



Stones River National Battlefield

Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/808



ON THE COVER

Artillery Monument

Photograph by Jim Lewis, Park Ranger, courtesy of Stones River NB

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Executive Summary

This visitor study report profiles a systematic random sample of Stones River National Battlefield (NB) visitors during July 13-23, 2013. A total of 450 questionnaires were distributed to visitor groups. Of those, 269 questionnaires were returned, resulting in a 59.8% response rate.

Group size and type	Fifty-eight percent of visitor groups consisted of one or two people and 31% were in groups of three or four. Seventy-two percent of visitor groups consisted of family groups and 15% were visiting alone.
State or country of residence	United States visitors were from 37 states and comprised 99% of total visitation during the survey period, with 35% from Tennessee. Nineteen percent of visitor groups were residents of the area (within a 1-hour drive of the battlefield). There were too few international visitors to provide reliable data.
Frequency of visits	For 73% of visitors, this was their first visit in their lifetime, while 13% visit once a year, and 11% visit several times a year.
Age, gender, ethnicity, race, and income level	Visitor ages ranged from 1-85 years. Forty-three percent were 51-70 years old, 25% were 31-50 years old, and 18% were ages 15 years or younger. Fifty-two percent were male and 48% were female. Three percent were Hispanic or Latino. Ninety-six percent of visitors were White. Twenty-four percent of respondents reported an income level of \$50,000-\$74,999 and 15% had an income of \$100,000-\$149,999.
Awareness of park prior to visit	Sixty-two percent of visitor groups were aware that Stones River NB is a unit of the National Park System.
Information sources	Most visitor groups (79%) obtained information about the park prior to their visit, most often through the Stones River NB website (50%), friends/relatives/word of mouth (33%), and maps/brochures (32%). Most visitor groups (89%) received the information they needed. Seventy-eight percent of visitor groups prefer to use the Stones River NB website to obtain information for a future visit.
Park as destination	During the on-site interview, 52% of visitor groups said the park was one of several destinations and for 41%, the park was their primary destination.
Primary reason for visiting the area	The most common primary reasons for visiting the park area among non-resident visitor group members were to visit the park (37%) and visit friends/relatives in the area (28%).
Visit to park at another time	Eighty-three percent of respondents would likely visit Stones River NB at another time if they had been unable to visit on this trip.
Transportation	Sixty-five percent of non-resident visitor groups used a car to travel most of the distance from their home to the park area (within a 1-hour drive of the battlefield) and 17% used a SUV/truck/van. Ninety-six percent of visitor groups used one vehicle to arrive at the park.
Number of park entries	Seventy-four percent of visitor groups entered the park once on this visit, while 20% entered twice.

Executive Summary (continued)

Overnight stays	Fifty-five percent of visitor groups stayed overnight in the area within a 1-hour drive of the battlefield of which 54% stayed one or two nights. Seventy-one percent of visitor groups stayed in a lodge, motel, rented condo/home, cabin or B&B and 22% stayed at the residence of friends or relatives.
Length of visit	Sixty-seven percent of visitor groups spent one or two hours in the park, while 34% spent three or more hours. The average length of stay was 2.1 hours. Eight percent of visitor groups visited the park on more than one day.
Local attractions visited	Fifty-three percent of visitor groups visited other local attractions on this visit. The most common local attractions visited Chickamauga and Chattanooga NMP (31%), Shiloh NMP (29%), and Battle of Franklin Sites (27%).
Sites visited	The most common sites visited in the park were the visitor center (97%), National Cemetery (63%), and Slaughter Pen (55%).
Activities on this visit	The most common activities were visiting the visitor center (90%), hiking/walking (35%), and attending other ranger-led talks/programs (31%). The most common activities that were the primary reason for visiting the park were visiting the visitor center (26%) and conducting genealogy or historical research (10%).
Activities on future visits	The most common activities to do on a future visit were visiting the visitor center (79%), attending other ranger-led talks/programs (61%), and attending costumed living history programs (54%).
Information services and facilities	The information services and facilities most often used by visitor groups were the visitor center - overall (92%), indoor exhibits (86%), restrooms (80%), and outdoor exhibits (76%).
Topics learned on this visit	The most common topics learned on this visit were <i>Events of the Battle of Stones River</i> (95%), <i>Events of the Civil War</i> (78%), and <i>Natural setting where events occurred</i> (74%). The highest combined proportions of “extremely important” and “very important” ratings of topics presenting different viewpoints of the Civil War were <i>Impact of the Civil War on American history</i> (84%), <i>Events of the Civil War</i> (79%), and <i>Events of the Battle of Stones River</i> (77%).
Learned something relevant or meaningful about the Civil War	Seventy-two percent of visitor groups learned something about the Civil War that is relevant or meaningful to their life.
Opinions about safety	Five percent of visitor groups had safety concerns.
Expenditures	The average visitor group expenditure (inside and outside the park within a 1-hour drive of the battlefield) was \$281. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$95. The average total expenditure per person (per capita) was \$138. Ten percent of respondents had forgone income to make this trip.

Executive Summary (continued)

Methods of learning about the park on a future visit

Ninety-seven percent of visitor groups were interested in learning about the park through outdoor exhibits (60%), indoor exhibits (60%), ranger-guided walks/talks (58%), and self-guided tours (56%).

Overall quality

Most visitor groups (97%) rated the overall quality of facilities, services, and recreational opportunities at Stones River NB as “very good” or “good.” Less than 1% of visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Marc Manni for compiling the report, Douglas Eury for overseeing the fieldwork, the staff and volunteers of Stones River NB for assisting with the survey, and Matthew Strawn and Brian Quigley for data processing.

