



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

Visitor Services Project

# Fort Sumter National Monument Visitor Study



OMB Approval: #1024-0224 (NPS #05-029)  
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## United States Department of the Interior

NATIONAL PARK SERVICE  
Fort Sumter National Monument  
1214 Middle Street  
Sullivan's Island, SC 29482

IN REPLY REFER TO:

July 2005

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Fort Sumter National Monument. This information will assist us in managing this site and serving you, our visitor.

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 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, University of Idaho, P.O. Box 441139, Moscow, Idaho 83844-1139, phone 208-885-7863, email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

John Tucker  
Superintendent

### DIRECTIONS

One person, at least 16 years of age, in your personal group should complete the questionnaire. It should take about 20 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.

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

#### **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. 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 Fort Sumter National Monument (NM)

NOTE: For all questions, Fort Sumter NM refers to both Fort Sumter on the island and Liberty Square (Visitor Education Center and boat tour) unless otherwise noted.

1. a) Prior to this visit, how did you and your group obtain information about Fort Sumter NM? Please check ( ) **all** that apply in the column on the left below.
- b) On future visits to Fort Sumter NM, 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 below.

**a) Prior to this visit? ( )**

**b) Prior to future visits? ( )**

- |   |   |
|---|---|
| <input type="checkbox"/> Obtained no information prior to visit                                 | <b>→ Go on to Part b of this Question</b> |
| <input type="checkbox"/> Previous visits  | <input type="checkbox"/>                  |
| <input type="checkbox"/> Friends/relatives/word of mouth  | <input type="checkbox"/>                  |
| <input type="checkbox"/> Travel guide/tour book   | <input type="checkbox"/>                  |
| <input type="checkbox"/> Maps/brochures   | <input type="checkbox"/>                  |
| <input type="checkbox"/> Telephone inquiry to park  | <input type="checkbox"/>                  |
| <input type="checkbox"/> Email inquiry to park  | <input type="checkbox"/>                  |
| <input type="checkbox"/> Written inquiry to park (other than email)                             | <input type="checkbox"/>                  |
| <input type="checkbox"/> Newspaper/magazine articles  | <input type="checkbox"/>                  |
| <input type="checkbox"/> Television/radio   | <input type="checkbox"/>                  |
| <input type="checkbox"/> Park website: <a href="http://www.nps.gov/fosu/">www.nps.gov/fosu/</a> | <input type="checkbox"/>                  |
| <input type="checkbox"/> Other websites   | <input type="checkbox"/>                  |
| <input type="checkbox"/> Other unit of National Park System                                     | <input type="checkbox"/>                  |
| <input type="checkbox"/> State Welcome Center   | <input type="checkbox"/>                  |
| <input type="checkbox"/> Charleston Convention and Visitors Bureau                              | <input type="checkbox"/>                  |
| <input type="checkbox"/> Other tourist site   | <input type="checkbox"/>                  |
| <input type="checkbox"/> Other (Please specify: _____)  | <input type="checkbox"/>                  |

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

No

Yes

Not sure



**Go on to Part d  
of this Question**

**Go on to Part e of this Question**

d) If NO, what additional information did you and your group need? Please be specific.

\_\_\_\_\_

\_\_\_\_\_

e) If you and your group used the park website (www.nps.gov/fosu/) prior to or during this visit, please rate how helpful the website was in planning your visit, by circling **only one** response below.

\_\_\_\_\_ Did not use website → **Go on to Question 2**

Not at all helpful	Somewhat helpful	Moderately helpful	Very helpful	Extremely helpful
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f) Do you and your group have any suggestions to improve the park website? Please be specific.

\_\_\_\_\_

\_\_\_\_\_

2. a) On this visit, which of the following National Park Service sites did you and your group visit? Please check ( ) **all** that apply.

b) On this visit, how long did you and your group spend at each site you visited? Please list partial hours as 1/4, 1/2 or 3/4.

<b>a) Visit? ( )</b>	<b>b) Number of hours</b>
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_____ Fort Sumter NM from Charleston departure point—Liberty Square (include boat trip and time on island)	_____
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_____ Fort Sumter NM from Mount Pleasant departure point—Patriots Point (include boat trip and time on island)	_____
--	-------

_____ Fort Moultrie on Sullivan’s Island	_____
--	-------

_____ Fort Moultrie Visitor Center	_____
------------------------------------	-------

_____ Charles Pinckney National Historic Site (NHS) in Mount Pleasant	_____
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3. On this visit, what was the **primary** reason that you and your group visited Fort Sumter NM? Please check ( ) **only one**.

