



**Eisenhower National Historic Site
Visitor Study
Summer 2000**

**Report 122
Visitor Services Project
Cooperative Park Studies Unit**



University of Idaho



Eisenhower National Historic Site

Visitor Study Summer 2000

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Visitor Services Project Report 122

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Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. Chad Van Ormer was a graduate assistant with the Visitor Services Project. We thank the staff and volunteers of Eisenhower NHS for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project
Eisenhower National Historic Site
Report Summary

- This report describes the results of a visitor study at Eisenhower NHS during July 23-29, 2000. A total of 700 questionnaires were distributed to visitors. Eisenhower visitors returned 346 questionnaires and Gettysburg NMP visitors returned 212 questionnaires for an overall 79.7% response rate.
- In two chapters, this report profiles Eisenhower NHS visitors, and Gettysburg NMP visitors who did not visit Eisenhower NHS. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

Eisenhower NHS visitors

- Seventy-five percent of the visitors were in family groups. Forty percent of visitors were in groups of two; 38% were in groups of three or four. Fifty-eight percent of visitors were aged 41-70 years, while 21% were aged 15 years or younger.
- United States visitors were from Pennsylvania (23%), 41 other states and Washington D.C. There were too few international visitors to provide reliable information.
- Most (86%) of visitors were making their first visit to Eisenhower NHS. Most visitors (75%) were aware of Eisenhower NHS prior to visiting. The most commonly used sources of information were travel guides/ tour books and previous visits. Most visitors' (83%) primary reason for visiting was to see Eisenhower's home and farm.
- On this visit, the female head of household made the decision to visit for 56% of groups; the male head of household made the decision for 53% of groups. Forty percent made the decision after arriving in town; 32% decided to visit less than one month before visiting. Ninety percent or more of the visitors felt each of the admission fees was "appropriate."
- Visitors were asked many additional questions and made many additional comments.

Gettysburg NMP (non-Eisenhower NHS) visitors

- Seventy-four percent of the visitor groups were family groups. Thirty percent of visitor groups were groups of two; 40% were in groups of three or four. Forty-three percent of visitors were aged 36-55 years, while 27% were aged 15 years or younger.
- United States visitors were from Pennsylvania (15%), 39 other states and Washington D.C. International visitors comprised 5% of the Gettysburg NMP (non-Eisenhower) visitors.
- Over one-half of visitors (55%) were making their first visit to Gettysburg NMP. Over one-half of visitors (54%) were not aware of the existence of Eisenhower NHS. The most commonly used sources of information were travel guides/ tour books and previous visits.
- On this visit, the male head of household made the decision to visit Gettysburg NMP for 66% of groups; the female head of household made the decision for 31% of groups. Seventy-six percent of visitors made the decision prior to arriving in town and up to six months before visiting. Seventy-four percent of the visitors listed "lack of time" as the reason they did not visit Eisenhower NHS; 27% cited "lack of interest."
- Visitors were asked many additional questions and made many additional comments.

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.

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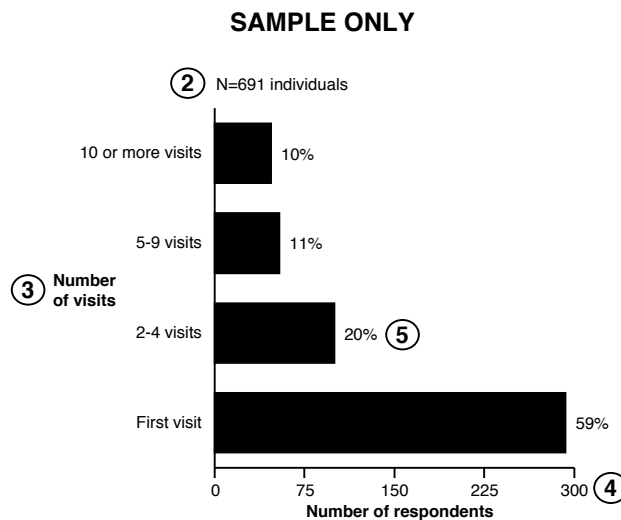
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INTRODUCTION

This report describes the results of a study of visitors at Eisenhower National Historic Site. This visitor study was conducted July 23-29, 2000 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

The **Methods** section discusses the procedures and limitations of the study. The **Results** section includes a summary of visitor comments. An **Additional Analysis** page is included which will help managers request additional analyses. The final section includes a copy of the **Questionnaire**. An appendix includes comment summaries and visitors' unedited comments.

Most of the report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The Figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of visitors responding and a description of the chart's information. Interpret data with an "N" of less than 30 with **CAUTION!** As the results maybe unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires distributed to, a sample of visitors who were waiting at the Gettysburg National Military Park visitor center to catch the shuttle bus to Eisenhower National Historic Site during July 23-29, 2000. The results of these questionnaires are shown in Section 1 of this report.

To learn about why Gettysburg NMP visitors did not visit Eisenhower NHS, a sample of visitors exiting the Gettysburg NMP visitor center were asked if they had visited or planned to visit Eisenhower NHS on this visit. Those who responded that they had not visited and did not plan to visit Eisenhower NHS on this visit were asked to participate by completing the questionnaire. The non-Eisenhower visitor results are included in Section 2 of this report.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was then given a questionnaire and asked his or her name, address, and telephone number in order to mail them a reminder/thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit, then return it by mail.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participant who had not returned their questionnaires four weeks after the initial interview. Eight weeks after the survey a second replacement questionnaire was mailed to visitors who still had not returned their questionnaires.

Returned questionnaires were coded and the information entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Data analysis

This study collected information on both visitor groups and individual group members. Thus, the sample size (“N”) varies from Figure to Figure. For example, while Figure 1 show information for 342 visitor groups, Figure 3 presents data for 845 individuals. A note above each graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from Figure to Figure. For example, while 346 visitors to Eisenhower National Historic Site returned questionnaires, Figure 1 shows data for only 342 respondents.

Questions answered incorrectly due to carelessness; misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Like all surveys, this study has limitations, which should be considered when interpreting the results.

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visited the park.

2. The data reflects visitor use patterns of visitors to the selected sites during the study period of July 23-29, 2000. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the work “**CAUTION!**” is included in the graph, figure or table.

**Special
Conditions**

During the study period, weather conditions ranged from warm, sunny days to occasional cool, foggy or rainy days.

EISENHOWER NHS VISITOR RESULTS

At the Gettysburg National Military Park Visitor Center, 406 visitor groups were contacted as they waited to board the shuttle bus to Eisenhower National Historic Site. Of those contacted, 400 groups (99%) agreed to participate in the survey. Questionnaires were completed and returned by 346 visitor groups, resulting in an 86.5% response rate for this part of the visitor study.

Visitors contacted

Table 1 compares age and groups size information collected from both the total sample of Eisenhower NHS visitors contacted and those who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual Respondents	
	N	Avg.	N	Avg.
Eisenhower NHS visitors				
Age of respondents	399	51.5	337	51.7
Group size	400	3.5	344	3.8

Figure 1 shows visitor group sizes, which ranged from one person to 40 people. Forty percent of visitor groups consisted of two people, while another 38% were groups of three or four. Seventy-five percent of visitor groups were made up of family members (see Figure 2). "Other" groups included Boy Scout troop, spouse, motorhome caravan, Girl Scout troop and 99th Infantry.

Demographics

Figure 3 shows that 68% of visitors had at least some college, with 20% of those having a graduate degree and 22% having a bachelor's degree.

Figure 4 shows that the most common visitor ages were 41-70 years of age (58%). Another 21% of visitors were in the 15 or younger age groups.

Eisenhower visitors were asked how many times they had visited Eisenhower NHS and Gettysburg NMP. Most visitors (86%) had visited Eisenhower NHS once. For Gettysburg NMP, most visitor groups (55%) had visited more than once.

**Demographics
(continued)**

Too few international visitors went to Eisenhower NHS to provide reliable information (see Table 2). The largest proportion of United States visitors was from Pennsylvania (23%), followed by Ohio (9%) and New Jersey (7%). Smaller proportions of U.S. visitors came from another 39 states and Washington D.C. (see Map 1 and Table 3).

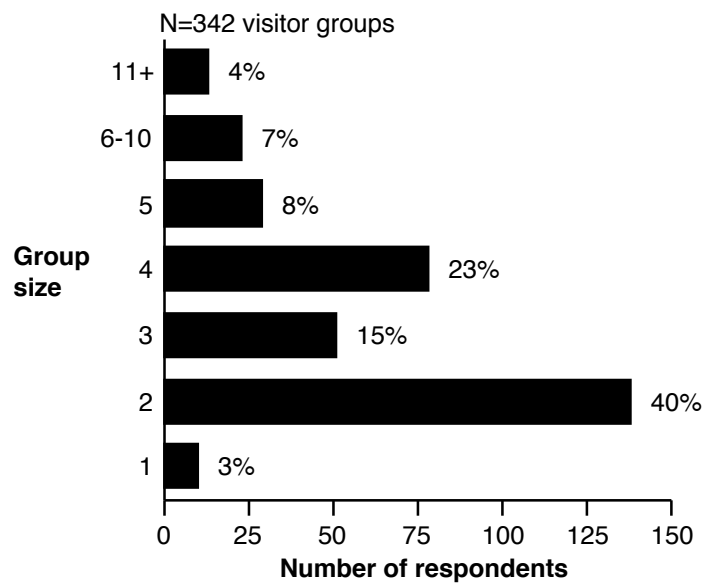


Figure 1: Visitor group sizes

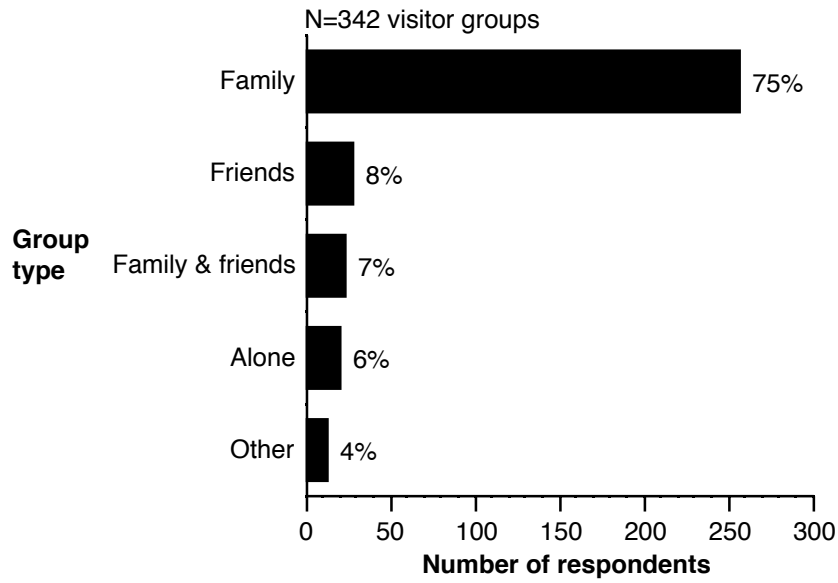


Figure 2: Visitor group types

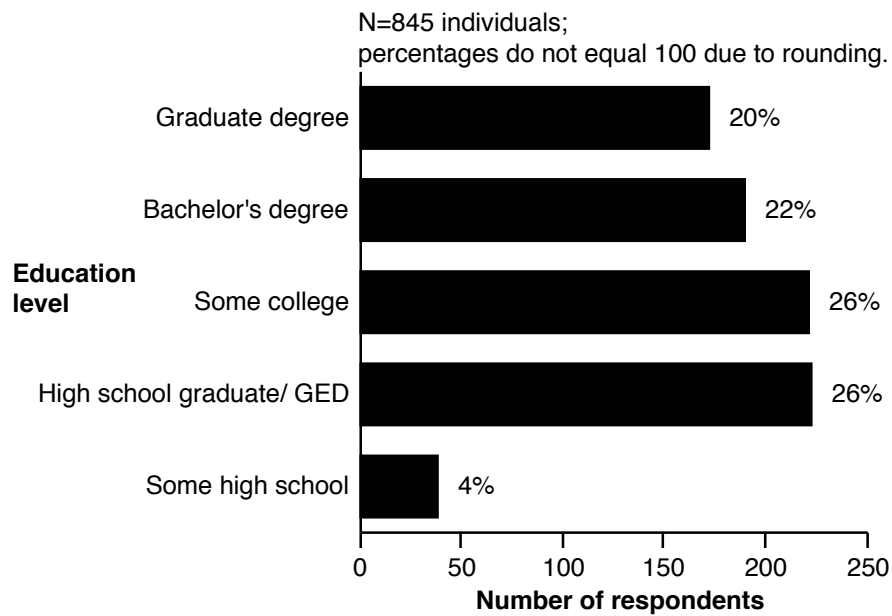


Figure 3: Education level

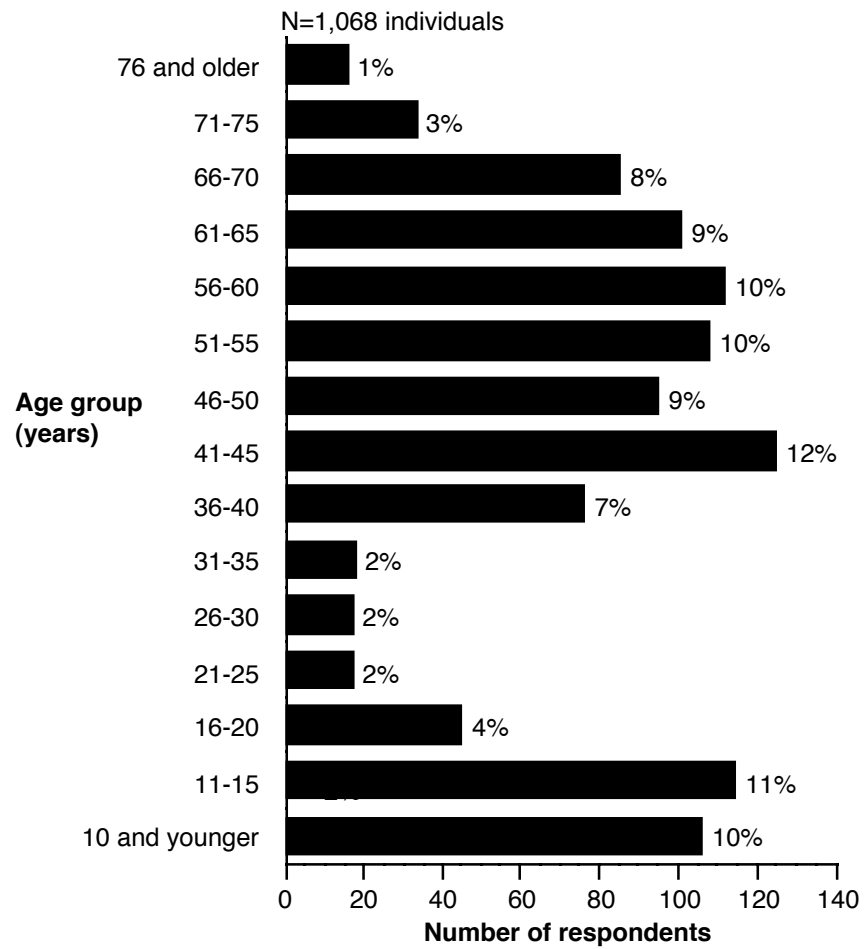


Figure 4: Visitor ages

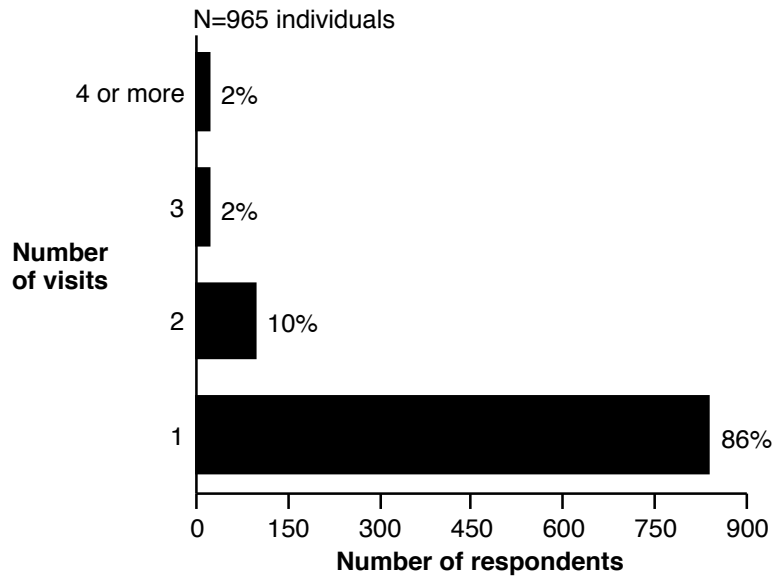


Figure 5: Number of visits to Eisenhower NHS

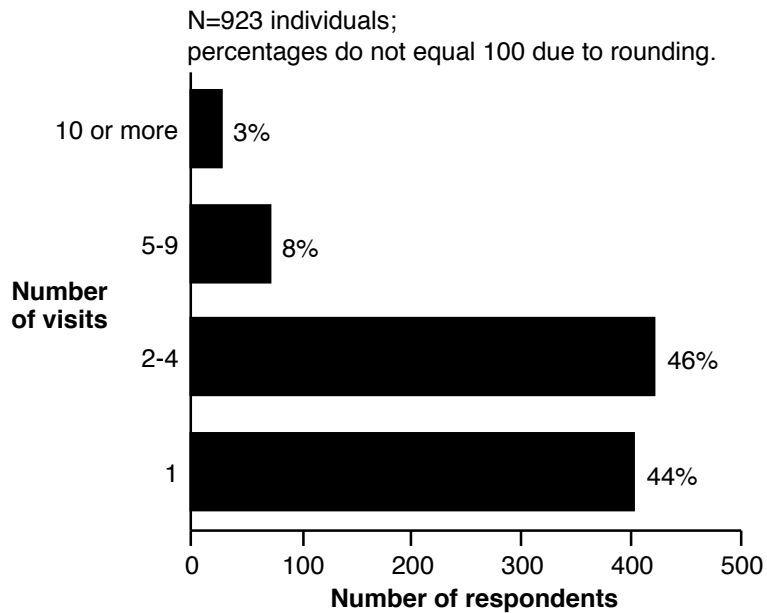


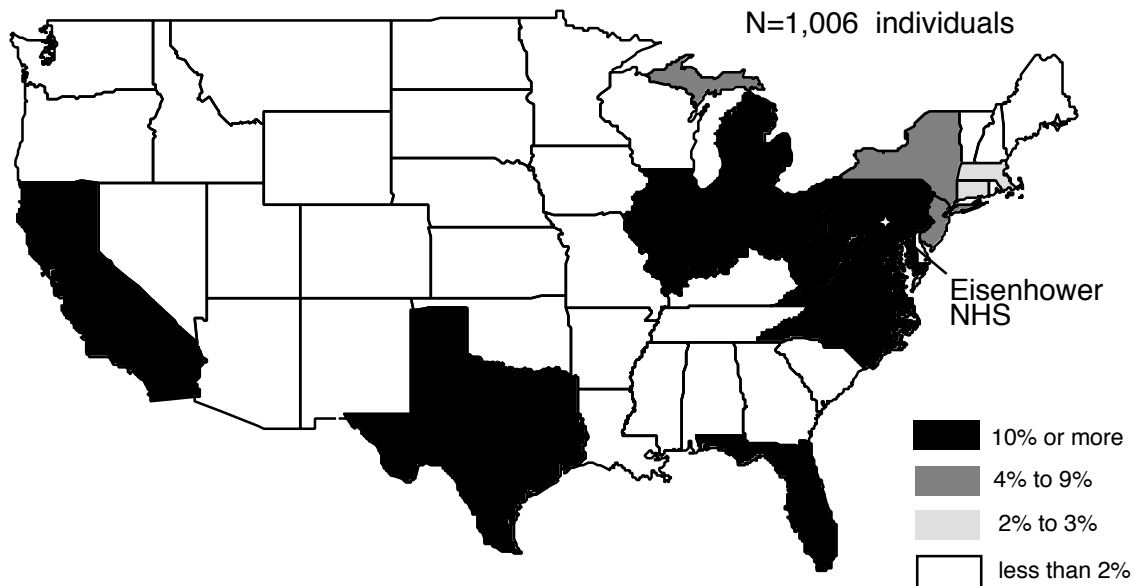
Figure 6: Number of visits to Gettysburg NMP

Table 2: International visitors by country of residence

N=20 visitors

CAUTION!

Country	Number of Individuals	Percent of International visitors	Percent of total visitors
England	8	40	1
Canada	5	25	<1
Philippines	3	15	<1
Japan	2	10	<1
China	1	5	<1
Italy	1	5	<1



Map 1: Proportion of United States visitors by state of residence

Table 3: United States visitors by state of residence

N=1,006 individuals;
percentages do not equal 100 due to rounding.

State	Number of Individuals	Percent of U.S. visitors	Percent of total visitors
Pennsylvania	232	23	23
Ohio	87	9	8
New Jersey	74	7	7
New York	59	6	6
Maryland	53	5	5
California	40	4	4
Indiana	39	4	4
Michigan	36	4	4
North Carolina	33	3	3
Virginia	32	3	3
Massachusetts	29	3	3
Connecticut	24	2	2
Florida	19	2	2
Illinois	19	2	2
Texas	17	2	2
West Virginia	16	2	2
Alabama	14	1	1
25 other states and Washington D.C.	183	18	18

**Awareness of
Eisenhower NHS's
existence**

Visitors were asked if, prior to their visit to Gettysburg NMP, they were aware that Eisenhower NHS existed. As shown in Figure 7, 75% of visitor groups were aware of Eisenhower NHS's existence. Almost one-fourth of the visitors (24%) were not aware of the existence of Eisenhower NHS and 2% were not sure.

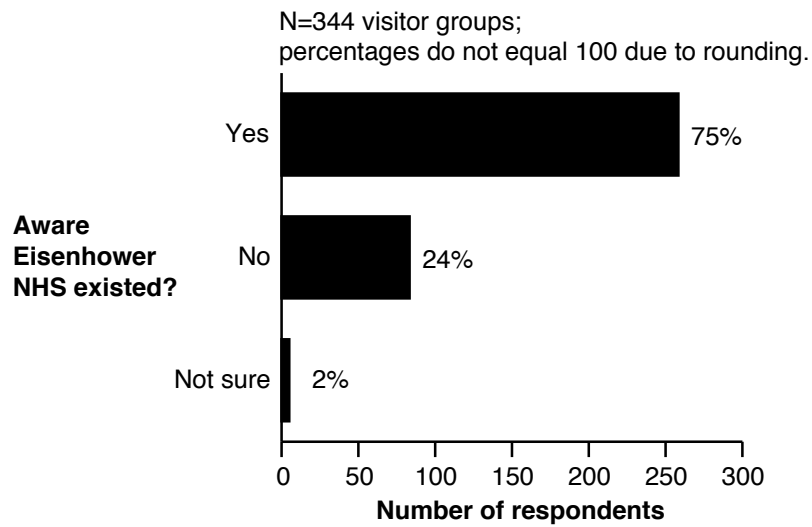


Figure 7: Awareness that Eisenhower NHS existed

Eisenhower NHS visitor groups were asked to indicate the sources they used to obtain information about Eisenhower NHS prior to their visit. The most common sources of information were travel guides/ tour books (42%), previous visits (29%), and friends/ relatives (24%), as shown in Figure 8. Twenty-one percent of the visitors received no information about Eisenhower NHS prior to their visit. The least used source was a child attending a school program at the park (1%). "Other" sources of information included the American Automobile Association, brochures, Boy Scouts, classes, and books.

Sources of information

Eisenhower NHS visitors were also asked to list the sources they used to obtain information about Gettysburg NMP prior to their visit. The most common sources of information were travel guides/ tour books (41%), previous visits (35%), and friends/ relatives (30%), as shown in Figure 9. Nine percent of the visitors received no information about Gettysburg NMP prior to their visit. The least used source was a child attending a park school program (2%). "Other" sources of information included the American Automobile Association, brochures, books, web site and signs.

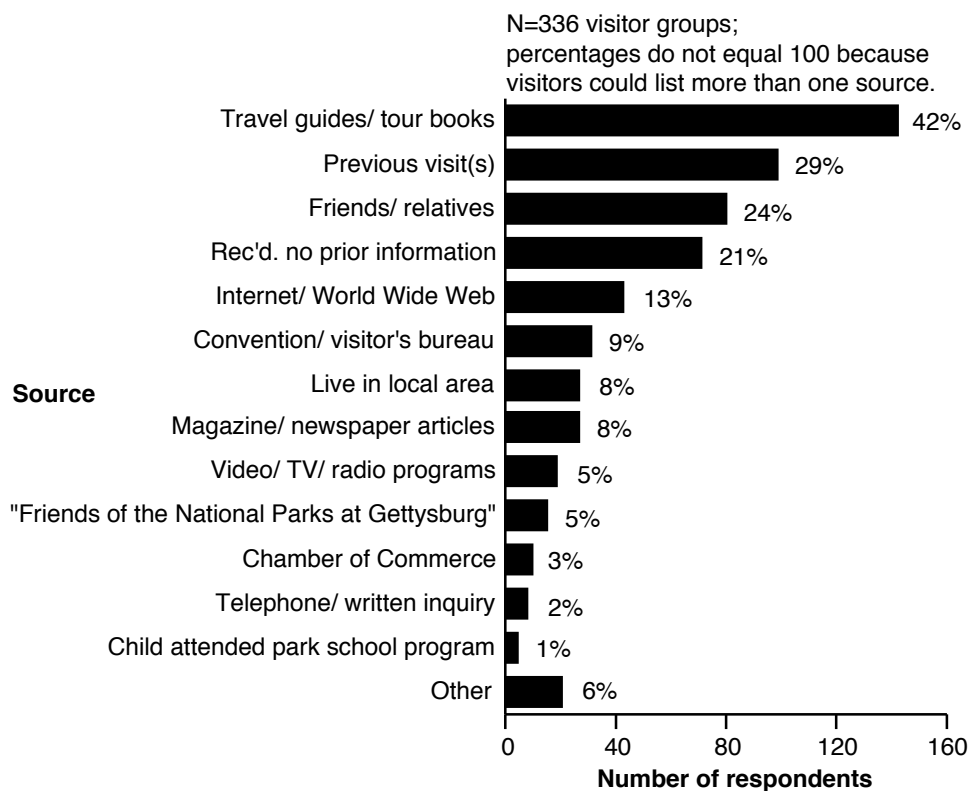


Figure 8: Sources of information about Eisenhower NHS

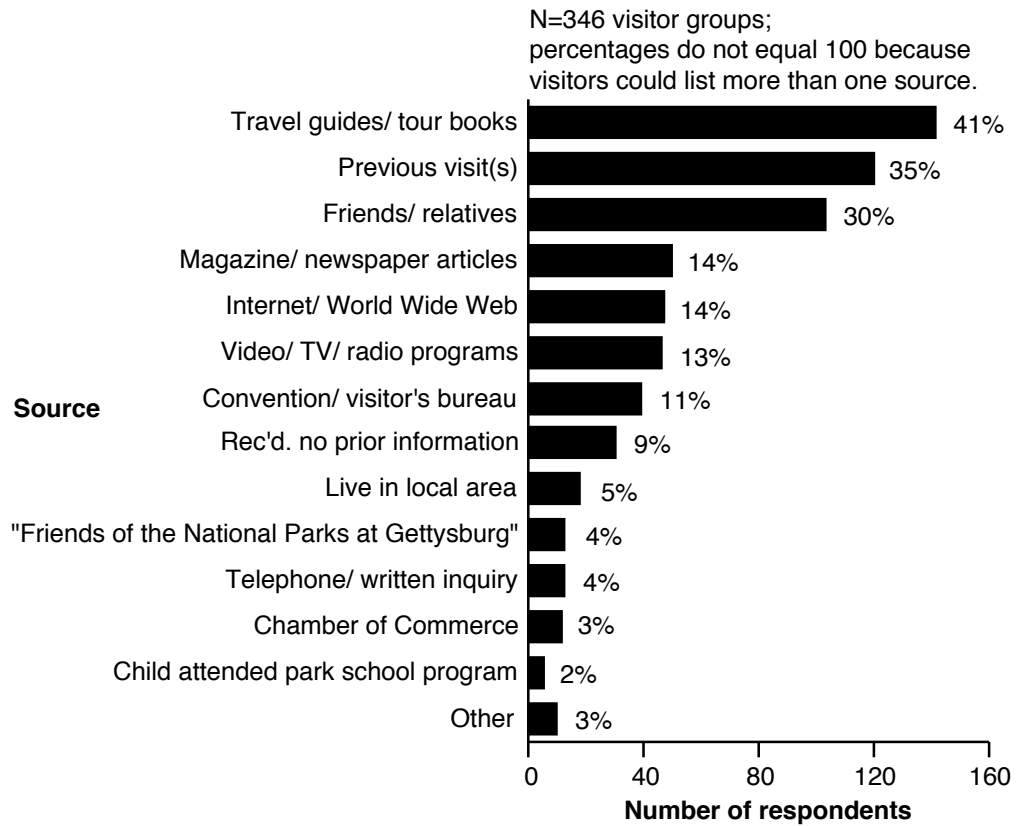


Figure 9: Sources of information about Gettysburg NMP

Visitors were asked who in their group made the decision to visit Eisenhower NHS. Figure 10 shows that 56% of the groups listed the female head of household as the person deciding to visit. The male head of household decided for 53% of the groups. "Other" people who made the decision to visit included Scoutmaster, family, grandchildren, and tour director.

Deciding to visit Eisenhower NHS/ Gettysburg NMP

For groups visiting Gettysburg NMP, 65% of male heads of household made the decision to visit (see Figure 11). Forty-six percent of female heads of household made the decision to visit Gettysburg NMP. "Other" people who made the decision to visit included Scoutmaster, joint decision, family, children, and friends.

For Eisenhower NHS, the decision to visit was made most often after arriving in town (40%), less than one month ago (32%) or two to six months ago (20%), as shown in Figure 12.

For Gettysburg NMP, the decision to visit was most often made less than one month ago (38%) or two to six months ago (34%), as shown in Figure 13.

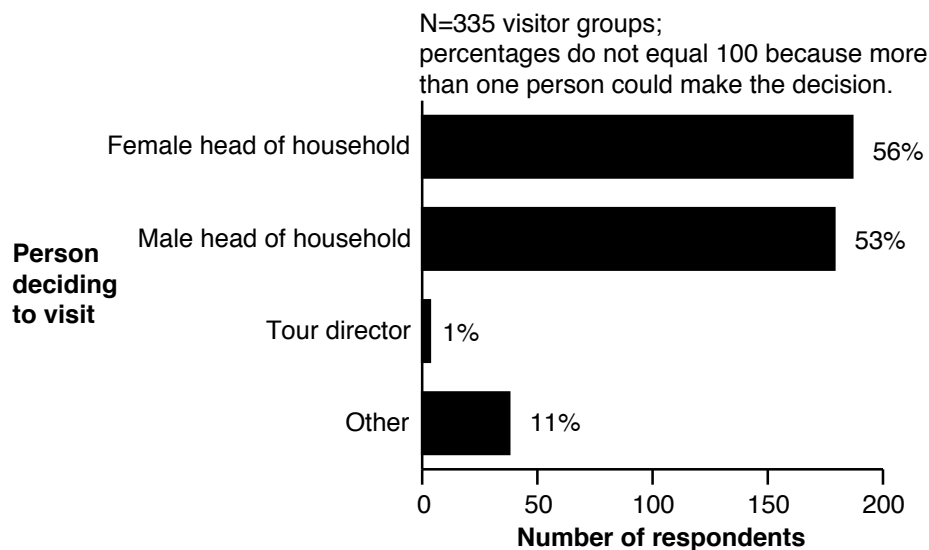


Figure 10: Group member who made the decision to visit Eisenhower NHS

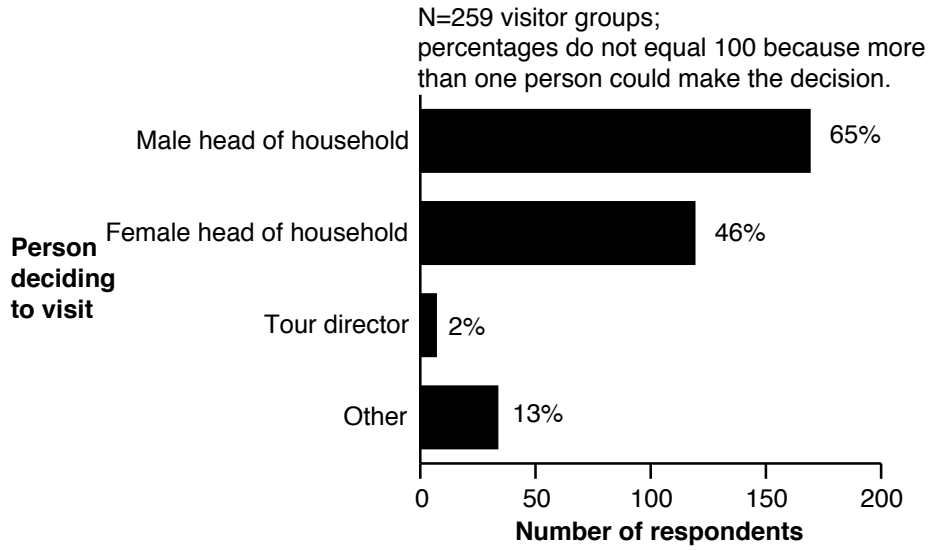


Figure 11: Group member who made the decision to visit Gettysburg NMP

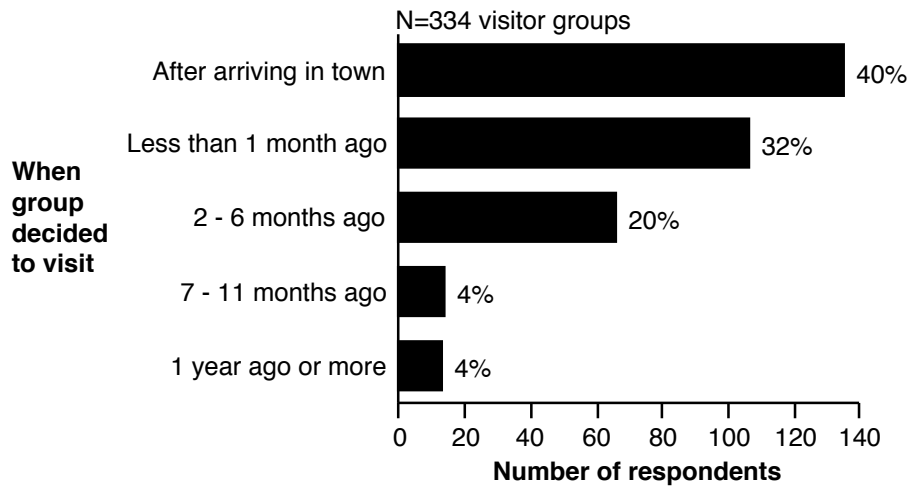


Figure 12: When decision was made to visit Eisenhower NHS

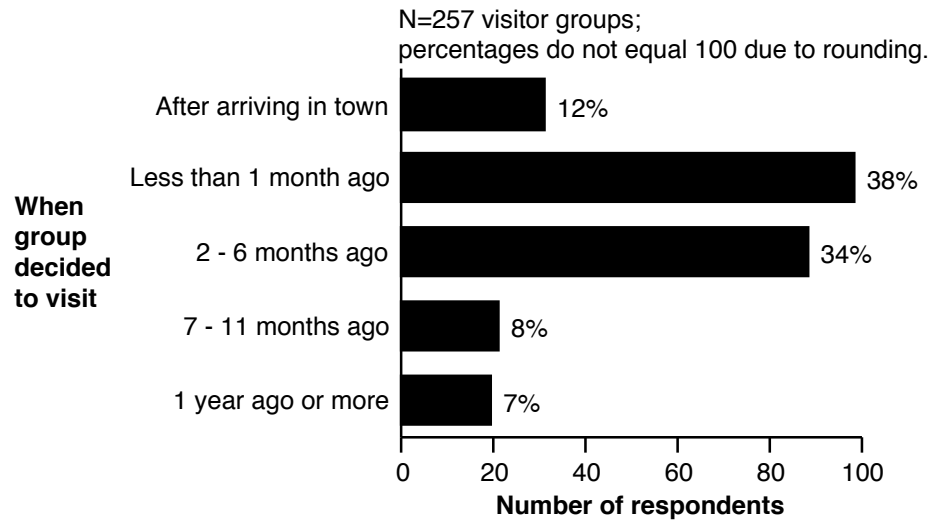


Figure 13: When decision was made to visit Gettysburg NMP

Visiting the parks/ reasons for not visiting

Visitors to Eisenhower NHS were asked if they had visited one or both parks during this trip. Most (96%) had visited Eisenhower NHS on this trip, while 90% had also visited Gettysburg NMP (see Figure 14).

When Eisenhower NHS visitors were asked if they would visit either of the parks on a future trip, 62% said they would visit Eisenhower NHS again (see Figure 15). Most groups (88%) said they would visit Gettysburg NMP on a future visit (see Figure 16).

Eisenhower NHS visitors were asked, "In deciding whether or not to visit Eisenhower NHS, did you and your group have any difficulty in figuring out how to visit it?" Most visitors (95%) responded that they did not have difficulty figuring out how to visit Eisenhower NHS (see Figure 17). The reasons listed for those who had difficulty were lack of information, trying to fit shuttle bus into visitor's plans, and wrong ticket stub was removed at electric map.

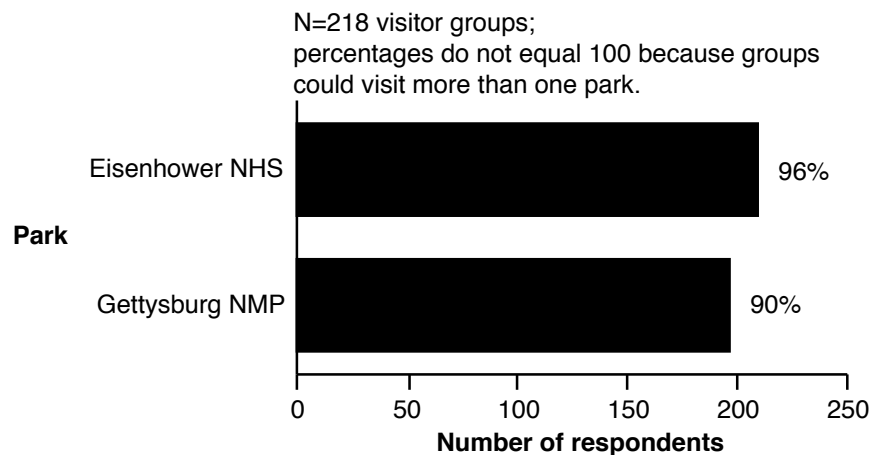


Figure 14: Parks visited

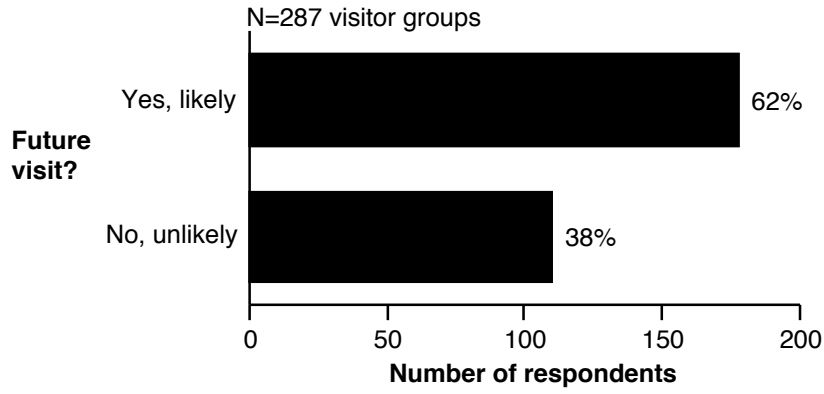


Figure 15: Plan future visit to Eisenhower NHS

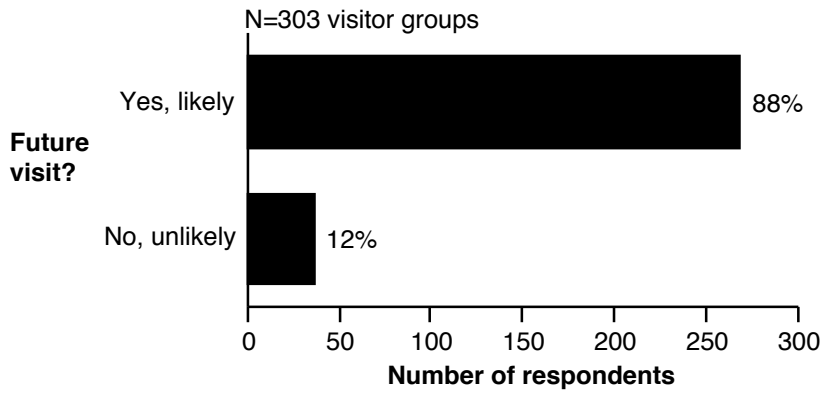


Figure 16: Plan future visit to Gettysburg NMP

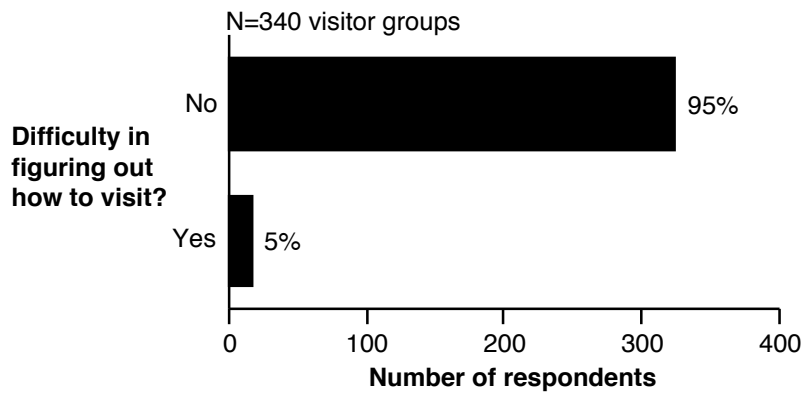


Figure 17: Difficulty in figuring out how to visit Eisenhower NHS

Number of times entered Eisenhower NHS/ Gettysburg NMP

Visitors were asked to list the number of times their group had entered the parks during their visit. Most Eisenhower NHS visitors (98%) entered once (see Figure 18). For Gettysburg NMP, the largest proportion of visitors said they entered twice (36%), followed by once (29%), and three times (21%), as shown in Figure 19.

