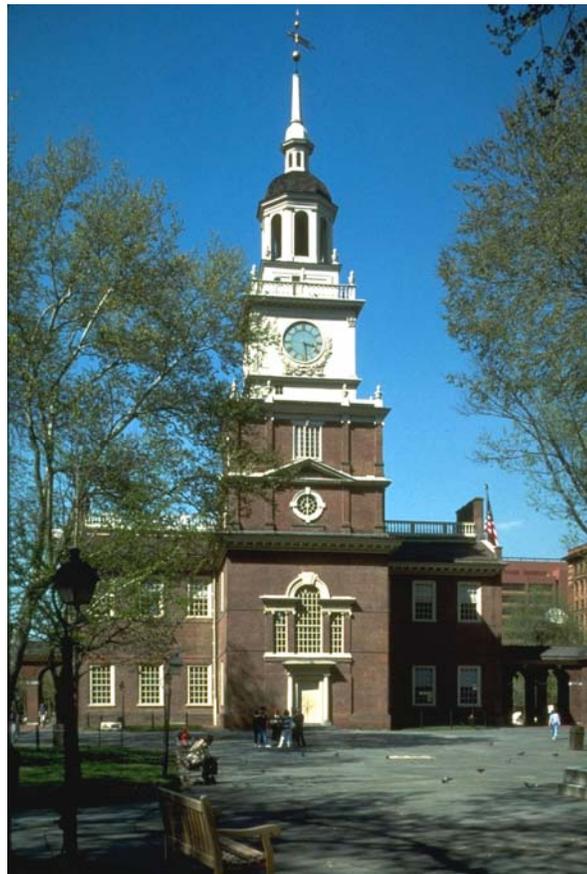




Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Independence National Historical Park Visitor Study

Summer 2007



University of Idaho
Park Studies Unit
Visitor Services Project
Report 195



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June 2008

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Visitor Services Project
Independence National Historical Park
Report Summary

- This report describes the results of a visitor study at Independence National Historical Park (NHP) during July 27 – August 2, 2007. A total of 1,509 questionnaires were distributed to visitor groups, each including an option to complete the survey online. Of those, 805 questionnaires were returned (689 paper questionnaires and 116 online questionnaires) resulting in a 53.4% response rate.
 - This report profiles a systematic random sample of Independence NHP. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
 - Twenty-nine percent of visitor groups were in groups of two and 24% were in groups of four. Seventy-two percent of visitor groups were family groups and 11% were traveling with friends. Five percent of visitor groups were traveling with a commercial guided tour group.
 - Forty-four percent of visitors were ages 36-60 years, 6% were 66 years or older, and 26% were 15 years or younger.
 - United States visitors were from Pennsylvania (15%), California (8%), New York (7%), and 45 other states and Washington, D.C. International visitors, comprising 7% of the total visitation, came from Canada (22%), United Kingdom (19%), and 24 other countries.
 - Sixty-six percent of visitors visited the park for the first time in their lives, while 34% had visited two or more times. For 60% of visitor groups, Independence NHP was one of several destinations in their travel plans.
 - Eleven percent of visitors were residents of the Philadelphia metropolitan area. For non-residents, visiting Independence NHP was the primary reason that brought 41% of visitor groups to Philadelphia, while 20% came primarily to visit other attractions in the area.
 - Prior to this visit, visitor groups most often obtained information about the park through travel guides/tour books/publications (44%), friends/relatives/word of mouth (40%), and through previous visits (35%). The most preferred information source to use on a future visit was the Independence Visitor Center website (69%).
 - Of visitor groups who visited the park within one day, 64% spent up to four hours and 36% spent five or more hours. Of those who spent more than one day visiting the park, 78% visited for two days. The average length of stay was ten hours. Forty-six percent of visitor groups had not planned a specific amount of time to spend at the park. Seventy percent of visitor groups changed their planned length of stay because there were more things to do than expected.
 - Forty-three percent of visitor groups used a private vehicle to travel between overnight accommodations/home and the park, while 39% traveled on foot, and 19% used public transportation.
 - The most common activities visitor groups participated in were visiting park sites (91%), and relaxing (43%). The activity most commonly rated as “most important” was visiting park sites (71%). The Independence Visitor Center was the site that most visitor groups visited first (56%), while Liberty Bell Center was the most-visited site (86%), followed by Independence Visitor Center (78%) and Independence Hall (78%).
 - Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities at the Independence Visitor Center included restrooms (87%), static exhibits (65%), and Independence Store (58%). The visitor center services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included access for disabled persons (90% N= 41), restrooms (89% N=556), static exhibits (89% N=420), and indoor directional signs (88% N=282).
-

Report Summary (continued)

- The most used park-wide services/facilities included restrooms (79%), rest area/benches (66%), the Independence Hall tour (64%), and directional signs to find park sites (64%). The services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings were restrooms (92% N=569), Independence Hall tour (92% N=466), and ranger-led programs/talks (88% (N=261). The park-wide services/facilities that received the highest combined proportions of “very good” and “good” quality ratings included ranger-led programs/talks (95% N=257), Independence Hall tour (93% N=457), *Seeing Philadelphia* map (93% N=269), and Independence NHP brochure (93% N=412).
- Most visitor groups (95%) rated the overall quality of services, facilities, and recreational opportunities at Independence NHP as “very good” or “good.” Less than 1% rated the overall quality as “very poor,” while 1% rated the overall quality as “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

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INTRODUCTION

This report describes the results of a visitor study at Independence National Historical Park during July 27 – August 2, 2007 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

At Independence National Historical Park (NHP) the old cracked Bell still proclaims Liberty and Independence Hall echoes the words, "We the People." Here, visitors can explore Franklin's Philadelphia and learn about the past and America's continuing struggle to fulfill the Founders' Declaration that "all men are created equal." (Independence NHP website, www.nps.gov/inde)

Organization of the report

The report is organized into three sections.

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

Section 2: 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.

Section 3: Appendices

Appendix 1: *The Questionnaire.* A copy of the questionnaire distributed to groups.

Appendix 2: *Additional Analysis.* 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 the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications.* A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website:

<http://www.psu.uidaho.edu/vsp/reports.htm> or contacting the PSU office at (208) 885-7863.

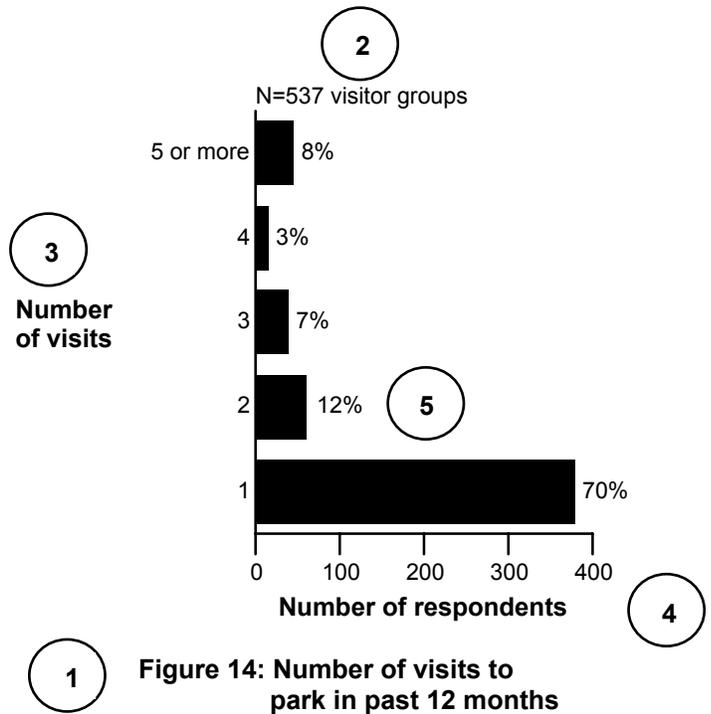
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

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!**" is shown on the graph to indicate the results may be unreliable.
- * appears when total percentages do not equal 100 due to rounding.
- ** appears when total percentages do not equal 100 because visitors could 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* (2007). Using this methodology, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Independence National Historical Park during July 27 – August 2, 2007. Interviewers contacted 1,677 visitor groups of which 1,509 (90%) accepted questionnaires. Visitors could complete either the paper version of the questionnaire or the online version. The online option did not change the sample size or sampling plan, but provided the visitor with another option for completing the survey. Table 1 presents the locations and numbers of questionnaires distributed at each location. Paper versions of the questionnaire were completed and returned by 689 visitor groups resulting in a 45.7% response rate; on-line questionnaires were completed by 116 visitor groups, with a 7.7% response rate. The overall response rate for this study was 53.4%.

Table 1: Questionnaire distribution locations
N=number of questionnaires distributed

Sampling site	N	Percent of total
Independence Visitor Center	612	41
Liberty Bell	260	17
Franklin Court	240	16
Washington Square	206	14
National Constitution Center	48	3
City Tavern	48	3
Christ Church	47	3
Independence Hall outside security	48	3
Total	1509	100

Questionnaire design

The Independence National Historical Park 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 Independence NHP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

The questionnaire was presented in two formats—traditional paper booklet and online, which was compatible with most common web browsers for both PC and Macintosh computers. The online version of the questionnaire did not allow visitors to “skip” a question before proceeding to the next question and to a certain degree did not allow the participant to answer the question “incorrectly.” The online survey password was a one-time use, computer generated password unique to each participant. Unique passwords were used to prevent unauthorized access to a participant’s survey. Participants could log in and out of their survey by selecting the “save and return later” option. When the participant finished the survey and selected the “completed and exit” option, the survey was “locked” and future access was not possible.

No pilot study was conducted to test the Independence NHP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail or complete it online. The questionnaires were pre-addressed and affixed 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 was mailed to visitors who had not returned their questionnaires. Follow-up letters contained another unique password that differentiated between mailing waves and eliminated duplicate submissions.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The online version was entered by the visitor, while the paper version was entered by two independent data entry staff and validated by a third staff member.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of July 27 - August 2, 2007. The results present a 'snapshot-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 poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period was generally warm and sunny, and occasionally hot and humid. There were no recorded special events/activities in the area that may have affected park visitation.

Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 2 shows significant differences between group types. There are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes (see Table 3). See Appendix 3 for more details of the non-response bias checking procedure.

Table 2: Comparison of respondents and non-respondents group type

Group type	Respondent	Non-respondent	Total
Alone	60	81	141
Family	566	430	996
Friends	89	99	188
Family and friends	65	48	113
Other	9	33	42
Total	789	691	1480

Chi-square = 32.153 df = 4 p-value <0.001

Table 3: Comparison of respondents and non-respondents group size and age

Variable	Respondent		Non-respondent		p-value
	N	Average	N	Average	(t-test)
Group size	789	3.8	692	3.5	0.059
Age	785	46.1	574	41.2	<0.001

There is insignificant difference in group size. Respondents' group type tend to lean toward family group. A five-year difference is detected in average age of respondents compared to non-respondents. However, the differences may be due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot which was designated for the respondent. There is a potential bias in the results toward older visitors who were traveling in family groups.

RESULTS

Demographics

Visitor group size

Question 21a

For this visit to Independence NHP, how many people were in your personal group, including yourself?

Results

- 29% of visitor groups were in groups of two (see Figure 1).
- 24% were in groups of four.
- 23% were in groups of five or more.

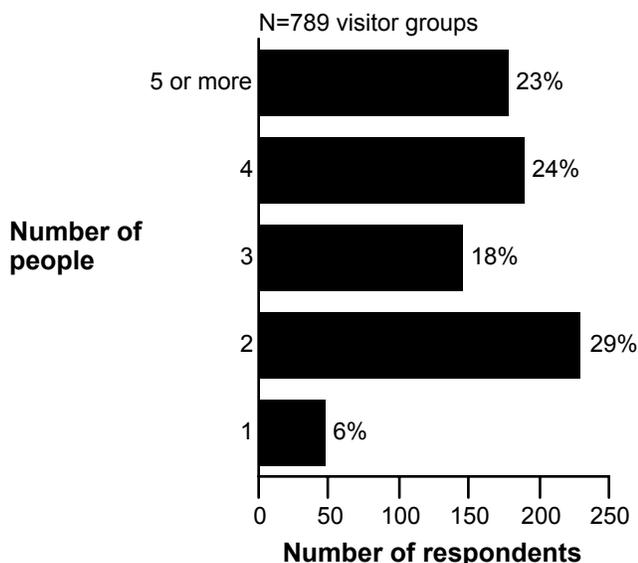


Figure 1: Visitor group size

Visitor group type

Question 20

On this visit, what kind of personal group (not guided tour/educational/historical organized group) were you with?

Results

- 72% of visitor groups were made up of family members (see Figure 2).
- 11% were with friends.
- “Other” groups (1%) included:
 - Co-workers
 - Conference group
 - J. Buckley Baseball tour
 - School groups
 - Senior citizen group
 - Vietnam Veterans 2/35 infantry battalion

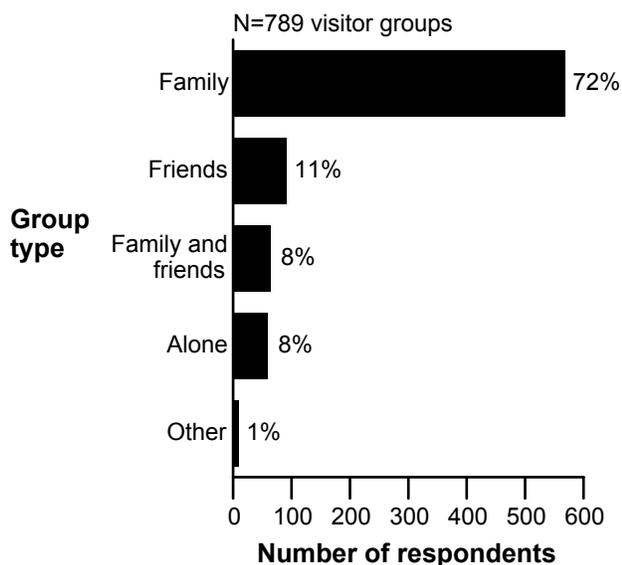


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 19a

On this visit, were you and your personal group part of a commercial guided tour group?

Results

- 5% of visitor groups were with a commercial guided tour group (see Figure 3).

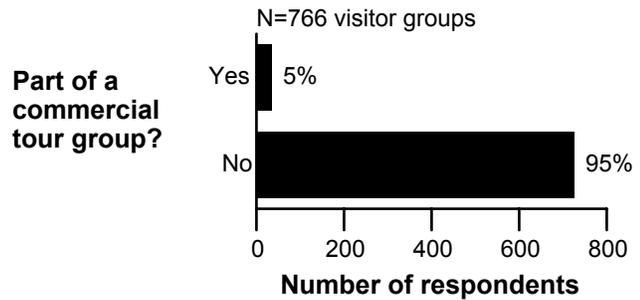


Figure 3: Visitors traveling with a commercial guided tour group

Question 19b

On this visit, were you and your personal group part of an educational group (school, etc.)?

Results

- 1% of visitor groups were with an educational group (see Figure 4).

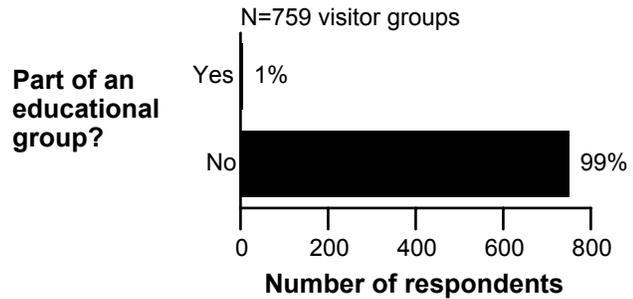


Figure 4: Visitors traveling with an educational group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 19c

On this visit, were you and your personal group part of a historical society/club group?

Results

- Less than 1% of visitor groups were traveling with an historical society/club group (see Figure 5).

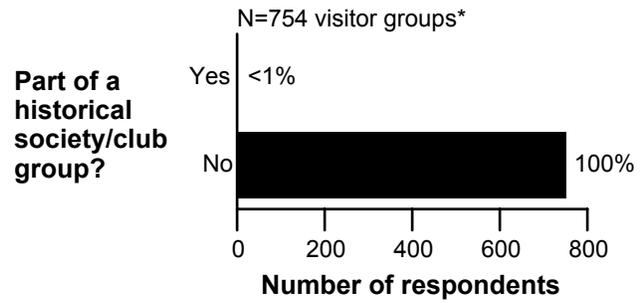


Figure 5: Visitors traveling with an historical society/club group

Question 19d

On this visit, were you and your personal group part of an organized group (church, business, etc.)?

Results

- 2% of visitor groups were with other types of organized groups (see Figure 6).

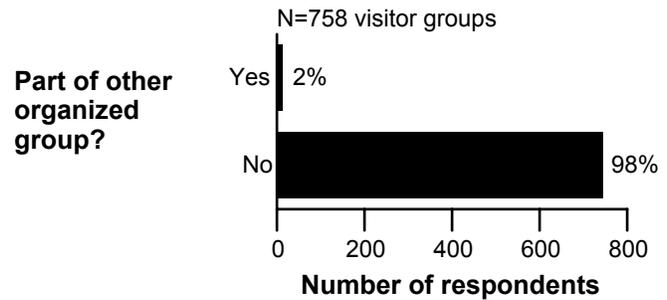


Figure 6: Visitor traveling with other types of organized groups (church, business, etc.)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 22a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 88 years old.
- 44% of visitors were in the 36-60 years age group (see Figure 7).
- 26% were 15 years or younger.
- 6% were 66 years or older.

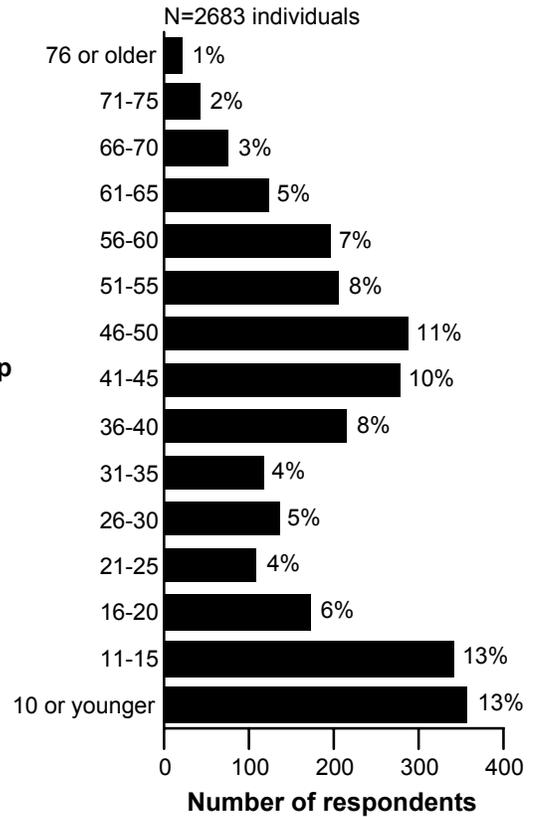


Figure 7: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 22b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

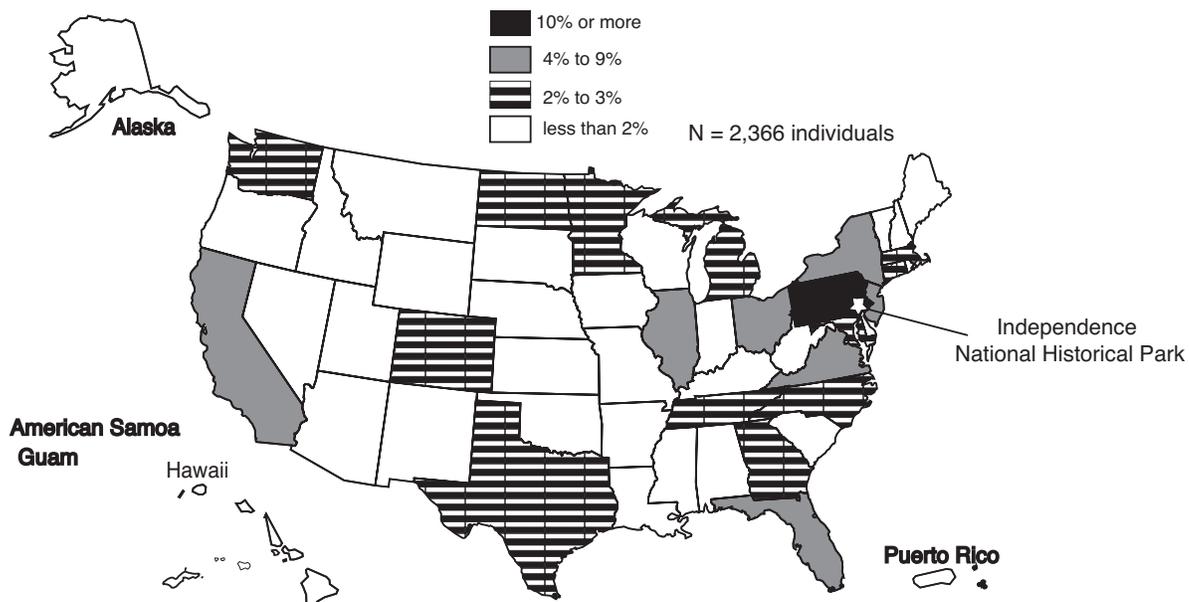
- U.S. visitors comprised 93% of total visitation to the park during the survey period.
- 15% of U.S. visitors came from Pennsylvania (see Table 4 and Map 1).
- 8% came from California.
- 7% came from New York.
- Smaller proportions came from 45 other states and Washington, D.C.

Table 4: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=2,366 individuals	Percent of total visitors N=2,551 individuals
Pennsylvania	367	15	14
California	179	8	7
New York	168	7	7
New Jersey	146	6	6
Virginia	126	5	5
Florida	108	5	4
Illinois	97	4	4
Ohio	95	4	4
Maryland	73	3	3
Texas	70	3	3
Massachusetts	63	3	2
Michigan	60	3	2
North Carolina	58	2	2
Georgia	50	2	2
Minnesota	48	2	2
Tennessee	43	2	2
Wisconsin	40	2	2
Connecticut	39	2	2
Colorado	38	2	1
Washington	37	2	1
South Carolina	35	1	1
Indiana	34	1	1
Delaware	31	1	1
Kansas	30	1	1
Oregon	28	1	1
Missouri	27	1	1
Kentucky	26	1	1
Arkansas	25	1	1
Arizona	21	1	1
Louisiana	19	1	1
Idaho	17	1	1
Iowa	16	1	1
Mississippi	16	1	1
Oklahoma	16	1	1
Utah	15	1	1
13 other states and Washington, D.C.	105	4	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer



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

International visitors by country of residence

Question 22b

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results

- International visitors comprised 7% of total visitation to the park during the survey period.
- 22% of international visitors came from Canada (see Table 5).
- 19% came from United Kingdom.
- Smaller proportions came from 24 other countries.

Table 5: International visitors by country of residence *

Country	Number of visitors	Percent of international visitors N=185 individuals	Percent of total visitors N=2551 individuals
Canada	40	22	2
United Kingdom	35	19	1
Germany	27	15	1
Netherlands	12	6	<1
Italy	10	5	<1
France	7	4	<1
Dominican Republic	6	3	<1
Poland	6	3	<1
Switzerland	6	3	<1
Israel	5	3	<1
Bangladesh	4	2	<1
Denmark	4	2	<1
Iceland	3	2	<1
Japan	3	2	<1
12 other countries	17	9	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to the park in the past 12 months

Question 22c

For you and your personal group on this visit, how many times did you visit Independence NHP in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 91% of visitors visited the park once in the past 12 months (see Figure 8).
- 6% visited twice.
- 3% visited 3 or more times.

