



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

Visitor Services Project



Illustration of the broken South Fork dam from Harper's Weekly

Johnstown Flood National Memorial

**Visitor Study
Summer 2005**

 **University of Idaho**
Park Studies Unit
Visitor Services Project
Report 172



**Social Science Program
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Johnstown Flood National Memorial

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Yen Le
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**Visitor Services Project
Report 172**

April 2006

Dr. Yen Le is the VSP Coordinator Assistant and Dr. Steven Hollenhorst is the Director of the Park Studies Unit (PSU), Department of Conservation Social Sciences, University of Idaho. We thank Erin Tipton, Heather Shearman, and volunteers of Johnstown Flood National Memorial for their assistance with this study. The VSP acknowledge the Public Opinion Lab at the Washington State University for its technical assistance. This study was partially funded by Recreation Fee Program.

Visitor Services Project
Johnstown Flood National Memorial
Report Summary

- This report describes the results of a visitor study at Johnstown Flood National Memorial during July 30 – August 9, 2005. A total of 310 questionnaires were distributed to visitor groups. Of those, 232 questionnaires were returned resulting in a 75% response rate.
- This report profiles a random sample of Johnstown Flood National Memorial visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-one percent of visitor groups were in groups of two and 31% were in groups of three or four. Sixty-seven percent of the visitor groups were family groups. Forty-nine percent of visitors were ages 41-65 years and 15% were ages 15 or younger.
- United States visitors were from Pennsylvania (58%), 32 other states, Guam, and Washington, D.C. Sixty-eight percent of visitors visited Johnstown Flood National Memorial for the first time in their life and 90% visited once in the past 12 months.
- Prior to this visit, visitor groups most often obtained information about Johnstown Flood National Memorial through friends/relatives/word of mouth (40%) and previous visits (32%). Nine percent of visitor groups did not obtain any information before their visit. Most groups (93%) received the information they needed about the park.
- Visiting Johnstown Flood National Memorial (38%) was the most mentioned primary reason for visiting the area (within 45-minute drive of park). The most common activities on this visit to Johnstown Flood National Memorial included learning about the Johnstown Flood (84%) and watching visitor center movie (83%). The activities that visitor groups reported as primary reason for visiting Johnstown Flood National Memorial included watching visitor center movie (44%) and learning about the Johnstown Flood (18%).
- Of the total expenditure (inside and outside the park), the average expenditure per group was \$238. The median expenditure (50% of groups spent more and 50% of groups spent less) was \$90. The average expenditure per visitor (per capita) was \$70.
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by the 191 visitor groups included visitor center exhibits (93%), visitor center film/movie (91%), and visitor center restrooms (87%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included visitor center film/movie (92%, N=169), visitor center exhibits (92%, N=171), and directional signs on highway (84%, N=122). The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included visitor center exhibits (98%, N=163), assistance from park staff (94%, N=115), and ranger talks/programs (94%, N=160).
- Most visitor groups (95%) rated the overall quality of services, facilities, and recreational opportunities at Johnstown Flood National Memorial as “very good” or “good.” Less than 1% of groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or at the following website <http://www.psu.uidaho.edu>

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INTRODUCTION

This report describes the results of a visitor study conducted at Johnstown Flood National Memorial during July 30 – August 9, 2005 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the Report

The report is organized into three sections.

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

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

- *Demographics*
- *Information Prior to Visit*
- *Information During Visit*
- *Ratings of the Park's Services, Facilities, Resources, Qualities, Elements, and Value for Fee Paid*
- *Expenditures (only presented if the questionnaire included expenditure questions)*
- *Information about Future Preferences*
- *Overall Quality*
- *Visitor Comments*

Section 3: Appendices

Appendix 1: The *Questionnaire* contains a copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis* contains a list of options for cross references and cross comparisons.

These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after of this study is published.

Appendix 3: *Decision Rules for Checking Non-response Bias*

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the VSP-PSU. Copies of these reports can be obtained by contacting the PSU office or visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>

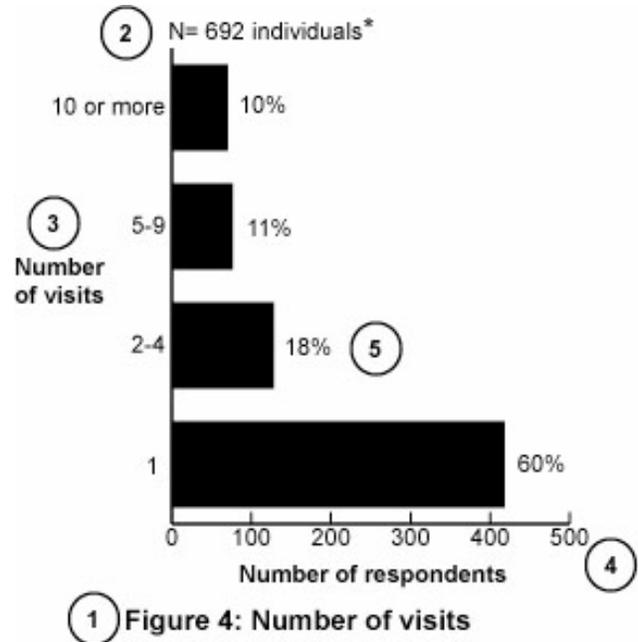
Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the Results

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

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, **CAUTION!** on the graph shows the results may be unreliable.
- * appears when total percentages do not equal 100 due to rounding.
- ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years. To minimize coverage error, the sample size was also determined to provide adequate information about specific park sites if requested.

Brief interviews were conducted with visitor groups, and 310 questionnaires were distributed to a random sample of visitor groups who arrived at Johnstown Flood National Memorial during the period July 30 – August 9, 2005. Table 1 shows the number of questionnaires distributed at each park site. These sampling locations were selected based on park visitation statistics and advice from park staff.

Table 1: Questionnaire distribution location

N=number of questionnaires distributed

Sampling site	N	Percent
Visitor center	272	88
South Abutment	38	12
Total	310	100

Questionnaire design

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

No pilot study was conducted to test the Johnstown Flood National Memorial questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and proven.

Survey procedure

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 group member (at least 16 years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and affixed with an U.S. First Class postage stamp.

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

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using standard statistical software packages—Statistical Analysis System (SAS) and Statistical Package for the Social Sciences (SPSS). Descriptive statistics and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Limitations

This study has some limitations that should be considered when interpreting the results.

1. This was a self-administered survey. In addition, the respondents filled out the questionnaire after the visit, which may have resulted in poor recall of the visit details. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 30 – August 9, 2005. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

During the survey distribution period, the weather was typical of Johnstown area in early August. It was hot and humid with temperatures in the mid to high 90s. There were no special events to be noted.

Checking Non-response Bias

At Johnstown Flood National Memorial, 347 visitor groups were contacted and 310 of these groups (89%) accepted the questionnaire. Questionnaires were completed and returned by 232 visitor groups, resulting in a 75% response rate for this study. The two variables used to check non-response bias were age of the group member who actually completed the questionnaire and group size.

The results show that there is no significant difference between respondent and non-respondent ages and insignificant differences in group sizes. Therefore, the non-response bias was judged to be insignificant and the data of this study is a good representation of a larger population of visitors to Johnstown Flood National Memorial. See Appendix 3 for more details of the non-response bias checking procedure.

Table 2: Comparison of respondents and non-respondents

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	225	50.8	28	47.1	0.221
Group size	226	3.7	27	3.3	0.716

Both p-values are greater than 0.05; therefore, non-response bias was judged to be insignificant.

RESULTS

Demographics

Visitor group size

Question 16a

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

Results

- Visitor group size ranged from 1 to 45 people.
- 41% of groups had two people (see Figure 1).
- 20% of groups had five or more people.

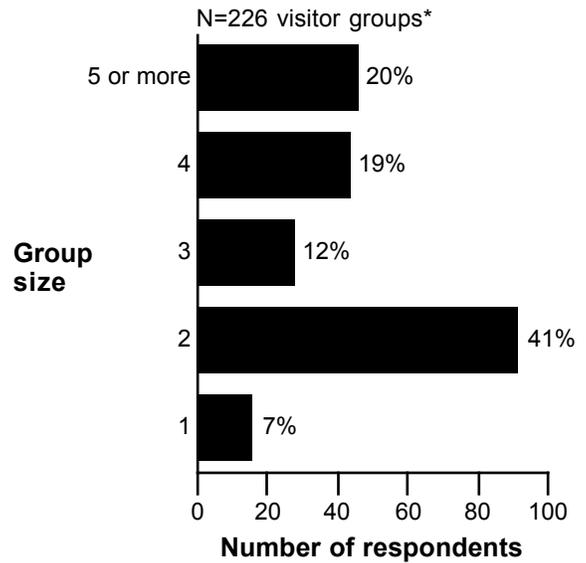


Figure 1: Visitor group size

Visitor group type

Question 15

On this visit what kind of personal group (not guided tour/school group) were you with?

Results

- 67% of visitor groups were family groups (see Figure 2).
- 13% of groups were made up of friends.
- 9% were alone.
- “Other” group type (3%) included motorcycle groups and co-workers.

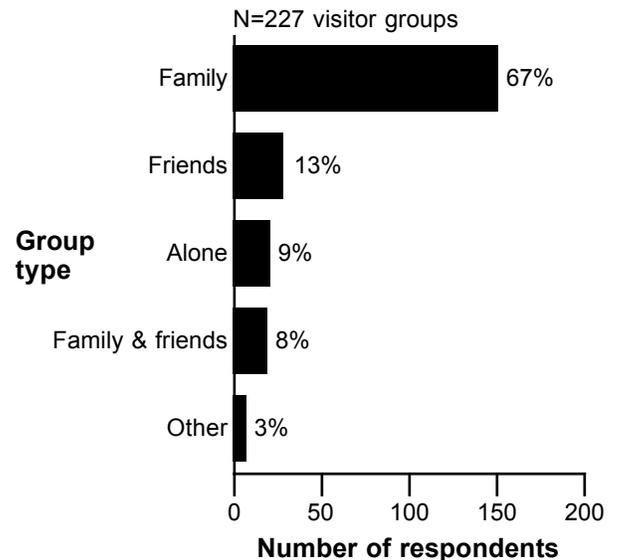


Figure 2: Visitor group type

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

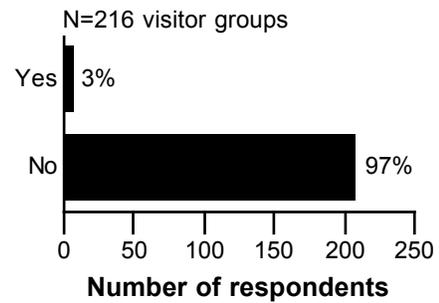
Visitors with organized groups

Question 14

On this visit, were you and your personal group with the following groups?

- a. Guided tour group
- b. School/educational group
- c. Other organized group

With a guided tour group?



Visitors with a guided tour group

Results

- 3% of visitor groups were with a guided tour group (see Figure 3).

Figure 3: Visitors with a guided tour group

Visitors with a school/educational group

Results

- Less than 1% of visitor groups were with a school/educational group (see Figure 4).

With a school/educational group?

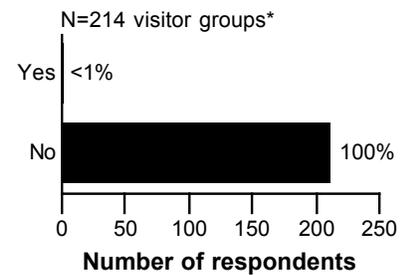


Figure 4: Visitors with a school/educational group

Visitors with other organized group

Results

- 5% of visitor groups were with other organized groups (see Figure 5).

With other organized group?

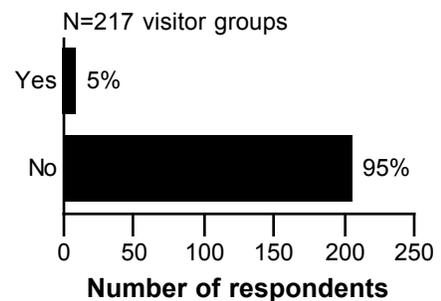


Figure 5: Visitors with other organized group

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Visitor gender

Question 18a

For you and your group (up to 7 members), please indicate your gender.

Results

- 52% of visitors were female and 48% were male (see Figure 6).

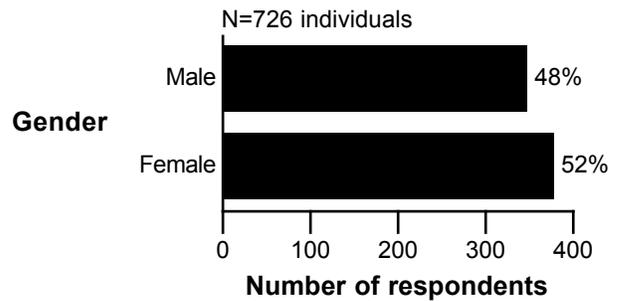


Figure 6: Visitor gender

Question 18b

For you and your group (up to 7 members), please list your current age.

Results

- Visitor ages which ranged from 2 to 90 years old.
- 15% of visitors were aged 15 years or younger (see Figure 7).
- 49% of visitors were in 41-65 age group.
- 15% were 66 years or older.

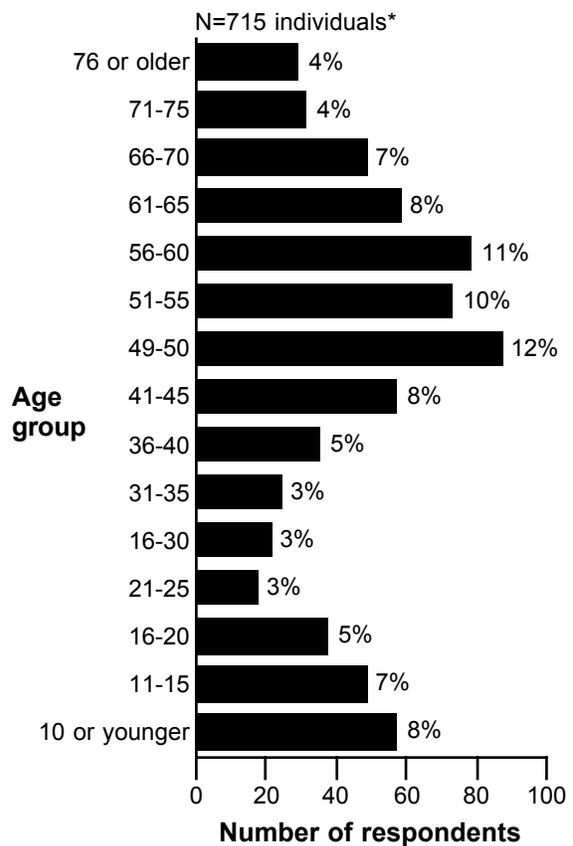


Figure 7: Visitor age

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Number of visits to the park in the past 12 months

Question 18d

For you and your group (up to seven members), please list the number of visits to the park in the past 12 months.

Results

- 90% of visitors visited Johnstown Flood National Memorial once in the past 12 months (see Figure 8).
- 6% visited twice.

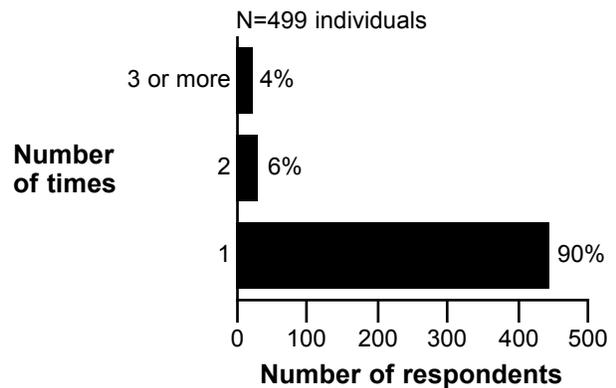


Figure 8: Number of visits to the park in the past 12 months

Number of visits to the park in lifetime

Question 18e

For you and your group (up to seven members), please list the number of visits to the park in lifetime.

Results

- 68% of visitors visited Johnstown Flood National Memorial for the first time in their life (see Figure 9).
- 16% had visited three or more times.

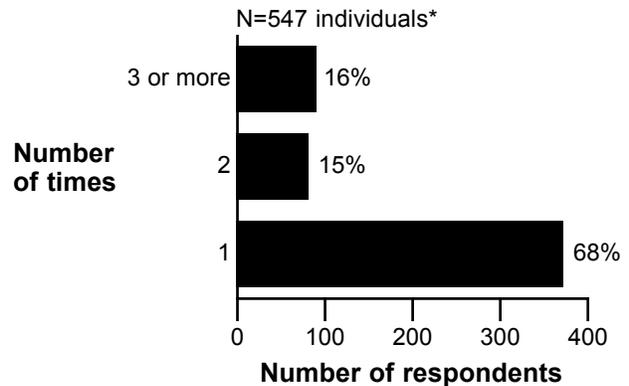


Figure 9: Number of visits to the park in visitor lifetime

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

U.S. visitors by state of residence

Question 18c

For you and your group (up to seven members), please list the zip code or country (other than the U.S.) of residence.

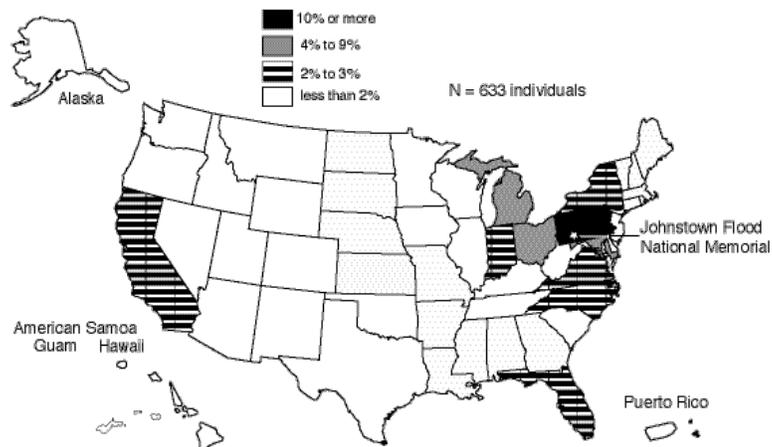
Table 3: United States visitors by state of residence*

Total percentages may not equal 100 due to rounding.

State	Number of visitors	Percent of U.S. visitors N=633 individuals	Percent of total visitors N=648 individuals
Pennsylvania	372	59	57
Ohio	33	5	5
Maryland	26	4	4
Michigan	25	4	4
California	16	3	2
Florida	16	3	2
North Carolina	15	2	2
Virginia	15	2	2
Indiana	10	2	2
New York	10	2	2
Texas	8	1	1
Washington	8	1	1
Illinois	7	1	1
Tennessee	6	1	1
Colorado	5	1	1
Vermont	5	1	1
Arkansas	4	1	1
Connecticut	4	1	1
Delaware	4	1	1
Guam	4	1	1
Missouri	4	1	1
Rhode Island	4	1	1
12 other states and Washington, D.C.	32	5	5

Results

- 98% of visitors (633 individuals) were from the United States.
- 59% of U.S. visitors came from Pennsylvania (see Table 3 and Map 1).
- 5% came from Ohio.
- Smaller proportions came from 31 other states, Guam, and Washington, D.C.



Map 1: U.S. visitors by state of residence

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

International visitors by country of residence

Question 18c

For you and your group (up to seven members), please list the zip code or country (other than the U.S.) of residence.

Results **Interpret with caution!**

- International visitors (15 individuals) comprised 2% of total visitation.
- 60% of international visitors came from Canada (see Table 4).
- Smaller proportions came from two other countries.

Table 4: International visitors by country of residence

Total percentages may not equal 100 due to rounding.

CAUTION!

Country	Number of visitors	Percent of international visitors N=15 individuals	Percent of total visitors N=648 individuals
Canada	9	60	1
Jamaica	4	27	1
Japan	2	13	<1

Visitor level of education

Question 19

For you and each member of your group (age 16 or over) on this visit, please indicate the highest level of education.

Note: Information was gathered for up to seven group members.

Results

- 30% of visitors (age 16 or over) held a high school diploma/GED (see Figure 10).
- 45% of visitors had a bachelor's degree or higher.