About the Authors

Marc Manni is the Research Team Supervisor for the Visitor Services Project. Douglas Eury, Ph.D., is a park planning and management consultant. Yen Le, Ph.D., is Director of the Visitor Services Project, Park Studies Unit, Department of Conservation Social Sciences, at the University of Idaho.

Introduction

This report describes the results of a visitor study at Stones River NB in Murfreesboro, Tennessee, conducted July 13-23, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Stones River NB, "The Battle of Stones River began on the last day of 1862 and was one of the bloodiest conflicts of the Civil War. The battle produced important military and political gains for the Union, and it changed forever the people who lived and fought here." (www.nps.gov/stri, retrieved February 28, 2014)

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

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

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

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 the total percentages do not equal 100 due to rounding.

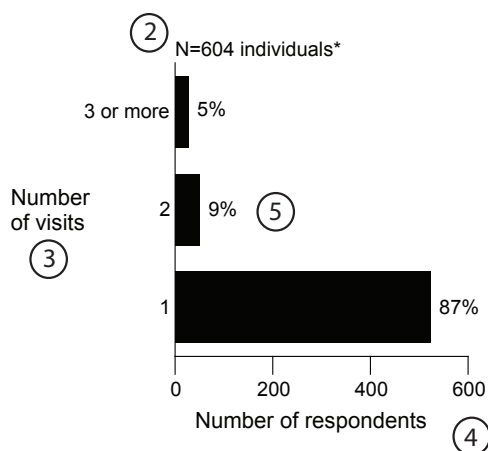
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

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 method, the sample size was calculated based on the park's visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the visitor center during July 13-23, 2013. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. During this survey, 453 visitor groups were contacted and 450 of these groups (99.3%) accepted questionnaires. (The average acceptance rate for 280 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 269 respondents, resulting in a 59.8% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Questionnaire design

The Stones River NB questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Stones River NB. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Stones River NB questionnaire. However, all questions followed Office 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 old) 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, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

Table 1. Follow-up mailing distribution

Mailing	Date mailed	U.S.	International	Total
Postcards	August 7, 2013	439	5	444
1 st replacement	August 21, 2013	264	2	266
2 nd replacement	September 11, 2013	226	0	226

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

Limitations

As with 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 their 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 at the selected sites during the study period of July 13-23, 2013. 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. When 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 ranged from hot, humid, and sunny to cool and overcast with periods of rain.

On July 20 and 21, a living history program occurred at the park, which could have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and proximity from participants' home to the Murfreesboro, TN. Respondents and non-respondents were significantly different except for group type (see Table 2 - Table 5). Respondents at younger age ranges (especially 45 and younger), visitors who travel in larger group, visitors who came to the park as the primary reason for visiting the area, and visitors who live in within 100 miles radius of Murfreesboro, TN may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	53.86 (N=269)	46.91 (N=181)	<0.001
Group size	2.81 (N=264)	3.27 (N=179)	0.011

Table 3. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	39 (15%)	21 (12%)	0.653
Family	190 (72%)	135 (76%)	
Friends	16 (6%)	12 (7%)	
Family and friends	17 (6%)	10 (6%)	

Table 4. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	96 (36%)	90 (50%)	0.010
Park as one of several destinations	151 (56%)	82 (45%)	
Unplanned visit	22 (8%)	9 (5%)	

Table 5. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
100 miles or less	80 (30%)	86 (48%)	0.001
101-200 miles	22 (8%)	15 (8%)	
201-300 miles	22 (8%)	6 (3%)	
301 or more	136 (51%)	70 (39%)	
International visitors	5 (2%)	1 (1%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 16b

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

Results

- 58% of visitor groups consisted of one or two people (see Figure 1).
- 31% were in groups of three or four.
- 10% were in groups of five or more.

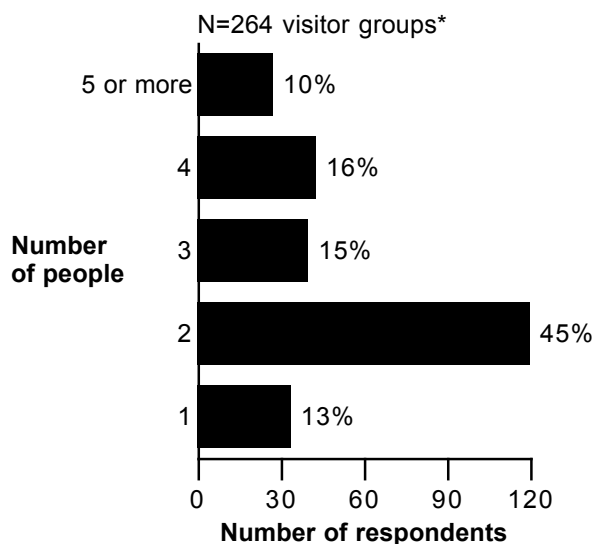


Figure 1. Visitor group size

Visitor group type

Question 16a

On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results

- 72% of visitor groups consisted of family groups (see Figure 2).
- 15% were alone.
- “Other” group types (1%) specified were:

Alabama United Daughters of the Confederacy
Online meetup group

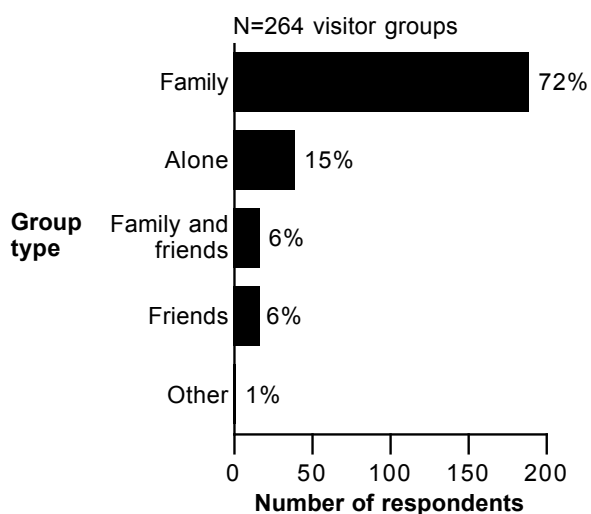


Figure 2. Visitor group type

*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 15a

On this visit, was your personal group with a commercial guided tour group?

