



FINAL REPORT

CASTILLO DE SAN MARCOS NATIONAL MONUMENT VISITOR USE STUDY

5.8.2018



PREPARED FOR:
CASTILLO DE SAN MARCOS NATIONAL MONUMENT

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CONTENTS

1.0	EXECUTIVE SUMMARY	1
1.1	Introduction	1
1.2	Summary of Findings	1
2.0	INTRODUCTION.....	5
2.1	Organization of the Report	5
2.2	Presentation of the Results	6
3.0	METHODS	7
3.1	Survey Method	7
3.2	Sampling Effort	7
3.3	Questionnaire Design	7
	Group and Trip Characteristics	8
	Learning about the Castillo	8
	Visitor Experience	8
	Background and Demographic Information	8
3.4	Sampling Procedures	8
3.5	Sampling Results.....	9
3.6	Data Entry and Data Cleaning.....	9
3.7	Nonresponse Bias	9
3.8	Data Analysis.....	14
3.9	Limitations	14
3.10	Special Conditions.....	15

4.0	RESULTS.....	16
4.1	Group and Trip Characteristics	16
	Visitor Group Size	16
	Number of Adults in Group	17
	Number of Children in Group	18
	Visitor Group Type	20
	Organized Group Type.....	21
	Age	22
	Gender	23
	Residence	24
	Ethnicity.....	27
	Race	28
	Education Level.....	29
	Preferred Language	30
	Previous Visits.....	31
	Importance of Experiences to Park Visit	33
	Most Important Reason for Visit.....	39
	Entrance Ticket Purchase	40
	Plan to Use Ticket Again.....	40
	Time Spent in Castillo de San Marcos	41
	Awareness of Fort Matanzas National Monument.....	41
	Visited Fort Matanzas NM.....	42
	Plan to visit Fort Matanzas NM	43
4.2	Learning About the Castillo	44
	Programs and Services.....	44
	Exhibits Engaging	45
	Meaningful Informal Talk with Ranger/Volunteer	46
	Exhibits not Memorable.....	47
	Memorable Informal Talk with Ranger/Volunteer	48
	No Interest in Informal Talk with Ranger/Volunteer	49
	Exhibits Helped Respondents Value Castillo de San Marcos NM.....	50
	Importance of Learning About Subjects.....	51



Interest in Different Information/Learning Media.....	59
Improve Current Learning Opportunities.....	60
4.3 The Visitor Experience	61
Feeling Crowded in Exhibit room	61
Expectations for Information Available.....	63
Expectations for Learning Opportunities.....	64
Expectations for Ticket Wait Time	65
Expectations for Crowding at Demonstrations.....	66
Expectations for Number of People Inside the Castillo.....	67
Expectations for Time Spent Waiting to View Exhibits	68
Expectations for Staff Availability	69
Expectations for Amount of Visitor Noise.....	70
Attitudes Toward Management	71
Aspects Liked Most About Visit.....	77
Aspects Liked Least About Visit.....	78
4.4 Additional Comments	79
5.0 LITERATURE CITED.....	80
6.0 APPENDIX 1: THE QUESTIONNAIRE	81
7.0 APPENDIX 2: DETAILED SAMPLING PROCEDURES.....	91
7.1 Site Schematic.....	91
7.2 Sampling Procedures	91
8.0 APPENDIX 3: PHOTO SIMULATIONS.....	92
9.0 APPENDIX 4: NONRESPONSE BIAS ANALYSIS—EFFECTS ON SURVEY RESPONSES DUE TO EXPECTATIONS FOR NUMBER OF PEOPLE IN THE CASTILLO.....	105

List of Figures

FIGURE 1. EXAMPLE FIGURE.....	6
FIGURE 2. VISITOR GROUP SIZE	16
FIGURE 3. INCLUDING YOURSELF, HOW MANY ADULTS 18 YEARS OLD OR OLDER WERE IN YOUR PERSONAL GROUP DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NATIONAL MONUMENT (NM) TODAY?	17
FIGURE 4. VISITOR GROUPS WITH CHILDREN.....	18
FIGURE 5. HOW MANY CHILDREN UNDER THE AGE OF 18 WERE IN YOUR PERSONAL GROUP DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NATIONAL MONUMENT (NM) TODAY?	19
FIGURE 6. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PERSONAL GROUP?	20
FIGURE 7. PLEASE SPECIFY YOUR ORGANIZED GROUP TYPE.....	21

FIGURE 8. WHAT IS YOUR AGE?	22
FIGURE 9. WHAT IS YOUR GENDER?.....	23
FIGURE 10. PROPORTION OF U.S. RESPONDENTS BY STATE OF RESIDENCE	25
FIGURE 11. ARE YOU HISPANIC OR LATINO?.....	27
FIGURE 12. WHAT IS YOUR RACE? PLEASE MARK ALL THAT APPLY.....	28
FIGURE 13. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION YOU HAVE COMPLETED?	29
FIGURE 14. WHEN VISITING AN AREA SUCH AS CASTILLO DE SAN MARCOS NM, WHAT LANGUAGE DO YOU PERSONALLY PREFER TO USE FOR SPEAKING?	30
FIGURE 15. WHEN VISITING AN AREA SUCH AS CASTILLO DE SAN MARCOS NM, WHAT LANGUAGE DO YOU PERSONALLY PREFER TO USE FOR READING?	30
FIGURE 16. BEFORE TODAY, HAVE YOU EVER VISITED CASTILLO DE SAN MARCOS NM?.....	31
FIGURE 17. IF YOU HAVE VISITED CASTILLO DE SAN MARCOS NM BEFORE TODAY, HOW MANY TIMES HAVE YOU VISITED PREVIOUSLY?.....	32
FIGURE 18. HOW IMPORTANT TO YOU WAS EACH OF THE FOLLOWING REASONS FOR VISITING CASTILLO DE SAN MARCOS NM TODAY? COMBINED RATINGS OF “EXTREMELY IMPORTANT” AND “VERY IMPORTANT”	34
FIGURE 19. IMPORTANCE OF SPENDING TIME WITH FRIENDS/FAMILY	35
FIGURE 20. IMPORTANCE OF LEARNING ABOUT THE CASTILLO AS A STRUCTURE	35
FIGURE 21. IMPORTANCE OF LEARNING MORE ABOUT PEOPLE WHO OCCUPIED THE CASTILLO AND ST. AUGUSTINE.....	36
FIGURE 22. IMPORTANCE OF LEARNING THROUGH A VARIETY OF EXHIBITS AND/OR PROGRAM MEDIA	36
FIGURE 23. IMPORTANCE OF BEING OUTDOORS.....	37
FIGURE 24. IMPORTANCE OF VISITING A NATIONAL PARK SERVICE SITE.....	37
FIGURE 25. IMPORTANCE OF LEARNING MORE ABOUT HISTORIC WEAPONS	38
FIGURE 26. OF THE REASONS LISTED IN QUESTION 10, WHICH WAS THE MOST IMPORTANT REASON FOR YOU TO VISIT CASTILLO DE SAN MARCOS NM TODAY?	39
FIGURE 27. DID YOU PURCHASE AN ENTRANCE TICKET TO THE CASTILLO TODAY?.....	40
FIGURE 28. DO YOU PLAN TO USE YOUR ENTRANCE TICKET TO VISIT THE CASTILLO AGAIN BEFORE THE TICKET EXPIRES?.....	40
FIGURE 29. HOW MUCH TOTAL TIME DID YOU SPEND IN THE CASTILLO TODAY?.....	41
FIGURE 30. ARE YOU AWARE OF FORT MATANZAS NATIONAL MONUMENT (NM)?	41
FIGURE 31. DID YOU AND YOUR PERSONAL GROUP VISIT FORT MATANZAS NM IN THE LAST 7 DAYS?	42
FIGURE 32. DO YOU AND YOUR PERSONAL GROUP PLAN TO VISIT FORT MATANZAS NM IN THE NEXT 7 DAYS?.....	43
FIGURE 33. DID YOU AND YOUR PERSONAL GROUP DO ANY OF THE FOLLOWING AT CASTILLO DE SAN MARCOS NM TODAY?.....	44
FIGURE 34. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: EXHIBITS IN THE CASTILLO WERE ENGAGING.	45
FIGURE 35. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: I LEARNED SOMETHING THAT WAS PERSONALLY MEANINGFUL FROM TALKING INFORMALLY WITH A RANGER/VOLUNTEER.	46
FIGURE 36. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: EXHIBITS IN THE CASTILLO WERE NOT MEMORABLE.....	47
FIGURE 37. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: MY INFORMAL CONVERSATION WITH A RANGER/VOLUNTEER WAS MEMORABLE.	48



FIGURE 38. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: I WAS NOT INTERESTED IN TALKING INFORMALLY WITH A RANGER/VOLUNTEER WHILE VISITING THE CASTILLO.....	49
FIGURE 39. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: EXHIBITS HELPED ME VALUE CASTILLO DE SAN MARCOS NM.	50
FIGURE 40. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT THE FOLLOWING SUBJECTS? COMBINED RATINGS OF “EXTREMELY IMPORTANT” AND “VERY IMPORTANT”	52
FIGURE 41. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT AMERICAN HISTORY AND CULTURE?.....	53
FIGURE 42. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT HISTORIC PRESERVATION?	53
FIGURE 43. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT MILITARY AND WARTIME HISTORY?	54
FIGURE 44. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT ARCHITECTURE AND CONSTRUCTION?	54
FIGURE 45. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT ENGLISH COLONIAL HISTORY AND CULTURE?.....	55
FIGURE 46. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT SPANISH COLONIAL HISTORY AND CULTURE?.....	55
FIGURE 47. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT ARCHAEOLOGY?	56
FIGURE 48. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT HISTORIC WEAPONRY?	56
FIGURE 49. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT HISPANIC OR LATINO AMERICAN HISTORY AND CULTURE?.....	57
FIGURE 50. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT NATIVE AMERICAN HISTORY AND CULTURE?.....	57
FIGURE 51. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT AFRICAN AMERICAN HISTORY AND CULTURE?	58
FIGURE 52. CASTILLO DE SAN MARCOS NM USES SEVERAL WAYS TO PRESENT INFORMATION ABOUT THE ABOVE SUBJECTS. IN WHAT WAYS WOULD YOU BE INTERESTED IN LEARNING ABOUT THE ABOVE SUBJECTS IF YOU WERE TO VISIT AGAIN?.....	59
FIGURE 53. FOR EACH PHOTOGRAPH, PLEASE TELL US IF YOU WOULD FEEL CROWDED IF YOU WERE IN THE EXHIBIT ROOM WITH THE NUMBER OF PEOPLE DEPICTED IN THE PHOTOGRAPH.	62
FIGURE 54. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF INFORMATION AVAILABLE TO GUIDE YOUR VISIT COMPARED WITH YOUR EXPECTATIONS.	63
FIGURE 55. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE NUMBER OF OPPORTUNITIES TO LEARN (E.G., PROGRAMS, EXHIBITS, FILMS) DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.	64
FIGURE 56. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF TIME SPENT WAITING TO GET AN ENTRANCE TICKET COMPARED WITH YOUR EXPECTATIONS.	65
FIGURE 57. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF CROWDING AT CANNON OR WEAPONS DEMONSTRATIONS DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.	66

FIGURE 58. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE NUMBER OF PEOPLE INSIDE THE CASTILLO DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.....	67
FIGURE 59. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF TIME SPENT WAITING TO VIEW EXHIBITS DUE TO OTHER VISITORS COMPARED WITH YOUR EXPECTATIONS.	68
FIGURE 60. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE NUMBER OF RANGERS OR VOLUNTEERS AVAILABLE TO ANSWER YOUR QUESTIONS DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.	69
FIGURE 61. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF NOISE FROM OTHER VISITORS DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.....	70
FIGURE 62. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE EACH OF THE FOLLOWING MANAGEMENT ACTIONS AT CASTILLO DE SAN MARCOS NM. COMBINED PROPORTIONS OF "STRONGLY SUPPORT" AND "SLIGHTLY SUPPORT"	72
FIGURE 63. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO DESIGNATE A MAXIMUM GROUP SIZE FOR ORGANIZED GROUPS TO REDUCE CROWDING.	73
FIGURE 64. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO ENCOURAGE VISITORS TO VISIT THE CASTILLO DURING LESS CROWDED TIMES.....	73
FIGURE 65. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO LIMIT THE NUMBER OF ORGANIZED GROUPS ALLOWED IN THE CASTILLO AT ANY ONE TIME TO REDUCE CROWDING.	74
FIGURE 66. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO PROVIDE MORE RANGERS/VOLUNTEERS IN THE CASTILLO TO OBSERVE AND MANAGE RESPECTFUL VISITOR BEHAVIOR.....	74
FIGURE 67. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO LIMIT THE NUMBER OF PEOPLE ALLOWED IN THE CASTILLO AT ANY ONE TIME TO REDUCE CROWDING.	75
FIGURE 68. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO REQUIRE ORGANIZED GROUPS TO VISIT AREAS INSIDE THE CASTILLO ONLY DURING SPECIALLY DESIGNATED DATES AND TIMES.....	75
FIGURE 69. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO REQUIRE ALL VISITORS TO OBTAIN A TIMED ENTRANCE TICKET TO REDUCE CROWDING IN THE CASTILLO.....	76
FIGURE 70. ENTRANCE SAMPLING LOCATION.....	91
FIGURE 71. EXPECTATIONS FOR NUMBER OF OPPORTUNITIES TO LEARN (E.G. PROGRAMS, EXHIBITS, FILMS), BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO.....	110
FIGURE 72. EXPECTATIONS FOR AMOUNT OF TIME SPENT WAITING TO GET AN ENTRANCE TICKET, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO.....	111
FIGURE 73. EXPECTATIONS FOR AMOUNT OF CROWDING AT CANNON OR WEAPONS DEMONSTRATIONS, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO.....	112
FIGURE 74. EXPECTATIONS FOR AMOUNT OF TIME SPENT WAITING TO VIEW EXHIBITS DUE TO OTHER VISITORS, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO.....	113
FIGURE 75. EXPECTATIONS FOR NUMBER OF RANGERS OR VOLUNTEERS AVAILABLE TO ANSWER MY QUESTIONS, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO	114
FIGURE 76. EXPECTATIONS FOR AMOUNT OF NOISE BY OTHER VISITORS, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO.....	115



List of Tables

TABLE 1. SAMPLING EFFORT AT THE PARK ENTRANCE	7
TABLE 2. NUMBER OF QUESTIONNAIRES ADMINISTERED AT THE ENTRANCE SAMPLING LOCATION	9
TABLE 3. NUMBER AND PERCENTAGE OF RESPONDENTS AND NON-RESPONDENTS WITH VALID VALUES FOR NONRESPONSE VARIABLES.....	11
TABLE 4. INITIAL CONTACT GENDER COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS	12
TABLE 5. NUMBER OF ADULTS IN GROUP COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS	12
TABLE 6. NUMBER OF CHILDREN IN GROUP COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS	12
TABLE 7. GROUP TYPE COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS	13
TABLE 8. STATE OR COUNTRY OF RESIDENCE COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS ...	13
TABLE 9. EXPECTATION FOR NUMBER OF PEOPLE INSIDE THE CASTILLO COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS.....	14
TABLE 10. DESCRIPTIVE STATISTICS: NUMBER OF PEOPLE IN GROUP.....	16
TABLE 11. DESCRIPTIVE STATISTICS: NUMBER OF ADULTS IN GROUP.....	17
TABLE 12. DESCRIPTIVE STATISTICS: NUMBER OF CHILDREN IN GROUP	19
TABLE 13. DESCRIPTIVE STATISTICS: RESPONDENT AGE	22
TABLE 14. WHERE DO YOU LIVE? – U.S. RESPONDENTS	24
TABLE 15. WHERE DO YOU LIVE? – INTERNATIONAL RESPONDENTS	26
TABLE 16. DESCRIPTIVE STATISTICS: NUMBER OF PREVIOUS VISITS TO CASTILLO DE SAN MARCOS NM	32
TABLE 17. WHAT WOULD YOU RECOMMEND TO IMPROVE CURRENT LEARNING OPPORTUNITIES (SUBJECTS, EXHIBITS, PROGRAMS) PROVIDED AT CASTILLO DE SAN MARCOS NM?	60
TABLE 18. WHAT DID YOU ENJOY MOST ABOUT YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY?	77
TABLE 19. WHAT DID YOU ENJOY LEAST ABOUT YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY?	78
TABLE 20. IS THERE ANYTHING ELSE YOU WOULD LIKE TO TELL US ABOUT YOUR VISIT TO CASTILLO DE SAN MARCOS NM?	79
TABLE 21. STATISTICAL TESTS OF EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO EFFECTS ON KEY QUESTIONS IN SURVEY	106



1.0 EXECUTIVE SUMMARY

1.1 | INTRODUCTION

This report presents the results of the evaluative phase of a visitor use study at Castillo de San Marcos National Monument (NM). The purpose of the evaluative phase of the visitor use study was to collect feedback from visitors during the spring peak visitor use season about current park operations for interpretation and education, social conditions in the fort, and visitors' expectations and preferences for learning experiences.

A visitor survey was administered at Castillo de San Marcos NM as an onsite intercept, onsite completion survey. The study population included visitors 18 years of age or older visiting Castillo de San Marcos NM during the study period of March 31 – April 9, 2017. Survey administration dates were selected to be representative of the peak spring visitor use season at the park, and to include a time period when school groups and other organized groups were likely to be present in the Castillo. Within the peak use period, the survey administration dates were selected to include both weekdays and weekend days. The survey was administered at the park entrance for a select range of hours on each sampling day, which coincided with the hours of operation for the park.

The questionnaire included questions on the following topics: visitor group characteristics, trip description, visitor experience with regard to learning in the Castillo, social conditions in the Castillo, attitudes toward management, and background and demographic information.

The population to which statistical generalization is intended for the 2017 Castillo de San Marcos NM visitor survey is all visitors who visited the park during the peak spring use visitor season. During the sampling period, 936 visitors were contacted to participate in the study. Of the contacted visitors, 471 visitors agreed to complete a survey questionnaire, resulting in an overall response rate of 50% for the sampling period.

1.2 | SUMMARY OF FINDINGS

- A majority of respondents (44%) were between the ages of 35 and 54 years of age. Less than 16% percent of respondents were 65 or older, 17% of respondents were 55 to 64 years old, 21% of respondents were 20 to 34 years old, and less than 1% of respondents were under 20 years old. Respondent ages ranged from 18 to 82.
- Slightly more respondents were female (53%) than male (47%).
- Hispanic or Latino respondents comprised 11% of visitation during the survey period.
 - A geographic breakdown of respondents can provide more context for this finding; however, it is important to note that a sample size of less than 30 respondents may be unreliable. According to the U.S. Census Bureau, 6.6% of the St. Johns County population is Hispanic or Latino.¹ Out of the survey respondents who were from St. Johns County and provided an ethnicity (n = 7), 0% are Hispanic or Latino. However, on average, the combined population

¹ U.S. Census Bureau. (2017). *QuickFacts: St. Johns County, Florida*. Retrieved from <https://www.census.gov/quickfacts/fact/table/stjohnscountyflorida/RHI725216#viewtop>.

of St. Johns County and Duval County is about 7.9% Hispanic or Latino.² Out of the respondents who were from St. Johns County or Duval County and provided an ethnicity (n = 25), 8% are Hispanic or Latino. Lastly, the population in the state of Florida is about 24.9% Hispanic or Latino.³ Out of the respondents who were from Florida and provided an ethnicity (n = 150), 24% are Hispanic or Latino.

- Most respondents (87%) were white. Fewer respondents were Asian (4%), American Indian or Alaska Native (2%), or Black or African American (2%).
- Individuals from the United States comprised 95% of total visitation during the survey period. At the state level, 39% of U. S. respondents were from Florida, 13% from Georgia, and smaller proportions of respondents were from 35 other states. International respondents came from ten different countries. Thirty-eight percent of international respondents were from Canada, 14% were from Germany, 10% were from Australia, 10% were from the United Kingdom, and smaller proportions of respondents were from six other countries.
- One-third (33%) of respondents' highest level of formal education completed was a college, business, or trade school degree. Thirty percent of respondents' highest level of formal education completed was a master's, doctoral, or professional degree.
- Nearly all respondents preferred to speak (98%) and read (97%) English when visiting an area such as Castillo de San Marcos NM.
- A majority (60%) of respondents reported that they had not visited Castillo de San Marcos NM before this visit. Of the respondents who reported that they had visited Castillo de San Marcos NM before this visit, 42% indicated that they had visited the park only once before, while 26% indicated that they had visited twice previously.
- The most common (47%) group size was two people, and few respondents were visiting alone (4%). Group sizes of three, four, or five or more people were similar in occurrence (16%, 17%, and 16% respectively), and a majority of respondents (83%) reported that they were visiting with family. Thirty-five percent of respondents were visiting with children under the age of 18 in their group.
- The reasons most likely to be rated by respondents as "extremely important" or "very important" to visit Castillo de San Marcos NM included: to spend time with friends/family (77%) and to learn more about the Castillo as a structure (71%). The experiences least likely to be rated as "extremely important" or "very important" to respondents included: to visit a National Park Service site (47%) and to learn more about historic weapons (43%). Nearly a third of respondents (30%) reported that learning more about the history and historical significance of the site was the most important reason for their visit.
- Most respondents (73%) purchased an entrance ticket on the day of their visit. Almost a quarter of respondents (24%) used a pass to gain entry into the Castillo. Over half (55%) of respondents did not intend to use their entrance ticket again before it expired.
- Most respondents (46%) spent about an hour in the Castillo on the day of their visit. Thirty percent of respondents spent between one and two hours in the Castillo.

² U.S. Census Bureau. (2017). *QuickFacts: St. Johns County, Florida; Duval County, Florida*. Retrieved from <https://www.census.gov/quickfacts/fact/table/stjohnscountyflorida,duvalcountyflorida/RHI725216#viewtop>.

³ U.S. Census Bureau. (2017). *QuickFacts: Florida*. Retrieved from <https://www.census.gov/quickfacts/fact/table/FL/RHI725216#viewtop>.



- Sixty percent of respondents reported that they were not aware of Fort Matanzas NM. Of the 40% of respondents who were aware of Fort Matanzas NM, only 10% had visited it in the past seven days, and most (72%) did not plan to visit the monument in the next seven days.
- The most common programs or services used by respondents were: viewing exhibits in Castillo rooms (85%) and taking the self-guided walking tour (71%). Forty-seven percent of respondents read the park brochure and equal proportions of respondents (45%) reported that they attended the cannon firing demonstration, talked informally with a ranger/volunteer, and watched the park film.
- Of the respondents who provided a rating, most respondents either “agreed” or “strongly agreed” that: exhibits in the Castillo were engaging (90%), the exhibits helped them value Castillo de San Marcos NM (91%), they had a meaningful informal talk with a ranger or volunteer (77%), and they had a memorable informal talk with a ranger or volunteer (75%). Of the respondents who provided a rating, most respondents either “disagreed” or “strongly disagreed” that: exhibits in the Castillo were not memorable (80%), and they had no interest in talking informally with a ranger or volunteer (52%).
- Respondents were most likely to rate the opportunity to learn about the following subjects as “extremely important” or “very important”: American history and culture (76%), historic preservation (72%), and military and wartime history (72%). The learning opportunities that received the lowest combined proportion of “extremely important” and “very important” ratings were: Hispanic or Latino American history and culture (47%), Native American history and culture (46%), and African American history and culture (38%).
- The most popular ways in which respondents would like to learn about the Castillo on a future visit were: demonstrations (65%), ranger-led talks (54%), and reenactments (53%). The least popular ways in which respondents would like to learn about the Castillo on a future visit were: a smartphone app (25%) and an audio tour (23%).
- When asked to indicate whether they would feel crowded if they were present in an exhibit room in the Castillo with varying numbers of people, as shown in several simulated photos, 37% or fewer respondents reported they would feel crowded with 18 or fewer other people in the room. Comparatively, 70% or more respondents reported they would feel crowded with 20 or more other people in the exhibit room in the Castillo.
- When considering their expectations for their trip, 44% of respondents reported that there were more opportunities to learn during their visit than they expected. Most respondents (60%) also reported that the amount of time they spent waiting for an entrance ticket was less than they expected. Most respondents reported that the following experiences were about what they expected: the amount of information available to guide their visit (43%), the amount of crowding that they experienced at cannon or weapons demonstrations (44%), the number of people inside the Castillo (52%), the amount of time spent waiting to view exhibits due to other visitors (43%), the number of rangers or volunteers available to answer their questions (48%), and the amount of noise from other visitors (47%).
- Respondents were most likely to support (either “strongly support” or “slightly support”) the following potential management options at Castillo de San Marcos NM: designate a maximum group size for organized groups to reduce crowding (53%), encourage visitors to visit the Castillo during less crowded times (46%), and limit the number of organized groups in the Castillo at any one time to reduce crowding (44%). Respondents were least likely to support (either “strongly support” or “slightly support”) the following management options: require organized groups to visit areas inside

the Castillo only during specially designated dates and times (35%), and require all visitors to obtain a timed entrance ticket to reduce crowding in the Castillo (15%).

- The most frequently mentioned aspects that respondents liked most about their visit to Castillo de San Marcos NM included: learning about history (24%), cannon demonstration (14%), and exhibits/rooms (12%). The aspects that respondents liked least about their visit included: crowded/too many groups (27%), disruptive visitors/unruly children (15%), and weather/environmental factors (12%).
- Results of a nonresponse bias analysis suggest that visitors who responded to the Castillo de San Marcos NM survey differ slightly from non-respondents, with respect to expectations for number of people inside the Castillo ($\chi^2 = 9.997$; $p = 0.007$). Specifically, respondents were more likely than non-respondents to report that the number of people inside the Castillo was less than they expected, while non-respondents were more likely than respondents to report that the number of people inside the Castillo was about as they expected. 51 questions were assessed for this potential impact through a nonresponse bias analysis, which suggested that for six of those 51 questions assessed, survey results may over-represent opinions, evaluations, or behaviors from visitors who reported that the number of people inside the Castillo was less than they expected, or under-represent opinions, evaluations, or behaviors from visitors who reported that the number of people inside the Castillo was about as expected (see Appendix 4).



2.0 INTRODUCTION

The National Park Service (NPS) is responsible for managing 20.5 acres within the boundaries of Castillo de San Marcos National Monument (NM), preserving a historic, Seventeenth Century Spanish fortress. Castillo de San Marcos NM is a popular tourist attraction in the St. Augustine, Florida area, seeing nearly 750,000 visitors annually. The Castillo de San Marcos NM management team is interested in better understanding who their visitors are and how park interpretive and educational opportunities serve visitor needs and expectations. Of specific concern is how increased visitation and crowding in Castillo de San Marcos NM may impact visitors' learning experience in the fort.

To address these concerns, the NPS commissioned a study to examine visitor use conditions at Castillo de San Marcos NM and related impacts to visitors' experiences during spring peak season. The first phase of this study took place in April 2016 and involved the collection of descriptive data to document and analyze relationships among visitor use, crowding, and the quality of visitors' interpretive experiences at Castillo de San Marcos NM during the spring peak visitor use season. The second, evaluative phase of this study took place in late March and early April 2017 and included a survey to collect information about visitor experiences, preferences, and perceptions at Castillo de San Marcos NM during the spring peak visitor use season. This report describes the results of this visitor survey at Castillo de San Marcos NM.

The spring 2017 visitor survey was conducted by RSG, with the support of the NPS Social Science Program (SSP) and Castillo de San Marcos NM staff. The visitor survey systematically collected baseline data about park visitors, providing managers with information needed to support planning and management efforts for the park. Primary goals of this visitor survey were to:

- Provide information about visitor expectations and preferences for learning experiences.
- Collect feedback from visitors about current park operations for interpretation and education.
- Collect feedback from visitors about social conditions in the fort.

2.1 | ORGANIZATION OF THE REPORT

This report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the 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 group and trip characteristics, followed by results for questions related to learning opportunities at Castillo de San Marcos NM and the visitor experience.

Section 3: Appendices.

Appendix 1. *The Questionnaire.* A copy of the questionnaire administered to visitors.

Appendix 2. *Detailed Sampling Procedures.* A detailed description of the sampling locations and procedure.

Appendix 3. *Photo Simulations.* The photos used for the photo simulation question about crowding in the visitor survey.

Appendix 4. *Nonresponse Bias Analysis – Effects on Survey Responses due to Expectations for Number of People Inside the Castillo*. Results of statistical tests for the effects of expectations for number of people inside the Castillo on key questions in the Castillo de San Marcos NM survey instrument.

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

2.2 | PRESENTATION OF THE RESULTS

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

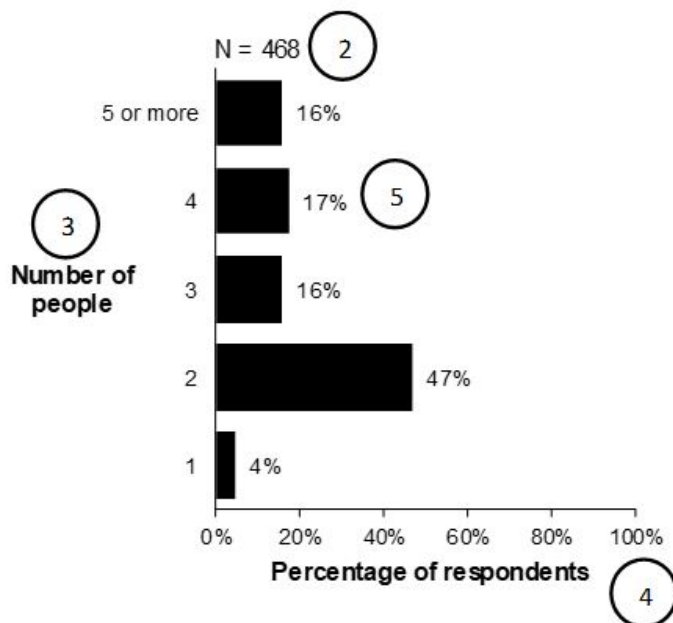
SAMPLE ONLY

1. The figure title shows the question in the survey questionnaire to which individuals were responding.
2. Listed above the graph, the “N” shows the number of individuals responding to the question. The phrase “CAUTION: Number of respondents less than 30” is shown on the graph to indicate when the results are unreliable due to low sample size ($N < 30$).

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

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

3. Vertical information (y-axis) describes the response categories.
4. Horizontal information (x-axis) shows the percentage of responses in each category.
5. The label to the right of the bars in each graph shows the percentage of respondents who responded to each category.



1 **FIGURE 1. INCLUDING YOURSELF, HOW MANY PEOPLE ARE IN YOUR PERSONAL GROUP DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NATIONAL MONUMENT (NM) TODAY?**

FIGURE 1. EXAMPLE FIGURE



3.0 METHODS

3.1 | SURVEY METHOD

The visitor survey was administered at Castillo de San Marcos NM as an onsite intercept, onsite completion survey. The study population included visitors 18 years of age or older visiting Castillo de San Marcos NM during the study period. The target margin of error for summary statistics of no greater than $\pm 5\%$ (Fowler, 1993) was used to establish the target sample size of 400 completed questionnaires.

3.2 | SAMPLING EFFORT

The visitor survey was administered at Castillo de San Marcos NM from March 31 through April 9, 2017. The survey administration period was selected based on input from park staff and analysis of visitation data from the park to be representative of “typically busy” days during the peak spring visitor use season at the park, and to include a time period when school groups and other organized groups were likely to be present in the Castillo. Within the peak use period, the survey administration dates were selected to include both weekdays and weekend days.

The park entrance was identified as a sampling location in consultation with park staff and NPS SSP via the project’s kick-off call. The park entrance was ultimately selected as the sampling location to be used in the study after subsequent correspondence between RSG and NPS. The visitor survey was administered at the park entrance for a select range of hours on each sampling day. The hours of survey administration coincided with the hours of operation of the Castillo and were selected to maximize sampling efficiency. The final sampling effort is presented in Table 1.

