

**Visitor Services Project**  
**Statue of Liberty**  
**National Monument**

**Volume 1 of 2**

**Visitor Services Project**

**Statue of Liberty**

**National Monument**

**Volume 1 of 2**

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**Report 22**

January 1990

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**Visitor Services Project**  
**Statue of Liberty National Monument**  
**Report Summary**

- This report describes the results of a study of visitors to Statue of Liberty National Monument during June 18-24, 1989. Five hundred ninety-nine questionnaires were distributed and 456 returned, a 76% response rate.
- Volume 1 profiles Statue of Liberty visitors. Volume 2 has their comments about the park and their visit. A summary of these comments is included in both volumes.
- Sixty-one percent of visitors were in family groups. Thirty-nine percent of visitors were 26 to 45 years old. Seventy-two percent of visitors were on their first visit to Statue of Liberty National Monument.
- People from New York and New Jersey composed 24% of the United States visitors to Statue of Liberty National Monument. Foreign visitors composed 14% of the visitors to Statue of Liberty National Monument. Fourteen percent of foreign visitors came from Germany.
- Eighty-one percent of visitors stayed three hours or less on Liberty Island. Visiting the gift shop (66%), the statue exhibit (56%), the restaurant (55%), and the observation deck (54%) were the most common activities of visitors.
- Fifty-two percent of visitor groups visited the Top of the Pedestal, 43% visited the Fort Wood Promenades and 33% visited the Crown.
- Sixty-two percent of visitors shopped at gift shops and 53% ate at the restaurant. The boat trip and the directional signs both received high quality ratings.
- Sixty-seven percent of the visitors used the directional signs and 41% used the museum exhibits. The park folder/map, museum exhibits, wayside exhibits and directional signs received high usefulness ratings.
- Visitors liked seeing the statue, the boat ride and the well maintained and clean park facilities. They disliked crowds, waiting in line, and the hot temperatures inside the statue.
- Visitors made many more general comments about their visits to the park.

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For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

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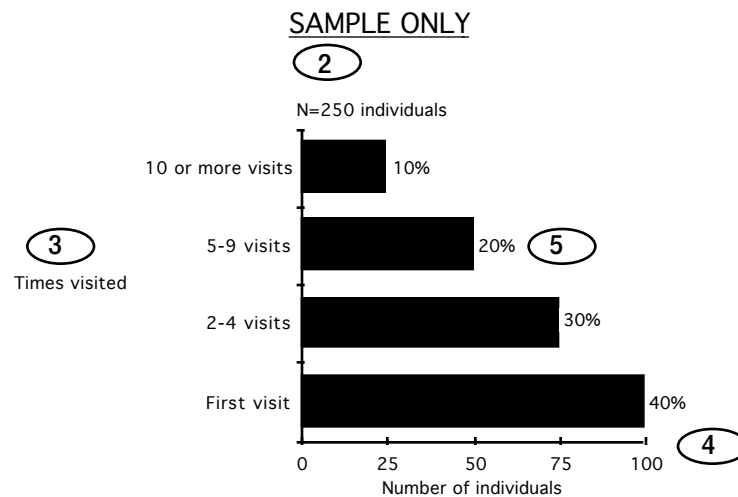
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## INTRODUCTION

This report describes the results of a visitor study undertaken at Statue of Liberty National Monument (referred to as 'Statue of Liberty') conducted the week of June 18-24, 1989 by the Visitor Services Project (VSP) of the Cooperative Park Studies Unit at the University of Idaho. A list of VSP publications is on the inside back cover of this report.

After this introduction, the Methods are presented, along with the limitations to the study. The Results follow, including a summary of visitor comments. Next, a Menu for Further Analysis is provided to help managers in requesting additional analyses. Finally, the Appendix contains the questionnaire used. Volume 2 of this report contains a comment summary as well as the unedited comments made by visitors who returned the questionnaires.

Many of the graphs in this report are like the example below. The large numbers refer to explanations below the graph.



(1) **Figure 4: Number of visits**

- 1: The figure title is a general description of the information contained in the graph.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use *caution* when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: The vertical information describes categories.
- 4: The horizontal information shows the number of items that fall into each category. In some graphs, proportions are shown.
- 5: In most graphs, percentages are included to provide additional explanation.

## METHODS

### General strategy

Front-end interviews were administered and questionnaires distributed to a sample of visitors entering Statue of Liberty during June 18-24, 1989. Visitors completed the questionnaire after their trip and then returned it by mail. Returned questionnaires were analyzed and this report developed.

### Questionnaire design

The questionnaire design followed the standard format used in previous Visitor Services Project studies. See the Appendix for a copy of the questionnaire.

### Sampling

Visitors were sampled using a selected interval as they boarded the return ferries for New York and New Jersey. The number of contacts for the New York and New Jersey ferries reflected those destinations' estimated portion of total of visitation. Hence, (80%) of contacts were made with New York bound visitors and (20%) of contacts were made with New Jersey bound visitors.

### Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, the front-end interview continued. These interviews included asking the number of people in the group and the age of the adult who would complete the questionnaire. This person was then requested to supply their name, address and telephone number so that a reminder-thank you postcard could later be mailed to them.

### Data analysis

Two weeks after the survey, a postcard reminder was mailed to all participants. Questionnaires arriving within a ten week period following the field work were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

## Methods (continued)

### Sample size, missing data and reporting errors

This study collected information on visitor groups and on individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while information is shown in Figure 1 for 452 groups, Figure 3 has data for 1544 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 456 questionnaires were returned by visitors, Figure 1 shows data for only 452 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These sometimes create data inconsistencies. For example, although Figure 6 shows that 66% of the visitor groups visited the gift shop, Map 3 shows 58% visited the gift shop.

### Limitations

Like all surveys, this study has limitations which should be taken into account when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire as they left the park.
2. The data reflect the use patterns of visitors during the designated study period of June 18-24, 1989. The results do not necessarily apply to visitors using the national monument during different times of the year.
3. Caution is advised when interpreting any data where the sample size is less than 30, as the results may be unreliable. Whenever data presented for a sample is smaller than 30, the word "*Caution*" is included in the title.

## RESULTS

### A. Visitors contacted

A total of six hundred twenty-nine visitor groups were contacted; 597 agreed to participate. Thus, the acceptance rate was 95%. Four hundred fifty-six visitor groups completed and returned their questionnaires, a 76% response rate. The response rate for New York-bound visitors and New Jersey-bound visitors was the same.

Table 1 shows a comparison of information collected from the total sample of visitors contacted and the final sample of visitors who returned their questionnaires. Non-response bias is insignificant.

**Table 1: Comparison of total sample and actual respondents**

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent	599	39.8	453	40.2
Group size	599	12.1	456	11.4

### B. Characteristics

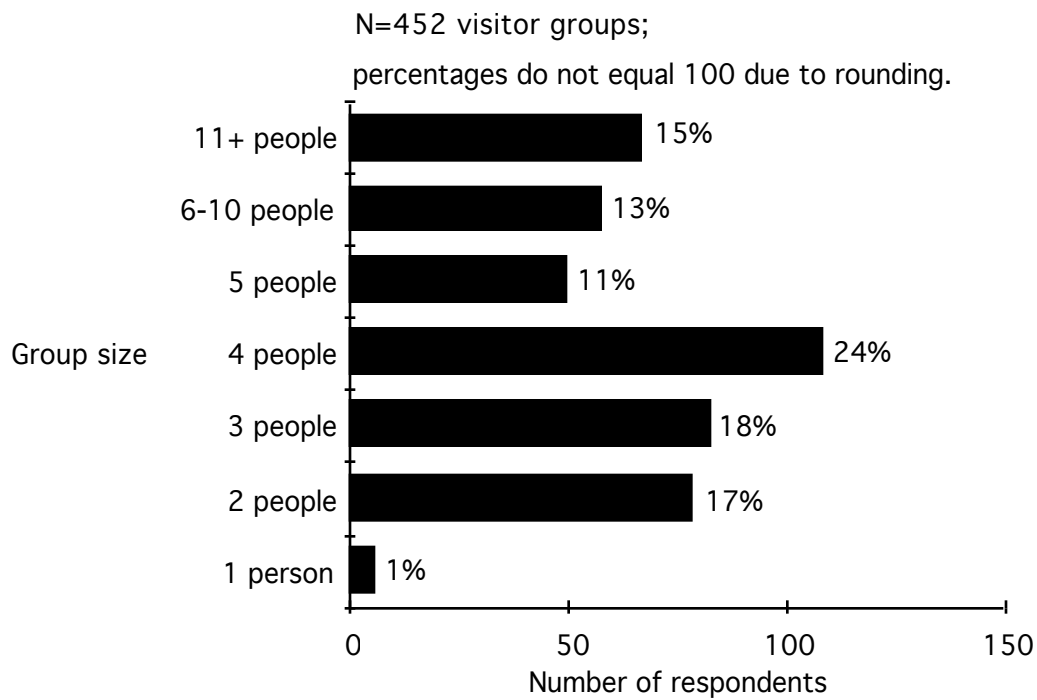
Figure 1 shows group sizes, which varied from one person to 300 people. Twenty-four percent of Statue of Liberty visitors came in groups of four people, 18% came in groups of three. Sixty-one percent of visitors came in family groups, as shown in Figure 2.

Figure 3 shows a wide range of age groups; the most common being adults aged 26-45 (39%). Twenty-three percent of the visitors were children fifteen years of age or younger. 72% of visitors were visiting Statue of Liberty for the first time and 25% had visited 2-4 times as seen, in Figure 4.

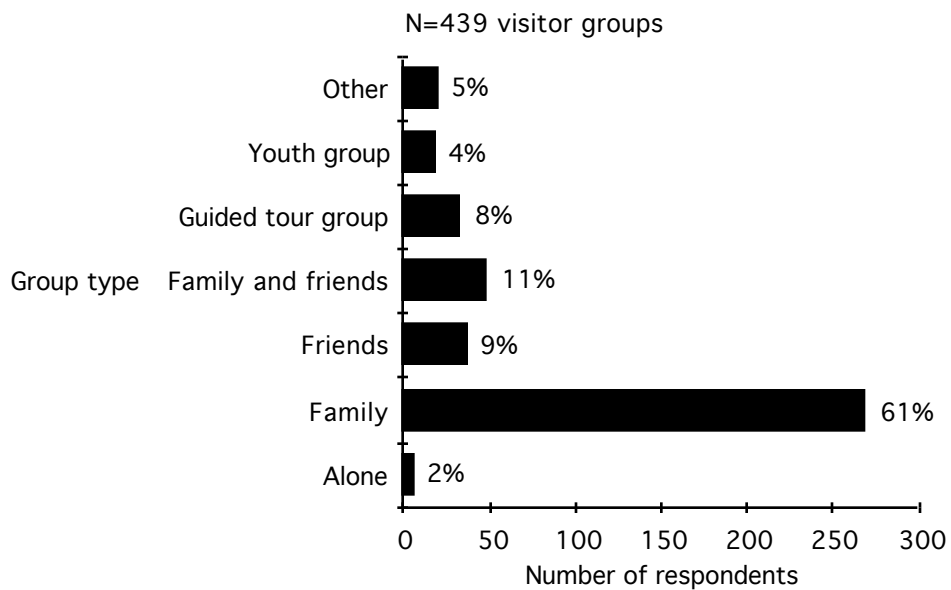
Foreign visitors comprised 14% of all visitation. Map 1 and Table 2 show that most foreign visitors came from western European countries. Fourteen percent of all foreign visitors came from Germany and 12% of all foreign visitors came from the United Kingdom. Map 2 and Table 3 shows that American visitors commonly came from New York (13%), New Jersey (11%), California (10%), and Pennsylvania (7%).

