



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

Visitor Services Project



# Monocacy National Battlefield Visitor Study

Summer 2006



University of Idaho

Park Studies Unit  
Visitor Services Project  
Report 179



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Report 179**

June 2007

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**Visitor Services Project  
Monocacy National Battlefield  
Report Summary**

- This report describes the results of a visitor study at Monocacy National Battlefield (NB) during July 14-30, 2006. A total of 340 questionnaires were distributed to visitor groups. Of those, 258 questionnaires were returned resulting in a 79% response rate.
- This report profiles a systematic random sample of Monocacy National Battlefield. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Fifty-six percent of visitor groups were in groups of two or three, and 18% were groups of four or more. Fifty-one percent of visitor groups were family groups and 25% were traveling alone.
- Fifty-six percent of visitors were ages 36-65 years and 19% were ages 15 years or younger. Three percent of respondents were of Hispanic/Latino ethnicity. Ninety-six percent of respondents were White, 3% were Asian, and 1% were American Indian or Alaska Native.
- Thirty-six percent of individuals held a Bachelor's degree and 33% held a Graduate degree.
- United States visitors were from Maryland (43%), Pennsylvania (9%), Virginia (7%), Illinois (4%), Ohio (4%), California (4%), and 26 other states and Washington, D.C. International visitors comprised 1% of the total visitation.
- Seventy-five percent of visitors visited the park for the first time in five years. Eighty percent of visitors visited the park once in the past six months. Visiting Monocacy NB was the primary reason that brought 40% of visitor groups to the area (within a one-hour drive of the park).
- Prior to this visit, visitor groups most often obtained information about Monocacy NB through the park website (34%), highway signs (30%), and previous visits (26%). Twelve percent of visitor groups did not obtain any information about the park before their visit.
- Ninety-two percent of the visitor groups spent less than 24 hours at the park. 73% spent one or two hours and 24% spent four or more hours.
- The most common sites visited in the park included Gambrell Mill Visitor Center (85%) and Monocacy River (57%). The most common activities in the park were visiting the Visitor center (91%) and learning history (81%). Learning history (58%) was the activity that was the primary reason for visiting the park.
- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities included the visitor center exhibits (87%), park brochure/map (86%), and visitor center restrooms (60%). The services/activities that received the highest combined proportions of "extremely important" and "very important" ratings included visitor center exhibits (84%, N=208) and auto tour brochure (84%, N=137). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings was assistance from park staff (98%, N=134) and ranger-led tours/programs (97% N=35).
- The average visitor group expenditure was \$177. The a median expenditure (50% of groups paid more and 50% paid less) was \$53. Average total expenditure per person was \$92.
- Most visitor groups (89%) rated the overall quality of facilities, services, and recreational opportunities at Monocacy NB as "very good" or "good." Only 1% of visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

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## INTRODUCTION

This report describes the results of a visitor study at Monocacy National Battlefield during July 14-30, 2006 by the National Park Service (NPS) Visitor Services Project (VSP), as part of the Park Studies Unit (PSU) at the University of Idaho.

### **Organization of the report**

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The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

#### Section 3: **Appendices**

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to groups.

Appendix 2: *Additional Analysis* contains a list of options for cross-references and cross comparisons.

These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias*

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the PSU.

Copies of these reports can be obtained by visiting the website:

<http://www.psu.uidaho.edu/vsp/reports.htm> or contacting the PSU office at (208) 885-7863.

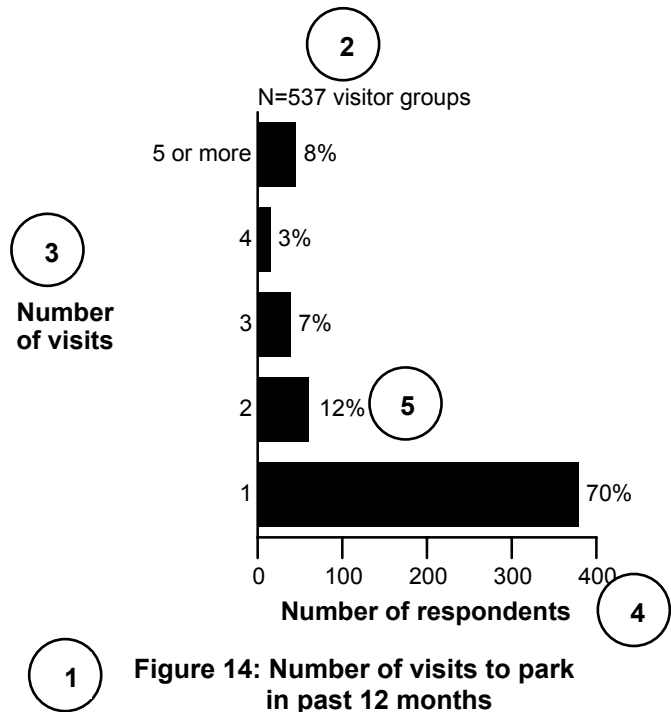
Visitor Comments Appendix: A separate appendix contains visitor responses to open-ended questions. It is bound separately from this report due to its size.

**Presentation of the results**

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

**SAMPLE ONLY**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
- \* appears when total percentages do not equal 100 due to rounding.
- \*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



## METHODS

### Survey Design

#### Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years.

At Monocacy NB during July 14-30, 2006, brief interviews were conducted with a systematic, random sample of 340 arriving visitor groups and 328 accepted questionnaires (96%). The extended sampling period was needed because of low visitation rates to the park.

Table 1 shows the number of questionnaires distributed at three sites within the park. These sampling locations were selected based on park visitation statistics and advice from park staff.

**Table 1: Questionnaire distribution locations**

N=number of questionnaires distributed

Sampling site	N	Percent of total
Gambrill Mill Visitor Center	305	90
River pulloff	8	2
Worthington Farm	27	8
Total	340	100



## **Questionnaire design**

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The Monocacy NB questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Monocacy NB. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Monocacy NB questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

## **Survey procedure**

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Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

## Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data was entered twice—by two independent data entry staff—and validated by a third staff member.

## Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of July 14-30, 2006. The results present a 'snapshot-in-time' and 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 word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

## Special Conditions

The questionnaires were distributed over a long period of time (July 14-30) due to a low visitation rate to the park. The weather during this time frame was usual for the area; hot and humid with a few rainy days.

**Checking Non-response Bias**

At Monocacy NB, 340 visitor groups were contacted and 328 of these groups (96%) accepted the questionnaire. Questionnaires were completed and returned by 258 visitor groups, resulting in a 79% response rate for this study. The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire and group size.

Table 2 shows insignificant differences between group types. As shown in Figure 3, there are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes. See Appendix 3 for more details of the non-response bias checking procedure.

**Table 2: Comparison of respondents and non-respondents  
Group type**

Group type	Total distributed	Actual responded	Expected value
Alone	91	75	68.7
Family	170	130	129.0
Friends	52	34	39.2
Family and friends	19	11	14.3
Other	6	5	4.5
<b>Total</b>	<b>338</b>	<b>255</b>	<b>255</b>

Chi-square = 2.13      df = 4      p-value = 0.71

**Table 3: Comparison of respondents and non-respondents  
Age and group size**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	256	49.6	79	44.0	<0.01
Group size	257	2.6	81	2.4	0.65

Two out of three tests show insignificant differences between respondents and non-respondents. In addition, a five-year difference in average age in most mail surveys is an expected trend (see Appendix 3). Therefore, the response bias is judged to be insignificant. The data is a good representation of a larger Monocacy NB visitor population.

## RESULTS

### Demographics

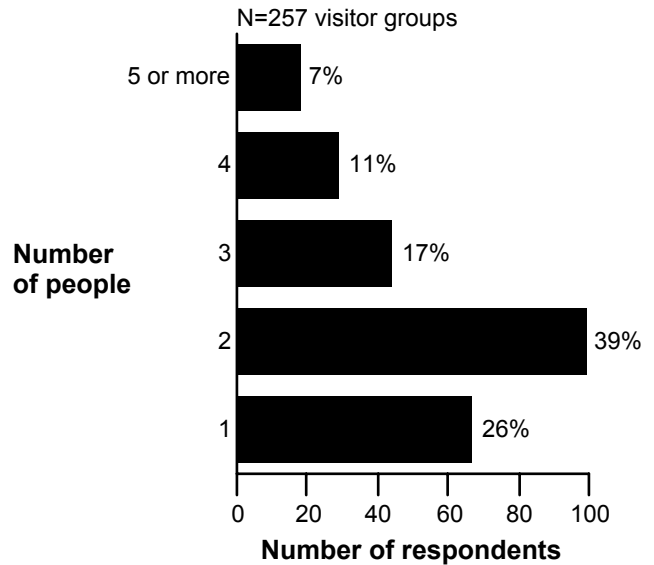
#### Visitor group size

**Question 11**

For this visit to Monocacy NB, how many people were in your personal group, including yourself?

**Results**

- 39% of visitors were in groups of two (see Figure 1).
- 26% were alone.



**Figure 1: Visitor group size**

#### Visitor group type

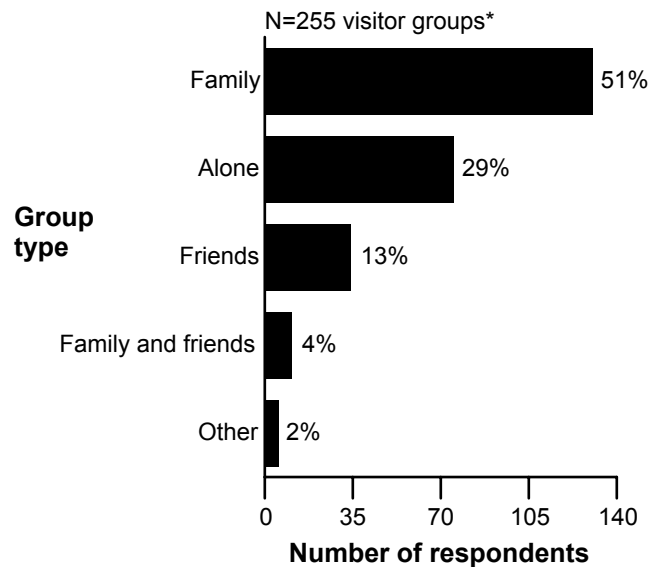
**Question 13**

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

**Results**

- 51% of visitor groups were made up of family members (see Figure 2).
- 29% were alone.
- 13% were with friends.
- “Other” groups (2%) included:

Civil War Re-enactors



**Figure 2: Visitor group type**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

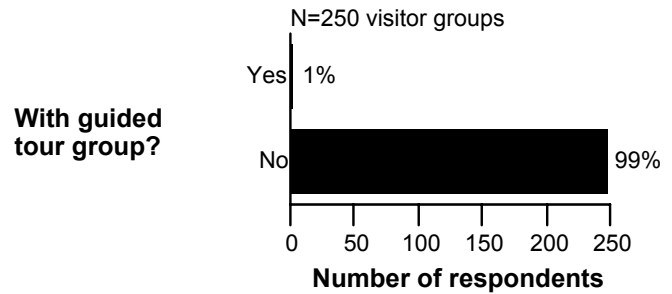
**Visitors with organized groups**

**Question 12a**

On this visit, were you and your personal group with a commercial guided tour group?

**Results**

- 1% of visitor groups were traveling with a guided tour group (see Figure 3).



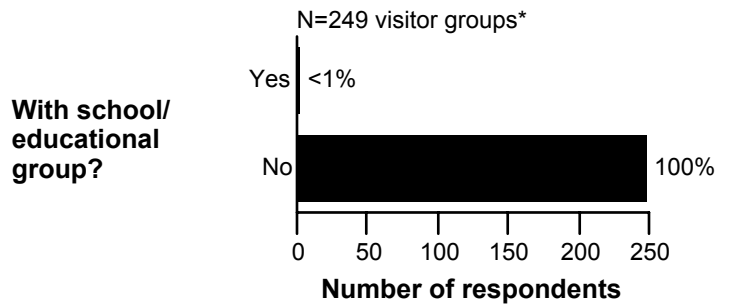
**Figure 3: Visitors traveling with a commercial guided tour group**

**Question 12b**

On this visit, were you and your personal group with an educational/ school group?

**Results**

- As shown in Figure 4, less than 1% of visitor groups were traveling with an educational/ school group.



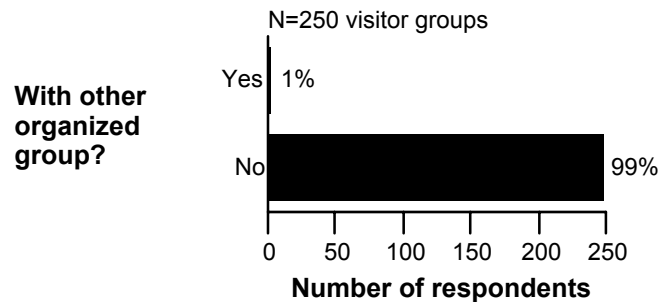
**Figure 4: Visitors traveling with an educational/ school group**

**Question 12c**

On this visit, were you and your personal group with another organized group (business, church, scout group, youth, etc.)?

**Results**

- 1% of visitor groups were traveling with another organized group (see Figure 5).



**Figure 5: Visitors traveling with another organized group (business, church, scout group, youth, etc.)**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**United States visitors by state of residence**

Question 14b

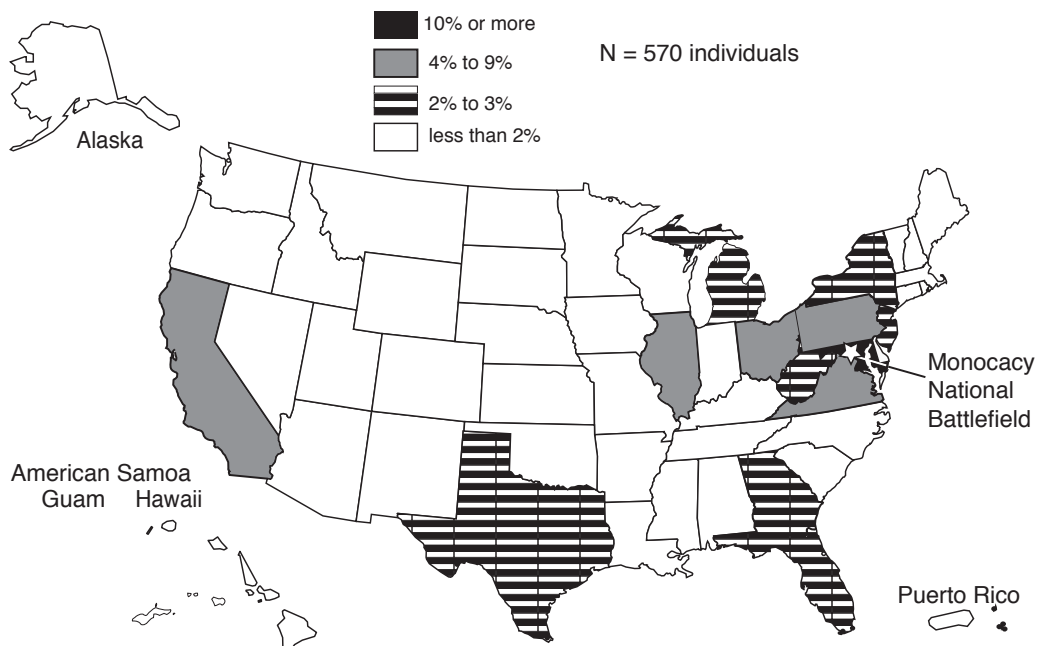
**Table 4: United States visitors by state of residence\***

What is your state of residence?  
 Note: Response was limited to seven members from each visitor group.

State	Number of visitors	Percent of U.S. visitors N=570 individuals	Percent of total visitors N=576 individuals
Maryland	246	43	43
Pennsylvania	51	9	9
Virginia	39	7	7
Illinois	25	4	4
Ohio	23	4	4
California	21	4	4
Florida	17	3	3
Michigan	11	2	2
New Jersey	11	2	2
Texas	11	2	2
New York	10	2	2
Georgia	9	2	2
West Virginia	9	2	2
6 other states	11	14	14

**Results**

- U.S. visitors comprised 99% of survey respondents to the park.
- 43% of U.S. visitors came from Maryland (see Table 4 and Map 1).
- 9% came from Pennsylvania.
- Smaller proportions came from 30 other states and Washington, D.C.



**Map 1: Proportions of United States visitors by state of residence**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**International visitors by country of residence**

Question 14b  
 What is your country of residence?

**Table 5: International visitors by country of residence \***  
**CAUTION!**

Note: Response was limited to seven members from each visitor group.

Results-interpret data with CAUTION!

- International visitors comprised 1% of survey respondents.
- 33% of international visitors came from Canada (see Table 5).
- 33% came from China.

Country	Number of visitors	Percent of international visitors N=6 individuals	Percent of total visitors N=576 individuals
Canada	2	33	<1
China	2	33	<1
France	1	17	<1
New Zealand	1	17	<1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Number of visits to the park in past six months

Question 14c

How many times have you visited the park in the past 6 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 80% of visitors visited the park once in the past six months (see Figure 6).
- 13% visited two or three times.
- 7% visited four or more times.

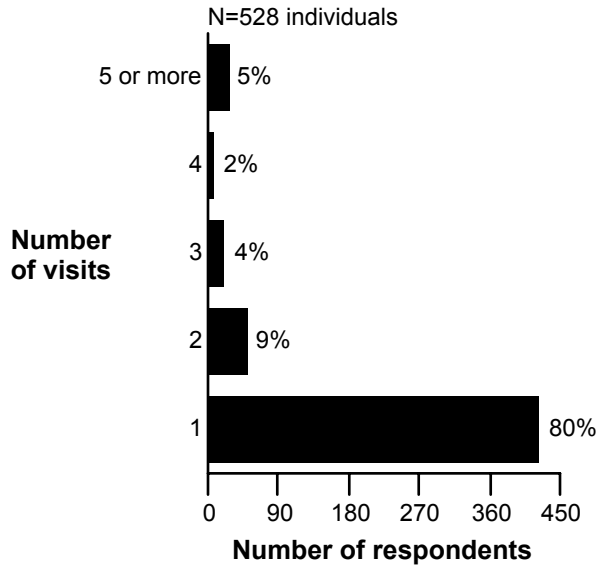


Figure 6: Number of visits to park past 6 months

### Number of visits to the park in the past five years

Question 14d

How many times have you visited the park in the past five years (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 75% of visitors visited the park once in the past five years (see Figure 7).
- 14% visited two or three times.
- 11% visited four or more times.

