Minute Man
National Historical Park
Visitor Study

Summer 2007
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Visitor Services Project  
Minute Man National Historical Park  
Report Summary

- This report describes the results of a visitor study at Minute Man National Historical Park (NHP) during August 1–7, 2007. A total of 530 questionnaires were distributed to visitor groups. Of those, 359 questionnaires were returned resulting in a 67.6% response rate.

- This report profiles a systematic random sample of Minute Man NHP. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.

- Forty-seven percent of visitor groups were in groups of one or two and 52% were in groups of three or more. Sixty-six percent of visitor groups were family groups and 17% were traveling alone. Three percent of visitor groups were traveling with an organized tour group.

- Thirty-five percent of visitors were ages 46-65 years, 24% were 15 years or younger and 11% were 66 years or older.

- United States visitors were from Massachusetts (36%), California (7%), 39 other states, and Washington, D.C. International visitors, comprising 6% of the total visitation, came from United Kingdom (32%), Canada (24%), Japan (11%) and 11 other countries.

- Sixty-two percent of visitors visited the park for the first time in their life, while 31% had visited several times. Seven percent of visitor groups were frequent visitors (daily or weekly). Ninety-four percent used one vehicle to travel to the park.

- Visiting Minute Man NHP was the primary reason that brought 47% of visitor groups to the Lexington-Concord area, while 17% were visiting other attractions in the area.

- Prior to this visit, visitor groups most often obtained information about the park through previous visits (53%), by living in the local area (40%), and through tour guides/tour books/publications (39%). The most preferred information source to use on a future visit was the park website (73%).

- Of visitor groups who spent less than 24 hours visiting the park, 57% spent up to two hours and 43% spent three or more hours. For all visitor groups, the average length of stay was 4.1 hours. Seventy-three percent of visitor groups had not planned a specific amount of time to spend at the park. Most visitor groups (94%) entered the park one time on this visit.

- The most common activities visitor groups participated in were learning/researching history (67%), hiking on trails (61%), and watching the theater program (50%). The activities most commonly rated as “most important” were learning/researching history (42%), hiking on trails (16%), attending ranger-led programs (12%), and watching the theater program (11%).

- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by 349 visitor groups included restrooms (70%), park brochure/map (68%), indoor exhibits (64%), and trails (64%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included ranger-led programs/talks (92%, N=90), Minute Man Visitor Center theater show (88%, N=156), directional signs to find park sites (86%, N=178), and outdoor exhibits (85%, N=185). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were ranger-led programs/talks (98%, N=87), assistance from park staff (96%, N=160), Minute Man Visitor Center theater show (94%, N=152), and park brochure/map (93% N=220).

- Most visitor groups (94%) rated the overall quality of services, facilities, and recreational opportunities at Minute Man NHP as “very good” or “good.” No visitor groups rated the overall quality as “very poor,” while less than 1% rated the overall quality as “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at [email address]
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INTRODUCTION

This report describes the results of a visitor study at Minute Man National Historical Park (NHP) during August 1–7, 2007 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Minute Man NHP in Concord, Massachusetts, was established on April 14, 1959. The official park website describes the events for which the park was established: “On April 19, 1775, the American Revolution began at Lexington and Concord with a clash of arms known to history as ‘the shot heard round the world.’ At Minute Man NHP, the opening battle of the Revolution is brought to life as visitors explore the battlefields and witness the American revolutionary spirit through the writings of the Concord authors.” (nps.gov/MIMA)

Organization of the report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: The Questionnaire: A copy of the questionnaire distributed to groups.

Appendix 2: Additional Analysis: A list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report since they are usually requested after these study results have been published.

Appendix 3: Decision rules for checking non-response bias: An explanation of how non-response bias was determined.

Appendix 4: Visitor Services Project Publications: A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website: http://www.psu.uidaho.edu/vsp/reports.htm or contacting the PSU office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.
Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

**SAMPLE ONLY**

1: The figure title describes the graph's information.

2: Listed above the graph, the “N” shows the number of individuals or visitor groups responding to the question. If “N” is less than 30, “CAUTION!” is shown on the graph to indicate the results may be unreliable.

* appears when total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3: Vertical information describes the response categories.

4: Horizontal information shows the number or proportions of responses in each category.

5: In most graphs, percentages provide additional information.

---

Figure 14: Number of visits to park in past 12 months

N=537 visitor groups

- 1 visit: 70%
- 2 visits: 12%
- 3 visits: 7%
- 4 visits: 3%
- 5 or more visits: 8%
METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Using this methodology, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Minute Man NHP during August 1–7, 2007. Interviewers contacted 571 visitor groups of which 530 (92.8%) accepted questionnaires. Table 1 presents the locations and numbers of questionnaires distributed at each location. Questionnaires were completed and returned by 359 visitor groups resulting in a 67.7% response rate for this study.

<table>
<thead>
<tr>
<th>Sampling site</th>
<th>N</th>
<th>Percent of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Bridge Visitor Center</td>
<td>84</td>
<td>16</td>
</tr>
<tr>
<td>North Bridge parking lot</td>
<td>120</td>
<td>23</td>
</tr>
<tr>
<td>Minute Man Visitor Center</td>
<td>130</td>
<td>25</td>
</tr>
<tr>
<td>Minute Man Visitor Center trailhead</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>Hartwell Tavern</td>
<td>92</td>
<td>17</td>
</tr>
<tr>
<td>Meriam's Corner</td>
<td>49</td>
<td>9</td>
</tr>
<tr>
<td>Wayside: Home of Authors</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>Fiske Hill</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>530</td>
<td>100</td>
</tr>
</tbody>
</table>

* Total percentages do not equal 100 due to rounding.
**Questionnaire design**

The Minute Man NHP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Minute Man NHP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Minute Man NHP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

**Survey procedure**

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

**Data Analysis**

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice—by two independent data entry staff—and validated by a third staff member.
Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns to the selected sites during the study period of August 1–7, 2007. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period was generally warm and sunny, and occasionally hot and humid. There were no recorded special events/activities in the area that would affect park visitation.
Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 2 shows insignificant differences between group types. There are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes (see Table 3). See Appendix 3 for more details of the non-response bias checking procedure.

### Table 2: Comparison of respondents and non-respondents

<table>
<thead>
<tr>
<th>Group type</th>
<th>Respondent</th>
<th>Non-respondent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>60</td>
<td>17</td>
<td>87</td>
</tr>
<tr>
<td>Family</td>
<td>235</td>
<td>120</td>
<td>355</td>
</tr>
<tr>
<td>Friends</td>
<td>34</td>
<td>12</td>
<td>46</td>
</tr>
<tr>
<td>Family and friends</td>
<td>26</td>
<td>9</td>
<td>35</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>357</strong></td>
<td><strong>170</strong></td>
<td><strong>527</strong></td>
</tr>
</tbody>
</table>

Chi-square = 2.511\(^a\)  \(df = 4\)  \(p\)-value = 0.643

Two cells (20%) have an expected count of less than 5. The minimum expected count is 1.29.

### Table 3: Comparison of respondents and non-respondents

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondent</th>
<th>Non-respondent</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Average</td>
<td>N</td>
</tr>
<tr>
<td>Group size</td>
<td>359</td>
<td>3.3</td>
<td>167</td>
</tr>
<tr>
<td>Age</td>
<td>359</td>
<td>50.4</td>
<td>157</td>
</tr>
</tbody>
</table>

There are insignificant differences in group size and group type between respondents and non-respondents. A six-year difference is detected in average age of respondents compared to non-respondents. However, the differences may be due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot, which was designated for the respondents. The survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and no respondents the response bias is judged to be insignificant. The data is a good representation of a larger Minute Man NHP visitor population for the duration of the survey period.
RESULTS

Demographics

Visitor group size

Question 16
For this visit to Minute Man NHP, how many people were in your personal group, including yourself?

Results
- 32% of visitor groups were in groups of two (see Figure 1).
- 32% were in groups of three or four.
- 20% were in groups of 5 or more.

Visitor group type

Question 15
On this visit, what kind of personal group (not guided tour/educational/historical/other organized group) were you with?

Results
- 66% of visitor groups were made up of family members (see Figure 2).
- 17% were alone.
- 10% were with friends.
- “Other” groups (1%) included:
  Tourists
  US Air Force Drill Team

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitors with organized groups

Question 14
On this visit, were you and your personal group part of any larger, organized group?

Results
- 97% of visitor groups did not travel with any larger, organized group (see Figure 3).

![Figure 3: Visitors traveling with a larger, organized group](image-url)

Organized group type

Results – Interpret with CAUTION!
- Figure 4 shows the type of organized group that visitor groups were a part of. Not enough visitor groups answered this question to provide reliable data.
- "Other" types of organized groups (22%) included:
  - Girl Scouts
  - US Air Force Drill Team

![Figure 4: Type of organized group](image-url)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitor age

Question 17a
For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results
- Visitor ages ranged from 1 to 86 years old.
- 51% of visitors were in the 36-65 years age group (see Figure 5).
- 24% were 15 years or younger.
- 11% were 66 years or older.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Figure 5: Visitor age
United States visitors by state of residence

Question 17b
For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors from 41 states and Washington, D.C. comprised 94% of total visitation to the park during the survey period.
- 36% of U.S. visitors came from Massachusetts (see Table 4 and Map 1).
- 7% came from California.
- Smaller proportions came from 39 other states and Washington, D.C.

Table 4: United States visitors by state of residence*

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors</th>
<th>Percent of U.S. visitors N=963 individuals</th>
<th>Percent of total visitors N=1,029 individuals</th>
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<tbody>
<tr>
<td>Massachusetts</td>
<td>345</td>
<td>36</td>
<td>34</td>
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<tr>
<td>California</td>
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<td>Virginia</td>
<td>52</td>
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<td>Ohio</td>
<td>51</td>
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</tr>
<tr>
<td>Florida</td>
<td>44</td>
<td>5</td>
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<td>North Carolina</td>
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<td>New York</td>
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<td>Illinois</td>
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<td>Washington</td>
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<td>Colorado</td>
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<td>New Hampshire</td>
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<td>Texas</td>
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<td>Indiana</td>
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<td>Oregon</td>
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<td>Arizona</td>
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</tr>
<tr>
<td>West Virginia</td>
<td>5</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>13 other states and Washington, D.C.</td>
<td>40</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
International visitors by country of residence

Question 17b
For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results
- International visitors from 14 countries comprised 6% of total visitation to the park during the survey period.
- 24% of international visitors came from Canada (see Table 5).
- 32% came from United Kingdom.
- Smaller proportions came from 12 other countries.

