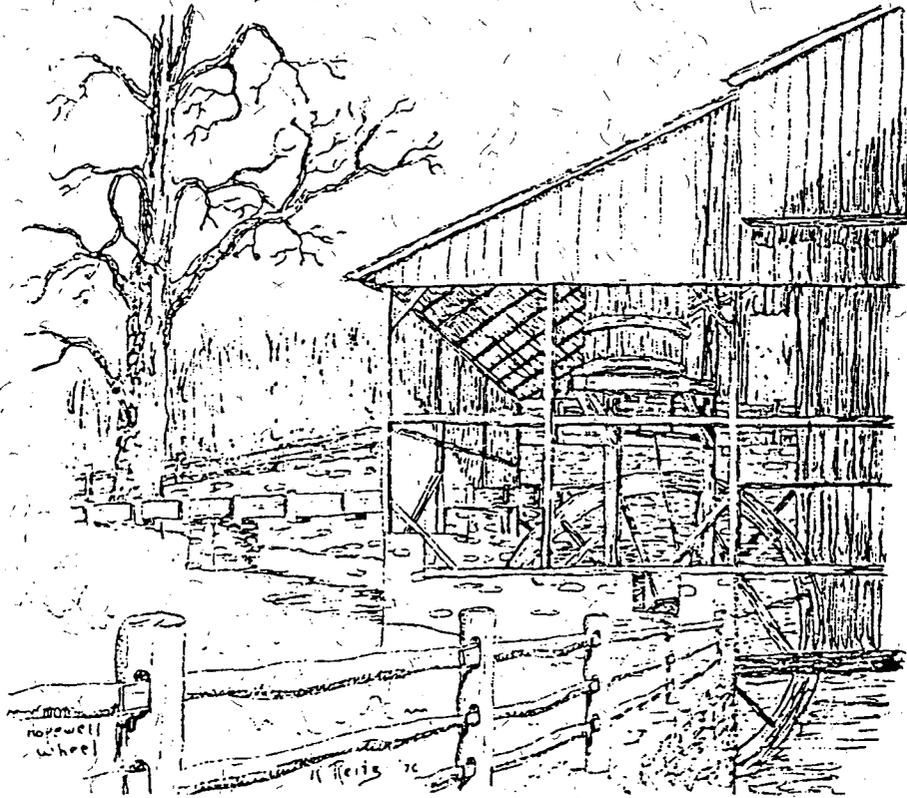




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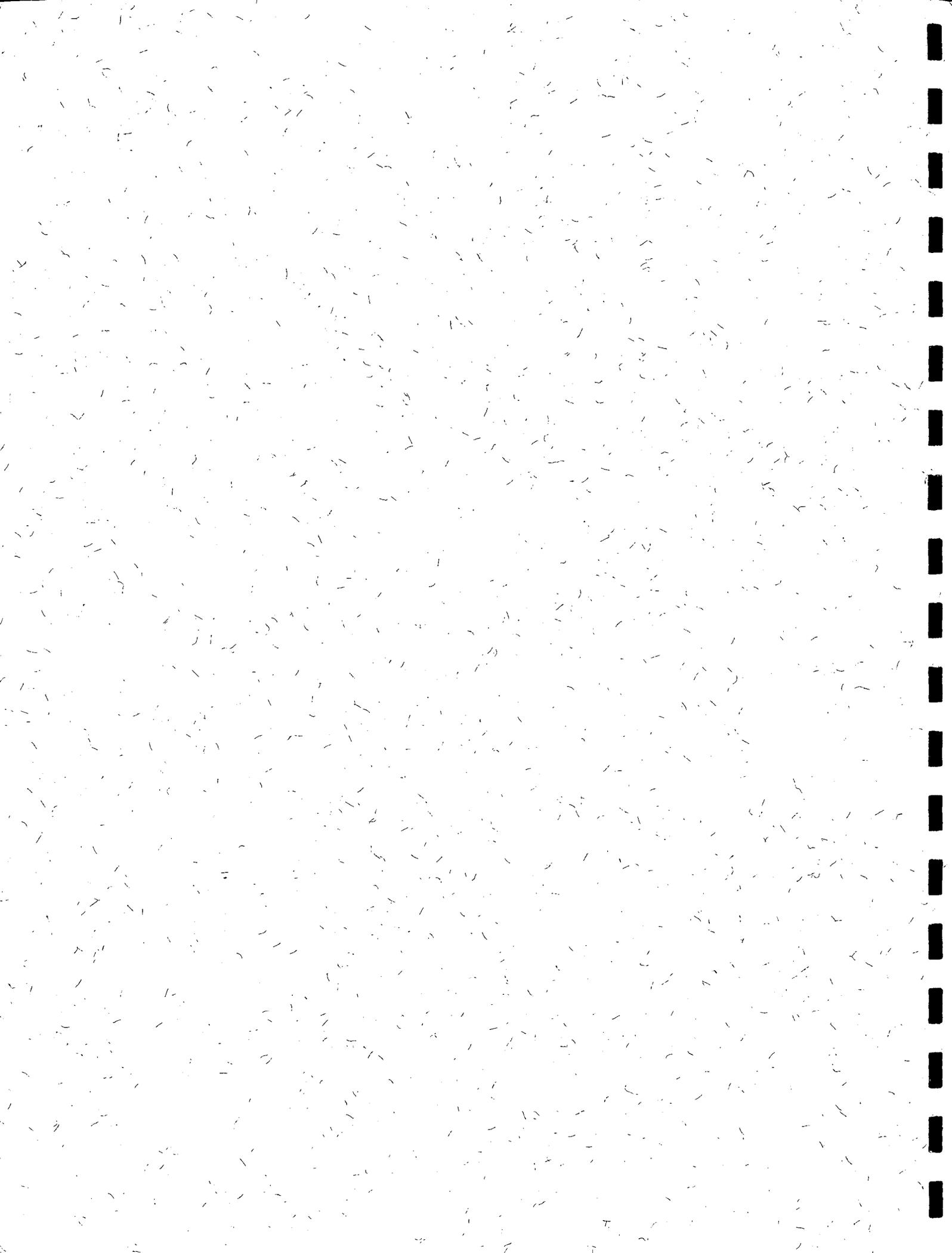


Hopewell Furnace National Historic Site Visitor Study

Summer 2002

Report 139







**National Park Service
U.S. Department of the Interior**

Visitor Services Project

Hopewell Furnace National Historic Site

Visitor Study

Summer 2002

Yen Le

Margaret Littlejohn

Michael A. Schuett

Visitor Services Project
Report 139

August 2003

Yen Le is research assistant and Margaret Littlejohn is National Park Service VSP Coordinator, based at the Park Studies Unit, University of Idaho. We thank Dr. Michael A. Schuett, associate professor at Texas A&M University for overseeing the survey fieldwork. We also thank Alicia Aleman Arrastio and the staff and volunteers of Hopewell Furnace National Historic Site 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 its technical assistance. This visitor study was partially funded by Fee Demonstration funding.





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**Visitor Services Project
Hopewell Furnace National Historic Site
Report Summary**

- This report describes the results of a visitor study at Hopewell Furnace National Historic Site (NHS) during August 3-11, 2002. A total of **321 questionnaires were distributed** to visitors. Visitors **returned 252 questionnaires** for a **78.5% response rate**.
- This report profiles Hopewell Furnace NHS visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Thirty-five percent of visitor groups were groups of two. Sixty-eight percent of the visitor groups were family groups. Forty-two percent of visitors were aged 31-55 years and 31% were aged 15 or younger.
- United States visitors were from Pennsylvania (73%), New Jersey (7%), Maryland (3%), 25 other states, and Washington, D.C. International visitors accounted for 4% of all visitors. Of those, 22% visited from Germany, and another 22% were from Spain.
- For most visitors (84%) this visit was their only visit in the last 12 months. During their lifetime, 60% of visitors had visited the park one time and 18% had visited the park 2 times.
- On this visit, the activities in which visitors most often participated were learning history (91%), seeing living history demonstrations (85%) and visiting the visitor center (76%). When asked to list the three most important activities, visitors most often responded "learning history."
- Living in the local area (42%), previous visit(s) (40%), and word of mouth/friends/relatives (24%), were the most used sources of information about the park prior to visiting.
- Most visitor groups (94%) visited Hopewell Furnace NHS on only one day. Of those who visited for less than one day, 13% spent one hour and 72% spent 2 or 3 hours in the park.
- Forty-three percent of visitor groups indicated that Hopewell Furnace NHS was a primary destination of their trip; 10% indicated that the park was not a planned destination. Most visitor groups (60%) did not stay overnight away from home in the Hopewell Furnace NHS area. Of those who stayed overnight in the area, 20% stayed one night and 40% stayed two nights. The most common type of lodging was tent camping (41%).
- The most common routes that visitor groups used to arrive at Hopewell Furnace NHS were Route 23 from the east (21%) and Route 23 from the west (20%). Most visitor groups (93%) had no difficulty in locating the park, although 7% did have difficulty.
- The park brochure/map (85%), parking area (82%), restrooms (80%), living history demonstrations (78%) and visitor center exhibits (72%) were the most used services/facilities by 232 visitor groups at Hopewell Furnace NHS. Living history demonstrations were the most important (96% of 177 respondents) and the best quality (98% of 169 respondents) service.
- In and out of the park, the average visitor group expenditure was \$111. The average per capita expenditure was \$27. The median visitor group expenditure (50% of groups spent more, 50% spent less) was \$35. In and out of the park, 69% of visitors spent between \$1 and \$100 in total expenditures. Of the total expenditures by groups, 19% was for lodging, and 17% was for restaurants and bars.
- When asked to rate the overall quality of visitor services at Hopewell Furnace NHS, as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact the
University of Idaho Park Studies Unit; phone (208) 885-7863.
Website <http://www.psu.uidaho.edu>

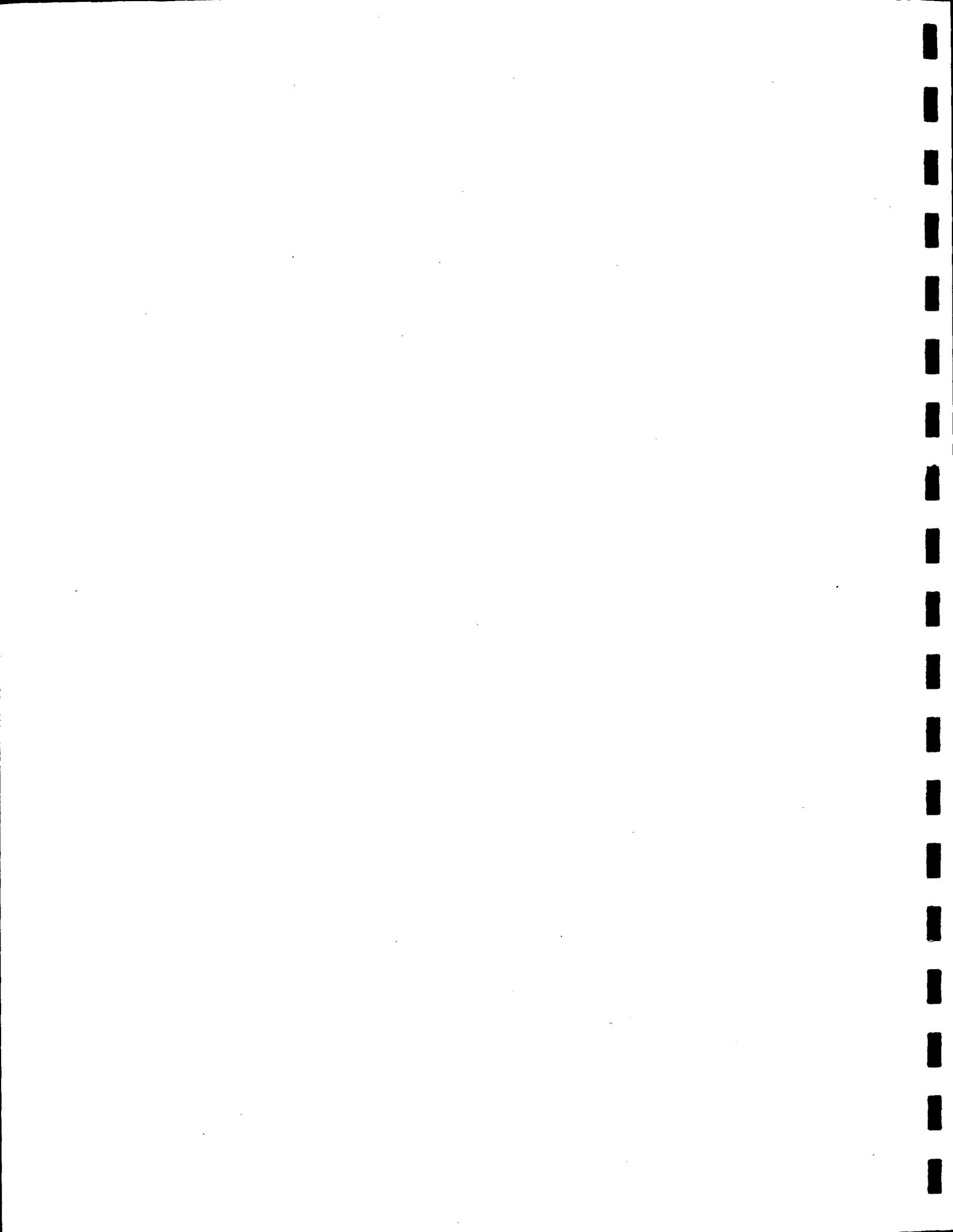


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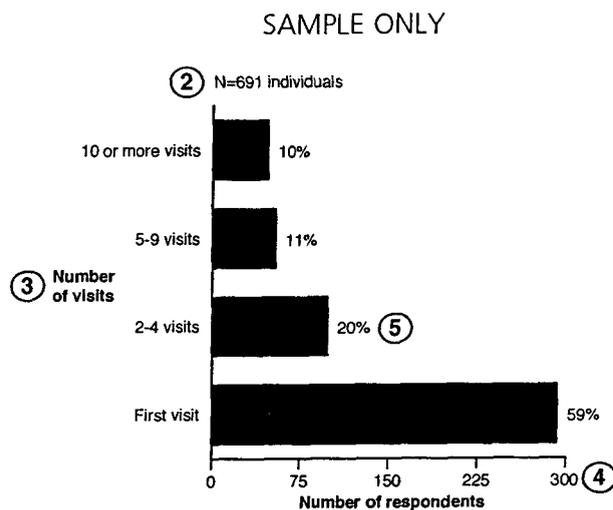
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INTRODUCTION

This report describes the results of a study of visitors at Hopewell Furnace National Historic Site, referred to as "Hopewell Furnace NHS." This visitor study was conducted August 3-11, 2002 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. Some of the questions were comparable with VSP studies conducted at other parks. Other questions were customized for Hopewell Furnace NHS.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Hopewell Furnace NHS during the period from **August 3-11, 2002**.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire and asked their names, addresses and telephone numbers in order to mail them a reminder/thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

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, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 248 visitor groups, Figure 5 presents data for 845 individuals. A note above each graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although 252 questionnaires were returned by Hopewell Furnace NHS visitors, Figure 1 shows data for only 248 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 3-11, 2002. **The results 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 or table.

Weather conditions during the visitor study were typical of August in the Hopewell Furnace NHS area, with clear, sunny days, and the occasional very hot and humid day.

Special conditions

The survey period included an annual special event—Establishment Day (Sunday, August 4)—during which numerous living history demonstrations are provided.

RESULTS

Visitors contacted

At Hopewell Furnace NHS, 328 visitor groups were contacted, and 321 of these groups (97.9%) accepted questionnaires.

Questionnaires were completed and returned by 252 visitor groups, resulting in a 78.5% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors contacted with that from those who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	314	46.4	244	46.8
Group size	310	3.4	248	3.6

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 23 people. Thirty-five percent of visitor groups consisted of two people, while 13% consisted of three people and another 27% consisted of four people.

Most visitor groups (68%) were made up of family members and 14% were made up of friends (see Figure 2). Groups listing themselves as "other" group type included Girl Scouts and co-workers. Two percent of visitors were with a guided tour group; 1% of visitors were with an educational/school group (see Figures 3 and 4).

Over one-half of visitors were male (53%) and 47% were female (see Figure 5).

Forty-two percent of the visitors were aged 31-55 years (see Figure 6). Another 31% of visitors were in the 15 or younger age group.

Visitors were asked to list the number of visits, including this visit, that they had made to the park during the past 12 months and in their lifetime. For most visitors (84%) this visit was their only visit in the past 12 months (see Figure 7). During their lifetime, 60% had visited once, and 28% had visited between two and four times, as shown in Figure 8.

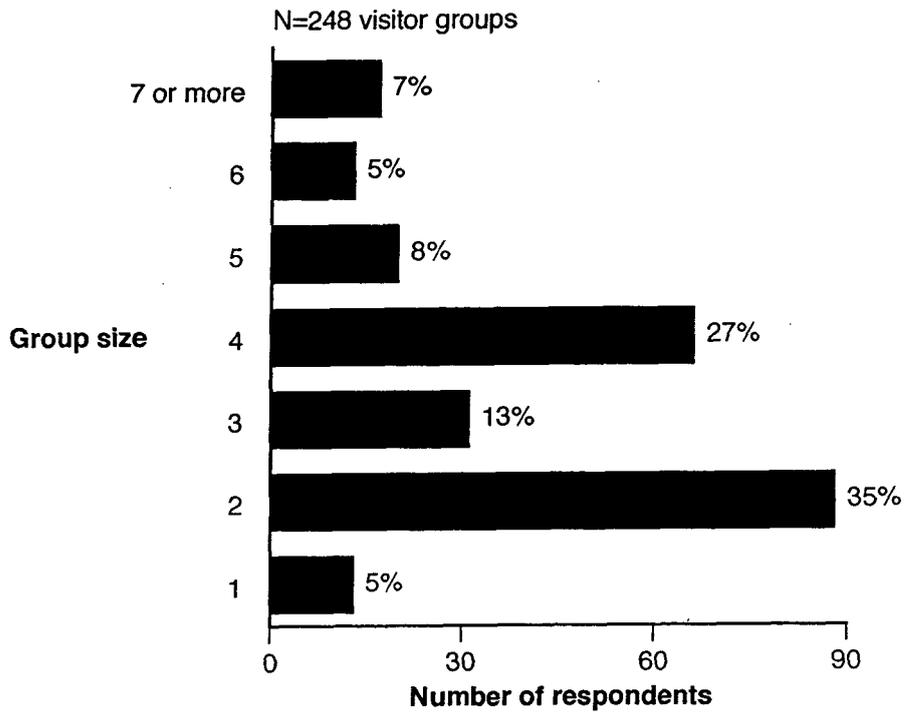


Figure 1: Visitor group sizes

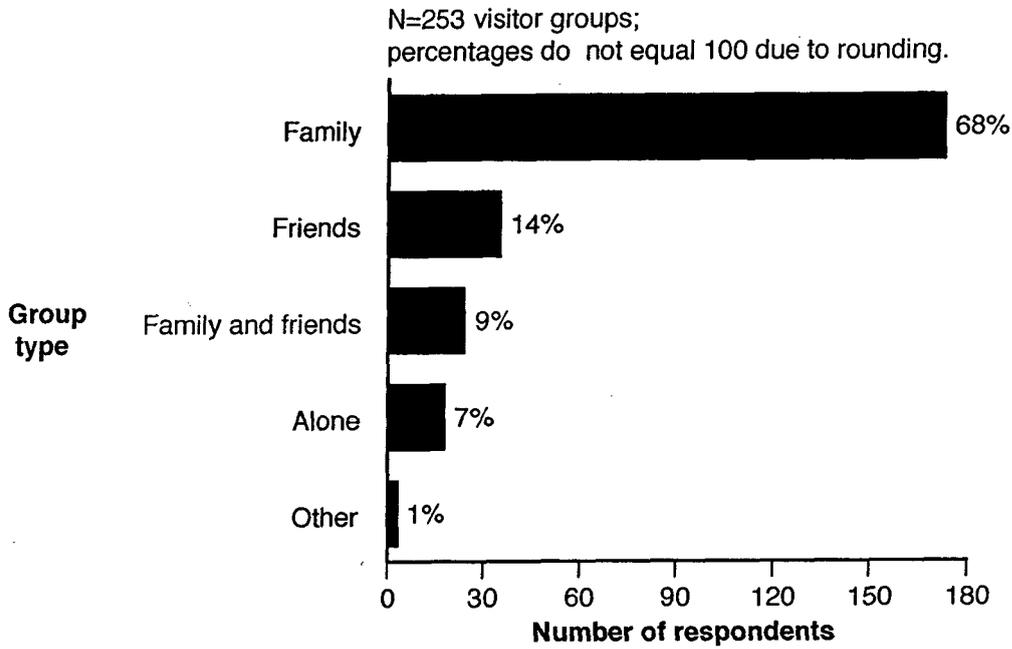


Figure 2: Visitor group types

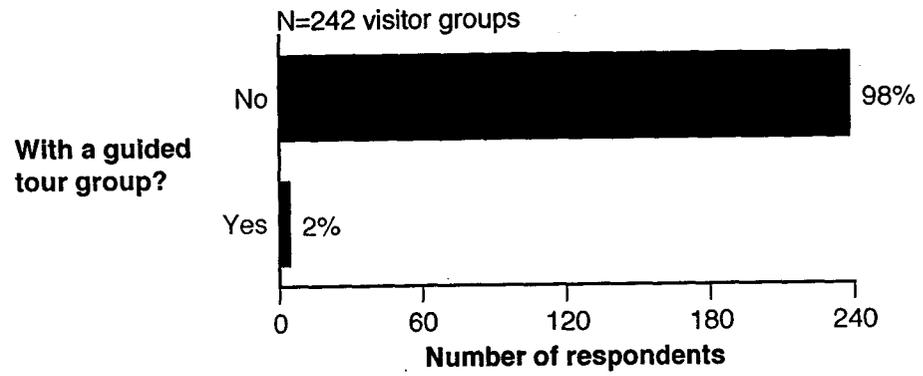


Figure 3: Participation with a guided tour

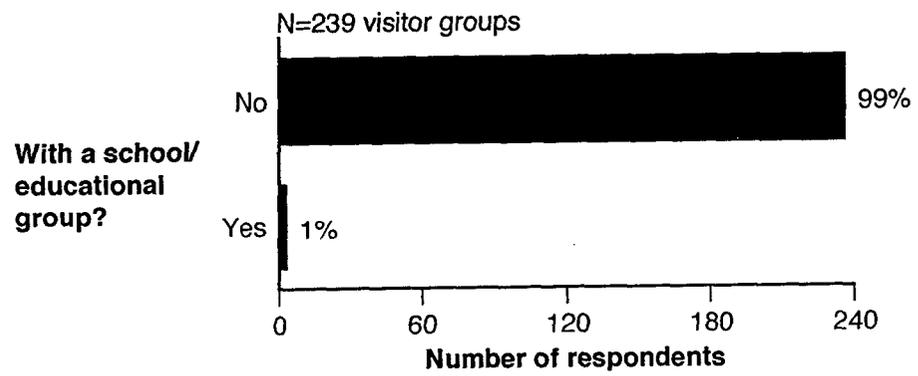


Figure 4: Participation with a school group

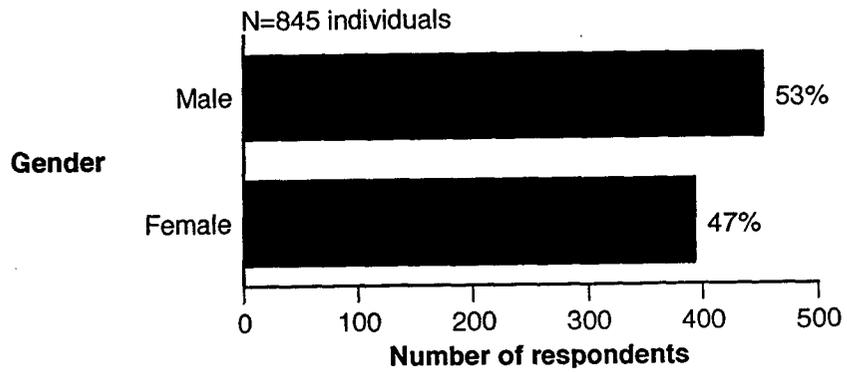


Figure 5: Visitor gender

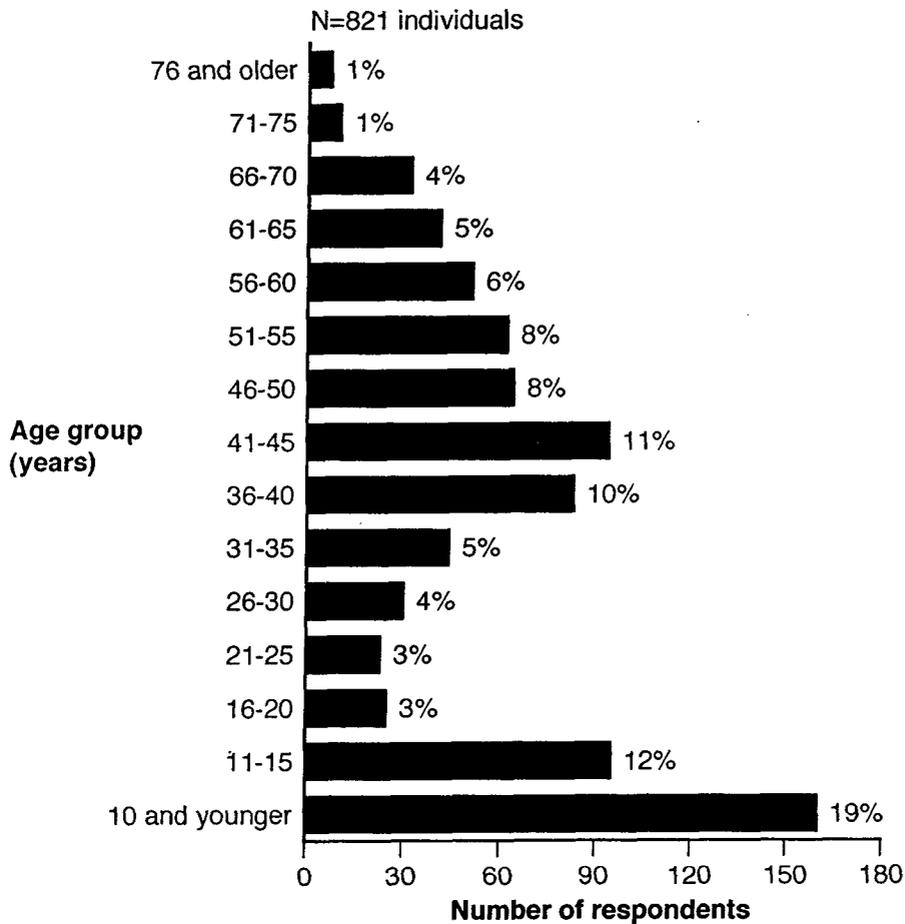


Figure 6: Visitor ages

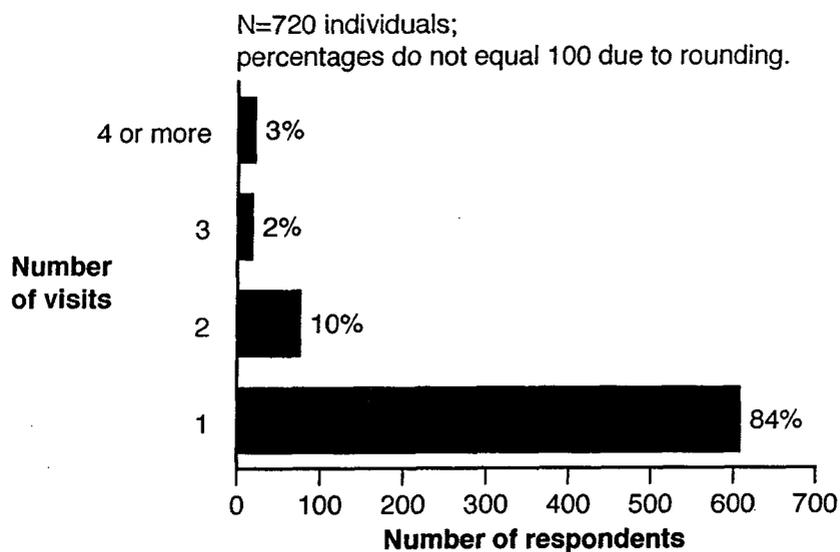


Figure 7: Number of visits during the past 12 months (including this visit)

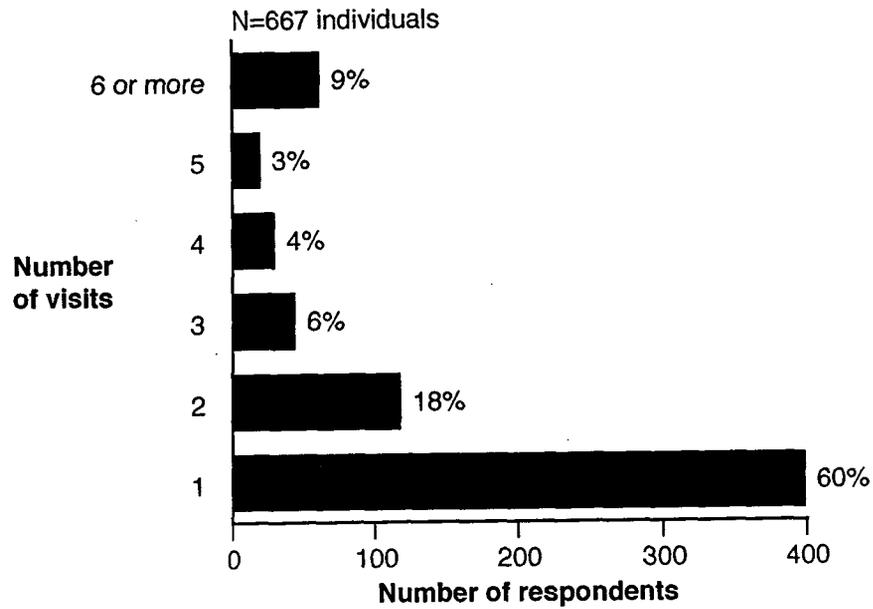


Figure 8: Number of visits during the lifetime (including this visit)

Demographics (continued)

Most respondents (90%) said no group members had disabilities or impairments that affected their visit to Hopewell Furnace NHS (see Figure 9). Of the 10% of visitors who had disabilities or impairments, 77% indicated mobility problems, 12% indicated hearing problems, and 12% indicated mental problems, as shown in Figure 10. Other disabilities included asthma and having small children in strollers. Of those who listed disabilities or impairments, 42% encountered access/service problems (see Figure 11). Those access/service problems include: difficulties in walking up and down steep hills, difficulties climbing stairs to the main house, having problems walking without benches to rest, and having problems seeing in the buildings through the crowd.

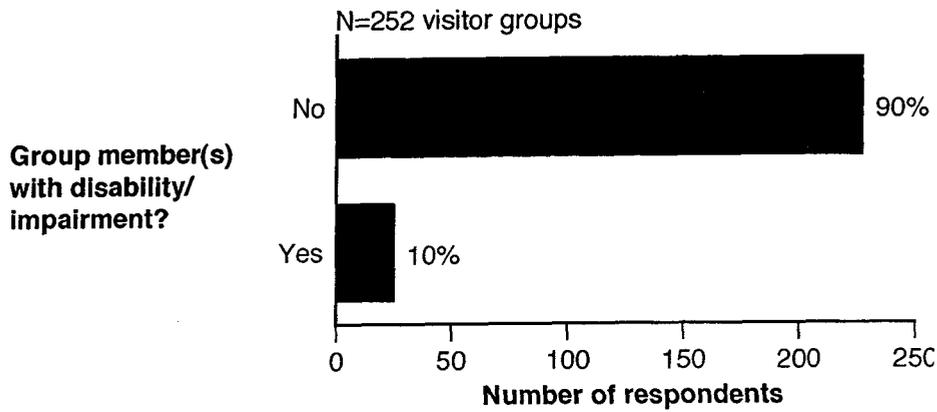


Figure 9: Groups containing members with disabilities/ impairments

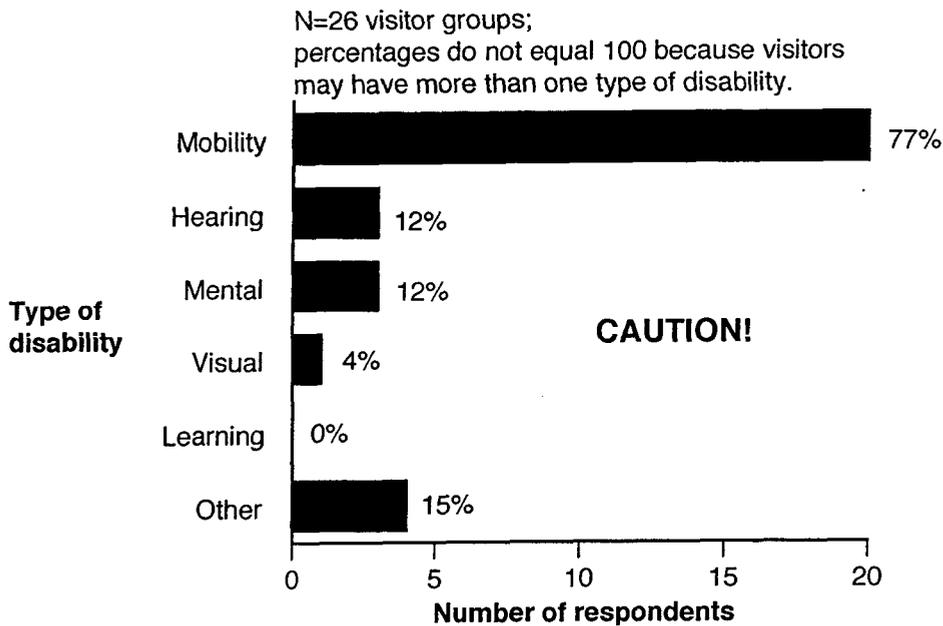


Figure 10: Types of visitor disabilities/impairments

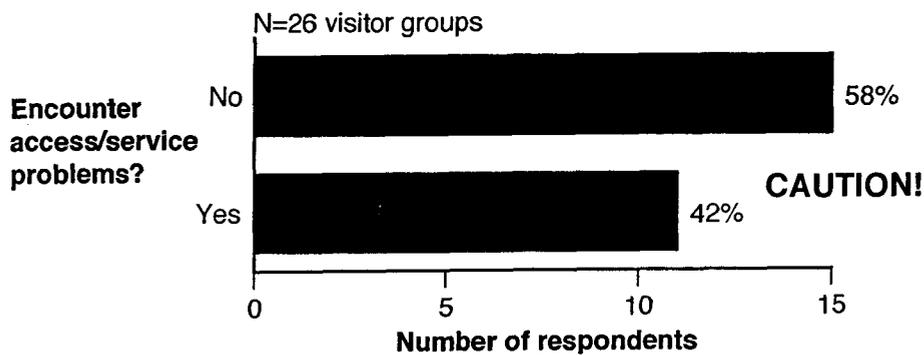


Figure 11: Access/service problems in park for visitors with disabilities or impairments

**Demographics
(continued)**

One percent of visitor groups identified themselves as of Hispanic or Latino background, as shown in Figure 12. Most of the visitor groups (90%) identified themselves as "White" and another 2% identified themselves as "Asian" (see Figure 13).

