



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project



Fort Sumter National Monument

Visitor Study

Summer 2005



University of Idaho
Park Studies Unit
Visitor Services Project
Report 169



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Visitor Services Project Report 169

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**Visitor Services Project
Fort Sumter National Monument
Report Summary**

- This report describes the results of a visitor study at Fort Sumter National Monument during July 17-23, 2005. A total of 594 questionnaires were distributed to visitor groups. Of those, 380 questionnaires were returned resulting in a 64% response rate.
- This report profiles Fort Sumter National Monument visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in this report and complete comments are included in an appendix.
- Forty-one percent of visitor groups were in groups of two and 33% were in groups of three or four. Seventy-eight percent of visitor groups were family groups. Forty-nine percent of visitors were ages 36-60 years and 21% were ages 15 or younger.
- United States visitors were from South Carolina (13%), North Carolina (9%), Georgia (9%), 38 other states, and Washington, D.C. International visitors comprised less than 1% of the total visitation. Eighty-three percent of visitors visited Fort Sumter National Monument for the first time in their lifetime and 97% visited only once in the past 12 months.
- Prior to this visit, visitor groups most often obtained information about Fort Sumter National Monument through travel guides/tour books (53%) and maps/brochures (43%). Sixteen percent of visitor groups did not obtain any information before their visit. Most groups (90%) received the information they needed about the park.
- Seventy percent of visitor groups' primary reason for visiting Fort Sumter National Monument was to see where the American Civil War started. The most common activities on this visit to Fort Sumter National Monument included visiting Fort Sumter (92%) and reading indoor and outdoor exhibits at Fort Sumter (85%).
- In regard to 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 viewed/read exhibits by 357 visitor groups included Fort Sumter outdoor exhibits (89%) and Fort Sumter indoor exhibits (85%). Most visitor groups found that Fort Sumter indoor exhibits (86%, N=282) and Liberty Square indoor exhibits (83%, N=281) were "extremely interesting" or "very interesting." Fort Sumter indoor exhibits (89%, N=265) and Liberty Square indoor exhibits (87%, N=260) were also the exhibits that received the highest combined proportions of "extremely helpful" and "very helpful" ratings in understanding the history of the site.
- The most used visitor services/facilities by the 360 visitor groups included park brochure/map (75%) and Visitor Education Center at Liberty Square (74%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included assistance from park staff (93%, N=58) and restrooms at Liberty Square (92%, N=211). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included assistance from park staff (97%, N=58) and ranger talks/programs (94%, N=198).
- Most visitor groups (90%) rated the overall quality of services, facilities, and recreational opportunities at Fort Sumter National Monument as "very good" or "good." Less than 1% of 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 or at the following website <http://www.psu.uidaho.edu>

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INTRODUCTION

This report describes the results of a visitor study at Fort Sumter National Monument. This visitor study was conducted during July 17-23, 2005 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: The **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: The **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire. Instead, the results are presented in the following order:

- *Demographics*
- *Information prior to visit*
- *Information during visit*
- *Ratings of the park's services, facilities, resources, qualities, and elements*
- *Expenditures: only* presented if the questionnaire included expenditure questions.
- *Information unique to park*
- *Information about future preferences*
- *Overall quality*
- *Visitor comments*

Section 3: The **Appendices**

Appendix 1: The *Questionnaire* contains a copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis* contains a list of options for cross references and cross comparisons.

These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after of this study is published.

Appendix 3: Decision rules for checking non-response bias.

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the VSP-PSU. Copies of these reports can be obtained by contacting the PSU office or visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>

Visitor comments appendix

A separate appendix contains visitor responses to open-ended questions.

Presentation of the results

Most results are represented in the form of graphs (see example below) with some narrative text. Results may also be displayed as scatter plots, pie charts, or tables when applicable.

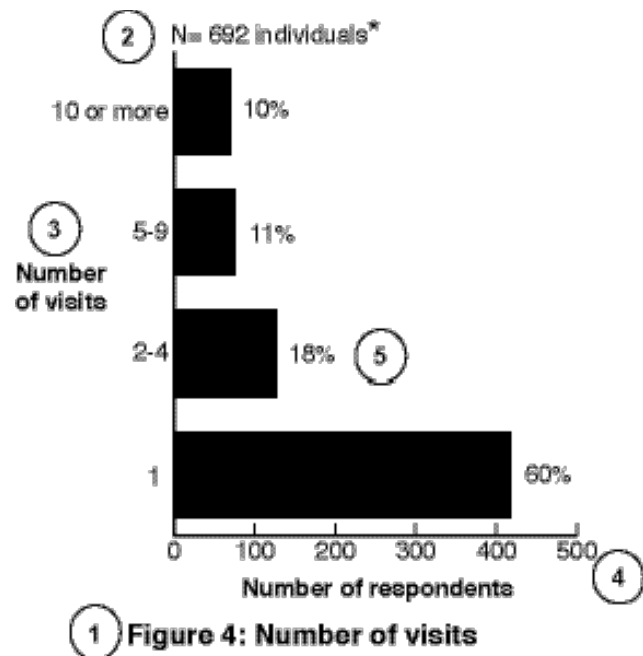
SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If N is less than 30, **CAUTION!** on the graph indicates the results may be unreliable.

* indicates the total percentages do not equal 100 due to rounding.

** indicates the total percentages do not equal 100 because visitor can select more than one answer choice.

- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on statistics of park visitation statistics of previous years. To minimize coverage error, the sample size was also determined to provide adequate information about specific park sites if requested.

Interviews were conducted with visitor groups, and 594 questionnaires were distributed to a random sample of visitor groups who arrived at Fort Sumter National Monument during the period from July 17-23, 2005. All questionnaires (100%) were distributed at Liberty Square. This location was selected based on park visitation statistics and advice from park staff.

Questionnaire design

The Fort Sumter National Monument questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Fort Sumter National Monument. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Fort Sumter National Monument questionnaire. However, all questions followed the OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and proven.

Survey procedure

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 group member (at least 16 years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and

follow-ups if needed. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed with a U.S. first class postage stamp.

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. Seven weeks after the survey, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using standard statistical software packages—Statistical Analysis System (SAS) or Statistical Package for the Social Sciences (SPSS). Frequency distribution and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Limitations

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

1. This study is a self-administered survey. In addition, the respondents fill out the questionnaire after the visit which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 17-23, 2005. The results present a 'snap-shot-in-time' and 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, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or inaccurate memory of the respondents). Thus, sometimes it is better to refer to both the percentage and N (number of individuals or visitor groups) to interpret the results.

Special Conditions

During the survey distribution period, the weather was typical of Charleston area during July. Generally, it was sunny, hot, and humid. There was an occasionally windy day. The park experienced a high volume of visitation during the survey period. Several boat tours were sold out which may have led to visitors' dissatisfaction with service quality. Photo service on boat and public transportation system in Charleston were just introduced two weeks before the survey period. Survey participants may not have been familiar with these services at the time of completing the questionnaire. In addition, the Junior Ranger program was on a trial period which may have resulted in a small number of participants.

Checking Non-response Bias

At Fort Sumter National Monument, 614 visitor groups were contacted and 594 of these groups (97%) accepted the questionnaire. Questionnaires were completed and returned by 380 visitor groups, resulting in a 64% response rate for this study. Age of the group member who actually filled out the questionnaire and group size were the two variables used to check non-response bias.

The results show that there is no significant difference between respondent and non-respondent ages and insignificant differences in group sizes. Therefore, the non-response bias was judged to be insignificant and the data in this study is a good representation of a larger population of visitors to Fort Sumter National Monument. See Appendix 3 for more details of the non-response bias checking procedure.

Table 1: Comparison of respondents and non-respondents

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Age	365	47	213	41	0.376
Group size	374	3.8	214	3.5	0.227

RESULTS

Demographics

Visitor group size

Question 20

On this visit, how many people were in your personal group, including yourself?

Results

- Visitor group size ranged from 1 person to 50 people.
- 41% of visitor groups consisted of two people (see Figure 1).
- 33% of groups had 3 or 4 people.
- 23% of groups had 5 or more people.

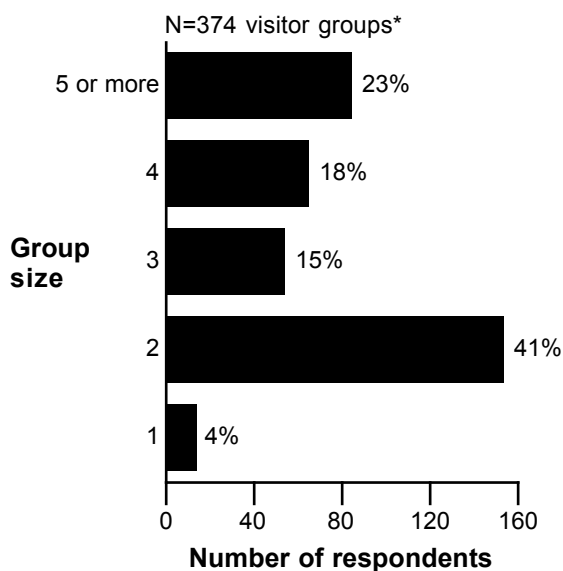


Figure 1: Visitor group size

Visitor group type

Question 19

On this visit what kind of personal group (not tour/school group) were you with?

Results

- 78% of visitor groups were made up of family members (see Figure 2).
- 7% were with friends.
- 7% were with family and friends.
- “Other” groups (2%) included
 - Groups attending a conference
 - Church mission group
 - Work partners.

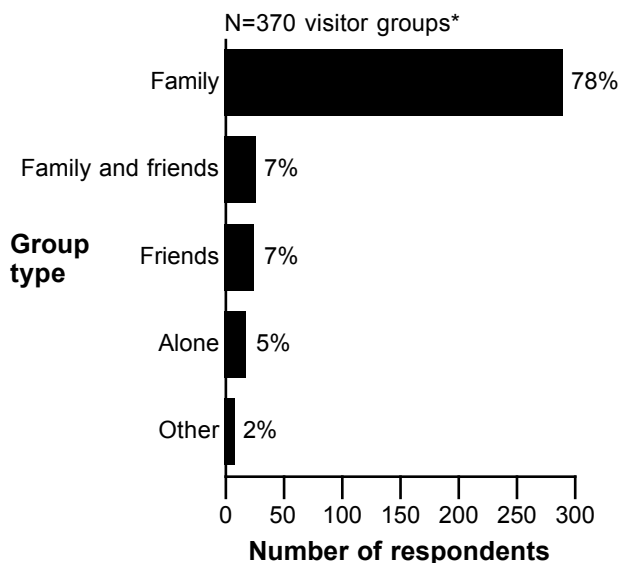


Figure 2: Visitor group type

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitors with organized groups

Question 18a

On this visit, were you and your personal group with a school/educational group?

Results

- 99% of visitor groups were not with an educational group (see Figure 3).
- 1% of visitor groups were with an educational group.

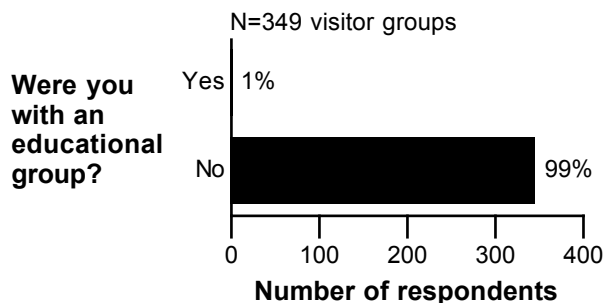


Figure 3: Visitors with a school/educational group

Question 18b

On this visit, were you and your personal group with a guided tour group?

Results

- 97% of visitor groups were not with a guided tour group on this visit to Fort Sumter National Monument (see Figure 4).
- 3% were with a guided tour group.

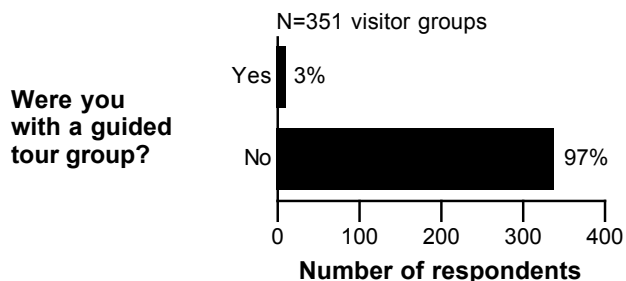


Figure 4: Visitors with a guided tour group

Respondent ethnicity

Question 22a

For you only, are you Hispanic or Latino?

Results

- 99% of respondents were not Hispanic or Latino (see Figure 5).

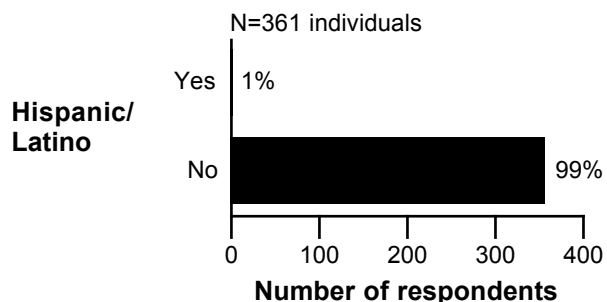


Figure 5: Respondents of Hispanic or Latino ethnicity

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Respondent race

Question 22b

For you only, which of these categories best indicates your race?

Results

- 97% of respondents were White (see Figure 6).
- 3% were Black or African American.

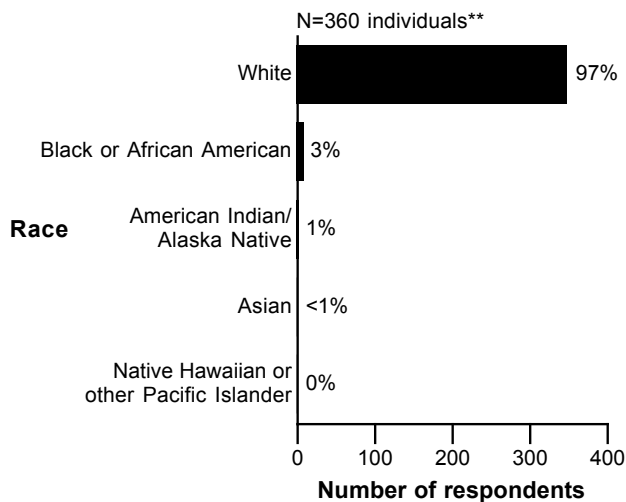


Figure 6: Respondent race

Visitor age

Question 23a

For you and your personal group (up to seven members), what is your current age?

Results

- Visitor ages ranged from 1 to 89 years old
- 21% of visitors were 15 years or younger (see Figure 7).
- 49% of visitors were in 36-60 age group.
- 11% of visitor were 61 years or older.

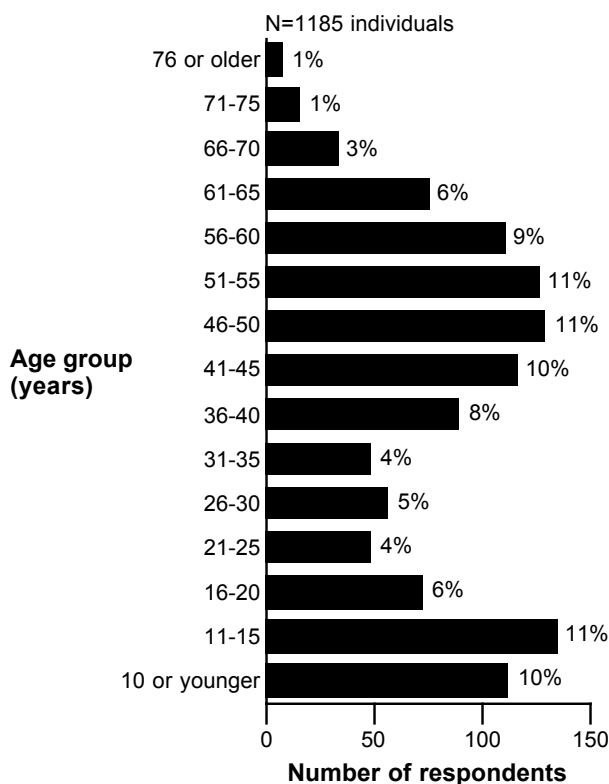


Figure 7: Visitor ages

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Number of visits to Fort Sumter National Monument in the past 12 months

Question 23c

For you and your personal group (up to seven members), please list number of visits to the park in the past 12 months.

Results

- 97% of visitors visited Fort Sumter National Monument once in the past 12 months (see Figure 8).
- 2% visited the park twice.

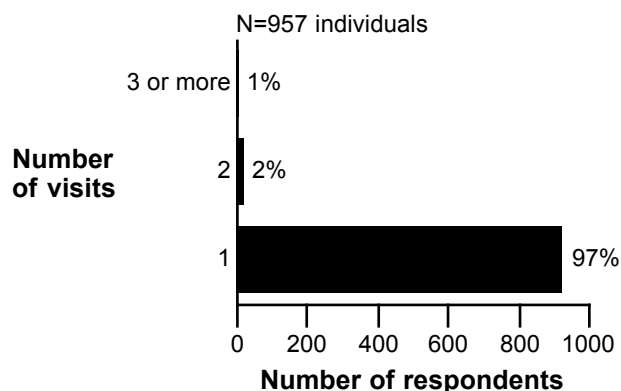


Figure 8: Number of visits to the park in the past 12 months

Number of visits to Fort Sumter National Monument in lifetime

Question 23d

For you and your personal group (up to seven members), please list number of visits to the park in lifetime.

Results

- 83% of visitors visited Fort Sumter National Monument for the first time in their lifetime (see Figure 9).
- 12% visited twice.

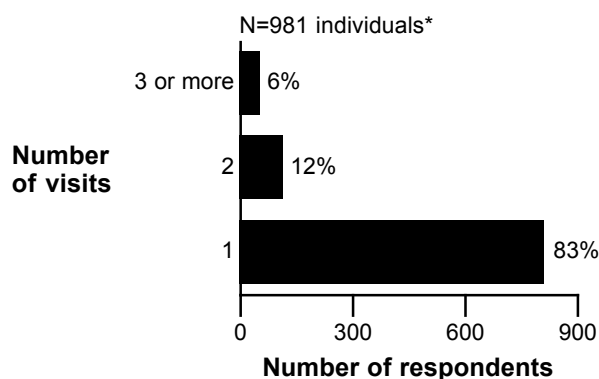


Figure 9: Number of visits to the park in visitor lifetime

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

International visitors

Question 23b

For you and your personal group (up to seven members), please list U.S. zip code or name of foreign country of your residence.

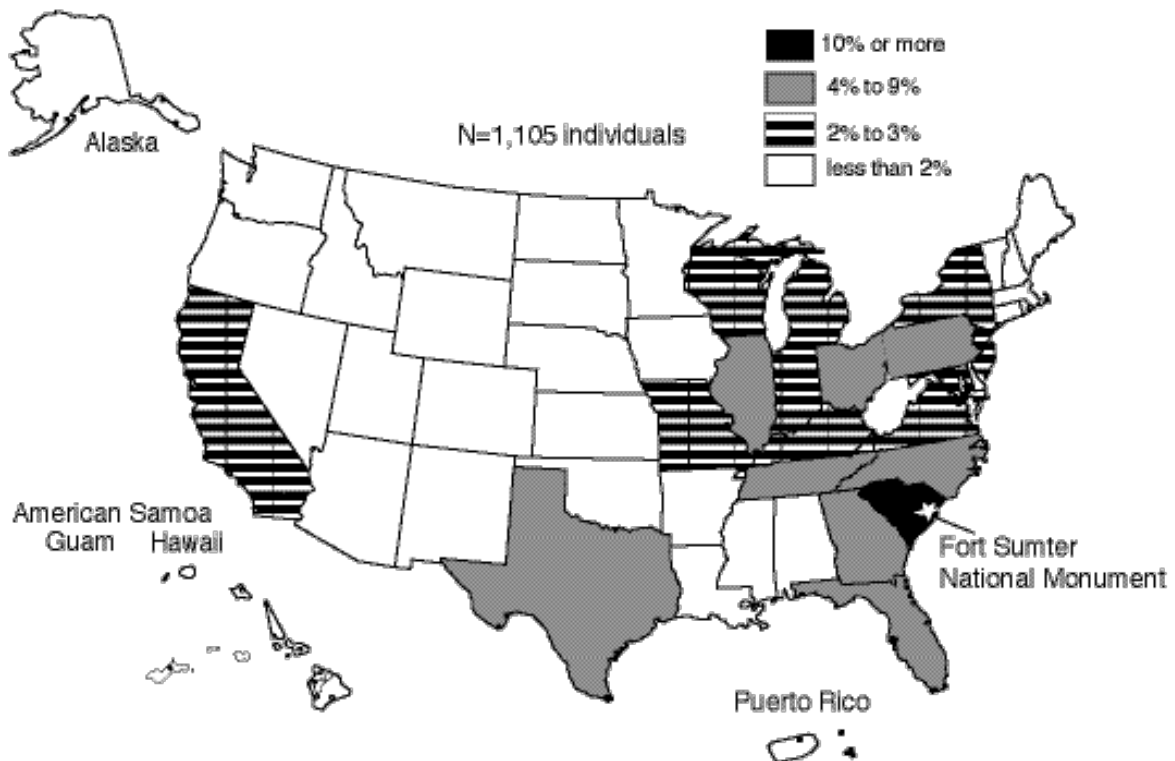
Results

- As shown in Table 2, international visitors comprised of less than 1% of total visitation to Fort Sumter National Monument. **Interpret with caution!**

Table 2: International visitors by country of residence*

Country	Number of visitors	CAUTION!	
		Percent of international visitors N=4 individuals	Percent of total visitors N=1,109 individuals
Denmark	2	50	<1
Australia	1	25	<1
Kyrgyzstan	1	25	<1

U.S. visitors state of residence



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

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

U.S. visitors state of residence

Question 23b

For you and your personal group (up to seven members), please list U.S. zip code or name of foreign country of your residence.

As shown in Table 3 and Map 1

- 13% of U.S. visitors came from South Carolina.
- 9% came from North Carolina.
- 9% came from Georgia.
- 8% came from Florida.
- Smaller proportions came from 37 other states and Washington, D.C.

Table 3: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=1,105 individuals	Percent of total visitors N=1,109 individuals
South Carolina	142	13	13
North Carolina	99	9	9
Georgia	95	9	9
Florida	93	8	8
Ohio	66	6	6
Pennsylvania	55	5	5
Illinois	49	4	4
Tennessee	41	4	4
Texas	41	4	4
California	35	3	3
Kentucky	35	3	3
Missouri	34	3	3
Virginia	33	3	3
New York	32	3	3
Maryland	29	3	3
New Jersey	27	2	2
Indiana	24	2	2
Wisconsin	23	2	2
Michigan	19	2	2
Alabama	13	1	1
Arizona	10	1	1
Connecticut	10	1	1
Minnesota	8	1	1
Iowa	7	1	1
Louisiana	7	1	1
West Virginia	7	1	1
Washington	7	1	1
Colorado	6	1	1
Idaho	6	1	1
Oklahoma	6	1	1
Washington, D.C.	6	1	1
11 other states	40	4	4

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitors with disabilities/impairments

Question 21a

Did anyone in your group have any disabilities/impairments that affected to their visit to Fort Sumter National Monument?

Results

- 5% of visitor groups had member with disabilities/impairments that affected their park experience (see Figure 10).

