



National Park Service  
U.S. Department of the Interior



Social and Economic Sciences Research Center  
Washington State University

# Chickamauga and Chattanooga National Military Park Visitor Study



OMB Approval 1024-0224  
Expiration date: 2014



**United States Department of the Interior**



NATIONAL PARK SERVICE  
Chickamauga and Chattanooga  
National Military Park  
P.O. Box 2128  
Fort Oglethorpe, Georgia 30742

IN REPLY REFER TO:

Summer 2014

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Chickamauga and Chattanooga National Military Park. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), [matthew.strawn@wsu.edu](mailto:matthew.strawn@wsu.edu) (email).

We appreciate your help.





Sincerely,

Todd Roeder  
Acting Superintendent  
Chickamauga and Chattanooga National Military Park

**DIRECTIONS**

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Chickamauga and Chattanooga National Military Park. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

## Your Visit To Chickamauga and Chattanooga National Military Park

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. On this visit to Chickamauga and Chattanooga National Military Park (NMP), which routes did your personal group use to reach the park? *Please mark (●) all that apply.*

- |  |   |
|--|---|
| <input type="radio"/> Interstate 75                                | <input type="radio"/> Scenic Highway (148)  |
| <input type="radio"/> Interstate 24                                | <input type="radio"/> Georgia State Route 2 |
| <input type="radio"/> US 27  | <input type="radio"/> Ochs Highway          |
| <input type="radio"/> Other routes ( <i>Please specify</i> ) _____ |   |

2. On this visit, were the signs directing your personal group to Chickamauga and Chattanooga NMP adequate? *Please mark (●) one answer for each.*

- |                                 |                       |     |                       |    |                       |             |
|---------------------------------|-----------------------|-----|-----------------------|----|-----------------------|-------------|
| a) Interstate signs             | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| b) State highway signs          | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| c) Signs in local communities   | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| d) Battlefield Tour Route signs | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |

- e) If you answered **NO** for any of the above, please explain.

Interstate signs \_\_\_\_\_

State highway signs \_\_\_\_\_

Signs in local communities \_\_\_\_\_

Signs along Battlefield Tour Route \_\_\_\_\_

3. For each site listed below, was the parking adequate? *Please mark (●) one answer for each.*

- |                       |                       |     |                       |    |                       |             |
|-----------------------|-----------------------|-----|-----------------------|----|-----------------------|-------------|
| a) Tour route         | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| b) Visitor Center     | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |
| c) Recreational sites | <input type="radio"/> | Yes | <input type="radio"/> | No | <input type="radio"/> | Did not use |

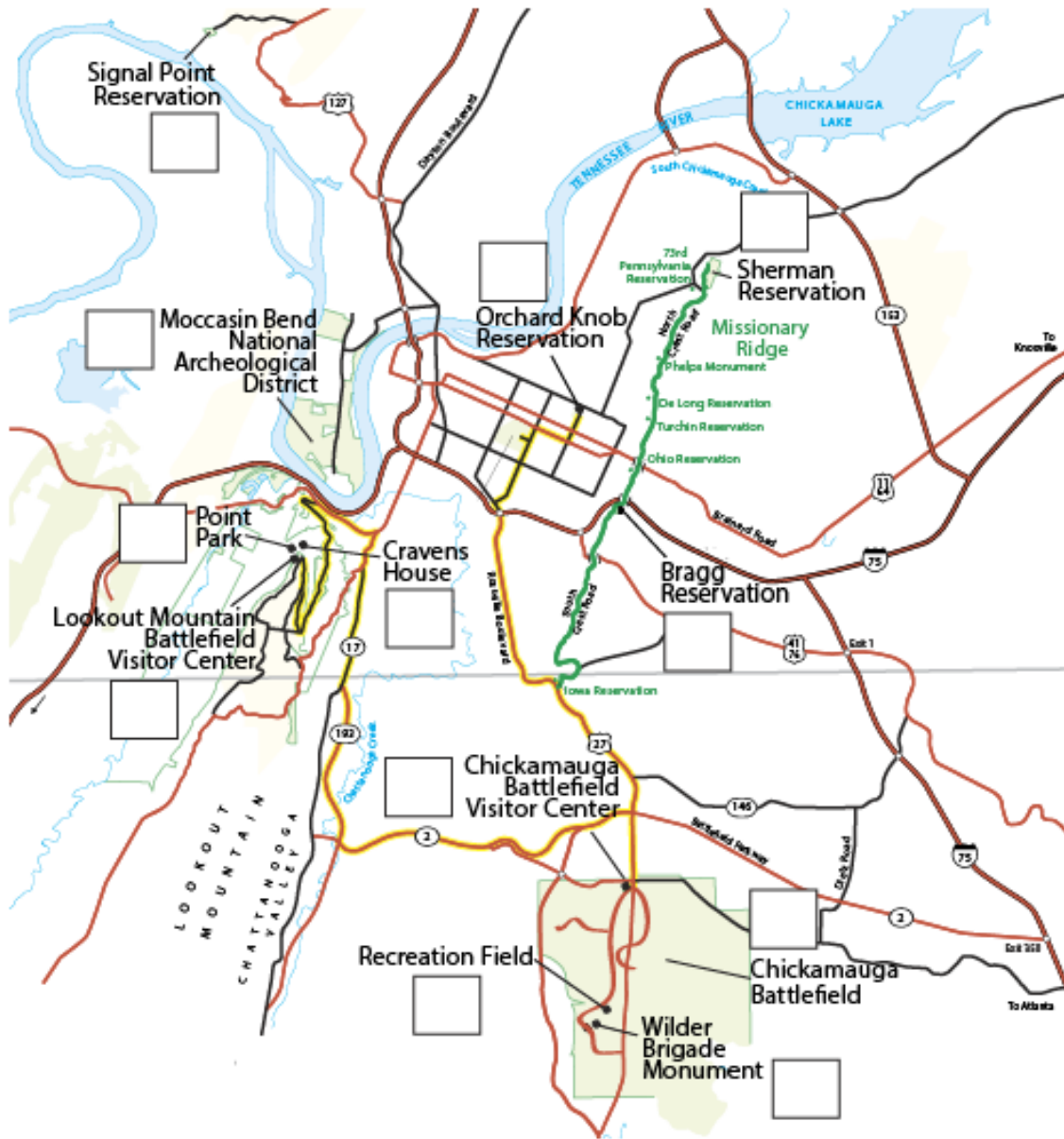
d) If you answered **NO** for any of the above, please explain.

