



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

Visitor Services Project



**John F. Kennedy  
National Historic Site**  
Visitor Study  
Summer 2006



University of Idaho  
Park Studies Unit  
Visitor Services Project  
Report 175



**Social Science Program  
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# **John F. Kennedy National Historic Site Visitor Study Summer 2006**

**Park Studies Unit  
Visitor Services Project  
Report 175**

January 2007

Jessica Evans  
Yen Le  
Steven Hollenhorst

Jessica Evans is a Research Assistant, Dr. Le is the VSP Assistant Director, and Dr. Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank David Vollmer and the staff and volunteers of John F. Kennedy National Historic Site for their assistance with this study. This study was partially funded by the Recreation Fee Program.

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**Visitor Services Project**  
**John F. Kennedy National Historic Site**  
**Report Summary**

- This report describes the results of a visitor study at John F. Kennedy National Historic Site (NHS) during June 28 - July 25, 2006. A total of 473 questionnaires were distributed to visitor groups. Of those, 316 questionnaires were returned, resulting in a 66.8% response rate.
- This report profiles a random sample of John F. Kennedy NHS 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-four percent of visitor groups were in groups of two and 30% were in groups of three or four. Fifty-seven percent of the visitor groups were family groups. Forty-eight percent of visitors were ages 41-65 years and 11% were ages 15 years or younger.
- Most of visitors (84%) visited John F. Kennedy NHS for the first time in their lifetime and 94% visited only once in the last 12 months. Sixty-nine percent of visitors (16 years or older) held a bachelor's degree or higher.
- United States visitors were from Massachusetts (31%), New York (10%), California (8%), and smaller proportions came from 39 other states. International visitors comprised 14% of the total visitation. Of the international visitors, 25% came from Japan, 12% from Australia, and smaller proportions came from 19 other countries.
- Prior to this visit, of the visitor groups who read information visitor groups most often obtained information about John F. Kennedy NHS through travel guides/tour books/publications (44%), friends/relatives/word of mouth (30%), and living in the local area (30%). Sixteen percent of visitor groups did not obtain any information about the park before their visit. Most groups (76%) received the information they needed about the park. On a future visit to the park, the sources of information that visitor preferred to use included the park website (58%), and travel guides/tour books/other publications (42%)
- Forty-three percent of visitor groups' reason for traveling to Boston, MA was to visit other attractions in the area, while 39% came to visit friends/relatives. John F. Kennedy NHS was a reason that 23% of visitor groups visited Boston, MA.
- The most common activities that visitor groups participated in were to learn about the Kennedy family (77%), take the ranger-led house tour (76%), and to learn about JFK (71%).
- 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 286 visitor groups included the ranger-led house tour (74%), visitor center film/video (53%), and visitor center exhibits (51%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included the ranger-led house tour (95%, N=202), audio house tour (88%, N=51), and visitor center restrooms (81%, N=77). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included ranger-led house tour (97%, N=197), assistance from park staff (96%, N=114), and visitor center restrooms (90%, N=77).
- Most visitor groups (89%) rated the overall quality of services, facilities, and recreational opportunities at John F. Kennedy NHS as "very good" or "good." One percent of visitor 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



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## INTRODUCTION

This report describes the results of a visitor study at John F. Kennedy NHS from June 28, — July 25, 2006 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**

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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 Services, Facilities, Elements, Attributes, and Value for Fee Paid*
- *Information about Future Preferences*
- *Overall Quality*
- *Visitor Comments*

### **Section 3: Appendices**

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to 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 results of this study have been published.

Appendix 3: Decision rules for checking non-response bias

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the 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>.

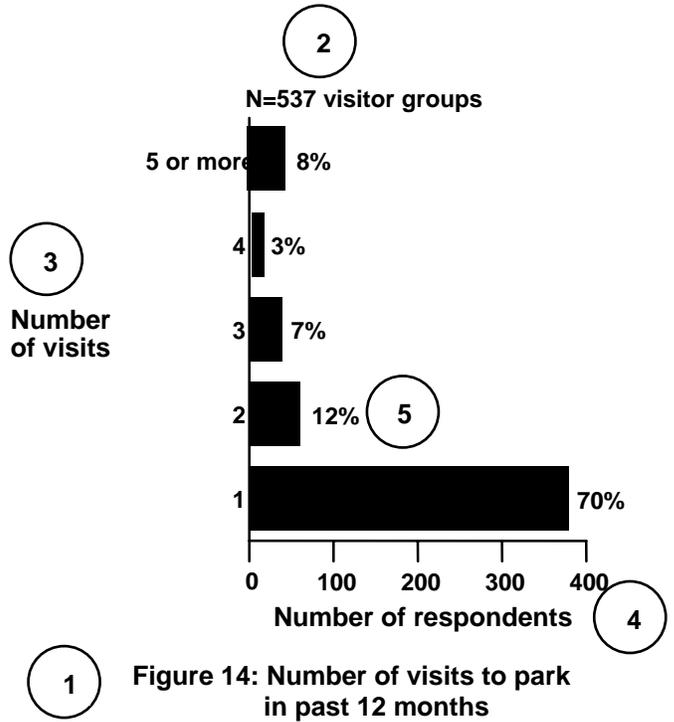
Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

**Presentation of the results**

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

**SAMPLE ONLY**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, **CAUTION!** 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). In accordance with this methodology, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with visitor groups, and 473 questionnaires were distributed to a random sample of visitor groups that arrived at John F. Kennedy NHS during the period from June 28 — July 25, 2006. All questionnaires were distributed on the house's front porch. The questionnaires were available in three languages (English, Japanese, and Spanish) and were distributed by rangers who are fluent in these languages. Table 1 shows the proportions of questionnaires distributed in each language.

Language	Distributed		Returned	
	N	Percent of total	N	Percent of total
English	434	92	290	82
Japanese	30	6	25	8
Spanish	9	2	1	<1
Total	473	100	316	100

#### Questionnaire design

The John F. Kennedy NHS 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 John F. Kennedy NHS. 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 John F. Kennedy NHS 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 supported.

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## **Survey procedure**

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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, with the member who had the next birthday, 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 asked for their names, addresses, and telephone numbers 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 a U.S. first class postage stamp.

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

<h2><b>Data Analysis</b></h2>
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Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and an SQL/PHP custom designed application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

### Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. It is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of June 28 — July 25, 2006. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

### Special Conditions

The questionnaires were distributed over a long period of time (June 28 – July 25, 2006) except for the 4<sup>th</sup> July. During this time period, the park was closed on Mondays and Tuesdays. However, visitors who were not admitted into the house on these days still received a questionnaire if they were willing to participate. There may be a difference in these results because of visitors’ more limited experience at the park.

During the period when the surveys were distributed, an International Lions Club convention took place in the Boston area, potentially affecting the visitation during the July 4<sup>th</sup> holiday weekend, particularly of international visitors. Weather conditions were typical of the area during summer time. Most of the time it was hot and humid with occasional rainy days.

### Checking Non-response Bias

At John F. Kennedy NHS, 526 visitor groups were contacted and 473 of these groups (90%) accepted the questionnaire. Questionnaires were completed and returned by 316 visitor groups, resulting in a 66.8% response rate for this study. Three variables were used to check the non-response bias: visiting day, group size, and age of the participant (the person in the group who were randomly selected to complete the survey).

Table 2 shows that day of the week when the questionnaires were distributed does not affect the response pattern. Questionnaires distributed during weekend vs. weekday, during closed vs. open days were returned with the same rate. In addition, the difference between respondent and non-respondent ages is insignificant (see Table 3). The average group size of respondents is not different than the average age of non-respondents. Response discrepancy was not found in any three checking variables. Thus, the non-response bias was judged to be insignificant and the survey data is a good representation of a larger park visitation. See Appendix 3 for more details of the non-response bias checking procedure.

**Table 2: Comparison of respondents and non-respondents on the day the questionnaires were distributed**

Day	Number returned	Number distributed
Sunday	64	93
Monday	29	50
Tuesday	17	29
Wednesday	45	61
Thursday	50	77
Friday	50	74
Saturday	60	89
Total	316	473
Chi-square test = 4.353      df=6      p-value=0.629		

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

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	308	46	152	43	0.075
Group size	311	3	143	3	0.133

## RESULTS

### Demographics

#### Visitor group size

Question 13

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

Results

- 44% of visitors were in groups of two (see Figure 1).
- 38% were in groups of three or more.

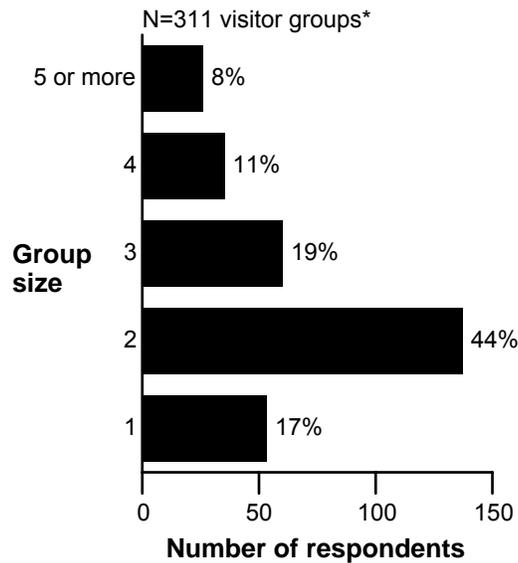


Figure 1: Visitor group size

#### Visitor group type

Question 12

On this visit, what kind of personal group (not guided tour/educational group) were you with? Please check (✓) only one.

Results

- 57% of visitor groups were with their families (see Figure 2).
- 18% were alone.
- 17% were with friends.
- “Other” groups (3%) included:
  - Members of a larger group
  - Client
  - Caregiver
  - Other sightseers

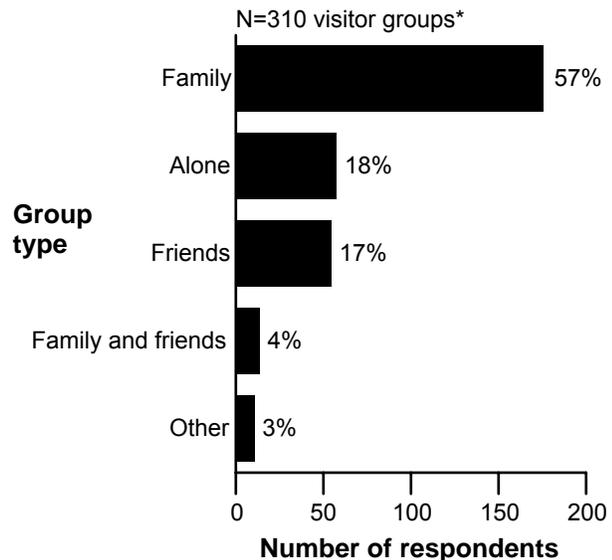


Figure 2: Visitor group type

\*total percentages do not equal 100 due to rounding

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

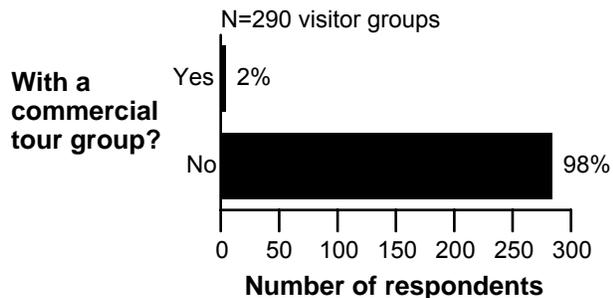
## Visitors with organized groups

### Question 11a

On this visit, were you and your personal group with a commercial tour group?

#### Results

- 2% of visitor groups were traveling with a commercial tour group (see Figure 3).



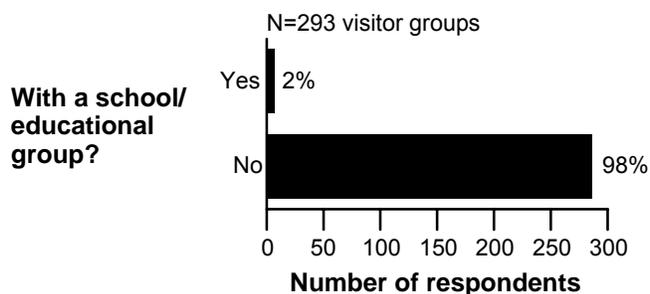
**Figure 3: Visitors traveling with a commercial tour group**

### Question 11b

On this visit, were you and your personal group with a school/educational group?

#### Results

- 2% of visitor groups were traveling with a school/educational group (see Figure 4).



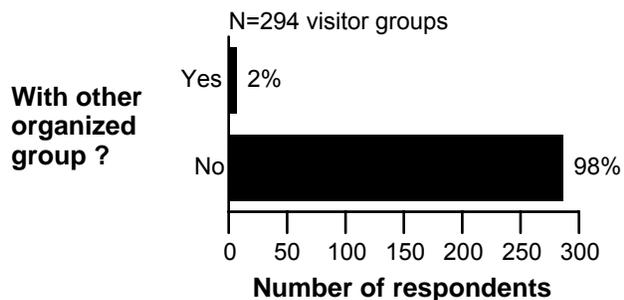
**Figure 4: Visitors traveling with a school/educational group**

### Question 11c

On this visit, were you with other organized group (business, church group, etc.)?

#### Results

- 2% of visitor groups were traveling with other type of organized group (see Figure 5).



**Figure 5: Visitors traveling with other organized group**

\*total percentages do not equal 100 due to rounding

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

### Visitor level of education

**Question 18**

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

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

**Results**

- 39% of visitor groups held a graduate degree (see Figure 6).
- 30% held a Bachelor’s degree.

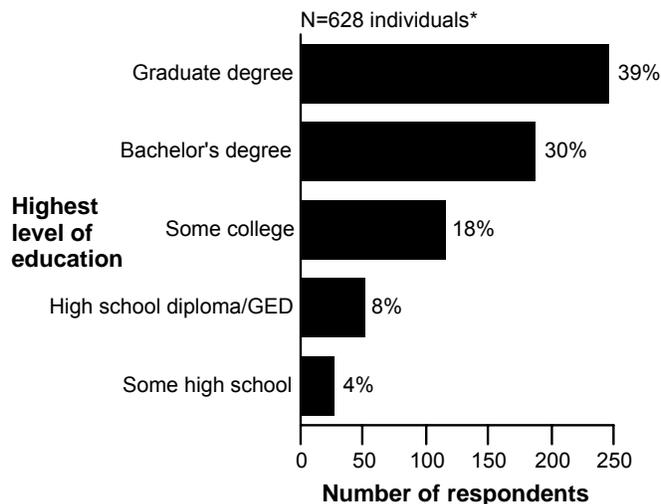


Figure 6: Visitor education

### Visitor age

**Question 14a**

For you and your personal group (up to seven members), what is your current age?

**Results**

- Visitor ages ranged from 1 to 92 years old.
- 48% of visitors were in the 41-65 years age group (see Figure 7).
- 29% of visitors were in the 21-40 years age group.
- 11% were 15 years or younger.
- 7% were 66 years or older.

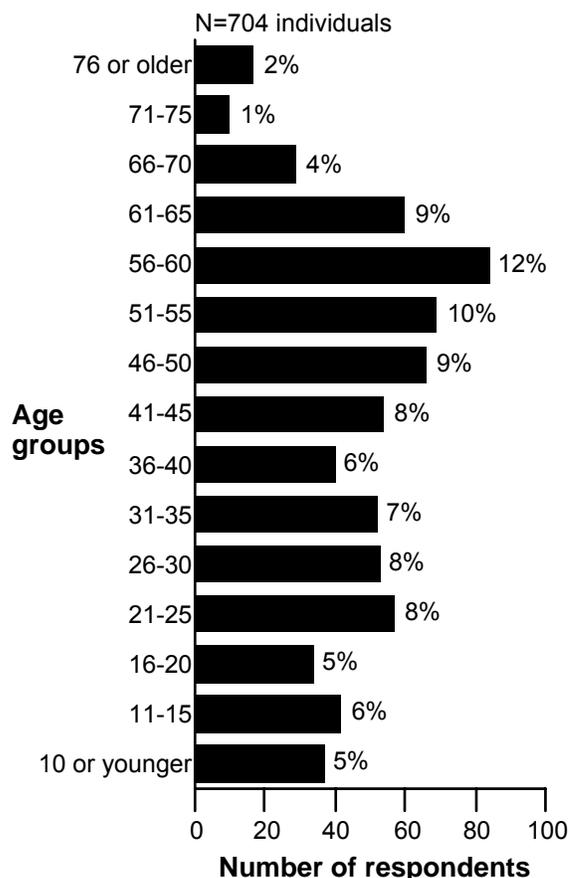


Figure 7: Visitor ages

\*total percentages do not equal 100 due to rounding

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

### Respondent ethnicity

Question 16a  
 For you only, are you Hispanic or Latino?