### B. Characteristics (continued)





**Figure 1: Visitor group sizes**



**Figure 2: Visitor group types**

## B. Characteristics (continued)

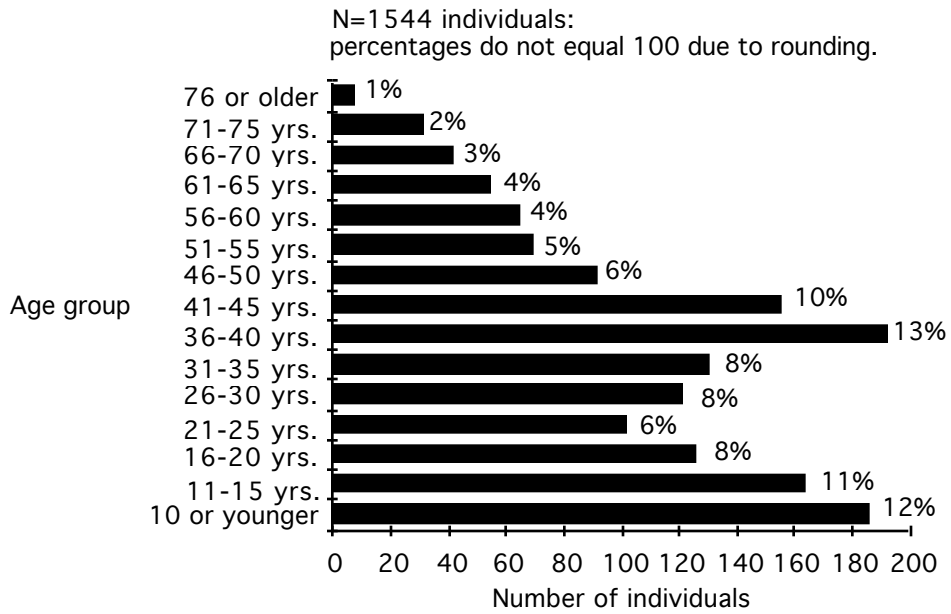


Figure 3: Visitor ages

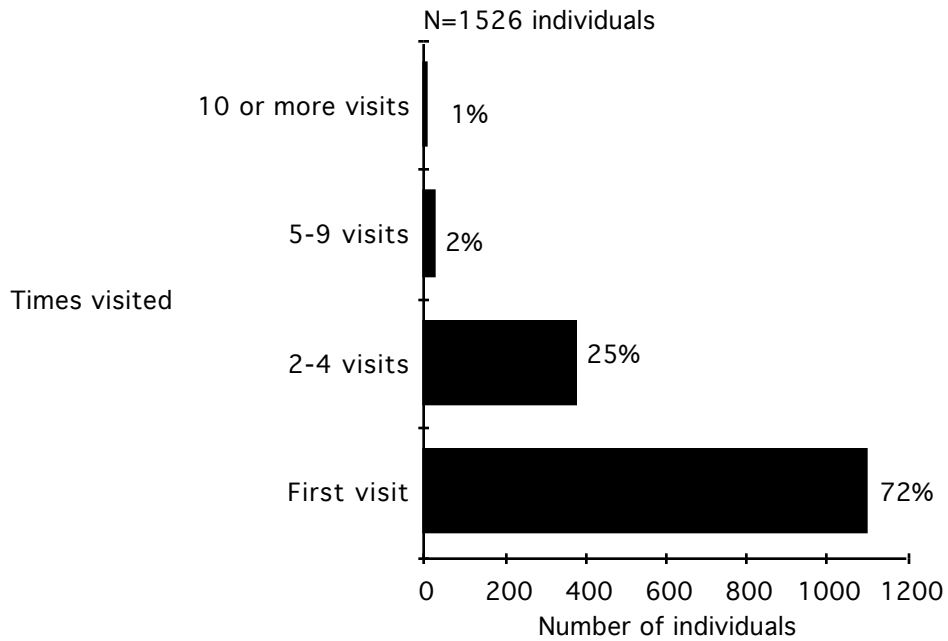
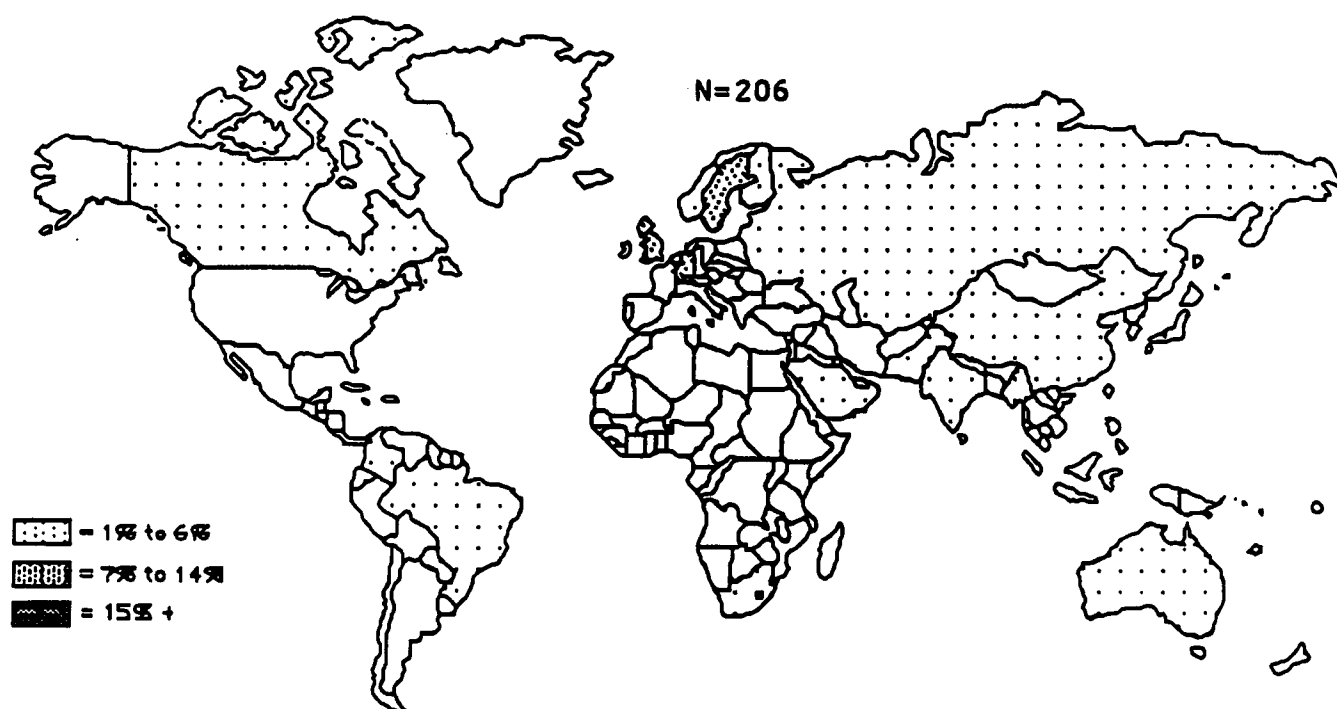


Figure 4: Number of visits

## B. Characteristics (continued)



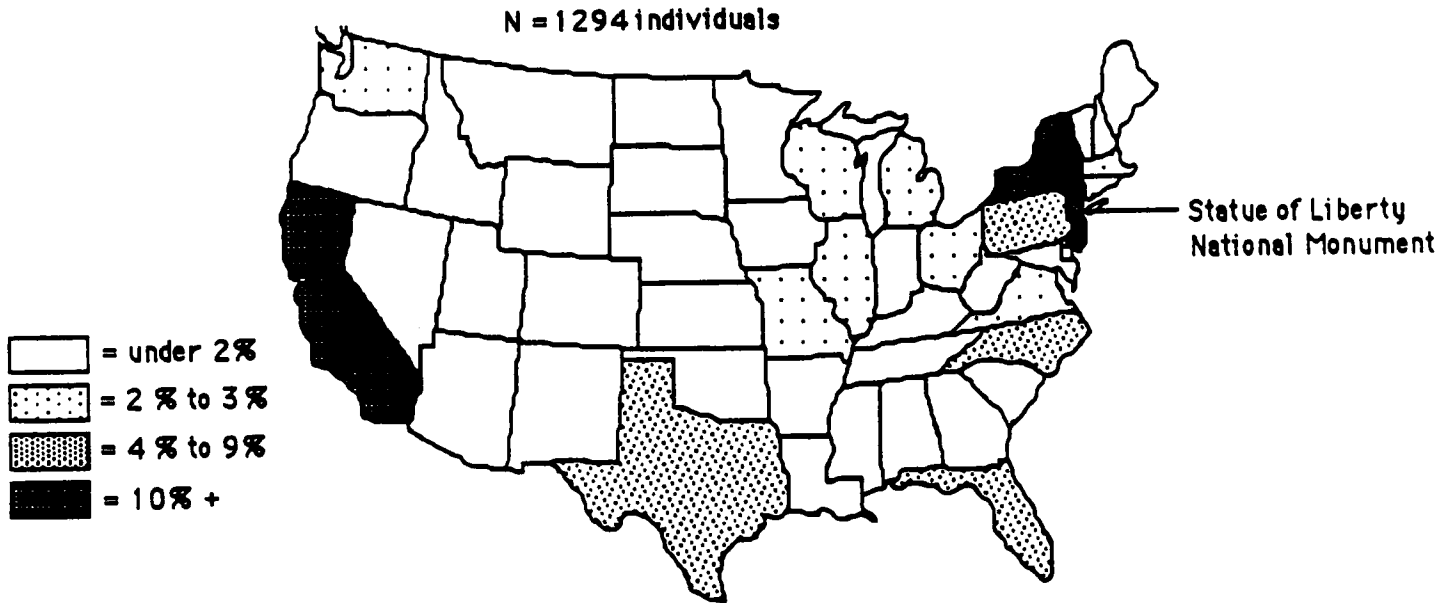
Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=206 individuals from foreign countries;  
percentages do not equal 100 due to rounding.

