Colonial National Historical Park
Jamestown Island
Visitor Study

The Visitor Services Project
June 2001

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to the Jamestown Island Unit of Colonial National Historical Park, jointly preserved by the National Park Service and The Association for the Preservation of Virginia Antiquities. This will assist us in our efforts to better develop, manage and protect the park in order to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! Completing it should only take a few minutes of your time after your visit.

When your visit is over, please fill out the questionnaire, seal it with the sticker provided on the last page and drop it in any U.S. mailbox.

If you have any questions about the survey, please contact Margaret Littlejohn, VSP Coordinator, Cooperative Park Studies Unit, College of Natural Resources, University of Idaho, Moscow, Idaho 83844-1133, phone: 208-885-7663, email: littlej@uidaho.edu.

We very much appreciate your help.

Sincerely,

Alec Gould
Superintendent
Colonial NHP

Elizabeth Kostelny
Executive Director
APVA
DIRECTIONS
One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page ➔
YOUR VISIT TO JAMESTOWN ISLAND

1. a) Prior to this visit, were you aware of the difference between the Jamestown Island unit of the National Park System and Jamestown Settlement, operated by the Commonwealth of Virginia?
   
   _____ YES  _____ NO  _____ NOT SURE

   b) On this visit, did you and your group also visit Jamestown Settlement?
   
   _____ YES  _____ NO  ➔ If NO, why not? ______________
   
   ➔ Go on to part e of this question

c) If YES, did you and your group visit Jamestown Settlement before or after visiting Jamestown Island? Please check (✓) all that apply.
   
   _____ BEFORE  _____ AFTER

d) In what order would you and your group have preferred to visit Jamestown Island and Jamestown Settlement?

   List your preferred order (1, 2) to visit or "don't know"
   
   _____ JAMESTOWN ISLAND  _____ DON'T KNOW
   
   _____ JAMESTOWN SETTLEMENT

e) In your opinion, should tickets for both Jamestown Island and Jamestown Settlement be available at both locations?
   
   _____ YES  _____ NO  _____ NOT SURE

2. a) On this visit, did you and your group also visit Colonial Williamsburg?
   
   _____ YES  _____ NO  ➔ If NO, why not? ______________
   
   ➔ Go on to part d of this question

b) If YES, did you and your group visit Colonial Williamsburg before or after visiting Jamestown Island? Please check (✓) all that apply.
   
   _____ BEFORE  _____ AFTER

   c) In what order would you and your group have preferred to visit Jamestown Island and Colonial Williamsburg?

   List your preferred order (1, 2) to visit or "don't know"
   
   _____ JAMESTOWN ISLAND  _____ DON'T KNOW
   
   _____ COLONIAL WILLIAMSBURG

   d) In your opinion, should tickets for both Jamestown Island and Colonial Williamsburg be available at both locations?
   
   _____ YES  _____ NO  _____ NOT SURE
3. Prior to this visit to Jamestown Island, what sources did you and your group use to obtain information about the site? Please check (✓) all that apply.
   - RECEIVED NO INFORMATION PRIOR TO VISIT ➔ Go on to Question 4
   - PREVIOUS VISIT(S)
   - WORD OF MOUTH/ FRIENDS/ RELATIVES
   - TRAVEL GUIDE/ TOUR BOOK
   - STATE/ LOCAL WELCOME CENTER
   - TELEVISION/ RADIO PROGRAMS
   - TELEPHONE/ WRITTEN INQUIRY TO PARK
   - NEWSPAPER/ MAGAZINE ARTICLES
   - INTERNET/ WEBSITE (www.nps.gov/colo/home.htm)
   - OTHER WEBSITE
   - HIGHWAY SIGNS
   - OTHER (PLEASE SPECIFY: ________________________)

4. On this visit, what were you and your group's reasons for visiting Jamestown Island? Please check (✓) all that apply.
   - ON VACATION IN THE AREA
   - LEARN ABOUT JAMESTOWN HISTORY
   - ON BUSINESS IN THE AREA
   - VISITING FAMILY/ FRIENDS IN THE AREA
   - VISIT A NATIONAL PARK SERVICE SITE
   - VISIT AN ASSOCIATION FOR THE PRESERVATION OF VIRGINIA ANTIQUITIES (APVA) SITE
   - RECREATION (walking, bicycling, jogging, etc.)
   - Other (Please describe: ________________________)

5. On this visit, which of the following routes did you and your group use to arrive at Jamestown Island? Please check (✓) all that apply.
   - JAMESTOWN ROAD/ ROUTE 31
   - COLONIAL PARKWAY
   - FERRY

Please go on to the next page ➔
6. a) On this visit, what forms of transportation did you and your group use to arrive at Jamestown Island/Colonial Williamsburg/Yorktown area? Please check (√) all that apply.

