



San Francisco Maritime National Historical Park

Visitor Use Study

Summer, 2017



ON THE COVER

Photograph of Balclutha at Hyde Street Pier
Photograph courtesy of National Park Service

San Francisco Maritime National Historical Park

Visitor Use Study

Summer, 2017

RSG
55 Railroad Row
White River Junction, VT 05001

March 31, 2018

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Executive Summary

- This report describes the results of a visitor use study at San Francisco Maritime National Historical Park (NHP) conducted from July 13 through July 23, 2017. During the sampling period, 1,060 visitor groups were contacted to participate in the survey. Of those groups, 812 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 392 visitor groups, resulting in a completion rate of 48% among those visitor groups that agreed to participate in the study and an overall response rate of 37% for the study.
- This report profiles a systematic random sample of San Francisco Maritime NHP visitors. Most of the results are presented in graphs and frequency tables. Summaries of visitor comments are included in the body of the report. Verbatim comments are included in the Visitor Comment Appendix (bound separately).
- Forty percent of visitor groups were groups of two, and 30% of visitor groups were groups of four or more members. A majority of visitor groups (65%) identified as groups of family.
- Eleven percent of visitor were 65 years old or older, 18% of visitors were 55 to 64 years old, 32% of visitors were 35 to 54 years old, 17% of visitors were 18 to 34 years old, and 21% of visitors were under 18 years old.
- Hispanic or Latino visitors comprised 9% of visitation during the survey period. Most visitors (88%) were white. Fewer visitors were Asian (10%), Black or African American (2%), American Indian or Alaska Native (2%), or Native Hawaiian or other Pacific Islander (<1%).
- Nearly all visitor groups preferred to speak (98%) and read (97%) English when visiting an area such as San Francisco Maritime NHP.
- Individuals from the United States comprised 77% of total visitation during the survey period. At the state level, 33% of visitors were from California, 5% of visitors were from Washington, and smaller proportions of visitors were from other states. Nine percent of respondents were a local resident of San Francisco. International visitors comprised 23% of total visitation with 15% of international visitors from Germany, 14% from Canada, 10% from the United Kingdom, and smaller proportions of visitors from other countries.
- Seventy-eight percent of respondents indicated having visited the park only once during the last 12 months. Fifty-four percent of respondents indicated that they had visited only once during their lifetime.
- Eighty-two percent of visitor groups obtained information about their visit to San Francisco Maritime NHP. The most commonly reported information sources used were maps/brochures (45%), previous visits (42%), and friends/relatives/word of mouth (31%).

- Eighty-four percent of visitor groups went to Hyde Street Pier, 60% of visitor groups went to the Visitor Center, 60% of visitor groups went to the Aquatic Park and beach, and 53% of visitor groups went to the Maritime Museum.
- The majority (91%) of visitor groups viewed exhibits, 61% talked informally with a ranger, and 60% read orientation/wayfinding signs. Visitor groups indicated it was extremely important or very important to learn about San Francisco history (71%), sailing and steam ships (54%), life at sea (50%), and adventure at sea (48%) during their visit to the park.
- Sixty-eight percent of visitor groups were interested in climate change/sea level rise as a current issue the park may present using historical information. Sixty percent of visitor groups were interested in effects of changing technology, 59% were interested in immigration, and 58% were interested in trade/globalization.
- Visitor groups indicated it was extremely important or very important for the Maritime Museum and Visitor Center to include elements with the ability to make them think (71%), untold stories (67%), things to watch (64%), unexpected information (62%), and things to read (62%). Visitor groups were extremely interested or very interested in learning through 15-minute ranger programs (59%), a behind the scenes tour (52%), and 20 to 30-minute ranger programs (47%).
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in San Francisco Maritime NHP highly.
- Sixty-five percent of visitor groups either strongly supported or supported keeping Hyde Street Pier open until 7:00 PM. Fifty-seven percent of visitor groups either strongly supported or supported requiring bikes to be walked on the Promenade.
- Sixty-nine percent of visitor groups reported that litter was not a problem during their visit. Fifty-four percent of visitor groups reported that crowds were not a problem and 37% reported that they were a small problem. Noise was not a problem for 72% of visitor groups. For 51% of visitor groups, homeless community members were not a problem and 33% reported they were a small problem. Sixty-seven percent of visitor groups reported that too few educational programs being offered was not a problem, and 77% of visitor groups reported that too few staff available was also not a problem. Too much bicycle traffic was not a problem for 62% of visitor groups. For 74% of visitor groups, availability of public transportation was not a problem. Forty-one percent of visitor groups reported that availability of parking was not a problem and 36% reported that it was a big problem.

Acknowledgments

We thank the staff of San Francisco Maritime National Historical Park and the National Park Service’s Social Science Program for their assistance and support with this visitor use study. Additionally, we thank Corey, Canapary, & Galanis Research for their contributions to onsite distribution of surveys.

List of Terms

VUS	Visitor Use Study
NHP	National Historical Park
NPS	National Park Service
RSG	Resource Systems Group, Inc.
SSP	Social Science Program
OMB	Office of Management and Budget

Introduction

This report describes the results of a visitor use study (VUS) conducted at San Francisco Maritime National Historical Park (NHP) from July 13 through July 23, 2017. The study was conducted by RSG on behalf of San Francisco Maritime NHP and the National Park Service (NPS) Social Science Program (SSP).

Organization of Report

This report is organized into three sections.

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

Section 2: **Results** This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The results are organized by topic areas, starting with visitor and visitor group characteristics, followed by results of questions related to pre-arrival, the visitor experience, and park management.

Section 3: **Appendices**

Appendix 1. *The Questionnaire – English and Spanish*. A copy of the questionnaire distributed to visitor groups, in English and Spanish.

Appendix 2. *The Thank You/Reminder Postcard – English and Spanish*. A copy of the thank you/reminder postcard mailed to visitor groups, in English and Spanish.

Appendix 3. *The Replacement Mailing Cover Letter – English and Spanish*. A copy of the replacement mailing cover letter mailed to visitor groups, in English and Spanish.

Appendix 4. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Appendix 5. *Non-response Bias Analysis - Effects on Survey Responses due to State or Country of Residence*. Results of statistical tests of number of state or country of residence effects on key questions in the VUS survey instrument.

Appendix 6. *Results – Maritime Museum Visitor Sub-Sample*. This appendix provides summary information for select questions in the VUS survey instrument for visitor groups who went to the Maritime Museum.

Visitor Comments Appendix (separate document). Visitor responses to open-ended questions. Bound separately due to appendix length.

Presentation of the Results

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

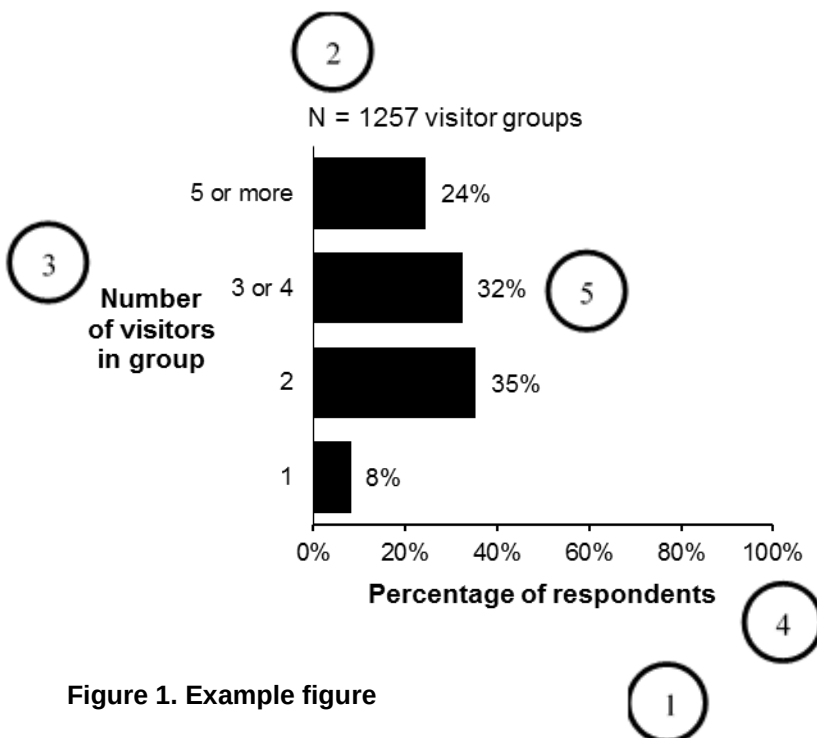
SAMPLE ONLY

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to or comments received for the question. When the number of individuals or visitor groups is less than 30 the word **"CAUTION: Number of respondents less than 30"** is shown on the graph to indicate the results may be unreliable due to low sample size.

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

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

3. Vertical information (y-axis) describes the response categories.
4. Horizontal information (x-axis) shows the percentage of responses in each category.
5. The proportion of visitor groups/visitors who responded to each category.



Methods

Survey Method

The San Francisco Maritime NHP VUS was administered at San Francisco Maritime NHP as a personally delivered self-administered mail-back survey, following the principles outlined in Don A. Dillman's book *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (2014). The survey method included three phases: 1) onsite distribution of a booklet-sized questionnaire, 2) a color-picture reminder postcard mailing, and 3) one replacement mailing of a booklet-sized questionnaire for those participants that had not yet returned a completed questionnaire. The study population included visitor groups with at least one group member 18 years of age or older in San Francisco Maritime NHP during the study period. The target margin of error for summary statistics of no greater than +/- 5% (Fowler, 1993) was used to establish the target sample size at 400 completed questionnaires for the study.

Sampling Effort

The San Francisco Maritime NHP VUS survey was administered at San Francisco NHP from July 13 through July 23, 2017. The survey administration dates were selected to target high visitor use at the park during the peak summer use season, and to include both weekdays and weekend days. At the park's request, the VUS survey was administered at Hyde Street Pier, the Visitor Center, and the Maritime Museum. The survey was administered for a select range of hours on each sampling day, coinciding with the hours of operation for each location. The sampling effort is presented in Table 1.

Table 1. Sampling effort – Hyde Street Pier, Visitor Center, and Maritime Museum

Date	Hyde Street Pier	Visitor Center	Maritime Museum
Thursday, July 13	9:30AM-5:00PM	-	10:00AM-4:00PM
Friday, July 14	9:30AM-5:00PM	9:30AM-5:00PM	-
Saturday, July 15	9:30AM-5:00PM	-	10:00AM-4:00PM
Sunday, July 16	9:30AM-5:00PM	9:30AM-5:00PM	-
Monday, July 17	9:30AM-5:00PM	-	10:00AM-4:00PM
Wednesday, July 19	9:30AM-5:00PM	-	10:00AM-4:00PM
Thursday, July 20	9:30AM-5:00PM	9:30AM-5:00PM	-
Friday, July 21	9:30AM-5:00PM	-	10:00AM-4:00PM
Saturday, July 22	9:30AM-5:00PM	9:30AM-5:00PM	-

Questionnaire Design

The San Francisco Maritime NHP questionnaire was developed through a collaborative process including staff from San Francisco Maritime NHP, NPS SSP, and RSG. The instrument was designed to gather information about visitor and trip characteristics, trip planning efforts, interests and preferences for learning, visitor perceptions of park experiences, and visitor evaluations of park facilities and services. All questions included in the questionnaire were selected from the NPS Programmatic Information Collection Review Pool of Known Questions. The majority of the questions included in the survey instrument ask visitors to choose answers from a list of response options, providing an open-ended option, where appropriate, to ensure that question prompts allowed for

inclusive answers. A few questions were completely open-ended to collect unprompted responses from visitors in their own words. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conforms to OMB standards and guidelines for questionnaire design. The questionnaire was administered to visitors in English and Spanish, depending on the preference of the visitor group (Appendix 1).

Sampling Procedures

Mail-back survey packets were administered to visitor groups in San Francisco Maritime NHP using onsite intercept methods (see Appendix 4 for detailed descriptions of how visitors were selected at each sampling location). Each contacted visitor group was greeted, introduced to the purpose of the study, and asked to participate. If a visitor group agreed to participate, they were asked which member of the group (at least 18 years old) had the next birthday; the individual with the next birthday was asked to complete the questionnaire for the group. This was done to randomize selection of the individual within the group to complete the questionnaire.

Individuals who agreed to complete the questionnaire were asked to provide their name and mailing address. This information was used to send follow-up mailings according to Dillman's (2014) mail-back survey methods. Participating visitors were then administered a mail-back survey packet, which included a booklet-sized questionnaire placed inside of a pre-addressed envelope affixed with a U.S. first class postage stamp. Visitors were asked to complete the questionnaire after completing their trip to the park and to return the questionnaire by mail using the self-addressed postage-paid envelope provided. International visitors were asked to mail their completed questionnaires before leaving the country due to the U.S. first class postage affixed to the return envelope. Table 2 summarizes the survey effort by sampling location. A total of eight Spanish questionnaires were distributed to visitor groups (six at Hyde Street Pier, two at the Maritime Museum) and are included in the results in Table 2.

Table 2. Number of questionnaires distributed, by sampling location

Sampling site	Sampling date										Total questionnaires distributed	
	7/13	7/14	7/15	7/16	7/17	7/19	7/20	7/21	7/22	7/23	N	%
Hyde Street Pier	41	42	42	42	42	42	43	42	42	42	420	52%
Visitor Center	-	35	-	29	-	-	55	-	56	-	175	22%
Maritime Museum	32	-	36	-	36	36	-	37	-	41	218	27%
All sites	73	77	78	71	78	78	98	79	98	83	813	100%

Two weeks after field survey administration concluded, all survey participants were sent a color-picture postcard (Appendix 2) thanking them for participating in the study and/or reminding them to complete and return the questionnaire (Table 3). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to everyone who agreed to participate in the study but had not yet returned his or her questionnaire (Appendix 3). Two distinct replacement mail-back survey packets were sent, depending on whether the provided address was a U.S. address or an international address. U.S. addresses were sent a packet that included a pre-addressed return envelope affixed with a

U.S. first class postage stamp. International addresses were sent a packet that included a pre-addressed return envelope printed with international business reply mail postage.

Table 3. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 7, 2017	606	191	797
Replacement Mailing	August 22, 2017	408	137	545

Sampling Results¹

During the sampling period, 1,060 visitor groups were contacted to participate in the survey. Of these groups, 812 agreed to participate in the study by accepting a mail-back survey packet (77% cooperation rate) (Table 2). Questionnaires were completed and returned by 392 visitor groups (Table 4), resulting in a completion rate of 48% among those visitor groups that agreed to participate in the study and an overall response rate of 37% for the study.

Table 4. Number of completed questionnaires, by sampling location

Sampling site	N	Percent
Hyde Street Pier	181	46%
Visitor Center	100	26%
Maritime Museum	111	28%
Total	392	100%

Data Entry and Cleaning

Data from returned questionnaires were entered into an electronic data entry software by two separate data entry technicians. After independent double entry of the survey data was completed, the data entry software was used to identify any differences between the entries of the two data entry technicians. A data entry supervisor reviewed any differences detected by the software process, identified the correct values by referencing the original paper questionnaire, and entered the correct values into the database. The double-entered, reviewed, and corrected dataset was subjected to additional cleaning and proofing using Microsoft Excel and SPSS statistical software. Data cleaning and proofing included identification and correction of invalid values, and complete manual verification of data entry for a randomly selected subset (n=40) of the completed questionnaires for quality assurance. This process ensured an

¹ Sampling results are reported using three metrics: cooperation rate, completion rate, and overall response rate. Cooperation rate is the proportion of onsite acceptances to total onsite contacts. Response rate is the proportion of completed survey questionnaires to total onsite contacts. Calculation of cooperation rate and response rate follow American Association for Public Opinion Research definitions. Completion rate is the proportion of completed survey questionnaires to onsite acceptances — completion rate is the metric in this study that is directly comparable to response rates reported in the Visitor Services Project (VSP) and is therefore included for reference. See Rookey et al. (2012) for a complete description of VSP response rate calculation.

error rate at or below 1.5% for data entry. Errors in the subset were corrected with reference to hardcopies of questionnaires.

Nonresponse Bias

Nonresponse bias is the bias that results when respondents differ in meaningful ways from non-respondents. Nonresponse bias affects the ability to generalize survey results, to some degree and in some ways, from the sample to the study's target population (Salant and Dillman, 1994; Dillman, 2014; Stoop, 2004; Fillion, 1976; Dey, 1997). If non-respondents are found to differ from respondents in meaningful ways, care should be taken when interpreting survey responses, as they may over-represent some segments of the target population to some degree, and may under-represent other segments of the population to some degree.

To check for nonresponse bias and help inform the interpretation of results that may be affected by nonresponse bias, this study used answers to five, pre-selected nonresponse bias questions and two observable characteristics of the contacted visitor to compare respondents with non-respondents. After being contacted to participate in the survey, an interview, lasting approximately two minutes, was conducted with all contacted visitor groups regardless of whether they agreed to participate in the study. The interview included the following five questions used for evaluation of nonresponse bias:

1. How many adults, 18 years and older, are in your group?
2. How many children (under 18 years) are in your group?
3. What type of group are you with? Friends, family, friends and family, or some other type of group?
4. How long is this trip to San Francisco Maritime National Historic Park in total, from beginning to end?
5. What is your state of residence (if you live in the U.S.) or country of residence (if do not live in the U.S.)?

In addition to the five, pre-selected nonresponse bias questions, the gender of the person in the group who was first contacted by the survey administrator was observed and recorded.

An effort was made to obtain answers to the nonresponse bias questions from all visitor groups contacted, including those that declined to participate in the survey. Responses were obtained from most of the participating visitor groups and from many, but not all, of those that declined to participate in the study. When the survey administrator was unable to obtain responses to the nonresponse bias questions, it was because the approached contact refused all further contact from the administrator after the initial refusal, usually with no reason provided. These instances were defined as "hard refusals".

Ideally, responses or observed estimates for nonresponse bias variables should be collected from all respondents and non-respondents. The collection of information from all contacted individuals provides the best comparison of characteristics between the respondent and non-respondent populations. More practically, a substantial majority of responses or observed estimates must be

present to adequately characterize both the respondent and non-respondent populations. In this study, 70% was identified as the minimum percentage of valid values for nonresponse variables needed for both respondent and non-respondent populations in order to adequately characterize the populations on a given nonresponse variable.² There were at least 70% or more valid values among respondents and non-respondents for each of the six nonresponse bias variables. Correspondingly, all six variables were used for nonresponse bias analysis.

Table 5. Number and percentage of respondents and non-respondents with valid values for nonresponse variables

Variable	Respondents (n=392)		Non-Respondents (n=668)	
	Valid N	Valid Percent	Valid N	Valid Percent
Initial contact gender	389	99%	657	98%
Number of adults	392	100%	604	90%
Number of children	392	100%	605	91%
Group type	388	99%	603	90%
Visit length	340	87%	533	80%
State or country of residence	376	96%	581	87%

The nonresponse bias analysis was performed using chi-square tests of independence to test for differences between respondents and non-respondents. For each of the six nonresponse bias variables, the chi-square test determines whether statistically significant differences exist in the distribution of responses across the range of response categories for respondents and non-respondents. Each chi-square test result reported is accompanied by three components: the frequency distribution across response options, the chi-square test statistic, and the p-value for the test statistic. The frequency distribution across response options report the percentage of responses in each of the nonresponse bias variable categories. The chi-square value (χ^2) presents the test statistic used to determine the second value, the p-value. The p-value (p) presents the likelihood that differences among respondents and non-respondents in the distribution of response options are due to chance alone.

To increase the validity of the use of chi-square analyses for nonresponse bias testing among respondents, response categories for number of adult group members, number of child group members, visitor group type, visit length, and state or country of residence were grouped to consolidate categories with low subsample values into larger categories for more robust statistical testing. Values for the number of adult group members were collapsed into the following four categories: groups with one adult, groups with two adults, groups with three or four adults, and groups with five or more adults. Values for the number of children in the visitor group were collapsed into three categories: groups with

² The Office of Management and Budget Standards and Guidelines for Statistics Surveys (2006) suggest that any survey item with at least 70% non-missing data can be presumed to reflect the entire data set (i.e., for such items, any differences between the subjects with data and those without data are negligible).

no children, groups with one child, groups with two or more children. Values for visit length were collapsed into the following four categories: 1 hour, 2 hours, 3 hours, and 4 hours or greater. Responses for state or country of residence were collapsed into three categories: in state visitor, out of state visitor, and international visitor.

A Bonferroni correction was applied to account for the fact that six simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.008 are assumed to be statistically significant.

The results of the chi-square tests in Table 6 through Table 10 suggest that respondents and non-respondents do not differ significantly with respect to number of initial contact gender ($p=0.009$), number of adults ($p=0.638$), number of children ($p=0.079$), group type ($p=0.154$), and visit length ($p=0.159$). These results provide no compelling evidence of nonresponse bias related to the initial contact gender, number of adults, number of children, group type, and visit length. within the survey sample.

Table 6. Initial contact gender comparison between respondents and non-respondents

Response	Respondents (n=389)		Non-Respondents (n=657)	
	N	Percent	N	Percent
Male	204	52%	399	61%
Female	185	48%	258	39%
p-value (chi-square) ¹		0.009 ($\chi^2=6.875$)		

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple nonresponse bias statistical tests.

Table 7. Number of adults comparison between respondents and non-respondents

Response	Respondents (n=392)		Non-Respondents (n=604)	
	N	Percent	N	Percent
1 Adult	73	19%	110	18%
2 Adults	226	58%	329	54%
3 or 4 Adults	75	19%	131	22%
5 or more Adults	18	5%	34	6%
p-value (chi-square) ¹		0.638 ($\chi^2=1.695$)		

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple nonresponse bias statistical tests.

Table 8. Number of children comparison between respondents and non-respondents

Response	Respondents (n=392)		Non-Respondents (n=605)	
	N	Percent	N	Percent
No Children	264	67%	366	61%
1 Child	54	14%	92	15%
2 or more children	74	19%	146	24%
p-value (chi-square) ¹		0.079 ($\chi^2=5.074$)		

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple nonresponse bias statistical tests.

Table 9. Visitor group type comparison between respondents and non-respondents

Response	Respondents (n=388)		Non-Respondents (n=603)	
	N	Percent	N	Percent
Alone	61	16%	81	13%
Family	269	69%	399	66%
Friends	41	11%	91	15%
Family and friends	17	4%	32	5%
p-value (chi-square) ¹		0.154 ($\chi^2=5.250$)		

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple nonresponse bias statistical tests.

Table 10. Visit length comparison between respondents and non-respondents

Response	Respondents (n=340)		Non-Respondents (n=533)	
	N	Percent	N	Percent
1 hour	124	36%	226	42%
2 hours	95	28%	148	28%
3 hours	44	13%	68	13%
4 or more hours	77	23%	91	17%
p-value (chi-square) ¹		0.159 ($\chi^2=5.180$)		

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple nonresponse bias statistical tests.

The results of the chi-square tests in Table 11 suggest respondents and non-respondents differed significantly, with respect to state or country of residences ($p < 0.001$); thus, there is evidence of potential nonresponse bias related to state or country of residence within the survey's sample. Specifically, respondents were more likely than non-respondents to have visited the park from out of state, while non-respondents were more likely than respondents to be from a foreign country.

The potential impact of nonresponse bias, with respect to state or country of residence on the results of the survey was further explored (Appendix 5). Statistical tests of state or country of residence effects on key questions (112 questions total) in the survey instrument were performed, with differences

observed for 8 of 112 questions ($\alpha = 0.05$, $p \leq 0.0004$ indicates significant result following Bonferroni adjustment).

Table 11. State or country of residence comparison between respondents and non-respondents

Response	Respondents (n=376)		Non-Respondents (n=581)	
	N	Percent	N	Percent
In State Visitor	112	30%	153	26%
Out of State Visitor	183	49%	233	40%
International Visitor	81	22%	195	34%
p-value (chi-square) ¹	<0.001 ($\chi^2=16.273$)			

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple nonresponse bias statistical tests.

Data Analysis

SPSS statistical software was used for data analysis. For all questions where pre-defined response options were provided, frequencies are reported. Descriptive statistics (mean, median, standard deviation) are presented in tables below figures for those variables for which measures of central tendency can be computed.

For open ended questions (i.e., without pre-defined response options), thematic codes were applied to the responses to categorize the data. The categorized data are reported in tabular format providing the percent of valid responses for each theme. For all open-ended questions and questions with open-ended response options, verbatim visitor comments are reported in the stand-alone *Visitor Comments Appendix*.

Limitations

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

1. The survey was self-administered. Respondents completed the questionnaire after an unknown amount of time after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period July 13 through July 23, 2017. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitor groups during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION” is included in the graph, figure, table, or text.
4. Sample size may vary for some questions, due to item nonresponse (i.e., one or more questions left blank by a respondent). Therefore, refer to both the percentage and sample values when interpreting the results.
5. Results of statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest that, for select questions, the survey results may over-represent opinions,

evaluations, or behaviors from out-of-state visitor groups, and under-represent international visitor groups. Effects of state or country of residence on results for a select set of key questions from the survey were analyzed, and the results of this analysis are reported in Appendix 5.

Special Conditions

The weather during the survey period was generally sunny and warm, with some periods of wind. High temperatures ranged from the mid-60s to mid-80s.

Rehabilitation of the fountains in front of the Maritime Museum took place for the duration of the sampling period. This involved the installation of fencing outside of the Maritime Museum entrance. The Museum maintained its normal hours of operation during this period, however, it's possible that some visitor groups did not choose to enter the Museum due to the appearance of construction outside its entrance.

Results

Group and Visitor Characteristics

Visitor group size

Question 1

Including yourself, how many people were in your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey?

Results (Figure 2 and Table 12)

- 40% of visitor groups consisted of two people.
- 30% of visitor groups consisted of four or more people.

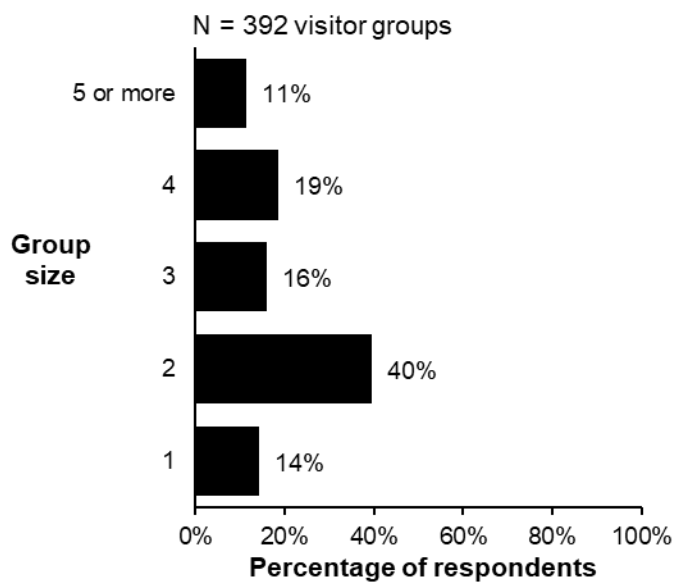


Figure 2. Visitor group size

Table 12. Descriptive statistics: Number of visitors in group

	Mean	Median	Std. Deviation
Group size	2.90	2.00	1.94

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of adults within group

Question 1

Including yourself, how many people were in your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3 and Table 13)

- 59% of visitor groups consisted of two adults.
- 18% of visitor groups consisted of one adult.

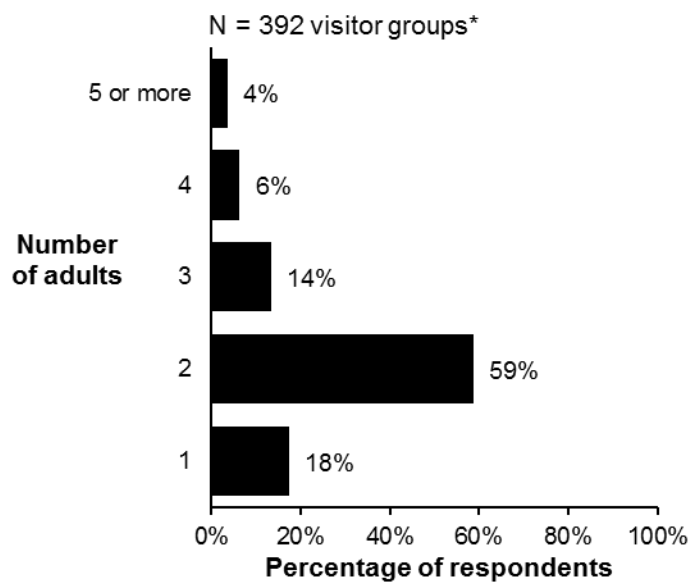


Figure 3. Number of adults within group

Table 13. Descriptive statistics: Number of adults in group

	Mean	Median	Std. Deviation
Number of adults	2.28	2.00	1.60

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of children within group

Question 1

Including yourself, how many people were in your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4 and Table 14)

- 42% of visitor groups did not have any children.
- 25% of visitor groups consisted of only one child.

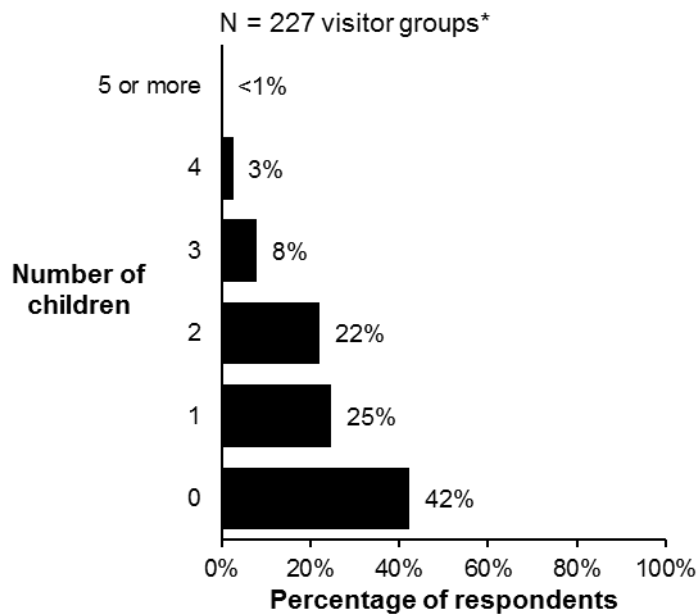


Figure 4. Number of children within group

Table 14. Descriptive statistics: Number of children in group (for groups with children)

	Mean	Median	Std. Deviation
Number of children	1.84	2.00	0.96

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor group type

Question 2

What type of group were you with, during your visit to San Francisco Maritime NHP, on the day that you were contacted for this survey?

Results (Figure 5)

- 65% of visitor groups were made up of family.
- 19% of visitor groups were alone.

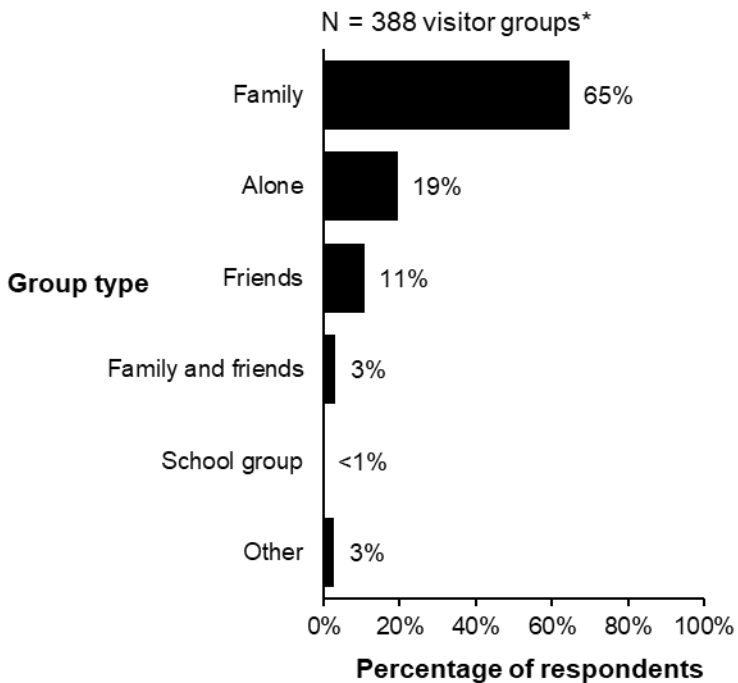


Figure 5. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor age

Question 20

For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide your current age.

Note: Respondent was asked to report this information for themselves and up to three additional members of their visitor group.

Results (Figure 6 and Table 15)

- Visitor ages ranged from 1 to 99 years old
- 11% of visitors were 65 years old or older.
- 18% of visitors were 55 to 64 years old.
- 32% of visitors were 35 to 54 years old.
- 17% of visitors were 20 to 34 years old.
- 21% of visitors were under 20 years old.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

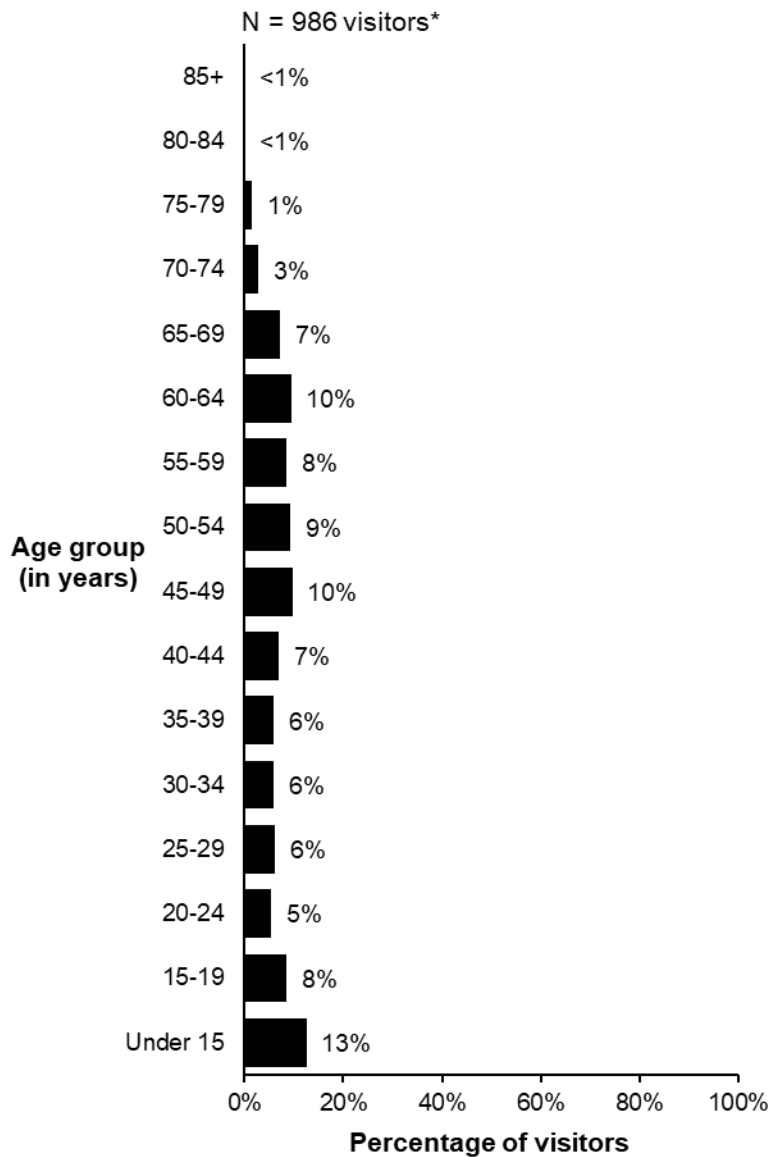


Figure 6. Visitor age

Table 15. Descriptive statistics: Visitor age

	Mean	Median	Std. Deviation
Visitor age	40.76	44.00	19.88

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

U.S. visitors' state of residence

Question 20

For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide your U.S. ZIP code (if you are a U.S. resident).

Note: Respondent was asked to report this information for themselves and up to three additional members of their visitor group.

Results (Table 16 and Figure 7)

- U.S. visitors came from 39 states and comprised 77% of total visitation to the park during the survey period.
- 33% of visitors came from California.
- 5% of visitors came from Washington.
- Smaller proportions of visitors came from other U.S. states.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 16. United States visitors by state of residence

State	Percent of U.S. visitors N = 704 individuals	Percent of all visitors N = 920 individuals
California	33%	26%
Washington	5%	4%
Florida	4%	3%
Massachusetts	4%	3%
Texas	4%	3%
Pennsylvania	3%	3%
Arizona	3%	2%
Ohio	3%	2%
Illinois	3%	2%
Virginia	3%	2%
Georgia	2%	2%
Michigan	2%	2%
Nevada	2%	2%
Utah	2%	2%
Wisconsin	2%	2%
Minnesota	2%	2%
Missouri	2%	2%
New Jersey	2%	1%
New York	2%	1%
Indiana	2%	1%
Colorado	1%	1%
Connecticut	1%	1%
Kentucky	1%	1%
Maryland	1%	1%
Oregon	1%	1%
Tennessee	1%	1%
Iowa	1%	1%
New Hampshire	1%	1%
North Carolina	1%	1%
South Carolina	1%	1%
Washington, D.C.	1%	<1%
Alabama	1%	<1%
Kansas	1%	<1%
Louisiana	1%	1%
5 other states	1%	1%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

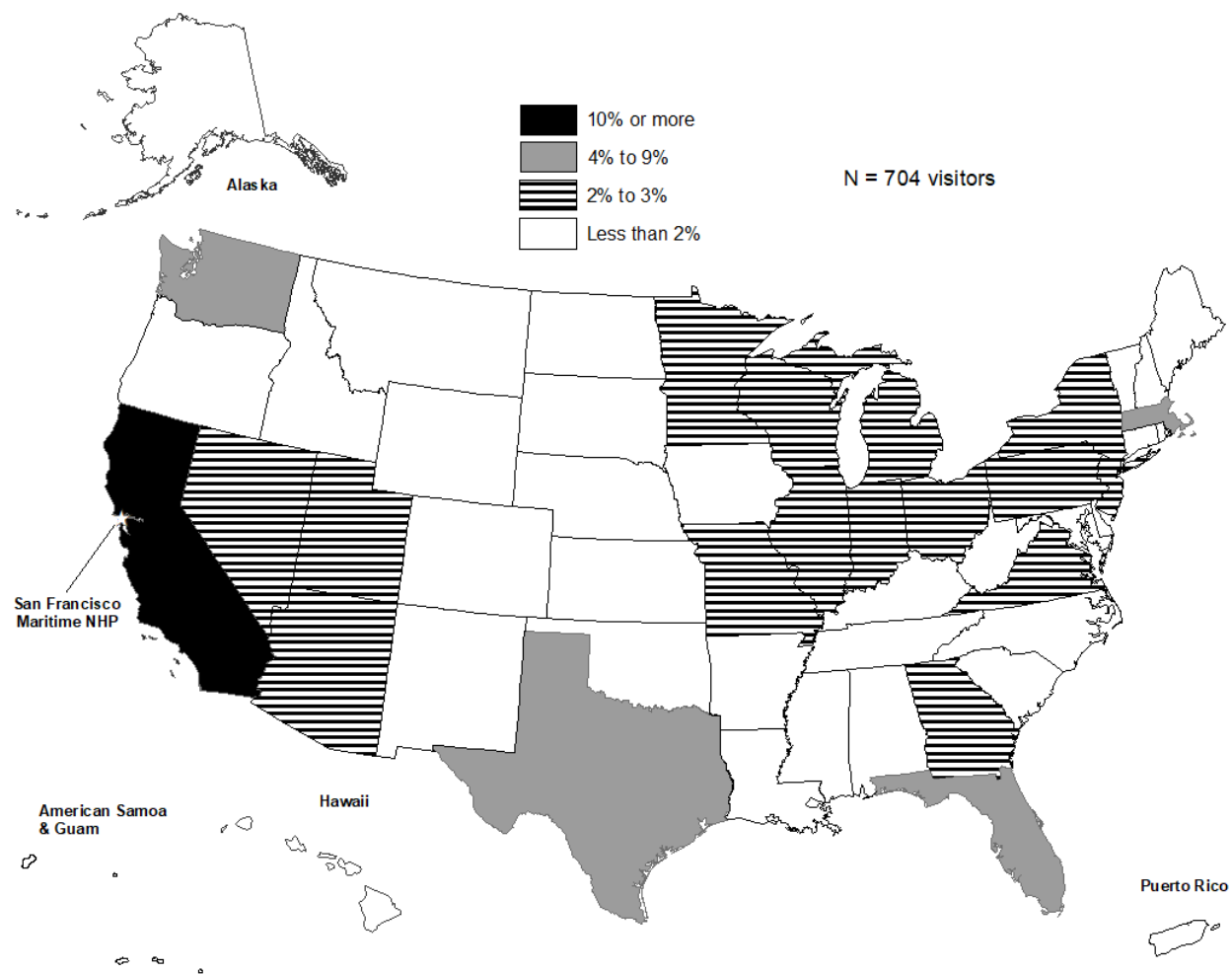


Figure 7. Proportion of U.S. visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

International visitors' country of residence

Question 20

For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide your country of residence (if other than U.S.).

Note: Respondent was asked to report this information for themselves and up to three additional members of their visitor group.

Results (Table 17)

- International visitors were from four countries and comprised 23% of total visitation to the park during the survey period.
- 15% of international visitors came from Germany.
- 14% of international visitors came from Canada.
- 10% of international visitors came from the United Kingdom.
- Smaller proportions of visitors came from other countries.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 17. International visitors by country of residence

Country	Percent of international visitors N = 216 individuals	Percent of all visitors N = 920 individuals
Germany	15%	4%
Canada	14%	3%
United Kingdom	10%	2%
Switzerland	8%	2%
The Netherlands	7%	2%
France	6%	1%
Australia	5%	1%
Sweden	5%	1%
China	4%	1%
Belgium	3%	1%
Spain	3%	1%
Brazil	2%	<1%
Denmark	2%	<1%
Italy	2%	<1%
Norway	2%	<1%
Taiwan	2%	<1%
Austria	1%	<1%
Chile	1%	<1%
India	1%	<1%
10 other countries	7%	2%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor gender

Question 21

For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide your gender.

Note: Respondent was asked to report this information for themselves and up to three additional members of their visitor group.

Results (Figure 8)

- 51% of visitors were female.
- 49% of visitors were male.

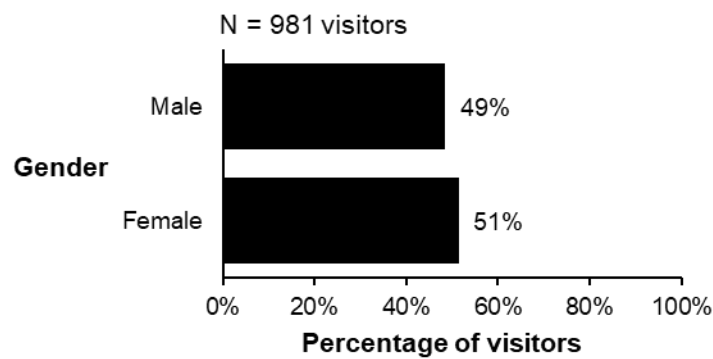


Figure 8. Visitor gender

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor ethnicity

Question 21

For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide your ethnicity.

Note: Respondent was asked to report this information for themselves and up to three additional members of their visitor group.

Results (Figure 9)

- The majority of visitors (91%) were not Hispanic or Latino.

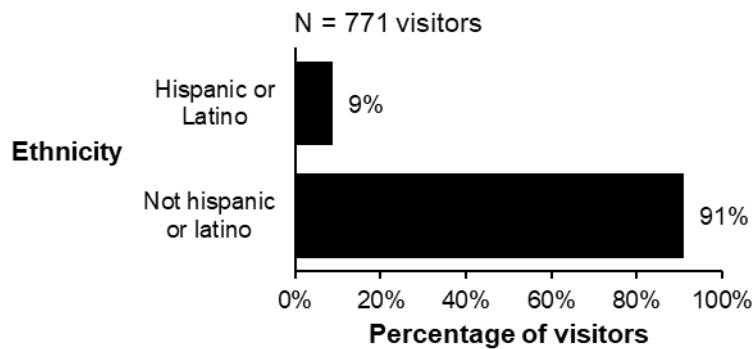


Figure 9. Visitor ethnicity

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor race

Question 22

For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide your race.

Note: Respondent was asked to report this information for themselves and up to three additional members of their visitor group.

Results (Figure 10)

- 88% of visitors were White.
- Much fewer visitors were Asian (10%), black or African American (2%), American Indian or Alaska Native (1%), or Native Hawaiian or other Pacific Islander (<1%).

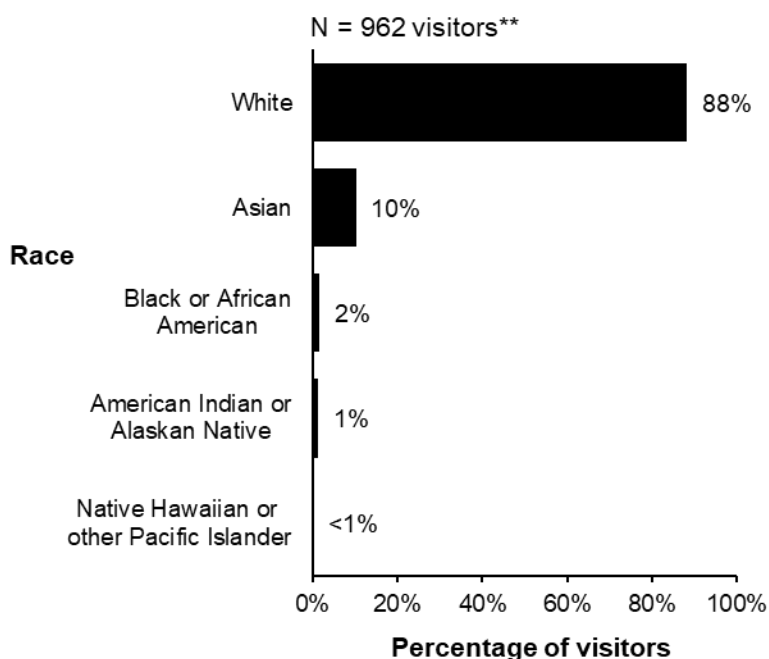


Figure 10. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor speaking language

Question 23

When visiting an area such as San Francisco Maritime NHP, what language do you personally prefer to use for speaking?

Results (Figure 11)

- 98% of visitor groups reported English as their preferred language for speaking.

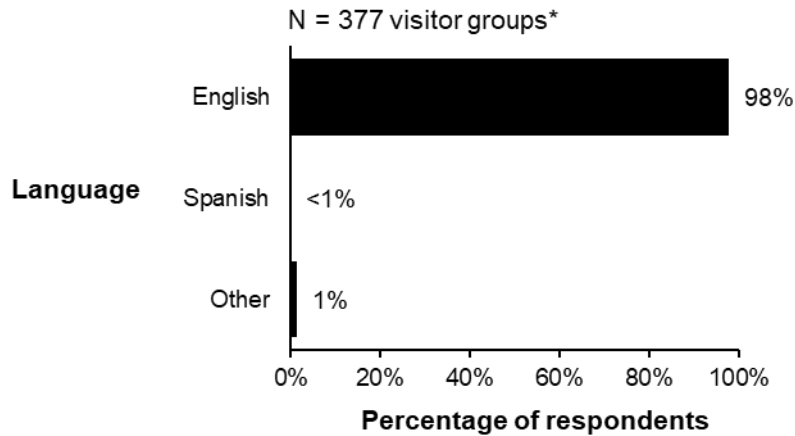


Figure 11. Preferred speaking language

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor reading language

Question 40

When visiting an area such as San Francisco Maritime NHP, what language do you personally prefer to use for reading?

Results (Figure 12)

- 97% of visitor groups reported English as their preferred language for reading.

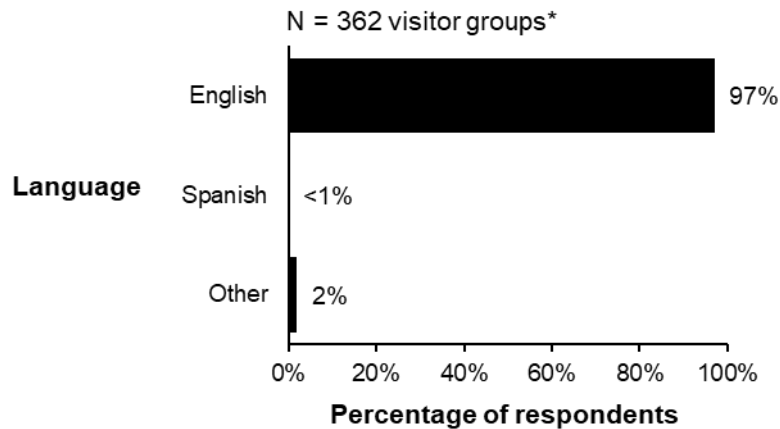


Figure 12. Preferred reading language

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visit Planning

Timing of decision to visit

Question 5

When did you decide to visit San Francisco Maritime NHP on the day you were contacted for this survey?

Results (Figure 13)

- 72% of visitor groups decided to visit the park on the same day of their visit.
- 13% decided a couple of days before their visit.

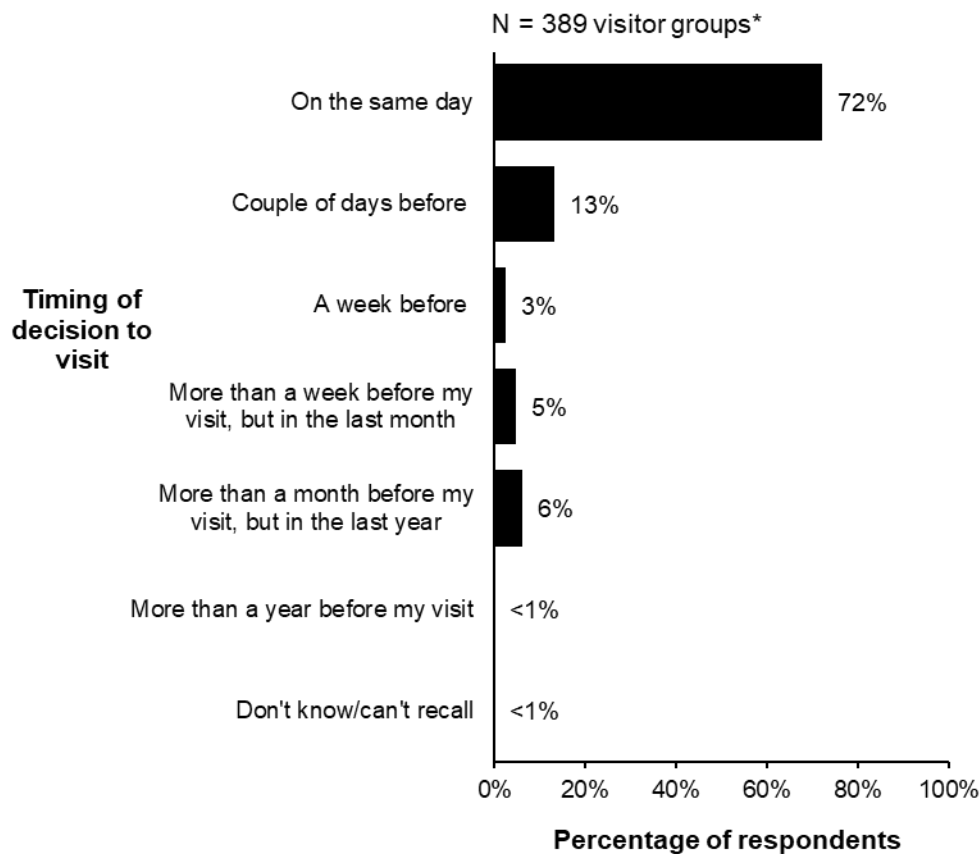


Figure 13. Timing of decision to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information sources used for visit planning

Question 6a

How did you obtain information about your visit to San Francisco Maritime NHP today?

Results (Figure 14 and Figure 15)

- 82% of visitor groups obtained information about their visit to San Francisco Maritime NHP.

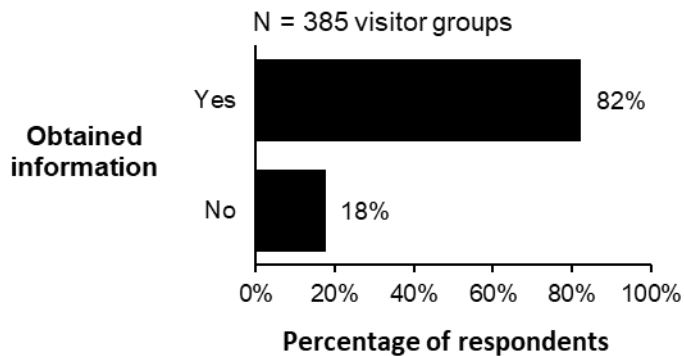


Figure 14. Visitor groups that obtained information

- As shown in Figure 15, among those visitor groups that obtained information about their visit to San Francisco Maritime NHP, the most common information sources used were:
 - o 45% Maps/brochures
 - o 42% Previous visits
 - o 31% Friends/relatives/word of mouth

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

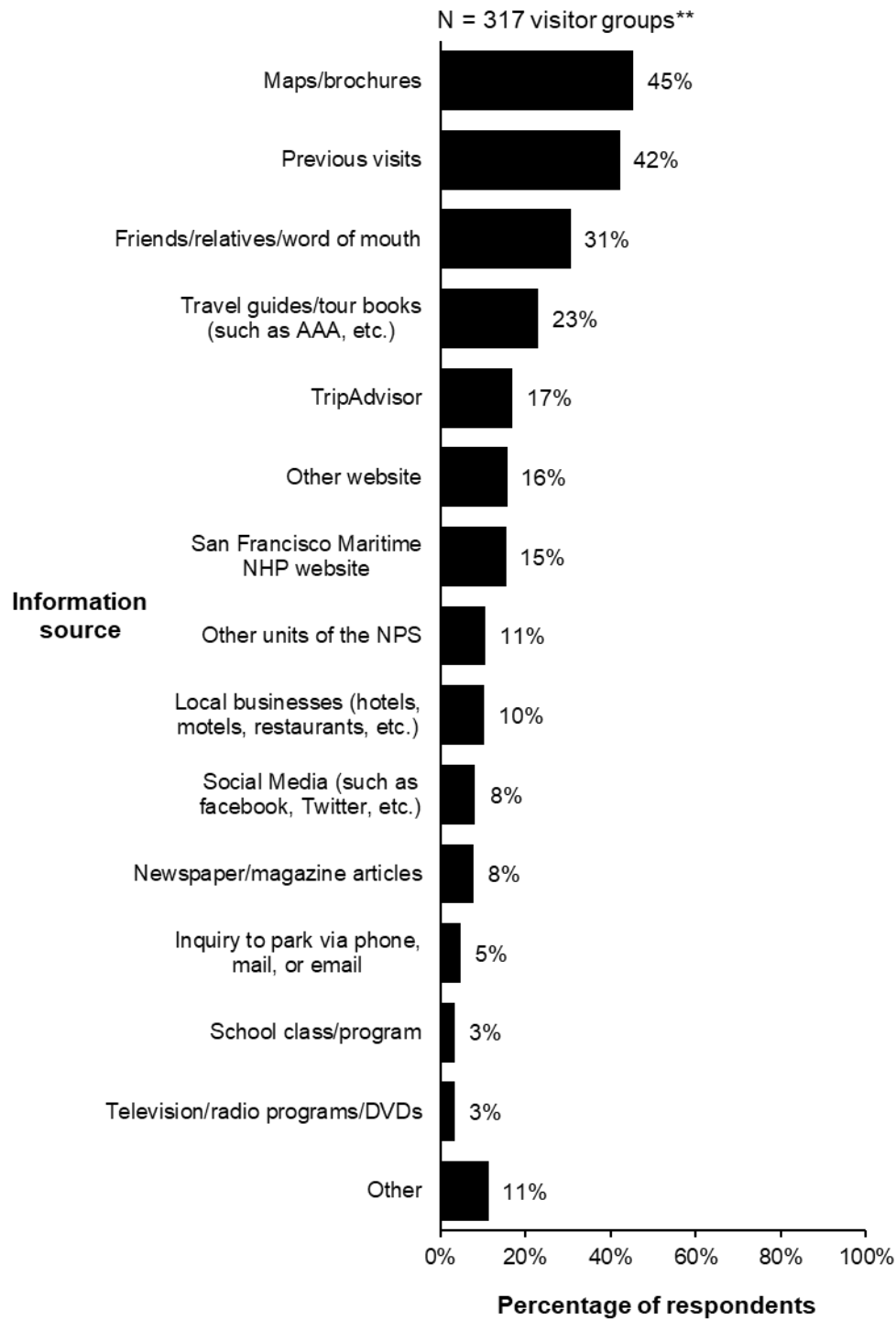


Figure 15. Information sources used for visit planning

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information sources typically used for public events and activities

Question 6b

Generally, how do you usually obtain information about public events and activities?