Results

- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

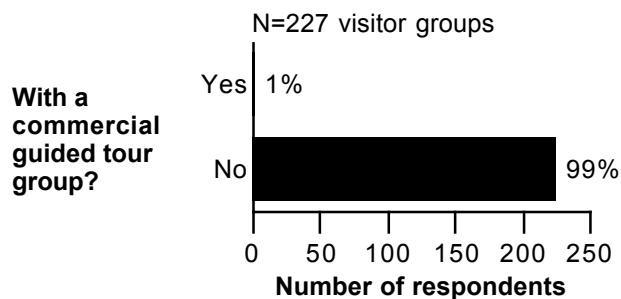


Figure 3. Visitors with a commercial guided tour group

Question 15b

On this visit, was your personal group with a school/educational group?

Results

- No visitor groups were with a school/educational group (see Figure 4).

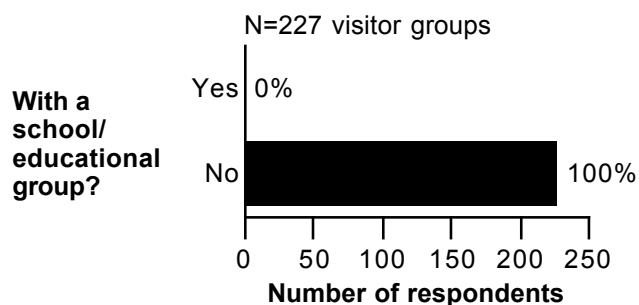


Figure 4. Visitors with a school/educational group

Question 15c

On this visit, was your personal group with a historical society/club?

Results

- 2% of visitor groups were with a historical society/club (see Figure 5).

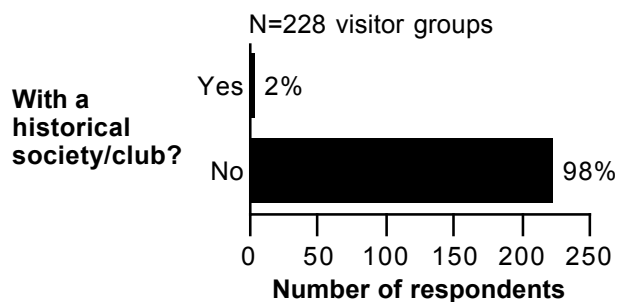


Figure 5. Visitors with a historical society/club

*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 (continued)**Question 15d**

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 4% of visitor groups were with an “other” organized group (see Figure 6).

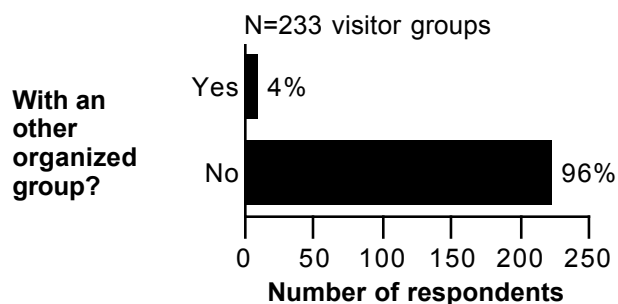


Figure 6. Visitors with an “other” organized group

Question 15e

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 7).

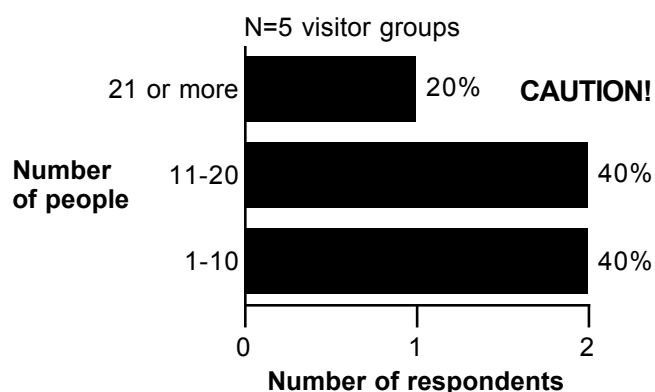


Figure 7. Organized group size

*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 17c

For your personal group on this visit, what is each member's state of residence?

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

Results

- U.S. visitors were from 37 states and comprised 99% of total visitation to the park during the survey period.
- 35% of U.S. visitors came from Tennessee (see Table 6 and Figure 8).
- 8% came from Texas.
- 6% came from Illinois and 6% were from Florida.
- Smaller proportions came from 33 other states.