- PRIVATE VEHICLE
- RENTAL VEHICLE
- FERRY
- BICYCLE
- WALK
- SHUTTLE
- BUS
- OTHER (Please describe: ____________________________)

b) Did you and your group have a private or rental vehicle (automobile, van, pickup, etc.) available to use in the Colonial Williamsburg area?

- YES
- NO

c) On this visit, what forms of transportation did you and your group use to leave the Jamestown Island/Colonial Williamsburg/Yorktown area? Please check (√) all that apply.

- PRIVATE VEHICLE
- RENTAL VEHICLE
- FERRY
- BICYCLE
- WALK
- SHUTTLE
- BUS
- OTHER (Please describe: ____________________________)

7. For this visit, please list the order in which you and your group visited the following places on Jamestown Island. Use the map on the next page to help you locate the places. Please write 1, 2, 3, and so forth on the line beside each place you visited.

Order visited (1, 2, 3,...)

- JAMESTOWN VISITOR CENTER (jointly run by National Park Service and The Association for the Preservation of Virginia Antiquities)
- DALE HOUSE ARCHAEOLOGICAL LABORATORY
- LOOP DRIVE
- TOWNSITE
- CHURCH
- ARCHAEOLOGICAL EXCAVATION SITE
- JAMESTOWN GLASSHOUSE
8. a) During this trip, how much time did you and your group spend at Jamestown Island?
   _____ NUMBER OF HOURS (Please list partial hours as 1/4, 1/2, etc.)

b) Did you visit Jamestown Island on more than one day on this trip?
   _____ YES  _____ NO ➔ Go on to part d of this question

   c) If YES, on how many days did you visit?  _____ NUMBER OF DAYS

d) On this trip, how long did you stay in the Jamestown Island/ Colonial Williamsburg/ Yorktown area?
   _____ NUMBER OF DAYS (Please list partial days as 1/4, 1/2, etc.)

9. How did the amount of time you and your group spent at Jamestown Island compare with the time you had planned to stay there? Please check (✔) one.
   _____ SPENT LONGER TIME THAN PLANNED
   _____ SPENT ABOUT THE TIME PLANNED
   _____ SPENT LESS TIME THAN PLANNED

   Please go on to the next page ➔
10. a) On this trip, did you and your group stay overnight away from home within a 1-hour drive of Jamestown Island?

   YES  NO  \(\Rightarrow\) Go on to Question 11

d) During your stay in the area, how many times did you and your group enter Jamestown Island?

   NUMBER OF TIMES YOU ENTERED JAMESTOWN ISLAND

11. Please list the order in which you and your group visited other places in the Jamestown Island area. Simply write 1, 2, 3, and so forth on the line beside each place you visited.

   DID NOT VISIT ANY OF THE FOLLOWING PLACES  \(\Rightarrow\) Go on to Question 12

   Order visited (1, 2, 3...)

   YORKTOWN (NATIONAL BATTLEFIELD/NATIONAL CEMETERY)  YORKTOWN VICTORY CENTER

   JAMESTOWN SETTLEMENT  WILLIAMSBURG POTTERY

   COLONIAL WILLIAMSBURG  OUTLET MALL

   BUSCH GARDENS  WATER COUNTRY USA

   VIRGINIA BEACH  RICHMOND, VIRGINIA

   JAMESTOWN EXPLORER BOAT TOUR  NORFOLK, VIRGINIA
12. a) On this trip, where did you and your group spend the night prior to arriving at Jamestown Island?

TOWN/ CITY ______________________________ STATE ____________

b) On this trip, where did you and your group spend the night after leaving Jamestown Island?

TOWN/ CITY ______________________________ STATE ____________

13. On this trip, what kind of personal group (not tour/ school group) were you with? Please check (✓) only one.

_____ ALONE       _____ FAMILY

_____ FRIENDS    _____ FAMILY AND FRIENDS

_____ OTHER (Please describe ________________________________)

14. On this visit, how many people were in your personal group (not school/ tour group), including yourself?

_____ NUMBER OF PEOPLE

15. On this visit, were you and your personal group with a guided tour group?

_____ YES       _____ NO

16. For you and your personal group on this visit, please indicate:

<table>
<thead>
<tr>
<th>Current age</th>
<th>Primary residence: U.S. zip code or name of foreign country</th>
<th>Number of visits to Jamestown Island (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOU YOURSELF</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>MEMBER #2</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>MEMBER #3</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>MEMBER #4</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>MEMBER #5</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>MEMBER #6</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>MEMBER #7</td>
<td>_______</td>
<td>_______</td>
</tr>
</tbody>
</table>

Please go on to the next page →
17. For you and each of the adults (age 18 or over) in your personal group on this visit, please indicate the highest level of education received. Please check (✔) only one for each person.

