

**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. 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).
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### 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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