



National Monuments and Memorials Washington, D.C.

Visitor Study Summer 1998

Report 105
Visitor Services Project
Cooperative Park Studies Unit



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Visitor Services Project Report 105

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Visitor Services Project National Monuments and Memorials Report Summary

- This report describes the results of a visitor study at National Monuments and Memorials in Washington, D.C. during June 21-27, 1998. A total of 1,198 questionnaires were distributed to visitors. Visitors returned 874 questionnaires for a 73% response rate.
- This report profiles visitors to the National Monuments and Memorials. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Sixty-six percent of the visitor groups were family groups. One-fourth (25%) of visitor groups were groups of two; 38% were in groups of three or four. Over one-fourth of the visitors (28%) were children aged 15 years or younger; 25% were adults aged 36-45. Seven percent of visitors were from foreign countries, of which 14% were from Germany. United States visitors were from California (9%), Virginia (6%), Florida (6%), Pennsylvania (6%), as well as 45 other states and Washington, D.C.
- Over one-half of the visitors (56%) were visiting the National Monuments and Memorials for the first time. Sixty-nine percent of the visitors planned to stay up to 4 hours. Sixty-four percent of the visitors actually stayed up to 4 hours. Over half of the visitor groups (51%) arrived in the morning. Over half of the visitor groups visited on more than one day (57%).
- Eighty-four percent of the groups stayed overnight in the Washington, D.C. area. They stayed in the Virginia Metro area (42%), within the District of Columbia (38%) and the Maryland Metro area (22%).
- Prior to their visit, over one-half of the visitors (55%) were aware that the sites are managed by the National Park Service. In planning their visit, visitors relied on friends or relatives who had visited (53%) and travel guidebooks (43%) and many other sources.
- Visitors' most common reasons for visiting were "wanting to see this site" (71%), learning about U.S. history (64%) and showing friends/relatives the Monuments and Memorials (45%).
- Walking (75%) was the most used form of transport, followed by Metrobus or Metrorail (36%) and Tourmobile (17%).
- Many visitors (64%) received information from a ranger/ employee. In over one-half of the cases (52%), the ranger did not start the conversation with the visitor; 40% of the conversations were started by rangers. Most visitors (91%) rated the ranger as "extremely courteous" or "very courteous." The same proportion rated the ranger as "extremely helpful" or "very helpful."
- In regard to the use, importance and quality of services, it is important to note the number of visitor groups that responded to each question. The information services that were most used by 712 respondents were the color site brochures (52%), assistance from ranger staff (56%) and "Welcome to Washington" brochure (42%). According to visitors, the most important services were "Welcome to Washington" brochure (87% of 285 respondents), outdoor maps (83% of 264 respondents) and ranger-led walks, talks and tours (80% of 67 respondents). The highest quality services were assistance from ranger staff (93% of 294 respondents) and ranger-led walks, talks and tours (92% of 65 respondents) and color site brochures (88% of 341 respondents).
- Twenty-three percent of the visitors had children who would be interested in attending a Junior Ranger Program. Of those, most visitors (75%) said they would prefer a program which also involved the parents. The largest proportion (29%) of visitors prefer a 1-1/2hour program.
- Most visitor groups (89%) rated the overall quality of visitor services at National Monuments and Memorials as "very good" or "good." One percent of groups rated services as "very poor."

<p>For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.</p>

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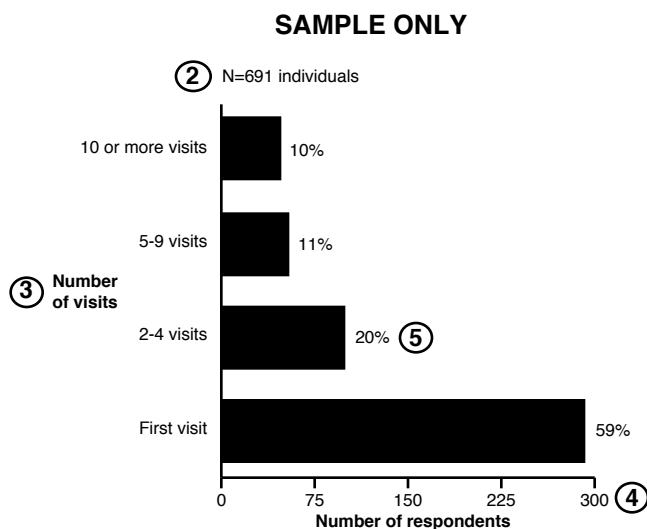
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INTRODUCTION

This report describes the results of a study of visitors at the National Monuments and Memorials in Washington, D.C. This visitor study was conducted June 21-27, 1998 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, an **Additional Analysis** page helps managers request additional analyses. The final section has a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most 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 and a description of the chart's information. 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

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at National Monuments and Memorials during the period from June 21-27, 1998. Visitors were sampled as they arrived at four locations (see Table 1 below).

Table 1: Questionnaire distribution locations

Location:	Questionnaires distributed	
	Number	%
Washington Monument	300	25
Lincoln Memorial	300	25
Franklin D. Roosevelt Memorial	298	25
Jefferson Memorial	300	25
GRAND TOTAL	1,198	100

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was given a questionnaire and was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard. Visitors were asked to complete the questionnaire during or after their visit and return it by mail.

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. Eight weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments 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 863 visitor groups, Figure 3 presents data for 3,121 individuals. A note above each 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 result in missing data and cause the number in the sample to vary from figure to figure. For example, although 874 questionnaires were returned by National Monuments and Memorials visitors, Figure 1 shows data for only 863 respondents.

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

Like all surveys, this study has limitations that 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 June 21-27, 1998. The results 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 or table.

**Limitations
(continued)**

4. Because equal numbers of questionnaires were distributed at each of the Monuments and Memorials and because a random sampling method was used, large groups, including foreign tours, are likely under-represented.

5. Foreign visitors who did not speak English may also be under-represented because they were unable to understand enough English to participate in the survey.

**Special
conditions**

Weather conditions during the visitor study were typical of June in Washington, D.C. During one evening, sampling had to be halted due to a huge thunderstorm in the immediate area.

RESULTS

At National Monuments and Memorials, 1,542 visitor groups were contacted, and 1,198 of these groups (78%) accepted questionnaires. Questionnaires were completed and returned by 874 visitor groups, resulting in a 73% response rate for this study.

Visitors contacted

Table 2 compares age and group size information collected from the total sample of visitors contacted with that from those who actually returned questionnaires. The non-response bias for age is insignificant. For group size, the non-response bias is slightly significant. Visitors who returned their questionnaires reported somewhat smaller group sizes than groups did initially.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	1,189	41.0	865	42.4
Group size	1,188	8.7	863	7.6

Figure 1 shows visitor group sizes, which ranged from one person to 255 people. Sixty-three percent of visitor groups consisted of two to four people, while another 23% were in groups of six or more. Sixty-six percent of visitor groups were made up of family members, (see Figure 2). "Other" groups included school, tour, church, scout, military, and fiancé.

Demographics

As is shown by Figure 3, visitors were concentrated in two different age groups. Forty-one percent of the visitors were in the 31-50 age group and 28% were in the 15 or younger age group. Fifty-six percent of visitors were making their first visit to the park while 44% of visitors had visited the park previously (see Figure 4).

International visitors comprised 7% of the National Monuments and Memorials visitors. They were from 47 countries, led by Germany (14%), England (9%) and India (5%), as shown in Table 3. The largest proportions of United States visitors were from California (9%), Virginia (6%), Florida (6%) and Pennsylvania (6%). Smaller proportions of U.S. visitors came from another 45 states (see Map 1 and Table 4).

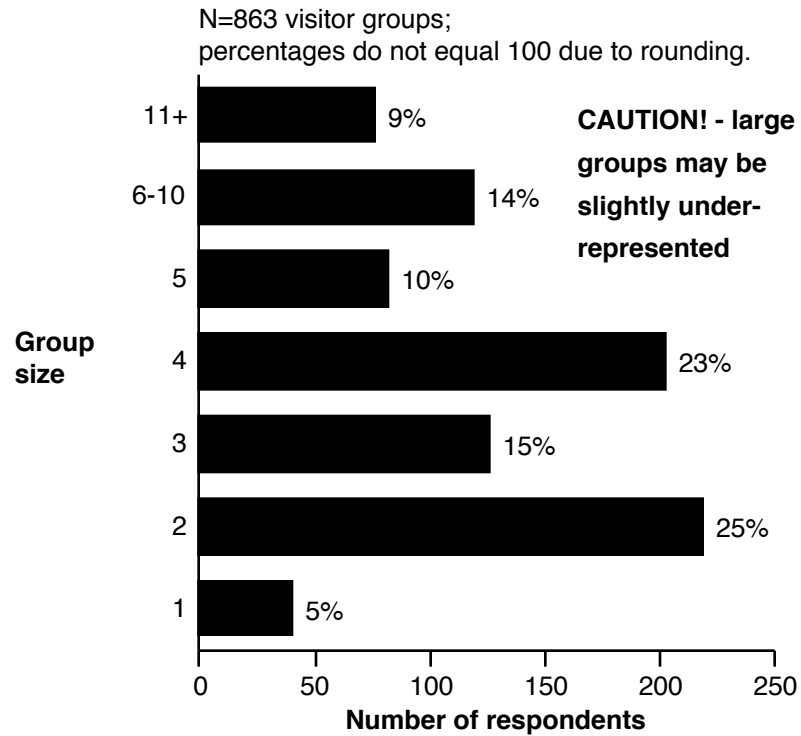


Figure 1: Visitor group sizes

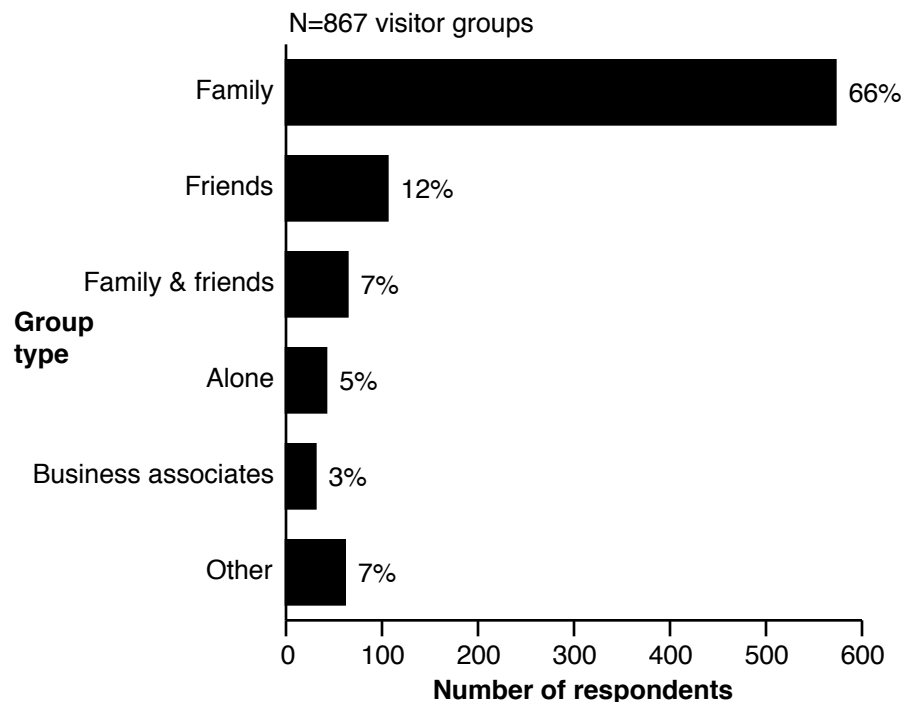


Figure 2: Visitor group types

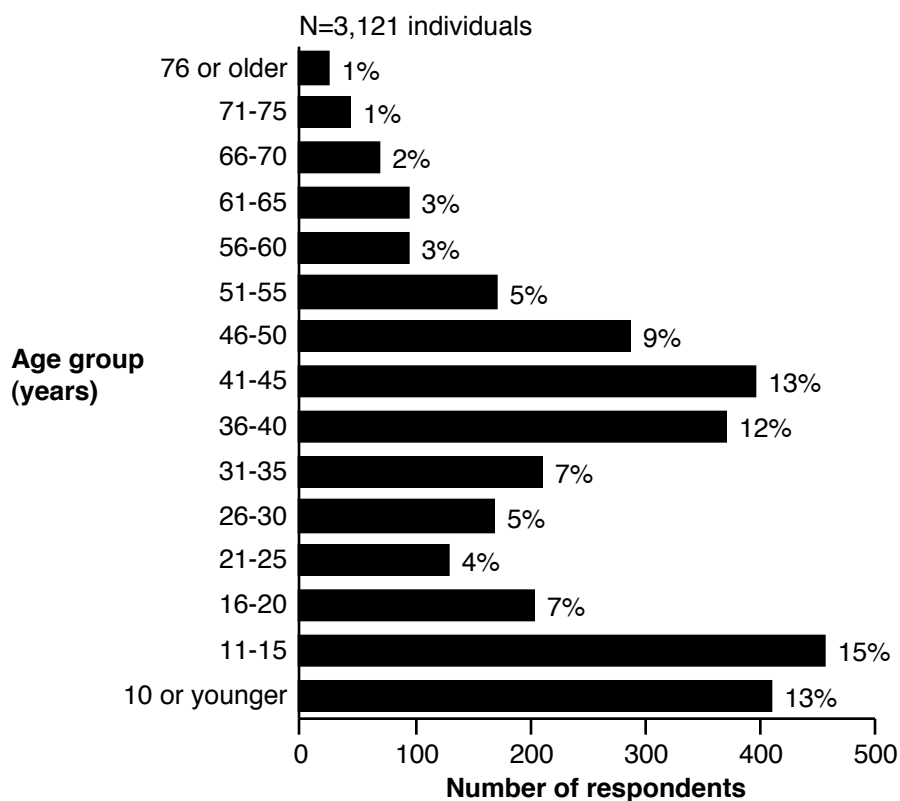


Figure 3: Visitor ages

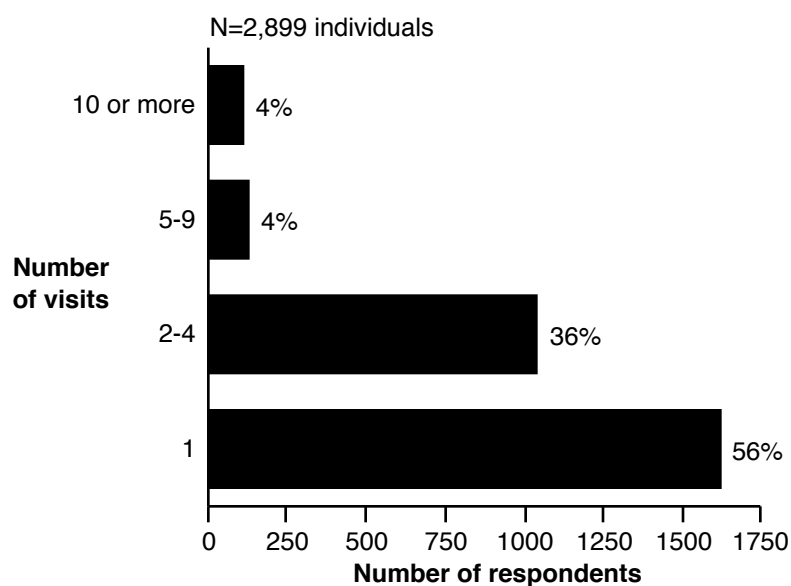
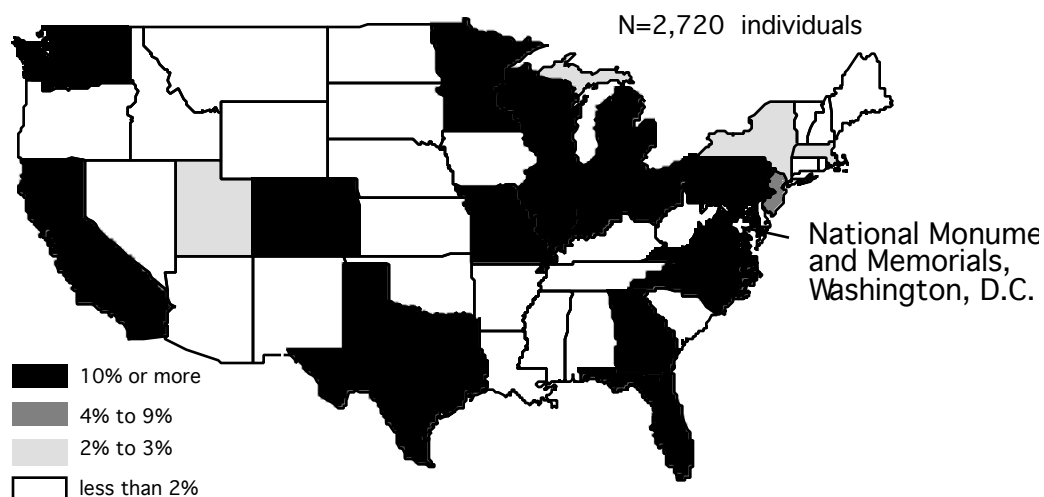


Figure 4: Number of visits to National Monuments and Memorials

Table 3: Proportion of international visitors

N=207 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percentage of international visitors	Percentage of total visitors
Germany	28	14	1
England	19	9	1
India	11	5	<1
Canada	10	5	<1
France	9	4	<1
Ireland	9	4	<1
Czech Republic	8	4	<1
Bolivia	7	3	<1
Columbia	7	3	<1
Holland	6	3	<1
Norway	6	3	<1
Venezuela	6	3	<1
Australia	5	2	<1
Ecuador	5	2	<1
Sweden	5	2	<1
Italy	4	2	<1
Japan	4	2	<1
Latvia	4	2	<1
Malaysia	4	2	<1
Russia	4	2	<1
China	3	1	<1
Israel	3	1	<1
Poland	3	1	<1
Turkey	3	1	<1
Ukraine	3	1	<1
Bahamas	2	1	<1
Estonia	2	1	<1
Greece	2	1	<1
Mexico	2	1	<1
Portugal	2	1	<1
Romania	2	1	<1
Saudi Arabia	2	1	<1
South Africa	2	1	<1
Thailand	2	1	<1
Austria	1	1	<1
Egypt	1	1	<1
Eritrea	1	1	<1
Georgia	1	1	<1
Korea	1	1	<1
Namibia	1	1	<1
Philippines	1	1	<1
Scotland	1	1	<1
Slovakia	1	1	<1
Spain	1	1	<1
Tunisia	1	1	<1
Turkmenistan	1	1	<1
Wales	1	1	<1



Map 1: Proportion of United States visitors by state of residence

Table 4: Proportion of United States visitors from each state

N=2,720 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	Percentage of U.S. visitors	Percentage of total visitors
California	239	9	8
Virginia	166	6	6
Florida	156	6	5
Pennsylvania	151	6	5
Texas	143	5	5
Maryland	140	5	5
North Carolina	102	4	4
New Jersey	102	4	4
Ohio	98	4	3
Illinois	92	3	3
New York	89	3	3
Georgia	88	3	3
Michigan	86	3	3
Washington	85	3	3
Minnesota	66	2	2
Washington, D.C.	63	2	2
Indiana	62	2	2
Massachusetts	62	2	2
Wisconsin	62	2	2
Colorado	55	2	2
Utah	53	2	2
Missouri	42	2	1
Tennessee	36	1	1
Kentucky	35	1	1
Connecticut	34	1	1
Arizona	33	1	1
Iowa	28	1	1
Hawaii	27	1	1
South Carolina	26	1	1
Other states (21)	299	10	9

**Length of stay,
visit days and
times**

When asked how long they planned to stay at the National Monuments and Memorials, about two-thirds of visitors (67%) planned to stay between one and four hours (see Figure 5). Visitors were then asked to report the actual number of hours they stayed. Sixty-three percent stayed between one and four hours (see Figure 6).