Country	Number of Individuals	% of foreign visitors
West Germany	28	14
U.K.	24	12
Sweden	21	10
France	13	6
Australia	11	5
Canada	11	5
Netherlands	11	5
Ireland	9	4
Brazil	8	4
Switzerland	8	4
Denmark	7	3
Norway	6	3
China	5	2
Colombia	5	2
Thailand	5	2
Hong Kong	4	2
Israel	4	2
Philippines	4	2
Others (less than 2%)	21	11

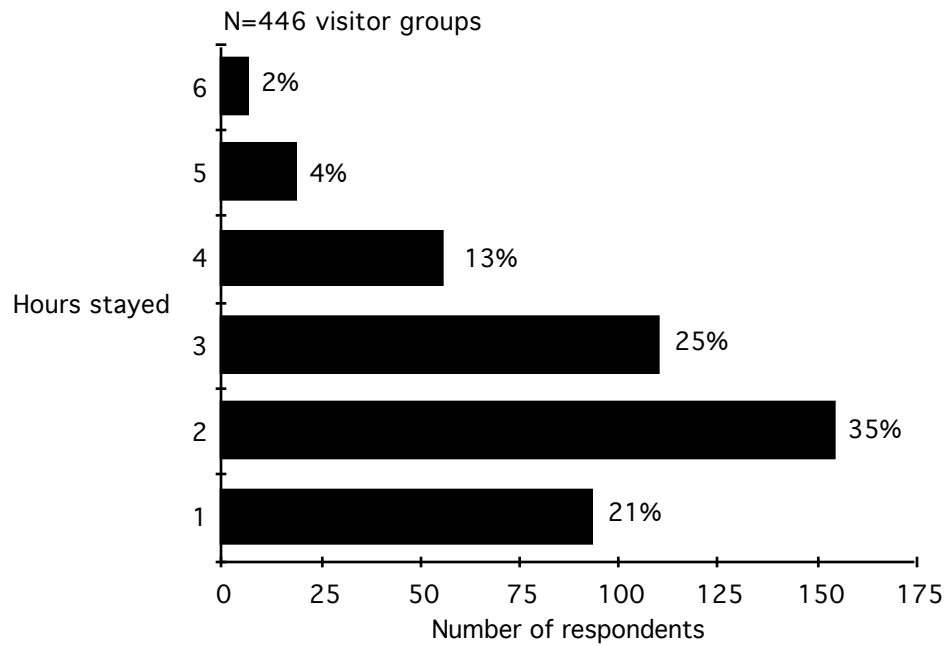
## B. Characteristics (continued)



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state  
N=1294 individuals

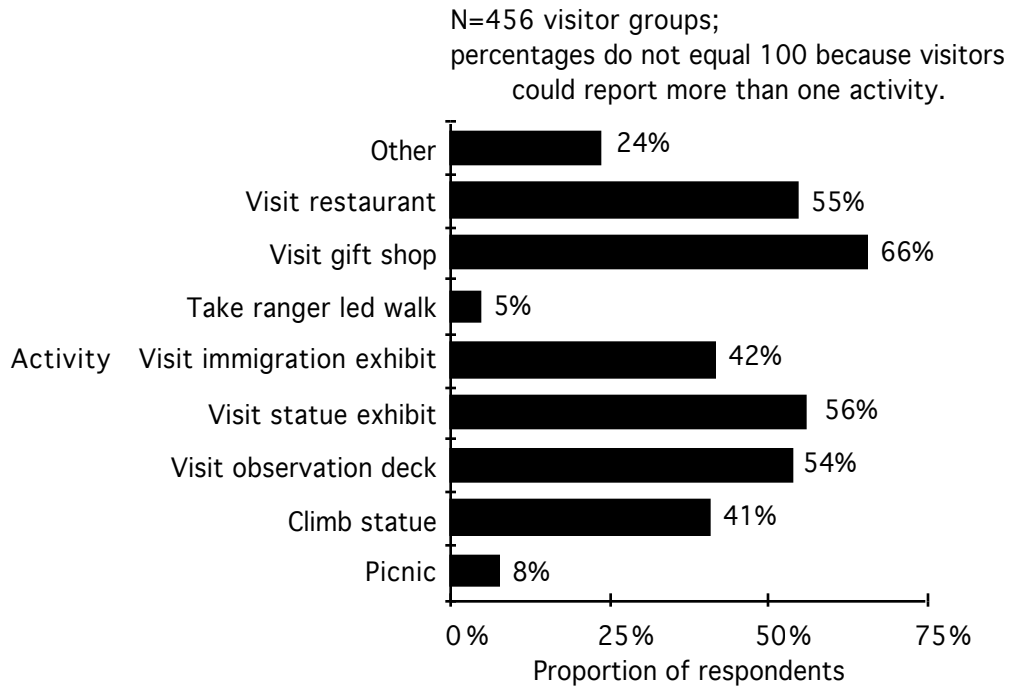
State	Number of individuals	% of visitors
New York	163	13
New Jersey	147	11
California	124	10
Pennsylvania	93	7
Florida	65	5
Texas	58	4
North Carolina	50	4
Illinois	44	3
Michigan	41	3
Ohio	41	3
Connecticut	39	3
Virginia	37	3
Massachusetts	29	2
Wisconsin	24	2
Missouri	20	2
Washington	20	2
Others (less than 2%)	299	23



**Figure 5: Number of hours visitors spent at Statue of Liberty**

#### D. Activities

Figure 6 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were visiting the gift shop (66%), the statue exhibit (56%), the restaurant (55%), and the observation deck (54%). "Other" activities included photography, people watching, sightseeing, walking, and relaxing.

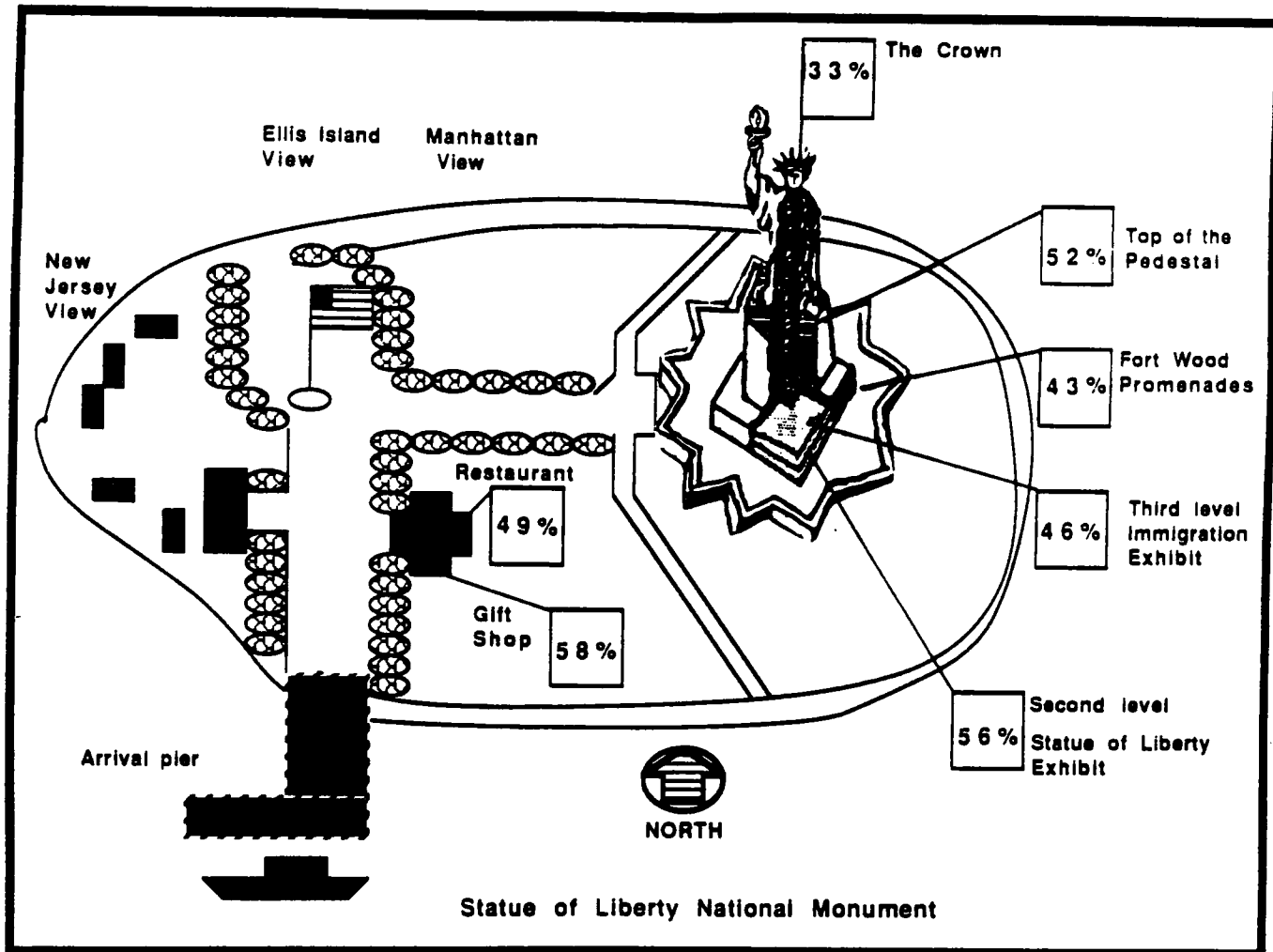


**Figure 6: Proportion of visitor groups participating in each activity**

**E. Locations**

Map 3 shows the proportion of visitor groups that visited selected sites at Statue of Liberty. Fifty-eight percent of visitor groups visited the gift shop, 56% visited the Statue of Liberty Exhibit on the second level, and 33% visited the crown.

N=456 visitor groups;  
percentages do not equal 100 because  
visitors could visit more than one site.

