Independence National Historical Park

Visitor Study
IN REPLY REFER TO:

United States Department of the Interior
NATIONAL PARK SERVICE
Independence National Historical Park
143 South 3rd Street
Philadelphia, PA 19106

July - August, 2007

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Independence National Historical Park. This information will help us improve our management of this site and better serve you, our visitor.

This questionnaire will be given to only a small percentage 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 or the online option. 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 Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, Phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.

Sincerely,

Dennis Reidenbach
Superintendent
DIRECTIONS

At the end of your visit:

1) Please have the selected individual complete this questionnaire
2) Answer the questions carefully since each question is different
3) Seal it with the stickers provided
4) Drop it in a U.S. mailbox

Thank you!

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 Lena Le, NPS Visitor Services Project, College
of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-
1139; fax: 208-885-4261; email: lenale@uidaho.edu.
Your Visit To Independence National Historical Park

NOTE: 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.

1. a) Prior to this visit, how did you and your group obtain information about Independence National Historical Park (NHP)? Please check (✓) all that apply in the left column.

b) On future trips to Independence NHP, what sources would you and your group prefer to use to obtain information in planning your visit? Please check (✓) all that apply in the right column.

a) Prior to this visit? (✓)  b) On future visits? (✓)

____ Obtained no information prior to visit ➔ Go on to Part b

____ Previous visits

____ Friends/relatives/word of mouth

____ Travel guides/tour books/publications

____ Telephone/written/email inquiry to the park

____ Newspaper/magazine articles

____ Independence NHP website: www.nps.gov/inde

____ Independence Visitor Center website: www.independencevisitorcenter.com

____ Other websites

____ School class/program

____ Philadelphia Convention and Visitors Bureau

____ Other (Please specify below.)

a) __________________________   b) __________________________

c) From the sources you used prior to this visit, did you and your group receive the information about the park that you needed?

____ No            _____ Yes ➔ Go on to Question 2

d) If NO, what information did you and your group need that was not available?
Please be specific.
2. On this trip to Philadelphia, how did Independence NHP fit into your travel plan? Please check (✓) one.

[ ] Independence NHP was the primary destination

[ ] Independence NHP was one of several destinations

[ ] Independence NHP was not a planned destination

3. What was your primary reason for visiting Philadelphia? Please check (✓) one.

[ ] Resident of local area (Philadelphia metropolitan area) ➔ Go on to Question 4

[ ] Visit Independence NHP

[ ] Visit other attractions in the area

[ ] Visit friends/relatives in the area

[ ] Business

[ ] Other (Please specify: ________________________________)

You may encounter/see staff in different uniforms who work for the National Park Service (NPS) and its partners at Independence NHP. Park rangers wear a prescribed uniform with an arrowhead patch as shown in this picture.

4. a) During this visit to Independence NHP, did you have any personal interaction with a park ranger (in a uniform as shown in this picture)?

[ ] Yes

[ ] No ➔ Go on to Question 5

b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger. Please circle one number for each item.

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<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpfulness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Courteousness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Quality of information provided</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

5. a) On this visit to Independence NHP, did you and your group visit the park on more than one day?

[ ] Yes

[ ] No ➔ Go on to Question 5

b) If YES, how many days did you visit Independence NHP?

[ ] Number of days

(Please list partial days/hours as 1/4, 1/2, or 3/4.)

Please go on to next page ➔
6. a) When visiting Independence NHP, were you and your group on a fixed schedule (such as schedules set up by tour managers, business meeting, same-day prepaid train/airline ticket, etc.)?

   _____ No                     _____ Yes ➔ Go on to Question 7

b) If NO, compared to what you had planned, how much time did you and your group spend visiting Independence NHP? Please check (✓) one.

   _____ Did not have an amount planned ➔ Go on to Question 7
   _____ About the same time planned ➔ Go on to Question 7
   _____ Longer than planned       _____ Shorter than planned

   ➔

c) If the amount of time you spent visiting Independence NHP was different than what you had planned (longer or shorter), what were the reasons for changing your plans? Please check (✓) all that apply.

