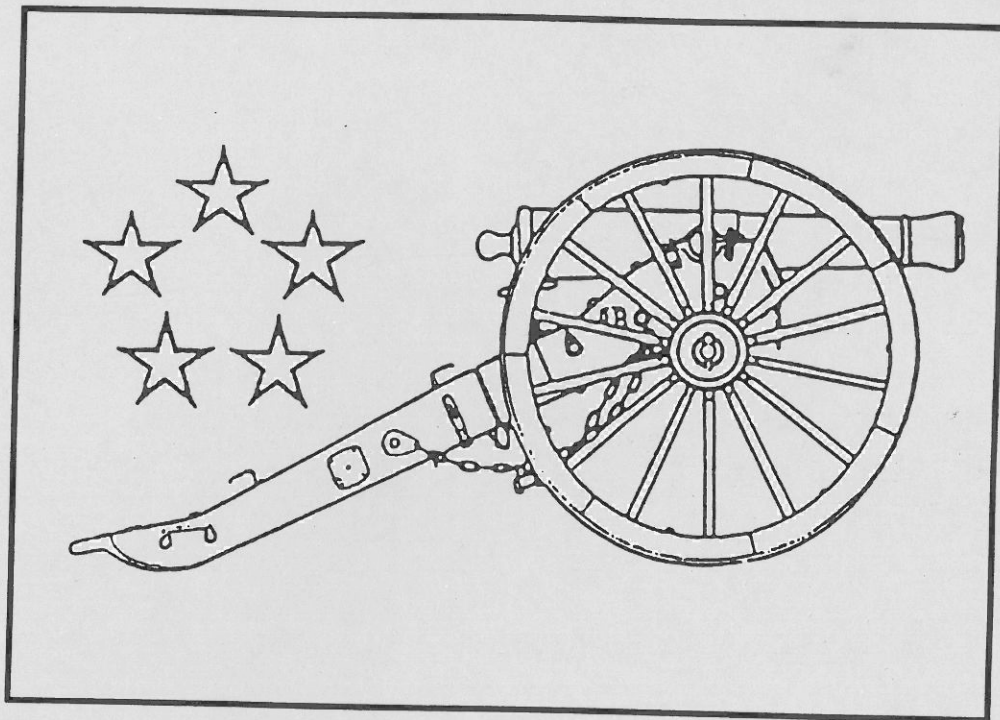

Visitor Services Project
Gettysburg National Military Park
Eisenhower National Historic Site



Visitor Services Project Report 73
Cooperative Park Studies Unit



Visitor Services Project

Gettysburg National Military Park

Eisenhower National Historic Site

Mark A. Patterson
Dwight L. Madison

Report 73

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Mark Patterson is research associate with the VSP based at the Cooperative Park Studies Unit, University of Idaho. Dwight Madison was the VSP Eastern Coordinator and conducted the planning and field work for this study. We thank the staff at Gettysburg National Military Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Gettysburg National Military Park Eisenhower National Historic Site

Report Summary

- This report describes the results of a visitor study at Gettysburg National Military Park during October 10-16, 1994. A total of 508 questionnaires were distributed and 432 returned, an 85% response rate.
- This report profiles Gettysburg NMP visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix contain a summary of visitor comments.
- Visitors were often in family groups (60%). Groups often consisted of two people (49%); 18% of the groups included 11 or more visitors. Visitors aged 61-70 comprised 24% of the visitors surveyed. More than half of the visitors (59%) were visiting Gettysburg NMP for the first time; 30% had visited 2-4 times previously.
- Visitors from foreign countries comprised 3% of the visitation. Most United States visitors came from Pennsylvania (15%), Maryland (10%) and California (10%), with smaller proportions from 42 other states.
- Twenty-three percent of Gettysburg NMP visitors spent 9 or more hours at the site. Sixteen percent of visitors reported staying at the site four hours.
- During their visit to the Gettysburg area, the average visitor group expenditure was \$263. The average per capita expenditure was \$68. The largest proportion of visitor's money (38%) was spent on lodging.
- Most visitors (88%) cited learning about area history and culture as a reason for visiting Gettysburg NMP. Visitors also listed traveling the scenic views and drives (53%) and recreation (49%) as reasons for visiting the park.
- The most visited sites were the visitor center (95%), Little Round Top (82%), the town of Gettysburg (76%), and the National Cemetery (71%). Twenty-nine percent of Gettysburg NMP visitors reported visiting Eisenhower NHS. Touring the battlefield was the most frequently reported activity of Gettysburg NMP visitors (96%). Just over half of the visitor groups (51%) visited the Gettysburg Address exhibit.
- The most used visitor services and facilities were the restrooms (88%), museum exhibits (84%) and the visitor information desk (77%). The least used services and facilities were the self-guided hiking trail brochures (11%), the park traveler information station (10%), and a tour by bus with cassette tape (10%). Tours conducted by rangers, museum exhibits, and tours by a licensed battlefield guide received the highest quality ratings.
- Most Gettysburg NMP visitors (73%) claimed that noise, modern structures or air pollution did not interfere with their park experience.
- Sixty-three percent of Gettysburg NMP visitors stated that they would likely use a proposed shuttle system through the battlefield on a future visit.
- Visitors made 336 comments about what they would plan for the future of Gettysburg NMP; 73 comments about what they would plan for the future of Eisenhower NHS. Four hundred fourteen additional comments were also provided by visitors.

<p>For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>

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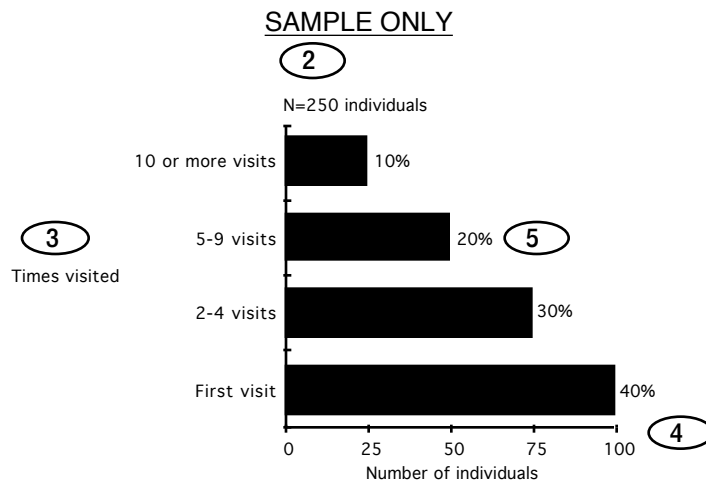
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INTRODUCTION

This report describes the results of a study of visitors to Gettysburg National Military Park / Eisenhower National Historic Site (referred to as "Gettysburg NMP"). This visitor study was conducted October 10-16, 1994. The study was conducted by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. A Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

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



(1) Figure 4: Number of visits

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

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Gettysburg National Military Park / Eisenhower National Historic Site during October 10-16, 1994. Visitors completed the questionnaire during or after their visit and returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they stopped at various locations in the park: the visitor center, the Cyclorama/Highwater mark area, Little Round Top, and Eisenhower Farm. Table 1 shows the proportion of visitors that were sampled at each site.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the mailing of a reminder-thank you postcard.

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.

**Table 1: Questionnaire Distribution Sites
(508 distributed)**

Site	Number distributed	Percent of total
Visitor Center	333	66
Cyclorama /HWM	80	16
Eisenhower Farm	50	10
Little Round Top	45	9

Returned questionnaires were coded and entered into a computer. Frequency distributions and other statistics were calculated using a standard statistical software package. Respondents' answers to open-ended questions were summarized.

Data analysis

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 429 groups, Figure 3 presents data for 1182 individuals. A note above each figure's graph specifies the information illustrated.

Sample size, missing data and reporting errors

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 432 questionnaires were returned by Gettysburg NMP visitors, Figure 2 shows data for only 426 respondents.

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

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

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
 2. The data reflect visitor use patterns of visitors to the selected sites during the study period of October 10-16, 1994. The results do not necessarily apply to visitors using other sites in the park or 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 or table.
-

RESULTS

Visitors contacted

A total of 521 visitor groups were contacted; 98% accepted questionnaires (508). Four hundred thirty-two visitor groups completed and returned their questionnaires, an 85% response rate.

