

# Valley Forge National Historical Park Visitor Study



The  
Visitor Services  
Project

**United States Department of the Interior****NATIONAL PARK SERVICE**

Valley Forge National Historical Park  
P.O. Box 953  
Valley Forge, PA 19482-0953

IN REPLY REFER TO:

August, 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 Valley Forge 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, VSP Coordinator, Cooperative Park Studies Unit, College of Natural Resources, P.O. Box 441133, University of Idaho, Moscow, Idaho 83844-1133, phone 208-885-7863, email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

We appreciate your help.  
Sincerely,

A handwritten signature in black ink, appearing to read "Arthur L. Stewart".

Arthur L. Stewart  
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 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 ➡

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### YOUR VISIT TO VALLEY FORGE NATIONAL HISTORICAL PARK

1. Prior to your visit to Valley Forge National Historical Park (NHP), were you aware that this site is managed by the National Park Service? Please check (✓) **only one**.

\_\_\_\_\_ YES      \_\_\_\_\_ NO      \_\_\_\_\_ NOT SURE

2. a) **Prior to this trip**, how did you and your group obtain information about Valley Forge National Historical Park? Please check (✓) **all** that apply in the column on the left.

- b) On future trips to Valley Forge National Historical Park, what sources would you and your group prefer to use to obtain information in planning your visit? Please check (✓) **all** that apply in the column on the right.

\_\_\_\_\_ RECEIVED NO INFORMATION PRIOR TO VISIT → **Go on to Question 2**

**Prior to this visit? (✓)**

**Prior to future visits? (✓)**

_____ PREVIOUS VISIT(S)	_____
_____ FRIENDS/ RELATIVES/ WORD OF MOUTH	_____
_____ TRAVEL GUIDE/ TOUR BOOK	_____
_____ STATE/ LOCAL WELCOME CENTER	_____
_____ TRAVELERS INFORMATION RADIO STATION (AM 1610)	_____
_____ TELEPHONE INQUIRY TO PARK	_____
_____ WRITTEN INQUIRY TO PARK	_____
_____ NEWSPAPER/ MAGAZINE ARTICLES	_____
_____ INTERNET/ WEB SITE ( <a href="http://www.nps.gov/vafo/">www.nps.gov/vafo/</a> )	_____
_____ HIGHWAY DIRECTIONAL SIGNS	_____
_____ OTHER (Please specify: _____)	_____

- c) Was the information you received from all of the above sources all that you and your group needed?

\_\_\_\_\_ NO      \_\_\_\_\_ YES → **Go on to Question 3**



- d) If not, what additional information did you and your group need? \_\_\_\_\_
-

3. a) The National Park Service mission at Valley Forge National Historical Park is to preserve and protect the landscape and historical remnants of the encampment of the Continental Army in 1777-78. Prior to your visit, were you aware of this mission?

\_\_\_\_\_ YES                      \_\_\_\_\_ NO                      \_\_\_\_\_ NOT SURE

- b) After your visit today, has your understanding of the mission been enhanced?  
Please circle only **one**.

Not at all enhanced	Somewhat enhanced	Enhanced	Greatly enhanced	No opinion
1	2	3	4	5

4. Please circle **all** of the seasons during which you or members of your group have visited Valley Forge National Historical Park in the last three years.

SPRING (March-May)	SUMMER (June-August)	FALL (September-November)	WINTER (December-February)
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5. On the list below, please check (✓) **all** of the activities that you and your group participated in at Valley Forge National Historical Park during this trip.