Table 6. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=668 individuals*	Percent of total visitors N=678 individuals
Tennessee	237	35	35
Texas	51	8	8
Illinois	39	6	6
Florida	38	6	6
Ohio	30	4	4
California	25	4	4
Georgia	25	4	4
Indiana	25	4	4
Missouri	22	3	3
Alabama	21	3	3
New York	19	3	3
Michigan	18	3	3
Maryland	17	3	3
Wisconsin	15	2	2
23 other states	86	13	13

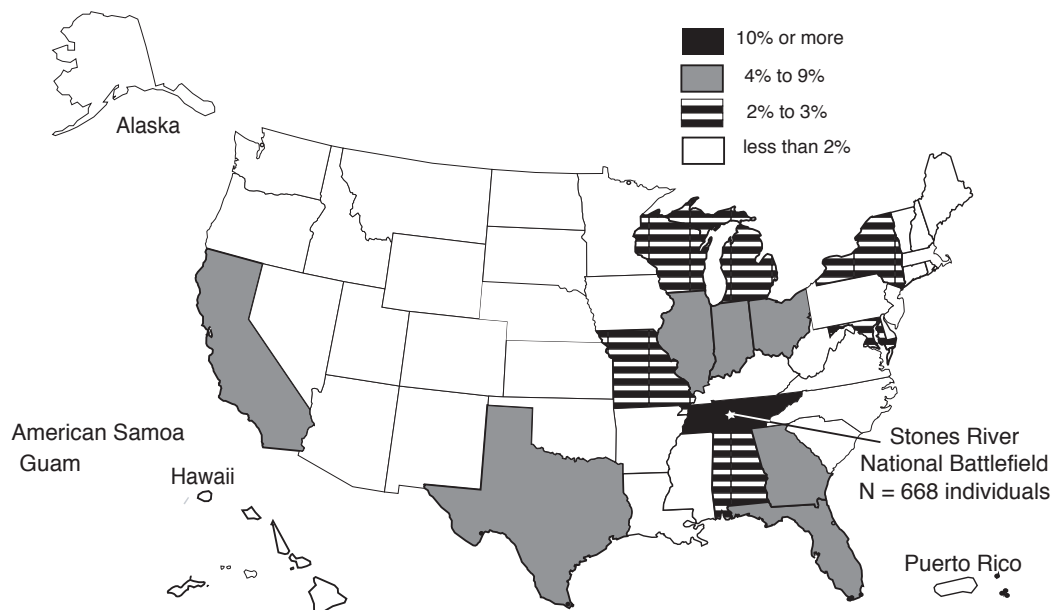


Figure 8. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

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

Visitors from Tennessee and adjacent states by county of residence

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

Table 7. Visitors from Tennessee and adjacent states by county of residence

County, State	Number of visitors N=314 individuals		Percent*
Rutherford, TN	98		31
Wilson, TN	25		8
Davidson, TN	21		7
Saint Louis, MO	15		5
Hamilton, TN	9		3
Madison, AL	9		3
Bedford, TN	8		3
Williamson, TN	8		3
Marshall, AL	7		2
Warren, TN	7		2
McMinn, TN	6		2
Roane, TN	6		2
Coffee, TN	5		2
Montgomery, TN	5		2
47 other counties in TN and adjacent states	85		27

Results

- Visitors from Tennessee and adjacent states were from 61 counties and comprised 47% of the total U.S. visitation to the park during the survey period.
- 31% came from Rutherford County, TN (see Table 7).
- 8% came from Wilson County, TN.
- 7% came from Davidson County, TN.
- Small proportions of visitors came from 58 other counties in Tennessee and adjacent states.

Residents of the area

Question 4a

Was every member in your personal group a resident of the Stones River NB area (within 1-hour drive of the battlefield)?

Results

- For 19% of visitor groups, all members were area residents (see Figure 9).

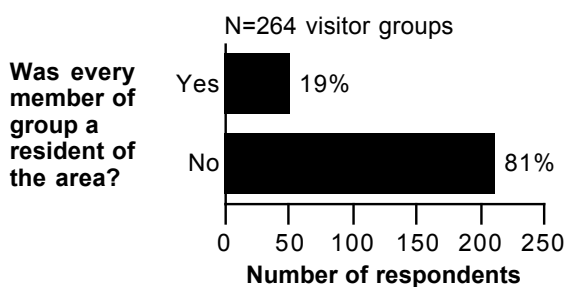


Figure 9. Visitor groups that were comprised of area residents only

*total percentages do not equal 100 due to rounding

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

International visitors by country of residence

Question 17c

For your personal group on this visit, what is each member's country of residence?

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 8).

Table 8. International visitors by country of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=10 individuals	Percent of total visitors N=678 individuals
Canada	4	40	1
China	2	20	<1
United Kingdom	2	20	<1
Australia	1	10	<1
Germany	1	10	<1

Frequency of visits to Stones River NB

Question 17d

For your personal group on this visit, how many times has each member visited Stones River NB (including this visit)?

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

Results

- 73% of visitors were visiting the park for the first time (see Figure 10).
- 13% visit once a year.
- 11% visit several times a year.

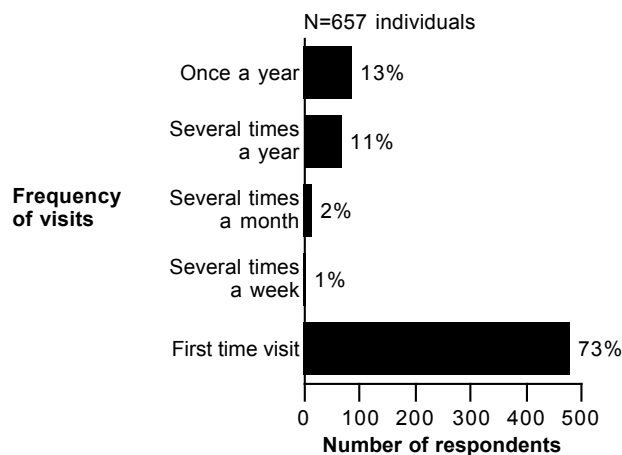


Figure 10. Frequency of visits to Stones River NB

*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 17b

For your personal group on this visit, what is each member's current age?