<table>
<thead>
<tr>
<th>Highest level of education</th>
<th>Some High School</th>
<th>High School Graduate/GED</th>
<th>Some College</th>
<th>Bachelor's Degree</th>
<th>Graduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOURSELF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADULT #2</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ADULT #3</td>
<td></td>
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<tr>
<td>ADULT #4</td>
<td></td>
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<td>ADULT #5</td>
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<tr>
<td>ADULT #6</td>
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<tr>
<td>ADULT #7</td>
<td></td>
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</tr>
</tbody>
</table>

18. In what ethnicity and race would you place yourself?

_____ DO NOT WISH TO ANSWER ➔ Go on to Question 19

Ethnicity:

_____ HISPANIC OR LATINO

_____ NOT HISPANIC OR LATINO

Race: Please check (✔) one or more.

_____ AMERICAN INDIAN OR ALASKA NATIVE

_____ ASIAN

_____ BLACK OR AFRICAN AMERICAN

_____ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

_____ WHITE
19. a) Please list any disabilities or impairments that members of your personal group had during this visit to Jamestown Island. Please check (✓) all that apply.

<table>
<thead>
<tr>
<th>DISABILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO GROUP MEMBERS HAVE DISABILITIES ✓ Go on to Question 20</td>
</tr>
<tr>
<td>VISUAL</td>
</tr>
<tr>
<td>HEARING</td>
</tr>
<tr>
<td>MOBILITY</td>
</tr>
<tr>
<td>MENTAL</td>
</tr>
<tr>
<td>OTHER (Please describe: __________________________)</td>
</tr>
</tbody>
</table>

   b) Because of the disability/impairment, did you and your group encounter any access/service problems on Jamestown Island?

   | YES |
   | NO  ❯ Go on to Question 20 |

   c) If YES, what were the problems?

   __________________________

20. a) Please check (✓) which of the following activities you and your group members have participated in at Jamestown Island during the past 12 months.

   b) For those activities you have done at Jamestown Island, please circle the estimated number of times you have done them during the past 12 months.

<table>
<thead>
<tr>
<th>Activities done at Jamestown Island (✓)</th>
<th>Number of times in past 12 months, including this visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>BICYCLING 1-20</td>
<td>21-40 41-60 61 or more</td>
</tr>
<tr>
<td>BIRDWATCHING 1-20</td>
<td>21-40 41-60 61 or more</td>
</tr>
<tr>
<td>WALKING 1-20</td>
<td>21-40 41-60 61 or more</td>
</tr>
<tr>
<td>JOGGING 1-20</td>
<td>21-40 41-60 61 or more</td>
</tr>
<tr>
<td>OTHER (Please specify: __________________________)</td>
<td>1-20 21-40 41-60 61 or more</td>
</tr>
</tbody>
</table>

Please go on to the next page ➔
21. a) Please check (✓) the information services that you or your group **used** during this trip to Jamestown Island.

b) Next, for only those services that you or your group used, please rate their **importance** from 1-5.

c) Finally, for only those services that you or your group used, please rate their **quality** from 1-5.

<table>
<thead>
<tr>
<th>Use information service?</th>
<th>If used, how important?</th>
<th>If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not important</td>
<td>Extremely important</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>__________</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMESTOWN BROCHURE/ MAP (National Park Service)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;WELCOME TO JAMESTOWN&quot; BROCHURE (Association for the Preservation of Virginia Antiquities)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISITOR ORIENTATION FILM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARCHAEOLOGICAL EXCAVATION SITE INTERPRETATION (APVA guides/ docents)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DALE HOUSE ARCHAEOLOGY LAB INTERPRETATION (exhibit/ APVA guides/ docents)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIVING HISTORY/ COSTUMED PRESENTATIONS (talks, tours)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PARK RANGER TOURS (other than living history programs)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GLASSHOUSE DEMONSTRATION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISITOR CENTER INFORMATION DESK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISITOR CENTER MUSEUM EXHIBITS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISITOR CENTER MUSEUM STORE/ SALES ITEMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROADSIDE EXHIBITS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PINCH POT CHILDREN'S PROGRAM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNIOR RANGER PROGRAM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WALKING TOUR AUDIO TAPE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
22. a) Please check (✓) the services and facilities that you or your group used during this trip to Jamestown Island.

