
Adams National Historic Site

Visitor Study

Summer 1995

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Visitor Services Project Report 78

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Mark Patterson and Kristin FitzGerald are VSP Research Associates based at the Cooperative Park Studies Unit, University of Idaho. We thank the staff of Adams National Historic Site for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Adams National Historic Site Report Summary

- This report describes the results of a visitor study at Adams National Historic Site during July 24-30 and August 8-10, 1995. A total of 325 questionnaires were distributed to visitors. Visitors returned 263 questionnaires for an 81% response rate.
- This report profiles Adams visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of visitors' comments.
- Sixty-two percent of the visitors were in family groups; 16% were visiting the park alone. Forty-two percent of Adams visitors were in groups of two. Thirty-nine percent of visitors were aged 36-55.
- There were not enough international visitors to provide reliable information. United States visitors were from Massachusetts (35%), California (8%), Ohio (6%) and 39 other states and Washington, D.C.
- On this visit, the most common activities were stopping at the visitor center (89%), taking a guided tour of the Adams Old House (76%), and walking around the Adams Old House garden and grounds (70%).
- Travel guides/ tour books (36%) were the most used source of pre-trip information. Forty-one percent of visitors said that Adams was one of several destinations for this trip.
- The most visited sites were the visitor center and the Adams Old House (each 88%). Seventy-four percent of the visitors went to the visitor center first. Other sites visited included other Boston sites (62%), the Quincy Homestead (31%) and the Hancock Cemetery (21%).
- The most commonly used forms of transportation to get to the park were private vehicles (81%), tour buses (13%) and the MBTA subway (10%). The reasons for visiting Adams NHS were an interest in historic homes (68%), to learn about U.S. history (62%), and an interest in the Adams family (61%).
- The most used visitor services and facilities were the visitor center (92%), the Adams Old House tour (73%), and park personnel (72%). According to visitors, the most important services and facilities were the Adams Old House tour, the Adams Birthplace tour, park personnel and park brochure/map. The highest quality services and facilities were the park personnel, visitor center, Adams Old House tour, and the trolley to the sites.
- Forty-five percent of visitors had to wait for a tour of the Adams Old House. Of those visitors, 72% waited 15 minutes or less. Many visitors felt that the tour lengths were "about right" at the Adams Old House (88%), the Adams Birthplace (85%), and the United First Parish Church (85%).
- Sixty-five percent of visitors said that they would likely be willing to pay a modest fee to take a guided trolley tour of Adams National Historic Site. Sixty-three percent would be willing to pay a fee for a guided trolley tour of both Adams National Historic Site and the Quincy area.
- The average visitor group expenditure in the Quincy area during this visit was \$28. The average per capita expenditure was \$11.
- Many of the visitors (96%) rated the overall quality of visitor services as "very good" or "good." Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact: Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>
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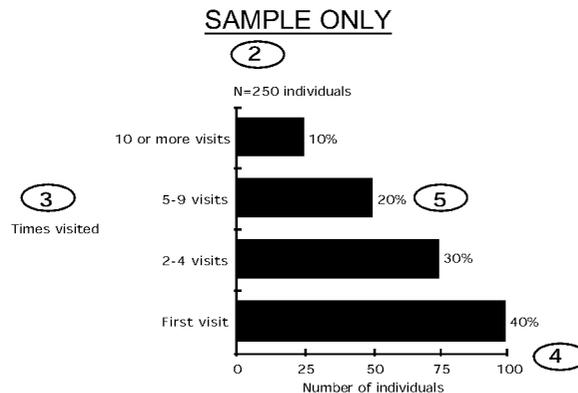
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INTRODUCTION

This report describes the results of a study of visitors at Adams National Historic Site (referred to as "Adams"). This visitor study was conducted July 24-30 and August 8-10, 1995 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. A Results section follows, including a summary of visitor comments. Next, an Additional Analysis page helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes comment summaries and visitors' unedited comments.

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



1 Figure 4: Number of visits

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

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Adams National Historic Site during July 24-30 and August 8-10, 1995. Visitors completed the questionnaire after their visit and then returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

At Adams, visitors were sampled at two sites, as they entered the visitor center or as they entered the Old House grounds.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

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. Eight weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 257 visitor groups, Figure 4 presents data for 681 individuals. A note above each graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 263 questionnaires were returned by Adams visitors, Figure 1 shows data for only 257 respondents.

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

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 24-30 and August 8-10, 1995. The results do not necessarily apply to visitors during other times of the year.

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

During the study period, weather conditions at Adams were hot and humid. Heat conditions may have affected what visitors did and the length of time they visited the park.

**Special
conditions**

Due to sampling methods, the VSP staff may have under sampled those visitor groups that spent a short amount of time in the visitor center. During the first study period (July 25-31, 1995), the visitation at Adams was low. An additional study period was needed (August 8-10, 1995). By combining the data from both study periods, adequate data was obtained to provide reliable results.

RESULTS

Visitors contacted

At Adams, 346 visitor groups were contacted; 94% accepted questionnaires. Two hundred sixty-three visitor groups completed and returned their questionnaires, an 81% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Based on the variables of age and group size, non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	324	46.6	253	47.5
Group size	325	3.0	257	3.3

Demographics

Figure 1 shows group sizes, which varied from one person to 26 people. Forty-two percent of visitors came in groups of two; 31% came in groups of three or four. Sixty-two percent of visitors were in family groups; 16% were alone (see Figure 2). "Other" groups included various educational, work and military groups. Thirteen percent of the visitors were with a guided tour group (see Figure 3).

The most common ages were 36-55 (39%), as shown in Figure 4. Twenty-two percent of the visitors were aged 15 years or younger. Many visitors (84%) were first-time visitors to Adams (see Figure 5).

There were not enough international visitors to provide reliable information (see Table 2). United States visitors were from Massachusetts (35%), California (8%), Ohio (6%) and 39 other states and Washington, D.C., as shown in Map 1 and Table 3.

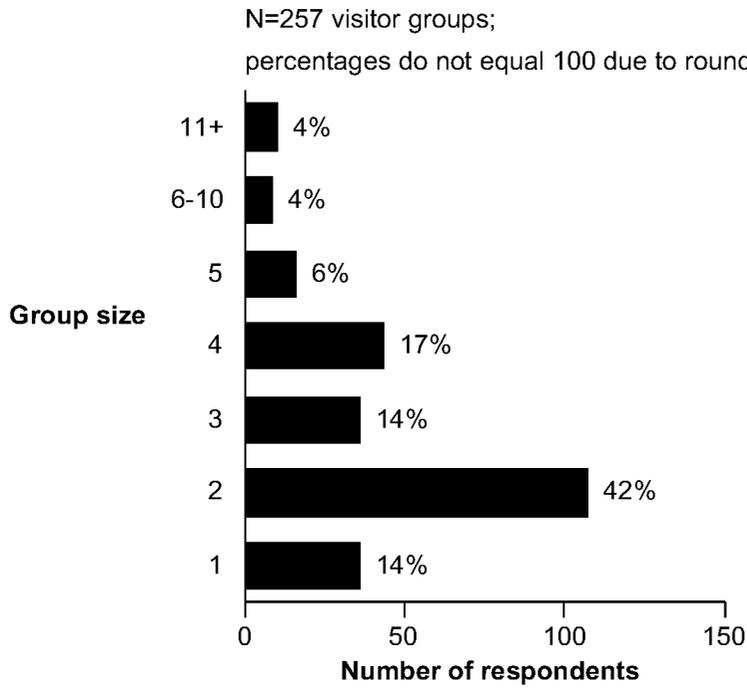


Figure 1: Visitor group sizes

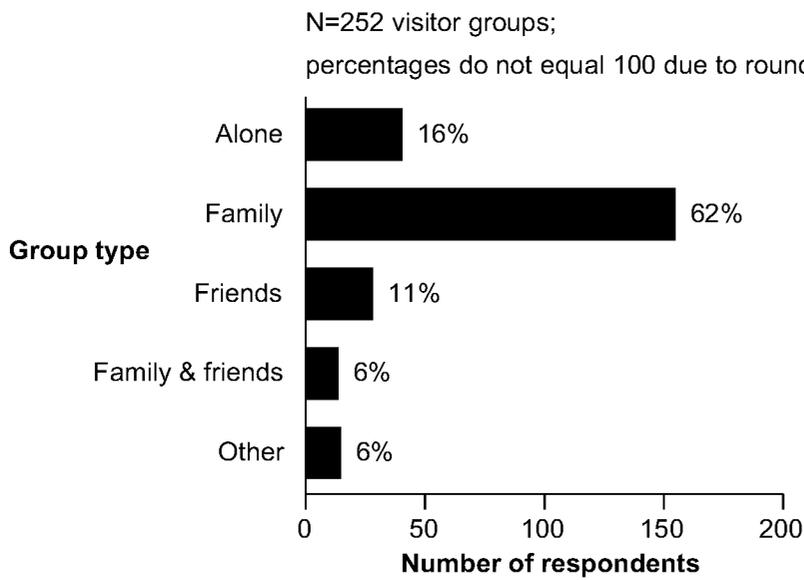


Figure 2: Visitor group types

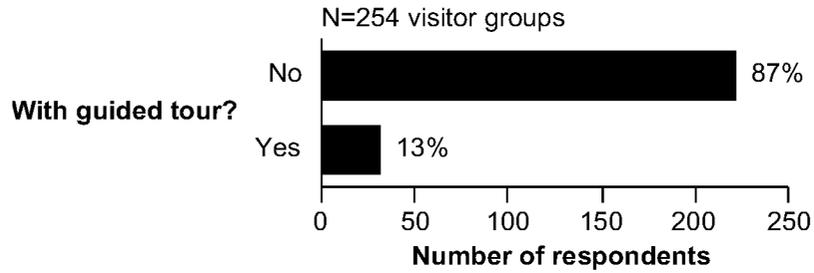


Figure 3: Traveling with guided tour group?