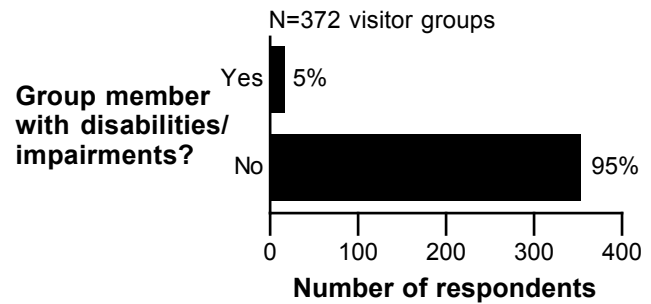


Figure 10: Visitors with disabilities/impairments

Question 21b

If Yes, what kind of disability/ impairment?

Results

- The most common type of disabilities/ impairments that affected visitor park experience was mobility (72%), as shown in Figure 11. **Interpret with caution!**
- “Other” types of disabilities/ impairments (6%) were arthritic leg joints and leg injury.

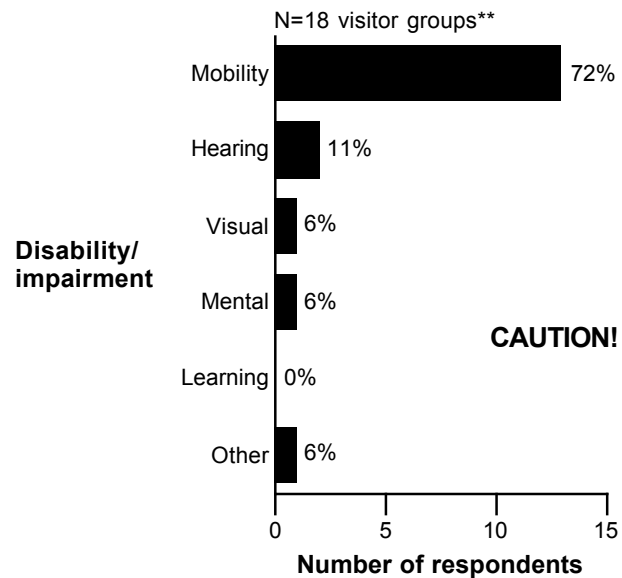


Figure 11: Types of disability/impairment

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Question 21c

Because of this disability/impairment, did you and your group encounter any access or service problems during this visit to Fort Sumter National Monument?

Results

- Among 5% of groups with disabilities/impairments, 53% encountered access/service problems (see Figure 12). **Interpret with caution!**

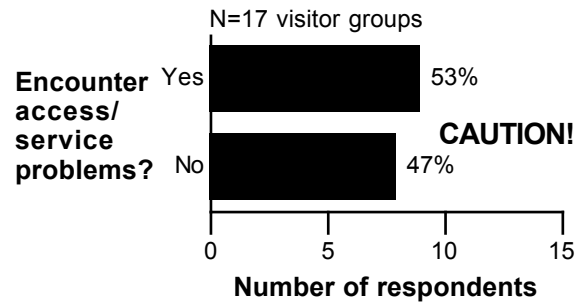


Figure 12: Visitors who encountered access/service problems due to disabilities/impairments

Question 21d

If Yes, what were the problems?

Results

- Access/service problem that visitor groups encountered included:
 - Boarding and getting off the boat
 - Climbing stairs in the museum
 - Hearing rangers/automated narration on boat
 - Wheelchair inaccessible fort.

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Information Prior to Visit

Source of information

Question 1a

Prior to this visit, how did you and your group obtain information about Fort Sumter National Monument?

Results

- 84% of visitor groups obtained information about Fort Sumter National Monument prior to their visit to the park (see Figure 13).
- The most common sources of information (see Figure 14) included:
 - Travel guide/tour books (53%)
 - Maps/brochures (43%)
 - Friends/relatives/word of mouth (35%).
- “Other” sources of information (7%) included:
 - Concierge/pamphlets at hotels
 - History classes
 - Personal knowledge of history
 - Was born in the area
 - Horse and buggy rides
 - Carriage tours
 - Live in the area
 - Campgrounds/parking information
 - Charleston city tours
 - Re-enactors.

**Obtain
information
prior to visit?**

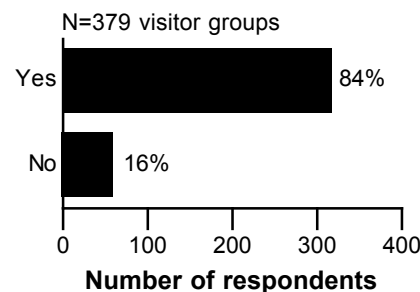


Figure 13: Visitors who obtained information about park prior to this visit

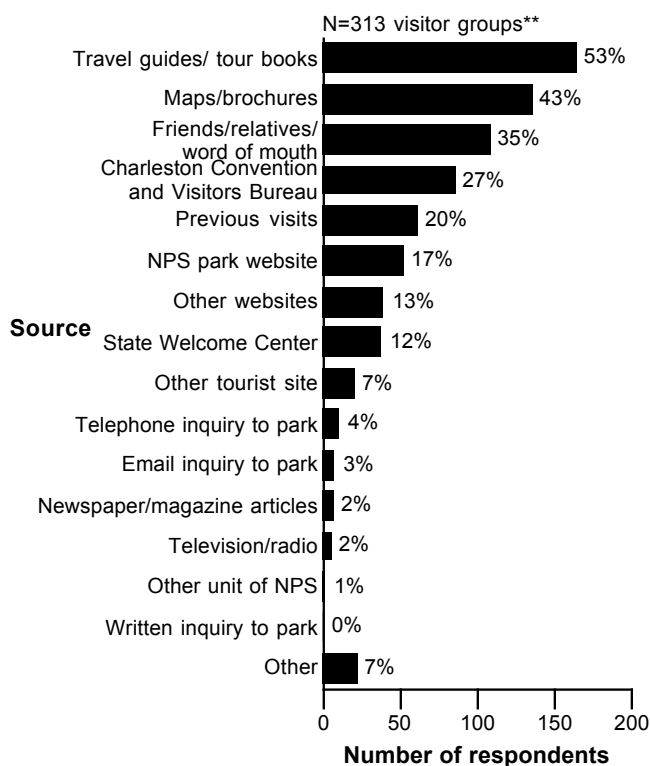


Figure 14: Source of information used by visitor groups prior to this visit

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Question 1c

Was the information you and your group received from the above sources, all that you and your group needed?

Results

- 90% of visitor groups obtained needed information about Fort Sumter National Monument prior to their visit (see Figure 15).

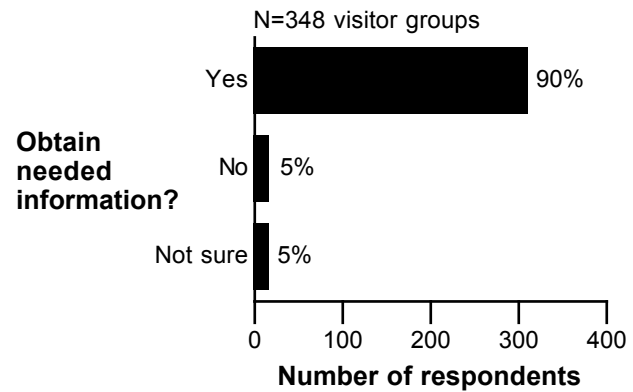


Figure 15: Visitor groups who obtained needed information prior to this visit

Question 1d

If No, what additional information did you and your group need?

Results

- Additional information that visitor groups needed but was not available included
 - Prices
 - Tour time
 - Nature of tours
 - Length of tours
 - Walking and driving direction from Charleston
 - Boat launching locations
 - Parking
 - Ferry schedule
 - Directions to visitor centers
 - Drop-off/pick-up options.

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Park website

Question 1e

e. If you and your group used the park website prior to or during this visit, please rate how helpful the website was in planning your visit.

Results

- 32% of visitor groups used the park website prior to or during this visit (see Figure 16).
- 69% of visitor groups who used park website found the website was “extremely helpful” or “very helpful,” as shown in Figure 17.
- No visitor group found the website “not at all helpful.”

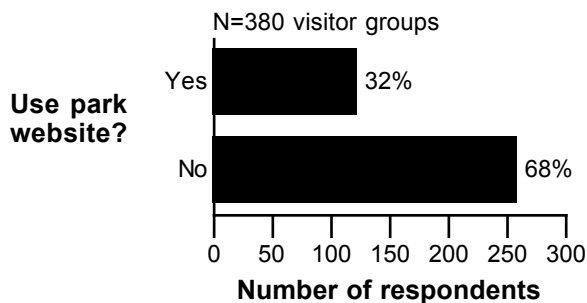


Figure 16: Visitor groups who used park website prior or during this visit

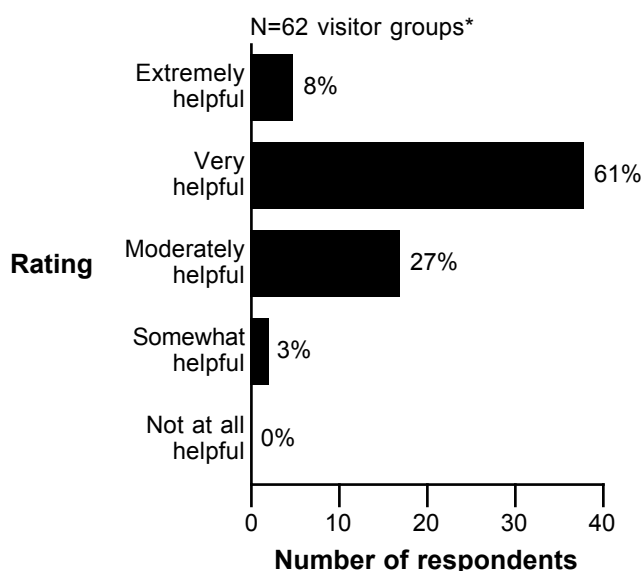


Figure 17: Helpfulness rating of park website

Question 1f

Do you and your group have any suggestions to improve the park website?

Results

- Suggestions to improve the website included:
 - Frequently updating all information
 - Better navigation and search capabilities
 - Include a clear map of the area
 - More details about schedules, locations, and directions to take boat tours
 - More information about the combination ticket
 - Create more attractive images on the web to advertise the park.

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Preferred sources of information for a future visit

Question 1b

On future visits to Fort Sumter National Monument, what sources would you and your group prefer to use to obtain information in planning your visit?

Results

- As shown in Figure 18, the most preferred sources of information included:
Park website (55%)
Preferred travel guides/tour books (46%).
- The least preferred source was:
Written inquiry to park (1%).

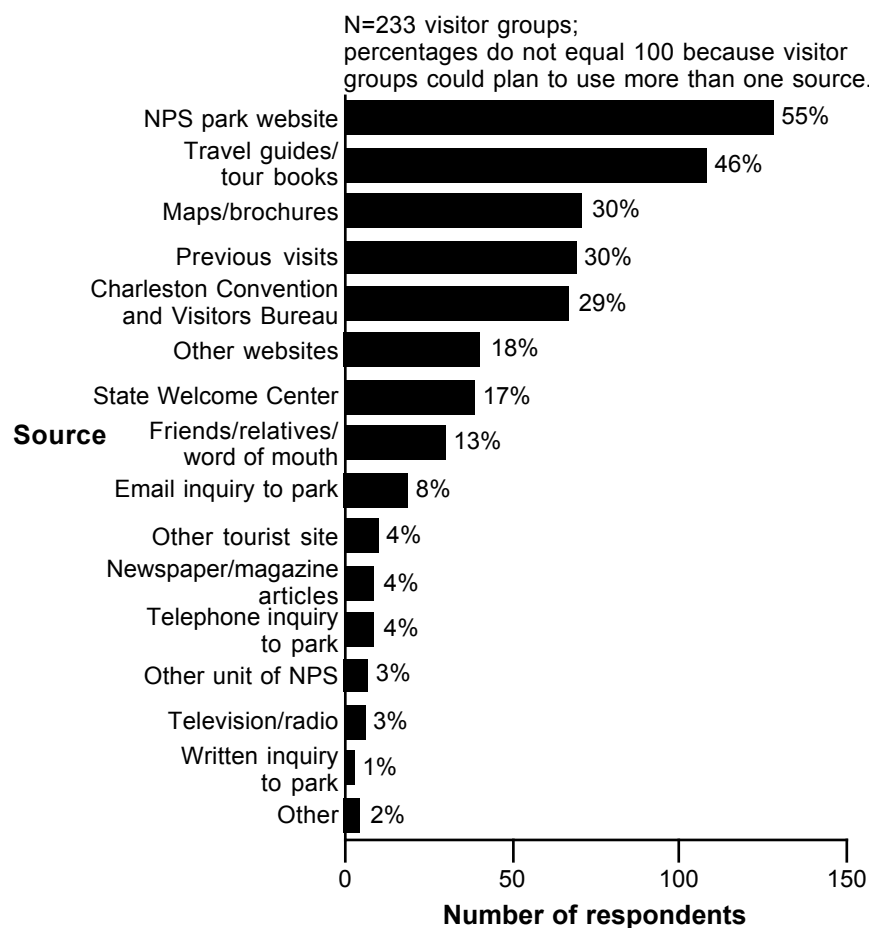


Figure 18: Preferred sources of information for future visits

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Information During Visit

National Park Service sites visited

Question 2a

On this visit, which of the following National Park Service sites did you and your group visit?

Results

- 94% visitor groups visited Fort Sumter National Monument from Charleston departure point-Liberty Square (including boat trip and time on island), as shown in Figure 19.
- 8% visited Fort Sumter National Monument from Mount Pleasant departure point-Patriots Point (including boat trip and time on island).

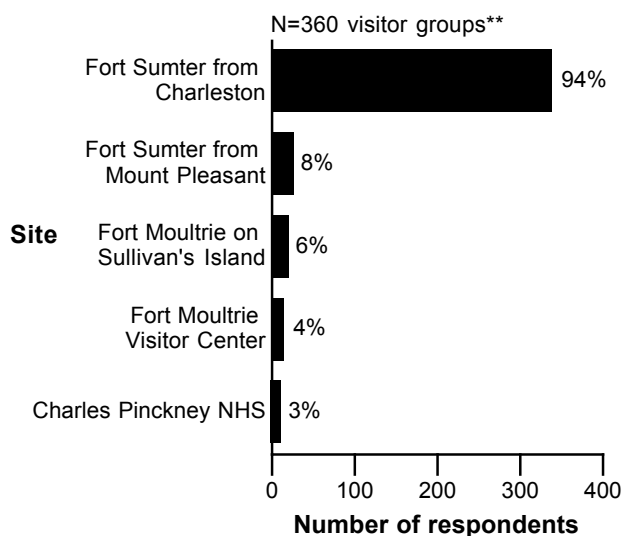


Figure 19: National Park Service sites visited in Charleston area

Question 2b

On this visit, how long did you and your group spend at each site you visited?

Results

- Length of time that visitor groups spent visiting at each National Park Services sites is shown in Table 4. Some of the results need to be interpreted with caution as the number of respondents was less than 30.

Table 4: Length of time spent visiting each National Park Service site*

National Park Service site	N	Average (hours)	Number of hours (%)		
			Up to 1	2	3 or more
Fort Sumter National Monument from Charleston departure point – Liberty Square (including boat trip and time on the island)	305	2.10	26	36	38
Fort Sumter National Monument from Mount Pleasant departure point – Patriots Point (including boat trip and time on the island)	18 CAUTION!	2.50	17	28	56
Fort Moultrie on Sullivan's Island	16 CAUTION!	1.03	81	19	0
Fort Moultrie Visitor Center	10 CAUTION!	0.75	100	0	0
Charles Pinckney National Historic Site in Mount Pleasant	10 CAUTION!	1.28	60	30	10

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Primary reason for visiting Fort Sumter National Monument

Question 3

On this visit, what was the primary reason that you and your group visited Fort Sumter National Monument?

Results

- 70% of visitor groups reported that “see where the American Civil War started” was their primary reason for visiting Fort Sumter National Monument (see Figure 20).
- 17% visited downtown Charleston and decided to see Fort Sumter.
- “Other” reasons (3%) included:
 - Group members study history
 - Seeing Liberty Square facility
 - Doing a school project
 - Comparing to other Coastal Artillery sites.

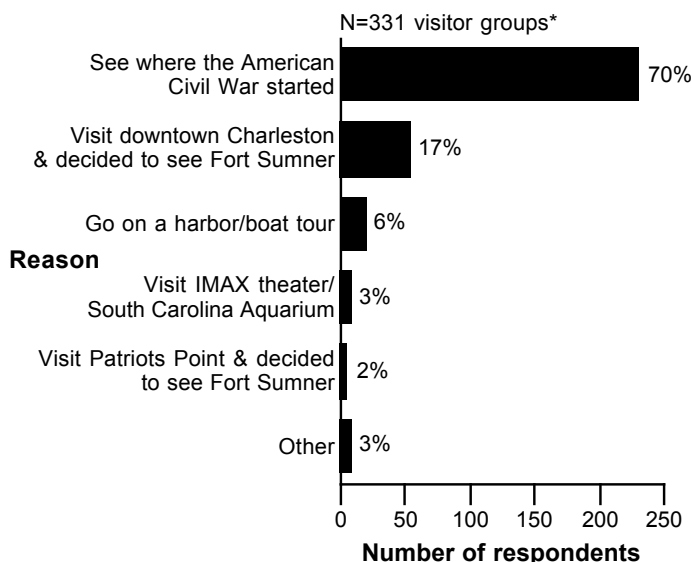


Figure 20: Primary reason for visiting Fort Sumter National Monument

Primary reason for visiting the Charleston area

Question 4a

On this trip, what was the primary reason that you and your group visited the Charleston area (Charleston, North Charleston, Mount Pleasant)?

Results

- 41% visitor groups reported visiting other attractions in the area was their primary reason for visiting the Charleston area (see Figure 21).
- 15% reported visiting Fort Sumter National Monument was their primary reason.
- “Other” reasons (27%) included:
 - Attending a family reunion/ anniversary/wedding
 - Taking vacation
 - Travel through to another destination.

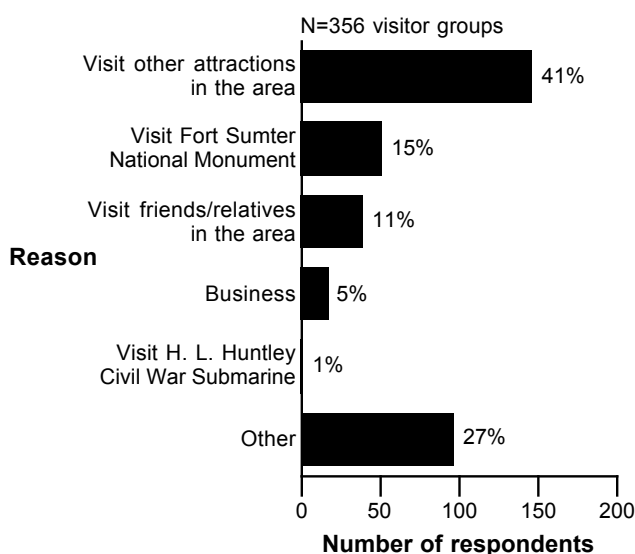


Figure 21: Primary reason for visiting the Charleston area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Additional reasons for visiting the Charleston area

Question 4b

For this trip, please list any additional reasons that you and your group visited the Charleston area (Charleston, North Charleston, Mount Pleasant) besides the one listed above.

Results

- 61% came to visit Fort Sumter National Monument (see Figure 22).
- 53% of visitor groups came to the Charleston area to learn about Civil War.
- 47% shopped/dined out.
- “Other” additional reasons (15%) included:
 - Taking a honeymoon trip
 - Taking family vacation
 - Showing friends/relatives the area
 - Taking photographs of historical sites
 - Seeing the new bridge
 - Studying the area architecture
 - Going to a baseball tournament
 - Visiting plantations
 - Having a time share in the area.

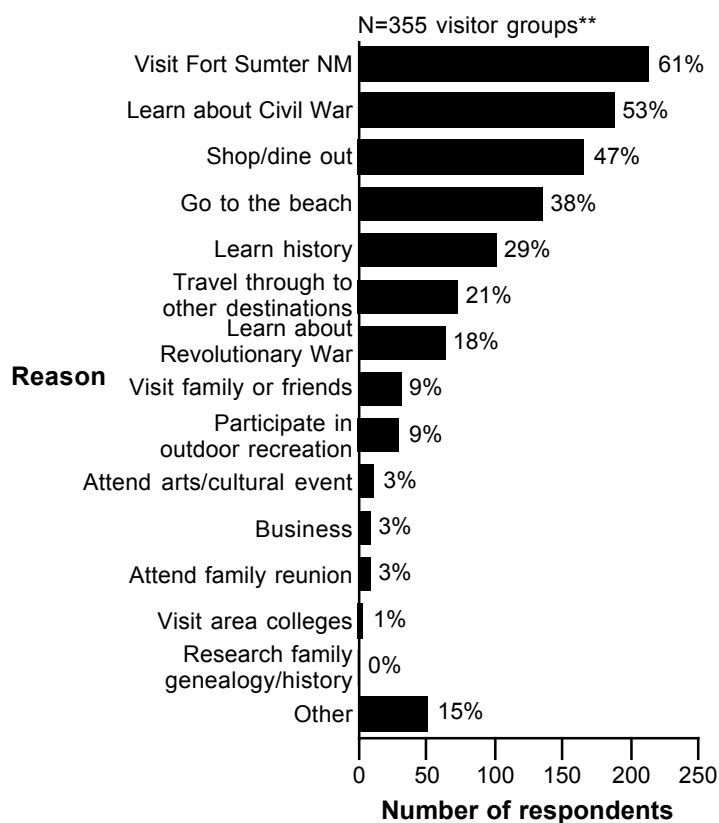


Figure 22: Additional reasons for visiting the Charleston area

- Of those who visited Fort Sumter National Monument, 100% indicated visiting Fort Sumter as a reason for visiting Charleston area (see Figure 23).
- 9% reported visiting Fort Moultrie as a reason for visiting the area.

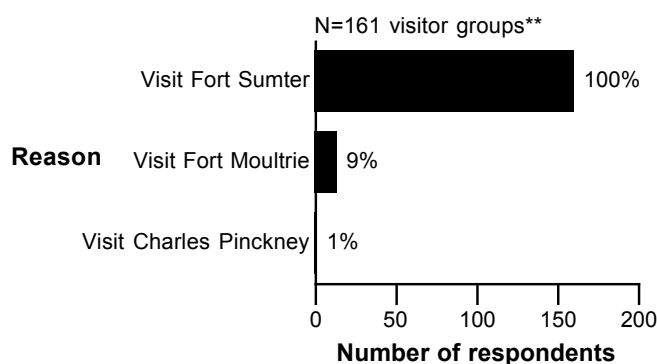


Figure 23: Reasons for visiting Charleston area among visitors who visited Fort Sumter National Monument

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Reasons for choosing visiting time

Question 4c

Why did you and your group choose to visit when you did?

Results

- Reasons that visitors groups chose to visit the Fort Sumter National Monument at the time they did are shown in Table 5.

Table 5: Reasons for choosing visiting time
N=340 comments;
some visitor groups made more than one comment.

Reason	Number of times mentioned
Time that everyone in the party has available for vacation	140
In the area for business/conference, decided to take a field trip	29
On the way to another destination, had some spare time	24
Having a vacation in the area, decided to take a day trip	20
Attending a family event (anniversary, reunion, birthday, wedding) in the area	18
Fit into schedule with other activities	18
Things for kids to do when school out	11
Interested in history	10
Showing friends/relatives around	5
Need to redeem a combination ticket/voucher	5
Want to see everything in the area	5
No particular reason	5
Availability of time share	4
Recommended by others	4
Invited by friends/families in local area	4
Good weather	4
Want to get to the site before it's too hot	3
Less crowded time	3
Want to visit park before it gets too hot	3
Come to visit after a game	3
Time off from the military	3
Only time can get reservation for accommodations	2
Want to see the bridge	2
Have golfing arrangement in the area	2
Need to get away	2
Other reasons	11

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Sites visited in the area

Question 5

For this trip, please check all of the sites you and your group visited in the Charleston area (Charleston, North Charleston, Mount Pleasant).