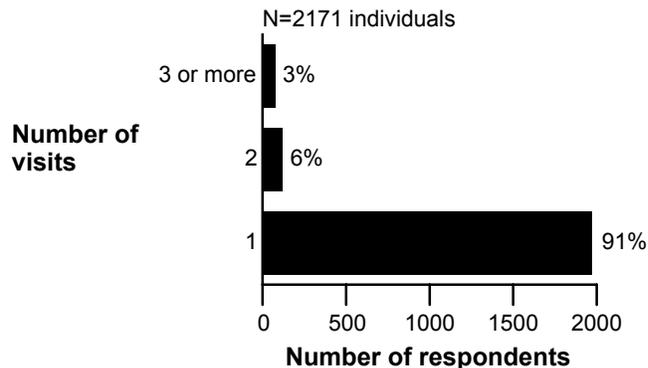


Figure 8: Number of visits to the park in the past 12 months

Number of visits to the park in lifetime

Question 22d

For you and your personal group on this visit, how many times did you visit Independence NHP in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 66% visitors visited the park for the first time (see Figure 9).
- 18% visited twice.
- 16% visited 3 or more times.

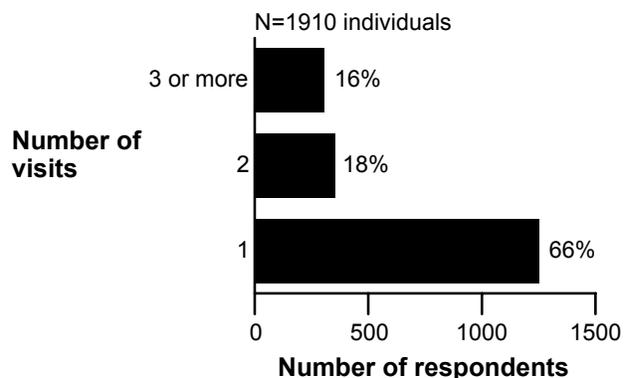


Figure 9: Number of visits to the park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor ethnicity

Question 23a

Are you or members of your group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results

- 5% of visitors were of Hispanic or Latino ethnicity (see Figure 10).

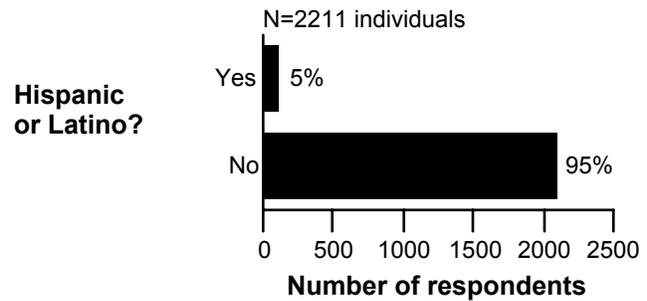


Figure 10: Visitors of Hispanic or Latino ethnicity

Visitor race

Question 23b

What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results

- 94% of visitors were White (see Figure 11).
- 3% were Asian.
- 3% were Black or African American.

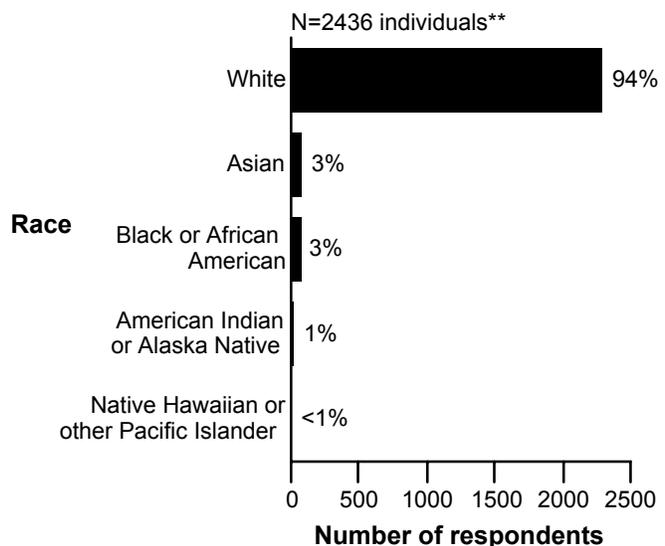


Figure 11: Visitor race

*total percentages do not equal 100 due to rounding

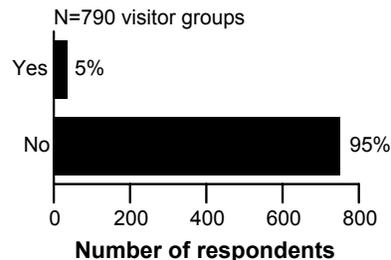
**total percentages do not equal 100 because visitors could select more than one answer

Visitor with physical limitations

Question 24a

Does any one in your group have a physical condition that made it difficult to access or participate in park activities or services?

Group member with physical limitations?



Results

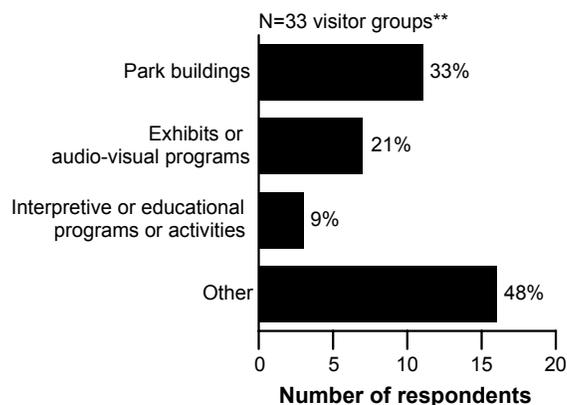
- 5% of visitor groups had some members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 12).

Figure 12: Visitors with physical limitations

Question 24b

If YES, what activities or services did the person(s) have difficulty accessing or participating in?

Activity/ service



Results

- 33% of visitor groups with physical limitations had problems accessing park buildings (see Figure 13).
- “Other” activities/services (48%) that visitor groups had difficulty accessing/participating in included:

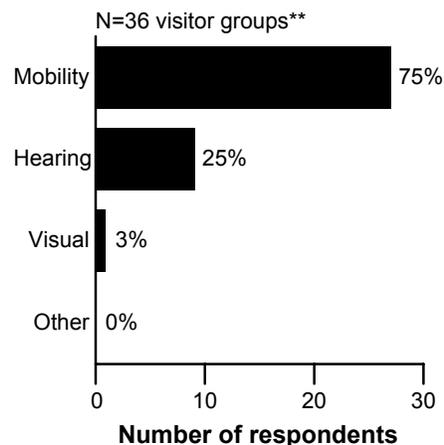
- Walking from one site to an other
- Stairs
- Rest areas
- Tours such as Independence Hall
- Walking long distances

Figure 13: Activities/services that visitors had difficulty accessing/participating in

Question 24c

Because of the physical condition, what specific problems did the person(s) have during this visit to Independence NHP?

Type of disability



Results

- 61% of visitor groups had mobility problems (see Figure 14).

Figure 14: Type of disability/impairment

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did you and your group obtain information about Independence National Historical Park (NHP)?

Results

- 82% of visitor groups obtained information about the park prior to their visit (see Figure 15).

- As shown in Figure 16, the most common sources of information used by visitor groups were:

- 44% Travel guides/tour books/publications
- 40% Friends/relatives/word of mouth
- 35% Previous visits

- “Other” sources of information (7%) included:

- Resident of the area
- AAA books
- Movies/television
- Independence visitor center
- NHP newsletter/brochures
- History books
- Information at hotel
- Constitution Center
- Frank Eidmann
- Home-schoolers
- Information from park rangers
- Landmarks Tours
- Mailed Tours
- Rental car map
- Tour information
- Walk by

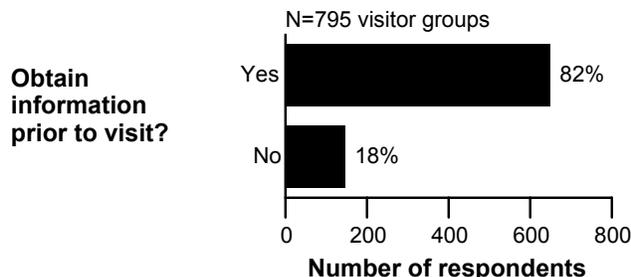


Figure 15: Visitor groups who obtained information about Independence NHP prior to this visit

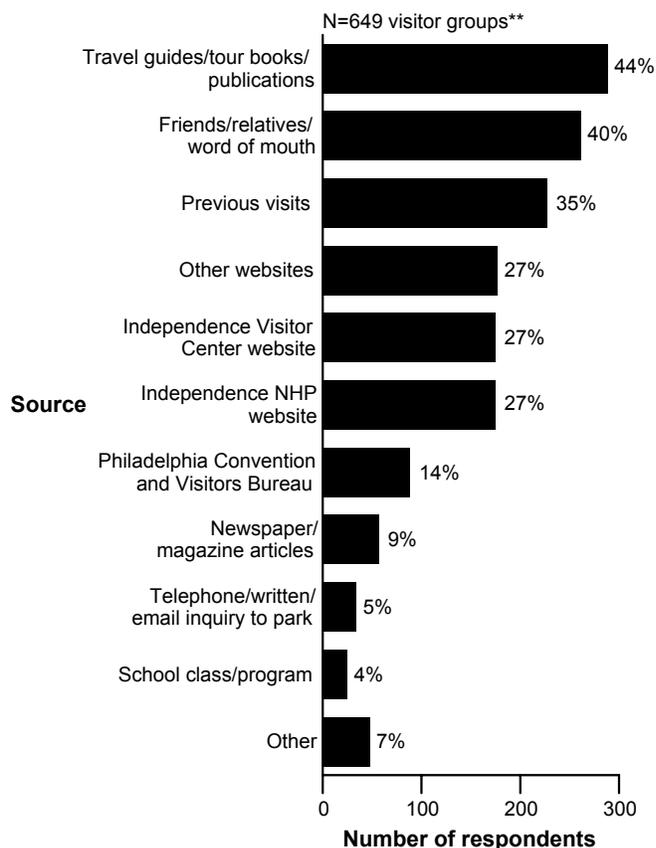


Figure 16: Sources of information used by visitor groups prior to this visit

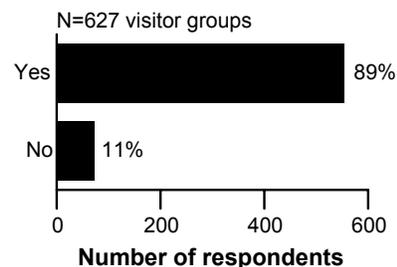
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did you and your group receive the information about the park that you needed?

Receive needed information?



Results

- 89% of visitor groups received the information they needed for this trip to Independence NHP (see Figure 17).

Figure 17: Visitor groups who received needed information prior to this visit

Question 1d

If NO, what type of information did you and your group need that was not available? (open-ended)

Results

- 7% of visitor groups (N=65) responded to this question.
- Table 6 shows additional information that visitor groups needed.

Table 6: Additional information visitor groups needed

N=102 comments;
some visitor groups made more than one comment.

Comments	Number of times mentioned
Hours of operation	17
Information about tickets	13
Costs	7
Tour schedules	7
Reservations for Independence Hall	6
More detailed map	5
Directions to the park	4
Park events/activities	4
Which sites to visit - most important ones	3
Detailed information about historical sites	2
Information about parking	2
Location of events	2
Location of different park sites	2
Location of visitor center	2
Park website is available	2
Activities for children	1
Availability of wheelchairs	1
Complete information	1
Declaration house has two names	1
Events available on Saturday	1
Exhibits at visitor center	1
Historical significance of park sites	1
It is a national park	1
It was not real complete	1
Layout of park sites	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 6: Additional information visitor groups needed
(continued)

Comment	Number of times mentioned
Map on the website	1
More specific information about the park	1
Overview of sites	1
Park tours	1
Procedures	1
Sites were difficult to navigate -- too much information	1
Size of the park	1
Storytelling stations	1
There is a copy of the Constitution in the park	1
Tours were available	1
Transportation between historic sites	1
Wait for the Independence Hall tour	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources to plan a future visit

Question 1b

On future trips to Independence NHP, 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 common sources of information visitor groups preferred to use to plan a future visit to the park were:

- 69% Independence Visitor Center website
- 58% Independence NHP website
- 43% Travel guides/tour books/publications

- “Other” sources of information (3%) included:

- Information at visitor center
- 4th of July celebrations
- AAA publications
- Information desk
- Park newsletters/brochures
- Junior Ranger Program
- Local public radio
- Mailed brochures

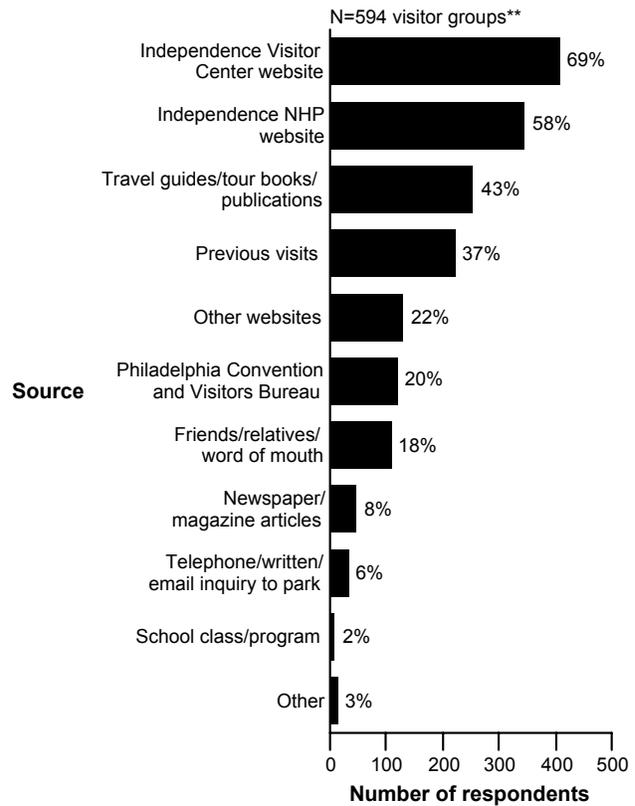


Figure 18: Sources of information to plan a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question 2

On this trip to Philadelphia, how did Independence NHP fit into your travel plan?

Results

- 60% of visitor groups indicated the park was one of several destinations (see Figure 19).

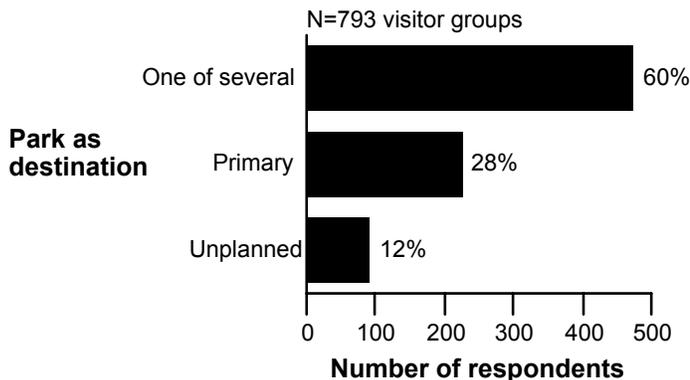


Figure 19: Park visit as part of travel plans

Primary reason for visiting Philadelphia

Question 3

What was your primary reason for visiting Philadelphia?

Results

- 11% of visitor groups were residents of the Philadelphia metropolitan area (see Figure 20).
- As shown in Figure 21, for visitor groups who were not residents of the area (89%), the primary reason most often mentioned for visiting Philadelphia was:

41% Visit Independence NHP

- Table 7 shows “other” primary reasons (12%) for visiting Philadelphia.

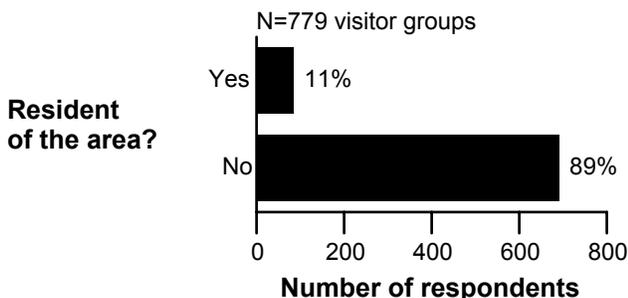


Figure 20: Visitor groups who are residents of Philadelphia metropolitan area

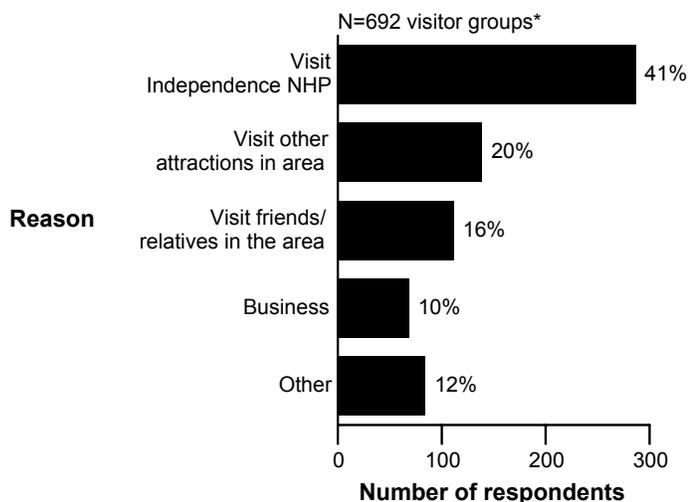


Figure 21: Primary reason for visiting the area (non-resident only)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 7: “Other” primary reasons for visiting Philadelphia
N=85 comments

Comment	Number of times mentioned
King Tut exhibit at Franklin Institute	11
Layover at airport	8
Visit Philadelphia	7
Go to a baseball game	6
Go to a wedding	4
On the way to other destinations	4
Showing the area to relatives/friends	4
College visit	3
Go to a concert	3
Pick up kid from camp	2
Reunion of Vietnam vets	2
Tourism/sightseeing	2
Visit the Franklin Institute	2
A getaway trip	1
Barnes Museum	1
Birthday celebration	1
Cheap air flight on Southwest	1
Children’s Hospital	1
Class at Wagner Institution of Science	1
Conference at National Constitution Center	1
Dropping son off at college	1
Go to the theater	1
Have a meal	1
Hobby Club board meeting	1
Just visiting	1
National Coordinating Committee for the Promotion of History/National Endowment for Humanities workshop	1
On a road trip	1
Research	1
School DPT	1
School project	1
See Liberty Bell	1
Shooting a movie	1
The Mint	1
To walk around and check out changes in the town	1
Vacation	1
Visiting other places in the area	1
War college graduation	1
Water Polo Tournament at Villanova University	1
Went to get passport	1
Work in the area	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 5a

On this visit to Independence NHP, did you and your group visit the park on more than one day?

Visit the park on more than one day?

Results

- 28% of visitors groups visited the park on more than one day (see Figure 22).

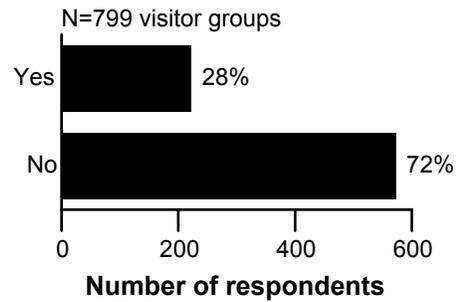


Figure 22: Visitor groups who visited the park on more than one day

Question 5c

If you and your group visited the park within one day, how many hours did you visit Independence NHP?

Number of hours

Results

- 36% of visitor groups spent five or more hours at the park (see Figure 23).
- 32% spent up to two hours.
- 32% of visitors groups spent three to four hours.

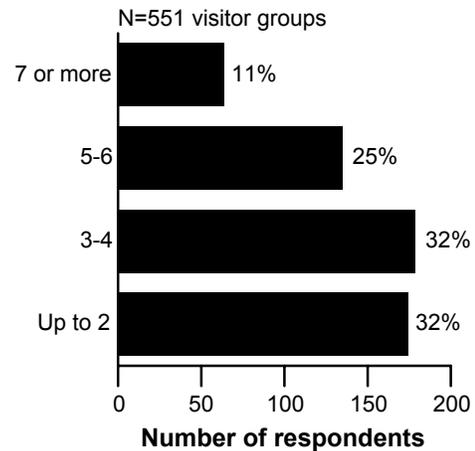


Figure 23: Number of hours visiting the park

Question 5b

If you and your group visited the park on more than one day, how many days did you visit Independence NHP?

Number of days

Results

- 78% of visitor groups visited the park on two days (see Figure 24).
- 13% visited on three days.

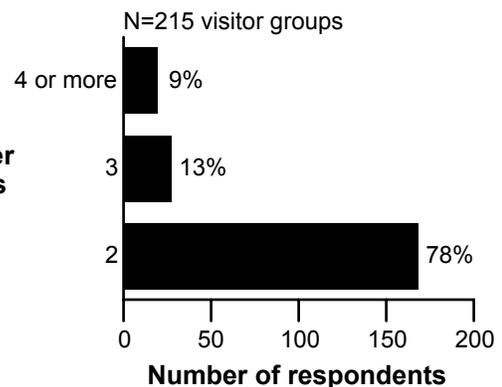


Figure 24: Number of days visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Planned time to spend at the park

Question 6a

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.)?

Results

- 16% of visitor groups were on a fixed schedule that could not be changed (see Figure 25).

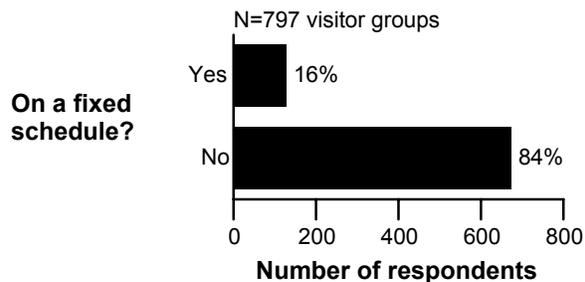


Figure 25: Visitors' travel schedule

Question 6b

If NO (not on a fixed schedule), how much time did you and your group spend visiting Independence NHP?

Results

- 46% of visitor groups had not planned a specific amount of time to spend at the park (see Figure 26).
- 35% spent about the same amount of time they had planned.

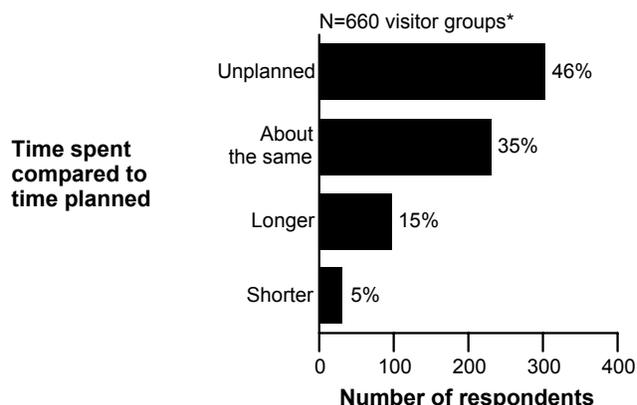


Figure 26: Visitors' planned amount of time to spend at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reasons for changing plans

Question 6c

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?