   _____ Fewer things to do/see than expected
   _____ More things to do/see than expected
   _____ Longer wait at Independence Hall than expected
   _____ Shorter wait at Independence Hall than expected
   _____ Unable to obtain a ticket to Independence Hall for desired time/day
   _____ Other reason (Please specify: ____________________________)

7. a) What forms of transportation did you and your group use to travel between your overnight accommodations/home and Independence NHP? Please check (✓) all that apply.

   _____ Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
   _____ Rental vehicle            _____ Tour motorcoach/bus
   _____ Hotel shuttle van/courtesy bus     _____ Taxi/limousine
   _____ Bicycle                  _____ On foot
   _____ Public transportation (SEPTA bus/subway/train, etc.)
   _____ Other (Please specify: ____________________________)

b) Were the signs directing you to sites of Independence NHP adequate? Please check (✓) one response for each.

   Signs on state highways     _____ Yes     _____ No     _____ Did not use
   Pedestrian signs in Philadelphia directing to Independence NHP sites   _____ Yes     _____ No     _____ Did not use
   Driving signs in Philadelphia directing to Independence NHP sites     _____ Yes     _____ No     _____ Did not use

c) If your answer is NO to any of the above, please explain the problem.

   __________________________________________________________
8. a) For the questions below, please indicate from 1 to 5 how safe you and your group felt from crime and accidents during this visit to Independence NHP. Please circle one answer for each question.

<table>
<thead>
<tr>
<th></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>
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<tr>
<td>Personal safety-from crime</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Personal safety-from accidents</td>
<td>1</td>
<td>2</td>
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b) If you circled 1 or 2 on any of the above, please explain why.
________________________________________________________________________
________________________________________________________________________

9. a) For this visit, please list the order (#1, 2, 3, etc.) in which you and your group visited the following sites at Independence NHP. If you did not visit a site, please leave that line blank. Please use the map on page 8 to help you locate the sites.

- _____ Liberty Bell Center
- _____ Congress Hall
- _____ Carpenter’s Hall
- _____ New Hall Military Museum
- _____ National Constitution Center
- _____ Declaration House
- _____ Second Bank of the United States
- _____ Independence Living History Center
- _____ Other (Please specify: ____________________________________________)

b) Which one site was the most important to your visit to Independence NHP?
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b) Which one site was the most important to your visit to Independence NHP?
10. What other sites within the Philadelphia metropolitan area did you and your group visit? Please check (✓) all that apply. Please use the map on page 8 to help you locate these sites.

   ____ Historic Houses of Worship (Christ Church, St. George’s Church, St. Joseph’s Church, Mikveh Israel Cemetery, Free Quaker Meeting House, Gloria Dei Church)
   ____ Society Hill (square between Walnut and South Streets, Front and 5th Streets)
   ____ South Street (restaurants and shopping district)
   ____ Betsy Ross House
   ____ Penn’s Landing
   ____ Elfreth’s Alley
   ____ U.S. Mint
   ____ Other (Please specify below.)

11 a) On this visit to Independence NHP, what activities did you and your group participate in? Please check (✓) all that apply.

   ____ Visit park sites (Liberty Bell, Independence Hall, Independence Visitor Center, etc.)
   ____ Obtain National Park Passport stamp
   ____ Take motorcoach tour/carriage ride
   ____ Learn/research history
   ____ Attend talks/special programs
   ____ Relaxing
   ____ Shopping
   ____ Other (Please specify below.)

b) Which one of the above activities was the most important activity to your visit?

Please go on to the next page ➔
12. a) Are you or members of your group residents of the Philadelphia metropolitan area?
   _____ Yes  _____ No  ➔ Go on to Question 13

   b) If YES, what would encourage them to visit the park more often?

13. a) Did you and members of your group visit Independence Visitor Center on this visit?
   _____ Yes  _____ No  ➔ Go on to Question 14

   b) If YES, please check (√) all of the services/facilities that you and your group used during your visit to Independence Visitor Center.

   c) Next, for only those services/facilities that you and your group used at Independence Visitor Center, please rate their quality from 1-5.

