Gettysburg National Military Park
Eisenhower National Historic Site
Visitor Study

The Visitor Services Project
Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Gettysburg National Military Park/Eisenhower National Historic Site enjoy, the places they visit within the park, and to get your opinions about your visit.

This questionnaire is only being given to a select number of visitors. Your participation is very important! It should only take a few minutes of your time during your visit to Gettysburg National Military Park/Eisenhower National Historic Site.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Jose A. Cisneros
Superintendent
DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT AND PAPERWORK REDUCTION ACT statement:
16 U.S.C 1a-7 authorizes the 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. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law.

Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Service Information Collection Clearance Officer, National Park Service, P.O. Box 37127, Washington D.C. 20013-7127; and to the Office of Management and Budget, Paperwork Reduction Project, 1024-01037, Washington D.C. 20503.
1. Please indicate the places you and your group visited at Gettysburg National Military Park/Eisenhower National Historic Site this trip. Simply check ( ) the box beside each place you visited. If you did not visit any of these places, please go on to question 2.

_____ EISENHOWER FARM
_____ VIRGINIA MEMORIAL
_____ CYCLORAMA CENTER
_____ VISITOR CENTER
_____ NATIONAL CEMETERY
_____ ETERNAL LIGHT PEACE MEMORIAL
_____ EAST CAVALRY BATTLEFIELD
_____ CULP'S HILL
_____ LITTLE ROUND TOP
_____ TOWN OF GETTYSBURG

2. What were you and your group's reasons for visiting Gettysburg National Military Park/Eisenhower National Historic Site? Please check ( ) all that apply.

_____ RECREATION
_____ LEARN ABOUT AREA HISTORY/CULTURE
_____ PERSONAL REFLECTION
_____ TRAVEL SCENIC VIEWS/DRIVES
_____ VIEW PARK WILDLIFE
_____ OTHER (Please describe: _______________________________
                                           ________________________________ )
3. On the list below, please check the activities in which you and your group participated at Gettysburg National Military Park/Eisenhower National Historic Site this visit. Please check ( ) all that apply.

_____ PICNICKING

_____ JOGGING

_____ BIKING

_____ HORSEBACK RIDING

_____ NATURE STUDY

_____ TOUR THE BATTLEFIELD

_____ OTHER (Please describe: ________________________

______________________________ )

4. During your visit, how much money did you and your group spend in the Gettysburg area? Please write "0" if you did not spend any money.

$______________ LODGING (motel, camping, etc.)

$______________ TRAVEL (gas, air/bus/train fare, etc.)

$______________ FOOD (restaurant, groceries, etc.)

$______________ OTHER (entrance fees, film, tours, gifts, etc.)

PLEASE GO ON TO NEXT PAGE
5. How much time did you and your group spend at Gettysburg National Military Park/Eisenhower National Historic Site this visit?

   NUMBER OF HOURS _____ AND _____ MINUTES

6. How many people were in your group?

   _____ NUMBER OF PEOPLE

7. What kind of group were you with? Please check ( ) one.

   _____ ALONE
   _____ FAMILY
   _____ FRIENDS
   _____ FAMILY AND FRIENDS
   _____ BUS GROUP
   _____ OTHER (Please describe: ________________)

8. For you and your group, please indicate:

<table>
<thead>
<tr>
<th>CURRENT AGE</th>
<th>U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY</th>
<th># TIMES VISITED (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>
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<tr>
<td>MEMBER #5</td>
<td>_____</td>
<td>_____</td>
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<tr>
<td>MEMBER #6</td>
<td>_____</td>
<td>_____</td>
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<tr>
<td>MEMBER #7</td>
<td>_____</td>
<td>_____</td>
</tr>
</tbody>
</table>
9. a) During this visit did you and your group use any of the following visitor services at Gettysburg National Military Park/Eisenhower National Historic Site? Please check ( ) all that apply.