Table 2 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	508	50.2	429	50.9
Group size	508	10.1	429	9.9

Demographics

The group size for Gettysburg NMP visitors ranged from 1 to 240 people. Figure 1 shows that 49% of visitors came in groups of two people; 18% came in groups of 11 or more. Sixty percent of visitors came in family groups (see Figure 2). "Other" groups included scout groups, elder hostel and senior citizen groups, school groups, and church groups.

Visitors to Gettysburg NMP ranged in age from 1 to 85 years. Figure 3 shows that visitors aged 61-70 comprised 24% of the visitors surveyed. Children aged 15 or younger made up 12% of the visitors. More than half of the visitors (59%) were visiting Gettysburg NMP for the first time; 30% had visited 2-4 times previously (see Figure 4).

Visitors from foreign countries comprised 3% of all visitation. Map 1 and Table 3 show that most international visitors came from the United Kingdom (43%), Canada (20%) and Australia (17%). Most United States visitors came from Pennsylvania (15%), Maryland (10%) and California (10%), with smaller proportions from 42 other states (see Map 2 and Table 4).

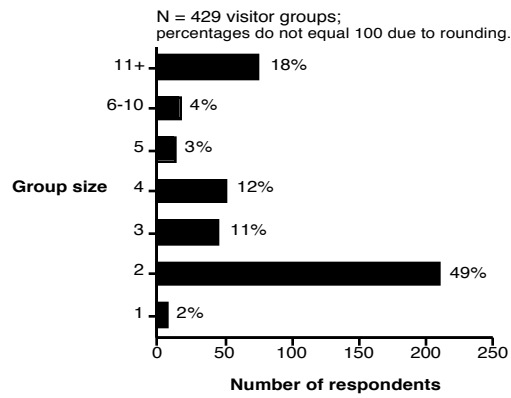


Figure 1: Size of visitor group

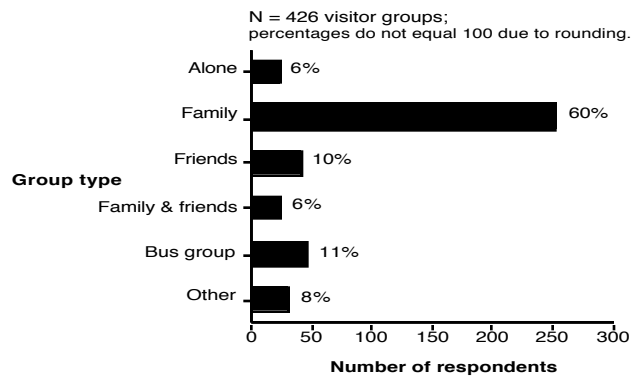


Figure 2: Type of visitor group

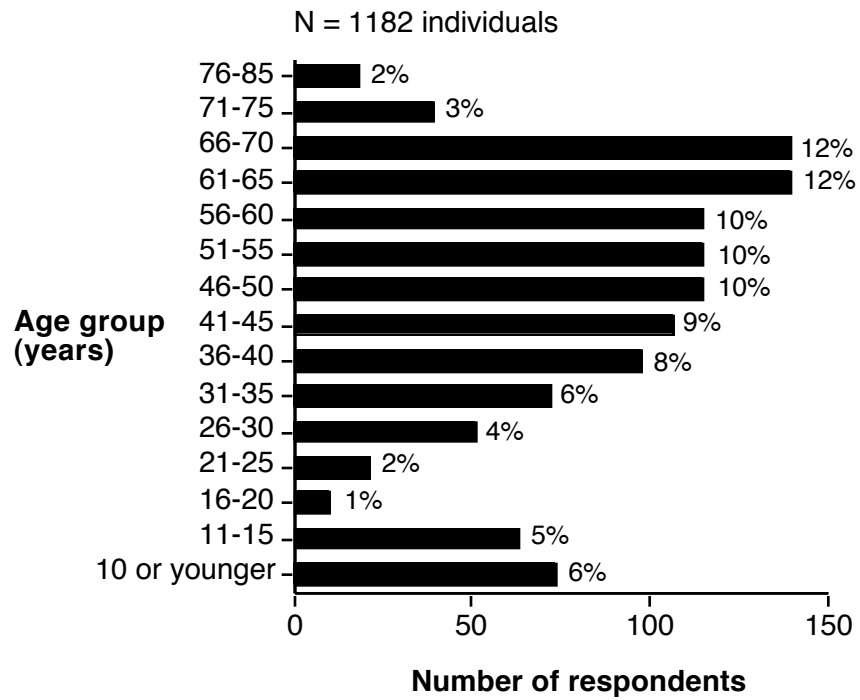


Figure 3: Age of visitor

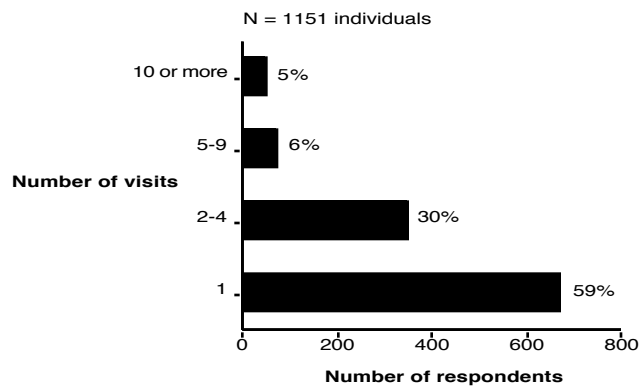


Figure 4: Number of visits to Gettysburg NMP

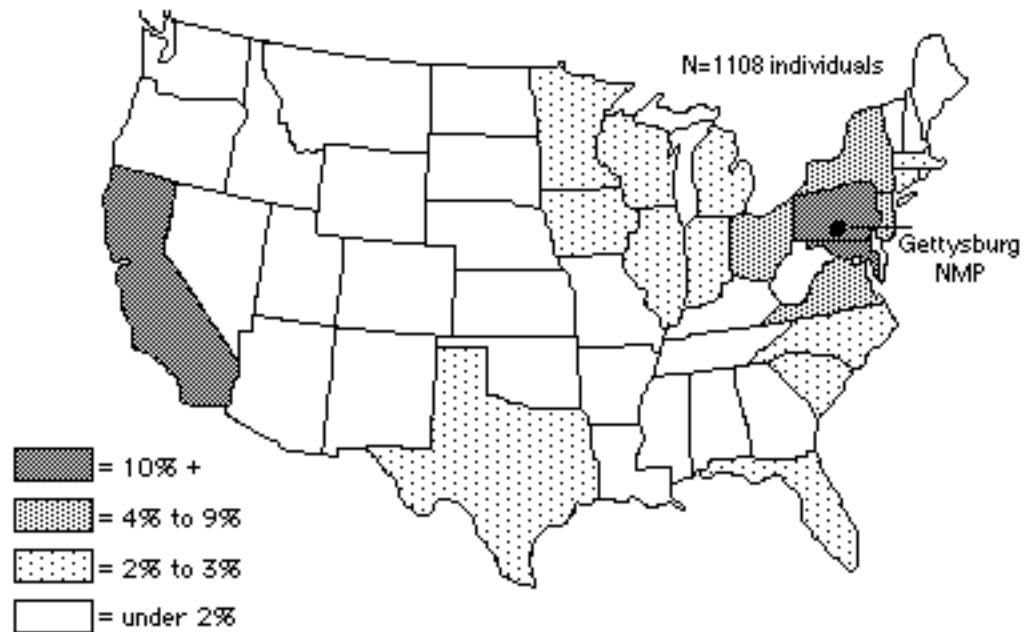


Map 1: Proportion of international visitors by country

Table 3: International visitors by country of residence

N=35 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors
United Kingdom	15	43
Canada	7	20
Australia	6	17
Ireland	2	6
South Africa	2	6
Switzerland	2	6
Germany	1	3



Map 2: Proportion of United States visitors by state

Table 4: United States visitors by state of residence

N=1108 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors
Pennsylvania	166	15
California	109	10
Maryland	109	10
New Jersey	75	7
New York	74	7
Ohio	64	6
Virginia	48	4
Illinois	36	3
Florida	36	3
Texas	36	3
Massachusetts	34	3
Indiana	27	2
Michigan	27	2
Minnesota	24	2
North Carolina	22	2
Iowa	19	2
South Carolina	18	2
Connecticut	17	2
Wisconsin	17	2
Unspecified state	3	<1
Other states (26)	147	13

Twenty-three percent of Gettysburg NMP visitors spent 9 or more hours at the site (see Figure 5). Sixteen percent of visitors reported staying at the site four hours. The average stay was 8 hours; actual responses ranged from 1 hour to 72 hours.

