



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

Visitor Services Project

Fort Stanwix National Monument

Visitor Study



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
 Fort Stanwix National Monument
 112 East Park Street
 Rome, NY 13440

July 2011

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Fort Stanwix National Monument. 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 in the postage-paid envelope provided 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,

Deborah L. Conway

Deborah L. Conway
 Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) 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**. Please do not use pencil!

Like this: ● Not like this: ✓ ✗ ∅ ⊙

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Fort Stanwix National Monument. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection 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 Fort Stanwix National Monument

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, 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 this visit, how did you and your personal group obtain information about Fort Stanwix National Monument (NM)? Please mark (●) **all** that apply in column (a).
 Did not obtain information prior to visit → **Go to part (b) of this question**
- b) If you were to visit Fort Stanwix NM 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) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail or email
<input type="radio"/>	<input type="radio"/>	Fort Stanwix NM website: www.nps.gov/fost
<input type="radio"/>	<input type="radio"/>	Other websites — which one(s)? _____
<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"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Other tourist sites (non-NPS)
<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"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

- 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. **Prior to this visit**, were you and your personal group aware that Fort Stanwix NM is a unit of the National Park System?

Yes No

3. a) Did you and your personal group obtain information from the park website (<http://www.nps.gov/fost>) to plan this trip to Fort Stanwix NM?

Yes No → **Go to Question 4**

b) Overall, how would you rate the quality of information provided on the park website? Please mark (●) **one**.

Very poor Poor Average Good Very good

c) Did you find the information that you needed on the park website?

No Yes → **Go to Question 4**

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

4. On this trip, what was the primary reason that you and your personal group came to the Fort Stanwix NM **area** (within 60-mile drive of the park)? Please mark (●) **one**.

- Resident of the area (within 60-mile drive of park) → **Go to Question 5**
- Visit Fort Stanwix NM (includes use of park facilities/services/activities)
- Visit other attractions in the area
- Visit friends/relatives in the area
- Traveling through – unplanned visit
- Business
- Other (Please specify) _____

5. When did you and your personal group make the decision to visit Fort Stanwix NM? Please mark (●) **one**.

- On the day of the visit
- 2-7 days before the visit
- 8-30 days before the visit
- 1-6 months before the visit
- More than 6 months but less than a year before the visit
- A year or more before the visit

6. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the surrounding area of Fort Stanwix NM (within 60-mile drive of park)?

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** of Fort Stanwix NM (within 60-mile drive of park).

_____ Number of nights in the **surrounding area**

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

- Lodges, hotels, vacation rentals, B&Bs, etc.
- RV/trailer camping
- Tent camping in developed campground
- Backcountry camping
- Seasonal residence
- Residence of friends or relatives
- Other (Please specify) _____

7. On this trip, where did you and your personal group stay on the **night before** and the **night after** visiting Fort Stanwix NM? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit: Town/city _____ State _____

b) AFTER visit: Town/city _____ State _____

8. On this trip, which other places did you and your personal group visit in the Rome, NY area (within 2-hour drive of park)? Please mark (●) all that apply.

- None → Go to Question 9
- Adirondack Park Bellamy Harbor
- Cooperstown Erie Canal Village
- Fort Rickey Game Farm Lake Delta
- Lock 20 Oriskany Battlefield
- Rome Historical Society Rome Art & Community Center
- Shako:wi Cultural Center Steuben Memorial
- Sylvan Beach Tomb of the Unknown Soldier
- Turning Stone Casino and Resort
- Other (Please specify) _____

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

Did not need support services → Go to question 10

a) Community	b) Services used				
	Information	Gas	Food	Lodging	
<input type="radio"/> Rome, NY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Syracuse, NY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Utica, NY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (Specify below) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Were you and your personal group able to obtain all of the services that you needed in these communities?

- No Yes → Go to Question 10

d) If NO, what needed services were not available?

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

10. On this visit, were the signs directing you and your personal group to and around Fort Stanwix NM 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 the problem.

Interstate _____

State highway _____

In local communities _____

In the park _____

11. a) Were the parking facilities satisfactory during this visit to Fort Stanwix NM?

- No Yes → Go to Question 12

b) If NO, please explain why. _____

12. a) On this visit to Fort Stanwix NM, how much time in total did you and your personal group spend visiting the park? (Please list partial hours as ¼, ½, ¾.)

_____ Total number of hours

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

- No Yes → c) If YES, how many days? _____

13. a) During this visit to Fort Stanwix NM, did you and your personal group have any personal interaction(s) with a park ranger, other than on a tour or at a program?