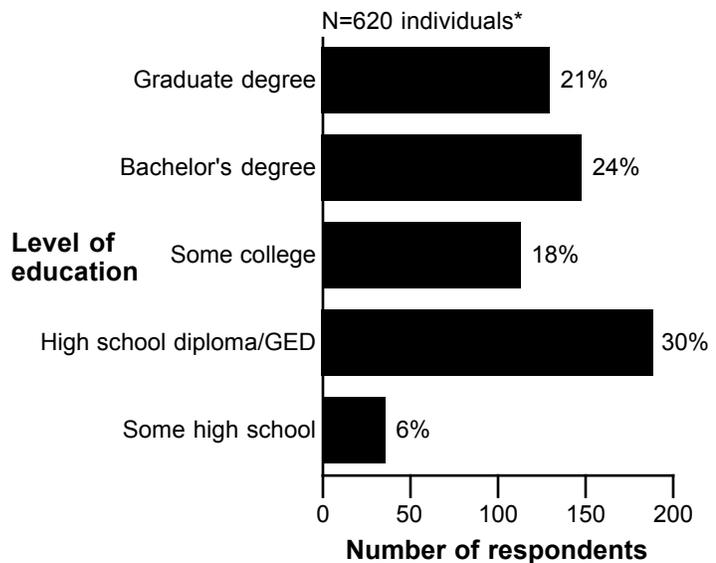


Figure 10: Visitor level of education

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Respondent ethnicity

Question 20

For you only, are you Hispanic or Latino?

Results

- 1% of respondents were of Hispanic or Latino ethnicity (see Figure 11).

Hispanic or Latino?

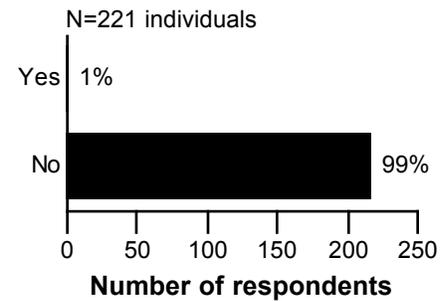


Figure 11: Respondents of Hispanic or Latino ethnicity

Respondent race

Question 21

Which of these categories best indicates your race? Answer only for yourself.

Results

- 99% of respondents reported their race as “White,” as shown in Figure 12.
- No respondent reported their race as Native Hawaiian or other Pacific Islander, Black or African American, or American Indian/Alaska Native.

Race

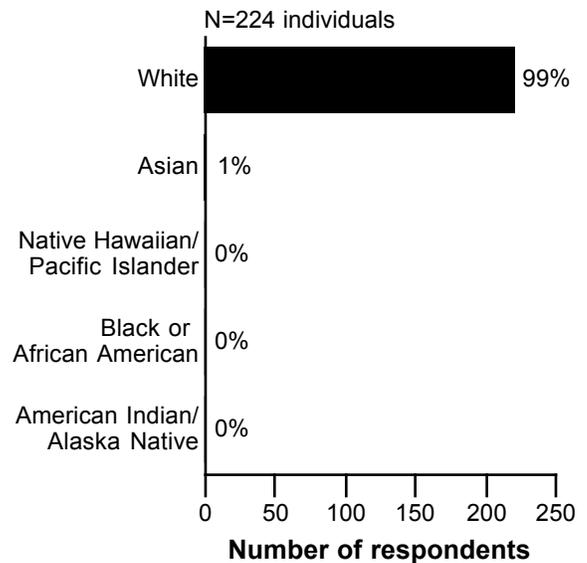


Figure 12: Respondent race

Visitors with disabilities/impairments

Question 17a

Does anyone in your group have any disabilities/impairments that affected their visit to Johnstown Flood National Memorial?

Results

- 86% of visitor groups did not have any members with disabilities/impairments (see Figure 13).

Group member with disabilities/impairments?

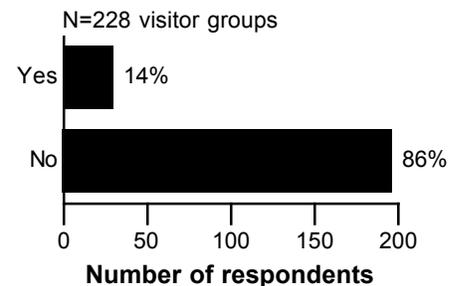


Figure 13: Visitor groups who have members with disabilities/impairments

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Visitor with disabilities/impairments (continued)

Question 17b

If Yes, what kind of disability/impairment?

Results

- As shown in Figure 14, the most often mentioned types of disabilities/impairments were:

Mobility (84%)

Hearing (26%)

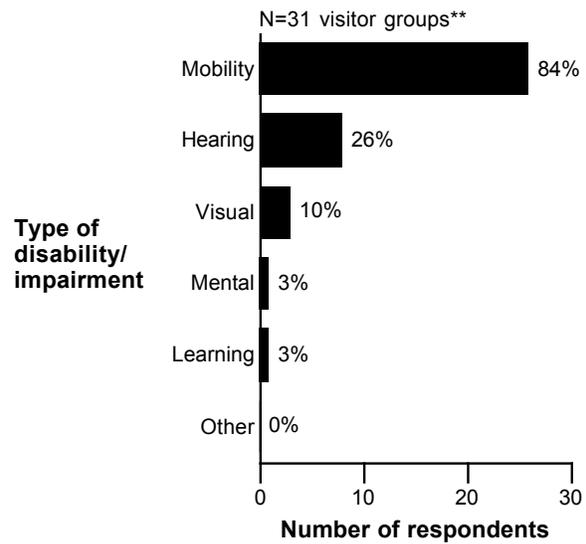


Figure 14: Type of disabilities/impairments

Question 17c

Because of the disability/impairment, did you and your group encounter any access and/or service problems during this visit to Johnstown Flood National Memorial?

Results

- 32% visitor groups encountered access/service problems during their visit because of disabilities/impairments (see Figure 15).

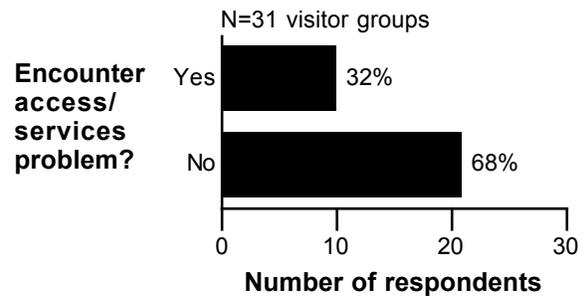


Figure 15: Visitors who encounter access/service problems due to disabilities/impairments

Question 17d

If Yes, what was the problem?

Results

- The problems included:
 - Long walking distance
 - Hard to get down to Unger House
 - Wheelchair was stuck at visitor center front door
 - Not enough benches to rest upon
 - Not enough water fountains
 - Light too dim in visitor center
 - Sound in exhibit area too loud

* total percentages do not equal 100 due to rounding

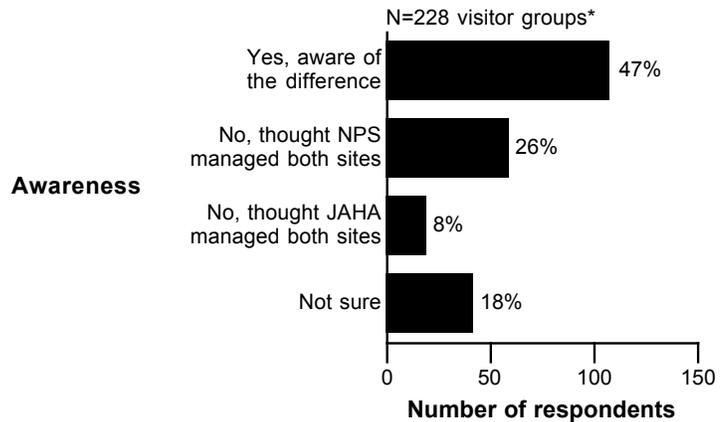
** total percentages do not equal 100 because visitor could select more than one answer

Information Prior to Visit

Visitor awareness of park management

Question 1a

There are two organizations that manage sites and stories associated with the Johnstown Flood. The Johnstown Area Heritage Association (JAHA) manages the Johnstown Flood Museum downtown and the National Park Service (NPS) manages the areas of the South Fork Dam site and the South Fork Fishing and Hunting Club Historic District. Were you aware that there were two organizations administering these sites?



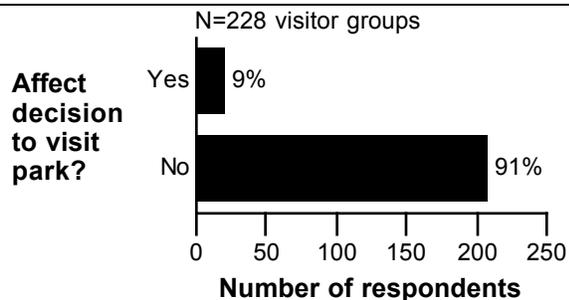
Results

- 47% of visitor groups were aware of the two organizations managing sites and stories associated with the Johnstown Flood (see Figure 16).
- 26% of groups thought both sites were managed by NPS.

Figure 16: Visitor awareness of the different management

Question 1b

Did the management of the Johnstown Flood Museum by the JAHA have any effect on your decision to visit Johnstown Flood National Memorial?



Results

- 91% of visitor groups reported that their decision to visit park was not affected by the different management of the memorial (see Figure 17).

Figure 17: Visitor decision to visit park affected by the difference in management

Question 1c

If Yes, what effect did it have?

Results

- The effects that visitors experienced included:

The memorial was recommended by museum tour guides
 Wanted to see the memorial after watching the movie/exhibits at the museum
 It is free for Golden Pass Passport holders
 Wanted to know more about the flood
 Wanted to know if there is any difference between two sites

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Source of information

Question 2a

Prior to this visit, how did you and your group obtain information about Johnstown Flood National Memorial?

Results

- 91% of visitor groups obtained information about Johnstown Flood National Memorial prior to their visit to the park (see Figure 18).
- As shown in Figure 19, the most common sources of information included:

Friends/relatives/word of mouth (40%)

Previous visits (32%)

Live in local area (31%)

- “Other” sources of information (17%) included:

- National Park Passport book
- Live in the area
- Information from the Inclined Plane
- Books about Johnstown Flood
- A book by David McCullough
- Booklet in hotel/motel rooms
- City website
- Baseball tournament coach
- Highway signs
- Maps
- Information from the railroad
- Had a relative who was the victim of the flood

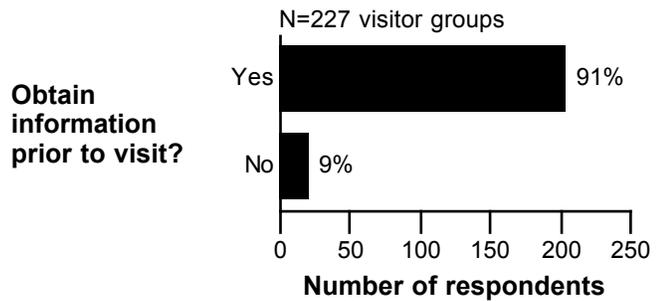


Figure 18: Visitors who obtained information about park prior to this visit

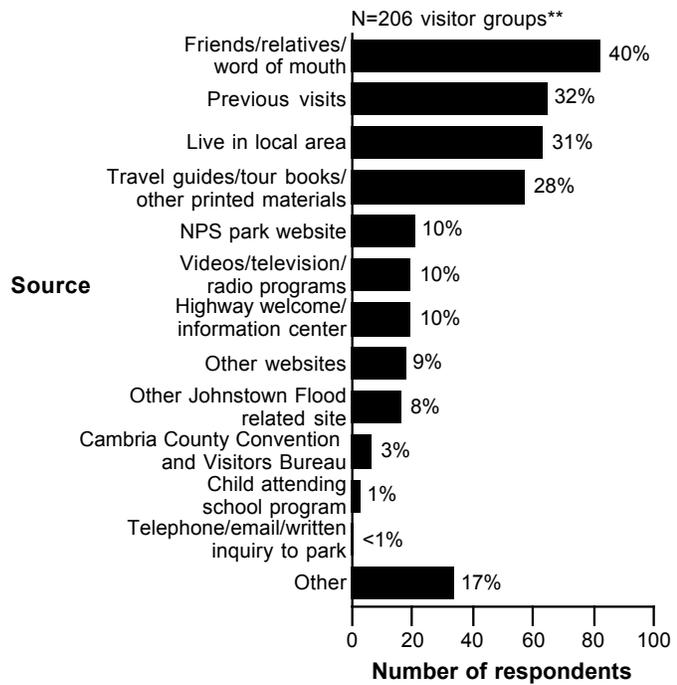


Figure 19: Sources of information used by visitor groups prior to this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Question 2b

From the sources checked above, did you and your group receive the type of information about the park that you needed?

Results

- 93% of visitor groups received the information they needed prior to this visit (see Figure 20).

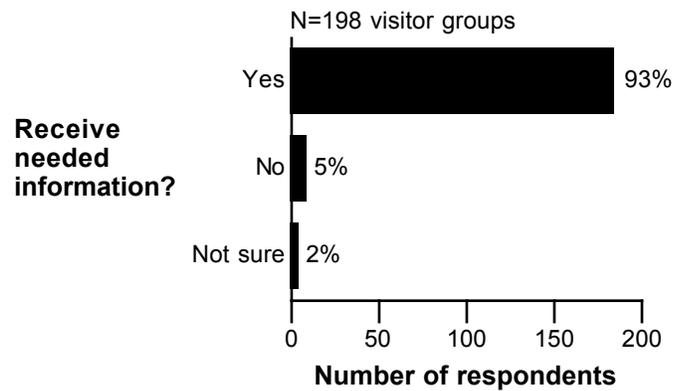


Figure 20: Visitors who received needed information prior to this visit

Question 2c

If No, what type of park information did you and your group need that was not available?

Results

- Information visitor groups needed but was not available through these sources included:

Directions to park from highways

The brochure said the park opened until 6 p.m. during weekend, but it was closed at 5 p.m.

Did not know about ranger-led tours at the memorial

No trail guide available at the South Abutment

Did not know whether the film was the same at both sites

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Information During Visit

Primary reason for visiting the area

Question 3

On this trip, what was the primary reason that you and your group visited the Johnstown Flood National Memorial area (within a 45-minute drive)?

Results

- 24% of visitor groups were residents of the area (within a 45-minute drive), as shown in Figure 21.

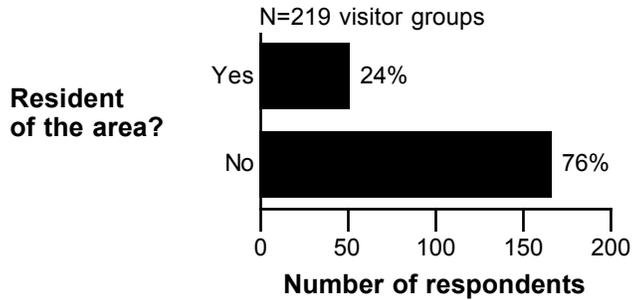


Figure 21: Visitors who are residents of the area

- 38% of visitor groups stated visiting Johnstown Flood National Memorial was their primary reason for visiting the area (see Figure 22).
- 20% visited friends/relatives in the area.
- “Other” reasons (18%) included:
 - Baseball tournament
 - Class reunion
 - Altoona Bible Conference
 - Genealogy research
 - Attending a train convention
 - Showing friends/relatives the area
 - Touring Pennsylvania
 - Driving through to another destination
 - Camping trip
 - Visiting home town
 - Having vacation in the area
 - Using walking trail for exercise
 - Visiting all flood-related sites
 - Wanted my children to see and understand

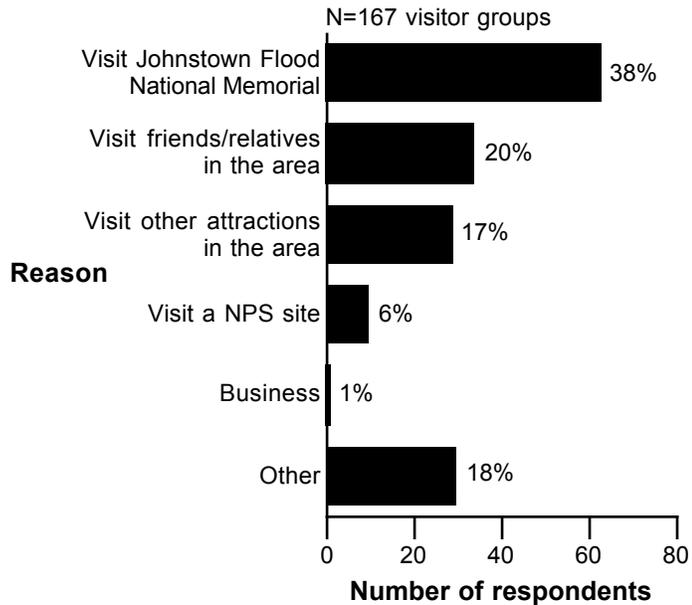


Figure 22: Primary reason for visiting the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Other places visited in the area

Question 4
On this trip, what other places did you and your group visit in the area?

- Results
- 57% of visitor groups visited the Inclined Plane (see Figure 23).
 - 50% visited Johnstown Flood Museum in downtown Johnstown.

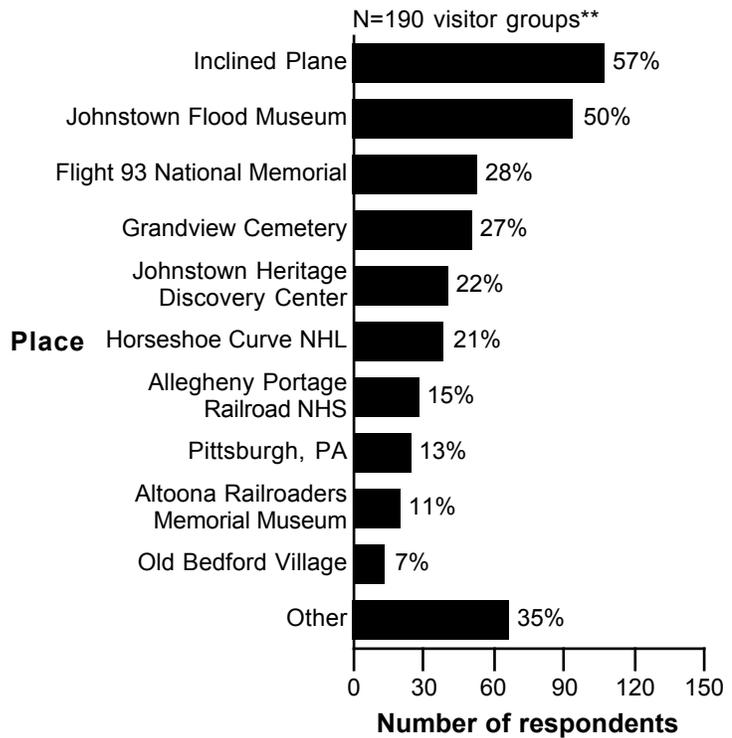


Figure 23: Other places visited in the area

Number of vehicles used

Question 16b
For this visit, please list the number of vehicles in which you and your group used to arrive at Johnstown Flood National Memorial.

- Results
- 90% of visitor groups arrived in one vehicle (see Figure 24).
 - 10% used two or more vehicles.

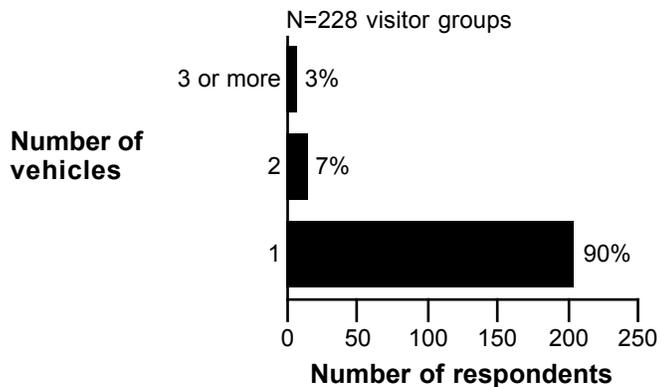


Figure 24: Number of vehicles used by visitor groups

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Expected activities

Question 5

This question lists activities available to the visitors at Johnstown Flood National Memorial.

a. As you were planning your trip, what activities did you and your group expect to include on this visit?