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=66 individuals</th>
<th>Percent of total visitors N=1,029 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>21</td>
<td>32</td>
<td>2</td>
</tr>
<tr>
<td>Canada</td>
<td>16</td>
<td>24</td>
<td>2</td>
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<td>Japan</td>
<td>7</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Scotland</td>
<td>5</td>
<td>8</td>
<td>&lt;1</td>
</tr>
<tr>
<td>France</td>
<td>3</td>
<td>5</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>China</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Germany</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Israel</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Italy</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>New Zealand</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Norway</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Sweden</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>2</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Morocco</td>
<td>1</td>
<td>2</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Frequency of visits**

Question 17c

For you and your personal group, please indicate the frequency of your visits to Minute Man NHP (including this visit).

1= First visit  
2= Several times (occasionally)  
3= Frequently used (daily or weekly)

Note: Response was limited to seven members from each visitor group.

Results

- 62% of visitors visited the park for the first time (see Figure 6).
- 31% visited several times (occasionally).
- 7% were frequent users (daily or weekly).

![Figure 6: Frequency of visits to the park](image)

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
Language used

Question 18a
When visiting an area such as Minute Man NHP, what one language do you and most members of your personal group prefer to use for speaking and reading?

Results
- 98% of visitor groups preferred to use English for speaking (see Table 6).
- 99% of visitor groups preferred to use English for reading (see Table 7).

Table 6: Language used for speaking*
N=355 visitor groups

<table>
<thead>
<tr>
<th>Language</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>347</td>
<td>98</td>
</tr>
<tr>
<td>Chinese</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Japanese</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Korean</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Bilingual groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>German/English</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Spanish/English</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>French/English</td>
<td>1</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

Table 7: Language used for reading*
N=342 visitor groups

<table>
<thead>
<tr>
<th>Language</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>338</td>
<td>99</td>
</tr>
<tr>
<td>Japanese</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Chinese</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Bilingual group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish/English</td>
<td>1</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Services that need translation

Question 18b
What services in the park would you and your personal group like to have provided in languages other than English?

Results
- 84% of visitor groups indicated that they did not need translation of park services to languages other than English (see Figure 7).

Figure 7: Visitor groups who would like to have services translated to other languages

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Question 18c
In what language?

Results – Interpret with CAUTION!
- Figure 8 shows the services that visitor groups would like to be provided in other languages than English. Not enough visitor groups answered this question to provide reliable data.
- “Other” services (6%) included:
  Important for English as a Second Language populations
- Table 8 shows the languages that visitor groups would like to have park services translated into. Not enough visitor groups answered this question to provide reliable data.

Figure 8: Services that need to be translated to other languages

Table 8: Languages in which to translate services**

<table>
<thead>
<tr>
<th>Language</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>French</td>
<td>4</td>
<td>26</td>
</tr>
<tr>
<td>German</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>Chinese</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>Italian</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>Japanese</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Korean</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Portuguese</td>
<td>1</td>
<td>7</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a
Prior to your visit, how did you and your group get information about Minute Man NHP?

Results

- 91% of visitor groups obtained information about the park prior to their visit (see Figure 9).
- As shown in Figure 10, the most common sources of information used by visitor groups were:
  - 53% Previous visits
  - 40% Live in local area
  - 39% Travel guides/tour books/publications
- "Other" sources of information (5%) included:
  - U.S. history books/classes
  - Concord visitor center
  - Family Resource Center
  - Home school field trip
  - Hansom AFB
  - Highway sign board
  - Lexington/Buckman’s Tavern
  - Professional connection
  - Running club
  - Saw a path from highway
  - Trolley ride
  - Visitor center

**Figure 9:** Visitor groups who obtained information about Minute Man NHP prior to this visit

**Figure 10:** Sources of information used by visitor groups prior to this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Question 1c
From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

Results
- 92% of visitor groups received the information they needed for this trip to Minute Man NHP (see Figure 11).

![Graph showing 92% Yes and 8% No responses](image)

**Figure 11: Visitor groups who received needed information prior to this visit**

Question 1d
If NO, what type of information did you and your group need that was not available? (open-ended)

Results – Interpret with CAUTION!
- 22 visitor groups responded to this question.
- Additional information that visitor groups needed included:
  - Trail information
  - Directions
  - Facts about the park
  - Better maps
  - Historic information
  - Lodging
  - Availability of tour bus
  - Chronology of historic events
  - Details about the sites
  - Hard to find website
  - Information about special events
  - Local area publications
  - Trailside exhibits
  - What to see and do in the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Information sources to plan a future visit

Question 1b
On future trips to Minute Man NHP, what sources would you and your personal group prefer to use to obtain information in planning your visit?

Results

- As shown in Figure 12, the most common sources of information visitor groups preferred to use to plan a future visit to the park were:
  - 73% Minute Man NHP website
  - 43% Travel guides/tour books/publications
  - 38% Maps/brochures
  - 35% Previous visits

- “Other” sources of information (1%) included:
  - History texts
  - Running club

![Figure 12: Sources of information to plan a future visit](chart)

N=253 visitor groups**

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Primary reason for visiting the Lexington-Concord area

Question 2

What was your primary reason for visiting the Lexington-Concord area (Lexington, Concord, Lincoln, and Bedford, MA)?

Results

- 22% of visitor groups were residents of the Lexington-Concord area (see Figure 13).

- Among visitor groups who were not residents, the primary reasons for visiting the Lexington-Concord area (see Figure 14) included:
  - 47% Visit Minute Man NHP
  - 17% Visit other attractions in the area
  - 17% Visit friends/relatives in area

- "Other" reasons (14%) included:
  - Gain historical information
  - Show the site to friends
  - Passing through
  - Attend a wedding
  - Jogging
  - On a bike ride
  - Shopping
  - Take photographs
  - Vacation
  - Water activities in the area
  - Conference in Boston
  - Exploring the area
  - Looking at colleges
  - LPL National Conference
  - U.S. National Soccer camp
  - Visit Boston
  - Visit the Bridge
  - Walk from Lexington to Concord

Figure 13: Visitor groups who were residents of the Lexington-Concord area

Figure 14: Primary reason for visiting Lexington-Concord area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Park as destination

Question 3a
On this visit, how did Minute Man NHP fit into your travel plans (whether or not you live in the Lexington-Concord area)?

Results
- 52% of visitor groups indicated the park was one of several destinations (see Figure 15).

Other historic sites visited in the area

Question 3b
What other historic sites did you and your group visit while in the Lexington-Concord area?

Results
- 33% of visitor groups did not visit other historic sites in the area (see Figure 16).
- As shown in Figure 17, for those who visited other historic sites in the area (67%), the most common sites included:
  - 57% Lexington Battle Green
  - 32% Walden Pond
- "Other" historic sites (22%) included:
  - Sleepy Hollow Cemetery
  - Alcotts’ Home
  - Boston area sites
  - Old North Bridge
  - Author's Ridge
  - Emerson House
  - Hancock-Clarke House
  - Cemetery
  - Colonial Inn
  - Freedom Trail
  - Salem
  - Wayside
  - Wayside Inn
  - Artists Ridge Cemetery

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Forms of transportation

Question 6a
What forms of transportation did you and your personal group use to travel between your overnight accommodations/home and Minute Man NHP?

Results
- 74% of visitor groups used private vehicles (see Figure 18).
- 19% used rental vehicles.
- “Other” forms of transportation (1%) included:
  - Canoe
  - Kayak

![Figure 18: Forms of transportation used to travel to the park](image)

Number of vehicles

Question 6b
If your personal group arrived at Minute Man NHP in private or rental vehicles, how many vehicles did you and your group use?

Results
- 94% of visitor groups used one vehicle to arrive at the park (see Figure 19).
- 6% used two vehicles.

![Figure 19: Number of vehicles used to arrive at the park](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Adequacy of directional signs

Question 6c
Were the signs directing you to sites of Minute Man NHP adequate?

Results

**Signs on state highways**
- 55% of visitor groups felt signs on state highways were adequate (see Figure 20).
- 11% felt state highway signs were not adequate.

**Driving signs in Lexington-Concord directing to park sites**
- 73% of visitor groups felt driving signs in Lexington-Concord were adequate (see Figure 21).
- 13% felt driving signs in Lexington-Concord were not adequate.

**Pedestrian signs in Lexington-Concord to park sites**
- 48% of visitor groups felt pedestrian signs in Lexington-Concord were adequate (see Figure 22).
- 6% felt pedestrian signs in Lexington-Concord were not adequate.

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Question 6d
If NO (directional signs were not adequate), please explain the problem.

Results
- Fifty-two visitors made comments about directional signs (see Table 13).