Results (Figure 16)

- Among those visitor groups that obtain information about public events and activities, the most common information sources used were:
 - o 66% Friends/relatives/word of mouth
 - o 49% Maps/brochures
 - o 41% Travel guides/tour books (such as AAA, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

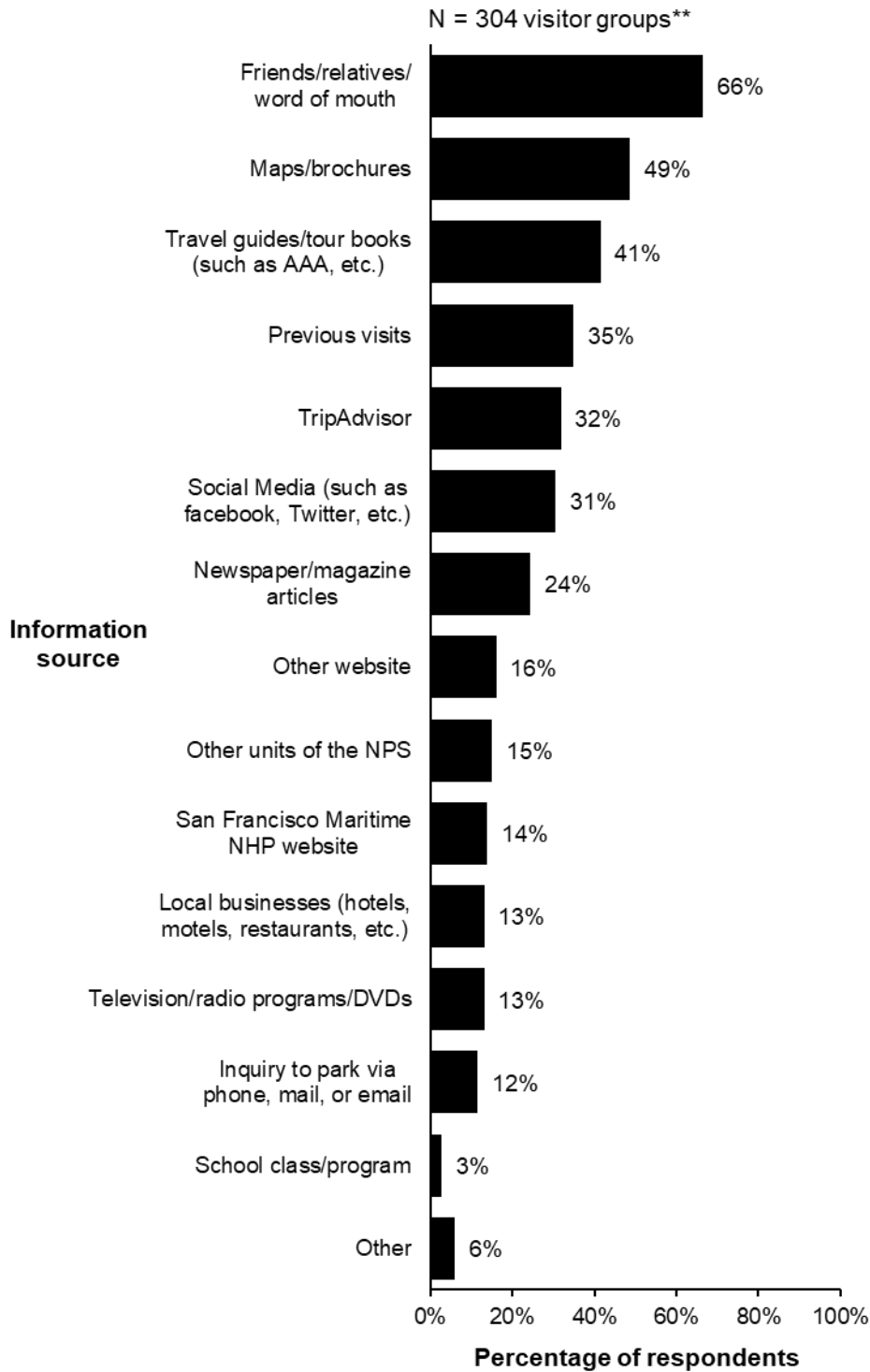


Figure 16. Information sources used for planning activities and events in general

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Previous park visits

Question 4

Including this visit, approximately how many times have you visited San Francisco Maritime NHP in the last 12 months?

Results (Figure 17 and Table 18)

- 78% of respondents had visited the park only once in the last 12 months.

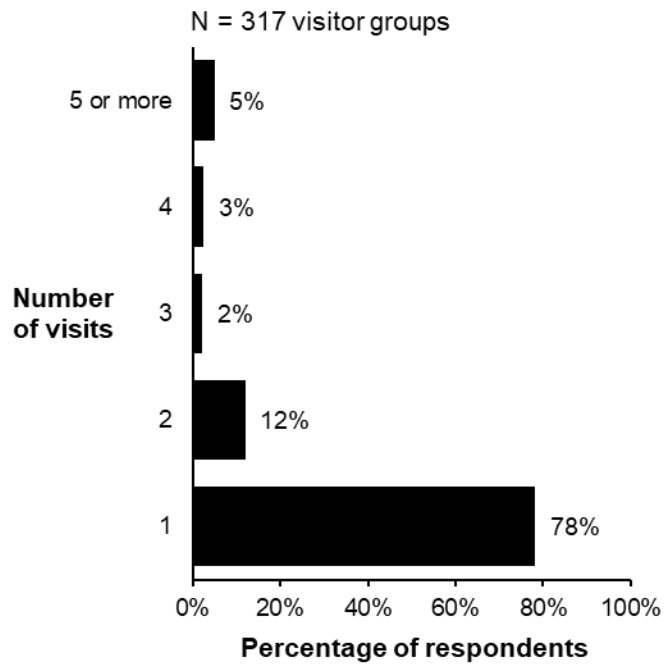


Figure 17. Park visits in the last 12 months

Table 18. Descriptive statistics: Park visits in last 12 months

	Mean	Median	Std. Deviation
Number of visits	2.57	1.00	16.89

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 4

Including this visit, approximately how many times have you visited San Francisco Maritime NHP in your lifetime?

Results (Figure 18 and Table 19)

- 54% of respondents had visited the park only once previously in their lifetime.
- 20% of respondents had visited two times previously in their lifetime.

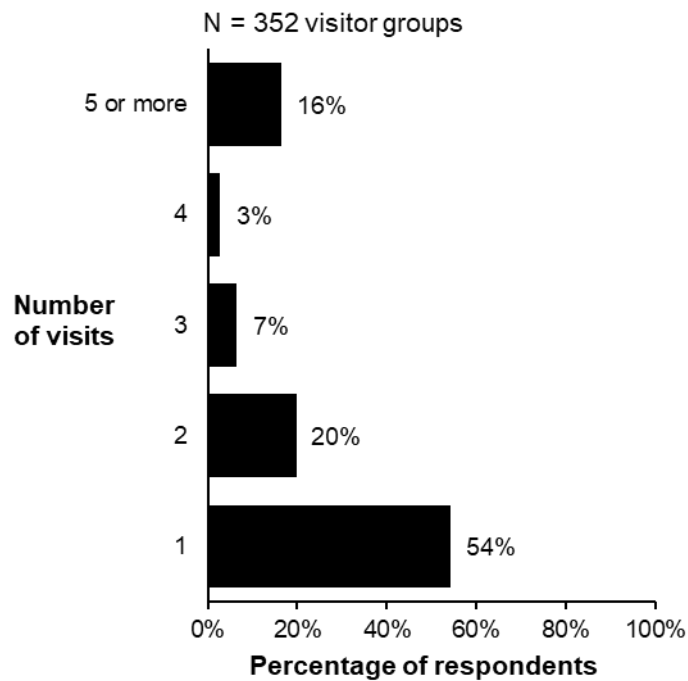


Figure 18. Park visits in lifetime

Table 19. Descriptive statistics: Park visits in lifetime

	Mean	Median	Std. Deviation
Number of visits	6.39	1.00	38.62

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor Experience

Areas and sites visited

Question 3

On this visit, how much total time did you and your personal group spend at the following sites within San Francisco Maritime NHP?

Results (Figure 19)

- 84% of visitor groups went to Hyde Street Pier.
- 60% of visitor groups went to the Visitor Center.
- 59% of visitor groups went to the Aquatic Park and beach.
- 53% of visitor groups went to the Maritime Museum.

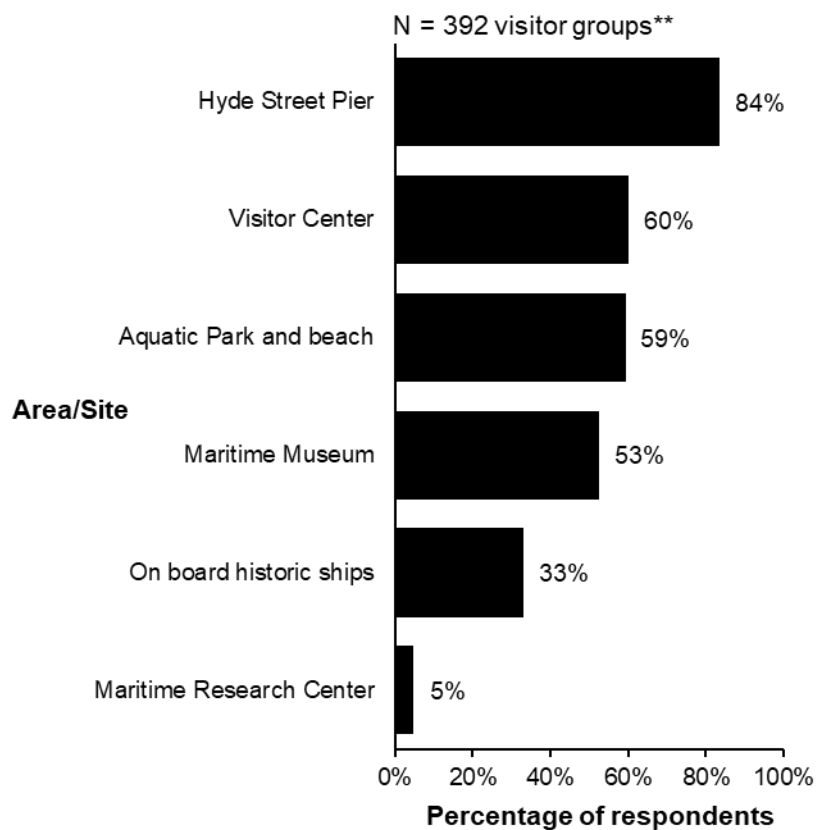


Figure 19. Areas and sites visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Time spent at Hyde Street Pier

Question 3

On this visit, how much total time did you and your personal group spend at Hyde Street Pier?

Results (Figure 20 and Table 20)

- 37% of visitor groups spent a half hour at Hyde Street Pier.
- 26% of visitor groups spent one hour at Hyde Street Pier.

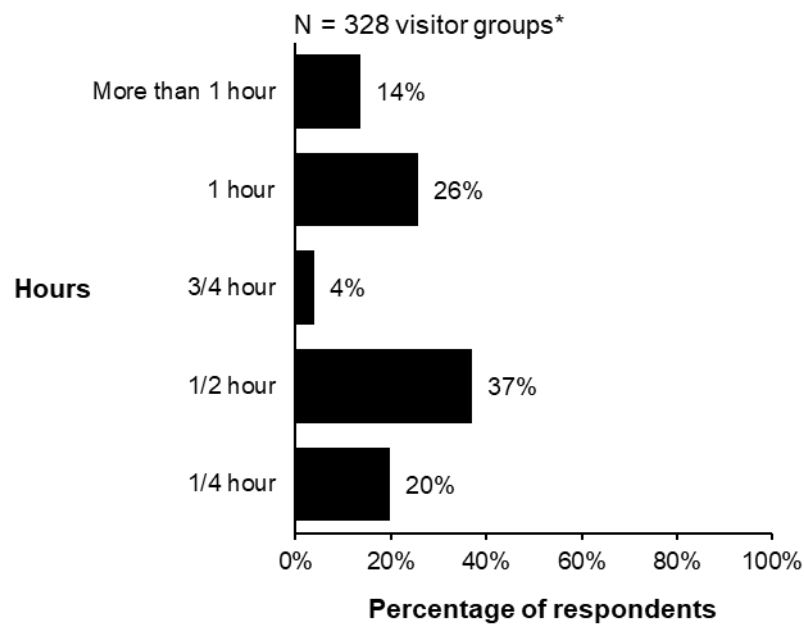


Figure 20. Time spent at Hyde Street Pier

Table 20. Descriptive statistics: Time spent at Hyde Street Pier

	Mean	Median	Std. Deviation
Hours spent	1.01	0.50	1.93

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Time spent at Visitor Center

Question 3

On this visit, how much total time did you and your personal group spend at the Visitor Center?

Results (Figure 21 and Table 21)

- 33% of visitor groups spent a half hour at the Visitor Center.
- 29% of visitor groups spent one hour at the Visitor Center.
- 26% of visitor groups spent a quarter hour at the Visitor Center.

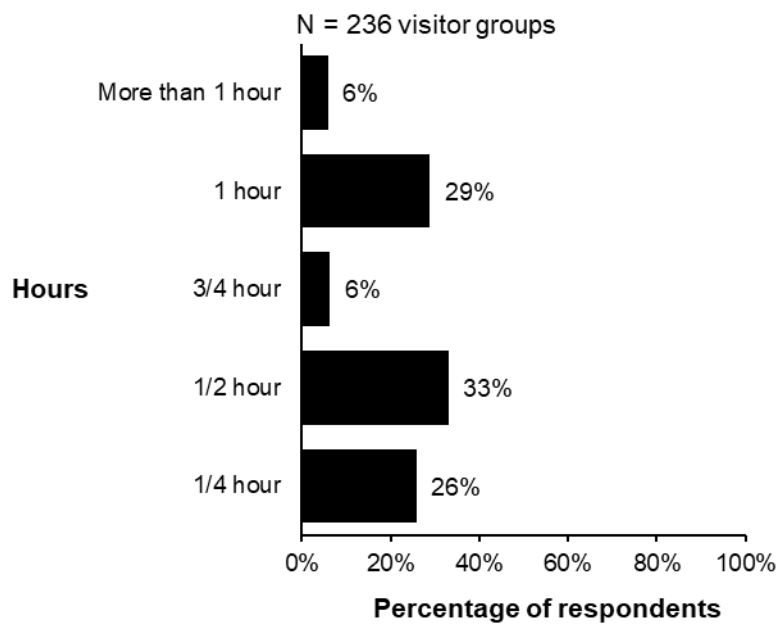


Figure 21. Time spent at Visitor Center

Table 21. Descriptive statistics: Time spent at Visitor Center

	Mean	Median	Std. Deviation
Hours spent	0.75	0.50	1.04

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Time spent at Aquatic Park and beach

Question 3

On this visit, how much total time did you and your personal group spend at the Aquatic Park and beach?

Results (Figure 22 and Table 22)

- 34% of visitor groups spent a half hour at the Aquatic Park and beach.
- 29% of visitor groups spent one hour at the Aquatic Park and beach.

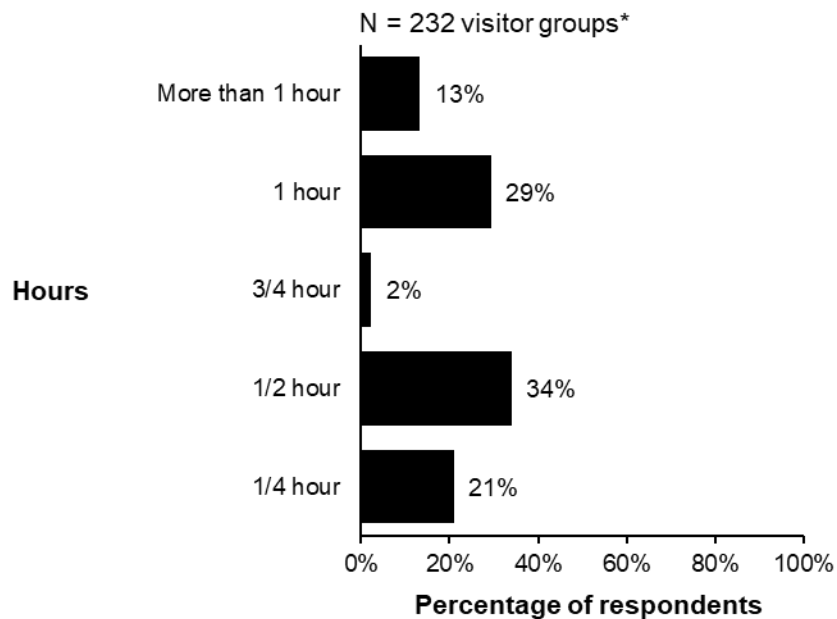


Figure 22. Time spent at Aquatic Park and beach

Table 22. Descriptive statistics: Time spent at Aquatic Park and beach

	Mean	Median	Std. Deviation
Hours spent	0.90	0.50	0.95

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Time spent at Maritime Museum

Question 3

On this visit, how much total time did you and your personal group spend at the Maritime Museum?

Results (Figure 23 and Table 23)

- 38% of visitor groups spent a half hour at the Maritime Museum.
- 30% of visitor groups spent one hour at the Maritime Museum.

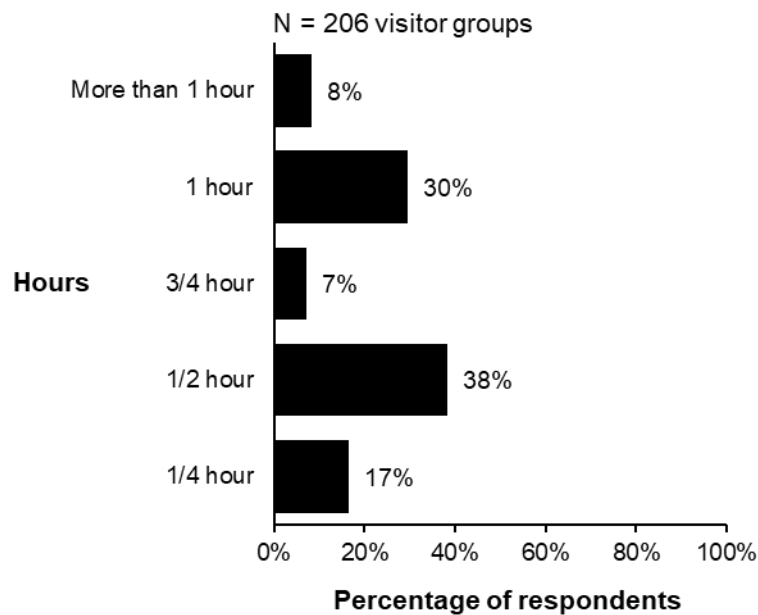


Figure 23. Time spent at Maritime Museum

Table 23. Descriptive statistics: Time spent at Maritime Museum

	Mean	Median	Std. Deviation
Hours spent	0.83	0.50	1.22

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Time spent on board ships

Question 3

On this visit, how much total time did you and your personal group spend on board historic ships?

Results (Figure 24 and Table 24)

- 35% of visitor groups spent one hour on board the ships.
- 25% of visitor groups spent a half hour on board the ships.

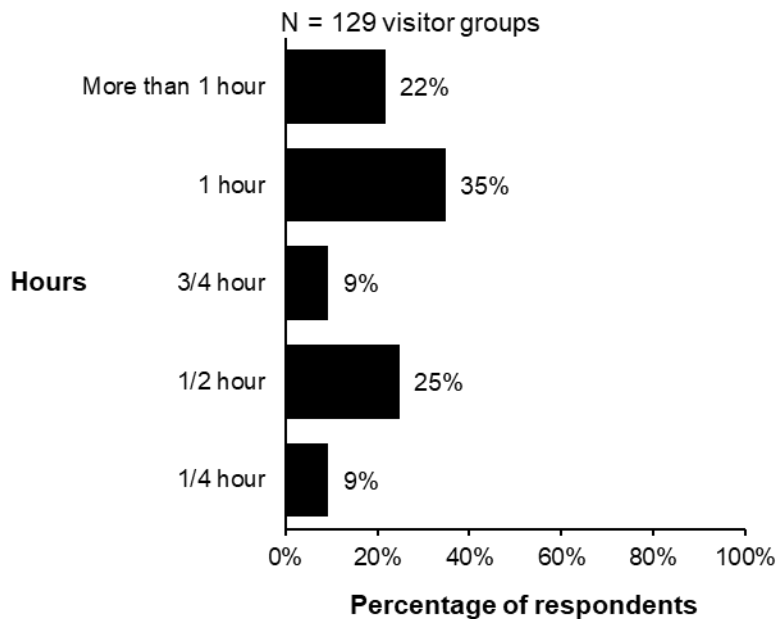


Figure 24. Time spent on board historic ships

Table 24. Descriptive statistics: Time spent on board historic ships

	Mean	Median	Std. Deviation
Hours spent	1.11	1.00	1.40

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

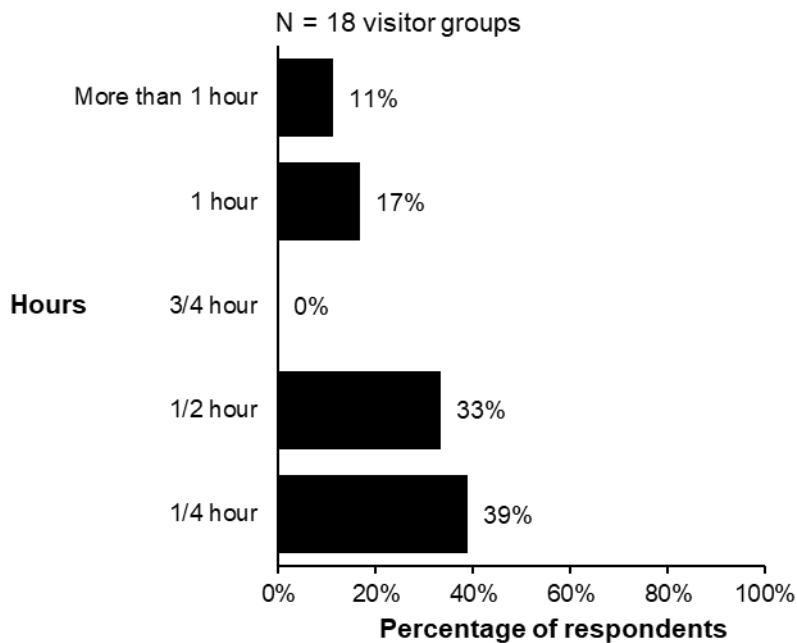
Time spent at Maritime Research Center

Question 3

On this visit, how much total time did you and your personal group spend at the Maritime Research Center?

Results (Figure 25 and Table 25)

- 39% of visitor groups spent a quarter hour at the Maritime Research Center.
- 33% of visitor groups spent a half hour at the Maritime Research Center.



CAUTION: Number of respondents less than 30

Figure 25. Time spent at Maritime Research Center

Table 25. Descriptive statistics: Time spent at Maritime Research Center

	Mean	Median	Std. Deviation
Hours spent	0.64	0.50	0.49

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Programs and services used

Question 7

On this visit, in which of the following programs and services did you personally participate within San Francisco Maritime NHP?

Results (Figure 26 and Figure 27)

- 94% of visitor groups participated in a program or service.

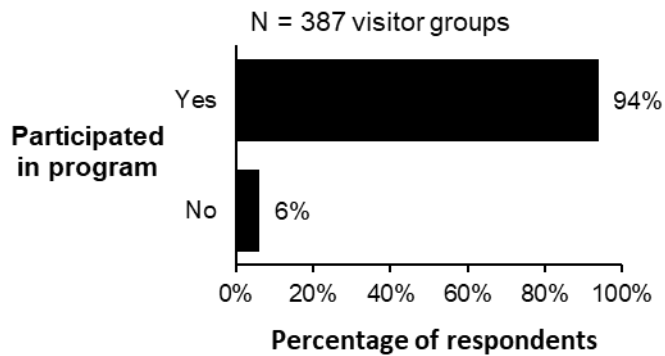


Figure 26. Visitor groups that participated in a program

- As shown in Figure 27, among those visitor groups that participated in programs and services, the most common were:
 - o 91% Viewing exhibits
 - o 61% Talking informally with a ranger
 - o 60% Reading orientation/wayfinding signs
 - o 40% Reading the park brochure or newspaper

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

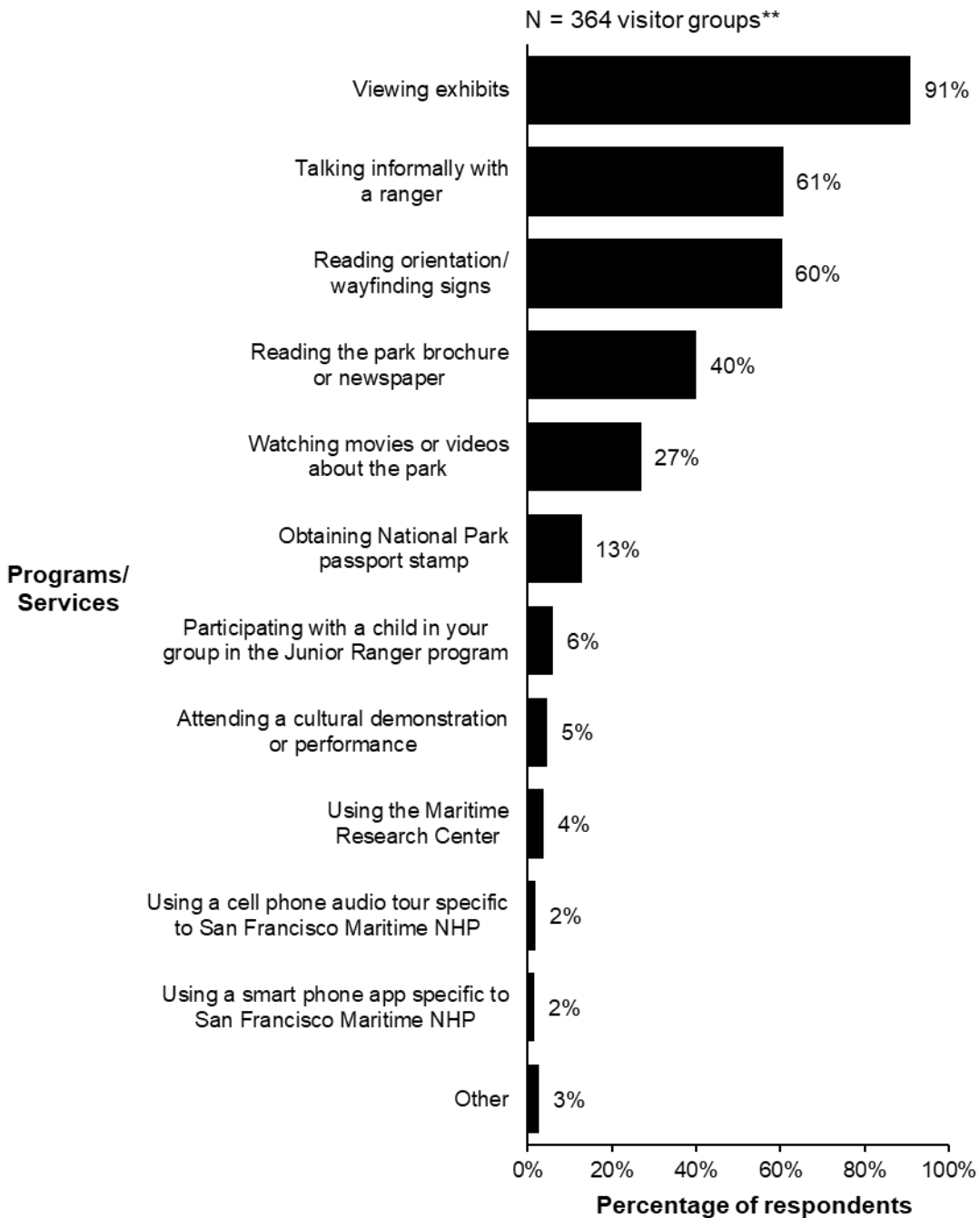


Figure 27. Programs and services used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Importance of learning subjects

Question 8

How important to you was it during your visit to San Francisco Maritime NHP to learn about the following subjects?

Rating choices:

Extremely important
Very important
Moderately important
Slightly important
Not at all important

Results

- Figure 28 shows the combined proportions of “extremely important” and “very important” ratings for subjects to learn.
- The subjects that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - o 71% San Francisco history
 - o 54% Sailing and steam ships
- The subjects that received the lowest combined proportions of “extremely important” and “very important” ratings were:
 - o 19% Maritime music and arts
 - o 18% Latino American history/culture
 - o 16% Recreational boating

Figure 29 through Figure 40 show ratings for each subject.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

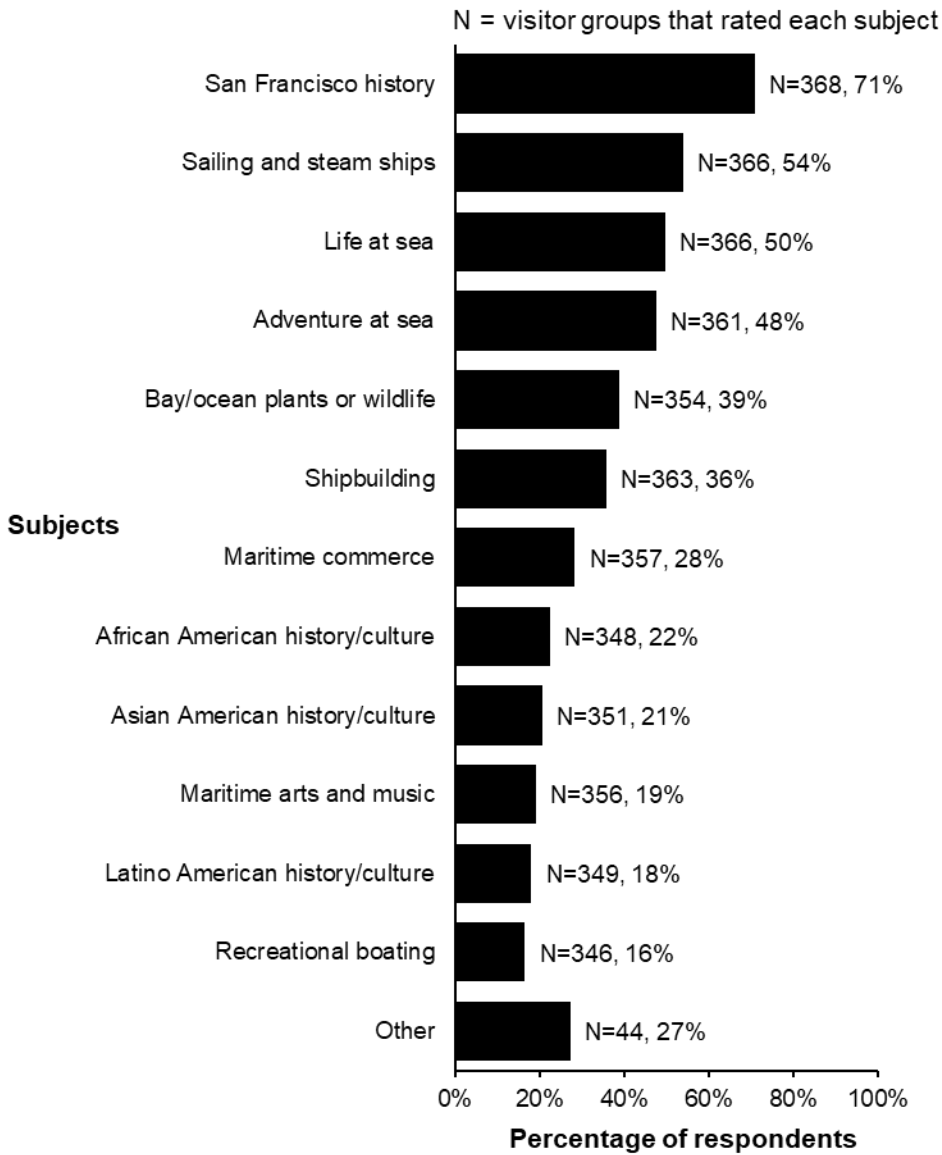


Figure 28. Importance of learning subjects, combined ratings of “extremely important” and “very important”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

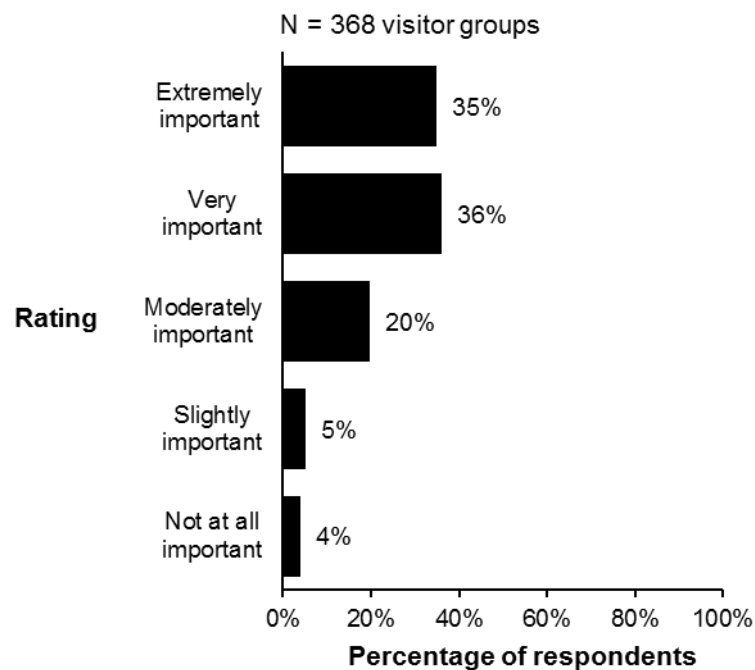


Figure 29. Importance of learning about San Francisco history

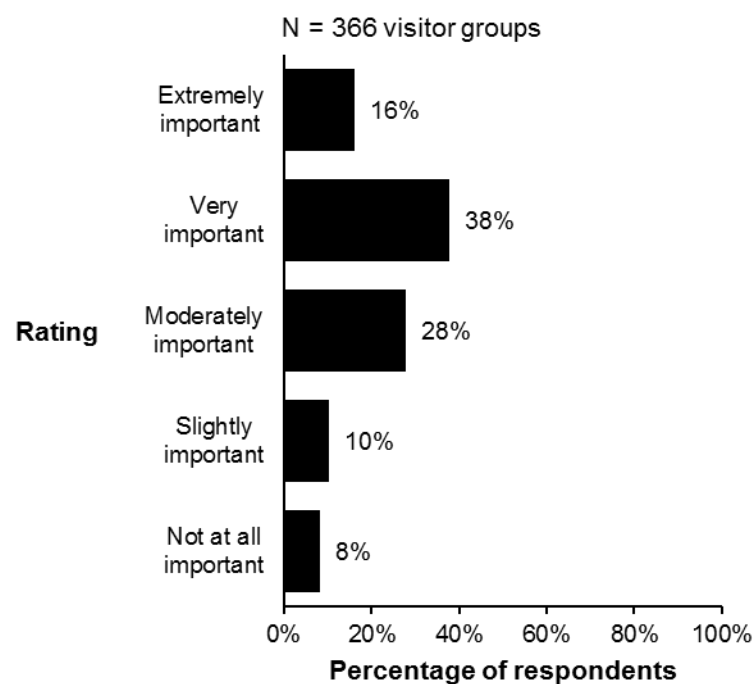


Figure 30. Importance of learning about sailing and steam ships

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

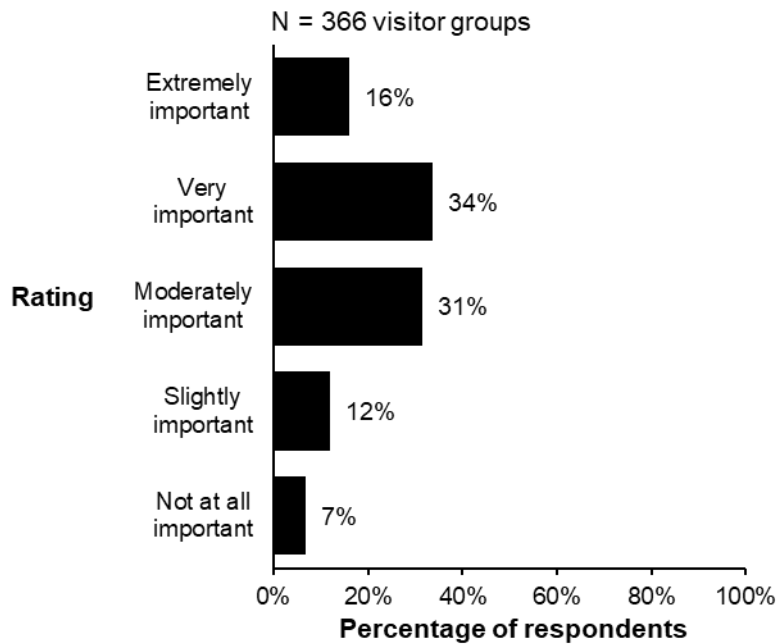


Figure 31. Importance of learning about life at sea

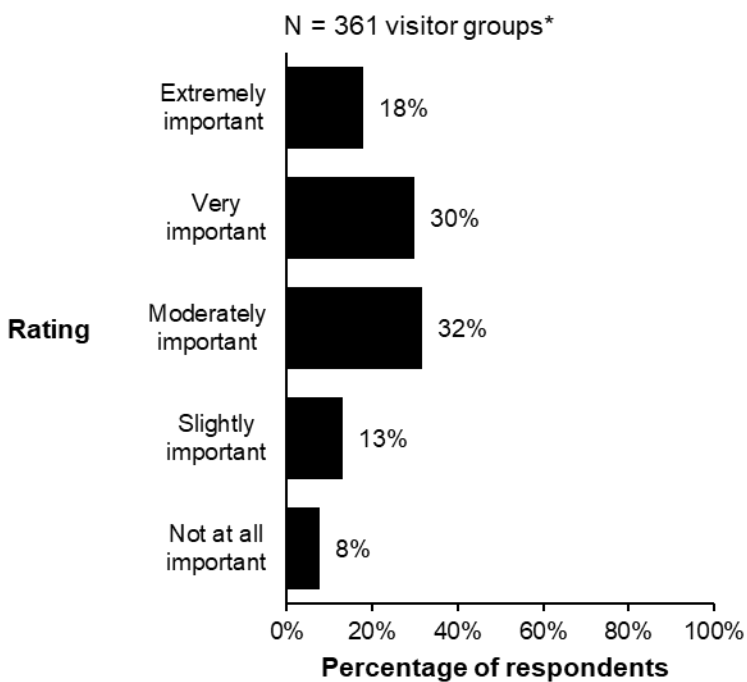


Figure 32. Importance of learning about adventure at sea

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

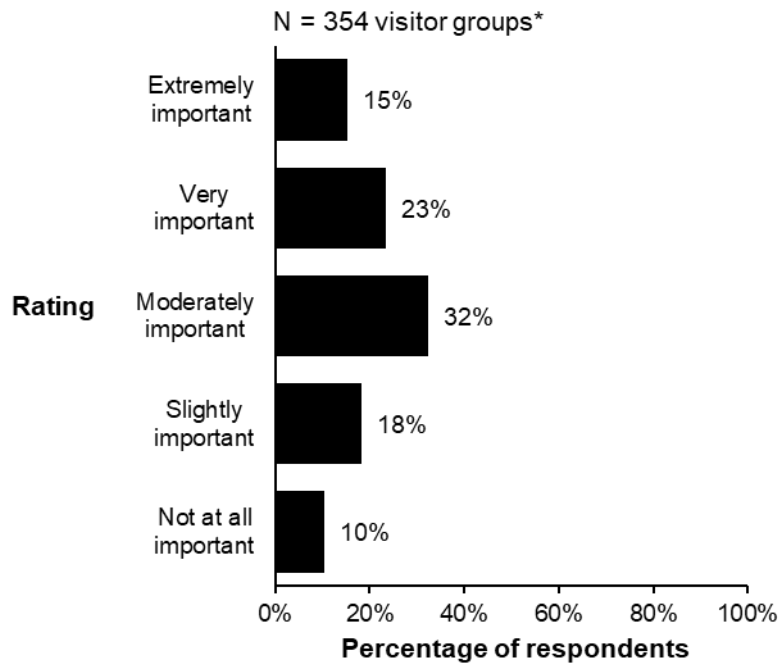


Figure 33. Importance of learning about bay/ocean plants or wildlife

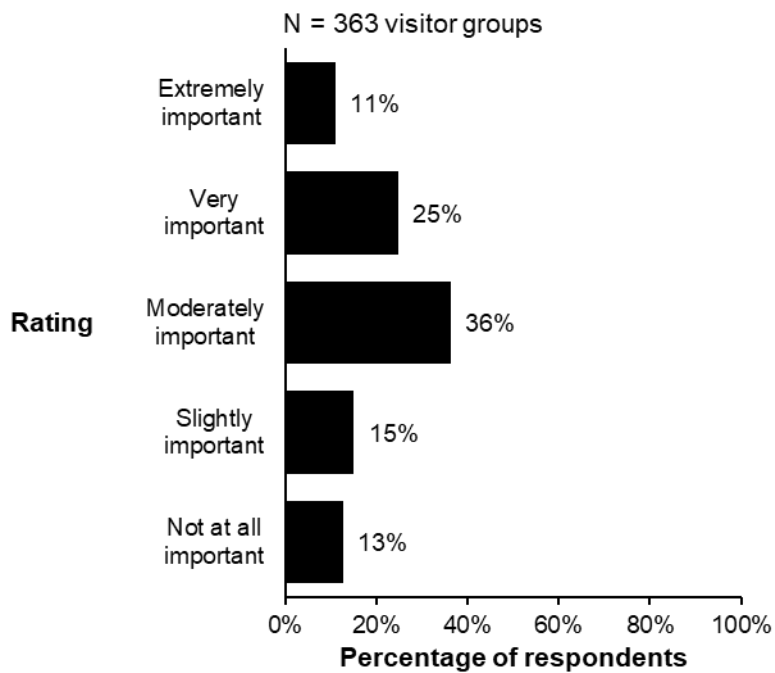


Figure 34. Importance of learning about shipbuilding

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

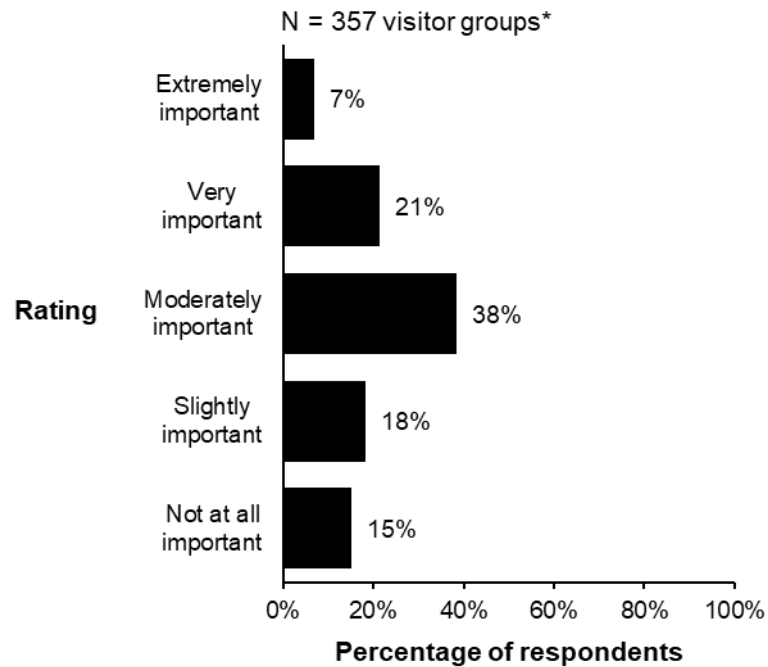


Figure 35. Importance of learning about maritime commerce

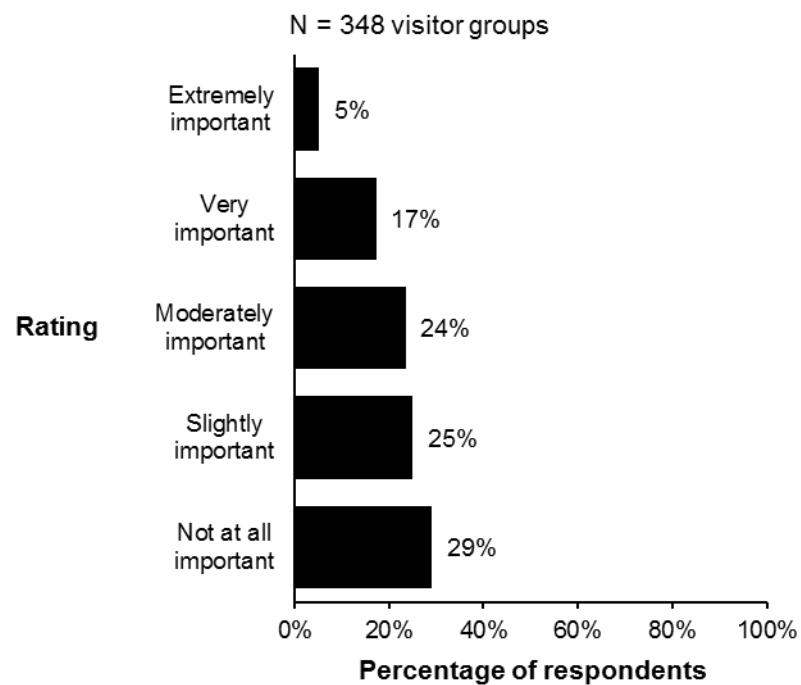


Figure 36. Importance of learning about African American history/culture

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

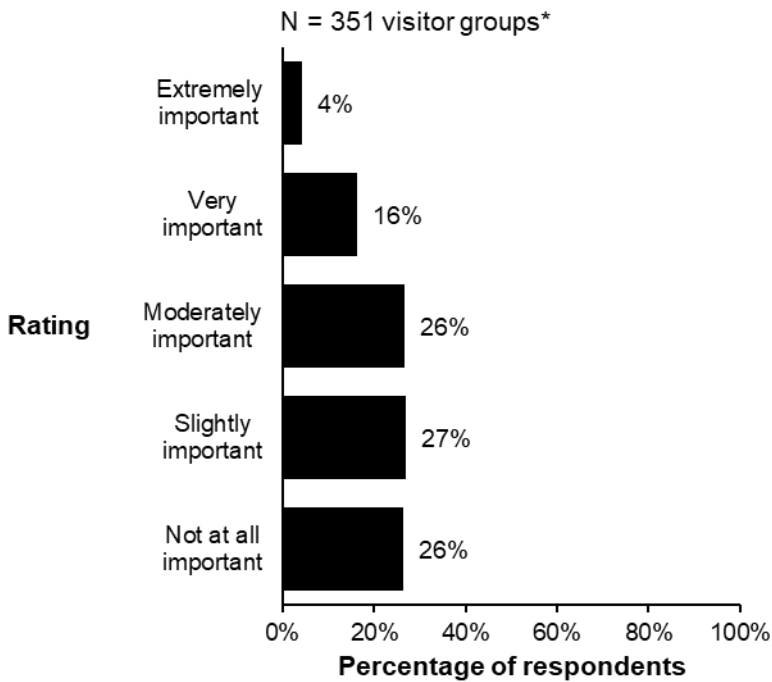


Figure 37. Importance of learning about Asian American history/culture

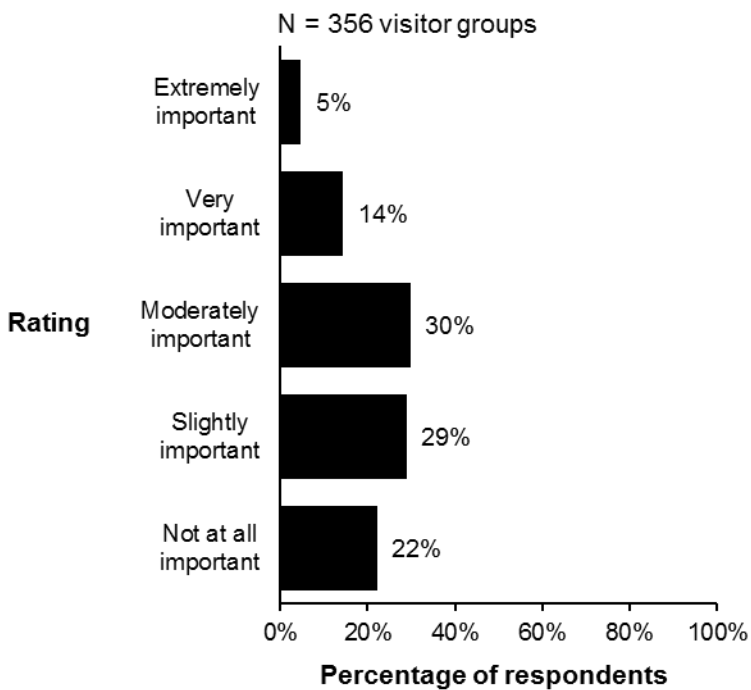


Figure 38. Importance of learning about maritime arts and music

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

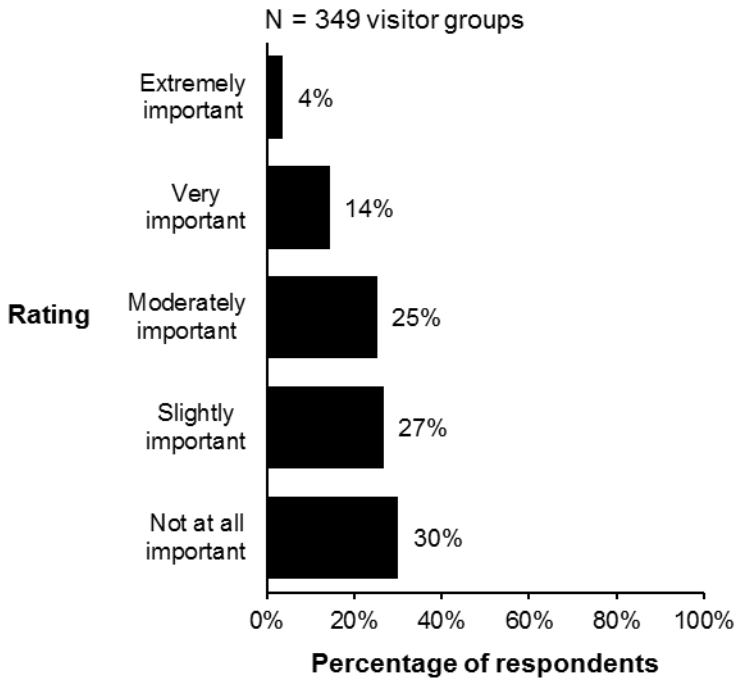


Figure 39. Importance of learning about Latino American history/culture

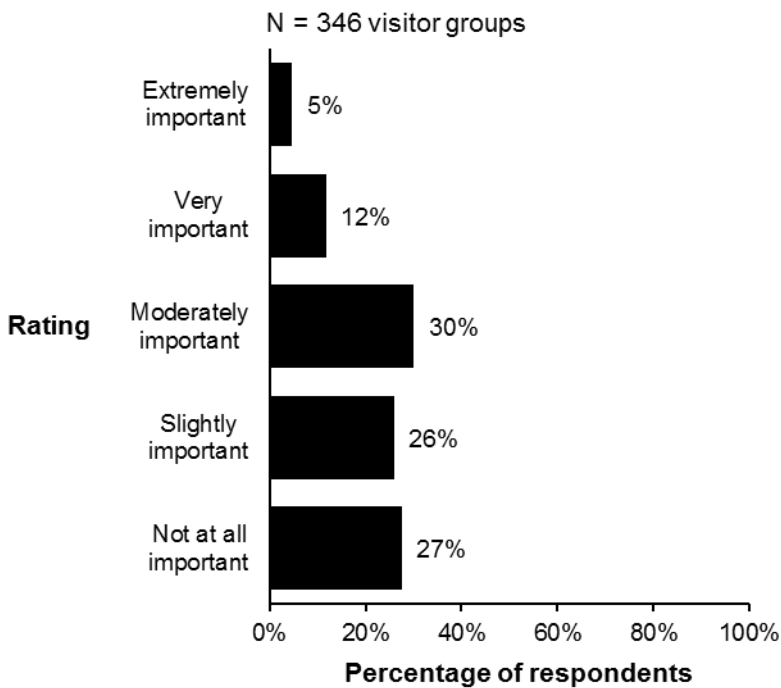


Figure 40. Importance of learning about recreational boating

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning about subjects on a future visit

Question 9

If you were to visit San Francisco Maritime NHP in the future, are there specific subjects you would like to learn about?

Results (Figure 41)

- 73% of visitor groups did not have specific subjects they would like to learn about on a future visit to San Francisco Maritime NHP.

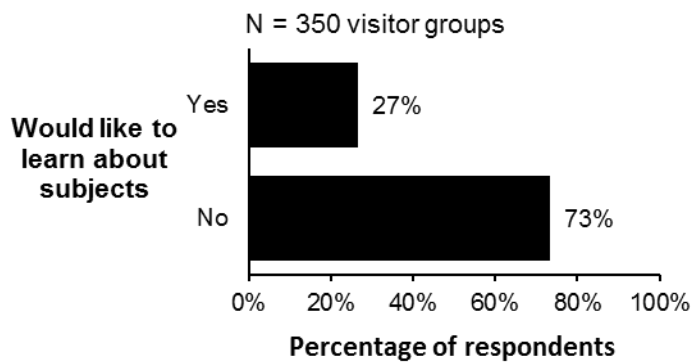


Figure 41. Visitors who would like to learn about specific subjects on future visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 9

If YES, please specify subjects you would like to learn about (open-ended).

Results

- Table 26 shows the subjects visitors would like to learn about on future visits to San Francisco Maritime NHP. The most frequently mentioned subjects were:
 - o 36% “History”
 - o 16% “Ships”
 - o 12% “Maritime life”

Table 26. Subjects desired to learn about on a future visit

N = 118 comments Some visitor groups may have made more than one comment.	
Response	Percent of valid responses*
History	36%
Ships	16%
Maritime life	12%
Bay Area geology	5%
Plants and wildlife	4%
Artifacts and exhibits	3%
Commerce	3%
Environmental changes and protection	3%
Today's Maritime industry	3%
Currents and tides	3%
Navigation	3%
Other comments	8%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Importance of elements at Maritime Museum and Visitor Center

Question 10

When visiting a place like San Francisco Maritime NHP, how important to you are the following elements for the Maritime Museum and Visitor Center to have?