Results

- 64% of visitor groups visited historic houses and plantations in the Charleston area on this trip to Fort Sumter National Monument (see Figure 24).
- 59% visited Charleston Battery area.
- 38% visited South Carolina Aquarium.
- “Other” sites (16%) visited are shown in Table 6.

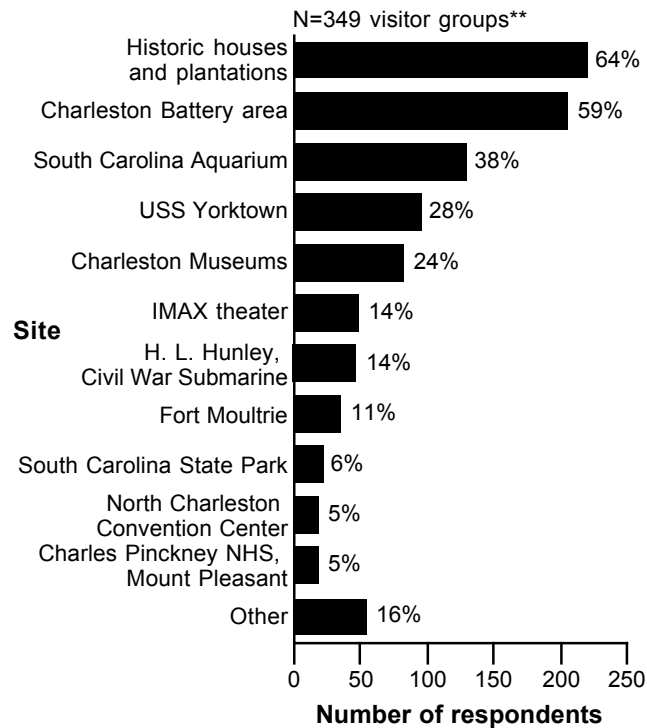


Figure 24: Other sites visited in the Charleston area

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Table 6: Other sites visited in the Charleston area

N=73 places;

some visitor groups had more than one comment.

Place	Number of times mentioned
Tour of historic district	12
Market Street	5
Isle of Palms	5
Ghost Tour	3
Folly Beach	3
Boat tour of the harbor	3
James Island	2
King Street	2
Carriage Tour	2
Dungeon Tour	2
Watch movie at visitor center	2
Sites included in tour bus tour	2
Angel Oak	1
American Military Museum	1
Beach	1
Black historical tour	1
Cape Romaine National Wildlife Refuge	1
Children's museum	1
Citadel	1
Civil War Cemetery	1
College of Charleston	1
Cypress Garden	1
Edisto Island	1
Evangelical church	1
Gibbs Museum of Art	1
Magnolia Cemetery	1
Mule cart tour of city	1
Museums	1
Navy base	1
New Ravenel Bridge	1
Old Town	1
Old train station	1
Old Village Post House	1
Schooner Pride	1
Shem Creek	1
Shopping centers	1
Stono Ferry battlefield	1
Sullivan Island	1
Temple Beth Elohim	1
The old exchange building	1
Myrtle Beach	1
Water front park	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Activities

Question 9

On the list below, please check all of the activities that you and your group participated in at Fort Sumter National Monument on this visit.

Results

- As shown in Figure 25, the most common activities included:

Visit Fort Sumter (92%)
Read indoor and outdoor exhibits at Fort Sumter (85%)

- The least common activities were:

Junior Ranger program (1%)
Conduct historical research or genealogy (1%)
No visitor groups attended a special event.

- “Other” activities (1%) included:
Shopping at bookstores
Attending ranger speech about Civil War.

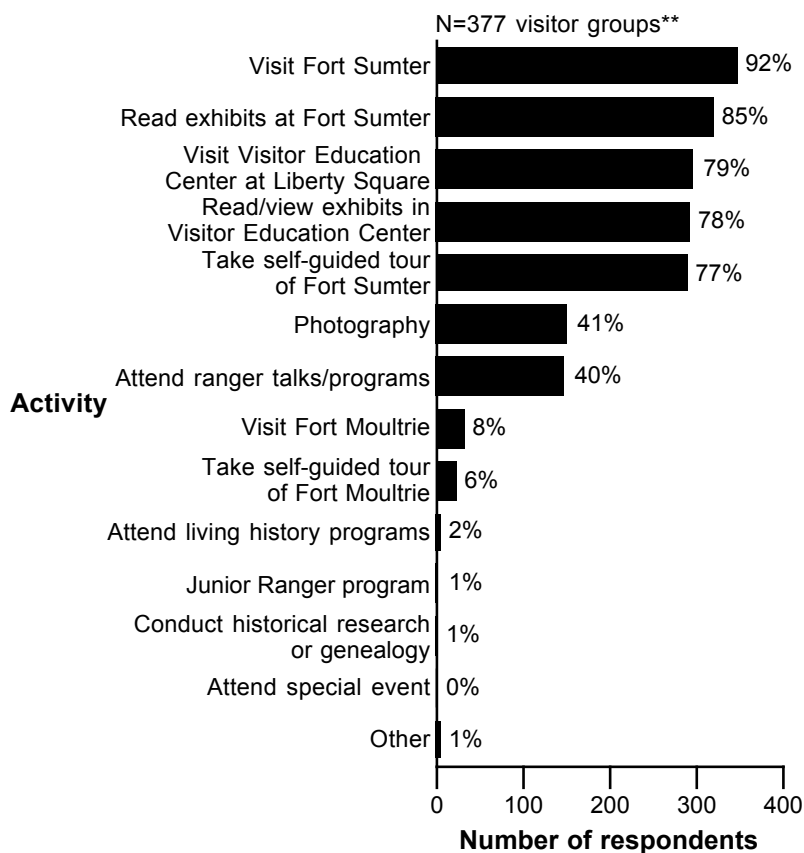


Figure 25: Visitor activity

Number of vehicles used

Question 8b

If you and your group brought a personal or rental vehicle to the park, how many vehicles did you bring?

Results

- 91% of visitor groups brought one vehicle (see Figure 26).
- 7% used two vehicles.

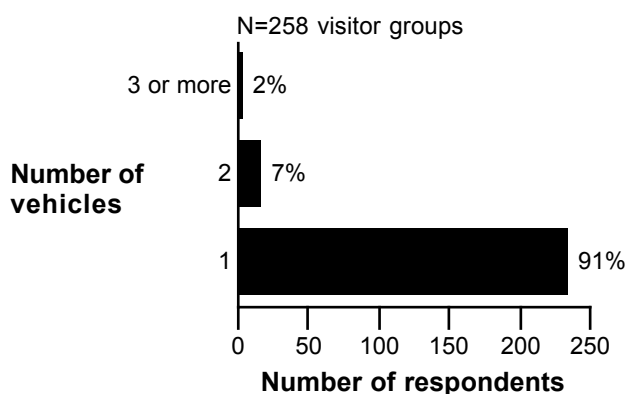


Figure 26: Number of vehicles used by visitor groups

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Forms of transportation

Question 8a

What forms of transportation did you and your group use to get to downtown Charleston or Mount Pleasant?

Results

- 78% of visitor groups traveled to downtown Charleston or Mount Pleasant in private vehicles (see Figure 27).
- 25% traveled on foot.
- “Other” forms of transportation included:
Navy ship
Pedicab/ rickshaw.

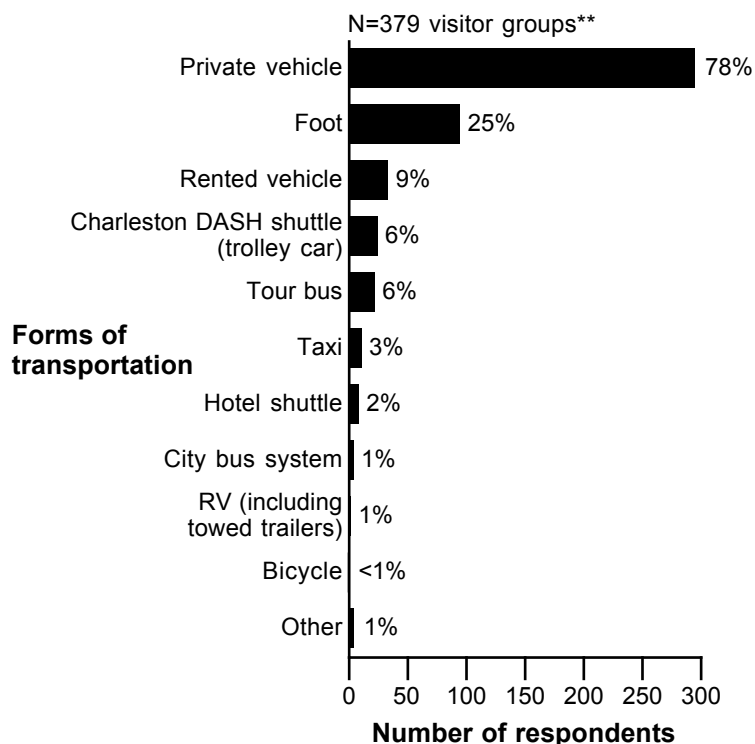


Figure 27: Forms of transportation

Adequacy of directional road signs

Question 6

Were the signs directing you to Fort Sumter National Monument adequate?
a. Sign on interstates
b. Signs on state highways
c. Signs on communities

Results

Signs on interstates

- 55% of visitor groups felt the directional signs on interstate were adequate (see Figure 28).
- 7% found the signs were not adequate to direct them to the park.

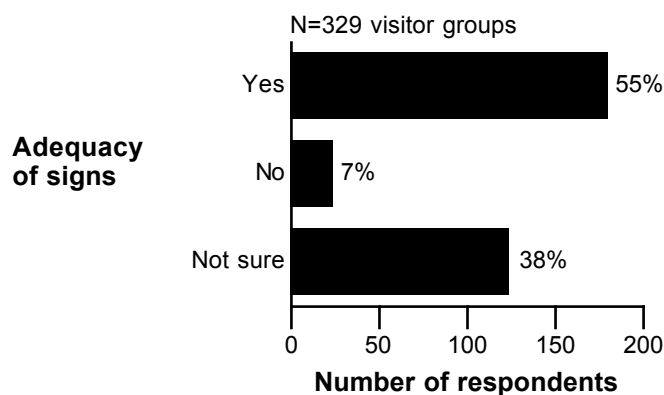


Figure 28: Adequacy of directional signs on interstates

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Signs on state highways

- 56% felt directional signs on state highways were adequate (see Figure 29).
- 6% found signs on state highways were not adequate to direct them to the park.

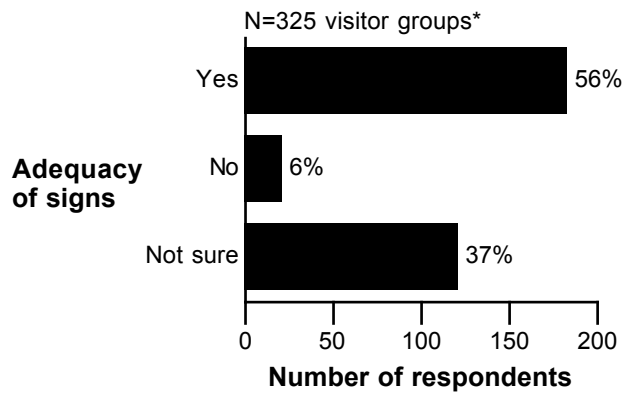


Figure 29: Adequacy of directional signs on state highways

Signs in communities

- 71% of visitor groups reported directional signs in communities were adequate (see Figure 30).
- 9% found the signs in communities were not adequate

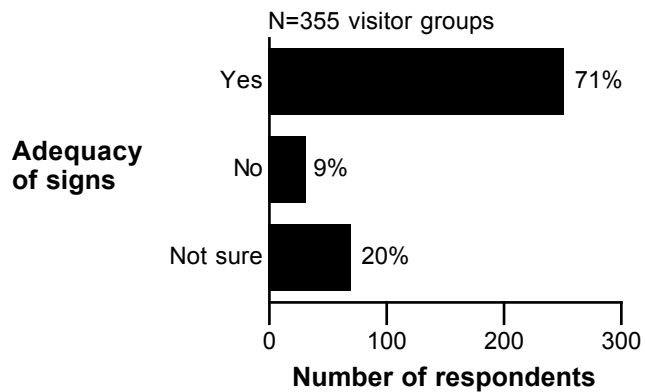


Figure 30: Adequacy of directional signs in communities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Way finding

Question 7a

Did you and your group have any difficulty finding your way to the Charleston or Mount Pleasant departure points for the boat trip to Fort Sumter?

Results

Way to Charleston departure point

- 93% of visitor groups did not have any difficulty finding their way to the Charleston departure point (see Figure 31).

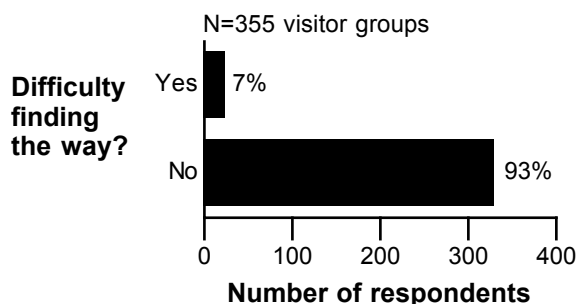


Figure 31: Visitors with difficulties finding way to Charleston departure point

Way to Mount Pleasant departure point

- 96% of visitor groups did not have any difficulties finding their way to Mount Pleasant departure point (see Figure 32).

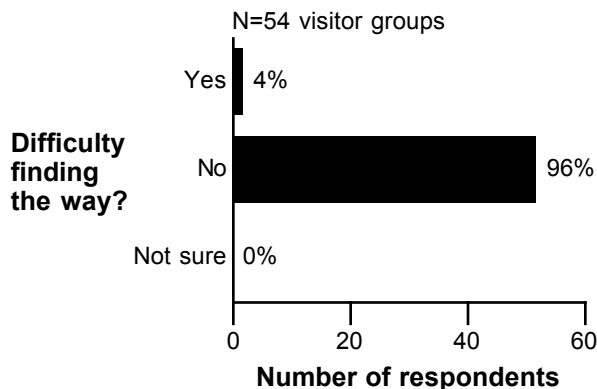


Figure 32: Visitors with difficulties finding way to Mount Pleasant departure point

Question 7b

If Yes, what was the difficulty?

Results

- Visitor groups who had difficulties finding the way (4%) reported the following problems:
 - Directional signs too small
 - Not enough signs
 - No signs on local streets
 - Signs being blocked by trees/bushes
 - New bridge wasn't well marked
 - Lack of detailed map
 - Road constructions
 - Confused about where to park.

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Parking

Question 7c

Did you or your group have difficulty finding parking at departure points?

Results

- 95% of visitor groups did not have any difficulty finding parking at departure points (see Figure 33).

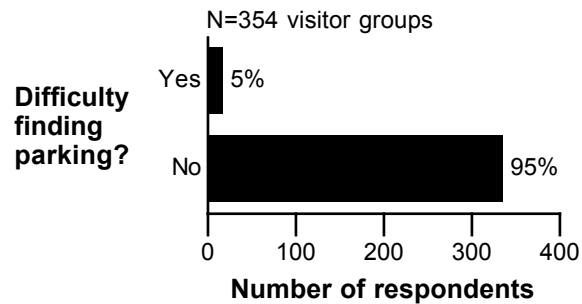


Figure 33: Visitors with difficulty finding parking at departure points

Question 7d

If Yes, what problems did you encounter?

Results

- Parking problems included:
 - Directional signs too small
 - Difficult to find the parking place
 - Not enough parking
 - Too expensive
 - Not enough handicapped parking
 - Cannot park in the garage due to low clearance
 - No RV parking.

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Ratings of Visitor Services and Facilities

Exhibits viewed/read

Question 10a

Please check all of the exhibits that you or your group viewed/read during this visit to Fort Sumter National Monument?

Results

- Exhibits that were viewed/read the most (see Figure 34) included:
 Fort Sumter outdoor exhibits on island (89%)
 Fort Sumter indoor exhibits on island (85%).
- Fort Moultrie Visitor Center indoor exhibits (6%) were the least viewed/read exhibits.

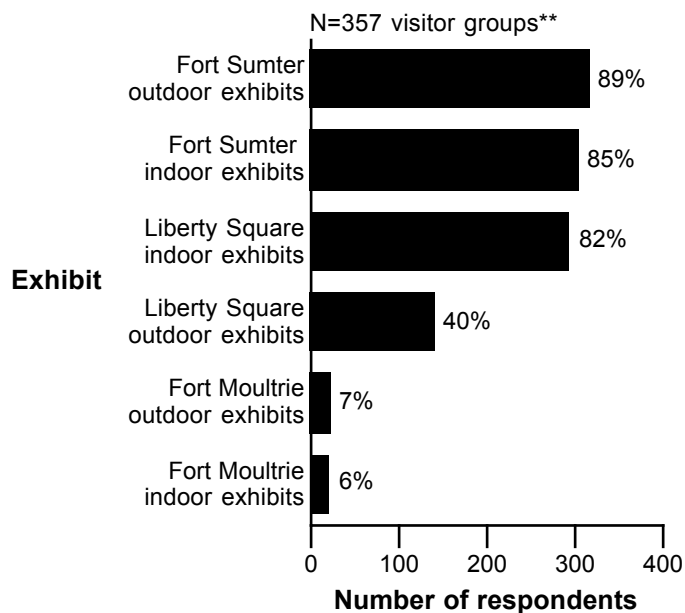


Figure 34: Exhibits viewed/read

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Interest ratings of exhibits

Question 10b

For those exhibits that you and your group viewed/read, please rate their level of interest to you.

- 1=Not interesting
- 2=Somewhat interesting
- 3=Moderately interesting
- 4=Very interesting
- 5=Extremely interesting

Results

- Figure 35 shows the combined proportions of “extremely interesting” and “very interesting” ratings for exhibits that were rated by enough visitor groups ($N \geq 30$).
- Fort Sumter indoor exhibits (86%) received the highest combined proportions of “extremely interesting” and “very interesting” ratings.
- Figures 36 to 41 show the interesting rating for each exhibit.
- Fort Sumter outdoor exhibits (1%) and Liberty Square Visitor Education Center outdoor exhibits (1%) were the exhibits that received the highest “not interesting” rating.

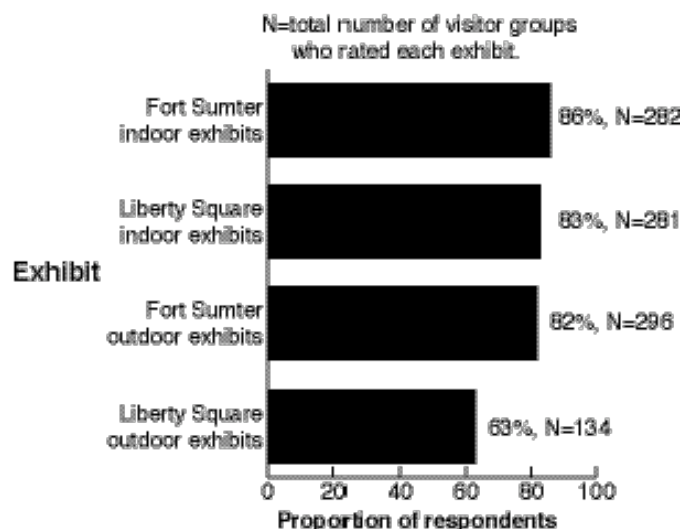


Figure 35: Combined proportions of “extremely interesting” and “very interesting” ratings for exhibits

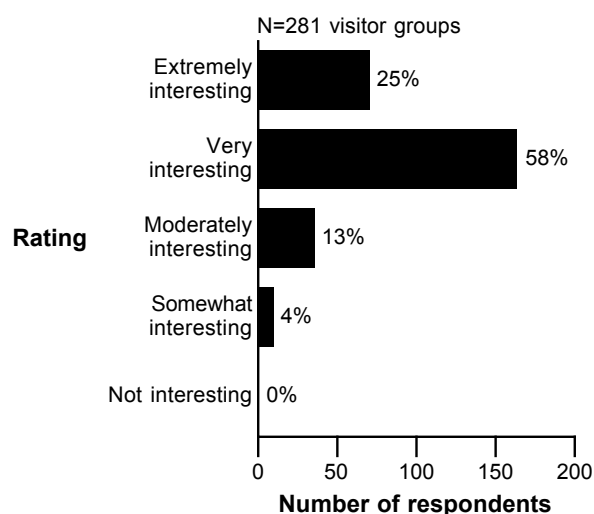


Figure 36: Interest ratings of Liberty Square Visitor Education Center indoor exhibits

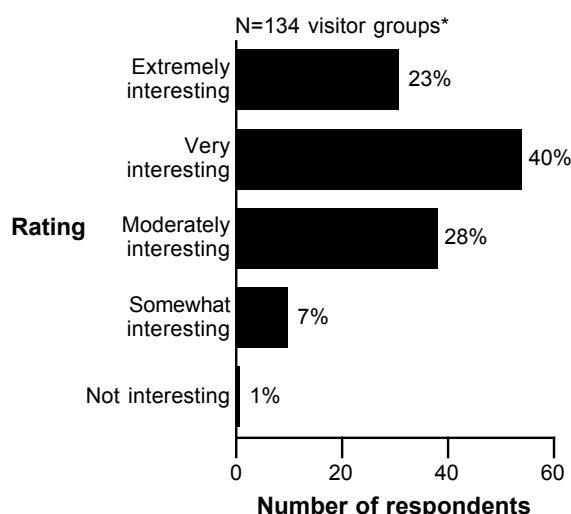


Figure 37: Interest ratings of Liberty Square Visitor Education Center outdoor exhibits

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

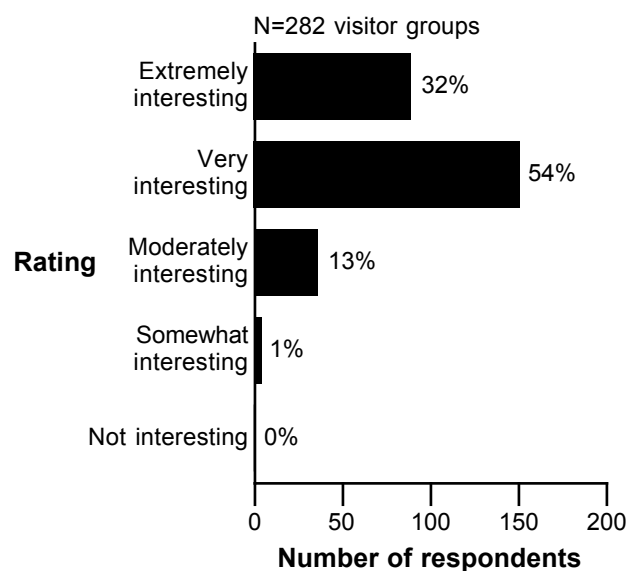


Figure 38: Interest ratings of Fort Sumter indoor exhibits (on island)

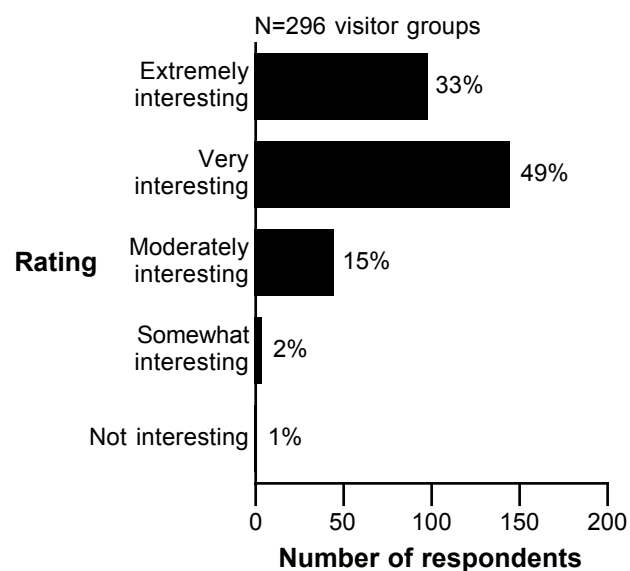


Figure 39: Interest ratings of Fort Sumter outdoor exhibits (on island)

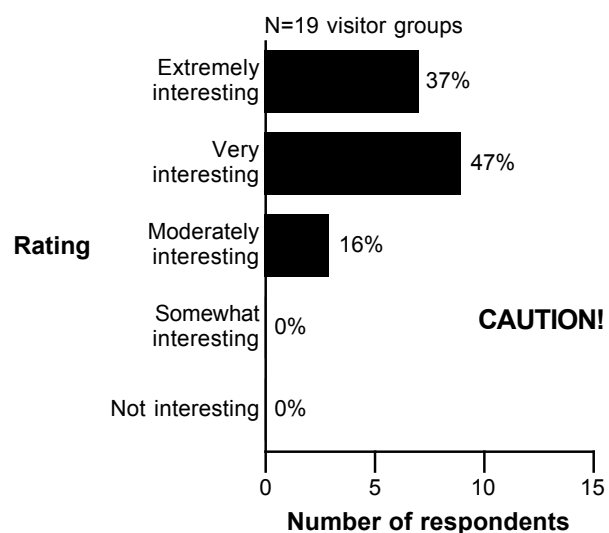


Figure 40: Interest ratings of Fort Moultrie Visitor Center indoor exhibits

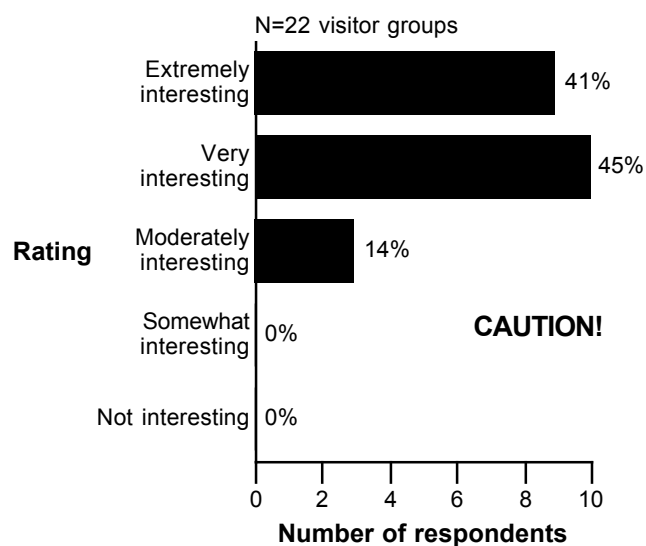


Figure 41: Interest ratings of Fort Moultrie outdoor exhibits

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Helpfulness ratings of exhibits

Question 10c

For those exhibits that you and your group viewed/read, please rate their helpfulness to you in understanding the history of the site.