Visitors were asked to report the time of day they first arrived at the National Monuments and Memorials for the day they received the questionnaire. Over half of the visitors (51%) arrived in the morning before noon (see Figure 7). Thirty-nine percent first arrived in the afternoon between noon and 6 p.m. and 10% first arrived in the evening after 6 p.m.

Over half of the visitors (57%) visited the National Monuments and Memorials on more than one day (see Figure 8).

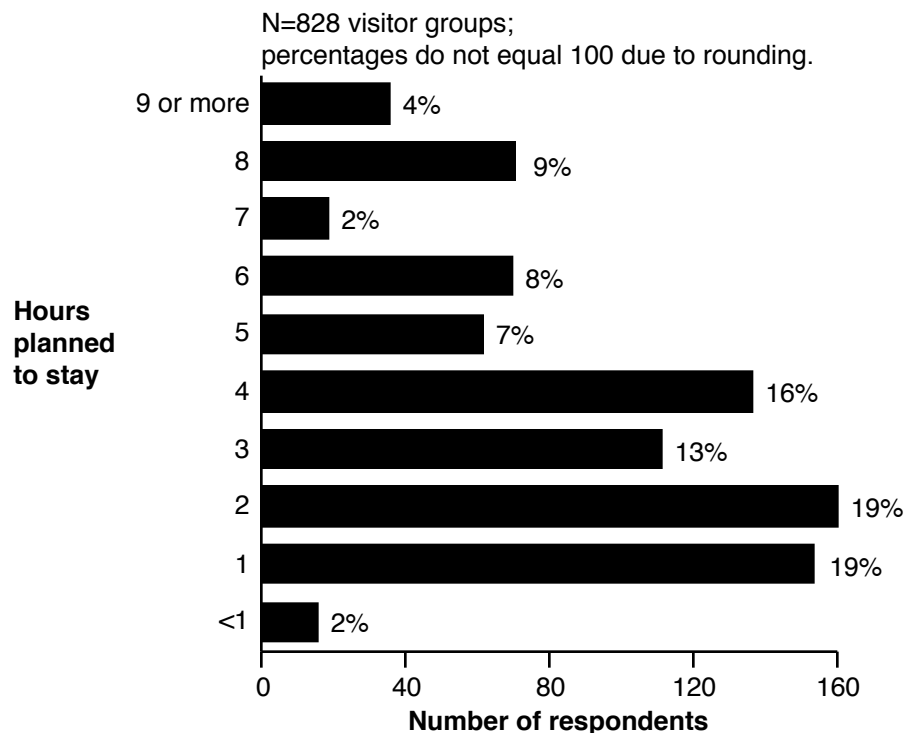


Figure 5: Planned length of stay at National Monuments and Memorials

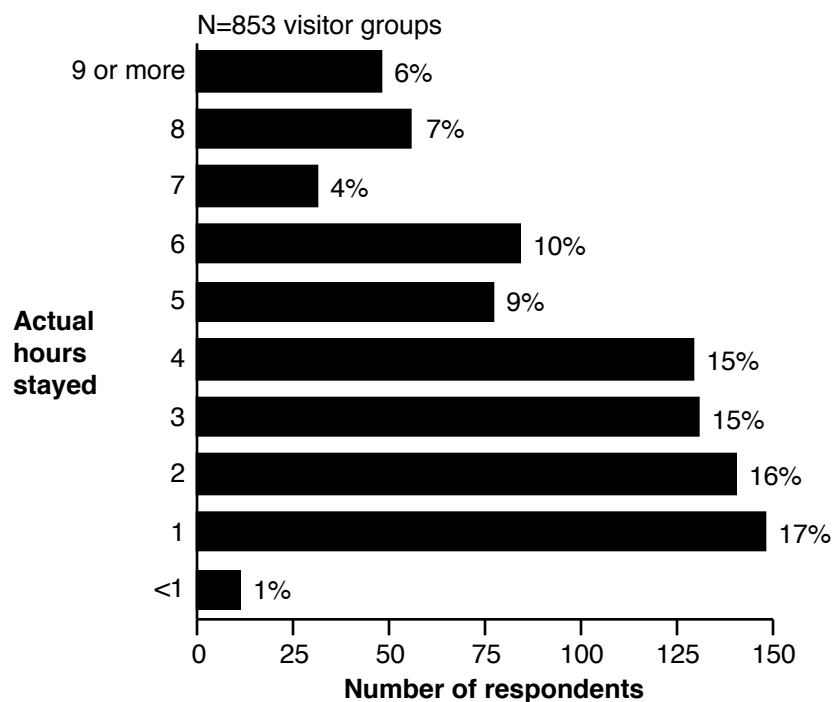


Figure 6: Actual hours spent at National Monuments and Memorials

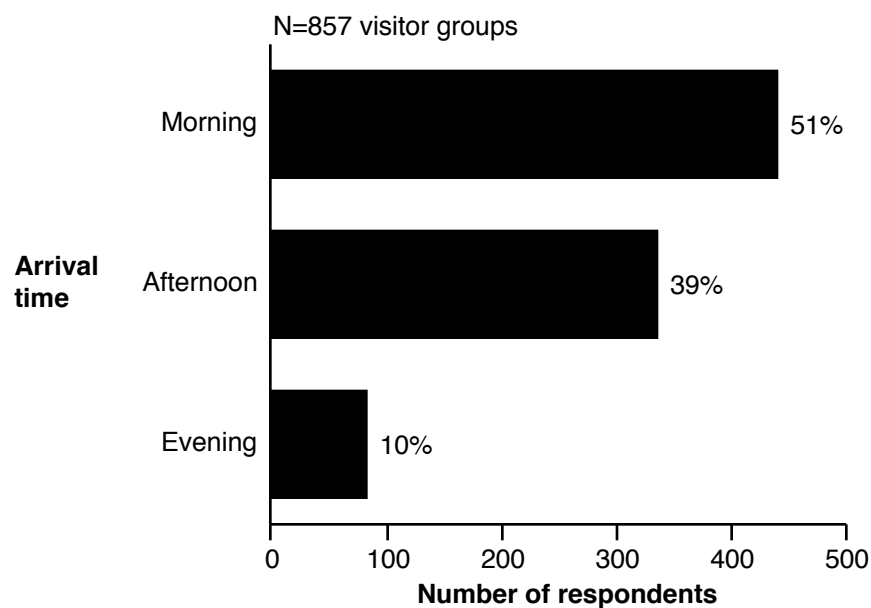


Figure 7: Arrival time on day visitors received questionnaire

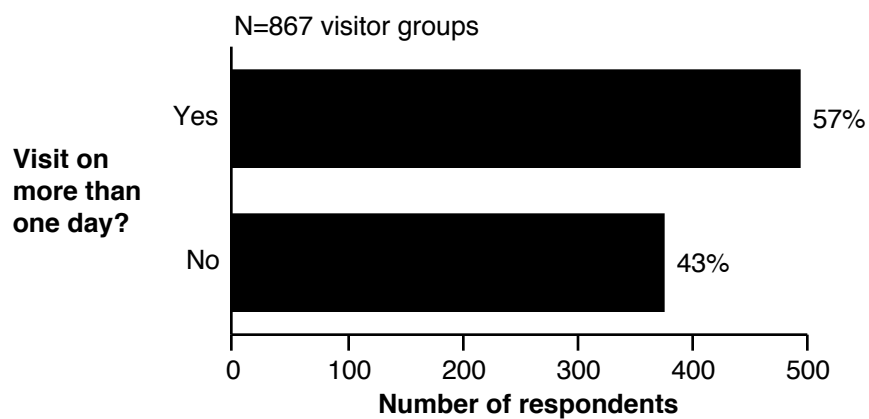


Figure 8: Visits to National Monuments and Memorials on more than one day

Visitor groups were asked if they stayed overnight in the Washington, D.C. area during this visit. Most visitor groups (84%) said they were staying overnight in the Washington, D.C. area (see Figure 9).

Overnight stays in Washington, D.C. area

Visitor groups who were staying overnight were asked to identify the general locations where they stayed. They stayed in the Virginia Metro area (42%), within the District of Columbia (38%) and Maryland Metro area (22%), as shown in Figure 10.

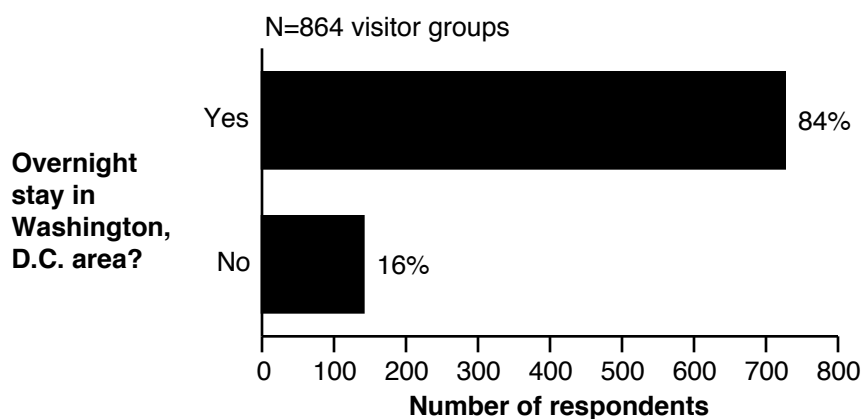


Figure 9: Overnight stays in Washington, D.C. area

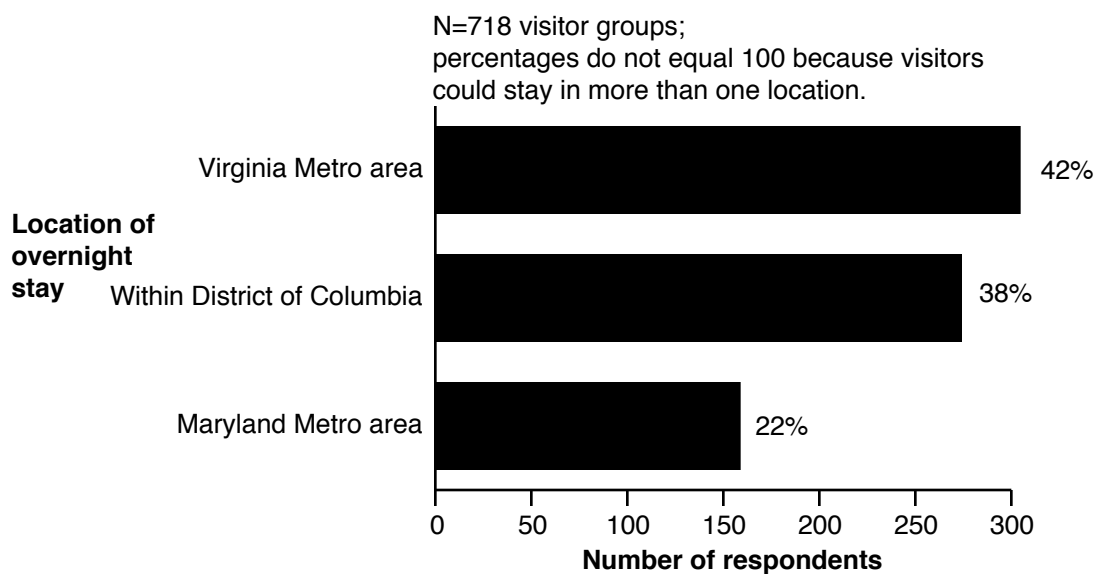


Figure 10: Locations where visitors stayed overnight

**Awareness of
NPS
management**

Visitor groups were asked, "Prior to your visit to the National Monuments and Memorials, were you aware that these sites are managed by the National Park Service (NPS)?" Over half of the visitors (55%) said that they were aware that the National Monuments and Memorials were managed by the NPS (see Figure 11). Thirty-nine percent of the visitors were not aware of the NPS management and 6% were not sure.

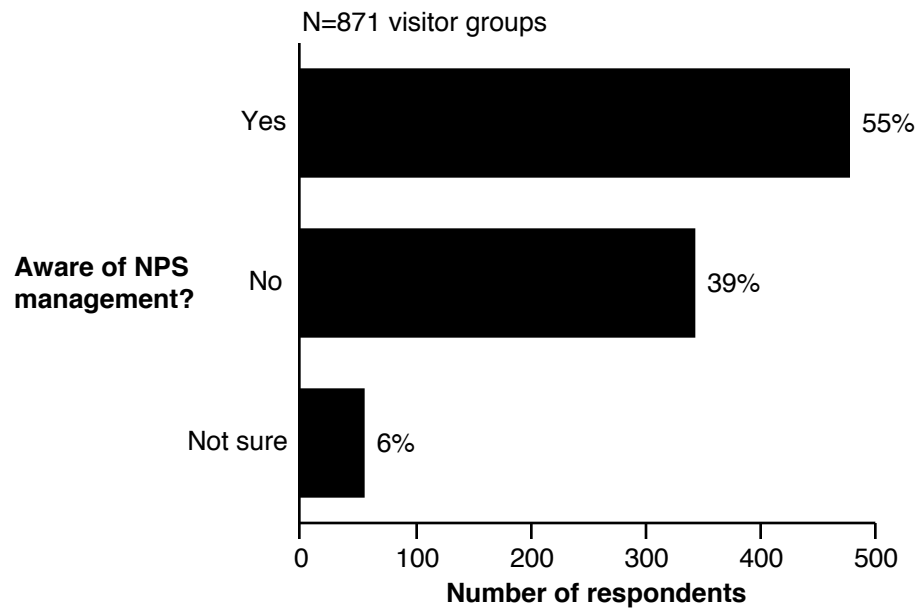


Figure 11: Visitors' awareness of NPS management of sites

Visitor groups were asked to indicate the sources from which they had received information about National Monuments and Memorials prior to their visit. Over half of the visitor groups (53%) received information from friends or relatives who had visited, 43% from travel guidebooks and 21% from magazine or newspaper articles (see Figure 12). Eighteen percent of visitor groups received no information prior to their visits. "Other" sources of information used by visitor groups included previous visits, school, tour guide, books, personal research, Congressional representative and AAA book.

Sources of information

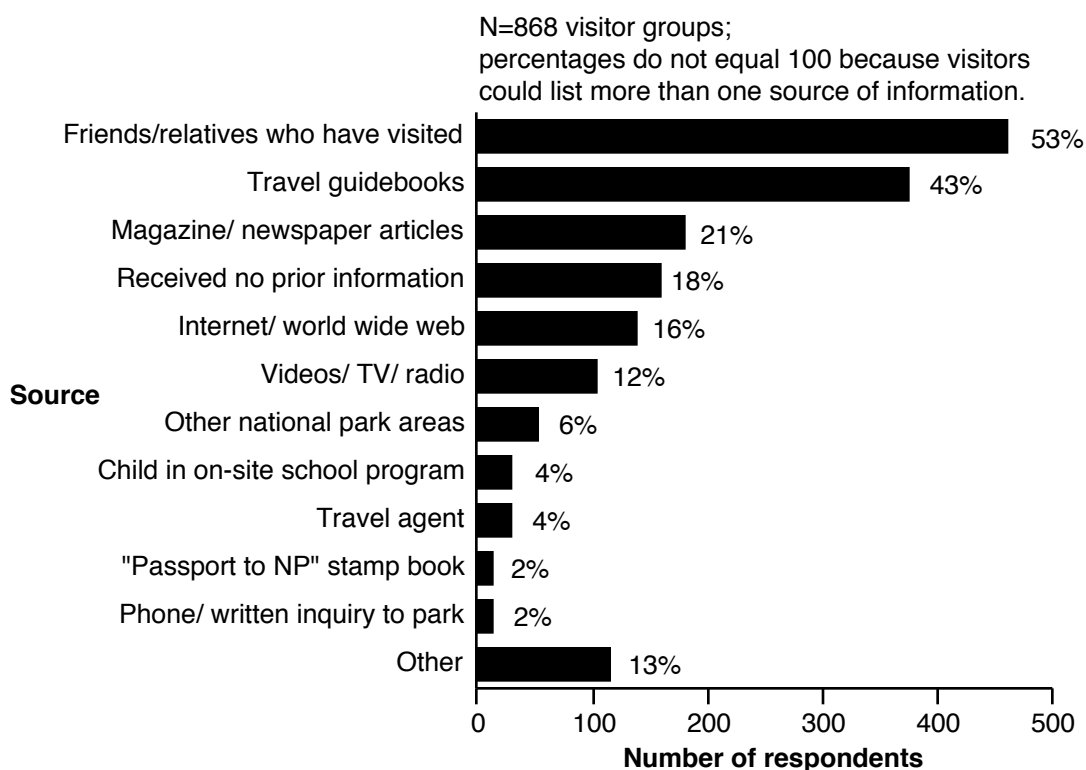


Figure 12: Sources of information used by visitors

Arrival locations

Most visitor groups (70%) arrived by foot or Tourmobile (see Figure 13). They were asked to indicate the zones where they entered the National Monuments and Memorials. As shown in Map 2, the zones where people entered most frequently were Zone 3 around the Washington Monument (45%) and Zone 1 by the Vietnam Veterans Memorial and Lincoln Memorial (34%).

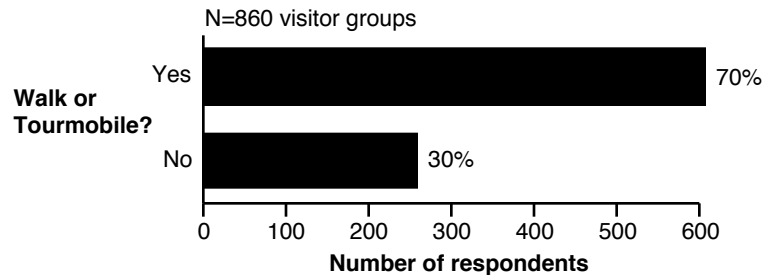
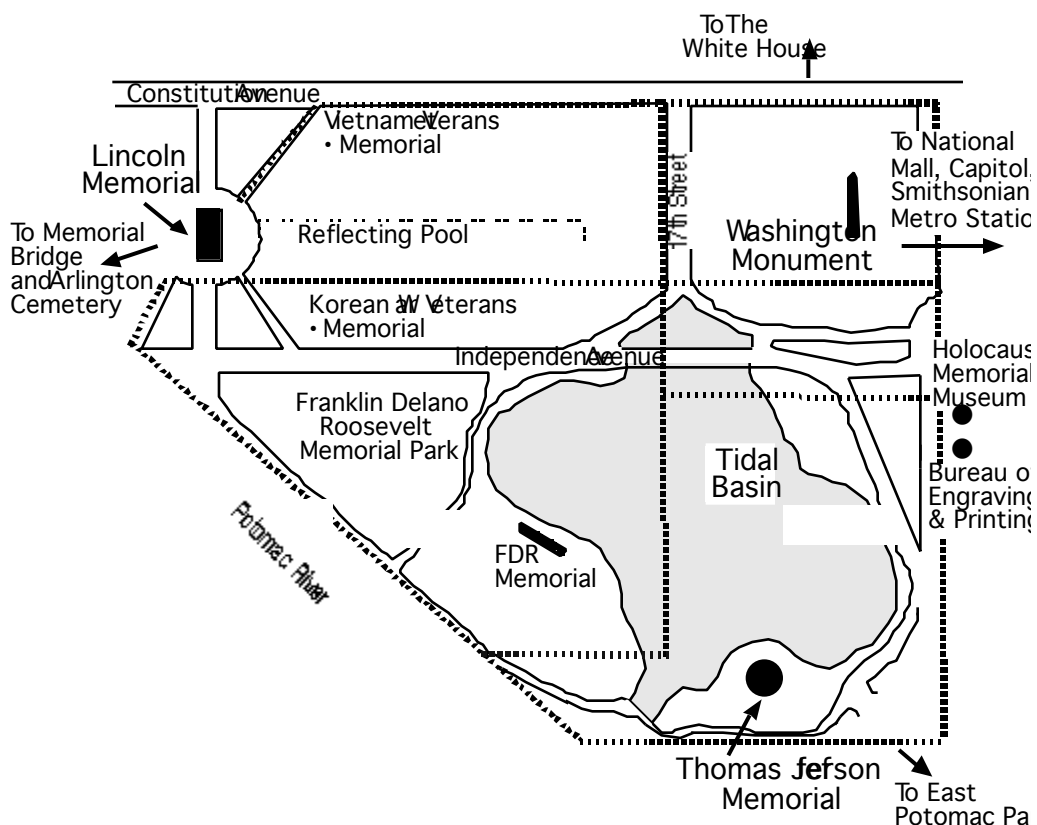


Figure 13: Walk or Tourmobile to arrive at National Monuments and Memorials?