Results

- As shown in Figure 25, the most common activities visitor groups expected to participate in were:

Learning about the Johnstown Flood (88%)

Visiting visitor center (66%)

- The least common activities visitor groups expected to participate in were:

Attending ranger-led walks/talks (7%)

Junior Ranger program (2%)

- “Other” activities (1%) that visitor groups expected to participate in were:

Taking ranger-led tours
 Visiting Unger House
 Visiting South Fork Fishing and Hunting Club Clubhouse

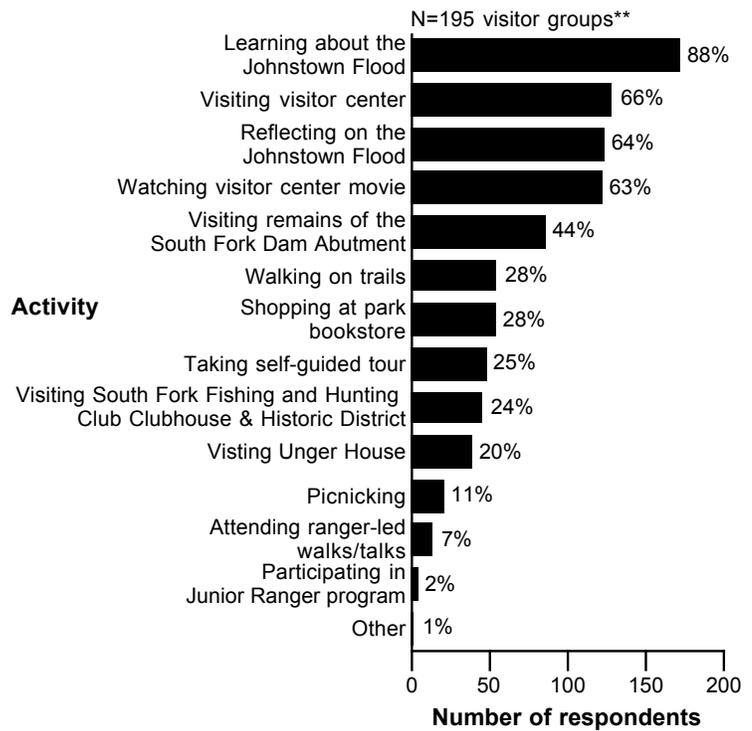


Figure 25: Expected activities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Activities on this visit

Question 5b

On this visit, what activities did you and your group participate in?

Results

- As shown in Figure 26, the most common activities visitor groups participated in were:

Learn about the Johnstown Flood (84%)

Watching visitor center movie (83%)

- The least common activities were:

Picnicking (8%)

Participating in Junior Ranger program (less than 1%)

- No visitor groups reported participating in “other” activities on this visit.

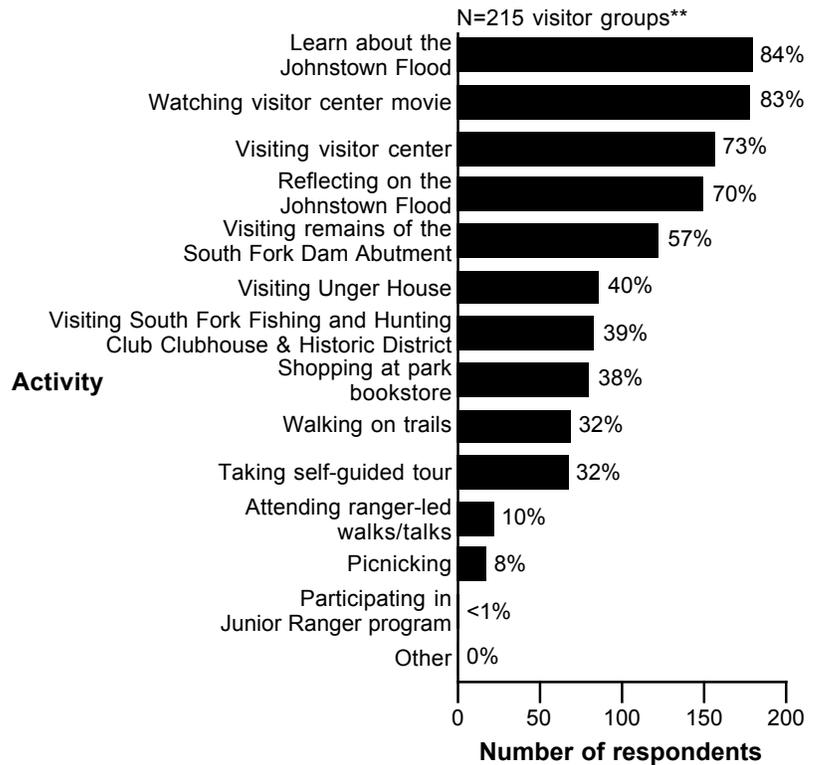


Figure 26: Activities on this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Most important activities

Question 5d

On this visit, which activity that you and your group participated in was the most important to your visit to Johnstown Flood National Memorial?

Results

- As shown in Figure 27, the most important activities to visitor groups on this visit were:

Watching visitor center movie (44%)

Learning about the Johnstown Flood (18%)

- No visitor groups reported participating in Junior Ranger program, visiting Unger House, or shopping at park bookstore as their primary activities on this visit.

- “Other” primary activities (12%) included:

Learning about Staple Bend, first tunnel in the U.S.

Learning about path of the flood

Watching topographic and diorama

Too many interesting activities to choose one

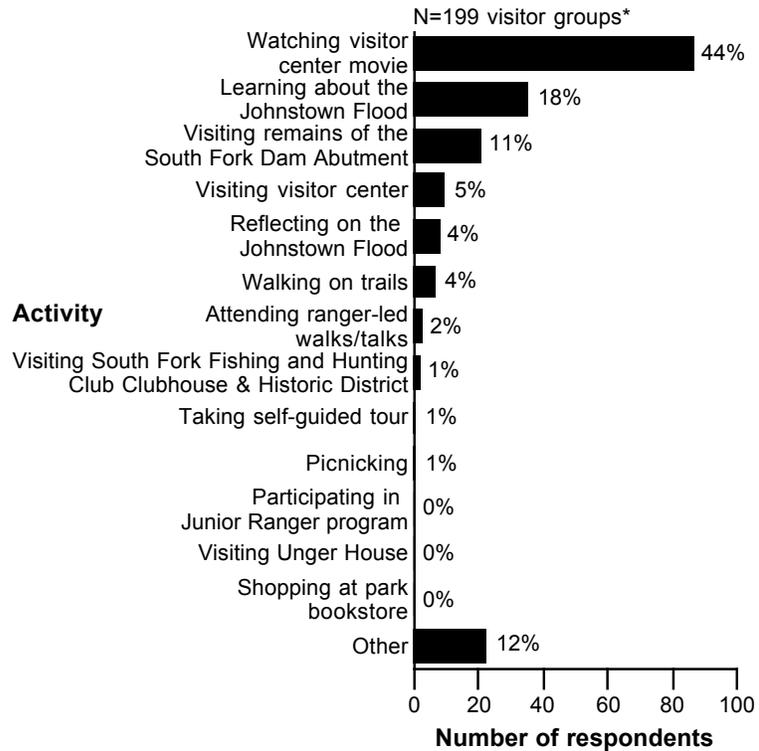


Figure 27: Most important activity on this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Activities on past visits

Question 5c

On past visits, what activities did you and your group participate in? If you did not participate in an activity in the past, please leave this column blank.

Results

- As shown in Figure 28, the most common activities that visitor groups participated in on past visits included:

Learning about the Johnstown Flood (81%)

Watching visitor center movie (72%)

- The least common activities were:

Attending ranger-led walks/talks (8%)

Participating in Junior Ranger program (3%)

- No visitor groups wrote comments about “other” activities (3%) that they participated in on past visits.

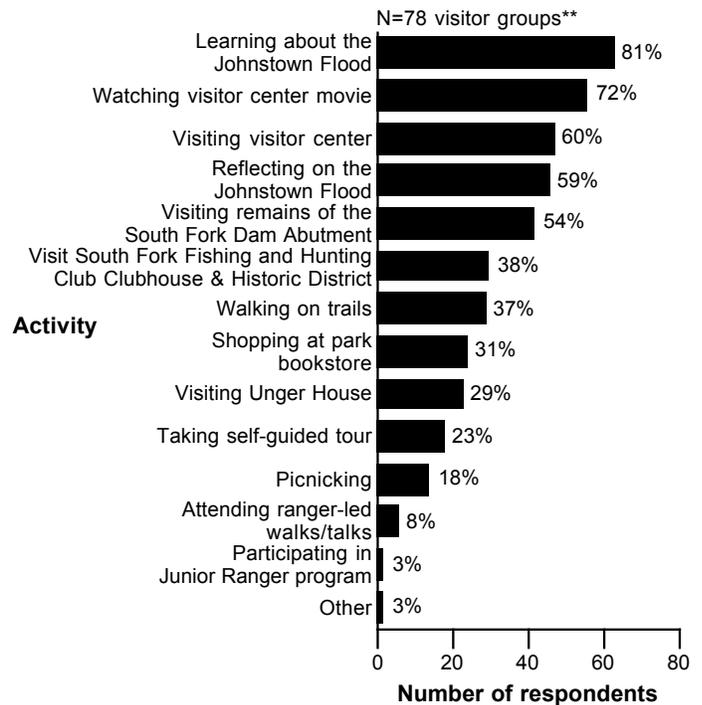


Figure 28: Activities participated in on past visits

Length of visit

Question 13a

On this visit to Johnstown Flood National Memorial, did you and your group visit on more than one day?

Results

- 7% of visitor groups visited Johnstown Flood National Memorial on more than one day (see Figure 29).

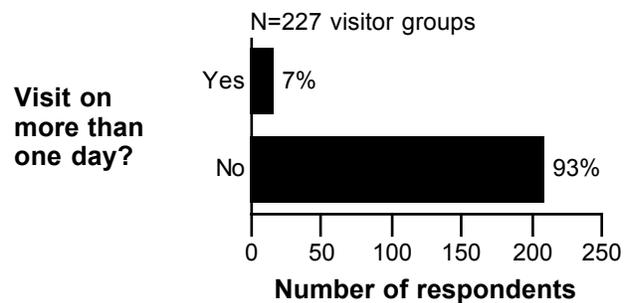


Figure 29: Visitor groups who visited the memorial on more than one day

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Question 13b

If Yes (visited on more than one day), how many days did you visit Johnstown Flood National Memorial?

Results **Interpret with caution!**

- 77% of visitor groups who visited Johnstown Flood National Memorial on more than one day spent two days (see Figure 30).

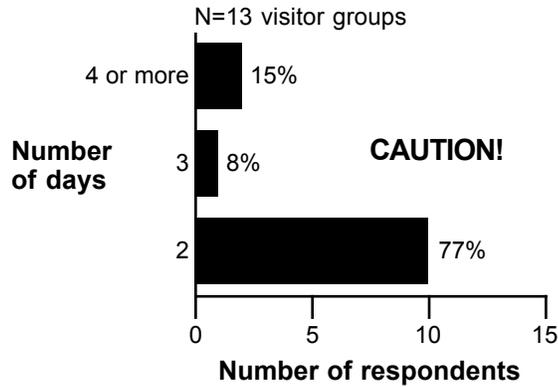


Figure 30: Number of days spent by groups who visited the memorial on more than one day

Question 13c

If No (visited on less than one day), how many hours did you visit Johnstown Flood National Memorial?

Results

- 47% of visitor groups who visited Johnstown Flood National Memorial on less than one day spent two hours (see Figure 31).
- 38% spent three or more hours.

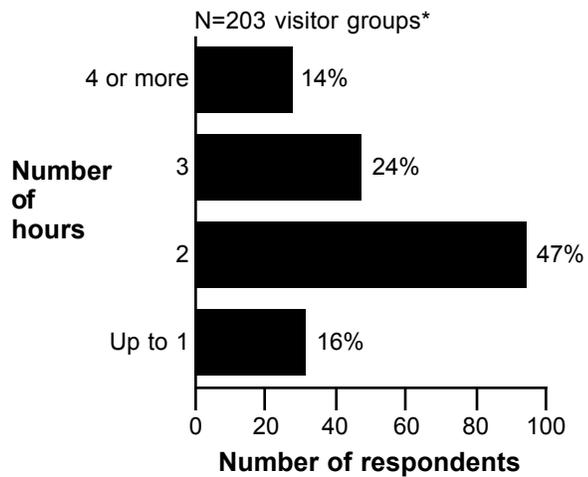


Figure 31: Number of hours spent by groups who visited the memorial on less than one day

Question 13d

Compared with what you had planned, how much time did you and your group spend at Johnstown Flood National Memorial on this visit?

Results

- 64% of visitor groups spent “about the same time as planned” visiting the memorial (see Figure 32).
- 27% spent “more time than planned.”

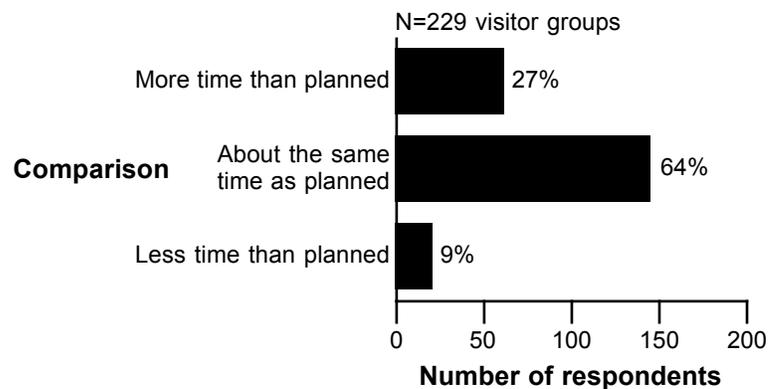


Figure 32: Length of visit compared to time planned

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Order of sites visited

Question 7a

Did you and your group visit both the visitor center and the South Fork Fishing and Hunting Club Clubhouse on this visit or past visits?

Results

- 60% of visitor groups did not visit both the visitor center and the South Fork Fishing and Hunting Club Clubhouse on this visit or past visits (see Figure 33).

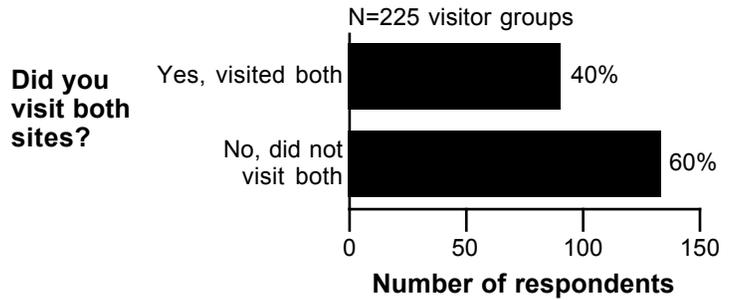


Figure 33: Visitor groups who visited both the visitor center and the South Fork Fishing and Hunting Club Clubhouse

Question 7b

If Yes, in your opinion, what is the proper order to visit the site?

Results

- 40% of visitor groups visited both the visitor center and the South Fork Fishing and Hunting Club Clubhouse.
- 78% thought it is proper to visit the visitor center first (see Figure 34)
- 19% thought the order of visit is not important.

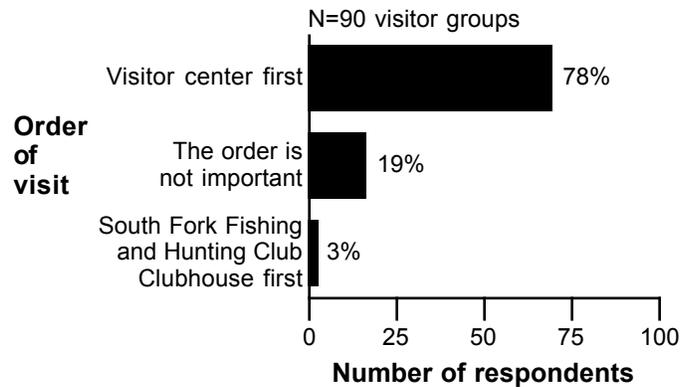


Figure 34: Proper order of visiting park sites

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Places stayed on the night before arrival at the park

Question 6a

In what town/city did you and your group stay on the night before your arrival at Johnstown Flood National Memorial?

Results

- Places that visitor groups stayed on the night before their arrival at Johnstown Flood National Memorial are listed in Table 5.

Table 5: Places stayed on the night before arrival
N=208 visitor groups

Town/city	Number of times mentioned	Town/city	Number of times mentioned
Johnstown, PA	55	Farrell, PA	1
Altoona, PA	13	Fly, OH	1
Ebensburg, PA	7	Gallitzin, PA	1
Somerset, PA	6	Grantville, PA	1
Pittsburgh, PA	6	Greensburg, PA	1
Indiana, PA	5	Hamburg, PA	1
Gettysburg, PA	4	Hampton, VA	1
St. Michael, PA	3	Harrisburg, PA	1
Windber, PA	3	Hastings, PA	1
Huntington, PA	3	Hershey, PA	1
Blue Knob State Park, PA	3	Helixville, PA	1
Breezewood, PA	3	Hermiston, PA	1
Central City, PA	2	Indian Lake, PA	1
Geistown, PA	2	James Creek, PA	1
Hollidaysburg, PA	2	Jennerstown, PA	1
Martinsburg, PA	2	Keystone State Park, PA	1
Mt. Pleasant, PA	2	Kimball, NH	1
New Florence, PA	2	Latrobe, PA	1
Portage, PA	2	Laughlintown, PA	1
Punxsutawney, PA	2	Lewistown, PA	1
Richland, PA	2	Ligonier, PA	1
Akron, OH	1	McHenry, MD	1
Altoona, PA	1	Meadville, PA	1
Bakerton, PA	1	Mineral Point, PA	1
Beaver Falls, PA	1	Morgantown, WV	1
Beaverdale, PA	1	Mt. Union, PA	1
Brookville, PA	1	Mullica Hill, NJ	1
Buffalo, NY	1	Mundy's Corner, PA	1
Champion, PA	1	Natrona Heights, PA	1
Christiana, PA	1	New Paris, PA	1
Claysburg, PA	1	New Stanton, PA	1
Clearfield, PA	1	Newville, PA	1
Confluence, PA	1	Philadelphia, PA	1
Connellsville, PA	1	Prince Gallitzin State Park, PA	1
Cranberry, PA	1	Port Matilda, PA	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

**Table 5: Places visitors stayed on the night before arrival
(continued)**

Town/city	Number of times mentioned
Danville, PA	1
Davidsville, PA	1
Deboir, PA	1
Derby, CT	1
Duncansville, PA	1
Ebensberg, PA	1
Elizabethtown, PA	1
Falling Water, PA	1
Reading, PA	1
Rockville, MD	1
Salix, PA	1
Scottdale, PA	1
Seven Springs, PA	1
Sidman, PA	1
South Fork, PA	1
State College, PA	1
Stoystown, PA	1
Thomas Mills, PA	1
Tire Hill, PA	1
Tyrone, PA	1
Uniontown, PA	1
Venetia, PA	1
Waldorf, MD	1
Washington, D.C.	1
Wellsboro, PA	1
Wesley Chapel, PA	1
Wheeling, WV	1
Winber, PA	1
York Springs, PA	1
York, PA	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Places stayed on the night after departure from the park

Question 6b

In what town/city did you and your group stay on the night after your departure from Johnstown Flood National Memorial?

Results

- Table 6 shows the list of places that visitor groups stayed on the night after their departure from the memorial.

Table 6: Places stayed on the night after departure from the memorial
N=203 visitor groups

Town/city	Number of times mentioned	Town/city	Number of times mentioned
Johnstown, PA	42	Clearfield, PA	1
Altoona, PA	9	Columbus, OH	1
Pittsburgh, PA	7	Confluence, PA	1
Ebensburg, PA	6	Davidsville, PA	1
Harrisburg, PA	4	Dayton, OH	1
Indiana, PA	4	Dillwood, PA	1
Somerset, PA	4	Drove Home,	1
Windber, PA	4	Dubois, PA	1
Blue Knob State Park, PA	3	Duncansville, PA	1
Elizabethtown, PA	3	Elkridge, MD	1
Huntington, PA	3	Erie, PA	1
Beaver Falls, PA	2	Findlay, OH	1
Breezewood, PA	2	Gallitzin, PA	1
Carlise, PA	2	Gap, PA	1
Gettysburg, PA	2	Geistown, PA	1
Hershey, PA	2	Grantville, PA	1
Hollidaysburg, PA	2	Greensburg, PA	1
Martinsburg, PA	2	Grove City , OH	1
Mt. Pleasant, PA	2	Grove City , PA	1
New Florence, PA	2	Hastings, PA	1
Portage, PA	2	Helixville, PA	1
St. Michael, PA	2	Hermiston, PA	1
Acme, PA	1	Hillsdale, PA	1
Ann Arbor, MI	1	Holtwood, PA	1
Asheville, NC	1	Honey Brook, PA	1
Baltimore, MA	1	Hummelstown, PA	1
Beaverdale, PA	1	Indian Lake, PA	1
Belle Vernon, PA	1	James Creek, PA	1
Blacksburg, VA	1	Jennerstown, PA	1
Brookville, PA	1	Kirtland, OH	1
Canton, OH	1	Latrobe, PA	1
Champion, PA	1	Lebanon, PA	1
Charlottesville, VA	1	McHenry, MD	1
Chicago, IL	1	Mechanicsburg, PA	1
Claysburg, PA	1	Mentor, OH	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

**Table 6: Places stayed on the night after
departure from the memorial
(continued)**

Town/city	Number of times mentioned
Mineral Point, PA	1
Mohnton, PA	1
Mount Joy, PA	1
Mt. Union, PA	1
Mundy's Corner, PA	1
Natrona Heights, PA	1
Near Falling Water, PA	1
New Alexandria, PA	1
New Castle, PA	1
New Paris, PA	1
Newburg, PA	1
Newville, PA	1
Niagara Falls, NY	1
Olney, MD	1
Philadelphia, PA	1
Phoenix, AZ	1
Port Matilda, PA	1
Prince Gallitzin State Park, PA	1
Punxsutawney, PA	1
Richland , PA	1
Richland, PA	1
Rochester, NY	1
Sandusky, OH	1
Scottdale, PA	1
Seven Springs, PA	1
Sidman, PA	1
South Fork, PA	1
Springfield, OH	1
Springfield, VA	1
State College, PA	1
Thomas Mills, PA	1
Tire Hill, PA	1
Towanda, PA	1
Tyrone, PA	1
Uniontown, PA	1
Venetia, PA	1
Washington, D.C.	1
Washington, PA	1
Watsonstown, PA	1
Wesley Chapel, PA	1
Westland, MI	1
Wheeling, WV	1
Winfield, PA	1
York, PA	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Topics learned on this visit

Question 27a

During this visit to Johnstown Flood National Memorial, did you and your group learn about the following topics? Please check all topics that you learned about.