Results

- 70% of visitor groups changed their planned because they had more things to do/see than expected (see Figure 27).
- “Other” reasons (21%) included:
 - It was hot and humid
 - Tour times
 - More interesting than expected
 - Arrived late
 - Could not purchase tickets for Independence Hall
 - Decision to avoid P.M. rush and go to Valley Forge
 - Did not plan time for tours
 - Easy walking from other planned museum visit
 - Exhibits were not interesting
 - Exhibits were politically incorrect
 - Greenery in city
 - Didn’t expect to obtain tickets to Independence Hall
 - Historical
 - It was crowded
 - More learning opportunities than expected
 - Parking was expensive
 - Quality of exhibits
 - Rest of my group arrived and wanted to go to Franklin Mills
 - Shorter wait at Liberty Bell than expected
 - Things took less time than anticipated
 - Tour was short
 - Travel plans changed
 - Long waiting line at Liberty Bell

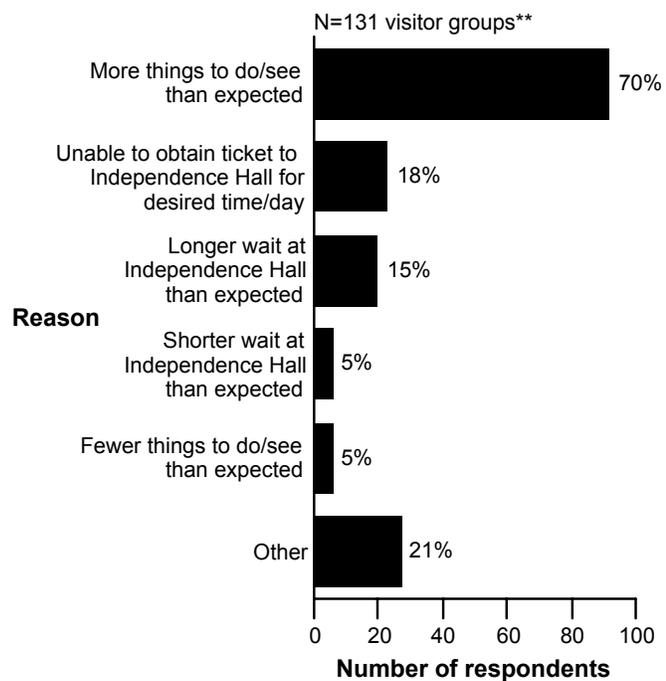


Figure 27: Reasons for changing plans

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Site visited first

Question 9a

For this visit, please list the order (#1, 2, 3, etc.) in which you and your group visited the following sites at Independence NHP.

Results

- As shown in Figure 28, the sites that most visitor groups visited first were:

56% Independence Visitor Center
22% Liberty Bell Center

- “Other” sites (2%) included:

- Duck Tour
- U.S. Mint
- Benjamin Franklin's Press shop
- Betsy Ross House
- Christ Church
- Elfreth's Alley
- Excavation site closing ceremony
- Franklin Mint
- Franklin's grave
- Irish Memorial
- King Tut exhibit
- Lights of Liberty
- Valley Forge
- Washington's home (excavation site)

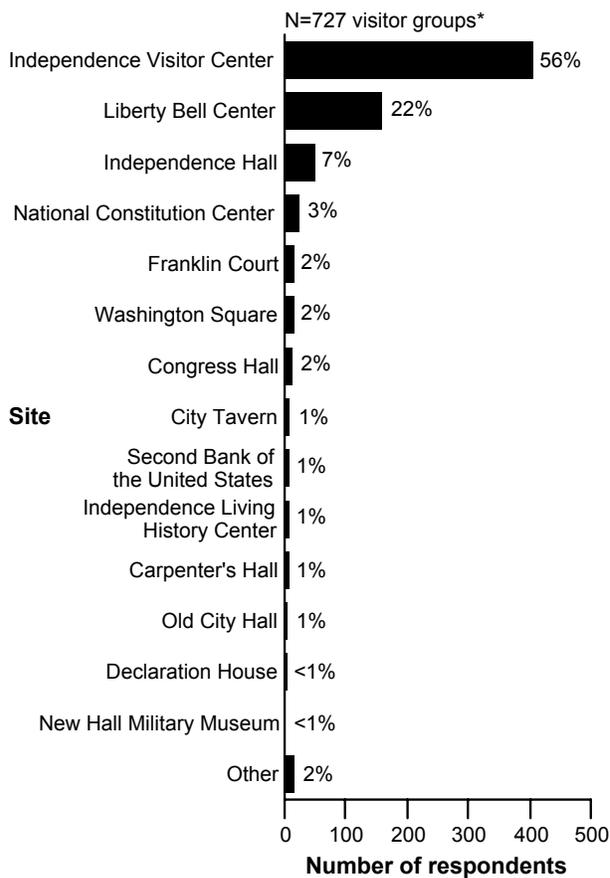


Figure 28: Site visited first

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Most visited sites

- As shown in Figure 29, sites that were visited the most were:
 86% Liberty Bell Center
 78% Independence Visitor Center
 78% Independence Hall
- Table 8 shows “other” sites (28%) that visitor groups visited.

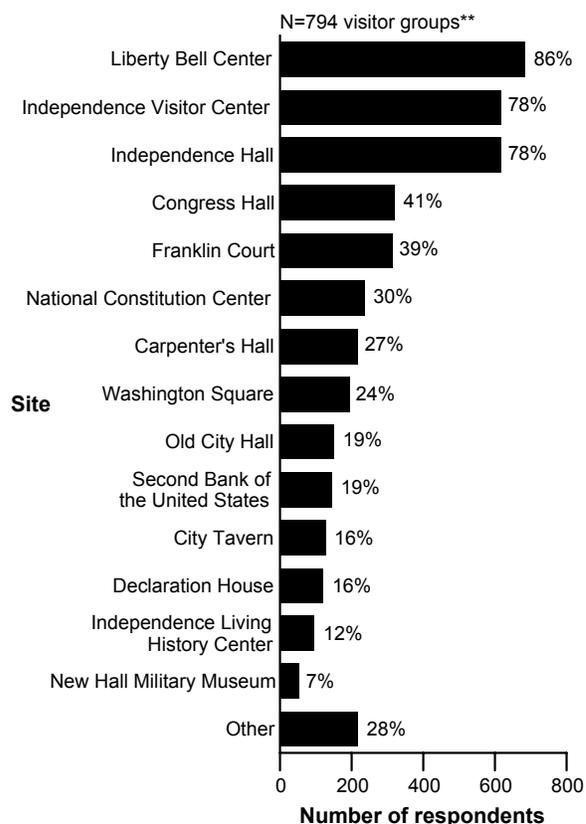


Figure 29: Most visited sites

Table 8: “Other” sites visited
 N=268 comments

Comment	Number of times mentioned
Betsy Ross House	62
Christ Church Burial Ground	32
U.S. Mint	30
Elfreth's Alley	13
President's House excavation site	13
Benjamin Franklin's grave	12
Duck Tour	12
Free Quaker Meeting House	12
King Tut exhibit	5
Tomb of the Unknown Soldier	5
Dolly Todd House	4
Franklin Square	4
American Philosophical Society Museum	3
Cemetery	3
Franklin Institute	3
Lights of Liberty	3
National Museum of American Jewish History	3

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 8: “Other” sites visited
(continued)

Comment	Number of times mentioned
America's National Parks Museum Shop	2
Bishop White House Tour	2
Carriage ride	2
Curtis Publishing Building	2
Eastern State Penitentiary	2
Harmony Lane	2
Independence Seaport Museum	2
Library Hall	2
Once Upon a Nation story benches	2
Park	2
Philadelphia Bourse	2
Portrait Gallery	2
Rose Garden	2
Storytelling benches	2
Thaddeus Kosciuszko House	2
Archeology lab	1
Benjamin Franklin House	1
Benjamin Franklin Museum	1
Benjamin Franklin's Press Shop	1
Bus tour	1
Church	1
Federal Reserve	1
Film Independence	1
Fireman's Hall Museum	1
Franklin Mint	1
Gift shop	1
Great essentials exhibit	1
Irish Memorial	1
IRS exhibit	1
Jefferson's home	1
Landmarks Tour	1
Magnolia Garden	1
Money in Motion	1
Park behind Independence Hall	1
Penn's Landing	1
Philadelphia mint	1
Polish Museum	1
Post Office	1
Sons of Liberty Walk	1
St. Joseph's Church	1
Storytellers	1
Trolley tour (90 minute)	1
Washington Square	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Most important site

Question 9b

Which one site was the most important to your visit to Independence NHP?

Results

- As shown in Figure 30, sites that were most important to visitor groups included:

49% Independence Hall
32% Liberty Bell Center

- “Other” sites (4%) included:

Christ Church
Duck Tour
President's House excavation site
U.S. Mint
Archeology lab
Franklin Institute
Franklin Post Office
Grassy park behind Independence Hall
Harmony Lane
Landmarks Tour of Washington Square
National Museum of American Jewish History
The Sons of Liberty Walk
Various storytelling benches
Washington Square Park

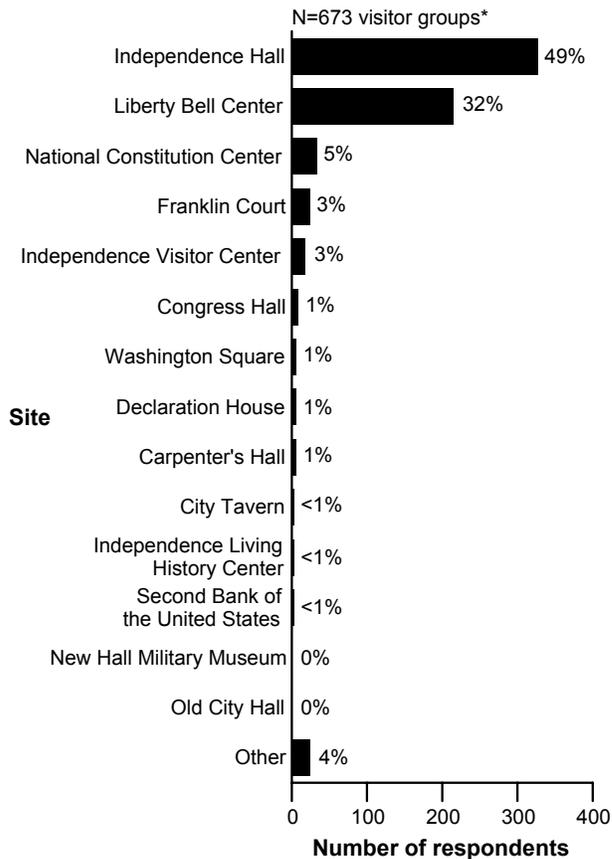


Figure 30: Most important site

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Reason for visiting park site in a particular order

Question 9c

Why did you choose to visit (the park sites) in that order?

Results

- 52% of visitor groups had a specific reason for visiting park sites in a particular order (see Figure 31).
- As shown in Figure 32, the most often mentioned reasons for visiting sites in a particular order included:
 - 30% Something else to do while waiting to enter Independence Hall
 - 29% Wanted to visit most important site first
 - 23% Convenient with traffic flow
- Table 9 shows “other” reasons (26%) for visiting park sites in a particular order.

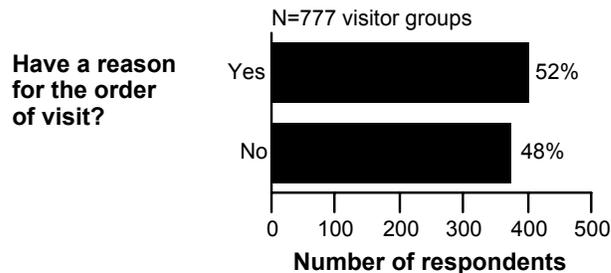


Figure 31: Visitor groups with a reason for visiting park sites in specific order

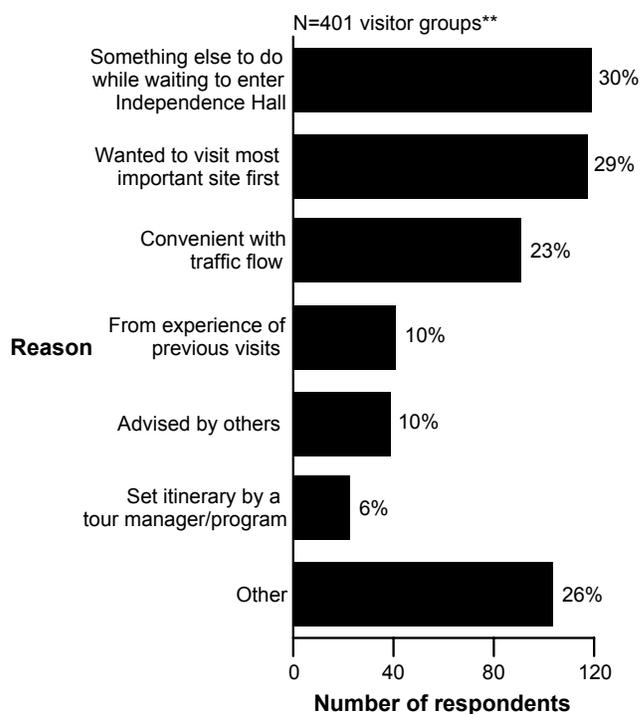


Figure 32: Reasons for visiting park sites in a particular order

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 9: “Other” reasons for visiting park sites
in a particular order
N=102 comments**

Comment	Number of times mentioned
Timed tickets	22
Personal interest/preference	10
Limited time	8
Location	5
Direction of travel	4
Meal schedule	4
Walking around	4
Began with background history	3
Liberty Bell was a priority	3
Avoiding waiting lines	2
Duck Tour timing	2
High temperatures	2
Park operating hours	2
Restroom location	2
Timing	2
Used park map	2
All stops are important	1
Availability	1
Children's needs for shade, grass	1
Constitutional Walk Tour pamphlet	1
Did not want to miss Constitution Center	1
Didn't have tickets	1
Didn't know all the sites to see	1
Fun Saver	1
Hotel recommendation	1
Liberty Bell was starting point	1
Location of parking lot	1
Many sites were closed	1
More information at Independence Visitor Center	1
No prior knowledge	1
Plan to return	1
Raining - picked dry locations	1
Tickets unavailable	1
Timed entry	1
Timing of ceremony	1
Tour group plans	1
Unaware of ticket system	1
Used walking tour from website	1
Visitor center tour schedule	1
Walking path direction	1
Watched film at visitor center	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Other sites visited in Philadelphia metropolitan area

Question 10

What other sites within the Philadelphia metropolitan area did you and your group visit?

Results

- As shown in Figure 33, other sites visited within the Philadelphia metropolitan area included:

52% Betsy Ross House
38% Penn’s Landing
38% Historic House of Worship
- Table 10 shows “other” sites (37%) visitor groups visited in the Philadelphia metropolitan area.

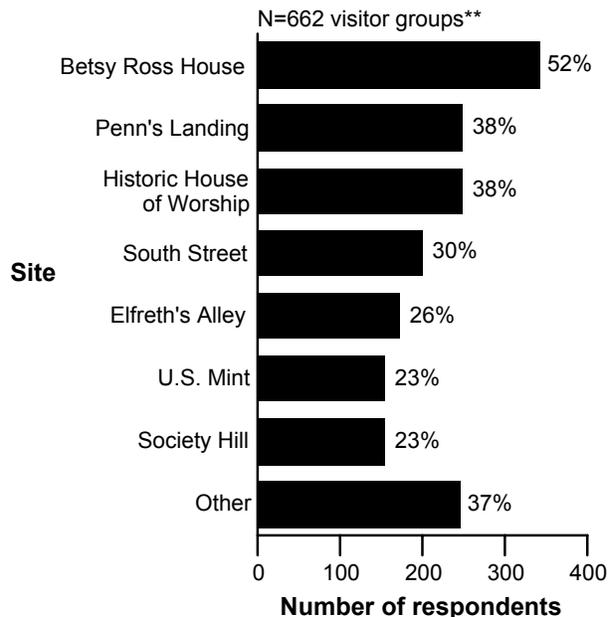


Figure 33: Other sites visited in Philadelphia

Table 10: “Other” sites visited in Philadelphia metropolitan area
N=332 comments

Comment	Number of times mentioned
Franklin Institute	40
King Tut exhibit	20
Reading Terminal Market	16
Art Museum	14
Philadelphia Museum of Art	12
Valley Forge	12
Eastern State Penitentiary	10
The Franklin Institute Science Museum	10
Benjamin Franklin's grave	9
Rodin Museum	9
Christ Church Burial Ground	8
Duck Tour	8
City Hall	6
Tomb of Unknown Soldier	6
Philadelphia Zoo	5
Poe's House	5
Polish American Cultural Center	5
Academy of Natural Sciences	4
Federal Reserve Bank	4
Franklin Square	4
Rocky steps/statue	4
Love Park	3
Mutter Museum	3

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 10: “Other” sites visited in Philadelphia metropolitan area
(continued)

Comment	Number of times mentioned
Phillies baseball game	3
Arch Street Meeting House	2
Chinatown	2
City bus/trolley tour	2
Fireman's Hall Museum	2
Food court	2
Geno's and Pat's	2
Geno's Cheesesteaks	2
Harmony Lane	2
Irish Memorial	2
Kimmel Performing Arts Center	2
Museums	2
Philadelphia Cathedral	2
Physick House	2
University City	2
University of Pennsylvania	2
Welcome Park	2
Academy of Music	1
African American Museum	1
Art Museum	1
Antiques row	1
Barnes Museum	1
Baseball game	1
Battleship New Jersey	1
Bell Burial Grounds	1
Ben Franklin Bridge	1
Ben Franklin House	1
Beth Shalom Synagogue Elkins Park	1
Boat Houses	1
Boathouse Row	1
Bomae	1
Capogiro Gelato	1
Citizens Park	1
City Tavern	1
Constitution Battleship	1
Delaware River	1
Downtown shopping	1
Fairmont Park	1
First firehouse	1
Franklin Mint	1
Franklin's Print Shop	1
Free library	1
Gigi's Restaurant on Market Street	1
Hard Rock	1
Head House	1
Independence Seaport Museum	1
Italian market	1
Jersey Shore	1
Jewelry Row	1
JFK Plaza	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 10: “Other” sites visited in Philadelphia metropolitan area
(continued))

Comment	Number of times mentioned
Johnson House	1
Kelly Drive	1
Land of Prussia Mall	1
Liberty museum	1
Library Hall	1
Light show in evening	1
Lights of Liberty tour	1
Little Italy	1
Logan Circle	1
Magnolia Garden	1
Mann Center Concert	1
Masonic Temple	1
Merchants Exchange	1
Metro Museum of Art	1
Money in Motion	1
National Liberty Center	1
National Liberty Museum	1
National Museum of Jewish American History	1
National Museum Rocky Balboa	1
New Market	1
Nick's Cafe	1
Old City Tavern	1
Old City vicinity	1
Old Town district	1
Philadelphia Museum downtown	1
Phillies Ball Stadium	1
Philosophical Hall	1
Please Touch Museum	1
Restaurant	1
Rittenburg Square	1
Rose Garden	1
Seaport Museum	1
Sports stadium	1
Starbucks	1
Station	1
Statue of Irish Immigration	1
Steps in front of Cultural center	1
Th. Kosciuszko National Memorial	1
The Constitutional walking tour	1
Todd House	1
University of Penn Museum of Archaeology and Anthropology	1
Ursinus College	1
USS Jersey	1
Villanova U.	1
Walnut Theater	1
Washington House archeological dig	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities

Question 11a

On this visit to Independence NHP, what activities did you and your group participate in?

Results

- As shown in Figure 34, the most common activities in which visitor groups participated were:

91% Visit park sites
43% Relaxing

- Table 11 shows “other” activities (20%) visitor groups participated in.



Figure 34: Activities

Table 11: “Other” activities visitor groups participated in
N=175 comments

Comment	Number of times mentioned
Take the Duck Tour	27
Have a meal	25
Visit King Tut exhibit	15
Walking around the city	6
Attend a baseball game	5
Completed Junior Ranger program	5
Visit museums	5
Visit U.S. Mint	5
Story telling (e.g. Once Upon a Nation stories)	4
Taste Philly cheese steak	4
Visit Reading Terminal Market	4
Attend business meetings	3
Have a meal at City Tavern	3
Take a tour (e.g. Landmarks tour, ghost tour)	3
Watch a movie	3
Mini golf	2
Participate in children's programs	2
Photography/videotaping	2
Spend time with family/friends	2
Take a ferry ride	2
Teach younger family members history	2
Visit Betsy Ross House	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 11: “Other” activities visitor groups participated in
(continued)

Comment	Number of times mentioned
Visit Elfreth's Alley	2
Visit friends	2
Visit Gettysburg	2
Visit the Franklin Institute	2
Visit the Franklin Institute Science Museum	2
Attend a conference	1
Attend historical presentations	1
Attend wedding events	1
Business - antiques	1
Drive around Philadelphia	1
Enjoy the architecture	1
Gain passport	1
Go to Lancaster county Buck Co.	1
Go to the theater	1
Learning from outdoor signs	1
Militia muster	1
Nights of Liberty Show	1
Performance at Bourse	1
Playground/carousel in Franklin Square	1
Playing in open green spaces	1
Printing press demo	1
Scouting area for future visit	1
Searching for housing for new resident	1
See the Lights of Liberty	1
Setting up our son in his apartment	1
Take a trolley tour	1
Use bathroom	1
Visit Benjamin Franklin's grave	1
Visit Carpenter Hall	1
Visit Harmony Lane	1
Visit historic sites	1
Visit National Liberty Center	1
Visit the Academy of Music	1
Visit the City Hall	1
Visit the Masonic Temple	1
Visit the Museum of Art	1
Visit Washington Square	1
Visit Washington Square visitor center	1
Wanted to see Freedom Rising at Constitution Center	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Most important activities

Question 11b

Which one of the above activities was the most important activity to your visit?

Results

- 71% visitor groups reported that visiting park sites was the most important activity for their visit (see Figure 35).

- “Other” activities (10%) included:

- King Tut exhibit
- Duck Tour
- U.S. Mint
- Attend business meetings
- Visit Elfreth's Alley
- Visit Franklin Institute
- Visit friends
- See baseball game
- Being with family
- Visit Betsy Ross House
- Doing business - antiques
- Eat Philly Cheesesteak
- See Franklin's grave
- Had lunch at Nick's
- Attend Junior Ranger program
- Learning from outdoor signs
- Have lunch
- Militia muster
- Visit museums
- National Liberty Center
- Performance at Bourse
- Phillies game
- Playing in open green spaces
- Use restroom
- Safe and clean place to eat lunch
- Science Museum
- Scouting area for future visit
- Searching for housing for new resident
- Setting up our son in his apartment
- Sharing my heritage with my children
- The Landmarks Tour
- Theatre
- Tours
- Videotaping
- Washington Square
- Wedding events
- Went to Gettysburg

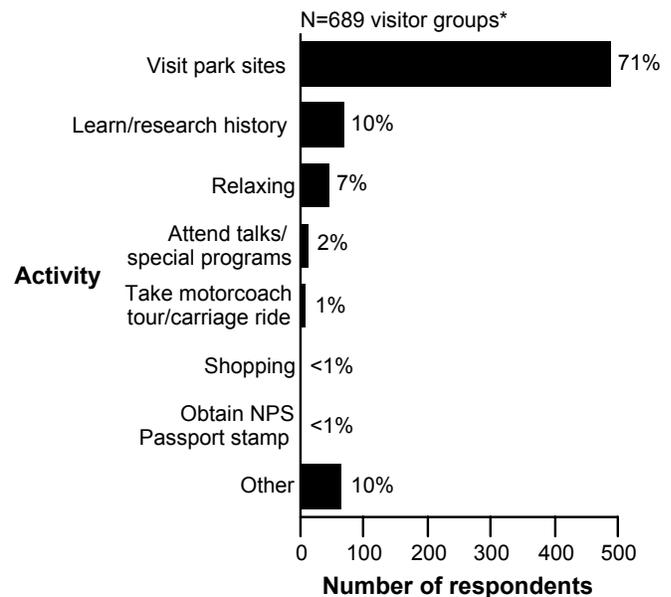


Figure 35: Most important activity

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Forms of transportation used

Question 7a

What forms of transportation did you and your group use to travel between your overnight accommodations/home and Independence NHP?