Length of stay

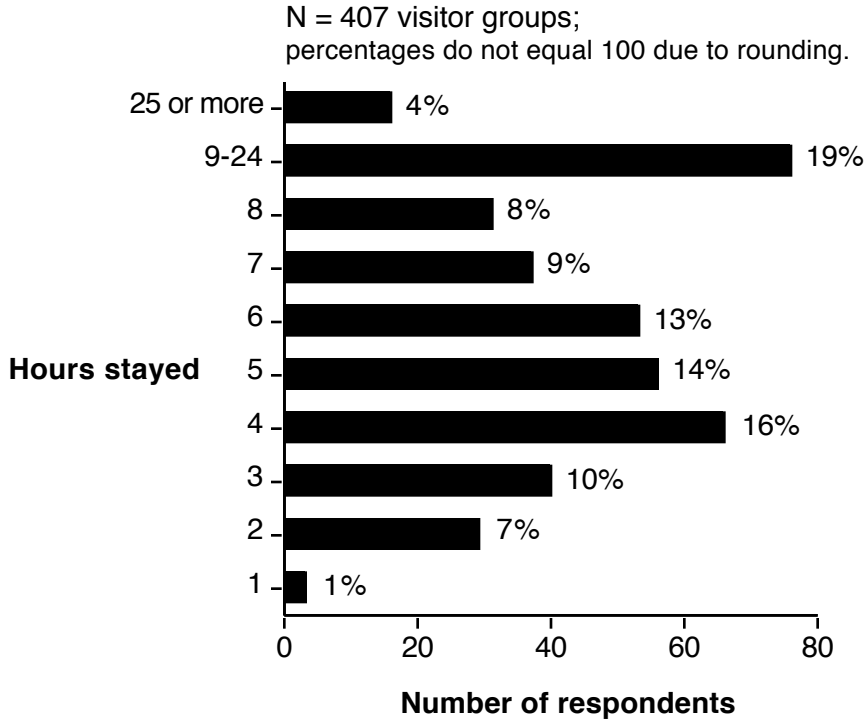


Figure 5: Length of stay at Gettysburg NMP

Visitor expenditures

Gettysburg NMP visitors were asked to estimate their expenditures during their visit to the Gettysburg area. They were asked to estimate the amount they spent for lodging (motel, camping, etc.), travel (gas, air/bus/train fare, etc.), food (restaurant, groceries, etc.), and other items (entrance fees, film, tours, gifts, etc.).

Twenty-eight percent of visitor groups had total expenditures between \$1 and \$50 during their visit to the Gettysburg area (see Figure 6). An almost equal proportion of visitors (26%) spent \$251 or more. Figure 7 illustrates that the largest proportion of visitors' money was spent on lodging (38%).

As illustrated in Figure 8, a third of Gettysburg NMP visitor groups do not spend any money on lodging. More than half (51%) of the visitor groups reported spending \$25 or less for travel (see Figure 9), and 57% of the visitor groups spent \$50 or less for food, as shown in Figure 10. Forty-six percent of visitor groups spent \$25 or less for "other" items (see Figure 11).

During their visit to the Gettysburg area, the average visitor group expenditure was \$263. The average per capita expenditure was \$68.

