



Lowell National Historical Park

Visitor Study Summer 1997

Report 100
Visitor Services Project
Cooperative Park Studies Unit



Lowell National Historical Park

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Chris Wall

**Visitor Services Project
Report 100**

March 1998

Chris Wall is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff of Lowell National Historical Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Lowell National Historical Park Report Summary

- This report describes the results of a visitor study at Lowell National Historical Park during August 3-9, 1997. A total of 560 questionnaires were distributed to visitors. Visitors returned 471 questionnaires for an 84% response rate.
- This report profiles Lowell National Historical Park visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty-nine percent of the visitor groups were family groups. Forty-four percent of visitor groups were groups of two. Forty percent of visitors were aged 36-55.
- Seventy-two percent of visitors were making their first visit to Lowell National Historical Park of the past five years. Sixty-two percent of visitor groups spent from two to four hours at the park.
- International visitors (6% of total visitation) came from fourteen countries, including England (30%) and Canada (27%). United States visitors were from Massachusetts (43%), New Hampshire (10%), California (5%), New York (5%), 32 other states and the District of Columbia.
- On this visit, the most common activities were visiting the visitor center (86%), viewing exhibits (66%) and visiting the Boott Cotton Mills Museum (65%).
- Friends or relatives (38%), travel guides or tour books (22%), and previous visit(s) (21%) were the most used sources of information by visitor groups prior to their visit.
- Sixty-four percent of visitor groups indicated that learning about industrial history was a primary reason for visiting Lowell National Historic Park. Ninety-three percent of visitors felt they had a better understanding of the park's national significance as a result of their visit.
- Forty-eight percent of respondents said that Lowell National Historical Park was their primary destination, while 33% reported that it was one of several destinations. Nineteen percent responded that the park was not a planned destination.
- In regard to the use, importance, and quality of facilities, it is important to note the number of visitor groups that responded to each question. According to visitors, the services and facilities that were most commonly used were restrooms (81%), parking (75%), and the visitor center museum exhibit (69%). The most important facilities were the Boott Mill museum exhibit (95% of 252 respondents), the canal tour (93% of 182 respondents), and restrooms (92% of 324 respondents). The highest quality facilities were the Boott Mills museum exhibit (95% of 245 respondents), restrooms (92% of 320 respondents) and the canal tour (92% of 177 respondents).
- Most visitors (77%) felt safe during their visit to the park. Those who did not feel safe listed a number of reasons for feeling unsafe, including dangerous looking people, groups of teens hanging around and walking through a rundown area.
- Fifty-six percent of visitor groups spent from \$1 to \$50 on lodging, travel, food or "other" items such as souvenirs, film and gifts in Lowell, Massachusetts, while 19% spent no money in Lowell. Of the total expenditures by groups, 39% was for food and 20% was for lodging. The average visitor group expenditure during this visit was \$45; the average per capita expenditure was \$23.
- Seventy-six percent of visitors felt the \$4 fee for the Boot Cotton Mills Museum was about right and 80% said that the \$4 fee for the canal boat tour was about right.
- Ninety-seven percent of visitor groups rated the overall quality of visitor services at Lowell National Historical Park as "very good" or "good." No groups rated services as "very poor."
- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.

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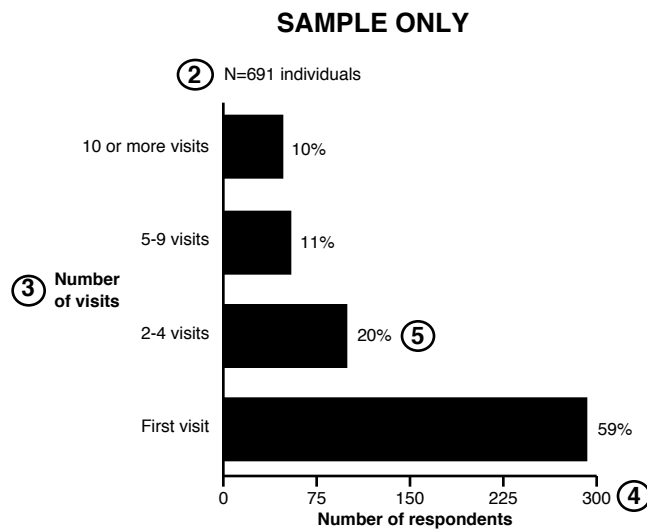
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INTRODUCTION

This report describes the results of a study of visitors at Lowell National Historical Park. This visitor study was conducted August 3-9, 1997 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A **Methods** section discusses the procedures and limitations of the study. A **Results** section follows, including a summary of visitor comments. Next, an **Additional Analysis** page helps managers request additional analyses. The final section has a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Lowell National Historical Park during the period from August 3-9, 1997. Visitors were sampled as they arrived at the park visitor center and at the Boot Cotton Mills Museum.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was given a questionnaire and was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 469 visitor groups, Figure 4 presents data for 1,322 individuals. A note above each graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although 471 questionnaires were returned by Lowell National Historical Park visitors, Figure 1 shows data for only 469 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Like all surveys, this study has limitations which should be considered when interpreting the results.

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 3-9, 1997. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

RESULTS

Visitors contacted

At Lowell National Historical Park, 604 visitor groups were contacted, and 560 of these groups (93%) accepted questionnaires. Questionnaires were completed and returned by 471 visitor groups, resulting in an 84% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors contacted with that from those who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	548	49.5	448	50.5
Group size	560	3.7	469	3.9

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 205 people. Forty-four percent of visitor groups consisted of two people, while another 32% were groups of three or four people. Thirty-one percent of visitor groups were made up of families without children, 28% were made up of families with children and 16% were made up of friends (see Figure 2). Groups listing themselves as "other" for group type included adult family members and school trips. Five percent of the visitor groups at Lowell National Historical Park were guided tour or educational groups (see Figure 3). The most commonly listed guided tour or educational group names were canal tour, Springfield College class, Rhode Island College class and Roseland Cottage Museum volunteers (see Table 2).

As is shown by Figure 4, nearly a third of visitors (31%) were in the 46-60 age group, while 22% of the visitors were in the 31-45 age group. Nineteen percent were aged fifteen or younger. As is shown by Figure 5, 57% of visitors were female and 43% were male. Thirty-five percent of visitors listed graduate school as the highest level of education while 32% listed bachelor's degree (see Figure 6).

As is shown by Figure 7, 94% of visitor groups indicated that English was the group's primary language. Of those groups that listed another language as their primary language, the most commonly listed languages were French, German and Spanish (see Table 3).

Seventy-eight percent of visitors were making their first visit to the park during the past 12 months (see Figure 8) while 72% of visitors were making their first visit to the park of the past five years (see Figure 9).

International visitors (6% of total visitation) came from England (30%), Canada (27%), Germany (9%), Italy (8%) and ten other countries (see Table 4). The largest proportions of United States visitors were from Massachusetts (43%), New Hampshire (10%), California (5%) and New York (5%). Smaller proportions of U.S. visitors came from another thirty-two states and the District of Columbia (see Map 1 and Table 5).

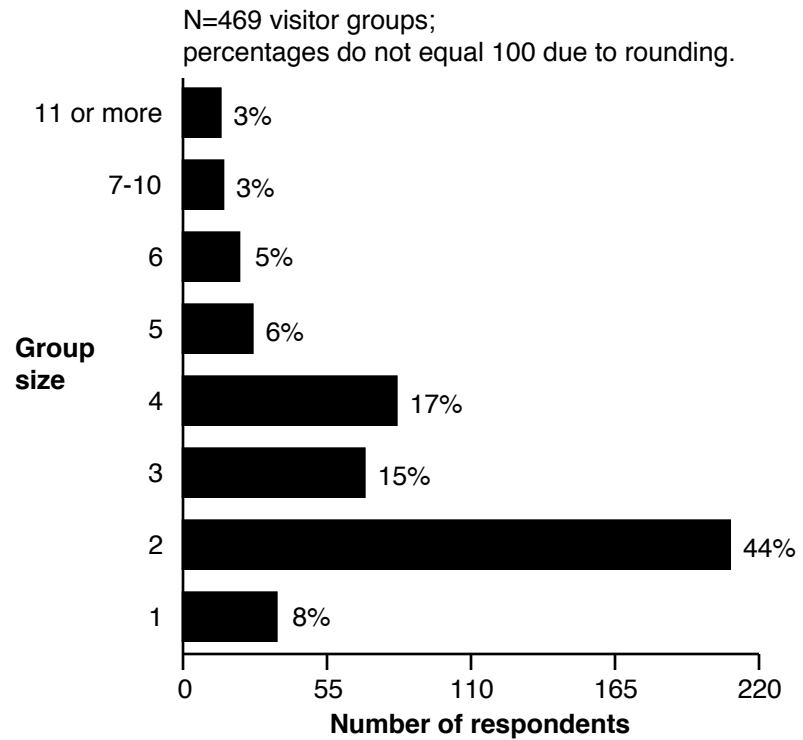


Figure 1: Visitor group sizes

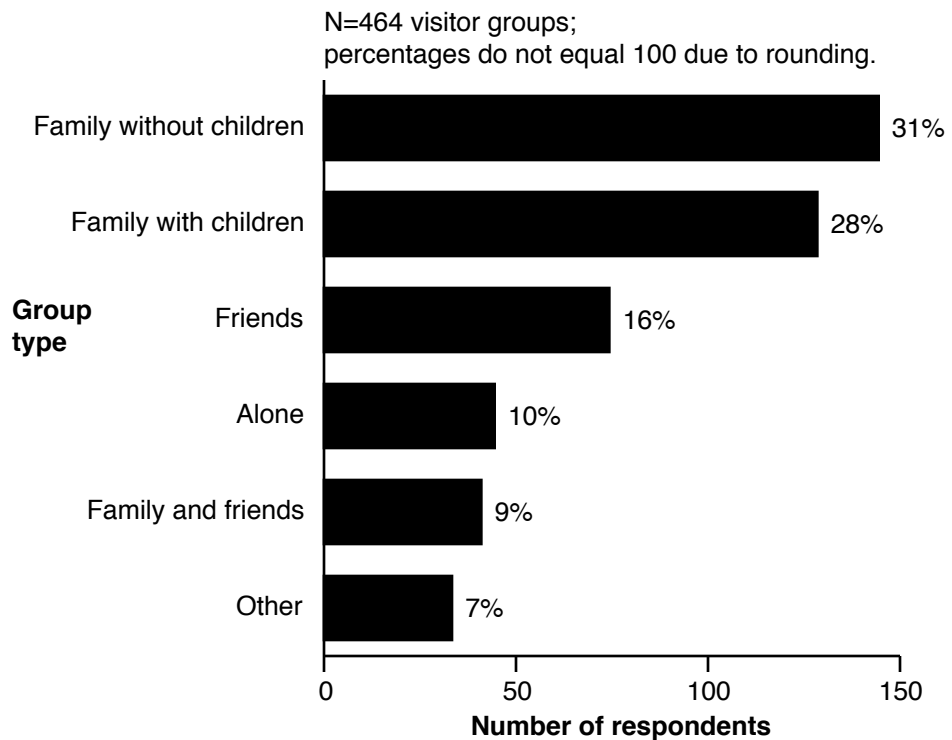


Figure 2: Visitor group types

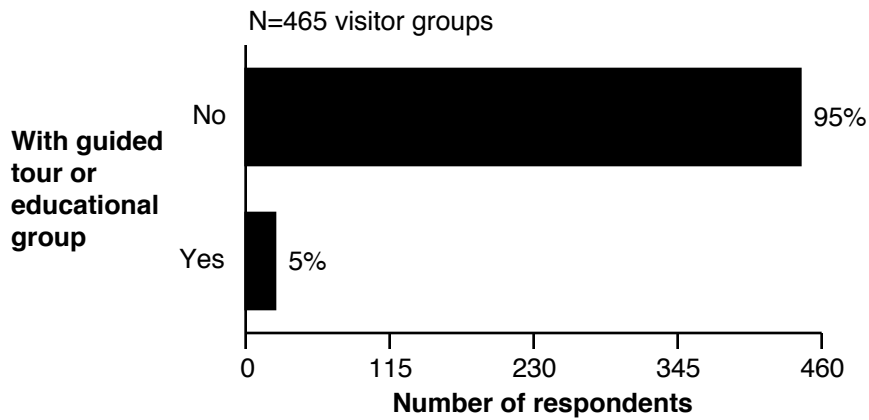


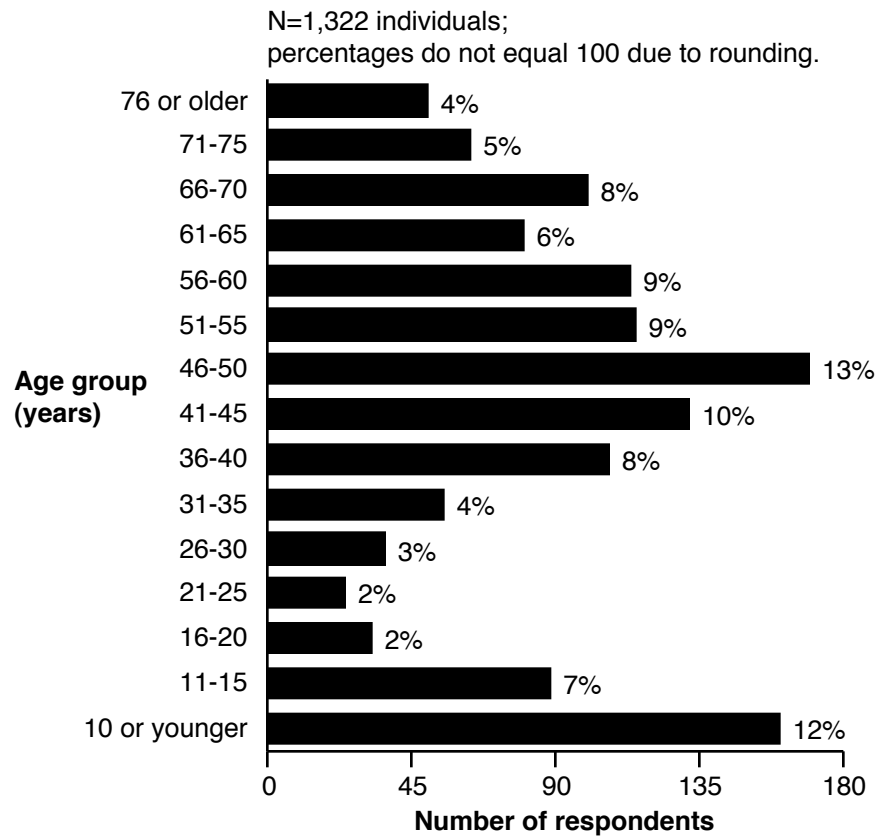
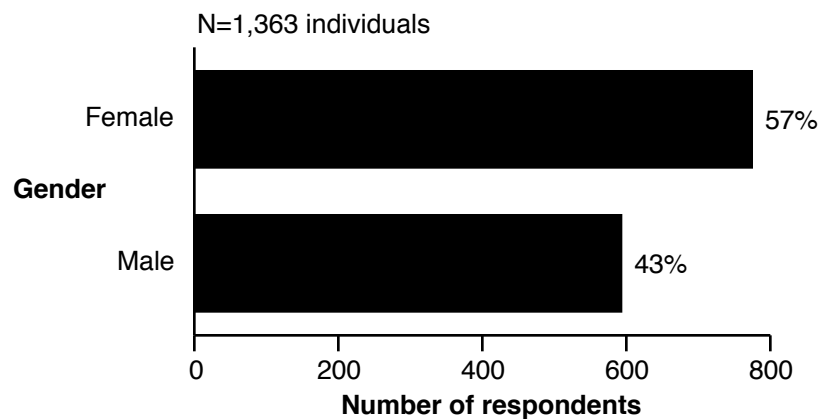
Figure 3: With guided tour or educational group?

Table 2: Guided tour or educational groups

N=19 comments

CAUTION!

Comment	Number of times mentioned
Canal tour	7
Springfield College class trip	2
Rhode Island College class trip	2
Roseland Cottage Museum volunteers	2
Upward Bound summer program	1
Child Development Programs of Cape Ann	1
Summer camp group	1
North Suburban YMCA camp	1
Cambodian tour guide training group	1

**Figure 4: Visitor ages****Figure 5: Gender**

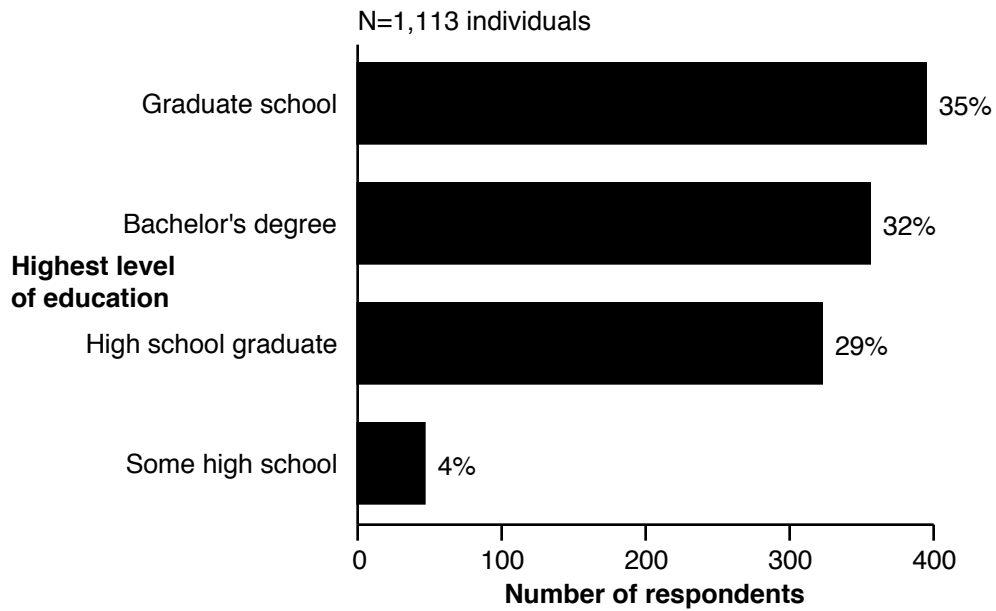


Figure 6: Education level

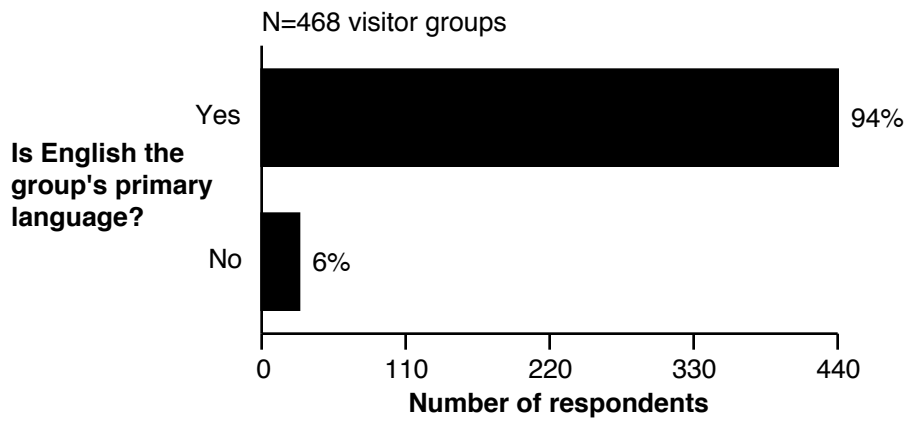


Figure 7: Is English the group's primary language?

Table 3: Non-English primary languages for groups
N=23 comments

CAUTION!