Results

- 43% of visitor groups used private vehicles (see Figure 36).
- 39% did not use any vehicles.
- “Other” forms of transportation (3%) included:

- Phlash trolley
- Airplane
- Tut Trolley
- Amtrak
- Boat
- Chinatown bus
- PATCO
- Philly Ducks
- Train
- Trolley

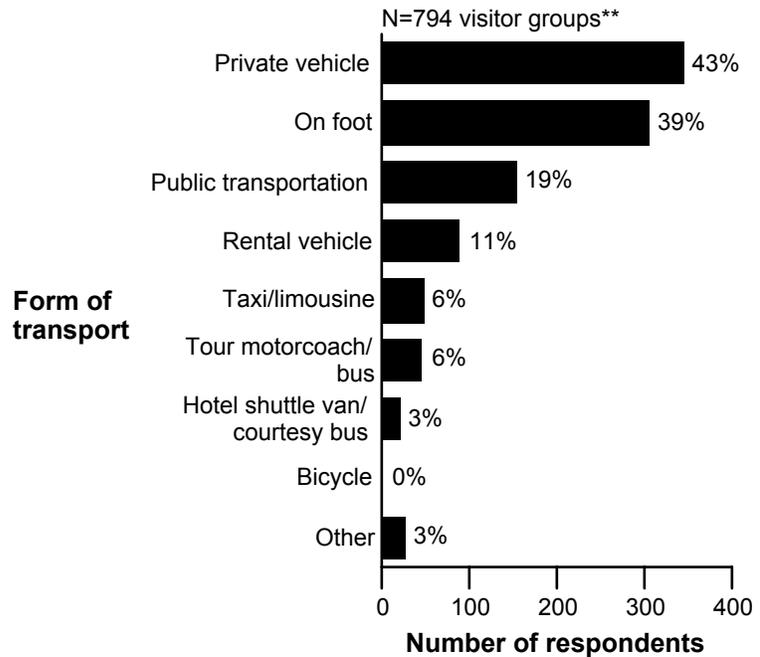


Figure 36: Forms of transportation used

Number of vehicles

Question 21b

If your group arrived at Independence NHP in private or rental vehicles, how many vehicles did you and your group use?

Results

- 94% of visitor groups used one vehicle to arrive at the park (see Figure 37).
- 6% used two or more vehicles.

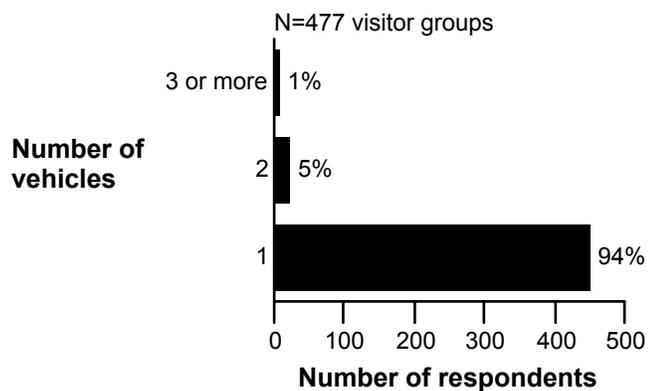


Figure 37: Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Question 7b

Were the signs directing you to sites of Independence NHP adequate?

Results

Signs on state highways

- 38% of visitor groups felt signs on state highways were adequate (see Figure 38).
- 8% felt state highway signs were not adequate.

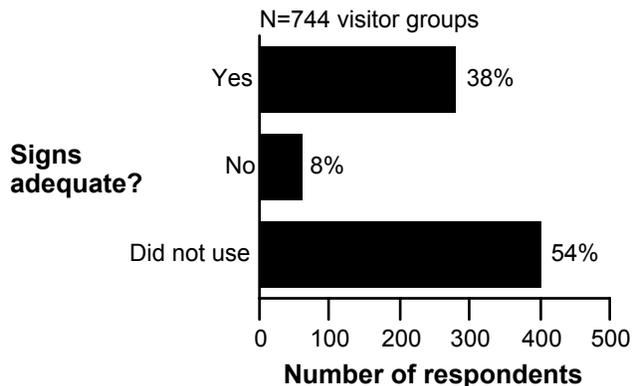


Figure 38: Adequacy of signs on state highways

Pedestrian signs in Philadelphia directing to Independence NHP sites

- 80% of visitor group felt pedestrian signs in Philadelphia were adequate (see Figure 39).
- 7% felt pedestrian signs in Philadelphia were not adequate.

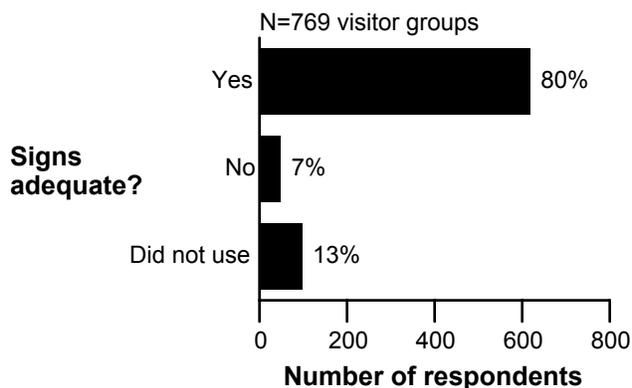


Figure 39: Adequacy of pedestrian signs

Driving signs in Philadelphia directing to Independence NHP sites

- 47% of visitor groups felt driving signs in Philadelphia were adequate (see Figure 40).
- 8% felt driving signs in Philadelphia were not adequate.

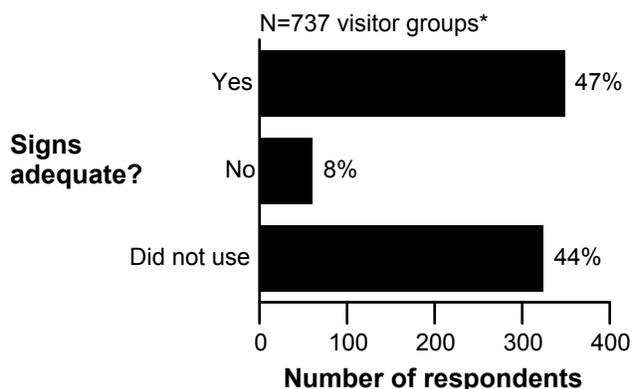


Figure 40: Adequacy of driving signs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 7c

If your answer is no to any of the above, please explain the problem.

Results

- Fifty-five percent of visitor groups (N=96) provided comments regarding the adequacy of directional signs as shown in Table 12.

Table 12: Comments on directional signs
 N=106 comments;
 some visitors provided more than one comment.

Sign location	Comment
Signs on highways	Did not see state highway signs More signs needed Bigger signs needed Better signage on Ben Franklin Bridge Signs too close to turns Approach from I-95 south not well signed More signs on 76 and 676 Not sure where to turn off Better exit signs Clearer/more informative signs needed Confusing at Franklin Square Construction signs unclear Map not helpful Map quest directions unclear No visible signs One-way streets confusing Sign needed on Ben Franklin Bridge 5th St. exit Signs not easily found Signs too close to exit Used GPS device Used maps Visitor Center turn lane confusing
Pedestrian signs in Philadelphia	More prominent signs Bigger signs needed No visible signs Liberty Bell not easy to find More signs needed Better signs needed for lines Clearer signs needed Clearer/more informative signs needed Entrances hard to find From IHOP no signs until close Independence Hall not easy to find Lack of signs to NHP in some areas of city Map more useful than signs No Betsy Ross House signs Signs not helpful except to pedestrians Signs on buildings hard to see - place on street instead Sites difficult to find Sites not well marked Too crowded to see signs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 12: Comments on directional signs
(continued)

Sign location	Comment
	Trying to find Franklin Court Used maps only
Driving signs in Philadelphia	More signs needed No signs right after highway exit Parking difficult Street signs difficult to see 8th St. sign confusing Bigger signs needed Got lost Got lost after Franklin Bridge Hard to find APS Missed parking garage More parking signs needed Signs directed us wrong way on one-way street Signs too close to make lane changes Sites difficult to find Too crowded to see signs
Parking signs	More parking signs needed Too small easily missed
Signs in NHP	Poor signage on buildings

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor opinions about safety

Question 8a

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.

Results

Personal property safety from crime

- 58% of visitor groups felt their personal property was “very safe” from crime (see Figure 41).

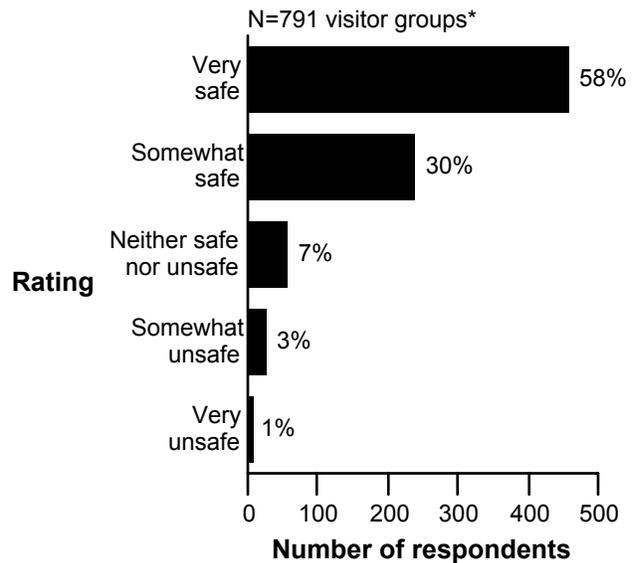


Figure 41: Personal property safety from crime

Personal safety-from crime

- 63% of visitor groups rated their personal safety from crime as “very safe” (see Figure 42).

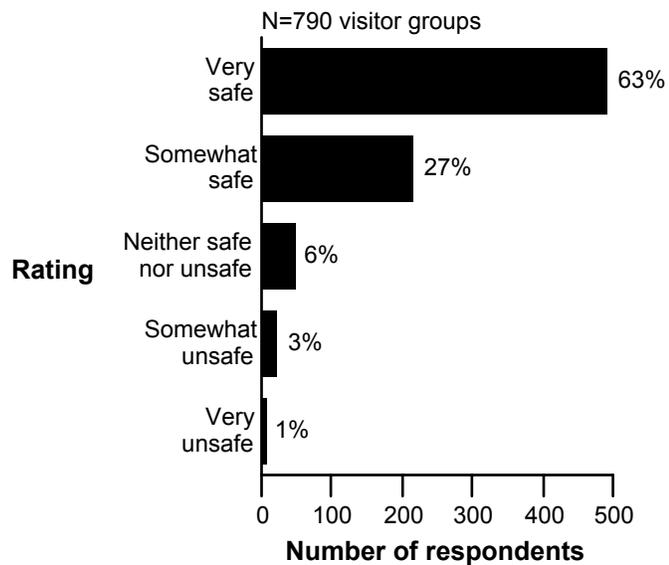


Figure 42: Personal safety from crime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Personal safety-from accidents

- 57% of visitor groups felt “very safe” from accidents while visiting the park (see Figure 43).

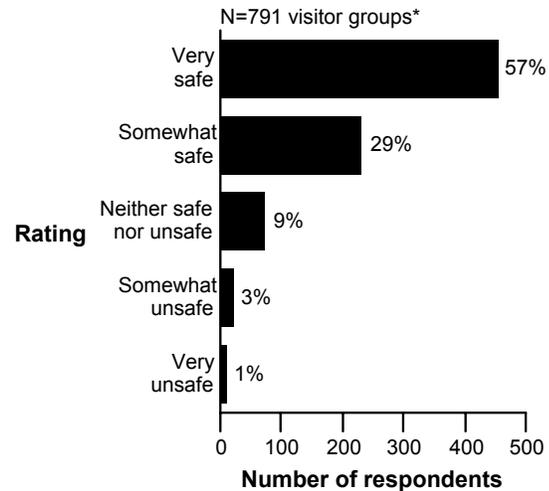


Figure 43: Personal safety from accidents

Question 8b

If you felt “somewhat unsafe” or “very unsafe” please explain why.

Results

- Table 13 shows of visitor groups’ comments regarding their sense of safety.

Table 13: Reasons visitor groups felt unsafe
 N=81 comments;
 some visitors provided more than one comment.

Safety	Comment
Somewhat unsafe - Personal property	Homeless /street people
	Panhandlers
	Bike stolen
	Car theft
	City life
	Crime
	Crime in city
	Felt unsafe in trolley
	Homeless people
	Lack of security in underground parking
	Mentally ill person at visitor center movie
	Traffic
	Wallet stolen
Very unsafe - Personal property	Dangerous intersections
	Homeless /street people
	Panhandlers
	Walking at night
Somewhat unsafe - Personal safety from crime	Homeless /street people
	Crime
	Crime in city
	Panhandlers
	City life
	Evenings
Felt unsafe in trolley	

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13: Reasons visitor groups felt unsafe
(continued)

Safety	Comment
	Mentally ill person at visitor center movie Parking far from NHP
Somewhat unsafe - Personal safety from accidents	Aggressive drivers Bad drivers Cars on narrow streets near Independence Hall Crime in city Crossing streets unsafe Dangerous intersections Drivers disregard for pedestrians in crosswalks Felt unsafe in trolley Homeless /street people Panhandlers Sidewalks Traffic Traffic accidents
Very unsafe - Personal safety from accidents	Traffic City drivers Drivers disregard for pedestrians in crosswalks Homeless people Panhandlers
General comments	Homeless /street people Panhandlers Walking at night 5th and Market SEPTA stop unsafe Crime in city Deserted streets Lack of gun control in PA Lack of lighting No walk signs at intersections Parked in hotel lot

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor opinions about ticket system

Currently visiting Independence Hall is free of charge, but visitors must first obtain a timed tour ticket assigning the time of admission. Tickets can be obtained on the day of visit or on a first come-first serve basis, or by reserving in advance with a \$1.50 reservation fee. Visitors also go through a security checking procedure before entering Independence all.

Question 14a

Prior to this visit were you aware of the ticket system?

Results

- 35% of visitor groups were aware of the ticket system (see Figure 44).

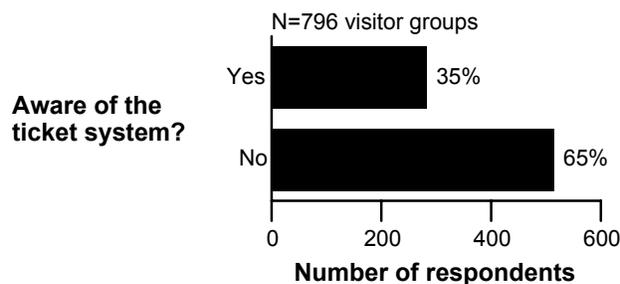


Figure 44: Visitor awareness of the ticket system

Question 14h

Please provide comments about the current ticket system.

Result

- 64% of visitor groups (N=514) responded to this question.
- Table 14 shows visitor comments about the current ticket system.

Table 14: Comments about ticket system
 N=636 comments;
 some visitor groups made more than one comment.

Comment	Number of times mentioned
Good system	104
It worked fine	91
Unaware of the ticket system	31
No tickets were available	25
Fair	18
Did not use	17
Efficient	17
Great to manage big crowds	17
Had no problem with it	16
Need better informational signs	15
Long wait	14
The online system was great	12
Could not obtain tickets	11
Easy to use	11
Fine if you know about it	9

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14: Comments about ticket system
(continued)

Comment	Number of times mentioned
Very organized	8
Excellent	7
Had to arrive earlier to pick up tickets	7
It was quick	6
Provide more information	6
Lines moved quickly	6
Ticket agent was friendly	6
Adequate	5
Confusing	5
Good idea	5
It makes sense	5
Liked being able to reserve the tickets	5
Pick up place should be closer to Independence Hall	5
Should advertise more	5
Ticketing staff was not friendly	5
Ticketing staff was not helpful	5
After-hours ticket-free tour is good	4
Did not like it	4
Do not agree with the \$1.50 reservation fee	4
It is a necessity	4
Too few tickets available	4
Appreciated that it was free	3
Convenient	3
Don't mind paying \$1.50 to avoid standing in line	3
Inform visitors about tickets ahead of time	3
Information should be available at hotels	3
Nice to have tickets available for walk-ins	3
Wish I had known how to reserve tickets	3
Cannot think of a better way to do it	2
Difficult to obtain group tickets	2
Forgot to get tickets	2
Glad we obtained tickets	2
If it is free, why bother obtaining tickets?	2
It facilitates the visit	2
It is burdensome	2
Poor	2
Provide more information on website	2
Satisfactory	2
They said tour was full, but there were still spaces	2
Tickets for tours should be available at the sites	2
Tickets make the site less desirable to visit	2
Very little waiting time	2
With a timed ticket you can avoid a lot of waiting time	2
All organized by tour manager	1
Allow tickets to be recycled and or easily traded	1
An improvement might be first come first served twice a day rather than once a day	1
Could be self-serve at several stations	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14: Comments about ticket system
(continued)

Comment	Number of times mentioned
Did not know how to get tickets	1
Difficult to get a ticket in the summer	1
Disappointing	1
Do not feel it is necessary for security	1
Easy to access	1
Easy to obtain tickets	1
Felt like I was at Disney Land	1
Good for travel plans	1
Good if you arrive early	1
Had technical problems with the online ticket system	1
Have no ticket system	1
I like knowing I can get in at a definite time	1
I thought it was fair first come first served	1
Self-service kiosk to get the free tickets at the VC	1
If you have a short period of time to spend downtown, first-come first-served system one doesn't work	1
Inform visitors at visitor center	1
Information was confusing	1
It helps with seeing everything	1
It interferes with travel plans	1
It is hard to use on a short timed trip	1
It was a summer Sunday- expected large crowds	1
It was helpful	1
It was less trouble than I initially thought it would be	1
It was new for me	1
It's not clear on website that tickets are available ahead	1
It's like other sites	1
Keep it free	1
Keep it up	1
Most people don't know about open house after 5:00 pm	1
Necessary to preserve the site	1
Need more times available in summer	1
Need specified line for online ticket pick-up	1
Not ideal	1
Not sure it is really needed	1
Obtained tickets in a timely manner	1
Our tickets were never checked	1
Provide clear information	1
Security guard sent us to VC when it was closed	1
Seems a small imposition, 2-step process 2- locations	1
Suggest an early arrival	1
The experience would be more to our group	1
The online system was terrible	1
The staff managed the process well	1
The system is pointless	1
The tour should be self-guided	1
The whole process is a waste of time	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14: Comments about ticket system
(continued)

Comment	Number of times mentioned
There were plenty of tickets	1
Those without online access should access to tickets	1
Timed tickets take the random factor out	1
Tour guide announcing tour should use microphone/bullhorn	1
Tours were crowded	1
Walk up ticketing means something different to me	1
Was not aware how quickly the tickets would become no longer available	1
Website provided adequate information	1
Wish there was an online system	1
Wish there was another way to do this	1
Would be nice to reserve tickets in person	1
Would like tickets mailed to us	1
Would use the advance ticket process for future visit	1
You scare away people by saying there are no tickets	1
You shouldn't have to go to separate building for tickets	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14b

Prior to this visit were you aware of the security checking procedure?

Results

- 38% of visitor groups were aware of the security checking procedure (see Figure 45).

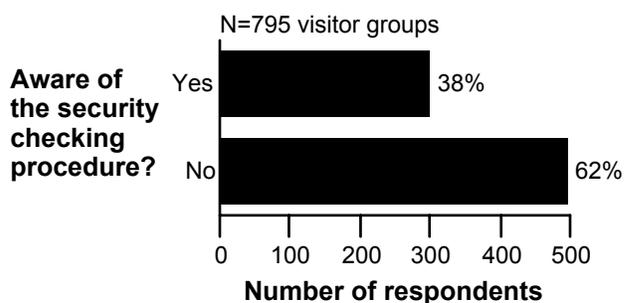


Figure 45: Visitor awareness of the security checking procedure

Question 14i

Please provide comments about the current security checking procedure.

Result

- 58% of visitor groups (N=464) responded to this question.
- Table 15 shows visitor comments about the security checking procedure.

Table 15: Comments about security checking procedure

N= 627 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Fine	126
Fast	48
Had no problem	47
It is necessary	27
Staff was nice and courteous	26
Should be more thorough	19
Felt safe	15
Understandable	15
Efficient	14
It was thorough	14
It was easy	13
Some of the staff members were rude	13
Less rigorous than expected	12
Important for security	11
It was smooth	11
Not too invasive	11
Adequate	10
Was no big deal	10
Did not use	9

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Comments about security checking procedure
(continued)

Comment	Number of times mentioned
Appreciate the security checks	8
It was to be expected	7
Worked well	7
As expected	6
Should have metal detectors	5
Staff was friendly	5
Excellent	4
Great system	4
It was simple	4
Professional	4
Same as everywhere else	4
Burdensome	3
Could be better	3
Did not like being searched	3
It is for the protection of our national treasure	3
Staff lacked professionalism	3
Staff members were rude/unfriendly	3
Appropriate	3
Average	2
Did not wait long	2
Effective	2
Fair	2
Good idea	2
Good procedures	2
Have no complaints	2
It's just a shame we have to have it in place	2
Keep it up	2
Lots of officers to keep things moving	2
Not enough security	2
Prefer x-ray machine to individuals searching	2
Security was good	2
Seemed pointless	2
Somewhat irrational	2
Staff was helpful	2
Staff was not helpful	2
The wait was long	2
Too slow	2
Took away from the experience	2
After security, you are free to wander at will	1
Almost skipped Liberty Bell because sign said no knives	1
Better than Yankee Stadium	1
Cameras could work better	1
Check all bags and pockets	1
Didn't know access denied to Old City Hall after check	1
Did not like it	1
Did not seem too aggressive	1
Employees too busy talking to each other	1
Got real tired of it	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Comments about security checking procedure
(continued)

Comment	Number of times mentioned
I was pushed ahead while wife had her purse searched	1
I may have more patience for it if it wasn't summer	1
I thought there was only security for Liberty Bell	1
I trust the staff	1
I was not aware of security pictures	1
Improve signage	1
It is helpful	1
It is improving	1
It was low key	1
It was nice and cool inside	1
It would be better to have information available at hotels	1
Keep it courteous, and I will not object	1
Make it a little more clear on what bags are allowed	1
Men were not checked at all	1
More roving patrols	1
More security than in Montreal	1
Need more staff to speed up the process	1
None existent	1
Not appropriate for this place	1
Not as bad as an airport	1
Not clear if bottles are allowed	1
Not efficient	1
Not explained why some people were segregated	1
Not the best use of security	1
Not very happy place	1
Often makes people feel unwelcome	1
One of us not did not enter Liberty Bell exhibit	1
Put the police in historical clothes	1
Security measures are not effective	1
Seemed like it was just for show	1
Seemed too quiet	1
Separation from un-screened is not much - why bother?	1
Some security agents more thorough than others	1
Some visitors were searched more than others	1
Spend money on historians instead of police	1
Staff let us know they were just checking bags	1
Surprised with all the measures	1
There were less complaints	1
Too invasive	1
Use bomb-sniffing dogs	1
Was impressed	1
Was not aware of the its intenseness	1
Way overdone	1
Felt unwelcome	1
When are metal fences coming down?	1
Can avoid security by using side entrance	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14c

Did you visit Independence Hall on this visit?

Results

- 77% of visitor groups visited Independence Hall on this visit (see Figure 46).

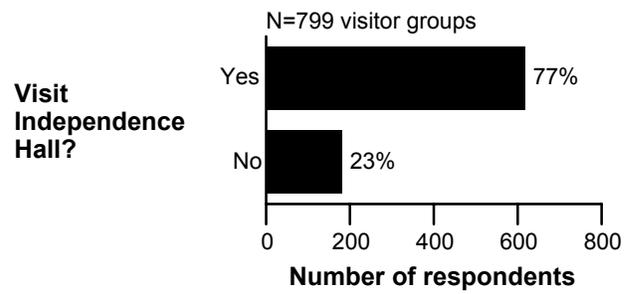


Figure 46: Visitor groups who visited Independence Hall on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14d

If YES (visited Independence Hall), did you and your group reserve the tickets to Independence Hall (by phone, online, or through a travel agent) before your visit?

Results

- 17% of visitor groups reserved tickets to Independence Hall prior to this visit (see Figure 47).

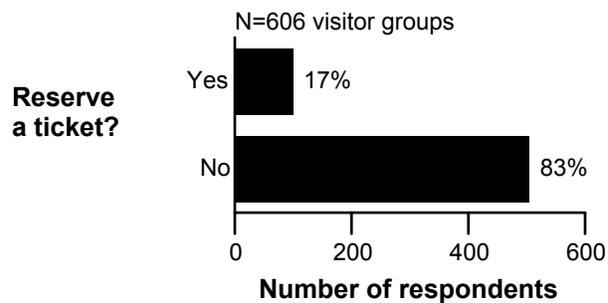


Figure 47: Visitor groups with reserved tickets

Question 14e

If NO (did not reserve tickets), were you and your group able to obtain tickets to Independence Hall on the day and time that you planned to visit?

