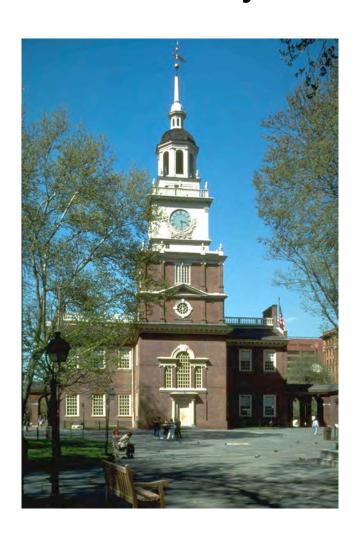


Social Science Program National Park Service U.S. Department of the Interior

Visitor Services Project

Independence National Historical Park Visitor Study



OMB Approval #: 1024-0224 (NPS #07-026)

Expiration Date: 01/01/2008



United States Department of the Interior

NATIONAL PARK SERVICE

Independence National Historical Park 143 South 3rd Street Philadelphia, PA 19106

IN REPLY REFER TO:

July - August, 2007

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Independence National Historical Park. This information will help us improve our management of this site and better serve you, our visitor.

This questionnaire will be given to only a small percentage of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire or the online option. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, NPS VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, Phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.

ennis R. Reiderbach

Sincerely,

Dennis Reidenbach Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire
- 2) Answer the questions carefully since each question is different
- 3) Seal it with the stickers provided
- 4) Drop it in a U.S. mailbox

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; fax: 208-885-4261; email: lenale@uidaho.edu.

Your Visit To Independence National Historical Park

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

- 1. a) **Prior to this visit**, how did you and your group obtain information about Independence National Historical Park (NHP)? Please check (√) **all** that apply in the left column.
 - b) **On future trips** to Independence NHP, what sources would you and your group prefer to use to obtain information in planning your visit? Please check $(\sqrt{})$ **all** that apply in the right column.

a) Prior to this visit? $()$	b) On future visits? $()$
Obtained no information prior to visit 🗦	→ Go on to Part b
Previous visits	
Friends/relatives/word of mouth	
Travel guides/tour books/publications	
Telephone/written/email inquiry to the p	park
Newspaper/magazine articles	
Independence NHP website: www.nps	.gov/inde
Independence Visitor Center website: www.independencevisitorcenter.c	
Other websites	
School class/program	
Philadelphia Convention and Visitors B	Bureau
Other (Please specify below.)	
a) b)	_
c) From the sources you used prior to this visit receive the information about the park that yo	
No Yes → 0	Go on to Question 2
d) If NO, what information did you and your grou Please be specific.	ip need that was not available?

2.		this trip to Philadelphia, howease check ($$) one.	did Indepe	ndence	NHP fit into	your tr	avel plan?		
		Independence NHP was	the primary	y destin	ation				
Independence NHP was one of several destinations									
		Independence NHP was	not a planr	ned des	tination				
3.	W	hat was your primary reason	for visiting	Philadel	phia? Plea	se chec	k (√) one .		
		Resident of local area (Philadelphia	a metro	politan area	,	o on to Juestion 4		
		Visit Independence NH	Р						
		Visit other attractions in	the area						
		Visit friends/relatives in	the area				1		
		Business					1		
		Other (Please specify:				43			
)						
its we pa	par ar a tch	rork for the National Park Servatners at Independence NHP. The prescribed uniform with an asshown in this picture. During this visit to Independence you have any personal interapark ranger (in a uniform as	Park ranger arrowhead ence NHP, o action with a	rs did a	re)?				
		Yes			No → Go	on to	Question 5		
	b)		5, please ra	te the q	uality of yo	ur intera	action with		
	,	the park ranger. Please circle	e one numb	er for e	ach item.				
	He	lpfulness	Very poor	Poor 2	Average 3	Good 4	Very good 5		
		urteousness	1	2	3	4	5		
		sponsiveness	1	2	3	4	5		
	Qι	ality of information provided	1	2	3	4	5		
5.	a)	On this visit to Independence more than one day?	e NHP, did y	you and	your group	visit th	e park on		
		Yes			No				
	b)	If YES, how many days did y visit Independence NHP?	ou c)		now many h sit Independ				
		Number of days			Number of	f hours			
	•	(Please list partial day Please g	ys/hours as o on to nex		•				
		•		. •					