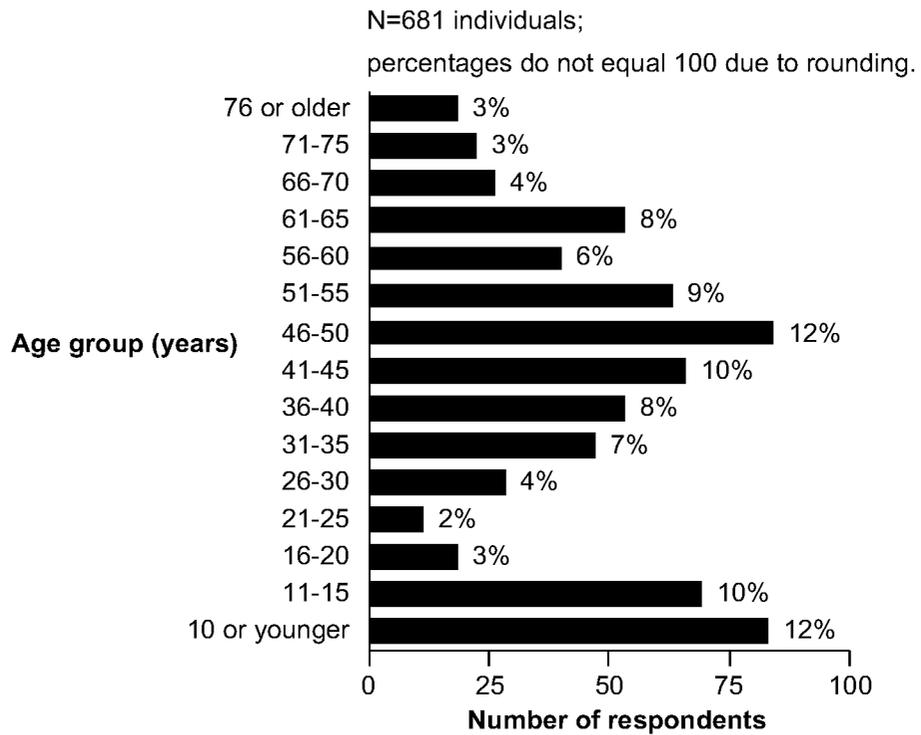


Figure 4: Visitor ages

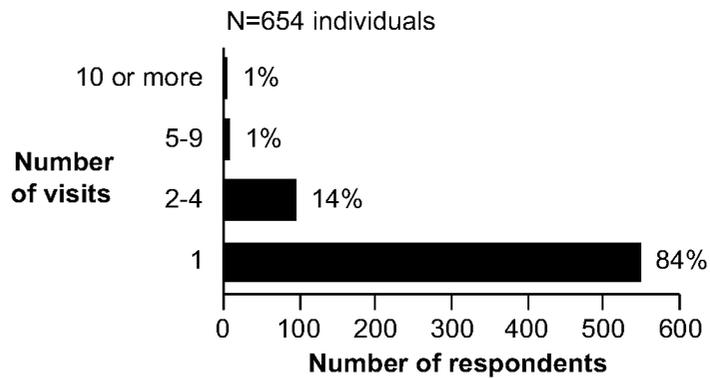


Figure 5: Number of visits to Adams

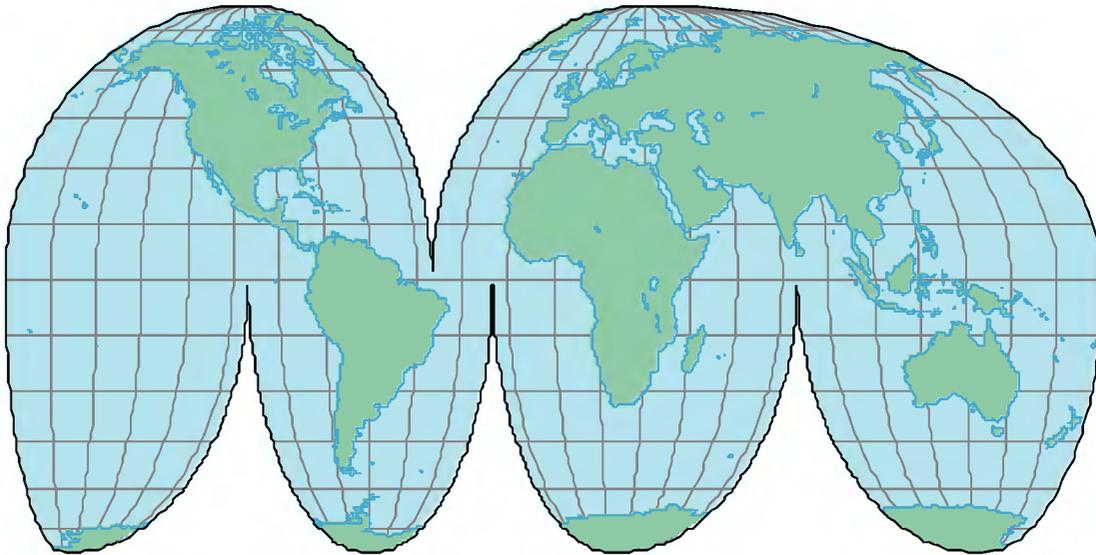
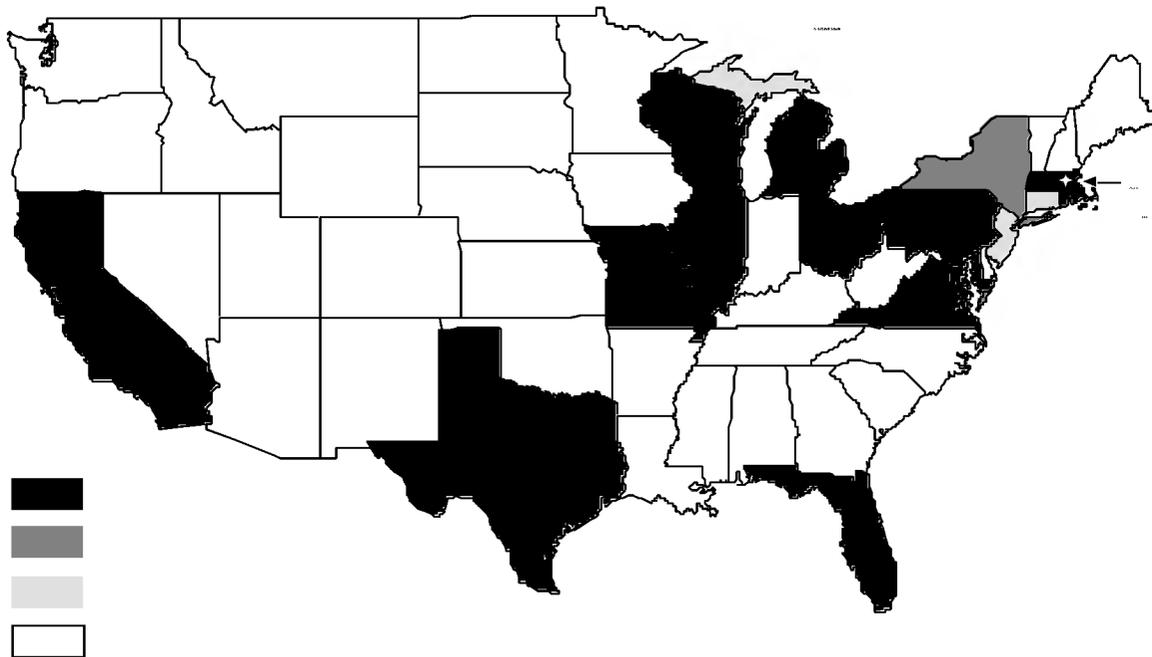


Table 2: International visitors by country of residence

N=26 individuals;
percentages do not equal 100 due to rounding.

CAUTION!

Country	Number of individuals	% of visitors
Taiwan	5	19
Hong Kong	4	16
Israel	4	16
Egypt	2	8
England	2	8
Austria	1	4
France	1	4
Germany	1	4
Ireland	1	4
Mexico	1	4
Poland	1	4
Russia	1	4
Spain	1	4
Switzerland	1	4



Map 1: Proportion of United States visitors by state

Table 3: United States visitors by state of residence

N=615 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Massachusetts	214	35
California	47	8
Ohio	34	6
Maryland	31	5
New York	31	5
Virginia	25	4
Illinois	22	4
Pennsylvania	20	3
Florida	15	2
Texas	15	2
Rhode Island	14	2
Missouri	13	2
Michigan	11	2
New Jersey	10	2
Connecticut	9	2
Wisconsin	9	2
Other states (26) + Washington D.C.	95	15

Visitors were asked how much time they planned to spend at Adams National Historic Site. Fifty-one percent of visitors planned to stay two or three hours at Adams (see Figure 6). Seventeen percent of visitors did not plan to spend any time at Adams.

Length of stay

Visitors were also asked how much time they actually spent at Adams. Sixty-three percent of visitors stayed two to three hours on this trip to Adams (see Figure 7).

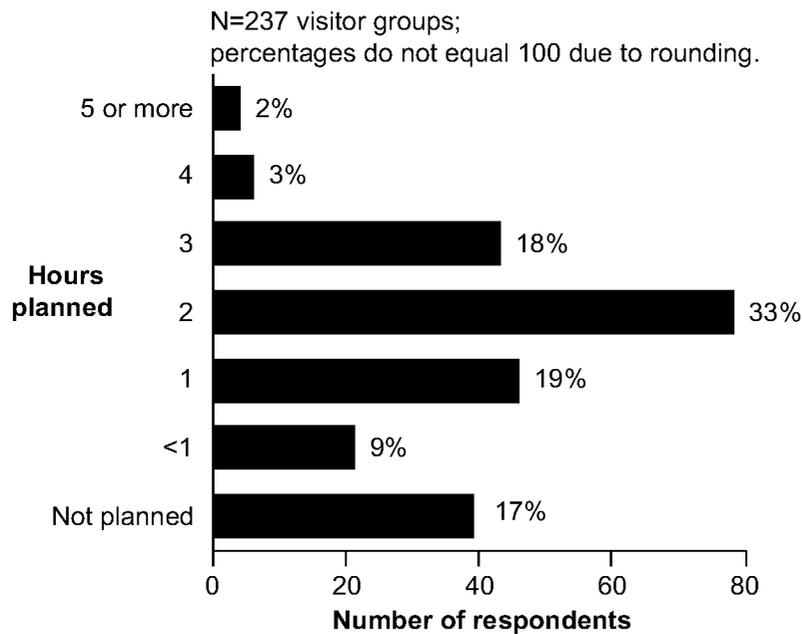


Figure 6: Hours planned to spend at Adams

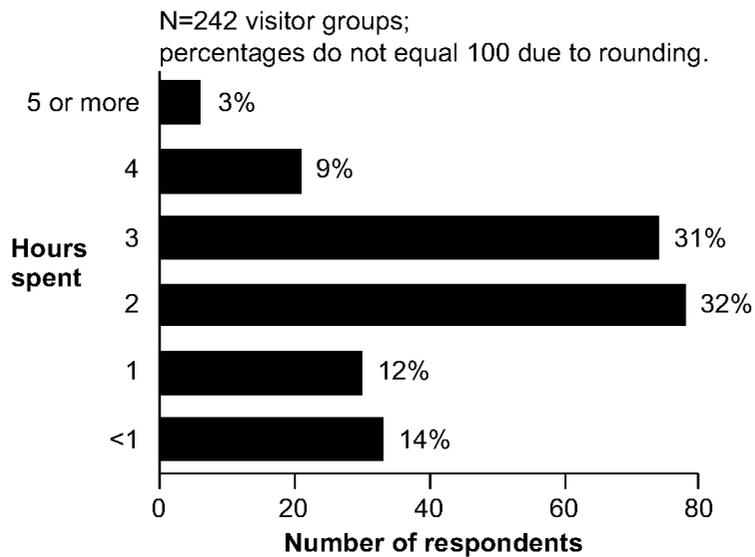


Figure 7: Actual hours spent at Adams

Activities

The most common activities that visitors participated in on this visit were stopping at the visitor center (89%), taking a guided tour of the Adams Old House (76%) and walking around the Adams Old House gardens and grounds (70%), as shown in Figure 8. The least common activity was using the Quincy Historic Trail (4%). "Other" activities that visitors mentioned included visiting other historic homes in the area.

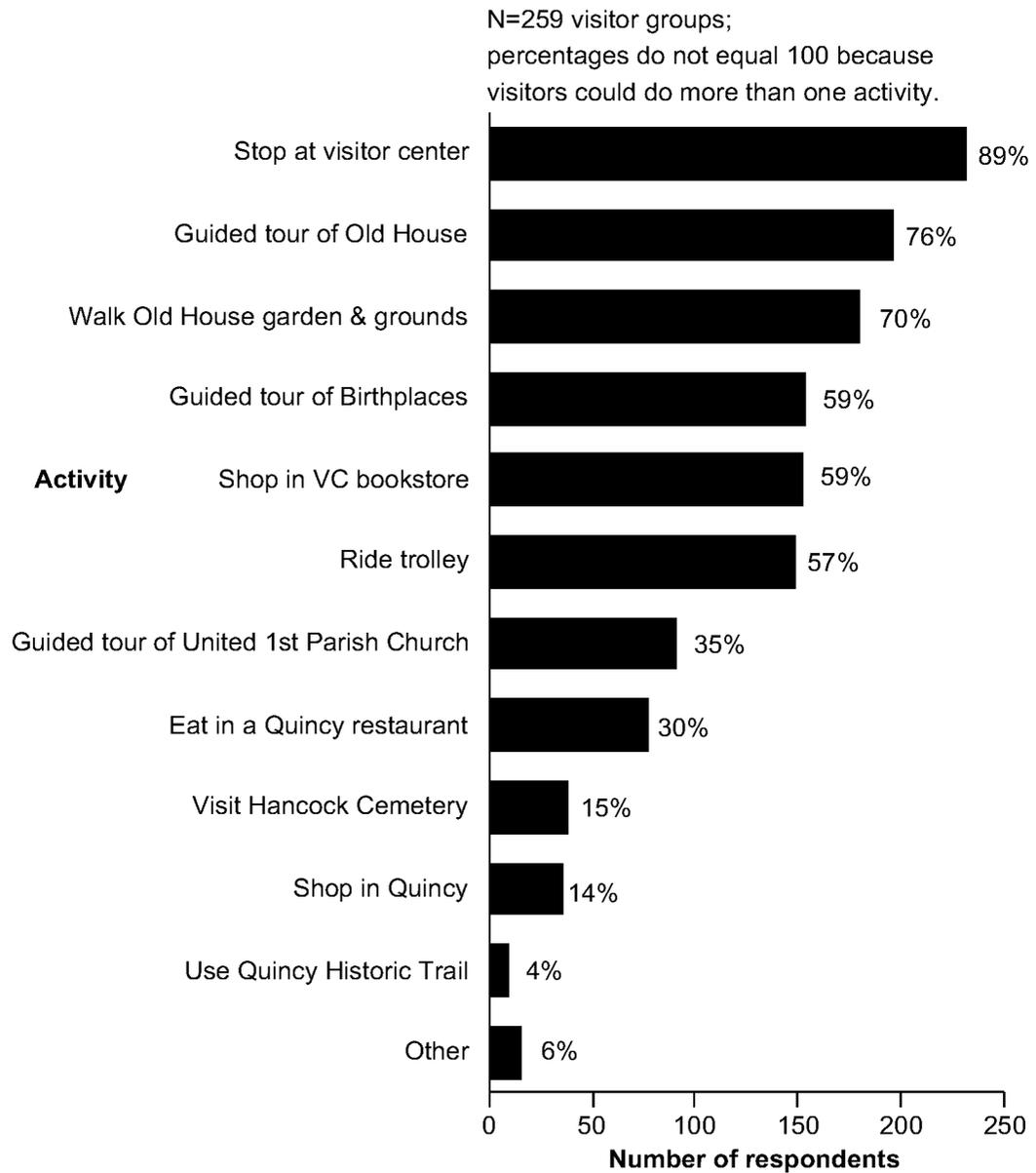


Figure 8: Visitor activities

Visitors were asked "How did this visit to Adams National Historic Park fit into your travel plans?" Forty-one percent of visitors said visiting Adams was one of several planned destinations (see Figure 9). Almost one-third of the visitors (32%) did not plan to visit Adams, while 28% said the park was their primary destination.

**Primary
destinatio
n**

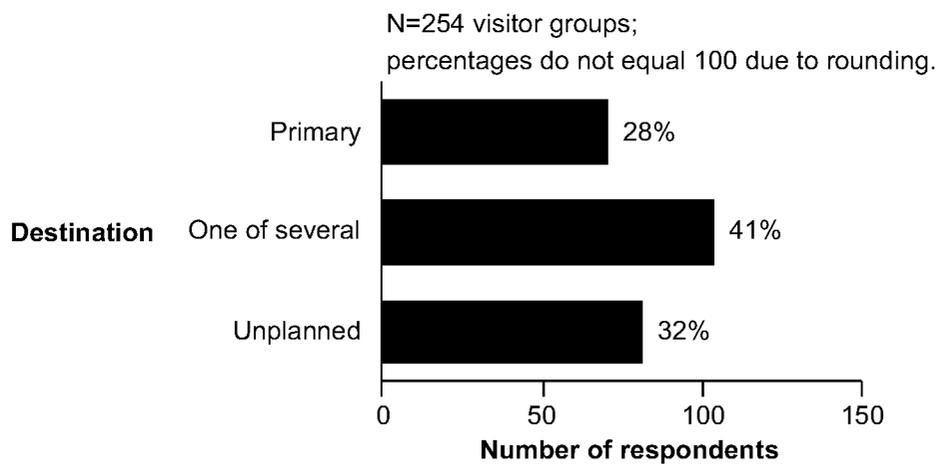


Figure 9: Primary destination

Sources of information

Visitors were asked how they got information about the park prior to their visit. The most often used sources of information were travel guides and tour books (36%), previous visits (20%) and maps and brochures (16%), as shown in Figure 10. Thirteen percent of the visitors said they had not received any information prior to visiting. As additional sources of information, visitors mentioned learning about the park from reading road signs, living in the area, driving by the Adams Old House and having a NPS Passport Book.