N=616 visitor groups;
percentages do not equal 100 because visitors could enter more than once.



Map 2: Arrival zones used by visitors

Visitor groups were asked to identify their reasons for visiting the National Monuments and Memorials on this visit. As shown in Figure 14, the most often listed reasons for visiting was “have always wanted to see this site” (71%), followed by learning about U.S. history (64%) and showing a friend/ relative the National Monuments and Memorials (45%). The least common reasons for visiting were purchasing a book or souvenir (5%) and learn about personal/ family history (5%). “Other” reasons for visiting that visitors identified included to visit the museums, show the children, family vacation, specific interest in FDR Memorial, photography, and attend Marine Corps Band Concert.

Reasons for visiting

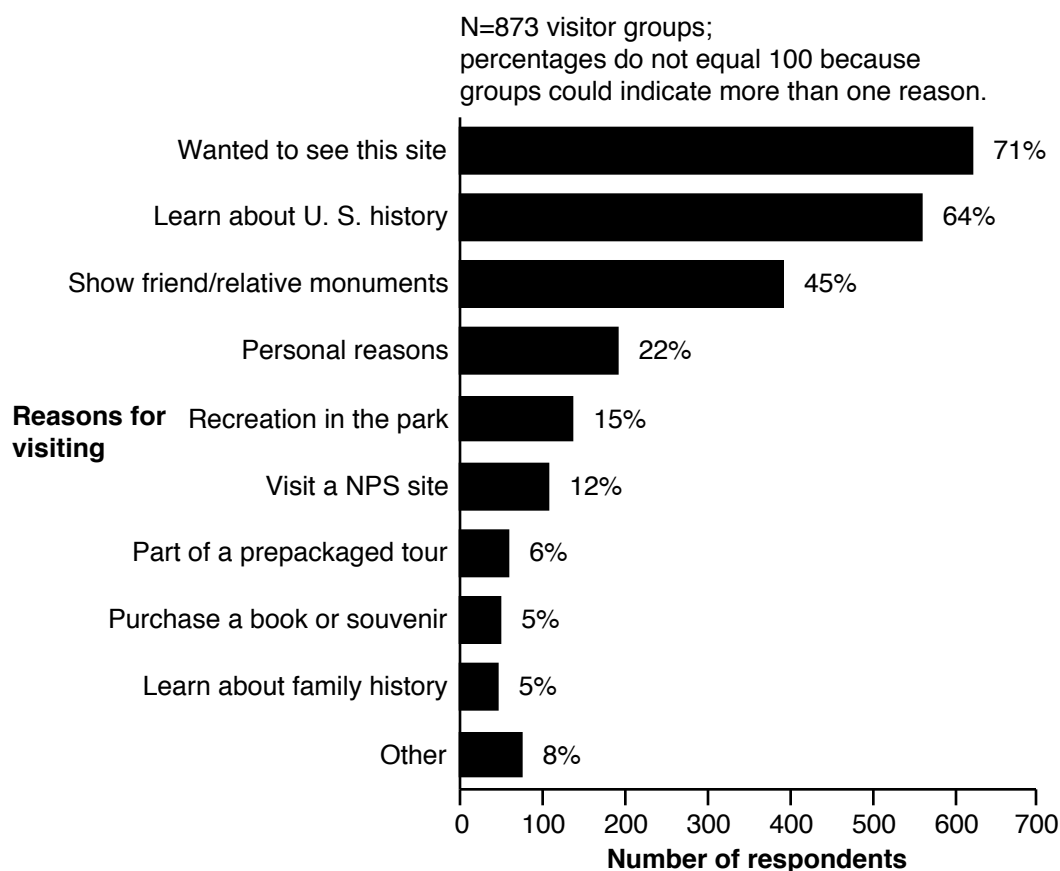


Figure 14: Reasons for visiting

Forms of transportation

Visitor groups were asked to indicate the forms of transportation they used to reach the National Monuments and Memorials. The most used form of transport was walking (75%), followed by Metrobus/ Metrorail (36%) and Tourmobile (17%) (see Figure 15). Thirty percent of the visitors listed “other” forms of transportation they used including personal car, taxi, school bus, rental car, bicycle and in-line skates.

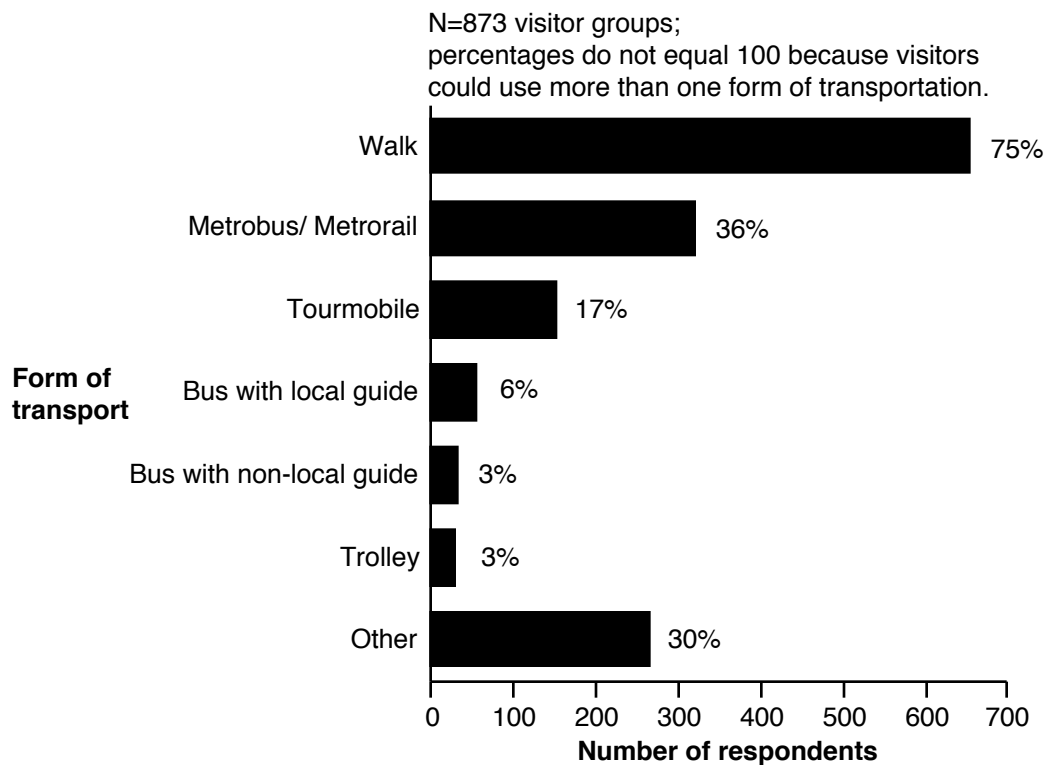


Figure 15: Forms of transportation used

**Visitor/ ranger
interactions**

Visitor groups were asked a series of questions relating to any interactions they had with rangers or staff.

First, visitors were asked if they had received any information from a park ranger/ employee. Almost two-thirds of the visitors (64%) had received information from a park ranger/ employee (see Figure 16).

Next, visitors were asked if the park ranger/ employee had started the conversation. Figure 17 shows that in over half of the situations, the ranger/ employee did not start the conversation. In 40% of the cases, the ranger/ employee started the conversation and 7% of the cases, the visitors were not sure.

Visitors were then asked to rate the courteousness and the helpfulness of the ranger/ employee using a scale of 1 to 5. Figure 18 shows that 91% of the visitor groups rated the ranger/ employee as “extremely courteous” and “very courteous.” One percent said the employees were “not courteous.” Most visitors (91%) rated the helpfulness of the ranger/ employee as “extremely helpful” and “very helpful,” as shown in Figure 19. One percent said the employees were “not helpful.”

Finally, visitors were asked what type of information they discussed with the ranger/ employee. Conversations topics were as follows: directions/ orientation (60%), historical information about the monuments and memorials (59%), and general conversation (37%), as shown in Figure 20. Visitor groups mentioned “other” conversation topics including the reason the flags were at half mast, the visitor survey, ticket information, parking, tours, handicapped information, Junior Ranger Program, FDR Memorial, visiting hours, finding a name on the Vietnam Veterans Memorial wall, and Arlington gravesites.

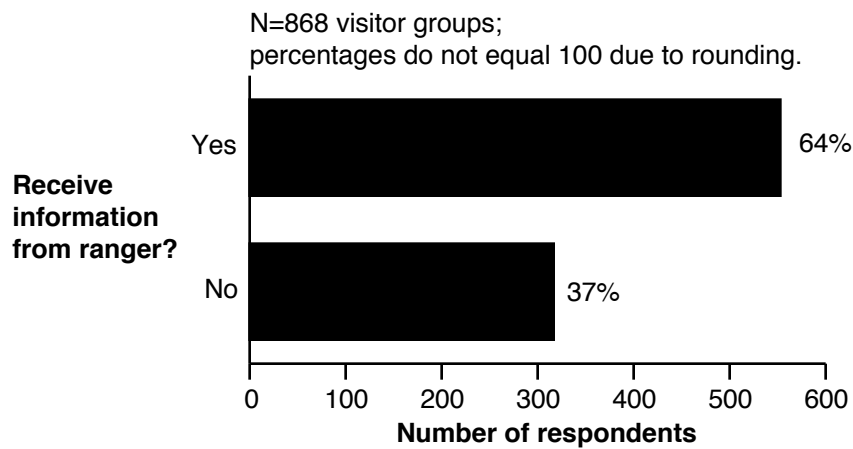


Figure 16: Visitors who received information from rangers/ employees

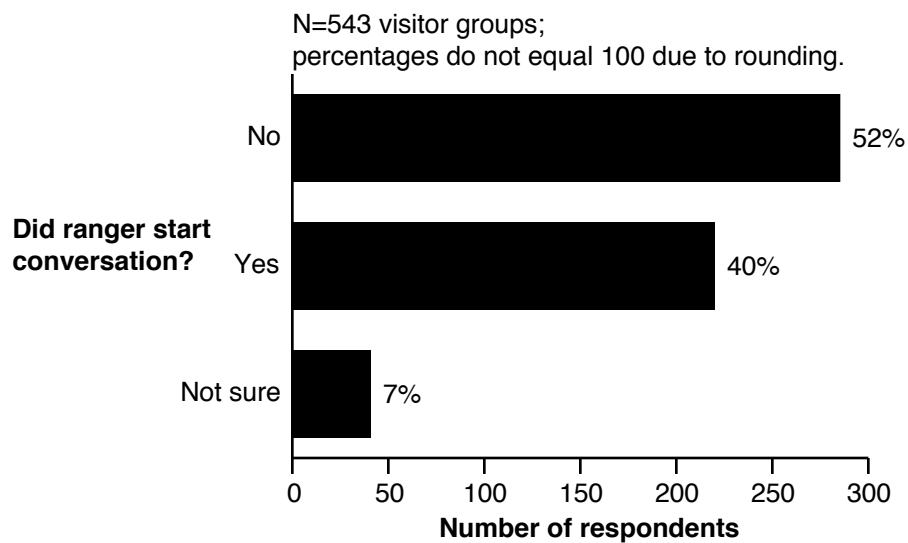


Figure 17: Who started conversation between ranger/ employee and visitor

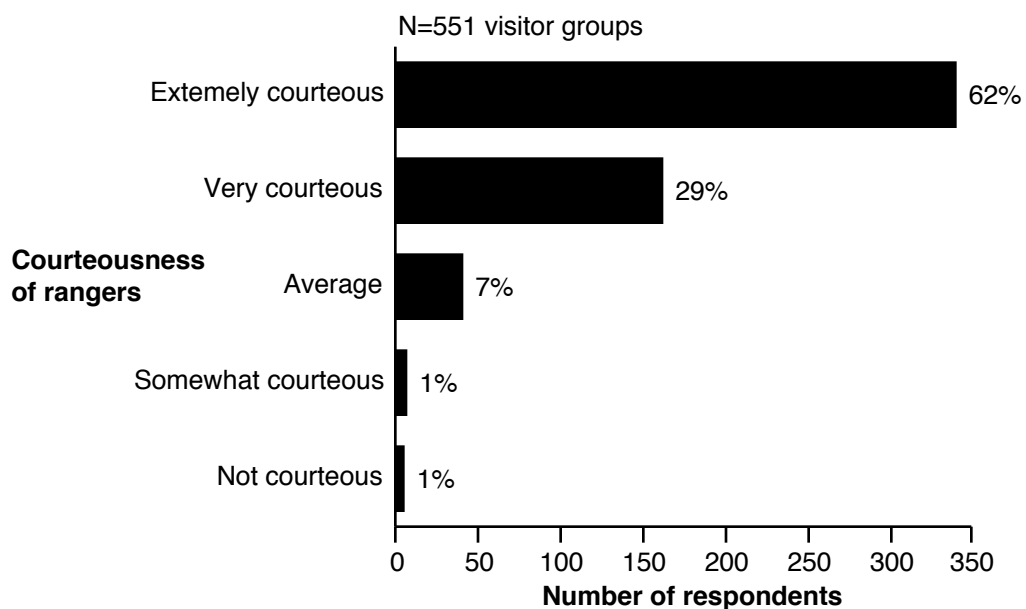


Figure 18: Courteousness of ranger/ employee

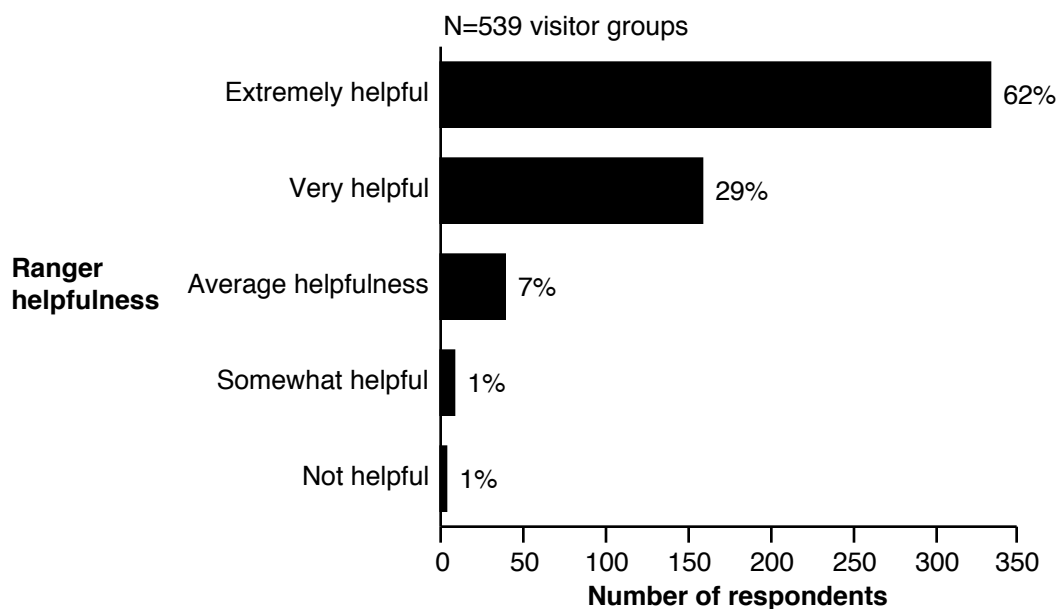


Figure 19: Helpfulness of ranger/ employee

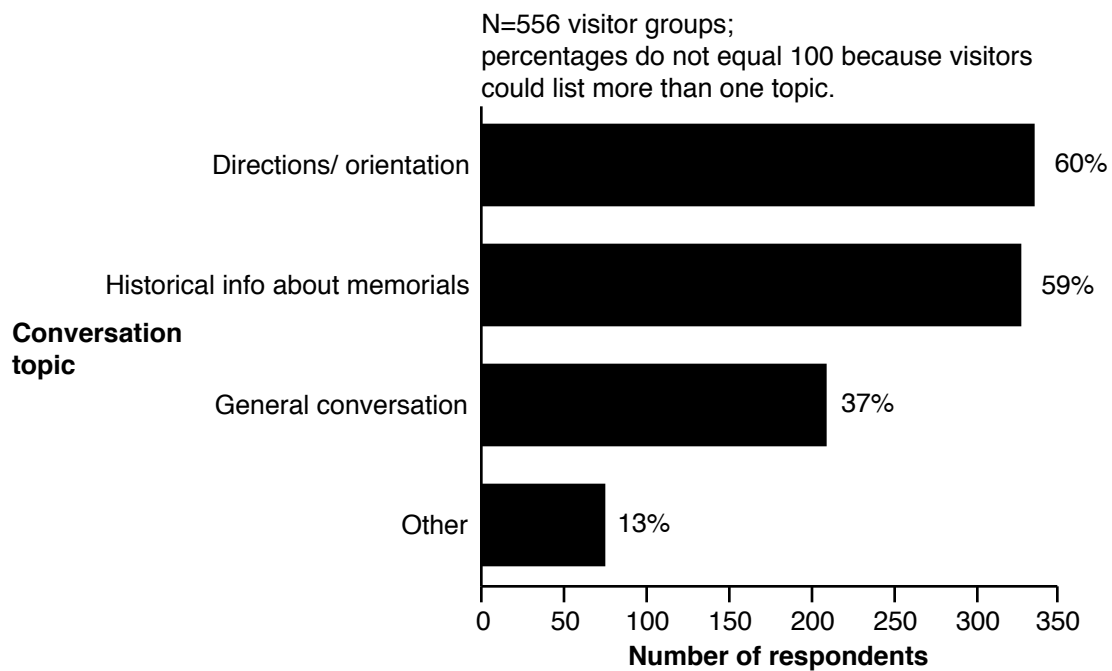


Figure 20: Information discussed with ranger/ employee

Visitor groups were asked to note the services they used during their visit to the National Monuments and Memorials. As shown in Figure 21, the services that were most commonly used by visitor groups were the color site brochures (52%), assistance from ranger staff (45%), "Welcome to Washington" brochure/ map (42%), outdoor maps (39%) and visitor information kiosks (38%). The least used service was the site information radio station – 1170 AM (1%).