Rating choices:

Extremely Important
Very Important
Moderately Important
Slightly Important
Not at all Important

Results

- Figure 42 shows the combined proportions of “extremely important” and “very important” ratings for elements at the Maritime Museum and Visitor Center.
- The elements that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - o 71% Ability to make me think
 - o 67% Untold stories
 - o 64% Things to watch
- The elements that received the lowest combined proportions of “extremely important” and “very important” ratings were:
 - o 43% Use of technology
 - o 17% A chance to express my ideas

Figure 43 through Figure 52 show ratings for each element.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

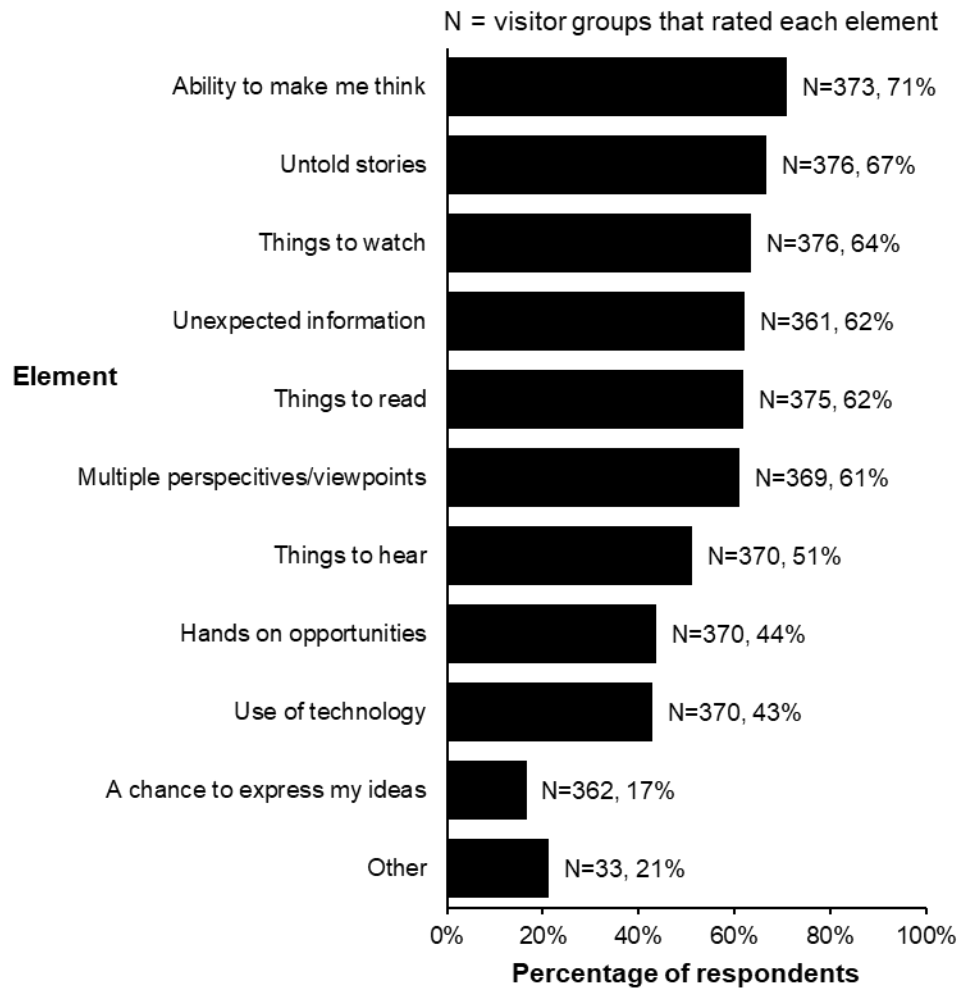


Figure 42. Importance of elements, combined ratings of “extremely important” and “very important”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

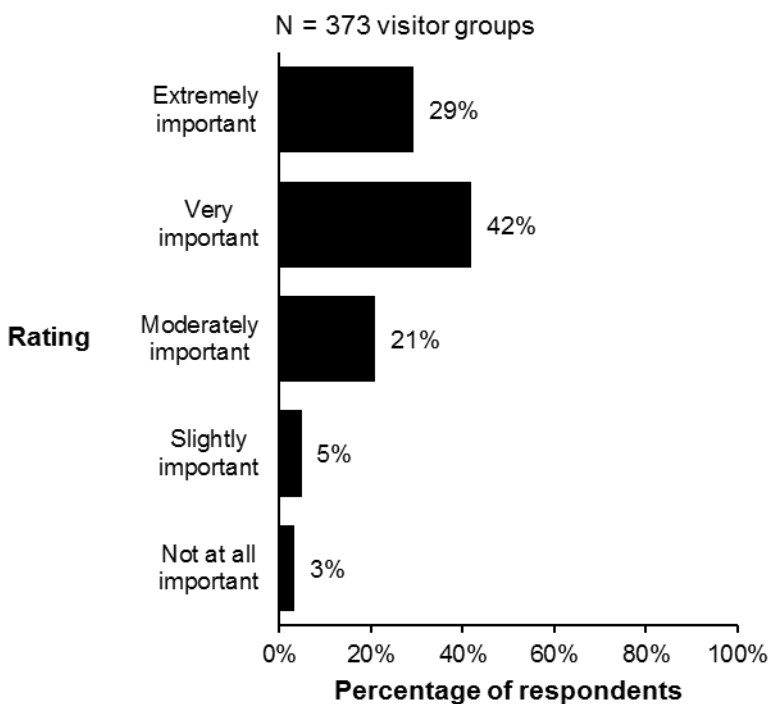


Figure 43. Importance of the ability to make me think

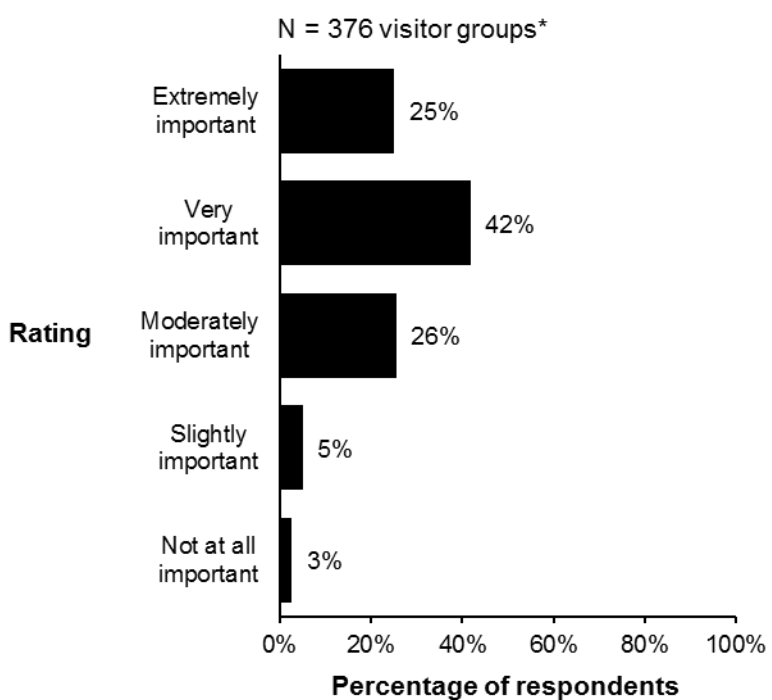


Figure 44. Importance of untold stories

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

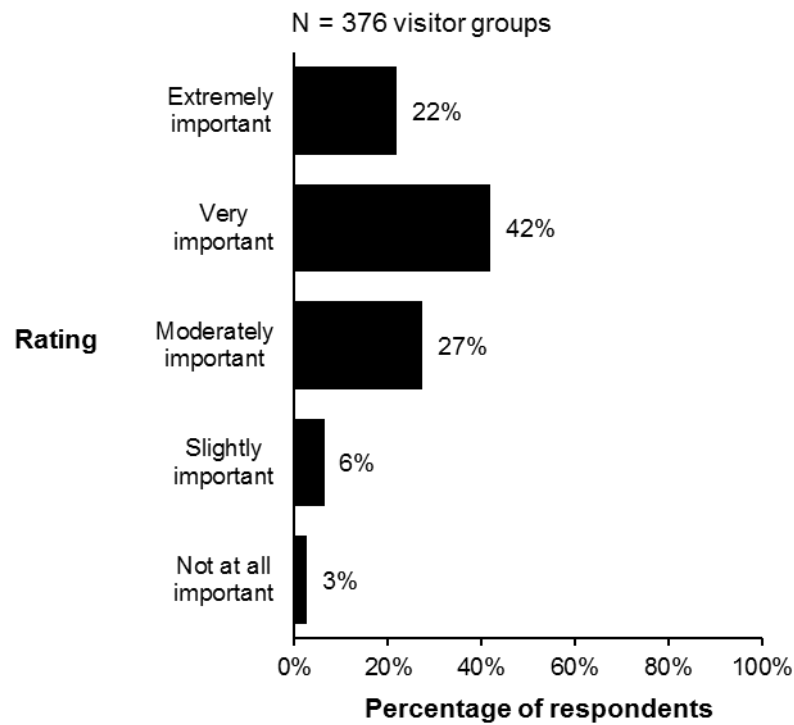


Figure 45. Importance of things to watch

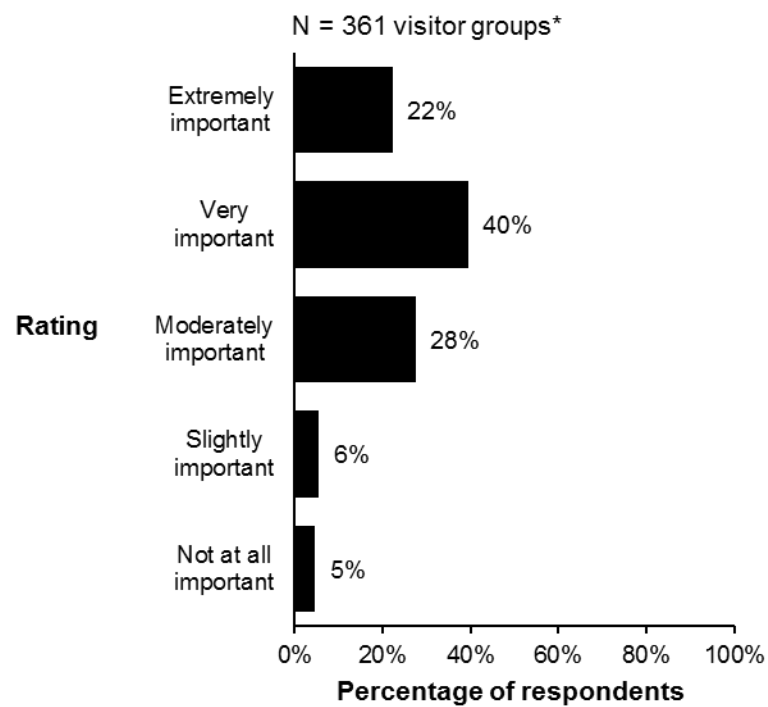


Figure 46. Importance of unexpected information

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

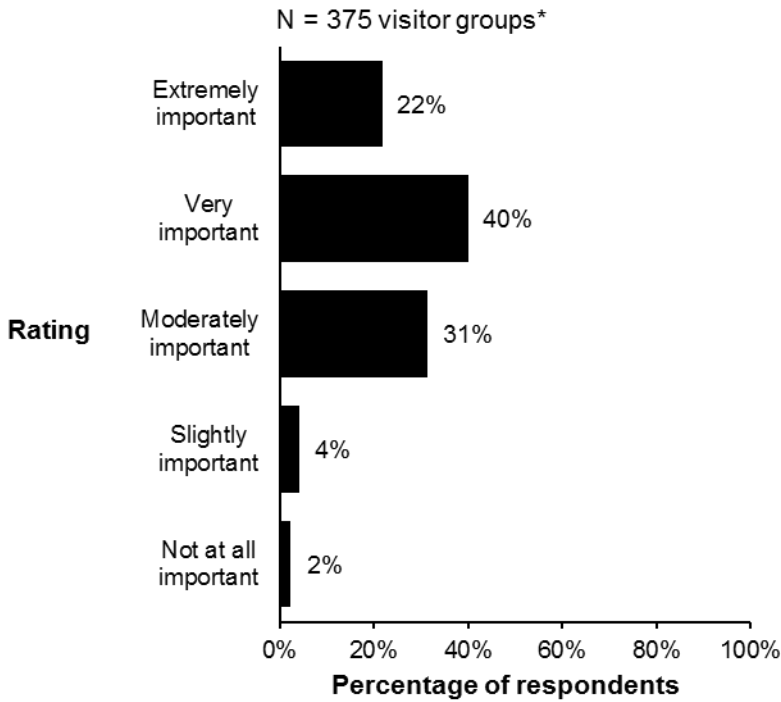


Figure 47. Importance of things to read

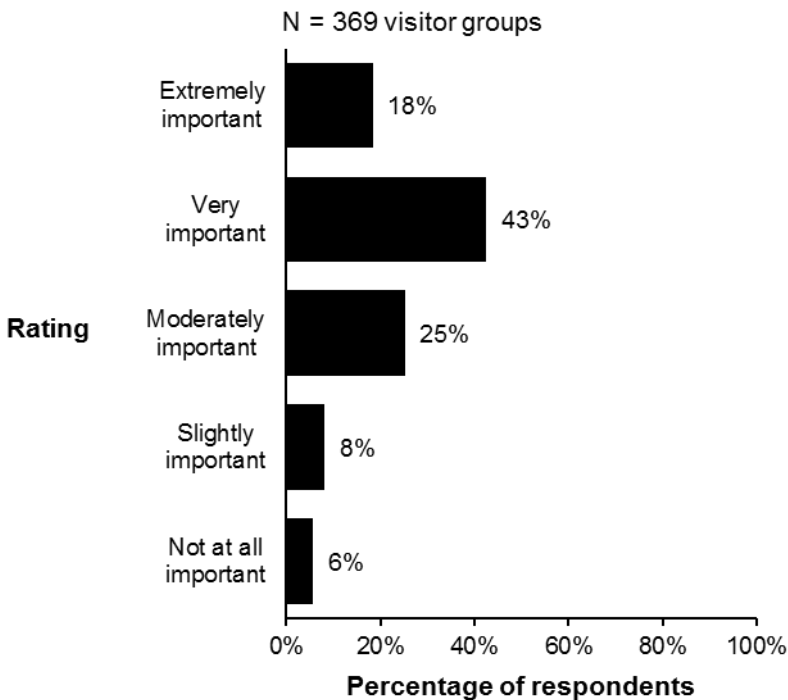


Figure 48. Importance of multiple perspectives/viewpoints

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

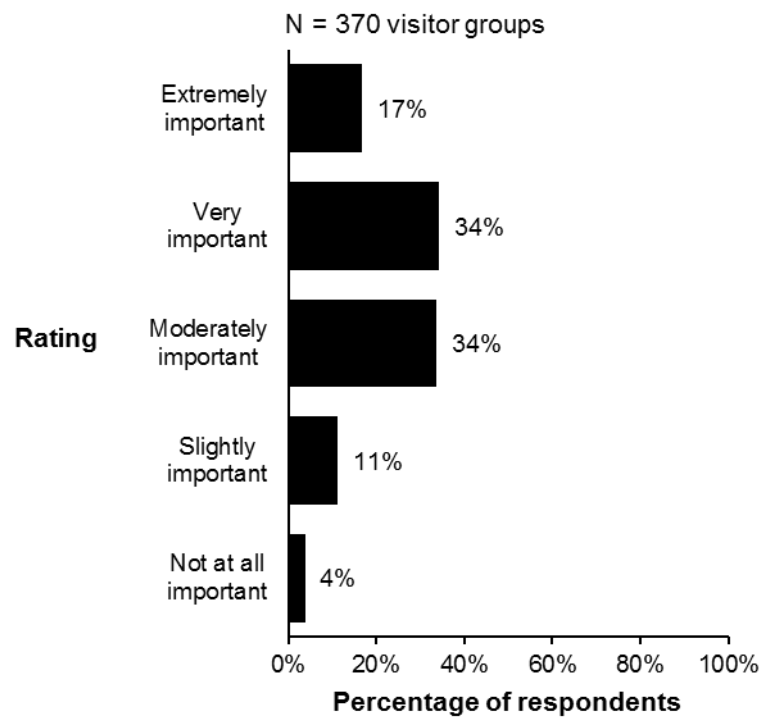


Figure 49. Importance of things to hear

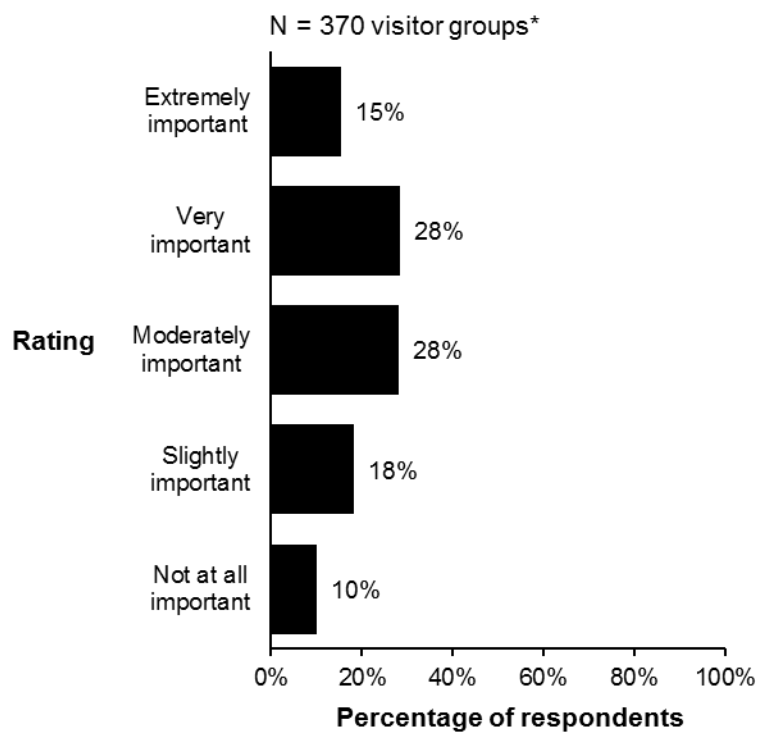


Figure 50. Importance of hands on opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

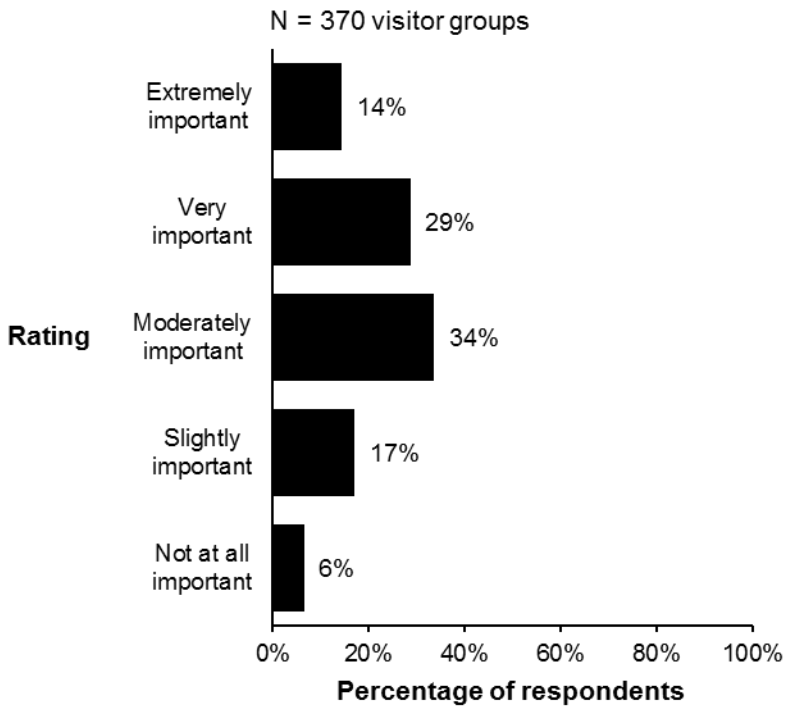


Figure 51. Importance of use of technology

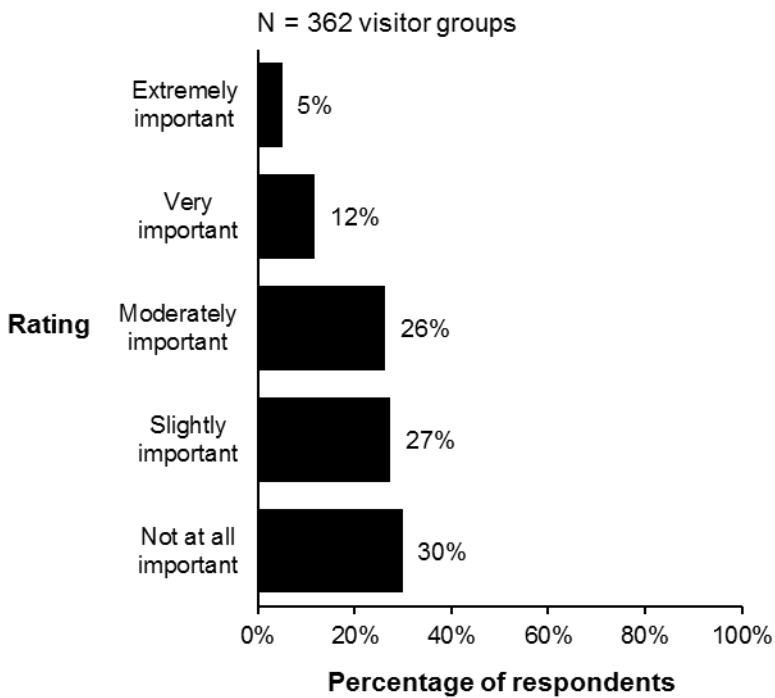


Figure 52. Importance of a chance to express my ideas

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Interest in learning through programs, services, or activities on a future visit

Question 11

On a future visit, how interested would your personal group be in learning about San Francisco Maritime NHP through the following types of programs, services, or activities?

Rating choices:

Extremely Interested
Very Interested
Moderately Interested
Slightly Interested
Not at all Interested

Results

- Figure 53 shows the combined proportions of “extremely interested” and “very interested” ratings for programs, services, and activities.
- The programs, services, and activities that received the highest combined proportions of “extremely interested” and “very interested” ratings were:
 - o 59% 15-minute ranger program
 - o 52% Behind the scenes tour
 - o 47% 20 to 30-minute ranger program
- The programs, services, and activities that received the lowest combined proportions of “extremely interested” and “very interested” ratings were:
 - o 23% 45-minute ranger program
 - o 21% Lectures

Figure 54 through Figure 64 show ratings for each program, service, and activity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

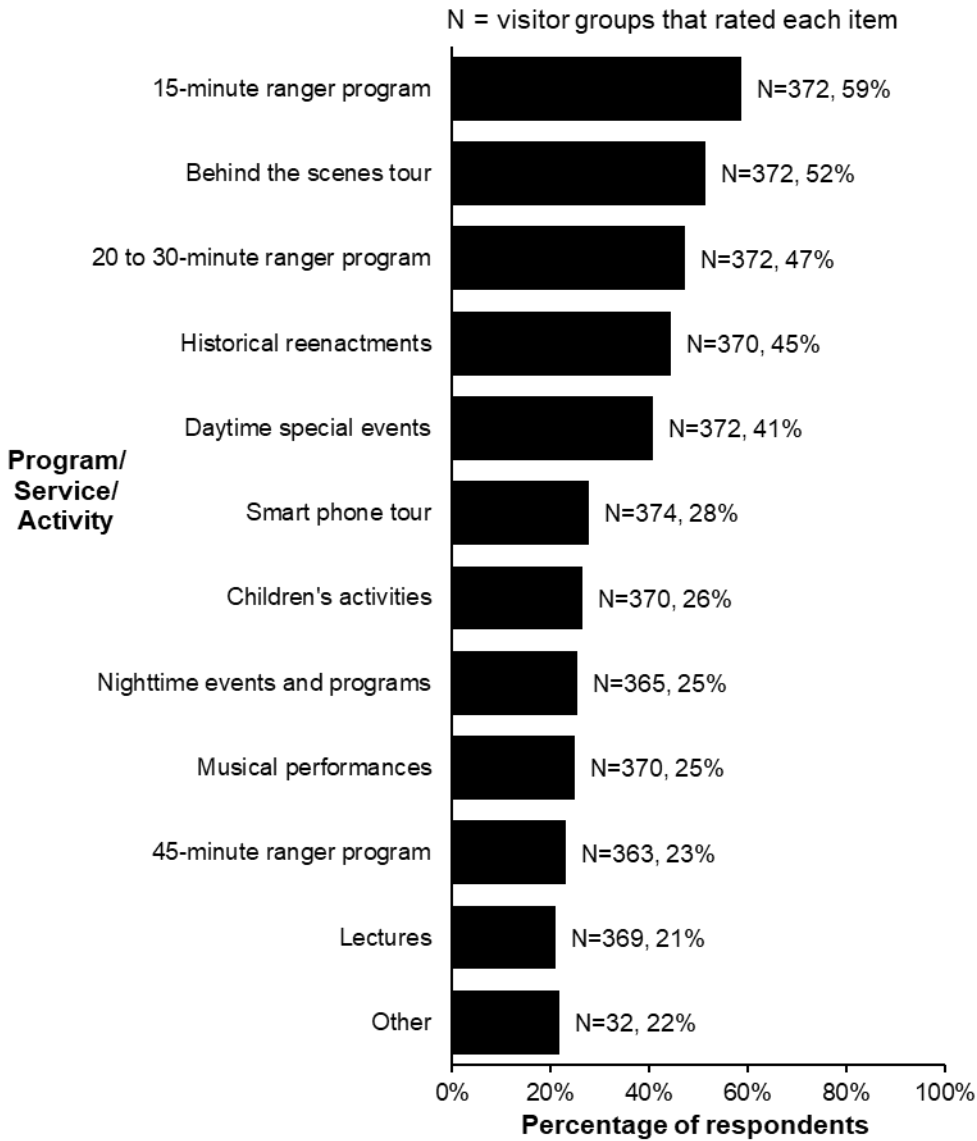


Figure 53. Interest in programs, services, and activities, combined ratings of “extremely interested” and “very interested”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

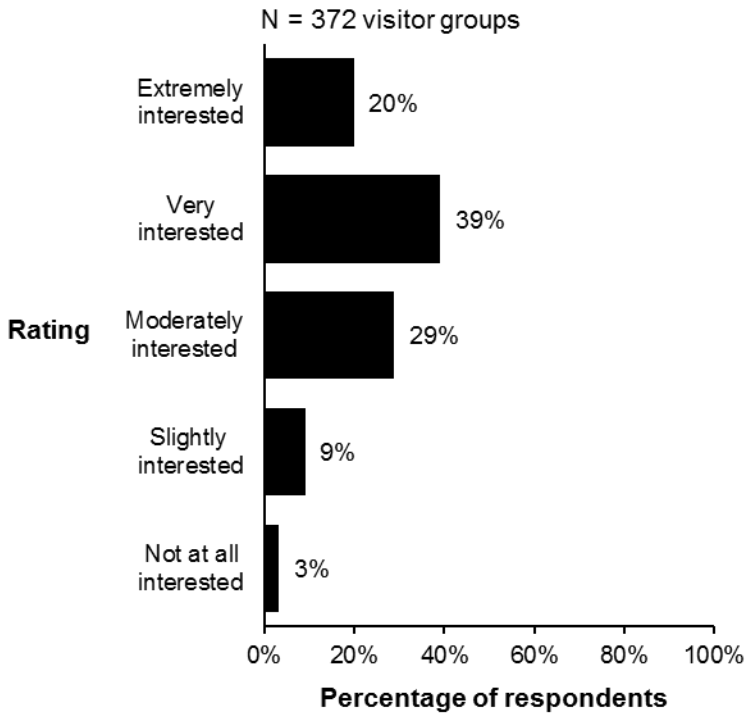


Figure 54. Interest in 15-minute ranger program

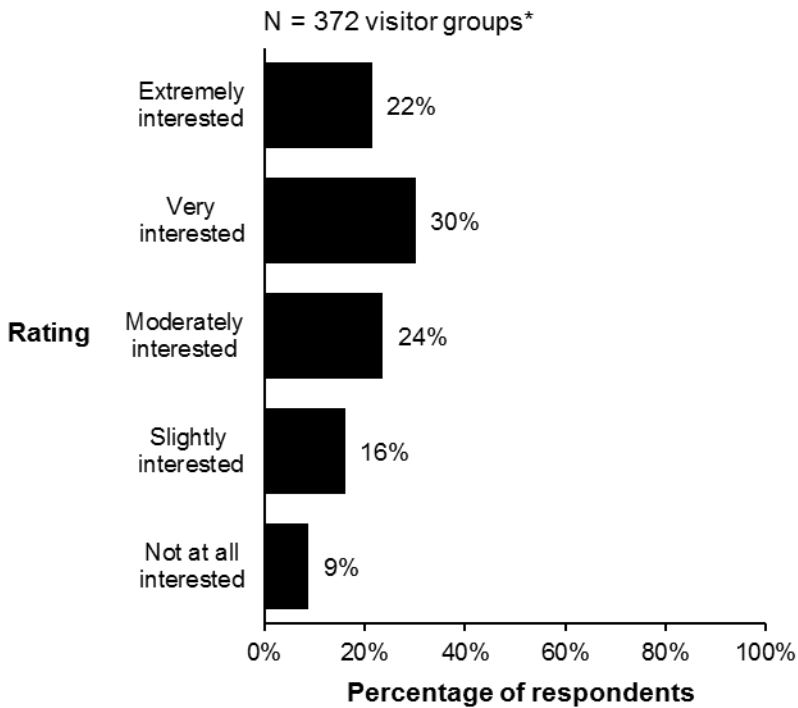


Figure 55. Interest in behind the scenes tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

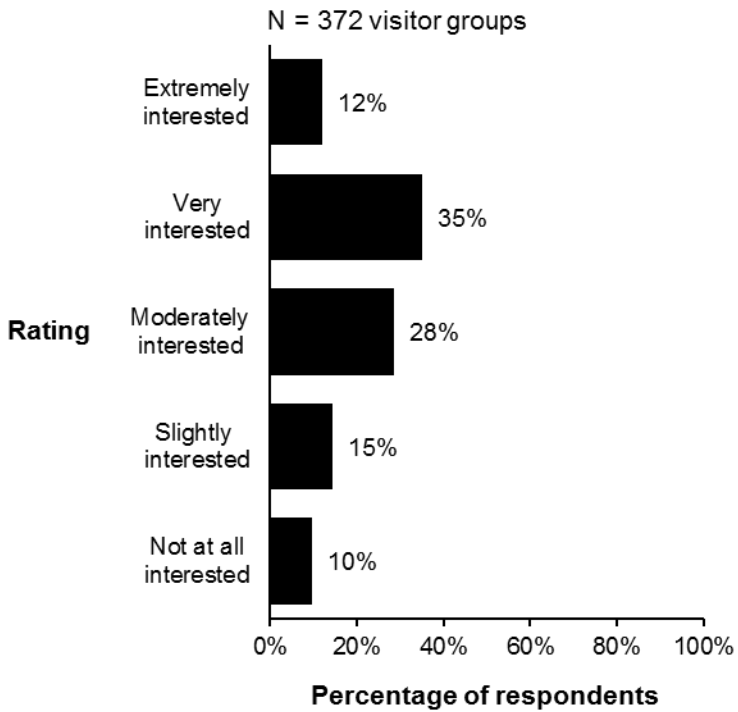


Figure 56. Interest in 20 to 30-minute ranger program

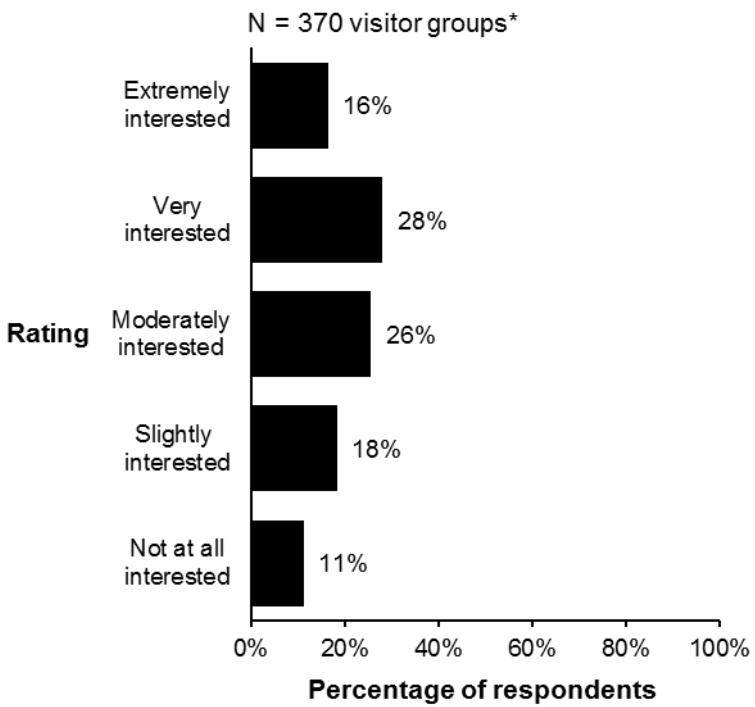


Figure 57. Interest in historical reenactments

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

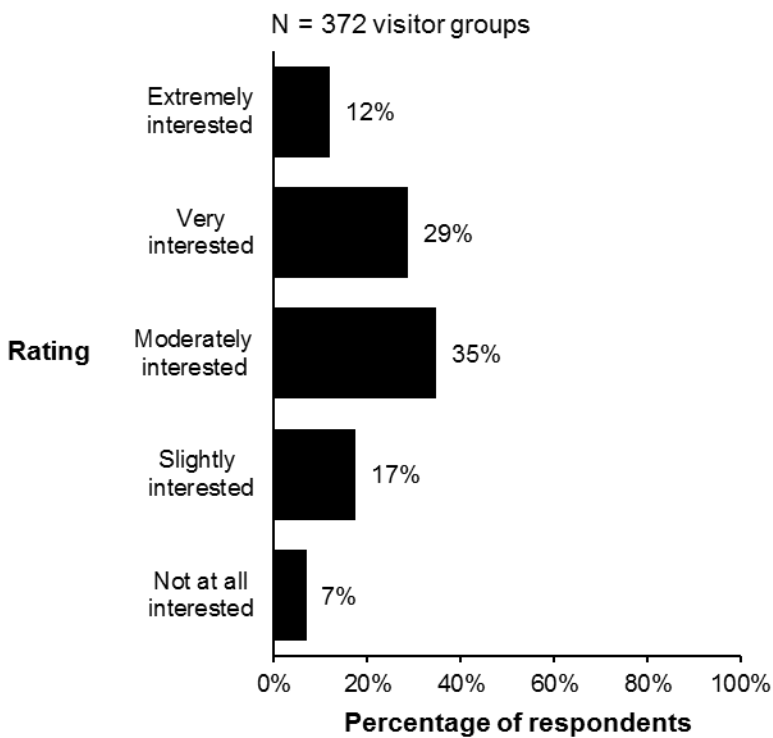


Figure 58. Interest in daytime special events

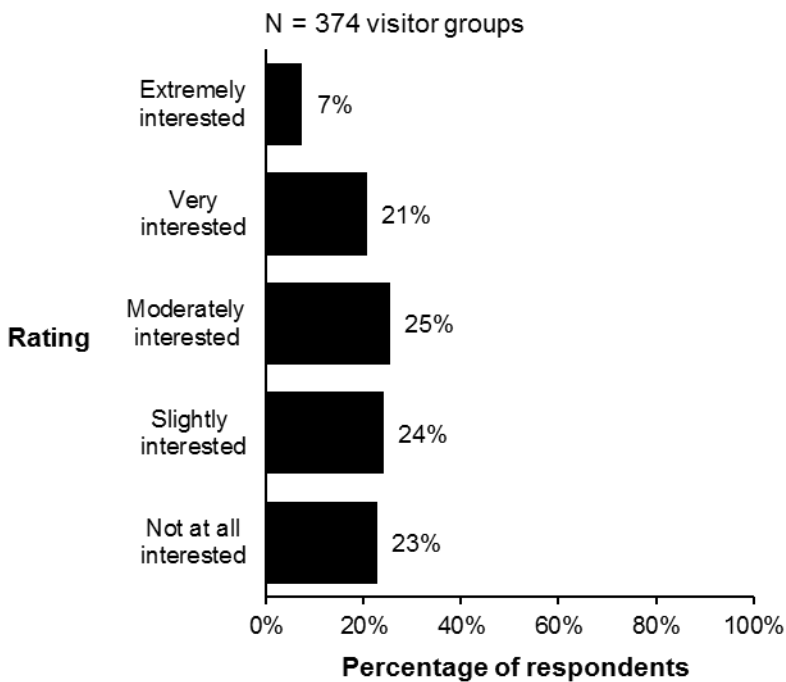


Figure 59. Interest in smart phone tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

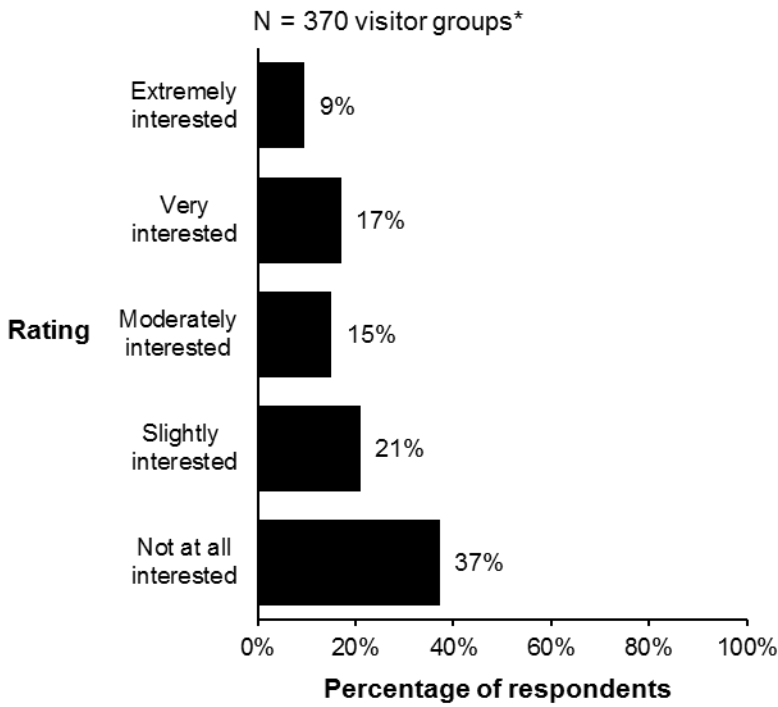


Figure 60. Interest in children's activities

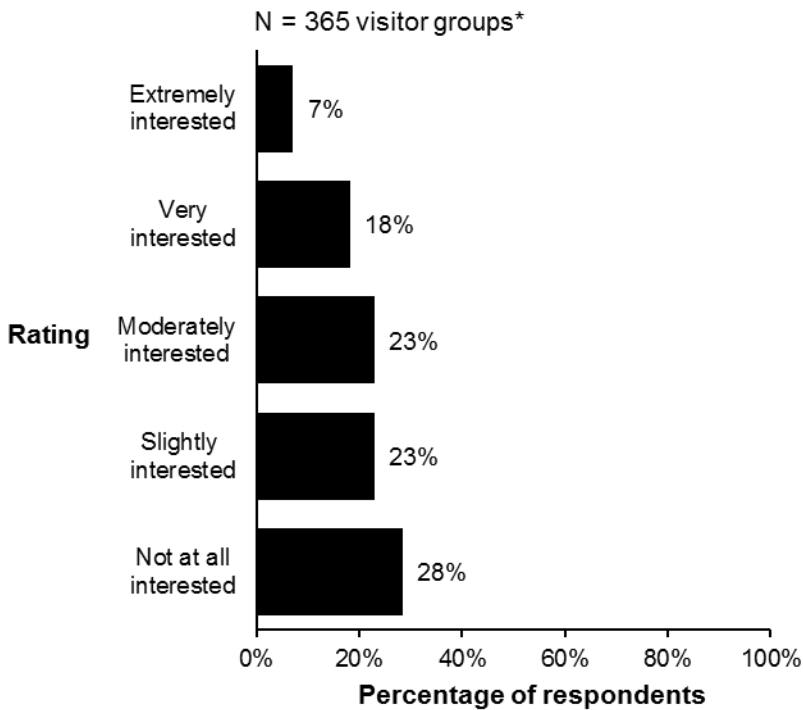


Figure 61. Interest in nighttime events and programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

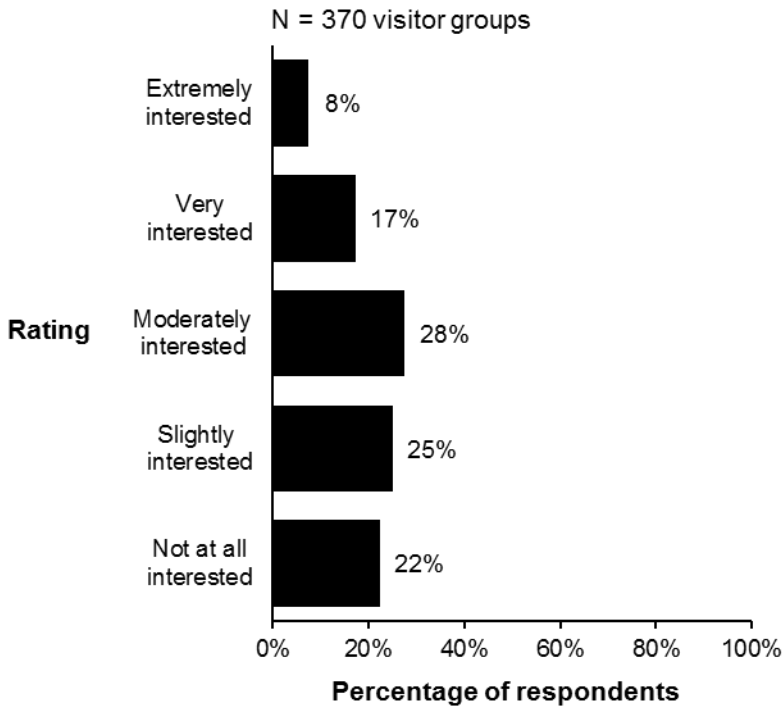


Figure 62. Interest in musical performances

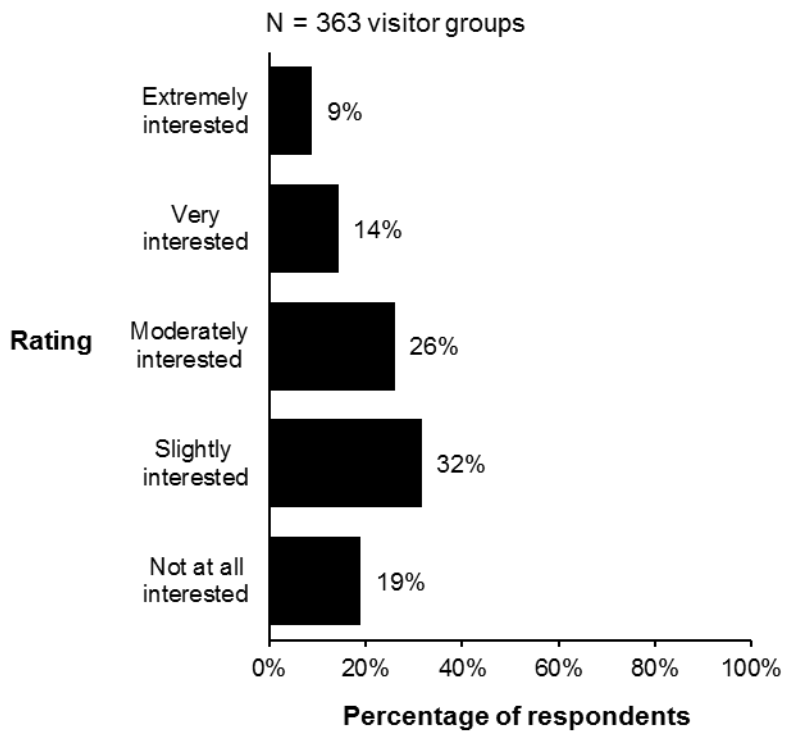


Figure 63. Interest in 45-minute ranger program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

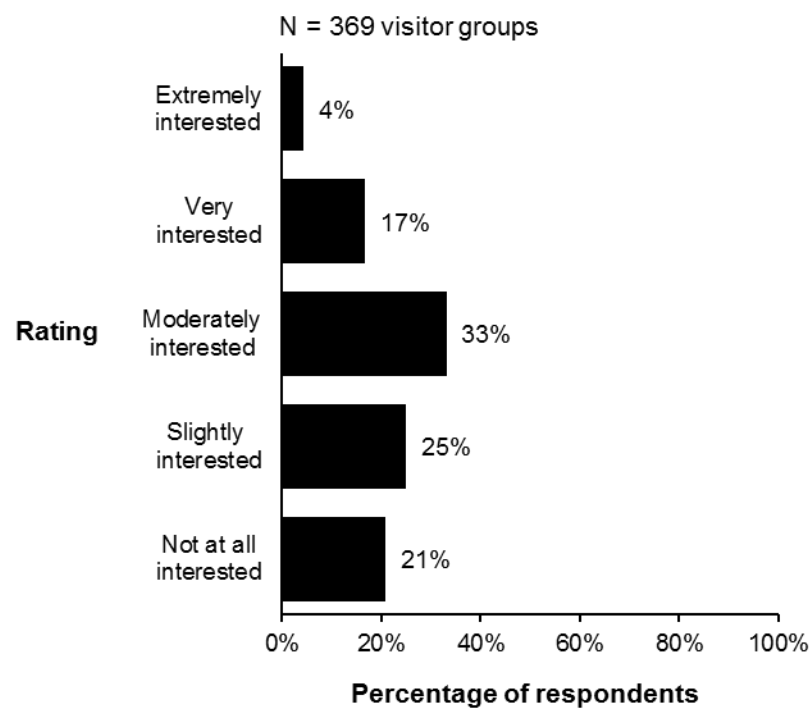


Figure 64. Interest in lectures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Current issues

Question 12

San Francisco Maritime NHP would like to use exhibits to present current issues using historical information. What current issues interest you?

Results (Figure 65)

- 68% of visitor groups were interested in climate change/sea level rise.
- 60% of visitor groups were interested in effects of changing technology.
- 59% of visitor groups were interested in immigration.
- 58% of visitor groups were interested in trade/globalization

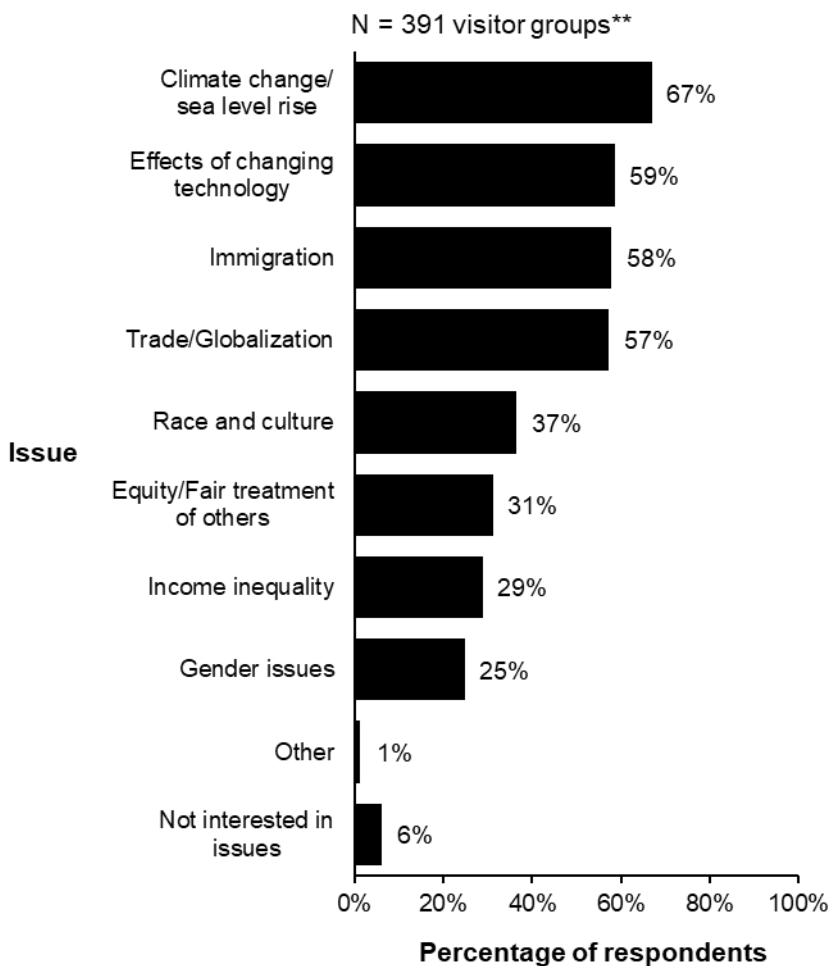


Figure 65. Interest in current issues

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Improve learning opportunities

Question 13

What would you recommend to improve current learning opportunities (subjects, exhibits, programs) provided at San Francisco Maritime NHP?

Results

- Table 27 shows the recommendations from visitors to improve current learning opportunities at San Francisco Maritime NHP. The most frequently mentioned improvements were:
 - o 18% “Address specific topics of interest”
 - o 9% “Nothing/great as is”
 - o 9% “More programs/tours”

Table 27. Recommendations to improve learning opportunities

N = 160 comments Some visitor groups may have made more than one comment.	
Response	Percent of valid responses
Address specific topics of interest	18%
Nothing/great as is	9%
More programs/tours	9%
Hands on exhibits	8%
More access to ships	8%
Improved facilities	6%
More/improved signage	6%
More exhibits	5%
Greater ranger presence	4%
More children's activities	4%
More historical perspectives	4%
More videos	4%
More wayfinding information	4%
Personal stories	4%
Utilize more technology	3%
Other comments	4%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Aspects liked most about visit

Question 14

What did you like most about your visit to San Francisco Maritime NHP?

Results

- Table 28 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - o 24% “Exhibits”
 - o 21% “Touring historic ships
 - o 8% “Friendly and knowledgeable staff”

Table 28. Aspects liked most about visit

N = 349 comments Some visitor groups may have made more than one comment.	
Response	Percent of valid responses*
Exhibits	24%
Touring historic ships	21%
Friendly and knowledgeable staff	8%
History	7%
Learning opportunities	5%
Location	5%
Hands on activities	4%
Boat building	3%
Atmosphere	3%
Layout and variety	3%
Clean and welcoming facilities	2%
Maritime Museum	2%
Visitor Center	2%
Hyde Street Pier	2%
Beach	1%
Other comments	7%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Aspects liked least about visit

Question 15

What did you like least about your visit to San Francisco Maritime NHP?

Results

- Table 29 shows the aspects visitor groups liked least about their visit. The most frequently mentioned aspects were:
 - o 17% “Nothing/everything was great”
 - o 13% “Areas were closed”
 - o 11% “Ship-boarding fee”

Table 29. Aspects like least about visit

N = 198 comments Some visitor groups may have made more than one comment.	
Response	Percent of valid responses*
Nothing/everything was great	17%
Areas were closed	13%
Ship-boarding fee	11%
Poor exhibits/layout	9%
Did not plan enough time for visit	7%
Facilities and maintenance	6%
Crowded	5%
Lack of wayfinding information	5%
Limited access to ships	5%
Hours of operation	3%
No ranger presence near exhibits	3%
Parking and traffic	3%
Lack of amenities	2%
Park staff	2%
Other comments	11%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Park Management

Quality of facilities, services, and recreational opportunities

Question 16

How would you rate the quality of the facilities, services, and recreational opportunities in San Francisco Maritime NHP?