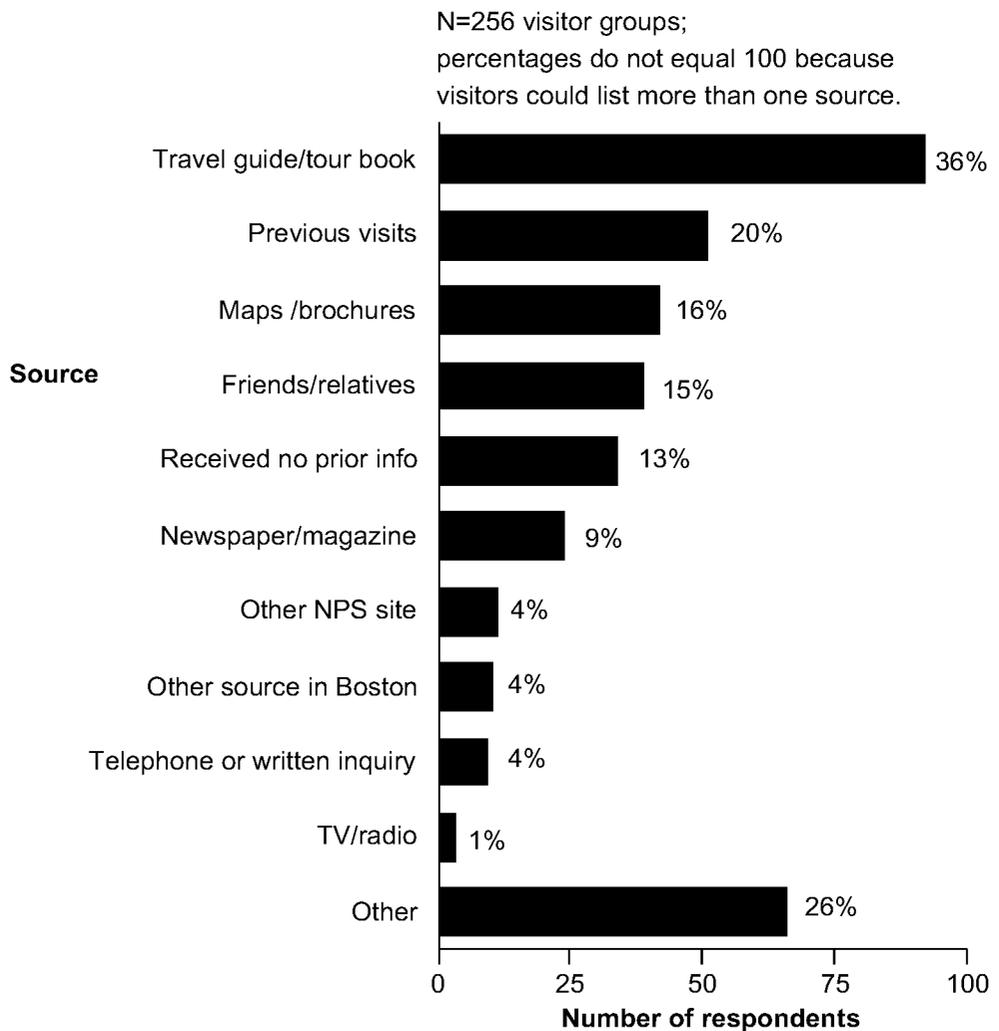


Figure 10: Sources of planning information

The most commonly visited sites at Adams were the visitor center and the Adams Old House (each 88%), as shown in Figure 11. The least visited site was the United First Parish Church (44%). Seventy-four percent of visitors went to the visitor center first, as shown in Figure 12.

Sites visited

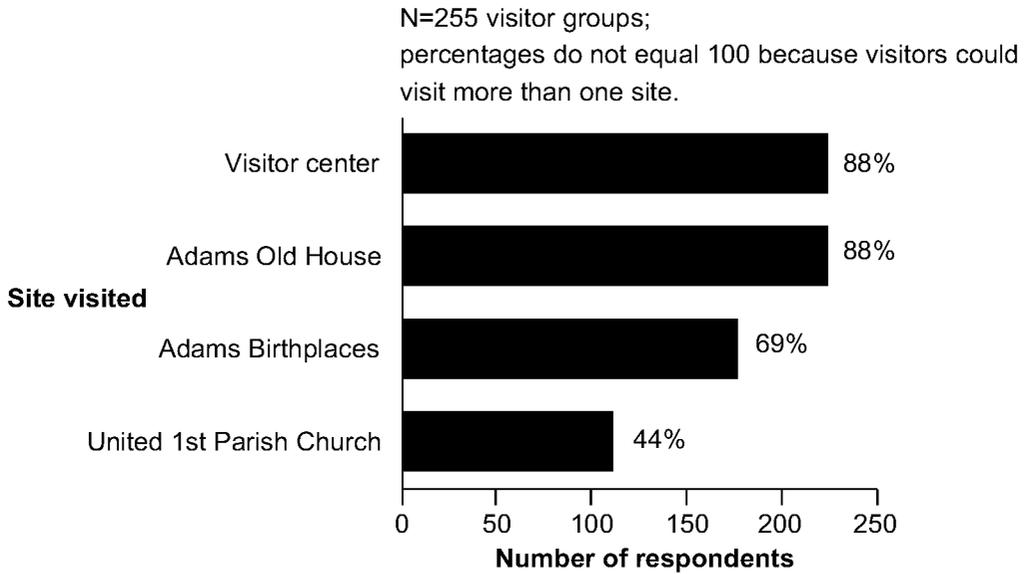


Figure 11: Sites visited

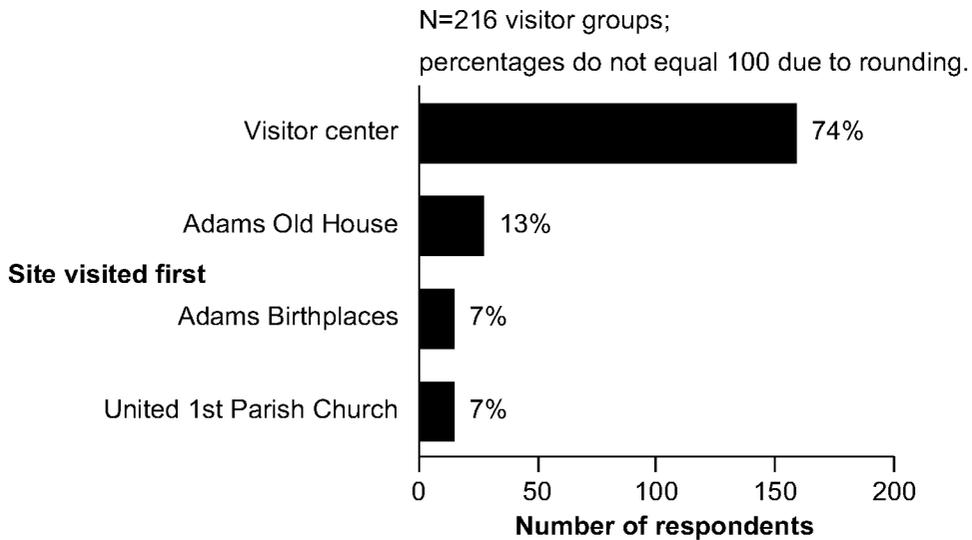


Figure 12: Sites visited first

Other sites visited

Visitors were asked to list other places they visited or planned to visit. Sixty-two percent of the visitors went to other Boston sites (see Figure 13). Common sites in Boston that visitors listed included Fenway Park, the Kennedy Library and Birthplace, Plymouth MA, and Fanuel Hall (See Table 4). Thirty-one percent of visitors went to the Quincy Homestead and 21% visited the Hancock Cemetery. Other sites in the Quincy area included the Abigail Adams Home, a relative or friend's house, and the beach (see Table 5).

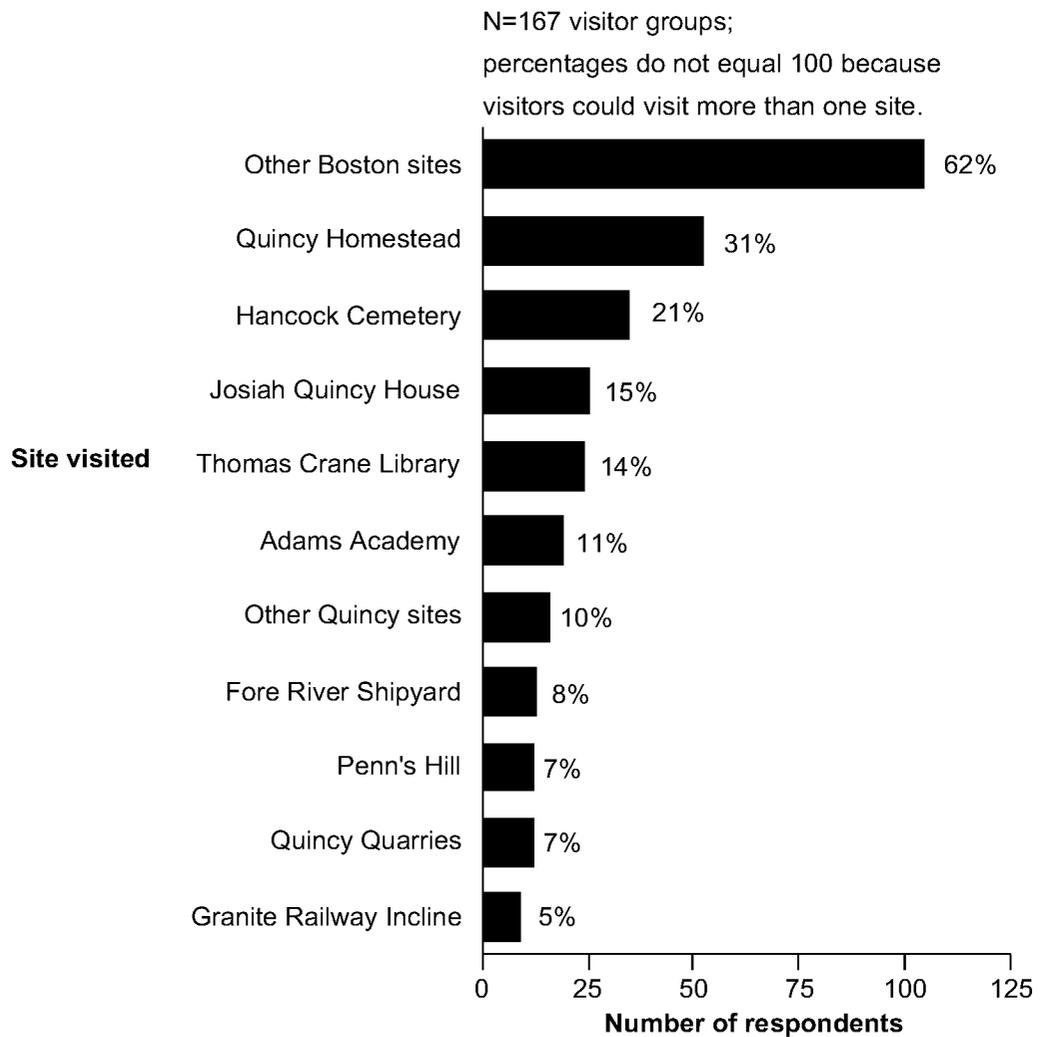


Figure 13: Other sites visited

Table 4: Other Boston sites

N=234 comments;
some visitors went to more than one site.

Site	Number of times mentioned
Fenway Park	34
Kennedy Library/ birthplace	22
Plymouth, MA	10
Quincy Market/ Fanuel Hall	9
Salem, MA	9
Boston Museum of Fine Arts	7
Concord, MA	7
Bunker Hill	6
Lexington, MA	6
Old North Church	6
Longfellow NHS	6
Tea Party Museum	5
Constitution	5
Downtown Boston	5
Boston Aquarium	5
Boston Commons	4
Cambridge, MA	4
Harvard University	4
Ironside	4
Paul Revere House	3
Boston Science Museum	3
Boston Trolley Tour	3
Minuteman	3
Restaurant	3
Black Heritage Site	2
Boston Children's Museum	2
Prudential Tower	2
Saugus Iron Works	2
State Capitol	2
Boston Public Gardens	2
Cape Cod	2
Charles River	2
Granary	2
Harbor area	2
Miscellaneous historic sites	2
Newport, RI	2
Old South	2
Olmsted	2
Massachusetts Institute of Technology Museum	1
Scituate, MA	1
Springfield Amory	1
Sturbridge Village	1
Swan Boats	1
Wayside Inn	1
Wenham Museum	1
Williams, RI	1
Blue Hills Reservation	1
Boston Children's Hospital	1
Boston College	1

Site	Number of times mentioned
Boston Computer Museum	1
Boston Island Parks	1
Boston Public Library	1
Brookline, MA	1
Boston Garden	1
Charlestown Navel Yard	1
Christian Science Center	1
Church	1
John Alder House	1
Eastham, MA	1
Gardner Museum	1
Georges Island	1
Harbor cruise	1
Hard Rock Cafe	1
Hull, MA	1
Isabel Garden Museum	1
John Hancock Observatory	1
Kendall Doll Museum	1
Kings Church	1
New England Historical Genealogy Society Library	1
NPS sites	1
Old State House	1

Table 5: Other Quincy sites

N=17 comments;
some visitors went to more than one site.

CAUTION!

Site	Number of times mentioned
Abigail Adams Home	3
Relative/ friend's house	2
Beach	2
Marina Bay	1
Historical Association	1
United First Parish Church	1
Quincy Post Office	1
Quincy Mutual Fire Insurance Building	1
Bank of Boston	1
Old Granite Building	1
Doctor's office	1
Oscor Drug	1
Papa Gino's	1

Many visitors (81%) used a private vehicle to get to Adams. Thirteen percent of visitor groups used a tour bus and 10% used the MBTA subway, as shown in Figure 14. No visitor group used a taxi. "Other" forms of transportation visitors used included the trolley and rental car.