**Information
services: use,
importance and
quality**

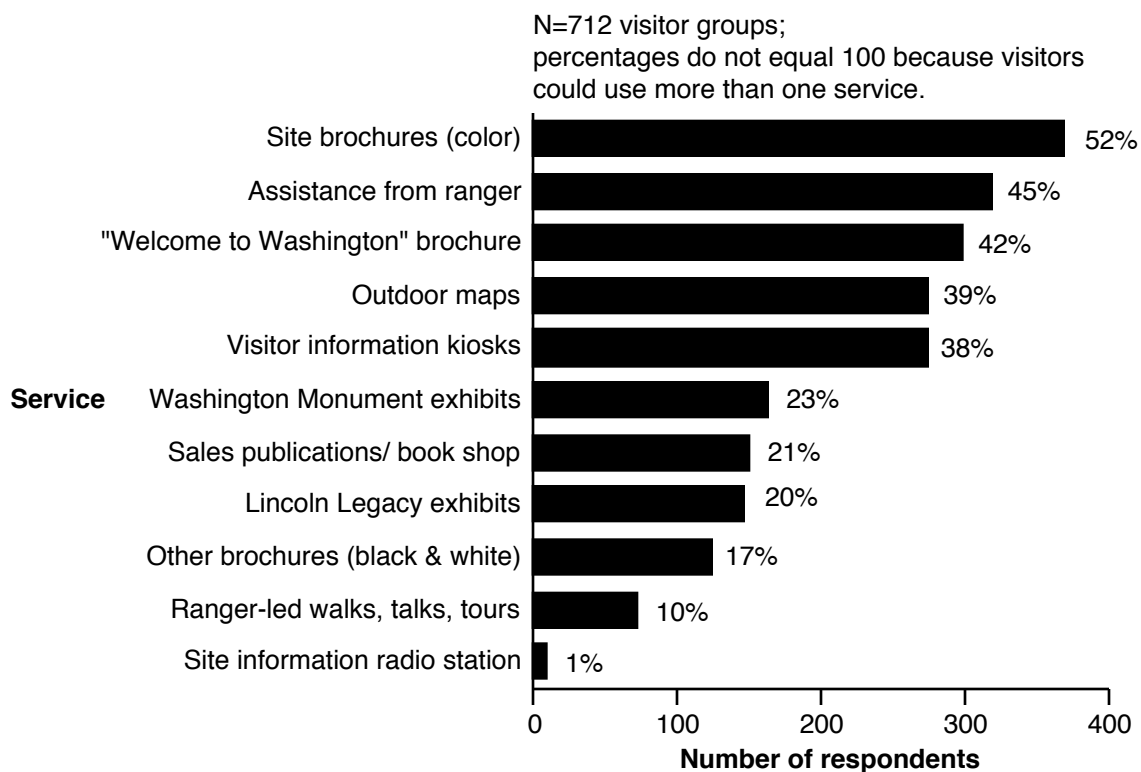


Figure 21: Information services used

Visitor groups rated the importance and quality of each of the information services they used. The following five point scales were used in the questionnaire:

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

Figure 22 shows the average importance and quality ratings for visitor information services. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 22. All services were rated as above "average" both in importance and quality. It should be noted that the site information radio station (1170 AM) was not rated by enough people to provide reliable data.

Figures 23-33 show the importance ratings that were provided by visitor groups for each of the individual services. Those information services receiving the highest proportion of "extremely important" or "very important" ratings included the "Welcome to Washington" brochure (87%), outdoor maps (83%) and park ranger-led walks, talks and tours (80%). The highest proportion of "not important" ratings was for sales publications (3%).

Figures 34-44 show the quality ratings that were provided by visitor groups for each of the individual services. Those information services receiving the highest proportion of "very good" or "good" ratings included assistance from ranger staff (93%), ranger-led walks, talks and tours (92%) and color site brochures (88%).

Figure 45 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

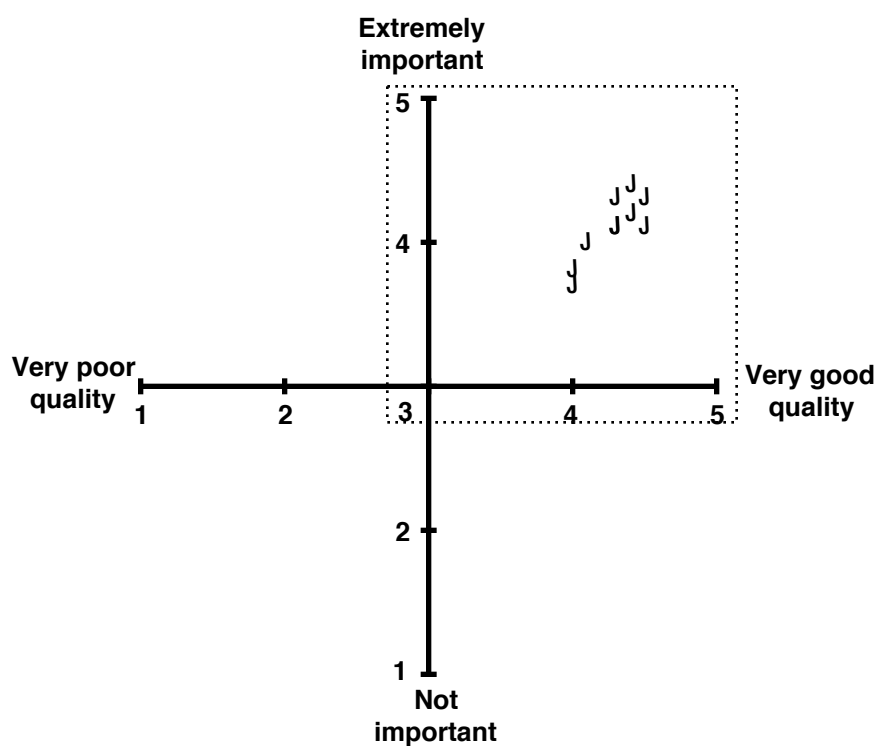


Figure 22: Average ratings of service importance and quality

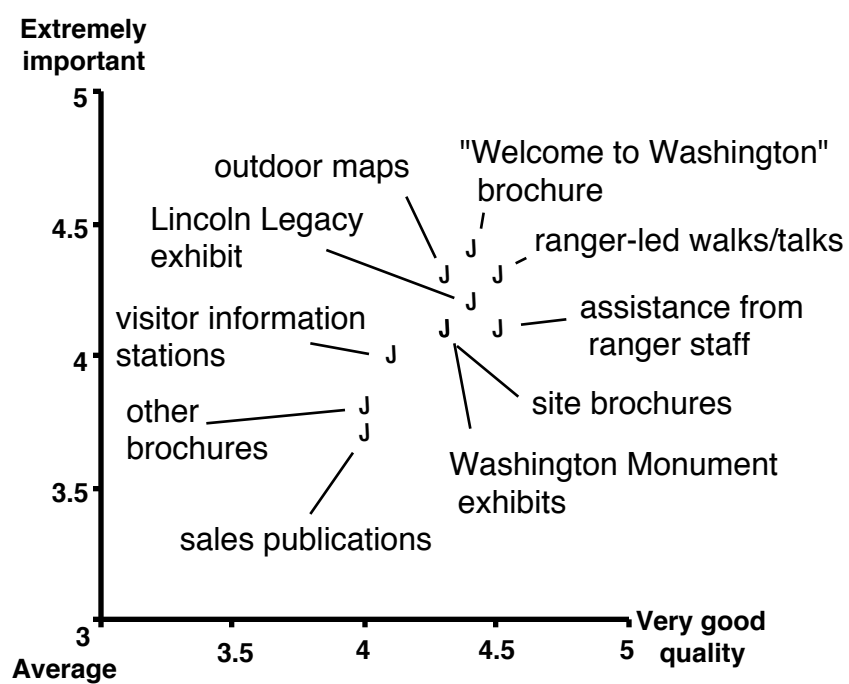


Figure 22: Detail

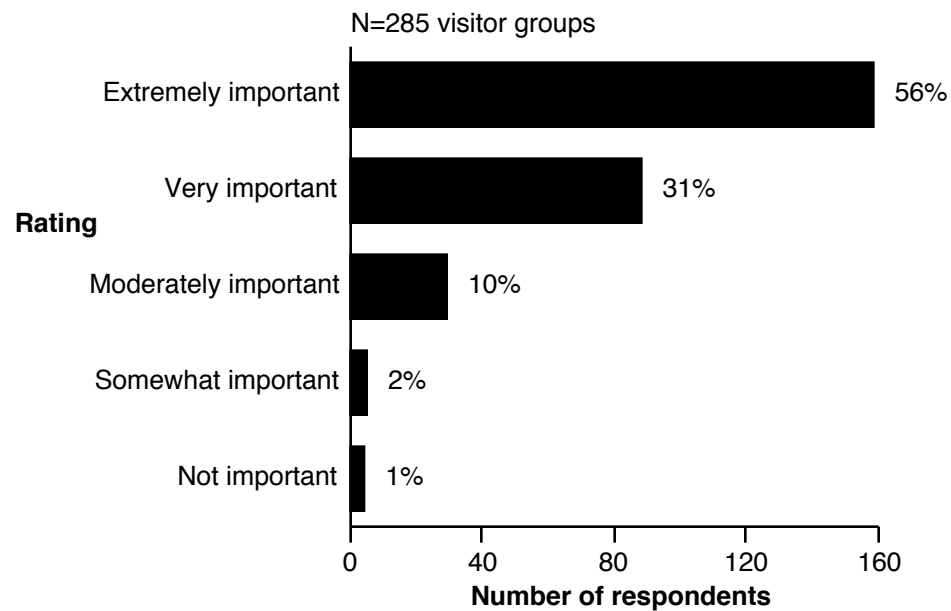


Figure 23: Importance of “Welcome to Washington” brochure/ map

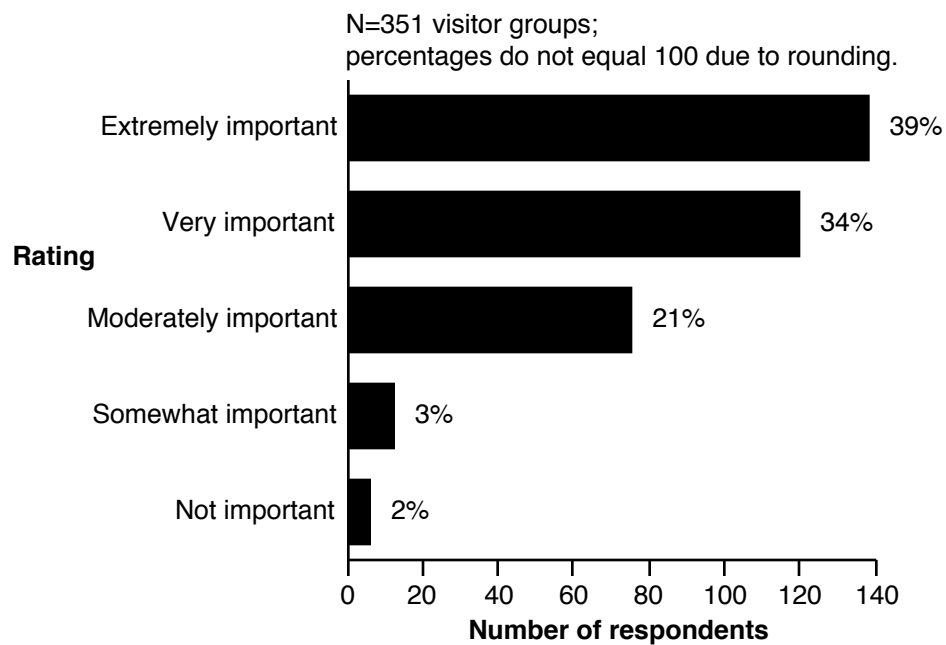


Figure 24: Importance of site brochures (color)

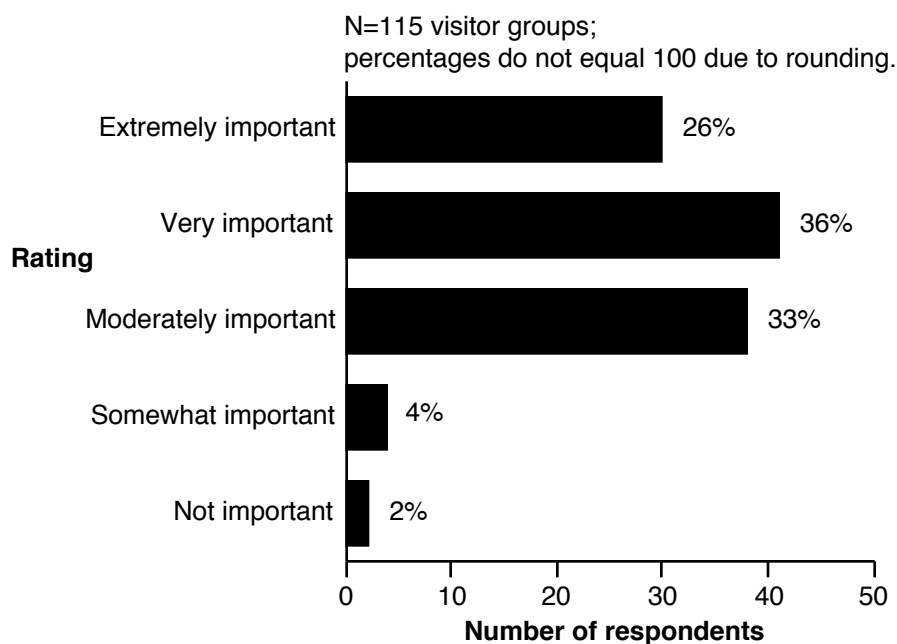


Figure 25: Importance of other brochures (black and white)

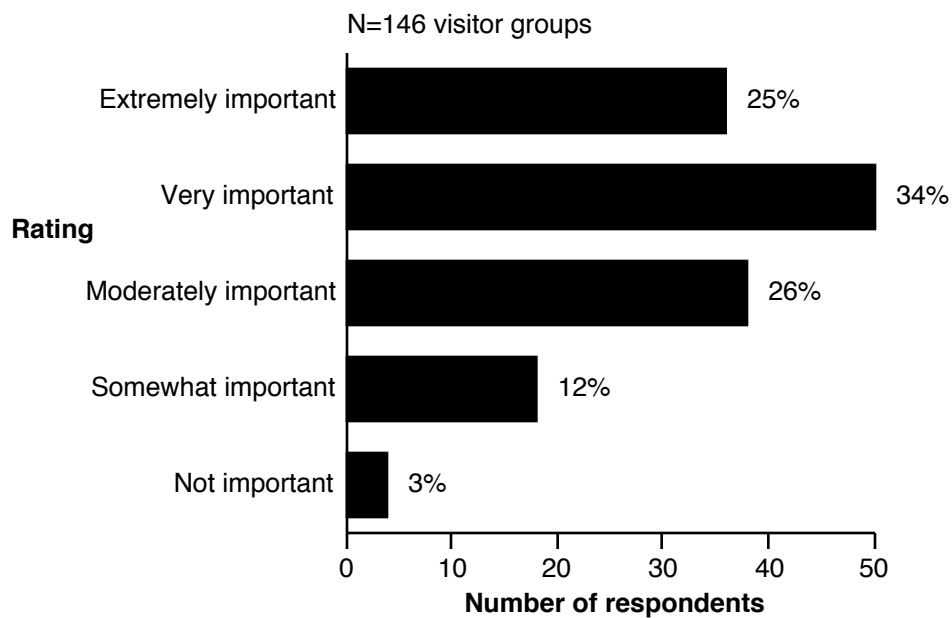


Figure 26: Importance of sales publications/ book shop

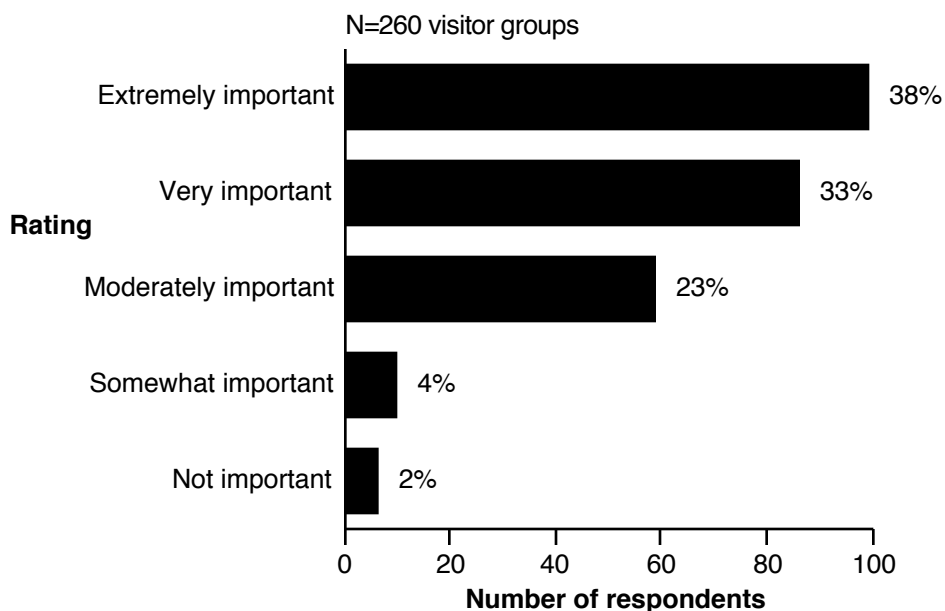


Figure 27: Importance of visitor information stations (kiosks)