Rating choices:

Very good
Good
Average
Poor
Very poor

Results

- Figure 66 shows the combined proportions of “very good” and “good” ratings for park facilities, services, and recreational opportunities.
- The facilities, services, and recreational opportunities that received the highest combined proportions of “very good” and “good” ratings were:
 - o 92% Visitor Center
 - o 88% On board historic ships
 - o 88% Assistance from park employees
- The facilities, services, and recreational opportunities that received the lowest combined proportions of “good” and “very good” ratings were:
 - o 78% Value for entrance fee paid
 - o 77% Ranger programs
 - o 73% Orientation/wayfinding signs

Figure 67 through Figure 81 show ratings for each service, facility, or recreation opportunity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

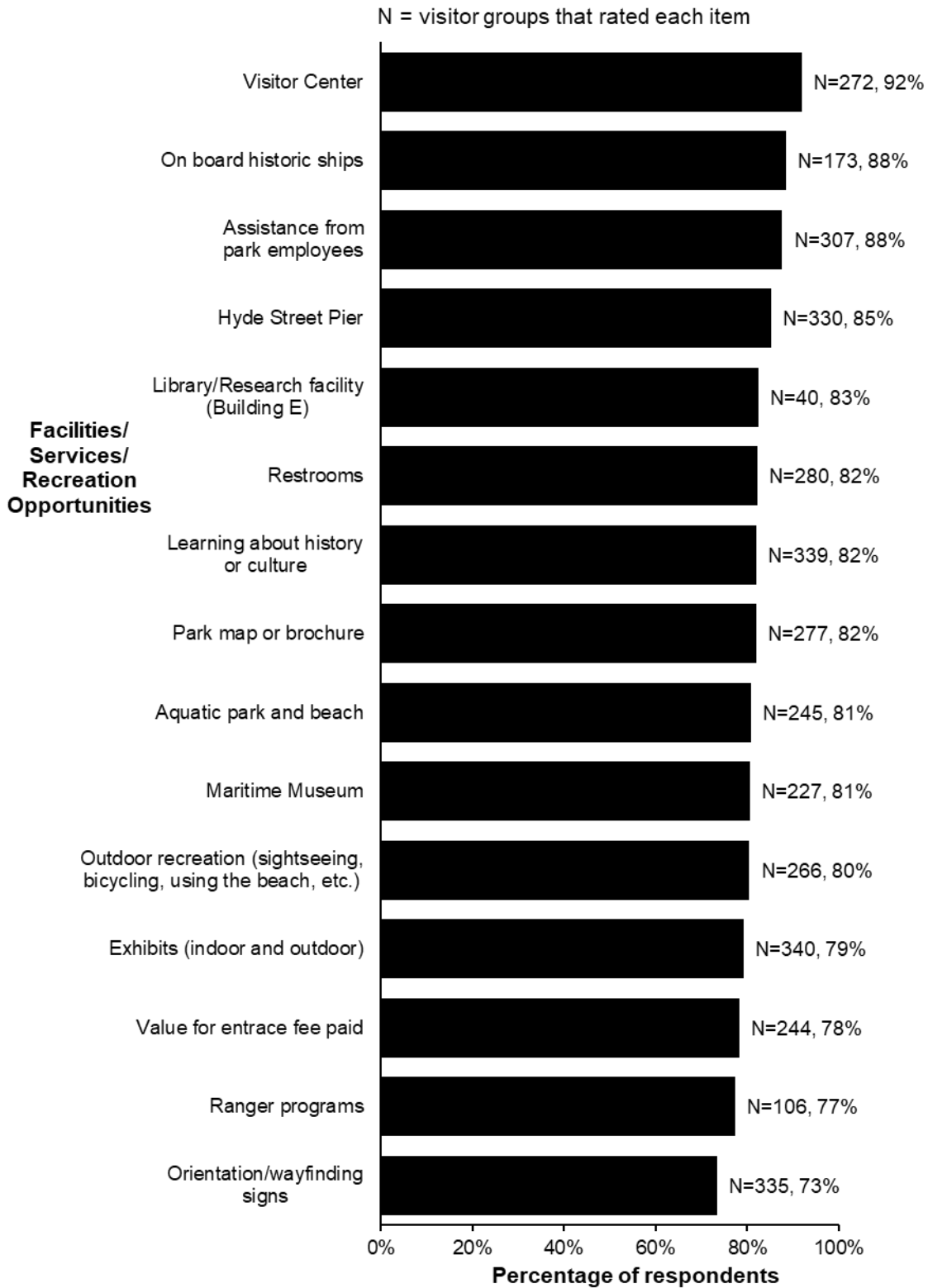


Figure 66. Quality of facilities, services, and recreational opportunities, combined responses for “good” and “very good”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

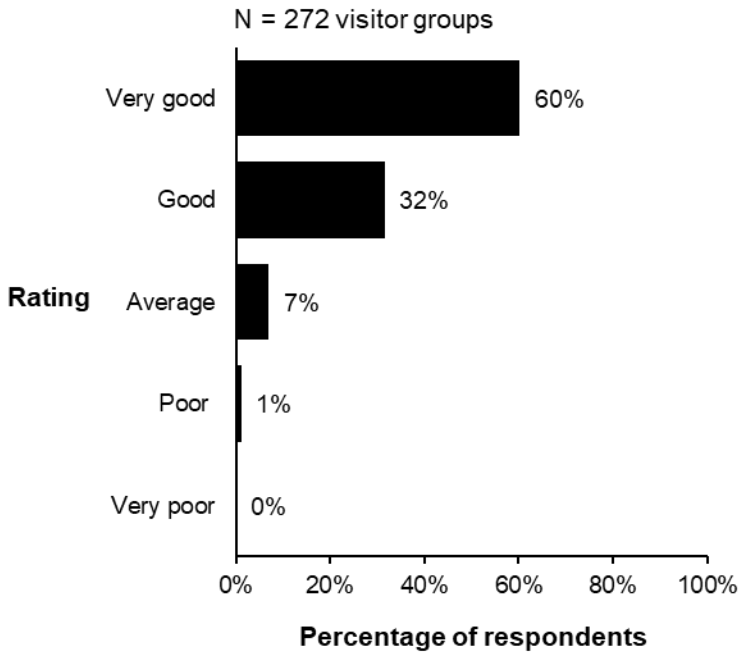


Figure 67. Quality of Visitor Center

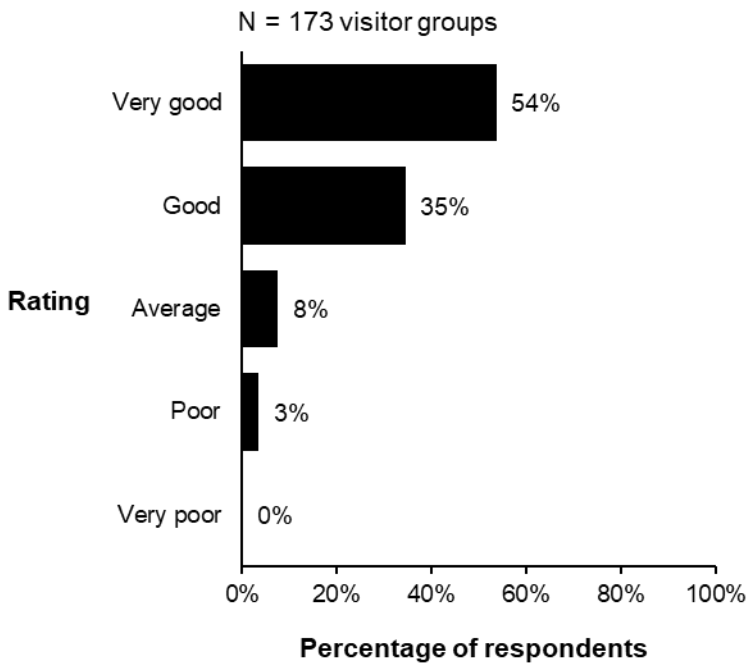


Figure 68. Quality on board historic ships

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

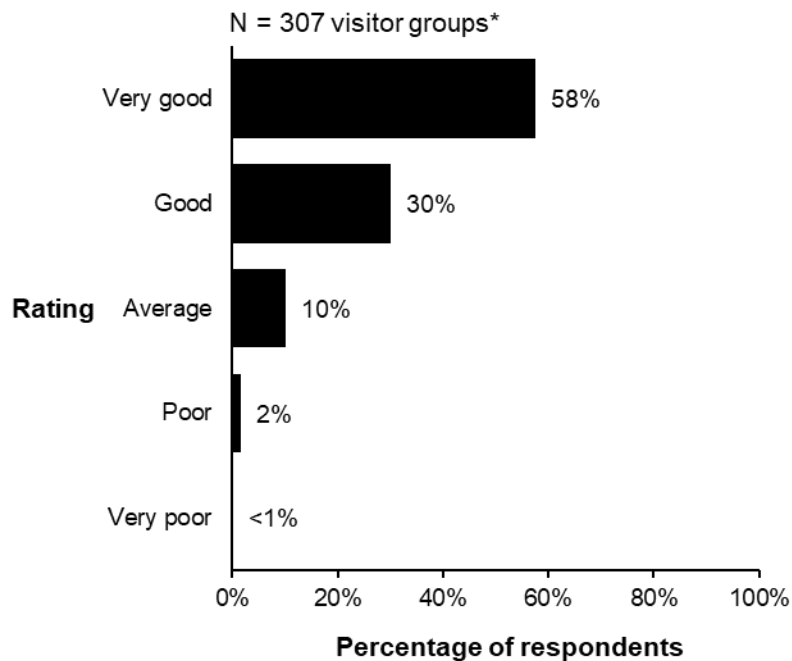


Figure 69. Quality of assistance from park employees

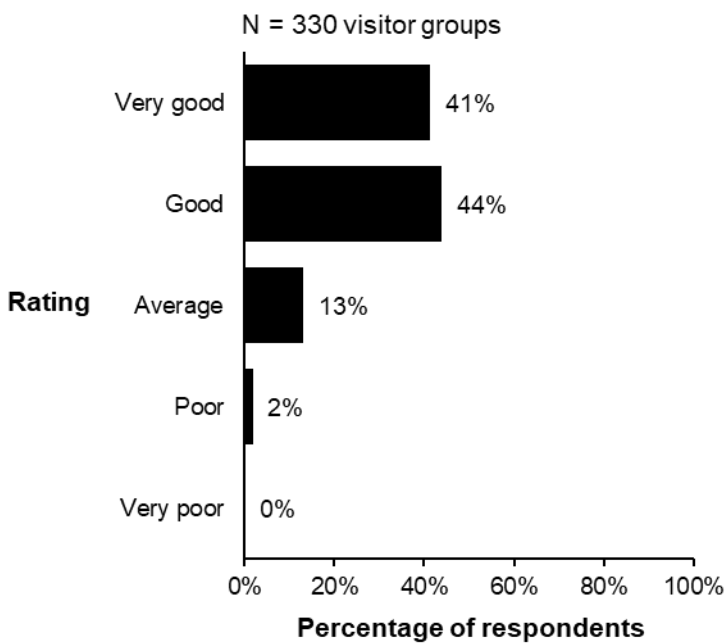


Figure 70. Quality of Hyde Street Pier

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

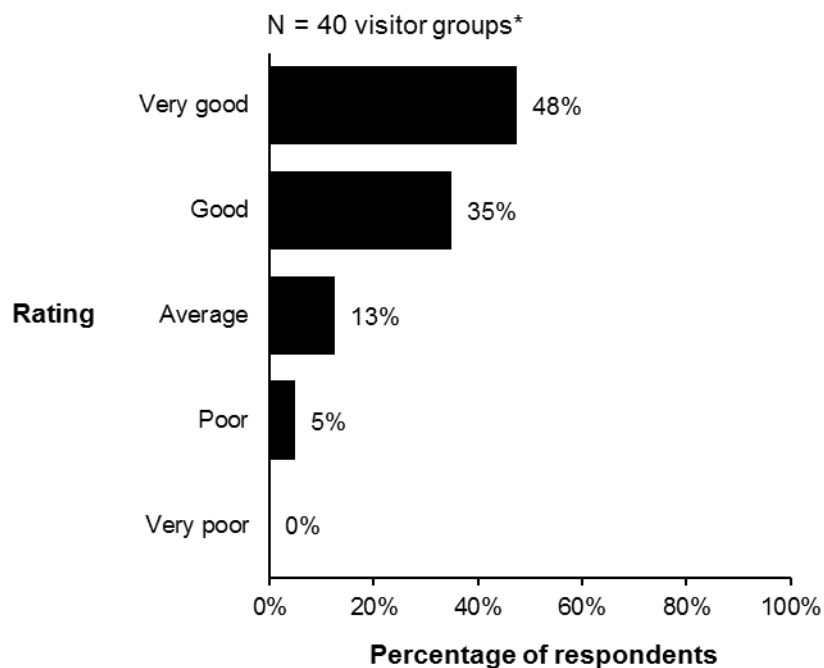


Figure 71. Quality of Library/Research facility (Building E)

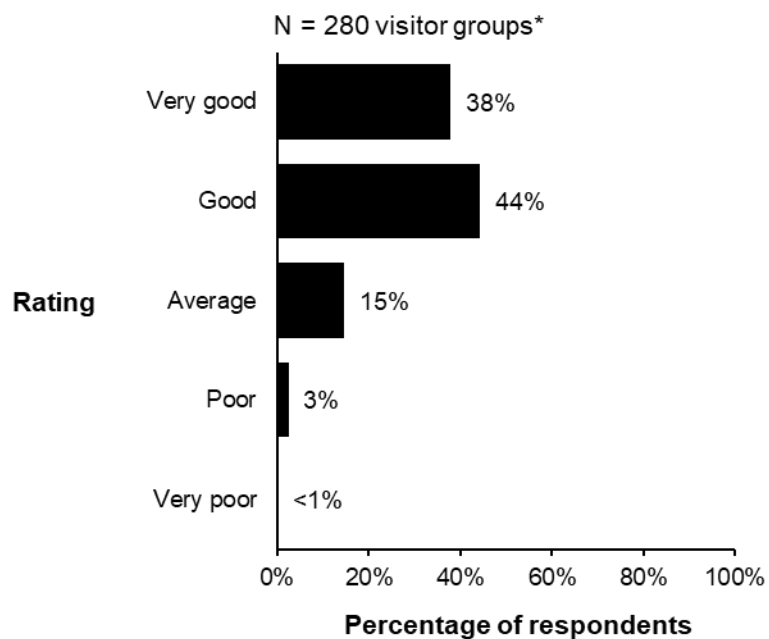


Figure 72. Quality of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

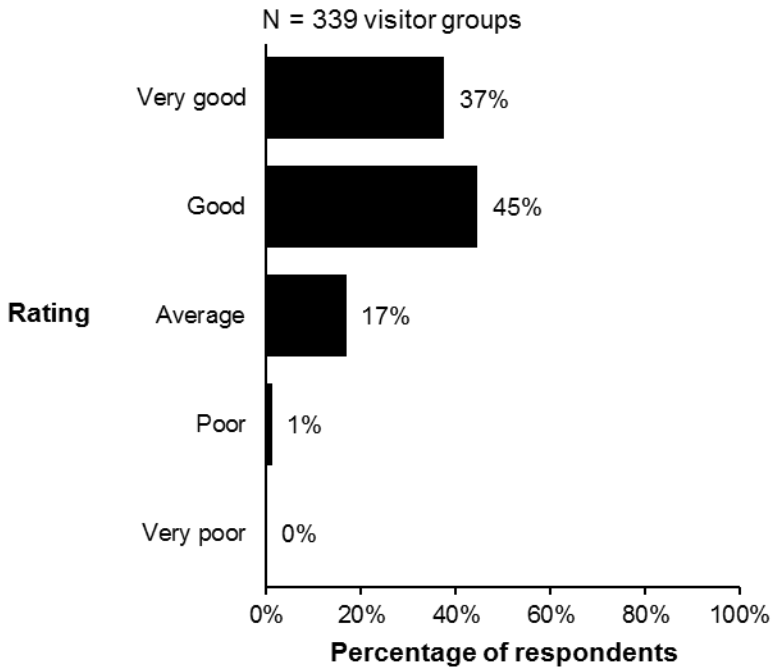


Figure 73. Quality of learning about history or culture

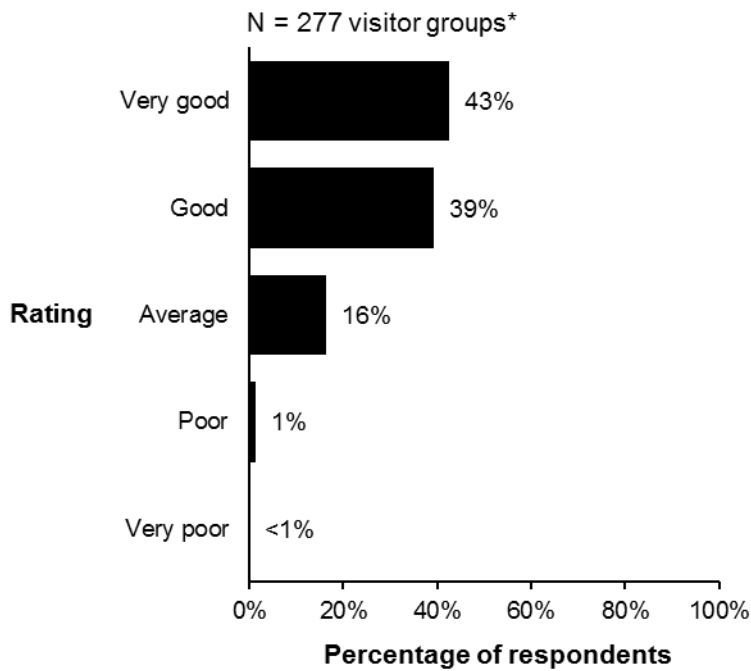


Figure 74. Quality of park map or brochure

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

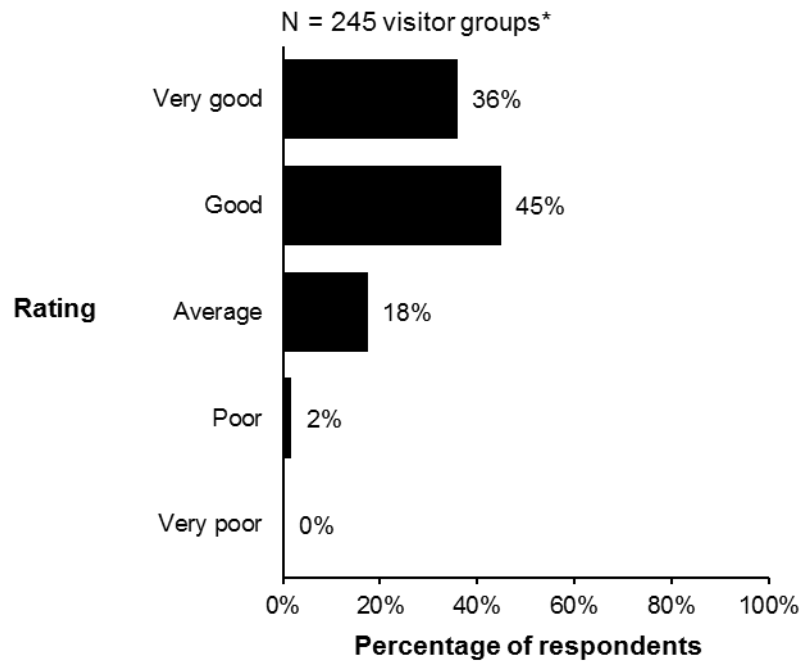


Figure 75. Quality of Aquatic Park and beach

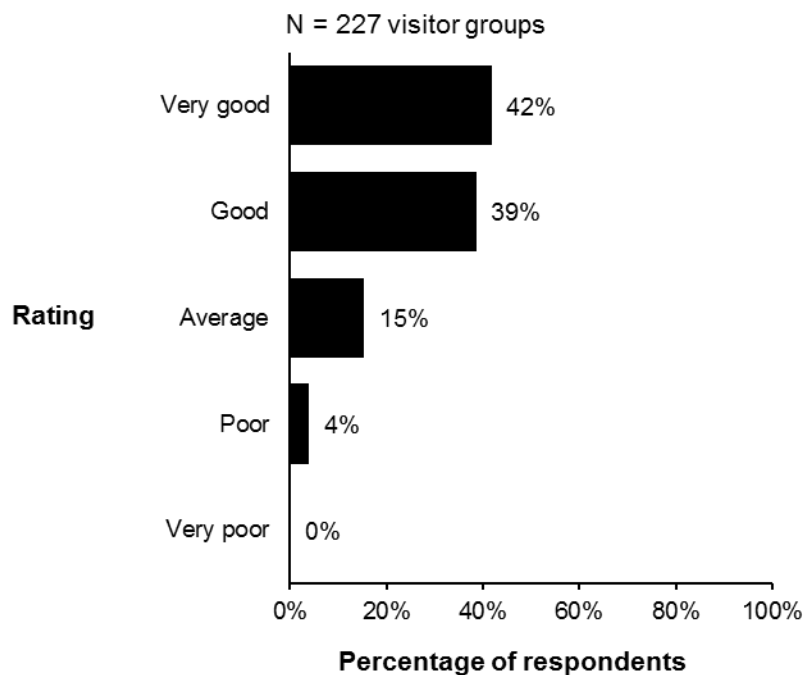


Figure 76. Quality of Maritime Museum

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

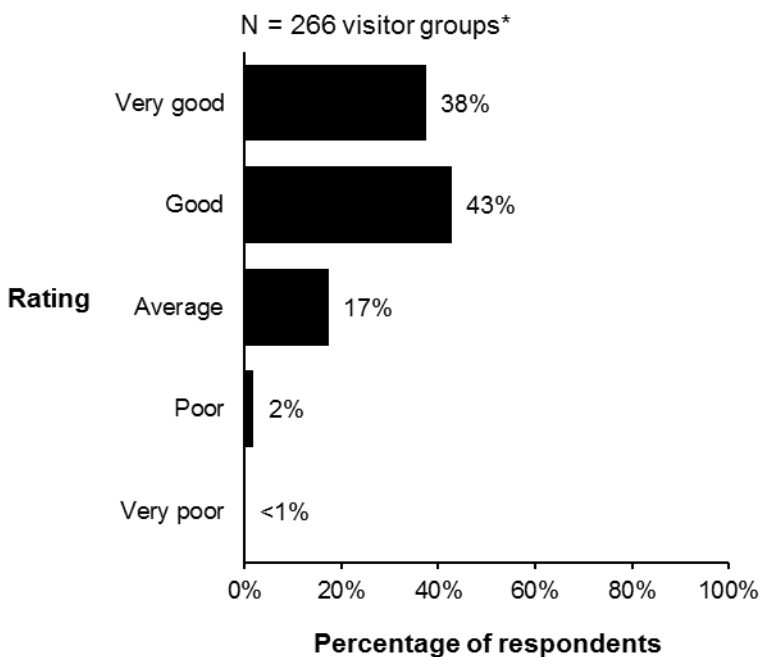


Figure 77. Quality of outdoor recreation (sightseeing, bicycling, using the beach, etc.)

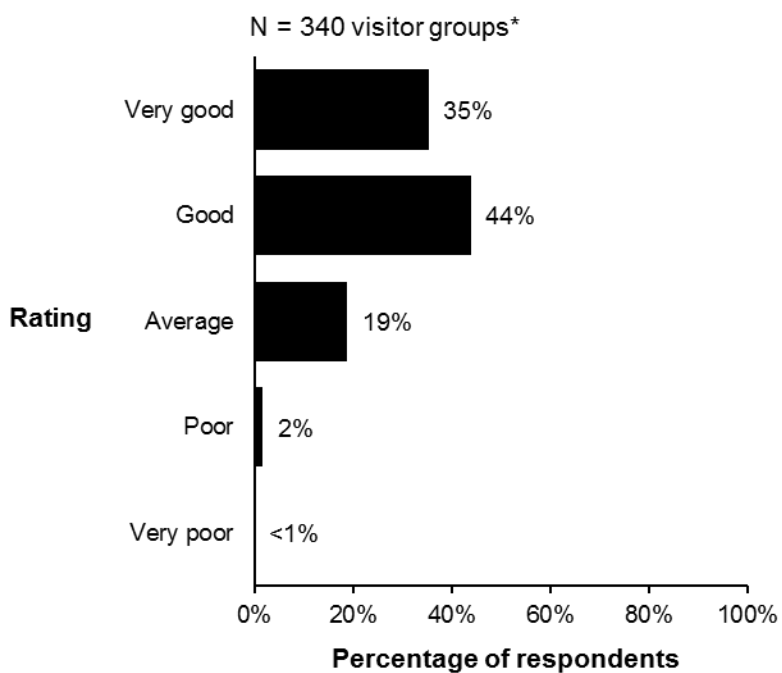


Figure 78. Quality of exhibits (indoor and outdoor)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

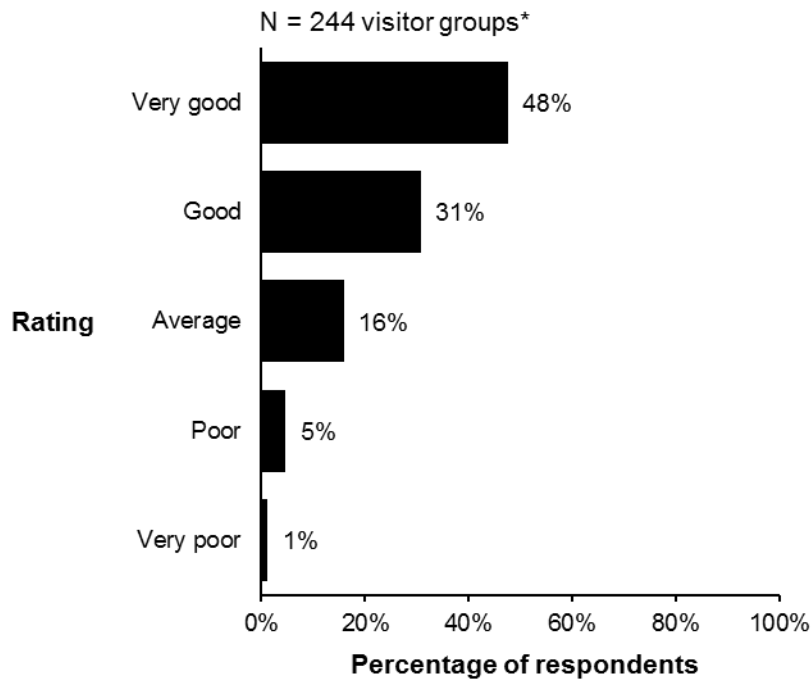


Figure 79. Quality of value for entrance fee paid

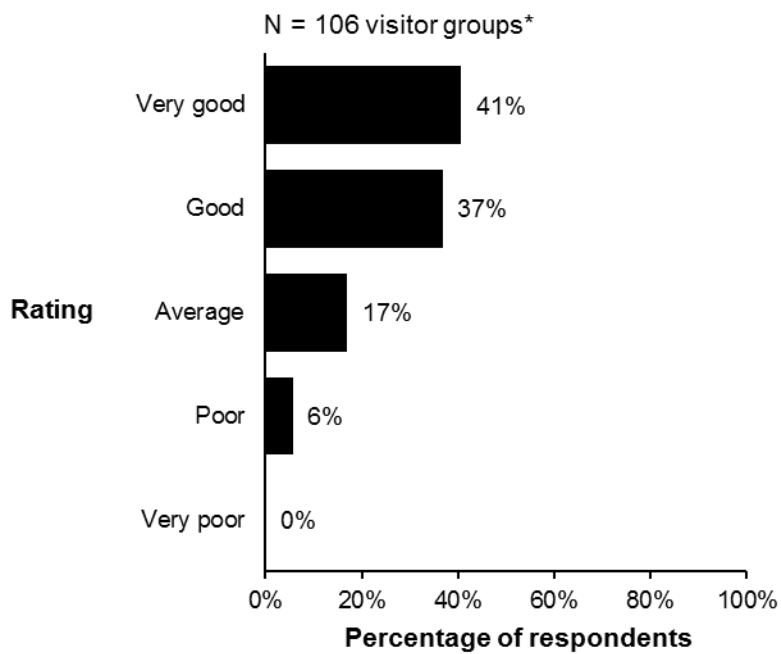


Figure 80. Quality of ranger programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

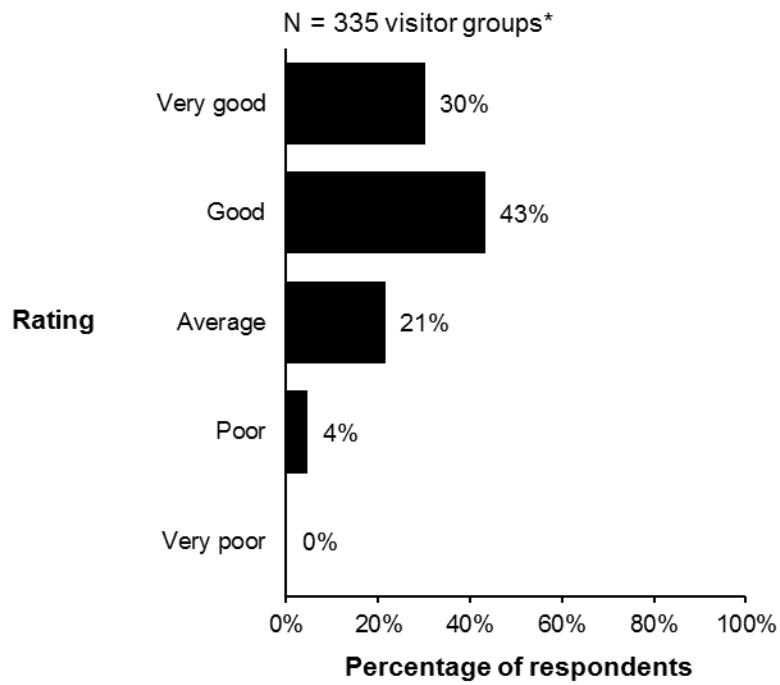


Figure 81. Quality orientation/wayfinding signs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Potential management options

Question 17

Please indicate the extent to which you would support or oppose each of the following potential management actions at San Francisco Maritime NHP.

Rating choices:

Strongly support
Support
Neither support nor oppose
Oppose
Strongly oppose

Results

- Figure 82 shows the combined proportions of “strongly support” and “support” ratings for the listed management options.
- The management options that received the highest combined proportions of “strongly support” and “support” ratings were:
 - o 65% Keep Hyde Street Pier open until 7:00 PM
 - o 57% Require bikes to be walked on the Promenade
- The management options that received the lowest combined proportions of “strongly support” and “support” ratings were:
 - o 49% Provide self-service machines to buy admission tickets for historic ships
 - o 21% Charge an admission fee for the Maritime Museum

Figure 83 through Figure 86 show ratings for each action.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

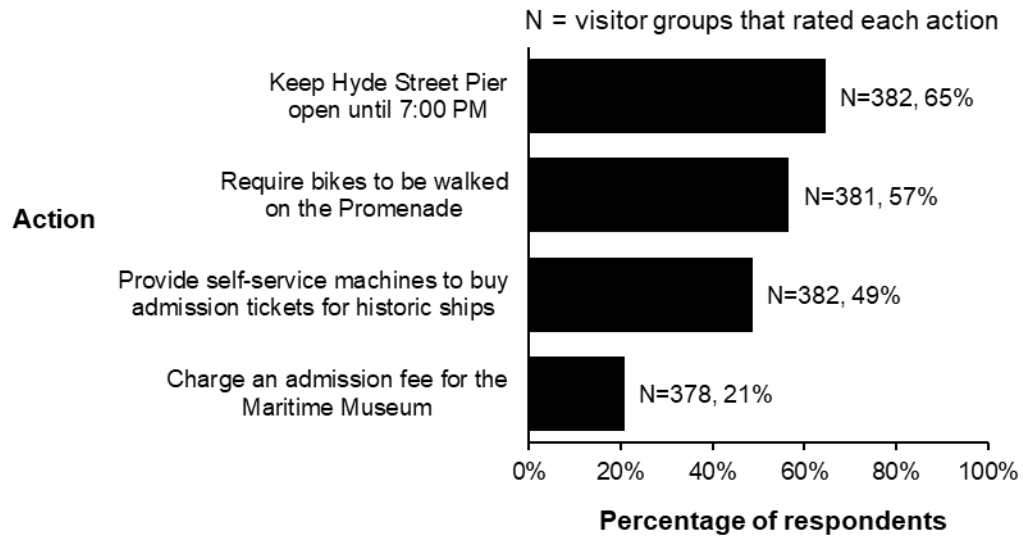


Figure 82. Support for potential management options, combined responses for “strongly support” and “support”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

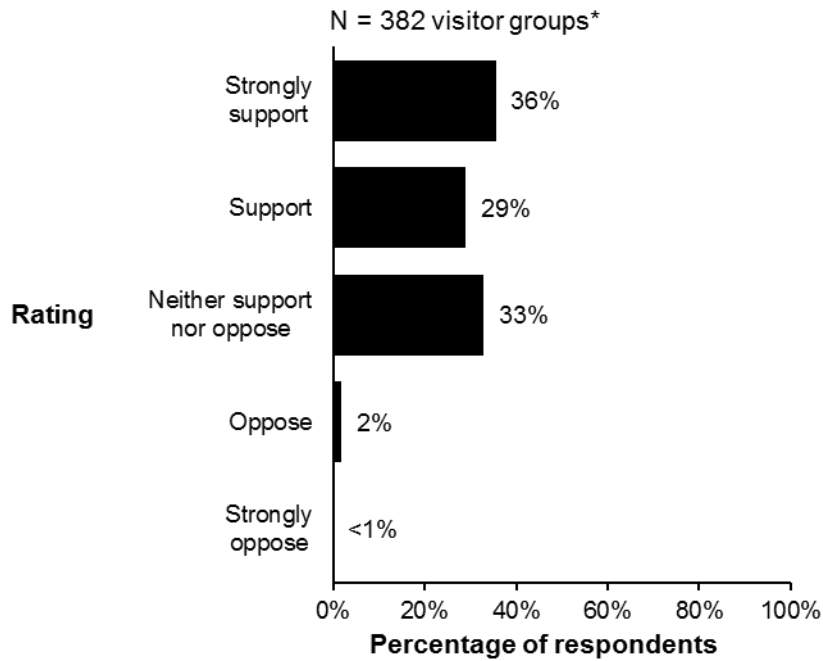


Figure 83. Support for keeping Hyde Street Pier open until 7:00 PM

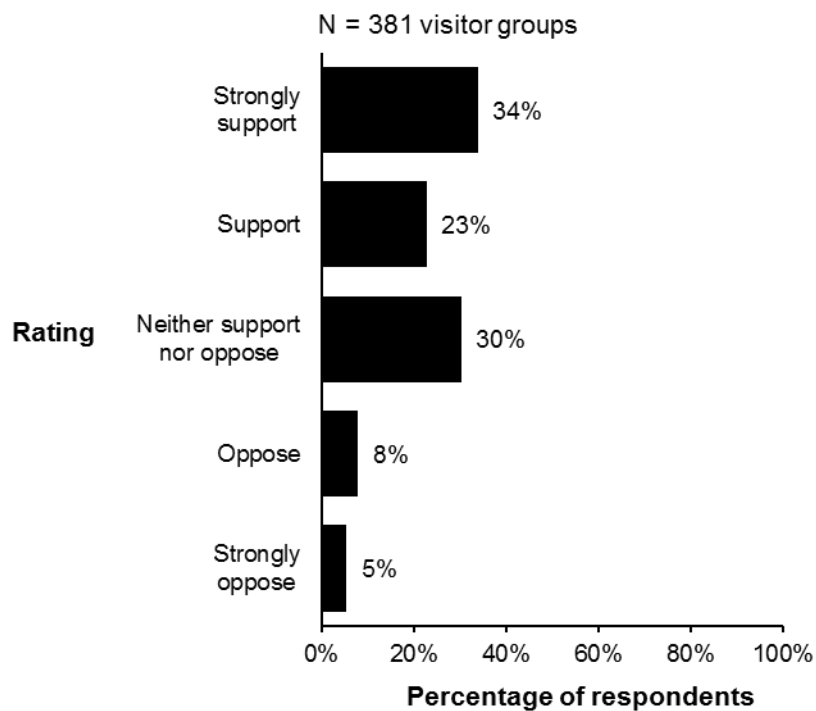


Figure 84. Support for requiring bikes to be walked on the Promenade

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

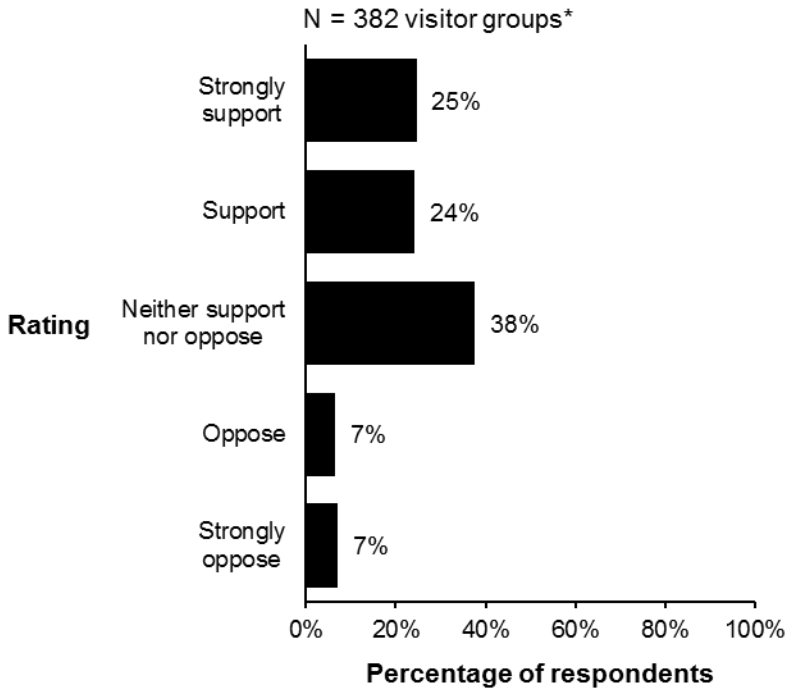


Figure 85. Support for providing self-service machines to buy admission tickets for historic ships

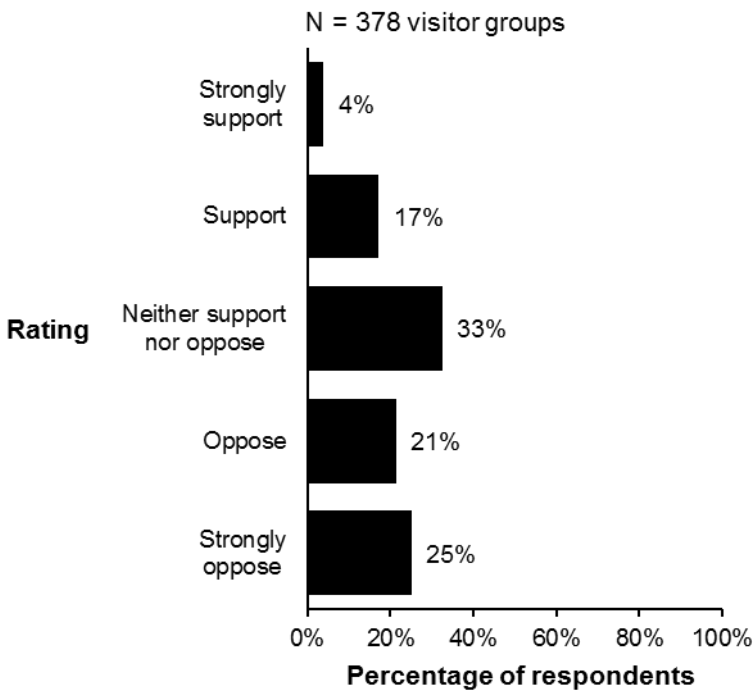


Figure 86. Support for charging an admission fee for the Maritime Museum

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Local residents

Question 18a

Are you a local resident of San Francisco?

Results (Figure 87)

- 91% of respondents were not a local resident of San Francisco.

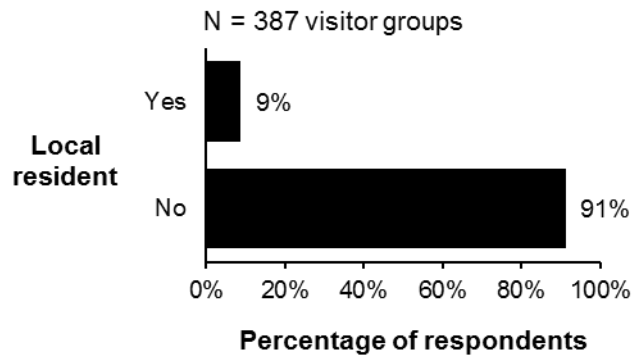


Figure 87. Respondents who were a local resident of San Francisco

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 18b

If YES, what would make you visit the park more often?

Results (Table 30)

- Of those groups that were local residents of San Francisco the most frequently mentioned reasons to visit the park most often included:
 - o 26% “Special exhibits/events”
 - o 15% “Easier access to parking”
 - o 15% “Nothing/currently satisfied”

Table 30. Reasons local respondents would visit the park more often

N = 27 comments Some visitor groups may have made more than one comment.	
Response	Percent of valid responses
Special exhibits/events	26%
Easier access to parking	15%
Nothing/currently satisfied	15%
Increased access to ships	11%
Other comments	33%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with litter

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much of a problem litter was during your visit.

Results (Figure 88)

- 69% of visitor groups reported that litter was not a problem.
- 28% of visitor groups reported that litter was a small problem.

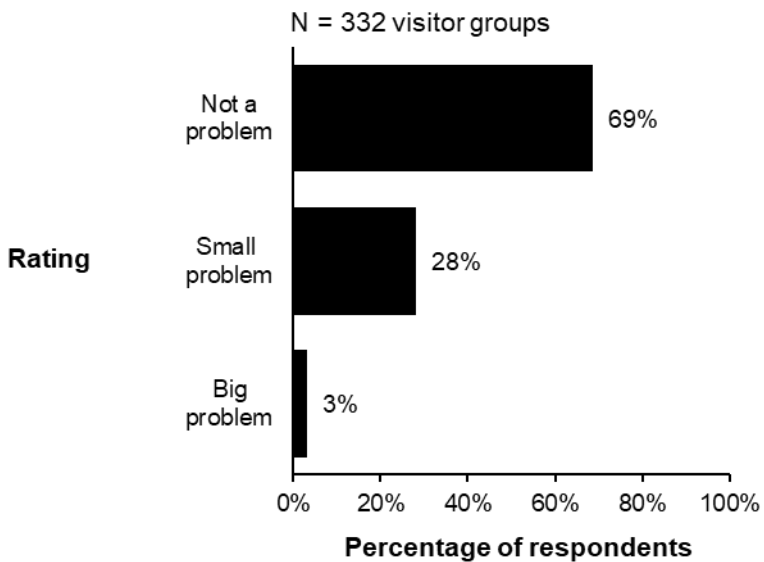


Figure 88. Problems with litter

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with crowds

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much of a problem crowds were during your visit.

Results (Figure 89)

- 54% of visitor groups reported that crowds were not a problem.
- 37% of visitor groups reported that crowds were a small problem.

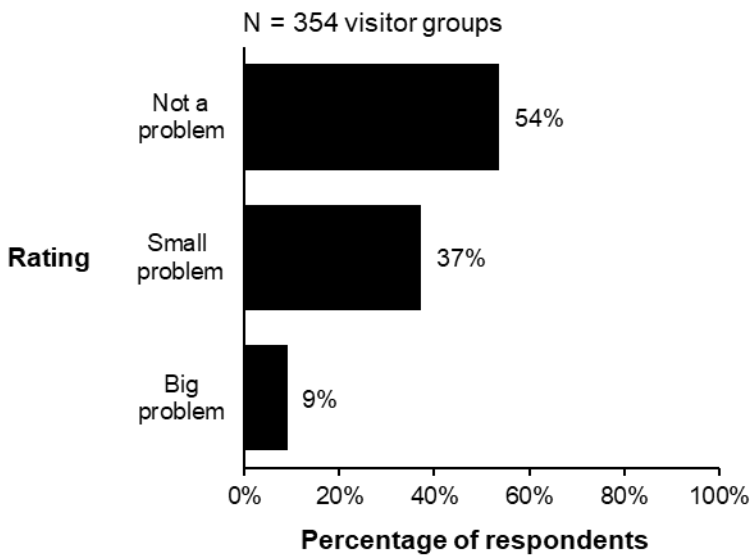


Figure 89. Problems with crowds

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with noise

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much of a problem noise (e.g., buses, street musicians, etc.) was during your visit.

Results (Figure 90)

- 72% of visitor groups reported that noise was not a problem.
- 25% of visitor groups reported that noise was a small problem.

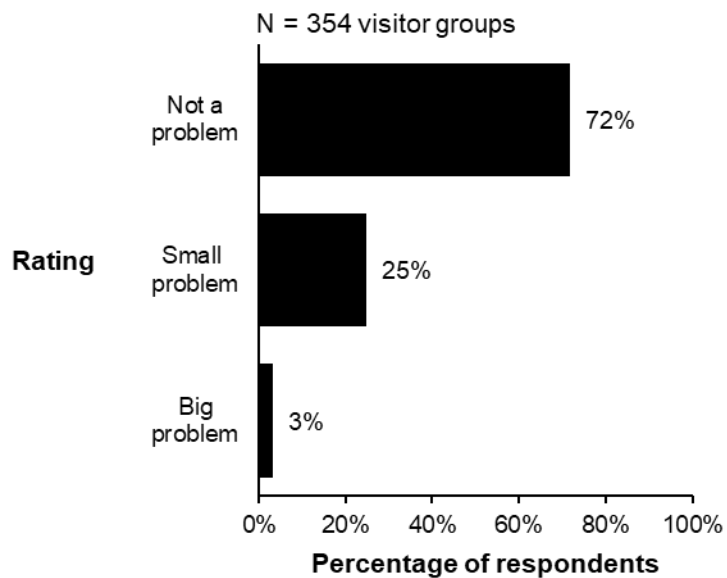


Figure 90. Problems with noise

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with homeless community members

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much of a problem homeless community members were during your visit.

Results (Figure 91)

- 51% of visitor groups reported that homeless community members were not a problem.
- 33% of visitor groups reported that homeless community members were a small problem.

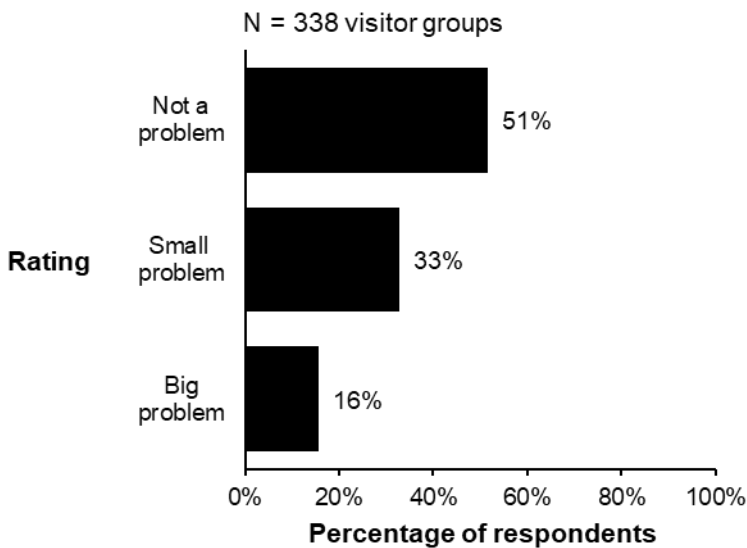


Figure 91. Problems with homeless community members

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with too few educational programs offered

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much too few educational programs offered was a problem during your visit.

Results (Figure 92)

- 67% of visitor groups reported that too few educational programs offered was not a problem.
- 29% of visitor groups reported that too few educational programs offered was a small problem.

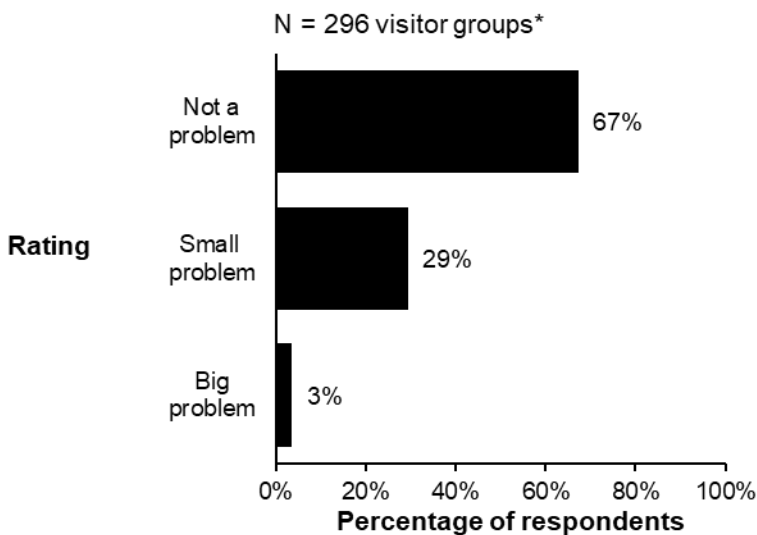


Figure 92. Problems with too few educational programs offered

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with too few staff available

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much too few staff available was a problem during your visit.

Results (Figure 93)

- 77% of visitor groups reported that too few staff available was not a problem.
- 18% of visitor groups reported that too few staff available was a small problem.

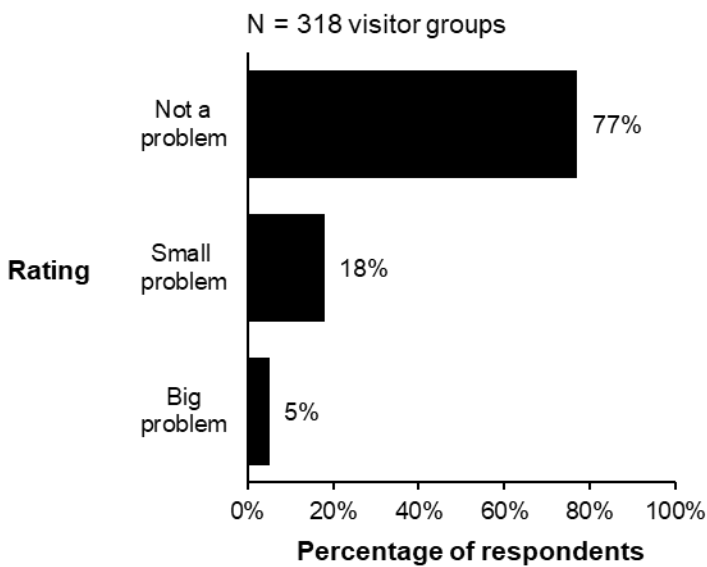


Figure 93. Problems with too few staff available

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with too much bicycle traffic

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much too much bicycle traffic was a problem during your visit.

Results (Figure 94)

- 62% of visitor groups reported that too much bicycle traffic was not a problem.
- 29% of visitor groups reported that too much bicycle traffic was a small problem.

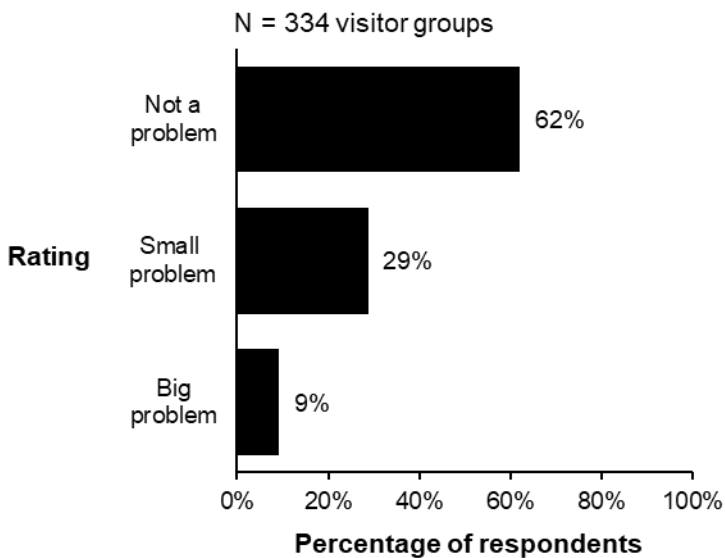


Figure 94. Problems with too much bicycle traffic

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with availability of public transportation

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much availability of public transportation was a problem during your visit.

Results (Figure 95)

- 74% of visitor groups reported that availability of public transportation was not a problem.
- 20% of visitor groups reported that availability of public transportation was a small problem.

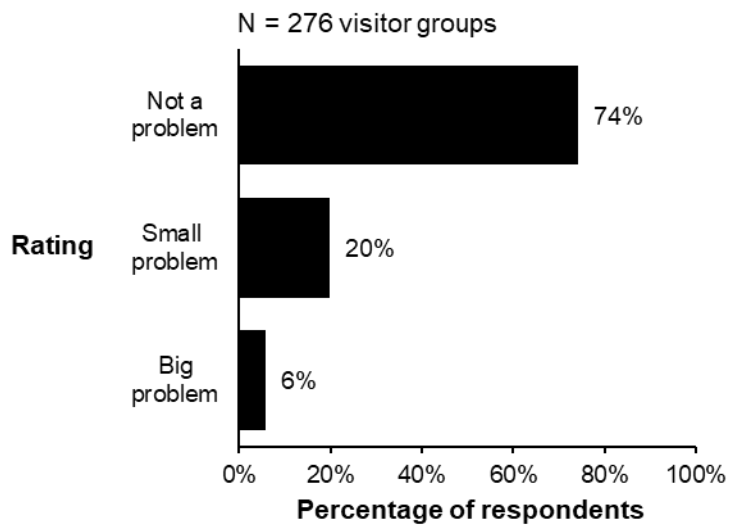


Figure 95. Problems with availability of public transportation

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Problems with availability of parking

Question 19

On this visit to San Francisco Maritime NHP, please indicate how much availability of parking was a problem during your visit.

Results (Figure 96)

- 41% of visitor groups reported that availability of parking was not a problem.
- 36% of visitor groups reported that availability of parking was a big problem.

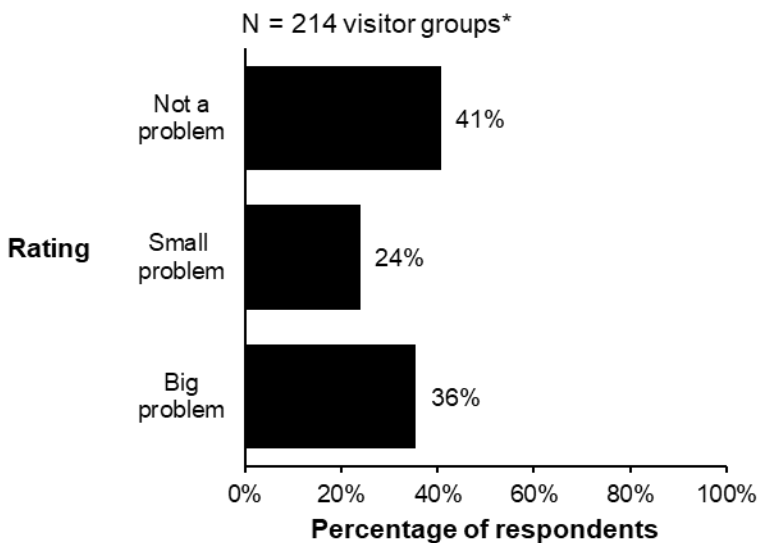


Figure 96. Problems with availability of parking

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Additional Comments

Question 24

Is there anything else you would like to tell us about your visit to San Francisco Maritime NHP?

Results

- Table 31 shows the percent of responses for categories of additional comments provided by visitor groups. Verbatim visitor comments can be found in the *Visitor Comments Appendix*, a separate volume from this report.
- For the most part, comments were positive:
 - 14% “Great place”
 - 11% “Enjoyed visit”
 - 11% “Thank you”

Table 31. Additional comments about facilities, services, or recreational opportunities

N = 152 comments Some visitor groups may have made more than one comment.	
Response	Percent of valid responses*
Great place	14%
Enjoyed visit	11%
Thank you	11%
Friendly and helpful staff	9%
Repeat visitor/want to return	6%
Enjoyed museum and exhibits	5%
Need better advertising	5%
More exhibits	5%
More wayfinding information	4%
Nice facilities	4%
Important resource	3%
Increase access to ships	3%
More services and amenities	3%
Keep it the way it is	3%
Keep up the good work	3%
More interactive staff	3%
Other comments	9%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

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Appendix 1. The Questionnaire – English and Spanish



National Park Service
U.S. Department of the Interior

San Francisco Maritime National Historical Park Visitor Study



2017

Paperwork Reduction and Privacy Act Statements: 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 USC 5931 §201. We will use this information to evaluate visitor services and facilities managed by the National Park Service. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and 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.

Burden Estimate: We estimate that it will take an average of 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).



United States Department of the Interior

**San Francisco Maritime
National Historical Park**
Fort Mason Center, Building E
San Francisco, CA 94123



Summer, 2017

Dear San Francisco Maritime National Historical Park Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to San Francisco Maritime National Historical Park. 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 take about 20 minutes to complete after your visit.

When your visit is over, the adult in your group who will have the next birthday should complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal Service mailbox.

If you have any questions, please contact Ellen Rovelstad, RSG, Inc., 1515 SW 5th Avenue, Suite 1030, Portland, OR 97201; 802.295.4999, ellen.rovelstad@rsginc.com (email).

We appreciate your help.

Sincerely,

Kevin Hendricks
Superintendent

RETURN PROCEDURE

At the end of your visit:

1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.
2. 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:    

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

DIRECTIONS

Please have the adult in your group (at least 18 years old) having the next birthday complete this questionnaire.

In this questionnaire, your **personal group** is defined as you and anyone with whom you visited San Francisco Maritime National Historical Park on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to San Francisco Maritime National Historical Park (NHP) on the day you were contacted for this survey?

_____ Number of adults (18 years or older)

_____ Number of children (under 18 years)

2. What type of group were you with, during your visit to San Francisco Maritime NHP, on the day you were contacted for this survey? Please mark (●) one.

☐ Alone

☐ Friends

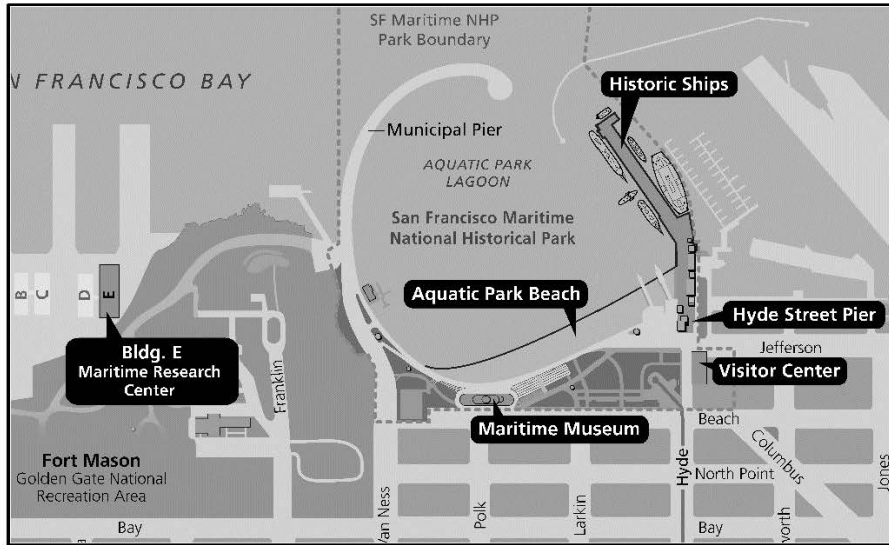
☐ Family

☐ Family and friends

☐ School group

☐ Other (Please specify) _____

Please refer to this map when answering Question #3.



3. On this visit, how much total time did you and your personal group spend at the following sites within San Francisco Maritime NHP? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$. If you did not visit any of these sites, please mark (●) **Did not visit**.

	Number of hours	Did not visit
Visitor Center	_____	☐
Hyde Street Pier	_____	☐
On board historic ships	_____	☐
Maritime Museum	_____	☐
Library/Research facility (Building E)	_____	☐
Aquatic Park and beach	_____	☐

4. Including this visit, approximately how many times have you visited San Francisco Maritime NHP?

In the last 12 months: _____ times, including this visit

In your lifetime: _____ times, including this visit

B. Trip Planning

5. When did you decide to visit San Francisco Maritime NHP on the day you were contacted for this survey? Please mark (●) **one**.
- ☐ On the same day of my visit
 - ☐ A couple of days before my visit
 - ☐ A week before my visit
 - ☐ More than a week before my visit, but in the last month
 - ☐ More than a month before my visit, but in the last year
 - ☐ More than a year before my visit
 - ☐ Don't know/can't recall
6. a) How did you obtain information about your visit to San Francisco Maritime NHP today? Please mark (●) **all that apply in column (a)**.
- b) Generally, how do you usually obtain information about public events and activities? Please mark (●) **all that apply in column (b)**.

	a) Places to visit	b) Events and activities
Previous visits	☐	☐
Friends/relatives/word of mouth	☐	☐
Inquiry via phone, mail, or email	☐	☐
San Francisco Maritime NHP website (nps.gov/safr)	☐	☐
TripAdvisor (tripadvisor.com)	☐	☐
Other website (Please specify): _____	☐	☐
Local businesses (hotels, motels, restaurants, etc.)	☐	☐
Maps/brochures	☐	☐
Newspaper/magazine articles	☐	☐
Other units of the National Park System	☐	☐
School class/program	☐	☐
Social media (such as Facebook, Twitter, etc.)	☐	☐
Television/radio programs/DVDs	☐	☐
Travel guides/tour books (such as AAA, etc.)	☐	☐
Did not obtain information	☐	☐
Other (Please specify): _____	☐	☐

C. Learning at the Park

7. On this visit, in which of the following programs and services did you personally participate within San Francisco Maritime NHP? Please mark (●) **all that apply**.