### Table 13: Visitor comments on adequacy of directional signs
N=66 comments; some visitors made more than one comment.

<table>
<thead>
<tr>
<th>Sign</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>No sign listed</td>
<td>Website directions incorrect</td>
</tr>
<tr>
<td>Driving signs in Lexington-Concord</td>
<td>Concord signs inadequate</td>
</tr>
<tr>
<td></td>
<td>Concord-Lexington to park was confusing</td>
</tr>
<tr>
<td></td>
<td>Confusing</td>
</tr>
<tr>
<td></td>
<td>Directions/signs from 95 unclear</td>
</tr>
<tr>
<td></td>
<td>Got lost from Lexington</td>
</tr>
<tr>
<td></td>
<td>Highway signs lacking</td>
</tr>
<tr>
<td></td>
<td>Hwy 2 signs directing to park inadequate</td>
</tr>
<tr>
<td></td>
<td>In-town signs lacking</td>
</tr>
<tr>
<td></td>
<td>More descriptive signs needed</td>
</tr>
<tr>
<td></td>
<td>Paul Revere Capture Site not signed on Hwy 2A</td>
</tr>
<tr>
<td></td>
<td>Route 62 signs lacking</td>
</tr>
<tr>
<td></td>
<td>Signage poor on back roads</td>
</tr>
<tr>
<td></td>
<td>Signs for turn-off to Concord lacking</td>
</tr>
<tr>
<td></td>
<td>Too few signs in town</td>
</tr>
<tr>
<td>Pedestrian signs in Lexington-Concord</td>
<td>Pedestrian path signs need improvement</td>
</tr>
<tr>
<td></td>
<td>Directions needed from visitor center to activities/Fiske Hill</td>
</tr>
<tr>
<td></td>
<td>N. Bridge signs confusing</td>
</tr>
<tr>
<td></td>
<td>Signs too close to site entrance turn-offs</td>
</tr>
<tr>
<td></td>
<td>Too small</td>
</tr>
<tr>
<td>State highways</td>
<td>Difficult to find park</td>
</tr>
<tr>
<td></td>
<td>Too few signs</td>
</tr>
<tr>
<td></td>
<td>Highway signs lacking</td>
</tr>
<tr>
<td></td>
<td>Signage poor</td>
</tr>
<tr>
<td></td>
<td>Concord-Lexington to park was confusing</td>
</tr>
<tr>
<td></td>
<td>Better description on map needed</td>
</tr>
<tr>
<td></td>
<td>Boston to Arlington - directional signs inadequate</td>
</tr>
<tr>
<td></td>
<td>Boston to Lexington - park signs inadequate</td>
</tr>
<tr>
<td></td>
<td>Directions to VC lead to Lexington Center</td>
</tr>
<tr>
<td></td>
<td>Directions/signs from 95 unclear</td>
</tr>
<tr>
<td></td>
<td>Hwy 2 signs to park inadequate</td>
</tr>
<tr>
<td></td>
<td>Local signage poor</td>
</tr>
<tr>
<td></td>
<td>More descriptive signs needed</td>
</tr>
<tr>
<td></td>
<td>More signs to visitor center</td>
</tr>
<tr>
<td></td>
<td>Road signs inadequate</td>
</tr>
<tr>
<td></td>
<td>Signs for turn-off to Concord lacking</td>
</tr>
<tr>
<td></td>
<td>Signs from Boston inadequate</td>
</tr>
<tr>
<td></td>
<td>Streets poorly marked</td>
</tr>
<tr>
<td></td>
<td>Too small</td>
</tr>
<tr>
<td></td>
<td>Unclear signs</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitor opinions on State Route 2A

Question 7a
Prior to this visit, were you and your personal group aware that Route 2A is the historical Battle Road as well as a main travel route?

Results
- 51% of visitor groups were aware that Route 2A is an historical Battle Road (see Figure 23).
- 41% of visitor groups were not aware that Route 2A is the main travel route (see Figure 24).

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 7b
State Route 2A goes through the middle of Minute Man NHP. On this visit, did you travel on State Route 2A?

Results
- 88% of visitor groups traveled on Route 2A on this visit (see Figure 25).

Question 7c
If YES, please indicate how the following elements may have affected your park experience while traveling on State Route 2A.

- Table 14 shows visitor ratings of elements that may have affected their park experience while traveling on Route 2A. Elements that received the highest “added to” rating were:
  - 63% Availability of parking
  - 57% Availability of signs to identify park sites

- Elements that received the highest “detracted from” rating were:
  - 18% Vehicles traveling too fast
  - 17% High traffic volume

<table>
<thead>
<tr>
<th>Element</th>
<th>N</th>
<th>Detracted from</th>
<th>No effect</th>
<th>Added to</th>
<th>Did not experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>High traffic volume</td>
<td>287</td>
<td>17</td>
<td>38</td>
<td>&lt;1</td>
<td>44</td>
</tr>
<tr>
<td>Low traffic volume</td>
<td>273</td>
<td>1</td>
<td>55</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>Traffic noise</td>
<td>279</td>
<td>11</td>
<td>57</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td>Vehicles traveling too fast</td>
<td>286</td>
<td>18</td>
<td>43</td>
<td>0</td>
<td>39</td>
</tr>
<tr>
<td>Vehicles traveling too slow</td>
<td>276</td>
<td>3</td>
<td>51</td>
<td>1</td>
<td>46</td>
</tr>
<tr>
<td>Availability of signs to identify park sites</td>
<td>281</td>
<td>12</td>
<td>28</td>
<td>57</td>
<td>3</td>
</tr>
<tr>
<td>Availability of parking</td>
<td>280</td>
<td>4</td>
<td>30</td>
<td>63</td>
<td>4</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 7d
On a future visit, what would improve your park experience while traveling on State Route 2A?

Results
- 45% of visitor groups would like more signs identifying park sites (see Figure 26).
- 40% preferred to add roadside pull-offs.
- “Other” factors (11%) included:
  - More signs
  - Add bike lanes
  - Less airplane noise
  - Better signage
  - Audio tours
  - Costumed interpreters
  - Food services
  - Improvements to Wayside Structure
  - Information on access to Walden Pond
  - More trash cans
  - More trees on trail
  - Narrative radio station
  - Restrooms at parking lots
  - Slower traffic
  - Control tailgaters

Figure 26: Factors that would improve park experience while traveling on Route 2A

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Length of visit

Question 5a
On this visit to Minute Man NHP, did you and your personal group visit the park on more than one day?

Results
• 9% of visitors groups visited the park on more than one day (see Figure 27).

Figure 27: Visitor groups who visited the park on more than one day

Results

Question 5c
If you and your group visited the park within one day, how many hours did you spend at the park?

Results
• 57% of visitors groups spent up to two hours at the park (see Figure 28).
• 24% of visitor groups spent four hours or more.
• The average length of stay for all visitor groups was 4.1 hours.

Figure 28: Number of hours visiting the park

Question 5b
If you and your group visited the park on more than one day, how many days did you spend at the park?

Results – Interpret with CAUTION!
• Figure 29 shows number of days that visitor groups spent visiting the park. Not enough groups responded to provide reliable information.

Figure 29: Number of days visiting the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Planned time to spend at the park

**Question 5d**
How much time did you and your personal group plan to spend in the park?

**Results**
- 73% of visitor groups had not planned a specific amount of time to spend at the park (see Figure 30).
- The amount of time for those who had planned their visit ranged from 15 minutes to 7 hours.
- 39% planned to spend two hours (see Figure 31).
- 31% planned to spend three hours or more.

*Figure 30: Visitor groups who had an expected amount of time to spend visiting the park*

*Figure 31: Visitors’ planned amount of time to spend at the park*

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Question 5e
What determined when you left?

Results
- 17% of visitor groups were on a fixed schedule (see Figure 32).
- "Other" reasons (71%) included:
  - Saw all we wanted to see
  - Needed to eat
  - Completed the visit
  - Other engagements
  - Young kids in group
  - Finished walking
  - Finished running
  - Hot weather
  - Wanted to see other places
  - Completed bike ride
  - Sites were closed
  - Being tired
  - Wanted to go to other places
  - Lack of time
  - Finished visiting the sites
  - It was late
  - Completed exercise
  - Had other things to do
  - On a canoeing trip
  - End of shooting exhibition
  - Family commitment
  - Finished taking photographs
  - Had been to the area previously
  - Park was closing
  - Physical discomfort
  - Activities were not available
  - Back to visit family
  - Came for four hour walking tour
  - Finished walking dog
  - Information
  - Junior Ranger program was too difficult to complete
  - Ranger presentation was over
  - Reviewing the battle

Figure 32: Factors affecting visitor decision to end their visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Expected activities**

**Question 10a**

As you were planning your trip, what activities did you and your personal group expect to do?

**Results**

- As shown in Figure 33, the most common activities that visitor groups expected to do were:
  - 70% Learning/researching history
  - 53% Hiking on trails
  - 42% Shopping at visitor center bookstores

- “Other” activities (15%) included:
  - Running
  - Battle enactment
  - Junior Ranger program
  - Multimedia presentation
  - Self-guided CD/guide tour for automobile
  - Taking photographs
  - Visiting Minute Man
  - Walking around
  - Air Force Drill Team
  - Audio tour
  - Bus/Trolley tour
  - Enjoy free tours
  - Following the march route
  - Having a picnic
  - Kayaking
  - No expectations
  - Resting
  - See more of Concord and Lexington
  - Seeing historic sites
  - Seeing my birthplace
  - Seeing the North Bridge
  - Shopping
  - Spend more time at historic area
  - Tour Home of Authors
  - Tour of Wayside
  - Viewing the river
  - Walking around Concord
  - Walking dog
  - Walking tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Activities on this visit

Question 10b
During this visit to Minute Man NHP, what activities did you and your group participate in?

Results
- As shown in Figure 34, the most common activities that visitor groups participated in were:
  - 67% Learning/researching history
  - 61% Hiking on trails
  - 50% Watching theater program
  - 48% Shopping at visitor center bookstores
- “Other” activities (13%) included:
  - Running
  - Having a picnic
  - Having lunch
  - Participating in water activities
  - Taking photographs
  - Bus/Trolley tour
  - Drinking water
  - Enjoy learning free from park rangers
  - Enjoying nature
  - Junior Ranger program
  - Multimedia presentation
  - Observing flowers
  - Reflecting
  - Saw marching and museum demonstration
  - Seeing my birthplace
  - Seeing the North Bridge
  - Seeing town
  - Spend longer time at historic area
  - Taking the historical audio tour
  - Toured on-site garden at Minute Man House
  - Using the restroom
  - Visit park site
  - Visiting historical sites
  - Visiting Minute Man
  - Visiting the Alcott house
  - Walking
  - Walking the dog

N=341 visitor groups**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Most important activity**

**Question 10c**
Which one activity was the most important to your visit?

**Results**
- Figure 35 shows the most important activity, including:
  - 42% Learning/researching history
  - 16% Hiking on trails
  - 12% Attending ranger talks/special programs
  - 11% Watching theater program
- “Other” activities (12%) included:
  - Running/jogging
  - Seeing North Bridge
  - Walking
  - Picnic lunch
  - Bathroom/water at visitor center
  - Video/multimedia program
  - Enjoying nature
  - Following the march route
  - Historical audio tour
  - Kayak
  - Lunch at Alcott house
  - Quiet, restful, historic spot
  - Reflecting
  - See town
  - Seeing my birthplace etc.
  - Take pictures
  - Tour of Wayside
  - Tour garden at Minute Man House
  - Concord Museum
  - Visit Orchard House
  - Visit park site
  - Walking tour

![Figure 35: Most important activity](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Factors preventing visitors from doing expected activities

Question 10d
If you and your personal group were unable to participate in an expected activity, what prevented you from participating in that activity?