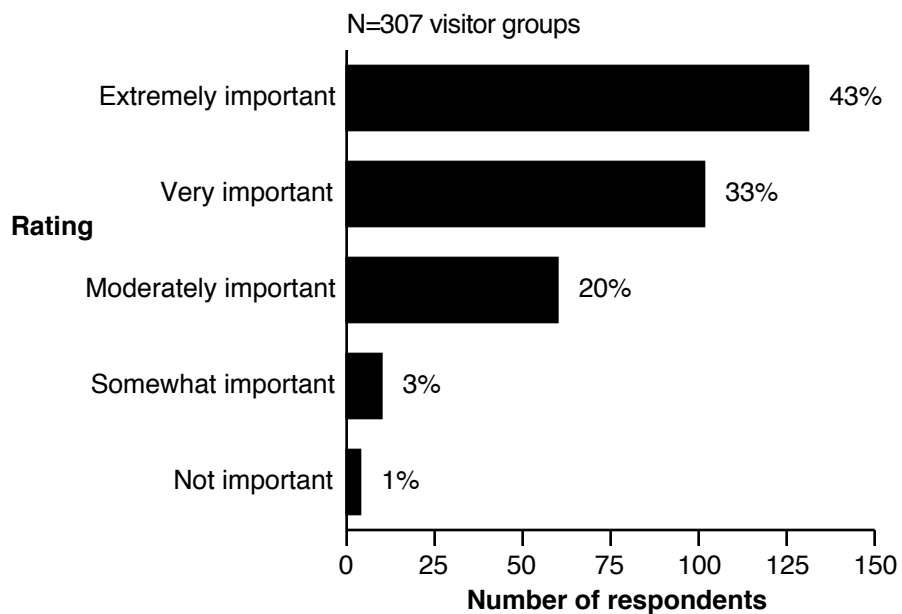


Figure 28: Importance of assistance from ranger staff

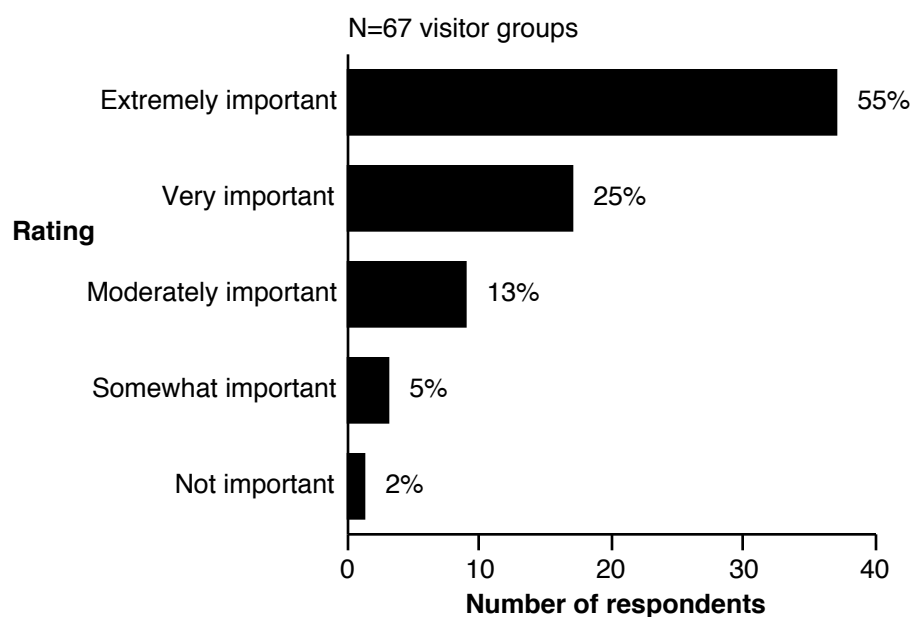


Figure 29: Importance of ranger-led walks, talks, tours

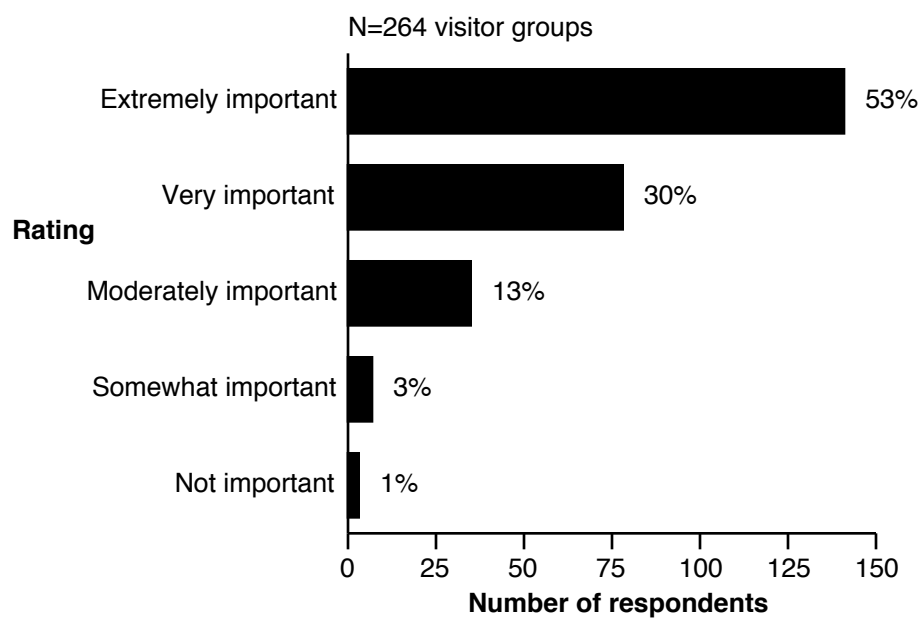


Figure 30: Importance of outdoor maps

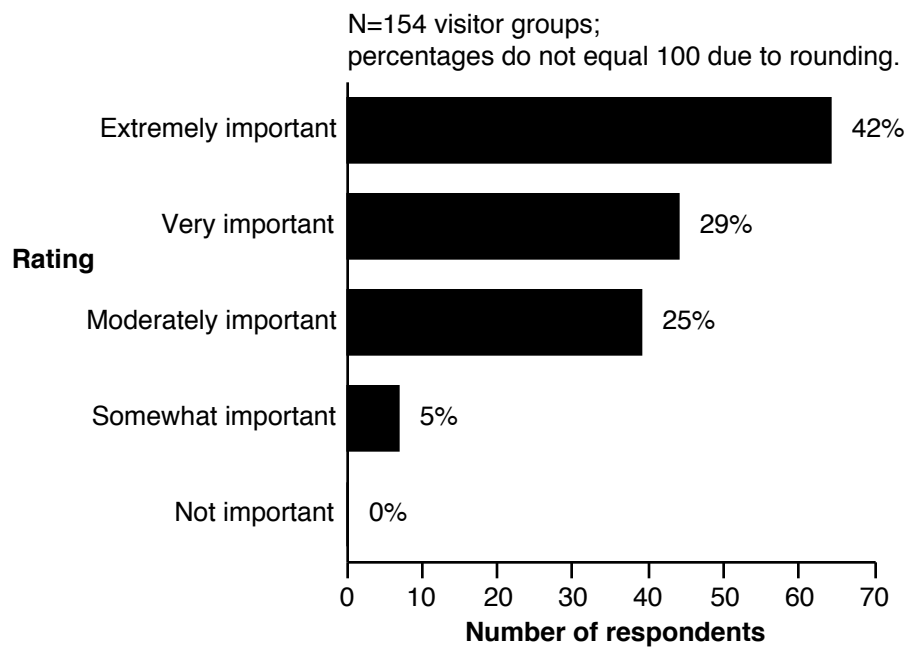
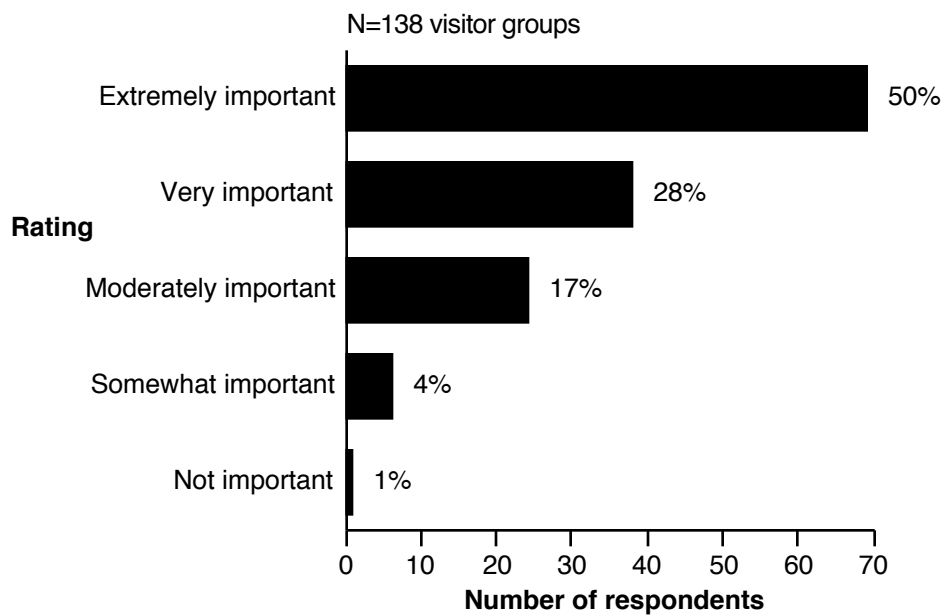


Figure 31: Importance Washington Monument outdoor exhibits



**Figure 32: Importance of Lincoln Legacy exhibit
(in Lincoln Memorial)**

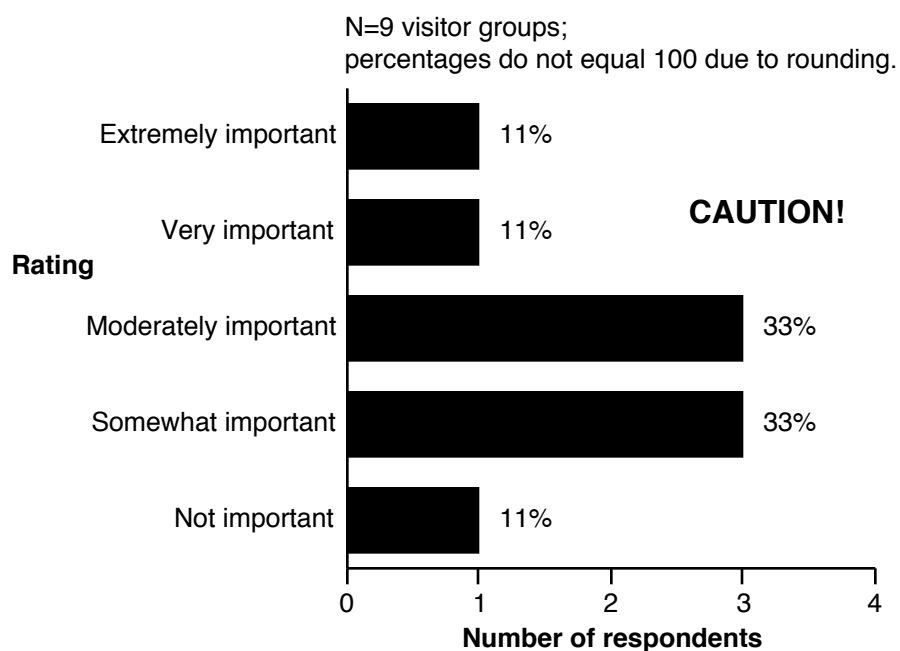


Figure 33: Importance of site information radio station (1170 AM)

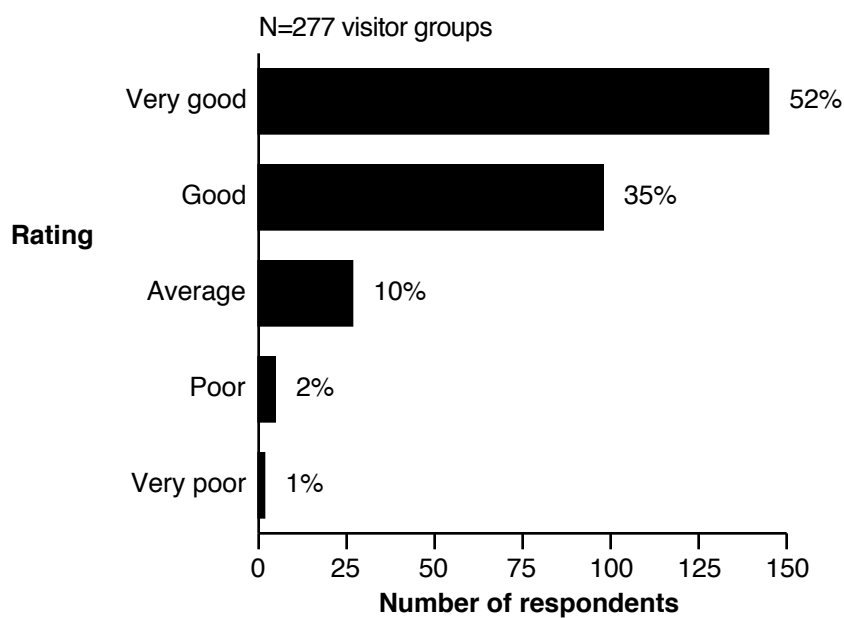


Figure 34: Quality of "Welcome to Washington" brochure/ map

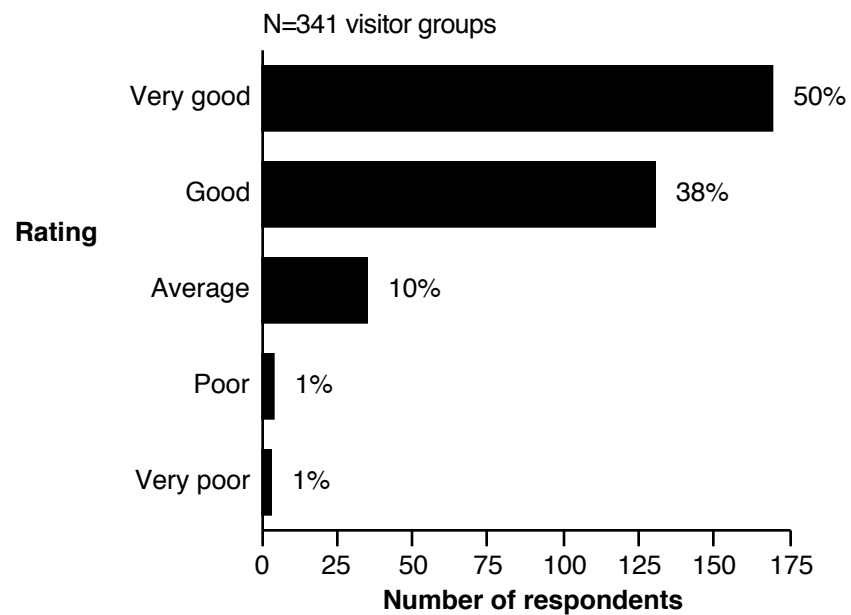


Figure 35: Quality of site brochures (color)

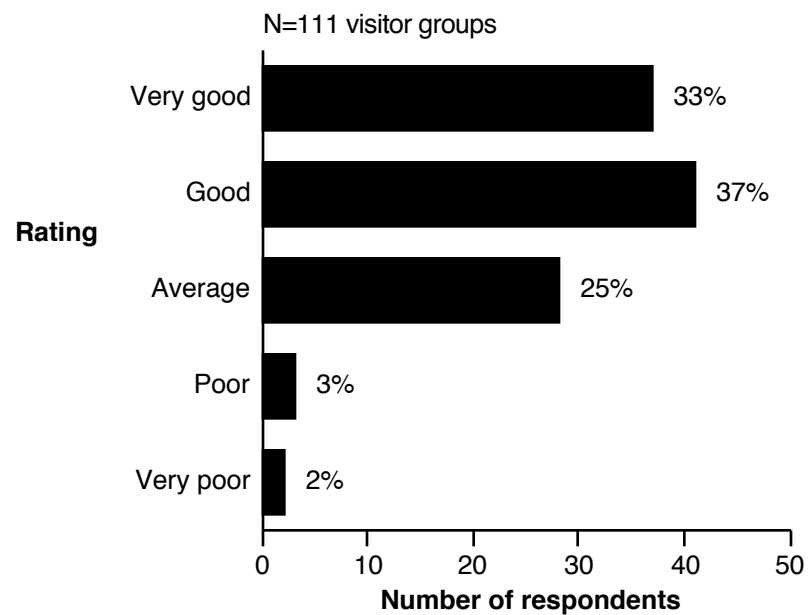


Figure 36: Quality of other brochures (black and white)

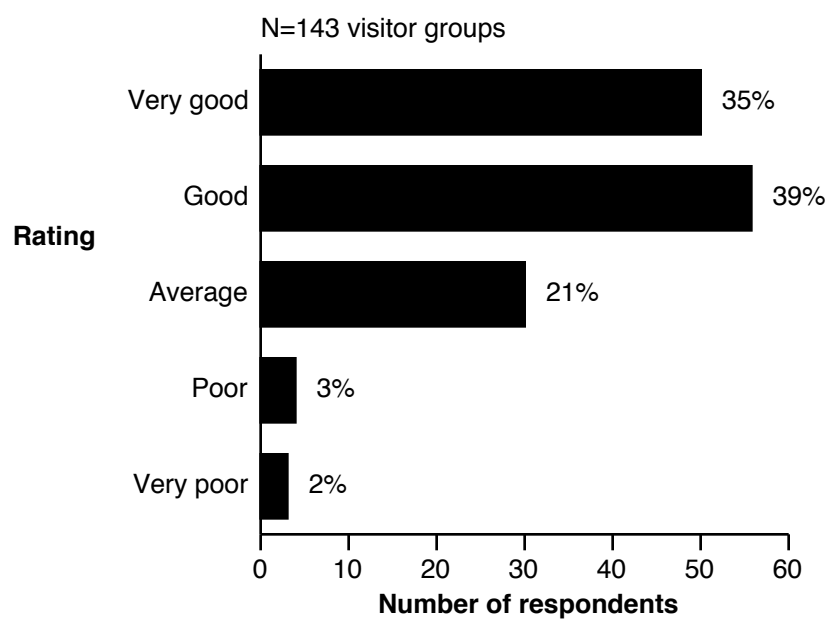


Figure 37: Quality of sales publications/ book shop

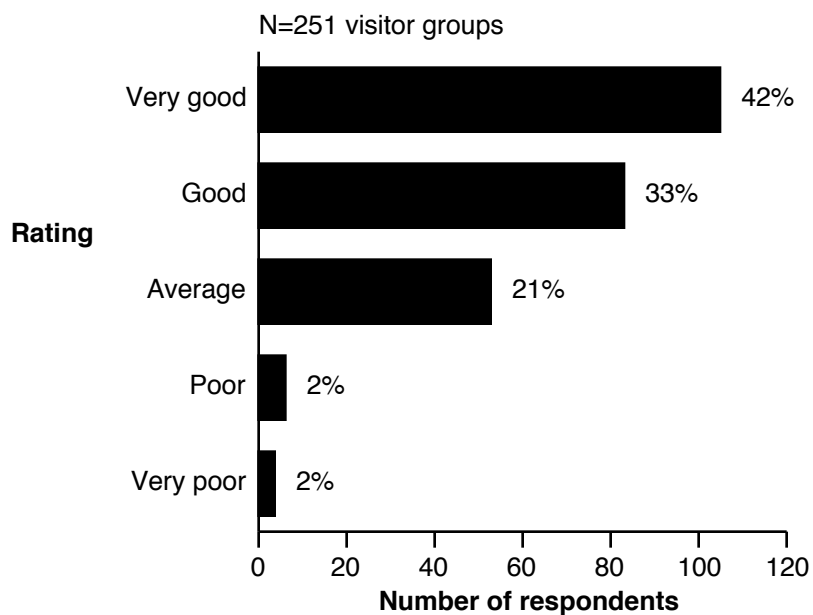


Figure 38: Quality of visitor information stations (kiosks)

