National Park Service
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Natural Resource Stewardship and Science

Steamtown National Historic Site Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/722

ON THE COVER
Locomotive on the turntable in the center of Steamtown National Historic Site Museum Complex
Photograph courtesy of Steamtown NHS

Steamtown National Historic Site Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/722

Ally Begly, Yen Le, Steven J. Hollenhorst

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83844-1139

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Executive Summary

This visitor study report profiles a systematic random sample of Steamtown National Historic Site (NHS) visitors during August 5-11, 2012. A total of 398 questionnaires were distributed to visitor groups. Of those, 253 questionnaires were returned, resulting in a 63.6% response rate.

Group size and type	Fifty percent of visitor groups consisted of four or more people and 44% were in groups of two or three. Seventy-six percent of visitor groups consisted of family groups.
State of residence	United States visitors were from 30 states and comprised 97% of total visitation during the survey period, with 39% from Pennsylvania. Twenty percent of visitor groups were residents of the area (within 60 miles of the park).
Frequency of visits	Eighty-eight percent of visitors visited the park once in the past 12 months. For 65%, this was their first visit in their lifetime.
Age, gender, ethnicity, race, educational level, and income level	Thirty percent of visitors were 15 years or younger, 26% were 41 to 60 years, and 16% were 66 years or older. Sixty-five percent of visitors were male. One percent were Hispanic or Latino. Ninety-five percent of visitors were White, 2% were Asian, and 2% were more than one race. Forty percent of respondents had completed a graduate degree. Twenty percent of respondents reported a household income of $100,000-$149,999.
Languages preferred for speaking reading	Most (99%) visitor groups preferred English for speaking and 99% preferred English for reading. Seventeen percent of visitor groups felt services in the park need to be provided in languages other than English.
Awareness of park	Sixty-eight percent of visitor groups were aware that Steamtown NHS is a unit of the National Park Service prior to their visit.
Information sources	Eighty-eight percent of visitor groups obtained information about the park prior to their visit most often through the Steamtown NHS website, friends/relatives/ word of mouth, and maps/brochures. Most visitors (93%) received the information they needed. Eighty percent of visitor groups preferred to use the Steamtown NHS website to obtain information for a future visit.
Park website	Fifty-six percent of visitor groups used the park website to obtain information to plan their trip. Most visitors (86%) found the information they needed on the park website. Eighty-one percent of visitor groups rated the quality of information provided on the park website as “very good” or “good.”
Park as destination	During the on-site interview, 53% of visitor groups said Steamtown NHS was their primary destination. For 33%, the park was one of several destinations.
Primary reason for visiting the area	For 46% of visitor groups, visiting the park was the primary reason nonresident visitor group members visited the area.
Alternative plans to visiting Steamtown NHS	Eighty-seven percent of respondents would have visited Steamtown NHS at another time if they had been unable to visit on this trip.

Executive Summary (continued)

Adequacy of directional signs	Fifty-seven percent of visitor groups found interstate signs adequate, 56% found state highway signs adequate, 57% found signs in Scranton adequate, and 86% found signs in the park adequate.
Transportation	Seventy-seven percent of nonresident visitor groups used a car to travel most of the distance from their home to the park area (within 60 miles of the park) and 14% used a SUV/truck/van. Eighty-four percent of visitor groups used one vehicle to arrive at the park.
Number of park entries	Eighty-four percent of visitor groups entered the park once and 15% entered twice.
Overnight stays	Fifty-four percent of visitor groups stayed overnight in the area within 60 miles of the park. Sixty-six percent of visitor groups stayed in lodges, motels, hotels, rented condos/homes, cabins, or B&Bs and 24% stayed in the residence of friends or relatives.
Length of visit	Fifty-six percent of visitor groups spent two to three hours in the park and 37% spent four or more hours. The average length of stay was 3.3 hours. Five percent of visitor groups visited the park on more than one day.
Local attractions visited	The local attractions most commonly visited were the mall at Steamtown (60%), Lackawanna Coal Mine Tour (28%), and PA Anthracite Heritage Museum (12%).
Sites visited	The most common places visited in the park were Roundhouse (93%), History Museum (90%), and Rail Yard (84%).
Activities	The most common activities were viewing indoor exhibits (90%), viewing outdoor exhibits (88%), and shopping in Museum Shop and Bookstore (66%). The most common activities that were the primary reason for visiting the park were train ride-short excursion (27%) and Locomotive Shop-Roundhouse Tour (13%). The most common activities in which visitor groups would prefer to participate on future visits were viewing indoor exhibits (72%), train ride-long excursion (71%), and viewing outdoor exhibits (70%).
Information services and facilities	The information services and facilities most often used by visitor groups were indoor exhibits (89%), outdoor exhibits (84%), and Visitor Center (overall) (71%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were Park History Museum (77%), park directional signs (71%), and Park Technology Museum (68%).
Protecting park attributes, resources, and experiences	The highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes, resources, and experiences included repair/maintenance of trains (96%), preservation of locomotives and trains (96%), and historic sites and buildings (94%).

Executive Summary (continued)

Opinions about safety	Most visitor groups (98%) felt “very safe” or “safe” from crime, 96% felt their personal property was “very safe” or “safe” from crime, and 95% felt “very safe” or “safe” from accidents.
Expenditures	The average visitor group expenditure (inside and outside the park within 60 miles of the park) was $241. The median group expenditure (50% of groups spent more and 50% of groups spent less) was $97. The average total expenditure per person (per capita) was $94.
Children’s programs on future visits	Forty-two percent of visitor groups indicated they were likely to participate in a children’s program on a future visit.
Overall quality	Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities at Steamtown NHS as “very good” or “good.” Three percent of visitor groups rated the quality as “poor” and no visitor groups rated the quality as “very poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website http://www.psu.uidaho.edu.

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We thank Ally Begly for compiling the report, Lourana Swayne for overseeing the fieldwork, Mark Brennan and the staff and volunteers of Steamtown NHS for assisting with the survey, and Matthew Strawn for data processing.

About the Authors

Ally Begly is a research assistant for the Visitor Services Project. Yen Le, Ph.D., is Director of the Visitor Services Project at the University of Idaho, and Steven Hollenhorst, Ph.D., was the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor study at Steamtown NHS in Scranton, PA conducted August 5–11, 2012 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 Steamtown NHS, "Steam locomotives excite the senses and Steamtown keeps their stories alive! Feel the heat from the firebox. Hear the bell and whistle. Smell the hot steam and oil. Feel the ground vibrate under your feet. See the one ton drive rods turn the wheels. Hear the chuff-chuff of the smokestack. Today, you can relive the era of steam as the engines come back to life. The cinders and grease, the oil and steam, the people and stories of railroading have returned." (www.nps.gov/stea, retrieved May 2013).

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 1), scatter plots, pie charts, tables, and text.

Key

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.

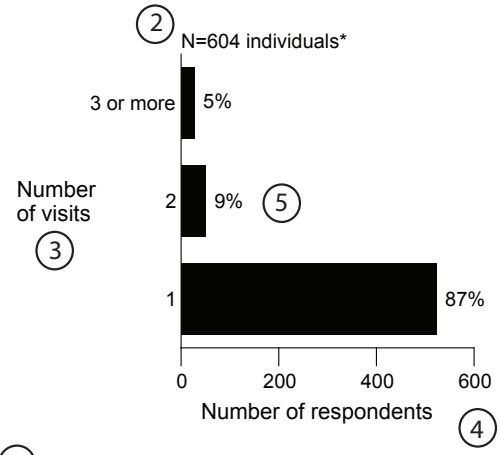
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

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.

Example 1



1 **Figure 14.** Number of visits to the park in past 12 months

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 visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the visitor center during August 5-11, 2012. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. Table 1 shows the distribution location, number of questionnaires distributed, and the response rate. During this survey, 432 visitor groups were contacted and 398 of these groups (92.1%) accepted questionnaires. (The average acceptance rate for 277 VSP visitor studies conducted from 1988 through 2012 is 91.3%.) Questionnaires were completed and returned by 253 respondents, resulting in a 63.6% response rate for this study. (The average response rate for the 277 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

	Distributed		**Returned**	
Sampling site	N	%	N	%
Visitor Center	398	100	253	63.6

* total percentages do not equal 100 due to rounding

Questionnaire design

The Steamtown NHS questionnaire was developed at a workshop held with park staff to design and prioritize questions (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 Steamtown NHS. 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 Steamtown NHS 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 2). 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. Twelve weeks after the survey, a third round of replacement questionnaires was mailed to participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 27, 2012	371	17	388
1st replacement	September 11, 2012	227	10	237
2nd replacement	October 1, 2012	204	0	204
3rd replacement	November 6, 2012	161	0	161

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).

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 August 5-11, 2012. 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 rainy and humid to sunny and warm.

No special events occurred in the area that would have affected the type and amount of visitation to the park. The Saturday train ride to Moscow, PA brings extra visitors to the park on Saturdays. Due to a printing error, 175 questionnaires were missing questions 27 through 30.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Significant differences between respondents and non-respondents were not found in any variable except for average age and whether the park is primary reason to travel to the area (see Tables 3 - 6). The results indicated that visitors at younger age range (less than 45 years old) and visitors who did not plan to visit the park may be underrepresented. Some biases due to non-response may need to be taken into consideration. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	54.27 (N=253)	45.91 (N=146)	<0.001
Group size	3.80 (N=250)	3.52 (N=145)	0.209

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	21 (8%)	6 (4%)	
Family	189 (76%)	118 (81%)	
Friends	21 (8%)	14 (10%)	
Family and friends	19 (8%)	7 (5%)	
			0.254

Table 5. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	142 (56%)	70 (48%)	
Park as one of several destinations	86 (34%)	46 (32%)	
Unplanned visit	25 (10%)	29 (20%)	
			0.017

Table 6. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 50 miles	64 (26%)	49 (35%)	
51-100 miles	65 (26%)	29 (21%)	
101-200 miles	51 (21%)	29 (21%)	
201 miles or more	59 (24%)	27 (19%)	
International visitors	9 (4%)	7 (5%)	
			0.295

Results

Group and Visitor Characteristics

Visitor group size

Question 23b

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

Results

- 50% of visitor groups consisted of four or more people (see Figure 1).
- 44% were in groups of two or three.

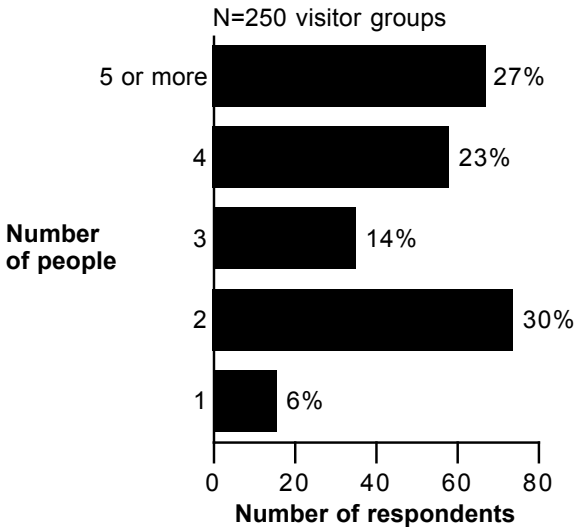


Figure 1. Visitor group size

Visitor group type

Question 23a

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

Results

- 76% of visitor groups consisted of family groups (see Figure 2).

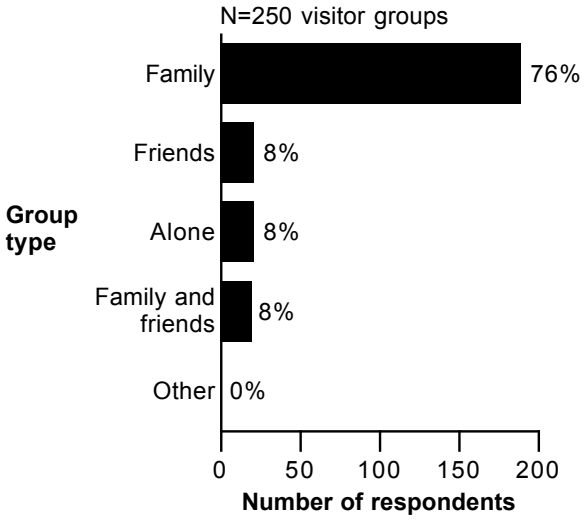


Figure 2. Visitor group type

*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, was your personal group with a commercial guided tour group?

Results

- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

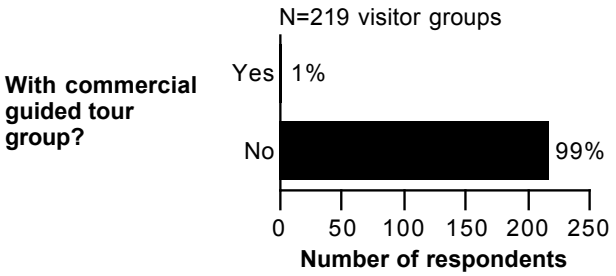


Figure 3. Visitors with a commercial guided tour group

Question 22b

On this visit, was your personal group with a school/educational group?

Results

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

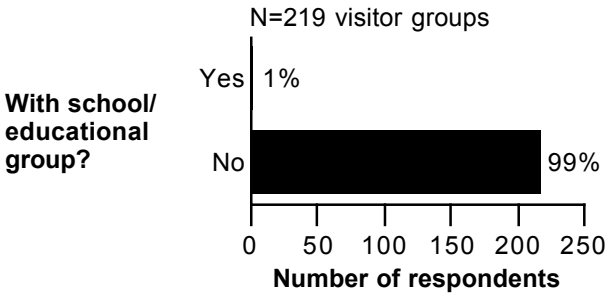


Figure 4. Visitors with a school/educational group

Question 22c

On this visit, was your personal group with an "other" organized group (scouts, work, church, etc.)?

Results

- 1% of visitor groups were with an "other" organized group (see Figure 5).

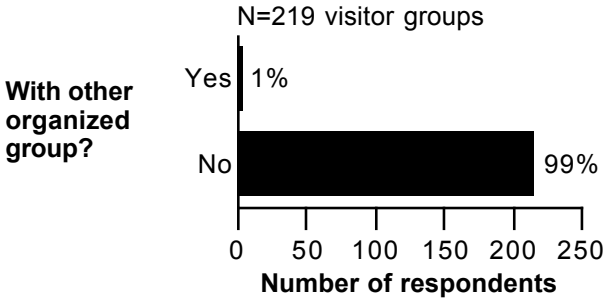


Figure 5. Visitors with an "other" organized group

Question 22d

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

Results – Interpret with **CAUTION!**

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

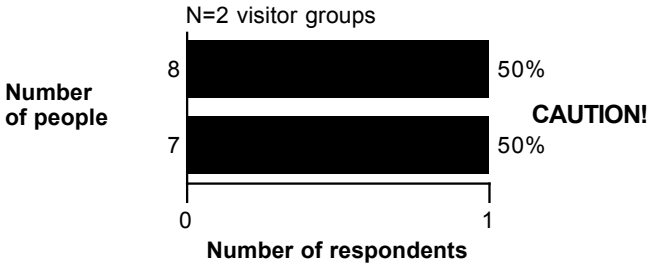


Figure 6. Organized group size

*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 25b

For 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 30 states and comprised 97% of total visitation to the park during the survey period.
- 39% of U.S. visitors came from Pennsylvania (see Table 7 and Figure 7).
- 21% came from New York and 12% were from New Jersey.
- Smaller proportions came from 27 other states.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=739 individuals*	Percent of total visitors N=764 individuals
Pennsylvania	287	39	38
New York	155	21	20
New Jersey	85	12	11
Florida	33	4	4
Maryland	29	4	4
Virginia	22	3	3
North Carolina	17	2	2
California	12	2	2
Connecticut	12	2	2
Massachusetts	12	2	2
20 other states	75	10	10

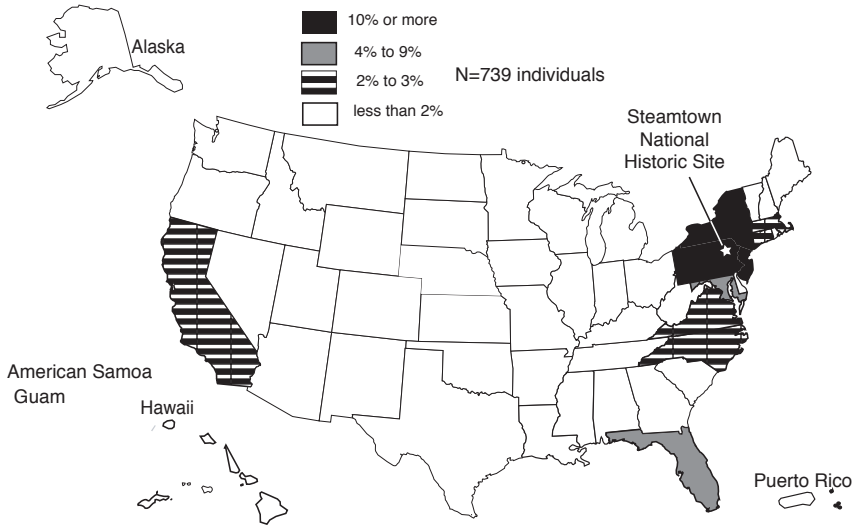


Figure 7. United States visitors by state of residence

*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 Pennsylvania and adjacent states by county of residence

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

Results

- Visitors from Pennsylvania and adjacent states were from 87 counties and comprised 75% of the total U.S. visitation to the park during the survey period.
- 47% came from Luzerne County, PA (see Table 8).
- 34% came from Lackawanna County, PA.
- Small proportions of visitors came from 85 other counties in Pennsylvania and adjacent states.

Table 8. Visitors from Pennsylvania and adjacent states by county of residence

County, State	Number of visitors N=555 individuals	Percent*
Luzerne, PA	47	8
Lackawanna, PA	34	6
Broome, NY	24	4
Bucks, PA	23	4
Orange, NY	19	3
Montgomery, PA	15	3
Pike, PA	15	3
Bergen, NJ	12	2
Burlington, NJ	12	2
Morris, NJ	12	2
Allegheny, PA	11	2
Monroe, NY	11	2
Wayne, PA	11	2
Wyoming, PA	11	2
Berks, PA	10	2
Monroe, PA	10	2
Suffolk, PA	10	2
Susquehanna, PA	10	2
69 other counties	258	46

Residents of the area

Question 5a

Was every member in your personal group a resident of the Steamtown NHS area (within 60 miles of the park)?

Results

- For 20% of visitor groups, all members were area residents (see Figure 8).

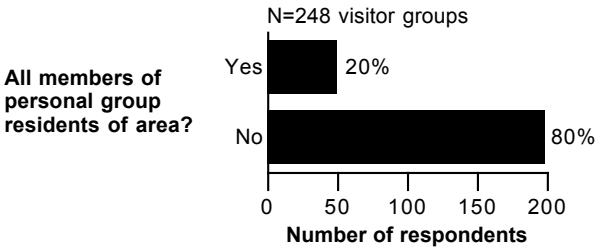


Figure 8. Visitor groups that were comprised of area residents only

*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 25b

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!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 9).