- \_\_\_\_\_ BOATING/ CANOEING  
 \_\_\_\_\_ WALKING/ RUNNING/ JOGGING/ HIKING  
       \_\_\_\_\_ On paved trails  
       \_\_\_\_\_ On unpaved trails  
 \_\_\_\_\_ BICYCLING  
       \_\_\_\_\_ On paved trails  
       \_\_\_\_\_ On unpaved trails  
 \_\_\_\_\_ HORSEBACK RIDING  
 \_\_\_\_\_ DOG WALKING  
 \_\_\_\_\_ ATTENDING RANGER-LED WALKS/ TALKS  
 \_\_\_\_\_ VISITING HISTORIC STRUCTURES  
 \_\_\_\_\_ NATURE STUDY/ VIEWING WILDLIFE  
 \_\_\_\_\_ PHOTOGRAPHY/ ART  
 \_\_\_\_\_ RELAXING (sun-bathing, reading, etc.)  
 \_\_\_\_\_ FISHING  
 \_\_\_\_\_ PICNICKING  
 \_\_\_\_\_ DRIVING FOR PLEASURE  
 \_\_\_\_\_ RIDING VALLEY FORGE TOUR BUS  
 \_\_\_\_\_ OTHER (Please specify: \_\_\_\_\_)

**Please go on to the next page ➡**

6. a) How often have you visited Valley Forge National Historical Park? Please check (✓) **only one** answer.

\_\_\_\_\_ THIS WAS A FIRST VISIT → **Go on to Question 7**

\_\_\_\_\_ THIS WAS A REPEAT VISIT



- b) If this was a **repeat** visit, how often have you visited Valley Forge National Historical Park during the past year?

Please check (✓) **only one**.

\_\_\_\_\_ EVERY DAY

\_\_\_\_\_ SEVERAL TIMES A WEEK

\_\_\_\_\_ SEVERAL TIMES A MONTH

\_\_\_\_\_ ONCE A MONTH

\_\_\_\_\_ LESS THAN ONCE A MONTH

7. For each of the following qualities of Valley Forge National Historical Park, please **rank** them (from 1 to 4) in order of their importance to you and your group.

\_\_\_\_\_ HISTORIC/ EDUCATIONAL      \_\_\_\_\_ SCENIC/ VIEWS

\_\_\_\_\_ NATURE/ ENVIRONMENT      \_\_\_\_\_ RECREATIONAL OPPORTUNITIES

8. a) On this visit to Valley Forge National Historical Park, did you and your group experience traffic congestion?

\_\_\_\_\_ YES      \_\_\_\_\_ NO → **Go on to Question 9**



- b) If YES, where did you and your group experience traffic congestion? Please check (✓) **all** that apply.

INSIDE THE PARK      \_\_\_\_\_

GETTING TO THE PARK      \_\_\_\_\_

9. a) On this visit to Valley Forge National Historical Park, did you and your group experience any parking problems?