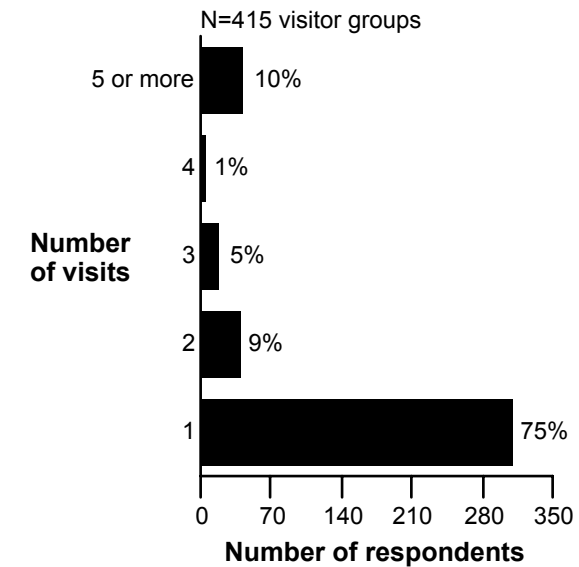


Figure 7: Number of visits to park in the past five years

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Visitor age**

**Question 14a**

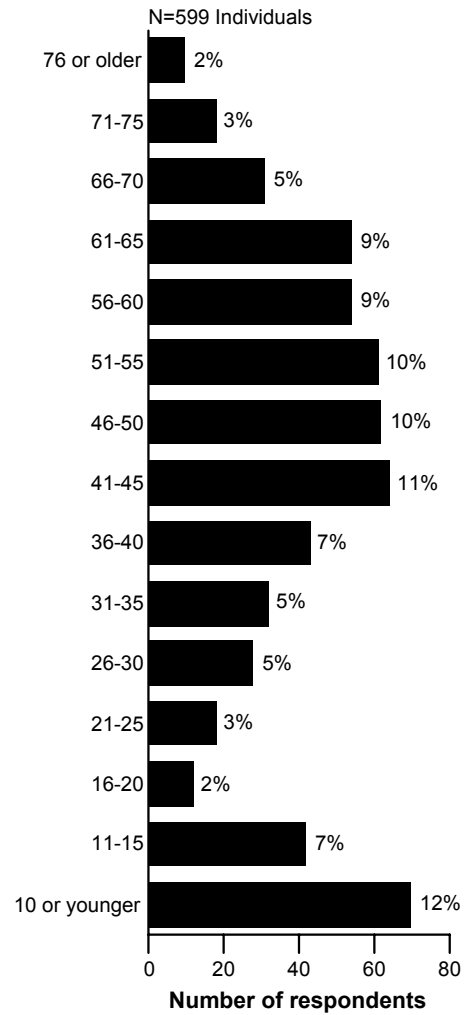
For you and your personal group, what is your current age?

Note: Response was limited to seven members from each visitor group.

**Results**

- Visitor ages ranged from 1 to 83 years old.
- 56% of visitors were in the 36-65 years age group (see Figure 8).
- 19% were 15 years or younger.
- 10% were 66 years or older.

**Age group (years)**



**Figure 8: Visitor age**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Respondent ethnicity

Question 15  
For you only, are you Hispanic or Latino?

- Results
- 3% of respondents were Hispanic or Latino (see Figure 9).

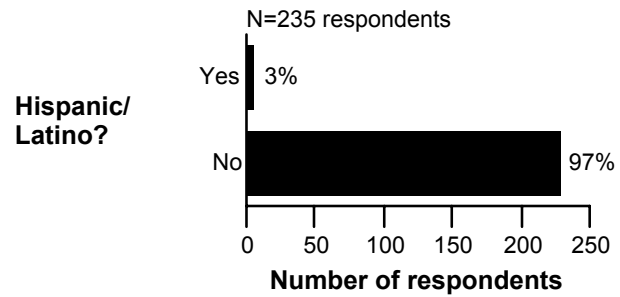


Figure 9: Respondent ethnicity

### Respondent race

Question 16  
For you only, which of these categories best describes your race?

- Results
- 97% of respondents were White (see Figure 10).
  - 3% were Asian.

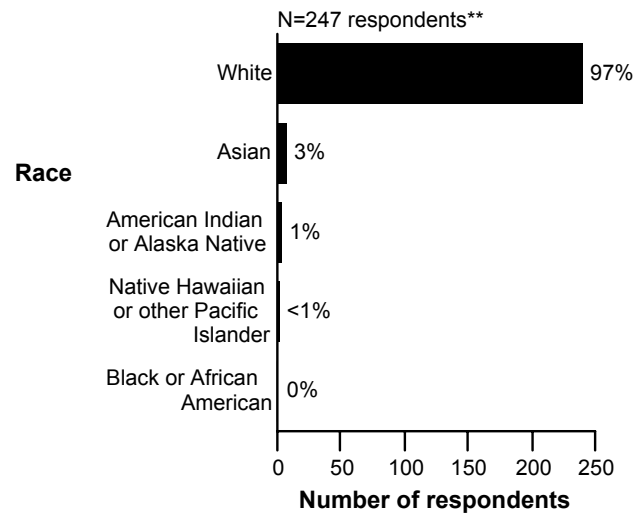


Figure 10: Respondent race

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Highest level of education

### Question 17

For you and each member (age 16 or over) in your personal group on this visit, please indicate the highest level of education completed.

Note: Response was limited to seven members from each visitor group.

### Results

- 36% of visitors held a Bachelor's degree (see Figure 11).
- 33% held a graduate degree.
- 20% had some college.

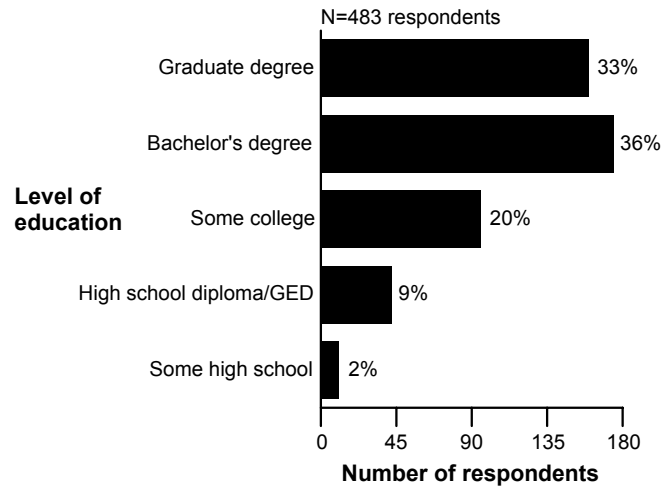


Figure 11: Highest level of education

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

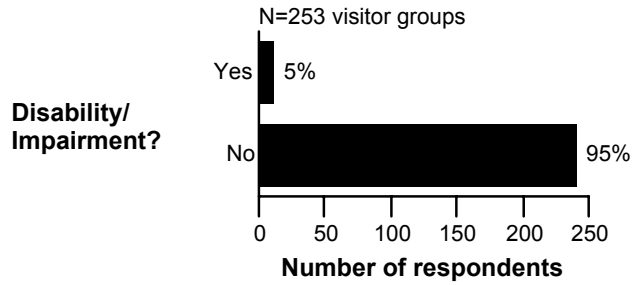
**Visitors with disabilities/impairments**

**Question 18a**

Does anyone in your group have any disabilities/impairments that affected their visit to Monocacy NB?

**Results**

- 5% of visitor groups had members with disabilities/impairments that affected their park experience (see Figure 12).



**Figure 12: Visitors with disabilities/impairments**

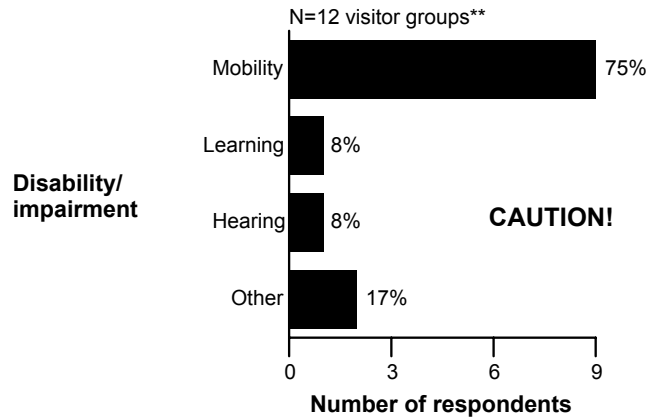
**Question 18b**

If YES, what kind of disability/impairment?

**Results-interpret data with CAUTION!**

- As shown in Figure 13, the most common disability/impairment was mobility (75%).
- “Other” types of disabilities/impairments (17%) included:

Knees  
 Needed cane for walking  
 Pacemaker



**Figure 13: Type of disability/impairment**

\*total percentages do not equal 100 due to rounding

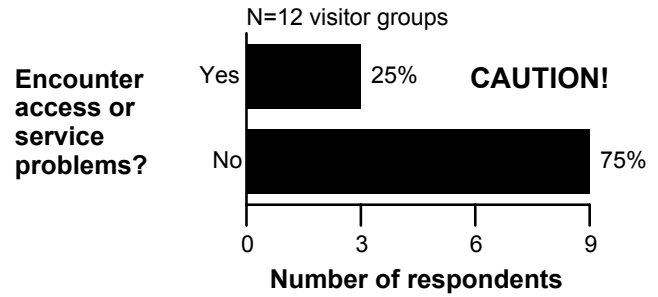
\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 18c

Because of the disability/impairment, did you and your group encounter any access/service problems during this visit?

Results-interpret data with CAUTION!

- 25% of visitor groups had members with disabilities/impairments who encountered access or service problems (see Figure 14).



**Figure 14: Visitors who encountered access/ service problems due to disabilities/ impairments**

Question 18d

If YES, what were the problems?

Results

- Problems mentioned by visitor groups (N=3) included:
  - My elderly mother wanted to visit the pond but she could not go down the trail.
  - Some members unable to traverse longer trails, which is bulk of park.
  - There should be more chairs in visitor center, inside/outside. My husband has MS, he needs to sit down frequently.

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Trip/Visit Characteristics and Preferences**

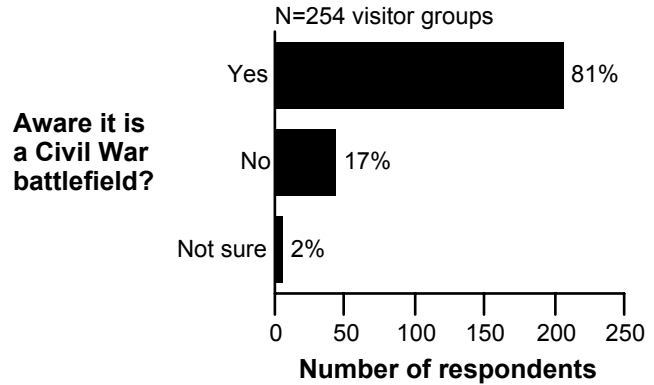
**Park awareness**

**Question 1a**

Prior to your visit to Monocacy NB, were you and your group aware that this is a Civil War battlefield?

**Results**

- 81% of visitor groups were aware prior to their visit that Monocacy NB is a Civil War battlefield (see Figure 15).
- 17% of visitor groups were unaware prior to their visit that Monocacy NB is a Civil War battlefield.



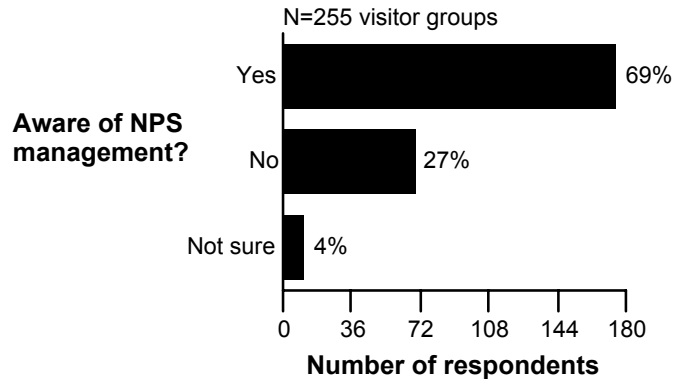
**Figure 15: Visitors who were aware that Monocacy NB is a Civil War battlefield**

**Question 1b**

Prior to this visit, were you and your group aware that Monocacy National Battlefield is managed by the National Park Service?

**Results**

- 69% of visitor groups were aware prior to their visit that Monocacy NB is managed by the NPS (see Figure 16).
- 27% of visitor groups were unaware prior to their visit that Monocacy NB is managed by the NPS.



**Figure 16: Visitors who were aware that Monocacy NB is managed by the NPS**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Information sources prior to visit**

**Question 2a**

Prior to your visit, how did you and your group obtain information about Monocacy NB?

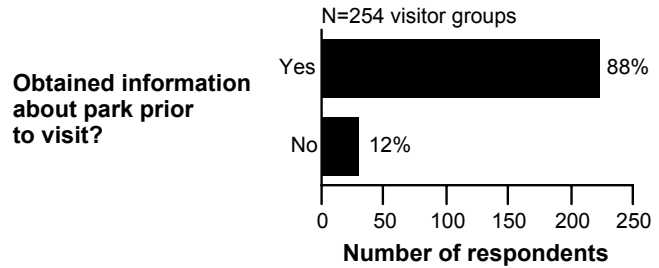
**Results**

- 12% of visitor groups did not obtain any information about the battlefield prior to their visit (see Figure 17).
- As shown in Figure 18, of those who obtained information (88%), the most common sources of information included:

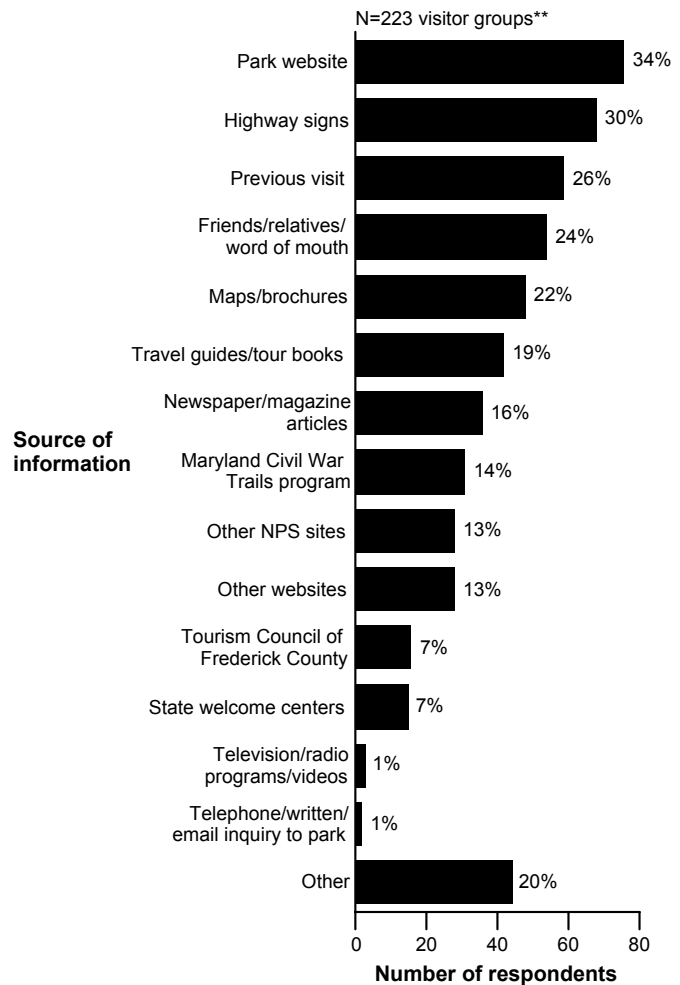
- 34% Park website
- 30% Highway signs
- 26% Previous visits
- 24% Friends/relatives/word of mouth

- “Other” sources of information (20%) included:

- AAA book
- Civil War is hobby
- Civil War Preservation Trust
- Computer game
- Historical magazine
- History book(s)
- Internet
- Live in area/visit frequently
- National Parks Passport book
- Other sites
- Saw on map
- School



**Figure 17: Visitors who obtained information about Monocacy NB prior to this visit**



**Figure 18: Sources of information used by visitor groups prior to this visit**

\*total percentages do not equal 100 due to rounding

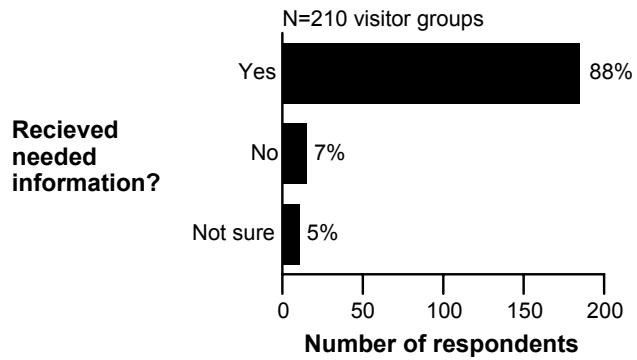
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 2b**

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

**Results**

- 88% of visitor groups obtained the information they needed for this trip to Monocacy NB (see Figure 19).



**Figure 19: Visitor groups who obtained needed information prior to this visit**

**Question 2c**

If NO, what was the information you and your group needed that was not available?

**Results**

- Additional information that visitor groups (N=16) needed, but was not available through these sources included:

- Detailed directions to site
- Detailed map
- Information on Thomas and Worthington Farms
- Other amenities
- Picnicking possibilities
- Printed information
- That it was free
- That the museum was not complete
- Visitor center hours
- Walking/auto tour details

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Primary reason for visit to Monocacy NB area**

**Question 3**

On this trip, what was your primary reason that you and your group visited the Monocacy NB area (within 1-hour drive to the park)?

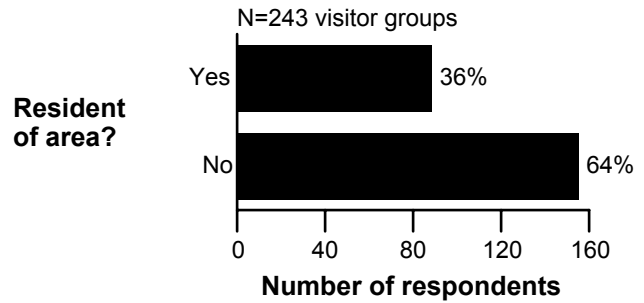
**Results**

- 36% of visitor groups were residents of the local area (see Figure 20).
- As shown in Figure 21, the most common reasons for visiting the Monocacy NB area for non-residents were:

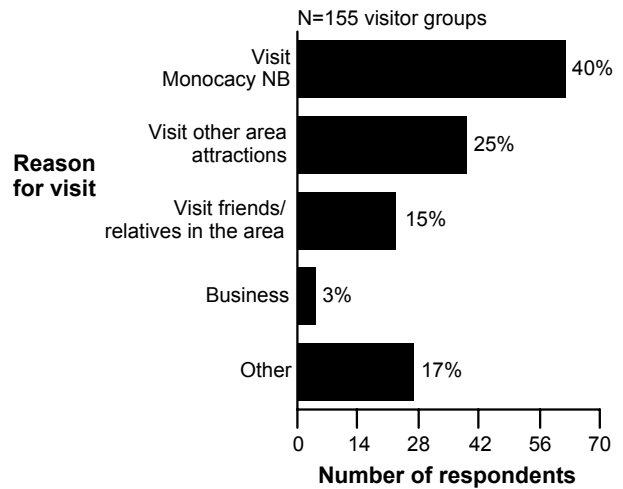
- 40% Visit Monocacy NB
- 25% Visit other area attractions
- 15% Visit friends/relatives in the area

- “Other” primary reasons (17%) for visiting included:

- Buy patches
- Driving through
- Exercise
- Interest
- Interested in moving to area
- Junior Ranger program
- Newt's book
- To visit a National Park site
- Vacation
- Vegetation inventory for NPS
- Visiting other sites
- Wedding



**Figure 20: Resident of the Monocacy NB area (within 1-hour drive)**



**Figure 21: Reason for visiting the Monocacy NB area (within 1 hour drive)**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Other places visited**

**Question 4**

On this visit to Monocacy NB, what other places did you and your group visit?