Table 9. International visitors by country of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=25 individuals	Percent of total visitors N=764 individuals
Canada	14	56	2
France	4	16	1
United Kingdom	4	16	1
Japan	2	8	<1
Australia	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 25c

For your personal group on this visit, how many times have you visited Steamtown NHS in the past 12 months (including this visit)?

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

Results

- 88% of visitors visited the park once in the past 12 months (see Figure 9).
- 9% visited two or three times.

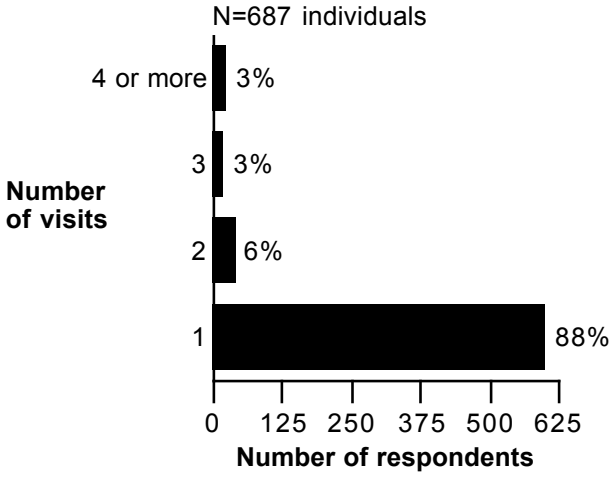


Figure 9. Number of visits to park in past 12 months

Number of visits to park in lifetime

Question 25d

For your personal group on this visit, how many times have you visited Steamtown NHS in your lifetime (including this visit)?

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

Results

- 65% of visitors were visiting the park for the first time (see Figure 10).
- 24% visited two or three times.

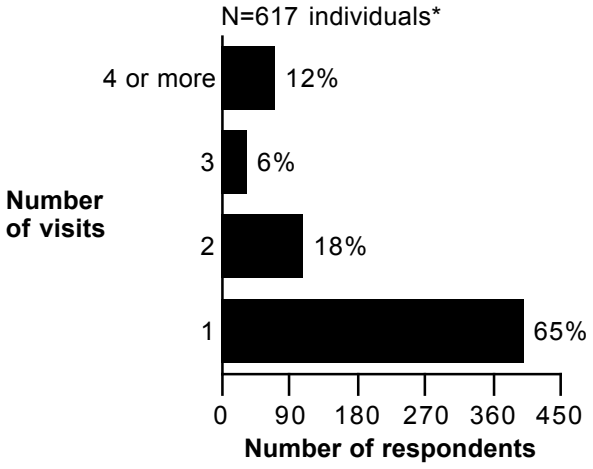


Figure 10. Number of visits to park in lifetime

*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 25a

For 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 93 years.
- 30% were 15 years or younger (see Figure 11).
- 26% were 41 to 60 years old.
- 16% were 66 years or older.

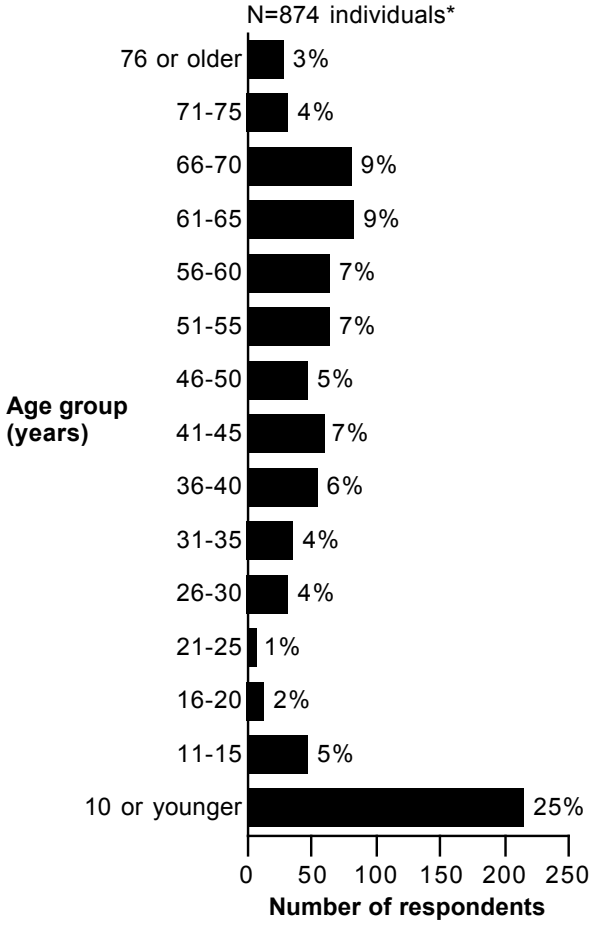


Figure 11. Visitor age

*total percentages do not equal 100 due to rounding

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

Respondent gender

Question 24
For you only, what is your gender?

Results
- 65% of respondents were male (see Figure 12).

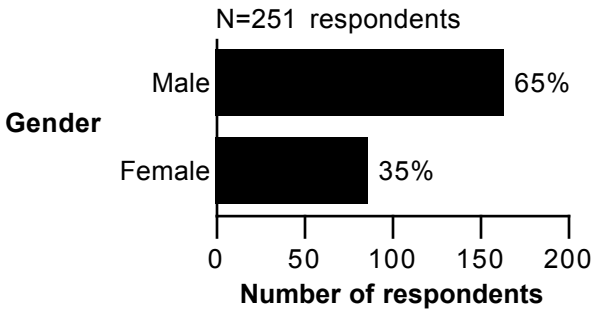


Figure 12. Respondent gender

Visitors of Hispanic or Latino ethnicity

Question 26a
Are members of your personal group Hispanic or Latino?

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

Results
- 1% of visitors were Hispanic or Latino (see Figure 13).

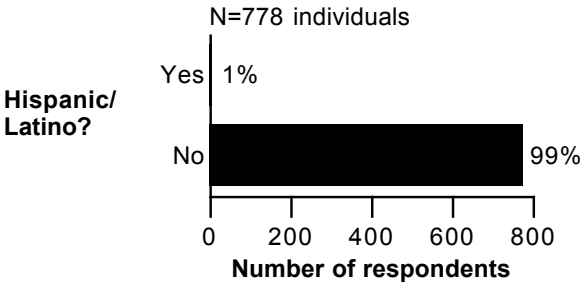


Figure 13. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 26b
What is the race of each member of your personal group?

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

Results
- 95% of visitors were White (see Figure 14).
- 2% were more than one race.
- 2% were Asian.

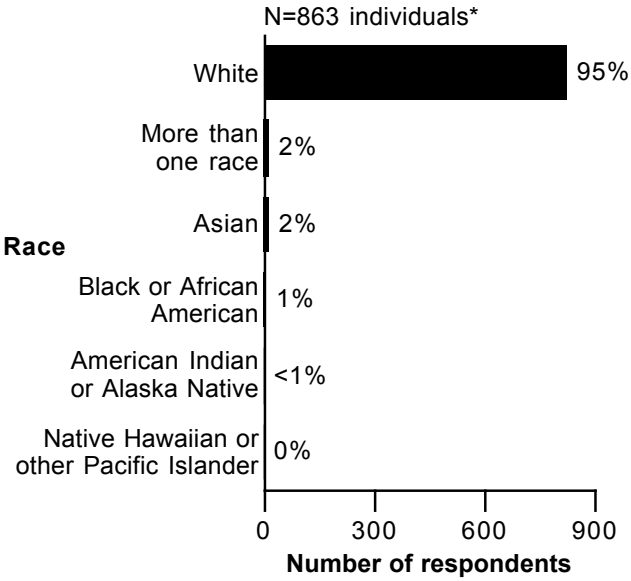


Figure 14. Visitor race

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

Language used for speaking and reading

Questions 27a

When visiting an area such as Steamtown NHS, which language(s) do most members of your personal group prefer to use for speaking?

Results

- 99% of visitor groups preferred English for speaking (see Figure 15).
- "Other" language (1%) was:

  Japanese

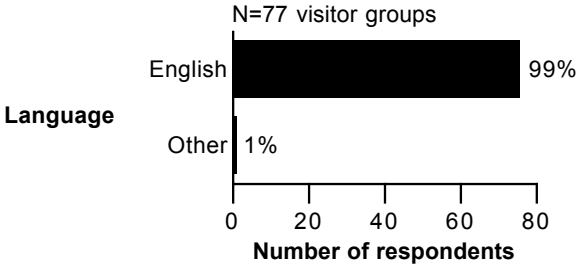


Figure 15. Language preferred for speaking

Questions 27b

When visiting an area such as Steamtown NHS, which language(s) do most members of your personal group prefer to use for reading?

Results

- 99% of visitor groups preferred English for reading (see Figure 16).
- "Other" language (1%) was:

  Japanese

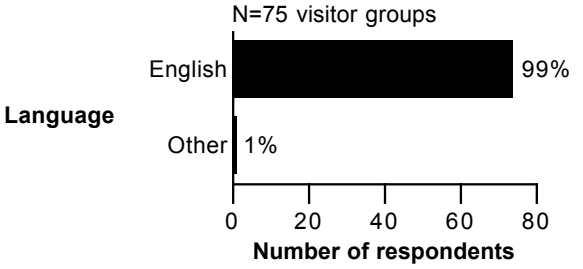


Figure 16. Language preferred for reading

*total percentages do not equal 100 due to rounding

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

Question 27c

In your opinion, what services in the park need to be provided in languages other than English?

Results

- 17% of visitor groups felt there were services that need to be provided in languages other than English (see Figure 17).
- No visitor groups listed services that need to be provided in languages other than English.
- Some visitor groups listed a language instead of a service:

  Spanish

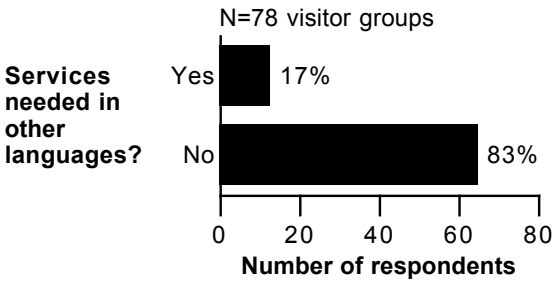


Figure 17. Visitor groups that felt services needed to be provided in languages other than English

Respondent level of education

Question 28

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

Results

- 40% of respondents had a graduate degree (see Figure 18).
- 32% had a bachelor's degree.

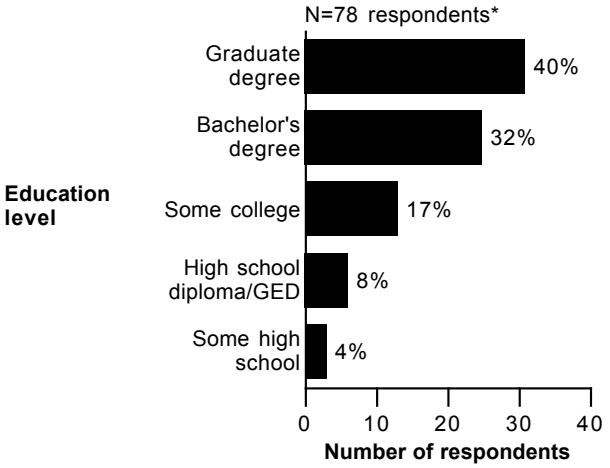


Figure 18. Respondent level of education

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 21a

For you only, which category best represents your annual household income?

Results

- 20% of respondents reported a household income of $100,000-$149,999 (see Figure 19).
- 19% had an income of $75,000-$99,999.

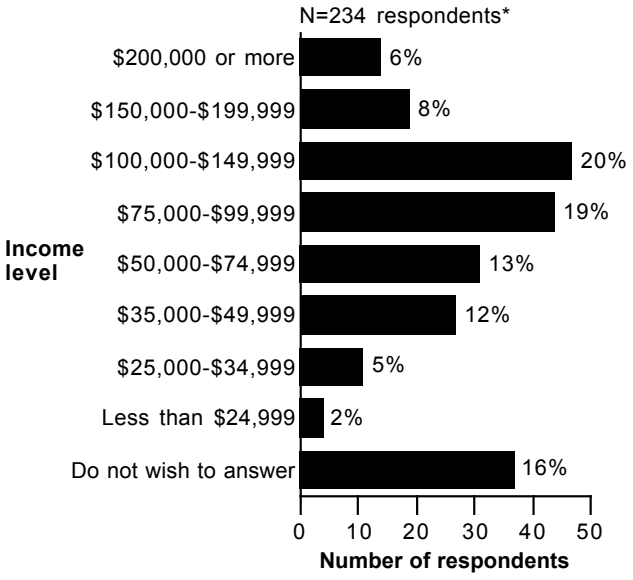


Figure 19. Respondent household income

Respondent household size

Question 21b

How many people are in your household?

Results

- 45% of respondents had two people in their household (see Figure 20).
- 35% had three or four people.

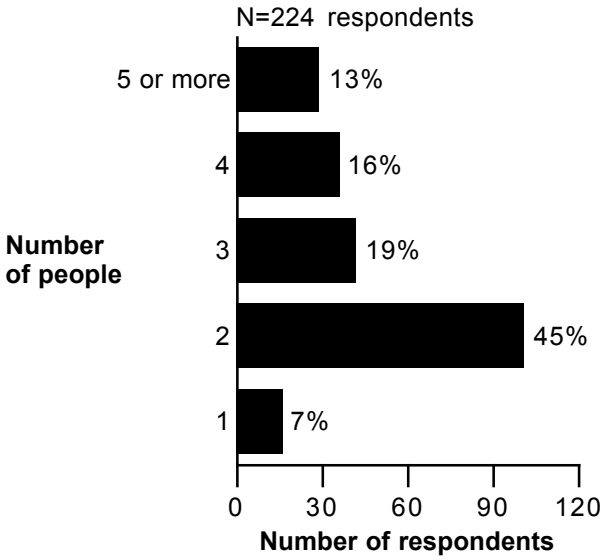


Figure 20. Number of people in respondent household

*total percentages do not equal 100 due to rounding

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

Awareness of park management

Question 2

Prior to this visit, was anyone in your personal group aware that Steamtown NHS is a unit of the National Park System?

Results

- 68% of visitor groups were aware that Steamtown NHS is a unit of the National Park System prior to visiting (see Figure 21).

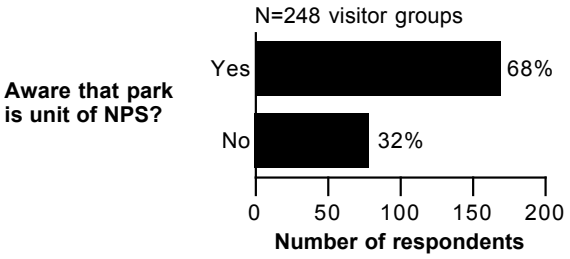


Figure 21. Visitor groups that were aware that Steamtown NHS is a unit of the National Park System

*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 your personal group obtain information about Steamtown NHS?

Results

- 88% of visitor groups obtained information about Steamtown NHS prior to their visit (see Figure 22).
- As shown in Figure 23, among those visitor groups that obtained information about Steamtown NHS prior to their visit, the most common sources used were:

  57% Steamtown NHS website
  42% Friends/relatives/word of mouth
  16% Maps/brochures

- Other websites (8%) used to obtain information prior to visit were:

  GPS
  Museum in PA
  Pocono info
  Scranton attractions
  Scranton web
  Searched for steam train rides
  www.google.com
  www.visitnepa.org
  www.hotels.com
  www.maps.google.com
  www.thingstodoinPA.com
  www.visitpa.com

- "Other" sources (8%) were:

  Previous visits
  Highway signage
  Live locally
  Microsoft streets and trips
  NPCA
  Resort booklet
  Road signs

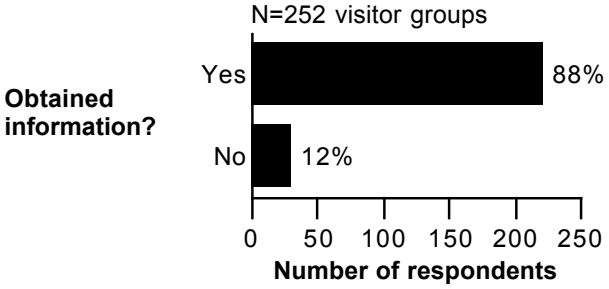


Figure 22. Visitor groups that obtained information prior to visit

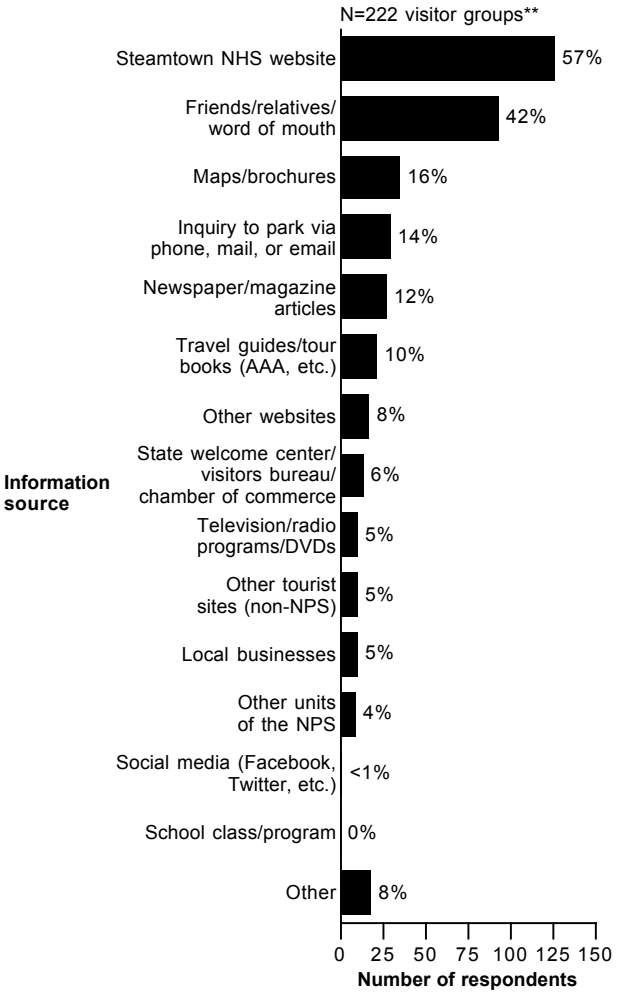


Figure 23. Sources of information used by visitor groups prior to visit

*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 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 24).