\_\_\_\_\_ YES      \_\_\_\_\_ NO → **Go on to Question 10**



- b) If YES, what parking problems did you encounter? \_\_\_\_\_

\_\_\_\_\_

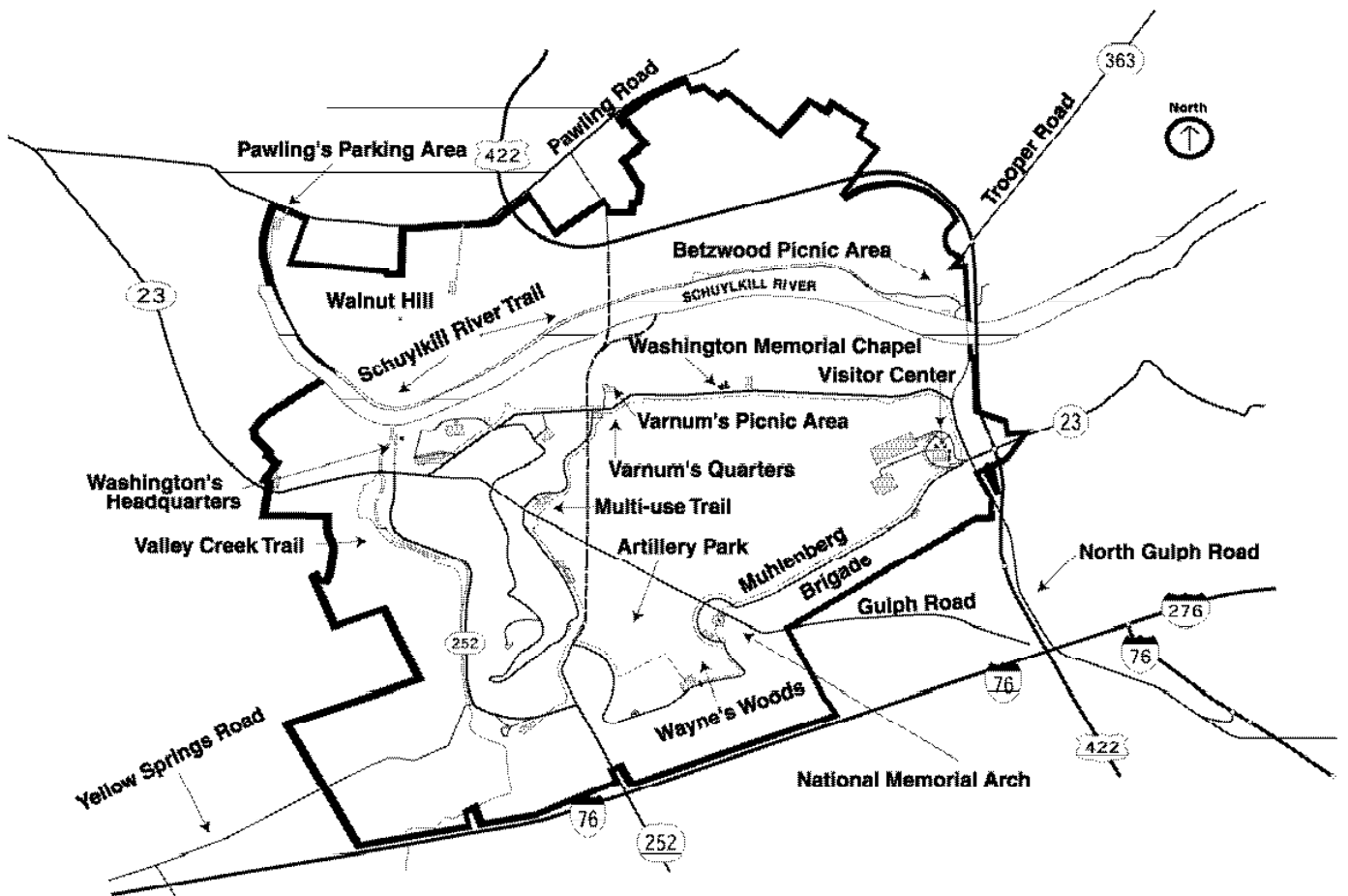
- c) Where did you encounter parking problems? \_\_\_\_\_

\_\_\_\_\_

10. During this visit, please list the **order** in which you and your group visited the following sites in Valley Forge National Historical Park. Simply write 1, 2, 3, etc. on the line beside each site you visited. Use the map below to help you locate the sites you visited. If you did not visit a site, simply leave the space blank.

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

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| _____ VISITOR CENTER                | _____ PAWLING'S PARKING AREA     |
| _____ MUHLENBERG BRIGADE            | _____ WALNUT HILL                |
| _____ NATIONAL MEMORIAL ARCH        | _____ SCHUYLKILL RIVER TRAIL     |
| _____ WAYNE'S WOODS                 | _____ VARNUM'S PICNIC AREA       |
| _____ ARTILLERY PARK                | _____ VARNUM'S QUARTERS          |
| _____ VALLEY CREEK TRAIL            | _____ WASHINGTON MEMORIAL CHAPEL |
| _____ WASHINGTON'S HEADQUARTERS     | _____ MULTI-USE TRAIL            |
| _____ OTHER (Please specify: _____) |                                  |



Please go on to the next page ➡

11. On this visit, which of the following roads did you and your group use to enter Valley Forge National Historical Park? Please check (✓) **all** that apply. Use the map on the previous page to help you locate the road/highway you used.