- 1=Not helpful
- 2=Somewhat helpful
- 3=Moderately helpful
- 4=Very helpful
- 5=Extremely helpful

Results

- Figure 42 shows the combined proportions of “extremely helpful” and “very helpful” ratings for exhibits that were rated by enough visitor groups ($N \geq 30$).
- Fort Sumter indoor exhibits on the island (89%) received the highest combined proportions of “extremely helpful” and “very helpful” ratings.
- Figures 43 to 48 show the helpfulness rating for each exhibit.
- Liberty Square Visitor Education outdoor exhibits (1%) were the exhibits that received the highest “not helpful” rating.

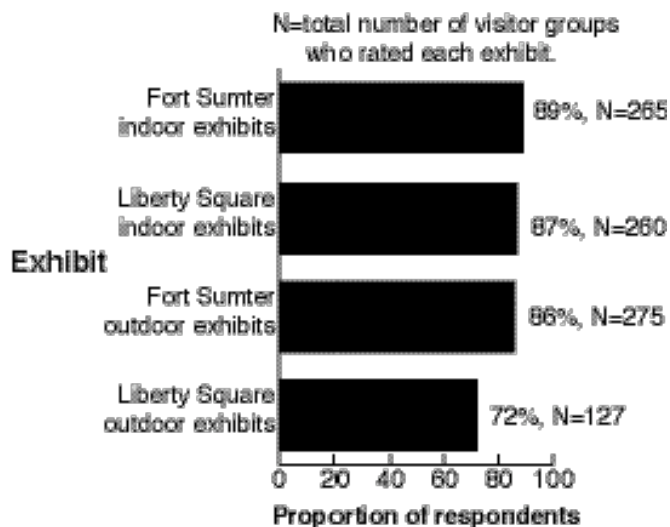


Figure 42: Combined proportions of “extremely helpful” and “very helpful” ratings for exhibits

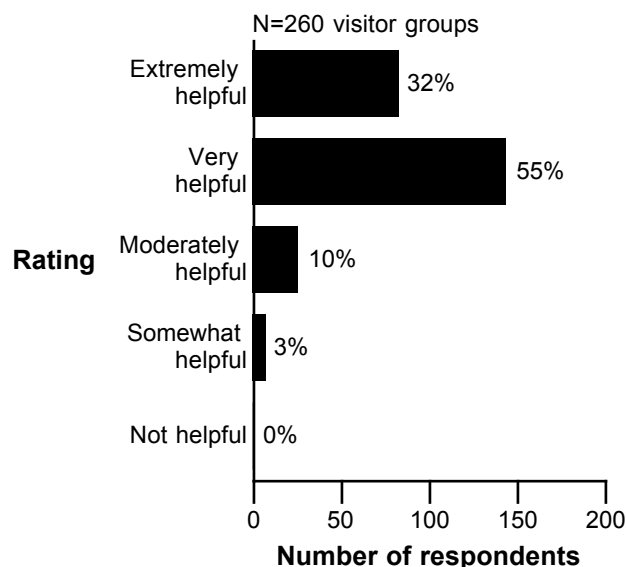


Figure 43: Helpfulness of Liberty Square Visitor Education Center indoor exhibits

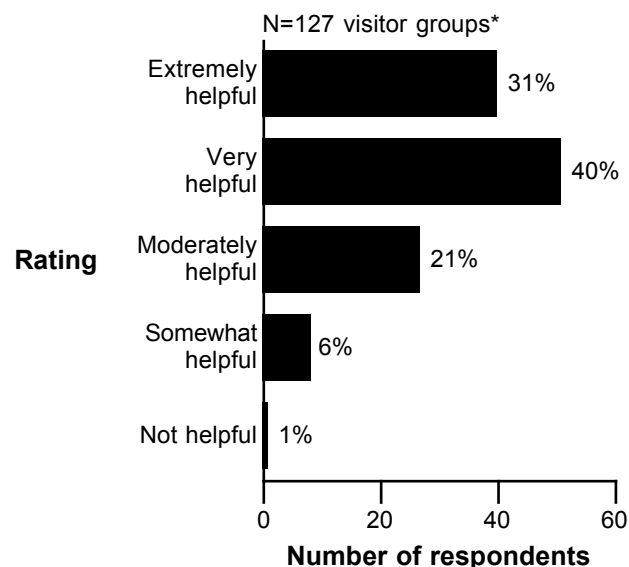


Figure 44: Helpfulness of Liberty Square Visitor Education Center outdoor exhibits

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

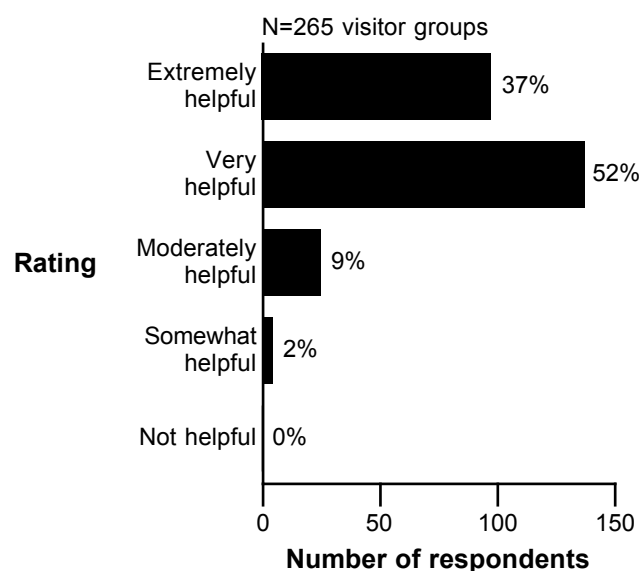


Figure 45: Helpfulness of Fort Sumter indoor exhibits (on island)

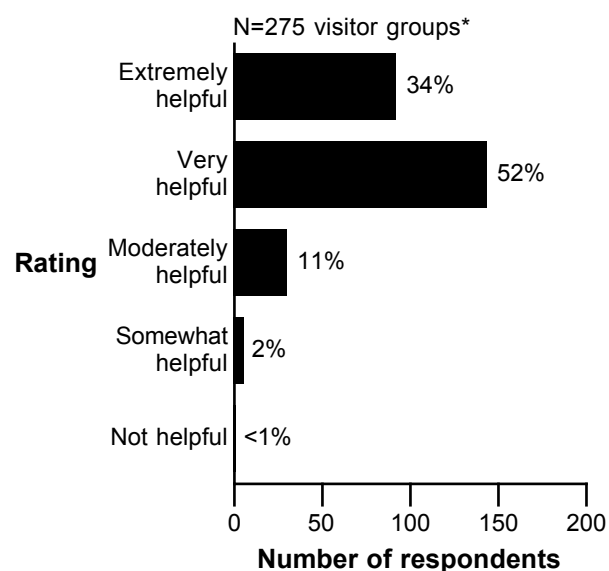


Figure 46: Helpfulness of Fort Sumter outdoor exhibits (on island)

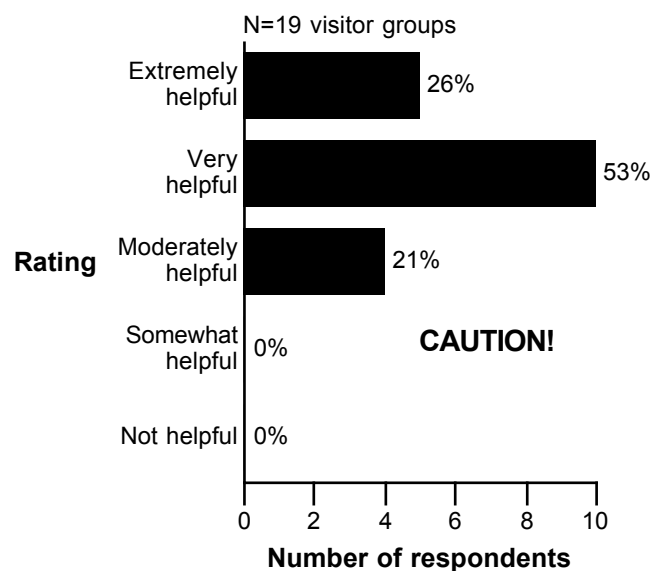


Figure 47: Helpfulness of Fort Moultrie Visitor Center indoor exhibits

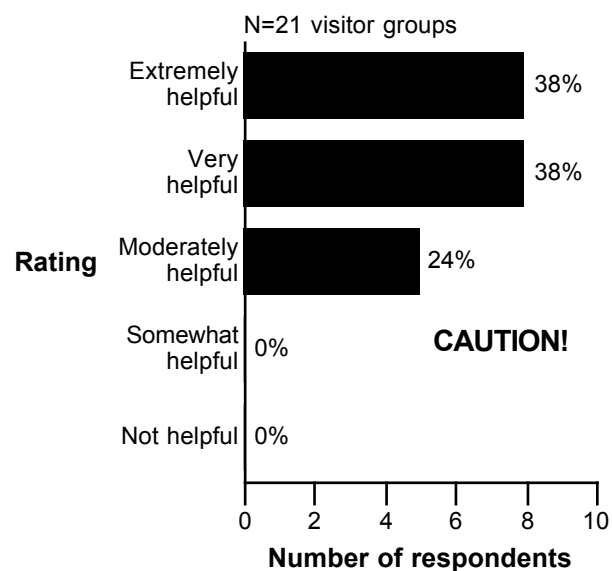


Figure 48: Helpfulness of Fort Moultrie outdoor exhibits

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Means of interesting and helpfulness rating scores for exhibits

- Figure 49 and 50 show the mean scores of interesting and helpfulness for all exhibits that were rated by enough visitor groups ($N \geq 30$).
- All exhibits were rated above average level (moderately interesting/helpful) in both interest and helpfulness ratings.

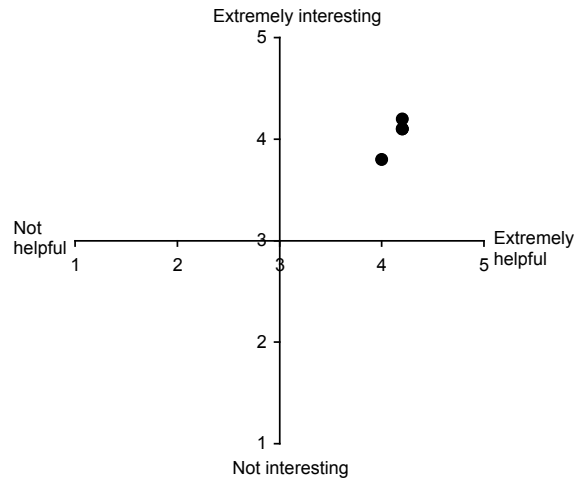


Figure 49: Mean scores of interest and helpfulness ratings for exhibits

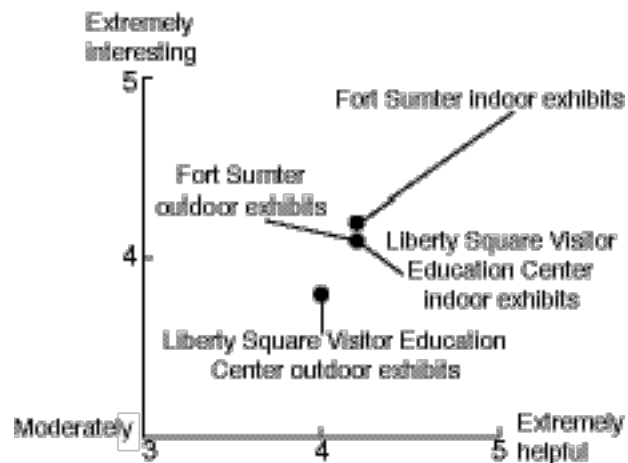


Figure 50: Detail of Figure 49

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Suggestions to improve the exhibits

Question 10

d. If you or your group have suggestions to improve the exhibits, please list the site and comment below

Results

- Suggestions to improve the exhibits are listed in Table 7.

Table 7: Suggestions to improve the exhibits N=61 comments; some visitor groups made more than one comment.		
Location	Comment	Number of times mentioned
Fort Sumter	Time on the island too short, after hearing ranger talk, we did not have time to view exhibits	11
Fort Sumter	Very informative ranger talks	5
Fort Sumter	Provide audio tape tour to view exhibits	3
All	Enjoy all	3
All	Very educational, no changes recommended	3
Fort Sumter	More ranger talks/programs	2
Fort Sumter	Add cannon program	2
Fort Sumter	Add reenactment	2
All	Do something to reduce the heat for people viewing outdoor exhibits/programs	2
Fort Sumter	Arrange exhibits in temporal order	2
Fort Sumter indoor	Update information about USS Hunley	2
Liberty Square	Provide audio tour to view exhibits	1
Liberty Square	Add children's activities	1
Fort Sumter	Add military music on background	1
All	More information	1
All	More artifacts	1
All	More pictures	1
Fort Sumter	More rangers to answer questions	1
Fort Sumter	Make it more wheelchair and stroller friendly	1
Fort Sumter	Remove the Spanish-American War concrete structure	1
Fort Sumter	Rebuild some original design and living quarters	1
Fort Sumter	Remove the gift shop	1
Liberty Square	More artifacts	1
Liberty Square	More pictures	1
Liberty Square	Less wording on the exhibits	1
Liberty Square	Too crowded	1
Fort Sumter outdoor	Add information about Anderson occupation of the fort	1
Fort Sumter outdoor	Add information about the use of fort through Spanish-American War	1
Fort Sumter outdoor	More information	1
Fort Sumter outdoor	Update information	1
All	Have the same information available on the website	1
All	Overwhelmed by information	1
Fort Sumter	Less side comments and more facts	1
All outdoor exhibits	More colorful, more eye catching	1
Fort Sumter indoor	Better air conditioner in the museum	1

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitor services and facilities used

Question 11a

Please check all of the visitor services and facilities that you or your group used during this visit to Fort Sumter National Monument.

Results

- Figure 51 shows the visitor services/facilities used by visitor groups.
- The most used services/facilities included
Park brochure/map (75%)
Visitor Education Center at Liberty Square (74%).
- The least used services/facilities included
Living history programs (1%)
Junior Ranger program (1%)
Picnic area at Fort Moultrie (<1%).

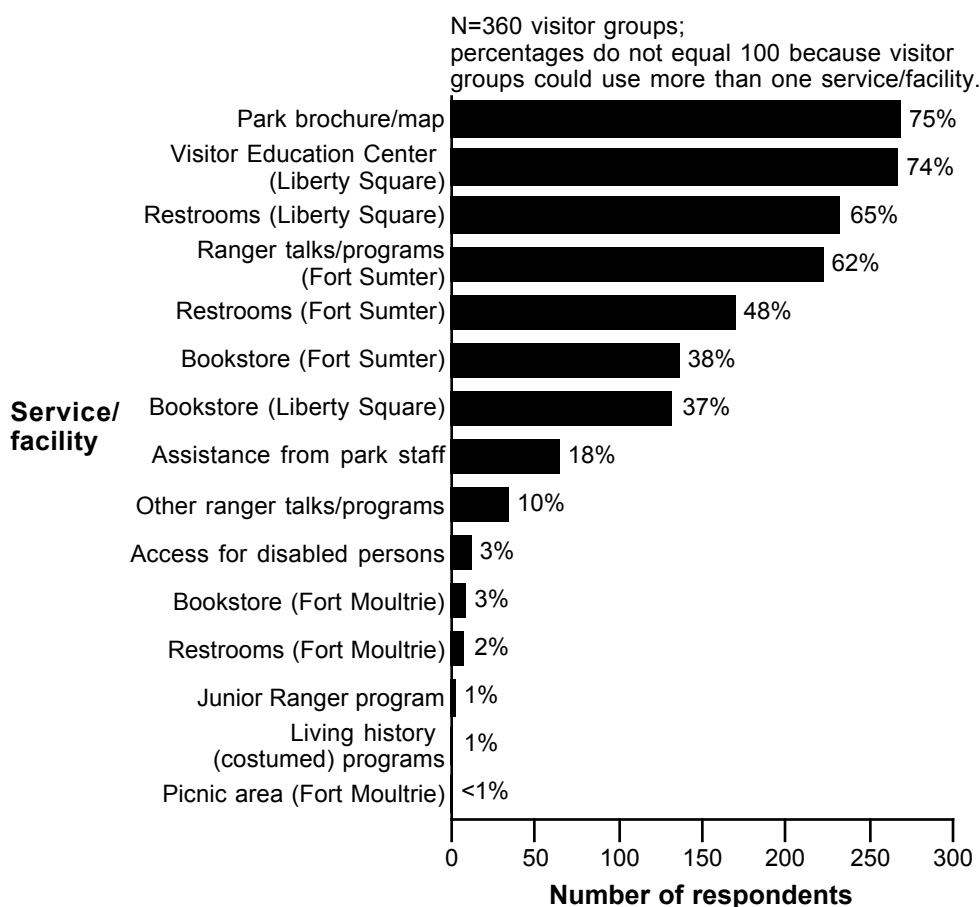


Figure 51: Visitor services and facilities used

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Importance of visitor services/facilities

Question 11b

For only those services and facilities that you or your group used, please rate their importance from 1-5.

1=Not important

2=Somewhat important

3=Moderately important

4=Very important

5=Extremely important

Results

- Figure 52 shows the combined proportions of “extremely important” and “very important” ratings for the visitor services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included:
 - Assistance from park staff (93%)
 - Restrooms at Liberty Square (92%)
 - Other ranger talks/programs (90%)
- Figures 53 to 67 show importance ratings for each visitor service/facility.
- The services/facilities that received the highest “not important” ratings included:
 - Bookstore at Fort Sumter (6%)
 - Bookstore at Liberty Square (5%).