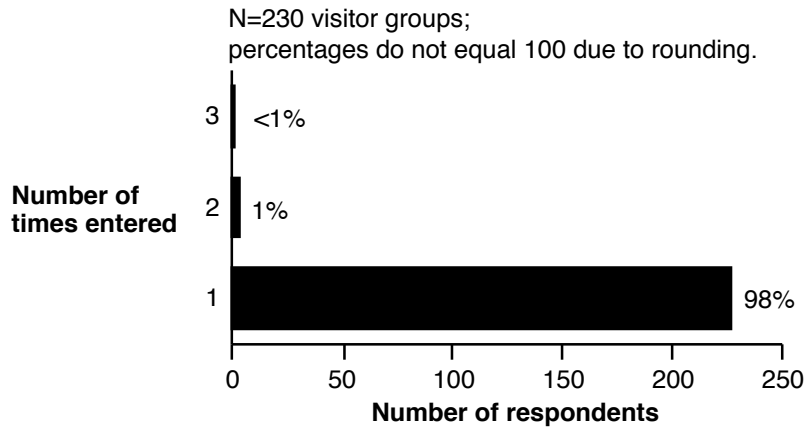


Figure 18: Number of times entered Eisenhower NHS

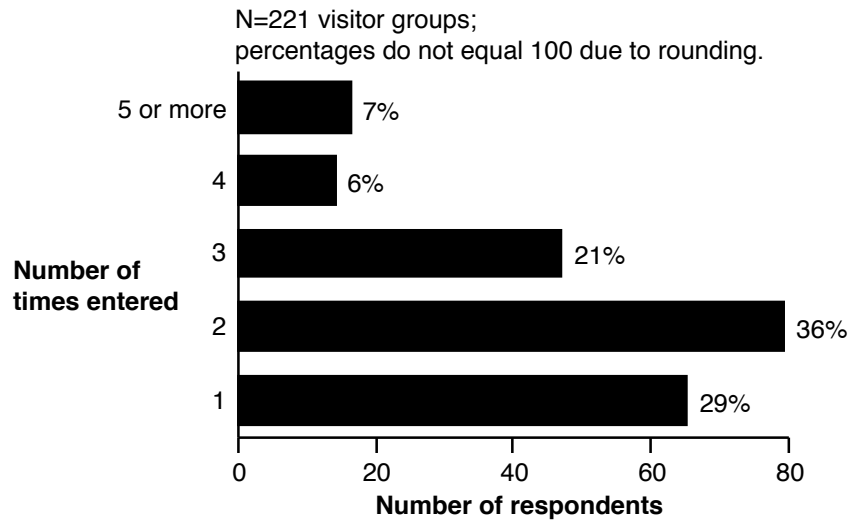


Figure 19: Number of times entered Gettysburg NMP

Visitor groups were asked how much time they spent at Eisenhower NHS. Most visitor groups (96%) spent less than one day at the park (see Figure 20). Of the groups that spent less than a day at the park, 55% spent two hours, while 23% spent three hours or more (see Figure 21). Twenty percent of the visitors spent one hour or less.

At Gettysburg NMP, visitors most often spent less than day (84%), as shown in Figure 22. Of the visitors who spent less than one day, 36% spent six hours or more; 45% spent two to four hours (see Figure 23).

In the Gettysburg area (within a 20-minute drive of the town of Gettysburg), 37% of the visitors spent less than one day (see Figure 24). Fifty-two percent spent one to three days. Of the visitor groups who spent less than one day, 55% spent four hours or more (see Figure 25).

Length of visit to parks and area

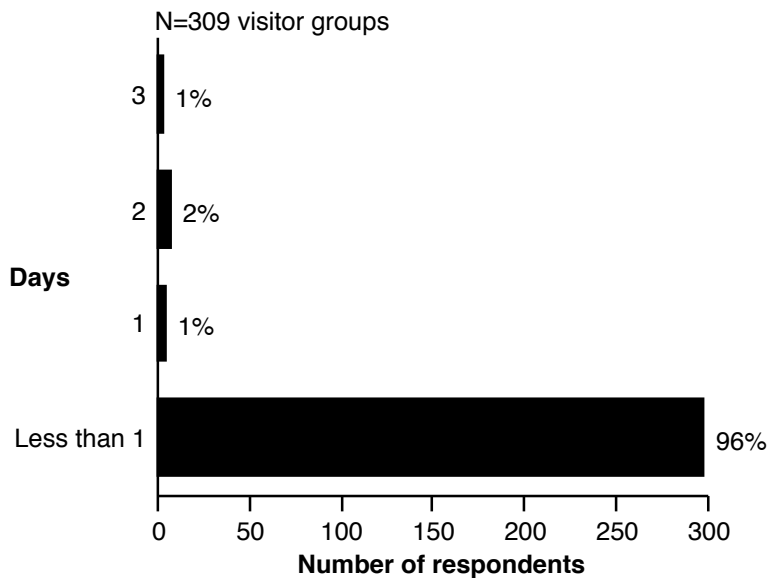


Figure 20: Number of days spent at Eisenhower NHS

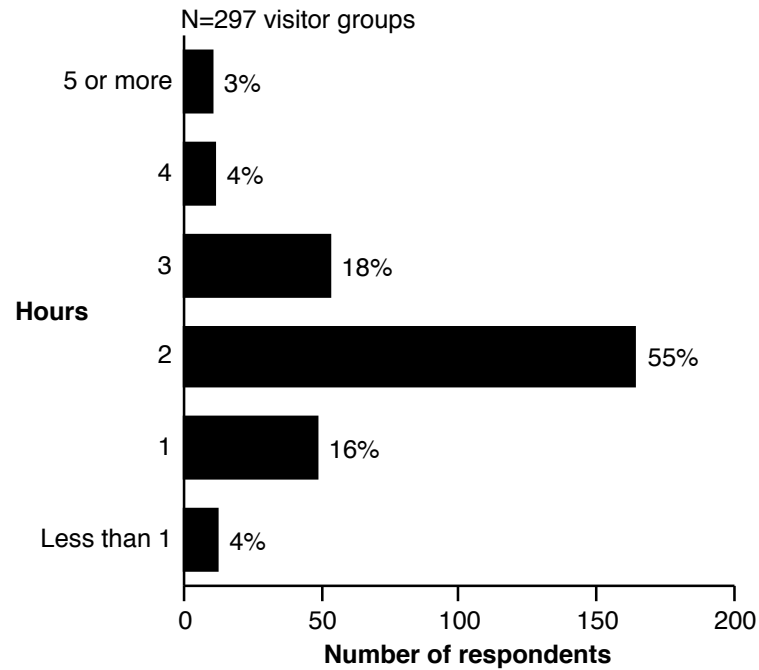


Figure 21: Number of hours spent at Eisenhower NHS

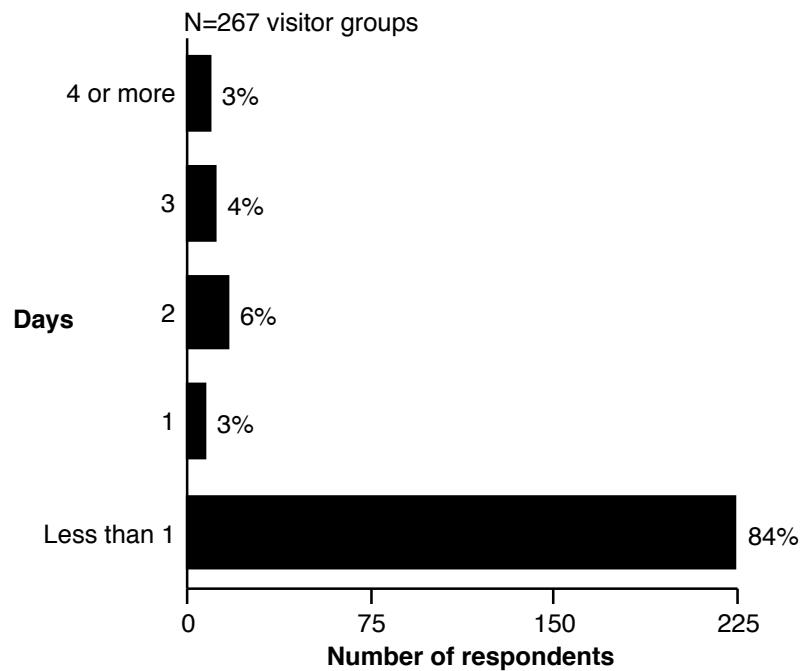


Figure 22: Number of days spent at Gettysburg NMP

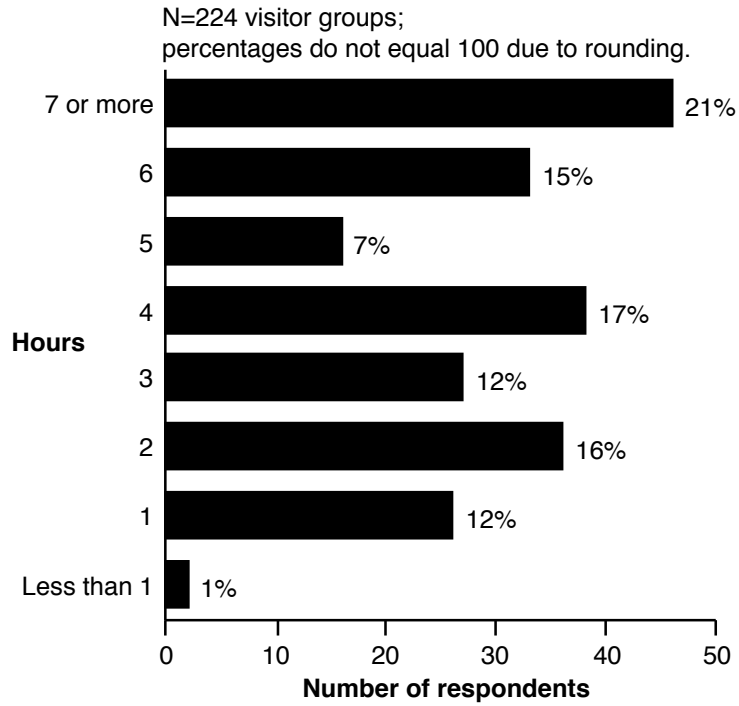


Figure 23: Number of hours spent at Gettysburg NMP

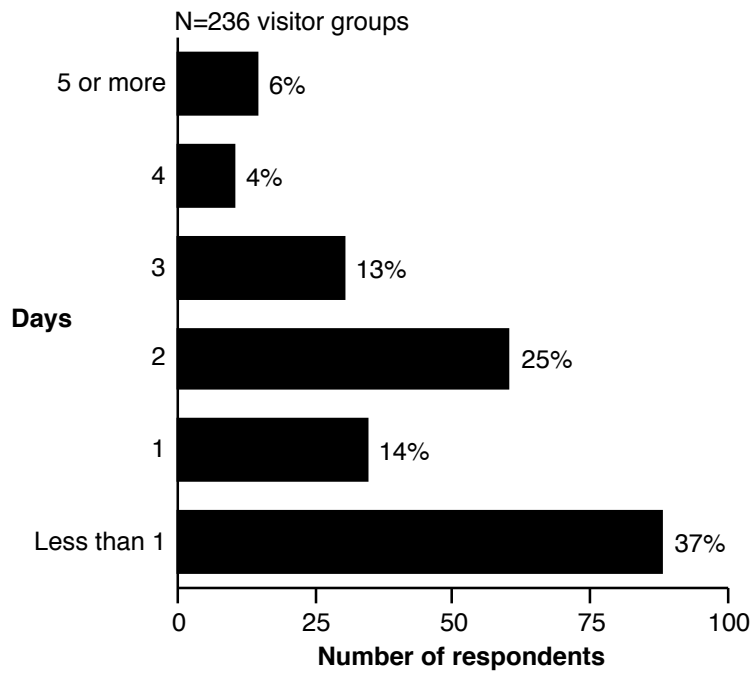


Figure 24: Number of days spent in Gettysburg area

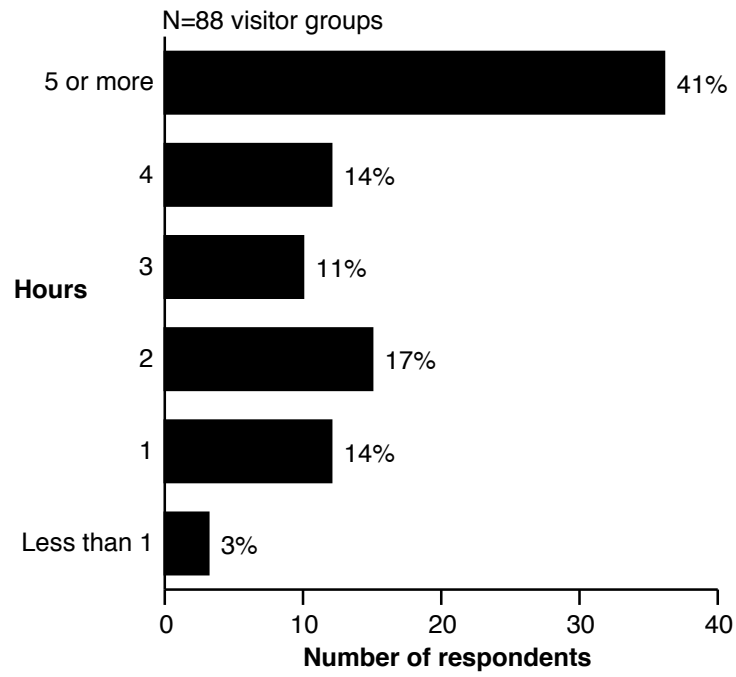


Figure 25: Number of hours spent in Gettysburg area

Visitors to Eisenhower NHS were asked to identify the forms of transportation they used to arrive at Gettysburg NMP. The most often used form of transportation was the automobile (94%), as shown in Figure 26. Tour buses were used by 8% of visitors and 7% arrived on foot. "Other" forms of transport included RV and plane.

Forms of transportation

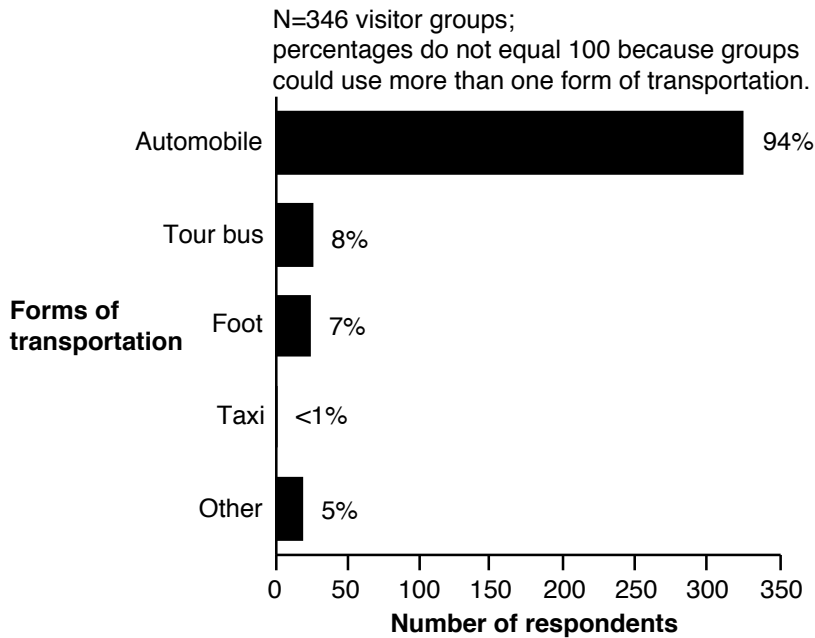


Figure 26: Forms of transportation used to arrive at Gettysburg NMP

**Primary reason
for visiting
Eisenhower NHS**

Visitors were asked their primary reason for visiting Eisenhower NHS. The most often listed reason (83%) was to visit General Dwight D. and Mamie Eisenhower's home and farm (see Figure 27). Seven percent of visitors came to learn about General Dwight D. Eisenhower. "Other" reasons visitors came were because it was recommended by friends, to learn more about history, to earn Junior Ranger patch, and touring all Presidential sites.

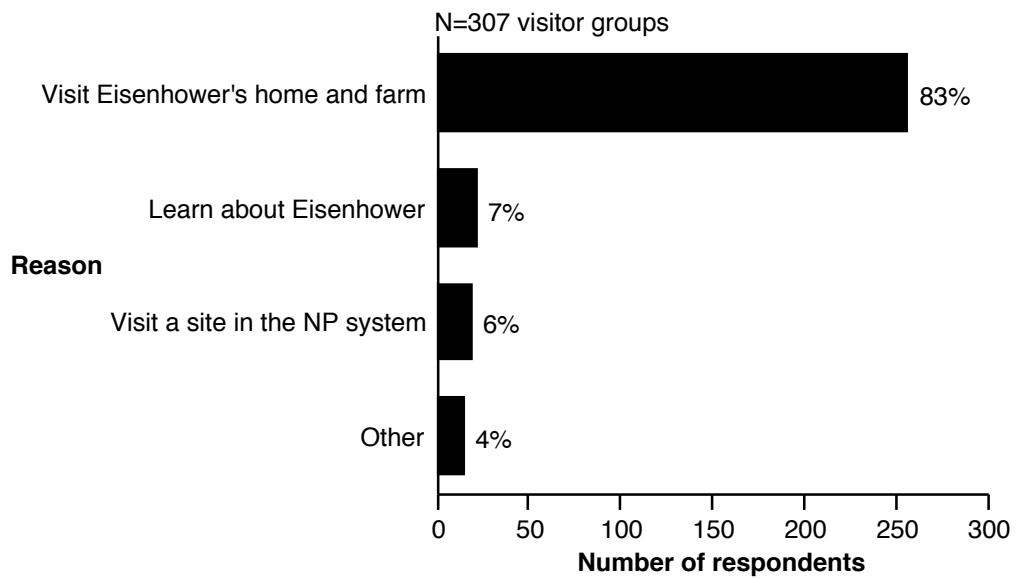


Figure 27: Primary reason for visiting Eisenhower NHS

Visitors were asked to indicate their primary reason for visiting the Gettysburg area (within a 20-minute drive of the town of Gettysburg) on this trip. Most visitor groups came to visit Gettysburg NMP (70%), while 13% came primarily to visit Eisenhower NHS (see Figure 28).

Primary reason for visiting the Gettysburg area

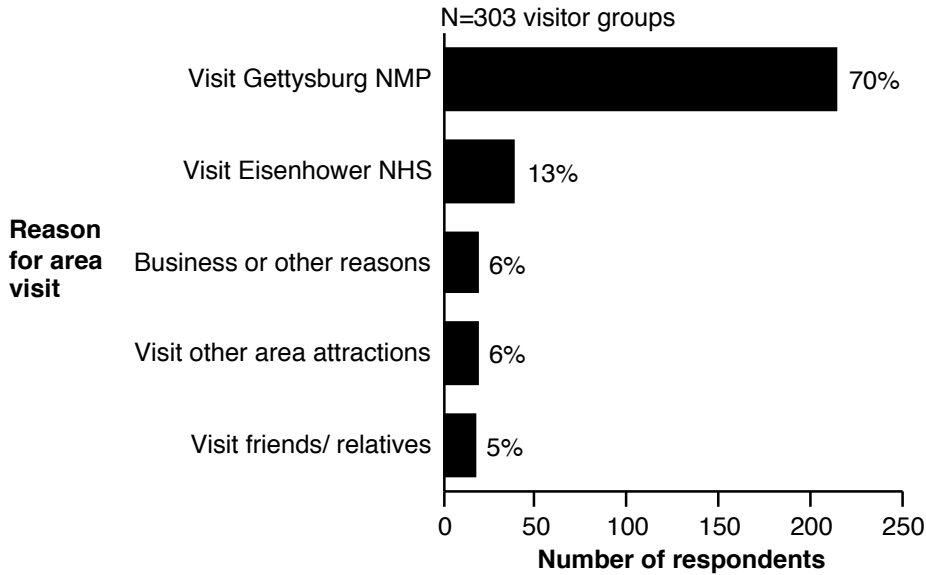


Figure 28: Primary reason for visiting Gettysburg area

**Lodging in the
Gettysburg area**

Visitor groups were asked if they stayed overnight away from home within the Gettysburg area (within 20-minute drive of town of Gettysburg). Seventy percent of visitors stayed overnight in the Gettysburg area (see Figure 29). When asked the number of nights they spent, 42% of the visitors reported staying two nights (see Figure 30). Most visitors (79%) stayed in a lodge, motel, cabin, rented condo/home or bed and breakfast (Figure 31). Another 21% stayed in campgrounds/ trailer parks. "Other" types of lodging included a youth campground and college dormitory.

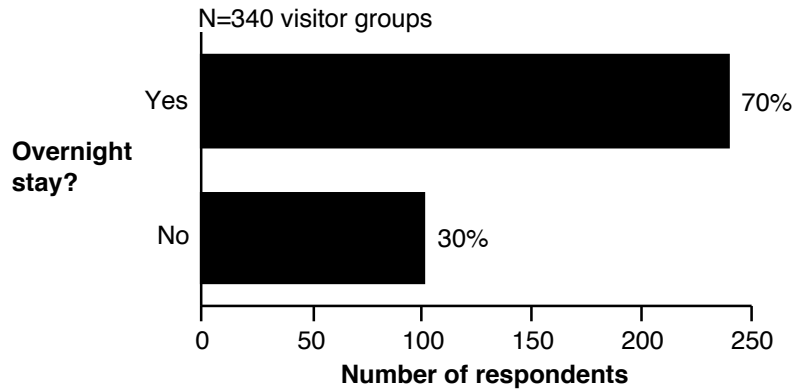


Figure 29: Overnight stay in Gettysburg area

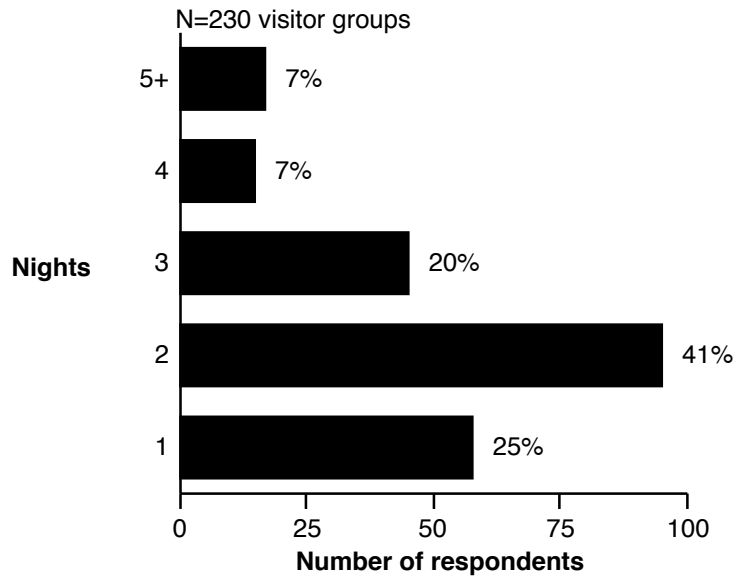


Figure 30: Number of nights stayed in the Gettysburg area

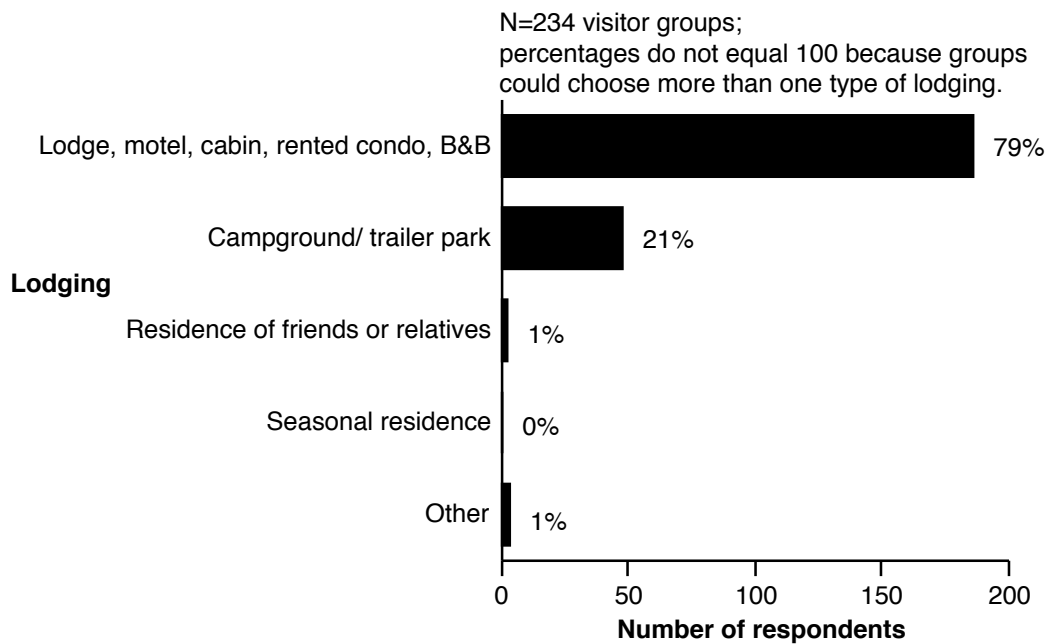


Figure 31: Types of lodging used

**Sites visited in
the town of
Gettysburg**

Visitors were asked if they visited the town of Gettysburg during their visit to either Eisenhower NHS and/or Gettysburg NMP. Three-fourths of the visitor groups (75%) visited the town (see Figure 32).

If visitors visited the town of Gettysburg, they were asked what places they visited. The most often visited places included restaurants (81%), shops (77%), private museums (36%) and walking the historic pathways (28%), as shown in Figure 33. "Other" places included Jennie Wade House, wax museum, children's museum, Hall of Presidents, plays, guided tours, Shriver House, train ride, and library.

If visitor groups did not visit the town of Gettysburg, they were asked why. Table 4 lists the reasons with "lack of time" being the most frequent response.

Visitors were also asked what activities they would like to do in the town of Gettysburg on a future visit. Table 5 shows their responses. Shopping, taking walking tours and sightseeing were the most listed activities.

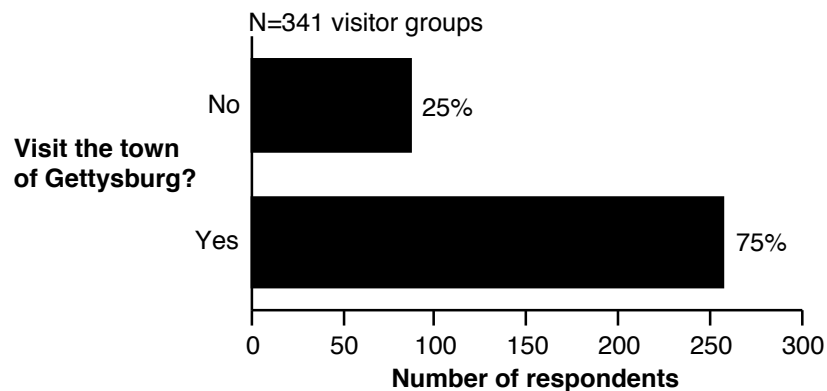


Figure 32: Visit town of Gettysburg

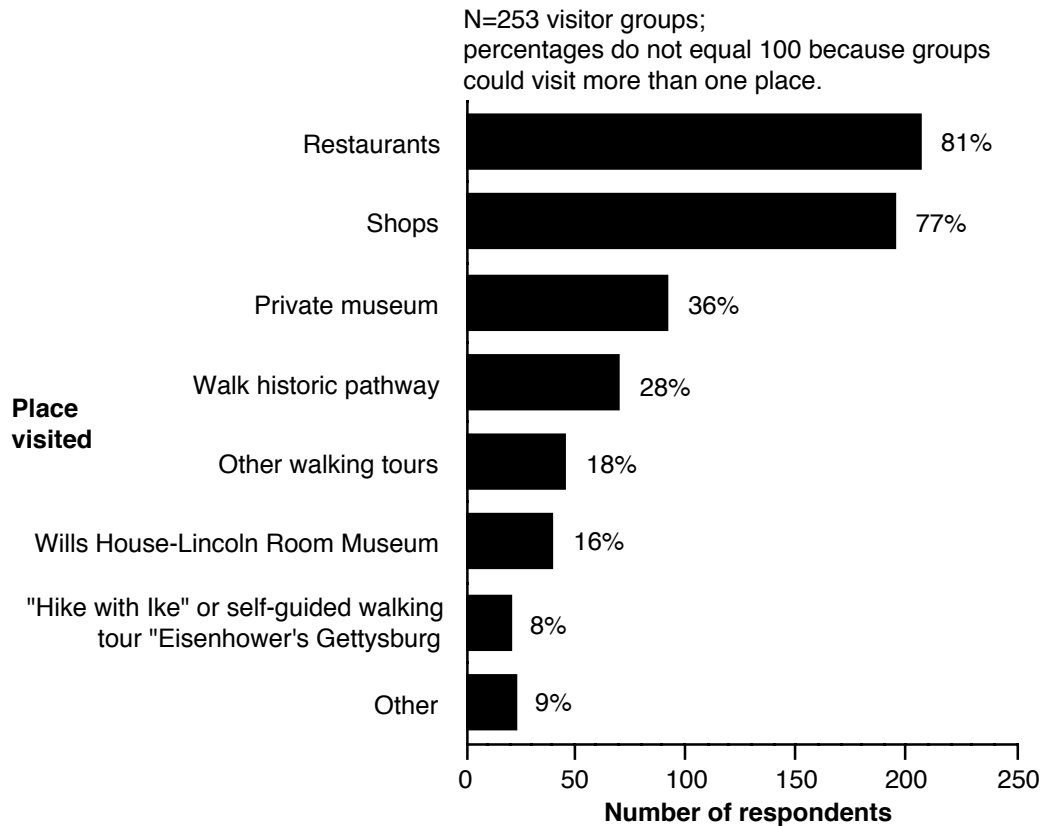


Figure 33: Places visited in the town of Gettysburg

Table 4: Reasons for not visiting the town of Gettysburg

N=86 comments

Comment	Number of times mentioned
Not enough time	51
Visited previously	6
Not interested	5
Came just to see Eisenhower NHS	4
Live in the area	4
Weather	4
Received no information about town of Gettysburg	3
Was not part of the plans	3
Too crowded	2
Other comments	4

Table 5: Preferred activities in the town of Gettysburg

N=245 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
Shopping	33
Walking tours	26
Sightsee around town of Gettysburg	22
Dine/ eat at restaurants	21
Private museum	17
Visit more battlefields	16
Visit national park sites	14
Walk historic pathway	13
Ghost walk	11
Bus tours	8
Guided tours	8
Hike with Ike	8
See a reenactment	7
Visit cemetery	7
Take train ride	5
Visit historic houses	5
Antique sales	4
Horseback riding	3
Visit Wills House	3
Auto tour	3
See surrounding area	2
Other comments	9

The most commonly used visitor services and facilities at Eisenhower NHS were the Eisenhower shuttle bus (99%), Eisenhower house tour (94%), reception center bookstore (76%), guided orientation tour (70%), reception center exhibits (63%) and show barn (53%), as shown in Figure 34. The least used service was the skeet range (10%).

Eisenhower NHS services and facilities: use, importance, and quality

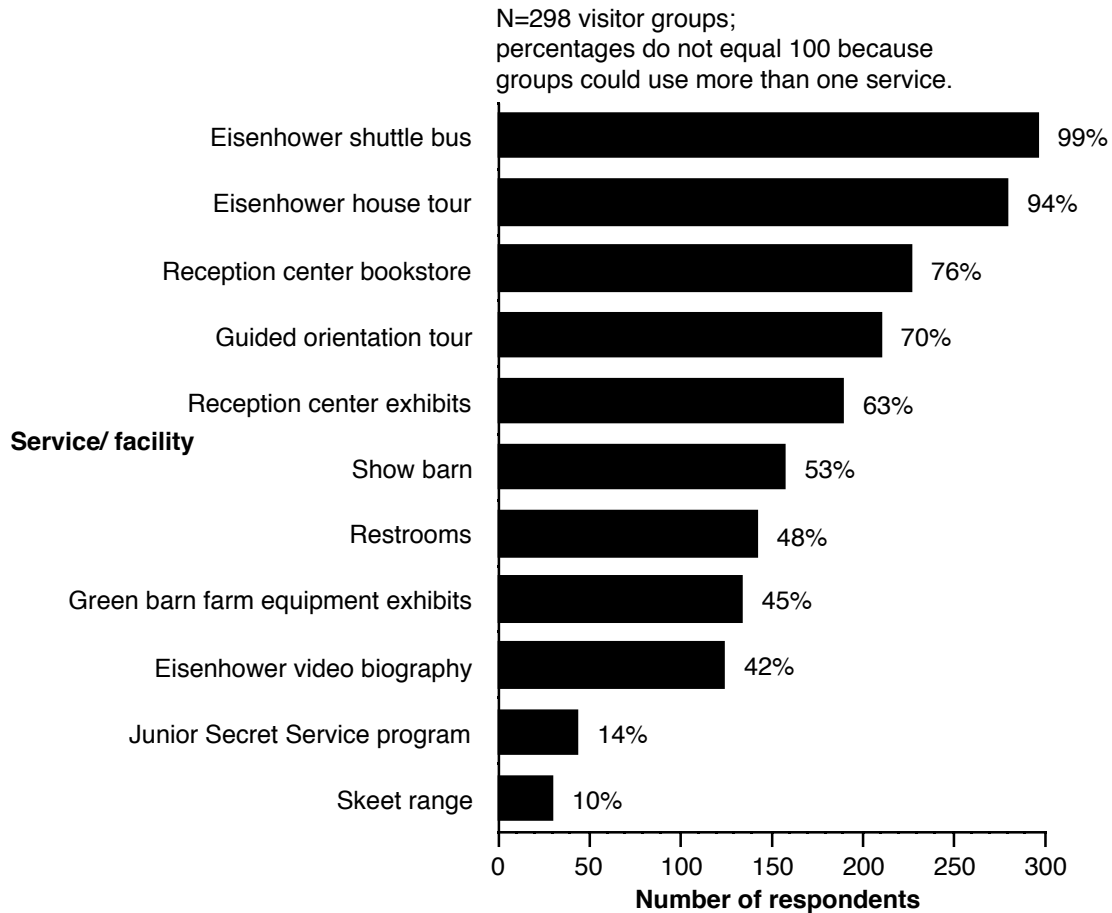


Figure 34: Eisenhower NHS visitor services/ facilities used

Visitors rated the importance and quality of each of the services and facilities that they used. They used a five-point scale (see boxes below).

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

The average importance and quality ratings for each visitor service/ facility were determined based on ratings provided by visitors who used each service/ facility. Figure 35 and 36 shows the average importance and quality ratings for each of the visitor services/ facilities. All services/ facilities were rated above average in importance and quality.

Figures 37-47 show the importance ratings that were provided by visitor groups for each of the individual services/ facilities. Those services/ facilities receiving the highest proportion of “extremely important” or “very important” ratings included restrooms (94%), Eisenhower shuttle bus (92%) and Eisenhower house tour (90%). The highest proportion of “not important” ratings was for the skeet range (13%).

Figures 48-58 show the quality ratings that were provided by visitor groups for each of the individual services. Those services/ facilities receiving the highest proportion of “very good” or “good” ratings included Eisenhower shuttle bus (93%), Eisenhower video biography (90%) and Eisenhower house tour (85%). The highest proportion of “very poor” ratings was for the skeet range (7%).