- Results
- 5% of respondents were Hispanic or Latino (see Figure 8).

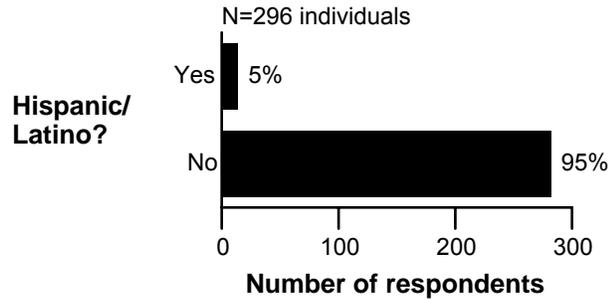


Figure 8: Respondent ethnicity

### Respondent race

Question 16b  
 For you only, which of these categories best indicates your race? Please check (✓) one or more.

- Results
- 82% of respondents were White (see Figure 9).
  - 15% of respondents were Asian.

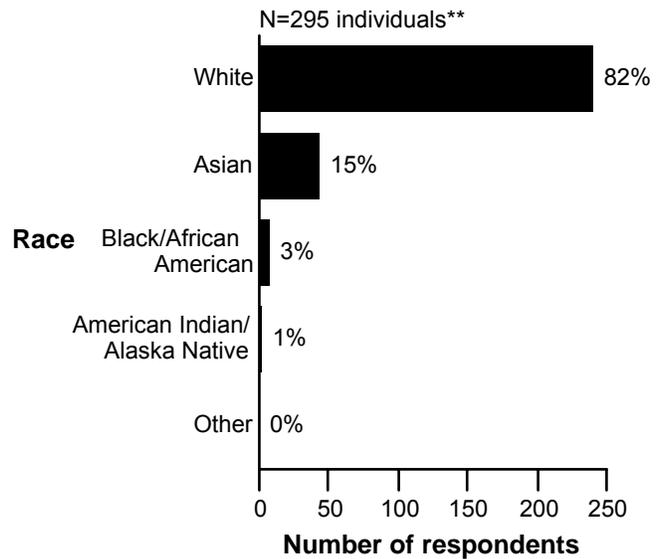


Figure 9: Respondent race

\*total percentages do not equal 100 due to rounding

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

## Visitors with disabilities/impairments

### Question 17a

Does anyone in your group have any disabilities/impairments that affected their visit to John F. Kennedy National Historic Site?

### Results

- 5% of visitor groups had members with disabilities/impairments that affected their park experience (see Figure 10).

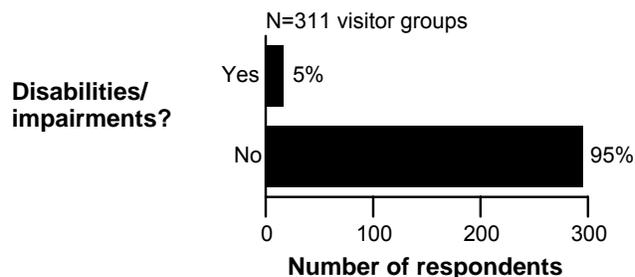


Figure 10: Visitors with disabilities/impairments

### Question 17b

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

### Results - Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable data (see Figure 11).
- “Other” types of disabilities (19%) included:
  - Difficulty walking up stairs
  - Parkinson's Disease
  - Standing for long periods

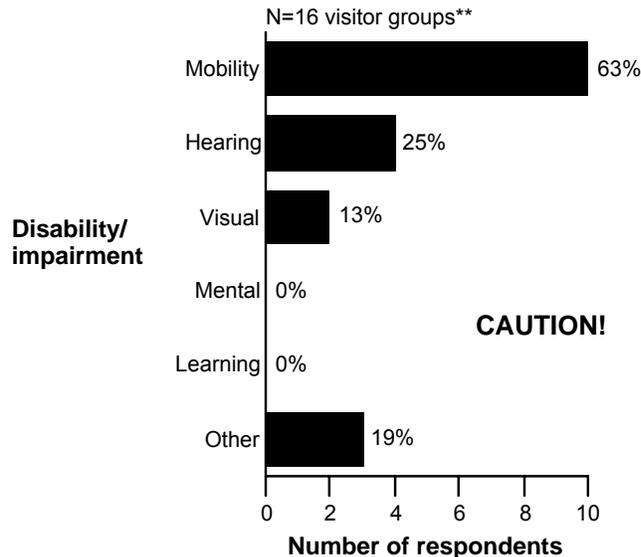


Figure 11: Type of disability/impairment

\*total percentages do not equal 100 due to rounding

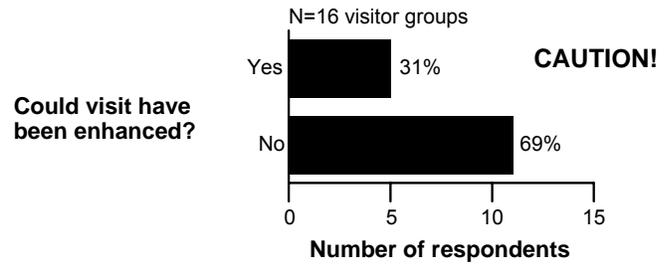
\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 17c

Because of the disability/impairment, is there any service or other aspect of your visit that could have been enhanced by physical changes or by changes in programs?

Results - **Interpret with CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 12).



**Figure 12: Visitors whose visit could have been enhanced by changes in programs due to disabilities/impairments**

Question 17d

If YES, please offer suggestions for improvement.

Results - **Interpret with CAUTION!**

- Suggestions for improvement mentioned by visitor groups included:
  - An elevator
  - Ramps
  - Wheelchair access
  - Stair rails on both sides

\*total percentages do not equal 100 due to rounding

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

### Number of visits to the park in past 12 months

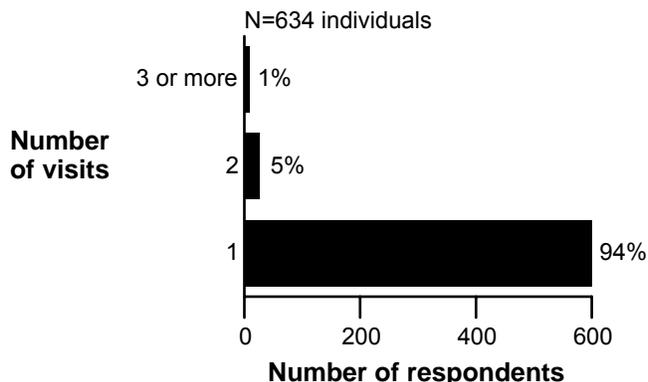
**Question 14c**

How many times have you visited the park in the past 12 months (including this visit)?

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

**Results**

- 94% of visitors were visiting the park for the first time in the past 12 months (see Figure 13).
- 5% had visited once before this visit.



**Figure 13: Number of visits to park in past 12 months**

### Number of visits to the park in visitors' lifetime

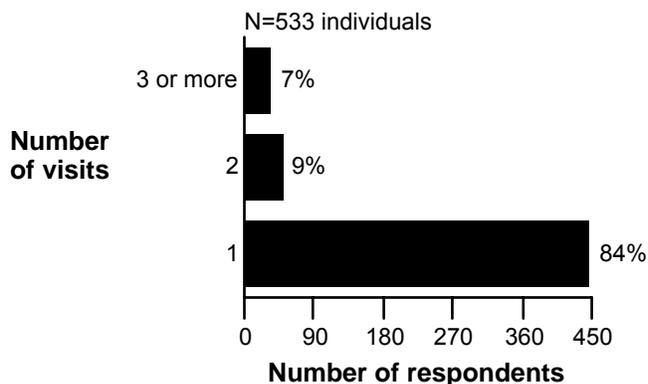
**Question 14d**

How many times have you visited the park in your lifetime (including this visit)?

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

**Results**

- 84% of visitors visited the park for the first time (see Figure 14).
- 9% had visited twice.
- 7% visited three or more times.



**Figure 14: Number of visits to park in visitors' lifetime**

\*total percentages do not equal 100 due to rounding

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

### United States visitors by state of residence

Question 14b

What is your state of residence?

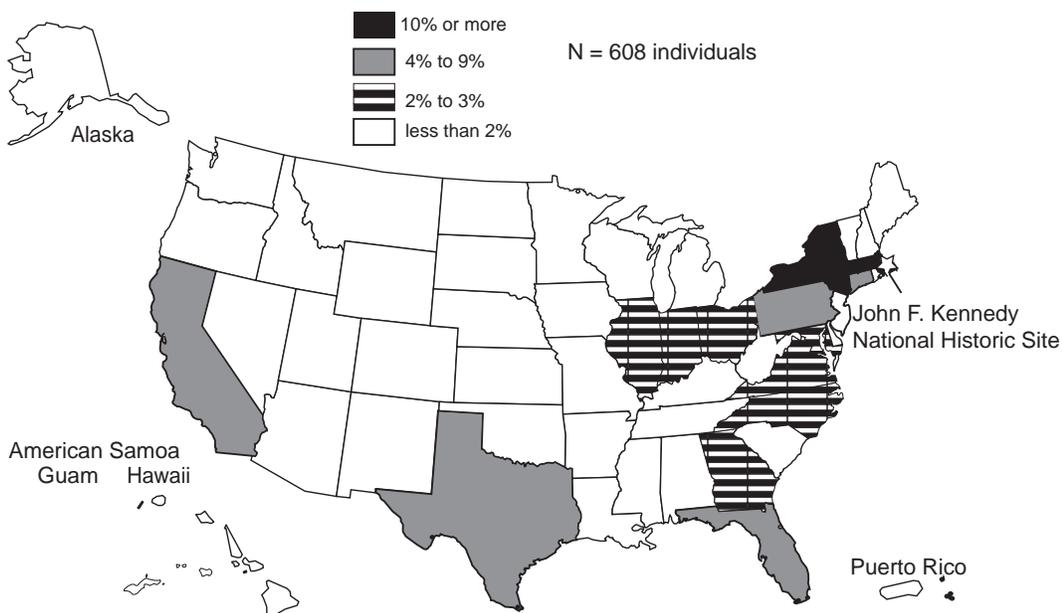
**Table 4: United States visitors by state of residence\***

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

**Results**

- U.S. visitors comprised 86% of total visitors to the park (see Table 4 and Map 1).
- 31% of visitors came from Massachusetts.
- 10% came from New York.
- 8% came from California.
- Smaller proportions came from 39 other states.
- On average, U.S. visitors live 715 miles away from the park.

State	Number of visitors	Percent of U.S. visitors N=608 individuals	Percent of total visitors N=710 individuals
Massachusetts	186	31	26
New York	63	10	9
California	47	8	7
Florida	34	6	5
Texas	28	5	4
Connecticut	25	4	4
Pennsylvania	22	4	3
Virginia	15	3	2
Georgia	14	2	2
Illinois	14	2	2
Ohio	14	2	2
Maryland	13	2	2
Indiana	12	2	2
North Carolina	11	2	2
28 other states	110	18	15



**Map 1: Proportions of United States visitors by state of residence**

\*total percentages do not equal 100 due to rounding

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

### International visitors by country of residence

Question 14b What is your country of residence (other than U.S.)?		Table 5: International visitors by country of residence*		
Note: Response was limited to seven members from each visitor group.		Number of visitors	Percent of international visitors N=102 individuals	Percent of total visitors N=710 individuals
Country				
Japan		26	25	4
Australia		12	12	2
Canada		8	8	1
Germany		8	8	1
France		7	7	1
Denmark		6	6	1
Mexico		5	5	1
Norway		5	5	1
England		4	4	1
China		3	3	<1
Spain		3	3	<1
Taiwan		3	3	<1
Israel		2	2	<1
Netherlands		2	2	<1
United Kingdom		2	2	<1
Argentina		1	1	<1
Ireland		1	1	<1
Italy		1	1	<1
Scotland		1	1	<1
Turkey		1	1	<1
Wales		1	1	<1

#### Result

- International visitors comprised 14% of total visitation to the park.
- 25% of international visitors were from Japan, as shown in Table 5.
- 12% were from Australia.
- Smaller proportions came from 19 other countries.

\*total percentages do not equal 100 due to rounding

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

**Language**

Question 15a

What one language do you and/or members of your group prefer to use for speaking?

Results

- 87% of visitors prefer to use English for speaking (see Figure 15).
- 8% prefer to use Japanese.
- "Other" languages (3%) included:

- American sign
- Danish
- Russian
- Mandarin
- Norwegian
- Taiwanese
- Gaelic
- Hebrew

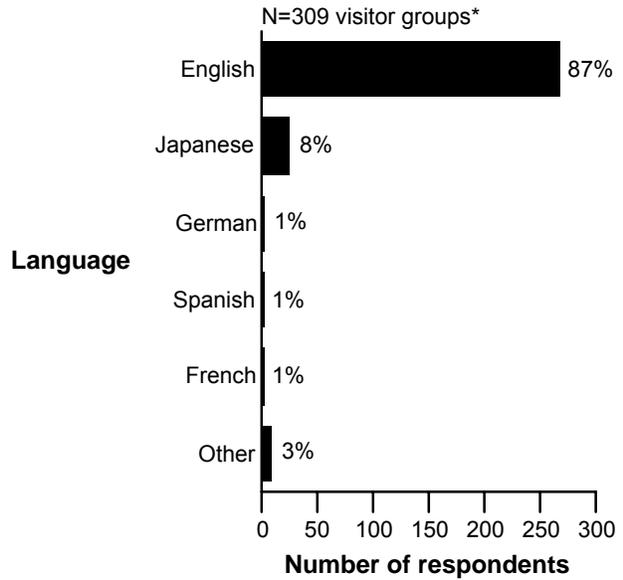


Figure 15: Language preferred for speaking

Question 15a

What one language do you and/or members of your group prefer to use for reading?

Results

- 87% of visitors prefer to use English for reading (see Figure 16).
- 8% prefer to use Japanese.
- "Other" languages (3%) included:

- American sign
- Chinese
- Danish
- Hebrew
- Norwegian
- Russian
- Taiwanese

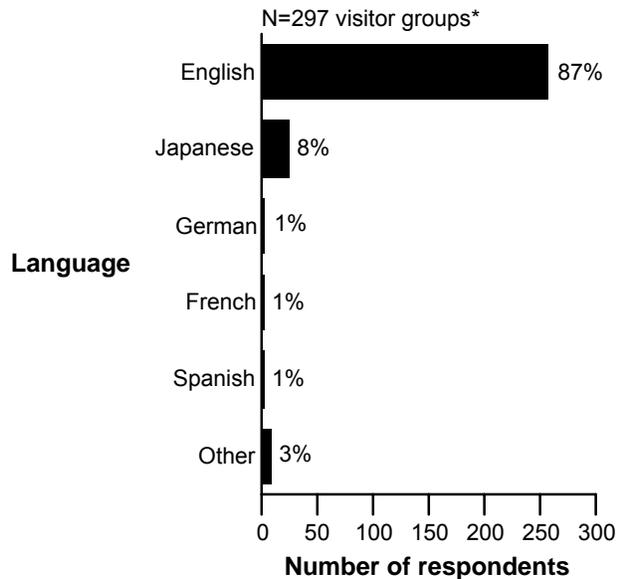


Figure 16: Language preferred for reading

\*total percentages do not equal 100 due to rounding

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

## Services in another language

### Question 15b

What services in the park would you and your group like to have provided in languages other than English? Please check (✓) all that apply.

