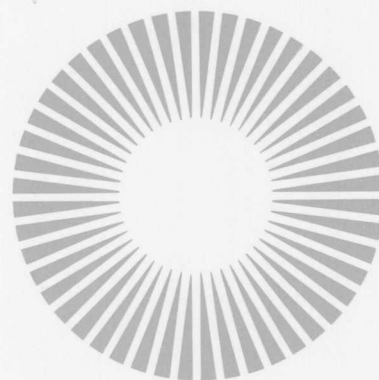


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NATURE 595489

REGIONAL RESOURCES DEVELOPMENT INSTITUTE



HOPEWELL FURNACE

National Historic Site:

Results of the 1985

Visitor Survey

May, 1986



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by

Nancy Lee Menning

May, 1986

(revised April, 1987)

HOPEWELL FURNACE:
RESULTS OF THE 1985 VISITOR SURVEY

Hopewell Furnace National Historic Site (HOPE) is adjacent to French Creek State Park (FCSP) in southeastern Pennsylvania. Several interjacent trails allow easy access between the historic site and the state park. Use figures from 1974 to 1983 (excluding 1976) indicate slight increases in use levels at HOPE. (Data from 1976 were excluded because visitation at all national parks was atypical during the Bicentennial year.) However, this period of time coincides with the closing of swimming facilities at FCSP due to health concerns. Visitation levels at HOPE prior to 1974 (when swimming facilities were available at the state park) projected significant growth levels at Hopewell Furnace (Figure 1). With the closing of the FCSP swimming beach in 1974, use levels dropped off and exhibited a slight decline trend. A regression analysis was run for visitation levels from 1968 to 1983. The growth per year had a negative correlation ($r = -.275$) and the projected change per year was -714 visitors. Since the estimate of error for this projection was 11,866 or 7.5 percent of the average annual visitation for the above years, we could conclude that Hopewell Furnace should expect between 144,500 and 168,314 visitors per year given the conditions which existed in 1983. The opening of new swimming facilities at FCSP after 1983 thus presents the possibility of dramatic changes in use characteristics at the historic site.

In addition, the state park developed a new campground consisting of 201 sites. This campground is closer than the old campgrounds (which are still in use) and more walk-ins can be expected from the state park. Taken together, the pool and camping facilities at FCSP will continue to attract increasing numbers of people to the Hopewell Furnace National Historic Site.

Concern regarding the potential impacts of increased use levels and changing visitor characteristics at Hopewell Furnace due to the new swimming and camping facilities at FCSP is prudent. Therefore, a visitor study was conducted in the summer of 1985 for the purpose of providing a visitor data base for use in site management. Specific concerns addressed by the study were (1) the impact of French Creek State Park with respect to use levels and differences between state park users and historic site users and (2) perceptions of crowding including patterns of visitor movement through the historic site. To address these concerns, data were collected regarding visitor levels, access points to the historic site, travel patterns within the site, and visitor perceptions of site characteristics and of threats to the historic site. Survey methods are presented in the next section.

Survey results are summarized in the three sections following the methods. The summer survey period included the annual celebration of Establishment Day -- one of the three highest visitation days of the year at Hopewell Furnace National Historic Site. The first summary section gives general results based on

all days except Establishment Day. Differences between general visitation and visitation on Establishment Day are presented in the second section. In the third section on survey results, inferences about the differences between visitors to FCSP and HOPE are summarized. Some caution should be used in interpreting the results as sampling occurred only during the summer season. Based on the survey information, recommendations for management are given in the final section of this report.

METHODS

The 1985 visitor survey was conducted between July 24 and August 4. Three data collection techniques were used. First, time-lapse photography was used each day to record visitor movement patterns through the historic site. The camera was camouflaged and mounted to minimize any influence on visitor behavior. Camera location was changed periodically to ensure full coverage of the site.

To determine visitation levels, two researchers tallied the number of individuals in each group entering and exiting the site. One researcher was stationed at the Hopewell Furnace visitor center parking lot each day while the second tallied visitor counts at one of the three trails between HOPE and FCSP (Figure 2). Both entering and exiting groups were tallied as a check on the accuracy of the count.

Finally, researchers attempted to contact as many visitors as possible leaving the site to complete a questionnaire regarding their group characteristics, activities, and perceptions of the historic site. During the study period, 444 questionnaires were completed representing over 30 percent of exiting groups.

GENERAL VISITOR CHARACTERISTICS

General results from the survey period follow. The data presented in this section (pages 3-6 and the associated figures) do not include data collected on Establishment Day. Results specific to Establishment Day are presented on page 7.

1. VISITATION IS HIGHEST ON WEEKENDS.

Of those visitors observed during the July 24 through August 4 survey period, approximately 10 percent visited on each weekday (Monday through Friday), 20 percent came on Saturday, and about 30 percent visited on Sunday. Weekday visitation averaged 295 individuals in 69 groups while weekend visitation averaged 614 individuals in 163 groups on Saturday and 849 individuals in 240 groups on Sunday for a weekly visitation of almost 3000 individuals during this period of the summer (Table 1).

Most visitors enter the site at the Hopewell Furnace visitor center parking lot. Only 5.3 percent access the site by one of the three trails (north, south, and middle) from the state park (Figure 2). To avoid double-counting visitors who enter the site at the Hopewell Furnace visitor center parking lot and subsequently hike the trails between HOPE and FCSP, this 5.3 percent figure reflects where the user originally entered the site. As determined by where the group's car was parked, approximately fifty percent of the south (FCSP pool) trail users originate at each of the two sites. Virtually all users of the middle trail originate in Hopewell Furnace National Historic Site while essentially all users of the north trail originate in FCSP.

2. VISITORS ARE PRIMARILY LOCAL.

Most visitors to Hopewell Furnace National Historic Site are from the local area. Local visitors are defined as those visitors who reside within approximately 50 miles. This includes residents of New Castle county in Delaware and Berks, Bucks, Chester, Delaware, Lancaster, Lehigh, Montgomery, and Philadelphia counties in Pennsylvania (Figure 3). Overall, 60 percent of visitors were from the local area. However, the proportion of local visitors was higher on weekends. Local residents accounted for 50 percent of the visitation on weekdays and 72 percent of the visitation on weekends (Figure 4).

Overall, visitors from 34 states and four foreign countries (Canada, England, West Germany, and the Netherlands) were represented in the survey sample. About 75 percent of all visitors indicated they were spending only one day in the Hopewell Furnace area. No visitor indicated they were spending more than one day in the historic site itself.

3. NON-LOCAL VISITORS HAD DIFFERENT REASONS THAN LOCAL RESIDENTS FOR VISITING THE HOPEWELL FURNACE AREA.

The most common reason non-local visitors came to the area was sightseeing (30.6%) followed by visiting friends and relatives (25.0%), visiting Hopewell Furnace (20.4%), and visiting French Creek State Park (15.7%). For local residents, the most common reason was visiting French Creek State Park (36.1%) followed by visiting Hopewell Furnace (29.4%), sightseeing (14.3%), and visiting friends and relatives (9.2%) (Figure 5). The differences between local residents and non-local visitors is probably due to local residents being more aware of the opportunities at FCSP and HOPE while non-local visitors are more aware of the scenic qualities of the general area than of specific sites. The researchers noted that some visitors were unaware or confused about the identities of the two areas (FCSP and HOPE). Therefore, some caution should be used when comparing the percentages of visitors citing FCSP versus HOPE as a reason for their visit.

4. MANY VISITORS ARE AT HOPEWELL FURNACE FOR THE FIRST TIME.

Overall, 56 percent of the visitors were on their first visit to HOPE. For local residents, 44 percent were visiting for the first time while this was the first visit for 75 percent of non-local residents. Of those who had been there before, this was the second visit for almost 50 percent (Figure 6).

First time visitors were more likely to cite advertising or the suggestion of a friend as a reason for visiting while visitors who had been there before were more likely to cite historical significance, educational experience, or showing their family as a reason for their visit (Figure 7).

5. THE AVERAGE TIME SPENT AT HOPEWELL FURNACE WAS 90 MINUTES.

The length of visit varied from ten minutes to five hours. Seventy percent of the groups spent between one and two hours at the site with an average stay of 90 minutes (Figure 8). There was no significant difference between local and non-local visitors.

During the survey period, the summer living history program was in progress. No estimate was made by the researchers as to what the average length of visit would have been without this program.

6. THE HISTORIC BUILDINGS AND THE LIVING HISTORY PROGRAMS ARE THE BEST PARTS OF THE VISIT.

Over 40 percent identified the historic buildings as the best part of their visit. Based on the number of groups who commented that more of the Ironmaster's House should be open, it

can be assumed that the Big House was of special interest to visitors. Thirty-five percent chose the living history programs put on by the park staff while 20 percent cited walking the grounds as the best part of their visit. The iron casting demonstration was mentioned most frequently by visitors as a favored part of their visit. The cooking demonstration and the blacksmith exhibit were also specifically mentioned. Only one percent of the visitors identified the visitor center as the best part of their visit (Figure 9).

7. VISITORS HAD A VERY FAVORABLE IMPRESSION OF THE SITE.

About 98 percent of visitors said the site was clean, attractive, and pleasant. Ninety percent found it interesting, and over 80 percent said it was easy to walk around and that there were enough restrooms (Figure 10).

The slag paths and the long hill created the most problems for visitors and some requested a public restroom in the lower area of the historic site.

8. EMPLOYEES ARE HELPFUL, KNOWLEDGEABLE, AND HAVE A GOOD ATTITUDE TOWARD VISITORS.

Over 90 percent of visitors rated the employees as above average with respect to helpfulness, knowledge, and attitudes toward visitors (Figure 11).

9. VISITORS DO NOT PERCEIVE ANY THREATS TO THE PARK.

Less than two percent of the visitors cited lack of maintenance or destruction of historic sites as threats to the park. Less than five percent identified visitor actions as threats to the park and, of these, the most common reason cited was inadequate supervision of children (Figure 12). Over 80 percent felt there were good rules and regulations and 73 percent felt these rules were enforced well (Figure 13).

10. HOPEWELL FURNACE IS NOT PERCEIVED AS CROWDED.

Less than one percent of the visitors felt the historic site was crowded, 16 percent said it was slightly crowded and 83 percent felt it was not crowded. As expected, visitor perception of crowding was highest when use levels were highest. Thus crowding perceptions were highest on Sunday and lowest on weekdays (Figure 14). None of the visitors identified crowding as a threat to the site.