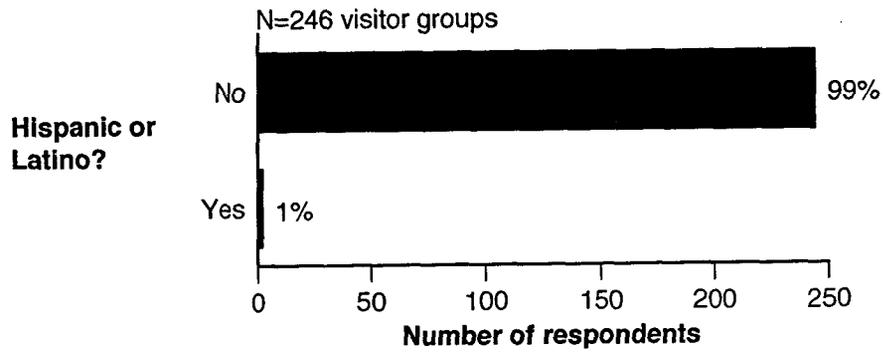


Figure 12: Visitor ethnicity

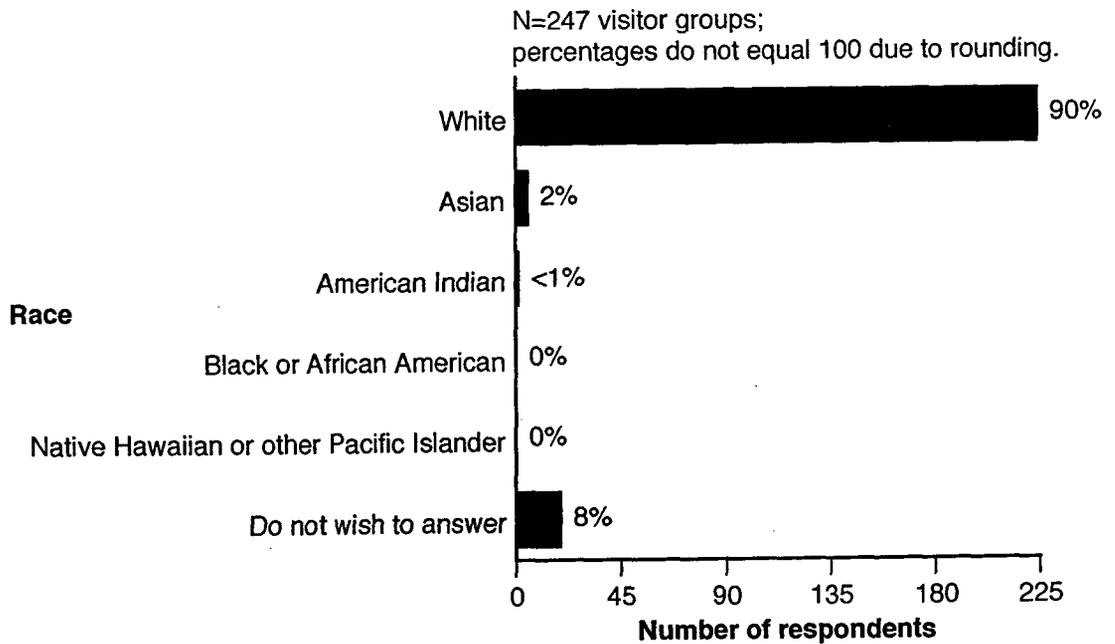


Figure 13: Visitor race

The majority of visitor groups (96%) used English as the primary language to speak and write (see Figure 14). The "other" language that visitor groups used as a primary language was German.

Demographics (continued)

Respondents were asked to identify the highest level of education for each adult member (age 17 or over) of their group. Fifty-one percent of visitors had a bachelor's degree or higher, 23% had a high school degree and 22% had some college education, as shown in Figure 15.

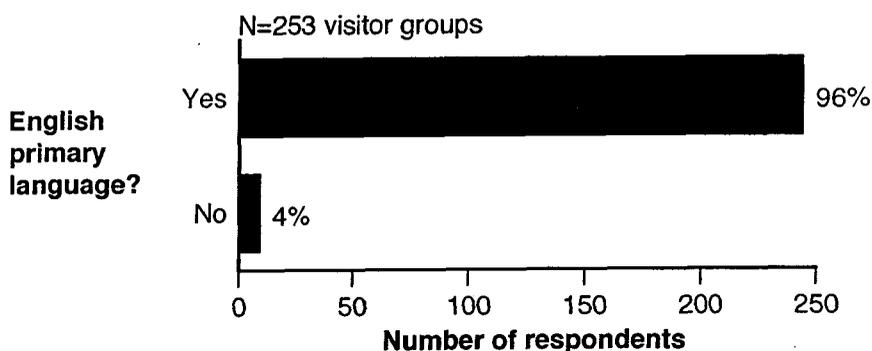


Figure 14: Visitor groups with English as primary language

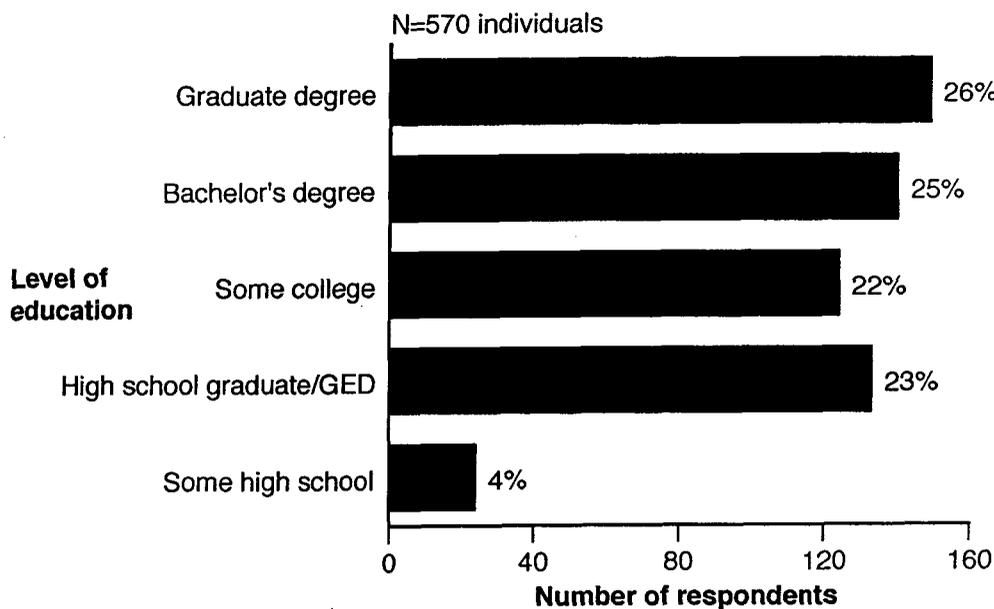


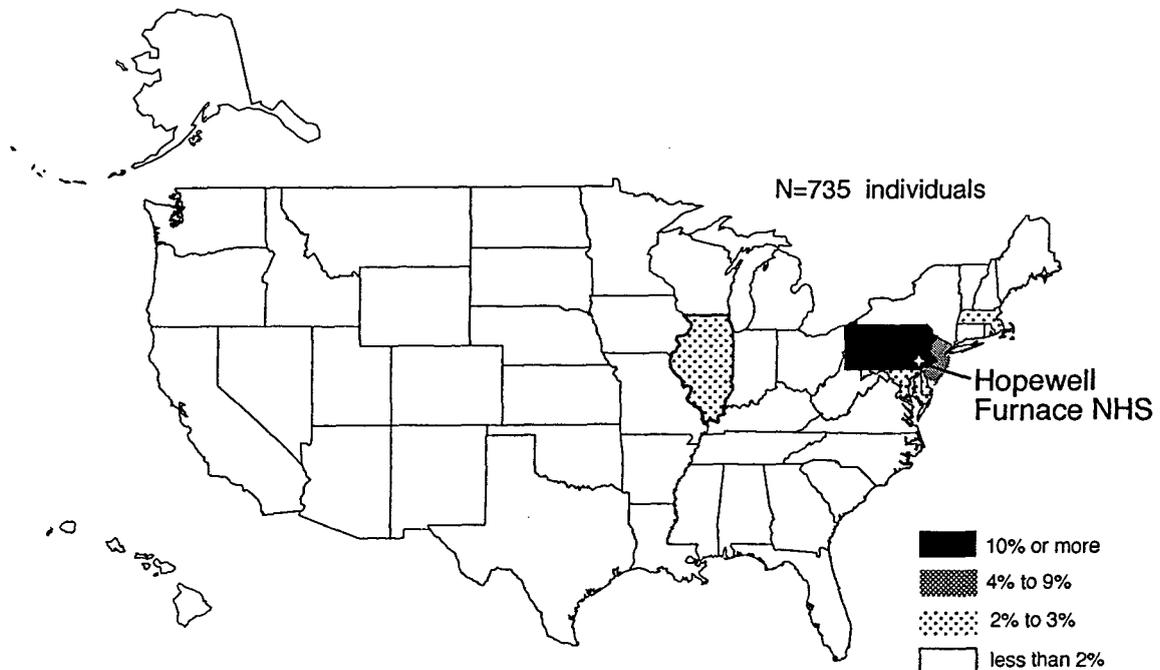
Figure 15: Visitors' highest level of education

Demographics (continued)

International visitors to Hopewell Furnace NHS comprised four percent of the total visitation. The countries most often represented were Germany (22%), Spain (22%), Japan (11%), and Hong Kong (11%), as shown in Table 2. The largest proportions of United States visitors were from Pennsylvania (73%), and New Jersey (7%). Smaller proportions of U.S. visitors came from another 25 states, and Washington, D.C. (see Map 1 and Table 3).

Table 2: International visitors by country of residence
percentages do not equal 100 due to rounding
CAUTION!

Country	Number of individuals	Percent of international visitors N= 26 individuals	Percent of total visitors N=761 individuals
Germany	6	22	<1
Spain	6	22	<1
Japan	3	11	<1
Hong Kong	3	11	<1
England	2	7	<1
Greece	1	4	<1
Italy	1	4	<1
Singapore	1	4	<1
South Korea	1	4	<1
Sweden	1	4	<1
Switzerland	1	4	<1



Map 1: Proportion of United States visitors by state of residence

Table 3 : United States visitors by state of residence

percentages do not equal 100 due to rounding

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
		N=735 individuals	N=761 individuals
Pennsylvania	535	73	70
New Jersey	49	7	6
Maryland	20	3	3
Delaware	17	2	2
Illinois	15	2	2
Massachusetts	13	2	2
Ohio	11	1	1
Tennessee	9	1	1
Florida	7	1	1
Wisconsin	7	1	1
Indiana	6	1	<1
Virginia	6	1	<1
Michigan	5	1	<1
West Virginia	4	1	<1
13 other states, and Washington D.C.	31	4	4

Length of stay/ Park entries

When asked about whether or not they walked in from French Creek State Park, 14% of visitor groups indicated that they walked in, while 86% did not walk in from the state park (see Figure 16).

Visitor groups were asked "On this trip, did you visit Hopewell Furnace NHS on more than one day?" As shown in Figure 17, most visitor groups (94%) visited Hopewell Furnace NHS on one day, and 6% visited on more than one day. Visitor groups were also asked to indicate the number of hours that their group stayed at the park. Most visitors (72%) spent two or three hours, while 13% spent one hour (see Figure 18).

The number of times visitor groups entered Hopewell Furnace NHS during this visit ranged from one to twelve times. Among those, most visitor groups (91%) entered the park only one time, 8% entered twice or more (see Figure 19).

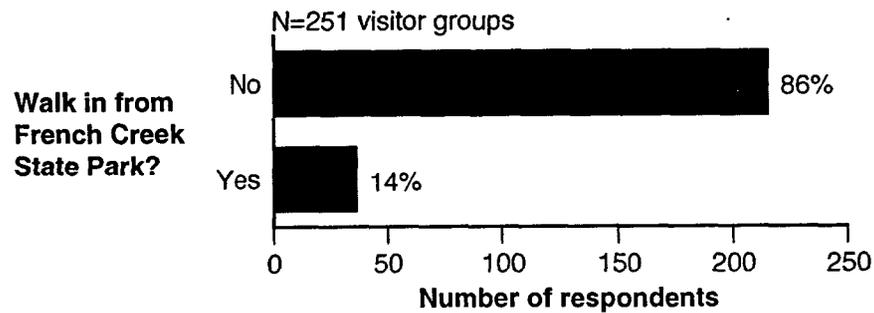


Figure 16: Visitor groups who walked in from French Creek State Park

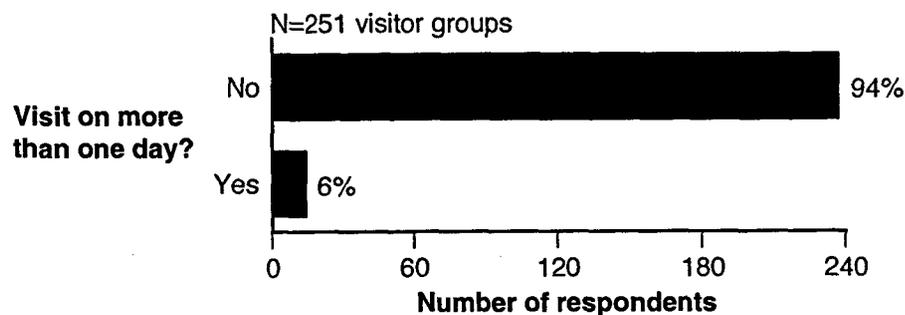


Figure 17: Visits on more than one day

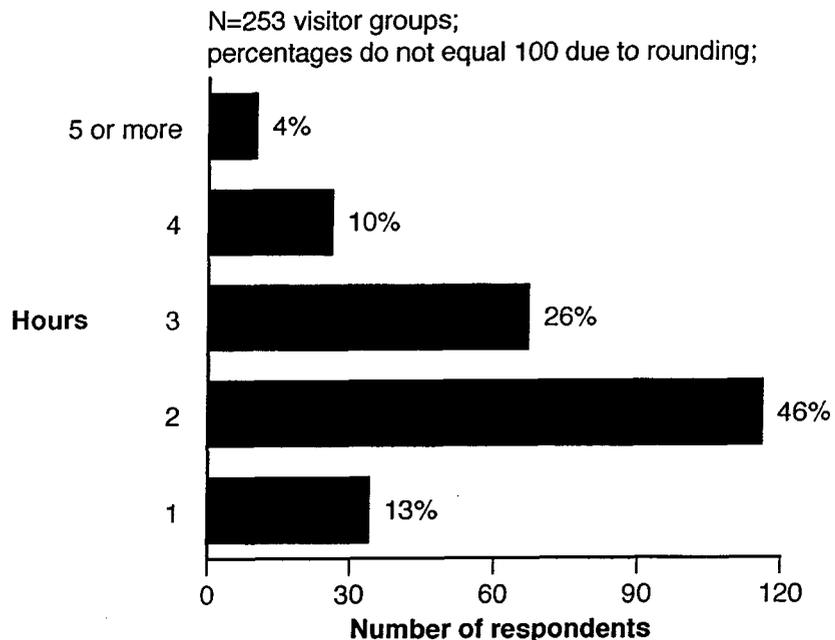


Figure 18: Hours spent at Hopewell Furnace NHS

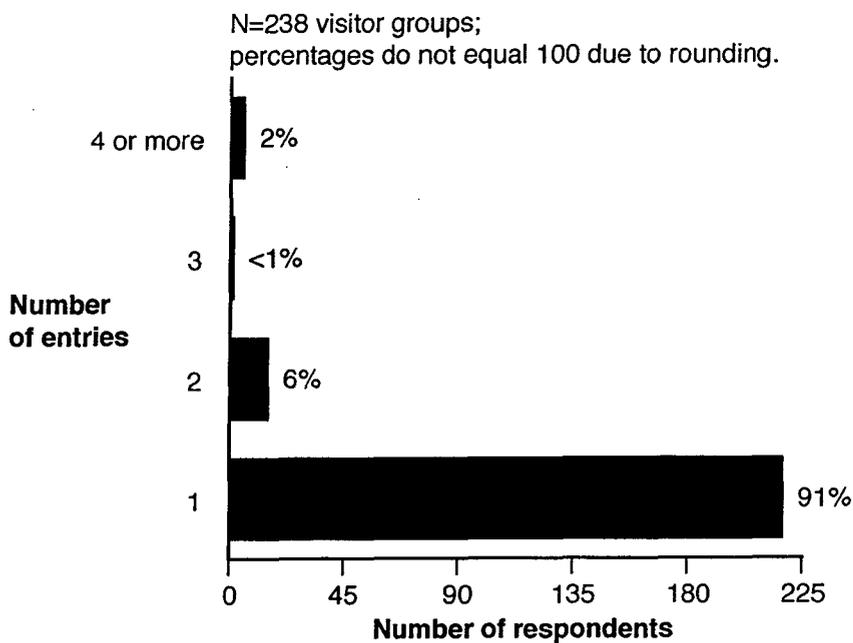


Figure 19: Number of park entries on this visit

**Visitor awareness
of National Park
Service
management**

Visitor groups were asked: "Prior to your visit, were you and your group aware that Hopewell Furnace NHS is managed by the National Park Service?" Figure 20 shows that 59% of visitors were aware of NPS management, 36% were not aware, and 5% were "not sure."

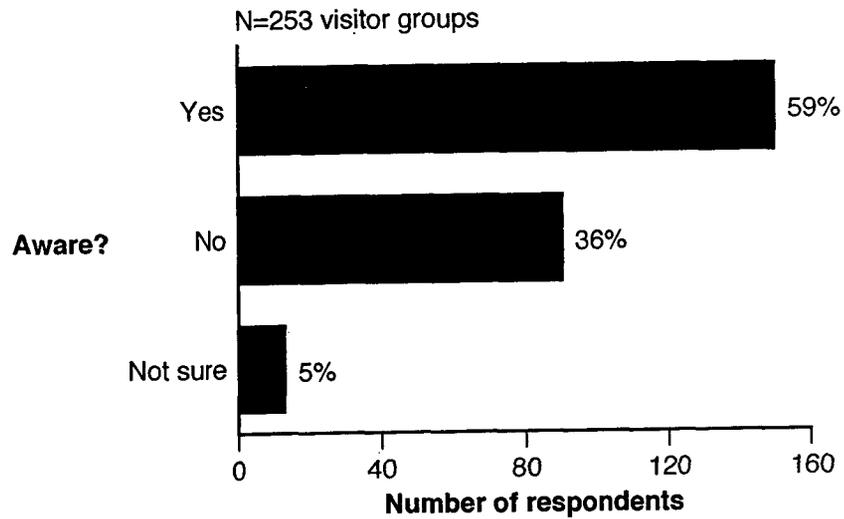


Figure 20: Awareness that Hopewell Furnace NHS is managed by NPS

Visitor groups were asked to indicate the sources from which they had received information about Hopewell Furnace NHS prior to their visit. Of those visitor groups who received information, the most common sources were living in local area (39%), previous visit(s) (37%), and word of mouth/friends/relatives (22%), as shown in Figure 21. Nine percent of visitor groups received no information prior to their visit.

"Other" sources of information used by visitor groups included French Creek State Park slide show/literature for campers, National Parks Passport, books/maps, state park map, AAA road map, family history, park personnel, brochures at other tourist sites, Greenwood Furnace, Berks Co. Heritage Passport, and Pennsylvania Atlas and Gazetteer.

Visitor groups who received information prior to this trip were asked if they received the information about Hopewell Furnace NHS that they needed. Most visitor groups (92%) received the information they needed, 3% did not, and 5% were "not sure," as shown in Figure 23. The information needed included directions to get to the park, what a furnace is, and schedule of events.

Sources of information

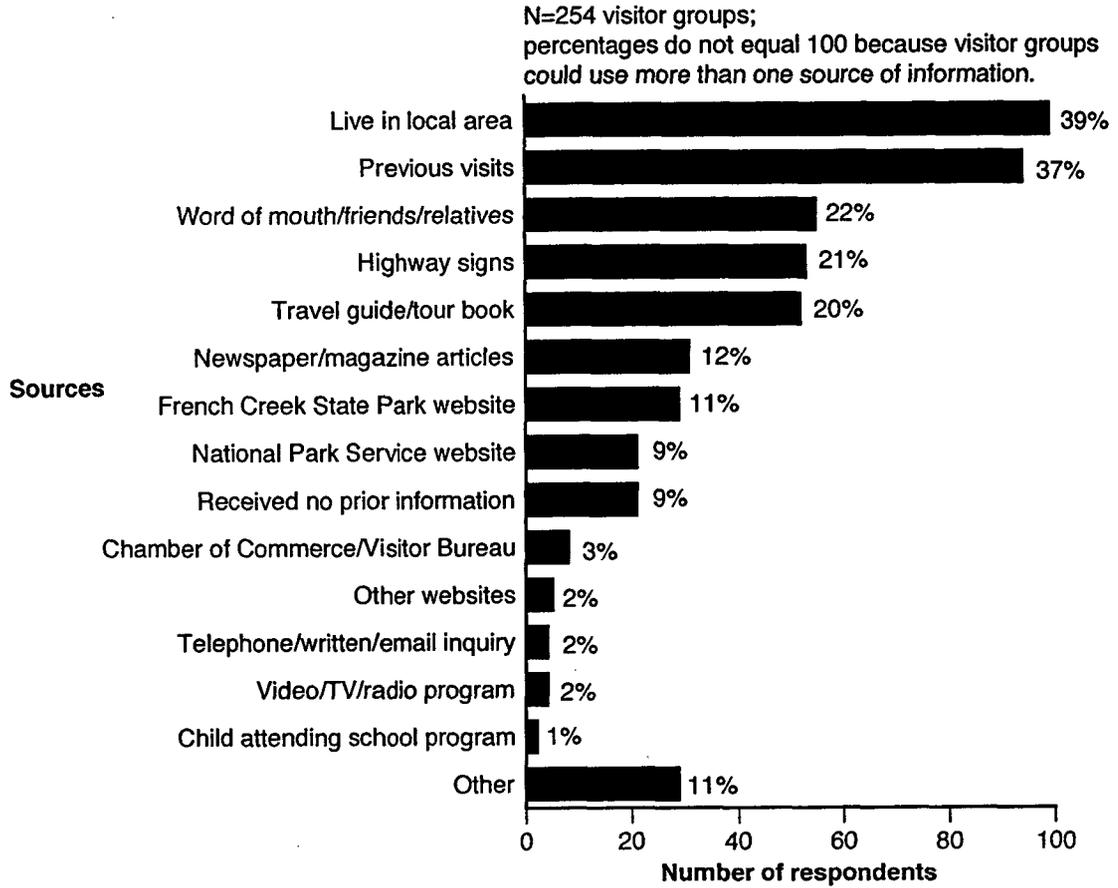


Figure 21: Sources of information used by visitors prior to visit

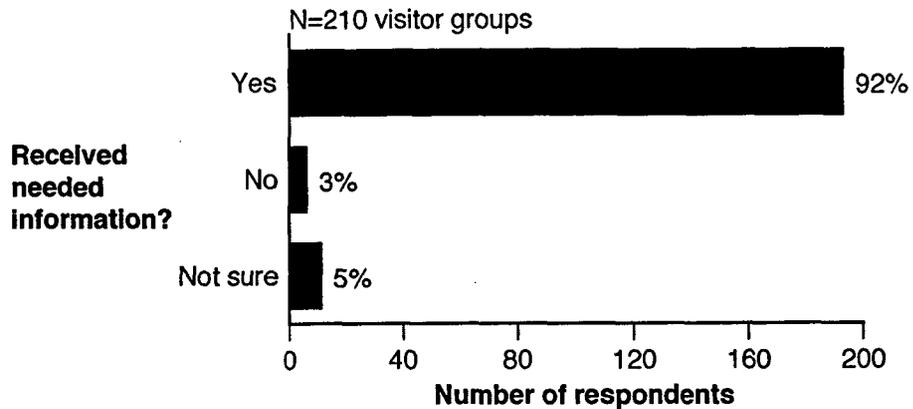


Figure 22: Received needed information?

Visitor groups were asked: "How did this visit to Hopewell Furnace NHS fit into your travel plans?" Forty-three percent of visitor groups indicated that Hopewell Furnace NHS was their primary destination, while 23% said that French Creek State Park was their primary destination (see Figure 23). For another 24% of visitor groups, Hopewell Furnace NHS was one of several destinations, and 10% did not plan to visit Hopewell Furnace NHS.

Park as destination

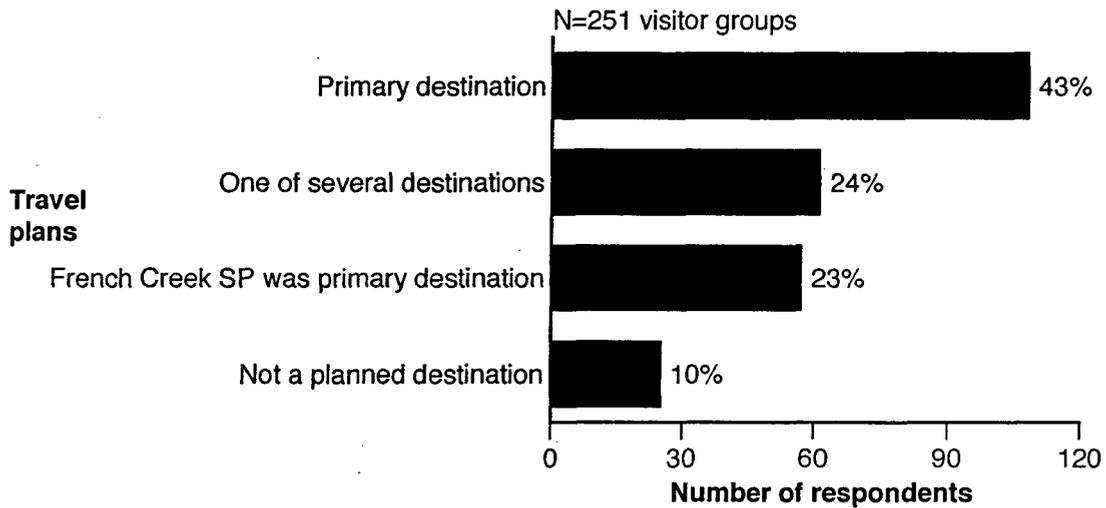


Figure 23: Hopewell Furnace NHS visit as part of travel plans

**Primary reason
for visiting the
area**

Visitor groups were asked to list their primary reason for visiting the area. For 51% of visitor groups, visiting Hopewell Furnace NHS was their primary reason for visiting, as shown in Figure 24. Another 27% came primarily to visit French Creek State Park and 10% came to visit other attractions in the area. None of the visitor groups listed shopping, including outlet malls, as their primary reason for visiting.

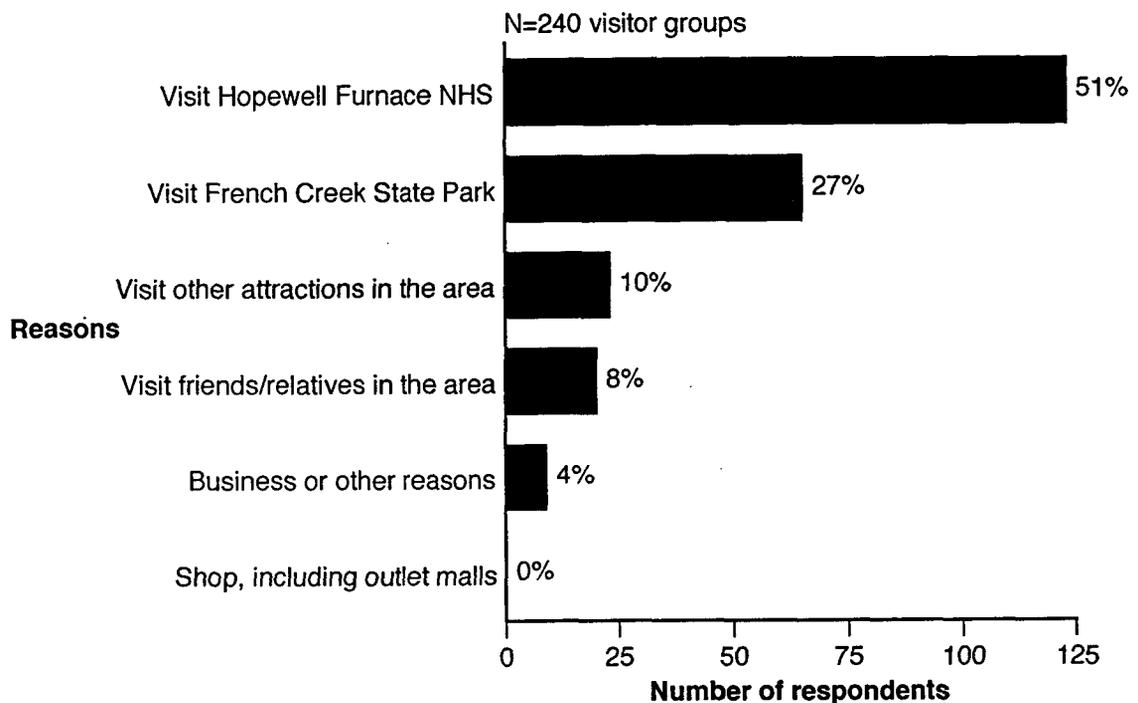


Figure 24: Primary reason for visiting the area

Travel routes

Visitor groups were asked to specify the routes that they used to arrive at Hopewell Furnace NHS. As shown in Figure 25, the most used routes were Route 23 from the east (21%), Route 23 from the west (20%), and Route 422 from the west (18%).

Visitor groups were then asked whether they had any difficulty locating Hopewell Furnace NHS. Most visitor groups (93%) had no difficulty locating the historic site, but 7% of visitor groups found it difficult to locate Hopewell Furnace NHS (see Figure 26). The most common reason that visitor groups had difficulty locating the park was that the directional signs were too small. Other reasons included: there were not enough signs, there was no signage on Route 23, Route 82, Route 100 (in St. Peters and after), between Route 345 and Warwick Woods, roads were not well marked and difficult to follow.

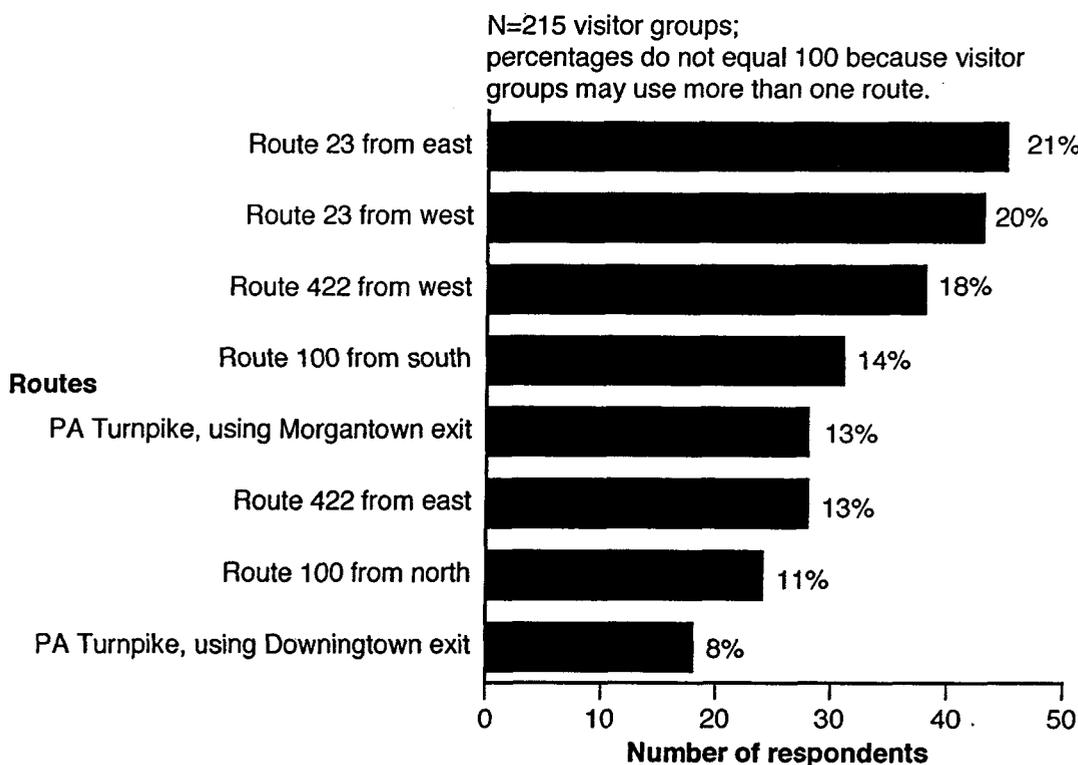


Figure 25: Routes used to arrive at Hopewell Furnace NHS

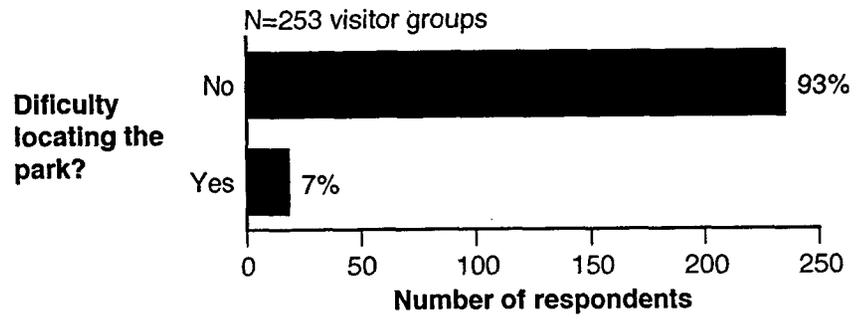


Figure 26: Difficulty locating the park?

Figure 27 shows the proportions of visitor groups that participated in a variety of activities at Hopewell Furnace NHS during this visit. The most common activities were learning history (91%), seeing living history (85%), visiting visitor center (76%), and seeing farm animals (67%). Table 4 shows "other" activities in which visitor groups participated in during this visit.

If it was not their first visit to Hopewell Furnace NHS, visitor groups were also asked to indicate activities in which they participated on past visit(s). The most common activities were learning history (88%), seeing living history (81%), visiting visitor center (73%), and seeing farm animals (72%), as shown in Figure 28. "Other" activities that visitor groups participated in on past visit(s) included taking a family vacation, learning about building structures, camping, and enjoying peaceful countryside.

