Richmond
National Battlefield Park
Visitor Study
July 2010

Dear Visitor:

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

This questionnaire will be given to only 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.

Results of this study will be available to the public in 2011 and will be posted on the web at www.nps.gov/rich and www.psu.uidaho.edu.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, 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,

David Ruth
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) For questions that use circles (◯), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

   Like this: ◯   Not like this: ✓   ×   /

4) Seal it with the stickers provided.
5) 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 Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.
Your Visit To Richmond National Battlefield Park

NOTE: In this questionnaire “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 this visit, how did you and your personal group obtain information about Richmond National Battlefield Park (NBP)? Please mark (●) all that apply in column (a).

   b) If you were to visit Richmond National Battlefield Park in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) all that apply in column (b).

   a) Prior to this visit  b) Prior to future visits

   ○ Did not obtain information prior to visit  ➔ Go to part b of this question

   ○ Friends/relatives/word of mouth

   ○ Inquiry to the park via phone, mail, or email

   ○ Local businesses (hotels, motels, restaurants, etc.)

   ○ Maps/brochures

   ○ Newspaper/magazine articles

   ○ Other National Park Service sites/units

   ○ Previous visits

   ○ Richmond Metro Convention & Visitors Bureau

   ○ Richmond National Battlefield Park website: www.nps.gov/rich

   ○ Other websites (Specify)

   ○ School class/program

   ○ Social media (such as Facebook, Twitter, etc.)

   ○ Television/radio programs/videos

   ○ Travel guides/tour books (such as AAA, etc.)

   ○ Virginia Civil War Trails program

   ○ Other (Please specify below)
c) From the sources marked in part (a), did you and your personal group receive the type of information about the park that you needed?

- No
- Yes  \( \Rightarrow \) Go to Question 2

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. a) On this visit, did you and your personal group visit Historic Tredegar Iron Works in the city of Richmond?

- Yes
- No

b) At Historic Tredegar Iron Works there are two separate interpretive centers managed by two different entities. Richmond National Battlefield Park Visitor Center is managed by the National Park Service while the grounds and the American Civil War Center are managed by Tredegar National Civil War Center Foundation. Prior to this visit, were you and your personal group aware of this fact? Please mark (●) one.

- Yes, aware sites were managed by two different organizations
- No, thought both sites were managed by the National Park Service
- No, thought both sites were managed by the Tredegar National Civil War Center Foundation
- Did not know who managed either site

3. On this visit, were the signs directing you and your personal group to Richmond National Battlefield Park adequate? Please mark (●) one answer for each.

a) Interstate signs

- Yes
- No
- Did not use

b) State highway signs

- Yes
- No
- Did not use

c) Signs in local communities

- Yes
- No
- Did not use

d) Battlefield Tour route signs

- Yes
- No
- Did not use

e) If you answered NO for any of the above, please explain.

- Interstate
- State highway
- In local communities
- Along Battlefield Tour route
4. How did this visit to Richmond National Battlefield Park fit into your personal group’s travel plans? Please mark (•) one.
   O Richmond National Battlefield Park was the primary destination
   O Richmond National Battlefield Park was one of several destinations
   O Richmond National Battlefield Park was not a planned destination

5. Which other historic sites did you and your personal group visit while in the Richmond area? Please mark (•) all that apply.
   O None ➔ Go on to Question 6
   O American Civil War Center  O Pamplin Park
   O Civil War Trails  O Petersburg National Battlefield
   O Colonial Williamsburg  O Richmond History Center
   O Fredericksburg NMP  O Richmond National Cemeteries
   O Hollywood Cemetery  O State Capitol
   O Museum of Confederacy  O Virginia Historical Society
   O North Anna Battlefield
   O Other (Please specify) ____________________________________________________

6. a) On this trip, did you and your personal group stay overnight away from your permanent residence in the surrounding area of Richmond National Battlefield Park (within 25 miles of any park site)?
   O Yes  O No ➔ Go to Question 7

6.b) If YES, please list the number of nights you and your personal group stayed in the surrounding area of Richmond National Battlefield Park.
   ______ Number of nights in the surrounding area outside the park

6.c) In which types of lodging did you and your personal group spend the night(s) in the surrounding area (within 25 miles of any park site)? Please mark (•) all that apply.
   O Lodges, hotels, motels, vacation rentals, B&B, etc.
   O RV/trailer camping
   O Tent camping in developed campground
   O Residence of friends or relatives
   O Other (Please specify) ____________________________________________________
7. a) On this visit, in which activities did you and your personal group participate within Richmond National Battlefield Park? Please mark (●) all that apply in column (a).

b) If you were to visit Richmond National Battlefield Park in the future, in which activities would you and your personal group expect to participate? Please mark (●) all that apply in column (b).