Figure 59 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

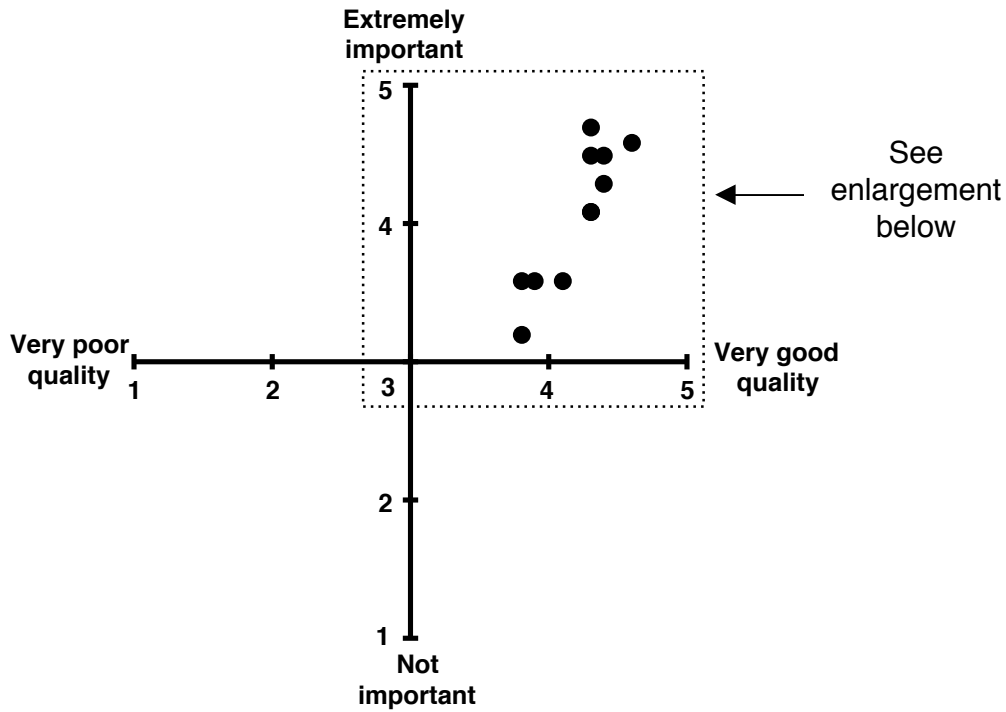


Figure 35: Average rating of Eisenhower NHS visitor service importance and quality

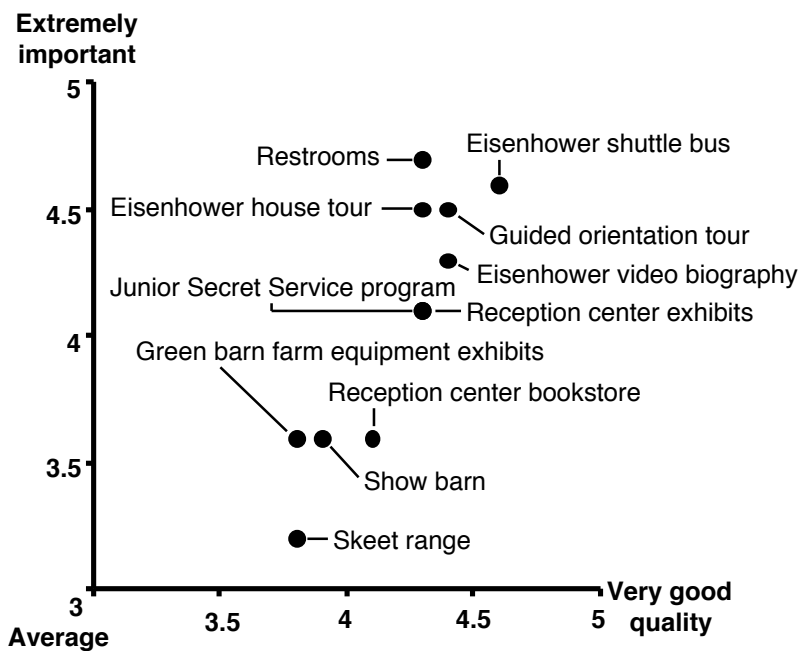


Figure 36: Detail of Figure 35

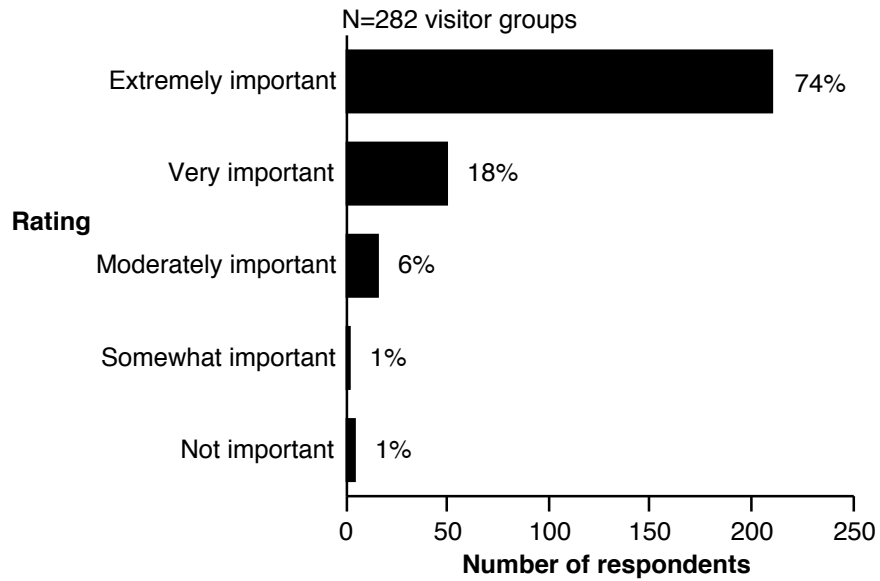


Figure 37: Importance of Eisenhower NHS shuttle bus

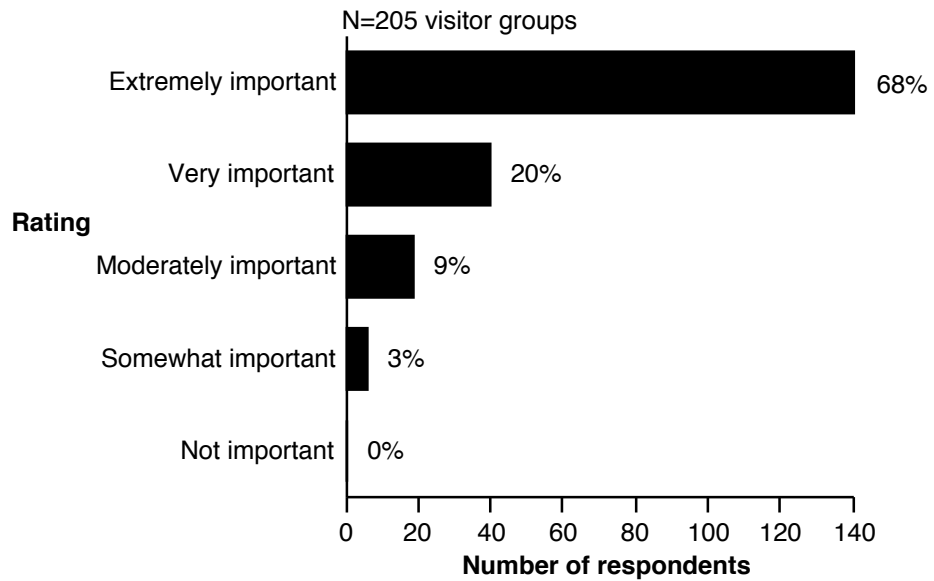


Figure 38: Importance of Eisenhower NHS guided tour orientation

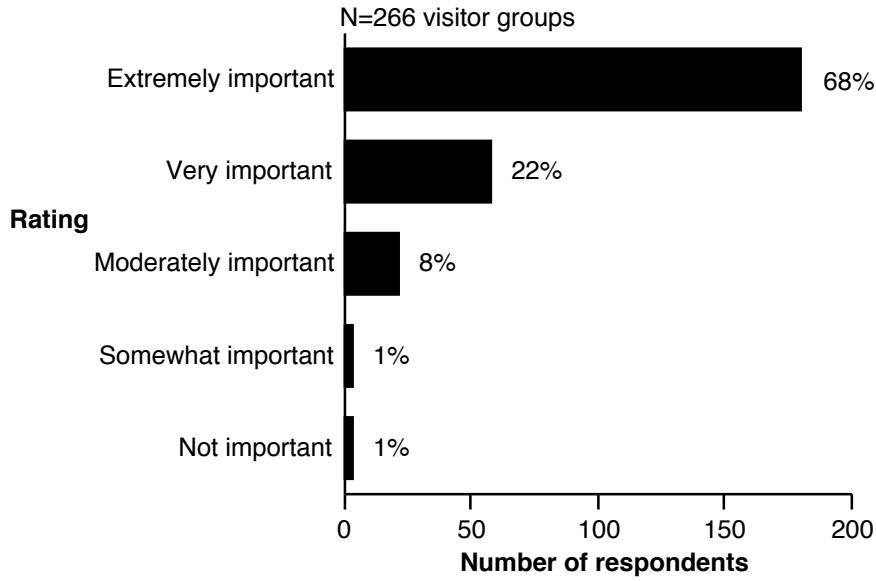


Figure 39: Importance of Eisenhower house tour

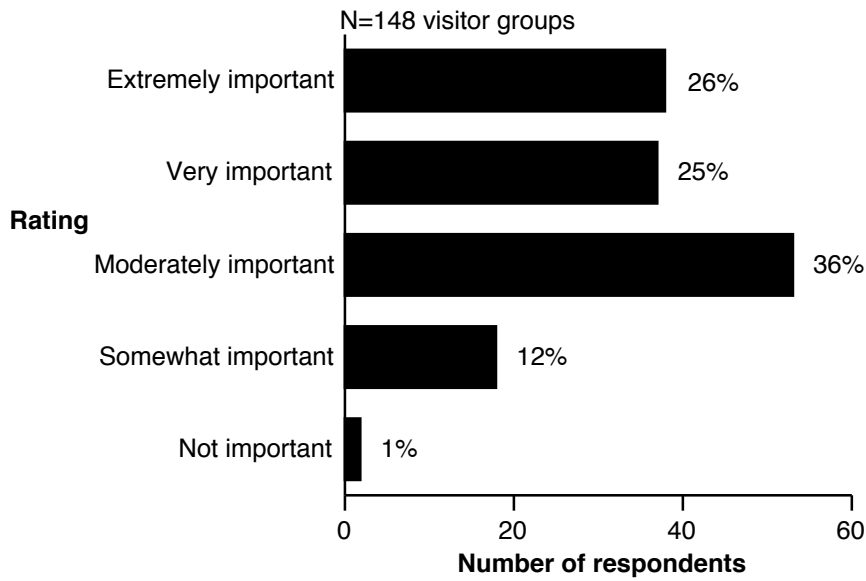


Figure 40: Importance of Eisenhower NHS show barn

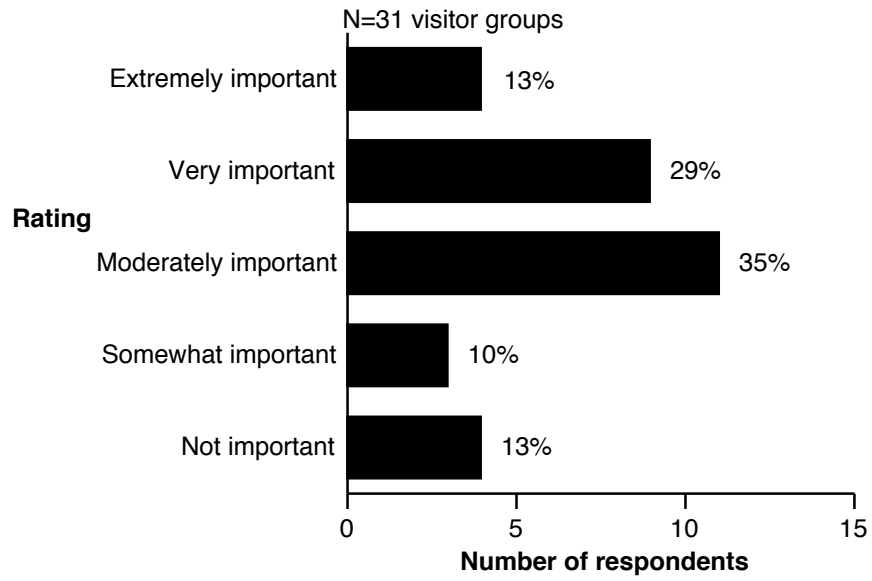


Figure 41: Importance of Eisenhower NHS skeet range

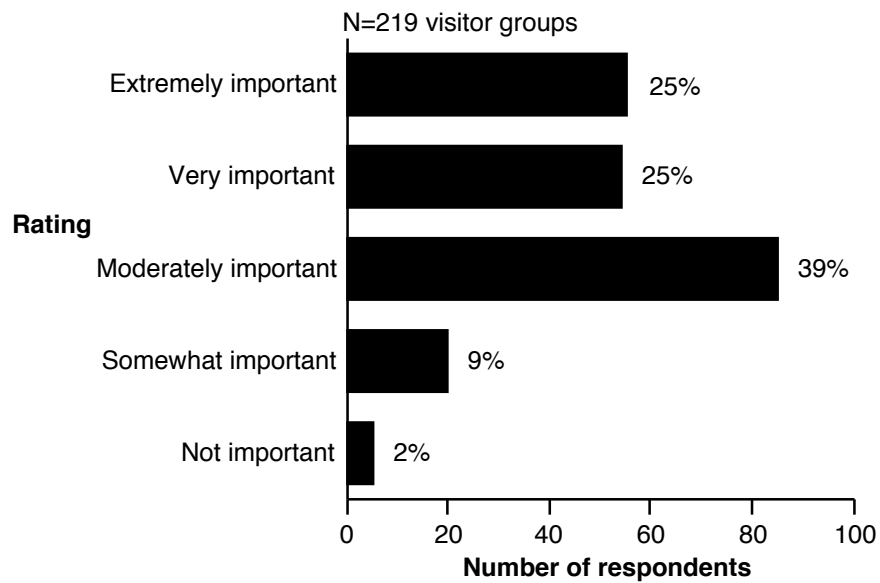


Figure 42: Importance of Eisenhower NHS reception center bookstore

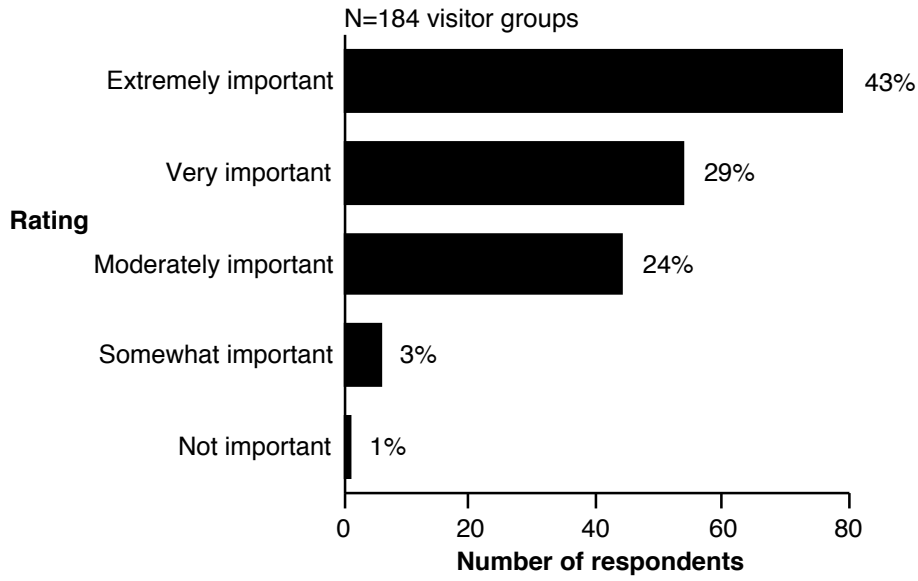


Figure 43: Importance of Eisenhower NHS reception center exhibits

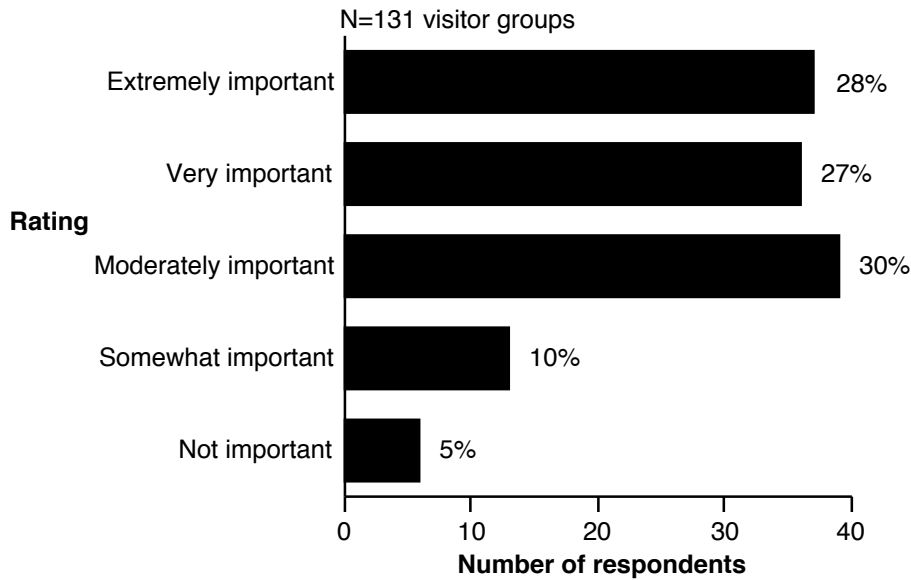


Figure 44: Importance of Eisenhower NHS green barn farm equipment exhibits

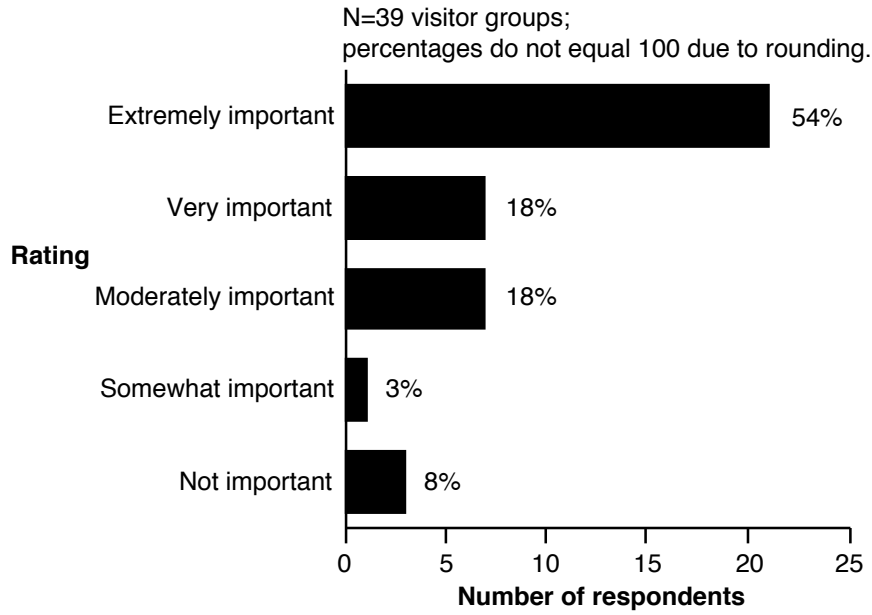


Figure 45: Importance of Eisenhower NHS Junior Secret Service program

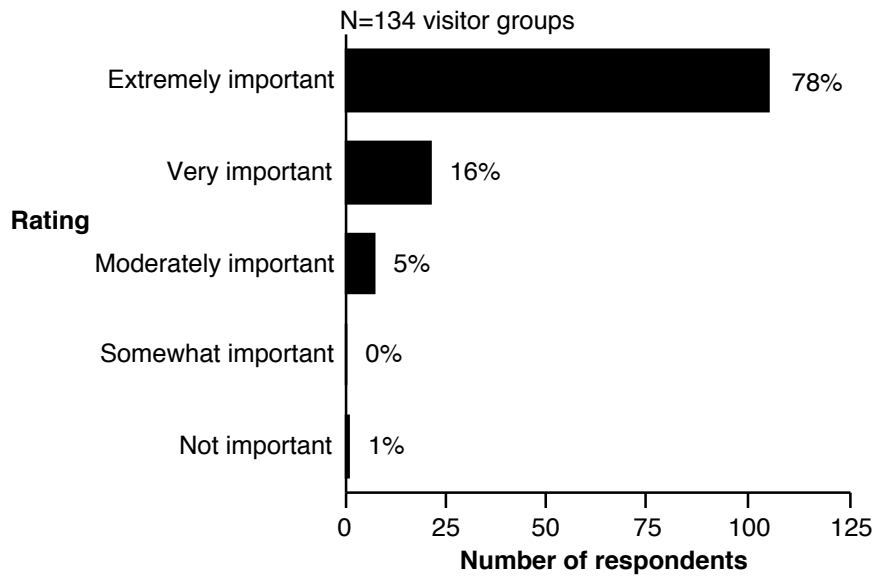


Figure 46: Importance of Eisenhower NHS restrooms

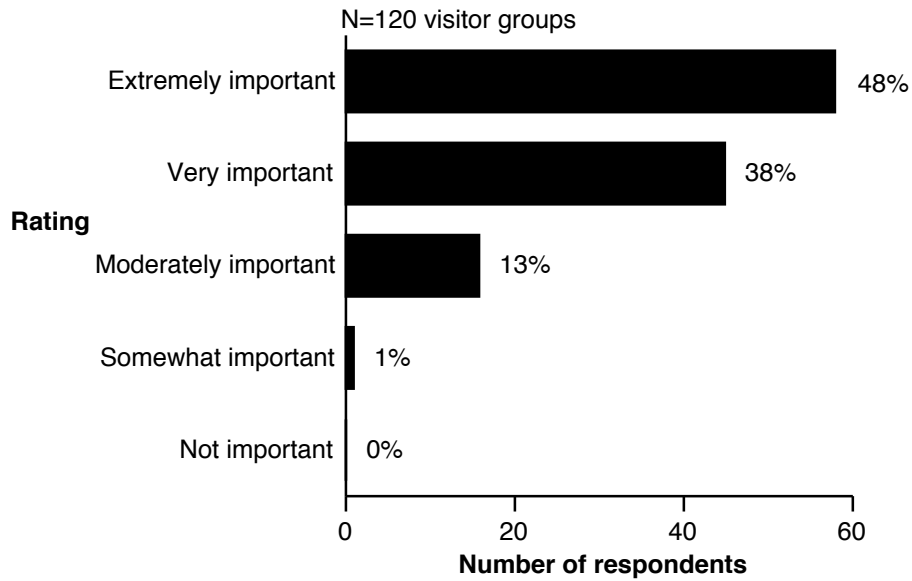


Figure 47: Importance of Eisenhower video biography

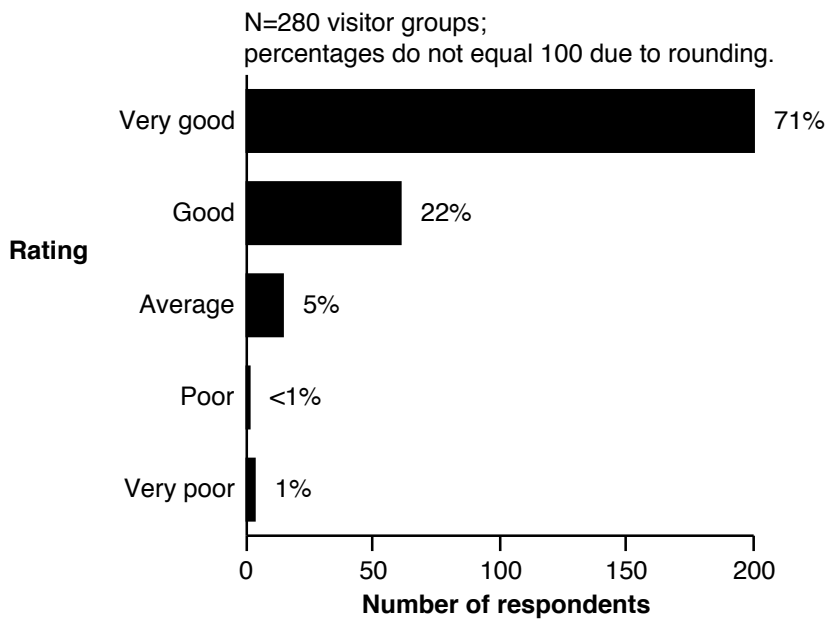


Figure 48: Quality of Eisenhower NHS shuttle bus

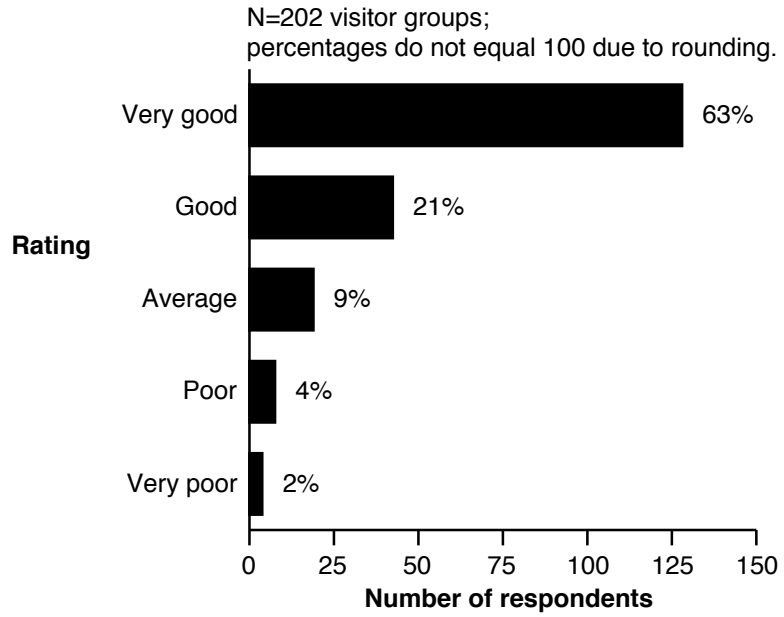


Figure 49: Quality of Eisenhower NHS guided orientation tour

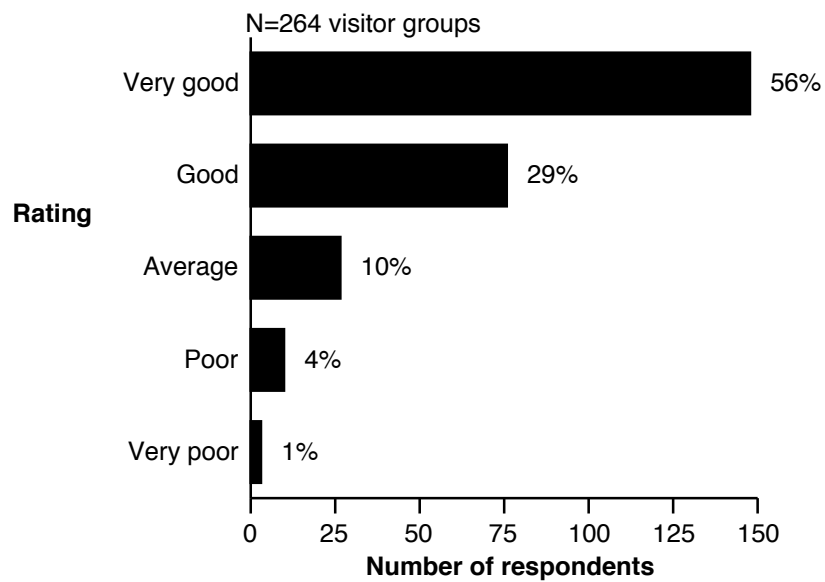


Figure 50: Quality of Eisenhower house tour

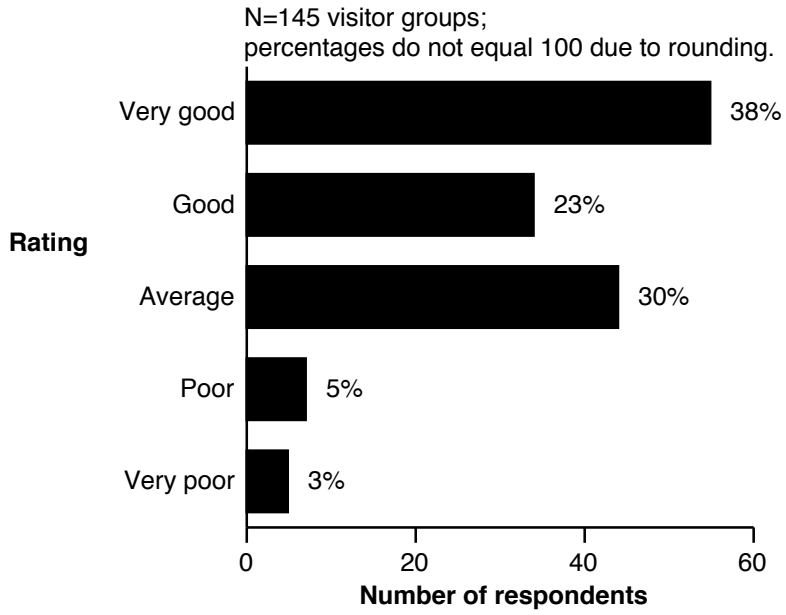


Figure 51: Quality of Eisenhower NHS show barn

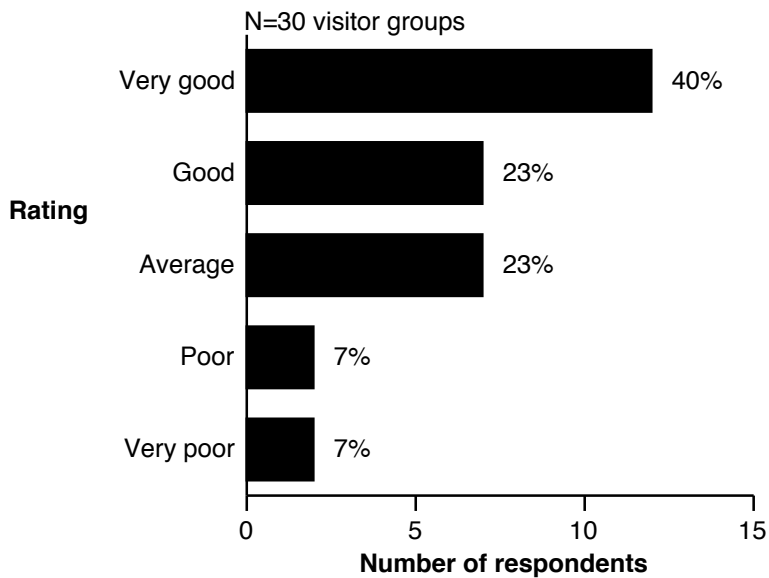


Figure 52: Quality of Eisenhower NHS skeet range

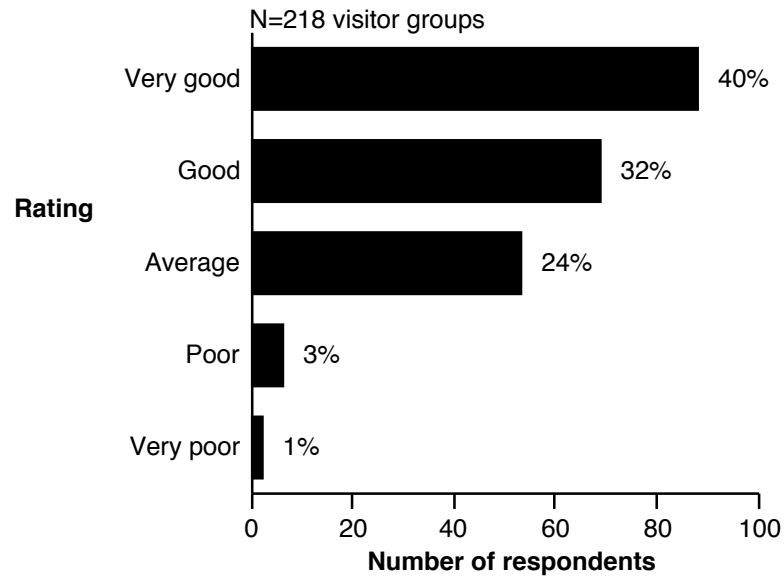


Figure 53: Quality of Eisenhower NHS reception center bookstore

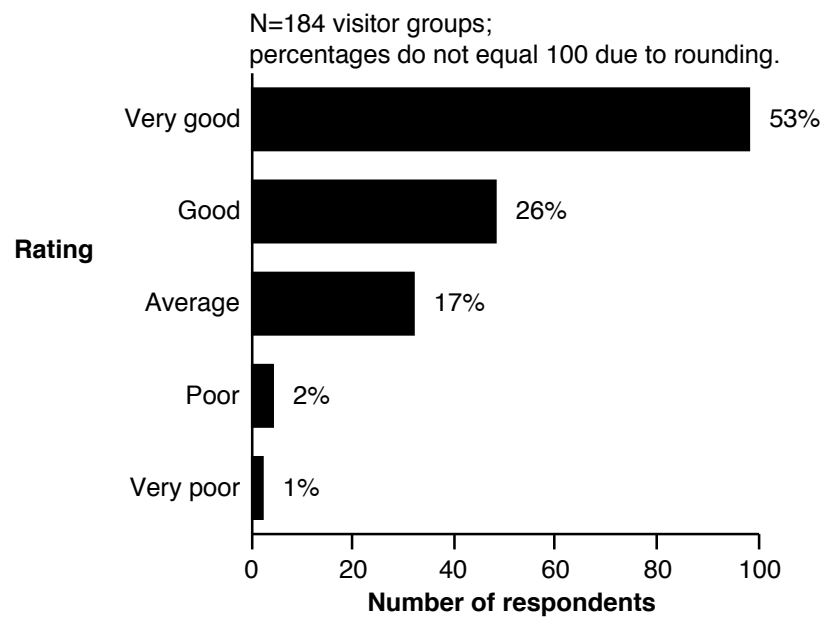


Figure 54: Quality of Eisenhower NHS reception center exhibits

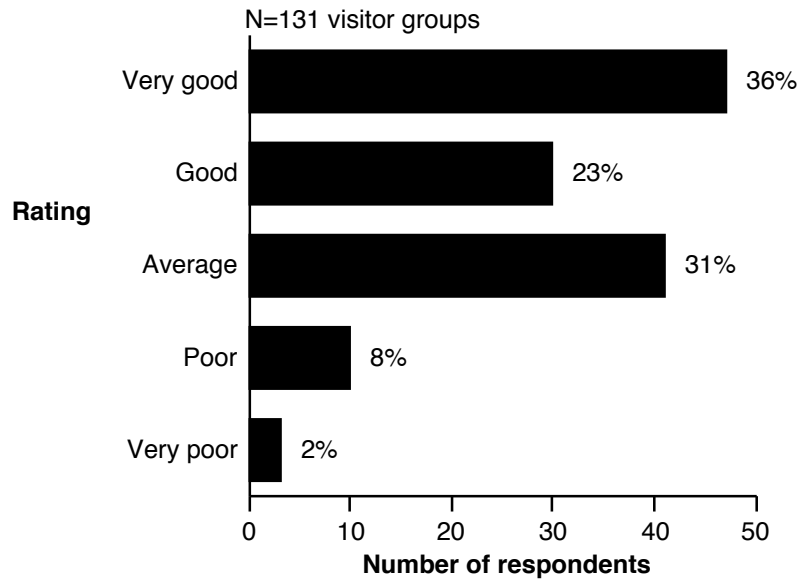


Figure 55: Quality of Eisenhower NHS green barn farm equipment exhibits

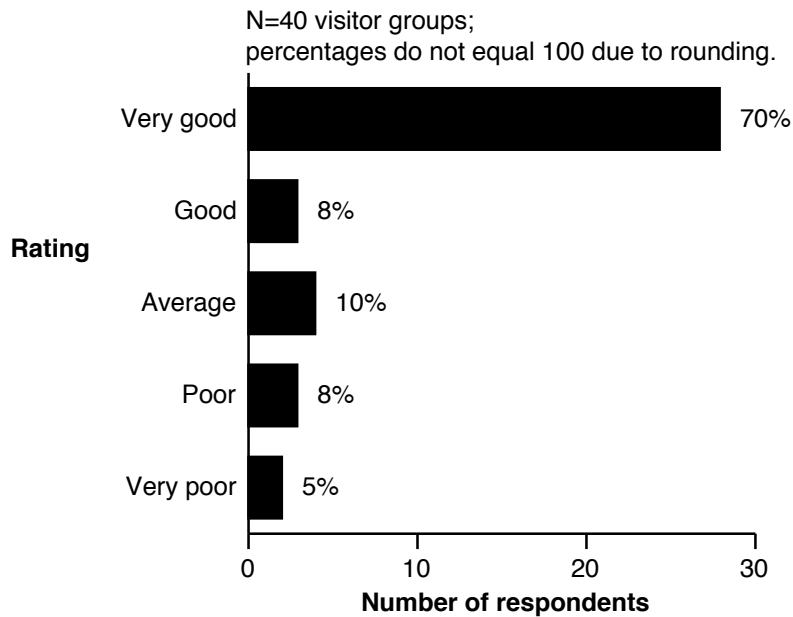


Figure 56: Quality of Eisenhower NHS Junior Secret Service program

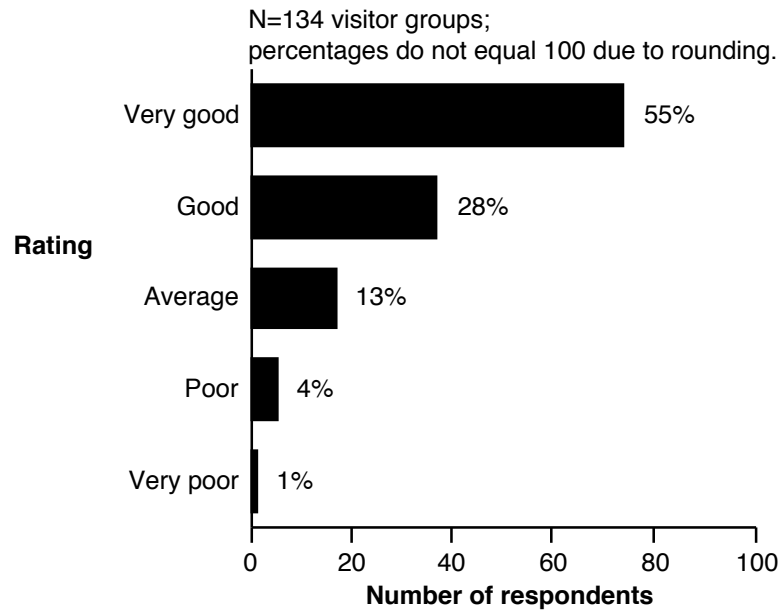


Figure 57: Quality of Eisenhower NHS restrooms

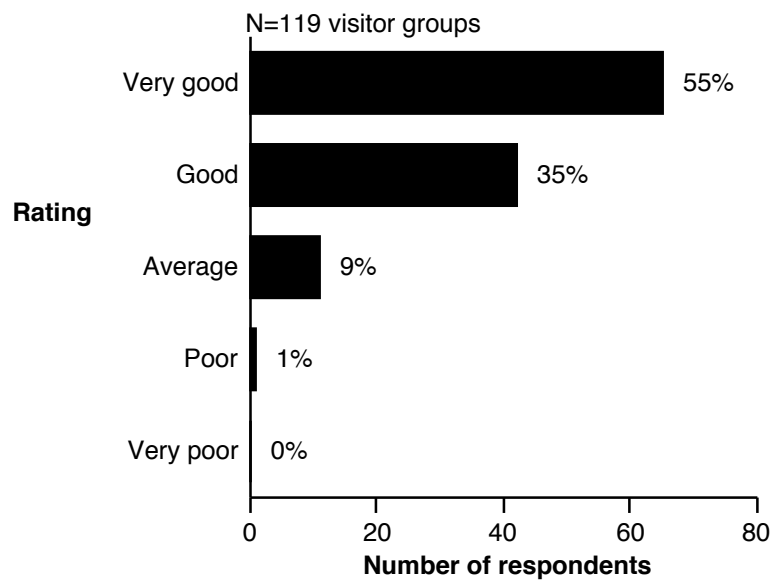


Figure 58: Quality of Eisenhower video biography

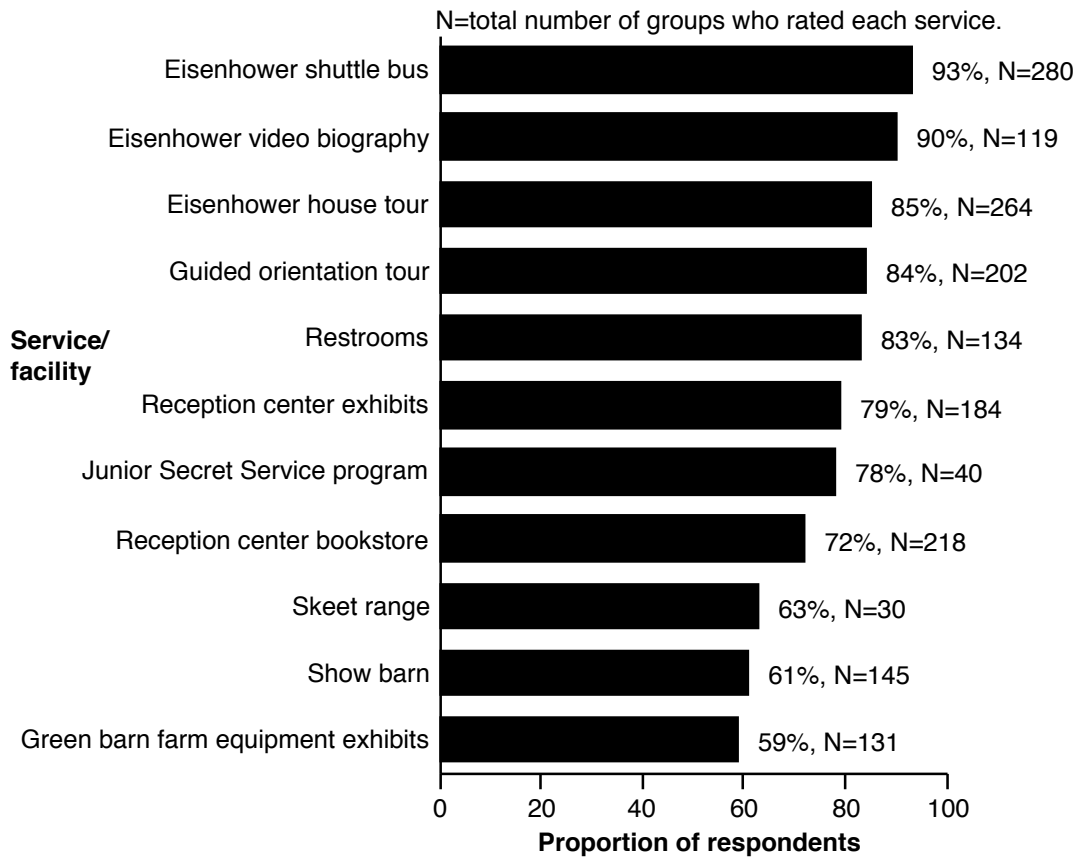


Figure 59: Combined proportions of “very good” or “good” quality ratings for interpretive/ visitor services

Gettysburg NMP services and facilities: use, importance and quality

Eisenhower NHS visitor groups were asked to note the services and facilities they used if they also visited Gettysburg NMP. As shown in Figure 60, the services and facilities that were most commonly used were directional signs to the park (83%), restrooms (78%), visitor center exhibits (78%) and visitor center bookstore (66%), as shown in Figure 60. The least used park service was the Junior Ranger program (4%).

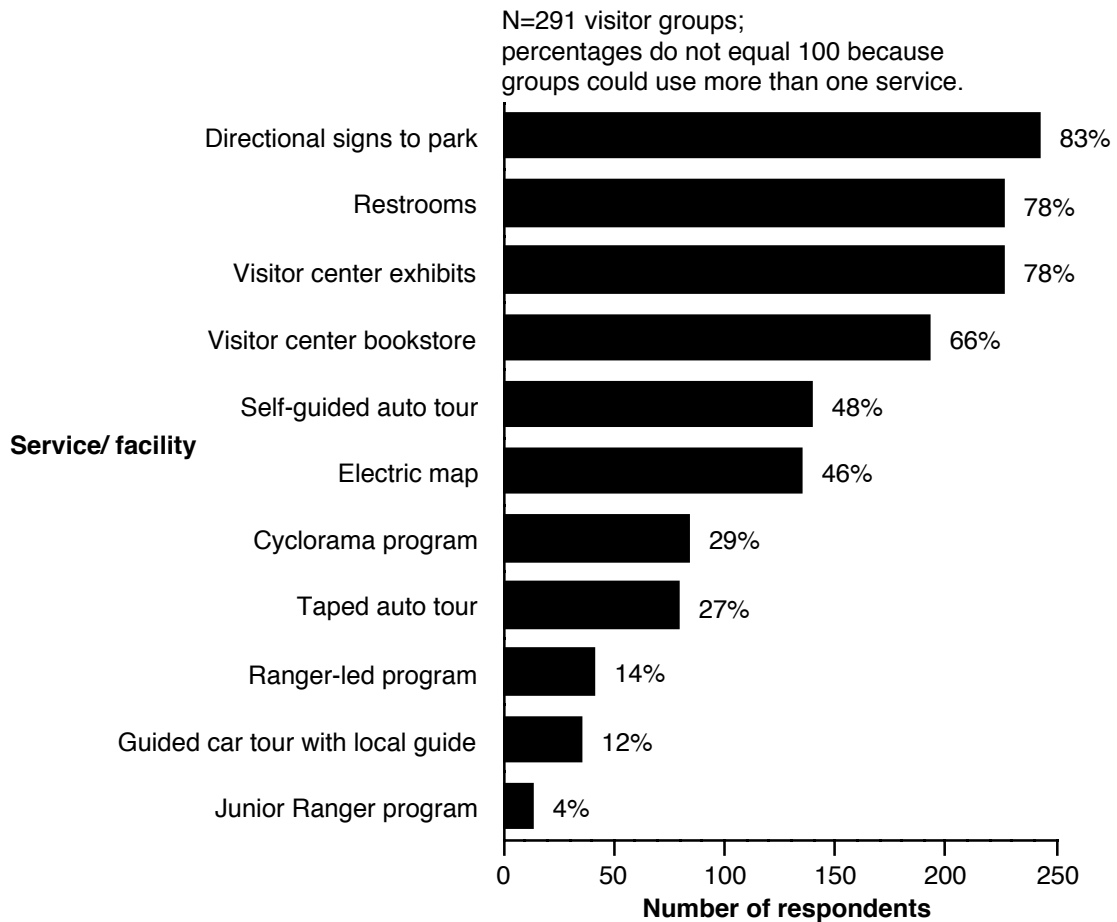


Figure 60: Gettysburg NMP visitor services/ facilities

Visitor groups rated the importance and quality of each of the Gettysburg NMP services and facilities they used. The following five point scales were used in the questionnaire:

IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

The average importance and quality ratings for each service/facility were determined based on ratings provided by visitors who used each service/facility. Figure 61 and 62 shows the average importance and quality ratings for each of the services/facilities. All services/facilities were rated above average in importance and quality. NOTE: The Junior Ranger program was not rated by enough visitors to provide reliable information.

