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Fort Stanwix National Monument Visitor Study

Summer 2011

Natural Resource Report NPS/NRSS/EQD/NRR—2012/528

ON THE COVER
Revolutionary War soldiers passing time in their winter barracks
Photograph by: Courtesy of Fort Stanwix National Monument

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Summer 2011

Natural Resource Report NPS/NRSS/EQD/NRR—2012/528

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Executive Summary

This visitor study report profiles a systematic random sample of Fort Stanwix National Monument (NM) visitors during July 17 – August 6, 2011. A total of 339 questionnaires were distributed to visitor groups. Of those, 208 questionnaires were returned, resulting in a 61.4% response rate.

Group size and type	Thirty-four percent of visitor groups consisted of two people, while 22% consisted of three people. Eighty percent of visitor groups consisted of family groups. Five percent of visitors were with a school/educational group.
State or country of residence	United States visitors were from 36 states and comprised 95% of total visitation during the survey period, with 55% from New York. International visitors were from 5 countries and comprised 5% of total visitation during the survey period with 57% from Canada.
Frequency of visits	Most visitors (91%) visited the park once in the past 12 months. In their lifetime, 68% were on their first visit, while 20% had visited two or three times.
Age and education level	Thirty-two percent of visitors were ages 15 years or younger, 30% were 36-55 years old, 14% were 56-65 years old, and 12% were 66 years or older. Thirty-five percent of respondents had completed a graduate degree and 32% had a bachelor's degree.
Physical conditions	Ten percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Awareness of park management	Fifty-five percent of visitor groups were aware that Fort Stanwix NM is a unit of the National Park System.
Information sources	Most visitor groups (77%) obtained information about the park prior to their visit through friends/relatives/word of mouth (43%) and the park website (36%). Most visitors (93%) received the information they needed. Seventy-two percent of visitor groups prefer to use the park website to obtain information for a future visit.
Park website	Of those visitor groups that used the park website, 97% received the information they needed, and 90% rated the quality as "very good" or "good."
Park as destination	For 49% of visitor groups, the park was their primary destination and for 40%, the park was one of several destinations.
Timing of decision to visit the park	Forty-one percent of visitor groups made the decision to visit the park on the day of their visit, while 32% decided to visit 2-7 days before their visit.
Primary reason for visiting the area	Thirty percent of visitor groups were residents of the area (within a 60-mile drive of the park). The most common primary reasons for visiting the park area among non-resident visitor groups were to visit friends/relatives in the area (30%), visit the park (22%), and traveling through–unplanned visit (21%).
Services used in nearby communities	Sixty-three percent of visitor groups obtained support services in nearby communities. The communities most often used included Rome, NY (67%), Utica, NY (20%), and Syracuse, NY (18%).

Executive Summary (continued)

Overnight stays	Fifty-four percent of visitor groups stayed overnight in the area within a 60-mile drive of the park, of which 35% stayed four or more nights. Fifty-five percent of visitor groups stayed in lodges, hotels, vacation rentals, B&Bs, etc.
Length of stay	The average length of stay for visitor groups was 1.9 hours. Four percent of visitor groups visited the park on more than one day.
Places visited in the Rome, NY area	Sixty-nine percent of visitor groups visited other places in the Rome, NY area (within a 2-hour drive of the park). The most commonly visited sites were Oriskany Battlefield (26%) and Erie Canal Village (24%).
Activities on this visit	The most common activities of visitor groups were viewing reconstructed fort (92%), viewing exhibits (89%), and general sightseeing (83%). Most visitor groups (94%) learned about Revolutionary War topics on this visit, of which 84% learned about the Revolutionary War and 83% learned about fort life/colonial life.
Aspects of fort tour	Thirty percent of visitor groups took the fort tour on this visit. Of those, 91% found the length of the tour to be “about right,” 96% were able to take the tour at their desired time, and 55% learned something relevant or meaningful to their life.
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were the visitor center exhibits (79%), visitor center overall (78%), and assistance from park staff (78%).
Parking facilities	Eighty-four percent of visitor groups found the parking facilities satisfactory.
Quality of interaction with park rangers	Ninety percent of visitor groups had personal interactions with a park ranger on this visit. The combined proportions of “very good” and “good” ratings of the quality of the interaction were: courteousness (98%), helpfulness (98%), and quality of information provided (98%).
Expenditures	The average visitor group expenditure (inside and outside the park within a 60-mile drive) was $212. The median group expenditure (50% of groups spent more and 50% of groups spent less) was $50, and the average total expenditure per person (per capita) was $94.
Future preferences	Most visitor groups (97%) were interested in living history programs and encampments on a future visit to the park. Fifty-four percent of visitor groups preferred a 1770’s appearance with farm crops and native grasses.
Expectations about the park	Forty-three percent of visitor groups felt the park met their expectations, while 40% felt the park exceeded their expectations.
Overall quality	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Fort Stanwix NM as “very good” or “good”. One percent of groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website http://www.psu.uidaho.edu.

Acknowledgements

We thank Marc Manni and Mystera Samuelson for compiling the report, Steve Illum for overseeing the fieldwork, and the staff and volunteers of Fort Stanwix NM for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

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Introduction

This report describes the results of a visitor study at Fort Stanwix National Monument (NM) in Rome, NY, conducted July 17 – August 6, 2011 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Fort Stanwix NM, “For thousands of years the ancient trail that connects the Mohawk River and Wood Creek served as a vital link for people traveling between the Atlantic Ocean and Lake Ontario. Travelers used this well-worn route through Oneida Indian territory to carry trade goods and news, as well as diseases, to others far away. When Europeans arrived they called this trail the Oneida Carrying Place and inaugurated a significant period in American history--a period when nations fought for control of not only the Oneida Carrying Place, but the Mohawk Valley, the homelands of the Six Nations Confederacy, and the rich resources of North America as well. In this struggle Fort Stanwix would play a vital role.

Known as "the fort that never surrendered," Fort Stanwix, under the command of Col. Peter Gansevoort, successfully repelled a prolonged siege in August 1777 by British, German, Loyalist, Canadian, and American Indian troops and warriors commanded by British Gen. Barry St. Leger. The failed siege combined with the battles at Oriskany, Bennington, and Saratoga thwarted a coordinated effort by the British in 1777, under the leadership of Gen. John Burgoyne, to take the northern colonies, and led to American alliances with France and the Netherlands. Troops from Fort Stanwix also participated in the 1779 Clinton-Sullivan Campaign and protected America's northwest frontier from British campaigns until finally being abandoned in 1781.” (www.nps.gov/fost, retrieved April 2012).

Organization of the Report

This report is organized into three sections.

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

Section 2: **Results**
This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**
Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis.* A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision Rules for Checking Non-response Bias.* An explanation of how the non-response bias was determined.

Presentation of the Results

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

SAMPLE

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!**" is shown on the graph to indicate the results may be unreliable.

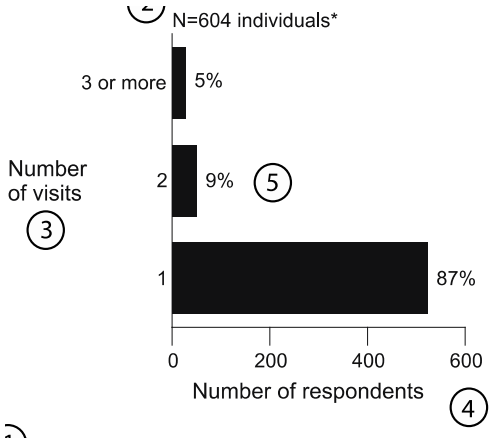
* appears when the total percentages do not equal 100 due to rounding.

** 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 proportion of responses in each category.

5. In most graphs, percentages provide additional information.



Methods

Survey Design and Procedures

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* (2007). Using this method, the sample size was calculated based on the park's visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the fort gate during July 17 – August 6, 2011. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. During this survey, 354 visitor groups were contacted and 339 of these groups (95.8%) accepted questionnaires. (The average acceptance rate for 250 VSP visitor studies conducted from 1988 through 2011 is 91.5%.) Questionnaires were completed and returned by 208 respondents, resulting in a 61.4% response rate for this study. (The average response rate for the 250 VSP visitor studies is 72.3%.)

Questionnaire design

The Fort Stanwix NM questionnaire was developed through conference calls between the park and the VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Fort Stanwix NM. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Fort Stanwix NM questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). 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 participants who had not returned their questionnaires.

Table 1. Follow-up mailing distribution

Round 1 Mailing	Date	U.S.	International	Total
Postcards	August 15, 2011	223	11	234
1st replacement	August 29, 2011	126	6	132
2nd replacement	September 19, 2011	108	0	108

Round 2 Mailing	Date	U.S.	International	Total
Postcards	August 22, 2011	103	2	105
1st replacement	September 6, 2011	60	1	61
2nd replacement	September 26, 2011	52	0	52

Data analysis

Returned questionnaires were coded and the responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data; responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

As with 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 their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns at the selected sites during the study period of July 17 – August 6, 2011. 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. When 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 weather during the survey period ranged from cool, breezy, and rainy to hot, humid, and sunny with temperatures in the upper 90s.

A special event was held by the city of Rome, New York, on park property, with about 10,000 people in attendance. However, these attendants were not considered as park visitors since they came to the park for the special event, not to visit the park. This event could have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant proximity from home to the park. All variables were found to be insignificantly different between respondents and non-respondents except for average age (see Tables 2 - 5). Respondents at younger age ranges (especially 40 and younger) may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	51.86 (N=204)	41.81 (N=110)	<0.001
Group size	3.27 (N=197)	3.43 (N=125)	0.513

Table 3. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	14	15	
Family	160	92	
Friends	15	11	
Family and friends	9	6	
Other	2	3	
			0.450

Table 4. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	94	67	
Park as one of several destinations	88	45	
Unplanned visit	16	19	
			0.072

Table 5. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 50 miles	74	56	
51-100 miles	23	14	
101-200 miles	27	18	
201 miles or more	70	37	
International visitors	8	5	
			0.768

Results

Group and Visitor Characteristics

Visitor group size

Question 23b
On this visit, how many people were in your personal group, including yourself?

Results
- 34% of visitor groups consisted of two people (see Figure 1).
- 22% were in groups of three.
- 19% were in groups of five or more.

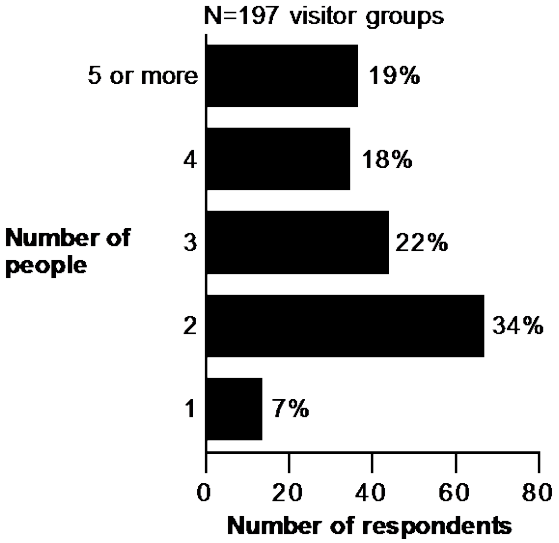


Figure 1. Visitor group size

Visitor group type

Question 23a
On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results
- 80% of visitor groups consisted of family members (see Figure 2).
- "Other" group (1%) was:

  Colleagues

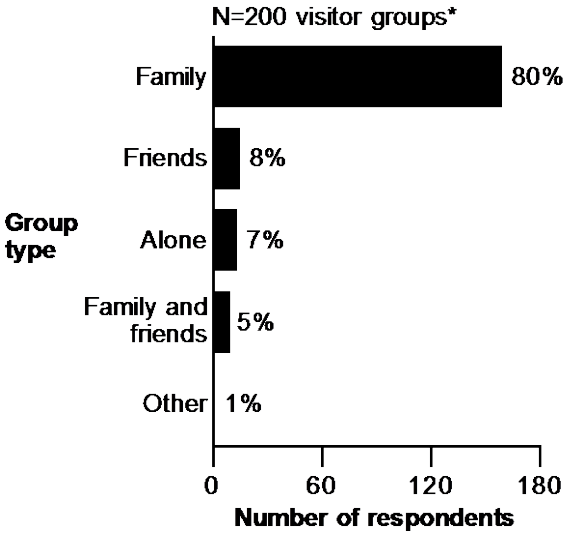


Figure 2. Visitor group type

*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 22a

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

Results

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

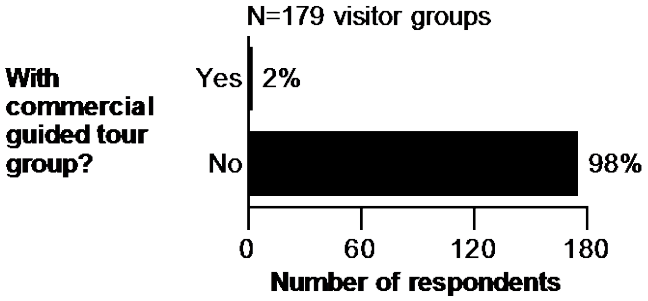


Figure 3. Visitors with a commercial guided tour group

Question 22b

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

Results

- 5% of visitor groups were with a school/ educational group (see Figure 4).

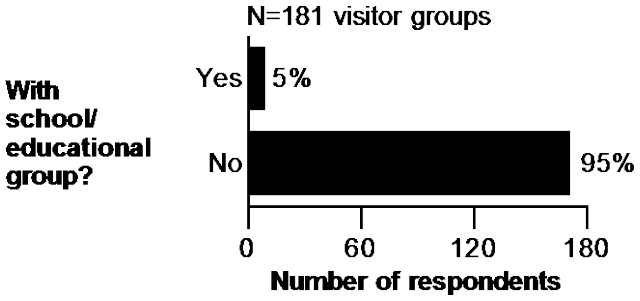


Figure 4. Visitors with a school/educational group

Question 22c

On this visit, were you and your personal group with an "other" organized group (scouts, work, church)?

Results

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

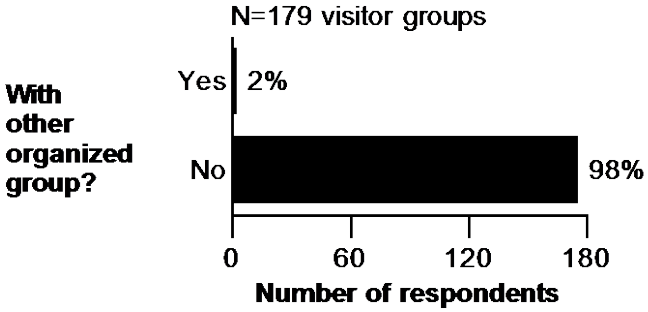


Figure 5. Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

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

Question 22d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

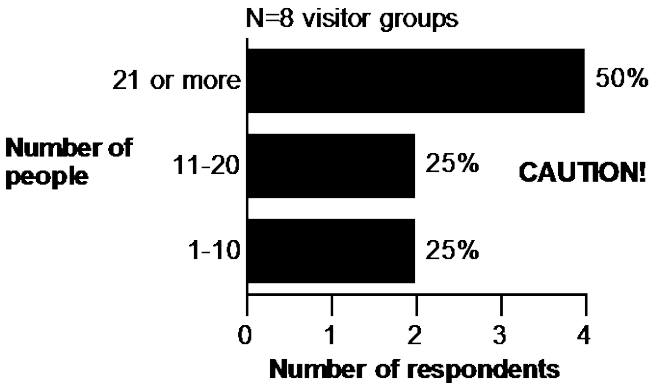


Figure 6. Organized group size

*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 24b

For your and your personal group on this visit, what is your state of residence?

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

Results

- U.S. visitors were from 36 states and comprised 95% of total visitation to the park during the survey period.
- 55% of U.S. visitors came from New York (see Table 6 and Figure 7).
- Smaller proportions came from 35 other states.

Table 6. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=557 individuals*	Percent of total visitors N=585 individuals
New York	306	55	52
Pennsylvania	19	3	3
Virginia	16	3	3
Connecticut	15	3	3
Maryland	14	3	2
Ohio	14	3	2
Arizona	12	2	2
Florida	12	2	2
Georgia	12	2	2
Massachusetts	12	2	2
Michigan	12	2	2
California	9	2	2
24 other states	104	19	18

Figure 7. 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

Visitors from New York and adjacent states by county residence

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

Results

- Visitors from New York and adjacent states were from 50 counties and comprised 62% of the total U.S. visitation to the park during the survey period.
- 35% of visitors came from Oneida, NY (see Table 7).
- 8% came from Onondaga, NY.
- Small proportions of visitors came from 48 other counties in New York and adjacent states.

Table 7. Visitors from New York and adjacent states by county of residence

County, State	Number of visitors N=348 individuals	Percent*
Oneida, NY	123	35
Onondaga, NY	27	8
Cortland, NY	12	3
Schenectady, NY	11	3
Erie, NY	10	3
Essex, MA	9	3
Oswego, NY	9	3
Saratoga, NY	9	3
Wayne, NY	9	3
Madison, NY	7	2
Kent, RI	6	2
Monroe, NY	6	2
Suffolk, NY	6	2
Tioga, NY	6	2
Albany, NY	5	1
Allegheny, PA	5	1
Clinton, NY	5	1
Tompkins, NY	5	1
Windsor, VT	5	1
Chautauqua, NY	4	1
Herkimer, NY	4	1
Jefferson, NY	4	1
Orange, NY	4	1
York, PA	4	1
Berks, PA	3	1
Cayuga, NY	3	1
Chemung, NY	3	1
Dutchess, NY	3	1
Essex, NY	3	1
Lebanon, PA	3	1
Rensselaer, NY	3	1
Schoharie, NY	3	1
Ulster, NY	3	1
Warren, NY	3	1
Broome, NY	2	1
Cumberland, PA	2	1
Genesee, NY	2	1
Greene, NY	2	1
Otsego, NY	2	1
Worcester, MA	2	1
Yates, NY	2	1
Delaware, NY	1	<1
Franklin, NY	1	<1

*total percentages do not equal 100 due to rounding

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

Table 7. Visitors from New York and adjacent states by county of residence (continued)

County, State	Number of visitors N=348 individuals	Percent*
Mercer, PA	1	<1
Middlesex, MA	1	<1
Montgomery, NY	1	<1
Nassau, NY	1	<1
New York, NY	1	<1
Steuben, NY	1	<1
Westmoreland, PA	1	<1

*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 24b

For your personal group on this visit, what is your country of residence?

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

Results – Interpret with **CAUTION!**

- International visitors were from 5 countries and comprised 5% of total visitation to the park during the survey period.
- 57% of international visitors came from Canada (see Table 8).
- 14% came from Belgium.
- 14% came from Sweden.
- Smaller proportions of international visitors came from 2 other countries.

Table 8. International visitors by county of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=28 individuals*	Percent of total visitors N=585 individuals
Canada	16	57	3
Belgium	4	14	1
Sweden	4	14	1
Denmark	3	11	1
Netherlands	1	4	<1

*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 park in past 12 months

Question 24c

For you and your personal group on this visit, how many times have you visited Fort Stanwix NM in the past 12 months (including this visit)?

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

Results

- 91% of visitors visited the park once in the past 12 months (see Figure 8).

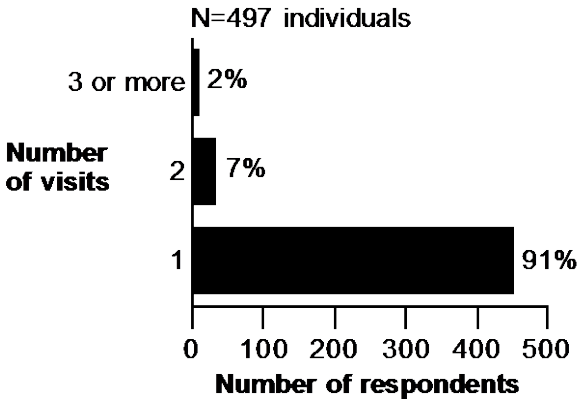


Figure 8. Number of visits to park in past 12 months

Number of visits to park in lifetime

Question 24d

For you and your personal group on this visit, how many times have you visited Fort Stanwix NM in your lifetime (including this visit)?

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

Results

- 68% of visitors were visiting the park for the first time (see Figure 9).

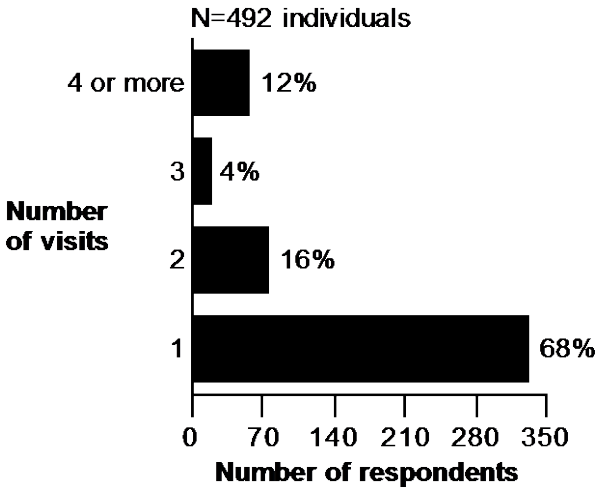


Figure 9. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 24a

For you and your personal group on this visit, what is your current age?

