Harpers Ferry National Historical Park
Visitor Study
United States Department of the Interior

NATIONAL PARK SERVICE
Harpers Ferry National Historical Park
P.O. Box 65
Harpers Ferry, WV 25425

IN REPLY REFER TO:

Dear Visitor:

Thank you for participating in this study to learn about the expectations, opinions, and interests of visitors to Harpers Ferry National Historical Park. This information will help us better manage this site and better serve you, our visitors.

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

When your visit is over, please fill out 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, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Donald Campbell
Superintendent
DIRECTIONS

One person in your group, at least 16 years of age, 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 Harpers Ferry National Historical Park

1. a) Prior to your visit, how did you and your group obtain information about Harpers Ferry National Historical Park (NHP)? Please check ( ) all that apply.

   _____ Obtained no information prior to visit ➔ Go on to Question 2
   _____ Previous visits
   _____ Friends/relatives/word of mouth
   _____ Travel guides/tour books
   _____ Teachers’/Educators’ Curriculum Guide from park
   _____ Newspaper/magazine articles
   _____ Videos/television/radio programs
   _____ Telephone/email/written inquiry to park
   _____ Park website (www.nps.gov/hafe/)
   _____ Other websites
   _____ State welcome center/Chamber of Commerce
   _____ Highway signs
   _____ Other National Park Service sites
   _____ Other (Please specify: ________________________________)

b) From the sources you used prior to this visit, did you and your group receive the type of information about Harpers Ferry NHP that you needed?

   _____ No ➔ Go on to Question 2
   _____ Yes ➔ Go on to Question 2

   ↓

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

   __________________________________________________________
   __________________________________________________________

2. a) Prior to your visit, who in your group made the decision to visit Harpers Ferry NHP? Please check ( ) all that apply.

   _____ Male head of household
   _____ Female head of household
   _____ Tour director
   _____ Other (Please specify: ________________________________)

b) When did you and your group make the decision to visit Harpers Ferry NHP? Please check ( ) only one.

   _____ On the day I received this questionnaire
   _____ Less than 1 week ago
   _____ More than 1 week, but less than 1 month ago
   _____ 1 to 6 months ago
   _____ More than 6 months ago

3. On this visit, what was the primary reason that you and your group visited the West Virginia Eastern Panhandle area? Please check ( ) only one.

   _____ Resident of local area (within 60-minute drive) ➔ Go on to Question 4
   _____ Visit Harpers Ferry NHP
   _____ Visit other attractions in the area
   _____ Visit friends/relatives in the area
   _____ Business
   _____ Other reasons (Please specify: ____________________________)

4. For this visit to Harpers Ferry NHP, what places in the area (within a 60-minute drive of park) did you and your group visit? Please check ( ) all that apply.

   _____ Antietam National Battlefield (Sharpsburg, MD)
   _____ Appalachian National Scenic Trail (Harpers Ferry, WV)
   _____ Chesapeake and Ohio Canal National Historical Park (Washington, D.C., to Cumberland, MD)
   _____ Gettysburg National Military Park (Gettysburg, PA)
   _____ Other (Please specify: ____________________________)

5. a) On this visit, how long did you and your group stay at Harpers Ferry NHP on the day you received this questionnaire?

   _____ Number of hours (Please list partial hours as 1/4, 1/2, or 3/4).

   b) Did you and your group visit Harpers Ferry NHP on more than one day during your stay in the area?

      _____ Yes       _____ No ➔ Go on Question 6

   c) If YES, on how many days did you visit? _____ Number of days (Please list partial days as 1/4, 1/2, or 3/4).

      Please go on to the next page ➔
6. On this visit to Harpers Ferry NHP, which of the following sites did you visit. Please check (√) all that apply.

   a) Sites visited in park (√) Use the map provided below to help you locate the places you visited.

   _____ Visitor Center ①
   _____ Virginius/Halls Island ③
   _____ Maryland Heights ⑤
   _____ Bolivar Heights ⑦
   _____ Jackson’s Right Flank ⑨
   _____ Appalachian Trail ⑧
   _____ Lower Town ②
   _____ Camp Hill/Storer College Campus ④
   _____ Loudoun Heights ⑥
   _____ Union Skirmish Line ⑧
   _____ Murphy Farm ⑩

   b) Sites visited in Lower Town ( ). Use the map provided on the next page to help locate the places you visited.

   _____ Information Center ①
   _____ Jefferson Rock ③
   _____ Armory Grounds ⑤
   _____ Park Bookshop ②
   _____ Harper Cemetery ④
   _____ Footbridge over the Potomac River ⑥
   _____ Chesapeake & Ohio Canal National Historical Park ⑦
7. On this visit, what activities did you and your group participate in while at Harpers Ferry NHP? Please check ( ) all that apply.