Figures 63-73 show the importance rating that were provided by visitor groups for each of the individual services and facilities. Those facilities receiving the highest proportion of “extremely important” or “very important” ratings included ranger-led program (96%), guided car tour with local guide (94%), directional signs (92%) and taped auto tour (92%). The highest proportion of “not important” ratings was for self-guided auto tour (2%).

Figures 74-84 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those facilities receiving the highest proportion of “very good” or “good” ratings included ranger-led programs (95%), guided car tour with local guide (94%) and visitor center exhibits (89%). The highest proportion of “very poor” ratings were for the electric map (3%) and restrooms (3%).

Figure 85 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

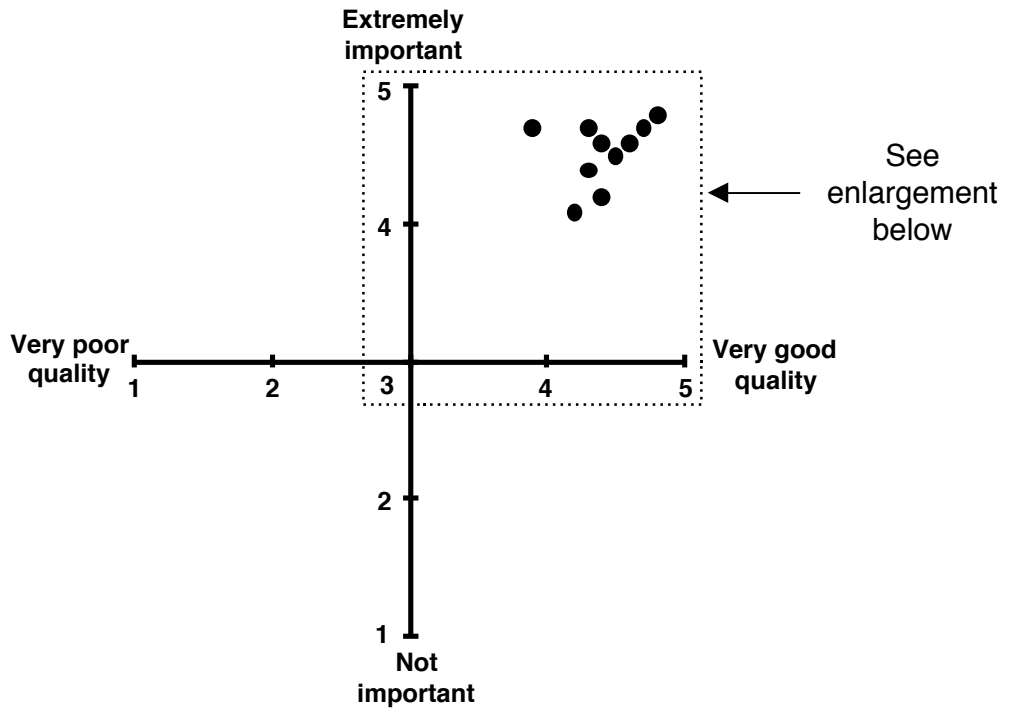


Figure 61: Average ratings for Gettysburg NMP service/ facility importance and quality

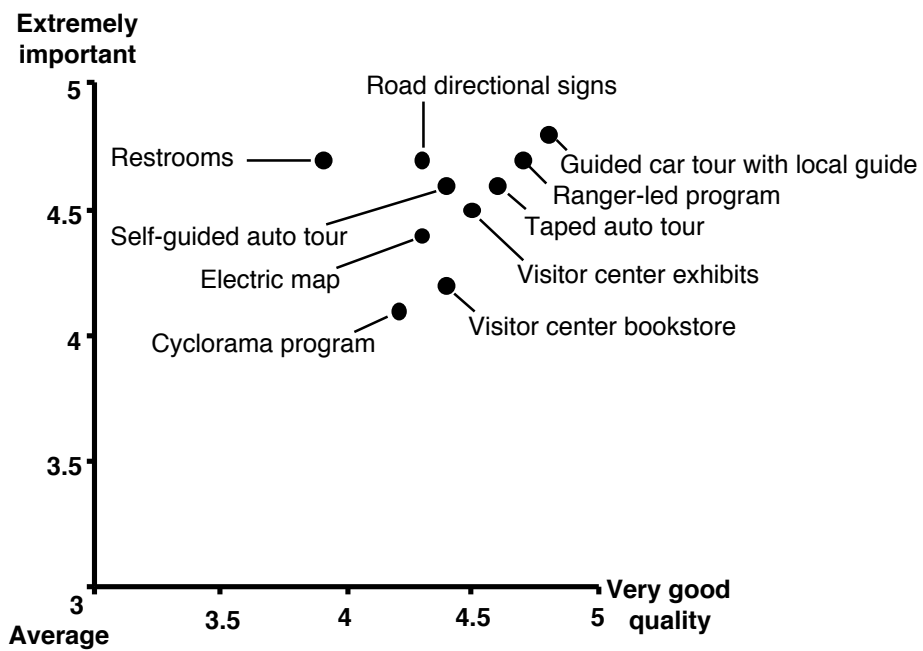


Figure 62: Detail of Figure 61

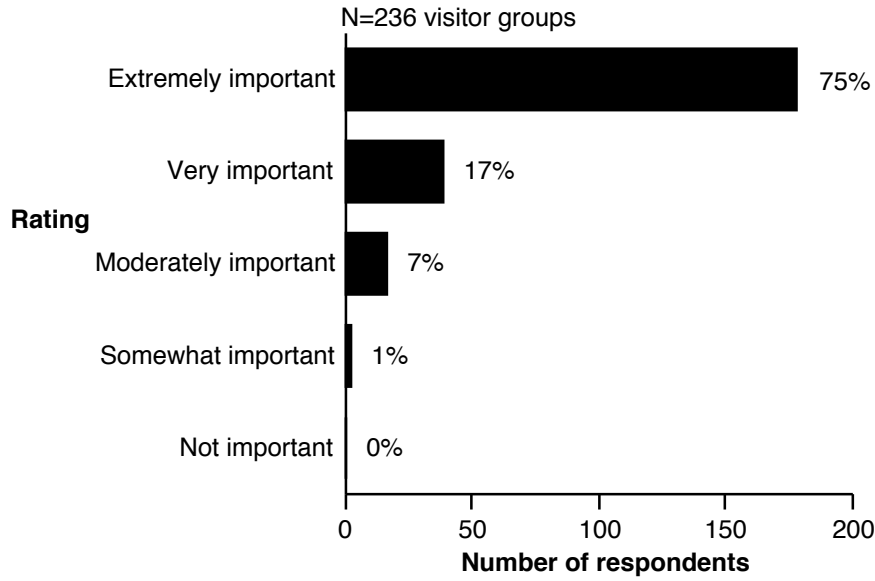


Figure 63: Importance of Gettysburg NMP directional signs to park

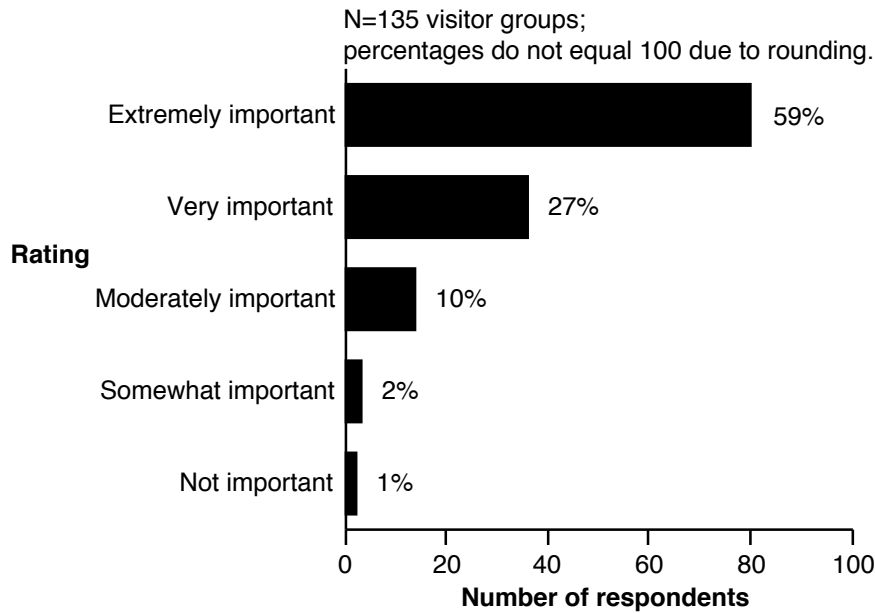


Figure 64: Importance of Gettysburg NMP electric map

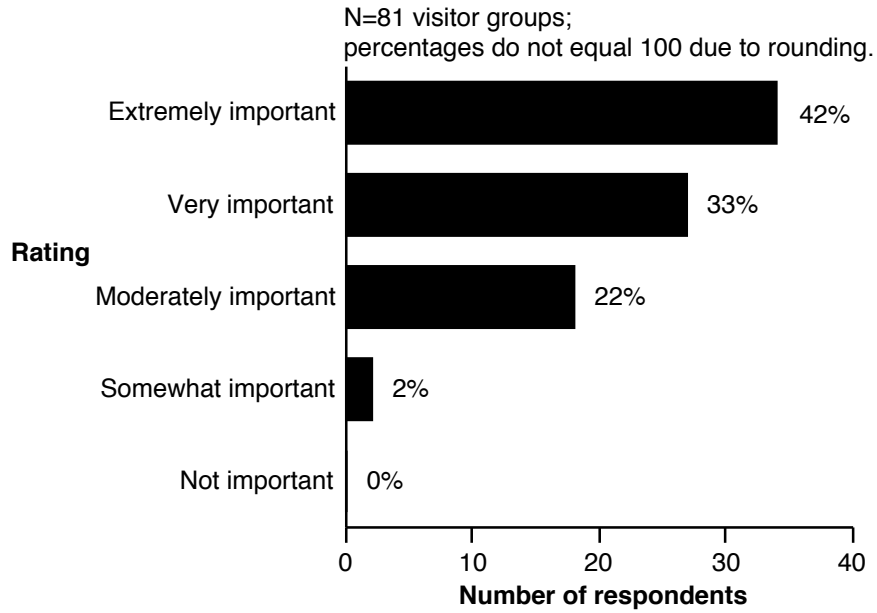


Figure 65: Importance of Gettysburg NMP cyclorama program

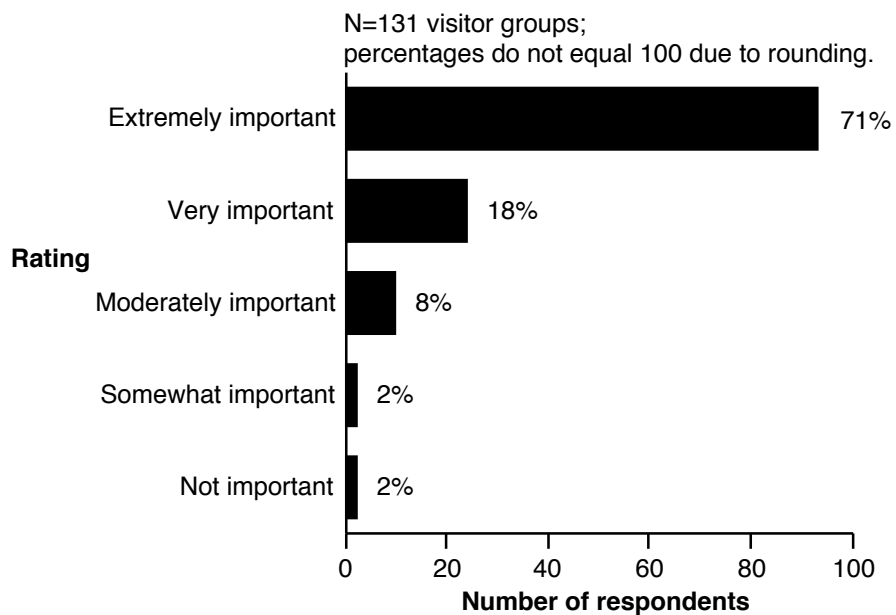


Figure 66: Importance of Gettysburg NMP self-guided auto tour

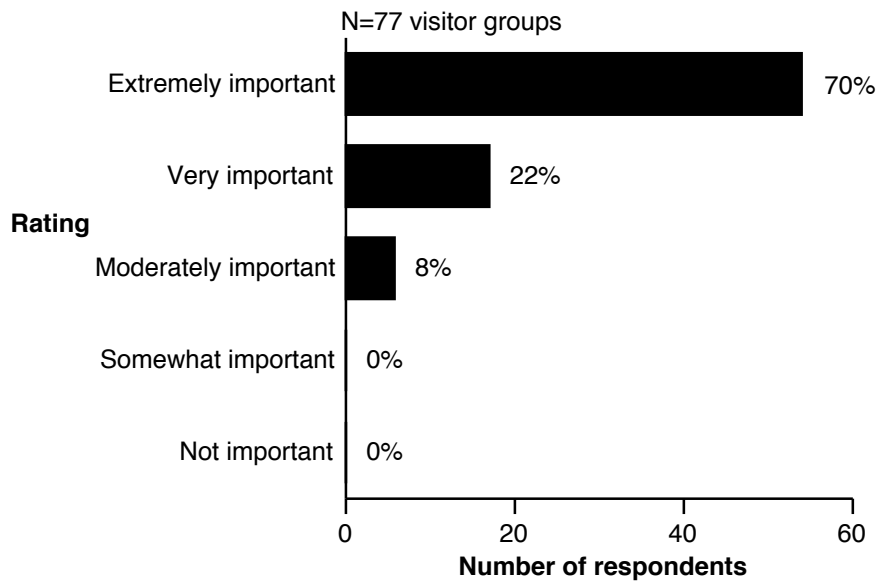


Figure 67: Importance of Gettysburg NMP taped auto tour

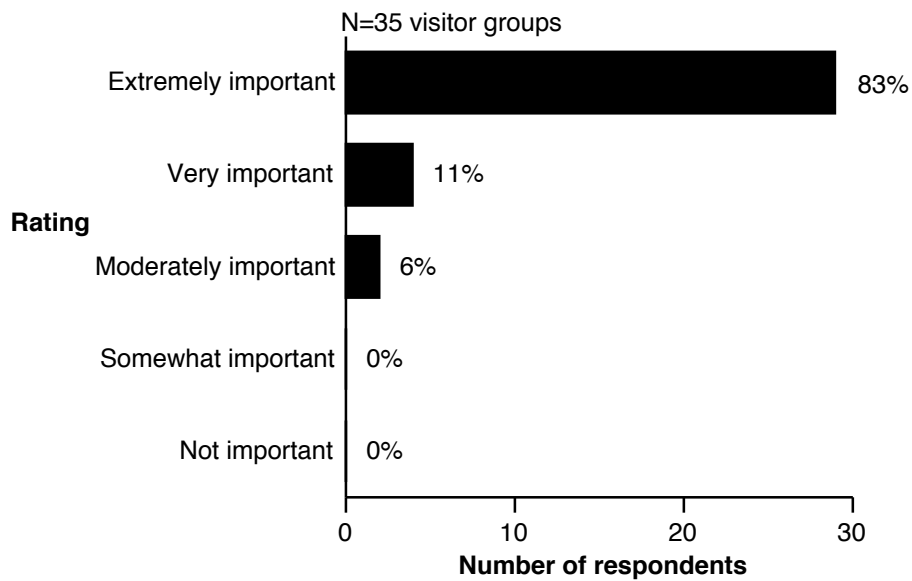


Figure 68: Importance of Gettysburg NMP guided car tour with local guide

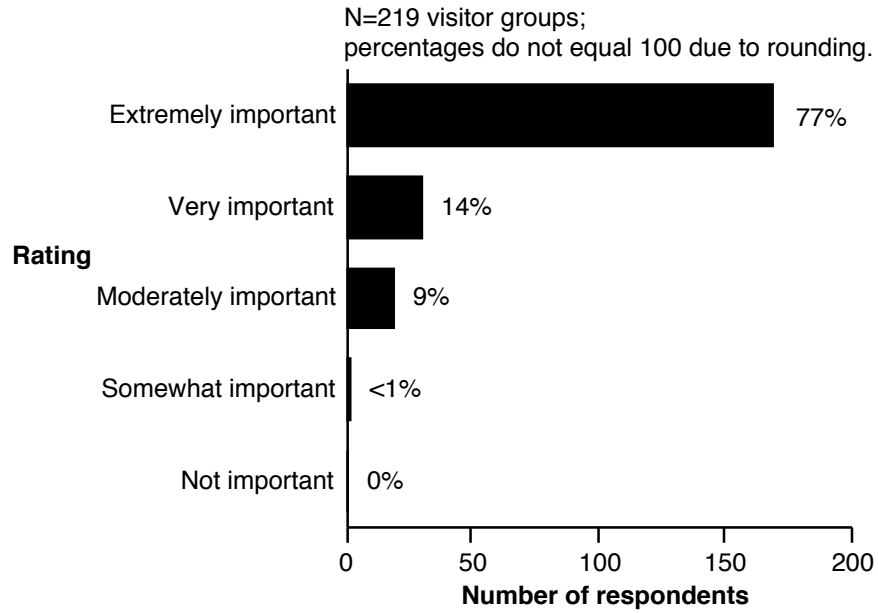


Figure 69: Importance of Gettysburg NMP restrooms

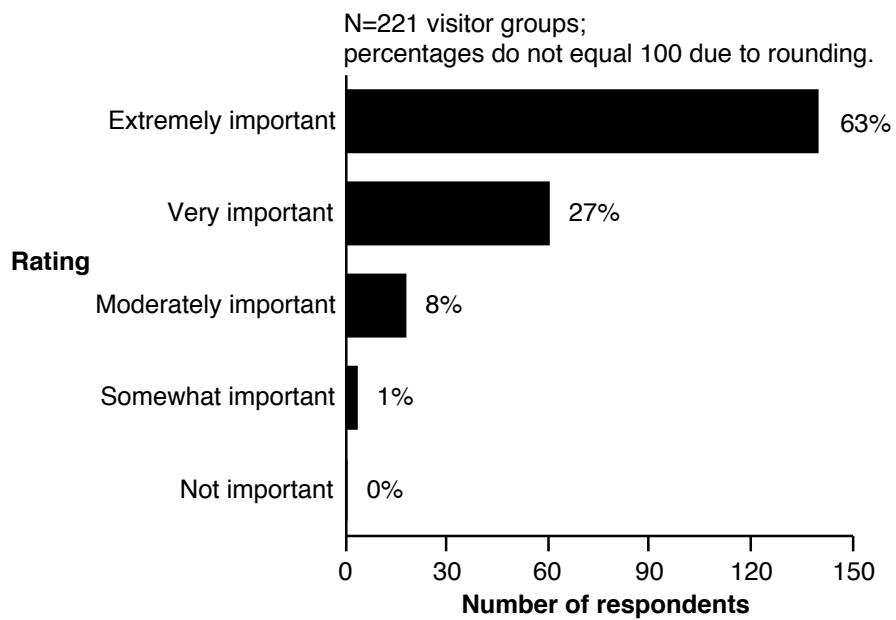


Figure 70: Importance of Gettysburg NMP visitor center exhibits

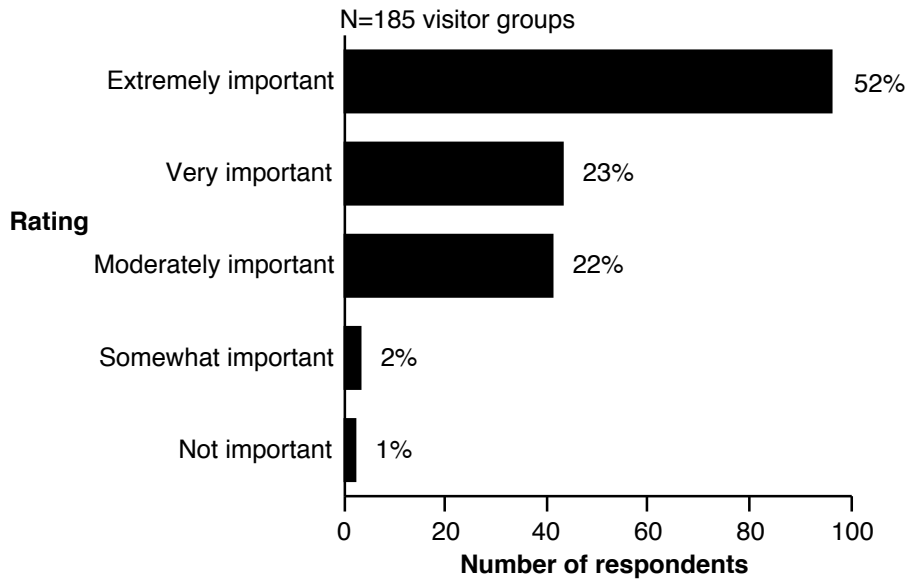


Figure 71: Importance of Gettysburg NMP visitor center bookstore

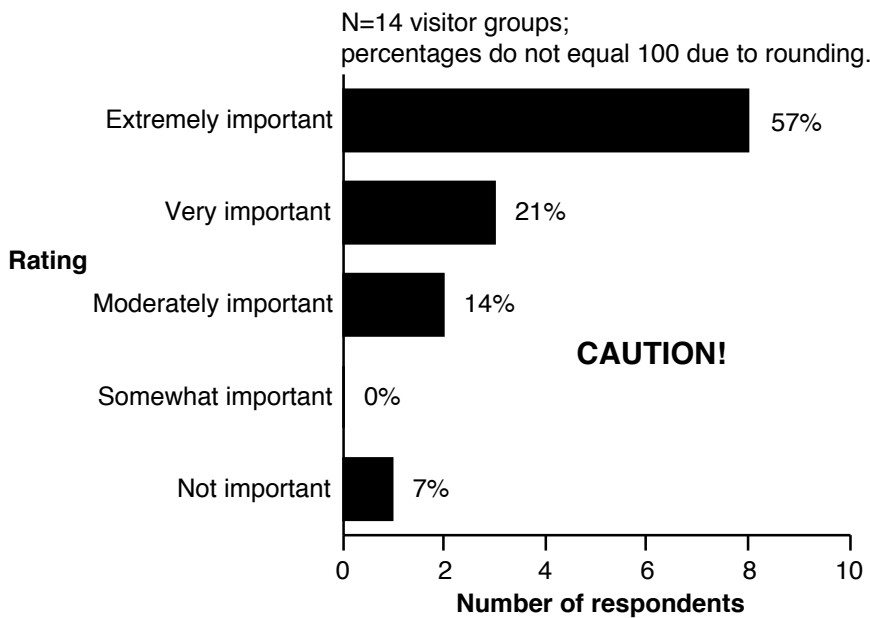


Figure 72: Importance of Gettysburg NMP Junior Ranger program

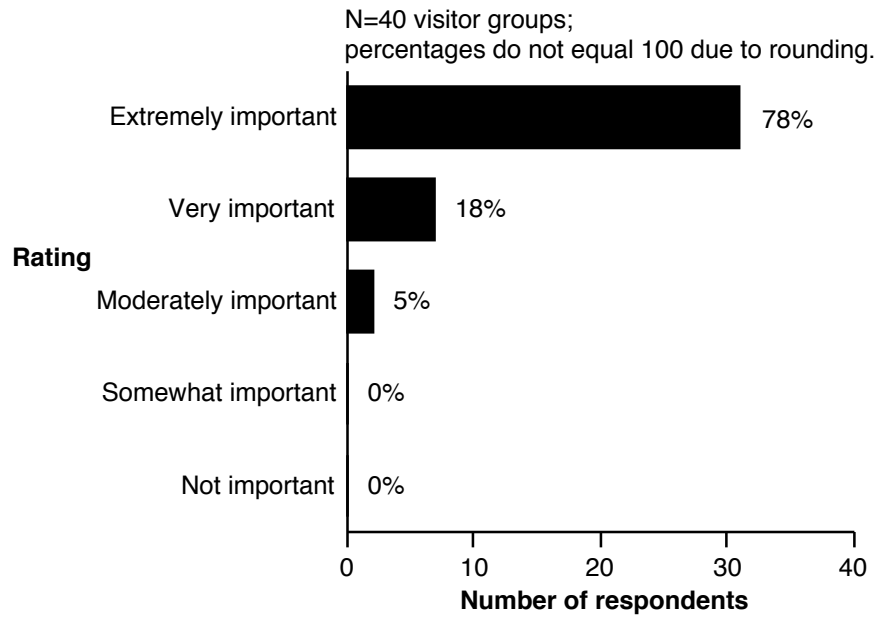


Figure 73: Importance of Gettysburg NMP ranger-led program

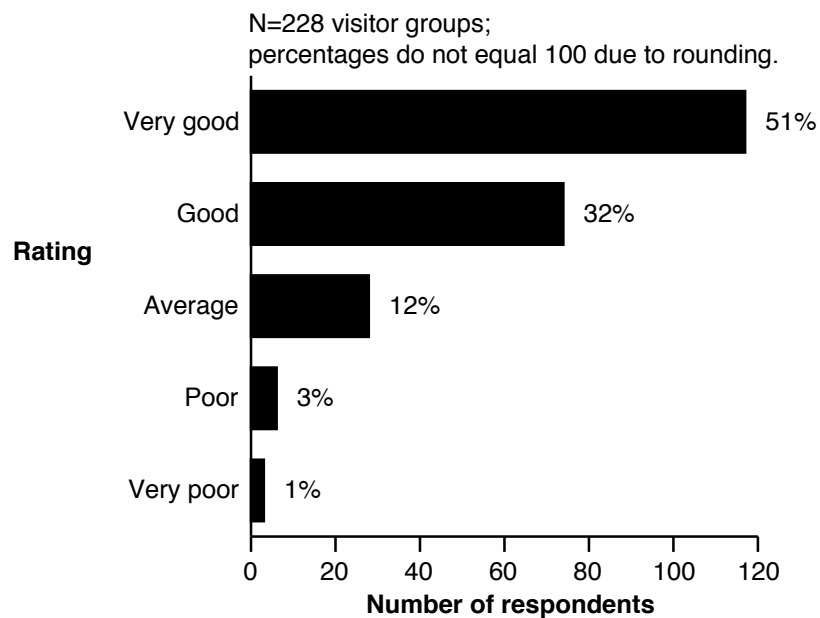


Figure 74: Quality of Gettysburg NMP directional signs to park

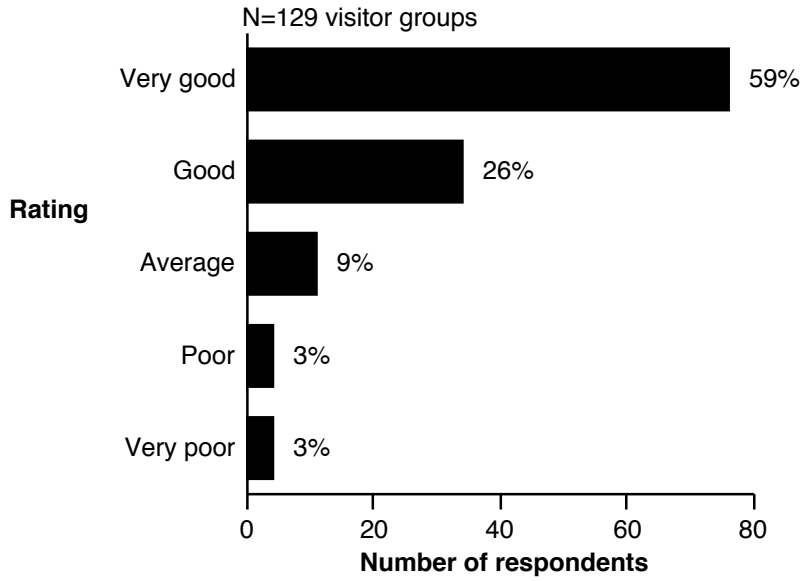


Figure 75: Quality of Gettysburg NMP electric map

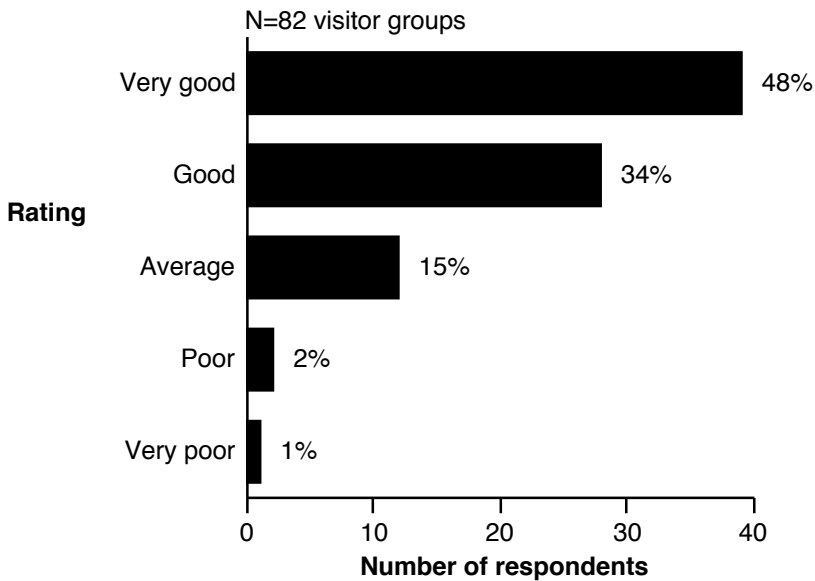


Figure 76: Quality park of Gettysburg NMP cyclorama program

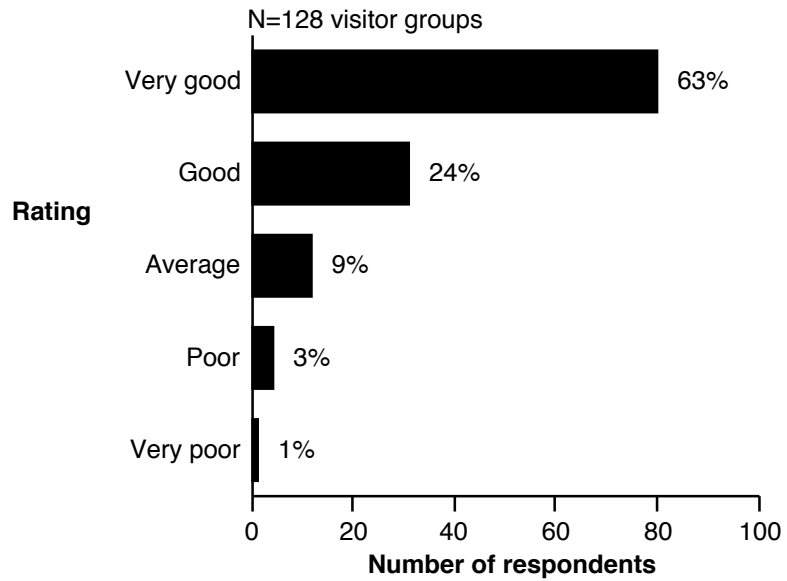


Figure 77: Quality of Gettysburg NMP self-guided auto tour

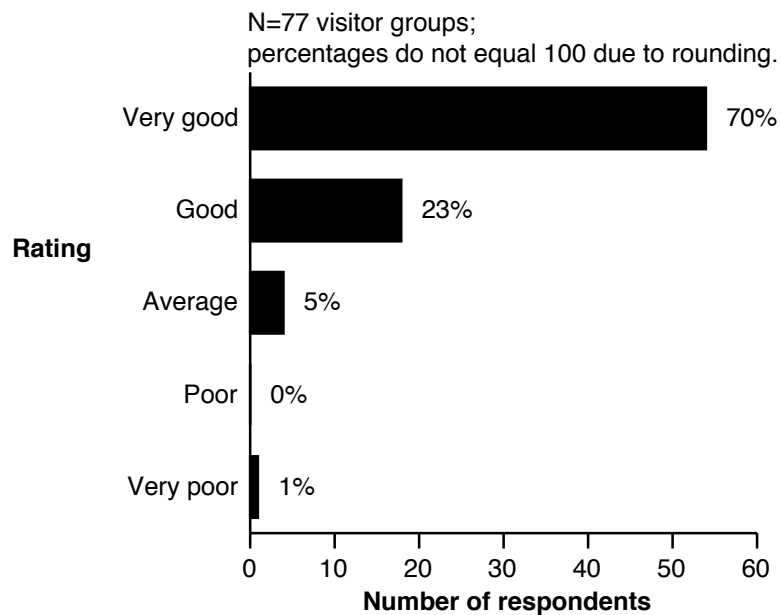


Figure 78: Quality of Gettysburg NMP taped auto tour

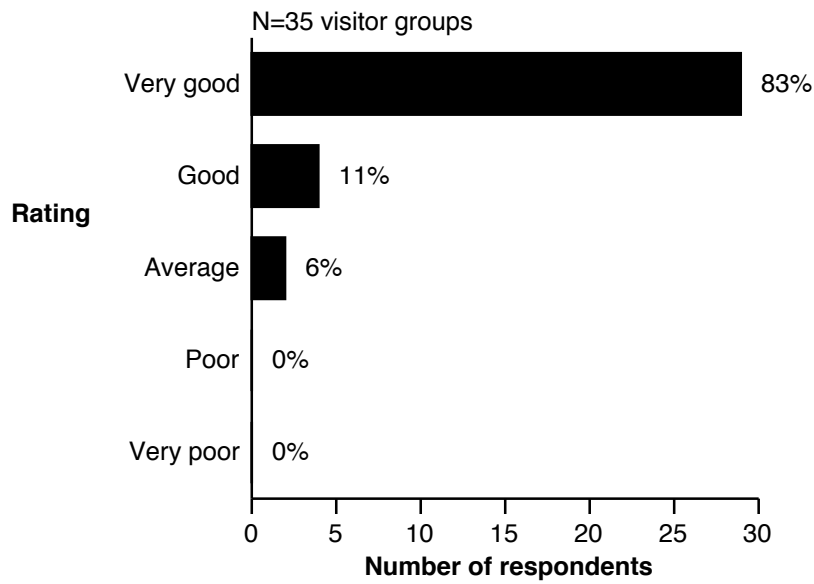


Figure 79: Quality of Gettysburg NMP guided car tour with local guide

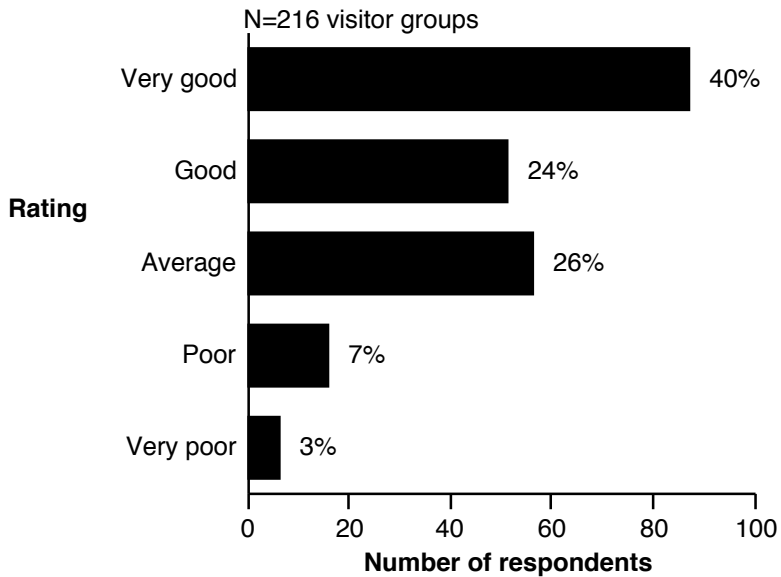


Figure 80: Quality of Gettysburg NMP restrooms

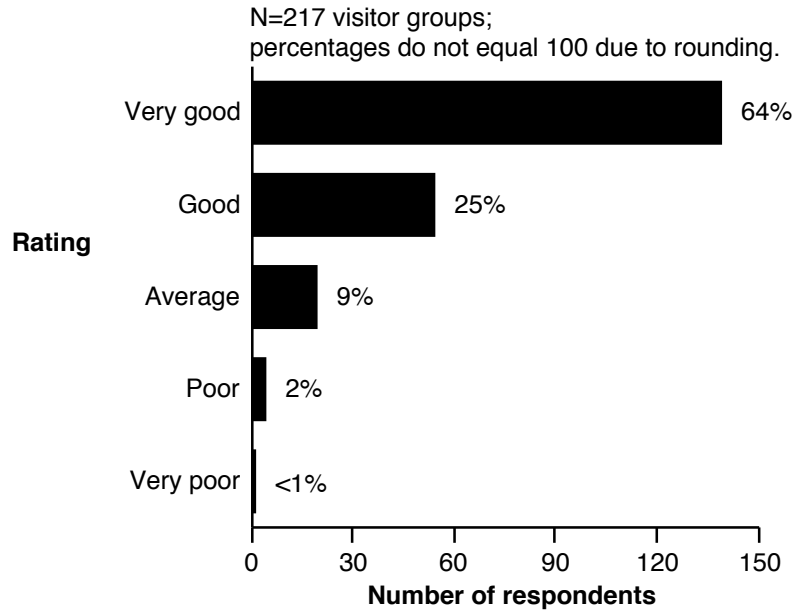


Figure 81: Quality of Gettysburg NMP visitor center exhibits

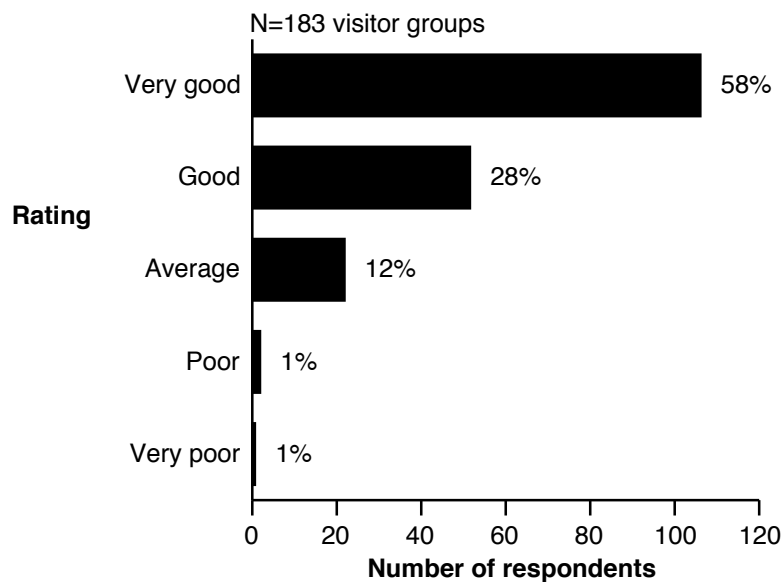


Figure 82: Quality of Gettysburg NMP visitor center bookstore

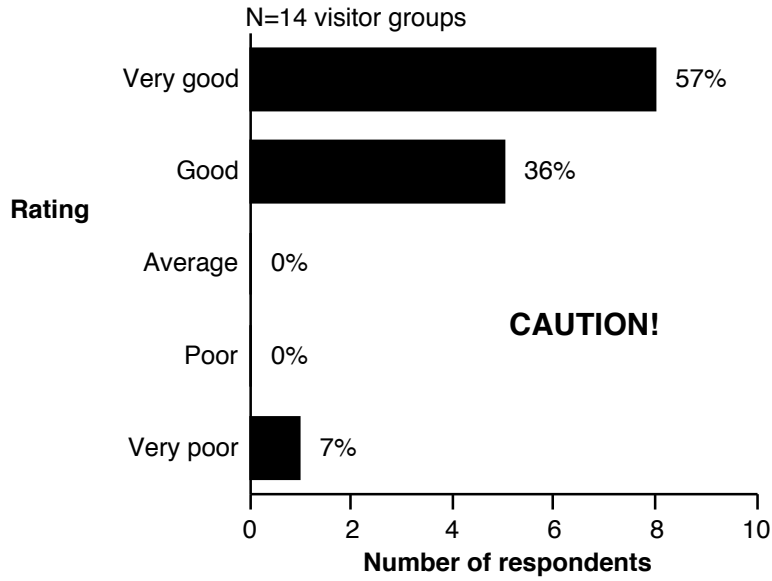


Figure 83: Quality of Gettysburg NMP Junior Ranger program

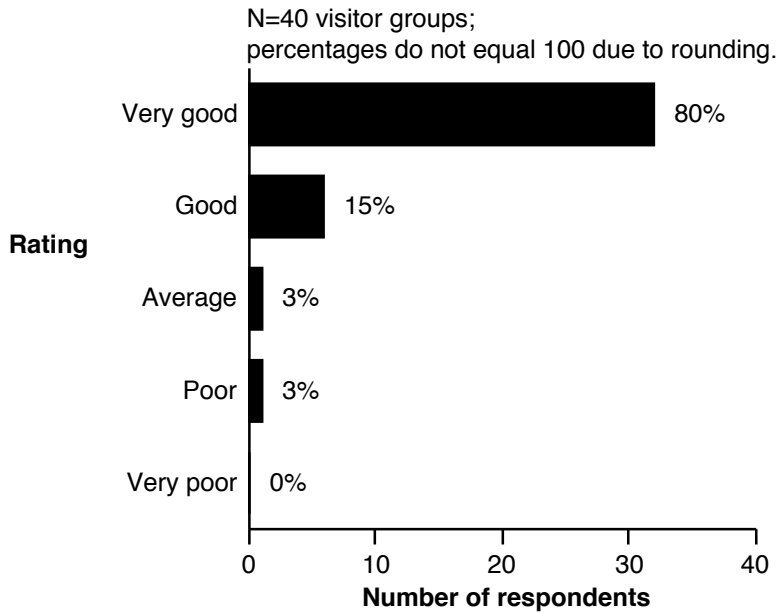


Figure 84: Quality of Gettysburg NMP ranger-led program

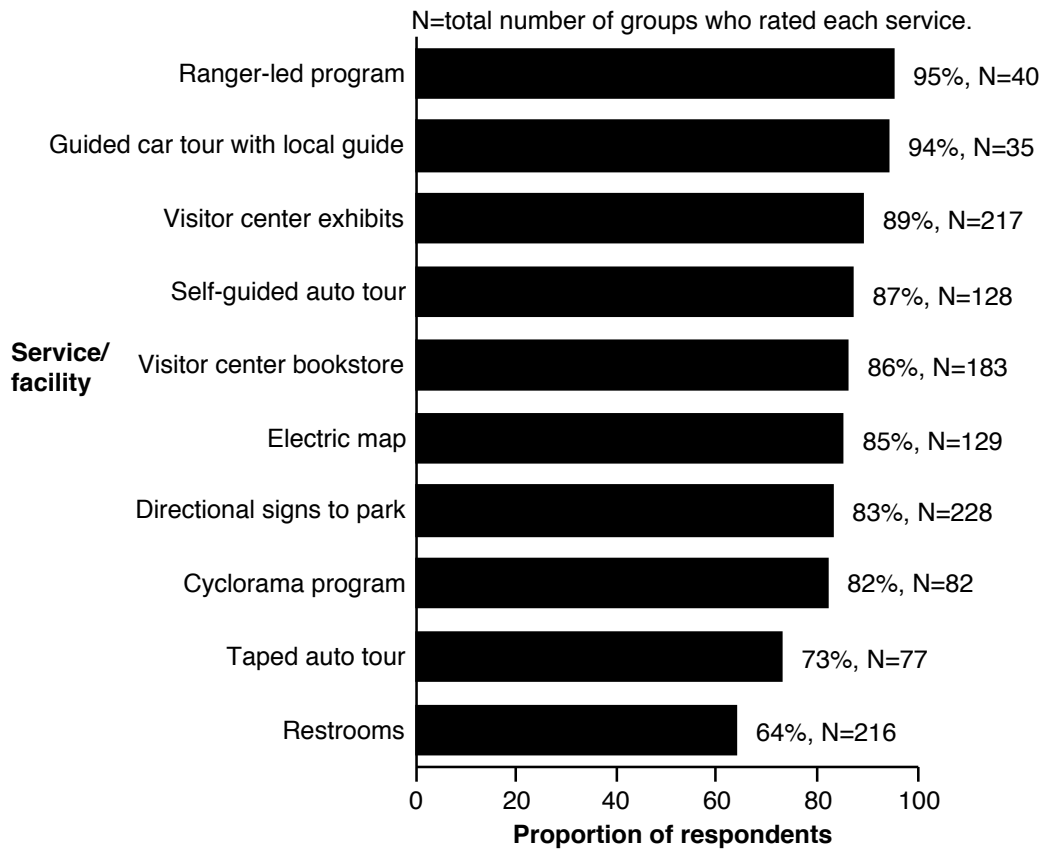


Figure 85: Combined proportions of “very good” or “good” quality ratings for park facilities at Gettysburg NMP

Visitor groups were asked to identify the topics they learned about Dwight D. Eisenhower on this visit to Eisenhower NHS. The topics most often learned included the retirement years (94%), Presidency (90%), World War II military service (81%) and his Gettysburg connections (78%), as shown in Figure 86.