Results

- 74% of visitor groups who had not reserved tickets in advance were able to obtain tickets at desired time (see Figure 48).

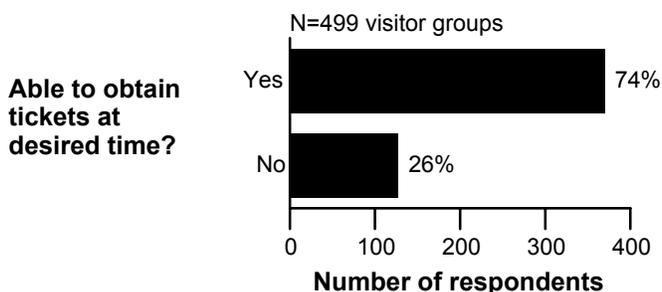


Figure 48: Ability to obtain tickets at desired time

Question 14f

If NO (were not able to obtain tickets on desired day and time), on the day that you and your group visited Independence Hall, how long did you have to wait to be admitted?

Results

- 38% of visitor groups who were not able to obtain tickets at desired time had to wait more than 2 hours to be admitted to Independence Hall (see Figure 49).
- 31% waited up to 30 minutes.

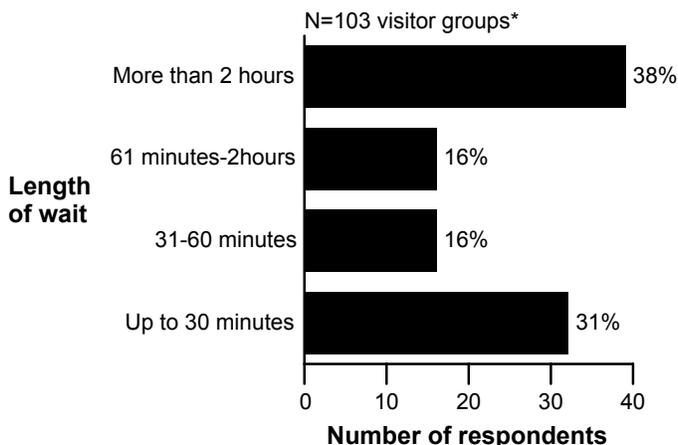


Figure 49: Length of wait

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14g

Compared to what you expected, how crowded did you and your group feel while visiting Independence Hall?

Result

- 57% of visitor groups felt the crowding level in Independence Hall “about the same” as they expected (see Figure 50).
- 31% felt less crowded than what they had expected.

Crowding level compared to expectation

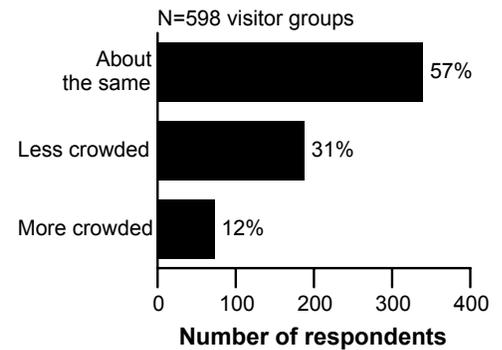


Figure 50: Crowding level in Independence Hall

Question 14i

Please provide comments about the current security checking procedure.

Result

- 58% of visitor groups (N=464) responded to this question.
- Table 15 shows visitor comments about the security checking procedure.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred interpretive programs/information services on a future visit

Question 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?

Results

- 87% of visitor groups were interested in interpretive programs/information services on a future visit (see Figure 51).
- As shown in Figure 52, the interpretive programs/information services that visitor groups preferred to have available at the park on a future visit were:
 - 64% Living history programs and dramatic presentations
 - 62% Roving rangers available to answer questions
 - 57% Historian/expert lectures/talks
- “Other” interpretive programs/information services (2%) included:
 - Actors
 - Guided tour of Neighborhood
 - Mural tour
 - Storytellers

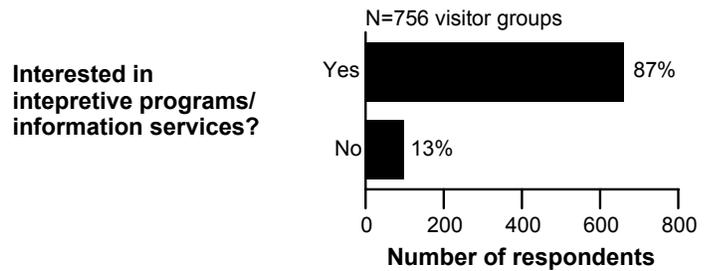


Figure 51: Interest in interpretive programs/information services on a future visit

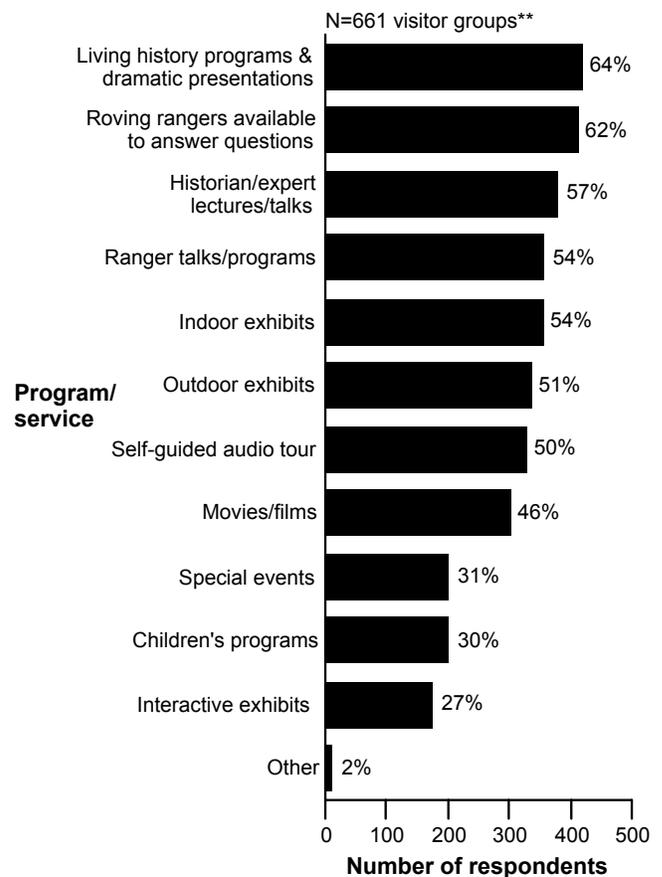


Figure 52: Preferred interpretive programs/information services on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Future visit to the park

Question 25a

Would you or members of your group consider visiting Independence NHP again in the future?

Result

- 82% of visitor groups would consider visiting the park again (see Figure 53).

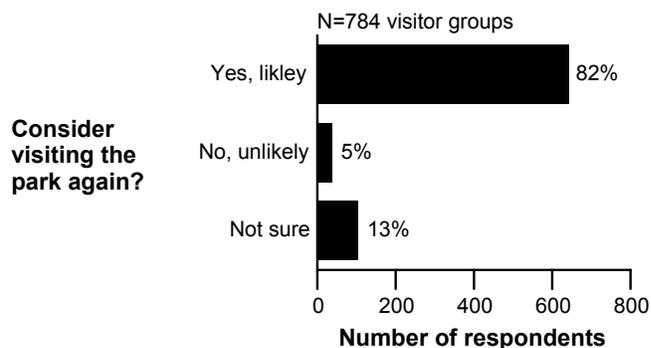


Figure 53: Visitor groups who would consider visiting the park again

Recommend visit to the park

Question 25b

Would you or members of your group recommend visiting Independence NHP to your friends/relatives?

Result

- 97% of visitor groups would recommend visiting the park to their friends/relatives (see Figure 54).

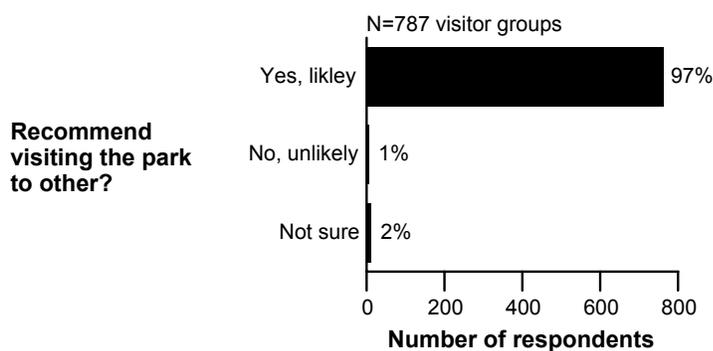


Figure 54: Visitor groups who would recommend visiting the park to friends/relatives

What would encourage local residents to visit the park more often

Question 12a

Are you or members of your group residents of the Philadelphia metropolitan area?

Results

- 16% of visitor groups had members who were residents of Philadelphia metropolitan area (see Figure 55).

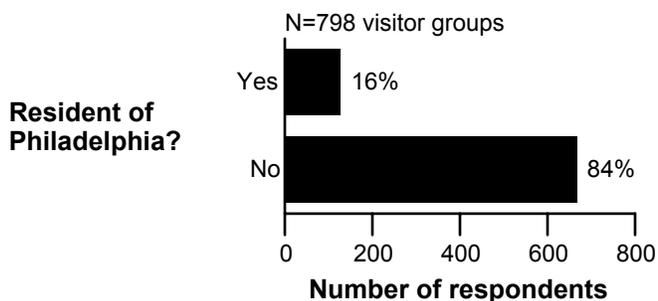


Figure 55: Visitors who were residents of Philadelphia metropolitan area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 12b

If YES, what would encourage them to visit the park more often?

Results

- Table 16 shows visitor groups' (N=82) reasons for visiting the park more often.

Table 16: Reasons to visit more often
N=99 comments

Comment	Number of times mentioned
Special events/programs (wine tasting, cultural events)	17
Bringing visitors from out of town	11
Nothing	8
More advertising of park and its programs	6
Not sure	5
More free time	4
Better parking availability	3
Free admission/offering	3
More activities for children	3
Better weather conditions	2
Cheaper parking	2
Discounts for certain groups (e.g. seniors)	2
Easier access	2
Lower cost	2
Remove the homeless	2
Shorter lines	2
Transportation	2
Being on an activities mailing list	1
Better conditions	1
Deals for the Constitution Center	1
Dog runs	1
Fewer lines for residents	1
Encourage school trips	1
Flowers	1
History	1
Independence Hall	1
Information in newspapers	1
Less crowded sites	1
Less traffic	1
More information about tickets	1
More local history programs	1
More programs/activities	1
New exhibits	1
Nice rangers	1
No hassles	1
Pray room	1
Proximity to work	1
Receiving the gazette by mail	1
Relaxation opportunities	1
Some of the buildings were open irregular hours	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Quality of personal interaction with a park ranger

Question 4a

During this visit to Independence NHP, did you have any personal interactions with a park ranger?

Results

- 92% of visitor groups had personal interactions with park rangers (see Figure 56).

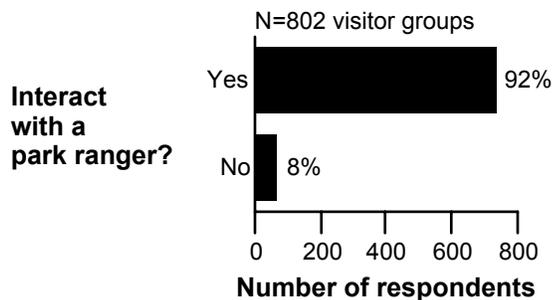


Figure 56: Interaction with park rangers

Question 4b

If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park ranger.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- 96% of visitor groups rated the quality of their interactions with park rangers as “very good” or “good”, in all aspects (see Figure 57).
- Figures 58 to 61 show visitor ratings for different aspects of their interaction with park rangers.
- The aspects that received the highest “very poor” rating included:
 - 1% Helpfulness
 - 1% Courteousness

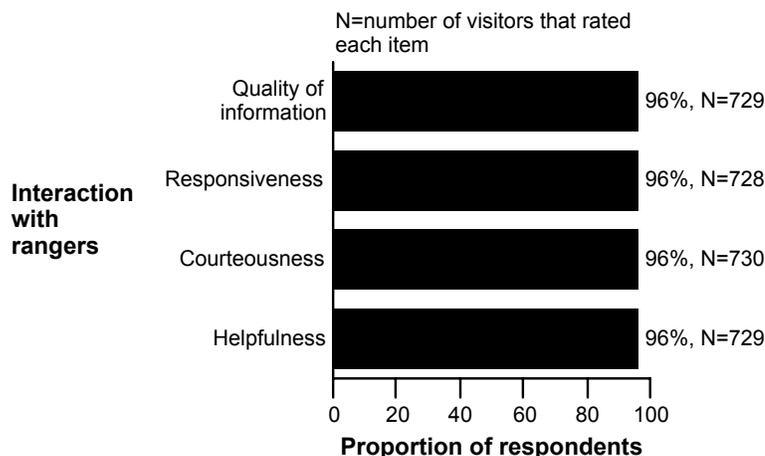


Figure 57: Combined proportions of “very good” and “good” quality ratings for interactions with park rangers

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

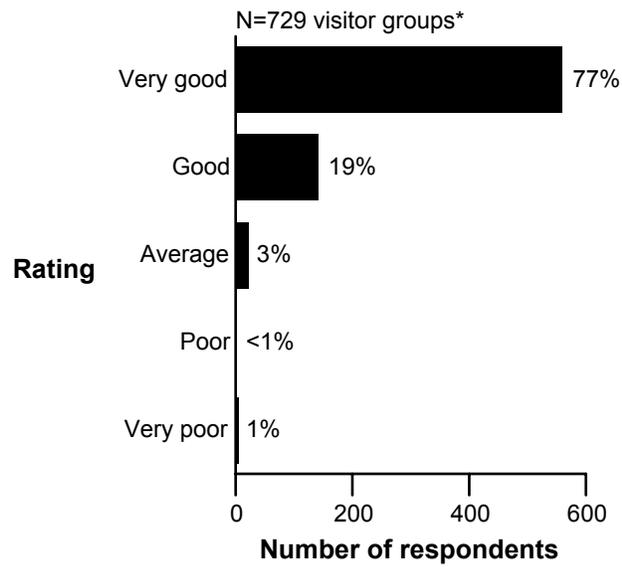


Figure 58: Quality of interaction with a park ranger: Helpfulness

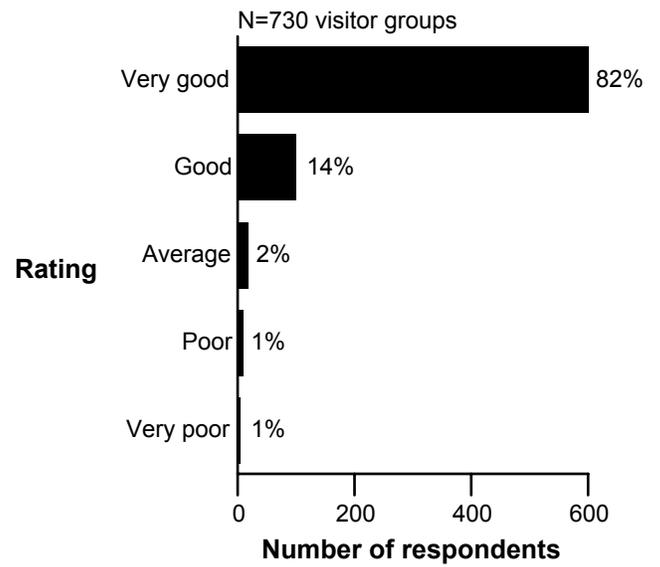


Figure 59: Quality of interaction with a park ranger: Courteousness

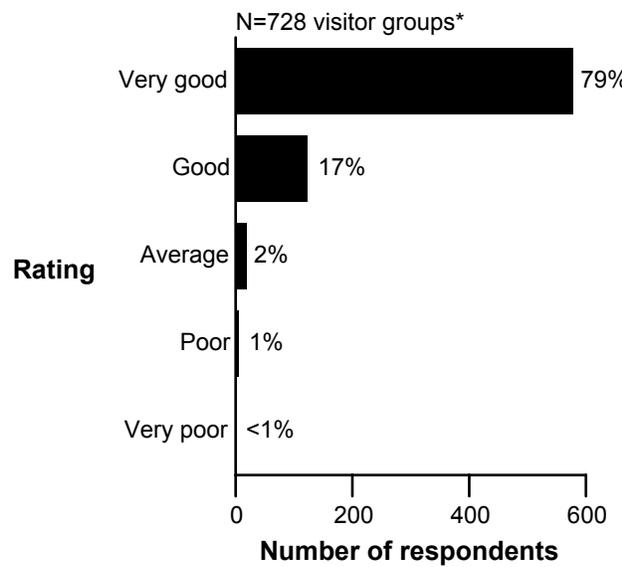


Figure 60: Quality of interaction with a park ranger: Responsiveness

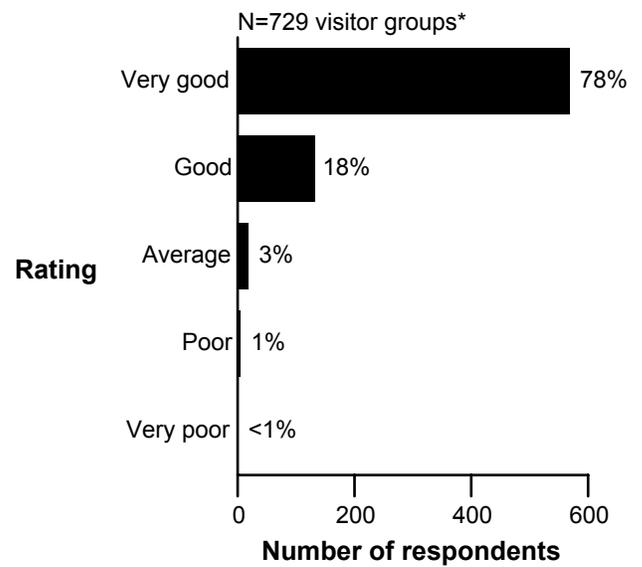


Figure 61: Quality of interaction with a park ranger: Information provided by park rangers

*total percentages do not equal 100 due to rounding

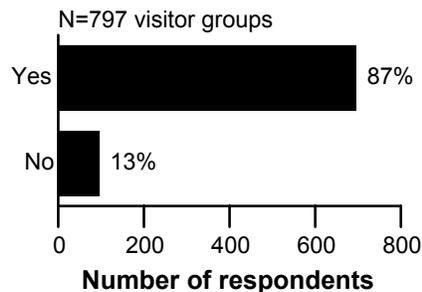
**total percentages do not equal 100 because visitors could select more than one answer

Independence Visitor Center services and facilities used

Question 13a

Did you and members of your group visit Independence Visitor Center on this visit?

Visit Independence Visitor Center?



Results

- 87% of visitor group visited Independence Visitor Center on this visit (see Figure 62).

Figure 62: Visitor groups who visited Independence Visitor Center on this visit

Question 13b

If YES, please indicate all of the services/facilities that you and your group used during your visit to Independence Visitor Center.

Results

- As shown in Figure 63, the most commonly used services/facilities in Independence Visitor Center included:
 - 87% Restrooms
 - 65% Static exhibits
 - 58% Independence Store
- The least used service/facility was:
 - 6% Access for disabled persons

Service/facility

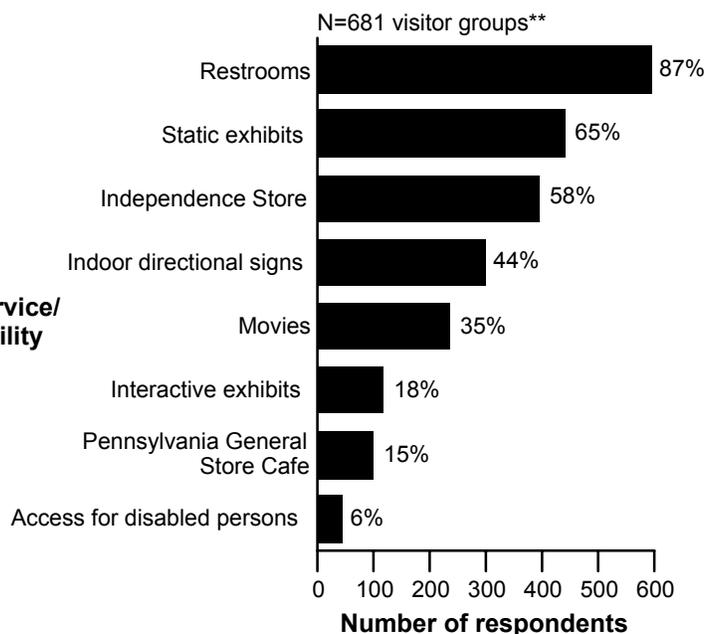


Figure 63: Independence Visitor Center services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of Independence Visitor Center services and facilities

Question 13c

Next, for only those services/facilities that you and your group used at Independence Visitor Center, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 64 shows the combined proportions of “very good” and “good” quality ratings for Independence Visitor Center services and facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 90% Access for disabled persons
 - 89% Restrooms
 - 89% Static exhibits
- Figures 65 to 72 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:
 - 1% Indoor directional signs

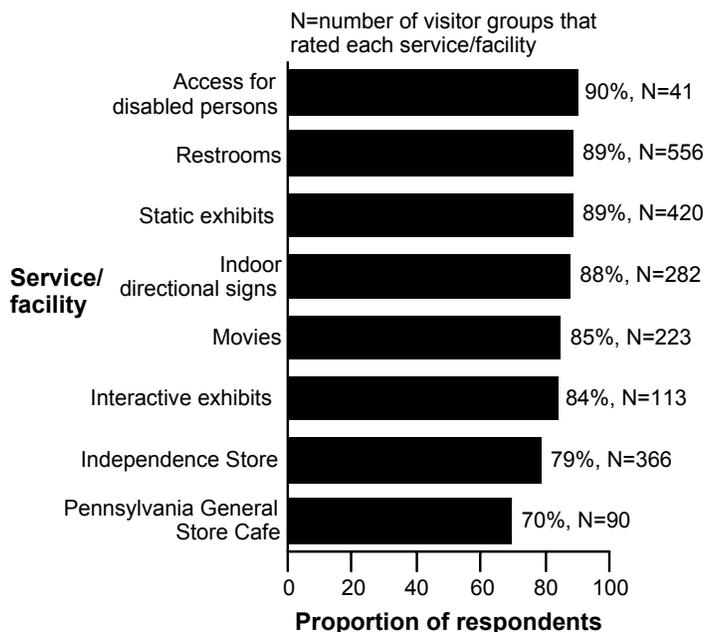


Figure 64: Combined proportions of “very good” and “good” quality ratings for Independence Visitor Center services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