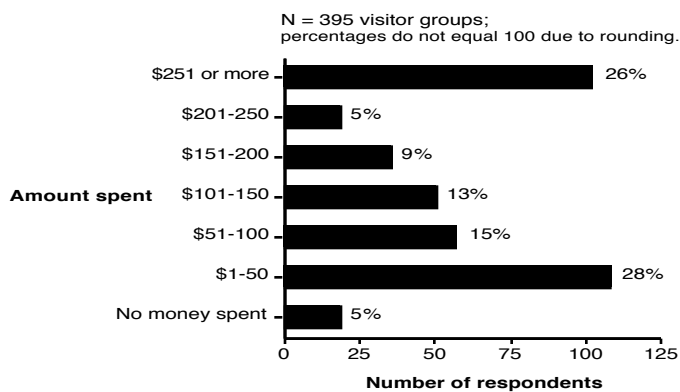


Figure 6: Total of visitor expenditures in the Gettysburg area

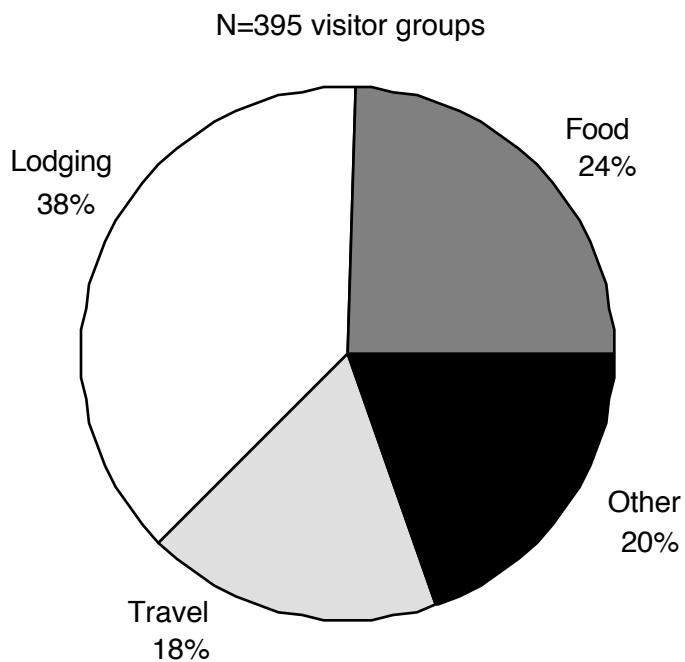


Figure 7: Proportion of visitor expenditures by category

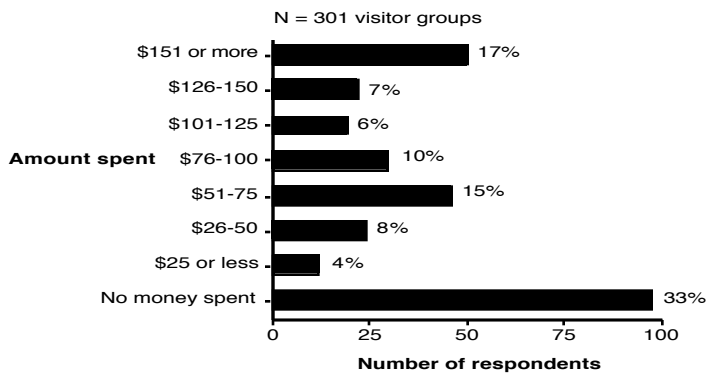


Figure 8: Total visitor expenditures for lodging

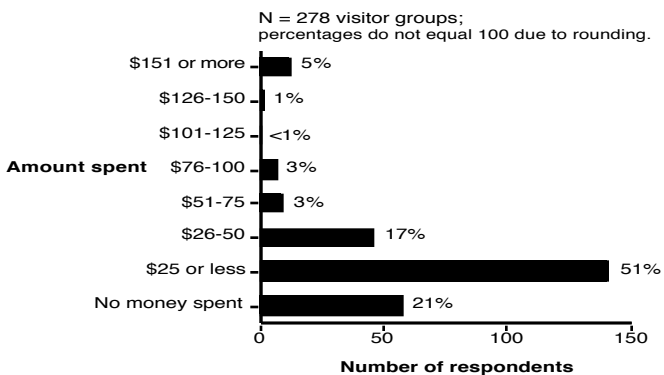


Figure 9: Total visitor expenditures for travel

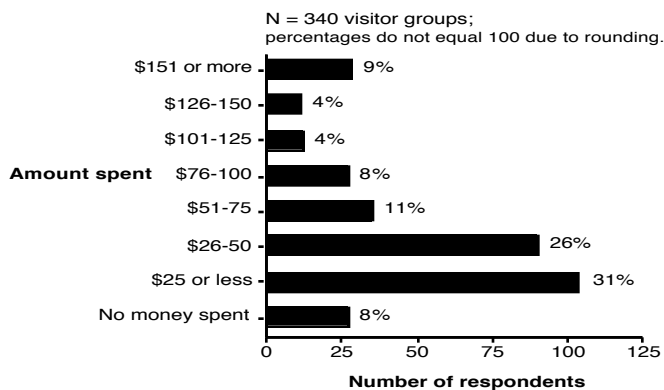


Figure 10: Total visitor expenditures for food

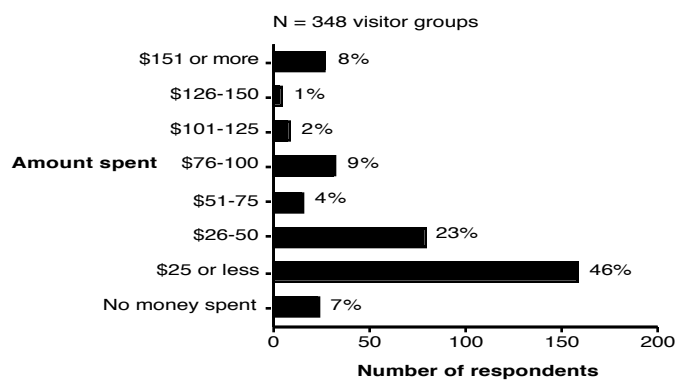


Figure 11: Total visitor expenditures for "other" items

**Reasons
for visit**

Visitors were asked their reasons for visiting Gettysburg NMP. The most often stated reasons included: learning about area history and culture (88%), travel the scenic views and drives (53%), and recreation (49%), as shown in Figure 12. "Other" reasons, reported by 15% of the visitor groups, included: on a bus tour, interest in history, with a scout troop or school group, visiting family, and an interest in genealogy.

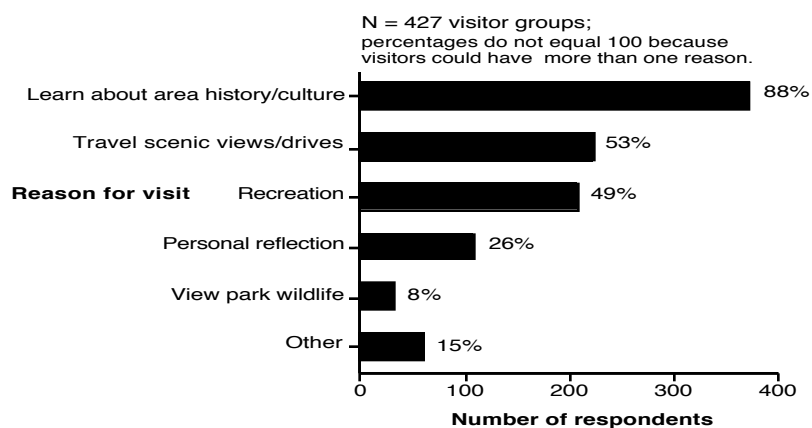


Figure 12: Reasons for visit to Gettysburg NMP

Most Gettysburg NMP visitors (95%) reported visiting the visitor center (see Figure 13). The most visited sites also included Little Round Top (82%), the town of Gettysburg (76%), and the National Cemetery (71%). The least visited site was Eisenhower Farm (29%).

Park sites visited

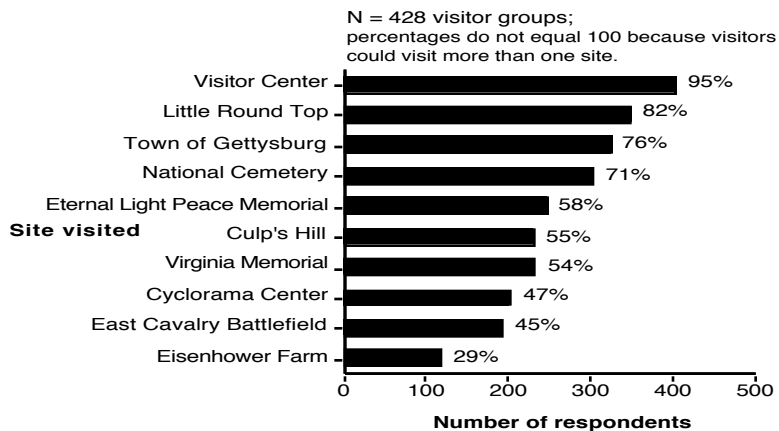


Figure 13: Sites visited at Gettysburg NMP

Activities

Almost all Gettysburg NMP visitors (96%) reported touring the battlefield as an activity they participated in during this visit (see Figure 14). Twelve percent of the visitor groups picnicked. Sixteen percent of the visitors reported participating in "other" activities. These activities included: walking or hiking, viewing the electric map, photography, and going on an auto tour.

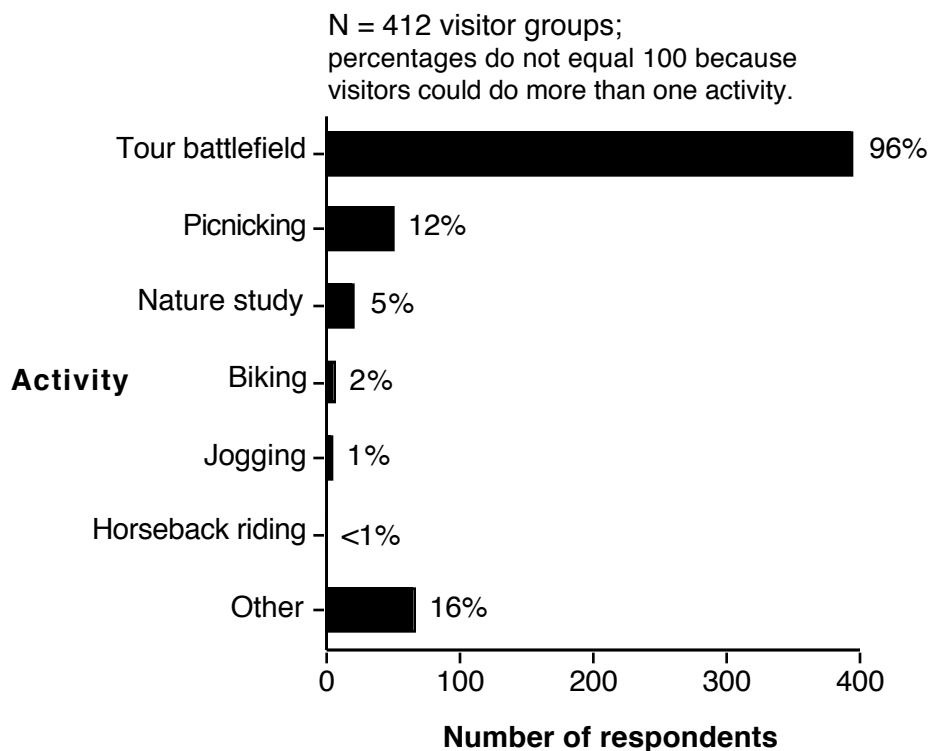


Figure 14: Visitor activities at Gettysburg NMP

Visitors were asked if they visited downtown Gettysburg. Figure 15 shows that 58% of Gettysburg NMP visitors visited downtown. Those visitors that visited downtown were asked what would cause them to spend more time in downtown Gettysburg. Responses included: having more time, better parking, less traffic, more historic sites and displays, and better stores and restaurants (see Table 5).