- \_\_\_\_\_ See where the American Civil War started
- \_\_\_\_\_ Go on a harbor/boat tour
- \_\_\_\_\_ Visit IMAX theater/South Carolina Aquarium
- \_\_\_\_\_ Visit downtown Charleston and decided to see Fort Sumter
- \_\_\_\_\_ Visit Patriots Point and decided to see Fort Sumter
- \_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

**Please go on to the next page →**

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

\_\_\_\_\_ Visit Fort Sumter NM, including Fort Moultrie and Charles Pinckney NHS

\_\_\_\_\_ Visit other attractions in the area

\_\_\_\_\_ Visit H. L. Hunley Civil War Submarine

\_\_\_\_\_ Visit friends/relatives in the area

\_\_\_\_\_ Business

\_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

- b) For this trip, please list any additional reasons that you and your group visited the **Charleston area** (Charleston, North Charleston, Mount Pleasant) besides the one listed above. Please check ( ) **all** that apply.

\_\_\_\_\_ Visit Fort Sumter NM:

\_\_\_\_\_ Fort Sumter    \_\_\_\_\_ Fort Moultrie    \_\_\_\_\_ Charles Pinckney

\_\_\_\_\_ Go to the beach

\_\_\_\_\_ Participate in outdoor recreation (boating, fishing, camping, etc.)

\_\_\_\_\_ Learn about Revolutionary War

\_\_\_\_\_ Learn about Civil War

\_\_\_\_\_ Learn history (other than Revolutionary War or Civil War)

\_\_\_\_\_ Visit area colleges

\_\_\_\_\_ Travel through to other destinations

\_\_\_\_\_ Shop/dine out

\_\_\_\_\_ Visit family or friends

\_\_\_\_\_ Attend family reunion

\_\_\_\_\_ Research family genealogy or history

\_\_\_\_\_ Attend arts/cultural event

\_\_\_\_\_ Business

\_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

- c) Why did you and your group choose to visit when you did? Please be specific.

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5. For this trip, please check ( ) **all** of the sites you and your group visited in the **Charleston area** (Charleston, North Charleston, Mount Pleasant)? If you did not visit a site, please leave that line blank.

- |   |   |
|---|---|
| <input type="checkbox"/> Fort Moultrie                    | <input type="checkbox"/> Charles Pinckney NHS, Mt. Pleasant |
| <input type="checkbox"/> Historic houses and plantations  | <input type="checkbox"/> Charleston Battery area            |
| <input type="checkbox"/> USS Yorktown                     | <input type="checkbox"/> North Charleston Convention Center |
| <input type="checkbox"/> H.L. Hunley, Civil War Submarine | <input type="checkbox"/> Charleston Museums                 |
| <input type="checkbox"/> South Carolina State Park        | <input type="checkbox"/> South Carolina Aquarium            |
| <input type="checkbox"/> IMAX theater                     |   |
| <input type="checkbox"/> Other (Please specify: _____)    |   |

6. Were the signs directing you to Fort Sumter NM adequate? Please check ( ) **only one** response for each.

- |                         |                              |                             |                                   |
|-------------------------|------------------------------|-----------------------------|-----------------------------------|
| Signs on interstates    | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Signs on state highways | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |
| Signs in communities    | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not sure |

7. a) Did you and your group have any difficulty finding your way to the Charleston or Mount Pleasant departure points for the boat trip to Fort Sumter?

- |                                |                              |                             |   |
|--------------------------------|------------------------------|-----------------------------|---|
| Charleston departure point     | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <b>↘ Go on to Part c of this Question</b> |
| Mount Pleasant departure point | <input type="checkbox"/> Yes | <input type="checkbox"/> No |   |

b) If YES, what was the difficulty? Please be specific. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

c) Did you or your group have difficulty finding **parking** at departure points?

- Yes       No → **Go on to Question 8**

d) If YES, what problems did you encounter? Please be specific. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

8. a) What forms of transportation did you and your group use to get to downtown Charleston or Mount Pleasant? Please check ( ) **all** that apply.

Private vehicle (any type)                       Rented vehicle (any type)  
 RV (including towed trailers)                       Tour bus  
 Charleston DASH shuttle (trolley car)                       Hotel shuttle  
 Taxi                       Bicycle  
 Foot                       City bus system  
 Other (Please specify: \_\_\_\_\_)

- b) If you and your group brought a personal or rental vehicle to the park, how many vehicles did you bring?

Number of vehicles

9. On the list below, please check ( ) **all** of the activities that you and your group participated in at Fort Sumter NM on this visit.