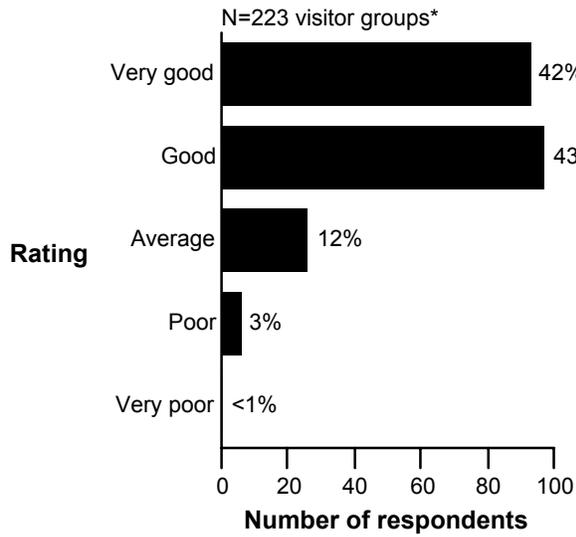


Figure 65: Quality of movies

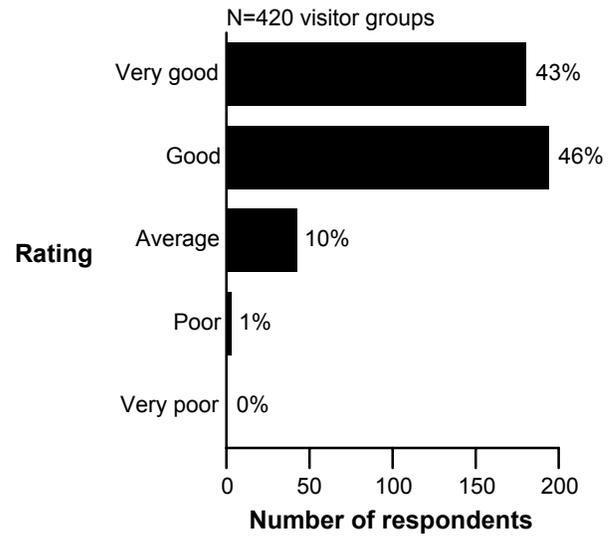


Figure 66: Quality of static exhibits

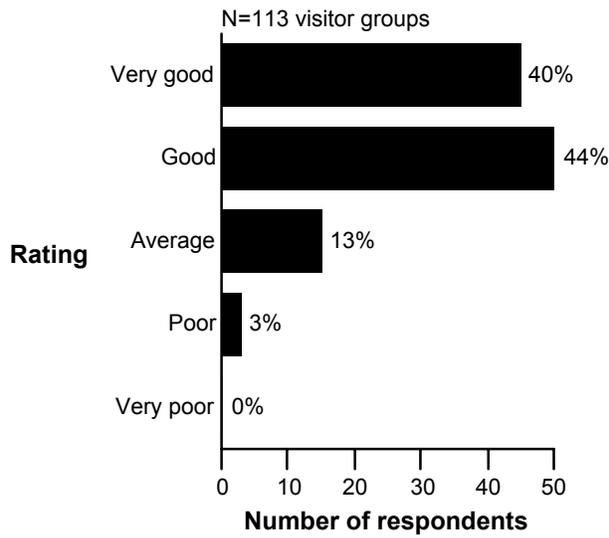


Figure 67: Quality of interactive exhibits

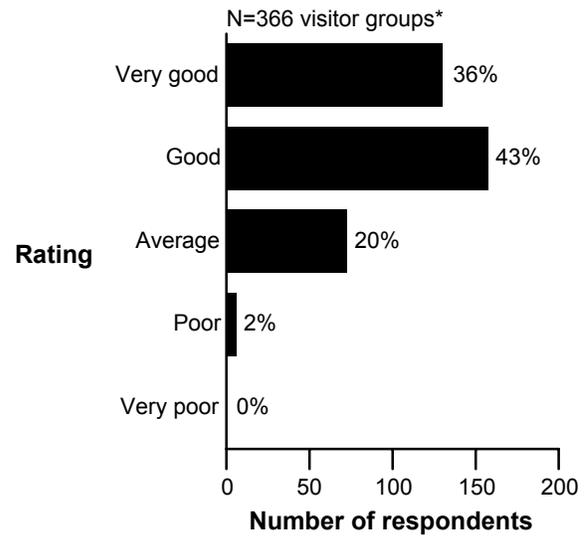


Figure 68: Quality of Independence Store

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

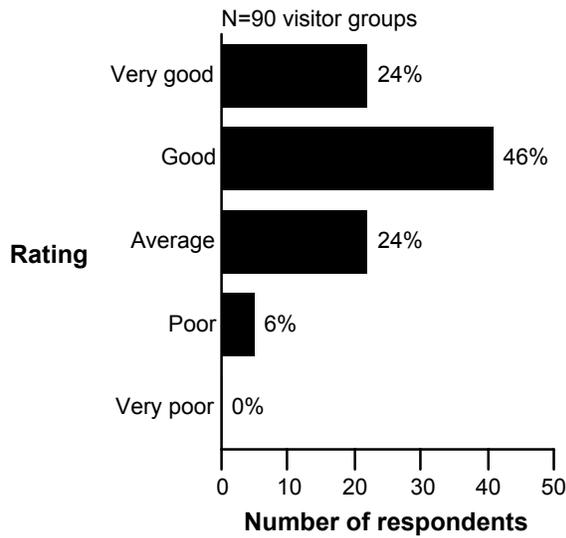


Figure 69: Quality of Pennsylvania General Store Cafe

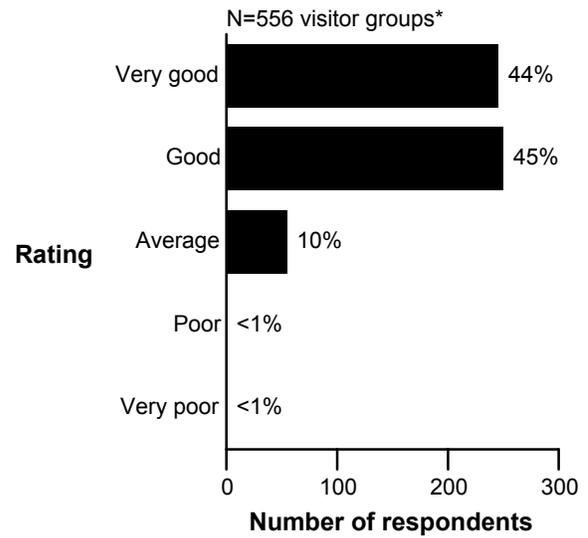


Figure 70: Quality of restrooms

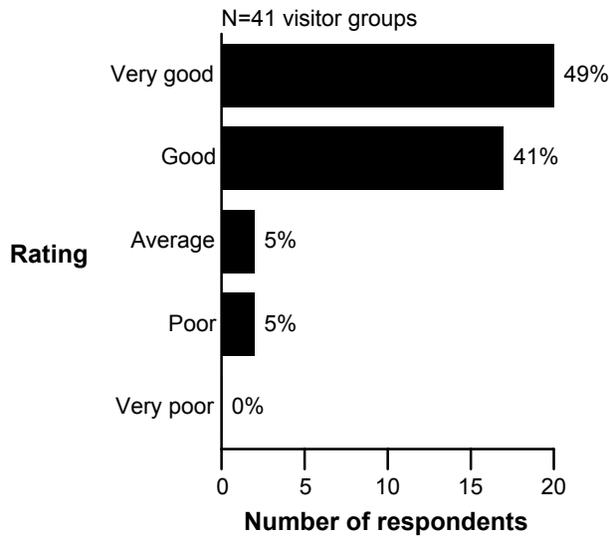


Figure 71: Quality of access for disabled persons

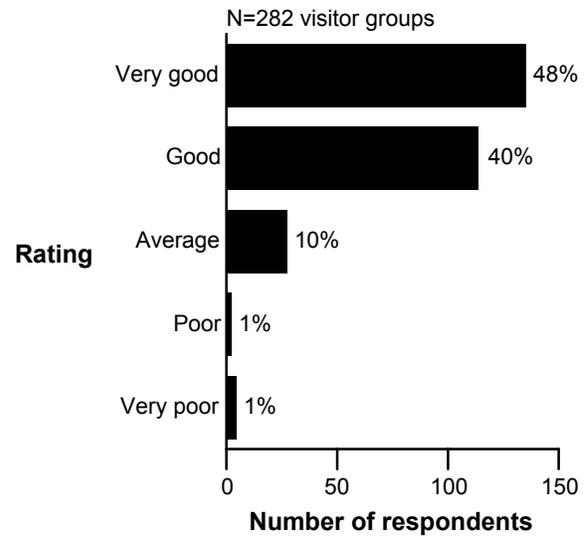


Figure 72: Quality of indoor directional signs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13d

Please provide any comments you may have about Independence NHP Visitor Center.

Results

- Two hundred and one visitor groups responded to this question.
- Table 17 shows visitor comments about the Independence Visitor Center.

Table 17: Comments about Independence Visitor Center

N= 298 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Staff was helpful	34
It was clean	16
Excellent	12
Did not spend much time	10
It was informative	10
Staff was friendly	10
Costumed actors were very good	9
Well organized	8
It was nice	7
Staff was pleasant and courteous	7
Staff was great	6
The visit was enjoyable	6
Staff was knowledgeable	5
Information desk staff was helpful	4
It was interesting	4
Restrooms were dirty	4
Easy to navigate	3
It was good	3
Lack of food service options	3
Nice exhibits/displays	3
Prior information about tickets needed	3
A lot of tour companies	2
Cool temperature in building	2
Crowded	2
Enjoyed period musicians	2
Exhibits were informative	2
Glad there were family restrooms	2
Good facility	2
Great variety in store	2
It was beautiful	2
It was informative/educational	2
Loved it	2
Need more signs at the parking	2
Staff was not helpful	2
Store was crowded	2
Too small	2
Very small eating area	2
A lot of information was available	1
A must visit	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Comments about Independence Visitor Center
(continued)

Comment	Number of times mentioned
Also picked up tickets	1
Appreciated permission to protest/demonstrate on lawn	1
Ben Franklin's were the best	1
Bottled water was overpriced	1
Brochure holders were empty	1
Cafe lacked seating	1
Clear signage	1
Cluttered	1
Convenient restrooms	1
Did not have information on exhibits	1
Did not have information on theater	1
Did not know about all the things that were available	1
Did not know in which order to do things	1
Did not learn much	1
Easy access from parking garage	1
Enjoyed the movie	1
Friendly place	1
Get rid of the photography screen	1
Good information on walking tours	1
Good place to rest	1
Good start	1
Great place	1
Hadn't thought about the timed tickets	1
Hard time getting help in the store	1
Hard to find free tickets for Independence Hall	1
Hard to navigate	1
Helpful in planning activities	1
Homeless people were disrupting the visit	1
I don't like what happened to the 'site'	1
Independence Hall visitation process is confusing	1
Independence Hall was not handicap accessible	1
Information was too basic	1
Information was too oriented to tourism	1
Inspiring	1
It was confusing	1
It was up to date	1
Keep restrooms clean	1
Keep up the good work	1
Limited number of access points	1
Location for picking up tickets was wrong	1
Maps should be available closer to entrance	1
Maps were helpful	1
More room needed at desk area	1
Movie did not tell the truth about history	1
Movie helped explain Independence Hall tour	1
Movie is great because of Ed Rendell	1
Need a bigger variety of books at the store	1
Need benches	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Comments about Independence Visitor Center
(continued)

Comment	Number of times mentioned
Need more order in lines	1
Need more restrooms	1
Needs clearly marked exits	1
Needs to be bigger	1
Nice brochures	1
No signs indicating restrooms near entrances	1
Not a lot of value for the square footage	1
Not much there	1
Obtaining tour tickets was convenient	1
On-line ticket system was good	1
Parking payment system was confusing	1
Parking was good	1
Parking was terrible	1
Prices have increased a lot since last year	1
Provide a larger area to get NP Passport stamp	1
Questionnaire distributor was helpful	1
Reserved ticket line needs to be separate	1
Resting place had loud noises	1
Restrooms located far from main entrance	1
Restrooms should be closer to Independence Hall	1
Restrooms were crowded	1
School children were there in large numbers	1
Sell stamps at gift shop	1
Should have a gift store	1
Some exhibits were outdated	1
Some exhibits were incomplete	1
Some exhibits were politically incorrect	1
Some visitors stay in the store because of the coolness	1
Stop calling it a World Heritage Center	1
Store was hard to navigate	1
Storytelling was spectacular	1
Thank you	1
The coffee shop should accept credit/debit cards	1
The gateway exhibit is blase	1
The layout was confusing	1
The movie quality needs to be updated	1
The visitor center is the gateway to the town	1
Ticket system is unnecessary	1
Tickets should be closer to entrance	1
Too much information	1
User friendly	1
Vendor area was crowded	1
Very impressive	1
Very welcoming	1
Visitor center should be open past 7pm in summer	1
Was our first stop because of parking garage	1
We will return for more thorough visit	1
Well-maintained	1
Wanted to purchase a medallion as a souvenir	1

*total percentages do not equal 100 due to rounding

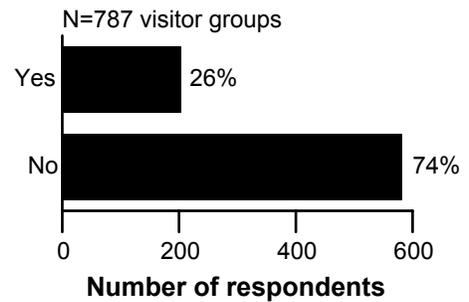
**total percentages do not equal 100 because visitors could select more than one answer

Quality of translated media

Question 15a

Currently, some of Independence NHP 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?

Aware of translated media?



Results

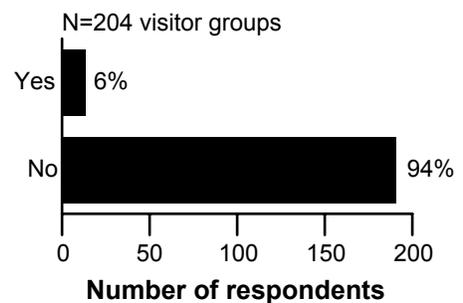
- 26% of visitor groups were aware of the availability of translated media (see Figure 73).

Figure 73: Visitor awareness of translated media

Question 15b

If YES, did you and your group use any of the translated media?

Use translated media?



Results

- 6% of visitor groups used translated media (see Figure 74).

Figure 74: Visitor groups who used translated media

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 15c

If YES, please rate the quality of the translation.

Results - Interpret results with **CAUTION!**

- Not enough visitor groups answered this question to provide reliable data (see Figure 75).

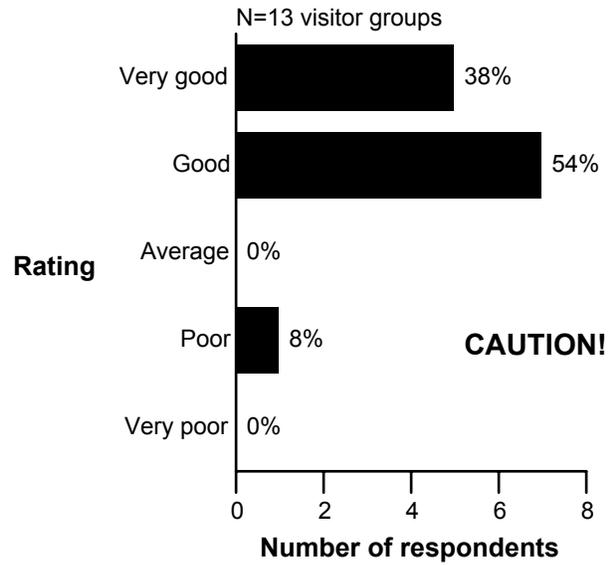


Figure 75: Quality of translation

Question 15d

If you rated quality of translation as “poor” or “very poor,” please explain why.

Results – Interpret with **CAUTION!**

- Only one visitor group answered the question:

Lower-quality publication than the English version

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 16a

Please indicate all of the services and facilities that you and your group used during this visit to Independence NHP.

Results

- As shown in Figure 76, the most commonly used services and facilities included:

79% Restrooms
 66% Rest areas/benches
 64% Independence Hall tour
 64% Directional signs to find park sites

- The least used services/facilities were:

4% Junior Ranger program
 3% Access for disabled persons

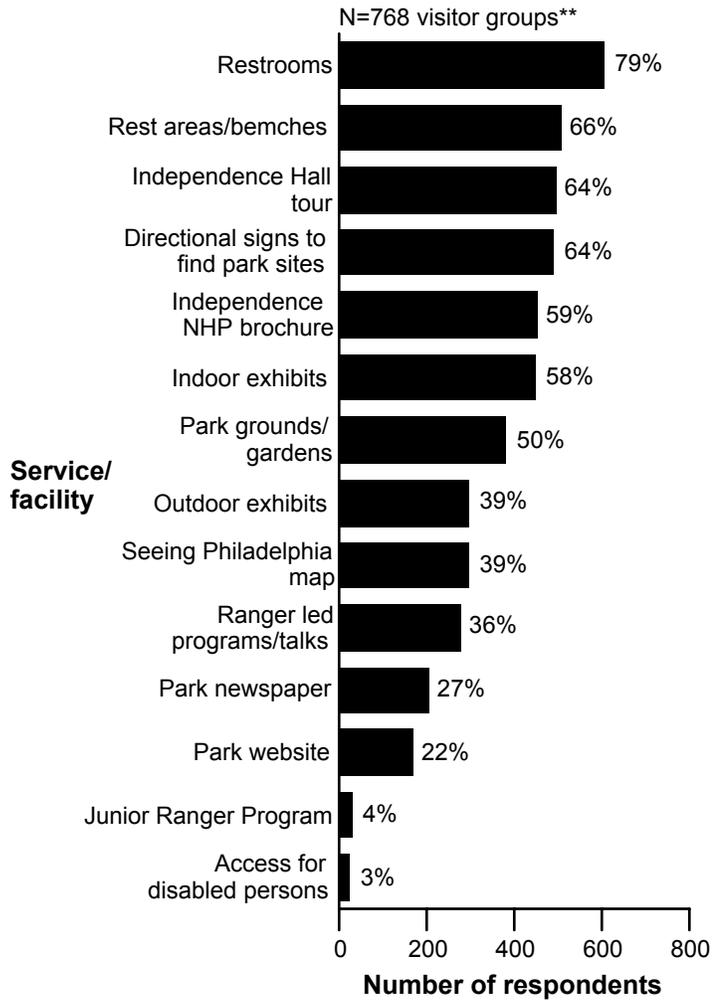


Figure 76: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 16b

Next, for only those services/facilities that you and your group used, please rate their importance from 1 to 5.

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

Results

- Figure 77 shows the combined proportions of “extremely important” and “very important” ratings for services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 92% Restrooms
- 92% Independence Hall tour
- 88% Ranger-led programs/talks

- Figures 78 to 91 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 4% Park newspaper
“The Gazette”

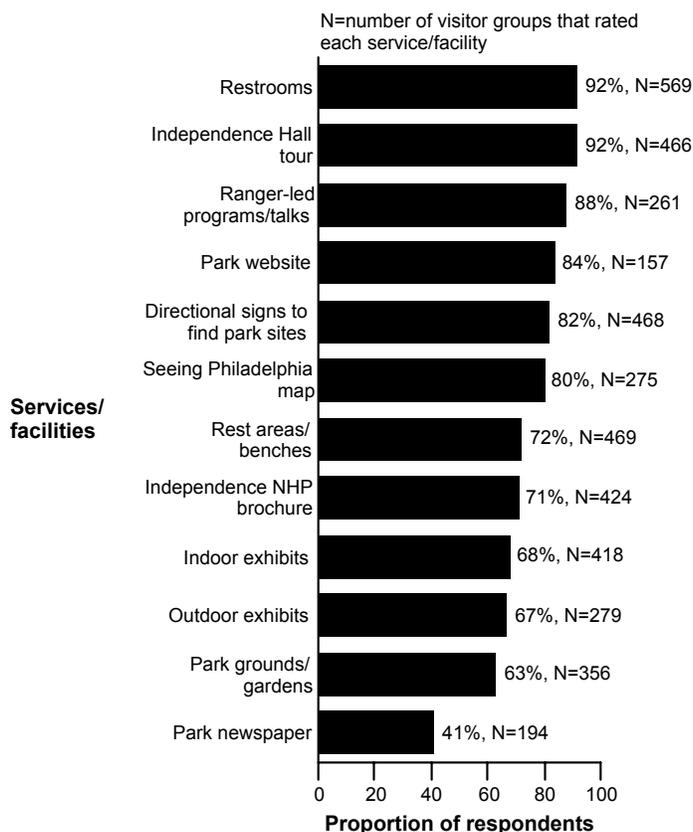


Figure 77: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

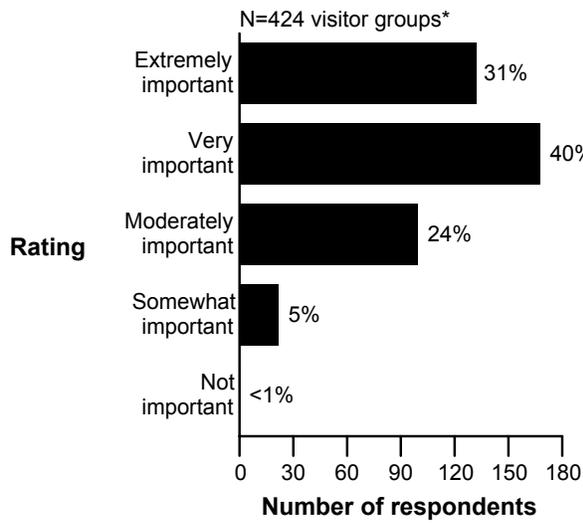


Figure 78: Importance of Independence NHP brochure

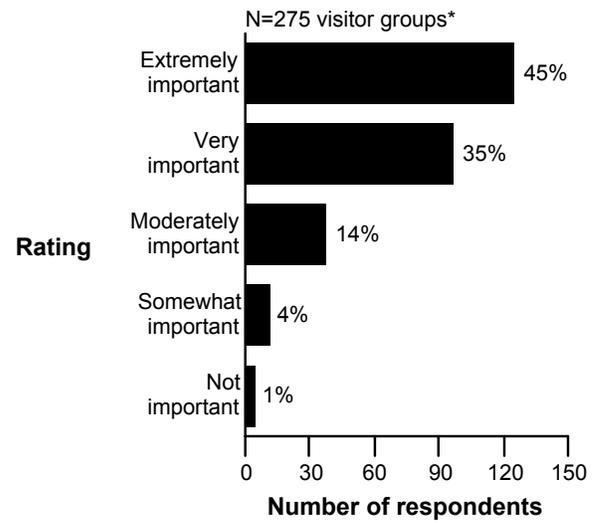


Figure 79: Importance of Seeing Philadelphia map

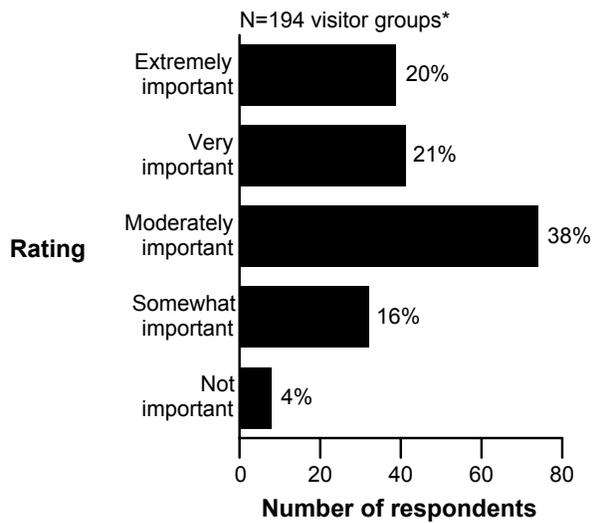


Figure 80: Importance of park newspaper "The Gazette"

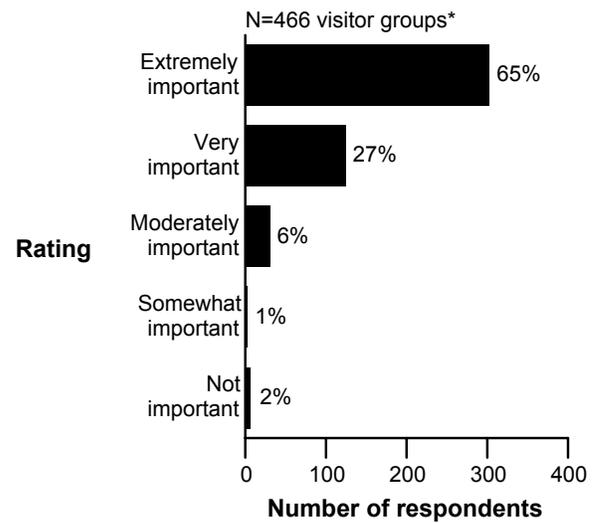


Figure 81: Importance of Independence Hall tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