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

Results

- Visitor ages ranged from 1 to 95 years.
- 32% of visitors were 15 years or younger (see Figure 10).
- 30% were 36 to 55 years old.
- 14% were 56 to 65 years old.
- 12% were 66 years or older.

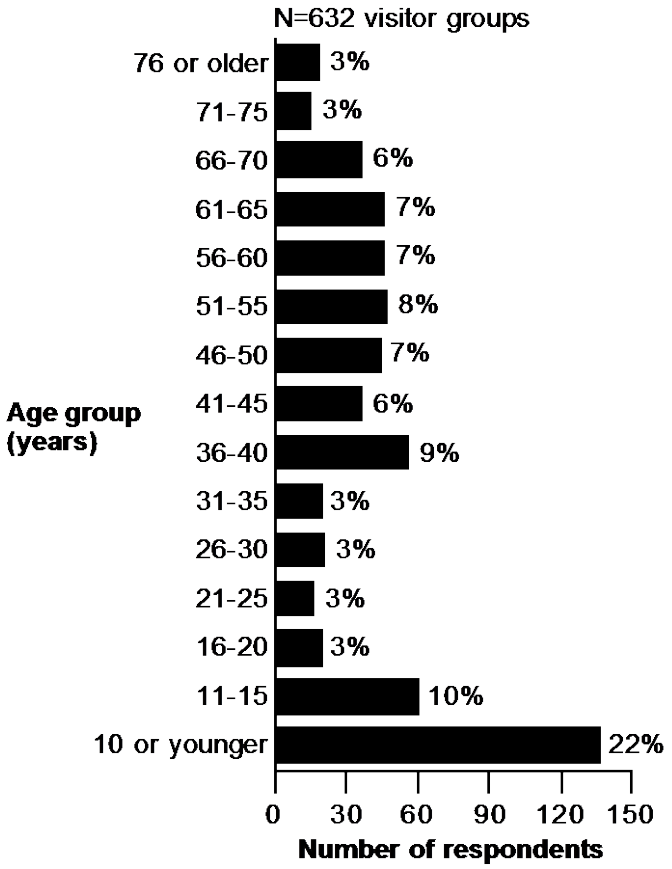


Figure 10. Visitor age

*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 physical conditions affecting access/participation

Question 26a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 10% of visitor groups had members with physical conditions (see Figure 11).

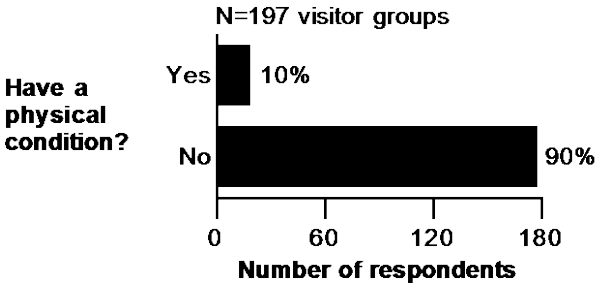


Figure 11. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 26b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results – Interpret results with **CAUTION!**

- 15 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 9).

Table 9. Services/activities that were difficult to access/participate in (N=16 comments; one visitor group made more than one comment) – **CAUTION!**

Service/activity	Number of times mentioned
Walking	5
Hearing	3
Walking from parking lot to entrance	3
Difficulty seeing some exhibits due to steps	1
Distance from center to fort entrance	1
Going inside fort exhibits	1
Parking	1
Rooms	1

*total percentages do not equal 100 due to rounding

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

Question 26c

Because of the physical condition, what specific problems did the person(s) have?

Results – Interpret results with **CAUTION!**

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

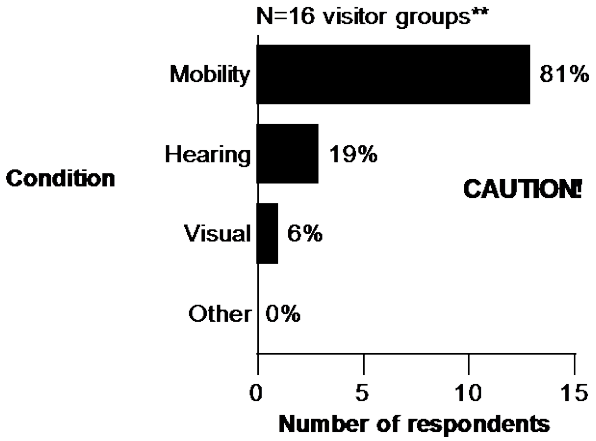


Figure 12. Specific problems experienced by visitors with physical conditions affecting access/participation

Respondent level of education

Question 25

For you only, what is the highest level of education you have completed?

Results

- 35% of respondents had a graduate degree (see Figure 13).
- 32% had a bachelor's degree.

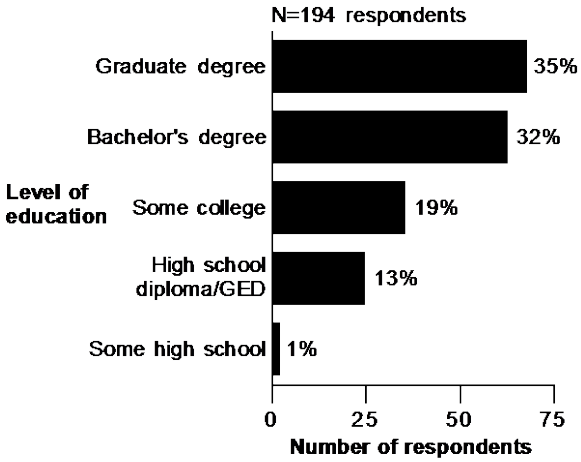


Figure 13. Respondent level of education

Awareness of park management

Question 2

Prior to this visit, were you and your personal group aware that Fort Stanwix NM is a unit of the National Park System?

Results

- 55% of visitor groups were aware that Fort Stanwix NM is a unit of the National Park System (see Figure 14).

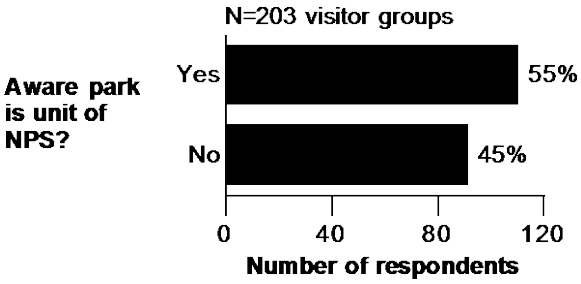


Figure 14. Visitor groups that were aware that Fort Stanwix NM is a unit of the National Park System

*total percentages do not equal 100 due to rounding

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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did you and your personal group obtain information about Fort Stanwix NM?

Results

- 77% of visitor groups obtained information about Fort Stanwix NM prior to their visit (see Figure 15).
- As shown in Figure 16, among those visitor groups that obtained information about Fort Stanwix NM prior to their visit, the most common sources used were:

  43% Friends/relatives/word of mouth
  36% Fort Stanwix NM website
  27% Previous visits

- "Other" websites (4%) were:

  Romenewyork.com
  Trip advisor
  Wikipedia

- "Other" sources (15%) were:

  Drove by
  Grew up in area
  History books
  Honor America Days
  Live in area
  National Park Passport
  Road signs
  Travel agency

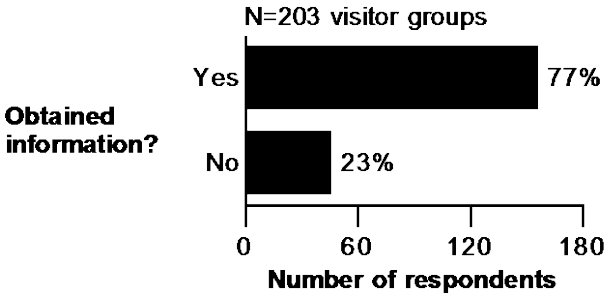


Figure 15. Visitor groups that obtained information prior to visit

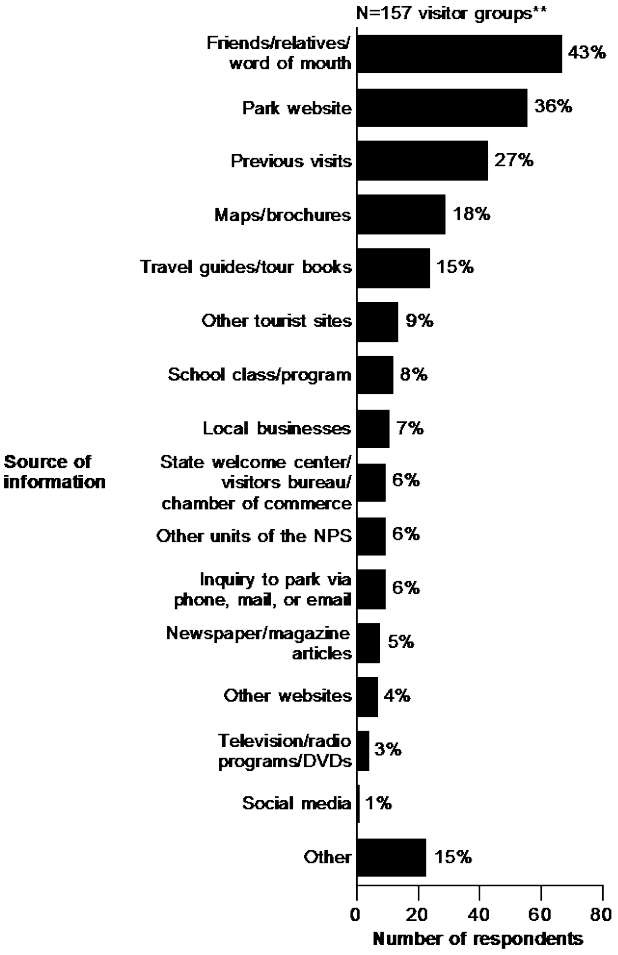


Figure 16. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

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

Results

- 93% of visitor groups received needed information prior to their visit (see Figure 17).

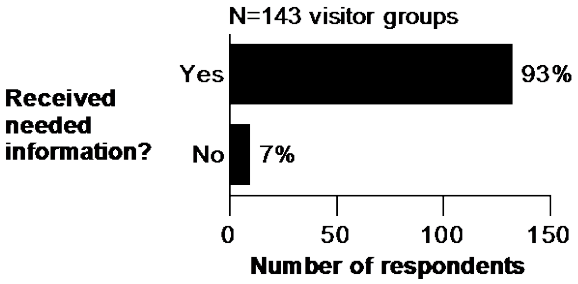


Figure 17. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available? (Open-ended)

Results – Interpret results with **CAUTION!**

- Eight visitor groups listed information they needed but was not available (see Table 10).

Table 10. Needed information that was not available (N=9 comments; one visitor group made more than one comment) – **CAUTION**

Needed information	Number of times mentioned
Where to park	2
Gunfire demonstration at 1:30	1
Hours of programs	1
If there was a fee to get in	1
More details about exhibits	1
More details about times	1
Park brochure at local hotel – Wingate	1
Signs on route to Rome, NY	1

*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 for future visit

Question 1b

If you were to visit Fort Stanwix NM in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 18, visitor groups' most preferred sources of information for a future visit were:

  72% Park website
  31% Maps/brochures
  30% Previous visits

- "Other" websites (6%) were:

  Google Maps
  Romenewyork.com
  Visitor blogs

- "Other" source of information (2%) was:

  History books

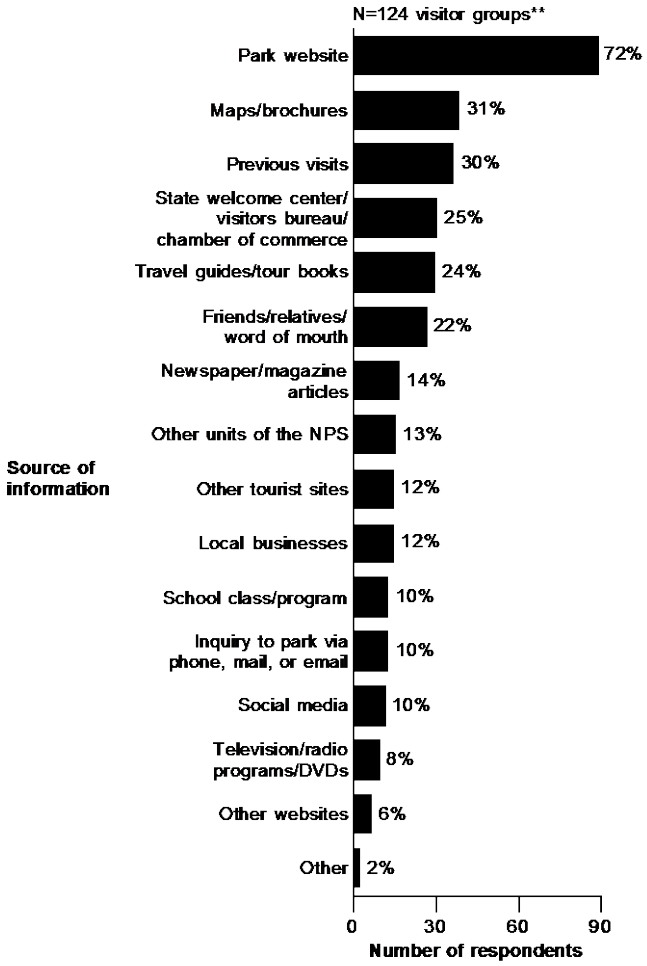


Figure 18. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Park website

Question 3a

Did you and your personal group obtain information from the park website (http://www.nps.gov/fost) to plan this trip to Fort Stanwix NM?

Results

- 30% of visitor groups obtained information from the park website to plan their trip to Fort Stanwix NM (see Figure 19).

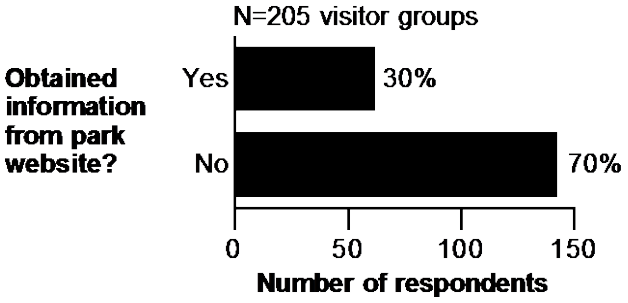


Figure 19. Visitor groups that obtained information from the park website to plan their visit

Question 3b

Overall, how would you rate the quality of information provided on the park website?

Results

- 90% of visitor groups rated the quality of the information on the park website as "very good" or "good" (see Figure 20).
- 2% rated the quality as "poor."
- No visitor groups rated the quality as "very poor."

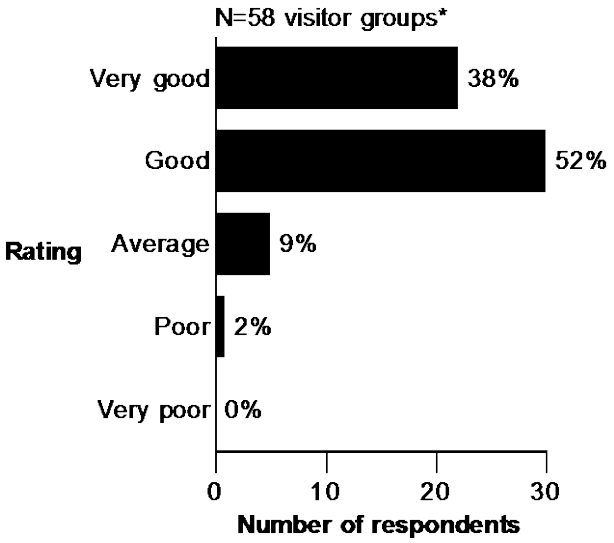


Figure 20. Visitor groups that rated the quality of the information on the park website

*total percentages do not equal 100 due to rounding

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

Question 3c

Did you find the information that you needed on the park website?

Results

- 97% of visitor groups received needed information from the park website (see Figure 21).

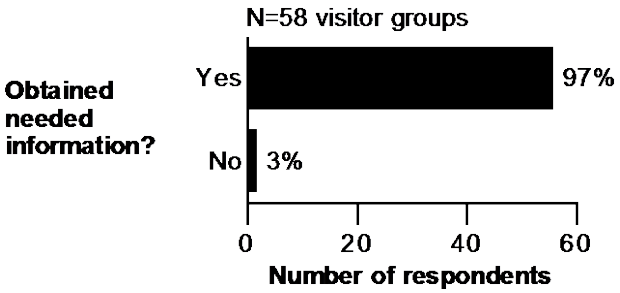


Figure 21. Visitor groups that obtained needed information from the park website

Question 3d

If NO, what type of information did you and your personal group need that was not available on the park website? (Open-ended)

Results – Interpret results with **CAUTION!**

- Two visitor groups listed information they needed but was not available (see Table 11).

Table 11. Needed information that was not available (N=3 comments; one visitor group made more than one comment) – **CAUTION**

Needed information	Number of times mentioned
Admission fees	1
Maps	1
Pictures	1

*total percentages do not equal 100 due to rounding

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

Additional park information needed or wanted during visit

Question 15a

At any time during your visit, did you or your personal group need or want additional information about Fort Stanwix NM that you were unable to obtain?

Results

- 5% of visitor groups needed or wanted additional information about the park during their visit (see Figure 22).

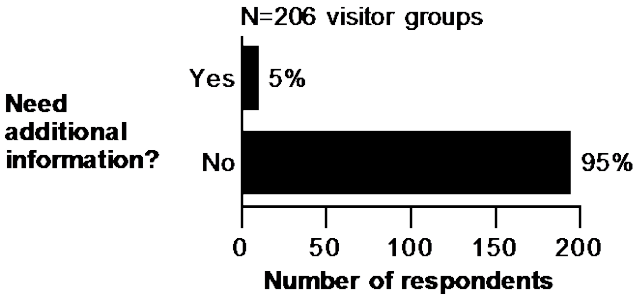


Figure 22. Visitor groups that needed or wanted additional information about Fort Stanwix NM during their visit

Question 15b

If YES, what information did you need/ want? (Open-ended)

Results – Interpret results with **CAUTION!**

- Seven visitor groups listed information they needed but was not available (see Table 12).

Table 12. Needed information that was not available
(N=11 comments; some visitor groups made more than one comment) – **CAUTION**

Needed information	Number of times mentioned
Assistance from park staff	1
Audiovisual presentations in Willett Center	1
Copy of U.S. Constitution	1
Copy of Declaration of Independence	1
Directions to view the fort	1
Junior Ranger program	1
Lecture series about 1784 Treaty	1
More detailed information about exhibits within fort	1
More detailed information about models of fort	1
More detailed information about movie	1
Purchase of DVD shown in fort museum	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the Fort Stanwix NM questionnaire. During the interview, the question was asked: "How did this visit to Fort Stanwix NM fit into your personal group's travel plans?"

Results

- 49% of visitor groups indicated that the park was their primary destination (see Figure 23).
- 40% indicated the park was one of several destinations.

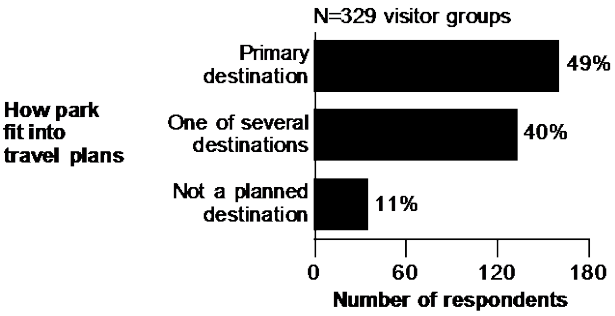


Figure 23. How visit to park fit into visitor groups' travel plans

Timing of decision to visit the park

Question 5

When did you and your personal group make the decision to visit Fort Stanwix NM?

Results

- 41% of visitor groups made the decision to visit Fort Stanwix NM on the day of their visit (see Figure 24).
- 32% decided to visit 2-7 days before their visit.
- 16% decided to visit 8-30 days before their visit.