Results
- As shown in Figure 36, factors preventing visitor groups from participating in activities that they expected to do included:
  - 49% Did not plan enough time
  - 22% Service/program not available at the time of visit
  - 19% Unfavorable weather conditions
- “Other” reasons (18%) included:
  - Food service in park was poor
  - Hot weather
  - Park had insufficient shuttles
  - Young kids in the group
  - Cafe not available at Lexington
  - Did not see a farm stand
  - Forgot to get stamp
  - Junior Ranger program was difficult
  - Money
  - No battle re-enactors
  - No ranger tour while visiting
  - Personal reasons
  - Restaurant not conveniently located
  - Shops only at starting point
  - Too many activities to participate in
  - Walden Pond closed
  - Wrong time for sparse presentations

Figure 36: Factors that prevented participation in expected activities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Site visited first**

**Question 11a**
For this visit, please list the order (#1, 2, 3, etc.) in which you and your personal group visited the following sites at Minute Man NHP.

**Results**
- As shown in Figure 37, the sites most often visited first included:
  - 45% Minute Man Visitor Center
  - 26% visited North Bridge
- “Other” sites (3%) included:
  - Barrett House
  - Old Manse
  - Orchard House
  - Samuel Brooks House
  - Sleepy Hollow Cemetery
  - Walden Pond
  - Walden Pond/Thoreau House

**Figure 37: Site visited first**

**Sites visited most**

**Results**
- As shown in Figure 38, sites that were visited the most were:
  - 74% North Bridge
  - 61% Minute Man Visitor Center
  - 55% North Bridge Visitor Center
- “Other” site that visitor groups visited (10%) included:
  - Orchard House
  - Old Manse
  - Concord Museum
  - Lexington Green
  - Minute Man Statue
  - Alcott House
  - Beech trees near Visitor Center
  - Brooks houses area
  - Buckman Tavern
  - Cemetery
  - Hartwell House
  - Have seen most of them before
  - Lexington
  - Lexington Visitor Center

**Figure 38: Sites visited**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Most important site**

**Question 11c**
Which one site was the most important to your visit to Minute Man NHP?

**Results**
- As shown in Figure 39, sites that were most important to visitor groups included:
  - 44% North Bridge
  - 24% Minute Man Visitor Center
- "Other" sites (3%) included:
  - Orchard House
  - Butler House
  - Walden Pond
  - Ralph Waldo Emerson House

![Figure 39: Most important site](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Quality of sites

Question 11b  
Compared to what you expected, what was the quality of the sites that you and your personal group visited?

1= Poorer than expected  
2= About the same as expected  
3= Better than expected  

Results  
- Table 9 shows the quality rating for each park site  
- Sites that received the highest “better than expected” rating included:
  62% Minute Man Visitor Center  
  57% Hartwell Tavern  
  48% North Bridge  
  48% Battle Road Trail  
- Sites that received the most “poorer than expected” rating included:
  14% Wayside: Home of Authors  
  13% Meriam’s Corner  
  10% North Bridge Visitor Center

Table 9: Quality ratings for park sites*  
N=number of visitor groups who rated each site

<table>
<thead>
<tr>
<th>Site</th>
<th>N</th>
<th>Poorer</th>
<th>About the same</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Bridge Visitor Center</td>
<td>183</td>
<td>10</td>
<td>55</td>
<td>35</td>
</tr>
<tr>
<td>North Bridge</td>
<td>247</td>
<td>2</td>
<td>50</td>
<td>48</td>
</tr>
<tr>
<td>Wayside: Home of Authors</td>
<td>63</td>
<td>14</td>
<td>46</td>
<td>40</td>
</tr>
<tr>
<td>Meriam’s Corner</td>
<td>70</td>
<td>13</td>
<td>63</td>
<td>24</td>
</tr>
<tr>
<td>Battle Road Trail</td>
<td>133</td>
<td>2</td>
<td>50</td>
<td>48</td>
</tr>
<tr>
<td>Bloody Angle</td>
<td>48</td>
<td>8</td>
<td>73</td>
<td>19</td>
</tr>
<tr>
<td>Vernal Pool Trail – CAUTION!</td>
<td>21</td>
<td>14</td>
<td>57</td>
<td>29</td>
</tr>
<tr>
<td>Hartwell Tavern</td>
<td>132</td>
<td>3</td>
<td>40</td>
<td>57</td>
</tr>
<tr>
<td>Paul Revere Capture Site</td>
<td>107</td>
<td>8</td>
<td>66</td>
<td>25</td>
</tr>
<tr>
<td>Minute Man Visitor Center</td>
<td>124</td>
<td>1</td>
<td>37</td>
<td>62</td>
</tr>
<tr>
<td>Fiske Hill – CAUTION!</td>
<td>27</td>
<td>0</td>
<td>85</td>
<td>15</td>
</tr>
<tr>
<td>Other - CAUTION!</td>
<td>10</td>
<td>20</td>
<td>30</td>
<td>50</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
Question 11d
If you rated any of the above sites, as 1 (poor quality), please explain why.

Results
- Table 10 shows visitors’ comments on park sites rated as “poor quality.”

<table>
<thead>
<tr>
<th>Site</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>No service listed</td>
<td>Website directions incorrect</td>
</tr>
<tr>
<td>Barrett House</td>
<td>Cost to see Barrett and Butler Houses</td>
</tr>
<tr>
<td>Battle Road Trail</td>
<td>Battle Road is a highway</td>
</tr>
<tr>
<td></td>
<td>No running water in Tavern</td>
</tr>
<tr>
<td></td>
<td>Repair/re-pack trail</td>
</tr>
<tr>
<td></td>
<td>Restrict dangerous bicyclists</td>
</tr>
<tr>
<td>Bloody Angle</td>
<td>Faded signs</td>
</tr>
<tr>
<td></td>
<td>Lack of information</td>
</tr>
<tr>
<td></td>
<td>Telescopes hard to understand</td>
</tr>
<tr>
<td></td>
<td>Telescopes unclean</td>
</tr>
<tr>
<td>Butler House</td>
<td>Cost to see Barrett and Butler Houses</td>
</tr>
<tr>
<td>Hartwell Tavern</td>
<td>Battle Road is a highway</td>
</tr>
<tr>
<td></td>
<td>No program</td>
</tr>
<tr>
<td>Lexington</td>
<td>Lexington lacking something</td>
</tr>
<tr>
<td>Meriam’s Corner</td>
<td>House was closed</td>
</tr>
<tr>
<td></td>
<td>Inadequate start to trail</td>
</tr>
<tr>
<td></td>
<td>Lack of information</td>
</tr>
<tr>
<td></td>
<td>Meriam's Corner lacks explanation/information</td>
</tr>
<tr>
<td></td>
<td>Need a snack/drink stand</td>
</tr>
<tr>
<td></td>
<td>No sign to explain site's importance</td>
</tr>
<tr>
<td></td>
<td>Not much to see at Meriam's Corner</td>
</tr>
<tr>
<td></td>
<td>Poor parking/access</td>
</tr>
<tr>
<td></td>
<td>Provide place to sit during long ranger talk</td>
</tr>
<tr>
<td>Minute Man Visitor Center</td>
<td>Extend hours – at least for restroom</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
### Table 10: Visitor comments on quality of sites (continued)

<table>
<thead>
<tr>
<th>Site</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Bridge</td>
<td>Not enough to do/see at visitor center</td>
</tr>
<tr>
<td></td>
<td>Lack of personnel to answer questions</td>
</tr>
<tr>
<td></td>
<td>Need ranger/guide at N. Bridge Visitor Center</td>
</tr>
<tr>
<td></td>
<td>Closed at posted &quot;open&quot; time</td>
</tr>
<tr>
<td></td>
<td>Fewer displays than in the past</td>
</tr>
<tr>
<td></td>
<td>Food service inadequate for children</td>
</tr>
<tr>
<td></td>
<td>Gift shop items unavailable</td>
</tr>
<tr>
<td></td>
<td>Just a gift shop</td>
</tr>
<tr>
<td></td>
<td>Need more explanation/information of battle</td>
</tr>
<tr>
<td></td>
<td>Need more information/direction at visitor center</td>
</tr>
<tr>
<td></td>
<td>No diorama</td>
</tr>
<tr>
<td></td>
<td>North Bridge Visitor Center needs repair</td>
</tr>
<tr>
<td></td>
<td>Not enough to see</td>
</tr>
<tr>
<td>Old Manse</td>
<td>Cost to enter Old Manse</td>
</tr>
<tr>
<td>Paul Revere Capture Site</td>
<td>Capture site not linked to the park</td>
</tr>
<tr>
<td></td>
<td>Add plantings</td>
</tr>
<tr>
<td></td>
<td>Capture site sign unclear</td>
</tr>
<tr>
<td></td>
<td>Could be more significant presence/more interactive</td>
</tr>
<tr>
<td></td>
<td>Enforce pet leash laws</td>
</tr>
<tr>
<td></td>
<td>Lack of information</td>
</tr>
<tr>
<td></td>
<td>Poor parking/access</td>
</tr>
<tr>
<td>Vernal Pool Trail</td>
<td>Vernal Pool dry, buggy</td>
</tr>
<tr>
<td>Wayside: Home of Authors</td>
<td>Closed at posted &quot;open&quot; time</td>
</tr>
<tr>
<td></td>
<td>Wayside Inn needs repair</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Services used in local communities

Question 9a
What services did you and your personal group use in the communities of Lexington, Concord, Lincoln, and Bedford that were specifically related to this park visit?