Comment	Number of times mentioned
French	5
German	4
Spanish	3
Dutch	2
Korean	2
American sign language	1
Chinese	1
English	1
Hindi	1
Italian	1
Japanese	1
Russian	1

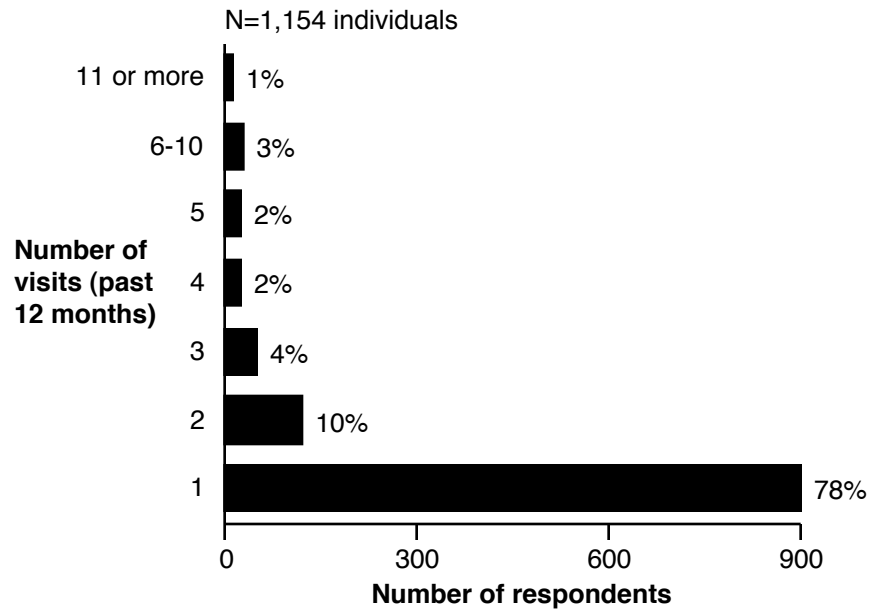


Figure 8: Number of visits to Lowell National Historical Park (past 12 months)

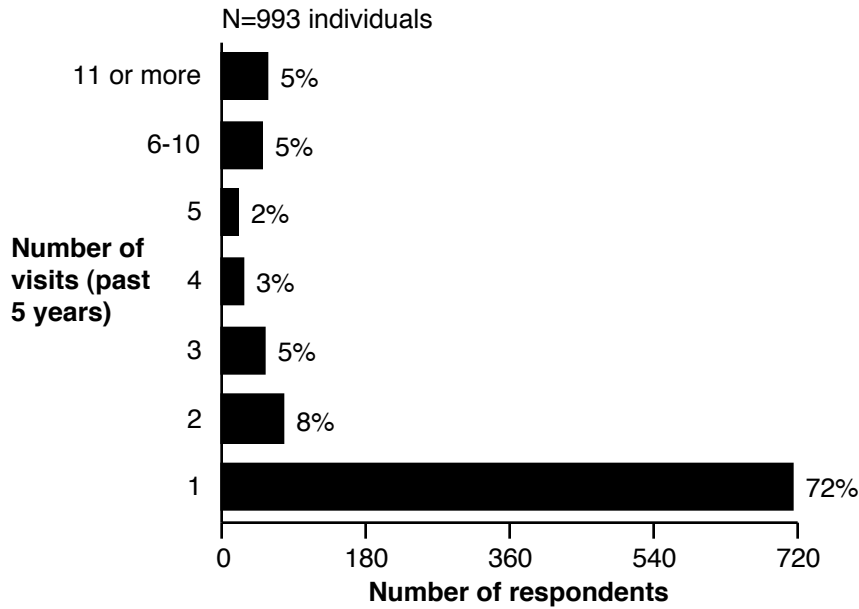
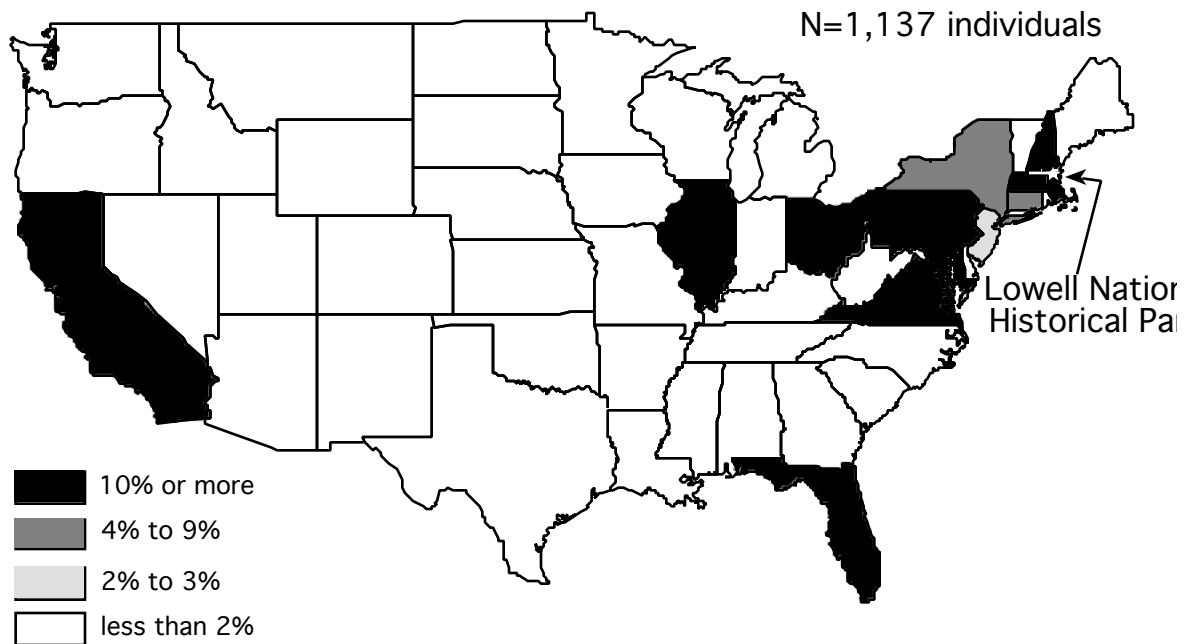


Figure 9: Number of visits to Lowell National Historical Park (past 5 years)

Table 4: International visitors by country of residence

N=77 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of Int'l visitors	Percent of total visitors
England	23	30	2
Canada	21	27	2
Germany	7	9	1
Italy	6	8	1
France	4	5	less than 1%
Australia	3	4	[
Hong Kong	3	4	
Ireland	2	3	
Japan	2	3	
Ukraine	2	3	
Holland	1	1	
Korea	1	1	
Pakistan	1	1	
Switzerland	1	1	



Map 1: Proportion of United States visitors by state of residence

Table 5: United States visitors by state of residence

N=1,137 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
Massachusetts	494	43	41
New Hampshire	109	10	9
California	57	5	5
New York	56	5	5
Connecticut	48	4	4
Pennsylvania	39	3	3
Maryland	37	3	3
Florida	28	3	2
New Jersey	26	2	2
Virginia	22	2	2
Ohio	19	2	2
Illinois	18	2	2
24 other states and Washington, D.C.	184	16	15

Visitor groups were asked how much time they had planned to spend at Lowell National Historical Park. Twenty-six percent of visitor groups planned to spend two hours at the park while 24% planned to spend three hours (see Figure 10). One-quarter of the groups had planned to spend five or more hours at the park. As is shown by Figure 11, 18% of the groups actually spent two hours and 26% spent three hours. Nearly a third of the groups (31%) actually spent five or more hours at the park.

Length of stay

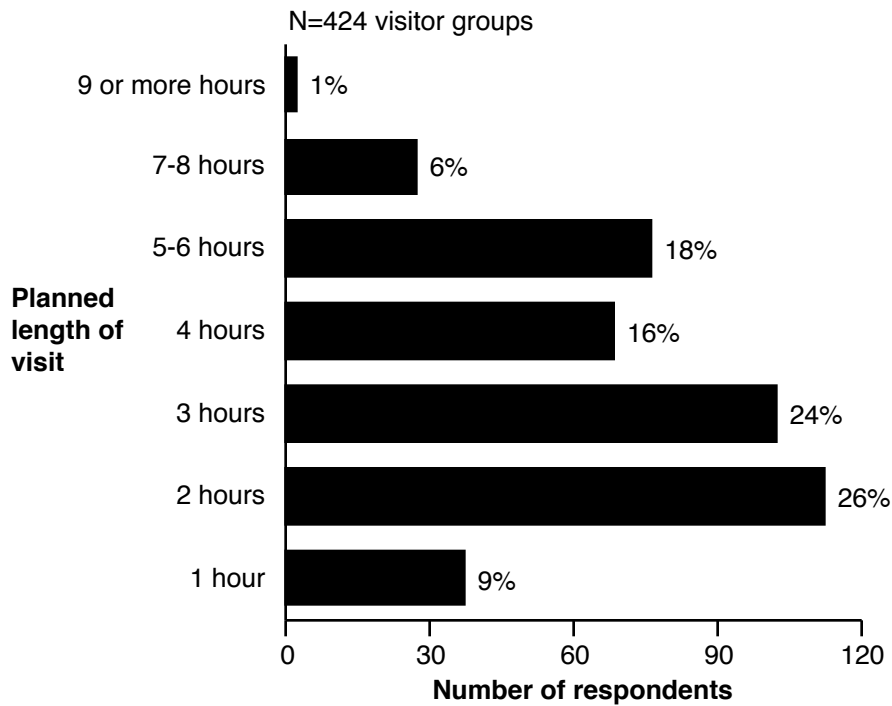


Figure 10: Number of hours groups planned to spend

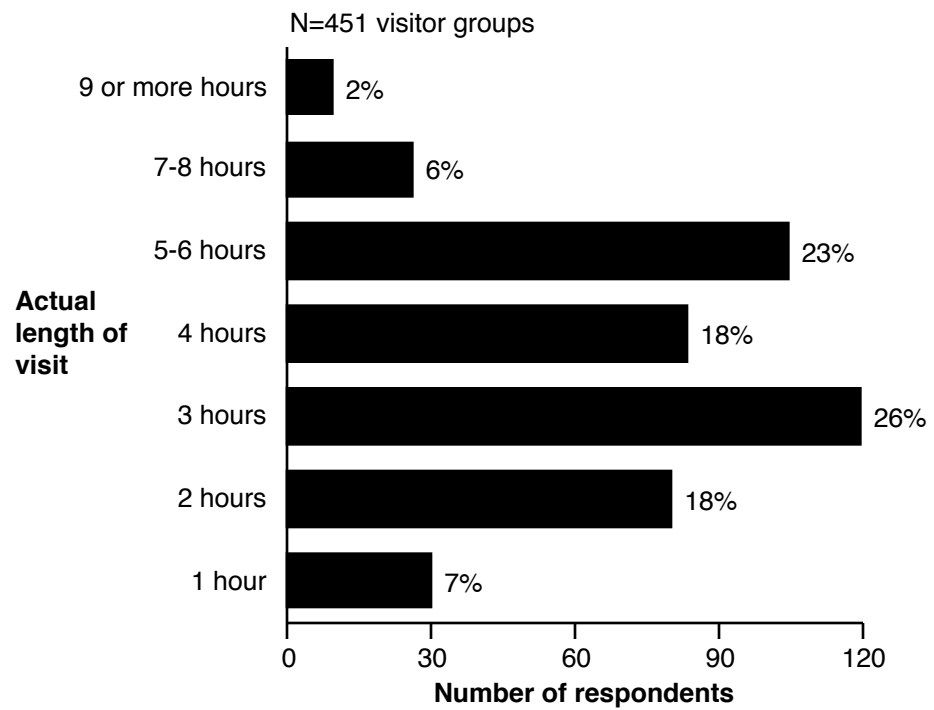


Figure 11: Number of hours groups actually spent

Figure 12 shows the percentages of visitor groups which participated in a variety of activities at Lowell National Historical Park. The most common activities were visiting the visitor center (86%), viewing exhibits (66%), and visiting the Boott Cotton Mills Museum (65%). Visitor groups participated in a number of "other" activities including taking the canal tour, riding the trolley and visiting the Boarding House Museum.

Activities

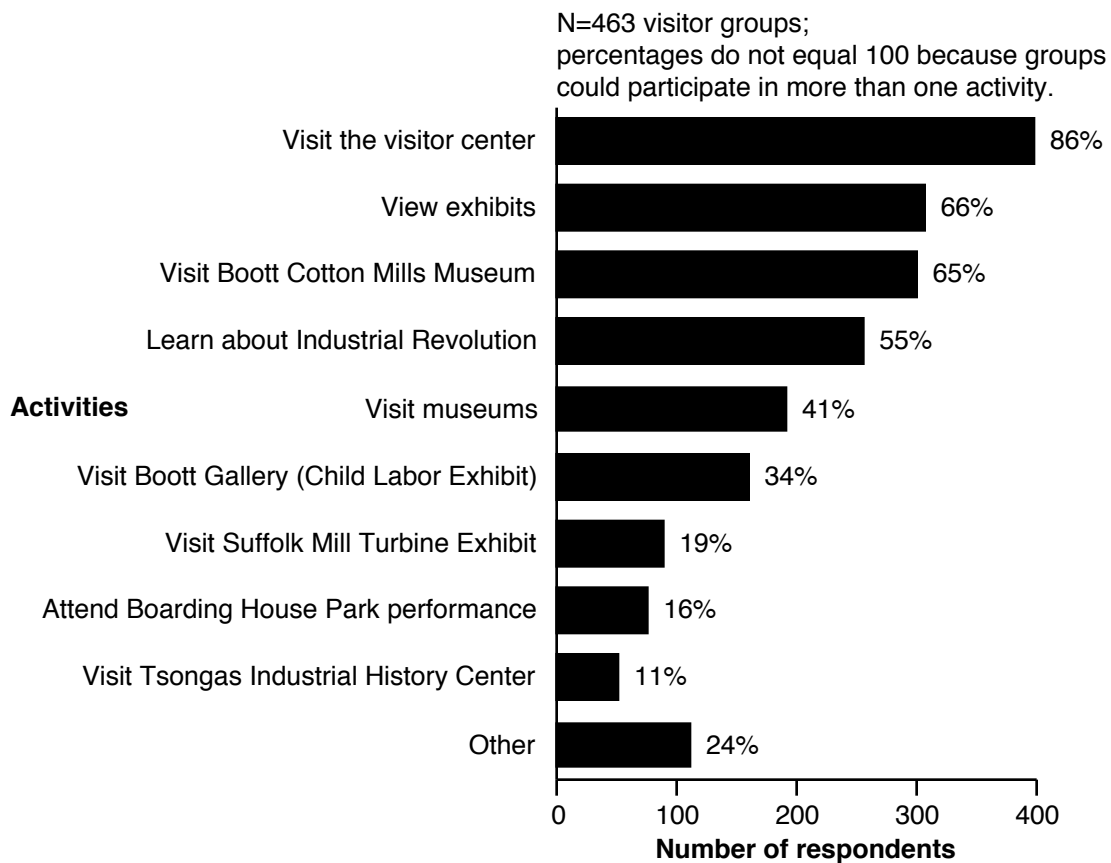


Figure 12: Visitor activities

Sources of information

Visitor groups were asked to indicate the sources from which they had received information about Lowell National Historical Park prior to their visit. Thirty-eight percent of visitor groups received information from friends or relatives, 22% received information from travel guides or tour books, and 21% received information during previous visits (see Figure 13). Ten percent of visitor groups received no information prior to their visits. Of those groups that listed a specific newspaper or magazine as a source of information, the most commonly mentioned publications were the Lowell Sun, the Boston Globe and the Nashua Telegraph. "Other" sources of information used by visitor groups included living or growing up nearby, brochures and books.

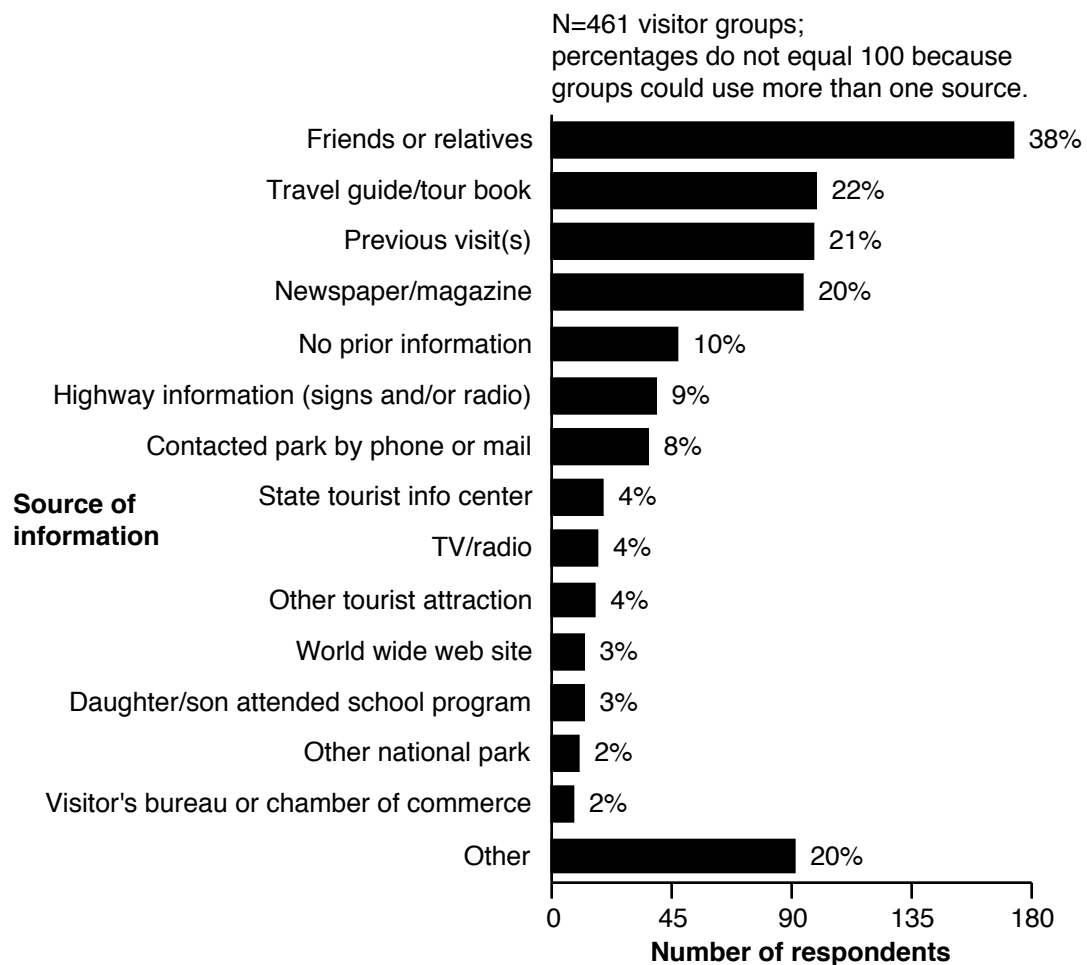


Figure 13: Sources of information used by visitors

Visitor groups were asked to list their reasons for visiting Lowell National Historical Park. As is shown by Figure 14, 64% of the groups wanted to learn about industrial history while 39% wanted learn about history in general. Groups listed a number of “other” reasons for visiting, including attending a performance or concert, visiting the quilt museum, taking a canal tour and riding the trolley.

Reasons for visiting

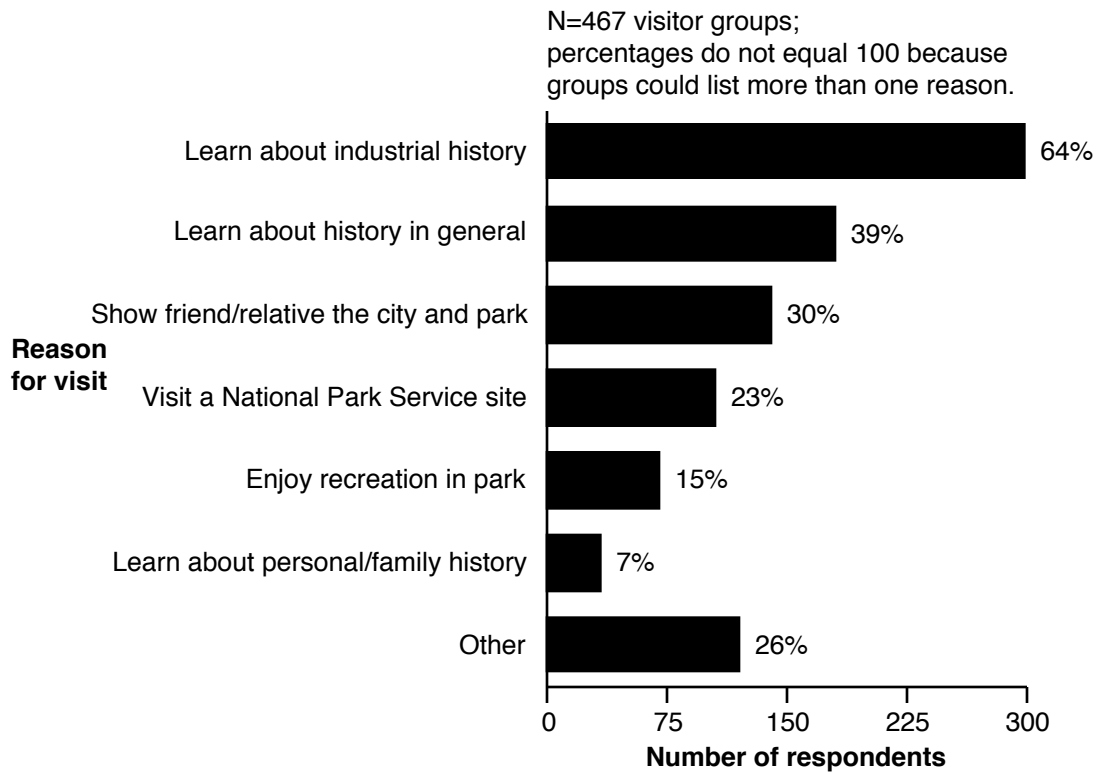


Figure 14: Reasons for visiting Lowell National Historical Park

Travel plans

Visitor groups were asked to indicate how their visit to Lowell National Historical Park had fit into their travel plans. As is shown by Figure 15, nearly half of the groups (48%) indicated that the park was the primary destination, while 33% of the groups said the visit was one of several destinations. The park was not a planned destination for 19% of the groups.