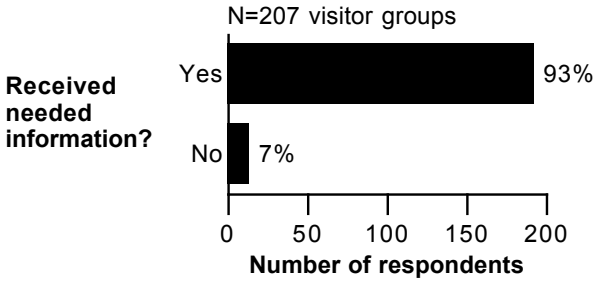


Figure 24. Visitor groups that received needed information prior to their visit

Question 1d

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

Results – Interpret results with **CAUTION!**

- 8 visitor groups listed needed information that was not available (see Table 10).

Table 10. Needed information that was not available
(N=11 comments; some visitor groups made more than one comment) – **CAUTION**

Information	Number of times mentioned
Costs	2
Diesel and steam train rides are on different days - not stated	1
Directions of how to walk to the park through the shopping center	1
Food availability	1
Live event schedule	1
More info on how to schedule the trip - needed length of train rides and sample times to spend in each exhibit	1
Not enough technical details	1
Park website was not user friendly	1
Time for train rides	1
Type of exhibits	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 Steamtown NHS in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 25, visitor groups' most preferred sources of information for a future visit were:

  80% Steamtown NHS website
  23% Friends/relatives/word of mouth
  19% Inquiry to the park via phone, mail, or email

- Other websites (2%) were:

  Coal museum/mine
  GPS
  Local BBB site
  www.google.com

- "Other" sources of information (1%) were:

  Newsletter email
  Newsletter by mail

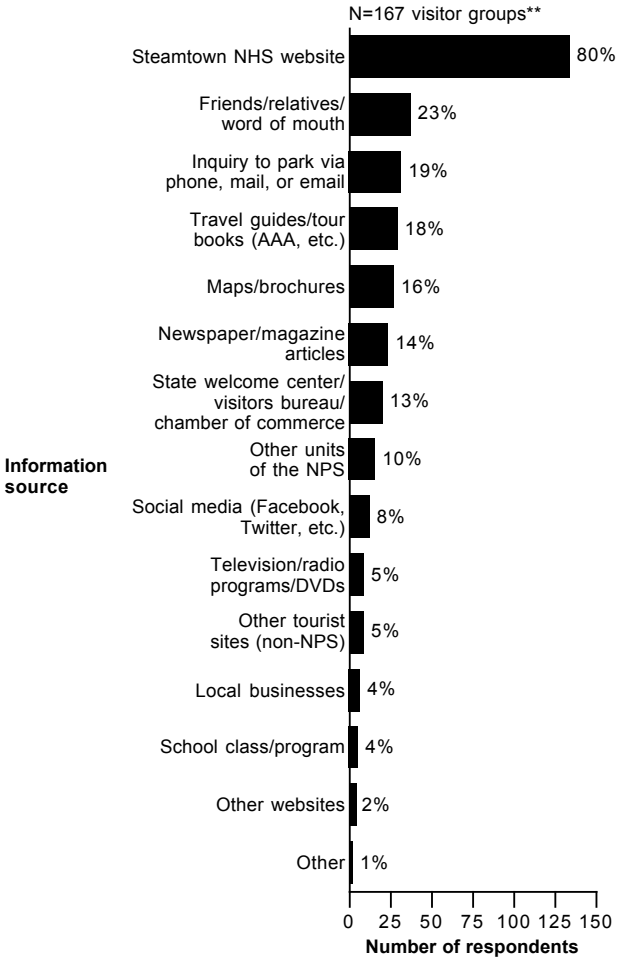


Figure 25. Sources of information to use for a future visit

*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 15a

Did your personal group use the park website (http://www.nps.gov/stea) to obtain information to plan this trip to Steamtown NHS?

Results

- 56% of visitor groups used the park website to obtain information to plan their trip (see Figure 26).

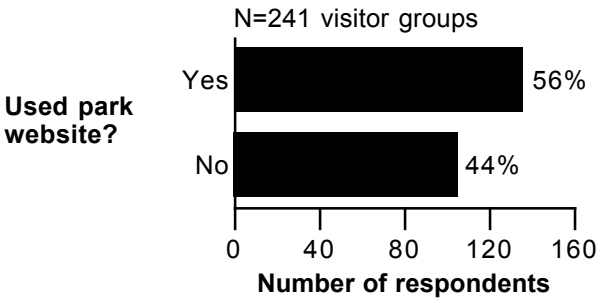


Figure 26. Visitor groups that used the park website

Question 15b

Overall, how would your personal group rate the quality of information provided on the park website?

Results

- 81% of visitor groups rated the quality of information provided on the park website as "good" or "very good" (see Figure 27).

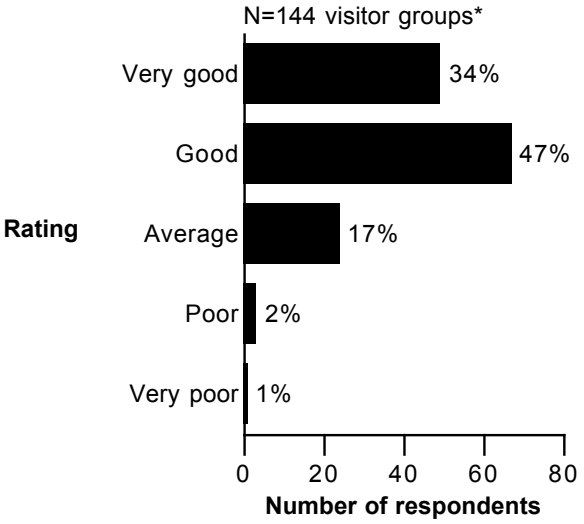


Figure 27. Quality rating of information provided on the park website.

*total percentages do not equal 100 due to rounding

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

Question 15c

Did you find the information that your personal group needed on the park website?

Results

- 86% of visitor groups found the information they needed on the park website (see Figure 28).

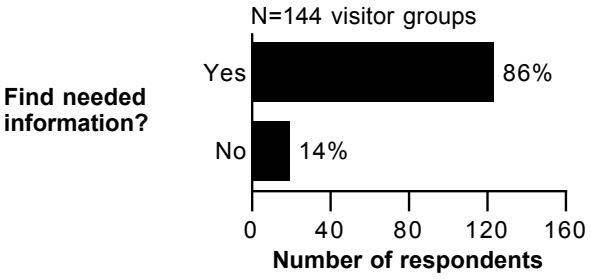


Figure 28. Visitor groups that found the information they needed on the park website

Question 15d

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

Results – Interpret results with **CAUTION!**

- 14 visitor groups listed needed information that was not available on the park website (see Table 11).

Table 11. Needed information that was not available on the park website (N=18 comments; some visitor groups made more than one comment) – **CAUTION**

Needed information	Number of times mentioned
Better directions to park	3
Address to use in GPS	2
Activities for kids	1
Availability of tickets for long train ride	1
Diesel and stream rides offered on different days	1
Length of train rides	1
Location	1
More information on trains	1
More parking info	1
"Musts" for a family	1
No good map(s) inside and out	1
Pricing	1
Short train ride schedule	1
That the bridge from the mall does not open until 10 AM	1
Website was hard to navigate	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 questionnaire. During the interview, the question was asked: "How did this visit to Steamtown NHS fit into your personal group's travel plans?"

Results

- 53% of visitor groups said Steamtown NHS was their primary destination (see Figure 29).
- 33% said the park was one of several destinations.

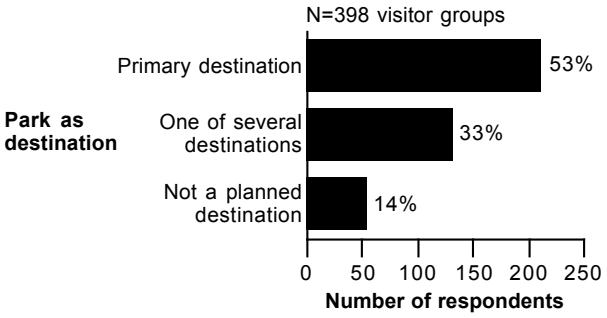


Figure 29. How visit to park fit into visitor groups' travel plans

Primary reason for visiting the park area

Question 5b

For the nonresident members of the area (within 60 miles of the park), was visiting Steamtown NHS the primary reason your personal group came to the Steamtown NHS area on this trip?

Results

- For 46% of visitor groups, visiting the park was the primary reason nonresident group members visited the area (see Figure 30).

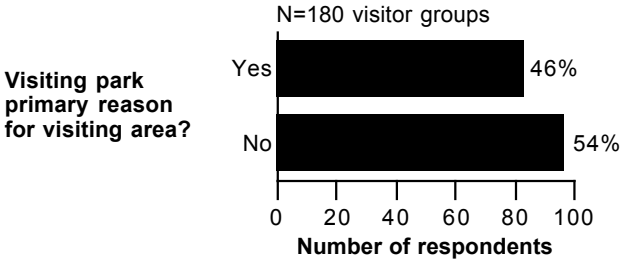


Figure 30. Park as primary reason nonresident members visited the area (within 60 miles of the park)

*total percentages do not equal 100 due to rounding

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

Alternative cultural/recreation site

Question 6

For you only, if you had not chosen to visit Steamtown NHS on this trip, what other cultural/recreation site would you have visited instead?

Results

- 41% of respondents would have visited another cultural/recreation site if they had not chosen to visit Steamtown NHS on this trip (see Figure 31).
- 71 respondents listed alternative recreation sites they would have visited instead (see Table 12).

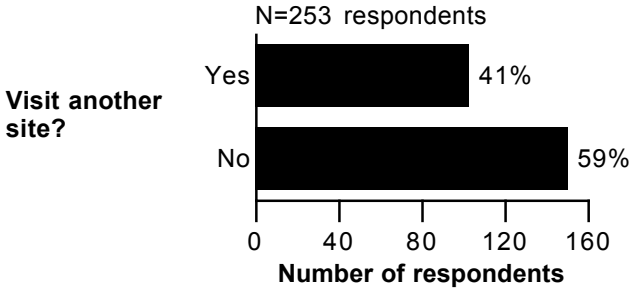


Figure 31. Respondents who would have visited another cultural/recreation site if they had not chosen to visit Steamtown NHS

*total percentages do not equal 100 due to rounding

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

Table 12. Alternative recreation sites
(N=71 comments)

Site	Number of times mentioned
Coal mine	16
Lackawanna Coal Mine	8
Anthracite Heritage Museum	5
Gettysburg, PA	4
Jim Thorpe, PA	2
Lake Wallenpaupack	2
State park	2
Strasburg Railroad	2
Airfields/aviation museums	1
Allentown Zoo	1
Claws N Paws	1
Electric Trolley Museum	1
Everhart Museum Scranton	1
Falls and parks in Ithaca, NY	1
Hershey Park	1
Historical fair	1
Lancaster City	1
Land of Make Believe	1
Local museum	1
McCoal Mine Tour	1
Museum	1
Nay Aug Park-Everhart	1
Niagara Falls, NY	1
Nicholson Viaduct	1
Other historical site	1
Packwood House Museum	1
Pocono NASCAR race	1
Public park	1
RR Museum of PA	1
Sculpted Ice Works	1
Sno Cove	1
Statue of Liberty	1
Steamtown Mall	1
Strasburg	1
Train ride in Strausstown, PA	1
University of Scranton campus	1
Wayne County Fair	1
Zoo	1

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

Alternative plans to visiting Steamtown NHS

Question 7a

For you only, if you had been unable to visit Steamtown NHS on this trip, would you have visited another time?

Results

- 87% of respondents would have visited Steamtown NHS at another time if they had been unable to visit on this trip (see Figure 32).

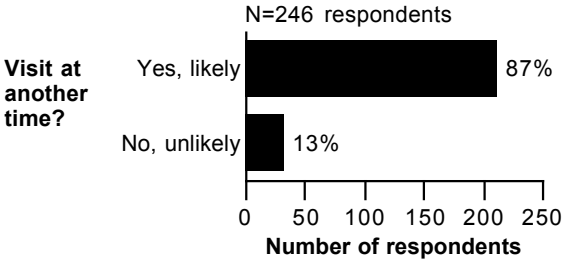


Figure 32. Respondents who would have visited at another time

Question 7b

If NO, what would you have done with the time you spent on this trip?

Results

- 52% of respondents were not sure or would have picked anther option (see Figure 33).

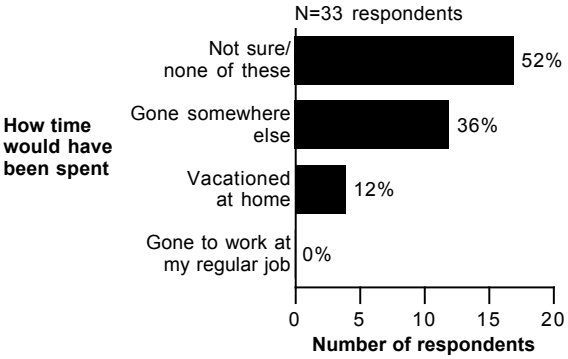


Figure 33. Alternative plans to visiting

Table 13. Alternate recreation sites (N=6 comments) – **CAUTION!**

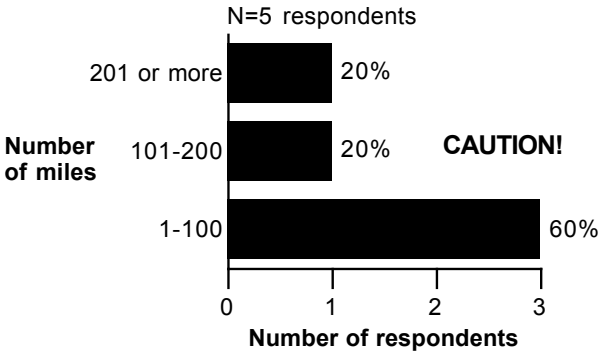
Site	Number of times mentioned
Airfields/aviation museums	1
Atlantic City, NJ	1
Ithaca, NY	1
Land of Make Believe	1
State College, PA	1
Tobyhanna State Park	1

Question 7b

What is the distance of the alternate site from home?

Results – Interpret with **CAUTION!**

- Not enough respondents responded to this question to provide reliable results (see Figure 34).



*total percentages do not equal 100 due to rounding

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

- lists the alternate recreation sites.

Table 13. Alternate recreation sites
(N=6 comments) – **CAUTION!**

Site	Number of times mentioned
Airfields/aviation museums	1
Atlantic City, NJ	1
Ithaca, NY	1
Land of Make Believe	1
State College, PA	1
Tobyhanna State 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

Question 7b

What is the distance of the alternate site from home?

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- Not enough respondents responded to this question to provide reliable results (see Figure 34).

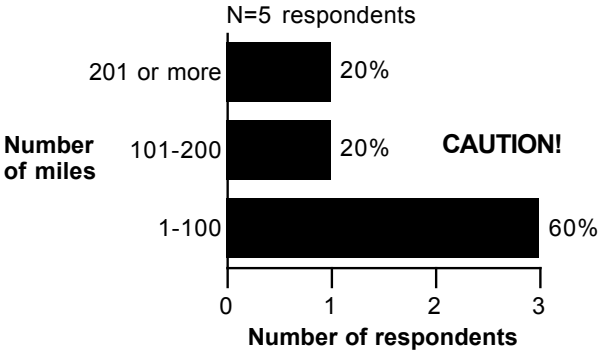

Figure 34. Distance of alternate site from home

*total percentages do not equal 100 due to rounding

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

Question 4a

On this trip, where did your personal group stay on the night before visiting Steamtown NHS?

Results

- Table 14 lists the places where visitor groups stayed the night before visiting Steamtown NHS.

Table 14. Places where visitor groups stayed the night before visiting Steamtown NHS (N=231 comments)

Place	Number of times mentioned
Scranton, PA	34
Wilkes-Barre, PA	10
Gouldsboro, PA	4
Moosic, PA	4
Clark Summit, PA	3
Dunmore, PA	3
Lake Ariel, PA	3
New York, NY	3
Shavertown, PA	3
Allentown, PA	2
Binghamton, NY	2
Dallas, PA	2
Gettysburg, PA	2
Duryea, PA	2
Greentown, PA	2
Hamlin, PA	2
Hawley, PA	2
Hershey, PA	2
Honesdale, PA	2
Lewisburg, PA	2
Mountaintop, PA	2
Mt. Bethel, PA	2
New Milford, PA	2
Paradise, PA	2
Pittston, PA	2
Windsor, NY	2
Other places	130

*total percentages do not equal 100 due to rounding

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

Question 4b

On this trip, where did your personal group stay on the night after visiting Steamtown NHS?

Results

- Table 15 lists the places where visitor groups stayed the night after visiting Steamtown NHS.

Table 15. Places where visitor groups stayed the night after visiting Steamtown NHS (N=219 comments)

Place	Number of times mentioned
Scranton, PA	23
Wilkes-Barre, PA	10
Gouldsboro, PA	4
Allentown, PA	3
Greentown, PA	3
Lake Ariel, PA	3
Mountaintop, PA	3
Shavertown, PA	3
Stroudsburg, PA	3
Binghamton, NY	2
Clark Summit, PA	2
Corning, NY	2
Dallas, PA	2
Dunmore, PA	2
Duryea, PA	2
Hamlin, PA	2
Harrisburg, PA	2
Hawley, PA	2
Hazleton, PA	2
Honesdale, PA	2
Lancaster, PA	2
Lords Valley, PA	2
Mt. Bethel, PA	2
New Milford, PA	2
Pittsburgh, PA	2
Reading, PA	2
Windsor, NY	2
Other places	128

*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 park directional signs

Questions 8a-8d

On this visit, were the signs directing your personal group to and around Steamtown NHS adequate?

Results

- Table 16 shows visitor groups' ratings of the adequacy of directional signs to and around Steamtown NHS.

Table 16. Adequacy of park directional signs

		Adequate? (%)*		
Signs	**N**	Yes	No	Did not use
Interstate signs	244	57	13	30
State highway signs	241	56	13	31
Signs in Scranton	245	57	32	11
Signs in the park	242	86	5	8

*total percentages do not equal 100 due to rounding

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

Question 8e

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

Results

- Tables 17-20 list visitor groups' reasons for the inadequacies of park directional signs to and around Steamtown NHS.