Results
- 67% of visitor groups used services in the communities of Lexington, Concord, Lincoln, and Bedford (see Figure 40).
- As shown in Figure 41, the most common services used were:
  - 71% Eat a meal
  - 55% Obtain information about Minute Man NHP
  - 53% Shop or purchase souvenirs
- “Other” services (7%) included:
  - Buying groceries
  - Using the restroom
  - Buying books
  - Canoe rental
  - Donut shop
  - Farm stand
  - Interpretive guide
  - Parking in Concord
  - Purchase coffee
  - RV park at AFB
  - Tour of Wayside
  - Tourist booth
  - Train
  - Walking tour Concord
- Items that visitors purchased were:
  - Books
  - Postcards
  - Souvenirs
  - T-shirts
  - Hats
  - Maps
  - Children’s books
  - Food
  - History books
  - Patches
  - Magnet
  - Toys
  - Water
  - Fife
  - Posters

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Services visitors would have used if available**

**Question 9b**
What services would you and your personal group have used in the communities of Lexington, Concord, Lincoln, and Bedford had they been available?

**Results**
- As shown in Figure 42, the most common services visitors would have used if they were available included:
  - 59% Eat a meal
  - 28% Shop or purchase souvenirs
- “Other” services (16%) included:
  - Water fountain
  - Breakfast restaurant
  - Church services
  - Laundromat
  - Local travel guide
  - Map of Concord
  - More restrooms
  - More shops
  - Picnic area
  - Trash can

**Figure 42: Services visitors would have used if available**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Question 9c
Do you have any comments about these services?

Results
- Forty-nine visitors made comments about services in communities (see Table 11).

|
|---|
| **Forty-nine visitors made comments about services in communities (see Table 11).** |

### Table 11: Comments on services in Lexington, Concord, Lincoln, Bedford
N=70 comments; Some visitors made more than one comment.

<table>
<thead>
<tr>
<th>Service</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy gasoline</td>
<td>Average&lt;br&gt;Unable to find diesel fuel</td>
</tr>
<tr>
<td>Eat a meal</td>
<td>Good food&lt;br&gt;Enjoyable&lt;br&gt;Excellent&lt;br&gt;Excellent food&lt;br&gt;More choices of restaurants needed&lt;br&gt;Good service&lt;br&gt;Average&lt;br&gt;Farm stand with lunch&lt;br&gt;Inadequate&lt;br&gt;Lack of breakfast places Boston to Lexington&lt;br&gt;Meal unsatisfactory&lt;br&gt;Need more restaurant options/choices&lt;br&gt;Not available at NHP&lt;br&gt;Poor&lt;br&gt;Rude service&lt;br&gt;They were okay!</td>
</tr>
<tr>
<td>Stay overnight in a motel</td>
<td>Excellent&lt;br&gt;Adequate&lt;br&gt;Average&lt;br&gt;Enjoyable&lt;br&gt;Hotel is needs up-dating&lt;br&gt;Need more lodging options/choices</td>
</tr>
<tr>
<td>Obtain information about Minute Man NHP</td>
<td>Concord - very helpful</td>
</tr>
<tr>
<td>Obtain other travel/tourism information</td>
<td>Excellent&lt;br&gt;Lexington visitor center - helpful information&lt;br&gt;Okay</td>
</tr>
<tr>
<td>Shop or purchase souvenirs</td>
<td>Friendly/helpful staff&lt;br&gt;Concord Hand Design - clerk was very helpful&lt;br&gt;Enjoyable&lt;br&gt;Excellent&lt;br&gt;Found what we wanted&lt;br&gt;I appreciated the teacher's discount&lt;br&gt;Inadequate&lt;br&gt;Nice for the teenager&lt;br&gt;They were okay</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding*

**total percentages do not equal 100 because visitors could select more than one answer**
<table>
<thead>
<tr>
<th>Service</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other services</td>
<td></td>
</tr>
<tr>
<td>Groceries</td>
<td>Expensive</td>
</tr>
<tr>
<td>Interpretive guide at Lexington Green</td>
<td>Enjoyed costumed interpreter</td>
</tr>
<tr>
<td>Parking in Concord</td>
<td>Congested</td>
</tr>
<tr>
<td>Purchase coffee at Dunkin’ Donuts</td>
<td>Bad coffee</td>
</tr>
<tr>
<td>Restroom</td>
<td>Clean</td>
</tr>
<tr>
<td>Tour of Wayside</td>
<td>Excellent</td>
</tr>
<tr>
<td>Motel</td>
<td>Need motel/restaurant guide</td>
</tr>
<tr>
<td></td>
<td>Difficult to find after 5:00 pm</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Additional visitor services in the park

Question 19
There are 36 historical structures at Minute Man NHP. What type of additional visitor services at the park would you like to have available at these sites on a future visit?

Result
- 34% of visitor groups did not wish to see any further development of the sites (see Figure 43).
- As shown in Figure 44, of those who would like to have further development (66%), types of additional services that visitors preferred included:
  - 41% Colonial craft demonstrations with crafts for sale
  - 37% Historic farming demonstrations with produce for sale
  - 37% Taverns/restaurants to sell food and drinks
- “Other” services (8%) included:
  - Additional land acquisition
  - Audio tour other than MP3/cell phone
  - Boat landing/beach
  - Campground
  - Colonial craft demonstrations and historic farming - not for sale
  - Drinks/food items of the time
  - Overnight stay at colonial house
  - History of landscaping/garden
  - Kid-specific activities
  - Historical preservation, not too commercial
  - Make it like Gettysburg
  - Map/drawing of farm during the period
  - More exhibits and rangers
  - More frequent and available guides
  - More people in period dress
  - More restrooms
  - More restrooms on trail
  - Occasional trash bins
  - Ranger overview of park at Minute Man Visitor Center
  - Rangers on horseback
  - Re-enactments

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Preferred interpretive programs/information services on a future visit

Question 22
On a future visit to Minute Man NHP, what interpretive programs/information services would you and your personal group like to have available at the park?

Results
- 85% of visitor groups were interested in interpretive programs/information services on a future visit (see Figure 45).
- As shown in Figure 46, the interpretive programs/information services that visitor groups preferred to have available at the park on a future visit were:
  - 63% Living history programs and dramatic presentations
  - 60% Historian/expert lectures/talks
  - 54% Roving rangers available to answer questions
- “Other” interpretive programs/information services (3%) included:
  - Displays on preservation
  - Food services
  - Home-school programs
  - Printed material and books
  - Rangers on trail on horseback

Figure 45: Interest in interpretive programs/information services on a future visit

Figure 46: Preferred interpretive programs/information services on a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Recommend visit to the park

Question 12a

Would you and your personal group recommend visiting Minute Man NHP to your friends/relatives?

Result

- 99% of visitor group would recommend a visit to the park to their friends/relatives (see Figure 47).
- 1% were “not sure.”

![Figure 47: Visitor groups who would recommend visiting the park to friends/relatives](chart-image)

Table 12: Reasons for recommendation

<table>
<thead>
<tr>
<th>Explanation</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, would likely recommend</td>
<td></td>
</tr>
<tr>
<td>Historical significance</td>
<td>54</td>
</tr>
<tr>
<td>Enjoyable experience</td>
<td>23</td>
</tr>
<tr>
<td>Historical significance/importance</td>
<td>22</td>
</tr>
<tr>
<td>Beautiful place</td>
<td>21</td>
</tr>
<tr>
<td>Educational experience</td>
<td>20</td>
</tr>
<tr>
<td>Hiking trails enjoyable</td>
<td>15</td>
</tr>
<tr>
<td>Beautiful place/setting</td>
<td>10</td>
</tr>
<tr>
<td>Historical presentation excellent</td>
<td>10</td>
</tr>
<tr>
<td>Interesting history</td>
<td>9</td>
</tr>
<tr>
<td>Revolutionary War history</td>
<td>8</td>
</tr>
<tr>
<td>Historical presentation</td>
<td>7</td>
</tr>
<tr>
<td>History comes alive</td>
<td>7</td>
</tr>
<tr>
<td>Scenic</td>
<td>7</td>
</tr>
<tr>
<td>Educational</td>
<td>6</td>
</tr>
<tr>
<td>Bike trail enjoyable</td>
<td>5</td>
</tr>
<tr>
<td>Interesting</td>
<td>5</td>
</tr>
<tr>
<td>Interesting experience</td>
<td>5</td>
</tr>
<tr>
<td>Well done</td>
<td>5</td>
</tr>
<tr>
<td>Educational for children</td>
<td>4</td>
</tr>
<tr>
<td>Enjoyed multi-media/theater presentation</td>
<td>4</td>
</tr>
<tr>
<td>Inspirational</td>
<td>4</td>
</tr>
<tr>
<td>Ranger talks/presentations excellent</td>
<td>4</td>
</tr>
<tr>
<td>Well-maintained</td>
<td>4</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
### Table 12: Reasons for recommendation
(continued)

<table>
<thead>
<tr>
<th>Explanation</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes, would likely recommend</strong></td>
<td></td>
</tr>
<tr>
<td>Nice attraction</td>
<td>3</td>
</tr>
<tr>
<td>Helpful staff/rangers</td>
<td>3</td>
</tr>
<tr>
<td>Ranger talks</td>
<td>2</td>
</tr>
<tr>
<td>Theater presentation excellent</td>
<td>2</td>
</tr>
<tr>
<td>Visitor centers excellent</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>42</td>
</tr>
<tr>
<td><strong>Not sure</strong></td>
<td></td>
</tr>
<tr>
<td>Live far away</td>
<td>1</td>
</tr>
<tr>
<td>Not a must-see</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Visitor services and facilities used

Question 13a
Please indicate all of the visitor services and facilities that you and your personal group used during this visit to Minute Man NHP.

