



Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

Dayton Aviation Heritage National Historical Park

Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Dayton Aviation Heritage National Historical Park
P.O. Box 9280
Dayton, Ohio 45409

IN REPLY REFER TO:

July 2004

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Dayton Aviation Heritage National Historical Park. This information will assist us in our efforts to better manage this site and to serve you, the visitor.

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

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863 or email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

A handwritten signature in cursive script that reads "Lawrence Blake".

Lawrence Blake
Superintendent

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 stickers 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 20 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 DAYTON AVIATION HERITAGE
NATIONAL HISTORICAL PARK**

1. a) Prior to your visit, were you and your group aware that Dayton, Ohio has a National Park Service site?

_____ YES _____ NO _____ NOT SURE

- b) Prior to your visit, were you and your group aware that Dayton Aviation Heritage National Historical Park (NHP) is a unit of the National Park System?

_____ YES _____ NO _____ NOT SURE

2. a) Prior to your visit, how did you and your group get information about Dayton Aviation Heritage NHP? Please check () **all** that apply.

_____ OBTAINED NO INFORMATION PRIOR TO VISIT → **Go on to Question 3**

_____ PREVIOUS VISIT(S)

_____ FRIENDS/RELATIVES/WORD OF MOUTH

_____ TRAVEL GUIDES/TOUR BOOKS

_____ MAPS/BROCHURES

_____ STATE WELCOME CENTER/CONVENTION & VISITORS BUREAU

_____ TELEVISION/RADIO PROGRAMS/VIDEOS

_____ NEWSPAPER/MAGAZINE ARTICLES

_____ TELEPHONE/WRITTEN/E-MAIL INQUIRY TO PARK

_____ U.S. AIR FORCE MUSEUM

_____ HIGHWAY SIGNS

_____ INTERNET—National Park Service or Dayton Aviation Heritage NHP
web site: <www.nps.gov/> <www.nps.gov/daav/>

_____ INTERNET—OTHER WEB SITE

_____ OTHER NATIONAL PARK UNIT

_____ OTHER (Please specify: _____)

- b) From the sources checked above, did you and your group receive the type of information about the park that you needed?

_____ NO _____ YES _____ NOT SURE

↓
**Go on to Part c
of this Question**

↓
Go on to Question 3



- c) If NO, what type of park information did you and your group need that was not available? Please be specific.
-

3. On this trip, what was the **primary** reason that you and your group visited the Dayton Aviation Heritage NHP **area** (within 1/2-hour drive)? Please check () only **one**.

_____ RESIDENT OF AREA (within 1/2-hour drive) → **Go on to Question 4**

_____ VISIT DAYTON AVIATION HERITAGE NHP

_____ VISIT U.S. AIR FORCE MUSEUM

_____ VISIT OTHER AREA ATTRACTIONS (besides Dayton Aviation
 ↓ Heritage NHP and/or U.S. Air Force Museum)

Please specify site(s) you visited: _____

_____ VISIT FRIENDS/RELATIVES IN THE AREA

_____ BUSINESS OR OTHER REASONS

4. a) On this visit, which of the following sites did you and your group visit at Dayton Aviation Heritage NHP?
- b) On this visit, how long did you and your group spend at each of these park sites? Please list partial hours, for example: 6-1/2 hours.
- c) How many times did you and your group enter each site on this visit?

For this visit, please answer the following questions:

a) Visit site? (√)	b) Number of hours spent	c) Number of times entered on this visit
_____ WRIGHT-DUNBAR INTERPRETIVE CENTER and AVIATION TRAIL VISITOR CENTER	_____	_____
_____ WRIGHT CYCLE COMPANY	_____	_____
_____ WRIGHT BROTHERS AVIATION CENTER	_____	_____
_____ HUFFMAN PRAIRIE FLYING FIELD	_____	_____
_____ HUFFMAN PRAIRIE FLYING FIELD INTERPRETIVE CENTER	_____	_____
_____ PAUL LAURENCE DUNBAR STATE MEMORIAL	_____	_____