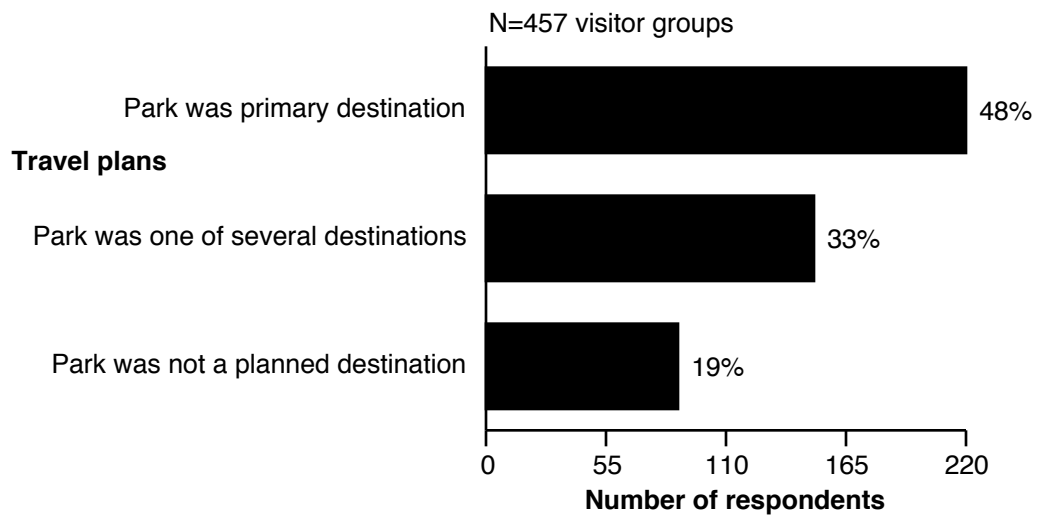


Figure 15: Travel plans

Visitor groups were asked to list the other places they visited during their visit to Lowell National Historical Park. As is shown by Figure 16, the most commonly visited places were the American Textile History Museum (34%), Boston, MA (33%) and the New England Quilt Museum (29%). For those groups that listed another National Park Service site visited, the most common sites were Saugus Iron Works National Historic Site and Minute Man National Historical Park. Groups listed a number of "other" places visited, including Salem, MA, Gloucester, MA, Plymouth, MA and Rockport, MA.

Other places visited

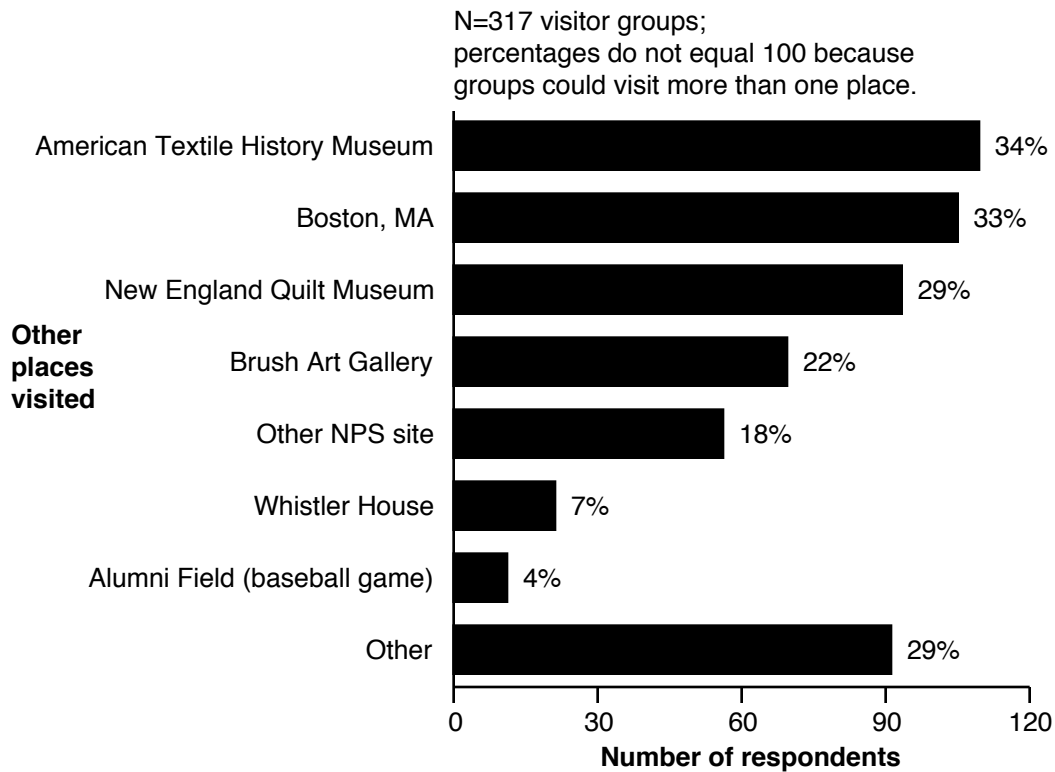


Figure 16: Other places visited

Difficulty locating park

Visitor groups were asked whether they had had any difficulty locating Lowell National Historical Park. A large majority of visitor groups (92%) had no trouble locating the park (see Figure 17). Those groups that did have trouble (8%) were asked to list the specific problems they had encountered. The most common problems were not enough signs from highway, lack of signs and poorly placed signs (see table 6).

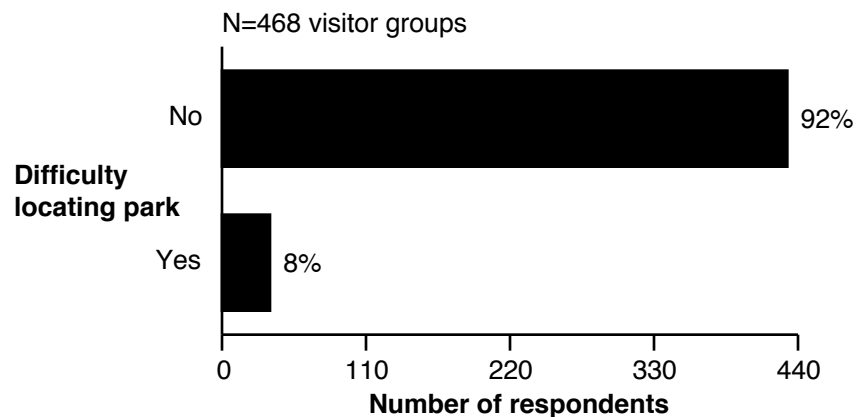


Figure 17: Difficulty locating park

Table 6: Reasons for difficulty locating park

N=41 comments;
several visitors made more than one comment.

Comment	Number of times mentioned
Not enough signs from highway	14
Lack of signs	7
Poorly placed signs	4
Poor/no signs on 495	3
Confusing street pattern/city traffic	3
Poor map	2
Should be signs for Boardinghouse Park	2
Other comments	6

Visitor groups were asked whether they had had any difficulty finding their way around the park during their visit. As is shown by Figure 18, most visitor groups (94%) had no trouble finding their way around the park. Those groups that did have difficulty were asked to list the specific problems they encountered. The most commonly listed problems were a need to improve initial orientation to park, a lack of signs, and lack of street markers for those who walk.

Difficulty finding way around park

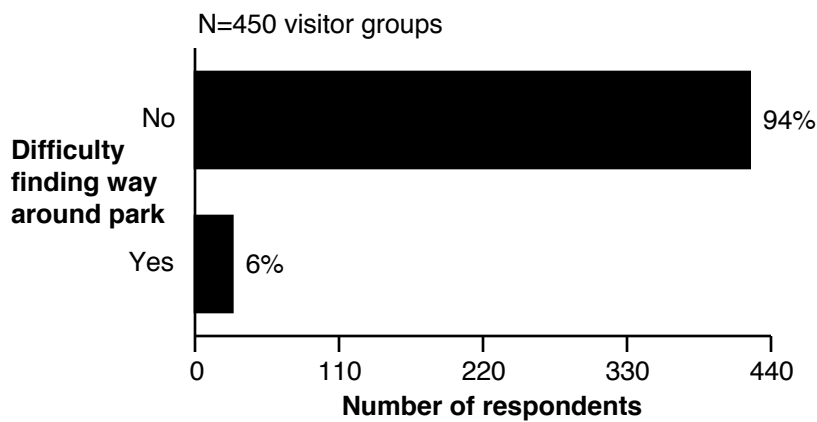


Figure 18: Difficulty finding way around park

Table 7: Reasons for difficulty finding way around park

N=40 comments;
several visitors made more than one comment.

Comment	Number of times mentioned
Initial orientation could be improved	5
Should be more signs in area	4
More street markers for those who walk	4
Hard to get bearings from map	4
Poor street signs	4
Entrance to building not clear	3
Trouble finding Boott Cotton Mills	3
Put up "you are here" maps	3
NPS map should show more of Lowell	2
Trouble finding Suffolk Mill	2
Trouble finding Boardinghouse exhibit	2
Directions are unclear	2
Other comments	2

Interpretive program preferences

Visitor groups were asked what types of interpretive programs they would like to have available on a future visit to the park. Sixty-one percent of visitor groups are interested in textile demonstrations, 59% are interested in canal-related programs and 46% would like to see craft demonstrations (see Figure 19). Groups listed a number of "other" types of programs, including hands-on activities such as carding and weaving, information about day-to-day life of workers and families, and audio-visual tours or presentations.

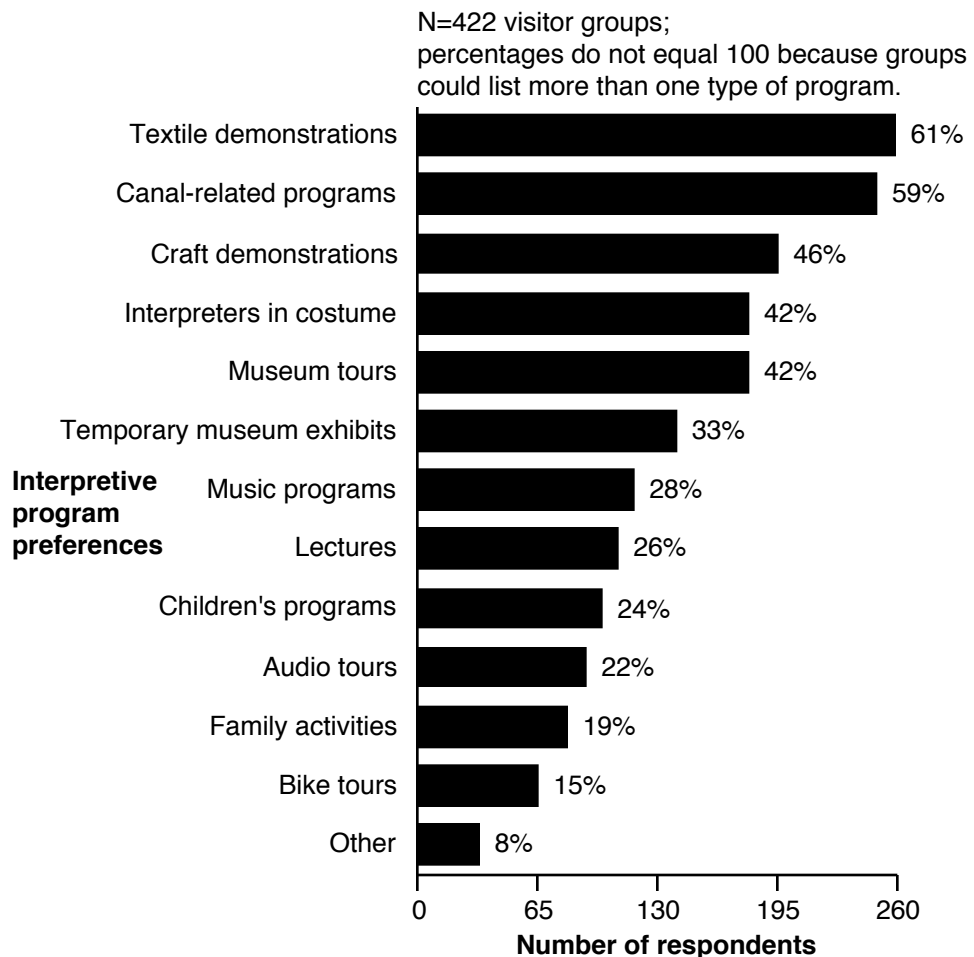


Figure 19: Interpretive program preferences

Visitor groups were asked whether they had a better understanding of the national significance of Lowell National Historical park as a result of their visit. As is shown by Figure 20, a large majority of visitor groups (93%) felt they had a better understanding of the park’s national significance.

Understanding of national significance

Visitor groups were also asked to list the most important information they learned about the park. The most commonly listed responses were information about the canal system, importance of site to industrial revolution and that the site was the birthplace of the American industrial revolution (see Table 8).

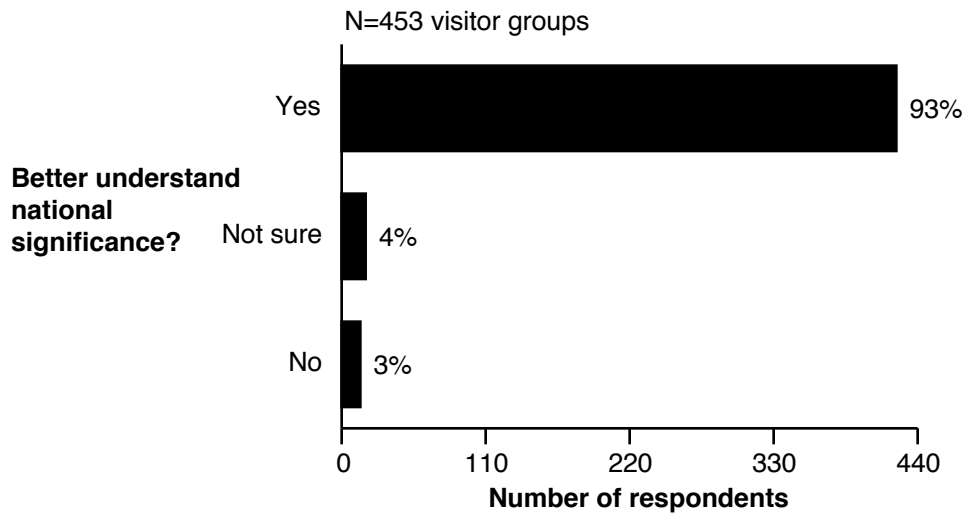


Figure 20: Better understand national significance?

Table 8: Most important information learned

N=448 comments;
several visitors made more than one comment.

Comment	Number of times mentioned
Canal system	40
Important site in industrial revolution	39
Birthplace of American industrial revolution	27
US industrial/labor history	26
History of industrial revolution	23
Large variety of displays and activities	20
Work conditions	19
What life was like for workers and families	19
Size and importance of local textile industry	18
History	16
Immigration and effect on industry	14
Development of mills	14
Textile manufacturing process	12
Social/political/economic factors leading to rise and fall of Lowell industry	12
History of textile manufacturing	11
Nice place to visit	11
Use of water power for mills	10
Early or first planned industrial community	8
Family history	7
Mill girls	6
History of child labor	6
Good job presenting information	6
Labor suffering versus business profits	5
Changing manufacturing technology	5
Role of women in textile industry	4
Amount of noise in mill rooms	4
Textile machinery	4
Hardships of mill girls	4
Ingenuity and vision of industrialists	4
Pride in Lowell	4
Role of women in labor/industrial history	3
Role of mill workers in women's rights	3
Socio-economic impacts of industrial revolution	3
Magnitude of industry	3
Cultural significance of Lowell	3
So many women wanted independence	3
Connection between past and present	3
Easily accessible	3
Good example of revitalization	3
It exists	3
How floodgate was used	2
Ties between textile industry and cotton/slavery culture	2
How mills were powered	2
Importance of legal rights of labor	2
Nothing really new	2
Replaced sending raw material back to UK	2
Other comments	8

Visitor groups were asked to note the park services and facilities they used during their visit to Lowell National Historical Park. As is shown by Figure 21, the services and facilities that were most commonly used by visitor groups were restrooms (81%), parking (75%), visitor center museum exhibit (69%) and the Boott Mills museum exhibit (63%). The least used service was handicapped access (5%).

Visitor services and facilities: use, importance and quality

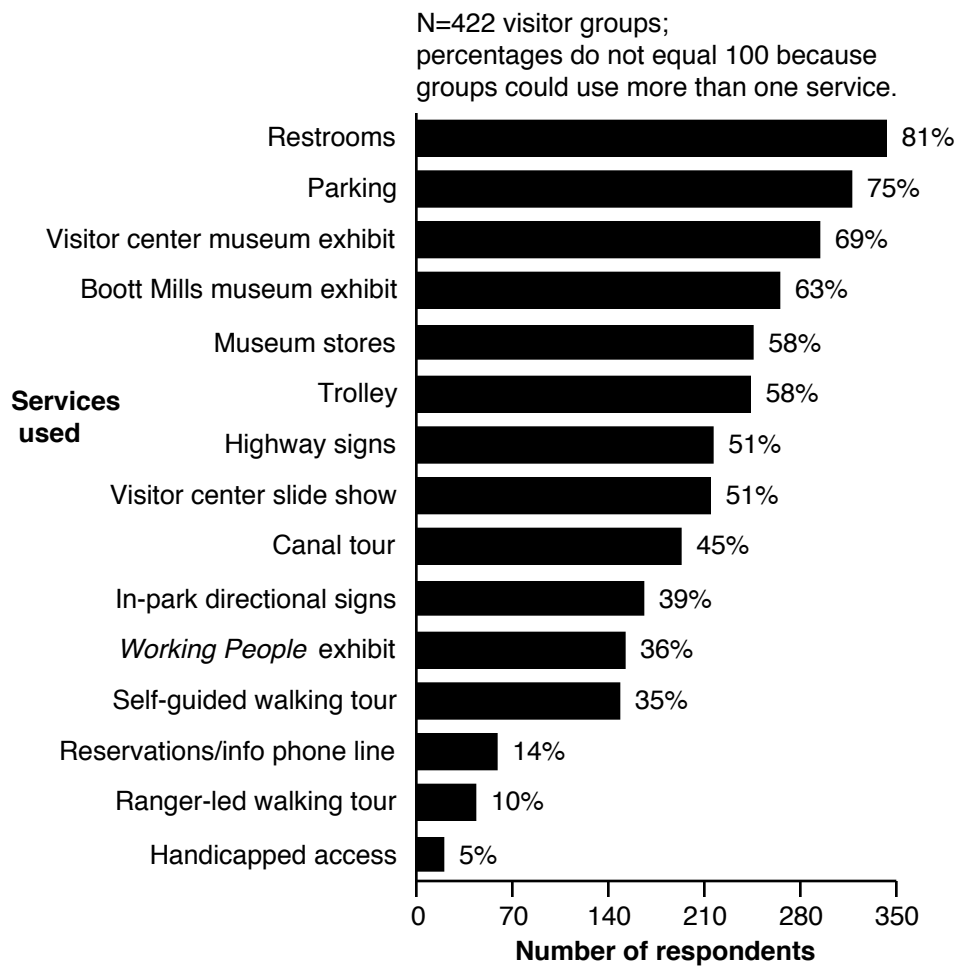


Figure 21: Services used

Visitor groups rated the importance and quality of each of the services they used. The following five point scales were used in the questionnaire:

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

Figure 22 shows the average importance and quality ratings for visitor services. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 22. All services were rated as above "average" both in importance and quality. It should be noted that handicapped access was not rated by enough people to provide reliable data.

Figures 23-37 show the importance ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "extremely important" or "very important" ratings included Boott Mills museum exhibit (95%), canal tour (93%) and restrooms (92%). The highest proportion of "not important" ratings was for museum stores (7%).

Figures 38-52 show the quality ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "very good" or "good" ratings included Boott Mills museum exhibit (95%), canal tour (92%) and restrooms (92%). The highest proportion of "very poor" ratings was for highway signs (5%).