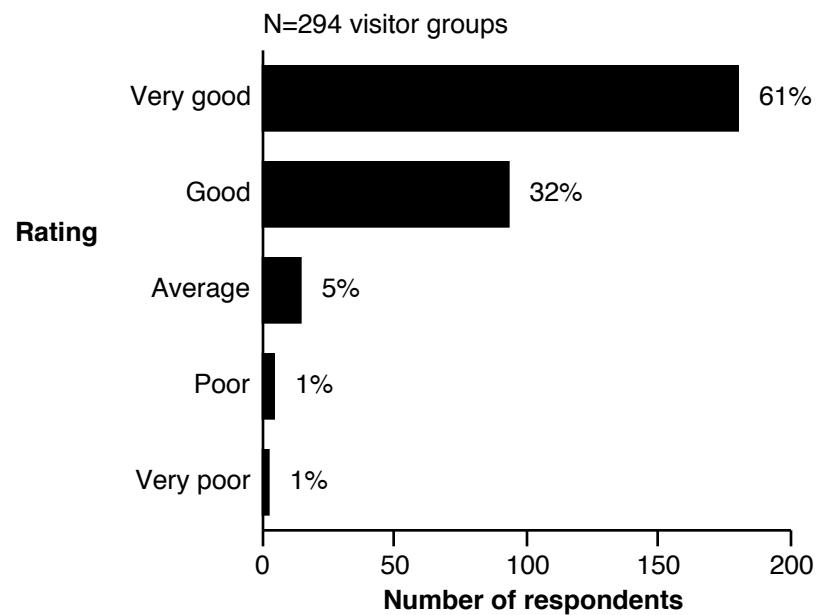


Figure 39: Quality of assistance from ranger staff

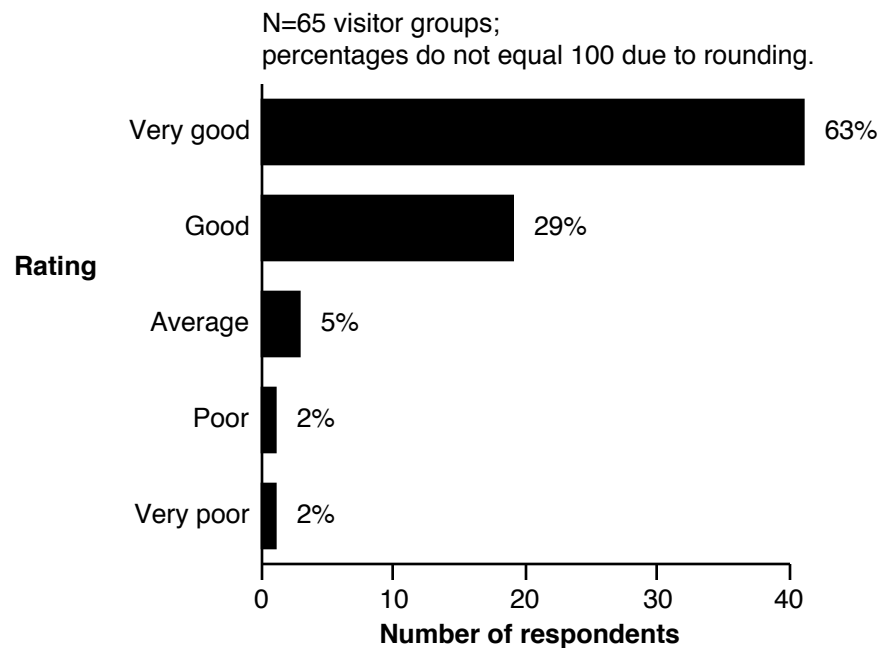


Figure 40: Quality of ranger-led walks, talks, tours

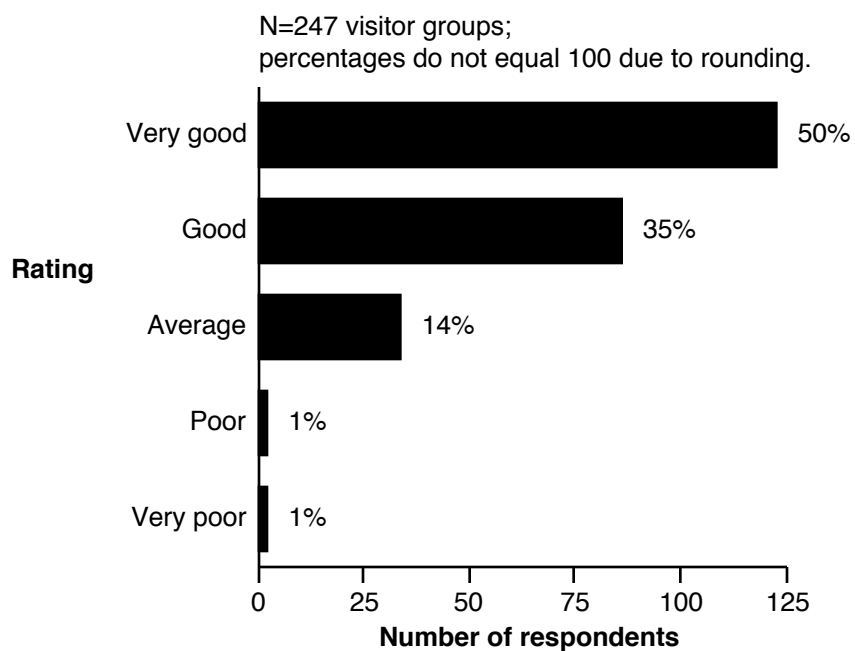


Figure 41: Quality of outdoor maps

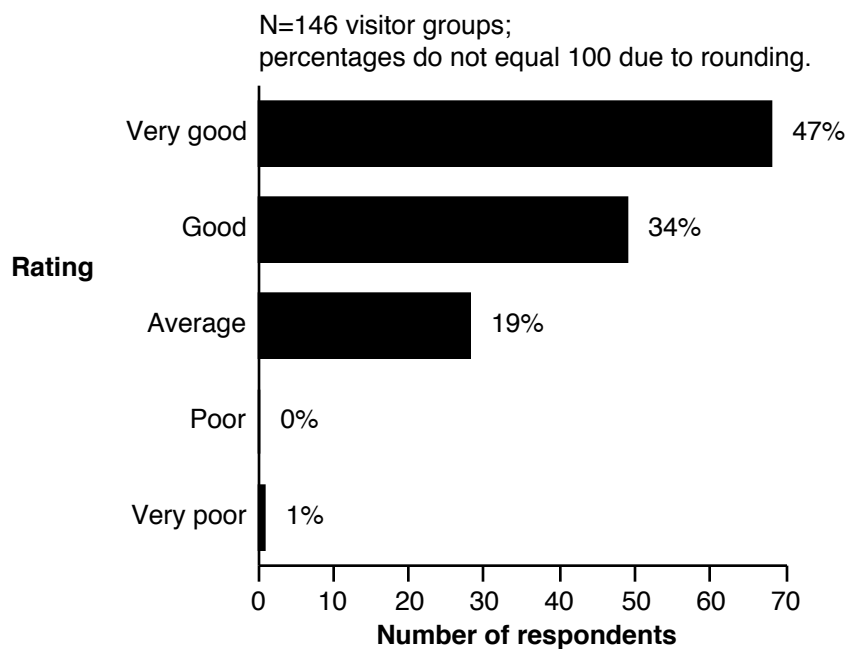


Figure 42: Quality Washington Monument outdoor exhibits

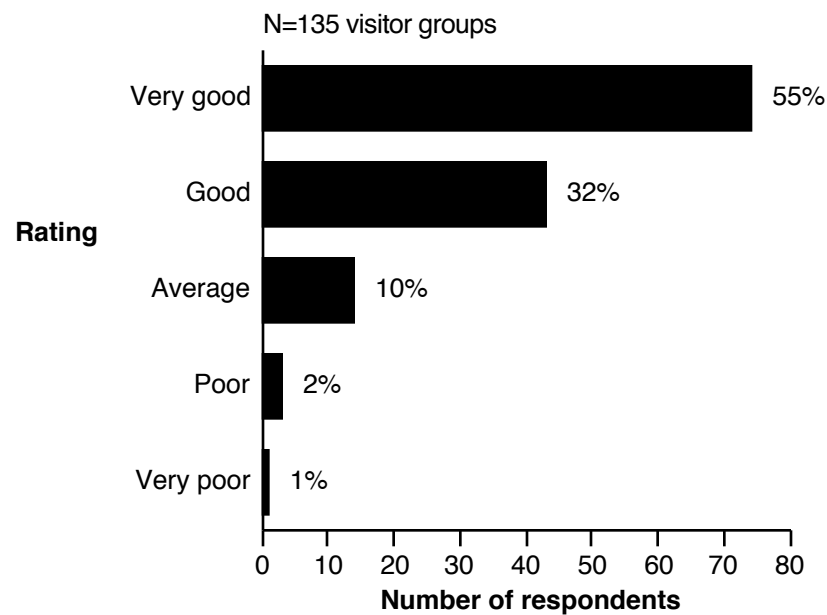


Figure 43: Quality of Lincoln Legacy exhibit (in Lincoln Memorial)

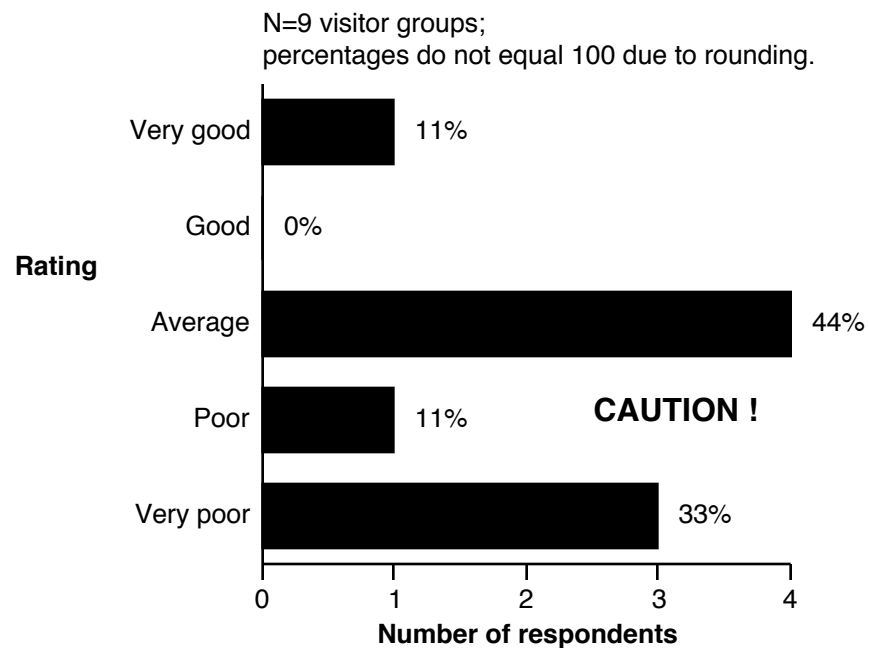


Figure 44: Quality of site information radio station
(1170 AM)

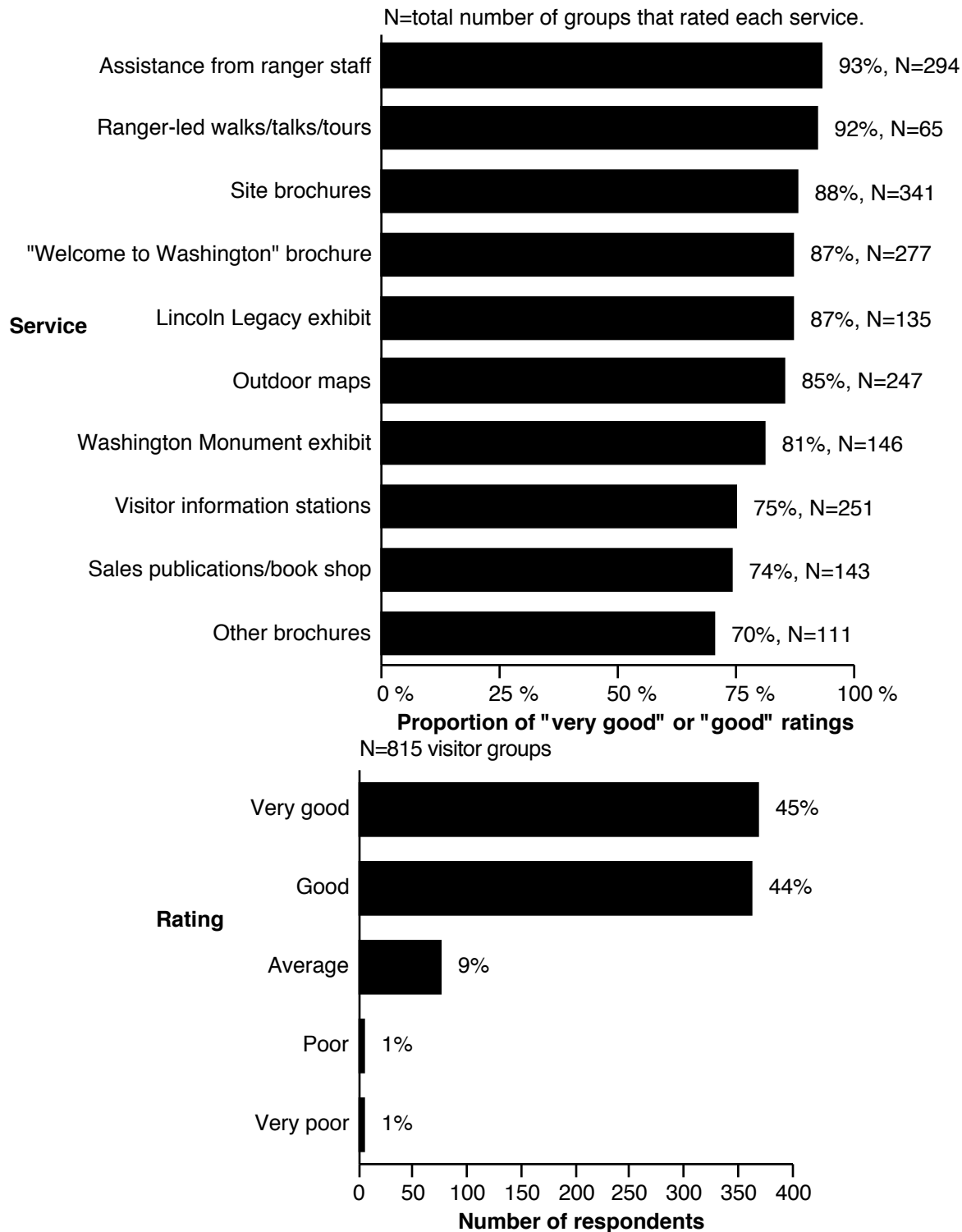


Figure 45: Combined proportions of "very good" or "good" quality ratings for services

Visitor groups were asked what type of informational/interpretive program they would prefer to attend on a future visit to the National Monuments and Memorials. Thirteen percent of the 871 groups who responded said they would not want to attend a program on a future visit.

Preferences for future interpretive programs

Figure 46 shows that over half of the visitor groups (54%) would prefer a 15 minute program which discussed basic information about the Monuments and Memorials. Just over one-third of the visitors (34%) want a 30 minute program on “more in-depth information on the significance of the Monuments and Memorials.” Less than one-fourth of the visitor groups (22%) want one hour “detailed programs and tours highlighting special features of the Monuments and Memorials.”

Next, visitors were asked what subjects they would be most interested in learning about on a future visit. Figure 47 shows that 75% of the visitors are interested in learning about the history of the Monuments and Memorials. Visitors also want to learn about the people commemorated by the Monuments and Memorial (62%), significance of the Monuments and Memorials (59%), Monuments and Memorials architecture/ construction (54%) and the Monuments and Memorials place in Washington, D.C. history (42%). “Other” subjects visitors want to learn about included legends or “ghost stories,” types of maintenance and cost, children’s programs and history of city and the site.

Over one-half of the visitor groups (54%) would prefer to learn the above information on a ranger-led walking tour. Brochures (47%) and ranger talks (39%) were the next most preferred choices. “Other” methods visitors would prefer to learn were through an audiovisual program, videos, self-guided trails, an audio interactive tour (like Air & Space Museum) and an internet site.

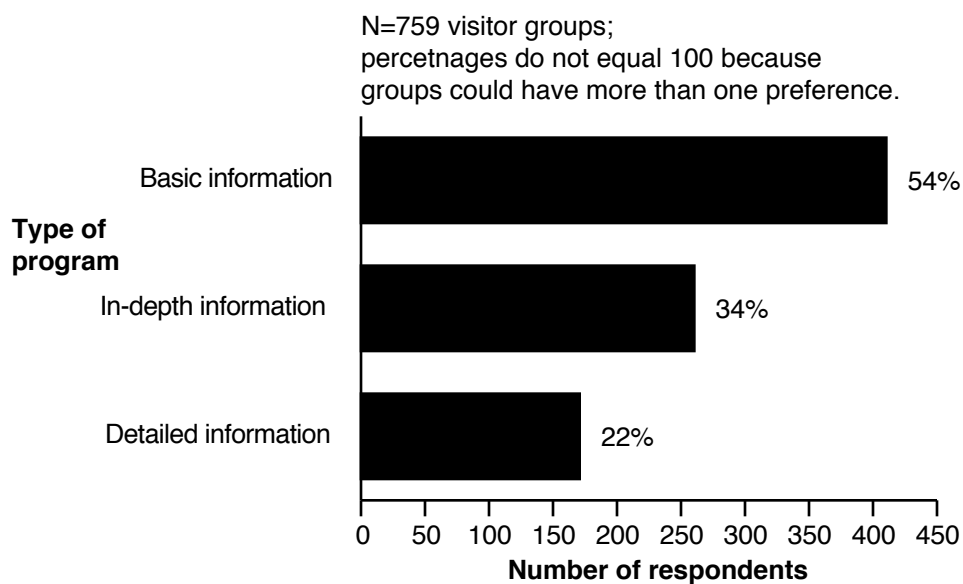


Figure 46: Type of informational/ interpretive program visitors prefer



Figure 47: Subjects visitors are most interested in learning

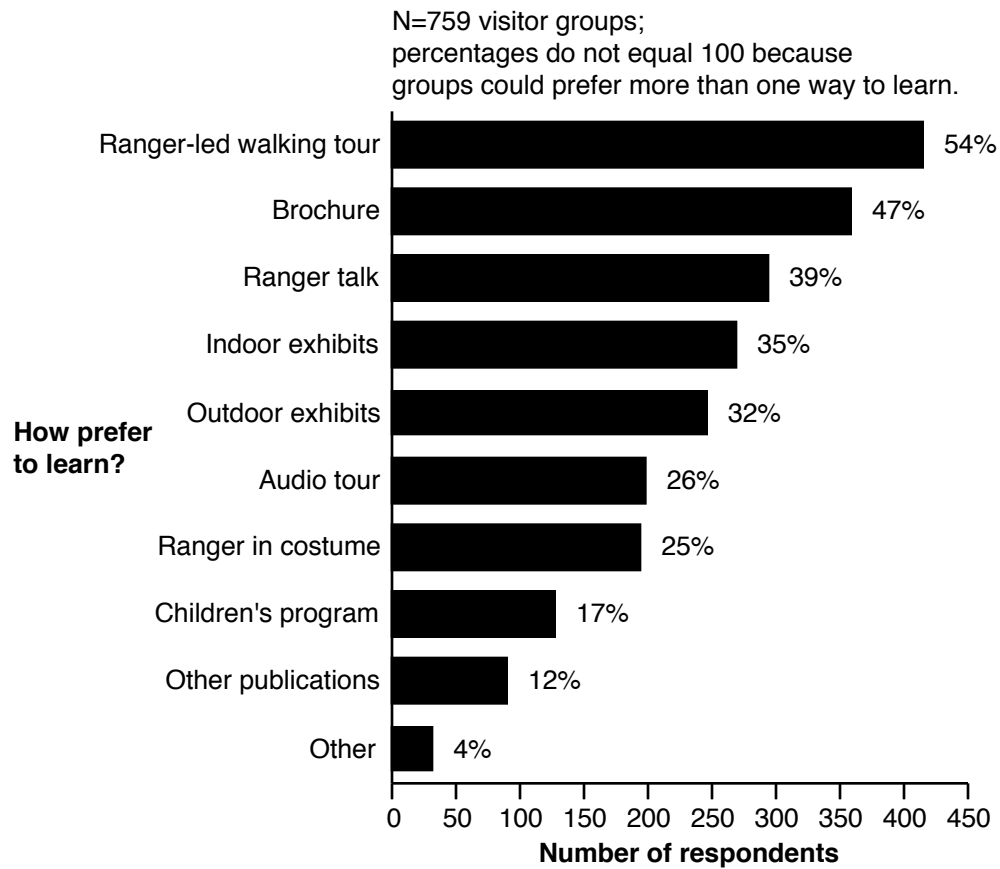


Figure 48: Methods visitors prefer to learn about interpretive subjects

Visitor groups were asked to indicate whether they had children who might be interested in participating in a National Monuments and Memorials Junior Ranger Program on a future visit. As shown in Figure 49, over half of the visitor groups (58%) do not have children interested in the Junior Ranger Program. Twenty-three percent of the groups have children interested in the Junior Ranger Program and 19% are not sure.