Results

- 99% of visitor groups learned about death and destruction related to the flood (see Figure 35).
- 94% learned about human causes of the flood.

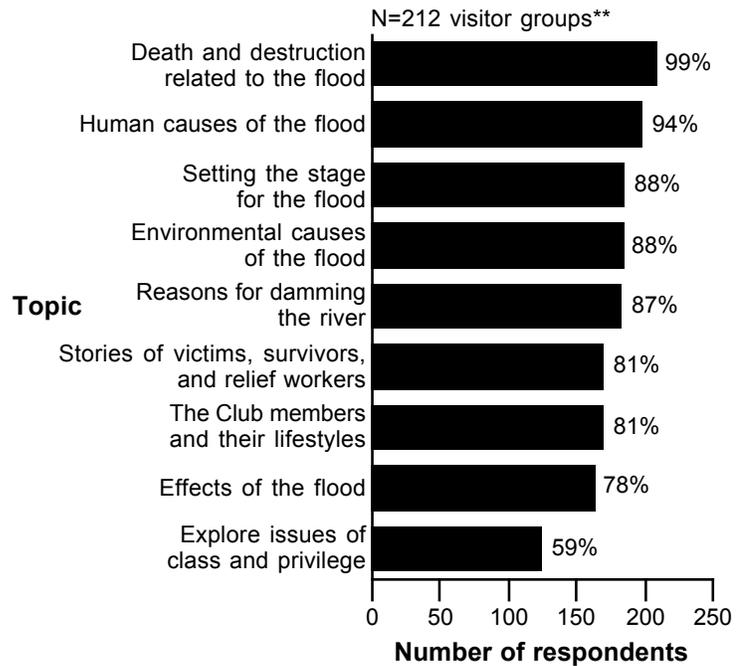


Figure 35: Topics learned on this visit

Preferred topics for a future visit

Question 27b

Next, whether or not you learned about a certain topic on this visit, please check all topics that you are interested in learning about on a future visit to Johnstown Flood National Memorial.

Results

- As shown in Figure 36, topics visitor groups were most interested in learning on a future visit included:
 - Stories of victims, survivors, and relief workers (69%)
 - Explore issues of class and privilege from the story of the Johnstown Flood (68%)
- The least desired topic was:
 - Death and destruction related to the flood (34%)

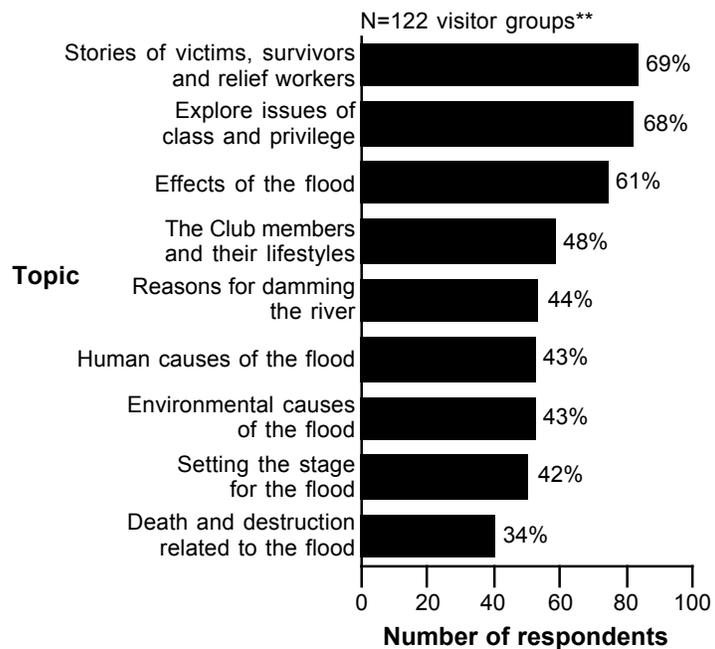


Figure 36: Topics interested in learning on a future visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Additional topics

Question 27c

Please list any additional topics that you and your group are interested in learning about at Johnstown Flood National Memorial.

Results

- Additional topics that visitor groups were interested in learning about included:

More stories about Clara Barton
More stories about Johnstown after 1889
Economic reformation of the area after the flood (timeline and costs)
How the village of St. Michael started
More about the South Fork Fishing and Hunting Club after the flood
Ethnic stories of Johnstown survivors
More about the settlers in the area during that time
More about survivors stories and their descendents
More about dam safety and emergency response engineering
More about the railroad in the area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Most important information learned

Question 11a

What was the most important information that you and your group learned about the Johnstown Flood?

Results

- 81% of visitor groups (N=188) provided written comments about what was the most important information they learned during this visit.
- Table 7 shows the summary of comments.

Table 7: Most important information learned

N=240 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Causes of the flood	26
Number of lives affected by the flood	23
The catastrophic effects of the flood	23
Devastation	19
Condition of the dam	16
Extent of damage	11
Historical background	11
Seeing the site/movie/exhibits make the story more "live"	10
How the flood could have been prevented	9
How the wealthy left and did not take any responsibility	9
How fast it happened	8
How a disaster can be caused by ignorance and stupidity	7
Issues of class and privileges	7
Efforts to warn people	7
The amount of water	6
Relief efforts	5
It was a complex story and can't single out a cause	5
The path of the flood	5
Facts about flooding/power of nature	5
Nothing that I hadn't already known	4
A sense of the human tragedy of the flood	3
How greed can lead to devastating consequences	2
South Fork Fishing and Hunting Club was not solely responsible for the flood	2
Stories of survivals	2
Timeline of the story	2
Good learning experience for my children	2
Didn't know there is more to see in the area	2
Other comments	9

* total percentages do not equal 100 due to rounding

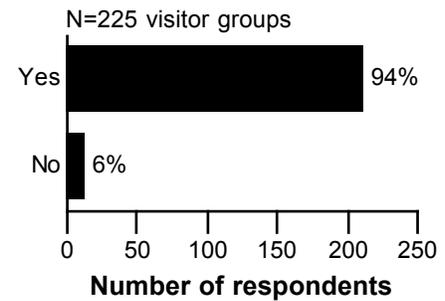
** total percentages do not equal 100 because visitor could select more than one answer

Completeness of information provided by park

Question 11b

In your view, was the information about the causes of the Johnstown Flood provided by the park complete?

Was information provided by park complete?



Results

- 94% of visitor groups thought the information about the causes of the Johnstown Flood provided by the park was complete (see Figure 37).

Figure 37: Completeness of information provided by park

Question 11c

If No, what were the parts of the story that need to be strengthened?

Results

- The parts of story that need to be strengthened included:
 - More about engineering of the dam
 - The eroding of the dam
 - Condition of the dam before the South Fork Fishing and Hunting Club took over
 - How the dam was built by the state
 - More detail concerning neglects of dam maintenance
 - More about the South Fork Fishing and Hunting Club members
 - Why the dam broke in 1862
 - Climatology of the area
 - More historic information
 - If the Pennsylvania Railroad (PRR) knew about the rich coal fields south of the South Fork, why did they wait until after the flood to access them?
 - More pictures/photos on the wayside exhibits

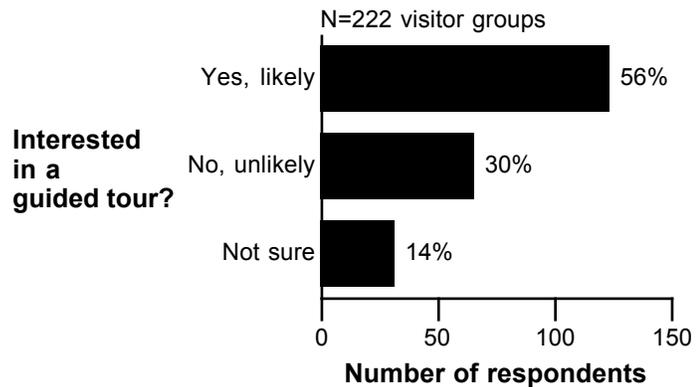
* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Opinions about a guided tour of all attractions

Question 25a

If a 4-5 hour guided tour of attractions associated with the Johnstown Flood of 1889 included Johnstown Flood National Memorial, the South Fork Fishing and Hunting Club Clubhouse and Historic District, the Johnstown Flood Museum, the Inclined Plane, and Grandview Cemetery (where lie the unidentified victims of the flood) – would you and your group be interested in participating?



Results

- 56% of visitor groups were interested in participating in a 4-5 hour guided tour of the Johnstown Flood attractions (see Figure 38).
- 30% were not interested.

Figure 38: Visitor groups who were interested in a 4-5 hour guided tour of Johnstown Flood attractions

Question 25b

If No or Not sure, please explain why not?

Results

- The reasons included:
 - Time for tour is too long
 - Preferred to tour on our own
 - Live in the local area; already familiar with these sites
 - Do not like to take group tours
 - Might be too strenuous for our health
 - Don't know if it's a wheelchair friendly program
 - Existing facilities, exhibits, and movie are adequate
 - High cost

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Question 25b

If Yes, would you be willing to pay a \$12 fee (per adult aged 17 years and older) for the tour?

Results

- Of those who interested in taking the tour, 76% would be willing to pay a \$12 fee per adult for the tour (see Figure 39).
- 9% would not be willing to pay the fee.

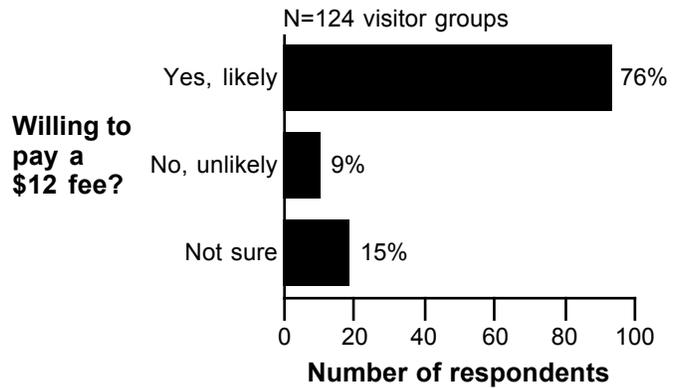


Figure 39: Visitor groups who would be willing to pay a \$12 fee per adult for the tour

Question 25c

In your opinion, how appropriate is this proposed fee?

Results

- 71% of visitor groups thought the proposed fee is “about right,” as shown in Figure 40.
- 22% thought the fee was “too high.”

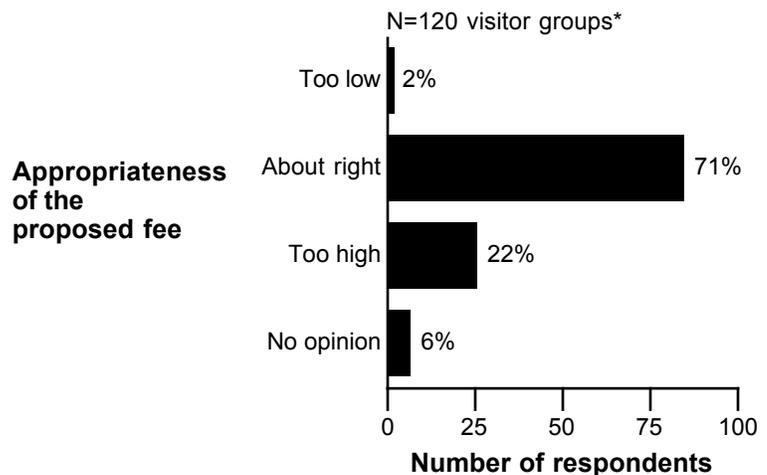


Figure 40: Appropriateness of the proposed fee for the tour

* total percentages do not equal 100 due to rounding

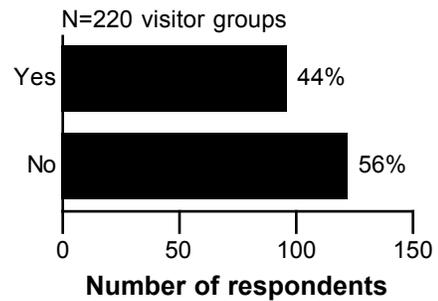
** total percentages do not equal 100 because visitor could select more than one answer

Preferred development at the Clubhouse site

Question 26a

Did you or your group visit the South Fork Fishing and Hunting Club Clubhouse and Historic District on this visit or past visits?

Visit the Clubhouse and Historic District?



Results

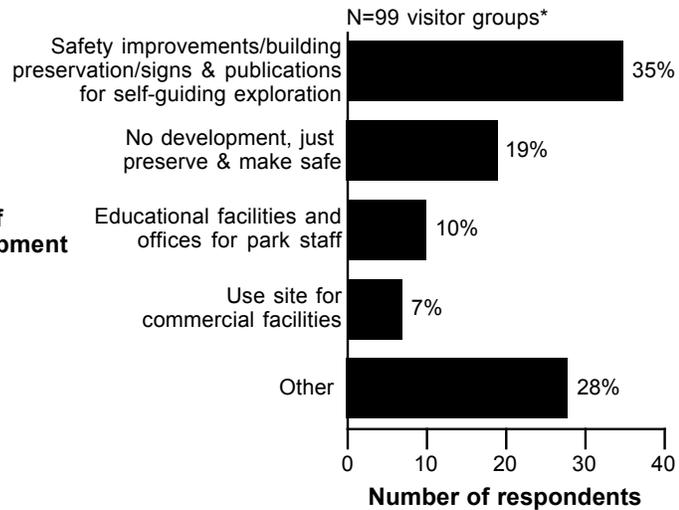
- 44% of visitor groups visited the Clubhouse and Historic District (see Figure 41).

Figure 41: Visitor groups who visited the South Fork Fishing and Hunting Club Clubhouse and Historic District

Question 26b

If Yes, on a future visit to the South Fork Fishing and Hunting Club Clubhouse and Historic District, what type of development would you like to see at the site?

Type of development



Results

- 35% of visitor groups proposed safety improvements and building preservation, provide signs and publications to allow self-guiding exploration of the area (see Figure 42).
- “Other” development (28%) included:

- Restore it to original state and give tours of the house
- Any combinations that allow visitors inside the house and generate income for park
- Combination of commercial use and NPS facilities
- Exhibits and gift shop on the ground floor, offices upstairs
- Provide some re-enactment programs of the period
- Use it for original purpose of entertainment and B&B
- Snack area, larger gift shop, and public restrooms
- Provide more tours and movies

Figure 42: Type of development visitor groups preferred

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Ratings of Services, Facilities, Qualities, Resources, Elements, and Value for Fee Paid

Visitor services and facilities used

Question 9a

Please check all of the visitor services and facilities that you or your group used during this visit to Johnstown Flood National Memorial.

Results

- Figure 43 shows the visitor services/facilities used by visitor groups. The most used services/facilities were:

Visitor center exhibits (93%)

Visitor center film/movie (91%)

Visitor center restrooms (87%)

- The least used services/facilities were:

Park website (10%)

Junior Ranger program (1%)

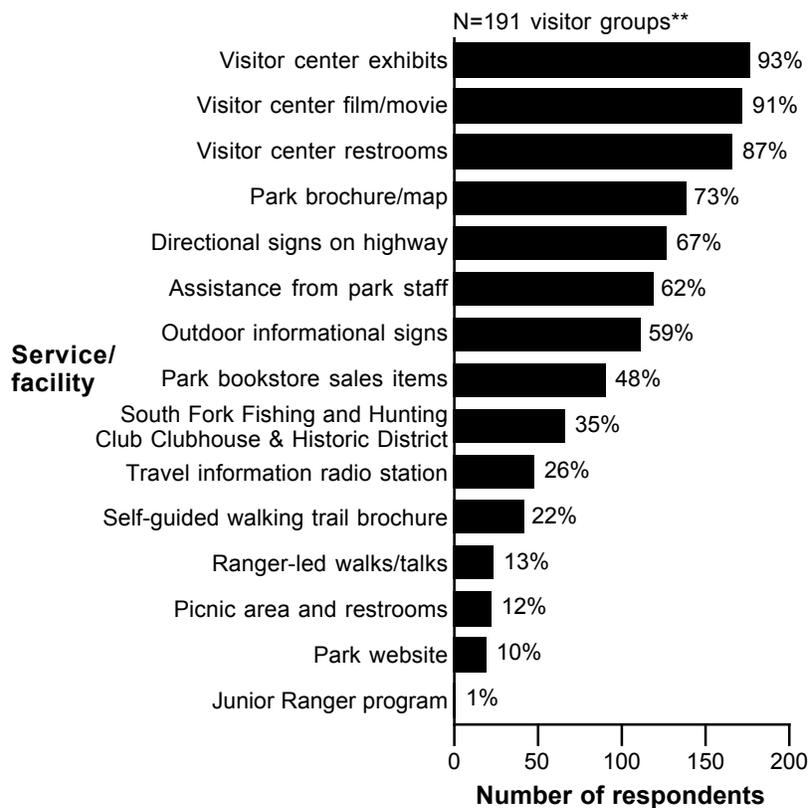


Figure 43: Visitor services and facilities used

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Importance of visitor services and facilities

Question 9b

For only those services and facilities that you or your group used, please rate their importance from 1-5.