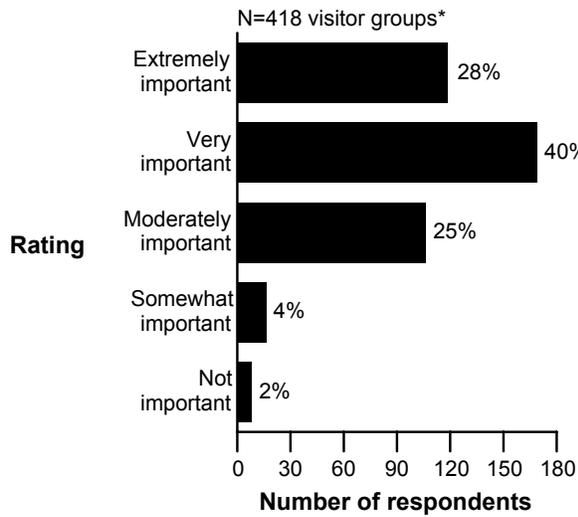


Figure 82: Importance of indoor exhibits

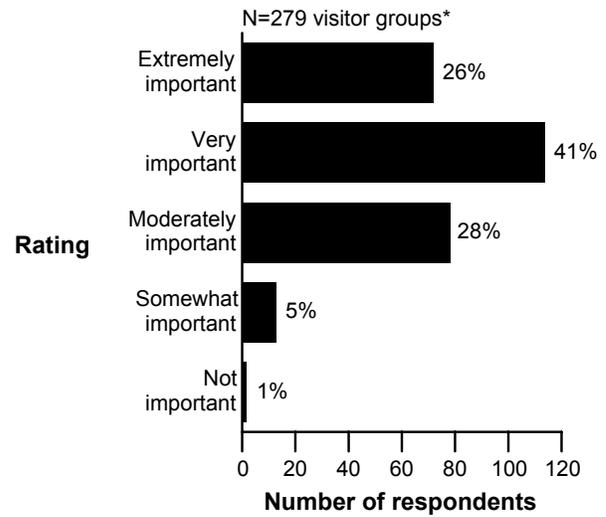


Figure 83: Importance of outdoor exhibits

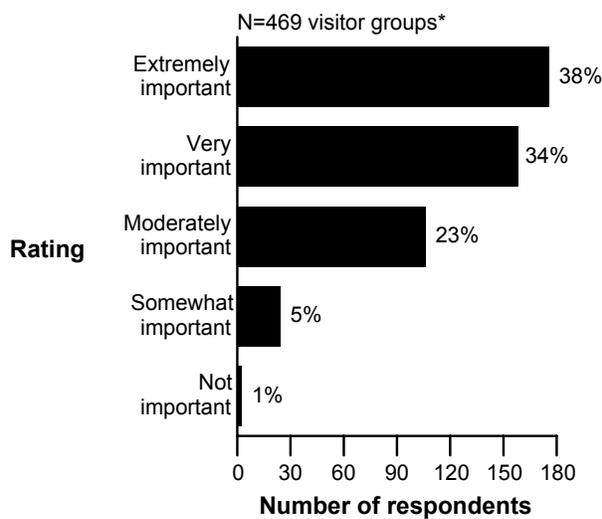


Figure 84: Importance of rest areas/
benches

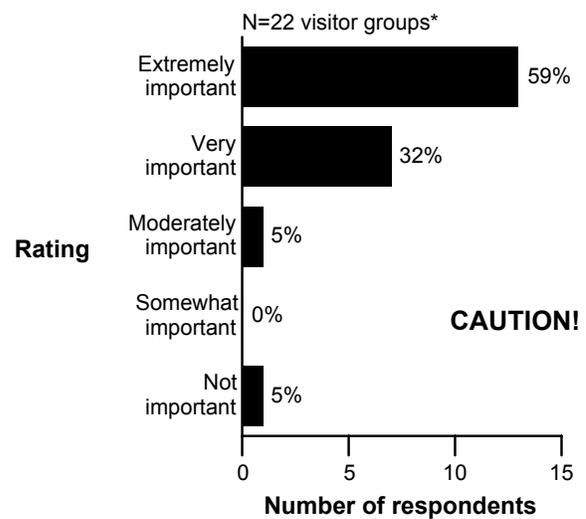


Figure 85: Importance of access for
disabled persons

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

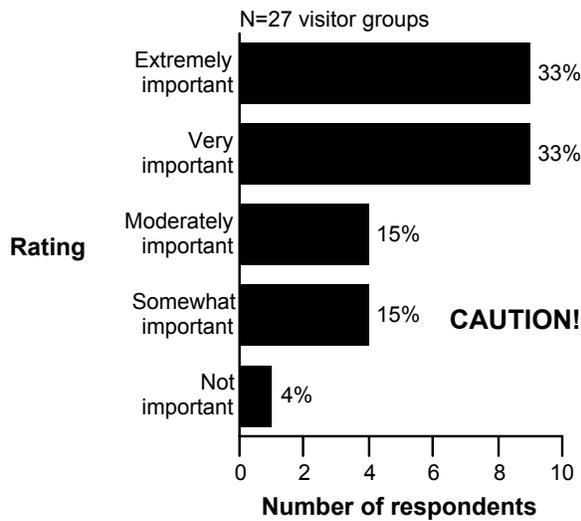


Figure 86: Importance of Junior Ranger program

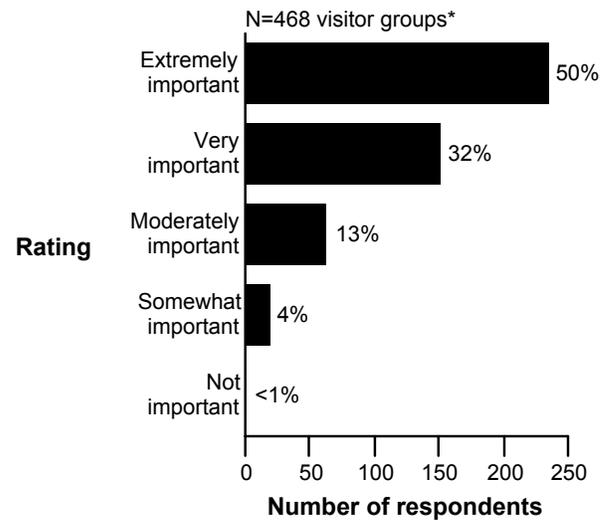


Figure 87: Importance of directional signs to find park sites

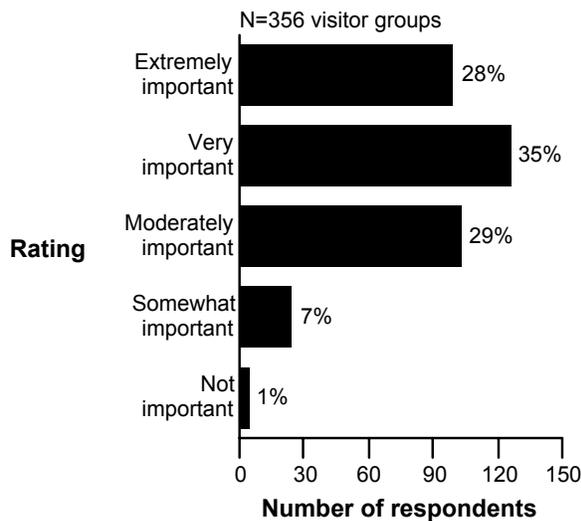


Figure 88: Importance of park grounds/gardens

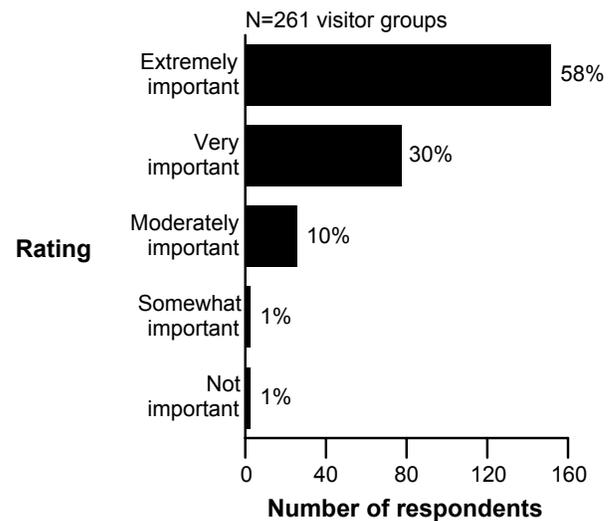


Figure 89: Importance of ranger-led programs/talks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

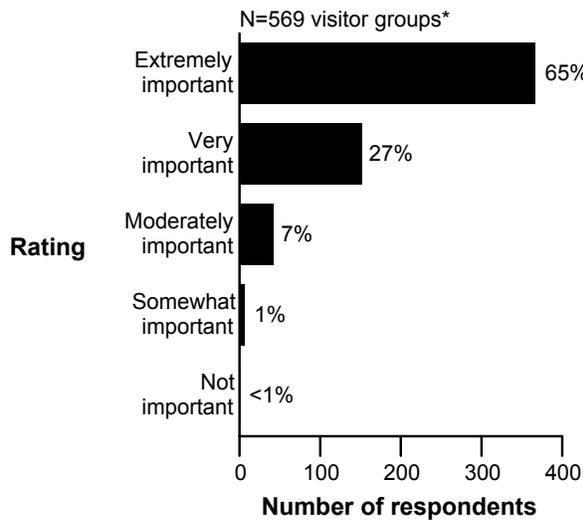


Figure 90: Importance of restrooms

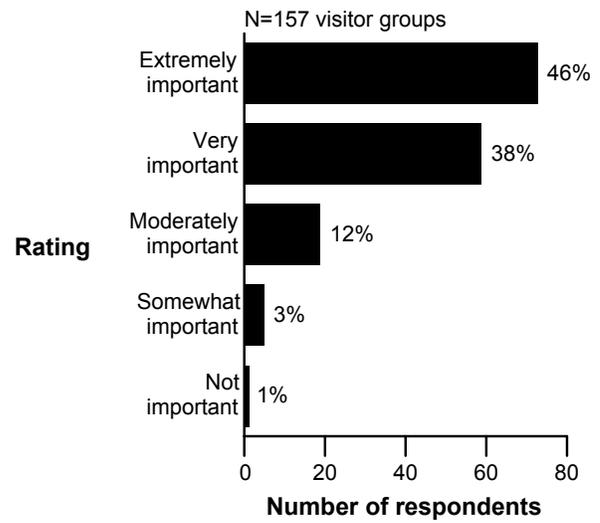


Figure 91: Importance of park website (www.nps.gov/inde)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 16c

Finally, for only those services/facilities that you and your group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 92 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 95% Ranger-led programs/talks
 - 93% Independence Hall tour
 - 93% *Seeing Philadelphia* map
 - 93% Independence NHP brochure
- Figures 93 to 106 show the quality ratings for each service/facility.
- The services/facilities receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups were:
 - 1% Indoor exhibits
 - 1% Rest areas/benches
 - 1% Ranger-led programs/talks

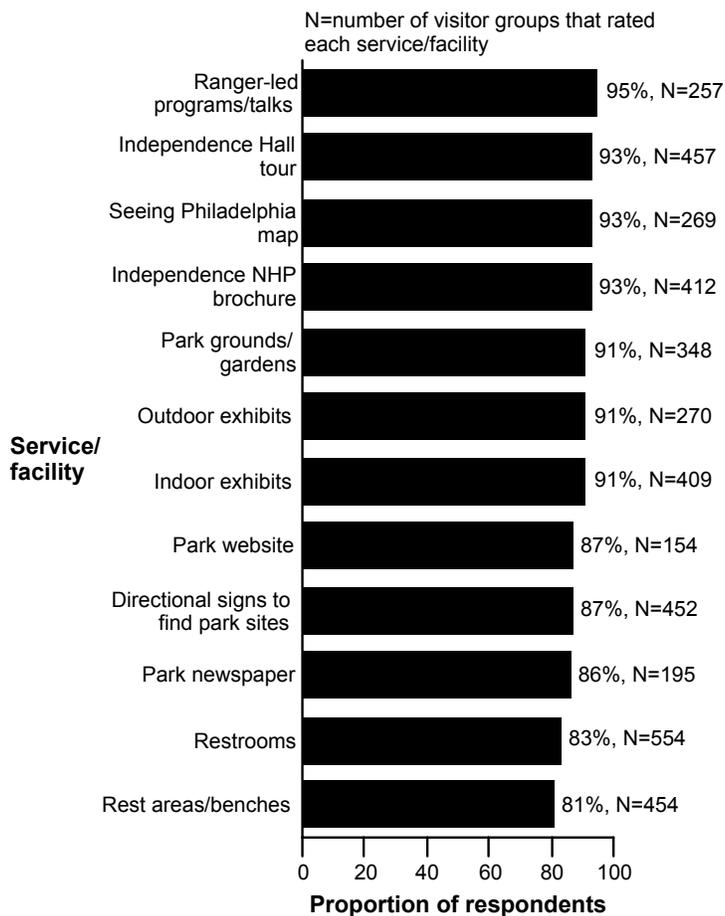


Figure 92: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

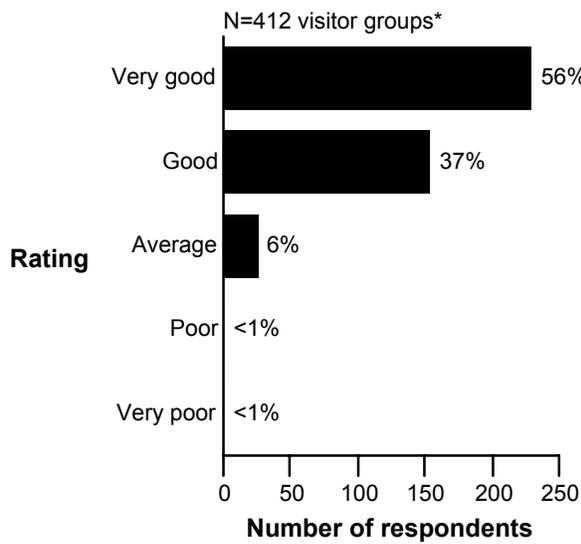


Figure 93: Quality of Independence NHP brochure

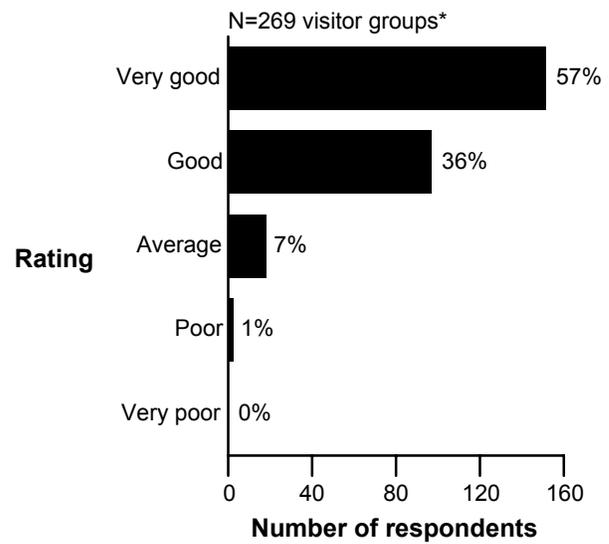


Figure 94: Quality of Seeing Philadelphia map

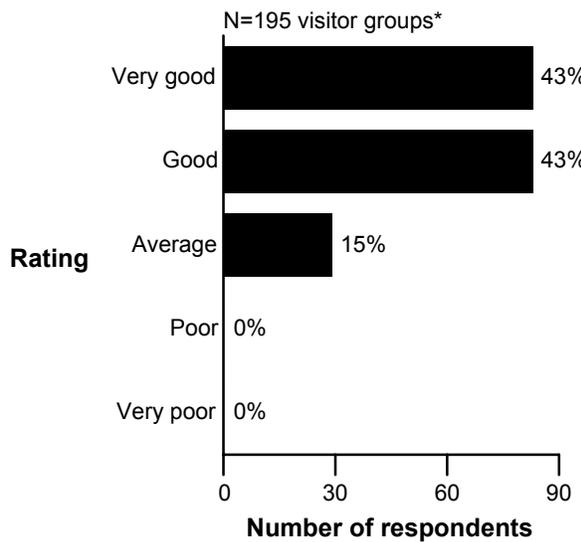


Figure 95: Quality of park newspaper "The Gazette"

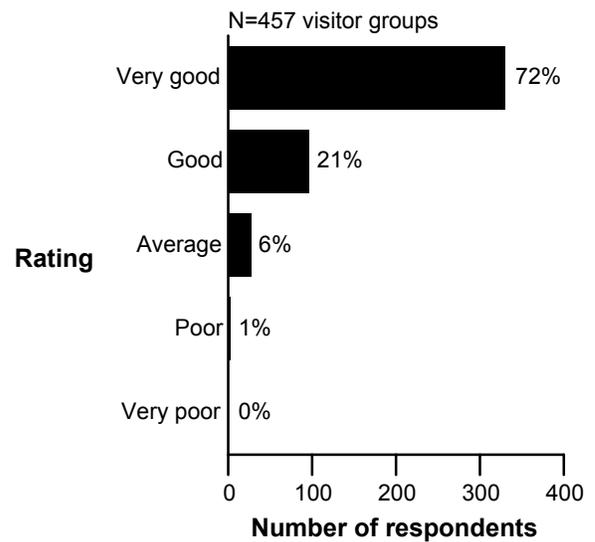


Figure 96: Quality of Independence Hall tour

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

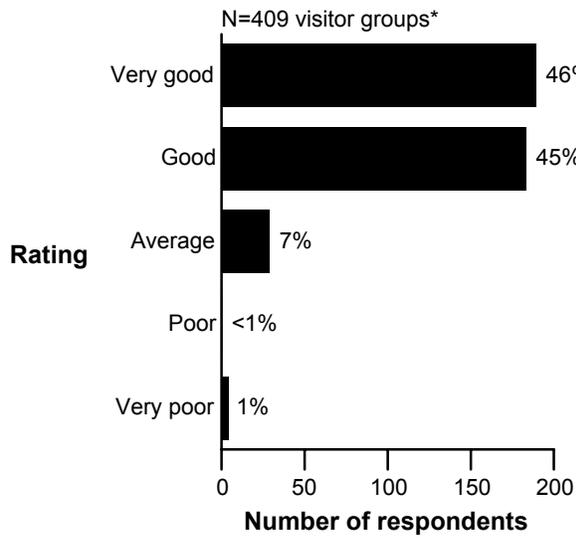


Figure 97: Quality of indoor exhibits

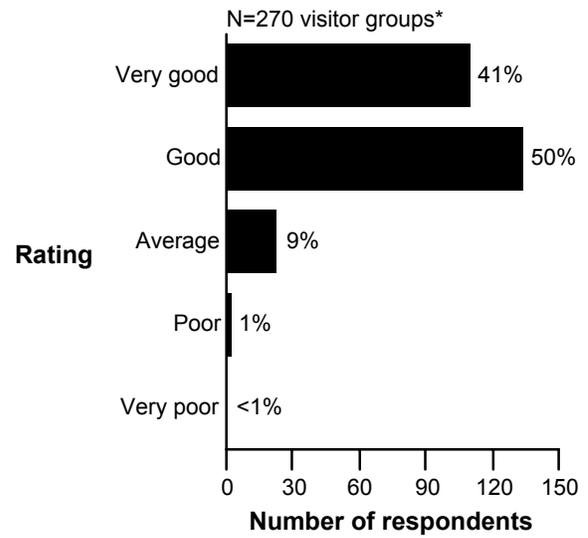


Figure 98: Quality of outdoor exhibits

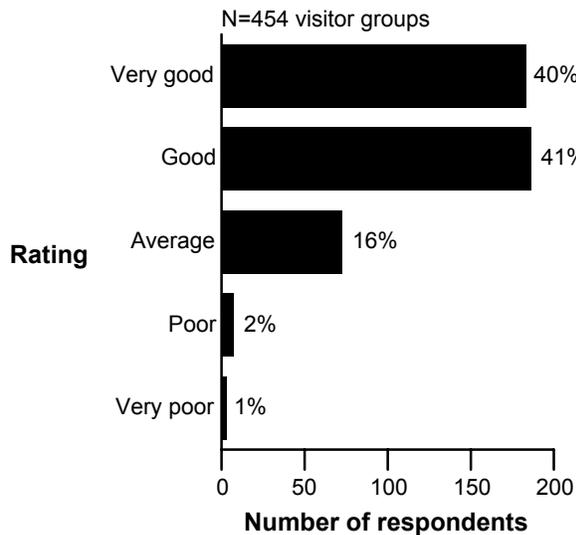


Figure 99: Quality of rest areas/benches

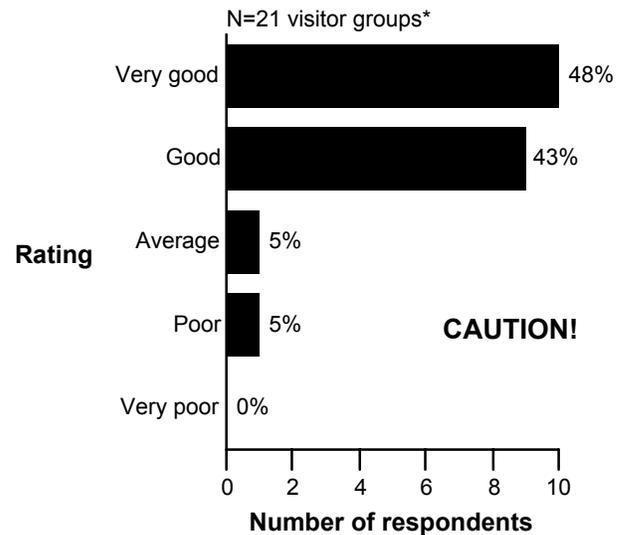


Figure 100: Quality of access for disabled persons

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

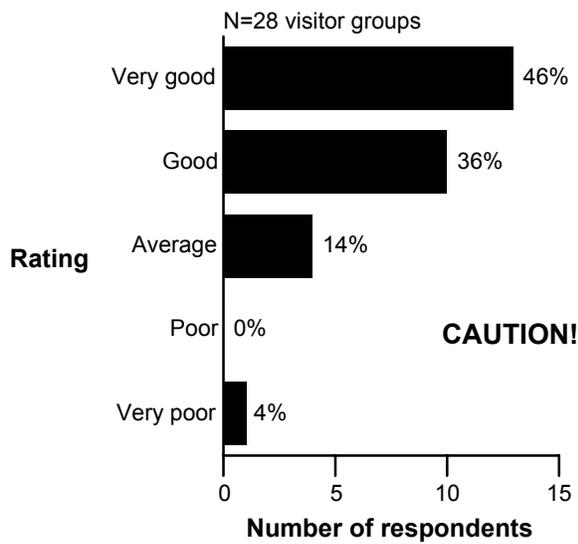


Figure 101: Quality of Junior Ranger program

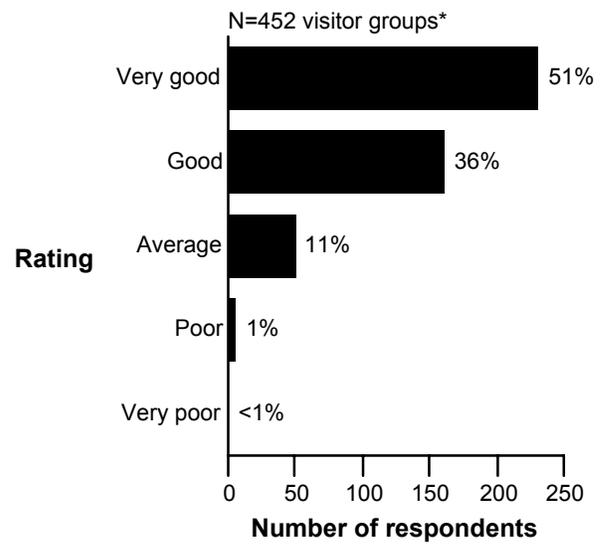


Figure 102: Quality of directional signs to find park sites

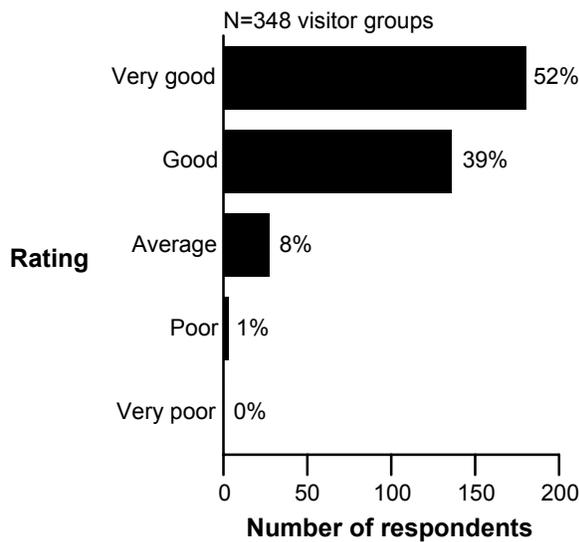


Figure 103: Quality of park grounds/gardens

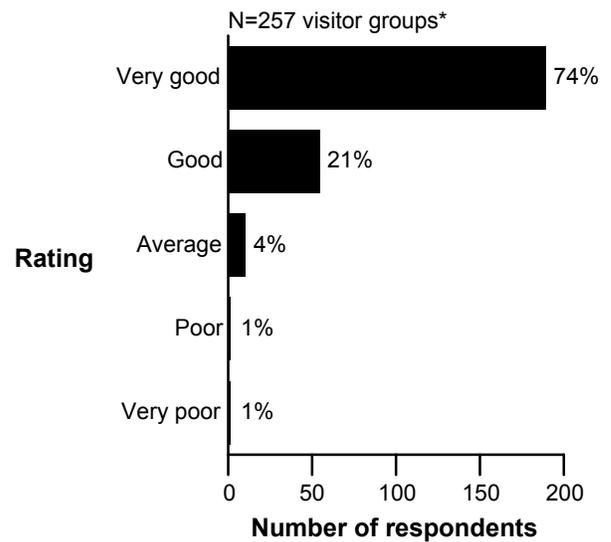


Figure 104: Quality of ranger-led programs/talks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