11. VISITORS MOVE THROUGH THE PARK IN AN EFFICIENT MANNER.

Observation and time-lapse camera work indicate few problems with visitor flow patterns through the historic site. Visitors

generally moved in an efficient manner while staying on trails and in appropriate areas. An exception to this efficient flow was some evidence of loitering near the pasture. Some congestion also occurred at the Ironmaster's House since visitors had to enter and exit this structure through the same door.

Although the camera work indicated few problems, many visitors requested more structure to their visit. Many requested free tour maps and better marking of a self-guided tour route through the site.

12. MANY VISITORS ALSO VISIT FRENCH CREEK STATE PARK.

Forty percent of the visitors also visit French Creek State Park either before or after their visit to Hopewell Furnace (Figure 15). The proximity of HOPE to FCSP was cited as a reason for coming to the historic site by almost 25 percent of the visitors.

ESTABLISHMENT DAY

1. MANY LOCAL PEOPLE VISITED HOPEWELL FURNACE NATIONAL HISTORIC SITE ON ESTABLISHMENT DAY.

Establishment Day is one of the three highest visitation days each year at Hopewell Furnace National Historic Site. Visitation at the 1985 event totalled 1680 individuals in 548 groups. Eighty percent of these visitors were from the local area (within approximately fifty miles).

2. MOST ESTABLISHMENT DAY VISITORS HAD BEEN TO THE SITE BEFORE.

This was the first visit for only 30 percent of the visitors compared to 56 percent on a normal day. Of the 70 percent who had been there before, this was the second visit for over 25 percent and the third visit for another 25 percent (Figure 16).

3. ESTABLISHMENT DAY VISITORS FELT MORE CROWDED THAN VISITORS ON OTHER DAYS.

Though none cited overcrowding as a threat to the park, 50 percent of visitors said the site was slightly crowded on Establishment Day versus only 16 percent on all other days. Over three percent of Establishment Day visitors characterized the site as crowded compared to less than one percent on all other days (Figure 14). Although more users rated the site as slightly crowded on Establishment Day, most survey respondents indicated this crowding perception did not negatively affect their experience. Thus, even at visitation levels as high as on Establishment Day, crowding is not yet a significant issue for visitors at Hopewell Furnace National Historic Site.

FRENCH CREEK STATE PARK USERS

1. VISITORS TO FCSP SPENT LESS TIME AT HOPEWELL FURNACE.

Visitors to both HOPE and FCSP either drive between the two sites or park at one site and walk to the other. Overall, the time spent at HOPE by those visiting both FCSP and HOPE did not differ from those visiting only HOPE. However, those who parked their cars at FCSP and walked to the historic site were more likely to spend less than 60 minutes at HOPE than those who drove to the historic site.

2. VISITORS TO FCSP SPENT MORE TIME IN THE HOPEWELL FURNACE AREA.

Those users who also visited FCSP were more likely to spend more than one day in the Hopewell Furnace area than those visiting only the historic site. This reflects the number of users who camp overnight at French Creek State Park.

3. VISITORS TO FCSP HAD DIFFERENT REASONS FOR VISITING HOPEWELL FURNACE.

Most perceptions and characteristics of those who visited both FCSP and HOPE were similar to those who visited only the historic site. However, those who visited HOPE only were more likely to cite the suggestion of a friend as a reason for their visit to the historic site and less likely to cite the proximity of HOPE to the state park as a reason for their visit (Figure 17). (That any group visiting HOPE only cited the proximity of HOPE to FCSP as a reason for their visit probably reflects some confusion about the identity of and boundaries between the two areas.)

MANAGEMENT RECOMMENDATIONS

Based on the above results and visitor comments, the following management actions are recommended:

1. PARTICIPATE IN A PROGRAM OF ON-GOING DATA EXCHANGE WITH FRENCH CREEK STATE PARK. Due to the proximity of the two sites and since many people visit both sites, this data exchange could be very useful for identifying changes in visitor characteristics and for anticipating future management problems. The management of Hopewell Furnace National Historic Site should determine the type of visitor data collected at French Creek State Park, set up a system to collect similar data at the historic site, and encourage frequent data exchange between the two sites.

2. COMPARE VISITOR USE LEVELS FROM THIS STUDY WITH IN-PARK RECORDS. Visitation levels presented in this report (Table 1) were determined by actual counts of visitors entering and exiting the site at four locations -- the visitor center parking lot and three trails between FCSP and HOPE. These use levels should be compared with park counts taken during the survey period. Also, periodic counts should be made on the connecting trails to detect potential changes in the percentage of visitors entering the site at these points. To avoid double-counting some visitors, care should be taken in such sampling to determine if the visitors originate in FCSP or HOPE.

3. REDIRECT TRAFFIC THROUGH THE IRONMASTER'S HOUSE. Congestion at the entrance to the Ironmaster's House will increase as use levels rise. The route through the house should be designed to allow flow-through traffic rather than one opening serving as both entrance and exit.

4. PROVIDE BENCHES LOOKING INTO THE PASTURE. Visitors tended to stop at the pasture fenceline near the culvert. These visitors sat on the grass and climbed on the fence to watch the horses. Providing benches facing the pasture at this location would lessen these activities while still providing an opportunity to view the pasture.

5. OPEN MORE BUILDINGS, ESPECIALLY THE SECOND FLOOR OF THE IRONMASTER'S HOUSE. Opening more buildings to the public was the most common suggestion from park visitors. Half of those visitors who commented that more buildings be restored and opened to the public specifically mentioned a need to open the second floor of the Ironmaster's house. Other buildings specifically mentioned were the schoolhouse, church, and weaver's shop.

6. EXPAND THE LIVING HISTORY PROGRAM. Visitors requested more craft demonstrations as well as additional staff to provide tours of buildings. The format of craft demonstrations should be modified to provide a hands-on learning experience for both

children and adults. Visitors requested more information on workers and their families, black people, and recreation. One group specifically requested a candle-dipping demonstration.

7. PROVIDE MORE WATER FOUNTAINS IN THE HISTORIC AREA. Many visitors commented that some type of food or refreshments should be available. At a minimum, this would require providing more water fountains in the historic area. Other groups requested soda machines, snack areas, picnic facilities, or a restaurant located so as to keep litter in the historic site at a minimum.

8. PROVIDE MORE GUIDANCE TO VISITORS IN MOVING AROUND THE SITE. Visitors wanted more structure in their visit to HOPE. Many suggested providing a free map of the site. Some who had purchased a map found it to be inadequate. Many requested better marking of the self-guided tour route through numbering of sites and directional signs along paths. Others wanted more informational signs around the site.

9. IMPROVE AND INCREASE ROAD SIGNS TO HOPEWELL FURNACE. The historic site was inadequately advertised in the local area and was poorly signed. More and better signs leading to the area are necessary. Better road signs were requested by many groups. Visitors also suggested placing brochures about the site at Valley Forge, the shopping outlets in Reading, and the visitor centers in the Amish area.

10. PROVIDE MORE ARTIFACTS AND CURIOS FOR SALE. Several people wanted to purchase souvenirs of their visit. One group requested more books but others wanted items made at the historic site such as herbs, food samples, and crafts. One person suggested such items be available for sale in the Company Store.

11. KEEP AUDIO SPEAKER DISPLAYS IN WORKING ORDER. During the sampling period, several audio speakers were not working. Many people commented on this problem. Some requested more informational speaker programs while others requested living history staff replace audio speakers, especially in the buildings.

12. IMPROVE PATHWAYS FOR ELDERLY AND HANDICAPPED VISITORS. The slag paths were difficult or uncomfortable for some visitors to walk on. Visitors suggested that paved paths be provided for wheelchairs and children in strollers. The steps between the visitor center and historic area were difficult for many elderly visitors. Some suggested a ramp be put in and many suggested that more benches be provided throughout the site.

13. EXPAND THE ANIMAL EXHIBITS. The animals were a favored part of many visitors experience. Several groups requested that the farming activity be expanded by adding sheep, ducks, etc. to the site.

14. PROVIDE A PUBLIC RESTROOM AT THE LOWER END OF THE SITE. Several visitors commented that the restroom at the visitor

center was inadequate and that a restroom should be provided at the other end of the site.

15. PROVIDE MORE ACTIVITIES FOR CHILDREN. Although most visitors did not detect any threats to the park, several did mention the destructive actions of poorly supervised children as a problem. Incorporating more hands-on activity in the living history program would be helpful. The park management should also consider providing a play area for children.

16. IMPACT OF VISITORS ON NATURAL RESOURCES. While visitors did not comment on the deterioration of natural resources at the site, it is likely that traffic between FCSP and HOPE is causing compaction and gradual widening of those trails. Given that these areas represent locales used as fuel sources for charcoal production it is unlikely that the presence of exotic flora could be attributed to visitor influences.

17. IMPACTS OF VISITORS ON CULTURAL RESOURCES. It is certain that visitors touch artifacts and increase the maintenance obligation of the park. From film observation, however, visitor contact with historic fabric is not done out of negligence, but rather, out of curiosity. Visitors crossed barriers most frequently at the collier's hut in order to more closely inspect the structure. Since the hut was constructed by park staff, it would do little harm to allow closer inspection by visitors. The old stone furnace is an area where people tended to linger and roam about the ruin. This could be alleviated through provision of better interpretive materials and the location of a bench within the outer wall.

The historic site is not a museum and has as a purpose the representation of history for the education, appreciation and enjoyment of the visitor. The increased maintenance caused by a visitor touching a painted wagon or a piece of iron appears to be a reasonable price to bring people closer to their history.

TABLE 1. VISITATION LEVELS.

Estimated number of groups and individuals visiting each day.