Table 17. Reasons why interstate signs were inadequate
(N=33 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Did not see any signs	12
Not enough signage	7
Signs were too small	3
Signs covered by brush	2
Signs not visible on 81-S	2
Did not see any signs on I-380	1
First saw signs in Scranton	1
Need clear "Steamtown" signs	1
Signs were not in correct location	1
Very heavy traffic	1
We did not see signs until we found our way to Lackawanna Ave	1
Went past exit; sign not clear	1

Table 18. Reasons why state highway signs were inadequate
(N=22 comments; some visitor groups made more than one comment) – **CAUTION!**

Reason	Number of times mentioned
Did not see any signs	8
Not enough signage	5
First saw signs in Scranton	2
Pennsylvania turnpike signs are awful	2
Confusing at intersection	1
Lost track of Route 11 in Scranton	1
Need clear signs	1
Signs were too small	1
Very heavy traffic	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 19. Reasons why signs in Scranton were inadequate
(N=81 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Not enough signage	17
Difficult to find entrance	13
Larger signage needed	11
Confusing signage	7
Signage needed before turn into park	6
Ended up at the mall	5
Horrible signage	3
Signs needed in mall	3
Did not see any signs	2
Difficult to find parking	2
Only saw signs for the mall	2
Better signage needed	1
Crooked	1
From expressway too park hard to navigate	1
Got lost	1
Hard to see parking lot through mall	1
Incorrect address (on internet address)	1
Poor street markings/little to no lines on road	1
Some signs are missing	1
The sign leading up the hill and the entire entrance way is pretty dull	1
Very heavy traffic	1

Table 20. Reasons why signs in park were inadequate
(N=11 comments) – **CAUTION!**

Reason	Number of times mentioned
Difficulty finding entrance	4
Did not see signs	2
Clear signs to things like shop tour	1
Larger signs are needed at entrance road	1
More signs needed to other buildings	1
Need more signage in Visitor Center showing how to enter other buildings	1
Was directed to mall parking lot instead of entrance to Steamtown	1

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

Transportation

Question 5c

For the nonresident members of the area (within 60 miles of the park), what was the method of transportation that your personal group used to travel most of the distance from their home to the Steamtown NHS area?

Results

- 77% of nonresident visitor group members used a car to travel most of the distance form home to the Steamtown NHS area (see Figure 35).
- 14% used a SUV/truck/van.

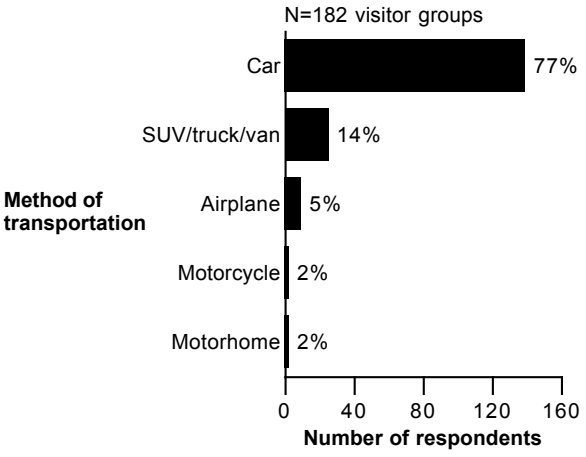

Figure 35. Method of transportation

Number of vehicles

Question 10b

On this visit, how many vehicles did your personal group use to arrive at the park?

Results

- 84% of visitor groups used one vehicle to arrive at the park (see Figure 36).
- 12% used two vehicles.

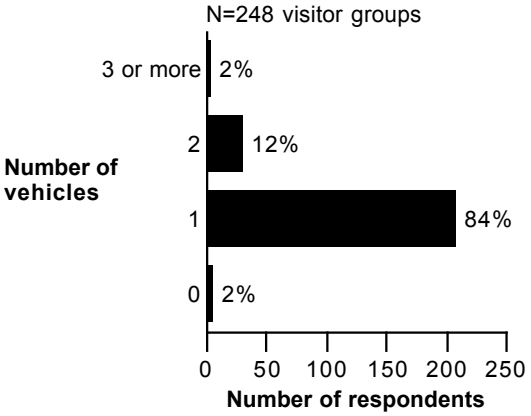

Figure 36. Number of vehicles used to arrive at the park

Number of park entries

Question 10a

On this visit, how many times did your personal group enter the park?

Results

- 84% of visitor groups entered the park one time (see Figure 37).
- 15% entered twice.

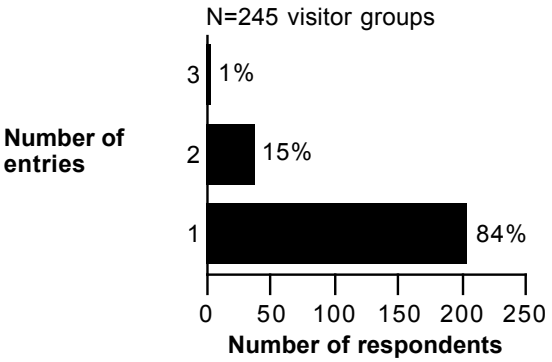

Figure 37. Number of park entries

*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 3a

On this trip, did your personal group stay overnight away from home in the Steamtown NHS area (within 60 miles of the park)?

Results

- 54% of visitor groups stayed overnight away from home in the area within 60 miles of the park (see Figure 38).

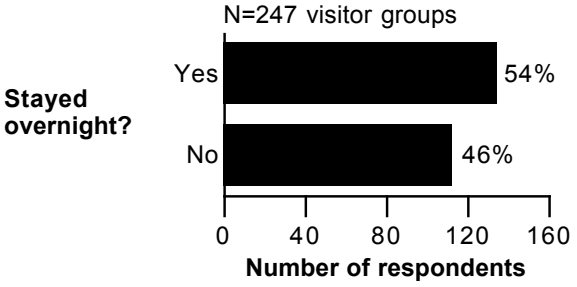

Figure 38. Visitor groups that stayed overnight within 60 miles of the park

*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 in the area outside the park

Question 3b

Please list the number of nights your personal group spent in each of the following types of accommodations in the area within 60 miles of the park.

Results

- As shown in Figure 39, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:

  66% Lodge, motel, hotel, rented condo/home, cabin, B&B
  24% Residence of friends or relatives

- "Other" type (2%) of accommodation was:

  Timeshare

- Table 21 shows the number of nights spent in accommodations in the area outside the park. Accommodations specified by fewer than 30 visitor groups should be interpreted with **CAUTION!**

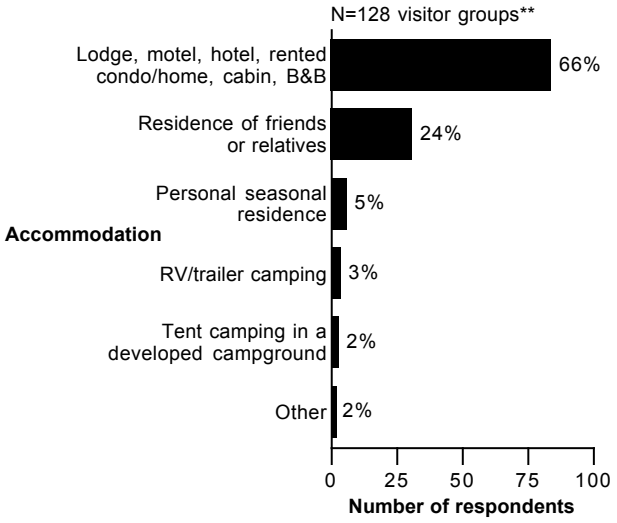

Figure 39. Accommodations used in the area outside the park within 60 miles

Note: Some visitor groups indicated they used an accommodation without specifying the number of nights; therefore, the N in Figure 39 and in Table 21 is not the same.

Table 21. Number of nights spent in accommodations outside the park within 60 miles (N=number of visitor groups)

		Number of nights (%)*			
Accommodation	**N**	1	2	3	4 or more
Lodge, hotel, motel, cabin, rented condo/home, B&B	84	49	26	13	12
Residence of friends or relatives – **CAUTION!**	27	7	26	15	52
RV/trailer camping – **CAUTION!**	4	0	25	50	25
Tent camping a developed campground – **CAUTION!**	3	0	67	33	0
Personal seasonal residence – **CAUTION!**	5	20	20	0	60
Other – **CAUTION!**	2	0	0	0	100

*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 park visit

Question 12a

On this visit, how much time in total did your personal group spend visiting Steamtown NHS?

Results

- 56% of visitor groups spent two to three hours in the park (see Figure 40).
- 37% spent four or more hours.
- The average length of stay was 3.3 hours.

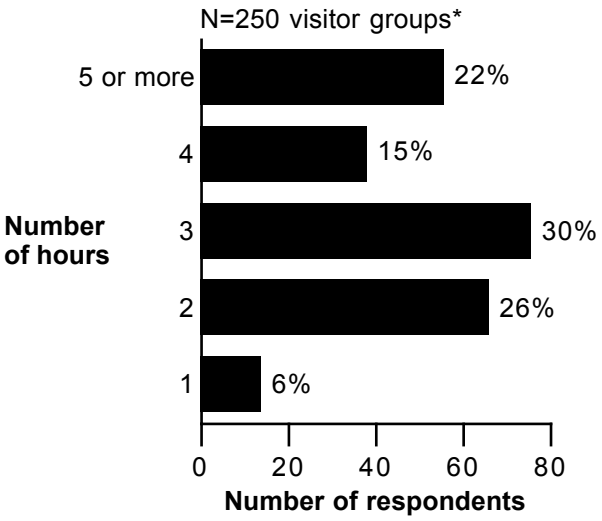

Figure 40. Number of hours spent in the park

Visit the park on more than one day

Question 12b

On this visit, did your personal group visit Steamtown NHS on more than one day?

Results

- 5% of visitor groups visited the park on more than one day (see Figure 41).

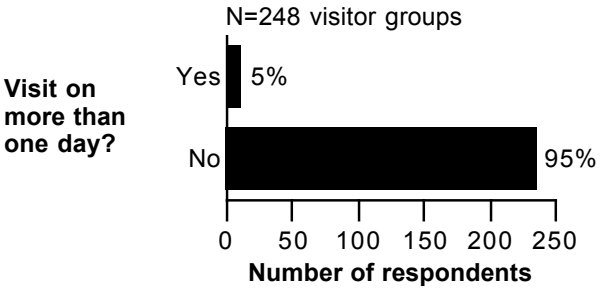

Figure 41. Visitor groups that visited the park on more than one day

Question 12c

If YES, on how many days did you visit the park?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to the question to provide reliable results (see Figure 42).

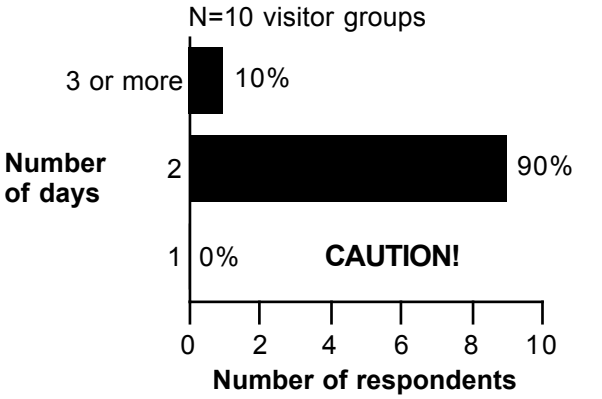

Figure 42. Number of days spent visiting the park

*total percentages do not equal 100 due to rounding

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

Local attractions visited

Question 11

On this visit to Steamtown NHS, what other attractions in the local area did your personal group visit?

Results

- As shown in Figure 43, the local attractions most commonly visited were:

  60% Mall at Steamtown
  28% Lackawanna Coal Mine Tour
  12% PA Anthracite Heritage Museum

- "Other" local attractions (25%) are shown in Table 22.

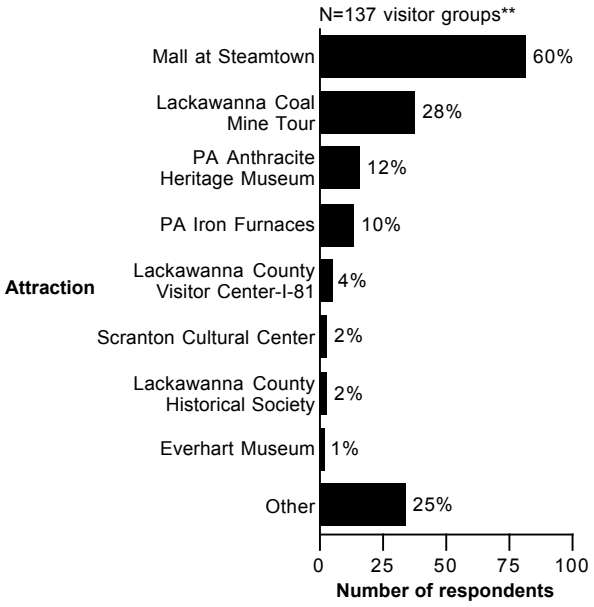

Figure 43. Local attractions visited

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

Table 22. "Other" local attractions
(N=37 comments; some visitor groups made more than one comment)

Attraction	Number of times mentioned
Radisson/Old Train Station	5
Trolley Museum	4
University of Scranton	3
Winery	2
Alfredo's Restaurant	1
Bloomsburg, PA	1
Bushkill Falls	1
Camel Beach zip line	1
Cigar shop	1
Clark Summit for carriage barn antiques	1
Coopers	1
Delaware Water Gap	1
Electric Trolley Museum	1
Gray Tower	1
H-D Dealer (had flat fire)	1
Harvey's Lake	1
Houdini Museum	1
Ice museum	1
Knoebels	1
Lackawanna Station	1
Lackawanna State Park	1
Old buildings	1
Peach Festival at Montage Mountain	1
Rock Trolley	1
Sno Cove Waterpark	1
Tobyhanna DLW Depot	1
Wayne County Fair	1

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

Sites visited in the park

Question 9

On this visit to Steamtown NHS, please indicate all the sites within the park that your personal group visited.

Results

- As shown in Figure 44, the most commonly visited sites by visitor groups at Steamtown NHS were:

  93% Roundhouse
  90% History Museum
  84% Rail Yard

- The least visited site was:

  13% Park Library

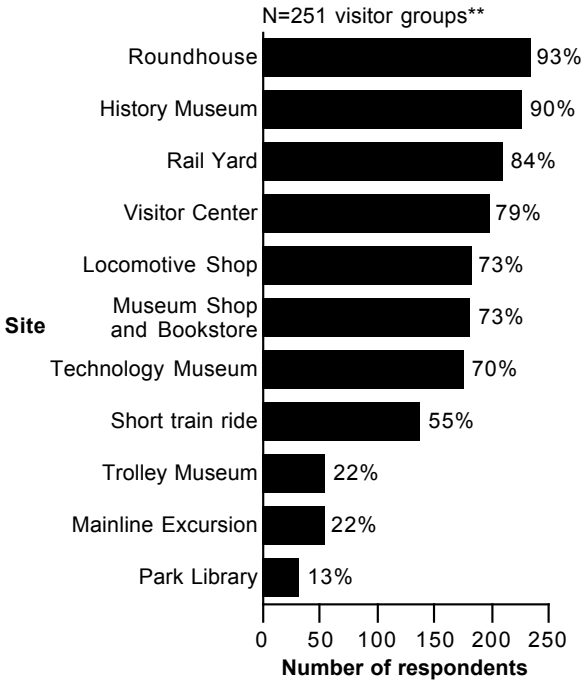

Figure 44. Sites visited in the park

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

Activities on this visit

Question 13a

On this visit, in which activities did your personal group participate within Steamtown NHS?

Results

- As shown in Figure 45, the most common activities in which visitor groups participated on this visit were:

  90% Viewing indoor exhibits
  88% Viewing outdoor exhibits
  66% Shopping in Museum Shop and Bookstore

- "Other" activities (12%) are listed in Table 23.

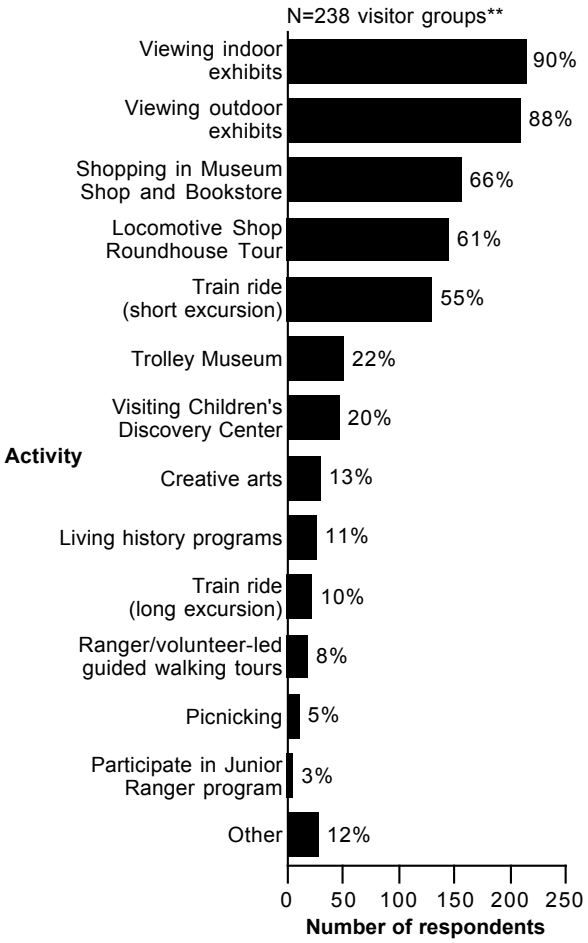

Figure 45. Activities on this visit

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

Table 23. "Other" activities on this visit
(N=41 comments; some visitor groups made more than one comment)

Activity	Number of times mentioned
View exhibits (unspecified)	11
View locomotives/cars	7
Interest in trains	5
Museum visit (unspecified)	4
Train ride (unspecified)	3
History of trains	2
Movie in theatre	2
Handicap-accessible train rides	1
Just to see the National Park	1
Just walking around rail yard	1
Passport stamp	1
To see all of Steamtown	1
Tour	1
Walking distance from hotel	1

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

Activity that was primary reason for visit

Question 13c

Which one of the above activities was the primary reason your personal group visited Steamtown NHS on this visit?

Results

- As shown in Figure 46, the most common activities that were the primary reason for the visiting the park were

  27% Train ride (short excursion)
  13% Locomotive Shop – Roundhouse Tour
  12% Viewing indoor exhibits

- "Other activities (24%) that were the primary reason for visiting the park were:

  History of trains
  Interest in trains
  View locomotives/cars
  Just to see the most expensive national park in the system
  Passport stamp
  Rail Yard
  To see all of Steamtown
  Tour
  Train ride (unspecified)
  Viewing exhibits (unspecified)

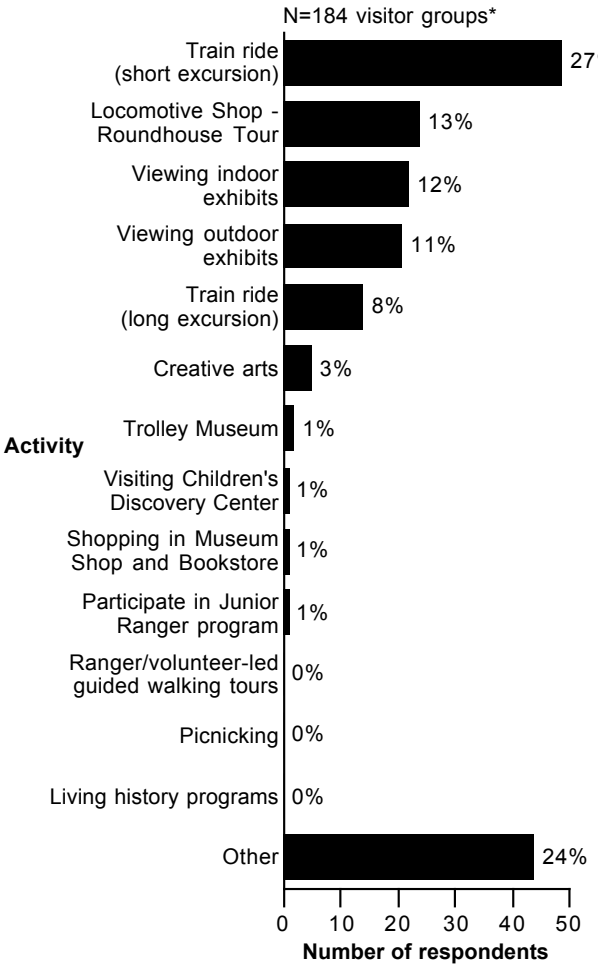

Figure 46. Activity that was primary reason for visiting the park

*total percentages do not equal 100 due to rounding

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

Activities on future visits

Question 13b

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

Results

- As shown in Figure 47, the most common activities in which visitor groups would prefer to participate on future visits were:

  72% Viewing indoor exhibits
  71% Train ride (long excursion)
  70% Viewing outdoor exhibits

- No "other" activity (2%) was specified.