b) Next rate (from 1-5) the quality of each visitor service you or your group used during this visit to Gettysburg National Military Park/Eisenhower National Historic Site

<table>
<thead>
<tr>
<th>Use service?</th>
<th>What quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFORMATION DESK</td>
<td>( ) 1= VERY GOOD 2= GOOD 3= AVERAGE 4= POOR 5= VERY POOR</td>
</tr>
<tr>
<td>MUSEUM EXHIBITS</td>
<td>( )</td>
</tr>
<tr>
<td>CYCLORAMA PAINTING PROGRAM</td>
<td>( )</td>
</tr>
<tr>
<td>BULLETIN BOARDS</td>
<td>( )</td>
</tr>
<tr>
<td>AUDIO VISUAL PROGRAMS</td>
<td>( )</td>
</tr>
<tr>
<td>TOUR CONDUCTED BY RANGER</td>
<td>( )</td>
</tr>
<tr>
<td>PARK TRAVELER INFORMATION STATION</td>
<td>( )</td>
</tr>
<tr>
<td>SELF-GUIDED HIKING TRAIL BROCHURES</td>
<td>( )</td>
</tr>
<tr>
<td>SELF-GUIDED AUTO TOUR BROCHURES</td>
<td>( )</td>
</tr>
<tr>
<td>AUDIO MESSAGES</td>
<td>( )</td>
</tr>
<tr>
<td>ELECTRIC MAP PROGRAM</td>
<td>( )</td>
</tr>
<tr>
<td>TOUR BY LICENSED BATTLEFIELD GUIDE</td>
<td>( )</td>
</tr>
<tr>
<td>TOUR BY BUS WITH CASSETTE TAPE</td>
<td>( )</td>
</tr>
<tr>
<td>CASSETTE TAPE TOURS</td>
<td>( )</td>
</tr>
<tr>
<td>VISITOR CENTER BOOKSTORE</td>
<td>( )</td>
</tr>
<tr>
<td>RESTROOMS</td>
<td>( )</td>
</tr>
</tbody>
</table>
10. Did you visit the exhibit that contains a copy of the Gettysburg Address? Please check ( ) one.

____ NO → GO ON TO QUESTION 11

____ YES

If yes, how important was that experience to your overall visit to Gettysburg National Military Park? Please check ( ) one.

____ EXTREMELY IMPORTANT
____ VERY IMPORTANT
____ IMPORTANT
____ SOMEWHAT IMPORTANT
____ NOT IMPORTANT

If not important, why not? Please be as specific as possible.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

11. Did you and your group visit Eisenhower National Historic Site this visit? Please check ( ) one.

____ NO ______ YES (GO ON TO QUESTION 12)

If NO, please explain why not:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
12. The National Park Service is considering the development of a shuttle system from the visitor center through the battlefield and back. It would be available to visitors at a modest fee. If this system was available, would you use it on a future visit? Please check (   ) one.

_____ YES, LIKELY

_____ NO, UNLIKELY

_____ DON'T KNOW

13. During this visit, did noise, modern structures, air pollution or other things interfere with your experience? Please check (   ) one.

_____ NO ➞ GO ON TO QUESTION 14

_____ YES

How? Please explain.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

14. Did you visit downtown Gettysburg? Please check (   ) one.

_____ NO ➞ GO ON TO QUESTION 15

_____ YES

If yes? What would cause you to spend more time in downtown Gettysburg? Please be as specific as possible.

________________________________________________________________________

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15. If you were planning for the future management of Gettysburg National Military Park, what would you propose? Please be as specific as possible.

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16. If you were planning for the future management of Eisenhower National Historic Site, what would you propose? Please be as specific as possible.

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17. Is there anything else you would like to tell us about your visit to Gettysburg National Military Park/Eisenhower National Historic Site?

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

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Cooperative Park Studies Unit
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College of Forestry, Wildlife and Range Sciences
University of Idaho
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