TABLE 1. SAMPLING EFFORT AT THE PARK ENTRANCE

Date	Sampling schedule
Friday, March 31	9:00AM-5:15PM
Saturday, April 1	9:15AM-5:15PM
Sunday, April 2	9:15AM-5:15PM
Monday, April 3	9:15AM-5:15PM
Tuesday, April 4	--
Wednesday, April 5	9:15AM-5:15PM
Thursday, April 6	9:15AM-5:15PM
Friday, April 7	9:15AM-5:15PM
Saturday, April 8	9:15AM-5:15PM
Sunday, April 9	9:15AM-5:15PM

3.3 | QUESTIONNAIRE DESIGN

The questionnaire included questions on the following topics: visitor group characteristics, trip description, visitor experience with regard to learning in the Castillo, social conditions in the Castillo, attitudes toward management, and background and demographic information. The full questionnaire given to respondents to complete onsite can be referenced in Appendix 1 of this report.

The questionnaire was edited and revised through a collaborative and iterative process including input from both Castillo de San Marcos NM staff and NPS SSP. Specifically, Castillo de San Marcos NM staff were asked to review the questionnaire to provide guidance on park-specific tailoring of question prompts to ensure consistency of the questionnaire content with park policies, programs, services, and activities, and to provide guidance on the park's primary information collection priorities. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conformed to OMB standards and guidelines for questionnaire design. The questionnaire was organized into the following four sections.

GROUP AND TRIP CHARACTERISTICS

This section included questions about the makeup of visitor groups. This section also included a set of questions about different elements of the respondent's trip to Castillo de San Marcos NM, such as length of visit and purchase of an entrance ticket. Additional questions asked about reasons for visiting Castillo de San Marcos NM and respondent awareness of Fort Matanzas NM.

LEARNING ABOUT THE CASTILLO

This section included questions about the interpretive and educational opportunities available at Castillo de San Marcos NM. This section also included a set of questions asking respondents to indicate how important it was to learn about a variety of subjects and in what ways they would be interested in learning about those subjects if they were to visit the park again.

VISITOR EXPERIENCE

This section included questions that asked respondents about their expectations for information and learning opportunities available, and potential issues related to crowding in the Castillo. Respondents were also asked to view a set of photo simulations and indicate if they would feel crowded in the American Occupation Room with the number of people depicted in each photo. A full set of 25 photos was developed, ranging from 0 people-at-one-time (PAOT) in the room and increasing by 2 PAOT up to a maximum of 48 PAOT (see Appendix 3). Based on an experimental design, these photos were organized into blocks of six photos. Within each block, the six photos were presented in a random order for respondents to view and evaluate. An additional set of questions asked about the extent of support or opposition respondents have for various management actions.

BACKGROUND AND DEMOGRAPHIC INFORMATION

This section included demographic questions such as gender, age, educational attainment, race, ethnicity, and state and/or country of residence. This section also asked about speaking and reading languages respondents prefer when visiting an area such as Castillo de San Marcos NM.

3.4 | SAMPLING PROCEDURES

Questionnaires were administered to visitors in Castillo de San Marcos NM using onsite intercept methods. Visitor groups exiting the Castillo were approached to participate in the study. Each contacted visitor was greeted, introduced to the purpose of the study, and asked to participate. If a visitor agreed to participate, the visitor group was 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 in order to randomize the individual within the group selected to complete the questionnaire.

Individuals who agreed to complete the questionnaire were provided the questionnaire and a writing utensil. Once completed, the respondent returned the questionnaire to the study administrator. After the survey administrator completed each contact, the next departing visitor group from the Castillo was intercepted and invited to participate in the study. Table 2 summarizes the survey effort at the entrance sampling location.

Visitors who were unwilling or unable to participate in the survey were thanked for their consideration, and an attempt was made to ask pre-selected nonresponse bias questions. Discussion of nonresponse bias procedures and results are discussed in the Nonresponse Bias section to follow.

It should be noted that school groups were not contacted to participate in the survey, and therefore are not represented in the survey sample. At the beginning of the sampling period, attempts were made to contact school groups, but the survey administrator received refusals from the adults in the group contacted, due to time constraints and the need to supervise children. It was also determined that the adults who would be eligible to participate in the survey based on their age were not experiencing the park in ways that were relevant to the questions asked in the survey questionnaire. However, other types of organized groups (e.g., church, tour) are included in the sample.

TABLE 2. NUMBER OF QUESTIONNAIRES ADMINISTERED AT THE ENTRANCE SAMPLING LOCATION

	Sampling date										Total questionnaires administered (N)
	3/31	4/1	4/2	4/3	4/4	4/5	4/6	4/7	4/8	4/9	
Questionnaires	48	55	51	54	-	49	49	51	60	54	471

3.5 | SAMPLING RESULTS

During the sampling period, 936 visitors were contacted to participate in the study. Of the contacted visitors, 471 visitors agreed to complete a survey questionnaire, resulting in an overall response rate of 50% for the sampling period.

3.6 | DATA ENTRY AND DATA CLEANING

Data from completed questionnaires were entered into a Microsoft Excel database by hand. Data were cleaned and proofed 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=48) of the completed questionnaires for quality assurance. Erroneous values were identified and corrected. Finally, data were subjected to additional cleaning and proofing using Microsoft Excel and SPSS statistical software.

3.7 | 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 & Dillman, 1994; Dillman, Smyth, & Christian, 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 one observable characteristic 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 visitors 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 did the number of people inside the Castillo compare with your expectations: less than expected, about as expected, or more than expected?
2. How many adults, 18 years and older, are in your group?
3. How many children (under 18 years) are in your group?
4. Are you visiting with friends, family, friends and family, some other type of group, or alone?
5. What is your state of residence (if you live in the U.S.) or country of residence (if you do not live in the U.S.)?

In addition to the five, pre-selected nonresponse bias questions, the gender of the contacted visitor was observed and recorded.

An effort was made to obtain answers to the nonresponse bias questions from all visitors contacted, including those that declined to participate in the survey. Responses were obtained from most of the participating visitors 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 often 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 to adequately characterize the populations on a given nonresponse variable.⁴ There were at least 70% or more valid values among respondents and non-respondents for each of the six nonresponse bias variables (Table 3). Correspondingly, all six variables were used for nonresponse bias analysis.

⁴The 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).



TABLE 3. NUMBER AND PERCENTAGE OF RESPONDENTS AND NON-RESPONDENTS WITH VALID VALUES FOR NONRESPONSE VARIABLES

Variable	Respondents (n=471)		Non-Respondents (n=465)	
	Valid N	Valid Percent	Valid N	Valid Percent
Initial contact gender	471	100%	465	100%
Number of adults	468	99%	402	86%
Number of children	468	99%	402	86%
Group type	465	99%	402	86%
Crowds expectation	383	81%	401	86%
State or country of residence	412	87%	402	86%

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 reports 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, 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 no children, groups with one child, and groups with two or more children. Responses of “organized group” or “other” for visitor group type ($n=9$ for non-respondents, $n=3$ for respondents) were recoded as “family and friends” based on the assumption that these “other” groups were primarily organized groups (e.g., scout or church groups) composed of family and friends. 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 4 through Table 8 suggest that respondents and non-respondents do not differ significantly with respect to initial contact gender ($p=0.198$), number of adult group members

($p=0.094$), number of child group members ($p=0.027$), group type ($p=0.020$), and state or country of residence ($p=0.474$). These results provide no compelling evidence of nonresponse bias related to the initial contact gender, number of adult group members, number of child group members, group type, or state or country of residence within the survey sample.

TABLE 4. INITIAL CONTACT GENDER COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS

Response	Respondents (n=471)		Non-Respondents (n=464)	
	N	Percent	N	Percent
Male	234	50%	211	45%
Female	237	50%	253	55%
p-value (chi-square) ¹		0.198 ($\chi^2=1.659$)		

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

TABLE 5. NUMBER OF ADULTS IN GROUP COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS

Response	Respondents (n=468)		Non-Respondents (n=402)	
	N	Percent	N	Percent
1 adult	40	9%	30	7%
2 adults	297	63%	228	57%
3 or 4 adults	106	23%	113	28%
5 or more adults	25	5%	31	8%
p-value (chi-square) ¹		0.094 ($\chi^2=6.394$)		

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

TABLE 6. NUMBER OF CHILDREN IN GROUP COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS

Response	Respondents (n=468)		Non-Respondents (n=402)	
	N	Percent	N	Percent
No children	40	9%	30	7%
1 child	297	63%	228	57%
2 or more children	106	23%	113	28%
p-value (chi-square) ¹		0.027 ($\chi^2=7.192$)		

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

**TABLE 7. GROUP TYPE COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS**

Response	Respondents (n=465)		Non-Respondents (n=402)	
	N	Percent	N	Percent
Alone	18	4%	7	2%
Family	385	83%	321	80%
Friends	42	9%	40	10%
Family and friends	20	4%	34	8%
p-value (chi-square) ¹	0.020 ($\chi^2=9.794$)			

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

TABLE 8. STATE OR COUNTRY OF RESIDENCE COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS

Response	Respondents (n=412)		Non-Respondents (n=402)	
	N	Percent	N	Percent
In-state visitor	151	37%	162	40%
Out-of-state visitor	240	58%	224	56%
International visitor	21	5%	16	4%
p-value (chi-square) ¹	0.474 ($\chi^2=1.491$)			

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 test in Table 9 suggests that respondents and non-respondents differed significantly with respect to their expectation for the number of people inside the Castillo ($p < 0.001$); thus, there is evidence of potential nonresponse bias related to visitor expectations for number of people inside the Castillo within the survey's sample. Specifically, respondents were more likely than non-respondents to report that the number of people inside the Castillo was less than they expected, while non-respondents were more likely than respondents to report that the number of people in the Castillo was about as they expected.

The potential impact of nonresponse bias with respect to expectations for the number of people inside the Castillo on the results of the survey was further explored (Appendix 4). Statistical tests of expectations for the number of people inside the Castillo effects on key questions (51 questions total) in the survey instrument were performed. Few statistically significant effects on survey responses were observed ($\alpha = 0.05$, $p \leq 0.001$ indicates significant result following Bonferroni adjustment): effects of the expectations for the number of people inside the Castillo were observed for only six questions of 51 questions tested.

TABLE 9. EXPECTATION FOR NUMBER OF PEOPLE INSIDE THE CASTILLO COMPARISON BETWEEN RESPONDENTS AND NON-RESPONDENTS

Response	Respondents (n=383)		Non-Respondents (n=401)	
	N	Percent	N	Percent
Less than expected	77	20%	50	12%
About as expected	226	59%	274	68%
More than expected	80	21%	77	19%
p-value (chi-square) ¹	<0.001 ($\chi^2=23.671$)			

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

Results of statistical tests comparing respondents to non-respondents (i.e., nonresponse bias analysis) suggest that, for some questions, the survey results may over-represent opinions, evaluations, or behaviors from visitors who reported that the number of people inside the Castillo was less than they expected, or under-represent opinions, evaluations, or behaviors from visitors who reported that the number of people inside the Castillo was about as expected. For those select questions where there is potential nonresponse bias, the effects are analyzed and reported in Appendix 4.

3.8 | DATA ANALYSIS

SPSS statistical software was used for data analysis. For all questions where pre-defined response options were provided, frequencies are reported. For all questions with open-ended response options, verbatim visitor comments are reported in the stand-alone *Visitor Comments Appendix*. For the majority of questions with open-ended response options, thematic codes were applied to the responses to categorize the data. The categorized data are reported in tabular format providing the frequency of occurrence for each theme. Descriptive statistics (mean, median, and standard deviation) are presented in tables below figures for those variables for which measures of central tendency can be computed.

3.9 | LIMITATIONS

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

1. The data reflect visitor use patterns as collected during the study period of March 31 through April 9, 2017. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitor groups during other times of the year.
2. 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: Number of respondents less than 30” is included in the figure, table, or text.
3. 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.
4. Results of statistical tests comparing respondents to non-respondents (i.e., nonresponse bias analysis) suggest that, for select questions, the survey results may over-represent to some degree opinions, evaluations, and behaviors from visitors who reported that the number of people inside the Castillo



was less than they expected, or under-represent opinions, evaluations, or behaviors from visitors who reported that the number of people inside the Castillo was about as expected. Effects of expectations for number of people inside the Castillo on results for a select set of key questions from the survey were analyzed, and the results of this analysis are reported in Appendix 4.

3.10 | SPECIAL CONDITIONS

The weather during the survey period was generally sunny and warm, with some periods of wind. High temperatures ranged from the low-70s to mid-80s. There were no special conditions that may have significantly impacted the sampling effort.

4.0 RESULTS

4.1 | GROUP AND TRIP CHARACTERISTICS

VISITOR GROUP SIZE

- The most common (47%) group size was two people, and few respondents were visiting alone (4%).
- Group sizes of three, four, or five or more people were similar in occurrence (16%, 17%, and 16% respectively).

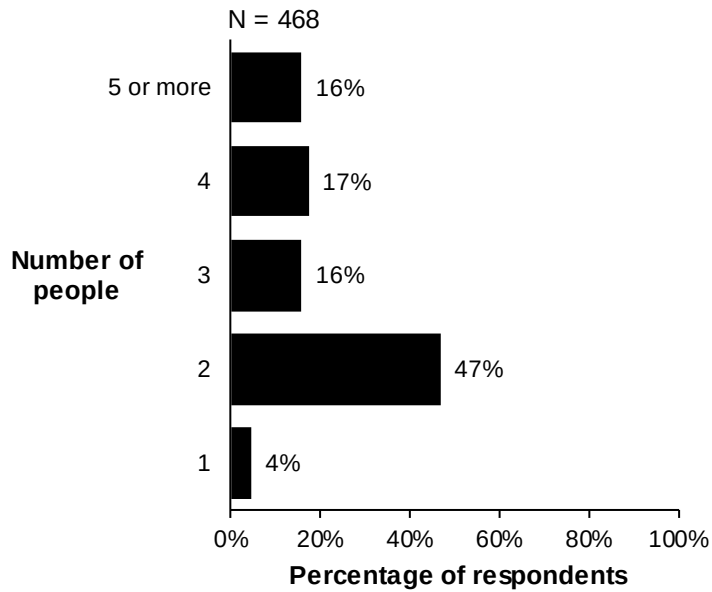


FIGURE 2. VISITOR GROUP SIZE

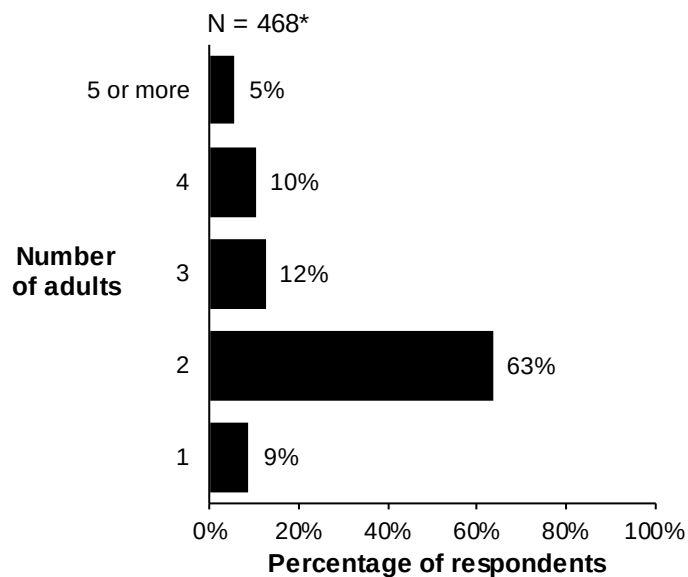
TABLE 10. DESCRIPTIVE STATISTICS: NUMBER OF PEOPLE IN GROUP

	Mean	Median	Std. Deviation
Number of people in group	3.26	2.00	2.238



NUMBER OF ADULTS IN GROUP

- The majority of groups (63%) were visiting with two adults.
- Over a quarter of groups (27%) were visiting with three or more adults.



*total percentages do not equal 100 due to rounding

FIGURE 3. INCLUDING YOURSELF, HOW MANY ADULTS 18 YEARS OLD OR OLDER WERE IN YOUR PERSONAL GROUP DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NATIONAL MONUMENT (NM) TODAY?

TABLE 11. DESCRIPTIVE STATISTICS: NUMBER OF ADULTS IN GROUP

	Mean	Median	Std. Deviation
Number of adults in group	2.50	2.00	1.492

NUMBER OF CHILDREN IN GROUP

- Thirty-five percent of respondents were visiting with children under the age of 18 in their group.

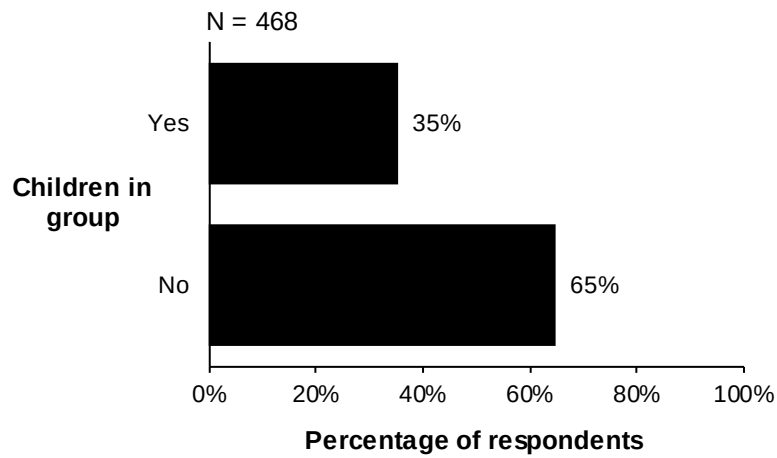


FIGURE 4. VISITOR GROUPS WITH CHILDREN



- Of the respondents visiting with children in their group, nearly three-quarters (74%) had either one or two children with them.
- Of the respondents visiting with children in their group, 14% were visiting with three children.
- Of the respondents visiting with children in their group, 12% were visiting with four or more children.

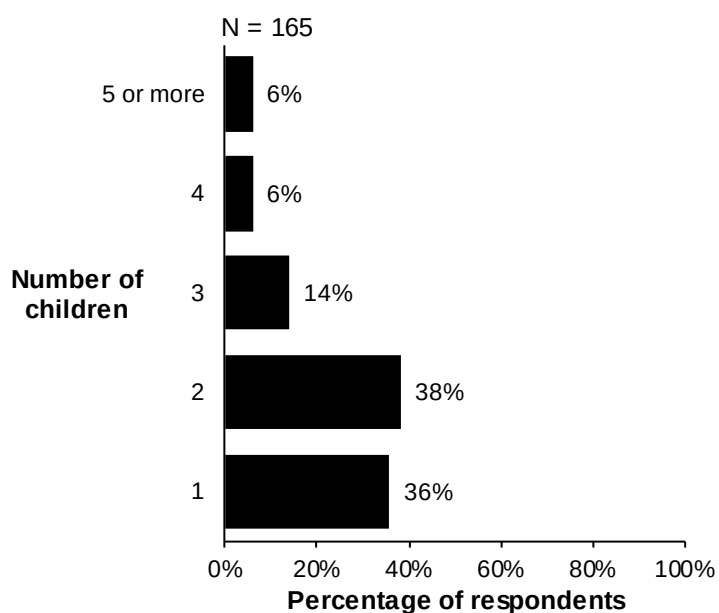


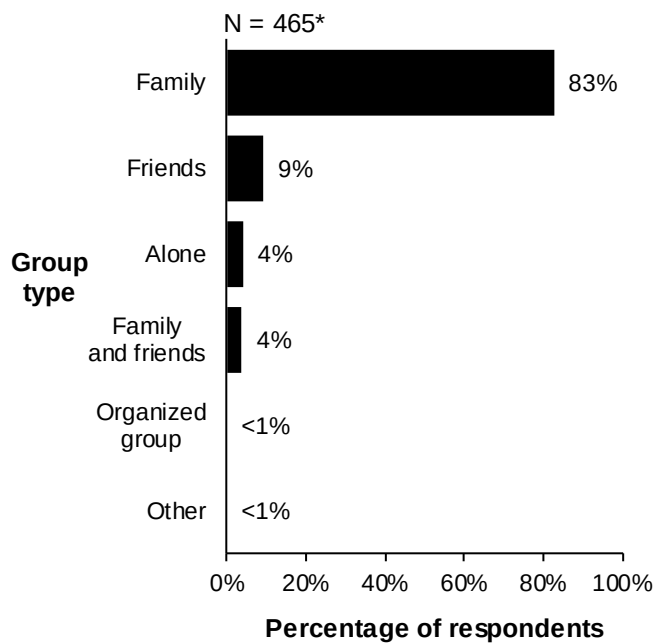
FIGURE 5. HOW MANY CHILDREN UNDER THE AGE OF 18 WERE IN YOUR PERSONAL GROUP DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NATIONAL MONUMENT (NM) TODAY?

TABLE 12. DESCRIPTIVE STATISTICS: NUMBER OF CHILDREN IN GROUP

	Mean	Median	Std. Deviation
Number of children in group	2.16	2.00	1.431

VISITOR GROUP TYPE

- Most respondents (83%) were visiting Castillo de San Marcos NM with family.
- 9% of respondents were traveling with friends.
- Very few respondents (<1%) were with any type of organized group.



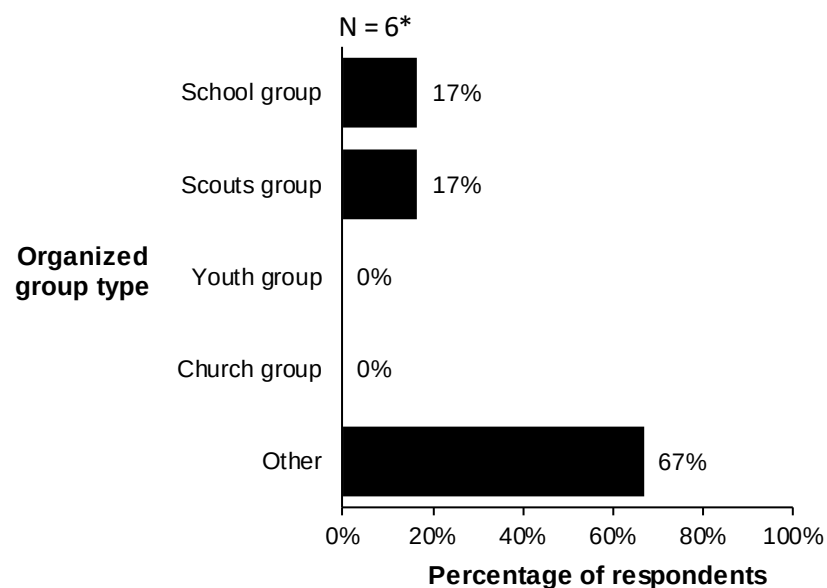
*total percentages do not equal 100 due to rounding

FIGURE 6. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PERSONAL GROUP?



ORGANIZED GROUP TYPE

- Only six respondents were part of an organized group.
- Four of these respondents were with some other type of organized group.
- One respondent was visiting with a school group, and another respondent was visiting with a Scouts group.



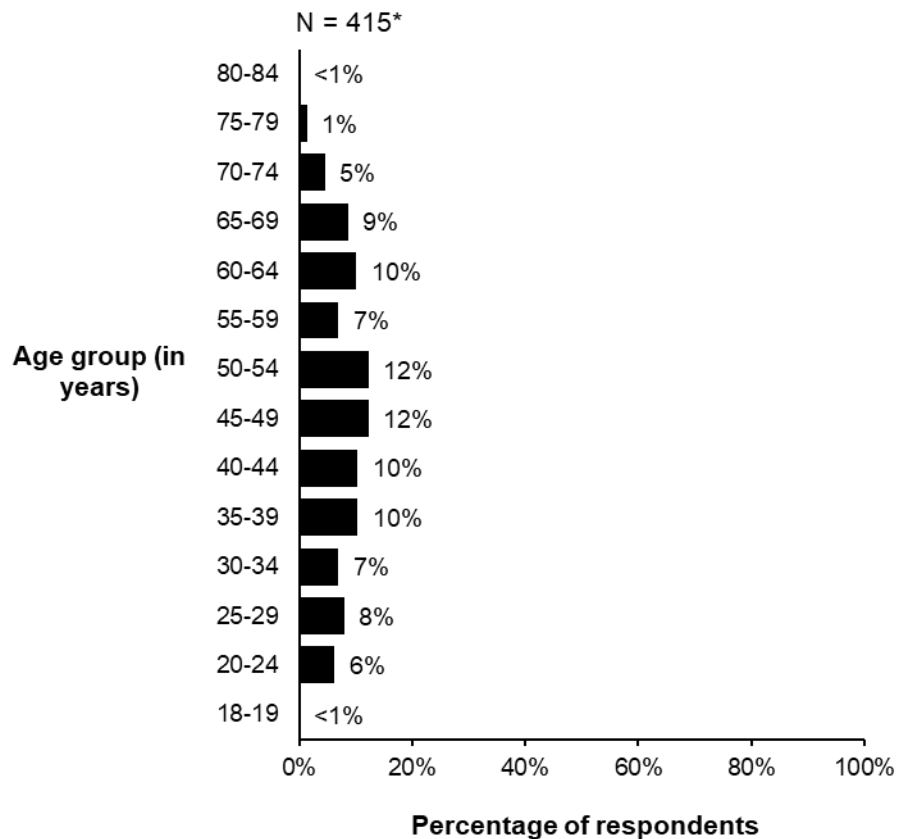
CAUTION: Number of respondents less than 30

*total percentages do not equal 100 due to rounding

FIGURE 7. PLEASE SPECIFY YOUR ORGANIZED GROUP TYPE.

AGE

- Respondent ages ranged from 18 to 82.
- Less than 16% of respondents were 65 or older.
- 17% of respondents were between the ages of 55 and 64.
- 44% of respondents were between the ages of 35 and 54.
- 21% of respondents were between the ages of 20 and 34.
- Less than 1% of respondents were under 20 years old.



*total percentages do not equal 100 due to rounding

FIGURE 8. WHAT IS YOUR AGE?

TABLE 13. DESCRIPTIVE STATISTICS: RESPONDENT AGE

	Mean	Median	Std. Deviation
Age of respondent	47.17	47.00	14.989



GENDER

- Slightly more survey respondents were female (53%) than male (47%).

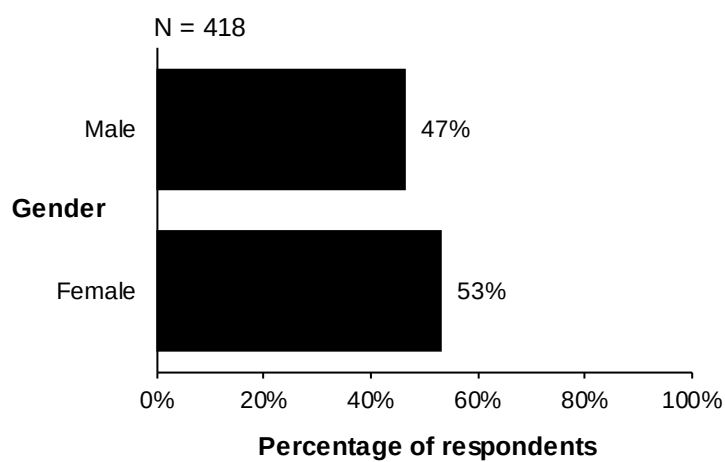


FIGURE 9. WHAT IS YOUR GENDER?

RESIDENCE

U.S. Respondents' State of Residence

- U.S. respondents came from 37 states and comprised 95% of all respondents during the survey period.
- 39% of respondents from the U.S. were residents of Florida.
- 13% of U.S. respondents came from Georgia.
- Smaller proportions of respondents came from other U.S. states.

TABLE 14. WHERE DO YOU LIVE? – U.S. RESPONDENTS

*total percentages do not equal 100 due to rounding

State	Percent of U.S. respondents N = 391 individuals*	Percent of all respondents N = 412 individuals
Florida	39%	37%
Georgia	13%	12%
Michigan	5%	5%
Virginia	4%	4%
Illinois	4%	3%
New York	3%	3%
North Carolina	3%	2%
Wisconsin	3%	2%
Indiana	2%	2%
New Jersey	2%	2%
South Carolina	2%	2%
Kentucky	2%	2%
Ohio	2%	2%
24 other states	17%	16%

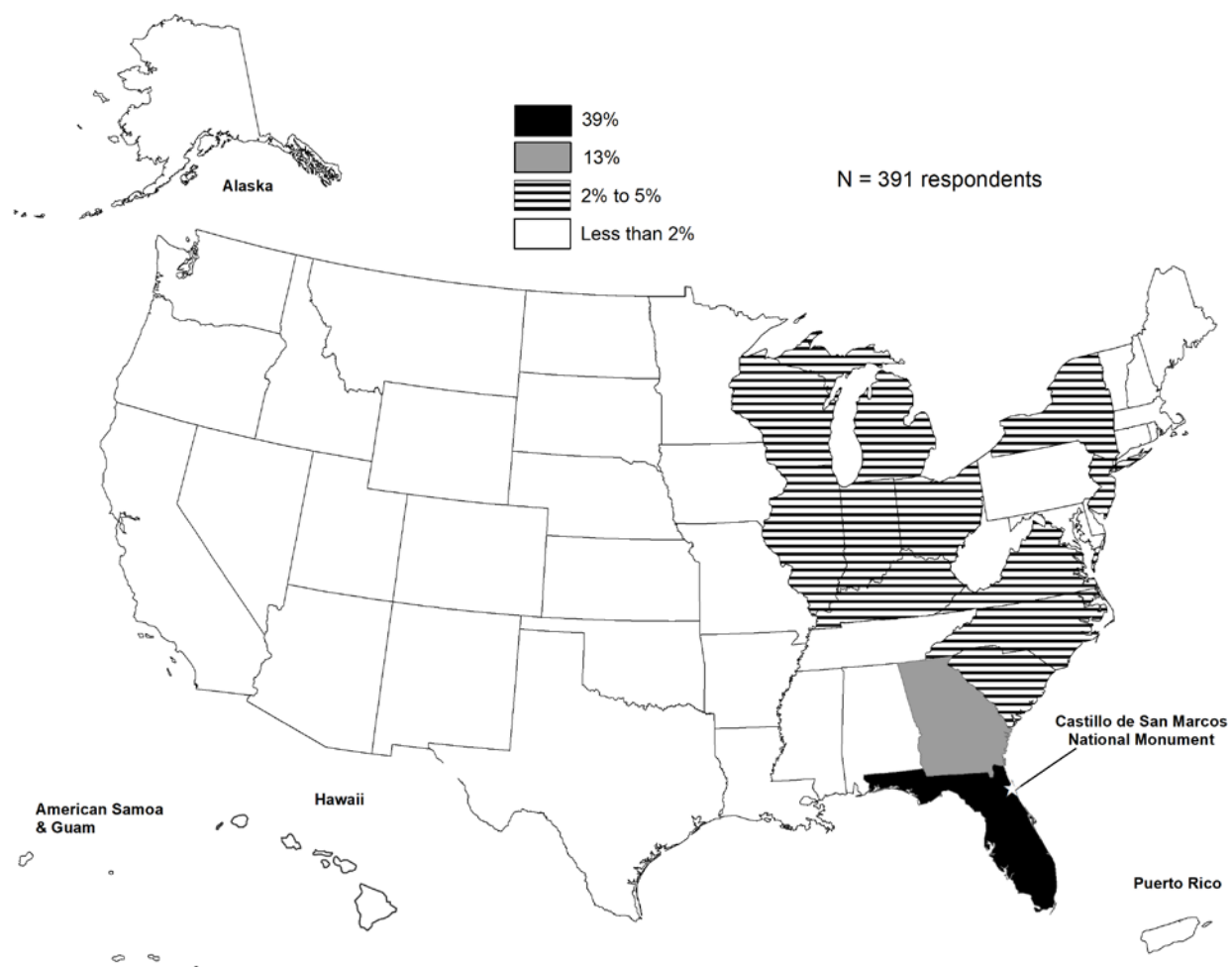


FIGURE 10. PROPORTION OF U.S. RESPONDENTS BY STATE OF RESIDENCE

International Respondents' Country of Residence

- International respondents were from 10 countries and comprised 6% of total visitation to the park during the survey period.
- 38% of international respondents came from Canada.
- 14% of international respondents came from Germany.
- The same proportion of international respondents came from both Australia (10%) and the United Kingdom (10%).
- Smaller proportions of respondents came from other countries.