Topics that visitors learned at Eisenhower NHS

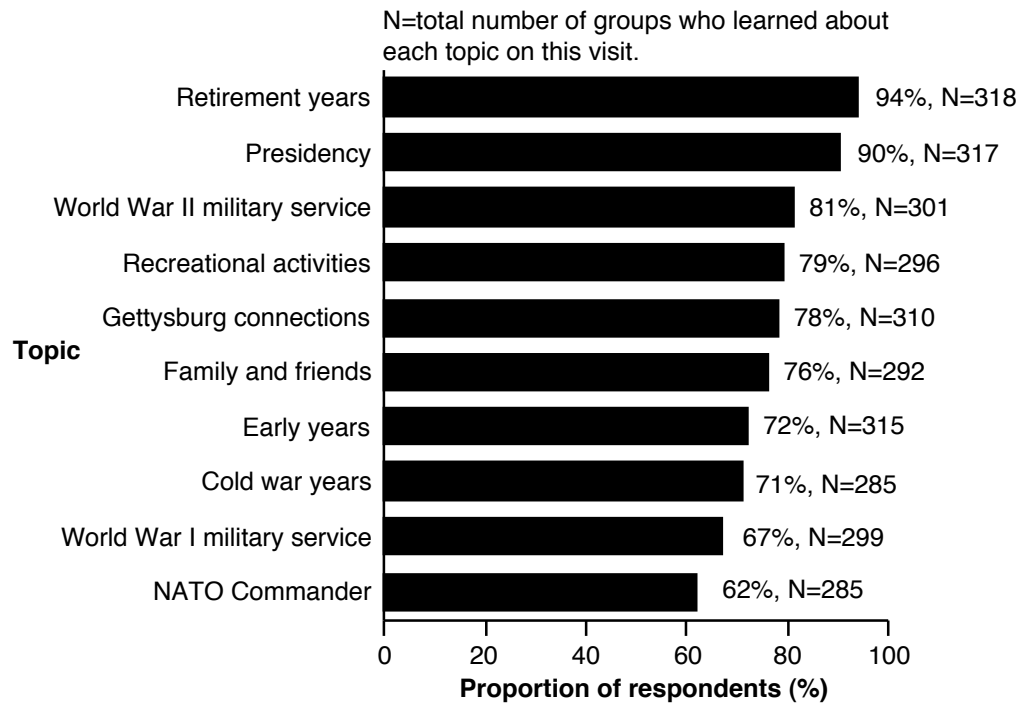


Figure 86: Topics that visitors learned at Eisenhower NHS

Future topics of interest at Eisenhower NHS

Visitors were asked to identify the topics about Dwight D. Eisenhower that they would be most interested in learning about on a future visit. The most frequently listed topics included his Presidency (90%), World War II military service (84%), early years (84%), and retirement years (81%), as shown in Figure 87. The least desired topic was Eisenhower's recreational activities (66%).

Additional topics of interest that visitors wanted more information about were the Eisenhower family, Mamie, details about the rooms, personal daily information, Ike's paintings, barn and farm machinery, and World War II years.

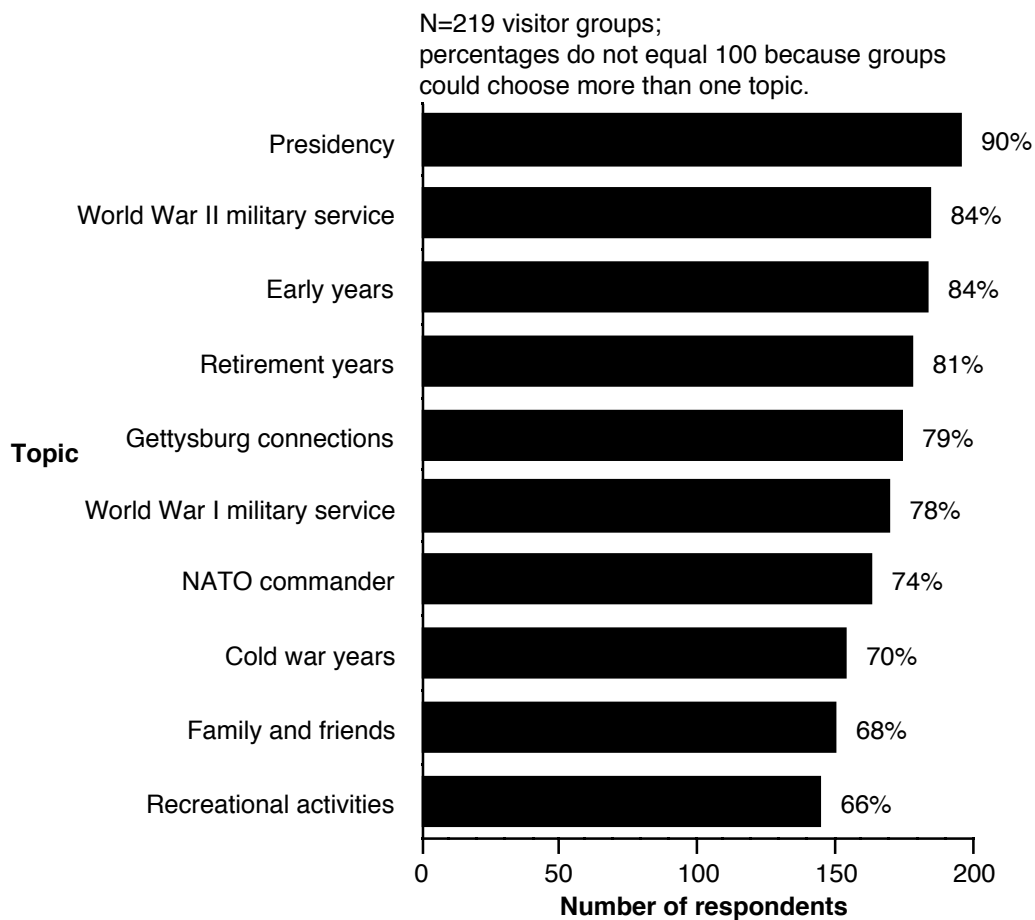


Figure 87: Future topics of interest at Eisenhower NHS

Visitors to Eisenhower NHS were asked their opinions about the amount of the Eisenhower NHS admission fees. They were asked to rate the appropriateness of each of the fee levels, including children's fee, teenager's fee, adult's fee, and National Park passholder's fee.

Appropriateness of Eisenhower NHS admission fee amounts

Figure 88 shows that 90% of visitors said the children's fee (free for children under 6, \$2.25 for children 6-12 years) was "about right" and 9% said it was "too high."

For the teenager's fee (ages 13-16 pay \$3.25), 91% of the visitors felt it was "about right," while 8% said it was "too high" (see Figure 89).

The adult fee (\$5.25/ person) was rated as "about right" by 90% of the visitors, and 10% of the visitors felt the fee was "too high" (see Figure 90).

For National Parks passholders, the fee of \$3.25 was rated as "about right" by 92% of the visitors (see Figure 91). Six percent of the visitors felt this fee was "too high."

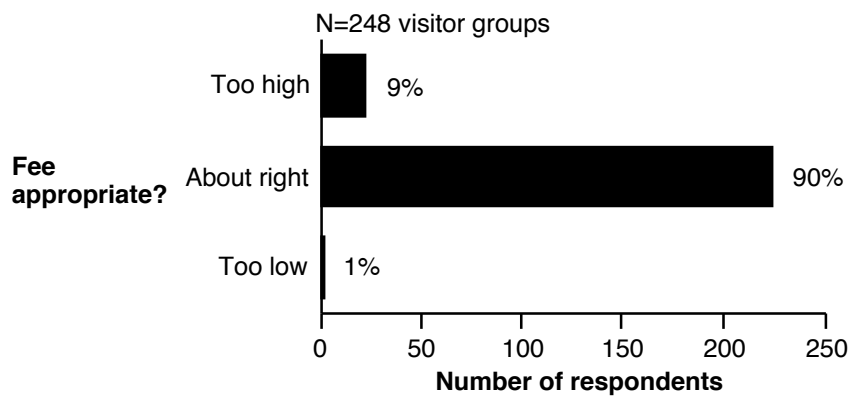


Figure 88: Appropriateness of Eisenhower NHS children's fee

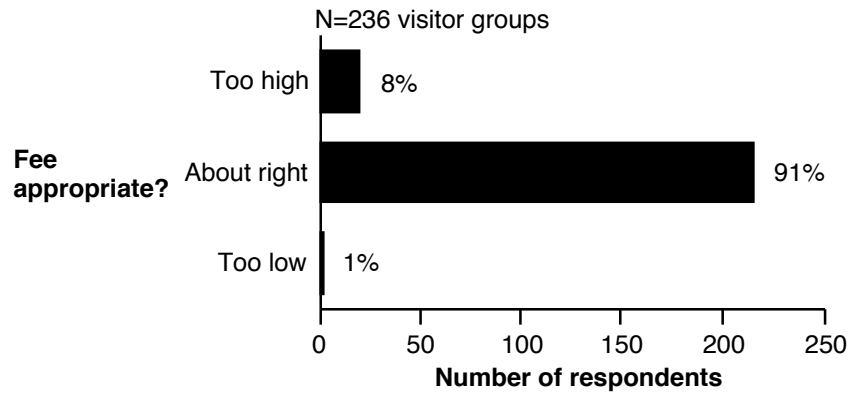


Figure 89: Appropriateness of Eisenhower NHS teenager's fee

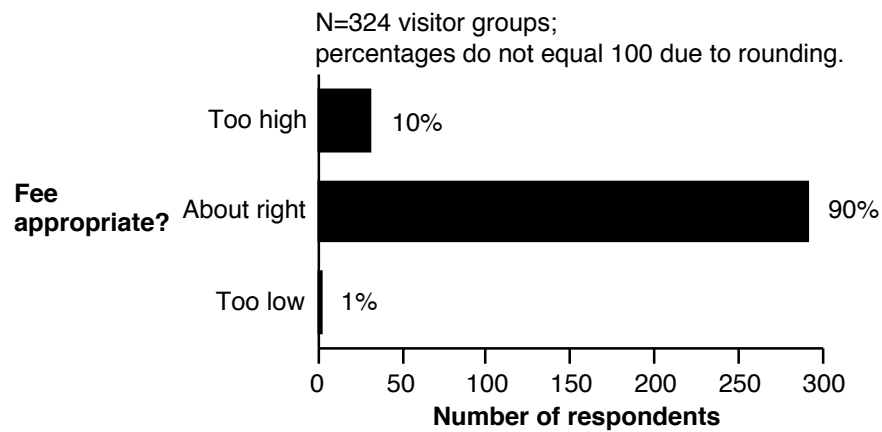


Figure 90: Appropriateness of Eisenhower NHS adult fee

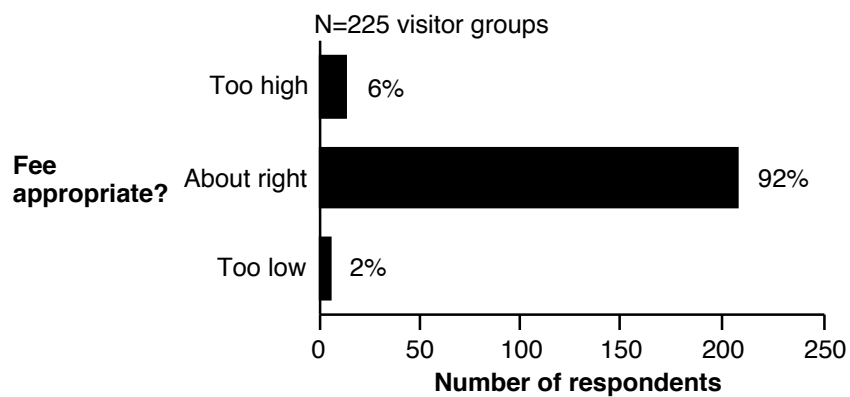


Figure 91: Appropriateness of National Park passholder fee

Visitors were asked to list their expenditures during their stay in the Gettysburg area (with a 20-minute drive of the town of Gettysburg). They were asked to list their expenditures in either of the parks—Eisenhower NHS and Gettysburg NMP, or outside the parks (within a 20-minute drive). They were asked how much money they spent for hotels/ motels/ cabins/ bed and breakfast, camping fees, restaurants/ bars, groceries/ take out food, gas/ oil, other transportation expenses (excluding airfare), admissions/ recreation/ entertainment fees, and all other purchases.

Expenditures

Total expenditures in and out of park: One-fourth of the visitors (25%) spent between \$1 and \$100 in total expenditures both inside and outside Eisenhower NHS/ Gettysburg NMP (see Figure 92).

The average visitor group expenditure in and outside of the parks during this visit was \$342. The average per capita expenditure was \$106. The median visitor group expenditure in and outside of the parks (50% of groups sent more; 50% spent less) was \$262.

Hotels/ motels accounted for the greatest proportion of total expenditures in and outside of the parks (35%), followed by restaurants and bars (24%), as shown in Figure 93.

Total expenditures in Eisenhower NHS: Over one-half of the visitor groups (56%) spent between \$1 and \$50 in total expenditures in the park during this trip (see Figure 94).

The average visitor group expenditure in Eisenhower NHS during this visit was \$64. The average per capita expenditure was \$22. The median visitor group expenditure in the park (50% of groups spent more; 50% spent less) was \$40.

Admissions, recreation, and entertainment fees accounted for the greatest proportion of total expenditures in the park (59%) followed by all other purchases (41%), as shown in Figure 95.

Admissions/ entertainment fees in Eisenhower NHS: For admissions/ entertainment fees, 72% spent from \$1 to \$50 in the park (see Figure 96).

Other purchases in Eisenhower NHS: For other purchases, 66% spent between \$1 and \$50 in the park (see Figure 97). Eighteen percent of visitors spent no money.

**Expenditures
(continued)**

Total expenditures outside of the parks: Over one-third of the visitor groups (42%) spent from \$1 to \$200 in total expenditures outside of the parks during this trip (see Figure 98). Fourteen percent spent \$601 or more.

The average visitor group expenditure outside of the parks during this visit was \$307. The average per capita expenditure was \$114. The median visitor group expenditure outside of the parks (50% of groups spent more; 50% spent less) was \$225.

Hotels/ motels accounted for the greatest proportion of total expenditures outside of the parks (40%) followed by restaurants/ bars (28%) as shown in Figure 99.

Hotels/ motels outside of the parks: Of visitor groups reporting expenditures for hotels/ motels outside of the parks, 45% said they spent from \$1 to \$200 (see Figure 100). Twenty-six percent spent no money.

Camping fees outside of the parks: For camping fees, 72% spent no money outside of the parks (see Figure 101).

Restaurants/ bars outside of the parks: For restaurants/ bars, 39% spent between \$1 and \$50 outside of the parks (see Figure 102). Another 30% spent \$51 to \$100.

Groceries/ take-out food outside of the parks: For groceries/ take-out food, 48% spent no money (see Figure 103). Forty-three percent of visitors spent between \$1 and \$50 outside of the parks.

Gas/ oil outside of the parks: For gas/ oil, 68% spent between \$1 and \$50 outside of the parks (see Figure 104).

Other transportation outside of the parks: For other transportation, 77% spent no money outside of the parks (see Figure 105).

Admissions/entertainment fees outside of the parks: For admissions/entertainment fees, 60% of visitors spent from \$1 to \$50 (see Figure 106).

Other purchases outside of the parks: For other purchases, 49% spent between \$1 and \$50 (see Figure 107).

Number of people included in expense data: Figure 108 shows that 65% of the groups had two adults included in the expenses. The number of children included in the expenses were most often one (38%) or two (38%), as shown in Figure 109.

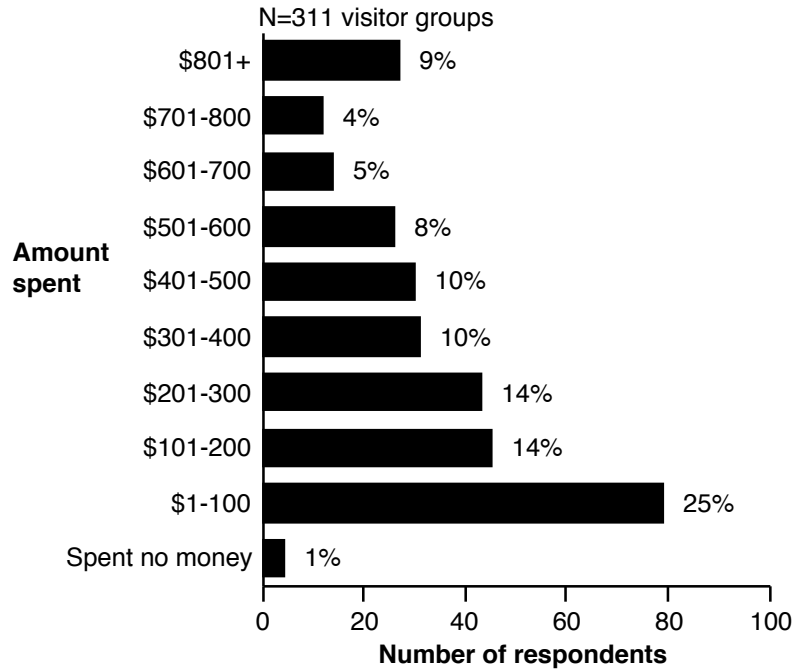


Figure 92: Total expenditures in and outside of parks

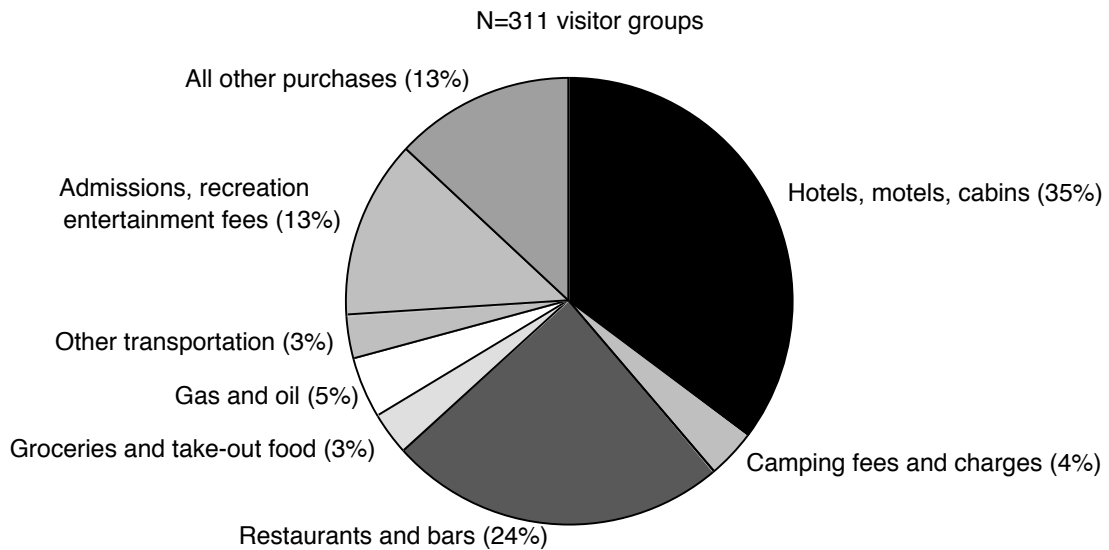


Figure 93: Proportion of total expenditures in and outside of parks

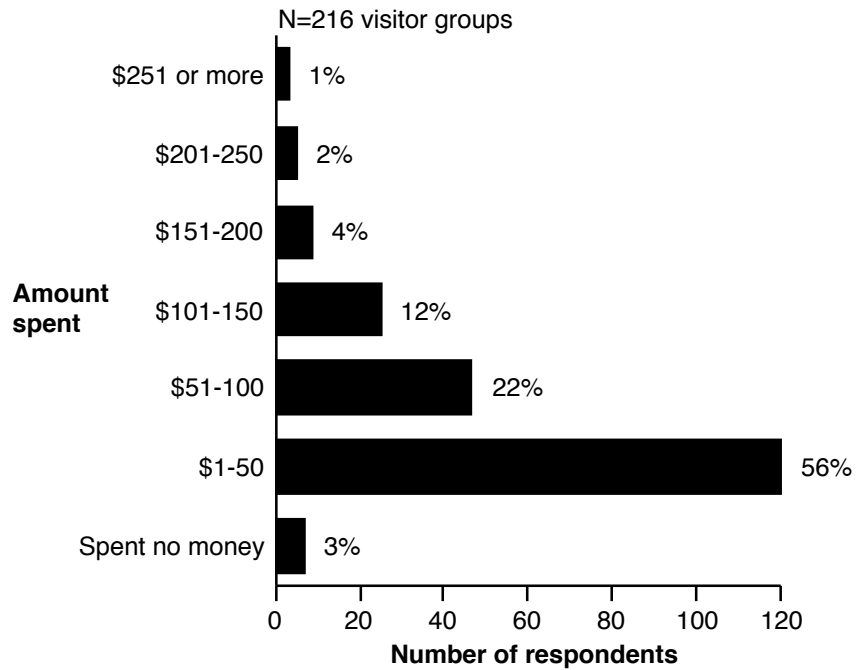


Figure 94: Total expenditures in Eisenhower NHS

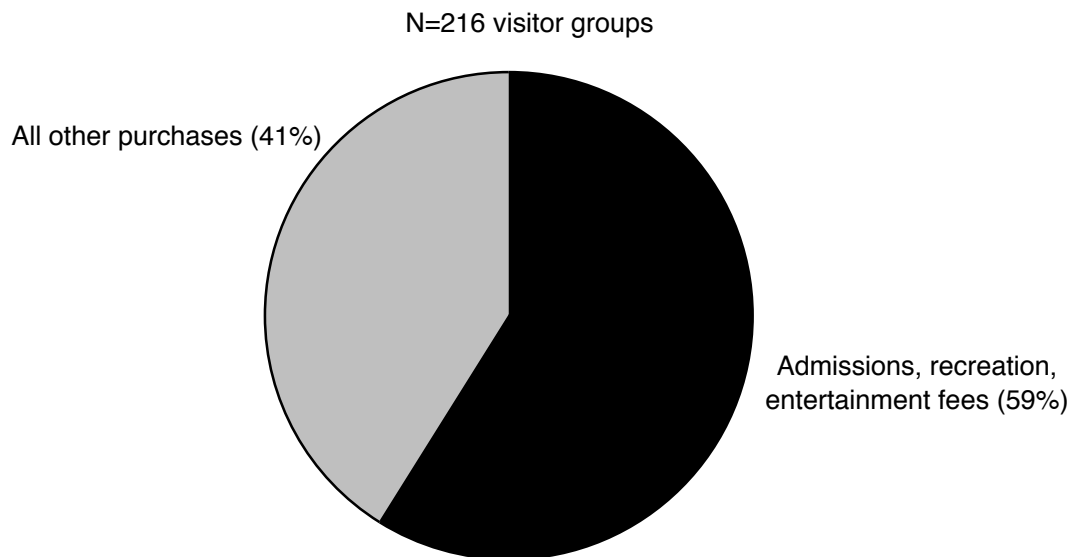


Figure 95: Proportion of expenditures in Eisenhower NHS

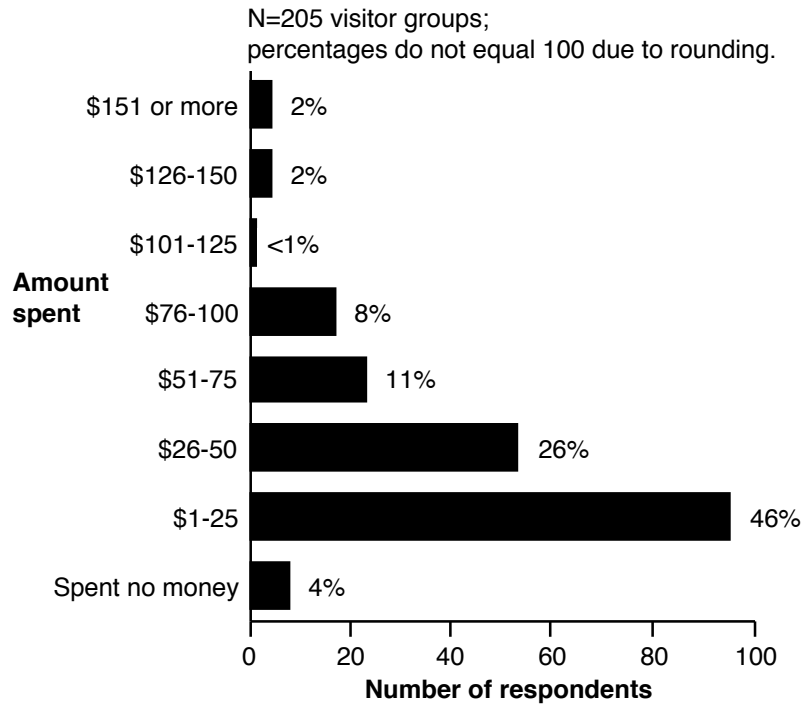


Figure 96: Expenditures for admissions, recreation, entertainment fees in Eisenhower NHS

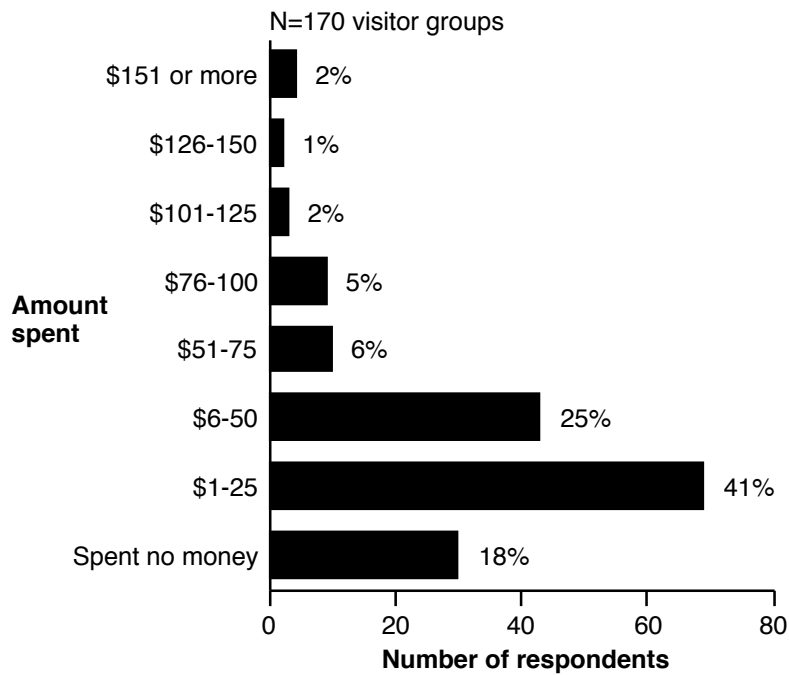


Figure 97: Expenditures for other purchases in Eisenhower NHS

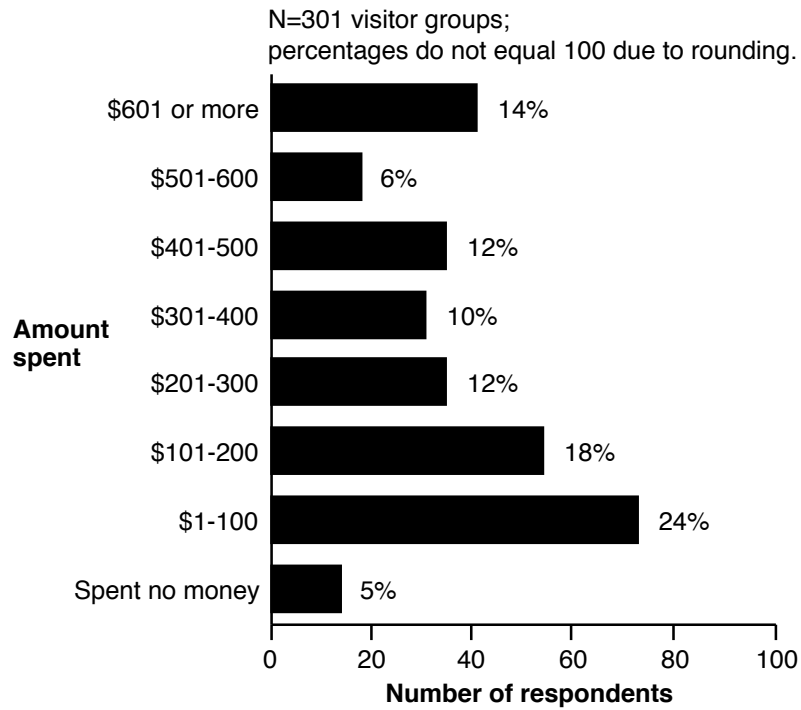


Figure 98: Total expenditures outside of the parks

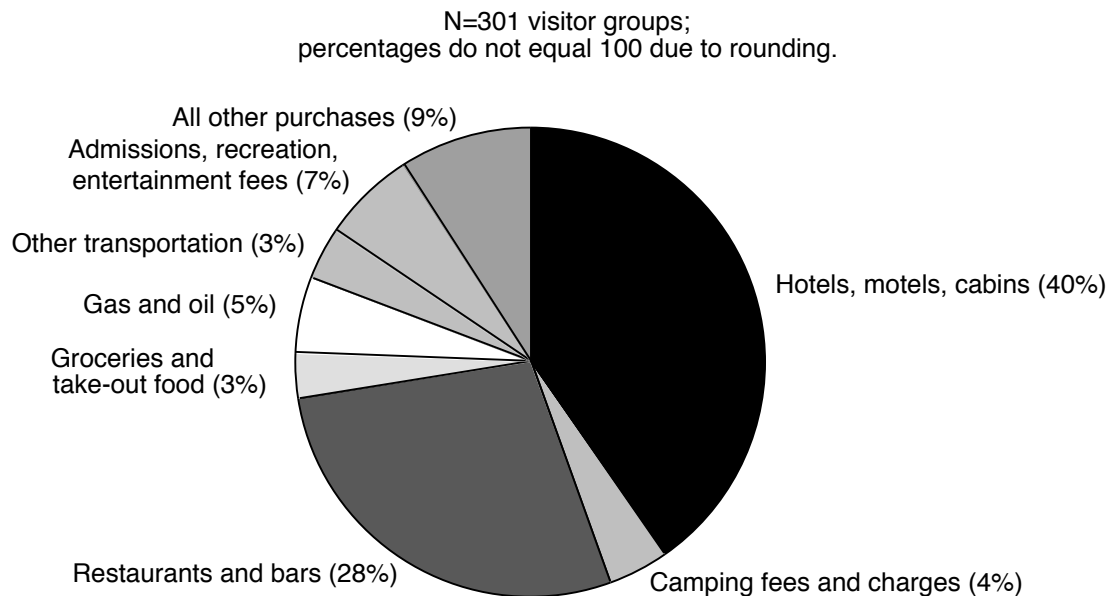


Figure 99: Proportion of expenditures outside of the parks

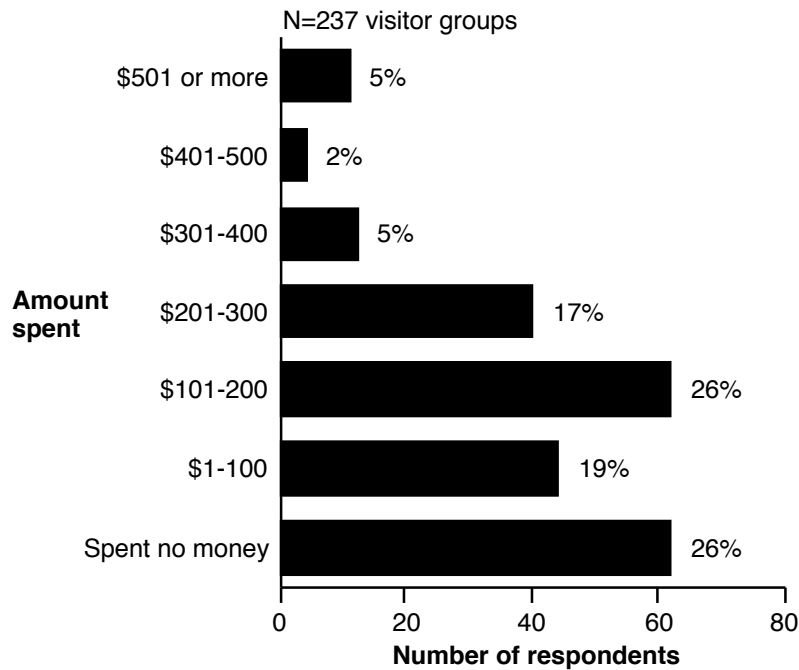


Figure 100: Expenditures for hotels/ motels/ cabins/ bed and breakfasts outside of the parks

