

Gettysburg National Military Park Eisenhower National Historic Site Visitor Study



**The
Visitor Services
Project**

OMB Approval 1024-0162

Expiration Date: 1-31-95

United States Department of the Interior

NATIONAL PARK SERVICE

Gettysburg National Military Park
Eisenhower National Historic Site
Gettysburg, Pennsylvania 17325

October 1994

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.

PLEASE GO ON TO NEXT PAGE



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:

	CURRENT AGE	U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY	# TIMES VISITED (INCLUDING THIS VISIT)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

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

1= VERY GOOD
 2= GOOD
 3= AVERAGE
 4= POOR
 5= VERY POOR

Use service? ()		What quality? (1-5)
_____	INFORMATION DESK	_____
_____	MUSEUM EXHIBITS	_____
_____	CYCLORAMA PAINTING PROGRAM	_____
_____	BULLETIN BOARDS	_____
_____	AUDIO VISUAL PROGRAMS	_____
_____	TOUR CONDUCTED BY RANGER	_____
_____	PARK TRAVELER INFORMATION STATION	_____
_____	SELF-GUIDED HIKING TRAIL BROCHURES	_____
_____	SELF-GUIDED AUTO TOUR BROCHURES	_____
_____	AUDIO MESSAGES	_____
_____	ELECTRIC MAP PROGRAM	_____
_____	TOUR BY LICENSED BATTLEFIELD GUIDE	_____
_____	TOUR BY BUS WITH CASSETTE TAPE	_____
_____	CASSETTE TAPE TOURS	_____
_____	VISITOR CENTER BOOKSTORE	_____
_____	RESTROOMS	_____

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.

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

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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OFFICIAL BUSINESS

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