

Visitor Services Project
Petersburg National Battlefield
Report Summary

- This report describes the results of a study of visitors to Petersburg National Battlefield during July 17-23,1990. Four hundred ninety-eight questionnaires were distributed and 379 returned, a 76% response rate.
- The report profiles Petersburg Battlefield visitors. The separate appendix has visitors' comments about the park and their visit. A summary of these comments is included in both this report and the appendix.
- Sixty-eight percent of visitors were in family groups. Forty-one percent of visitors were 31 to 50 years old. Seventy-seven percent of visitors were on their first visit to Petersburg National Battlefield.
- Visitors from foreign countries comprised 3% of the visitation to Petersburg National Battlefield. Thirty-four percent of American visitors came from Virginia and North Carolina.
- The majority of visitors (93%), spent less than one day in the park, most visitors (79%), spent four hours or less. Of the visitors who spent one day or more, 88% visited for three days or less. Taking the battlefield auto tour (89%), attending interpretive programs (44%) or watching the artillery demonstration (43%) were the most common visitor activities.
- Eighty-four percent of visitor groups visited the battlefield visitor center. Seventy-six percent visited Fort Stedman and the Union Camp. Nineteen percent of the visitors visited the City Point Unit. Of the visitors who visited the City Point Unit, 96% visited Appomattox Manor, 91% visited Grant's Cabin and 65% viewed the outside exhibits.
- Eighty-six percent of visitors used the park folder/map and 76% used the museum exhibits for interpretive/information services. Many of the park's interpretive/information services received high usefulness ratings including the audio tape messages (78%), City Point house tour (76%) and the museum exhibits (76%).
- Thirty-seven percent of the visitors reported that they used auto tape tours at other historic sites. Fifty-two percent of the visitors said on their next trip to the battlefield they would purchase an auto tape to use while on tour of the area.
- Fifty-four percent of the visitors felt not enough Civil War battlefield sites are being preserved in the United States today.
- Eighty-nine percent of the visitors said that they did not find it difficult to locate Petersburg National Battlefield.
- Ninety-seven percent of visitors said other visitors and their activities did not interfere with their visit to the battlefield. Ninety-four percent said pollution did not interfere with their experience.
- Visitors made many more general comments about their visits to the park.

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 83843 or call (208)885-7129.