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

Results

- Visitor ages ranged from 1 to 85 years.
- 43% of visitors were 51 to 70 years old (see Figure 11).
- 25% were 31 to 50 years old.
- 18% were 15 years or younger.
- 6% were 71 years or older.

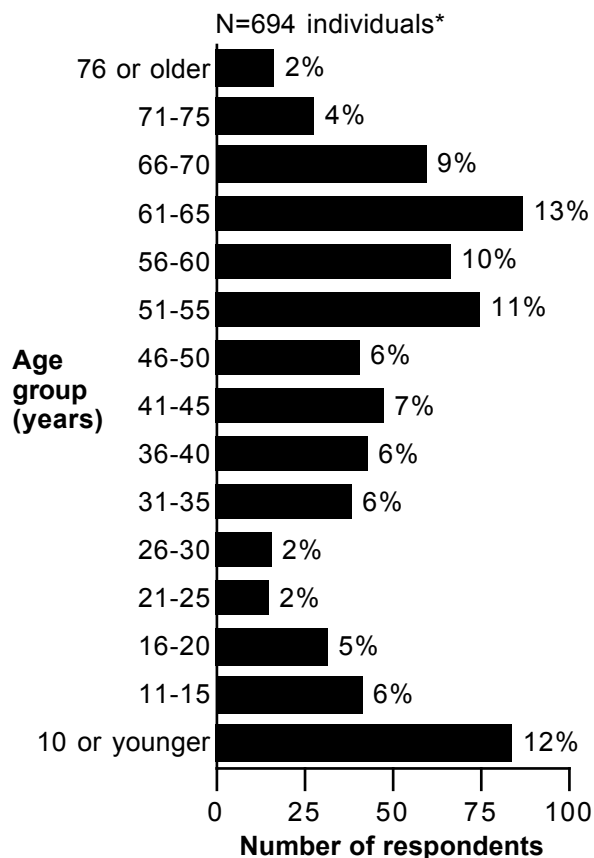


Figure 11. Visitor age

Visitor gender

Question 17a

For your personal group on this visit, what is each member's gender?

Results

- 52% of individuals were male (see Figure 12).
- 48% were female.

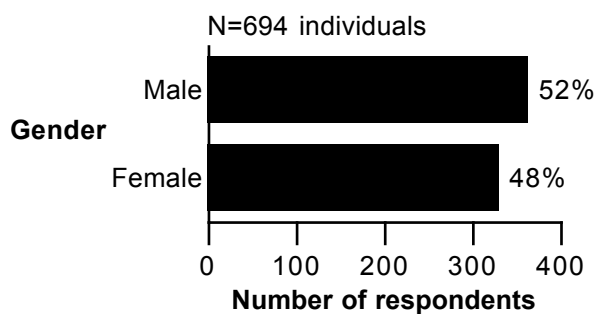


Figure 12. Visitor gender

*total percentages do not equal 100 due to rounding

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

Visitors of Hispanic or Latino ethnicity

Question 19a

Are members of your personal group
Hispanic or Latino?

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

Results

- 3% of visitors were Hispanic or Latino
(see Figure 13).

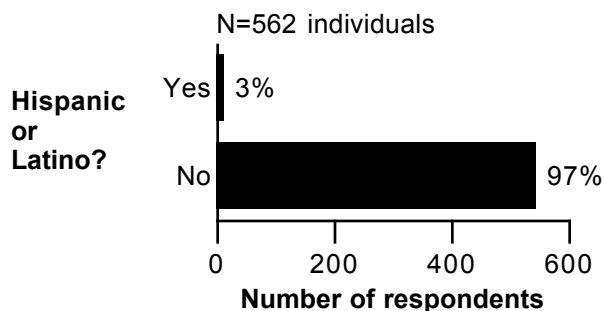


Figure 13. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 19b

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

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

Results

- 96% of visitors were White
(see Figure 14).

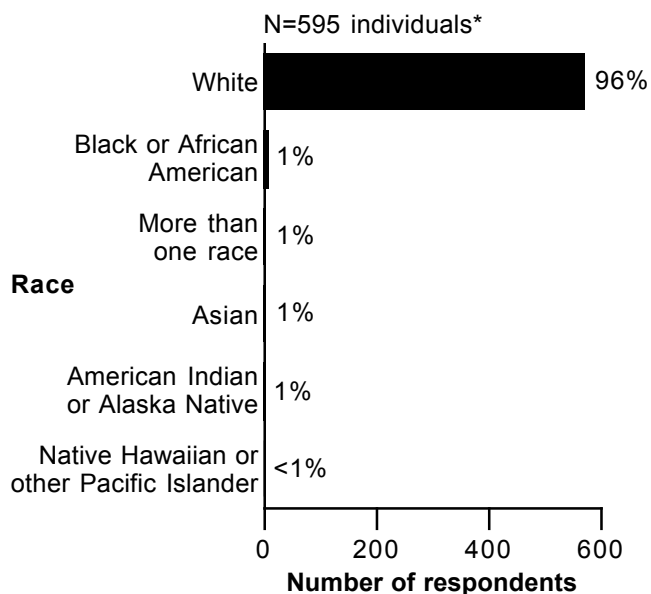


Figure 14. Visitor race

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 18a

For you only, which category best represents your annual household income?