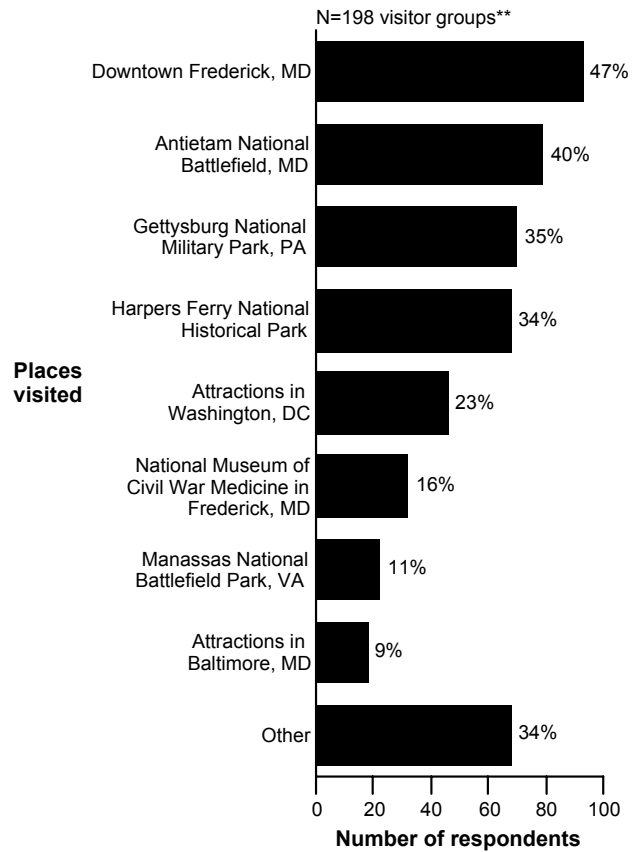
**Results**

- As shown in Figure 22, the most common places visited other than Monocacy NB were:

47% Downtown Frederick, MD  
 40% Antietam National Battlefield  
 35% Gettysburg National Military Park

- “Other” places visited (34%) included:

Appomattox  
 Ball's Bluff Battlefield  
 Baseball games  
 C & O Canal  
 Catoctin Mountain Park  
 Cedar Creek Battlefield  
 Fort Necessity  
 Ft. Donnellson, TN  
 Ft. McHenry  
 Ft. Sumter  
 Kernstown Battlefield  
 Leesburg  
 Lexington  
 Manassas reenactment  
 Monocacy River  
 Monticello  
 New Market Battlefield  
 Other VA sites  
 Park Republic Battlefield  
 Shenandoah NP  
 South Mountain  
 Valley Forge  
 Washington, DC  
 Winchester, VA  
 Woodrow Wilson home



**Figure 22: Other places visited**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

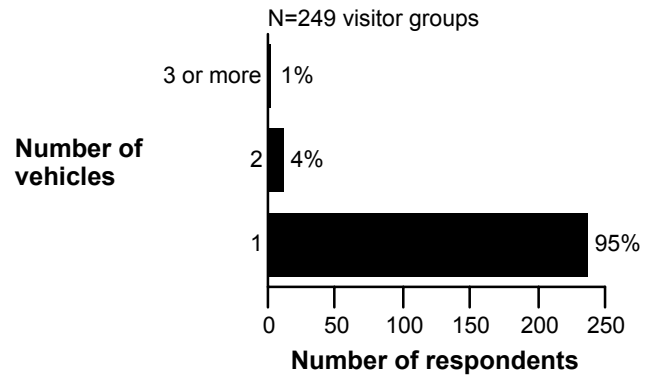
**Number of vehicles used to arrive at the park**

**Question 6a**

For this visit, please list the number of vehicles that you and your group used to arrive at Monocacy NB.

**Results**

- 95% of visitor groups used one vehicle to arrive at the park (see Figure 23).
- 5% used two or more vehicles.



**Figure 23: Number of vehicles used to arrive at the park**

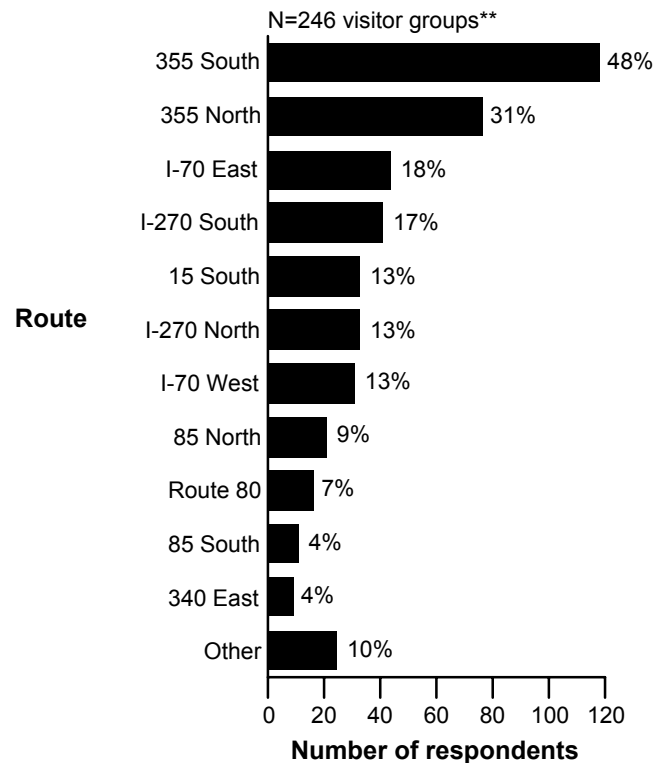
**Routes used to arrive at the park**

**Question 6b**

On this visit to Monocacy NB, what routes did you use coming into the park?

**Results**

- As shown in Figure 24, the most common routes taken were:
  - 48% 355 South
  - 31% 355 North
  - 18% 1-70 East
- “Other” routes used (10%) included:
  - Baker Valley Rd
  - Don't remember
  - Don't remember/used GPS
  - Local roads
  - Rte. 40 East
  - US 15 North



**Figure 24: Routes used coming to park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Adequacy of directional signs**

**Question 6c**

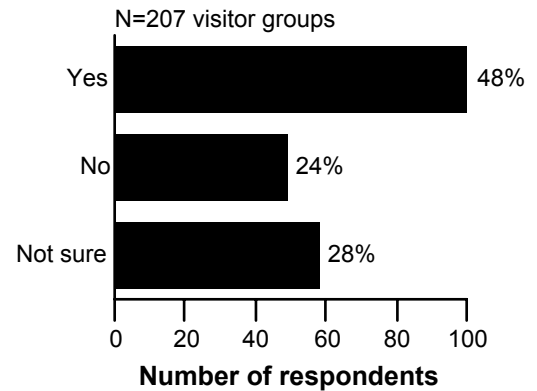
On this visit, were the signs directing you and your group to Monocacy NB adequate?

Signs on interstates

**Results**

- 48% of visitor groups reported directional signs on interstates were adequate (see Figure 25).

**Adequate signs on interstates?**



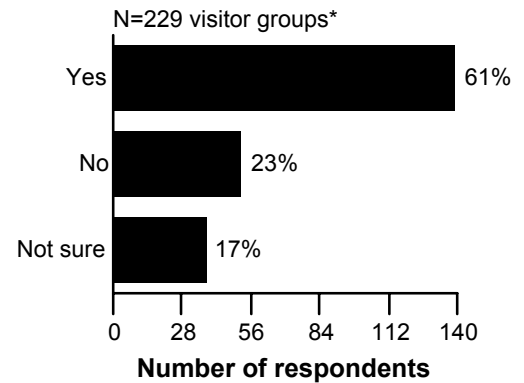
**Figure 25: Adequacy of directional signs on interstates**

Signs on state highways

**Results**

- 61% of visitor groups reported directional signs on state highways were adequate (see Figure 26).

**Adequate signs on state highways?**



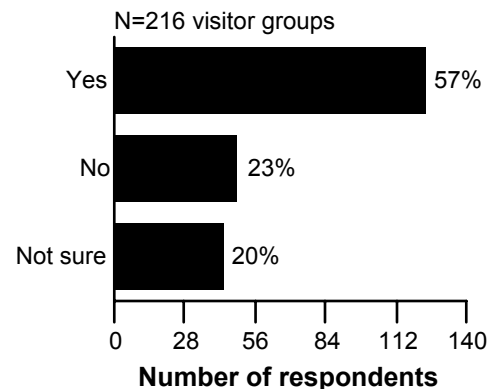
**Figure 26: Adequacy of directional signs on state highways**

Signs in communities

**Results**

- 57% of visitor groups reported directional signs in communities were adequate (see Figure 27).

**Adequate signs in communities?**



**Figure 27: Adequacy of directional signs in communities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 6d

If you answered NO to any part above, please explain the problem.

Results

- Table 6 lists visitor responses.

**Table 6: Problems encountered with directional signs**

N=90 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
Lack of signs on interstates	17
Lack of signs right off interstates	13
Did not see any signs at all	12
Lack of signs near the park	10
Not enough signs	7
Did not see signs until almost there	7
Confused at roundabout	6
Lack of signs on Rte. 355	5
Signs are hard to see	5
Use map	3
Entrance sign hard to see	2
Drove with resident of area	2
Site is difficult to find	1

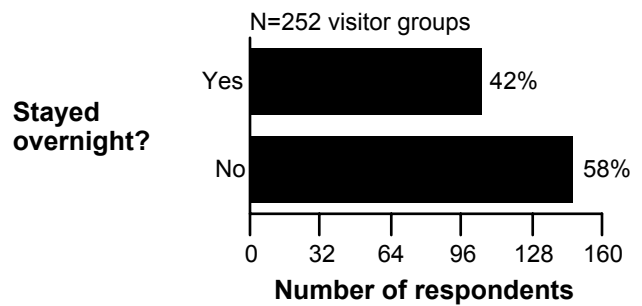
**Overnight accommodations**

Question 5a

On this trip, did you and your group stay overnight away from home in the Monocacy NB area (within a 1-hour drive of the park)?

Results

- 42% of visitor groups stayed overnight away from home in the Monocacy NB area (see Figure 28).



**Figure 28: Overnight stay away from home in the Monocacy NB area**

\*total percentages do not equal 100 due to rounding

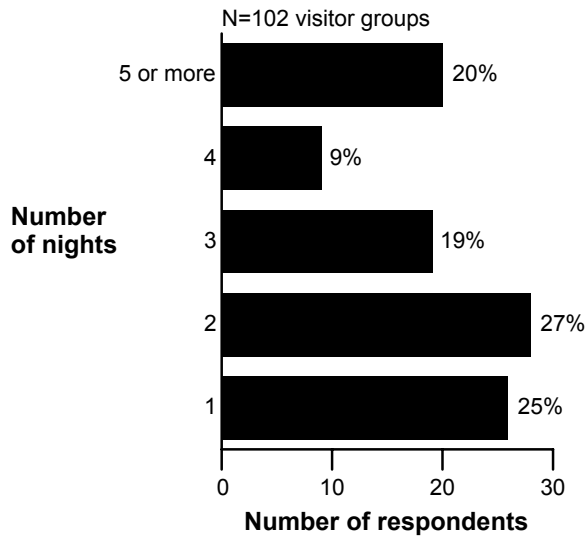
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 5b**

If YES, please list the number of nights you and your group stayed in the Monocacy NB area (within 1-hour drive of park).

**Results**

- 52% of visitor groups spent one or two nights in the Monocacy NB area (see Figure 29).
- 20% spent five or more nights.
- 19% spent three nights.



**Figure 29: Number of nights in the Monocacy NB area**

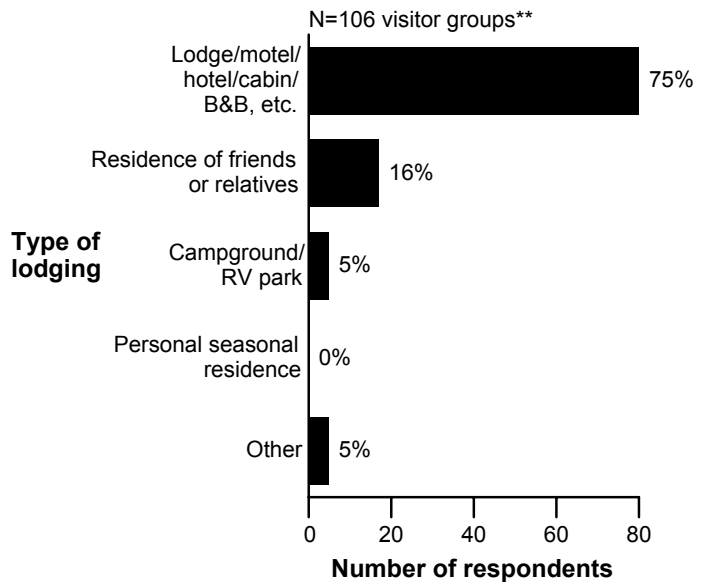
**Question 5c**

In what type of lodging did you and your group spend the night(s)?

**Results**

- 75% of visitor groups stayed in lodges, motels/hotels, cabins, bed & breakfasts, etc. (see Figure 30).
- 16% stayed at the residence of friends or relatives.
- “Other” types of lodging (5%) included:

- Antietam
- Harpers Ferry NP
- Natural Fire Academy
- Wal-Mart



**Figure 30: Type of lodging**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Length of visit**

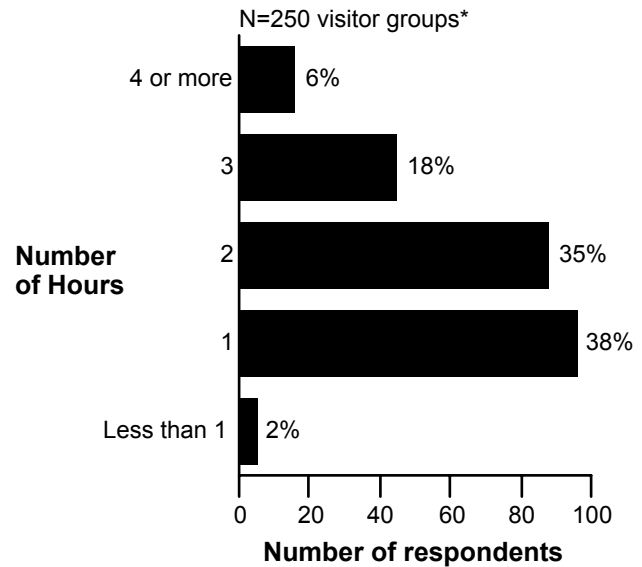
**Question 7a**

On this visit, how long did you and your group stay at Monocacy NB on the day you received this questionnaire?

Number of hours, if less than 24 hours

**Results**

- 73% of visitor groups spent one or two hours at the park (see Figure 31).
- 24% spent three or more hours.
- The average length of stay among visitor groups who stayed less than 24 hours was 1.8 hours.



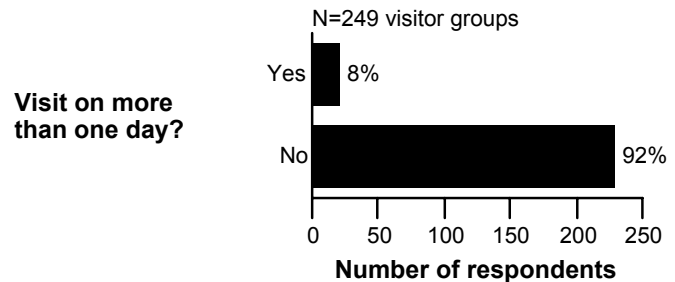
**Figure 31: Number of hours visiting the park**

**Question 7b**

Did you and your group visit Monocacy NB on more than one day during your stay in the area?

**Results**

- 8% of visitor groups visited Monocacy NB on more than one day (see Figure 32).



**Figure 32: Visitor groups who visited Monocacy NB on more than one day**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 7c

If YES, on how many days did you visit?

Results - interpret data with CAUTION!

- Not enough visitor groups answered the question to provide reliable data.

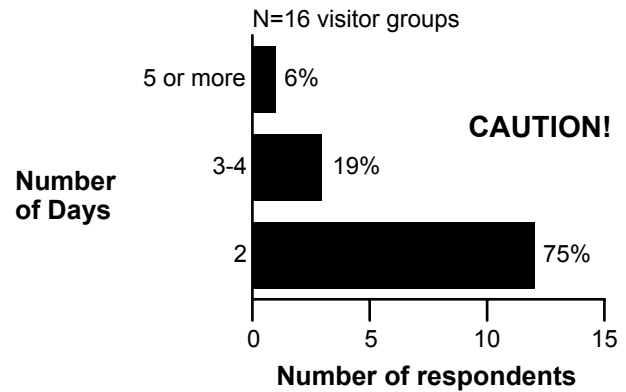


Figure 33: Number of days visiting the park (if more than one day)

Sites visited

Question 8

During this visit to Monocacy NB, please indicate the sites you and your group visited.

Results

- As shown in Figure 34, the most commonly visited sites were:
  - 85% Gambrill Mill Visitor Center
  - 57% Monocacy River
  - 50% Gambrill Mill Trail
- “Other” sites visited (9%) included:
  - All sites on auto tour
  - Brooks Hill
  - Gambrill Mansion
  - MD and NJ Monuments
  - Memorial markers
  - Monocacy Junction
  - Park headquarters
  - RR junction
  - Thomas Farm

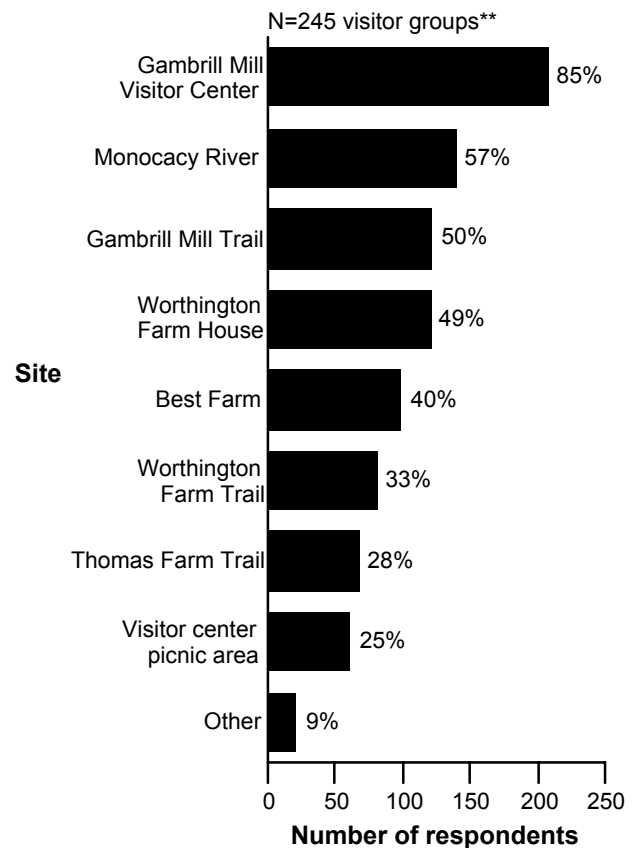


Figure 34: Sites visited

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Activities**

**Question 9a**

On this visit, what activities did you and your group participate in while at Monocacy NB?