#### Results:

- 79% of visitor groups would not like to have services provided in languages other than English (see Figure 17).
- As shown in Figure 18, of those who would like to have services translated (21%), the preferred services included:

74% Brochure  
 52% Audio tour  
 33% Ranger-led house tour

- "Other" services (2%) included:

Souvenirs

### Question 15c

In what language?

#### Results:

- Of the visitor groups who would like to have a service provided in another language (21%), the preferred languages include:

Japanese  
 Spanish  
 Chinese  
 French  
 Danish  
 Italian  
 Russian  
 German  
 Ukrainian  
 Taiwanese

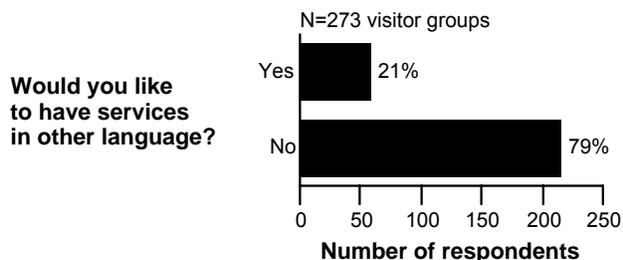


Figure 17: Visitors who are interested in translation of services

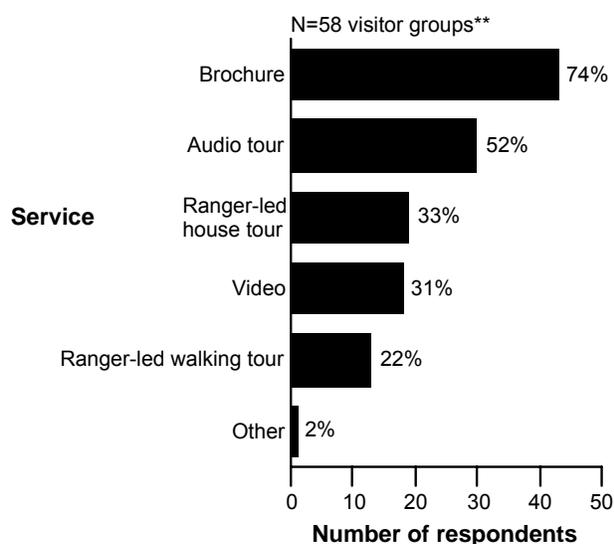


Figure 18: Services in languages other than English

\*total percentages do not equal 100 due to rounding

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

**Information Prior to Visit**

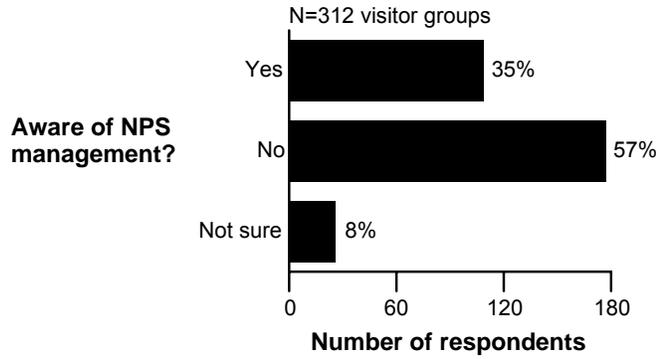
**Visitor awareness of park management**

**Question 1a**

Prior to this visit, were you and your group aware that John F. Kennedy NHS is managed by the National Park Service?

**Results**

- 57% of visitor groups were not aware that the site is managed by the National Park Service (see Figure 19).



**Figure 19: Aware that site is managed by the National Park Service**

\*total percentages do not equal 100 due to rounding

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

### Information sources prior to visit

**Question 2a**

Prior to this visit, how did you and your group obtain information about John F. Kennedy NHS? Please check (√) all that apply.

**Results**

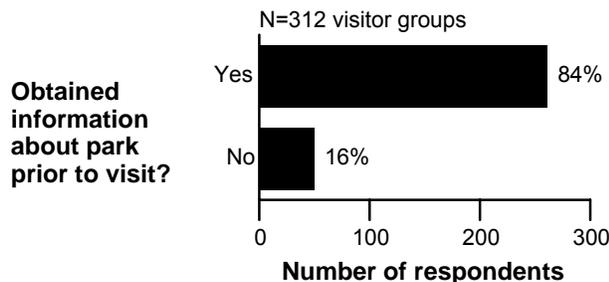
- 16% of visitor groups did not obtain any information about the park prior to their visit (see Figure 20).

- As shown in Figure 21, of those who obtained some information (84%), the most common sources of information included:

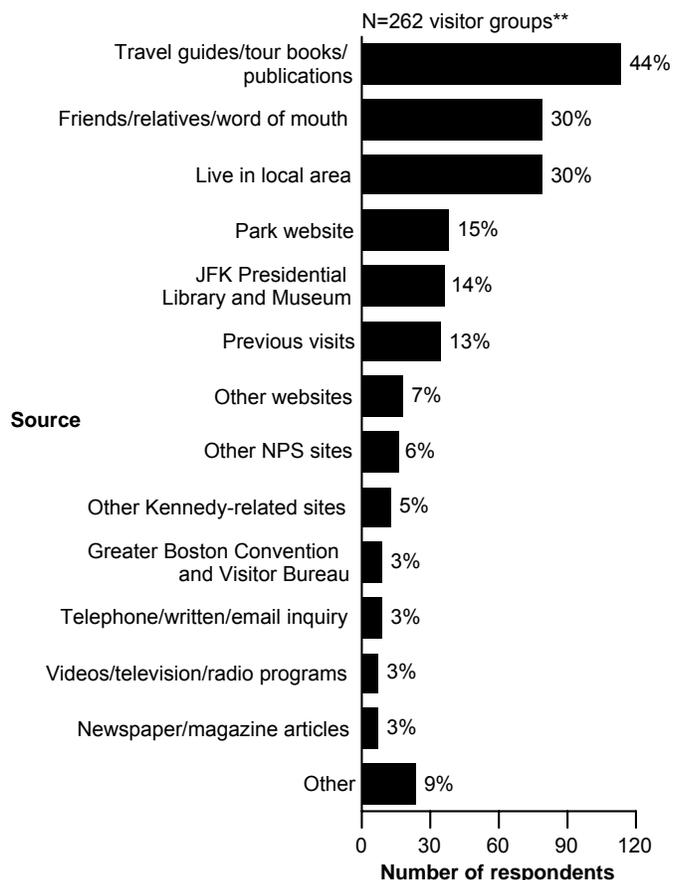
- 44% Travel guides/tour books/publications
- 30% Friends/relatives/word of mouth
- 30% Live in local area

- “Other” sources of information (9%) included:

- Signage
- Map
- Independent knowledge
- GPS
- Hotel desk
- NPS Passport book



**Figure 20: Visitors who obtained information about park prior to this visit**



**Figure 21: Sources of information used by visitor groups prior to this visit**

\*total percentages do not equal 100 due to rounding

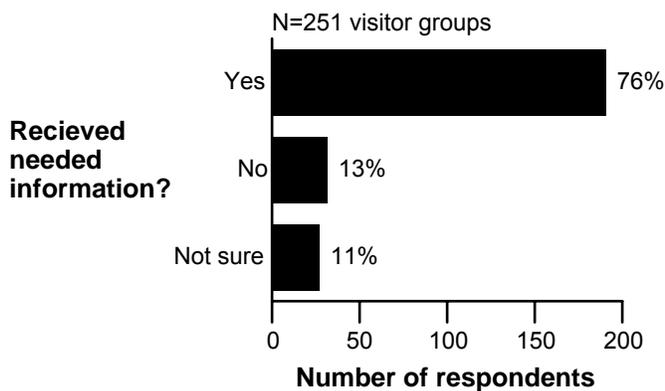
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 2c**

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

**Results**

- 76% obtained information they needed to prepare for this trip to John F. Kennedy NHS (see Figure 22).



**Figure 22: Visitor groups who received needed information prior to this visit**

**Question 2d**

If NO, what was the information you and your group needed that was not available?

**Results**

- Additional information that visitor groups needed but was not available through these sources included:

Schedule of hours/days  
 General directions/address  
 General site/tour information  
 Specific information about JFK  
 Driving directions  
 Directions from subway

\*total percentages do not equal 100 due to rounding

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

### Preferred sources of information on a future visit

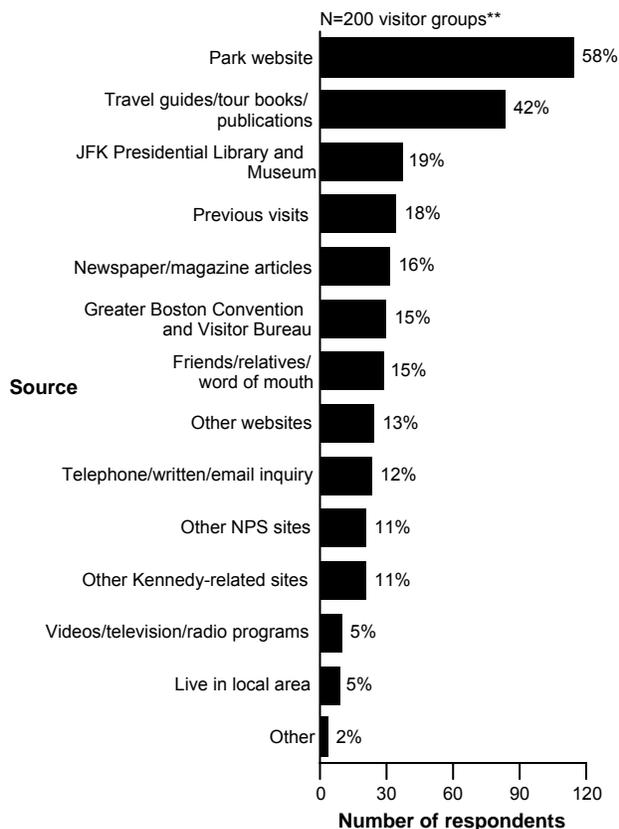
**Question 2b**

On future trips to John F. Kennedy NHS, what sources of information would you and your group prefer to use to obtain information in planning your visit? Please check (✓) all that apply.

**Results**

- As shown in Figure 23, the most preferred sources of information to use in planning a future visit were:

- 58% Park website
- 42% Travel guides/books
- 19% JFK Presidential Library and Museum



**Figure 23: Preferred sources of information to use in planning future visit**

\*total percentages do not equal 100 due to rounding

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

**Information During Visit**

**Reasons for visiting Boston, MA area**

**Question 3**

On this trip, what were the reasons that you and your group visited the Boston, MA area? Please check (✓) all that apply.

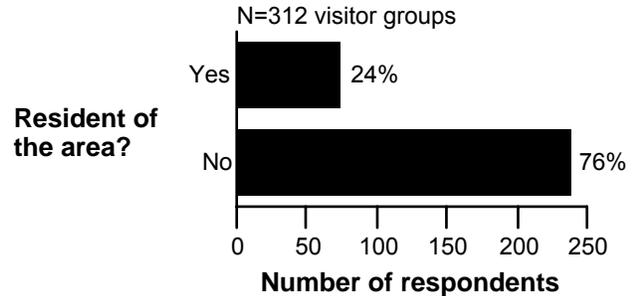
**Results**

- 24% of visitors were residents of the area (see Figure 24).
- As shown in Figure 25, for visitors who were not residents of the area (76%), the most common reasons for visiting the Boston, MA area were (see Figure 25):

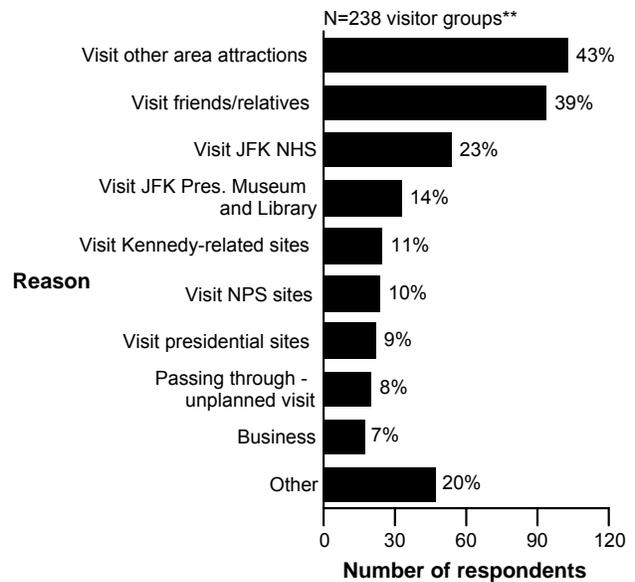
- 43% Visit other area attractions
- 39% Visit friends/relatives
- 23% Visit JFK NHS

- “Other” reasons for visiting the site area (20%) included:

- Leisure/vacation
- School/research
- Baseball/event
- Conference
- Resident showing a guest
- Passport stamp
- Religious



**Figure 24: Resident of area**



**Figure 25: Reasons for visiting Boston area**

\*total percentages do not equal 100 due to rounding

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

## Expected activities

### Question 9

This question lists activities available to the visitors at John F. Kennedy NHS.

a. As you were planning your trip, what activities did you and your group expect to include on this visit? Please check (✓) all that apply.

### Results

- As shown in Figure 26, the most common activities visitor groups expected to participate in were:

75% Learn about John F. Kennedy  
 74% Learn about the Kennedy family  
 59% Ranger-led house tour

- “Other” activities expected (2%) included:

Just view the house  
 Speak to ranger

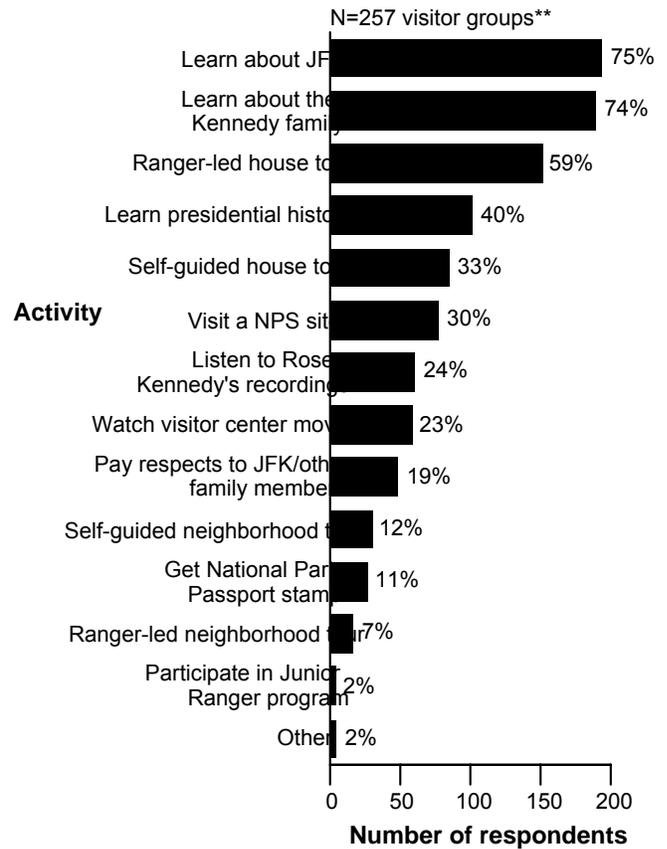


Figure 26: Expected activities

\*total percentages do not equal 100 due to rounding

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

**Activities on this visit**

**Question 9b**

On this visit, what activities did you and your group participate in? Please check (✓) all that apply.