Forms of transportation used

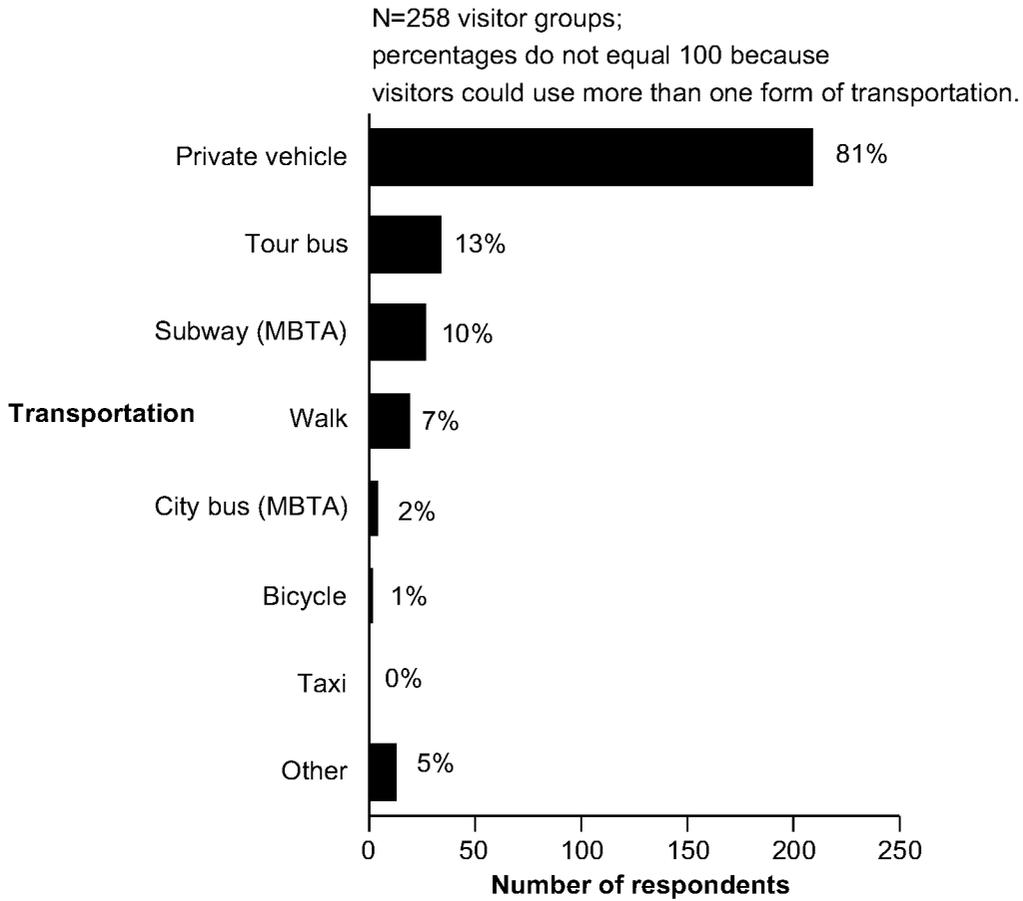


Figure 14: Forms of transportation used to get to Adams

Reasons for visit

Visitors' reasons for visiting Adams NHS on this trip were because of an interest in historic homes (68%), to learn U.S. history (62%) and because of an interest in the Adams family (61%), as shown in Figure 15. Fewer visitors came because it is a National Park Service site (20%). Visitors listed "other" reasons for visiting including to visit a presidential home, to read biographies of Adams family members, and to educate children.

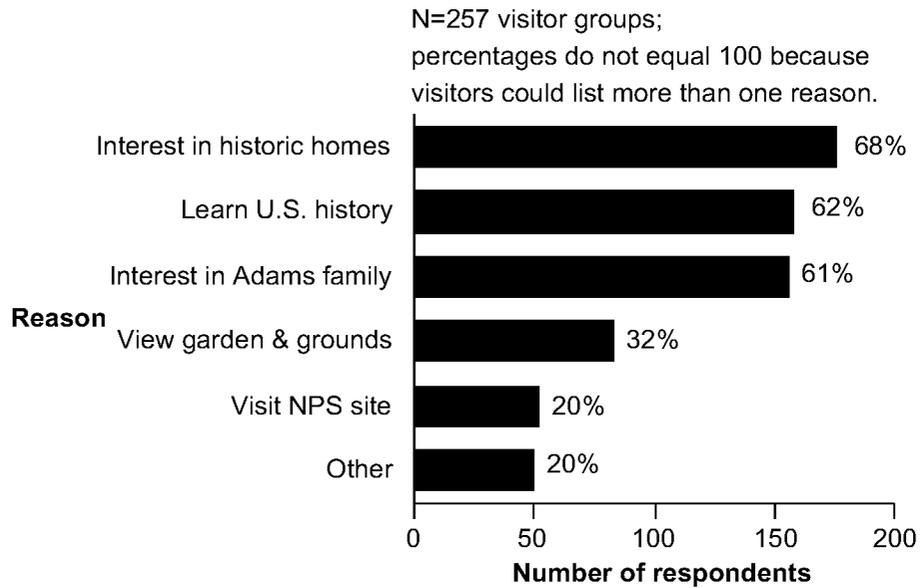


Figure 15: Reasons for visit

The most commonly used visitor services and facilities by Adams visitors were the visitor center (92%), the tour of Adams Old House (73%), and park personnel (72%), as shown in Figure 16. The least used service was handicapped access (1%).

Visitor services/ facilities: use, importance and quality

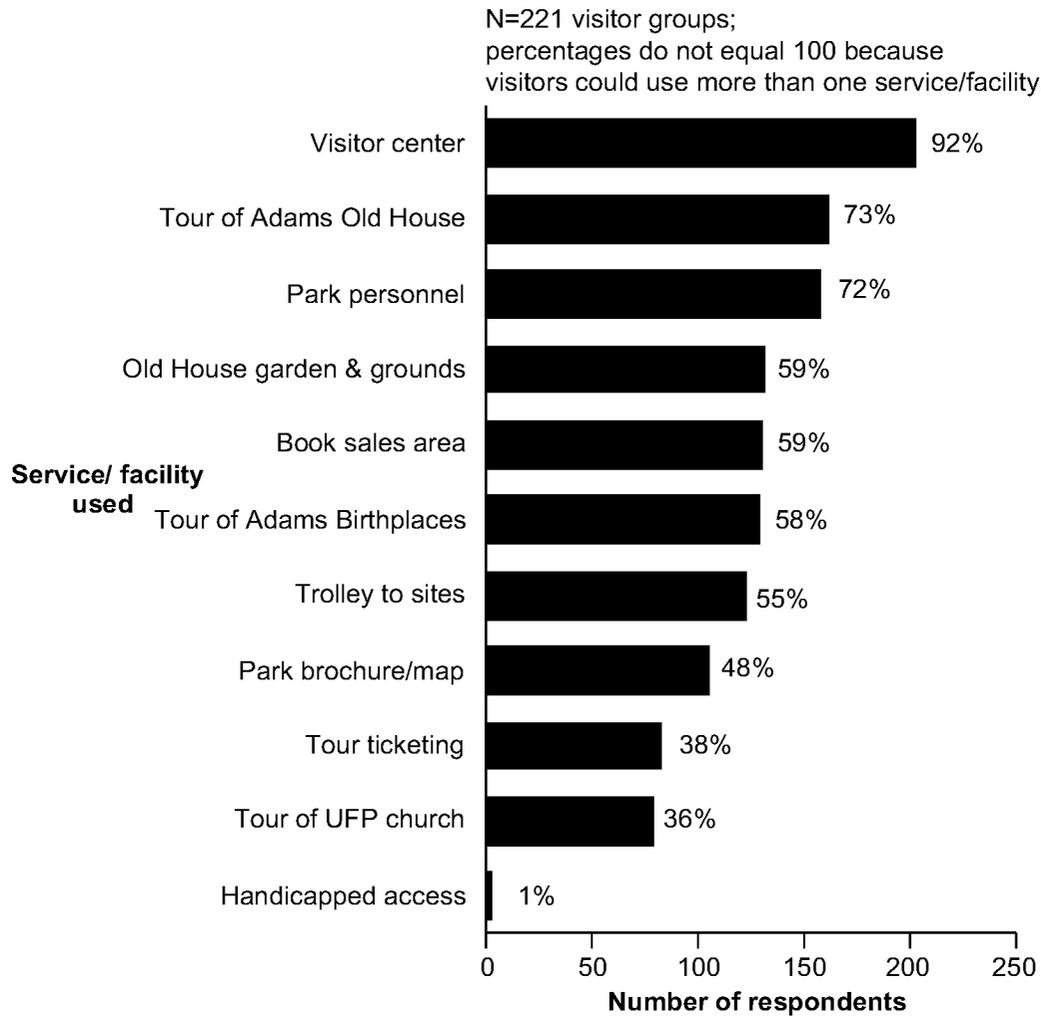


Figure 16: Use of visitor services and facilities

Visitors rated the importance and quality of each of the visitor services and facilities they used. They used the following five point scale :

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 17 shows the average importance and quality ratings for each service/ facility. An average score was determined for each service/ facility based on ratings by visitors who used that service/facility. This was done for both importance and quality. The results were plotted on the grid shown in Figure 17. All services/ facilities were rated above average in importance and quality. Note: handicapped access was not rated by enough visitors to provide reliable information.

Figures 18-28 show that several visitor services/ facilities received the highest "very important" to "extremely important" ratings: tour of Adams Old House (92%), tour of Adams Birthplaces (88%), park personnel (86%) and park brochure/ map (83%). The highest "not important" rating was for tour ticketing (12%).

Figures 29-39 show that several visitor services/ facilities were given high "good" to "very good" quality ratings: park personnel (89%), the visitor center (89%), tour of Adams Old House (88%), and the trolley to the sites (88%). The service which received the highest "very poor" quality rating was tour ticketing (8%).