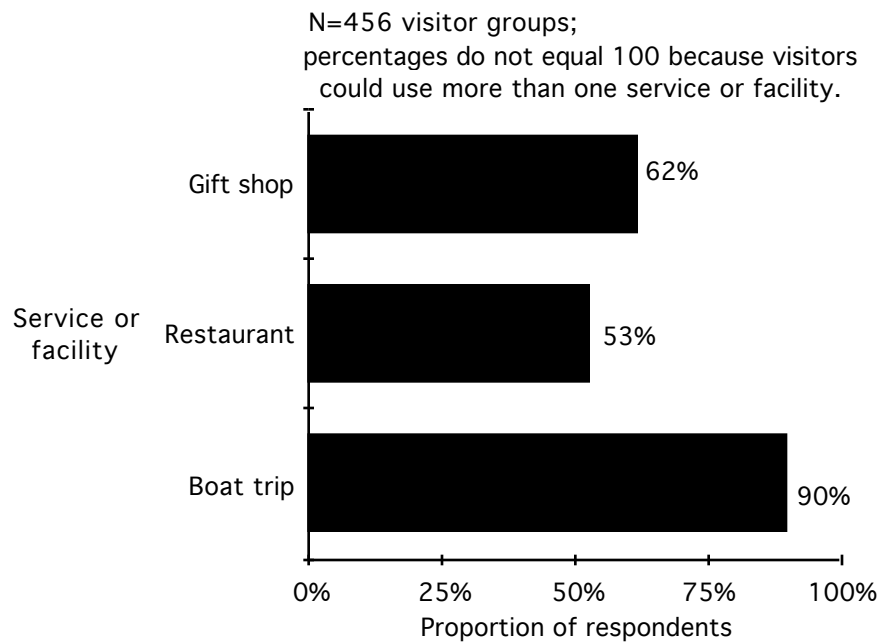


**Map 3: Proportion of visitor groups that visited each site**

#### F. Services/facilities evaluation

Figure 7 shows that 90% of visitor groups took the boat trip to Statue of Liberty. (All visitors must take the boat trip, hence the 10% that did not respond are actually missing or incorrectly completed data). Sixty-two percent shopped at the gift shop and 53% ate at the restaurant.

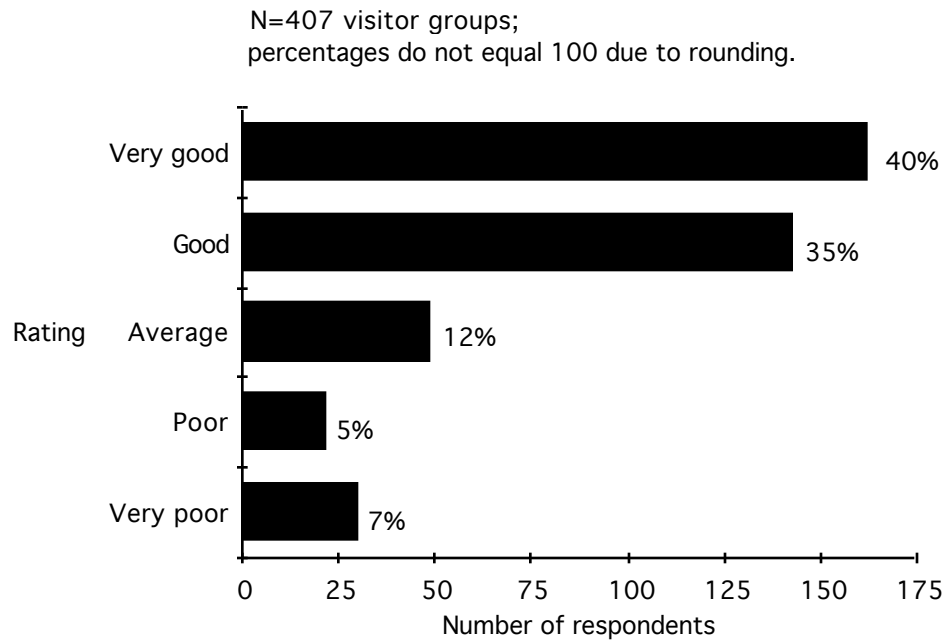
Visitors rated the quality of each service/facility they used. Figures 8-11 show that visitors commonly rated two park services/facilities from 'good' to 'very good': boat trips (75%) and the gift shop (56%).



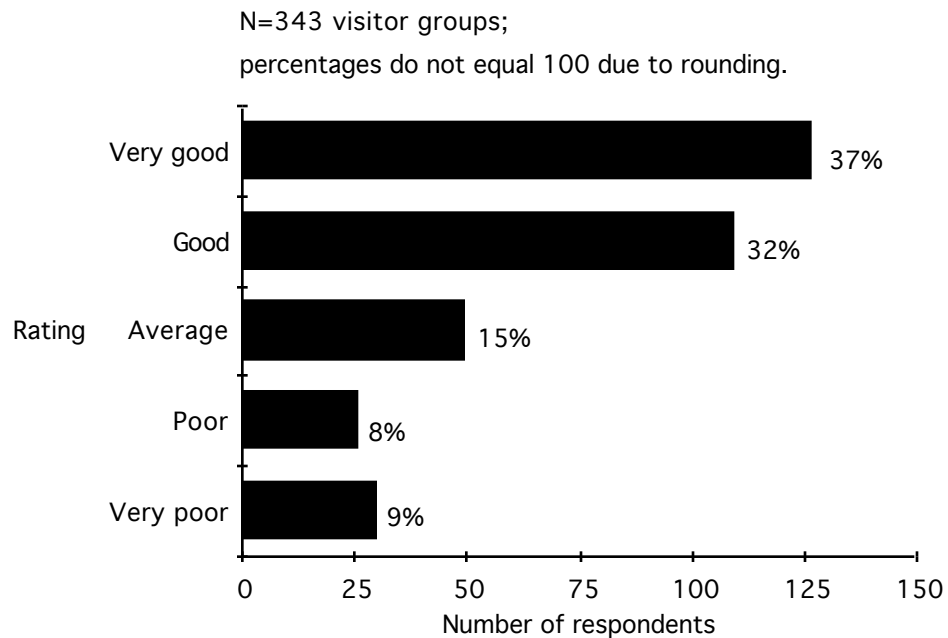
**Figure 7: Proportion of visitors that used each service/facility**



## F. Services/facilities evaluation



**Figure 8: Visitor quality ratings of boat trip**



**Figure 9: Visitor quality ratings of directional signs**

F. Services/facilities evaluation (continued)

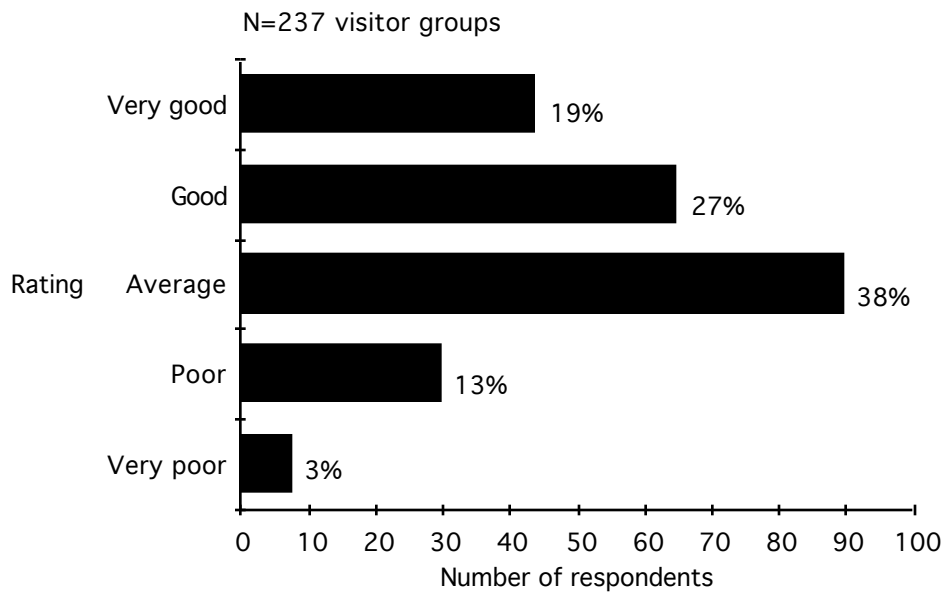


Figure 10: Visitor quality ratings of restaurant

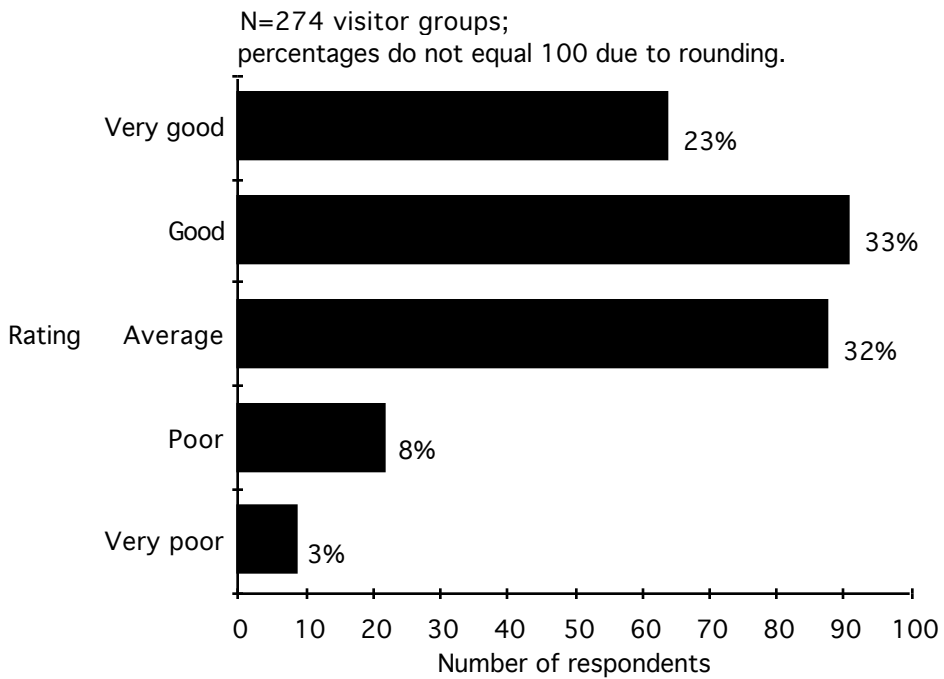
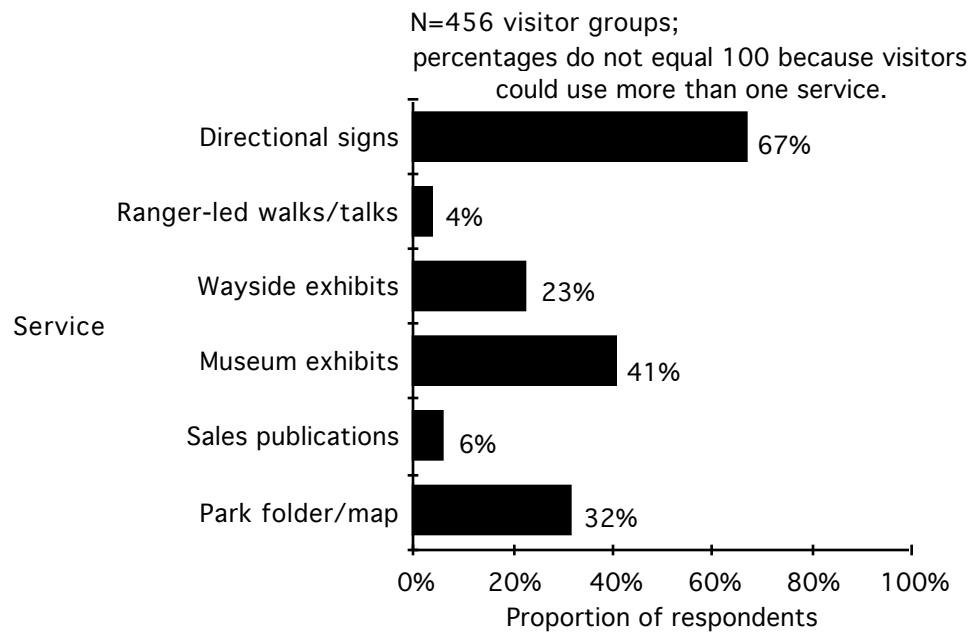


Figure 11: Visitor quality ratings of gift shop

### G. Interpretive/information services evaluation

Figure 12 shows that 67% of visitor groups used the directional signs, 41% used museum exhibits and 32% used the park folder/map.