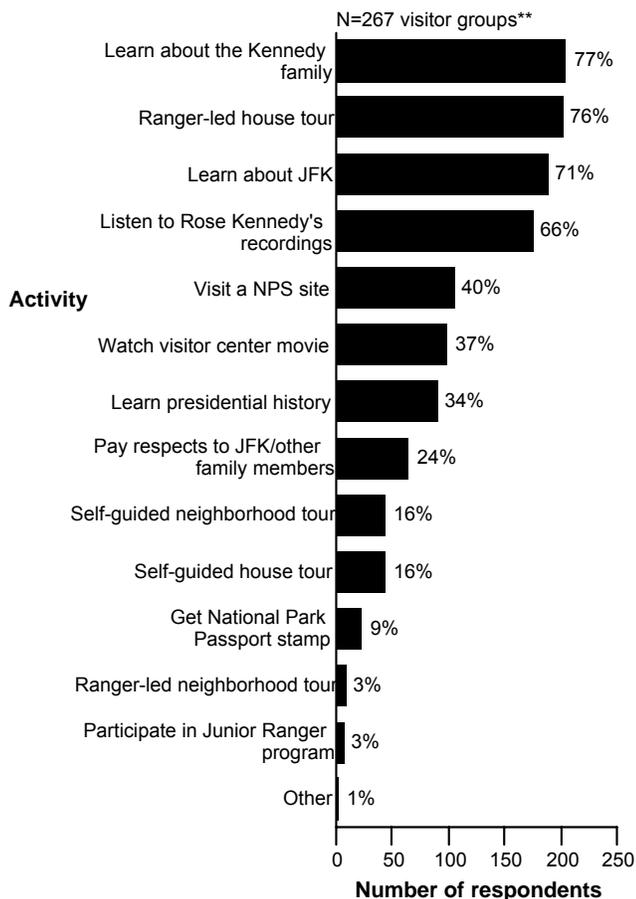
**Results**

- As shown in Figure 27, the most common activities visitor groups participated in were:

- 77% Learn about the Kennedy family
- 76% Ranger-led house tour
- 71% Learn about JFK

- “Other” activities (1%) included:

- Spoke with ranger
- Viewed house



**Figure 27: Activities on this visit**

\*total percentages do not equal 100 due to rounding

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

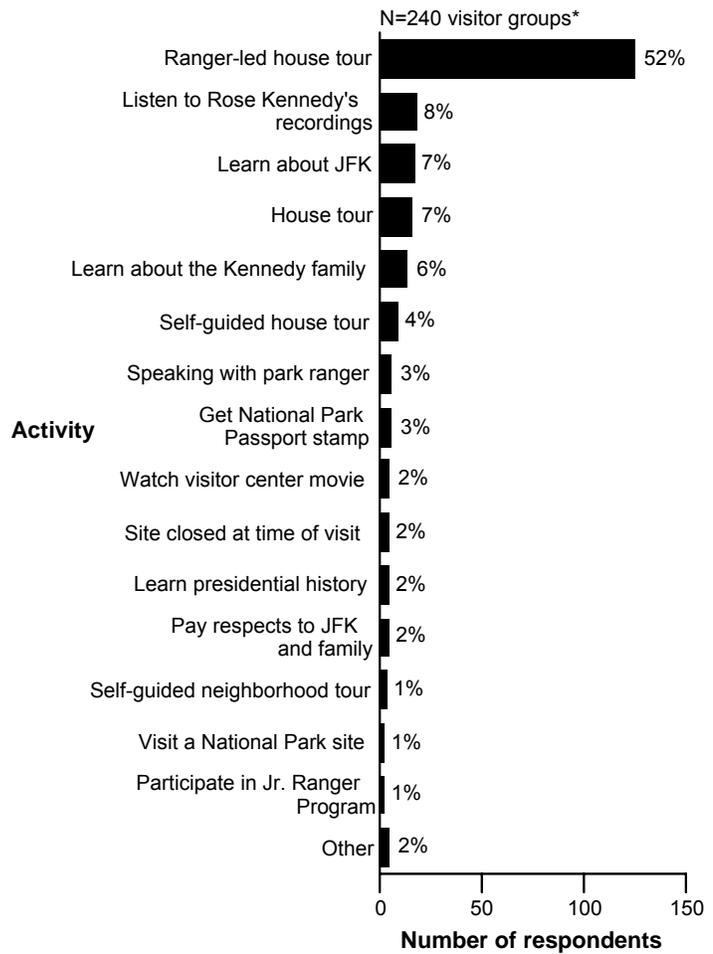
### Most important activities

**Question 9d**

On this visit, which one activity that you or your group participated in was the most important to your visit to John F. Kennedy NHS?

**Results**

- As shown in Figure 28, the most common activities visitor groups thought important were:
  - 52% Ranger-led house tour
  - 8% Listen to Rose Kennedy’s recordings
  - 7% Learn about John F. Kennedy
  - 7% House tour
- “Other” activities (2%) included:
  - Reading the articles the ranger gave us



**Figure 28: Most important activities**

\*total percentages do not equal 100 due to rounding

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

**Activities on past visits**

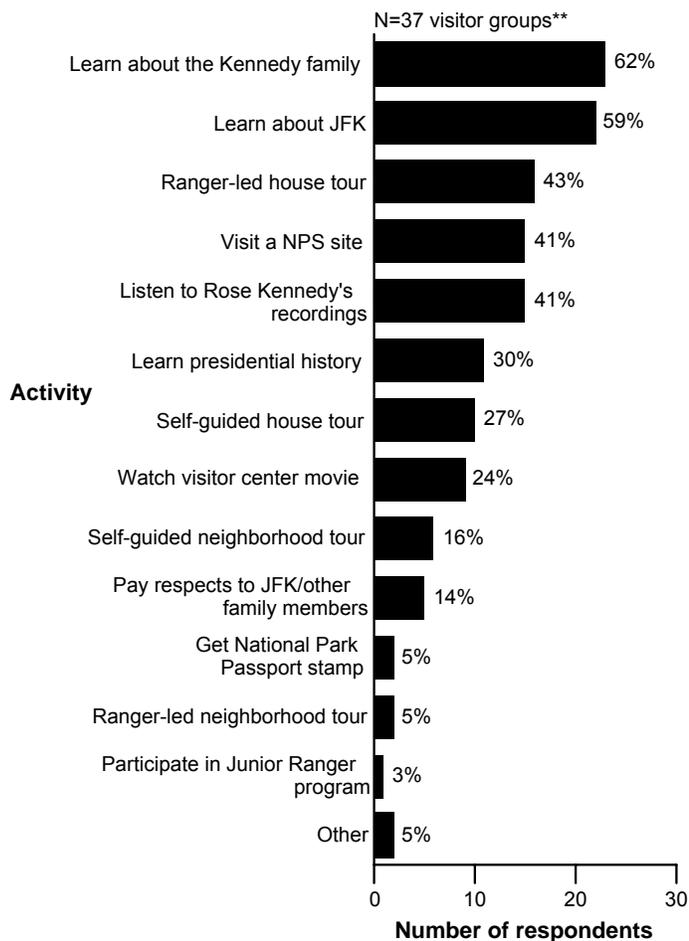
**Question 9c**

On past visits, what activities did you and your group participate in? Please check (✓) all that apply.

**Results**

- As shown in Figure 29, the most common activities that visitor groups participated in on past visits included:

- 62% Learn about the Kennedy family
- 59% Learn about John F. Kennedy
- 43% Ranger-led house tour



**Figure 29: Activities participated in on past visits**

\*total percentages do not equal 100 due to rounding

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

## Forms of transportation

### Question 6a

What forms of transportation did you and your group use on the day that you received this questionnaire to travel from your starting point to John F. Kennedy NHS? Please check (✓) all that apply.

### Results

- 55% of visitor groups walked (see Figure 30).
- 40% used a private vehicle.
- 24% used public transportation.
- "Other" forms of transportation (2%) included:

Rental vehicle

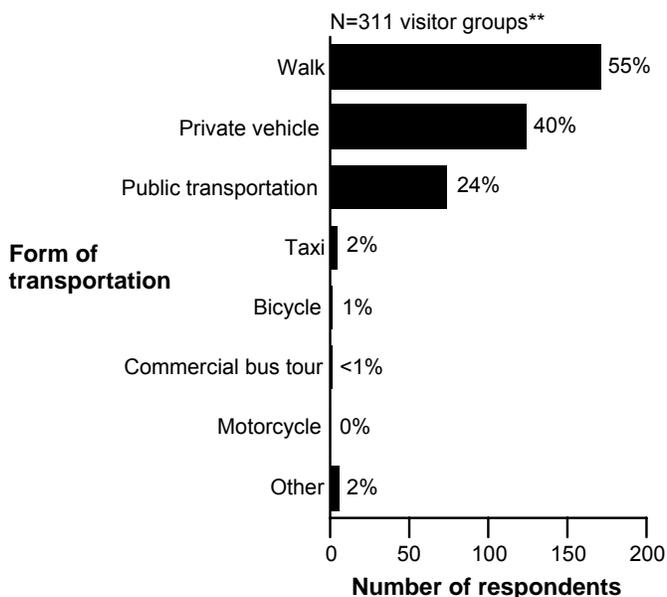


Figure 30: Forms of transportation from starting point to JFK NHS

## Number of vehicles

### Question 6b

For this visit, please list the number of vehicles that you and your group used to arrive at John F. Kennedy NHS.

### Results

- 99% of visitor groups used one vehicle to arrive at the park (see Figure 31).

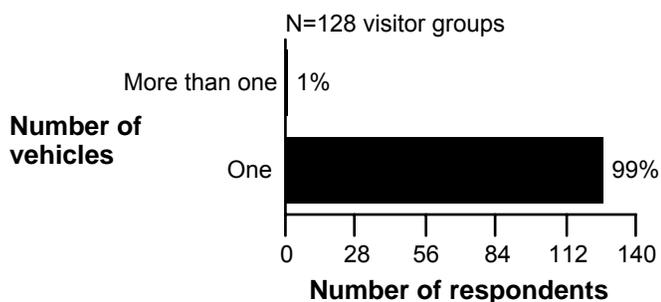


Figure 31: Number of vehicles used to arrive at park

\*total percentages do not equal 100 due to rounding

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

## Parking problems

### Question 7a

On this visit to John F. Kennedy NHS, did you and your group experience parking problems?

### Results

- 97% of visitor groups did not experience parking problems (see Figure 32).

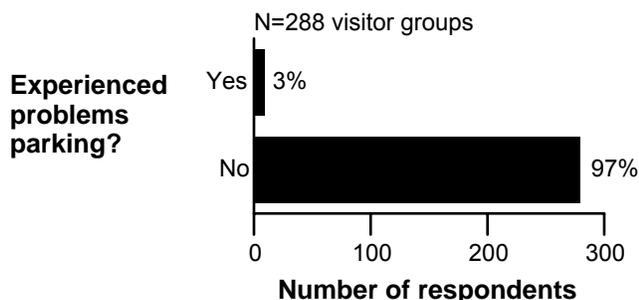


Figure 32: Experienced parking problems

### Question 7b

If YES, what parking problem did you experience?

### Results

- Parking problems visitors experienced included:

Parking limited  
No visible parking lot

## Difficulty locating site

### Question 4a

On this visit to John F. Kennedy NHS, did you and your group have any difficulty locating the site?

### Results

- 85% of visitor groups did not have difficulty locating the site (see Figure 33).

### Have difficulty in locating site?

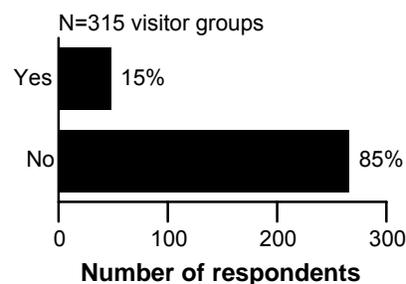


Figure 33: Difficulty locating site

### Question 4b

If YES, what was the problem?

### Results

- Problems visitors had locating the site included:

Regarding signage:  
More signs  
Signs from interstate exits/major highways  
Signs from transit station  
Need more noticeable signs

Regarding directions:  
General directions  
Driving/walking directions  
Directions from transit station

Site not well marked  
Site not on map  
Difficult to find

\*total percentages do not equal 100 due to rounding

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

## Length of visit

### Question 5a

On this visit to John F. Kennedy NHS, how long did you and your group spend at the site? (Include time spent visiting the house and the self-guided walking tour of the neighborhood.)

### Results

- 65% of visitor groups spent one to two hours visiting the site (see Figure 34).
- 20% spent two to three hours.
- 13% spent less than one hour.
- Average length of stay was one hour.

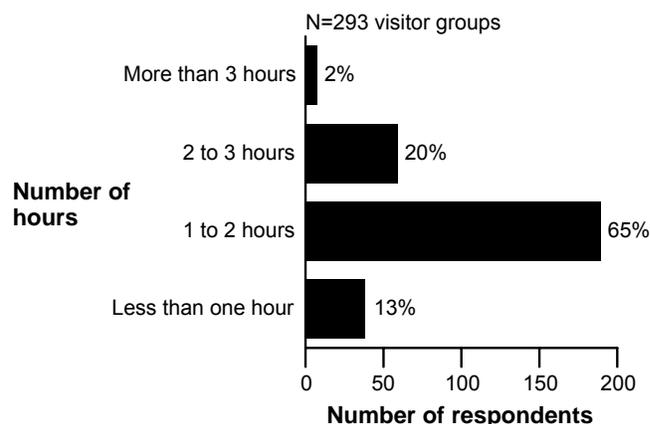


Figure 34: Number of hours visiting the park

### Question 5b

On this visit, did you and your group visit the site on more than one day?

### Results:

- 98% of visitors did not visit the site on more than one day (see Figure 35).

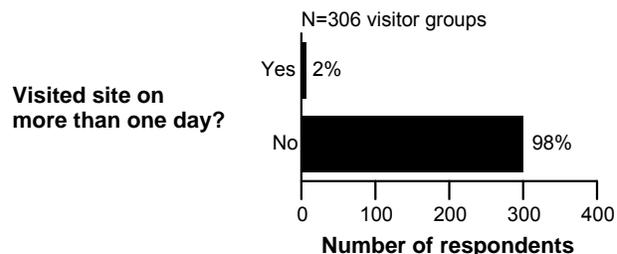


Figure 35: Visitors who visited the site on more than one day

### Question 5c

If YES, how many days did you visit?

### Results - Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable data (see Figure 36).

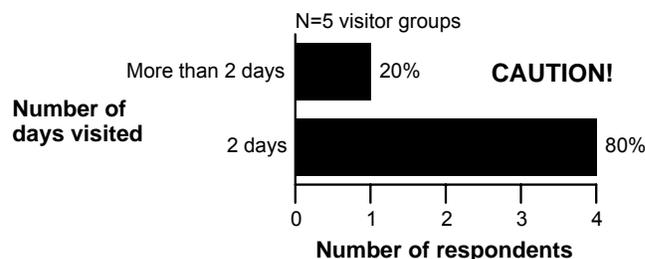


Figure 36: Number of days visited

\*total percentages do not equal 100 due to rounding

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

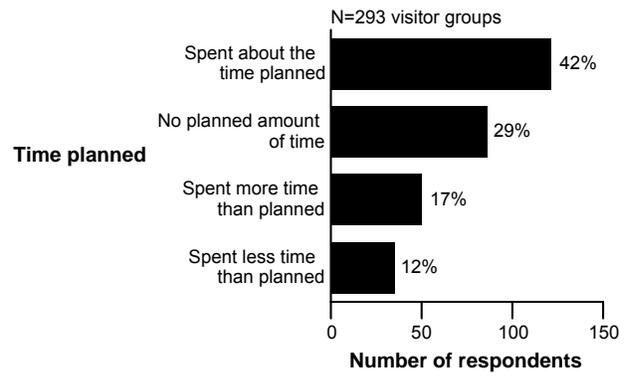
**Length of visit compared to time planned**

**Question 5d**

Compared with what you had planned, how much time did you and your group spend visiting John F. Kennedy NHS?

**Results**

- 42% of visitor groups spent "about the time planned" visiting the site (see Figure 37).
- 29% had "no amount of time planned."



**Figure 37: Length of visit compared to time planned**

\*total percentages do not equal 100 due to rounding

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

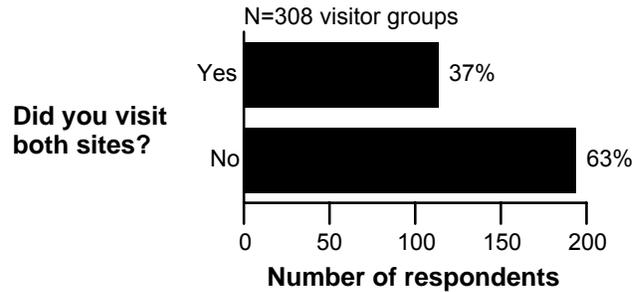
**Order of sites visited**

**Question 10a**

Did you and your group visit both John F. Kennedy NHS and John F. Kennedy Presidential Library and Museum on this or past visits?