- ☐ Talking informally with a ranger
- ☐ Viewing exhibits
- ☐ Attending a cultural demonstration or performance
- ☐ Reading the park brochure or newspaper
- ☐ Reading orientation/wayfinding signs
- ☐ Watching movies or videos about the park
- ☐ Participating with a child in your group in the Junior Ranger program
- ☐ Obtaining National Park passport stamp
- ☐ Using a cell phone audio tour specific to San Francisco Maritime NHP
- ☐ Using a smart phone app specific to San Francisco Maritime NHP
- ☐ Using the Maritime Research Center
- ☐ Other (Please specify): _____

OR

- ☐ Did not participate in any programs or services

8. How important to you was it during your visit to San Francisco Maritime NHP to learn about the following subjects? Please mark (●) **one** for each row.

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important
Shipbuilding	☐	☐	☐	☐	☐
Maritime commerce	☐	☐	☐	☐	☐
Maritime arts and music	☐	☐	☐	☐	☐
Life at sea	☐	☐	☐	☐	☐
Adventure at sea	☐	☐	☐	☐	☐
African American history/culture	☐	☐	☐	☐	☐
Asian American history/culture	☐	☐	☐	☐	☐
Latino American history/culture	☐	☐	☐	☐	☐
Bay/ocean plants or wildlife	☐	☐	☐	☐	☐
Sailing and steam ships	☐	☐	☐	☐	☐
Recreational boating	☐	☐	☐	☐	☐
San Francisco history	☐	☐	☐	☐	☐
Other (Please specify): _____	☐	☐	☐	☐	☐

9. If you were to visit San Francisco Maritime NHP in the future, are there specific subjects you would like to learn about? Please mark (●) **one**.

☐ Yes (Please specify subjects you would like to learn about):

☐ No

10. When visiting a place like San Francisco Maritime NHP, how important to you are the following elements for the Maritime Museum and Visitor Center to have? Please mark (●) **one for each row.**

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important
Unexpected information	☐	☐	☐	☐	☐
Multiple perspectives/viewpoints	☐	☐	☐	☐	☐
Untold stories	☐	☐	☐	☐	☐
Ability to make me think	☐	☐	☐	☐	☐
A chance to express my ideas	☐	☐	☐	☐	☐
Hands on opportunities	☐	☐	☐	☐	☐
Things to read	☐	☐	☐	☐	☐
Things to watch	☐	☐	☐	☐	☐
Things to hear	☐	☐	☐	☐	☐
Use of technology	☐	☐	☐	☐	☐
Other (Please specify): _____	☐	☐	☐	☐	☐

11. On a future visit, how interested would your personal group be in learning about San Francisco Maritime NHP through the following types of programs, services, or activities? Please mark (●) **one for each row.**

	Extremely Interested	Very Interested	Moderately Interested	Slightly Interested	Not at all Interested
45-minute ranger program	☐	☐	☐	☐	☐
20 to 30-minute ranger program	☐	☐	☐	☐	☐
15-minute demonstrations	☐	☐	☐	☐	☐
Historical reenactments	☐	☐	☐	☐	☐
Smart phone tour	☐	☐	☐	☐	☐
Children's activities	☐	☐	☐	☐	☐
Nighttime events and programs	☐	☐	☐	☐	☐
Daytime special events	☐	☐	☐	☐	☐
Behind the scenes tour	☐	☐	☐	☐	☐
Musical performances	☐	☐	☐	☐	☐
Lectures	☐	☐	☐	☐	☐
Other (Please specify): _____	☐	☐	☐	☐	☐

12. San Francisco Maritime NHP would like to use exhibits to present current issues using historical information. What current issues interest you? Please mark (●) **all that apply**.

- ☐ Trade/Globalization
- ☐ Immigration
- ☐ Income inequality
- ☐ Race and culture
- ☐ Gender issues
- ☐ Effects of changing technology
- ☐ Equity/fair treatment of others
- ☐ Climate change/sea level rise
- ☐ Other (Please specify): _____

OR

- ☐ I am not interested in any of these issues.

13. What would you recommend to improve current learning opportunities (subjects, exhibits, programs) provided at San Francisco Maritime NHP? Please be specific.

14. What did you like most about your visit to San Francisco Maritime NHP?

15. What did you like least about your visit to San Francisco Maritime NHP?

D. Park Management

16. How would you rate the quality of the facilities, services, and recreational opportunities in San Francisco Maritime NHP? Please mark (●) **one for each row**.

	Very Good	Good	Average	Poor	Very Poor	Not Used or Not Available
Park Facilities						
Visitor center	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Hyde Street Pier	☐	☐	☐	☐	☐	☐
On board historic ships	☐	☐	☐	☐	☐	☐
Library/Research facility (Building E)	☐	☐	☐	☐	☐	☐
Maritime Museum	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Aquatic park and beach	☐	☐	☐	☐	☐	☐
Orientation/wayfinding signs	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park employees	☐	☐	☐	☐	☐	☐
Park map or brochure	☐	☐	☐	☐	☐	☐
Ranger programs	☐	☐	☐	☐	☐	☐
Value for entrance fee paid	☐	☐	☐	☐	☐	☐
Recreational Opportunities						
Learning about history or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, bicycling, using the beach, etc.)	☐	☐	☐	☐	☐	☐

17. Please indicate the extent to which you would support or oppose each of the following potential management actions at San Francisco Maritime NHP. Please mark (●) **one for each row.**

	Strongly Support	Slightly Support	Neither Support nor Oppose	Slightly Oppose	Strongly Oppose
Provide self-service machines to buy admission tickets for historic ships	☐	☐	☐	☐	☐
Charge an admission fee for the Maritime Museum	☐	☐	☐	☐	☐
Require bikes to be walked on the Promenade	☐	☐	☐	☐	☐
Keep Hyde Street Pier open until 7:00 PM	☐	☐	☐	☐	☐

18. a) Are you a local resident of San Francisco? Please mark (●) **one.**

- ☐ Yes
☐ No → **Go to Question 19**

- b) If YES, what would make you visit the park more often?

19. On this visit to San Francisco Maritime NHP, please indicate how much of a problem the following things were during your visit. Please mark (●) **one for each row.**

	Not a Problem	Small Problem	Big Problem	Did Not Experience
Litter	☐	☐	☐	☐
Crowds	☐	☐	☐	☐
Noise (e.g., buses, street musicians, etc.)	☐	☐	☐	☐
Homeless community members	☐	☐	☐	☐
Too few educational programs offered	☐	☐	☐	☐
Too few staff available	☐	☐	☐	☐
Too much bicycle traffic	☐	☐	☐	☐
Availability of public transportation	☐	☐	☐	☐
Parking availability	☐	☐	☐	☐
Other (Please specify): _____	☐	☐	☐	☐

E. Background

20. For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide the following information. (If you don't know the answer, enter "DK.")

	Current Age	U.S. ZIP code or name of country other than U.S.
Yourself		
Member #2		
Member #3		
Member #4		

21. For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide the following information. Please mark (●) **one for each group member, including yourself, for gender and Hispanic or Latino.** (If you don't know the answer, mark (●) "Don't know.")

	Yourself	Member #2	Member #3	Member #4
Male	☐	☐	☐	☐
Female	☐	☐	☐	☐
Hispanic or Latino	☐	☐	☐	☐
Not Hispanic or Latino	☐	☐	☐	☐
Don't know	☐	☐	☐	☐

22. For your personal group during your visit to San Francisco Maritime NHP on the day you were contacted for this survey, please provide the following information. Please mark (●) **one or more for each group member, including yourself.** (If you don't know the answer, mark (●) "Don't know.")

	Yourself	Member #2	Member #3	Member #4
American Indian or Alaska Native	☐	☐	☐	☐
Asian	☐	☐	☐	☐
Black or African American	☐	☐	☐	☐
Native Hawaiian or other Pacific Islander	☐	☐	☐	☐
White	☐	☐	☐	☐
Don't know	—	☐	☐	☐

23. When visiting an area such as San Francisco Maritime NHP, what language do you personally prefer to use? Please mark (●) **one for speaking and one for reading.**

	Speaking	Reading
English	☐	☐
Spanish	☐	☐
Other (Please specify): _____	☐	☐

24. Is there anything else you would like to tell us about San Francisco Maritime NHP's facilities, services, or recreational opportunities?

Thank you for your help!

**Please place the questionnaire in the
envelope provided and drop it in any U.S.
Postal Service mailbox.**

SURVEY ID NUMBER:





Servicio de Parques Nacionales
Departamento del Interior de los EE. UU.

Parque Histórico Nacional de la Marina de San Francisco Estudio para visitantes



2017

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Cálculo de tiempo: estimamos que completar el cuestionario le llevará en promedio unos 20 minutos. Puede enviar sus comentarios sobre el cálculo de tiempo o cualquier otro aspecto de esta recopilación de información a: Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (correo electrónico).



**Departamento del Interior de los
Estados Unidos**

**Parque Histórico Nacional
de la Marina de San Francisco**

Fort Mason Center, Building E
San Francisco, CA 94123



Verano 2017

Estimado visitante al Parque Histórico Nacional de la Marina de San Francisco:

Muchas gracias por participar en este estudio. Nuestro objetivo es conocer las expectativas, opiniones e intereses de las personas que visitan el Parque Histórico Nacional de la Marina de San Francisco. Esta información nos ayudará a administrar mejor el parque y a brindarle un mejor servicio a usted.

Este cuestionario solo se entrega a una cantidad seleccionada de visitantes, por lo cual su participación es muy importante. Completar el cuestionario debería llevarle solo unos 20 minutos luego de su visita.

Al finalizar la visita, el adulto de su grupo que sea el próximo en cumplir años deberá completar este cuestionario. Inserte el cuestionario en el sobre con franqueo pagado provisto y deposítelo en cualquier buzón del Servicio Postal de los EE. UU.

Si tiene alguna pregunta, comuníquese con Ellen Rovelstad, RSG, Inc., 1515 SW 5th Avenue, Suite 1030, Portland, OR 97201, (teléfono) 802-295-4999, (correo electrónico) ellen.rovelstad@rsginc.com.

Le agradecemos su ayuda.

Atentamente,

Kevin Hendricks
Superintendente

PROCEDIMIENTO DE DEVOLUCIÓN

Al final de su visita:

1. Por favor, haga que aquel adulto (mayor de 18 años) de su grupo que sea el próximo en cumplir años responda este cuestionario. Eso ayudará a darnos una muestra estadísticamente confiable.
2. En las preguntas en que se usa un círculo (O), marque su respuesta rellenando el círculo con **tinta negra o azul**. Por favor no use lápiz.

Así: 

No así:    

3. Inserte el cuestionario en el sobre con franqueo pagado provisto.
4. Depositelo en un buzón del Servicio Postal de los EE. UU.

INDICACIONES

Haga que el adulto (mayor de 18 años) de su grupo que sea el próximo en cumplir años responda este cuestionario.

Para este cuestionario, su **grupo personal** se define como el grupo conformado por usted y cualquier otra persona que le haya acompañado al Parque Histórico Nacional de la Marina de San Francisco en esta visita, como su cónyuge, familiares, amigos, etc. Esto no incluye el grupo más grande con el que usted pudiera estar durante la visita, como una escuela, iglesia, *scouts* o grupo de recorrido.

A. Descripción del viaje

1. Incluido usted, ¿cuántas personas integraban su grupo personal durante la visita al Parque Histórico Nacional (PHN) de la Marina de San Francisco el día en que se contactaron con usted para realizar esta encuesta?

_____ Número de adultos (mayores de 18 años)

_____ Número de niños (menores de 18 años)

2. ¿Con qué tipo de grupo estaba, durante su visita al PHN de la Marina de San Francisco el día en que se contactaron con usted para realizar esta encuesta?

Marque (●) **una opción**.

- ☐ Solo
- ☐ Amigos
- ☐ Familiares
- ☐ Familiares y amigos
- ☐ Grupo escolar
- ☐ Otro (especifique) _____

Consulte este mapa al responder la Pregunta 3.



3. En esta visita, ¿cuánto tiempo en total pasaron usted y su grupo personal en los siguientes lugares del PHN de la Marina de San Francisco? Enumere las fracciones de horas como $\frac{1}{4}$, $\frac{1}{2}$, o $\frac{3}{4}$. Si no visitó estos lugares, marque (●) **No lo visitó.**

	Cantidad de horas	No lo visitó
Centro de visitantes	_____	☐
Hyde Street Pier (muelle)	_____	☐
A bordo de barcos históricos	_____	☐
Museo Marítimo	_____	☐
Instalaciones de investigación/Biblioteca (Edificio E)	_____	☐
Parque acuático y playa	_____	☐

4. Incluida esta visita, ¿cuántas veces aproximadamente ha visitado el PHN de la Marina de San Francisco?

En los últimos 12 meses: _____ veces, incluida esta visita

A lo largo de su vida: _____ veces, incluida esta visita

B. Planificación del viaje

5. ¿Cuándo decidió visitar el PHN de la Marina de San Francisco en la oportunidad en que se contactaron con usted para realizar esta encuesta? Marque (●) **una opción.**

- ☐ El mismo día de la visita
- ☐ Un par de días antes de la visita
- ☐ Una semana antes de la visita
- ☐ Con más de una semana de anticipación pero dentro del último mes
- ☐ Con más de un mes de anticipación pero dentro del último año
- ☐ Más de un año antes de la visita
- ☐ No sé/no recuerdo

6. a) ¿Cómo obtuvo información para su visita de hoy al PHN de la Marina de San Francisco? Marque (●) **todas las opciones que correspondan en la columna (a).**
- b) En general, ¿cómo obtiene información sobre actividades y eventos públicos? Marque (●) **todas las opciones que correspondan en la columna (b).**

	a) Lugares para visitar	b) Actividades y eventos
Visitas anteriores	☐	☐
Amigos/parientes/boca a boca	☐	☐
Solicitud de información por teléfono, correo postal o correo electrónico	☐	☐
Sitio web del PHN de la Marina de San Francisco (nps.gov/safr)	☐	☐
TripAdvisor (tripadvisor.com)	☐	☐
Otro sitio web (especifique): _____	☐	☐
Comercios locales (hoteles, moteles, restaurantes, etc.)	☐	☐
Mapas/folletos	☐	☐
Artículos de periódicos/ revistas	☐	☐
Otras unidades del Sistema de Parques Nacionales	☐	☐
Programa/clase en la escuela	☐	☐
Redes sociales (como Facebook, Twitter, etc.)	☐	☐
Programas de radio/televisión/DVD	☐	☐
Libros/guías de viaje (como AAA, etc.)	☐	☐
No obtuve información	☐	☐
Otro (especifique): _____	☐	☐

C. Aprendizaje en el Parque

7. En esta visita, ¿en cuáles de los siguientes programas y servicios participó personalmente dentro del PHN de la Marina de San Francisco? Marque (●) **todas las opciones que correspondan.**

- ☐ Hablar de manera informal con un guardabosques
- ☐ Ver exposiciones
- ☐ Asistir a una actuación o demostración cultural
- ☐ Leer el folleto o el periódico del parque
- ☐ Leer carteles de orientación/señalización
- ☐ Ver películas o videos acerca del parque
- ☐ Participar con un niño de su grupo en el programa "Junior Ranger"
- ☐ Obtener estampilla para el pasaporte de Parques Nacionales
- ☐ Usar una audioguía para teléfonos celulares específica del PHN de la Marina de San Francisco
- ☐ Usar una aplicación para teléfonos inteligentes específica del PHN de la Marina de San Francisco
- ☐ Usar el Centro de Investigaciones Marítimas
- ☐ Otro (especifique): _____
- ☐ **0**
- ☐ No participé en ningún programa ni servicio

8. ¿Cuán importante fue para usted aprender sobre los siguientes temas durante su visita al PHN de la Marina de San Francisco? Marque (●) **una opción por cada fila.**

	Sumamente importante	Muy importante	Algo importante	Poco importante	Para nada importante
Construcción naval	☐	☐	☐	☐	☐
Comercio marítimo	☐	☐	☐	☐	☐
Música y arte marítimo	☐	☐	☐	☐	☐
Vida en el mar	☐	☐	☐	☐	☐
Aventuras en el mar	☐	☐	☐	☐	☐
Cultura/historia afroamericana	☐	☐	☐	☐	☐
Cultura/historia asiático-americana	☐	☐	☐	☐	☐
Cultura/historia latinoamericana	☐	☐	☐	☐	☐
Vida silvestre o plantas oceánicas/de la bahía	☐	☐	☐	☐	☐
Navegación y barcos a vapor	☐	☐	☐	☐	☐
Navegación recreativa	☐	☐	☐	☐	☐
Historia de San Francisco	☐	☐	☐	☐	☐
Otro (especifique):	☐	☐	☐	☐	☐

9. Si visitara el PHN de la Marina de San Francisco en el futuro, ¿hay temas específicos sobre los cuales le gustaría aprender? Marque (●) **una opción.**

☐ Sí (Especifique los temas sobre los cuales le gustaría aprender):

☐ No

10. Cuando visita un lugar como el PHN de la Marina de San Francisco, ¿cuán importante es para usted que el Museo Marítimo y el Centro de visitantes cuenten con los siguientes elementos? Marque (●) una opción por cada fila.

	Sumamente importante	Muy importante	Algo importante	Poco importante	Para nada importante
Información insospechada	☐	☐	☐	☐	☐
Múltiples perspectivas/puntos de vista	☐	☐	☐	☐	☐
Historias inéditas	☐	☐	☐	☐	☐
Capacidad para hacerme pensar	☐	☐	☐	☐	☐
Oportunidad para expresar mis ideas	☐	☐	☐	☐	☐
Oportunidades prácticas	☐	☐	☐	☐	☐
Material para leer	☐	☐	☐	☐	☐
Material para ver	☐	☐	☐	☐	☐
Material para escuchar	☐	☐	☐	☐	☐
Uso de tecnología	☐	☐	☐	☐	☐
Otro (especifique): _____	☐	☐	☐	☐	☐

11. En una visita futura, ¿cuán interesado estaría su grupo personal en aprender acerca del PHN de la Marina de San Francisco a través de los siguientes tipos de programas, servicios o actividades? Marque (●) una opción por cada fila.

	Sumamente Interesado	Muy interesado	Algo interesado	Poco interesado	Para nada interesado
Programa de guardabosques de 45 minutos	☐	☐	☐	☐	☐
Programa de guardabosques de 20 a 30 minutos	☐	☐	☐	☐	☐
Demostraciones de 15 minutos	☐	☐	☐	☐	☐
Reconstrucciones históricas	☐	☐	☐	☐	☐
Guía turística para teléfonos inteligentes	☐	☐	☐	☐	☐
Actividades infantiles	☐	☐	☐	☐	☐
Programas y eventos nocturnos	☐	☐	☐	☐	☐
Eventos especiales diurnos	☐	☐	☐	☐	☐
Guía turística "tras bambalinas"	☐	☐	☐	☐	☐
Actuaciones musicales	☐	☐	☐	☐	☐
Conferencias	☐	☐	☐	☐	☐
Otro (especifique): _____	☐	☐	☐	☐	☐

12. En el PHN de la Marina de San Francisco nos gustaría recurrir a exposiciones para presentar temas actuales utilizando información histórica. ¿Qué temas actuales le interesan? Marque (●) **todas las opciones que correspondan**.

- ☐ Comercio/Globalización
- ☐ Inmigración
- ☐ Desigualdad de ingresos
- ☐ Raza y cultura
- ☐ Temas de género
- ☐ Efectos de los cambios tecnológicos
- ☐ Igualdad/trato imparcial de los demás
- ☐ Cambio climático/elevación del nivel del mar
- ☐ Otro (especifique): _____

☐

☐ No me interesa ninguno de estos temas.

13. ¿Qué recomendaciones haría para mejorar las oportunidades de aprendizaje actuales (temas, exposiciones, programas) que brinda el PHN de la Marina de San Francisco? Por favor, sea específico.

14. ¿Qué fue lo que más le gustó de su visita al PHN de la Marina de San Francisco?

15. ¿Qué fue lo que menos le gustó de su visita al PHN de la Marina de San Francisco?

D. Administración del parque

16. ¿Cómo calificaría la calidad de las instalaciones, los servicios y las oportunidades recreativas del PHN de la Marina de San Francisco? Marque (●) una opción por cada fila.

	Muy buena	Buena	Regular	Mala	Muy mala	No la usó o no estaba
Instalaciones del Parque						
Centro de visitantes	☐	☐	☐	☐	☐	☐
Baños	☐	☐	☐	☐	☐	☐
Hyde Street Pier (muelle)	☐	☐	☐	☐	☐	☐
A bordo de barcos históricos	☐	☐	☐	☐	☐	☐
Instalaciones de investigación/Biblioteca (Edificio E)	☐	☐	☐	☐	☐	☐
Museo Marítimo	☐	☐	☐	☐	☐	☐
Exposiciones (bajo techo y al aire libre)	☐	☐	☐	☐	☐	☐
Parque acuático y playa	☐	☐	☐	☐	☐	☐
Carteles de orientación/señalización	☐	☐	☐	☐	☐	☐
Servicios para los visitantes						
Asistencia de los empleados del parque	☐	☐	☐	☐	☐	☐
Folleto o mapa del parque	☐	☐	☐	☐	☐	☐
Programas de guardabosques	☐	☐	☐	☐	☐	☐
Relación calidad-precio según el costo de la entrada	☐	☐	☐	☐	☐	☐
Oportunidades recreativas						
Aprender sobre historia o cultura	☐	☐	☐	☐	☐	☐
Recreación al aire libre (recorrido turístico, paseos en bicicleta, uso de la playa, etc.)	☐	☐	☐	☐	☐	☐

17. Indique en qué medida apoyaría o se opondría a cada una de las siguientes acciones administrativas potenciales en el PHN de la Marina de San Francisco. Marque (●) **una opción por cada fila.**

	Apoyaría totalmente	Apoyaría levemente	No apoyaría ni se opondría	Se opondría levemente	Se opondría totalmente
Brindar máquinas de autoservicio para la compra de boletos de entrada para los barcos históricos	☐	☐	☐	☐	☐
Cobro de tarifa de entrada para el Museo Marítimo	☐	☐	☐	☐	☐
Exigir que quienes usen bicicletas deban bajarse y caminar a lo largo del paseo marítimo	☐	☐	☐	☐	☐
Mantener abierto hasta las 7:00 p. m. el muelle Hyde Street Pier	☐	☐	☐	☐	☐

18. a) ¿Es usted residente local de San Francisco? Marque (●) **una opción.**

☐ Sí

☐ No → **Pase a la Pregunta 19**

- b) En caso AFIRMATIVO, ¿qué haría que visite el parque con mayor frecuencia?

19. En esta visita al PHN de la Marina de San Francisco, indique en qué medida los siguientes aspectos resultaron un problema durante la visita. Marque (●) una opción por cada fila.

	No resultó un problema	Pequeño problema	Gran problema	No lo experimentó
Basura	☐	☐	☐	☐
Multitudes	☐	☐	☐	☐
Ruidos (por ejemplo, autobuses, músicos callejeros, etc.)	☐	☐	☐	☐
Miembros de la comunidad de personas sin hogar	☐	☐	☐	☐
Muy poca oferta de programas educativos	☐	☐	☐	☐
Muy poco personal disponible	☐	☐	☐	☐
Demasiado tráfico de bicicletas	☐	☐	☐	☐
Disponibilidad de transporte público	☐	☐	☐	☐
Disponibilidad de estacionamiento	☐	☐	☐	☐
Otro (especifique):	☐	☐	☐	☐

E. Antecedentes

20. Para su grupo personal durante su visita al PHN de la Marina de San Francisco el día en que se contactaron con usted para realizar esta encuesta, proporcione la siguiente información. (Si no conoce la respuesta, ingrese "No sé".)

	Edad actual	Código postal en los EE. UU. o nombre del país si no es EE. UU.
Usted mismo(a)		
Miembro n.º 2		
Miembro n.º 3		
Miembro n.º 4		

21. Para su grupo personal durante su visita al PHN de la Marina de San Francisco el día en que se contactaron con usted para realizar esta encuesta, proporcione la siguiente información. Marque (●) una opción por cada miembro del grupo, incluido usted, para sexo y para Hispano o latino. (Si no conoce la respuesta, marque (●) "No sé")

	Usted mismo(a)	Miembro n.º 2	Miembro n.º 3	Miembro n.º 4
Hombre	☐	☐	☐	☐
Mujer	☐	☐	☐	☐
Hispano(a) o latino(a)	☐	☐	☐	☐
No es hispano(a) o latino(a)	☐	☐	☐	☐
No sé	☐	☐	☐	☐

22. Para su grupo personal durante su visita al PHN de la Marina de San Francisco el día en que se contactaron con usted para realizar esta encuesta, proporcione la siguiente información. Marque (●) **una o más opciones por cada miembro del grupo, incluido usted.** (Si no conoce la respuesta, marque (●) “No sé”)

	Usted mismo(a)	Miembro n.º 2	Miembro n.º 3	Miembro n.º 4
Indígena de los EE. UU. o nativo(a) de Alaska	☐	☐	☐	☐
Asiático(a)	☐	☐	☐	☐
Negro(a) o afroamericano(a)	☐	☐	☐	☐
Nativo(a) hawaiano(a) o de otra isla del Pacífico	☐	☐	☐	☐
Blanco(a)	☐	☐	☐	☐
No sé	—	☐	☐	☐

23. Cuando visita un lugar como el PHN de la Marina de San Francisco, ¿qué idioma prefiere usar? Marque (●) **una opción para hablar y una opción para leer.**

	Hablar	Leer
Inglés	☐	☐
Español	☐	☐
Otro (especifique): _____	☐	☐

24. ¿Hay algo más que a usted le gustaría contarnos acerca de las instalaciones, los servicios o las oportunidades recreativas del Parque Histórico Nacional de la Marina de San Francisco?

¡Gracias por su ayuda!

**Inserte el cuestionario en el sobre
proporcionado y deposítelo en cualquier
buzón del Servicio Postal de los EE. UU.**

SURVEY ID NUMBER:



Appendix 2. The Thank You/Reminder Postcard – English and Spanish

Dear San Francisco Maritime National Historical Park Visitor,

About two weeks ago we contacted you to participate in a survey about your recent trip to San Francisco Maritime National Historical Park. If you are one of the many people who have already responded, thank you!

However, if you have not yet had the opportunity to complete the survey, please do so. A select number of people were contacted for this study, so your opinions are very important! Please complete and return the questionnaire booklet at your earliest convenience. If you have lost the survey, another one will be mailed to you in approximately two weeks.



Kevin Hendricks
Superintendent
San Francisco Maritime National Historical Park



SAN FRANCISCO MARITIME NATIONAL HISTORICAL PARK



Estimado visitante al Parque Histórico Nacional de la Marina de San Francisco:

Hace aproximadamente dos semanas nos pusimos en contacto con usted para que participe en una encuesta sobre su reciente visita al Parque Histórico Nacional de la Marina de San Francisco. Si usted es una de las muchas personas que ya la han respondido, se lo agradecemos.

Sin embargo, si aún no ha tenido la oportunidad de responder la encuesta, le pedimos que lo haga. Nos hemos puesto en contacto con un número reducido de personas para este estudio, de modo que sus opiniones son muy importantes. Por favor responda y envíe el cuestionario en cuanto pueda. Si ha perdido la encuesta, le enviaremos una nueva dentro de aproximadamente dos semanas.



Kevin Hendricks
Superintendente
Parque Histórico Nacional de la Marina de San Francisco



PARQUE HISTÓRICO NACIONAL DE LA MARINA DE SAN FRANCISCO



Appendix 3. The Replacement Mailing Cover Letter – English and Spanish



UNITED STATES DEPARTMENT OF THE INTERIOR
SAN FRANCISCO MARITIME NATIONAL HISTORICAL PARK
Fort Mason Center, Building E
San Francisco, CA 94123



Dear [Name],

About a month ago, on your recent trip to San Francisco Maritime National Historical Park, we asked you to participate in a visitor survey. The National Park Service would like to thank you for agreeing to participate in this visitor study. We selected only a small number of visitors to participate in this study; therefore, the return of each questionnaire is very important. The information you provide will help us better manage San Francisco Maritime National Historical Park, and better serve you, our visitor.

If you have already returned your questionnaire, we would like to thank you. However, if you have not, we are asking you to please return it by mail today. Since we have not received yours as of the date we mailed this letter, we have included a replacement questionnaire for your convenience, along with a postage paid envelope.

If you have any questions regarding your questionnaire, please contact Ellen Rovelstad, Study Coordinator, RSG, 1515 SW 5th Avenue, Suite 1030, Portland, OR 97201, 802-295-4999 (phone), ellen.rovelstad@rsginc.com (email).

Thank you for your help with this important study. Your opinions matter, and we appreciate you sharing them with us. They will help us improve the management of San Francisco Maritime National Historical Park.

Sincerely,

Kevin Hendricks
Superintendent
San Francisco Maritime National Historical Park

OMB # 1024-0224
Expiration date: 05/31/2019



DEPARTAMENTO DEL INTERIOR DE LOS ESTADOS UNIDOS

PARQUE HISTÓRICO NACIONAL DE LA MARINA DE SAN FRANCISCO

Fort Mason Center, Building E
San Francisco, CA 94123



Estimado/a [Nombre]:

Hace aproximadamente un mes, en su reciente visita al Parque Histórico Nacional de la Marina de San Francisco, nos pusimos en contacto con usted para que participe en una encuesta para visitantes. El Servicio de Parques Nacionales desea agradecerle por aceptar participar en este estudio de visitantes. Hemos seleccionado solo unos pocos visitantes para que participen en este estudio; por lo tanto, es muy importante que se devuelva cada cuestionario. La información que nos dé nos ayudará a administrar mejor el Parque Histórico Nacional de la Marina de San Francisco y a brindarle un mejor servicio a usted, nuestro visitante.

Si ya ha devuelto el cuestionario, se lo agradecemos. Sin embargo, si no lo ha hecho, le pedimos que por favor lo envíe por correo hoy mismo. Como no lo hemos recibido a la fecha en que enviamos esta carta, hemos incluido un cuestionario de reemplazo para su mayor conveniencia, junto con un sobre con franqueo pagado.

Si tiene alguna pregunta sobre el cuestionario, comuníquese con Ellen Rovelstad, Coordinadora de estudios, RSG, 1515 SW 5th Avenue, Suite 1030, Portland, OR 97201, (teléfono) 802-295-4999, (correo electrónico) ellen.rovelstad@rsginc.com.

Muchas gracias por su colaboración con este importante estudio. Sus opiniones son importantes, y apreciamos que las comparta con nosotros. Nos ayudarán a mejorar la administración del Parque Histórico Nacional de la Marina de San Francisco.

Atentamente,

Kevin Hendricks
Superintendente
Parque Histórico Nacional de la Marina de San Francisco

OMB n.º 1024-0224
Fecha de vencimiento: 05/31/2019

Appendix 4. Detailed Sampling Procedures

Site Schematics

As noted, the visitor survey was administered at three locations in San Francisco Maritime NHP. A specific survey administration point was identified at each sampling location, based on analysis of aerial site photos, onsite scoping, and recommendations from the San Francisco Maritime NHP point of contact for this study. The survey administration point for each location was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site (Figure 97, Figure 98, and Figure 99) A red line was used in each site schematic to denote the boundary or point at which visitor groups traveling were considered to have entered the survey area and were intercepted for the survey. A red arrow was used in each site schematic to denote the direction of travel in which visitor groups were intercepted.

First-After-Last Sampling Procedures

At the Maritime Museum and Visitor Center sampling locations visitor groups were sampled using first-after-last sampling approach. The first-after-last sampling approach involved the survey administrator contacting the first visitor group to enter the sampling area. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the nonresponse bias questions and then thanked for their time. After completing a contact with a refusal group, the survey administrator contacted the next visitor group and asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate. Once a participating group was administered the survey, the survey administrator contacted the next visitor group and asked them to participate in the survey. The survey administrator repeated this sequence of steps throughout the sampling period.

Timed-Interval Sampling Procedures

At the Hyde Street Pier sampling location, visitor groups were sampled using a timed-interval approach (i.e., attempt to sample one visitor group every N minutes of the sampling day, where N is the time interval); interval times were designed in advance of onsite administration to ensure that there was a sufficient number of questionnaires to administer to visitor groups during all hours of each sampling day and each day sampling period. The timed-interval approach involved having the survey administrator contact the first visitor group to enter the survey area at the start of the sampling period and asking them to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the nonresponse bias questions and then thanked for their time. After completing a contact with a refusal group, the survey administrator contacted the next visitor group to enter the survey area and asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate; once a participating group was administered the survey, the survey administrator waited until the start of the next time interval to contact a visitor group. At the start of the next time interval, the survey administrator contacted the first group to enter the survey area and asked them to participate in the survey. If the next time interval started before the survey administrator was able to recruit a visitor group to participate in the survey for the previous time interval, he/she advanced to the next time interval simply by contacting the next arriving visitor

group; once a group agreed to participate, the survey administrator then waited until the start of the next time interval to continue. The survey administrator repeated this sequence of steps throughout the sampling period.



Figure 97. Maritime Museum sampling location



Figure 98. Visitor Center sampling location

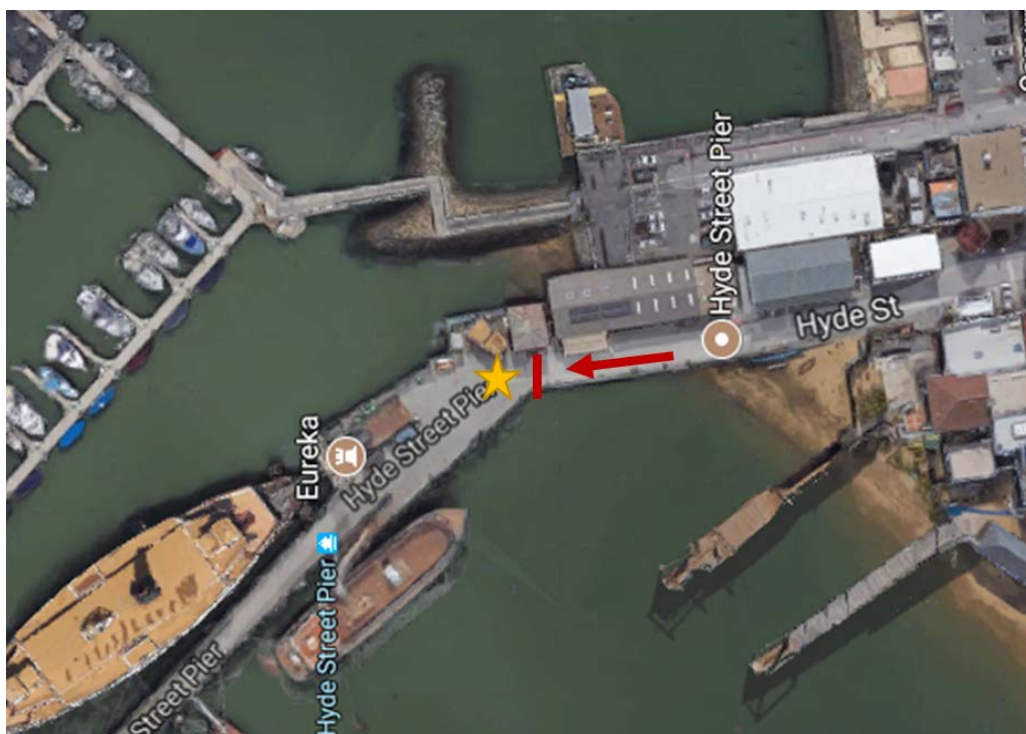


Figure 99. Hyde Street Pier sampling location

Appendix 5. Nonresponse Bias Analysis - Effects on Survey Responses due to State or Country of Residence

This study used answers to five, pre-selected non-response bias questions and one observable characteristic (initial contact gender) of contacted visitors to compare respondents with non-respondents and check for nonresponse bias. Results of a chi-square test for independence with $\alpha = 0.05$ and $p \leq 0.008$ (following Bonferroni correction) suggest that groups who responded to the San Francisco Maritime NHP VUS survey differed significantly from non-respondents, with respect state or country of residence ($\chi^2 = 16.273$; $p < 0.001$). Specifically, respondents were more likely than non-respondents to have visited the park from out of state, while non-respondents were more likely than respondents to be from a foreign country.

The potential impact of this nonresponse bias on the results of the VUS survey was further explored. Specifically, effects due to state or country of residence were examined for 112 key questions in the VUS survey that were designed to assess use of information sources for trip planning, learning interests/preferences, participation in activities, programs, and services, attitudes toward park management, and satisfaction with park services and facilities (Table 32). A Bonferroni correction was applied to account for the fact that 112 simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.0004 are assumed to be statistically significant. Statistically significant effects of state or country of residence on survey responses were observed for 8 of the 112 questions. Statistically significant effects are emphasized with bold text in Table 32.

Results of these statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest that, for a relatively small number of questions in the survey, the survey results may over-represent opinions, evaluations, or behaviors from out-of-state visitor groups, and under-represent international visitor groups. Where statistical differences were found between respondent subgroups, results by subgroup are reported in this Appendix to document the effects of these differences (Figure 100 through Figure 107). The format of these figures is as follows:

1. The figure title describes the graph's information.
2. Listed below the graph, the "N" shows the number of individuals or visitor groups responding to the question for each group.
* appears when total percentages do not equal 100 due to rounding.
3. Vertical information (y-axis) describes the response category.
4. Horizontal information (x-axis) percentage of responses in each category.
5. The proportion of visitor groups/visitors who responded to each category.

Table 32. Statistical tests of effects due to State or Country of Residence on key questions in VUS survey

Question	Response scale	N	Chi-square; p-value
How did you obtain information about your visit to SFM NHP today? (Q6a)	No Yes		
Previous visits		303	$\chi^2 = 43.601$; $p < 0.001$
Friends/relatives/word of mouth		303	$\chi^2 = 5.141$; $p = 0.076$
Inquiry to park via phone, mail, or email		303	$\chi^2 = 3.778$; $p = 0.151$
San Francisco Maritime NHP website (nps.gov/safr)		303	$\chi^2 = 2.072$; $p = 0.355$
TripAdvisor (tripadvisor.com)		303	$\chi^2 = 16.023$; $p < 0.001$
Other website		303	$\chi^2 = 2.155$; $p = 0.340$
Local businesses (hotels, motels, restaurants, etc.)		303	$\chi^2 = 4.317$; $p = 0.116$
Maps/brochures		303	$\chi^2 = 45.943$; $p < 0.001$
Newspaper/magazine articles		303	$\chi^2 = 4.636$; $p = 0.098$
Other units of the National Park System		303	$\chi^2 = 5.614$; $p = 0.060$
School class/program		303	$\chi^2 = 2.965$; $p = 0.227$
Social media (such as Facebook, Twitter, etc.)		303	$\chi^2 = 9.402$; $p = 0.009$
Television/radio programs/DVDs		303	$\chi^2 = 6.396$; $p = 0.041$
Travel guides/tour books (such as AAA, etc.)		303	$\chi^2 = 28.212$; $p < 0.001$
Did not obtain information		327	$\chi^2 = 4.274$; $p = 0.118$
How do you usually obtain information about public events and activities? (Q6b)	No Yes		
Previous visits		291	$\chi^2 = 6.911$; $p = 0.032$
Friends/relatives/word of mouth		291	$\chi^2 = 2.957$; $p = 0.228$
Inquiry to park via phone, mail, or email		291	$\chi^2 = 1.174$; $p = 0.556$
San Francisco Maritime NHP website (nps.gov/safr)		291	$\chi^2 = 7.479$; $p = 0.024$
TripAdvisor (tripadvisor.com)		291	$\chi^2 = 17.676$; $p < 0.001$
Other website		291	$\chi^2 = 8.209$; $p = 0.016$
Local businesses (hotels, motels, restaurants, etc.)		291	$\chi^2 = 10.702$; $p = 0.005$

Question	Response scale	N	Chi-square; p-value
Maps/brochures		291	$\chi^2 = 14.854$; $p = 0.001$
Newspaper/magazine articles		291	$\chi^2 = 10.864$; $p = 0.004$
Other units of the National Park System		291	$\chi^2 = 9.106$; $p = 0.011$
School class/program		291	$\chi^2 = 2.796$; $p = 0.247$
Social media (such as Facebook, Twitter, etc.)		291	$\chi^2 = 2.408$; $p = 0.300$
Television/radio programs/DVDs		291	$\chi^2 = 6.354$; $p = 0.042$
Travel guides/tour books (such as AAA, etc.)		291	$\chi^2 = 24.399$; $p < 0.001$
Did not obtain information		316	$\chi^2 = 0.797$; $p = 0.671$
On this visit, in which of the following programs and services did you personally participate within SFM NHP? (Q7)	No Yes		
Talking informally with a ranger		348	$\chi^2 = 2.391$; $p = 0.303$
Viewing exhibits		348	$\chi^2 = 19.528$; $p < 0.001$
Attending a cultural demonstration or performance		348	$\chi^2 = 0.504$; $p = 0.777$
Reading the park brochure or newspaper		348	$\chi^2 = 1.778$; $p = 0.411$
Reading orientation/wayfinding signs		348	$\chi^2 = 2.262$; $p = 0.323$
Watching movies or videos about the park		348	$\chi^2 = 1.078$; $p = 0.583$
Participating with a child in your group in the Junior Ranger program		348	$\chi^2 = 1.687$; $p = 0.430$
Obtaining National Park passport stamp		348	$\chi^2 = 3.085$; $p = 0.214$
Using a cell phone audio tour specific to SFM NHP		348	$\chi^2 = 2.288$; $p = 0.319$
Using a smart phone app specific to SFM NHP		348	$\chi^2 = 0.098$; $p = 0.952$
Using the Maritime Research Center		348	$\chi^2 = 5.283$; $p = 0.071$
Did not participate in any programs or services		371	$\chi^2 = 0.323$; $p = 0.851$
How important to you was it during your visit to SFM NHP to learn about the following subjects? (Q8)	"Extremely important" to "Not at all important"		
Shipbuilding		349	$\chi^2 = 13.636$; $p = 0.092$
Maritime commerce		343	$\chi^2 = 16.417$; $p = 0.037$
Maritime arts and music		341	$\chi^2 = 13.399$; $p = 0.099$

Question	Response scale	N	Chi-square; p-value
Life at sea		351	$\chi^2 = 9.635$; $p = 0.292$
Adventure at sea		346	$\chi^2 = 6.063$; $p = 0.640$
African American history/culture		334	$\chi^2 = 9.641$; $p = 0.291$
Asian American history/culture		337	$\chi^2 = 13.788$; $p = 0.087$
Latino American history/culture		335	$\chi^2 = 7.102$; $p = 0.526$
Bay/ocean plants or wildlife		340	$\chi^2 = 17.667$; $p = 0.175$
Sailing and steam ships		351	$\chi^2 = 11.349$; $p = 0.183$
Recreational boating		333	$\chi^2 = 10.353$; $p = 0.241$
San Francisco history		352	$\chi^2 = 11.377$; $p = 0.181$
When visiting a place like SFM NHP, how important to you are the following elements for the Maritime Museum and Visitor Center to have? (Q10)	"Extremely important" to "Not at all important"		
Unexpected information		348	$\chi^2 = 7.739$; $p = 0.459$
Multiple perspectives/viewpoints		356	$\chi^2 = 17.098$; $p = 0.029$
Untold stories		363	$\chi^2 = 6.127$; $p = 0.633$
Ability to make me think		359	$\chi^2 = 13.770$; $p = 0.088$
A chance to express my ideas		349	$\chi^2 = 22.241$; $p = 0.004$
Hands on opportunities		357	$\chi^2 = 30.029$; $p < 0.001$
Things to read		361	$\chi^2 = 11.413$; $p = 0.179$
Things to watch		362	$\chi^2 = 19.503$; $p = 0.012$
Things to hear		357	$\chi^2 = 6.701$; $p = 0.569$
Use of technology		356	$\chi^2 = 11.629$; $p = 0.169$
On a future visit, how interested would your personal group be in learning about SFM NHP through the following types of programs, services, or activities? (Q11)	"Extremely interested" to "Not interested at all"		
45-minute ranger program		349	$\chi^2 = 20.023$; $p = 0.010$
20 to 30-minute ranger program		357	$\chi^2 = 7.037$; $p = 0.533$
15-minute demonstrations		358	$\chi^2 = 12.545$; $p = 0.128$
Historical reenactments		356	$\chi^2 = 9.461$; $p = 0.305$

Question	Response scale	N	Chi-square; p-value
Smart phone tour		360	$\chi^2 = 9.327$; $p = 0.315$
Children's activities		357	$\chi^2 = 13.274$; $p = 0.103$
Nighttime events and programs		351	$\chi^2 = 7.022$; $p = 0.534$
Daytime special events		358	$\chi^2 = 12.803$; $p = 0.119$
Behind the scenes tour		357	$\chi^2 = 12.452$; $p = 0.132$
Musical performances		356	$\chi^2 = 13.054$; $p = 0.110$
Lectures		355	$\chi^2 = 16.743$; $p = 0.033$
San Francisco Maritime NHP would like to use exhibits to present current issues using historical information. What current issues interest you? (Q12)	No Yes		
Trade/globalization		368	$\chi^2 = 2.569$; $p = 0.277$
Immigration		368	$\chi^2 = 0.496$; $p = 0.780$
Income inequality		368	$\chi^2 = 3.769$; $p = 0.152$
Race and culture		368	$\chi^2 = 3.917$; $p = 0.141$
Gender issues		368	$\chi^2 = 7.055$; $p = 0.029$
Effects of changing technology		368	$\chi^2 = 1.574$; $p = 0.455$
Equity/fair treatment of others		368	$\chi^2 = 1.251$; $p = 0.535$
Climate change/sea level rise		368	$\chi^2 = 2.862$; $p = 0.239$
I am not interested in any of these issues		368	$\chi^2 = 1.430$; $p = 0.489$
How would you rate the quality of the facilities, services, and recreational opportunities in San Francisco Maritime NHP? (Q16)	"Very good" to "Very poor"		
Visitor center		362	$\chi^2 = 7.807$; $p = 0.453$
Restrooms		368	$\chi^2 = 31.372$; $p = 0.001$
Hyde Street Pier		361	$\chi^2 = 17.470$; $p = 0.026$
On board historic ships		360	$\chi^2 = 12.169$; $p = 0.274$
Library/Research facility (Building E)		356	$\chi^2 = 6.771$; $p = 0.562$
Maritime Museum		357	$\chi^2 = 32.430$; $p < 0.001$
Exhibits (indoor and outdoor)		357	$\chi^2 = 15.738$; $p = 0.107$

Question	Response scale	N	Chi-square; p-value
Aquatic park and beach		363	$\chi^2 = 13.975$; $p = 0.082$
Orientation/wayfinding signs		362	$\chi^2 = 7.723$; $p = 0.656$
Assistance from park employees		366	$\chi^2 = 13.861$; $p = 0.179$
Park map or brochure		363	$\chi^2 = 14.294$; $p = 0.160$
Ranger programs		359	$\chi^2 = 13.542$; $p = 0.095$
Value for entrance fee paid		360	$\chi^2 = 29.262$; $p = 0.001$
Learning about history or culture		363	$\chi^2 = 20.186$; $p = 0.010$
Outdoor recreation (sightseeing, bicycling, using the beach, etc.)		362	$\chi^2 = 13.495$; $p = 0.197$
Please indicate the extent to which you would support or oppose each of the following potential management actions at San Francisco Maritime NHP (Q17)	"Strongly support" to "Strongly oppose"		
Provide self-service machines to buy admission tickets for historic ships		367	$\chi^2 = 20.513$; $p = 0.009$
Charge an admission fee for the Maritime Museum		362	$\chi^2 = 11.721$; $p = 0.164$
Require bikes to be walked on the promenade		366	$\chi^2 = 19.239$; $p = 0.014$
Keep Hyde Street Pier open until 7:00 PM		367	$\chi^2 = 2.846$; $p = 0.944$
On this visit to San Francisco Maritime NHP, please indicate how much of a problem the following things were during your visit (Q19)	"Not a problem" to "Big problem"		
Litter		318	$\chi^2 = 9.376$; $p = 0.052$
Crowds		339	$\chi^2 = 9.075$; $p = 0.059$
Noise (e.g., buses, street musicians, etc.)		339	$\chi^2 = 6.437$; $p = 0.169$
Homeless community members		322	$\chi^2 = 1.949$; $p = 0.745$
Too few educational programs offered		283	$\chi^2 = 0.768$; $p = 0.943$
Too few staff available		304	$\chi^2 = 5.543$; $p = 0.236$
Too much bicycle traffic		320	$\chi^2 = 7.239$; $p = 0.124$
Availability of public transportation		263	$\chi^2 = 4.006$; $p = 0.405$
Parking availability		204	$\chi^2 = 1.246$; $p = 0.871$

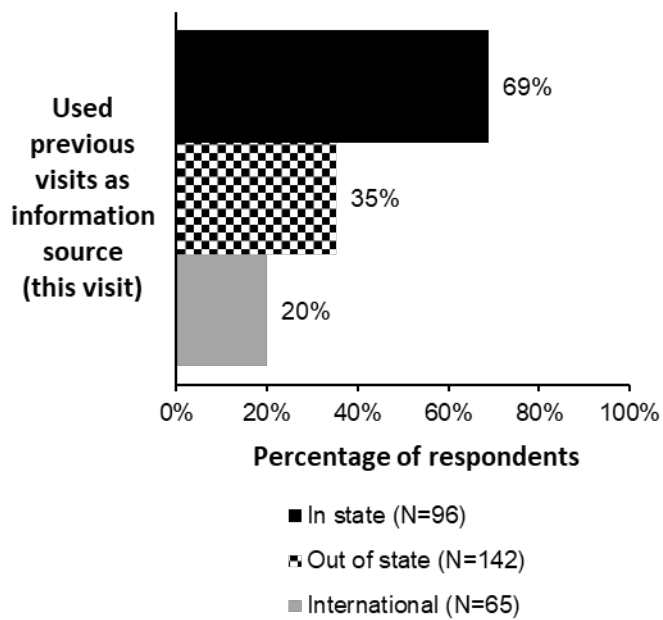


Figure 100. Used previous visits as information source (this visit), by State or Country of Residence

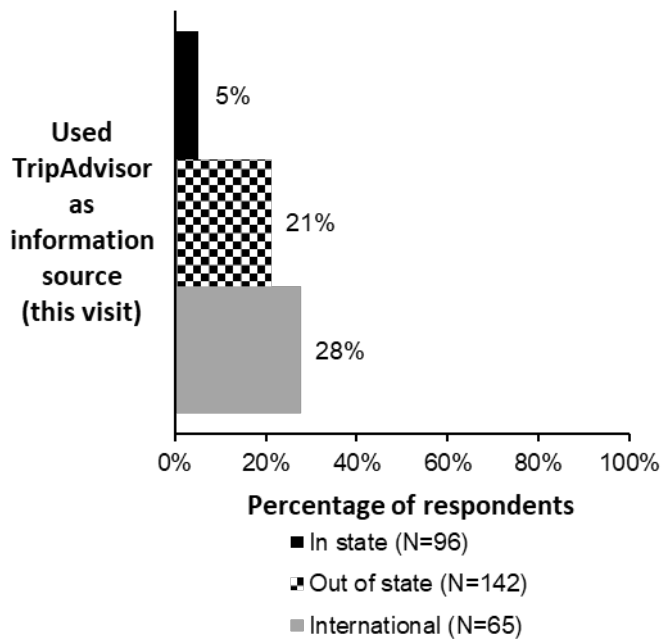


Figure 101. Used TripAdvisor as information source (this visit), by State or Country of Residence

*total percentages do not equal 100 due to rounding

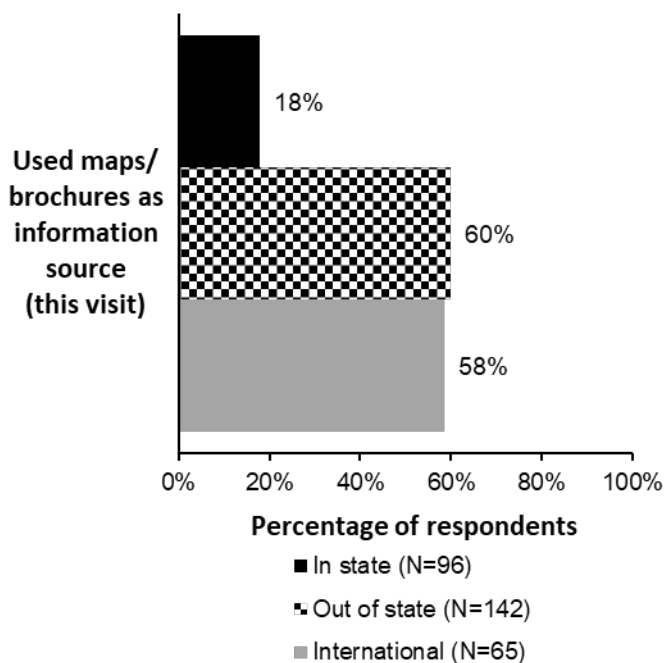


Figure 102. Used maps/brochures as information source (this visit), by State or Country of Residence

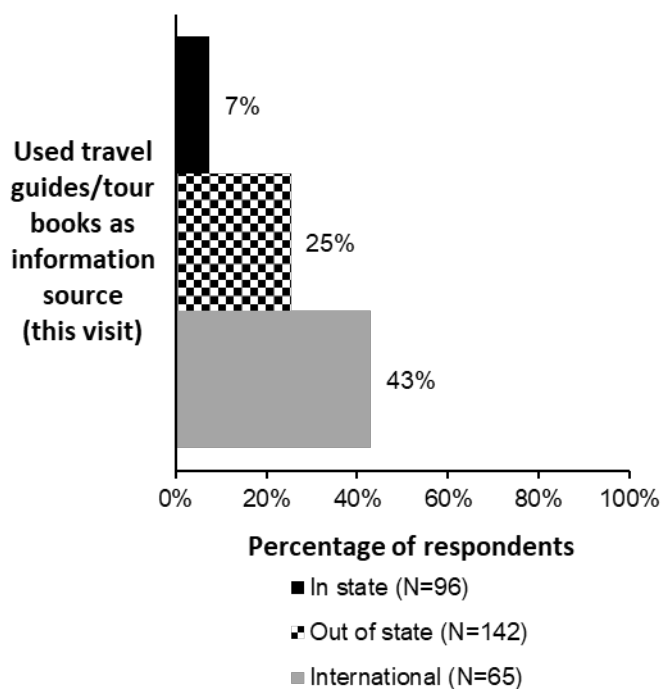


Figure 103. Used travel guides/tour books as information source (this visit), by State or Country of Residence

*total percentages do not equal 100 due to rounding

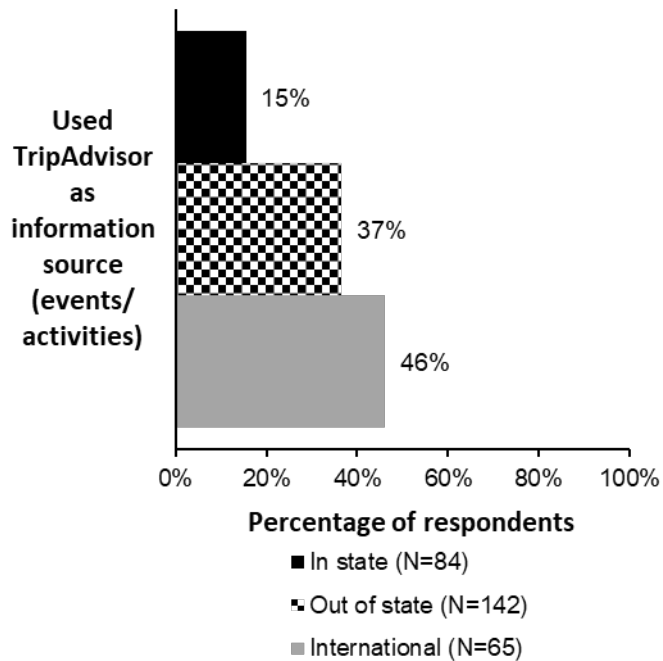


Figure 104. Used TripAdvisor as information source (events/activities), by State or Country of Residence

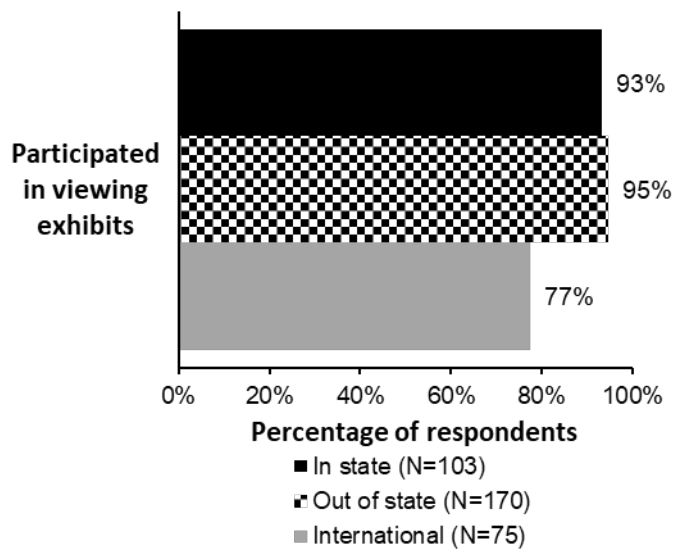


Figure 105. Participated in viewing exhibits, by State or Country of Residence

*total percentages do not equal 100 due to rounding

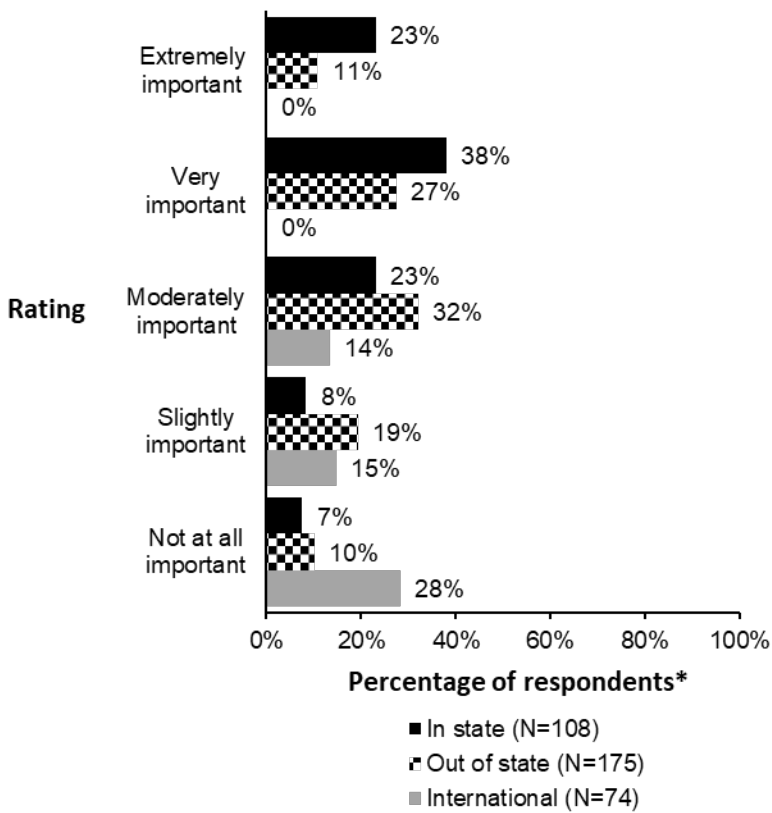


Figure 106. Importance of hands on opportunities, by State or Country of Residence

*total percentages do not equal 100 due to rounding

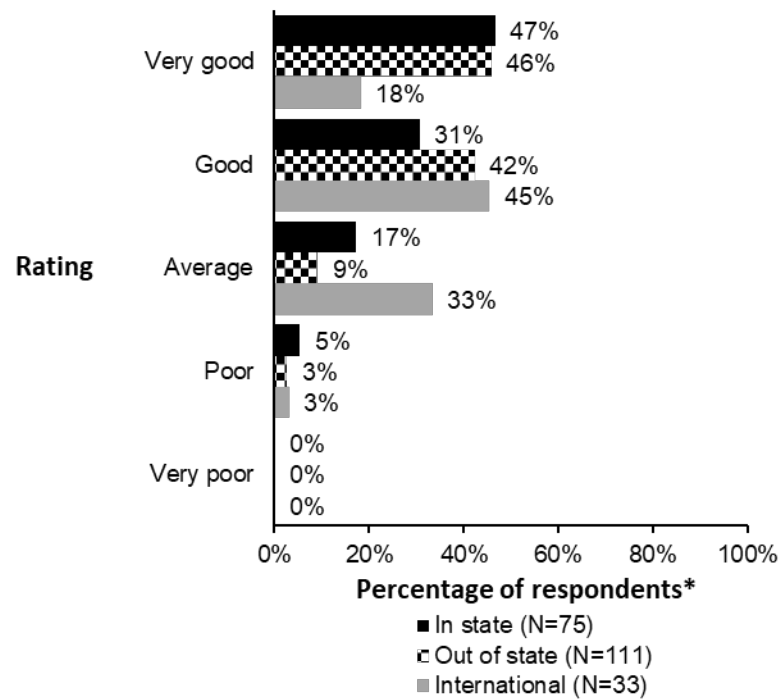


Figure 107. Quality of Maritime Museum, by State of Country of Residence

*total percentages do not equal 100 due to rounding

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Appendix 6. Results – Maritime Museum Visitor Sub-Sample

This appendix provides summary information for select questions in the VUS survey instrument for visitor groups who went to the Maritime Museum. Results from all respondents are included, as well, to allow for a direct comparison.