b) Next, for only those services and facilities that you or your group used, please rate their importance from 1-5.

c) Finally, for only those services and facilities that you or your group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>Use service/facility?</th>
<th>If used, how important?</th>
<th>If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check (✓)</td>
<td>Not important 1 2 3</td>
<td>Extremely important 4 5</td>
</tr>
<tr>
<td></td>
<td>Very poor 1 2 3</td>
<td>Very good 4 5</td>
</tr>
</tbody>
</table>

| RESTROOMS | | |
| FOOD SERVICE | | |
| LOOP DRIVE | | |
| LOOP DRIVE SELF-GUIDED TOUR AUDIO TAPE | | |
| LOOP DRIVE ROADSIDE EXHIBITS | | |
| ACCESS FOR DISABLED PERSONS | | |

23. Jamestown Island occasionally offers special evening events, such as an historic walking tour explaining the 1676 Rebellion (1 to 1-1/2 hour program). On a future visit, would you and your group be interested in attending events such as this?

- YES, LIKELY
- NO, UNLIKELY
- NOT SURE

24. a) On a future visit, would you and your group be likely to use public transportation to tour Jamestown Island if it were provided?

- YES, LIKELY
- NO, UNLIKELY
- NOT SURE

b) If YES, what type of public transportation would you and your group prefer? Please check (✓) all that apply.

- SHUTTLE BUS AROUND JAMESTOWN ISLAND WITH INTERPRETIVE GUIDE
- SHUTTLE BUS AROUND JAMESTOWN ISLAND WITHOUT INTERPRETIVE GUIDE
- BOAT TOUR AROUND JAMESTOWN ISLAND WITH INTERPRETATION
- OTHER (Please specify: ____________________________)

Please go on to the next page ➔
c) Would you and your group be willing to park your vehicle and pay a modest fee to ride public transportation to visit major park attractions on a future trip?

_____ YES, LIKELY  _____ NO, UNLIKELY  _____ NOT SURE

d) Would you and your group be willing to pay a modest fee to ride public transportation between Jamestown Island and Jamestown Settlement on a future trip?

_____ YES, LIKELY  _____ NO, UNLIKELY  _____ NOT SURE

25. Jamestown Island currently charges a $6/person entrance fee to visit the park. In your opinion, how appropriate is the amount of the entrance fee? Please circle one answer.

ENTRANCE FEE:  TOO HIGH   ABOUT RIGHT   TOO LOW

26. a) During this trip, how much money did you and your group spend on Jamestown Island?

b) During this trip, how much money (for the items listed below) did you and your group spend in the area of Jamestown Island/Colonial Williamsburg/Yorktown (outside Jamestown Island, but within a 1-hour drive)?

Local residents: only include expenditures that were directly related to this visit to the park.

Money spent within 1-hour drive of Jamestown Island
Please write "0" if you and your group did not spend any money.

<table>
<thead>
<tr>
<th>On Jamestown Island</th>
<th>Area within 1 hr. drive</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOTELS, MOTELS, CABINS, B&amp;B</td>
<td>$__________</td>
</tr>
<tr>
<td>CAMPING FEES AND CHARGES</td>
<td>$__________</td>
</tr>
<tr>
<td>RESTAURANTS AND BARS</td>
<td>$__________</td>
</tr>
<tr>
<td>GROCERIES AND TAKE OUT FOOD</td>
<td>$__________</td>
</tr>
<tr>
<td>GAS AND OIL (auto, RV, boat)</td>
<td>$__________</td>
</tr>
<tr>
<td>OTHER TRANSPORTATION EXPENSES (local bus, van tours, air tours, ferry, but not airfare to and from home)</td>
<td>$__________ $__________</td>
</tr>
<tr>
<td>ADMISSIONS, RECREATION, ENTERTAINMENT FEES</td>
<td>$__________ $__________</td>
</tr>
<tr>
<td>ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing)</td>
<td>$__________ $__________</td>
</tr>
</tbody>
</table>

c) How many people do the above expenses cover?

ADULTS (18 years or over) _____  CHILDREN (under 18 years) _____
27. If you were a manager planning for the next 5 years at Jamestown Island, what would you propose? Please include any services not currently provided that you would like to have available. Please be specific.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

28. Is there anything else you and your group would like to tell us about your visit to Jamestown Island?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

29. Overall, how would you rate the quality of the visitor services provided to you and your group at Jamestown Island during this trip? Please circle only one.

   VERY GOOD      GOOD      AVERAGE      POOR      VERY POOR

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.
OFFICIAL BUSINESS

Visitor Services Project
Cooperative Park Studies Unit
College of Natural Resources
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University of Idaho
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