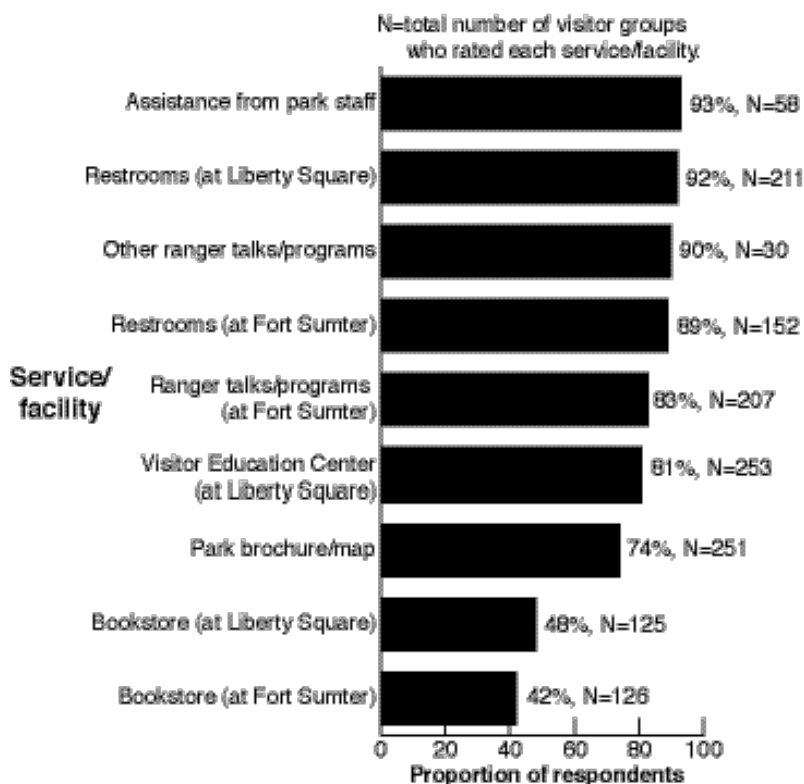


Figure 52: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

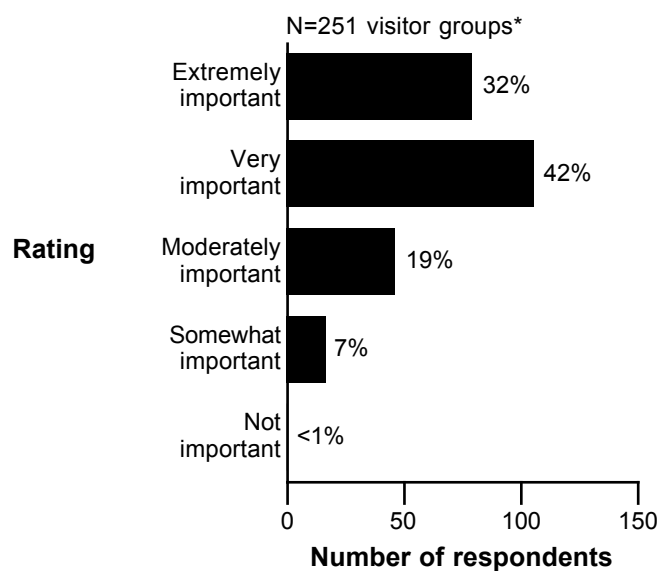


Figure 53: Importance of park brochure/map

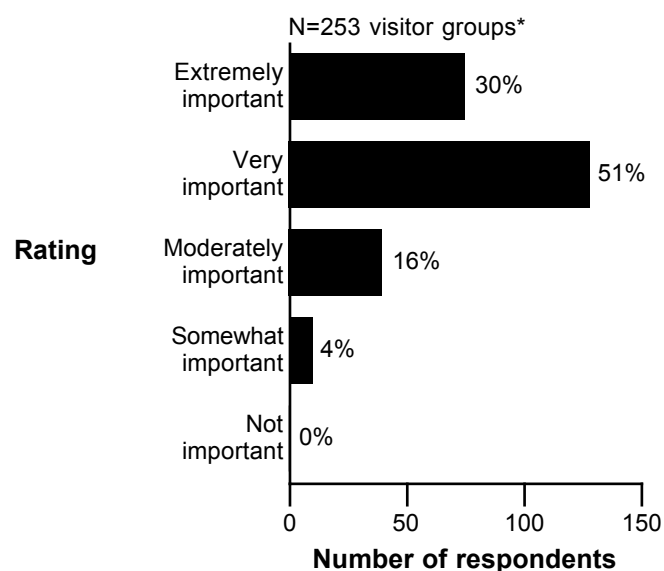


Figure 54: Importance of Visitor Education Center at Liberty Square

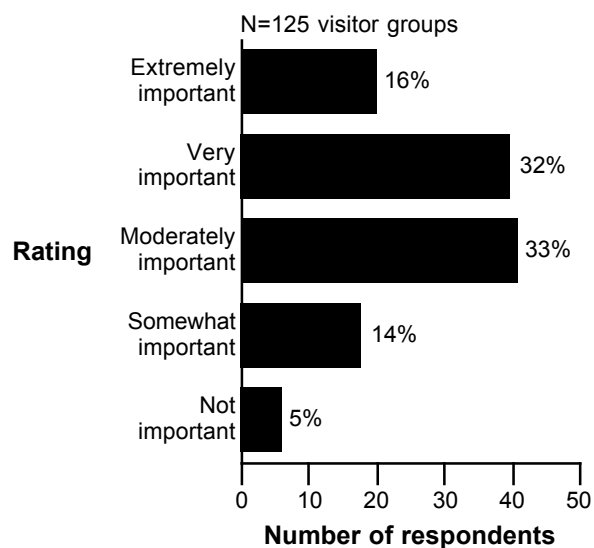


Figure 55: Importance of bookstore at Liberty Square

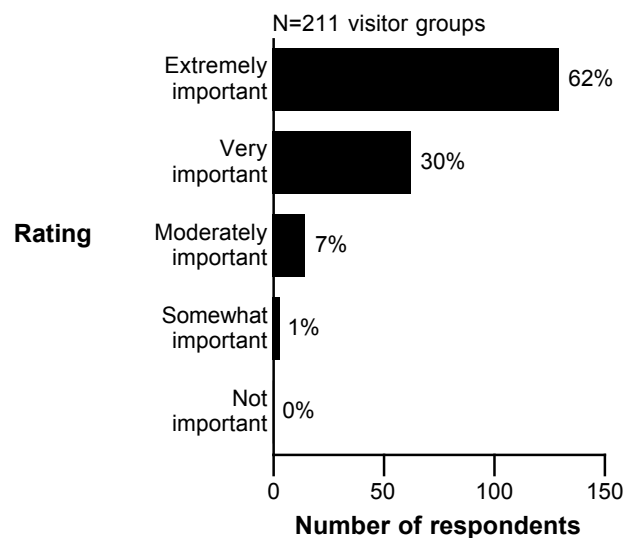


Figure 56: Importance of restrooms at Liberty Square

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

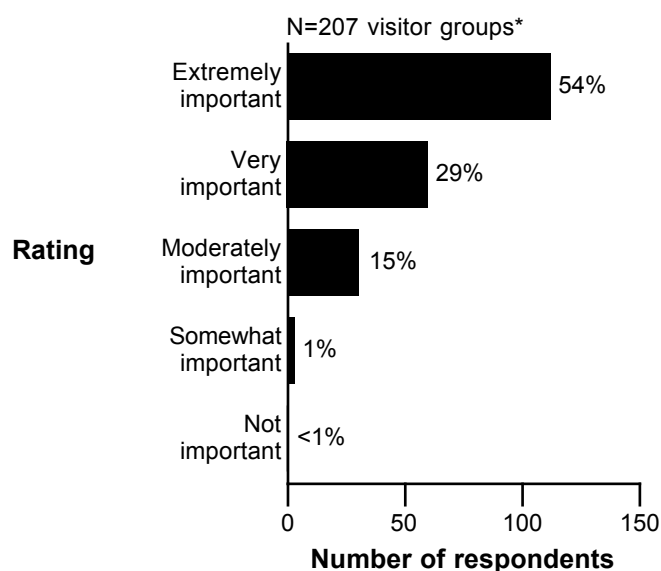


Figure 57: Importance of ranger talks/programs at Fort Sumter

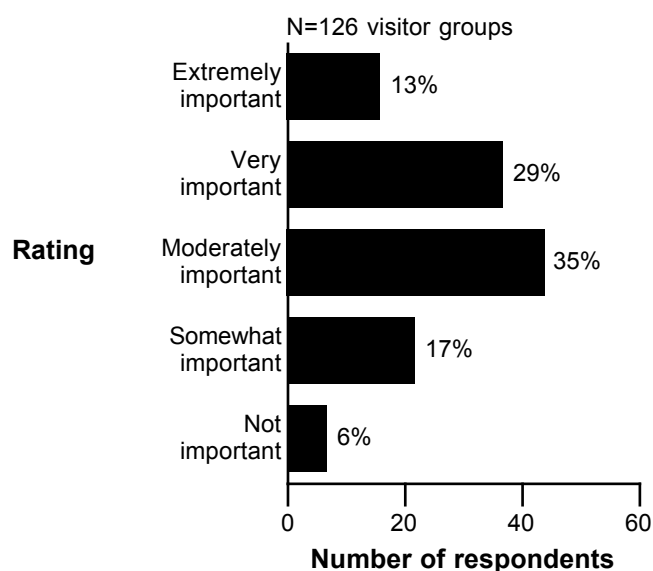


Figure 58: Importance of bookstore at Fort Sumter

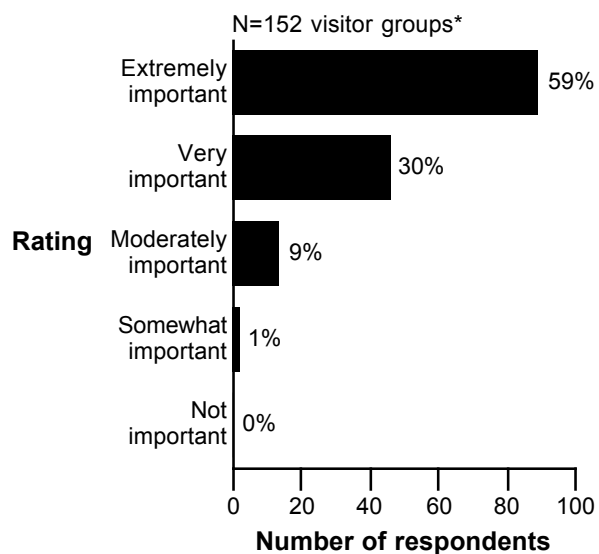


Figure 59: Importance of restrooms at Fort Sumter

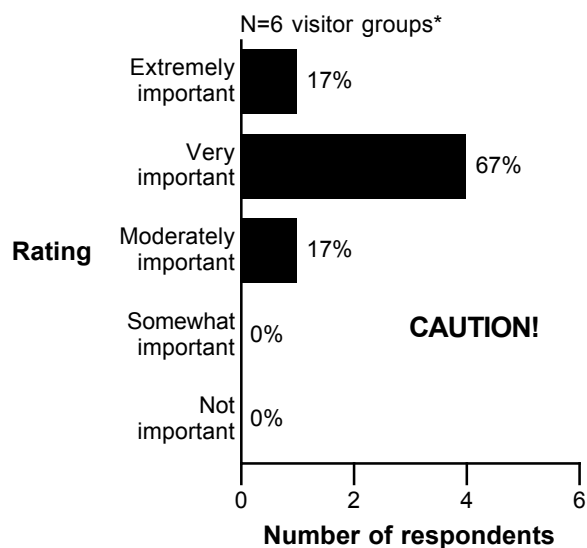


Figure 60: Importance of bookstore at Fort Moultrie

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

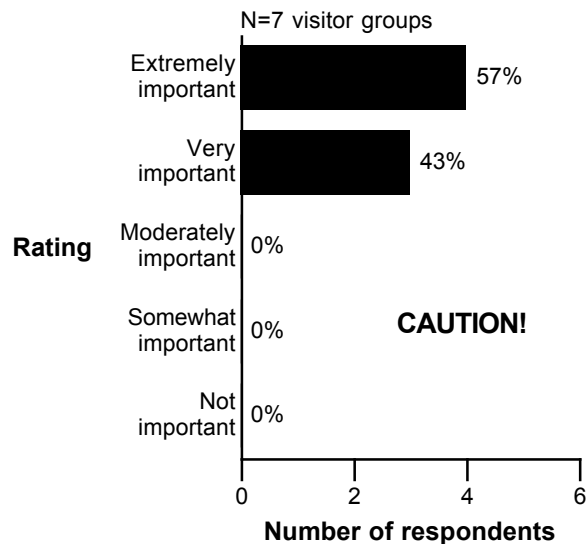


Figure 61: Importance of restrooms at Fort Moultrie

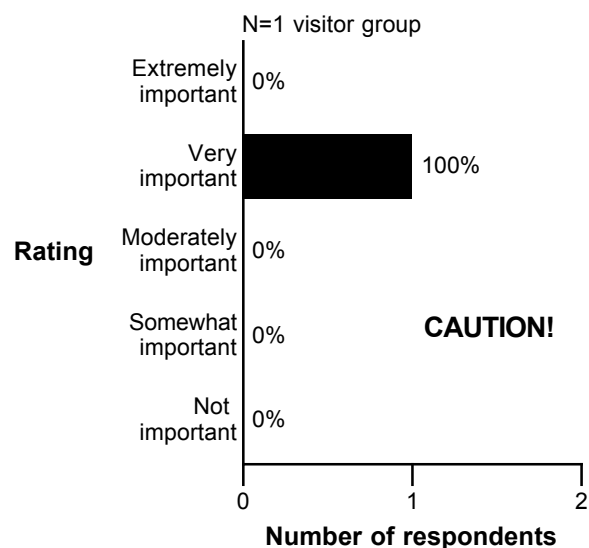


Figure 62: Importance of picnic area at Fort Moultrie

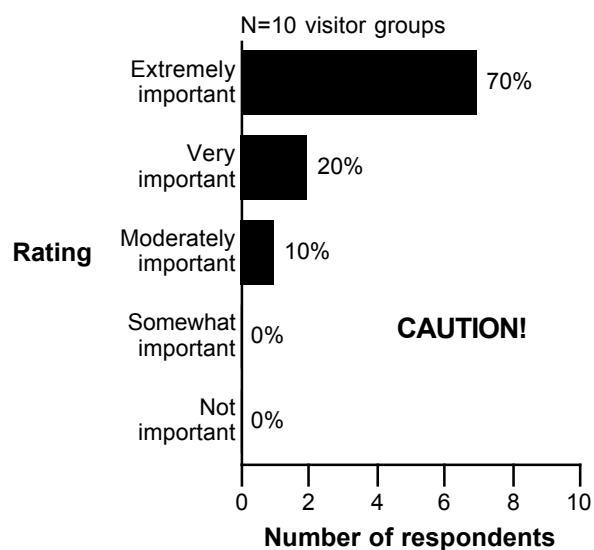


Figure 63: Importance of access for disabled persons

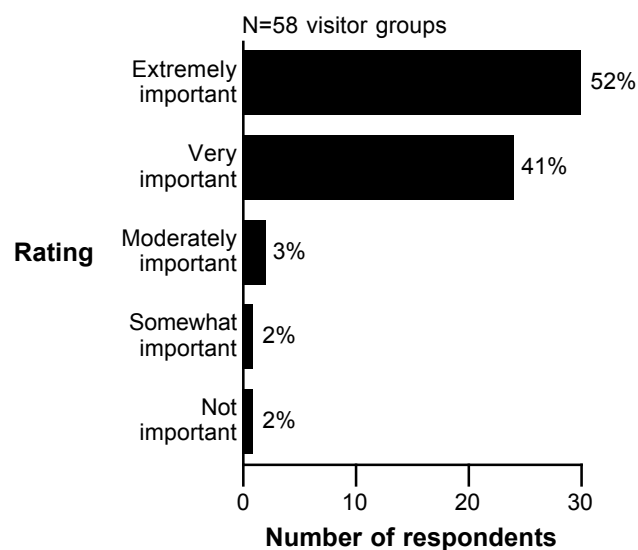


Figure 64: Importance of assistance from park staff

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

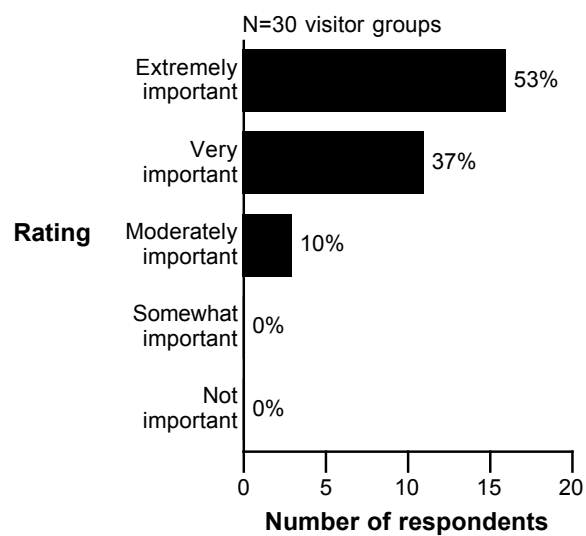


Figure 65: Importance of other ranger talks/programs

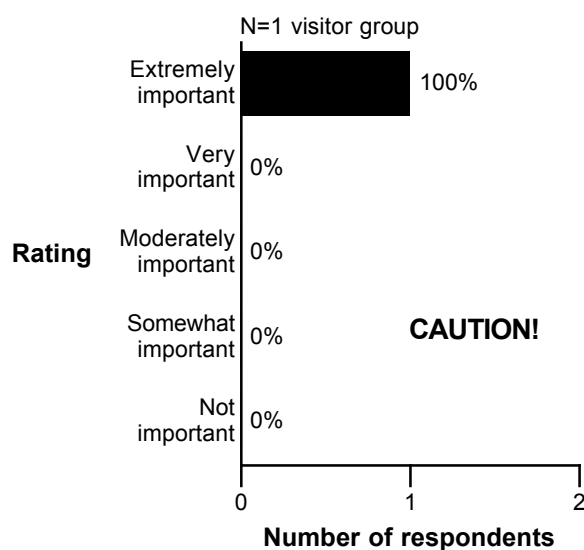


Figure 66: Importance of living history (costumed) programs

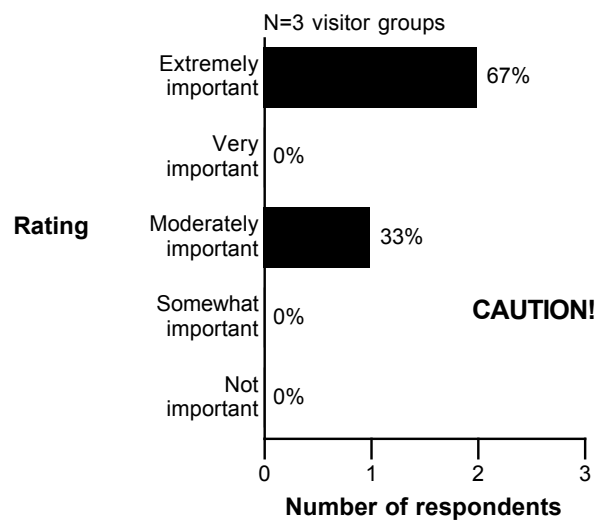


Figure 67: Importance of Junior Ranger program

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Quality of visitor services and facilities

Question 11c

For those services and facilities that you and your group used, please rate their quality from 1 to 5

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Results

- Figure 68 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by enough visitor groups ($N \geq 30$).
- The services/facilities that received the highest combined proportions of “very good” and “good” ratings included
Assistance from park staff (97%)
Ranger talks/programs at Fort Sumter (94%).
- Figures 69 to 83 show the quality rating for each visitor service/facility.
- Bookstore at Fort Sumter (2%) was the service/facility that received the highest “very poor” rating.