Results
- As shown in Figure 48, the most commonly used visitor services/facilities included:
  - 70% Restrooms
  - 68% Park brochure/map
  - 64% Indoor exhibits
  - 64% Trails
- The least used services/facilities were:
  - 2% Junior Ranger program
  - 2% Access for disabled persons
- NOTE: No visitor group reported using the self-guided MP3/cell phone tour

![Figure 48: Visitor services and facilities used](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Importance ratings of visitor services and facilities

Question 13b
Next, for only those services and facilities that you and your personal group used, please rate their importance from 1 to 5.

1=Not important
2=Somewhat important
3=Moderately important
4=Very important
5=Extremely important

Results

• Figure 49 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.

• The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

  92% Ranger-led programs/talks
  88% Minute Man Visitor Center theater show
  86% Directional signs to find park sites

• Figures 50 to 63 show the importance ratings for each service/facility.

• The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

  9% Park newspaper

• Note: No visitor group reported using a self-guided MP3/cell phone tour.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 50: Importance of park brochure/map

Figure 51: Importance of park newspaper

Figure 52: Importance of indoor exhibits

Figure 53: Importance of outdoor exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 54: Importance of trails

Figure 55: Importance of Minute Man Visitor Center theater show

Figure 56: Importance of visitor center sales items (selection, quality, price, etc.)

Figure 57: Importance of Junior Ranger program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 58: Importance of directional signs to find park sites

Figure 59: Importance of assistance from park staff/volunteers

Figure 60: Importance of ranger-led programs/talks

Figure 61: Importance of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 62: Importance of access for disabled persons

Figure 63: Importance of Minute Man NHP website: www.nps.gov/mima (used before or during visit)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Quality ratings of visitor services and facilities

Question 13c
Finally, for only those services or facilities that you and your group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results
- Figure 64 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

  98% Ranger-led programs/talks
  96% Assistance from park staff/volunteers
  94% Minute Man Visitor Center theater show

- Figures 65 to 78 show the quality ratings for each service/facility.

- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:

  3% Directional signs to find park sites

- Note: No visitor groups reported using a self-guided MP3/cell phone tour.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 69: Quality of trails

Figure 70: Quality of Minute Man Visitor Center theater show

Figure 71: Quality of visitor center sales items (selection, quality, price, etc.)

Figure 72: Quality of Junior Ranger program

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 73: Quality of directional signs to find park sites

Figure 74: Quality of assistance from park staff/volunteers

Figure 75: Quality of ranger-led programs/talks

Figure 76: Quality of restrooms

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 77: Quality of access for disabled persons

- Very good: 71%
- Good: 29%
- Average: 0%
- Poor: 0%
- Very poor: 0%

N=7 visitor groups

Figure 78: Quality of Minute Man NHP website: www.nps.gov/mima (used before or during visit)

- Very good: 37%
- Good: 49%
- Average: 12%
- Poor: 1%
- Very poor: 0%

N=67 visitor groups*

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Mean scores of importance and quality ratings of visitor services and facilities

- Figures 79 and 80 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.

- All visitor services/facilities were rated above average in importance and quality.

Figure 79: Mean scores of importance and quality ratings for visitor services and facilities

Figure 80: Detail of Figure 79

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Quality of personal interaction with park rangers

Question 4a
During this visit to Minute Man NHP, did you and your personal group have any personal interaction with a park ranger?

Results
- 73% of visitor groups had some personal interactions with park rangers (see Figure 81).

Question 4b
If YES, on a scale from 1 to 5 please rate the quality of your interaction with the park ranger.

1= Very poor
2= Poor
3= Average
4= Good
5= Very good

Results
- Figures 82 to 85 show the quality ratings for each aspect of the interaction.
- The highest “very good” rating was 86% for “Courteousness.”
- No visitor groups rated “Helpfulness” and “Courteousness” as “poor” or “very poor.”
- Less than 1% rated “Responsiveness” and “Quality of information provided” as “poor” or “very poor.”

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 82: Quality of personal interaction with a park ranger: Helpfulness

N=258 visitor groups

- Very good: 80%
- Good: 17%
- Average: 3%
- Poor: 0%
- Very poor: 0%

Figure 83: Quality of personal interaction with a park ranger: Courteousness

N=259 visitor groups

- Very good: 86%
- Good: 13%
- Average: 1%
- Poor: 0%
- Very poor: 0%

Figure 84: Quality of personal interaction with a park ranger: Responsiveness

N=257 visitor groups*

- Very good: 82%
- Good: 15%
- Average: 2%
- Poor: <1%
- Very poor: 0%

Figure 85: Quality of personal interaction with a park ranger: Information provided

N=257 visitor groups*

- Very good: 79%
- Good: 18%
- Average: 2%
- Poor: <1%
- Very poor: 0%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Visitor opinions on soundscape

Question 8a
While visiting an area such as Minute Man NHP, how important are natural sounds (sounds of birds, wildlife, water, etc.) to the enjoyment of your park experience?

Results
- 34% of visitor groups rated the natural sounds as "very important" for their enjoyment (see Figure 86).
- 6% rated natural sounds as "not important."

![Figure 86: Importance of natural sounds](image)

Question 8b
Many national historic parks such as Minute Man NHP commemorate historic events that include recreating cultural and historic sounds such as muskets, farm animals, fifes and drums, etc. How important are the cultural and historic sounds to the enjoyment of your park experience?

Results
- 33% of visitor groups rated the cultural and historic sounds as "very important" for their enjoyment (see Figure 87).
- 10% rated cultural and historic sounds as "not important."

![Figure 87: Importance of cultural and historic sounds](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 8c
On this visit to Minute Man NHP, how did modern sounds (traffic noise, mowing machine, airplanes, construction, etc.) affect your ability to hear and enjoy natural, cultural/historical sounds?

Results
- 52% of visitor groups felt that modern sounds had “no effect” on their ability to hear/enjoy natural sounds (see Table 13).
- 50% felt that modern sounds had “no effect” on their ability to hear cultural/historical sounds.
- 20% felt modern sounds “detracted from” their ability to hear/enjoy natural sounds.
- 10% felt modern sounds “detracted from” their ability to hear cultural/historical sounds.
- 14% felt modern sounds “added to” their ability to hear/enjoy natural sounds.
- 9% felt modern sounds “added to” their ability to hear cultural/historical sounds.

Table 13: How elements affected park experience*
N=number of visitor groups who rated each element

<table>
<thead>
<tr>
<th>Ability to hear/enjoy</th>
<th>N</th>
<th>Detracted from</th>
<th>No effect</th>
<th>Added to</th>
<th>Did not experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural sounds</td>
<td>354</td>
<td>20</td>
<td>52</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Cultural/historical sounds</td>
<td>348</td>
<td>10</td>
<td>50</td>
<td>9</td>
<td>31</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Importance of park attributes/resources

Question 20

It is the National Park Service’s responsibility to protect Minute Man NHP’s natural, scenic, and cultural resources and qualities at while at the same time providing for public enjoyment. Please rate the importance of each of the following attributes/resources to you and your group.

Results

- As shown in Figure 88, the highest combined proportions of “extremely important” and “very important” ratings included:
  - 93% Historic views
  - 90% Historic buildings/cultural resources
  - 88% Clean air
  - 87% Clean water

- The attribute/resource that received the highest “not important” rating was:
  - 13% Night skies

- Table 14 shows the importance ratings for attributes/resources as rated by visitor groups.

Figure 88: Combined proportions of "extremely important" and "very important" ratings for park attributes/resources

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 14: Importance of park attributes/resources*
N = number of visitor groups who rated each attribute/resource/experience

<table>
<thead>
<tr>
<th>Attribute/resource</th>
<th>N</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic views</td>
<td>348</td>
<td>1</td>
<td>4</td>
<td>15</td>
<td>39</td>
<td>42</td>
</tr>
<tr>
<td>Historic views</td>
<td>349</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>32</td>
<td>61</td>
</tr>
<tr>
<td>Escape from urban setting</td>
<td>344</td>
<td>4</td>
<td>6</td>
<td>23</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Commemoration of historic events</td>
<td>345</td>
<td>2</td>
<td>2</td>
<td>11</td>
<td>31</td>
<td>54</td>
</tr>
<tr>
<td>Historic buildings/cultural resources</td>
<td>341</td>
<td>&lt;1</td>
<td>2</td>
<td>8</td>
<td>31</td>
<td>59</td>
</tr>
<tr>
<td>Educational programs/opportunities</td>
<td>339</td>
<td>3</td>
<td>4</td>
<td>16</td>
<td>37</td>
<td>40</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>341</td>
<td>9</td>
<td>13</td>
<td>28</td>
<td>28</td>
<td>22</td>
</tr>
<tr>
<td>Clean water</td>
<td>346</td>
<td>1</td>
<td>2</td>
<td>11</td>
<td>32</td>
<td>55</td>
</tr>
<tr>
<td>Clean air</td>
<td>346</td>
<td>1</td>
<td>2</td>
<td>9</td>
<td>31</td>
<td>57</td>
</tr>
<tr>
<td>Night skies</td>
<td>334</td>
<td>13</td>
<td>11</td>
<td>25</td>
<td>21</td>
<td>30</td>
</tr>
<tr>
<td>Native plants</td>
<td>341</td>
<td>3</td>
<td>6</td>
<td>20</td>
<td>33</td>
<td>37</td>
</tr>
<tr>
<td>Native wildlife</td>
<td>342</td>
<td>3</td>
<td>6</td>
<td>21</td>
<td>33</td>
<td>37</td>
</tr>
<tr>
<td>Solitude</td>
<td>342</td>
<td>8</td>
<td>12</td>
<td>28</td>
<td>25</td>
<td>26</td>
</tr>
</tbody>
</table>

* total percentages do not equal 100 due to rounding
** total percentages do not equal 100 because visitors could select more than one answer
Question 25
Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Minute Man NHP during this visit?

Results
- 94% of visitor groups rated the overall quality as "very good" or "good" (see Figure 89).
- Less than 1% rated the overall quality as "poor."
- No visitor group rated the overall quality as "very poor."