TABLE 15. WHERE DO YOU LIVE? – INTERNATIONAL RESPONDENTS

*total percentages do not equal 100 due to rounding

Country	Percent of international respondents N = 21 individuals*	Percent of all respondents N = 412 individuals
Canada	38%	2%
Germany	14%	<1%
Australia	10%	<1%
United Kingdom	10%	<1%
Argentina	5%	<1%
China	5%	<1%
Honduras	5%	<1%
Sudan	5%	<1%
Switzerland	5%	<1%
The Netherlands	5%	<1%



ETHNICITY

- The majority (86%) of respondents indicated that they were not Hispanic or Latino.
- 11% of respondents indicated that they were Hispanic or Latino.

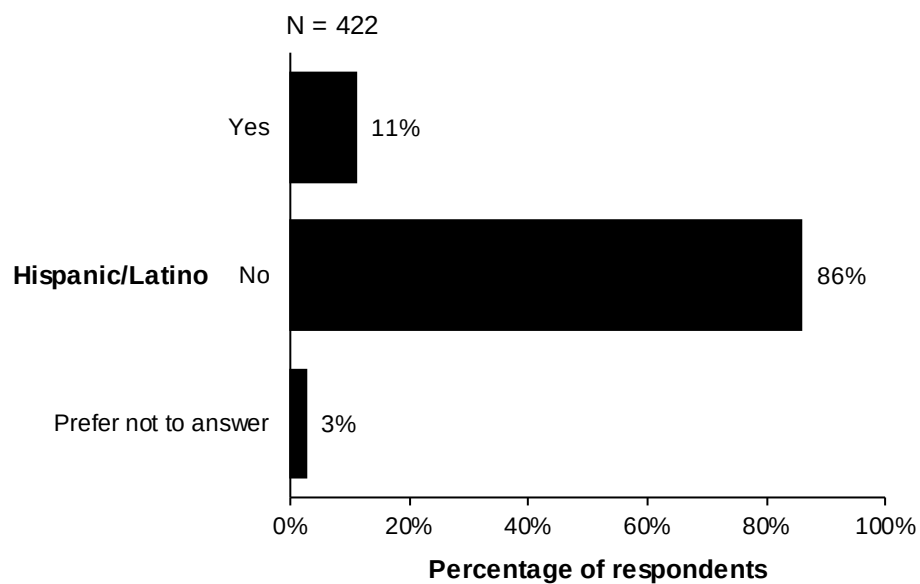
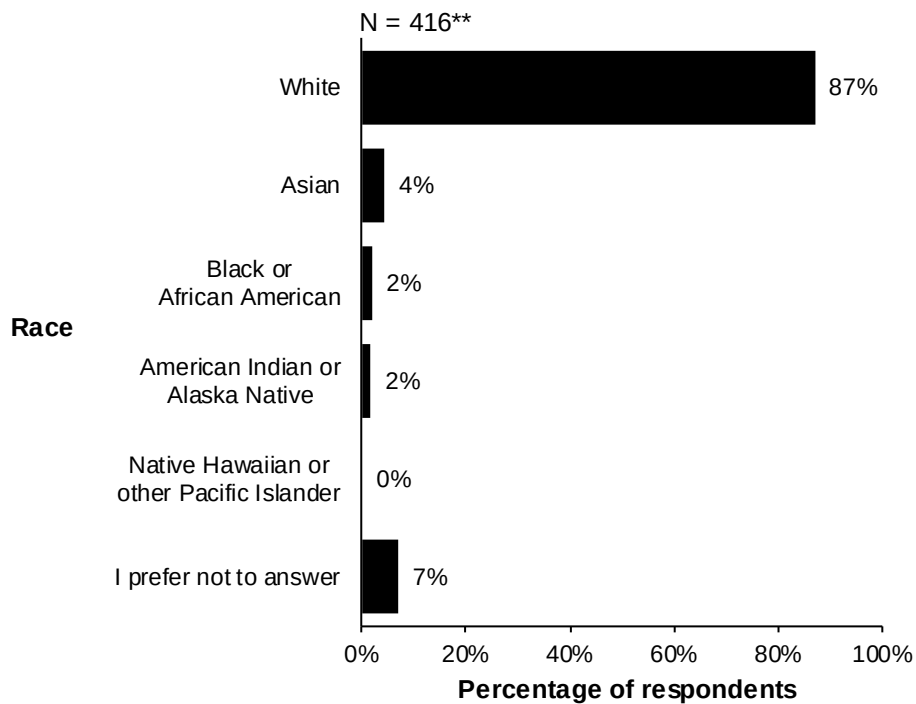


FIGURE 11. ARE YOU HISPANIC OR LATINO?

RACE

- The majority (87%) of respondents indicated that they were white.
- Smaller proportions of respondents indicated that they were Asian (4%), Black or African American (2%), or American Indian or Alaska Native (2%).



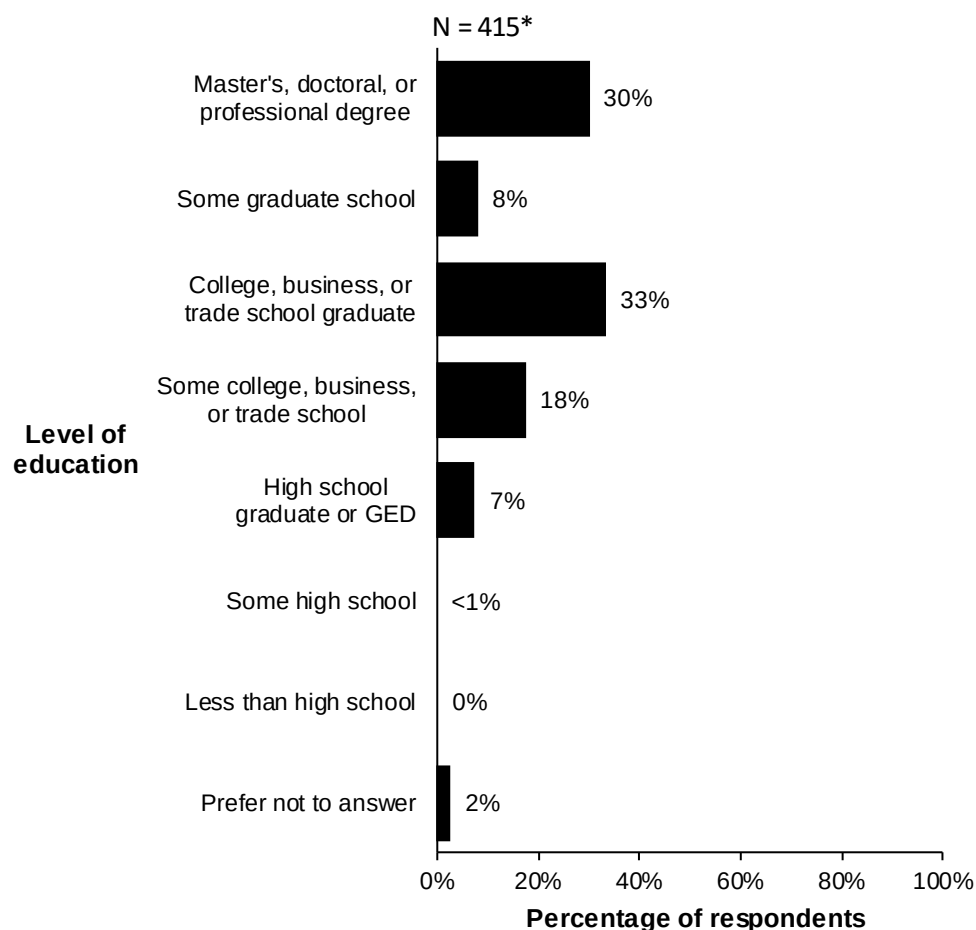
**total percentages do not equal 100 because visitors could select more than 1 answer

FIGURE 12. WHAT IS YOUR RACE? PLEASE MARK ALL THAT APPLY.



EDUCATION LEVEL

- 33% of respondents' highest level of formal education completed was college, business, or trade school degree.
- 30% of respondents' highest level of formal education completed was a master's, doctoral, or professional degree.

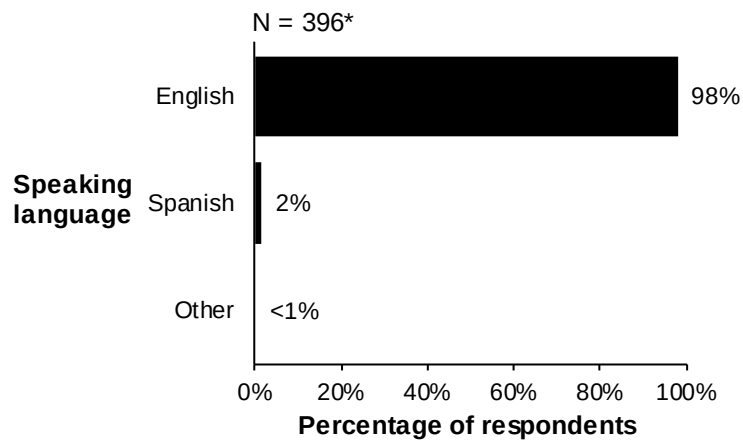


*total percentages do not equal 100 due to rounding

FIGURE 13. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION YOU HAVE COMPLETED?

PREFERRED LANGUAGE

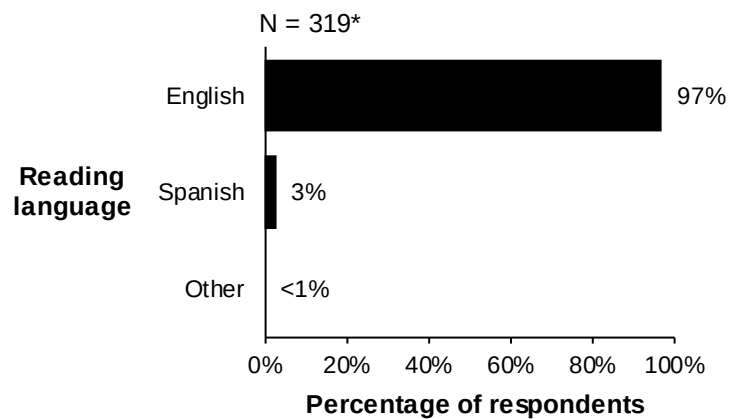
- The majority (98%) of respondents reported that their preferred speaking language was English.



*total percentages do not equal 100 due to rounding

FIGURE 14. WHEN VISITING AN AREA SUCH AS CASTILLO DE SAN MARCOS NM, WHAT LANGUAGE DO YOU PERSONALLY PREFER TO USE FOR SPEAKING?

- Similarly, the majority (97%) of respondents reported that their preferred reading language was English.



*total percentages do not equal 100 due to rounding

FIGURE 15. WHEN VISITING AN AREA SUCH AS CASTILLO DE SAN MARCOS NM, WHAT LANGUAGE DO YOU PERSONALLY PREFER TO USE FOR READING?



PREVIOUS VISITS

- A majority (60%) of respondents reported that they had not visited Castillo de San Marcos NM before this trip.
- 40% of survey respondents had visited Castillo de San Marcos NM before this trip.

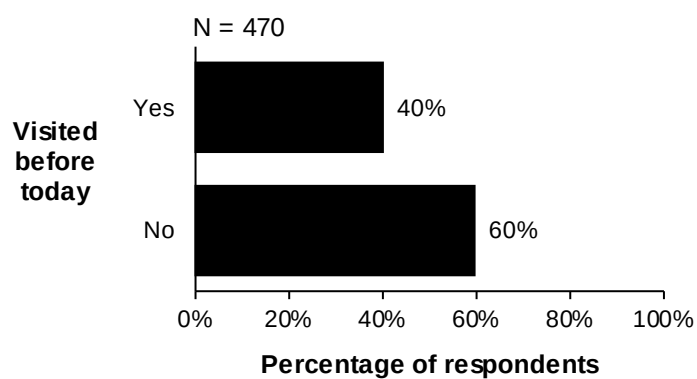


FIGURE 16. BEFORE TODAY, HAVE YOU EVER VISITED CASTILLO DE SAN MARCOS NM?

- Of the respondents who reported that they had visited Castillo de San Marcos NM before this visit, 42% had only visited once previously.
- About a quarter of respondents (26%) who had visited Castillo de San Marcos NM before this visit had visited twice previously.
- 14% of respondents who had visited Castillo de San Marcos NM before this visit had visited five or more times previously.

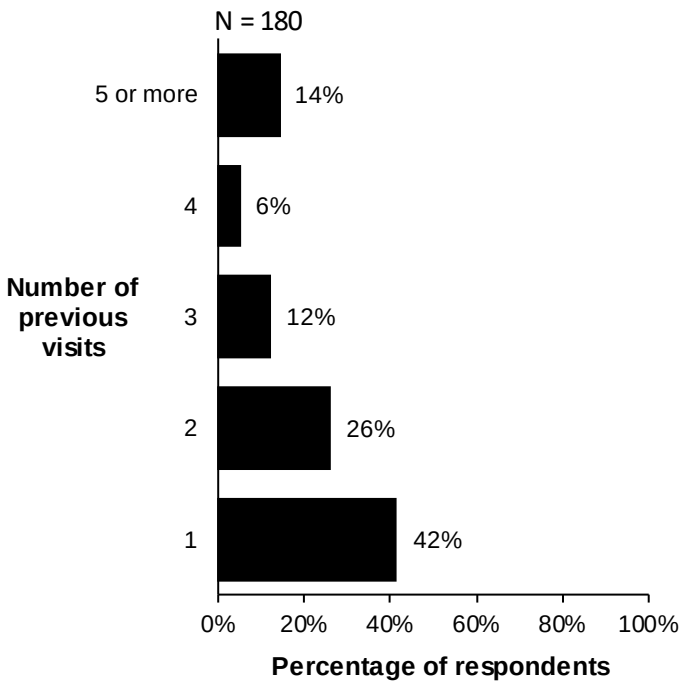


FIGURE 17. IF YOU HAVE VISITED CASTILLO DE SAN MARCOS NM BEFORE TODAY, HOW MANY TIMES HAVE YOU VISITED PREVIOUSLY?

TABLE 16. DESCRIPTIVE STATISTICS: NUMBER OF PREVIOUS VISITS TO CASTILLO DE SAN MARCOS NM

	Mean	Median	Std. Deviation
Number of previous visits	2.63	2.00	2.925



IMPORTANCE OF EXPERIENCES TO PARK VISIT

- For the following question, respondents rated each reason based on its importance to their park visits. They could choose between “extremely important,” “very important,” “moderately important,” “slightly important,” and “not at all important.”
- Figure 18 shows the combined proportions of “extremely important” and “very important” ratings for reasons for visiting the park as noted by survey respondents.
- The reasons that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - To spend time with friends/family (77%)
 - To learn more about the Castillo as a structure (71%)
- The reasons that received the lowest combined proportions of “extremely important” and “very important” ratings were:
 - To visit a National Park Service site (47%)
 - To learn more about historic weapons (43%)

Figure 19 through Figure 25 show ratings for each reason.

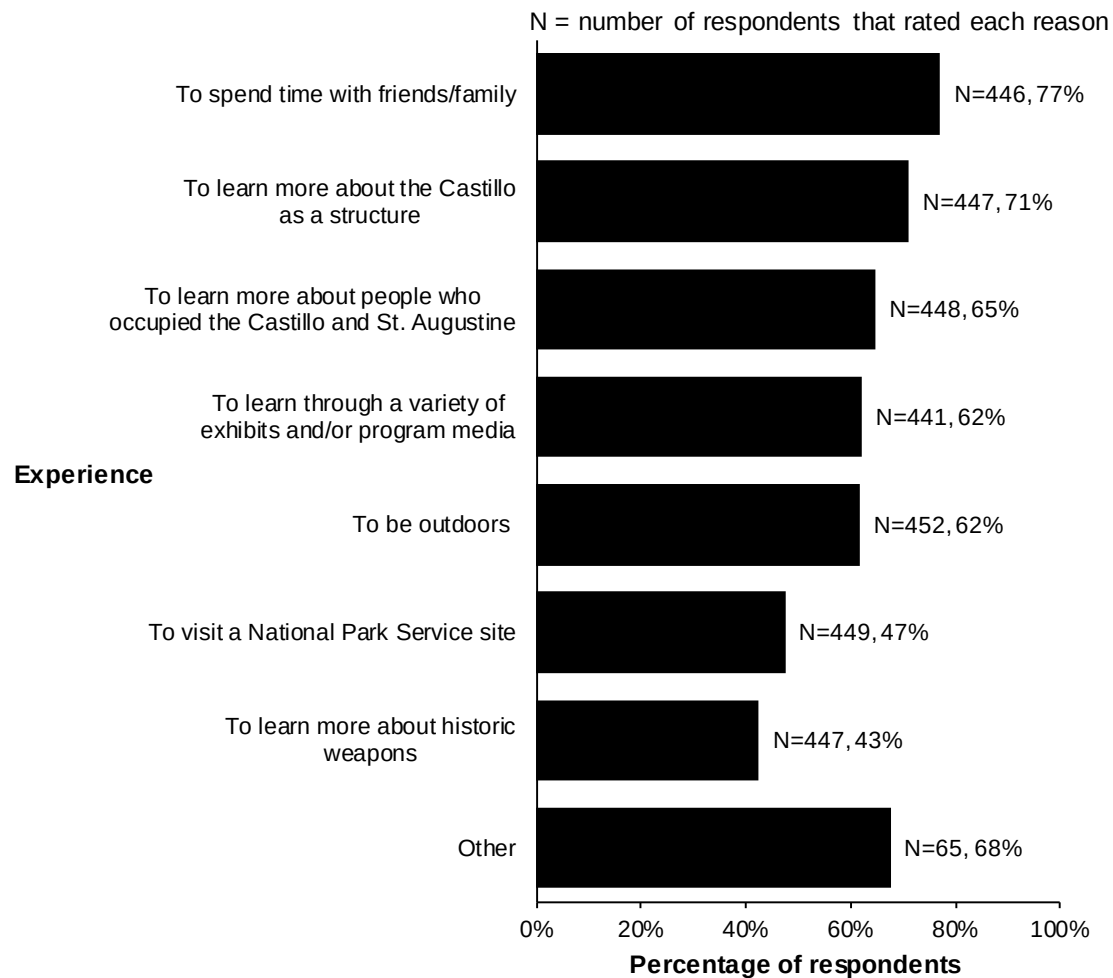
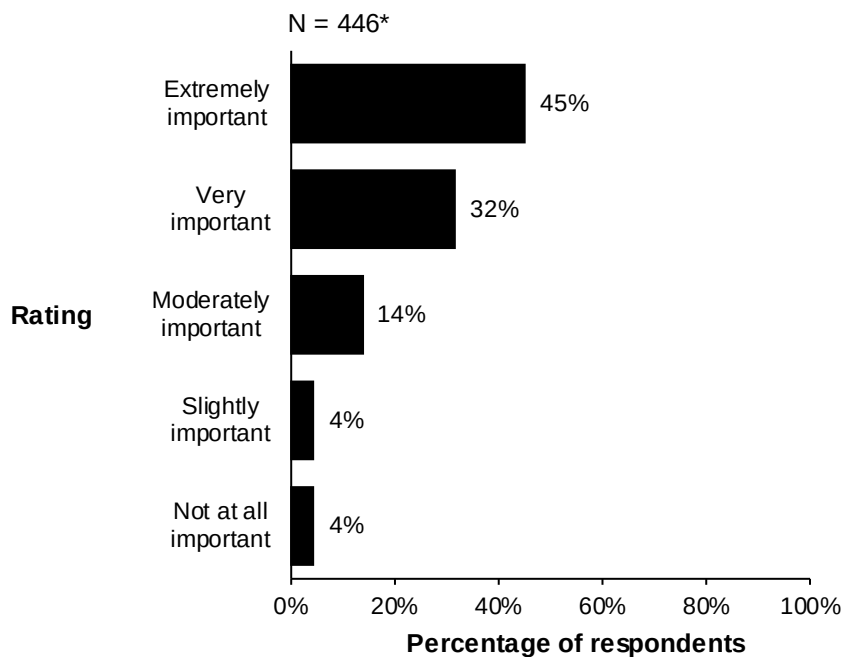
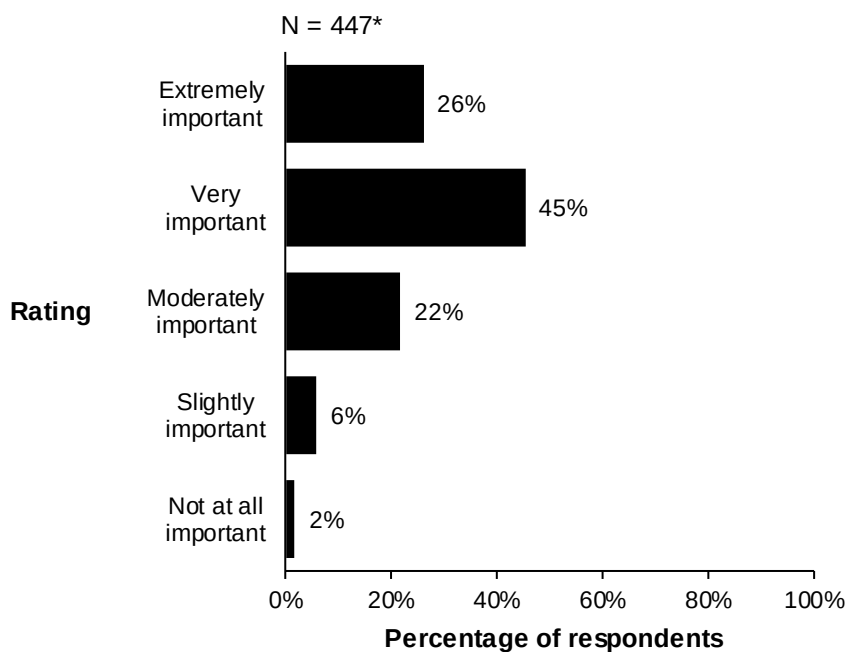


FIGURE 18. HOW IMPORTANT TO YOU WAS EACH OF THE FOLLOWING REASONS FOR VISITING CASTILLO DE SAN MARCOS NM TODAY? COMBINED RATINGS OF “EXTREMELY IMPORTANT” AND “VERY IMPORTANT”



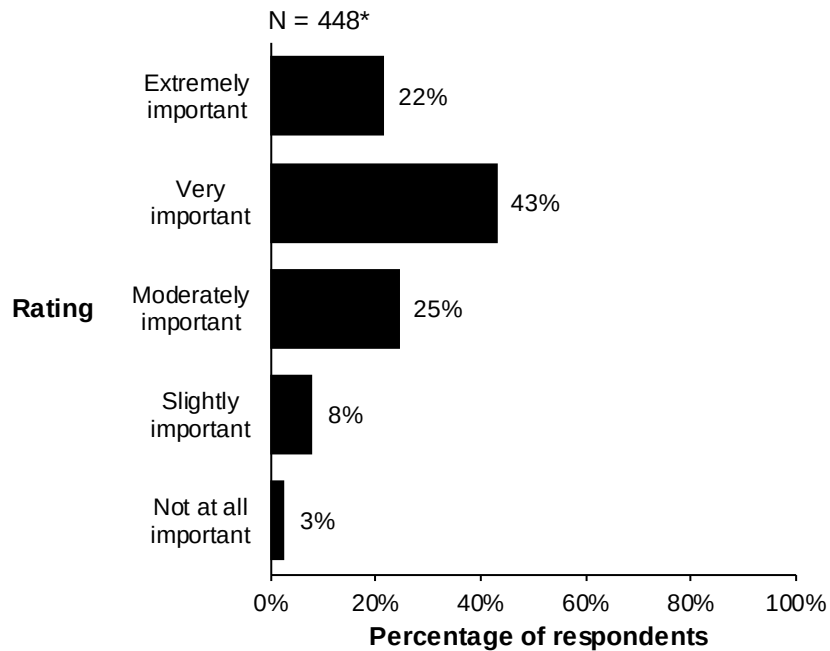
*total percentages do not equal 100 due to rounding

FIGURE 19. IMPORTANCE OF SPENDING TIME WITH FRIENDS/FAMILY



*total percentages do not equal 100 due to rounding

FIGURE 20. IMPORTANCE OF LEARNING ABOUT THE CASTILLO AS A STRUCTURE



*total percentages do not equal 100 due to rounding

FIGURE 21. IMPORTANCE OF LEARNING MORE ABOUT PEOPLE WHO OCCUPIED THE CASTILLO AND ST. AUGUSTINE

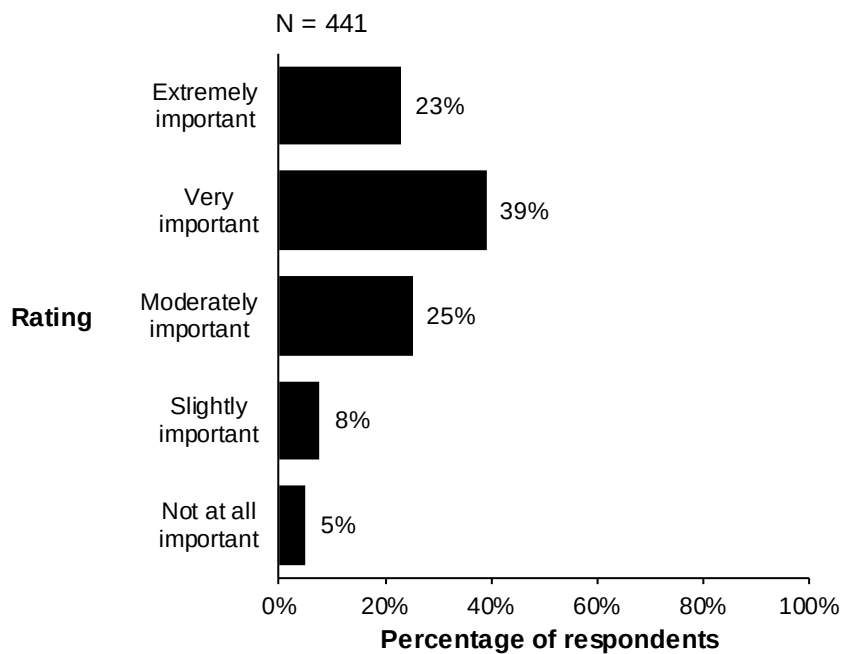


FIGURE 22. IMPORTANCE OF LEARNING THROUGH A VARIETY OF EXHIBITS AND/OR PROGRAM MEDIA

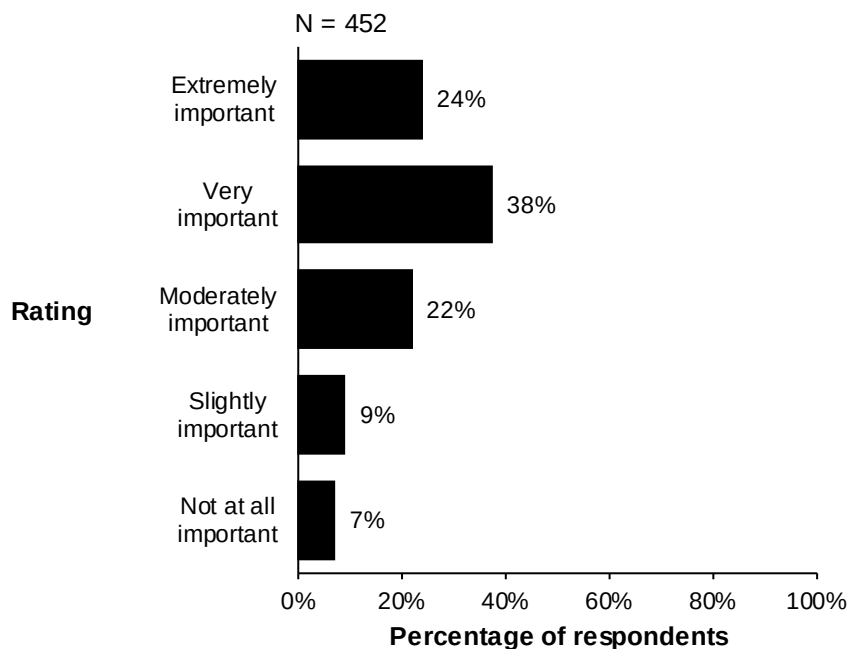
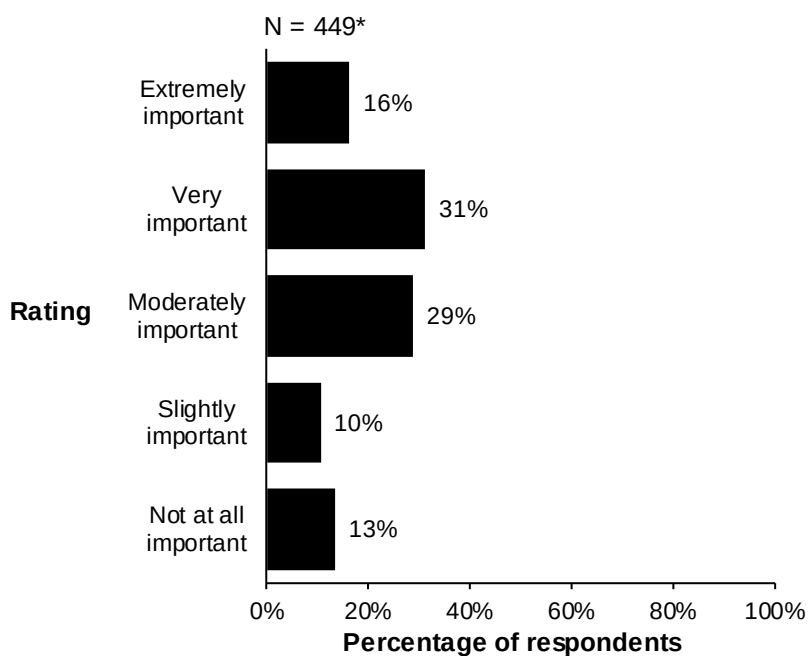