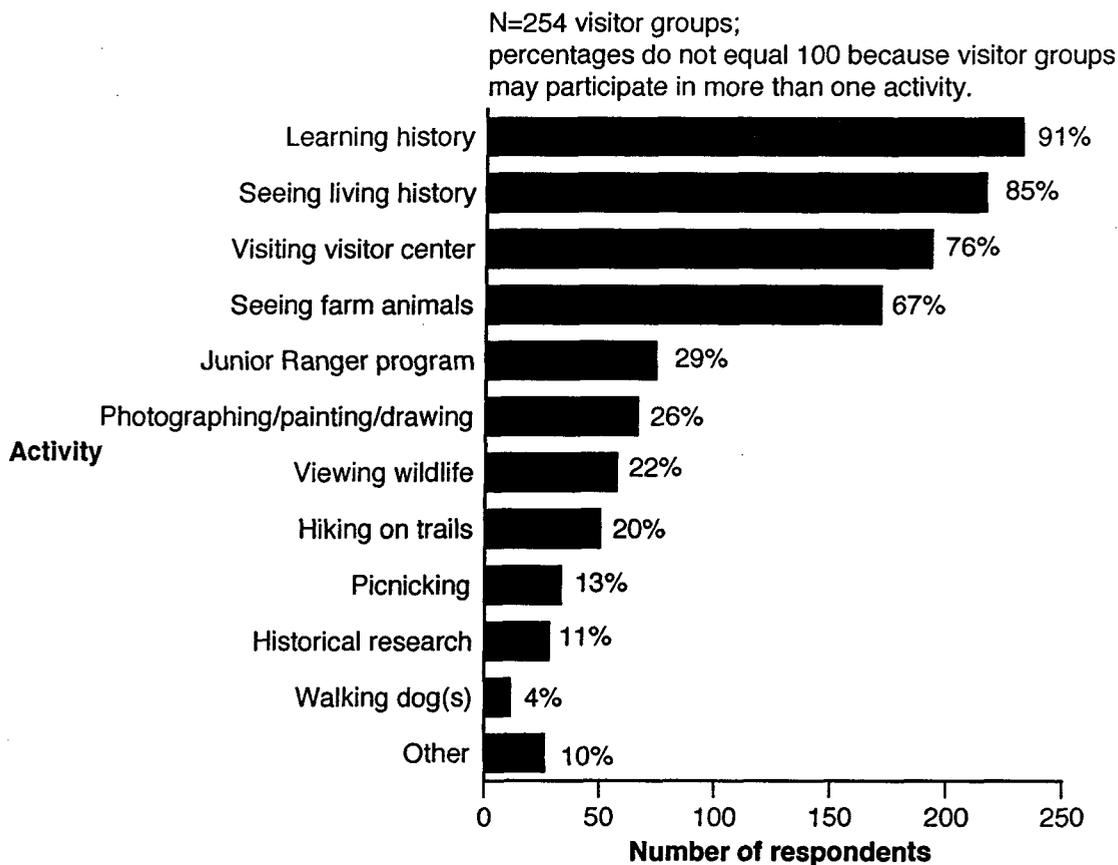


Figure 27: Visitor activities this visit

Table 4: "Other" activities that visitor groups participated in on this visit

N=22 comments

CAUTION!

Activity	Number of times mentioned
Attending molding demonstration	3
Attending charcoal making demonstration	3
Attending blacksmithing demonstration	2
Participating in living history demonstrations	2
Learning about my family history	2
Learning about what a furnace is	1
Taking a family vacation	1
Participating in historical children's game	1
Camping	1
Seeing and learning basic techniques and tools use	1
Get cancellation for National Parks Passport	1
Attending special event/festival	1
Enjoying peaceful countryside	1
Seeing exhibits	1
Meeting with the park superintendent	1

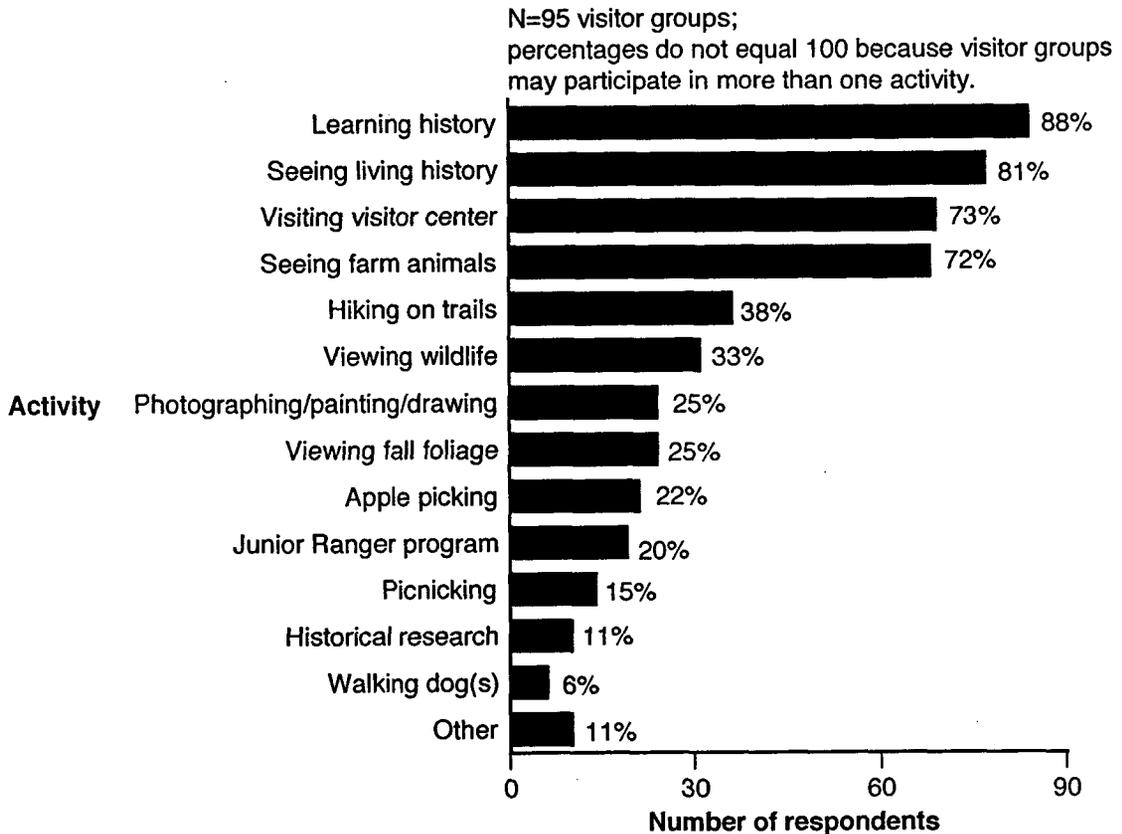


Figure 28: Visitor activities on past visit(s)

From the list of activities in the previous question, visitors were asked to select the three most important activities on this visit. The most important, second most important, and third most important activities were learning history, seeing living history, and visiting the visitor center, respectively, as shown in Figures 29, 30, and 31. "Other" important activities included seeing slide show, learning how to use basic techniques and tools, taking a vacation as a family, and learning about the architecture of historic buildings.

**Activities/
importance of
activities
(continued)**

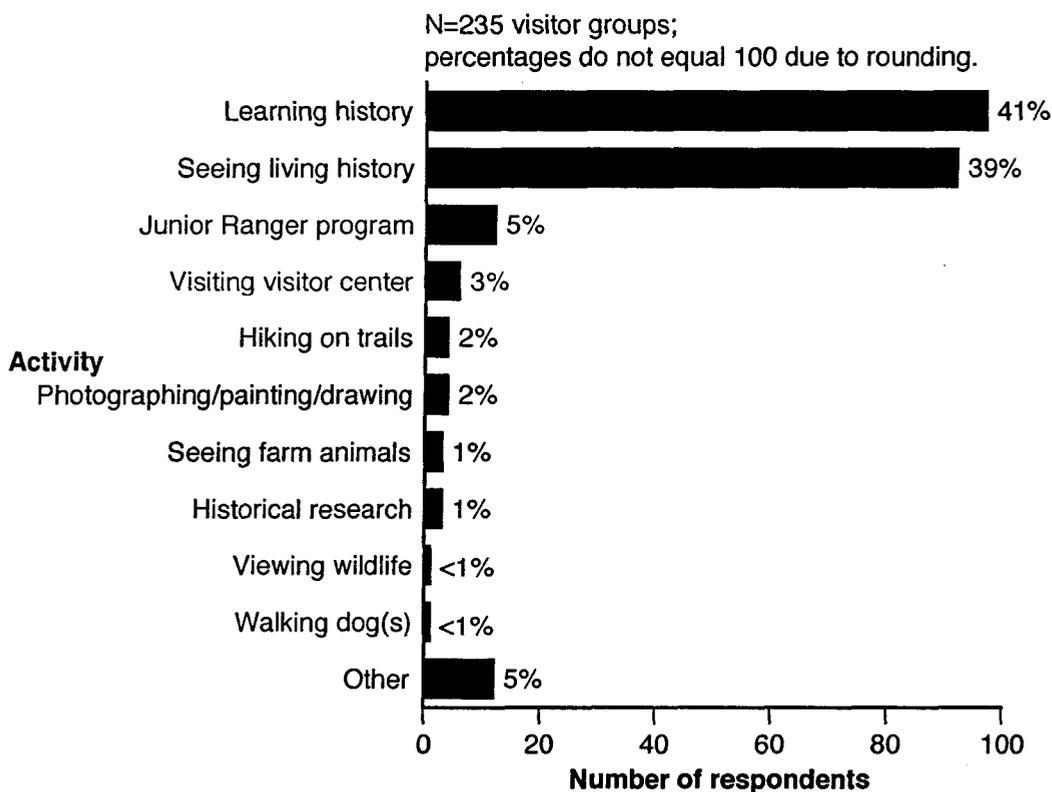


Figure 29: The most important activity

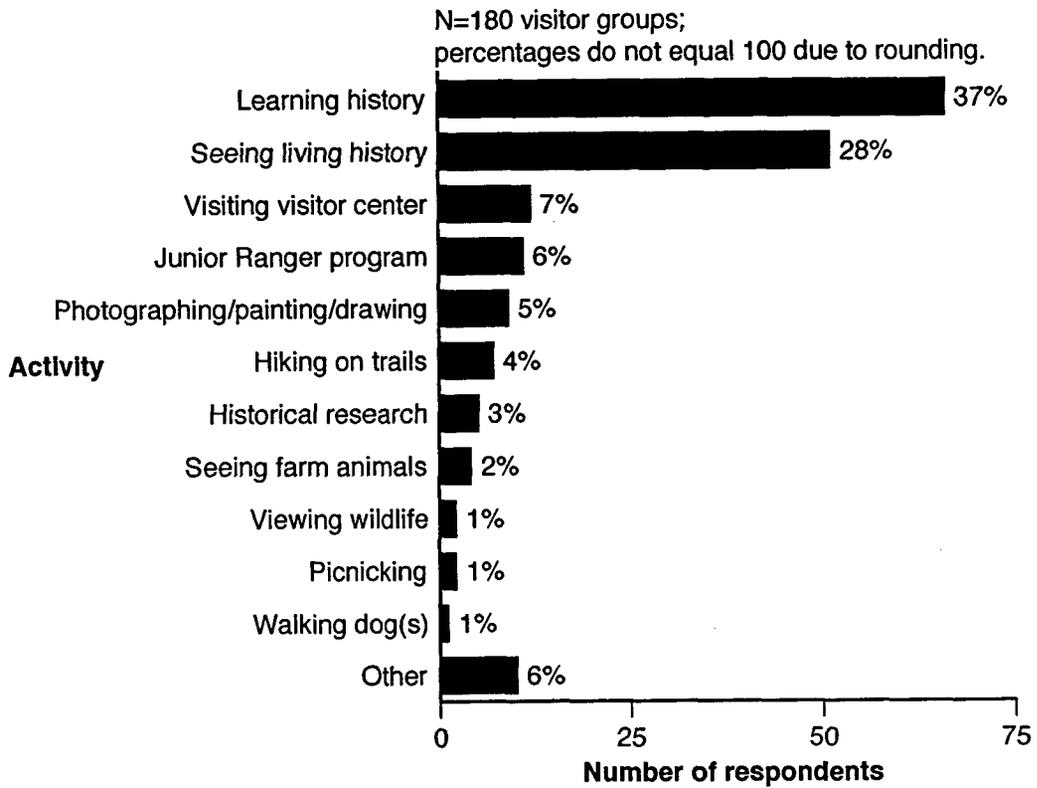


Figure 30: The second most important activity

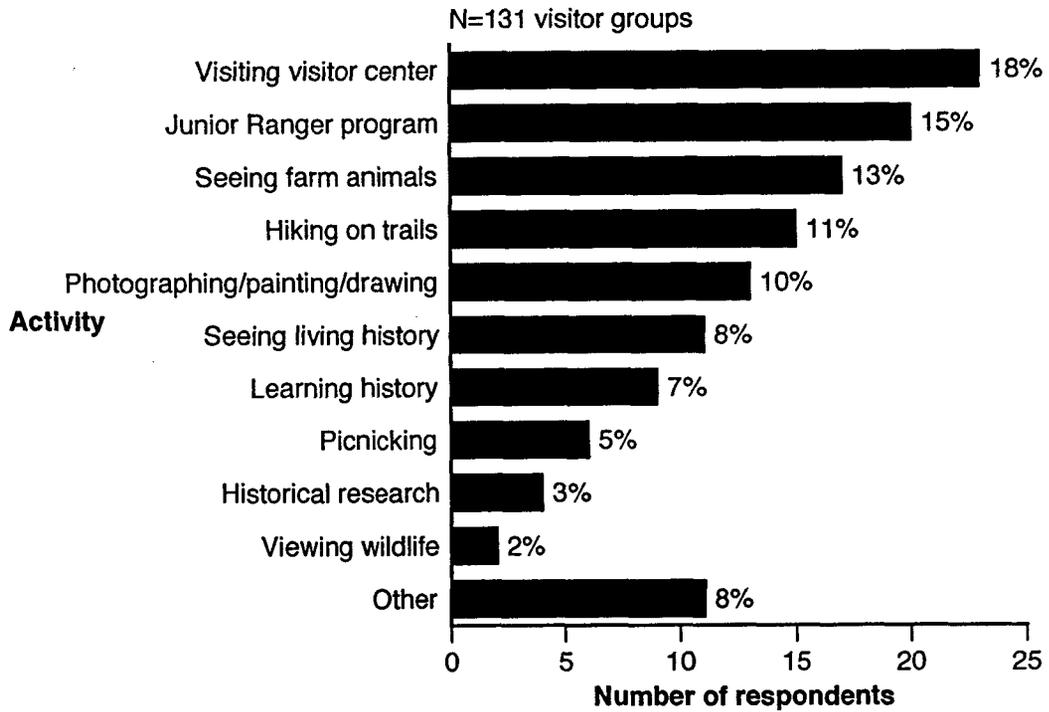


Figure 31: The third most important activity

Living history programs (costumed presentations) are part of the interpretive services offered at Hopewell Furnace NHS. Visitor groups were asked whether or not they attended these programs during their visit. As shown in Figure 32, most visitor groups (78%) attended living history programs. The remaining 22% of visitor groups said they did not attend any living history programs.

Attendance at living history programs

Visitor groups were then asked to specify the programs that they attended during their visit. Figure 33 shows that 87% of visitors attended molding, 64% attended blacksmithing, and another 34% attended cooking/domestic crafts demonstrations. Table 5 lists "other" living history programs that visitor groups attended during their visit to Hopewell Furnace NHS.

Note: During the survey period, living history demonstrations were given daily, but consisted of only one staff person on Monday, Tuesday, and Wednesday. A special event, with numerous offerings of living history demonstrations was held on Sunday.

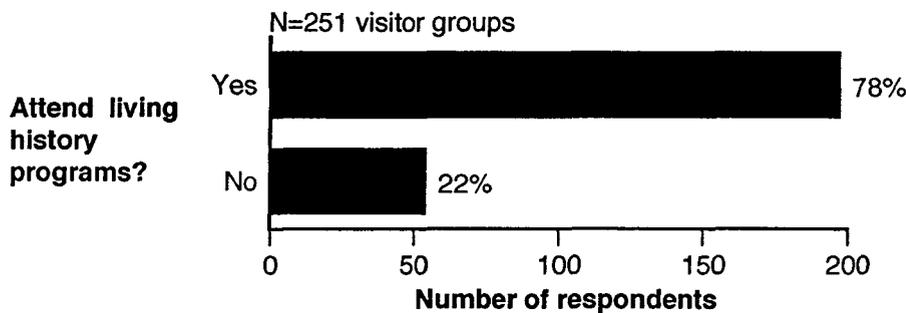


Figure 32: Visitor attendance at living history programs

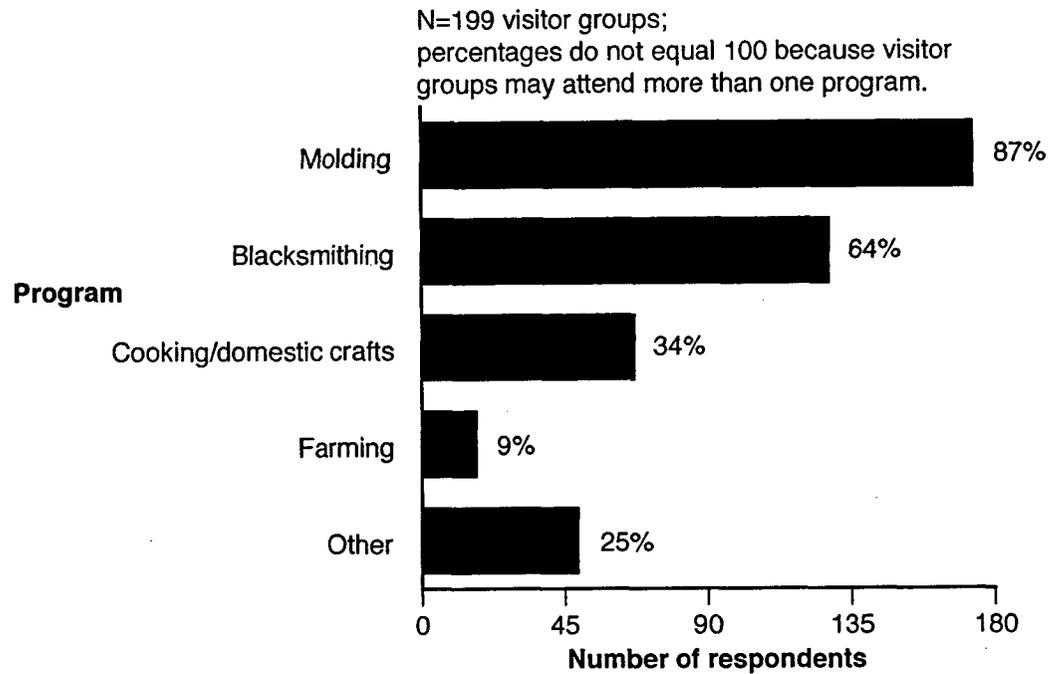


Figure 33: Types of living history programs attended

Table 5: "Other" living history programs that visitor groups attended during this visit

N=55 comments

Program	Number of times mentioned
Making charcoal/Collier	31
Basket weaving	5
Talking to costumed man/woman on front porch of the house	4
Making candles	3
Playing children's games	3
Store keeping	3
Baking	2
Spinning yarn	2
Dyeing	1
Needle crafting	1

Visitor groups were asked a series of questions about overnight lodging within the Hopewell Furnace NHS area. First, visitor groups were asked: "On this trip, did you and your group stay overnight away from home within the Hopewell Furnace NHS area, including Valley Forge, Reading, Lancaster, Pottstown, Brandywine or Kutztown?" Sixty percent of visitor groups did not stay and 40% did stay within the Hopewell Furnace NHS area (see Figure 34).

Overnight stays

Visitor groups who stayed overnight away from home were then asked to specify how many nights their group stayed in the area. The number of nights ranged from 1 to 30 nights. Forty percent of visitor groups stayed two nights, 20% stayed one night, and another 18% stayed 3 nights, as shown in Figure 35.

Visitor groups who stayed overnight in the area, were also asked to indicate the types of lodging where their group spent the night(s). The most common types of lodging used by visitor groups were tent camping (41%), RV/trailer camping (27%), and lodge, motel, cabin, rented condo/home, or B&B (27%), as shown in Figure 36. "Other" type of lodging was a shelter for Freedom Foundation volunteers.

Finally, visitor groups were asked to indicate the town/city where their group stayed on the night before arrival and the night after their departure from Hopewell Furnace NHS. Table 6 shows the cities/towns where visitor groups spent the night before their arrival. Table 7 shows the locations where visitor groups spent the night after their departure.

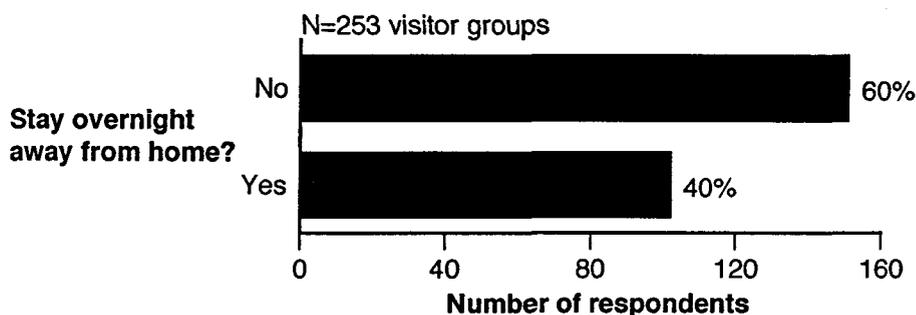


Figure 34: Stay overnight away from home

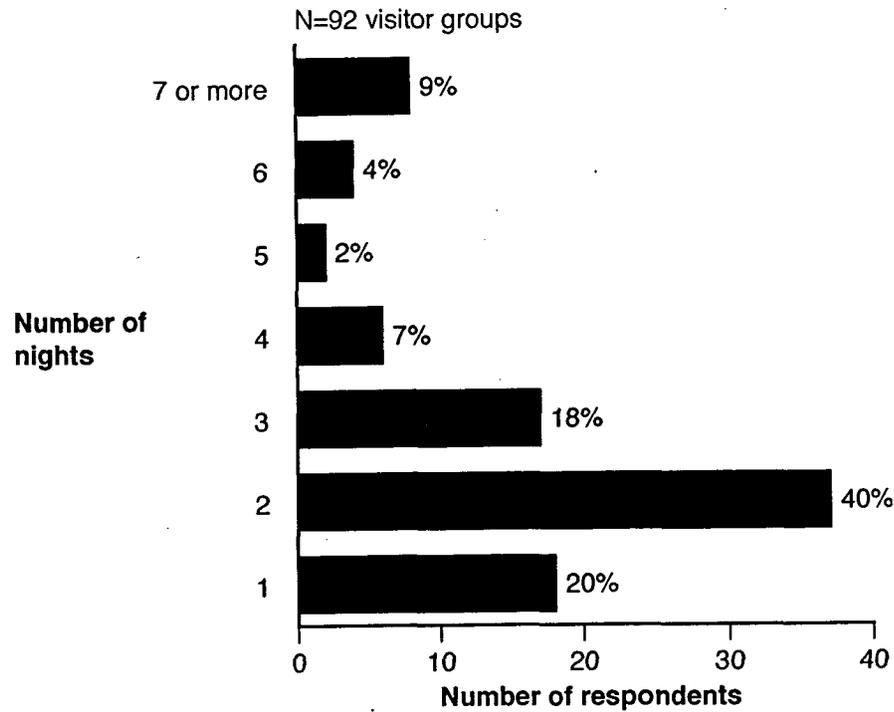


Figure 35: Number of nights in the area

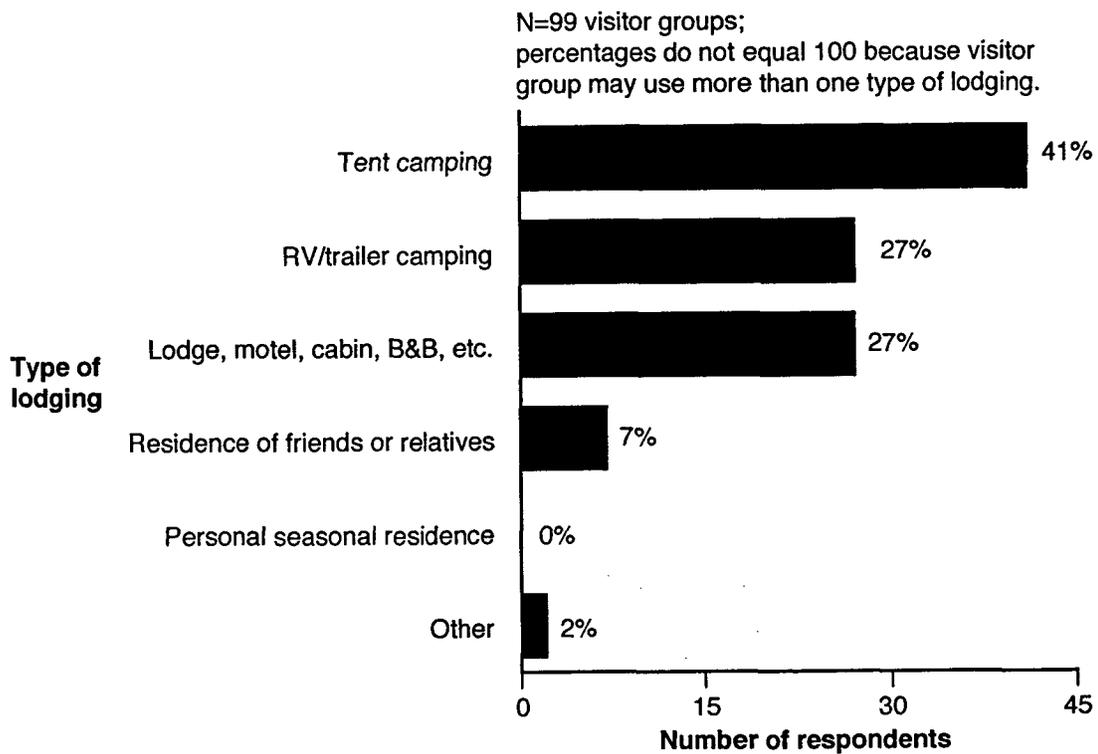


Figure 36: Type of lodging used

Table 6: City/town where visitor groups stayed on the night before their arrival at Hopewell Furnace NHS

N=99 places

City/town	Number of times mentioned
French Creek State Park, PA	27
Lancaster, PA	6
Reading, PA	4
Elverson, PA	3
Warwick, PA	3
West Chester, PA	3
Birdsboro, PA	2
Carlisle, PA	2
Hershey, PA	2
Shillington, PA	2
Valley Forge, PA	2
York, PA	2
41 other places	41

Table 7: City/town where visitor groups stayed on the night after their departure from Hopewell Furnace NHS

N=88 places

City/town	Number of times mentioned
French Creek State Park, PA	9
Reading, PA	4
Birdsboro, PA	3
Philadelphia, PA	3
Carlisle, PA	2
Drexel Hill, PA	2
Elverson, PA	2
Lancaster, PA	2
Morristown, NJ	2
Warwick, PA	2
York, PA	2
55 other places	55

Services and facilities: use, importance and quality

Visitor groups were asked to identify the park services and facilities they used during their visit to Hopewell Furnace NHS. As shown in Figure 37, the most commonly used services and facilities were the park brochure/map (85%), parking area (82%), and restrooms (80%). The least used services or facilities were access for disabled persons (5%) and ranger-led walks/talks (3%). Note: During the survey week all ranger-led programs were provided as costumed living history presentations, so visitors may not have identified these programs as "ranger-led."

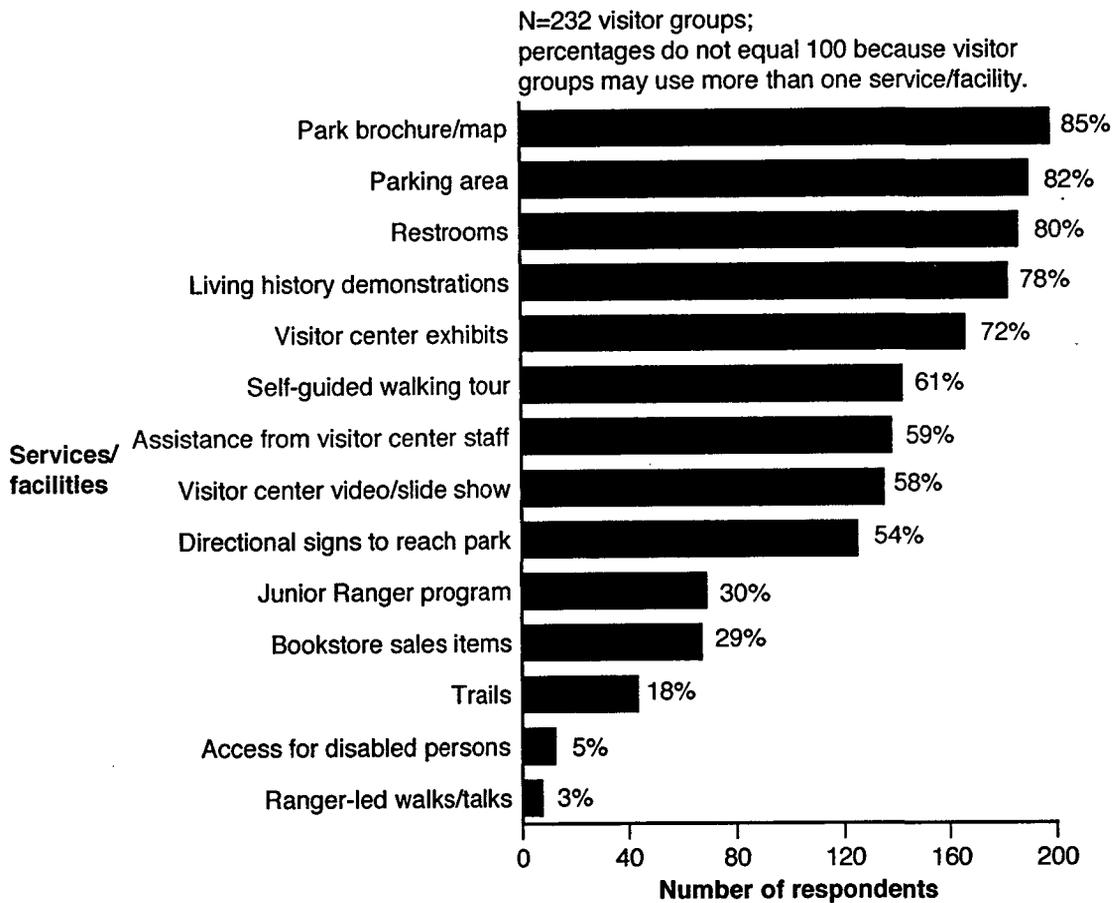


Figure 37: Services and facilities used

Visitor groups rated the importance and quality of each of the services and facilities that they used. The following scales were used in the questionnaire:

<p>IMPORTANCE 5= extremely important 4= very important 3= moderately important 2= somewhat important 1= not important</p>

<p>QUALITY 5= very good 4= good 3= average 2= poor 1= very poor</p>

Figures 38 and 39 show the average importance and quality ratings for visitor services and facilities. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grids shown in Figures 39 and 40. All services were rated as above "average" for both importance and quality. Note: Access for disabled persons and ranger-led walks/talks were not rated by enough visitors to provide reliable information.

Figures 40 to 53 show the importance ratings that were provided by visitor groups for each of the individual facilities and services. Those services/facilities receiving the highest proportion of "extremely important" or "very important" ratings included living history demonstrations (96%), restrooms (86%), park brochure/maps, visitor center slide show, trails, and directional signs to reach park (all are 81%). The highest proportions of "not important" ratings were bookstore sales items (3%), parking area (2%) and self-guided walking tour (2%).

Figures 54 to 67 show the quality ratings that were provided by visitor groups for each of the individual facilities and services. Those facilities/services receiving the highest proportion of "very good" or "good" ratings include living history demonstrations (98%), assistance from visitor center staff (93%), and parking area (90%). The highest proportions of "very poor" were for directional signs to reach park (5%), bookstore sales items, assistance from visitor center staff, and trails (each 3%).

Figure 69 combines the "very good" and "good" quality ratings and compares those ratings for all of the services/facilities.

