

Eisenhower National Historic Site Visitor Study



**The
Visitor Services
Project**

**United States Department of the Interior**

NATIONAL PARK SERVICE
Eisenhower National Historic Site
97 Taneytown Road
Gettysburg, Pennsylvania 17325-2804

IN REPLY REFER TO:

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 Eisenhower National Historic Site. We are also trying to learn about why Gettysburg National Military Park visitors do not visit the Eisenhower farm. This 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.

When your visit is over, please complete 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, please contact Margaret Littlejohn, VSP Coordinator, Cooperative Park Studies Unit, College of Natural Resources, University of Idaho, Moscow, Idaho 83844-1133, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

James C. Roach
Site Manager

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 Office of Information and Regulatory Affairs of OMB, Attention Desk Officer for the Interior Department, Office of Management and Budget, Washington, D.C. 20503; and 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 EISENHOWER NATIONAL HISTORIC SITE
AND/OR GETTYSBURG NATIONAL MILITARY PARK**

1. Prior to your visit to Gettysburg National Military Park, were you aware that Eisenhower National Historic Site existed? Please check () **only one**.
- _____ YES _____ NO _____ NOT SURE
2. a) Prior to your visit to **Eisenhower National Historic Site**, how did you and your group get information about the site? Please check () **all** that apply in the column on the left.
- b) Prior to your visit to **Gettysburg National Military Park**, how did you and your group get information about the park? Please check () **all** that apply in the column on the right.

Eisenhower NHS (√)

Gettysburg NMP (√)

_____ RECEIVED NO INFORMATION PRIOR TO VISIT	➔ GO ON TO QUESTION 3	_____
_____ LIVE IN THE LOCAL AREA		_____
_____ PREVIOUS VISIT(S)		_____
_____ FRIENDS/ RELATIVES		_____
_____ TRAVEL GUIDE/ TOUR BOOK		_____
_____ MAGAZINE OR NEWSPAPER ARTICLES		_____
_____ CHILD ATTENDED SCHOOL PROGRAM AT THIS SITE		_____
_____ TELEPHONE/ WRITTEN INQUIRY TO THIS SITE		_____
_____ VIDEOS/ TELEVISION/ RADIO PROGRAMS		_____
_____ INTERNET/ WORLD WIDE WEB (www.nps.gov/eise/ or (www.nps.gov/gett/)		_____
_____ CHAMBER OF COMMERCE		_____
_____ CONVENTION/ VISITOR'S BUREAU		_____
_____ "FRIENDS OF THE NATIONAL PARKS AT GETTYSBURG"		_____
_____ OTHER (Please specify: _____)		_____

3. a) Prior to your visit, who in your group made the decision to visit Eisenhower National Historic Site/ Gettysburg National Military Park? Please check () **all** that apply.

Eisenhower NHS (√)**Gettysburg NMP (√)**

- _____ MALE HEAD OF HOUSEHOLD _____
- _____ FEMALE HEAD OF HOUSEHOLD _____
- _____ TOUR DIRECTOR _____
- _____ OTHER (Please specify: _____) _____

- b) **When** did you or your group make the decision to visit Eisenhower National Historic Site/ Gettysburg National Military Park? Please check () **only one**.

Eisenhower NHS (√)**Gettysburg NMP (√)**

- _____ AFTER ARRIVING IN TOWN OF GETTYSBURG _____
- _____ LESS THAN 1 MONTH AGO _____
- _____ 2 - 6 MONTHS AGO _____
- _____ 7 - 11 MONTHS AGO _____
- _____ 1 YEAR AGO OR MORE _____

4. On this trip, what was the **primary** reason that you and your group visited the Gettysburg area? Please check () **only one**.

- _____ VISIT EISENHOWER NATIONAL HISTORIC SITE
- _____ VISIT GETTYSBURG NATIONAL MILITARY PARK
- _____ VISIT OTHER ATTRACTIONS IN THE AREA
- _____ VISIT FRIENDS OR RELATIVES IN THE AREA
- _____ BUSINESS OR OTHER REASONS

5. On this visit, what forms of transportation did you and your group use to **arrive at** Gettysburg National Military Park? Please check () **all** that apply.