Tour route \_\_\_\_\_

Visitor Center \_\_\_\_\_

Recreational sites \_\_\_\_\_

4. For this visit, please indicate the order in which your personal group visited the following sites at Chickamauga and Chattanooga NMP by writing 1, 2, 3, etc., in the boxes on the map below. If you did not visit a site, please leave that box blank.



5. a) **On this visit** to Chickamauga and Chattanooga NMP, how much time in **total** did your personal group spend visiting battlefield sites? *Please list partial hours as  $\frac{1}{4}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$ .*

\_\_\_\_\_ Total number of hours

- b) Did your personal group visit the battlefield on more than one day?

No                       Yes → c) If **YES**, how many days? \_\_\_\_\_

6. a) For each park site listed below, please indicate in column (a) if your personal group was aware of the site prior to visiting Chickamauga and Chattanooga NMP. *Please mark (●) **one** for each site.*

- b) For each site that you **were aware of prior to this visit**, in column (b) please tell us how you became aware of the site.

a) **Aware of site  
prior to park visit?**

<b>Park site</b>	<b>Yes</b>	<b>No</b>	<b>b) How did you become aware of the site?</b>
Bragg Reservation	<input type="radio"/>	<input type="radio"/>	_____
Chickamauga Battlefield	<input type="radio"/>	<input type="radio"/>	_____
Cravens House Reservation	<input type="radio"/>	<input type="radio"/>	_____
Moccasin Bend National Archeological District	<input type="radio"/>	<input type="radio"/>	_____
Orchard Knob Reservation	<input type="radio"/>	<input type="radio"/>	_____
Point Park	<input type="radio"/>	<input type="radio"/>	_____
Recreation Field at Chickamauga Battlefield	<input type="radio"/>	<input type="radio"/>	_____
Sherman Reservation	<input type="radio"/>	<input type="radio"/>	_____
Signal Point	<input type="radio"/>	<input type="radio"/>	_____
Visitor Center at Lookout Mountain	<input type="radio"/>	<input type="radio"/>	_____
Visitor Center at Chickamauga Battlefield	<input type="radio"/>	<input type="radio"/>	_____
Wilder Brigade Monument	<input type="radio"/>	<input type="radio"/>	_____

7. **On this visit**, in which activities did your personal group participate within Chickamauga and Chattanooga NMP? *Please mark (●) all that apply.*

- Bicycling
- Conducting genealogy or historical research
- Creative arts (photography, drawing, painting, writing)
- Dog walking
- Hiking/walking/jogging
- Horseback riding
- Listening to audio-tape tour
- Participate in Junior Ranger program
- Picnicking
- Rock climbing
- Taking self-guided tour other than cell phone tour
- Taking self-guided tour with cell phone
- Visiting visitor center(s)
- Wildlife viewing
- Other (*Specify*) \_\_\_\_\_

8. a) During this visit to Chickamauga and Chattanooga NMP, did your personal group have any personal interaction with a park ranger?