FIGURE 23. IMPORTANCE OF BEING OUTDOORS



*total percentages do not equal 100 due to rounding

FIGURE 24. IMPORTANCE OF VISITING A NATIONAL PARK SERVICE SITE

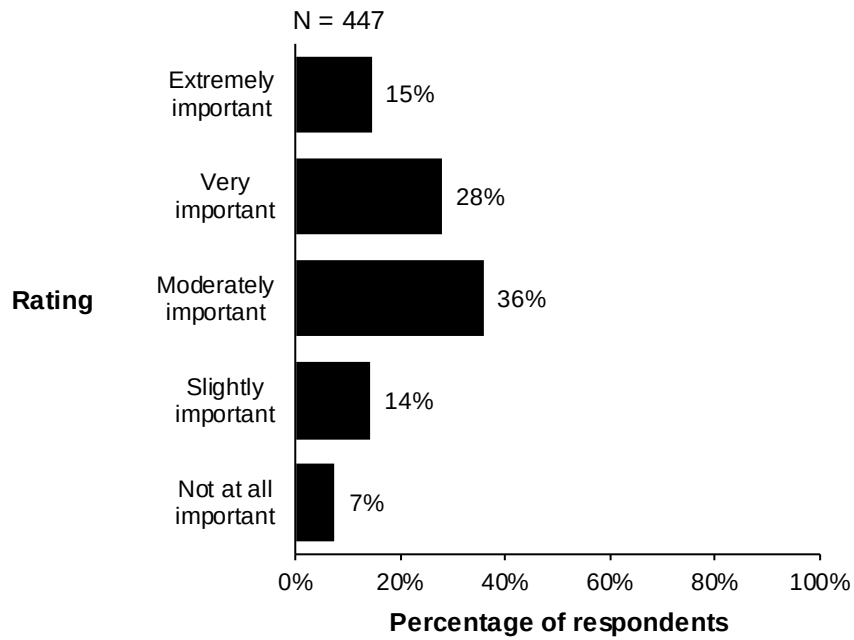
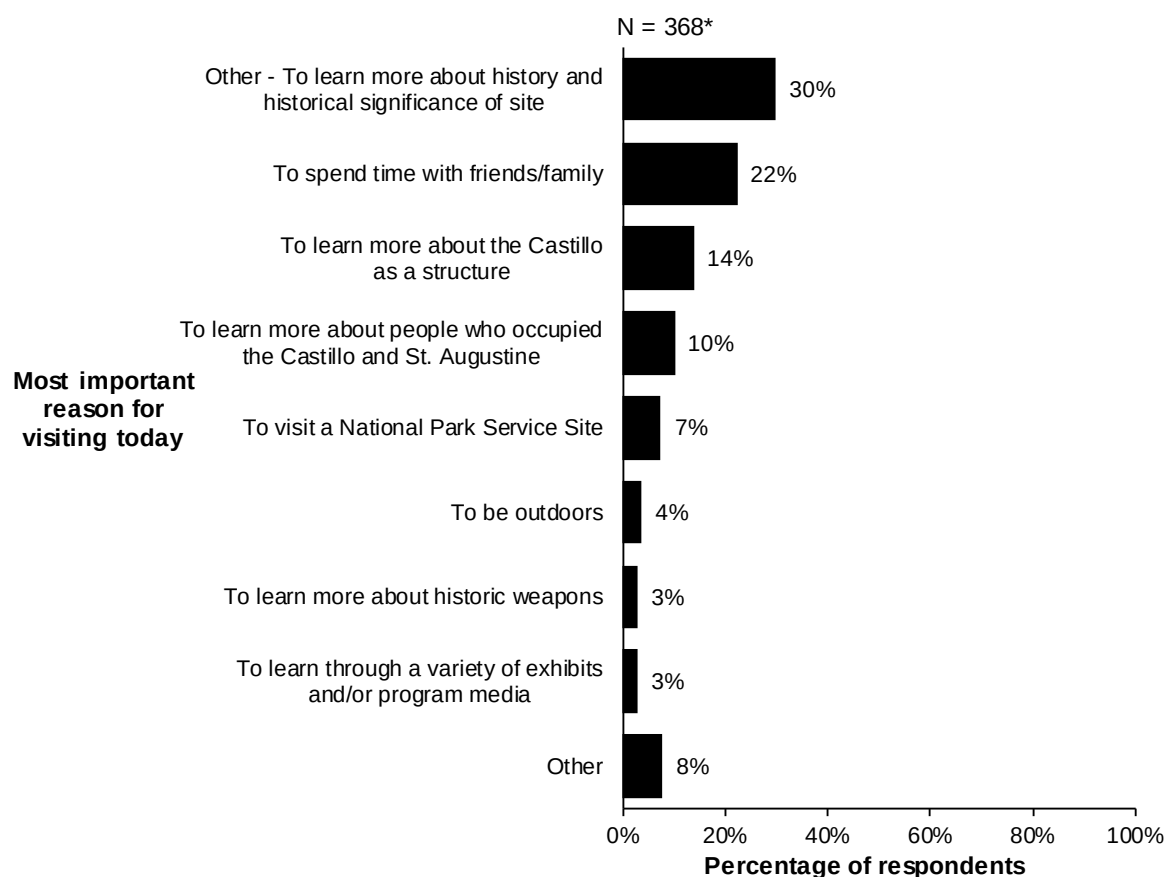


FIGURE 25. IMPORTANCE OF LEARNING MORE ABOUT HISTORIC WEAPONS



MOST IMPORTANT REASON FOR VISIT

- Figure 26 shows which reason respondents reported as the most important reason for their visit to Castillo de San Marcos NM that day.
- 30% of respondents reported that learning more about the history and historical significance of the site was the most important reason for their visit to Castillo de San Marcos NM, over the other reasons presented in question 10.
- The next most common most important reasons for visiting Castillo de San Marcos NM were:
 - To spend time with friends/family (22%)
 - To learn more about the Castillo as a structure (14%)
- The least common most important reasons for visiting Castillo de San Marcos NM were:
 - To learn more about historic weapons (3%)
 - To learn through a variety of exhibits and/or program media (3%)

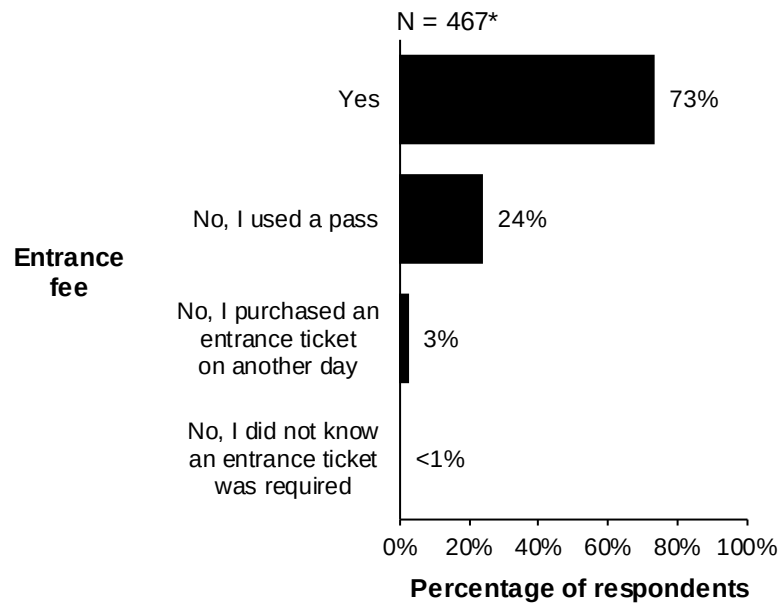


*total percentages do not equal 100 due to rounding

FIGURE 26. OF THE REASONS LISTED IN QUESTION 10, WHICH WAS THE MOST IMPORTANT REASON FOR YOU TO VISIT CASTILLO DE SAN MARCOS NM TODAY?

ENTRANCE TICKET PURCHASE

- Most respondents (73%) reported that they had purchased an entrance ticket on the day of their visit.
- Almost a quarter of respondents (24%) used a pass to gain entry into the Castillo.
- Only 3% of respondents bought an entrance ticket ahead of time.



*total percentages do not equal 100 due to rounding

FIGURE 27. DID YOU PURCHASE AN ENTRANCE TICKET TO THE CASTILLO TODAY?

PLAN TO USE TICKET AGAIN

- Over half (55%) of respondents did not intend to use their entrance ticket again before it expired.
- 15% of respondents reported that they planned to use their ticket again before it expired.

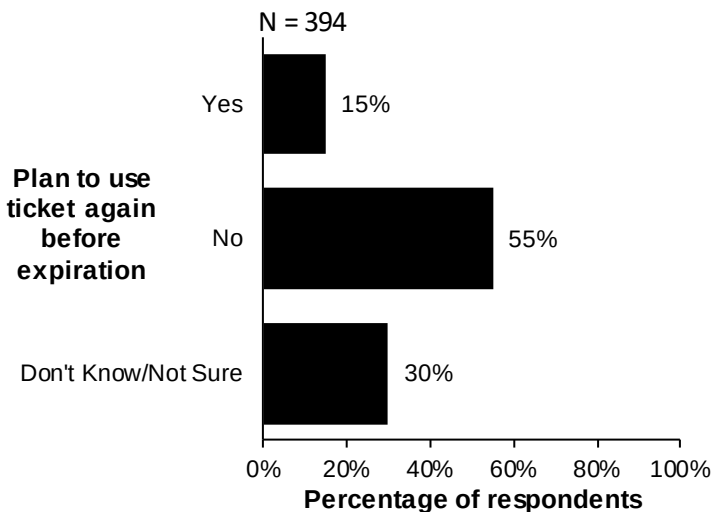


FIGURE 28. DO YOU PLAN TO USE YOUR ENTRANCE TICKET TO VISIT THE CASTILLO AGAIN BEFORE THE TICKET EXPIRES?



TIME SPENT IN CASTILLO DE SAN MARCOS

- Nearly half (46%) of respondents reported that they spent about one hour in the Castillo that day.
- 30% of respondents reported that they spent between one and two hours in the Castillo that day.
- 14% of respondents reported that they spent about two hours or more in the Castillo that day.

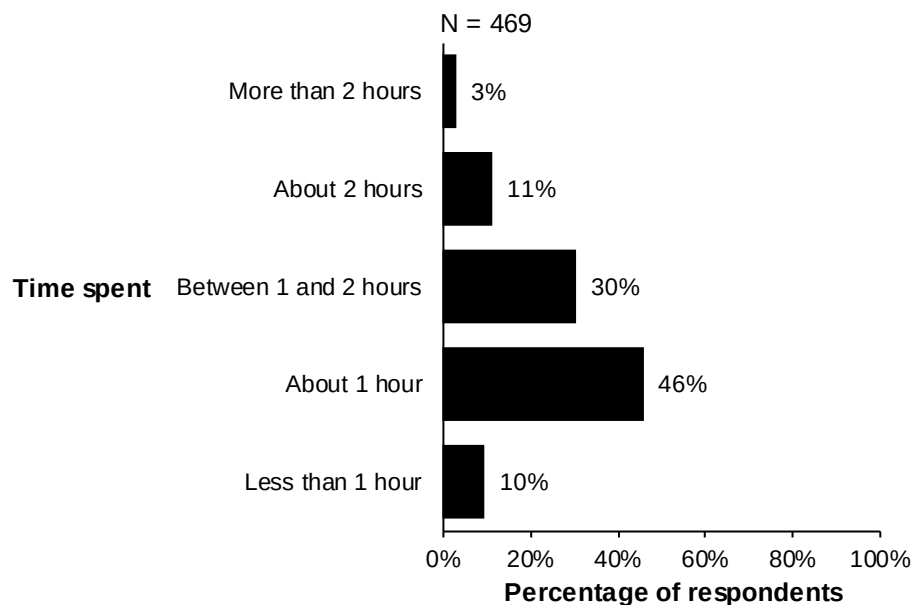


FIGURE 29. HOW MUCH TOTAL TIME DID YOU SPEND IN THE CASTILLO TODAY?

AWARENESS OF FORT MATANZAS NATIONAL MONUMENT

- 60% of respondents reported that they were not aware of Fort Matanzas National Monument (NM).

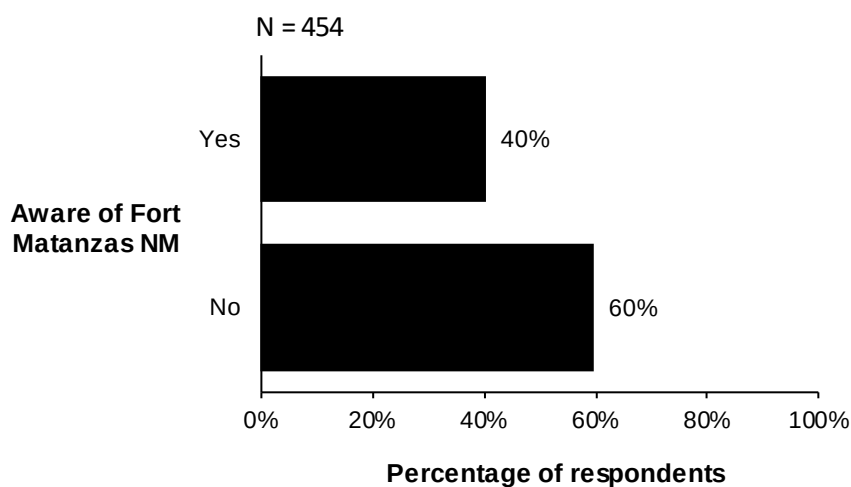
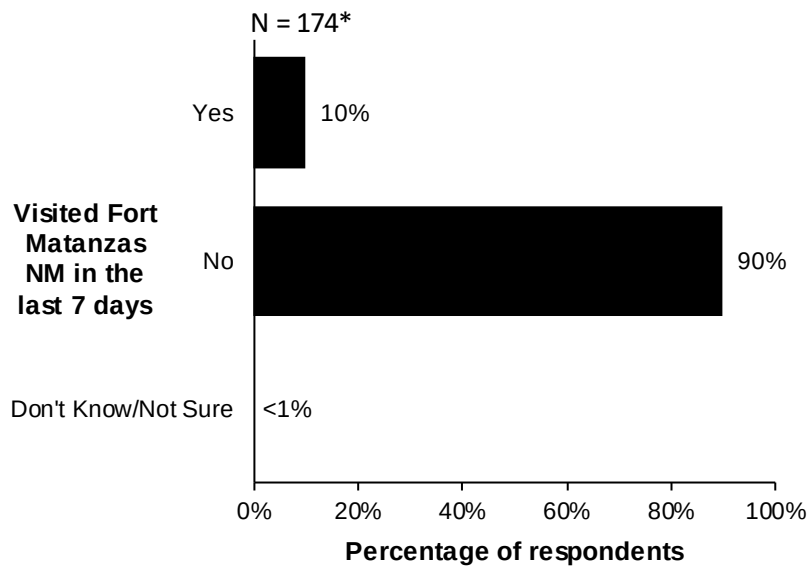


FIGURE 30. ARE YOU AWARE OF FORT MATANZAS NATIONAL MONUMENT (NM)?

VISITED FORT MATANZAS NM

- Only 10% of respondents who were aware of Fort Matanzas NM had visited it in the past seven days.
- The majority (90%) of survey respondents who were aware of Fort Matanzas NM had not visited the monument in the past seven days.



*total percentages do not equal 100 due to rounding

FIGURE 31. DID YOU AND YOUR PERSONAL GROUP VISIT FORT MATANZAS NM IN THE LAST 7 DAYS?



PLAN TO VISIT FORT MATANZAS NM

- The majority (72%) of respondents who were aware of Fort Matanzas NM did not plan to visit the monument in the next seven days.
- Twelve percent of respondents who were aware of Fort Matanzas NM reported that they did plan to visit the monument in the next seven days.

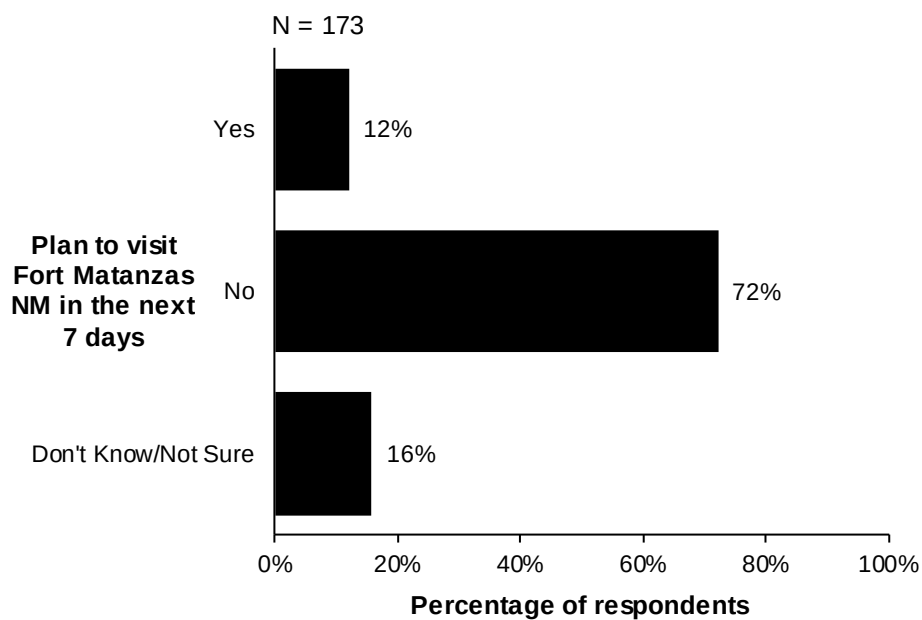
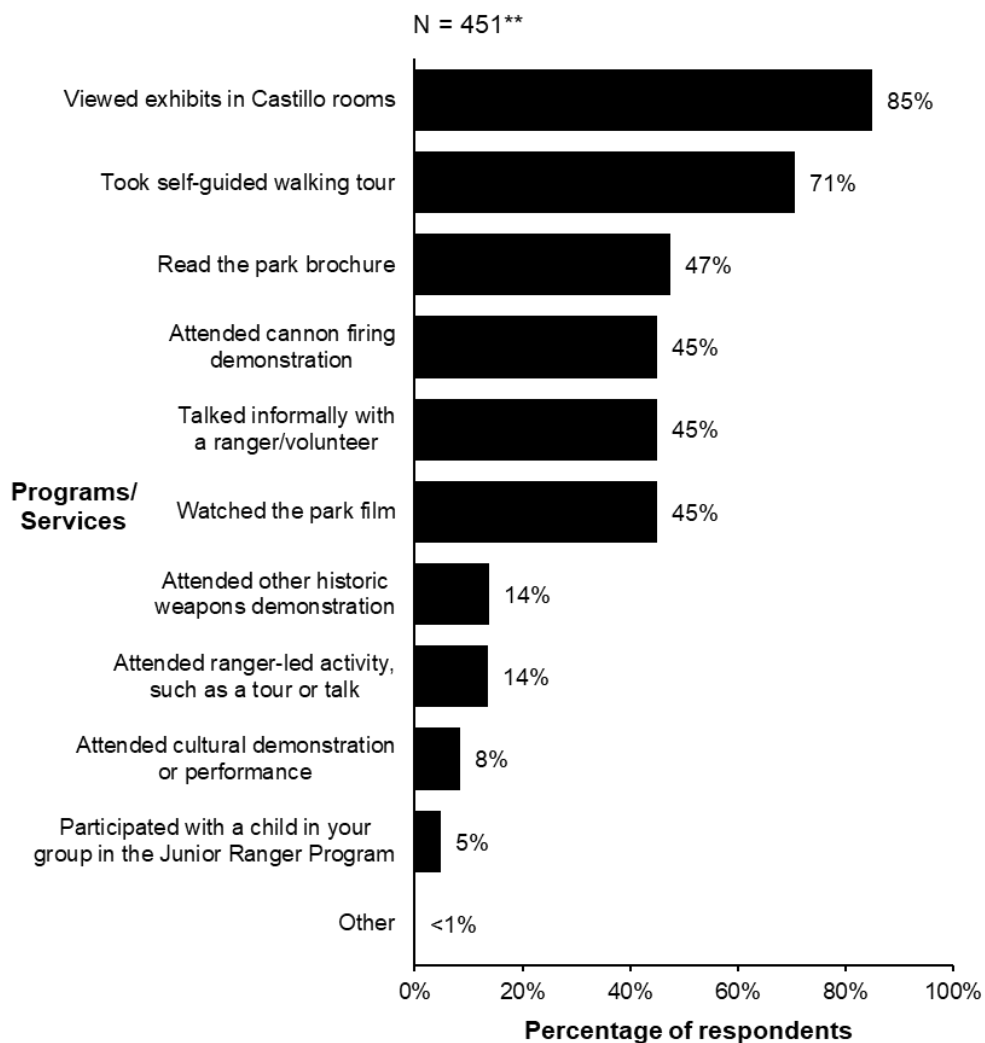


FIGURE 32. DO YOU AND YOUR PERSONAL GROUP PLAN TO VISIT FORT MATANZAS NM IN THE NEXT 7 DAYS?

4.2 | LEARNING ABOUT THE CASTILLO

PROGRAMS AND SERVICES

- The most common programs and services that respondents used were:
 - Viewed exhibits in Castillo rooms (85%)
 - Took self-guided walking tour (71%)
 - Read the park brochure (47%)
- Equal proportions (45%) of respondents reported that they:
 - Attended cannon firing demonstration
 - Talked informally with a ranger/volunteer
 - Watched the park film



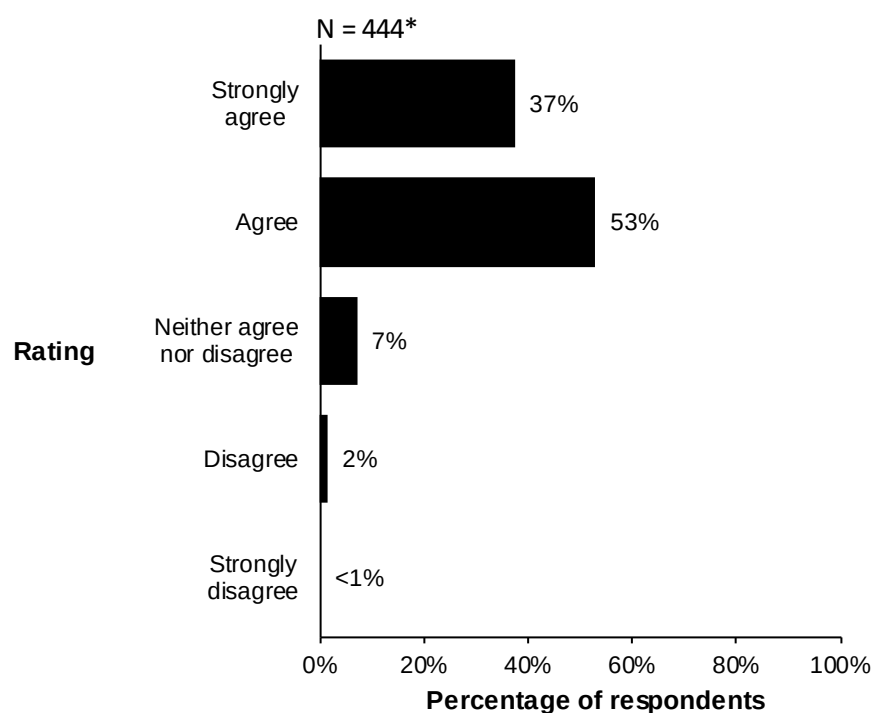
**total percentages do not equal 100 because visitors could select more than 1 answer

FIGURE 33. DID YOU AND YOUR PERSONAL GROUP DO ANY OF THE FOLLOWING AT CASTILLO DE SAN MARCOS NM TODAY?



EXHIBITS ENGAGING

- Of the respondents who provided a rating,⁵ the clear majority (90%) either agreed or strongly agreed that the exhibits in the Castillo were engaging.
- Less than 3% of respondents either disagreed or strongly disagreed that the exhibits in the Castillo were engaging.



*total percentages do not equal 100 due to rounding

FIGURE 34. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: EXHIBITS IN THE CASTILLO WERE ENGAGING.

⁵ Less than 1% of respondents reported that the statement “Exhibits in the Castillo were engaging” was not applicable.

MEANINGFUL INFORMAL TALK WITH RANGER/VOLUNTEER

- Of the respondents who provided a rating,⁶ over three-quarters (77%) either agreed or strongly agreed that they learned something personally meaningful from talking informally with a ranger or volunteer.
- Only 4% of respondents either disagreed or strongly disagreed that they learned something personally meaningful from talking informally with a ranger or volunteer.

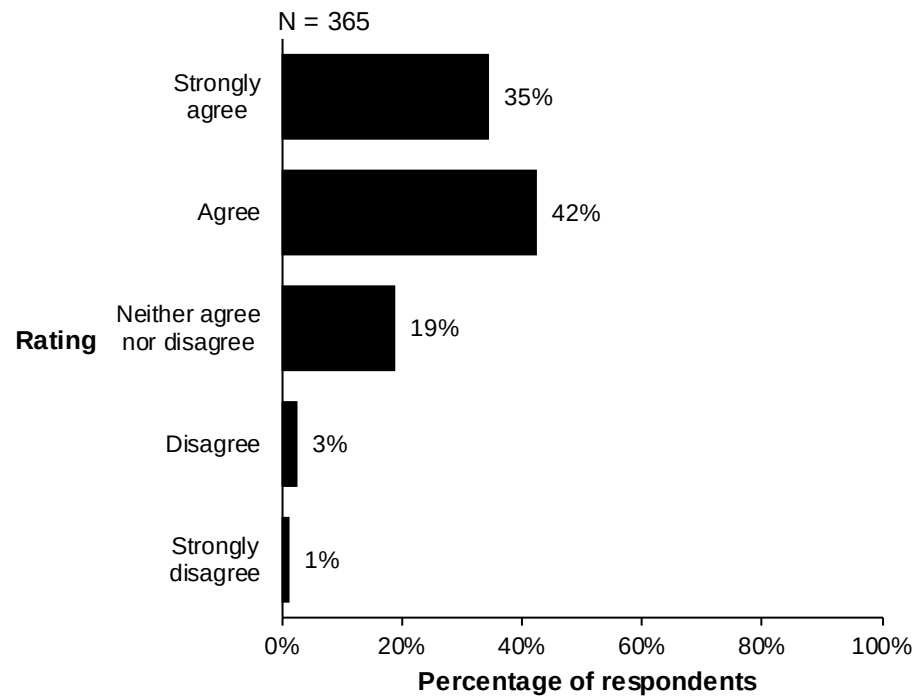


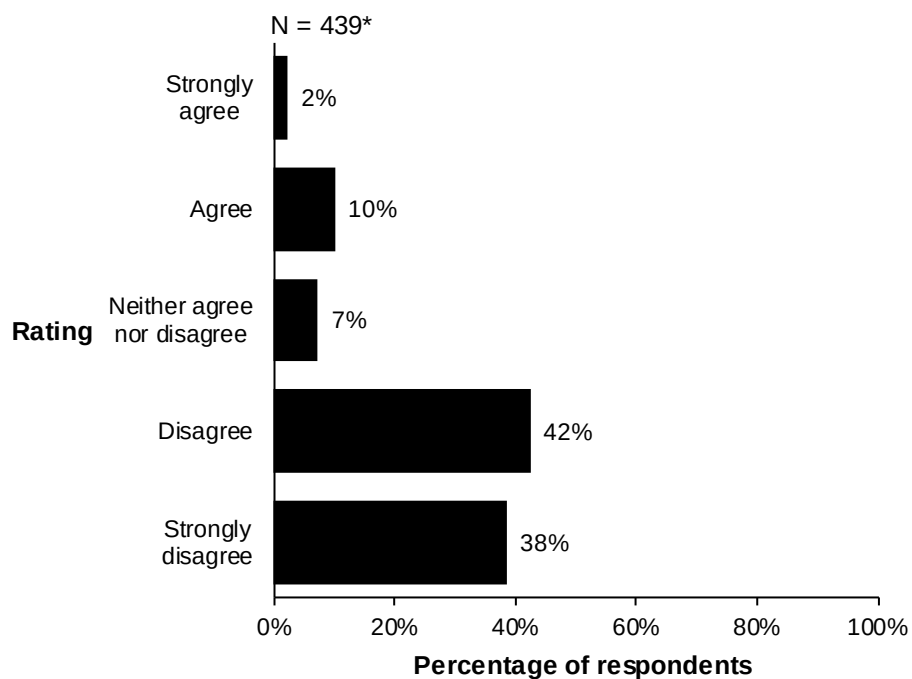
FIGURE 35. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: I LEARNED SOMETHING THAT WAS PERSONALLY MEANINGFUL FROM TALKING INFORMALLY WITH A RANGER/VOLUNTEER.

⁶ 18% of respondents reported that the statement “I learned something that was personally meaningful from talking informally with a ranger/volunteer” was not applicable.



EXHIBITS NOT MEMORABLE

- Of the respondents who provided a rating,⁷ most (80%) either disagreed or strongly disagreed that exhibits in the Castillo were not memorable.
- 12% of respondents either agreed or strongly agreed that exhibits in the Castillo were not memorable.



*total percentages do not equal 100 due to rounding

FIGURE 36. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: EXHIBITS IN THE CASTILLO WERE NOT MEMORABLE.

⁷ 1% of respondents reported that the statement “Exhibits in the Castillo were not memorable” was not applicable.

MEMORABLE INFORMAL TALK WITH RANGER/VOLUNTEER

- Of the respondents who provided a rating,⁸ three-quarters (75%) either agreed or strongly agreed that they had a memorable conversation with a ranger or volunteer.
- Only 2% of respondents either disagreed or strongly disagreed that they had a memorable conversation with a ranger or volunteer.

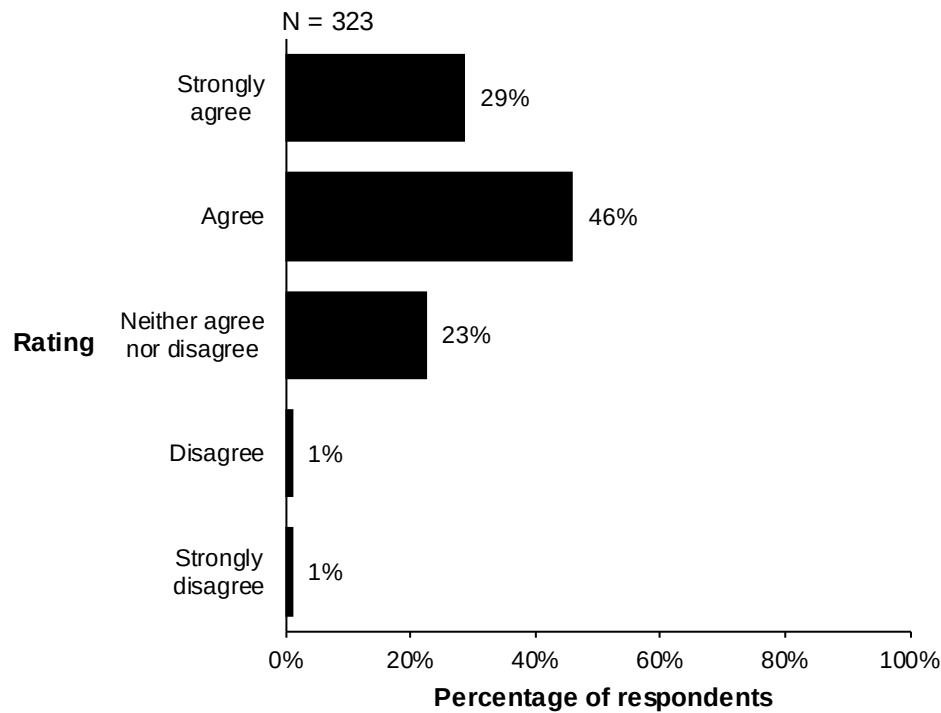


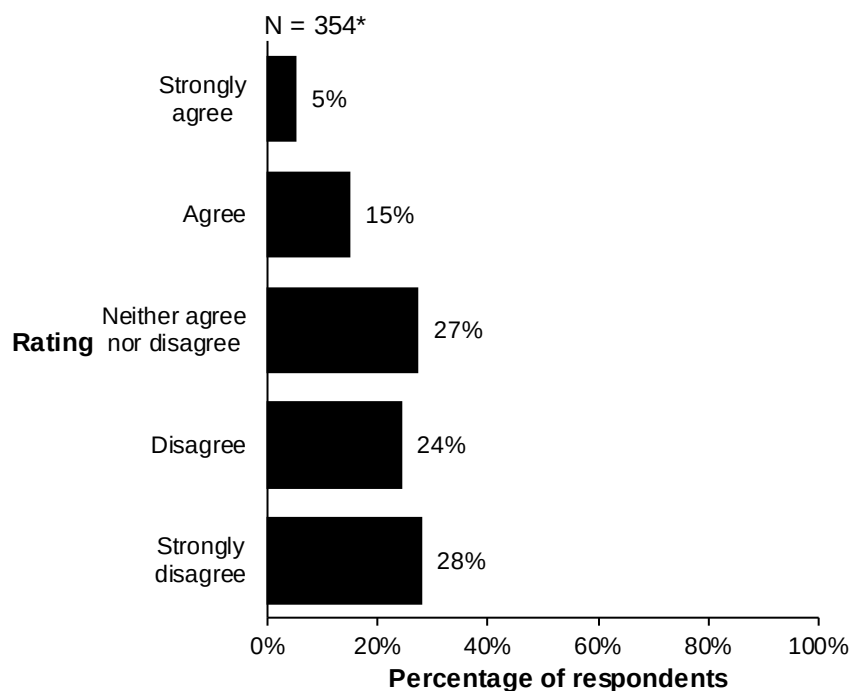
FIGURE 37. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: MY INFORMAL CONVERSATION WITH A RANGER/VOLUNTEER WAS MEMORABLE.

⁸ 27% of respondents reported that the statement “My informal conversation with a ranger/volunteer was memorable” was not applicable.



NO INTEREST IN INFORMAL TALK WITH RANGER/VOLUNTEER

- Of the respondents who provided a rating,⁹ over half (52%) either disagreed or strongly disagreed that they had no interest in talking informally with a ranger or volunteer while visiting the Castillo.
- 20% of respondents either agreed or strongly agreed that they had no interest in talking informally with a ranger or volunteer while visiting the Castillo.
- 27% of respondents reported that they neither agreed nor disagreed with the statement.