_____ Walking/hiking
_____ Exercising (biking, jogging, walking dogs, etc.)
_____ River recreation (boating, fishing, rafting, kayaking, etc.)
_____ Sitting/relaxing
_____ Picnicking
_____ Nature study/birdwatching
_____ Photography/painting/drawing
_____ Viewing exhibits/museums
_____ Shopping at shops/restaurants
_____ Shopping at park bookshop
_____ Attending ranger-led programs
_____ Attending living history/costumed interpretation presentations
_____ Taking self-guided tour
_____ Other (Please specify:_______________________________)

Please go on to the next page ➔
8. For each of the following nearby communities, please check (✓) all the services that you and your group used during this visit to Harpers Ferry NHP.

- Did not use any services  ➔ Go on to Question 9

<table>
<thead>
<tr>
<th>Harpers Ferry/ Bolivar Business District</th>
<th>Charles Town</th>
<th>Shepherdstown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay overnight in motel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stay overnight in RV park/campground</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eat a meal in a restaurant/bar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy groceries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy gasoline</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rent a car/take taxi/bus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other purchases</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9. a) On this trip, did you and your group stay overnight away from home in the Harpers Ferry NHP area (within a 60-minute drive of park)?

- Yes  
- No  ➔ Go on to Question 10

b) Please list the number of nights you and your group stayed.

- Number of nights stayed in the area (within a 60-minute drive of park)

c) In what type of lodging did you and your group spend the nights in the area (within a 60-minute drive of park)? Please check (✓) all that apply.

- Lodge, motel, hotel, cabin, rented condo, B&B, etc.
- Campground/RV trailer park
- Personal seasonal residence
- Residence of friends or relatives
- Other (Please specify:___________________________________________)
10. a) Please check ( ) all of the visitor services and facilities that you or your group used during this trip to Harpers Ferry National Historical Park.

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.

<table>
<thead>
<tr>
<th>a) Used service/facility?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park brochure/map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bulletin boards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibits/museums</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger-led programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistance from park staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directional signs—in park</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directional signs—outside park</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Picnic areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park bookstore sales publications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park website (<a href="http://www.nps.gov/hafe/">www.nps.gov/hafe/</a>) used before or during visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access for disabled persons</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

   _____ Number of people

b) For this visit to Harpers Ferry NHP, please list the number of vehicles in which you and your group arrived.

   _____ Number of vehicles

   Please go on to the next page ➔
12. On this visit, were you and your personal group with the following types of groups?
   a) Guided tour group  _____ Yes  _____ No
   b) School/educational group  _____ Yes  _____ No

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 specify: ____________________________)

14. a) Does anyone in your group have any disabilities/impairments that limited their ability to visit Harpers Ferry NHP?
   _____ Yes  _____ No  ➞ Go on to Question 15
   
   b) Because of the disability/impairment, did you and your group encounter any access/service problems in the park?
   _____ Yes  _____ No  ➞ Go on to Question 15
   
   c) If YES, what was the problem?________________________________________________________

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

<table>
<thead>
<tr>
<th>Current age</th>
<th>U.S. ZIP Code or name of foreign country</th>
<th>Number of visits to Harpers Ferry NHP during your lifetime (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Member #2</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Member #3</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Member #4</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Member #5</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Member #6</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Member #7</td>
<td>___</td>
<td>___</td>
</tr>
</tbody>
</table>
16. a) A small part of Harpers Ferry NHP borders the town of Harpers Ferry. How did the traffic affect your park experience? Please circle only one for each condition.

As a pedestrian

<table>
<thead>
<tr>
<th>Detracted from</th>
<th>No effect</th>
<th>Added to</th>
<th>Did not experience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

While driving a vehicle

<table>
<thead>
<tr>
<th>Detracted from</th>
<th>No effect</th>
<th>Added to</th>
<th>Did not experience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

b) If you circled “detracted from” for either condition above, please explain:


17. On this visit to Harpers Ferry NHP, please indicate how the following elements may have affected your park experience. Please check (✓) only one for each condition.

<table>
<thead>
<tr>
<th>Affect your park experience?</th>
<th>Detracted from</th>
<th>No effect</th>
<th>Added to</th>
<th>Did not experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking availability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger/volunteer availability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large number of visitors in park</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small number of visitors in park</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

18. a) For the question below, please indicate from 1 to 5 how safe you and your group felt from crime and accidents during this visit to Harpers Ferry NHP. Please circle only one answer for each condition.