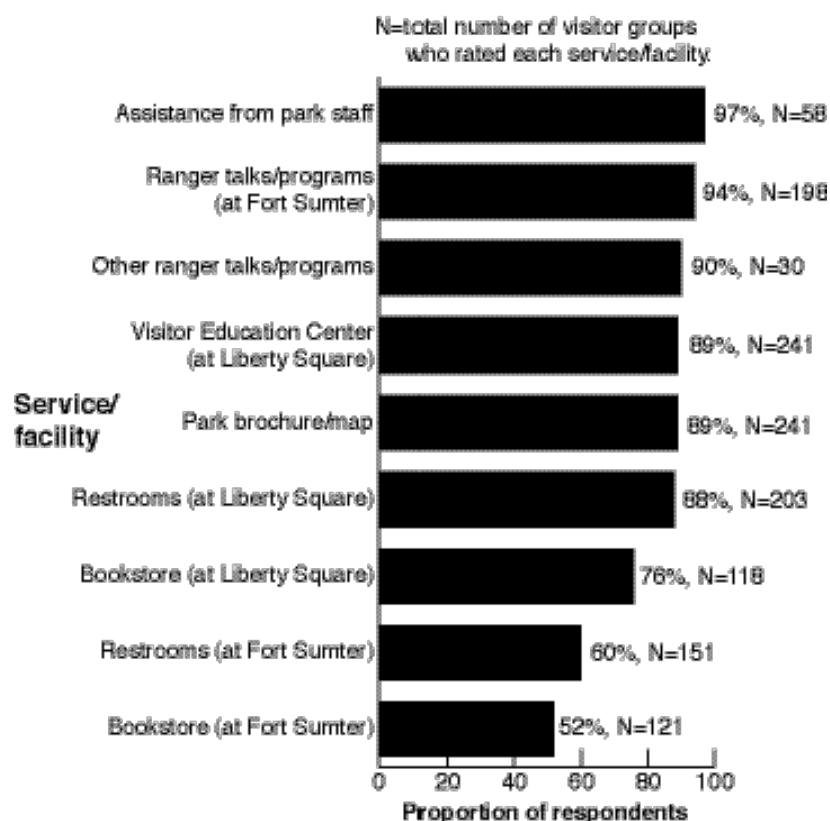


Figure 68: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

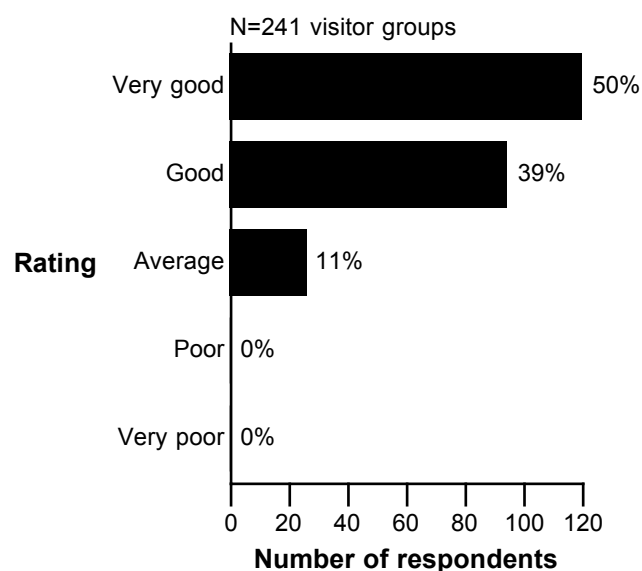


Figure 69: Quality of park brochure/map

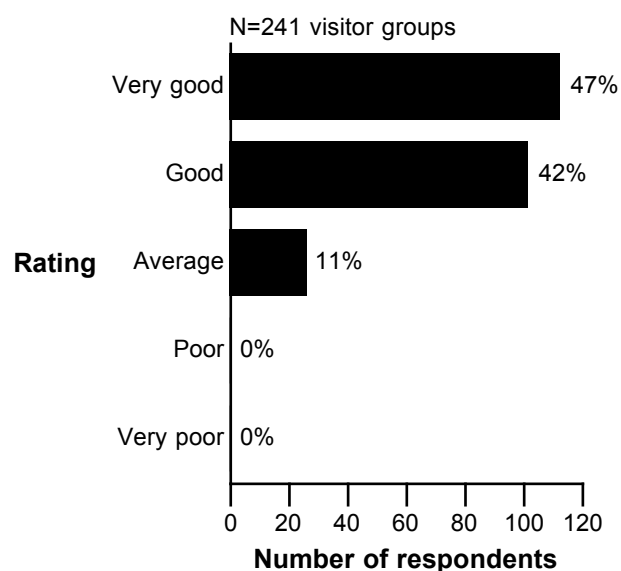


Figure 70: Quality of Visitor Education Center at Liberty Square

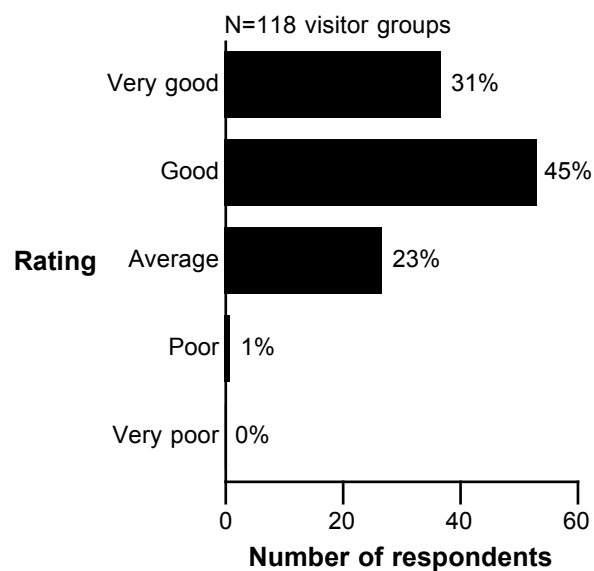


Figure 71: Quality of bookstore at Liberty Square

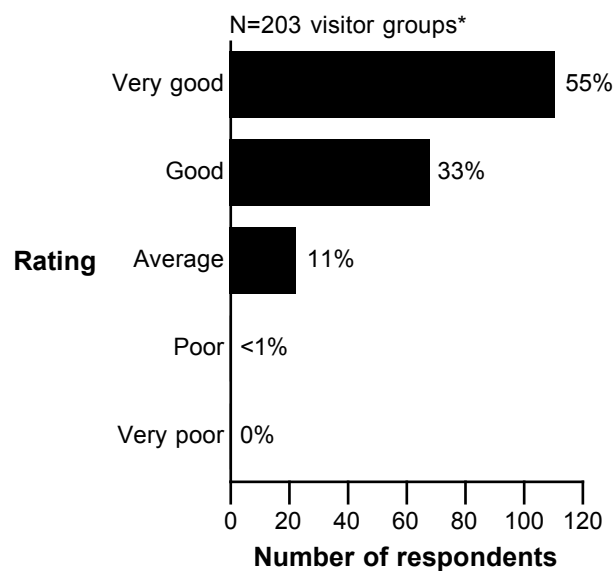


Figure 72: Quality of restrooms at Liberty Square

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

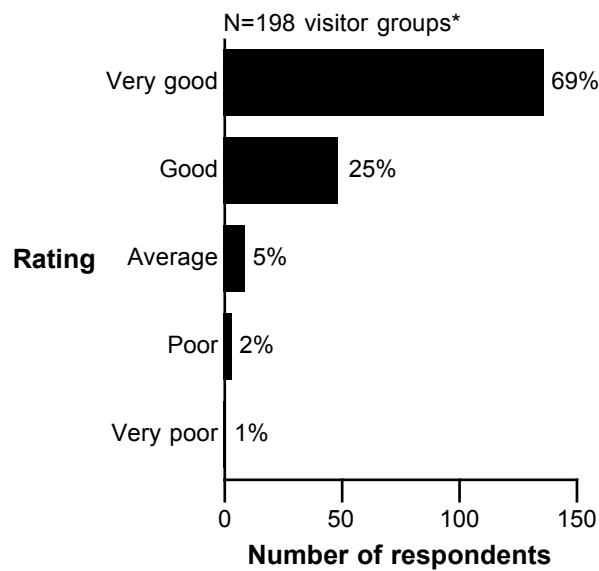


Figure 73: Quality of ranger talks/programs at Fort Sumter

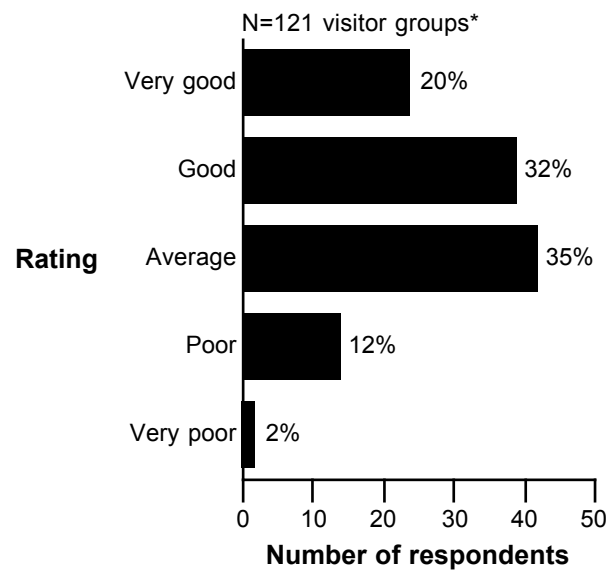


Figure 74: Quality of bookstore at Fort Sumter

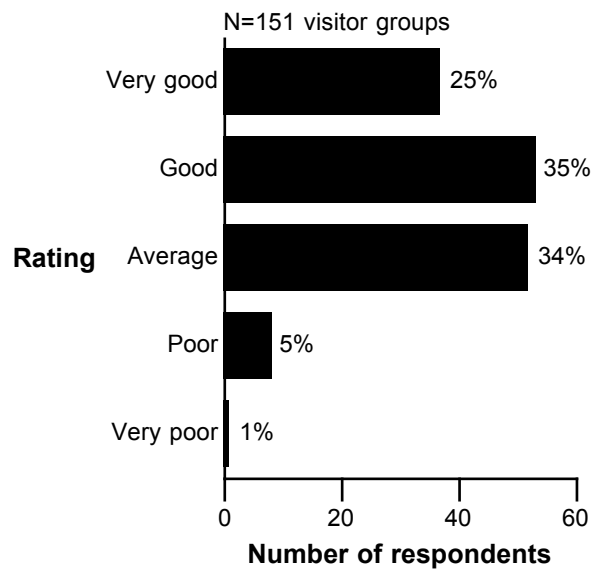


Figure 75: Quality of restrooms at Fort Sumter

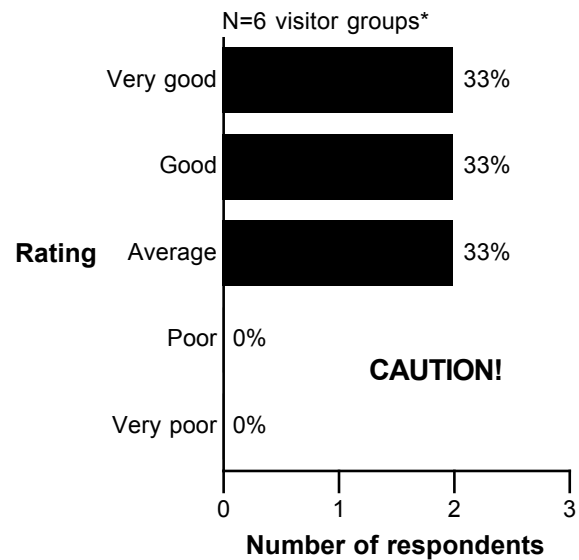


Figure 76: Quality of bookstore at Fort Moultrie

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

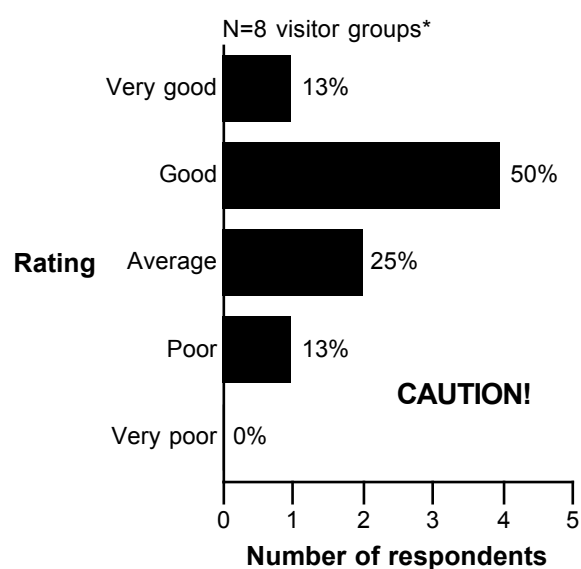


Figure 77: Quality of restrooms at Fort Moultrie



Figure 78: Quality of picnic area at Fort Moultrie

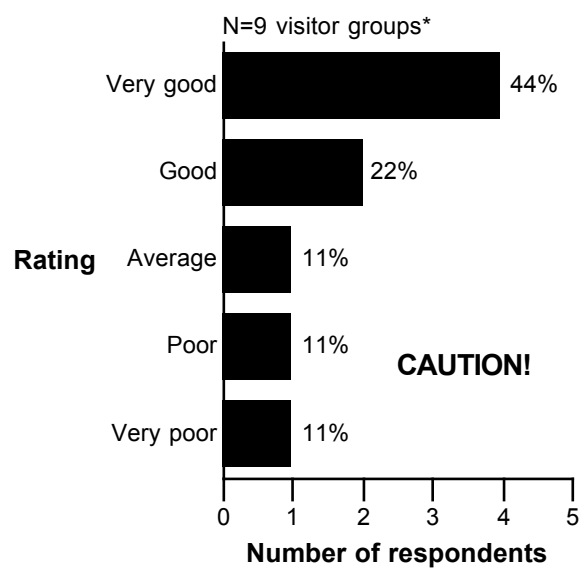


Figure 79: Quality of access for disabled persons

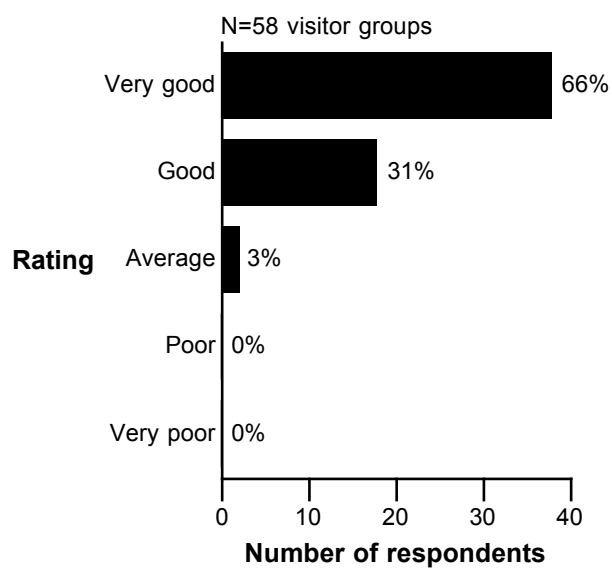


Figure 80: Quality of assistance from park staff

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

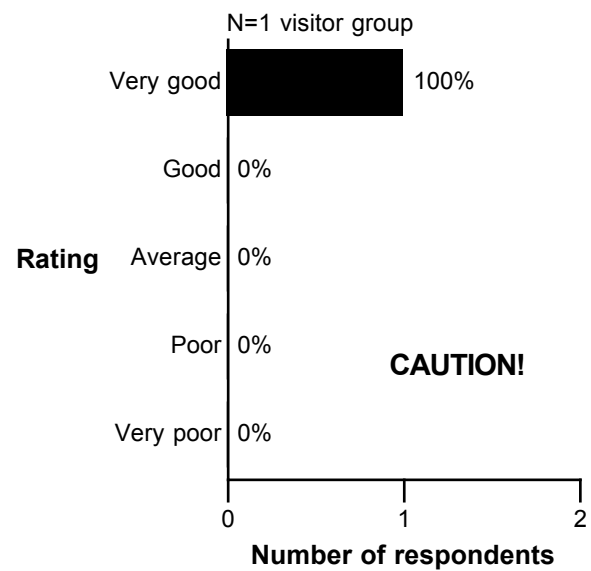
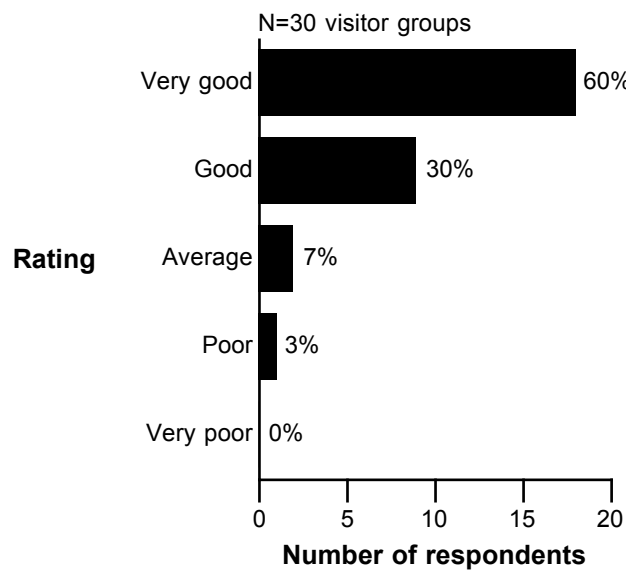


Figure 81: Quality of other ranger talks/programs

Figure 82: Quality of living history (costumed) programs

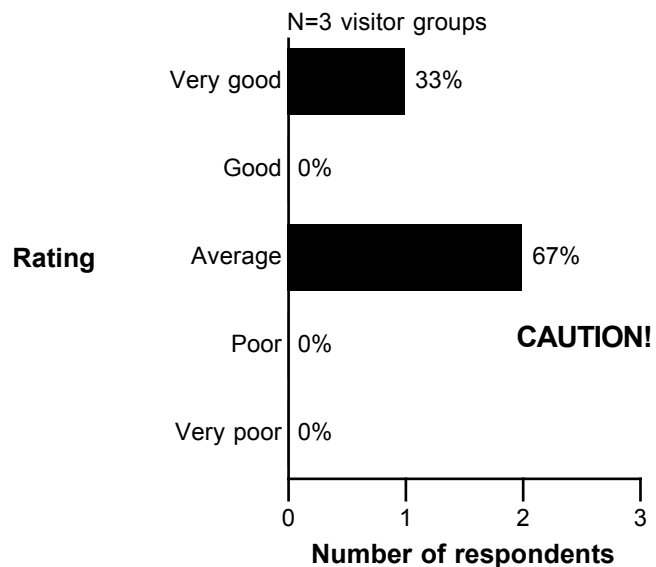


Figure 83: Quality of Junior Ranger program

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Means of importance and quality scores

Results

- Figures 84 and 85 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by enough visitor groups ($N \geq 30$).
- All services and facilities were rated above average.

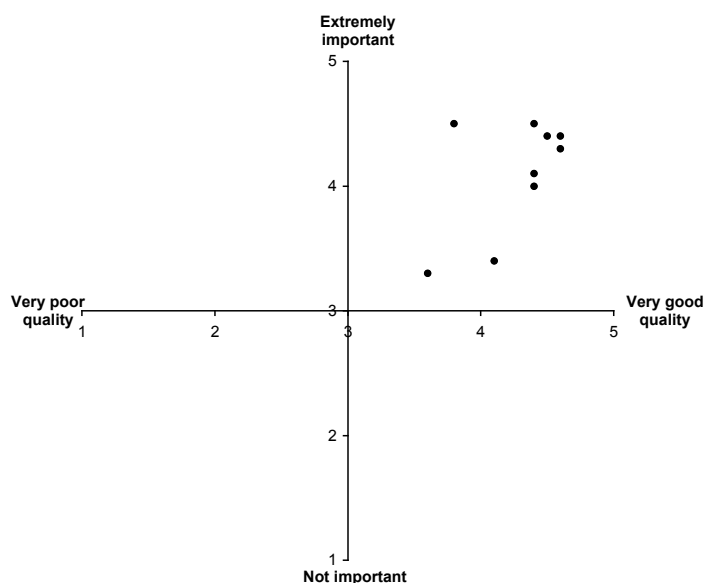


Figure 84: Mean scores of importance and quality ratings for visitor services and facilities

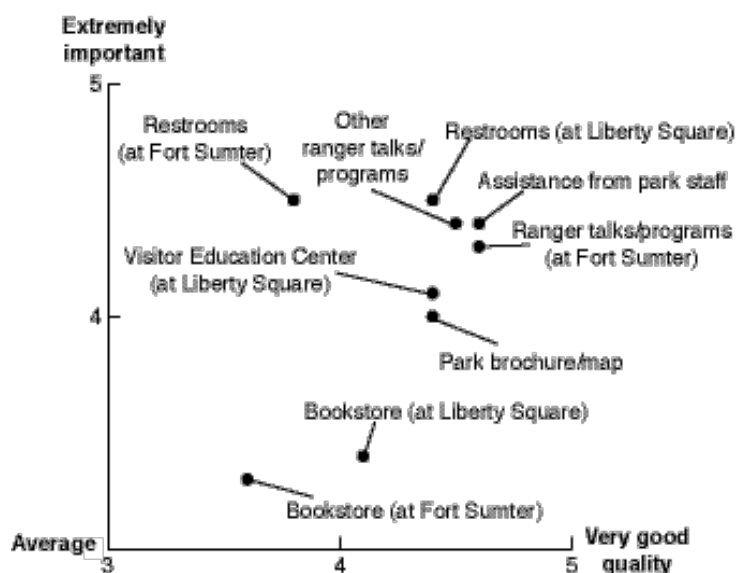


Figure 85: Detail of Figure 84

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Boat tour services and facilities used

Question 17a

Please check the visitor services and facilities that you or your group used during the boat tour to Fort Sumter.

Results

As shown in Figure 86

- The most used services and facilities included:
 Snack bar sales items (53%)
 Automated tour narration (53%).
- The least used service/facility was:
 Access for disabled persons on boat (2%).

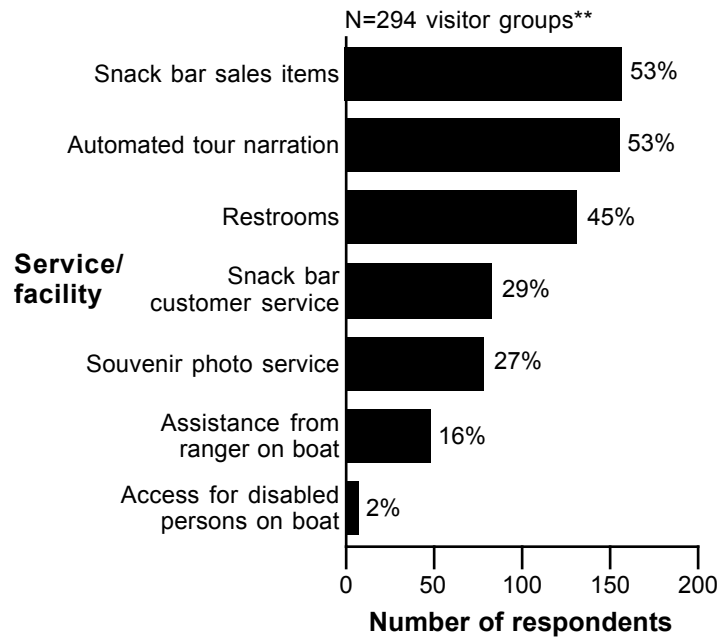


Figure 86: Boat tour services and facilities used

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Importance ratings of boat tour services/facilities

Question 17b

For only those services and facilities that you or your group used, please rate their importance from 1-5

1=Not important

2=Somewhat important

3=Moderately important

4=Very important

5=Extremely important

Results

- Figure 87 shows the combined proportions of “extremely important” and “very important” ratings for all services and facilities that were rated by enough visitor groups (N≥30).
- Restrooms (93%) were the facilities that received the highest combined proportions of “extremely important” and “very important” ratings.
- Figures 88 to 94 show the importance ratings of each service/facility.
- Souvenir photo service (25%) was the service that received the highest “not important” rating.

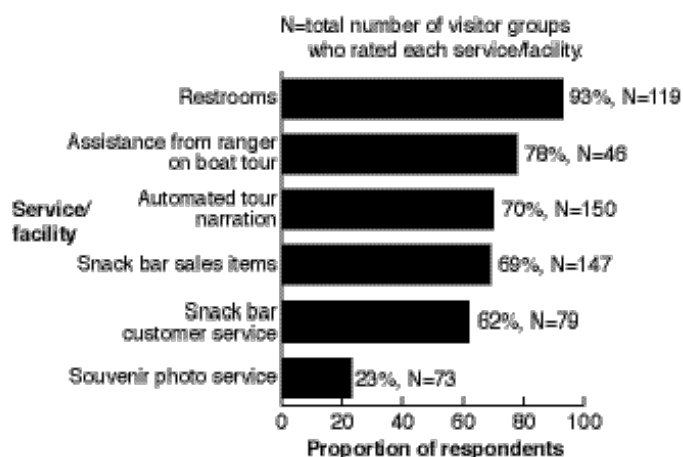


Figure 87: Combined proportions of “extremely important” and “very important” ratings for boat tour services and facilities