- _____ AUTOMOBILE _____ FOOT
- _____ TAXI _____ OTHER (Please specify: _____)
- _____ TOUR BUS _____

PLEASE GO ON TO THE NEXT PAGE ➡

6. a) On this trip, did you and your group stay overnight away from home within the Gettysburg area (within 20-minute drive of town of Gettysburg)?

_____ YES _____ NO → **GO ON TO QUESTION 7**

- b) Please list the number of nights you and your group stayed in the Gettysburg area (within 20-minute drive of town of Gettysburg).

NUMBER OF NIGHTS IN GETTYSBURG AREA _____

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

Outside park (✓)
(within 20-minute drive of town of Gettysburg)

LODGE, MOTEL, CABIN, RENTED CONDO/ HOME, B&B _____

CAMPGROUND/ TRAILER PARK _____

SEASONAL RESIDENCE _____

RESIDENCE OF FRIENDS OR RELATIVES _____

OTHER (Please specify: _____) _____

- d) During your stay in the area, how many times did you and your group enter Eisenhower National Historic Site/ Gettysburg National Military Park ?

Eisenhower NHS Gettysburg NMP

NUMBER OF TIMES YOU ENTERED THE PARK(S) _____

7. On this visit, how long did you and your group stay at each of the following sites? Please list partial hours or days as 1/4, 1/2, etc. If you did not visit, please write "0."

Time spent
Hours / Days
< 24 hrs. 24 hrs.+

GETTYSBURG NATIONAL MILITARY PARK _____

EISENHOWER NATIONAL HISTORIC SITE
(please list time from boarding shuttle bus until return to Gettysburg NMP Visitor Center parking lot) _____

GETTYSBURG AREA
(within 20-minute drive of town of Gettysburg) _____

8. a) On this trip, please check() the park(s) that you and your group visited.
 b) Whether or not you visited on this trip, would you and your group visit either of the parks on a future trip?

Visited this trip? (✓)

Visit again in future?

YES, LIKELY NO, UNLIKELY

_____ GETTYSBURG NATIONAL MILITARY PARK _____

└───┬───> **GO ON TO QUESTION 10**

_____ EISENHOWER NATIONAL HISTORIC SITE _____



9. What was your primary reason for visiting Eisenhower National Historic Site? Please check() **only one**.

_____ VISIT GENERAL DWIGHT D. AND MAMIE EISENHOWER'S HOME AND FARM

_____ LEARN ABOUT GENERAL DWIGHT D. EISENHOWER

_____ VISIT A SITE IN THE NATIONAL PARK SYSTEM

_____ OTHER (Please specify: _____)

10. a) In deciding whether or not to visit Eisenhower National Historic Site, did you and your group have any difficulty in figuring out how to visit it?

_____ YES

_____ NO ➔ **GO ON TO QUESTION 11**



b) If YES, what were the reasons? _____

11. If you did not visit Eisenhower National Historic Site, what were your reasons for **not visiting**? Please check () **all** that apply.

_____ DO NOT KNOW WHO GENERAL DWIGHT D. EISENHOWER WAS

_____ LACK OF INTEREST

_____ LACK OF TIME

_____ DID NOT KNOW EISENHOWER NHS WAS HERE

_____ SHUTTLE BUS NOT CONVENIENT

_____ OTHER (Please specify: _____)

PLEASE GO ON TO THE NEXT PAGE ➔

12. a) During this visit to Eisenhower National Historic Site/ Gettysburg National Military Park, did you and your group visit the town of Gettysburg?

_____ YES → **GO ON TO 12b**

_____ NO → **GO ON TO 12c**

- b) If YES, which of the following places did you visit in the town of Gettysburg? Please check() **all** that apply.

_____ VISIT WILLS HOUSE—THE LINCOLN ROOM MUSEUM

_____ WALK HISTORIC PATHWAY

_____ SHOPS

_____ RESTAURANTS

_____ PRIVATE MUSEUM

_____ TAKE "HIKE WITH IKE" (once a week) OR SELF-GUIDED WALKING TOUR "EISENHOWER'S GETTYSBURG"

_____ OTHER WALKING TOURS

_____ OTHER (Please specify: _____)

↳ **GO ON TO QUESTION 12d**

- c) If NO, please describe why you and your group did not visit the town of Gettysburg.

- d) On a future visit, what activities would you and your group like to do in the town of Gettysburg?

13. On this visit, what kind of personal group (not guided 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, including yourself?