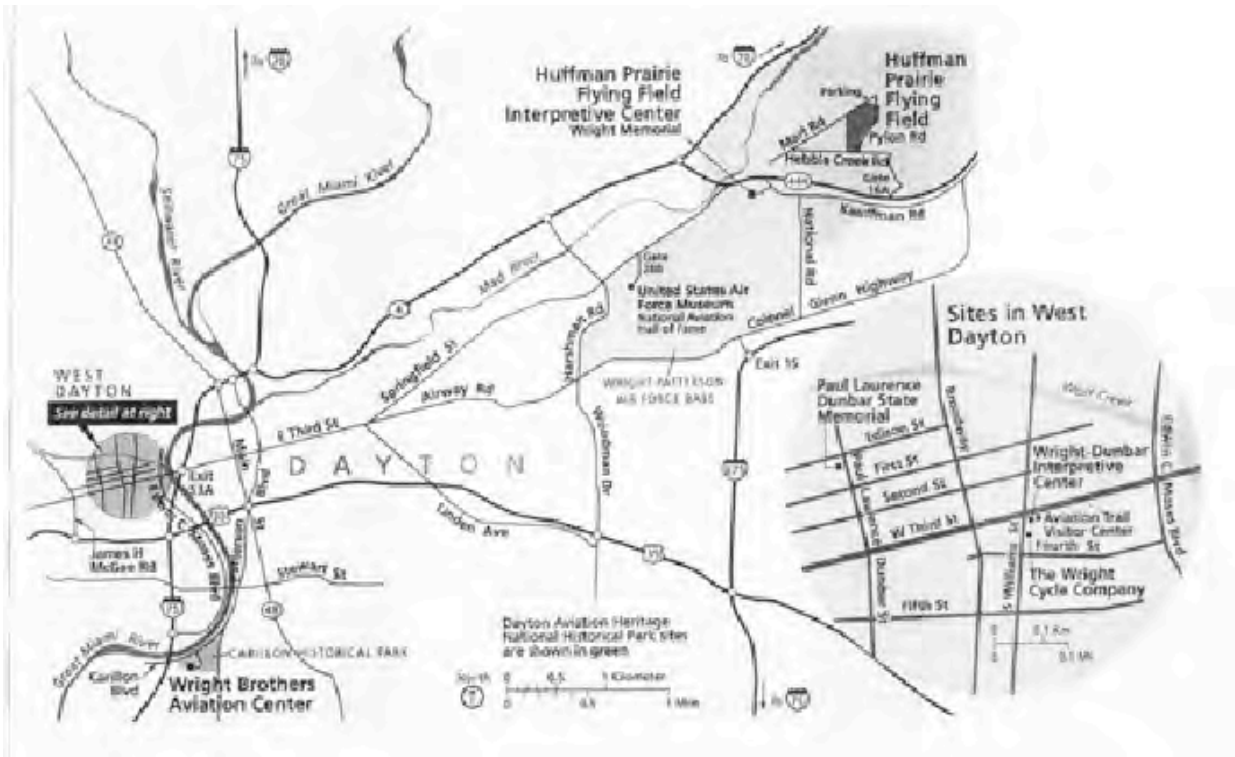
Please go on to the next page →

5. a) Dayton Aviation Heritage NHP consists of 6 sites, some of which are operated by other agencies and organizations in partnership with the National Park Service. For this visit to the park, please list the **order** in which you and your group visited the following sites (from 1 to 6).
- b) Including this visit, how many times have you visited each site within the park during the past 12 months?
- c) Including this visit, how many times have you visited each site within the park during your lifetime?

a) Order visited (1, 2, 3, etc.)	Number of visits?	
	b) past 12 months	c) lifetime
_____ WRIGHT-DUNBAR INTERPRETIVE CENTER and AVIATION TRAIL VISITOR CENTER	_____	_____
_____ WRIGHT CYCLE COMPANY	_____	_____
_____ WRIGHT BROTHERS AVIATION CENTER	_____	_____
_____ PAUL LAURENCE DUNBAR STATE MEMORIAL	_____	_____

The Huffman Prairie Flying Field has 2 separate points of interest:

_____ HUFFMAN PRAIRIE FLYING FIELD	_____	_____
_____ HUFFMAN PRAIRIE FLYING FIELD INTERPRETIVE CENTER	_____	_____



6. a) On this visit to Dayton Aviation Heritage NHP, did you and your group have any difficulty locating the park sites?

_____ NO _____ YES → If YES, where did you have difficulty?

- b) On this visit to Dayton Aviation Heritage NHP, did you and your group have any difficulty finding **parking** at any of the park sites?

_____ NO _____ YES → If YES, where was parking difficult?

7. a) On this trip, did you and your group stay overnight away from home in the Dayton Aviation Heritage NHP area (within 1/2-hour drive)?

_____ YES _____ NO → **Go on to Question 8**



- b) Please list the number of nights you and your group stayed in the Dayton Aviation Heritage NHP area (within 1/2-hour drive).

NUMBER OF NIGHTS in Dayton Aviation Heritage NHP **area** _____

- c) In what type of lodging did you and your group spend the night(s)? Please check () **all** that apply.

Area within 1/2-hour drive ()

LODGE, MOTEL, CABIN, OR RENTED CONDO/HOME _____

BED & BREAKFAST _____

RV/TRAILER CAMPING _____

TENT CAMPING IN DEVELOPED CAMPGROUND _____

PERSONAL SEASONAL RESIDENCE _____

RESIDENCE OF FRIENDS OR RELATIVES _____

OTHER (Please specify: _____) _____

8. On this visit, were the signs directing you and your group to Dayton Aviation Heritage NHP adequate? Please check () **one** answer for each of the following.