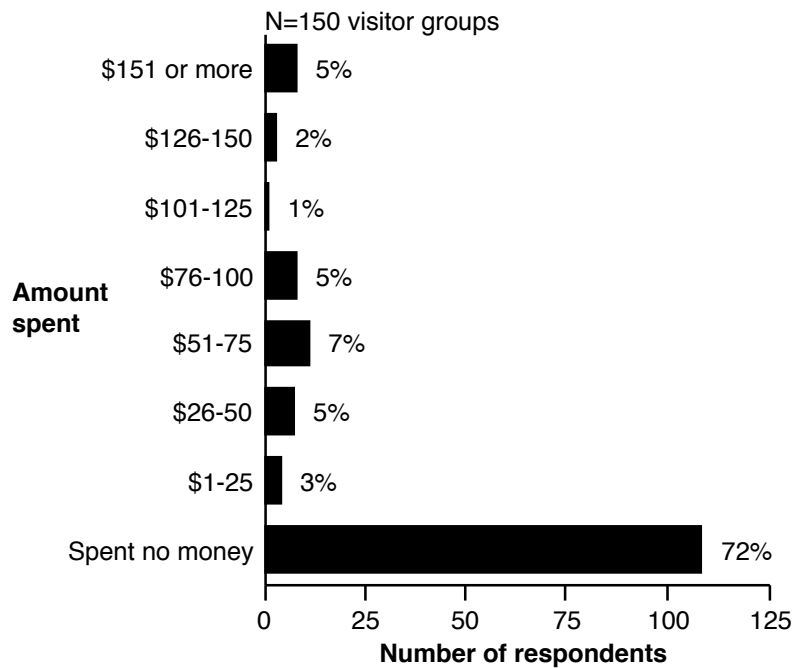


Figure 101: Expenditures for camping fees outside of the parks

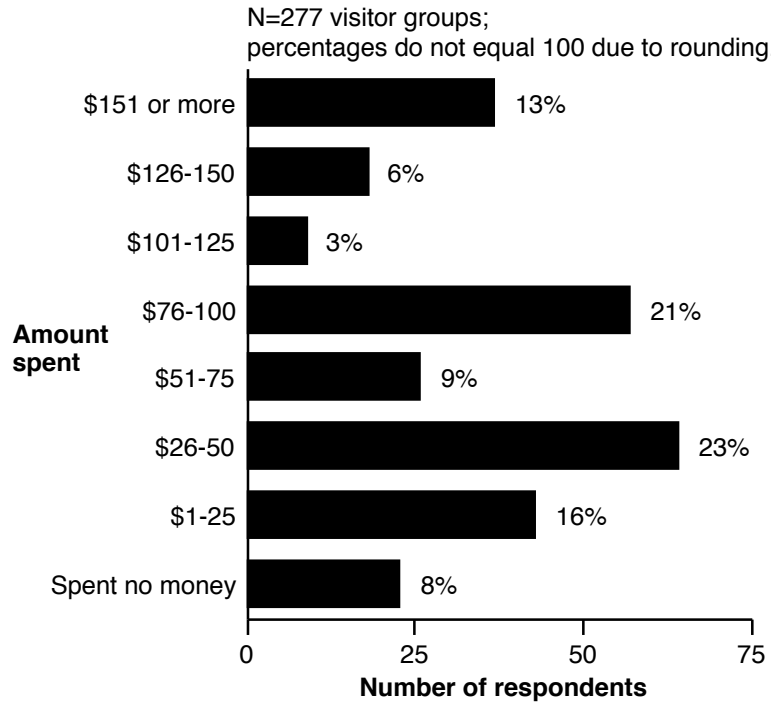


Figure 102: Expenditures for restaurants/ bars outside of the parks

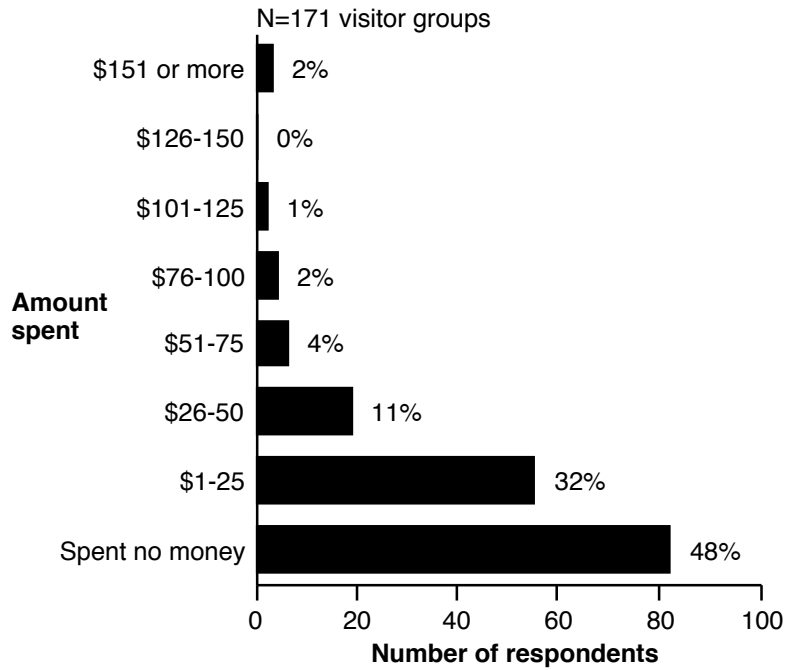


Figure 103: Expenditures for groceries/ take-out food outside of the parks

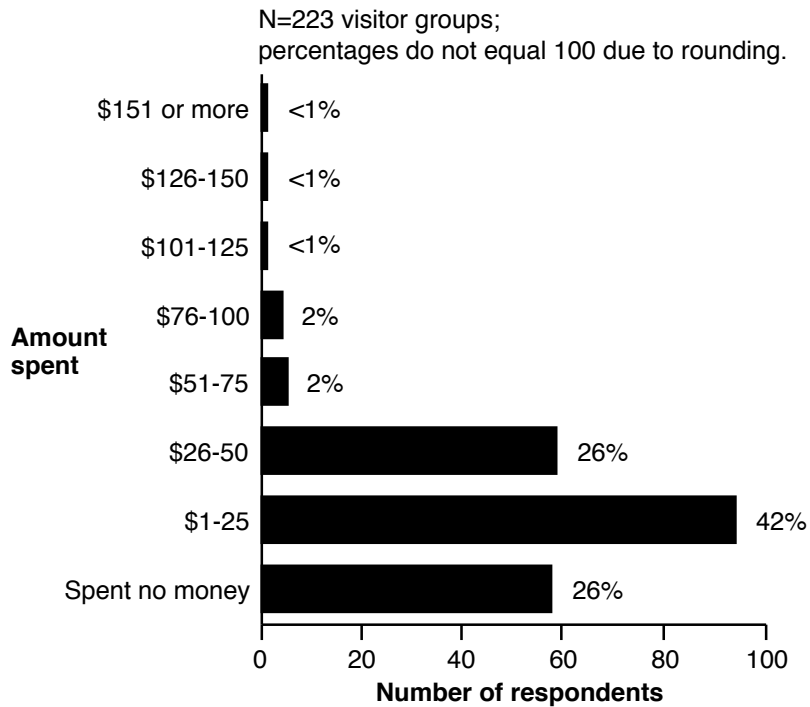


Figure 104: Expenditures for gas/ oil outside of the parks

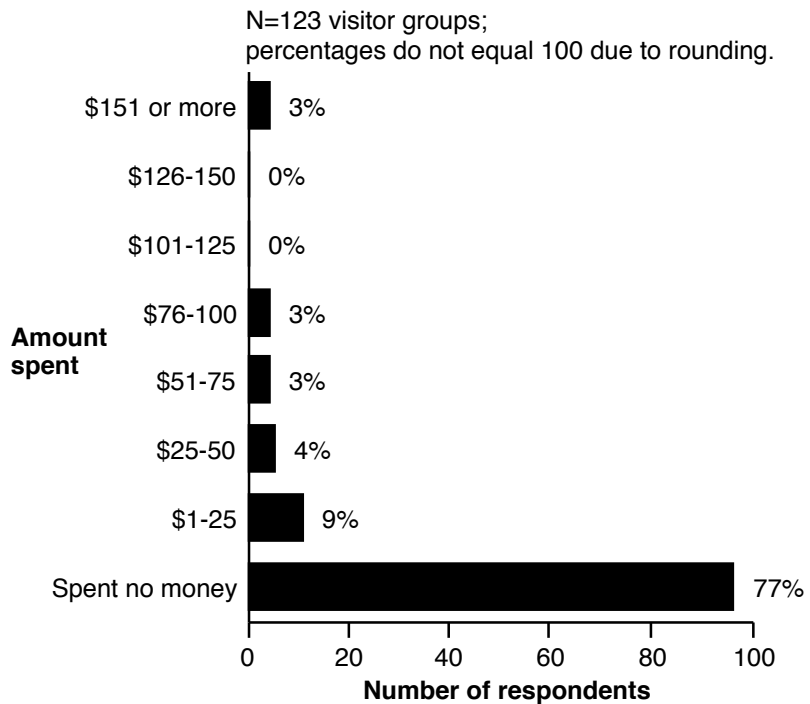


Figure 105: Expenditures for other transportation outside of the parks

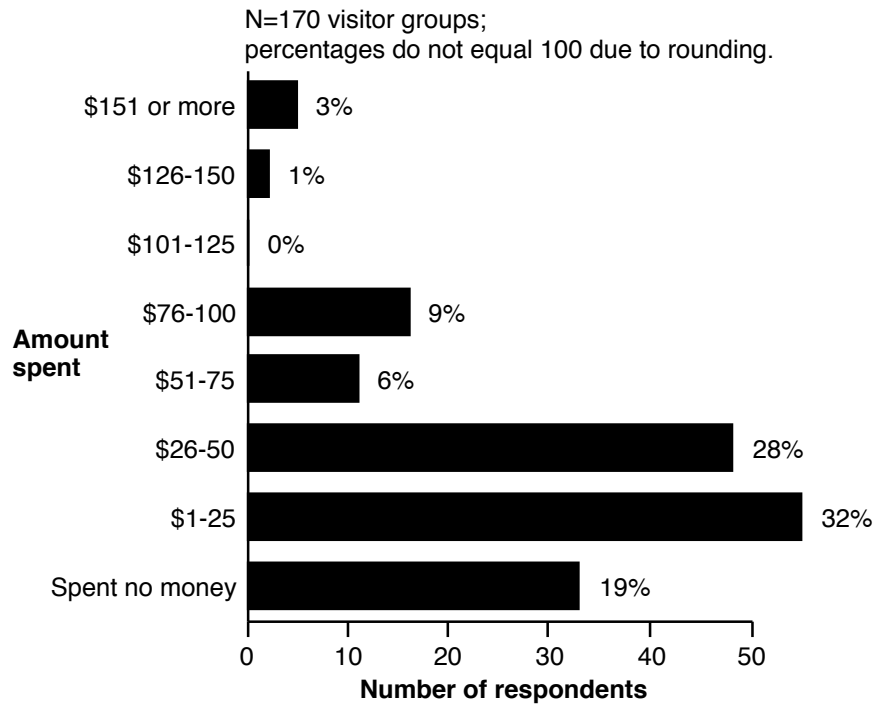


Figure 106: Expenditures for admissions/ entertainment fees outside of the parks

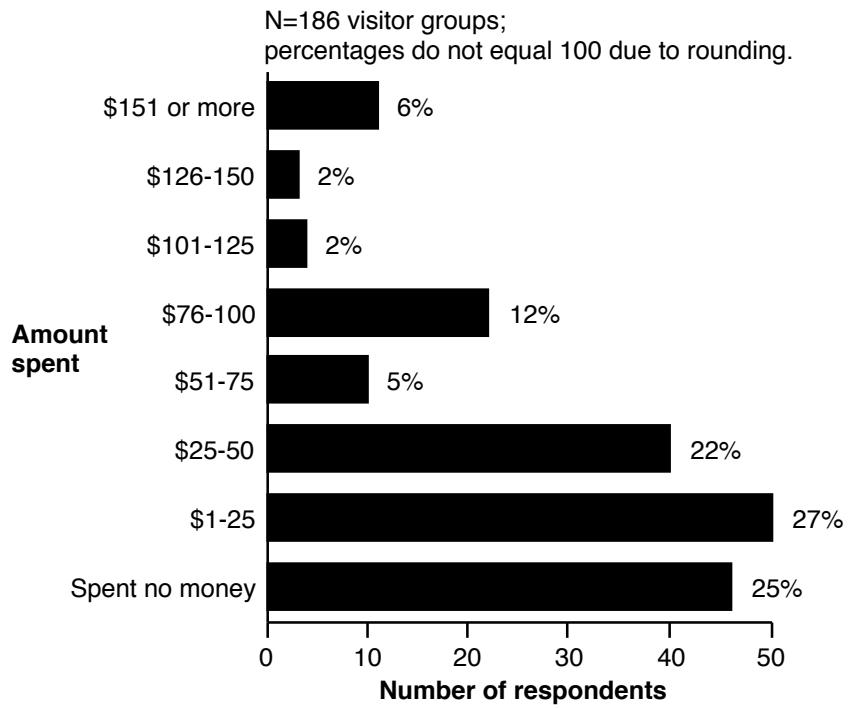


Figure 107: Expenditures for other purchases outside of the parks

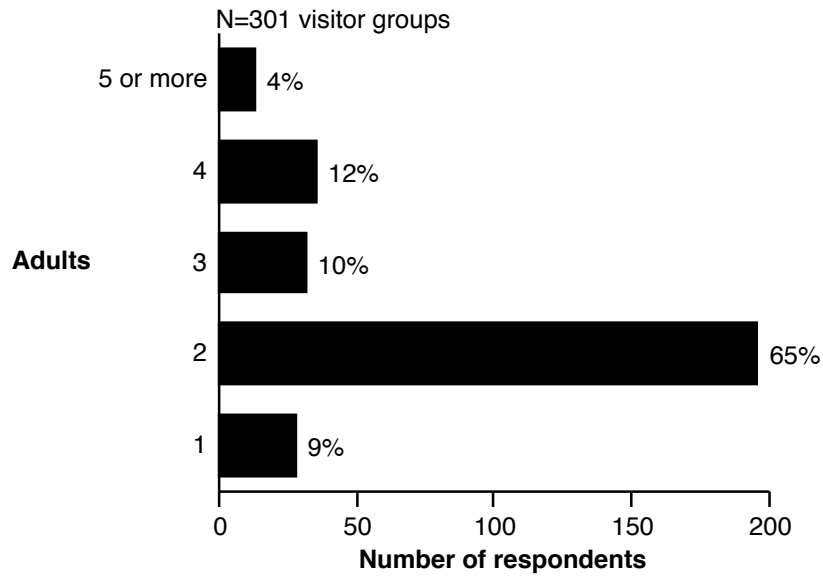


Figure 108: Number of adults covered by the expenses

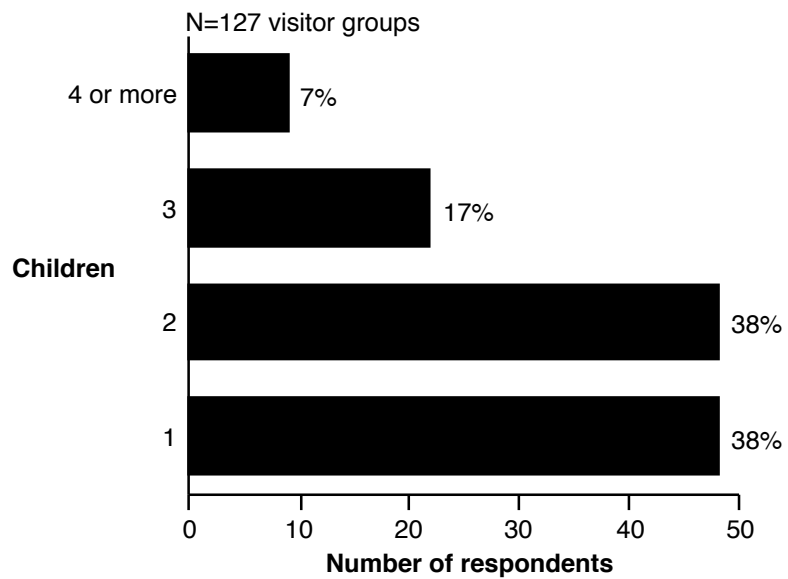


Figure 109: Number of children covered by the expenses

**Visitor opinions
about national
significance**

Visitor groups were asked, "Eisenhower National Historic Site was established because of its significance to the nation. In your opinion, what is the national significance of Eisenhower National Historic Site?" Seventy-five percent of the visitors (258 groups) responded to this question. A summary of their responses is listed in Table 6 and complete copies of visitor responses are contained in the appendix.

**Table 6: Visitor opinions about national significance of
Eisenhower NHS**

N=287 comments

Comment	Number of times mentioned
The home of a president	41
Shows the personal side of Dwight D. Eisenhower	39
Learning opportunities	28
Shows the role Eisenhower played in history	27
Show significance of Eisenhower contributions	22
Preserves history	20
He was president	19
Show business/ foreign activity at home	15
A tribute to a president and his wife	14
Opportunity to learn about president and wife	13
A great general	12
Opportunity for future generations to learn	11
Important facts about a president	7
Eisenhower's importance to our heritage	6
The life of a past president	5
Not much national significance	5
Other comments	3

Visitor groups were asked to rate the overall quality of the visitor services provided at Eisenhower NHS during this visit. Most visitor groups (80%) rated services as “very good” (see Figure 110). NOTE: the answer choice “good” was accidentally omitted from the questionnaire. One percent rated the overall quality of services provided at Eisenhower NHS as “very poor.”

Overall quality of visitor services

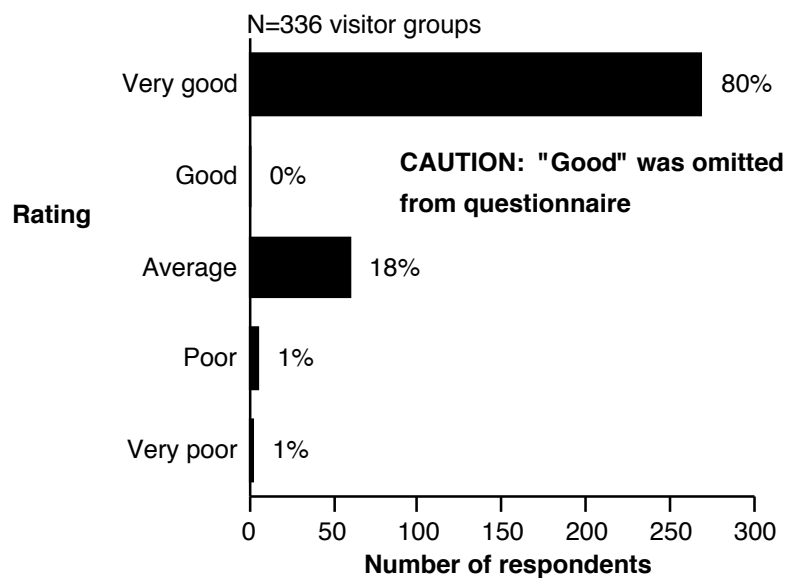


Figure 110: Overall quality of visitor services

What visitors liked most

Visitor groups were asked, "On this visit, what did you and your group like most about your visit to Eisenhower National Historic Site?" Eighty-six percent of visitor groups (297 groups) responded to this question. A summary of their responses is listed in Table 7 and complete copies of visitor responses are contained in the appendix.

Table 7: What visitors liked most

N=390 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly, helpful, knowledgeable staff	30
INTERPRETIVE SERVICES	
Home tour	67
Insight into personal side of president	36
Information provided by rangers/guides	8
Preservation of 50's memorabilia	7
Secret Service badge program	6
Informative	4
Learning about Eisenhower history	4
Seeing personal items belonging to Eisenhowers	3
Guided tour	3
Gift shop/ museum	2
Self-guided tour	2
Ranger talks	2
Stories about hosting dignitaries	2
Photos	2
Meeting Eisenhower's personal physician	2
Learning about Eisenhower's love of farming	2
Other comments	2
FACILITIES/ MAINTENANCE	
Well maintained site	8
Shuttle service	2
House restoration	2
RESOURCE MANAGEMENT	
Eisenhower home	65
Grounds	21
Barn	18
House furnishings	9
Flower/ rose gardens	5
Home interior	5
Putting green	2
Other comments	6

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Opportunity to freely tour the site	17
Everything	15
Scenery/ the setting	13
Peace/ tranquility/ quiet	7
Beauty of site	4
Not too commercialized	2
Other comments	5

What visitors liked least

Visitor groups were asked, "On this visit, what did you and your group like least about your visit to Eisenhower National Historic Site?" Over one-half (64%) of visitor groups (220 groups) responded to this question. A summary of visitor responses is listed in Table 8 and complete copies of their responses are contained in the appendix.

Table 8: What visitors liked least

N=244 comments;

many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Unfriendly guide	7
Shuttle bus driver had music too loud	6
Wanted more time with tour guide	6
Lack of guides on site	5
Guides	5
Guides lacked information	5
Secret service agent and guides disappointing	3
Difficult to hear guide	3
Ranger talk too long	2
Guide talk too scripted	2
No secret service agent	2
Other comments	2
INTERPRETATION	
Home tour was poor	6
Rooms unavailable to be toured	6
No narration provided on shuttle bus	4
Lack of historical information	3
Lack of displayed memorabilia/ World War II medals	3
Provide more specific information about Eisenhower	3
Small selection at bookstore	3
Children did not like exhibits	2
Self-guided tour	2
Lack of interpretive information/ signs	2
Museum	2
Boring-farm should be more active	2
Unable to see exhibits in big barn	2
Other comments	7
FACILITIES/ MAINTENANCE	
Needs painting/ appeared run down	3
Difficult to get around site in wheelchair	3
Carpet should be covered on rainy day	2
Lack of parking	2
Refurbishing of site	2
No place to sit	2
Restrooms	2
Lack of restrooms/ baby changing facilities	2

Comment	Number of times mentioned
FACILITIES/ MAINTENANCE (continued)	
Dark--closed blinds in house	2
Other comments	5
POLICY	
Prices too high	2
No photography allowed in house	2
RESOURCE MANAGEMENT	
Barn	16
No animals on site	2
Other comment	1
GENERAL IMPRESSIONS	
Nothing	50
Weather	17
Too far to walk to all sites on farm	10
Riding shuttle bus	7
Lack of time	6
Lack of refreshments on site	2
Questionnaire	2
Other comments	7

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Eisenhower NHS, what would you propose?" Fifty-five percent of visitor groups (189 groups) responded to this question. A summary of their responses is listed in Table 9 and complete copies of visitor responses are contained in the appendix.

Table 9: Planning for the future

N=255 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Have more costumed guides on site	6
Provide better informed guides	6
Provide more rangers/ guides on site	5
Other comments	2
INTERPRETATION	
Provide extended tours outside of home	11
More information about farm equipment and techniques	7
Develop video of Eisenhower's life	7
Provide guided tour of whole house	7
Display vehicles in a more open space	6
Provide full site guided tour	6
Provide guided tours of barn/ farm	5
Open closed areas of house to public	5
Provide more information about history of Eisenhower	5
Provide more information about Eisenhower's life	4
Provide more information about political figures visiting home	3
Develop an introduction video to be shown on shuttle	3
Encourage more question/ answer opportunities	3
Increase promotion of park	3
Provide more children's activities	3
Develop orientation video	3
Focus interpretation on military career	3
Install more interpretive signs	3
Talk about specific events that took place on farm	2
Provide more information about role of Secret Service	2
Provide more personal stories about Eisenhower	2
Develop an audio tour of site	2
Offer more merchandise in the museum/ bookstore	2
Display photos of life on farm	2
Provide more handouts	2
Provide more information about present day Eisenhower family	2
Open guest house to tour	2
Other comments	22

Comment	Number of times mentioned
FACILITIES/ MAINTENANCE	
Develop shuttle/ cart service to various parts of farm	10
Provide maintenance attention to house	6
Construct parking lot	5
Open blinds in house	3
Provide more places to sit	3
Construct bigger visitor center	3
Repaint rooms in house	2
Weed gardens	2
Construct museum to display items	2
Repair buildings	2
Upkeep grounds	2
Provide handicapped access to second floor	2
Provide better lighting in house	2
Other comments	7
POLICY	
Comments	4
RESOURCE MANAGEMENT	
Put traditional animals in barn	7
Other comments	3
Keep site as original as possible	2
GENERAL IMPRESSIONS	
No changes	25
Provide area for snacks/ food	8
Other comments	9

**Comment
summary**

Thirty-four percent of visitor groups (116 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Eisenhower NHS are summarized below (Table 10). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 10: Additional comments

N=142 comments;
many visitors made more than one comment.

Comments	Number of times mentioned
PERSONNEL	
Helpful, informative rangers/ guides	17
Guides lacked enthusiasm	3
Other comments	3
POLICY	
Comments	4
INTERPRETATION	
Informative	8
More information about Eisenhower's social life	2
Provide more background information about site	2
Other comments	12
FACILITIES / MAINTENANCE	
Well maintained	5
Other comments	4
RESOURCE MANAGEMENT	
Enjoyed preservation aspect of home/ farm	3
GENERAL IMPRESSIONS	
Positive experience	48
Interesting	5
Plan future visit	4
Great experience for our children	3
Visit too short	2
Enjoyed relaxed atmosphere	2
Disappointed with site	2
Other comments	13

GETTYSBURG NMP VISITORS WHO DID NOT VISIT EISENHOWER NHS VISITOR RESULTS

At Gettysburg National Military Park, 362 visitor groups who had not or were not planning to visit Eisenhower NHS on this visit were contacted. Of those contacted, 300 groups (83%) agreed to participate in the survey. Questionnaires were completed and returned by 212 visitor groups, resulting in a 75.0% response rate for this part of the visitor study.

Table 11 compares age and groups size information collected from both the total sample of visitors contacted and those who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Visitors contacted

**Table 11: Comparison of total sample and
actual respondents**

Variable	Total sample		Actual Respondents	
	N	Avg.	N	Avg.
Gettysburg NMP (non-Eisenhower) visitors				
Age of respondents	299	47.2	205	47.9
Group size	293	3.6	208	4.5

Figure 111 shows Gettysburg NMP visitor group sizes, which ranged from one person to 50 people. Thirty percent of visitor groups consisted of two people, while another 40% were groups of three or four. Seventy-four percent of visitor groups were made up of family members (see Figure 112). "Other" groups included co-workers, choir, scouts, and Civil War Roundtable group.

Figure 113 indicates that 31% of visitors have a bachelor's degree, while another 22% have a graduate degree and 22% have some college.

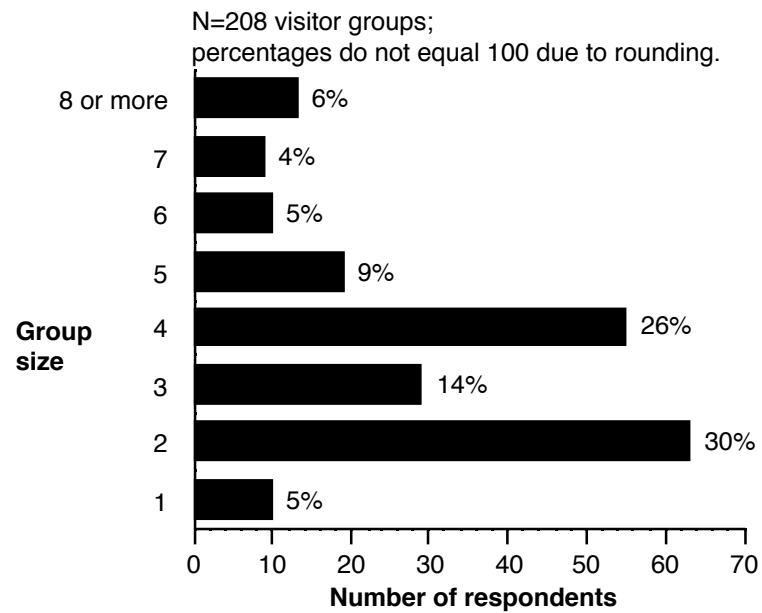
Figure 114 shows that the most common visitor age groups were 36-55 years of age (43%). Another 27% of visitors were in the 15 years or younger age groups.

Gettysburg NMP visitors were asked the number of times they had been to each of the parks. Most visitors (88%) had been to Eisenhower NHS once (see Figure 115). Over one-half of the visitors (55%) were visiting Gettysburg NMP for the first time (see Figure 116). Forty-seven percent have visited more than once.

Demographics

**Demographics
(continued)**

International visitors to the park comprised 5% of the total visitation. The countries most often represented were Canada (26%), England (19%) and China (13%), as shown in Table 12. The largest proportions of United States visitors were from Pennsylvania (15%), New York (8%), and Ohio (8%). Smaller proportions of U.S. visitors came from another 37 states and Washington D.C. (see Map 2 and Table 13).

**Figure 111: Visitor group sizes**

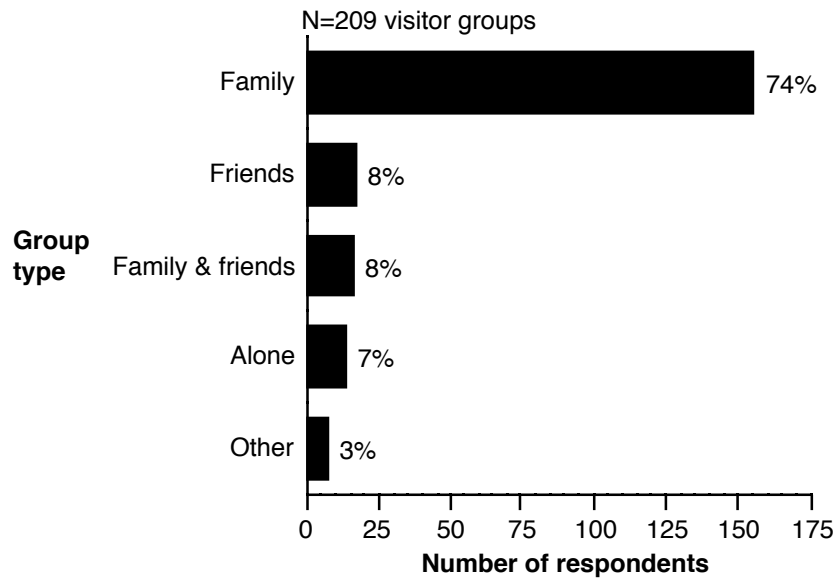


Figure 112: Visitor group types

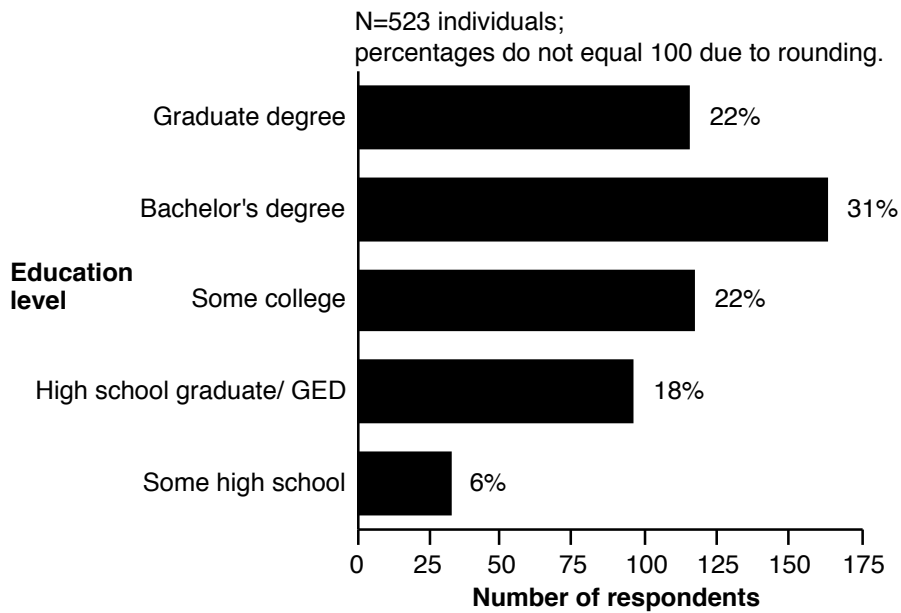


Figure 113: Education level

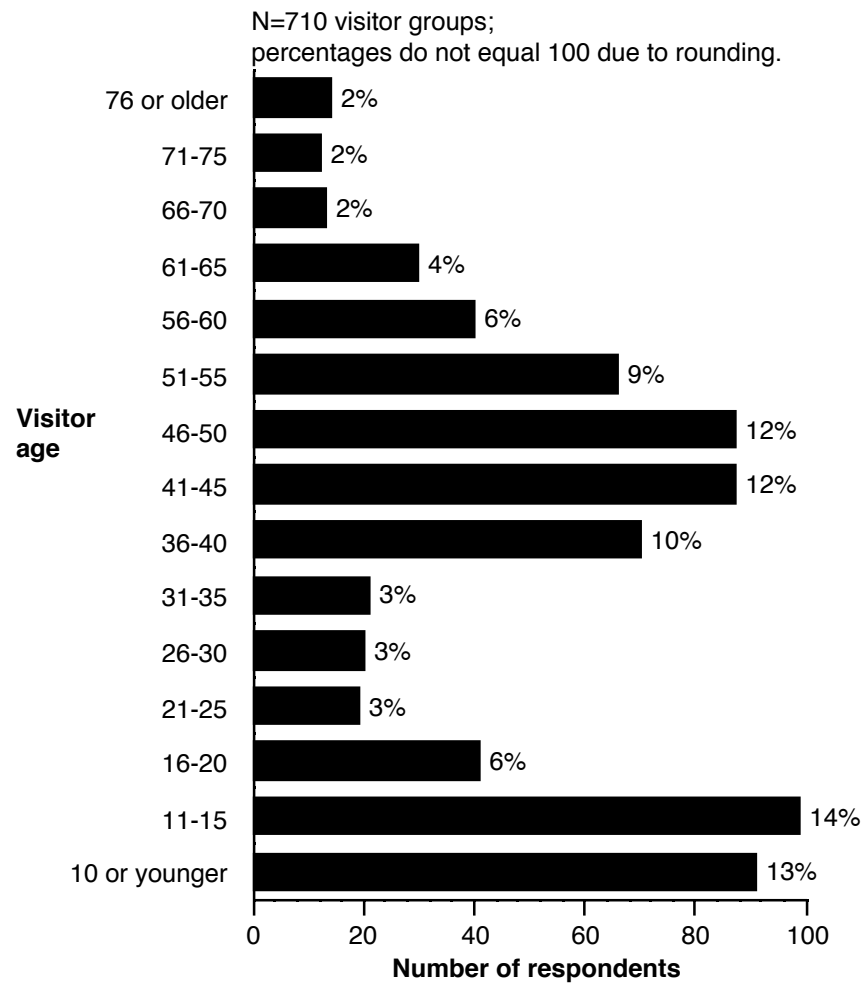


Figure 114: Visitor ages

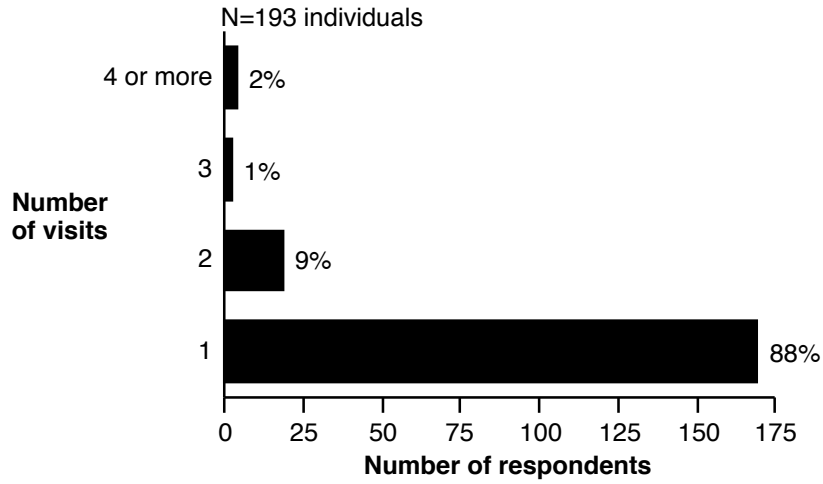


Figure 115: Number of times Gettysburg NMP visitors have been to Eisenhower NHS

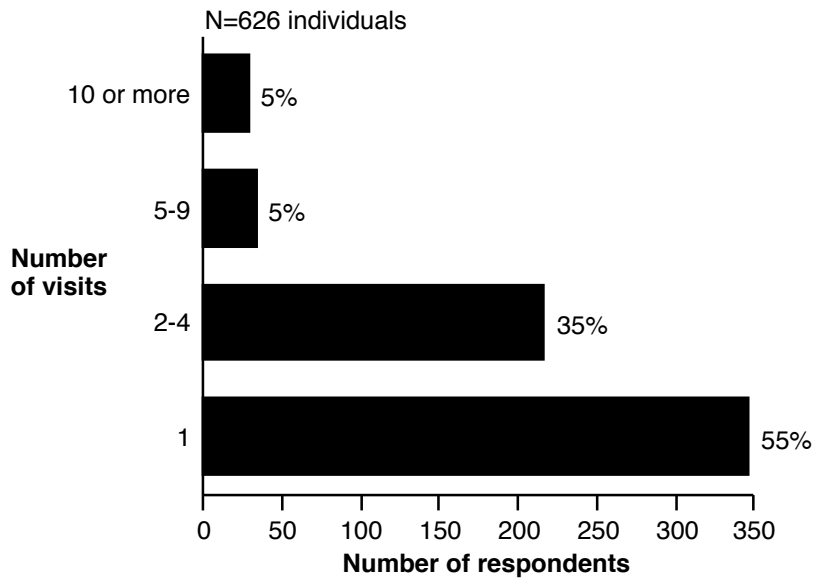
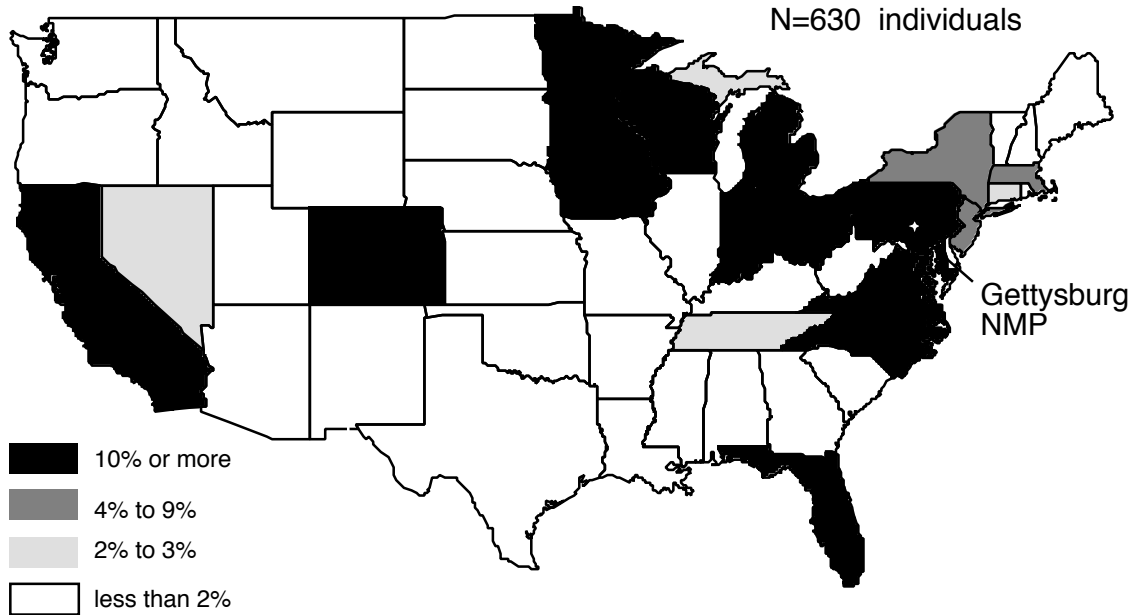


Figure 116: Number of times Gettysburg NMP visitors have been to Gettysburg NMP

Table 12: International visitors by country of residence

N=32 visitors

Country	Number of Individuals	Percent of International visitors	Percent of total visitors
Canada	15	47	2
England	6	19	1
China	4	13	1
Australia	2	6	1
Sweden	2	6	<1
Kazahstan	1	3	<1
Norway	1	3	<1
Senegal	1	3	<1



Map 1: Proportion of United States visitors by state of residence

Table 13: United States visitors by state of residence

N=630 individuals;
percentages do not equal 100 due to rounding.

State	Number of Individuals	Percent of U.S. visitors	Percent of total visitors
Pennsylvania	96	15	15
New York	51	8	8
Ohio	50	8	8
California	31	5	5
North Carolina	31	5	5
New Jersey	29	5	4
Maryland	27	4	4
Indiana	25	4	4
Massachusetts	23	4	3
Wisconsin	21	3	3
Connecticut	20	3	3
Virginia	20	3	3
Florida	19	3	3
Michigan	16	3	2
Minnesota	16	3	2
Tennessee	11	2	2
Colorado	10	2	2
Iowa	10	2	2
Nevada	10	2	2
21 other states and Washington D.C.	114	18	17

**Awareness of
Eisenhower NHS's
existence**

Gettysburg NMP visitors were asked if, prior to their visit to Gettysburg NMP, they were aware that Eisenhower NHS existed. Over one-half (54%) of the visitor groups were not aware of the existence of Eisenhower NHS (see Figure 117). Forty-three percent of visitor groups were aware of Eisenhower NHS's existence and 3% were not sure.

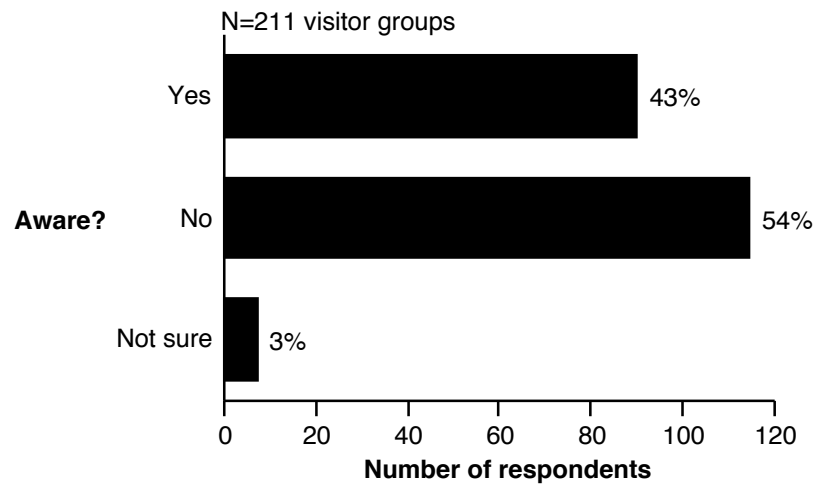


Figure 117: Awareness that Eisenhower NHS existed

Gettysburg NMP visitor groups were asked to list the sources they used to obtain information about Gettysburg NMP prior to their visit. The most common sources of information were travel guides/ tour books (42%), previous visits (37%), and friends/ relatives (29%), as shown in Figure 118. Eight percent of the visitors received no information about Gettysburg NMP prior to their visit. The least used source was telephone/ written inquiries to the parks (2%). "Other" sources of information included scouts, books, motels, welcome center, school and internet.

Sources of information

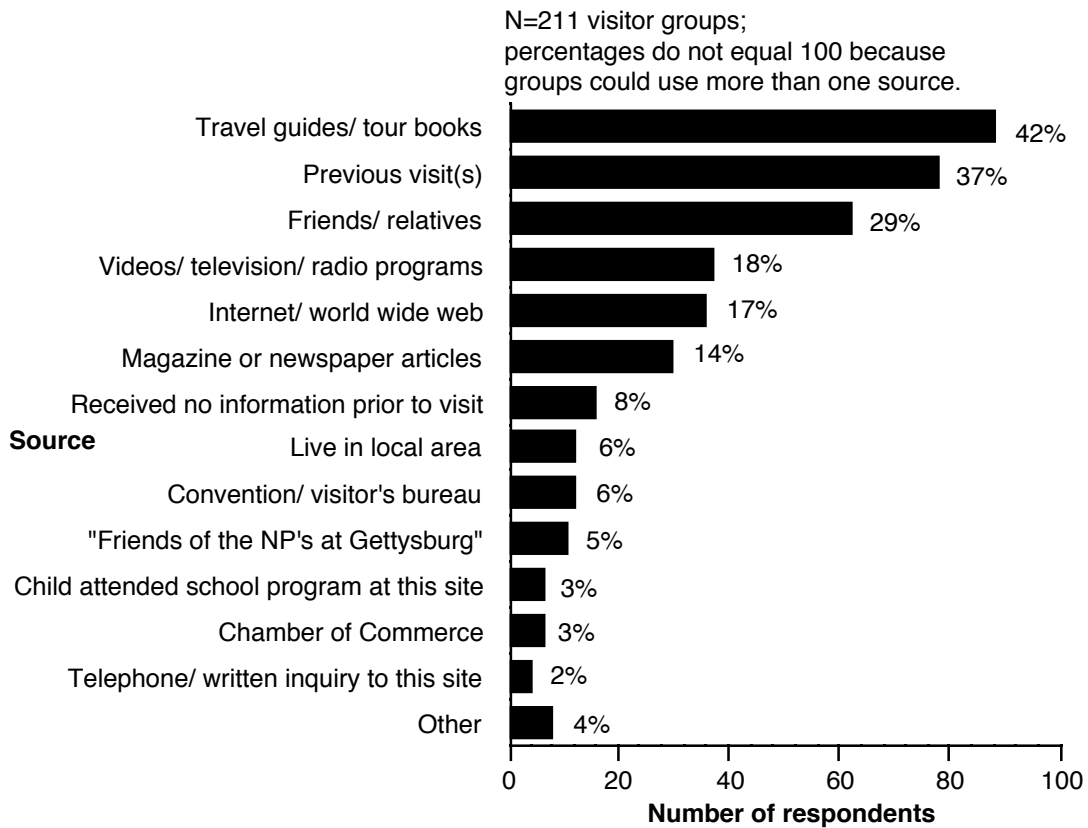


Figure 118: Sources of information about Gettysburg NMP

Deciding to visit Eisenhower NHS

Gettysburg NMP visitors were asked, "Prior to your visit, who in your group made the decision to visit Eisenhower National Historic Site/ Gettysburg National Military Park?" Most often the male head of household (66%) made the decision to visit (see Figure 126). Thirty-one percent of female head of households made the decision to visit. "Other" people who made the decision included child, friend, office or course director, scout leader, and several mentioned that it was a joint decision.