6.	 a) When visiting Independence NHP, were you and your group on a fixed schedule (such as schedules set up by tour managers, business meeting, same-day prepaid train/airline ticket, etc.)?
	No Yes → Go on to Question 7
	b) If NO, compared to what you had planned, how much time did you and your group spend visiting Independence NHP? Please check ($$) one.
	Did not have an amount planned → Go on to Question 7
	About the same time planned → Go on to Question 7
	Longer than planned Shorter than planned
	c) If the amount of time you spent visiting Independence NHP was different than what you had planned (longer or shorter), what were the reasons for changing your plans? Please check ($$) all that apply.
	Fewer things to do/see than expected
	More things to do/see than expected
	Longer wait at Independence Hall than expected
	Shorter wait at Independence Hall than expected
	Unable to obtain a ticket to Independence Hall for desired time/day
	Other reason (Please specify:)
7.	a) What forms of transportation did you and your group use to travel between your overnight accommodations/home and Independence NHP? Please check $()$ all that apply.
	Private vehicle (car, SUV, pickup, RV, motorcycle, etc.)
	Rental vehicle Tour motorcoach/bus
	Hotel shuttle van/courtesy bus Taxi/limousine
	Bicycle On foot
	Public transportation (SEPTA bus/subway/train, etc.)
	Other (Please specify:)
	b) Were the signs directing you to sites of Independence NHP adequate? Please check ($\sqrt{\ }$) one response for each.
	Signs on state highways Yes No Did not use
	Pedestrian signs in Philadelphia directing to Independence NHP sites Yes No Did not use
	Driving signs in Philadelphia directing to Independence NHP sites Yes No Did not use
	c) If your answer is NO to any of the above, please explain the problem.

8. a) For the questions below, please indicate from 1 to 5 how safe you and your group felt from crime and accidents during this visit to Independence NHP. Please circle **one** answer for each question.

	Very unsafe	Somewhat unsafe	Neither safe nor unsafe	Somewhat safe	Very safe
Personal property-from crime	1	2	3	4	5
Personal safety-from crime	1	2	3	4	5
Personal safety-from accidents	1	2	3	4	5

b) If you circled 1 or 2 on any of the above, please explain why

	D)	if you circled 1 or 2 on any of the above, please explain why.								
9.	a)	For this visit, please list the order (#1, 2, 3, etc.) in which you and your group visited the following sites at Independence NHP. If you did not visit a site, please leave that line blank. Please use the map on page 8 to help you locate the sites.								
		Liberty Bell Center Independence Hall								
		Congress Hall Old City Hall								
		Carpenter's Hall Franklin Court								
		New Hall Military Museum City Tavern								
		National Constitution Center Washington Square								
		Declaration House Independence Visitor Center								
		Second Bank of the United States								
		Independence Living History Center								
		Other (Please specify:)								
	b)	Which one site was the most important to your visit to Independence NHP?								
	٥)	Why did you choose to visit in that order? Please check ($$) all that apply.								
	C)	No particular reason → Go on to Question 10								
		Had a set itinerary by a tour manager/program								
		Something else to do while waiting to enter Independence Hall								
		Wanted to visit most important site first								
		Convenient with traffic flow								
										
		Advised by others (friends, relatives, local business, etc.)								
		From experience of previous visit(s)								
		Other (Please specify:)								

Please go on to the next page ->

Map page

What other sites within the Philadelphia metropolitan area did you and your group visit? Please check ($$) all that apply. Please use the map on page 8 to help you locate these sites.							
Historic Houses of Worship (Christ Church, St. George's Church, St. Joseph's Church, Mikveh Israel Cemetery, Free Quaker Meeting House, Gloria Dei Church) Society Hill (square between Walnut and South Streets, Front and 5 th Streets)							
South Street (restaurants and shopping district)							
Betsy Ross House							
Penn's Landing							
Elfreth's Alley							
U.S. Mint							
Other (Please specify below.)							
participate in? Please check (√) all that apply. Visit park sites (Liberty Bell, Independence Hall, Independence Visitor Center, etc.)							
Obtain National Park Passport stamp							
Obtain National Park Passport stamp Take motorcoach tour/carriage ride							
· · ·							
Take motorcoach tour/carriage ride							
Take motorcoach tour/carriage ride Learn/research history							
Take motorcoach tour/carriage ride Learn/research history Attend talks/special programs							
Take motorcoach tour/carriage ride Learn/research history Attend talks/special programs Relaxing							

