



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

Visitor Services Project

# Independence National Historical Park

## Visitor Study



OMB Approval #: 1024-0224 (NPS #07-026)  
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**United States Department of the Interior**

**NATIONAL PARK SERVICE**

Independence National Historical Park  
143 South 3<sup>rd</sup> Street  
Philadelphia, PA 19106

IN REPLY REFER TO:

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](mailto:lenale@uidaho.edu).

We appreciate your help.

Sincerely,

A handwritten signature in black ink that reads "Dennis R. Reidenbach".

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.

Please go on to the next page →

## 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? (√)**

- |   |                          |
|---|--------------------------|
| <input type="checkbox"/> Obtained no information prior to visit → <b>Go on to Part b</b>  |                          |
| <input type="checkbox"/> Previous visits  | <input type="checkbox"/> |
| <input type="checkbox"/> Friends/relatives/word of mouth  | <input type="checkbox"/> |
| <input type="checkbox"/> Travel guides/tour books/publications  | <input type="checkbox"/> |
| <input type="checkbox"/> Telephone/written/email inquiry to the park  | <input type="checkbox"/> |
| <input type="checkbox"/> Newspaper/magazine articles  | <input type="checkbox"/> |
| <input type="checkbox"/> Independence NHP website: <a href="http://www.nps.gov/inde">www.nps.gov/inde</a>   | <input type="checkbox"/> |
| <input type="checkbox"/> Independence Visitor Center website:<br><a href="http://www.independencevisitorcenter.com">www.independencevisitorcenter.com</a> | <input type="checkbox"/> |
| <input type="checkbox"/> Other websites   | <input type="checkbox"/> |
| <input type="checkbox"/> School class/program   | <input type="checkbox"/> |
| <input type="checkbox"/> Philadelphia Convention and Visitors Bureau  | <input type="checkbox"/> |
| <input type="checkbox"/> Other (Please specify below.)  | <input type="checkbox"/> |

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.

\_\_\_\_\_





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.

	Very unsafe	Somewhat unsafe	Neither safe nor unsafe	Somewhat safe	Very safe
Personal property-from crime	1	2	3	4	5
Personal safety-from crime	1	2	3	4	5
Personal safety-from accidents	1	2	3	4	5

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                | _____ Independence Hall           |
| _____ Congress Hall                      | _____ Old City Hall               |
| _____ Carpenter’s Hall                   | _____ Franklin Court              |
| _____ New Hall Military Museum           | _____ City Tavern                 |
| _____ National Constitution Center       | _____ Washington Square           |
| _____ Declaration House                  | _____ Independence Visitor Center |
| _____ 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?

c) Why did you choose to visit in that order? Please check (✓) **all** that apply.

- \_\_\_\_\_ No particular reason → **Go on to Question 10**
- \_\_\_\_\_ Had a set itinerary by a tour manager/program
- \_\_\_\_\_ Something else to do while waiting to enter Independence Hall
- \_\_\_\_\_ Wanted to visit most important site first
- \_\_\_\_\_ Convenient with traffic flow
- \_\_\_\_\_ Advised by others (friends, relatives, local business, etc.)
- \_\_\_\_\_ From experience of previous visit(s)
- \_\_\_\_\_ Other (Please specify: \_\_\_\_\_)

**Please go on to the next page →**

Map page



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 5<sup>th</sup> 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?

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**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 (√)	Service/facility	c) If used, what quality?				
		Very poor	Poor	Average	Good	Very good
<input type="checkbox"/>	Movies	1	2	3	4	5
<input type="checkbox"/>	Static exhibits (exhibits that are read or looked at: photos, posters, etc.)	1	2	3	4	5
<input type="checkbox"/>	Interactive exhibits (exhibits that can be manipulated)	1	2	3	4	5
<input type="checkbox"/>	Independence Store	1	2	3	4	5
<input type="checkbox"/>	Pennsylvania General Store Café	1	2	3	4	5
<input type="checkbox"/>	Restrooms	1	2	3	4	5
<input type="checkbox"/>	Access for disabled persons	1	2	3	4	5
<input type="checkbox"/>	Indoor directional signs	1	2	3	4	5

- 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.

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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.

<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
	5=Extremely important	5=Very good

Check(√)

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

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?

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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)	
			past 12 months	lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

Please go on to the next page →





**OFFICIAL BUSINESS**

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