**Visit
downtown
Gettysburg?**

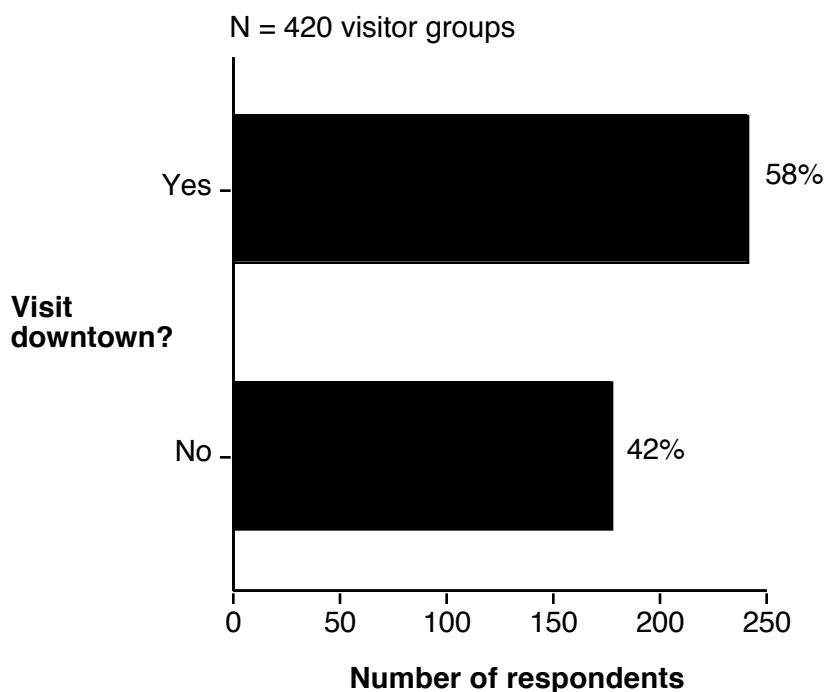


Figure 15: Visit downtown Gettysburg?

**Table 5: Reasons visitors would spend more time in
downtown Gettysburg**

N=192 comments

Reasons	Number of times mentioned
Have more time	33
Better parking	26
Less traffic	20
Add more historic displays/sites	19
Better stores	18
Better restaurants	14
More food choices	11
Limit commercialism	9
More souvenir shops	8
Bus service to downtown	6
Offer map of town showing interests	5
Better information at the visitor center	5
More bookstores	4
Keep shops open longer	4
Don't change anything	2
Other comments	8

Visitors were asked if they visited Eisenhower National Historic Site. Figure 16 shows that 71% of Gettysburg NMP visitors did not visit the Eisenhower site. Those visitors that did not visit the Eisenhower site were asked to explain why they didn't visit the site. Table 6 shows that the primary reason for not visiting the site was a lack of time (70% of comments).

**Visit
Eisenhower
NHS?**

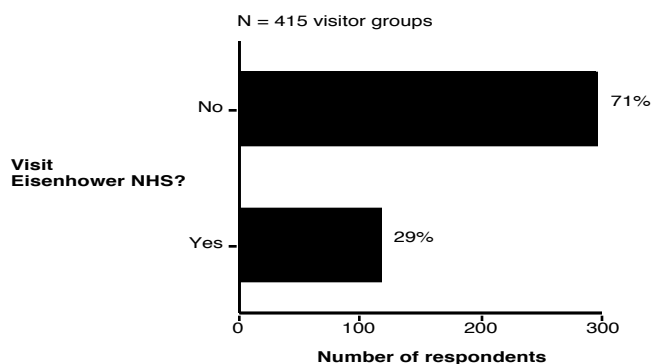


Figure 16: Visit Eisenhower NHS?

**Table 6: Reasons why visitors did not visit Eisenhower
National Historic Site**

N=209 comments

<u>Reasons</u>	<u>Number of times mentioned</u>
Not enough time	147
Not interested	26
On a bus tour	8
Visited on a previous trip	7
Did not know it was there	5
Too expensive	5
Only accessible by shuttle	4
Too tired	3
Too far to bike to	2
Other comments	2

Visitors were asked if they visited the exhibit that contains a copy of the Gettysburg Address. Just over half of the visitor groups (51%) said they visited the exhibit (see Figure 17). Those that visited the exhibit were asked how important the exhibit experience was to their overall visit to Gettysburg NMP. Sixty-one percent of visitor groups that saw the exhibit felt that it was extremely important or very important (see Figure 18). Five percent of visitor groups that saw the exhibit felt that it was not important.

Use and importance of the Gettysburg Address

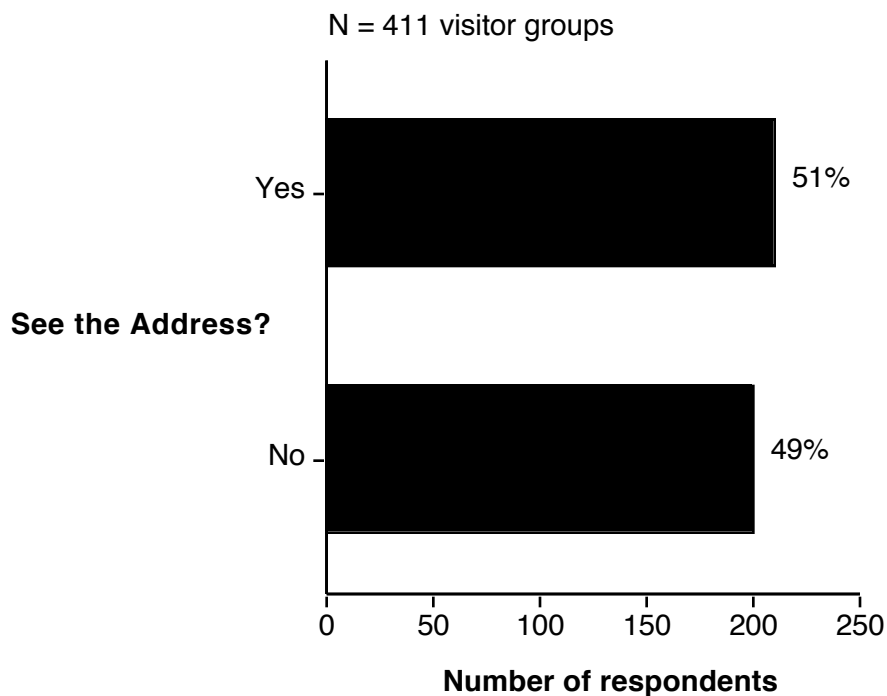


Figure 17: Visit to the Gettysburg Address exhibit

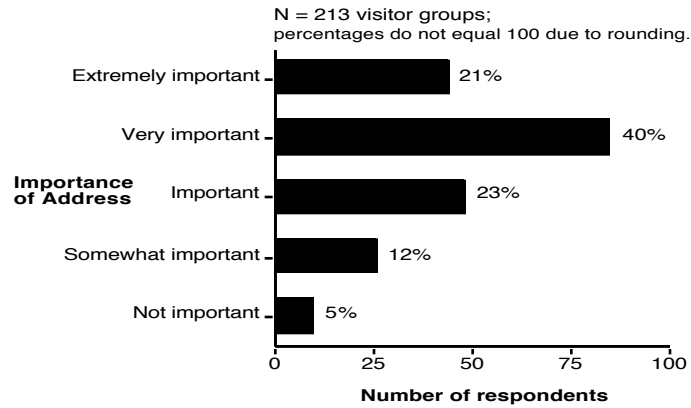


Figure 18: Importance of Gettysburg Address to visit

The most commonly used visitor services and facilities were the restrooms (88%), museum exhibits (84%), information desk (77%), visitor center bookstore (65%), and the electric map program (63%), as shown in Figure 19. The least used services were self-guided hiking trail brochures (11%), park traveler information station (10%), and tour by bus with cassette tape (10%).

Visitor services and facilities: use and quality

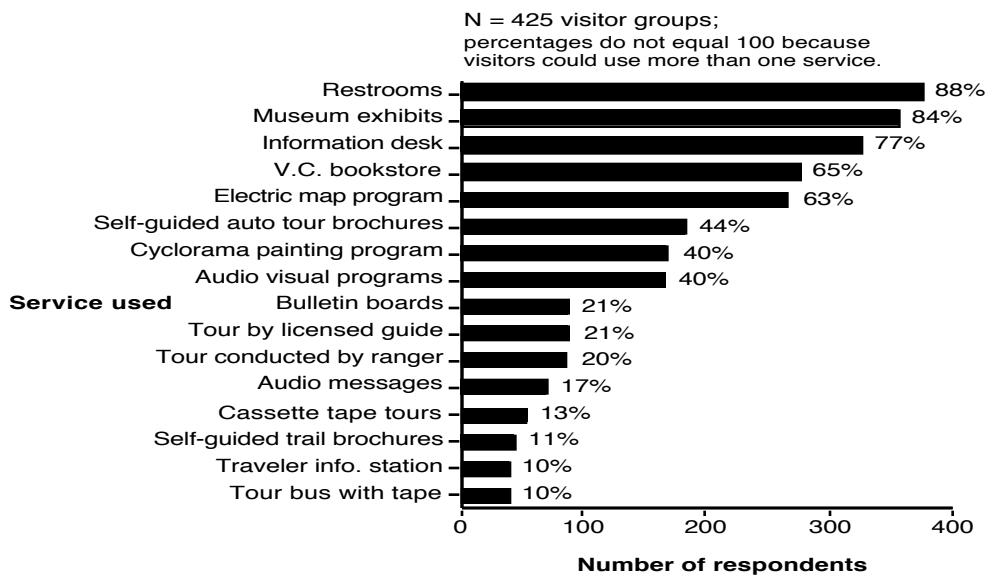


Figure 19: Use of visitor services and facilities

Visitors rated the importance and quality of each of the visitor services and facilities they used during this visit to Gettysburg NMP. They used the five point scale shown below.