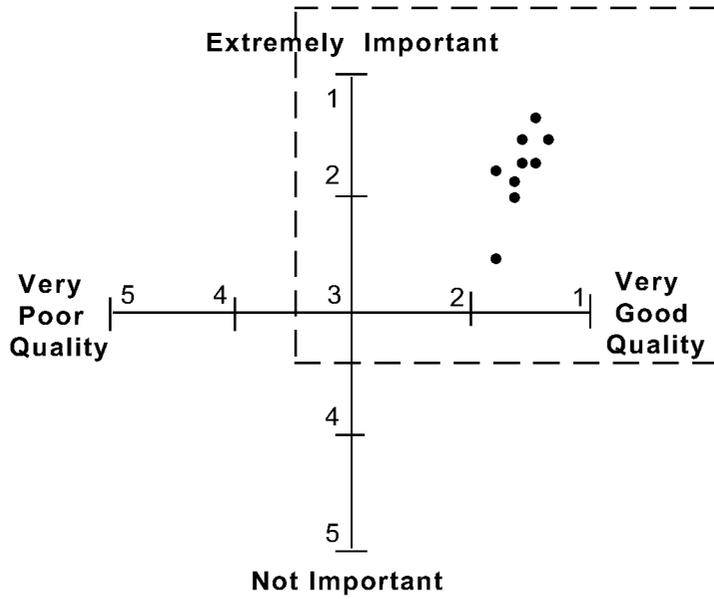


Figure 17: Average ratings of visitor services/facilities importance and quality

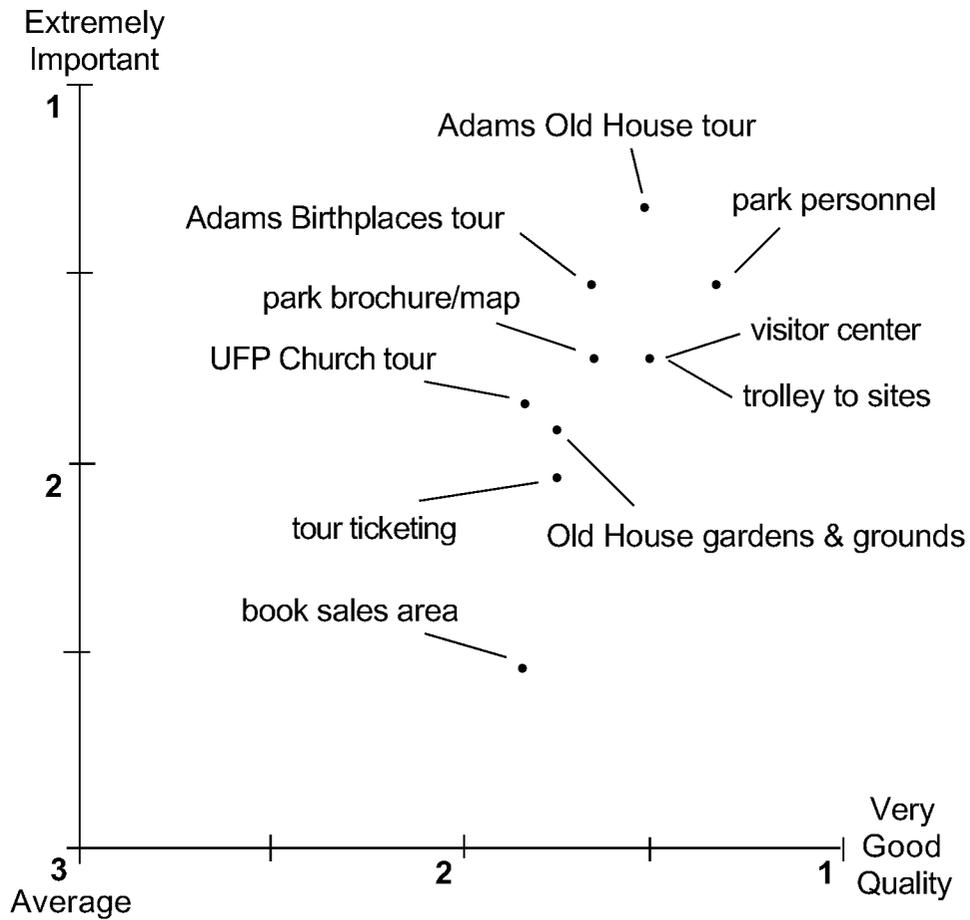


Figure 17 : Detail

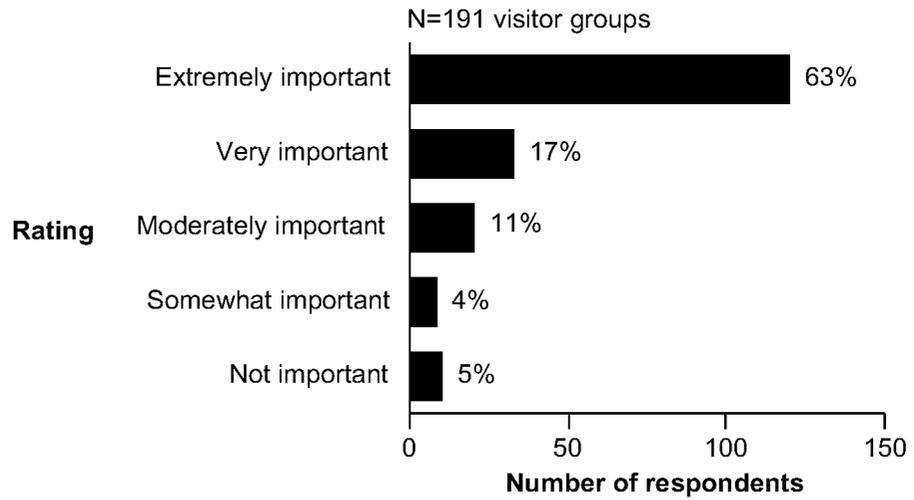


Figure 18: Importance of visitor center

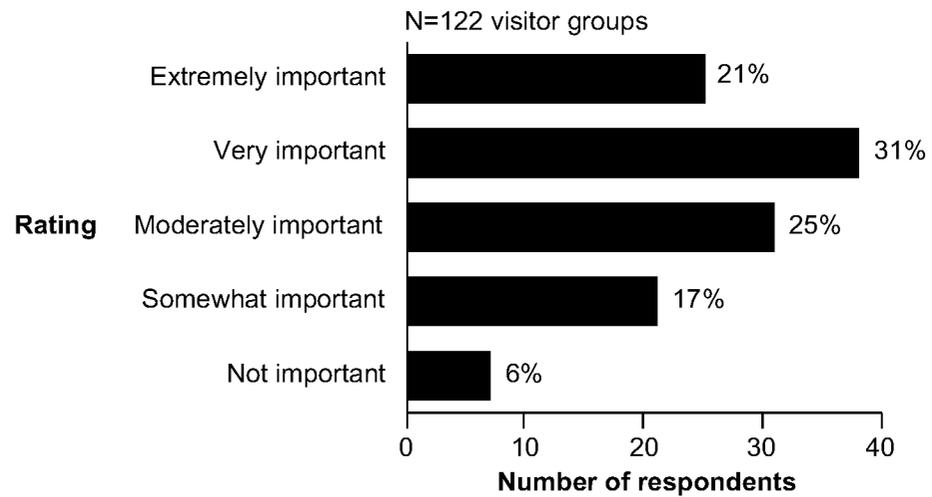


Figure 19: Importance of book sales area

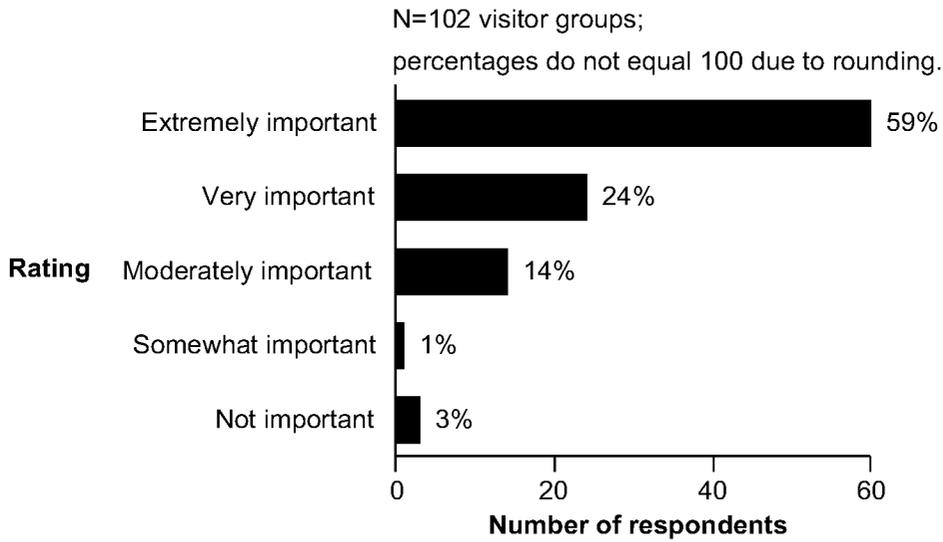


Figure 20: Importance of park brochure/ map

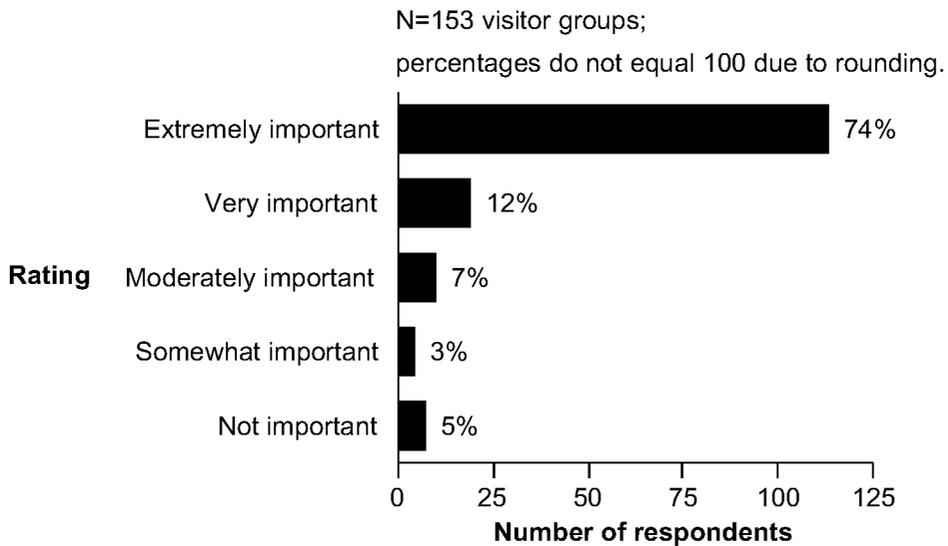


Figure 21: Importance of park personnel

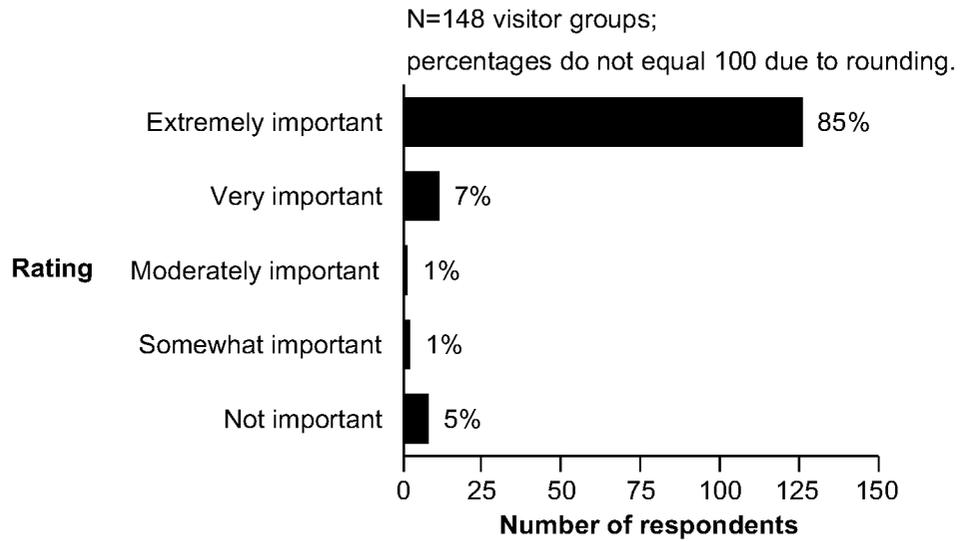


Figure 22: Importance of tour of Adams Old House

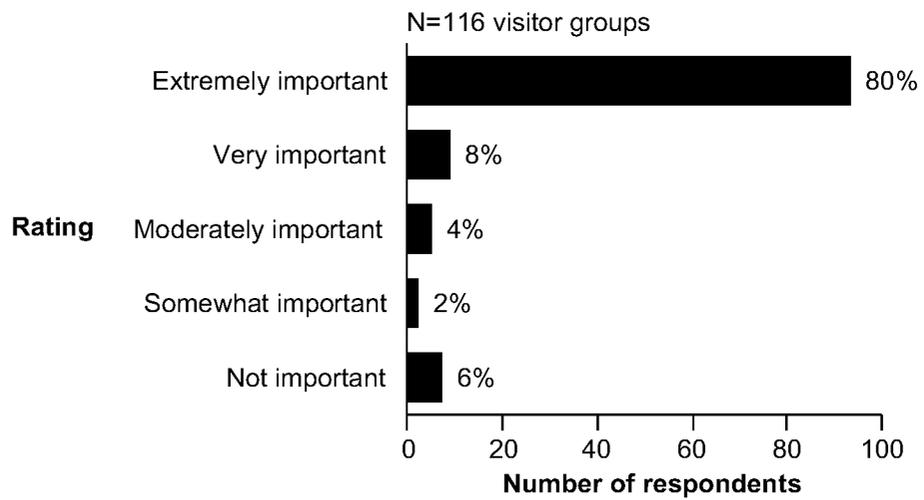


Figure 23: Importance of tour of Adams Birthplaces

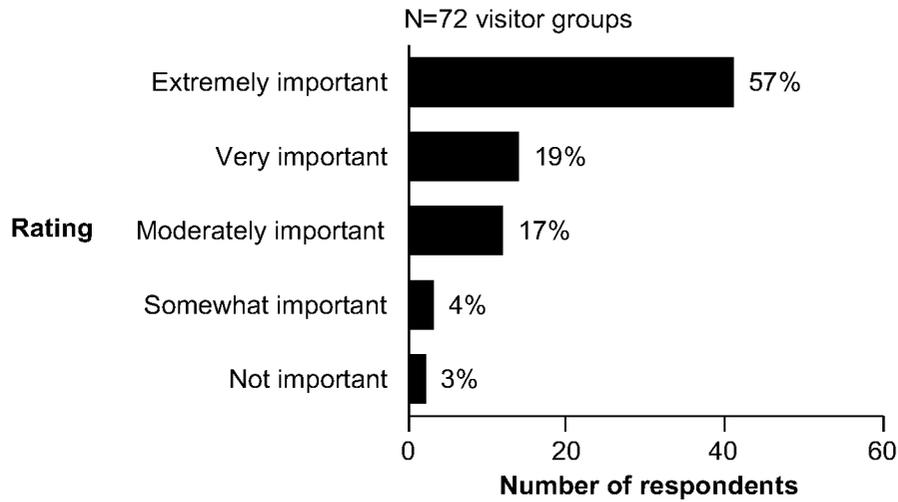


Figure 24: Importance of tour of United First Parish Church

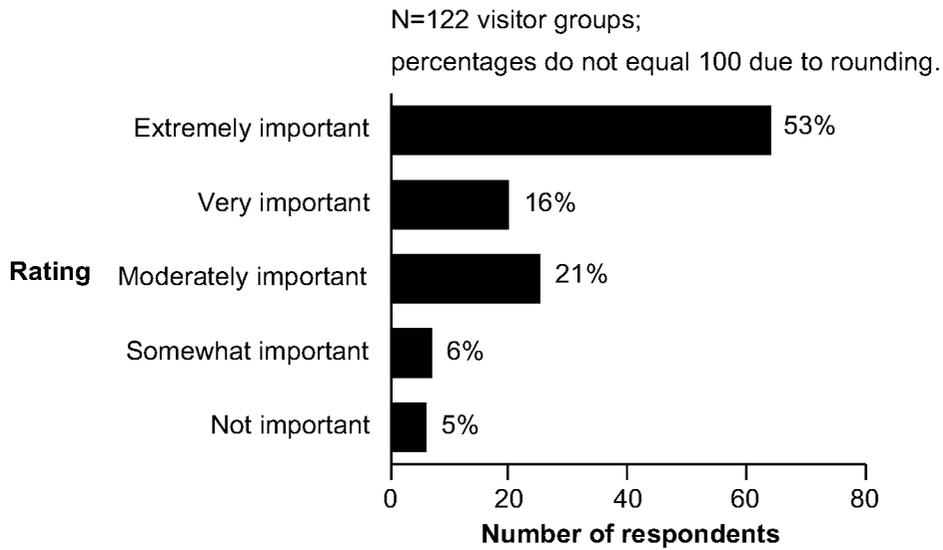


Figure 25: Importance of Old House Garden and Grounds

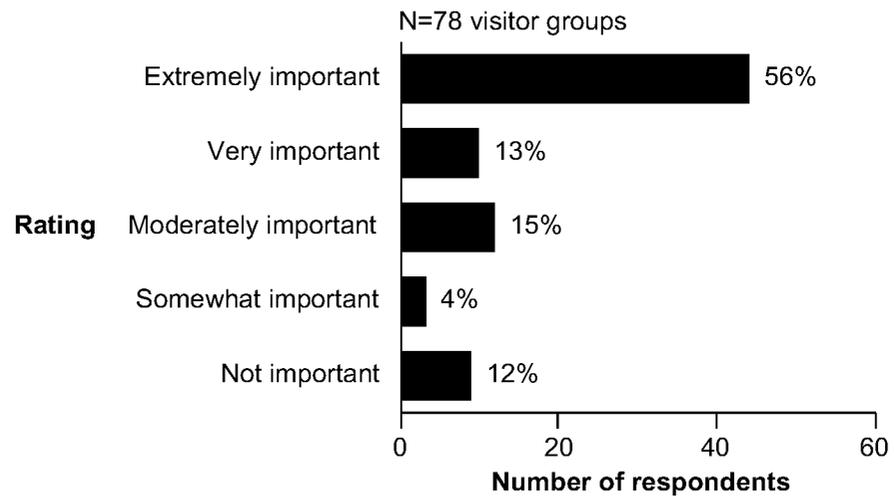


Figure 26: Importance of four ticketing

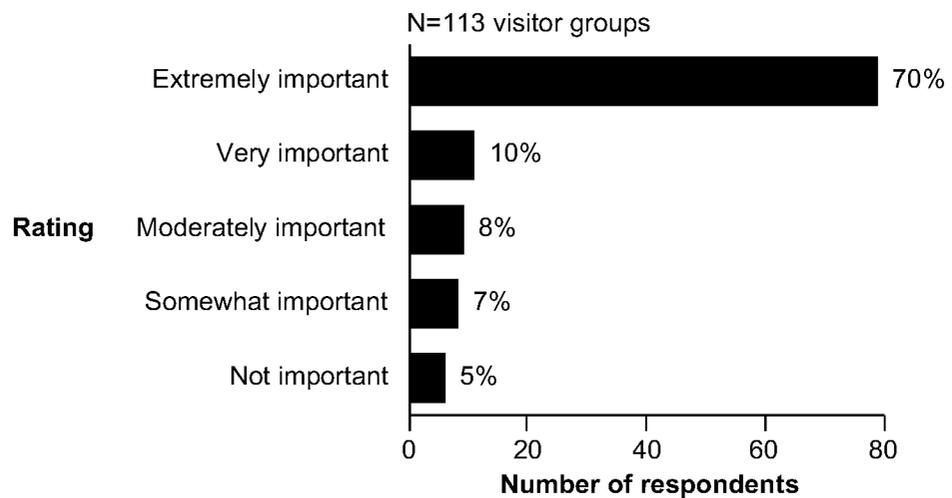


Figure 27: Importance of trolley to the sites

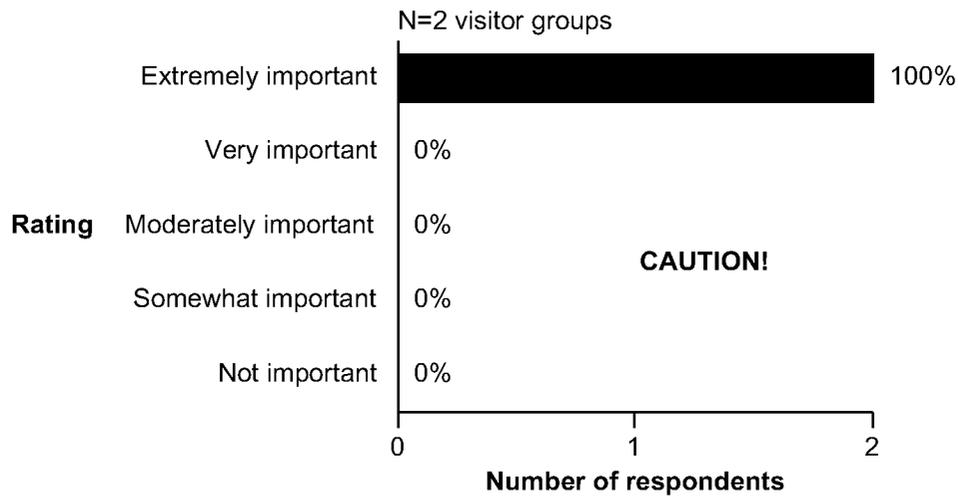


Figure 28: Importance of handicapped access

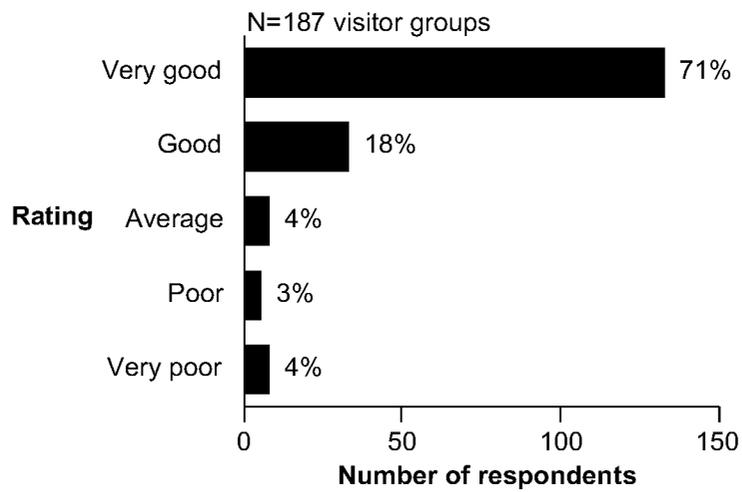


Figure 29: Quality of visitor center

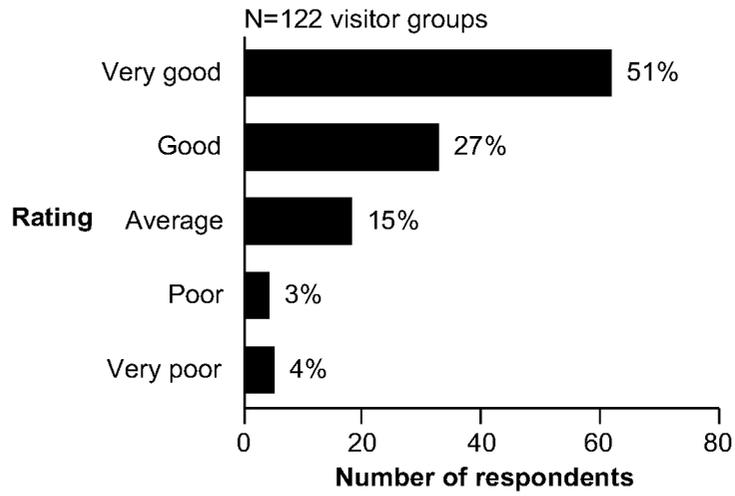


Figure 30: Quality of book sales area

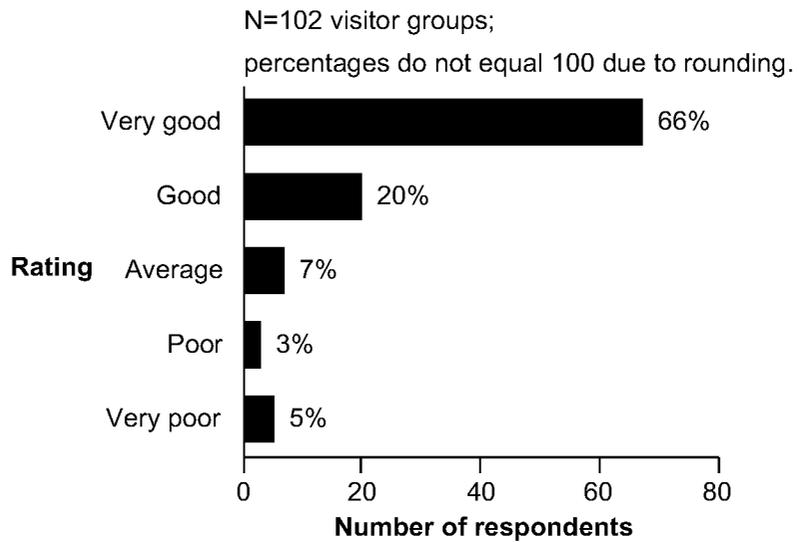


Figure 31: Quality of park brochure/ map

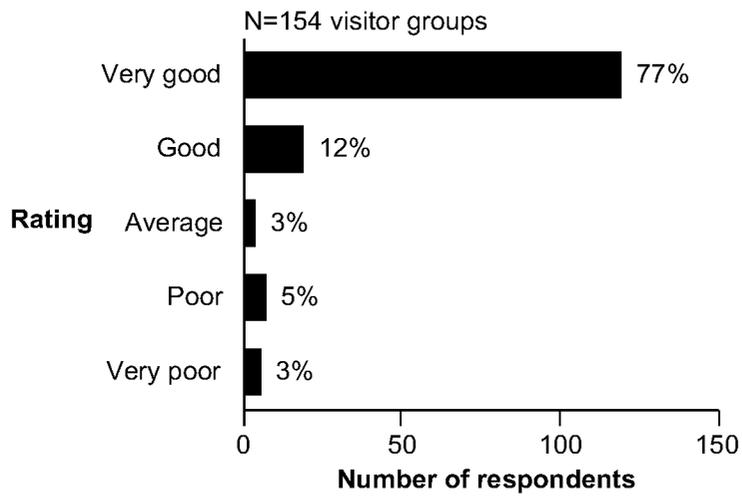