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

Results

- Figure 44 shows the combined proportions of “extremely important” and “very important” ratings for the visitor services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - Visitor center film/movie (92%)
 - Visitor center exhibits (92%)
 - Directional signs on highway (84%)
- Figures 45 to 59 show importance ratings for each visitor service/facility.
- The service/facility that received the highest “not important” rating was:
 - Park bookstore sales items (7%)

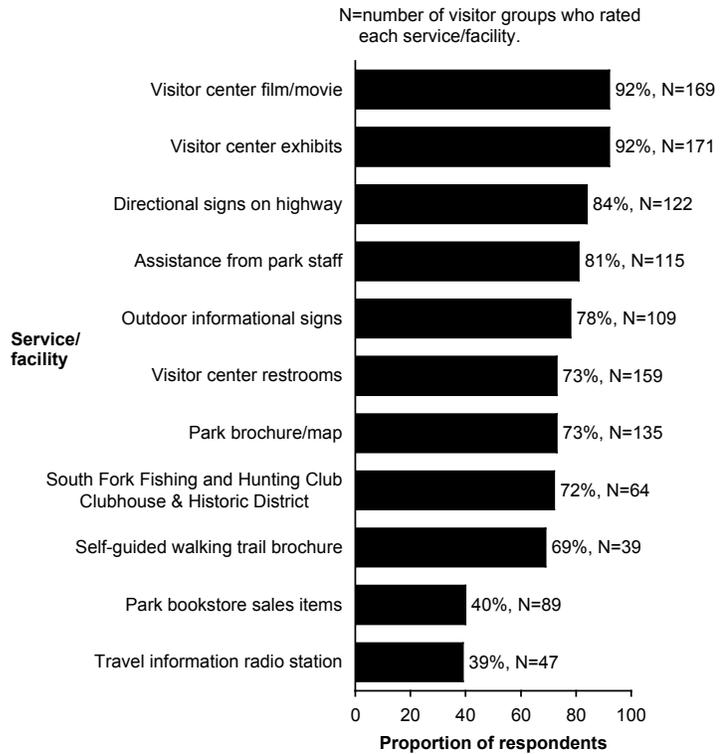


Figure 44: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

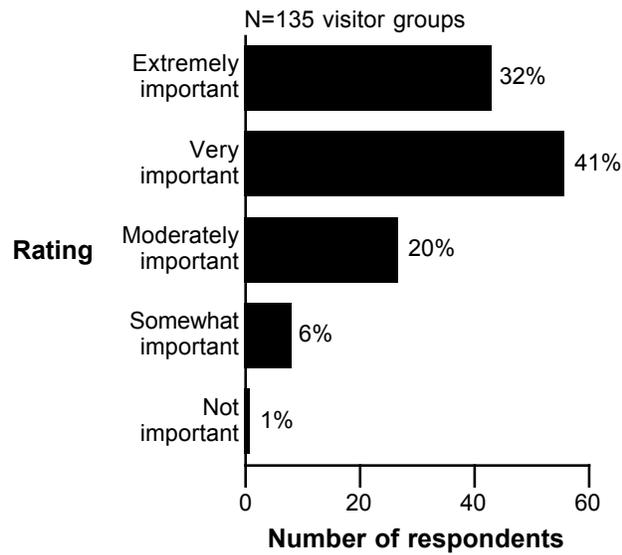


Figure 45: Importance of park brochure/map

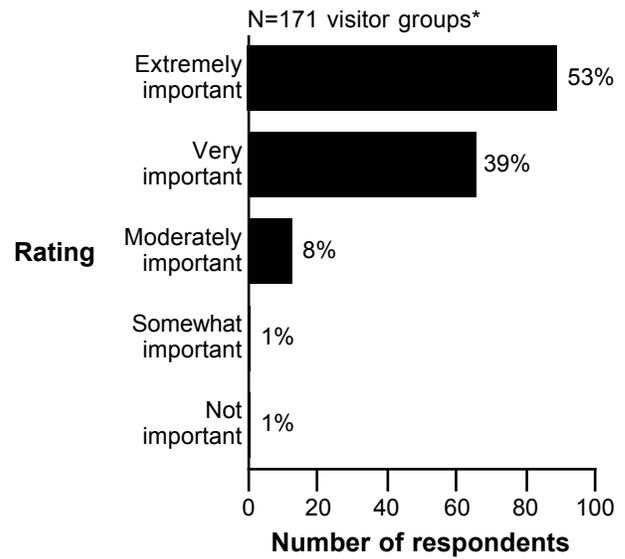


Figure 46: Importance of visitor center exhibits

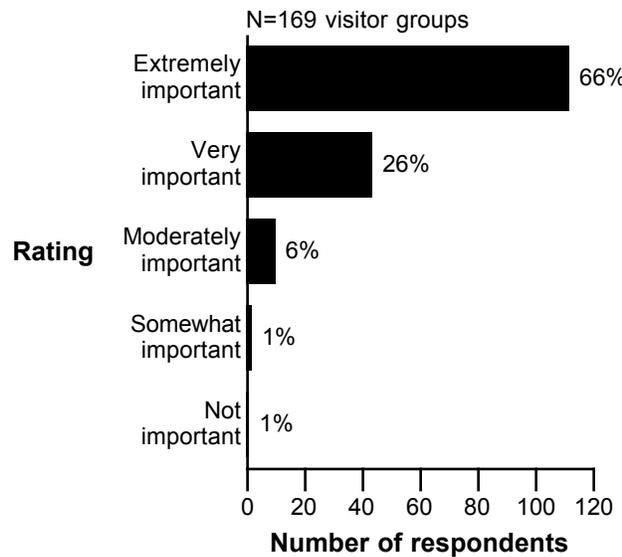


Figure 47: Importance of visitor center film/movie

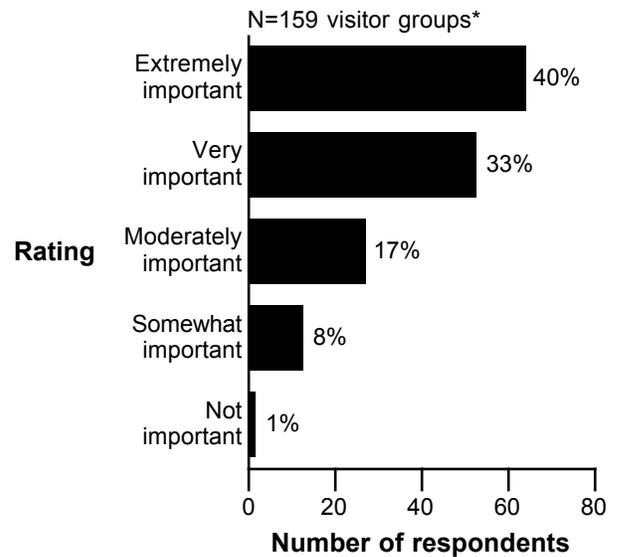


Figure 48: Importance of visitor center restrooms

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

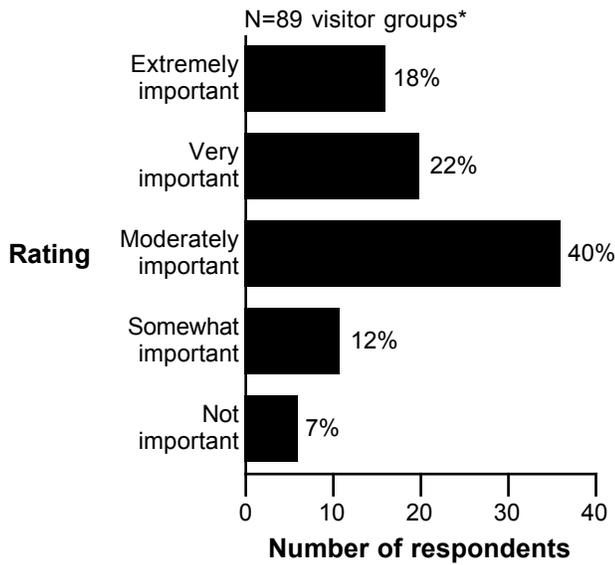


Figure 49: Importance of park bookstore sales items (selection, quality, price, etc.)

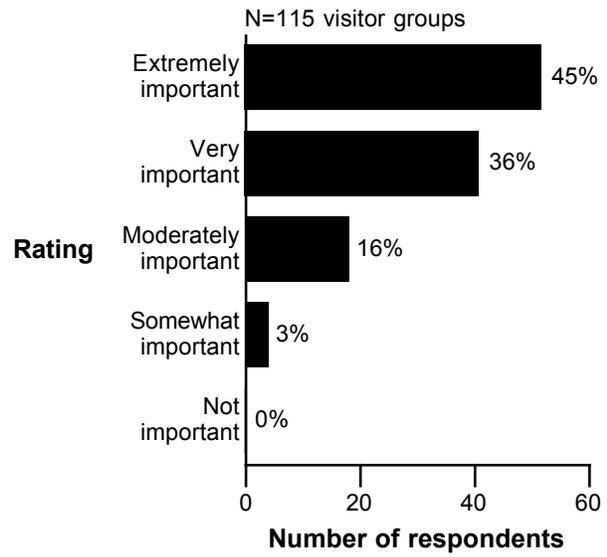


Figure 50: Importance of assistance from park staff

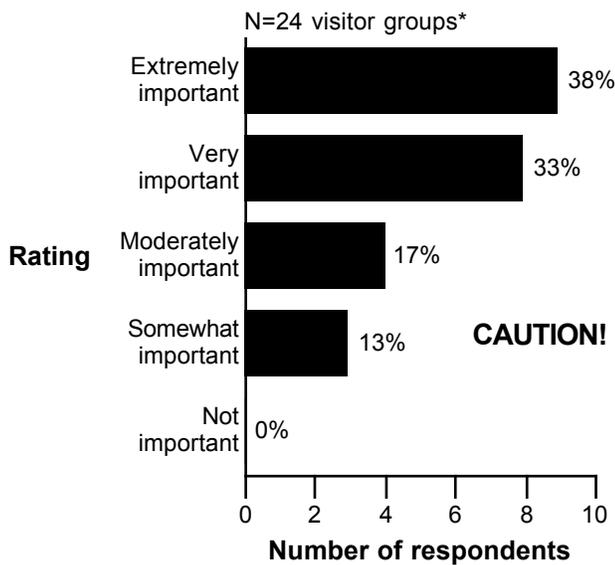


Figure 51: Importance of ranger-led walks/talks

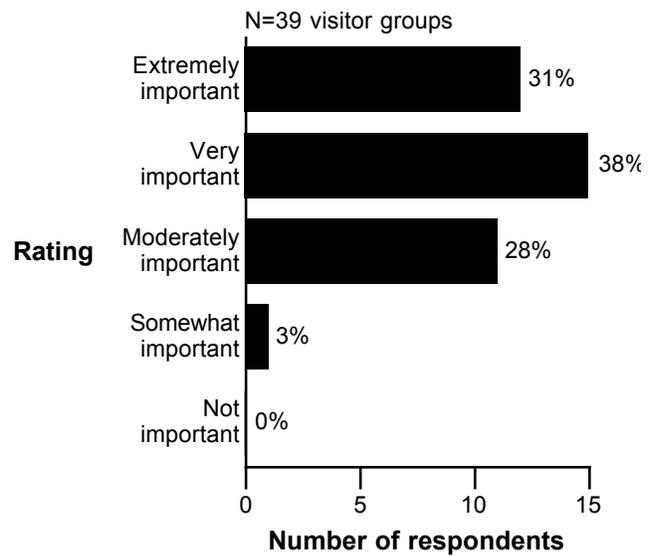


Figure 52: Importance of self-guided walking brochure

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

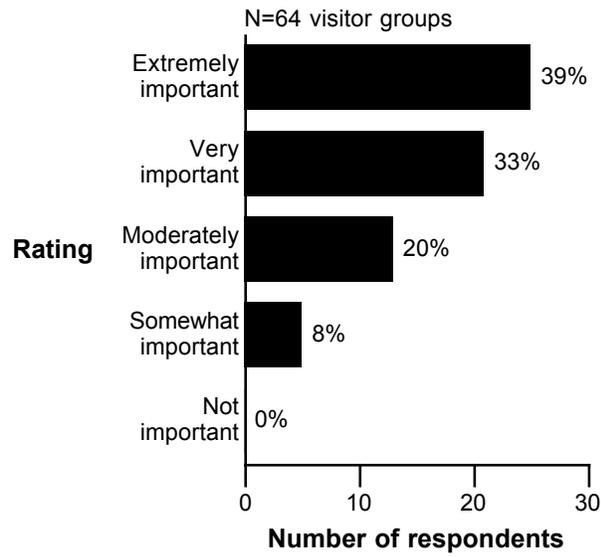


Figure 53: Importance of South Fork Fishing and Hunting Club Clubhouse and Historic District

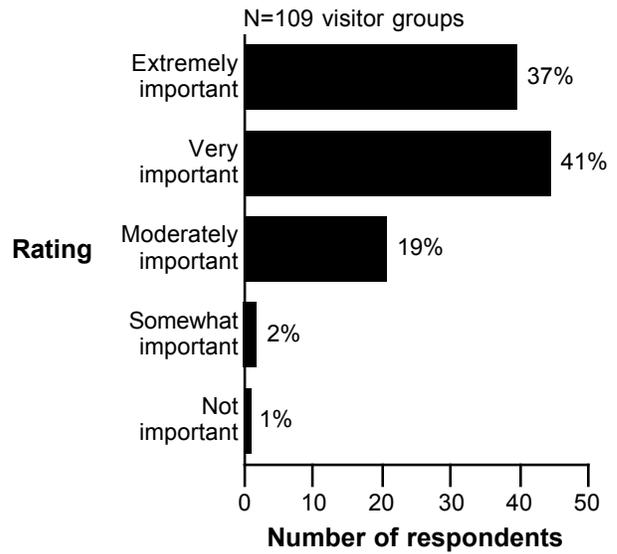


Figure 54: Importance of outdoor informational signs

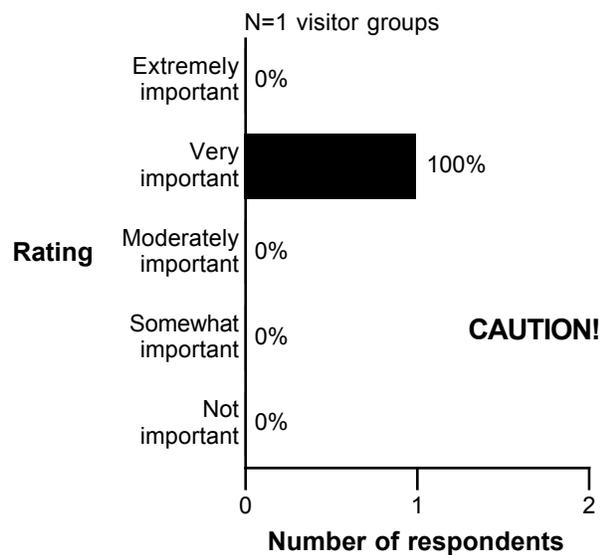


Figure 55: Importance of Junior Ranger program

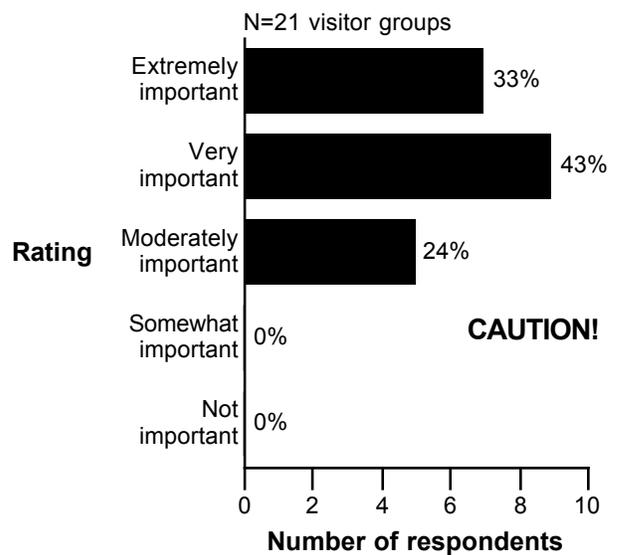


Figure 56: Picnic area and restrooms

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

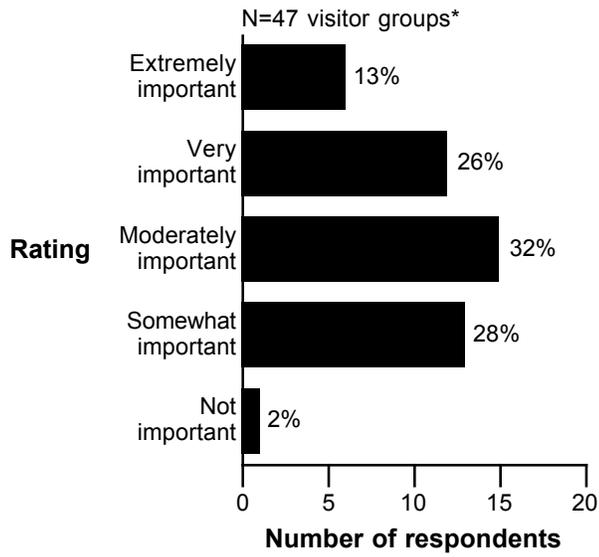


Figure 57: Importance of travel information radio station

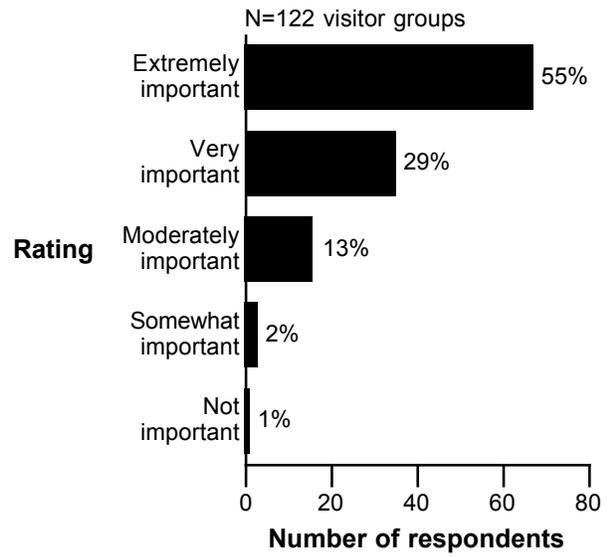


Figure 58: Importance of directional signs on highway

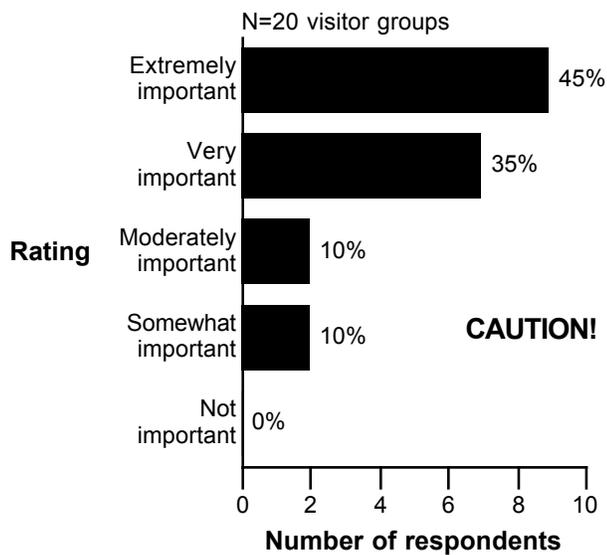


Figure 59: Importance of park website

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Quality of visitor services and facilities

Question 9c

For those services and facilities that you and your group used, please rate their quality from 1 to 5.

