

**Visitor Services Project
Herbert Hoover National Historic Site
Report Summary**

- This report describes the results of a visitor study conducted at Herbert Hoover National Historic Site (NHS) during July 24-August 2, 2008. A total of 397 questionnaires were distributed to visitor groups. Of those, 287 questionnaires were returned resulting in a 72.3% response rate.
- This report profiles a systematic random sample of Herbert Hoover NHS visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-two percent of visitor groups were in groups of two and 33% were in groups of three or four. Seventy-five percent of visitor groups were in family groups.
- United States visitors (99%) came from Iowa (53%) and 33 other states. There were too few international respondents (1%) to provide reliable data.
- Thirty-four percent of visitors were 46-65 years old, 17% were 66 years or older, and 24% were ages 15 years or younger. Five percent of visitor groups reported physical conditions that made it difficult to access or participate in park services or activities.
- Sixty-two percent of visitors had visited the park once in their lifetime, while 20% had visited four or more times.
- Forty-four percent of visitor groups thought that both Herbert Hoover Presidential Library and Herbert Hoover NHS were managed by the same federal agency, while 35% were unaware of who managed either site.
- Prior to this visit, visitor groups most often obtained information about Herbert Hoover NHS through previous visits (48%) and friends/relatives/word of mouth (39%). Eleven percent of visitor groups did not obtain any information about the park prior to their visit. Forty-two percent indicated they would prefer to obtain information for a future visit from the Herbert Hoover NHS website.
- Herbert Hoover NHS was the primary destination for 43% of visitor groups, while for 34%, the park was one of several destinations in their travel plans.
- Seventy-seven percent of groups used services in the nearby communities of West Branch, Coralville/Iowa City, Cedar Rapids, and truck stops/gas stations along I-80, and 65% ate at restaurants in these communities.
- Of the visitor groups that visited the park on one day (97%), 32% spent four or more hours. The average length of stay was 3.1 hours.
- Fifty-five percent of visitors felt that during their visit they had learned something about Herbert Hoover that was relevant or meaningful to their lives, and 61% indicated that their opinion of Herbert Hoover had improved as a result of their visit.
- The most used information services/facilities at Herbert Hoover NHS included park brochure/map (69%) and assistance from park staff/ranger (67%).
- Most visitor groups (97%) rated the overall quality of services, facilities, and recreational opportunities at Herbert Hoover NHS as “very good” or “good.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website http://www.psu.uidaho.edu