Three-fourths of the groups (75%) want a Junior Ranger Program in which the parents can participate, while 25% want the program for children only (see Figure 50). The preferred times and lengths for the program are listed in Table 5.

Preferences for Junior Ranger Programs

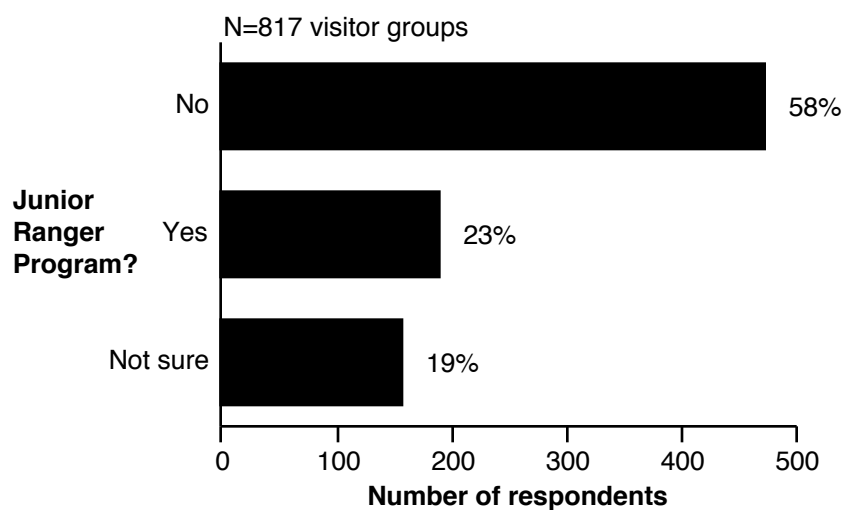


Figure 49: Children interested in Junior Ranger Program

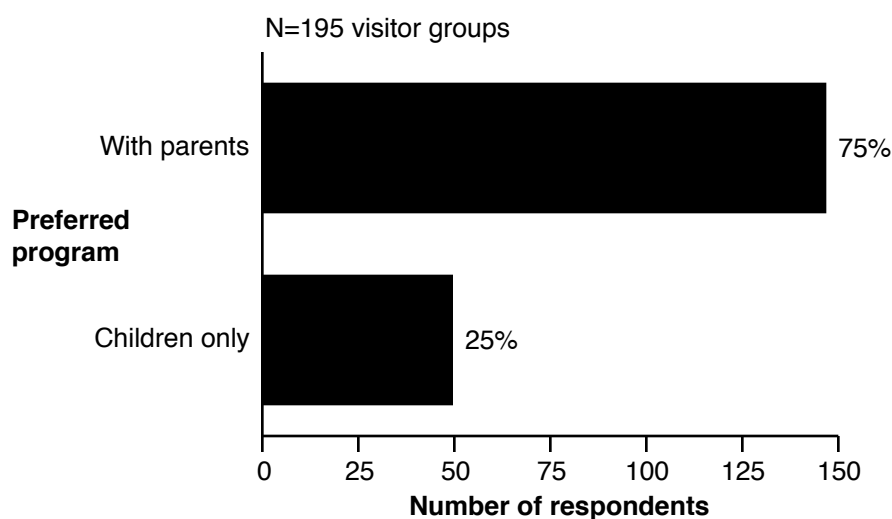


Figure 50: Preferred type of Junior Ranger program

Table 5: Preferred times and lengths of Junior Ranger Program

N=167 visitor groups

Program start time	1/2 hour	1 hour	1 1/2 hours	2 hours	2 1/2 hours	3 hours	4 hours	5 hours	6 or more hours	Totals
8:00 am	0	1	1	0	1	1	5	0	3	12
8:30 am	0	0	0	0	0	0	0	0	1	1
9:00 am	0	1	7	6	0	8	13	1	7	43
9:30 am	0	0	0	0	1	1	0	0	0	2
10:00 am	0	3	24	15	0	1	14	2	8	67
10:30 am	0	0	4	0	0	0	0	0	0	4
11:00 pm	0	0	1	3	0	2	2	0	1	9
11:30 pm	0	0	0	0	1	0	0	0	0	1
1:00 pm	0	0	8	6	0	0	5	0	0	19
2:00 pm	0	0	3	1	0	0	0	0	0	4
3:00 pm	0	0	0	1	0	0	0	0	0	1
4:00 pm	0	0	1	1	0	0	0	0	0	2
5:00 pm	0	1	0	0	0	0	0	0	0	1
9:00 pm	0	0	0	1	0	0	0	0	0	1
Totals	0	6	49	34	3	13	39	3	20	167

Visitor groups were asked whether they would be interested in attending an evening program about the National Monuments and Memorials presented by a park ranger on a future visit. Over one-half of the visitors (60%) said they would likely be interested in attending an evening ranger program on a future visit (see Figure 51). Twenty percent said it was unlikely that they would attend such a program and 20% were not sure.

Preferences for evening programs

Table 6 shows the starting times and lengths visitors would prefer for evening programs in the future.

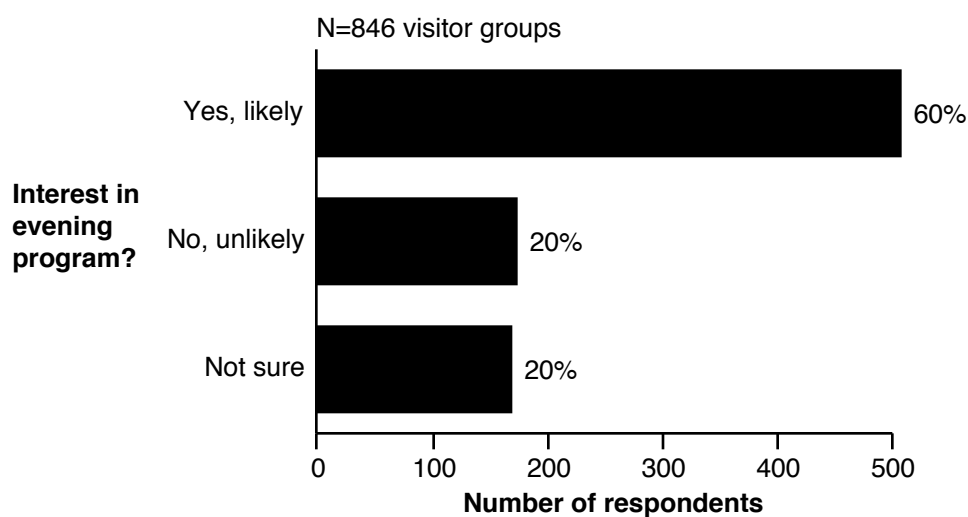


Figure 51: Preferences about future evening programs

Table 6: Preferred times and lengths of evening program

N=433 visitor groups

Program start time	1/2 hour	1 hour	1 1/2 hours	2 hours	2 1/2 hours	3 hours	4 hours	5 hours	6 or more hours	Totals
12:00 pm	0	0	0	0	0	0	1	0	0	1
4:00 pm	0	0	0	1	0	0	1	1	0	3
5:00 pm	0	1	0	2	0	2	2	1	1	9
6:00 pm	0	4	0	16	3	21	23	2	1	70
6:15 pm	0	0	0	1	0	0	0	0	0	1
6:30 pm	0	1	0	4	1	0	0	1	0	7
7:00 pm	2	22	5	74	3	35	11	4	1	157
7:30 pm	2	6	5	8	1	1	1	1	0	25
7:45 pm	0	1	0	0	0	1	0	0	0	2
8:00 pm	1	27	11	52	0	10	3	2	0	106
8:30 pm	1	2	2	1	2	0	0	0	0	8
9:00 pm	1	17	4	11	1	7	0	0	0	41
9:30 pm	0	1	0	0	0	0	0	0	0	1
10:00 pm	0	0	1	1	0	0	0	0	0	2
Totals	7	82	28	171	11	78	42	12	3	433

Significance of the National Monuments and Memorials

Visitor groups were asked, "What do you feel is the significance of the National Monuments and Memorials in Washington, D.C.?" Eighty-six percent of the 751 groups made comments. As shown in Table 7, many visitor groups mentioned the site's historical significance and honor or pride in the country's leaders or heroes.

Table 7: Significance of National Monuments and Memorials

N=958 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Historical	335
Honor/pride in country's leaders/ heroes	194
Educational	91
National heritage	48
Proud of American history	45
Patriotism	35
Preserve heritage	24
Sacrifice for freedom	18
Reminders of history	16
National culture	14
Tangible/ visual representation of history	13
Reminder of democracy/ freedoms	13
Common bonds as U.S. citizens	12
Importance of past for present and future	12
Concrete representation of ideals	9
The nation's capital	8
Very important site	6
Architecture	6
Beautiful	6
National symbols – peace, freedom, integrity	4
Positive impression for foreign visitors	4
Gives true sense of what it is to be American	3
Emotional	3
Inspirational	3
Commemorate spirit of America	3
Teaches respect	3
National shrine/ treasure	2
Other comments	28

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at National Monuments and Memorials during this visit. The majority of visitor groups (89%) rated services as "very good" or "good" (see Figure 52). One percent of the visitor groups rated services as "very poor."

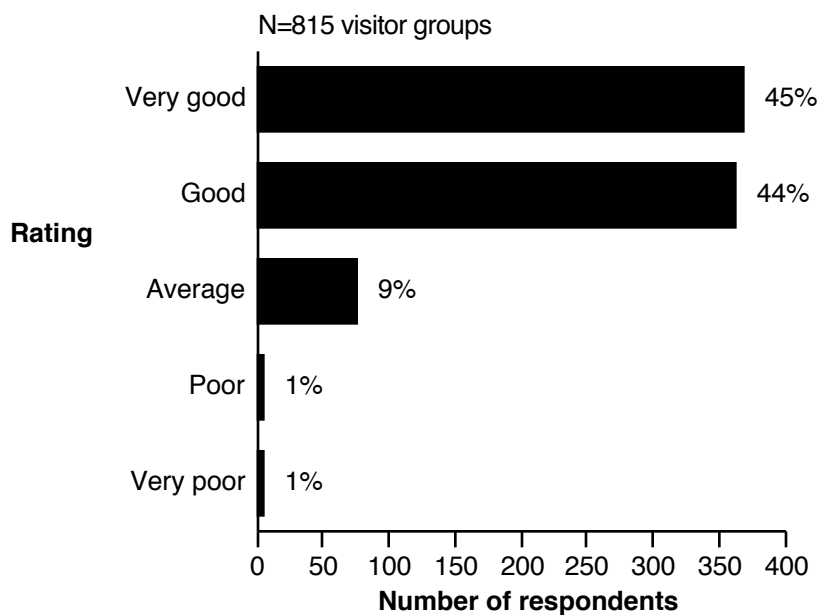


Figure 52: Overall quality of visitor services

Eighty-seven percent of visitor groups (759 groups) identified what they liked most about their visit to the National Monuments and Memorials. Their comments are summarized below in Table 8 and in the appendix.

What visitors liked most

Table 8: What visitors liked most

N=1,122 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers courteous/ helpful	16
Rangers friendly	13
Availability of rangers	10
Rangers knowledgeable	6
Guides	2
Other comment	1
INTERPRETIVE SERVICES	
Historical significance	49
Seeing historical sites	41
Learning about history	34
Words of country founders/ leaders	17
Brochures	5
Informative	5
Available information	5
Interpretive signs and plaques well done	5
Enjoyed Lincoln's speeches	4
Reading the text	3
Interesting exhibits	3
Bookstores	3
Maps made tour planning easy	3
Ford Theater interpretation	3
Cultural heritage	2
Learning about construction	2
Other comments	11
FACILITIES AND MAINTENANCE	
Cleanliness	69
Well maintained	41
Accessibility	34
Grounds/ design/ layout	27
Lights at night	9
Open spaces	7
Nice walking paths	3
Availability of restrooms	2
Benches	2
Other comments	8

<u>Comment</u>	<u>Number of times mentioned</u>
CONCESSIONS	
Tourmobile	3
Tourmobile information	2
Tourmobile convenience	2
POLICIES	
Free admission	16
Open late	8
Ease of getting tickets	4
Other comments	4
RESOURCE MANAGEMENT	
FDR Memorial	78
Lincoln Memorial	49
Vietnam Veterans Memorial	38
Korean War Veterans Memorial	27
Washington Monument	23
Architecture/ design	17
Jefferson Memorial	16
View from Washington Monument	13
Monuments and Memorials	10
The Capitol	8
Arlington Cemetery	7
Reflecting pool	7
Monuments and Memorials at night	7
Views	5
Quality	4
War memorials	4
Water	3
Seeing new Memorials	3
Tomb of Unknown Soldier	2
White House	2
Waterfalls	2
Statues	2
Water at FDR Memorial	2
Fountains in reflecting pool	2
Other comments	4

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Beautiful/ magnificent	81
Everything	23
Being able to walk between Memorials	20
Awe-inspiring/ emotional experience	20
Pride in history—honoring leaders/ heroes	21
Size	15
Serenity	12
Holocaust Museum	8
Other D.C. points of interest	6
Felt safe	5
Museums	5
Changing of the guards	4
Smithsonian	4
Short waiting lines	4
American Folklife Festival	4
Band playing	4
Message	3
Going up in the Washington Monument	3
Library of Congress/ archives	3
Location	3
Atmosphere	3
Sharing experience with children	3
Tidal basin	3
Seeing it for the first time	3
Great photos	3
Beautiful day	3
Air and Space Museum	2
Lots of people	2
Recreation	2
Free of traffic	2
The Mall	2
Realism	2
Mt. Vernon	2
Night bus tour	2
Cool night	2
Easy to find	2
Fresh air	2
Variety of sights to see	2
Other comments	12

**What visitors
liked least**

Visitor groups were asked what they liked least about their visit to the National Monuments and Memorials. Seventy-nine percent of visitor groups (692 groups) responded to this question. A summary of their responses is listed below in Table 9 and in the appendix.

Table 9: What visitors liked least

N=882 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Not enough rangers	5
Rangers not helpful/ accessible	2
Other comment	1
INTERPRETIVE SERVICES	
Provide more information: directions, people & memorials	11
Lack of ability to get tickets	9
Tickets distribution/ lack of advance tickets	8
Lack of awareness about ticket requirement	4
Need brochure with historical facts for each Memorial	4
Need information booth	3
Provide more verbal information	3
Disorganized operation	3
Improve bookshop operation	2
Need guided programs	2
Unable to get White House tickets	2
FACILITIES AND MAINTENANCE	
Lack of parking close to sites	70
Amount of walking required	62
Construction/ scaffolding	43
Reflecting pool dirty, with dead fish	11
Lack of water fountains	10
Need more detailed directional signs	10
Existing directional signs not useful	8
Lack of restrooms	7
Lack of accessibility for non-walkers	6
Restrooms not clean	6
Lack of maintenance	5
No cold drinking water	5
Memorials difficult to get to	4
Trying to cross roads	4
Lack of access to Washington Monument	3
Roads were not clearly marked	3
Water fountains did not work	2
Lack of air conditioning	2

<u>Comment</u>	<u>Number of times mentioned</u>
FACILITIES AND MAINTENANCE (continued)	
Litter	2
Smell of Washington Monument	2
Gravel walkways on mall	2
Broken elevator at Lincoln Memorial	2
Lack of facilities	2
Parking lots should have time limits	2
Walking paths need improvement	2
Number of steps to Memorials	2
Lighting needs improved	2
Lack of benches/ rest spots	2
Entrance to Jefferson Memorial	2
Plant trees/ not enough shade	2
Other comments	11
CONCESSION	
No quick transportation/ shuttle between sites	9
Waiting in line for Tourmobile	8
Tourmobile operation needs improvement	6
Metro is too far away	5
Cost of meals	4
Too many street vendors	4
Cost of Tourmobile	3
Absence of good restaurants/ food vendors	3
Tourmobile hours too short	3
Tourmobiles not operated frequently enough	3
Souvenirs/ drinks too expensive	3
Tourmobile crowded	3
Souvenir stands near Vietnam Veterans Memorial	2
Switching Tourmobiles	2
No wheelchair rentals	2
Not enough places to buy soft drinks/ water	2
Other comments	9
POLICY	
Long wait in lines	39
Line for Washington Monument	8
Open hours too limited	7
Lack of tickets for Washington Monument	4
Line for White House tour	4
Late opening times	2
Ticket requirement	2
Policy prohibiting use of Washington Monument stairs	2
Lack of White House tours	2
White House tour too short	2
Children climbing on Memorials/ in pools	2
Other comments	9
RESOURCE MANAGEMENT	
Too many people	37
Jefferson Memorial	2
Other comments	11

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Too hot	172
Nothing	54
Too humid	38
Not enough time	12
Weather	8
Rude/ inconsiderate visitors who lack respect	8
Traffic	8
Smithsonian should stay open later	4
Rain	4
Seeing homeless people	2
Photography of people in breadline	2
Taxis too expensive	2
Other comments	9

Visitor groups were asked "If you were a park manager planning for the future of National Monuments and Memorials, what would you propose? Please be specific." Fifty-seven percent of visitor groups (502 groups) responded to this question. A summary of their responses is listed below in Table 10 and in the appendix.