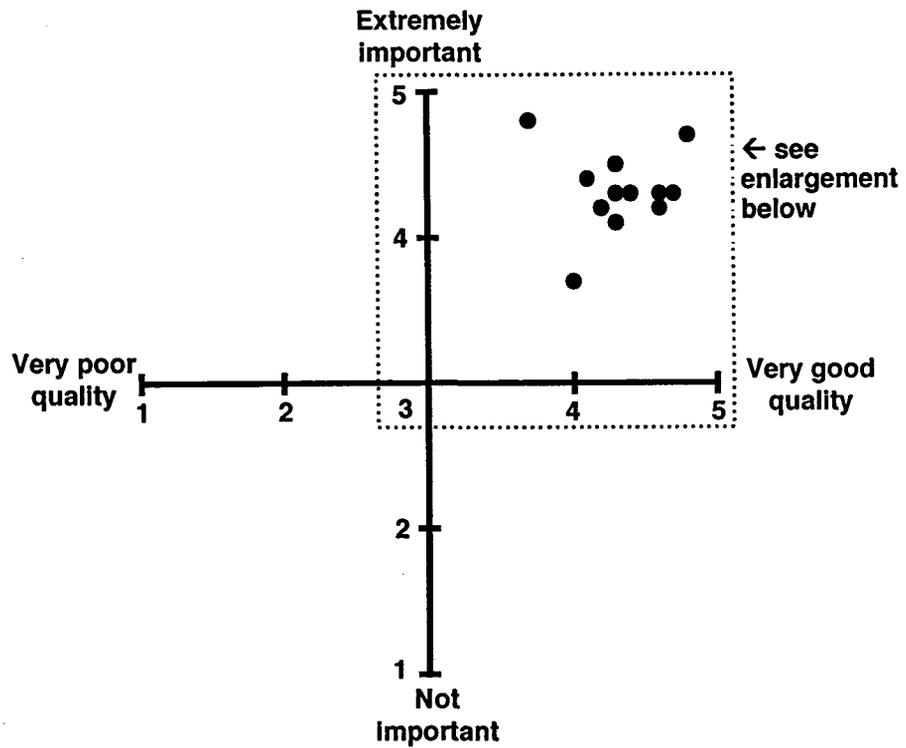


Figure 38: Average ratings of service importance and quality

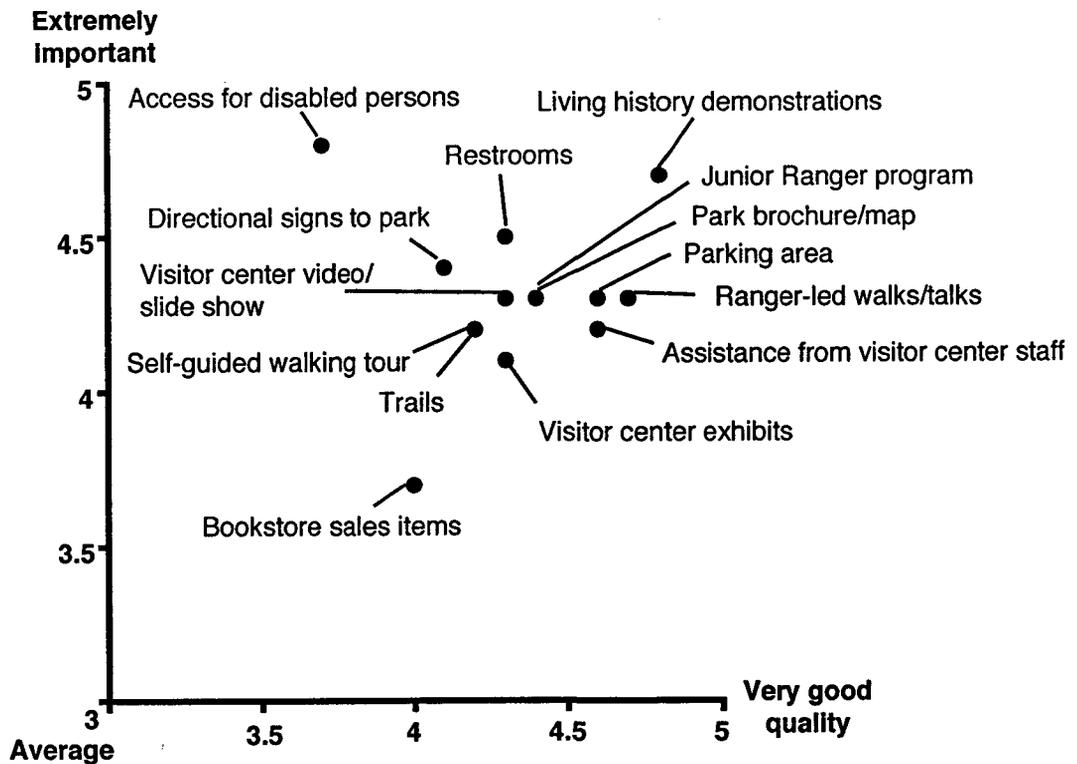


Figure 39: Detail of Figure 38

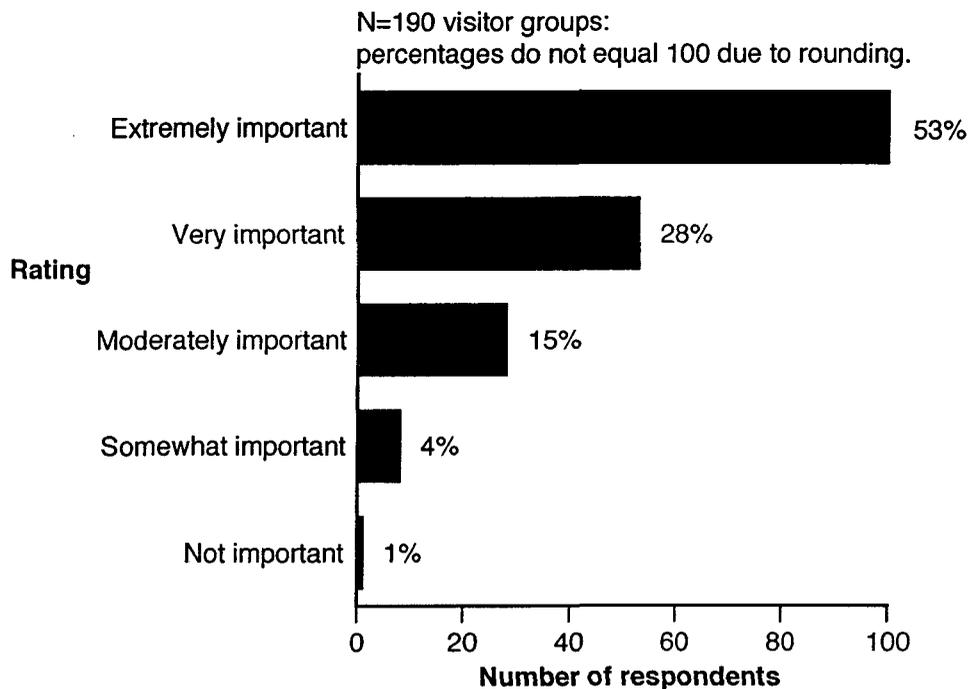


Figure 40: Importance of park brochure/map

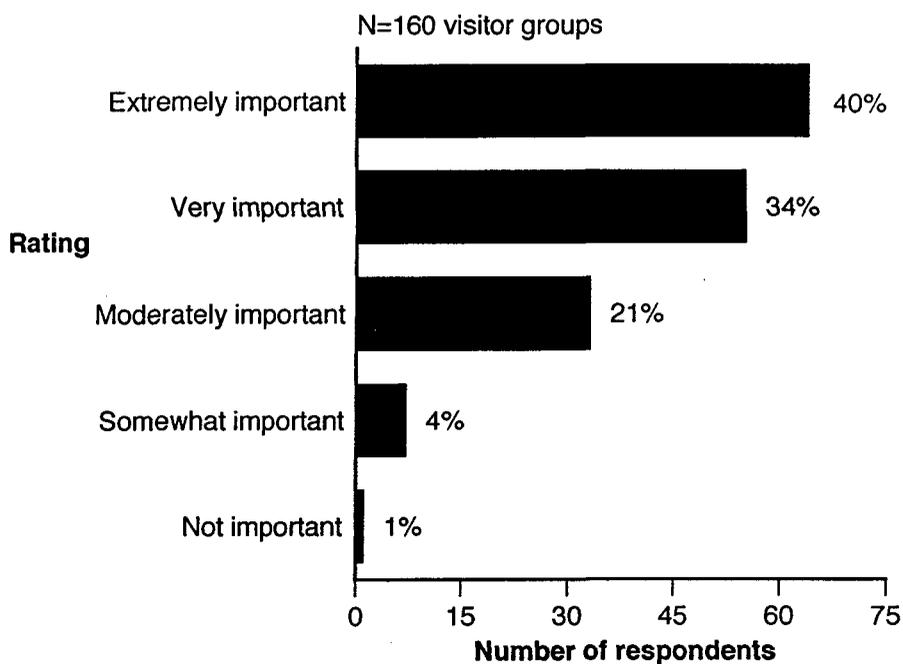


Figure 41: Importance of visitor center exhibits

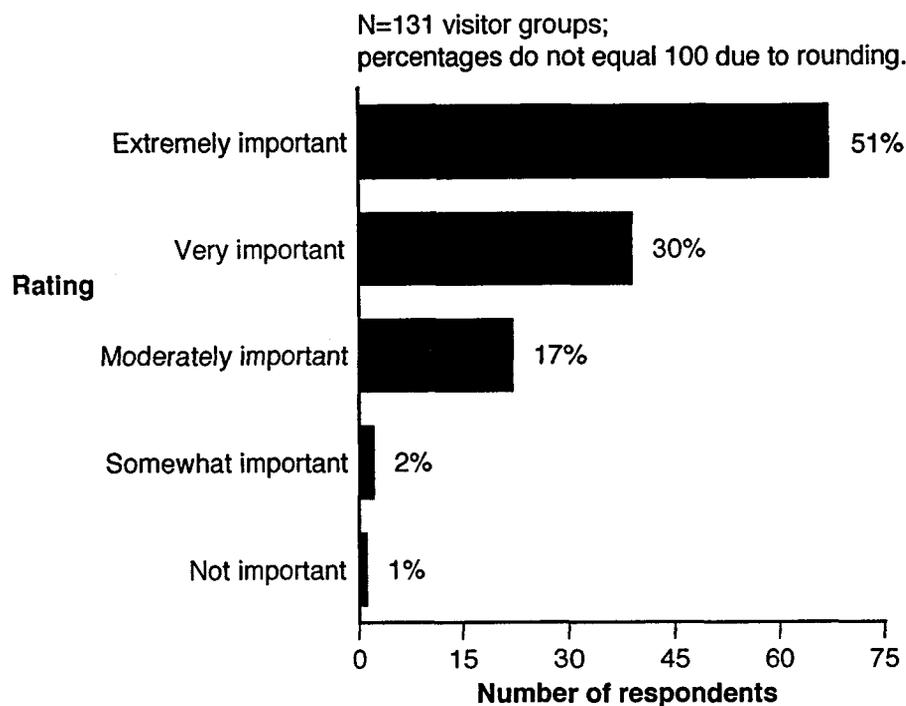


Figure 42: Importance of visitor center video/slide show

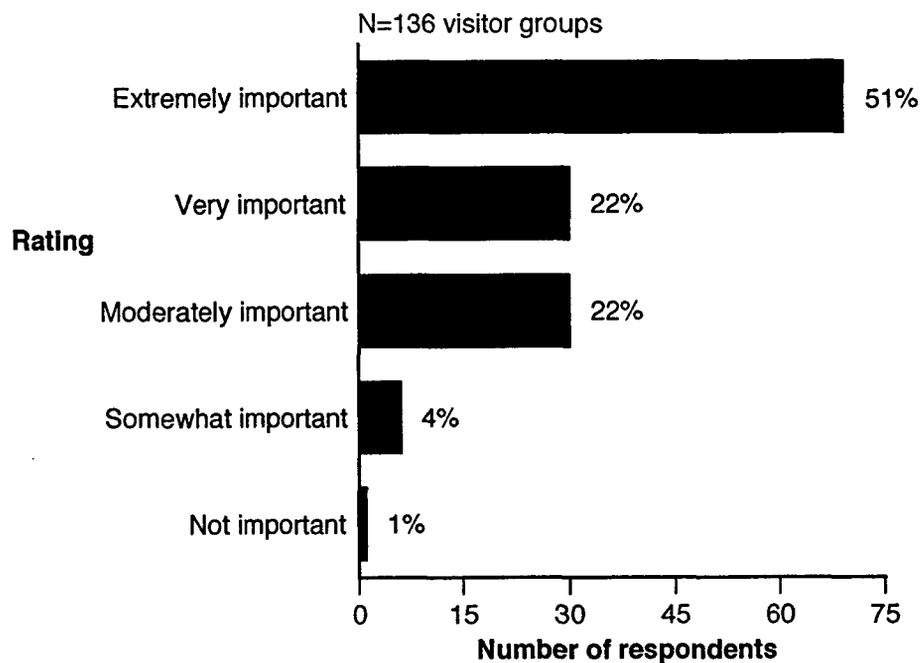


Figure 43: Importance of assistance from visitor center staff

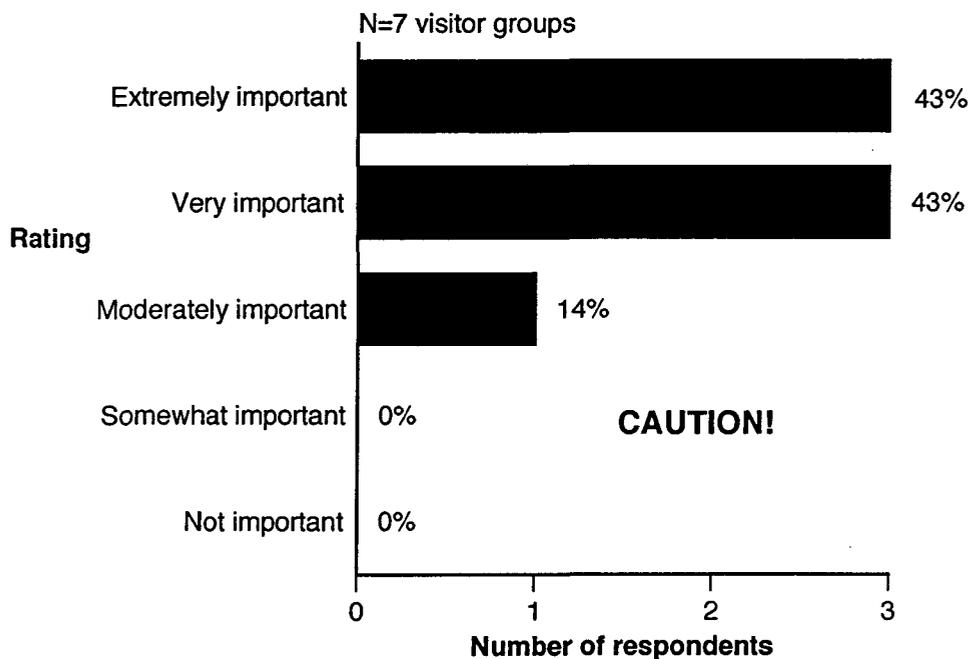


Figure 44: Importance of ranger-led walks/talks

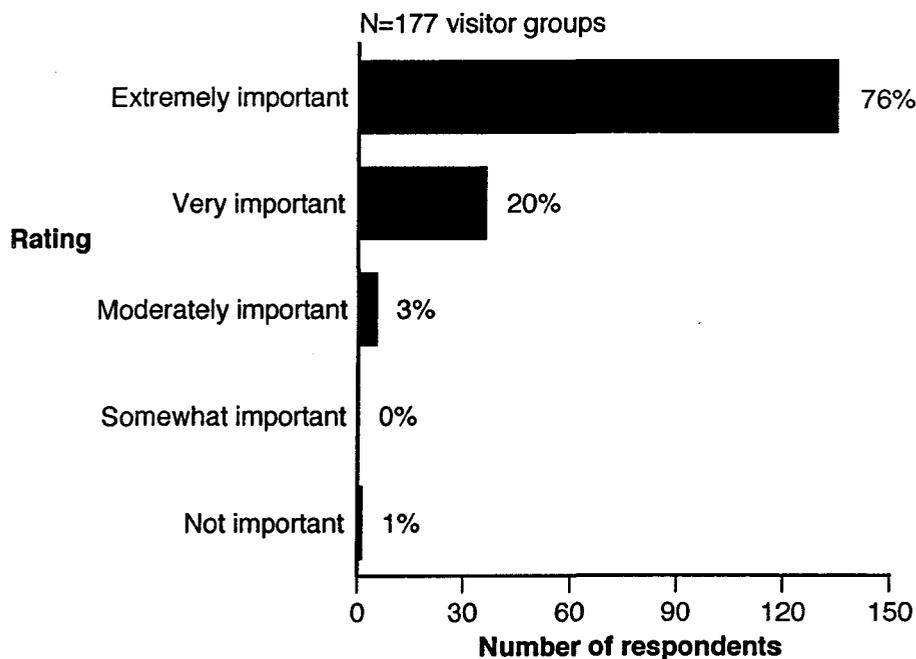


Figure 45: Importance of living history demonstrations

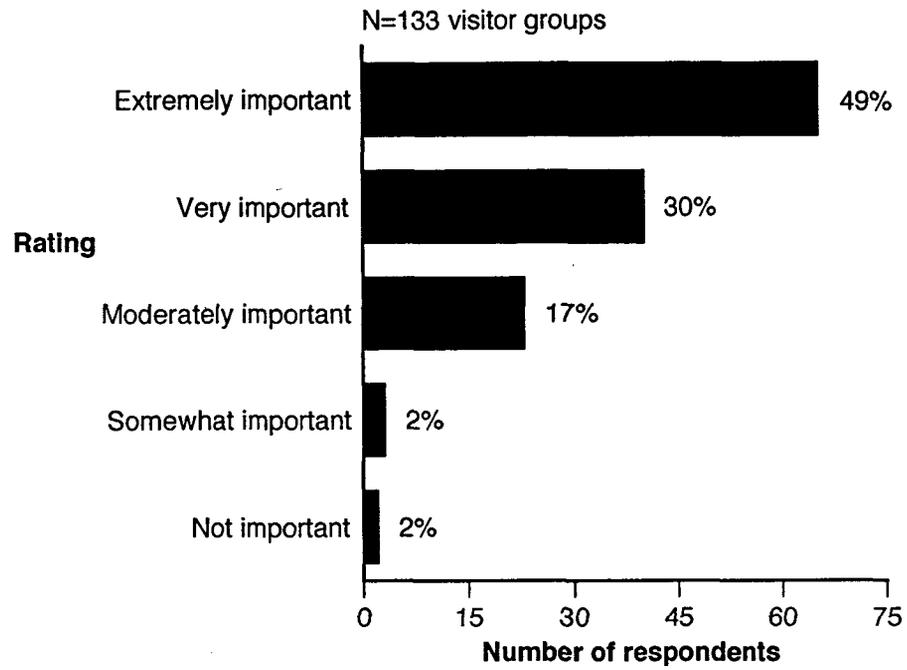


Figure 46: Importance of self-guided walking tour

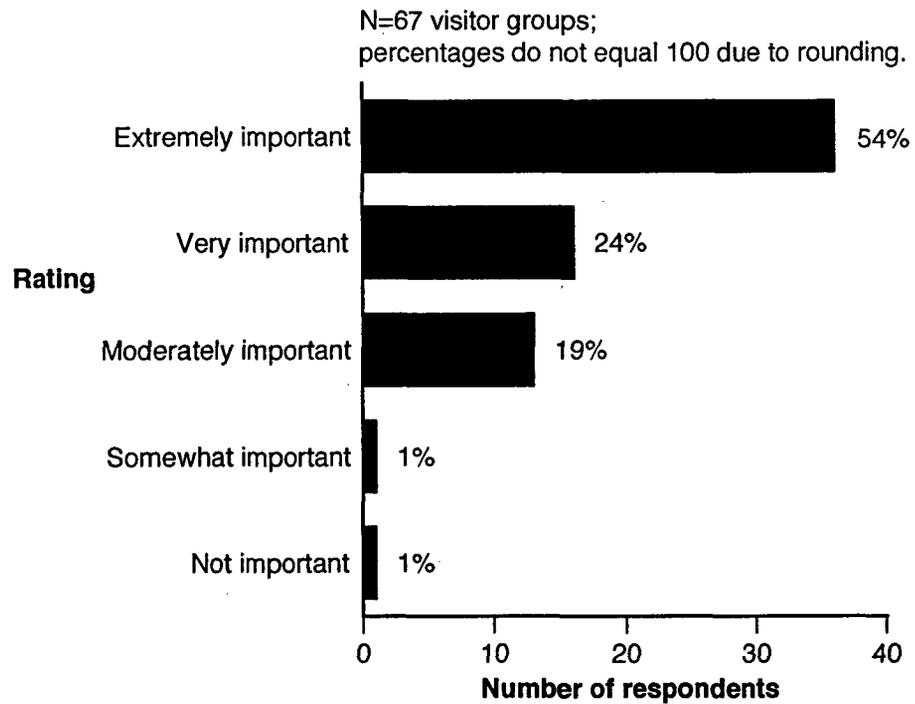


Figure 47: Importance of Junior Ranger program

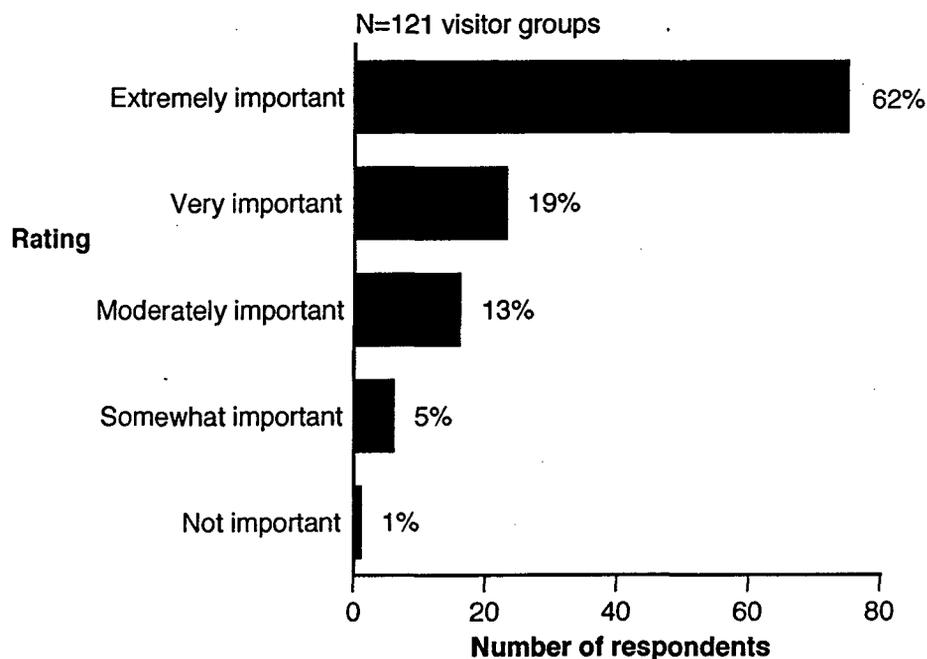


Figure 48: Importance of directional signs to reach park

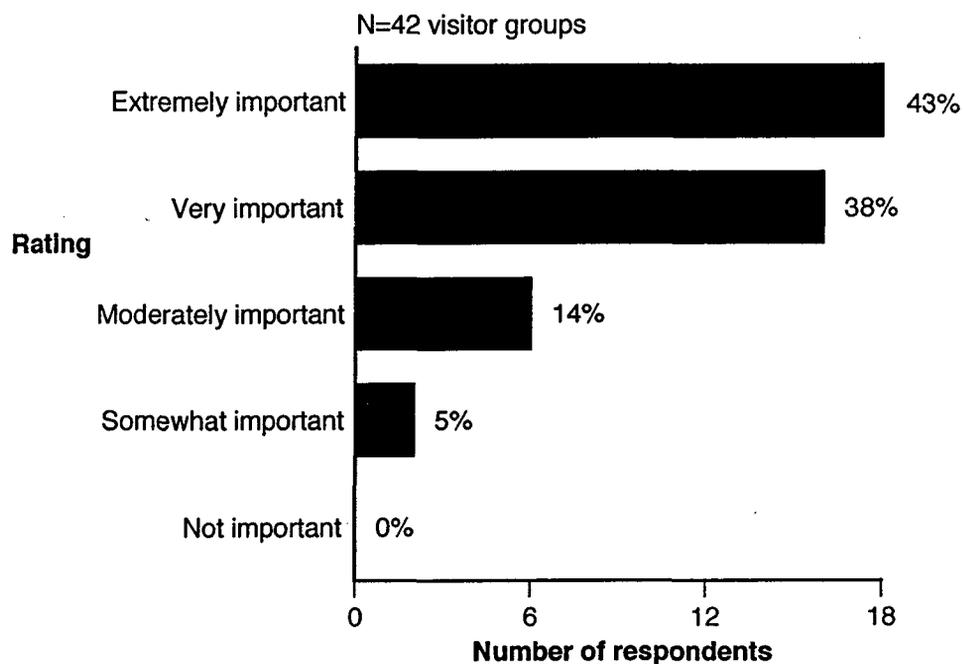


Figure 49: Importance of trails

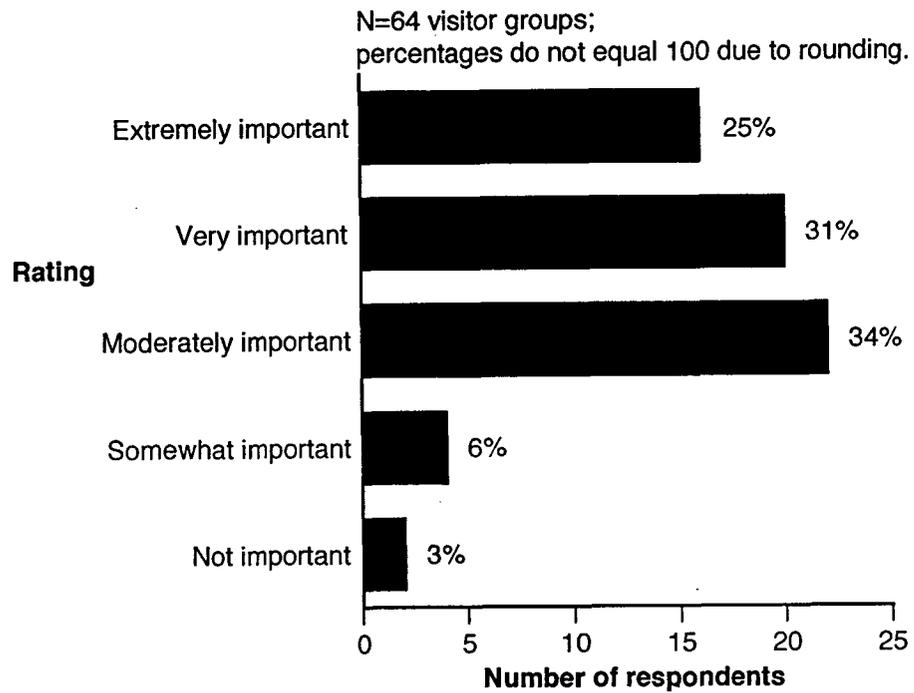


Figure 50: Importance of bookstore sales items

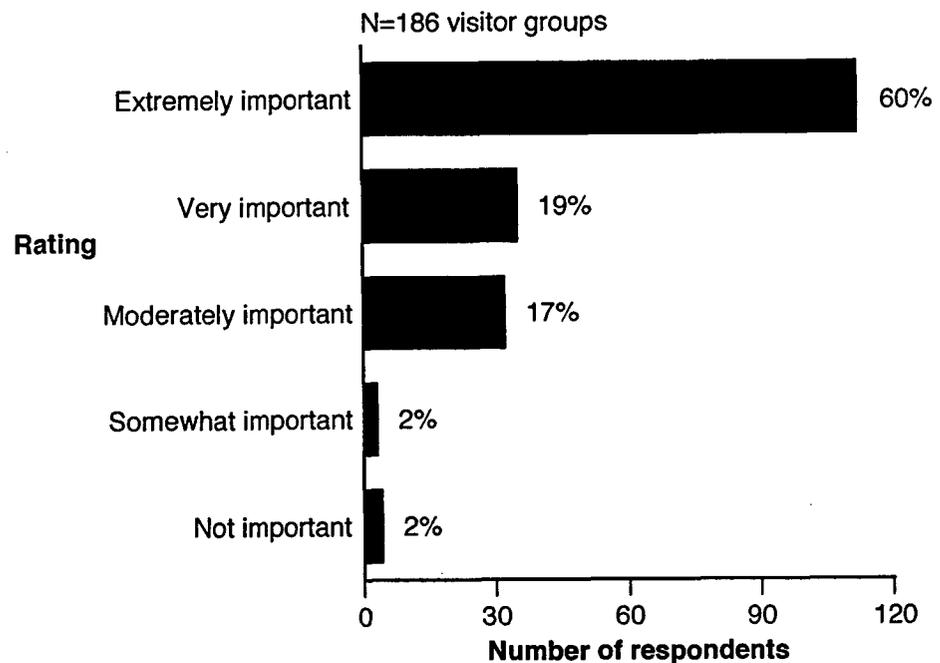


Figure 51: Importance of parking area

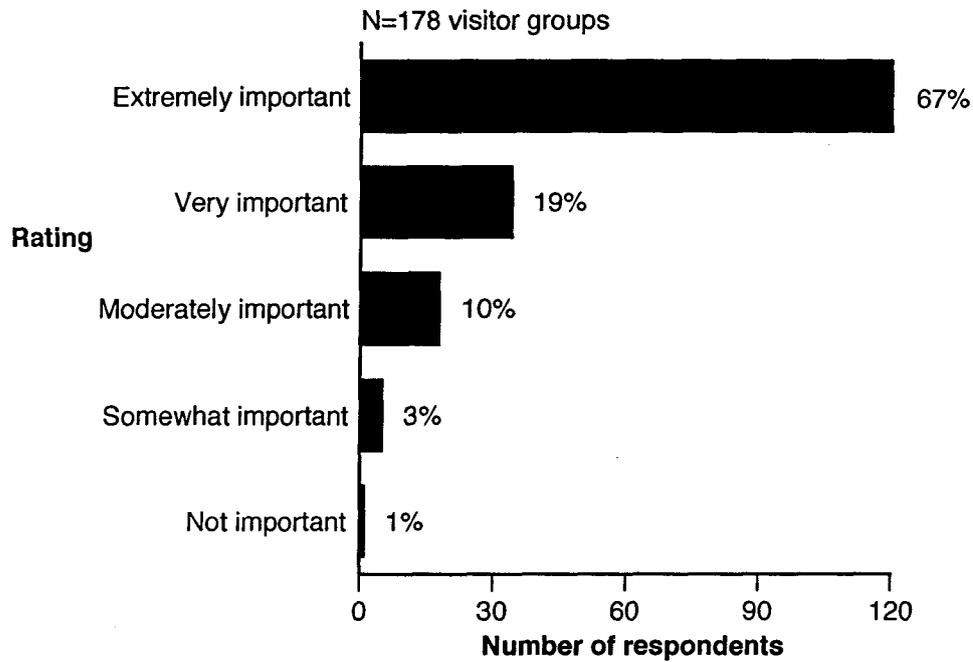


Figure 52: Importance of restrooms

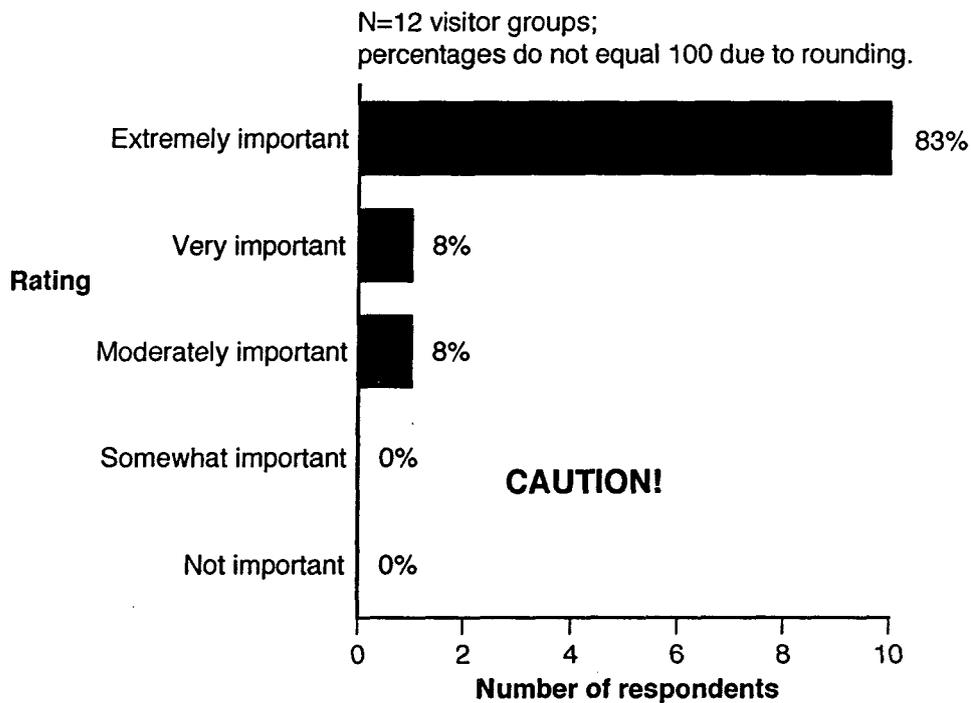


Figure 53: Importance of access for disabled persons

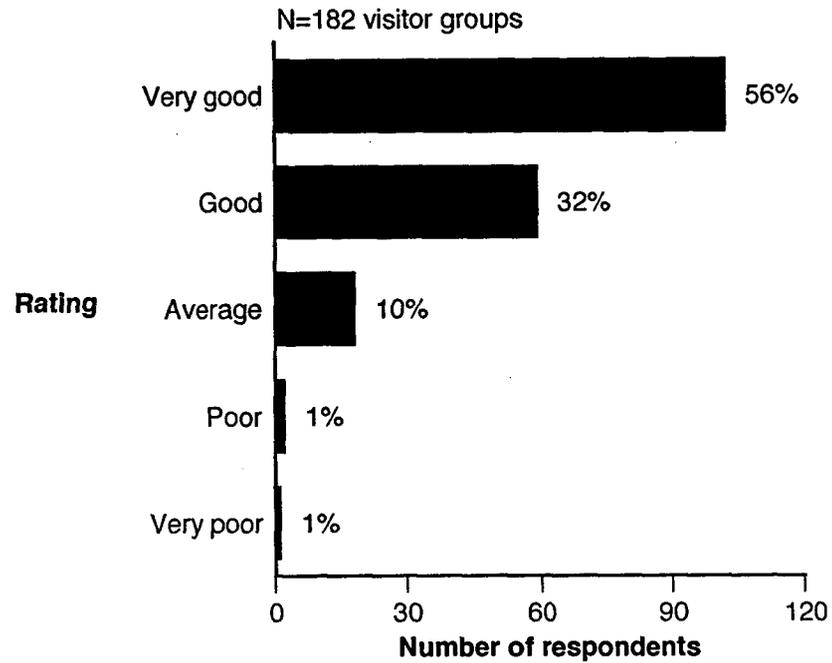


Figure 54: Quality of park brochure/map

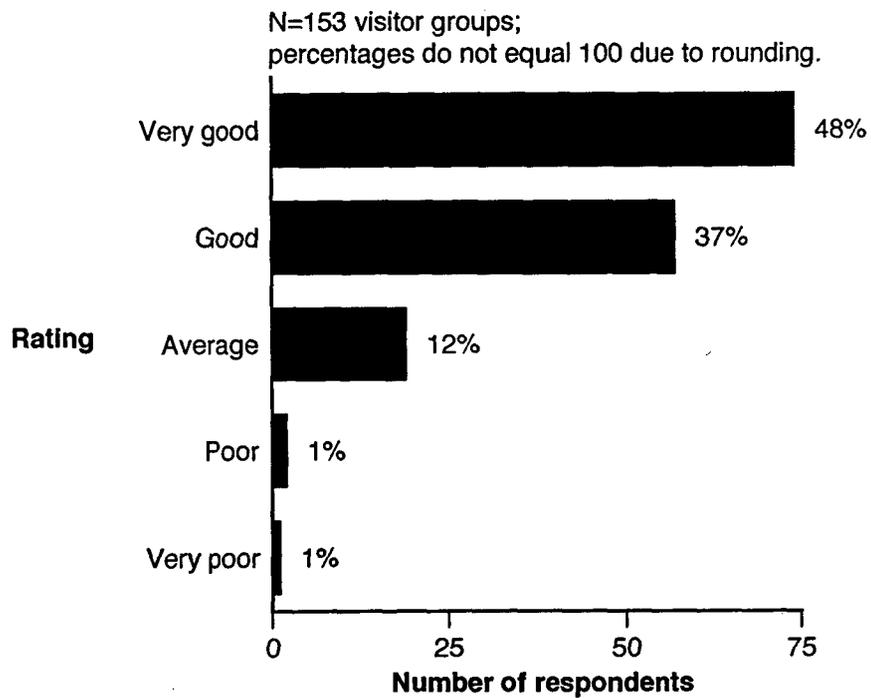


Figure 55: Quality of visitor center exhibits

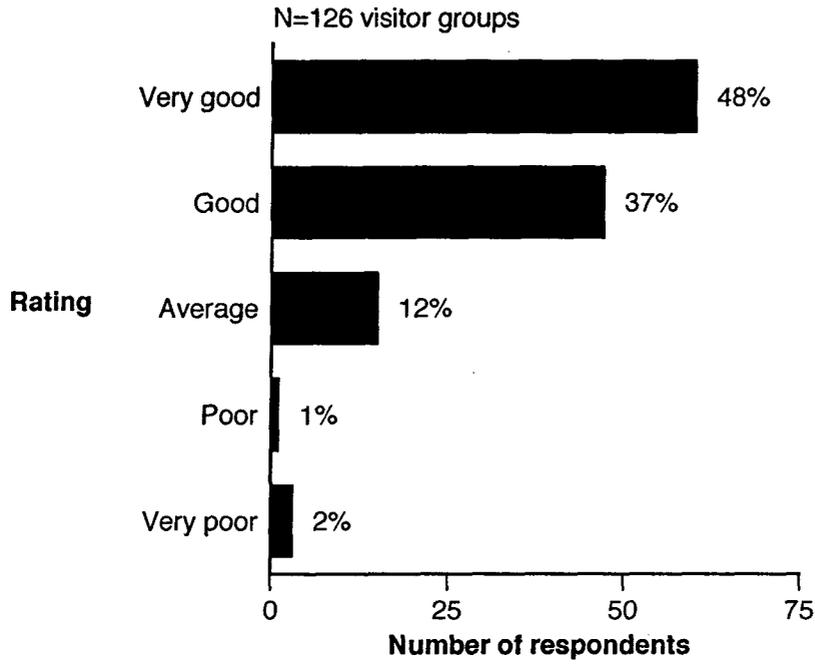


Figure 56: Quality of visitor center video/slide show

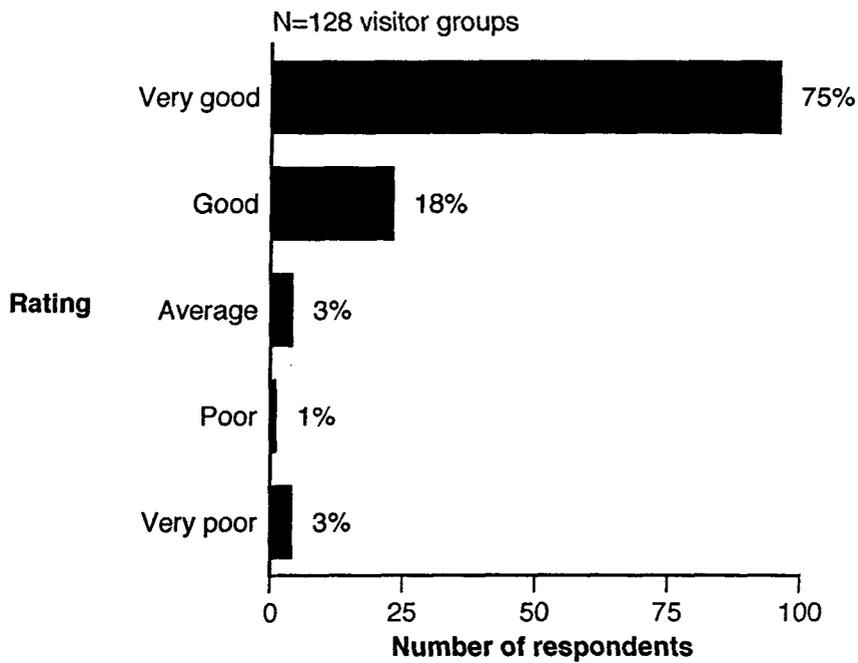


Figure 57: Quality of assistance from visitor center staff

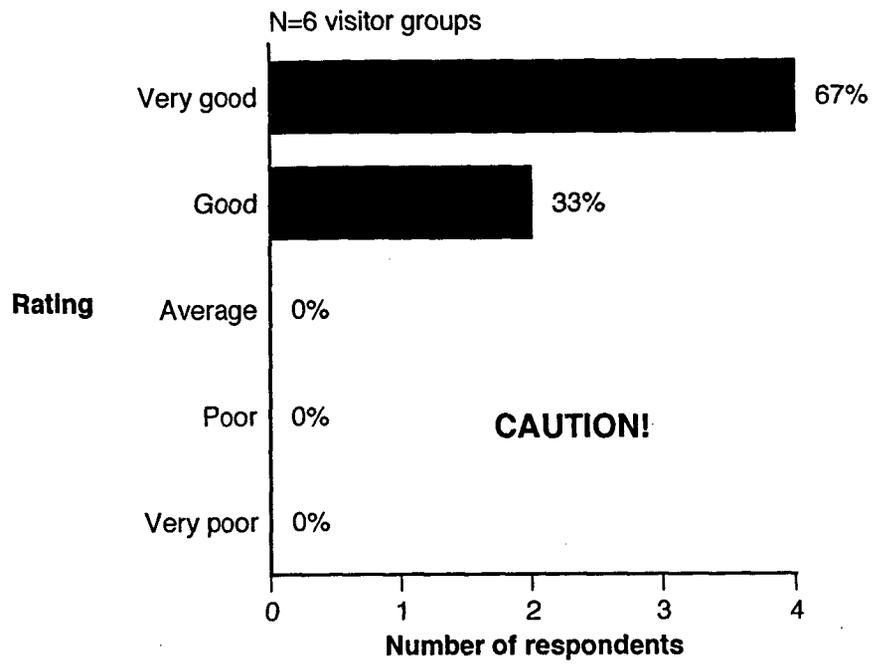


Figure 58: Quality of ranger-led walks/talks

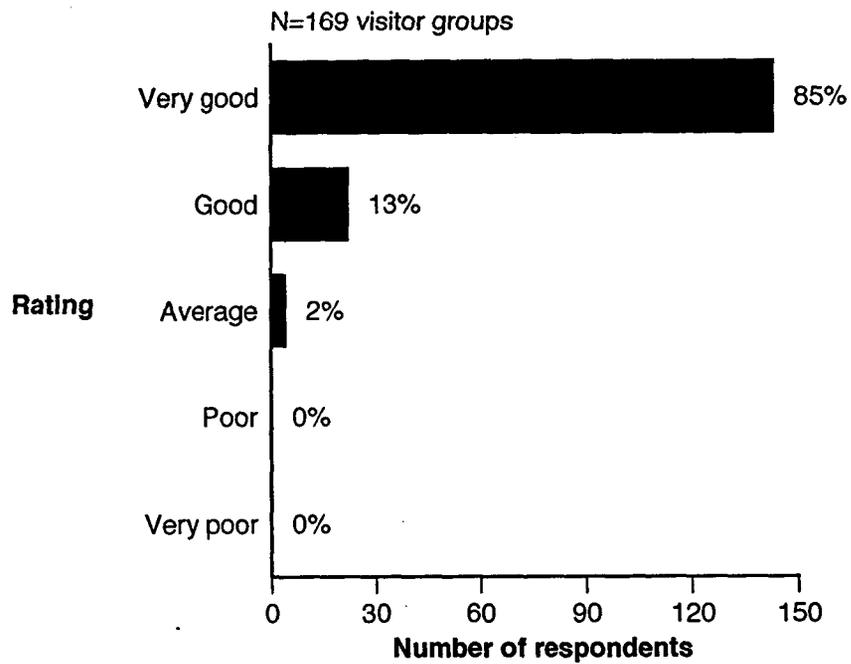


Figure 59: Quality of living history demonstrations

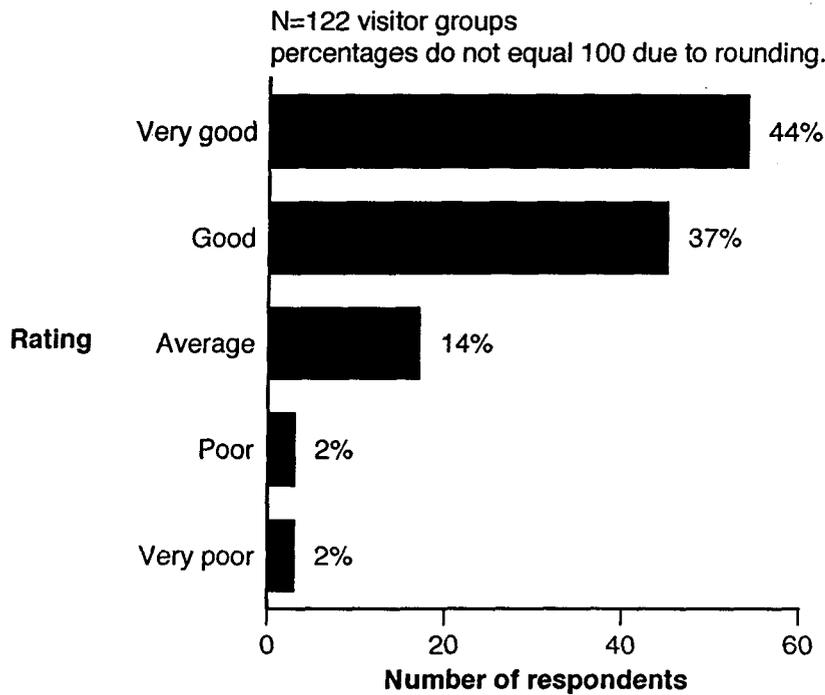


Figure 60: Quality of self-guided walking tour

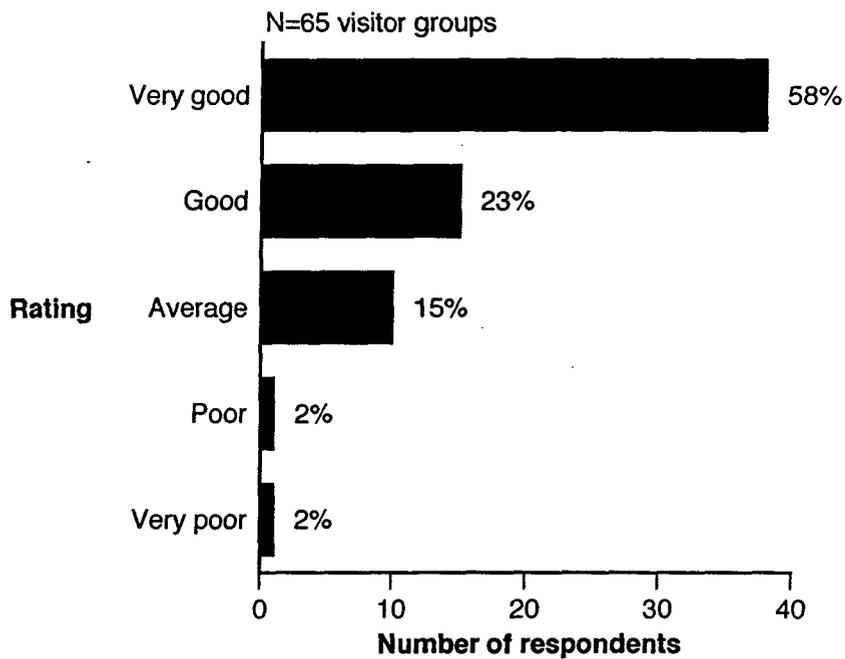


Figure 61: Quality of Junior Ranger program

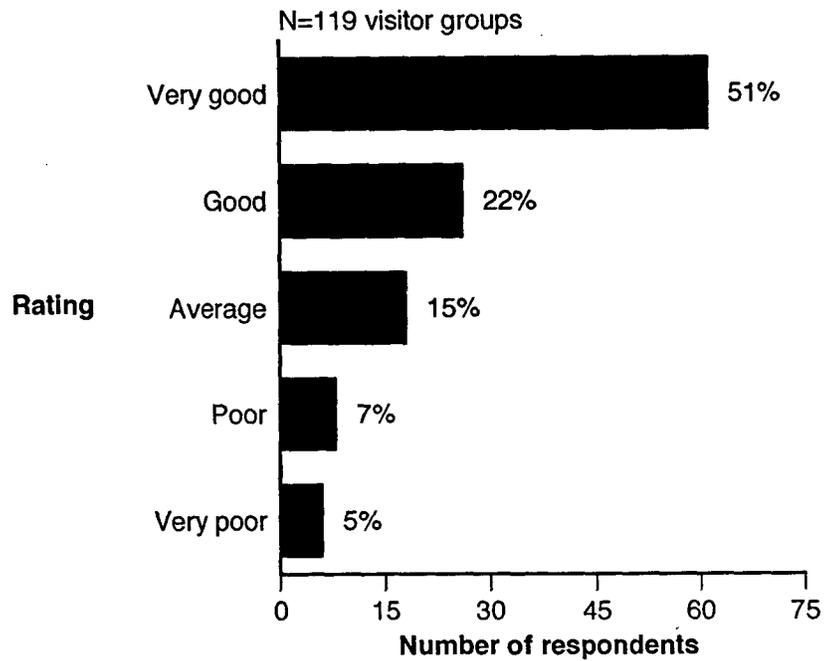


Figure 62: Quality of directional signs to reach park

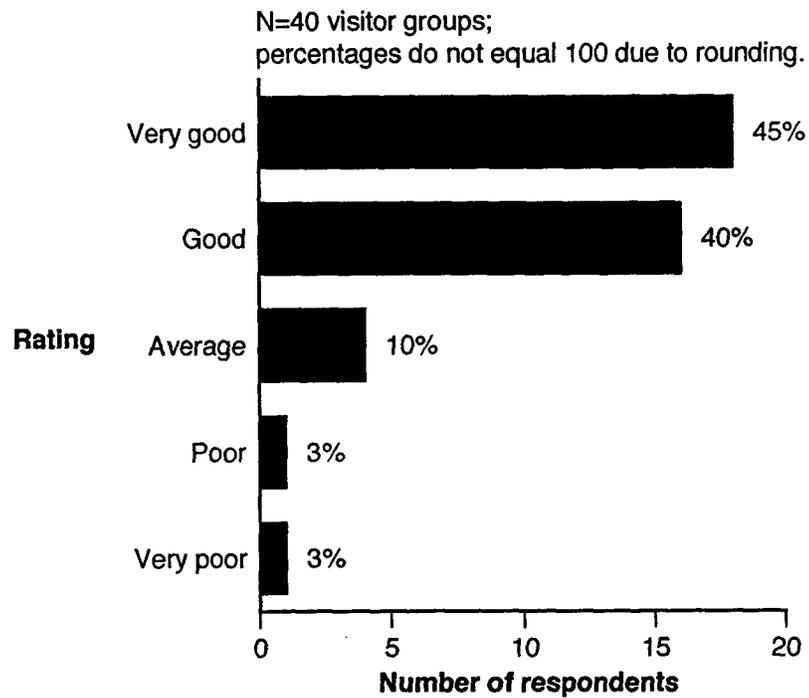


Figure 63: Quality of trails

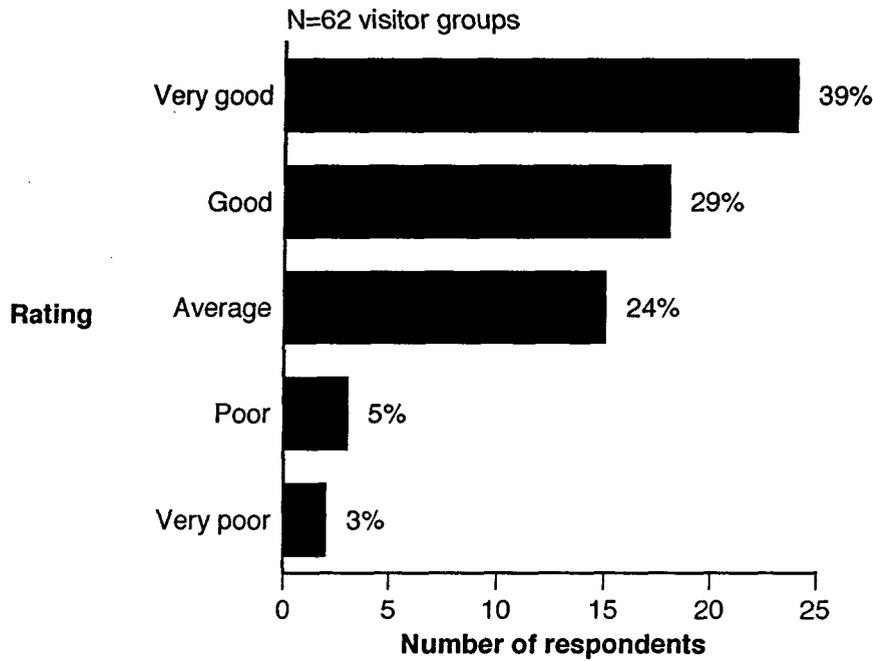