12.			ou or members of your group res	ider	ıts (of the I	Philadelph	ia	
		neuo	politan area? _ Yes	No	→	Go oı	n to Ques	tion 13	
	ا الم الم	• ∀	· what would apparato them to	: -	4 46	ام محداد	mara afta		
	וו (ט	IYES	S, what would encourage them to	VIS	l li	е рагк	. more one	:H ?	
13.			ou and members of your group vi s visit?	sit <u>I</u>	nde	epende	ence Visito	r Cente	<u>r</u>
	_	N.		No	→	Go o	n to Ques	tion 14	
	,		S, please check ($$) all of the serve during your visit to Independence				•	ınd youı	r group
	<u>ll</u>	ndep	for only those services/facilities t endence Visitor Center, please ra		hei	ir quali		5.	
b)	Use (√)		Service/facility	Ve	у	•	·		Very
	(*)		Movies	<u>рос</u> 1	ונ	2	Average 3	4	good 5
			Static exhibits (exhibits that are read or looked at: photos, posters, etc.)	1		2	3	4	5
		i	nteractive exhibits (exhibits that can be manipulated)	1		2	3	4	5
			ndependence Store	1		2	3	4	5
		F	Pennsylvania General Store Café	1		2	3	4	5
		F	Restrooms	1		2	3	4	5
			Access for disabled persons	1		2	3	4	5
			ndoor directional signs	1		2	3	4	5
	d) Pl	lease	e provide any comments you may	/ ha	ve a	about I	Independe	ence Vis	itor Cente
14.	obta on t a \$	ain a the da 1.50	y, visiting Independence Hall is for timed tour ticket assigning the time ay of visit on a first come-first sent reservation fee. Visitors also go to the independence Hall.	me o	of a	idmissi sis, or b	on. Ticket by reservin	s can b ig in ad	e obtaine vance wit
		0.00							
			to this visit, were you aware of th	e tic	ket	t systei	m?		
		Prior t	•		ket	t systei	m?		
	a) F	Prior t	•	No		•		cedure?	•

	C)	Did you visit independence Hall on this visit?
		Yes No → Go on to part h of this question
		If YES, did you and your group reserve the tickets to Independence Hall (by phone, online, or through a travel agent) before your visit?
		No Yes → Go on to part g of this question
		If NO, were you and your group able to obtain tickets to Independence Hall on the day and time that you planned to visit?
		No Yes → Go on to part g of this question
		If NO, on the day that you and your group visited Independence Hall, how long did you have to wait to be admitted?
		hours minutes
	•	Compared to what you expected, how crowded did you and your group feel while visiting Independence Hall? Please check ($$) one.
		Less crowded than expected
		About the same as expected
		More crowded than expected
	h)	Please provide comments about the current ticket system
	i)	Please provide comments about the security checking procedure
15.	a)	Currently, some of Independence NHP's media such as brochures, selected exhibits, movies, and Independence Visitor Center website are available in languages other than English. Were you and your group aware of the availability of translated media before or during your visit to Independence NHP?
		Yes No → Go on to Question 16
	b)	If YES, did you and your group use any of the translated media?
		Yes No → Go on to Question 16
	c)	↓ If YES, please rate the quality of the translation. Please circle one.
	-,	Very poor Poor Average Good Very good
		Please go on to the next page ->

,	se check ($$) all of the ser during this visit to Indepe		•	
	, for only those services/fa se rate their <u>importance</u> fro		t you and your	group used ,
	ly, for only those services se rate their <u>quality</u> from 1	-5. b) lf ւ	ısed,	c) If used,
•	I service/facility?	3=Modera 4=Very im	oortant hat important itely important	what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Check(√)	J-LXIIEIII		J-very good
	Independence NHP broo	chure		
	Seeing Philadelphia map			
	Park newspaper "The Ga	azette"		
	Independence Hall tour			
	Indoor exhibits			
	Outdoor exhibits			
	Rest areas/benches			
	Access for disabled pers	ons		
	Junior Ranger program			
	Directional signs to find p	oark sites		
	Park grounds/gardens			
	Ranger-led programs/tal	ks		
	Restrooms			
	Park website: www.nps.gused before or during	-		
	how would you and your reational opportunities at ne.			
Very p	oor Poor	Average	Good	Very good