- Yes                       No → **Go on to Question 9**

b) If **YES**, please rate the quality of your interaction with the park ranger. *Please mark (●) one answer for each aspect of the interaction.*

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Please rate how appropriate you feel the following activities are at Chickamauga and Chattanooga NMP. Please mark (●) **one** answer for each activity.

Activity	Very inappropriate	Somewhat inappropriate	No opinion	Somewhat appropriate	Very appropriate
Bicycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horseback riding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jogging/running	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnicking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock climbing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunbathing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Throwing footballs, baseballs, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Throwing frisbees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. On this trip to Chickamauga and Chattanooga NMP, please mark (●) **all** other attractions that your personal group visited **in the area** (within 100 miles of park).

- Did not visit any of the following places → **Go on to Question 11**
- Chattanooga Arboretum and Nature Center
- Chattanooga Riverwalk
- Hunter Museum
- Kennesaw Mountain National Battlefield Park
- Rock City
- Ruby Falls
- Stones River National Battlefield
- Tennessee Aquarium
- Other (*Please specify*) \_\_\_\_\_



11. a) Please mark (●) **all** the services and facilities that your personal group **used** at Chickamauga and Chattanooga NMP during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their **importance** to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their **quality** from 1-5.

<p><b>b) If used, how important?</b></p> <p>1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important</p>	<p><b>c) If used, what quality?</b></p> <p>1=Very poor 2=Poor 3=Average 4=Good 5=Very good</p>
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**a) Visitor services/facilities used**

- |                       |   |       |       |
|-----------------------|---|-------|-------|
| <input type="radio"/> | Access for disabled persons   | _____ | _____ |
| <input type="radio"/> | Assistance from park staff/volunteers   | _____ | _____ |
| <input type="radio"/> | Cannon/weapons firing demonstration   | _____ | _____ |
| <input type="radio"/> | Indoor exhibits   | _____ | _____ |
| <input type="radio"/> | Junior Ranger program   | _____ | _____ |
| <input type="radio"/> | Living history programs   | _____ | _____ |
| <input type="radio"/> | Outdoor exhibits  | _____ | _____ |
| <input type="radio"/> | Park brochure/map   | _____ | _____ |
| <input type="radio"/> | Park website: <a href="http://www.nps.gov/chch">www.nps.gov/chch</a><br>used before or during visit | _____ | _____ |
| <input type="radio"/> | Picnic areas  | _____ | _____ |
| <input type="radio"/> | Restrooms   | _____ | _____ |
| <input type="radio"/> | Trails  | _____ | _____ |
| <input type="radio"/> | Visitor center at Chickamauga Battlefield   | _____ | _____ |
| <input type="radio"/> | Visitor center at Lookout Mt. Battlefield   | _____ | _____ |

12. Two of the purposes of Chickamauga and Chattanooga NMP are to present multiple viewpoints on the impacts of the Civil War on American culture, and the history of American Indians in the Southeast.

- a) Please mark (●) **all** the topics that your personal group learned about via park films/exhibits/ranger programs during this visit to Chickamauga and Chattanooga NMP.
- b) For only those topics that you learned about, please rate their **importance** (from 1-5) in presenting different viewpoints of the Civil War and the history of Southeastern American Indians.
- c) **For only those topics that you learned about**, please rate (from 1-4) the **amount** of information that you received.

a) Topic learned about	b) Importance of topic learned 1=Not at all important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) Amount of information received 1=Not enough 2=About right 3=Too much
<input type="radio"/> Events of the Campaign for Chattanooga	_____	_____
<input type="radio"/> Events of the Civil War	_____	_____
<input type="radio"/> Impact of European contact on Southeastern American Indians	_____	_____
<input type="radio"/> Impact of the Civil War on American history	_____	_____
<input type="radio"/> Impact of the Civil War on civilian life	_____	_____
<input type="radio"/> Natural setting where events occurred	_____	_____
<input type="radio"/> Roles of African Americans in the Civil War	_____	_____
<input type="radio"/> Roles of slavery in causing the Civil War	_____	_____
<input type="radio"/> Roles of Southeastern American Indians	_____	_____

d) Which stories presented at Chickamauga and Chattanooga NMP need to be emphasized or strengthened?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

13. a) During this visit (while viewing exhibits, movies, taking a tour, etc.), did you learn something about the Civil War or the history of American Indians in the Southeast that is relevant or meaningful to your life today?