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

Result

- Figure 60 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - Visitor center exhibits (98%)
 - Assistance from park staff (94%)
 - Visitor center film/movie (94%)
- Figures 61 to 75 show the quality ratings for each visitor service/facility.
- The service/facility that received the highest “very poor” quality rating was:
 - Travel information radio station (7%)

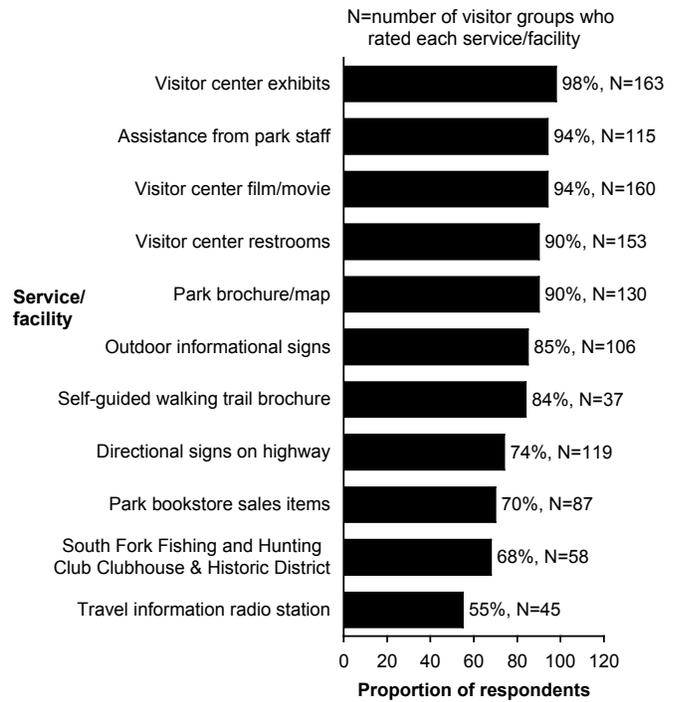


Figure 60: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

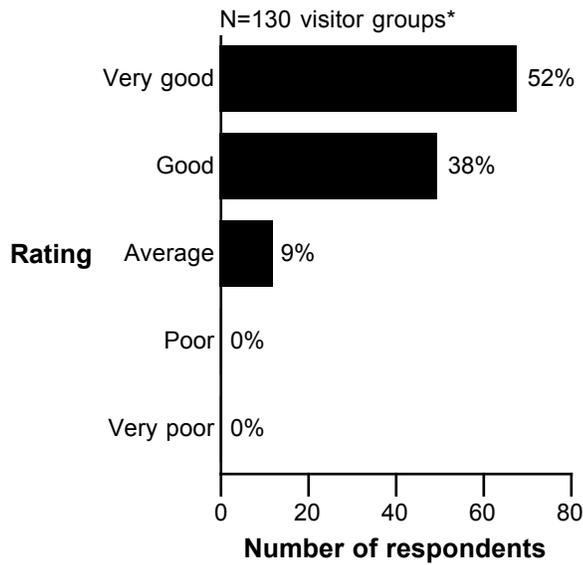


Figure 61: Quality of park brochure/map

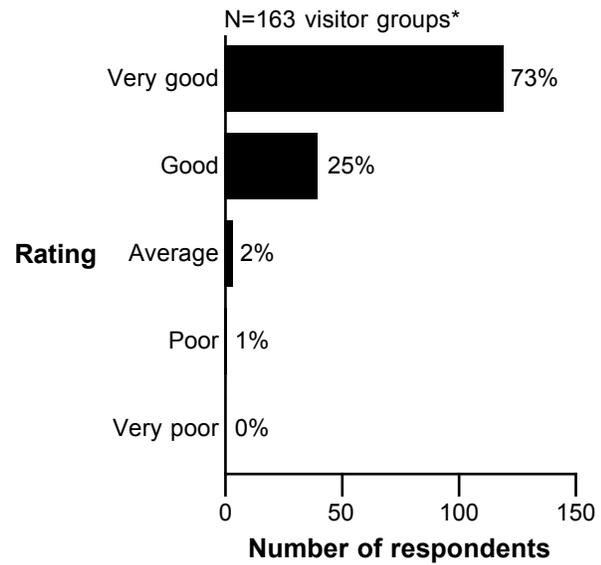


Figure 62: Quality of visitor center exhibits

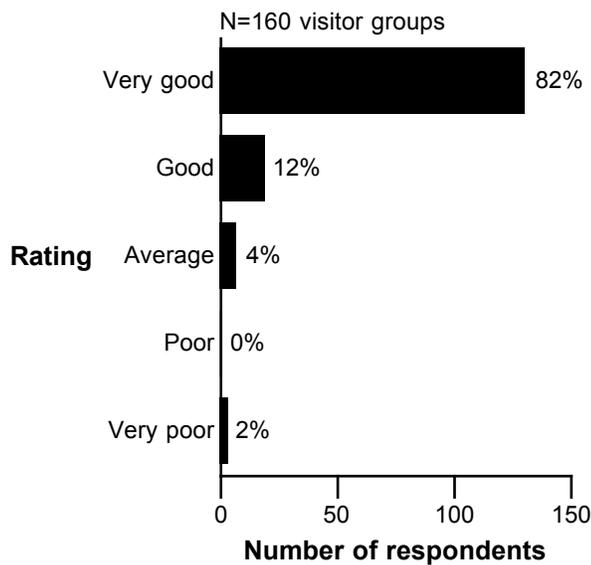


Figure 63: Quality of visitor center film/movie

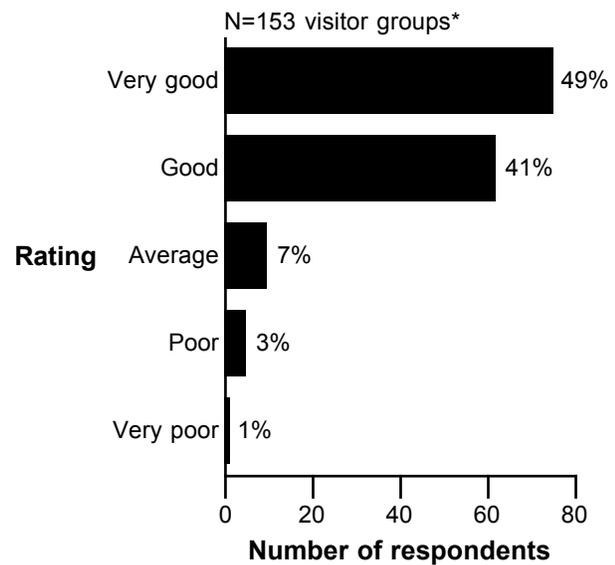


Figure 64: Quality of visitor center restrooms

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

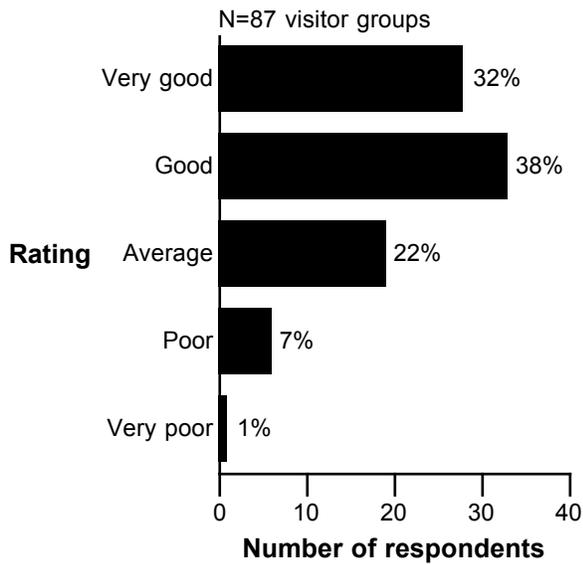


Figure 65: Quality of park bookstore sales items (selection, quality, price, etc.)

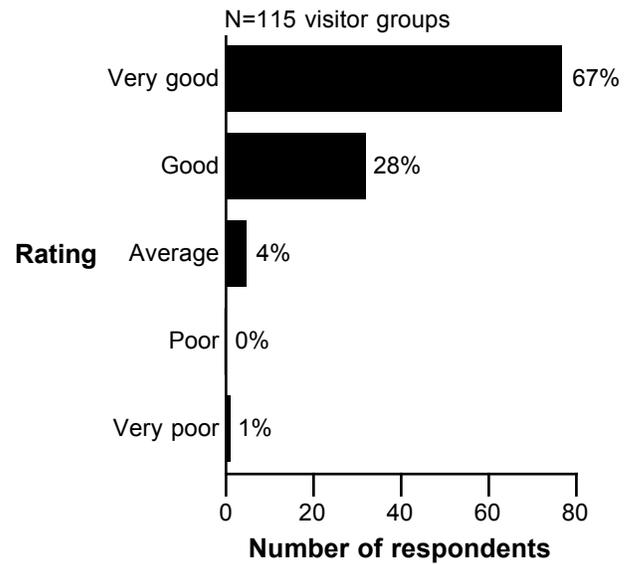


Figure 66: Quality of assistance from park staff



Figure 67: Quality of ranger-led walks/talks

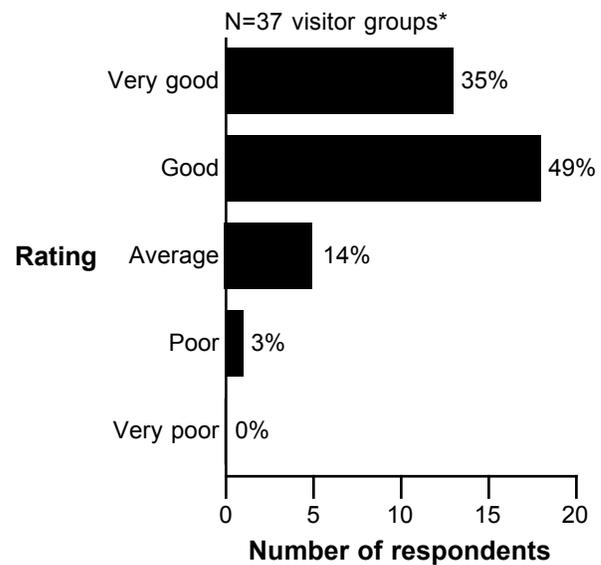


Figure 68: Quality of self-guided walking trail brochure

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

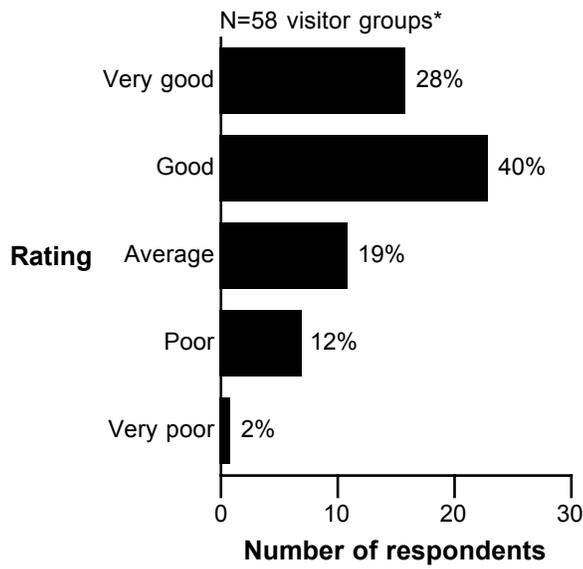


Figure 69: Quality of South Fork Fishing and Hunting Club Clubhouse and Historic District

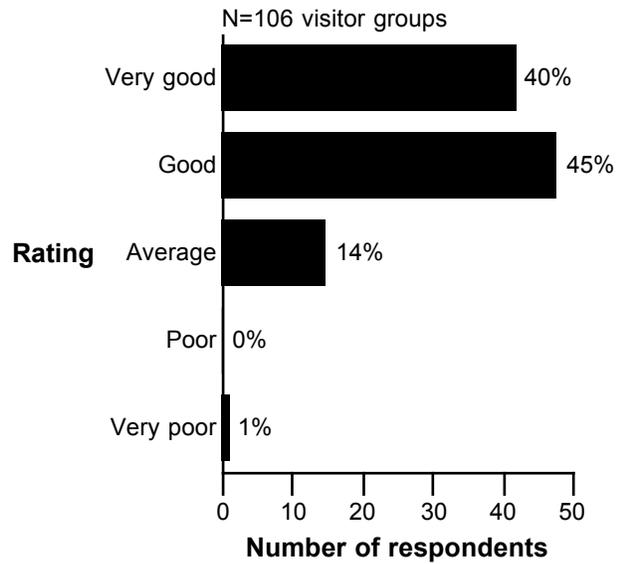


Figure 70: Quality of outdoor informational signs



Figure 71: Quality of Junior Ranger program



Figure 72: Quality of picnic area and restrooms

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

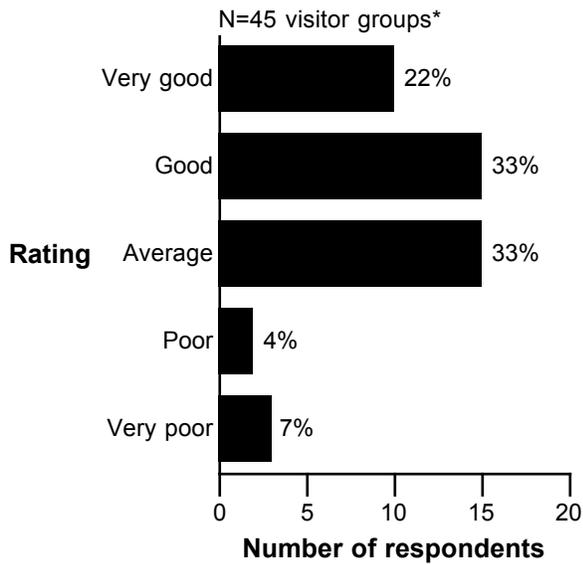


Figure 73: Quality of travel information radio station

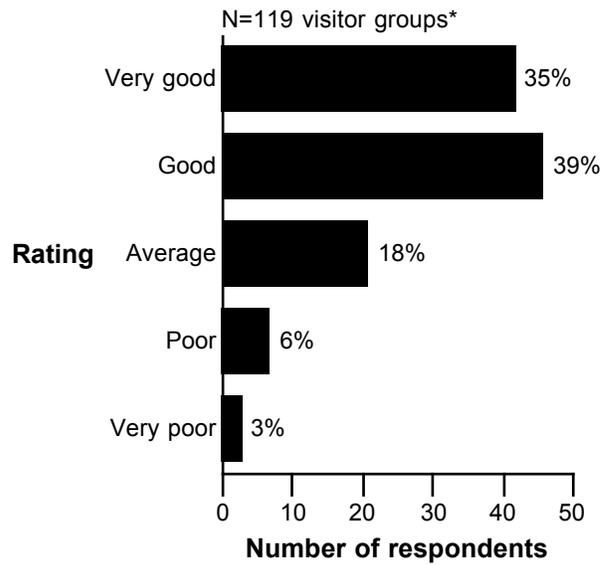


Figure 74: Quality of directional signs on highways

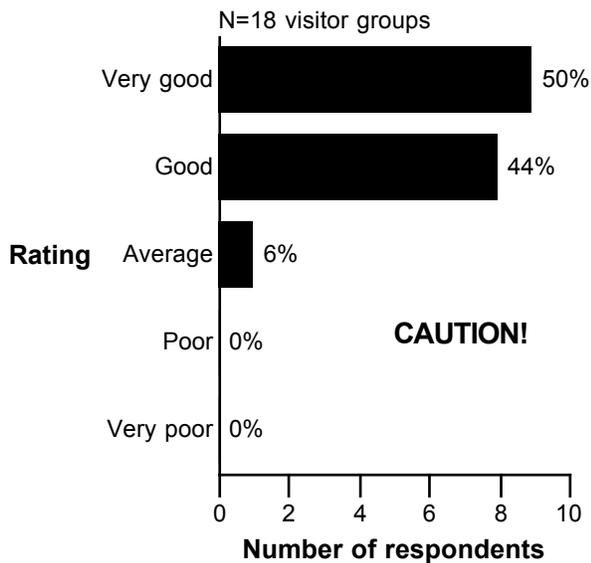


Figure 75: Quality of park website

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Means of importance and quality scores

Results

- Figures 76 and 77 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by enough visitor groups (N≥30).
- All services and facilities were rated above average.

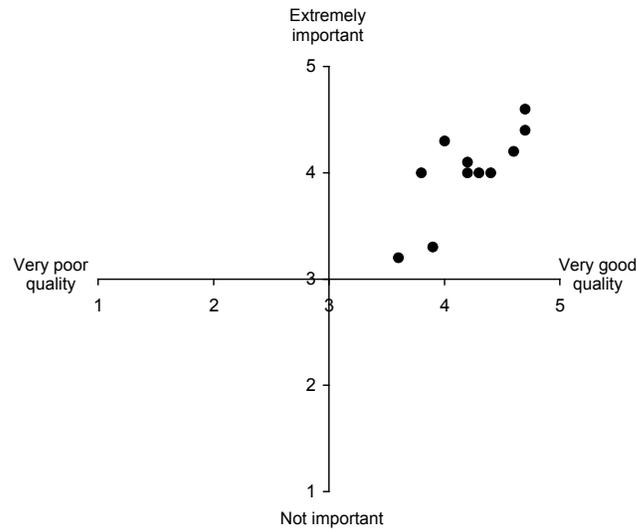


Figure 76: Mean scores of importance and quality ratings for visitor services and facilities

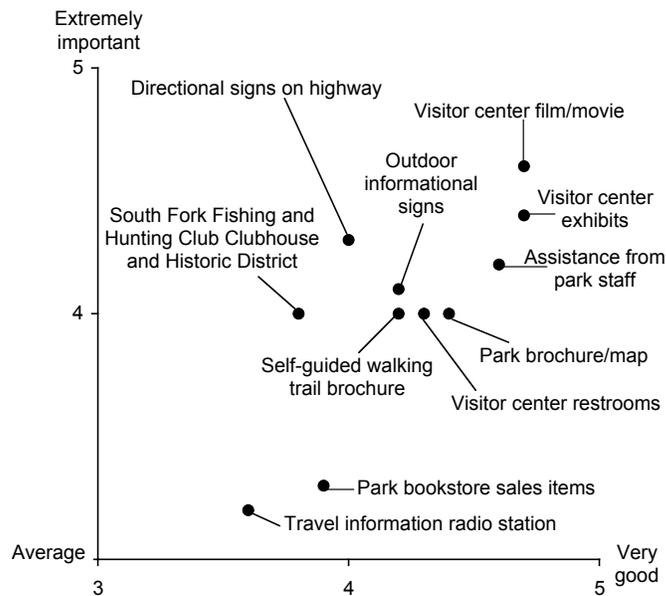


Figure 77: Detail of Figure 76

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Ratings of park qualities and resources

Question 12

Johnstown Flood National Memorial was established to commemorate the Johnstown Flood of 1889. On this visit, how important were the following qualities/resources in helping you understand the stories and reasons of the flood?

Results

- Figure 78 shows the combined proportions of “extremely important” and “very important” ratings for qualities/resources that were rated by enough visitor groups (N≥30).
- Table 8 shows the ratings for each quality/resource.
- The qualities/resources that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - South Fork Dam Abutment (84%)
 - Scenic views of park resources (78%)
 - Park’s historic landscape (77%)
- The quality/resource that received the highest “not important” rating was:
 - Unger House (13%)

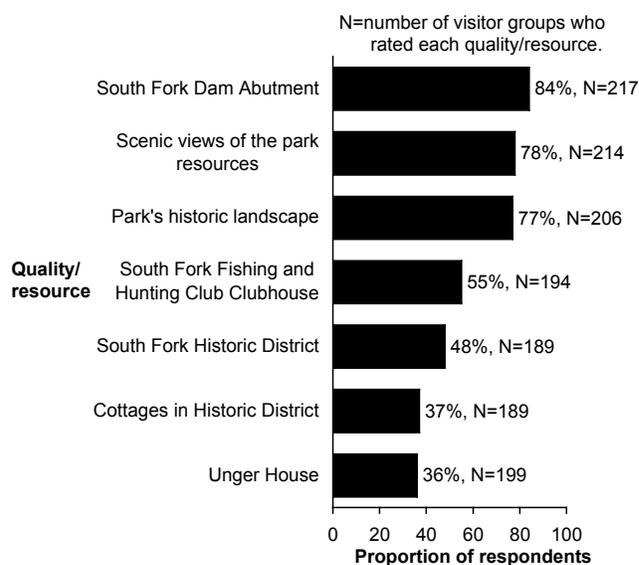


Figure 78: Combined proportions of “extremely important” and “very important” ratings for park qualities/resources

Quality/resource	N	Ratings (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
South Fork Dam Abutment	217	2	4	10	36	48
Unger House	199	13	19	33	21	15
South Fork Historic District	189	12	10	31	26	22
South Fork Fishing and Hunting Club Clubhouse	194	10	9	26	29	26
Cottages in Historic District	189	12	15	36	20	17
Park’s historic landscape (from Unger House to lakebed)	206	5	7	12	44	33
Scenic views of the park resources	214	2	5	15	45	33

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Elements affecting park experience

Question 8

On this visit, please indicate how the following elements may have affected your park experience.

Results

- Table 9 shows the ratings for each element.
- 9% of visitor groups felt availability of food “detracted from” their park experience.
- Elements that received the highest “added to” ratings included:
 - Restrooms location and availability (56%)
 - Availability of places to rest (45%)
 - Water fountain location and availability (43%)
- “Other” elements included:
 - No trail guides in the box at South Abutment
 - Display sounds overlap
 - Visitor centers closed early
 - No trash cans in park area
 - Knowledgeable and helpful staff
 - People walking dog in grass area
 - Hard to get down to Unger House
 - Un-maintained state of the Clubhouse
 - Poor signage

Table 9: Elements affecting park experience*
N=number of visitor groups who rated each element

Element	N	Rating (%)			
		Detracted from	No effect	Added to	Did not experience
Traffic noise	219	4	47	0	48
Other kinds of noise	218	1	50	2	47
Litter	217	6	29	<1	65
Inappropriate activities in the picnic area	214	<1	21	1	78
Availability of food	212	9	44	3	44
Walking distance	212	4	63	15	18
Restroom location and availability	216	1	35	56	8
Water fountain location and availability	211	3	39	43	15
Availability of places to rest	211	3	37	45	15
Other	19	47	16	37	N/a

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Value for fee paid

Question 23

An entrance fee is charged at Johnstown Flood National Memorial. Most of the funds collected (80%) remained at the park to maintain the park services and facilities, such as brochures, exhibits, and audio-visual programs.

a. The current fee is \$4 per adult (aged 17 or over). In your opinion, how appropriate is this amount?

Results

- 88% of visitor groups felt the entrance fee was “about right,” as shown in Figure 79.
- 4% thought it was “too low.”
- 4% of groups thought the fee was “too high.”