Visitors rated the usefulness of each service. Figures 13-18 show that visitors commonly rated several services from 'very' to 'extremely useful': museum exhibits (76%), park folder/map (71%), wayside exhibits (67%), and directional signs (64%).



**Figure 12: Proportion of visitors that used each information or interpretive service**

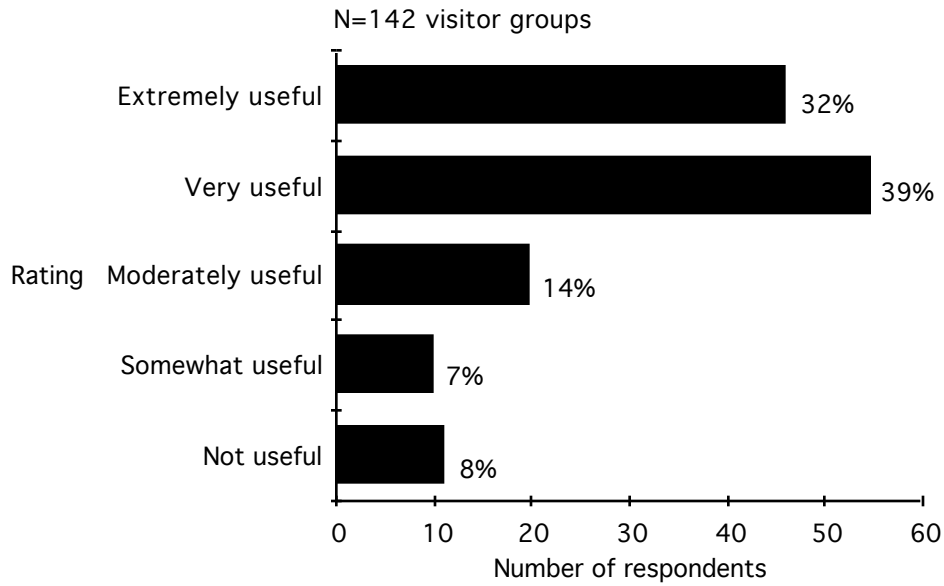


Figure 13: Visitor ratings of park folder/map

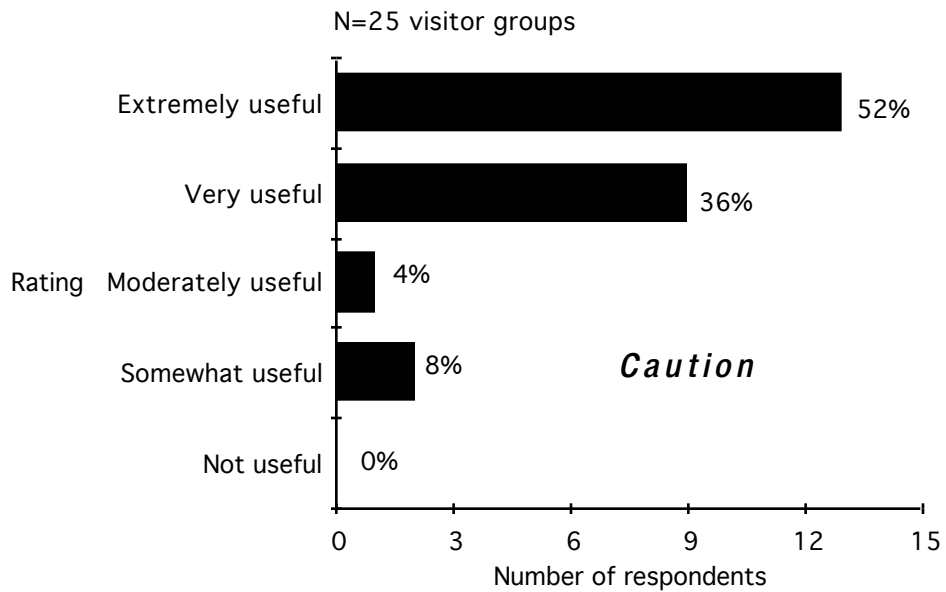
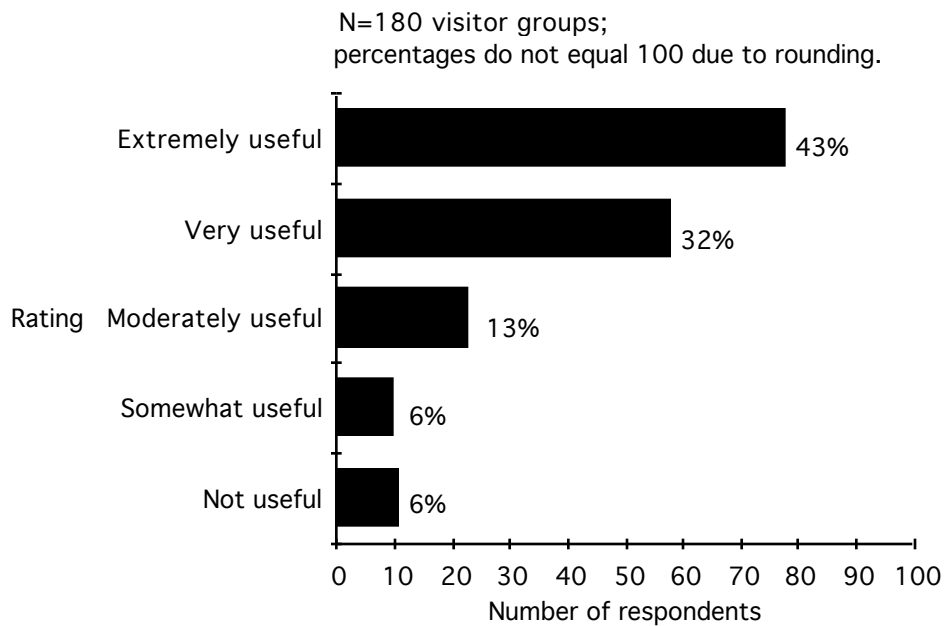
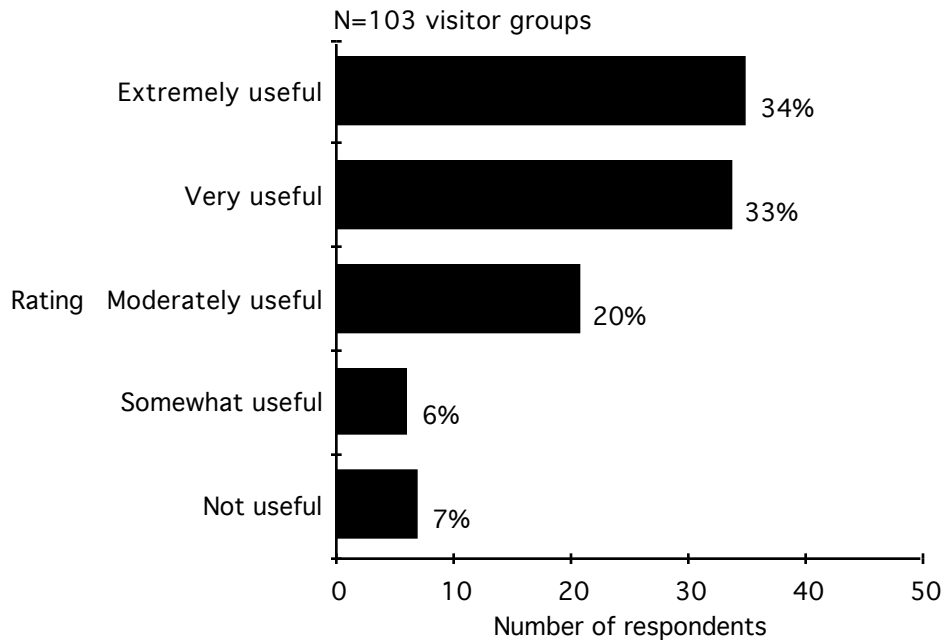