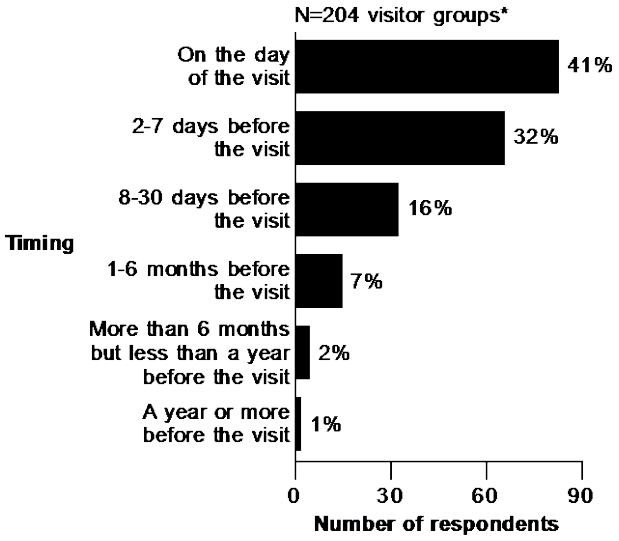


Figure 24. Timing of decision to visit the park

*total percentages do not equal 100 due to rounding

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

Primary reason for visiting the park area

Question 4

On this trip, what was the primary reason that you and your personal group came to the Fort Stanwix NM area (within a 60-mile drive of the park)?

Results

- 30% of visitor groups were residents of the area (see Figure 25).
- As shown in Figure 26, the primary reasons for visiting the area (within a 60-mile drive of the park) among non-resident visitor groups were:

  30% Visit friends/relatives in the area
  22% Visit the park
  21% Traveling through – unplanned visit

- "Other" primary reasons (7%) were:

  A place to take visiting relatives
  Baseball tournament
  Vacation
  Cooperstown Hall of Fame induction
  Delta Lakes Triathlon
  Drums Along the Mohawk
  Golf tournament
  Summer program
  Traveling through - planned visit
  Turning Point Casino
  Used to live in area
  War history

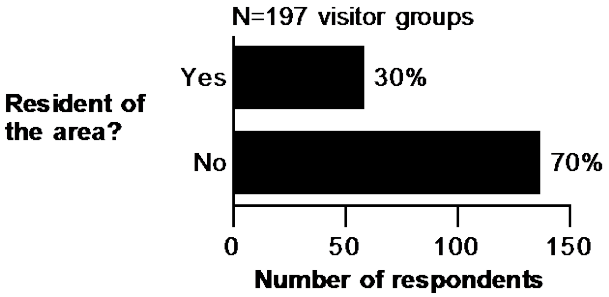


Figure 25. Residents of the area (within a 60-mile drive of the park)

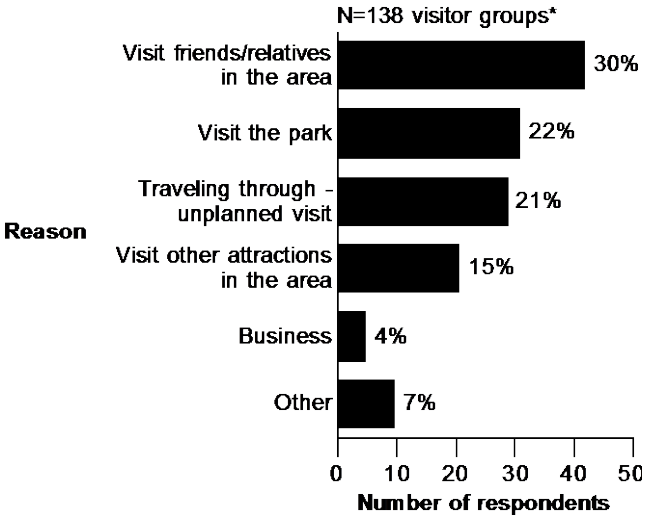


Figure 26. Primary reason for visiting the Fort Stanwix NM area (within a 60-mile drive of the park)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Places stayed on night before visiting the park

Question 7a

On this trip, where did you and your personal group stay on the night before visiting Fort Stanwix NM?

Results

- 189 visitor groups listed where they stayed on the night before visiting Fort Stanwix NM (see Table 13).

Table 13. Places stayed on the night before visiting Fort Stanwix NM (N=91 places)

Place	Number of times mentioned
Rome, NY	42
Utica, NY	10
Verona, NY	8
Syracuse, NY	7
New Hartford, NY	5
Little Falls, NY	4
Niagara Falls, NY	4
Camden, NY	3
Herkimer, NY	3
Remsen, NY	3
Sylvan Beach, NY	3
Westmoreland, NY	3
Whitesboro, NY	3
Albany, NY	2
Baldwinsville, NY	2
Barneveld, NY	2
Blossvale, NY	2
Buffalo, NY	2
Canastota, NY	2
Clinton, NY	2
Old Forge, NY	2
Oneida, NY	2
Rochester, NY	2
Taberg, NY	2
Vernon, NY	2
Yorkville, NY	2
Auburn, NY	1
Bethesda, MO	1
Binghamton, NY	1
Boonville, NY	1
Boston, MA	1
Cherry Valley, NY	1
Clark Mills, NY	1
Constableville, NY	1
Cooperstown, NY	1
Deansboro, NY	1
Dundee, NY	1

*total percentages do not equal 100 due to rounding

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

Table 13. Places stayed on the night before visiting Fort Stanwix NM (continued)

Place	Number of times mentioned
Durhamville, NY	1
Eagle Bay, NY	1
Elmira, NY	1
Fairhaven, NY	1
Forestport, NY	1
Gansevoort, NY	1
Glenville, NY	1
Hadley, NY	1
Hamilton, NY	1
Hartwick, NY	1
Heroy, NY	1
Holland Patent, NY	1
Inlet, NY	1
Ithaca, NY	1
Lake Clear, NY	1
Lee Center, NY	1
Lindsay, ON, Canada	1
Liverpool, NY	1
Lowville, NY	1
Lyndhurst, NJ	1
Madison, NY	1
Manchester, VT	1
Middleburgh, NY	1
Mohawk, NY	1
New Gretna, NJ	1
Newport, NY	1
North Syracuse, NY	1
Norwich, NY	1
Oriskany, NY	1
Owego, NY	1
Poplar Grove, IL	1
Poughkeepsie, NY	1
Prattsburgh, NY	1
Roch, NY	1
Saint Johnsville, NY	1
Sauquoit, NY	1
Schenectady, NY	1
Schyler Lake, NY	1
Sherrill, NY	1
Skaneateles, NY	1
Sodas, NY	1
Spencerport, NY	1
Toledo, OH	1
Toronto, ON, Canada	1
Truxton, NY	1
Unspecified, NY	1
Vienna, NY	1

*total percentages do not equal 100 due to rounding

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

Table 13. Places stayed on the night before visiting Fort Stanwix NM (continued)

Place	Number of times mentioned
Waterloo, NY	1
Weedsport, NY	1
Wellesly Island State Park, NY	1
West Warwick, RI	1
Westernville, NY	1
Whitby, ON Canada	1
Williamstown, NY	1

*total percentages do not equal 100 due to rounding

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

Places stayed on night after visiting the park

Question 7b

On this trip, where did you and your personal group stay on the night after visiting Fort Stanwix NM?

Results

- 173 visitor groups listed where they stayed on the night after visiting Fort Stanwix NM (see Table 14).

Table 14. Places stayed on the night after visiting Fort Stanwix NM (N=94 places)

Place	Number of times mentioned
Rome, NY	29
Syracuse, NY	8
Utica, NY	8
Verona, NY	4
Albany, NY	3
Camden, NY	3
New Hartford, NY	3
Old Forge, NY	3
Schenectady, NY	3
Sylvan Beach, NY	3
Toronto, ON, Canada	3
Vernon, NY	3
Westmoreland, NY	3
Whitesboro, NY	3
Baldwinsville, NY	2
Barneveld, NY	2
Blossvale, NY	2
Boonville, NY	2
Canastota, NY	2
Clinton, NY	2
Gansevoort, NY	2
Ithaca, NY	2
Little Falls, NY	2
Lowville, NY	2
Oneida, NY	2
Remsen, NY	2
Taberg, NY	2
Yorkville, NY	2
Alexandria Bay, NY	1
Allegheny, NY	1
Ashkabula, OH	1
Auburn, NY	1
Ava, NY	1
Binghamton, NY	1
Bolton Landing, NY	1
Boston, MA	1
Bradford, PA	1

*total percentages do not equal 100 due to rounding

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

Table 14. Places stayed on the night after visiting Fort Stanwix NM (continued)

Place	Number of times mentioned
Cavendish, VT	1
Cherry Valley, NY	1
Clark Mills, NY	1
Clay, NY	1
Constableville, NY	1
Deansboro, NY	1
Eagle Bay, NY	1
Elmira, NY	1
Fairhaven, NY	1
Forestport, NY	1
Fort Plain, NY	1
Glenville, NY	1
Hamilton, NY	1
Hartwick, NY	1
Haverhill, MA	1
Heroy, NY	1
Horseheads, NY	1
Hyde Park, NY	1
Jamestown, NY	1
Kingston, NY	1
Lake Delta State Park, NY	1
Lake Placid, NY	1
Lee Center, NY	1
Madison, NY	1
Manchester, CT	1
Marietta, NY	1
Midland, MI	1
Mohawk, NY	1
Unspecified, NH	1
New York City, NY	1
Newport, NY	1
North Syracuse, NY	1
Ontario, NY	1
Oriskany, NY	1
Oswego, NY	1
Ottawa, ON, Canada	1
Plattsburgh, NY	1
Roch, NY	1
Rochester, NY	1
Saint Johnsville, NY	1
Saranac Lake, NY	1
Sauquoit, NY	1
Schodack, NY	1
Schroon Lake, NY	1
Schyler Lake, NY	1
Sherrill, NY	1
Spencerport, NY	1

*total percentages do not equal 100 due to rounding

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

Table 14. Places stayed on the night after visiting Fort Stanwix NM (continued)

Place	Number of times mentioned
Stittville, NY	1
Thousand Islands, NY	1
Truxton, NY	1
Vienna, NY	1
Watertown, NY	1
Weedsport, NY	1
Westernville, NY	1
Whitby, ON, Canada	1
White River Junction, VT	1
Williamstown, NY	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Services used in nearby communities

Question 9a

In which communities did you and your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Fort Stanwix NM?

Results

- 63% of visitor groups needed support services on this visit (see Figure 27).
- As shown in Figure 28, the communities most commonly used to obtain support services were:

  67% Rome, NY
  20% Utica, NY

- "Other" communities (30%) are shown in Table 15.

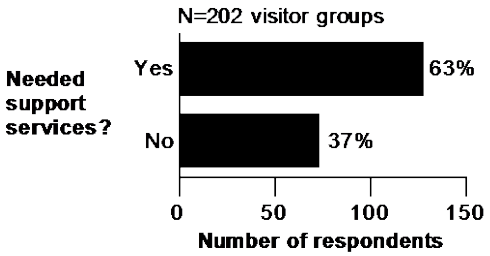


Figure 27. Visitor groups that needed support services on this visit

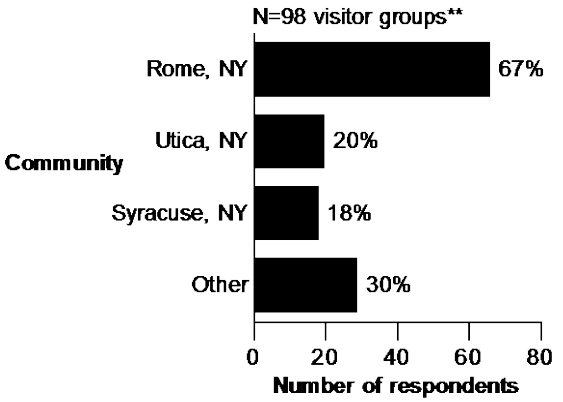


Figure 28. Nearby communities in which visitor groups obtained support services

Table 15. Communities where support services were obtained (N=30 comments)

Community	Number of times mentioned
Verona, NY	6
Sylvan Beach, NY	3
Boonville, NY	2
Camden, NY	2
Herkimer, NY	2
New Hartford, NY	2
Vernon, NY	2
Auburn, NY	1
Blossvale, NY	1
Clinton, NY	1
Ithica, NY	1
Little Falls, NY	1
Lowville, NY	1
Onieda, NY	1
Oriskany, NY	1
Pulaski, NY	1
Thousand Islands, NY	1
Watertown, NY	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 9b

Which support services did you and your personal group obtain on this visit to Fort Stanwix NM?

Results

- Support services obtained in nearby communities on this visit are shown in Table 16.

Table 16. Support services obtained in nearby communities (N=118 visitor groups)

	Service used %**			
Community	Information	Gas	Food	Lodging
Rome, NY	18	44	65	21
Syracuse, NY	4	10	14	8
Utica, NY	5	16	16	8
Other	7	16	15	14

Question 9c

Were you and your personal group able to obtain all the services that you needed in these communities?

Results

- 98% of visitor groups were able to obtain needed support services in nearby communities (see Figure 29).

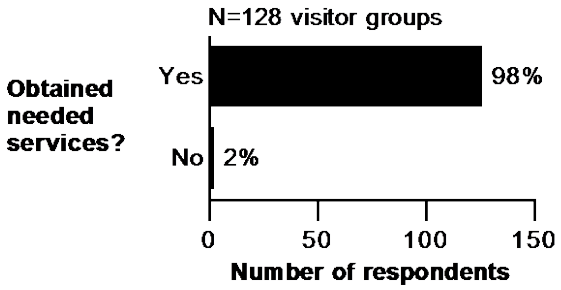


Figure 29. Visitor groups that were able to obtain needed services

Question 9d

If NO, what needed services were not available? (Open-ended)

Results – Interpret results with **CAUTION!**

- 1 visitor group listed a needed service that was not available:

  Honda motorcycle dealer

*total percentages do not equal 100 due to rounding

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

Adequacy of directional signs

Question 10a-d

On this visit, were the signs directing you and your personal group to and around Fort Stanwix NM adequate?

Results

- Table 17 shows visitor groups' ratings of the adequacy of signs directing them to and around the park.

Table 17. Adequacy of directional signs
(n_1=number of visitor groups that rated adequacy of signs; n_2=number of visitor groups that did not use signs)

	Total	Adequate?			Did not use	
Sign	**N**	n_1	Yes (%)	No (%)	n_2	% of total
Interstate signs	194	89	87	13	105	54
State highway signs	197	114	89	11	83	42
Signs in local communities	203	155	88	12	48	24
Signs in the park	197	163	92	8	34	17

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 10e

If you answered NO for any of the above, please explain the problem? (Open-ended)

Results – Interpret results with **CAUTION!**

- 29 visitor groups responded to this question.
- Table 18 shows visitor groups' problems with directional signs.

Table 18. Problems with directional signs
(N=51 comments; some visitor groups made more than one comment)

Sign	Comment	Number of times mentioned
Interstate signs	Did not see any	9
	Not adequate	1
	Too few	1
State highway signs	Did not see any	7
	Difficult to know how to get there	1
	Difficult to know where to park	1
	Route 12 and 26	1
	Too few	1
Signs in local communities	Did not see any	3
	Difficult to know where to park	3
	Little or no signs	2
	No directions to entrance	2
	Unclear directions	2
	Did not specify entrance	1
	Difficult to know how to get there	1
	Got lost	1
	Inadequate	1
	In the wrong place	1
Signs in the park	Difficult to know where to park	4
	Did not see any	2
	Awkward set up	1
	Difficult to know how to enter fort	1
	Difficult to know how to enter fort from visitor center	1
	Difficult to know how to get there	1
	Not enough detail to follow chronology of exhibits	1
	Parking area	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Overnight stays

Question 6a

On this trip, did you and your personal group stay overnight away from your primary residence in the surrounding area of Fort Stanwix NM (within a 60-mile drive of the park)?

Results

- 54% of visitor groups stayed overnight away from their primary residence in the surrounding area (see Figure 30).

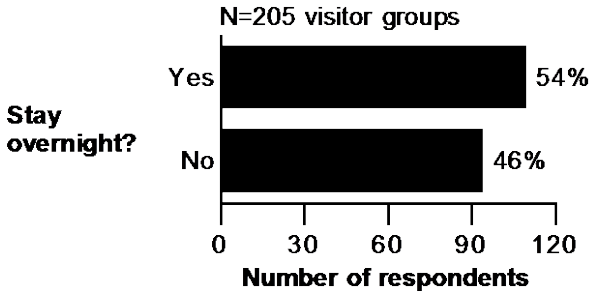


Figure 30. Visitor groups that stayed overnight in the surrounding area (within a 60-mile drive of the park)

Question 6b

If YES, please list the number of nights you and your personal group stayed in the surrounding area of Fort Stanwix NM (within a 60-mile drive of the park).

Results

- 35% of visitor groups stayed four or more nights within a 60-mile drive of the park (see Figure 31).
- 35% stayed two or three nights.
- 29% stayed one night.

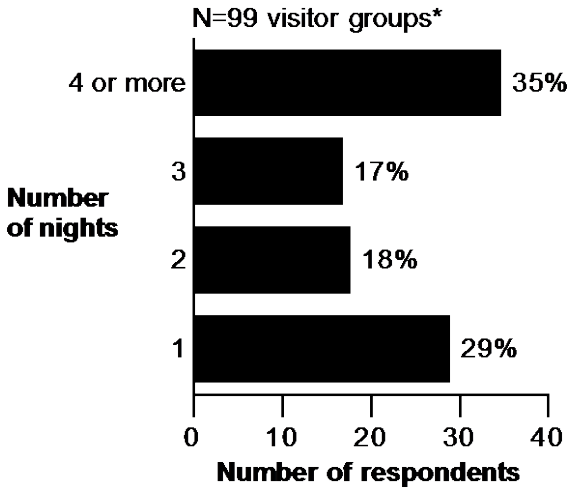


Figure 31. Number of nights spent in the surrounding area (within a 60-mile drive of the park)

*total percentages do not equal 100 due to rounding

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

Accommodations used outside the park

Question 6c

In which type of lodging did you and your personal group spend the night(s) in the surrounding area (within a 60-mile drive of the park)?

Results

- As shown in Figure 32, among those visitor groups that stayed overnight in the surrounding area outside the park, the most common types of accommodations were:

  55% Lodges, hotels, vacation rentals, B&Bs, etc.
  28% Residence of friends or relatives

- "Other" type (1%) of accommodation was:

  Turning Stone Resort

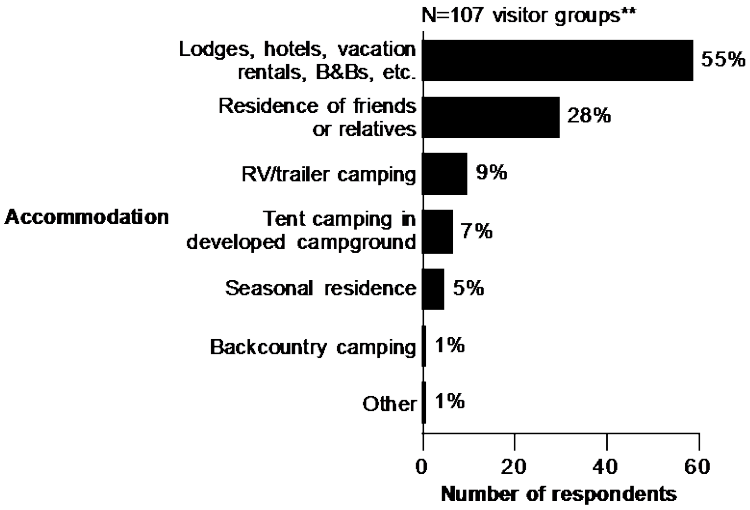


Figure 32. Accommodations used in the surrounding area (within a 60-mile drive of the park)

*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 stay

Question 12a

On this visit to Fort Stanwix NM, how much time in total did you and your personal group spend visiting the park?

Results

- 49% of visitor groups spent two hours visiting the park (see Figure 33).
- 26% spent three or more hours.
- 25% spent up to one hour.
- The average length of stay for visitor groups was 1.9 hours.

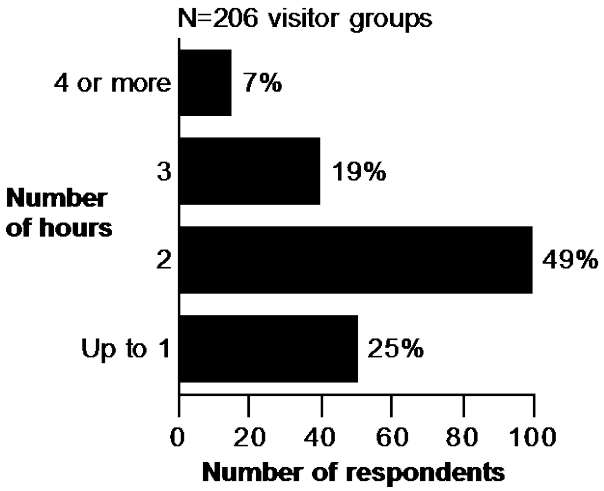


Figure 33. Number of hours spent in the park

Visitor groups that visited the park on more than one day

Question 12b

Did you and your personal group visit the park on more than one day?