Visit Visitor Education Center at Liberty Square  
 Read and view exhibits in Visitor Education Center at Liberty Square  
 Visit Fort Sumter  
 Take self-guided tour of Fort Sumter  
 Read indoor and/or outdoor exhibits at Fort Sumter  
 Visit Fort Moultrie on Sullivan's Island  
 Take self-guided tour of Fort Moultrie  
 Attend living history programs  
 Attend ranger talks/programs (other than living history)  
 Junior Ranger program  
 Conduct historical research or genealogy  
 Photography  
 Attend special event  
 Other (Please specify: \_\_\_\_\_)



10. a) Please check ( ) **all** of the exhibits that you or your group viewed/read during this visit to Fort Sumter NM.
- b) Next, for only those exhibits that you or your group viewed/read, please rate (from 1 to 5) their level of interest to you.
- c) Finally, for only those exhibits that you or your group viewed/read, please rate (from 1 to 5) their helpfulness to you in understanding the history of the site.

<b>a) Viewed/read exhibits?</b>	<b>b) If viewed, how interesting?</b>	<b>c) If viewed, how helpful in understanding history of site?</b>
	1=Not interesting 2=Somewhat interesting 3=Moderately interesting 4=Very interesting 5=Extremely interesting	1=Not helpful 2=Somewhat helpful 3=Moderately helpful 4=Very helpful 5=Extremely helpful
Check ( ) _____		

_____	Liberty Square Visitor Education Center indoor exhibits	_____	_____
_____	Liberty Square Visitor Education Center outdoor exhibits	_____	_____
_____	Fort Sumter indoor exhibits (on island)	_____	_____
_____	Fort Sumter outdoor exhibits (on island)	_____	_____
_____	Fort Moultrie Visitor Center indoor exhibits	_____	_____
_____	Fort Moultrie outdoor exhibits	_____	_____

- d) If you or your group have suggestions to improve the exhibits, please list the site and comment below.

Site	Comment (Please be specific.)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Please go on to the next page →**

11. a) Please check ( ) **all** of the visitor services and facilities that you or your group used during this visit to Fort Sumter NM.
- b) Next, for only those services and facilities that you or your group used, please rate their importance from 1-5.
- c) Finally, for only those services and facilities that you or your group used, please rate their quality from 1-5.

<b>a) Used service/ facility?</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Check ( )		
_____ Park brochure/map	_____	_____
_____ Visitor Education Center (Liberty Square)	_____	_____
_____ Bookstore (at Liberty Square)	_____	_____
_____ Restrooms (at Liberty Square)	_____	_____
_____ Ranger talks/programs (at Fort Sumter)	_____	_____
_____ Bookstore (at Fort Sumter)	_____	_____
_____ Restrooms (at Fort Sumter)	_____	_____
_____ Bookstore (at Fort Moultrie)	_____	_____
_____ Restrooms (at Fort Moultrie)	_____	_____
_____ Picnic area (at Fort Moultrie)	_____	_____
_____ Access for disabled persons	_____	_____
_____ Assistance from park staff	_____	_____
_____ Other ranger talks/programs	_____	_____
_____ Living history (costumed) programs	_____	_____
_____ Junior Ranger program	_____	_____

12. The following five questions are about the ferry ride to Fort Sumter from Mount Pleasant or downtown Charleston. Please evaluate the transportation, services, and facilities on the boat.

\_\_\_\_\_ Did not take boat tour to Fort Sumter Island → **Go on to Question 15**

- a) To visit Fort Sumter, visitors ride a tour boat to the island. Each tour boat spends a limited amount of time at the island fort. Please indicate whether the length of time on the island was:

Too short       About right       Too long  
 ↓    ↓    ↓  
 ↓    **Go on to Question 13**

- b) If the visit was too short, please list the **additional** amount of time you and your group would like to spend on the island.

**Additional** number of hours (List partial hours as 1/4, 1/2, 3/4)

13. Please use the scale below to rate (from 1 to 5) how crowded you and your group felt during the boat trip and tour of Fort Sumter. Please circle **only one** rating for each item.

Crowding on board boat

Extremely crowded	Somewhat crowded	Neither crowded nor uncrowded	Somewhat uncrowded	Not at all crowded
1	2	3	4	5

Crowding on island fort tour

Extremely crowded	Somewhat crowded	Neither crowded nor uncrowded	Somewhat uncrowded	Not at all crowded
1	2	3	4	5

14. Please rate the value of the fee paid for the boat tour and island fort tour. Please circle **only one** rating for each item.

Boat tour:	Very poor	Poor	Average	Good	Very good
Island fort tour:	Very poor	Poor	Average	Good	Very good

15. The Fort Sumter NM concessionaire currently charges a fee (\$12/senior, \$13/adult or \$7/child aged 6 to 11) for the boat tour. In your opinion, how appropriate are the amounts of these fees? Please circle **only one** for each fee.