Figure 32: Quality of park personnel

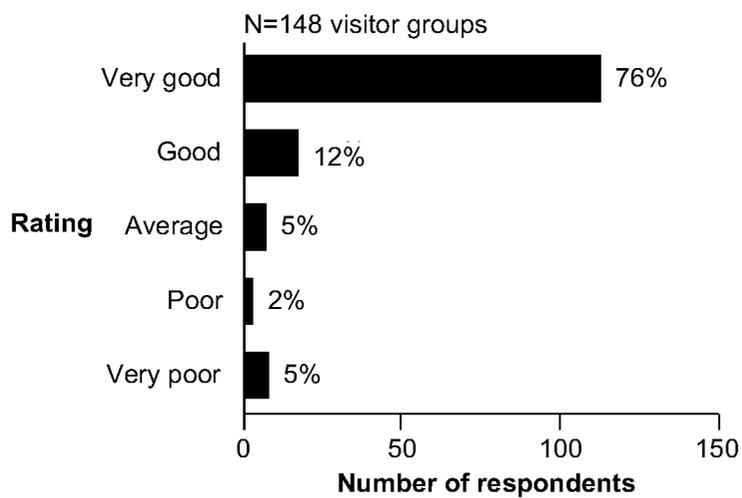


Figure 33: Quality of tour of Adams Old House

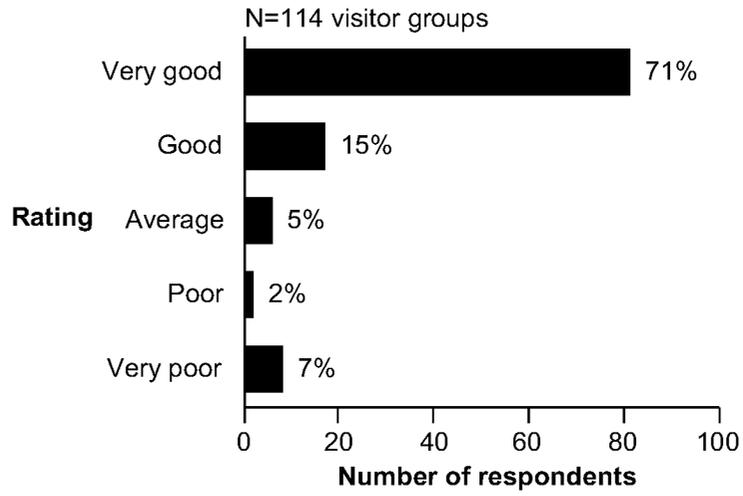


Figure 34: Quality of tour of Adams Birthplaces

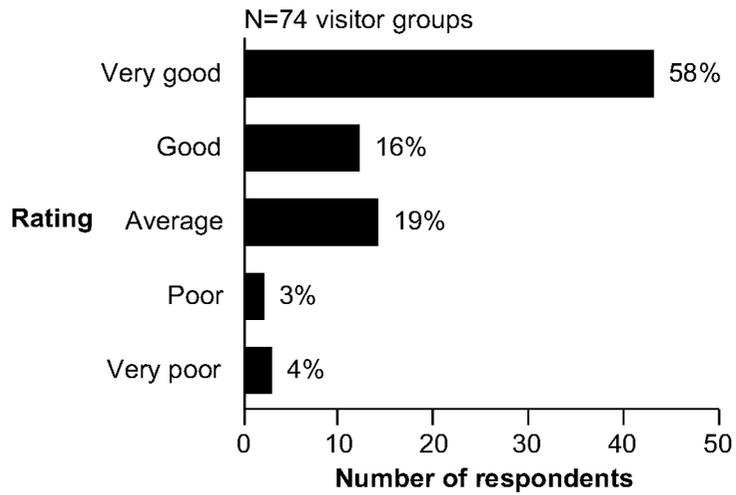


Figure 35: Quality of tour of United First Parish Church

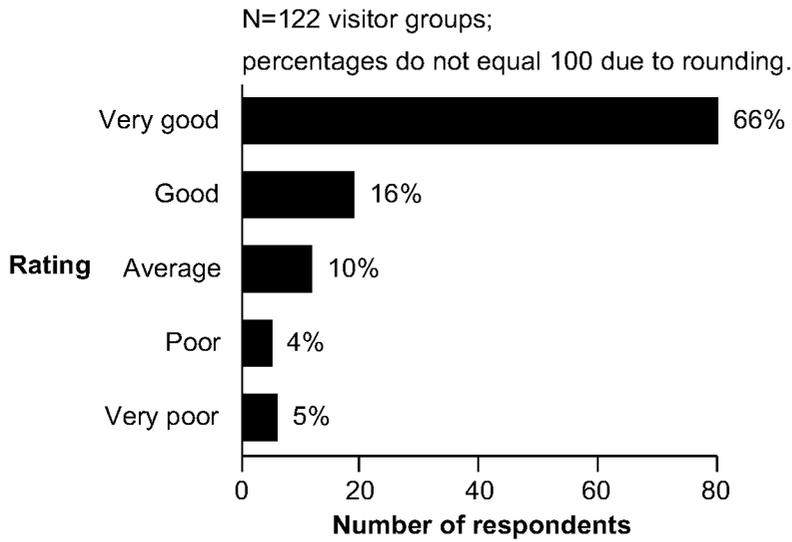


Figure 36: Quality of Old House garden and grounds

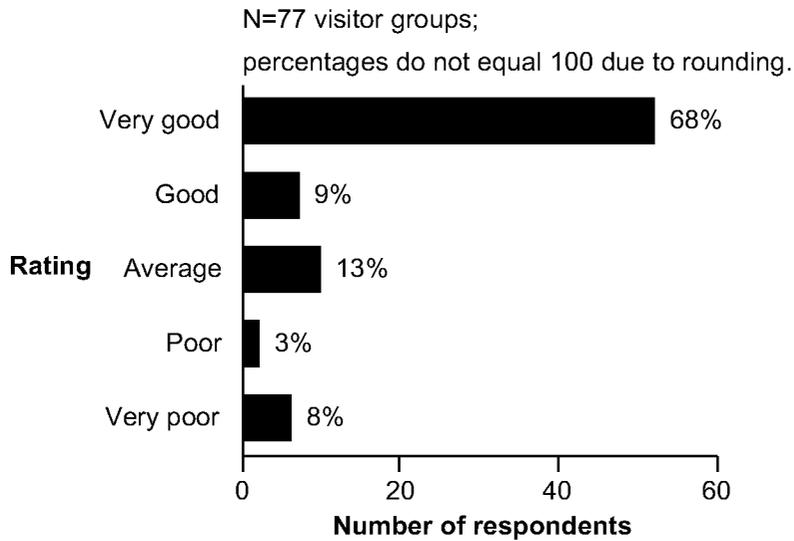


Figure 37: Quality of tour ticketing

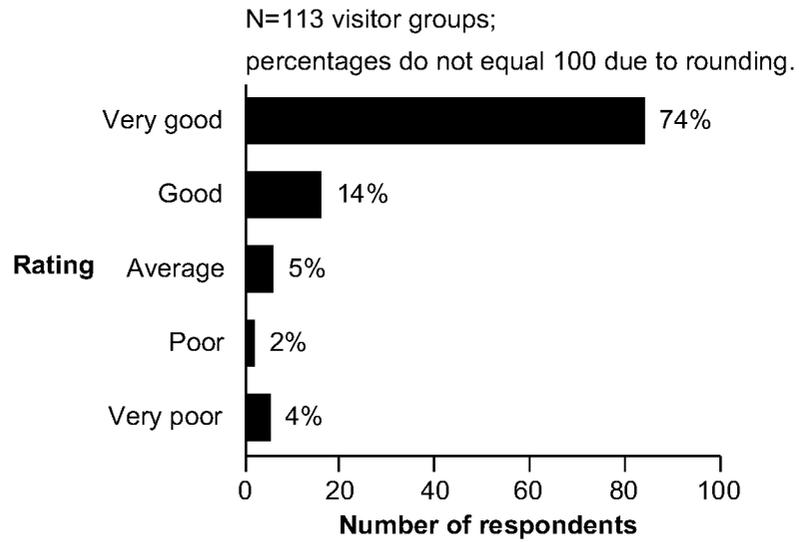


Figure 38: Quality of trolley to sites

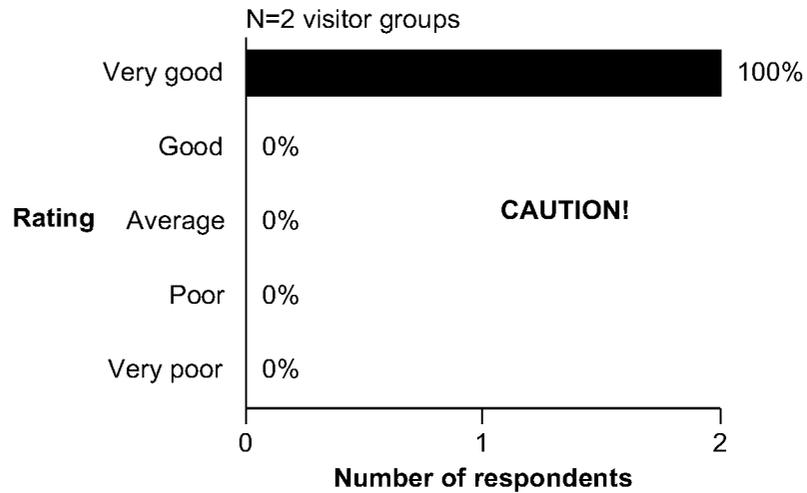


Figure 39: Quality of handicapped access

Visitors were asked to list their expenditures within the Quincy area during the entire day of their visit. They were asked how much money they spent for travel (gas, bus fare, etc.), food (restaurant, groceries, etc.), and "other" items (souvenirs, film, gifts, etc.).

Expenditures

Many visitor groups (76%) spent up to \$50 in total expenditures in the Quincy area during this visit (see Figure 40). Seventeen percent spent no money during their visit.

Visitors' money was spent almost equally on travel (31%), food (34%) and other expenses (35%), as shown in Figure 41.

For travel, 60% of the visitor groups spent up to \$25 (see Figure 42). For food, 59% of the groups spent up to \$25 (see Figure 43). Fifty-five percent of the groups spent up to \$25 for "other" items (see Figure 44).