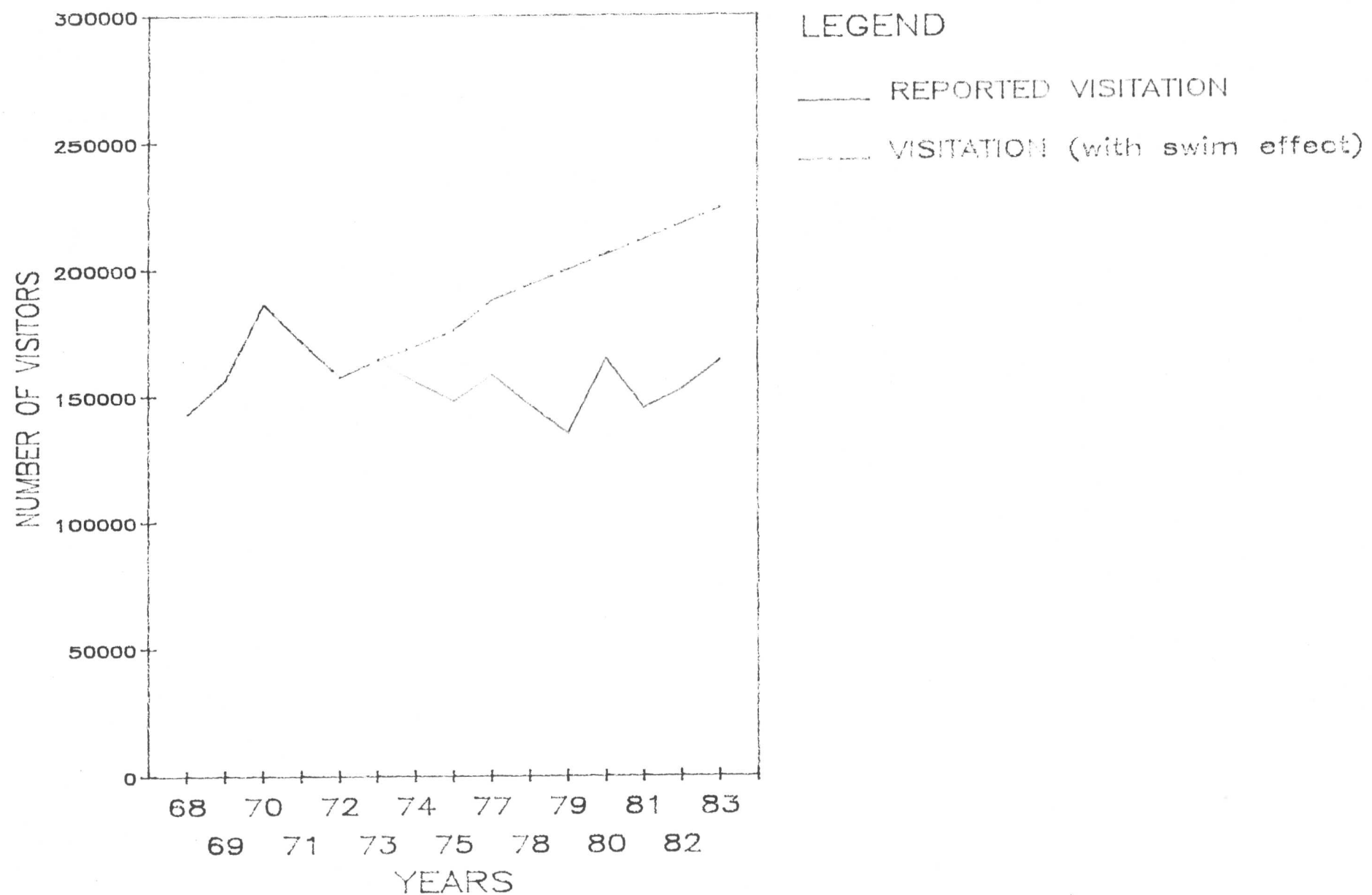
<u>DATE</u>	<u>VISITOR CENTER ACCESS ONLY</u>		<u>ALL ACCESS POINTS</u>	
	<u># GROUPS</u>	<u># INDIVS</u>	<u># GROUPS</u>	<u># INDIVS</u>
WED 7/24/85	75	341	81	365
THUR 7/25/85	60	251	64	268
SAT 7/27/85	147	519	160	562
SUN 7/28/85	226	806	240	849
MON 7/29/85	67	269	71	282
TUE 7/30/85	72	275	76	293
WED 7/31/85	49	296	52	316
FRI 8/2/85	67	231	72	247
SAT 8/3/85	154	613	166	666
SUN 8/4/85 (Establishment Day)	513	1575	548	1680

AVERAGES (excluding Establishment Day):

Weekday	65	277	69	295
Weekend--Saturday	150	566	163	614
--Sunday	226	806	240	849
Weekly	701	2757	748	2938*

*This is an estimate of weekly visitation for the survey period (July 24 to August 4). It is not intended to be representative of other seasons of the year.

Figure 1: ANNUAL VISITATION TO HOPEWELL FURNACE



Swim effect — estimate as if FCSP swimming area was open

Figure 2

HOPEWELL FURNACE NHS

SAMPLING LOCATIONS

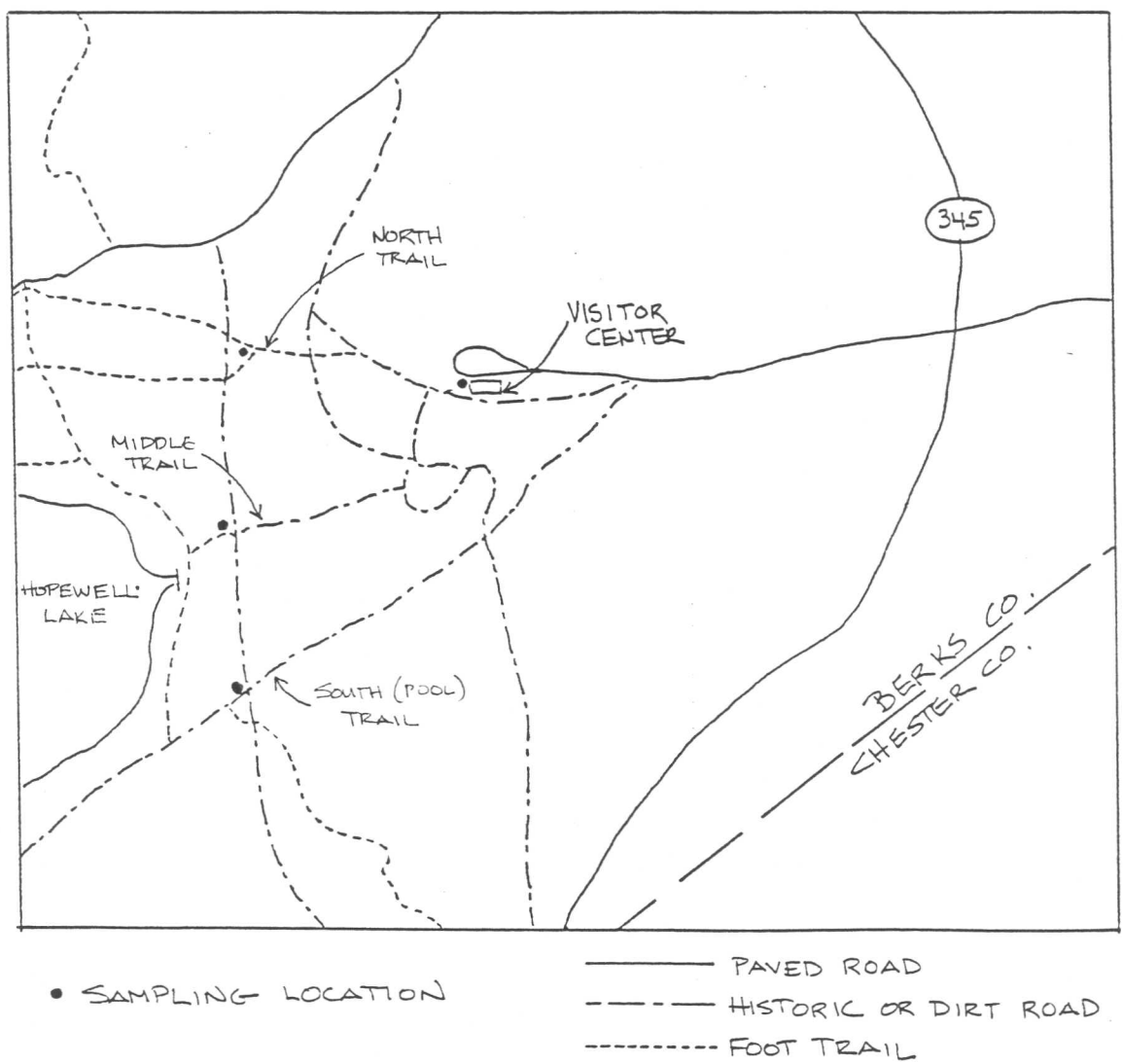
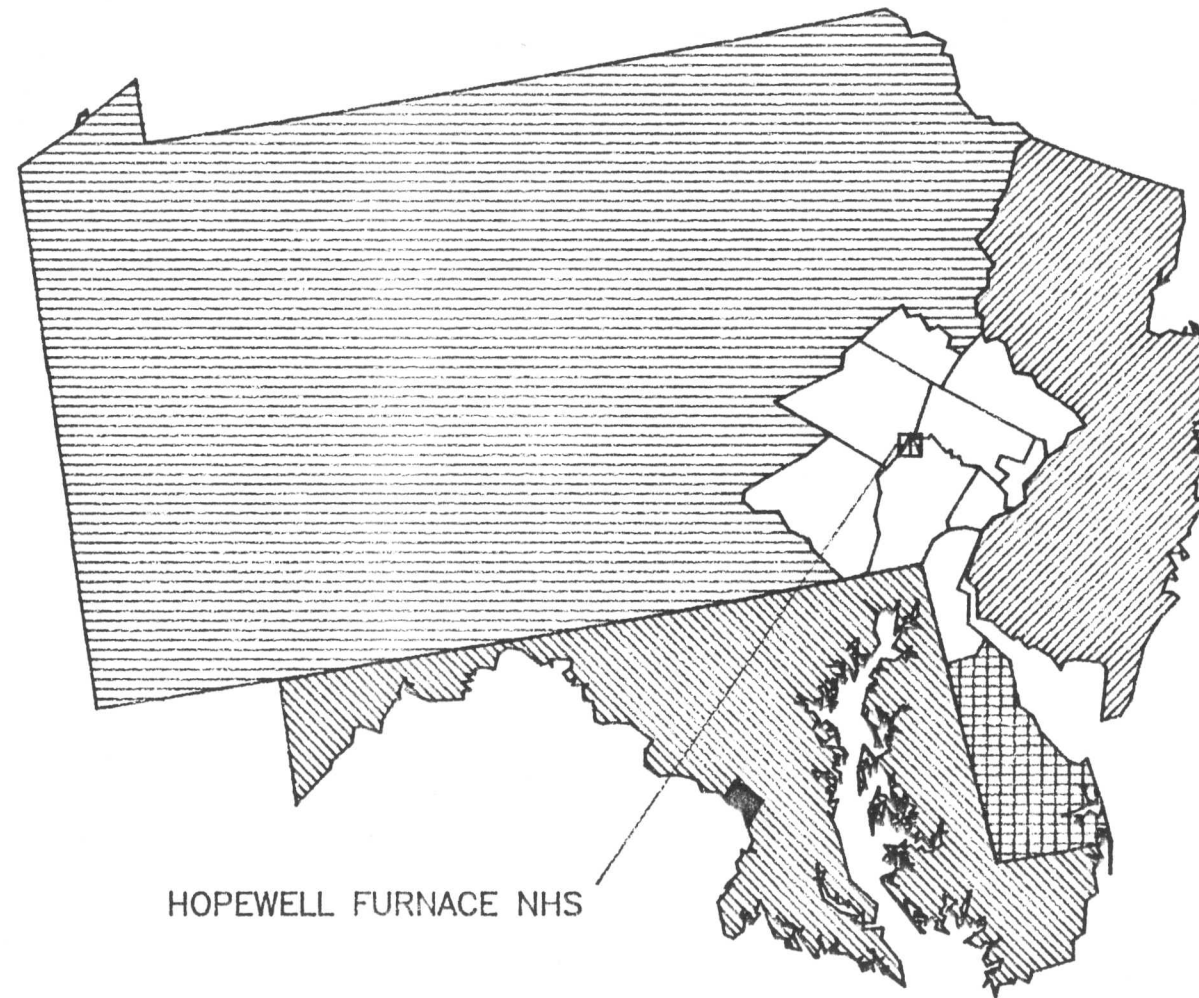