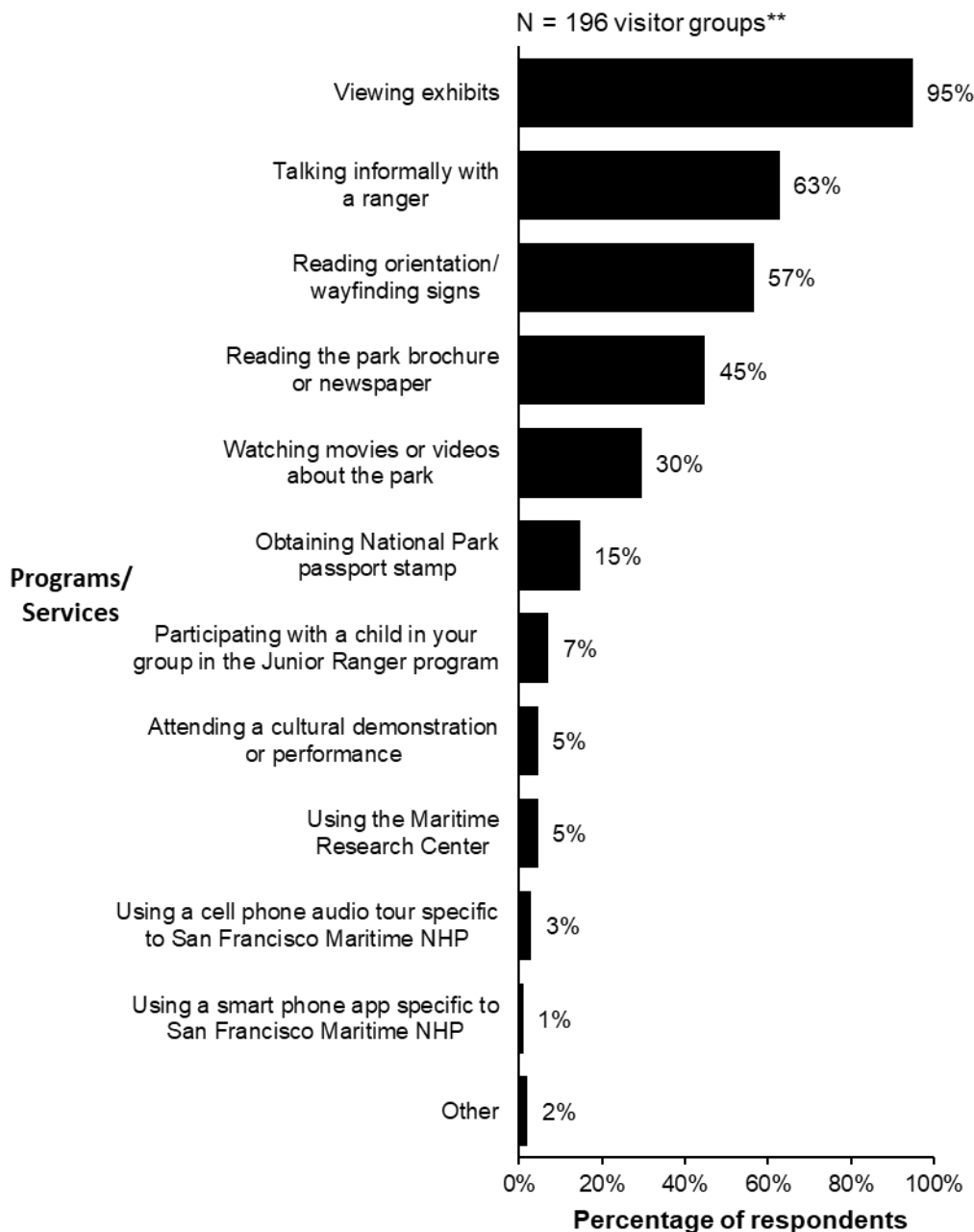


Figure 108. Programs and services used, Museum visitor sub-sample

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

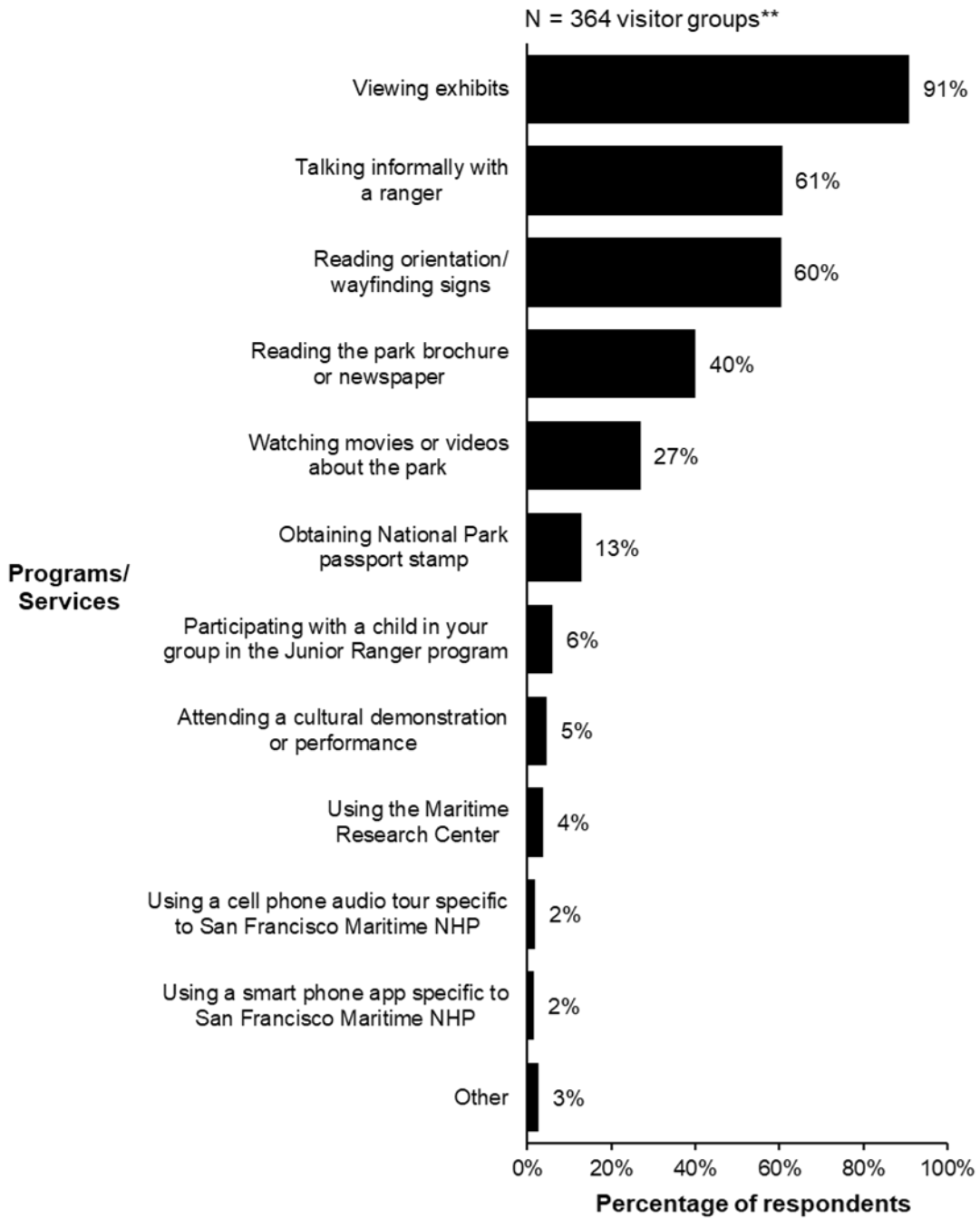


Figure 109. Programs and services used, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

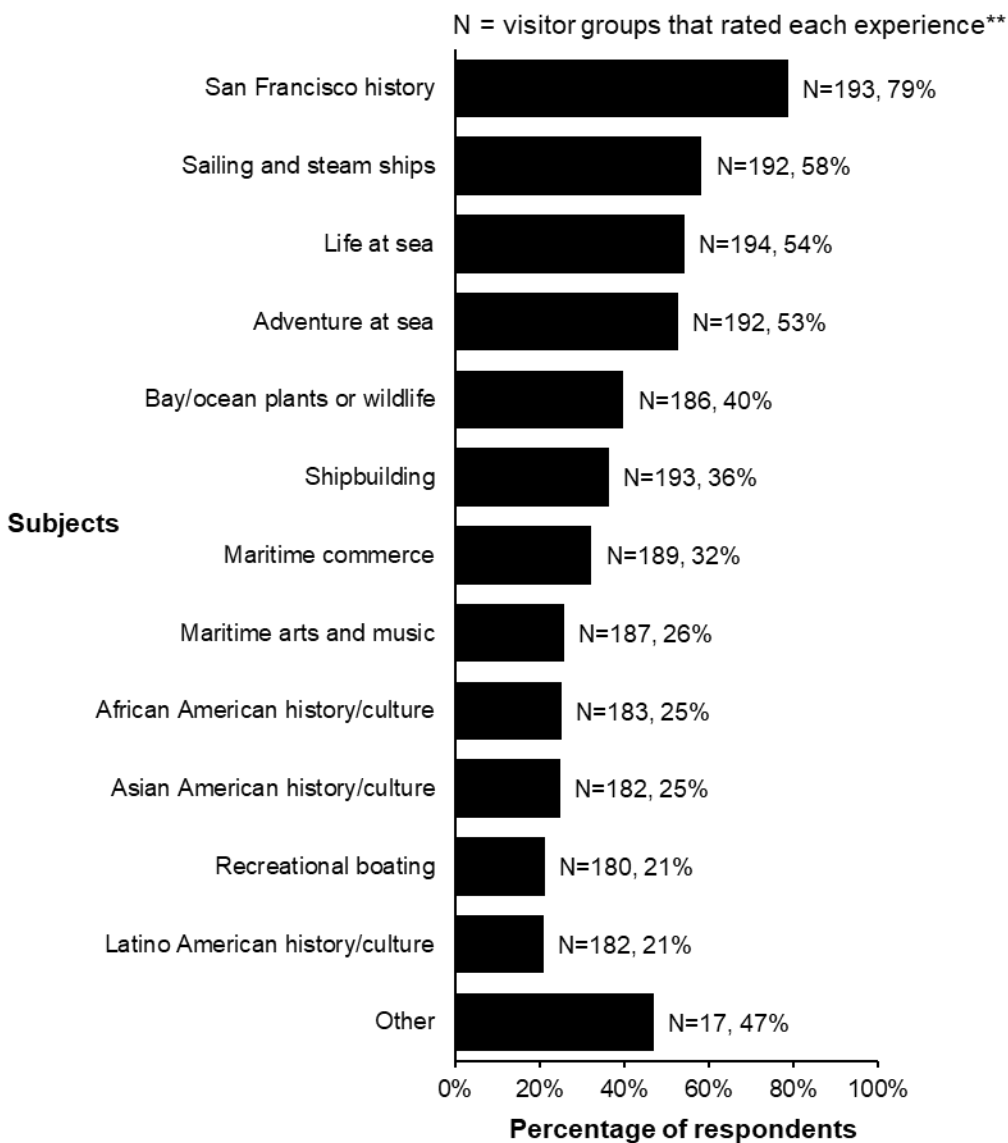


Figure 110. Importance of learning subjects, combined ratings of “extremely important” and “very important”, Museum visitor sub-sample

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

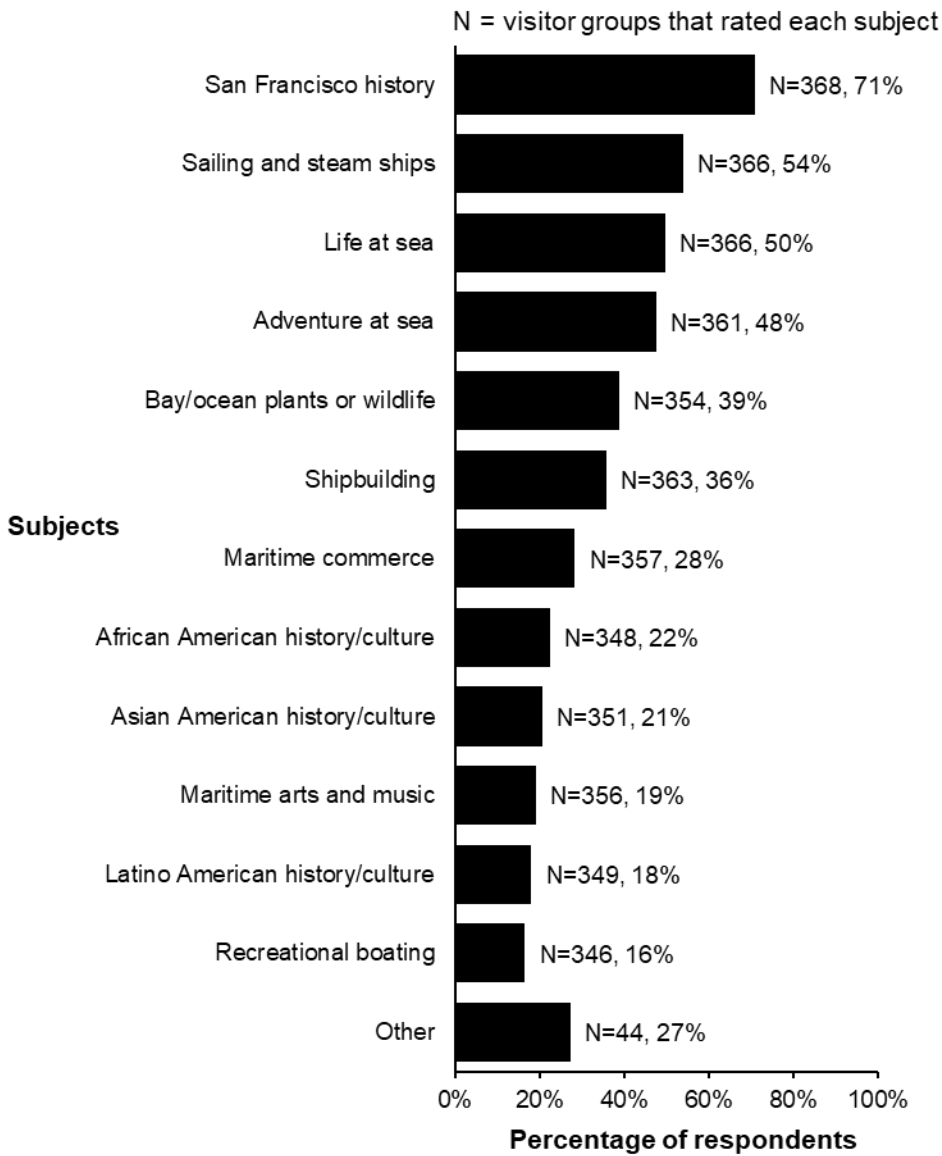


Figure 111. Importance of learning subjects, combined ratings of “extremely important” and “very important”, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

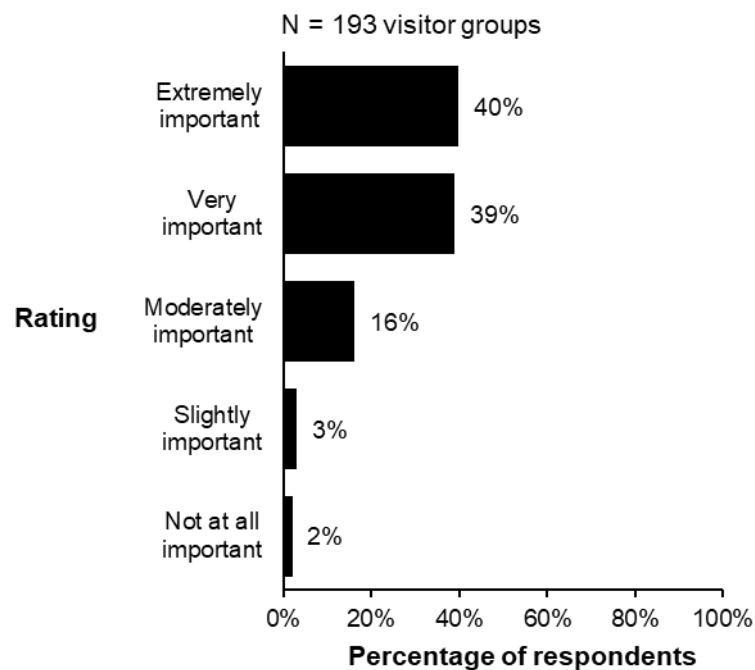


Figure 112. Importance of learning about San Francisco history, Museum visitor sub-sample

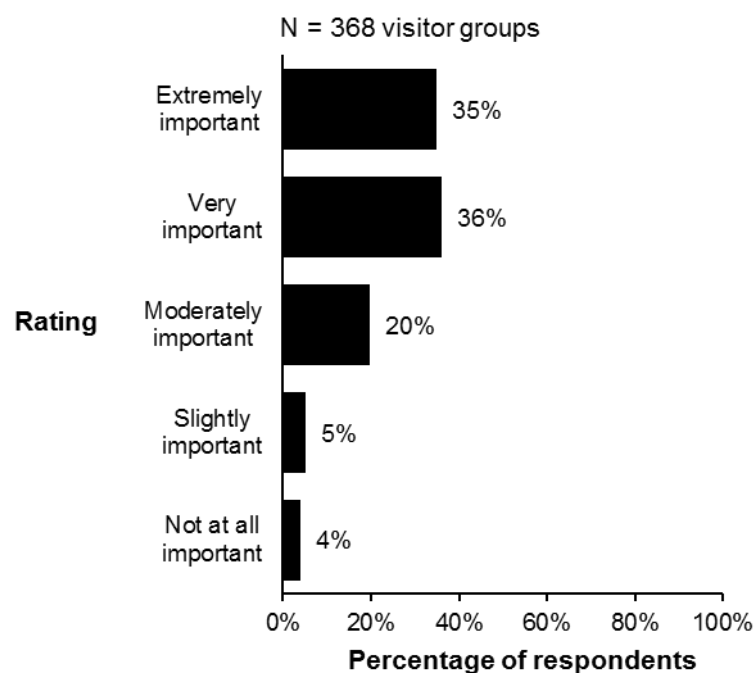


Figure 113. Importance of learning about San Francisco history, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

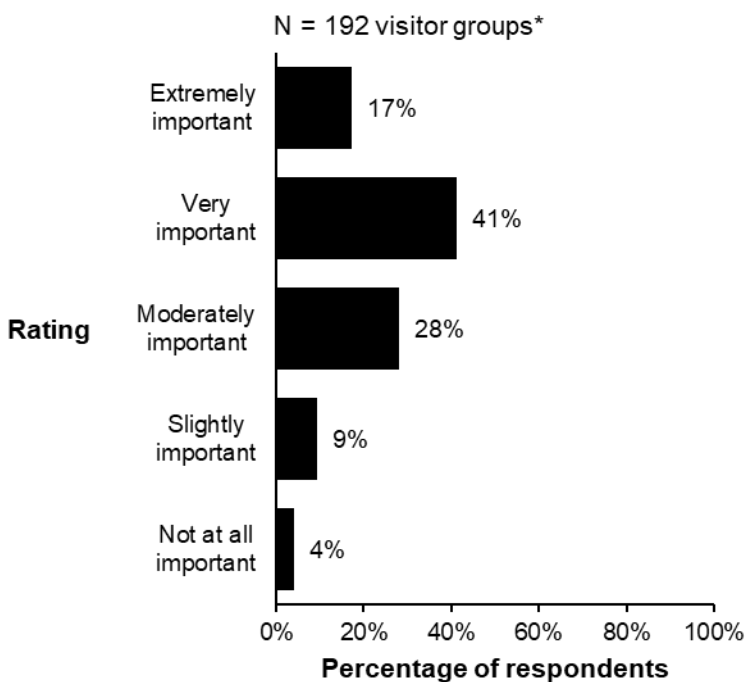


Figure 114. Importance of learning about sailing and steam ships, Museum visitor sub-sample

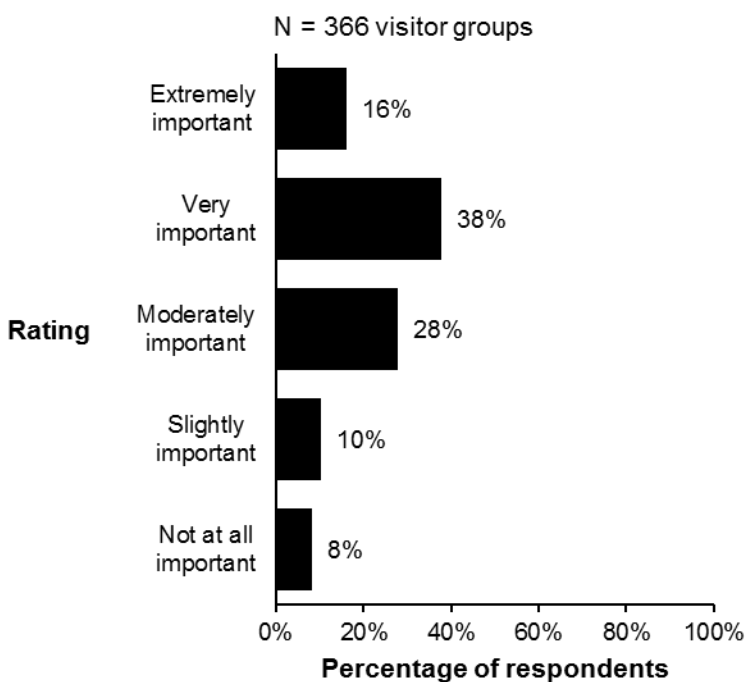


Figure 115. Importance of learning about sailing and steam ships, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

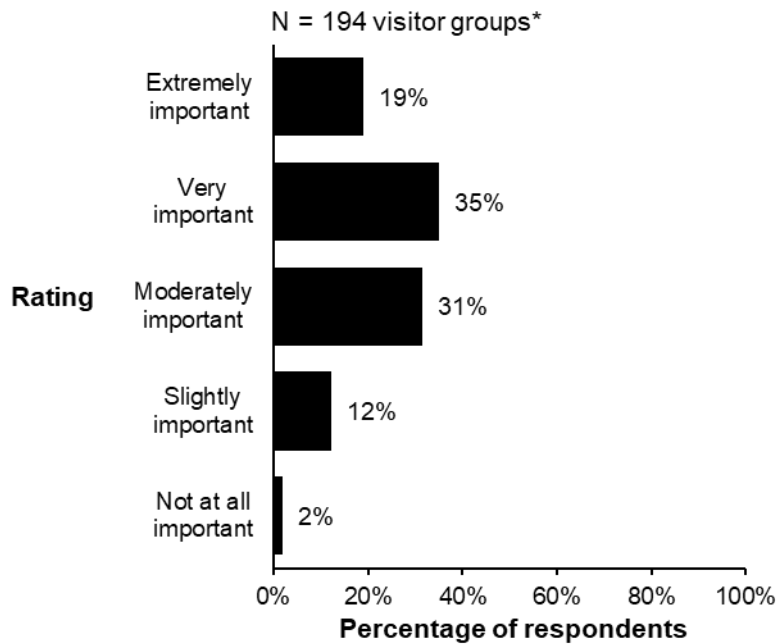


Figure 116. Importance of learning about life at sea, Museum visitor sub-sample

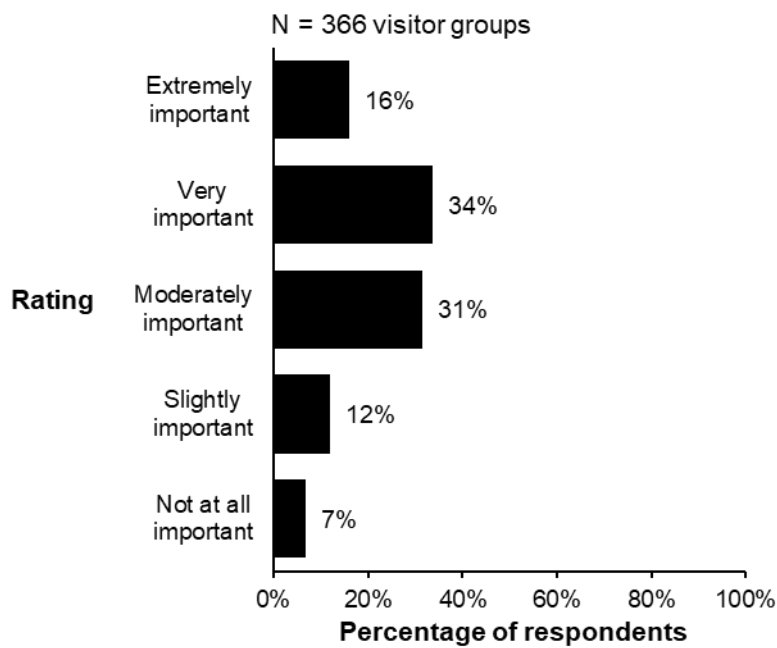


Figure 117. Importance of learning about life at sea, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

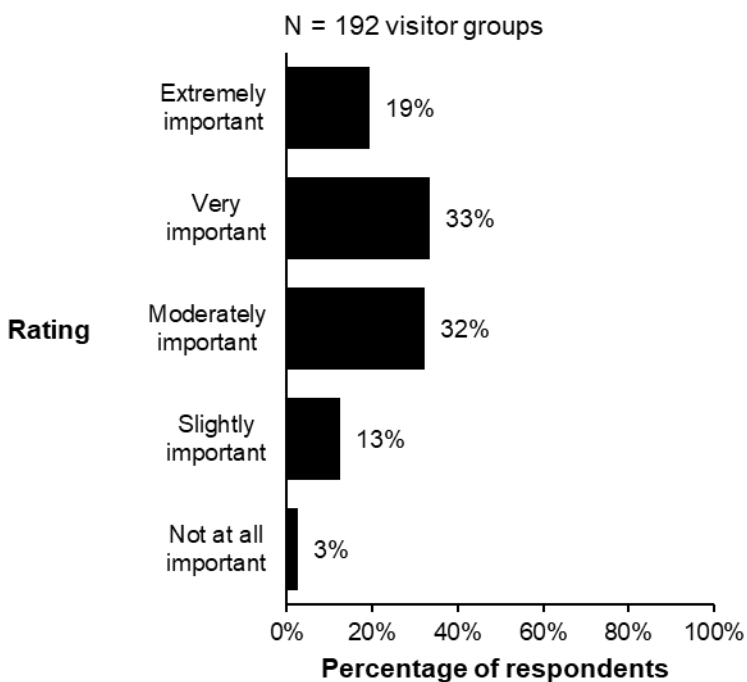


Figure 118. Importance of learning about adventure at sea, Museum visitor sub-sample

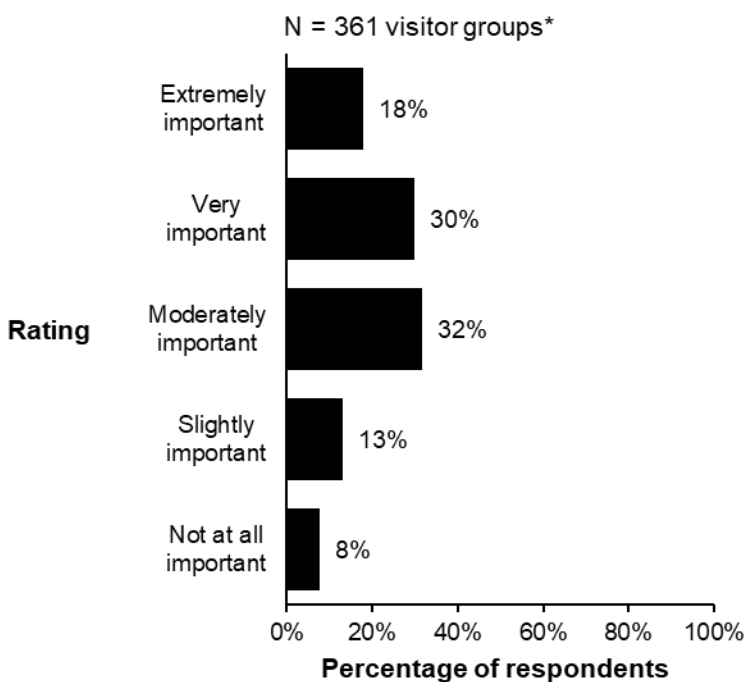


Figure 119. Importance of learning about adventure at sea, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

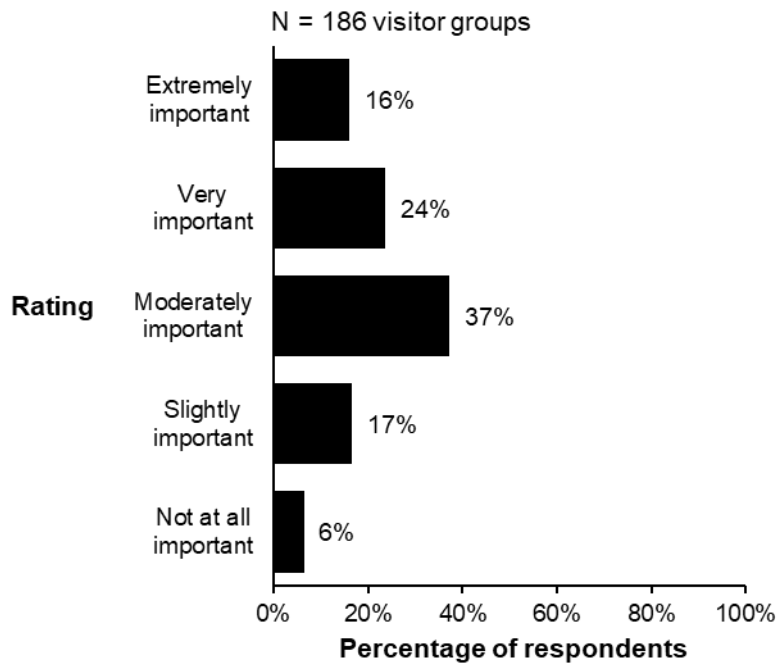


Figure 120. Importance of learning about bay/ocean plants or wildlife, Museum visitor sub-sample

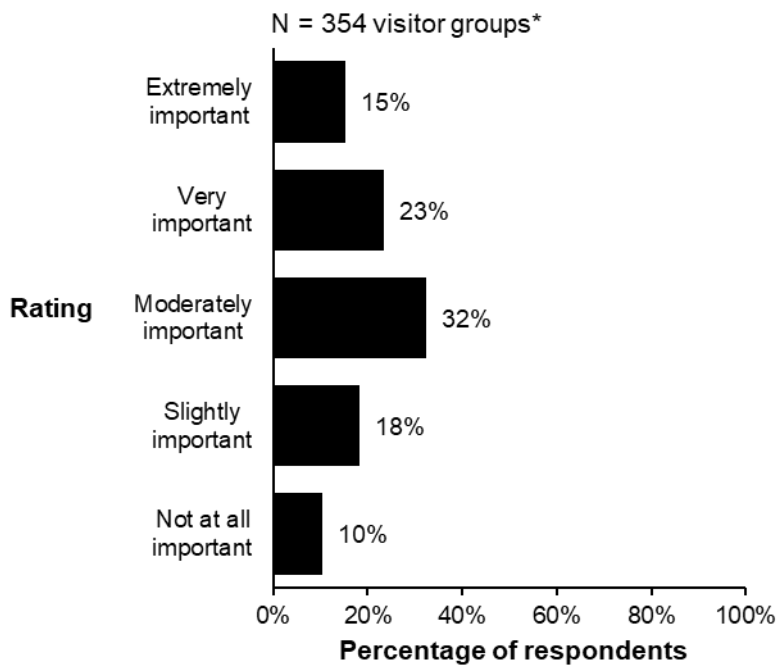


Figure 121. Importance of learning about bay/ocean plants or wildlife, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

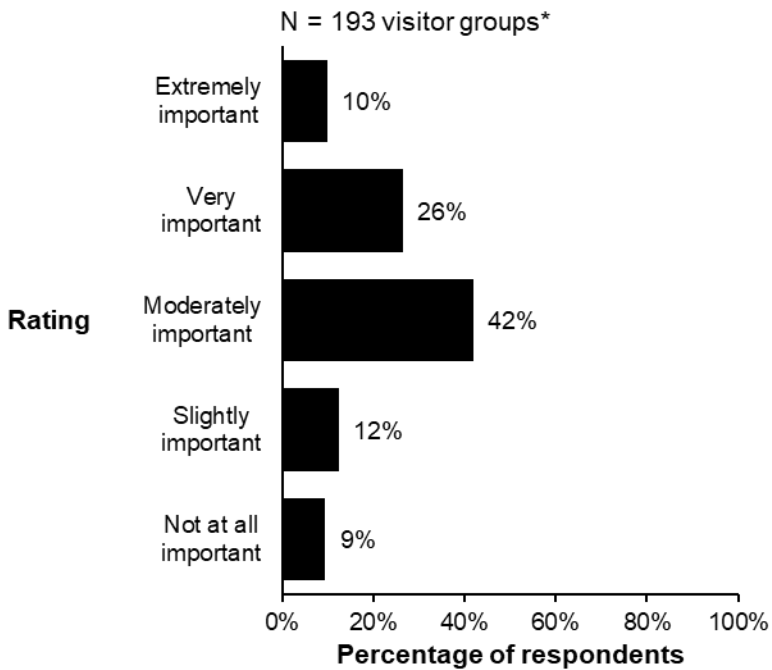


Figure 122. Importance of learning about shipbuilding, Museum visitor sub-sample

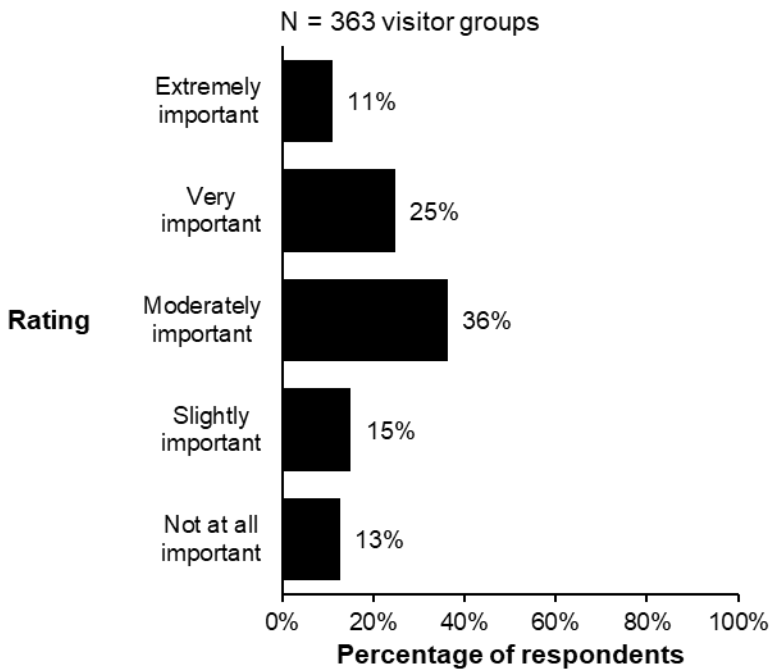


Figure 123. Importance of learning about shipbuilding, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

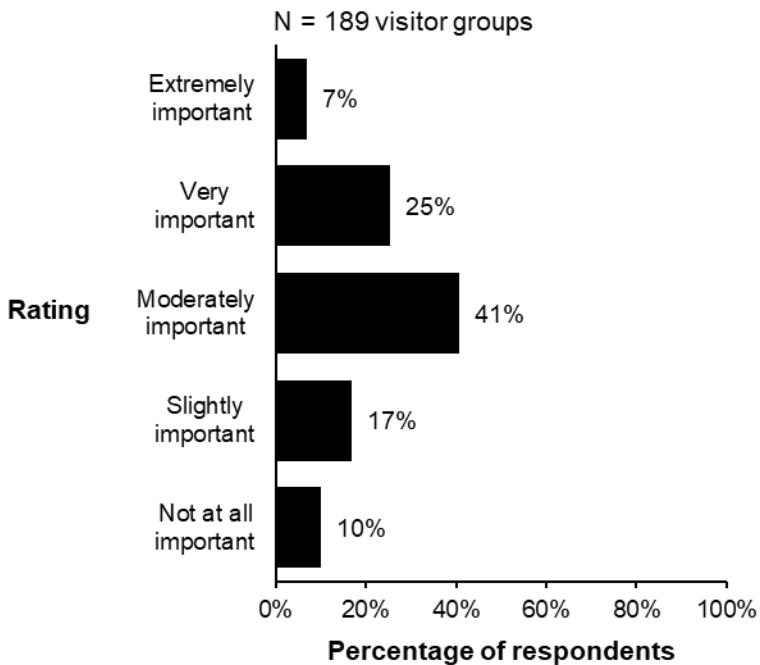


Figure 124. Importance of learning about maritime commerce, Museum visitor sub-sample

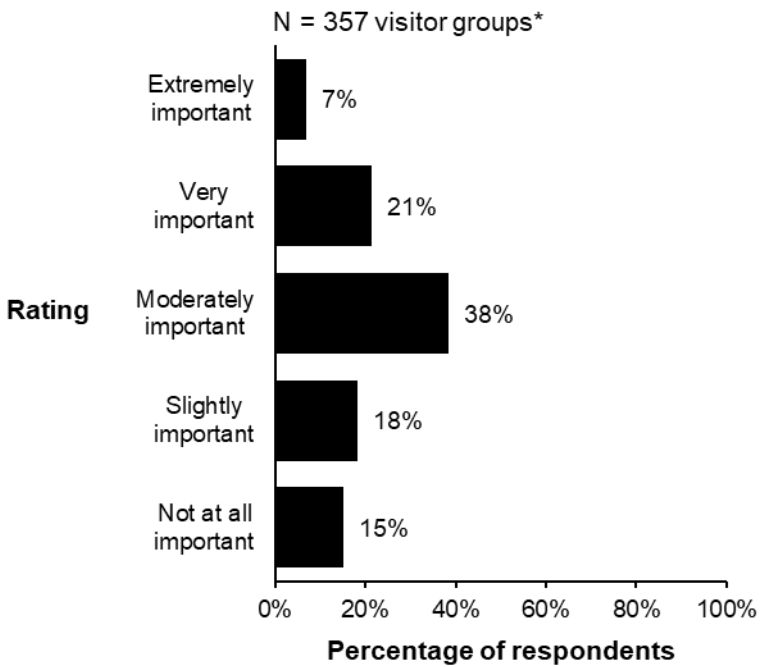


Figure 125. Importance of learning about maritime commerce, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

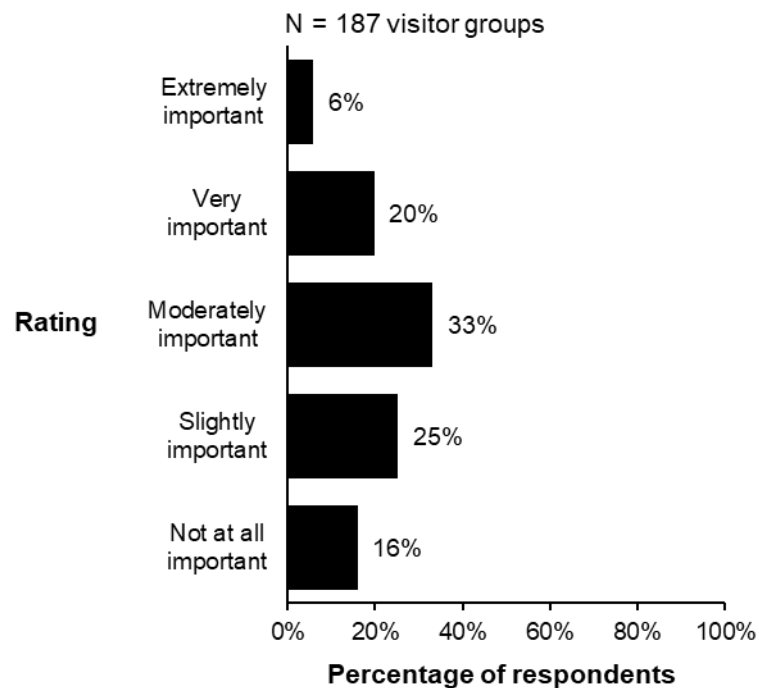


Figure 126. Importance of learning about maritime arts and music, Museum visitor sub-sample

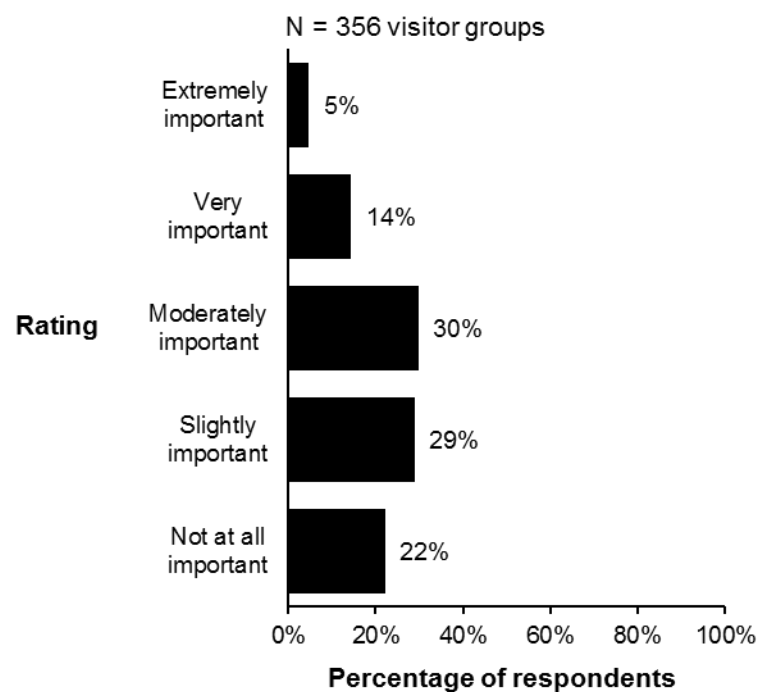


Figure 127. Importance of learning about maritime arts and music, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

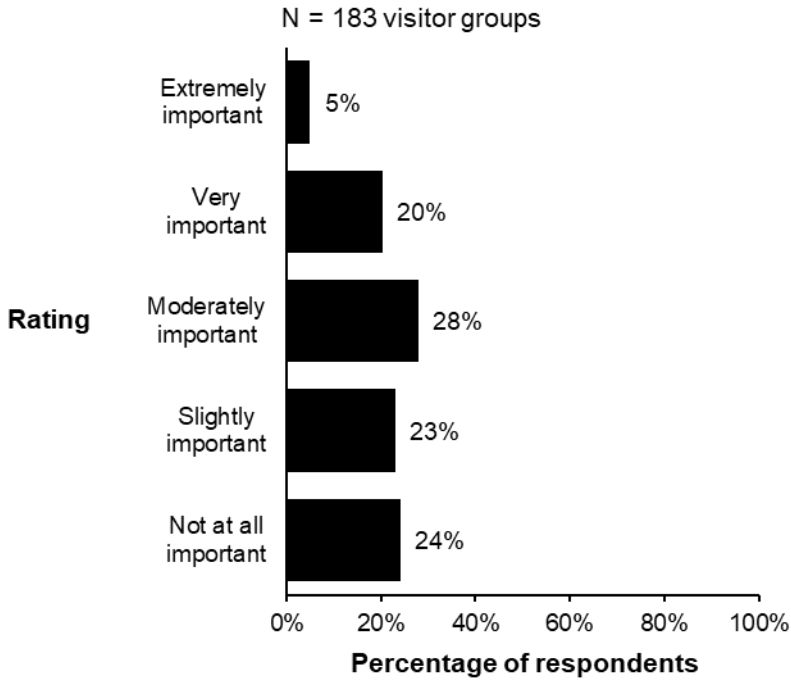


Figure 128. Importance of learning about African American history/culture, Museum visitor sub-sample

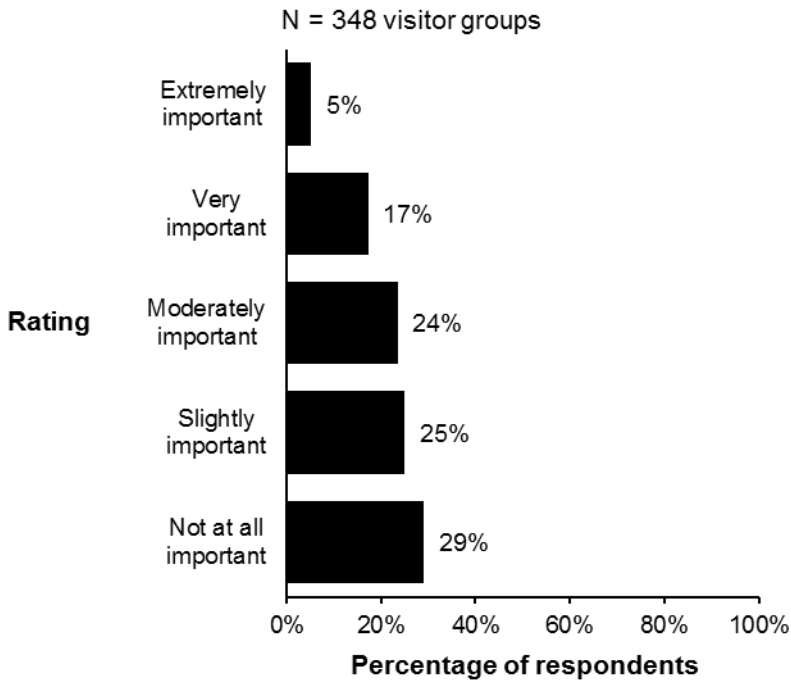


Figure 129. Importance of learning about African American history/culture, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

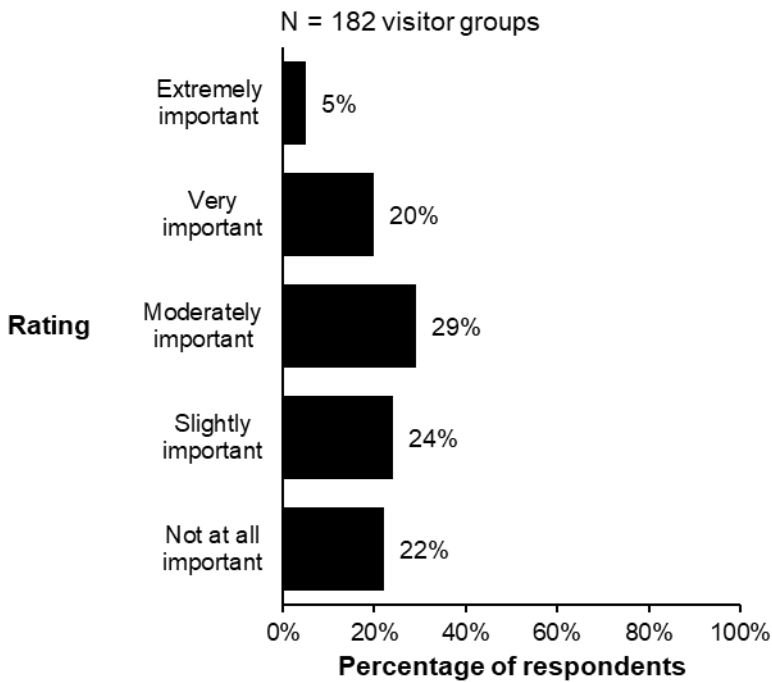


Figure 130. Importance of learning about Asian American history/culture, Museum visitor sub-sample

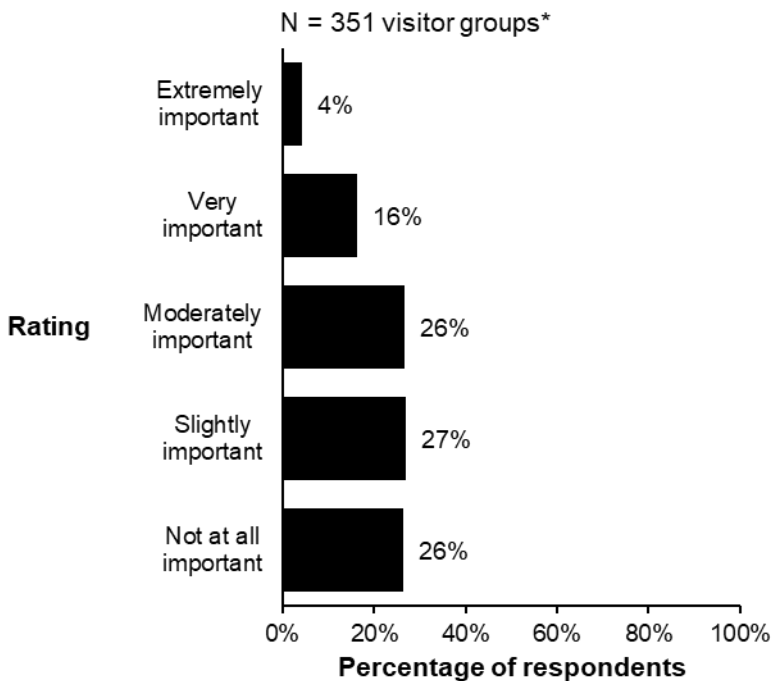


Figure 131. Importance of learning about Asian American history/culture, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

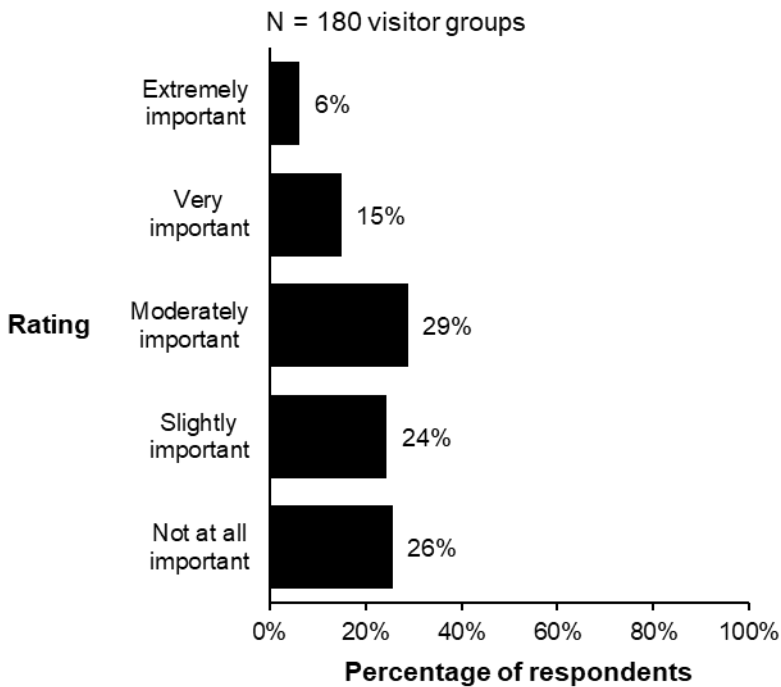


Figure 132. Importance of learning about recreational boating, Museum visitor sub-sample