When asked when the decision to visit was made, 39% said "less than one month ago" and 37% said two to six months ago (see Figure 127).

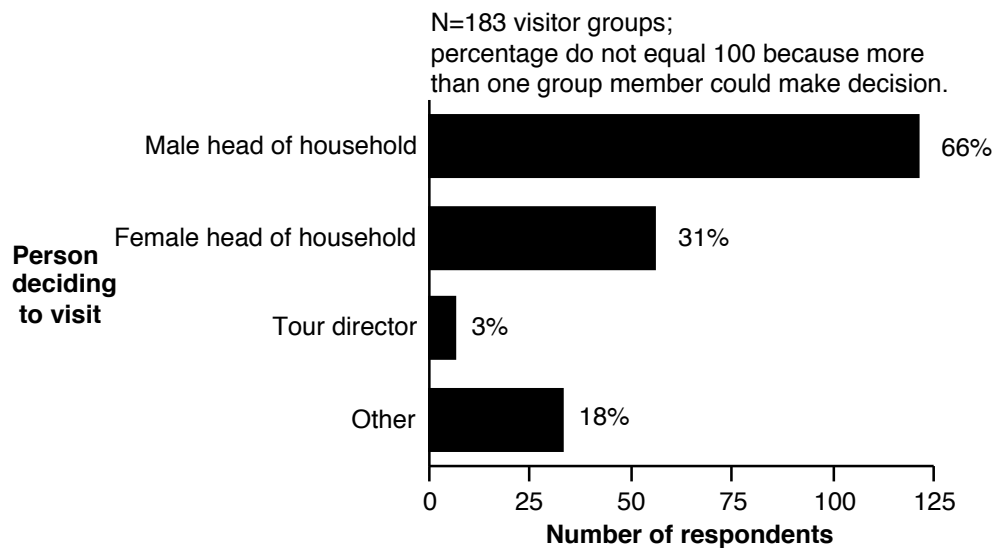


Figure 126: Group member who made the decision to visit Gettysburg NMP

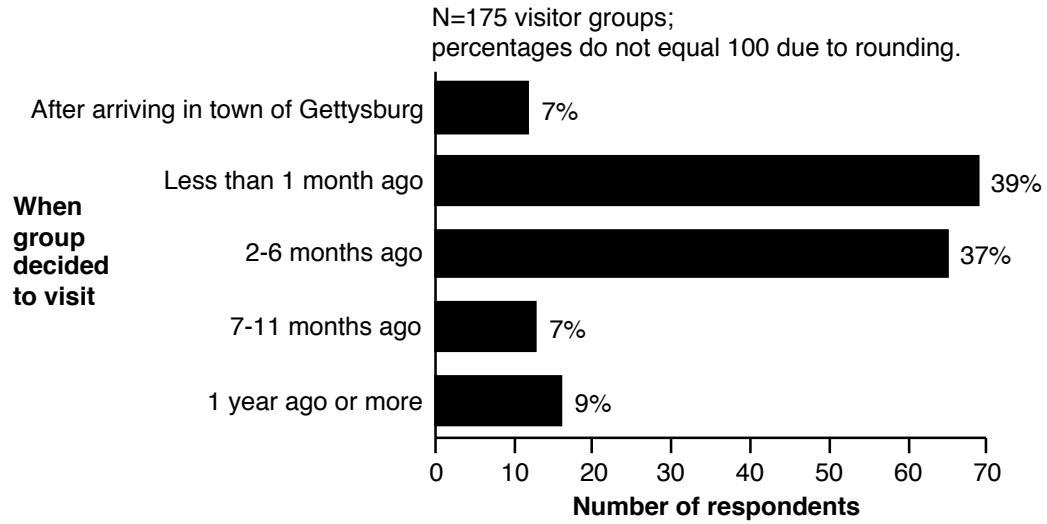


Figure 127: When decision was made to visit Gettysburg NMP

Visiting the parks

When Gettysburg NMP visitors were asked if they would visit either of the parks on a future trip, 54% said they would likely visit Eisenhower NHS (see Figure 119). Forty-six percent would not likely visit Eisenhower NHS in the future. Most visitors (89%) said they would likely visit Gettysburg NMP again (see Figure 120).

Gettysburg NMP visitors were asked, "In deciding whether or not to visit Eisenhower NHS, did you and your group have any difficulty in figuring out how to visit it?" Most Gettysburg NMP visitors (91%) responded that they did not have difficulty figuring out how to visit Eisenhower NHS (see Figure 120). Of the 9% of visitor groups who did have difficulty finding out how to visit Eisenhower NHS, their reasons included lack of time, not knowing anything about the site, not wanting to wait for a shuttle bus, and lack of money.

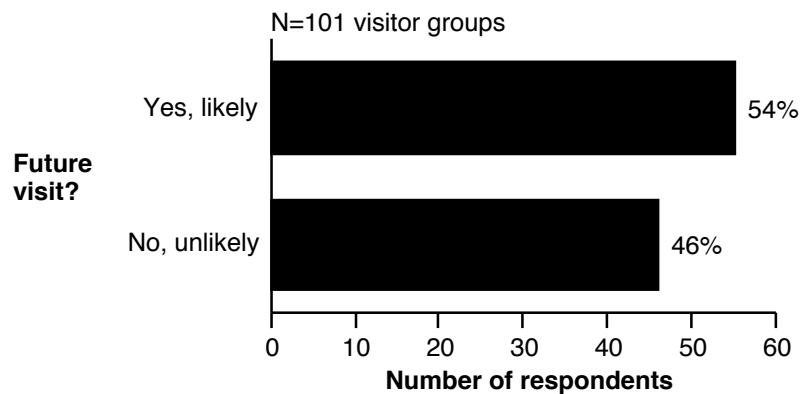


Figure 119: Plan future visit to Eisenhower NHS

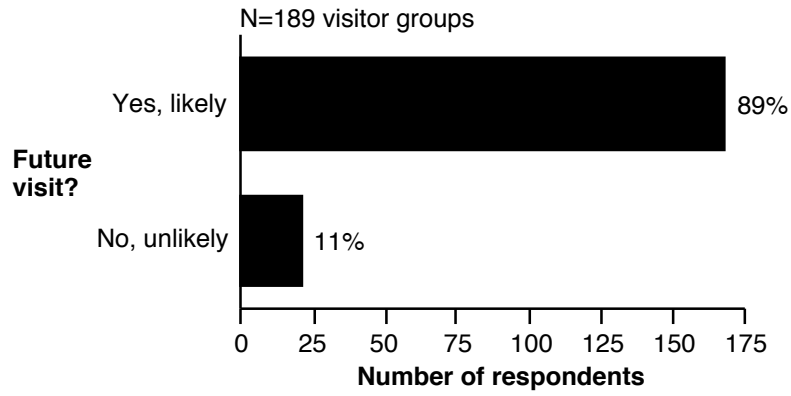


Figure 120: Plan future visit to Gettysburg NMP

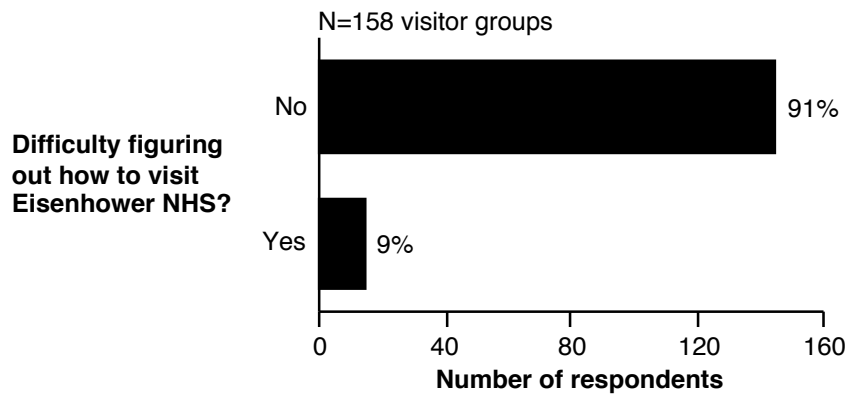


Figure 121: Difficulty in figuring out how to visit Eisenhower NHS

Length of visit

Visitor groups were asked how much time they spent at Gettysburg NMP. Most of the visitor groups (83%) spent less than one day at the park (see Figure 122). Of the groups that spent less than a day at the park, 24% spent eight hours or more, while 30% spent three or four hours (see Figure 123).

In the Gettysburg area (within a 20-minute drive of the town of Gettysburg), 48% of visitor groups spent less than one day (see Figure 124). Another 43% of visitors spent two to four days. Of those spending less than one day in the Gettysburg area, equal proportions of visitors (25%) spent one hour or 8 hours or more.

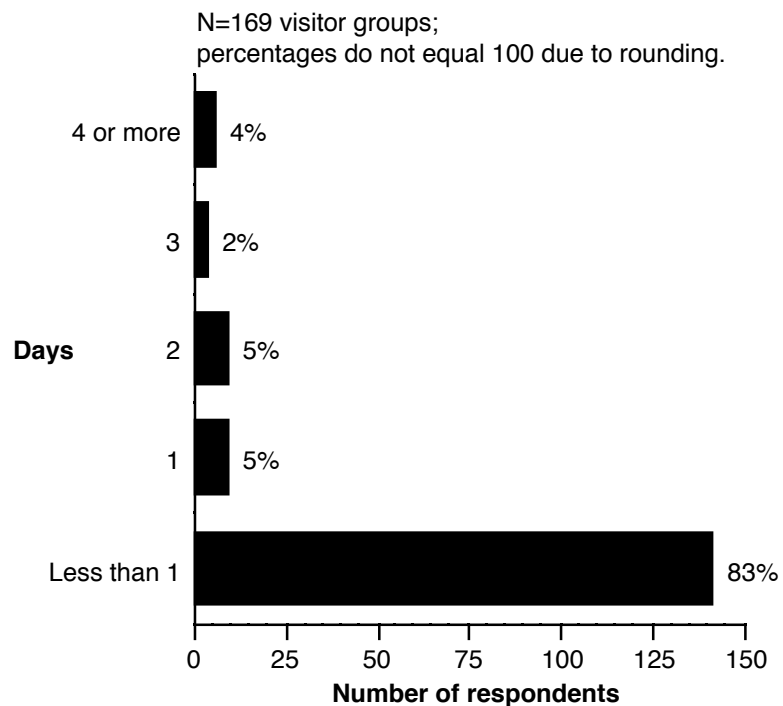


Figure 122: Number of days spent at Gettysburg NMP

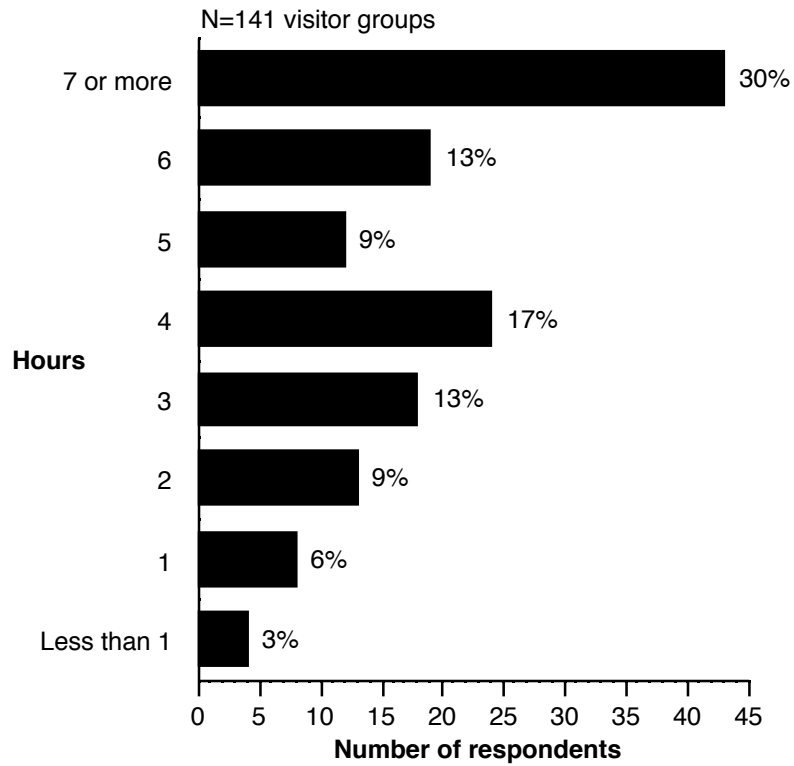


Figure 123: Number of hours spent at Gettysburg NMP

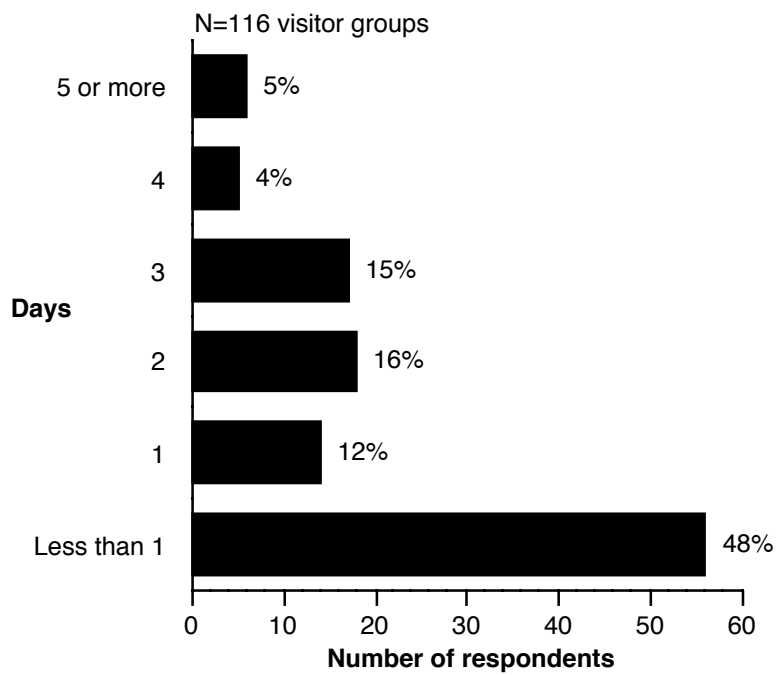


Figure 124: Number of days spent at Gettysburg area

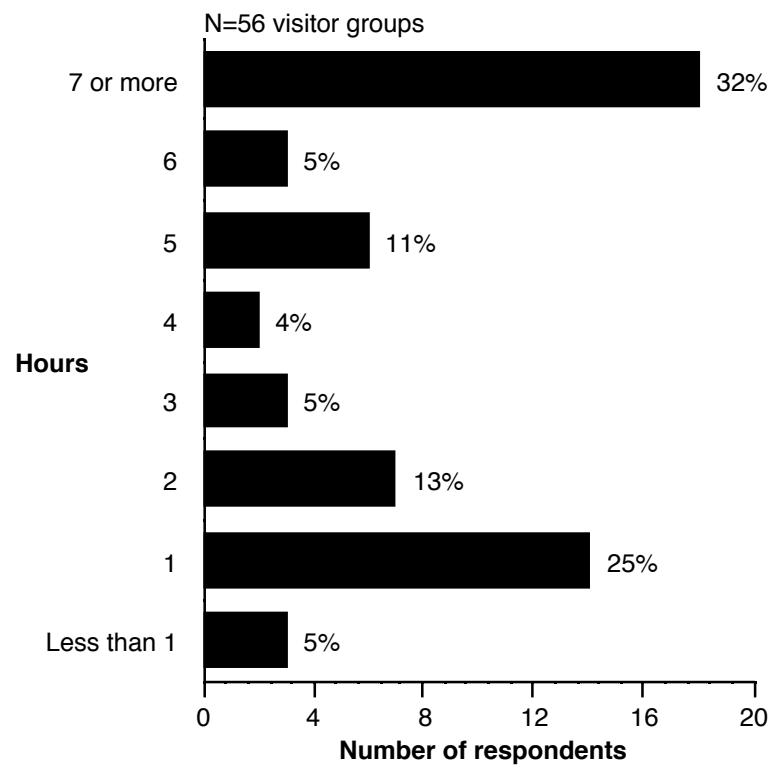


Figure 125: Number of hours spent at Gettysburg area

Gettysburg NMP visitors were asked their reasons for not visiting Eisenhower NHS. "Lack of time" was the most often listed reason (74%). Also listed were "lack of interest" (27%) and the fact that visitors "didn't know Eisenhower NHS was here" (24%). "Other" reasons included having already visited the site, being more focused on the Civil War, children were not interested, price, lack of time/ money, and the weather.

Reasons for not visiting Eisenhower NHS

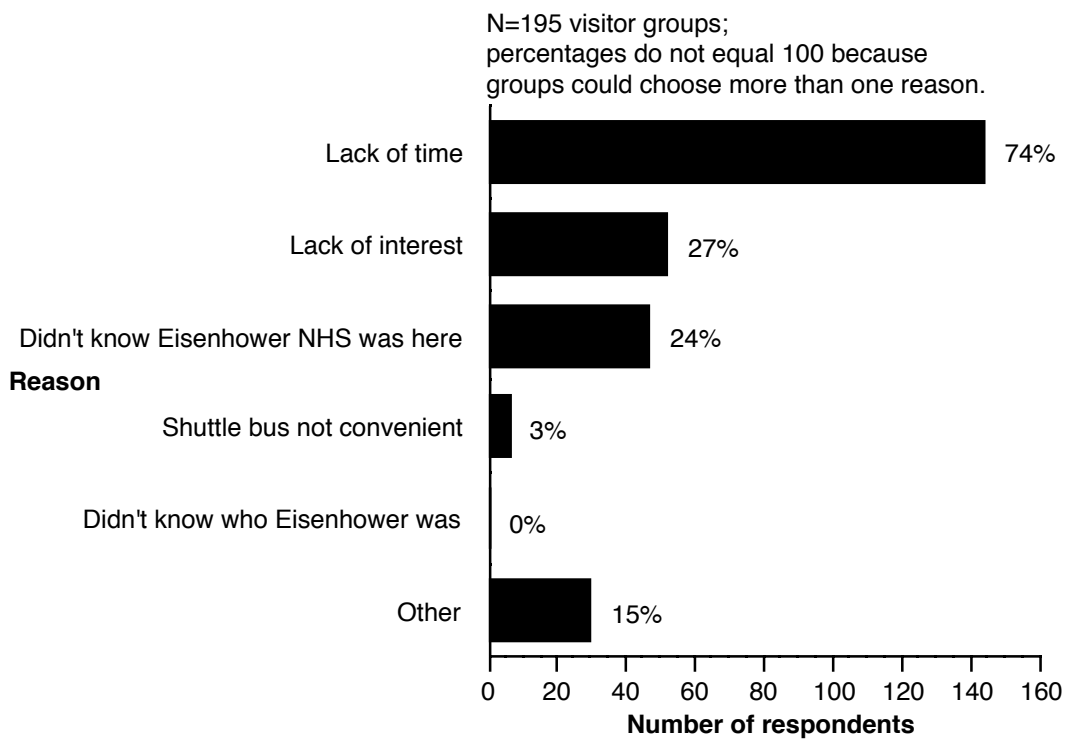


Figure 128: Reasons for not visiting Eisenhower NHS

**Primary reason
for visiting the
Gettysburg area**

Visitors were asked to indicate their primary reason for visiting the Gettysburg area on this trip. Figure 129 shows that the primary reason was to visit Gettysburg NMP for 85% of visitor groups, while 7% indicated they were visiting for business or other reasons.

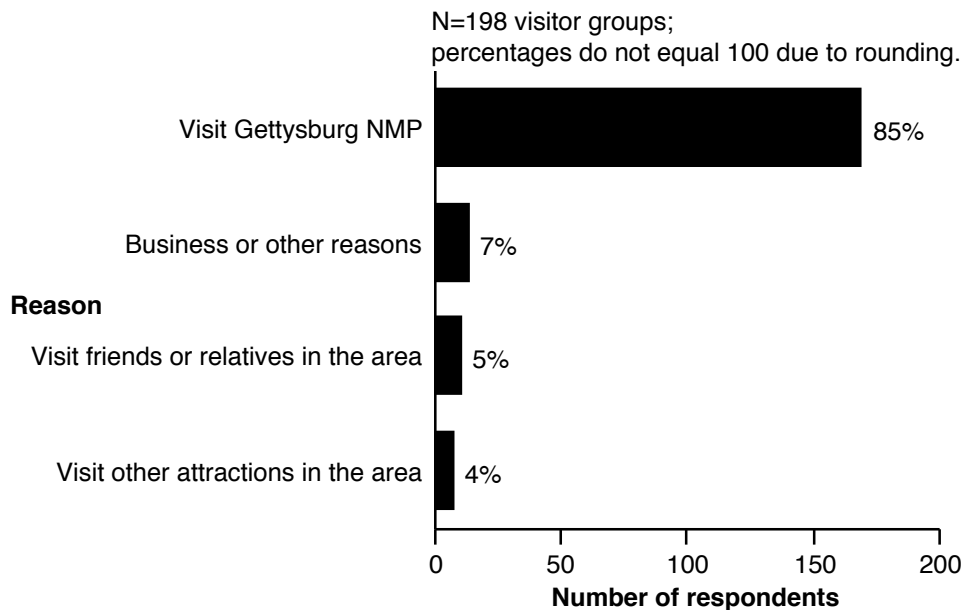


Figure 129: Primary reason for visiting Gettysburg area

Gettysburg NMP visitors were asked if they visited the town of Gettysburg during their visit. Almost three-fourths of the visitor groups (72%) visited the town (see Figure 130).

Sites visited in the town of Gettysburg

If visitors visited the town of Gettysburg, they were asked what places they visited. The most often visited places included shops (77%) and restaurants (75%), as shown in Figure 131. "Other" places included Wax Museum, ghost tours, guided tours, shops and train.

If visitor groups did not visit the town of Gettysburg, they were asked why. Table 14 lists the reasons with "lack of time" being the most frequent response.

Visitors were also asked what activities they would like to do in the town of Gettysburg on a future visit. Table 15 shows their responses. Shopping, visiting historic sites and sightseeing were the most listed activities.

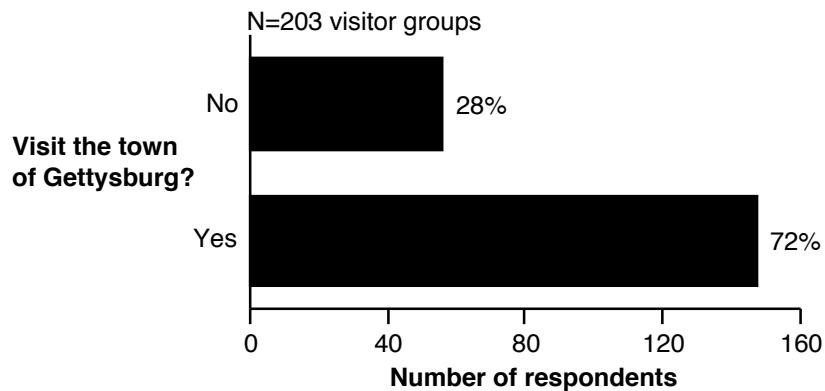


Figure 130: Visit town of Gettysburg

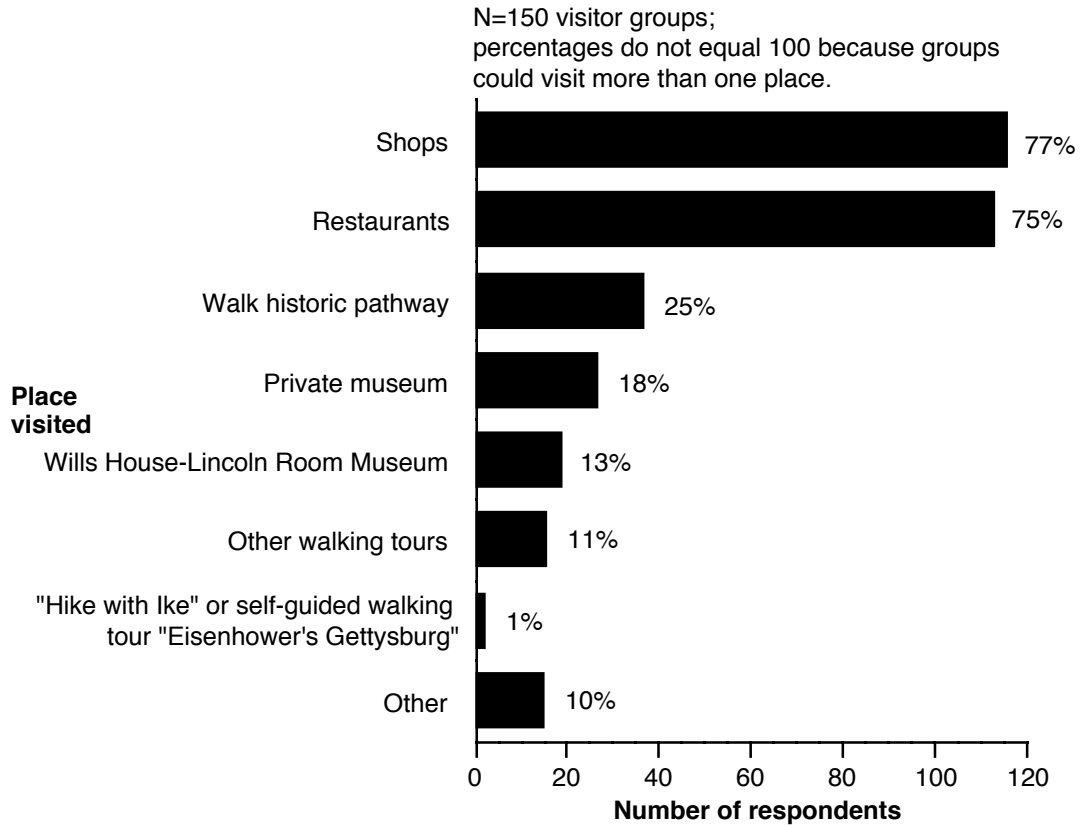


Figure 131: Places visited in the town of Gettysburg

Table 14: Reasons for not visiting the town of Gettysburg

N=63 comments

Comment	Number of times mentioned
Not enough time	48
Came just to see Gettysburg NMP	4
Not interested	2
Rainy weather	2
Tired	2
With guided group	2
Other comments	3

Table 15: Preferred activities in the town of Gettysburg

N=208 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Shopping	28
Visit historic sites	20
Sightsee around town of Gettysburg	19
Dine/ eat at restaurants	17
Walking tour	13
Visit Eisenhower NHS	13
Visit museums	10
Walk historic pathway	9
Visit battlefield	7
Bus tours	8
Guided tours	8
Hike with Ike	8
Ghost tour	5
Re-visit Gettysburg NMP	5
Visit cemetery	4
Take guided tours	4
Stay overnight	3
Horseback ride	3
Horseback riding	3
Bicycling	3
Camp	2
Take public bus tour with guide	2
Other comments	14

**Gettysburg NMP
services and
facilities: use,
importance, and
quality**

The most commonly used visitor services and facilities at Gettysburg NMP were the restrooms (89%), visitor center exhibits (86%), directional signs to park (84%), visitor center bookstore (70%) and self-guided auto tour (50%), as shown in Figure 130. The least used service was the Junior Ranger program (5%).

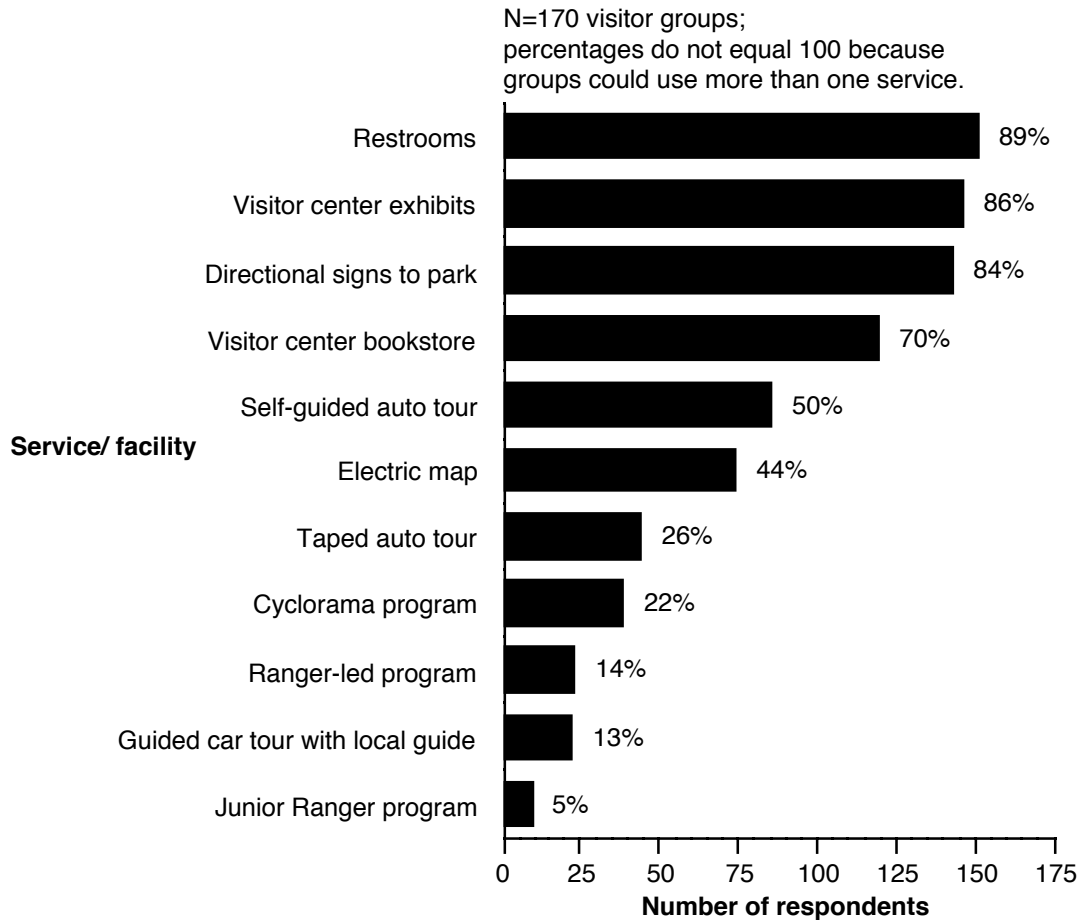


Figure 130: Gettysburg NMP visitor services/ facilities

Visitors rated the importance and quality of each of the visitor services and facilities they used. They used a five-point scale (see boxes below).

IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service. Figure 131 and 132 shows the average importance and quality ratings for each of the services and facilities. All received above average ratings for importance and quality. NOTE: Some services, including guided car tour with local guide, Junior Ranger program and ranger-led programs were not rated by enough visitors to provide reliable information.

Figures 133-143 show the importance ratings that were provided by visitor groups for each of the individual services and facilities. Those services receiving the highest proportion of “extremely important” or “very important” ratings included restrooms (91%), self-guided auto tour (88%) and directional signs to park (85%). The highest proportion of “not important” ratings was for the Cyclorama program (5%).

Figures 144-154 show the quality ratings that were provided by visitor groups for each of the individual services and facilities. Those services receiving the highest proportion of “very good” or “good” ratings included visitor center exhibits (91%), self-guided auto tour (85%) and taped auto tours (85%). The highest proportion of “very poor” ratings was for restrooms (7%).

Figure 155 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

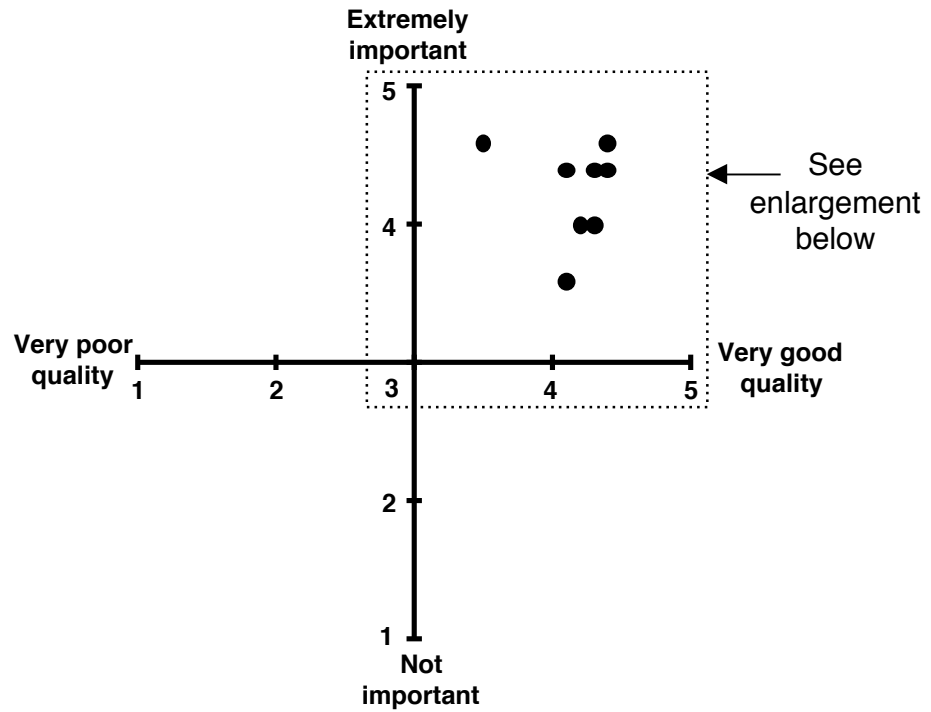


Figure 131: Average rating of Gettysburg visitor services and facilities importance and quality

