

## Executive Summary

- This report describes the results of a visitor study at Independence National Historical Park conducted in 1986-1987. Questionnaires were given to 4,142 visitor groups and 1,365 were returned, a 33% response rate.
- The report is in two volumes. Volume 1 provides a statistical profile of the people who visited Independence, first for the year, and then by season. Volume 2 has their general comments about the park (a summary is included in Volume 1).
- Visitors were most likely to be in family groups of two to four people. Sixty-three percent of visitors were making their first visit to Independence. Forty-one percent of U.S. visitors came from the states of Pennsylvania, New Jersey, New York and California.
- Most visitors entered the park in the late morning or early afternoon, commonly staying between two and four hours. Viewing museums/exhibits, using the restroom facilities, visiting the Visitor Center, attending interpretive programs and shopping were the most common activities.
- The sites that received the greatest amount of visitation were the Liberty Bell Pavilion, Independence Hall and the Visitor Center. The Liberty Bell Pavilion and Independence Hall were most often the first stops.
- Seasonal variations existed between visitor groups and their behaviors. Lower proportions of Fall visitor groups participated in viewing the museums/exhibits and attending interpretive programs. Lower proportions of Fall visitor groups stopped at the Liberty Bell and Independence Hall. Summer and Spring visitor groups tended to stay longer. Summer visitors were more likely to be first time park visitors.
- What visitors most like about their visit to Independence was the historic atmosphere or sense of history. They least like the crowds, waiting in line and their lack of time. What visitors like most about their visit to Philadelphia were the historic features and areas, the variety and proximity of attractions and the friendly people. They least liked the traffic congestion and the apparent lack of city sanitation/maintenance.'
- Prior to their visit to Independence, most visitor groups obtained park information from travel guides and tour books and through advice received from friends and relatives. A significant proportion of visitors did not consult any information before their arrival at the park.
- Visitors were generally impressed with the helpful and friendly rangers, found their visit to be interesting and enjoyable, and needed or wanted to have more time to visit. Visitors made many additional comments about their visit.