The average visitor group expenditure in the Quincy area during this visit was \$28. The average per capita expenditure was \$11. The median group expenditure (50% of groups spent more; 50% spent less) was \$15.

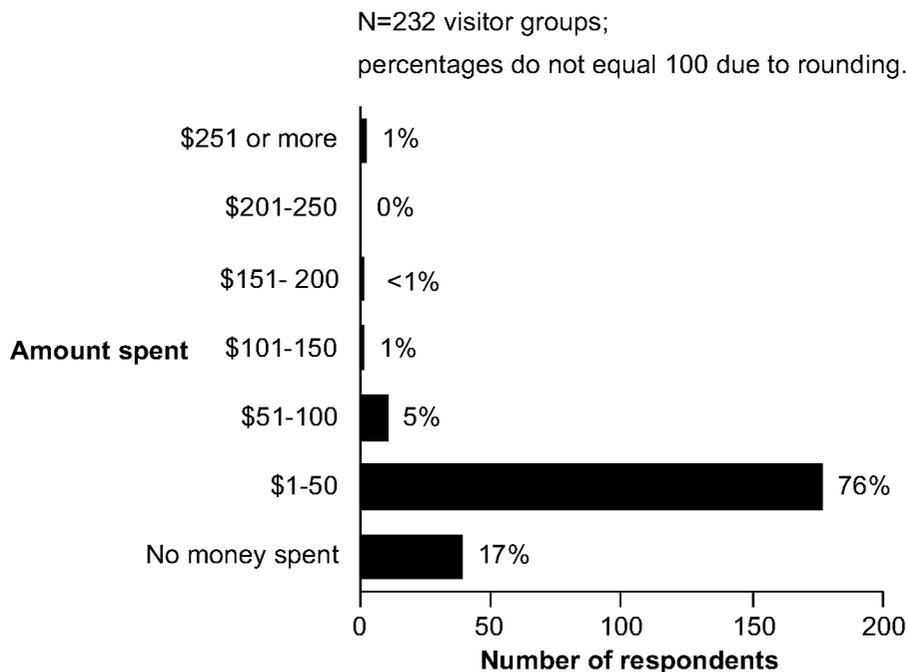


Figure 40: Total expenditures in the Quincy area

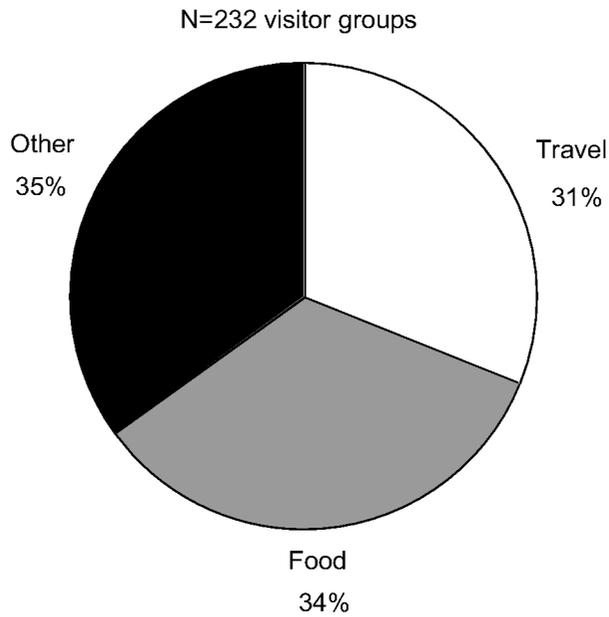


Figure 41: Expenditures by category

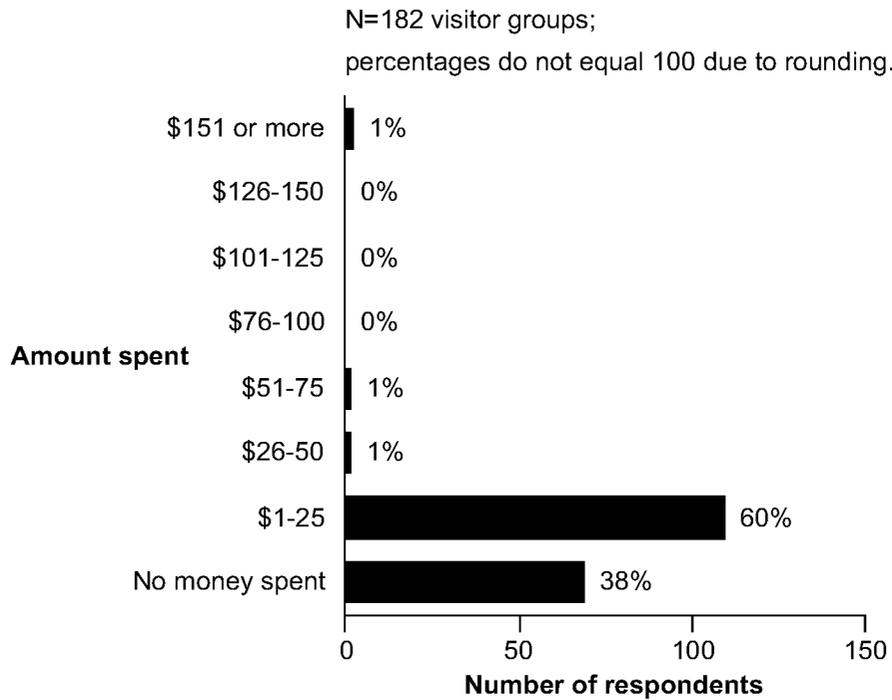


Figure 42: Travel expenditures

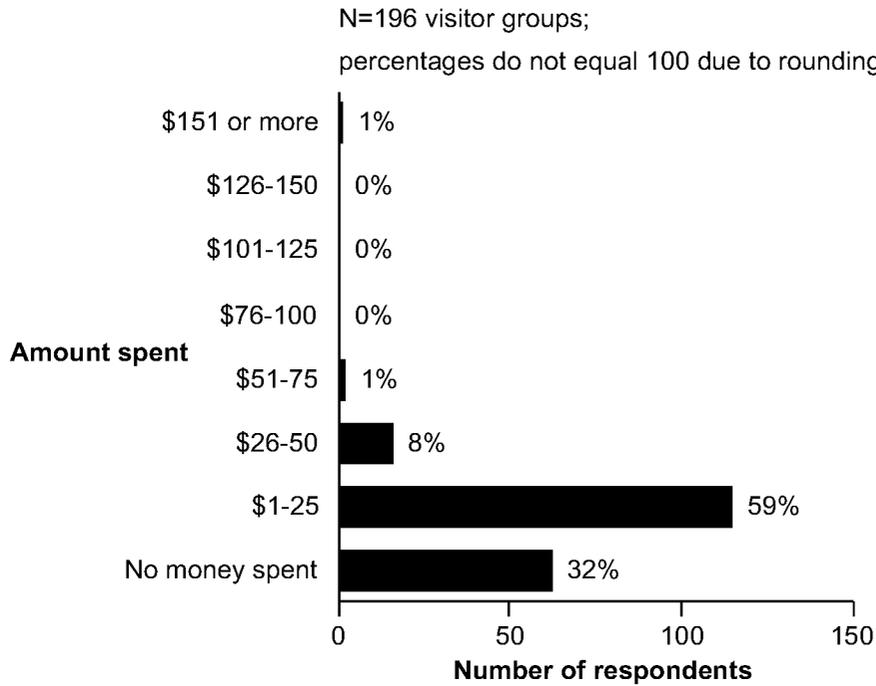


Figure 43: Food expenditures

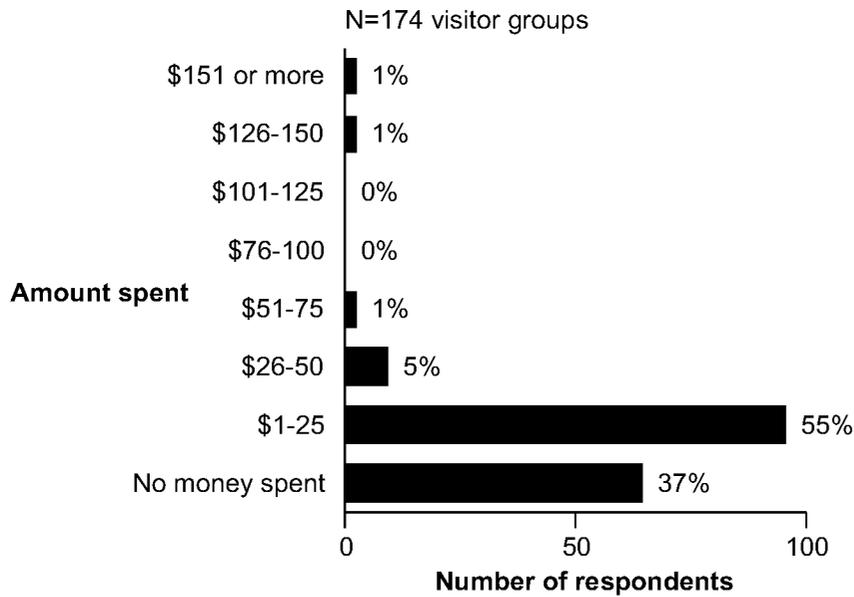


Figure 44: "Other" expenditures

Wait for tour of Adams Old House

Visitors were asked if they had to wait to take a tour of the Adams Old House. Forty-five percent of the visitors said they had to wait to take a tour (see Figure 45). Of those visitors that had to wait, 72% waited 15 minutes or less (see Figure 46). Activities visitors participated in while waiting included sitting on the Adams Old House porch, exploring the Adams Old House grounds and garden, talking with other visitors, talking with park employees and walking around the visitor center (see Table 6).

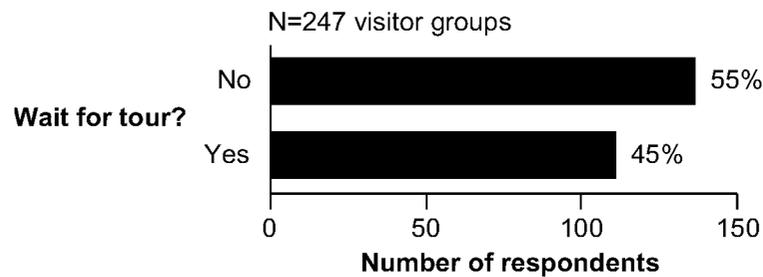


Figure 45: Wait for Adams Old House tour?

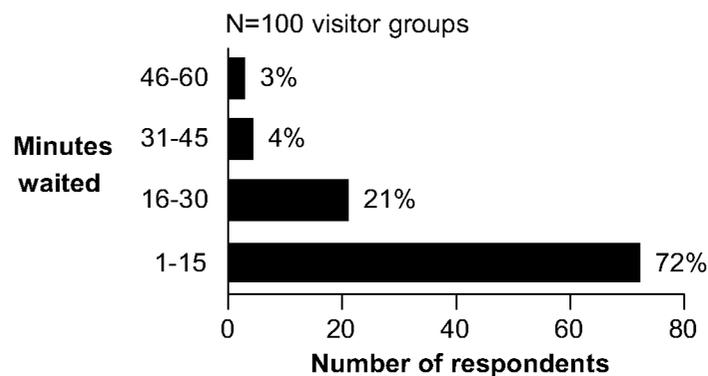


Figure 46: Minutes waited for Adams Old House tour

Table 6: Visitor activities while waiting for tour

N=138 comments;
some visitors made more than one comment.