Figure 89: Overall quality of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitor Comments

What visitors liked most

Question 21a
What did you and your personal group like most about your visit to Minute Man NHP?  

Results
- 88% of visitor groups (N=316) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 15: What visitors liked most
N=479 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Staff was helpful</td>
<td>3</td>
</tr>
<tr>
<td>Staff was well-informed</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Learning about the history</td>
<td>16</td>
</tr>
<tr>
<td>Theater show</td>
<td>16</td>
</tr>
<tr>
<td>Ranger talk</td>
<td>13</td>
</tr>
<tr>
<td>The movie</td>
<td>12</td>
</tr>
<tr>
<td>Multimedia presentation</td>
<td>10</td>
</tr>
<tr>
<td>Musket shooting demonstration</td>
<td>8</td>
</tr>
<tr>
<td>Interaction with park staff</td>
<td>6</td>
</tr>
<tr>
<td>Historic information</td>
<td>4</td>
</tr>
<tr>
<td>Learning about the American Revolution</td>
<td>4</td>
</tr>
<tr>
<td>Good history lesson</td>
<td>3</td>
</tr>
<tr>
<td>Hartwell Tavern demonstrations</td>
<td>3</td>
</tr>
<tr>
<td>Learning experience</td>
<td>3</td>
</tr>
<tr>
<td>Ranger-led tour</td>
<td>3</td>
</tr>
<tr>
<td>Connection to history</td>
<td>2</td>
</tr>
<tr>
<td>Educational programs</td>
<td>2</td>
</tr>
<tr>
<td>Historical accuracy of information</td>
<td>2</td>
</tr>
<tr>
<td>Historical talks/programs</td>
<td>2</td>
</tr>
<tr>
<td>Ranger-led tour of Wayside</td>
<td>2</td>
</tr>
<tr>
<td>The video about the cannons</td>
<td>2</td>
</tr>
<tr>
<td>Visitor center presentation</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>35</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Battle Road Trail</td>
<td>8</td>
</tr>
<tr>
<td>North Bridge</td>
<td>8</td>
</tr>
<tr>
<td>The trails</td>
<td>8</td>
</tr>
<tr>
<td>The historic sites</td>
<td>5</td>
</tr>
<tr>
<td>Visitor centers</td>
<td>5</td>
</tr>
<tr>
<td>Comment</td>
<td>Number of times mentioned</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE (continued)</strong></td>
<td></td>
</tr>
<tr>
<td>Accessibility of the site</td>
<td>3</td>
</tr>
<tr>
<td>Availability of parking</td>
<td>3</td>
</tr>
<tr>
<td>Clean site</td>
<td>3</td>
</tr>
<tr>
<td>Minute Man Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Shade on trails</td>
<td>2</td>
</tr>
<tr>
<td>Simplicity of the park</td>
<td>2</td>
</tr>
<tr>
<td>The bike path</td>
<td>2</td>
</tr>
<tr>
<td>The gardens</td>
<td>2</td>
</tr>
<tr>
<td>The surrounding area</td>
<td>2</td>
</tr>
<tr>
<td>Wayside house</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>25</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Preserved naturalness</td>
<td>4</td>
</tr>
<tr>
<td>Non-development of the site area</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>3</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>The natural setting</td>
<td>14</td>
</tr>
<tr>
<td>The plants/flowers</td>
<td>8</td>
</tr>
<tr>
<td>The purple flowers</td>
<td>3</td>
</tr>
<tr>
<td>Environment</td>
<td>2</td>
</tr>
<tr>
<td>Historic buildings</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>3</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>The history</td>
<td>24</td>
</tr>
<tr>
<td>Scenery/views</td>
<td>23</td>
</tr>
<tr>
<td>Peaceful setting</td>
<td>16</td>
</tr>
<tr>
<td>The historical significance of the park</td>
<td>15</td>
</tr>
<tr>
<td>Experience history</td>
<td>8</td>
</tr>
<tr>
<td>Walking</td>
<td>8</td>
</tr>
<tr>
<td>Being in a historic place</td>
<td>7</td>
</tr>
<tr>
<td>Hiking</td>
<td>6</td>
</tr>
<tr>
<td>Historical aspect</td>
<td>5</td>
</tr>
<tr>
<td>Liked everything</td>
<td>5</td>
</tr>
<tr>
<td>Solitude</td>
<td>5</td>
</tr>
<tr>
<td>Historic views</td>
<td>3</td>
</tr>
<tr>
<td>North Bridge surrounding area</td>
<td>3</td>
</tr>
<tr>
<td>Openness of the place</td>
<td>3</td>
</tr>
<tr>
<td>Relaxing environment</td>
<td>3</td>
</tr>
<tr>
<td>The beauty of the area</td>
<td>3</td>
</tr>
<tr>
<td>The weather was nice</td>
<td>2</td>
</tr>
<tr>
<td>Being in the park</td>
<td>2</td>
</tr>
<tr>
<td>Being outdoors</td>
<td>2</td>
</tr>
<tr>
<td>Feeling reverence and gratitude for the patriots</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>35</td>
</tr>
</tbody>
</table>
What visitors liked least

Question 21b
What did you and your personal group like least about your visit to Minute Man NHP?

Results
- 63% of visitor groups (N=226) responded to this question.
- Table 16 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERPRETIVE SERVICES</td>
<td></td>
</tr>
<tr>
<td>Poor on-site signage</td>
<td>5</td>
</tr>
<tr>
<td>Directions to the sites</td>
<td>3</td>
</tr>
<tr>
<td>Lack of information about the park</td>
<td>3</td>
</tr>
<tr>
<td>Very few activities</td>
<td>3</td>
</tr>
<tr>
<td>Few exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Hard to find North Bridge</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>18</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE</td>
<td></td>
</tr>
<tr>
<td>Availability of lunch options</td>
<td>4</td>
</tr>
<tr>
<td>Bad restroom facilities</td>
<td>3</td>
</tr>
<tr>
<td>Lack of a commuter/shuttle</td>
<td>3</td>
</tr>
<tr>
<td>Lack of concessions</td>
<td>3</td>
</tr>
<tr>
<td>Lack of eating facilities</td>
<td>3</td>
</tr>
<tr>
<td>Not enough parking space</td>
<td>2</td>
</tr>
<tr>
<td>Long walk from parking lot</td>
<td>2</td>
</tr>
<tr>
<td>No restrooms along Battle Road Trail</td>
<td>2</td>
</tr>
<tr>
<td>North Bridge area</td>
<td>2</td>
</tr>
<tr>
<td>Restroom closed after 5pm</td>
<td>2</td>
</tr>
<tr>
<td>Sand on trail</td>
<td>2</td>
</tr>
<tr>
<td>The condition of the Wayside</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>29</td>
</tr>
<tr>
<td>POLICY/MANAGEMENT</td>
<td></td>
</tr>
<tr>
<td>Bicyclists not respecting biking rules</td>
<td>6</td>
</tr>
<tr>
<td>Dogs at the sites/facilities</td>
<td>4</td>
</tr>
<tr>
<td>High entrance fee</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td>RESOURCE MANAGEMENT</td>
<td></td>
</tr>
<tr>
<td>Purple loosestrife invasion</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
</tbody>
</table>
Table 16: What visitors liked least
(continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL COMMENTS</td>
<td></td>
</tr>
<tr>
<td>Nothing to dislike</td>
<td>43</td>
</tr>
<tr>
<td>Hot day</td>
<td>21</td>
</tr>
<tr>
<td>Lack of time</td>
<td>8</td>
</tr>
<tr>
<td>Heavy traffic</td>
<td>6</td>
</tr>
<tr>
<td>Air traffic noise</td>
<td>5</td>
</tr>
<tr>
<td>Getting lost</td>
<td>4</td>
</tr>
<tr>
<td>Humidity</td>
<td>3</td>
</tr>
<tr>
<td>Mosquitoes/bugs</td>
<td>3</td>
</tr>
<tr>
<td>Too many sites to visit</td>
<td>3</td>
</tr>
<tr>
<td>Lexington</td>
<td>2</td>
</tr>
<tr>
<td>Questionnaire too long</td>
<td>2</td>
</tr>
<tr>
<td>Traffic noise</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>18</td>
</tr>
</tbody>
</table>
Planning for the future

Question 23
If you were a manager planning for the future of Minute Man NHP, what would you propose?