- Yes  No → **Go on to part C**

b) If **YES**, what did you learn that is relevant or meaningful to your life today?

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c) What else can be done to help you to make a personal connection to the story presented at Chickamauga and Chattanooga NMP?

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14. a) Please indicate the ranger-led tours or programs that your personal group attended during this visit to Chickamauga and Chattanooga NMP. *Please mark (●) all that apply.*

- Did not attend any program → **Go on to Question 15**
- Guided walk at Lookout Mt. Battlefield  Car caravan tour at Chickamauga Battlefield
- Costumed living-history program  Special program

b) On the line below, please specify one program you attended, then mark (●) **one** response for each of the following aspects of that program.

Program: \_\_\_\_\_

c) Program **length**:  Too short  About right  Too long

d) Ability to **attend at desired time**:  Able to attend program at desired time  NOT able to attend program at desired time

e) Ability to **see**:  Able to see well  Had difficulty seeing

f) Ability to **hear**:  Able to hear well  Had difficulty hearing

g) **Topics discussed**:  Of interest  NOT of interest

15. a) Did your personal group visit the park bookstore?

- Yes  No → **Go on to Question 16**

b) If **YES**, were there any sales items that your personal group would have liked to purchase that are not currently available?

- Yes  No → **Go on to Question 16**

- c) If **YES**, which items would your personal group like to have available for purchase on a future visit? *Please mark (●) all that apply.*
- Additional publications (books, brochures, etc.)  
 ▼ List subjects you are interested in \_\_\_\_\_
- CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.
- Additional maps (other than park brochure/map)
- Other (*Please specify*) \_\_\_\_\_
16. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?
- Yes                       No → **Go to Question 17**
- b) If **YES**, what services or activities were difficult to access/participate in?
- \_\_\_\_\_
17. a) What did your personal group like **most** about your visit to Chickamauga and Chattanooga NMP?
- \_\_\_\_\_
- \_\_\_\_\_
- b) What did your personal group like **least** about your visit to Chickamauga and Chattanooga NMP?
- \_\_\_\_\_
- \_\_\_\_\_
18. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Chickamauga and Chattanooga NMP during this visit? *Please mark (●) one.*
- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very poor             | Poor                  | Average               | Good                  | Very good             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



20. a) On this visit, which type of personal group (not guided tour/school/club/other organized group) were you with? *Please mark (●) only one.*

- |   |  |
|---|--|
| <input type="radio"/> Alone                                 | <input type="radio"/> Friends            |
| <input type="radio"/> Family                                | <input type="radio"/> Family and friends |
| <input type="radio"/> Other ( <i>Please specify</i> ) _____ |  |

b) On this visit, how many people were in your personal group, including yourself?  
 \_\_\_\_\_ Number of people in personal group

c) On this visit, were you with an organized group (guided tour/school/club/church)?  
 No       Yes → \_\_\_\_\_ Number of people in organized group

21. For your personal group on this visit, please provide the following. *If you do not know the answer, please leave it blank.*

	a) Gender	b) Current age	c) U.S. ZIP code or name of country other than U.S.	d) Frequency of visits (including this visit) 1 = First time visit 2 = Several times a week 3 = Several times a month 4 = Several times a year 5 = Once a year
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

22. For you only, what is the highest level of education you have completed? *Please mark (●) one.*

- |   |   |
|---|---|
| <input type="radio"/> Some high school        | <input type="radio"/> Bachelor's degree |
| <input type="radio"/> High school diploma/GED | <input type="radio"/> Graduate degree   |
| <input type="radio"/> Some college            |   |

23. a) Are members of your personal group Hispanic or Latino? *Please mark (●) one for each group member.*

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is the race of each member of your personal group? *Please mark (●) one or more for each group member.*

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. a) For you only, which category best represents your **annual household** income? *Please mark (●) only one.*

<input type="radio"/> Less than \$24,999	<input type="radio"/> \$50,000-\$74,999	<input type="radio"/> \$150,000-\$199,999
<input type="radio"/> \$25,000-\$34,999	<input type="radio"/> \$75,000-\$99,999	<input type="radio"/> \$200,000 or more
<input type="radio"/> \$35,000-\$49,999	<input type="radio"/> \$100,000-\$149,999	<input type="radio"/> Do not wish to answer

b) How many people are in your household? \_\_\_\_\_ Number of people

25. Is there anything else your personal group would like to tell us about your visit to Chickamauga and Chattanooga NMP?

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Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.