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

Figures 20-35 show that several services or facilities were given high "good" to "very good" ratings: tours conducted by rangers (89%), museum exhibits (89%), tours by licensed battlefield guides (88%), the information desk (85%), the electric map program (85%), and the cyclorama painting program (85%). The services or facilities receiving the most "very poor" ratings were cassette tape tours (15%), the park traveler information station (15%), and the self-guided hiking trail brochures (11%).

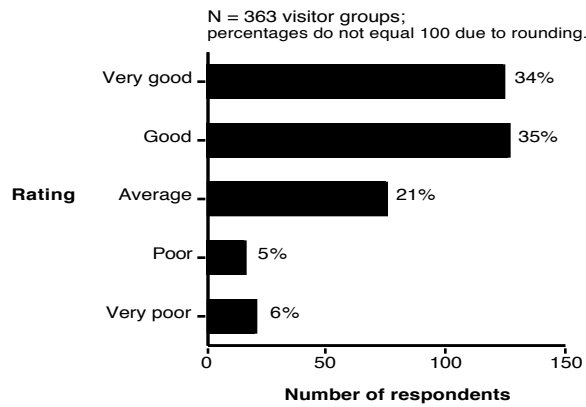


Figure 20: Quality of restrooms

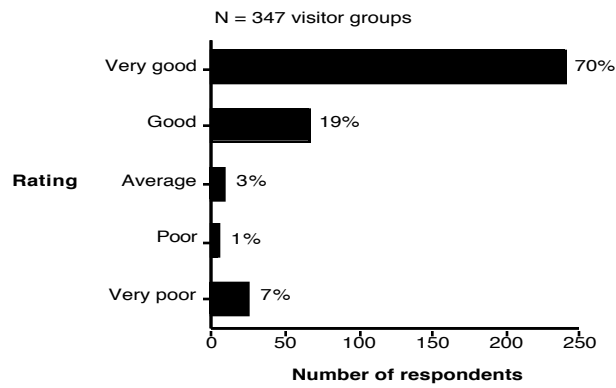


Figure 21: Quality of museum exhibits

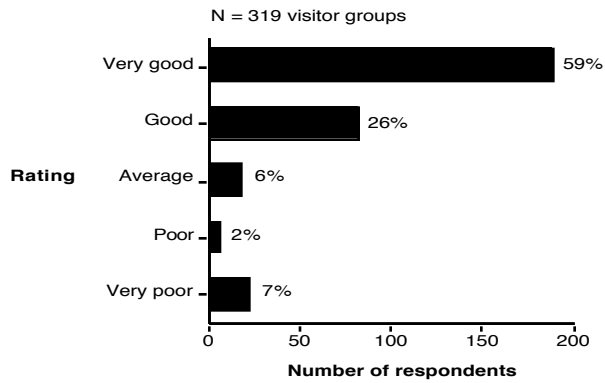


Figure 22: Quality of information desk

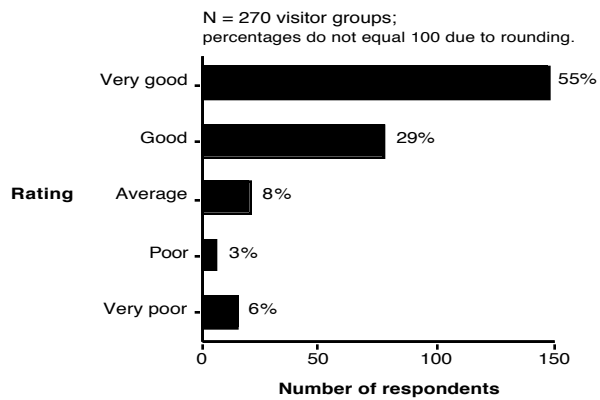


Figure 23: Quality of visitor center bookstore

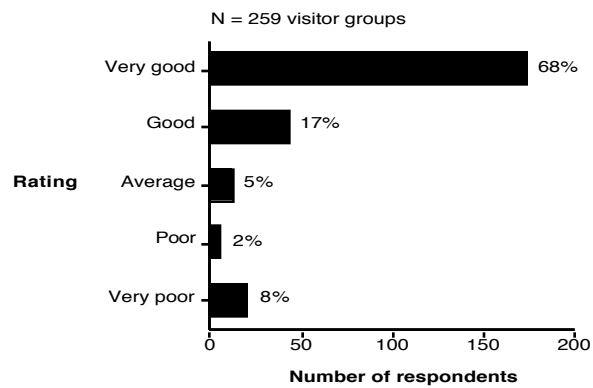


Figure 24: Quality of electric map program

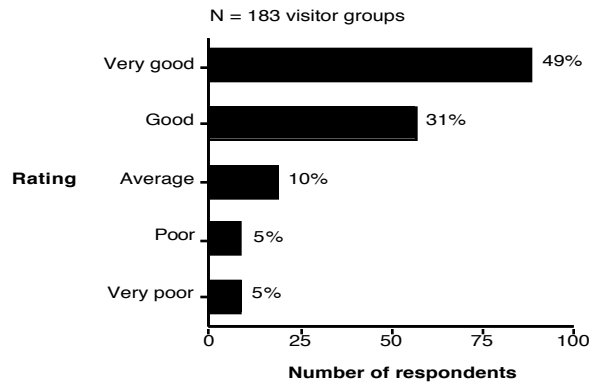


Figure 25: Quality of self-guided auto tour brochures

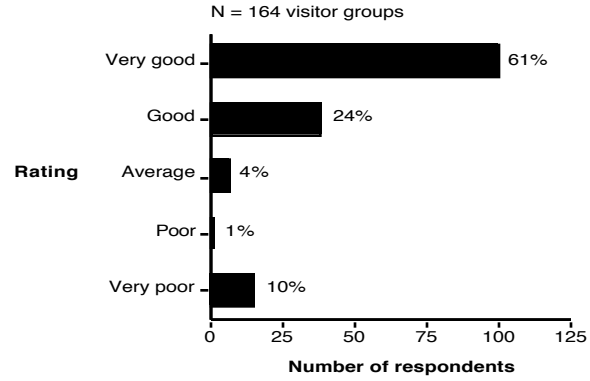


Figure 26: Quality of cyclorama painting program

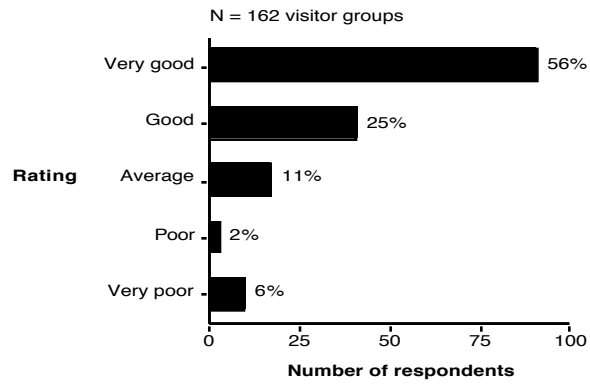


Figure 27: Quality of audio visual programs

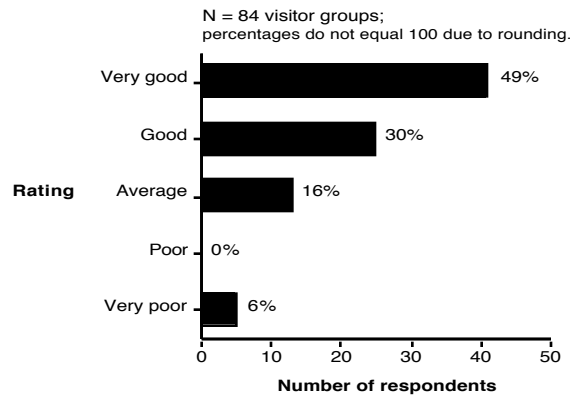


Figure 28: Quality of bulletin boards

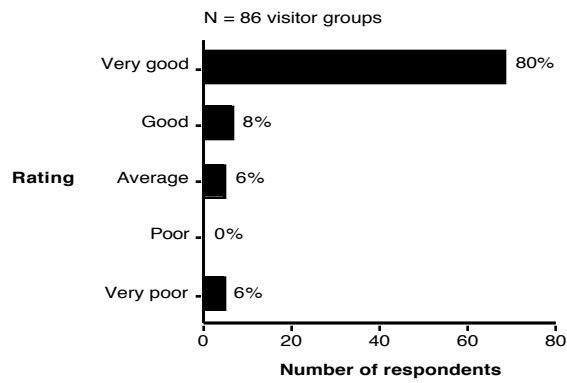


Figure 29: Quality of tour by licensed battlefield guide

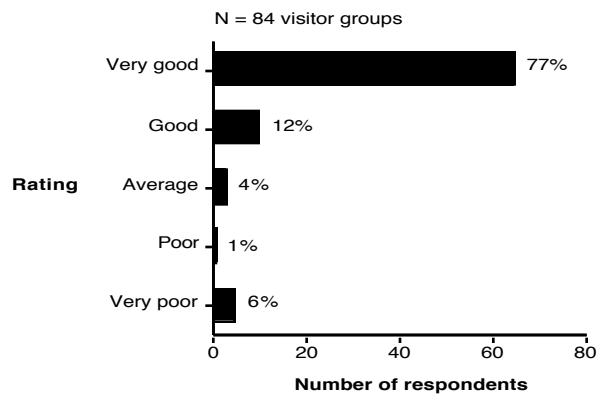


Figure 30: Quality of tour conducted by ranger

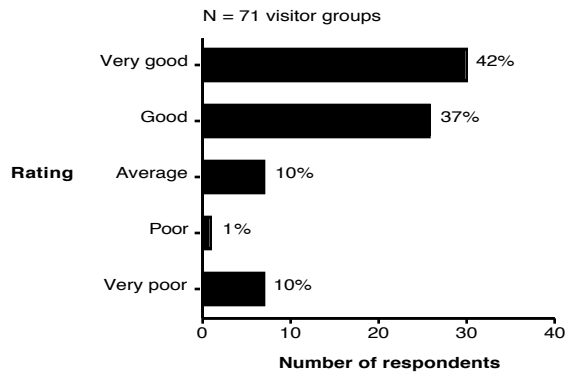


Figure 31: Quality of audio messages