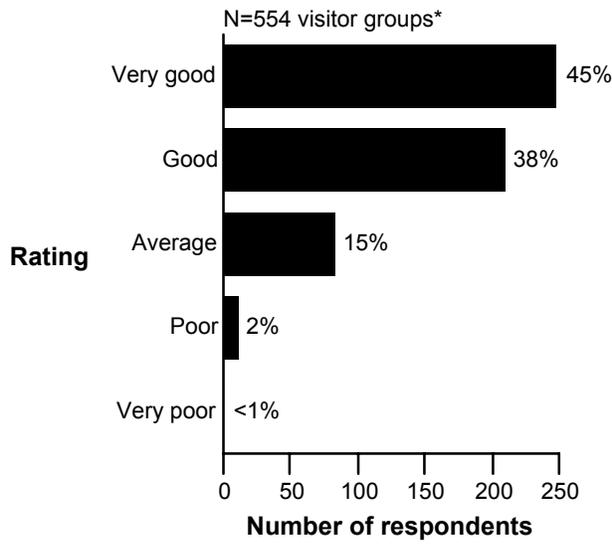


Figure 105: Quality of restrooms

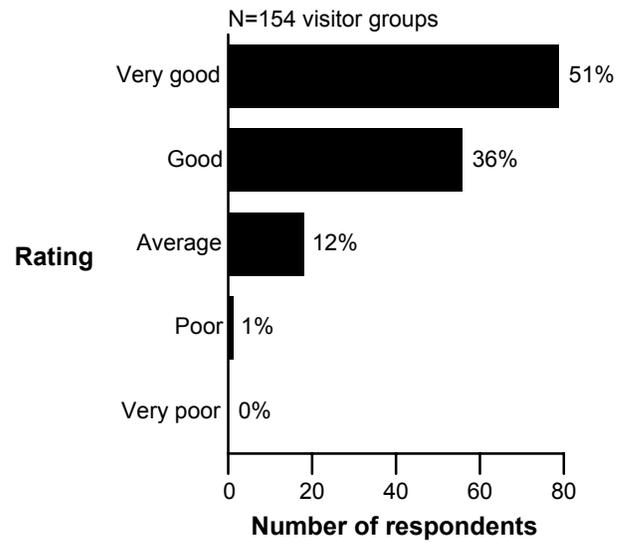


Figure 106: Quality of park website (www.nps.gov/inde)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figures 107 and 108 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average in importance and quality.

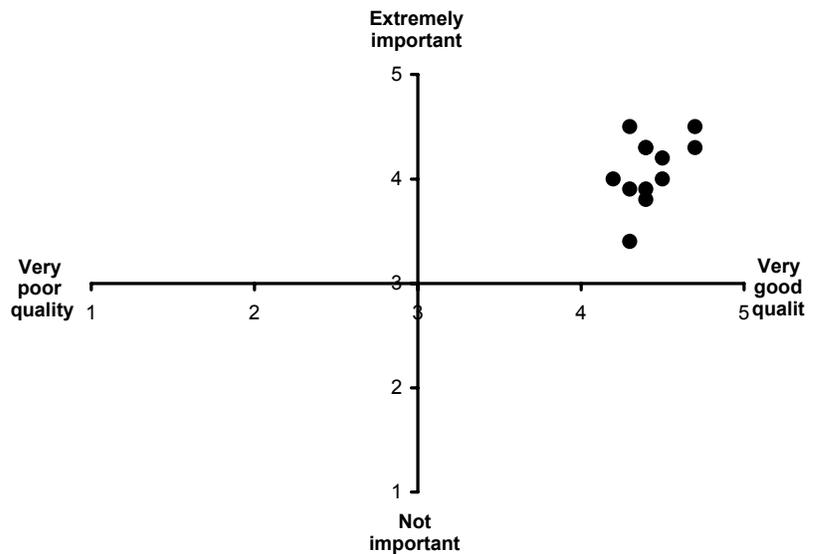


Figure 107: Mean scores of importance and quality ratings for visitor services and facilities

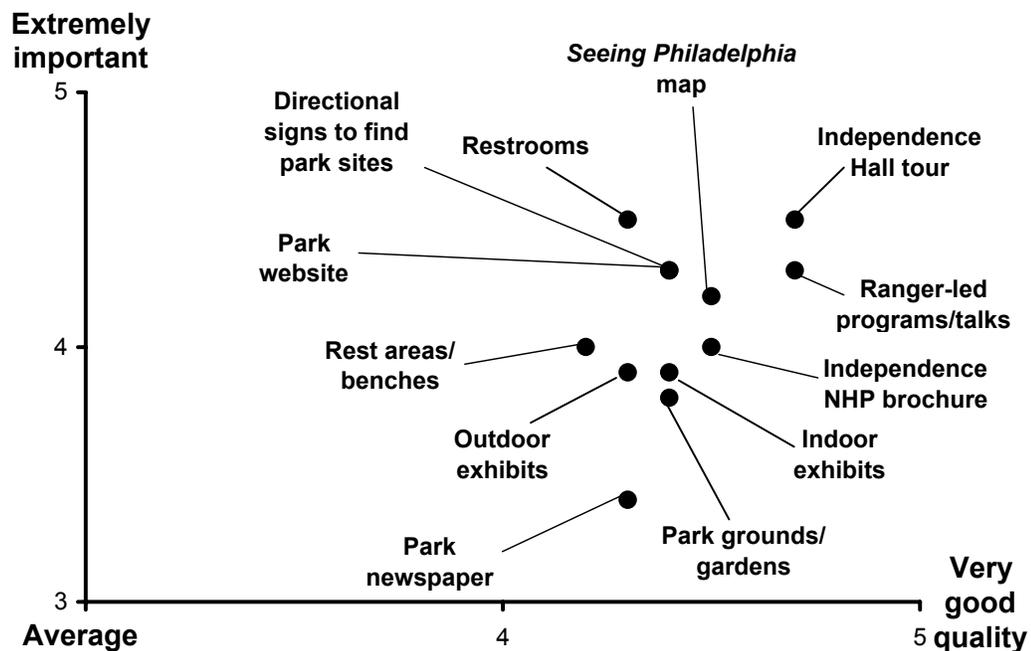


Figure 108: Detail of Figure 107

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 17

Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Independence NHP during this trip?

Results

- 95% of visitor groups rated the overall quality as “very good” or “good” (see Figure 109).
- Less than 1% rated the overall quality as “poor.”
- 1% rated the overall quality as “very poor.”

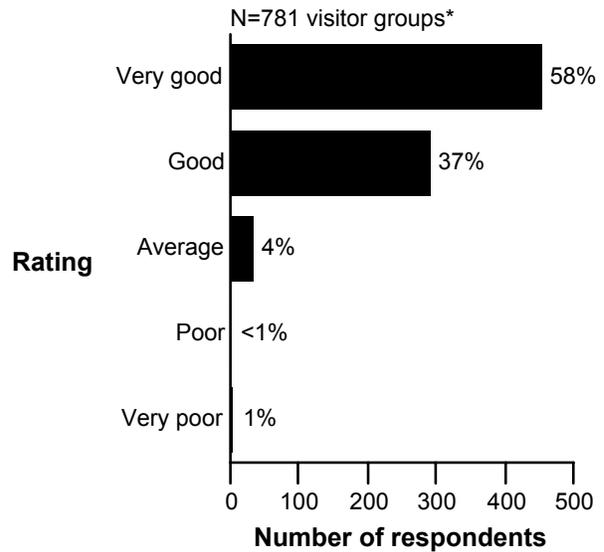


Figure 109: Overall quality of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

National significance of park

Question 18

Independence NHP was established because of its significance to the nation. In your opinion, what is the national significance of the park?

Results

- 78% of visitor groups (N=629) responded to this question.
- Table 18 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 18: National significance of park
 N= 691 comments;
 some visitor groups made more than one comment.

Comment	Number of times mentioned
Birthplace/founding of the United States	116
History lesson/education	43
Historical importance	41
Preservation of history	39
Very important	34
American history	30
Commemoration of historic events	20
Brings history to life	19
Extremely important	18
Educate children/future generations	16
Very significant	14
Connection to history	13
Understanding Founders' experience	13
Birthplace of freedom/independence	11
Birthplace of U.S. government	10
Highly significant	9
Historical landmark	9
Liberty Bell location	9
Public access to history	9
National heritage	8
Understand nation's origin	8
Birthplace of ideas	7
Freedom	7
Independence	7
Keep history alive	7
Origin of American democracy	7
Commemorates the founders' struggles/sacrifices	6
Educate foreign visitors	6
Importance of Philadelphia	6
Concentration of history in one area	5

Table 18: National significance of park
(continued)

Comment	Number of times mentioned
Independence Hall location	5
Most important site in the US	5
Declaration of Independence signing	4
Everyone should visit this site	4
Extremely significant	4
Historical/cultural roots	4
Inspirational	4
Location of early Congress	4
Reinforces founding principles	4
Representation of American values	4
Sense of pride	4
Source of information/historical data	4
Commemorates the fight for freedom	3
Declaration of Independence	3
Great	3
Liberty	3
Location of Constitution's origin	3
Meeting place of nation's founders	3
Open/green space for city residents	3
Preservation of documents/artifacts	3
Reliving history	3
Reminder of our past and future responsibility	3
Symbol of freedom/democracy	3
Educate the public	2
Everything	2
Experience history first-hand	2
Lessons in freedom	2
Links the past to the future	2
Links the past to the present/future	2
Origin of democracy	2
Patriotism - increase	2
Reminder of cost of freedom	2
Reminder of our freedom	2
Source of information	2
Understand the Constitution	2
Understand the political process	2
Other comments	35

What visitors liked most

Question 27a

What did you and your group like most about your visit to Independence NHP?

Results

- 84% of visitor groups (N=674) responded to this question.
- Table 19 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 19: What visitors liked most
N= 876 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Knowledgeable rangers	16
Friendly rangers	12
Friendly staff	12
Rangers	9
Helpful rangers	5
Helpful staff	5
Knowledgeable guides	9
Polite/helpful staff	2
Other comments	2
INTERPRETIVE SERVICES	
Tour of Independence Hall	56
Experiencing history	22
Learning about history	21
Historical information	18
Connection to historical figures/events	16
National Constitution Center	15
Ranger talk	14
Costumed interpreters	13
Exhibits	12
Benjamin Franklin exhibit/museum	11
Ranger presentations excellent	11
Historical significance	10
Educational/informative	8
Children's programs	7
Living history programs	7
Movie	7
Ranger-led tour	7
Story telling	6
Once Upon a Nation storytellers	5
Presentations	5
Tour guide	5
Walking tour	5
Liberty Bell exhibit	4
National Constitution Center show	4

Table 19: What visitors liked most
(continued)

Comment	Number of times mentioned
INTERPRETIVE SERVICES (continued)	
Interactive exhibits	3
Storytelling benches	3
Army muster demonstration	2
Inspiring experience	2
Learning about excavations	2
Liberty Bell Center	2
Second Bank of the U.S.	2
Other comments	25
FACILITIES/MAINTENANCE	
Cleanliness	20
Natural features/grounds	12
Buildings/grounds well-maintained	10
Directional signs	8
Visitor center	4
General appearance	2
Well maintained	2
Other comments	5
CONCESSION SERVICES	
Duck Tour	4
City Tavern lunch	2
Other comment	1
RESOURCE MANAGEMENT	
Historic sites	14
Historic buildings	11
Historic preservation	11
Excavation site	6
Historic artifacts	4
Other comments	2
POLICIES/MANAGEMENT	
Well-organized	12
Access to historic buildings/exhibits	8
Security	7
Un-crowded conditions	6
Ticketing system	5
Other comments	3
GENERAL COMMENTS	
Seeing Liberty Bell	75
Independence Hall	58
History	35
Everything	16
Easy access	15
Betsy Ross House	9

Table 19: What visitors liked most
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS (continued)	
Franklin Court	9
Variety of activities	8
Walking access	7
General layout of buildings	5
Declaration House	4
Freedom to explore at leisure	4
Liberty Bell Center	4
Nice weather	4
Constitution Center	3
Enjoyed visit	3
Interesting	3
Variety of sites	3
City Tavern	2
Family time	2
Good lunch place	2
Pleasant atmosphere	2
Tomb of Unknown Soldier	2
U.S. Mint	2
Other comments	37

What visitors liked least

Question 27b

What did you and your group like least about your visit to Independence NHP?

Results

- 71% of visitor groups (N=572) responded to this question.
- Table 20 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 20: What visitors liked least
N= 622 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Unpleasant ranger	7
Unpleasant security staff	4
Unhelpful rangers	2
Other comments	3
INTERPRETIVE SERVICES	
Franklin Court exhibits out of order	3
Liberty Bell exhibits crowded	2
Exhibits need repair	2
Independence Hall tour	2
Tour too short	2
Other comments	31
FACILITIES/MAINTENANCE	
Parking	11
Restroom availability	5
Restroom maintenance lacking	5
Lack of seating	4
Parking inadequate	4
Directional signs confusing	3
Restrooms	3
Seating areas lacking	3
Poor signage	2
Other comments	19
CONCESSION SERVICES	
Food service options lacking	4
Other comments	7
POLICIES/MANAGEMENT	
Crowding	29
Closing time too early	21
Waiting lines	17
Ticket system	13

Table 20: What visitors liked least
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Tickets for Independence Tour unavailable	9
Homeless people	7
Hours of operation	7
Unable to see Independence Hall	7
Parking fees	6
Waiting lines for Independence Hall	6
Unaware of ticket system	5
Crowded visitor center	4
Security	4
Survey	4
Traffic	4
Waiting for tour	4
National Constitution Center closed early	3
National Constitution Center too expensive	3
Barricades	2
City dirty	2
City traffic	2
Cost to enter Betsy Ross house	2
Gate surrounding Independence Hall	2
Not able to roam freely	2
Parking	2
Security lacking	2
Some buildings closed	2
Waiting line management	2
Waiting lines for Liberty Bell	2
Other comments	31
GENERAL COMMENTS	
Nothing to dislike	120
Weather - too hot	55
Not enough time	28
Weather - rain	9
Walking	6
Amount of walking required	4
Weather	4
Construction	3
Disappointed by Liberty Bell	3
Rude visitors	3
City traffic	2
Homeless people	2
Independence Hall	2
Liberty Bell	2
Rude visitors	2
Uncontrolled children	2
Other comments	41

Proposals for the future

Question 28

If you were a manager planning for the future of Independence NHP, what would you propose?

Results

- 50% of visitor groups (N=405) responded to this question.
- Table 21 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 21: Proposals for the future
N= 476 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Have more personnel to answer questions	3
Courteous staff	2
Suggest customer service training for park employees	2
Hire rangers with better personalities	2
Other comments	5
INTERPRETIVE SERVICES	
More living history characters	18
Roving living history characters	18
Reenactment of significant events	16
Guidance on sequence of visit/suggested itinerary	10
Audio self-guided tour needed	9
Additional guided tours	9
More children's activities	8
Allow self-guided tours	8
More living history	6
Additional movies	5
More information on the Declaration signers	4
Continue historical presentations	3
Additional interactive exhibits	3
More ranger-led programs	3
Have separate tours for children and adults	3
Display artifacts from the excavation	2
Foreign visitors need ticket/park information	2
Provide a historian on site	2
Provide a list of sites to visit with cost, hours	2
More frequent talks/lectures	2
More tour options	2
Other comments	58
FACILITIES/MAINTENANCE	
Improve signage	10
Improve/increase parking	7
Continue to maintain facilities	6
Additional outdoor seating	6

Table 21: Proposals for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Grounds beautification	3
Restrooms needed	3
Complete construction	2
Need elevator	2
Moving walkways	2
Remove fences	2
Add shaded outdoor seating	2
Other comments	20
CONCESSION SERVICES	
Food service options lacking	5
Other comments	8
POLICIES/MANAGEMENT	
Extend hours of operation	14
Preserve and protect	9
Enhance security	9
Extended summer hours	8
Change the ticket system	8
Advertise the site	6
Improve the Independence Hall ticket system	6
Provide shuttle buses to sites	6
Continue the free access to sites	4
Limit traffic in park	4
Provide more information on ticket system	4
Block off streets	3
Maintain historical integrity	3
Keep it as it is	3
Improve the Liberty Bell viewing system	3
Do not commercialize	3
Expand the park area	2
Discontinue the ticket system	2
Have more buildings open to the public	2
Park is well-managed	2
Parking should be cheaper	2
Positive organizational culture	2
Remove traffic from park 2	2
Other comments	46
RESOURCE MANAGEMENT	
Comments	3
GENERAL COMMENTS	
Continue the good work	21
No improvement/change needed	11
Enjoyable visit	4
More time needed	2
Other comments	15

Additional comments

Question 29

Is there anything else you would like to tell us about your visit to Independence NHP?

Results

- 43% of visitor groups (N=343) responded to this question.
- Table 22 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 22: Additional comments
N= 468 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful rangers	13
Knowledgeable rangers	11
Friendly rangers	9
Nice rangers	5
Rude rangers	3
Great rangers	2
Security personnel not friendly	2
Staff was helpful	2
Other comments	16
INTERPRETIVE SERVICES	
Educational experience	11
The visit was educational/informative	6
Storytelling benches were great	4
Living history programs were good	3
Detailed map of downtown needed	2
Great programs	2
History was interesting	2
Other comments	31
FACILITIES/MAINTENANCE	
Park is clean, well-maintained	6
Park is well-maintained	6
Add signs with information to buildings	2
Cleanup Washington Square	2
Good signage	2
Nice facilities	2
Other comments	22
CONCESSION SERVICES	
Enjoyed the Duck Tour	3
Other comments	4

Table 22: Additional comments
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Extend open hours	3
Questionnaire too long	3
Free admission is good	2
Homeless people were disturbing	2
Preserve it	2
Security measures appreciated	2
Thank you for the survey	2
Other comments	18
RESOURCE MANAGEMENT	
Comments	2
GENERAL COMMENTS	
Enjoyable experience	59
Enjoyed visit	30
Will return	20
Thank you	18
Keep up the good work	13
It was great	9
Good job	7
Love it	7
Not enough time	6
Great job	5
Enjoy bringing visitors	4
Improved over the years	4
Inspiring	3
All Americans should visit	2
Better experience than in the past	2
Better than expected	2
Enjoyed the stay in Philadelphia	2
History was interesting	2
Love PA	2
Patriotic atmosphere enjoyable	2
People were very hospitable	2
Weather was hot	2
Other comments	56

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 program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Obtained information about park prior to visit?
- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- How did visit fit into travel plans?
- Primary reason for visiting park area
- Have personal interaction with a ranger?
- Quality of interaction with ranger
- Visit park more than one day?
- Length of visit - days
- Length of visit - hours
- On a fixed schedule?
- Amount of time planned for visit
- Reasons for changing plans
- Forms of transportation used
- Adequacy of directional signs
- How safe visitor groups felt
- Sites visited
- Order of visited sites
- Reasons for choosing that order
- Other sites visited in the area
- Participated activities
- Residents of the area
- Visit visitor center
- Services/facilities used in visitor center
- Quality of services/ facilities in visitor center
- Awareness of ticket system
- Awareness of security checking procedure
- Visit Independence Hall
- Reserve tickets before visit
- Able to obtain tickets on planned visit
- Length of wait
- How crowded visitors felt
- Awareness of translated media availability prior to visit
- Use of translated media
- Quality of translation
- Services/facilities used
- Importance of services/facilities
- Quality of services/facilities
- Overall quality of facilities, services and recreational opportunities
- With commercial guided tour
- With educational group
- With historical society/club group
- With other organized groups
- Group type
- Group size
- Number of vehicles
- Visitor age
- State of residence
- Country of residence
- Frequency of visits
- Visitor ethnicity
- Visitor race
- Have difficulty accessing activities/services
- Physical condition that limits access?
- Type of physical condition
- Likelihood of future visit
- Recommend the park to others
- Interpretive programs/information services preferred for future visit

For more information please contact:
 Visitor Services Project, PSU
 College of Natural Resources
 P.O. Box 441139
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Phone: 208-885-7863
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 Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Fillion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. There is also a significant difference detected in group type. Thus the results of the survey may be skewed toward reflecting opinion of visitors at higher age range and traveled with their family.

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- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Park
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home NHP
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass NHP (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort NHP
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh
Wildlife Park (spring)
- 55. Santa Monica Mountains National
Recreation Area (spring)
- 56. Whitman Mission NHP
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National
Monument
- 63. Bryce Canyon National Park (fall)

1994

- 64. Death Valley National Monument
Backcountry (winter)
- 65. San Antonio Missions National
Historical Park (spring)
- 66. Anchorage Alaska Public Lands
Information Center
- 67. Wolf Trap Farm Park for the
Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison NHP
- 70. San Juan Island National Historical
Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore
(fall)
- 73. Gettysburg National Military Park
(fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park &
Park
- 78. Adams NHP
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National
Monument
- 82. San Francisco Maritime National
Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie NHP (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park
(summer & fall)

1997

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

1998

- 101. Jean Lafitte National Historical Park & Park
(spring)
- 102. Chattahoochee River National Recreation
Area (spring)
- 103. Cumberland Island National Seashore
(spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials,
Washington, D.C.
- 106. Klondike Gold Rush National Historical
Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Independence National Historical Park
(winter)
- 110. San Juan NHP, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical
Park
- 114. Glacier Bay National Park & Park
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National
Historical Park (fall)

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower NHP
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Park
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh NHP, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace NHP
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages NHP

2003 (continued)

- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Park (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Park
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens NHP
- 161. Manzanar NHP
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park
- 164. San Francisco Maritime National Historical Park
- 165. Lincoln Home NHP
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus NHP

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy NHP
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Park
- 181. Golden Spike NHP
- 182. Katmai National Park and Park
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186.1. Glen Canyon National Recreation Area (spring)
- 186.2. Glen Canyon National Recreation Area (summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post National Historic Site
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