Figure 3
LOCAL COUNTIES



HOPEWELL FURNACE NHS

Legend

-  LOCAL
-  DELAWARE
-  MARYLAND
-  NEW JERSEY
-  PENNSYLVANIA
-  DIST. OF COLUMBIA

Figure 4
RESIDENCY
(Excluding Establishment Day data)

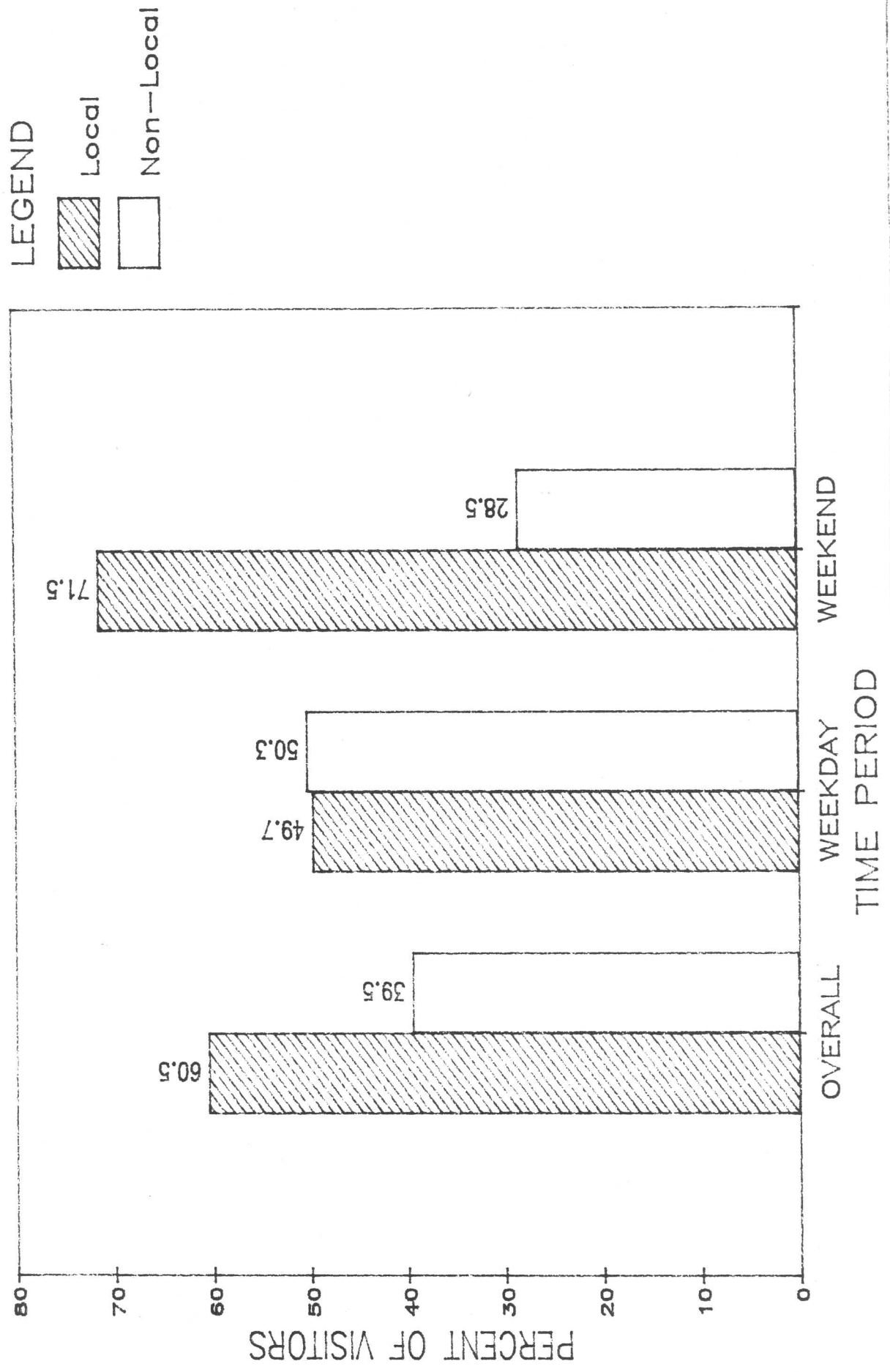
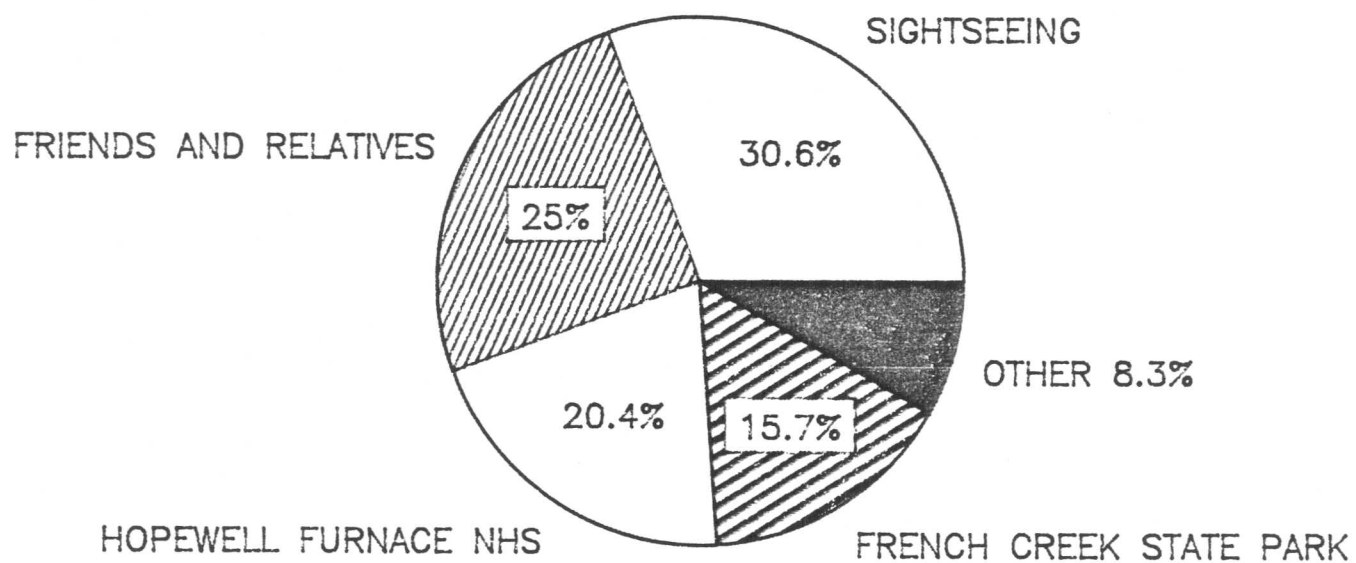
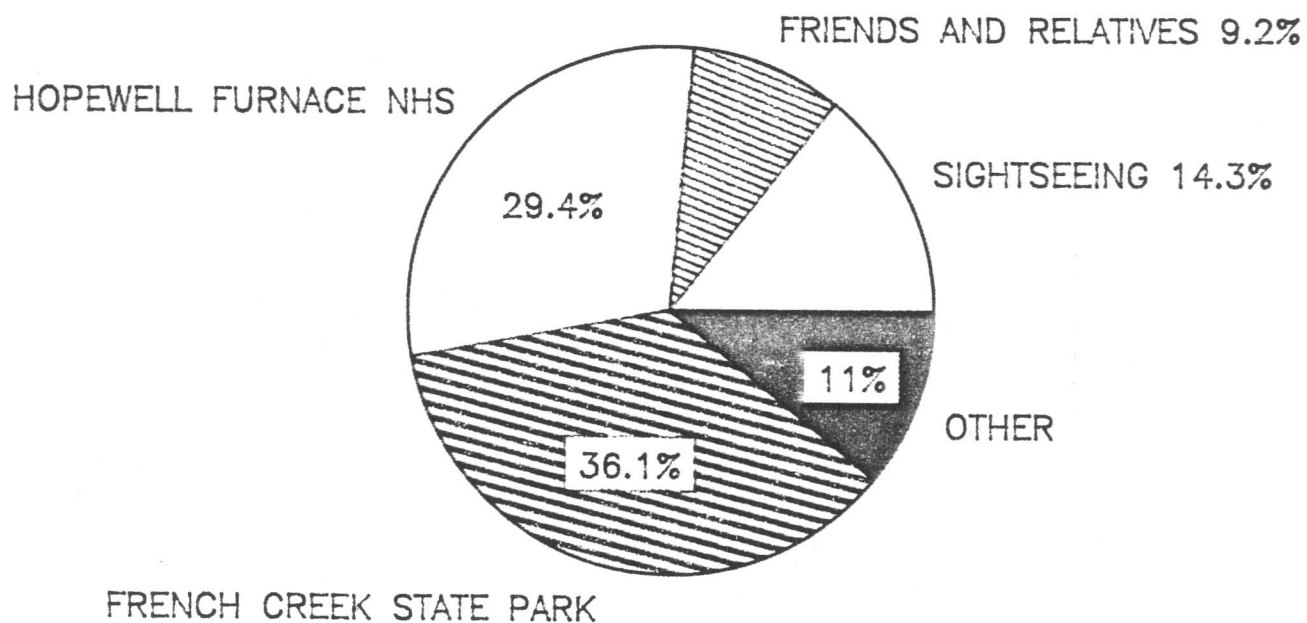


Figure 5
PRIMARY REASON FOR VISITING HOPEWELL FURNACE AREA
(Excluding Establishment Day data)