**Results**

- 63% of visitor groups did not visit both the John F. Kennedy NHS and John F. Kennedy Presidential Library and Museum (see Figure 38).



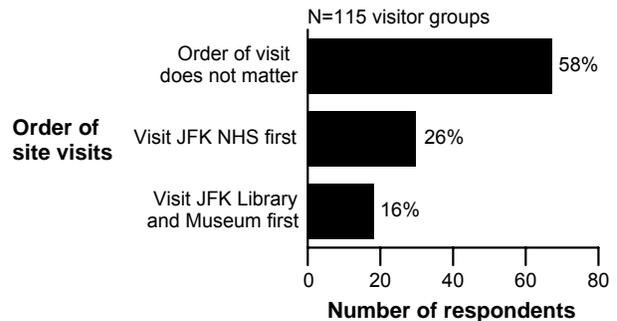
**Figure 38: Visitor groups who visited both the John F. Kennedy NHS and the John F. Kennedy Presidential Library and Museum**

**Question 10b**

If YES, in your opinion, what order should the sites be visited?

**Results**

- 58% of visitor groups thought the order of visit was not important (see Figure 39).
- 26% of visitor groups recommended visiting the John F. Kennedy NHS first.



**Figure 39: Recommended order of site visits**

\*total percentages do not equal 100 due to rounding

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

## Question 10c

If YES to Question 10a, please explain your choice

## Results

- Reasons why John F. Kennedy NHS should be visited first included:

Visits should be in chronological order  
 Background on Kennedy family  
 Background information on John F. Kennedy  
 To see family influence  
 To have insight into John F. Kennedy  
 Home deals with childhood, Library with adulthood

- Reasons why John F. Kennedy Presidential Library and Museum should be visited first included:

The emphasis is on presidency, not early life  
 It is a good introductory venue  
 There is more to see at the library  
 It gives the John F. Kennedy NHS more significance

- Reasons why the order sites visited is not important included:

Different information is offered  
 The sites are independent of each other  
 The sites complement each other  
 Prior knowledge makes order unimportant  
 It is important to see both, whatever order

\*total percentages do not equal 100 due to rounding

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

## Topics learned on this visit

### Question 20a

During this visit to John F. Kennedy NHS, did you and your group learn about the following topics? Please check (✓) all that apply.

### Results

- 85% of visitor groups learned about Rose Kennedy's views on motherhood/family life (see Figure 40).
- 83% learned about history of the Kennedy and Fitzgerald families.
- 78% learned about Rose Kennedy's role in creating John F. Kennedy NHS.
- 78% learned about experiences and ambitions of Joseph P. and Rose Kennedy during their residency.

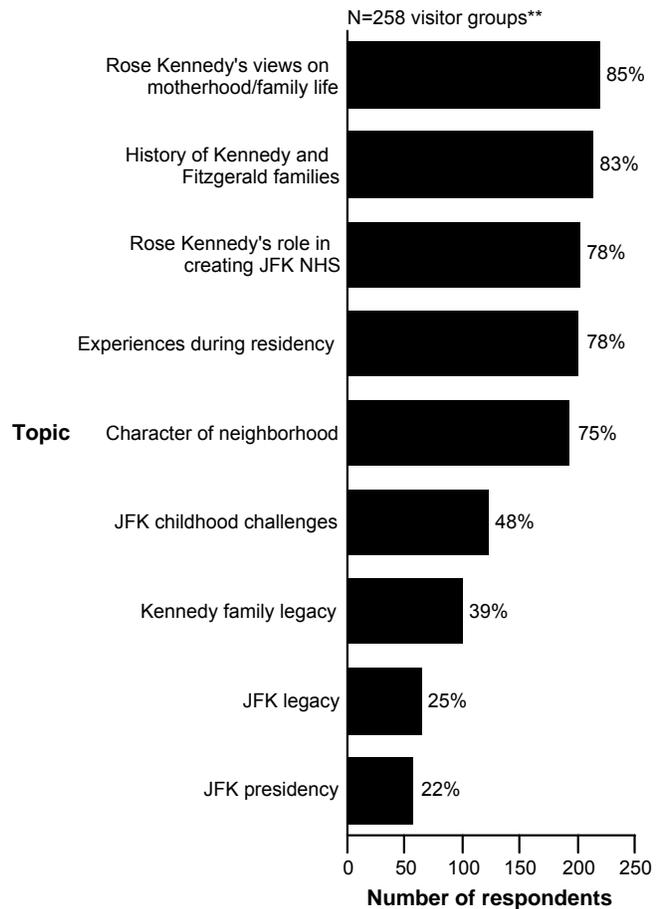


Figure 40: Topics learned on this visit

\*total percentages do not equal 100 due to rounding

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

## Topics to learn on a future visit

### Question 20b

Whether or not you learned about a certain topic on this visit, please indicate all of the topics that you are interested in learning about on a future visit to John F. Kennedy NHS. Please check (✓) all that apply.

### Results

- 3% of visitor groups were not interested in learning on a future visit to John F. Kennedy NHS (see Figure 41).
- Of those who were interested in learning (96%), the most common topics were (see Figure 42):

70% John F. Kennedy childhood challenges  
 63% character of neighborhood  
 61% history of Kennedy and Fitzgerald families

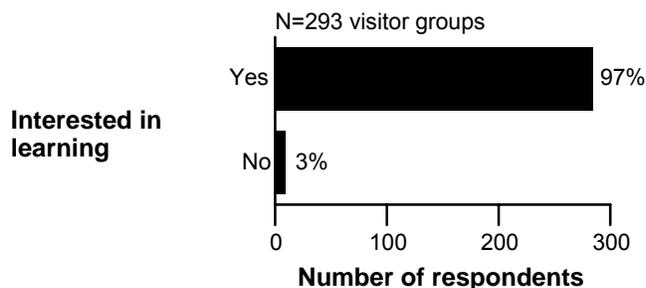


Figure 41: Visitor groups interested in learning

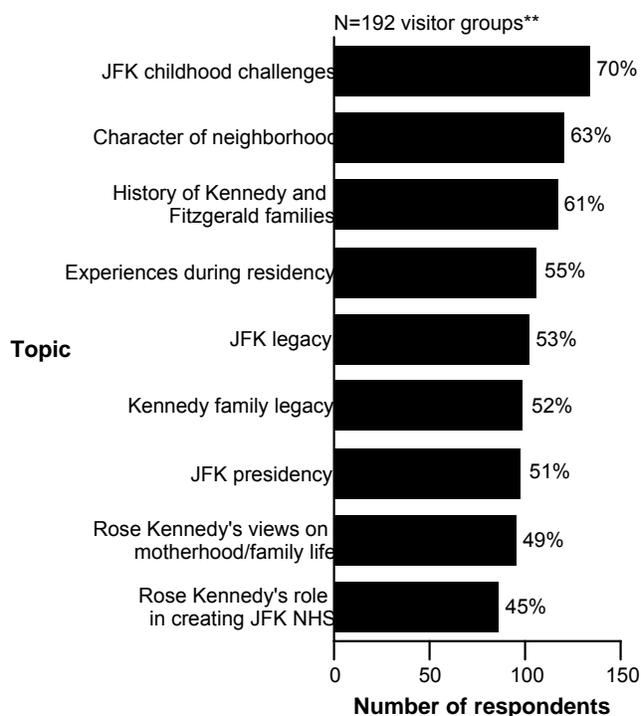


Figure 42: Topics to learn on a future visit

\*total percentages do not equal 100 due to rounding

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

**Additional learning topics on a future visit**

**Question 20c**

Please list any additional topics you and your group are interested in learning about at John F. Kennedy NHS.

**Results**

- Topics listed included:
  - Others in the household
  - Beginning of family fortune and rise to prominence
  - The community and family's involvement
  - More about JFK as a young boy
  - The era/times
  - Sibling interaction
  - The neighborhood
  - Site history
  - More of Rose Kennedy's recordings
  - More family stories/anecdotes
  - How Rose Kennedy ran the household and raised the children
  - The food/games/books of John F. Kennedy's childhood

**Preferred learning methods for a future visit**

**Question 21**

On a future visit to John F. Kennedy NHS, how would you and your group prefer to learn about the Kennedy history? Please check (✓) all that apply.

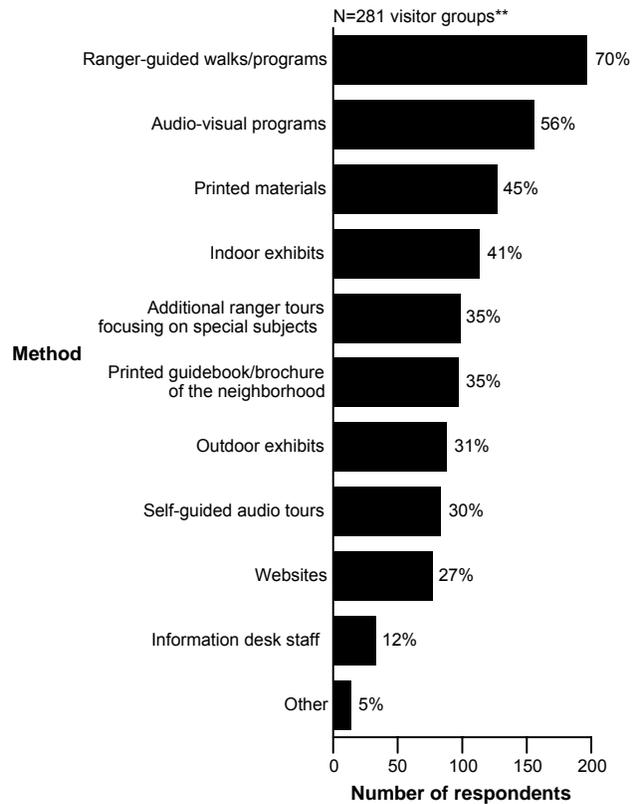
**Results**

- As shown in Figure 43, the most preferred methods of learning on a future visit were:

- 70% Ranger guided walks/programs
- 56% Audio-visual programs
- 45% Printed materials
- 41% Indoor exhibits

- "Other" methods of learning (5%) included:

- Better graphic presentation
- Speaking with park ranger
- More family photos



**Figure 43: Preferred learning methods for a future visit**

\*total percentages do not equal 100 due to rounding

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

\*total percentages do not equal 100 due to rounding

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

**Ratings of Visitor Services, Facilities, Attributes, and Value for Fee Paid**

**Visitor services and facilities used**

**Question 8a**

Please check (√) all of the visitor services and facilities that you and your group used during this visit to John F. Kennedy NHS.

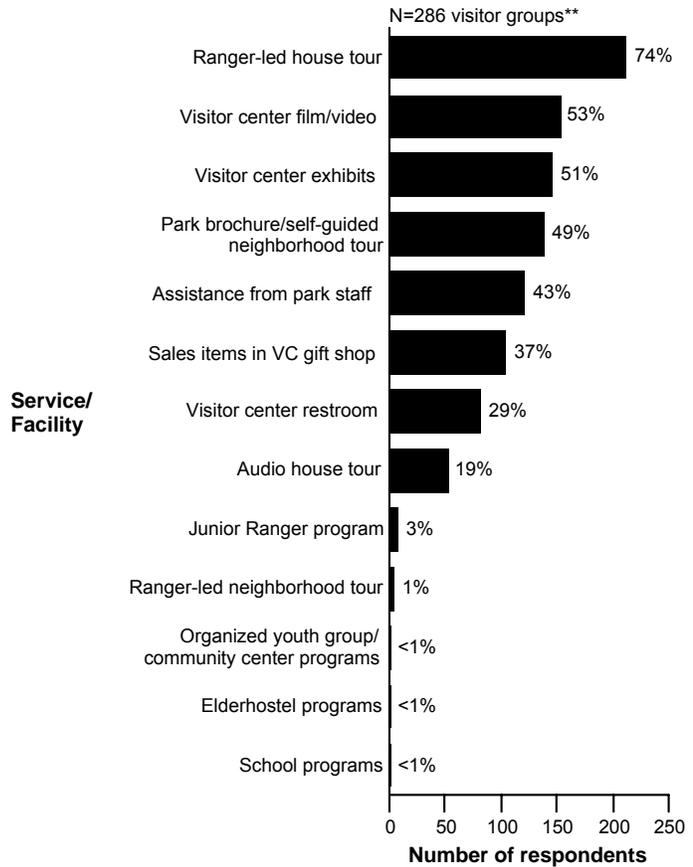
**Results**

- As shown in Figure 44, the most used visitor services and facilities included:

74% Ranger-led house tour  
 53% Visitor center film  
 51% Visitor center exhibits  
 49% Park brochure/self-guided neighborhood tour

- The least used services and facilities were:

<1% Organized youth group/ community center programs  
 <1% Elderhostel programs  
 <1% School programs



**Figure 44: Visitor services and facilities used**

\*total percentages do not equal 100 due to rounding

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

## Importance ratings of visitor services and facilities

### Question 8b

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

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

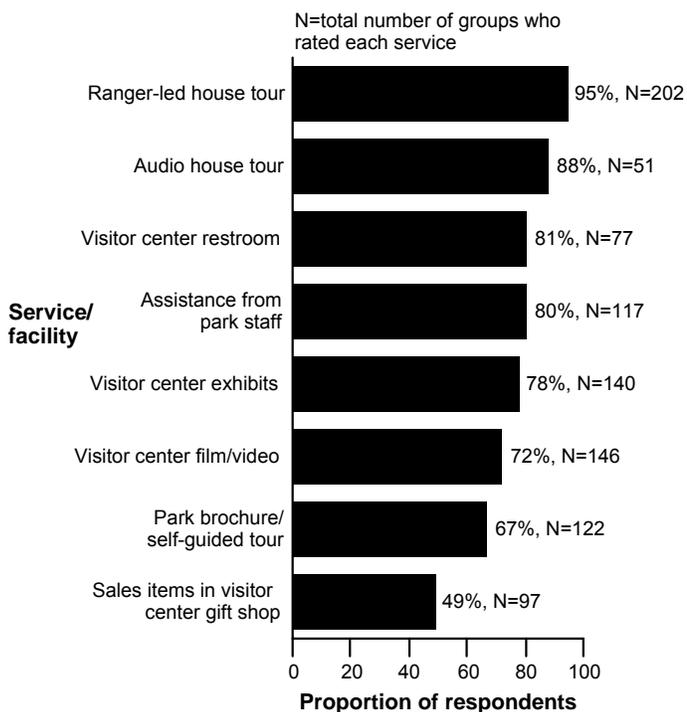
### Results

- Figure 45 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 95% Ranger-led house tour
- 88% Audio house tour
- 81% Visitor center restroom

- Figures 46 to 58 show the importance ratings for each service/facility.
- The services/facilities receiving the highest “not important” rating were:

- 2% Sales items in visitor center giftshop
- 2% Audio house tour
- 2% Visitor center exhibits