\_\_\_\_\_ HIGHWAY 23 (eastern side of park)

\_\_\_\_\_ HIGHWAY 23 (western side of park)

\_\_\_\_\_ HIGHWAY 252

\_\_\_\_\_ GULPH ROAD

\_\_\_\_\_ NORTH GULPH ROAD

\_\_\_\_\_ YELLOW SPRINGS ROAD

\_\_\_\_\_ TROOPER ROAD/ Rt. 363

\_\_\_\_\_ PAWLING'S ROAD

12. On this visit, 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 \_\_\_\_\_)

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

	<b>Current age</b>	<b>U.S. ZIP Code or name of foreign country</b>	<b>Number of visits to Valley Forge NHP (including this visit)</b>
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

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

\_\_\_\_\_ NUMBER OF PEOPLE



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

\_\_\_\_\_ YES                      \_\_\_\_\_ NO



b) If YES, what type of group (school, church, bus, etc.)? \_\_\_\_\_

16. a) On this trip, did you and your group stay overnight away from home within a 1 hour drive of Valley Forge National Historical Park?

\_\_\_\_\_ YES                      \_\_\_\_\_ NO → **Go on to Question 17**



b) NUMBER OF NIGHTS OUTSIDE PARK (within 1 hour drive) \_\_\_\_\_

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

\_\_\_\_\_ Within 1 hour drive of park (✓)

LODGE, MOTEL, CABIN, RENTED CONDO/ HOME, B&B \_\_\_\_\_

CAMPGROUND/ TRAILER PARK \_\_\_\_\_

BACKCOUNTRY CAMPSITE \_\_\_\_\_

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 Valley Forge National Historical Park?

NUMBER OF TIMES YOU ENTERED THE PARK \_\_\_\_\_

17. On the scale below, please indicate from 1 to 5 how safe you and your group felt during this visit to Valley Forge National Historical Park. Please circle only **one**.

**How safe did you feel?**

Very safe	Somewhat safe	No opinion	Somewhat unsafe	Very unsafe
1	2	3	4	5

18. a) As pedestrians, did you or members of your group have safety concerns while crossing roads in Valley Forge National Historical Park?

\_\_\_\_\_ YES                      \_\_\_\_\_ NO → **Go on to Question 19**



b) If YES, where? \_\_\_\_\_

\_\_\_\_\_

**Please go on to the next page →**

19. While driving on Valley Forge National Historical Park roads, did you or members of your group have safety concerns relating to the following items? Please check (✓) **all** that apply.

- |                                     |       |     |       |    |       |          |
|-------------------------------------|-------|-----|-------|----|-------|----------|
| DIRECTIONAL SIGNS                   | _____ | YES | _____ | NO | _____ | NOT SURE |
| PEDESTRIAN/ BIKE/<br>HORSE CROSSING | _____ | YES | _____ | NO | _____ | NOT SURE |
| ROAD DESIGN                         | _____ | YES | _____ | NO | _____ | NOT SURE |
| AMOUNT OF TRAFFIC                   | _____ | YES | _____ | NO | _____ | NOT SURE |

20. For this visit to Valley Forge National Historical Park, please estimate all expenditures by you and/or your group members for the items listed below:

- a) Please list your group's total expenditures inside Valley Forge National Historical Park.
- b) Please list your group's total expenditures in the area of Valley Forge National Historical Park (within 1 hour of the park). Please write "0" if you and your group did not spend any money.

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

**Expenditures within 1 hour of Valley Forge National Historical Park (NHP)**

	Inside Valley Forge NHP	Outside Valley Forge NHP
HOTELS, MOTELS, CABINS, 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) \_\_\_\_\_

21. a) On this trip, where did you and your group spend the night **prior to arriving** at Valley Forge National Historical Park?

TOWN/ CITY \_\_\_\_\_ STATE \_\_\_\_\_

b) On this trip, where did you and your group spend the night **after** leaving Valley Forge National Historical Park for the last time?

TOWN/ CITY \_\_\_\_\_ STATE \_\_\_\_\_

22. If you were a manager planning for the future of Valley Forge National Historical Park, what would you propose? Please be specific.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

23. Is there anything else you and your group would like to tell us about your visit to Valley Forge National Historical Park?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

24. Overall, how would you rate the quality of the visitor services provided to you and your group at Valley Forge National Historical Park 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 stickers provided and drop it in any U.S. mailbox.

**OFFICIAL BUSINESS**

**Visitor Services Project  
Cooperative Park Studies Unit  
College of Natural Resources  
P.O. Box 441133  
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