



U.S. Department of the Interior

National Park Service
Social Science Program
Visitor Services Project



Saugus Iron Works National Historic Site Visitor Study



OMB Approval 1024-0224
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United States Department of the Interior



NATIONAL PARK SERVICE
Saugus Iron Works National Historic Site
244 Central Street
Saugus, MA 01906

IN REPLY REFER TO:

Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Saugus Iron Works 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 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 Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Michael Quijano-West
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 (○), 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 managed by Saugus Iron Works National Historic Site. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will 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 about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

Your Visit To Saugus Iron Works National Historic Site

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Saugus Iron Works National Historic Site (NHS)? 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 Saugus Iron Works NHS in the future, how would 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"/>	Saugus Iron Works NHS website: www.nps.gov/sair
<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
<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 (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 (AAA, Fodors, walking, 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 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 your personal group need that was not available? Please be specific.

2. Prior to this visit, was your personal group aware that Saugus Iron Works NHS is a unit of the National Park System?

Yes No

3. a) Prior to this visit, was your personal group aware that Saugus Iron Works NHS is only open seasonally, from May 1 through October 31, every year?

Yes No

b) If the site were open during the winter months, from November 1 through April 30, would your personal group be likely to visit?

Yes, likely No, unlikely Not sure

4. On this trip, what were the reasons that your personal group came to Saugus Iron Works NHS? Please mark (●) **all** that apply.

Learn about early iron production in Colonial America

Learn about the life, culture, and history of the Massachusetts Bay Colony

Obtain stamp for National Park Passport book

Recreation/relaxation (walking, picnicking, photography, etc.)

Visit a National Park Service site

Visit and explore the reconstructed iron works

Other (Please specify) _____

5. a) Did your personal group bring electronic devices with you on this trip?

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

b) If YES, what devices did your personal group bring to the park? Please mark (●) **all** that apply.

GPS wayfinding device Smartphone

Laptop computer Tablet

Other (Please specify) _____

c) Did your personal group obtain information from the park website (www.nps.gov/sair) to plan your visit to Saugus Iron Works NHS?

Yes No → **Go to part (e) of this question**

d) If YES, please rate how helpful the park website was in planning your visit. Please mark (●) **one**.

Not at all helpful	Somewhat helpful	Helpful	Very helpful	Extremely helpful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e) What information did your personal group need that was not provided on the website?

6. On this visit, were the signs directing your personal group to Saugus Iron Works NHS adequate? Please mark (●) **one** answer for each of the following.

a) Highway signs Yes No Did not use

b) Signs in local communities Yes No Did not use

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

Highway _____

In local communities _____

7. a) On this visit, in which activities did your personal group participate within Saugus Iron Works NHS? Please mark (●) **all** that apply.

Attending ranger or volunteer-led talks/programs/tours

Creative arts (photography, drawing, painting, writing)

Listening to the audio tour

Participating in Junior Ranger program

Visiting the museum/viewing exhibits

Walking the nature trail

Watching hot iron pour or casting demonstration

Watching orientation film

Other (Please specify) _____

b) Which one of the above activities was the **primary** reason your personal group visited Saugus Iron Works NHS on this visit? Please list **one** response.

8. For this visit, please mark (●) **all** the places that your personal group visited.

- Blacksmith Shop
- Blast Furnace
- Forge
- Iron Works House
- Junior Ranger Station
- Museum
- Nature Trail
- Rolling & Slitting Mill
- Visitor Center

9. On this visit, how much **total** time did your personal group spend visiting Saugus Iron Works NHS? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Total number of hours

10. a) Compared to what you had planned, how much time did your personal group spend visiting Saugus Iron Works NHS? Please mark (●) **one**.

- Did not have a planned amount of time → **Go to Question 11**
- About the same time as planned
- More time than planned
- Less time than planned

b) If your personal group stayed for less or more time than planned, what were your reasons for changing your plans?

- c) If the amount of time your personal group spent visiting was less than what you had planned, what would encourage you to stay longer or to visit again?

11. a) On this visit to Saugus Iron Works NHS, did anyone in your personal group participate in any of the ranger or volunteer-led talks/programs/tours?

No Yes → **Go to Question 12**

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

- Not interested
- Not interested in topics presented
- Did not have time for this activity
- Not aware of ranger or volunteer-led talks/programs/tours offered at park
- Programs not offered at time of visit
- Other (Please specify) _____

12. a) If your personal group were to attend a ranger or volunteer-led program at Saugus Iron Works NHS, what program length would you prefer? Please mark (●) **one**.

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

- b) What time of day would be most suitable for your personal group to attend a ranger-led program? Please mark (●) **one**.