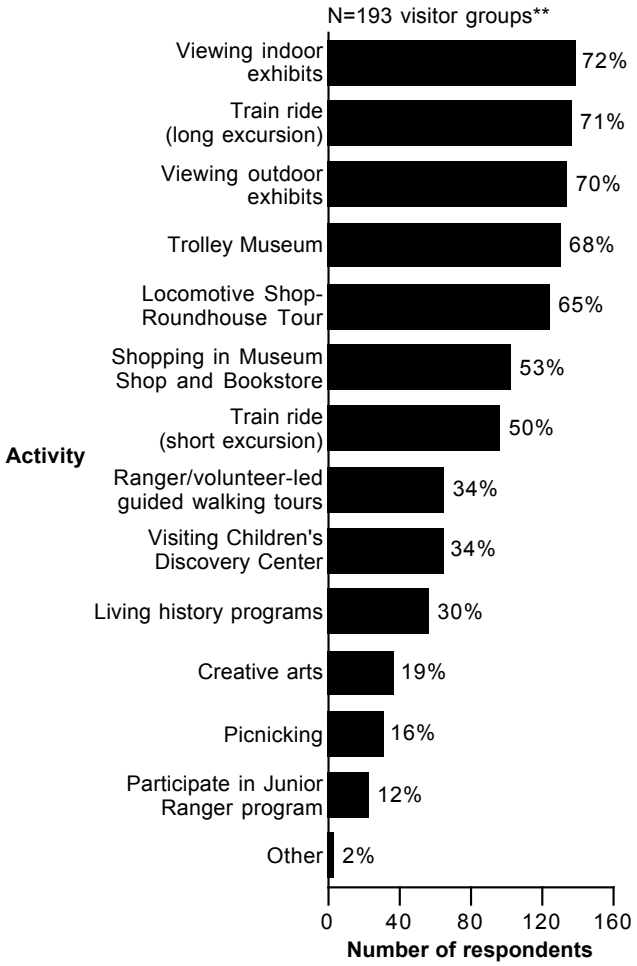

Figure 47. Activities on future visits

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

Ratings of Services, Facilities, Attributes, Resources, and Elements

Information services and facilities used

Question 14a

Please indicate all the information services and facilities that your personal group used during this visit to Steamtown NHS.

Results

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

  89% Indoor exhibits
  84% Outdoor exhibits
  71% Visitor center (overall)

- The least used service/facility was:

  3% Junior Ranger program

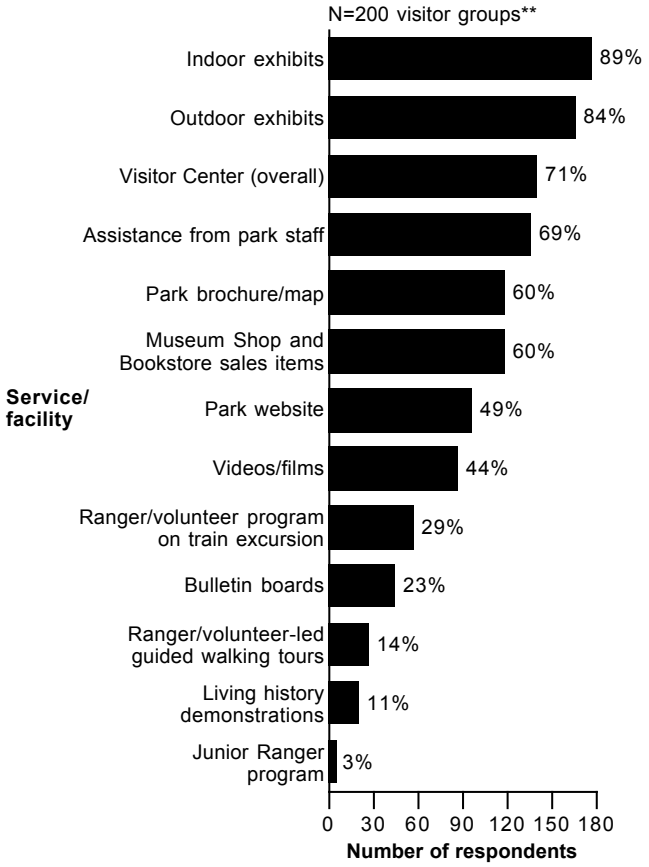

Figure 48. Information services and facilities used

*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 information services and facilities

Question 14b

For only those services and facilities that 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 information services and facilities that were rated by 30 or more visitor groups.
- Table 24 shows the importance ratings of each service and facility.
- The services and facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  95% Ranger/volunteer program on train excursion
  92% Indoor exhibits
  90% Outdoor exhibits

- The service/facility receiving the highest "not at all important" rating that was rated by 30 or more visitor groups was:

  5% Museum Shop and Bookstore sales items

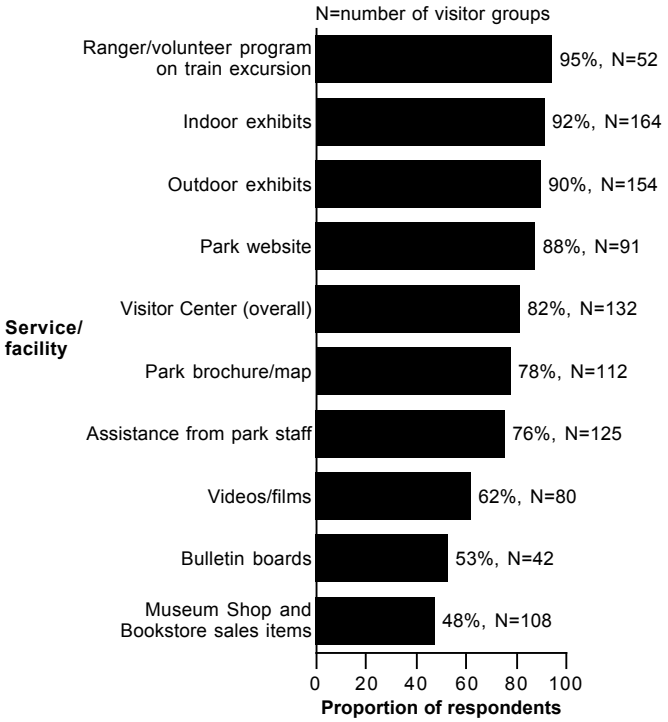

Figure 49. Combined proportions of "extremely important" and "very important" ratings of information services and facilities

*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. Importance ratings of information services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	**N**	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	125	0	6	18	41	35
Bulletin boards	42	2	14	31	43	10
Indoor exhibits	164	0	1	7	41	51
Outdoor exhibits	154	0	2	8	35	55
Junior Ranger program – **CAUTION!**	3	0	0	33	33	33
Living history demonstrations – **CAUTION!**	21	0	0	10	48	43
Museum Shop and Bookstore sales items	108	5	18	31	30	18
Park brochure/map	112	0	4	19	37	41
Park website	91	0	1	11	40	48
Ranger/volunteer-led guided walking tours – **CAUTION!**	26	4	0	4	46	46
Ranger/volunteer program on train excursion	52	0	2	4	35	60
Videos/films	80	3	8	29	34	28
Visitor Center (overall)	132	0	3	14	34	48

*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 information services and facilities

Question 14c

For only those services and facilities that 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 information 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:

  96% Assistance from park staff
  90% Indoor exhibits
  87% Ranger/volunteer program on train excursion

- Table 25 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% Indoor exhibits
  1% Outdoor exhibits
  1% Museum Shop and Bookstore sales items
  1% Park brochure/map
  1% Videos/films

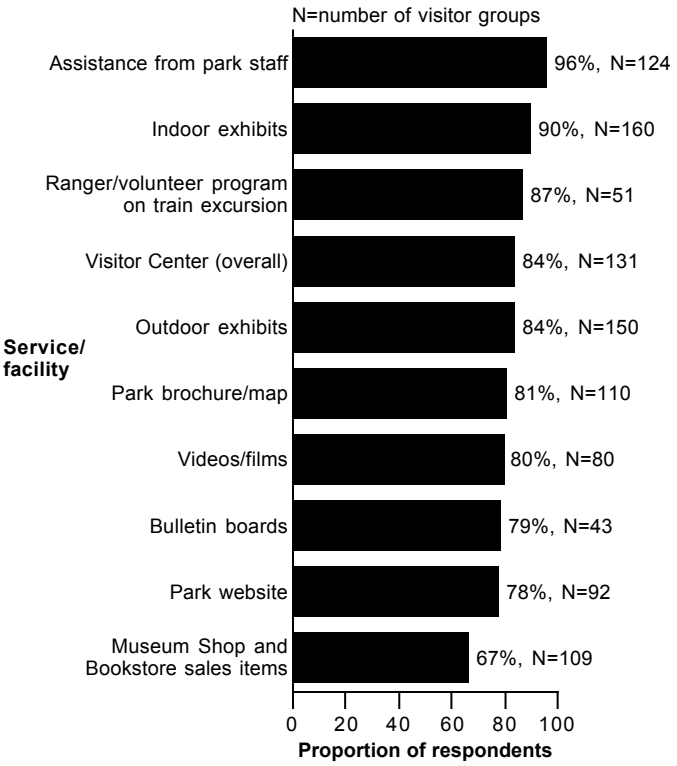

Figure 50. Combined proportions of "very good" and "good" ratings of information services and facilities

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

Table 25. Quality ratings of information services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	N	**Very poor**	**Poor**	**Average**	**Good**	**Very good**
Assistance from park staff	124	1	1	3	27	69
Bulletin boards	43	0	0	21	42	37
Indoor exhibits	160	1	1	9	23	67
Outdoor exhibits	150	1	3	12	21	63
Junior Ranger program – **CAUTION!**	2	0	0	0	50	50
Living history demonstrations – **CAUTION!**	19	5	5	5	32	53
Museum Shop and Bookstore sales items	109	1	5	28	34	33
Park brochure/map	110	1	3	15	35	46
Park website	92	0	4	17	28	50
Ranger/volunteer-led guided walking tours – **CAUTION!**	25	4	4	0	16	76
Ranger/volunteer program on train excursion	51	0	2	12	20	67
Videos/films	80	1	4	15	30	50
Visitor Center (overall)	131	0	2	14	24	60

*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 information services and facilities

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

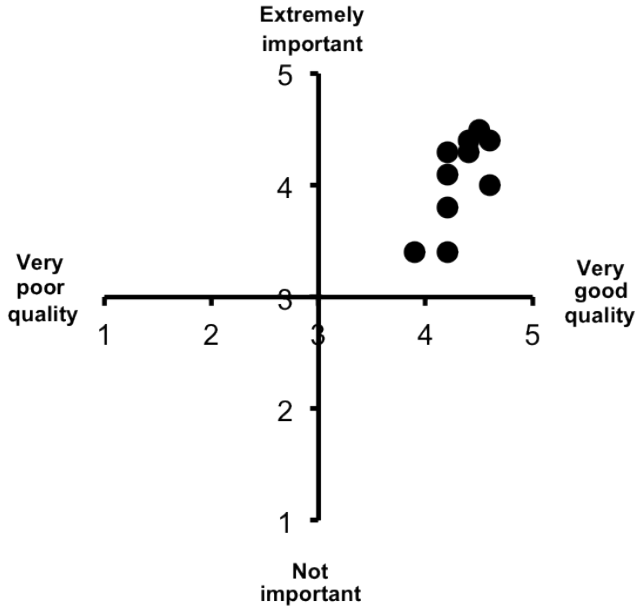

Figure 51. Mean scores of importance and quality ratings of information services and facilities

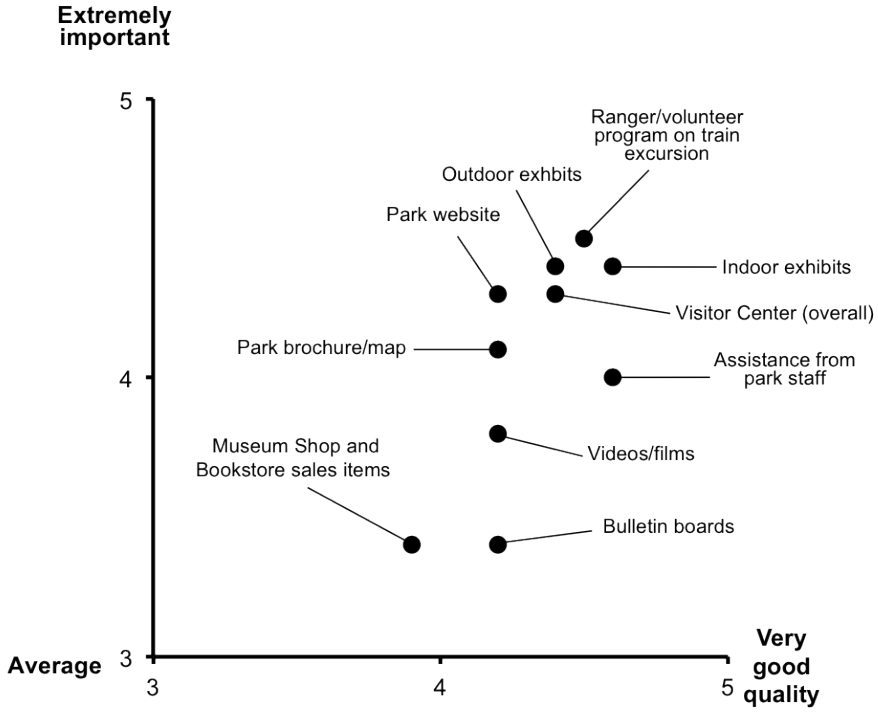

Figure 52. Detail of Figure 51

*total percentages do not equal 100 due to rounding

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

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

Visitor services and facilities used

Question 16a

Please indicate all the visitor services and facilities that your personal group used during this visit to Steamtown NHS.

Results

- As shown in Figure 53, the most common visitor services and facilities used by visitor groups were:

  77% Park History Museum
  71% Park directional signs
  68% Park Technology Museum

- The least used service/facility was:

  4% Picnic areas

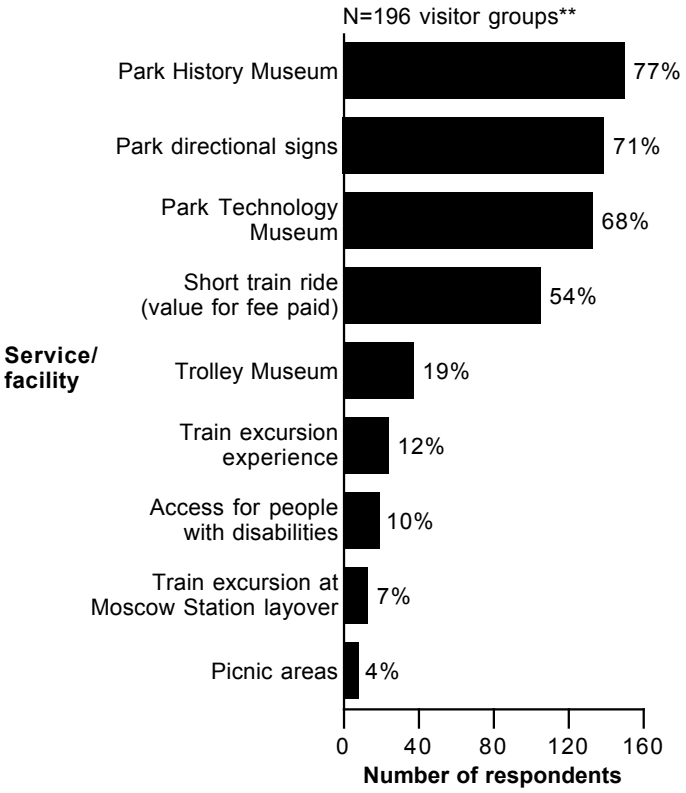

Figure 53. Visitor services and facilities used

*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

For only those services and facilities that 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 54 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:

  90% Park Technology Museum
  87% Park History Museum
  79% Park directional signs

- Table 26 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:

  3% Trolley Museum

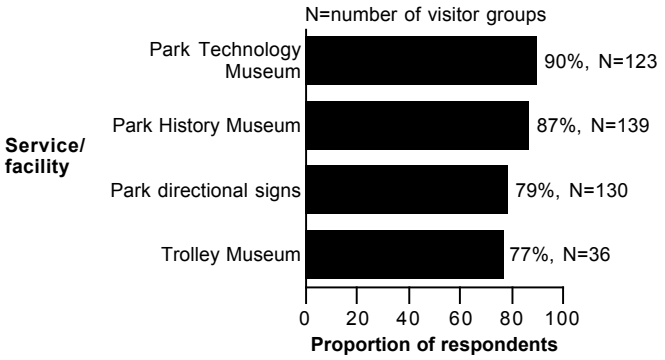

Figure 54. Combined proportions of "extremely important" and "very important" ratings of visitor services and facilities

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

Table 26. Importance ratings of visitor services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	N	**Not at all important**	**Slightly important**	**Moderately important**	**Very important**	**Extremely important**
Access for people with disabilities – **CAUTION!**	18	0	0	6	0	94
Park directional signs	130	1	4	17	35	44
Park History Museum	139	1	1	12	41	46
Park Technology Museum	123	0	2	9	49	41
Trolley Museum	36	3	0	19	33	44
Picnic areas – **CAUTION!**	6	0	0	50	0	50
Train excursion at Moscow Station layover – **CAUTION!**	6	17	0	17	17	50

*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

For only those services and facilities that 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 55 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:

  93% Park Technology Museum
  93% Park History Museum
  84% Trolley Museum

- Table 27 shows the quality ratings of each service and facility.
- The service/facility receiving the highest "very poor" rating that was rated by 30 or more visitor groups was:

  6% Trolley Museum

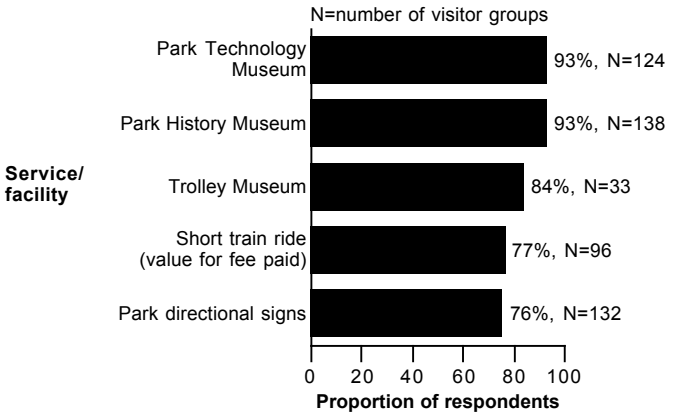

Figure 55. Combined proportions of "very good" and "good" ratings of visitor services and facilities

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

Table 27. Quality ratings of visitor services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	N	**Very poor**	**Poor**	**Average**	**Good**	**Very good**
Access for people with disabilities – **CAUTION!**	19	5	11	5	26	53
Park directional signs	132	4	3	17	36	40
Park History Museum	138	0	1	6	29	64
Park Technology Museum	124	1	0	6	35	58
Trolley Museum	33	6	0	9	42	42
Picnic areas – **CAUTION!**	5	0	0	80	0	20
Short train ride (value for fee paid)	96	2	8	13	26	51
Train excursion experience (value for fee paid) – **CAUTION!**	21	0	5	0	29	67
Train excursion at Moscow Station layover – **CAUTION!**	11	0	0	18	18	64

*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

- Figure 56 and Figure 57 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 in importance and quality.