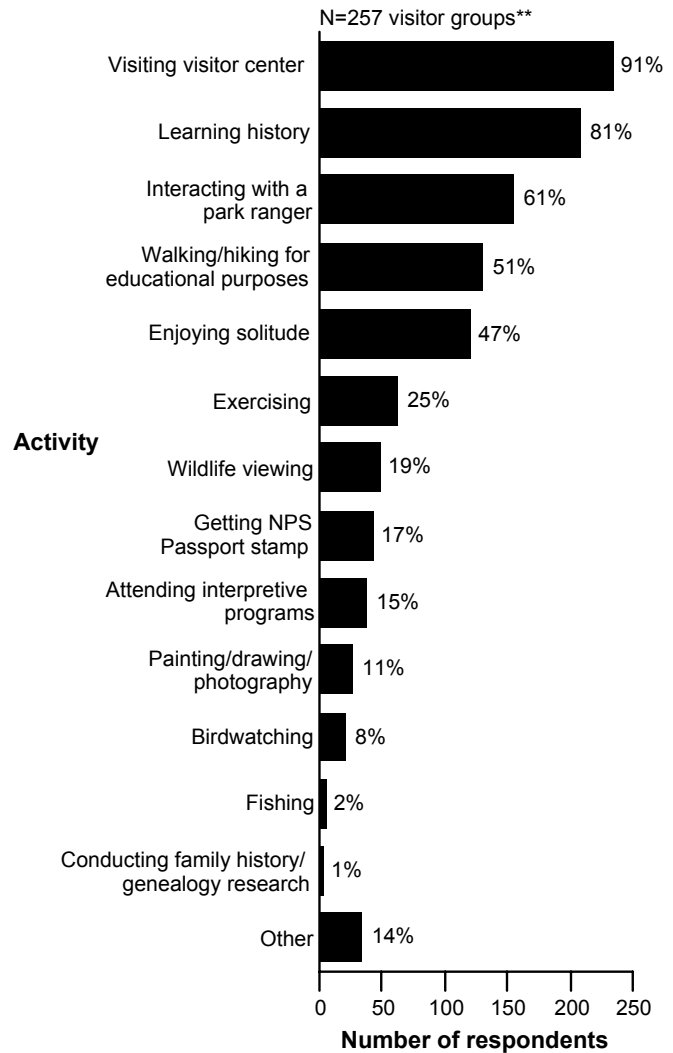
**Results**

- As shown in Figure 35, the most common activities participated in were:

- 91% Visiting visitor center
- 81% Learning history
- 61% Interacting with a park ranger

- “Other” activities (14%) included:

- Auto tour
- Cannon demonstration
- Electric Map
- Junior Ranger program
- Shopped at gift shop/bookstore
- Used trails



**Figure 35: Activities inside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Primary activity that was reason for visiting park**

Question 9b

Which one activity that you or your group participated in was your primary reason for visiting Monocacy NB?

Results

- Table 7 includes activities that were visitor groups' primary reason for visiting the park.

**Table 7: Activities that were primary reasons for park visit\***

N=248 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned	Percent
Learning history	145	58
Exercising	15	6
Visiting visitor center	13	5
Walking/hiking for educational purposes	13	5
Getting National Park Passport stamp	12	5
Enjoying solitude	10	4
Fishing	4	2
Interacting with a park ranger	4	2
Attending interpretive programs	2	<1
Birdwatching	2	<1
Painting/drawing/photography	2	<1
Other comments	26	10

\*total percentages do not equal 100 due to rounding

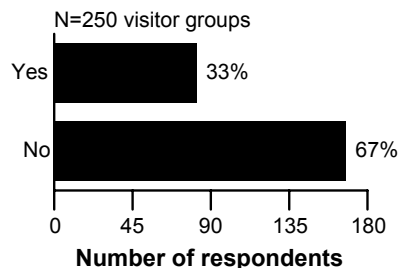
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Visitors who were able to visit planned locations in the park**

**Question 9c**

During this visit was there anything In Monocacy NB that you and your group wanted to see or do but were not able to?

**Anything unable to see or do?**



**Results**

- 67% of visitor groups were able to see or do all they had wanted to (see Figure 36).

**Figure 36: Visitors who wanted to do or see something but were unable to**

**Question 9d**

If YES, what was it?

**Results**

- Table 8 includes features/activities that visitor groups (33%) were not able to see or do.

**Question 9e**

What prevented you from being able to see that feature or do that activity?

**Results**

- Table 8 includes reasons visitor groups were unable to do or see a feature/activity.

**Table 8: Reasons visitor groups unable to see/do feature or activity**

N=93 comments;  
some visitor groups made more than one comment.

Feature/Activity	Reason	Number of times mentioned
Audio auto tour	Not available	1
Auto tour	Not enough time	9
Auto tour	Too much traffic	2
Auto tour	Heat	2
Auto tour	Rain	1
Best Farm	Not open to public	7
See battle lines	Landscape	2
Bike paths	Area is not bike friendly	1
Cannons	Unspecified	2
Cannons	Not enough time	1
Cannons	Not on display	1
Color park brochure	Not updated	1
Farm houses	Not open	3
Gambrill Home	Not open	1
Hike more of the trails	Heat	12
Hike more of the trails	Time constraints	9
Hike more of the trails	Improper footwear	2
Hike more of the trails	Rain	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 8: Reasons visitor groups unable to see/do feature or activity  
(continued)**

Feature/activity	Reason	Number of times mentioned
Monocacy River	Steep bank; no trail	1
Monocacy River	Improper footwear	1
Monuments	Unspecified	1
Monuments	No pullover/parking	1
Other sites	Not part of the park	1
Ranger programs	Schedule conflict	2
Ranger programs	None present	1
Ranger programs	Time constraints	1
Ranger programs	Didn't know about	1
The rest of the park	Time constrains	4
Railroad bridge	Not available	3
Railroad bridge	No trail	1
Thomas Farm	Not open to public	3
Thomas Farm	Heat	2
Thomas Farm	Private group	1
Visitor center	Under construction	1
Visitor center	Arrived after hours	1
Would have liked to spend more time	Unspecified	2
Worthington House	Unspecified	1
Worthington House	Not open to public	3
Worthington House	Not fully restored	1
Worthington House	Heat	1
Worthington House	Parking signs not clear	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Ratings of Visitor Services, Facilities, Elements, Attributes and Resources**

**Visitor services and facilities used**

Question 10a

Please indicate all of the visitor services and facilities that you and your group used during this visit to Monocacy NB.

Results

- As shown in Figure 37, the most used visitor services and facilities included:

87% Visitor center exhibits  
 86% Park brochure/map  
 60% Visitor center restrooms

- The least used service and facility was:

<1% Access for disabled persons

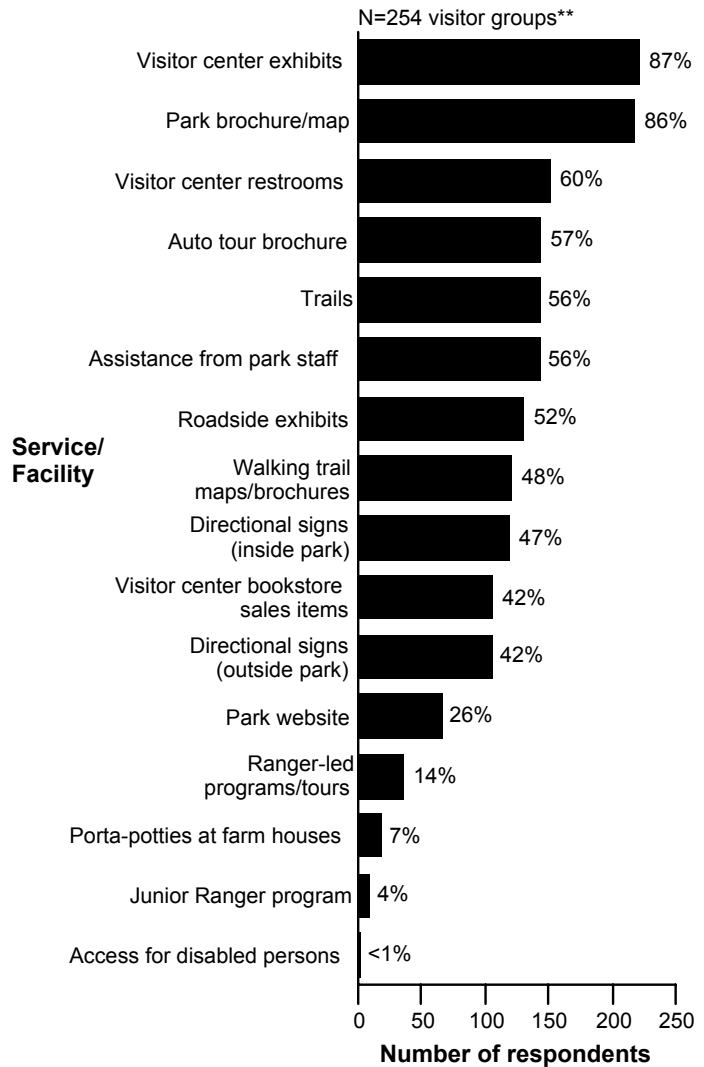


Figure 37: Visitor services and facilities used

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Importance ratings of visitor services and facilities

**Question 10b**

For only those services that you or your group used, please rate their importance from 1 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

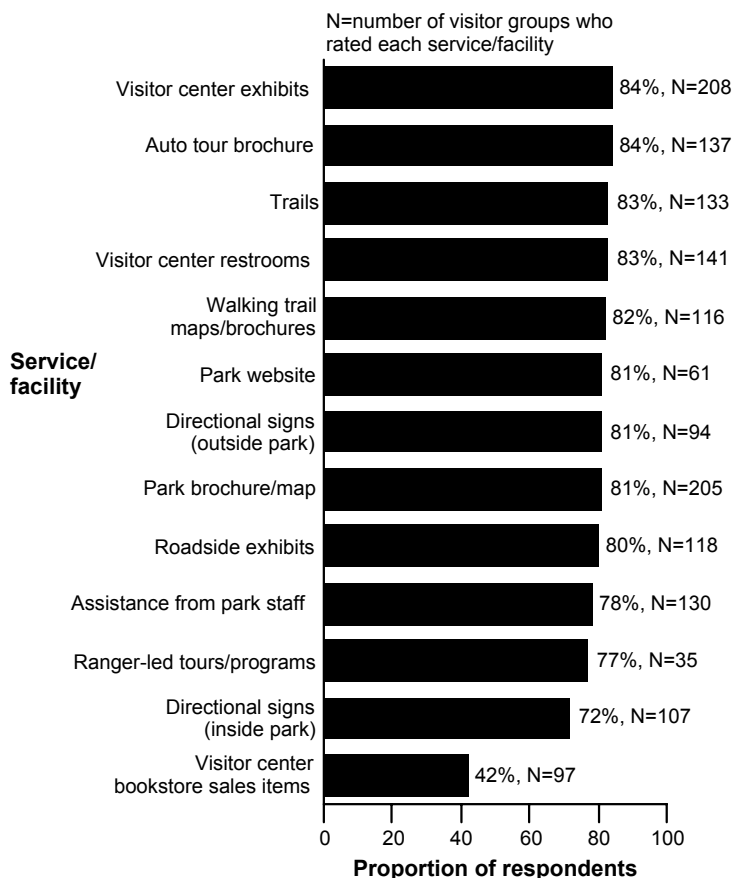
**Results**

- Figure 38 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 84% Visitor center exhibits
- 84% Auto tour brochure
- 83% Trails
- 83% Visitor center restrooms

- Figures 39 to 54 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating was:

- 3% Ranger-led tours/ programs



**Figure 38: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

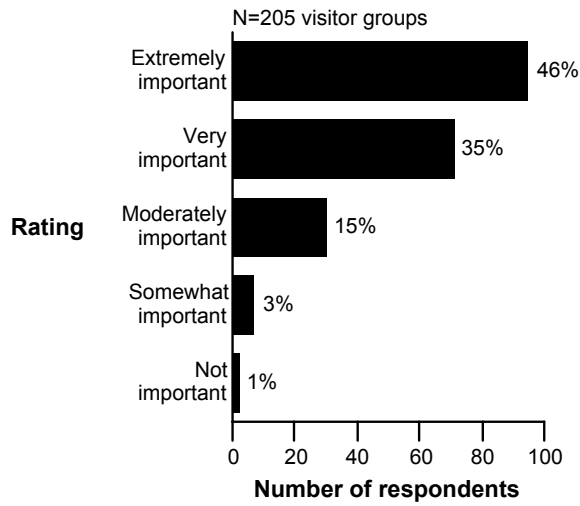


Figure 39: Importance of park brochure/ map

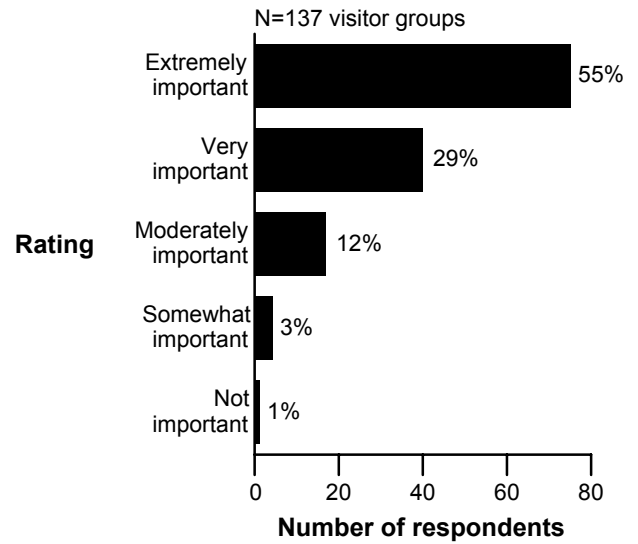


Figure 40: Importance of auto tour brochure

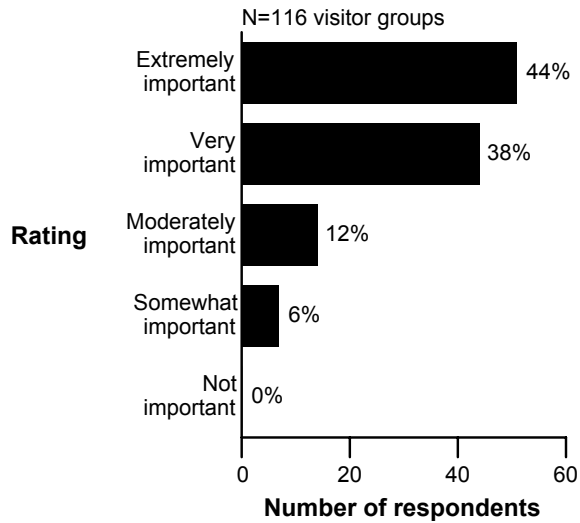


Figure 41: Importance of walking trail maps/brochures

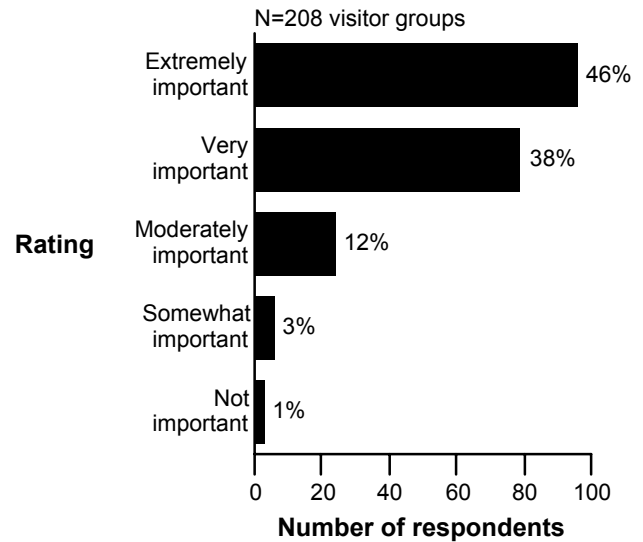


Figure 42: Importance of visitor center exhibits

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

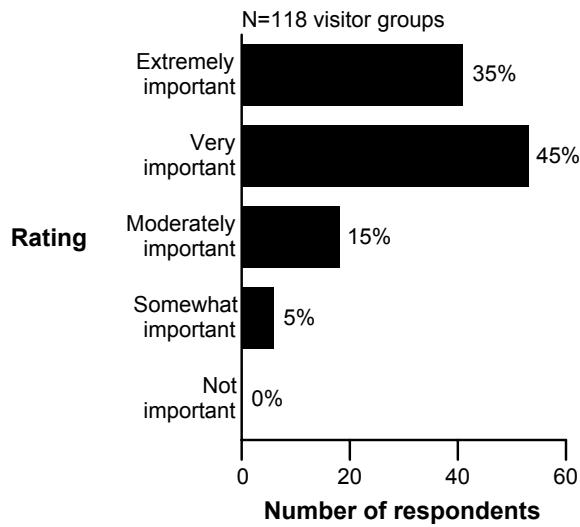


Figure 43: Importance of roadside exhibits

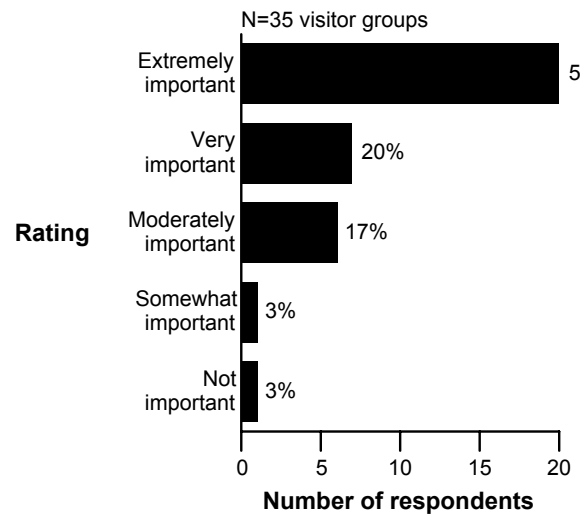


Figure 44: Importance of ranger-led tours/programs

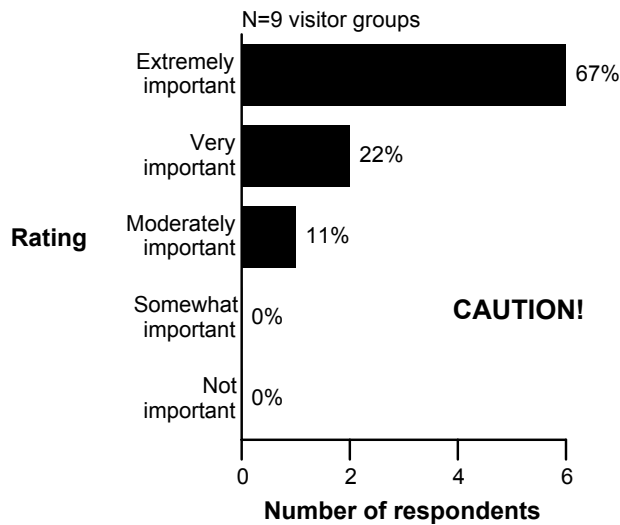


Figure 45: Importance of Junior Ranger program

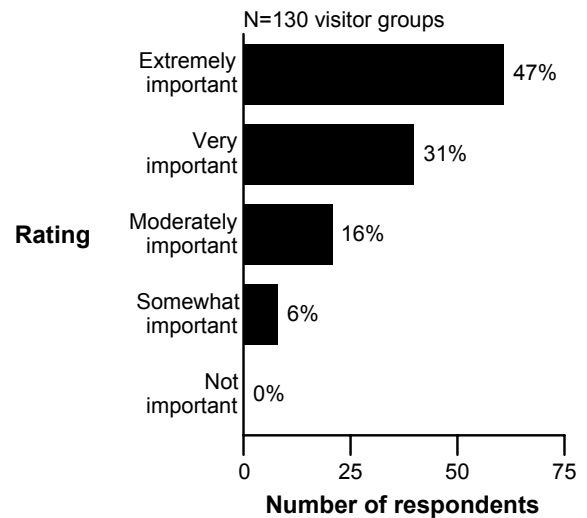
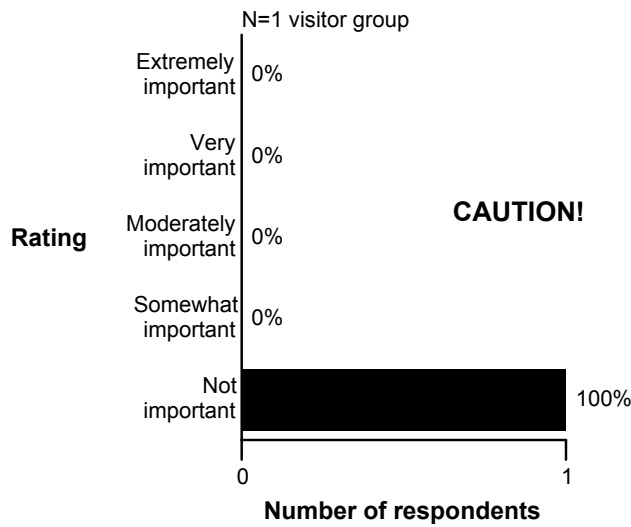