   **b) Used (✓)**

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Static exhibits (exhibits that are read or looked at: photos, posters, etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Interactive exhibits (exhibits that can be manipulated)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Independence Store</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Pennsylvania General Store Café</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Restrooms</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Access for disabled persons</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Indoor directional signs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

   c) If used, what quality?

   d) Please provide any comments you may have about Independence Visitor Center.

14. Currently, visiting Independence Hall is free of charge, but visitors must first obtain a timed tour ticket assigning the time of admission. Tickets can be obtained on the day of visit on a first come-first serve basis, or by reserving in advance with a $1.50 reservation fee. Visitors also go through a security checking procedure before entering Independence Hall.

   a) Prior to this visit, were you aware of the ticket system?
      _____ Yes  _____ No

   b) Prior to this visit, were you aware of the security checking procedure?
      _____ Yes  _____ No
c) Did you visit Independence Hall on this visit?
   Yes                     No  ➔ Go on to part h of this question

d) If YES, did you and your group reserve the tickets to Independence Hall (by phone, online, or through a travel agent) before your visit?
   No                  Yes  ➔ Go on to part g of this question

e) If NO, were you and your group able to obtain tickets to Independence Hall on the day and time that you planned to visit?
   No                  Yes  ➔ Go on to part g of this question

f) If NO, on the day that you and your group visited Independence Hall, how long did you have to wait to be admitted?
   _______ hours ________ minutes

g) Compared to what you expected, how crowded did you and your group feel while visiting Independence Hall? Please check (✓) one.
   Less crowded than expected 
   About the same as expected 
   More crowded than expected

h) Please provide comments about the current ticket system.________________________
   ________________________________________________________________
   ________________________________________________________________

i) Please provide comments about the security checking procedure.__________
   ________________________________________________________________
   ________________________________________________________________

15. a) Currently, some of Independence NHP’s media such as brochures, selected exhibits, movies, and Independence Visitor Center website are available in languages other than English. Were you and your group aware of the availability of translated media before or during your visit to Independence NHP?
   Yes                      No  ➔ Go on to Question 16

b) If YES, did you and your group use any of the translated media?
   Yes                      No  ➔ Go on to Question 16

c) If YES, please rate the quality of the translation. Please circle one.
   Very poor  Poor  Average  Good  Very good
   Please go on to the next page ➔
d) If you rated quality of translation as “poor” or “very poor,” please explain why.

16. a) Please check (√) all of the services/facilities that you and your group used during this visit to Independence NHP (see map on page 8).

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

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

   a) Used service/facility?  
      b) If used, how important?  
      c) If used, what quality?

   1=Not important       1=Very poor
   2=Somewhat important  2=Poor
   3=Moderately important 3=Average
   4=Very important      4=Good
   5=Extremely important 5=Very good

   Check(√)

   _____ Independence NHP brochure       _____       _____
   _____ Seeing Philadelphia map          _____       _____
   _____ Park newspaper “The Gazette”    _____       _____
   _____ Independence Hall tour           _____       _____
   _____ Indoor exhibits                 _____       _____
   _____ Outdoor exhibits                _____       _____
   _____ Rest areas/benches              _____       _____
   _____ Access for disabled persons     _____       _____
   _____ Junior Ranger program           _____       _____
   _____ Directional signs to find park sites _____       _____
   _____ Park grounds/gardens            _____       _____
   _____ Ranger-led programs/talks       _____       _____
   _____ Restrooms                       _____       _____
   _____ Park website: www.nps.gov/inde used before or during visit _____       _____

17. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Independence NHP during this trip? Please circle one.

   Very poor       Poor       Average       Good       Very good

18. Independence NHP was established because of its significance to the nation. In your opinion, what is the national significance of the park?
19. On this visit, were you and your personal group with the following larger groups?

   a) Commercial guided tour                   _______ Yes _______ No
   b) Educational group (school, etc.)         _______ Yes _______ No
   c) Historical society/club group            _______ Yes _______ No
   d) Other organized group (church, business, etc.) _______ Yes _______ No

20. On this visit, what kind of personal group (not guided tour/educational/historical/organized group, etc.) were you with? Please check (√) one.