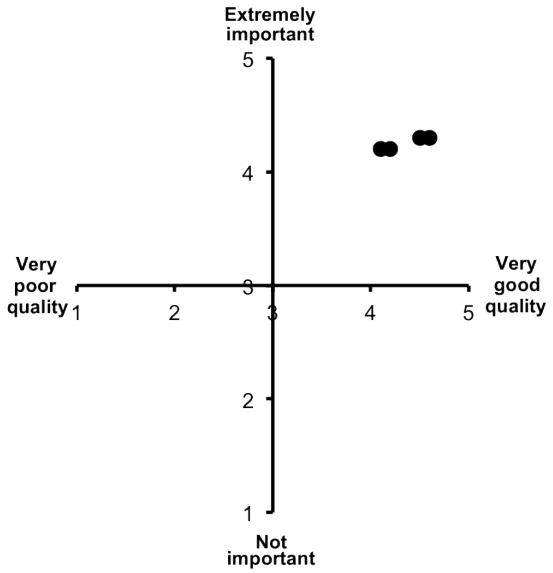

Figure 56. Mean scores of importance and quality ratings of visitor services and facilities

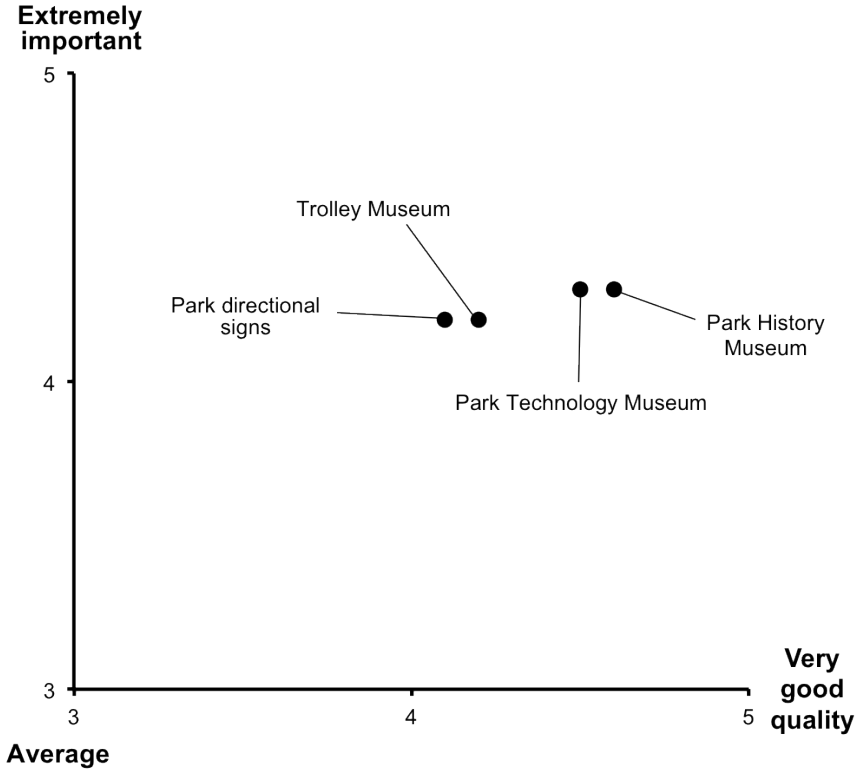

Figure 57. Detail of Figure 56

*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 visitor services/facilities as "very poor" or "poor," please explain why.

Results – Interpret results with **CAUTION!**

- 28 visitor groups listed reasons why they rated visitor services/facilities as "very poor" or "poor" (see Table 28).

Table 28. Reasons why visitor services/facilities were rated "very poor" or "poor" (N=28 comments) – **CAUTION!**

Service/facility	Reason	Number of times mentioned
Short train ride	Ride was too short	6
	Didn't go anywhere	2
	Disappointing - did not see much	1
	Good info, gruff	1
	It was truly pathetic, going back and forth in the yard	1
	No steam	1
	Ranger talked almost constantly	1
	Start/stop/competing train traffic	1
	Was disappointing	1
	Inconvenient schedule	1
Park directional signs	Hard to find parking area/museum	1
	Hard to see	1
	Layout confusing to follow logically and we apparently went backward and didn't get the low/layout. Entrance only on upper floor for some sections confusing.	1
	Needs more	1
	Not enough/unclear leading to park	1
	Parking lot unclear	1
	Tough to find	1
Access for people with disabilities	Need more access areas	1
	Needs improvement	1
Guiding	I was told by guide that he didn't know about trains	1
Trolley Museum	Overpriced	1
	Too much for sales and no ride available	1

*total percentages do not equal 100 due to rounding

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

Importance of protecting park attributes, resources, and experiences

Question 18

It is the National Park Service's responsibility to protect Steamtown NHS's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group?

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

Results

- As shown in Figure 58, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

  96% Repair/maintenance of trains
  96% Preservation of locomotives and trains
  94% Historic sites and buildings

- The resource/attribute receiving the highest "not at all important" rating was:

  2% Clean air (visibility)

- Table 29 shows the importance ratings of park resources and attributes.

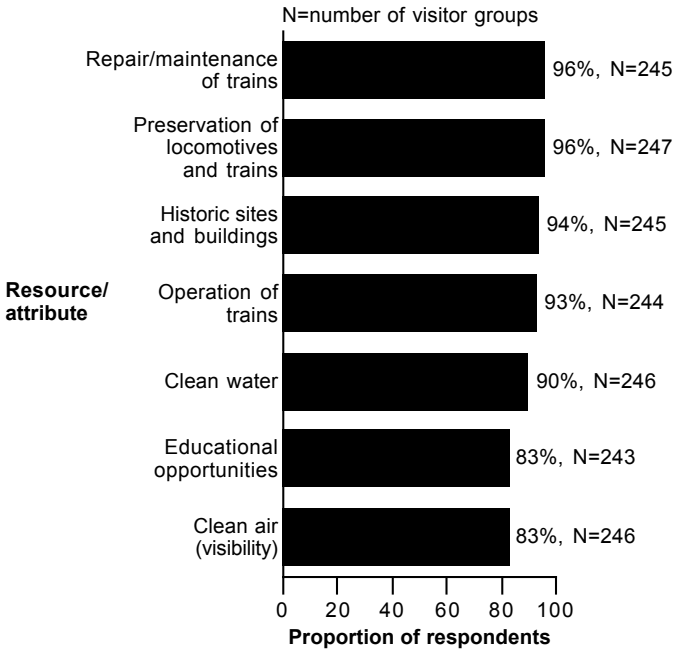

Figure 58. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

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

Table 29. Visitor rating of importance of protecting park resources and attributes (N=number of visitors groups)

		Rating (%)*				
Resource/attribute	N	**Not at all important**	**Slightly important**	**Moderately important**	**Very important**	**Extremely important**
Clean air (visibility)	246	2	4	12	45	38
Clean water	246	1	2	7	36	54
Educational opportunities	243	1	<1	15	41	42
Historic sites and buildings	245	0	1	5	35	59
Operation of trains	244	0	1	6	29	64
Preservation of locomotives and trains	247	0	1	2	23	73
Repair/maintenance of trains	245	0	1	4	27	69

*total percentages do not equal 100 due to rounding

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

Opinions about safety

Question 17a

For the safety issues below, please indicate how safe your personal group felt from crime and accidents during this visit to Steamtown NHS.

Results

- Table 30 shows visitor groups' ratings of how safe they felt during their visit to Steamtown NHS.

Table 30. Opinions about safety
(N=number of visitor groups)

		Rating (%)*				
Safety issue	N	**Very unsafe**	**Unsafe**	**Neither safe nor unsafe**	**Safe**	**Very safe**
Personal safety — from crime	250	1	0	1	22	76
Personal safety — from accidents	250	1	<1	3	29	67
Personal property — from crime	250	1	0	4	24	71

Question 17b

If you marked that you felt "very unsafe" or "unsafe" for any of the above issues, please explain why.

Results – Interpret with **CAUTION!**

- Table 31 shows visitor groups' explanations of "very unsafe" or "unsafe" ratings.

Table 31. Explanations of "very unsafe" or "unsafe" ratings
(N=3 comments) – **CAUTION!**

Safety issue	**Number of times mentioned**
Did not see any police at park	1
In the trains you enter, there were broken wall molding pieces sticking out	1
Not enough guides or web cams needed too	1

*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 20

For your personal group, please estimate expenditures for the items listed below for this visit to Steamtown NHS and the surrounding area (within 60 miles of the park).

Results

- 52% of visitor groups spent $1-$200 (see Figure 59).
- 35% spent $201 or more.
- The average visitor group expenditure was $241.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $97.
- The average total expenditure per person (per capita) was $94.
- As shown in Figure 60, the largest proportions of total expenditures inside and outside the park were:

  32% Lodge, hotel, motel, cabin, B&B, etc.
  22% Restaurants and bars
  14% Admission, recreation, entertainment, and excursion train fees

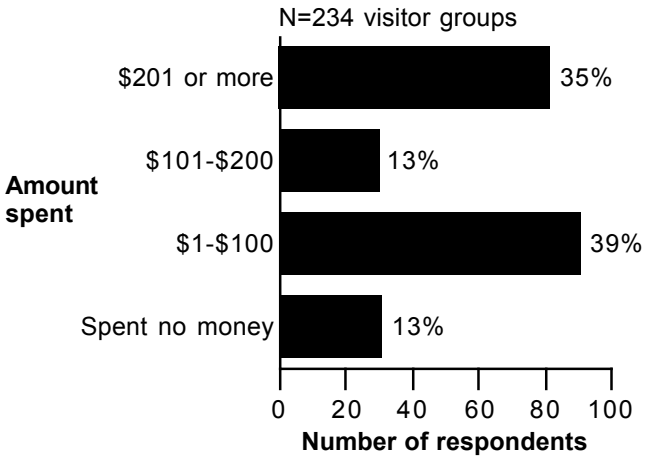

Figure 59. Total expenditures inside and outside the park

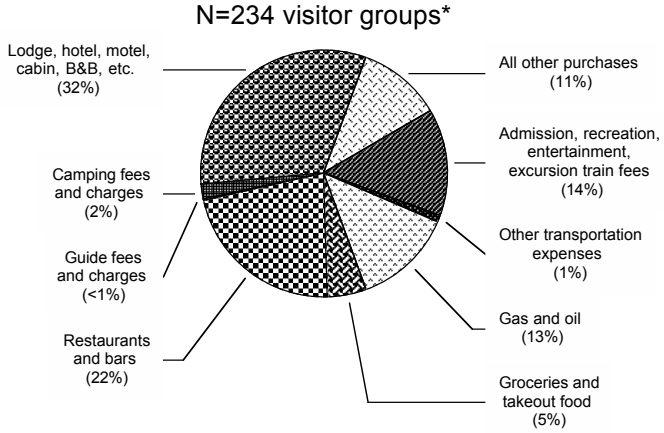

Figure 60. Proportions of total expenditures inside and outside the park

*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 20c

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

Results

- 59% of visitor groups had two adults covered by expenditures (see Figure 61).
- 27% had three or more adults covered by expenditures.

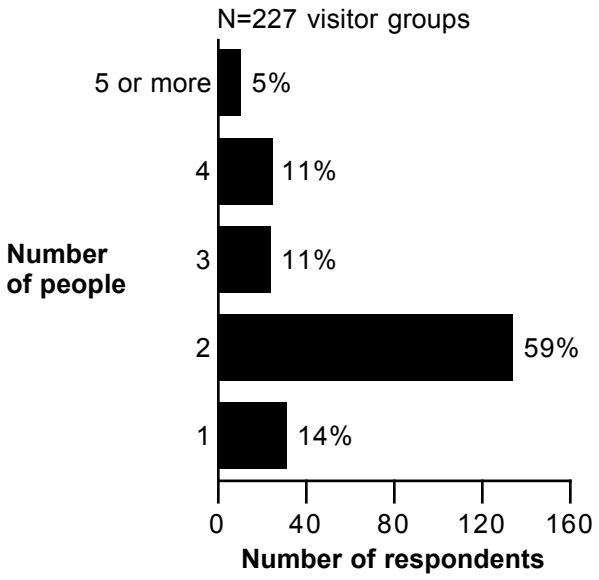

Figure 61. Number of adults covered by expenditures

Number of children covered by expenditures

Question 20c

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

Results

- 44% of visitor groups had no children covered by expenditures (see Figure 62).
- 41% had one or two children covered by expenditures.

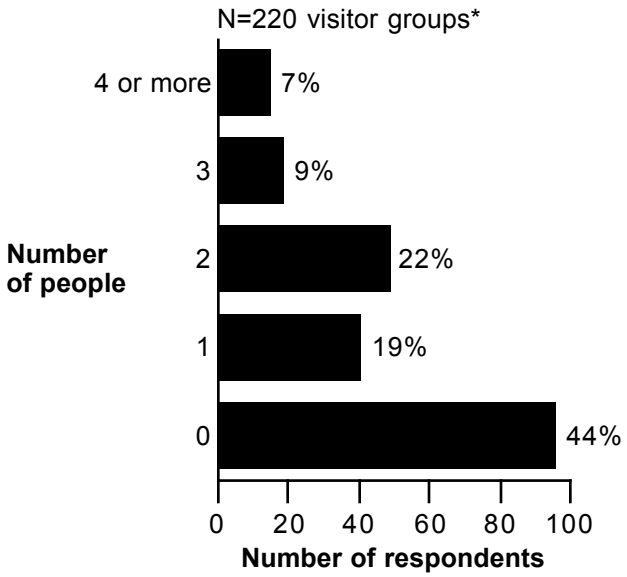

Figure 62. Number of children covered by expenditures

*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 20a

Please list your personal group's total expenditures inside Steamtown NHS.

Results

- 48% of visitor groups spent $1-$50 (see Figure 63).
- 31% spent $51 or more.
- The average visitor group expenditure inside the park was $41.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $28.
- The average total expenditure per person (per capita) was $18.
- As shown in Figure 64, the largest proportions of total expenditures inside the park were:

  56% Admission, recreation, entertainment, and excursion train fees
  44% All other purchases

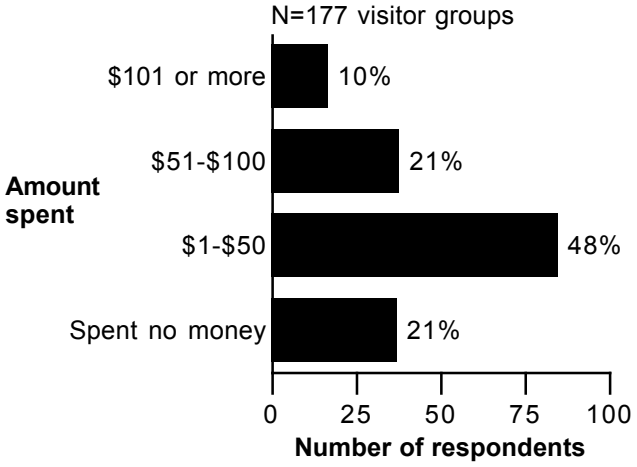

Figure 63. Total expenditures inside the park

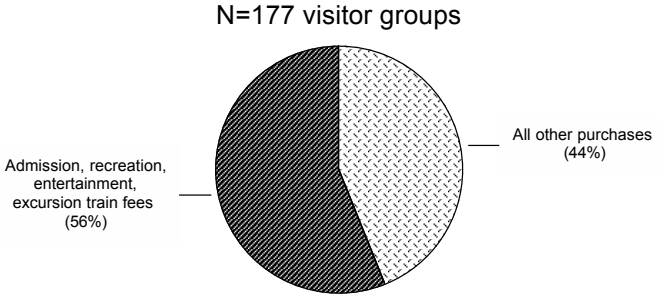

Figure 64. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, entertainment, and excursion train fees

- 56% of visitor groups spent $1-$40 on admission, recreation, and entertainment fees inside the park (see Figure 65).
- 26% spent no money.

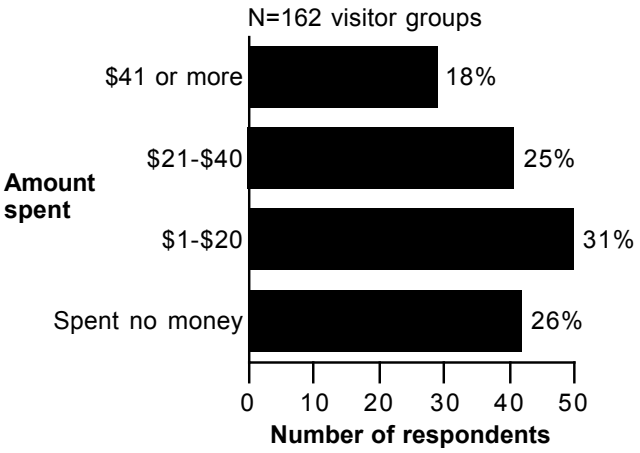

Figure 65. Expenditures for admission, recreation, entertainment, and excursion train fees inside the park

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 43% of visitor groups spent $1-$40 on all other purchases inside the park (see Figure 66).
- 39% spent no money.