SIGNS ON INTERSTATES _____ YES _____ NO _____ NOT SURE

SIGNS ON STATE HIGHWAYS _____ YES _____ NO _____ NOT SURE

SIGNS IN COMMUNITIES _____ YES _____ NO _____ NOT SURE

Please go on to the next page →

9. Do you or anyone in your personal group have a special interest in any of the following subjects? Please check (✓) all that apply.

_____ HISTORY (e.g Dayton, Ohio; Air Force, Technology, etc.)

_____ AVIATION HISTORY

_____ WRIGHT BROTHERS

_____ PAUL LAURENCE DUNBAR

_____ AFRICAN AMERICAN HISTORY

_____ NATIONAL PARK SERVICE SITES

10. a) Please check () the visitor services and facilities that you and your group **used** during this visit to Dayton Aviation Heritage NHP. If you did not visit any of the following sites, go on to Question 11.

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

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

a) Use service/facility?

**b) If used,
how important?**
Not
important
1 2 3 4 5

**c) If used,
what quality?**
Very
poor
1 2 3 4 5
Very
good

Check ()

All park sites

_____ PARK BROCHURE/MAP

_____ WEB SITE (www.nps.gov/daav/)
used before or during visit

_____ PARK DIRECTIONAL SIGNS (outside park)

Wright-Dunbar Interpretive Center

_____ EXHIBITS

_____ VIDEO/FILM

_____ RESTROOMS

_____ BOOKSTORE SALES ITEMS (visitor center)

_____ ASSISTANCE FROM PARK STAFF

_____ RANGER-LED PROGRAMS

_____ JUNIOR RANGER PROGRAM

_____ ACCESS FOR DISABLED PERSONS

11. a) Please check () the visitor services and facilities that you and your group **used** during this visit to Dayton Aviation Heritage NHP. If you did not visit any of the following sites, go on to Question 12.
- b) Next, for only those services and facilities that you and your group used, please rate their importance from 1-5.
- c) Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

a) Use service/facility?	b) If used, how important?					c) If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
Check () _____	1	2	3	4	5	1	2	3	4	5
<u>Wright Cycle Company</u>										
_____ EXHIBITS										
<u>Wright Brothers Aviation Center at Carillon Historical Park</u>										
_____ EXHIBITS										
_____ ASSISTANCE FROM PARK STAFF										
_____ FILM										
_____ PARKING										
_____ OUTDOOR INTERPRETIVE EXHIBITS										
<u>Huffman Prairie Flying Field Interpretive Center</u>										
_____ VISITOR CENTER EXHIBITS										
_____ VISITOR CENTER VIDEO/FILM										
_____ VISITOR CENTER RESTROOMS										
_____ BOOKSTORE SALES ITEMS (visitor center)										
_____ ASSISTANCE FROM PARK STAFF										
_____ RANGER-LED PROGRAMS										
_____ JUNIOR RANGER PROGRAM										
_____ ACCESS FOR DISABLED PERSONS										
_____ PARKING										
_____ OUTDOOR INTERPRETIVE EXHIBITS										

Please go on to the next page →

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

_____ YES _____ NO

b) On this visit, were you and your personal group with an educational/school group?

_____ YES _____ NO

16. a) On this visit, how many people were in your personal group, including yourself?

_____ NUMBER OF PEOPLE

b) For this visit, please list the number of vehicles in which you and your group arrived.

_____ NUMBER OF VEHICLES

17. For you and your personal group, please indicate:

	Gender M=male F=female	Current age	U.S. Zip Code or name of country other than U.S.	Primary language that you speak and read
YOURSELF	_____	_____	_____	_____
MEMBER #2	_____	_____	_____	_____
MEMBER #3	_____	_____	_____	_____
MEMBER #4	_____	_____	_____	_____
MEMBER #5	_____	_____	_____	_____
MEMBER #6	_____	_____	_____	_____
MEMBER #7	_____	_____	_____	_____

18. a) Are you Spanish, Hispanic, or Latino? _____ YES _____ NO

b) Which of these categories best indicates your race? Please check () **all** that apply.

_____ AMERICAN INDIAN OR ALASKA NATIVE

_____ ASIAN

_____ BLACK OR AFRICAN AMERICAN

_____ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

_____ WHITE

Please go on to the next page →

19. a) Does anyone in your group have any disabilities/impairments that limited their ability to visit Dayton Aviation Heritage NHP?

YES NO → **Go on to Question 20**



- b) If yes, what kind of disability? Please check () **all** that apply.