Figure 53 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

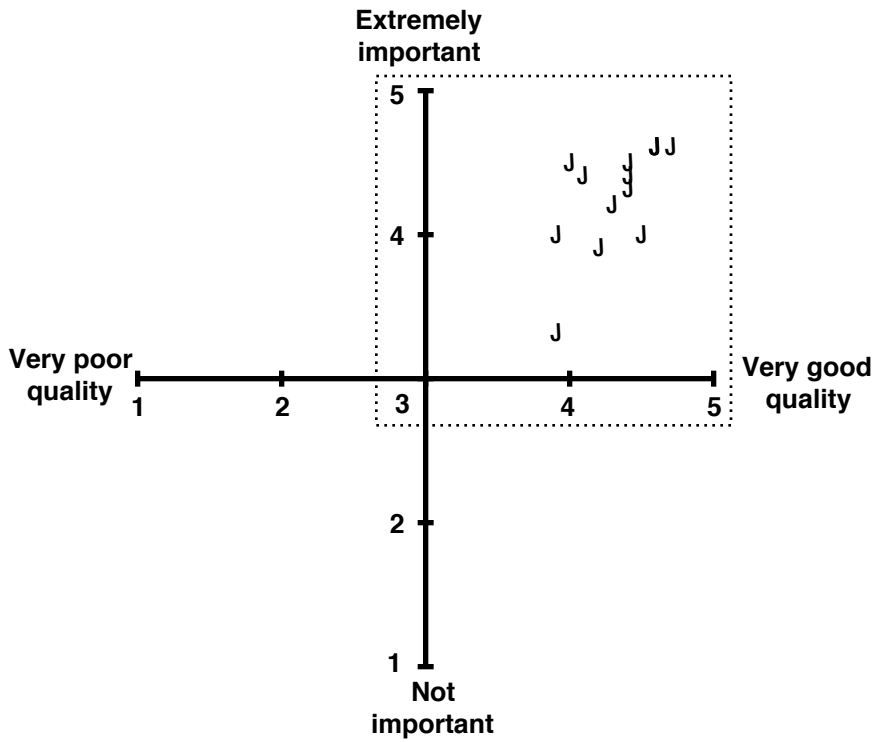


Figure 22: Average ratings of service importance and quality

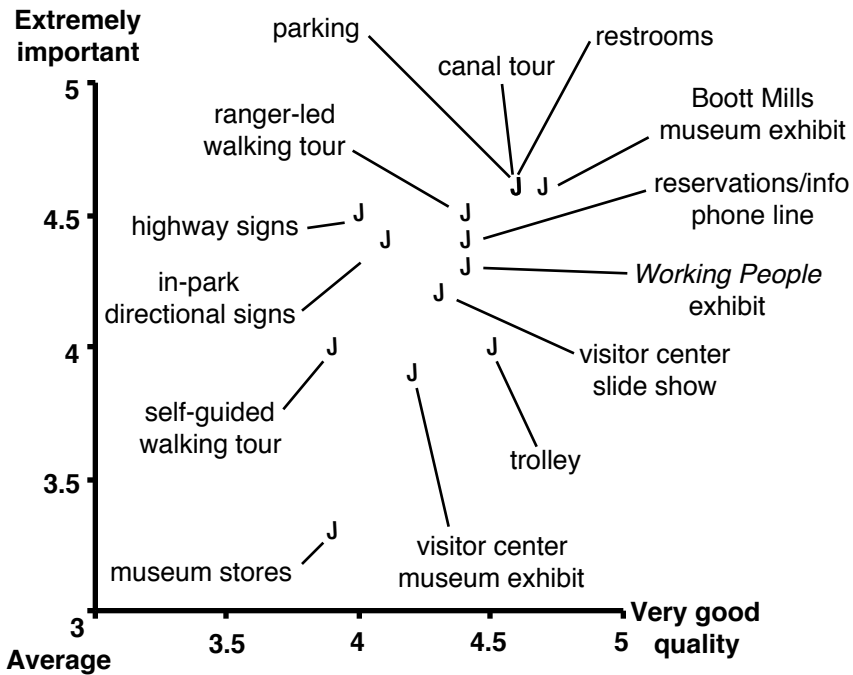


Figure 22: Detail

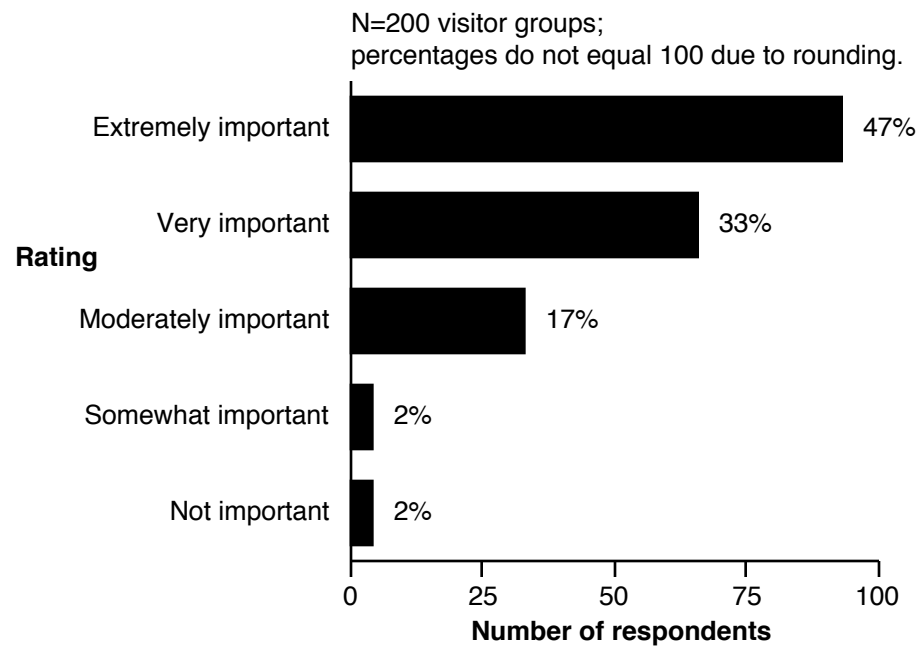


Figure 23: Importance of visitor center slide show

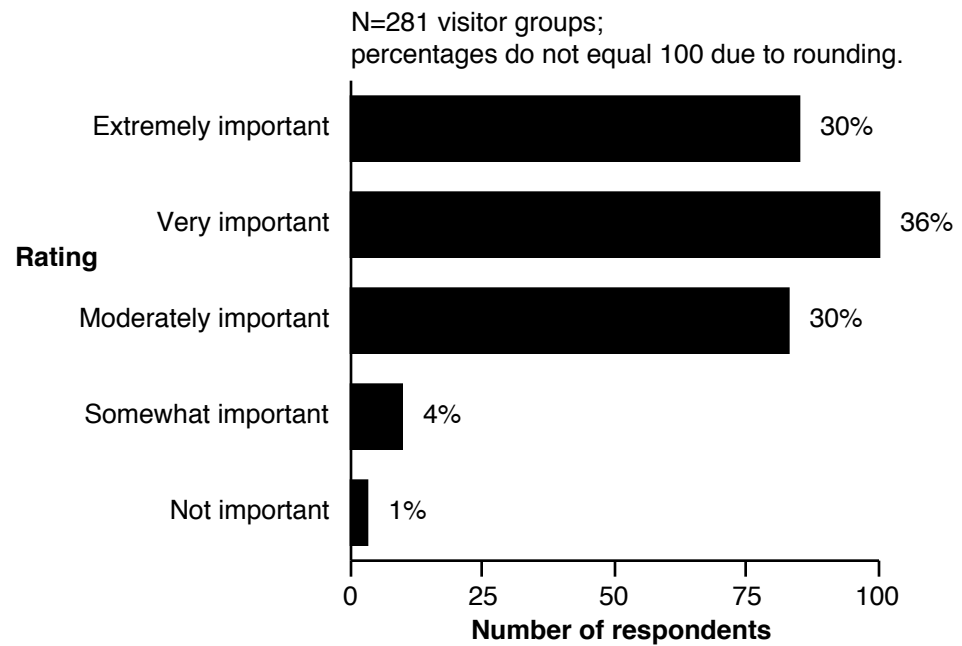


Figure 24: Importance of visitor center museum exhibit

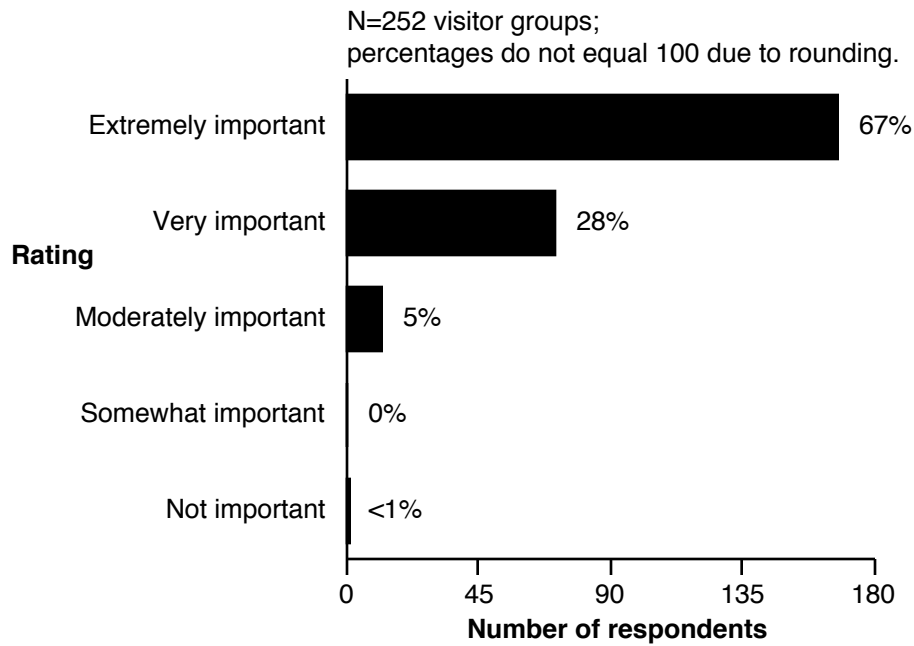


Figure 25: Importance of Boott Mills museum exhibit

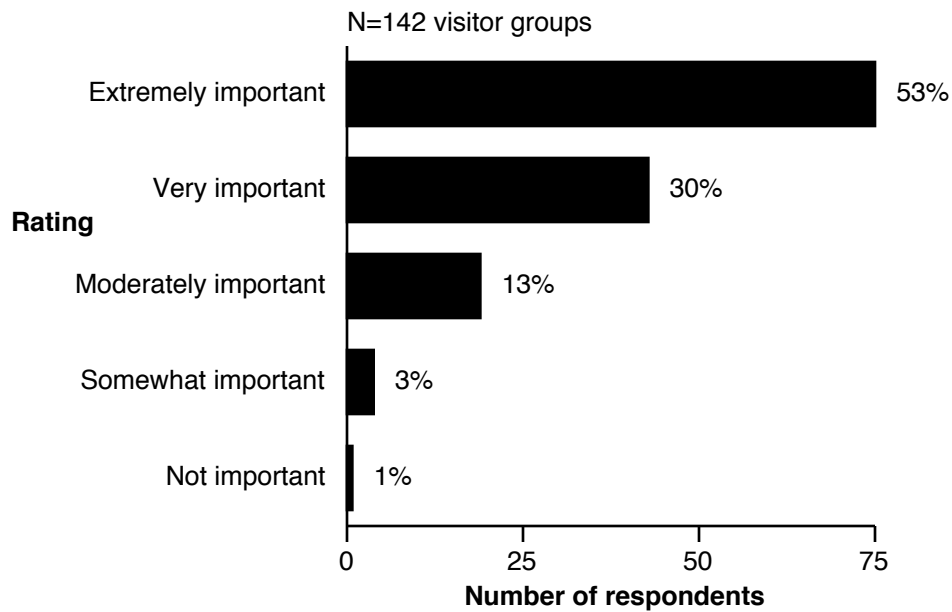


Figure 26: Importance of *Working People* exhibit

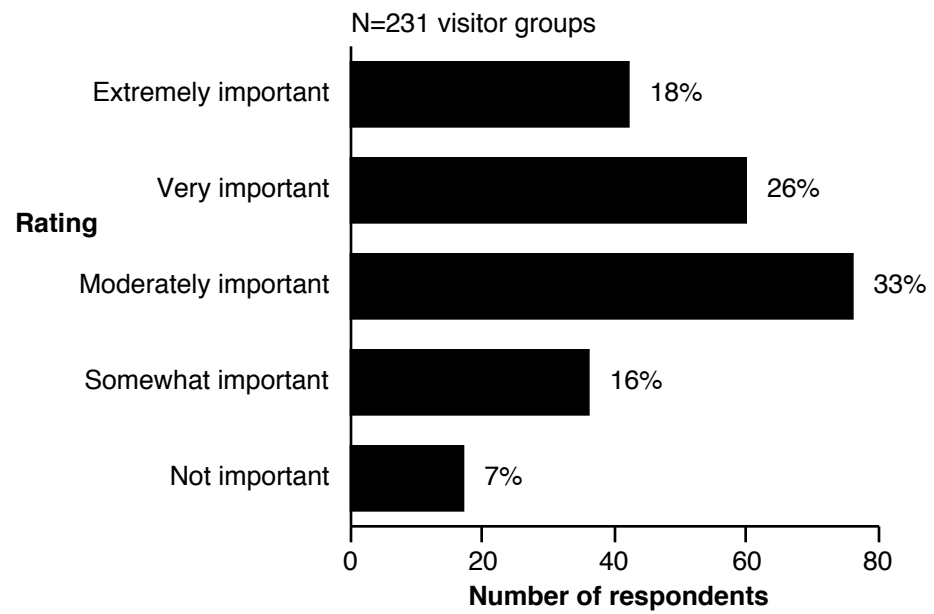


Figure 27: Importance of museum stores

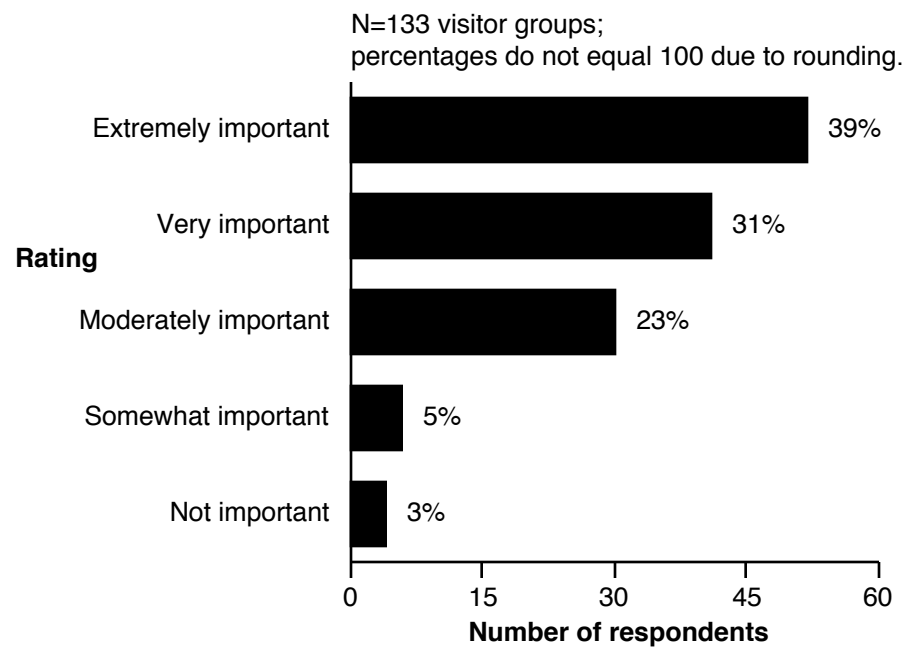


Figure 28: Importance of self-guided walking tour

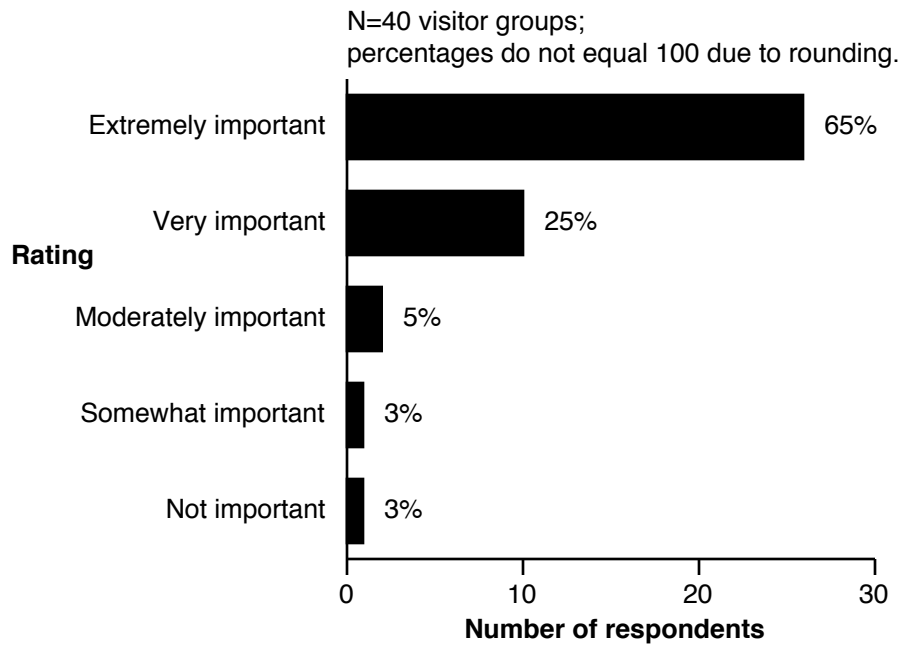


Figure 29: Importance of ranger-led walking tour

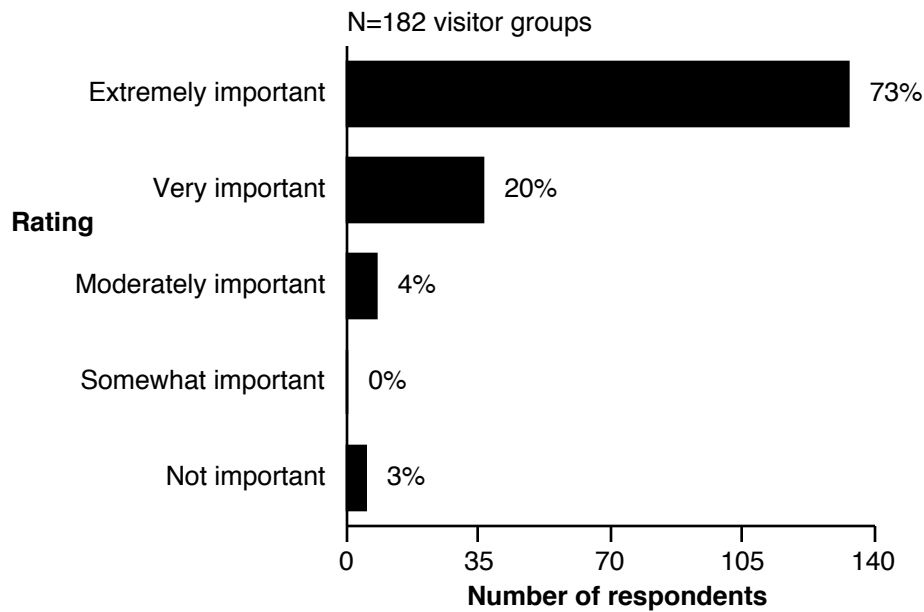


Figure 30: Importance of canal tour

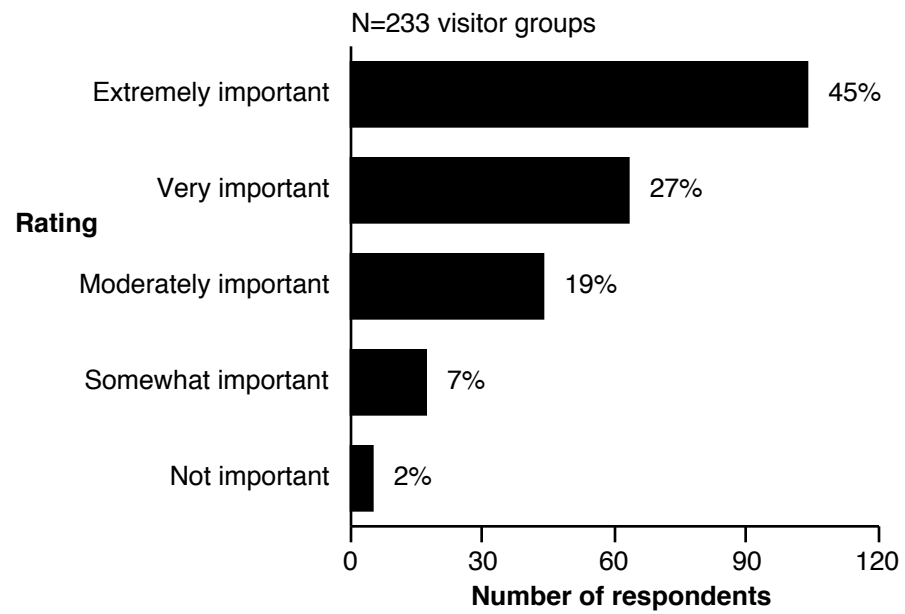


Figure 31: Importance of trolley

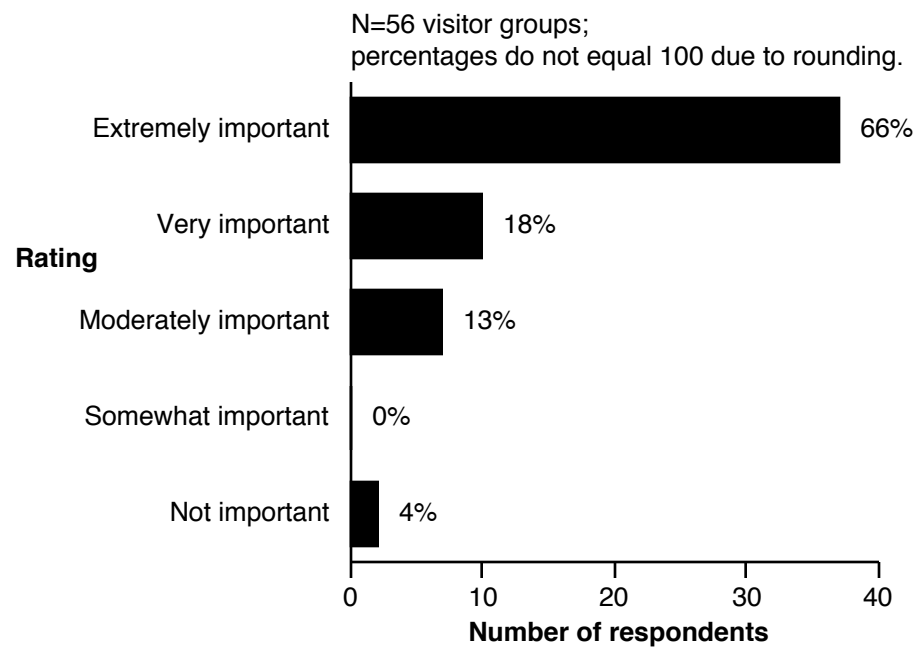


Figure 32: Importance of reservations/info phone line

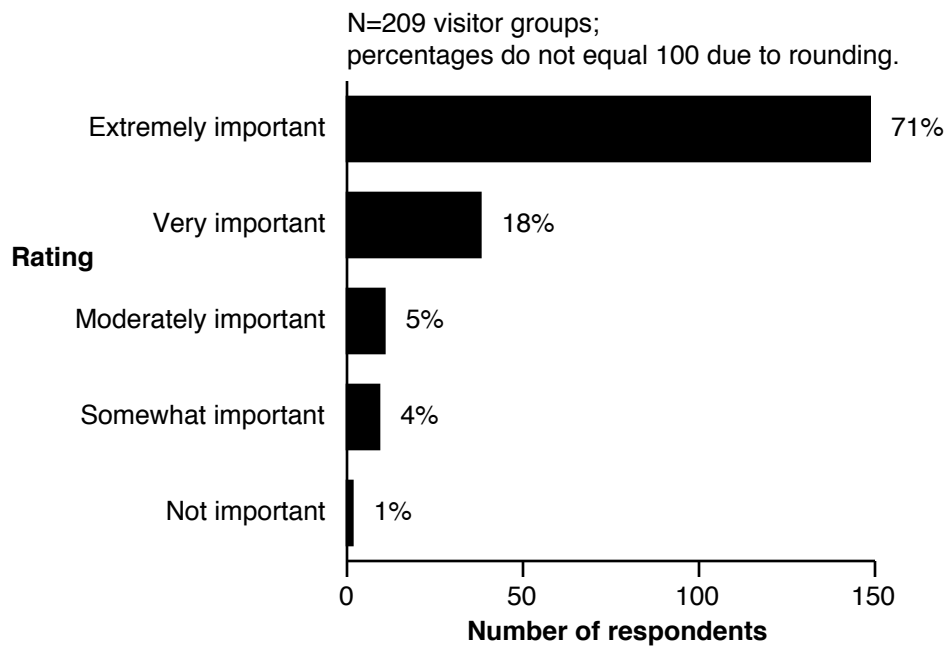


Figure 33: Importance of highway signs

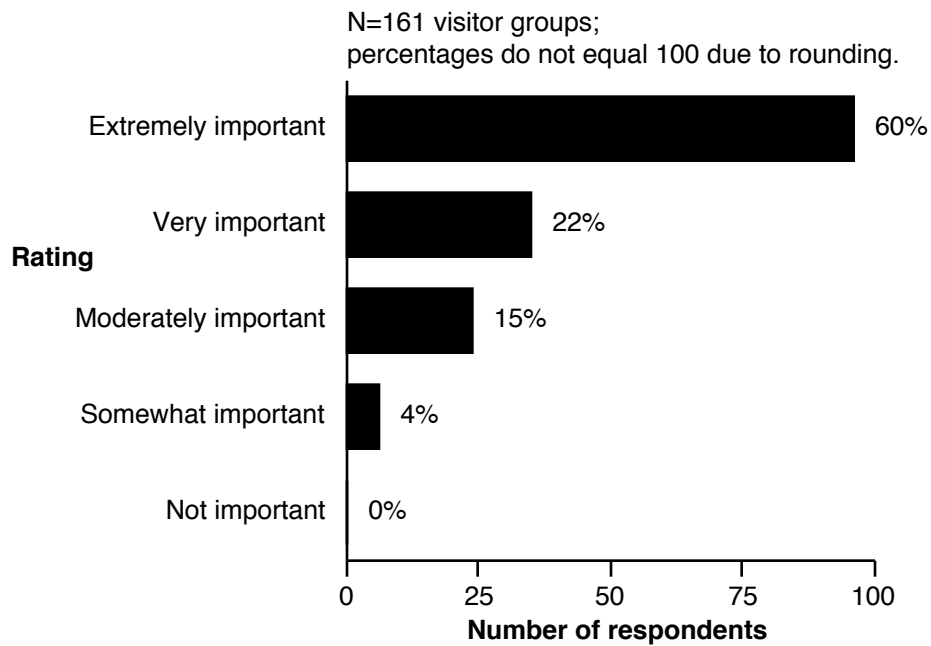


Figure 34: Importance of in-park directional signs

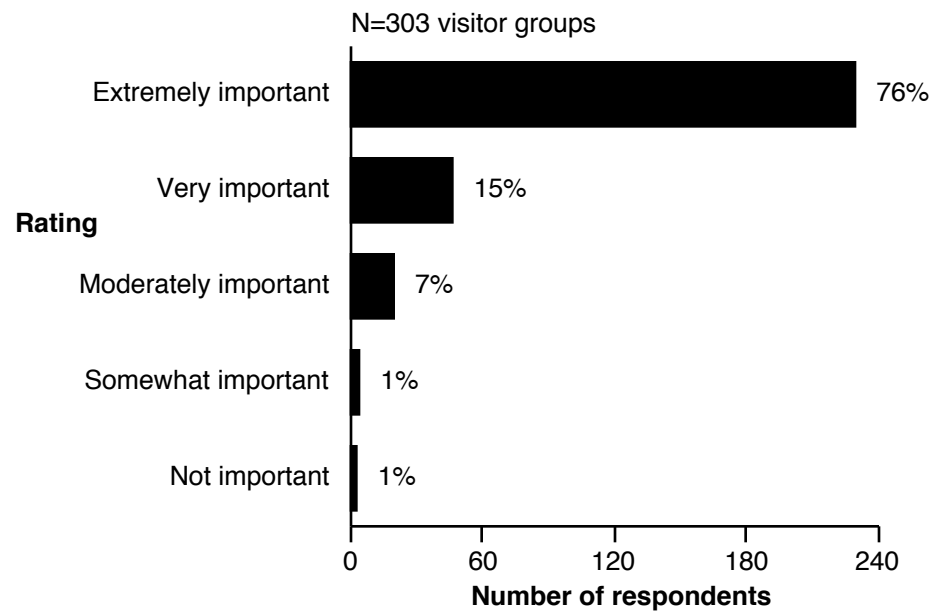


Figure 35: Importance of parking

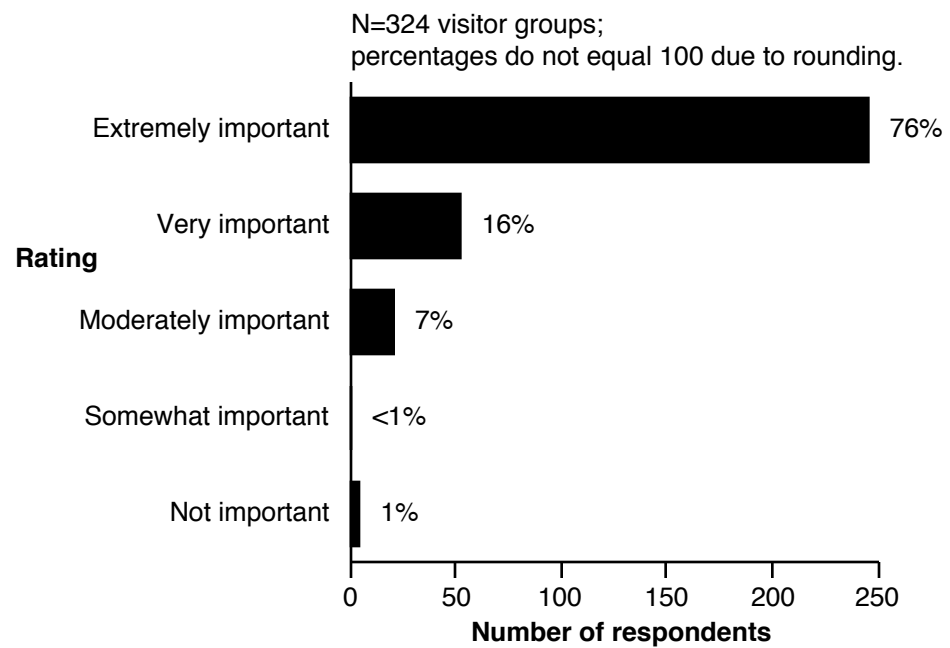


Figure 36: Importance of restrooms

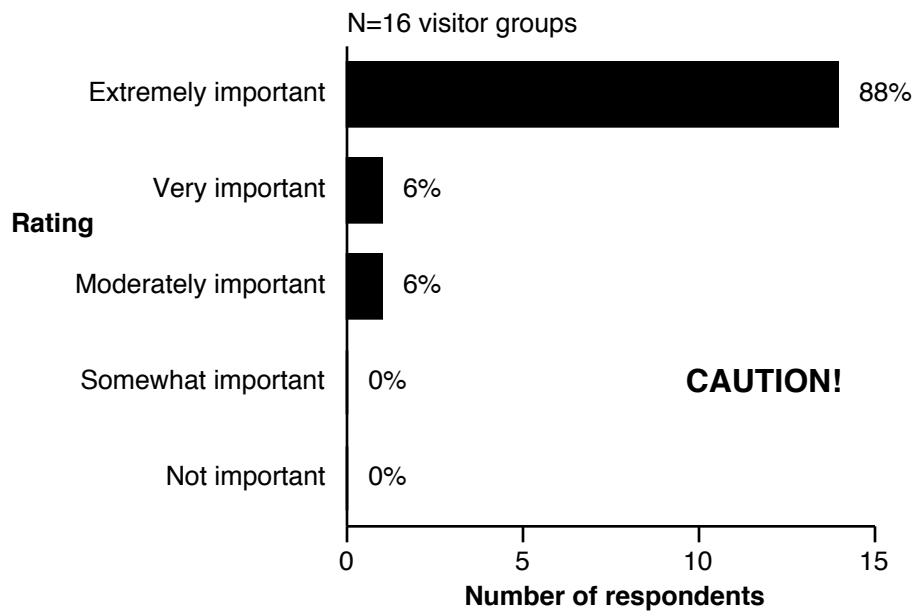


Figure 37: Importance of handicapped accessibility

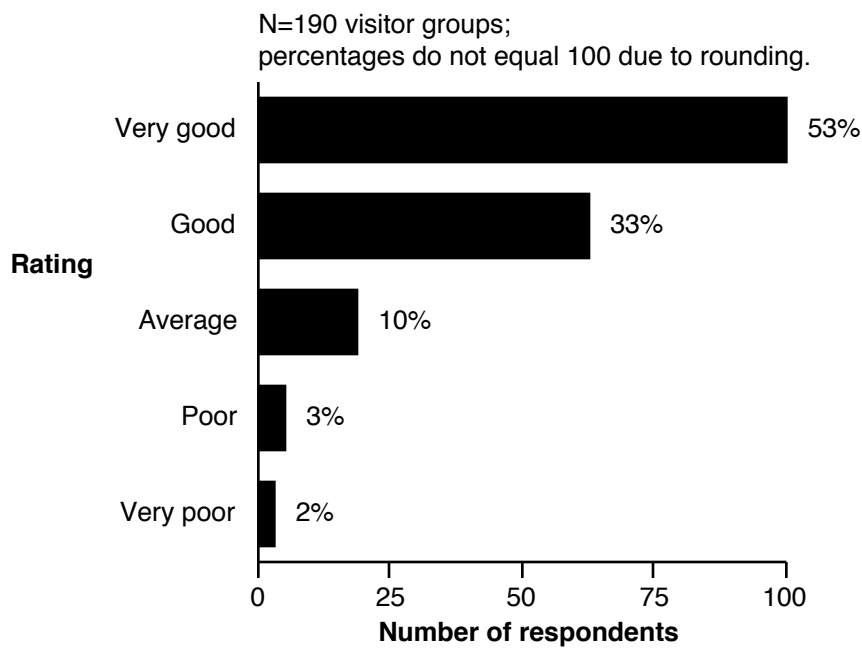