Results
- 60% of visitor groups (N=215) responded to this question.
- Table 17 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 17: Planning for the future
N=335 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL</td>
<td></td>
</tr>
<tr>
<td>Keep the park well staffed</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>3</td>
</tr>
<tr>
<td>INTERPRETIVE SERVICES</td>
<td></td>
</tr>
<tr>
<td>Add living history reenactments/programs</td>
<td>27</td>
</tr>
<tr>
<td>More ranger talks/tours</td>
<td>12</td>
</tr>
<tr>
<td>Add living history interpreters</td>
<td>9</td>
</tr>
<tr>
<td>More children's activities</td>
<td>8</td>
</tr>
<tr>
<td>Roving rangers to answer questions</td>
<td>7</td>
</tr>
<tr>
<td>Add exhibits of historic articles</td>
<td>5</td>
</tr>
<tr>
<td>Continue improving interpretive trail signage</td>
<td>4</td>
</tr>
<tr>
<td>More self-guided trails/tours</td>
<td>3</td>
</tr>
<tr>
<td>Host experts' talks on history</td>
<td>2</td>
</tr>
<tr>
<td>More signage about the sites</td>
<td>2</td>
</tr>
<tr>
<td>Provide more historic information</td>
<td>2</td>
</tr>
<tr>
<td>Additional outdoor exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Provide services in other languages</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>57</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE</td>
<td></td>
</tr>
<tr>
<td>Better signage</td>
<td>7</td>
</tr>
<tr>
<td>Keep the park clean</td>
<td>4</td>
</tr>
<tr>
<td>Add benches</td>
<td>4</td>
</tr>
<tr>
<td>Provide more biking trail/tour opportunities</td>
<td>4</td>
</tr>
<tr>
<td>Add water fountains</td>
<td>2</td>
</tr>
<tr>
<td>Conserve/restore historic sites</td>
<td>2</td>
</tr>
<tr>
<td>Continue/improve trail maintenance</td>
<td>2</td>
</tr>
<tr>
<td>Continue facilities maintenance</td>
<td>6</td>
</tr>
<tr>
<td>More restrooms</td>
<td>2</td>
</tr>
<tr>
<td>Put trash cans on parking lots</td>
<td>2</td>
</tr>
<tr>
<td>Improve visitor center/garden area</td>
<td>2</td>
</tr>
<tr>
<td>Renovate/restore Wayside House</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>11</td>
</tr>
<tr>
<td>Comment</td>
<td>Number of times mentioned</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Advertise the site</td>
<td>5</td>
</tr>
<tr>
<td>Keep commercial development out of the park</td>
<td>5</td>
</tr>
<tr>
<td>Preserve natural setting</td>
<td>4</td>
</tr>
<tr>
<td>Enlarge park boundary</td>
<td>3</td>
</tr>
<tr>
<td>Increase park size</td>
<td>3</td>
</tr>
<tr>
<td>Keep it as it is</td>
<td>3</td>
</tr>
<tr>
<td>Preserve cultural history of the area</td>
<td>3</td>
</tr>
<tr>
<td>Preserve the integrity of the site</td>
<td>3</td>
</tr>
<tr>
<td>Reduce traffic</td>
<td>3</td>
</tr>
<tr>
<td>Ask for an increase of funding</td>
<td>2</td>
</tr>
<tr>
<td>Do not allow any further development</td>
<td>2</td>
</tr>
<tr>
<td>Extend hours of operation</td>
<td>2</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>2</td>
</tr>
<tr>
<td>Maintain the historical setting</td>
<td>2</td>
</tr>
<tr>
<td>Provide public transit</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>33</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Add native/historic plants</td>
<td>3</td>
</tr>
<tr>
<td>Comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Keep it as it is</td>
<td>10</td>
</tr>
<tr>
<td>Fine as is</td>
<td>9</td>
</tr>
<tr>
<td>Keep the park simple</td>
<td>6</td>
</tr>
<tr>
<td>Keep it natural</td>
<td>2</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>2</td>
</tr>
<tr>
<td>More of the same</td>
<td>2</td>
</tr>
<tr>
<td>Nothing to change</td>
<td>2</td>
</tr>
<tr>
<td>Organize special events (e.g. festivals, concerts)</td>
<td>2</td>
</tr>
<tr>
<td>Preserve the sense of history</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>19</td>
</tr>
</tbody>
</table>
Additional comments

Is there anything else you would like to tell us about your visit to Minute Man NHP?

Results

- 41% of visitor groups (N=148) responded to this question.
- Table 18 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

### Table 18: Additional comments
N=275 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Excellent park staff</td>
<td>4</td>
</tr>
<tr>
<td>The staff of Hartwell Tavern was great</td>
<td>2</td>
</tr>
<tr>
<td>The staff was friendly</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Need more history information</td>
<td>3</td>
</tr>
<tr>
<td>The visit was informative</td>
<td>3</td>
</tr>
<tr>
<td>Improve road signs to North Bridge</td>
<td>2</td>
</tr>
<tr>
<td>Nice talk with a ranger</td>
<td>2</td>
</tr>
<tr>
<td>Not enough ranger-led programs</td>
<td>2</td>
</tr>
<tr>
<td>The multimedia presentation was informative</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>25</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Clean site</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>25</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Preserve the historic identity of the park</td>
<td>4</td>
</tr>
<tr>
<td>Need to promote the place</td>
<td>3</td>
</tr>
<tr>
<td>Keep the park natural</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>2</td>
</tr>
<tr>
<td>Comment</td>
<td>Number of times mentioned</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed the visit</td>
<td>43</td>
</tr>
<tr>
<td>Thank you</td>
<td>12</td>
</tr>
<tr>
<td>Loved it</td>
<td>10</td>
</tr>
<tr>
<td>The park was beautiful</td>
<td>10</td>
</tr>
<tr>
<td>Regular visitor</td>
<td>9</td>
</tr>
<tr>
<td>Did not plan enough time to see everything</td>
<td>7</td>
</tr>
<tr>
<td>We will return</td>
<td>6</td>
</tr>
<tr>
<td>Great place</td>
<td>3</td>
</tr>
<tr>
<td>Great place to learn history</td>
<td>3</td>
</tr>
<tr>
<td>Like the park the way it is</td>
<td>3</td>
</tr>
<tr>
<td>Like to bring more visitors</td>
<td>3</td>
</tr>
<tr>
<td>Like to come here for the history</td>
<td>3</td>
</tr>
<tr>
<td>Went for a run at the park</td>
<td>3</td>
</tr>
<tr>
<td>Could not navigate in the park</td>
<td>2</td>
</tr>
<tr>
<td>Do not like any development in the area</td>
<td>2</td>
</tr>
<tr>
<td>Nice work</td>
<td>2</td>
</tr>
<tr>
<td>Survey was long and complicated</td>
<td>2</td>
</tr>
<tr>
<td>The area is important for American history</td>
<td>2</td>
</tr>
<tr>
<td>The park is a national treasure</td>
<td>2</td>
</tr>
<tr>
<td>The visit was interesting</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>47</td>
</tr>
</tbody>
</table>

Table 18: Additional comments (continued)
APPENDICES

Appendix 1: The Questionnaire
Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park’s VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Obtained information about park prior to visit?
- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Primary reason for visiting park area
- How did park fit into travel plans?
- Other historic sites visited in the area
- Have personal interaction with a ranger?
- Quality of interaction with ranger
- Visit park more than one day?
- Length of visit - days
- Length of visit - hours
- Amount of time planned for visit
- Reasons for leaving the park
- Forms of transportation used
- Number of vehicles
- Adequacy of directional signs
- Aware that Highway 2A is historical Battle Trail?
- Aware of main travel route?
- Travel on Highway 2A?
- Effect of elements on park experience while traveling Highway 2A
- Elements that would improve park experience while traveling Highway 2A
- Importance of natural sounds to enjoyment of park experience
- Importance of cultural sounds to enjoyment of park experience
- Effect of modern sounds on ability to hear natural/cultural/historic sounds
- Used services in local communities?
- Services used in local communities on this visit
- Services in local communities that would have been used if available
- Expected activities
- Activities this visit
- Reasons for being unable to participate in activities
- Order in which park sites were visited
- Quality of sites visited vs expectations
- Recommend park to visitors?
- Services/facilities used
- Importance of services/facilities
- Quality of services/facilities
- With organized group?
- Group type
- Group size
- Visitor age
- State of residence
- Country of residence
- Frequency of visits
- Services provided in other languages
- Additional visitor services preferred for future visit
- Importance of park attributes/resources
- Interpretive programs/information services preferred for future visit
- Overall quality of facilities, services, recreational opportunities

For more information please contact:
Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: http://www.psu.uidaho.edu
Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 2 shows no significant difference in group type. As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the preserve. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.
References
Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982

1983
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Park
20. Craters of the Moon National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)
24. Lincoln Home NHP
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park (spring)
46. Frederick Douglass NHP (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort NHP
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial
Visitor Services Project Publications (continued)

1993
54. Belle Haven Park/Dyke Marsh
   Wildlife Park (spring)
55. Santa Monica Mountains National
   Recreation Area (spring)
56. Whitman Mission NHP
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National
    Monument
63. Bryce Canyon National Park (fall)

1994
64. Death Valley National Monument
    Backcountry (winter)
65. San Antonio Missions National
    Historical Park (spring)
66. Anchorage Alaska Public Lands
    Information Center
67. Wolf Trap Farm Park for the
    Performing Arts
68. Nez Perce National Historical Park
69. Edison NHP
70. San Juan Island National Historical
    Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore
    (fall)
73. Gettysburg National Military Park
    (fall)

1995
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park &
    Park
78. Adams NHP
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National
    Monument
82. San Francisco Maritime National
    Historical Park
83. Dry Tortugas National Park

1996
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie NHP (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park
    (summer & fall)

1997
93. Virgin Islands National Park (winter)
94. Mojave National Park (spring)
95. Martin Luther King, Jr., NHP (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowdell National Historical Park

1998
101. Jean Lafitte National Historical Park & Park
    (spring)
102. Chattahoochee River National Recreation
    Area (spring)
103. Cumberland Island National Seashore
    (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials,
    Washington, D.C.
106. Klondike Gold Rush National Historical
    Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999
109. Big Cypress National Preserve (winter)
110. San Juan NHP, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical
    Park
114. Glacier Bay National Park & Park
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National
    Historical Park (fall)
Visitor Services Project Publications (continued)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower NHP
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

2002
131. Everglades National Park
132. Dry Tortugas National Park
133. Pinnacles National Monument
134. Great Sand Dunes National Monument & Park
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh NHP, and Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace NHP
140. Stones River National Battlefield

2003
141. Gateway National Recreation Area: Floyd Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages NHP

2003 (continued)
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Park (fall)

2004
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Park
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens NHP
161. Manzanar NHP
162. John Day Fossil Beds National Monument

2005
163. Congaree National Park
164. San Francisco Maritime National Historical Park
165. Lincoln Home NHP
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumner National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus NHP

2006
174. Kings Mountain National Military Park (spring)
175. John Fitzgerald Kennedy NHP
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Park
181. Golden Spike NHP
182. Katmai National Park and Park
183. Zion National Park (spring and fall)
Visitor Services Project Publications (continued)

2007
184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park (spring)
186.1. Glen Canyon National Recreation Area (spring)
186.2. Glen Canyon National Recreation Area (summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post National Historic Site
190. Fort Donelson National Battlefield
191. Agate Fossil Beds National Monument
192. Mount Rushmore National Memorial
193. Ebey's Landing National Historical Reserve
194. Rainbow Bridge National Monument
195. Independence National Historical Park
196. Minute Man National Historical Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.
Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.