<table>
<thead>
<tr>
<th>How safe did you and your group feel in Harpers Ferry NHP?</th>
<th>Very unsafe</th>
<th>Somewhat unsafe</th>
<th>Neither safe nor unsafe</th>
<th>Somewhat safe</th>
<th>Very safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal property—from crime</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Personal safety—from crime</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Personal safety—from accidents</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

b) If you marked that you felt unsafe (if you circled 1 or 2) on any of the above conditions, please explain why:


Please go on to the next page ➔
19. For you and your group, please report all expenditures for the items listed below for this visit to Harpers Ferry NHP and the surrounding area (within a 60-minute drive of park). Please write “0” if no money was spent in a particular category.

a) Please list your group’s total expenditures inside Harpers Ferry NHP.

b) Please list your group’s total expenditures in the surrounding area (within a 60-minute drive of park).

NOTE: Surrounding areas residents should only include expenditures that were **directly related** to this visit to Harpers Ferry NHP.

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside Harpers Ferry NHP</th>
<th>b) In surrounding area outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/motel/cabins, B&amp;B, etc.</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td>Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)</td>
<td>$_________</td>
<td>$_________</td>
</tr>
<tr>
<td>Donations</td>
<td>$_________</td>
<td>$_________</td>
</tr>
</tbody>
</table>

**c) How many people do the above expenses cover?**

- _____ Number of adults (18 years or over)
- _____ Number of children (under 18 years)
20. An entrance fee is charged at Harpers Ferry NHP. Most of the funds collected (80%) remain at the park to be used to pay for such services as resource maintenance and protection, facility improvement, educational programs, and museum exhibits.

a) The current fee charged per vehicle at Harpers Ferry NHP is $6. In your opinion, how appropriate is this amount? Please circle only one answer.
   Too low       About right       Too high       Don’t know/no opinion

b) The current fee charged per person (walk-in, bicyclist) at Harpers Ferry NHP is $4. In your opinion, how appropriate is this amount? Please circle only one answer.
   Too low       About right       Too high       Don’t know/no opinion

c) On this visit, how would you and your group rate the value for the entrance fee you paid. Please circle only one.
   Very poor       Poor       Average       Good       Very good

21. a) Based on your park visit and experience, have you developed an appreciation for the historical and natural significance of Harpers Ferry NHP?
   _____ Yes       _____ No  ➔ Go on to Question 22

b) If YES, which of the following sources helped you develop an appreciation for the historical and natural significance of Harpers Ferry NHP? Please check (✓) all that apply.
   _____ None  ➔ Go on to Question 22
   _____ Living history (ranger-in-costume programs)
   _____ Roving rangers available to answer questions
   _____ Ranger-led programs
   _____ Children’s programs
   _____ Indoor exhibits/museums
   _____ Roadside/trailside exhibits
   _____ Park website
   _____ Printed materials (books, brochures, etc.)
   _____ Audio-visual programs
   _____ Other (Please specify: __________________________________________)

Please go on to the next page ➔
22. a) During this visit to Harpers Ferry NHP, did you and your group learn any of the following information? Please check (✓) all that apply.

b) Next, please check (✓) all of the topics you and your group are interested in learning about on a future visit.

<table>
<thead>
<tr>
<th>Topic</th>
<th>a) Learned on this visit?</th>
<th>b) Interested in learning on a future visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American history (Storer College/ Niagara Movement)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The transportation story (Baltimore and Ohio Railroad/ Shenandoah Canal)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry story (U.S. Armory/John Hall)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Brown’s Raid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural history (environment’s role in Harpers Ferry’s history)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Civil War story</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upcoming park events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hiking trails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunities to visit park areas other than the Lower Town</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

c) In your opinion, what was the most important information you learned during this visit to Harpers Ferry NHP?

________________________________________________________________________
________________________________________________________________________

23. If you were a park manager planning for the future of Harpers Ferry NHP, what would you propose? Please be specific.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

24. a) What did you and your group like most about your visit to Harpers Ferry NHP?

________________________________________________________________________
________________________________________________________________________
b) What did you and your group like least about your visit to Harpers Ferry NHP?

________________________________________________________________________________________

________________________________________________________________________________________

25. On a future visit to Harpers Ferry NHP, how would you and your group prefer to learn about the cultural and natural history of the park? Please check (✓) all that apply.

____ Not interested in learning about park → Go on to Question 26
____ Living history (ranger-in-costume programs)
____ History demonstrations
____ Roving rangers available to answer questions
____ Ranger-led programs
____ Children’s programs
____ Indoor exhibits/museums
____ Roadside/trailside exhibits
____ Websites
____ Printed materials (books, brochures, etc.)
____ Audio/visual programs
____ Watching artisans and craftsmen making their wares
____ Watching costumed staff baking goods and making sweets
____ Other (Please specify: ________________________________)

26. Is there anything else you and your group would like to tell us about your visit to Harpers Ferry NHP?

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

27. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Harpers Ferry NHP 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.

* Printed on recycled paper
OFFICIAL BUSINESS

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139