



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

Visitor Services Project

# New Bedford Whaling National Historical Park Visitor Study





IN REPLY REFER TO:

**United States Department of the Interior**

NATIONAL PARK SERVICE  
New Bedford Whaling National Historical Park  
33 William Street  
New Bedford, MA 02740

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](mailto:littlej@uidaho.edu).

We appreciate your help.





Sincerely,

Jennifer T. Nersesian  
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.

## 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**

- |   |                       |
|---|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → <b>Go to part b of this question</b>                      |                       |
| <input type="radio"/> Inquiry to park via phone, mail or e-mail   | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth   | <input type="radio"/> |
| <input type="radio"/> Highway signs   | <input type="radio"/> |
| <input type="radio"/> Local businesses (hotels, motels, restaurants, etc.)  | <input type="radio"/> |
| <input type="radio"/> Maps/brochures  | <input type="radio"/> |
| <input type="radio"/> New Bedford Whaling NHP website: <a href="http://www.nps.gov/nebe">www.nps.gov/nebe</a>               | <input type="radio"/> |
| <input type="radio"/> City of New Bedford website: <a href="http://www.ci.new-bedford.mas.us">www.ci.new-bedford.mas.us</a> | <input type="radio"/> |
| <input type="radio"/> Other websites—Which one(s)? _____  | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles   | <input type="radio"/> |
| <input type="radio"/> Previous visits   | <input type="radio"/> |
| <input type="radio"/> School class/program  | <input type="radio"/> |
| <input type="radio"/> Social media (such as Facebook, Twitter, etc.)  | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos  | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.)  | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below)  | <input type="radio"/> |

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?

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.

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2. a) Prior to this visit, were you and your personal group aware that New Bedford Whaling NHP existed?

Yes                       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?

Yes                       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?**

- |   |                       |
|---|-----------------------|
| <input type="radio"/> Art • History • Architecture (AHA!) cultural nights | <input type="radio"/> |
| <input type="radio"/> Bioneers by the Bay                                 | <input type="radio"/> |
| <input type="radio"/> Cape Verdean Independence Day Parade                | <input type="radio"/> |
| <input type="radio"/> Feast of the Blessed Sacrament (Portuguese Feast)   | <input type="radio"/> |
| <input type="radio"/> Summerfest  | <input type="radio"/> |
| <input type="radio"/> Taste the Southcoast                                | <input type="radio"/> |
| <input type="radio"/> Working Waterfront Festival                         | <input type="radio"/> |

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

- New Bedford Whaling NHP was the primary destination
- New Bedford Whaling NHP was one of several destinations
- 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.

- |  |                                    |
|--|------------------------------------|
| <input type="radio"/> Private car                  | <input type="radio"/> Rental car   |
| <input type="radio"/> Recreation vehicle (RV)      | <input type="radio"/> Motorcycle   |
| <input type="radio"/> Bus/motor coach              | <input type="radio"/> Airplane     |
| <input type="radio"/> Ferry: Which one? _____      | <input type="radio"/> Private boat |
| <input type="radio"/> Bicycle                      | <input type="radio"/> Cruise ship  |
| <input type="radio"/> 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  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ .)

- 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**
- |                                     |                                       |  |
|-------------------------------------|---------------------------------------|--|
| <input type="radio"/> Boston, MA    | <input type="radio"/> Fair Haven, MA  | <input type="radio"/> Westport, MA           |
| <input type="radio"/> Cape Cod, MA  | <input type="radio"/> Fall River, MA  | <input type="radio"/> Providence, RI         |
| <input type="radio"/> Dartmouth, MA | <input type="radio"/> New Bedford, MA | <input type="radio"/> 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?**

Service (Please list)	Comments (Please be specific)
_____	_____
_____	_____
_____	_____

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).

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

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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.

a) Information services and facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	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
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> AM 1610 radio (traveler's information)	_____	_____
<input type="radio"/> Assistance from National Park Service (NPS) staff/volunteers	_____	_____
<input type="radio"/> NPS Junior Ranger program	_____	_____
<input type="radio"/> NPS guided walking tour	_____	_____
<input type="radio"/> NPS park brochure	_____	_____
<input type="radio"/> NPS park website: <a href="http://www.nps.gov/nebe">www.nps.gov/nebe</a> (used before or during this visit)	_____	_____
<input type="radio"/> New Bedford Whaling Museum	_____	_____
<input type="radio"/> Preservation Society self-guided architecture tour	_____	_____
<input type="radio"/> Rotch-Jones-Duff House	_____	_____
<input type="radio"/> Seamen's Bethel	_____	_____
<input type="radio"/> Self-guided tours (besides the Preservation Society self-guided tours)	_____	_____
<input type="radio"/> Schooner Ernestina	_____	_____
<input type="radio"/> Underground Railroad information	_____	_____

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.

	b) If used, how important?	c) If used, what quality?
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

**a) Visitor services and facilities used**

Mark (●)

Visitor centers

- |   |       |       |
|---|-------|-------|
| <input type="radio"/> NPS Visitor Center bookstore sales items (selection, price, etc.) | _____ | _____ |
| <input type="radio"/> NPS Visitor Center exhibits                                       | _____ | _____ |
| <input type="radio"/> NPS Visitor Center movie  | _____ | _____ |
| <input type="radio"/> National Park Service (NPS) Visitor Center (overall)              | _____ | _____ |
| <input type="radio"/> Waterfront Visitor Center exhibits                                | _____ | _____ |
| <input type="radio"/> Waterfront Visitor Center (overall)                               | _____ | _____ |

Other services/facilities

- |  |       |       |
|--|-------|-------|
| <input type="radio"/> Ferries              | _____ | _____ |
| <input type="radio"/> Garage/parking lot   | _____ | _____ |
| <input type="radio"/> Hotels/motels        | _____ | _____ |
| <input type="radio"/> Restaurants          | _____ | _____ |
| <input type="radio"/> Shops in New Bedford | _____ | _____ |
| <input type="radio"/> 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  Outdoor exhibits/panels
- Living history demonstrations  Craft demonstrations
- Music programs/demonstrations  Children’s programs
- Park website: www.nps.gov/nebe  Self-guided tours
- Ranger-led interpretive programs  Special events
- Audiovisual programs (DVD, video, or audio)  Volunteer opportunities
- 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.

**How safe did you feel in the park?**

<b>Safety issue</b>	<b>Very unsafe</b>	<b>Somewhat unsafe</b>	<b>Neither safe nor unsafe</b>	<b>Somewhat safe</b>	<b>Very safe</b>
Personal safety—from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety—from accidents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal property—from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to New Bedford Whaling NHP.

**a) EXPENDITURES**  
**in New Bedford and within 10 miles of park**

Hotels, motels, vacation rentals, B&B, etc.	\$ _____
Camping fees and charges	\$ _____
Guide fees and charges	\$ _____
Restaurants and bars	\$ _____
Groceries and takeout food	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____
Boat tours	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	\$ _____
Admission, recreation, entertainment fees	\$ _____
All other purchases (souvenirs, books, sporting goods, clothing, etc.)	\$ _____
Donations	\$ _____

- 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                       Yes                       No

b) School/educational group                               Yes                       No

c) Other (scouts, work, church)                         Yes                       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**.

Alone     Friends

Family     Family and friends

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**.

Some high school     Bachelor's degree

High school diploma/GED                                       Graduate degree

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?

Yes     No → **Go on to Question 22**

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

\_\_\_\_\_



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?

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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             |
| <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**

**Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
University of Idaho  
P.O. Box 441139  
Moscow, Idaho 83844-1139**