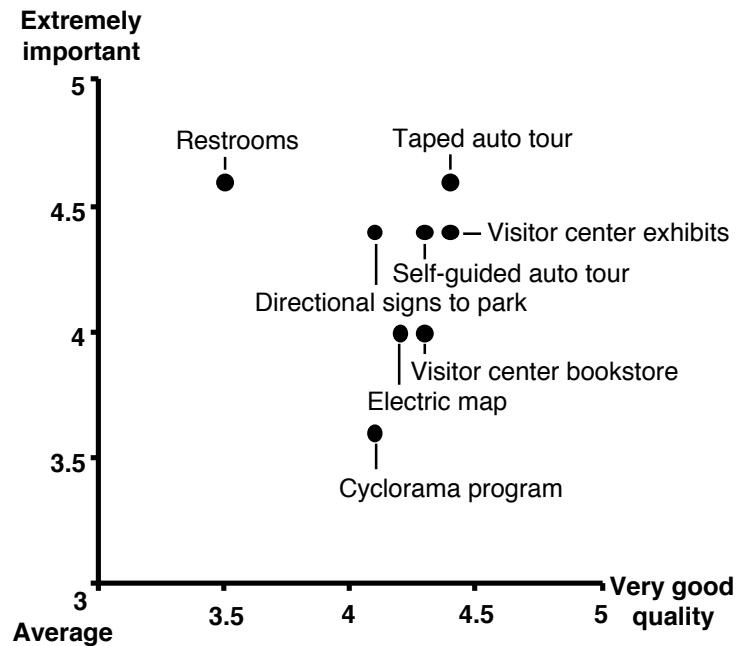


Figure 132: Detail of Figure 131

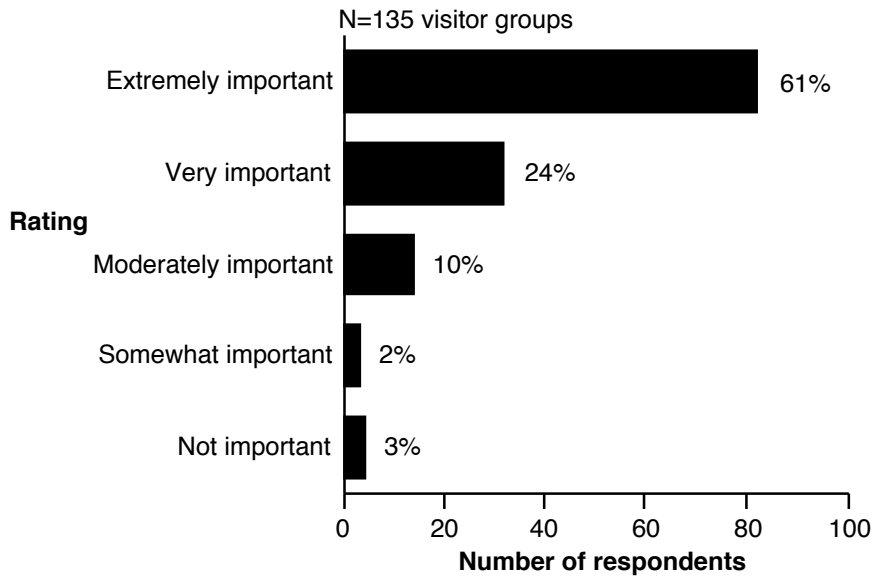


Figure 133: Importance of directional signs to park

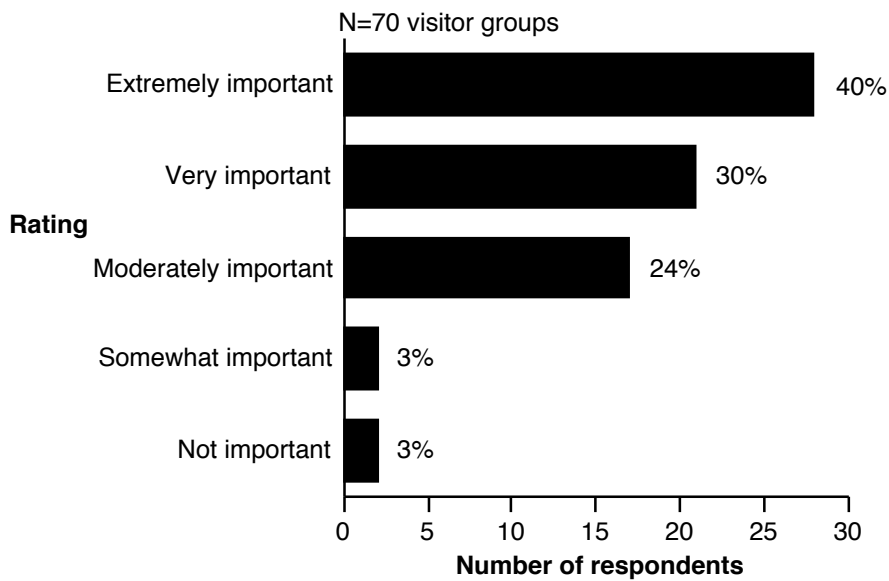


Figure 134: Importance of electric map

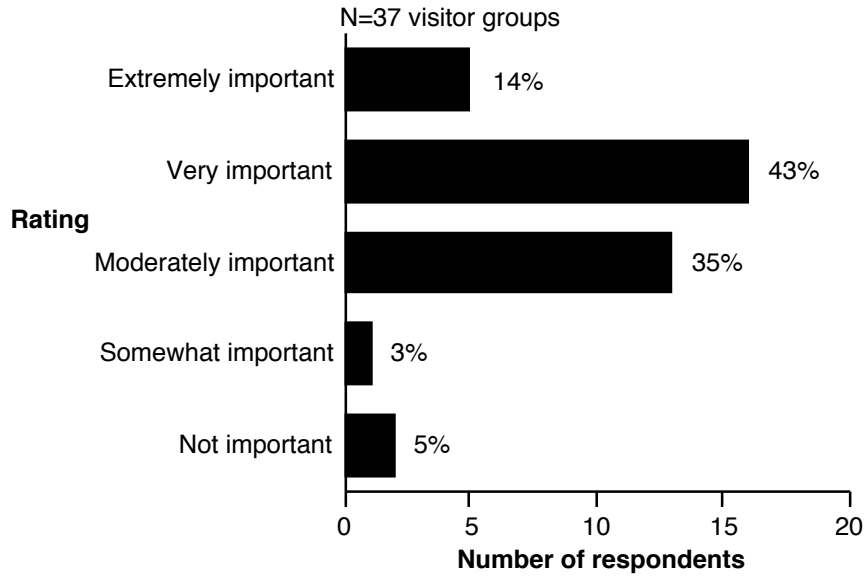


Figure 135: Importance of Cyclorama program

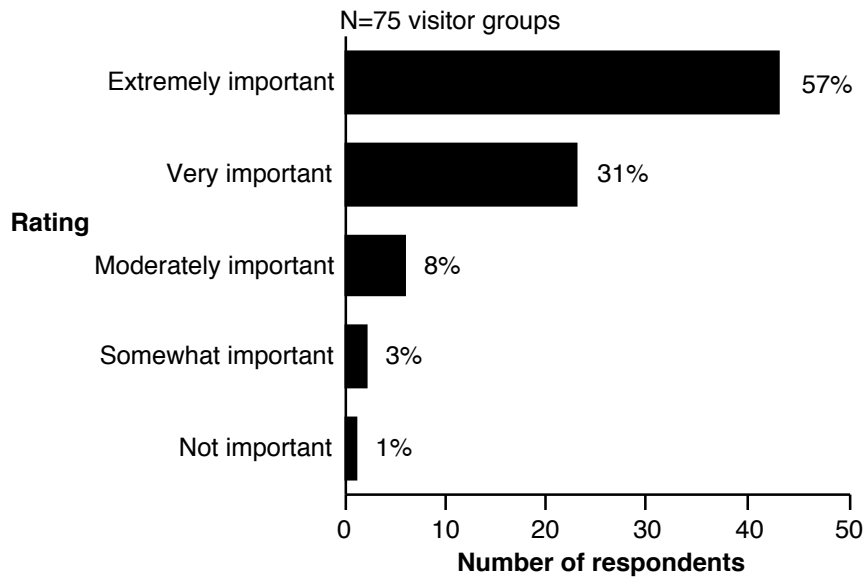


Figure 136: Importance of self-guided auto tour

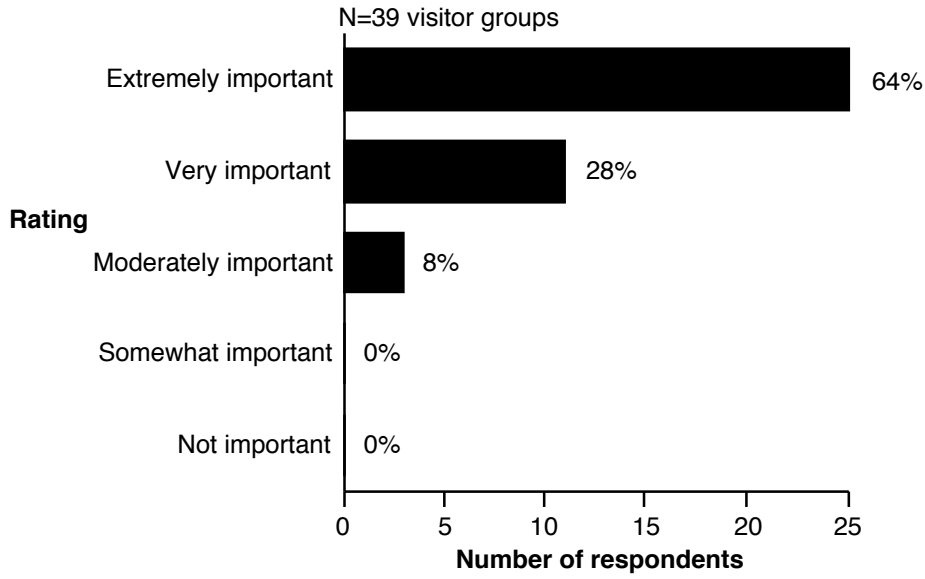


Figure 137: Importance of taped auto tour

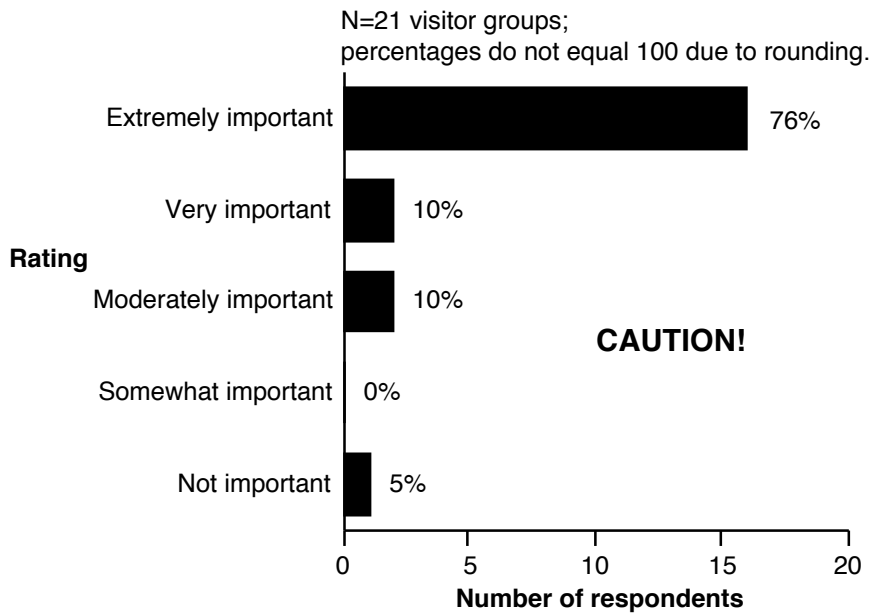


Figure 138: Importance of guided car tour with local guide

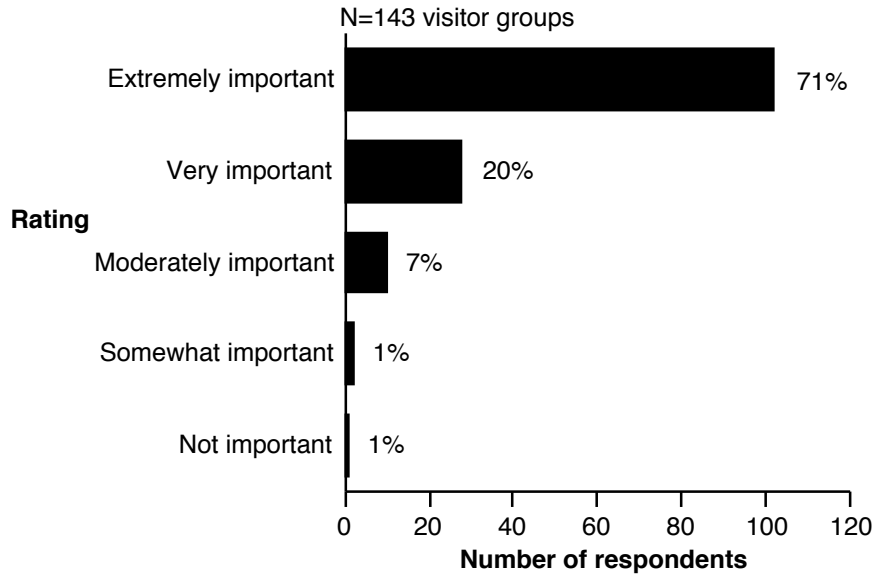


Figure 139: Importance of restrooms

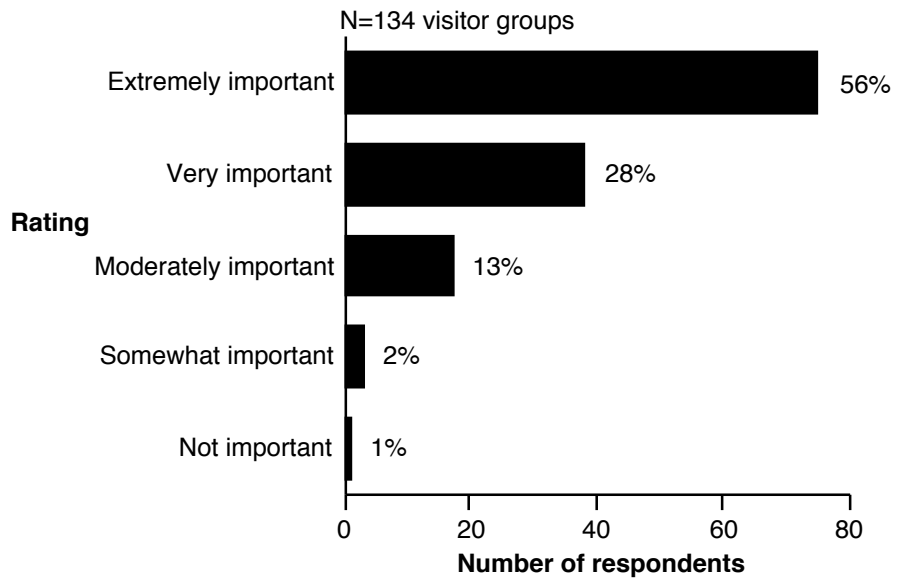


Figure 140: Importance of visitor center exhibits

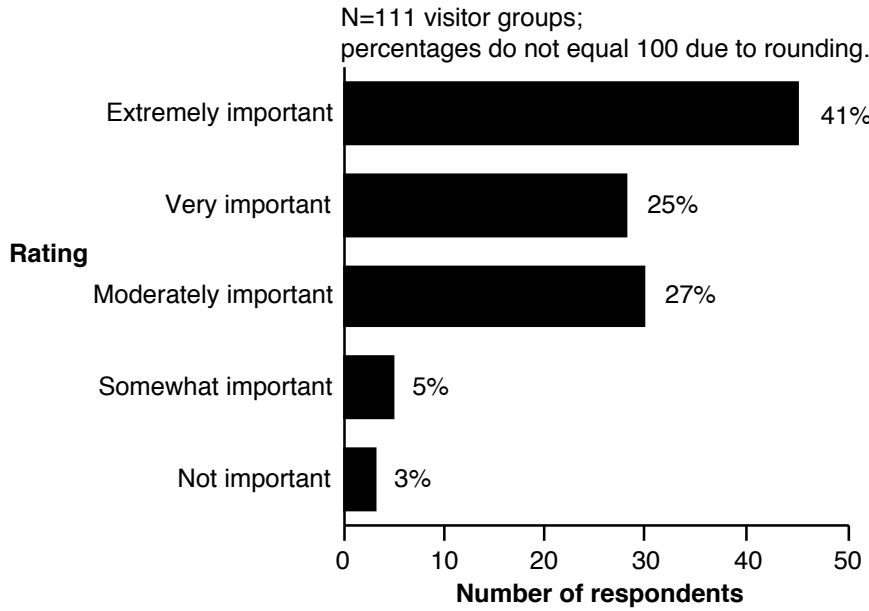


Figure 141: Importance of visitor center bookstore

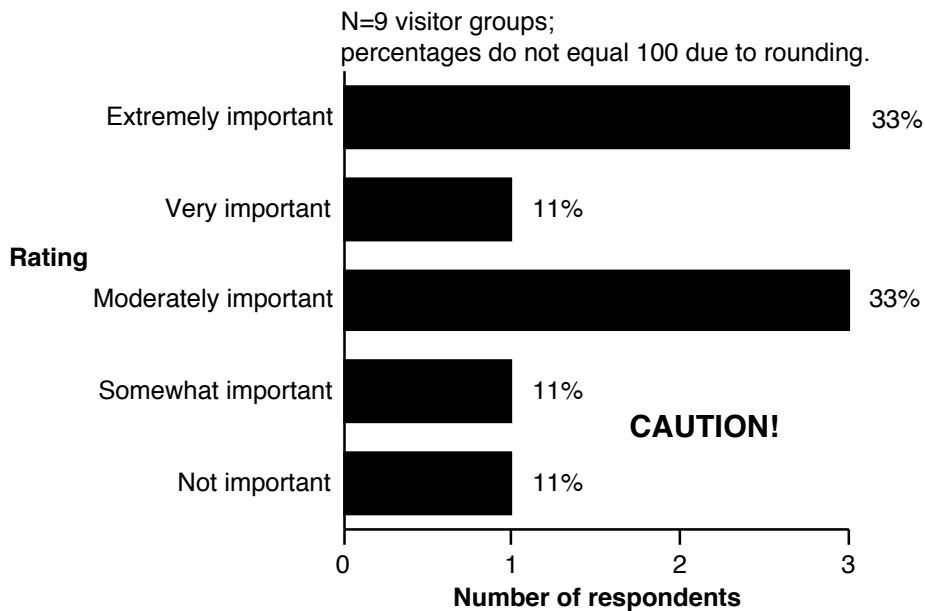


Figure 142: Importance of Junior Ranger program

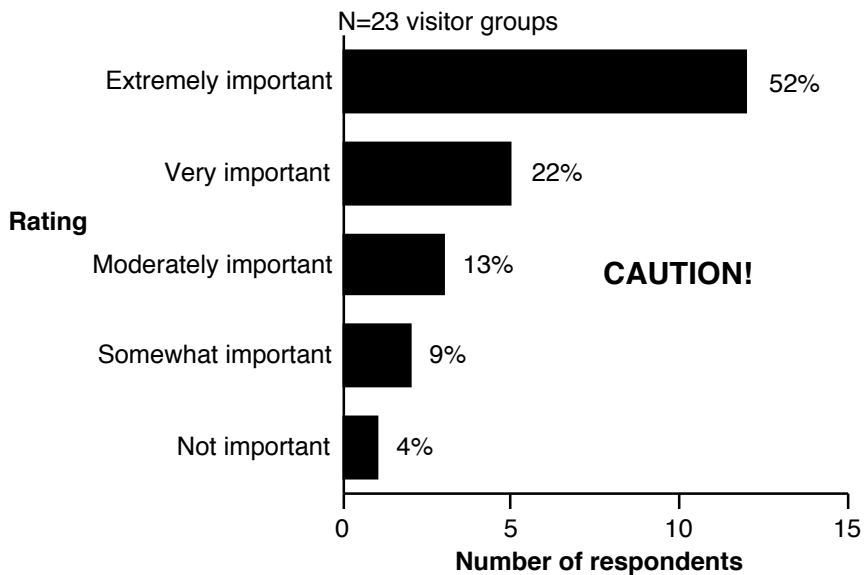


Figure 143: Importance of ranger-led program

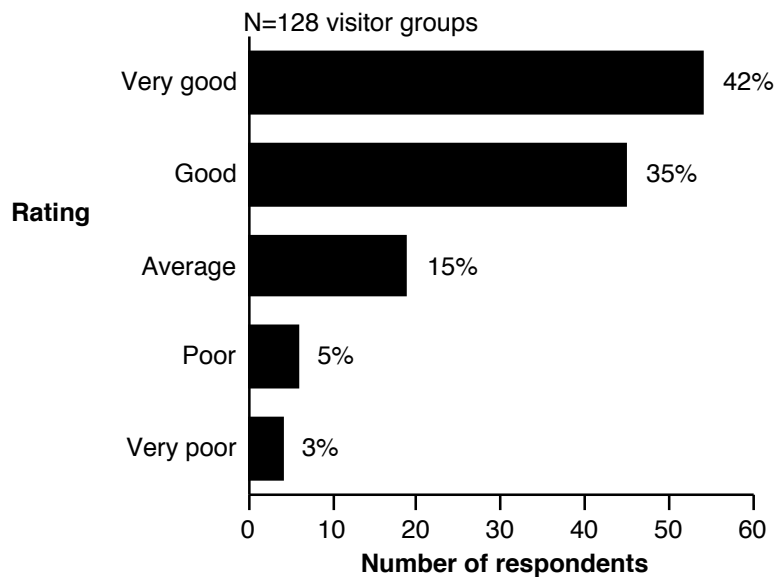


Figure 144: Quality of directional signs to park

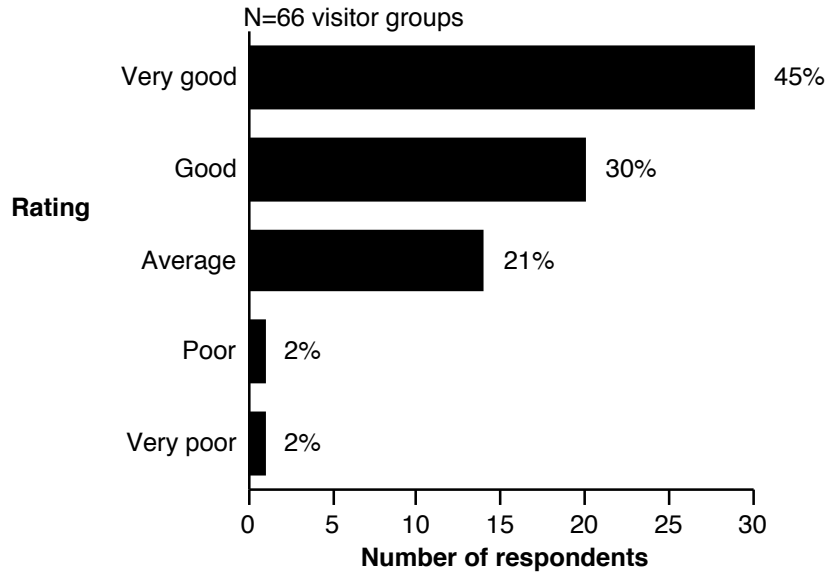


Figure 145: Quality of electric map

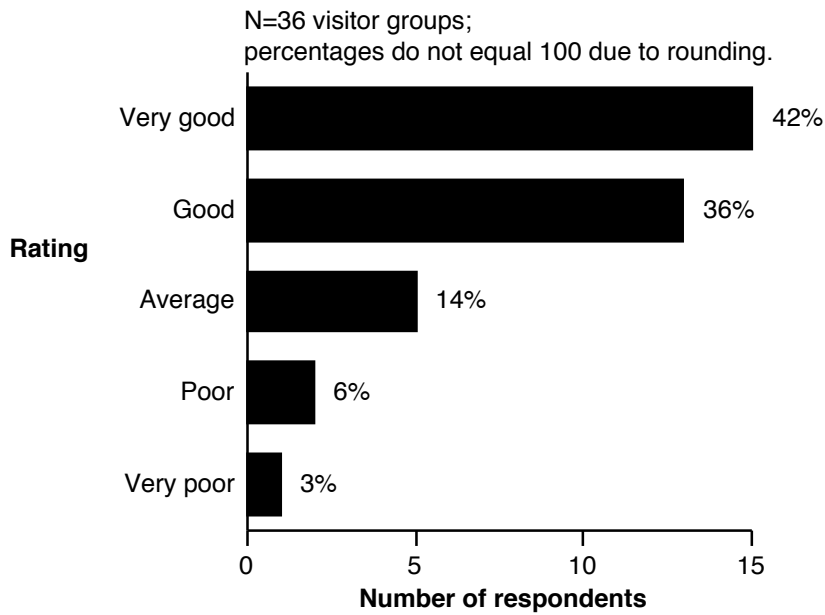


Figure 146: Quality of Cyclorama program

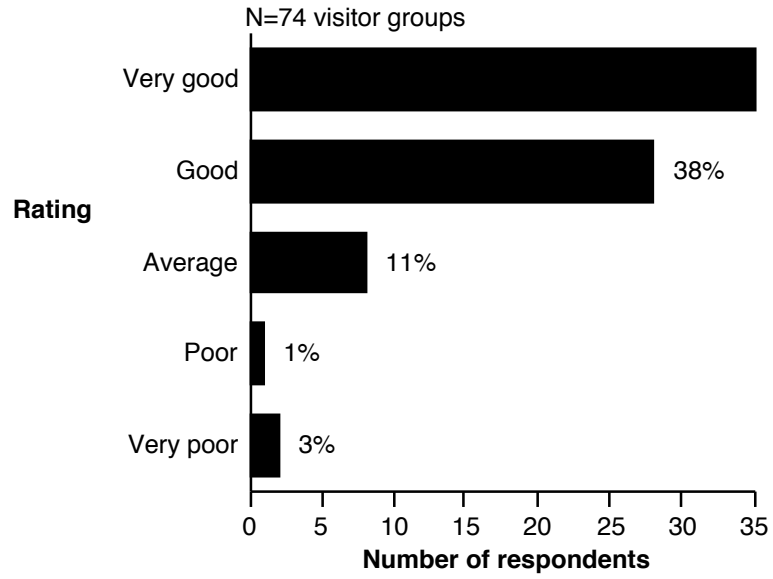


Figure 147: Quality of self-guided auto tour

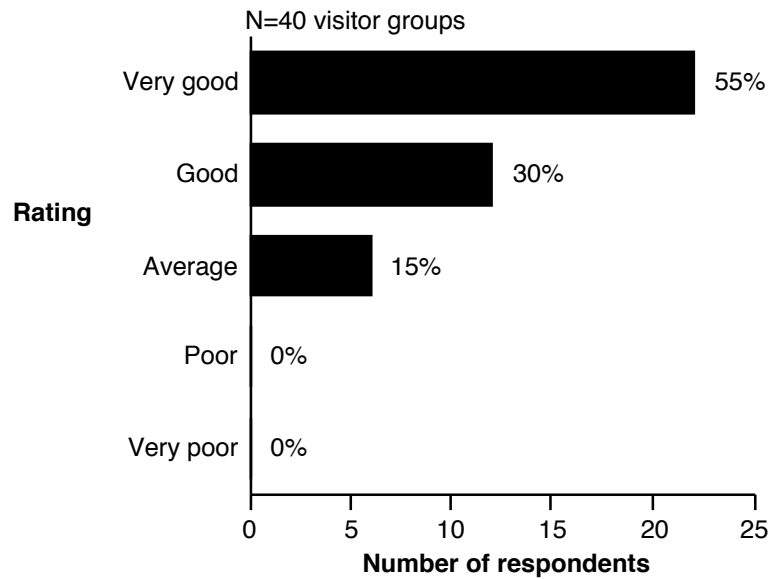


Figure 148: Quality of taped auto tour

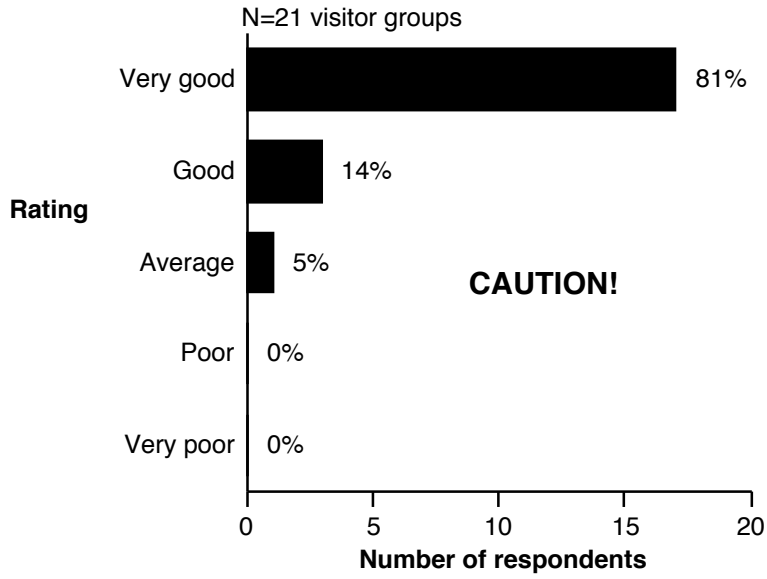


Figure 149: Quality of guided car tour with local guide

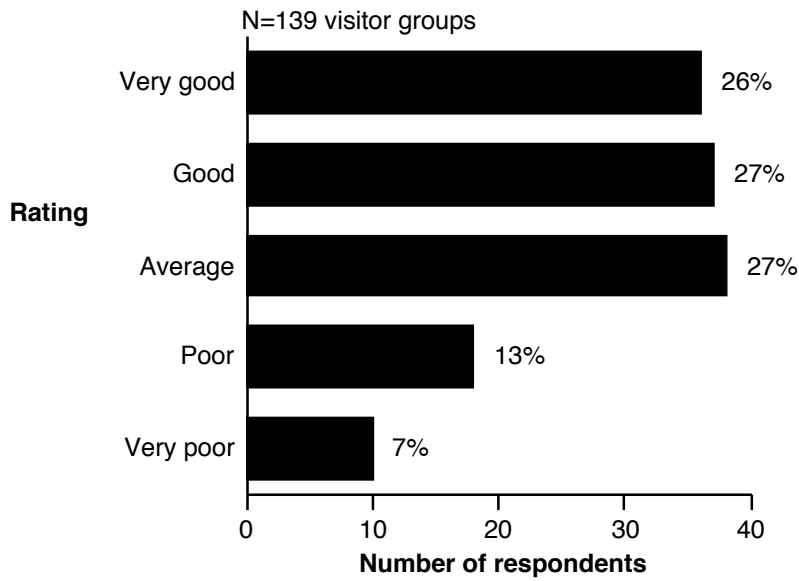


Figure 150: Quality of restrooms

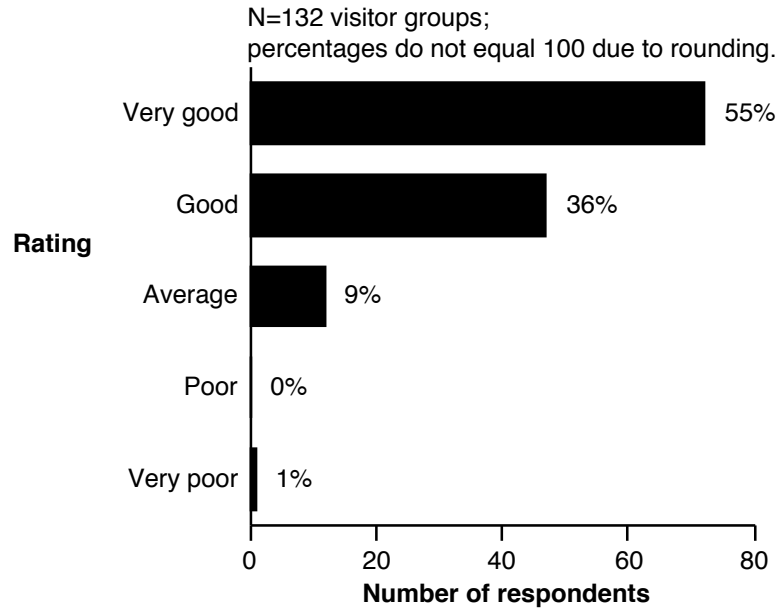


Figure 151: Quality of visitor center exhibits

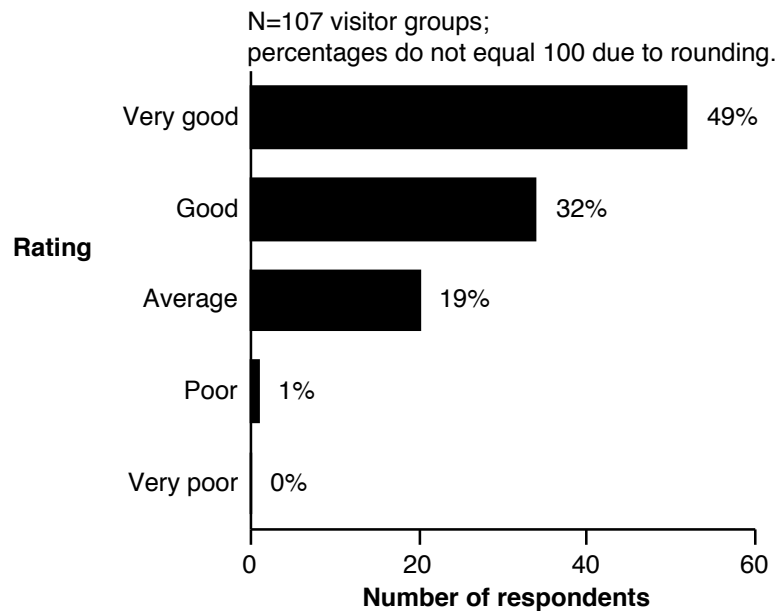


Figure 152: Quality of visitor center bookstore

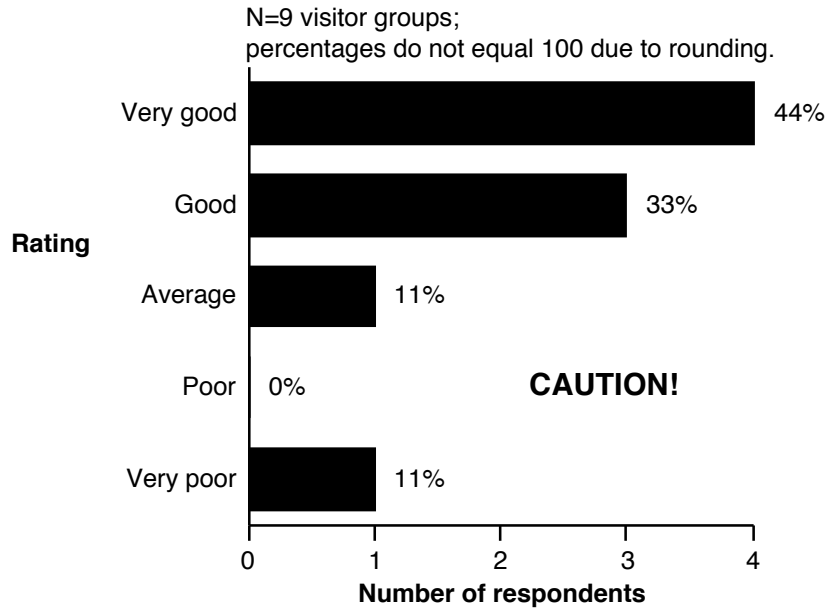


Figure 153: Quality of Junior Ranger program

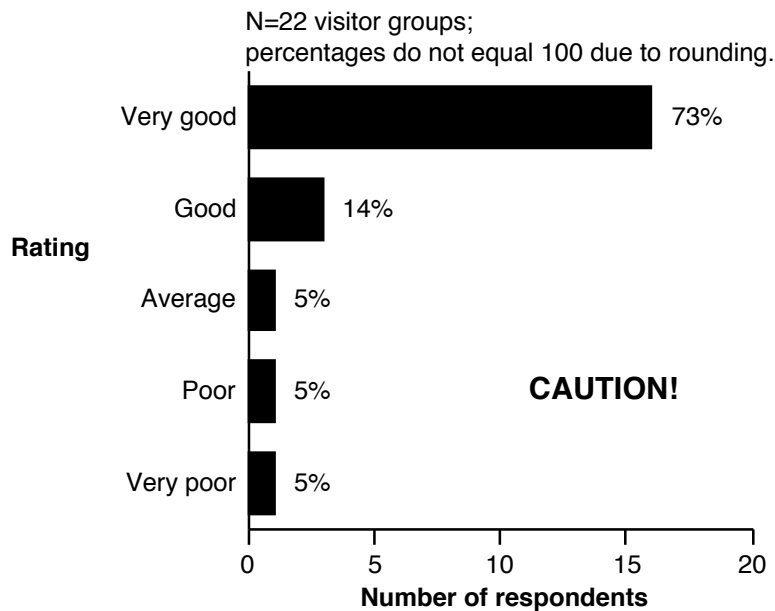


Figure 154: Quality of ranger-led program

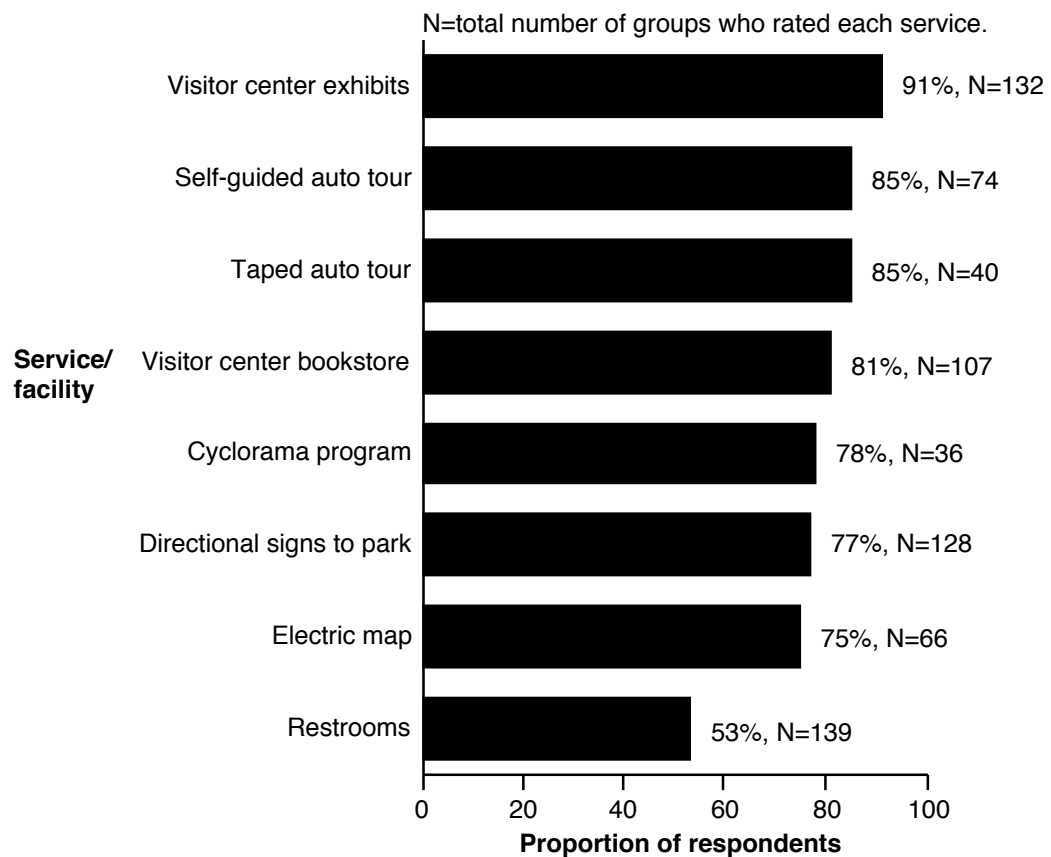


Figure 155: Combined proportions of “very good” or “good” quality ratings for Gettysburg NMP visitor services and facilities

Eisenhower NHS Additional Analysis VSP Report 122

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

Eisenhower NHS visitors

- | | | |
|--|--|---|
| • Aware of Eisenhower NHS existence | • Primary reason for visiting EISE | • Total expenditures in & outside parks |
| • Sources of information EISE | • Difficulty in visiting EISE | • Total expenditures inside parks |
| • Sources of information GETT | • Visit town of Gettysburg | • Expenditures: admissions inside parks |
| • Who decided to visit EISE | • Places visited in town of Gettysburg | • Expenditures: other inside parks |
| • Who decided to visit GETT | • Group type | • Total expenditures outside parks |
| • When was visit decided EISE | • Group size | • Hotel/ motel expenditures outside parks |
| • When was visit decided GETT | • Age | • Camping expenditures outside park |
| • Primary reason for visiting | • U.S. zip code | • Restaurant expenditures outside parks |
| • Forms of transport used to arrive | • Country of residence | • Groceries expenditures outside parks |
| • Overnight stay away from home | • Number of visits to EISE | • Gas expenditures outside parks |
| • Number of nights in Gettysburg area | • Number of visits to GETT | • Other transport expenditures outside parks |
| • Type of lodging used | • Education level | • Admissions expenditures outside parks |
| • Number of entries into EISE this visit | • Use of visitor services/ facilities at EISE | • "Other" expenditures outside parks |
| • Number of entries into GETT this visit | • Importance of visitor services/ facilities at EISE | • Number of adults expenses cover |
| • Time spent at EISE | • Quality of visitor services/ facilities at EISE | • Number of children expenses cover |
| • Time spent at GETT | • Use of visitor services/ facilities at GETT | • Appropriateness of EISE children's fee |
| • Time spent in Gettysburg area | • Importance of visitor services/ facilities at GETT | • Appropriateness of EISE teenager's fee |
| • Park visits EISE | • Quality of visitor services/ facilities at GETT | • Appropriateness of EISE adult fee |
| • Future visits EISE | • Topics about Eisenhower learned | • Appropriateness of EISE park passholder fee |

Eisenhower NHS visitors (continued)

- Park visits GETT
- Future visits GETT
- Future topics about Eisenhower preferred
- Overall quality

Gettysburg NMP (non-Eisenhower NHS) visitors

- Aware of Eisenhower NHS existence
- Sources of information GETT
- Plan future visit to EISE
- Plan future visit to GETT
- Difficulty figuring how to visit EISE
- Number of hours at GETT
- Number of days at GETT
- Number of hours in Gettysburg area
- Number of days in Gettysburg area
- Future visits GETT
- Future visits EISE
- Difficulty in visiting EISE
- Reasons for not visiting EISE
- Number of entries into GETT this visit
- Visit town of Gettysburg
- Places visited in town of Gettysburg
- Group type
- Group size
- Age
- U.S. zip code
- Country of residence
- Number of visits to GETT
- Education level
- Use of visitor services/ facilities at GETT
- Importance of visitor services/ facilities at GETT
- Quality of visitor services/ facilities at GETT

Database

The VSP database is currently under development, but requests can be handled by calling the VSP.

Phone/send requests to:

**Visitor Services Project, CPSU
College of Natural Resources
P.O. Box 441133
University of Idaho
Moscow, Idaho 83844-1133**

Phone: 208-885-7863

FAX: 208-885-4261

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades National Park/ Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park (summer)
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/ Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area (summer)
- 108. Acadia National Park (summer)

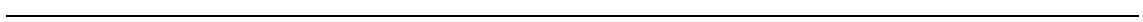
1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tours and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site

For more information about the Visitor Services Project, please contact the
University of Idaho Cooperative Park Studies Unit: phone (208) 885-7863



NPS D-67

June 2001



Printed on recycled paper

Eisenhower National Historic Site

Visitor Study

Summer 2000

Appendix

Margaret Littlejohn

Chad Van Ormer

Visitor Services Project Report

June 2001

This volume contains a summary of visitors' comments for Questions 22,23, 24 and 25.
The summary is followed by visitors' unedited comments.

Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. Chad Van Ormer was a graduate assistant with the Visitor Services Project. We thank the staff and volunteers of Eisenhower NHS for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

What visitors liked most

N=390 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly, helpful, knowledgeable staff	30
INTERPRETIVE SERVICES	
Home tour	67
Insight into personal side of president	36
Information provided by rangers/guides	8
Preservation of 50's memorabilia	7
Secret Service badge program	6
Informative	4
Learning about Eisenhower history	4
Seeing personal items belonging to Eisenhowers	3
Guided tour	3
Gift shop/ museum	2
Self-guided tour	2
Ranger talks	2
Stories about hosting dignitaries	2
Photos	2
Meeting Eisenhower's personal physician	2
Learning about Eisenhower's love of farming	2
Other comments	2
FACILITIES/ MAINTENANCE	
Well maintained site	8
Shuttle service	2
House restoration	2
RESOURCE MANAGEMENT	
Eisenhower home	65
Grounds	21
Barn	18
House furnishings	9
Flower/ rose gardens	5
Home interior	5
Putting green	2
Other comments	6
GENERAL IMPRESSIONS	
Opportunity to freely tour the site	17
Everything	15
Scenery/ the setting	13
Peace/ tranquility/ quiet	7
Beauty of site	4
Not too commercialized	2
Other comments	5

What visitors liked least

N=244 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Unfriendly guide	7
Shuttle bus driver had music too loud	6
Wanted more time with tour guide	6
Lack of guides on site	5
Guides	5
Guides lacked information	5
Secret service agent and guides disappointing	3
Difficult to hear guide	3
Ranger talk too long	2
Guide talk too scripted	2
No secret service agent	2
Other comments	2
INTERPRETATION	
Home tour was poor	6
Rooms unavailable to be toured	6
No narration provided on shuttle bus	4
Lack of historical information	3
Lack of displayed memorabilia/ World War II medals	3
Provide more specific information about Eisenhower	3
Small selection at bookstore	3
Children did not like exhibits	2
Self-guided tour	2
Lack of interpretive information/ signs	2
Museum	2
Boring-farm should be more active	2
Unable to see exhibits in big barn	2
Other comments	7
FACILITIES/ MAINTENANCE	
Needs painting/ appeared run down	3
Difficult to get around site in wheelchair	3
Carpet should be covered on rainy day	2
Lack of parking	2
Refurbishing of site	2
No place to sit	2
Restrooms	2
Lack of restrooms/ baby changing facilities	2
Dark--closed blinds in house	2
Other comments	5
POLICY	
Prices too high	2
No photography allowed in house	2

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Barn	16
No animals on site	2
Other comment	1
GENERAL IMPRESSIONS	
Nothing	50
Weather	17
Too far to walk to all sites on farm	10
Riding shuttle bus	7
Lack of time	6
Lack of refreshments on site	2
Questionnaire	2
Other comments	7

Planning for the future

N=255 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Have more costumed guides on site	6
Provide better informed guides	6
Provide more rangers/ guides on site	5
Other comments	2
INTERPRETATION	
Provide extended tours outside of home	11
More information about farm equipment and techniques	7
Develop video of Eisenhower's life	7
Provide guided tour of whole house	7
Display vehicles in a more open space	6
Provide full site guided tour	6
Provide guided tours of barn/ farm	5
Open closed areas of house to public	5
Provide more information about history of Eisenhower	5
Provide more information about Eisenhower's life	4
Provide more information about political figures visiting home	3
Develop an introduction video to be shown on shuttle	3
Encourage more question/ answer opportunities	3
Increase promotion of park	3
Provide more children's activities	3
Develop orientation video	3
Focus interpretation on military career	3
Install more interpretive signs	3
Talk about specific events that took place on farm	2
Provide more information about role of Secret Service	2
Provide more personal stories about Eisenhower	2
Develop an audio tour of site	2
Offer more merchandise in the museum/ bookstore	2
Display photos of life on farm	2
Provide more handouts	2
Provide more information about present day Eisenhower family	2
Open guest house to tour	2
Other comments	22

Comment	Number of times mentioned
FACILITIES/ MAINTENANCE	
Develop shuttle/ cart service to various parts of farm	10
Provide maintenance attention to house	6
Construct parking lot	5
Open blinds in house	3
Provide more places to sit	3
Construct bigger visitor center	3
Repaint rooms in house	2
Weed gardens	2
Construct museum to display items	2
Repair buildings	2
Upkeep grounds	2
Provide handicapped access to second floor	2
Provide better lighting in house	2
Other comments	7
POLICY	
Comments	4
RESOURCE MANAGEMENT	
Put traditional animals in barn	7
Other comments	3
Keep site as original as possible	2
GENERAL IMPRESSIONS	
No changes	25
Provide area for snacks/ food	8
Other comments	9

Additional comments

N=142 comments;
many visitors made more than one comment.

Comments	Number of times mentioned
PERSONNEL	
Helpful, informative rangers/ guides	17
Guides lacked enthusiasm	3
Other comments	3
POLICY	
Comments	4
INTERPRETATION	
Informative	8
More information about Eisenhower's social life	2
Provide more background information about site	2
Other comments	12
FACILITIES / MAINTENANCE	
Well maintained	5
Other comments	4
RESOURCE MANAGEMENT	
Enjoyed preservation aspect of home/ farm	3
GENERAL IMPRESSIONS	
Positive experience	48
Interesting	5
Plan future visit	4
Great experience for our children	3
Visit too short	2
Enjoyed relaxed atmosphere	2
Disappointed with site	2
Other comments	13