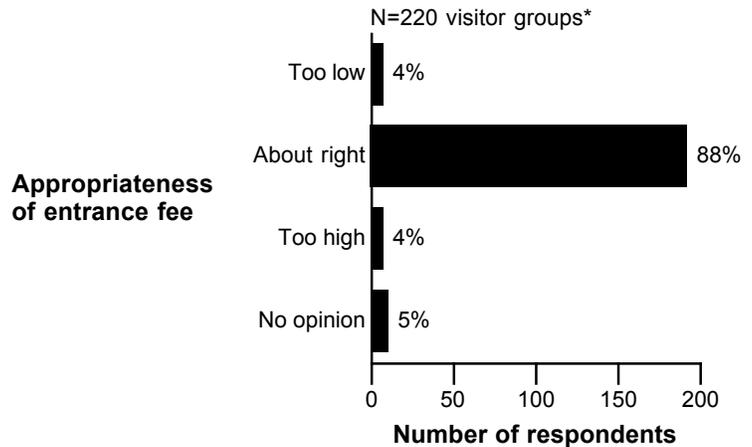


Figure 79: Appropriateness of entrance fee

Question 23b

If the entrance fee were raised to a maximum of \$6/adult, with services remaining at the current level, would you be willing to pay this increase?

Results

- 57% of visitor groups would be willing to pay the increased entrance fee (see Figure 80).
- 21% of visitor groups would not be likely to pay the increased fee.

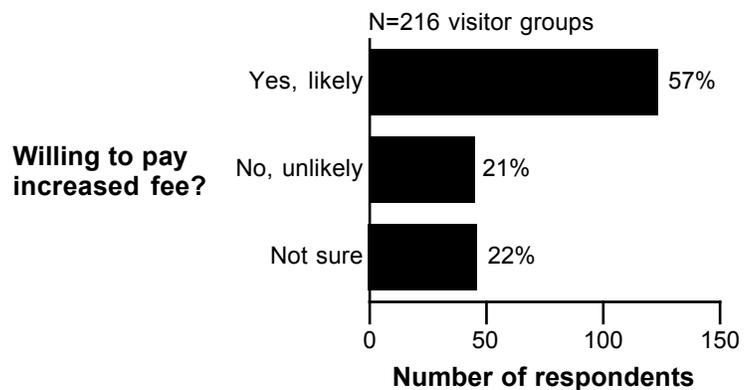


Figure 80: Visitor groups who were willing to pay the increased entrance fee

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Question 23c

On this visit, how would you and your group rate the value for the entrance fee you paid?

Results

- 76% of visitor groups rated the value for fee paid as “very good” or “good,” as shown in Figure 81.
- Less than 2% rated the value for fee paid as “very poor” or “poor.”

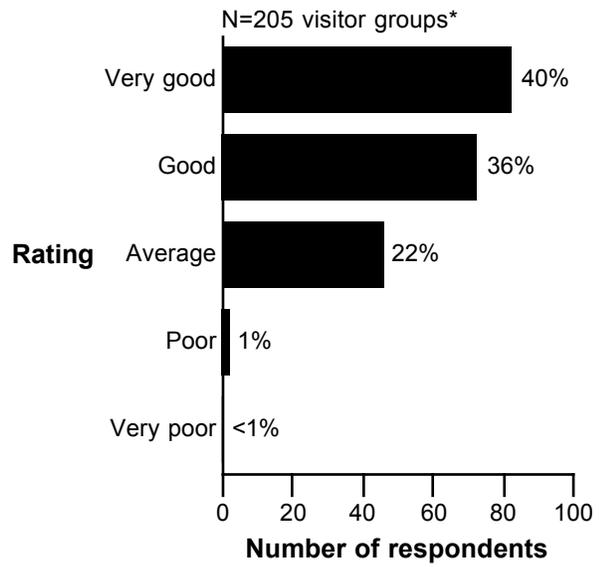


Figure 81: Ratings of value for fee paid

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Expenditures

Total expenditures

Question 22

For you and your group, please report all expenditures for the items listed below for this visit to the Johnstown Flood National Memorial and the surrounding area. Please write "0" if no money was spent in a particular category.

Results

- 46% of visitor groups spent between \$1 and \$100 (see Figure 82).
- 27% spent between \$101 and \$300.
- As shown in Figure 83, the largest proportions of total expenditures were for:
 - Hotels, motels, cabins, B&B, etc. (32%)
 - Restaurants and bars (26%)
- The average expenditure per group was \$238.
- The median expenditure (50% of group spent more and 50% of groups spent less) was \$90.
- The average expenditure per visitor (per capita) was \$70.

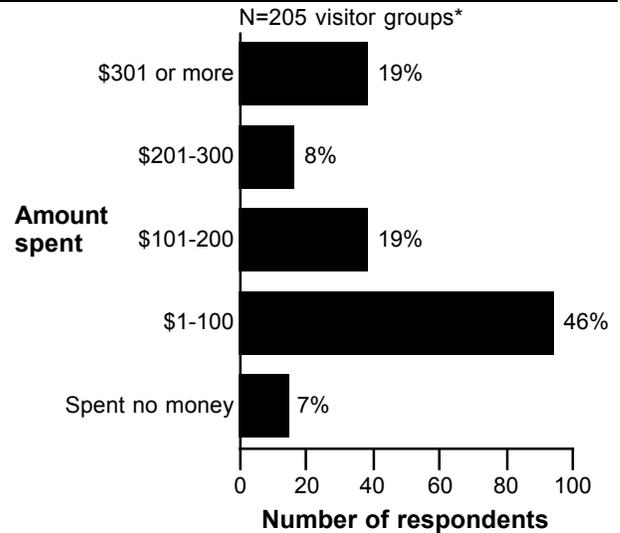


Figure 82: Total expenditures in and out of park

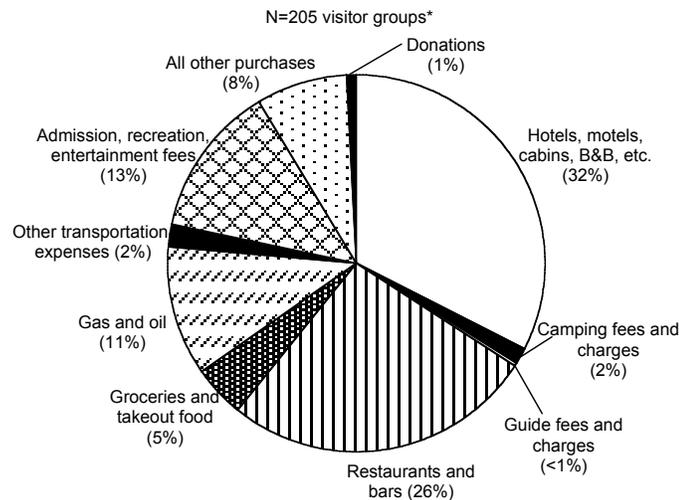


Figure 83: Proportions of total expenditures in and out of park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Number of adults covered by expenditures

Question 22c

How many people do the above expenses cover?

Results

- 55% of visitor groups had two adults (aged 18 or over) covered by expenditures (see Figure 84).
- 34% had three or more adults covered by expenditures.

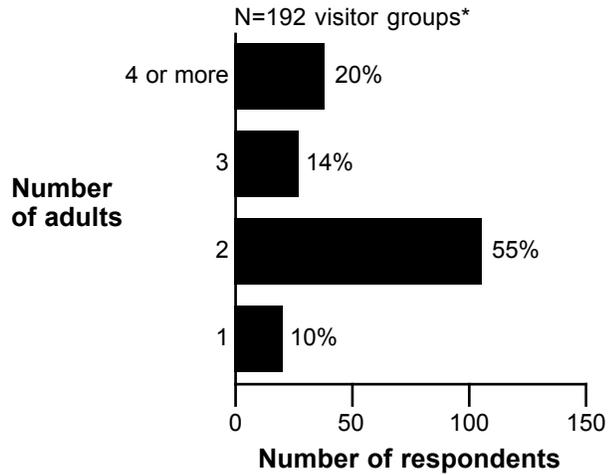


Figure 84: Number of adults covered by expenditures

Number of children covered by expenditures

Results

- 37% of visitor groups had two children covered by expenditures (see Figure 85).
- 32% had one child covered by expenditures.

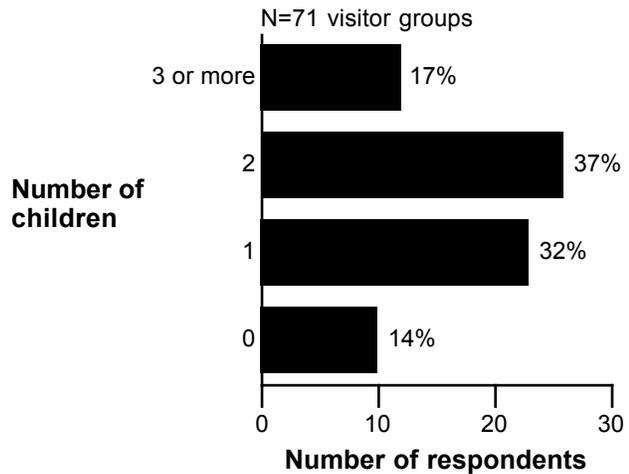


Figure 85: Number of children covered by expenditures

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Expenditures inside park

Question 22a

Please list your group’s total expenditures inside Johnstown Flood National Memorial.

Results

- 61% of visitor groups spent up to \$20 inside the park (see Figure 86).
- 27% spent \$21 or more.
- The largest proportion of expenditures inside the park was for admission, recreation, entertainment fees (54%), as shown in Figure 87.
- The average expenditure per group was \$18.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$9.
- The average expenditure per visitor (per capita) was \$7.

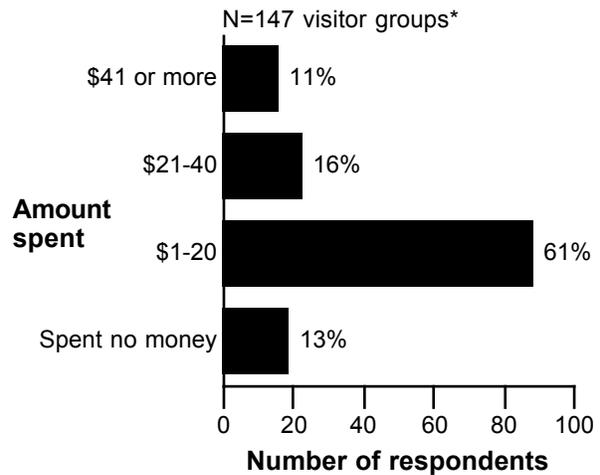


Figure 86: Total expenditures inside park

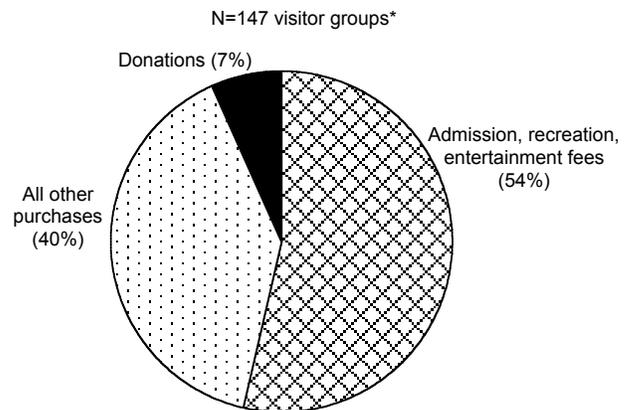


Figure 87: Proportions of total expenditures inside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Admission, recreation, entertainment fees

- 52% of visitor groups spent up to \$10 inside the park (see Figure 88).
- 29% of groups spent \$11 or more.

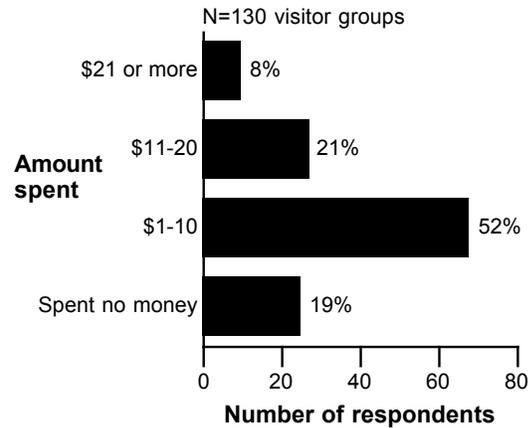


Figure 88: Expenditures for admission, recreation, entertainment fees inside park

All other purchases

- 53% of visitor groups did not spend any money on other purchases (see Figure 89).
- 19% spent up to \$10.

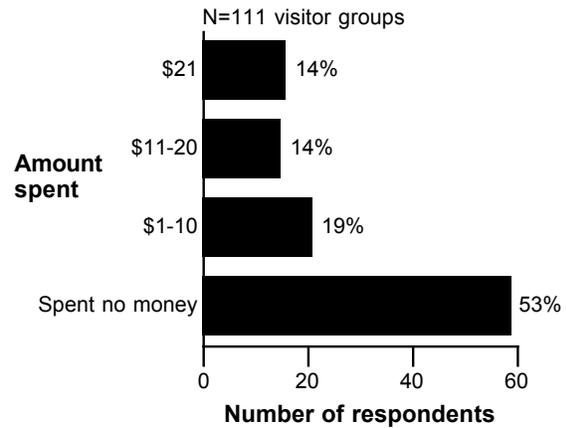


Figure 89: Expenditures for all other purchases inside park

Donations

- 67% of visitor groups did not donate any money (see Figure 90).
- 31% donated up to \$10.

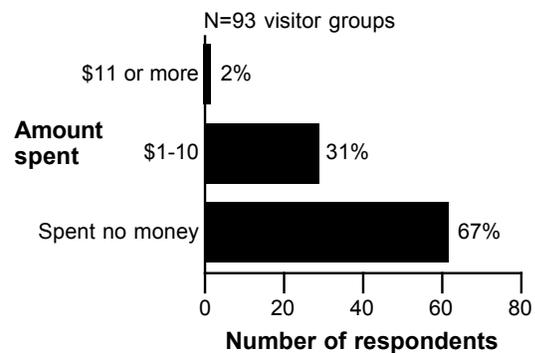


Figure 90: Expenditures for donations inside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Expenditures outside park

Question 22b

Please list your group's total expenditures in the surrounding area (within a 45-minute drive of park)

Results

- 42% of visitor groups spent up to \$100 (see Figure 91).
- 19% spent between \$101 and \$200.
- The largest proportions of expenditures (see Figure 92) were for:
 - Hotels, motels, cabins, etc. (34%)
 - Restaurants and bars (28%)
- The average expenditure per visitor group was \$235.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$87.
- The average expenditure per visitor (per capita) was \$78.

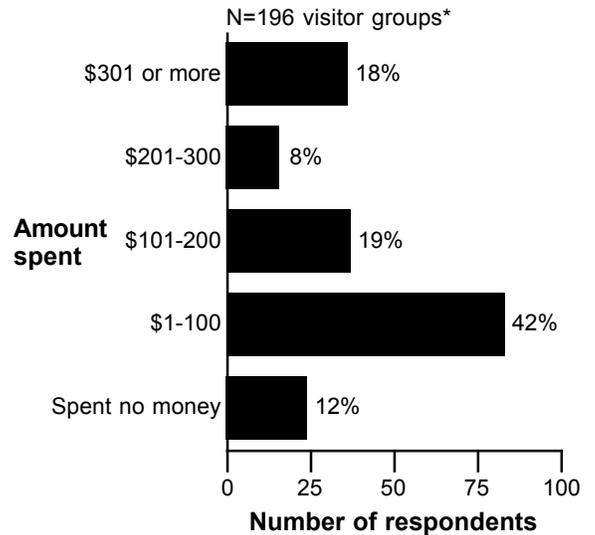


Figure 91: Total expenditures outside park

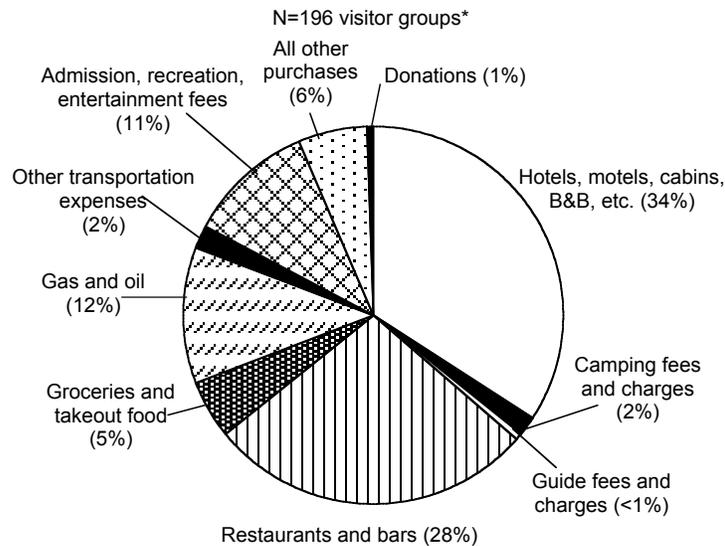


Figure 92: Proportions of total expenditures outside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Hotels, motels, cabins, B&B, etc.

- 56% of visitor groups did not spend any money on hotels, motels, cabins, B&B, etc (see Figure 93).
- 23% spent up to \$100.

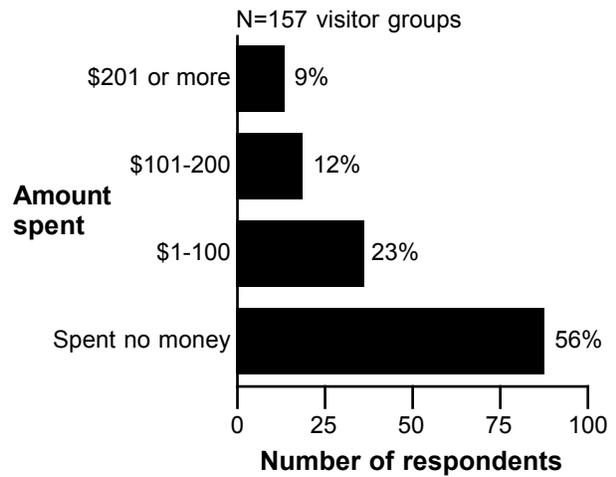


Figure 93: Expenditures for hotels, motels, cabins, B&B, etc. outside park

Camping fees and charges

- 93% of visitor groups did not spend any money on camping fees and charges (see Figure 94).

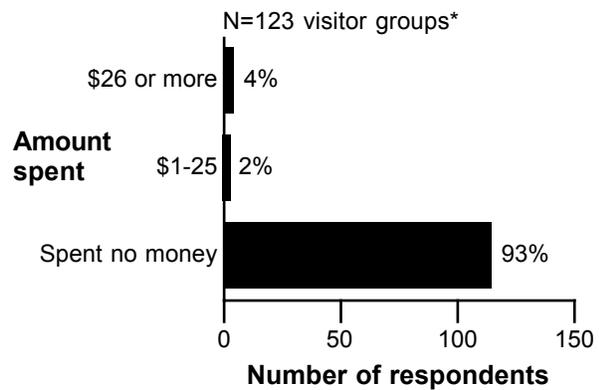


Figure 94: Expenditures for camping fees and charges outside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Guide fees and charges

- 91% of visitor groups did not spend any money (see Figure 95).

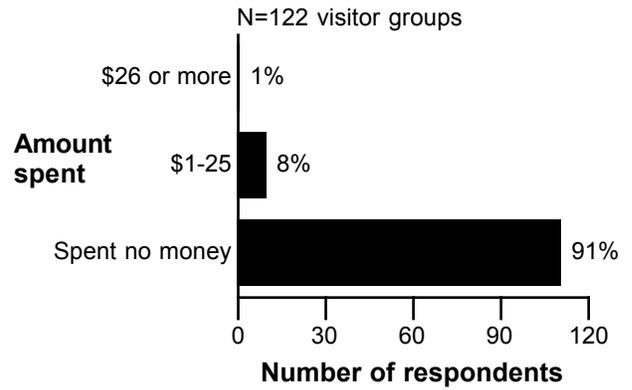


Figure 95: Expenditures for guide fees and charges outside park

Restaurants and bars

- 26% of visitor groups did not spend any money (see Figure 96).
- 41% spent up to \$50.
- 22% spent \$76 or more.

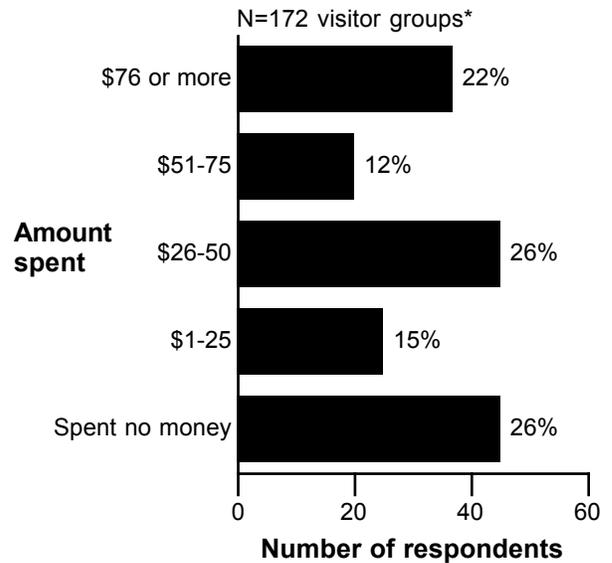


Figure 96: Expenditures for restaurants and bars outside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Groceries and takeout food

- 61% of visitor groups did not spend any money on groceries and takeout food (see Figure 97).
- 25% spent up to \$25.