Figure 14: Visitor ratings of sales publications

G. Interpretive/information services evaluation (continued)



**Figure 15: Visitor ratings of museum exhibits**



**Figure 16: Visitor ratings of wayside exhibits**

G. Interpretive/information services evaluation (continued)

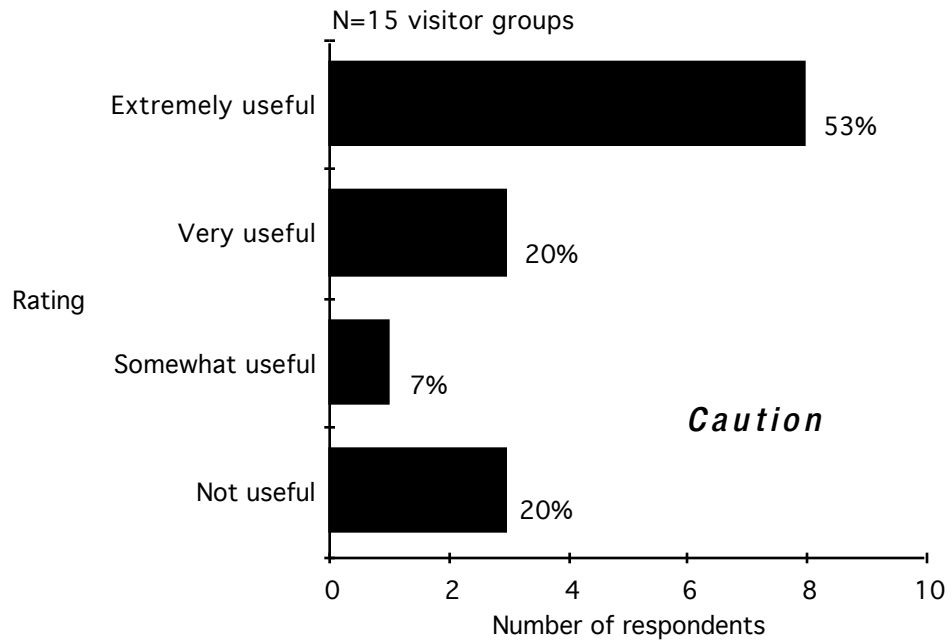


Figure 17: Visitor ratings of ranger-led walks/talks

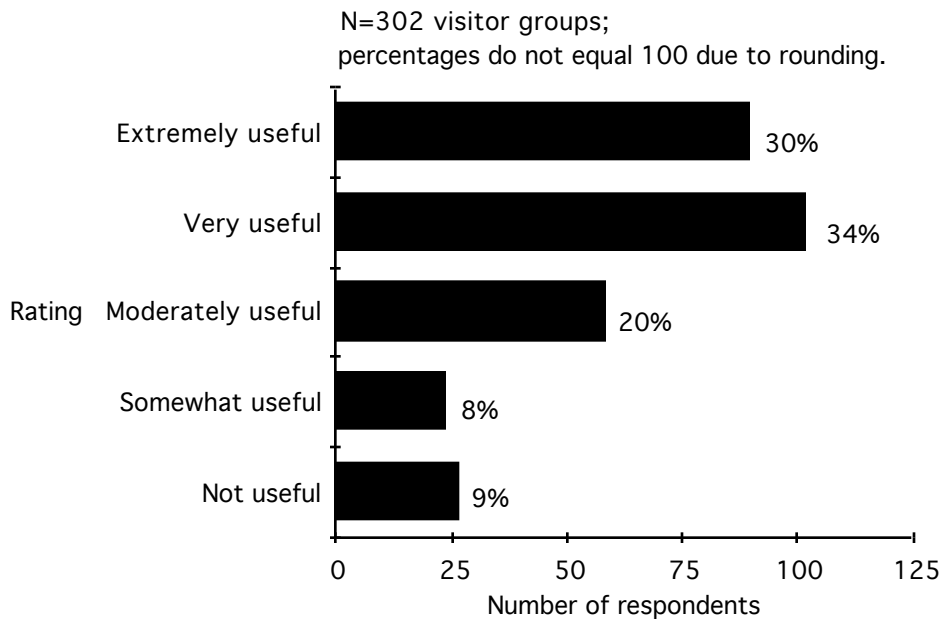


Figure 18: Visitor ratings of directional signs

#### H. Primary reason for visiting Liberty Island

Visitors were asked their primary reason for visiting Liberty Island. Sixty-four percent responded to climb the statue/visit the crown. Thirty-one percent chose "other" for their primary reason; answers included seeing the statue up close and buying souvenirs.

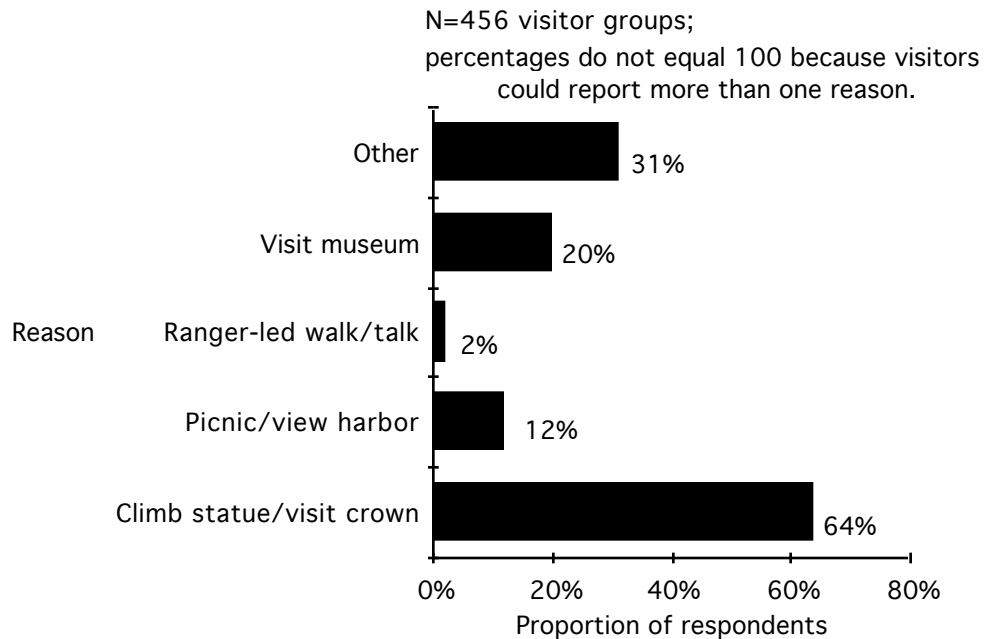


Figure 19: Primary reason for visiting Liberty Island

### I. Visitor likes

Visitors described what they liked most about their visit to Statue of Liberty. Table 3 shows the items that visitors liked. Visitors especially enjoyed seeing the statue up close, the boat ride over to Liberty Island, the view of the New York skyline from Liberty Island, the climb to the crown of the statue, the museum and its different exhibits, and the well maintained and clean park facilities.

**Table 3: Visitor likes**  
N=746 comments; many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff friendly/helpful	9
Rangers friendly/helpful	8
Rangers well trained	1
<b>INTERPRETIVE SERVICES</b>	
Historical significance of statue	32
Museum	25
Statue exhibit	20
Immigration exhibit	19
Excellent roadside exhibits	18
Kodak exhibit	4
<b>FACILITIES AND MAINTENANCE</b>	
Well maintained/clean park facilities	47
Statue restoration	12
Organization/management of Liberty Island	8
Directional signs	3
Location of statue	3
Clean restrooms	3
Fort Wood Promenade	2
Elevator	1
Picnic benches available	1
<b>POLICIES</b>	
Not too commercial	1
No vendors on grounds	1

### I. Visitor likes: CONCESSIONS



**CONCESSIONS**

Boat ride	61
View during boat ride	16
Gift shop	4
Restaurant	2
Bus tour	1
Cost of boat ride	1
Food	1
T shirts	1
Souvenirs	1
Restaurant prices reasonable	1

**GENERAL IMPRESSIONS**

Seeing the statue	172
Views	75
Climb to the top of the statue	40
View of New York sky line	30
Statue made me feel patriotic	22
Everything	21
Park enjoyable/impressive/beautiful	18
Walking around island	15
Diversity of visitors	8
Harbor view	7
Peacefulness of island	6
Weather	6
Picnicking	5
Ellis Island	3
Lack of crowds	3
Interesting/informative	2
Green foam crown	1
Nothing	1
Photography	1
Convenience	1
Entertainment while in line	1
Cancellation stamp	1

### J. Visitor dislikes

Visitors described what they liked least about their visit to Statue of Liberty. Table 4 shows the items that visitors liked least. They especially disliked waiting in line, crowds, lack of separate access to the museum, lack of air circulating in the statue and the temperature inside the statue.

**Table 4: Visitor dislikes**

N= 635 comments; many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
<b>National Park Service</b>	
Rude employee	1
<b>Concession</b>	
Restaurant employees unfriendly	4
Restaurant employees slow	2
Ticket seller for boat was rude	2
Restaurant employees not attentive	1
Gift shop employee unfriendly	1
Crew on boat rude	1
<b>INTERPRETIVE SERVICES</b>	
<b>Nonpersonal</b>	
Lack of park brochures	4
Lack of foreign language exhibits	2
<b>Personal</b>	
Need more ranger programs in foreign languages	1
<b>FACILITIES AND MAINTENANCE</b>	
Temperature in statue too hot	29
Lack of separate access to museum	24
Lack of air circulating in statue	22
Narrow steps	17
Not enough signs about waiting in line	13
No elevator to crown	13
No access to crown for elderly	5
Lack of directional signs	4

**J. Visitor dislikes: FACILITIES AND MAINTENANCE (continued)**

Lack of foreign language directional signs	2
Elevator stuck	2
Elevator too small	2
Lack of benches	2
Water fountains did not work	2
Not enough water fountains	2
Bathrooms dirty	2
Long lines to bathrooms	2
Lack of shade over waiting line	2
Lack of visitor storage areas	1
Not enough flowers	1
Stairs dirty	1
Crowded bathrooms	1
Litter on arrival pier	1
Harbor pollution	1
Not enough clocks	1
Lack of directional signs in N.Y.C. to Statue of Liberty	1
Walkway at Liberty State Park New Jersey not completed	1

**POLICIES****Regulations**

Park needs to extend hours of operation	1
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**Enforcement**

Lack of crowd control on the departure pier	1
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**CONCESSIONS****Restaurant**

Poor food quality	10
Food over-priced	9
Lines too long	4
Poor service in restaurant	4
Restaurant	3
Area not clean	3
Poor selection of food	2
Never found restaurant/gift shop	1
Soft drinks poor quality	1
Too noisy around restaurant pay phones	1
Waiting time in restaurant	1
Small portions of food	1

**Boat Ride**

Waiting time for boats	5
Too crowded	3
Not enough boats arriving/departing	2

**J. Visitor dislikes: CONCESSIONS (continued)**

Boats need more exits	2
Long lines to boat	2
Got sick from boat ice cream	1
Too many boats arriving at same time	1
Lack of estimated time of departure signs	1

**Gift shop**

Too crowded	10
Too hot	2
Souvenirs tacky	2
Over priced	1

**General**

Tour company does not allow enough time to visit	6
Parking too expensive	2
Waiting for tour bus	1
Dirty bathrooms at Battery Park	1
Car broken into	1

**GENERAL IMPRESSIONS**

Waiting in line	111
Too long a wait to get in	84
Crowds	52
Not enough time due to crowds	31
Nothing	27
Weather	14
Climb to the crown	11
Slow moving lines	10
Walking up all the steps	8
Pushed & crushed by crowds	7
Pigeons	4
Crown was closed	2
Smog	2
Noisy kids	2
View from crown	2
No access to Ellis Island	2
Everything	1
Not enough English speaking people visiting	1
Did not get to visit arm	1
Vendors in N.J. too noisy	1
Too many kids	1
Island rather boring	1
Street people at Battery Park	1
Misbehaving foreigners	1

## K. Comment summary

Volume 2 of this report contains unedited comments made by visitors. A summary of these comments appears below, and is included in Volume 2. A wide variety of topics are discussed, including natural features, personnel, maintenance and interpretive programs.