Figure 64: Quality of bookstore sales items

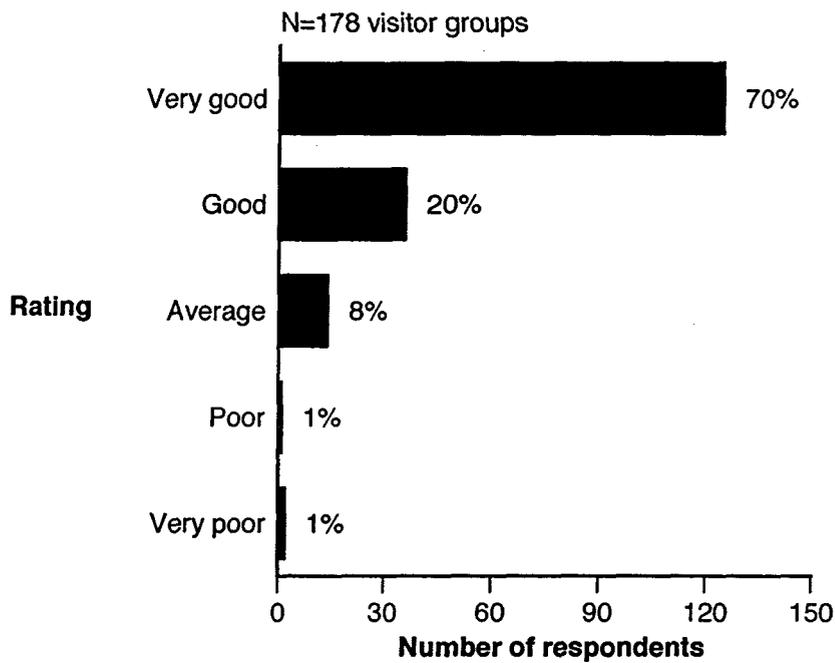


Figure 65: Quality of parking area

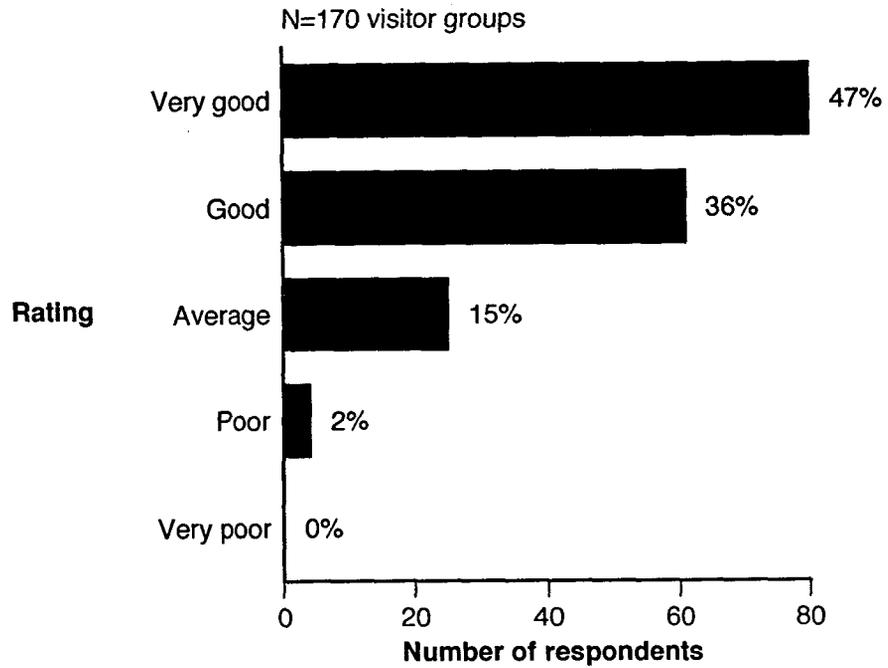


Figure 66: Quality of restrooms

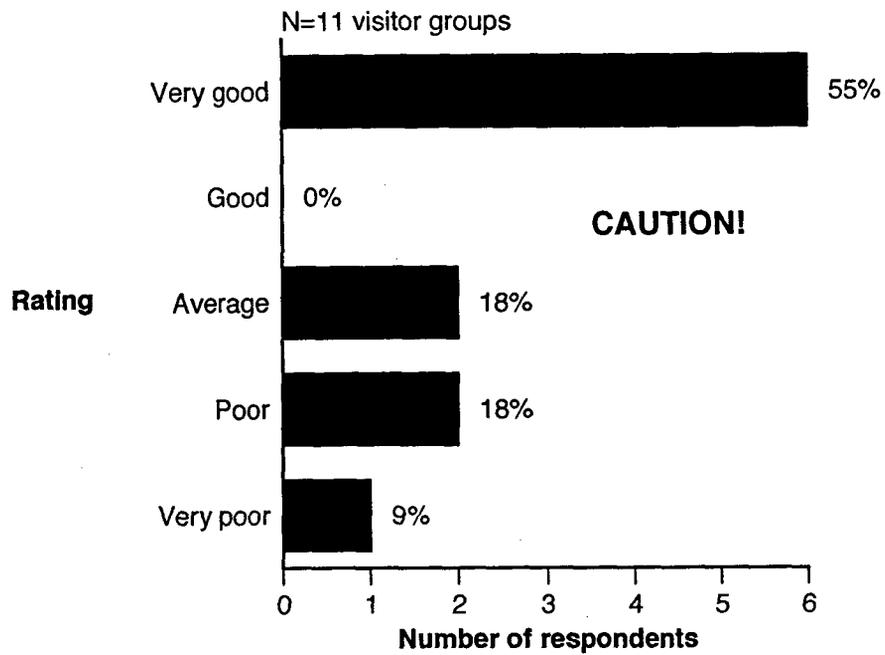


Figure 67: Quality of access for disabled persons

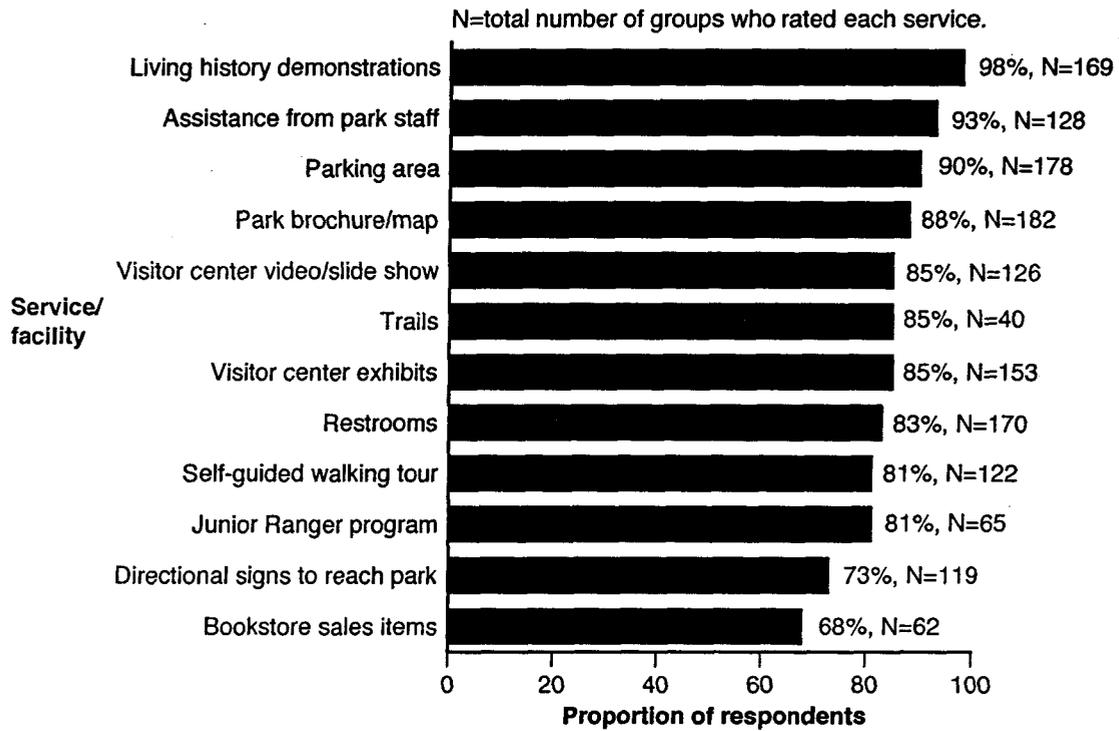


Figure 68: Combined proportions of "very good" or "good" quality ratings for services and facilities

**Importance of
park's qualities/
resources**

It is the National Park Service's responsibility to protect Hopewell Furnace NHS's natural, scenic and cultural resources while at the same time providing for public enjoyment. Visitor groups were asked to rate the importance of Hopewell Furnace NHS's natural, scenic and cultural qualities/resources (see Table 8).

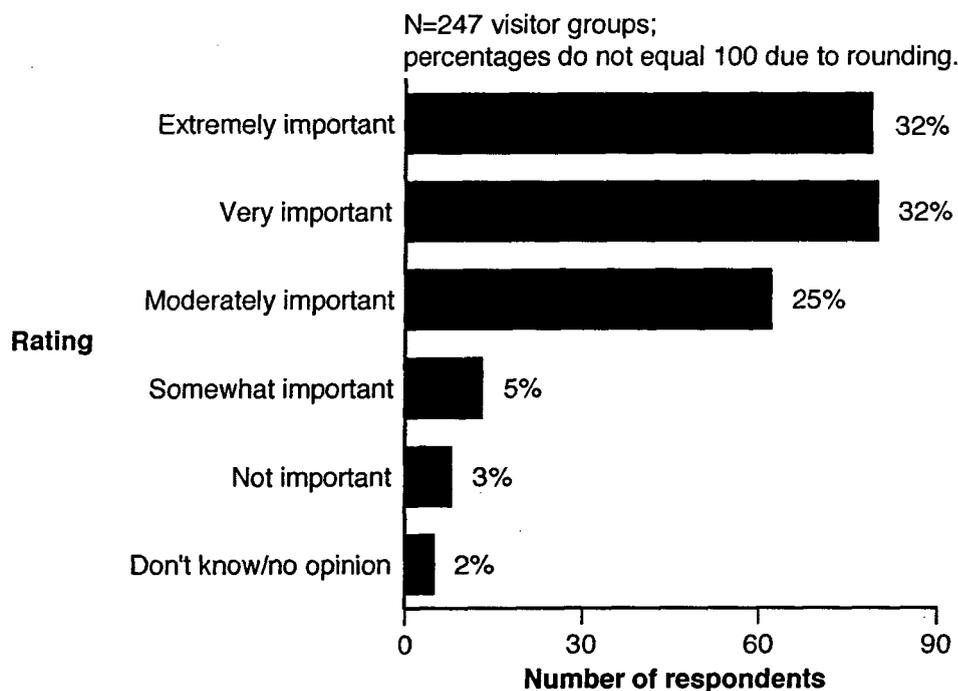
Respondents included visitors who chose the answer choice "don't know/no opinion." Figures 69 to 81 show the importance ratings for each quality/resource. Figure 82 shows the combined "extremely important" and "important" ratings for all qualities/resources.

The qualities/resources that received the highest "extremely important" and "important" ratings included historic buildings (96%), living history programs (90%), and historic landscapes (88%). Solitude (8%) and orchards (5%) are the resources/qualities that received the highest "not important" ratings. "Other" qualities/resources included the herb garden, uniqueness of valley view, re-creation of the village, well-behaved visitors, audio interpretation equipment in the buildings, and the policy that pets are allowed.

Table 8: Ratings of importance of Hopewell Furnace NHS's qualities/resources

N= number of respondents;
percentages may not equal 100 due to rounding.

Quality/resource		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know No opinion
		%	%	%	%	%	%
Native plants	N=247	32	32	25	5	3	2
Wildlife	N=249	39	34	18	4	3	2
Clean streams	N=249	59	28	9	2	1	2
Exhibits in historic rooms	N=248	48	37	13	1	1	<1
Natural quiet/sounds of nature	N=247	40	34	18	4	2	1
Solitude	N=246	24	28	27	10	8	3
Historic landscape	N=253	58	30	9	0	1	2
Living history programs (costumed demonstrations)	N=247	65	25	6	1	<1	2
Historic buildings	N=250	76	20	4	0	0	0
Rural setting	N=246	50	33	12	4	2	0
Historic demonstration farm	N=246	43	35	12	4	2	5
Orchard	N=240	16	26	34	11	5	8
Other	N=36	44	14	8	6	3	25