Figure 38: Quality of visitor center slide show

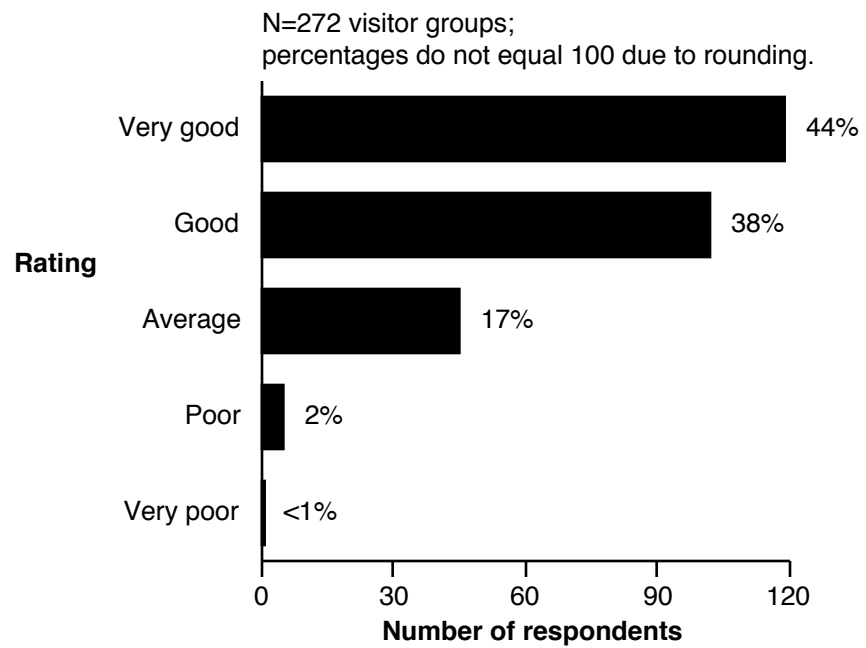


Figure 39: Quality of visitor center museum exhibit

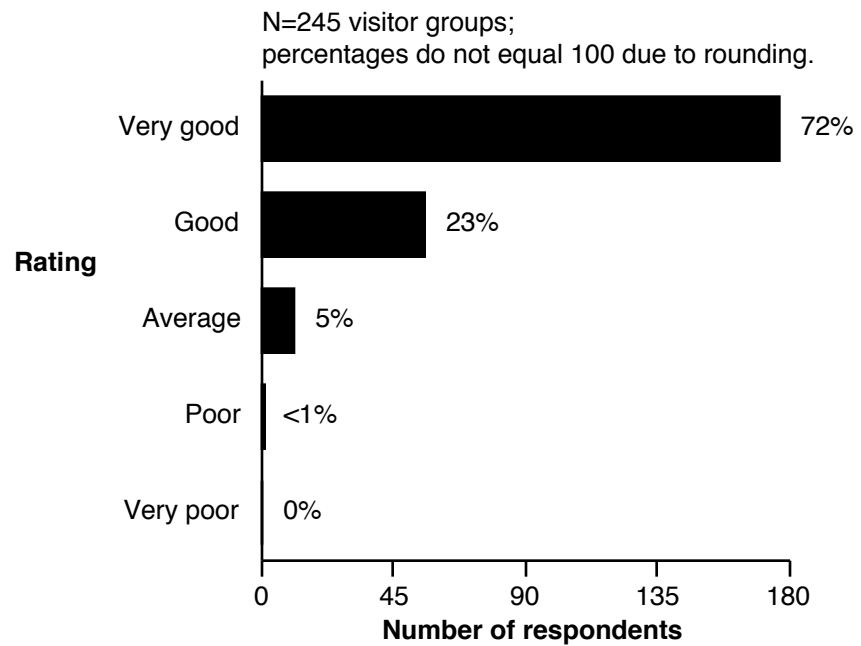


Figure 40: Quality of Boott Mills museum exhibit

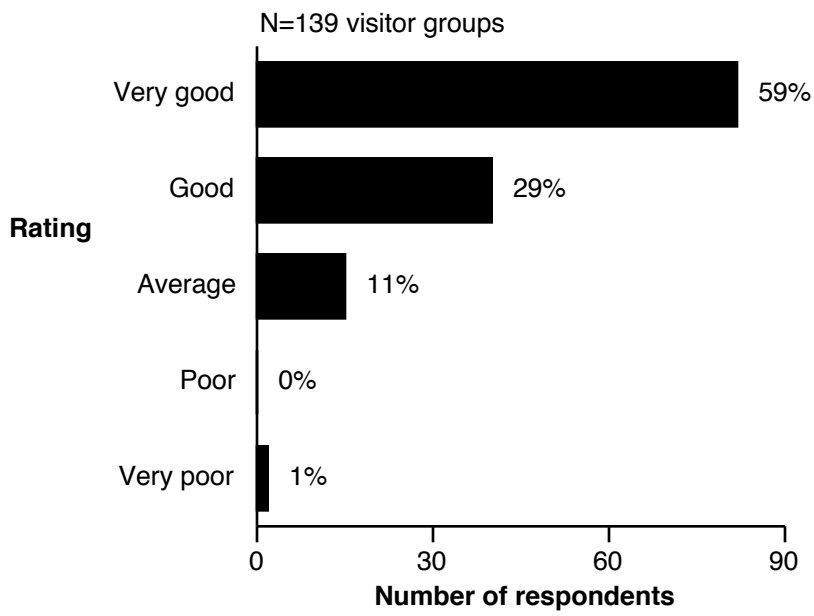


Figure 41: Quality of *Working People* exhibit

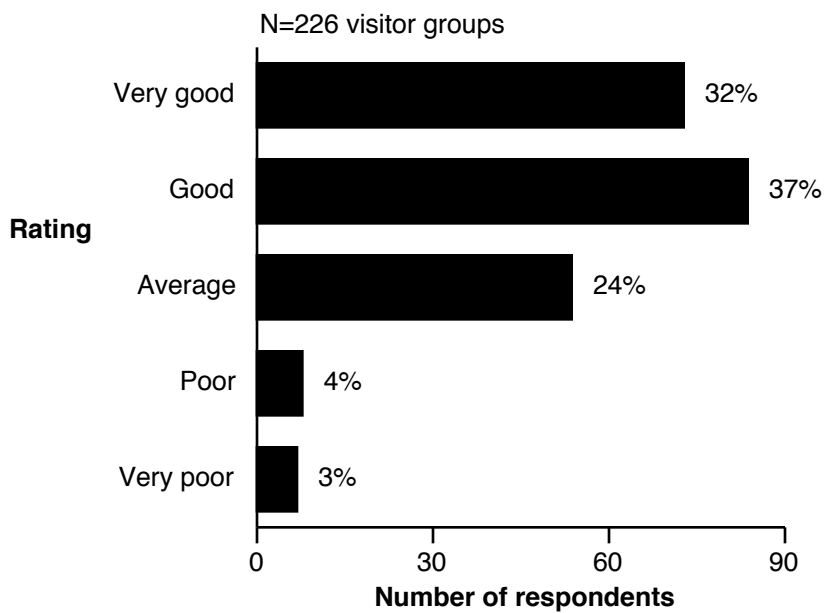


Figure 42: Quality of museum stores

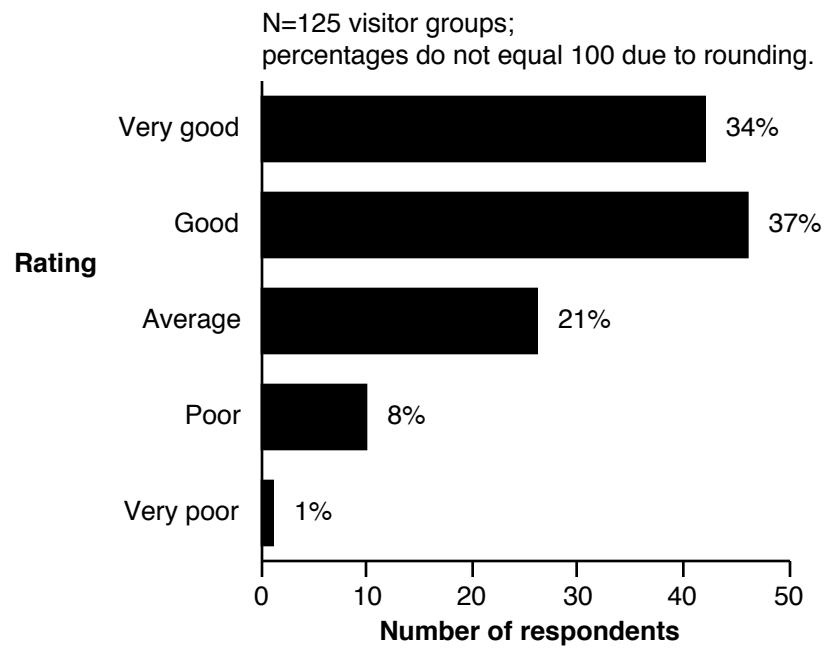


Figure 43: Quality of self-guided walking tour

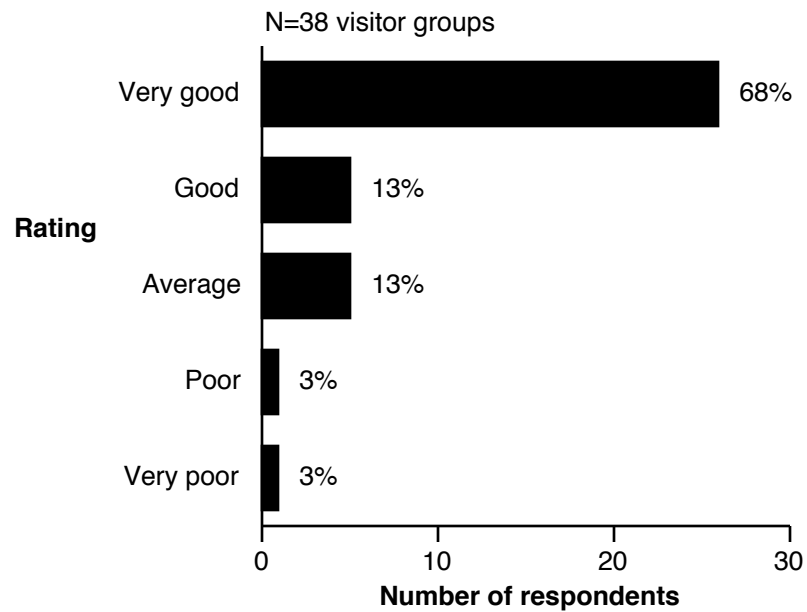


Figure 44: Quality of ranger-led walking tour

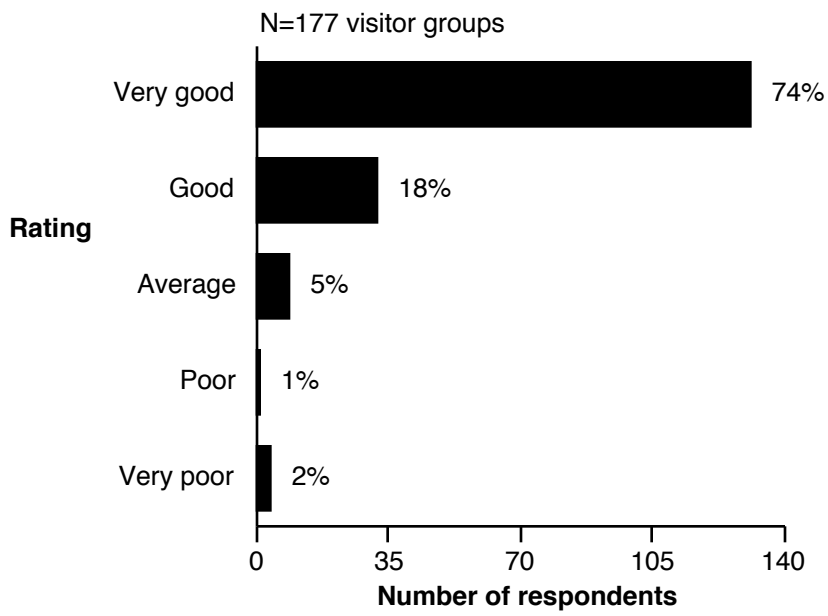


Figure 45: Quality of canal tour

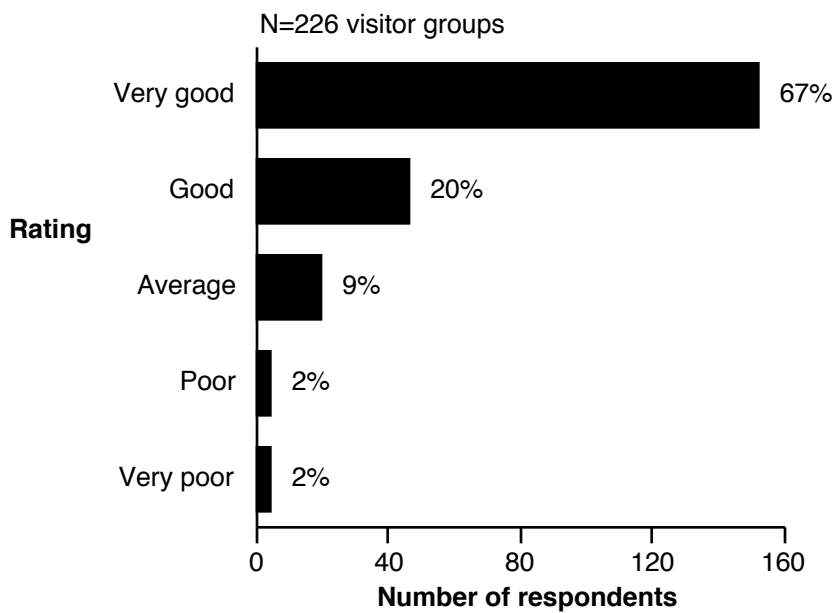


Figure 46: Quality of trolley

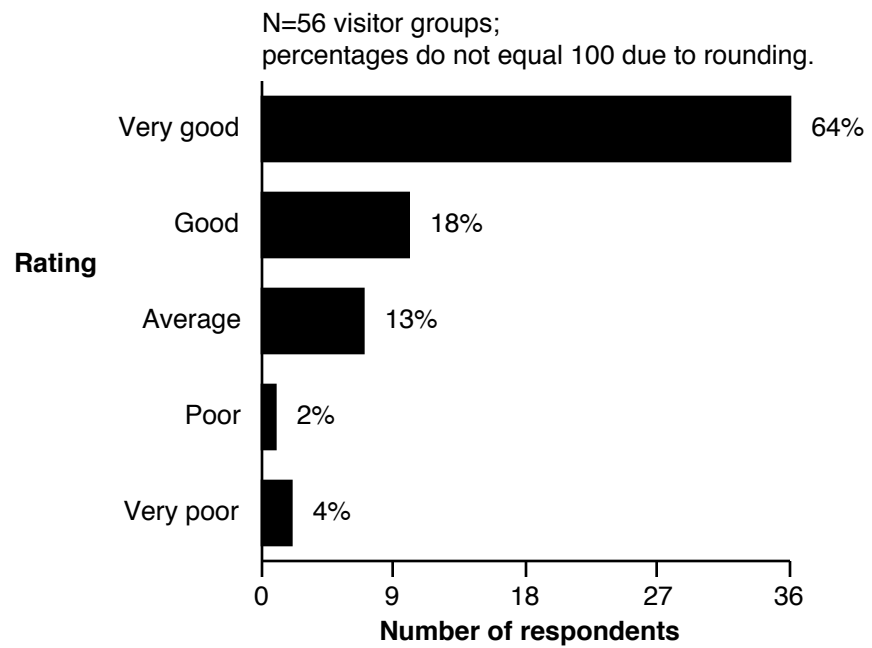


Figure 47: Quality of reservations/info phone line

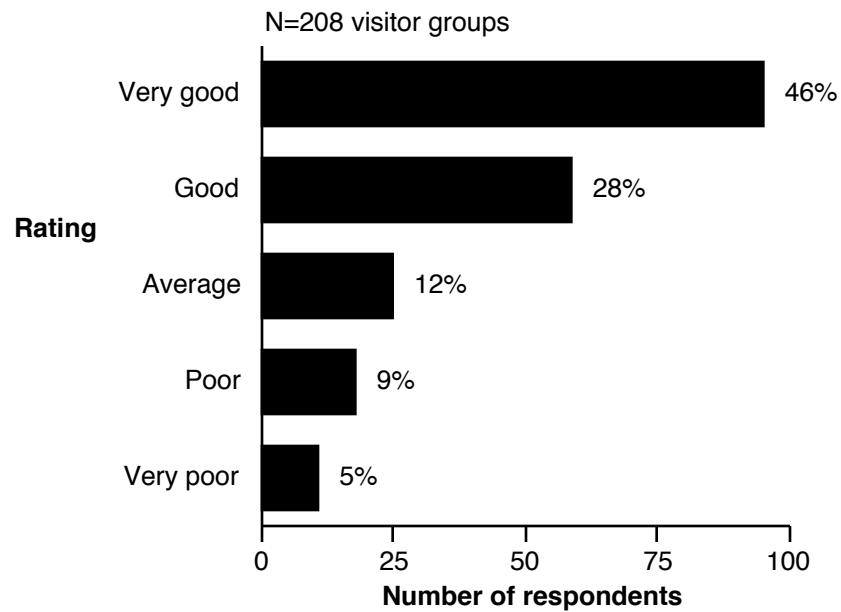


Figure 48: Quality of highway signs

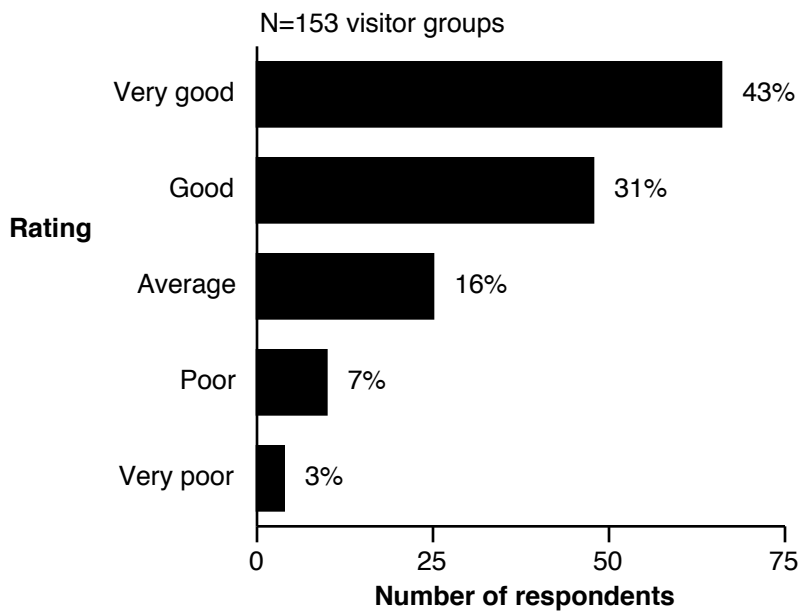


Figure 49: Quality of in-park directional signs

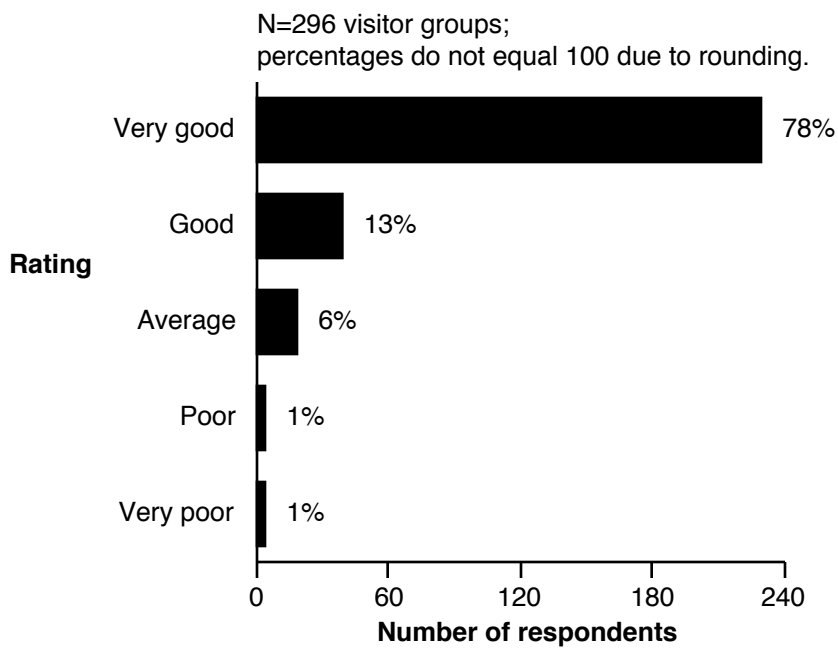


Figure 50: Quality of parking

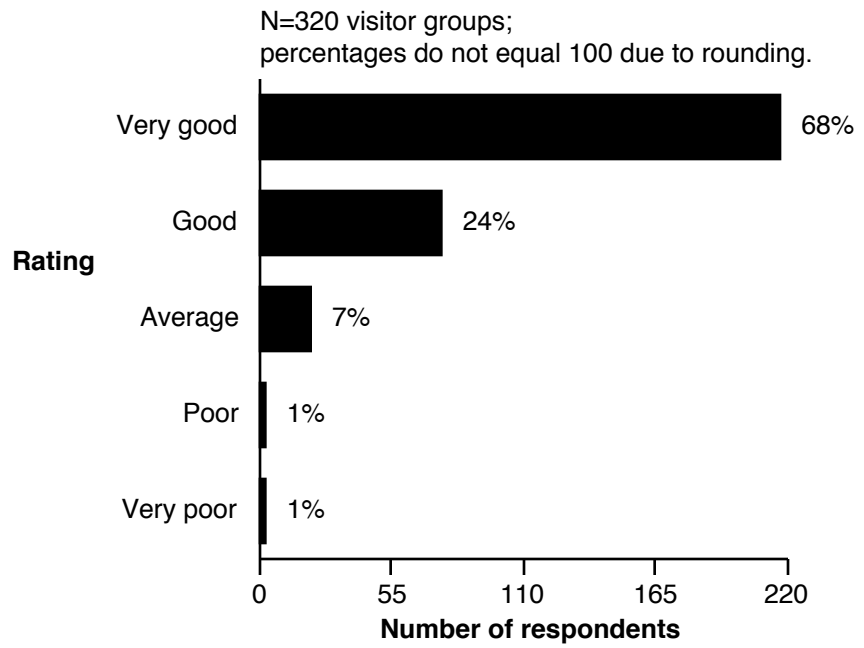


Figure 51: Quality of restrooms

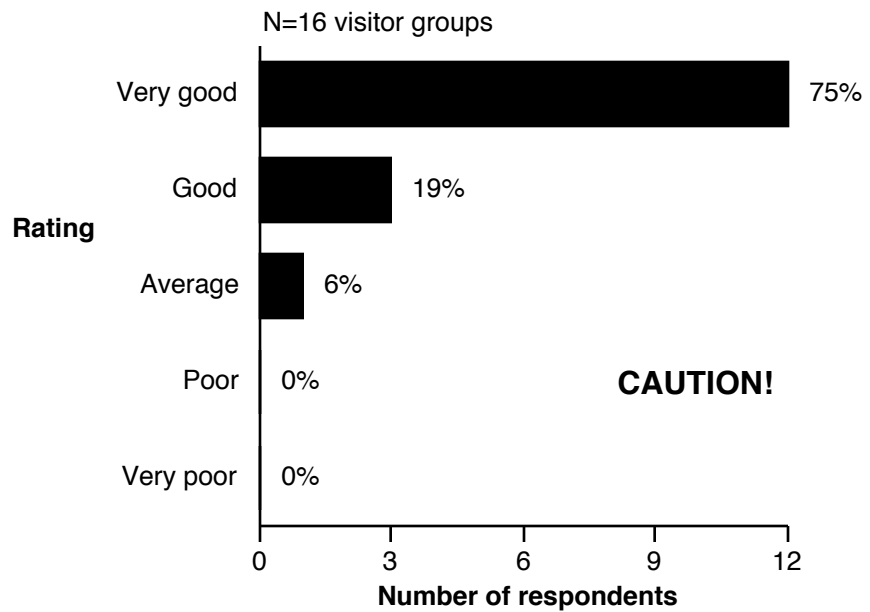


Figure 52: Quality of handicapped accessibility

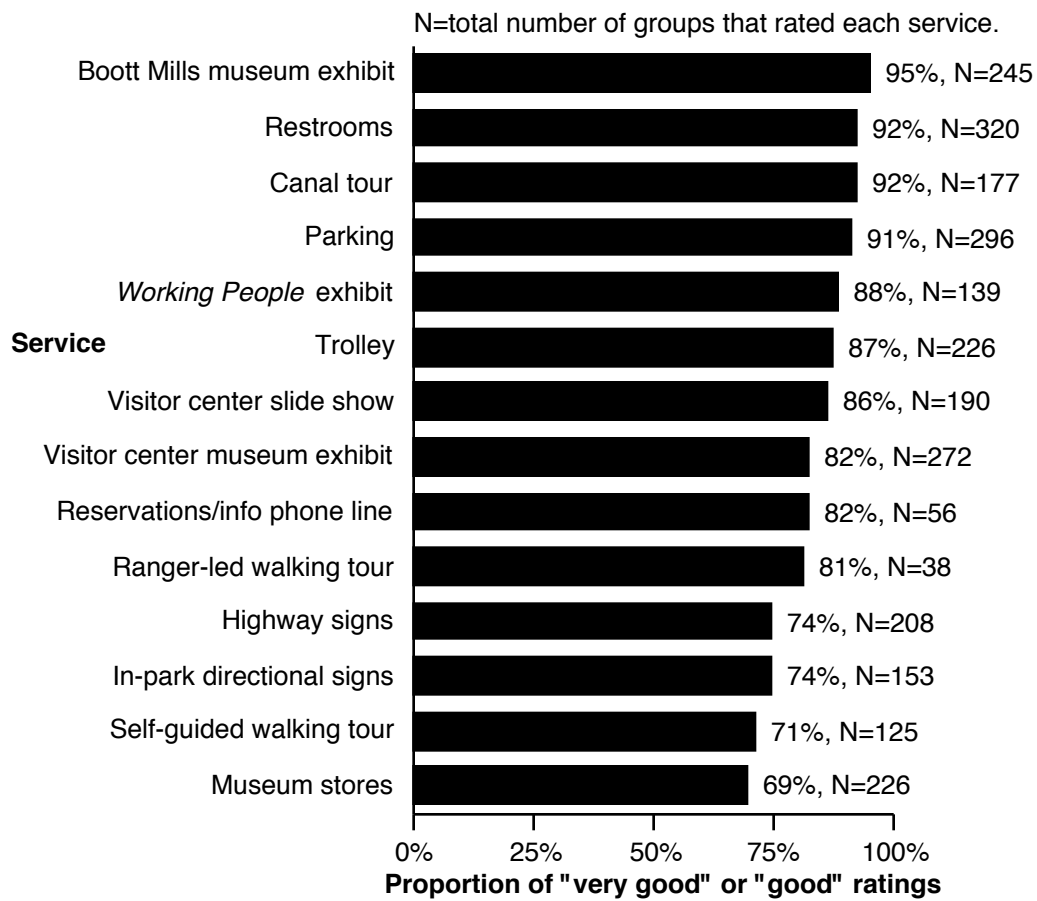


Figure 53: Combined proportions of “very good” or “good” quality ratings for services

Things that detracted from visit