Planning for the future

Table 10: Planning for the future

N=708 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers	9
Use friendly, interested, trained rangers for talks	6
Friendly, courteous, helpful rangers	6
Rangers rude, unhelpful	4
Other comments	4
INTERPRETIVE SERVICES	
Provide self-guided audio tours	32
Provide ranger giving talks at each Memorial	25
Provide brochures with more complete historical information	25
Need self-guided walking tour maps	24
More information about the people commemorated	23
Need videos of different lengths	20
Provide roving rangers to answer questions	18
Provide more information at each Monument and Memorial	18
Provide more ranger-led walking tours	17
Provide brochures at each site	15
Provide living history talks/ tours	15
Provide more scheduled ranger talks	15
Computer kiosks with different languages	13
Need central information center	13
Provide interactive exhibits	12
Provide children's programs/ tours/ information	12
Provide advance information about visiting	12
Improve signs for visitors on foot	9
Need web page with detailed information	7
Provide information about construction and restoration	7
Need informational brochures at local businesses	7
Provide more maps around Mall, showing distances	7
Information station needed at each site	6
Provide more brochures in foreign languages	6
Need introduction video at each site	6
Need more exhibits	6
Post schedule of ranger talks and tours	6
Provide more information	5
Map or audio at each Washington Monument window	5
Outdoor learning booths with rangers	4
Provide more information about architectural exhibits	4

Comment	Number of times mentioned
---------	------------------------------

INTERPRETIVE SERVICES (continued)

Provide signs with historical information at each Memorial	4
Provide different languages/ subjects/ lengths of programs	4
Provide more visual information	4
Warn about need for tickets—booth difficult to find	3
Provide more kiosks with information	3
Provide maps	3
Provide map/ tape for self-guided driving tours	3
Add bookstore/ sell books about Monuments and Memorials	3
Need sign language guides	3
Sell videos	3
Advertise more	2
Interactive computer programs about history/ construction	2
Need more information about Metrobus schedule/ locations	2
Limit size of walking tour groups	2
Provide evening walking tours	2
Provide street signs about each Monument and Memorial	2
Television monitors to provide continuous information	2
Provide accurate accounts of history	2
Discuss people being commemorated, reasons and artists	2
Provide more information about FDR	2
Broadcast information while waiting in line	2
White House tour too short	2
Other comments	27

FACILITIES AND MAINTENANCE

Provide shuttle/ transport between Memorials	20
Provide more parking	12
Provide more trees/ shade	7
Provide more drinking fountains	6
Provide more benches	6
Improve road directional signs to find memorials	5
Provide air conditioned rest areas	5
Provide moving sidewalks	3
Improve restrooms	2
Provide more restrooms	2
Provide better lighting at night	2
Other comments	18

CONCESSION

Need more Tourmobiles—wait is too long	7
Improve Tourmobile operation	5
Tourmobiles are too expensive	3
Provide more refreshment stands	3
Have Tourmobiles available in evening	2
Provide boat tours	2
Provide air-conditioned bus tours	2
More stops for Tourmobile	2
Sell additional items (fans, ponchos)	2
Improve appearance of refreshment stands at Memorials	2
Other comments	3

Comment	Number of times mentioned
POLICY	
Improve ticket distribution/ operations	8
Stay open for longer hours	5
Suggestions regarding future Memorials	4
Tickets should be right next to the Monument	2
Reduce fear of crime	2
Other comments	16
RESOURCE MANAGEMENT	
Comment	1
GENERAL IMPRESSIONS	
No changes needed	33
Add more Metro stops near Monuments and Memorials	2
Other comments	7

**Comment
summary**

Forty-nine percent of visitor groups (426 groups) wrote additional comments about their visit to the National Monuments and Memorials, which are included in the separate appendix of this report. Their comments are summarized below in Table 11 and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 11: Additional comments

N=656 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers helpful	15
Rangers friendly, courteous	13
Rangers/ volunteers knowledgeable	7
Rangers professional, excellent	6
Guides knowledgeable	4
Ranger/ staff rude/ unhelpful	4
Personnel friendly	3
Rangers should control unruly, noisy children at Memorials	2
Need more rangers	2
Tourmobile employees polite and helpful	2
Other comments	3
INTERPRETIVE SERVICES	
Educational/ informative	19
Needed more information	8
Post more maps of Mall, including distance	7
Information brochures should be available at hotels, etc.	4
Provide advance information about tickets/ visit	3
Provide more in-depth historical information	3
Offer more ranger programs	3
Information should be more readily available	2
Sign to show where to start visit to FDR Memorial	2
Web page with additional information/ online bookstore	2
FDR Memorial needs more information	2
Describe trees/ wildlife in exhibits	2
Need more evening programs	2
Need ranger/ rubbings paper at Vietnam Veterans Memorial	2
Update information dissemination (videos/ computers, etc.)	2
Other comments	10

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE	
Well maintained	22
Very clean	19
Grounds clean	7
Clean up water in reflecting pool	5
Need places to sit and rest	4
Provide more shade	4
Need better way to move people between Memorials	4
Need cold water drinking fountains	2
Appreciated drinking fountains	2
Improve restroom maintenance	2
No problems with parking	2
Restrooms adequate	2
Disliked dead fish	2
Temporary fences ugly	2
Continue to maintain Memorials	2
Disliked construction	2
Need more drinking fountains	2
Memorial needs cleaning	2
Glad of accessibility/ wheelchair availability	2
Monuments and Memorials well laid out	2
Other comments	15
CONCESSION	
Need more eating places with range of prices	9
Tourmobile well run	3
Confused about Tourmobile operation	3
Tourmobile too expensive	2
Other comments	11
POLICY	
Like free entry—keep it that way	8
Need longer hours	5
Improve ticket procedures	5
Provide more tickets for Washington Monument	3
One location should provide all tickets	2
Do not add more Monuments and Memorials	2
More Memorials should recognize women	2
Other comments	9
RESOURCE MANAGEMENT	
Enjoyed FDR Memorial	25
Enjoyed Vietnam Veterans Memorial	12
Enjoyed Korean War Veterans Memorial	7
Enjoyed Lincoln Memorial	4
FDR Memorial too large	2
Too crowded	2
Other comments	17

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Enjoyed visit	123
Keep up the good work	41
Excellent/ inspirational/ awesome	35
Thanks for preserving history	24
Makes us proud to be American	13
Beautiful	11
Visit too short	6
Enjoyed history	4
Metro well run	3
Good opportunity for foreign visitors to learn U.S. history	3
Metro clean	2
Beautiful at night	2
Other comments	16

National Monuments and Memorials Additional Analysis VSP Report 105

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

Additional Analysis

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 of NPS management? | • Ranger courteousness | • Overall quality rating |
| • Source of information | • Ranger helpfulness | • Preferred length of interpretive program |
| • Overnight in D.C. area? | • Type of info discussed w/ ranger | • Preferred subject of interpretive program |
| • Overnight stay location | • Form of transportation used | • Preferred type of interpretive program |
| • Walk or Tourmobile arrival? | • Group size | • Attend Jr. Ranger Program in future? |
| • Arrival zone | • Group type | • Type of Jr. Ranger Program preferred |
| • Number of hours planned | • Age | • Preferred start time for Jr. Ranger Program |
| • Number of hours stayed | • Zip code of residence | • Preferred length of Jr. Ranger Program |
| • Arrival time | • Country of residence | • Attend evening program in future? |
| • Visit on more than one day? | • Number of visits | • Preferred starting time for evening program |
| • Reasons for visit | • Visitor information service use | • Preferred length of evening program |
| • Receive info from ranger? | • Visitor info service importance | |
| • Ranger start conversation? | • Visitor info service quality | |

Database

The VSP database contains all of the VSP visitor study results from 1988 through the present. To use the database, you need a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:Mail, e:mail or fax, and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those from studies held at NPS sites across the nation, with those within a specific region or type of NPS site, or with those that meet criteria that are of importance to you as a park manager, researcher or other interested party.

Phone/send requests to:

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

**Phone: 208-885-2819
FAX: 208-885-4261
cc:Mail: VSP Database NP- -PNR
e-mail: vspdatabase@uidaho.edu**

QUESTIONNAIRE

Visitor Services Project Publications

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

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
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
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 (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
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
39. Joshua Tree National Monument
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway
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
46. Frederick Douglass National Historic Site
47. Glen Echo Park
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
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/ Dyke Marsh Wildlife Preserve
55. Santa Monica Mountains National Recreation Area
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
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

Visitor Services Project Publications (continued)**1994**

- 64. Death Valley National Monument Backcountry
- 65. San Antonio Missions National Historical Park
- 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

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
- 86. Fort Bowie National Historic Site
- 87. Great Falls Park, Virginia
- 88. Great Smoky Mountains National Park (summer)
- 89. Chamizal National Memorial
- 90. Death Valley National Park
- 91. Prince William Forest Park
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park
- 94. Mojave National Preserve
- 95. Martin Luther King, Jr. National Historical Park
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park (summer)
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve
- 102. Chattahoochee River National Recreation Area
- 103. Cumberland Island National Seashore
- 104. Iwo Jima/Netherlands Carillon
- 105. National Monuments and Memorials, Washington, D.C.

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.

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Visitor Study Summer 1998

Appendix 2

Margaret Littlejohn

Visitor Services Project Report 105

March 1999

This volume contains a summary of visitors' comments for Questions 18, 19 and 20. The summary is followed by visitors' unedited comments.

Margaret Littlejohn is VSP Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Jean French, Mike Harrison, Rick Washburn and the staff of the National Monuments and Memorials in Washington, D.C. 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.

Table 8: What visitors liked most

N=1,122 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
PERSONNEL	
Rangers courteous/ helpful	16
Rangers friendly	13
Availability of rangers	10
Rangers knowledgeable	6
Guides	2
Other comment	1
INTERPRETIVE SERVICES	
Historical significance	49
Seeing historical sites	41
Learning about history	34
Words of country founders/ leaders	17
Brochures	5
Informative	5
Available information	5
Interpretive signs and plaques well done	5
Enjoyed Lincoln's speeches	4
Reading the text	3
Interesting exhibits	3
Bookstores	3
Maps made tour planning easy	3
Ford Theater interpretation	3
Cultural heritage	2
Learning about construction	2
Other comments	11
FACILITIES AND MAINTENANCE	
Cleanliness	69
Well maintained	41
Accessibility	34
Grounds/ design/ layout	27
Lights at night	9
Open spaces	7
Nice walking paths	3
Availability of restrooms	2
Benches	2
Other comments	8
CONCESSIONS	
Tourmobile	3
Tourmobile information	2
Tourmobile convenience	2

Comment	Number of times mentioned
POLICIES	
Free admission	16
Open late	8
Ease of getting tickets	4
Other comments	4
RESOURCE MANAGEMENT	
FDR Memorial	78
Lincoln Memorial	49
Vietnam Veterans Memorial	38
Korean War Veterans Memorial	27
Washington Monument	23
Architecture/ design	17
Jefferson Memorial	16
View from Washington Monument	13
Monuments and Memorials	10
The Capitol	8
Arlington Cemetery	7
Reflecting pool	7
Monuments and Memorials at night	7
Views	5
Quality	4
War memorials	4
Water	3
Seeing new Memorials	3
Tomb of Unknown Soldier	2
White House	2
Waterfalls	2
Statues	2
Water at FDR Memorial	2
Fountains in reflecting pool	2
Other comments	4
GENERAL IMPRESSIONS	
Beautiful/ magnificent	81
Everything	23
Being able to walk between Memorials	20
Awe-inspiring/ emotional experience	20
Pride in history—honoring leaders/ heroes	21
Size	15
Serenity	12
Holocaust Museum	8
Other D.C. points of interest	6
Felt safe	5
Museums	5
Changing of the guards	4
Smithsonian	4
Short waiting lines	4
American Folklife Festival	4
Band playing	4
Message	3
Going up in the Washington Monument	3

Comment	Number of times mentioned
Library of Congress/ archives	3
Location	3
Atmosphere	3
Sharing experience with children	3
Tidal basin	3
Seeing it for the first time	3
Great photos	3
Beautiful day	3
Air and Space Museum	2
Lots of people	2
Recreation	2
Free of traffic	2
The Mall	2
Realism	2
Mt. Vernon	2
Night bus tour	2
Cool night	2
Easy to find	2
Fresh air	2
Variety of sights to see	2
Other comments	12

Table 9: What visitors liked least

N=882 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Not enough rangers	5
Rangers not helpful/ accessible	2
Other comment	1
INTERPRETIVE SERVICES	
Provide more information: directions, people & memorials	11
Lack of ability to get tickets	9
Tickets distribution/ lack of advance tickets	8
Lack of awareness about ticket requirement	4
Need brochure with historical facts for each Memorial	4
Need information booth	3
Provide more verbal information	3
Disorganized operation	3
Improve bookshop operation	2
Need guided programs	2
Unable to get White House tickets	2
FACILITIES AND MAINTENANCE	
Lack of parking close to sites	70
Amount of walking required	62
Construction/ scaffolding	43
Reflecting pool dirty, with dead fish	11
Lack of water fountains	10
Need more detailed directional signs	10
Existing directional signs not useful	8
Lack of restrooms	7
Lack of accessibility for non-walkers	6
Restrooms not clean	6
Lack of maintenance	5
No cold drinking water	5
Memorials difficult to get to	4
Trying to cross roads	4
Lack of access to Washington Monument	3
Roads were not clearly marked	3
Water fountains did not work	2
Lack of air conditioning	2
Litter	2
Smell of Washington Monument	2
Gravel walkways on mall	2
Broken elevator at Lincoln Memorial	2
Lack of facilities	2
Parking lots should have time limits	2
Walking paths need improvement	2
Number of steps to Memorials	2
Lighting needs improved	2
Lack of benches/ rest spots	2
Entrance to Jefferson Memorial	2
Plant trees/ not enough shade	2
Other comments	11

Comment	Number of times mentioned
CONCESSION	
No quick transportation/ shuttle between sites	9
Waiting in line for Tourmobile	8
Tourmobile operation needs improvement	6
Metro is too far away	5
Cost of meals	4
Too many street vendors	4
Cost of Tourmobile	3
Absence of good restaurants/ food vendors	3
Tourmobile hours too short	3
Tourmobiles not operated frequently enough	3
Souvenirs/ drinks too expensive	3
Tourmobile crowded	3
Souvenir stands near Vietnam Veterans Memorial	2
Switching Tourmobiles	2
No wheelchair rentals	2
Not enough places to buy soft drinks/ water	2
Other comments	9
POLICY	
Long wait in lines	39
Line for Washington Monument	8
Open hours too limited	7
Lack of tickets for Washington Monument	4
Line for White House tour	4
Late opening times	2
Ticket requirement	2
Policy prohibiting use of Washington Monument stairs	2
Lack of White House tours	2
White House tour too short	2
Children climbing on Memorials/ in pools	2
Other comments	9
RESOURCE MANAGEMENT	
Too many people	37
Jefferson Memorial	2
Other comments	11
GENERAL IMPRESSIONS	
Too hot	172
Nothing	54
Too humid	38
Not enough time	12
Weather	8
Rude/ inconsiderate visitors who lack respect	8
Traffic	8
Smithsonian should stay open later	4
Rain	4
Seeing homeless people	2
Photography of people in breadline	2
Taxis too expensive	2
Other comments	9

Table 10: Planning for the future

N=708 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers	9
Use friendly, interested, trained rangers for talks	6
Friendly, courteous, helpful rangers	6
Rangers rude, unhelpful	4
Other comments	4
INTERPRETIVE SERVICES	
Provide self-guided audio tours	32
Provide ranger giving talks at each Memorial	25
Provide brochures with more complete historical information	25
Need self-guided walking tour maps	24
More information about the people commemorated	23
Need videos of different lengths	20
Provide roving rangers to answer questions	18
Provide more information at each Monument and Memorial	18
Provide more ranger-led walking tours	17
Provide brochures at each site	15
Provide living history talks/ tours	15
Provide more scheduled ranger talks	15
Computer kiosks with different languages	13
Need central information center	13
Provide interactive exhibits	12
Provide children's programs/ tours/ information	12
Provide advance information about visiting	12
Improve signs for visitors on foot	9
Need web page with detailed information	7
Provide information about construction and restoration	7
Need informational brochures at local businesses	7
Provide more maps around Mall, showing distances	7
Information station needed at each site	6
Provide more brochures in foreign languages	6
Need introduction video at each site	6
Need more exhibits	6
Post schedule of ranger talks and tours	6
Provide more information	5
Map or audio at each Washington Monument window	5
Outdoor learning booths with rangers	4
Provide more information about architectural exhibits	4
Provide signs with historical information at each Memorial	4
Provide different languages/ subjects/ lengths of programs	4
Provide more visual information	4
Warn about need for tickets—booth difficult to find	3
Provide more kiosks with information	3
Provide maps	3
Provide map/ tape for self-guided driving tours	3
Add bookstore/ sell books about Monuments and Memorials	3
Need sign language guides	3
Sell videos	3
Advertise more	2

Comment	Number of times mentioned
INTERPRETIVE SERVICES (continued)	
Interactive computer programs about history/ construction	2
Need more information about Metrobus schedule/ locations	2
Limit size of walking tour groups	2
Provide evening walking tours	2
Provide street signs about each Monument and Memorial	2
Television monitors to provide continuous information	2
Provide accurate accounts of history	2
Discuss people being commemorated, reasons and artists	2
Provide more information about FDR	2
Broadcast information while waiting in line	2
White House tour too short	2
Other comments	27
FACILITIES AND MAINTENANCE	
Provide shuttle/ transport between Memorials	20
Provide more parking	12
Provide more trees/ shade	7
Provide more drinking fountains	6
Provide more benches	6
Improve road directional signs to find memorials	5
Provide air conditioned rest areas	5
Provide moving sidewalks	3
Improve restrooms	2
Provide more restrooms	2
Provide better lighting at night	2
Other comments	18
CONCESSION	
Need more Tourmobiles—wait is too long	7
Improve Tourmobile operation	5
Tourmobiles are too expensive	3
Provide more refreshment stands	3
Have Tourmobiles available in evening	2
Provide boat tours	2
Provide air-conditioned bus tours	2
More stops for Tourmobile	2
Sell additional items (fans, ponchos)	2
Improve appearance of refreshment stands at Memorials	2
Other comments	3
POLICY	
Improve ticket distribution/ operations	8
Stay open for longer hours	5
Suggestions regarding future Memorials	4
Tickets should be right next to the Monument	2
Reduce fear of crime	2
Other comments	16
RESOURCE MANAGEMENT	
Comment	1
GENERAL IMPRESSIONS	
No changes needed	33
Add more Metro stops near Monuments and Memorials	2
Other comments	7

Table 11: Additional comments

N=656 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers helpful	15
Rangers friendly, courteous	13
Rangers/ volunteers knowledgeable	7
Rangers professional, excellent	6
Guides knowledgeable	4
Ranger/ staff rude/ unhelpful	4
Personnel friendly	3
Rangers should control unruly, noisy children at Memorials	2
Need more rangers	2
Tourmobile employees polite and helpful	2
Other comments	3
INTERPRETIVE SERVICES	
Educational/ informative	19
Needed more information	8
Post more maps of Mall, including distance	7
Information brochures should be available at hotels, etc.	4
Provide advance information about tickets/ visit	3
Provide more in-depth historical information	3
Offer more ranger programs	3
Information should be more readily available	2
Sign to show where to start visit to FDR Memorial	2
Web page with additional information/ online bookstore	2
FDR Memorial needs more information	2
Describe trees/ wildlife in exhibits	2
Need more evening programs	2
Need ranger/ rubbings paper at Vietnam Veterans Memorial	2
Update information dissemination (videos/ computers, etc.)	2
Other comments	10
FACILITIES AND MAINTENANCE	
Well maintained	22
Very clean	19
Grounds clean	7
Clean up water in reflecting pool	5
Need places to sit and rest	4
Provide more shade	4
Need better way to move people between Memorials	4
Need cold water drinking fountains	2
Appreciated drinking fountains	2
Improve restroom maintenance	2
No problems with parking	2
Restrooms adequate	2
Disliked dead fish	2
Temporary fences ugly	2
Continue to maintain Memorials	2
Disliked construction	2

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE (continued)	
Need more drinking fountains	2
Memorial needs cleaning	2
Glad of accessibility/ wheelchair availability	2
Monuments and Memorials well laid out	2
Other comments	15
CONCESSION	
Need more eating places with range of prices	9
Tourmobile well run	3
Confused about Tourmobile operation	3
Tourmobile too expensive	2
Other comments	11
POLICY	
Like free entry—keep it that way	8
Need longer hours	5
Improve ticket procedures	5
Provide more tickets for Washington Monument	3
One location should provide all tickets	2
Do not add more Monuments and Memorials	2
More Memorials should recognize women	2
Other comments	9
RESOURCE MANAGEMENT	
Enjoyed FDR Memorial	25
Enjoyed Vietnam Veterans Memorial	12
Enjoyed Korean War Veterans Memorial	7
Enjoyed Lincoln Memorial	4
FDR Memorial too large	2
Too crowded	2
Other comments	17
GENERAL IMPRESSIONS	
Enjoyed visit	123
Keep up the good work	41
Excellent/ inspirational/ awesome	35
Thanks for preserving history	24
Makes us proud to be American	13
Beautiful	11
Visit too short	6
Enjoyed history	4
Metro well run	3
Good opportunity for foreign visitors to learn U.S. history	3
Metro clean	2
Beautiful at night	2
Other comments	16