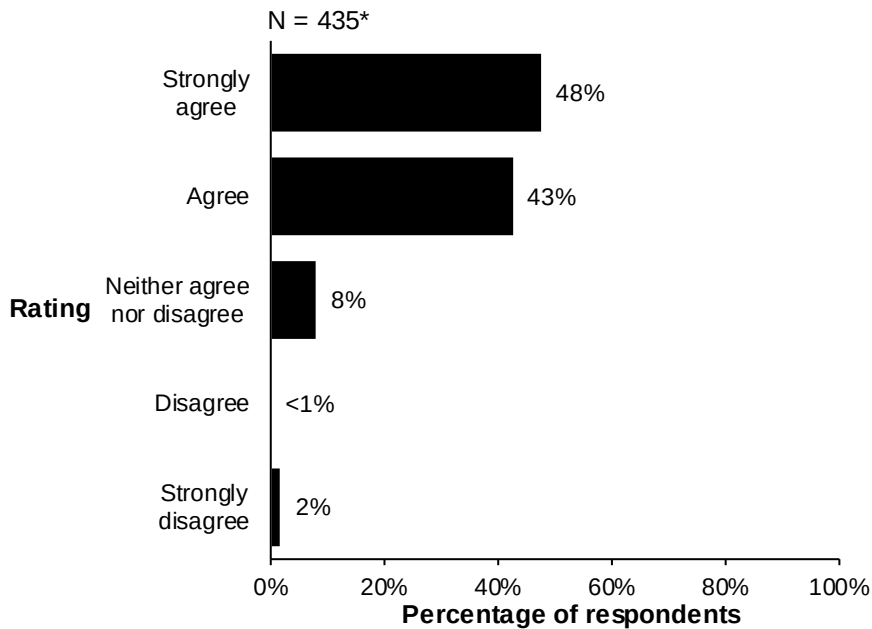
*total percentages do not equal 100 due to rounding

FIGURE 38. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: I WAS NOT INTERESTED IN TALKING INFORMALLY WITH A RANGER/VOLUNTEER WHILE VISITING THE CASTILLO.

⁹ 18% of respondents reported that the statement “I was not interested in talking informally with a ranger/volunteer while visiting the Castillo” was not applicable.

EXHIBITS HELPED RESPONDENTS VALUE CASTILLO DE SAN MARCOS NM

- Of the respondents who provided a rating,¹⁰ the clear majority (91%) either agreed or strongly agreed that the exhibits helped them value Castillo de San Marcos NM.
- Less than 3% of respondents either disagreed or strongly disagreed that the exhibits helped them value Castillo de San Marcos NM.



*total percentages do not equal 100 due to rounding

FIGURE 39. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: EXHIBITS HELPED ME VALUE CASTILLO DE SAN MARCOS NM.

¹⁰ 2% of respondents reported that the statement “Exhibits helped me value Castillo de San Marcos NM” was not applicable.



IMPORTANCE OF LEARNING ABOUT SUBJECTS

- For the following question, respondents rated the importance of learning about each subject during their visit. They could choose between “extremely important,” “very important,” “moderately important,” “slightly important,” and “not at all important.”
- Figure 40 shows the combined proportions of “extremely important” and “very important” ratings for subjects as noted by survey respondents.
- The subjects that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - American history and culture (76%)
 - Historic preservation (72%)
 - Military and wartime history (72%)
- The subjects that received the lowest combined proportions of “extremely important” and “very important” ratings were:
 - Hispanic or Latino American history and culture (47%)
 - Native American history and culture (46%)
 - African American history and culture (38%)

Figure 41 through Figure 51 show ratings for each subject.

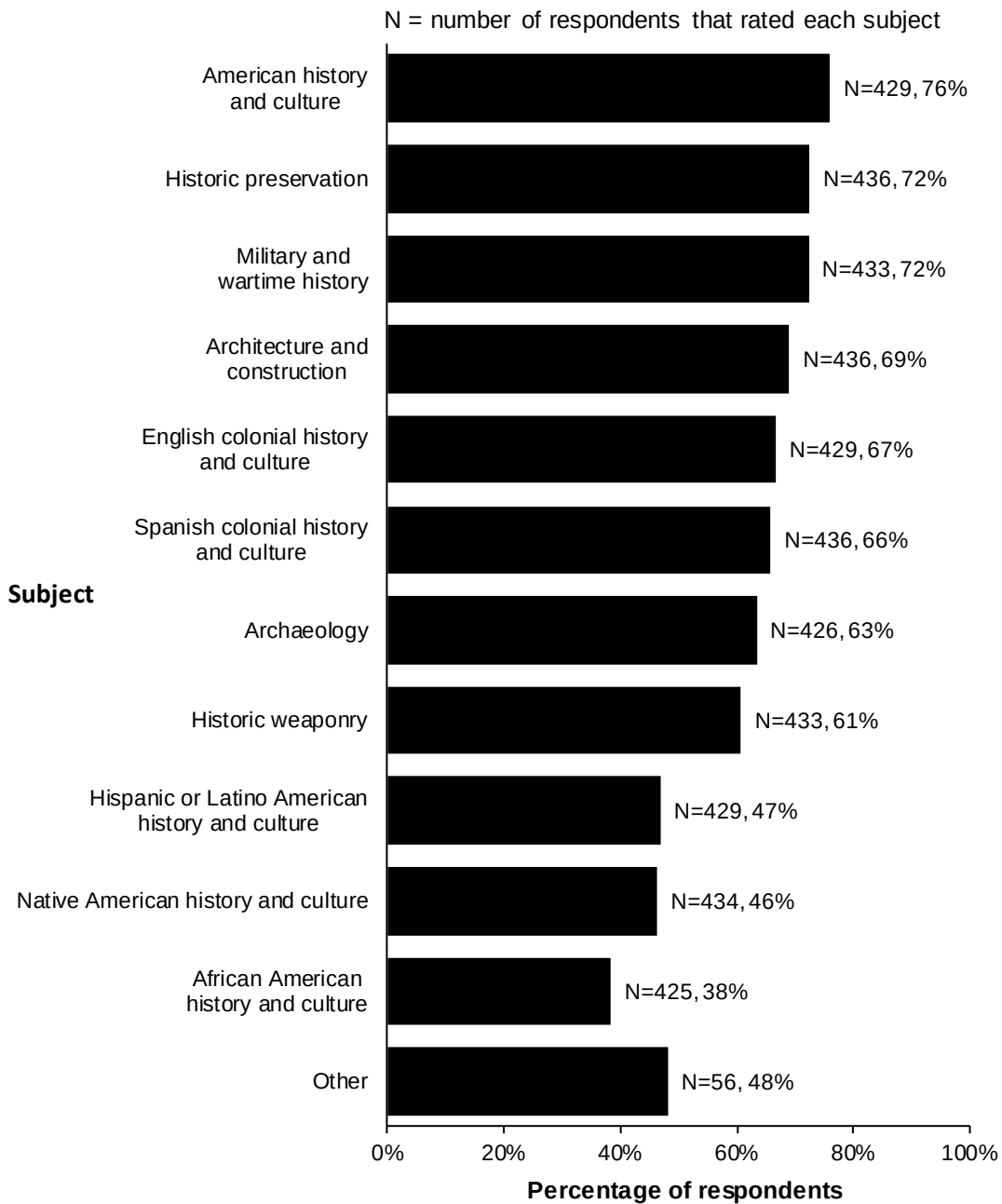


FIGURE 40. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT THE FOLLOWING SUBJECTS? COMBINED RATINGS OF “EXTREMELY IMPORTANT” AND “VERY IMPORTANT”

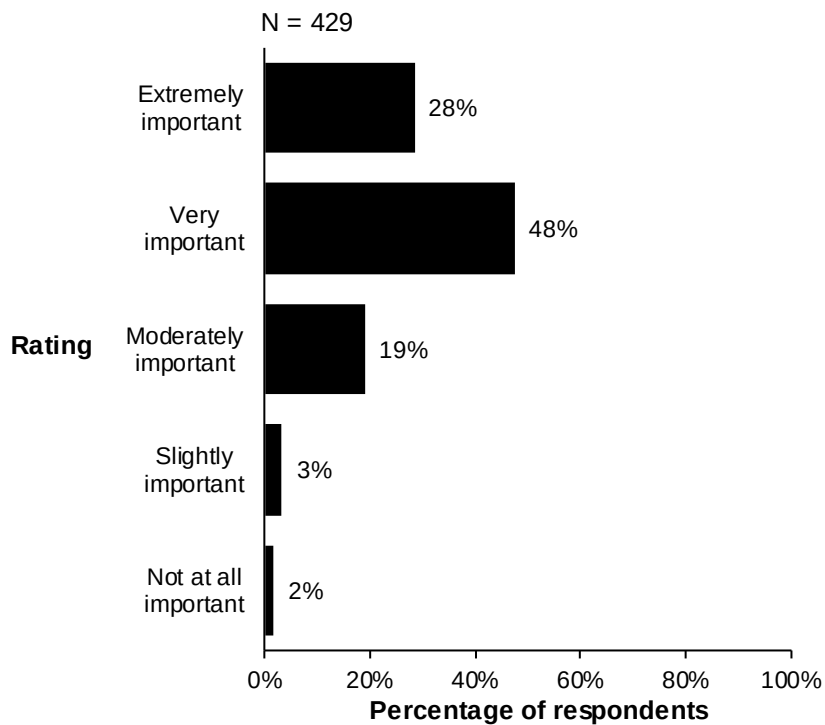


FIGURE 41. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT AMERICAN HISTORY AND CULTURE?

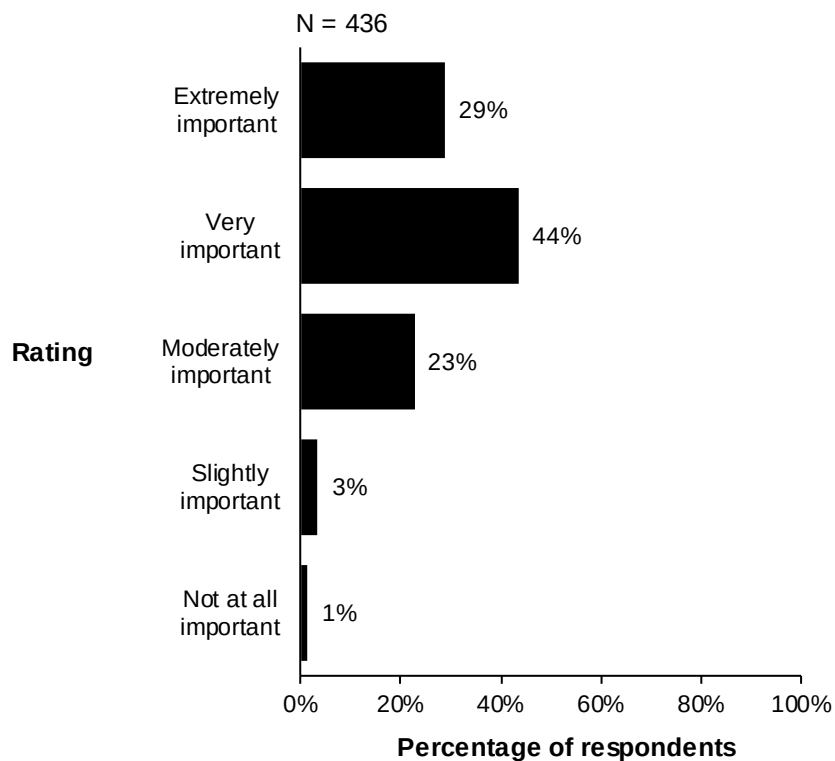
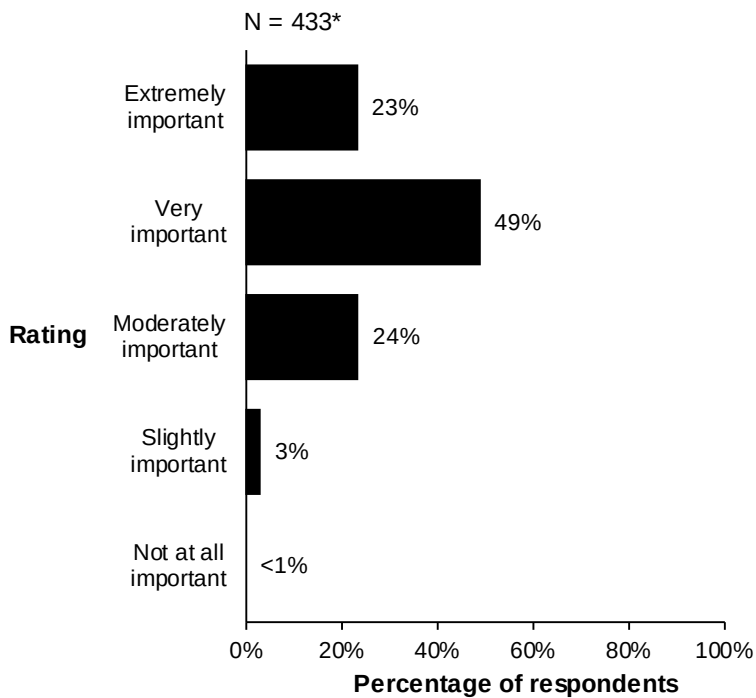


FIGURE 42. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT HISTORIC PRESERVATION?



*total percentages do not equal 100 due to rounding

FIGURE 43. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT MILITARY AND WARTIME HISTORY?

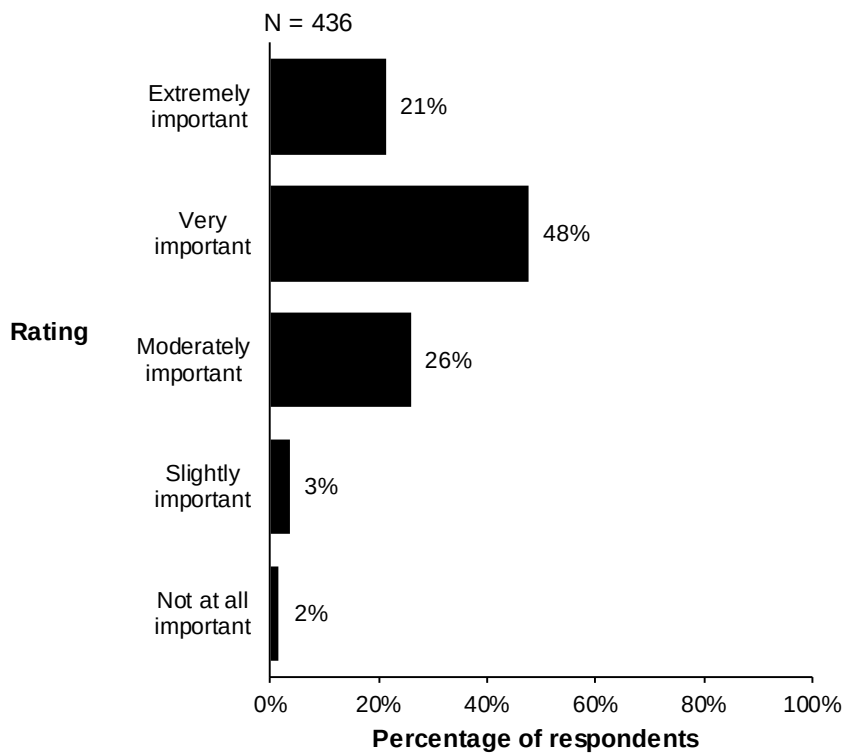
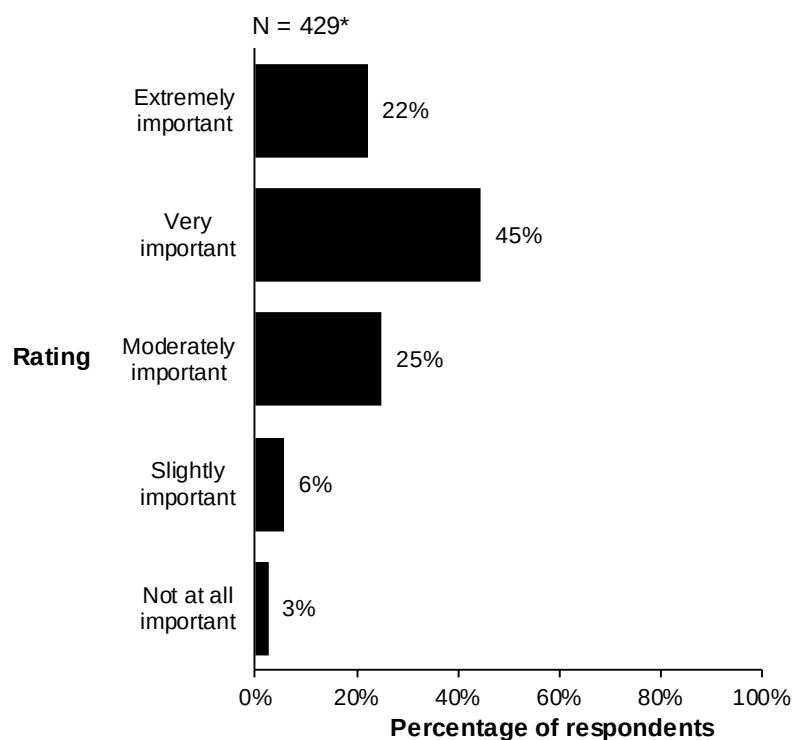


FIGURE 44. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT ARCHITECTURE AND CONSTRUCTION?



*total percentages do not equal 100 due to rounding

FIGURE 45. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT ENGLISH COLONIAL HISTORY AND CULTURE?

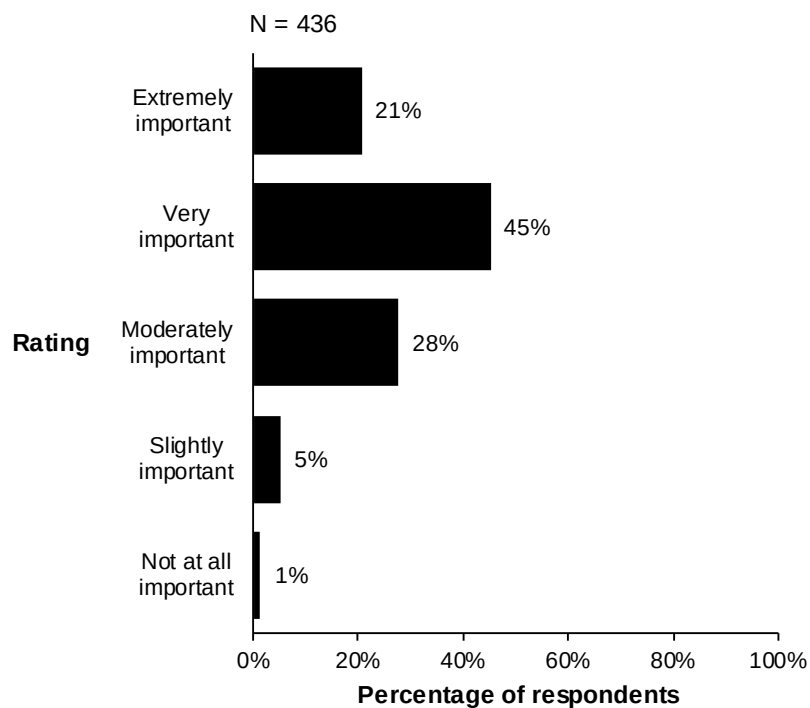


FIGURE 46. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT SPANISH COLONIAL HISTORY AND CULTURE?

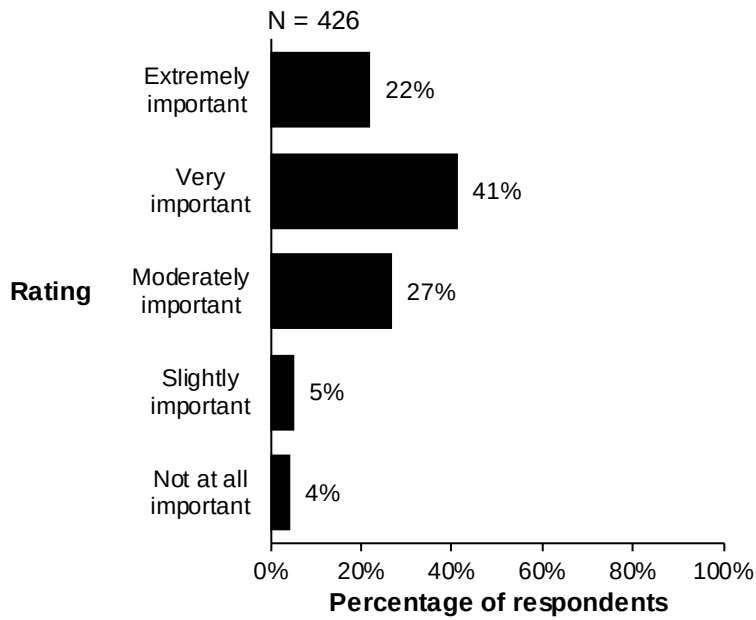


FIGURE 47. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT ARCHAEOLOGY?

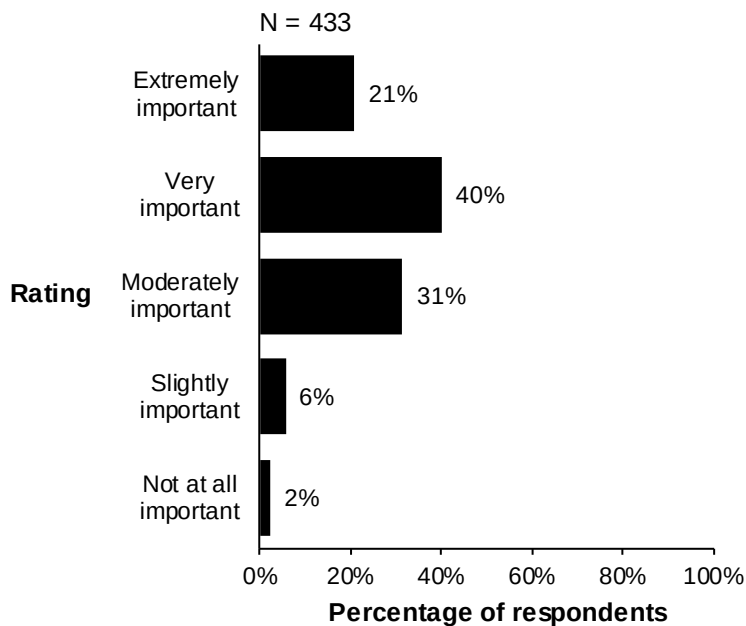


FIGURE 48. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT HISTORIC WEAPONRY?

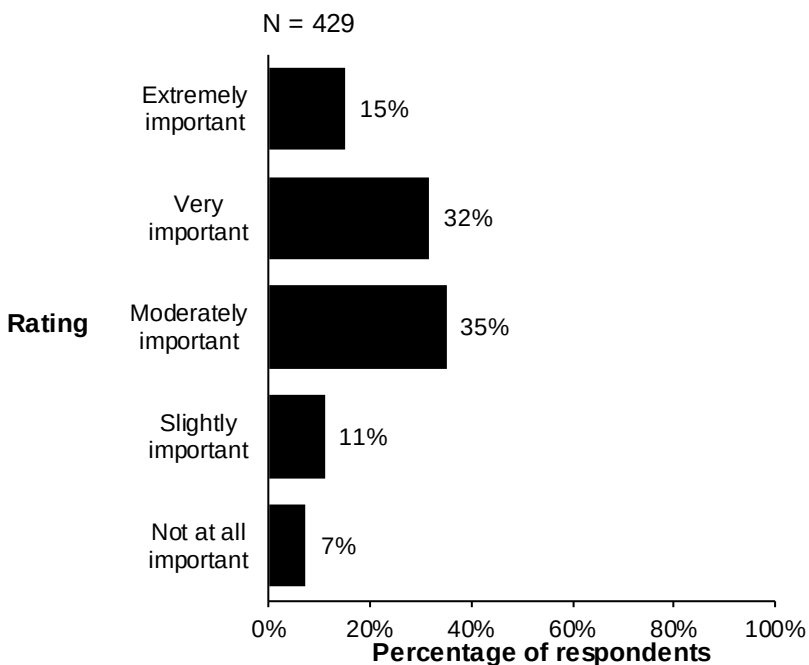


FIGURE 49. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT HISPANIC OR LATINO AMERICAN HISTORY AND CULTURE?

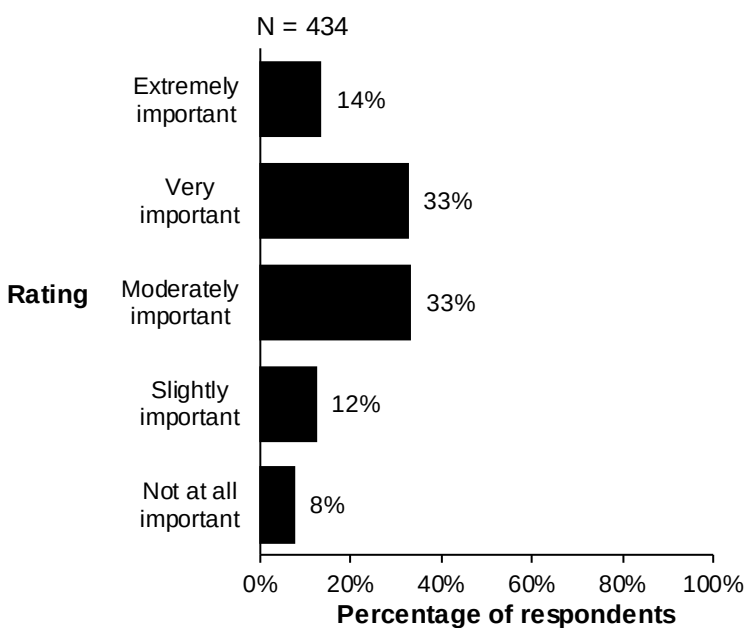


FIGURE 50. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT NATIVE AMERICAN HISTORY AND CULTURE?

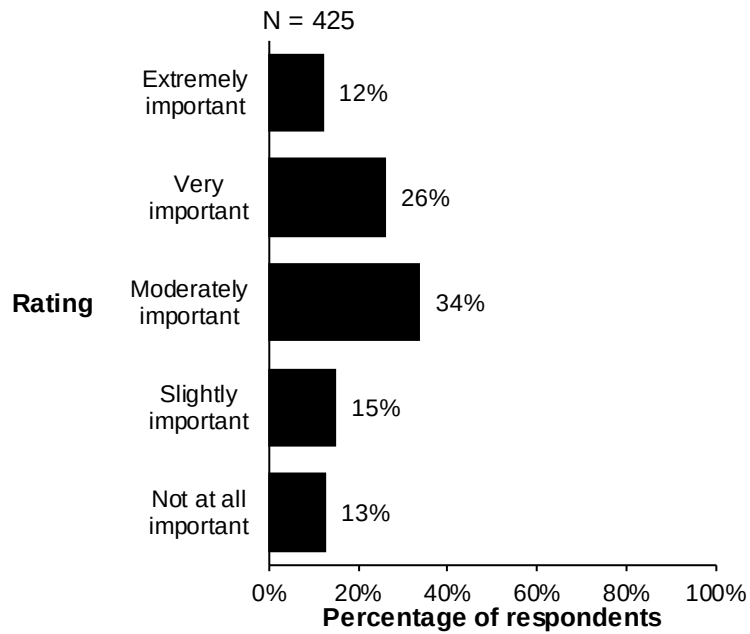
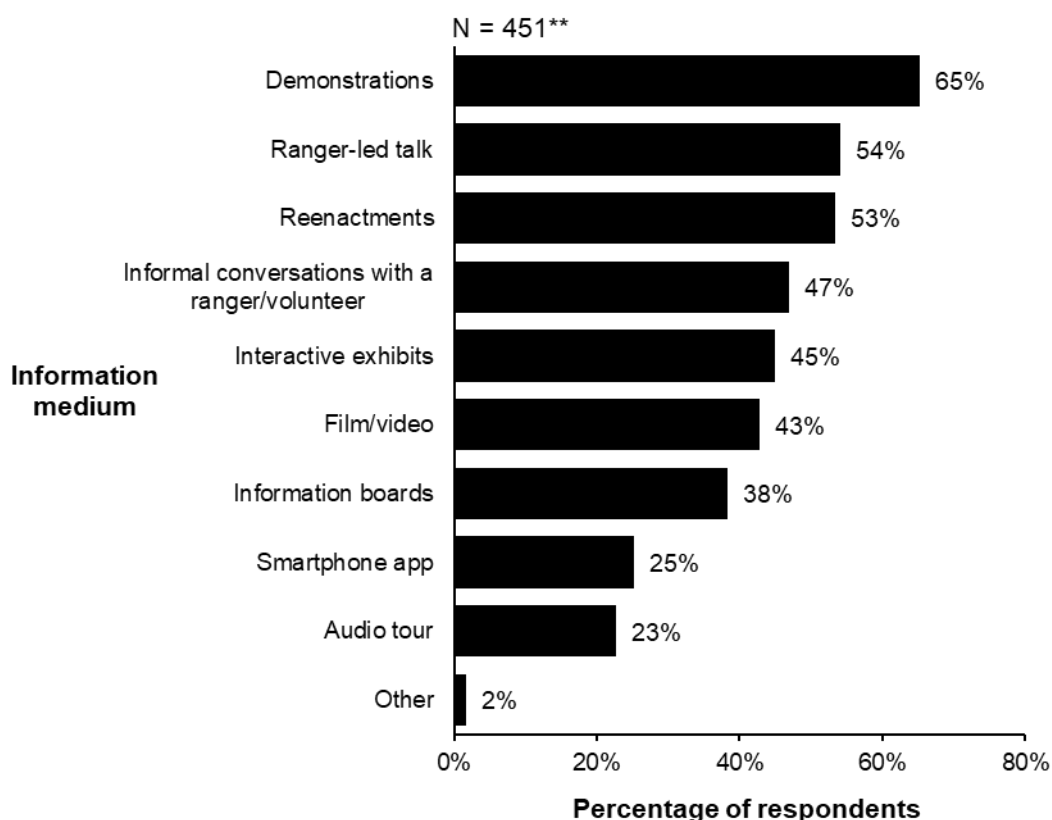


FIGURE 51. HOW IMPORTANT TO YOU WAS IT DURING YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY TO LEARN ABOUT AFRICAN AMERICAN HISTORY AND CULTURE?



INTEREST IN DIFFERENT INFORMATION/LEARNING MEDIA

- The most popular ways in which respondents would like to learn about the Castillo on a future visit were:
 - Demonstrations (65%)
 - Ranger-led talk (54%)
 - Reenactments (53%)
- The least popular ways in which respondents would like to learn about the Castillo on a future visit were:
 - Information boards (38%)
 - Smartphone app (25%)
 - Audio tour (23%)



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

FIGURE 52. CASTILLO DE SAN MARCOS NM USES SEVERAL WAYS TO PRESENT INFORMATION ABOUT THE ABOVE SUBJECTS. IN WHAT WAYS WOULD YOU BE INTERESTED IN LEARNING ABOUT THE ABOVE SUBJECTS IF YOU WERE TO VISIT AGAIN?

IMPROVE CURRENT LEARNING OPPORTUNITIES

- 25% of respondents provided one or more comments when asked for recommendations on improving current learning opportunities provided at Castillo de San Marcos NM. A total of 135 comments were provided.
- Of the 135 comments provided, 16% reported that they were satisfied with the current opportunities.
- Of the 135 comments provided, equal proportions (12%) recommended interactive exhibits and an increase in the amount/type of information provided.

TABLE 17. WHAT WOULD YOU RECOMMEND TO IMPROVE CURRENT LEARNING OPPORTUNITIES (SUBJECTS, EXHIBITS, PROGRAMS) PROVIDED AT CASTILLO DE SAN MARCOS NM?

N = 135 comments Some respondents may have made more than one comment.	
Comment	Percent of valid responses
Satisfied with current opportunities	16%
Interactive exhibits	12%
Increase amount/type of information provided	12%
More personnel	10%
Audio tours	10%
Smartphone app	8%
More demonstrations	5%
More reenactments	5%
Other comments	22%



4.3 | THE VISITOR EXPERIENCE

FEELING CROWDED IN EXHIBIT ROOM

- Respondents were asked to indicate whether they would feel crowded if they were present in an exhibit room in the Castillo with varying numbers of people, as shown in several simulated photos (see Appendix 3). Each respondent was asked to view and evaluate six different photos, which were assigned based on an experimental design and presented to respondents in random order.
- 37% or fewer respondents thought they would feel crowded with 18 or fewer other people in the exhibit room in the Castillo.
- Comparatively, many (70% or more) respondents thought they would feel crowded with 20 or more other people in the exhibit room in the Castillo.