Figure 46: Importance of assistance from park staff

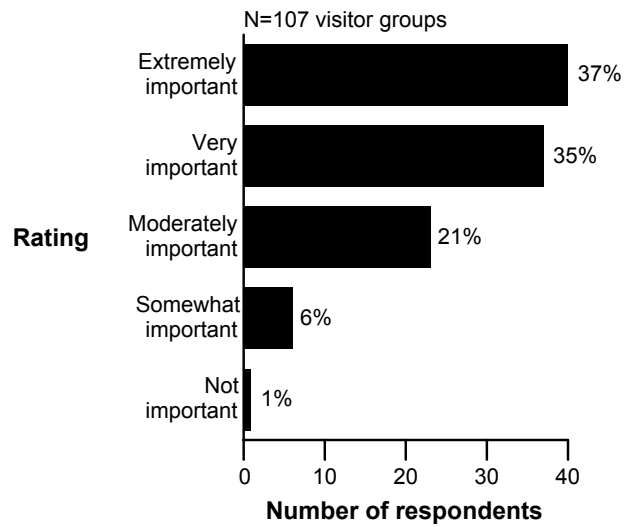
\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

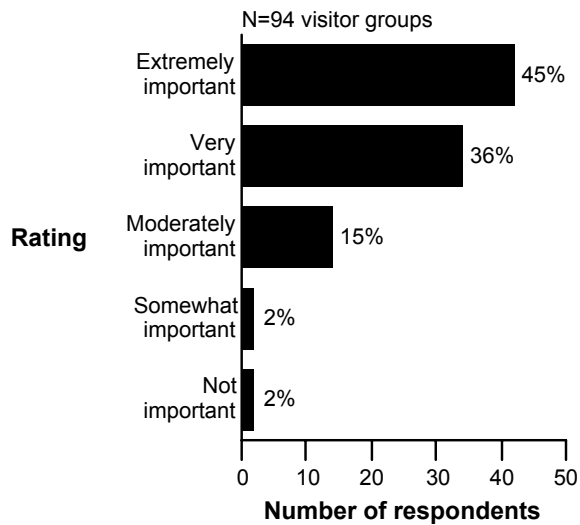




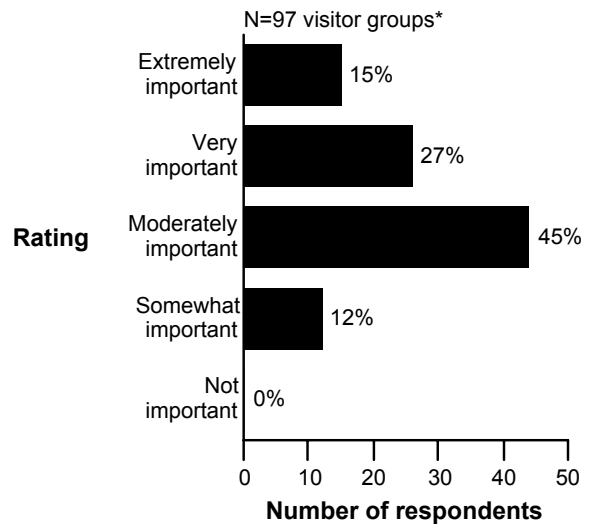
**Figure 47: Importance of access for disabled persons**



**Figure 48: Importance of directional signs (inside park)**



**Figure 49: Importance of directional signs (outside park)**



**Figure 50: Importance of visitor center bookstore sales items**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

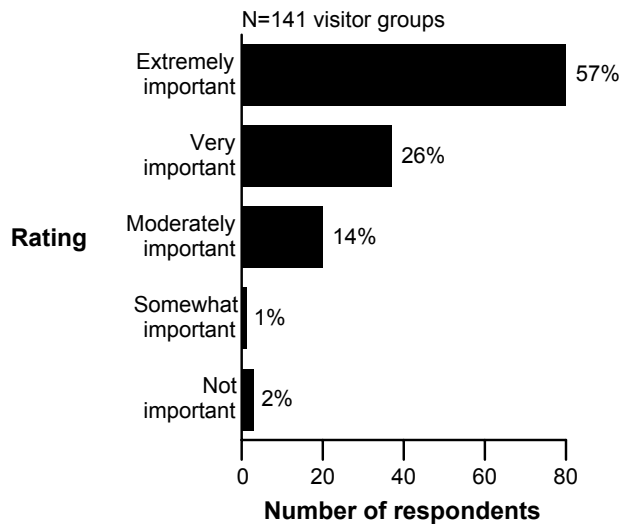


Figure 51: Importance of visitor center restrooms

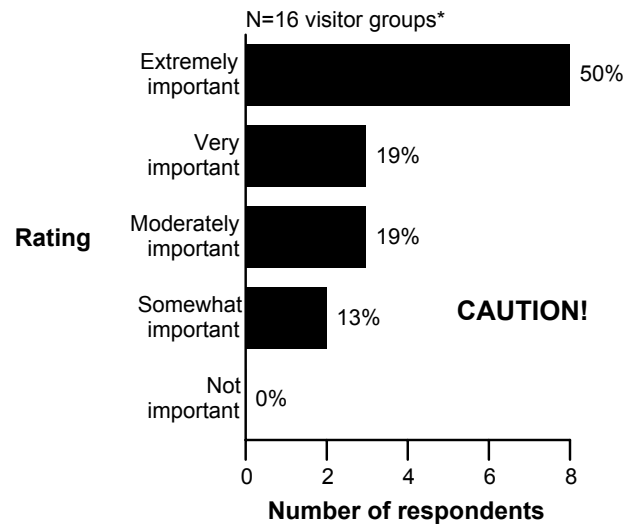


Figure 52: Importance of porta-potties at farm houses

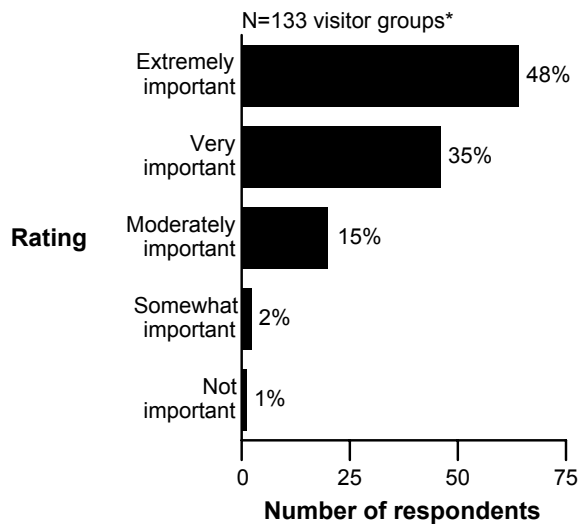


Figure 53: Importance of trails

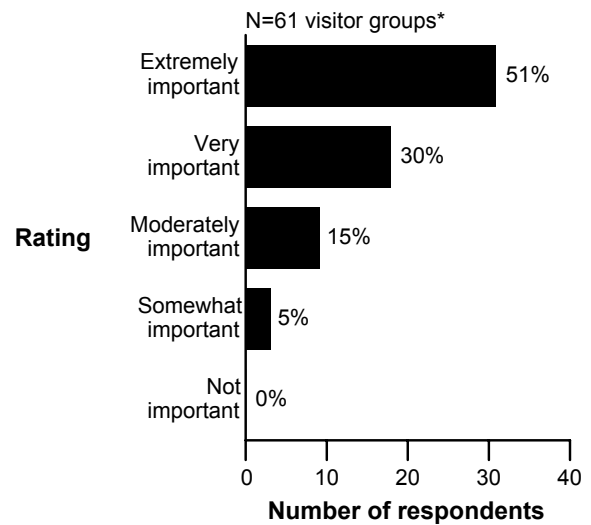


Figure 54: Importance of park website

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Quality ratings of visitor services and facilities

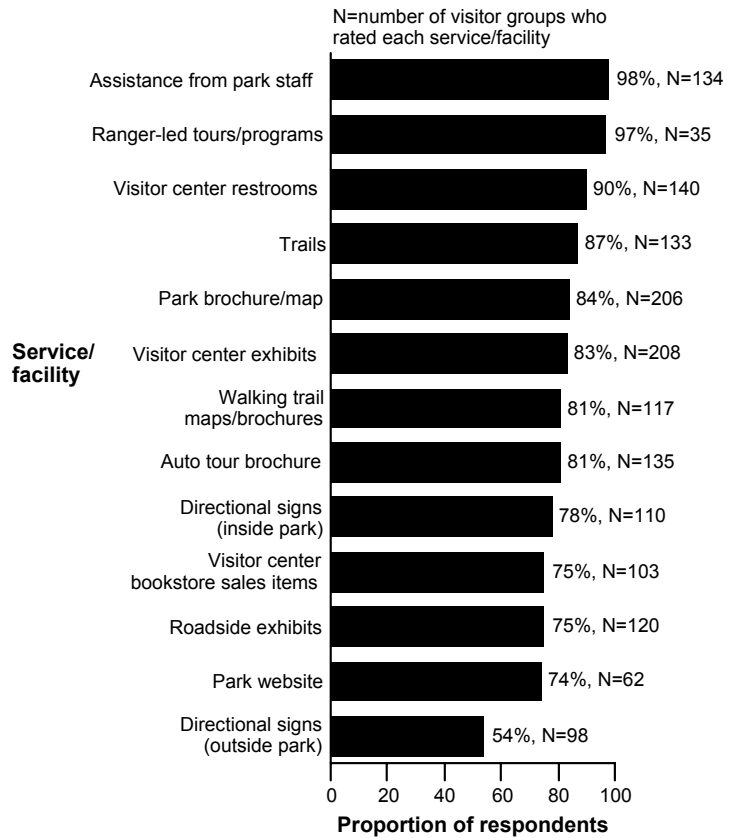
**Question 10c**

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

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

**Results**

- Figure 55 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
  - 98% Assistance from park staff
  - 97% Ranger-led tours/programs
  - 90% Visitor center restrooms
- Figures 56 to 71 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating was:
  - 6% Directional signs (outside park)



**Figure 55: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

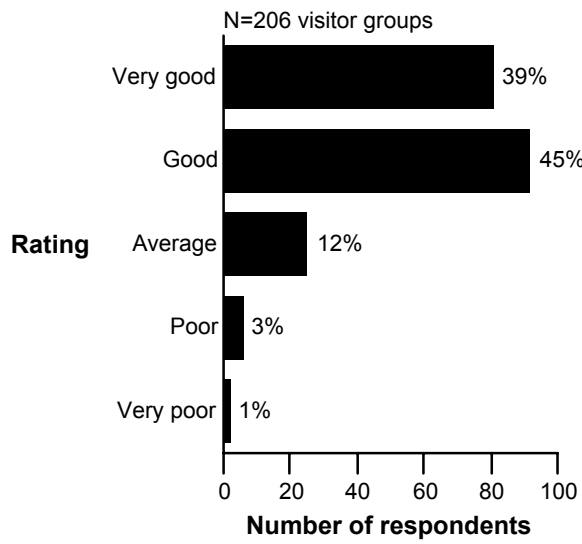


Figure 56: Quality of park brochure/map

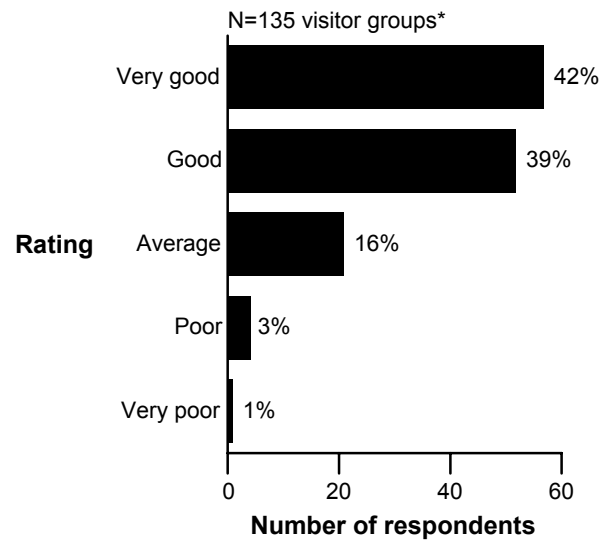


Figure 57: Quality of auto tour brochure

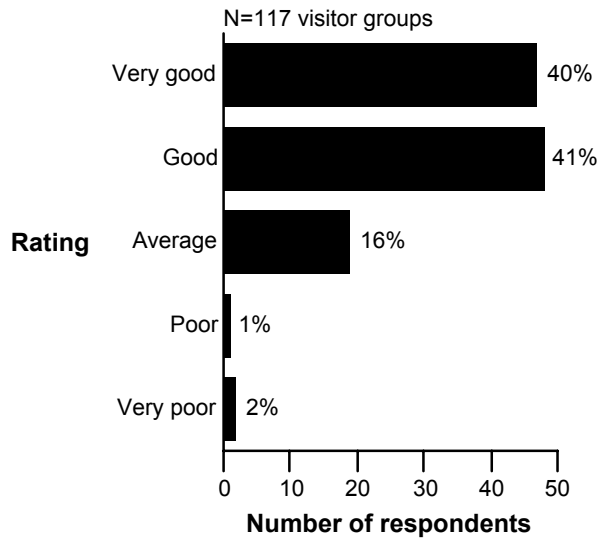


Figure 58: Quality of walking trail maps/brochures

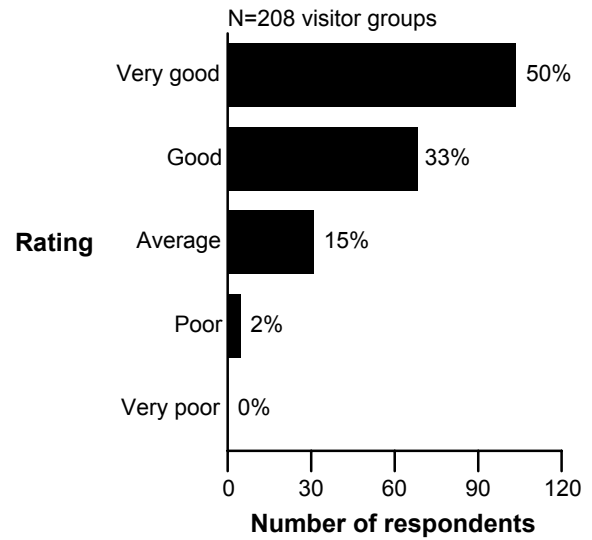


Figure 59: Quality of visitor center exhibits

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

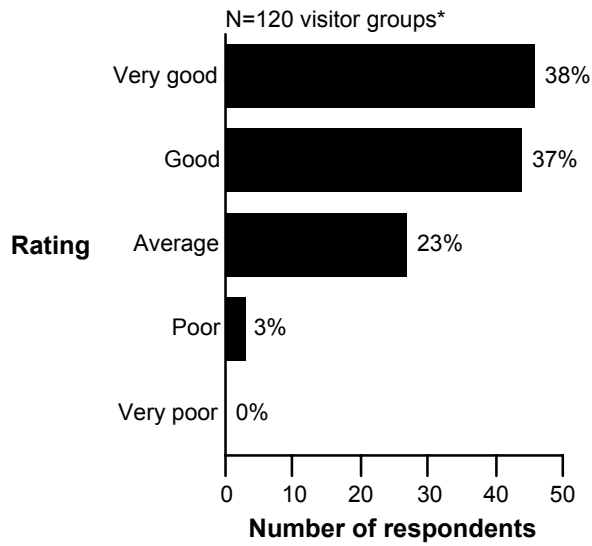


Figure 60: Quality of roadside exhibits

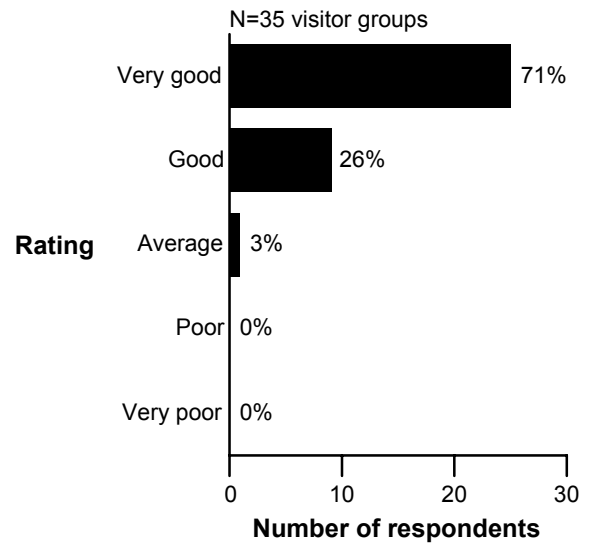


Figure 61: Quality of ranger-led tours/ programs

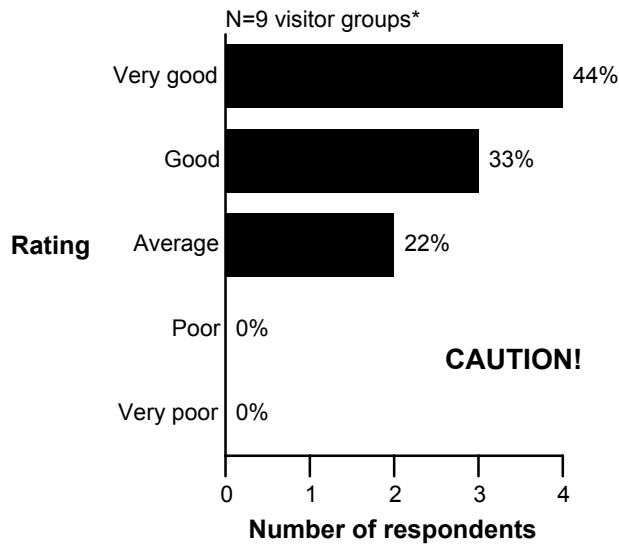


Figure 62: Quality of Junior Ranger program

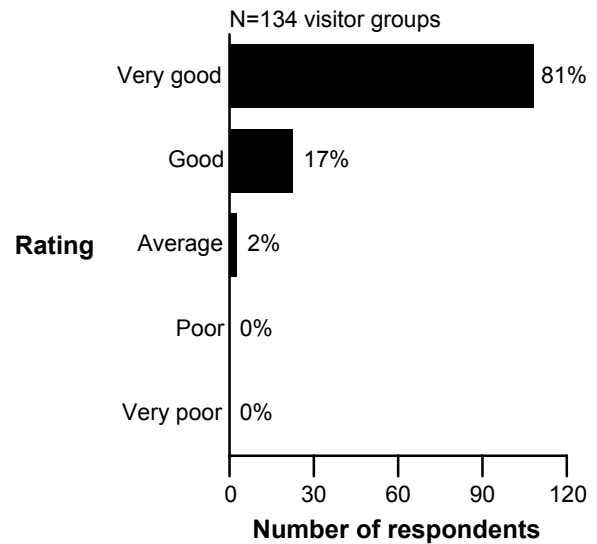
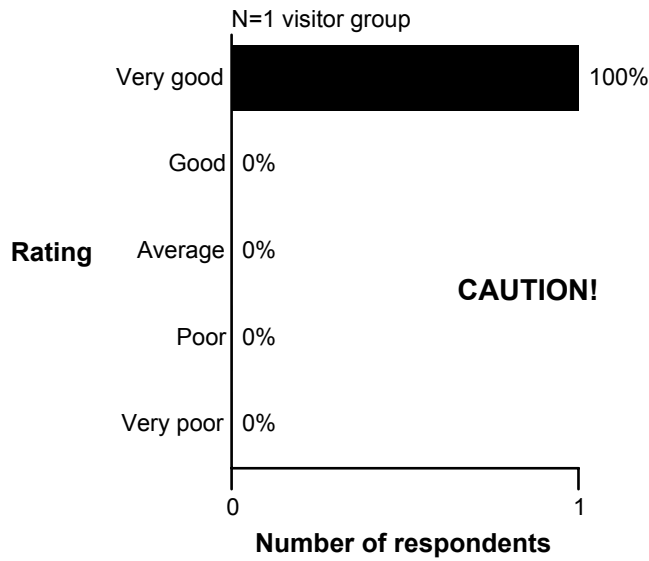