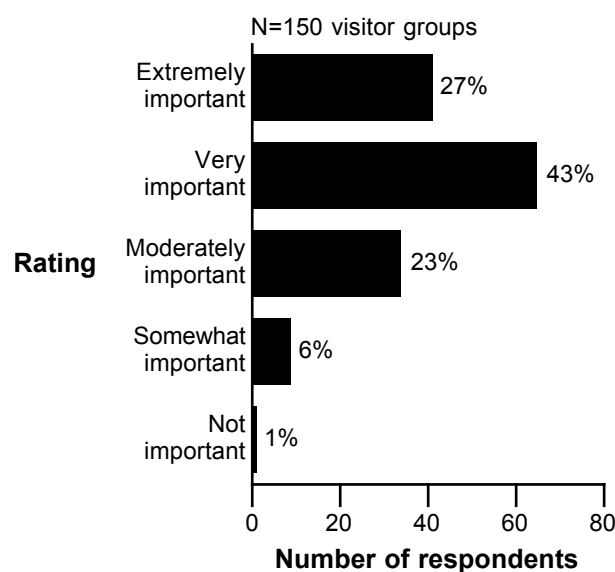


Figure 88: Importance of automated tour narration

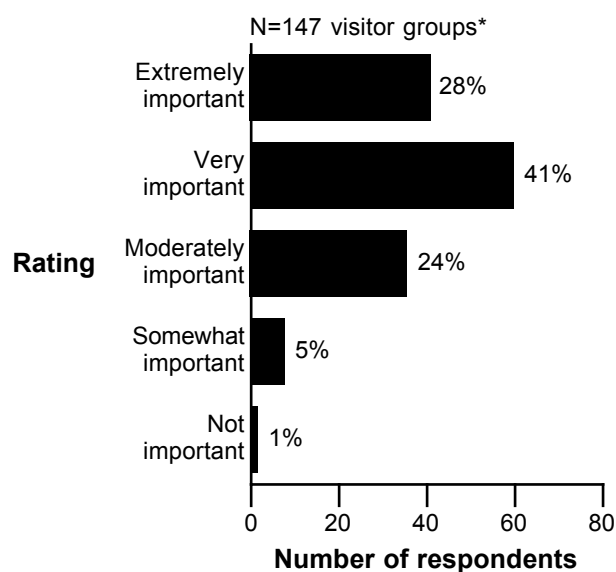


Figure 89: Importance of snack bar sales items

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

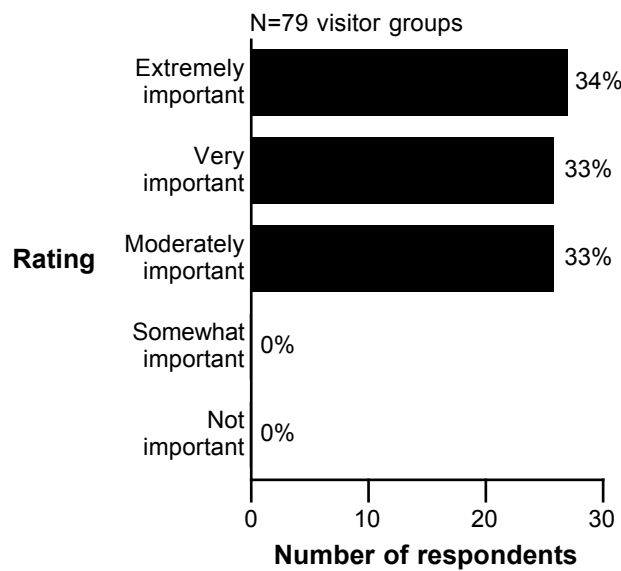


Figure 90: Importance of snack bar customer service

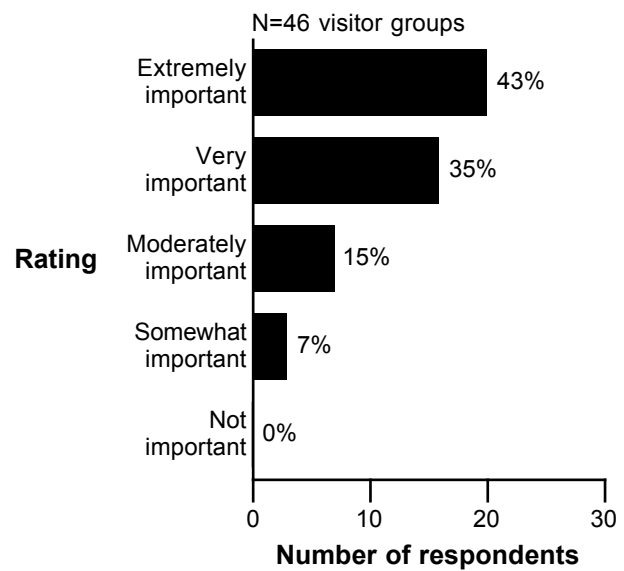


Figure 91: Importance of assistance from ranger on boat tour

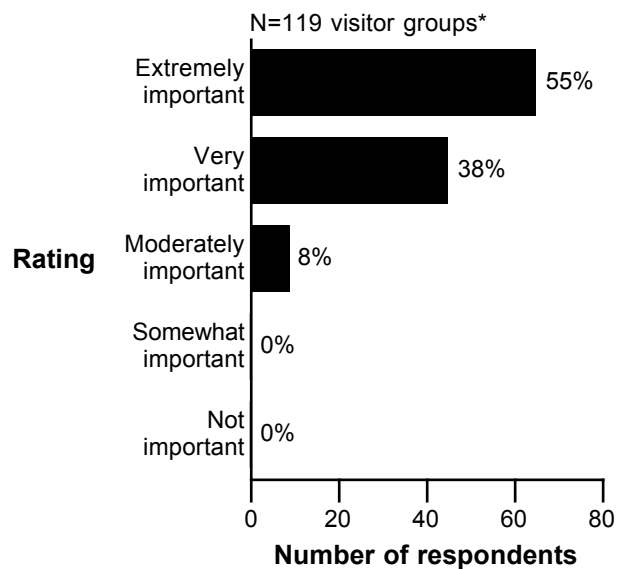


Figure 92: Importance of restrooms

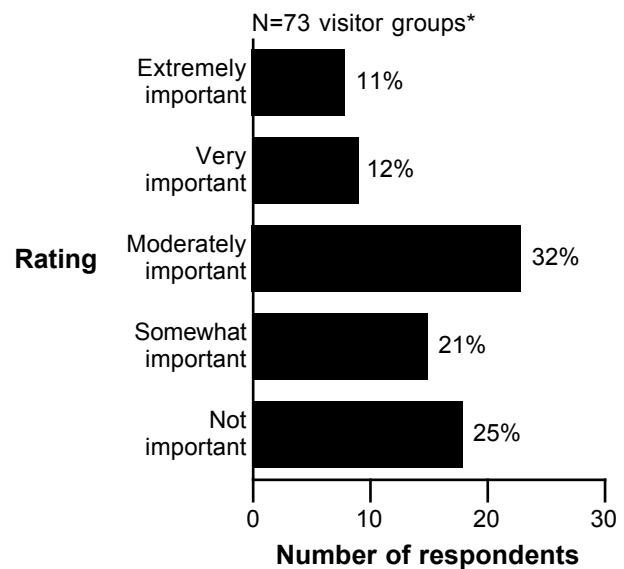


Figure 93: Importance of souvenir photo service

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

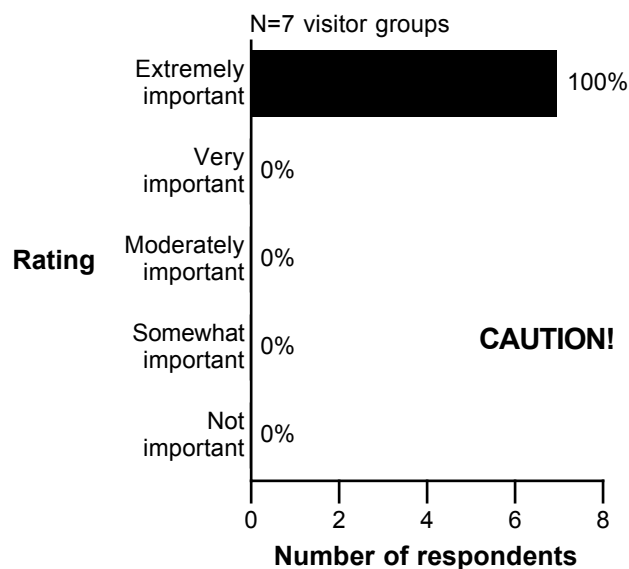


Figure 94: Importance of access for disabled persons on boat

Quality ratings of boat tour services/facilities

Question 17c

For those services and facilities that you or your group used (on the boat tour), please rate their quality from 1-5.

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

Results

- Figure 95 shows the combined proportions of “very good” and “good” quality ratings for services/facilities that were rated by enough visitor groups (N≥30).
- Assistance from ranger on boat tour (95%) was the service that received the highest combined proportions of “very good” and “good” ratings.
- Figures 96 to 102 show the quality ratings for each boat tour service/facility.
- Souvenir photo service (6%) was the service that received the highest “very poor” rating.

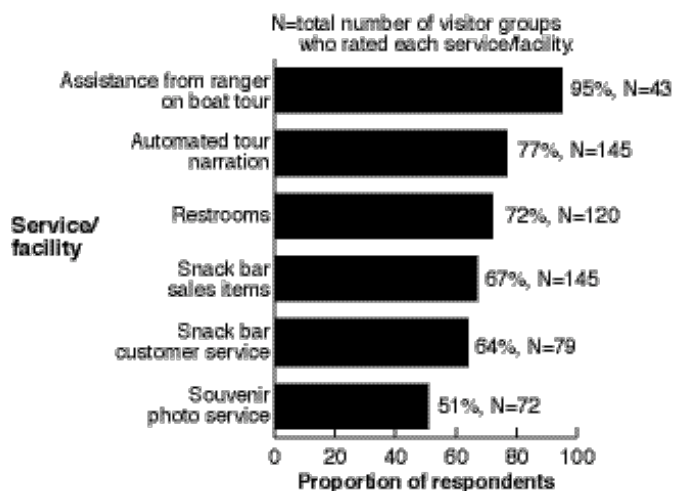


Figure 95: Combined proportions of “very good” and “good” quality ratings for boat tour services and facilities

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

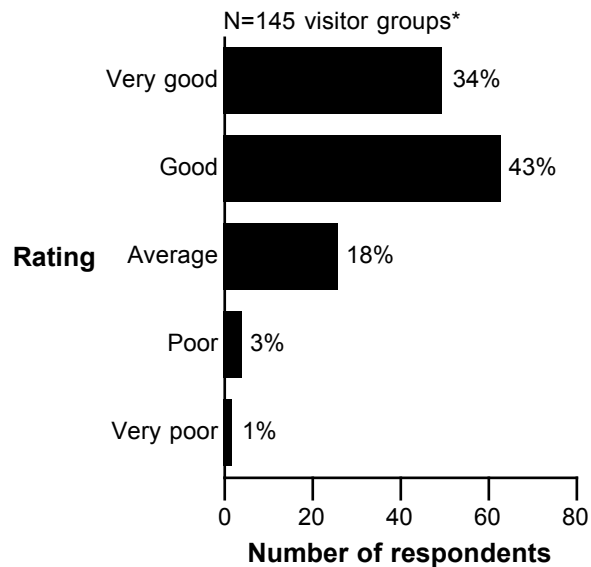


Figure 96: Quality of automated tour narration

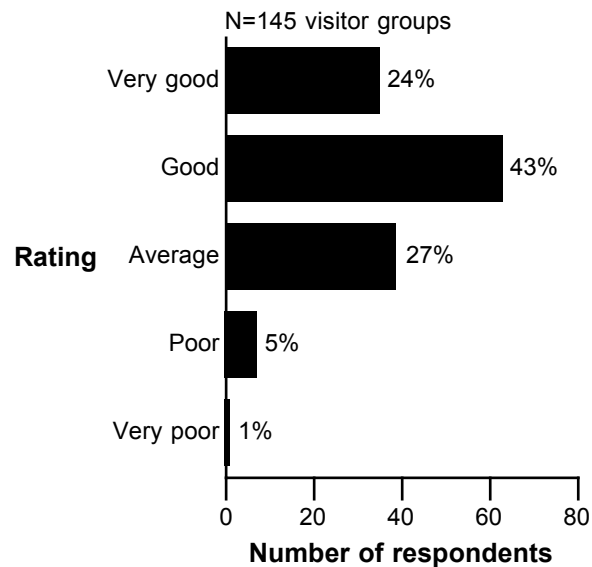


Figure 97: Quality of snack bar sales items

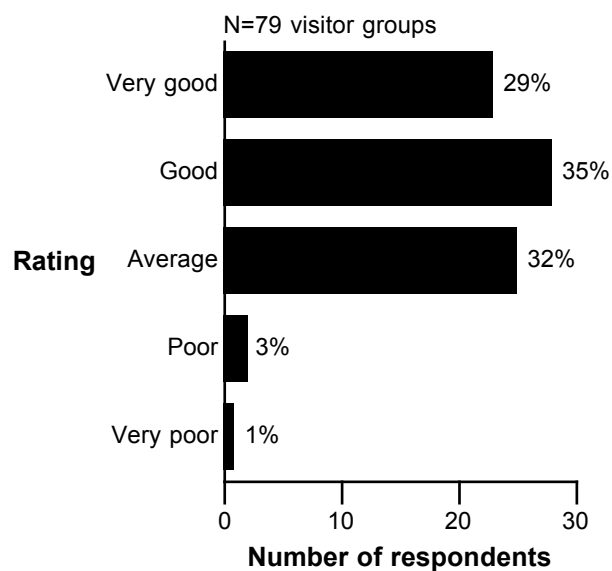


Figure 98: Quality of snack bar customer service

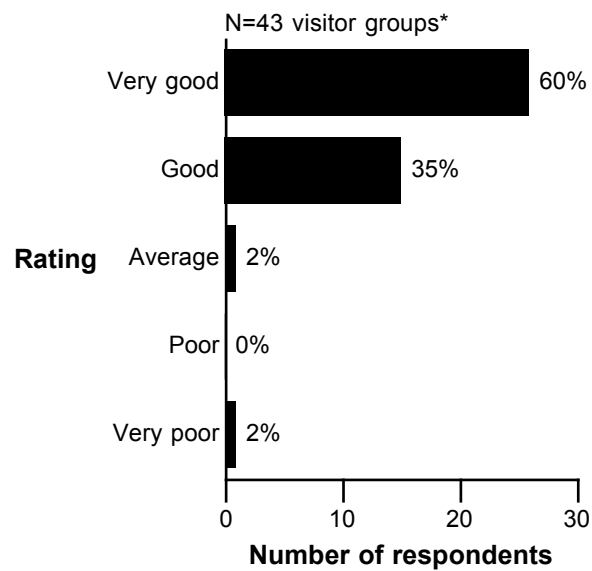


Figure 99: Quality of assistance from ranger on boat tour

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

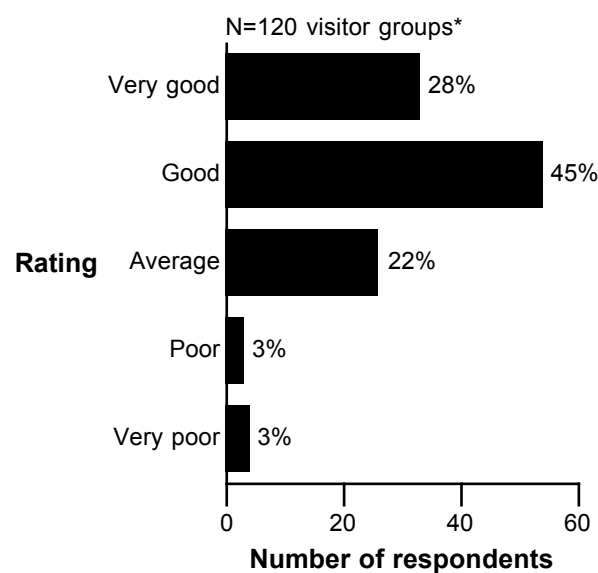


Figure 100: Quality of restrooms

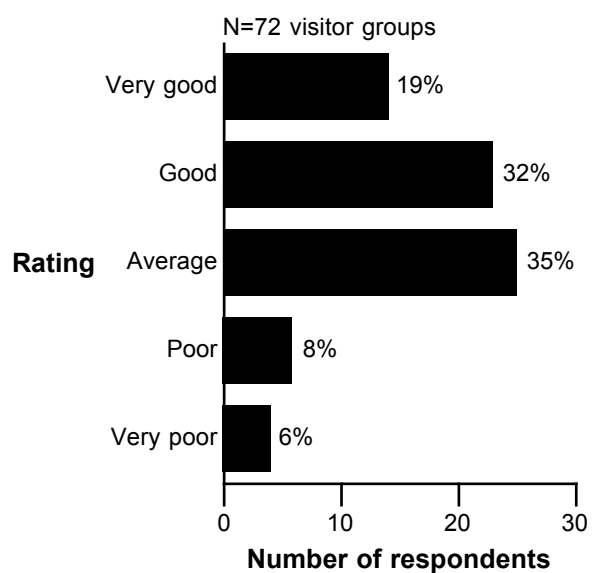


Figure 101: Quality of souvenir photo service

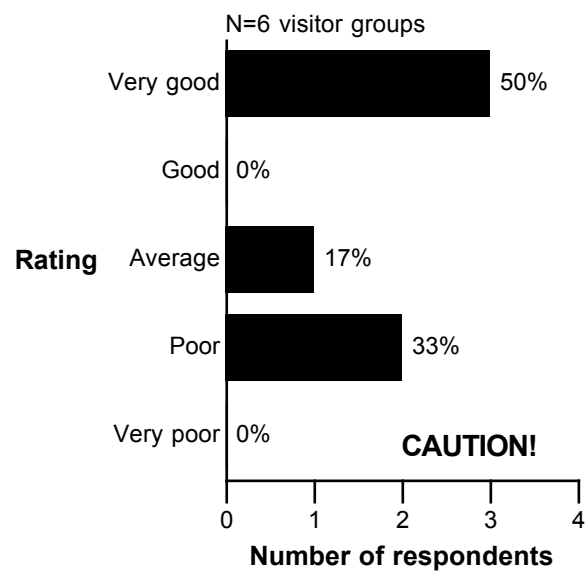


Figure 102: Quality of access for disabled persons on boat

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Means of importance and quality scores

Results

- Figures 103 and 104 show the mean scores of importance and quality ratings for all boat tour services and facilities that were rated by enough visitor groups ($N \geq 30$)
- Most services and facilities were rated above average in importance and quality.
- Souvenir photo service (mean=2.6) was the only service that was rated below average in importance.

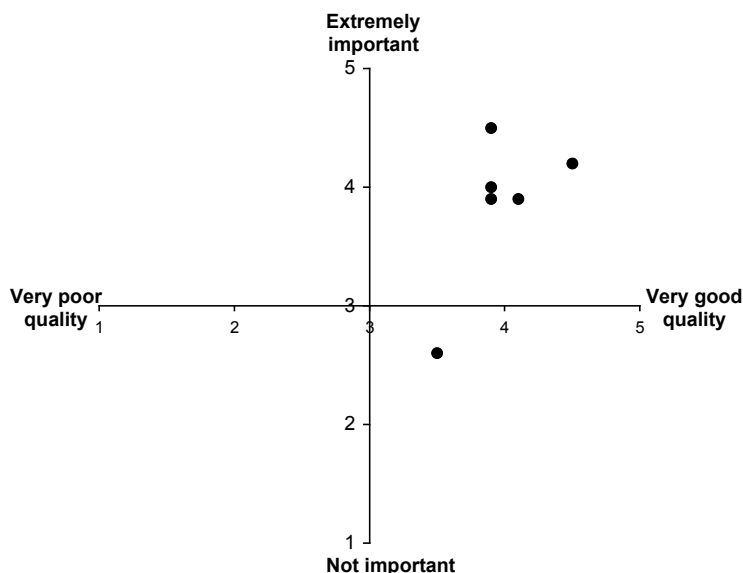


Figure 103: Mean scores of importance and quality ratings for boat tour services and facilities

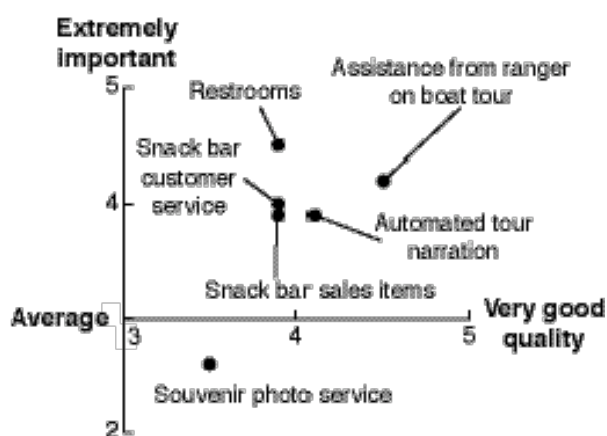


Figure 104: Detail of Figure 103

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitor comments about boat tour services

Question 17d

Do you and your group have any comments about the above (boat tour) services?

Results

- 23% of visitor groups (N=69) provided comments about the boat tour services.
- Summary of visitor comments about boat tour services are shown in Table 8.

Table 8: Visitor comments about boat tour services

N=83 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Things seem fine, no comment	12
Annoying photo service	8
Need more attendants on boat	6
Too expensive picture package, should allow people to buy just one print	6
People should be given a choice not to take photograph	5
Boat too hot	5
Need to sell more ice water on boat	4
Difficult to hear narration	4
Boat crew was not helpful	4
Too crowded	3
Very informative rangers	3
Photo vendors were rude and pushy	3
Price at snack bar was very reasonable	2
Noisy children on boat made it difficult to hear	2
Better access for disabled persons	2
Unclean boat	2
Glad that water was available	2
Automated tour narration was very helpful	2
Other comments	8

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Information Unique to Park

Boat tour used

Question 12.

The following five questions are about the ferry ride to Fort Sumter from Mount Pleasant or downtown Charleston. Please evaluate the transportation, services, and facilities on the boat.

Results

- 91% of visitor groups took the boat tour to Fort Sumter from Mount Pleasant or downtown Charleston (see Figure 105).

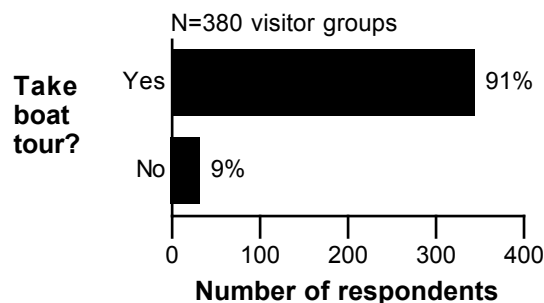


Figure 105: Visitor groups who took the boat tour to Fort Sumter

Length of tour on the island

Question 12a

To visit Fort Sumter, visitors ride a tour boat to the island. Each tour boat spends a limited amount of time at the island fort. Please indicate whether the length of time on the island was

- Too short
- About right
- Too long

Results

- 73% of visitor groups felt the length of time spent on the island by boat tour was “about right,” as shown in Figure 106.
- 25% thought the boat tour was “too short.”

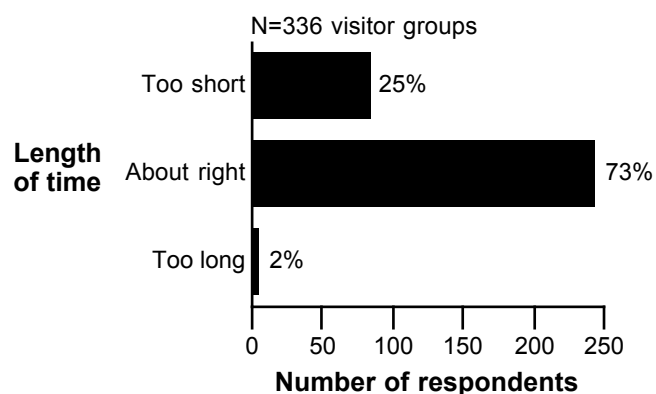


Figure 106: Length of visit on the island by boat tour

Question 12b

If the visit was too short, please list the additional amount of time you and your group would like to spend on the island.

Results

- Of those who felt the visit was “too short,” 70% wanted to have a half hour in additional to current amount of time spending on the island (see Figure 107).

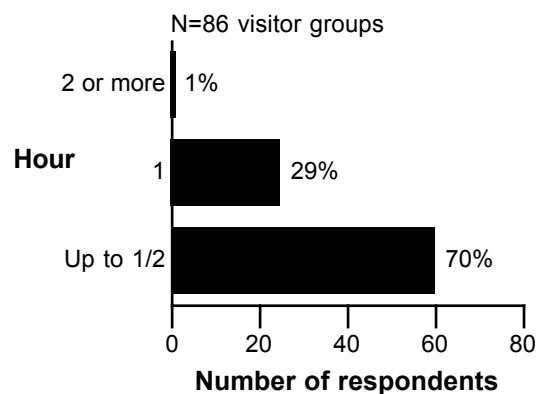


Figure 107: Additional amount of time needed

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Perceptions about crowding

Question 13:

Please rate from 1 to 5 how crowded you and your group felt during the boat trip and tour of Fort Sumter.

1=Extremely crowded

2=Somewhat crowded

3=Neither crowded nor uncrowded

4=Somewhat uncrowded

5=Not at all crowded

Results

Crowding on board boat

- 54% of visitor groups felt “extremely crowded” or “somewhat crowded” on board boat (see Figure 108).
- 7% felt it was “somewhat uncrowded” or “not at all crowded”

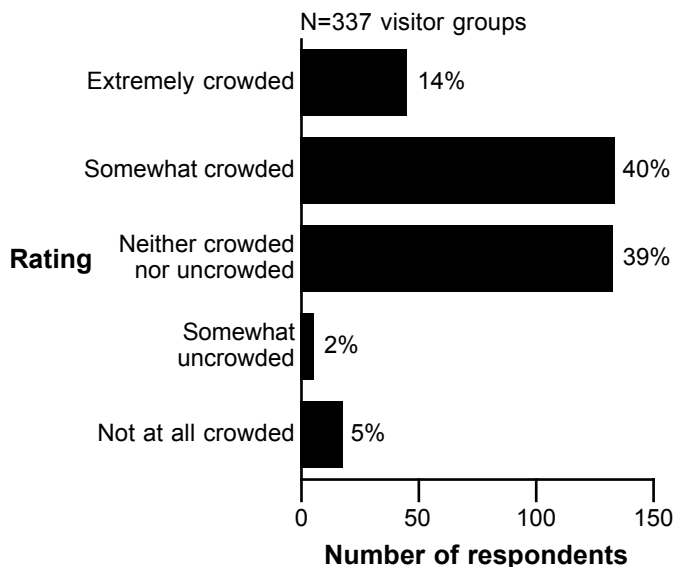


Figure 108: Perceptions of crowding on board boat

Results

Crowding on island fort tour

- 19% of visitor groups felt it was “extremely crowded” or “somewhat crowded” on island fort tour (see Figure 109).
- 20% felt “somewhat uncrowded” or “not at all crowded.”

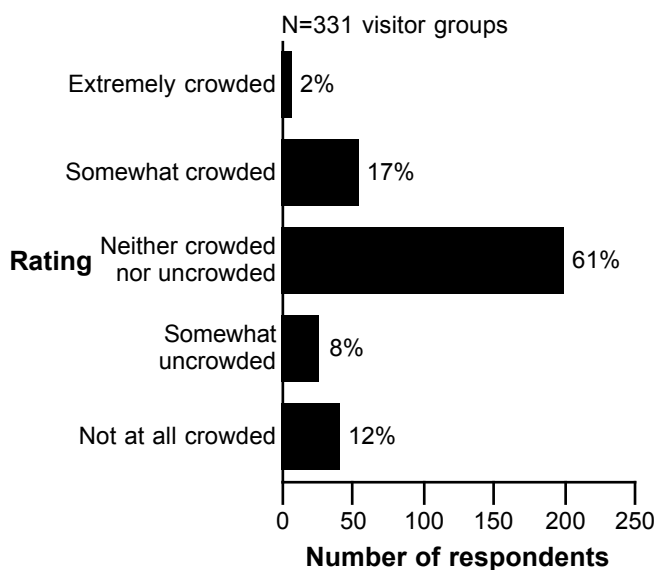


Figure 109: Perceptions of crowding on island fort tour

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Value for fee paid

Question 14:

Please rate the value for the fee paid for the boat tour and island fort tour

Results

Boat tour

- 48% of visitor groups rated the value of the fee paid for the boat tour as “very good” or “good,” as shown in Figure 110.
- 3% rated the value of the fee paid as “very poor” or “poor.”