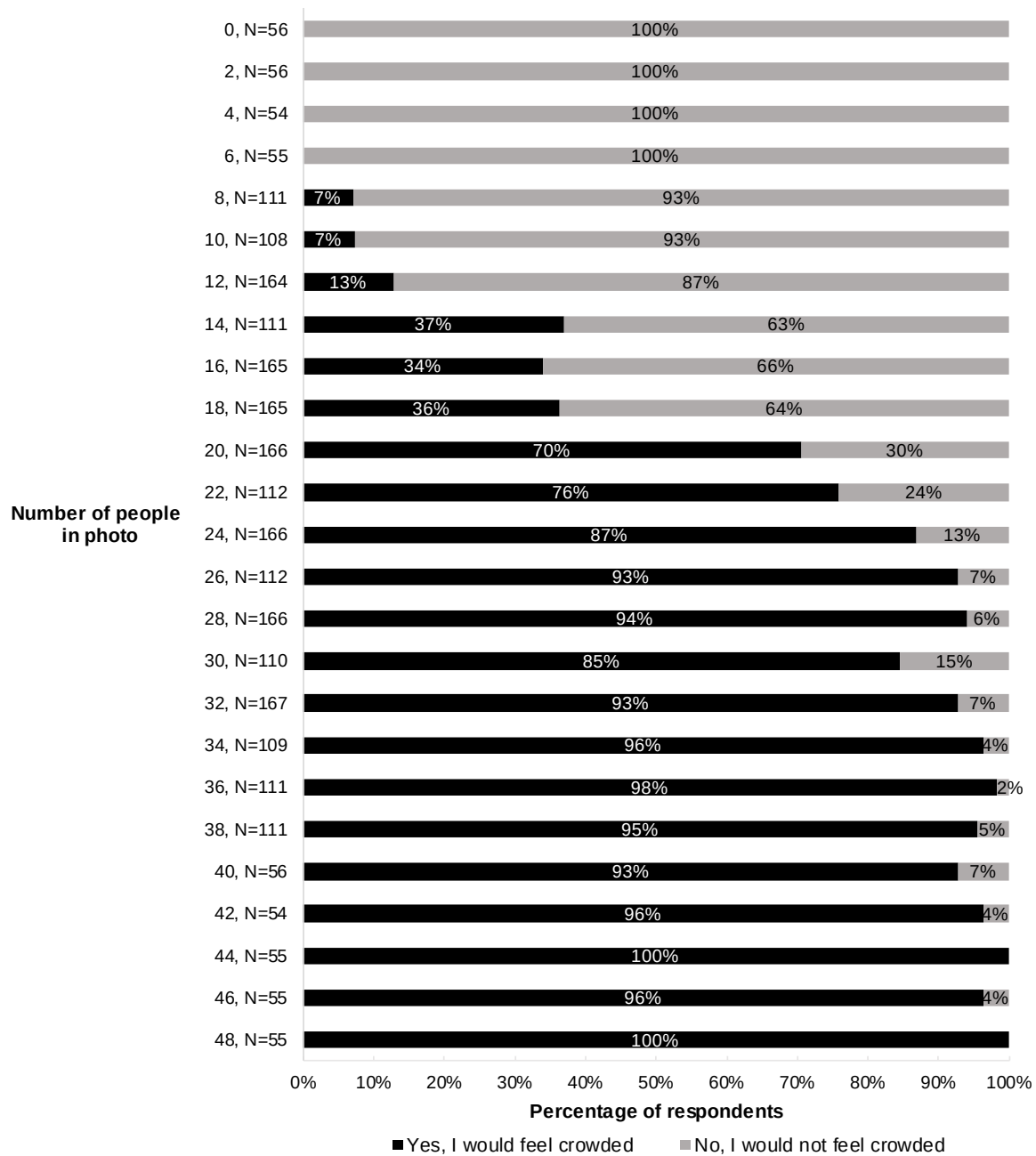


FIGURE 53. FOR EACH PHOTOGRAPH, PLEASE TELL US IF YOU WOULD FEEL CROWDED IF YOU WERE IN THE EXHIBIT ROOM WITH THE NUMBER OF PEOPLE DEPICTED IN THE PHOTOGRAPH.



EXPECTATIONS FOR INFORMATION AVAILABLE

- Of the respondents that provided a rating,¹¹ 43% experienced about the same amount of information available to guide their visit as expected.
- 38% of respondents experienced more information availability than expected.

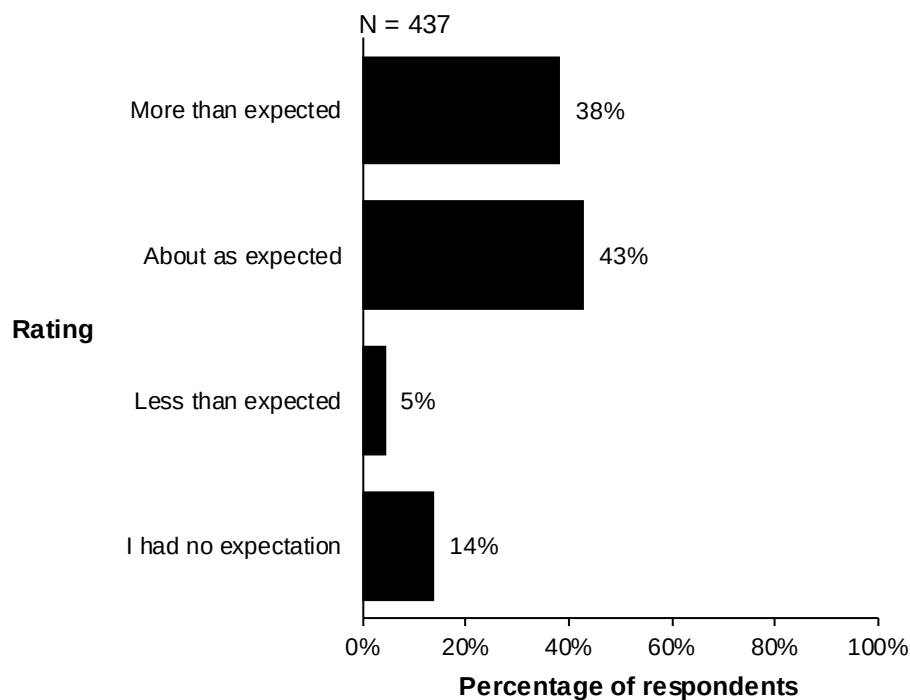


FIGURE 54. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF INFORMATION AVAILABLE TO GUIDE YOUR VISIT COMPARED WITH YOUR EXPECTATIONS.

¹¹ 1% of respondents reported that the statement “Amount of information available to guide my visit” was not applicable.

EXPECTATIONS FOR LEARNING OPPORTUNITIES

- Of the respondents that provided a rating,¹² 44% reported that there were more opportunities to learn during their visit than they expected.
- 39% of respondents reported that there were about as many opportunities to learn during their visit as they expected.

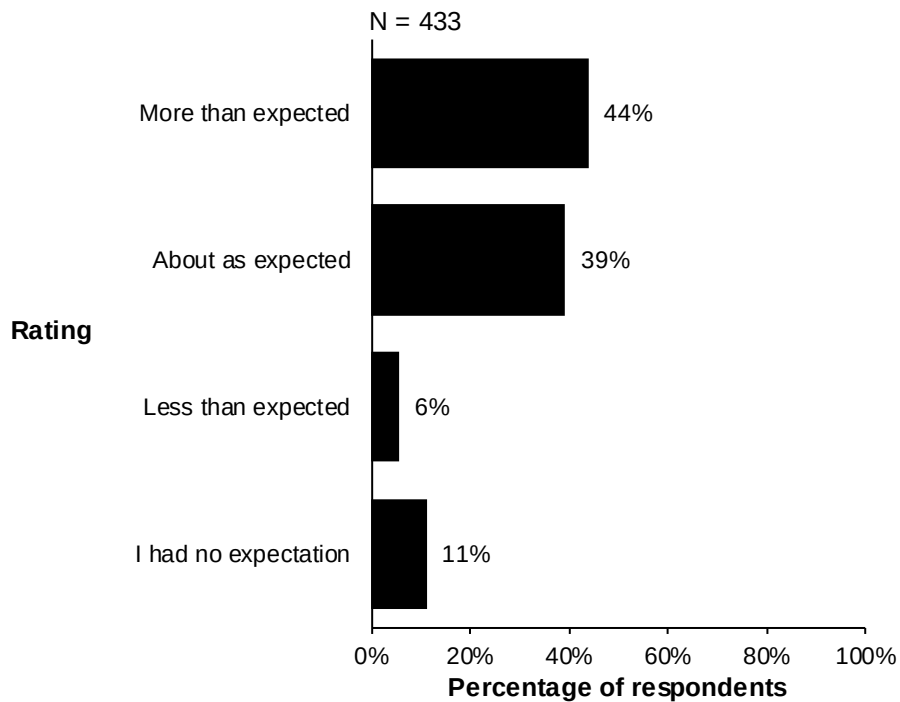


FIGURE 55. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE NUMBER OF OPPORTUNITIES TO LEARN (E.G., PROGRAMS, EXHIBITS, FILMS) DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.

¹² 1% of respondents reported that the statement “Number of opportunities to learn (e.g., programs, exhibits, films)” was not applicable.



EXPECTATIONS FOR TICKET WAIT TIME

- Of the respondents that provided a rating,¹³ 60% reported that the amount of time they spent waiting to get an entrance ticket was less than they expected.
- One-fifth (20%) of respondents reported that they spent about the same amount of time waiting to get a ticket as expected.

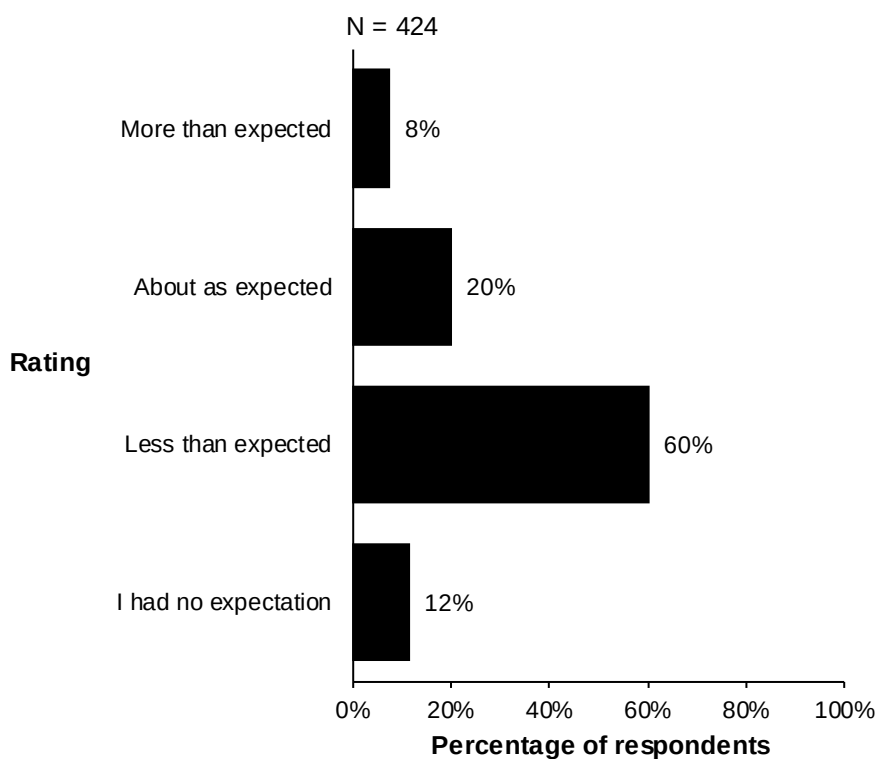


FIGURE 56. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF TIME SPENT WAITING TO GET AN ENTRANCE TICKET COMPARED WITH YOUR EXPECTATIONS.

¹³ 3% of respondents reported that the statement “Amount of time spent waiting to get an entrance ticket” was not applicable.

EXPECTATIONS FOR CROWDING AT DEMONSTRATIONS

- Of the respondents who provided a rating,¹⁴ 44% of respondents reported that the amount of crowding they experienced at cannon or weapons demonstrations was about as they expected.
- 28% of respondents reported that the amount of crowding they experienced at these demonstrations was less than they expected.

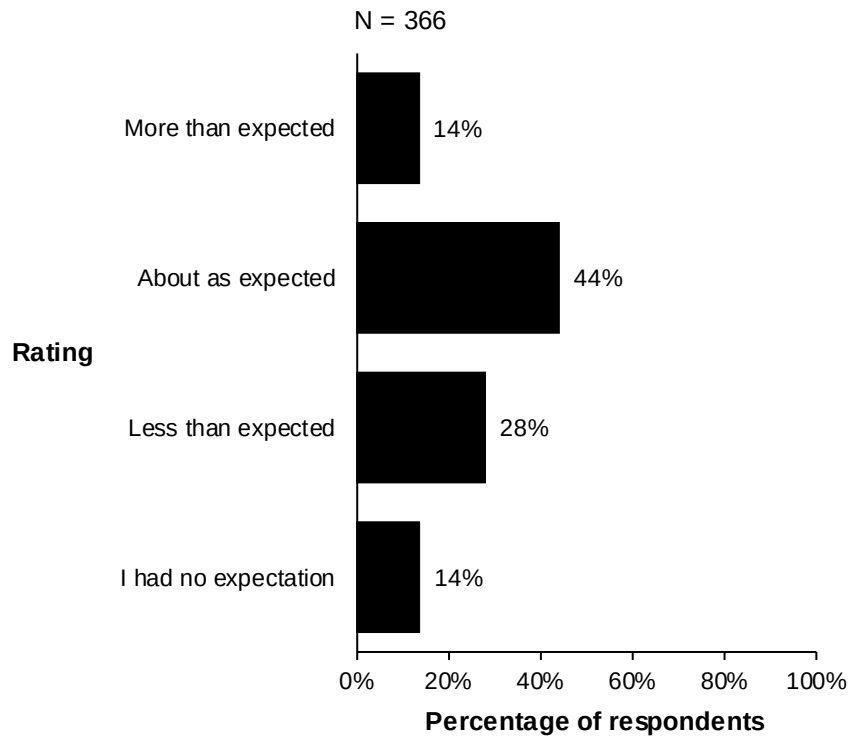


FIGURE 57. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF CROWDING AT CANNON OR WEAPONS DEMONSTRATIONS DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.

¹⁴ 15% of respondents reported that the statement “Amount of crowding at cannon or weapons demonstrations” was not applicable.



EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO

- Of the respondents that provided a rating,¹⁵ over half (52%) reported that the number of people inside the Castillo was about as they expected.
- Similar proportions of respondents reported that the number of people inside the Castillo was more than they expected (19%) and less than they expected (18%).

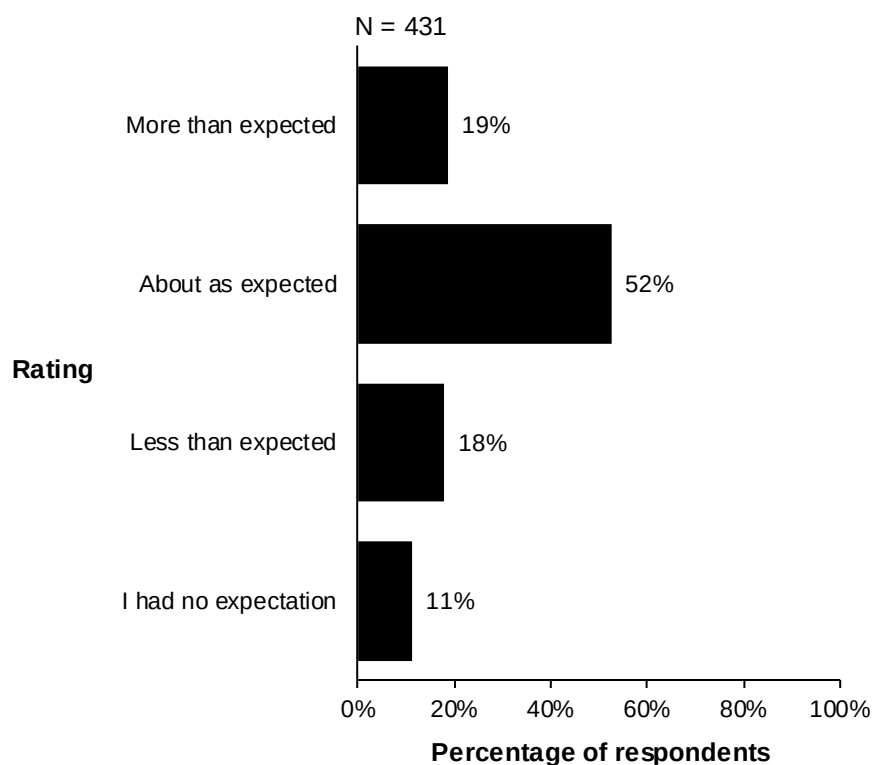
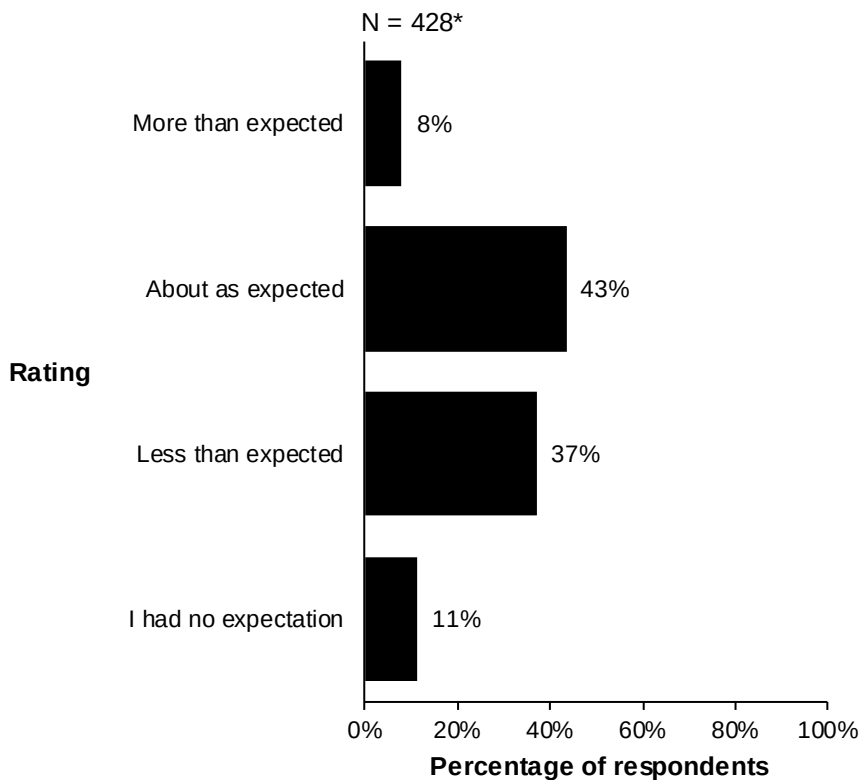


FIGURE 58. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE NUMBER OF PEOPLE INSIDE THE CASTILLO DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.

¹⁵ 1% of respondents reported that the statement “Number of people inside the Castillo” was not applicable.

EXPECTATIONS FOR TIME SPENT WAITING TO VIEW EXHIBITS

- Of the respondents that provided a rating,¹⁶ 43% reported that the amount of time they spent waiting to view exhibits due to other visitors was about as they expected.
- 37% of respondents reported that the amount of time they spent waiting to view exhibits due to other visitors was less than they expected.



*total percentages do not equal 100 due to rounding

FIGURE 59. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF TIME SPENT WAITING TO VIEW EXHIBITS DUE TO OTHER VISITORS COMPARED WITH YOUR EXPECTATIONS.

¹⁶ 2% of respondents reported that the statement “Amount of time spent waiting to view exhibits due to other visitors” was not applicable.



EXPECTATIONS FOR STAFF AVAILABILITY

- Of the respondents that provided a rating,¹⁷ nearly half (48%) reported that the number of rangers or volunteers available to answer their questions was about as they expected.
- 31% of respondents reported that the number of staff members available to answer their questions was more than they expected.

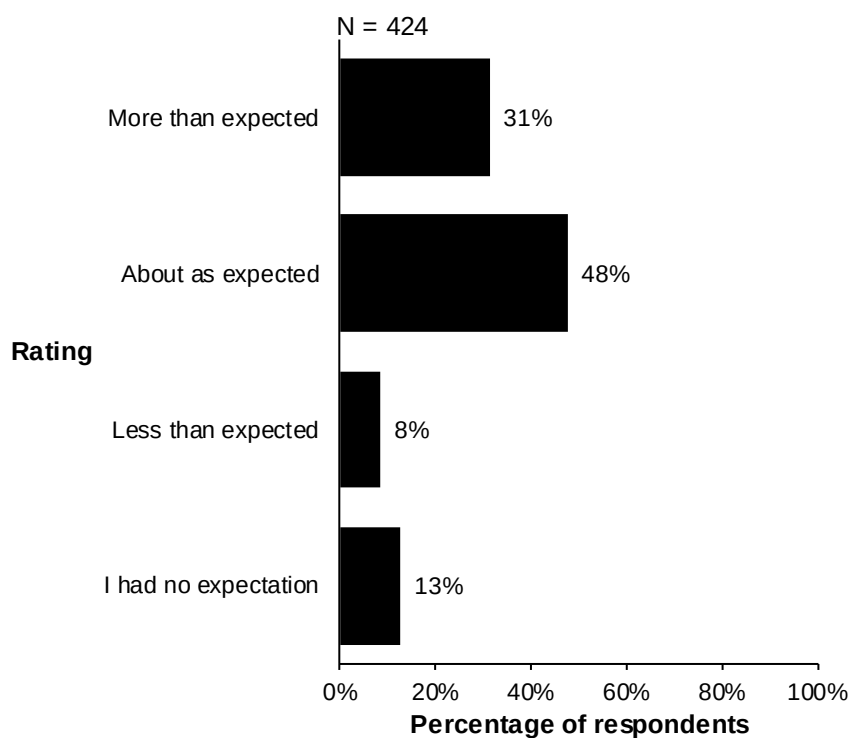


FIGURE 60. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE NUMBER OF RANGERS OR VOLUNTEERS AVAILABLE TO ANSWER YOUR QUESTIONS DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.

¹⁷ 3% of respondents reported that the statement “The number of rangers or volunteers available to answer your questions” was not applicable.

EXPECTATIONS FOR AMOUNT OF VISITOR NOISE

- Of the respondents that provided a rating,¹⁸ nearly half (47%) of respondents reported that their experience with the amount of noise from other visitors was about as they expected.
- 29% of respondents reported that their experience with the amount of noise from other visitors was less than they expected.

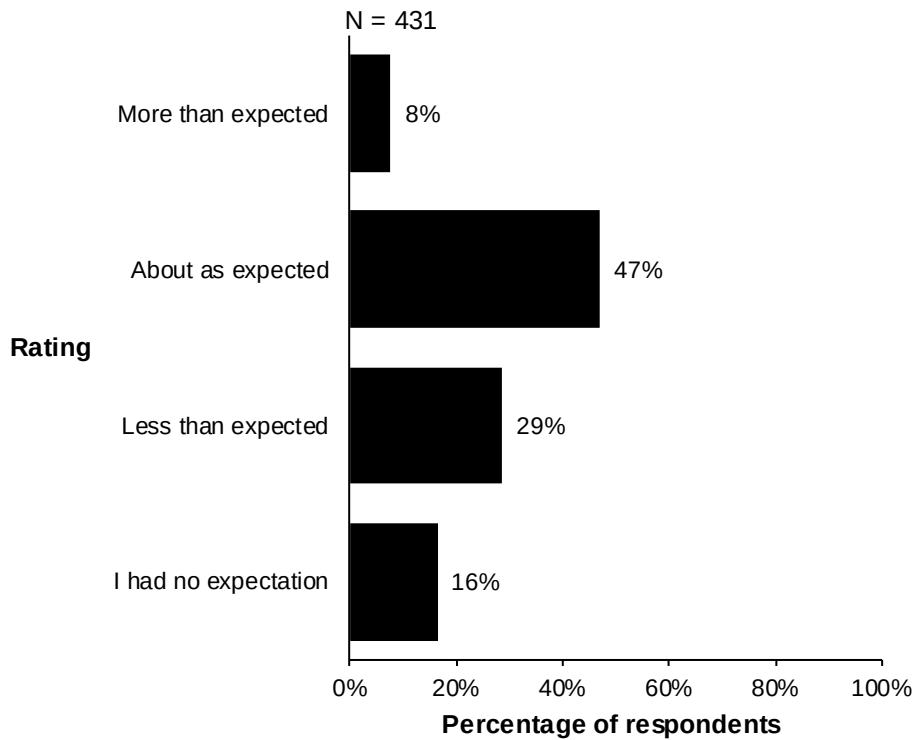


FIGURE 61. PLEASE INDICATE HOW YOUR EXPERIENCE WITH THE AMOUNT OF NOISE FROM OTHER VISITORS DURING THIS VISIT COMPARED WITH YOUR EXPECTATIONS.

¹⁸ Less than 1% of respondents reported that the statement “The amount of noise from other visitors” was not applicable.



ATTITUDES TOWARD MANAGEMENT

- For the following question, respondents indicated the extent to which they would support or oppose each proposed management action. They could choose between “strongly oppose,” “slightly oppose,” “neither support nor oppose,” “slightly support,” and “strongly support.”
- Figure 62 shows the combined proportions of “strongly support” and “slightly support” ratings for management actions at Castillo de San Marcos NM as noted by survey respondents.
- The management actions that received the highest combined proportions of “strongly support” and “slightly support” ratings were:
 - Designate a maximum group size for organized groups to reduce crowding (53%)
 - Encourage visitors to visit the Castillo during less crowded times (46%)
 - Limit the number of organized groups allowed in the Castillo at any one time to reduce crowding (44%)
- The management actions that received the lowest combined proportions of “strongly support” and “slightly support” ratings were:
 - Limit the number of people allowed in the Castillo at any one time to reduce crowding (39%)
 - Require organized groups to visit areas inside the Castillo only during specially designated dates and times (35%)
 - Require all visitors to obtain a timed entrance ticket to reduce crowding in the Castillo (15%)

Figure 63 through Figure 69 show ratings for each management action.

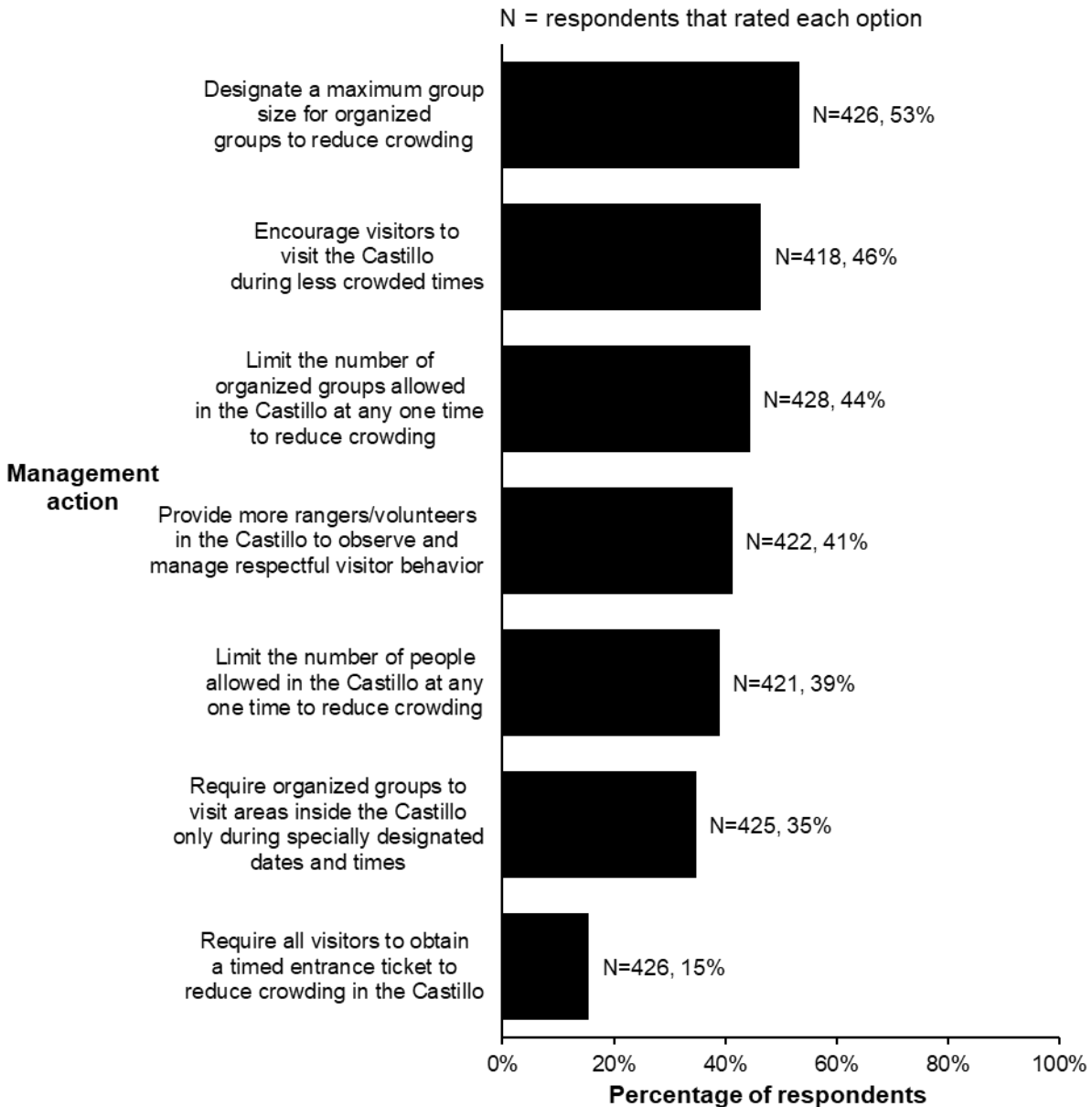
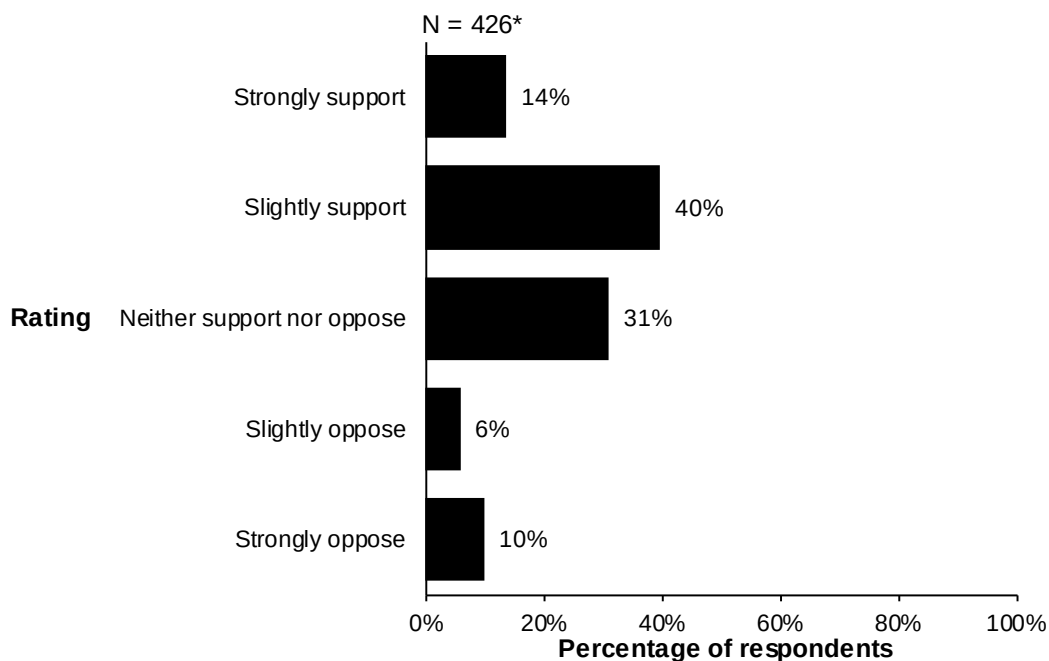
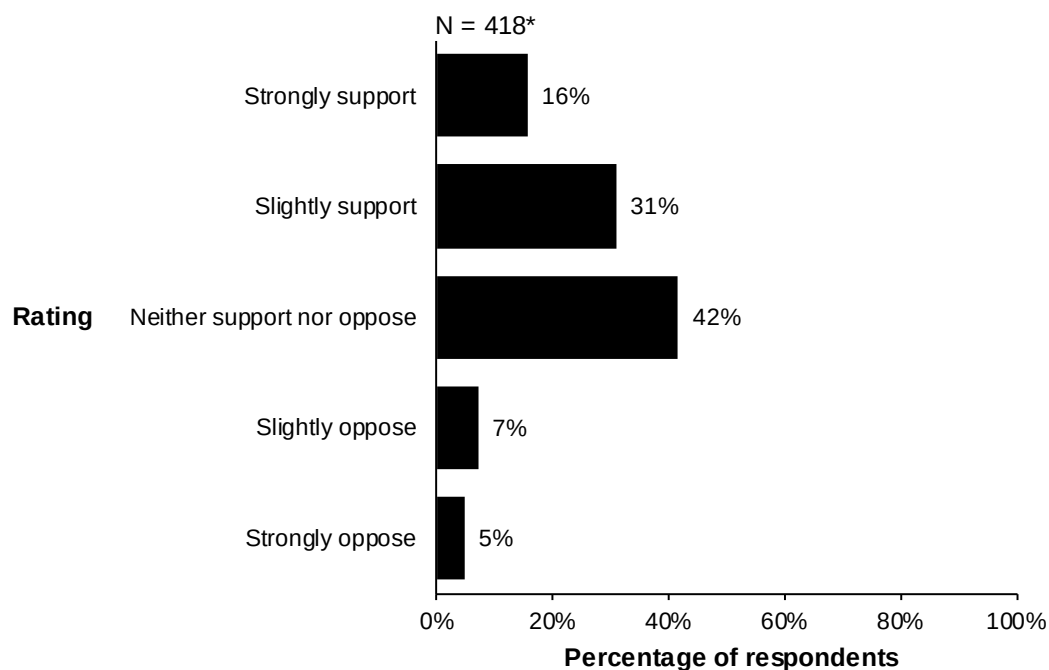