Results

- 4% of visitor groups visited the park on more than one day (see Figure 34).

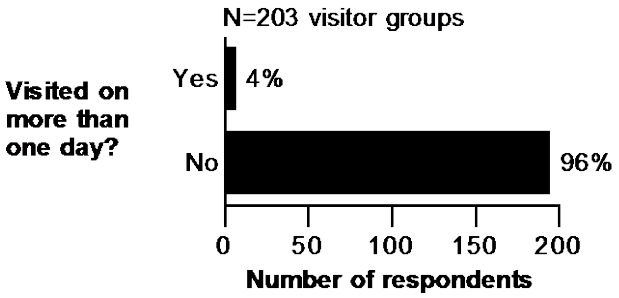


Figure 34. Visitor groups that visited the park on more than one day

Question 12c

If YES, how many days?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 35).

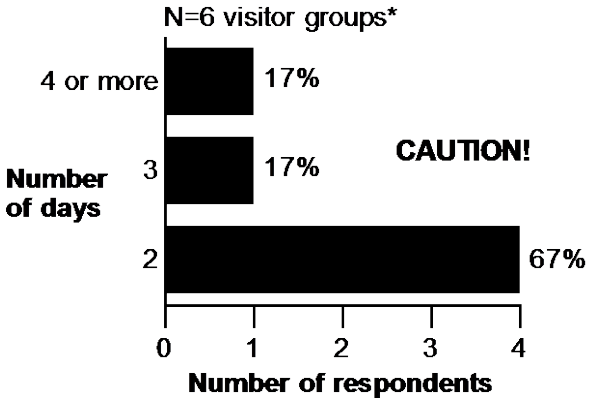


Figure 35. Number of days spent visiting the park

*total percentages do not equal 100 due to rounding

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

Places visited in the Rome, NY area

Question 8

On this trip, which other places did you and your personal group visit in the Rome, NY area (within a 2-hour drive of the park)?

Results

- 69% of visitor groups visited other places in the Rome, NY area (see Figure 36).
- As shown in Figure 37, the most commonly visited places by visitor groups in the Rome, NY area were:

  26% Oriskany Battlefield
  24% Erie Canal Village
  18% Adirondack Park
  18% Sylvan Beach

- The least visited places were:

  1% Rome Art & Community Center
  1% Shako:wi Cultural Center
  1% Bellamy Harbor

- "Other" places (30%) that were visited are shown in Table 19.

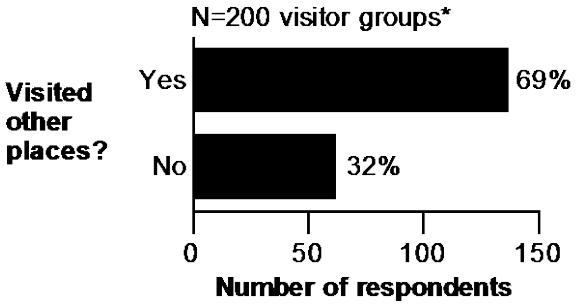


Figure 36. Visitor groups that visited other places in the Rome, NY area (within a 2-hour drive of the park)

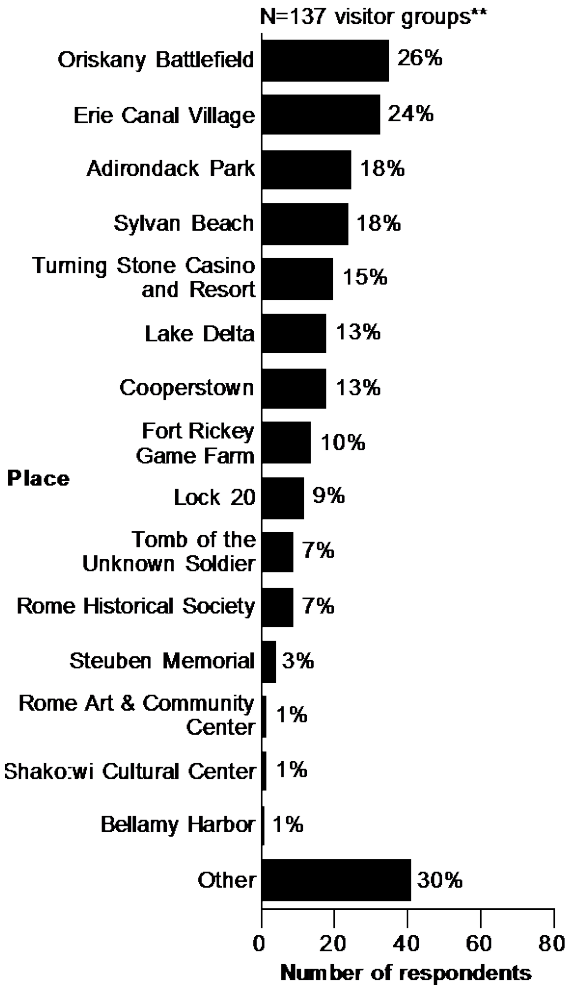


Figure 37. Places visited in the Rome, NY area (within a 2-hour drive of the park)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 19. Other places visited in the Rome, NY area (within a 2-hour drive of the park) (N=47 places; some visitor groups listed more than one place)

Place	Number of times mentioned
Fish hatchery	3
Herkimer Diamond Mines	3
Fort Johnson	2
Johnson Hall	2
B-52 bomber	1
Beach	1
Curtiss Museum	1
Enchanted Forest Water Safari	1
Erie Canal multi-use trail	1
Erie Canal Museum	1
Finger Lakes	1
Green Lakes Park	1
Griffiss	1
Herkimer	1
Herkimer Home	1
Howe Caverns	1
Jervis Public Library	1
Mohawk Golf Course	1
Munson-Williams-Proctor Institute of Art	1
National Foster gravesite	1
Old Forge	1
Onieda Beach State Park	1
Oswego	1
Peter Paul Recreation Park	1
Pixley Falls	1
Pleasant Valley Winery	1
Pulaski	1
Remington Arms	1
Rome Free Academy stadium	1
Rome Sand Plains	1
Saranac Brewing Company	1
Seneca Falls	1
Syracuse	1
Syracuse Airport	1
Thousand Islands	1
Utica	1
Utica Club Brewery	1
Utica Zoo	1
Vernon Downs	1
Windmill Farms	1
Women's Rights National Historical Park	1

*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 14a

On this visit, in which activities did you and your personal group participate within Fort Stanwix NM?

Results

- As shown in Figure 38, the most common activities in which visitor groups participated on this visit were:

  92% Viewing reconstructed fort
  89% Viewing exhibits
  83% General sightseeing

- "Other" activities (3%) were:

  Watching movie
  Watching cannons being cleaned

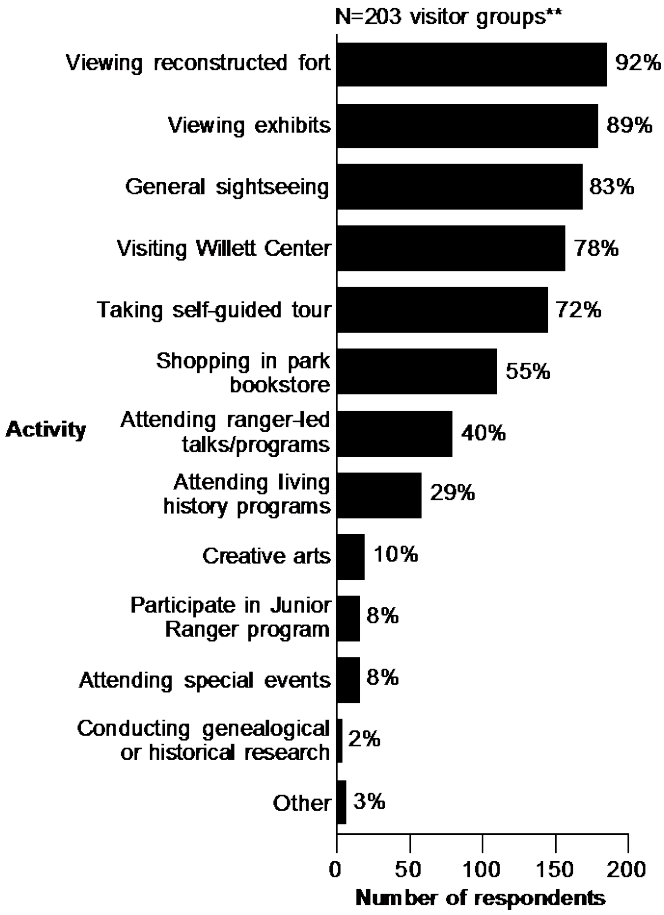


Figure 38. Activities on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visits

Question 14b

If you were to visit the park in the future, in which activities would you and your personal group prefer to participate within the park?

Results

- As shown in Figure 39, the most common activities in which visitor groups would prefer to participate on future visits were:

  69% Visiting Willett Center
  69% Viewing reconstructed fort
  69% Viewing exhibits

- "Other" activities (2%) were:

  Learning military history
  Lecture series about 1784 Treaty
  Watching movie

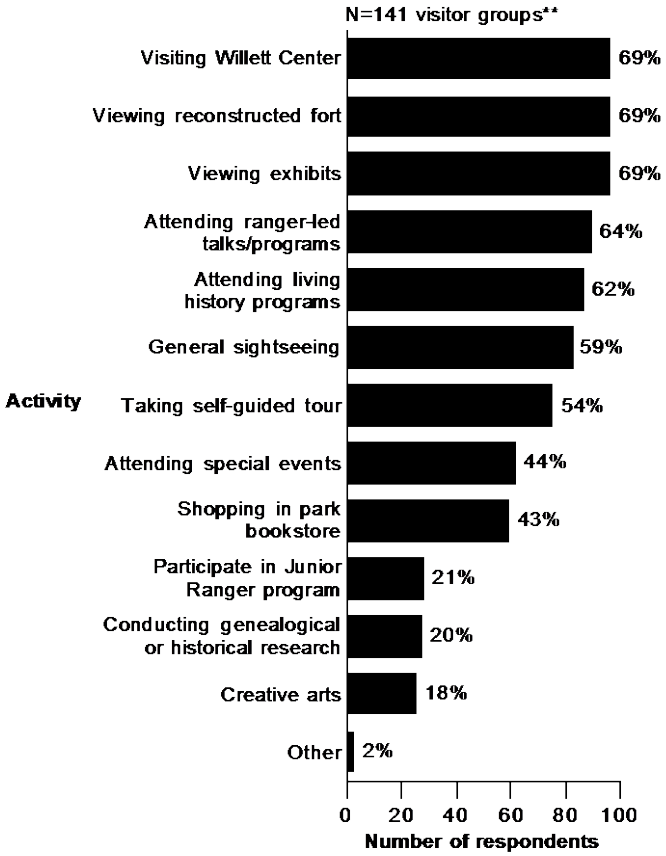


Figure 39. Activities on future visits

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Topics related to the Revolutionary War learned on this visit

Question 19a

Fort Stanwix NM interpretive programs and visitor center exhibits discuss topics related to the Revolutionary War events that took place at this site and colonial backcountry life. Please indicate all the topics you learned (or learned more) about on this visit.

Results

- 94% of visitor groups learned about Revolutionary War topics on this visit (see Figure 40).
- As shown in Figure 41, the most common topics learned (or learned more) about on this visit were:

  84% Revolutionary War
  83% Fort life/colonial life

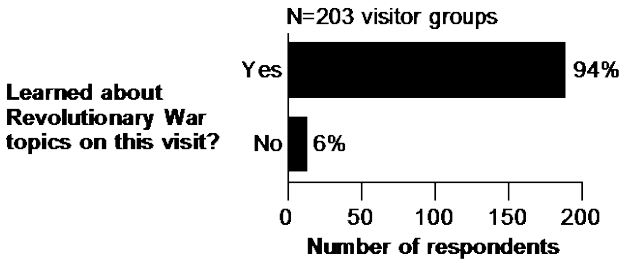


Figure 40. Visitor groups that learned about Revolutionary War topics on this visit

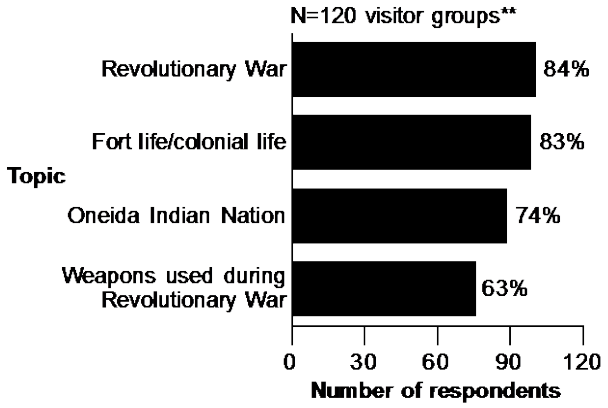


Figure 41. Revolutionary Wary topics learned on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 19b

Please indicate how much your level of understanding of each topic improved during your visit.

Results

- As shown in Table 20, the most common topics for which visitor groups' level of understanding improved "a lot" or "somewhat" were:

  A lot

  51% Fort life/colonial life
  42% Oneida Indian Nation

  Somewhat

  49% Weapons used during Revolutionary War
  40% Revolutionary War

Table 20. Improvement in level of understanding
(N=number of visitor groups)

		Improvement in level of understanding (%)*			
Topic	**N**	Not at all	A little	Somewhat	A lot
Revolutionary War	174	3	18	40	39
Oneida Indian Nation	170	4	19	35	42
Weapons used during Revolutionary War	154	8	19	49	23
Fort life/colonial life	179	2	13	34	51

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 19c

Please indicate the topics you would be interested in learning (or learning more) about on a future visit.

Results

- Table 21 shows visitor groups' interest in learning (or learning more) about park topics on a future visit (see Table 21).

Table 21. Interest in learning on a future visit
(N=number of visitor groups)

Topic	N	Interest in learning (or learning more) about on a future visit	
		Yes (%)	No (%)
Revolutionary War	163	97	3
Oneida Indian Nation	161	94	6
Weapons used during Revolutionary War	151	93	7
Fort life/colonial life	166	98	2

Question 19d

Please list any additional topics you and your personal group are interested in learning about at Fort Stanwix NM.

Results – Interpret results with **CAUTION!**

- Twelve visitor groups responded to this question.
- Table 22 shows the additional topics visitor groups' are interested in learning about at Fort Stanwix NM.

Table 22. Additional topics to learn about
(N=20 comments; some visitor groups made more than one comment) – **CAUTION!**

Topic	Number of times mentioned
Artifacts - Colonial	1
Artifacts - French	1
Artifacts - Native American	1
Battle reenactments	1
British influence on fort life	1
Food types/preparation	1
French/Indian War	1
How military of the current force was shaped by things of the time	1
How the fort was built	1
Loyalists	1
Military/colonial drills	1
More on Native American 19th and 20th century context	1
Native American influence on fort life	1
New York militia units that served at Fort Stanwix	1
Patriots influence on fort life	1
Reconstruction on site	1
Reenactments	1
Roles of women	1
Tories influence on fort life	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Aspects of fort tour

Question 20

Please indicate one response for each of the following aspects of the fort tour.

Results

- 30% of visitor groups took the fort tour on this visit (see Figure 42).

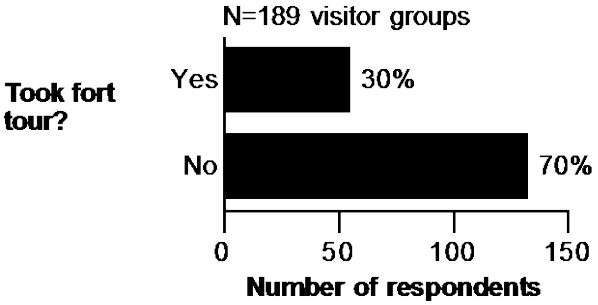


Figure 42. Visitor groups that took the fort tour on this visit

a. Tour length

- 91% of visitor groups found the length of the tour to be "about right" (see Figure 43).

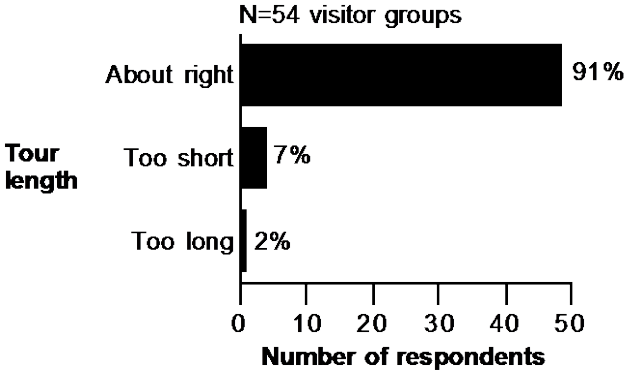


Figure 43. Visitor groups' opinions about tour length

b. Take tour at desired time

- 96% of visitor groups were able to take the tour at the desired time (see Figure 44).

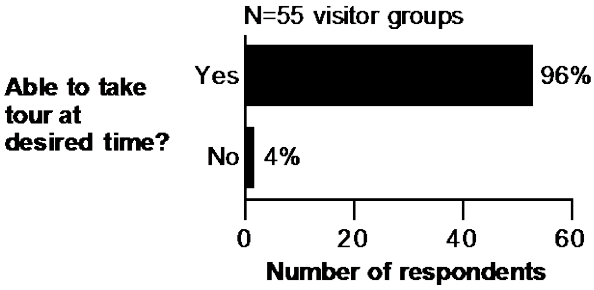


Figure 44. Visitor groups that were able to take tour at desired time

*total percentages do not equal 100 due to rounding

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

c. Effect of tour size on ability to see room interior

- 98% of visitor groups found the tour size had no effect on their ability to see room interiors (see Figure 45).

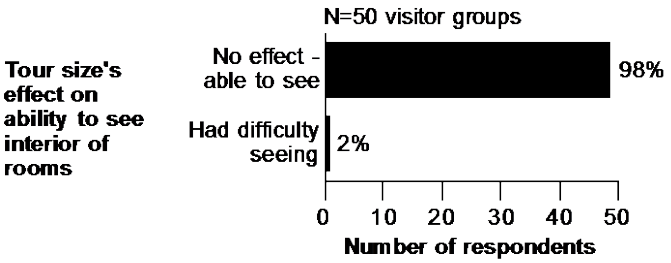


Figure 45. Visitor groups' ability to see interior of rooms due to tour size

d. Topics discussed on tour

- 100% of visitor groups found the topics discussed on the tour interesting (see Figure 46).

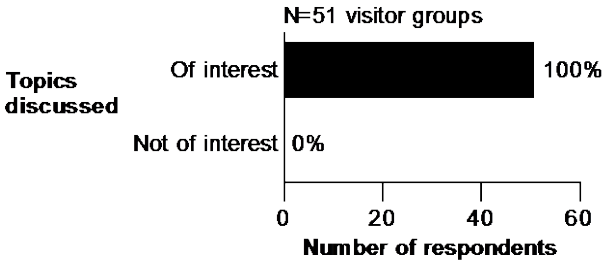


Figure 46. Visitor groups' opinions about the topics discussed

Question 20e

On the tour, did you learn something about Fort Stanwix NM that is relevant or meaningful to your life today?

Results

- 55% of visitor groups learned something about Fort Stanwix NM that is relevant or meaningful to their life (see Figure 47).

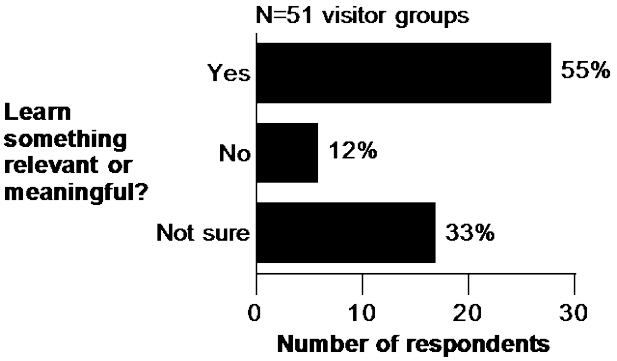


Figure 47. Visitor groups that learned something relevant or meaningful to their life

*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 Services, Facilities, Attributes, Resources, and Elements

Visitor services and facilities used

Question 16a

Please indicate all of the visitor services and facilities that you or your personal group used at Fort Stanwix NM during this visit.