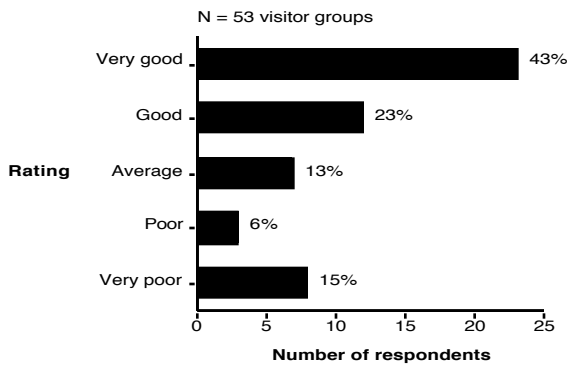


Figure 32: Quality of cassette tape tours

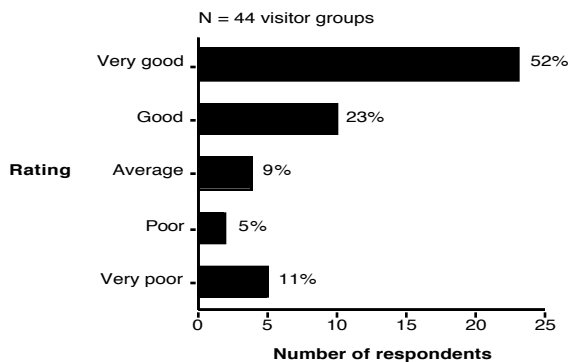


Figure 33: Quality of self-guided hiking trail brochures

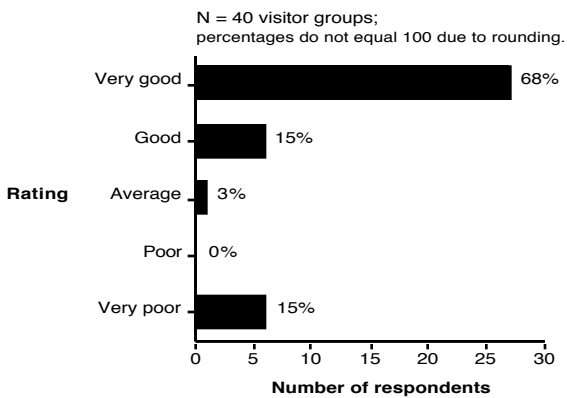


Figure 34: Quality of park traveler information station

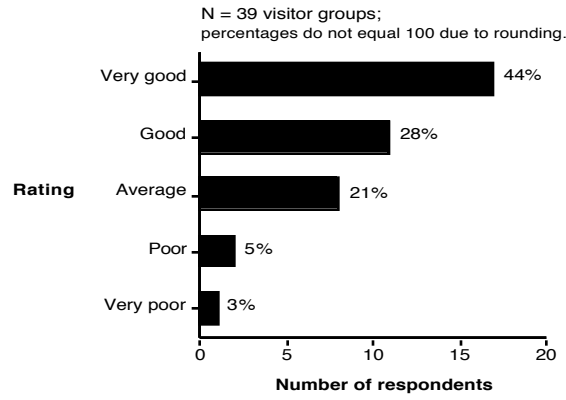


Figure 35: Quality of tour by bus with cassette tape

Gettysburg NMP visitors were asked, "During this visit, did noise, modern structures, air pollution or other things interfere with your experience?" Figure 36 illustrates that almost three-quarters of the visitors (73%) said that these things did not interfere with their experience. Those visitors that did report interference to their experience were asked to explain. The most common problems identified included: interference from the National Observation Tower, modern structures interfered with views, traffic, loud music, and tour buses (see Table 7).

Interference from noise, pollution, and structures?

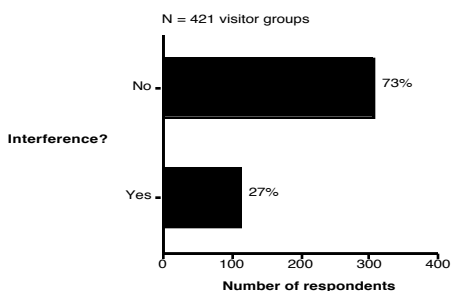


Figure 36: Interference with visitor experience

Table 7: Interference with visitor experience

N=131 comments

Type of interference	Number of times mentioned
National Observation Tower	32
Modern structures interfered with view	24
Traffic	21
Loud music	15
Tour buses	12
Commercialism	8
Parking	5
Power lines	4
Diesel fumes	3
Lawn mower	3
Other comments	4

**Future
shuttle
system**

Gettysburg NMP visitors were asked if on a future visit they would use a proposed shuttle system through the battlefield for a modest fee. Sixty-three percent said that it is likely they would use it (see Figure 37).