### Visitor Comment Summary

N= 434 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
<b>National Park Service</b>	
Park staff friendly/helpful	12
Rangers friendly/helpful	8
Elevator operator unfriendly	1
Park well staffed	1
Park understaffed	1
<b>Concession</b>	
Gift shop staff friendly/helpful	3
Discourteous food sellers on boat	1
Restaurant workers need more motivation	1
Boat crews nice/helpful	1
<b>INTERPRETIVE SERVICES</b>	
<b>Nonpersonal</b>	
Want exhibits placed in statue stairway	6
Enjoyed immigration exhibit	5
Could not get a park brochure	3
Want all exhibits/signs in foreign languages	1
Some museum exhibits too worn	1
Want more information about obtaining family history	1
Need better access to Ellis Island immigration records	1
Immigration exhibit needs better text	1
Play tape about restoration in statue stair way	1
Publicize poor parking in Manhattan	1
Could not find Emma Lazarus inscription	1
Need video on how to visit park	1
Need more information about French contribution	1

K. Comment Summary: INTERPRETIVE SERVICES (continued)

**Personal**

Ranger-led tours need to be better advertised	6
Information booth needed	2
Need student programs about respecting NPS	1
Need distraction for children in line	1

**FACILITIES AND MAINTENANCE**

Clean, well maintained park	25
Well organized	11
Air conditioning needed in statue	10
Separate entrance to the museum needed	9
Elevator to the crown needed	7
Signs for lines unclear	5
Statue stair way too narrow/crowded	4
Better direction signs to statue in N.Y.C.	4
Need more signs about lines and their destinations	3
Need more signs warning handicapped/elderly of climb	3
Need more park benches	3
Improve grounds	3
Handicap/elderly access needed to crown	3
Statue stairway needs better lighting	2
North restricted pier a disgrace	2
Need more water fountains	2
Need more no smoking signs	1
Better directional signs	1
Direction signs to boats poor	1
More shaded areas needed	1
Better parking area	1
Too many weeds	1
Direction signs should be overhead	1
Police grounds more	1
Empty trash cans more often	1
Play ground for kids needed	1
Put in more trash cans	1
Restrooms clean	1

**CONCESSIONS****Restaurant**

Food tasted fine/good	5
Restaurant eating area dirty	3
Food lines moved quickly	2
Food lines moved too slowly	2
Restaurant needs more variety of food	2
Kosher refreshments needed	1
Restaurant restrooms dirty	1

**K. Comment Summary: CONCESSIONS--Restaurant (continued)**

Food prices acceptable	1
Soft drinks taste poor	1
Restaurant prices too high	1

**Boat ride**

Enjoyed boat ride	3
Post boat schedules	1
Provide more seats on boats	1
Enjoyed singing at dock	1
N.J. boat ride better than N.Y.	1
Boat ride needs interpretive presentation	1

**Gift shop**

Well organized	2
Too crowded	2
Glad to see postcards in foreign languages	1
Postcard in Spanish is translated wrong	1
Sell Statue of Liberty ear rings	1
Gift shop prices reasonable	1
Advertise need for tram tour reservations	1
Prices need to be marked better	1

**General**

Food prices near Manhattan dock too high	1
Inform public before they get on boat that crown is closed	1

**VISITOR SERVICES PROJECT**

Sorry misplaced first questionnaire	6
Survey commendable	1
Survey too long	1

**NATIONAL PARK SERVICE**

NPS does a good job	6
More effort should be made to preserve our national parks	1

**GENERAL IMPRESSIONS**

Enjoyed visit	60
Statue creates patriotic feelings	29
Will return	25
Shorten lines	11
Thank you for restoring monument	10
Will never forget visit	8
Not enough time to visit	8

**K. Comment Summary: GENERAL IMPRESSIONS (continued)**

Support a reservation system	6
Family gave donation for restoration	6
Need separate lines for crown & promenades	6
Looking forward to reopening of Ellis Island	5
Enjoyed skyline	4
Beautiful park	3
Visit worth time and effort	3
Best site in New York	3
Disappointed crown closed	3
Will recommend visit to others	2
Wonderful learning experience	2
Teachers should be held accountable for their groups	2
Good place to relax	2
Walk to top was worth it	2
Too much smog	1
Need motel in park	1
Glad I came early	1
Disappointed name was not on the list of contributors	1
Hot day	1
Attacked by mosquitos	1
Will not visit again	1
Keep up the good work	1
Liberty State Park needs repairs	1



## MENU FOR FURTHER ANALYSIS

This report contains only some of the information that can be provided by the results of this study. By combining characteristics (or "variables") such as site visited, group size, activity and so forth, many further analyses can be made. Park personnel may wish to see other tables, graphs, and maps in order to learn more about the visitors. This menu is provided so that the ordering of further data can be done easily. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which activities a particular age group engaged in, a comparison of activity by age group could be requested; if knowledge about use of services varied among group types was required, a comparison of use of services by group type could be requested.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge was desired about the different activities of visitor group types at each site, a comparison of (activity by site visited) by group type could be requested; if knowledge about which age groups were participating in an activity at a particular site was required, a comparison of (age group by activity) by site visited could be requested.

In the first section of the sample order form found on the next page is a complete list of the characteristics for which information was collected from the visitors to Statue of Liberty. Below this list is a series of two blanks that are provided for specifying the variables that are to be requested in two-way comparisons. Simply select the two variables of interest from the list and write them in the spaces provided. Blank order forms are provided.

Should a three-way comparison be required, the next section of the order form provides blanks for specifying each of the three characteristics of interest. Simply write down the names of those specific variables required for each comparison requested. For example, if a comparison of activity by group type by age group is required, each of these variables should be listed in the space provided on the order form.

SAMPLE

Analysis Order Form  
Visitor Services Project  
Report 22 (STLI)

Date of request: \_\_\_\_\_  
Person requesting analysis: \_\_\_\_\_  
Phone number (commercial): \_\_\_\_\_

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- Group size
- Group type
- Age
- State residence
- Number of visits
- Length of stay
- Activity
- Site visited
- Entry time
- Entry day
- Reason for visiting
- Service/facility used
- Service/facility quality
- Information/interpretive service used
- Info/interpretive service usefulness
- Interview distribution site

Two-way comparisons (please write in the appropriate variables from the above list)  
Group type by Site visited

Three-way comparisons (please write in the appropriate variables from the above list)  
Group type by Site visited by Activity

Special instructions  
(It may be helpful to know what format you need,  
the purpose for the information, and  
so forth)

Mail to:  
Cooperative Park Studies Unit  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83843

**Analysis Order Form  
Visitor Services Project  
Report 22 (Statue of Liberty)**

Date of request: \_\_\_\_/\_\_\_\_/\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list specifies all of the variables available for comparison from the visitor survey conducted at this park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- Group size
- Group type
- Age
- State residence
- Number of visits
- Length of stay
- Activity
- Site visited
- Entry time
- Entry day
- Reason for visiting
- Service/facility used
- Service/facility quality
- Information/interpretive service used
- Info/interpretive service usefulness

Two-way comparisons (please write in the appropriate variables from the above list):

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

Three-way comparisons (please write in the appropriate variables from the above list):

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Mail to:  
Cooperative Park Studies Unit  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83843**

**APPENDIX**

**Questionnaire**

## Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

<u>Report #</u>	<u>Title</u>	<u>Report #</u>	<u>Title</u>
1.	Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.		
2.	Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.		
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.		
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.		
5.	North Cascades National Park Service Complex, 1985.		
6.	Crater Lake National Park, 1986.		
7.	Gettysburg National Military Park, 1987.		
8.	Independence National Historical Park, 1987.		
9.	Valley Forge National Historical Park, 1987.		
10.	Colonial National Historical Park, 1988.		
11.	Grand Teton National Park, 1988.		
12.	Harpers Ferry National Historical Park, 1988.		
13.	Mesa Verde National Park, 1988.		
14.	Shenandoah National Park, 1988.		
15.	Yellowstone National Park, 1988.		
16.	Independence National Historical Park: Four Seasons Study, 1988.		
17.	Glen Canyon National Recreation Area, 1989.		

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For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

### Publications of the Visitor Services Project

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<u>Report #</u>	<u>Title</u>
-----------------	--------------

- |     |   |
|-----|---|
| 18. | Denali National Park and Preserve, 1989.              |
| 19. | Bryce Canyon National Park, 1989.                     |
| 20. | Craters of the Moon National Monument, 1989.          |
| 21. | Everglades National Park, 1989.                       |
| 22. | Statue of Liberty National Monument,<br>1990.         |
| 23. | The White House Tours, President's<br>1990.           |
| 24. | Lincoln Home National Historic Site,<br>1990.         |
| 25. | Yellowstone National Park, 1990.                      |
| 26. | Delaware Water Gap National<br>Recreation Area, 1990. |
| 27. | Muir Woods National Monument,<br>1990.                |

**STAMP**

**OFFICIAL BUSINESS**

**Visitor Services Project  
Cooperative Park Studies Unit  
Department of Forest Resources  
College of Forestry, Wildlife and  
Range Sciences  
University of Idaho  
Moscow, Idaho 83843**

## Publications of the Visitor Services Project

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<u>Report #</u>	<u>Title</u>	<u>Report #</u>	<u>Title</u>
1.	Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.	13.	Mesa Verde National Park, 1988.
2.	Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.	14.	Shenandoah National Park, 1988.
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.	15.	Yellowstone National Park, 1988.
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.	16.	Independence National Historical Park; Four Seasons Study, 1988.
5.	North Cascades National Park Service Complex, 1985.	17.	Glen Canyon National Recreation Area, 1989.
6.	Crater Lake National Park, 1986.	18.	Denali National Park and Preserve, 1989.
7.	Gettysburg National Military Park, 1987.	19.	Bryce Canyon National Park, 1989.
8.	Independence National Historical Park, 1987.	20.	Craters of the Moon National Monument, 1989.
9.	Valley Forge National Historical Park, 1987.	21.	Everglades National Park, 1989.
10.	Colonial National Historical Park, 1988.	22.	Statue of Liberty National Monument, 1990.
11.	Grand Teton National Park, 1988.	23.	The White House Tours, President's Park, 1989.
12.	Harpers Ferry National Historical Park, 1988.	24.	Lincoln Home National Historic Site, 1990.
		25.	Yellowstone National Park, 1990.
		26.	Delaware Water Gap National Recreation Area, 1990.
		27.	Muir Woods National Monument, 1990.

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For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.