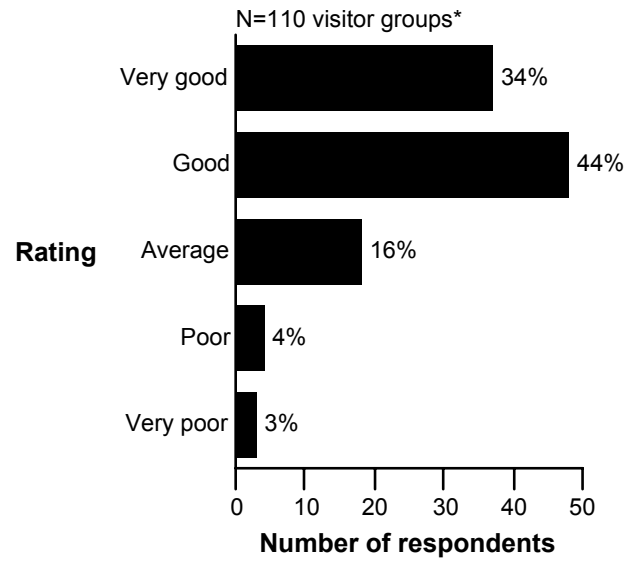
Figure 63: Quality of assistance from park staff

\*total percentages do not equal 100 due to rounding

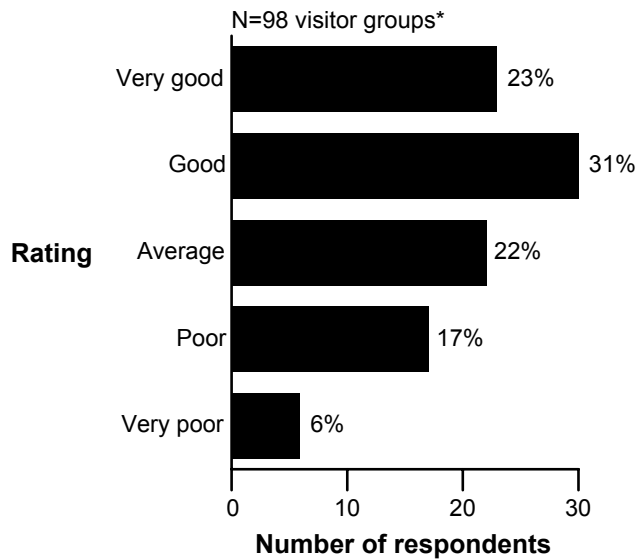
\*\*total percentages do not equal 100 because visitors could select more than one answer



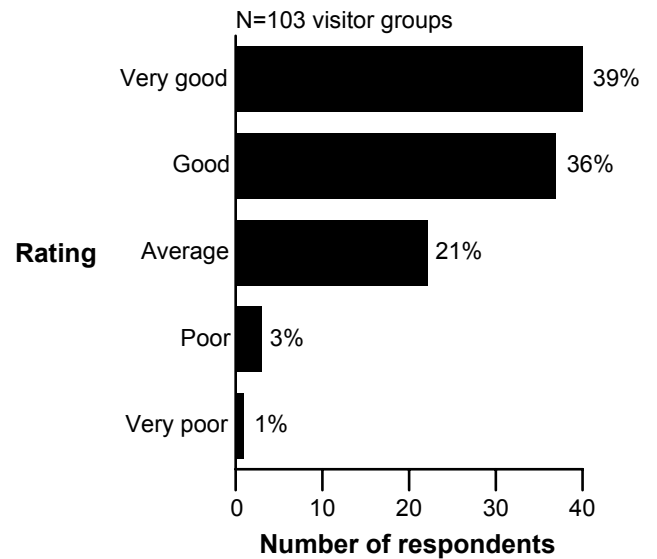
**Figure 64: Quality of access for disabled persons**



**Figure 65: Quality of directional signs (inside park)**



**Figure 66: Quality of directional signs (outside park)**



**Figure 67: Quality of visitor center bookstore sales items**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

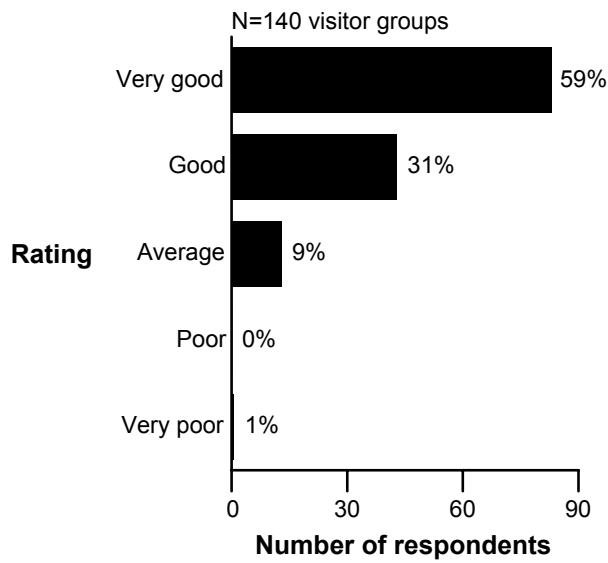


Figure 68: Quality of visitor center restrooms

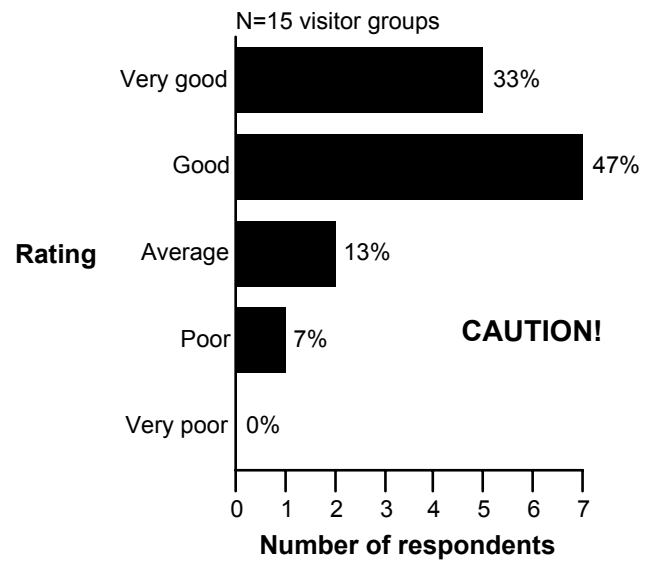


Figure 69: Quality of porta-potties at farm houses

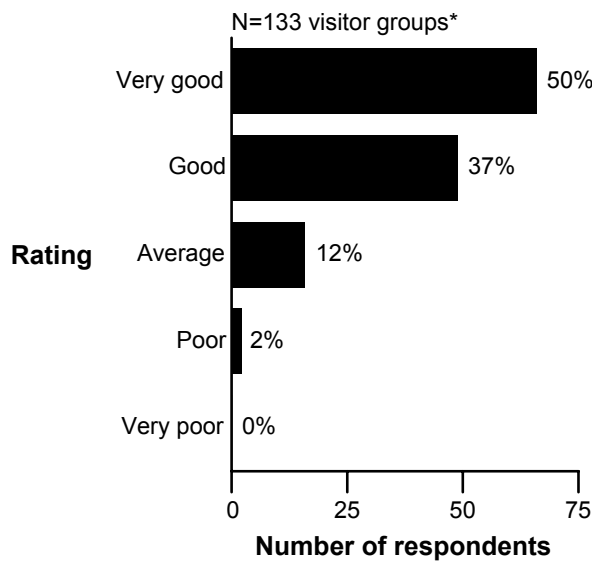


Figure 70: Quality of trails

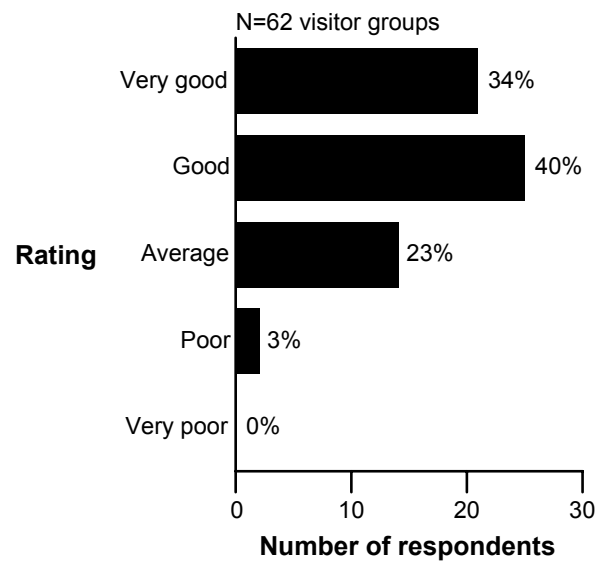


Figure 71: Quality of park website

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Mean scores of importance and quality ratings

- Figures 72 and 73 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average in importance and quality.

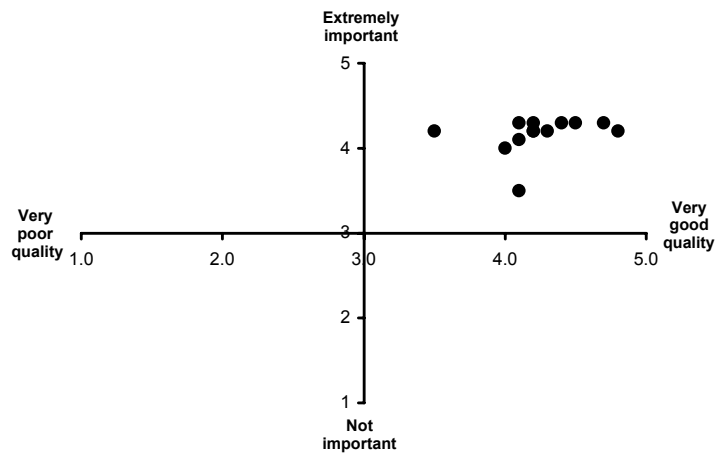


Figure 72: Mean scores of importance and quality ratings for visitor services and facilities

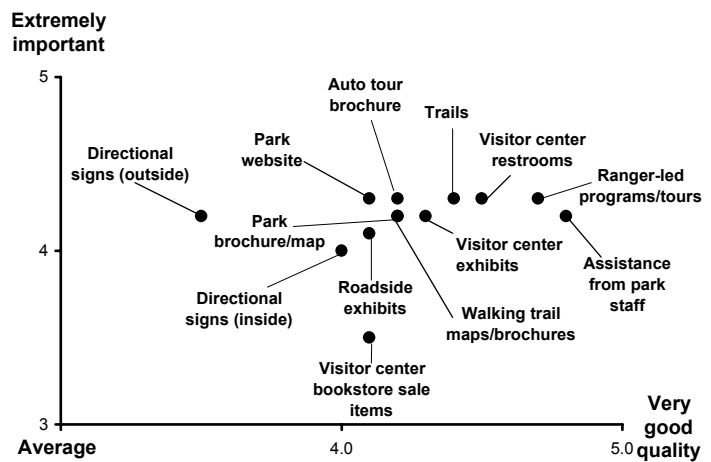


Figure 73: Detail of Figure 72

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



### Importance of protection of history and resources

**Question 20**

It is the National Park Service’s responsibility to protect Monocacy NB’s natural, scenic and cultural resources while at the same time providing for public enjoyment. On this visit, how important were the following attributes/resources to you?

**Results**

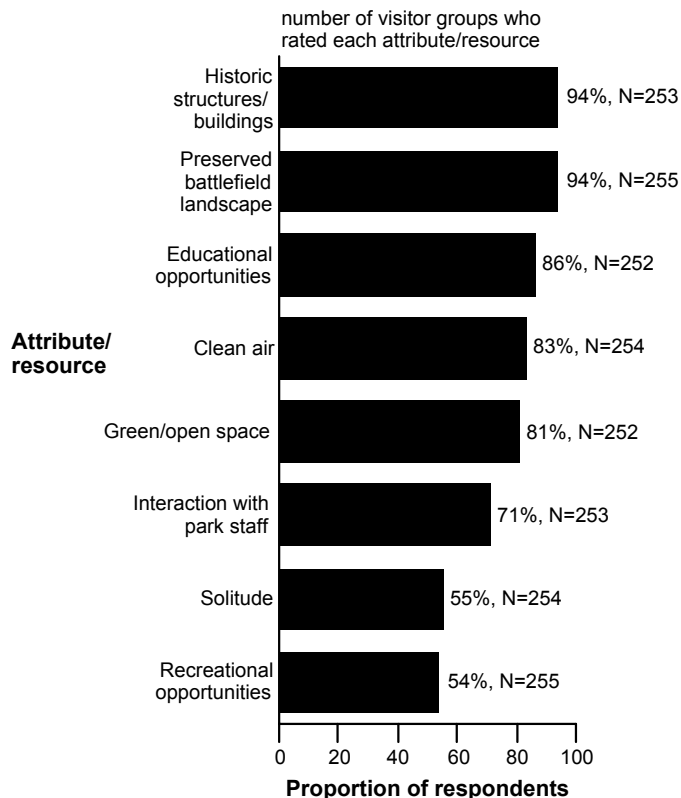
- As shown in Figure 74, the highest combined proportions of “extremely important” and “very important” ratings included:

- 94% Historic structures/buildings
- 94% Preserved battlefield landscape
- 86% Educational opportunities

- The attribute/resource that received the highest “not important” rating was:

- 4% Solitude
- 4% Recreational opportunities

- Table 9 shows the importance ratings for attributes/resources as rated by visitor groups.



**Figure 74: Combined proportions of "extremely important" and "very important" ratings for attributes/resources**

**Table 9: Importance of protection of park attributes/resources\***  
 N=number of visitor groups who rated each attribute/resource.

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Green/open space	252	1	2	16	32	49
Preserved battlefield landscape	255	1	1	5	15	80
Historic structures/buildings	253	1	<1	5	17	77
Recreational opportunities (hiking, exercising, etc.)	255	4	12	30	32	22
Interaction with park staff	253	2	4	24	33	38
Educational opportunities	252	<1	3	11	39	47
Clean air (visibility)	254	2	3	12	31	52
Solitude	254	4	16	25	24	31

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Expenditures**

**Total expenditures inside and outside of the park**

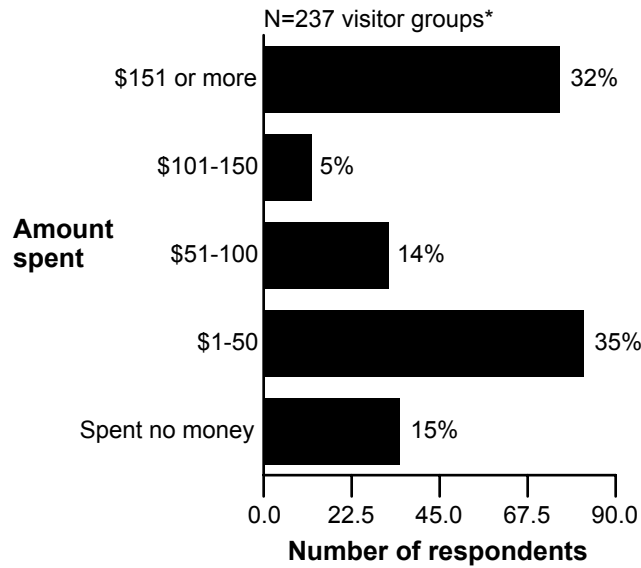
**Question 19**

For you and your group, please report all expenditures for the items listed below for this visit to Monocacy NB and the surrounding area (within a 1-hour drive of the park). Please write "0" if no money was spent in a particular category.

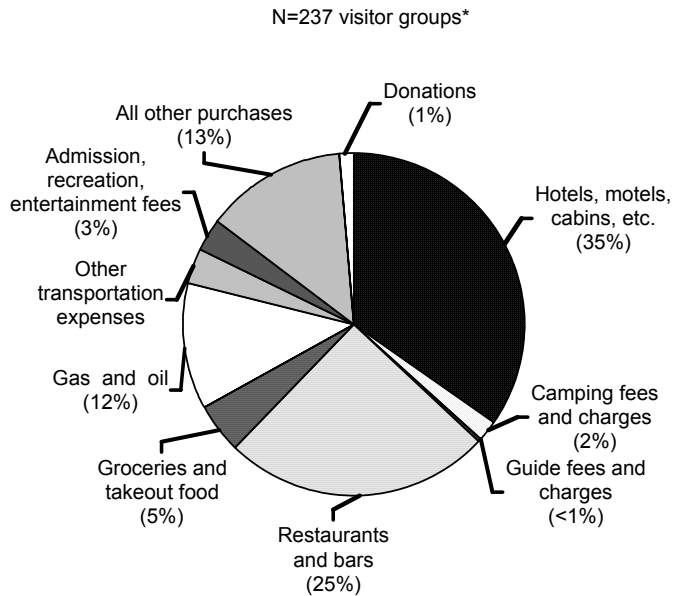
Note: Surrounding area residents should only include expenditures that were directly related to this visit to Monocacy NB.

**Results**

- 35% of visitor groups spent up to \$50 (see Figure 75).
- 51% spent \$51 or more.
- 15% did not spend any money.
- The average visitor group expenditure was \$177.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$53.
- Average total expenditure per person (per capita) was \$92.
- As shown in Figure 76, the largest proportions of total expenditures in and outside the park were:
  - 35% Hotels, motels, cabins, B&B, etc.
  - 25% Restaurants and bars
  - 12% Gas and oil



**Figure 75: Total expenditures in and outside of the park**



**Figure 76: Proportions of total expenditures in and outside of the park**

\*total percentages do not equal 100 due to rounding

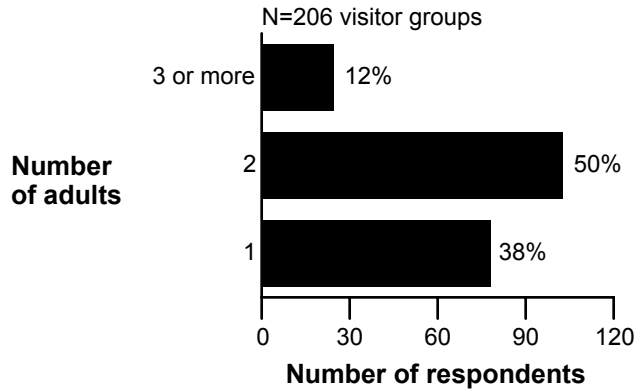
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Number of adults covered by expenditures**

Question 19c  
How many adults do these expenses cover?

Results

- 50% of visitor groups had two adults covered by expenditures (see Figure 77).
- 38% of groups had one adult.
- 12% of groups had three or more adults covered by expenditures.