- | | |
|------------------------------------|---|
| <input type="radio"/> 8 - 10 am | <input type="radio"/> 2 pm - 4 pm |
| <input type="radio"/> 10 am - Noon | <input type="radio"/> After 4 pm |
| <input type="radio"/> Noon - 2 pm | <input type="radio"/> Other (Specify) _____ |

13. a) During this visit to Saugus Iron Works NHS, did your personal group have any interaction with park staff?

Yes No → **Go to Question 14**

b) If YES, please rate the quality of your interaction with the park staff. 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 to Saugus Iron Works NHS, did your personal group visit the Eastern National bookstore at the Visitor Center?

Yes No → **Go to Question 15**

b) If YES, was the bookstore space adequate to view the sales items?

Yes No

c) Were there any sales items that your personal group would have liked to purchase that are not currently available?

Yes No → **Go to Question 15**

d) If YES, which items would your personal group like to have available for purchase in the future? Please mark (●) **all** that apply.

Additional publications (books, brochures, etc.)

 ▶ List subjects you are interested in _____

Additional maps (other than park brochure/map)

CDs, DVDs, downloadable digital files such as podcasts, etc.

Other (Please specify) _____

15. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Saugus Iron Works NHS during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used Mark (●)	b) If used, how important? 1=Not at all 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"/> Access for people with disabilities | _____ | _____ |
| <input type="radio"/> Assistance from park staff | _____ | _____ |
| <input type="radio"/> Audio tour | _____ | _____ |
| <input type="radio"/> Bookstore sales items
(selection, price, etc.) | _____ | _____ |
| <input type="radio"/> Hot iron pour or casting demonstration | _____ | _____ |
| <input type="radio"/> Junior Ranger program | _____ | _____ |
| <input type="radio"/> Museum and exhibits | _____ | _____ |
| <input type="radio"/> Nature trail | _____ | _____ |
| <input type="radio"/> Park brochure/map | _____ | _____ |
| <input type="radio"/> Park website: www.nps.gov/sair
used before or during visit | _____ | _____ |
| <input type="radio"/> Picnic areas and grass areas | _____ | _____ |
| <input type="radio"/> Ranger or volunteer-led talks/programs/
tours (other than demonstrations) | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Videos/films | _____ | _____ |
| <input type="radio"/> Visitor center (overall) | _____ | _____ |

16. a) If you were to visit Saugus Iron Works NHS in the future, how would your personal group prefer to learn about the park’s cultural and natural history during your visit to the park? Please mark (●) **all** that apply.

- Not interested in learning about the park → **Go to Question 17**
- Children’s activities
- Films, movies, videos
- Indoor exhibits
- Trailside exhibits
- Living history/costumed programs
- Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- Other (Please specify) _____
- As a volunteer in the park
- Park website: www.nps.gov/sair
- Printed materials
- Ranger-guided walks/talks
- Self-guided tours

b) Please list any topics your personal group are interested in learning (or learning more) about at Saugus Iron Works NHS.

17. Saugus Iron Works NHS has reconstructed iron works buildings and waterwheels. In the future, these structures will need replacing, requiring either very large trees (higher cost) or the possibility of using recycled plastic that looks like wood (lower cost). How would these options affect your personal group’s experience?

Type of material for reconstruction	Effect on your experience		
	Enhance	No effect	Detract from
Large trees for wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycled plastic to look like wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. a) Would members of your personal group consider visiting Saugus Iron Works NHS again in the future?

- Yes, likely
- No, unlikely
- Not sure

b) Would your personal group recommend visiting Saugus Iron Works NHS to others?

Yes
↓

No
↓

c) If YES, please explain why.

d) If NO, please explain why not.

19. 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 20**

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

c) Because of the physical condition, which specific difficulties 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) _____

20. On this visit, was 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, etc.)

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

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

- Alone
- Family
- Other (Please specify) _____
- Friends
- Family and friends

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

_____ Number of people in personal group

22. For your personal group on this visit, please provide the following. (If you do not know the answer, please leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	Number of visits to Saugus Iron Works NHS (including this visit)	
			c) Past 12 months	d) Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

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

- Some high school
- High school diploma/GED
- Some college
- Bachelor's degree
- Graduate degree

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

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

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

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

26. a) What did your personal group like **most** about your visit to Saugus Iron Works NHS?

b) What did your personal group like **least** about your visit to Saugus Iron Works NHS?

27. If you were a manager planning for the future of Saugus Iron Works NHS, what would your personal group propose?

28. Is there anything else your personal group would like to tell us about your visit to Saugus Iron Works NHS?

29. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Saugus Iron Works NHS 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.

OFFICIAL BUSINESS

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