Visitor groups were asked if there was anything that had detracted from their visit to Lowell National Historical Park. As is shown by Figure 54, the majority of visitors had no experiences that detracted from their visit. Those groups that did have something detract from their visit were also asked to list the specific thing that happened. The most commonly listed responses were a lack of time and trash in the canals (see Table 9).

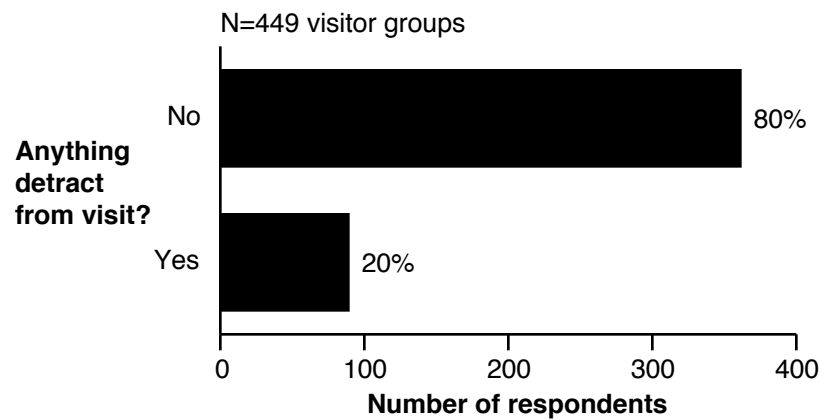


Figure 54: Did anything detract from visit?

Table 9: Things that detracted from visit

N=93 comments;
several visitors made more than one comment.

Comment	Number of times mentioned
Not enough time	10
Trash in canals	8
Rain on canal tour	6
Hard to get bearings	6
Rain	6
Maintenance problems	6
Concern about safety of area	5
Problem with tour	5
Need better on-site cafe	5
Problems with exhibits	4
Unable to find food available	4
Run-down area	3
Exhibits closed too early	3
Employees gruff with visitors	2
Street people	2
Difficulty finding exhibits	2
Poor road signs	2
Skateboarders are a problem	2
Young children not interested	2
Problems with trolley	2
Traffic	2
Other comments	6

Perceived level of safety

Visitor groups were asked to note the level of safety that they felt during their visit to Lowell National Historical Park. Sixty-one percent of visitor groups felt “extremely safe” while 16% felt “moderately safe” (see Figure 55). Nine percent of the groups reported that they felt “extremely unsafe.” Those groups that felt unsafe were also asked to note the reason that they felt safe. As is shown by Table 10, the most commonly listed reasons for feeling unsafe were dangerous looking people, groups of teens hanging around and walking through a rundown area.