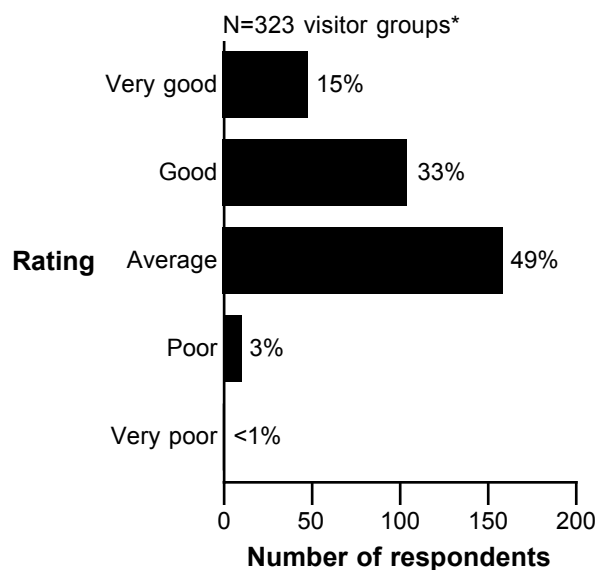


Figure 110: Value rating of fee paid for the boat tour

Results

Island fort tour

- 54% of visitor groups rated the value of the fee paid for the island fort tour as “very good” or “good,” as shown in Figure 111.
- 5% of groups rated the value of the fee paid as “very poor” or “poor.”

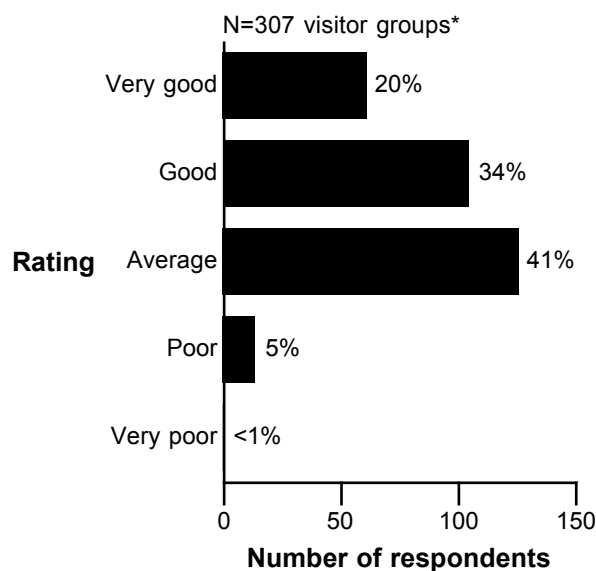


Figure 111: Value rating of fee paid for the island fort tour

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Boat tour fee

Question 15:

The Fort Sumter National Monument concessionaire currently charges a fee (\$12/senior, \$13/adult, and \$7/child aged 6 to 11) for the boat tour. In your opinion, how appropriate are the amounts of these fees?

Results

Senior fee

- 69% of visitor groups felt the fee amount for seniors was “about right,” as shown in Figure 112.
- 30% felt it was “too high.”

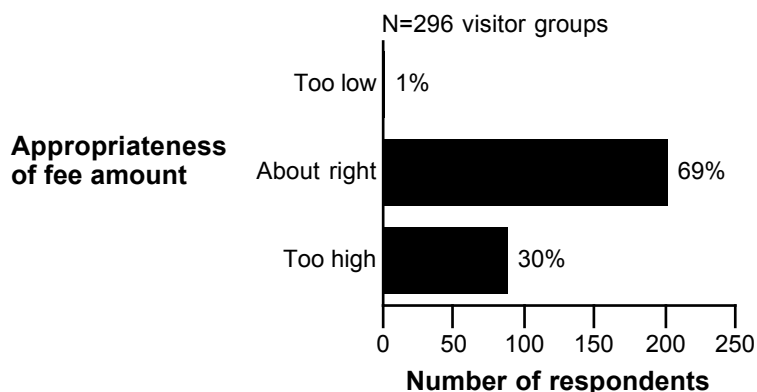


Figure 112: Appropriateness of fee amount for seniors

Results

Adult fee

- 83% of visitor groups rated the fee amount for adults as “about right,” as shown in Figure 113.
- 16% thought it was “too high.”

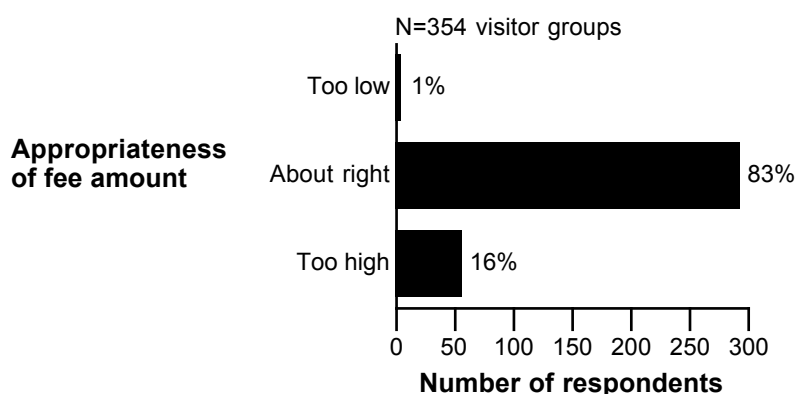


Figure 113: Appropriateness of fee amount for adults

Results

Child fee

- 76% of visitor groups felt the fee amount for children was “about right,” as shown in Figure 114.
- 23% thought the fee amount was “too high.”

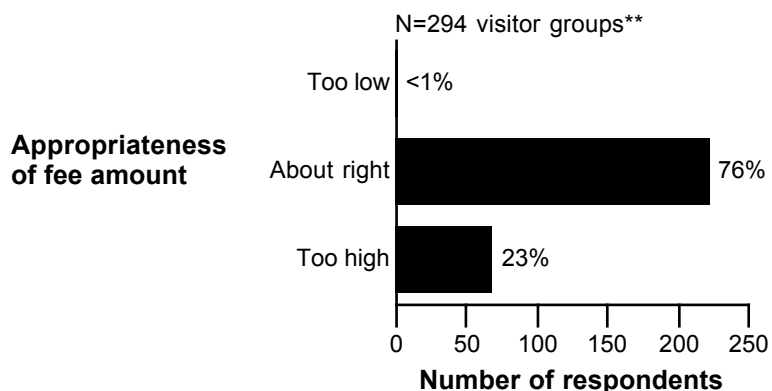


Figure 114: Appropriateness of fee amount for children

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Opinions about combination ticket

Question 16a

Did you or your group purchase a combination ticket for boat tour and additional activities?

Results

- 28% of visitor groups bought combination tickets for the boat tour and additional activities (see Figure 115).

Purchase a combined ticket?

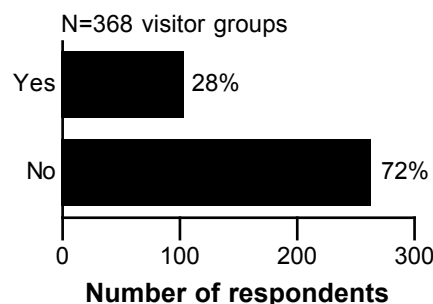


Figure 115: Visitor groups who bought a combination ticket

Question 16b

If Yes, please check all of the activities that were included on the ticket.

Results

- 85% of visitor groups bought combination tickets that included visiting the South Carolina Aquarium (see Figure 116).

Activity

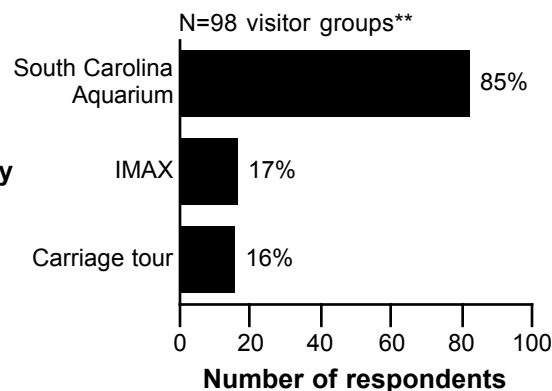


Figure 116: Activities included on the ticket

Question 16c

Did you purchase a combination ticket from any of the following places?

Results

- 70% of visitor groups bought the combination ticket from Fort Sumter Tours (see Figure 117).

Place

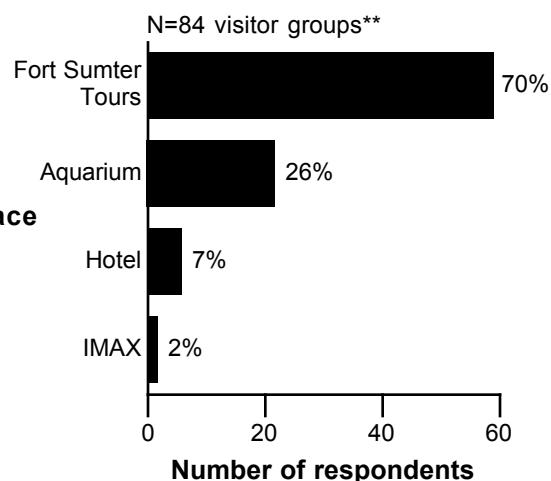


Figure 117: Places where tickets were purchased

* total percentages do not equal 100 due to rounding

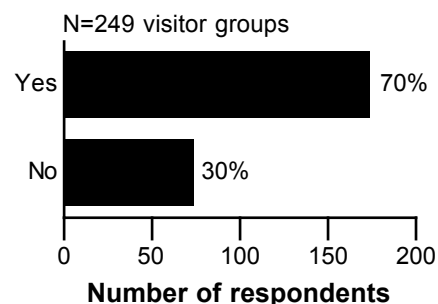
** total percentages do not equal 100 because visitor can select more than one answer

Opinions about combination ticket (continued)

Question 16d

Was it clear that a voucher needed to be redeemed for the ferry portion of the combination tickets purchased from locations other than Fort Sumter Tours?

Procedure to redeem voucher clear?



Results

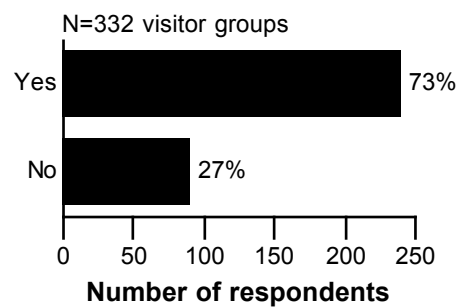
- 70% of visitor groups reported that they were clear about redeeming a voucher for the ferry portion of the combination ticket purchased from locations other than Fort Sumter Tours (see Figure 118).

Figure 118: Was it clear that a voucher needed to be redeemed for the ferry portion?

Question 16e

In the future, would you and your group like to see coupons on the back of tickets for other attractions?

Coupons on tickets?



Results

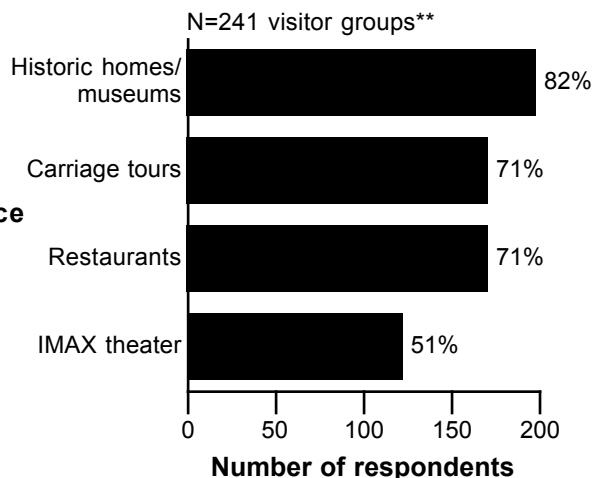
- 73% of visitor groups would like to see coupons for other attractions on the back of tickets (see Figure 119).

Figure 119: Visitor groups who like to see coupons on the back of tickets for other attractions

Question 16f

If Yes, which of the following would you and your group like coupons for?

Place



Results

- 82% of visitor groups would like to have coupons for historic homes/museums (see Figure 120).

Figure 120: Preferred places to have coupons

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Information About Future Preferences

Preferred learning methods

Question 24

On a future visit, how would you and your group prefer to learn about Fort Sumter National Monument?

Results

- 91% of visitor groups were interested in learning about Fort Sumter National Monument on a future visit (see Figure 121).
- As shown in Figure 122, the most preferred learning methods were:
Printed materials (62%)
Visitor Education Center exhibits (57%)
Ranger-led tours (53%).

**Interested
in learning?**

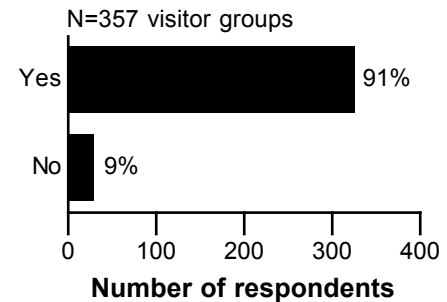


Figure 121: Visitor groups who were interested in learning about Fort Sumter National Monument on a future visit

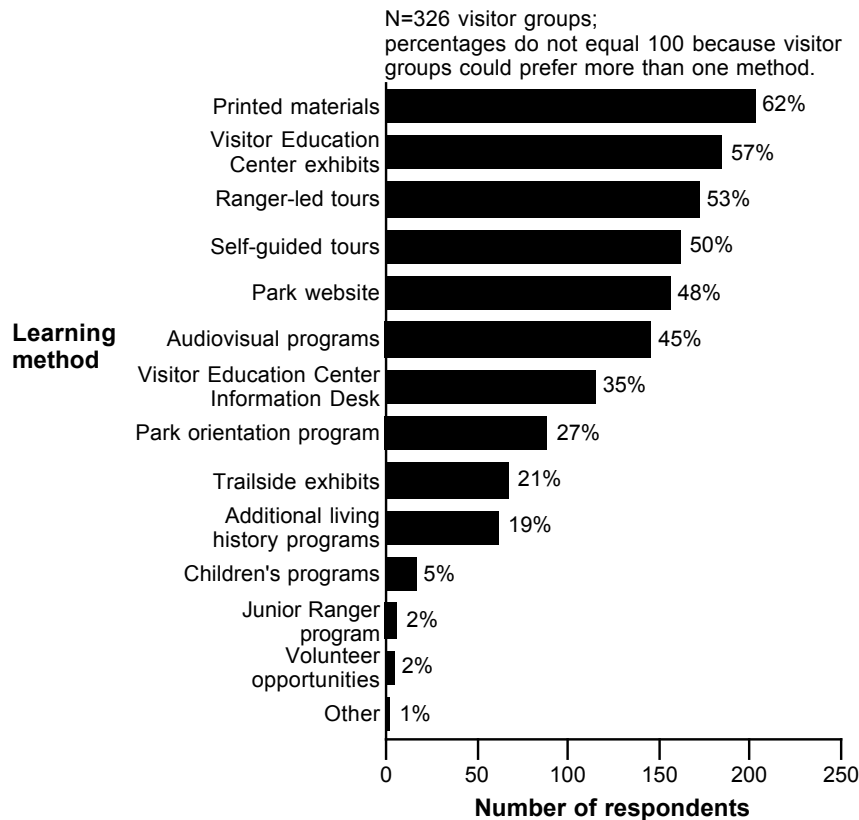


Figure 122: Preferred learning methods

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Overall Quality**Question 28**

Overall, how would you and your group rate the quality of facilities, services and recreational opportunities at Fort Sumter National Monument during this visit?

Results

- 90% of visitor groups rated the overall quality as “very good” or “good,” as shown in Figure 123.
- Less than 1% of visitor groups rated the overall quality as “very poor” or “poor.”

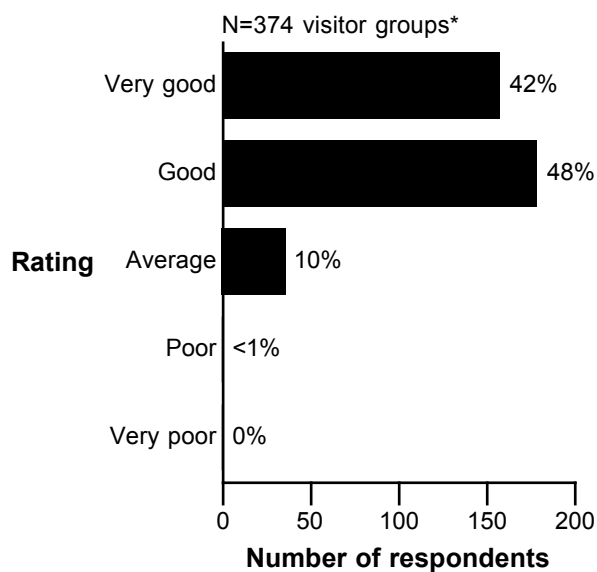


Figure 123: Overall quality

* total percentages do not equal 100 due to rounding

** total percentages do not equal 100 because visitor can select more than one answer

Visitor Comments

What visitors liked most

Question 25a

What did you and your group like most about your visit to Fort Sumter National Monument?

Results

- 87% of visitor groups (N=329) provided comments about what they liked most about this visit to Fort Sumter National Monument.
- Table 9 lists the comments, a complete copy of hand-written comments is provided in separate appendix.

Table 9: What visitors liked most

N=407 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful and friendly staff	7
INTERPRETIVE SERVICES	
Ranger talks/programs	79
Exhibits	18
Availability of information	18
Self guided tour of fort	13
Educational experience	13
Museum	11
Availability of artifacts	4
Other comments	3
FACILITIES/MANTENANCE	
The fort	14
Seeing the site well kept	12
Visitor center	5
Air conditioned facilities	2
Other comment	1
POLICIES/MANAGEMENT	
Comment	1
GENERAL COMMENTS	
Learning historical significance of the place	101
Fun boat ride	39
Being there in person	32
Everything	9
Cannons	7
View/scenery	5
Location	3
Other comments	10

What visitors liked least

Question 25b

What did you and your group like least about your visit to Fort Sumter National Monument?

Results

- 70% of visitor groups (N=266) wrote comments of what they liked least about this visit to Fort Sumter National Monument.
- Table 10 shows summary of comments. A complete copy of written comments is provided in separate appendix.

Table 10: What visitors liked least
N=294 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Repeated auto narration on boat	3
Ranger tour repeated narration on boat	3
No interactive activity	2
Other comments	7
FACILITIES/MANTENANCE	
No restoration of the original fort	4
Not enough water fountains	2
Boat is not handicap accessible	2
Broken bathroom doors	2
Other comments	4
POLICIES/MANAGEMENT	
Too expensive	7
Too crowded at the fort	5
CONCESSION SERVICES	
Too crowded on boat	23
Boat too hot	22
Slow boarding process	10
Small bookstore with limited items	8
Not enough seats on boat	7
Slow boat ride	4
No vending machine/snack bar on the island	4
Not enough boats per day to go to the island	3
Annoying photo service	2
Other comments	2

**Table 10: What visitors liked least
(continued)**

Comment	Number of times mentioned
GENERAL COMMENTS	
Hot and humid weather	92
Not enough time to tour island	40
Nothing to dislike	23
Noisy visitors	6
Uncomfortable boat ride	2
Other comments	4

Planning for the future

Question 26

If you were a park manager planning for the future of Fort Sumter National Monument, what would you propose?

Results

- 53% of visitor groups (N=201) provided comments.
- Table 11 shows summary of comments. Complete copy of visitor comments is provided in separate appendix.

Table 11: Planning for the future
N=256 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Roving rangers to answer questions	4
Comment	1
INTERPRETIVE SERVICES	
Smaller ranger-led tour group	19
Living history program	18
Add interactive exhibits/displays	10
Show a movie/video about history of area	8
More ranger-led talks	8
Longer ranger-led tours	7
Ranger-led tour for special interest groups	7
Provide audio-tape for self-guided tour	6
Provide more detailed self-guided tour brochure/map	5
Have a cannon program	4
Optional ranger-led tour and self-guided tour	2
Different ranger led tour for different age groups	2
Have ranger-led tour of other forts	2
Post all information on website	2
Other comments	9
FACILITIES/MANTENANCE	
Use fan or sprinkle to reduce heat at outdoor exhibits	4
Provide a microphone for rangers	4
Better access for disabled persons	3
Provide a shaded waiting area	3
More air conditioning facilities on the island	3
Add a theater to show video/movie	2
Other comments	6
POLICIES/MANAGEMENT	
Allow longer time to tour the island	19
Reduce fees	4
Do not commercialize the park	2
Other comments	2

**Table 11: Planning for the future
(continued)**

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Restore the fort and living quarters	9
Keep the Civil War look, remove later structures on island	6
Other comment	1
CONCESSION SERVICES	
Add snack bar/vending machine on island	9
More boats per day	8
Larger gift shops	8
Add fans/air conditioners on boat	7
Fewer people on boat	5
More comfortable chairs on boat	3
Faster boat	2
Raise boat fee to have better boat	2
Faster procedure to load/unload boat	2
Remove annoying photo service	2
Other comments	2
GENERAL COMMENTS	
Good as is, no comment for improvement	20
Other comments	4

Additional comments

Question 27

Is there anything else you and your group would like to tell us about your visit to Fort Sumter National Monument?

Results

- 32% of visitor groups (N=121) provided additional comments about their visit to Fort Sumter National Monument.
- Table 12 shows summary of the comments. Complete visitor comments are provided in separate appendix.

Table 12: Additional comments
N=148 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Interpretive rangers informative and fun	13
Very helpful and courteous staff	3
Comment	1
INTERPRETIVE SERVICES	
Interesting and informational exhibits	5
Very informative	4
Very educational	3
Need information about public transportations in Charleston	2
Other comments	4
FACILITIES/MANTENANCE	
Well kept	4
Provided shaded boat waiting area	2
Better directional signs to park	2
Other comments	4
POLICIES/MANAGEMENT	
Allow longer time to tour the island	6
Other comments	2
CONCESSION SERVICES	
Faster boarding procedure	2
Other comments	5
GENERAL COMMENTS	
Very enjoyable	22
Had a great time	10
Thank you for all the good work	10
Will visit again	9
Very interesting experience	8
Learned a lot	5
Other comments	12

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. 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 programs/service/facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

- Sources of information prior to visit
- Source of information prefer to use on a future visit
- Helpfulness of park website
- NPS sites visited
- Length of visit at each NPS site
- Primary reason for visiting the park
- Primary reason for visiting the Charleston area
- Additional reasons for visiting the Charleston area
- Sites visited in Charleston area
- Adequacy of directional signs
- Way finding
- Parking issue
- Forms of transportation
- Number of vehicles used
- Activities
- Exhibits used
- Exhibit level of interest
- Exhibit level of helpfulness
- Visitor services and facilities used
- Importance of visitor services and facilities
- Quality of visitor services and facilities
- Boat tour used
- Length of boat tour
- Additional time preferred
- Perceptions of crowding
- Value for fee paid for tours
- Appropriateness of fee for the boat tour
- Combination ticket options
- Boat tour services and facilities used
- Importance of boat tour services and facilities
- Quality of boat tour services and facilities
- Visitors with organized groups
- Group type
- Group size
- Visitors with disabilities/ impairments
- Respondent race and ethnicity
- Visitor age
- Zip code/state of residence
- Country of residence
- Number of times visited the park in the past 12 months
- Number of times visited the park in visitor lifetime
- Preferred learning methods on a future visit
- Overall quality

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