all the information services and facilities that you or your personal group **used** at New Bedford Whaling NHP 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) <strong>Information services and facilities used</strong></th>
<th>b) <strong>If used, how important?</strong></th>
<th>c) <strong>If used, what quality?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Access for people with disabilities</td>
<td></td>
<td>1=Very poor</td>
</tr>
<tr>
<td>AM 1610 radio (traveler’s information)</td>
<td></td>
<td>2=Poor</td>
</tr>
<tr>
<td>Assistance from National Park Service (NPS) staff/volunteers</td>
<td></td>
<td>3=Average</td>
</tr>
<tr>
<td>NPS Junior Ranger program</td>
<td></td>
<td>4=Good</td>
</tr>
<tr>
<td>NPS guided walking tour</td>
<td></td>
<td>5=Very good</td>
</tr>
<tr>
<td>NPS park brochure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPS park website: <a href="http://www.nps.gov/nebe">www.nps.gov/nebe</a> (used before or during this visit)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Bedford Whaling Museum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preservation Society self-guided architecture tour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotch-Jones-Duff House</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seamen’s Bethel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-guided tours (besides the Preservation Society self-guided tours)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schooner Ernestina</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Underground Railroad information</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
12. a) In the future, if a free shuttle bus were available to travel between the facilities listed in Question 11, would you and your personal group be interested in riding it?
   - Yes, likely
   - No, unlikely
   - Not sure

b) Would you and your personal group be willing to pay $1 per adult per day to ride a shuttle bus between the facilities listed in Question 11?
   - Yes, likely
   - No, unlikely
   - Not sure

13. a) Please mark (●) all of visitor services and facilities that you or your personal group used while in the city of New Bedford.

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 and 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>

Visitor centers
- NPS Visitor Center bookstore sales items (selection, price, etc.)
- NPS Visitor Center exhibits
- NPS Visitor Center movie
- National Park Service (NPS) Visitor Center (overall)
- Waterfront Visitor Center exhibits
- Waterfront Visitor Center (overall)

Other services/facilities
- Ferries
- Garage/parking lot
- Hotels/motels
- Restaurants
- Shops in New Bedford
- Street parking
14. If you were to visit New Bedford Whaling NHP in the future, how would you and your personal group prefer to learn about cultural and natural history/features of New Bedford Whaling NHP? Please mark (•) all that apply.

- Not interested in learning about the park ➔ Go to Question 15
- Indoor exhibits
- Living history demonstrations
- Music programs/demonstrations
- Park website: www.nps.gov/nebe
- Ranger-led interpretive programs
- Audiovisual programs (DVD, video, or audio)
- Printed materials (brochures, books, maps, etc.)
- Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs, cell phone tours, etc.)
- Other (Please specify) __________________________

15. a) For the safety issues below, please indicate how safe you and your personal group felt from crime and accidents during this visit to New Bedford Whaling NHP. Please mark (•) one answer for each issue.

<table>
<thead>
<tr>
<th>Safety issue</th>
<th>Very unsafe</th>
<th>Somewhat unsafe</th>
<th>Neither safe nor unsafe</th>
<th>Somewhat safe</th>
<th>Very safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal safety—from crime</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Personal safety—from accidents</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Personal property—from crime</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

b) If you marked that you felt “very unsafe” or “somewhat unsafe” for any of the above issues, please explain why.

16. a) Compared to what you had planned, how much time did you and your personal group spend visiting New Bedford Whaling NHP? Please mark (•) one.

- Did not have a planned amount of time ➔ Go to Question 17
- About the same time as planned
- Longer than planned
- Shorter than planned
b) If the amount of time you and your personal group spent visiting New Bedford Whaling NHP differed from what you had planned (longer or shorter) what were the reasons for changing your plans?

____________________________________________________________________________________

17. For you and your personal group on this visit to New Bedford Whaling NHP, please estimate all expenditures for the items listed below in the area within 10 miles of the park. **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures in the city of New Bedford, MA and within 10 miles of the park.

<table>
<thead>
<tr>
<th>EXPENDITURES in New Bedford and within 10 miles of park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels, motels, vacation rentals, B&amp;B, etc.</td>
</tr>
<tr>
<td>Camping fees and charges</td>
</tr>
<tr>
<td>Guide fees and charges</td>
</tr>
<tr>
<td>Restaurants and bars</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
</tr>
<tr>
<td>Boat tours</td>
</tr>
<tr>
<td>Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
</tr>
<tr>
<td>All other purchases (souvenirs, books, sporting goods, clothing, etc.)</td>
</tr>
<tr>
<td>Donations</td>
</tr>
</tbody>
</table>

b) How many people do the above expenses cover?

______ Adults (18 years or over)  ______  Children (under 18 years)

Please write "0" if no children were covered by the expenditures.
18. On this visit, were you and your personal group part of the following types of organized groups? Please mark (•) one for each.

a) Commercial guided tour group  
   O  Yes  O  No

b) School/educational group  
   O  Yes  O  No

c) Other (scouts, work, church)  
   O  Yes  O  No

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

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

   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 in personal group

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 arrive by vehicle.  
   ______ Number of vehicles

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

   O  Some high school  O  Bachelor’s degree

   O  High school diploma/GED  O  Graduate degree

   O  Some college

21. a) Does 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 on to Question 22

b) If YES, what services or activities were difficult to access/participate in?
   ____________________________________________________________
22. For you and your personal group on this visit, please provide the following. If you do not know the answer, leave blank.

<table>
<thead>
<tr>
<th></th>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c) Once a year?</th>
<th>d) Several times/year?</th>
<th>e) Total number of visits to date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>_____</td>
<td>________________________</td>
<td>O O</td>
<td>O O O</td>
<td>_____</td>
</tr>
<tr>
<td>Member #2</td>
<td>_____</td>
<td>________________________</td>
<td>O O</td>
<td>O O O</td>
<td>_____</td>
</tr>
<tr>
<td>Member #3</td>
<td>_____</td>
<td>________________________</td>
<td>O O</td>
<td>O O O</td>
<td>_____</td>
</tr>
<tr>
<td>Member #4</td>
<td>_____</td>
<td>________________________</td>
<td>O O</td>
<td>O O O</td>
<td>_____</td>
</tr>
<tr>
<td>Member #5</td>
<td>_____</td>
<td>________________________</td>
<td>O O</td>
<td>O O O</td>
<td>_____</td>
</tr>
<tr>
<td>Member #6</td>
<td>_____</td>
<td>________________________</td>
<td>O O</td>
<td>O O O</td>
<td>_____</td>
</tr>
<tr>
<td>Member #7</td>
<td>_____</td>
<td>________________________</td>
<td>O O</td>
<td>O O O</td>
<td>_____</td>
</tr>
</tbody>
</table>

23. a) Are you or members of your personal group Hispanic or Latino? Please mark (*) one for each group member.

<table>
<thead>
<tr>
<th></th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>No, not Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Asian</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black or African American</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
c) Please mark (●) all of the following ethnic groups with which you and members of your personal group identify yourselves.

- Portuguese
- Azorean
- Brazilian
- Cape Verdean
- Madeiran
- Other (Please specify) ________________________________

24. After visiting New Bedford Whaling NHP, what aspect of the park’s story would you share with family and friends?

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

25. If you were a manager planning for the future of New Bedford Whaling NHP, what would you and your personal group propose?

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26. Is there anything else you and your personal group would like to tell us about your visit to New Bedford Whaling NHP?

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27. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at New Bedford Whaling NHP during this visit? Please mark (●) 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.