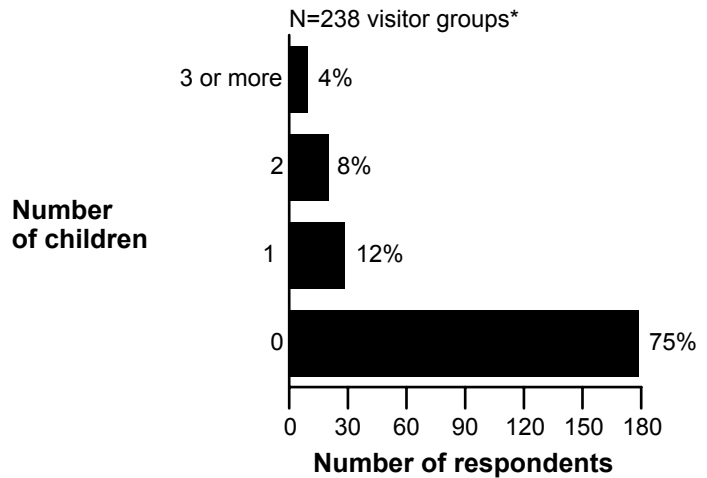
**Figure 77: Number of adults covered by expenditures**

**Number of children covered by expenditures**

Question 19d  
How many children do these expenses cover?

Results

- 75% of visitor groups had no children covered by expenditures (see Figure 78).
- 21% of visitor groups had one or two children covered by expenditures.
- 4% of groups had three or more children covered by expenditures.



**Figure 78: Number of children covered by expenditures**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures inside the park

### Question 19a

Please list your group's total expenditures inside Monocacy NB.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Monocacy NB.

### Results

- 48% of visitor groups spent up to \$25 inside the park (see Figure 79).
- 39% spent no money.
- The average visitor group expenditure was \$10.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$4.
- Average total expenditure per person (per capita) was \$5.
- As shown in Figure 80, the largest proportion of total expenditures inside the park was:

79% All other purchases (souvenirs, film, books, sporting goods, clothes, etc.)

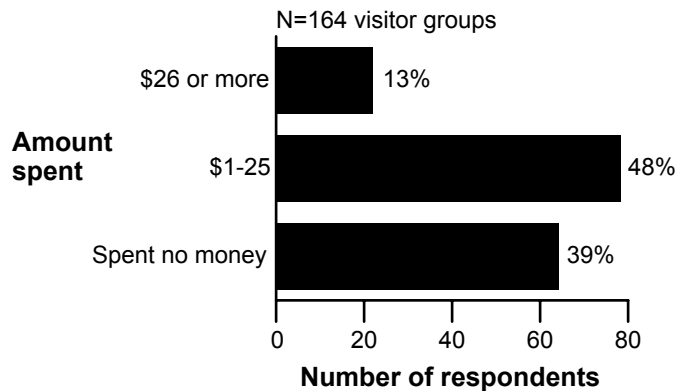


Figure 79: Total expenditures inside the park

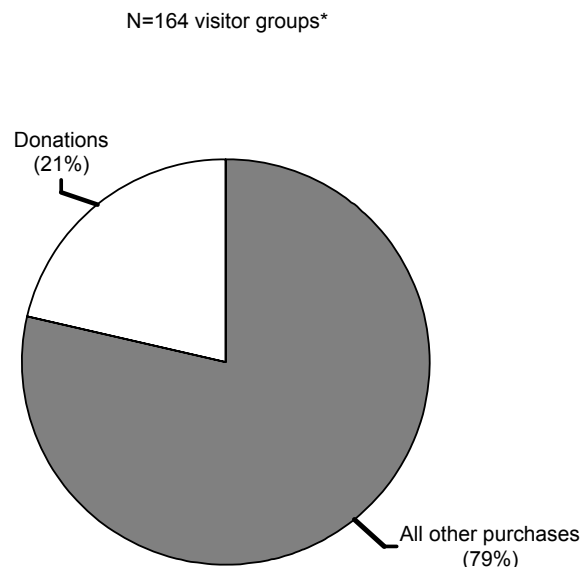


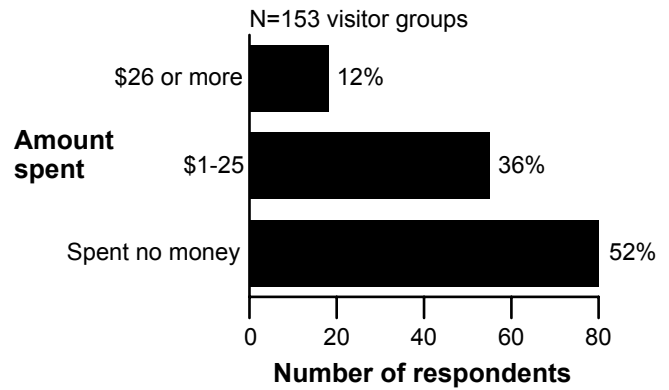
Figure 80: Proportions of total expenditures inside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

All other purchases

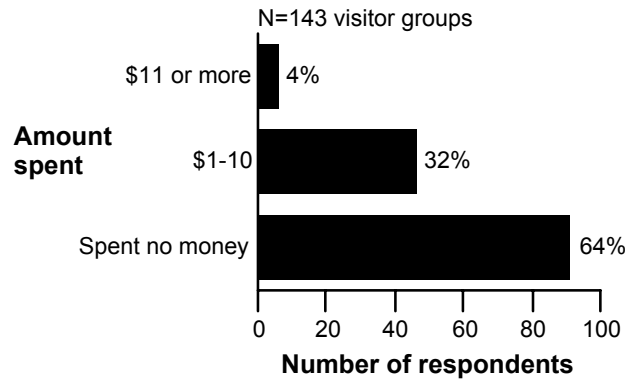
- 52% of visitor groups did not spend any money (see Figure 81).
- 36% spent up to \$25.



**Figure 81: Expenditures for all other purchases inside the park**

Donations

- 64% of visitor groups did not spend any money (see Figure 82).
- 32% spent up to \$10.



**Figure 82: Expenditures for donations inside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Expenditures outside the park**

**Question 19b**

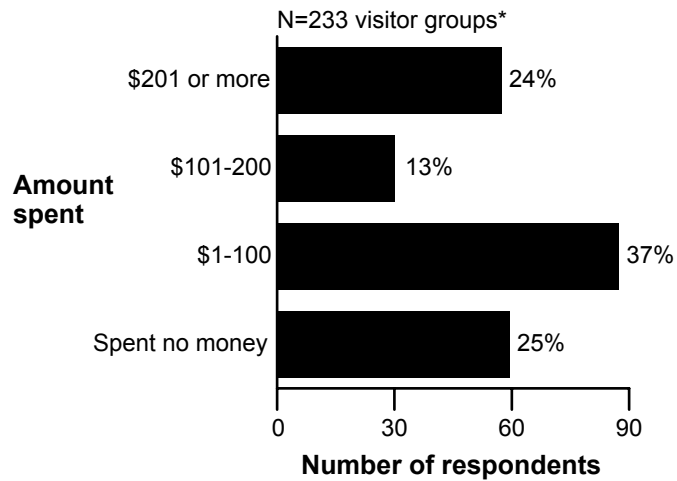
Please list your group’s total expenditures in the surrounding area within a 1-hour drive of the park.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Monocacy NB.

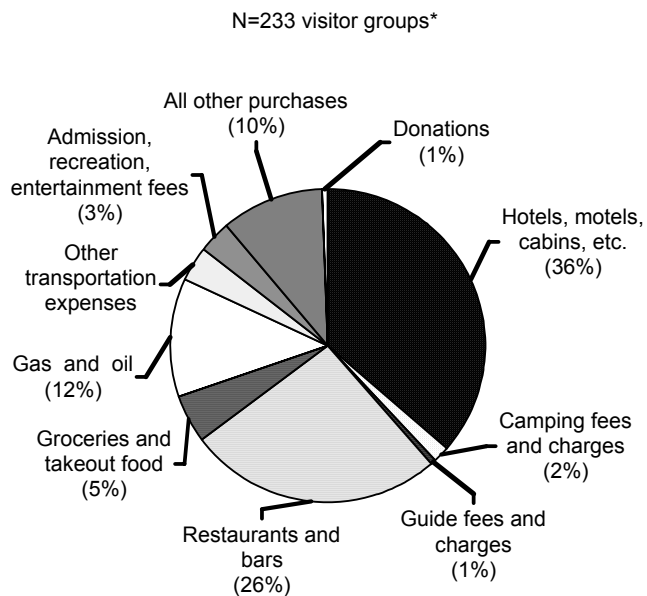
**Results**

- 37% spent \$101 or more outside the park (see Figure 83).
- 37% of visitor groups spent up to \$100.
- 25% did not spend any money.
- The average visitor group expenditure was \$173.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was \$50.
- Average total expenditure per person (per capita) was \$89.
- As shown in Figure 84, the largest proportions of total expenditures outside the park were:

- 36% Hotels, motels, cabins, B&B, etc.
- 26% Restaurants and bars
- 12% Gas and oil



**Figure 83: Total expenditures outside the park**



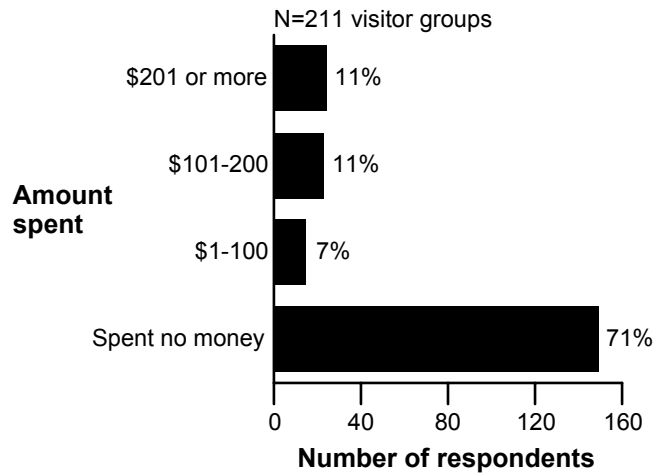
**Figure 84: Proportions of total expenditures outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Lodges, hotels, motels, cabins, B&B, etc.

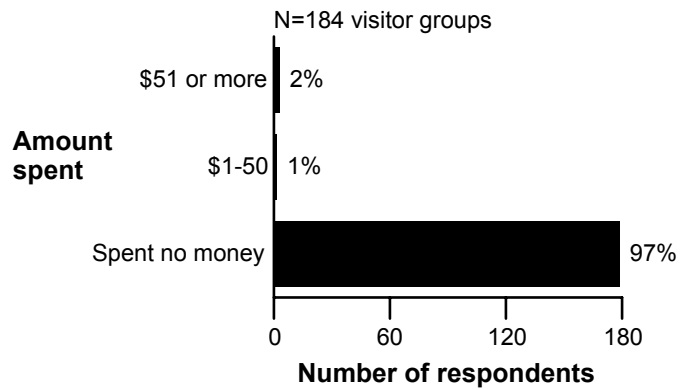
- 71% of visitor groups did not spend any money (see Figure 85).
- 22% spent \$101 or more.



**Figure 85: Expenditures for lodges, hotels, motels, cabins, B&B, etc. outside the park**

Camping fees and charges

- 97% of visitor groups did not spend any money (see Figure 86).



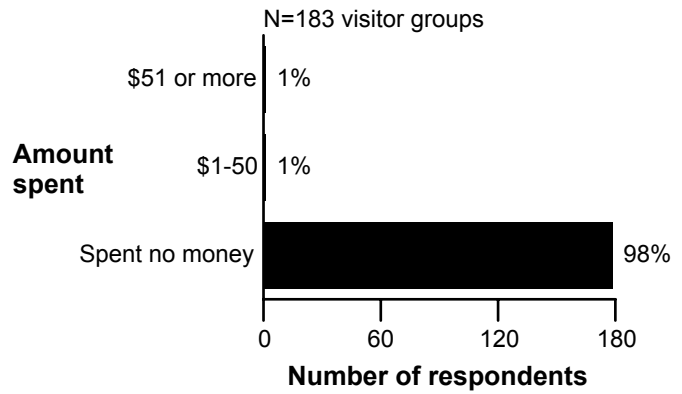
**Figure 86: Expenditures for camping fees and charges outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Guide fees and charges

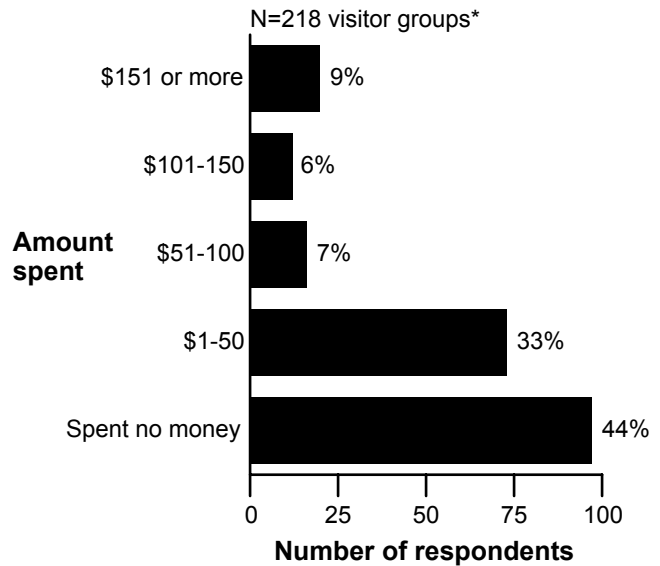
- 98% of visitor groups did not spend any money (see Figure 87).



**Figure 87: Expenditures for guide fees and charges outside the park**

Restaurants and bars

- 44% of visitor groups did not spend any money (see Figure 88).
- 33% spent up to \$50.



**Figure 88: Expenditures for restaurants and bars outside the park**

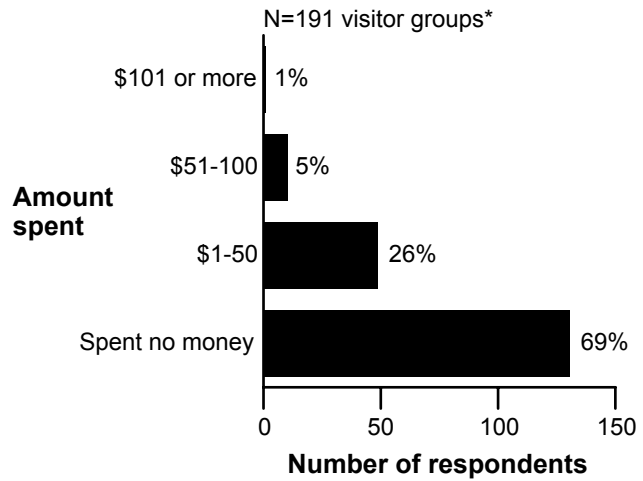
\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



Groceries and takeout food

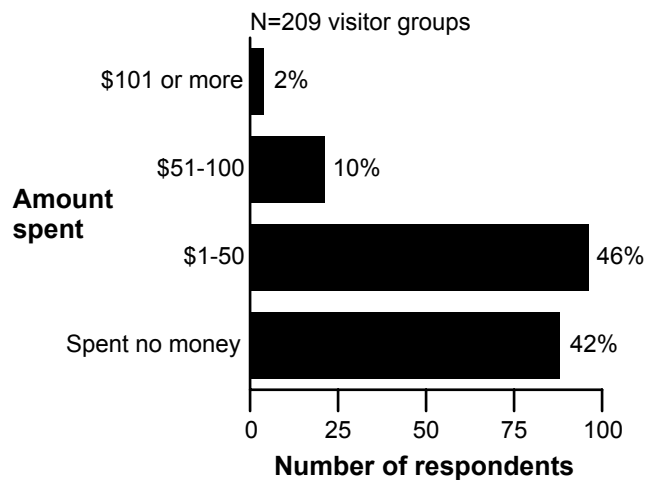
- 69% of visitor groups did not spend any money (see Figure 89).
- 26% spent up to \$50.



**Figure 89: Expenditures for groceries and takeout food outside the park**

Gas and oil

- 46% spent up to \$50.
- 42% of visitor groups did not spend any money (see Figure 90).



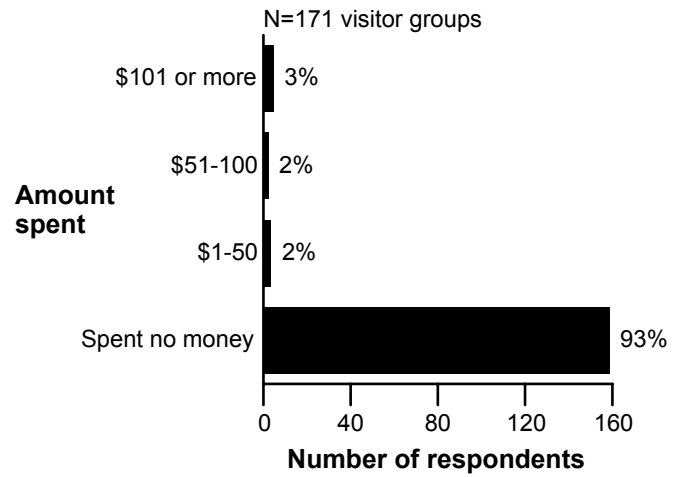
**Figure 90: Expenditures for gas and oil outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Other transportation expenses

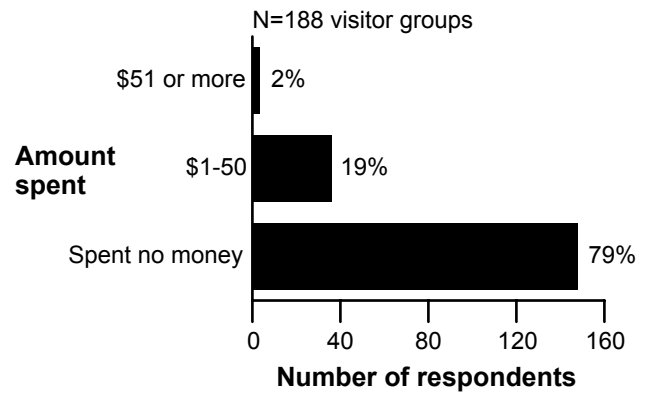
- 93% of visitor groups did not spend any money (see Figure 91).
- 4% spent up to \$100.



**Figure 91: Expenditures for other transportation expenses outside the park**

Admission, recreation, and entertainment fees

- 79% of visitor groups did not spend any money (see Figure 92).
- 19% spent up to \$50.



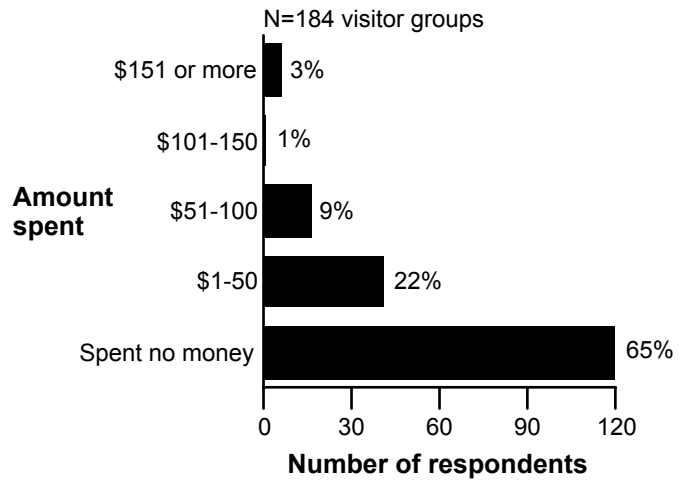
**Figure 92: Expenditures for admission, recreation, and entertainment fees outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

All other purchases

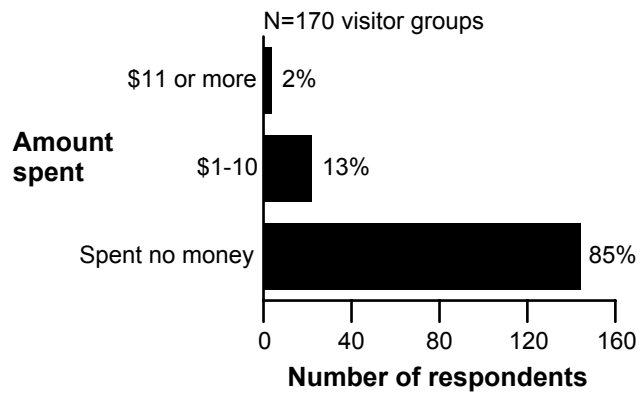
- 65% of visitor groups did not spend any money (see Figure 93).
- 22% spent up to \$50.