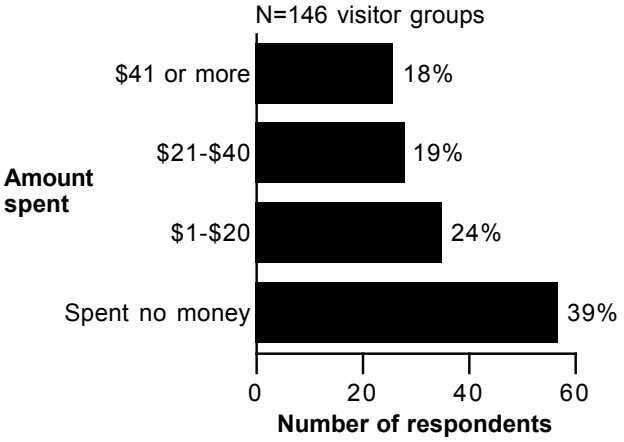

Figure 66. Expenditures for all other purchases inside the park

*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 20b

Please list your personal group's total expenditures in the surrounding area outside the park (within 60 miles of the park).

Results

- 51% of visitor groups spent $101 or more (see Figure 67).
- 28% spent $1-$100.
- The average visitor group expenditure outside the park was $247.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $109.
- The average total expenditure per person (per capita) was $117.
- As shown in Figure 68, the largest proportions of total expenditures outside the park were:

  37% Lodge, hotel, motel, cabin, B&B, etc.
  25% Restaurants and bars
  15% Gas and oil

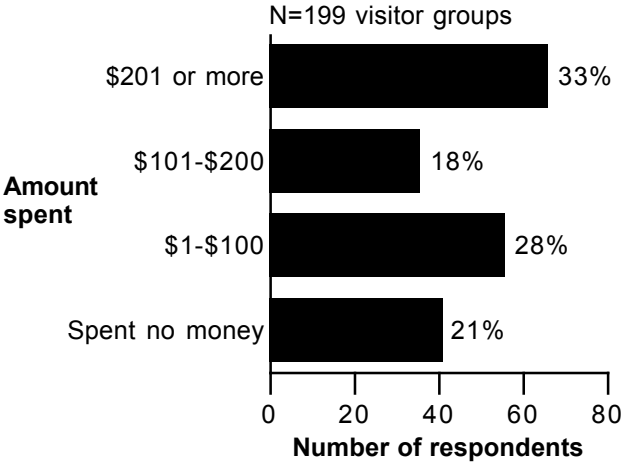

Figure 67. Total expenditures outside the park

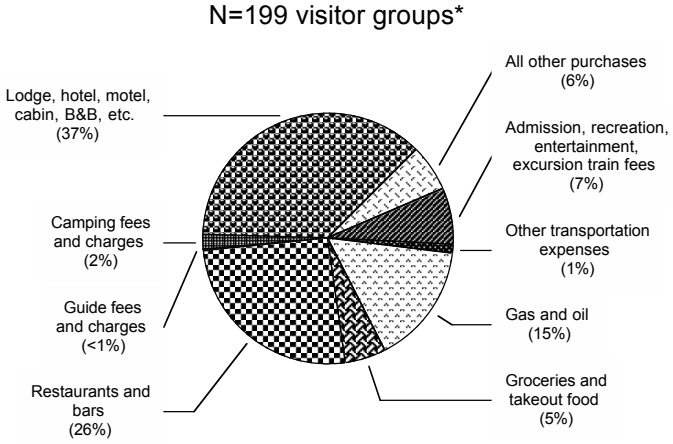

Figure 68. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabin, B&B, etc.

- 54% of visitor groups spent no money on lodging outside the park (see Figure 69).
- 38% spent $101 or more.

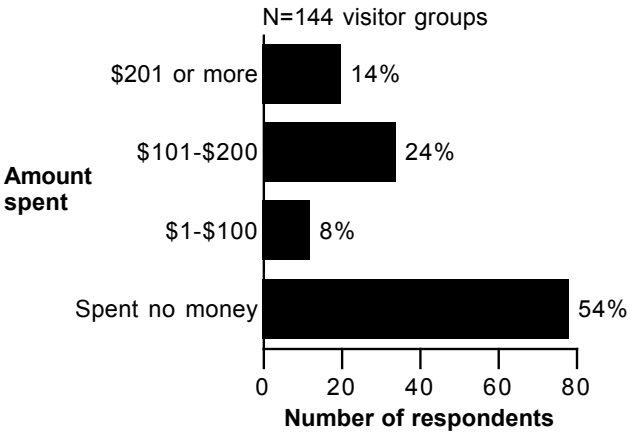

Figure 69. Expenditures for lodging outside the park

Camping fees and charges

- 93% of visitor groups spent no money on camping fees and charges outside the park (see Figure 70).
- 5% spent $51 or more.

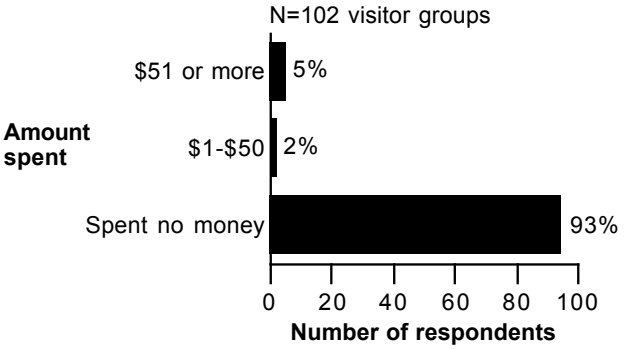

Figure 70. Expenditures for camping fees and charges outside the park

Guide fees and charges

- 98% of visitor groups spent no money on guide fees and charges outside the park (see Figure 71).

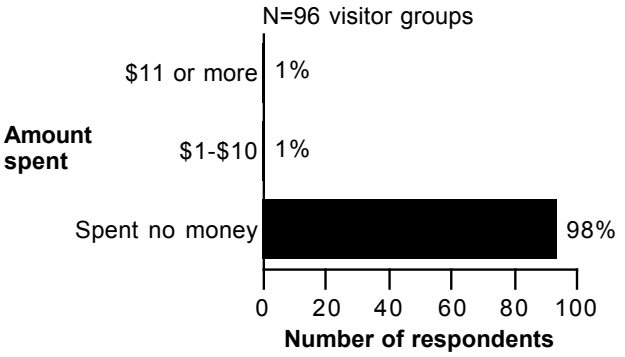

Figure 71. Expenditures for guide fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Restaurants and bars

- 56% of visitor groups spent $21 or more on restaurants and bars outside the park (see Figure 72).
- 34% spent no money.

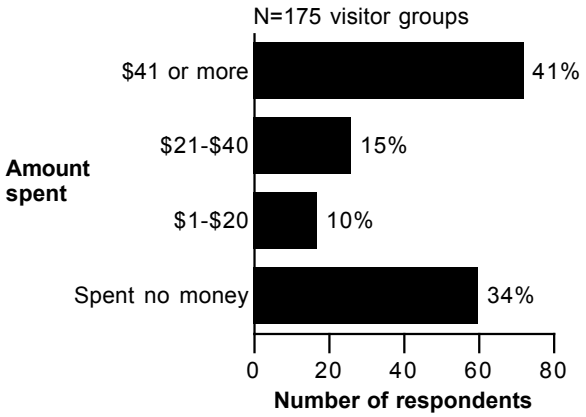

Figure 72. Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 66% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 73).
- 25% spent $21 or more.

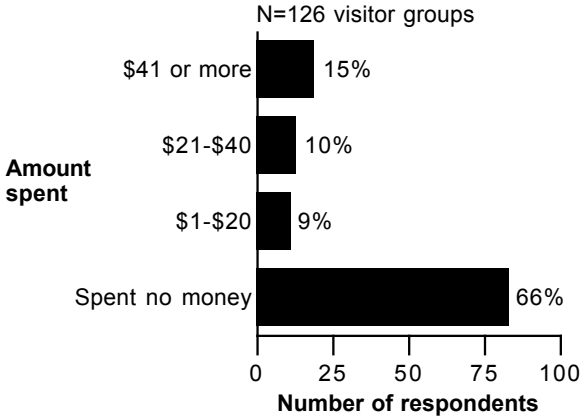

Figure 73. Expenditures for groceries and takeout food outside the park

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

- 60% of visitor groups spent $21 or more on gas and oil outside the park (see Figure 74).
- 32% spent no money.

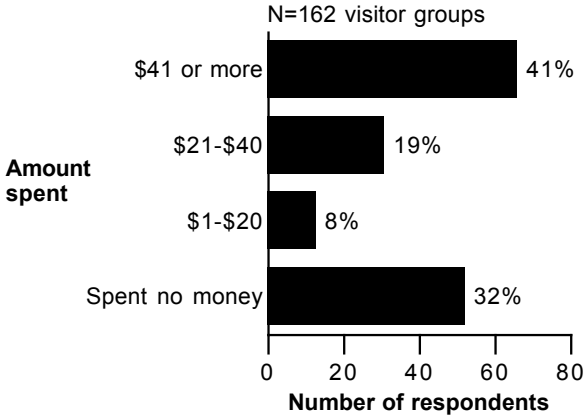

Figure 74. Expenditures for gas and oil outside the park

*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)

- 92% of visitor groups spent no money on other transportation outside the park (see Figure 75).

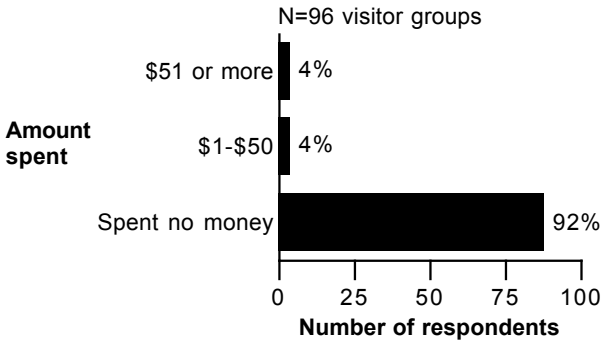

Figure 75. Expenditures for other transportation outside the park

Admission, recreation, entertainment, and excursion train fees

- 56% of visitor groups spent no money on admission, recreation, entertainment, and excursion train fees outside the park (see Figure 76).
- 30% spent $1-$40.

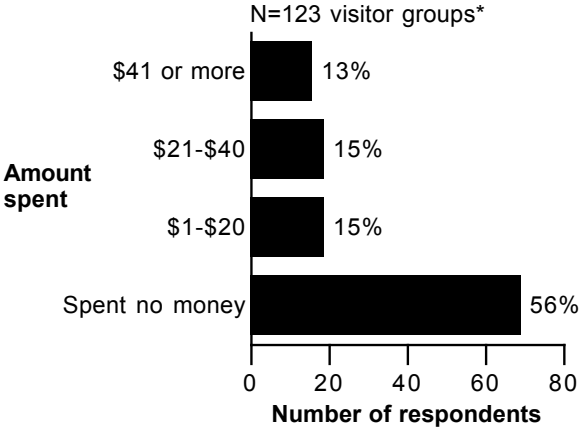

Figure 76. Expenditures for admission, recreation, entertainment, and excursion train fees outside the park

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 62% of visitor groups spent no money on all other purchases outside the park (see Figure 77).
- 25% spent $21 or more.

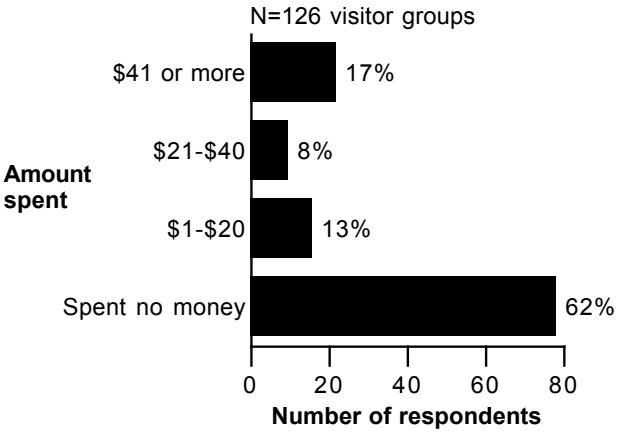

Figure 77. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Income forgone to make this trip

Question 21c

How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

Results

- 7% of respondents had forgone income to make this trip (see Figure 78).
- The amount of income forgone is shown in Figure 79. Interpret results with **CAUTION!**

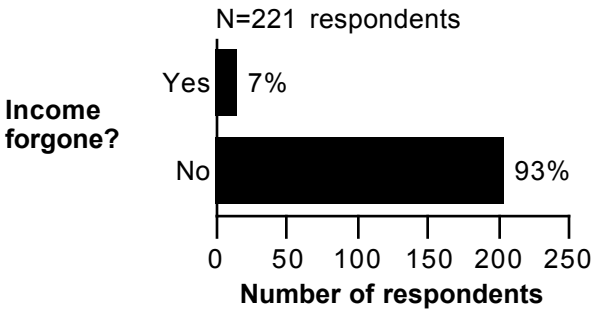

Figure 78. Respondents that had forgone income to make this trip

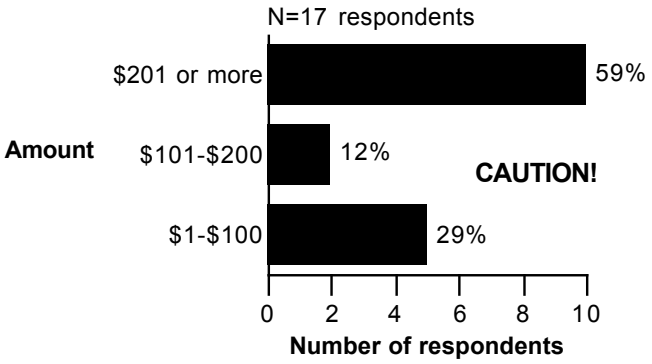

Figure 79. Income forgone to make this trip

*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

Children's programs on future visits

Question 19

If you were to visit Steamtown NHS in the future, would your personal group be likely to participate in a children's program?

Results

- 42% of visitor groups indicated they were likely to participate in a children's program on a future visit (see Figure 80).
- 41% would not be traveling with children.

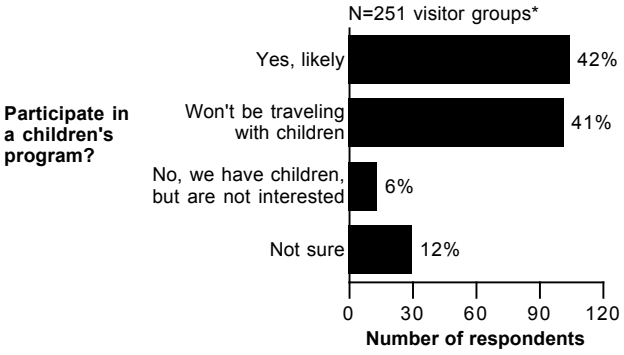

Figure 80. Visitor groups that were interested in participating in a children's program on a future visit

*total percentages do not equal 100 due to rounding

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

Overall Quality

Question 30

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

Results

- 94% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 81).
- 3% of visitor groups rated the quality as “poor.”
- No visitor groups rated the quality as “very poor.”

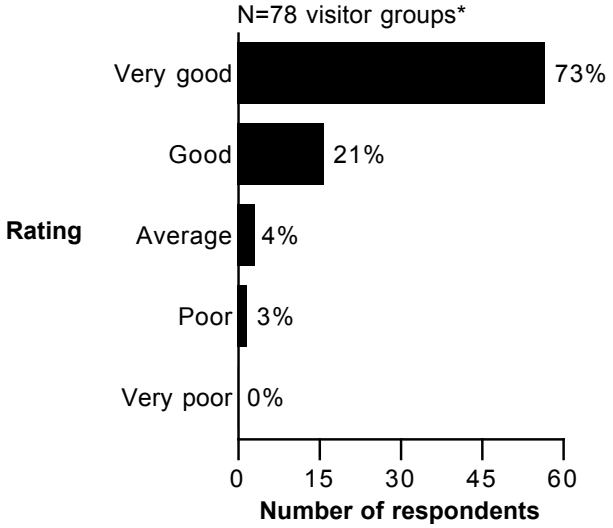

Figure 81. Overall quality rating of facilities, services, and recreational opportunities

*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

Additional comments

Question 29

Is there anything else your personal group would like to tell us about your visit to Steamtown NHS? (Open-ended)

Results

- 25% of visitor groups (N=62) 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. Visitor comments
(N=110 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (4%)	
Comments	4
INTERPRETIVE SERVICES (5%)	
Comments	5
FACILITIES/MAINTENANCE (20%)	
Better signage to park needed	4
Fantastic museum	3
Trains need better upkeep	3
Other comments	12
POLICY/MANAGEMENT (13%)	
Continue preservation of significant history	4
Need more operating steam engines	2
Other comments	8
CONCESSION SERVICES (4%)	
Food/beverages should be available on site	3
Other comment	1
GENERAL (55%)	
Enjoyed visit	15
Need more activities for children	4
Great educational experience	3
Great for kids	3
Would like to return	3
Did not like train ride	2
Did not realize Trolley Museum was part of Steamtown - communicate that better	2
Interesting	2
Will recommend to others	2
Other comments	25

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 29

Is there anything else your personal group would like to tell us about your visit to Steamtown NHS? (Open-ended)

- A fantastic train museum. Great for children. We went there as a waypoint for our family vacation upstate/Niagara Falls.
- Aug 20th, 2012 A few weeks ago, I visited Steamtown with my family and received a visitor study. To be honest, I find these studies to be very limited in the information one can provide and tedious to fill out. I did it quickly, and have these additional comments for you: 1. Everyone knows that clean bathrooms and displays are important. All the waysides and displays were dusty. Why not have an employee walk around the wipe them off every morning? 2. Safety is a huge issue. On one of the trains, there was a flap of plastic sticking out (the baseboard). Things like that are easy to fix. 3. The place is a magnet for kids. Why not make it more fun? Why not issue a conductor's hat or fun historic outfit? Why not have more volunteers or employees out talking to kids? 4. Trains were integral to the establishment of many national parks. Couldn't that information be included? I worked for the National Park Service for about 20 years in a lot of different parks and know the list of excuses, but really, can't we take more pride in what we are doing? Good luck!
- Best educational experience about the age of steam we have seen anywhere. We are retired and visited over a dozen train museums in PA and NJ. This one is the best by far.
- Better lighting – train stations not always dark. Displays need more light. Elevators nightmare to go from one area to another on electric wheelchair. More exhibits for children needed. Better educated train guides. Worst signage in the USA in last 40 years.
- Better signs in downtown Scranton locating Steamtown NHS
- Clear signs to Trolley Ride, better access and signs to bathrooms close to parking area - maybe at ticket office. After traveling a distance a close bathroom is needed. Better signs to parking entrance.
- Did not realize Trolley Museum is part of Steamtown. Did not see it until exiting park. We will visit next time definitely. Watched movie. We all were under impression it would be more documentary/ local history type movie versus story.
- Didn't even know the Trolley Museum was here until it was too late and we were leaving. Partner with each other better. Better signage.
- Enjoyed it!
- Enjoyed the volunteer and guided tour of train yard. Also enjoyed museum and theatre.
- Entrance for pedestrians difficult to find if coming from downtown area.
- Great experience! I have two girls and they loved it.
- Great way to preserve history and amazing educational experience for children and adults. Excellent work by staff and volunteers.
- I consider Steamtown to illustrate and preserve very significant history of the United States. Steamtown should continue to be funded by the US government and continue its activities.
- I did not receive a map of the facility. I was told to go to my train ride immediately going in so I am not sure what areas I looked at after the ride.
- I enjoyed it very much, as usual
- I feel you are doing a good job— you need more track miles. Would like to see work in progress (on engines). My grandfather was a conductor on the Lackawanna.
- I had a relative visiting from Japan and was interested in all parts of the park. I would say he was impressed as railroading is a little different over there. I myself have been there many times.