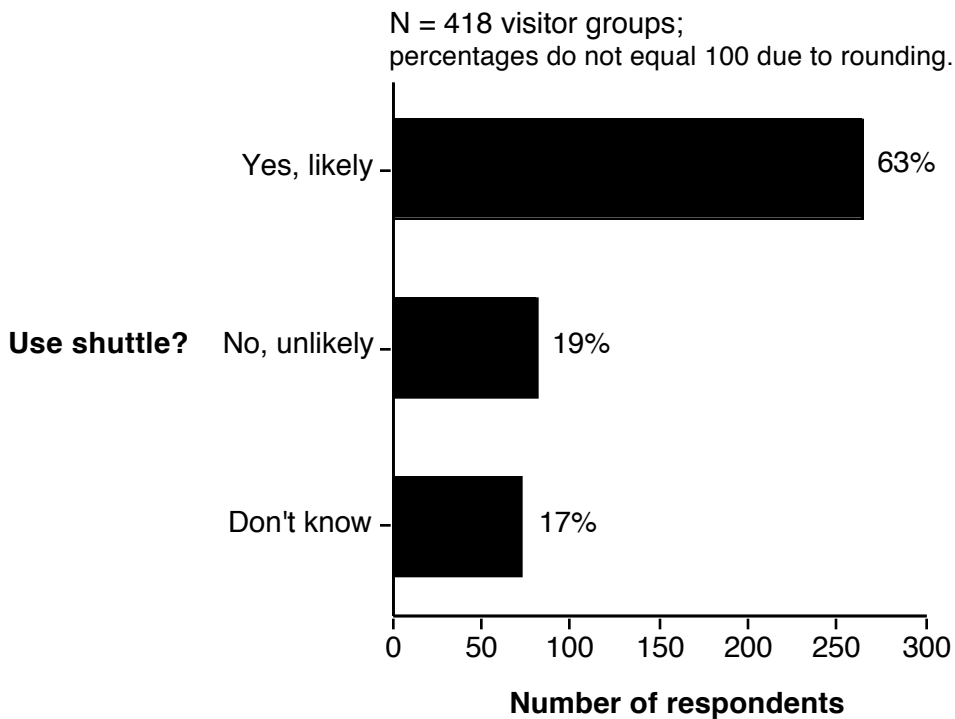


Figure 37: Use of a shuttle system on a future visit

Visitors were asked, "If you were planning for the future management of Gettysburg National Military Park, what would you propose?" The most frequently listed proposals included: limit commercialism, improve parking, improve informational signs, add a shuttle service, and don't change anything. A summary of visitor comments is listed below in Table 8 and in the appendix.

**Future
planning
proposals:
Gettysburg
NMP**

Table 8: Future planning proposals – Gettysburg NMP

N=336 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More rangers to answer questions	11
Dress rangers in historic clothing	5
INTERPRETIVE SERVICES	
Add shuttle service	19
Need better informational signs	15
Show re-enactments of battles	14
Offer car audio tape	12
More stops on the shuttle bus	10
Offer orientation film	8
Provide more ranger-led tours	8
More licensed tour guides	7
Update electronic map	6
Audio exhibit at each site	5
Improve maps	4
Conduct cannon demonstrations	4
Make directory for cemetery	3
Expand bookstore	3
Not enough information on Civil War for foreigners	2
More publicity	2
Other comments	8

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE	
Improve parking	26
Remove the Observation Tower	12
Restore markers/statues	8
Provide more restrooms	7
Make park more handicap accessible	6
Improve restrooms	5
More walking paths	5
Make Cyclorama easier to view	3
Improve bicycle access	3
Better lighting in the visitor center	2
Improve grounds	2
Other comments	8
POLICIES	
Limit vehicle access	9
More ranger enforcement	3
Lower admission fees	3
Ban large trucks from the park	3
Open monuments to the public	2
Other comments	2
RESOURCE MANAGEMENT	
Limit commercialism	37
Preserve the park	12
Expand park boundaries	3
Better directions to the park	2
GENERAL IMPRESSIONS	
Don't change anything	25
Other comments	2

Visitors were asked, "If you were planning for the future management of Eisenhower National Historic Site, what would you propose?" The most frequently listed proposals included: more publicity, improved restrooms, do not limit the site only to shuttles, and don't change anything. A summary of visitor comments is listed below in Table 9 and in the appendix.

**Future
planning
proposals:
Eisenhower
NHS**

Table 9: Future planning proposals – Eisenhower NHS

N=73 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More rangers to answer questions	3
INTERPRETIVE SERVICES	
More publicity	5
Expand museum	2
Improve bookstore	2
Other comments	5
FACILITIES AND MAINTENANCE	
Improve restrooms	5
Improve parking	2
Provide more restrooms	2
Better lighting in the visitor center	2
Add picnic area	2
Update visitor center	2
Other comments	4
POLICIES	
Do not limit the site only to shuttle	6
Other comments	2
RESOURCE MANAGEMENT	
Limit commercialism	4
GENERAL IMPRESSIONS	
Don't change anything	25

**Additional
comments**

Gettysburg NMP visitors were asked, "Is there anything else you would like to tell us about your visit to Gettysburg NMP/Eisenhower NHS?" Many visitors wrote additional comments. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy. The complete comments are included in a separate appendix to this report. Visitor comments are summarized below in Table 10 and in the appendix.

Table 10: Additional comments
N=414 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff/rangers helpful, friendly	22
Knowledgeable/friendly tour guides	13
Rude staff/rangers	2
INTERPRETIVE SERVICES	
Enjoyed exhibits	7
Enjoyed the electric map	6
Portray the South's side better in displays	4
Enjoyed the museum	3
Enjoyed auto tour tape	3
Enjoyed Eisenhower Farm	3
Improve maps	2
Other comments	5
FACILITIES AND MAINTENANCE	
Park is well kept	11
Very clean	10
Other comments	3
CONCESSION	
Enjoyed gift shop	2
POLICIES	
Appreciate no admission fee at visitor center	2

Comments	Number of times mentioned
RESOURCE MANAGEMENT	
Preserve the park	13
Better directions to visitor center	10
Limit commercialism	7
Manage for wildlife	2
GENERAL IMPRESSIONS	
Enjoyed visit	72
Moved by the history	66
Thank you	24
Will return	23
Informational/interesting	20
Keep up the good work	19
Great overall management of the park	17
Beautiful	15
Educational	12
Enjoyed our tour	8
Not enough time	8

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the sites visited by first time visitors, request a comparison of sites visited by first time visitors; to learn about the sites visited by visitors who listed history as their reason for visiting, request a comparison of sites visited by reason for visit (history).

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about first time visitors' reasons for visiting and the sites they visited, request a comparison of reasons for visiting by first time visitors by sites visited; to learn about visitors who visited to learn about history, took ranger-conducted tours, and their quality rating of the tours, request a comparison of reason for visiting (history) by use of ranger-conducted tours by quality of ranger-led tours.

Consult the list of characteristics for Gettysburg NMP visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Analysis Order Form
 Gettysburg National Military Park/Eisenhower National Historic Site
 Report 73

Date of request: _____/_____/_____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire.

<ul style="list-style-type: none"> • Size of group • Type of group • Age of visitor • Number of visits • State/country of residence • Length of stay • Visitor expenditures • Reasons for visit • Park sites visited 	<ul style="list-style-type: none"> • Activities • Visit downtown? • Visit Eisenhower NHS? • Use of Gettysburg Address? • Importance of Gettysburg Address • Services and facilities used • Quality of services and facilities • Interference? • Future shuttle system?
---	---

Two-way comparisons (write in the appropriate variables from the above list)

Number of visits by interference?

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

age by reasons for visit by future shuttle system?

_____ by _____ by _____

_____ by _____ by _____

Special instructions want to find out if seniors are more likely to use proposed future shuttle system. This will help us decide if we should implement such a shuttle system

Mail to: Visitor Services Project, CPSU
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83844-1133

Visitor Services Project Analysis Order Form
Gettysburg National Military Park/Eisenhower National Historic Site
Report 73

Date of request: _____/_____/_____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire.

- | | |
|------------------------------|--------------------------------------|
| • Size of group | • Activities |
| • Type of group | • Visit downtown? |
| • Age of visitor | • Visit Eisenhower NHS? |
| • Number of visits | • Use of Gettysburg Address? |
| • State/country of residence | • Importance of Gettysburg Address |
| • Length of stay | • Services and facilities used |
| • Visitor expenditures | • Quality of services and facilities |
| • Reasons for visit | • Interference? |
| • Park sites visited | • Future shuttle system? |

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____
_____ by _____
_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

Mail to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

QUESTIONNAIRE



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Visitor Services Project Gettysburg National Military Park

Appendix

Visitor Services Project Report 73
Cooperative Park Studies Unit



Visitor Services Project

Gettysburg National Military Park

Appendix

Margaret Littlejohn

Report 73

March 1995

This volume contains a summary of visitors' comments for Questions 13, 14, 16, 17, and 18. The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Gettysburg National Military Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

N=1108 individuals

N=35 individuals