**Figure 45: 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 visitors could select more than one answer

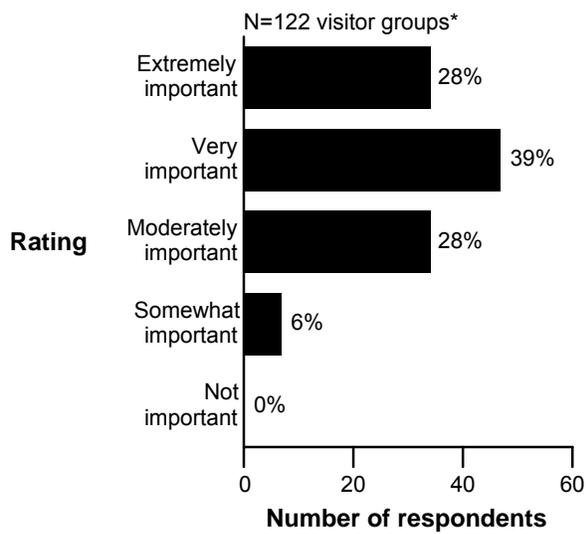


Figure 46: Importance of park brochure/  
self-guided neighborhood tour

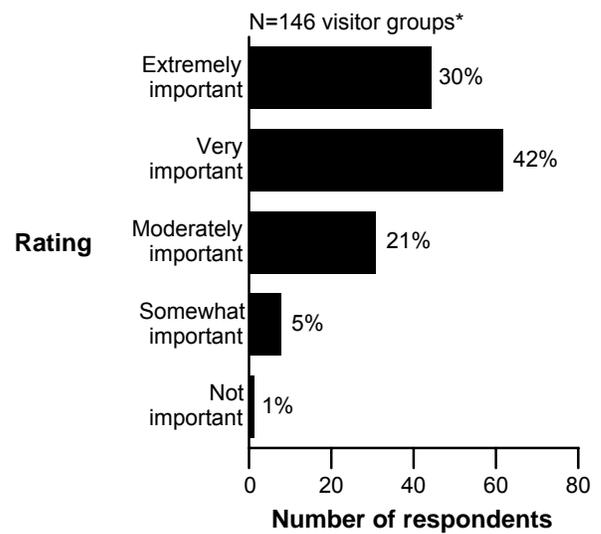


Figure 47: Importance of visitor center  
film/video

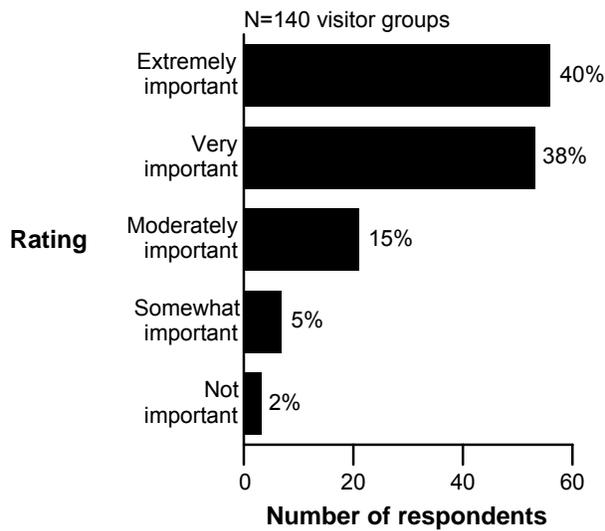


Figure 48: Importance of visitor center  
exhibits

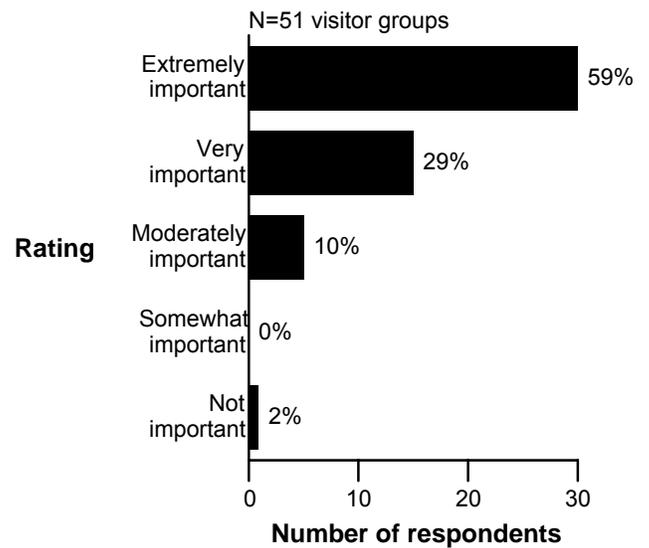


Figure 49: Importance of audio house tour

\*total percentages do not equal 100 due to rounding

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

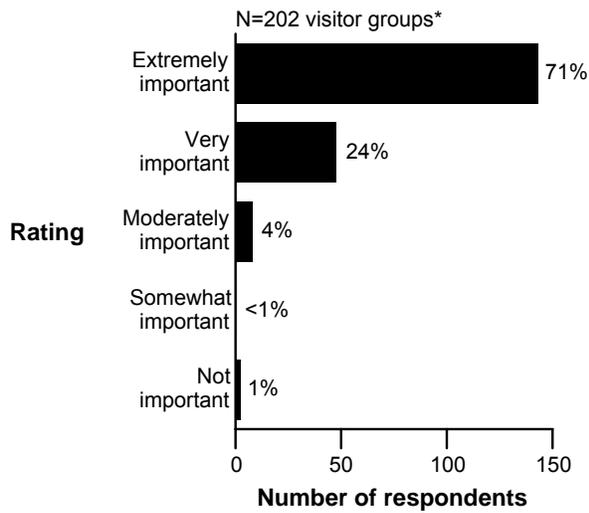


Figure 50: Importance of ranger-led house tour

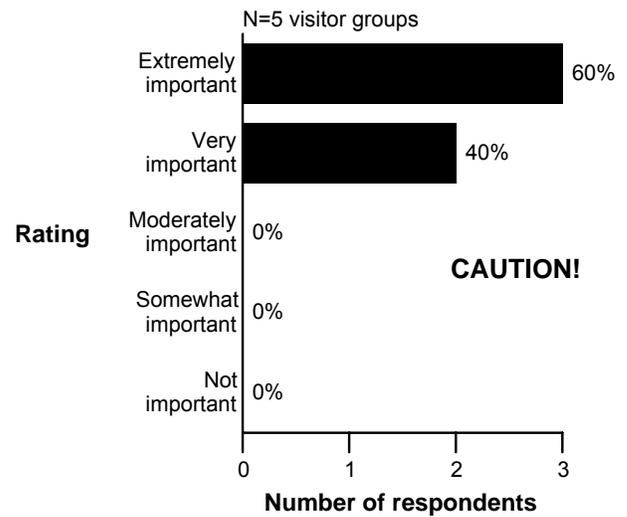


Figure 51: Importance of ranger-led neighborhood tour

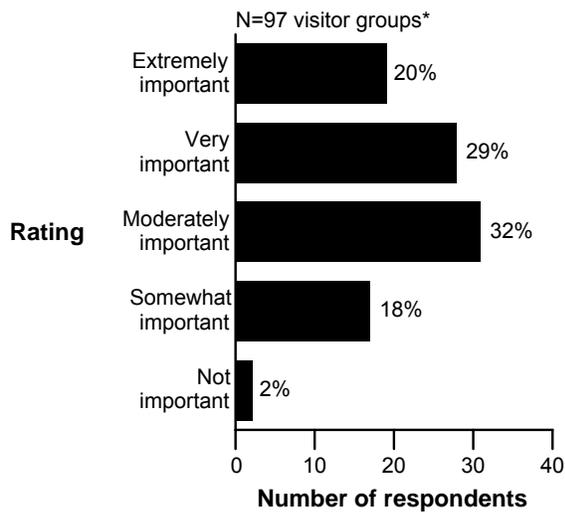


Figure 52: Importance sales items in visitor center gift shop

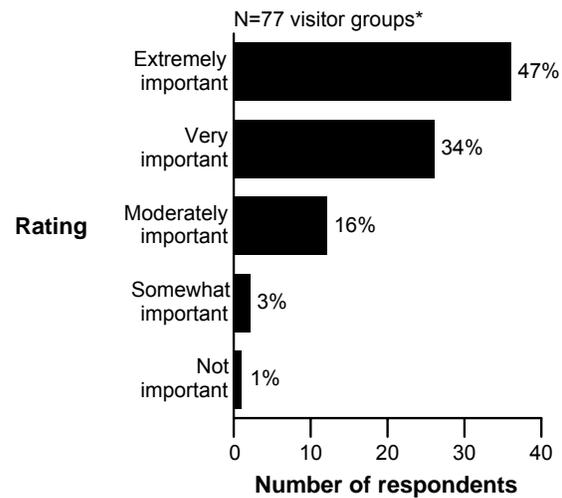


Figure 53: Importance of visitor center restroom

\*total percentages do not equal 100 due to rounding

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

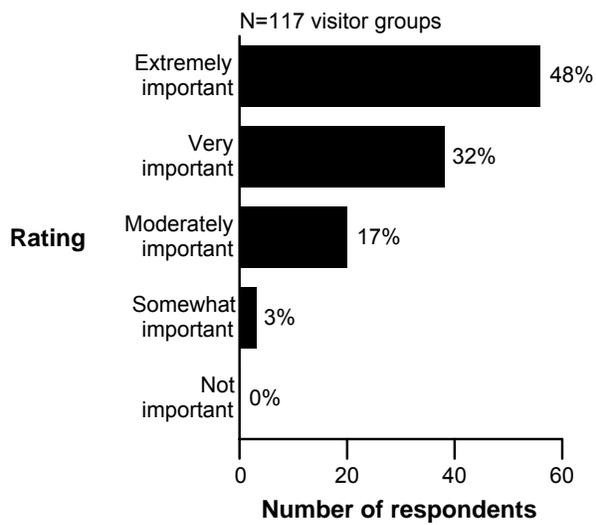


Figure 54: Importance of assistance from park staff

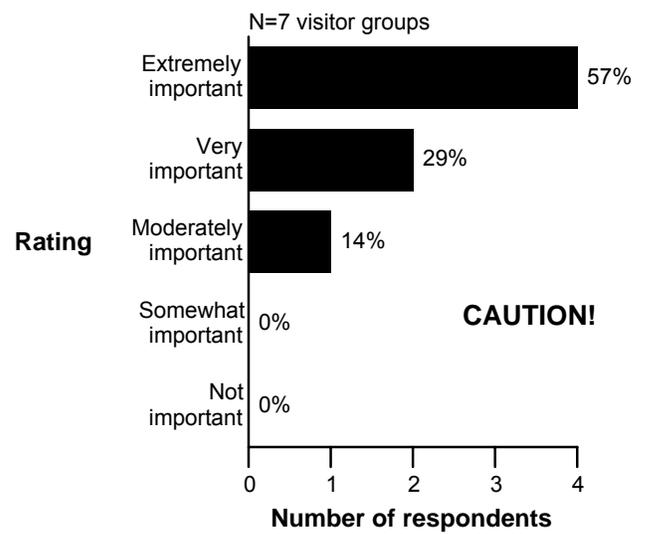


Figure 55: Importance of Junior Ranger program

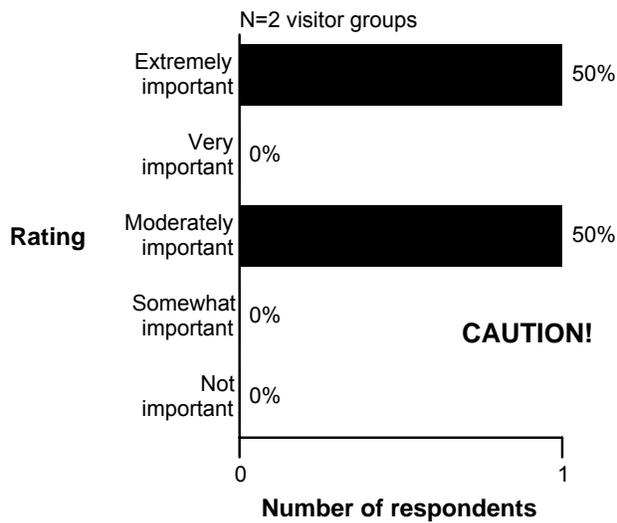


Figure 56: Importance of school programs

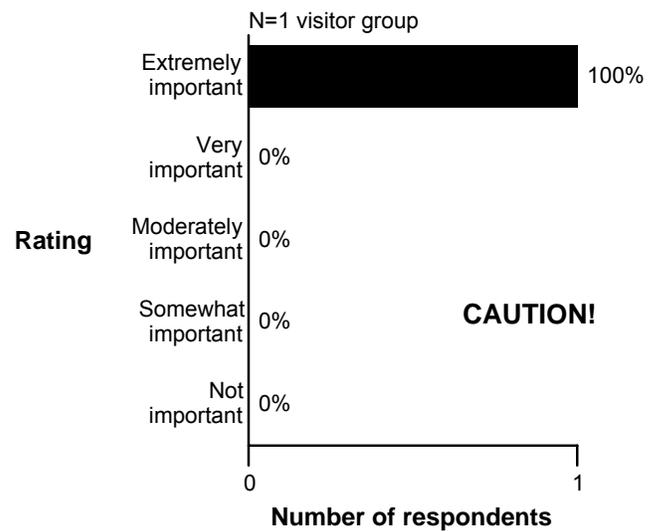
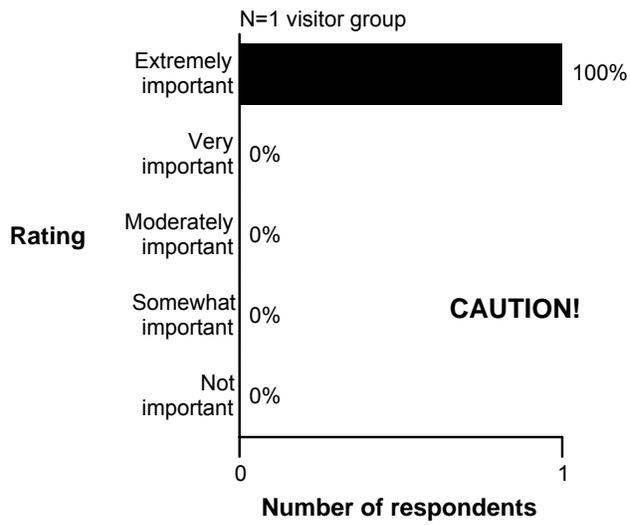


Figure 57: Importance of Elderhostel programs

\*total percentages do not equal 100 due to rounding

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



**Figure 58: Importance of organized youth group or community center programs**

\*total percentages do not equal 100 due to rounding

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

### Quality ratings of visitor services and facilities

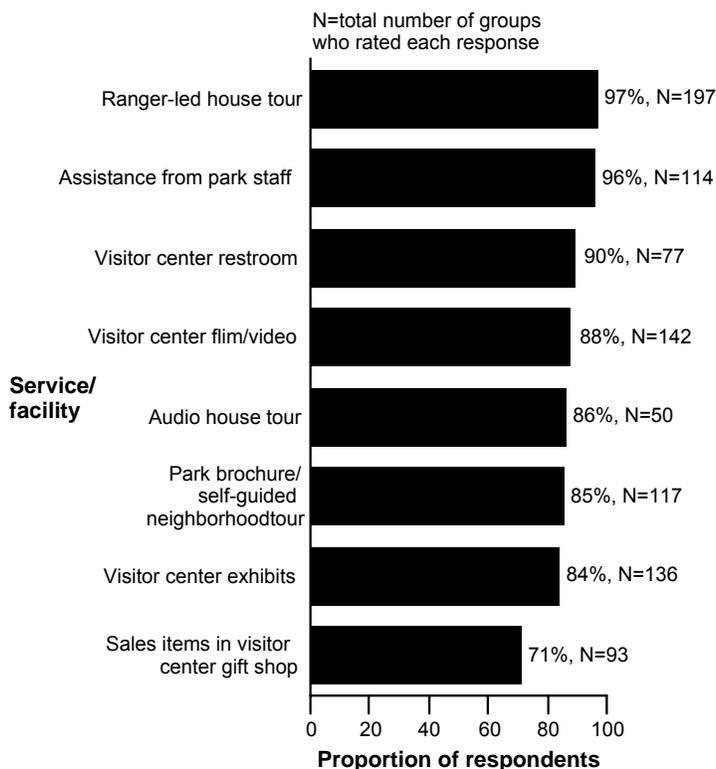
**Question 8c**

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

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

**Results**

- Figure 59 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
  - 97% Ranger-led house tour
  - 96% Assistance from park staff
  - 90% Visitor center restroom
- Figures 60 to 72 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating was:
  - 2% Audio tour of the house