**Figure 69: Importance of quality/resource: Native plants**

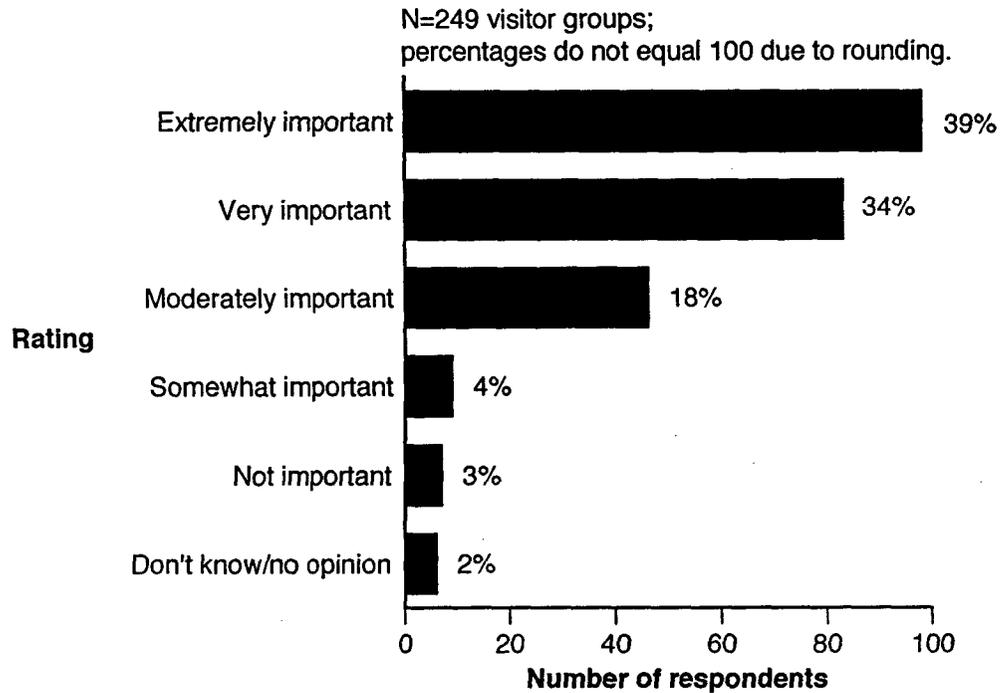


Figure 70: Importance of quality/resource: Wildlife

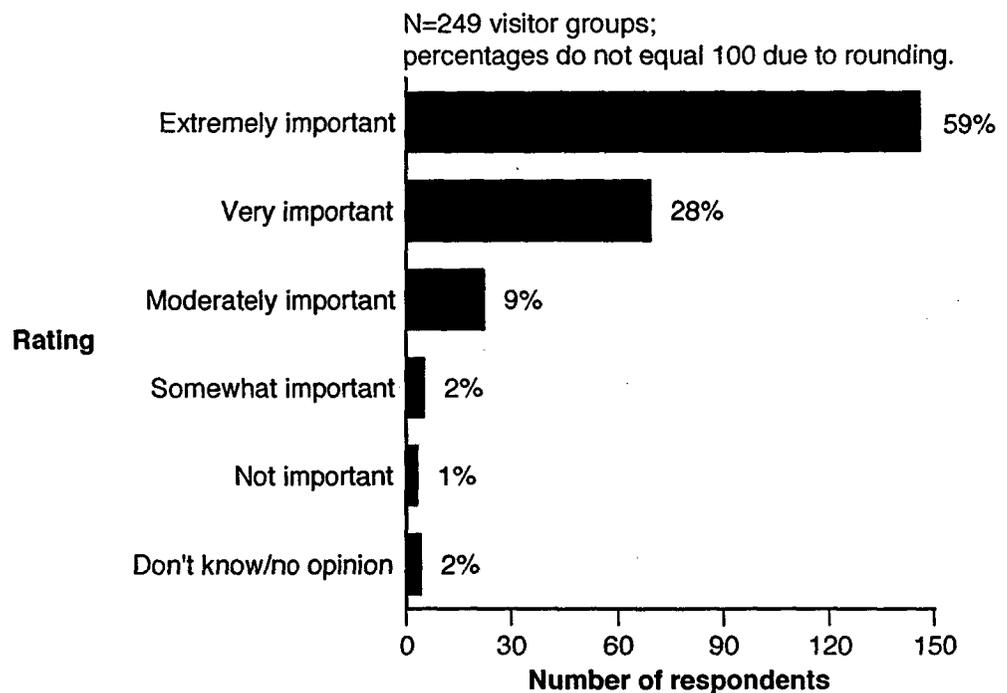


Figure 71: Importance of quality/resource: Clean streams

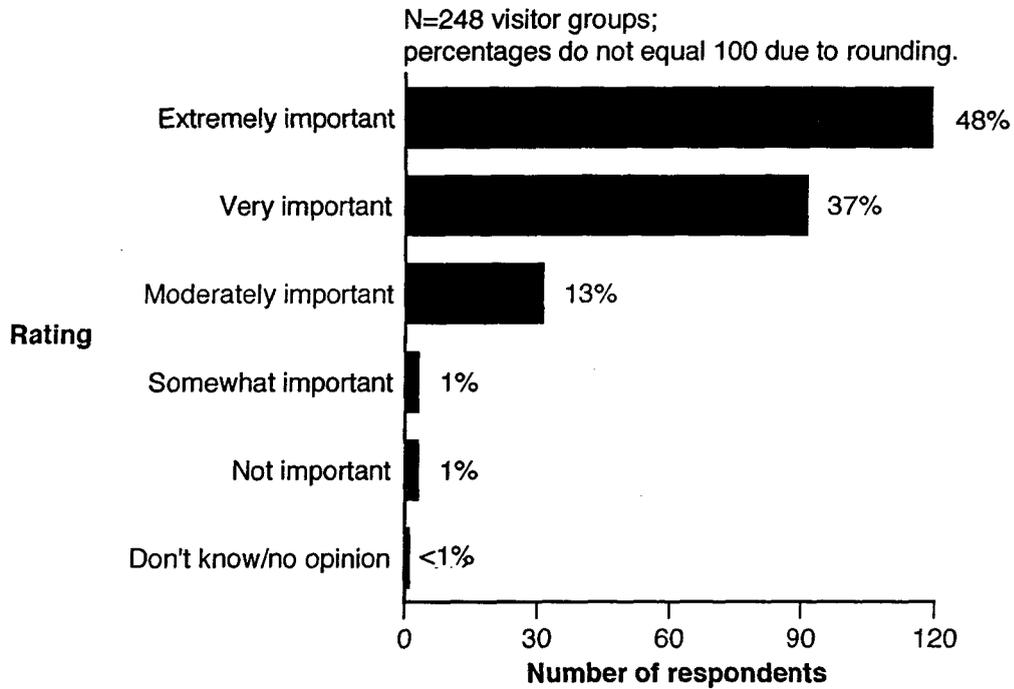


Figure 72: Importance of quality/resource: Exhibits in historic rooms

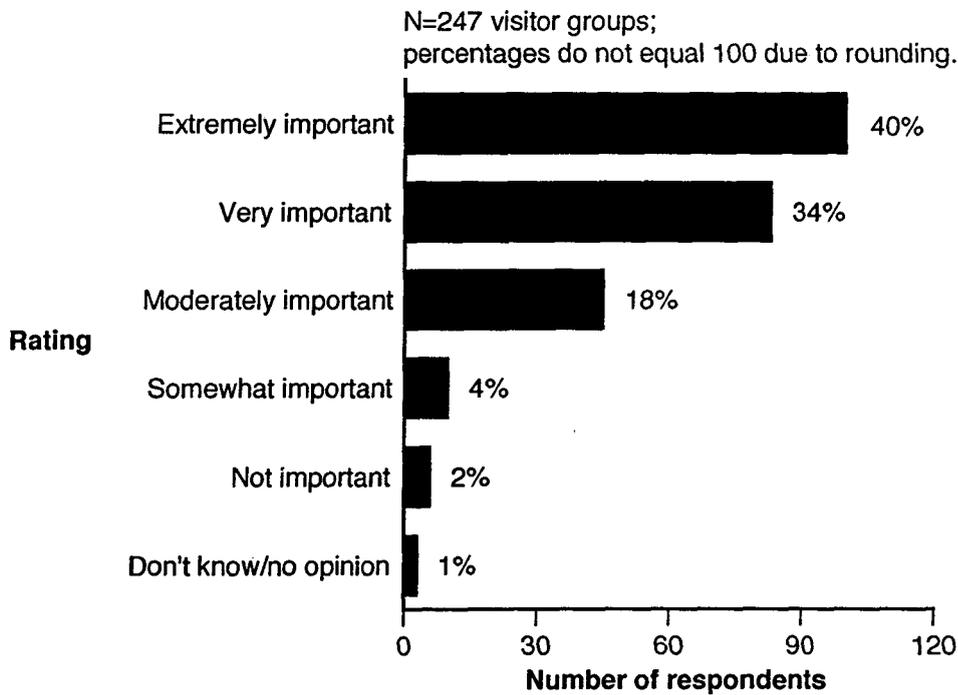


Figure 73: Importance of quality/resource: Natural quiet/sounds of nature

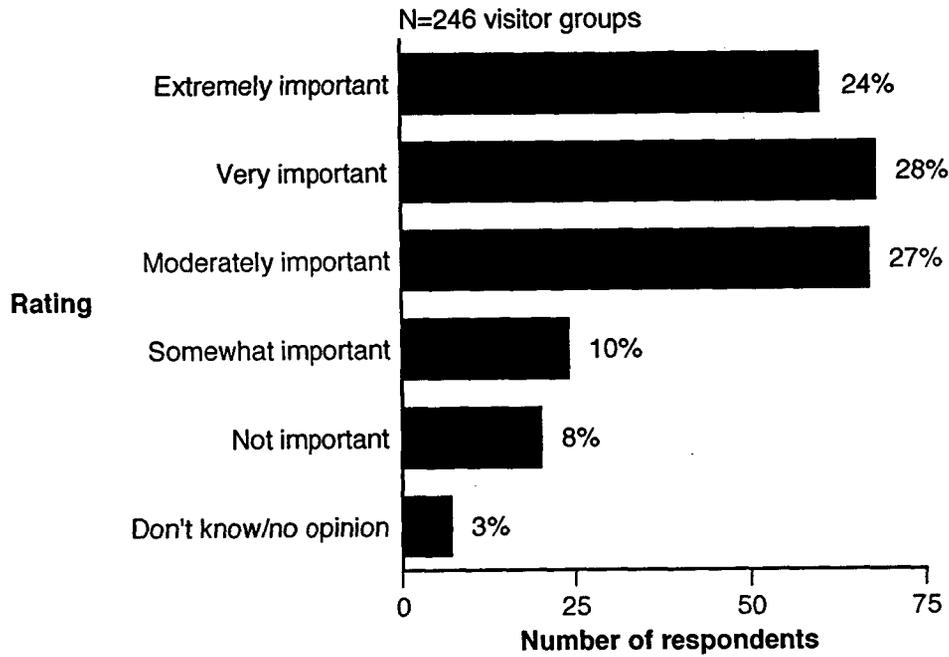


Figure 74: Importance of quality/resource: Solitude

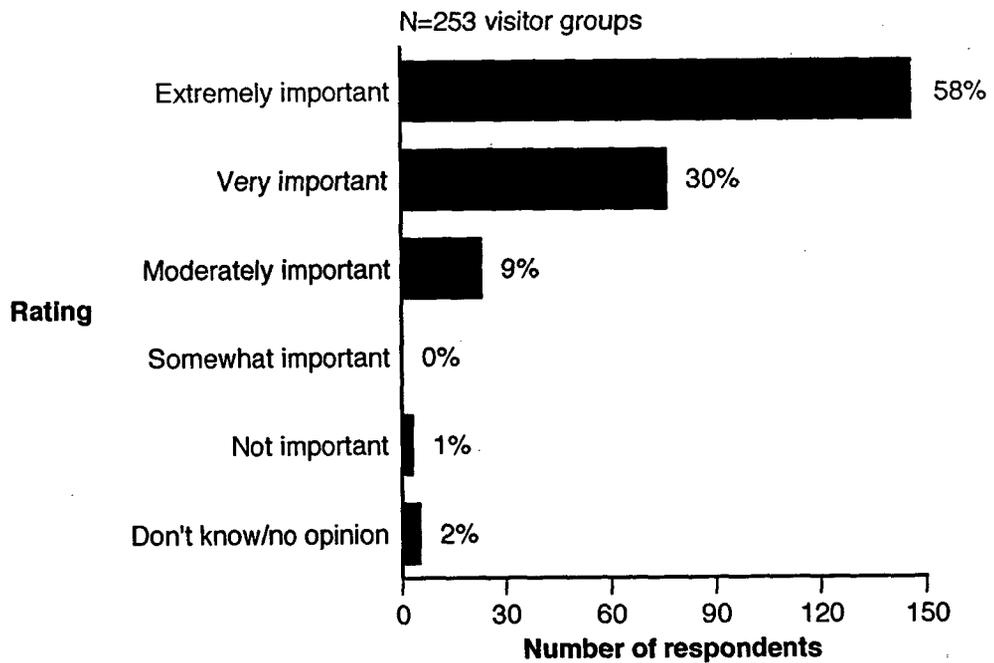


Figure 75: Importance of quality/resource: Historic landscape

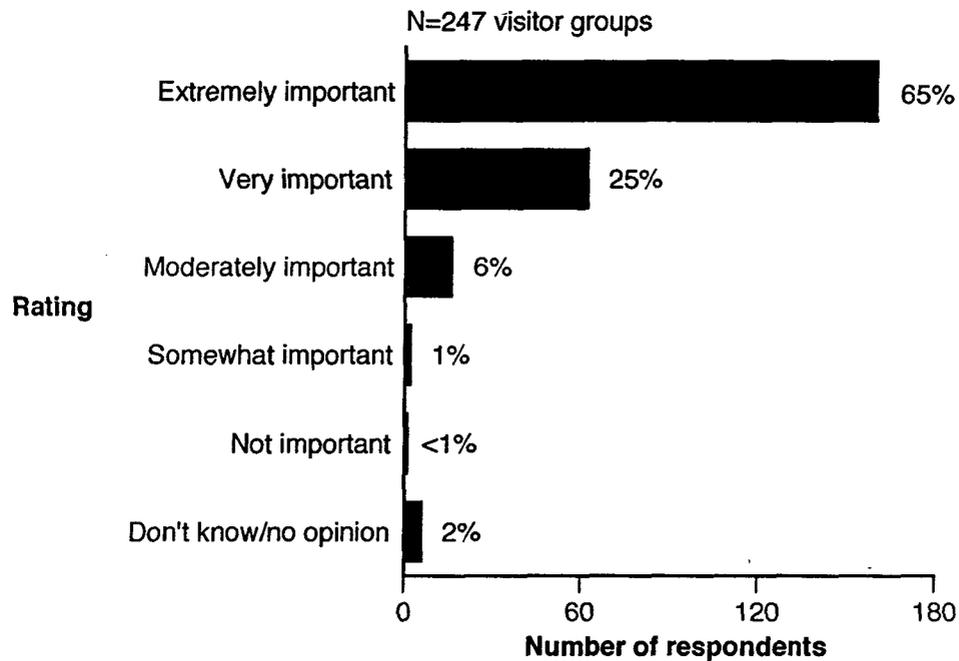


Figure 76: Importance of quality/resource: Living history programs (costumed demonstrations)

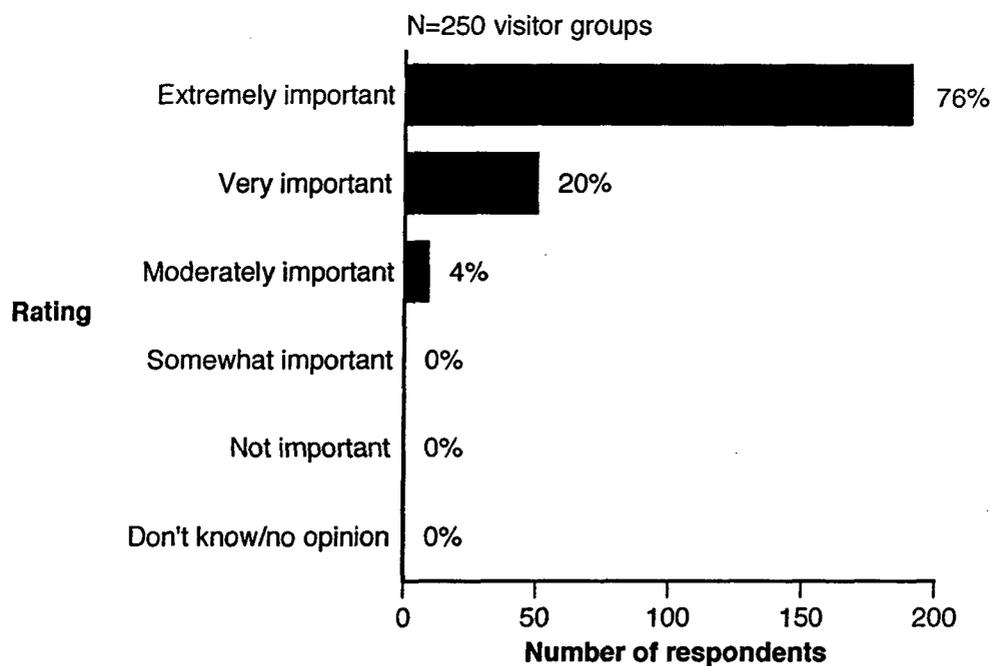


Figure 77: Importance of quality/resource: Historic buildings

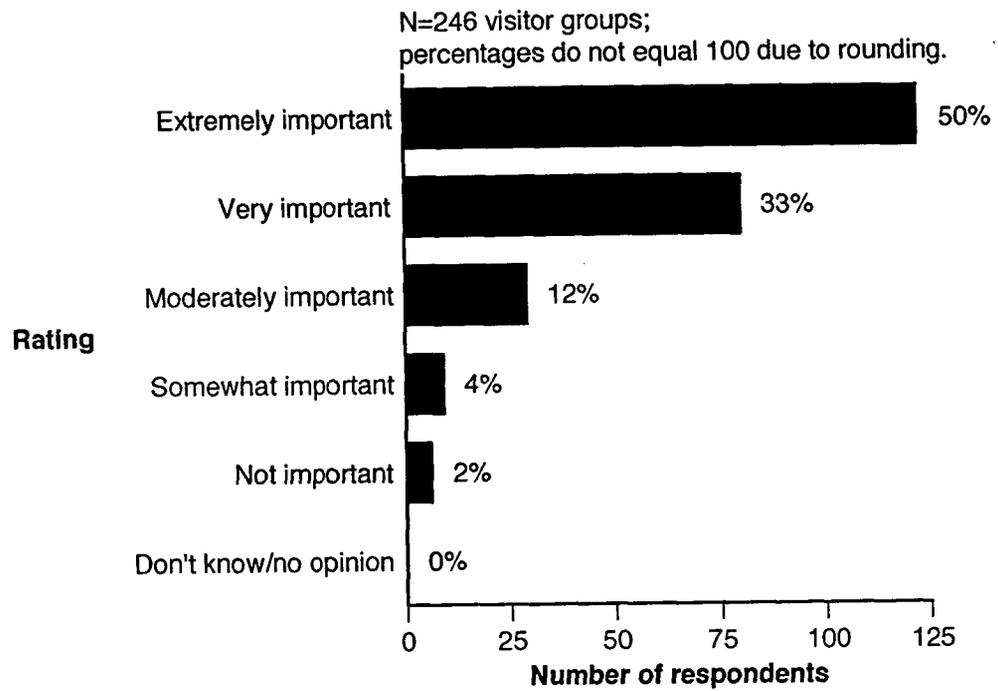


Figure 78: Importance of quality/resource: Rural setting

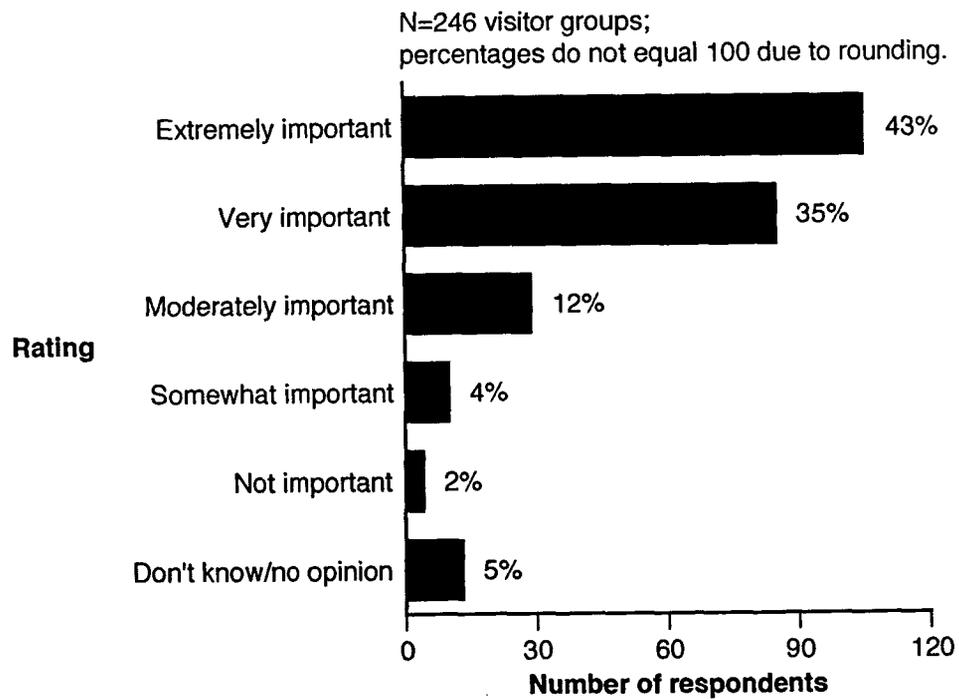


Figure 79: Importance of quality/resource: Historic demonstration farm

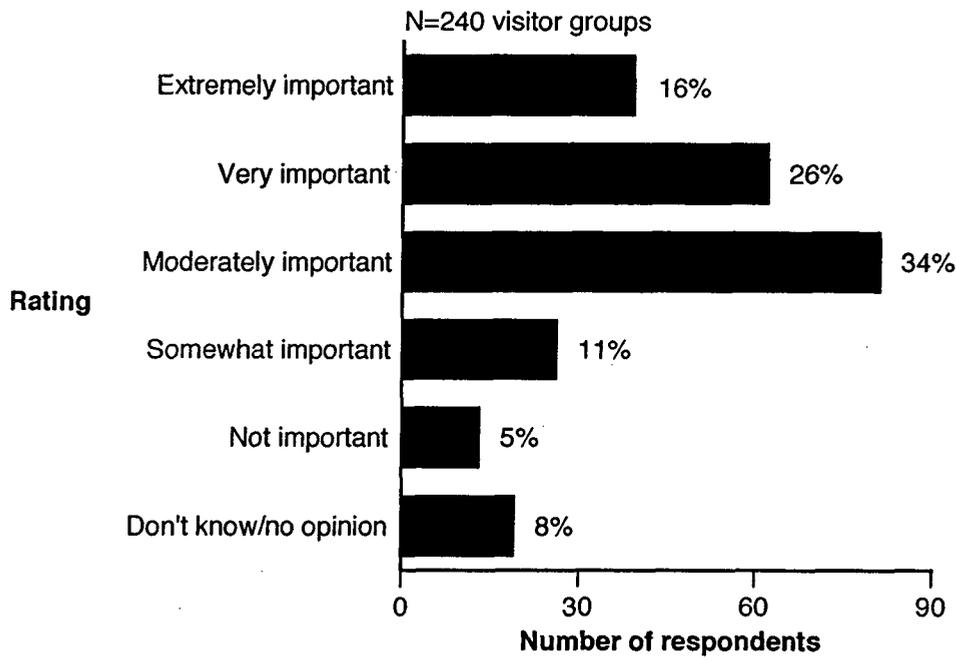


Figure 80: Importance of quality/resource: Orchard

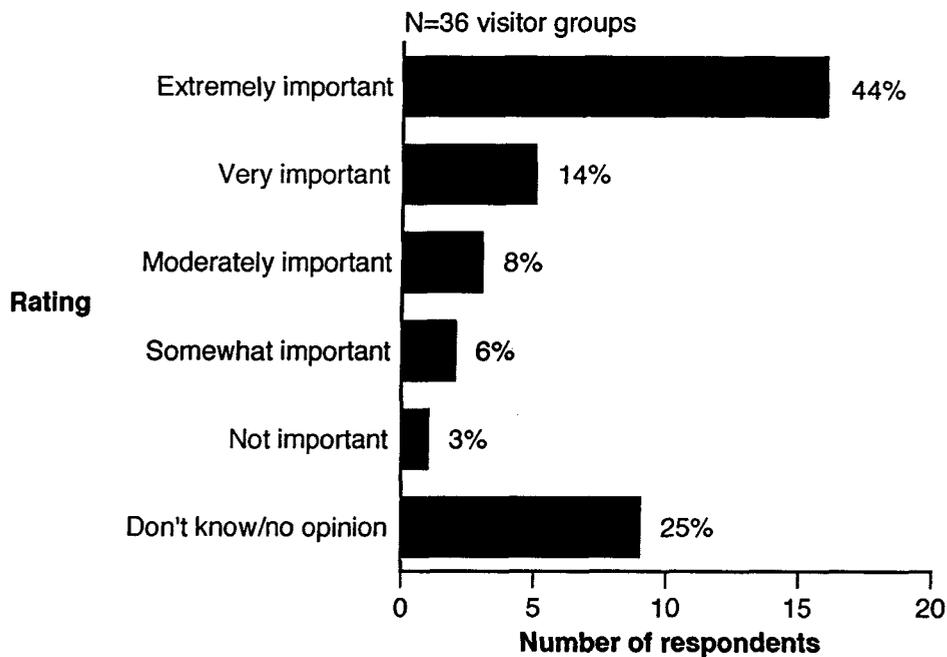


Figure 81: Importance of quality/resource: Other

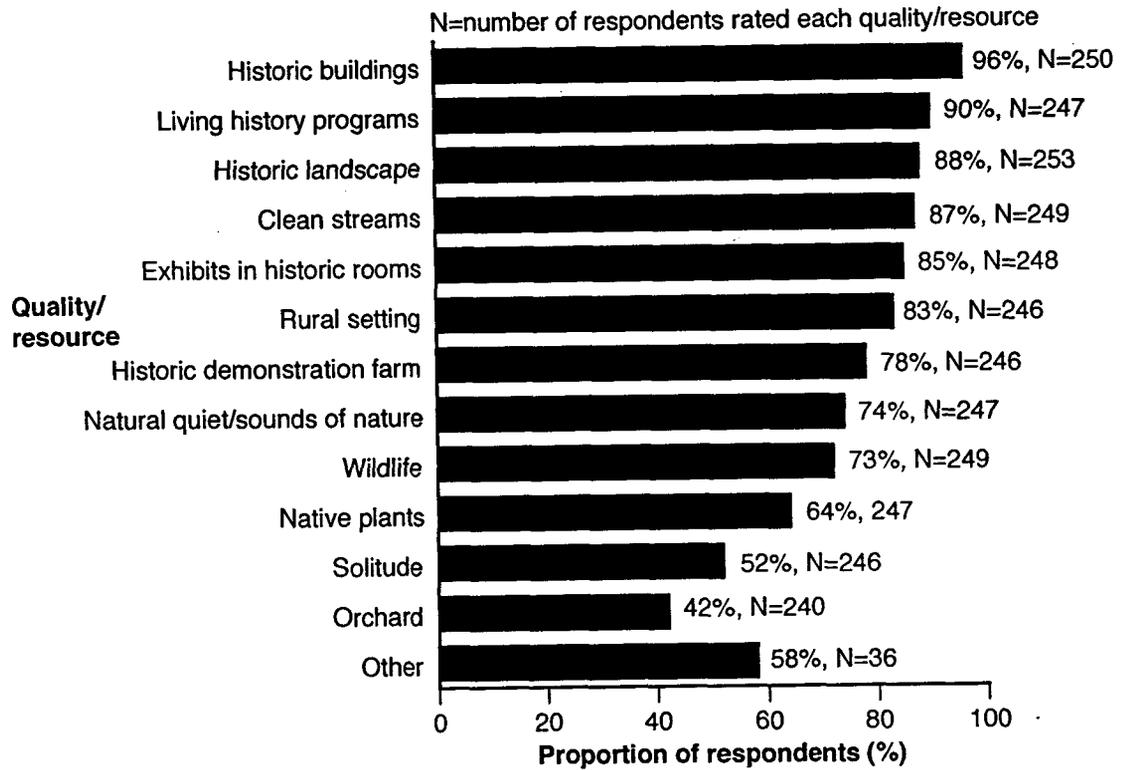


Figure 82: Combined proportions of "extremely important" and "very important" ratings for qualities/resources

Visitor groups were asked: "Did you and your group feel crowded on this visit to Hopewell Furnace NHS?" As shown in Figure 83, most visitor groups (82%) felt "very uncrowded," 5% felt "somewhat crowded," and no visitor groups felt "very crowded" during their visit. The places where visitor groups felt crowded included areas of living history demonstrations, inside the buildings, and around the water wheel.

Perceptions about crowding

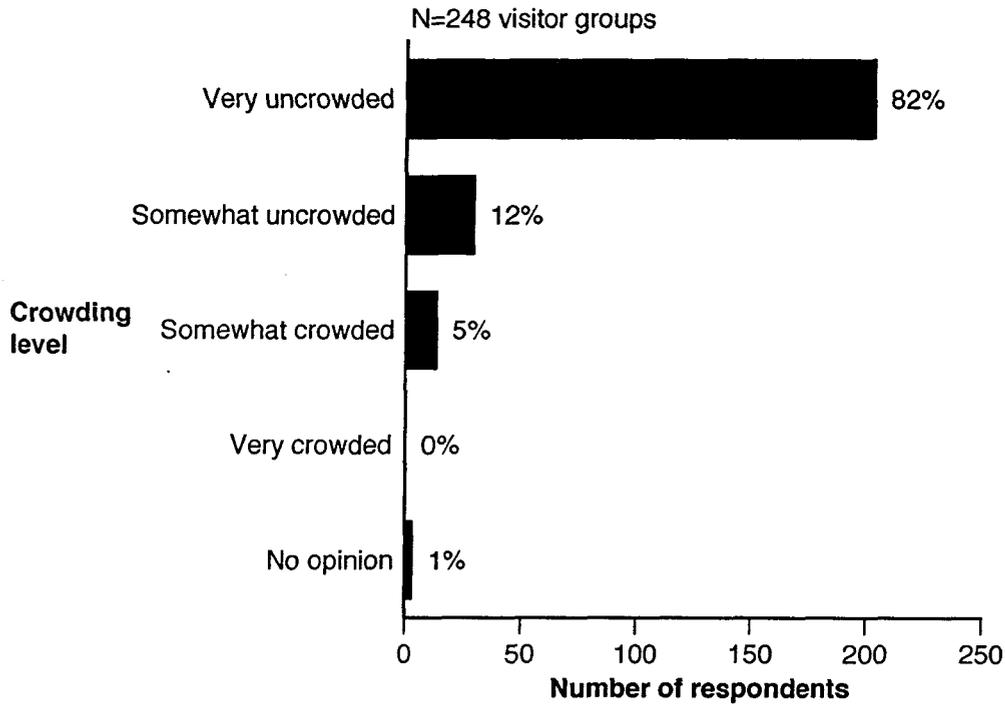


Figure 83: Perceptions about crowding

Perceptions about safety

Visitor groups were asked to give their opinion about how safe they felt while visiting Hopewell Furnace NHS. Most visitor groups (85%) indicated that they felt "very safe," 12% felt "safe," and 1% felt "very unsafe" during their visit to Hopewell Furnace NHS, as shown in Figure 84. If their answer was "unsafe" or "very unsafe," visitors were then asked to explain why. Climbing up steep stairways to the historic buildings was the main reason that visitor groups felt unsafe.

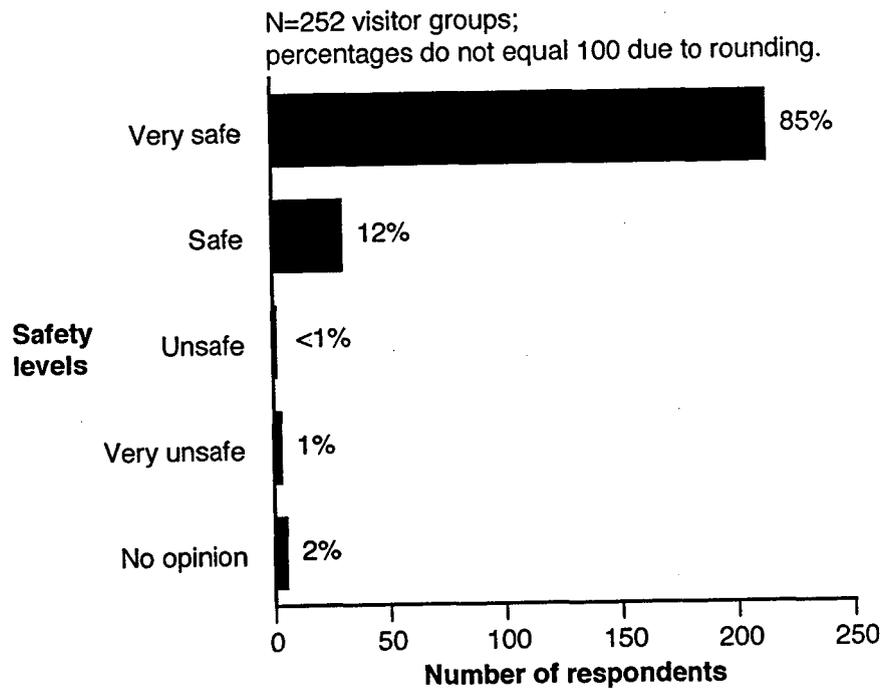


Figure 84: Perceptions about safety level

Opinions about entrance fees

An entrance fee is charged at Hopewell Furnace NHS with most of the funds remaining at the park to be used for resource protection and visitor services. Visitor groups were asked to rate the appropriateness of the current fee (\$5/adult when living history programs are offered, such as during the survey period). As shown in Figure 85, most visitor groups (85%) felt the current fee amount was "about right." Six percent of visitor groups considered it "too high," and 4% thought it was "too low."

Visitor groups were also asked: "On a future visit, if the entrance fee was \$8-12/adult and the services remained the same, please rate the appropriateness of this amount." Most visitor groups (74%) considered this amount "too high," 18% thought it was "about right," 8% had "no opinion" (see Figure 86).

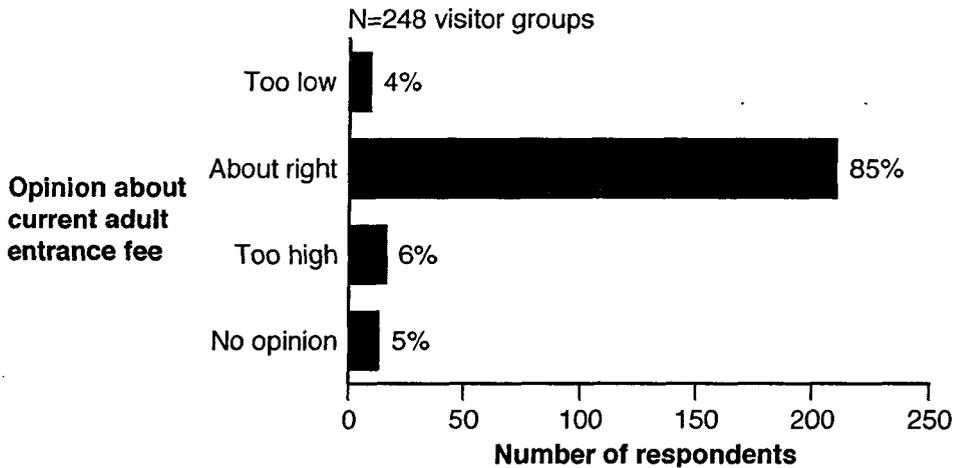


Figure 85: Opinion about current fee

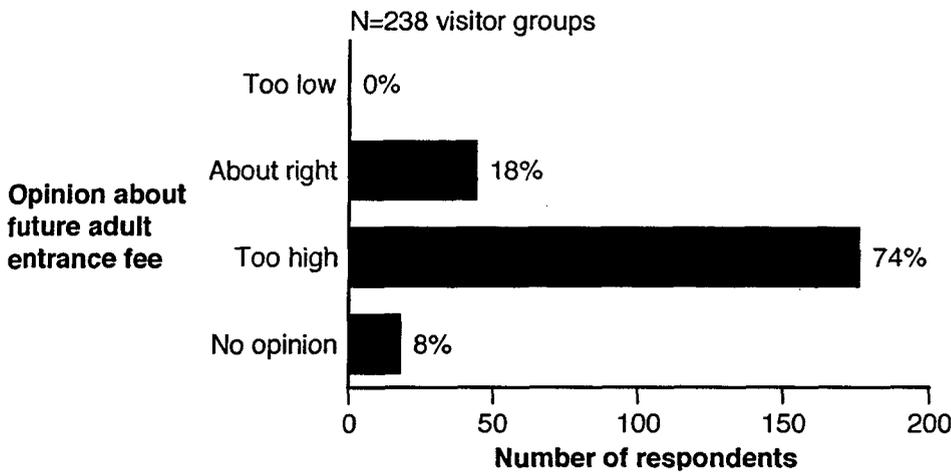


Figure 86: Opinions about a future adult entrance fee

**National
significance of
Hopewell
Furnace NHS**

Visitors were asked: "In your opinion, what is the national significance of Hopewell Furnace NHS?" Eighty-three percent of visitor groups (212 groups) responded to this question. A summary of visitors' opinion is represented on Table 9.

Table 9: National significance of Hopewell Furnace NHS

N=227 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
Provides a mechanism for visualizing American life in the past	33
Preserves what is left of our national history	31
Preserves history of iron/steel making industry	29
Shows importance of iron making industry to growth of nation	17
Recaptures the roles of Hopewell Furnace in revolutionary war	16
Provides a hands-on educational opportunity to give history tangibility	14
Provides visual history of early America that books cannot capture	12
Helps people appreciate current quality of life made possible by past efforts	12
Preserves picture of industry and community surrounding it	10
Preserves culture of our forefathers for all generations to learn	10
The start of the industrial revolution	10
Recaptures historically significant time and place; role in growth of nation	9
Importance of society learning from the past in order to move forward	9
It's rare—demonstrates a lost skill/culture	9
Extremely significant	3
Demonstrates American freedom of choice in occupations	1
As significant as other national parks	1
Very little significance	1

Visitor groups were asked to list the amount of money they had spent in Hopewell Furnace NHS and the surrounding area (including Valley Forge, Reading, Lancaster, Pottstown, Brandywine, and Kutztown) on this visit. Groups were asked to indicate the amounts they spent for lodging; camping fees; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, entertainment fees; all other purchases; and donations.

Total expenditures

Total expenditures in and out of park: Sixty-nine percent of visitor groups spent between \$1 and \$100 in total expenditures in Hopewell Furnace NHS and the surrounding area (see Figure 87). Of the total expenditures by groups, 19% was for lodging, 17% was for restaurants and bars, another 14% was for groceries and take-out food and 13% was for all other purchases (see Figure 88).

The average visitor group expenditure during this visit was \$111. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$35. The average per capita expenditure was \$27.

In addition, visitors were asked to indicate how many adults (18 years and older) and children (under 18 years) were covered by their expenditures. Figure 89 shows that 69% of the visitor groups had two adults. Figure 90 shows that 60% of the visitor groups had one or two children under 18 years of age.