Results

- As shown in Figure 48, the most common visitor services and facilities used by visitor groups were:

  79% Visitor center exhibits
  78% Visitor center (overall)
  78% Assistance from park staff

- The least used services/facilities were:

  9% Junior Ranger programs
  9% Access for people with disabilities

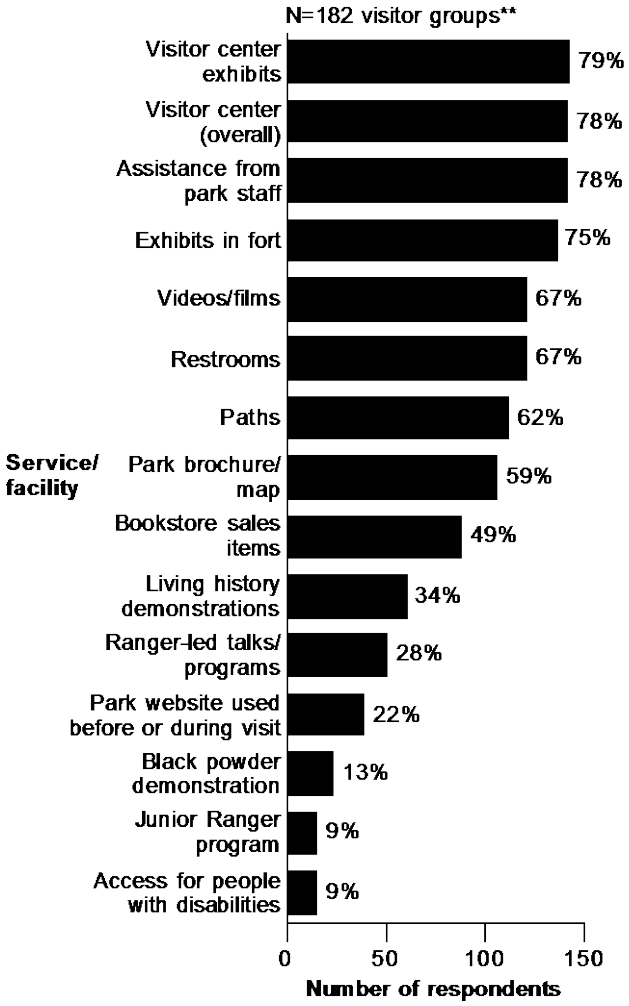


Figure 48. Visitor services and facilities used

*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 16b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 49 shows the combined proportions of "extremely important" and "very important" ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  92% Visitor center (overall)
  92% Restrooms
  92% Ranger-led talks/programs
  92% Exhibits in fort

- Table 23 shows the importance ratings of each service and facility.
- The service/facility receiving the highest "not at all important" rating that was rated by 30 or more visitor groups was:

  2% Bookstore sales items

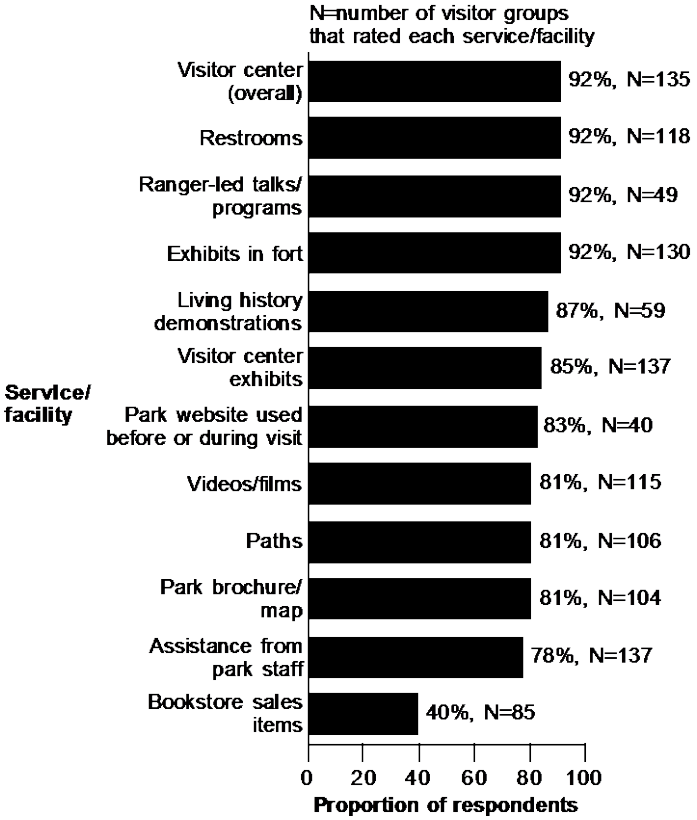


Figure 49. Combined proportions of "extremely important" and "very important" ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 23. Importance ratings of visitor services and facilities
(N=number of visitor groups that rated each service and facility)

		Rating (%)*				
Service/facility	**N**	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	137	0	2	20	39	39
Bookstore sales items (selection, price, etc.)	85	2	8	49	28	12
Access for people with disabilities – **CAUTION!**	15	0	0	0	27	73
Black powder demonstration – **CAUTION!**	22	5	5	18	41	32
Exhibits in fort	130	0	2	6	47	45
Junior Ranger program – **CAUTION!**	16	0	0	0	44	56
Living history demonstrations	59	0	2	12	36	51
Park brochure/map	104	0	4	15	45	36
Park website used before or during visit	40	0	3	15	45	38
Paths	106	0	3	17	42	39
Ranger-led talks/ programs	49	0	0	8	37	55
Restrooms	118	0	2	6	28	64
Videos/films	115	0	3	17	41	40
Visitor center exhibits	137	0	2	13	40	45
Visitor center (overall)	135	0	1	7	33	59

*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 16c

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

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

Results

- Figure 50 shows the combined proportions of "very good" and "good" ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of "very good" and "good" ratings were:

  98% Ranger-led talks/programs
  97% Visitor center (overall)
  97% Assistance from park staff

- Table 24 shows the quality ratings of each service and facility.
- The services/facilities receiving the highest "very poor" rating that were rated by 30 or more visitor groups were:

  1% Assistance from park staff
  1% Bookstore sales items
  1% Paths
  1% Videos/films

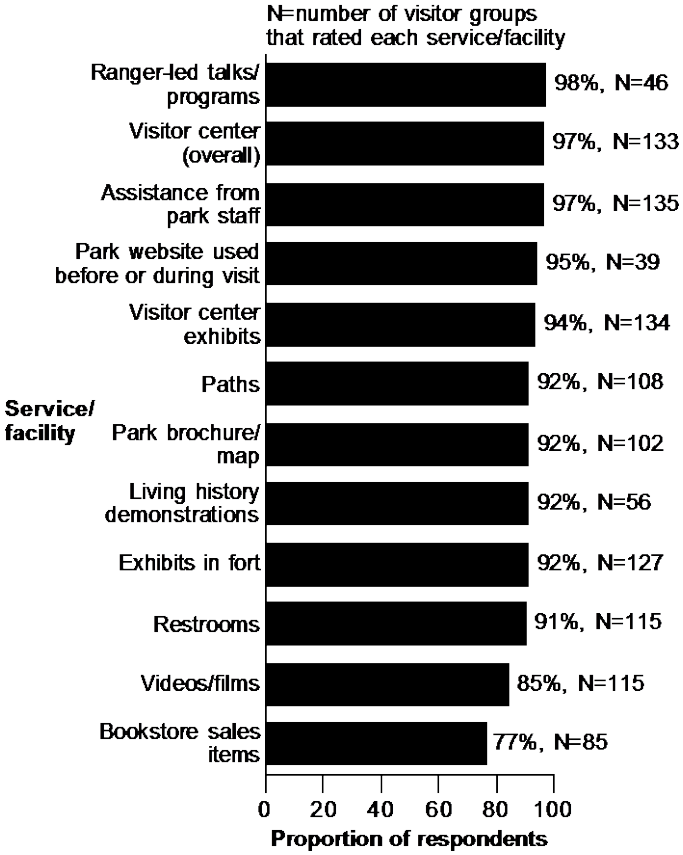


Figure 50. Combined proportions of "very good" and "good" ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 24. Quality ratings of visitor services and facilities
(N=number of visitor groups that rated each service and facility)

		Rating (%)*				
Service/facility	**N**	Very poor	Poor	Average	Good	Very good
Assistance from park staff	135	1	1	1	18	79
Bookstore sales items (selection, price, etc.)	85	1	4	19	32	45
Access for people with disabilities – **CAUTION!**	15	13	7	20	40	20
Black powder demonstration – **CAUTION!**	20	0	0	10	25	65
Exhibits in fort	127	0	1	7	32	60
Junior Ranger program – **CAUTION!**	15	7	0	7	20	67
Living history demonstrations	56	0	0	7	21	71
Park brochure/ map	102	0	1	7	27	65
Park website used before or during visit	39	0	0	5	46	49
Paths	108	1	1	6	24	68
Ranger-led talks/ programs	46	0	0	2	7	91
Restrooms	115	0	1	8	19	72
Videos/films	115	1	4	10	24	61
Visitor center exhibits	134	0	1	5	29	65
Visitor center (overall)	133	0	0	3	27	70

*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 of visitor services and facilities

- Figures 51 and 52 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

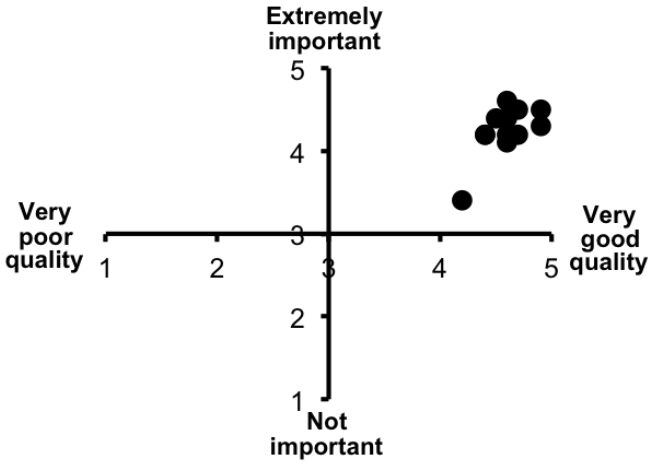


Figure 51. Mean scores of importance and quality of visitor services and facilities

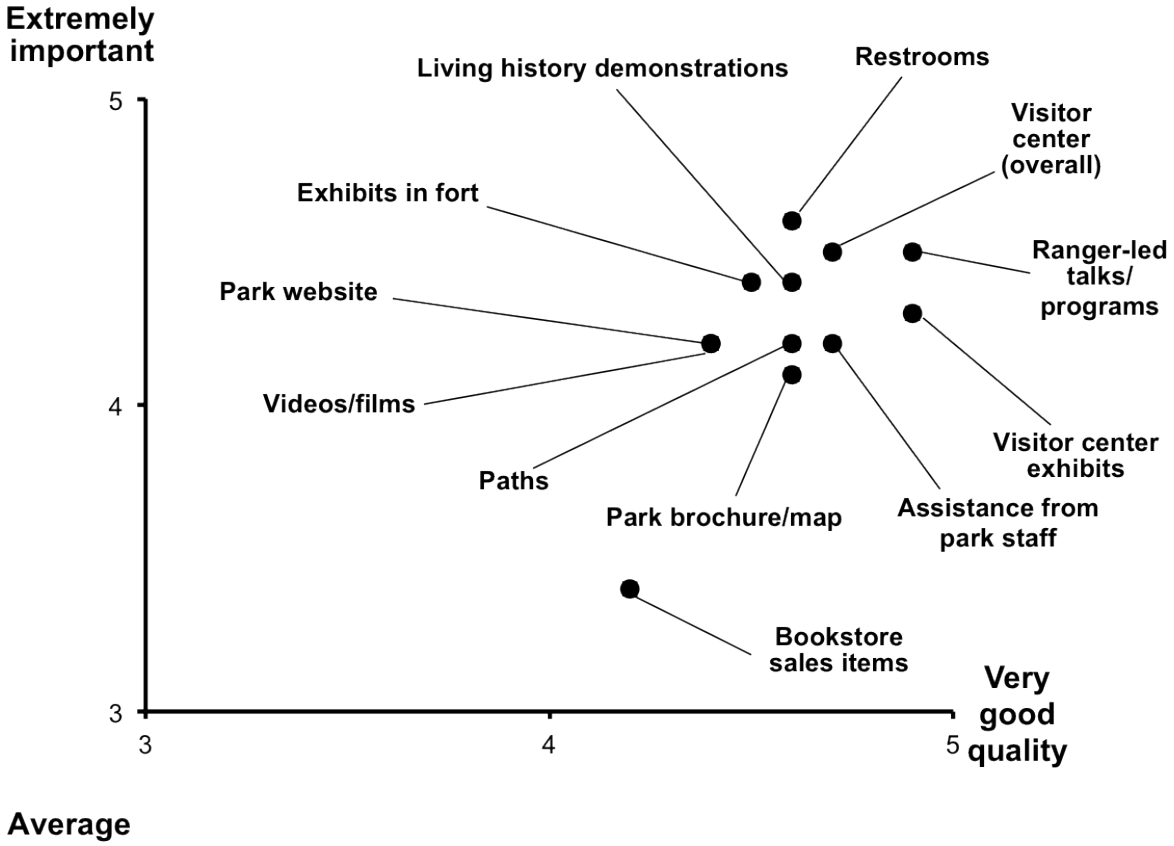


Figure 52. Detail of Figure 51

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 16d

If you rated any of the above services as "very poor" or "poor," please explain why. (Open-ended)

Results – Interpret results with **CAUTION!**

- 15 visitor groups responded to this question.
- Table 25 shows reasons why services were rated "very poor" or "poor."

Table 25. Reasons services rated were as "very poor" or "poor" (N=15 comments) – **CAUTION!**

Service	Reason	Number of times mentioned
Access for people with disabilities	Headsets for deaf - less beneficial without headsets	1
	Not easy to see rooms	1
	Parking was not great	1
Bookstore/gift shop	Expensive	1
Junior Ranger program	Rude, not helpful	1
Paths	Not clear enough	1
Videos/films	Many audiovisual exhibits were out of order	1
	No service available	1
	Not working - we needed 5 for students and only 1 worked. Ranger very apologetic, though.	1
	One film was not working in Willett Center	1
	One not working	1
	One segment out of order	1
	Should be available for purchase	1
	Too hot	1
	Visitor center - one film had no picture and the other had no sound	1

*total percentages do not equal 100 due to rounding

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

Parking facilities

Question 11a
Were the parking facilities satisfactory during this visit to Fort Stanwix NM?

Results
- 84% of visitor groups were satisfied with parking facilities at Fort Stanwix NM (see Figure 53).

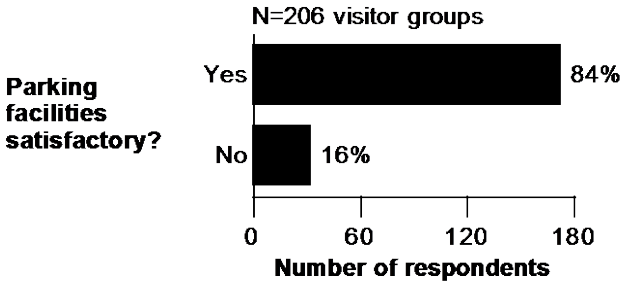


Figure 53. Visitor groups that were satisfied with parking facilities at Fort Stanwix NM

Question 11b
If NO, please explain why? (Open-ended)

Results
- 30 visitor groups responded to this question.
- Table 26 shows reasons why parking facilities were not satisfactory.

Table 26. Reasons parking facilities were not satisfactory
(N=39 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
Couldn't find parking so parked elsewhere and walked	6
Did not know where to park	6
Not enough parking available	4
Inadequate parking signage	3
No local parking	3
Not enough handicapped parking	3
Handicapped parking far away	2
Parking signs were confusing	2
Awkward set up	1
Crosswalk was at dangerous intersection	1
Did not know free parking was available, paid to park	1
Did not see it until we were past the site	1
Did not see parking signs until we were at the front of Fort Stanwix	1
Drivers ignored pedestrians	1
Had large RV	1
Had to park across the street	1
In the past you did not have to pay for parking	1
Post signs indicating off-street parking is closer than parking lot by maintenance building	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality of personal interaction with a park ranger

Question 13a

During this visit to Fort Stanwix NM, did you and your personal group have any personal interaction(s) with a park ranger, other than on a tour or at a program?

Results

- 90% of visitor groups had interaction with a park ranger other than on a tour or at a program (see Figure 54).

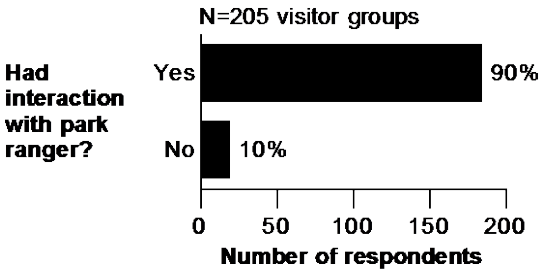


Figure 54. Visitor groups that had interaction with a park ranger other than on a tour or at a program

Question 13b

If YES, please rate the quality of your interaction with the park ranger.

Results

- Table 27 shows visitor groups' ratings of the quality of interaction with a park ranger.

Table 27. Quality of personal interaction with a park ranger
(N=number of visitor groups that rated each element)

		Rating (%)*				
Element	**N**	Very poor	Poor	Average	Good	Very good
Helpfulness	183	1	0	1	15	83
Courteousness	183	1	0	2	10	88
Quality of information provided	184	1	0	2	13	85

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside the park

Question 21

For you and your personal group, please estimate all expenditures for the items listed below for this visit to Fort Stanwix NM and the surrounding area (within a 60-mile drive of the park).

Results

- 43% of visitor groups spent $1-$200 (see Figure 55).
- 29% spent no money.
- 28% spent $201 or more.
- The average visitor group expenditure was $212.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was $50.
- The average total expenditure per person (per capita) was $94.
- As shown in Figure 56, the largest proportions of total expenditures inside and outside the park were:

  31% Lodges, hotels, motels, cabins, B&Bs, etc.
  21% Restaurants and bars
  15% Gas and oil

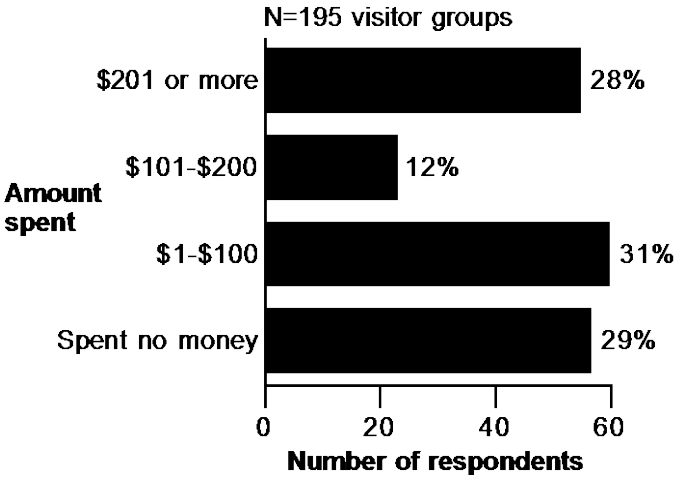


Figure 55. Total expenditures inside and outside the park

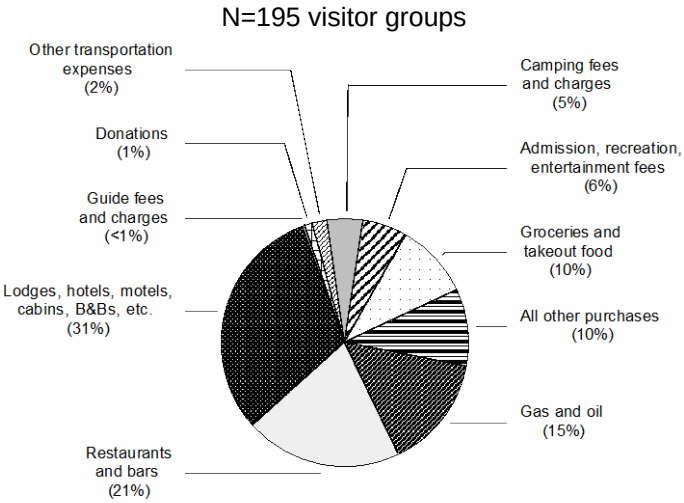


Figure 56. Proportions of total expenditures inside and outside the park

*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 adults covered by expenditures

Question 21c

How many adults (18 years or older) do these expenses cover?

Results

- 58% of visitor groups had two adults covered by expenditures (see Figure 57).
- 21% had one adult.

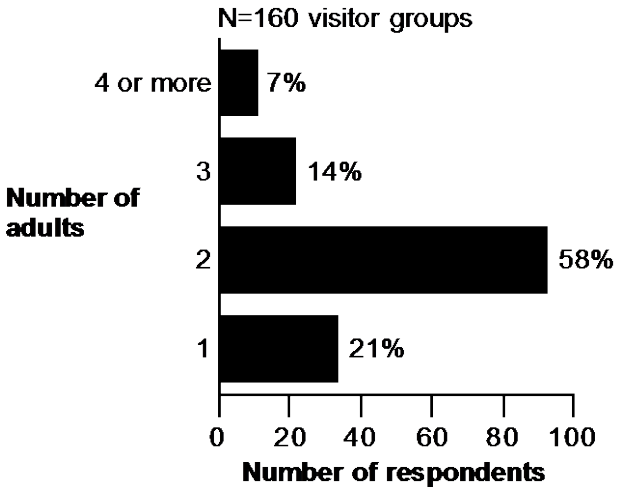


Figure 57. Number of adults covered by expenditures

Number of children covered by expenditures

Question 21c

How many children (under 18 years) do these expenses cover?