FIGURE 62. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE EACH OF THE FOLLOWING MANAGEMENT ACTIONS AT CASTILLO DE SAN MARCOS NM. COMBINED PROPORTIONS OF "STRONGLY SUPPORT" AND "SLIGHTLY SUPPORT"



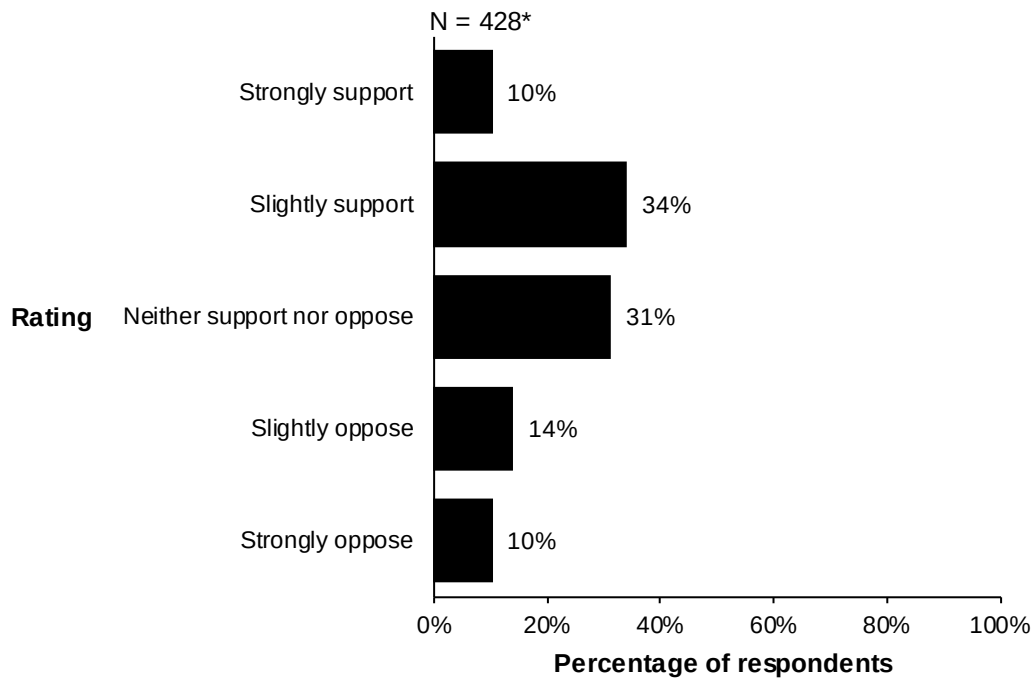
*total percentages do not equal 100 due to rounding

FIGURE 63. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO DESIGNATE A MAXIMUM GROUP SIZE FOR ORGANIZED GROUPS TO REDUCE CROWDING.



*total percentages do not equal 100 due to rounding

FIGURE 64. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO ENCOURAGE VISITORS TO VISIT THE CASTILLO DURING LESS CROWDED TIMES.



*total percentages do not equal 100 due to rounding

FIGURE 65. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO LIMIT THE NUMBER OF ORGANIZED GROUPS ALLOWED IN THE CASTILLO AT ANY ONE TIME TO REDUCE CROWDING.

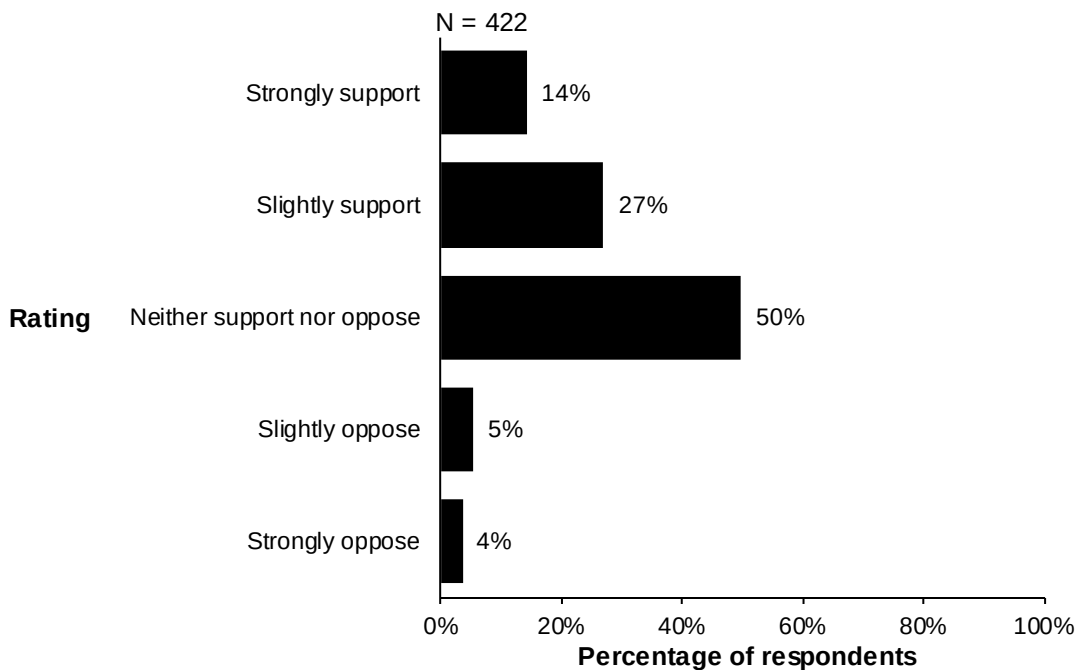


FIGURE 66. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO PROVIDE MORE RANGERS/VOLUNTEERS IN THE CASTILLO TO OBSERVE AND MANAGE RESPECTFUL VISITOR BEHAVIOR.

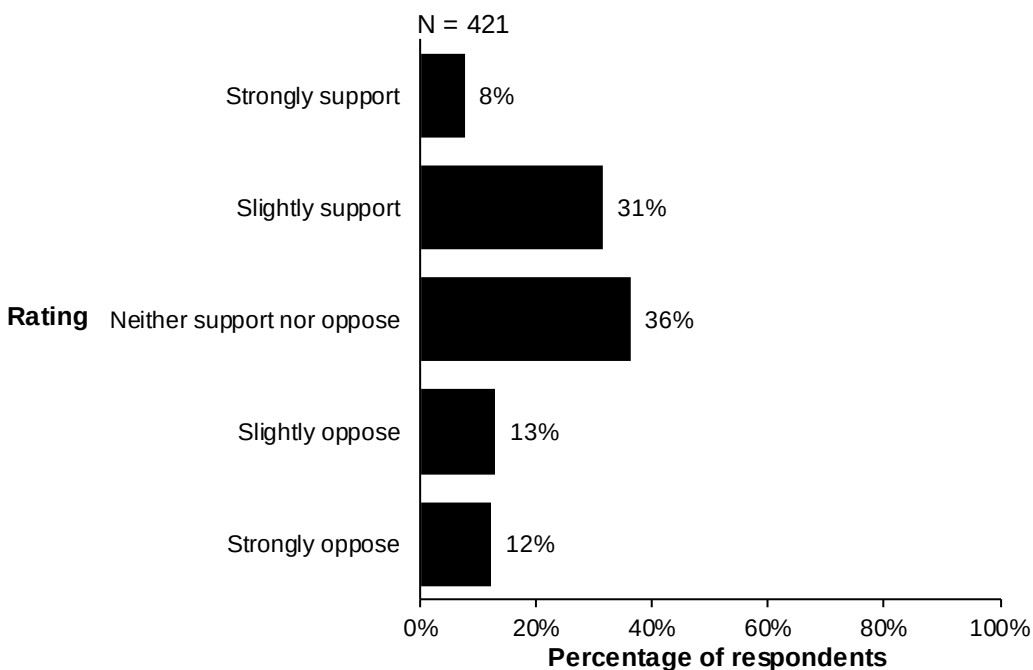


FIGURE 67. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO LIMIT THE NUMBER OF PEOPLE ALLOWED IN THE CASTILLO AT ANY ONE TIME TO REDUCE CROWDING.

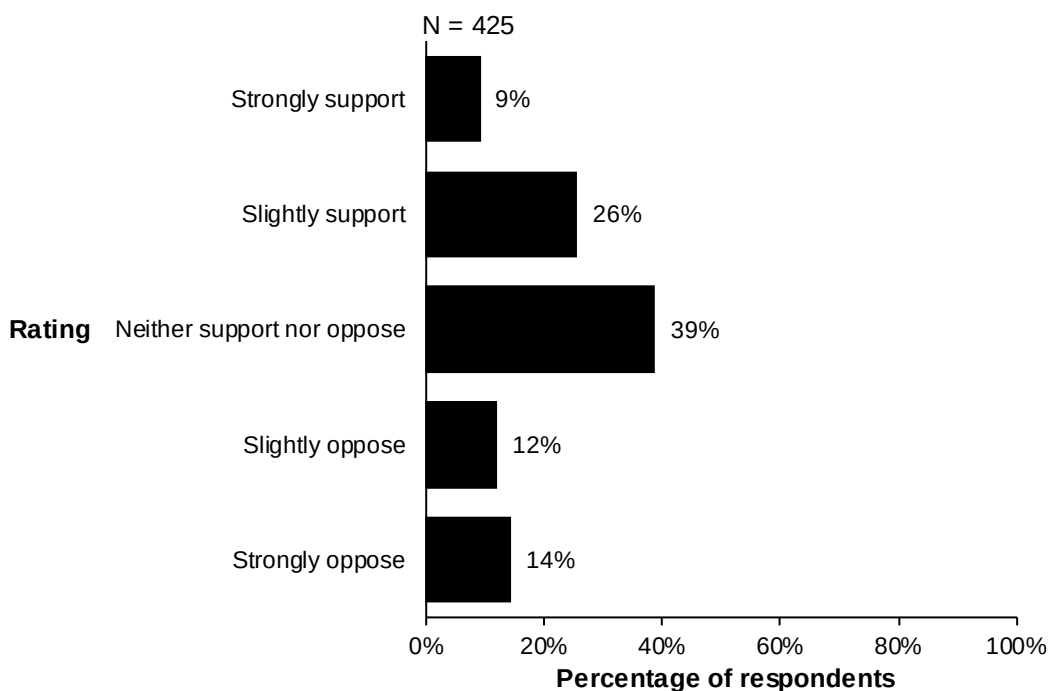
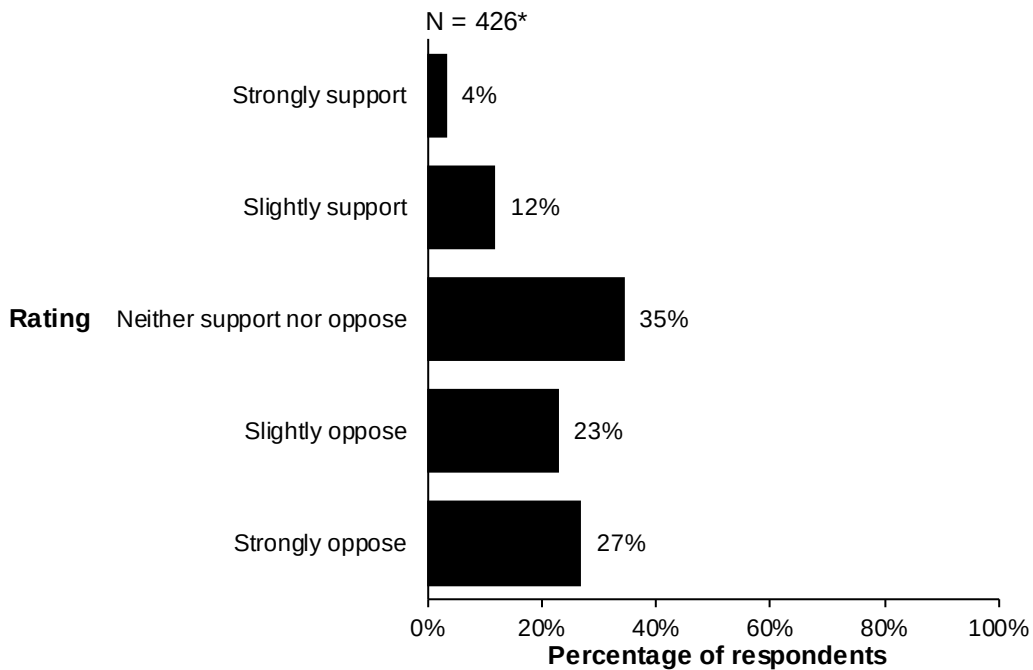


FIGURE 68. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO REQUIRE ORGANIZED GROUPS TO VISIT AREAS INSIDE THE CASTILLO ONLY DURING SPECIALLY DESIGNATED DATES AND TIMES.



*total percentages do not equal 100 due to rounding

FIGURE 69. PLEASE INDICATE THE EXTENT TO WHICH YOU WOULD SUPPORT OR OPPOSE MANAGEMENT ACTION TO REQUIRE ALL VISITORS TO OBTAIN A TIMED ENTRANCE TICKET TO REDUCE CROWDING IN THE CASTILLO.



ASPECTS LIKED MOST ABOUT VISIT

- 78% of respondents provided one or more comments when asked what they liked most about their visit to Castillo de San Marcos NM. 470 total comments were provided.
- In the 470 comments provided, the most frequently mentioned aspects respondents liked most about their visit were:
 - Learning about history (24%)
 - Cannon demonstration (14%)
 - Exhibits/rooms (12%)

TABLE 18. WHAT DID YOU ENJOY MOST ABOUT YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY?

*total percentages do not equal 100 due to rounding

N = 470 comments Some respondents may have made more than one comment.	
Aspect	Percent of valid responses*
Learning about history	24%
Cannon demonstration	14%
Exhibits/rooms	12%
Fort architecture, construction, and preservation	11%
Views and general sightseeing	10%
Weaponry	6%
Ranger talks and reenactments	5%
Being outside/weather	4%
Enjoyed all aspects of visit	4%
Personnel	4%
Self-guided tour	1%
Other comments	6%

ASPECTS LIKED LEAST ABOUT VISIT

- 26% of respondents provided one or more comments when asked what they liked least about their visit to Castillo de San Marcos NM. 127 total comments were provided.
- In the 127 comments provided, the most frequently mentioned aspects respondents liked least about their visit were:
 - Crowded/too many groups (27%)
 - Disruptive visitors/unruly children (15%)
 - Weather/environmental factors (12%)

TABLE 19. WHAT DID YOU ENJOY LEAST ABOUT YOUR VISIT TO CASTILLO DE SAN MARCOS NM TODAY?

N = 127 comments Some respondents may have made more than one comment.	
Aspect	Percent of valid responses
Crowded/too many groups	27%
Disruptive visitors/unruly children	15%
Weather/environmental factors	12%
Critique of exhibits	7%
Not enough information	7%
Not enough time	4%
Restricted access	4%
Critique of facilities	3%
Not enough demos/activities	3%
Parking	2%
Other comments	16%



4.4 | ADDITIONAL COMMENTS

- Table 20 shows the percent of valid responses for categories of additional comments provided by respondents. Verbatim respondent comments can be found in the *Visitor Comments Appendix*, a separate volume from this report.
- Additional comments were generally positive:
 - Enjoyed visit (46%)
 - Pleased with interpretive/educational component (12%)
 - Grateful to NPS (8%)
 - Keep up the good work (7%)

TABLE 20. IS THERE ANYTHING ELSE YOU WOULD LIKE TO TELL US ABOUT YOUR VISIT TO CASTILLO DE SAN MARCOS NM?

N = 111 comments Some respondents may have made more than one comment.	
Comment	Percent of valid responses
PERSONNEL	
Rangers/volunteers are great	6%
POLICIES/MANAGEMENT	
Well preserved/well run	4%
Keep site open	3%
Parking issue	2%
FACILITIES/MAINTENANCE	
Enjoyed facilities	2%
INTERPRETIVE SERVICES	
Pleased with interpretive/educational component	12%
Expand interpretive opportunities	5%
GENERAL	
Enjoyed visit	46%
Grateful to NPS	8%
Keep up the good work	7%
Other comments	5%

5.0 LITERATURE CITED

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6.0 APPENDIX 1: THE QUESTIONNAIRE



National Park Service
U.S. Department of the Interior

OMB Control Number: 1024-0224
Expiration Date: 5/31/2019

Castillo de San Marcos National Monument Visitor Study



2017

ID: _____

Date: _____

Time: _____ AM/PM

Binder # _____

Location: Entrance

Weather: Sunny / Partly / Overcast / Raining

Special Event: No/Yes (Specify) _____

Paperwork Reduction and Privacy Act Statements: The National Park Service is authorized by the NPS Research Mandate (54 USC 100702) to collect this information. This information will be used by park managers to evaluate visitor experiences related to the services and facilities managed at Castillo de San Marcos National Monument. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number and expiration date.

Burden Estimate: We estimate that it will take an average of 12 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).



1. Group and Trip Characteristics

1. Including yourself, how many people are in your personal group during your visit to Castillo de San Marcos National Monument (NM) today?

_____ Number of adults (18 years or older)
_____ Number of children (under 18 years)
2. Which of the following best describes your personal group? Please mark **one**.
☐ Alone
☐ Family
☐ Friends
☐ Family and friends
☐ Organized group → Please mark **one**.
☐ Church group
☐ Youth camp
☐ School group
☐ Scouts (i.e., Boy Scouts, Girl Scouts, Cub Scouts, etc.)
☐ Other (Please specify): _____
☐ Other (Please specify): _____
3. Before today, have you ever visited Castillo de San Marcos NM? Please mark **one**.
☐ Yes → _____ Number of previous visits
☐ No
4. How much total time did you spend in the Castillo today? Please mark **one**.
☐ Less than 1 hour
☐ About 1 hour
☐ Between 1 and 2 hours
☐ About 2 hours
☐ More than 2 hours
5. Did you purchase an entrance ticket to the Castillo today? Please mark **one**.
☐ Yes
☐ No, I purchased an entrance ticket on another day
☐ No, I used a pass → **Go to Question 7 on the next page.**
☐ No, I did not know an entrance ticket was required → **Go to Question 7 on the next page.**
6. Do you plan to use your entrance ticket to visit the Castillo again before the ticket expires? Please mark **one**.
☐ Yes
☐ No
☐ Don't know/Not sure

7. Are you aware of Fort Matanzas National Monument (NM)? Please mark **one**.
- ☐ Yes
- ☐ No → **Go to Question 10**
8. Did you and your personal group visit Fort Matanzas NM in the last 7 days? Please mark **one**.
- ☐ Yes
- ☐ No
- ☐ Don't know/Not sure
9. Do you and your personal group plan to visit Fort Matanzas NM in the next 7 days? Please mark **one**.
- ☐ Yes
- ☐ No
- ☐ Don't know/Not sure
10. How important to you was each of the following reasons for visiting Castillo de San Marcos NM today? Please mark **one for each row**.

	Not at All Important	Slightly Important	Moderately Important	Very Important	Extremely Important
To visit a National Park Service site	☐	☐	☐	☐	☐
To learn more about historic weapons	☐	☐	☐	☐	☐
To learn more about people who occupied the Castillo and St. Augustine	☐	☐	☐	☐	☐
To be outdoors	☐	☐	☐	☐	☐
To learn more about the Castillo as a structure	☐	☐	☐	☐	☐
To spend time with friends/family	☐	☐	☐	☐	☐
To learn through a variety of exhibits and/or program media	☐	☐	☐	☐	☐
Other (Please specify):	☐	☐	☐	☐	☐

11. Of the reasons listed in Question 10, which was the most important reason for you to visit Castillo de San Marcos NM today?



2. Learning About the Castillo

12. Did you and your personal group do any of the following at Castillo de San Marcos NM today? Please mark **all that apply**.

- ☐ Attended cannon firing demonstration
- ☐ Attended other historic weapons demonstration
- ☐ Attended ranger-led activity, such as a tour or talk
- ☐ Attended cultural demonstration or performance
- ☐ Talked informally with a ranger/volunteer
- ☐ Viewed exhibits in Castillo rooms
- ☐ Watched the park film
- ☐ Took self-guided walking tour
- ☐ Read the park brochure
- ☐ Participated with a child in your group in the Junior Ranger program
- ☐ Other (Please specify): _____

13. To what extent do you agree or disagree with each of the following statements about learning opportunities at Castillo de San Marcos NM? Please mark **one for each row**.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Not Applicable
Exhibits in the Castillo were engaging.	☐	☐	☐	☐	☐	☐
I learned something that was personally meaningful from talking informally with a ranger/volunteer.	☐	☐	☐	☐	☐	☐
Exhibits in the Castillo were not memorable.	☐	☐	☐	☐	☐	☐
My informal conversation with a ranger/volunteer was memorable.	☐	☐	☐	☐	☐	☐
I was not interested in talking informally with a ranger/volunteer while visiting the Castillo.	☐	☐	☐	☐	☐	☐
Exhibits helped me value Castillo de San Marcos NM.	☐	☐	☐	☐	☐	☐

14. How important to you was it during your visit to Castillo de San Marcos NM today to learn about the following subjects? Please mark **one for each row**.

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Native American history and culture	☐	☐	☐	☐	☐
Architecture and construction	☐	☐	☐	☐	☐
Spanish colonial history and culture	☐	☐	☐	☐	☐
Historic preservation	☐	☐	☐	☐	☐
Historic weaponry	☐	☐	☐	☐	☐
Hispanic or Latino American history and culture	☐	☐	☐	☐	☐
African American history and culture	☐	☐	☐	☐	☐
Archaeology	☐	☐	☐	☐	☐
Military and wartime history	☐	☐	☐	☐	☐
English colonial history and culture	☐	☐	☐	☐	☐
American history and culture	☐	☐	☐	☐	☐
Other (Please specify): _____	☐	☐	☐	☐	☐

15. Castillo de San Marcos NM uses several ways to present information about the above subjects. In what ways would you be interested in learning about the above subjects if you were to visit again? Please mark **all that apply**.

- ☐ Ranger-led talk
☐ Informal conversations with a ranger/volunteer
☐ Film/video
☐ Demonstrations
☐ Information boards
☐ Interactive exhibits
☐ Reenactments
☐ Smartphone app
☐ Audio tour
☐ Other (Please specify): _____

16. What would you recommend to improve current learning opportunities (subjects, exhibits, programs) provided at Castillo de San Marcos NM? Please be specific.



3. Visitor Experience

17. For this question, please ask the survey administrator to show you the photos they have of people inside an exhibit room in the Castillo.

For each photograph, please tell us if you would feel crowded if you were in the exhibit room with the number of people depicted in the photograph. Please mark **one for each photograph**.

	...I would feel crowded	
	Yes	No
Photo 1	☐	☐
Photo 2	☐	☐
Photo 3	☐	☐
Photo 4	☐	☐
Photo 5	☐	☐
Photo 6	☐	☐

18. Please indicate how your experience with each of the following items during this visit compared with your expectations. Please mark **one for each row**.

	Less Than Expected	About As Expected	More Than Expected	I Had No Expectation	Not Applicable
Amount of information available to guide my visit	☐	☐	☐	☐	☐
Number of opportunities to learn (e.g. programs, exhibits, films)	☐	☐	☐	☐	☐
Amount of time spent waiting to get an entrance ticket	☐	☐	☐	☐	☐
Amount of crowding at cannon or weapons demonstrations	☐	☐	☐	☐	☐
Number of people inside the Castillo	☐	☐	☐	☐	☐
Amount of time spent waiting to view exhibits due to other visitors	☐	☐	☐	☐	☐
Number of rangers or volunteers available to answer my questions	☐	☐	☐	☐	☐
Amount of noise from other visitors	☐	☐	☐	☐	☐

19. Please indicate the extent to which you would support or oppose each of the following management actions at Castillo de San Marcos NM. Please mark **one** for each row.

	Strongly Oppose	Slightly Oppose	Neither Support nor Oppose	Slightly Support	Strongly Support
Require all visitors to obtain a timed entrance ticket to reduce crowding in the Castillo	☐	☐	☐	☐	☐
Limit the number of organized groups allowed in the Castillo at any one time to reduce crowding	☐	☐	☐	☐	☐
Require organized groups to visit areas inside the Castillo only during specially designated dates and times	☐	☐	☐	☐	☐
Designate a maximum group size for organized groups to reduce crowding	☐	☐	☐	☐	☐
Limit the number of people allowed in the Castillo at any one time to reduce crowding	☐	☐	☐	☐	☐
Provide more rangers/volunteers in the Castillo to observe and manage respectful visitor behavior	☐	☐	☐	☐	☐
Encourage visitors to visit the Castillo during less crowded times	☐	☐	☐	☐	☐

20. What did you enjoy most about your visit to Castillo de San Marcos NM today?

21. What did you enjoy least about your visit to Castillo de San Marcos NM today?

4. Background Information

22. What is your age? _____

23. What is your gender? Please mark **one**.

- ☐ Male
☐ Female



24. Where do you live?

_____ U.S. ZIP code

_____ Country (if not U.S.)

25. Are you Hispanic or Latino? Please mark **one**.

- ☐ Yes
☐ No
☐ I prefer not to answer.

26. What is your race? Please mark **all that apply**.

- ☐ American Indian or Alaska Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or other Pacific Islander
☐ White
☐ I prefer not to answer.

27. What is the highest level of formal education you have completed? Please mark **one**.

- ☐ Less than high school
☐ Some high school
☐ High school graduate or GED
☐ Some college, business, or trade school
☐ College, business, or trade school graduate
☐ Some graduate school
☐ Master's, doctoral, or professional degree
☐ I prefer not to answer.

28. When visiting an area such as Castillo de San Marcos NM, what language do you personally prefer to use? Please mark **one for speaking and one for reading**.

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

29. Is there anything else you would like to tell us about your visit Castillo de San Marcos NM?

Thank you for your help!
Please return the survey to the administrator.

7.0 APPENDIX 2: DETAILED SAMPLING PROCEDURES

7.1 | SITE SCHEMATIC

As noted, the visitor survey was administered at the entrance of the Castillo. The specific survey administration point was identified based on analysis of aerial site photos and onsite scoping. The survey administration point was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site (Figure 70). A red line was used in the site schematic to denote the boundary or point at which visitors were considered to have entered the survey area and were intercepted for the survey. A red arrow was used in the site schematic to denote the direction of travel in which visitors were intercepted.

7.2 | SAMPLING PROCEDURES

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

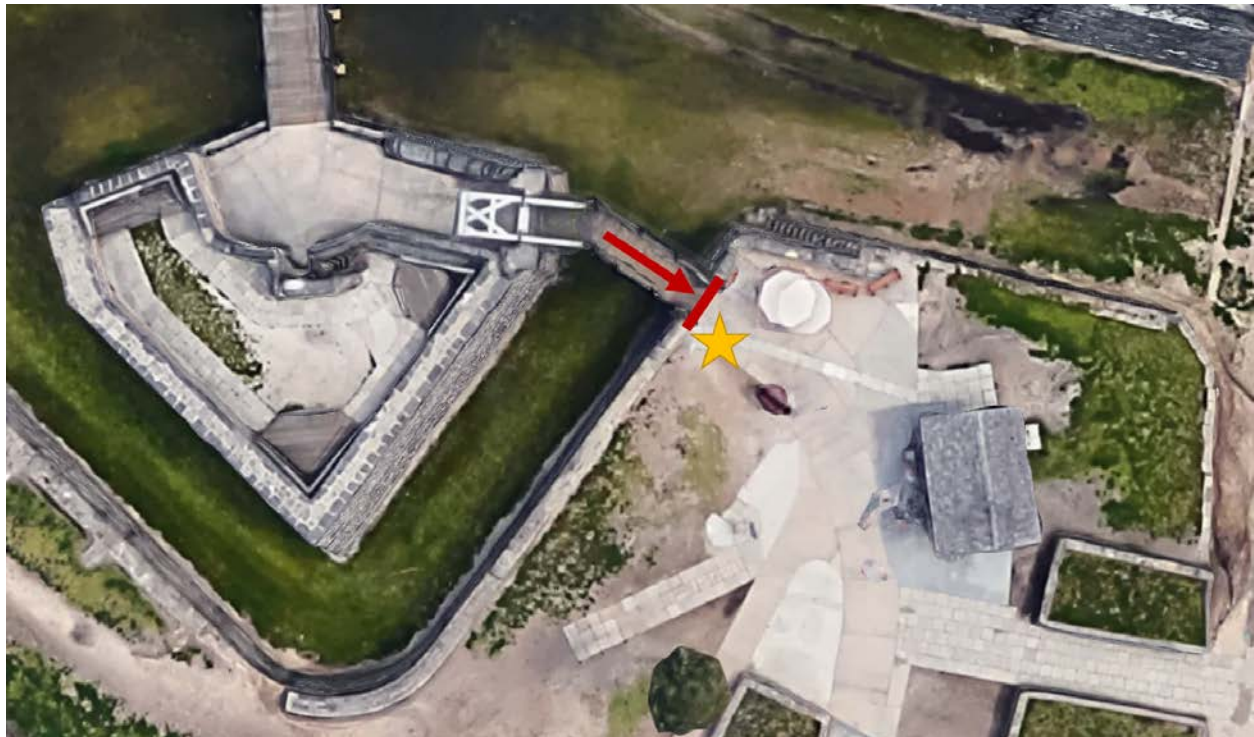


FIGURE 70. ENTRANCE SAMPLING LOCATION

8.0 APPENDIX 3: PHOTO SIMULATIONS





























9.0 APPENDIX 4: NONRESPONSE BIAS ANALYSIS—EFFECTS ON SURVEY RESPONSES DUE TO EXPECTATIONS FOR NUMBER OF PEOPLE IN THE CASTILLO

This study used answers to five, pre-selected nonresponse 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 visitors who responded to the Castillo de San Marcos NM survey do differ significantly from non-respondents, with respect to expectations for number of people inside the Castillo ($\chi^2 = 9.997$; $p = 0.007$). Specifically, respondents were more likely than non-respondents to report that the number of people inside the Castillo was less than they expected, while non-respondents were more likely than respondents to report that the number of people inside the Castillo was about as they expected.