- Yes No → Go to Question 14

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

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. a) On this visit, in which activities did you and your personal group participate within Fort Stanwix NM? 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 prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs (other than living history)
<input type="radio"/>	<input type="radio"/>	Attending living history programs
<input type="radio"/>	<input type="radio"/>	Attending special events
<input type="radio"/>	<input type="radio"/>	Conducting genealogical or historical research
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	General sightseeing
<input type="radio"/>	<input type="radio"/>	Participate in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Taking self-guided tour
<input type="radio"/>	<input type="radio"/>	Viewing exhibits
<input type="radio"/>	<input type="radio"/>	Viewing reconstructed fort (including furnished rooms)
<input type="radio"/>	<input type="radio"/>	Visiting Willett Center (visitor center)
<input type="radio"/>	n/a	Other – this visit Specify _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____

15. a) At any time during your visit, did you or your personal group need or want additional information about Fort Stanwix NM that you were unable to obtain?
- Yes No → **Go to Question 16**
- b) If YES, what information did you need/want?

16. a) Please mark (●) **all** of the visitor services and facilities that you or your personal group **used** at Fort Stanwix NM during this visit.
- b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Visitor service/facility used Mark (●)	b) If used, how important? 1=Not at important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Black powder demonstration	_____	_____
<input type="radio"/> Exhibits in fort	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Living history demonstrations	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/fost used before or during visit	_____	_____
<input type="radio"/> Paths	_____	_____
<input type="radio"/> Ranger-led talks/programs	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____

- d) If you rated any of the above services as “very poor” or “poor,” please explain why.
- Service _____ Reason _____
- Service _____ Reason _____

17. Fort Stanwix NM currently uses living history programs and encampments, including weapons and clothing, to interpret the fort's history. If you were to visit in the future which of the following options would you prefer? Please mark (●) **one**.

- Not interested in living history programs
- Continue current program
- Stop using living history programs, including weapons and clothing
- Offer more living history programs

18. The fort landscape is currently maintained to reflect a combination of manicured appearance and restored native grasses. If you were to visit in the future which of the following maintenance options would you prefer? Please mark (●) **one**.

- Maintain this area as it is now
- Restore 1770's appearance with farm crops and native grasses
- Manicured appearance

19. a) Fort Stanwix NM interpretive programs and visitor center exhibits discuss topics related to the Revolutionary War events that took place at this site and colonial backcountry life. Please mark (●) **all** the topics you learned (or learned more) about on this visit.

Did not learn about any topics on this visit → **Go to part (c) of this question**

b) Please indicate how much your level of understanding of each topic improved during your visit. Please mark (●) **one** answer for each topic.

c) Please mark (●) the topics you would be interested in learning (or learning more) about on a future visit.

a) Learned on this visit?	b) Level of understanding improved?				c) Interested on future visit?	
	Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/> Revolutionary War	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Oneida Indian Nation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Weapons used during Revolutionary War	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Fort life/colonial life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d) Please list any additional topics you and your personal group are interested in learning about at Fort Stanwix NM.

20. Please mark (●) **one** response for each of the following aspects of the fort tour.

Did not take fort tour on this visit → **Go to Question 21**

a) Tour length Too short About right Too long

b) Take tour at desired time? Yes No

c) Effect of tour size on ability to see room interiors No effect - able to see Had difficulty seeing

d) Topics discussed on tour Of interest NOT of interest

e) On the tour, did you learn something about Fort Stanwix NM that is relevant or meaningful to your life today?

Yes No Not sure

21. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Fort Stanwix NM and the surrounding **area** (within 60-mile drive of park). **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures inside Fort Stanwix NM.

b) Please list your group's total expenditures in the **surrounding area** outside the park (within 60-mile drive of park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Fort Stanwix NM.

	EXPENDITURES	
	a) Inside park	b) Outside park
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodges, hotels, motels, cabins, B&Bs, etc.	n/a	\$ _____
Camping fees and charges	n/a	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	n/a	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

- c) 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.
22. On this visit, were you and your personal group part of the following types of organized groups?
- 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, how many people, including yourself, were in this group?
 _____ Number of people in organized group
23. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with?
- 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
24. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

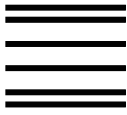
	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) & d) Number of visits to Fort Stanwix NM (including this visit)	
			past 12 months	lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

25. 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
26. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?
- Yes No → **Go on to Question 27**
- b) If YES, what services or activities were difficult to access/participate in?

- c) Because of the physical condition, what specific problems did the person(s) have? Please mark (●) **all** that apply.
- Hearing (difficulty hearing ranger programs, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)
- Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- Other (Please specify) _____
27. Fort Stanwix NM was established because of its significance to the nation. In your opinion, what is the national significance of this park?

28. a) On this visit, how well did Fort Stanwix NM meet your expectations? Please mark (●) **one**.
- Did not have any expectations
- Did not meet my expectations
- Met my expectations
- Exceeded my expectations

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b) If the park did not meet your expectations, please explain why.

29. a) What did you and your personal group like **most** about your visit to Fort Stanwix NM?

b) What did you and your personal group like **least** about your visit to Fort Stanwix NM?

30. If you were a manager planning for the future of Fort Stanwix NM what would you and your personal group propose?

31. Is there anything else you and your personal group would like to tell us about your visit to Fort Stanwix NM?

32. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Fort Stanwix NM 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 in the postage-paid envelope provided and drop it in any U.S. mailbox. Printed on recycled paper

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