Results

- 48% of visitor groups had no children covered by expenditures (see Figure 58).
- 36% had up to two children.

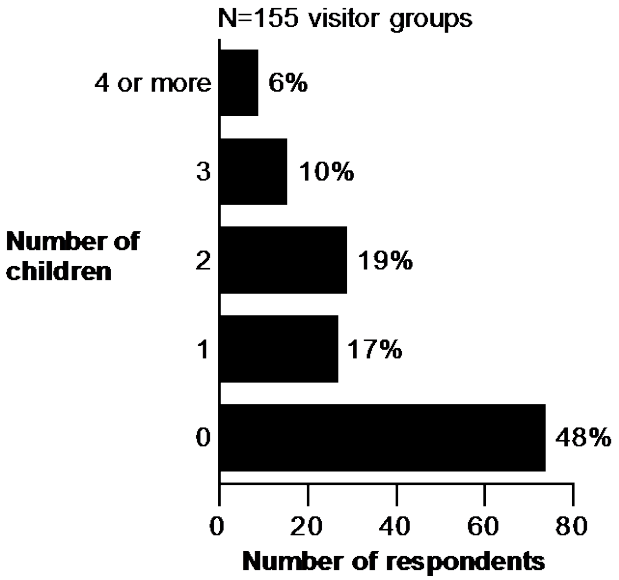


Figure 58. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

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

Expenditures inside the park

Question 21a

Please list your group's total expenditures inside Fort Stanwix NM.

Results

- 63% of visitor groups spent no money inside the park (see Figure 59).
- 34% spent $1-$50.
- The average visitor group expenditure inside the park was $9.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was $0.
- The average total expenditure per person (per capita) was $10.
- As shown in Figure 60, the largest proportion of total expenditures inside the park was:

  86% All other purchases

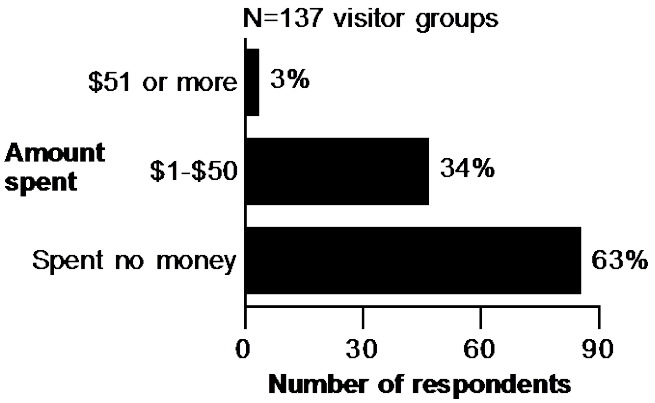


Figure 59. Total expenditures inside the park

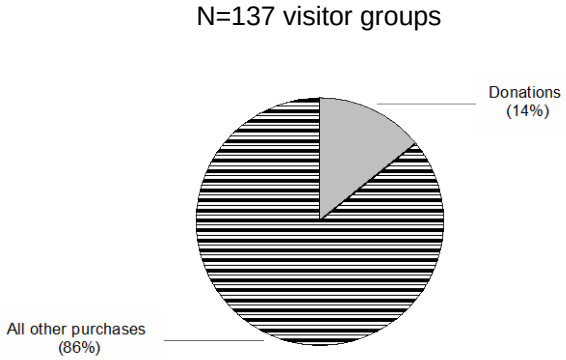


Figure 60. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 67% of visitor groups spent no money on all other purchases inside the park (see Figure 61).
- 31% spent $1-$50.

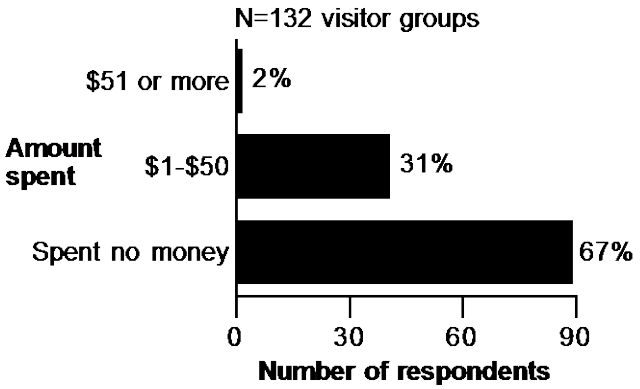


Figure 61. Expenditures for all other purchases inside the park

Donations

- 79% of visitor groups spent no money on donations inside the park (see Figure 62).
- 21% spent $1-$20.

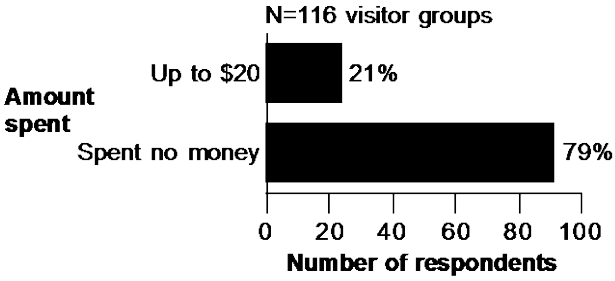


Figure 62. Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Expenditures outside the park

Question 21b

Please list your group's total expenditures in the surrounding area outside the park (within a 60-mile drive of the park).

Results

- 37% of visitor groups spent $1-$200 (see Figure 63).
- 32% spent $201 or more.
- 31% spent no money.
- The average visitor group expenditure outside the park was $235.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was $60.
- The average total expenditure per person (per capita) was $131.
- As shown in Figure 64, the largest proportions of total expenditures outside the park were:

  32% Lodges, hotels, motels, cabins, B&Bs, etc.
  21% Restaurants and bars
  15% Gas and oil

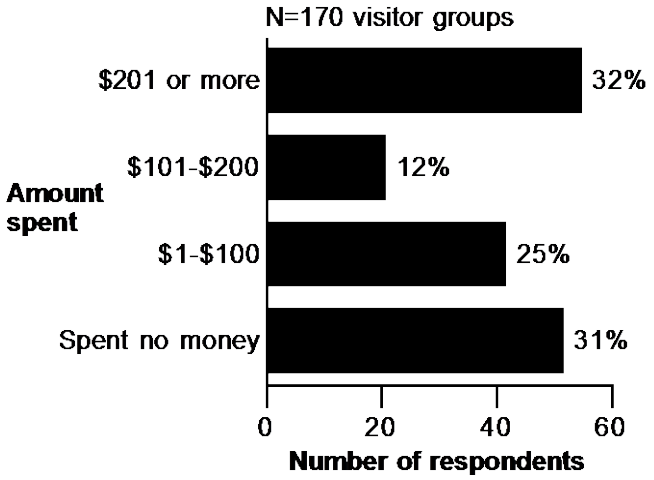


Figure 63. Total expenditures outside the park

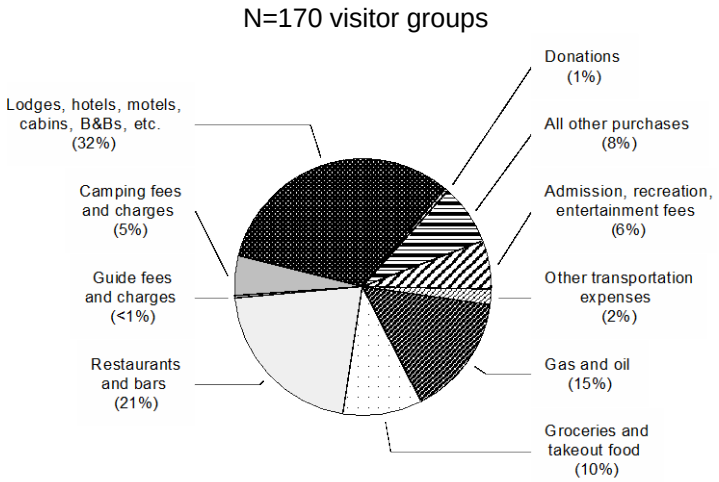


Figure 64. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Lodges, hotels, motels, cabins, B&Bs, etc.

- 60% of visitor groups spent no money on lodging outside the park (see Figure 65).
- 23% spent $151 or more.

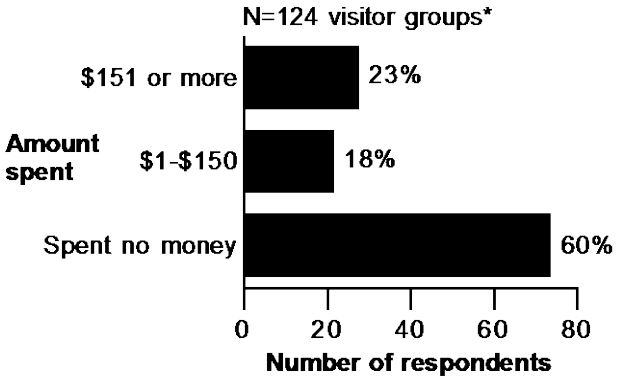


Figure 65. Expenditures for lodging outside the park

Camping fees and charges

- 88% of visitor groups spent no money on camping fees and charges outside the park (see Figure 66).
- 9% spent $51 or more.

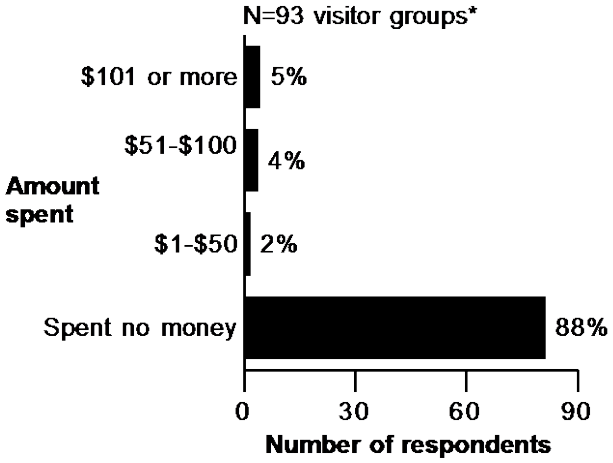


Figure 66. Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

- 98% of visitor groups spent no money on guide fees and charges outside the park (see Figure 67).

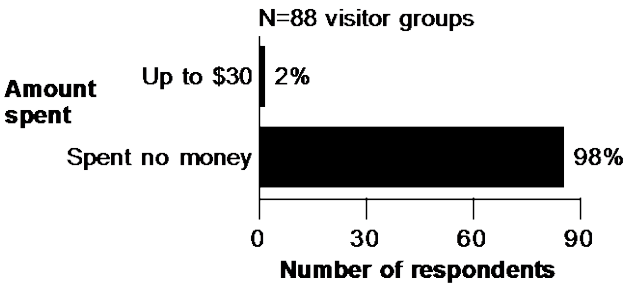


Figure 67. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 46% of visitor groups spent up to $100 on restaurants and bars outside the park (see Figure 68).
- 41% spent no money.

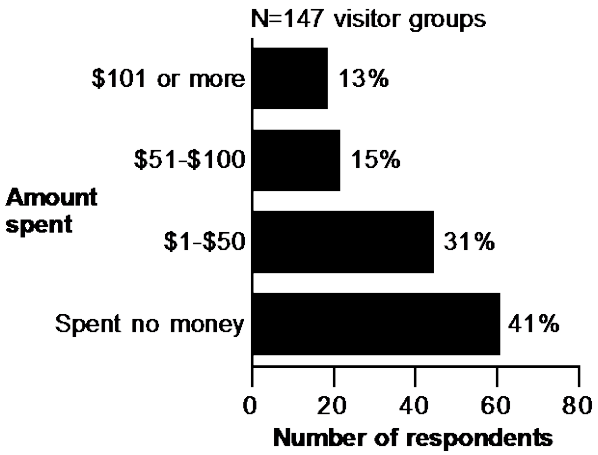


Figure 68. Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Groceries and takeout food

- 60% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 69).
- 23% spent $1-$50.

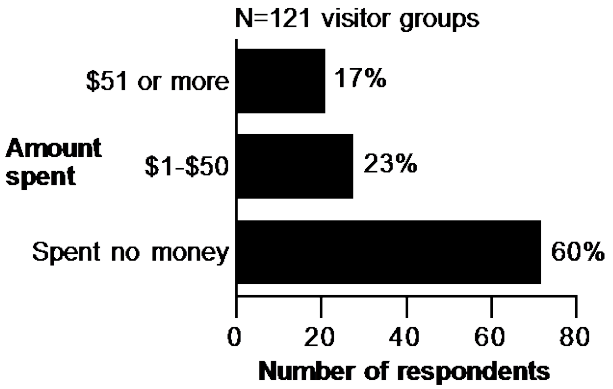


Figure 69. Expenditures for groceries and takeout food outside the park

Gas and oil (auto, RV, boat, etc.)

- 42% of visitor groups spent no money on gas and oil outside the park (see Figure 70).
- 34% spent $1-$50.

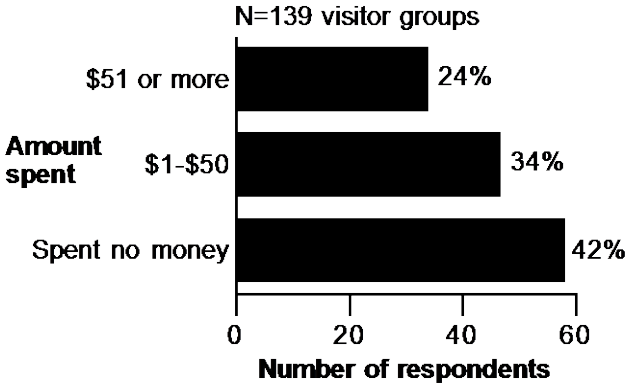


Figure 70. Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 94% of visitor groups spent no money on other transportation outside the park (see Figure 71).

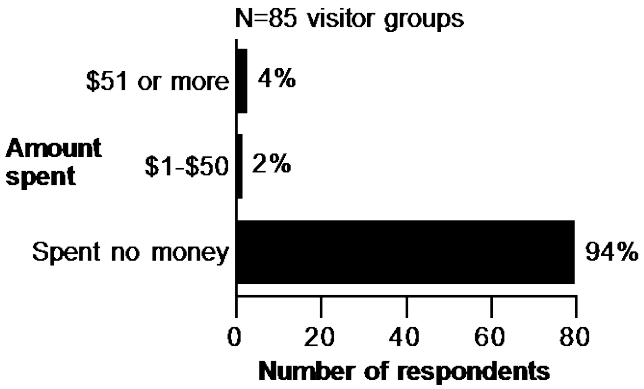


Figure 71. Expenditures for other transportation outside the park

Admission, recreation, and entertainment fees

- 67% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 72).
- 19% spent $1-$50.

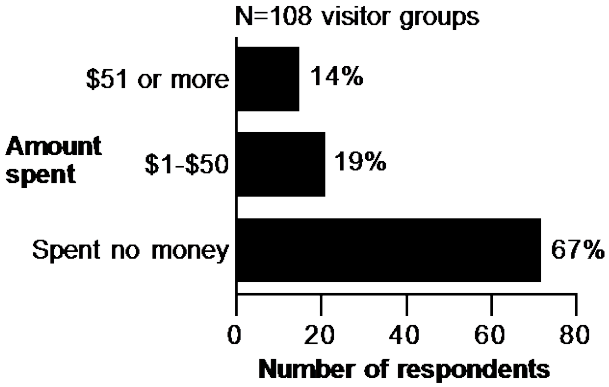


Figure 72. Expenditures for admission, recreation, and entertainment fees outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

- 59% of visitor groups spent no money on all other purchases outside the park (see Figure 73).
- 27% spent $1-$50.

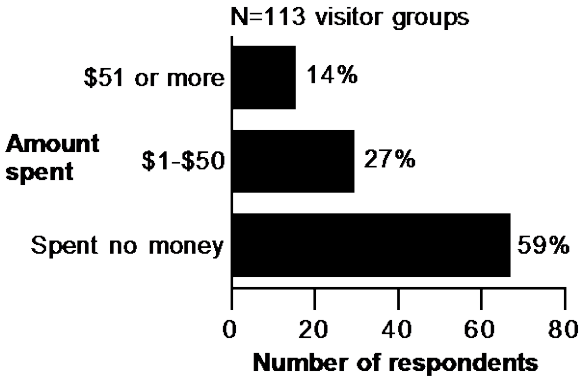


Figure 73. Expenditures for all other purchases outside the park

Donations

- 76% of visitor groups spent no money on donations outside the park (see Figure 74).
- 22% spent $1-$20.

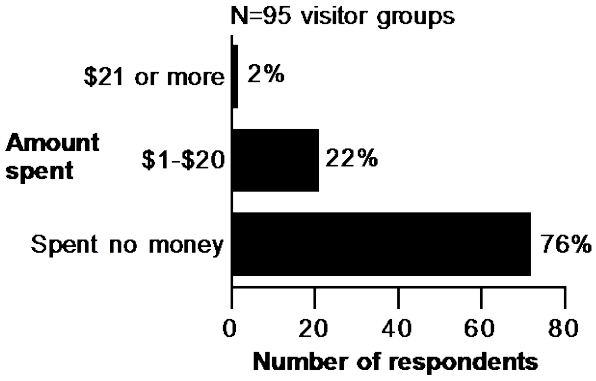


Figure 74. Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Living history programs and encampments

Question 17

Fort Stanwix NM currently uses living history programs and encampments, including weapons and clothing, to interpret the fort's history. If you were to visit in the future which of the following options would you prefer?

Results

- 97% of visitor groups were interested in living history programs and encampments on a future visit to the park (see Figure 75).
- 52% of visitor groups preferred to have more living history programs available on a future visit (see Figure 76).
- 47% preferred to continue current program.

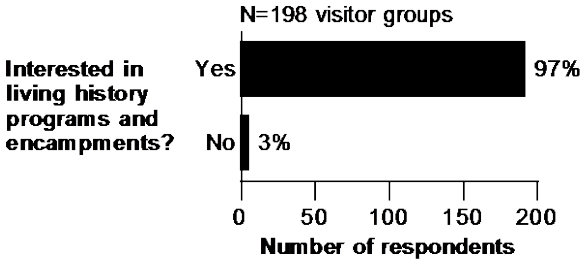


Figure 75. Visitor groups that were interested in living history programs and encampments on a future visit

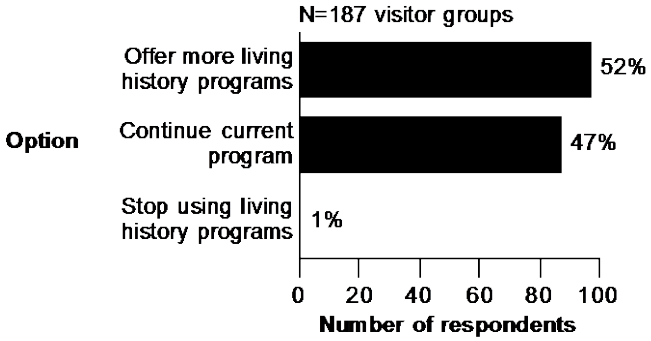


Figure 76. Preferred options for living history programs and encampments on a future visit

Preferred landscape maintenance options

Question 18

The fort landscape is currently maintained to reflect a combination of manicured appearance and restored native grasses. If you were to visit in the future which of the following maintenance options would you prefer?

Results

- 54% of visitor groups preferred a 1770's appearance with farm crops and native grasses (see Figure 77).
- 43% preferred to maintain the area as it currently is.

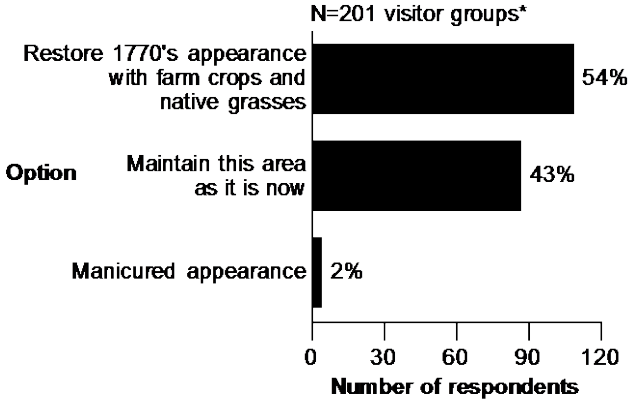


Figure 77. Preferred maintenance options

*total percentages do not equal 100 due to rounding

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

Visitor groups' expectations about the park

Question 28a

On this visit, how well did Fort Stanwix NM meet your expectations?