Results

- 24% of respondents reported a household income of \$50,000-\$74,999 (see Figure 15).
- 15% had an income of \$100,000-\$149,999.
- 14% had an income of \$75,000-\$99,999.

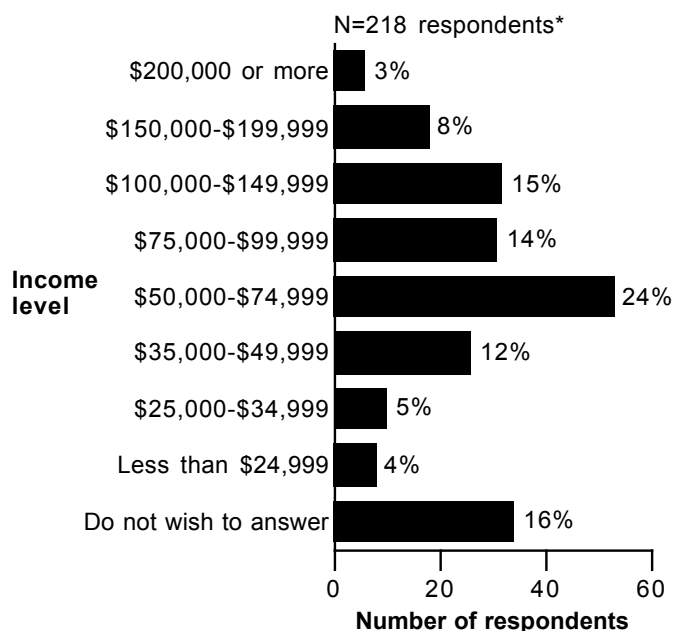


Figure 15. Respondent household income

Respondent household size

Question 18b

How many people are in your household?

Results

- 50% of respondents had two people in their household (see Figure 16).
- 28% had three or four people.
- 14% had one person.

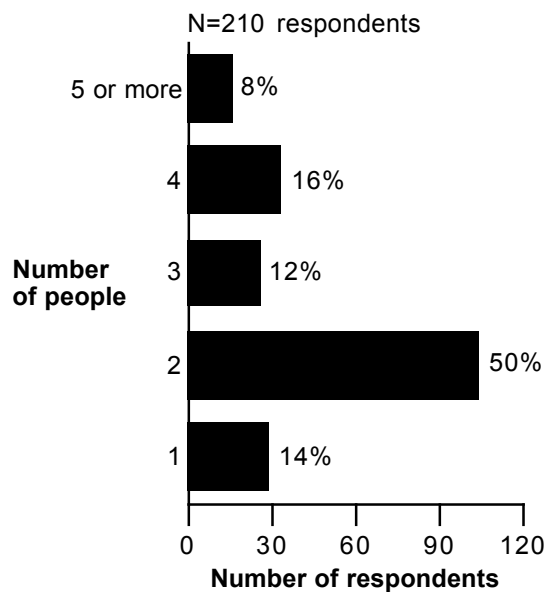


Figure 16. Respondent household size

*total percentages do not equal 100 due to rounding

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

Awareness of park management

Question 1

Prior to this visit, was your personal group aware that Stones River NB is a unit of the National Park System?

Results

- 62% of visitor groups were aware that Stones River NB is a unit of the National Park System (see Figure 17).

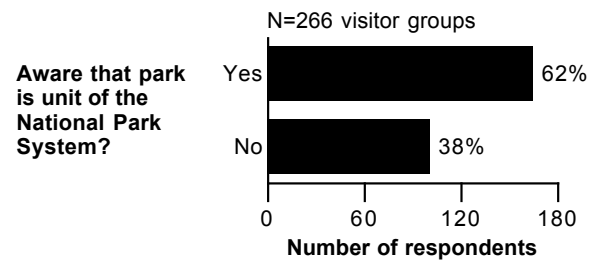


Figure 17. Visitor groups that were aware that Stones River NB is a unit of the National Park System

*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 2a

Prior to this visit, how did your personal group obtain information about Stones River NB?

Results

- 79% of visitor groups obtained information about Stones River NB prior to their visit (see Figure 18).
- As shown in Figure 19, among those visitor groups that obtained information about Stones River NB prior to their visit, the most used sources were:

50% Stones River NB website
33% Friends/relatives/word of mouth
32% Maps/brochures

- Other websites (10%) were:

civilwar.com
google.com
meetup.com/nashville-hiking
murfreesborotn.gov
nps.gov
parkstamps.org
readysetrutherford.com
tnvacation.com
tripadvisor.com
wikipedia.com

- “Other” sources of information (14%) were:

Belmont University library
Billboard
Cemetery 1st LT
Civil War Battlefield Guide
Civil War books
Civil War history
Civil War records
Drove by park
Great great-grand (sic) buried here
Historical research on Civil War
Interest in Civil War
Junior Civil War Historian Paper
Live nearby