HEARING VISUAL

MOBILITY LEARNING

MENTAL OTHER (Please specify: _____)

- c) Because of the disability/impairment, did you and your group encounter any access/service problems in the park?

YES NO → **Go on to Question 20**



- d) If YES, what were the problems? _____

20. On this visit, what were you and your group's reasons for visiting the Wright-Dunbar Interpretive Center and Huffman Prairie Flying Field Interpretive Center at Dayton Aviation Heritage NHP? Please check (√) **all** that apply.

DID NOT VISIT WRIGHT-DUNBAR OR HUFFMAN PRAIRIE
FLYING FIELD INTERPRETIVE CENTERS ON THIS VISIT →

Go on to Question 21

OBTAIN A MAP

OBTAIN INFORMATION FROM PARK STAFF

VIEW EXHIBITS

PURCHASE BOOKS AND SALES ITEMS

USE THE RESTROOMS

USE THE TELEPHONE

OTHER (Please specify: _____)

21. a) On this visit, what did you and your group like **most** about the exhibits at the Wright-Dunbar Interpretive Center and Huffman Prairie Flying Field Interpretive Centers in Dayton Aviation Heritage NHP?

- b) On this visit, what did you and your group like **least** about the exhibits at Wright-Dunbar Interpretive Center and Huffman Prairie Flying Field Interpretive Center in Dayton Aviation Heritage NHP?
- _____
- _____

22. For you and your group, please report all expenditures for the items listed below for this visit to any of the six sites in Dayton Aviation Heritage NHP and surrounding area (within 1/2-hour drive). Please write "0" if no money was spent in a particular category.

- a) Please list your group's total expenditures at Dayton Aviation Heritage NHP.
- b) Please list your group's total expenditures in the **area outside** the park (within 1/2-hour drive of Dayton Aviation Heritage NHP).

NOTE: Surrounding area residents should only include expenditures that were **directly related** to this visit to Dayton Aviation Heritage NHP.

	EXPENDITURES	
	a) In park	b) Outside park
HOTELS, MOTELS, CABINS, B&B, etc.		\$ _____
CAMPING FEES AND CHARGES		\$ _____
GUIDE FEES AND CHARGES		\$ _____
RESTAURANTS AND BARS		\$ _____
GROCERIES AND TAKE OUT FOOD		\$ _____
GAS AND OIL (auto, RV, boat, etc.)		\$ _____
OTHER TRANSPORTATION EXPENSES (rental cars, auto repairs, taxis, but not including airfare)		\$ _____
ADMISSION, RECREATION, AND ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, art, clothing, etc.)	\$ _____	\$ _____
DONATIONS	\$ _____	\$ _____

- c) How many people do the above expenses cover?

ADULTS (18 years or over) _____ CHILDREN (under 18 years) _____

Please go on to the next page ➡

23. a) In your opinion, what is the national significance of Dayton Aviation Heritage NHP?

b) After this visit, do you feel you understand the connection between the Wright Brothers and Paul Laurence Dunbar?

_____ YES _____ NO _____ NOT SURE

24. On a future visit, how would you and your group prefer to learn about Dayton Aviation Heritage NHP? Please check () **all** that apply.

- _____ NOT INTERESTED IN LEARNING ABOUT PARK → **Go on to Question 25**
- _____ VISITOR CENTER INFORMATION DESK
- _____ VISITOR CENTER EXHIBITS
- _____ PARK ORIENTATION VIDEO
- _____ OTHER AUDIOVISUAL PROGRAMS (videos, movies, etc.)
- _____ CHILDREN'S ACTIVITIES
- _____ SELF-GUIDED TOURS
- _____ RANGER-LED TOURS
- _____ LIVING HISTORY PROGRAMS
- _____ INTERNET WEB SITE
- _____ OTHER (Please specify: _____)

25. a) On a future visit, would you and your group be willing to ride a dedicated shuttle bus to take you between the park sites at Dayton Aviation Heritage NHP?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

b) Would you and your group be more likely to ride a dedicated shuttle bus to take you between park sites if it was an historic rail streetcar?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

c) On a future visit, would you and your group be willing to pay a modest fee (\$1-4/person) to ride a dedicated shuttle bus to take you between the park sites?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

26. Currently, two park sites at Dayton Aviation Heritage NHP charge admission fees: Carillon Historical Park—\$8/adult and Paul Laurence Dunbar House—\$5/adult. On a future visit, would you and your group be interested in buying a combined ticket to all park sites for a slightly reduced rate (\$1 to \$2 less/person than the total of the individual entrance fees)?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

27. If you were a manager planning for the future of Dayton Aviation Heritage NHP, what would you propose? Please be specific.

28. Is there anything else you and your group would like to tell us about your visit to Dayton Aviation Heritage NHP?

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

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
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University of Idaho
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