**Visitor Services Project**  
**Statue of Liberty**  
**National Monument**

**Volume 2 of 2**

**Visitor Services Project**

**Statue of Liberty  
National Monument**

**Volume 2 of 2**

Dwight L. Madison

Gary E. Machlis

**Report 22**

January 1990

This volume contains a summary of comments made by visitors who participated in the study. The summary is followed by their unedited comments.

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Dwight Madison is the VSP Eastern Coordinator, and Dr. Machlis is Sociology Project Leader, both with the Cooperative Park Studies Unit, National Park Service, University of Idaho. We thank the staff at Statue of Liberty National Monument for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for their technical assistance.

## I. Visitor likes

Visitors described what they liked most about their visit to Statue of Liberty. Table 3 shows the items that visitors liked. Visitors especially enjoyed seeing the statue up close, the boat ride over to Liberty Island, the view of the New York skyline from Liberty Island, the climb to the crown of the statue, the museum and its different exhibits, and the well maintained and clean park facilities.

**Table 3: Visitor likes**

N=746 comments; many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Park staff friendly/helpful	9
Rangers friendly/helpful	8
Rangers well trained	1
<b>INTERPRETIVE SERVICES</b>	
Historical significance of statue	32
Museum	25
Statue exhibit	20
Immigration exhibit	19
Excellent roadside exhibits	18
Kodak exhibit	4
<b>FACILITIES AND MAINTENANCE</b>	
Well maintained/clean park facilities	47
Statue restoration	12
Organization/management of Liberty Island	8
Directional signs	3
Location of statue	3
Clean restrooms	3
Fort Wood Promenade	2
Elevator	1
Picnic benches available	1
<b>POLICIES</b>	
Not too commercial	1
No vendors on grounds	1

## I. Visitor likes: CONCESSIONS

**CONCESSIONS**

Boat ride	61
View during boat ride	16
Gift shop	4
Restaurant	2
Bus tour	1
Cost of boat ride	1
Food	1
T shirts	1
Souvenirs	1
Restaurant prices reasonable	1

**GENERAL IMPRESSIONS**

Seeing the statue	172
Views	75
Climb to the top of the statue	40
View of New York sky line	30
Statue made me feel patriotic	22
Everything	21
Park enjoyable/impressive/beautiful	18
Walking around island	15
Diversity of visitors	8
Harbor view	7
Peacefulness of island	6
Weather	6
Picnicking	5
Ellis Island	3
Lack of crowds	3
Interesting/informative	2
Green foam crown	1
Nothing	1
Photography	1
Convenience	1
Entertainment while in line	1
Cancellation stamp	1

## J. Visitor dislikes

Visitors described what they liked least about their visit to Statue of Liberty. Table 4 shows the items that visitors liked least. They especially disliked waiting in line, crowds, lack of separate access to the museum, lack of air circulating in the statue and the temperature inside the statue.

**Table 4: Visitor dislikes**

N= 635 comments; many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
<b>National Park Service</b>	
Rude employee	1
<b>Concession</b>	
Restaurant employees unfriendly	4
Restaurant employees slow	2
Ticket seller for boat was rude	2
Restaurant employees not attentive	1
Gift shop employee unfriendly	1
Crew on boat rude	1
<b>INTERPRETIVE SERVICES</b>	
<b>Nonpersonal</b>	
Lack of park brochures	4
Lack of foreign language exhibits	2
<b>Personal</b>	
Need more ranger programs in foreign languages	1
<b>FACILITIES AND MAINTENANCE</b>	
Temperature in statue too hot	29
Lack of separate access to museum	24
Lack of air circulating in statue	22
Narrow steps	17
Not enough signs about waiting in line	13
No elevator to crown	13
No access to crown for elderly	5
Lack of directional signs	4

**J. Visitor dislikes: FACILITIES AND MAINTENANCE (continued)**

Lack of foreign language directional signs	2
Elevator stuck	2
Elevator too small	2
Lack of benches	2
Water fountains did not work	2
Not enough water fountains	2
Bathrooms dirty	2
Long lines to bathrooms	2
Lack of shade over waiting line	2
Lack of visitor storage areas	1
Not enough flowers	1
Stairs dirty	1
Crowded bathrooms	1
Litter on arrival pier	1
Harbor pollution	1
Not enough clocks	1
Lack of directional signs in N.Y.C. to Statue of Liberty	1
Walkway at Liberty State Park New Jersey not completed	1

**POLICIES****Regulations**

Park needs to extend hours of operation	1
---	---

**Enforcement**

Lack of crowd control on the departure pier	1
---	---

**CONCESSIONS****Restaurant**

Poor food quality	10
Food over-priced	9
Lines too long	4
Poor service in restaurant	4
Restaurant	3
Area not clean	3
Poor selection of food	2
Never found restaurant/gift shop	1
Soft drinks poor quality	1
Too noisy around restaurant pay phones	1
Waiting time in restaurant	1
Small portions of food	1

**Boat Ride**

Waiting time for boats	5
Too crowded	3
Not enough boats arriving/departing	2

**J. Visitor dislikes: CONCESSIONS (continued)**

Boats need more exits	2
Long lines to boat	2
Got sick from boat ice cream	1
Too many boats arriving at same time	1
Lack of estimated time of departure signs	1

**Gift shop**

Too crowded	10
Too hot	2
Souvenirs tacky	2
Over priced	1

**General**

Tour company does not allow enough time to visit	6
Parking too expensive	2
Waiting for tour bus	1
Dirty bathrooms at Battery Park	1
Car broken into	1

**GENERAL IMPRESSIONS**

Waiting in line	111
Too long a wait to get in	84
Crowds	52
Not enough time due to crowds	31
Nothing	27
Weather	14
Climb to the crown	11
Slow moving lines	10
Walking up all the steps	8
Pushed & crushed by crowds	7
Pigeons	4
Crown was closed	2
Smog	2
Noisy kids	2
View from crown	2
No access to Ellis Island	2
Everything	1
Not enough English speaking people visiting	1
Did not get to visit arm	1
Vendors in N.J. too noisy	1
Too many kids	1
Island rather boring	1
Street people at Battery Park	1
Misbehaving foreigners	1

## K. Comment summary

Volume 2 of this report contains unedited comments made by visitors. A summary of these comments appears below, and is included in Volume 2. A wide variety of topics are discussed, including natural features, personnel, maintenance and interpretive programs.

### Visitor Comment Summary

N= 434 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
<b>National Park Service</b>	
Park staff friendly/helpful	12
Rangers friendly/helpful	8
Elevator operator unfriendly	1
Park well staffed	1
Park understaffed	1
<b>Concession</b>	
Gift shop staff friendly/helpful	3
Discourteous food sellers on boat	1
Restaurant workers need more motivation	1
Boat crews nice/helpful	1
<b>INTERPRETIVE SERVICES</b>	
<b>Nonpersonal</b>	
Want exhibits placed in statue stairway	6
Enjoyed immigration exhibit	5
Could not get a park brochure	3
Want all exhibits/signs in foreign languages	1
Some museum exhibits too worn	1
Want more information about obtaining family history	1
Need better access to Ellis Island immigration records	1
Immigration exhibit needs better text	1
Play tape about restoration in statue stair way	1
Publicize poor parking in Manhattan	1
Could not find Emma Lazarus inscription	1
Need video on how to visit park	1
Need more information about French contribution	1

### K. Comment Summary: INTERPRETIVE SERVICES (continued)



**Personal**

Ranger-led tours need to be better advertised	6
Information booth needed	2
Need student programs about respecting NPS	1
Need distraction for children in line	1

**FACILITIES AND MAINTENANCE**

Clean, well maintained park	25
Well organized	11
Air conditioning needed in statue	10
Separate entrance to the museum needed	9
Elevator to the crown needed	7
Signs for lines unclear	5
Statue stair way too narrow/crowded	4
Better direction signs to statue in N.Y.C.	4
Need more signs about lines and their destinations	3
Need more signs warning handicapped/elderly of climb	3
Need more park benches	3
Improve grounds	3
Handicap/elderly access needed to crown	3
Statue stairway needs better lighting	2
North restricted pier a disgrace	2
Need more water fountains	2
Need more no smoking signs	1
Better directional signs	1
Direction signs to boats poor	1
More shaded areas needed	1
Better parking area	1
Too many weeds	1
Direction signs should be overhead	1
Police grounds more	1
Empty trash cans more often	1
Play ground for kids needed	1
Put in more trash cans	1
Restrooms clean	1

**CONCESSIONS****Restaurant**

Food tasted fine/good	5
Restaurant eating area dirty	3
Food lines moved quickly	2
Food lines moved too slowly	2
Restaurant needs more variety of food	2
Kosher refreshments needed	1
Restaurant restrooms dirty	1

**K. Comment Summary: CONCESSIONS--Restaurant (continued)**

Food prices acceptable	1
Soft drinks taste poor	1
Restaurant prices too high	1

**Boat ride**

Enjoyed boat ride	3
Post boat schedules	1
Provide more seats on boats	1
Enjoyed singing at dock	1
N.J. boat ride better than N.Y.	1
Boat ride needs interpretive presentation	1

**Gift shop**

Well organized	2
Too crowded	2
Glad to see postcards in foreign languages	1
Postcard in Spanish is translated wrong	1
Sell Statue of Liberty ear rings	1
Gift shop prices reasonable	1
Advertise need for tram tour reservations	1
Prices need to be marked better	1

**General**

Food prices near Manhattan dock too high	1
Inform public before they get on boat that crown is closed	1

**VISITOR SERVICES PROJECT**

Sorry misplaced first questionnaire	6
Survey commendable	1
Survey too long	1

**NATIONAL PARK SERVICE**

NPS does a good job	6
More effort should be made to preserve our national parks	1

**GENERAL IMPRESSIONS**

Enjoyed visit	60
Statue creates patriotic feelings	29
Will return	25
Shorten lines	11
Thank you for restoring monument	10
Will never forget visit	8
Not enough time to visit	8

**K. Comment Summary: GENERAL IMPRESSIONS (continued)**

Support a reservation system	6
Family gave donation for restoration	6
Need separate lines for crown & promenades	6
Looking forward to reopening of Ellis Island	5
Enjoyed skyline	4
Beautiful park	3
Visit worth time and effort	3
Best site in New York	3
Disappointed crown closed	3
Will recommend visit to others	2
Wonderful learning experience	2
Teachers should be held accountable for their groups	2
Good place to relax	2
Walk to top was worth it	2
Too much smog	1
Need motel in park	1
Glad I came early	1
Disappointed name was not on the list of contributors	1
Hot day	1
Attacked by mosquitos	1
Will not visit again	1
Keep up the good work	1
Liberty State Park needs repairs	1