19.	On this visit, were	e you and yo	ur personal	group with t	he following	larger groups?
	a) Commercial gu	uided tour		Ye	es	No
	b) Educational gro	oup (school, e	etc.)	Ye	es	No
	c) Historical socie	ety/club group	ρ	Ye	es	No
	d) Other organize (church, b	ed group ousiness, etc.))	Ye	es	No
20.	On this visit, what historical/organize					
	Alone			Famil	y	
	Friends		_	Famil	y and friend	S
	Other (Ple	ease specify:)
21.	a) For this visit to group, including	ng yourself?	·	ow many pe	ople were ir	n your personal
	Numb	per of people				
	b) If your group a many vehicle				ate or renta	I vehicles, how
		s did you an	d your grou		ate or renta	I vehicles, how
22.	many vehicle	s did you and oer of vehicle	d your grou es	p use?		I vehicles, how
22.	many vehicle Numb For you and your	s did you and per of vehicle personal gro	es oup on this v b) U.S. Z name of co	p use? visit, please IP code or	indicate: c & d) Nun to Indepe (includir	nber of visits ndence NHP ng this visit) ths lifetime
22.	many vehicle Numb For you and your	s did you and per of vehicle personal gro	es oup on this v b) U.S. Z name of co	visit, please IP code or country other	indicate: c & d) Nun to Indepe (includir	nber of visits ndence NHP ng this visit)
22.	many vehicle Numb For you and your a) 0	s did you and per of vehicle personal gro	es oup on this v b) U.S. Z name of co	visit, please IP code or country other	indicate: c & d) Nun to Indepe (includir	nber of visits ndence NHP ng this visit)
22.	many vehicle Numb For you and your a) (s did you and per of vehicle personal gro	es oup on this v b) U.S. Z name of co	visit, please IP code or country other	indicate: c & d) Nun to Indepe (includir	nber of visits ndence NHP ng this visit)
22.	many vehicle Numb For you and your a) 0 Yourself Member #2	s did you and per of vehicle personal gro	es oup on this v b) U.S. Z name of co	visit, please IP code or ountry other	indicate: c & d) Nun to Indepe (includir	nber of visits ndence NHP ng this visit)
	many vehicle Numb For you and your a) (Yourself Member #2 Member #3	s did you and per of vehicle personal gro	es oup on this v b) U.S. Z name of co	visit, please IP code or ountry other	indicate: c & d) Nun to Indepe (includir	nber of visits ndence NHP ng this visit)
22.	many vehicle Numb For you and your a) 0 Yourself Member #2 Member #3 Member #4	s did you and per of vehicle personal gro	es oup on this v b) U.S. Z name of co	visit, please IP code or ountry other	indicate: c & d) Nun to Indepe (includir	nber of visits ndence NHP ng this visit)

Please go on to the next page →

- 23. a) Are you or members of your group Hispanic or Latino? Please circle **one** answer for each group member.
 - b) What is your race? What is the race of each member of your personal group? Please check ($\sqrt{}$) one or more for you and each group member.

	a) His or Lat		American Indian or Alaska Native	Asian	Black or African American	Native Hawaiian or other Pacific Islander	White			
Yourself	Yes	No								
Member #2	Yes	No								
Member #3	Yes	No								
Member #4	Yes	No								
Member #5	Yes	No								
Member #6	Yes	No								
Member #7	Yes	No								
a) Does anyone in your group have a physical condition that made it difficult to access or participate in park activities or services?										

	Member	#6	Yes	No					_			
	Member	#7	Yes	No					_			
24.	,		,	_	oup have park activ				hat m	ade it d	lifficul	t to
		_ Yes				No	→ Go	on to	Ques	tion 25		
		 b) If YES, what activities or services did the person(s) have difficulty accessing of participating in? Please check (√) all that apply. Park buildings 									sing or	
		_ Exh	ibits, o	r audi	o-visual pr	ograms						
		_ Inte	rpretive	e or e	ducational	prograr	ns or a	ctivities	3			
		_ Oth	er (Ple	ase s _l	ecify:							_)
	,			_	condition, ndepende			•		•	,	,
			• •	-	hearing rang staff, even v			dio-visua	al exhib	its or pro	grams	s, or
			-		seeing exhil with prescri						part c	of
			•	•	in accessing /or wheelcha		, service	s, or pro	grams	, even wi	th	
		_ Oth	er (Ple	ase d	escribe:							_)
25.			or me e future		of your gr	oup cor	nsider v	visiting	Indep	endend	ce NH	ΙP
	-	_ Yes	, likely			No, un	likely	_		Not su	ire	

	b) Would you or members NHP to your friends/rela	of your group recommend atives?	visiting Independence
	Yes, likely	No, unlikely	Not sure
26.	On a future visit to Independence NHP, what interpretive programs/information services would you and your group like to have available at the park? Please check ($$) all that apply.		
	Not interested in interpretive programs → Go on to Question 27		
	Self-guided audio tours (with map/publications, iPods, cell phones, etc.)		
	Interactive exhibits	(displays on computers/Pal	Im Pilot/Blackberry, etc.)
	Indoor exhibits	N	lovies/films
	Outdoor exhibits	R	langer talks/programs
	Historian/expert led	ctures/talks S	pecial events
	Roving rangers available to answer questions		
	Children's program	S	
	Living history programs and dramatic presentations (people in costume)		
	Other (Please specify:)		
	b) What did you and your o	group like l east about your v	visit to Independence NHP?
28.	If you were a manager plan	nning for the future of Indep	endence NHP, what would
	you propose?		
29.	Is there anything else you NHP?	would like to tell us about yo	our visit to Independence
	Thank you for your help! Please seal the questionnaire with the stickers		

OFFICIAL BUSINESS

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139