The potential impact of this nonresponse bias on the results of the Castillo de San Marcos NM survey was further explored. Specifically, effects due to expectations for number of people inside the Castillo were examined for 51 questions in the Castillo de San Marcos NM survey. These key questions assessed visitors' opinions on their experiences during their visit to Castillo de San Marcos. A Bonferroni correction was applied to account for the fact that 51 simultaneous statistical tests were conducted with the same dataset. 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 0.001 are assumed to be statistically significant.

Statistically significant effects of expectations for number of people inside the Castillo were observed for only six questions out of the 51 questions that were assessed (Table 21). Statistically significant effects for all questions tested are emphasized in bold text in the tables below. Results of these statistical tests comparing respondents to non-respondents (i.e., nonresponse bias analysis) suggest that, for some questions, the survey results may over-represent opinions, evaluations, or behaviors from visitors who reported that the number of people inside the Castillo was less than they expected, or under-represent opinions, evaluations, or behaviors from visitors who reported that the number of people inside the Castillo was about as expected.

Where statistical differences were found between respondent subgroups, results by subgroup are reported in this appendix to document the effects of these differences (Figure 71 through Figure 76).

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 responding to the question.
* 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) describes the percentage of responses in each category.
5. The label to the right of the bars in each graph shows the proportion of visitor groups/visitors who responded to each category.
6. The key shown below the graph identifies the subgroups of the graph created based on the expectations for number of people inside the Castillo.

TABLE 21. STATISTICAL TESTS OF EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO EFFECTS ON KEY QUESTIONS IN SURVEY

Question	Response scale	N	Chi-square; p-value
Did you and your personal group do any of the following at Castillo de San Marcos today? Please mark all that apply. (Q12)	Yes or No		
Attended cannon firing demonstration		375	$\chi^2 = 11.605$; $p = 0.003$
Attended other historic weapons demonstration		375	$\chi^2 = 6.180$; $p = 0.045$
Attended ranger-led activity, such as a tour or talk		375	$\chi^2 = 8.946$; $p = 0.011$
Attended cultural demonstration or performance		375	$\chi^2 = 0.071$; $p = 0.965$
Talked informally with a ranger/volunteer		375	$\chi^2 = 0.078$; $p = 0.962$
Viewed exhibits in Castillo rooms		375	$\chi^2 = 0.198$; $p = 0.906$
Watched the park film		375	$\chi^2 = 0.811$; $p = 0.667$
Took self-guided walking tour		375	$\chi^2 = 0.812$; $p = 0.666$
Read the park brochure		375	$\chi^2 = 0.683$; $p = 0.711$
Participated with a child in your group in the Junior Ranger program		375	$\chi^2 = 7.524$; $p = 0.023$
To what extent do you agree or disagree with each of the following statements about learning opportunities at Castillo de San Marcos NM? Please mark one for each row. (Q13)	"Strongly disagree" to "Strongly agree"		
Exhibits in the Castillo were engaging.		372	$\chi^2 = 14.892$; $p = 0.061$
I learned something that was personally meaningful from talking informally with a ranger/volunteer.		304	$\chi^2 = 4.928$; $p = 0.0765$
Exhibits in the Castillo were not memorable.		366	$\chi^2 = 12.565$; $p = 0.128$
My informal conversation with a ranger/volunteer was memorable.		269	$\chi^2 = 10.676$; $p = 0.221$
I was not interested in talking informally with a ranger/volunteer while visiting the Castillo.		298	$\chi^2 = 14.661$; $p = 0.066$
Exhibits helped me value Castillo de San Marcos NM.		365	$\chi^2 = 14.326$; $p = 0.074$

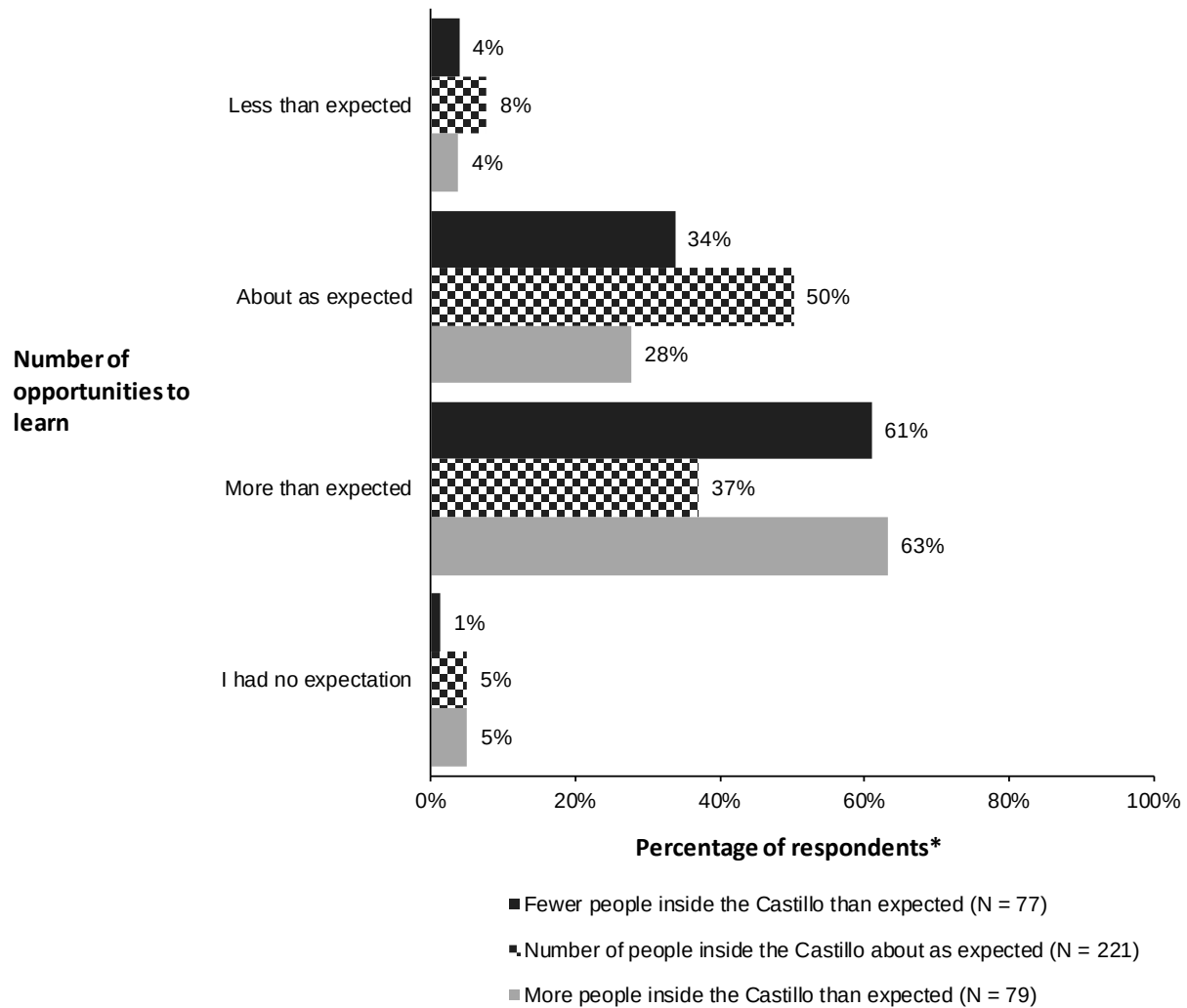


Question	Response scale	N	Chi-square; p-value
How important to you was it during your visit to Castillo de San Marcos NM today to learn about the following subjects? Please mark one for each row. (Q14)	"Not at all important" to "Extremely important"		
Native American history and culture		373	$\chi^2 = 3.147$; $p = 0.925$
Architecture and construction		374	$\chi^2 = 5.485$; $p = 0.705$
Spanish colonial history and culture		374	$\chi^2 = 6.874$; $p = 0.550$
Historic preservation		374	$\chi^2 = 7.371$; $p = 0.497$
Historic weaponry		372	$\chi^2 = 9.194$; $p = 0.326$
Hispanic or Latino American history and culture		369	$\chi^2 = 10.169$; $p = 0.253$
African American history and culture		364	$\chi^2 = 16.342$; $p = 0.038$
Archaeology		367	$\chi^2 = 5.014$; $p = 0.756$
Military and wartime history		373	$\chi^2 = 6.524$; $p = 0.589$
English colonial history and culture		370	$\chi^2 = 9.376$; $p = 0.312$
American history and culture		369	$\chi^2 = 13.669$; $p = 0.091$
Castillo de San Marcos NM uses several ways to present information about the above subjects. In what ways would you be interested in learning about the above subjects if you were to visit again? Please mark all that apply. (Q15)	Yes or No		
Ranger-led talk		366	$\chi^2 = 2.938$; $p = 0.230$
Informal conversation with a ranger/volunteer		366	$\chi^2 = 1.887$; $p = 0.389$
Film/video		366	$\chi^2 = 0.841$; $p = 0.657$
Demonstrations		366	$\chi^2 = 1.052$; $p = 0.591$
Information boards		366	$\chi^2 = 0.719$; $p = 0.698$
Interactive exhibits		366	$\chi^2 = 0.255$; $p = 0.880$
Reenactments		366	$\chi^2 = 7.875$; $p = 0.019$

Question	Response scale	N	Chi-square; p-value
Smartphone app		366	$\chi^2 = 0.349$; $p = 0.840$
Audio tour		366	$\chi^2 = 1.111$; $p = 0.574$
For this question, please ask the survey administrator to show you the photos they have of people inside an exhibit room in the Castillo. For this photograph of 20 people, please tell us if you would feel crowded in you were in the exhibit room with the number of people depicted in the photograph. (Q17)	"Yes, I would feel crowded" or "No, I would not feel crowded"		
Photo of 20 people		166	$\chi^2 = 2.547$; $p = 0.467$
Please indicate how your experience with each of the following items during this visit compared with your expectations. (Q18)	"Less than expected," "About as expected," "More than expected," and "I had no expectation"		
Amount of information available to guide my visit		379	$\chi^2 = 16.374$; $p = 0.012$
Number of opportunities to learn (e.g. programs, exhibits, films)		377	$\chi^2 = 24.881$; $p < 0.0001$
Amount of time spent waiting to get an entrance ticket		370	$\chi^2 = 52.124$; $p < 0.0001$
Amount of crowding at cannon or weapons demonstrations		322	$\chi^2 = 139.905$; $p < 0.0001$
Amount of time spent waiting to view exhibits due to other visitors		374	$\chi^2 = 159.119$; $p < 0.0001$
Number of rangers or volunteers available to answer my questions		372	$\chi^2 = 27.175$; $p < 0.0001$
Amount of noise from other visitors		377	$\chi^2 = 93.620$; $p < 0.0001$
Please indicate the extent to which you would support or oppose each of the following management actions at Castillo de San Marcos NM. Please mark one for each row. (Q19)	"Strongly oppose" to "Strongly support"		
Require all visitors to obtain a timed entrance ticket to reduce crowding in the Castillo		371	$\chi^2 = 14.994$; $p = 0.059$
Limit the number of organized groups allowed in the Castillo at any one time to reduce crowding		372	$\chi^2 = 3.920$; $p = 0.864$

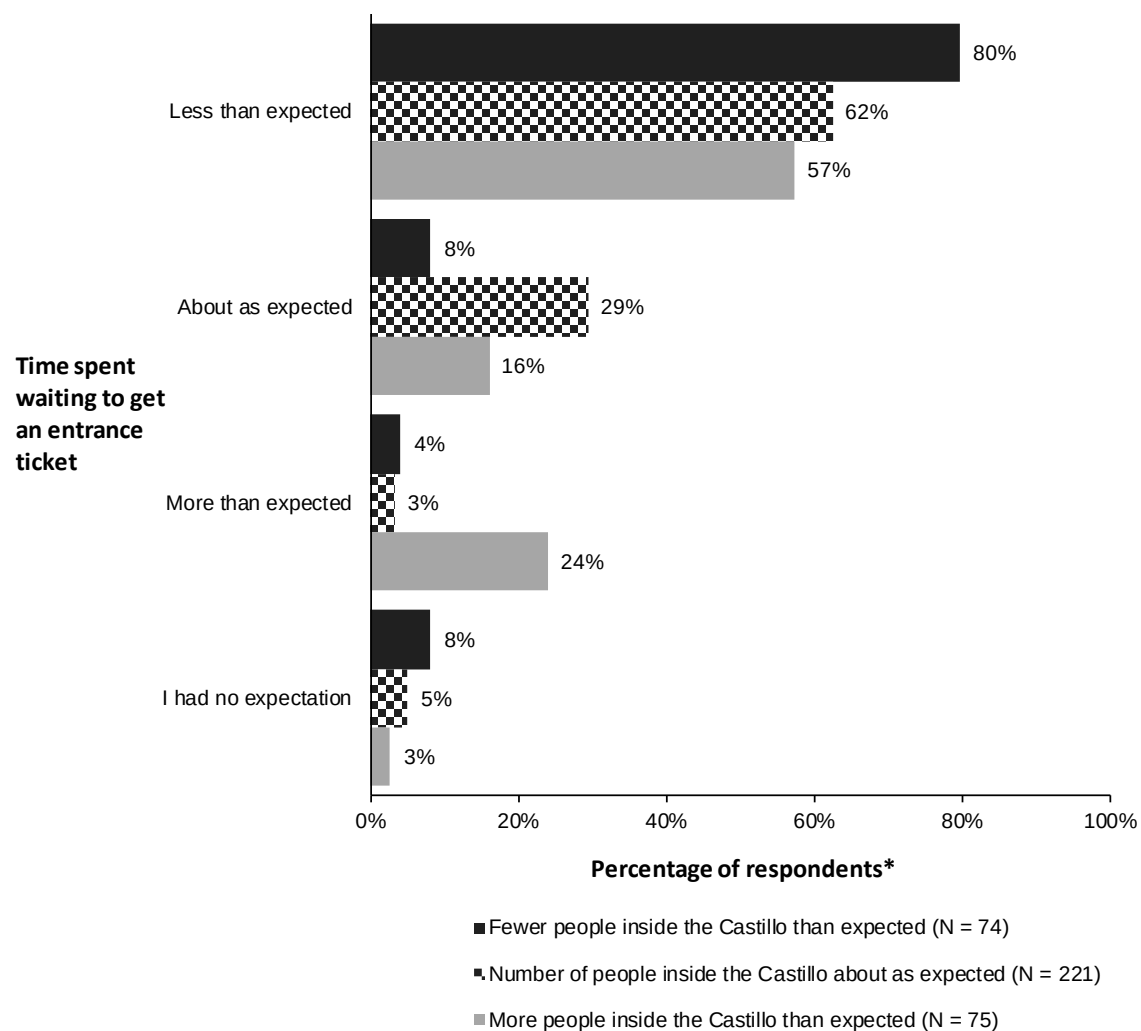


Question	Response scale	N	Chi-square; p-value
Require organized groups to visit areas inside the Castillo only during specially designated dates and times		370	$\chi^2 = 18.597$; $p = 0.017$
Designate a maximum group size for organized groups to reduce crowding		371	$\chi^2 = 7.640$; $p = 0.469$
Limit the number of people allowed in the Castillo at any one time to reduce crowding		368	$\chi^2 = 8.335$; $p = 0.401$
Provide more rangers/volunteers in the Castillo to observe and manage respectful visitor behavior		368	$\chi^2 = 13.143$; $p = 0.107$
Encourage visitors to visit the Castillo during less crowded times		366	$\chi^2 = 11.385$; $p = 0.181$



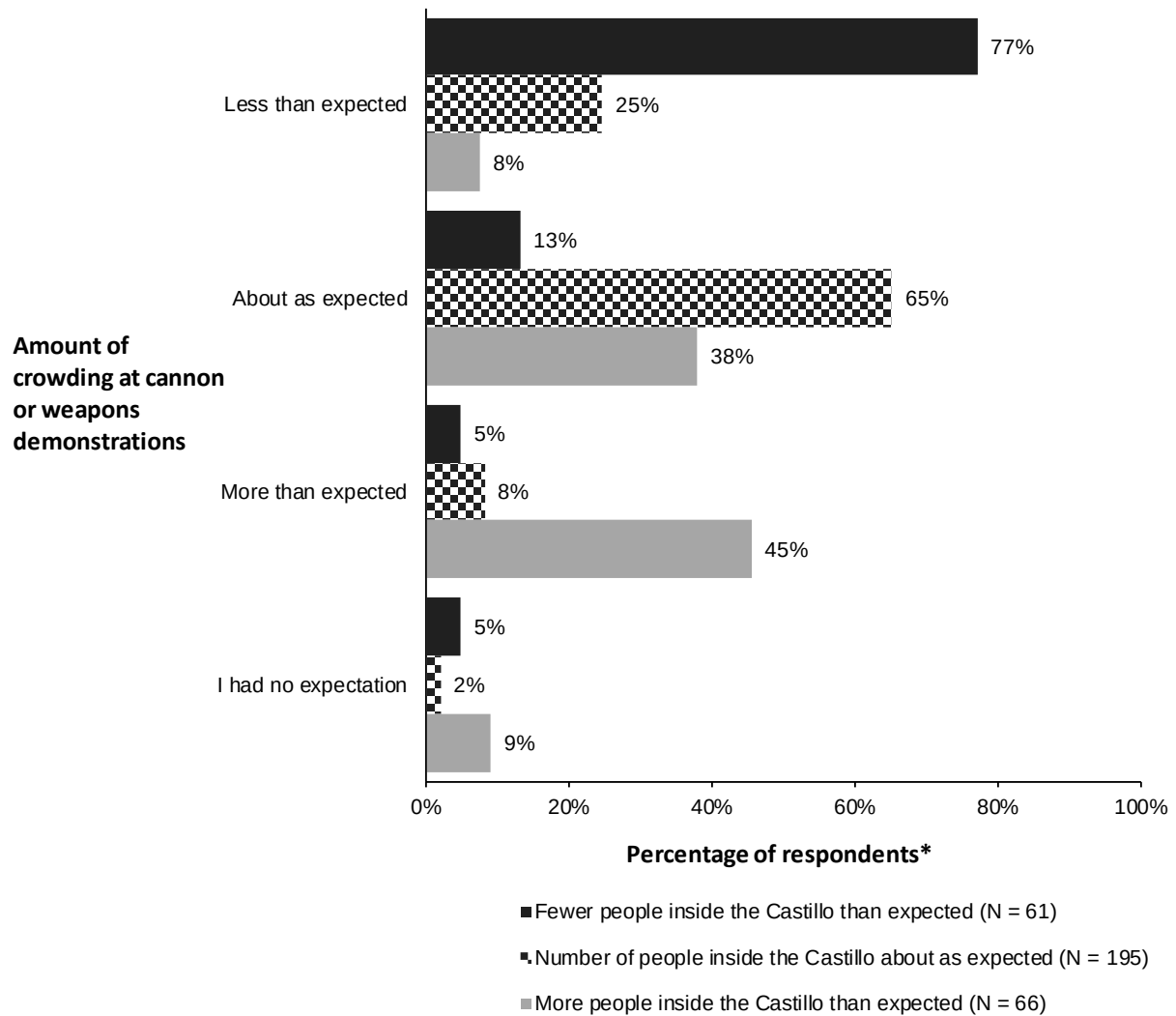
*total percentages do not equal 100 due to rounding

FIGURE 71. EXPECTATIONS FOR NUMBER OF OPPORTUNITIES TO LEARN (E.G. PROGRAMS, EXHIBITS, FILMS), BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO



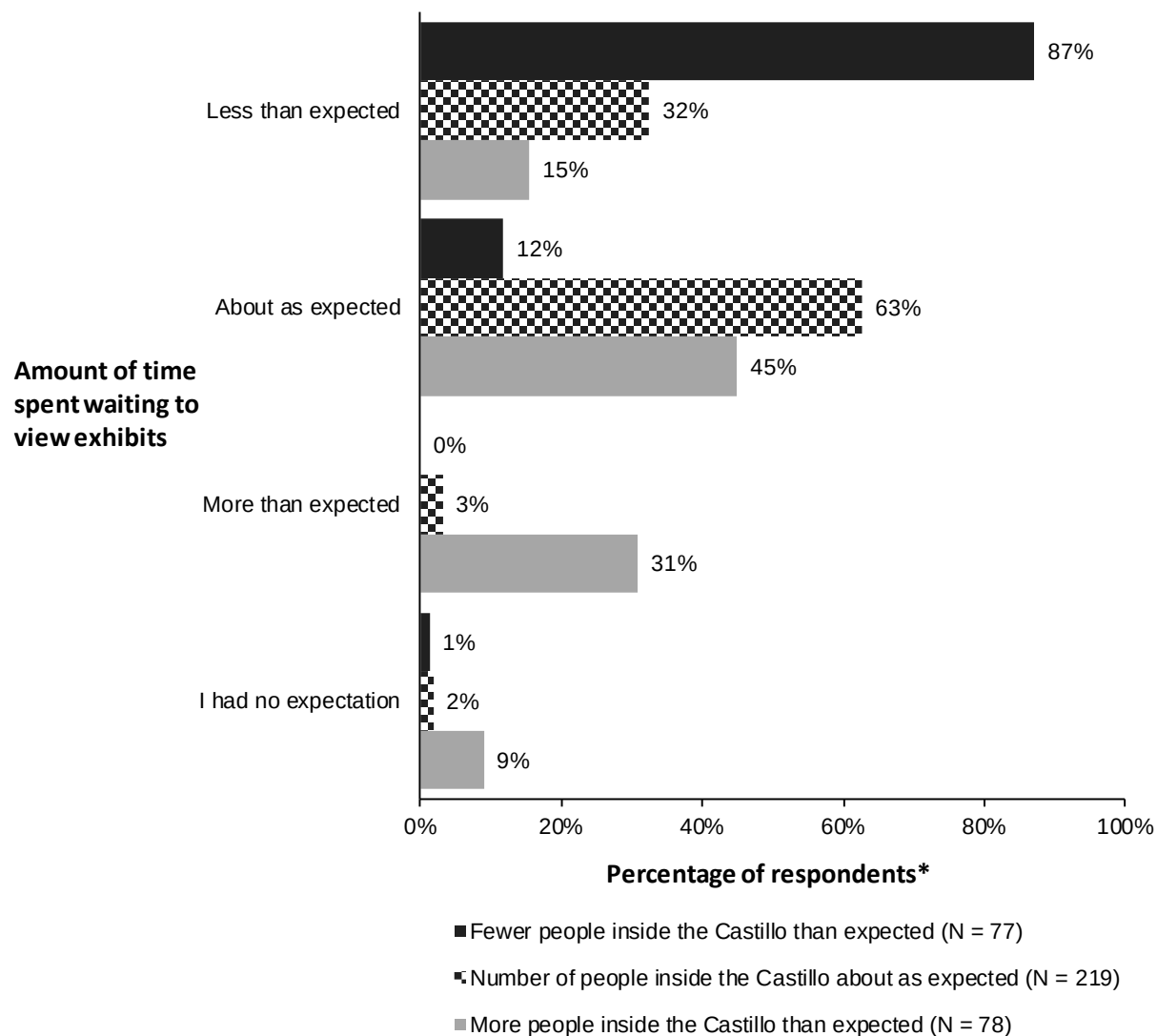
*total percentages do not equal 100 due to rounding

FIGURE 72. EXPECTATIONS FOR AMOUNT OF TIME SPENT WAITING TO GET AN ENTRANCE TICKET, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO



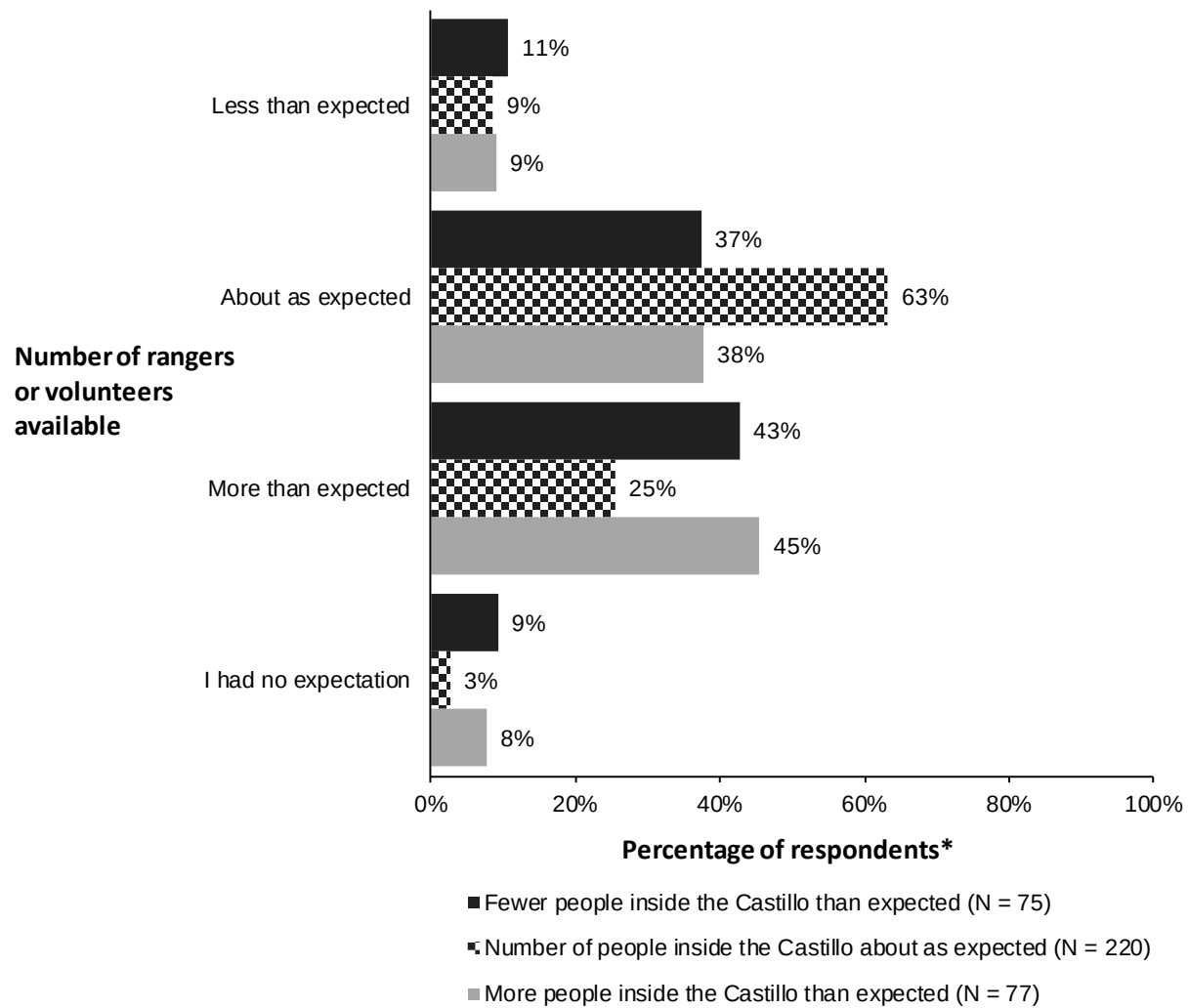
*total percentages do not equal 100 due to rounding

FIGURE 73. EXPECTATIONS FOR AMOUNT OF CROWDING AT CANNON OR WEAPONS DEMONSTRATIONS, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO



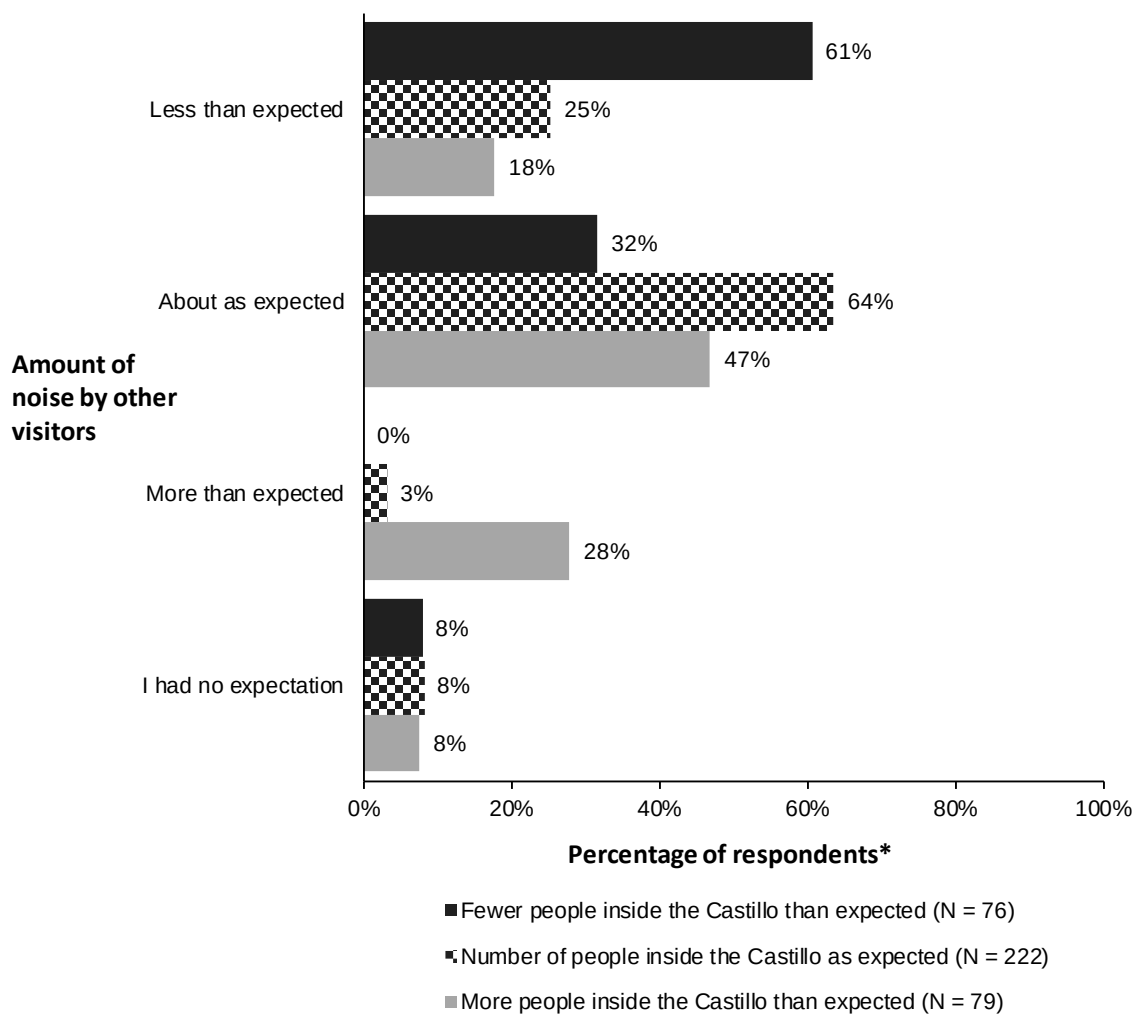
*total percentages do not equal 100 due to rounding

FIGURE 74. EXPECTATIONS FOR AMOUNT OF TIME SPENT WAITING TO VIEW EXHIBITS DUE TO OTHER VISITORS, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO



*total percentages do not equal 100 due to rounding

FIGURE 75. EXPECTATIONS FOR NUMBER OF RANGERS OR VOLUNTEERS AVAILABLE TO ANSWER MY QUESTIONS, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO



*total percentages do not equal 100 due to rounding

FIGURE 76. EXPECTATIONS FOR AMOUNT OF NOISE BY OTHER VISITORS, BY EXPECTATIONS FOR NUMBER OF PEOPLE INSIDE THE CASTILLO