

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 75.9% 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 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>.