**Figure 93: Expenditures for all other purchases outside the park**

Donations

- 85% of visitor groups did not spend any money (see Figure 94).
- 13% spent up to \$10.



**Figure 94: Expenditures for donations outside the park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Preferences for future visit**

**Subjects to learn about on future visit**

**Question 21**

On a future visit to Monocacy NB, what subjects would you and your group be most interested in learning about?

**Results**

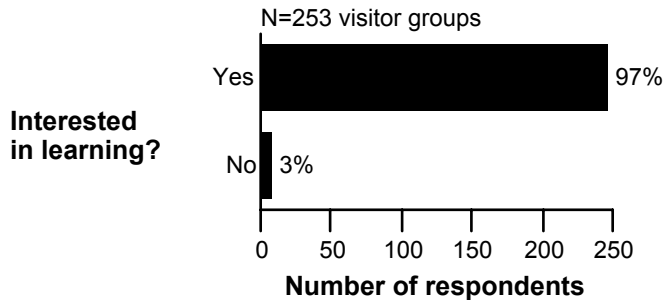
- 3% of visitor groups were not interested in learning about the park on future visit (see Figure 95).

- As shown in Figure 96, of those who were interested in learning (97%), the most common subjects included:

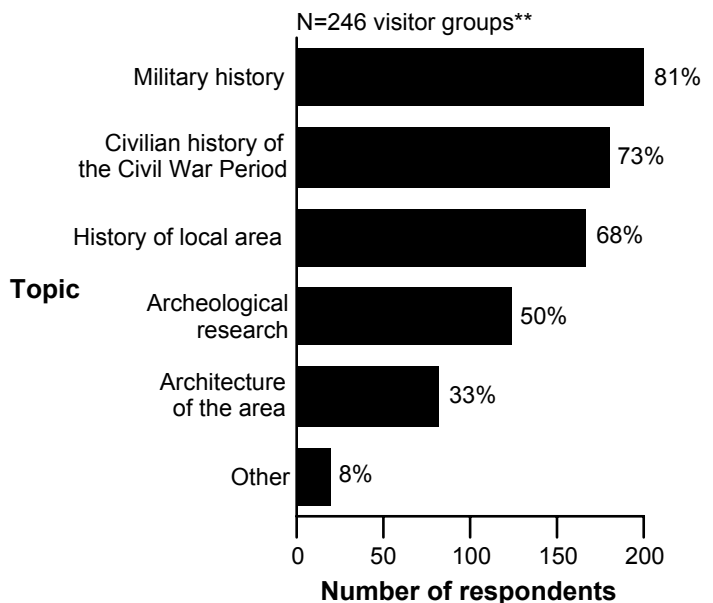
- 81% Military history
- 73% Civilian history of the Civil War Period
- 68% History of local area

- “Other” topics (8%) included:

- American Indians of the area
- Birds/wildlife identification
- Cemeteries around the area
- Geology
- History of farms and agricultural details
- How it fits with peninsula campaign
- More about the people involved in war
- More available rangers
- More details about the mill
- Natural resources
- Plant identification



**Figure 95: Number of visitor groups interested in learning**



**Figure 96: Subjects visitor groups would be most interested in learning about**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Preferred interpretive services on a future visit**

**Question 22**

On a future visit to Monocacy NB, what types of interpretive services would you and your group like to have available?

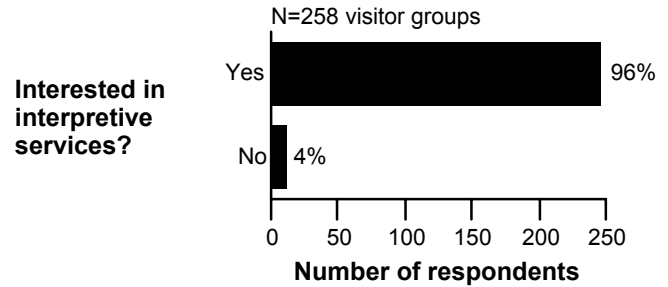
**Results**

- 4% of visitor groups were not interested in learning on a future (see Figure 97).
- As shown in Figure 98, of those who were interested in interpretive services (96%), the most common subjects included:

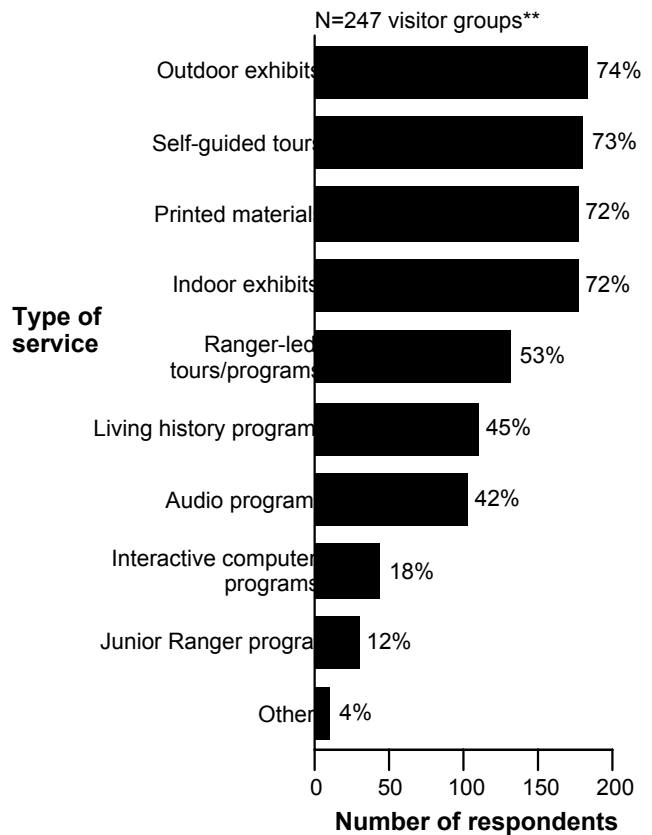
- 74% Outdoor exhibits
- 73% Self-guided tours
- 72% Printed materials
- 72% Indoor exhibits

- “Other” services (4%) included:

- A good film to supplement the electric map
- Hands-on activities for children
- Historic film of the battle and area history
- Keep the passport cancellation
- Maps with more details
- Put book about battle on tape or CD
- Restoration of Worthington house



**Figure 97: Number of visitor groups interested in interpretive services**



**Figure 98: Interpretive services visitor groups would be most interested in having**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

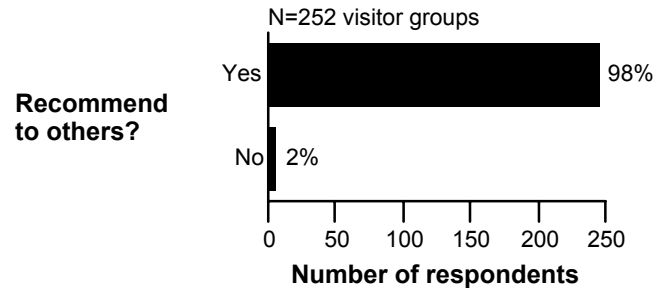
**Overall Quality**

**Recommending park to others**

Question 23a  
Would you recommend visiting Monocacy NB to others?

**Results**

- 98% of visitor groups would recommend visiting Monocacy NB to others (see Figure 100).



**Figure 100: Visitor groups that would recommend park to others**

Question 23b  
If YES, please explain why.

**Results**

- 89% of visitor groups (N=230) responded YES to this question (see Figure 100).
- Table 10 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 10: Explanations why visitor groups would recommend park to others**

N=354 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
Site has historical importance	115
Site is very educational/informative	40
Scenery/beauty of landscape	30
Park is well-preserved	20
Park staff are nice/informative	19
Location of park is excellent	16
Great place to hike/walk/picnic	14
Park is well-maintained	12
Good/well-maintained trails	12
Good for quiet/solitude/relaxation	11
Park is laid out well	9
Site is uncrowded	8
Good interpretation of history	6
A must-see for Civil War buffs	5
Good educational materials	5
Facilities are well-kept/restored	4
The river	4
Good ranger programs	3
Park was great/worth the visit	3
Park is well-run	3

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 10: Why visitors would recommend park to others  
(continued)**

Comment	Number of times mentioned
Sites are easy to find and access	2
Ancestor fought in battle	2
Great visitor center	2
Wildlife	2
Other comments	7

Question 23c

If NO, please explain why.

Results

- 2% of visitor groups (N=6) responded NO to this question (see Figure 100).
- Table 11 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 11: Explanations why visitor groups would not recommend park to others**

N=11 comments;  
some visitor groups made more than one comment.

**CAUTION!**

Comment	Number of times mentioned
Not very educational	3
Too small/not enough to see	2
Area not well laid out	2
Other comments	4

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

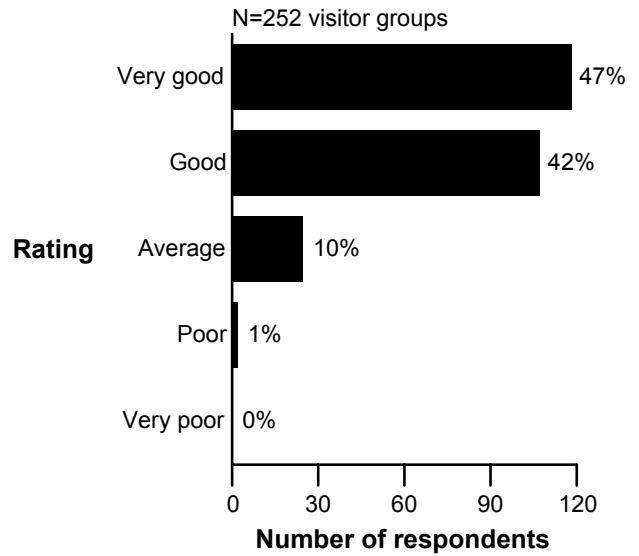
**Overall quality**

**Question 27**

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you at Monocacy NB during this visit?

**Results**

- 89% of visitor groups rated the overall quality as “very good” or “good” (see Figure 99).
- 1% rated the overall quality as “very poor” or “poor.”



**Figure 99: Overall quality of visitor facilities, services, and recreational opportunities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Visitor Comments**

**What visitors liked most**

Question 24a

On this visit, what did you and your group like most about your visit to Monocacy NB?

Results

- 90% of visitor groups (N=233) responded to this question.
- Table 12 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

**Table 12: What visitors liked most about Monocacy NB**

N=354 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Staff were friendly	13
Staff were knowledgeable	12
Good interaction with staff	10
Staff were helpful	8
Other comment	1
<b>INTERPRETIVE SERVICES</b>	
Electronic map	36
Historic information presented	27
Visitor center exhibits	21
Cannon demonstration	9
Ranger programs	8
Self-guided tour	7
Auto tour	5
Information on signs	5
Guided tour	4
Paper materials for tours	4
Junior Ranger program	3
Printed brochures	2
Interpretation of history	2
Other comments	2
<b>FACILITIES/MAINTENANCE</b>	
The paths/trails	22
The fields and farms	9
Well-maintained battlefields	6
The boardwalk trail	5
The gift shop	3
The houses	3
Sites are well-marked	3
The bridges	2
The monuments	2
Other comments	3

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

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**Table 12: What visitors liked most  
(continued)**

Comment	Number of times mentioned
<b>POLICIES/MANAGEMENT</b>	
That the park is preserved	8
The fact that the site is there	6
River access	2
Other comments	3
<b>RESOURCE MANAGEMENT</b>	
Wildlife	4
Fishing	3
Other comments	2
<b>GENERAL COMMENTS</b>	
The ability to walk/hike	20
Beauty of park	17
The historical importance	10
Solitude	10
Actually being on historical place	9
The fact that it was not crowded	7
Quietness	6
Atmosphere	2
Chance to reflect on history	2
Other	6

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\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**What visitors liked least**

Question 24b

On this visit, what did you and your group like least about your visit to Monocacy NB?

Results

- 70% of visitor groups (N=180) responded to this question.
- Table 13 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 13: What visitors liked least**  
 N=195 comments;  
 some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Comments	3
<b>INTERPRETIVE SERVICES</b>	
Need more information/interpretive signs	7
Need more/bigger indoor exhibits	6
Visitor Center is small	6
Would like audio tour	4
Driving tour needs improvement	3
Lack of brochure/printed material	3
No ranger programs	2
Would like film about battle/site	2
Other comment	1
<b>FACILITIES/MAINTENANCE</b>	
Would like better signs/directions to park	18
Limited parking	6
More signs within park to sites	5
Need more picnic tables	3
Not enough walking trails	2
Structures/yards need better upkeep	2
Other comments	4
<b>POLICIES/MANAGEMENT</b>	
No access to farm houses/grounds	9
Did not like highway through park	6
Would like to ride bikes in park	2
Other comments	3

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 13: What visitors liked least  
(continued)**

Comment	Number of times mentioned
<b>RESOURCE MANAGEMENT</b>	
Too many weeds	4
Other comment	1
<b>GENERAL COMMENTS</b>	
Nothing to dislike	24
The heat/weather	16
Wish they had more time to spend	14
Traffic	8
Encroaching development	5
Dangerous intersections	4
Park spread out/hard to get to some sites	4
Noise from the highway	3
Sales items	3
The bugs	3
It was a field	2
The cows	2
This survey	2
Other comments	3

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Planning for the future**

Question 25

If you were a manager planning for the future of Monocacy NB, what would you and your group propose?

Results

- 70% of visitor groups (N=180) responded to this question.
- Table 14 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 14: Planning for the future**  
 N=309 comments;  
 some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Increase volunteers/interpretive staff	3
<b>INTERPRETIVE SERVICES</b>	
More exhibits and artifacts	12
Ranger-led tours and programs	12
Provide more information about sites at sites	11
Would like to watch a film about battle	11
Educate more on the battle and troop movements	10
More interpretive signs	10
Have more living history events	9
Have battle reenactments	8
More information on the people/generals/soldiers	7
Rent CD audio accompaniment to auto tour	6
Better printed information/brochures/maps	5
Map with historical landscape/battle overlaid with current	5
Implement school programs	4
Keep electric map display	4
More cannons/demonstrations	4
Information about park nature	3
More information on park/tours	3
House tours	2
Improve auto tour	2
More monuments	2
More programs for kids	2
Would like self-guided audio tour	2
Other comments	5

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 14: Planning for the future  
(continued)**

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE</b>	
Improve/extend trail system	15
Restore farm houses	15
Need more directional signs to park	13
Need bigger visitor center	11
Improve roadway access to sites	8
Add picnic areas/pavilion	6
Increase number bookstore/gift shop items	5
More location markers at sites	4
Install more benches	2
More parking	2
Would like tram/bus to tour sites	2
Other comments	5
<b>POLICIES/MANAGEMENT</b>	
Would like access to the farmhouses and other buildings	10
Acquire land around the park	7
Protect park from encroaching development	6
Make park bike-friendly	3
Use park for other events (outdoor recreation, weddings, etc.)	2
Other comments	3
<b>RESOURCE MANAGEMENT</b>	
Preserve park for future	4
Better deer management	2
Control non-native vegetation	2
Other comment	1
<b>GENERAL COMMENTS</b>	
Promote/advertise park more (through other battlefields/in community)	21
Create access across interstate (walkway above or below/move highway underground)	5
Would like above view of park	3
Other comments	10

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Additional comments**

Question 26

Is there anything else you and your group would like to tell us about your visit to Monocacy NB?

Results

- 45% of visitor groups (N=115) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 15: Additional comments**  
 N=167 comments;  
 some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	10
Helpful employees	8
Excellent staff	8
Knowledgeable and informative staff	6
Staff is friendly	3
Park rangers are nice	2
Employees are enthusiastic	2
Staff do a good job	2
Staff is polite	2
<b>INTERPRETIVE SERVICES</b>	
Very informative	6
Would like more information	5
Information received was incorrect	3
Enjoyed electric map	2
Need more ranger programs	2
Other comments	6
<b>FACILITIES/MAINTENANCE</b>	
Need directional signs	4
Park well-maintained	4
Impressed with trails	3
Keep parking limited to control numbers	2
Other comments	4

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

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**Table 15: Additional comments  
(continued)**

Comment	Number of times mentioned
<b>POLICIES/MANAGEMENT</b>	
Embrace other activities	1
Would like more access to houses	1
<b>RESOURCE MANAGEMENT</b>	
Thanks for preserving the park	9
Keep preserving the park for the future	3
<b>GENERAL COMMENTS</b>	
Enjoyed visit	23
Keep up the good work	8
Park is great	8
Need better promotion of park/activities	6
Looking forward to new visitor center	5
Enjoyed reflection on the past	2
Park is beautiful	2
Will return for another visit	2
Wish had more time to spend	2
Would like different sales items	2
Other comments	11

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\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer





## **APPENDICES**

<b>Appendix 1: The Questionnaire</b>
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## Appendix 2: Additional Analysis

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

- Aware that it is a Civil War battlefield
- Aware that managed by NPS
- Sources of information used prior to visit
- Received needed information?
- Primary reason for visiting the park area (within 1 hour drive)
- Other places visited
- Overnight stay away from home
- Number of nights stayed in the area
- Type of lodging used
- Number of vehicles used to enter park
- Routes used
- Adequacy of directional signs to park
- Length of stay
- Visit on more than one day
- Number of days visited
- Park sites visited
- Activities participated in
- Primary activity
- Ability to see/do planned sites/activities
- Service/facilities used
- Importance of service/facility
- Quality of service/facility
- Group size
- Commercial guided tour group
- Educational/school group
- Other organized group
- Group type
- Visitor age
- State of residence
- Country of residence
- Number of visits in past six months
- Number of visit in past five years
- Respondent ethnicity
- Respondent race
- Highest level of education
- Group members with disabilities/impairments
- Types of disabilities/impairments
- Encounter access/service problems due to disability/impairment
- Expenditures in and outside the park
- Number of adults/children included in expenditures
- Importance of resource/attribute
- Subjects to learn about on future visit
- Interpretation services available on future visit
- Recommend park to others
- Overall quality of visitor facilities, services, and recreational opportunities

For more information please contact:  
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 P.O. Box 441139  
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### Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are not equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 1 shows no significant difference in group type.

As shown in Table 2, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.

*References*

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- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

## Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. 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 (summer & fall)
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

### 1989 (continued)

24. Lincoln Home National Historic 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 & Memorials, 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 NP/ Lake Chelan NRA
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

**Visitor Services Project Publications (continued)****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
- 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)

**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
- 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 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
- 108. Acadia National Park

**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)



**Visitor Services Project Publications (continued)****2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

**2001**

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

**2002**

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

**2003**

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument

**2003 (continued)**

- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)

**2004**

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

**2005**

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

**2006**

- 174. Kings Mountain National Military Park
- 175. John F. Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: [www.psu.uidaho.edu](http://www.psu.uidaho.edu) or phone (208) 885-7863.

**Visitor Comments Appendix**

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