**Figure 59: 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 visitors could select more than one answer

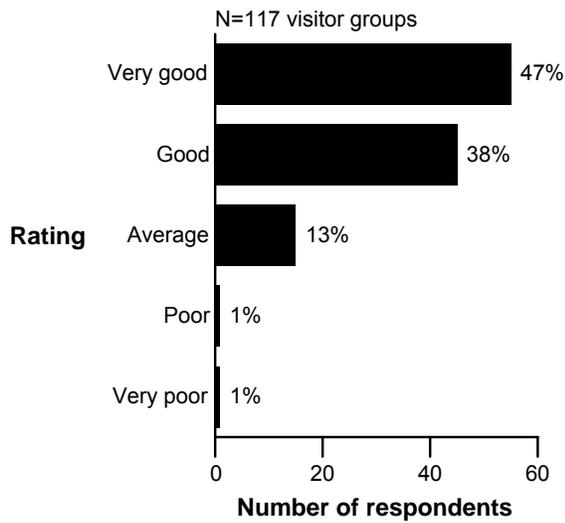


Figure 60: Quality of park brochure/  
self-guided neighborhood tour

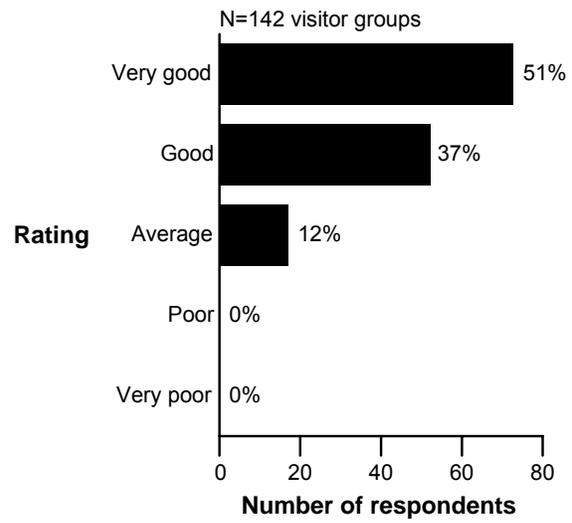


Figure 61: Quality of visitor center  
film/video

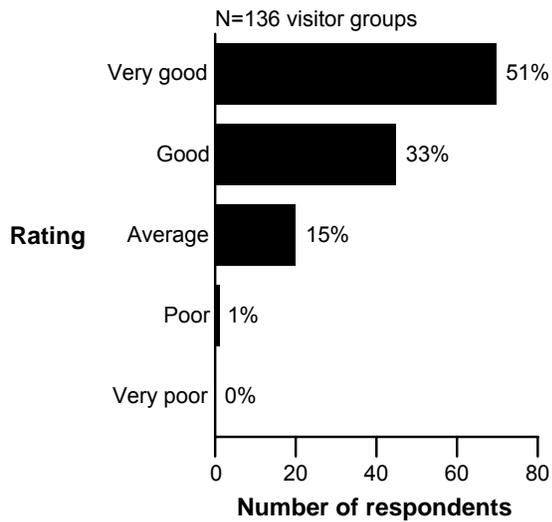


Figure 62: Quality of visitor center exhibits

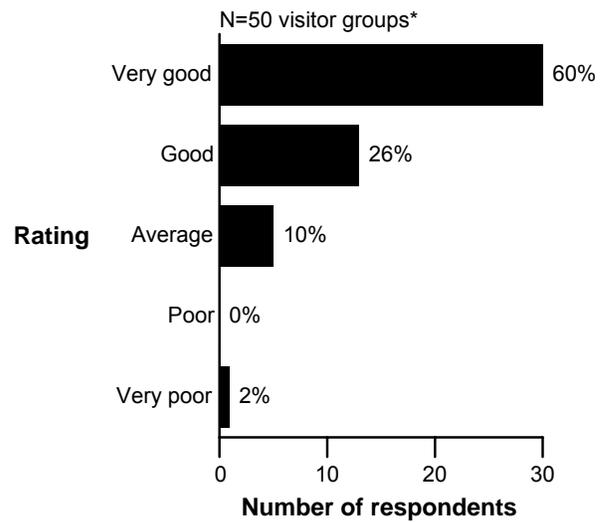


Figure 63: Quality of audio tour of the house

\*total percentages do not equal 100 due to rounding

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

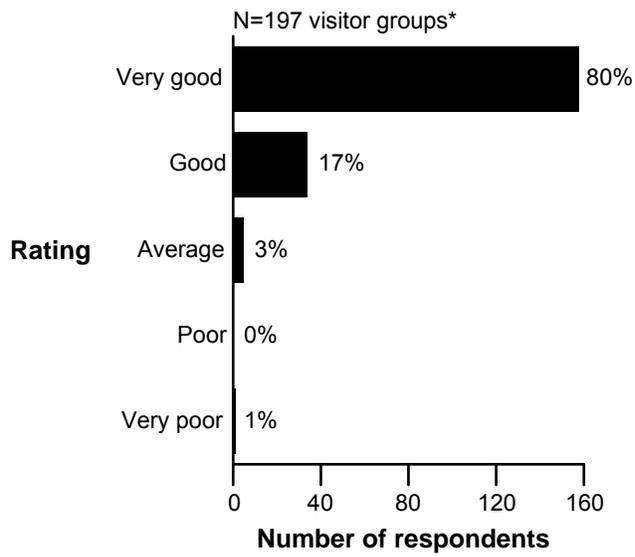


Figure 64: Quality of ranger-led house tour

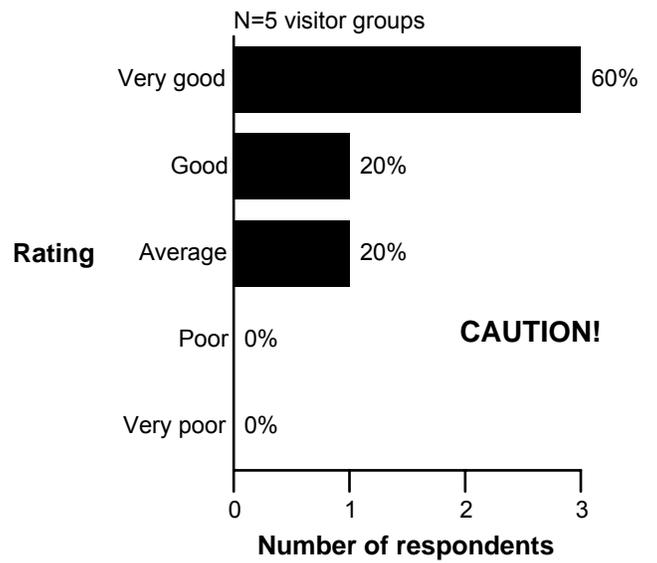


Figure 65: Quality of ranger-led neighborhood tour

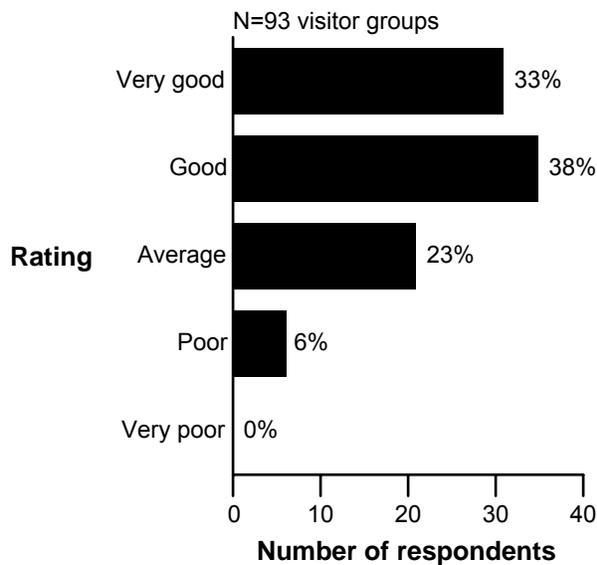


Figure 66: Quality of sales items in visitor center gift shop

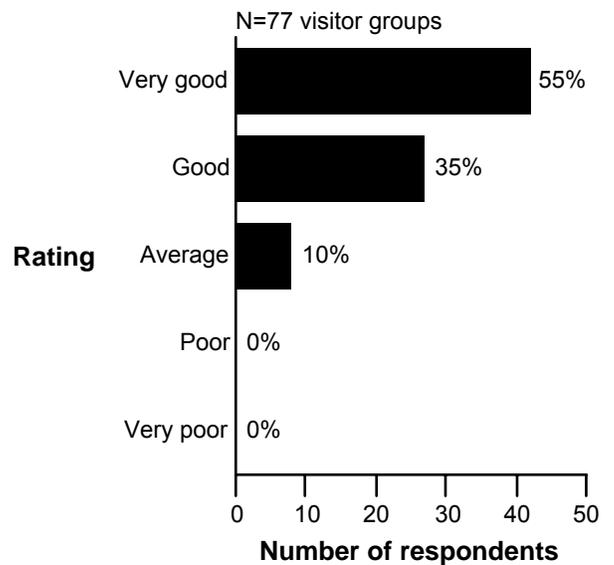


Figure 67: Quality of visitor center restroom

\*total percentages do not equal 100 due to rounding

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

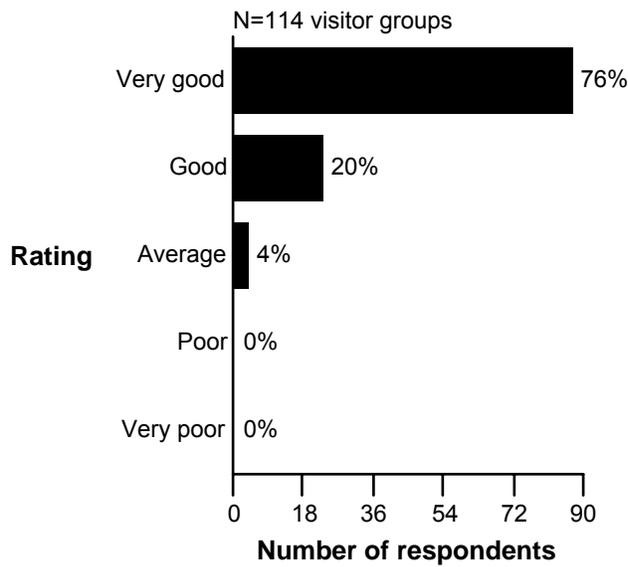


Figure 68: Quality of assistance from park staff

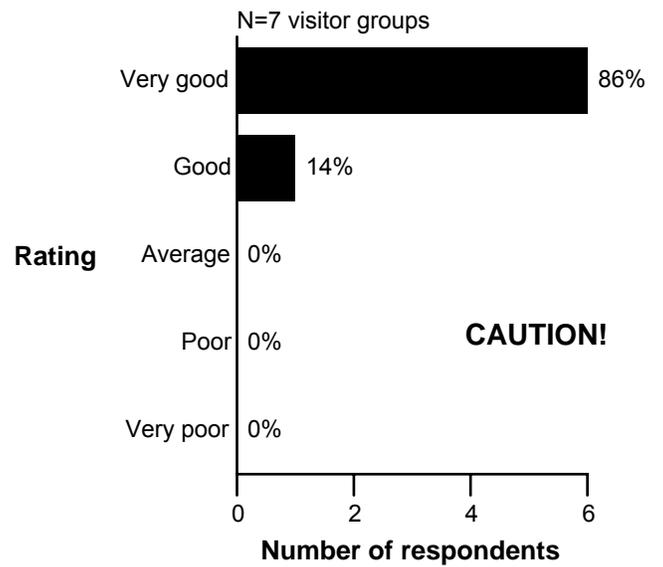


Figure 69: Quality of Junior Ranger program

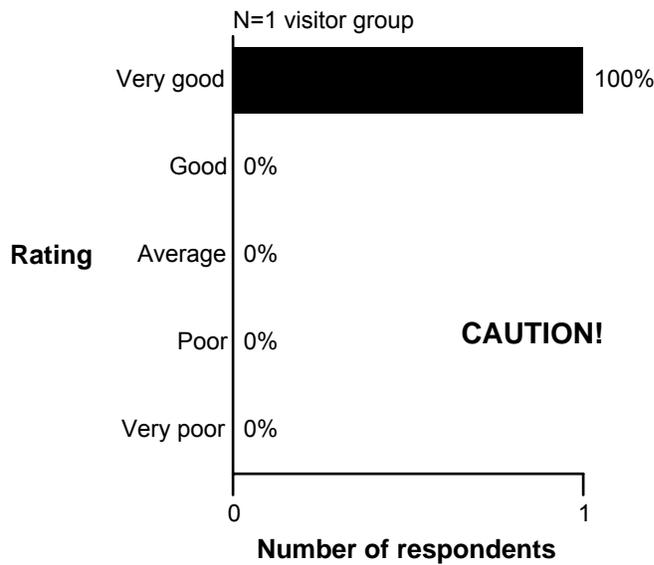


Figure 70: Quality of school programs

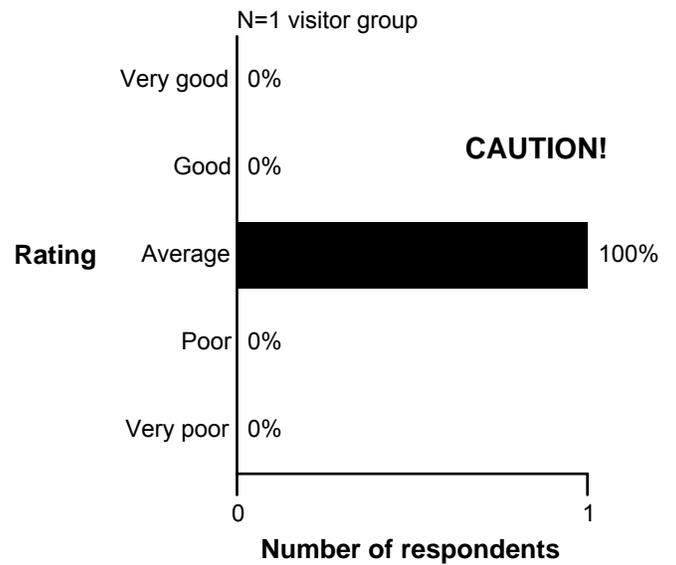
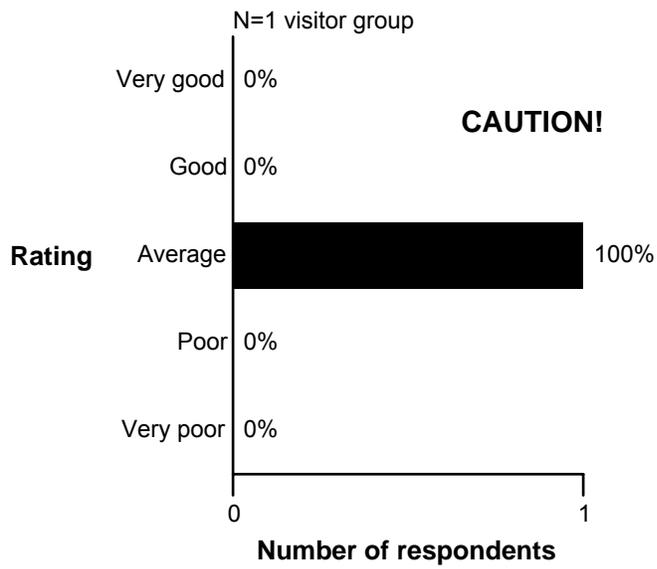


Figure 71: Quality of Elderhostel programs

\*total percentages do not equal 100 due to rounding

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



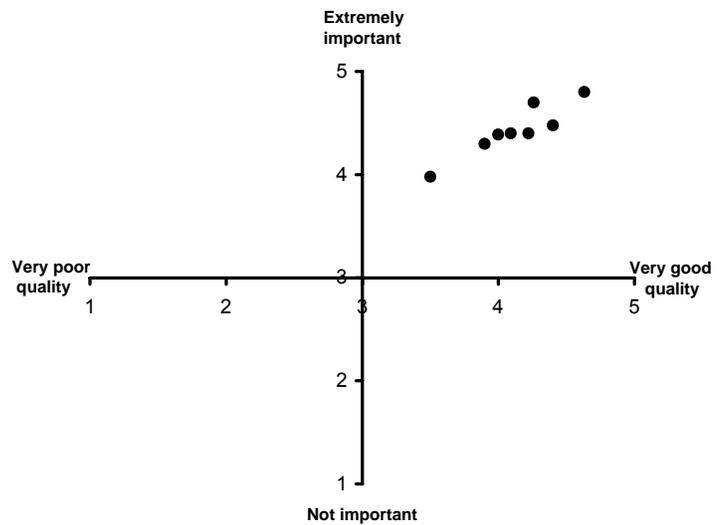
**Figure 72: Quality of organized youth group or community center programs**

\*total percentages do not equal 100 due to rounding

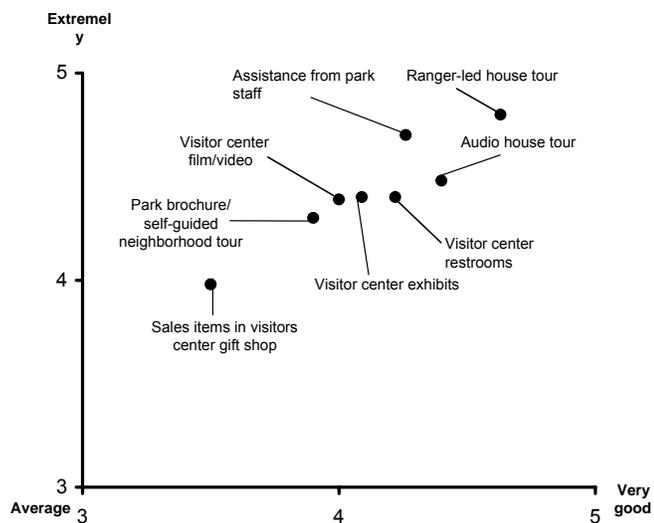
\*\*total percentages do not equal 100 because visitors could select more than one answer

### Mean scores of importance and quality ratings

- Figures 73 and 74 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average in importance and quality.