Results

- 43% of visitor groups felt the park met their expectations (see Figure 78).
- 40% felt the park exceeded their expectations.

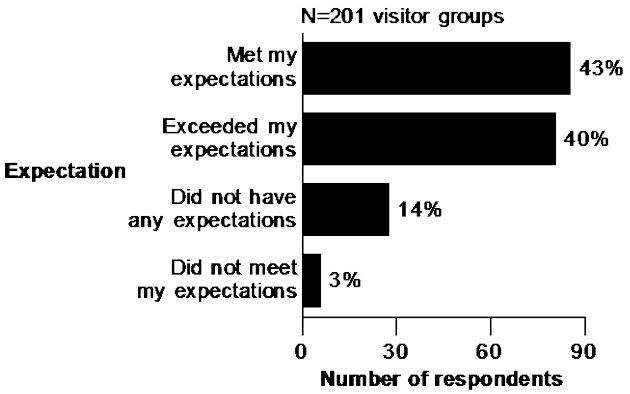


Figure 78. Visitor groups' expectations about the park

Question 28b

If the park did not meet your expectations, please explain why.

Results – Interpret results with **CAUTION!**

- 10 visitor groups responded to this question.
- Table 28 shows visitor groups' reasons why park did not meet their expectations

Table 28. Reasons why park did not meet visitor groups' expectations (N=12 comments; some visitor groups made more than one comment) – **CAUTION!**

Reason	Number of times mentioned
Expected living history demonstrations of fort life	3
Expected more people	2
Expected more artifacts to look at	1
Expected more interaction with park personnel	1
Hot weather caused cancellation of outdoor presentation	1
Need to block the view of Rome, NY	1
Not enough volunteer staff	1
Site was better before park took over	1
Weather - too hot	1

*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 32

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Fort Stanwix NM during this visit?

Results

- 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 79).
- 1% rated the quality as "very poor" or "poor."

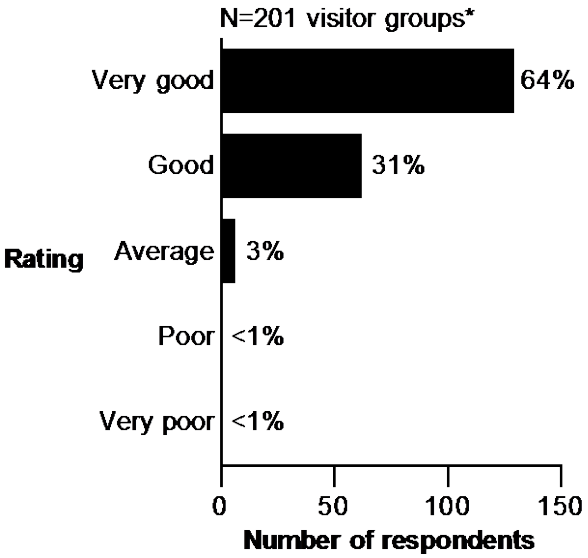


Figure 79. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

National significance

Question 27

Fort Stanwix NM was established because of its significance to the nation. In your opinion, what is the national significance of this park? (Open-ended)

Results

- 73% of visitor groups (N=151) responded to this question.
- Table 29 shows a summary of visitor comments.
- The transcribed open-ended comments can be found in the Visitor Comments section.

Table 29. National significance
(N=198 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
Role fort played in Revolutionary War	20
Illustrates colonial/Revolutionary War life	16
Highly significant	13
History	12
Local history	10
Role fort played in birth of nation	10
Educational	9
Preservation of American history	6
Revolutionary War	6
Pivotal moment in war	5
Historical significance	4
History of Revolutionary War	4
Represents time before and during the independence of the nation	4
First time to fly the flag	3
Gateway to westward expansion	3
Native American participation in Revolutionary War	3
Sites' importance to relations with Native Americans (Oneida Tribe)	3
Unique strategic location	3
Brings American history to life	2
Heritage	2
Living history exhibits	2
Revolutionary War site	2
Role fort played in French and Indian War	2
Significant time for interactions between Native Americans and Europeans	2
St. Ledger's invasion turned back from Ft. Stanwix and Oriskany	2
As important as the Alamo in Texas	1
Authentic site	1
Bloodiest battle of Revolution	1
Bread basket of United States during revolution	1
Commerce control	1
Earliest trade route westward	1
Establishes a clear chain of events leading to the war heading south	1
Explanation of the lead up to Saratoga battle	1

Table 29. National significance (continued)

Comment	Number of times mentioned
First fort that withstood British and their allies' assault	1
Fort established a foothold along a trade route	1
Fort was occupied by colonial troops	1
Fort was situated between Colonial, British, and Indian Nations	1
Greater understanding of US history	1
How it was reconstructed and its importance	1
Impact of political decisions on numerous people	1
Importance of the war and effects on area	1
Important area in creating Colonial America	1
Important to connect with local history to appreciate how different it is today	1
Indians	1
Inspiration of human survival	1
It is among the oldest historically restored pre-revolution revolutionary forts	1
Major battle in War of 1812	1
Major military outpost	1
Makes connection to Yorktown Battlefield in historical importance	1
National Parks are vital to the appreciation and education of our nation	1
National Pride	1
Oriskany battlefield could be more significant	1
Perseverance during American Revolution	1
Pivotal location for Americans to fight for freedom	1
Protected citizens during turbulent time in nation's history	1
Remembering battle in Revolutionary War	1
Reminder of sacrifices others made for our freedom	1
Role of Native Americans in defense of Mohawk Valley	1
Set precedent for treaty with Native Americans	1
Shows what garrison was like during war	1
Significant event in world history	1
Stopped British from isolating the New England Colonies	1
Symbol of American resourcefulness, resolve and grit	1
Tell stories of people who lived and fought here	1
Tells a part of our history that the school system does not	1
The fact that it was one of many such feats during the war	1
The location of the fort for the defense of the Oneida carrying place	1
The reality of the fort	1
This is not a part of the country that people typically associate with Revolutionary War	1
This site is less significant than other historical sites	1
Treaty of Fort Stanwix	1
Troops remained here during a significant period in the war	1
War	1
Was recreated from scratch in 1974-1976	1
Wonderful recreation of the Fort at an important time in history	1

What visitors liked most

Question 29a

What did you and your personal group like most about your visit to Fort Stanwix NM? (Open-ended)

Results

- 81% of visitor groups (N=168) responded to this question.
- Table 30 shows a summary of visitor comments.
- The transcribed open-ended comments can be found in the Visitor Comments section.

Table 30. What visitors liked most
(N=260 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (10%)	
Staff	5
Interacting with staff	4
Staff was friendly	4
Staff was informative	4
Rangers	3
Rangers were knowledgeable about history	2
Other	4
INTERPRETIVE SERVICES (70%)	
Exhibits	17
Fort	16
Living history demonstrations	15
Movie	13
Ranger-led talks	12
Learning about life at the fort	9
History	7
Seeing living quarters	6
Visitor center	6
Artifacts	4
Cannons	4
Furnished rooms in fort	4
Hands-on activities	4
Reenactors	4
Touring the fort	4
Cannon demonstration	3
Gun demonstration	3
Movie	3
Reenactments	3
Costumed ranger	2
Junior Ranger program	2
Room set-ups and explanations	2
Willet Center	2
Other	38

Table 30. What visitors liked most (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (5%)	
Quality of reconstruction	5
Great bathrooms	2
Other	7
POLICY/MANAGEMENT (4%)	
Ability to walk around and in the fort	9
Other	2
RESOURCE MANAGEMENT (2%)	
Attention to detail in fort reconstruction	4
Other	2
GENERAL (8%)	
The overall experience	6
People	3
Wonderful site	2
Other	9

What visitors liked least

Question 29b

What did you and your personal group like least about your visit to Fort Stanwix NM? (Open-ended)

Results

- 53% of visitor groups (N=110) responded to this question.
- Table 31 shows a summary of visitor comments.
- The transcribed open-ended comments can be found in the Visitor Comments section.

Table 31. What visitors liked least
(N=116 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
Personnel (3%)	
Comments	3
INTERPRETIVE SERVICES (27%)	
Lack of period costume/living history interpretation	12
No tour offered	3
Lack of activities during the week	2
Other comments	14
FACILITIES/MAINTENANCE (16%)	
Distance from parking lot to site	4
Lack of shade	4
Lacking handicap access	2
Other comments	9
POLICY/MANAGEMENT (11%)	
Rooms/fort areas closed to viewing	5
Contrast of modern city with historical fort	2
Other comments	6
RESOURCE MANAGEMENT (1%)	
Comment	1
GENERAL (42%)	
Hot weather	18
Nothing to dislike	15
Not enough time	7
Walking	2
Other comments	7

Planning for the future

Question 30

If you were a manager planning for the future of Fort Stanwix NM, what would you and personal group propose? (Open-ended)

Results

- 52% of visitor groups (N=109) responded to this question.
- Table 32 shows a summary of visitor comments.
- The transcribed open-ended comments can be found in the Visitor Comments section.

Table 32. Planning for the future
(N=140 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (4%)	
Have all staff wear period costumes	3
Other comments	2
INTERPRETIVE SERVICES (58%)	
More living history demonstrations	10
More reenactments	9
More interactive activities	5
More activities	3
More demonstrations	3
More hands-on activities	3
More hands-on activities for kids	3
More live encampments	3
More information on Native Americans	2
More living history actors	2
More special events	2
Other comments	36
FACILITIES/MAINTENANCE (9%)	
Clearer parking signs	3
Other comments	10
POLICY/MANAGEMENT (11%)	
Better advertising	2
Make it easier for handicapped people to visit	2
Other comments	11
RESOURCE MANAGEMENT (5%)	
Make site more authentic	4
Restore area outside fort to look like it did in 1777	2
Other comment	1
GENERAL (14%)	
Keep site as is	14
I don't know	4
Other comment	1

Additional comments

Question 31

Is there anything else you and your personal group would like to tell us about your visit to Fort Stanwix NM? (Open-ended)

Results

- 39% of visitor groups (N=81) responded to this question.
- Table 33 shows a summary of visitor comments..
- The transcribed open-ended comments can be found in the Visitor Comments section.

Table 33. Additional comments
(N=118 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (18%)	
Rangers were knowledgeable	8
Rangers were great	3
Rangers were friendly	2
Rangers were helpful	2
Other comments	6
INTERPRETIVE SERVICES (15%)	
Comments	18
FACILITIES/MAINTENANCE (7%)	
Grounds are well kept	3
Other comments	5
POLICY/MANAGEMENT (11%)	
Comments	13
GENERAL (49%)	
Enjoyed visit	21
Plan to return	8
Good job	7
Nice park	2
Thank you	2
Other comments	18

Visitor Comments

This section contains transcribed visitor responses to open-ended questions.

Question 27
Fort Stanwix NM was established because of its significance to the nation. In your opinion, what is the national significance of this park? (Open-ended)

- A clearer picture of the location of Fort Stanwix to the war(s) would help younger visitors
- Acquire knowledge of our American history. Preserve American history.
- Actual site and recollection with part of our history
- All happened in my back yard
- All national parks are vital to the appreciation and education of our nation!
- American flag first flown, gateway to west.
- As a tourist attraction in the area it was a good experience. Please keep up the good work.
- As important as the Alamo in Texas. Makes connection to Yorktown Battlefield in the historical importance.
- At Fort Stanwix and Oriskany, St. Ledger's invasion was turned back
- Better understanding of the events of and life during the Revolutionary War
- Bloodiest battle of the Revolution, Oneida Indians joined colonists
- Bring history alive
- Captures a time in history
- Colonialization - path to the west
- Commerce control
- Crossroads to commerce and security
- Defense of Mohawk Valley in revolution, role of Indians
- Education
- Educational for children
- Establishes a clear link in the chain of events which led to the war shifting south
- Extremely significant
- First fort that withstood British and their allies' assault
- First time to fly the flag
- Fort Stanwix was a part of the great change of course in our national history
- Fort that was occupied by colonial troops during the war and assisted in the Battle of Oriskany
- Good
- Great
- Great
- Greater understanding of U.S. history and inspiration toward human survival. Heritage.
- Helped in the birth of the USA
- High significance
- Historical
- Historical
- Historical - kids love it and like the visual learning
- Historical building from mid-1700's
- Historical preservation and education

- Historical reminder and place to learn about that fort and its part specifically in the Revolutionary War. Historical accuracy of physical fort.
- Historical significance
- Historical significance
- Historical teaching, national pride
- Historical value
- Historical; story and bringing our history to life
- History
- History
- History during Revolutionary War. Role in relations with Native Americans - Oneida.
- History education, impact of political decisions on numerous people groups
- History of nation's birth
- History of Revolutionary War and Native American participation
- History, war, Indians
- How it all came to be
- How it was reconstructed and its importance
- I grew up in Clark Mills so some of the local history is interesting
- I have forgotten
- I think this fort is a great educational tool to teach about the Revolutionary War and Indian Wars and about fort life in general
- Importance in Revolutionary War
- Importance of the war and effects on area. Educational.
- Important area in our country as far as creating Colonial America
- Important in revolution
- Important in understanding Revolutionary War history in New York and USA
- Important site during the Revolutionary War
- Information on Revolutionary War
- It changed the outcome of the war
- It depicts way of life in the pre-revolutionary and revolutionary years at frontier
- It has helped us gain our first freedoms as Americans
- It is a great reminder of what life was like during the Revolutionary War
- It is a symbol of our resourcefulness, resolve, and grit as a nation
- It is among the oldest historically restored pre-revolution revolution fort
- It is important for us to be able to connect with our local history to see how different we are today
- It is important to our history. An important part of how our country came to be.
- It is one of the important sites of the revolution, it shows what garrison life was like on the frontier at that time. This part of the country is always overlooked when people consider the American Revolution.
- It played a significant role in the events which created this nation
- It provides a glimpse of what it was like to live in the 1770's. It tells of the relationship between the Americans and The Six Nations beyond just the fighting.
- It represents the important time before and during the independence of U.S.
- It shows what it was like years past - how simple life was prior to today and we know it was a difficult life, children wanted to live back then
- It was a major fort in New York during the Revolutionary War. It helps us learn and understand about the way of life of the soldiers and the history in this area.

- It was built to preserve our past
- It's a wonderful re-creation of the fort at an important time in America's history
- It's good to know past events that occurred locally and their significance nationally
- It's importance in the fight for independence
- Its pivotal role in defending the colonies/army from a British attach from North in Revolutionary War
- Its involvement with Revolutionary War
- Its role in the Revolutionary War
- Key historic site in Revolutionary War
- Living history - seeing has a great impact and brings the reality to life
- Local history
- Local history and development of the nation and state
- Major battle in War of 1812 and major military outpost
- Major role in defending and life sustaining waterway
- One of earliest trade routes westward and U.S. flag first flown in battle here
- Part of Continental's victory. Precedent for treaty with natives issues
- Part of our Revolutionary War and the fort is so well-maintained. It was a nice look into our past.
- Perseverance during the American Revolution
- Pivotal location to help the American fight for freedom against the British
- Played a major role in the Revolutionary War
- Pre-Revolutionary and Revolutionary War history. Without it, maybe no USA.
- Preserve the history and be a living educational exhibit
- Process of winning war against the British
- Protected citizens during unsettled time and area of the country
- Remembering a battle in the Revolutionary War
- Revolutionary War
- Revolutionary War
- Revolutionary War - great to be free. My great-great...grandfather was here in 1777.
- Revolutionary War importance
- Revolutionary War site
- Settling of North America
- Shows struggles to get to where we are today
- Significant struggle of a young nation to survive and grow
- Significant, important to U.S. history
- Significant. Especially links to the French and Indian War, and our Revolutionary War, and the involvement of the Oneida Nation.
- Stopped the combined attack of St. Leger and Burgoyne's forces. The failure of the St. Leger expedition, along with Saratoga, was the turning point of the war.
- Stopping the British Army from joining the other and possibly winning the war
- That it was totally recreated from scratch in 1974-76
- The education my daughters get
- The fact it was one of many such feats, plus treaty of Fort Stanwix and especially its locations at portage - very significant cultural exchange between Native Americans and Europeans
- The fort was situated between the Colonial, British, and Indian Nations
- The French-Indian War

- The historic significance must be preserved so future generations may learn of the importance of the fort and battles nearby
- The historical background and significance to the surrounding area
- The location of the fort for the defense of the Oneida carrying place
- The reality of the fort
- The role it played in hindering the British Army allowing for the outcome of the Battle of Saratoga
- The role it played in winning national independence
- The role the American patriot victory served towards winning independence, then impart the relations with the Native Americans in the vicinity
- The role the fort played in the Revolutionary War
- The significance of the park is very important. Oriskany battlefield, however, could be more important.
- The struggle of the colonists and their way of life during Revolutionary War
- There was a major battle fought here which included Native Americans. It also shows the living conditions in this area during the 18th century.
- This answer could require pages - battle of O, bread basket of United States during revolution, ancestor killed
- This fort established a foothold through the French/American War and Revolutionary War for the nation along a trade route
- This park is extremely important; it may be the reason the country gained its freedom
- This still remains less significant than other historical areas
- Tie to how the country began
- To give a better understanding of how life was and how freedom was earned
- To inform of life during the Revolution; learned about war and role played by fort
- To learn the history of our community and state
- To let future generations to never forget this war, our heritage
- To show how Americans worked with the Indians at first to keep the Country
- To show how these types of places and people were important to becoming separate from the British
- To stop the British from isolating the New England Colonies
- To tell the history of the city; the revolutionary war and the people who played a part in the day-to-day operations of the fort and who gave their lives for it and independence
- Troops remained here during a significant period in the war - small part, but significant
- U.S. history
- Understanding life/role during colonial era
- Understanding of history of area
- Unique in its strategic location linking waterways
- Very good
- Very great, it helped this nation become what it is
- Very high
- Very important
- Very important to our community and history
- Very important. Tells part of our history that school system does not attempt to do.
- Very significant
- Very significant
- Very significant as it explains the lead up to the Saratoga battle; a significant event in world history
- We need to be reminded of sacrifices many made for our freedom

- Wonderful recreation, excellent guide, lovely visitor center. Top class site. Significant historical importance. Learned a lot and purchased a wonderful book explaining history.
- Yes

Question 29a
What did you and your personal group like most about your visit to Fort Stanwix NM? (Open-ended)

- Ability to walk around and interact with some of the displays. My children could imagine themselves being there.
- Access to see many areas
- All the history, see inside the offices and rooms, see how life was
- All the old items from the (?) war
- Amazed at how well reproduction/restoration was done
- Appearance and information
- Authentic artifacts
- Authenticity of re-creation and degree of detail and completeness
- Authenticity of the rooms, general stores, barracks, etc.
- Barrel making, musket demonstration, flag ceremony, and the photo we took.
- Being able to walk around and in the fort
- Buildings
- Camp structures
- Cannon and interacting with period actors
- Cannon demonstration
- Cannons, the overall experience, I like the feel of stepping back in time
- Condition of facilities
- Condition of re-created fort and great bathrooms
- Costumed rangers and hands-on exhibits
- Depiction of how the fort was in the years 1758-1790
- Discovering its importance to a young nation
- Educational value and helpfulness of staff
- Enjoyed the colonial woman doing basket weaving
- Enthusiastic personnel, good displays
- Everything
- Excavated relics of Revolutionary time
- Exhibits
- Exhibits for kids, nice park and staff
- Exhibits, reconstructed fort, talks, and information provided by rangers
- Family time
- Film and ranger
- Films, displays, re-created fort
- Fort
- Fort
- Fort
- Fort and artifacts, videos
- Friendly and knowledgeable rangers and interpreters - very well done
- Fully recreated fort. Living history; really helped tell the story.
- Gave an insight into problems. How the garrison was able to live and survive the elements.
- Getting the stamp for the national park passport. The fort, too.
- Great staff, realistic display layout

- Gun demonstration
- Hands-on activities, talking with Native American and ranger Bill
- Historic realism and accuracy of reproduction
- History
- History, actual exhibits from that time
- How well the experience is organized. Very easy to learn.
- Individual attention from living history participants
- Interacting with people who worked/volunteered at park
- Interacting with the "residences"
- Interaction with rangers, Native American story telling, colonial talk regarding life back then
- Involvement of the children in demonstrations
- It gave one an idea just how fort life was
- It was a fun way to "look" back in history. The freedom to move around unrestricted.
- It was a surprise and I was able to go in with small dog on leash
- It was all enjoyable - the settler's quarters was great
- Junior Ranger program - should have a senior ranger program
- Kelli the ranger who was able to use sign language
- Learning about life inside the fort
- Learning about U.S. and Indian Nations history
- Life at fort, history
- Liked it all. Loved the hands-on blocks and stuff for the little ones.
- Live reenactment; display and interaction with staff
- Live reenactors
- Living history
- Living history and the knowledge of the entire staff
- Living history exhibits
- Living history, corn husk dolls and history
- Lovely and informative visitor center re-created fort
- Movie, talking to workers
- Mr. Sawyer - reenactor
- My conversations with rangers
- On that day, we loved catching insects on the natural grass in lawn
- Open, easy access
- Opportunity to explore fort
- Opportunity to learn
- People in costume
- Pamphlet for kids. Badges and certificates. The boys questioned what they would be expected to do if they lived there.
- Presentation guides
- Quality of reconstruction and accuracy of information
- Ranger descriptions
- Ranger Susan Jones took the time to speak on many topics
- Rangers
- Reconstruction and costumes of guides
- Reenactments