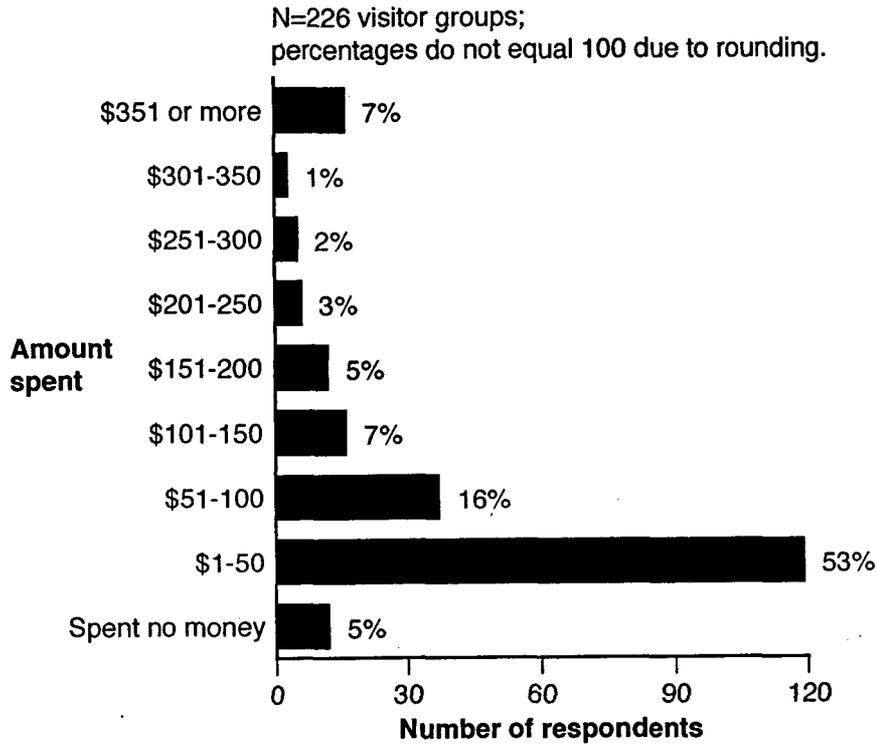


Figure 87: Total expenditures in and out of Hopewell Furnace NHS

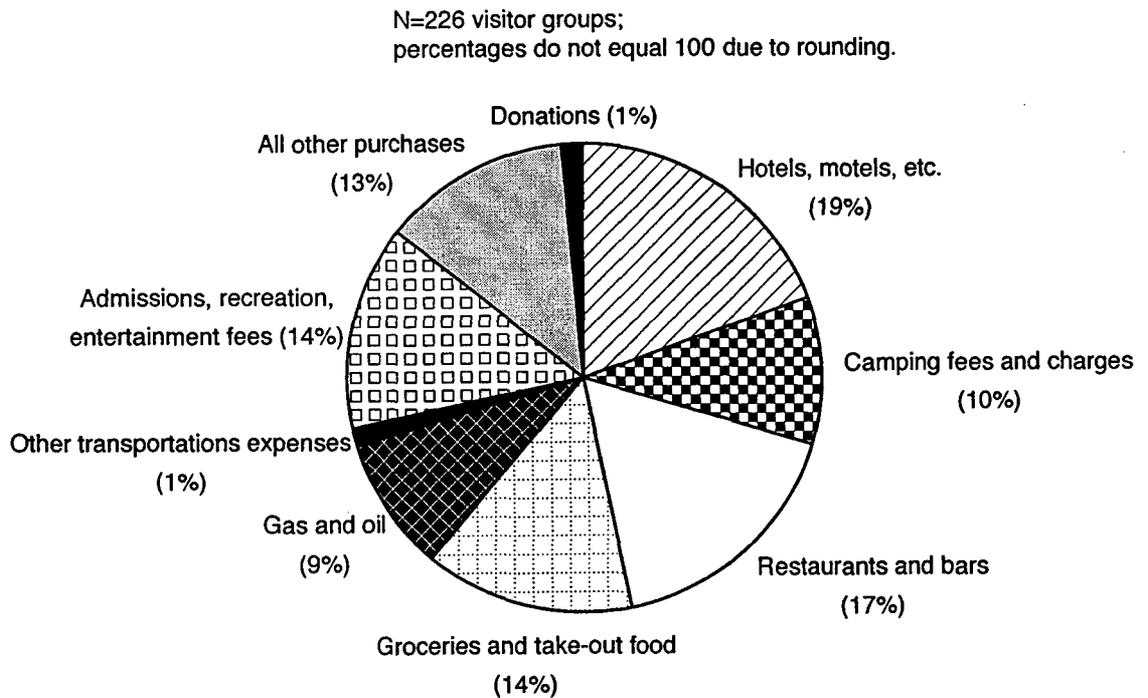


Figure 88: Proportions of expenditures in and out of Hopewell Furnace NHS

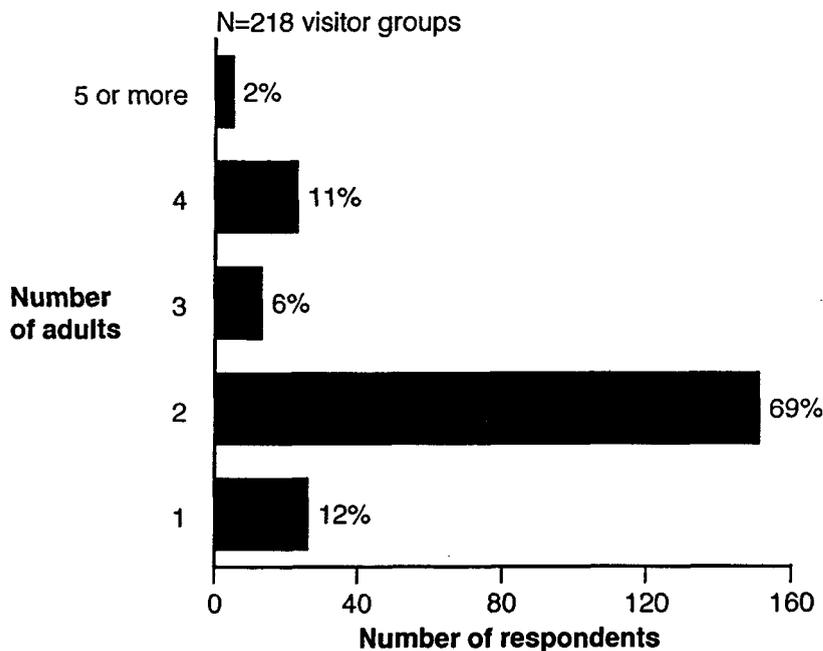


Figure 89: Number of adults covered by expenditures

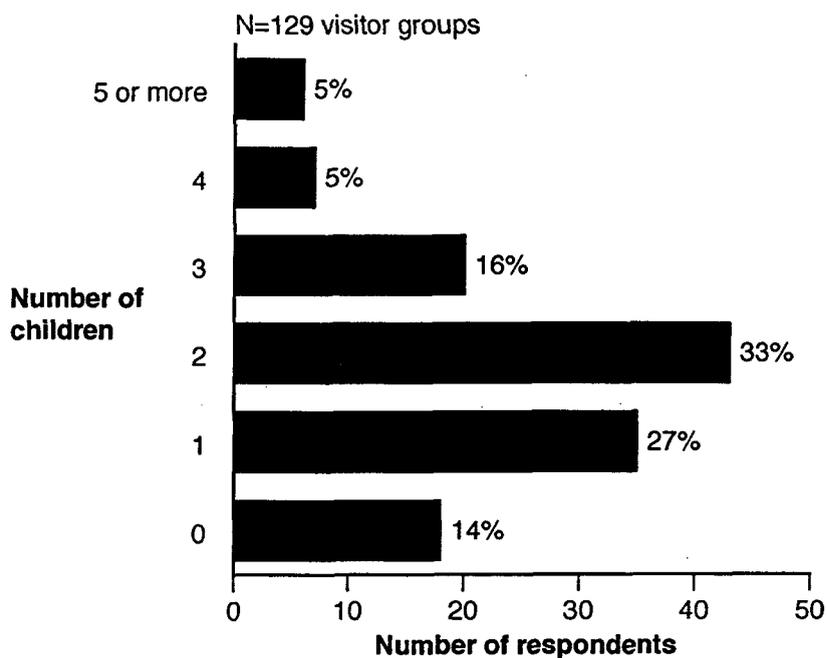


Figure 90: Number of children covered by expenditures

**Expenditures
inside park**

Total expenditures in the park: Most visitor groups (82%) spent between \$1 and \$30 in total expenditures in Hopewell Furnace NHS on this visit (see Figure 91).

Admissions, recreation, entertainment fees accounted for 56% of total expenditures in the park, followed by all other purchases (30%), as shown in Figure 92.

The average visitor group expenditure in the park during this visit was \$17. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$10. The average per capita expenditure was \$6.

Groceries and take-out food in the park: Seventy-one percent of visitor groups spent no money; 22% spent from \$1 to \$5 (see Figure 93).

Admissions, recreation, entertainment fees in the park: Fifty-one percent of visitor groups spent between \$6 and \$10; 15% spent no money (see Figure 94).

All other purchases in the park: Sixty-three percent of visitor groups spent no money; 11% spent between \$1 and \$5 (see Figure 95).

Donations in the park: Most visitor groups (79%) spent no money on donations; 13% spent between \$1 and \$5 (see Figure 96).

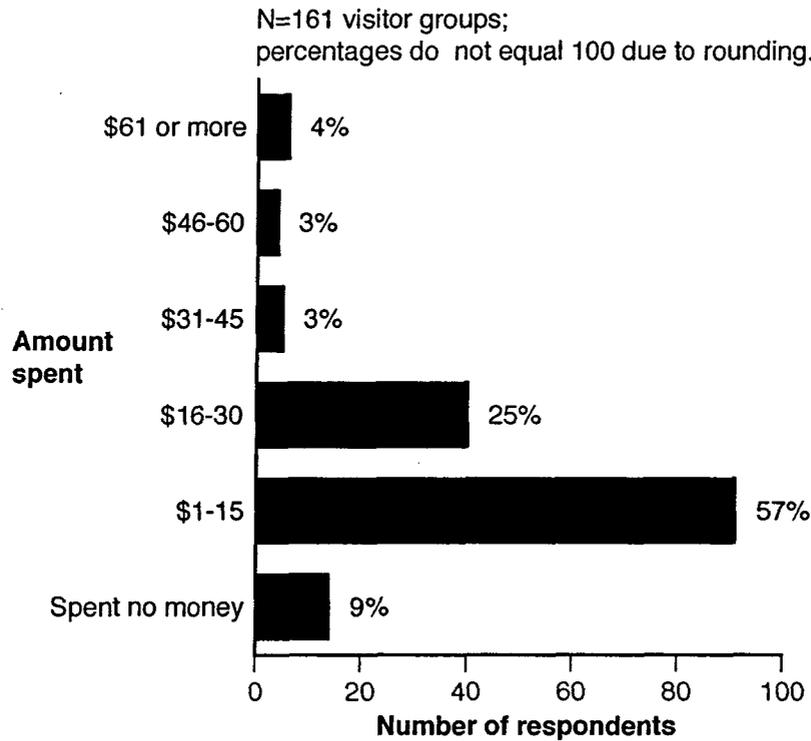


Figure 91: Total expenditures in park

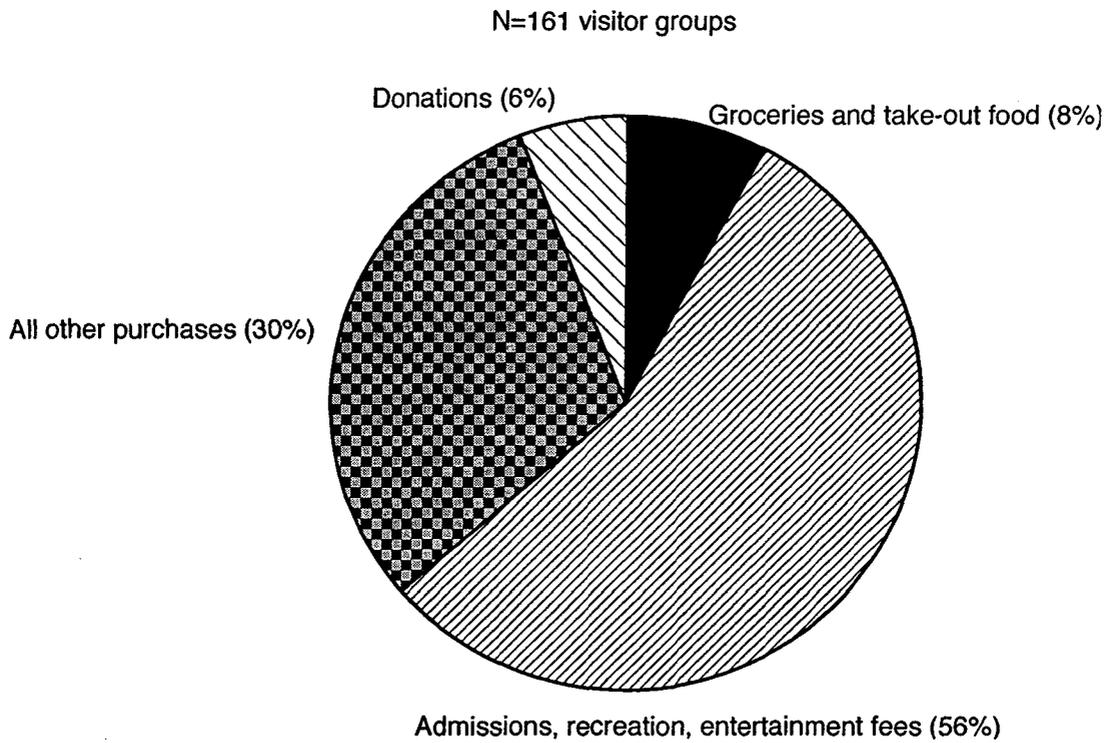


Figure 92: Proportion of expenditures in park

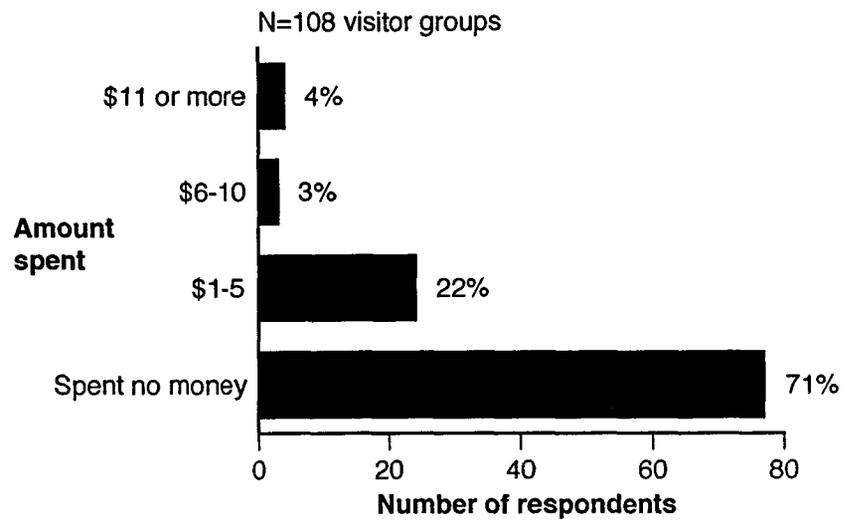


Figure 93: Expenditures for groceries and take-out food (including soda) in park.

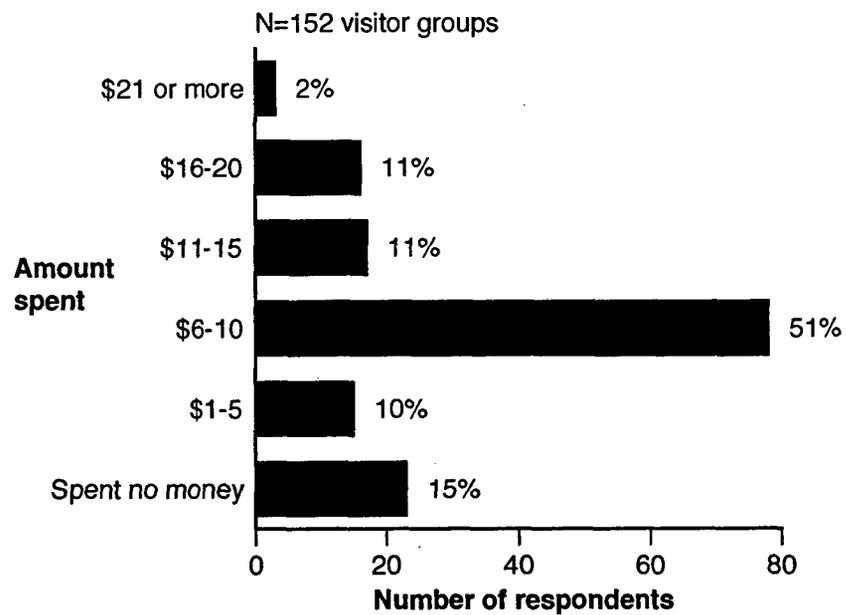


Figure 94: Expenditures for admissions, recreation, and entertainment fees in park

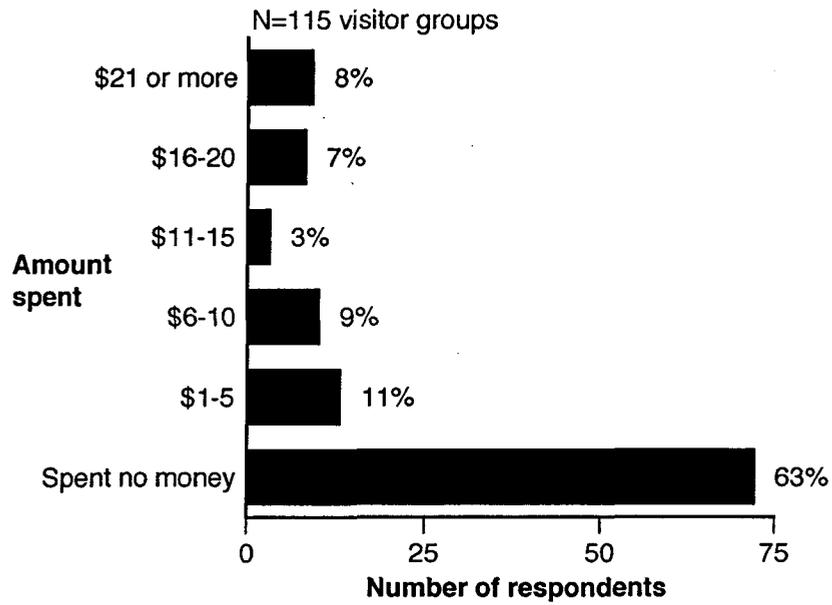


Figure 95: Expenditures for all other purchases in park

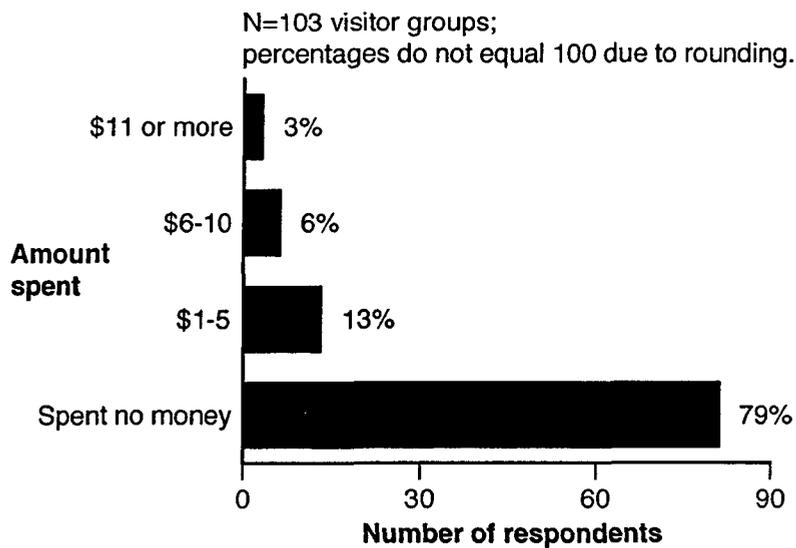


Figure 96: Expenditures for all donations in park

**Expenditures
outside park**

Total expenditures: Forty-one percent of visitor groups spent between \$1 and \$50 in total expenditures out of the park during this trip (see Figure 97).

Hotels, motel, cabins, etc. accounted for 22% of total expenditures out of the park, followed by 19% for restaurants and bars, as shown in Figure 98.

The average visitor group expenditure outside the park during this visit was \$108. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$28. The average per capita expenditure was \$43.

Hotels, motels, cabins, etc. out of the park: Most visitor groups (85%) spent no money; 6% spent from \$1 to \$100; and another 6% spent \$151 or more (see Figure 99).

Camping fees and charges out of the park: Most visitor groups (64%) spent no money (see Figure 100).

Restaurants and bars out of the park: Fifty-nine percent of visitor groups spent no money, while 25% spent between \$1 and \$40 (see Figure 101).

Groceries and take-out food out of the park: Fifty-one percent of visitor groups spent no money, 29% spent between \$1 and \$20 (see Figure 102).

Gas and oil out of the park: Thirty-nine percent of visitor groups spent no money, while 44% spent between \$1 and \$20 (see Figure 103).

Other transportation expenses out of the park: Most visitor groups (95%) spent no money (see Figure 104).

Admissions, recreation, and entertainment fees out of park: Fifty-nine percent of visitor groups spent no money, while 27% spent between \$1 and \$20 (see Figure 105).

Other purchases out of park: Most visitor groups (72%) spent no money (see Figure 106).

Donations out of park: Most visitor groups (93%) spent no money (see Figure 107).

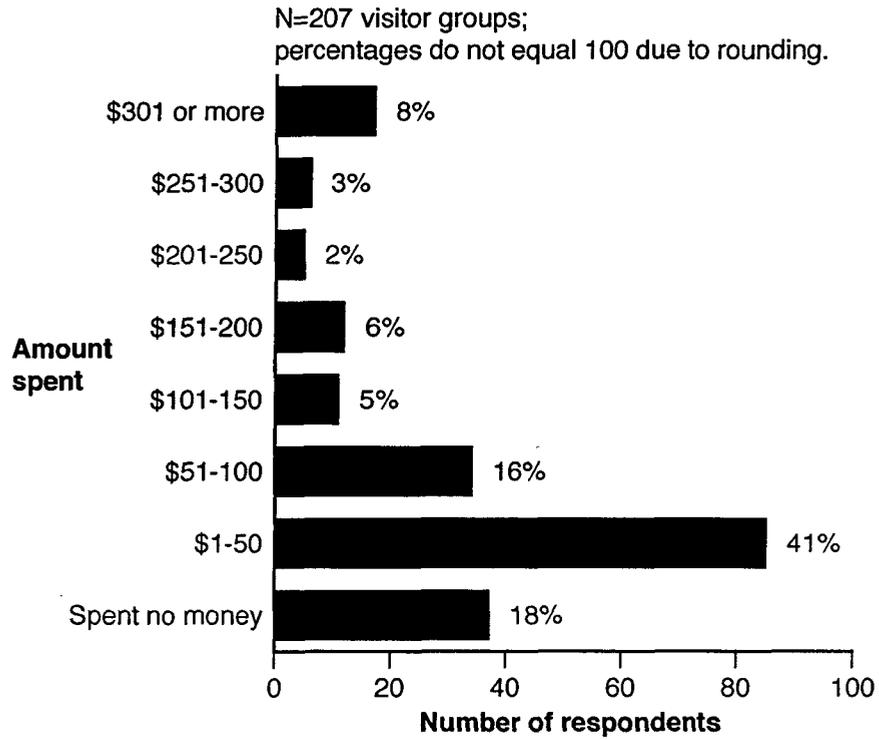


Figure 97: Total expenditures out of park

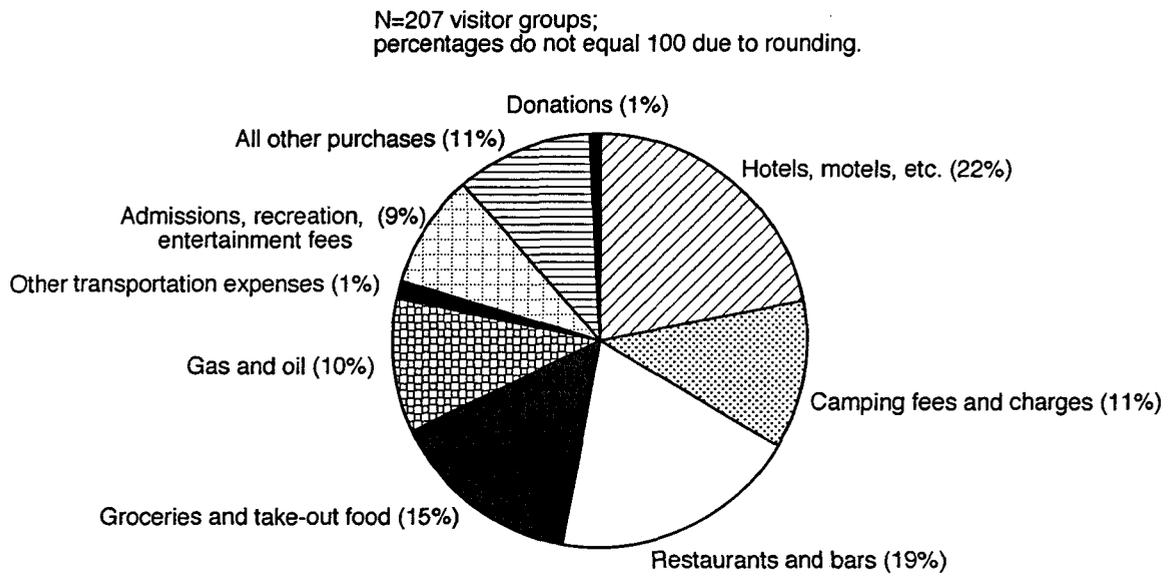


Figure 98: Proportion of expenditures out of park

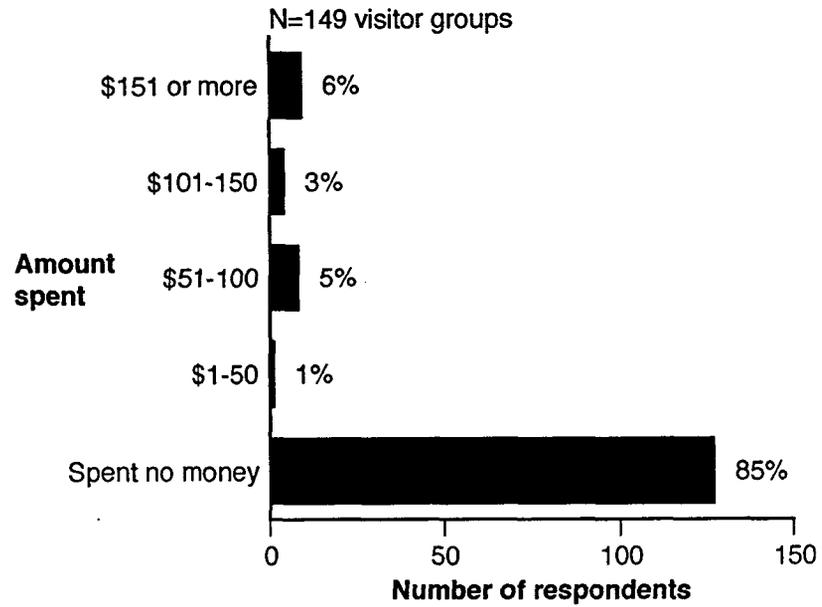


Figure 99: Expenditures for hotels, motels, cabins, B&B, etc. out of park

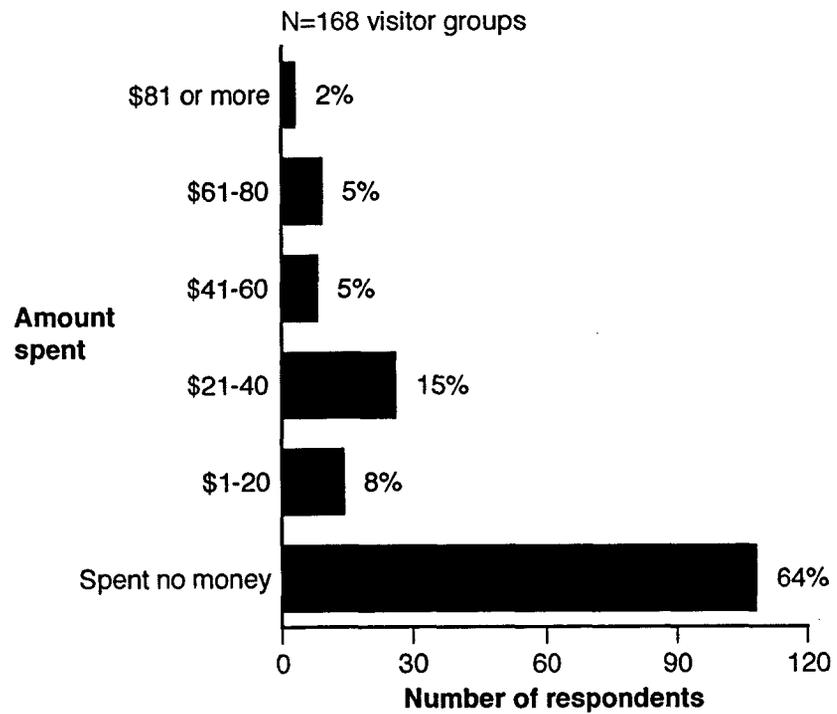


Figure 100: Expenditures for camping fees and charges out of park

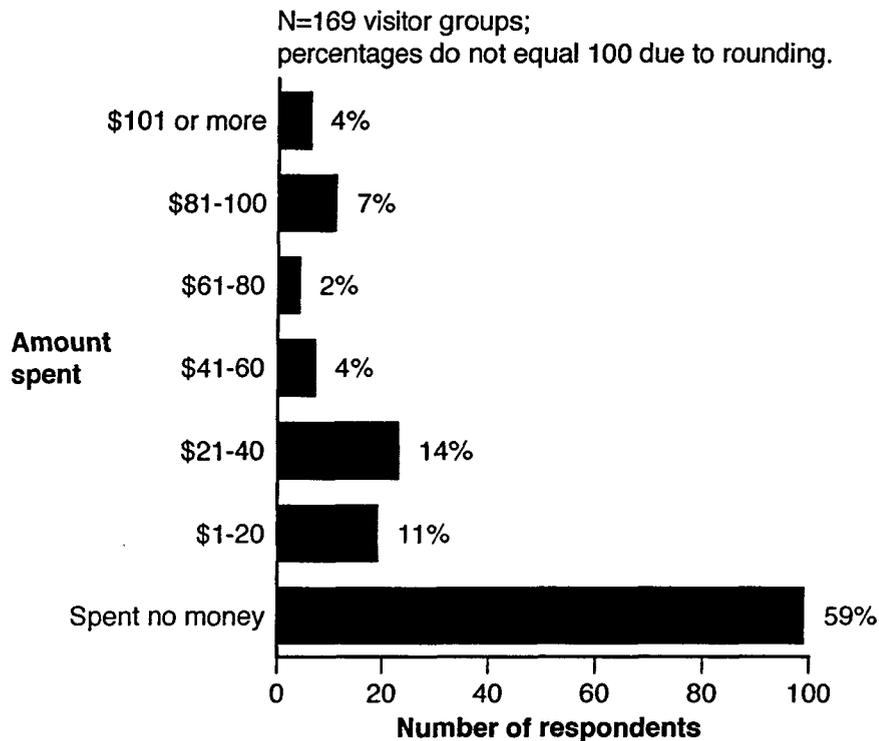


Figure 101: Expenditures for restaurants and bars out of park

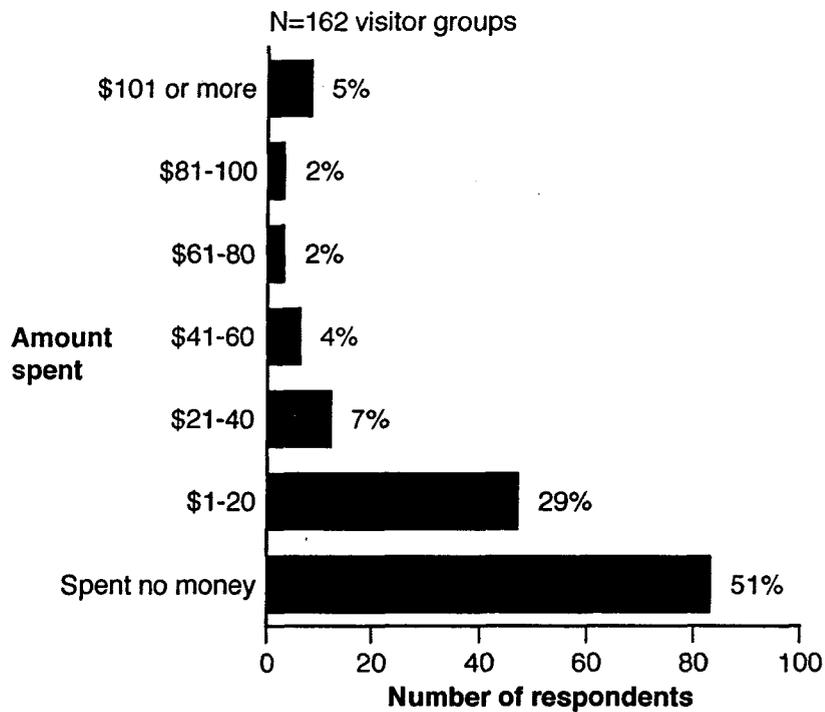


Figure 102: Expenditures for groceries and take-out food out of park

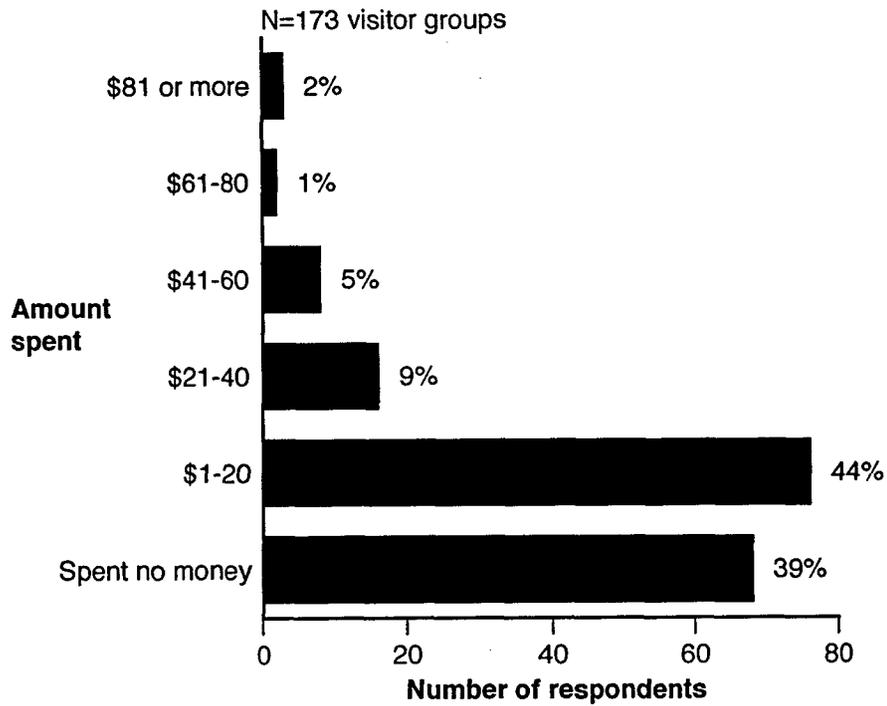


Figure 103: Expenditures for gas and oil out of park

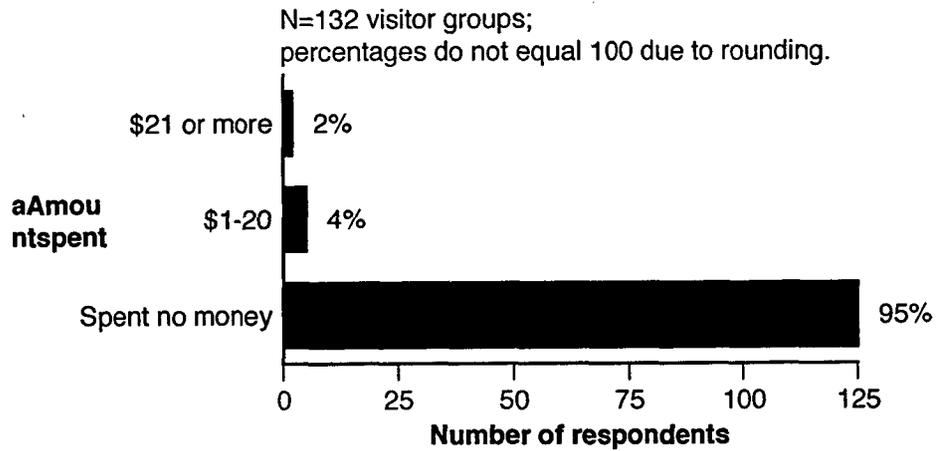


Figure 104: Expenditures for other transportation expenses out of park

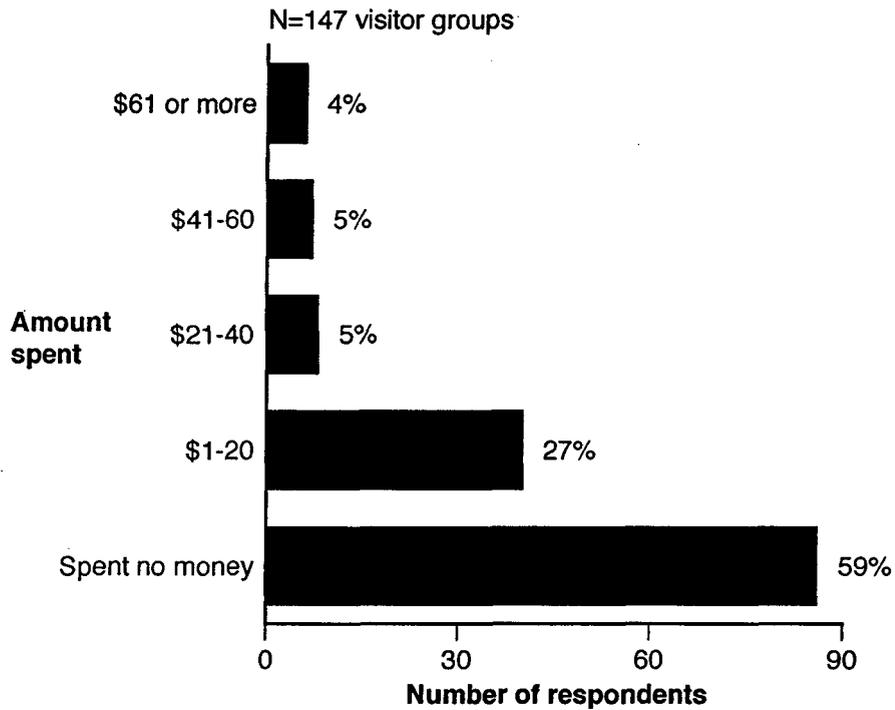


Figure 105: Expenditures for admissions, recreation, and entertainment fees out of park