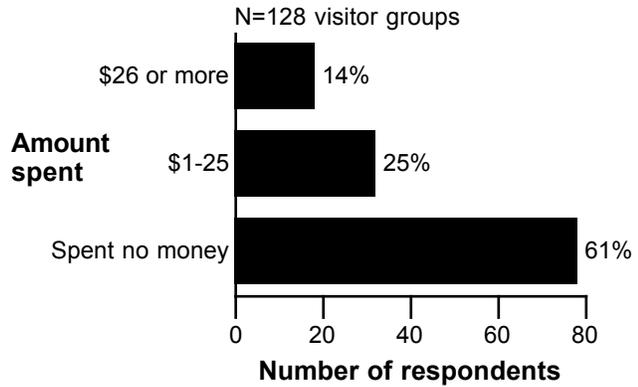


Figure 97: Expenditures for groceries and takeout food outside park

Gas and oil

- 34% of visitor groups spent up to \$25 (see Figure 98).
- 33% spent between \$26 and \$50 for gas and oil.

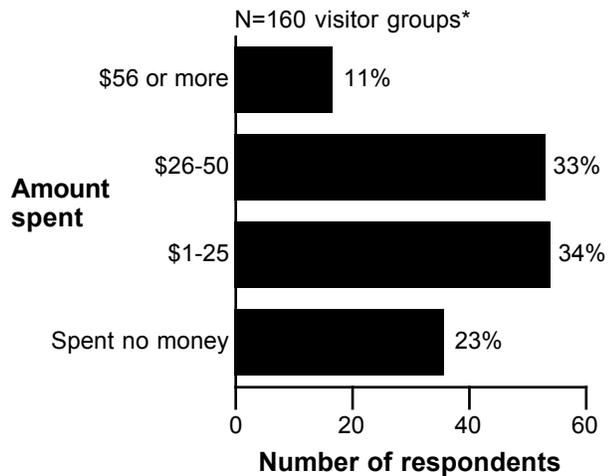


Figure 98: Expenditures for gas and oil outside park

Other transportation expenses

- 94% of visitor groups did not spend any money on other transportation expenses (see Figure 99).

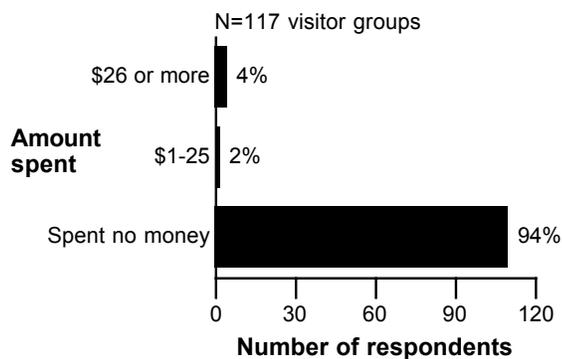


Figure 99: Expenditures for other transportation expenses outside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Admission, recreation, entertainment fees

- 43% of visitor groups did not spend any money on admission, recreation, entertainment fees (see Figure 100).
- 38% spent up to \$25.

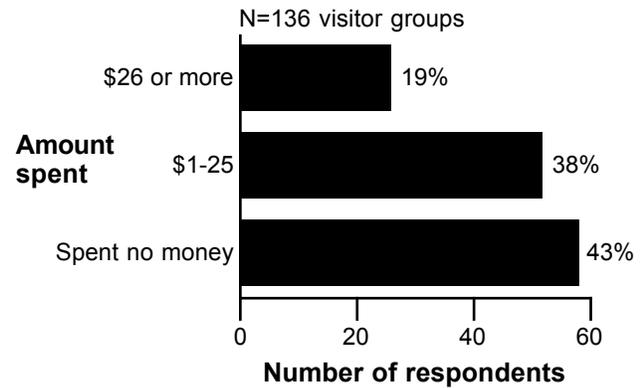


Figure 100: Expenditures for admission, recreation, entertainment fees outside park

All other purchases

- 56% of visitor groups did not spend any money on all other purchases (see Figure 101).
- 29% spent up to \$25.

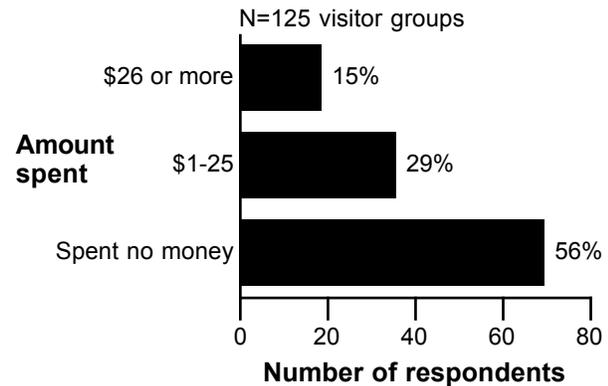


Figure 101: Expenditures for all other purchases outside park

Donations

- 83% of visitor groups did not donate any money (see Figure 102).
- 16% donated up to \$25.

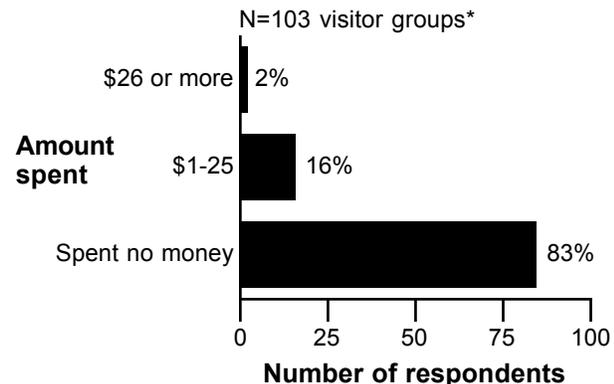


Figure 102: Expenditures for donations outside park

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Information About Future Preferences

Preferred learning methods

Question 30

On future visits to Johnstown Flood National Memorial, how would you and your group prefer to learn about the cultural and natural history of Johnstown Flood National Monument before and during your visit?

Results

- 85% of visitor groups were interested in learning about cultural and natural history of Johnstown Flood National Memorial on a future visit (see Figure 103).
- As shown in Figure 104, the most preferred methods of learning included:
 - Indoor exhibits (59%)
 - Publications and other printed materials (57%)
 - Self-guided walking tour of park (57%)
 - Self-guided walking tour of park (57%)
- “Other” preferred methods (6%) included:
 - Van tours
 - A Hollywood movie

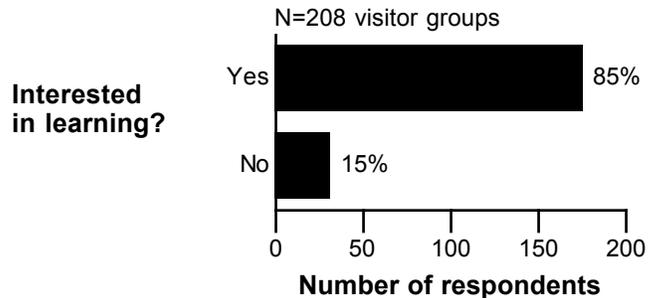


Figure 103: Visitor groups who were interested in learning about cultural and natural history of Johnstown Flood National Memorial on a future visit

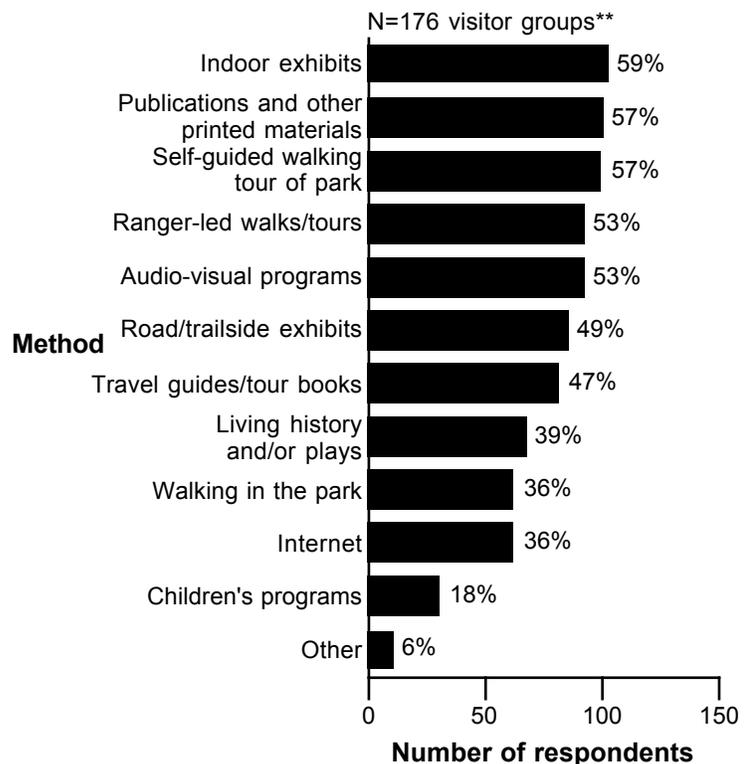


Figure 104: Preferred method of learning

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Overall Quality

Question 10

Overall, how would you and your group rate the quality of facilities, services and recreational opportunities at Johnstown Flood National Memorial during this visit?

Results

- 95% of visitor groups rated the overall quality as “very good” or “good,” as shown in Figure 105.
- Less than 1% rated the overall quality as “very poor” or “poor.”

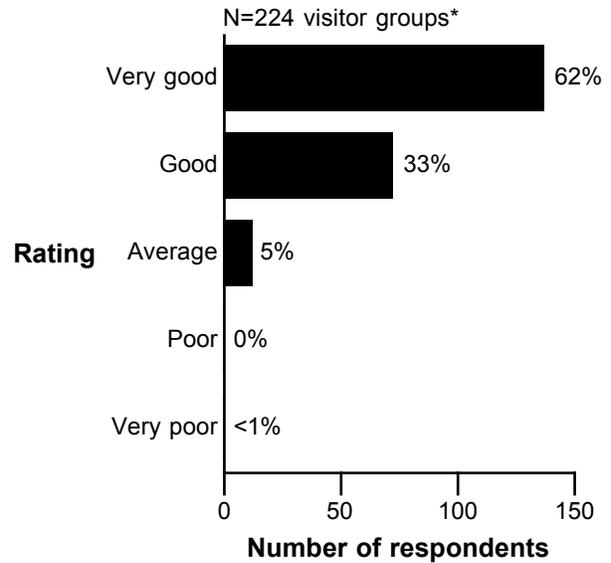


Figure 105: Overall quality

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor could select more than one answer

Visitor Comments

National significance of park

Question 24

Johnstown Flood National Memorial was established as part of the National Park System because of its significance to the nation. In your opinion, what is the national significance of this park?

Results

- 78% of visitor groups (N=180) provided comments about national significance of Johnstown Flood National Memorial.
- Table 9 shows the summary of comments.

Table 9: National significance of Johnstown Flood National Memorial

N=221 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Commemorate a tragic event that all should learn and remember	22
The flood is one of the country's greatest national disasters	20
Make people think about the issues of class and privileges which are still relevant today	17
Preserve stories of remarkable recovery efforts and spirit	16
Memorial for those who died in the tragedy	15
To show what happened to the people and the area	13
Preserve a part of national historical heritage	12
Historical value	11
Good lesson to learn to prevent similar disaster in the future	10
Provide unique educational opportunities	9
A lesson of how dangerous it is to tamper with nature	8
An important part of national history, not just local history	7
Valuable lesson about public safety	7
Very significant	7
Demonstrate how water can be destructive	6
Especially important since 9/11	5
Reminder of how much damage greed and stupidity can cause	5
Important part of local history	4
Lesson of why we have to protect the environment	4
Not very significant	3
Preserve history of steel industrial era	3
Other	17

What visitors liked most

Question 28

What did you and your group like most about your visit to Johnstown Flood National Memorial?

Results

- 84% of visitor groups (N=194) provided comments about what they liked most about this visit to Johnstown Flood National Memorial.
- Table 10 shows a summary of visitor comments. A complete copy of hand-written comments is provided in the Visitor Comments Appendix.

Table 10: What visitors liked most
N=273 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly and knowledgeable staff	7
INTERPRETIVE SERVICES	
Visitor center movie/film	85
Diorama and topographical map that show the path of the flood	19
Exhibits	16
Recorded personal stories of survivors	10
Educational experience	7
Richness of information provided by park	7
The van tour	6
Slide shows	5
Ranger talks at Unger House	3
FACILITIES/MANTENANCE	
Easy walking trails	8
Clean and very organized	6
Visitor center	4
Air conditioning facilities	2
Other comments	2
RESOURCE MANAGEMENT	
Scenic view of the lakebed	7
Clubhouse and Historic District	7

**Table 10: What visitors liked most
(continued)**

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Not too crowded	4
Low fee, affordable	2
GENERAL COMMENTS	
Seeing the actual dam and being able to walk to it	24
History of the area	10
Everything	9
Being at the actual site where the event occurred	6
Good place for a day trip/picnic	4
Sail boats on the mountain	2
Beautiful scenery	2
Other comments	9

What visitors liked least

Question 29

What did you and your group like least about your visit to Johnstown Flood National Memorial?

Results

- 58% of visitor groups (N=135) wrote comments of what they liked least about this visit to Johnstown Flood National Memorial.
- Table 11 shows a summary of visitor comments. A complete copy of hand-written comments is provided in the Visitor Comments Appendix.

Table 11: What visitors liked least
N=155 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Film talked too much about ghosts	5
Film was not appropriate, not enough information/facts	5
No trail guide was available at South Abutment dam	5
Film was melodramatic	3
Film was too scary for children	3
Not enough exhibits	3
Not enough personal stories of victims/survivors/aid workers	3
Some interactive voice exhibits were not working	3
Film was too grainy/blurry	2
Tour was not frequently offered	2
Film was too loud	2
Other comments	4
FACILITIES/MANTENANCE	
Lack of signage from highways	4
No water fountain at trails	3
Hot visitor center	3
Park sites were not well marked	2
Clubhouse and Historic District were in disrepair	2
Dirty restrooms	2
Lack of trails around the dam	2
Other comments	7
POLICIES/MANAGEMENT	
Not being able to go inside the Clubhouse	5
No nearby facilities for food	5
Not being able to go inside the Unger House	4
Park closed too early	3
Other comments	3

**Table 11: What visitors liked least
(continued)**

Comment	Number of times mentioned
GENERAL COMMENTS	
Nothing to dislike	49
Not enough time	11
Hot and humid weather	3
Small site, not much to see or do	3
Other comments	3

Planning for the future

Question 31

By filling out this questionnaire, you are helping to plan for the future of Johnstown Flood National Memorial, what would you and your group propose? Please be specific about facilities, exhibits, programs, and topics related to the Johnstown Flood or any other observations and suggestions.

Result

- 51% of visitor groups (N=118) provided comments.
- Table 12 shows a summary of visitor comments. A complete copy of hand-written comments is provided in the Visitor Comments Appendix.

Table 12: Planning for the future
N=171 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Very helpful and informative park staff, no change recommended	3
INTERPRETIVE SERVICES	
Provide a package of self-guided brochures/maps of all flood-related sites	9
Provide guided tour of all flood related sites	8
Need more trailside/wayside information signs	7
Upgrade the movie with more facts, less ghosts	6
Advertise more to increase public awareness about the memorial	6
More personal stories of survivors, victims, and aid workers	5
More interactive exhibits	5
Already informative/educational, no changes recommended	4
More information about social/cultural/ethnic background of Johnstown before and after the flood	4
More about the club members after the flood	3
More ranger-led tours/programs/talks	3
Provide a complete guided tour through the path of the flood	3
More information to link with the museum downtown	3
Reenactment/costumed programs at the Clubhouse	3
Very good exhibits/displays at visitor center, no change	3
More artifacts from the Johnstown Flood	2
Ranger-led tour of the Clubhouse and Historic District	2
Provide an annual showcase/exhibits to other parts of Pennsylvania for people who cannot travel to park	2
Other comments	11

**Table 12: Planning for the future
(continued)**

Comment	Number of times mentioned
FACILITIES/MANTENANCE	
Fix the Clubhouse and cottages	11
Improve road signage	7
Very well maintained facilities, no recommendation	5
More hiking trails	4
Better maintenance of outdoor facilities	3
Other comments	5
POLICIES/MANAGEMENT	
Open Clubhouse and cottages to public	11
Some food facilities nearby	5
No more development in park except for maintaining the current facilities	2
Other comments	2
GENERAL COMMENTS	
Done an excellent job, keep up the good work	18
Other comments	6

Additional comments

Question 32

Is there anything else you and your group would like to tell us about your visit to Johnstown Flood National Memorial?

Result

- 49% of visitor groups (N=113) provided additional comments about their visit to Johnstown Flood National Memorial.
- Table 13 shows a summary of visitor comments. A complete copy of hand-written comments is provided in the Visitor Comments Appendix.

Table 13: Additional comments
N=130 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Very helpful and informative staff	12
INTERPRETIVE SERVICES	
Very informative/educational	12
Need to advertise so more people know about the park	5
Interesting exhibits	4
Better than the museum downtown	3
Glad that there are two organizations presenting different perspectives of the flood	2
Need better movie with more facts	2
Other comments	8
FACILITIES/MANTENANCE	
Very well organized/maintained	3
Mow/cut the tall grass	3
Better directional signs to park	2
Unclean bathrooms	2
Other comments	6
POLICIES/MANAGEMENT	
Open longer hours in the summer	2
Other comments	4
GENERAL COMMENTS	
Very enjoyable	19
Wish we had more time	7
Hope to visit again	5
Very impressed with the quality of the park	4
Thank you for all the good work	3
Had a great time	3
Our relatives died in the flood, it's a special place for us	3
Our favorite place to walk for exercise	2
Other comments	14

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

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

- Visitor awareness of park management
- Effect of different management on visitor decision to visit park
- Sources of information prior to visit
- Visitor groups who obtained needed information
- Primary reason for visiting the area (within a 45-minute drive of park)
- Other places visited in the area
- Expected activities
- Activities on this visit
- Activities on past visits
- Visitor groups who visited both Clubhouse and visitor center
- Proper order of visit park sties
- Effect of park elements on visitor experience
- Visitor services and facilities used
- Importance of visitor services and facilities
- Quality of visitor services and facilities
- Overall quality
- Important ratings of park qualities/resources
- Length of visit
- Time spent compared to time planned
- Visitors with a guided tour group
- Visitors with a school/ educational group
- Visitors with other organized groups
- Visitor group type
- Visitor group size
- Number of vehicles
- Visitors with disabilities/ impairments
- Visitor gender
- Visitor age
- Zip code/state of residence
- Country of residence
- Number of times visited the park in the past 12 months
- Number of times visited the park in visitor lifetime
- Respondent ethnicity
- Respondent race
- Total expenditures in and outside the park
- Expenditures inside park
- Expenditures outside park
- Number of adults covered by expenditures
- Number of children covered by expenditures
- Opinions about entrance fee paid
- Opinions about a 4-5 hour guided tour
- Opinions about use of the Clubhouse
- Topics learned on this visit
- Preferred topic learned on a future visit
- Preference of learning methods on a future visit

For more information please contact:
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Appendix 3: Decision Rules for Checking Non-response Bias

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

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

1. Average age of respondents – average age of nonrespondents = 0
2. Average group size of respondents – average group size of nonrespondents = 0

As shown in Table 2, the p-values for both of these tests are greater than 0.05 indicating insignificant difference between respondents and nonrespondents. Thus, non-response bias is judged to be insignificant.

References

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- Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Nonresponse in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S: John Wiley and Sons, Inc.
- Stoop, I. A.L. (2004) Surveying Nonrespondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

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

1982

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 (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park:
Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and 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
24. Lincoln Home National Historic 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 & Memorials, 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 NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass 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
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)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood 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)
- 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 (winter)
- 111. St. 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
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical 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

Visitor Services Project Publications (continued)**2002**

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

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

2004

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

2005

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial

For more information about the Visitor Services Project, please contact
The University of Idaho Park Studies Unit at www.psu.uidaho.edu

Visitor Comments Appendix

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

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