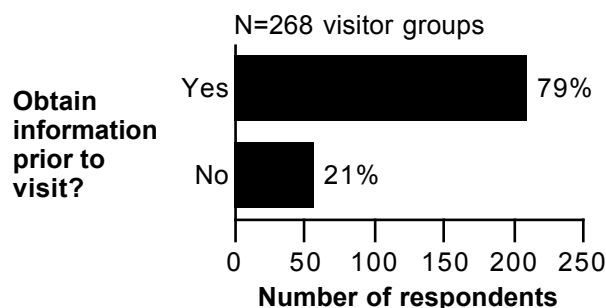


Figure 18. Visitor groups that obtained information prior to visit

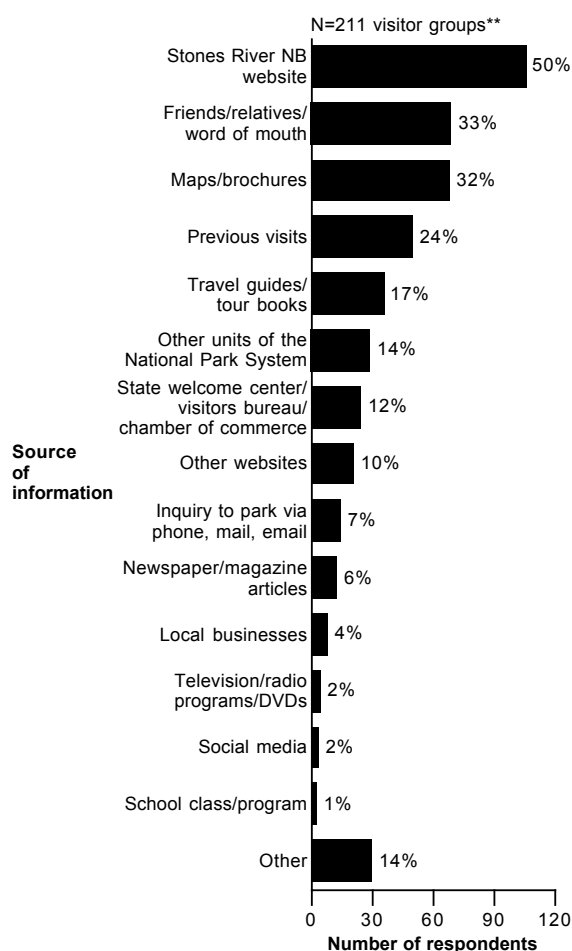


Figure 19. Sources of information used by visitor groups prior to visit

*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 prior to visit

- “Other” sources of information (continued)

National Park Passport program
Nearby private museum
Road signs
Spouse's employment
Union Cemetery Monument, Crystal Lake, IL
Wife had ancestor in 44th IL infantry

Question 2c

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

Results

- 89% of visitor groups received needed information prior to their visit (see Figure 20).

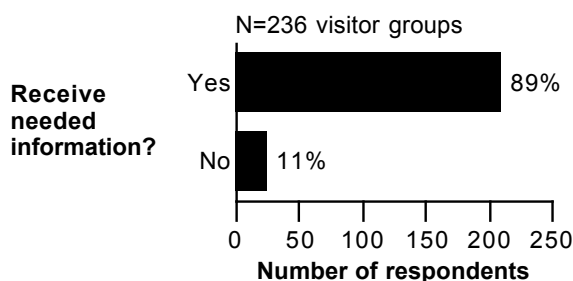


Figure 20. Visitor groups that received needed information prior to their visit

Question 2d

If NO, what type of park information did your personal group need that was not available? (Open-ended)

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 9).

Table 9. Needed information that was not available (N=12 comments) – **CAUTION!**

Needed information	Number of times mentioned
Could not find a complete map of the park	1
Did not know about audio tour and how to find it	1
Information on "how much time to see it all"	1
List of interments of IL soldiers from battle	1
Local hotels	1
Location not on GPS	1
More detail on previous months of 1802	1
More details on website, history, events	1
Newspaper articles	1
Reenactment schedule	1
Upcoming functions/activities	1
Walking trail had changed in the 3 years since the book was written	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 for future visit

Question 2b

If you were to visit Stones River NB in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 21, visitor groups' most preferred sources of information for a future visit were:

78% Stones River NB website
38% Maps/brochures
30% Previous visits

- Other websites (9%) were:

civilwar.org
google.com
nps.gov
parkstamps.org
tnvacation.com
tripadvisor.com

- "Other" sources of information (2%) were:

Books
Road signs

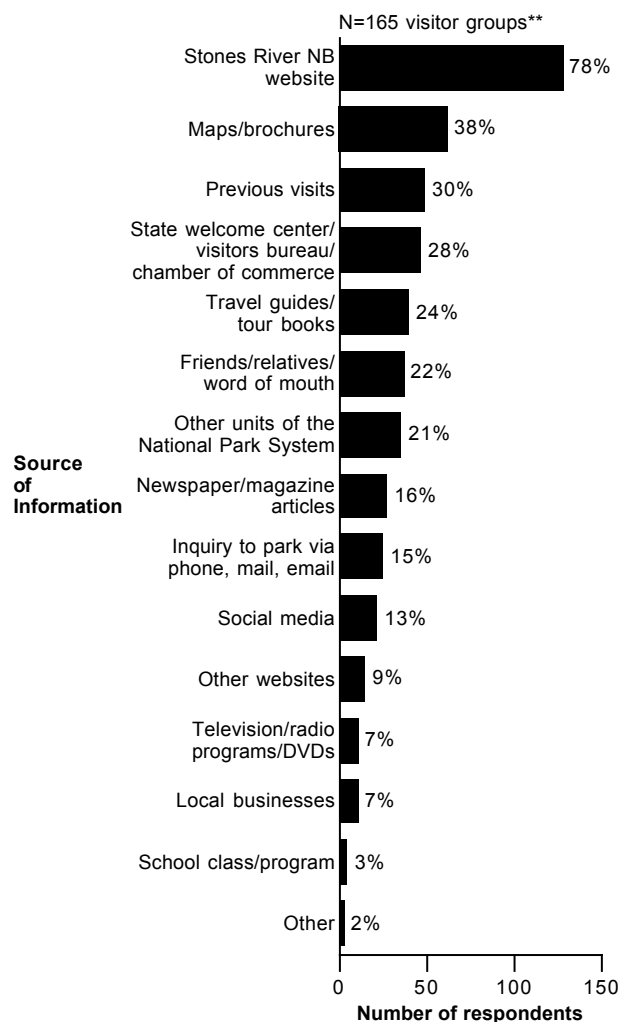


Figure 21. Sources of information to use for a future visit

*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 from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Stones River NB fit into your personal group’s travel plans?”