_____ NUMBER OF PEOPLE

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

	CURRENT AGE	U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY	NUMBER OF VISITS TO PARK SITE (including this visit)	
			EISENHOWER NHS	GETTYSBURG NMP
YOURSELF	_____	_____	_____	_____
MEMBER #2	_____	_____	_____	_____
MEMBER #3	_____	_____	_____	_____
MEMBER #4	_____	_____	_____	_____
MEMBER #5	_____	_____	_____	_____
MEMBER #6	_____	_____	_____	_____
MEMBER #7	_____	_____	_____	_____

16. 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.

	Highest level of education				
	SOME HIGH SCHOOL	HIGH SCHOOL GRADUATE/GED	SOME COLLEGE	BACHELOR'S DEGREE	GRADUATE DEGREE
YOURSELF	_____	_____	_____	_____	_____
ADULT #2	_____	_____	_____	_____	_____
ADULT #3	_____	_____	_____	_____	_____
ADULT #4	_____	_____	_____	_____	_____
ADULT #5	_____	_____	_____	_____	_____
ADULT #6	_____	_____	_____	_____	_____
ADULT #7	_____	_____	_____	_____	_____

PLEASE GO ON TO THE NEXT PAGE →

18. a) Please check () the visitor services and facilities that you or your group used during this visit to Gettysburg National Military Park/Eisenhower National Historic Site.
- b) Next, for only those services and facilities which you or your group used, please rate their importance from 1-5.
- c) Finally, for only those services and facilities which you or your group used, please rate their quality from 1-5.

Use visitor service/ facility? Check ()	If used, how important?					If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
	1	2	3	4	5	1	2	3	4	5

GETTYSBURG NMP SERVICES/ FACILITIES

_____ DIRECTIONAL SIGNS TO PARK	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ ELECTRIC MAP	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ CYCLORAMA PROGRAM	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ SELF-GUIDED AUTO TOUR	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ TAPED AUTO TOUR	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ GUIDED CAR TOUR WITH LOCAL GUIDE	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ RESTROOMS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ VISITOR CENTER EXHIBITS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ VISITOR CENTER BOOKSTORE	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ JUNIOR RANGER PROGRAM	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ RANGER-LED PROGRAM	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

PLEASE GO ON TO THE NEXT PAGE ➡

19. a) During this visit to Eisenhower National Historic Site, did you and your group learn about the following topics? Please check () yes or no for each topic. If you **did not** go to Eisenhower National Historic Site on this visit, **please go on to part b of this question.**

b) Next, whether or not you checked yes or no for this visit, please check () if you are interested in learning about each topic during a future visit to Eisenhower National Historic Site.

<u>Topic about Dwight D. Eisenhower</u>	Learn on this visit?		Interested?
	√ YES	√ NO	(√)
EARLY YEARS	_____	_____	_____
WORLD WAR I MILITARY SERVICE	_____	_____	_____
WORLD WAR II MILITARY SERVICE	_____	_____	_____
NATO COMMANDER	_____	_____	_____
PRESIDENCY	_____	_____	_____
COLD WAR YEARS	_____	_____	_____
RETIREMENT YEARS	_____	_____	_____
GETTYSBURG CONNECTIONS	_____	_____	_____
RECREATIONAL ACTIVITIES	_____	_____	_____
FAMILY AND FRIENDS	_____	_____	_____

c) Please list any additional topics you and your group are interested in learning about at Eisenhower National Historic Site.

20. During this visit to Eisenhower National Historic Site/ Gettysburg National Military Park, please report all expenditures by you or your group members for the items listed below while in the Gettysburg area (within 20 minute drive of the town of Gettysburg). Please write "0" if you and your group did not spend any money.

- a) Please list your group's total expenditures inside Eisenhower National Historic Site/ Gettysburg National Military Park.
- b) Please list your group's total expenditures in the Gettysburg area (within 20 minute drive of the town of Gettysburg).

Gettysburg area residents should only include expenditures that were **directly related** to this visit to the park(s).