a) This visit  
- Attending living history programs
- Attending ranger-led programs
- Attending school programs
- Creative arts (photography, painting, drawing, writing)
- Family history/genealogy research
- Following a Civil War Trails Tour
- General sightseeing
- Nature study (wildlife, birds, wildflowers, etc.)
- Obtaining a National Park Passport stamp
- Taking CD tour of Seven Days Battles
- Taking self-guided podcast tours
- Touring Civil War battlefields
- Visiting Historic Tredegar Iron Works
- Visiting Maggie L. Walker National Historic Site
- Walking trails for exercise/recreation
- Walking trails for historical interest
- Watching park films
- Other (Please specify below)

b) Future visit
- Attending living history programs
- Attending ranger-led programs
- Attending school programs
- Creative arts (photography, painting, drawing, writing)
- Family history/genealogy research
- Following a Civil War Trails Tour
- General sightseeing
- Nature study (wildlife, birds, wildflowers, etc.)
- Obtaining a National Park Passport stamp
- Taking CD tour of Seven Days Battles
- Taking self-guided podcast tours
- Touring Civil War battlefields
- Visiting Historic Tredegar Iron Works
- Visiting Maggie L. Walker National Historic Site
- Walking trails for exercise/recreation
- Walking trails for historical interest
- Watching park films
- Other (Please specify below)

This visit ___________________________  Future visits ___________________________

c) Which one of the activities in column (a) was most important to you and your group on this visit to Richmond National Battlefield Park? Please list only one.
8. a) **On this visit** to Richmond National Battlefield Park, how much time in **total** did you and your personal group spend visiting park sites? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.
   _____ Number of hours

   b) Did you and your personal group visit the park on more than one day?
   O No  O Yes  c) How many days? _____

   d) On this visit to Richmond National Battlefield Park, how long did you and your personal group stay in the **area** (within 25 miles of any park site)? List partial hours or days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.
   O Resident of area  ➔ Go to Question 9
   _____ Number of hours if **less than 24 hours**
   OR
   _____ Number of days if **24 hours or more**

9. a) For this visit, please list the **order** in which you and your personal group visited the following sites at Richmond National Battlefield Park by writing the number 1, 2, 3, etc. in column (a). If you did not visit a site, please leave that line blank. Please use the following map to help you locate the sites.

   b) For each site that you and your personal group visited, how much time did your personal group spend at the site? Please list number of hours in column (b). List partial hours as $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.

   a) **Order**  Site  b) **Number of hours**

   _____  Beaver Dam Creek Battlefield  _____
   _____  Chickahominy Bluff  _____
   _____  Chimborazo Medical Museum  _____
   _____  Civil War Visitor Center at Tredegar Iron Works  _____
   _____  Cold Harbor Battlefield and Visitor Center  _____
   _____  Drewry’s Bluff  _____
   _____  Fort Brady  _____
   _____  Fort Harrison Visitor Center and adjacent sites  _____
   _____  Gaines’ Mill Battlefield  _____
   _____  Garthright House  _____
   _____  Glendale Battlefield and Visitor Center  _____
   _____  Malvern Hill Battlefield  _____
   _____  Parker’s Battery  _____
   _____  Other (Please specify)  ___________________  _____
c) If you were to visit Richmond National Battlefield Park in the future, which park sites would you and your personal group be likely to visit? Please mark (●) all that apply on the map below.

10. a) During this visit to Richmond National Battlefield Park, did you and your personal group have any personal interaction with a park ranger?

   O Yes  O No ➔ Go to Question 11

b) If YES, please rate the quality of your interaction with the park ranger. Please mark (●) one response for each item.

<table>
<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>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Courteousness</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Information provided</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>
11. a) Please mark (●) all the visitor services and facilities that you or your personal group used during this visit to the Richmond National Battlefield Park.

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

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

<table>
<thead>
<tr>
<th>a) Visitor services and facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark (●)</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

O Access for disabled persons
O Assistance from park staff
O CD driving tour
O Junior Ranger program
O Park publications (other than park brochure/map)
O Outdoor exhibits
O Park library
O Park brochure/map
O Podcasts
O Ranger-led programs
O Richmond National Battlefield Park website: www.nps.gov/rich (used before or during visit)
O Trails
O Visitor center exhibits
O Visitor center restrooms

12. On this visit, did you and your personal group attend any ranger-led talks or ranger-led tours at Richmond National Battlefield Park?

O Yes  O No ➔ Go to Question 14
13. If you and your personal group attended any ranger-led talks or ranger-led tours, please mark (●) one response for each of the following aspects.

a) Program length
   ○ Too short
   ○ About right
   ○ Too long

b) Timing of programs
   ○ Able to participate at desired time
   ○ NOT able to participate at desired time

c) Topics discussed
   ○ Of interest
   ○ NOT of interest

d) Did you learn something from ranger-led talks or ranger-led tours at Richmond National Battlefield Park that is relevant or meaningful to your life today?
   ○ Yes
   ○ No
   ○ Not sure

e) If YES, what did you learn that is relevant or meaningful to your life today?