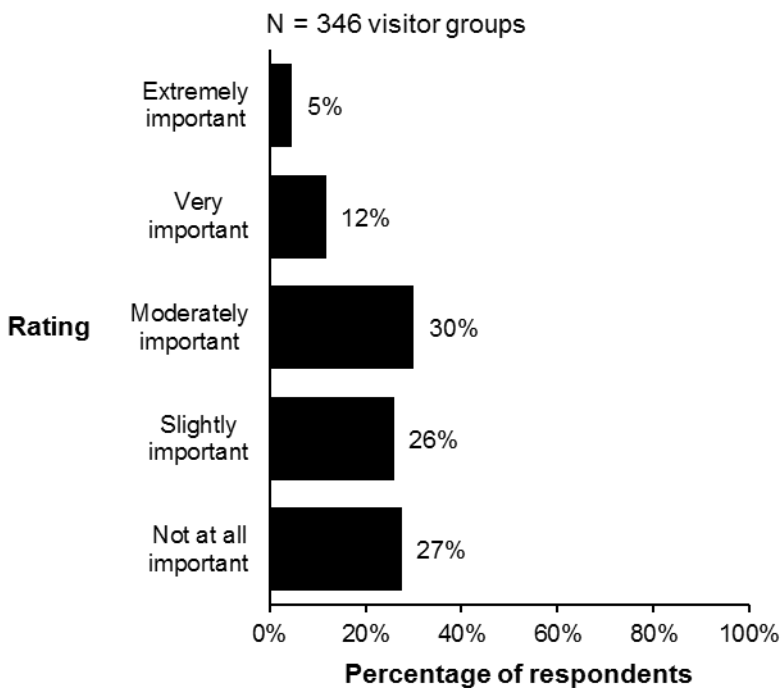


Figure 133. Importance of learning about recreational boating, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

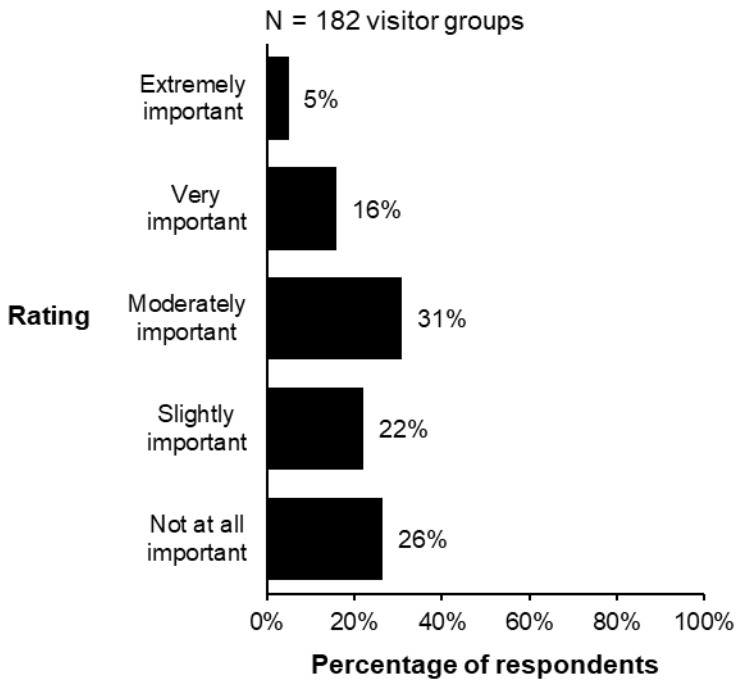


Figure 134. Importance of learning about Latino American history/culture, Museum visitor sub-sample

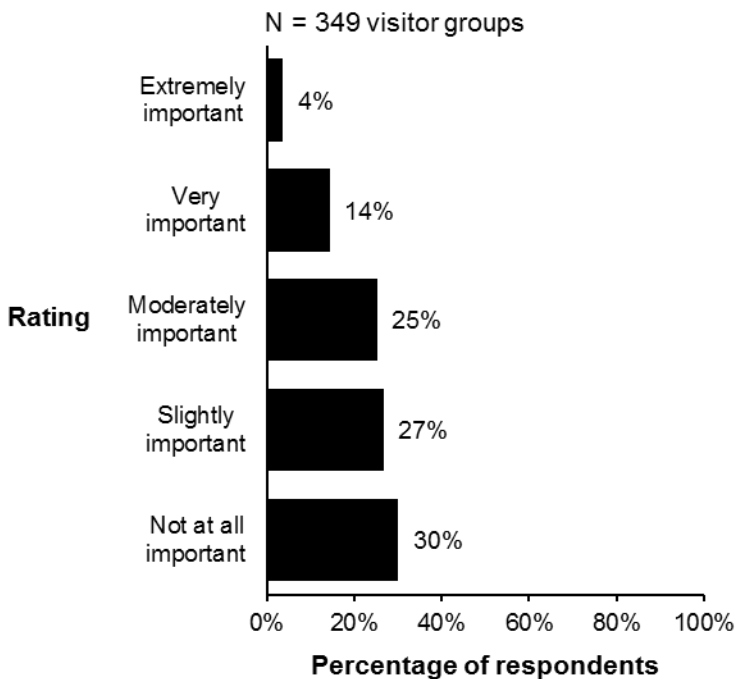


Figure 135. Importance of learning about Latino American history/culture, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

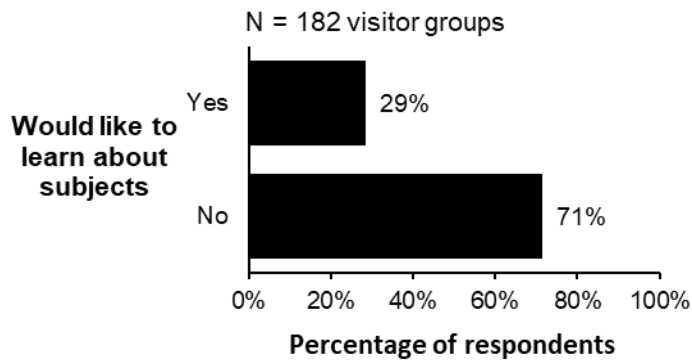


Figure 136. Visitors who would like to learn about specific subjects on future visits, Museum visitor sub-sample

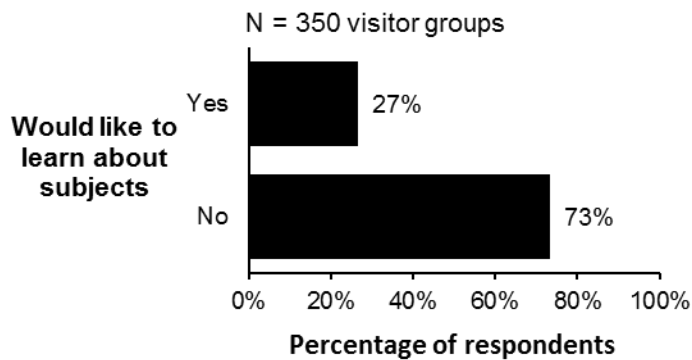


Figure 137. Visitors who would like to learn about specific subjects on future visits, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 33. Subjects visitor groups would like to learn about on a future visit, Museum visitor sub-sample

N = 63 comments Some visitor groups may have made more than one comment.		
Response		Percent of valid responses
History	23	37%
Maritime life	9	14%
Ships	9	14%
Bay Area geology	4	6%
Today's Maritime industry	4	6%
Navigation	3	5%
Artifacts and exhibits	2	3%
Currents and tides	2	3%
Commerce	1	2%
Plants and wildlife	1	2%
Other	5	8%

Table 34. Subjects visitor groups would like to learn about on a future visit, all respondents

N = 118 comments Some visitor groups may have made more than one comment.		
Response		Percent of valid responses*
History		36%
Ships		16%
Maritime life		12%
Bay Area geology		5%
Plants and wildlife		4%
Artifacts and exhibits		3%
Commerce		3%
Environmental changes and protection		3%
Today's Maritime industry		3%
Currents and tides		3%
Navigation		3%
Other comments		8%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

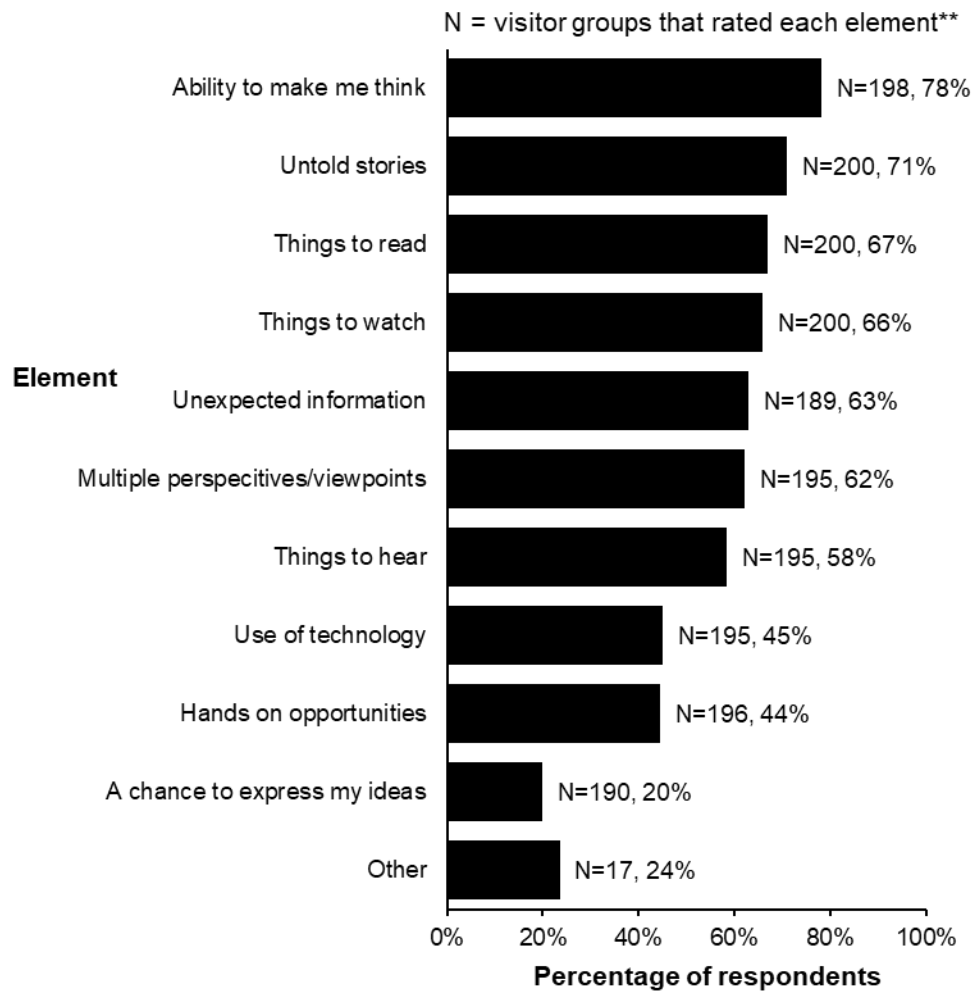


Figure 138. Importance of elements, combined ratings of “extremely important” and “very important”, Museum visitor sub-sample

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

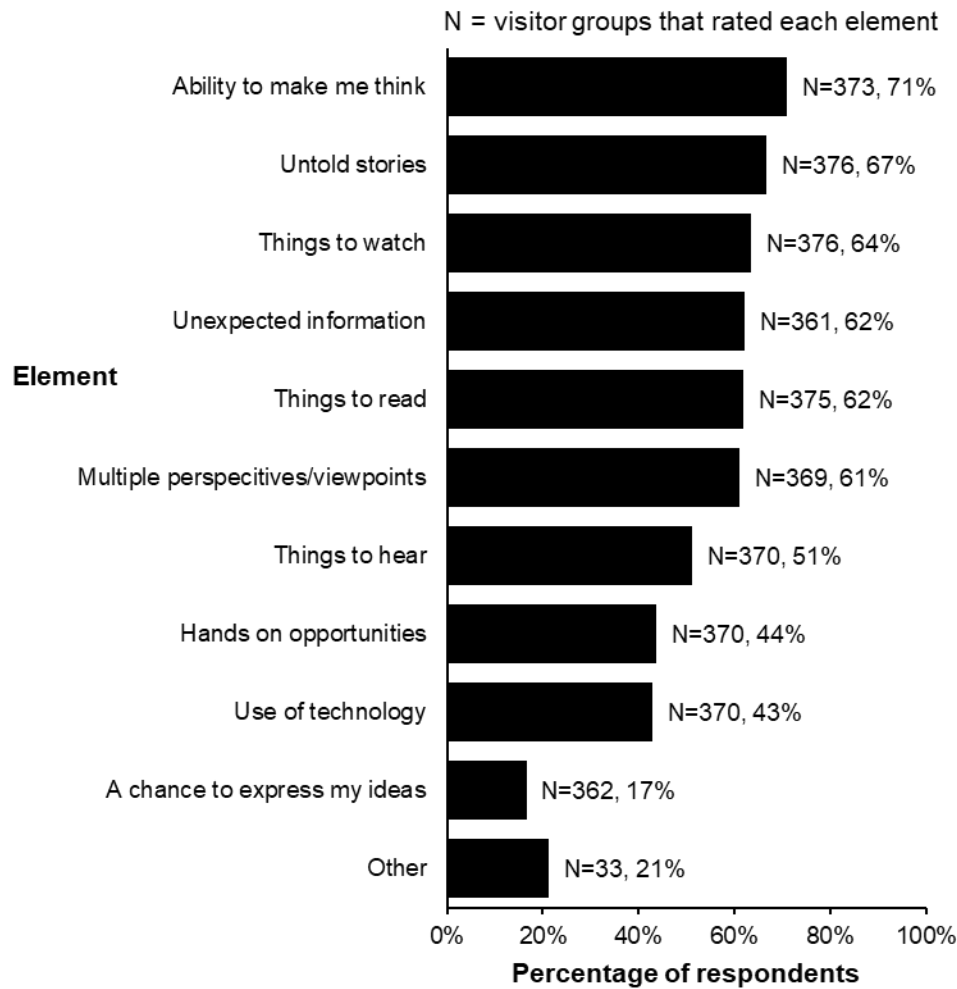


Figure 139. Importance of elements, combined ratings of “extremely important” and “very important”, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

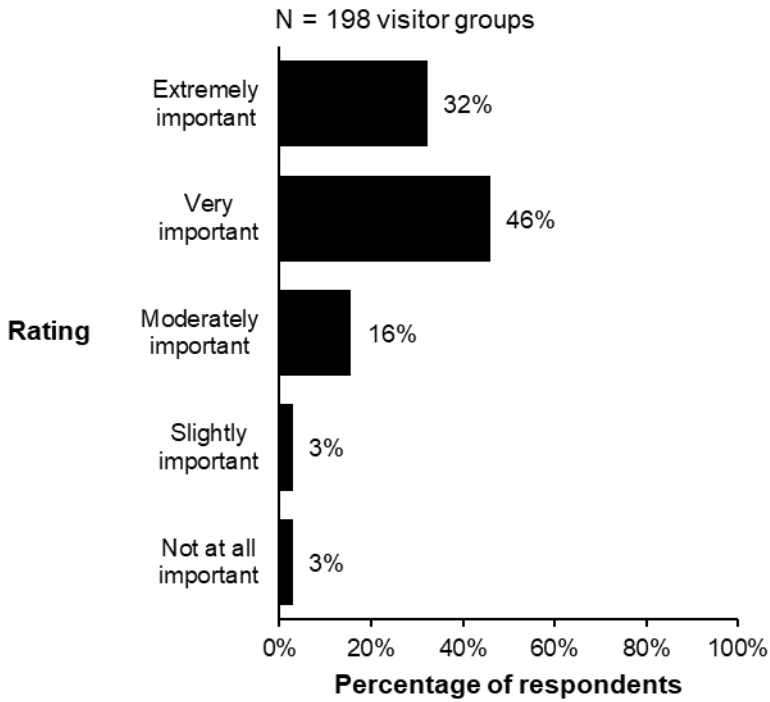


Figure 140. Importance of ability to make me think, Museum visitor sub-sample

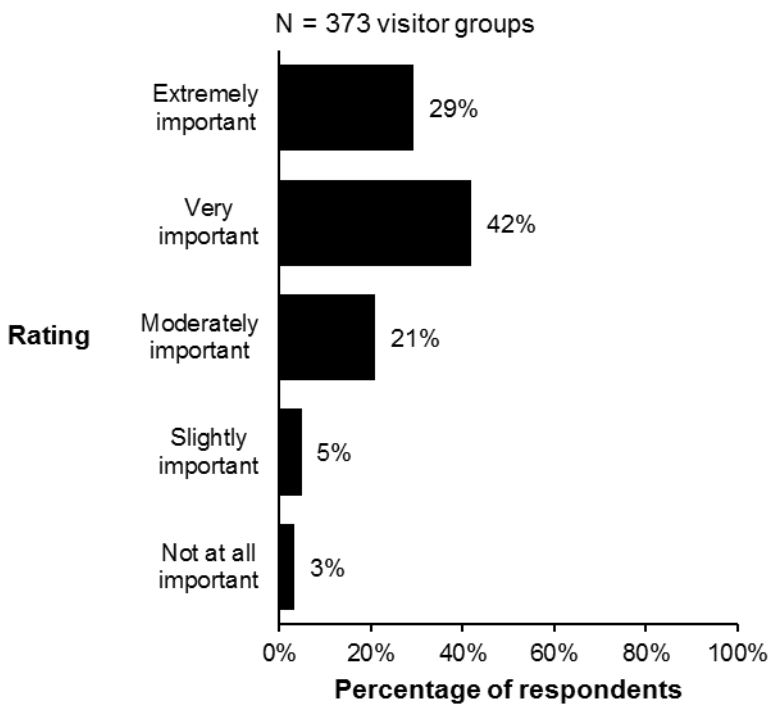


Figure 141. Importance of ability to make me think, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

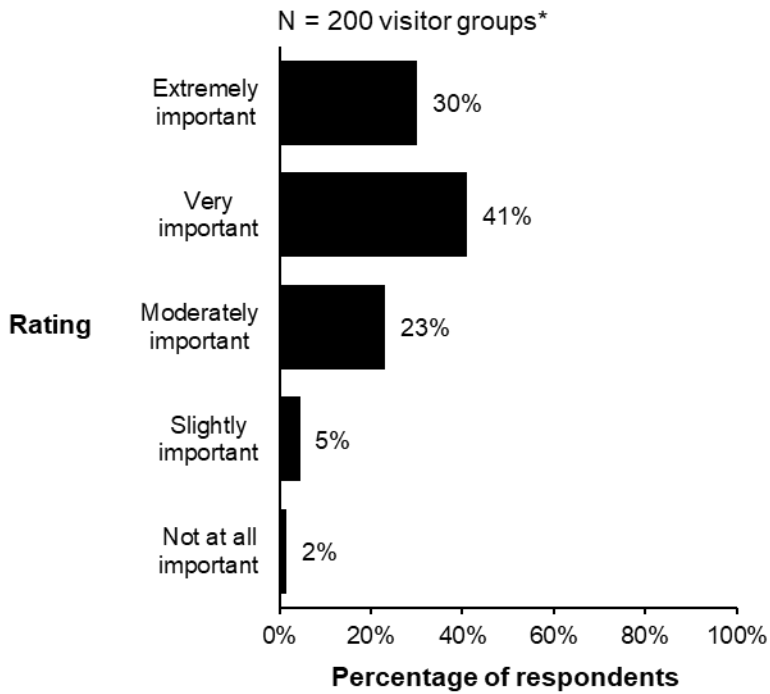


Figure 142. Importance of untold stories, Museum visitor sub-sample

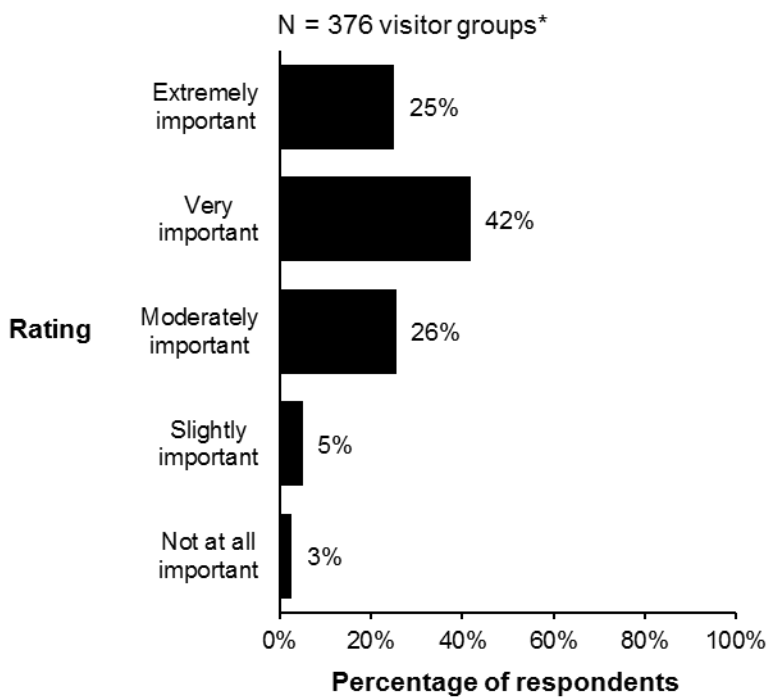


Figure 143. Importance of untold stories, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

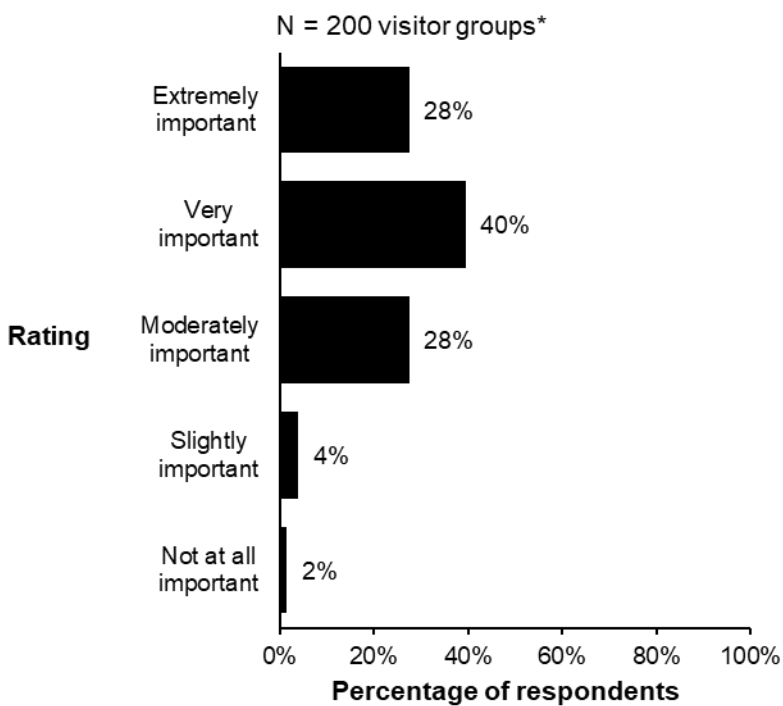


Figure 144. Importance of things to read, Museum visitor sub-sample

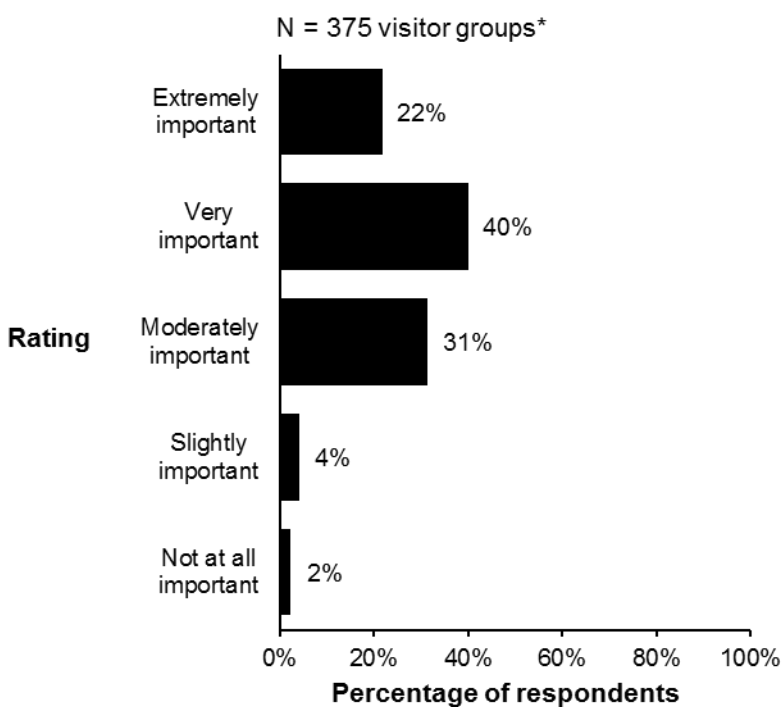


Figure 145. Importance of things to read, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

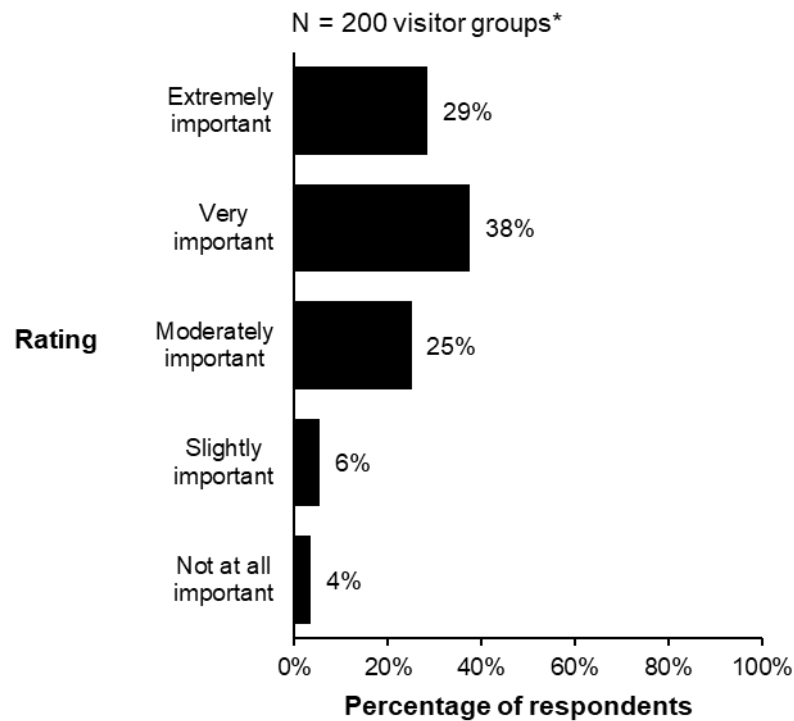


Figure 146. Importance of things to watch, Museum visitor sub-sample

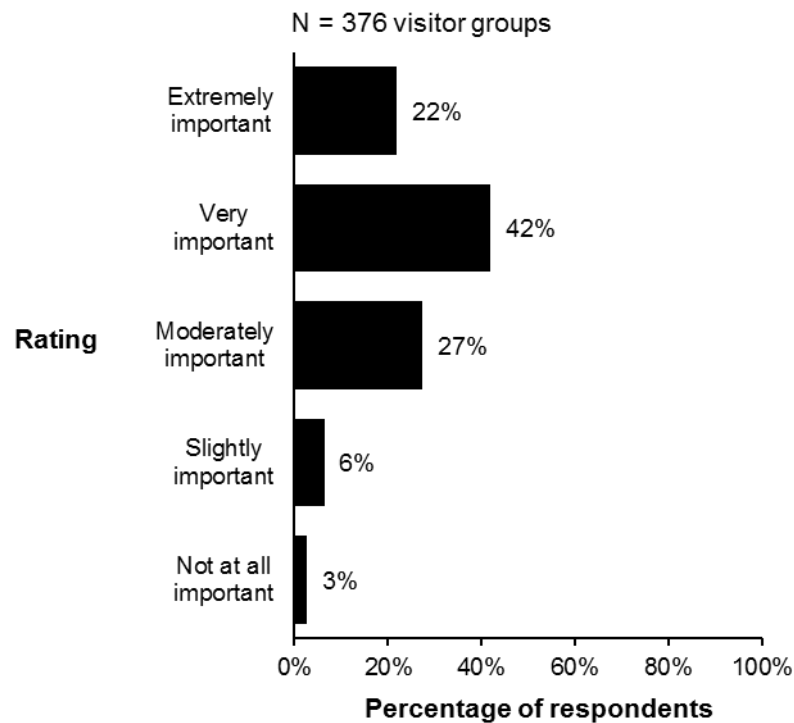


Figure 147. Importance of things to watch, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

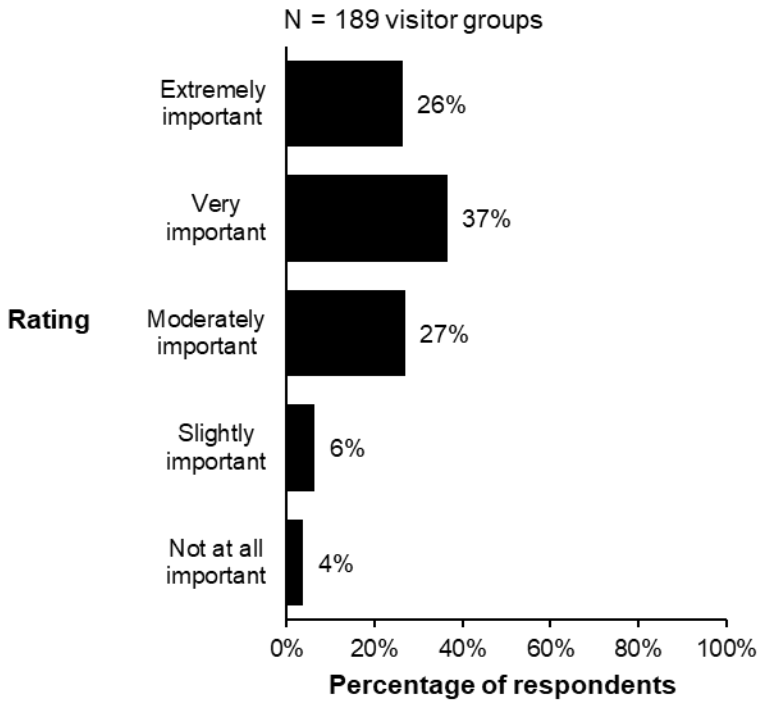


Figure 148. Importance of unexpected information, Museum visitor sub-sample

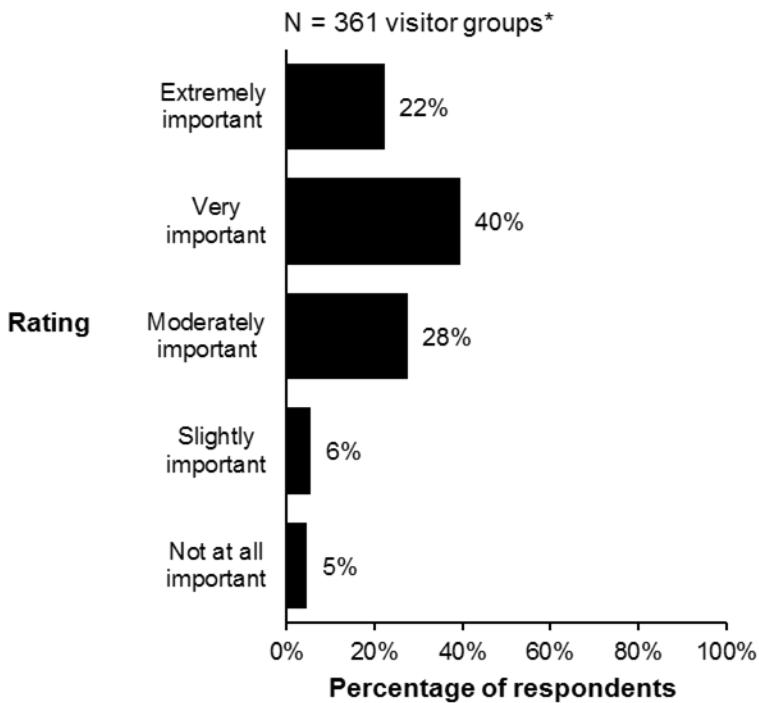


Figure 149. Importance of unexpected information, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

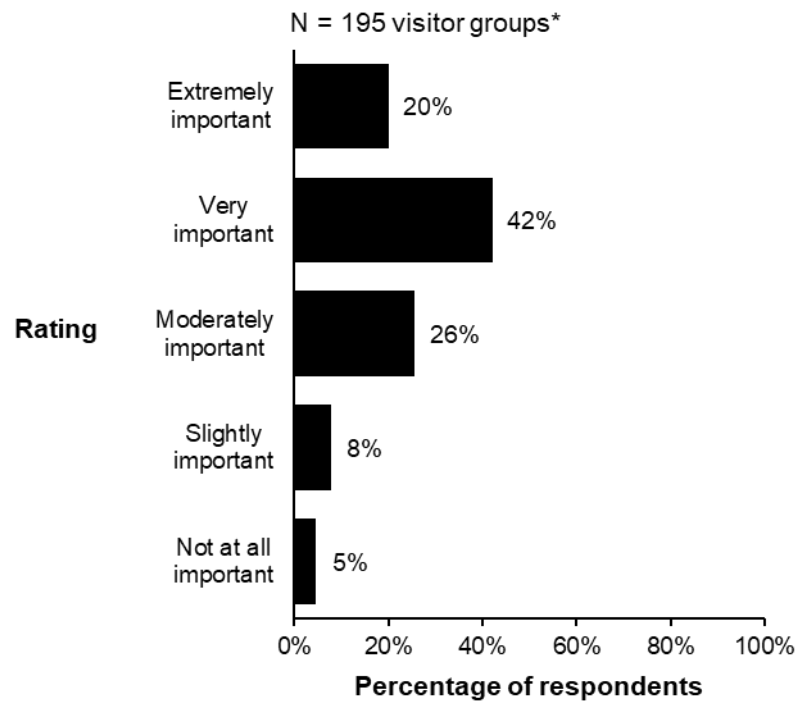


Figure 150. Importance of multiple perspectives/viewpoints, Museum visitor sub-sample

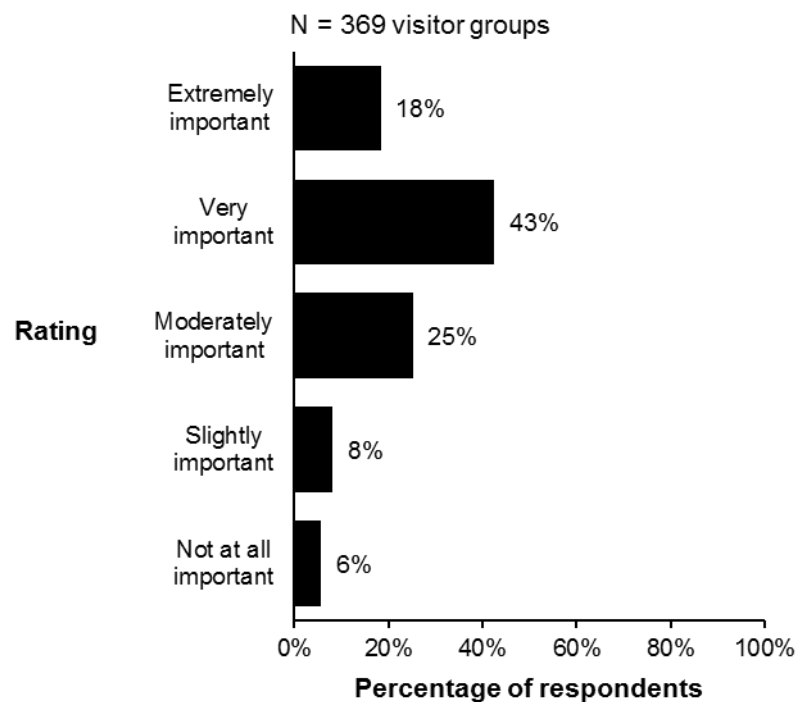


Figure 151. Importance of multiple perspectives/viewpoints, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

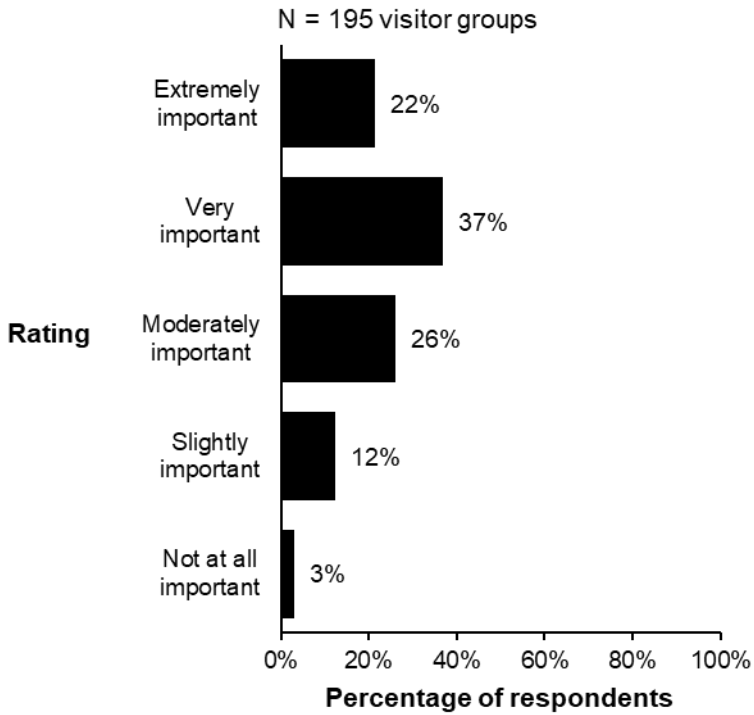


Figure 152. Importance of things to hear, Museum visitor sub-sample

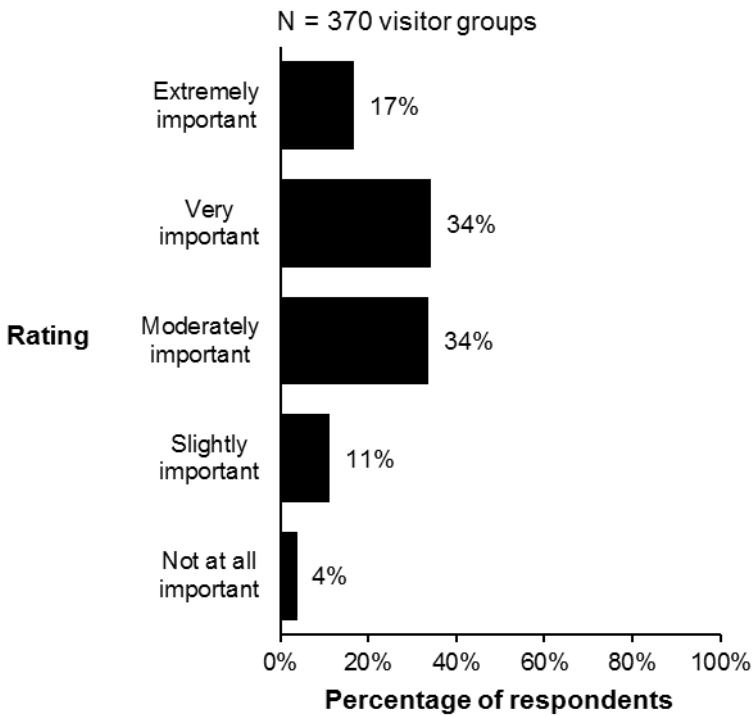


Figure 153. Importance of things to hear, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

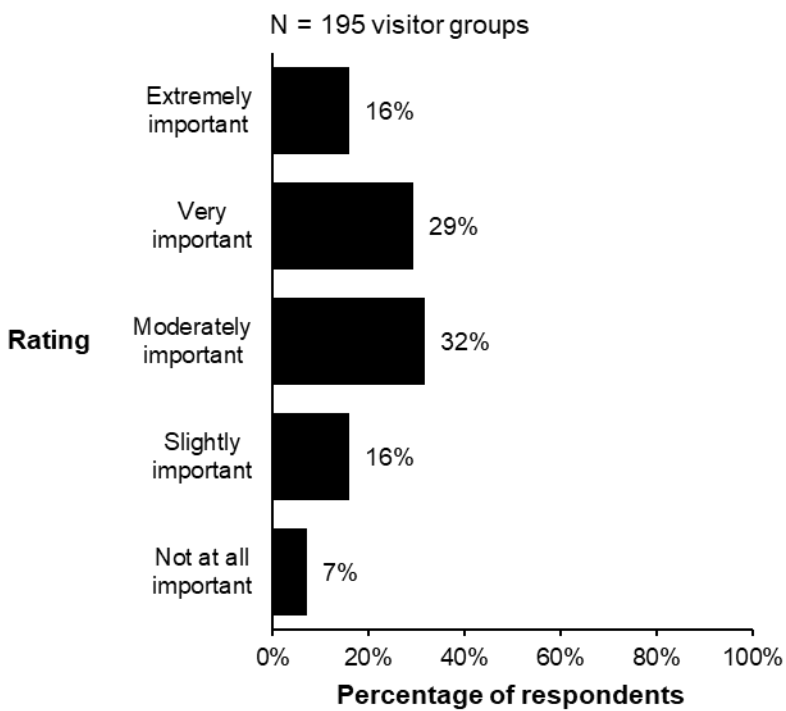


Figure 154. Importance of use of technology, Museum visitor sub-sample

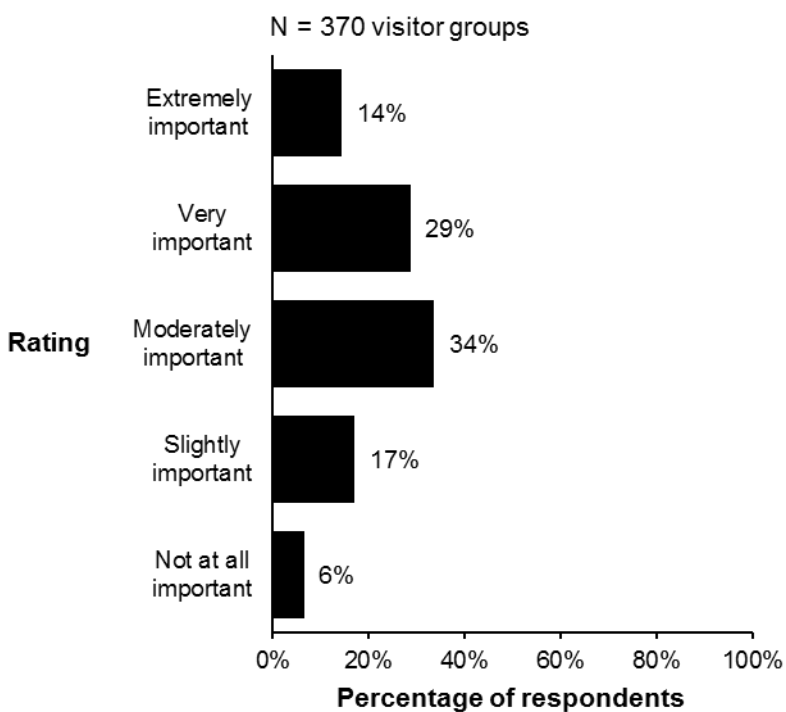


Figure 155. Importance of use of technology, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

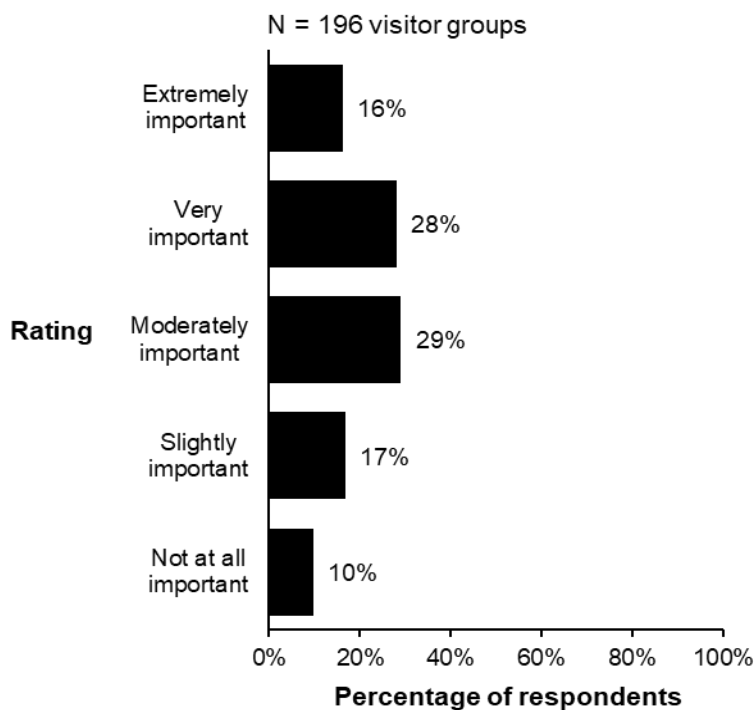


Figure 156. Importance of hands on opportunities, Museum visitor sub-sample

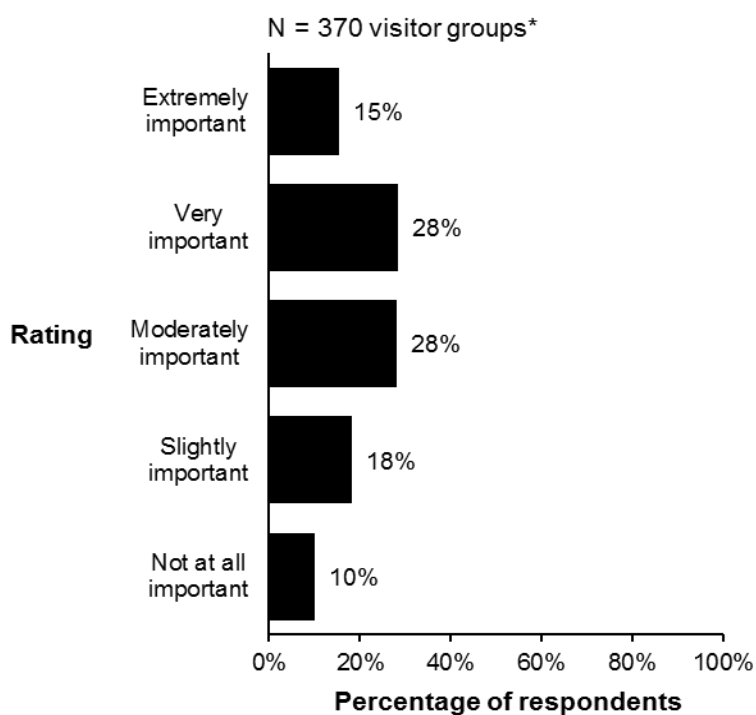


Figure 157. Importance of hands on opportunities, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

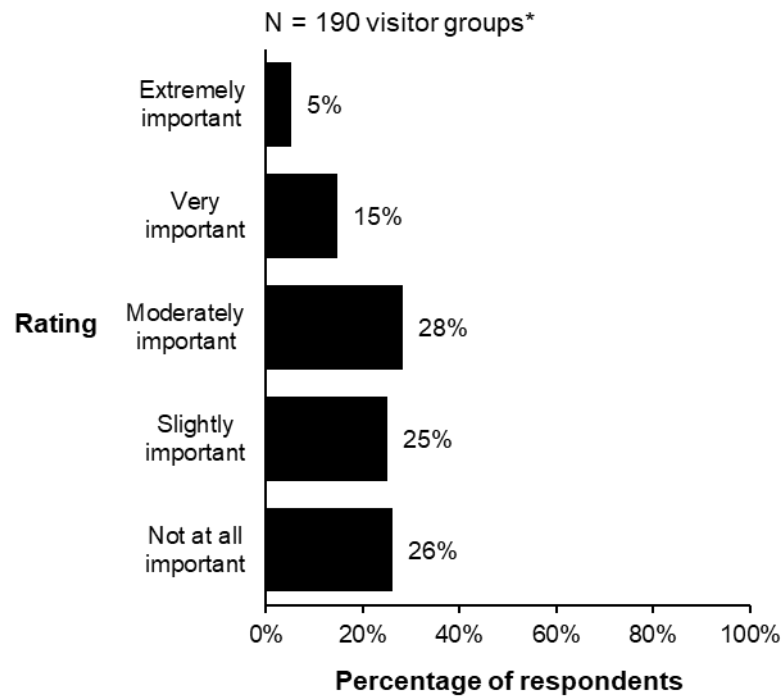


Figure 158. Importance of a chance to express my ideas, Museum visitor sub-sample

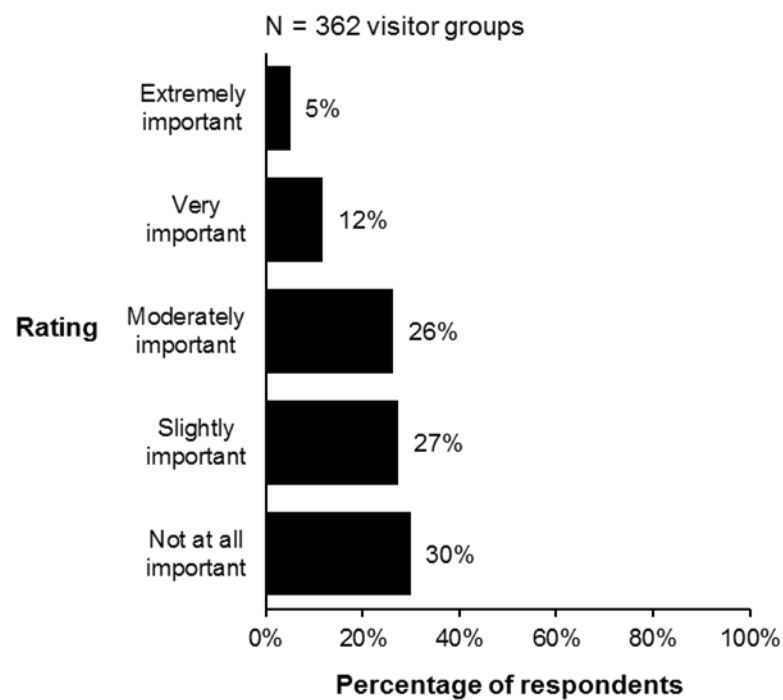


Figure 159. Importance of a chance to express my ideas, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

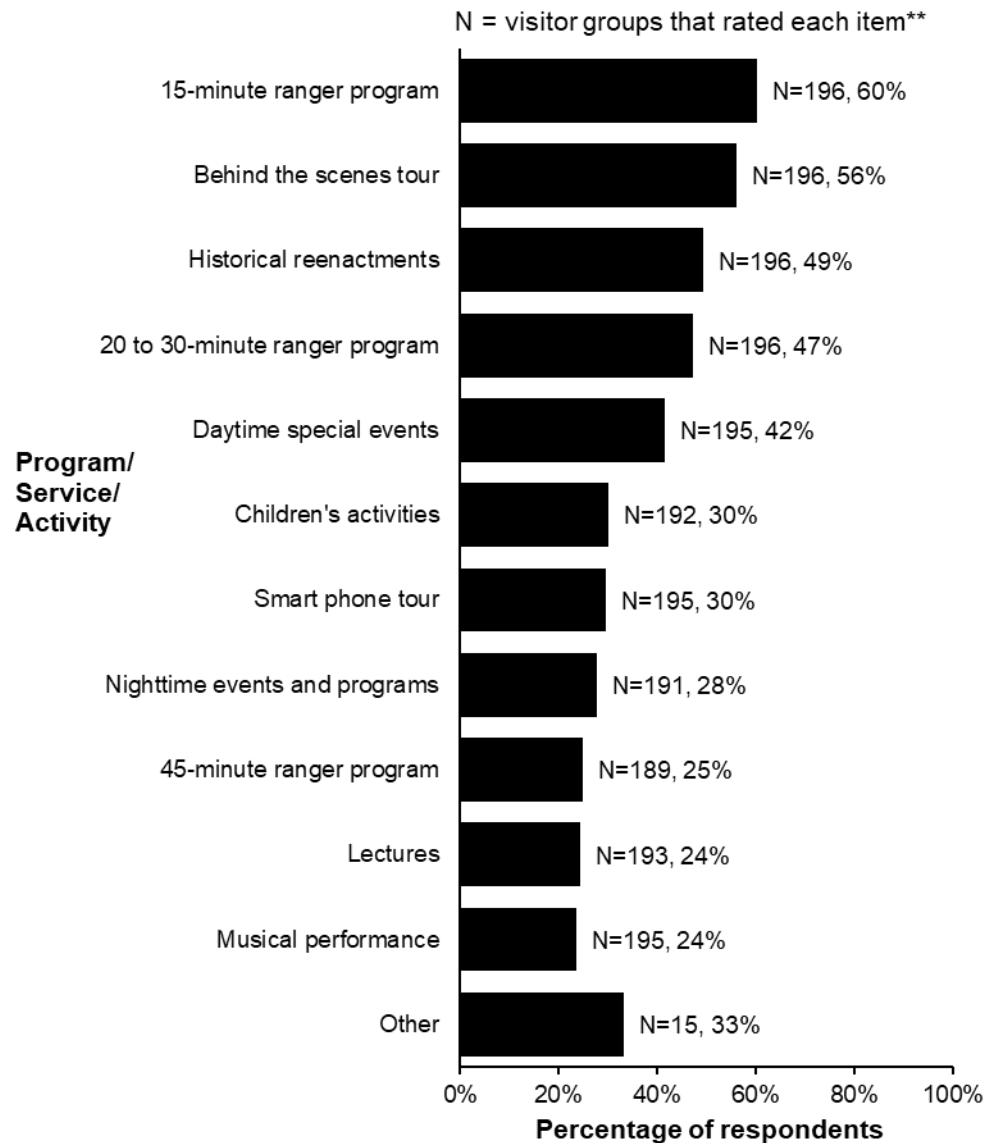


Figure 160. Interest in programs, services, and activities, combined ratings of “extremely interested” and “very interested”, Museum visitor sub-sample