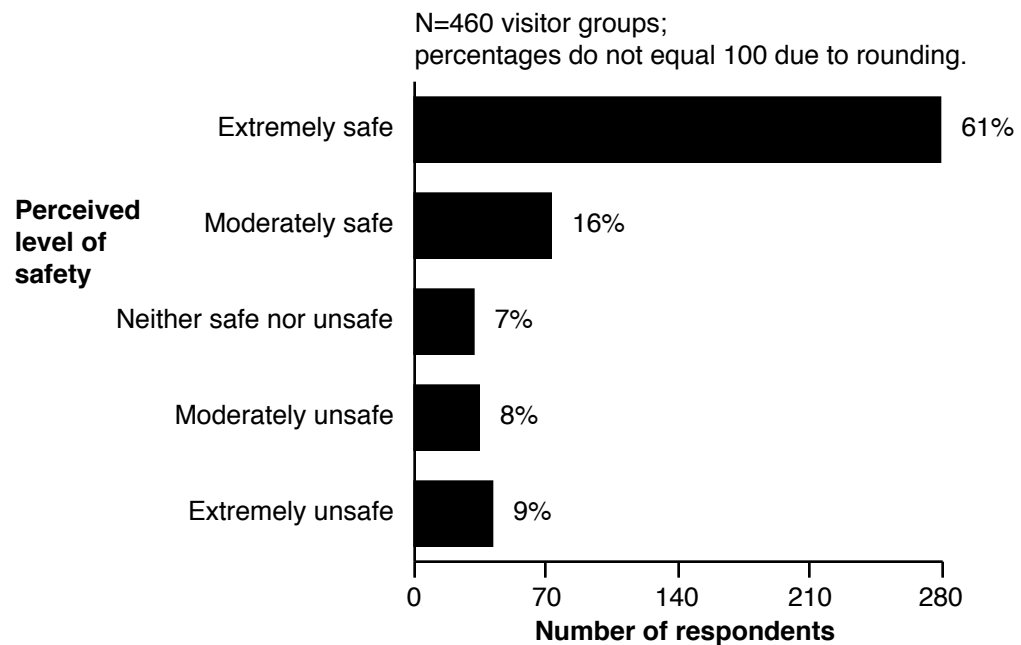


Figure 55: Perceived level of safety

Table 10: Reasons for feeling unsafe

N=46 comments;
several visitors made more than one comment.

Comment	Number of times mentioned
Dangerous looking people	6
Group of teens hanging around	5
Walking through rundown area	5
Reputation of area	4
Speeding traffic	4
Near collisions with skateboarders or bikers	3
Rundown area	3
Witnessed crime	2
Too few people on streets	2
Narrow walkway at Pawtucket Falls	2
Safety is not a problem	2
Other comments	8

Expenditures

Visitor groups were asked to state the amount of money they had spent in the city of Lowell, Massachusetts on this visit. Groups were asked to indicate the amounts they spent for lodging, travel, food and "other" items (such as souvenirs, gifts and film).

Total expenditures: Fifty-six percent of visitor groups spent from \$1 to \$50 in Lowell, Massachusetts, while 13% spent from \$51 to \$100 (see Figure 56). Nineteen percent of the groups spent no money in Lowell.

Of the total expenditures by groups, 39% was for food, 20% was for lodging, 13% was for travel and 29% was for "other" items (see Figure 57).

The average visitor group expenditure during this visit was \$45. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$24. The average per capita expenditure was \$23.

Lodging: Eighty-seven percent of visitor groups spent no money on lodging in the city of Lowell (see Figure 58). Five percent of the groups spent from \$76 to \$100 and another 3% spent \$151 or more.

Travel: Fifty-two percent of visitor groups spent no money on travel in the city of Lowell (see Figure 59). Forty percent of the groups spent from \$1 to \$25 and another 5% spent from \$26 to \$50.

Food: Fifty percent of visitor groups spent from \$1 to \$25 for food in the city of Lowell (see Figure 60). Twenty-six percent of the groups spent no money on food while another 16% spent from \$26 to \$50.

"Other" items: Forty-three percent of visitor groups spent from \$1 to \$25 on "other" items (such as souvenirs, film and gifts) in the city of Lowell (see Figure 61). Thirty-two percent of the groups spent no money and another 18% spent from \$26 to \$50.

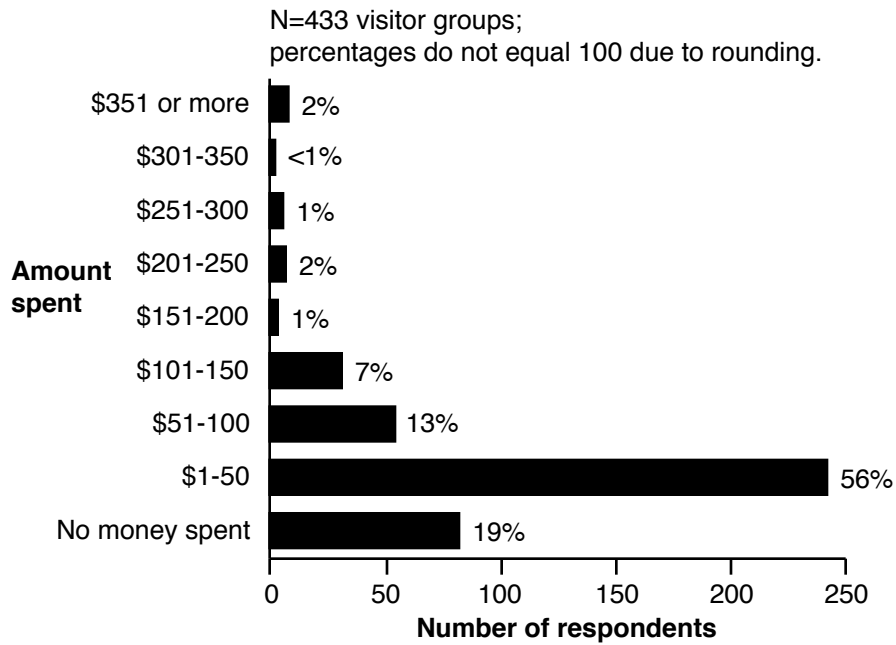


Figure 56: Total expenditures in Lowell, MA

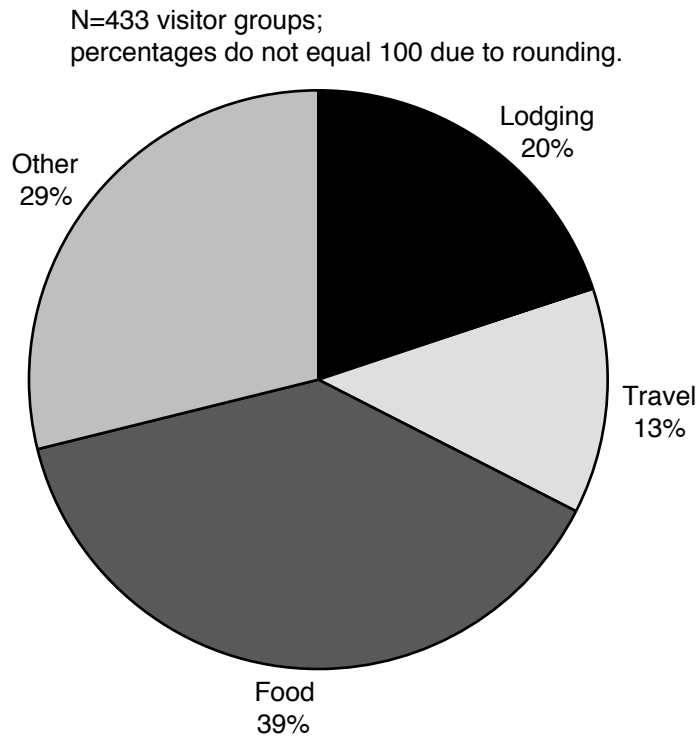


Figure 57: Proportions of expenditures in Lowell, MA

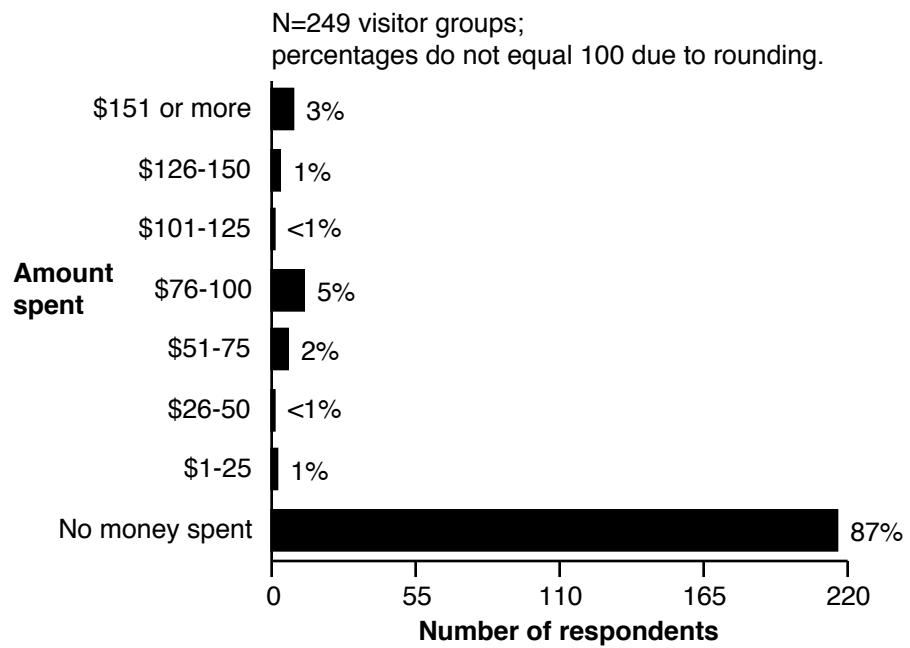


Figure 58: Expenditures for lodging in Lowell, MA

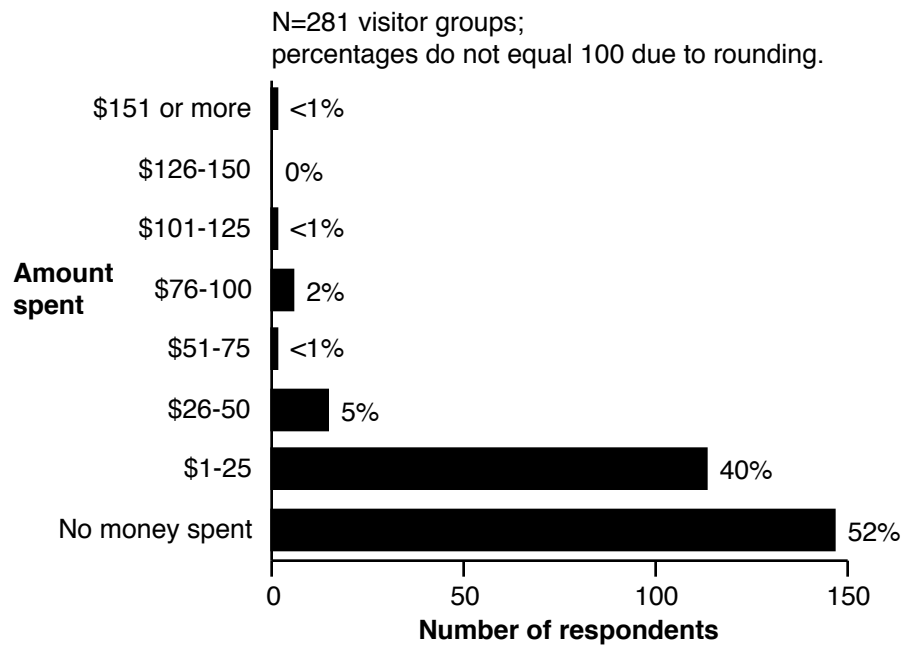


Figure 59: Expenditures for travel in Lowell, MA

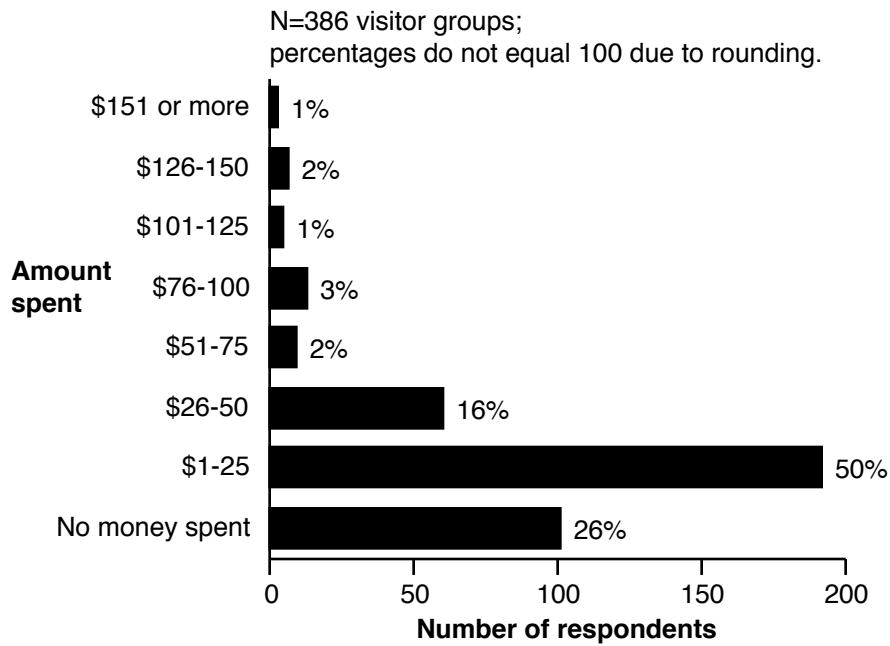


Figure 60: Expenditures for food in Lowell, MA

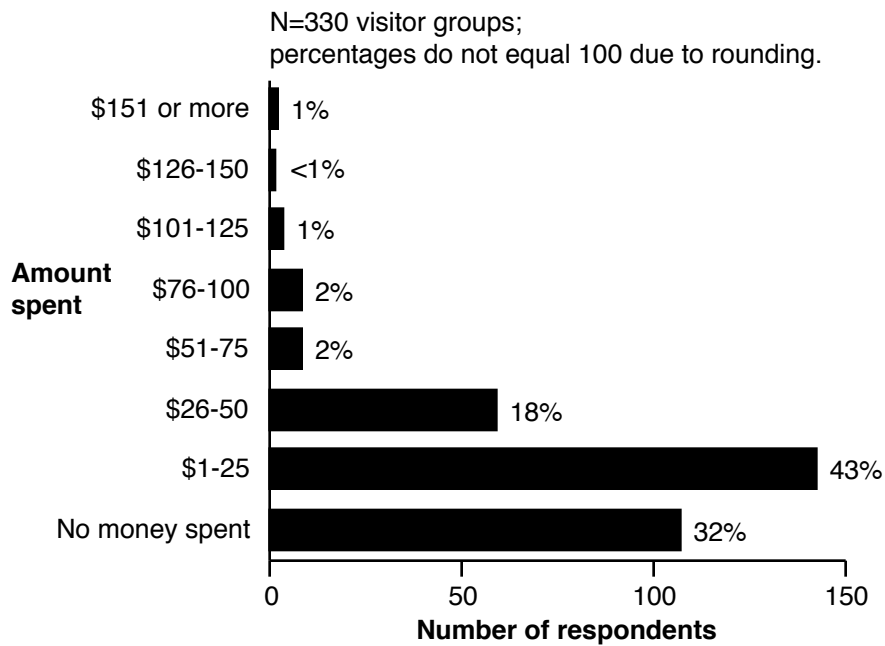


Figure 61: Expenditures for "other" items in Lowell, MA

Opinions about fees

Visitor groups were asked their opinion about the \$4 fee for the Boott Cotton Mills Museum. Seventy-six percent of visitor groups felt the fee was “about right,” while 15% thought it was higher than it should be and 8% felt it was lower than it should be (see Figure 62).

Visitor groups were also asked their opinion about the \$4 fee for the canal boat tour. As is shown by Figure 63, 80% felt the fee was “about right,” 8% thought it was higher than it should be and 12% thought it was lower than it should be.

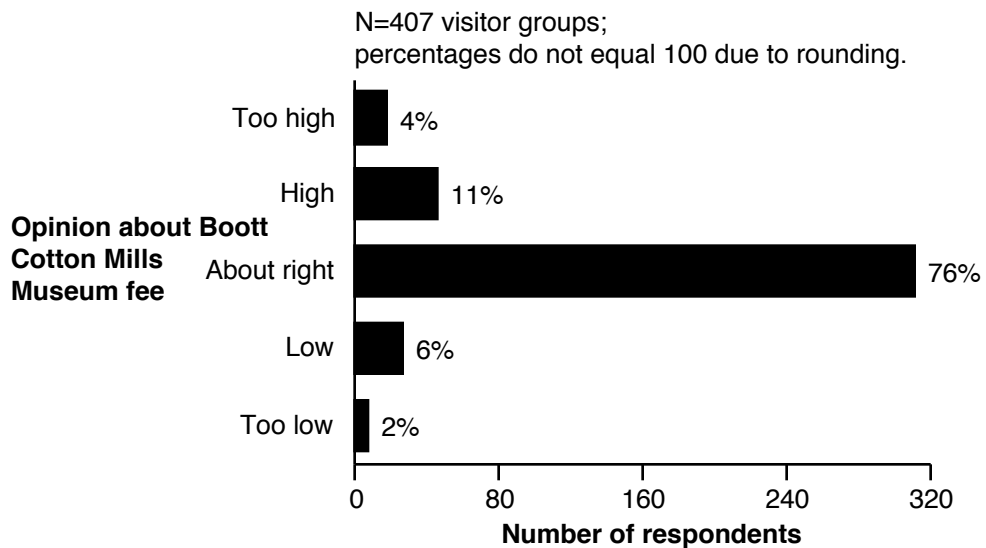


Figure 62: Opinion about Boott Cotton Mills Museum fee

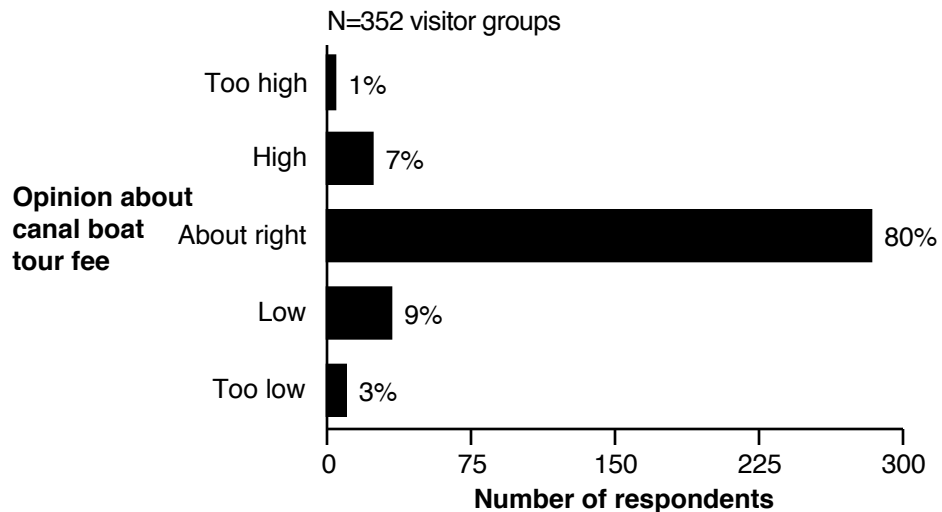


Figure 63: Opinion about canal boat tour fee

Visitor groups were asked to rate the overall quality of the visitor services provided at Lowell National Historical Park during this visit. The majority of visitor groups (97%) rated services as "very good" or "good" (see Figure 64). No visitor groups rated services as "very poor."

Overall quality of visitor services

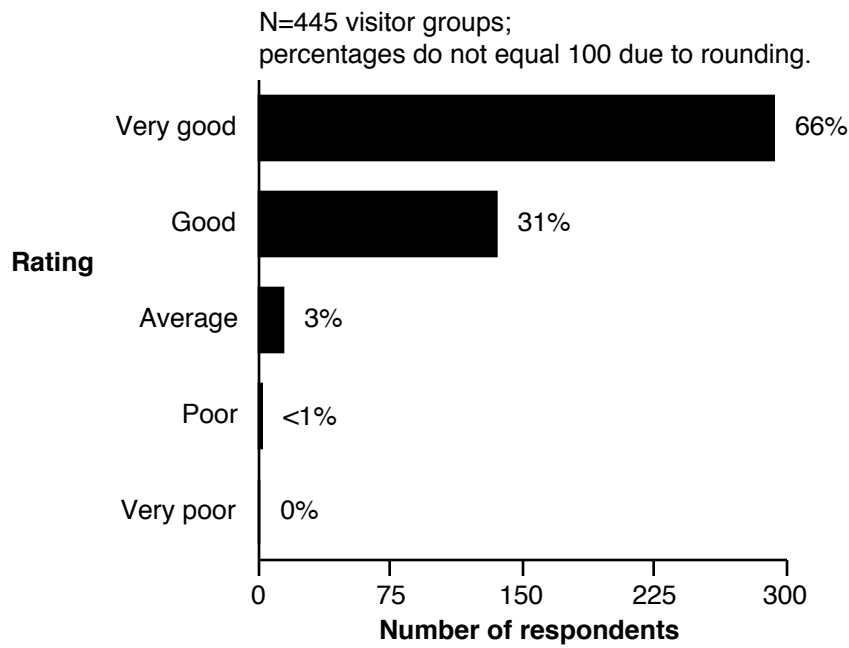


Figure 64: Overall quality of visitor services

What visitors liked most

Visitor groups were asked "What did you like most about your visit to Lowell National Historical Park?" Eighty-five percent of visitor groups (399 groups) responded to this question. A summary of their responses is listed below and in the appendix.