Activity	Number of times mentioned
Sat on Old House porch	22
Explored garden/ grounds	20
Talked with other visitors	18
Talked with park ranger	13
Walked around the visitor center	12
Ate lunch, snack	11
Browsed books	8
Shopped in visitor center	6
Took photographs	5
Relaxed	4
Walked around Galleria	3
Watched video	3
Visited United First Parish Church	3
Parked in parking garage	2
Used restroom	2
Saw end of previous tour	1
Walked grounds at Birthplaces	1
Visited old cemetery	1
Looked at exhibits	1
Read brochure and park literature	1
Walked to Old House from visitor center	1

**Opinions
about tour
length**

Visitors were asked their opinions about the tour length for the Adams Old House, the Adams Birthplaces, and the United First Parish Church. Most visitors (89%) felt that the length of the Adams Old House tour was about right (see Figure 47). Eighty-five percent of visitors thought that both the tour of the Adams Birthplaces and the United First Parish Church were also about right in length (see Figure 48 and Figure 49).

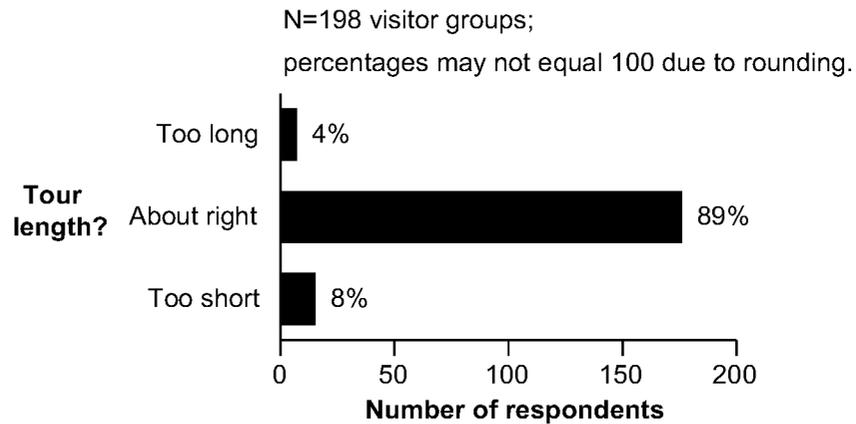


Figure 47: Length of Adams Old House tour

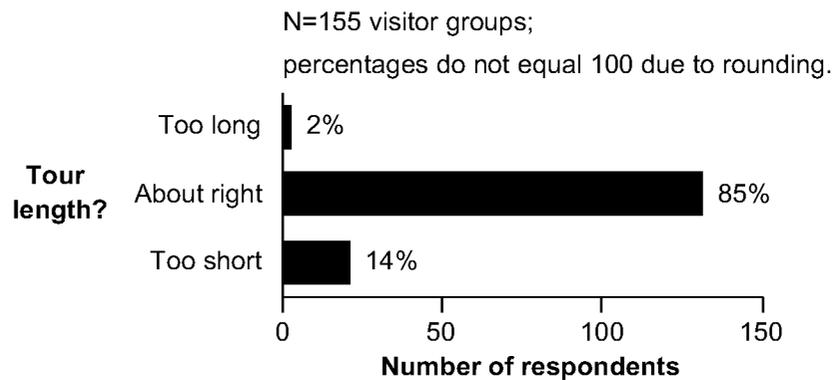


Figure 48: Length of Adams Birthplaces tour

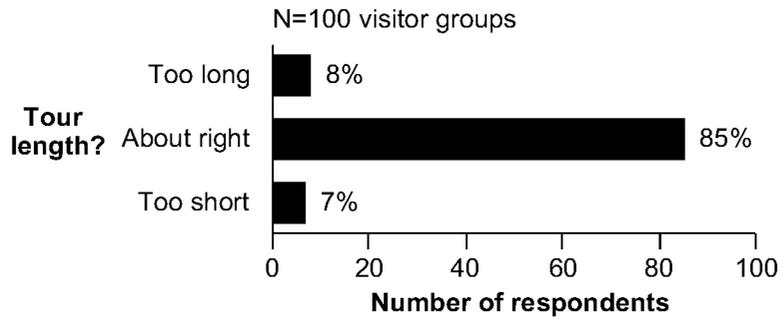


Figure 49: Length of United First Parish Church tour

Willingness to pay fee for guided trolley tours

Visitors were asked if they would be willing to pay a modest fee to take a guided trolley tour of Adams National Historic Site. Sixty-five percent of visitors said that they would be likely to pay a fee for this service (see Figure 50). Sixteen percent of visitors would not be willing to pay a fee and 20% were not sure.

Sixty-three percent of visitors would be willing to pay a fee for a guided trolley tour around the Adams National Historic Site and the Quincy area, as shown in Figure 51. Eighteen percent of visitors were not likely to pay a fee for this service and 19% were not sure.

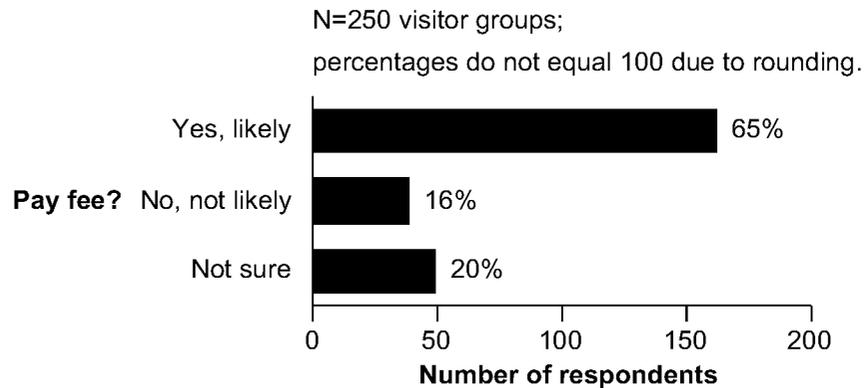


Figure 50: Pay fee for guided trolley tour of Adams NHS?

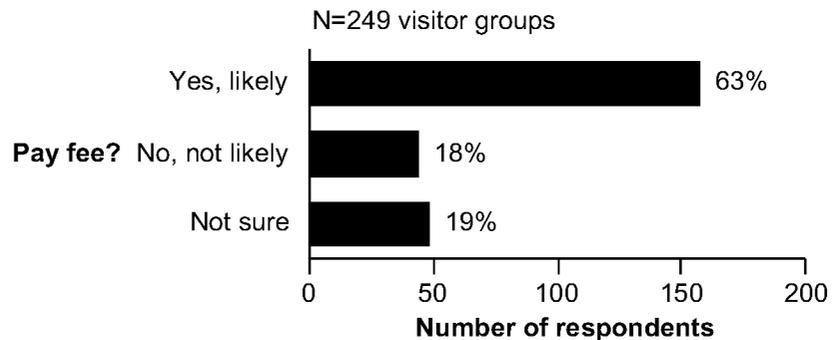


Figure 51: Pay fee for guided trolley tour of Adams NHS and Quincy area?

Visitors were asked to rate the overall quality of the visitor services provided at Adams during this visit. Many visitors (96%) said services were "very good" or "good" (see Figure 52). No visitor group said the services were "poor" or "very poor."

**Overall
quality of
visitor
services**

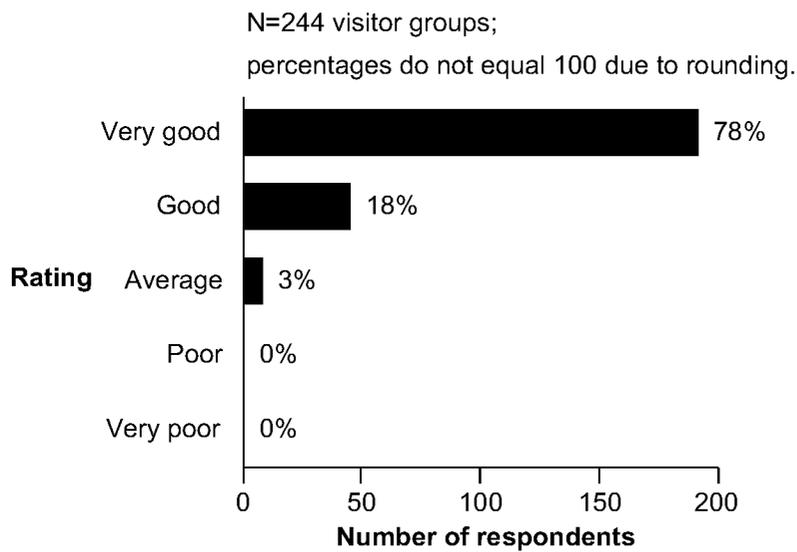


Figure 52: Overall quality of visitor services

Planning for the future

Visitors were asked "If you were a manager planning for the future of Adams National Historic Site what would you propose? Please be specific." Fifty-seven percent of the visitors (148) responded to the question. A summary of their responses is listed below and in the appendix.

Planning for the future

N=240 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Improve employee service	2
Train younger guides	2
Other comments	2
INTERPRETIVE SERVICES	
Provide more interpretation for children	11
Offer guided trolley tours	11
Include more historical information	10
Offer more films	9
Provide more information about Adams family	8
Offer trolley from Boston	5
Have re-enactors play Adams family members	5
Offer self-guided audio tours	5
Provide more information at Adams Birthplaces	4
Offer better book selection	4
Provide giftshop at Adams Old House	3
Provide more interpretive signs at sites	3
Offer better maps of area	3
Provide more information at United First Parish Church	2
Other comments	8
FACILITIES AND MAINTENANCE	
Post better directional signs	18
Add air conditioning	12
Improve access between sites	8
Add more restrooms	5
Improve parking	3
Other comments	2
POLICIES	
Publicize more	27
Stay open past 5:00 p.m.	4
Allow visitors to start tour at any site	4
Extend summer hours	2
Do not charge to ride trolley	2
Raise more money	2
Other comments	8

GENERAL IMPRESSIONS

Do not change anything	24
Allow more leisurely visit	8
Arrived at the park late	3
Other comments	11

Additional comments

Visitors were asked "Is there anything else you and your group would like to tell us about your visit to Adams National Historic Site?" Fifty-eight percent of visitors (151) responded to the question. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Additional comment summary

N=321 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff/rangers helpful, friendly	69
Unhelpful/uninformed staff/rangers	11
Rangers were good with children	6
Enjoyed trolley driver	5
INTERPRETIVE SERVICES	
Enjoyed Adams Old House tour	11
More enthusiasm/ imagination needed	7
Improve/ add more giftshop items	6
Offer re-enactments	5
Enjoyed Adams Birthplaces tour	5
Tour too crowded	4
Enjoyed trolley ride	2
Offer more maps	2
Did not receive brochure	2
Allow more time outside during the tours	2
Other comments	5
FACILITIES AND MAINTENANCE	
Offer seats in the Adams Old House	11
Enjoyed garden and grounds	11
Experienced parking difficulties	5
Old House is in good condition	2
Other comments	4
POLICIES	
Offer ticket sales at each site	14
Raise entrance fee	6
Entrance fee is fair	3
More publicity	2
Other comments	2

GENERAL IMPRESSIONS

Enjoyed visit	42
Wish we could have seen more	12
Will recommend to others	11
Will return	11
Do not change anything	9
Special place	8
Educational	7
Thank you	6
Interesting	5
Too much traffic	4
Park is well run	2
Keep up the good work	2

Adams National Historic Site Additional Analysis

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

Additional Analysis:

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

- | | | |
|-------------------------|--------------------------------|--|
| • Group size | • Length of stay--planned | • Total expenditures |
| • Group type | • Length of stay--actual | • Travel expenditures |
| • Guided tour | • Reasons for visiting | • Food expenditures |
| • Age | • Sites visited | • "Other" expenditures |
| • Number of visits | • Sites visited first | • Wait for tour |
| • State of residence | • Other sites visited | • Length of wait |
| • Country of residence | • Forms of transportation used | • Opinions about tour length |
| • Activities | • Service/ facility used | • Willingness to pay for trolley |
| • Primary destination | • Service/ facility importance | • Willingness to pay for Adam and Quincy trolley |
| • Source of information | • Service/ facility quality | • Overall quality rating |

Database

A database is being created containing all the VSP visitor studies results from 1988 through the present. The database will be operational in April 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:mail, e:mail or fax and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those across the nation, or within a specific region, with other natural areas, or sorted in many other ways.

Phone/ send requests to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133
Phone: 208-885-7863
FAX: 208-885-6226
e-mail: littlej@uidaho.edu
cc:mail: Margaret Littlejohn NP-PNR

QUESTIONNAIRE



NPS D-45

February 1996



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Adams National Historic Site

Visitor Study

Summer 1995

Appendix

Report 78

Visitor Services Project
Cooperative Park Studies Unit

Adams National Historic Site

Visitor Study

Summer 1995

Appendix

Kristin FitzGerald
Mark Patterson

Visitor Services Project
Report 78

April 1996

This volume contains a summary of visitors' comments for Questions 18 and 19. The summary is followed by their unedited comments.

Mark Patterson and Kristin FitzGerald are VSP Research Associates based at the Cooperative Park Studies Unit, University of Idaho. We thank the staff of Adams National Historic Site for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Planning for the future

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Train younger guides	2
Other comments	2
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Offer more films	9
Provide more information about Adams family	8
Offer trolley from Boston	5
Have re-enactors play Adams family members	5
Offer self-guided audio tours	5
Provide more information at Adams Birthplaces	4
Offer better book selection	4
Provide giftshop at Adams Old House	3
Provide more interpretive signs at sites	3
Offer better maps of area	3
Provide more information at United First Parish Church	2
Other comments	8
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Add air conditioning	12
Improve access between sites	8
Add more restrooms	5
Improve parking	3
Other comments	2
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Publicize more	27
Stay open past 5:00 p.m.	4
Allow visitors to start tour at any site	4
Extend summer hours	2
Do not charge to ride trolley	2
Raise more money	2
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Do not change anything	24
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Offer ticket sales at each site	14
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Wish we could have seen more	12
Will recommend to others	11
Will return	11
Do not change anything	9
Special place	8
Educational	7
Thank you	6
Interesting	5
Too much traffic	4
Park is well run	2
Keep up the good work	2