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

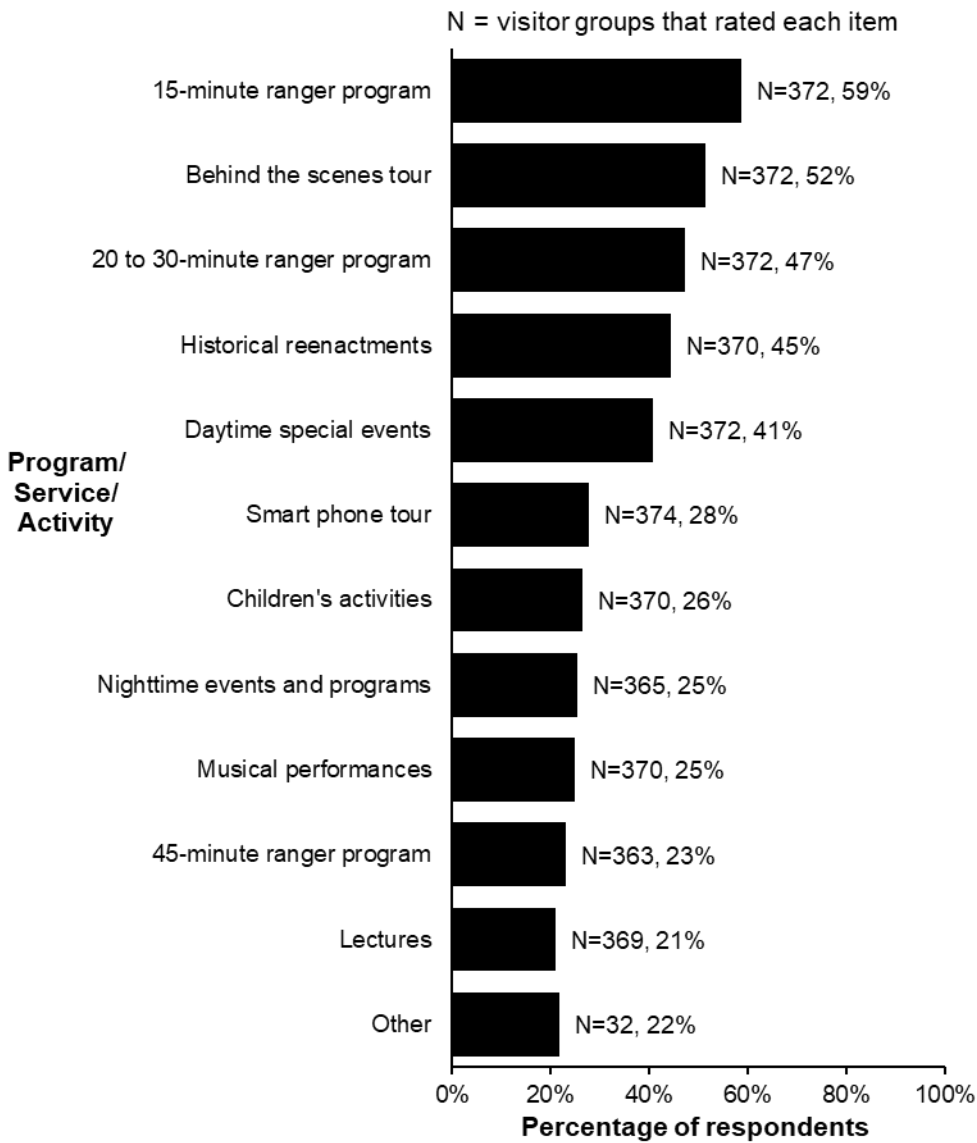


Figure 161. Interest in programs, services, and activities, combined ratings of “extremely interested” and “very interested”, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

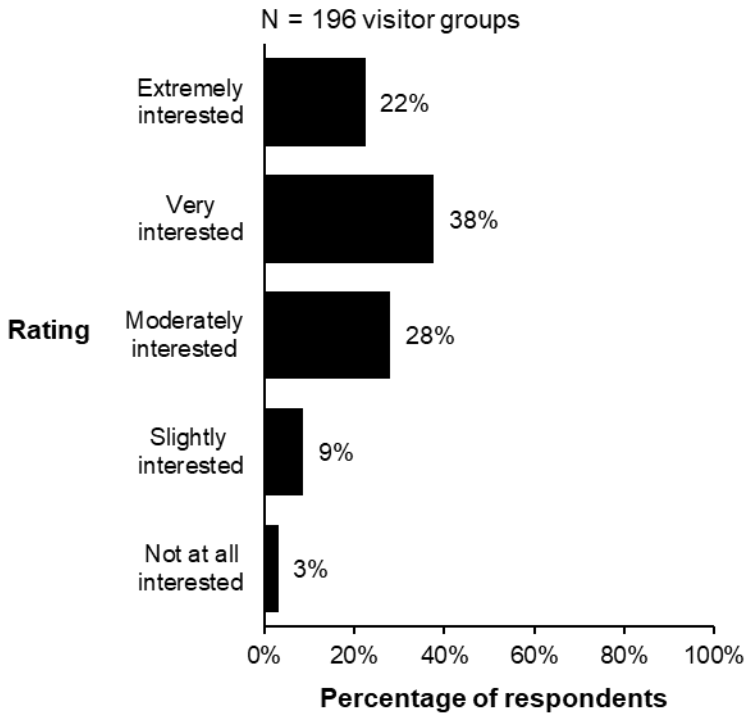


Figure 162. Interest in 15-minute demonstrations, Museum visitor sub-sample

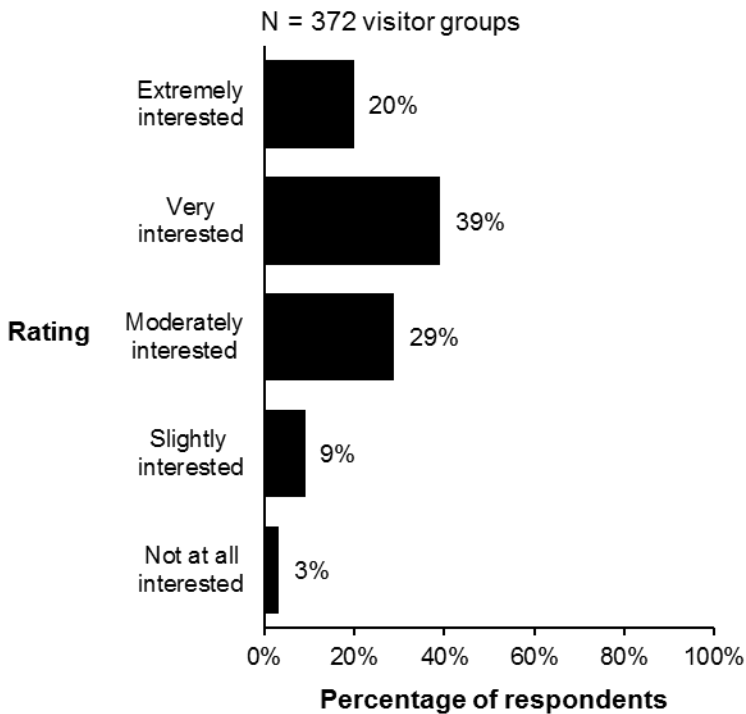


Figure 163. Interest in 15-minute demonstrations, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

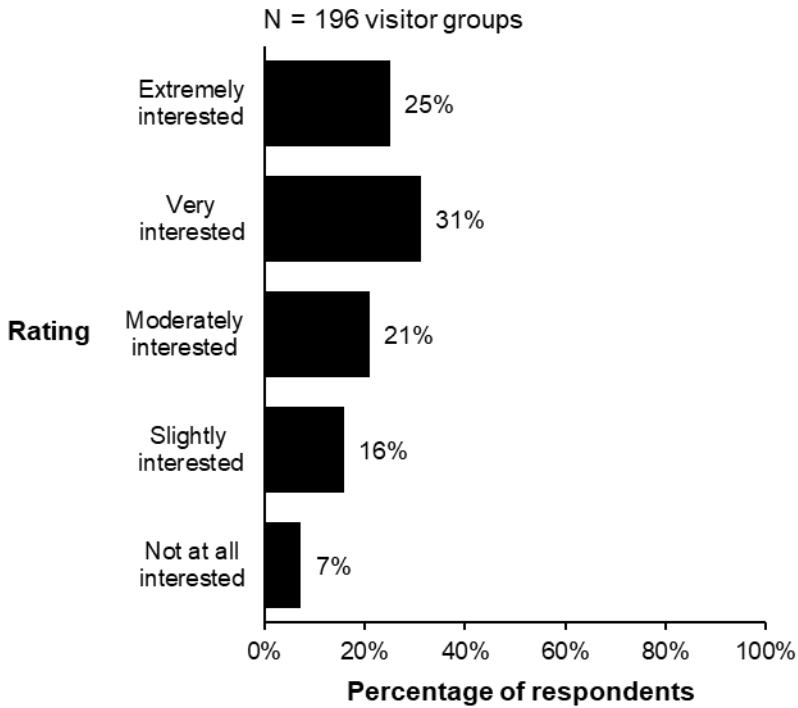


Figure 164. Interest in behind the scenes tour, Museum visitor sub-sample

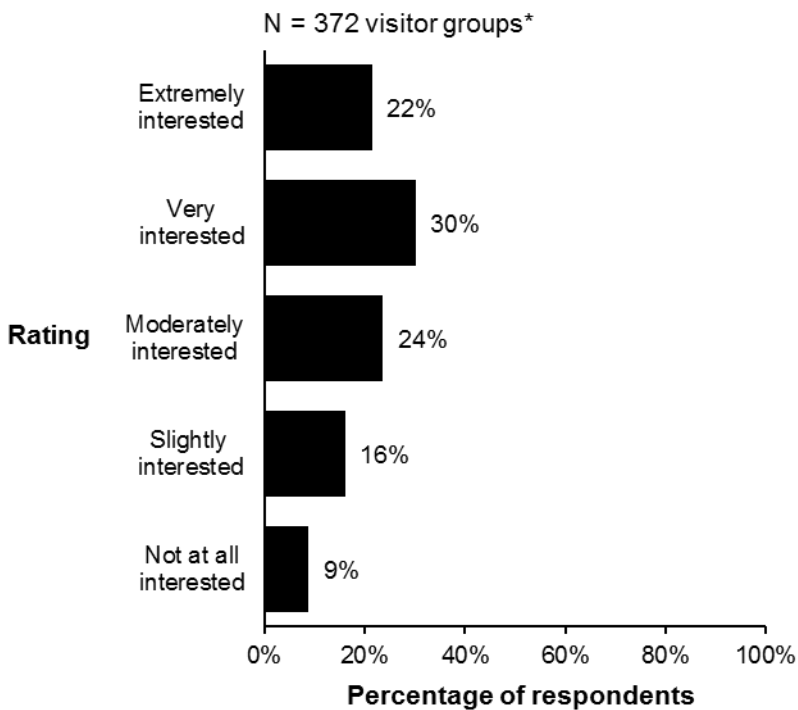


Figure 165. Interest in behind the scenes tour, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

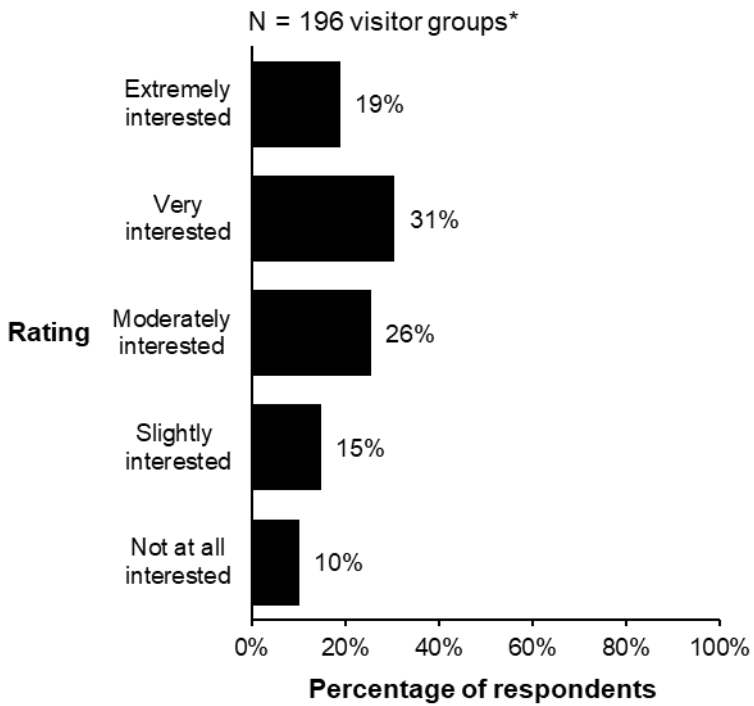


Figure 166. Interest in historical reenactments, Museum visitor sub-sample

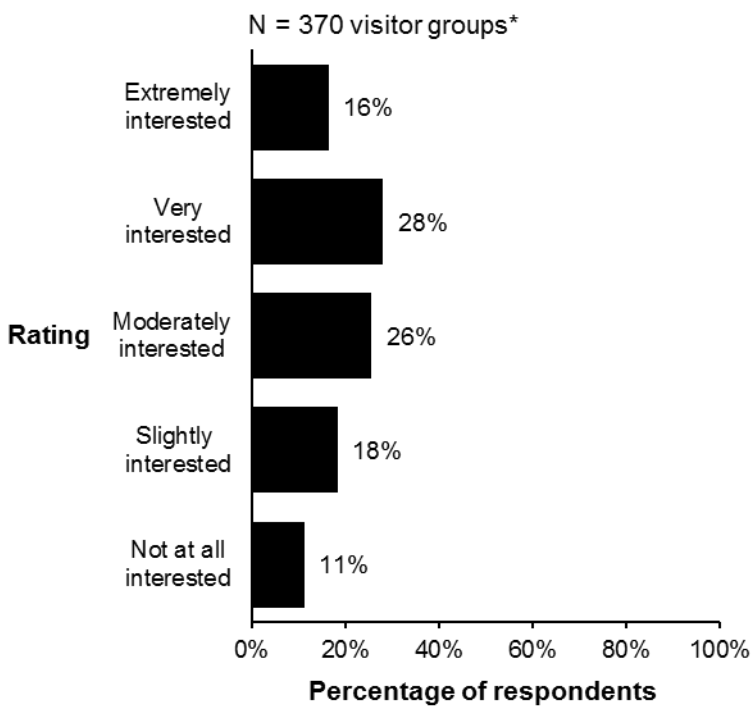


Figure 167. Interest in historical reenactments, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

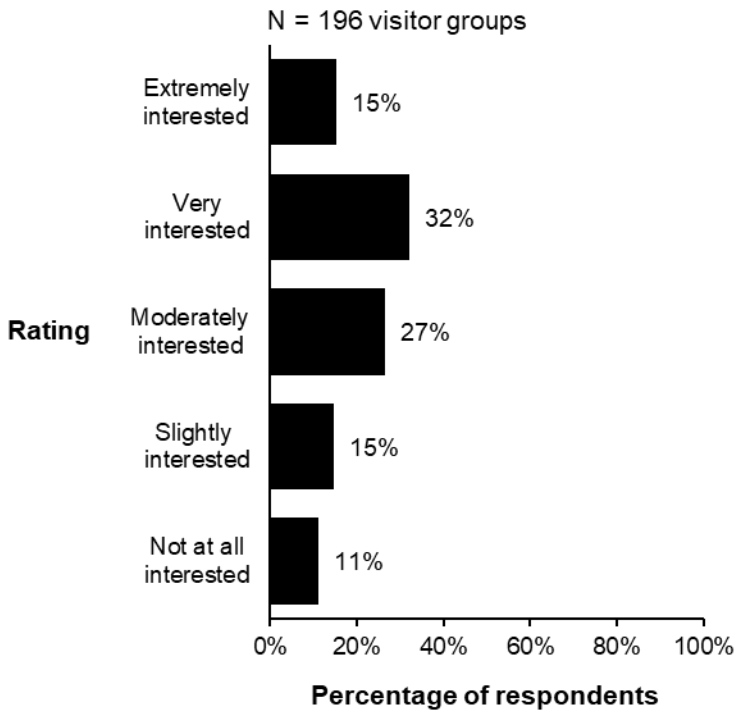


Figure 168. Interest in 20 to 30-minute ranger program, Museum visitor sub-sample

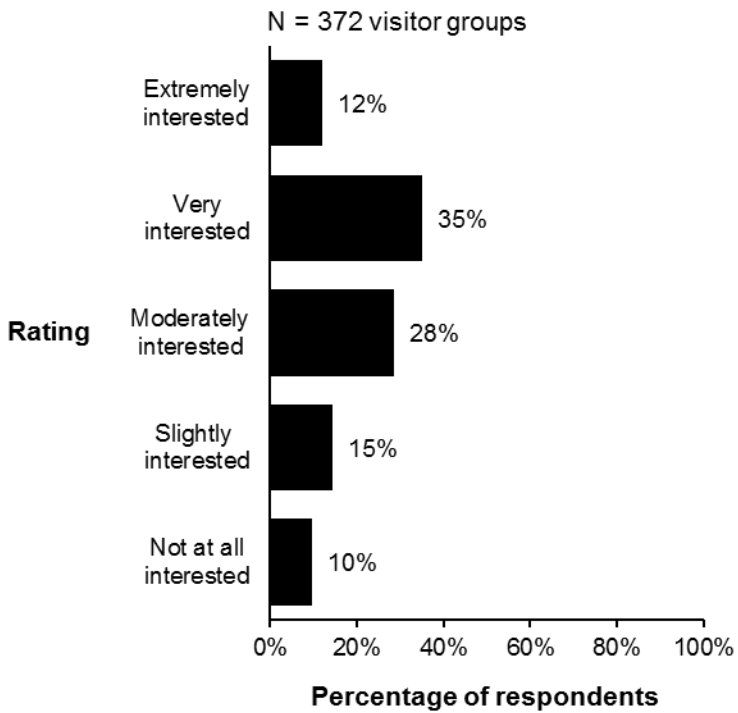


Figure 169. Interest in 20 to 30-minute ranger program, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

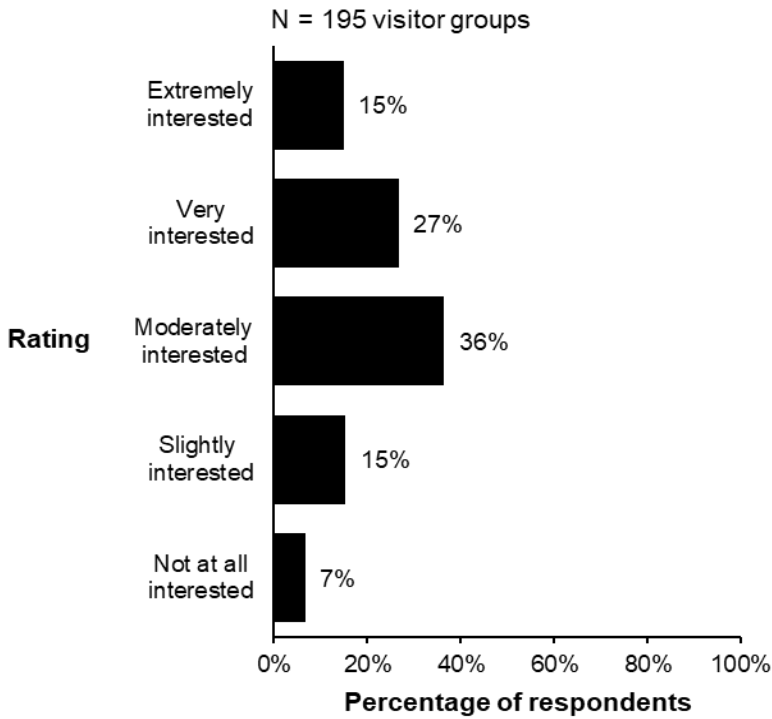


Figure 170. Interest in daytime special events, Museum visitor sub-sample

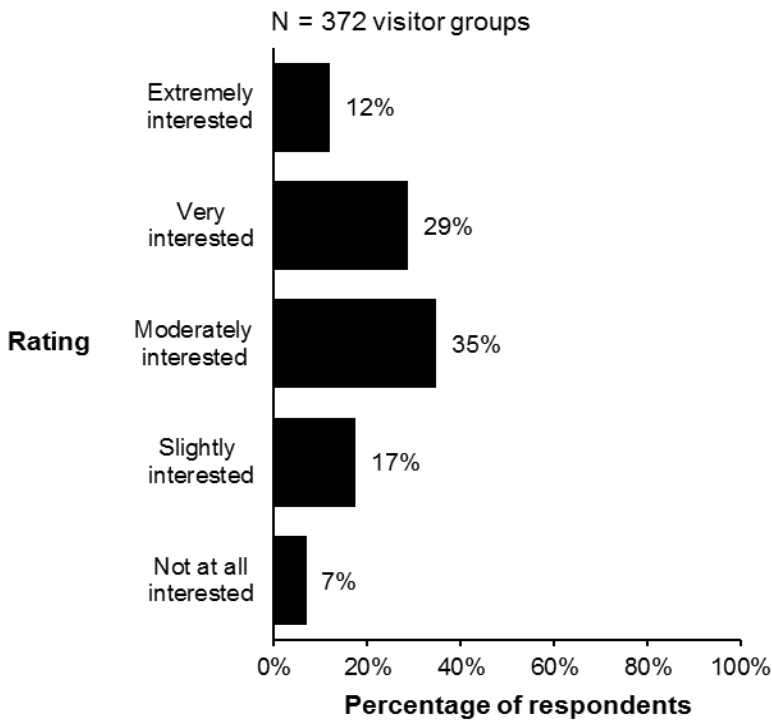


Figure 171. Interest in daytime special events, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

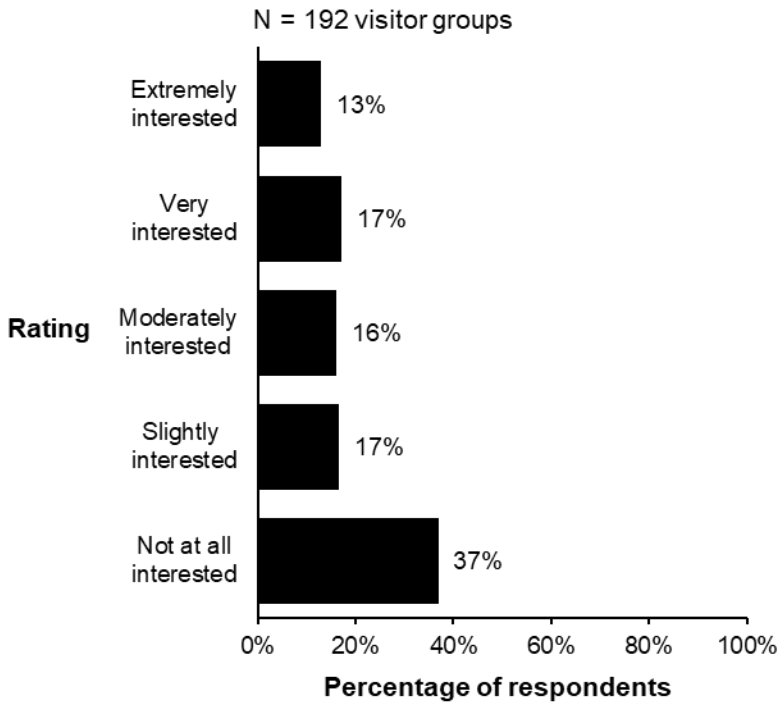


Figure 172. Interest in children's activities, Museum visitor sub-sample

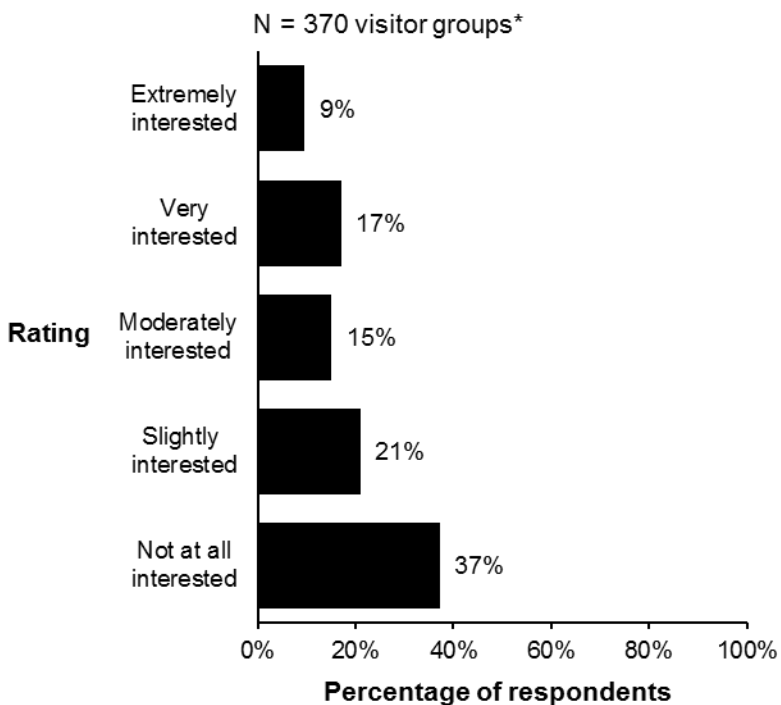


Figure 173. Interest in children's activities, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

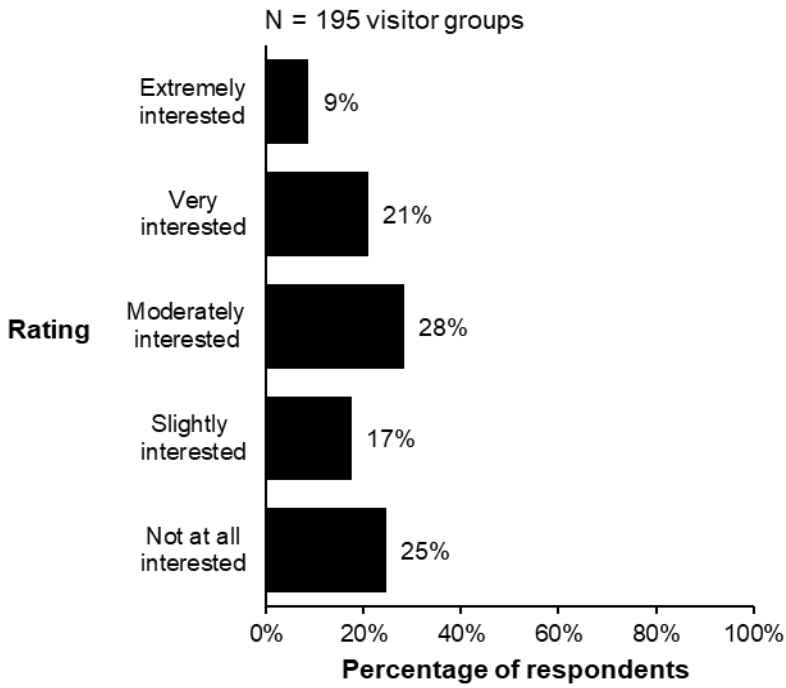


Figure 174. Interest in smart phone tour, Museum visitor sub-sample

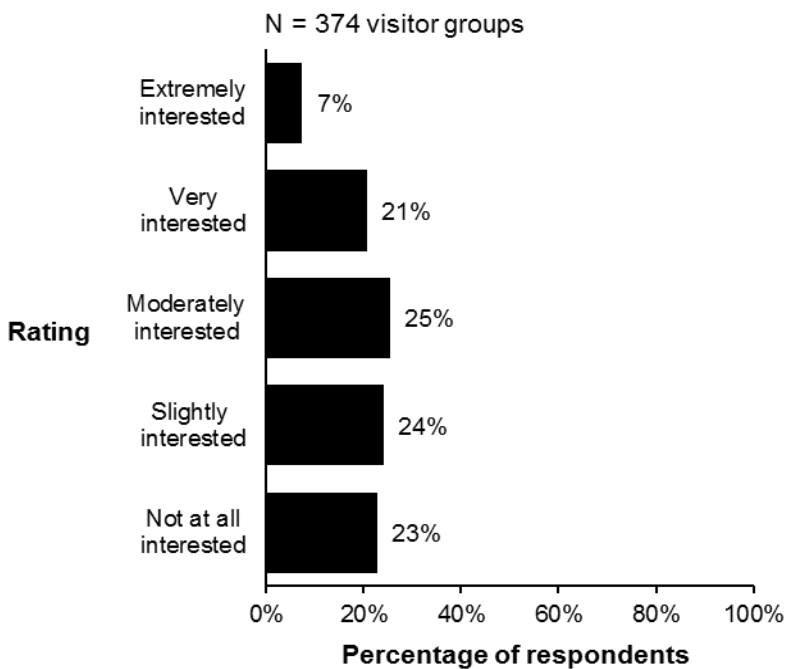


Figure 175. Interest in smart phone tour, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

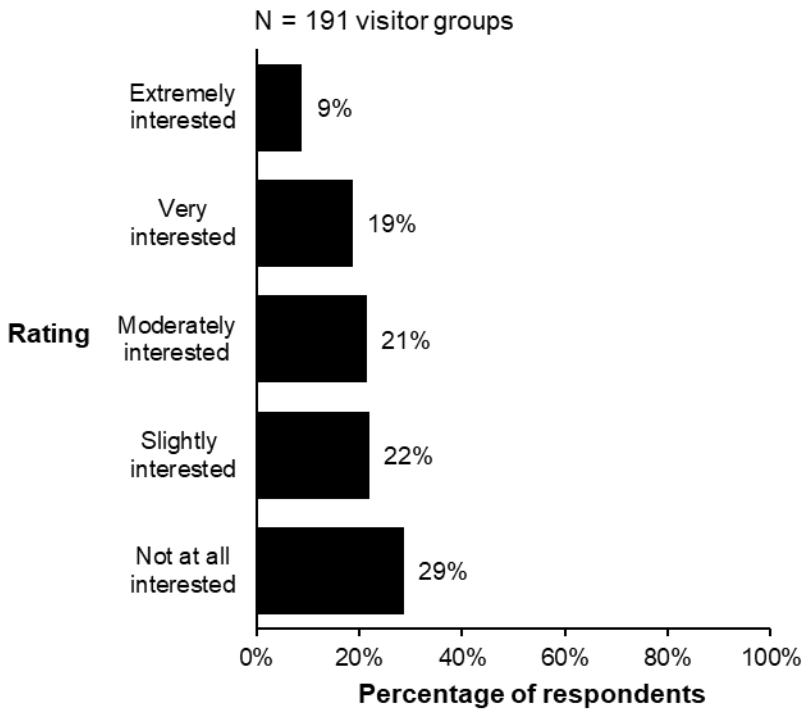


Figure 176. Interest in nighttime events and programs, Museum visitor sub-sample

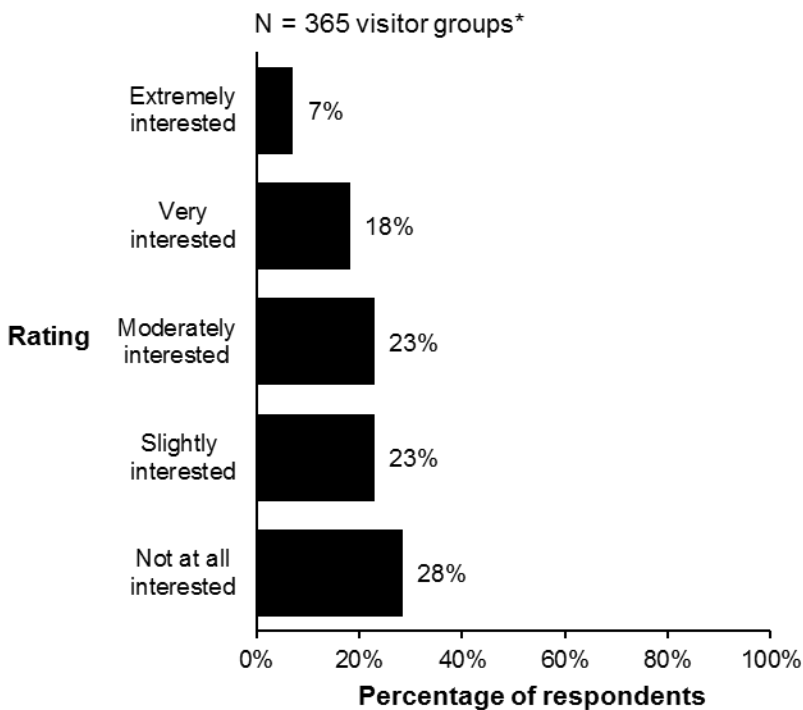


Figure 177. Interest in nighttime events and programs, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

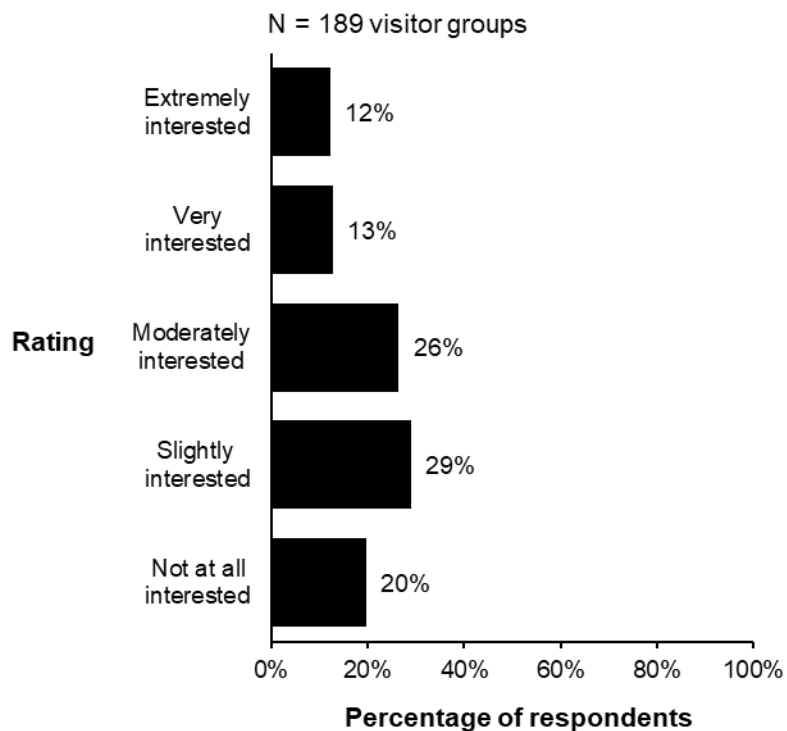


Figure 178. Interest in 45-minute ranger program, Museum visitor sub-sample

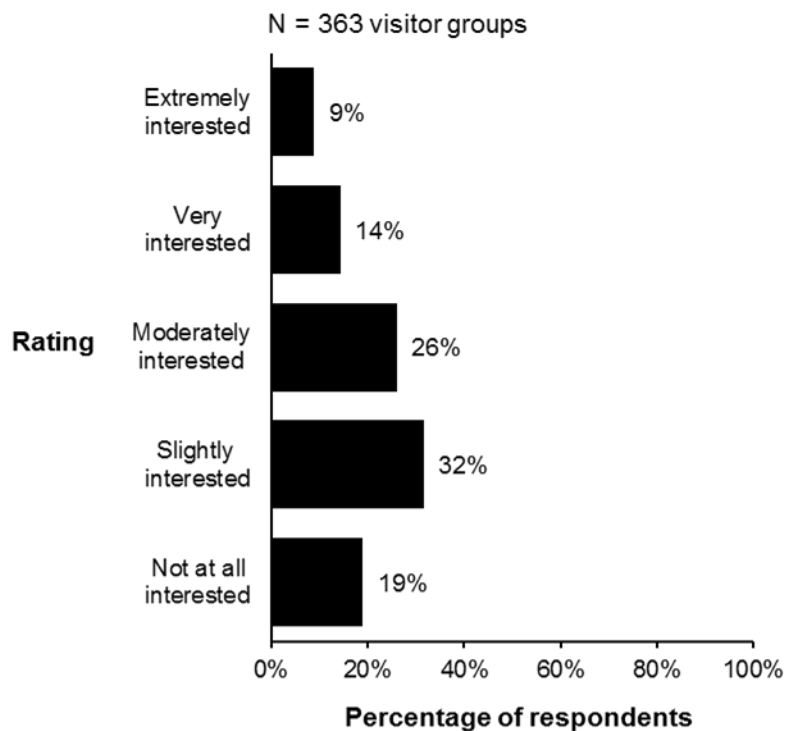


Figure 179. Interest in 45-minute ranger program, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

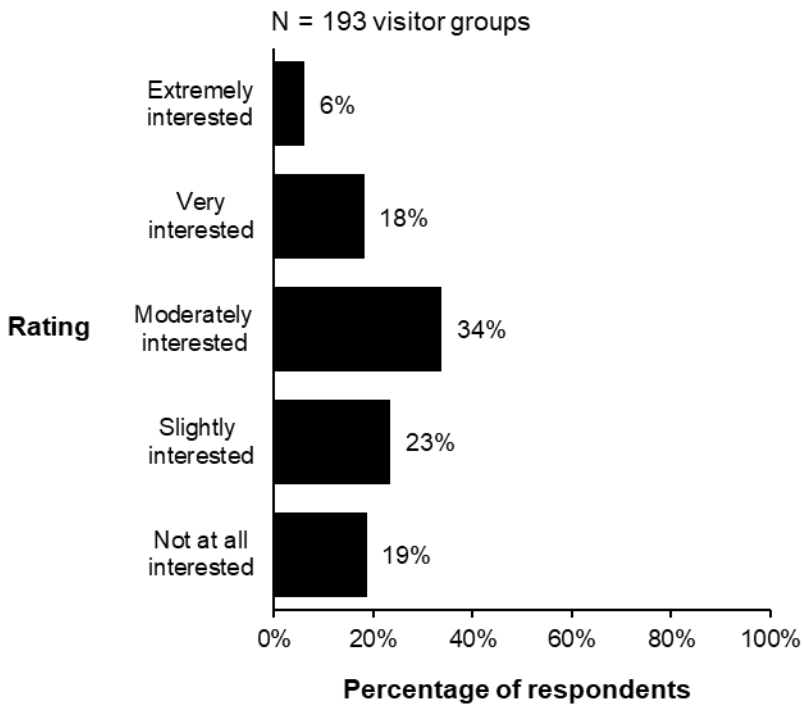


Figure 180. Interest in lectures, Museum visitor sub-sample

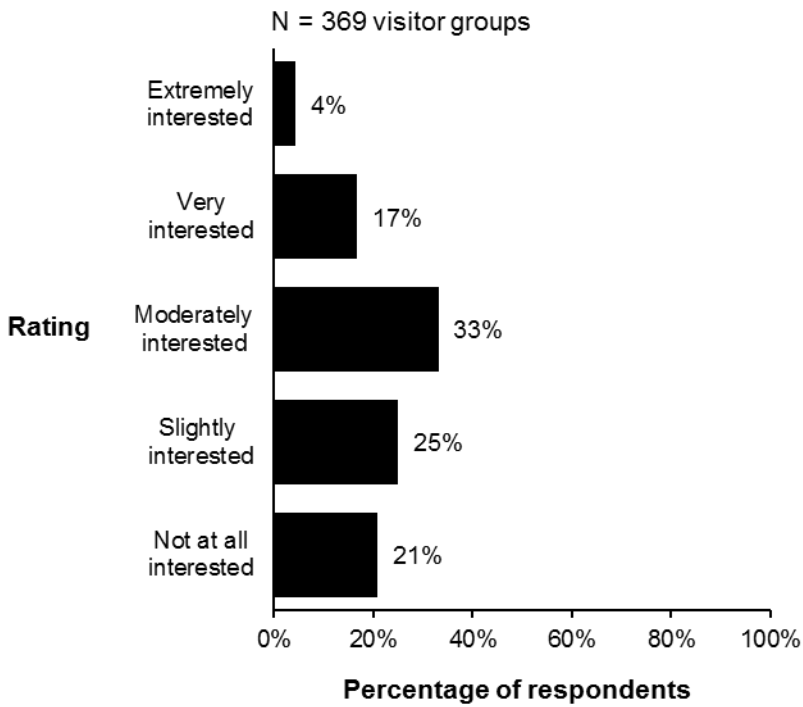


Figure 181. Interest in lectures, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

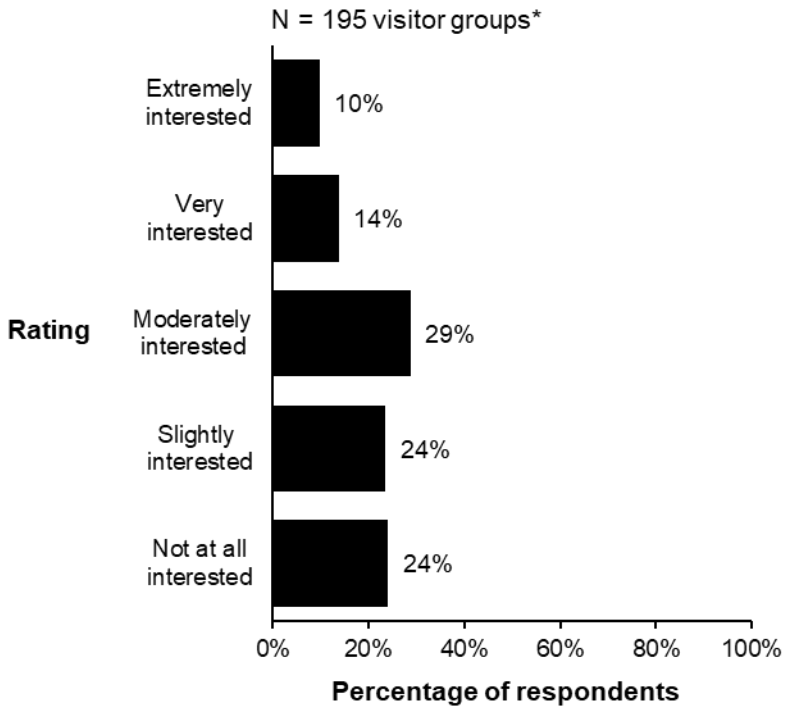


Figure 182. Interest in musical performances, Museum visitor sub-sample

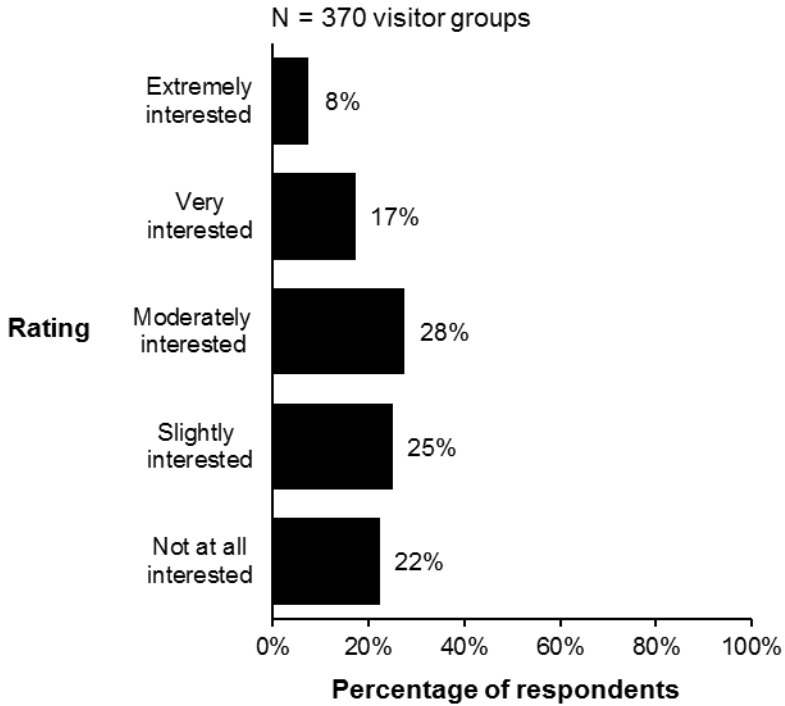


Figure 183. Interest in musical performances, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

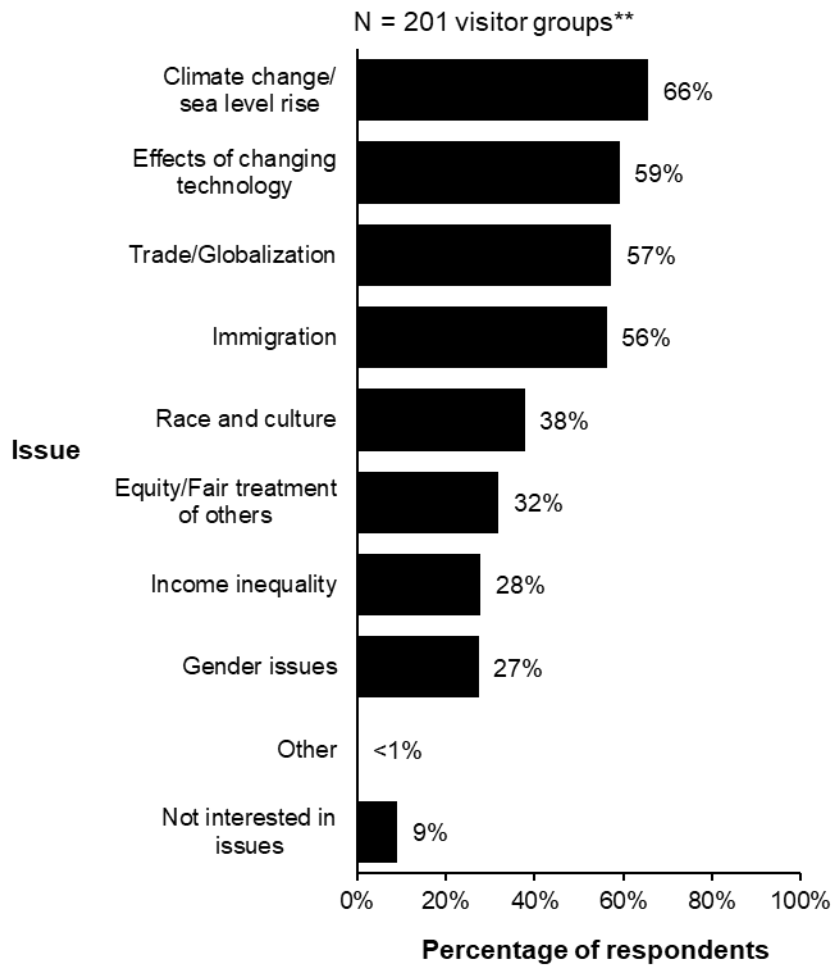


Figure 184. Interest in current issues, Museum visitor sub-sample

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

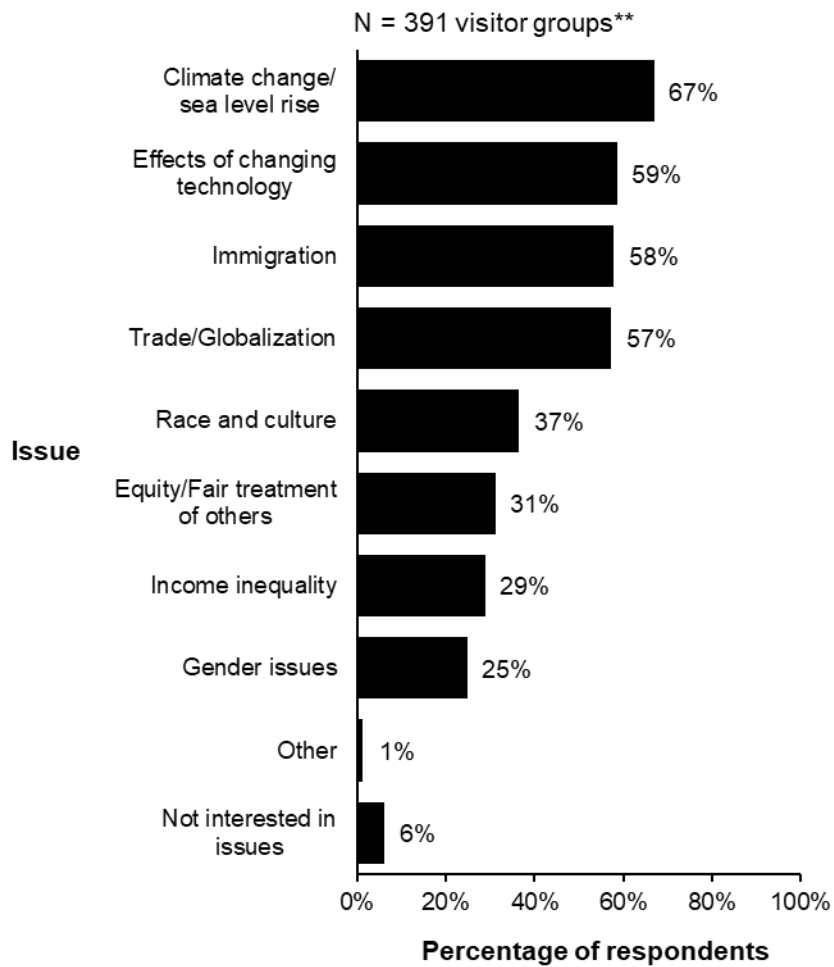


Figure 185. Interest in current issues, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

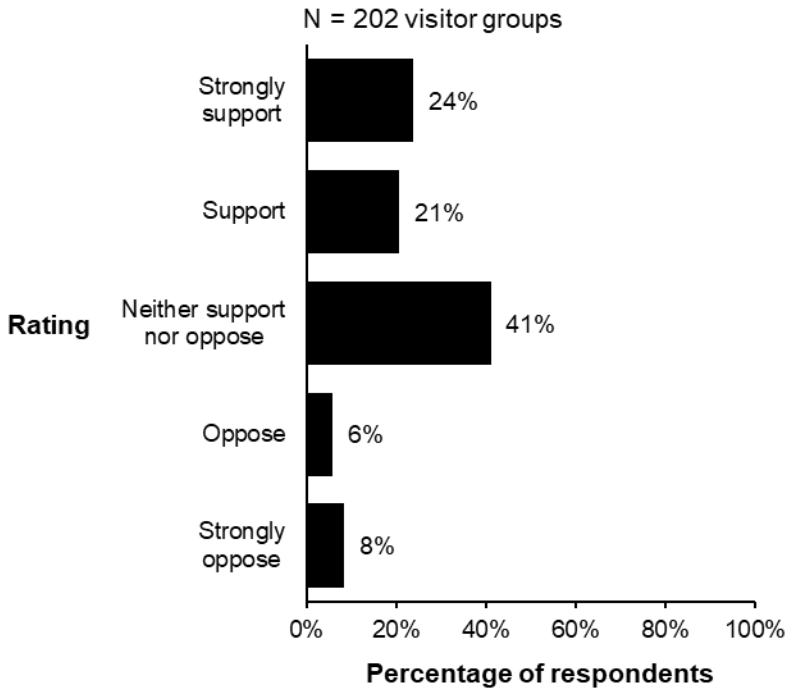


Figure 186. Support for providing self-service machines to buy admission tickets for historic ships, Museum visitor sub-sample

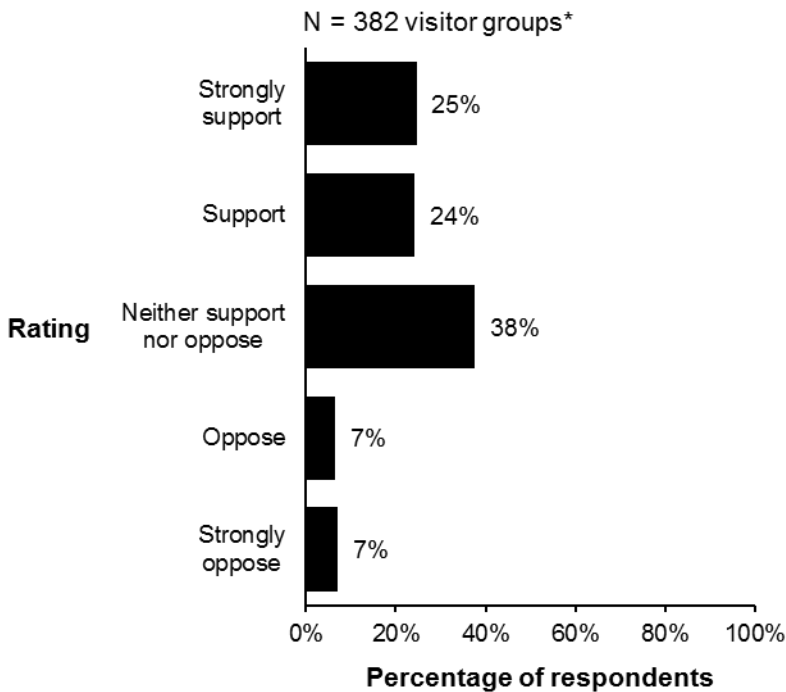


Figure 187. Support for providing self-service machines to buy admission tickets for historic ships, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

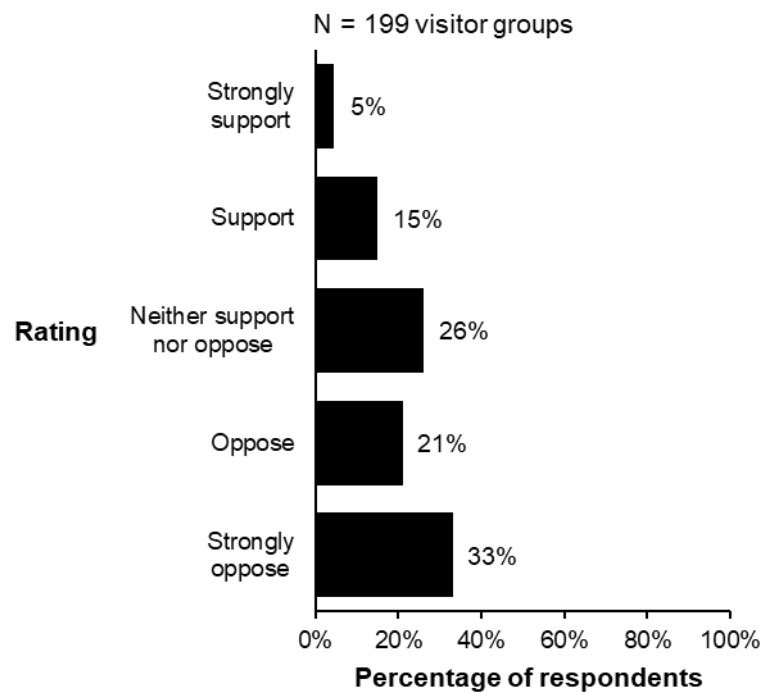


Figure 188. Support for charging an admission fee for the Maritime Museum, Museum visitor sub-sample

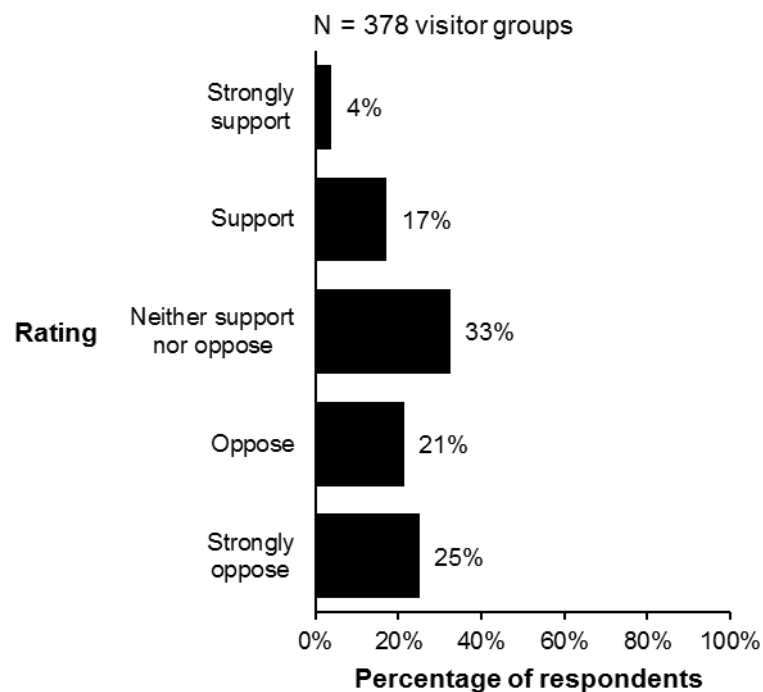


Figure 189. Support for charging an admission fee for the Maritime Museum, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

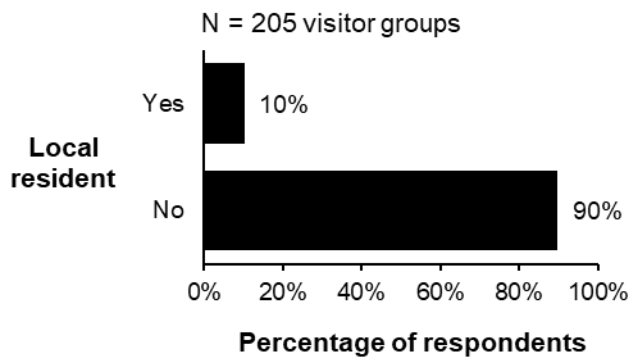


Figure 190. Respondents who were a local resident of San Francisco, Museum visitor sub-sample

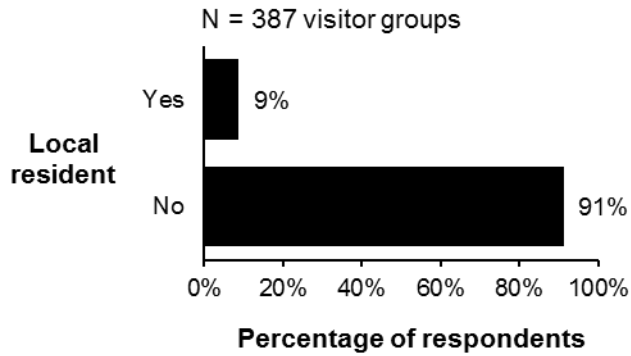


Figure 191. Respondents who were a local resident of San Francisco, all respondents

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

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National Park Service
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