**EXPENDITURES IN GETTYSBURG AREA
(within 20 minute drive of town of Gettysburg)**

	INSIDE PARKS	OUTSIDE PARKS
HOTELS, MOTELS, CABINS, B&B, etc.		\$ _____
CAMPING FEES AND CHARGES		\$ _____
RESTAURANTS AND BARS		\$ _____
GROCERIES AND TAKE OUT FOOD		\$ _____
GAS AND OIL (auto, RV, boat, etc.)		\$ _____
OTHER TRANSPORTATION EXPENSES (excluding airfare)		\$ _____
ADMISSIONS, RECREATION, ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____

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 ➡

- 21. Eisenhower National Historic Site currently has the following daily admission fees:

Children under age 6—free,
 Children aged 6 -12—\$2.25,
 Teenagers aged 13-16—\$3.25,
 Adults aged 17 and up—\$5.25
 National Parks passholders (including Golden Eagle, Golden Age,
 Golden Access)—\$3.25

In your opinion, how appropriate is the amount of the daily fee for admission to Eisenhower National Historical Site? Please circle **one** answer for each type of fee.

CHILDREN'S FEE:	TOO HIGH	ABOUT RIGHT	TOO LOW
TEENAGER'S FEE:	TOO HIGH	ABOUT RIGHT	TOO LOW
ADULT FEE:	TOO HIGH	ABOUT RIGHT	TOO LOW
NATIONAL PARKS PASSHOLDER FEE:	TOO HIGH	ABOUT RIGHT	TOO LOW

- 22. Eisenhower National Historic Site was established because of its significance to the nation. In your opinion, what is the national significance of Eisenhower National Historic Site?

- 23. a) On this visit, what did you and your group like **most** about your visit to Eisenhower National Historic Site?

- b) On this visit, what did you and your group like **least** about your visit to Eisenhower National Historic Site?

24. If you were a manager planning for the future of Eisenhower National Historic Site what would you propose? Please be specific.

25. Is there anything else you and your group would like to tell us about your visit to Eisenhower National Historic Site?

26. Overall, how would you rate the quality of the visitor services provided to you and your group at Eisenhower National Historic Site during this visit? 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.



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OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
College of Natural Resources
University of Idaho
Moscow, Idaho 83844-1133**

If you are interested, we can add a new group of questions which can be used in the newest version of the Money Generation Model (MGM2), which is being developed by Michigan State University. This data can be used to learn a number of economic factors about the money generated by park visitors, and jobs to the regional economy. Let me know if you have any interest in this

NPS VSP Questions for Economic Impact Analysis

1. Are you staying overnight away from home in the local area (within **60** miles of the park) on this trip?

_____ No _____ Yes



1a. How many nights are you staying

Inside the Park

Outside the Park in the Local Area _____

1b. What type of lodging are you using (check all that apply)

Inside the Park

_____ Lodge, motel or cabin

_____ Campground

_____ Backcountry site

Outside the Park

_____ Motel, cabin, B&B, rented condo or home

_____ Campground or Trailer park

_____ Owned seasonal home

_____ Stay with friends or relatives in the area

2. How many people are in your travel party (vehicle) on this trip:

_____ Adults 18 and older

_____ Children (under 18 years of age)

3. What is the zip code of your primary residence?

4. (Optional re-entry - best asked when leaving the park). Will you be returning to the park again before leaving the region or returning home? YES NO

4a. How many times have you entered the park during you stay in the area.

5. What was the primary reason for making the trip to this area? (check one)

_____ To visit this park

_____ To visit other attractions in the area

_____ Visiting friends or relatives in the area

_____ Business or other reasons

6. Spending in the area . Please report all spending within 60 miles of this destination by you and other members of your party. Report spending inside the park in Column A below and other spending in the area in Column B. Include all spending for goods and services during your stay in the local area including pre-paid hotel deposits, and all other payments whether by cash, credit card, or check. Enter spending to the nearest dollar in each category below. Enter 0 (zero) if you did not spend any money in a particular category.

<u>Spending category</u>	Spending within 60 miles of the park	
	Column A Inside the PARK	Column B Outside the Park
Hotels, motels, cabins, B&B,..	_____	_____
Camping fees and charges	_____	_____
Restaurants and bars	_____	_____
Groceries and take out food	_____	_____
Gas and oil (auto, RV, boat, etc)	_____	_____
Other transportation expenses (excluding airfares)	_____	_____
Admissions, recreation, entertainment fees	_____	_____
All other purchases (souvenirs, film, books, sporting goods, clothing etc.)_	_____	_____

How many people do these expenses cover? Adults _____
 Children (under 18) _____

There is also room for some additional questions, if I omitted any that you want to ask.