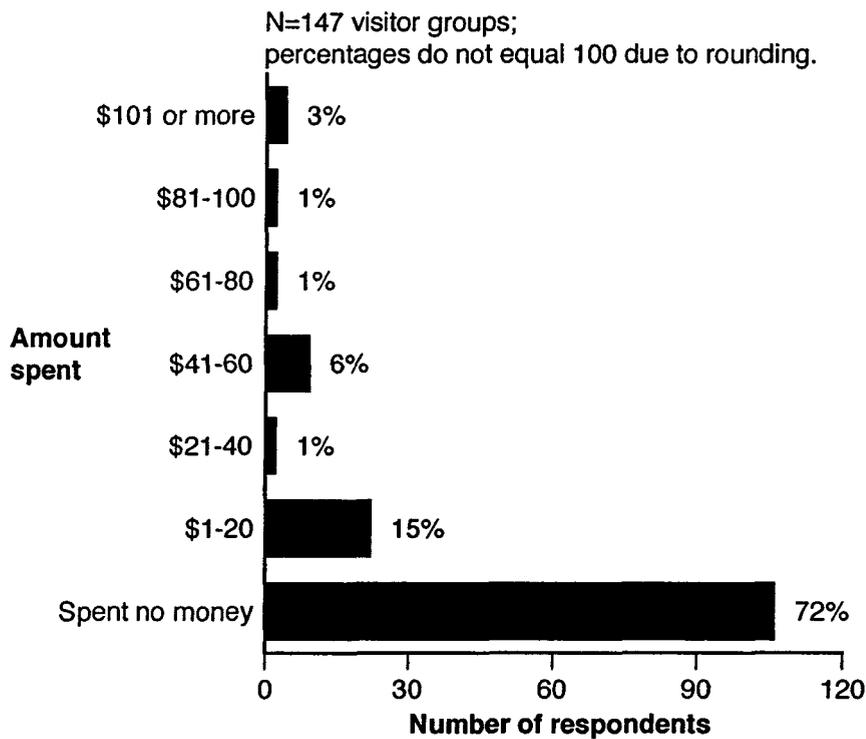


Figure 106: Expenditures for all other purchases out of park

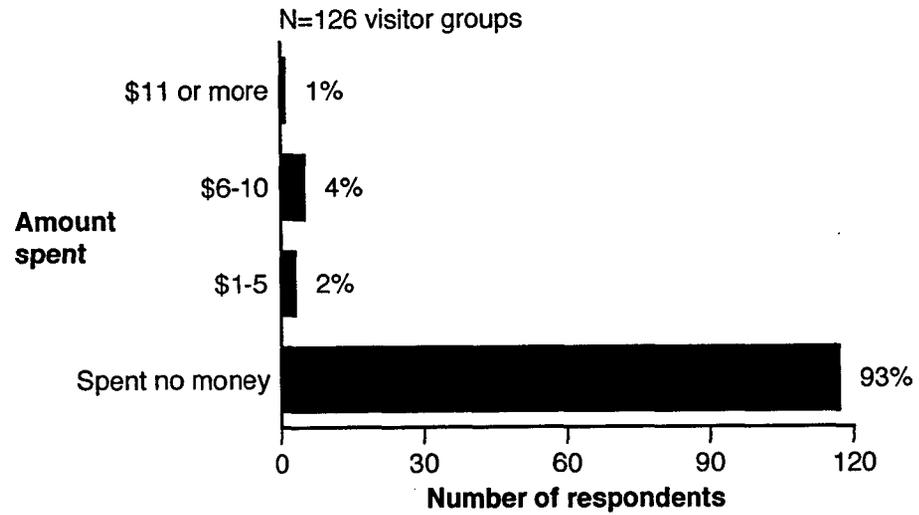


Figure 107: Expenditures for donations out of park

Visitor groups were asked what types of interpretive programs they would like to attend on a future visit. Eight percent of visitor groups indicated that they were not interested in interpretive programs (see Figure 108).

Preferred types of future interpretive programs

Of those who would like to attend interpretive programs on a future visit, 90% of visitor groups preferred to attend living history/costumed demonstrations, 51% preferred ranger-led village walks, and 32% were interested in programs about farm/farm animals (see Figure 109). "Other" interpretive programs that visitor groups preferred included different programs for children of different ages, story-telling campfire programs, fall activities (hay ride), interactive casting demonstration/participation on daily schedule, pictures or paintings about how people lived when the furnace was in operation, special events, and iron/metal working.

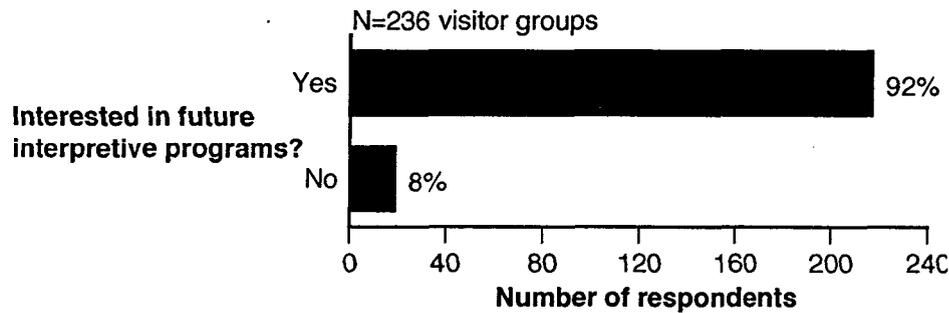


Figure 108: Interest in future interpretive programs

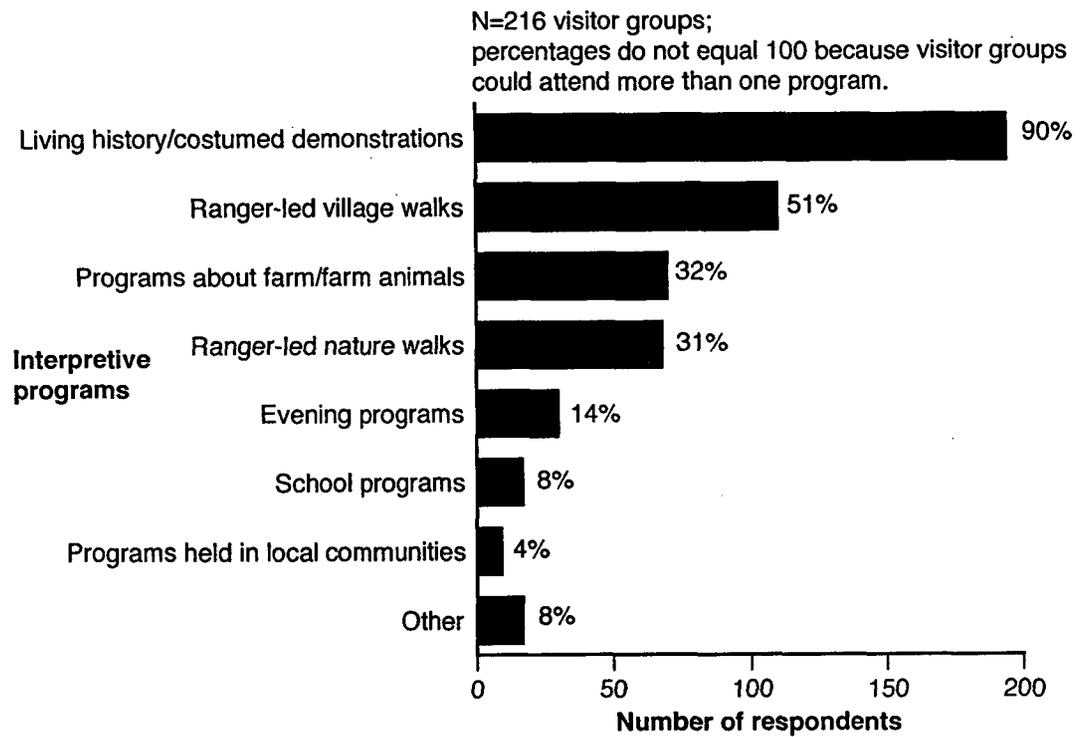


Figure 109: Preference in future interpretive programs

Visitor groups were asked to rate the overall quality of the visitor services provided at Hopewell Furnace NHS during this visit. Most visitor groups (91%) rated services as "very good" or "good," as shown in Figure 110. No visitor groups rated the overall quality of services provided at Hopewell Furnace NHS as "very poor."

Overall quality of visitor services

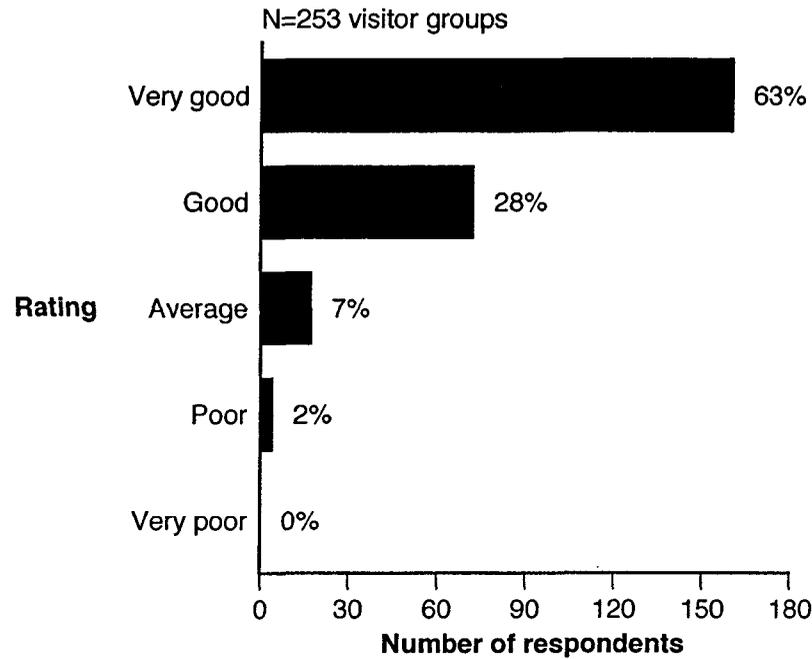


Figure 110: Overall quality of visitor services

What visitors liked most

Visitors were asked to identify in their own words what they liked most about their visit to Hopewell Furnace NHS. Table 10 shows a summary of comments from 235 visitor groups.

Table 10: What visitors liked most

N=309 comments;
some visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Informative and courteous staff	17
INTERPRETIVE SERVICES	
Living history demonstrations	103
Unique historical information	23
Learning how the furnace actually works	16
Junior Ranger programs	11
Exhibits/slideshow/video in visitor center	10
Blacksmithing demonstrations	6
FACILITIES/MAINTENANCE	
Seeing restored historical buildings	23
Molding demonstrations	20
Water wheel	16
Site is well kept	8
Cleanliness	3
Comments	2
GENERAL IMPRESSIONS	
Beauty of area	10
Seeing animals	10
Rural/rustic landscape	9
Everything	8
Solitude of area	8
Taking photos	2
Freedom to walk around	2
Comments	2

Visitors were asked what they liked least about their visit to Hopewell Furnace NHS. Table 11 shows comments from 169 visitor groups.

What visitors liked least

Table 11: What visitors liked least

N=139 comments

Comment	Number of times mentioned
PERSONNEL	
Not enough interpreters/staff to answer questions	10
Staff not helpful	3
Comment	1
INTERPRETIVE SERVICES	
No living history demonstrations on day we visited	17
Exhibits lacked information about houses/furnishings	4
Video at visitor center was out of date	2
Comment	1
FACILITIES/MAINTENANCE	
Audio system in historic houses did not work	7
Buildings seem to be lacking maintenance	6
Water fountains were not working	4
Not enough restrooms	2
No concession stand/snack bar	2
Comments	5
GENERAL IMPRESSIONS	
Too hot	31
Unable to see some parts of big house	10
Climbing up hill back to visitor center in the heat	8
Lack of time to enjoy it more	7
Buildings closed too early	5
Smelly farm animals	3
Did not have variety of activities to entertain	3
Comments	8

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Hopewell Furnace NHS, what would you propose?" Forty-seven percent of visitor groups (152 groups) responded to this question. A summary of their responses is listed below in Table 12 and complete copies of visitor responses are contained in the appendix.

Table 12: Planning for the future

N=139 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More interpretive staff available to answer questions	9
Staff should assist visitors equally	2
INTERPRETIVE SERVICES	
More living history demonstrations	21
More variety of demonstrations/re-enactment	8
More hands-on activities for Junior Ranger program	5
More detailed history information, especially about life of workers/slaves	5
Better communication of demonstration schedule	5
Ranger-led tours around village	3
More publicity so public would know more about the site	3
Add self-guided audio tape tour with headset	2
Comments	2
FACILITIES/MAINTENANCE	
Set up a concession stand/snack bar	9
More variety of items in gift shop	7
Need better maintenance of buildings	6
Need a better way to help people with disabilities move around	6
Provide bathrooms in village	4
Provide better directional signage to reach site	4
Provide more water fountains	3
Rebuild schoolhouse	3
The priority task is to restore historic buildings	2
Better marked hiking trails	2
Add more livestock	2
Restore garden	2
Comment	1
POLICY	
Mansion should be opened more extensively to public	3
Create special public relations/promotional campaigns to raise more funds	2
GENERAL IMPRESSIONS	
Keep it as is, do not change anything	16
Comments	2

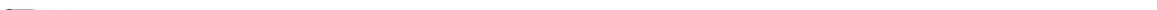
Forty percent of visitor groups (103 groups) wrote additional comments about Hopewell Furnace NHS, which are included in the separate appendix of this report. Their comments are summarized below (see Table 13). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Comment summary

Table 13: Additional comments

N=159 comments
some visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Staff very friendly and knowledgeable	15
Comment	2
INTERPRETIVE SERVICES	
Living history programs provide great connection to the past	6
Great site that deserves to be more widely known	4
Visitor Center exhibits/slide show really good	3
Excellent Junior Ranger program	3
Comment	2
FACILITIES/MAINTENANCE	
Site is very clean	7
One of the best maintained national parks	5
Comment	2
POLICY	
Hopewell Furnace should receive more funding	5
Comment	1
GENERAL IMPRESSIONS	
Enjoyable	43
Will come back	13
Great learning/educational experience	12
Good recreational opportunities	10
Much more interesting than we expected	7
Great place for family vacation	5
Beautiful open space	5
Highly appreciate having the park close to home	3
Would be more enjoyable if it was not so hot	3
Will recommend it to friends/relatives	2
Comment	1



Hopewell Furnace NHS Visitor Study Additional Analysis VSP Report 139

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

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.

- | | | |
|-------------------------------------------------|-----------------------------------------------------|----------------------------------------------------|
| • Aware of NPS management | • Quality of information services/ facilities | • Rating of current entrance fee amount |
| • Sources of information prior to visit | • Importance of park qualities/ resources | • Rating of future entrance fee amount |
| • Receive all needed information? | • Group types | • Total expenditures |
| • Number of hours stayed | • Guided tour group | • Groceries expenditures in park |
| • Visit on more than one day? | • School/educational group | • Admission expenditures in park |
| • Number of park entries | • Group size | • All other expenditures in park |
| • Walk in from French Creek State Park? | • Visitor gender | • Donations expenditures in park |
| • Park as destination | • Visitor age | • Hotels/motels, etc. expenditures out of park |
| • Routes used to arrive at park | • State of residence | • Camping fees expenditures out of park |
| • Difficulty locating park? | • Country of residence | • Restaurants/bars expenditures out of park |
| • Activities on this visit | • Number of visits—past 12 months | • Groceries/take-out food expenditures out of park |
| • Activities on past visits | • Number of visits—lifetime | • Gas/oil expenditures out of park |
| • Most important activity | • Highest level of education | • Other transportation expenditures out of park |
| • Attend living history programs | • English primary language? | • Admissions/recreation expenditures out of park |
| • Types of living history programs attended | • Hispanic/Latino ethnicity? | • All other purchases expenditures out of park |
| • Overnight stay away from home in HOFU area? | • Racial background | • Donations out of park |
| • Number of nights stayed | • Disabilities/impairments? | • Number of adults (expenditures) |
| • Type of lodging used | • Type of disability/impairment | • Number of children (expenditures) |
| • Primary reason for visiting the area | • Access problems because of disability/impairment? | • Future interpretive programs preferred |
| • Use of information services/facilities | • Rating of safety in park | • Overall quality rating |
| • Importance of information services/facilities | • Rating of crowding in park | |
-

Phone/send requests to:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu

QUESTIONNAIRE





OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441133
Moscow, Idaho 83844-1133**

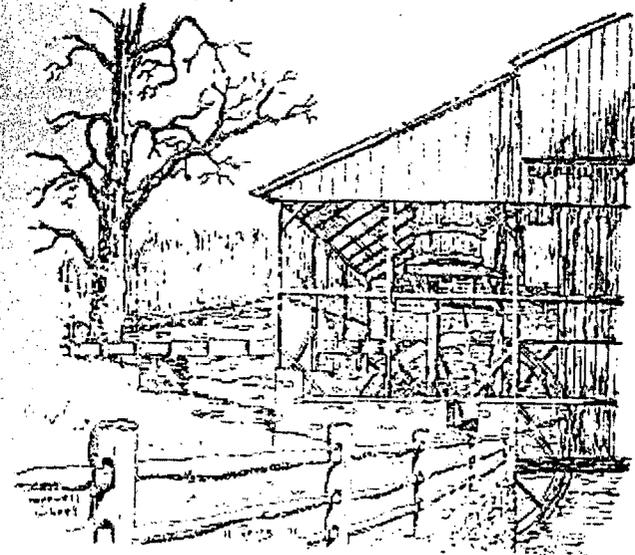


**National Park Service
U.S. Department of the Interior**

Visitor Services Project

Hopewell Furnace National Historic Site

Visitor Study





United States Department of the Interior

NATIONAL PARK SERVICE
Hopewell Furnace National Historic Site
2 Mark Bird Lane
Elverson, Pennsylvania 19520

IN REPLY REFER TO:

August, 2002

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Hopewell Furnace National Historic Site. This information will assist us in our efforts to better manage these sites and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Cooperative Park Studies Unit, College of Natural Resources, P.O. Box 441133, University of Idaho, Moscow, Idaho 83844-1133, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

William A. Sanders
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

YOUR VISIT TO HOPEWELL FURNACE NATIONAL HISTORIC SITE

1 Prior to your visit, were you and your group aware that Hopewell Furnace National Historic Site (NHS) is managed by the National Park Service?
 NO YES NOT SURE

2 a) Prior to your visit, how did you and your group get information about Hopewell Furnace NHS? Please check (✓) all that apply.

RECEIVED NO INFORMATION PRIOR TO VISIT → **Go on to Question 3**

LIVE IN THE LOCAL AREA

PREVIOUS VISIT(S)

WORD OF MOUTH/ FRIENDS/ RELATIVES

TRAVEL GUIDE/ TOUR BOOK

VIDEO/ TELEVISION/ RADIO PROGRAMS

NEWSPAPER/ MAGAZINE ARTICLES

CHAMBER OF COMMERCE/ VISITOR BUREAU

HIGHWAY SIGNS

NATIONAL PARK SERVICE (NPS) INTERNET/ WEB SITE:
(www.nps.gov/hofu/)

FRENCH CREEK STATE PARK INTERNET/ WEB SITE:
(www.dcnr.state.pa.us/stateparks/)

OTHER WEB SITE

CHILD ATTENDING SCHOOL PROGRAM

TELEPHONE/ WRITTEN/ E-MAIL INQUIRY TO PARK

OTHER (Please specify: _____)

b) From the sources checked above, did you and your group receive the information about Hopewell Furnace NHS that you needed?

NO YES NOT SURE

→ **Go on to Question 3**

c) If NO, what information did you and your group need that was not available? Please be specific.

3. a) On this visit, how long did you and your group stay at Hopewell Furnace NHS? (Please list partial hours as 1/4, 1/2, 3/4).

_____ NUMBER OF HOURS

b) On this trip, did you visit Hopewell Furnace NHS on more than one day?

YES NO

c) On this trip, how many times did you and your group enter Hopewell Furnace NHS?

_____ NUMBER OF TIMES YOU ENTERED _____ DON'T KNOW

d) On this visit to Hopewell Furnace NHS, did you and/or your group walk in from French Creek State Park?

YES NO

4. How did this visit to Hopewell Furnace NHS fit into your travel plans? Please check (✓) only **one**.

HOPEWELL FURNACE NHS WAS PRIMARY DESTINATION

FRENCH CREEK STATE PARK WAS PRIMARY DESTINATION

HOPEWELL FURNACE NHS WAS ONE OF SEVERAL DESTINATIONS

HOPEWELL FURNACE NHS WAS NOT A PLANNED DESTINATION

5. a) On this visit, which routes did you and your group use to arrive at Hopewell Furnace NHS? Please check (✓) all that apply.

PA TURNPIKE, USING MORGANTOWN EXIT

PA TURNPIKE, USING DOWNINGTOWN EXIT

ROUTE 422 FROM WEST ROUTE 422 FROM EAST

ROUTE 100 FROM SOUTH ROUTE 100 FROM NORTH

ROUTE 23 FROM EAST ROUTE 23 FROM WEST

b) Did you and your group have any difficulty locating the park?

YES NO → **Go on to Question 6**

c) If YES, why? Please be specific.

6. a) On this visit, in what activities did you and your group participate at Hopewell Furnace NHS? Please check (✓) **all** that apply.
- b) On past visits, in what activities did you and your group participate at Hopewell Furnace NHS? Please check (✓) **all** that apply. If you have not visited in the past, please this column blank.

On this visit (✓)	On past visits (✓)
_____ LEARNING HISTORY	_____
_____ SEEING LIVING HISTORY	_____
_____ SEEING FARM ANIMALS	_____
_____ VIEWING WILDLIFE	_____
_____ HIKING ON TRAILS	_____
_____ WALKING DOG(S)	_____
_____ PICNICKING	_____
_____ PHOTOGRAPHY/PAINTING/DRAWING	_____
_____ HISTORICAL RESEARCH	_____
_____ JUNIOR RANGER PROGRAM	_____
_____ VISITING VISITOR CENTER	_____
_____ APPLE PICKING	_____
_____ VIEWING FALL FOLIAGE	_____
_____ OTHER (Please describe: _____)	_____

c) Which of the above activities were most important to your visit to Hopewell Furnace NHS?

1. _____ 2. _____ 3. _____

7. a) During your visit to Hopewell Furnace NHS, did you and your group attend any living history programs (costumed presentations)?

_____ YES _____ NO → **Go on to Question 8**

b) If YES, please check (✓) **all** of the programs that you and your group attended.

- | | |
|------------------------------------|---------------------|
| _____ MOLDING | _____ BLACKSMITHING |
| _____ COOKING/DOMESTIC CRAFTS | _____ FARMING |
| _____ OTHER (Please specify _____) | |

8. a) On this trip, did you and your group stay overnight away from home within the Hopewell Furnace NHS area, including Valley Forge, Reading, Lancaster, Pottstown, Brandywine or Kutztown?

_____ YES _____ NO → **Go on to Question 9**

b) Please list the number of nights you and your group stayed in the Hopewell Furnace National Historic Site area.

NUMBER OF NIGHTS in Valley Forge, Reading, Lancaster, Pottstown, Brandywine or Kutztown _____

- c) In what type of lodging did you and your group spend the night(s)? Please check (✓) **all** that apply.

Overnight stay in area including Valley Forge, Reading, Lancaster, Pottstown, Brandywine or Kutztown? (✓)

LODGE, MOTEL, CABIN, RENTED CONDO/ HOME, OR BED & BREAKFAST _____

RV/ TRAILER CAMPING _____

TENT CAMPING _____

PERSONAL SEASONAL RESIDENCE _____

RESIDENCE OF FRIENDS OR RELATIVES _____

OTHER (Please specify: _____) _____

- d) In what town/city did you and your group stay on the **night before your arrival** at Hopewell Furnace NHS?

TOWN/ CITY _____ STATE _____

- e) In what town/city did you and your group stay on the **night after your departure** from Hopewell Furnace NHS?

TOWN/ CITY _____ STATE _____

9. On this trip, what was the **primary** reason that you and your group visited the area? Please check (✓) only **one**.

_____ VISIT HOPEWELL FURNACE NHS

_____ VISIT FRENCH CREEK STATE PARK

_____ SHOP, INCLUDING OUTLET MALLS

_____ VISIT OTHER ATTRACTIONS IN THE AREA

_____ VISIT FRIENDS/ RELATIVES IN THE AREA .

_____ BUSINESS OR OTHER REASONS

Please go on to the next page →

14. On this visit, how many people were in your personal group, including yourself?

_____ NUMBER OF PEOPLE

15. For you and your personal group, please indicate:

	Gender M=male F=female	Current age	U.S. Zip Code or name of country other than U.S.	Number of visits made to this park (including this visit)	
				past 12 months	lifetime
YOURSELF	_____	_____	_____	_____	_____
MEMBER #2	_____	_____	_____	_____	_____
MEMBER #3	_____	_____	_____	_____	_____
MEMBER #4	_____	_____	_____	_____	_____
MEMBER #5	_____	_____	_____	_____	_____
MEMBER #6	_____	_____	_____	_____	_____
MEMBER #7	_____	_____	_____	_____	_____

16. For you and each of the **adults** (age 17 or over) in your personal group on this visit, please indicate the highest level of education completed. Please check (✓) only **one** for each person.

	Highest level of education				
	SOME HIGH SCHOOL	HIGH SCHOOL GRADUATE/GED	SOME COLLEGE	BACHELOR'S DEGREE	GRADUATE DEGREE
YOURSELF	_____	_____	_____	_____	_____
ADULT #2	_____	_____	_____	_____	_____
ADULT #3	_____	_____	_____	_____	_____
ADULT #4	_____	_____	_____	_____	_____
ADULT #5	_____	_____	_____	_____	_____
ADULT #6	_____	_____	_____	_____	_____
ADULT #7	_____	_____	_____	_____	_____

17. a) Is English the **primary** language you and your group prefer to speak and write?

_____ NO _____ YES → **Go on to Question 18**



b) If NO, what is the language do you and your group prefer to speak and write?

18. Are you Hispanic or Latino?

_____ YES - HISPANIC OR LATINO
 _____ NO - NOT HISPANIC OR LATINO

19. Which of these categories best indicates your race? Please check (✓) **all** that apply.

- _____ AMERICAN INDIAN OR ALASKA NATIVE
- _____ ASIAN
- _____ BLACK OR AFRICAN AMERICAN
- _____ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
- _____ WHITE
- _____ DO NOT WISH TO ANSWER

20. a) Does anyone in your group have any disabilities/impairments that affected their visit to Hopewell Furnace NHS?

_____ YES _____ NO → **Go on to Question 21**



b) If YES, what kind of disability/impairment? Please check (✓) **all** that apply.

- _____ HEARING _____ VISUAL
- _____ MOBILITY _____ LEARNING
- _____ MENTAL _____ OTHER (specify _____)

c) Because of the disability/impairment, did you and your group encounter any access and/or service problems during this visit to Hopewell NHS?

_____ YES _____ NO → **Go on to Question 21**



d) If YES, what were the problems? _____

Please go on to the next page →

21. a) How safe did you and your group feel while visiting Hopewell Furnace NHS? Please circle one answer below.

VERY SAFE SAFE UNSAFE VERY UNSAFE NO OPINION
 1 2 3 4 5

b) If you rated part a of this question with 3 or 4, please explain why.

22. a) Did you and your group feel crowded on this visit to Hopewell Furnace NHS? Please rate how crowded you felt by circling **one** answer below.

VERY CROWDED SOMEWHAT CROWDED SOMEWHAT UNCROWDED VERY UNCROWDED NO OPINION

b) If you rated the park as 'very crowded' or 'somewhat crowded,' please describe **where** you felt crowded.

23. In your opinion, what is the national significance of Hopewell Furnace NHS? Please be specific.

24. An entrance fee is charged at Hopewell Furnace NHS. Most of these funds remain at the park to be used for resource protection and visitor services.

a) The current fee is \$5/adult. In your opinion, how appropriate is this amount? Please circle **one** answer.

TOO LOW ABOUT RIGHT TOO HIGH DON'T KNOW/NO OPINION

b) On a future visit, if the entrance fee was \$8-12/adult and the services remained the same, please rate the appropriateness of this amount. Please circle **one** answer.

TOO LOW ABOUT RIGHT TOO HIGH DON'T KNOW/NO OPINION

25. For this visit to the Hopewell Furnace NHS area, please estimate all of your group's expenditures for the items listed below. Please write "0" if you spent no money in a particular category.

a) Please list your group's total expenditures inside Hopewell Furnace NHS.

b) Please list your group's total expenditures in the **surrounding area**, including Valley Forge, Reading, Lancaster, Pottstown, Brandywine or Kutztown.

Surrounding area residents should only include expenditures that were **directly related** to this visit to this park.

	EXPENDITURES	
	Inside park	In surrounding area
HOTELS, MOTELS, CABINS, B&B, etc.		\$ _____
CAMPING FEES AND CHARGES		\$ _____
RESTAURANTS AND BARS		\$ _____
GROCERIES AND TAKE-OUT FOOD (including sodas)	\$ _____	\$ _____
GAS AND OIL (auto, RV, boat, etc.)		\$ _____
OTHER TRANSPORTATION EXPENSES (rental cars, auto repairs, taxies, but not including airfare)		\$ _____
ADMISSIONS, RECREATION, ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
DONATIONS	\$ _____	\$ _____

c) How many people do the above expenses cover?

ADULTS (18 years or over) _____ CHILDREN (under 18 years) _____

Please go on to the next page →

26. a) What did you and your group like **most** about your visit to Hopewell Furnace NHS?

b) What did you and your group like **least** about your visit to Hopewell Furnace NHS?

27. On a future visit to Hopewell Furnace NHS, what types of interpretive programs would you and your group prefer to attend? Please check (✓) all that apply.

- NOT INTERESTED IN INTERPRETIVE PROGRAMS → Go on to Question 28
- PROGRAMS ABOUT FARM/FARM ANIMALS
- RANGER-LED VILLAGE WALKS
- RANGER-LED NATURE WALKS
- LIVING HISTORY/COSTUMED DEMONSTRATIONS
- EVENING PROGRAMS
- SCHOOL PROGRAMS
- PROGRAMS HELD IN LOCAL COMMUNITIES
- OTHER (Please specify: _____)

28. Overall, how would you rate the quality of the visitor services provided to you and your group at Hopewell Furnace NHS during this visit? Please circle only **one**.

VERY GOOD GOOD AVERAGE POOR VERY POOR

29. If you were a manager planning for the future of Hopewell NHS, what would you propose? Please include any comments about visitor services and please be specific.

30. Is there anything else you and your group would like to tell us about your visit to Hopewell Furnace NHS?

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

Visitor Services Project Publications

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

1982

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.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

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
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National 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 (summer)
24. Lincoln Home National Historical Site
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
30. National Monuments, Washington, D.C.
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 National Recreation Area
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 National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
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

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
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)

Visitor Services Project Publications (continued)

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 National Historic Site
- 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 & Preserve
- 78. Adams National Historic Site
- 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 National Historic Site (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)

1997

- 92. Great Smoky Mountains National Park (summer & fall)
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)

1998 (continued)

- 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 National Historic Site (Puerto Rico)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

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 National Historic Site
- 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 (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras NS, Ft. Raleigh NHS, Wright Brothers NMEM)
- 137. Sequoia & Kings Canyon National Parks
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863.