14. a) Did you and your personal group visit the park bookstore?
   ○ Yes
   ○ No ➔ Go to Question 15

b) If YES, were there any sales items that you and your personal group would have liked to purchase that are not currently available?
   ○ Yes
   ○ No ➔ Go to Question 15

c) If YES, which items would you and your personal group like to have available for purchase on a future visit? Please mark (●) all that apply.
   ○ Additional publications (books, brochures, etc.)
     ☑ List subjects you are interested in __________________________
   ○ CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.
   ○ Additional maps (other than park brochure/map)
   ○ Other (Please specify) ________________________________

15. a) Would you or members of your personal group consider visiting Richmond National Battlefield Park again in the future?
   ○ Yes, likely
   ○ No, unlikely
   ○ Not sure

b) Would you or members of your personal group recommend visiting Richmond National Battlefield Park to your friends and/or relatives?
   ○ Yes
   ○ No
   ○ Not sure
16. Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Richmond National Battlefield Park during this visit? Please mark (●) only one.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

17. It is the National Park Service’s responsibility to protect Richmond National Battlefield Park’s natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your personal group? Please mark (●) one answer for each attribute/resource/experience.

<table>
<thead>
<tr>
<th>Attribute/resource/experience</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Green/open space</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Historic structures/buildings</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Historic trails with interpretation</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Interaction with park staff</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Preserved battlefield landscape</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Recreational opportunities (hiking, exercising, etc.)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Solitude</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

18. If you were to visit Richmond National Battlefield Park in the future, which topics would you and your personal group like to learn (or learn more) about through interpretive programs? Please mark (●) all that apply.

- O Not interested in interpretive programs ➔ Go to Question 19
- O Archeology
- O Architecture
- O Local history
- O Other (Please specify) ____________________________________________
19. On this visit, were you and your personal group with the following types of organized groups? Please mark (○) one for each.
   a) Commercial guided tour group ○ Yes ○ No
   b) School/educational group ○ Yes ○ No
   b) Civil War enthusiast group ○ Yes ○ No
   c) Other organized group ○ Yes ○ No
      (business, church, scout, etc.)
   d) If you were with one of these organized groups, how many people, including yourself, were in this organized group?
      ______ Number of people in organized group

20. a) On this visit, what kind of personal group (not guided tour/school/enthusiast/other organized group) were you with? Please mark (○) one.
      ○ Alone ○ Friends
      ○ Family ○ Family and friends
      ○ Other (Please specify) ________________________________
   b) On this visit, how many people were in your personal group, including yourself?
      ______ Number of people in personal group

21. On this visit, how many vehicles did you and your personal group use to arrive at the park? Please write “0” if you did not arrive by vehicle.
      ______ Number of vehicles

22. When visiting an area such as Richmond National Battlefield Park, which language(s) do you and most members of your personal group prefer to use for the following?
   a) Speaking ○ English ○ Other language (Specify) ________________
   b) Reading ○ English ○ Other language (Specify) ________________

23. a) Are you or members of your personal group Hispanic or Latino? Please mark (○) one for each group member.
   
<table>
<thead>
<tr>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Hispanic or Latino</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>No, not Hispanic or Latino</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
b) What is your race? What is the race of each member of your personal group? Please mark (•) one or more for you and each group member.

<table>
<thead>
<tr>
<th>Race</th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Asian</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black or African American</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
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<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

24. For you and your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

<table>
<thead>
<tr>
<th>Age</th>
<th>U.S. ZIP code or name of country other than U.S.</th>
<th>Number of times visited Richmond NBP in lifetime (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
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<tr>
<td>Member #3</td>
<td></td>
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<tr>
<td>Member #4</td>
<td></td>
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</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
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<tr>
<td>Member #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

25. a) Were you and your personal group aware that special needs equipment (listening device, wheelchair, etc.) is available to visitors?

   O  Yes  O  No

b) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

   O  Yes  O  No  ➔ Go on to Question 26
c) If YES, what services or activities were difficult to access/participate in?

____________________________________________________________________________

d) Did you and your personal group use any of the special needs equipment?

O Yes  O No  ➔ Go on to Question 26

e) If YES, was the special needs equipment easy to use?

O Yes  O No

26. For you only, what is the highest level of education you have completed? Please mark (●) one.

O Some high school  O Bachelor’s degree

O High school diploma/GED  O Graduate degree

O Some college

27. a) What did you and your personal group like most about your visit to Richmond National Battlefield Park?

____________________________________________________________________________

b) What did you and your personal group like least about your visit to Richmond National Battlefield Park?

____________________________________________________________________________

28. If you were a manager planning for the future of Richmond National Battlefield Park, what would you and your personal group propose? Please be specific.

____________________________________________________________________________

____________________________________________________________________________

29. Is there anything else you and your personal group would like to tell us about your visit to Richmond National Battlefield Park?

____________________________________________________________________________

____________________________________________________________________________

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.