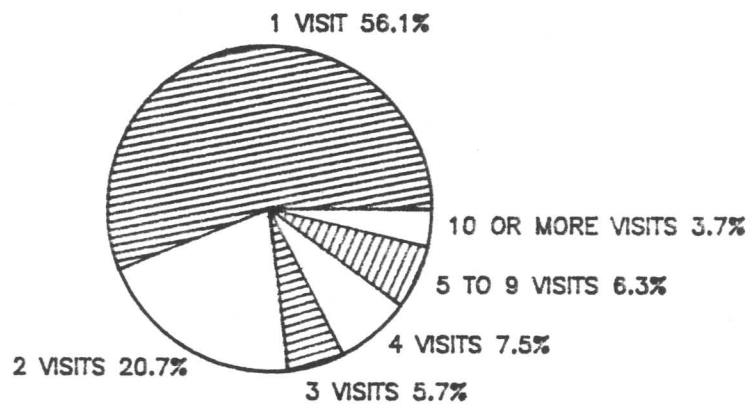


NON-LOCAL VISITORS

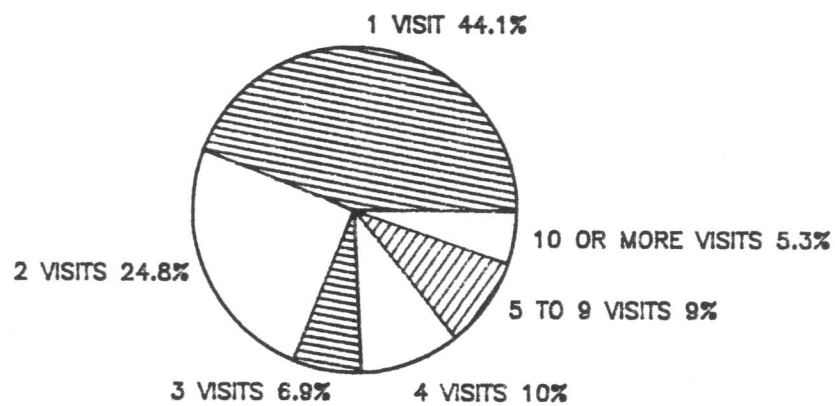


LOCAL RESIDENTS

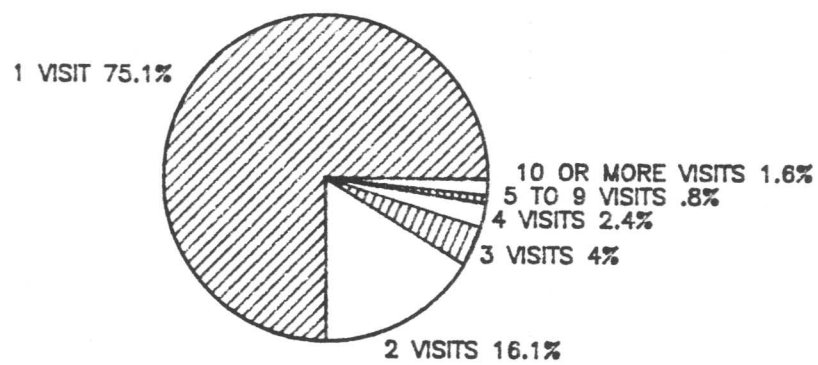
Figure 6
TOTAL NUMBER OF VISITS TO HOPEWELL FURNACE NHS
(Excluding Establishment Day data)



ALL VISITORS



LOCAL VISITORS



NON-LOCAL VISITORS

Figure 7
REASONS FOR VISITING HOPEWELL FURNACE NHS
(Excluding Establishment Day data)

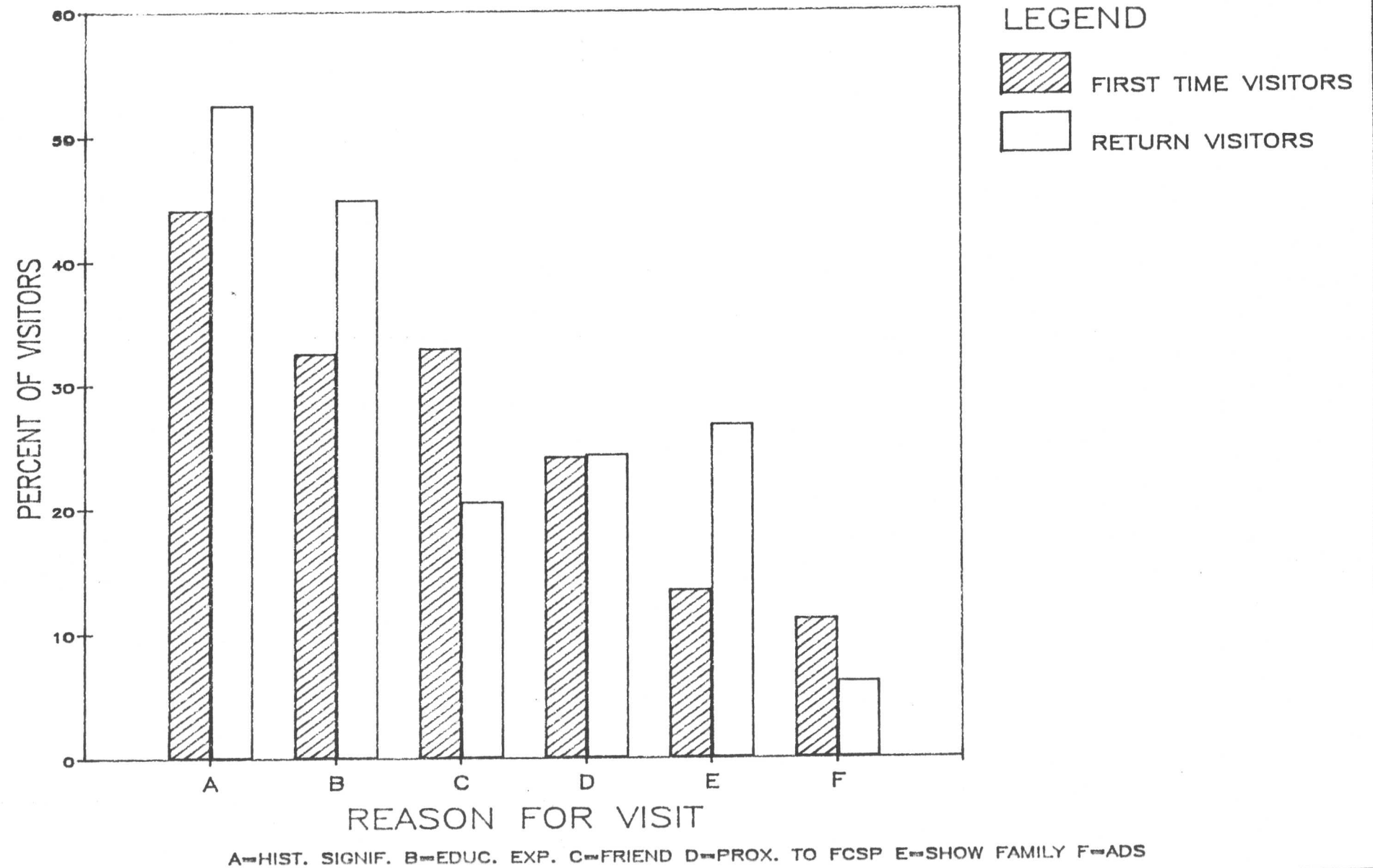
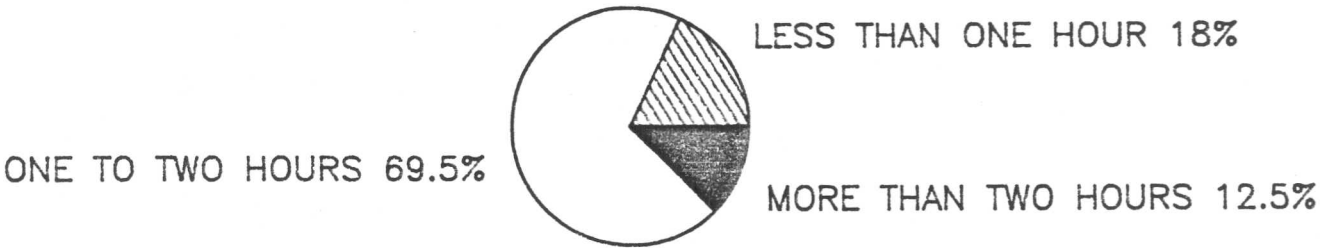


Figure 8
LENGTH OF VISIT
(Excluding Establishment Day data)



TIME SPENT AT HOPEWELL FURNACE NHS

Figure 9
BEST PART OF VISIT
(Excluding Establishment Day data)

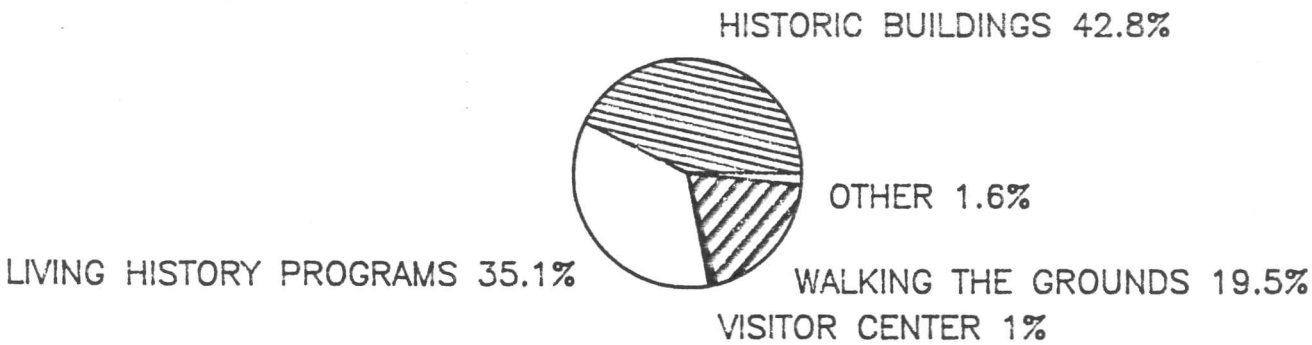


Figure 10
SITE CHARACTERISTICS
(Excluding Establishment Day data)