- Rooms and signs describing who lived where and how
- Seeing a revolutionary frontier fort. Without historical background, visit to fort would have lacked significance.
- Seeing how people lived and worked years ago; sparse lodging; living history
- Seeing living quarters and physical aspects of the fort
- Seeing the fort and what it was like in the 1700's
- Seeing the living quarters of the soldiers
- Seeing the rooms in the fort
- Seeing what the fort probably looked like during its use during the war
- Self guided tour and helpfulness of staff with questions - superman
- Staff was helpful and knowledgeable, specifically Willie Scott
- Staff/reenactors, informational movies
- Such venues in Canada can charge an entry fee - not so here - quality education of the area history
- Talking with the rangers. Knew a lot about the history.
- Talks with park rangers
- The abundance of information
- The adults liked talking with staff, the furnished rooms, and the visitor's center. The little children liked the bastions and bathrooms.
- The archaeological exhibit and furnished rooms in fort
- The architecture - built according to the original plans - and attention to detail
- The authenticity of the fort
- The cannons
- The concert in the evening with the cannons
- The condition of park very well maintained
- The detailed reconstruction
- The exhibits in the fort
- The fort
- The fort and its exhibits and staff
- The fort and the displays
- The fort exhibits
- The fort itself
- The fort proper
- The fort rooms, different people, different rooms for sleeping
- The fort, cannons, Indian Cooper, and bunkhouse
- The gun demonstration
- The historical content mixed with an updated cooling system
- The information provided by park rangers
- The informative movies
- The interactive fort and reenactments
- The interactive nature of exhibits and ability to capture kid’s interest
- The living history actors on site
- The living history demonstrations
- The living history, demonstrations
- The movie
- The movie and exhibits

- The Oneida Indian women there that day - very knowledgeable - making a basket
- The people and haunting of the hearth room
- The people and knowledge
- The ranger talks
- The ranger's knowledge of the names and events involving the fort
- The rangers, ranger demonstration of using cannon to group of school children and condition of fort/grounds. Museum and movie were well done.
- The reconstructed fort and the living history (barrel maker, flute player)
- The room set-ups and explanations
- The total experience
- The tour with the ranger and information he provided
- The video and the actual fort lodging
- The video on how people lived. The fort where people lived.
- The Willet Center
- Tie between information given by ranger and being able to see construction and some furnishings of fort itself
- To visibly view history
- Tour guides description of Stanwix's significance
- Tour of fort
- Touring the reconstructed fort
- Trading Post. Learning that a similar game of checkers was played.
- Understand colonial/Indian period
- Very clean
- Very interesting to learn about history
- Video displays, living history displays
- Videos of war in visitor center
- Videos, touring fort
- Visitor center
- Visitor center and fort exhibits
- Visitor center, telling of the story
- Visitor center and ability to walk around in actual fort
- Walking around in the rooms, for example, the store
- Walking through the fort, going into the various rooms, seeing the displays
- We arrived at the perfect time, right at the start of a tour
- We enjoyed demonstrations and information by rangers in park
- We liked seeing the living conditions in the barracks and the way in which the fort was constructed. The kids really liked the movie about the young soldier.
- We liked the informative exhibits inside the visitor center
- We loved it - because we had no prior knowledge of it. The movies were very educational.
- We really enjoyed the interactions with the staff - very friendly and extremely informative
- Willett Center archives
- Willett Center
- Wonderful site. Quality exhibit, friendly staff.
- Wooden wall
- You were free to roam around and spend as little or as much time as desired

Question 29b
What did you and your personal group like least about your visit to Fort Stanwix NM? (Open-ended)

- A tour
- A very hot day and no outdoor shade - 102 degrees
- Availability of cold water. It was in 90s and humid on visit.
- Broken audiovisual equipment
- Children not controlled by parents and/or guardians
- Closed too early during summer season
- Contrast of colonial life versus modern city, almost as if the fort doesn't belong
- Did not see any live animals
- Expected to see people dressed in period costumes, etc.
- Few volunteers to number of visitors, even though staff was aware of large number of children arriving
- Fort did not have a lot of hands on and the fort was dark
- Fort was great, but weather was extremely hot that day
- Garbage on the streets
- Gift shop
- Heat
- Heat
- Heat - 105 degrees
- Heat that day
- Hot walk to/from car
- Hot weather
- How little time we had to explore
- I am somewhat unclear about 1784 Treaty discussion/outcome
- I thought the visitor center was lacking in exhibits - but I couldn't say I disliked it
- I wanted more time to view exhibits but is difficult with 4 kids
- I wish there were more staff in period dress
- It was 101 degrees the day we visited
- It was all very good
- It was enjoyable. I wish it had more live actors or reenactments.
- It was hot - over 90 degrees F
- It was hot outside (more than 90 degrees F) - impacted length of stay
- It was our last day of the program
- Lack of accessibility to fort for those with mobility issues. Once there, okay.
- Lack of shade on site
- Lack of staff's knowledge
- Little living history going on during our visit
- Long walk from parking
- More people in costume (reenactors)
- Museum and the heat
- Nephew - Not enough history "actors"
- No activity, of course, it was the middle of the week
- No complaints

- No guided tour
- No living reenactments of daily life at fort
- No negatives
- No tour offered
- None
- Not a thing - one of the best fort reenactments we have ever seen. Very impressed.
- Not as handicapped accessible
- Not being able to walk on the top of fort area
- Not enough living history exhibits
- Not enough people dressed up in time frame [period]
- Not enough staff dressed in colonial costume and uniform
- Not enough time to stay longer
- Not one thing - would love to have had more time to see everything
- Not seeing people dressed as they would have when fort was active
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing - it was all good
- Parking lot is a distance. In hot summer, it's difficult.
- Poorly supervised Day Camp group. Park staff dealt with them accordingly, however the Day Camp staff did not supervise the children.
- Problems with ranger over junior ranger program. Give me a break.
- Program started later than we had planned for
- Really nothing - could offer area for drinks (water, soda, etc.)
- Restore surroundings to 1777 setting
- Restrictive ribboned areas
- Some areas were closed and the kids were too short to see in the room
- Standing in hot sun (limited shade) for intro and overview. Arthritic knee makes standing hard.
- That most of the rooms were blocked off
- That some of the areas were not accessible
- The city block was demolished to reconstruct the fort and that it wasn't preserved from the beginning, at least in part
- The feeling of being in the midst of the city
- The fort was empty. Nothing to do but look at empty rooms.
- The heat
- The heat
- The heat
- The heat - not in your control, but mother nature's
- The heat. Don't really enjoy the video.
- The inadequate parking
- The limited time for our visit

- The little ones were hesitant in the bartering store
- The long walk from visitor center to fort
- The parking situation was not clear till after we left the building. And there really were no signs for the entrance.
- The person behind the visitor center desk was not very friendly. It seemed like we were disturbing her.
- The risk of crossing road from parking lot
- The shooting the gun off
- The smell of the underground rooms
- The surroundings outside the park ruined the experience
- The weather - too hot
- There is no shade for presentations
- There weren't any soldiers in the fort. I remember it being a little more interactive.
- They were disappointed that no presentations were going on
- Too many sections roped off
- Unfortunately the air was out so we did not watch the movies in the Gregg Room
- Very hot day
- Wait time
- Walk from the parking
- Walking
- Walking
- Was muddy. Week day visit was rather quiet.
- Was satisfied
- We arrived too late in the day, and an exhibit in the fort was just closing
- We didn't have enough time as we arrived after 4p.m.
- We enjoyed the movies but wished there were more real life examples of life there
- We liked it all
- We wish it was bigger
- Would have liked to have more access to areas of the fort

Question 30
If you were a manager planning for the future of Fort Stanwix NM, what would you and personal group propose? (Open-ended)

- Activities of some sort daily
- Add more demonstrations of living history
- Arrange help to get handicap people to fort
- As in the Alamo in San Antonio, there is a "Hollywood" movie production that sets the visitor to the times and this visual introduction helps visitors imagine, understand the site. A similar feature would be great as well as historical actors as in Williamsburg, VA.
- Benches outside just for 15-20 minute overview. Maybe canopy for extra hot days.
- Better lighting, more hands on for kids
- Better public relations, nationally
- Better signs outside the park for parking in area
- Build on the existing programs and expand living history programs
- Clearer portrayal of archaeological remains and findings. Less Native American bias in telling the story. It was a sad part of history, but don't revise it to make only settlers out to be the horror.
- Continue the good work
- Continue to demonstrate the way people really lived at that time
- Cooler day to visit
- Doing much more to bring the fort to life, restoring the colonial appearance and something needs to be done to block out or soften the view of Rome
- Don't know at this time
- Educate the locals about the treasure in their neighborhood
- Exhibit night life events and/or other typical experiences of period
- Expand the junior ranger program so kids can do it more than once if they come back
- Forecast reenactments and advertise
- Getting information out to public about this important national monument
- Hands on history, making candles, or a souvenir basket or something. Skills workshops.
- Have the medical room open to see and touch classes
- Have times for activities scheduled on website. Activity was changed due to large group.
- I really like the subtitles on your movies. Having a child that can't hear well helped him to read the subtitles and still learn from the movie.
- I would have more about the actual rebuilding of the fort (excavating the site)
- I would love to get more people and artifacts and more demonstrations for the public to enjoy
- I would propose perhaps including the site of the Oriskany Battlefield as part of Fort Stanwix National Monument
- I would put everyone that works there in period costumes
- I'm not certain what more you can do. On a Monday morning there were visitors waiting to enter and then quite a few visitors and families.
- If you can't get live representation of characters use mannequins with recorded voices to depict situations in the fort. Conversations in the rooms.
- Interactive role play - more dress up for kids so they could really see/feel the true history
- It was all very good
- Keep calm and carry on. It seems like the planners and administrators of this park are doing a great job.
- Keep fort and facilities exactly as is

- Keep it up. Try to make displays fresh and clear.
- Keep more or less the same. Maintain it well.
- Keeping the facility maintained as you are now
- Lecture series. Contacts with university history departments.
- Live demonstrations of barracks life, cooking, etc. Also, medical information of the time.
- Lobby first at state capital for increased pressure at federal level to adjust budget to find employees or public service announcement concerning volunteer efforts.
- Love what you got
- Maintain equipment better
- Make it easier for seniors that are compromised and not able to walk
- Make the fort feel more alive and to feel more like you had just stepped back in time
- Maybe a reenactment, evening tour with fireworks
- Mobility and parking right at center and then wheelchairs to use to get to the reconstruction site
- More activities advertised. More living history days.
- More activities for the younger ones to have a hands-on, such as dress up as a soldier, maybe pictures in each building
- More activities to get kids and teens involved.
- More activities. Have children visit each room to obtain a token etc. and mark it off. Have children do colonial chores for fun.
- More authenticity
- More demonstrations
- More exhibits
- More exposure through the media and schools so that people are aware of this great historical destination
- More guided tours
- More guides - more personal
- More hands-on learning, more activities and involvement
- More interaction with soldiers - children, families, Native Americans in past clothing, and talk. Love to see an encampment on next visit.
- More interactive exhibits, additional information on Oneida Indian Nation
- More live people like time frame (?). More (?).
- More living history actors, Native American and settlers and soldier displays
- More living history demonstrations
- More living history participants
- More living history program
- More living history; reenactments; landscaping inside and out of fort typical of period. Perhaps some hands-on activities such as wood carving, doll making, quilt piecing, musket training, etc.
- More movies with popcorn
- More open sites and hands on interaction
- More people dressed in character. Make the Trading Post an actual shop where you can buy souvenirs.
- More people in period dress
- More programming
- More reenactors
- More special events
- More time.

- More tours and reenactments
- Mow the grass
- Nearer parking facilities and better signage to direct car traffic at the immediate site
- Need better directions to parking
- No idea
- No suggestions
- None
- Not too sure that anything more could be planned, it appears to be in line
- Nothing
- Nothing different
- Overnight stays
- People to reenact daily life
- Perfect
- Perhaps more information on the battlements. Signage may be more information on how they were supplied.
- Perhaps we missed photos/exhibit of the site prior to current restoration would be interesting
- Period accurate food gardens during the summer. I am a Master Gardener.
- Place clearer signs on parking. Better representation of what the outside of the fort would look like.
- Please try to reopen area where bees are that is currently closed. Get another beekeeper to check out problem.
- Possibly more guides within the various rooms to explain conditions
- Preservation of the wood structure
- Restore area outside fort to look as it did during 1777
- Running shoes and water
- Show where food, fuel, water and supplies were obtained from and how they were brought into the area
- Some clothes/uniforms that kids could put on and take pictures; maybe a food day where you could see and taste food from the era
- Sorry, no ideas. It was very good.
- Special events
- That the recreation department in Rome continue this program for kids in the future summer programs
- The fort to be a destination for history enthusiasts to interact with old ways of life. Attract more live encampments.
- The movies in visitor center fixed and running properly. Maybe prompts that people can hear information at each one of the interior rooms in fort.
- There is not much that we could change
- To see battle reenactment, settlers encampment around and outside of fort
- Two reenactments per day
- Upgrade grounds to be more realistic, figurines in some buildings and would be nice to have a soldier or two and a fife/drummer present
- Visit the forts in Canada along Lake Ontario and Niagara River and Lake Erie. Some of the display ideas may enhance future displays at Stanwix.
- Volunteer schedule, more crafts - living history
- We had a very pleasant stay. Very nice people.

Question 31
Is there anything else you and your personal group would like to tell us about your visit to Fort Stanwix NM? (Open-ended)

- A very nice visit. 2 friends who have moved here from other parts of the US enjoyed it.
- Audio segway tour.
- Both my granddaughters loved the experience
- Bravo to the park's support of the hearing impaired
- Due to modern electronics, i-phone, scanables for different points of interest
- Enjoyed all facilities very much. All rangers except one in visitor center were informative and helpful and very knowledgeable.
- Enjoyed the visit. Staff very knowledgeable and helpful.
- Entire staff at the NM was professional, knowledgeable, and personable. Keep up the good work!!
- Gift shop too pricey
- Great day for kids, except for junior ranger program
- Great job
- Great time
- Grounds well kept. Fort itself is well-maintained and historical significance is prevalent in all the signs.
- Have visited previously. Quite likely to visit again when going with family or other visitors to home.
- I am from the south and I enjoyed seeing a real old fort like Fort Stanwix still standing for us to visit. Thanks for an enjoyable visit. We will be back.
- I believe it is an excellent visitors center and all the rangers were outgoing and informed
- I grew up in Rome, so I knew about Fort Stanwix National Monument. However, I've visited 28 national parks and use the National Park Service website a lot.
- I think it was neat that they flew the red, white and blue striped flag over the fort in the memory of the siege of 77.
- I was a little surprised that it's not original, but was backed up with great information from the ranger
- I was impressed at how captivated the guides were able to keep my teens and what thought provoking lessons they learned about the period
- It was great
- It was great
- It was very nice. I live in Rome and haven't been here since 1976. From what I remember this visit was as great as compared to then. Keep up the good work.
- Keep up the great work
- Loved it; loved the history
- Loved it. Thanks for your hard work.
- Loved the visit. We had a 2008 AAA tour book. Hours were listed to open at 10 a.m., but hours started at 9 a.m.
- More publicity about this great national park
- Most enjoyable, reinforced what I know. Also, learned a few things.
- My family has been a part of this program for 4 years. My 11 year old plans on volunteering and they beg to go back to the fort.
- Need more people dressed up like time frame [period] all year
- Needs better signs for parking. We camp to get a stamp in my "passport".
- Nice park. Ranger Susan Jones was outstanding.
- One of the best national monuments in the USA

- One small thing: you might consider calling the "Willet Center" as the "Willet Visitor's Center". On the web site, I wasn't clear what it was.
- Our visit was too short to answer the above, but the ranger was very helpful in explaining how best to spend our time
- Pleasant experience, good place to bring the grandchildren
- Ranger Jones gave my wife - and avid girl scout leader - a great deal of information on the girl scout program online with the National Park System.
- Seemed very clean. The park rangers were knowledgeable and friendly.
- Sorry for delay in returning survey. The original got left at relative's house in New York.
- Sorry, I didn't finish this. I hope a little can help you. I tried to be accurate. It was not easy to answer accurately with no third options.
- Staff was the nicest I've seen of all the National Parks I've been to
- Staff was very helpful at souvenir shop and in fort
- Superb balance in interpretation of events from both Loyalist and Rebel perspectives, along with those of the six nations.
- Thank you for supporting our national heritage
- The concert was a highlight of my trip
- The grounds were so clean. There was no garbage to be seen. Awesome ground maintenance.
- The majority of our children ages 4-14 have not been to the fort before. They all said they wanted to go back.
- The Park Ranger "Mark" was very knowledgeable about the fort and the history leading up to the building of the fort.
- The people were very friendly
- The ranger who gave the live cannon demonstration was great with children reluctant to volunteer. He did a great job with them.
- The rangers were great - was not too crowded, had a personal tour at Willett Center
- The staff was excellent, the features and presentation quite well done. A very positive experience. The lobby should have several benches, however.
- This is a fantastic place; I was very surprised at what was available to see; loved the living history; I hope to return next year for the family fun encampment
- This study was too long
- Though we had no disabled persons in our party, there were some at the park. Accessibility was limited to the lower level of the fort.
- Three times I have been there; the gift shop had more historic attire for purchase the first year
- Very disappointed that one of the videos was not working the day of our visit. Left a big gap in the story.
- Very enthusiastic and helpful and knowledgeable rangers and guides
- Very good
- Very nice
- Want to return for reenactment programs and other area historical parks/traditional parks
- Was impressed with the knowledge learned
- We came here from Seneca Falls. Tell the bosses there to put a bigger sign in the town itself. We drove 20 miles extra by mistake.
- We enjoyed it and appreciated the time the ranger took to let us ask questions. It gave us knowledgeable answers.
- We enjoyed it. There was more than we expected - we thought it would just be another fort in ruins.
- We enjoyed ourselves!

- We found the hearth room to be haunted - 3 people's cameras did not work in there, we found it very interesting
- We had a great time. Thank you. Ya'll have done a great job.
- We had a great time. Will be back again when in the area.
- We had a very nice time and will most likely visit again
- We loved it. I wish I could work there.
- We loved the way in the exhibits, the four different types of people showed what they thought about life at the time
- We were pleasantly surprised at the size and scope of the park
- We were very impressed. All involved here have done a great job, a great learning experience.
- We've visited many other period sites. You do some things very well and others not at all.
- Well done
- Well done
- What a gem! We live near Saratoga and had never heard of it! And now we know where our town of Gansevoort came from!
- Wish we could have spent more time. We will be back.
- You may already be teaming up with local middle school/high school history teachers/classes. Reenactment for kids can develop passions. You are doing outstanding work.

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attends interpretive programs?

2. Is there a correlation between visitors' ages and their preferred sources of information about the park?

3. Are highly satisfied visitors more likely to return for a future visit?

4. How many international visitors participate in hiking?

5. What ages of visitors would use the park website as a source of information on a future visit?

6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?

7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?

8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (http://vsp.uidaho.edu) allows data searches for comparisons of data from one or more parks.

For more information please contact:

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Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary reason for being in the area, and respondent's place of residence were five variables that were used to check for non-response bias.

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

Chi-square tests were used to detect the difference in the group types, whether the park is the primary reason for being in the area, and respondent's place of residence. The hypotheses were there would be no significant difference between respondents and non-respondents in terms of whom they travelled with, why they were in the area, or where they came from. If the p-value is greater than 0.05, the differences are judged to be insignificant.

The hypotheses for checking non-response bias are: Respondents and non-respondents are not significantly difference in terms of:

1. Average age
2. Number of people they were travelling with in a personal group
3. Type of group which they were travelling with
4. Primary reason for travelling to the area
5. Proximity from home to the park

As shown in Tables 2-5, respondents and non-respondents were not significantly different in terms of group size, group type, primary reason for travelling to the area, and proximity from home to the park. The p-value for respondent/non-respondent average age is less than 0.05, indicating significant difference between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found, that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. The results indicated younger respondents may be underrepresented in the results but overall non-response bias is judged to be insignificant.

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