- I have to admit how embarrassed as a resident of the area by this trip to the park. I was truly disappointed on the ride back and forth over the yard. I was also disappointed in the upkeep of the train itself. There was toilet paper rolls and paper towels stashed but visible in the car and it just looked messy and unkempt.
- I want to see a steam engine running daily in the summer time I don't want to see a diesel train running in the summer. That's why it's called STEAMTOWN. I can go to Strasburg, PA and see steam engines running all day long.
- I was amazed at litter along interstate in Scranton and the fact the sign was obscured by vegetation. The people working there (the park) should get on the state. Their jobs are at stake.
- Information for a first time visitor was poor - little to give an overall orientation to Steamtown, so we could determine what would be of interest to different people. Staff did not seem interested in helping to orient visitors. It was not a memorable experience for kids in our group.
- Inside the museum, some areas/rooms were empty. The layout led to me going backwards through the history timeline.
- Interesting look into the past. Did not have enough time to take long ride due to family reunion, short ride was overpriced.
- It was raining the last afternoon of our camping trip so we went to Scranton looking for something to do. When we saw for a national park site, we immediately chose to go because we always love such sites. We had an educational and fun afternoon and have recommended it to others, especially those who love history and trains.
- It would be nice if the park would be open later, maybe on weekends in the summer months
- It's a fascinating place. I will likely visit again.
- Kids enjoyed, we had a great time. Could sell more food - make more money.
- Locomotive engineer training, locomotive engine repair
- Loved going caboose box car Pullman car
- Loved it keep up the good work.
- Make the bag box more accessible
- Museum was disappointing but ride was awesome
- Need more operating steam. It is currently diesel town.
- Not enough for a young child to see and do
- Only issue, no family/baby changing facilities. We loved it otherwise!
- Picnicking - no place to eat inside out of rain
- Please - preserve the railroad items and exhibits (locomotive and cars) They are a national treasure and are irreplaceable.
- Provide information on volunteering for the museum
- Railroading and model railroading are both hobbies of mine, and I'm extremely active in several historical groups in the tri-state (NY, NJ, PA) area. I am also in a unique situation, living in the NYC metro area, and having family in the Scranton area. I visit Scranton approximately 6 times a year, and always include a trip to Steamtown as part of my schedule. I have been a supporter from its inception... when the equipment was kept outside the Lackawanna station area, to the present permanent area. What is very distressing to me and fellow rail fans is the lack of preservation/repairs going on regarding the classic and historical pieces of equipment in the yard. With every visit, I can see the continued deterioration taking place. I know, the answer lies in finance and funds... so I will not address that issue here. Simply put, the majority of serious rail historians I know are just giving up on Steamtown. I hear statements like: "There's nothing new there, nobody seems to care"— this is not what they should be doing (and various other colorful comments). Then the issue of why there are only the two Canadian main line steamers as the only working locomotives. We strongly urge the Steamtown foundation to finish with haste, the Boston and Maine Pacific type and put it on the road. I can almost guarantee you a huge response if this is done. In the meantime, having the various pairs of vintage diesels helps

considerably. If I lived in the Scranton area, I'd be a volunteer for sure. But at present, this will not be the case. Please feel free to contact me for comments on my comments.

- Ranger Bill did an outstanding job for the behind the scene tour in the locomotive shop. This is a great place. It is an all day trip. There NEEDS to be some type of lunch available on site. Maybe a volunteer group could provide and earn funds.
- Restore more steam engines to working condition, that's the main reason we went
- Some of the engines in the Roundhouse didn't have info signs. I would like as much info as possible about each ones history, manufacturer, last year operational, etc.
- The only thing I would like to see is beverage and food for sale on site. Other than that it was awesome! Really enjoyed long team train excursion!
- The operation of trains, preservation of locomotives and trains and repair/maintenance is VERY important
- The park is awesome, brought back a feeling from when I was a kid about trains. Glad I was able to share with my son.
- The scheduling of the longer train ride is horrible. In four visits I've never been able to ride.
- Very enjoyable!
- Very impressed with facility and good condition of older rolling stock and locomotives
- Very interesting
- Visit cut short due to house emergency
- We enjoyed it very much and will be recommending it to our family and friends.
- We enjoyed the children's discovery section and seeing the trains. Would have been reassuring to see signs about safety of digging in the coal.
- We had a fantastic visit! Thank you so much!
- We had limited time to visit. Next time we will see more of site.
- We plan to return when we have more time. We also want to visit the Trolley Museum.
- We thoroughly enjoyed it
- We were a little disappointed in the short train ride. It was much too short!
- Worst train ride ever!
- Would like to see more activities for kids (hands on). Miniature railway? Playground? Picnic area (shade)?
- You need to stock snacks without nuts/peanuts for kids with allergies. (The rest of our group liked what you had).

Appendix 1: The Questionnaire

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

Visitor Services Project

Steamtown National Historic Site

Visitor Study

OMB Approval 1024-0224
Expiration date: 2012

United States Department of the Interior

NATIONAL PARK SERVICE
Steamtown National Historic Site
150 South Washington Ave.
Scranton, PA 18503

IN REPLY REFER TO:

Summer 2012

Dear Visitor:

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

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, NPS Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.

Sincerely,

Harold “Kip” Hagen
Superintendent

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with ***black or blue ink***. Please do not use pencil.

   Like this: ● Not like this: ✔ ✘ ⊘ ⊙

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Steamtown National Historic Site. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Visitor Services Project, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, ID, 83844-1139; email: lenale@uidaho.edu

Your Visit To Steamtown National Historic Site

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Steamtown National Historic Site (NHS)? Please mark (●) **all** that apply in column (a).

   O Did not obtain information prior to visit ➔ **Go to part (b) of this question**

   b) If you were to visit Steamtown NHS in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) **This visit**	b) **Future visit**	**Source of information**
O	O	Friends/relatives/word of mouth
O	O	Inquiry to park via phone, mail, or email
O	O	Steamtown NHS website: www.nps.gov/stea
O	n/a	Other websites (Specify) _____
n/a	O	Other websites (Specify) _____
O	O	Local businesses (hotels/motels, restaurants, etc.)
O	O	Maps/brochures
O	O	Newspaper/magazine articles
O	O	Other units of the National Park System (NPS)
O	O	Other tourist sites (non-NPS)
O	O	School class/program
O	O	Social media (Facebook, Twitter, etc.)
O	O	State welcome center/visitors bureau/chamber of commerce
O	O	Television/radio programs/DVDs
O	O	Travel guides/tour books (AAA, etc.)
O	n/a	Other, this visit (Specify) _____
n/a	O	Other, future visit (Specify) _____

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

O No O Yes ➔ **Go to Question 2**

d) If NO, what type of park information did your personal group need that was not available? Please be specific.

_____

2. Prior to this visit, was anyone in your personal group aware that Steamtown NHS is a unit of the National Park System?

O Yes O No

3. a) On this trip, did your personal group stay overnight away from home in the Steamtown NHS area (within 60 miles of the park)?

O Yes O No ➔ **Go to Question 4**

b) Please list the number of nights your personal group spent in each of the following types of accommodations in the area within 60 miles of the park.

Accommodation	b) **Number of nights spent outside park (within 60 miles)**
Lodge, motel, hotel, rented condo/home, cabin, B&B	_____
Residence of friends or relatives	_____
RV/trailer camping	_____
Tent camping in a developed campground	_____
Personal seasonal residence	_____
Other (Please specify) _____	_____

4. On this trip, where did your personal group stay on the **night before** and the **night after** visiting Steamtown NHS? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit: Town/city _____ State _____

b) AFTER visit: Town/city _____ State _____

5. a) Was every member in your personal group a resident of the Steamtown NHS **area** (within 60 miles of the park)?

O No O Yes ➔ **Go to Question 6**

b) For the nonresident members of the area (within 60 miles of the park), was visiting Steamtown NHS the primary reason your personal group came to the Steamtown NHS **area** on this trip?

O No O Yes

c) For the nonresident members of the area (within 60 miles of the park), what was the method of transportation that your personal group used to travel most of the distance from their home to the Steamtown NHS **area**? Please mark (●) only **one**.

O Car O Motorcycle O SUV/truck/van

O Motorhome O Airplane

O Other (Please specify) _____

6. For you only, if you had not chosen to visit Steamtown NHS on this trip, what other cultural/recreation site would you have visited instead? Please specify below or mark (●) "None."

(Specify) _____ O None

7. a) For you only, if you had been unable to visit Steamtown NHS on this trip, would you have visited another time?

O No, unlikely O Yes, likely ➔ **Go to Question 8**

b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

O Gone somewhere else ➔ Distance from home _____

- **OR** -

Location _____
(Place, city, & state)

O Vacationed at home

O Gone to work at my regular job

O Not sure/none of these

8. On this visit, were the signs directing your personal group to and around Steamtown NHS adequate? Please mark (●) **one** answer for each of the following.

a) Interstate signs	O Yes	O No	O Did not use
b) State highway signs	O Yes	O No	O Did not use
c) Signs in Scranton	O Yes	O No	O Did not use
d) Signs in the park	O Yes	O No	O Did not use

e) If you answered NO for any of the above, please explain.

Interstate _____

State highway _____

In Scranton _____

In park _____

9. On this visit to Steamtown NHS, please mark (●) all the sites within the park that your personal group visited.

O History Museum O Rail Yard O Technology Museum

O Locomotive Shop O Roundhouse O Trolley Museum

O Mainline Excursion O Short train ride O Visitor Center

O Park Library O Museum Shop and Bookstore

10. a) On this trip, how many times did your personal group enter the park?

_____ Number of times entered

b) On this visit, how many vehicles did your personal group use to arrive at the park? If you did not arrive by vehicle please write "0."

_____ Number of vehicles

11. On this visit to Steamtown NHS, what other attractions in the local **area** did your personal group visit? Please mark (●) **all** that apply

O Lackawanna Coal Mine Tour O Everhart Museum

O Lackawanna County Historical Society O Mall at Steamtown

O Lackawanna County Visitor Center – I-81 O PA Iron Furnaces

O PA Anthracite Heritage Museum O Scranton Cultural Center

O Other (Please specify) _____

12. a) On this visit, how much time **in total** did your personal group spend visiting Steamtown NHS? Please list partial hours as ¼, ½, ¾.

_____ **Total** number of hours

b) On this visit, did your personal group visit Steamtown NHS on more than one day?

O Yes O No ➔ **Go to Question 13**

c) If YES, on how many days did you visit the park? _____ Number of days

13. a) On this visit, in which activities did your personal group participate within Steamtown NHS? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) **This visit**	b) **Future visit**	**Activity**
O	O	Creative arts (photography/drawing/painting/writing)
O	O	Living history programs
O	O	Locomotive Shop – Roundhouse Tour
O	O	Participate in Junior Ranger program
O	O	Picnicking
O	O	Ranger/volunteer-led guided walking tours
O	O	Shopping in Museum Shop and Bookstore
O	O	Train ride (long excursion – Moscow – Tobyhanna – Delaware Water Gap)
O	O	Train ride (short excursion – Scranton Limited Train Ride)
O	O	Trolley Museum
O	O	Viewing indoor exhibits
O	O	Viewing outdoor exhibits
O	O	Visiting Children's Discovery Center
O	O	Other (Please specify) _____

c) Which **one** of the above activities was the primary reason your personal group visited Steamtown NHS on this visit?

_____

14. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Steamtown NHS during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) **Information services/facilities used**	b) **If used, how important?** 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) **If used, what quality?** 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
O Assistance from park staff	_____	_____
O Bulletin boards	_____	_____
O Indoor exhibits	_____	_____
O Outdoor exhibits	_____	_____
O Junior Ranger program	_____	_____
O Living history demonstrations	_____	_____
O Museum Shop and Bookstore sales items (selection, price, etc.)	_____	_____
O Park brochure/map	_____	_____
O Park website: www.nps.gov/stea used before or during visit	_____	_____
O Ranger/volunteer-led guided walking tours	_____	_____
O Ranger/volunteer program on train excursion	_____	_____
O Videos/films	_____	_____
O Visitor Center (overall)	_____	_____

15. a) Did your personal group use the park website (http://www.nps.gov/stea) to obtain information to plan this trip to Steamtown NHS?

O Yes O No ➔ **Go to Question 16**

b) Overall, how would your personal group rate the quality of information provided on the park website? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
O	O	O	O	O

c) Did you find the information that your personal group needed on the park website?

O No O Yes ➔ **Go to Question 16**

d) If NO, what type of information did your personal group need that was not available on the park website? Please be specific.

_____

16. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Steamtown NHS during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) **Visitor services/facilities used**	b) **If used, how important?** 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) **If used, what quality?** 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
O Access for people with disabilities	_____	_____
O Park directional signs	_____	_____
O Park History Museum	_____	_____
O Park Technology Museum	_____	_____
O Trolley Museum	_____	_____
O Picnic areas	_____	_____
O Short train ride (value for fee paid)	n/a	_____
O Train excursion experience (value for fee paid)	n/a	_____
O Train excursion at Moscow Station layover	_____	_____

d) If you rated any of the above services/facilities as "very poor" or "poor," please explain why.

Service _____ Reason _____

Service _____ Reason _____

17. a) For the safety issues below, please indicate how safe your personal group felt from crime and accidents during this visit to Steamtown NHS. Please mark (●) **one** answer for each issue.

How safe did you feel in the park?

Safety issue	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Personal safety—from crime	O	O	O	O	O
Personal safety—from accidents	O	O	O	O	O
Personal property—from crime	O	O	O	O	O

b) If you marked that you felt "very unsafe" or "unsafe" for any of the above issues, please explain why.

_____

_____

18. It is the National Park Service's responsibility to protect Steamtown NHS's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group? Please mark (●) **one** answer for each resource/ attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	O	O	O	O	O
Clean water	O	O	O	O	O
Educational opportunities	O	O	O	O	O
Historic sites and buildings	O	O	O	O	O
Operation of trains	O	O	O	O	O
Preservation of locomotives & trains	O	O	O	O	O
Repair/maintenance of trains	O	O	O	O	O

19. If you were to visit Steamtown NHS in the future, would your personal group be likely to participate in a children's program? Please mark (●) **one**.

O Yes, likely

O No, not likely, we don't have/won't be traveling with children

O No, we have children, but are not interested

O Not sure

20. For your personal group, please estimate expenditures for the items listed below for this visit to Steamtown NHS and the surrounding **area** (within 60 miles of the park). **Please write "0" if no money was spent in a particular category**.

a) Please list your personal group's total expenditures inside Steamtown NHS.

b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 60 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Steamtown NHS.

	EXPENDITURES	
	a) Inside park	**b) Outside park**
Spent no money (●)	O ➔ **Go to (b)**	O ➔ **Go to (c)**
Lodge, hotel, motel, cabin, B&B, etc.	n/a	$_____
Camping fees and charges	n/a	$_____
Guide fees and charges	n/a	$_____
Restaurants and bars	n/a	$_____
Groceries and takeout food	n/a	$_____
Gas and oil (auto, RV, boat, etc.)	n/a	$_____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	$_____
Admission, recreation, entertainment, excursion train fees	$_____	$_____
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	$_____	$_____

c) How many people do the above expenditures cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over) _____ Children (under 18 years)

21. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

O Less than $24,999 O $50,000-$74,999 O $150,000-$199,999

O $25,000-$34,999 O $75,000-$99,999 O $200,000 or more

O $35,000-$49,999 O $100,000-$149,999 O Do not wish to answer

b) How many people are in your household? _____ Number of people

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

O None - **OR** - Amount forgone $ _____

22. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

a) Commercial guided tour group O Yes O No

b) School/educational group O Yes O No

c) Other (scouts, work, church, etc.) O Yes O No

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

_____ Number of people in organized group

23. a) On this visit, what type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only **one**.

O Alone O Friends

O Family O Family and friends

O Other (Please specify)_____

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

_____ Number of people in personal group

24. For you only, what is your gender?

O Male O Female

25. For your personal group on this visit, please provide the following. (If you do not know the answer, please leave it blank.)

	a) **Current age**	b) **U.S. ZIP code or name of country other than U.S.**	**Number of visits to Steamtown NHS** (including this visit) c) **Past 12 months**	d) **Lifetime**
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

26. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	O	O	O	O	O	O	O
No, not Hispanic or Latino	O	O	O	O	O	O	O

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	O	O	O	O	O	O	O
Asian	O	O	O	O	O	O	O
Black or African American	O	O	O	O	O	O	O
Native Hawaiian or other Pacific Islander	O	O	O	O	O	O	O
White	O	O	O	O	O	O	O

27. When visiting an area such as Steamtown NHS, what language(s) do most members of your personal group prefer to use for speaking and reading?

a) Speaking O English O Other (Specify) _____

b) Reading O English O Other (Specify) _____

c) In your opinion, what **services** in the park need to be provided in languages other than English? Please specify a service(s) or mark (●) "None."

O None Service (Specify) _____

_____

28. For you only, what is the highest level of education you have completed? Please mark (●) **one.**

O Some high school
O High school diploma/GED
O Some college
O Bachelor's degree
O Graduate degree

29. Is there anything else your personal group would like to tell us about your visit to Steamtown NHS?

_____

_____

_____

_____

_____

30. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Steamtown NHS during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
O	O	O	O	O

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

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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 attend 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:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: http://www.psu.uidaho.edu

Appendix 3: Decision Rules for Checking Non-response Bias

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

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents' and non-respondents' average age and group size. 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.

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

1. Respondents from different group types are equally represented

2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park

3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park

4. Average age of respondents – average age of non-respondents = 0

5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for average age and whether the park was the primary reason to travel to the area were less than 0.05, indicating significant differences. P-values were larger than 0.05 in other variables, indicating insignificant differences between respondents and non-respondents. Respondents at a younger age range (45 years old or less) and visitors who came to the park as an unplanned visit appear to be less responsive to the survey. Results presented in this report only reflect simple frequency of visitor responses. Further analyses needed to be weighted to account for the potential effects of non-response bias.

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