Senior fee (\$12):	Too low	About right	Too high
Adult fee (\$13):	Too low	About right	Too high
Child's fee (\$7):	Too low	About right	Too high

16. a) Did you or your group purchase a combination ticket for the boat tour and additional activities?

Yes       No → **Go on to Part d of this Question**  
↓

- b) If YES, please check ( ) **all** of the activities that were included on the ticket.

South Carolina Aquarium       IMAX       Carriage tour

- c) Did you purchase a combination ticket from any of the following places? Please check ( ) **all** that apply.

Hotel       Aquarium       IMAX       Fort Sumter Tours

**Please go on to the next page →**

d) Was it clear that a voucher needed to be redeemed for the ferry portion of the combination tickets purchased from locations other than Fort Sumter Tours?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

e) In the future, would you and your group like to see coupons on the back of the tickets for other attractions?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No → **Go on to Question 17**



f) If YES, which of the following would you and your group like coupons for?  
Please check ( ) **all** that apply.

\_\_\_\_\_ Restaurants      \_\_\_\_\_ IMAX theater      \_\_\_\_\_ Carriage tours      \_\_\_\_\_ Historic homes/museums

17. a) Please check ( ) the visitor services and facilities that you or your group used during the boat tour to Fort Sumter .

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

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

<b>a) Used service/ facility?</b>	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
<b>Check ( )</b>	5=Extremely important	5=Very good

\_\_\_\_\_ Automated tour narration                      \_\_\_\_\_

\_\_\_\_\_ Snack bar sales items                      \_\_\_\_\_

\_\_\_\_\_ Snack bar customer service                      \_\_\_\_\_

\_\_\_\_\_ Assistance from ranger on boat tour                      \_\_\_\_\_

\_\_\_\_\_ Restrooms                      \_\_\_\_\_

\_\_\_\_\_ Souvenir photo service: photo quality, cost,  
etc. (photo taken by commercial service)                      \_\_\_\_\_

\_\_\_\_\_ Access for disabled persons on boat                      \_\_\_\_\_

d) Do you and your group have any comments about the above services?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

18. On this visit, were you and your personal group with the following types of groups?

School/educational group     Yes     No

Guided tour group     Yes     No

19. On this visit, what kind of **personal** group (not tour/school group) were you with? Please check ( ) **only one**.

Alone     Friends

Family     Family and friends

Other (Please specify: \_\_\_\_\_)

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

Number of people

21. a) Did anyone in your group have any disabilities/impairments that affected their visit to Fort Sumter NM?

Yes     No → **Go on to Question 22**



b) If YES, what kind of disability/impairment? Please check ( ) **all** that apply.

Hearing     Mobility

Learning     Visual

Mental     Other (Specify: \_\_\_\_\_)

c) Because of this disability/impairment, did you and your group encounter any access or service problems during this visit to Fort Sumter NM?

Yes     No → **Go on to Question 22**



d) If YES, what were the problems? \_\_\_\_\_

22. a) For you only, are you Hispanic or Latino?

Yes—Hispanic or Latino     No—Not Hispanic or Latino

b) For you only, 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 →**

23. For you and your personal group on this visit, please complete the answers below. If you do not have information for any group member, please leave those lines blank.

	Current age	U.S. Zip Code or name of foreign country	Number of visits to Fort Sumter NM (including this visit)	
			past 12 months	lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

24. On a future visit, how would you and your group prefer to learn about Fort Sumter NM? Please check ( ) all that apply.

- Not interested in learning about park → **Go on to Question 25**
- Visitor Education Center Information Desk
- Visitor Education Center exhibits
- Park orientation program
- Audiovisual programs (videos, movies, slide shows, etc.)
- Printed materials (brochures, books, maps, etc.)
- Park website: [www.nps.gov/fosu/](http://www.nps.gov/fosu/)
- Trailside exhibits
- Self-guided tours
- Ranger-led tours
- Additional living history programs
- Junior Ranger program
- Children's programs (other than Junior Ranger program)
- Volunteer opportunities
- Other (Please specify: \_\_\_\_\_)

25. a) What did you and your group like **most** about your visit to Fort Sumter NM?

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b) What did you and your group like **least** about your visit to Fort Sumter NM?

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26. If you were a park manager planning for the future of Fort Sumter NM, what would you propose? Please be specific.

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27. Is there anything else you and your group would like to tell us about your visit to Fort Sumter NM?

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28. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Fort Sumter NM during this visit? Please circle **only one**.

Very poor      Poor      Average      Good      Very good

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  
College of Natural Resources  
University of Idaho  
P.O. Box 441139  
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