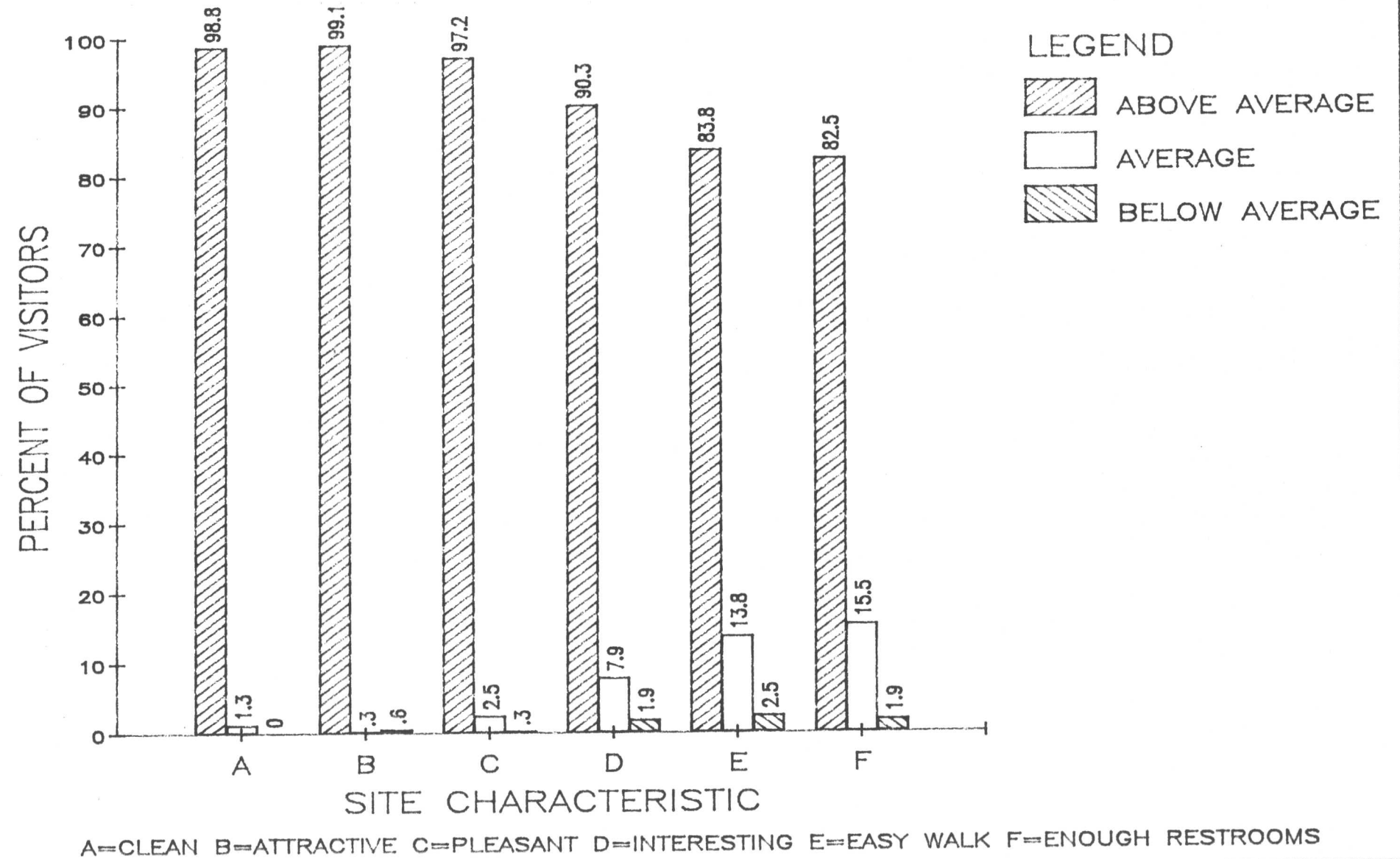


Figure 11
EMPLOYEE CHARACTERISTICS
(Excluding Establishment Day data)

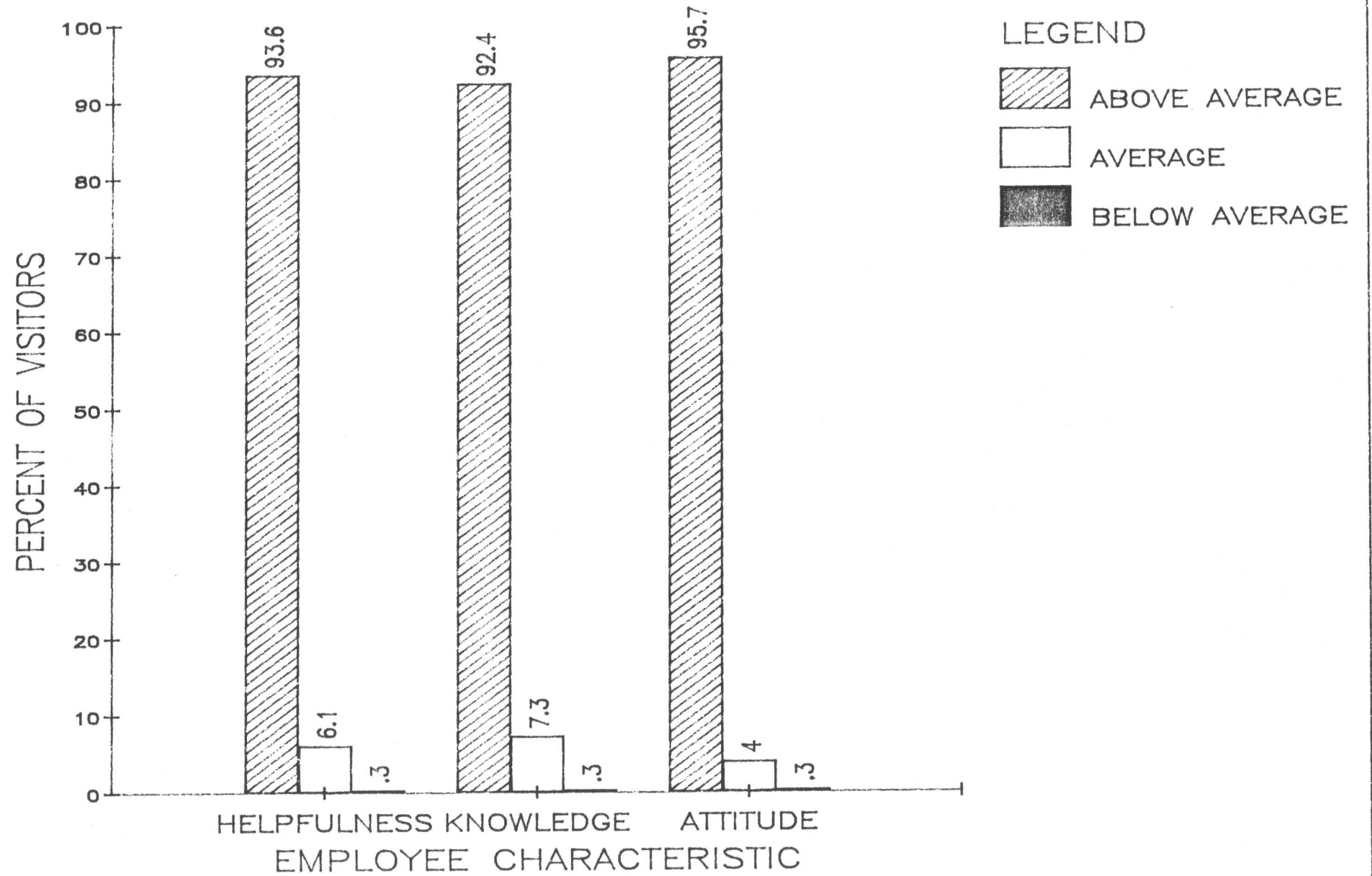


Figure 12
THREATS TO THE PARK
(Excluding Establishment Day data)

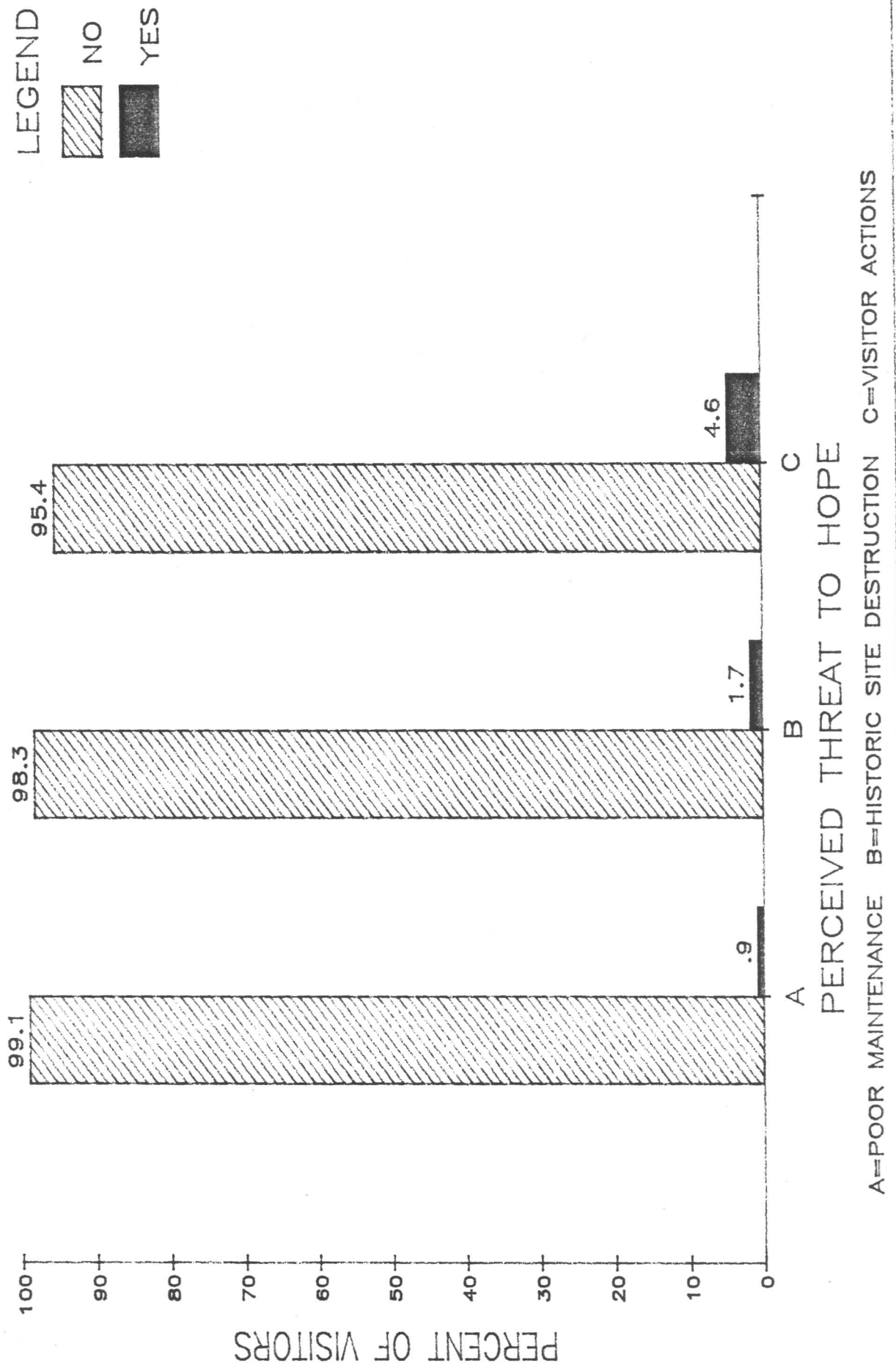


Figure 13
RULES AND REGULATIONS
(Excluding Establishment Day data)