Table 11: Visitor likes

N=565 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Knowledgeable staff	16
Friendly staff	15
Good staff	9
Helpful staff	7
Staff	5
Attitude of employees	4
Courtesy of staff	3
Trolley drivers pleasant and helpful	2
Other comments	2
INTERPRETIVE SERVICES	
Canal tour	77
Viewing working looms/textile machines	32
Boott Cotton Mills Museum	30
Educational	25
History	20
Exhibits	15
Riding trolley	13
Visitor center	13
Suffolk Mill exhibit	10
Mills	10
Boarding House Park performance	9
Personal accounts	7
Museum(s)	7
Film or slide show	7
Working People exhibit	6
Variety of exhibits	6
Quality of exhibits	6
Interesting	5
Machinery in operation	5
Learning about labor history	5
Variety of activities	5
Trolley/canal tour	5
Slide show at visitor center	4
Child Labor exhibit	4
Tour of gate house	4

Comment	Number of times mentioned
INTERPRETIVE SERVICES (con't)	
Boarding House museum	3
Boot mills exhibits	3
Textile museum	3
Operating mills	3
Seeing living or working conditions	3
Walking tour	3
Machines	3
Tour	3
Growth of industry	2
Ranger-led walking tour	2
Interpreters in costume	2
Spinning wheel exhibit	2
Information on mill girls	2
Boarding House Park	2
Good videos	2
Photos	2
Guard house talks/information	2
Emphasis on people	2
Loom exhibit	2
Excellent presentation	2
FACILITIES/MAINTENANCE	
Cleanliness	8
Well-organized	7
Easy to find exhibits	5
Well-kept	5
Able to walk to exhibits	4
Easy accessibility	3
Parking	2
Grounds	2
Other comments	2
POLICIES	
Reasonably priced	2
RESOURCE MANAGEMENT	
Restoration work	10
Nice area	7
Preserved architecture	5
Canal or river	4
Sense of history	3
Seeing rundown space being made useful	2
Not crowded	2
Other comments	3

Comment	Number of times mentioned
CONCESSIONS	
Comments	2
GENERAL IMPRESSIONS	
Entire experience	8
Atmosphere	6
Quilt museum	5
Chance to experience history	4
Enjoyed visit	4
Textile museum	3
That it exists	3
Easy pace	3
Nostalgia	3
Convenience	2
Other comments	5

Visitor groups were asked “What did you like least about your visit to Lowell National Historical Park?” Forty-nine percent of visitor groups (231 groups) responded to this question. A summary of their comments appears below and in the appendix.

What visitors liked least

Table 12: Visitor dislikes

N=248 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff	2
INTERPRETIVE SERVICES	
Exhibits should be improved	11
Visitor center orientation should be improved	7
Film or slide show	4
Should be more guided tours	4
Not having guided tour	3
Suffolk Mill exhibit too far from visitor center	2
Need shorter tours	2
Hard to hear tour guide	2
Slide show at Boott Cotton Mills is politically slanted	2
No tour opening	2
Disappointing written information/maps	2
Other comments	5
FACILITIES/MAINTENANCE	
Parking was a problem	7
Hard to get around	5
Trolley should be more frequent	4
Improve trolley service	4
Poor signs	4
Distance walked	3
Canal boat should be improved	2
Not enough places to sit	2
Difficult to locate park	2
Exhibits distance from visitor center	2
Walk to Suffolk Mill exhibit	2
Trolley schedule not coordinated with tour schedule	2
Too spread out	2
Poor or no picnic facility	2
Other comments	5

Comment	Number of times mentioned
POLICIES	
Sunday opening at noon	4
Early closing time	3
Some places were closed	3
Other comment	1
RESOURCE MANAGEMENT	
Debris in canals	9
Place seemed deserted	4
Lack of restoration in some areas	3
Condition of canals	3
Run-down areas	2
Graffiti	2
Economic depression in city	2
Vehicles or skateboarders	2
Other comments	4
CONCESSIONS	
Poor restaurants	7
Not enough restaurants/good restaurants	6
Poor selection at museum store	4
Restaurant hours	4
Stores	3
Other comments	2
GENERAL IMPRESSIONS	
Nothing	35
Not enough time	27
Weather	9
Few visitors	3
More than I expected	2
Traffic	2
Other comments	6

Visitor groups were asked "If you were a park manager planning for the future of Lowell National Historical Park, what would you propose? Please be specific." Sixty percent of visitor groups (283 groups) responded to this question. A summary of their responses is listed below and in the appendix.

Planning for the future

Table 13: Planning for the future

N=479 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful staff	3
Have more personnel on duty	3
Informative staff	3
Enthusiastic staff	2
Good staff	2
Other comment	1
INTERPRETIVE SERVICES	
Improve exhibits	18
More costumed workers/characters in period attire	13
More canal or river tours	13
More interactive activities for kids	12
Improve visitor center orientation	12
Exhibit about development of technology	8
Exhibit showing living conditions	8
More exhibits on social aspects of mill workers' lives	7
List topics/times for ranger-led tours	7
More guided tours	6
Better coordination of trolleys/canal tour/exhibits	6
Guided tour of entire park	6
Improve map-needs more information	5
More information about length of time needed to see park	5
More hands-on activities	5
Concerts and performances	5
Better interactive displays/exhibits	4
Ranger talks should be amplified	4
Expand Working People exhibit	4
More exhibits in and around visitor center	4
Show complete process of textile manufacture	4
Integrate textile industry with cotton industry	4
Exhibit about engineering and function of canals	4
Recognition of immigrant contributions	4

Comment	Number of times mentioned
INTERPRETIVE SERVICES (con't)	
Tours to show entire day of a worker	3
More film on industrial revolution	3
Textile demonstrations	3
More of same type of exhibits/demos	3
Improve or expand audio-visual offerings	2
Operate locks on canal tour	2
Suggest tour options for those with 2,4,6,8 hours	2
Guided trolley/bus tour of entire area	2
Exhibits/models are excellent-shouldn't be reduced	2
Extend canal to downtown Lowell	2
People working/explaining looms and types of weaving	2
Invite labor/industry leaders to present their view	2
More about Lowell literary/art tradition	2
Information/interp in foreign languages	2
Foreign language audio tours	2
More information on quilts/textiles	2
Emphasize importance of industrial revolution	2
Exhibits about women	2
Other comments	22
FACILITIES/MAINTENANCE	
More frequent and longer trolley runs	9
More signs around park directing visitors to sites	7
Picnic area(s)	4
Walking route (red brick, painted) through park	4
Benches and shelter in Boarding House park	3
Improve walking maps	3
Improve walking paths	3
Handicap/elderly shuttle from one site to another	3
Improve transportation between sites	3
Update/refurbish/enlarge signs	3
Canal boat shuttles between exhibits	2
Directional sign not visible enough	2
More signs showing where parking is located	2
More parking at each exhibit	2
Other comments	8
POLICIES	
Promote park more	39
Stay open longer	7
Keep it affordable	5
Develop relationships with other museums and parks	4
Day or week pass rather than fee at each museum	3
Fee increase would be OK	2
Have greeter at visitor center to provide orientation	2
Open earlier	2
Other comments	4

<u>Comment</u>	<u>Number of times mentioned</u>
RESOURCE MANAGEMENT	
Continue restoration efforts	19
Clean, restore and open additional canal areas	13
More color (trees, grass, flowers, banners)	8
Downtown needs to be revitalized to complement park	4
Better integration of site with downtown (work together)	3
Increase canal access for walks, etc.	3
Encourage mall-like atmosphere	2
Other comments	2
CONCESSIONS	
Expand museum store(s)	7
More food options near visitor center	4
Old-fashioned, historic restaurants	3
Specialty shops	3
Places to get a snack	3
More ethnic food	2
Outdoor restaurants	2
Integrate shops/crafts/artisans into experience	2
Other comments	5
GENERAL IMPRESSIONS	
Fine as is	8
Great park	7
More people should see it	2
More things than we expected	2
Other comments	5

**Comment
summary**

Forty-eight percent of visitor groups (225 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Lowell National Historical Park are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 14: Additional comments

N=462 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful staff	25
Knowledgeable staff	23
Friendly staff	23
Good staff	20
Enthusiastic staff	4
Staff treated position as privilege-not a job	2
Staff could be more interactive or informed	2
INTERPRETIVE SERVICES	
Educational	17
Enjoy museums and exhibits	11
Interesting	8
Enjoyed canal tour	6
More exhibits	5
More interpretive programs	5
Good opportunity to re-familiarize with Lowell history	4
Want to see entire process with explanation and demonstration	4
Want more living history	4
Enjoy different programs in park but should be more coordinated	3
Didn't find a brochure/map	2
Disappointed by exhibits	2
Kids loved trolley and canal tour	2
Liked hands on loom	2
Disappointed Tsongas isn't more prominent	2
Glad to see role of women included	2
Improve information about tours	2
Other comments	2

<u>Comment</u>	<u>Number of times mentioned</u>
FACILITIES/MAINTENANCE	
Clean throughout	6
Improve transportation between sites	3
Good directions to and around park	3
Improve signs to park	2
Signs back to highway hard to see	2
Parking and tour area convenient and well planned	2
Need to have plenty of parking or shuttle bus	2
Improve walkways through park	2
Other comments	4
POLICIES	
Promote more	7
Visit was affordable	4
Other comments	4
RESOURCE MANAGEMENT	
Impressed by mill restoration	5
A valuable part of our history	5
Downtown Lowell is good example of urban restoration	4
Felt unsafe because of groups of youths	3
Preserve rather than destroy/turn into condos	3
Keep expanding and the crowds will come	2
Like how park is a "neighbor" in a neighborhood	2
Park should be linked up with mass transportation/MBTA	2
Other comments	4
CONCESSIONS	
Shop selling 19th century kitchen tools, machinery, etc.	2
Better eating facilities	2
Museum store was great	2
Should be more family-oriented food service	2
Other comments	4

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Enjoyed visit	74
We'll be back	25
Thanks	19
Wish we had more time	16
Keep up good work	12
We'll tell friends/relatives to visit	9
More than I expected	7
Lowell, MA and NPS should be proud	5
Good job with tight money	4
We're locals-glad it's available	3
Will visit as often as possible	2
Thanks for making Lowell a better place	2
Have visited often although not a primary destination	2
Nice to see industrial site preserved	2
Questionnaire was a hassle	2
Other comments	13

Lowell National Historical Park Additional Analysis VSP Report 100

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Sources of information
- Reasons for visiting
- Travel plans
- Other places visited
- Planned length of visit
- Actual length of visit
- Difficulty locating park
- Difficulty finding way around park
- Activities
- Group size
- With tour/educational group
- Group type
- Gender
- Age
- State of residence
- Country of residence
- Visits past 12 months
- Visits past 5 years
- Is English primary language?
- Education level
- Program preferences
- National significance
- Use of services/facilities
- Importance of services/facilities
- Quality of services/facilities
- Things detracted from visit?
- Perceived level of safety
- Expenditures
- Opinion of Boott Museum fee
- Opinion of canal tour fee
- Overall quality of visitor services

Database

A database has been developed which contains all the VSP visitor study results from 1988 through the present. The database became operational in April, 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:Mail, e:mail or fax, and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those from studies held at NPS sites across the nation, with those within a specific region or type of NPS site, or with those that meet criteria that are of importance to you as a park manager, researcher or other interested party.

Phone/send requests to:

**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133**

**Phone: 208-885-2819
FAX: 208-885-4261
cc:Mail: VSP Database NP- -PNR
e-mail: vspdatabase@uidaho.edu**

QUESTIONNAIRE

NPS D-65

March 1998



Printed on recycled paper

Lowell National Historical Park

Visitor Study

Summer 1997

Appendix

Chris Wall

**Visitor Services Project
Report 100**

March 1998

This volume contains a summary of visitors' comments for Questions 22a, 22b, 24 and 25. The summary is followed by visitors' unedited comments.

Chris Wall is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff and volunteers of Lowell National Historical Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor likes

N=565 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Knowledgeable staff	16
Friendly staff	15
Good staff	9
Helpful staff	7
Staff	5
Attitude of employees	4
Courtesy of staff	3
Trolley drivers pleasant and helpful	2
Other comments	2
INTERPRETIVE SERVICES	
Canal tour	77
Viewing working looms/textile machines	32
Boott Cotton Mills Museum	30
Educational	25
History	20
Exhibits	15
Riding trolley	13
Visitor center	13
Suffolk Mill exhibit	10
Mills	10
Boarding House Park performance	9
Personal accounts	7
Museum(s)	7
Film or slide show	7
Working People exhibit	6
Variety of exhibits	6
Quality of exhibits	6
Interesting	5
Machinery in operation	5
Learning about labor history	5
Variety of activities	5
Trolley/canal tour	5
Slide show at visitor center	4
Child Labor exhibit	4
Tour of gate house	4
Boarding House museum	3
Boot mills exhibits	3
Textile museum	3
Operating mills	3
Seeing living or working conditions	3
Walking tour	3
Machines	3
Tour	3

<u>Comment</u>	<u>Number of times mentioned</u>
INTERPRETIVE SERVICES (con't)	
Growth of industry	2
Ranger-led walking tour	2
Interpreters in costume	2
Spinning wheel exhibit	2
Information on mill girls	2
Boarding House Park	2
Good videos	2
Photos	2
Guard house talks/information	2
Emphasis on people	2
Loom exhibit	2
Excellent presentation	2
FACILITIES/MAINTENANCE	
Cleanliness	8
Well-organized	7
Easy to find exhibits	5
Well-kept	5
Able to walk to exhibits	4
Easy accessibility	3
Parking	2
Grounds	2
Other comments	2
POLICIES	
Reasonably priced	2
RESOURCE MANAGEMENT	
Restoration work	10
Nice area	7
Preserved architecture	5
Canal or river	4
Sense of history	3
Seeing rundown space being made useful	2
Not crowded	2
Other comments	3
CONCESSIONS	
Comments	2

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Entire experience	8
Atmosphere	6
Quilt museum	5
Chance to experience history	4
Enjoyed visit	4
Textile museum	3
That it exists	3
Easy pace	3
Nostalgia	3
Convenience	2
Other comments	5

Visitor dislikes

N=248 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff	2
INTERPRETIVE SERVICES	
Exhibits should be improved	11
Visitor center orientation should be improved	7
Film or slide show	4
Should be more guided tours	4
Not having guided tour	3
Suffolk Mill exhibit too far from visitor center	2
Need shorter tours	2
Hard to hear tour guide	2
Slide show at Boott Cotton Mills is politically slanted	2
No tour opening	2
Disappointing written information/maps	2
Other comments	5
FACILITIES/MAINTENANCE	
Parking was a problem	7
Hard to get around	5
Trolley should be more frequent	4
Improve trolley service	4
Poor signs	4
Distance walked	3
Canal boat should be improved	2
Not enough places to sit	2
Difficult to locate park	2
Exhibits distance from visitor center	2
Walk to Suffolk Mill exhibit	2
Trolley schedule not coordinated with tour schedule	2
Too spread out	2
Poor or no picnic facility	2
Other comments	5
POLICIES	
Sunday opening at noon	4
Early closing time	3
Some places were closed	3
Other comment	1

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Debris in canals	9
Place seemed deserted	4
Lack of restoration in some areas	3
Condition of canals	3
Run-down areas	2
Graffiti	2
Economic depression in city	2
Vehicles or skateboarders	2
Other comments	4
CONCESSIONS	
Poor restaurants	7
Not enough restaurants/good restaurants	6
Poor selection at museum store	4
Restaurant hours	4
Stores	3
Other comments	2
GENERAL IMPRESSIONS	
Nothing	35
Not enough time	27
Weather	9
Few visitors	3
More than I expected	2
Traffic	2
Other comments	6

Planning for the future

N=479 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful staff	3
Have more personnel on duty	3
Informative staff	3
Enthusiastic staff	2
Good staff	2
Other comment	1
INTERPRETIVE SERVICES	
Improve exhibits	18
More costumed workers/characters in period attire	13
More canal or river tours	13
More interactive activities for kids	12
Improve visitor center orientation	12
Exhibit about development of technology	8
Exhibit showing living conditions	8
More exhibits on social aspects of mill workers' lives	7
List topics/times for ranger-led tours	7
More guided tours	6
Better coordination of trolleys/canal tour/exhibits	6
Guided tour of entire park	6
Improve map-needs more information	5
More information about length of time needed to see park	5
More hands-on activities	5
Concerts and performances	5
Better interactive displays/exhibits	4
Ranger talks should be amplified	4
Expand Working People exhibit	4
More exhibits in and around visitor center	4
Show complete process of textile manufacture	4
Integrate textile industry with cotton industry	4
Exhibit about engineering and function of canals	4
Recognition of immigrant contributions	4
Tours to show entire day of a worker	3
More film on industrial revolution	3
Textile demonstrations	3
More of same type of exhibits/demos	3
Improve or expand audio-visual offerings	2
Operate locks on canal tour	2
Suggest tour options for those with 2,4,6,8 hours	2
Guided trolley/bus tour of entire area	2
Exhibits/models are excellent-shouldn't be reduced	2
Extend canal to downtown Lowell	2
People working/explaining looms and types of weaving	2

Comment	Number of times mentioned
INTERPRETIVE SERVICES (con't)	
Invite labor/industry leaders to present their view	2
More about Lowell literary/art tradition	2
Information/interp in foreign languages	2
Foreign language audio tours	2
More information on quilts/textiles	2
Emphasize importance of industrial revolution	2
Exhibits about women	2
Other comments	22
FACILITIES/MAINTENANCE	
More frequent and longer trolley runs	9
More signs around park directing visitors to sites	7
Picnic area(s)	4
Walking route (red brick, painted) through park	4
Benches and shelter in Boarding House park	3
Improve walking maps	3
Improve walking paths	3
Handicap/elderly shuttle from one site to another	3
Improve transportation between sites	3
Update/refurbish/enlarge signs	3
Canal boat shuttles between exhibits	2
Directional sign not visible enough	2
More signs showing where parking is located	2
More parking at each exhibit	2
Other comments	8
POLICIES	
Promote park more	39
Stay open longer	7
Keep it affordable	5
Develop relationships with other museums and parks	4
Day or week pass rather than fee at each museum	3
Fee increase would be OK	2
Have greeter at visitor center to provide orientation	2
Open earlier	2
Other comments	4
RESOURCE MANAGEMENT	
Continue restoration efforts	19
Clean, restore and open additional canal areas	13
More color (trees, grass, flowers, banners)	8
Downtown needs to be revitalized to complement park	4
Better integration of site with downtown (work together)	3
Increase canal access for walks, etc.	3
Encourage mall-like atmosphere	2
Other comments	2

<u>Comment</u>	<u>Number of times mentioned</u>
CONCESSIONS	
Expand museum store(s)	7
More food options near visitor center	4
Old-fashioned, historic restaurants	3
Specialty shops	3
Places to get a snack	3
More ethnic food	2
Outdoor restaurants	2
Integrate shops/crafts/artisans into experience	2
Other comments	5
GENERAL IMPRESSIONS	
Fine as is	8
Great park	7
More people should see it	2
More things than we expected	2
Other comments	5

Additional comments

N=462 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful staff	25
Knowledgeable staff	23
Friendly staff	23
Good staff	20
Enthusiastic staff	4
Staff treated position as privilege-not a job	2
Staff could be more interactive or informed	2
INTERPRETIVE SERVICES	
Educational	17
Enjoy museums and exhibits	11
Interesting	8
Enjoyed canal tour	6
More exhibits	5
More interpretive programs	5
Good opportunity to re-familiarize with Lowell history	4
Want to see entire process with explanation and demonstration	4
Want more living history	4
Enjoy different programs in park but should be more coordinated	3
Didn't find a brochure/map	2
Disappointed by exhibits	2
Kids loved trolley and canal tour	2
Liked hands on loom	2
Disappointed Tsongas isn't more prominent	2
Glad to see role of women included	2
Improve information about tours	2
Other comments	2
FACILITIES/MAINTENANCE	
Clean throughout	6
Improve transportation between sites	3
Good directions to and around park	3
Improve signs to park	2
Signs back to highway hard to see	2
Parking and tour area convenient and well planned	2
Need to have plenty of parking or shuttle bus	2
Improve walkways through park	2
Other comments	4

Comment	Number of times mentioned
POLICIES	
Promote more	7
Visit was affordable	4
Other comments	4
RESOURCE MANAGEMENT	
Impressed by mill restoration	5
A valuable part of our history	5
Downtown Lowell is good example of urban restoration	4
Felt unsafe because of groups of youths	3
Preserve rather than destroy/turn into condos	3
Keep expanding and the crowds will come	2
Like how park is a "neighbor" in a neighborhood	2
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