**Figure 73: Mean scores of importance and quality ratings for visitor services and facilities**



**Figure 74: Detail of Figure 73**

\*total percentages do not equal 100 due to rounding

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

**Value for fee paid**

**Question 22**

Currently, entrance to the John F. Kennedy NHS visitor center and bookstore is free. A user fee of \$3 per visitor age 16 and older is charged for admission to the birthplace home. Most of the funds collected (80%) remain at the park to pay for services such as brochures, educational programs, exhibits, signage, and building maintenance and repair.

a) Did you or your group take the guided house tour on this visit to John F. Kennedy NHS?

**Results**

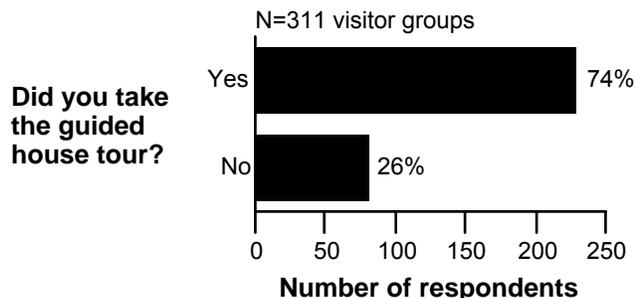
- 74% of visitor groups took the guided house tour on this visit (see Figure 75).

**Question 22b**

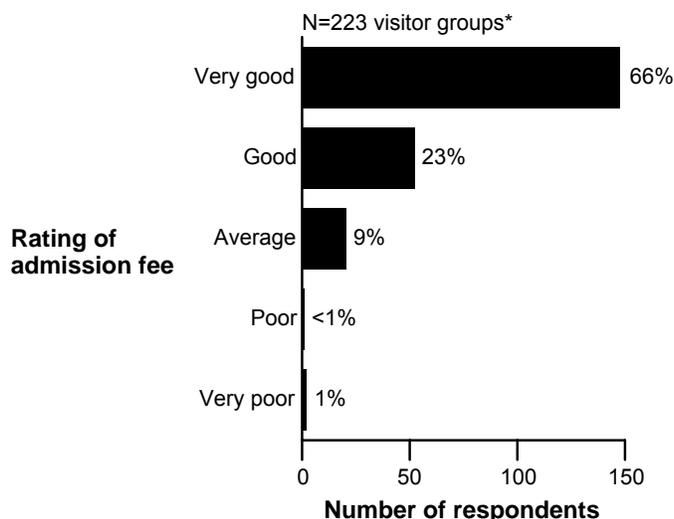
If YES, how would you and your group rate the value for the admission fee you paid? Please circle only one.

**Results**

- As shown in Figure 76, 89% of visitors groups took the guided house tour rated the value for fee paid as “very good” or “good.”
- Less than 2% rated it as “very poor” or “poor”
- ”
- ”



**Figure 75: Visitors who took the guided house tour on this visit**



**Figure 76: Rating of value of the admission fee by visitor groups that took guided house tour**

\*total percentages do not equal 100 due to rounding

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

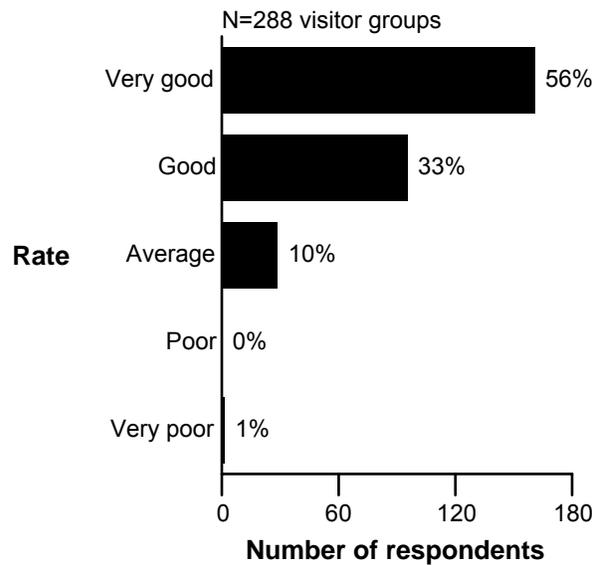
**Overall Quality**

**Question 27**

Overall, how would you rate the quality of the facilities, services, recreational opportunities provided to you and your group at John F. Kennedy NHS during this visit? Please circle only one.

**Results**

- 89% of visitor groups rated the overall quality as “very good” or “good” (see Figure 77).
- 1% rated the overall quality as “very poor” or “poor.”



**Figure 77: Overall quality of visitor facilities, services, and recreational opportunities**

\*total percentages do not equal 100 due to rounding

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

## Visitor Comments

### Important information learned

#### Question 19a

What information did you and your group find important during your visit?

#### Results

- 77% of visitor groups (N=242) responded to this question.
- Table 6 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 6: Important information**

N=263 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
History of the Kennedy family	39
Early family life of the Kennedy's	24
JFK childhood life	14
Everything	14
Unknown because site was closed at time of visit	14
JFK history	12
The house; it's size and appearance, and how it was used	11
History of the site and Rose Kennedy's contribution	11
The tour	11
Rose Kennedy:	
Parenting	14
Influence	7
Educating children	5
Recordings	4
History	3
The house is JFK's birthplace	9
Photographs/books/items in the house	8
Modesty of the Kennedys	7
Kennedy family's work with the disabled	6
Ranger assistance	6
Family stories and anecdotes	5
Visitor center film	5
Information about the neighborhood	4
Political history	4
The gathering at the house following the assassination of JFK	3
Experience and meaning of visit	3

## Piece of park story to share

### Question 19b

What one piece of the park story will you share with family and friends?

### Results

- 72% of visitor groups (N=229) responded to this question.
- Table 7 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 7: Piece of park story to share**  
N=230 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
Seeing the house/room where JFK was born	16
The house:	
Items and furnishings	14
Its modesty	7
Kitchen	4
Living room	1
Experience and meaning of visit	13
The gathering at the house following JFK's assassination	13
Rose Kennedy:	
Parenting	12
Recordings	11
Character	6
Influence of	4
Educating children	3
History of	2
Everything	10
Family stories and anecdotes: (general)	2
Dinnertime	9
Card catalog	6
JFK childhood illness	4
Sibling rivalry/bike race	3
Home birth	1
Kennedy family life	8
Character of neighborhood	7
JFK childhood life	6
Kennedy family history	6
Unknown because site closed at time of visit	6
Site history and Rose Kennedy's contribution	6
Modesty of the Kennedys	6
JFK history	5
Kennedy family's work with the disabled	5
Ranger assistance	2

---

**Table 7: Piece of park story to share  
(continued)**

Comment	Number of times mentioned
General history	2
Proximity of site to area attractions	2
Visitors center film	1
Not being able to see the servants' quarters	1

---

## What visitors liked most

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### Question 23

What did you and your group like most about your visit to John F. Kennedy NHS?

### Results

- 82% of visitor groups (N=259) responded to this question.
- Table 8 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

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**Table 8: What visitors liked most**  
N=292 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Friendly	14
Knowledgeable	10
Helpful	8
Quality of guides	8
Informative	7
Self-presentation	3
Japanese-speaking guide	3
Enthusiastic	2
<b>INTERPRETIVE SERVICES</b>	
Interpretive information:	
Family life	19
History	16
The stories and anecdotes	7
Tour:	
Guided tour	21
Small group size	3
Photographs/artifacts	16
Rose Kennedy's recordings	13
Décor/furnishings	12
Film	5
History of site and Rose Kennedy's contribution	4
Talks with ranger	2
Other comments	6
<b>FACILITIES/MAINTENANCE</b>	
The house and its appearance	9
Site is well-maintained	7
<b>POLICIES/MANAGEMENT</b>	
Comment	1

---

---

**Table 8: What visitors liked most  
(continued)**

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b>	
Historical value	21
Atmosphere of site/era	20
Ability to view house	11
Neighborhood	10
Unknown because site was closed at time of visit	5
Everything	5
Enjoyed visit	3
Other comments	8

---

## What visitors liked least

### Question 24

What did you and your group like least about your visit to John F. Kennedy NHS?

### Results

- 57% of visitor groups (N=181) responded to this question.
- Table 9 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 9: What visitors liked least**  
N=208 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Unenthusiastic	2
Unfriendly	1
Overly attentive	1
<b>INTERPRETIVE SERVICES</b>	
The film	5
Lack of information	5
Tours:	
Group size too large	9
Tour too short	8
Tour(s) not detailed enough	2
No ranger-led tour available	2
Tour too long	2
Lack of neighborhood tour	2
General	2
Not being able to hear Rose Kennedy recordings	4
Too few exhibits	4
Too much focus on Rose Kennedy	3
Lack of services in Japanese	2
<b>FACILITIES/MAINTENANCE</b>	
Confined space	5
Difficult to find	5
Site condition:	
Landscape	2
Structure	2
Lack of signage	4
Lack of elevator/lift	2
Neighborhood condition	2
Other comments	2

---

**Table 9: What visitors liked least  
(continued)**

Comment	Number of times mentioned
<b>POLICIES/MANAGEMENT</b>	
Site was closed at time of visit	18
Limited days of operation	6
The wait for a tour	5
Lack of items for sale	5
Entrance fees	4
Lack of access to rooms	4
Limited hours of operation	2
Other comments	2
<b>GENERAL COMMENTS</b>	
Nothing to dislike	53
Weather	4
Not enough time	4
Other comments	2

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## Planning for the future

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### Question 25

By completing this questionnaire, you are planning for the future of John F. Kennedy NHS. What would you and your group propose?

### Results

- 52% of visitor groups (N=164) responded to this question.
- Table 10 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

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**Table 10: Planning for the future**  
N=176 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Have enthusiastic guides	1
Have pleasant guides	1
Have Spanish-speaking guides	1
<b>INTERPRETIVE SERVICES</b>	
Allow access to/knowledge of the top floor	7
More information about JFK	7
Offer information on neighborhood	5
More information on other family members	5
Display photographs/artifacts	5
Tours:	
Offer a guided tour of neighborhood	7
Offer various types of tours	6
Make visitors aware of neighborhood tour	5
Limit group sizes	3
General comments	5
More of Rose Kennedy's recordings	4
More information on family life	4
Allow access to servants' quarters	3
Interpretive signs at photographs/exhibits	3
More historical information	3
Offer more services in Japanese	2
More exhibits	2
Improve film/film viewing	2
Re-create gardens	2
Offer special events	2
Other comments	7

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**Table 10: Planning for the future  
(continued)**

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE</b>	
Better directions/signage to site	5
Preserve house	4
Better parking	3
Other comments	3
<b>POLICIES/MANAGEMENT</b>	
Extend days of operation	9
More advertising	8
Extend hours of operation	6
Keep site open	6
Coordinate with other sites	3
Provide hours of operation at site/on website	2
Better parking	2
Other comment	1
<b>GENERAL COMMENTS</b>	
Nothing/don't change	8
Not planning a return visit	5
Planning a return visit/bringing others	4
Had a good experience	4
Doing a good job	3
Keep the neighborhood feel	2
Other comments	4

---

## Additional comments

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### Question 26

Is there anything else you and your group would like to tell us about your visit to John F. Kennedy NHS?

### Results

- 37% of visitor groups (N=116) responded with additional comments.
- Table 11 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

---

**Table 11: Additional comments**

N=161 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Friendly staff	14
Informative staff	8
Helpful staff	4
Excellent staff	4
Other comments	2
<b>INTERPRETIVE SERVICES</b>	
Would like more information about items	4
Would like more information about site	4
Would like access to entire house/yard	4
Enjoyed tour	4
Good exhibits	2
Enjoyed Rose Kennedy's recordings	2
Other comments	5
<b>FACILITIES/MAINTENANCE</b>	
Site is well-maintained	5
Take care of site	3
More/better signage	2
Inadequate parking	1
Other comment	1
<b>POLICIES/MANAGEMENT</b>	
Keep site open	4
Unhappy with entrance fees	3
Site needs more funding	2
Other comments	5

---

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**Table 11: Additional comments  
(continued)**

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b>	
Enjoyed visit	19
Site was closed at time of visit	11
Site was educational	7
Thanks	6
Meaningful experience	6
Glad site exists	5
Excellent	2
Visit was unplanned	3
Other comments	10

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## **APPENDICES**

<b>Appendix 1: The Questionnaire</b>
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## Appendix 2: Additional Analysis

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

- Awareness of site management
- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Reason for visiting the park area (Boston, MA)
- Visitors with difficulties locating the site
- Length of visit
- Length of visit compare to time planned
- Form of transportation used
- Number of vehicles used
- Visitor with parking problems
- Visitor services and facilities used
- Importance of visitor services and facilities
- Quality of visitor services and facilities
- Activities expected
- Activities participated in on this visit
- Activities participated in on past visits
- Order of site visited
- Guided tour group
- School/educational group
- Other organized group
- Personal group type
- Group size
- Visitor age
- Zip code/state of residence
- Country of residence
- Number park visits in past 12 months
- Number of lifetime visits
- Preferred language used
- Preferred services to be translated to other languages
- Respondent ethnicity
- Respondent race
- Visitors with disabilities/ impairments
- Encounter access/service problems
- Visitor level of education
- Topics learned on this visit
- Preferred topics on a future visit
- Preferred methods of learning on a future visit
- Value for fee paid
- Overall quality of visitor facilities, services, and recreational opportunities

For more information please contact:

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

Phone: 208-885-7863  
 Fax: 208-885-4261  
 Email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu)  
 Website: <http://www.psu.uidaho.edu>

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

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

A Chi-square test were used to detect the difference of the response rate among different day of the survey (day of the week which visitor received the questionnaire). The hypothesis was that participants visiting the park on different day such as weekday vs. weekend and during close time vs open time may have different response rate. If p-value is greater than 0.05, the effect of visiting day is judged to be insignificant.

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

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

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

As shown in Tables 2 and 3, all the associated p-values for day of the week as well as the comparison between respondent/non-respondent are greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias is judged to be insignificant. The survey data is a good representation of a larger population.

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- 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 Non-respondents. *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. 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

### 1989 (continued)

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

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

**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)

**Visitor Services Project Publications (continued)****2000**

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

**2001**

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

**2002**

- 131. Everglades National Park
- 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. Catoctin 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

**2003 (continued)**

- 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
- 173. Nicodemus National Historic Site

**2006**

- 174. Kings Mountain National Military Park
- 175. John F. Kennedy National Historic Site

For more information about the Visitor Services Project, please contact  
University of Idaho Park Studies Unit at <http://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.