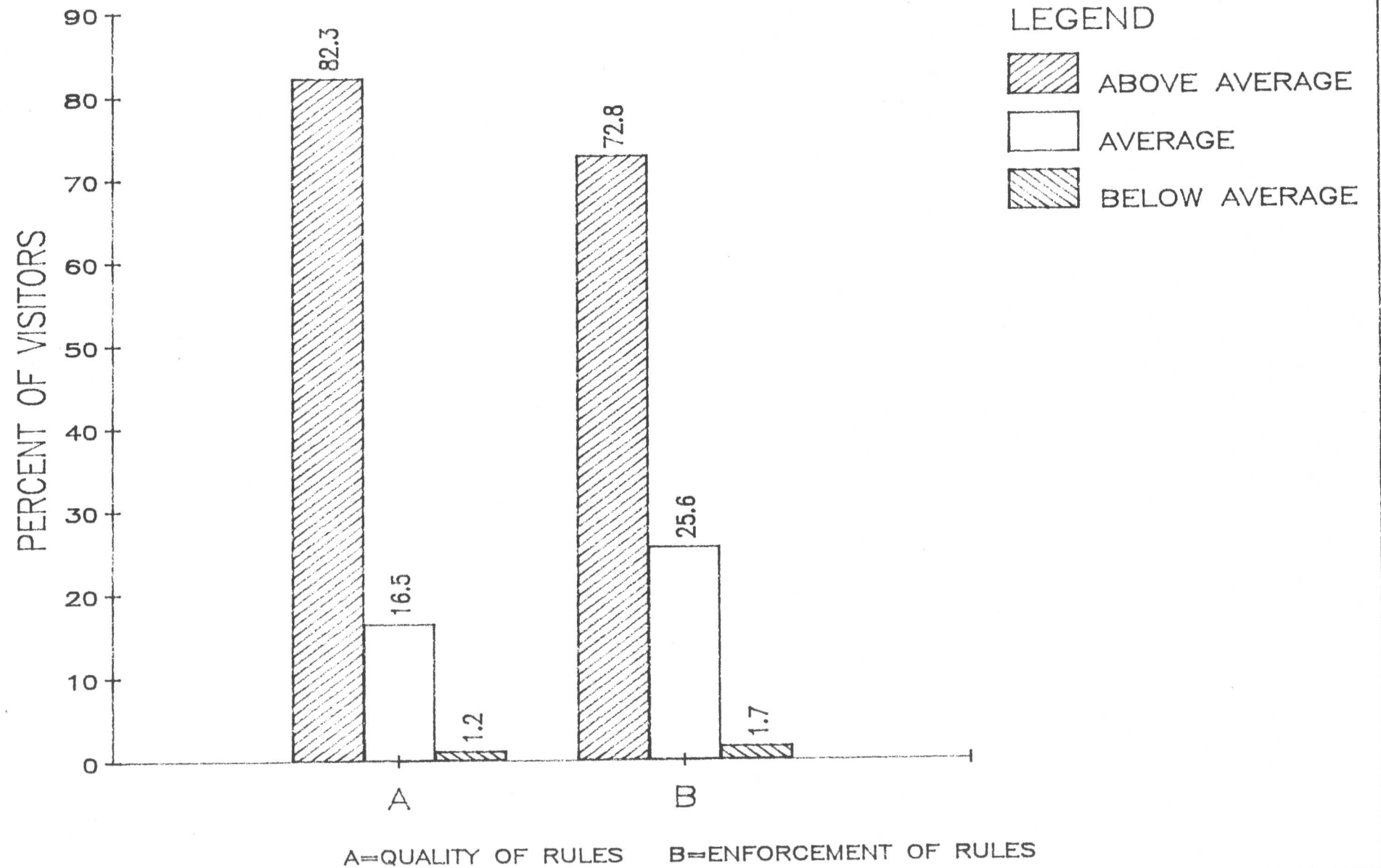


Figure 14
CROWDING PERCEPTIONS

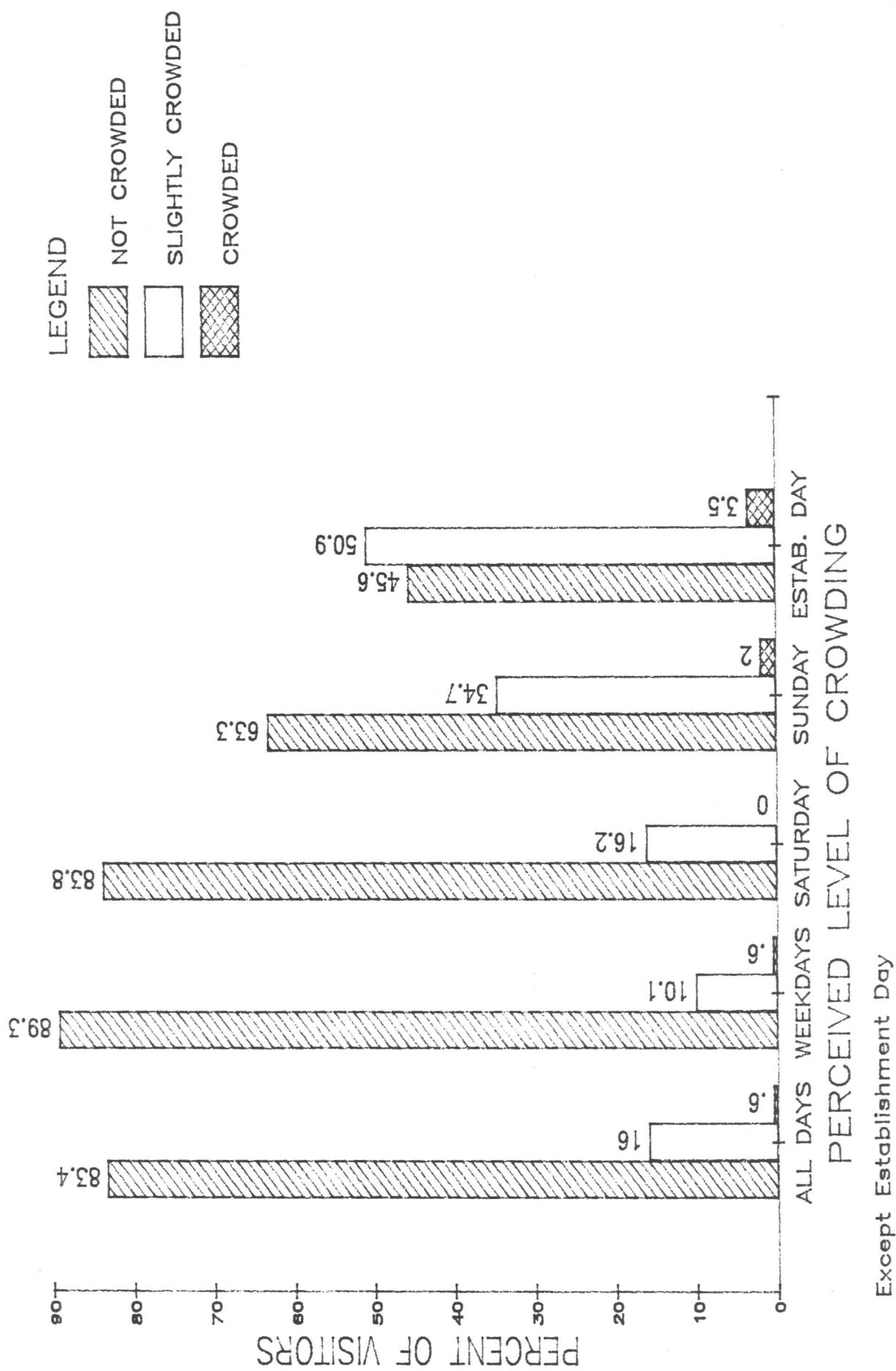


Figure 15
HOPEWELL FURNACE AND FRENCH CREEK STATE PARK VISITATION
(Excluding Establishment Day data)