   _______ Alone                _______ Family
   _______ Friends              _______ Family and friends
   _______ Other (Please specify: ____________________________)

21. a) For this visit to Independence NHP, how many people were in your personal group, including yourself?

   _______ Number of people

   b) If your group arrived at Independence NHP in private or rental vehicles, how many vehicles did you and your group use?

   _______ Number of vehicles

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

   a) Current age  b) U.S. ZIP code or name of country other than U.S.  c & d) Number of visits to Independence NHP (including this visit)

   Yourself _______ ____________ _______ _______ _______
   Member #2 _______ ____________ _______ _______ _______
   Member #3 _______ ____________ _______ _______ _______
   Member #4 _______ ____________ _______ _______ _______
   Member #5 _______ ____________ _______ _______ _______
   Member #6 _______ ____________ _______ _______ _______
   Member #7 _______ ____________ _______ _______ _______

   Please go on to the next page ➔
23. a) Are you or members of your group Hispanic or Latino? Please circle one answer for each group member.

b) What is your race? What is the race of each member of your personal group? Please check (√) one or more for you and each group member.

<table>
<thead>
<tr>
<th></th>
<th>a) Hispanic or Latino?</th>
<th>American Indian or Alaska Native</th>
<th>Asian</th>
<th>Black or African American</th>
<th>Native Hawaiian or other Pacific Islander</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>Yes</td>
<td>______</td>
<td>______</td>
<td>______</td>
<td>______</td>
<td>______</td>
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<tr>
<td>Member #2</td>
<td>Yes</td>
<td>______</td>
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<tr>
<td>Member #3</td>
<td>Yes</td>
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<td>Member #4</td>
<td>Yes</td>
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<td>Member #5</td>
<td>Yes</td>
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<td>Member #6</td>
<td>Yes</td>
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<td>Member #7</td>
<td>Yes</td>
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24. a) Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?

____ Yes  ______ No  ➔ Go on to Question 25

b) If YES, what activities or services did the person(s) have difficulty accessing or participating in? Please check (√) all that apply.

____ Park buildings
____ Exhibits, or audio-visual programs
____ Interpretive or educational programs or activities
____ Other (Please specify: ________________________________)

c) Because of the physical condition, what specific problems did the person(s) have during this visit to Independence NHP? Please check (√) all that apply.

____ Hearing  (difficulty hearing ranger programs, audio-visual exhibits or programs, or reservation desk staff, even with hearing aid)
____ Visual  (difficulty in seeing exhibits, directional signs, visual aids that are part of programs, even with prescribed glasses or due to blindness)
____ Mobility  (difficulty in accessing facilities, services, or programs, even with walking aid and/or wheelchairs)
____ Other (Please describe: ________________________________)

25. a) Would you or members of your group consider visiting Independence NHP again in the future?

____ Yes, likely  ______ No, unlikely  ______ Not sure
b) Would you or members of your group recommend visiting Independence NHP to your friends/relatives?

____ Yes, likely  ____ No, unlikely  ____ Not sure

26. On a future visit to Independence NHP, what interpretive programs/information services would you and your group like to have available at the park? Please check (✓) all that apply.

____ Not interested in interpretive programs ➔ Go on to Question 27

____ Self-guided audio tours (with map/publications, iPods, cell phones, etc.)

____ Interactive exhibits (displays on computers/Palm Pilot/Blackberry, etc.)

____ Indoor exhibits

____ Outdoor exhibits

____ Movies/films

____ Ranger talks/programs

____ Historian/expert lectures/talks

____ Special events

____ Roving rangers available to answer questions

____ Children’s programs

____ Living history programs and dramatic presentations (people in costume)

____ Other (Please specify: ___________________________________________)

27 a) What did you and your group like most about your visit to Independence NHP?

____________________________________________________________________

____________________________________________________________________

b) What did you and your group like least about your visit to Independence NHP?

____________________________________________________________________

____________________________________________________________________

28. If you were a manager planning for the future of Independence NHP, what would you propose?

____________________________________________________________________

____________________________________________________________________

29. Is there anything else you would like to tell us about your visit to Independence NHP?

____________________________________________________________________

____________________________________________________________________

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)