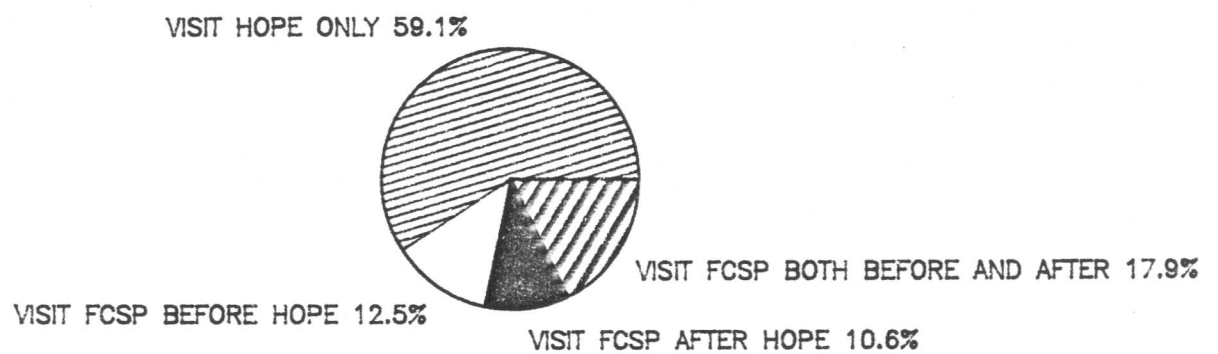


Figure 16
TOTAL NUMBER OF VISITS TO HOPEWELL FURNACE
ESTABLISHMENT DAY VISITORS

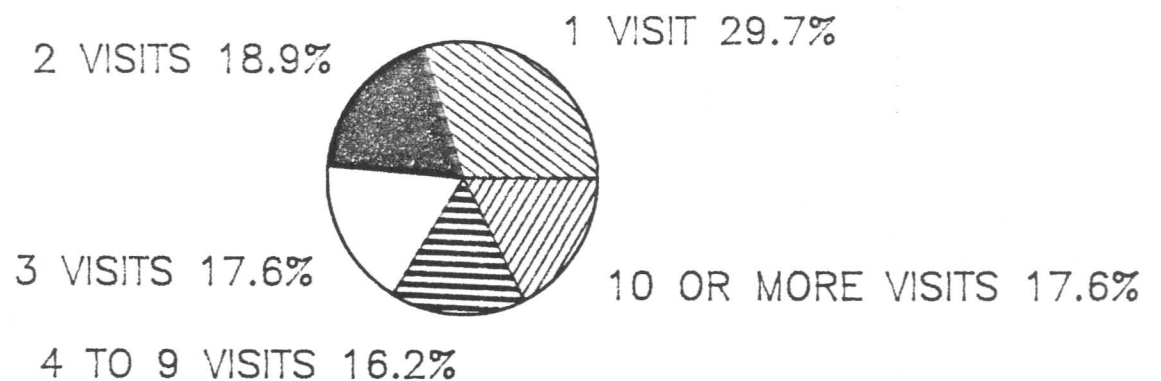
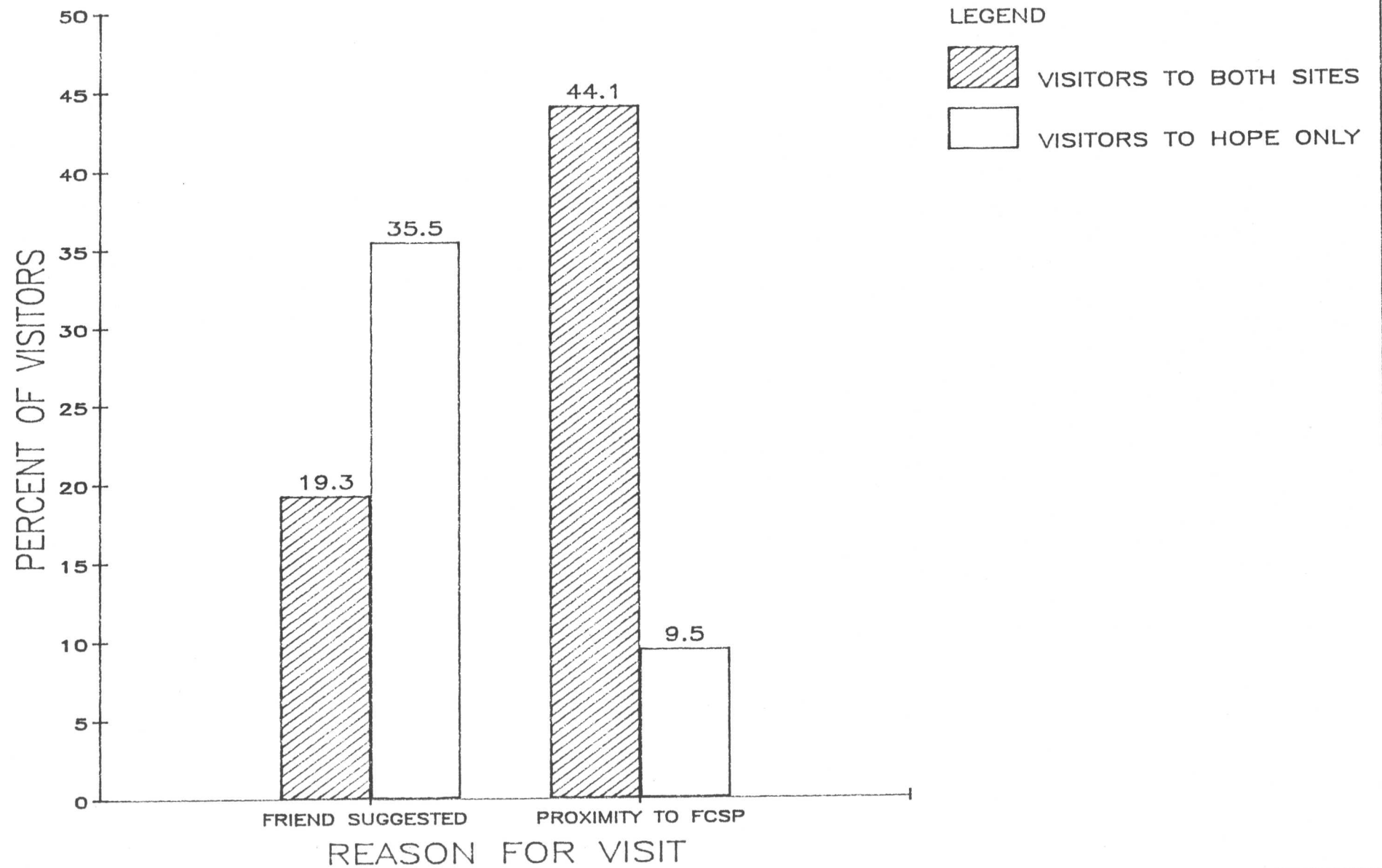


Figure 17
REASONS FOR VISITING HOPEWELL FURNACE NHS
(Excluding Establishment Day data)



HOPEWELL FURNACE VISITOR SURVEY

1. Including yourself, how many people are there in your group today? _____

Of this total number . . .

- . . . how many are adult (18 or older) males _____
. . . how many are adult (18 or older) females _____
. . . how many are children (17 or younger) _____

2. Is this your first visit to Hopewell Furnace? YES NO

If NO, about how many times have you visited Hopewell Furnace (including this trip)? _____

3. What is your overall reaction to Hopewell Furnace? (Please circle one letter)

Delighted	Pleased	Mostly Satisfied	Mixed	Mostly Dissatisfied	Unhappy	Terrible
A	B	C	D	E	F	G

4. Have you ever visited French Creek State Park?

___ YES
___ NO (please go to question #9)

5. During visits to Hopewell Furnace, how often do you also visit French Creek State Park?

___ never have visited
___ occasionally visit
___ often visit

6. If the trails between Hopewell Furnace and French Creek State Park were closed, would you have (check one response)

___ gone to French Creek State Park by car instead of coming to Hopewell Furnace
___ visited French Creek State Park by car after visiting Hopewell Furnace
___ probably not visited French Creek State Park at all

7. Before coming to Hopewell Furnace today, did you visit French Creek State Park? YES NO

8. After visiting Hopewell Furnace today, do you plan to also visit French Creek State Park? YES NO

9. Where is your car parked while you are at Hopewell Furnace?

___ a. in the Hopewell Furnace visitor center parking lot
___ b. at French Creek State Park
___ c. other -- please specify: _____

10. Why did you decide to visit Hopewell Furnace? (check all that apply)

- ☐ a. a friend suggested the visit
- ☐ b. advertising
- ☐ c. for the historical significance
- ☐ d. for the educational experience
- ☐ e. proximity to French Creek State Park
- ☐ f. my spouse (or children) wanted to see it
- ☐ g. other -- please specify: _____

11. What part of your visit to Hopewell Furnace did you like best? Please RANK your top three (3) activities; with 1 being the item you liked best.

- ☐ a. going through the historic buildings
- ☐ b. going to the visitor center
- ☐ c. walking the grounds
- ☐ d. taking a guided tour
- ☐ e. listening to the living history program put on by the park staff
- ☐ f. picnicking
- ☐ g. Other -- please specify: _____

12. For each of the following items, please describe Hopewell Furnace by circling the number which best represents your impressions of the site.

clean 1	2	average 3	4	dirty 5
attractive 1	2	average 3	4	unattractive 5
boring 1	2	average 3	4	interesting 5
crowded 1	2	average 3	4	not crowded 5
pleasant 1	2	average 3	4	unpleasant 5
enough restrooms 1	2	average 3	4	too few restrooms 5
easy to walk around 1	2	average 3	4	difficult to walk around 5

13. The following items will help us understand your reactions to Hopewell Furnace. Please circle one response for each of the following items:

	Poor	Below Average	Average	Above Average	Excellent
a. Your first impression	1	2	3	4	5
b. Cleanliness of the historic site	1	2	3	4	5
c. Cleanliness of other facilities	1	2	3	4	5
d. Upkeep of the historic site	1	2	3	4	5
e. Availability of information	1	2	3	4	5
f. Recreation opportunities	1	2	3	4	5
g. Adequacy of parking facilities	1	2	3	4	5
h. Good rules and regulations	1	2	3	4	5
i. Enforcement of rules/regulations	1	2	3	4	5
j. Employees' helpfulness	1	2	3	4	5
k. Employees' knowledge	1	2	3	4	5
l. Employees' attitudes toward visitors	1	2	3	4	5
m. If you were to recommend Hopewell Furnace to a friend the recommendation would be	1	2	3	4	5

14. Which of the following threats to the park did you notice while at Hopewell Furnace? (Check all that apply)
- ☐ a. poor maintenance of buildings and grounds
 - ☐ b. overcrowding
 - ☐ c. destruction of historic sites
 - ☐ d. inappropriate visitor actions -- PLEASE SPECIFY: _____
 - ☐ e. inadequate informational materials
 - ☐ f. other -- please specify: _____
15. Was there anything which bothered you during your visit to Hopewell Furnace? _____
16. If you could improve anything about your visit to Hopewell Furnace, what would you do? _____
17. In what city and state do you currently live?
- City _____
- State _____
- Country _____

IF YOU ARE A VISITOR TO THE HOPEWELL AREA PLEASE ANSWER THE REMAINING QUESTIONS.

18. How long are you planning to spend in the Hopewell area?
(Check one)
☐ just today
☐ 2-3 days
☐ more than 3 days
19. Which of the following statements best represents your impression of the Hopewell Furnace area as a residence?
(Check one)
☐ I would like to live in this area.
☐ I would not mind living in this area.
☐ I would not want to live in this area.
20. What is your primary reason for coming to the Hopewell area?
(Check one)
☐ a. visiting friends or relatives
☐ b. business trip
☐ c. with tour group
☐ d. visiting the area shopping outlets
☐ e. visiting Hopewell Furnace
☐ f. visiting French Creek State Park
☐ g. sightseeing in the countryside/visiting small local communities
☐ h. other -- please specify: _____
21. What else will you do before leaving the Hopewell area?
(Check all that apply)
☐ a. visit shopping outlets
☐ b. visit French Creek State Park
☐ c. visit friends or relatives
☐ d. sightsee in the countryside/visit small local communities
☐ e. other -- please specify: _____
22. Will you visit any other National Parks while on this trip?
YES NO

If YES, which ones? _____

23. Do you have any comments about your visit to the Hopewell area which you wish to share? _____

THANK YOU FOR YOUR HELP ON THIS PROJECT!

The future of our National Parks and Historic Sites depends on the support of visitors, like yourself, who are willing to give their time to help us provide better service. Again, thank you.