Results

- 52% of visitor groups said Stones River NB was one of several destinations (see Figure 22).
- 41% said the park was their primary destination.

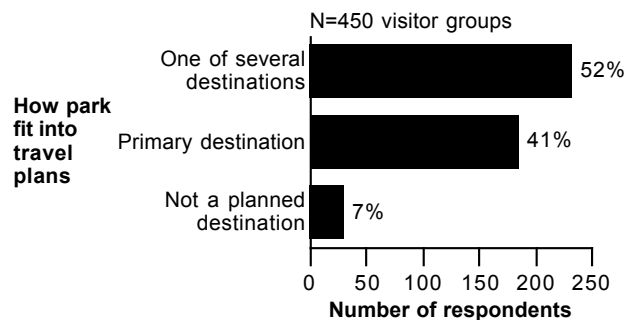


Figure 22. How visit to park fit into visitor groups' travel plans

*total percentages do not equal 100 due to rounding

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

Primary reason nonresident members visited the park area

Question 4b

For nonresident members of your personal group, what was the primary reason they came to the area (within 1-hour drive of the battlefield) on this trip?

Results

- For 37% of visitor groups, visiting the park was the primary reason non-resident group members visited the area (see Figure 23).
- 28% were visiting friends/relatives in the area.
- “Other” reasons (14%) are listed in Table 10.

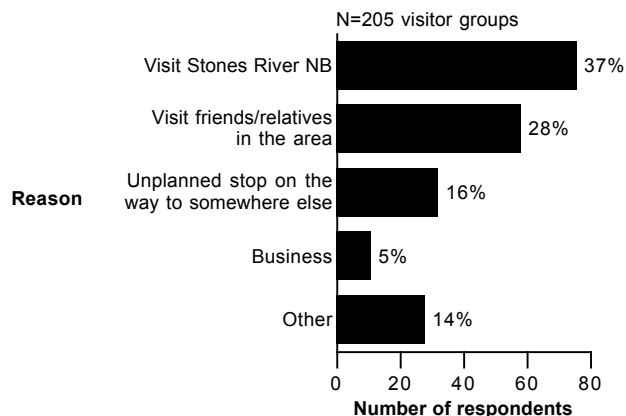


Figure 23. Primary reason non-resident members visited the area (within 1-hour drive of the battlefield)

Table 10. Other reasons that nonresident members visited the area (N=29 comments) – **CAUTION!**

Reason	Number of times mentioned
Planned stop on way to somewhere else	9
Obtain National Park Passport stamp	6
Vacation	3
Ancestor fought in battle	1
Bring Civil War relics/artifacts to ranger to study/copy	1
Camping at Army Corps Poole Knob	1
Chapel Hill tractor pull	1
Conference at Belmont	1
Find my LT killed in Vietnam	1
Going to Shiloh NMP	1
Habitat for Humanity	1
History interest	1
Jack Daniels Distillery	1
Meeting in town	1

*total percentages do not equal 100 due to rounding

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

Alternate plans to visiting Stones River NB

Question 5a

For you only, if you had been unable to visit Stones River NB on this trip, would you have visited at another time?

Results

- 83% of respondents would likely visit Stones River NB at another time if they had been unable to visit on this trip (see Figure 24).

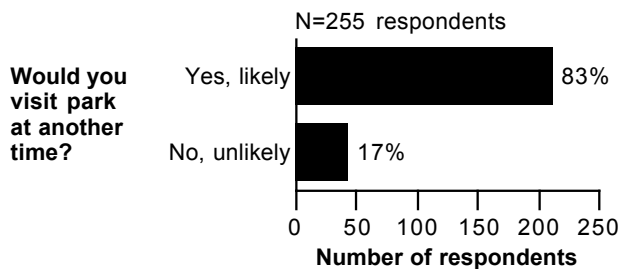


Figure 24. Respondents that would likely visit Stones River NB at another time if they had been unable to visit on this trip

Question 5b

If NO, what would you have done with the time you spent on this trip?

Results

- 73% of respondents were not sure what they would have done or would not have done any of the listed (see Figure 25).
- 27% would have gone somewhere else.

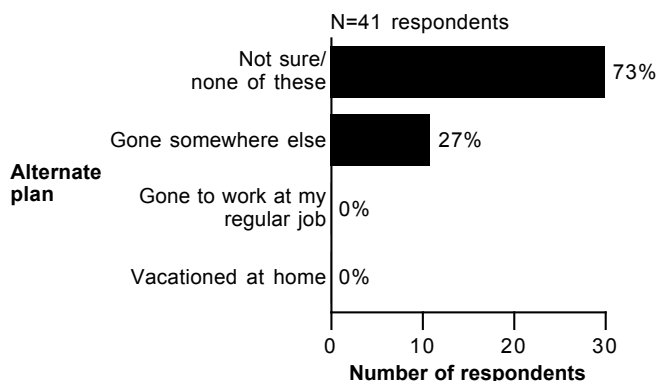


Figure 25. How time would have been spent if respondents had been unable to visit Stones River NB on this trip

Question 5b

What is the distance from home to the alternate site?

Results – Interpret results with **CAUTION!**

- Not enough visitors responded to this question to provide reliable results (see Figure 26).

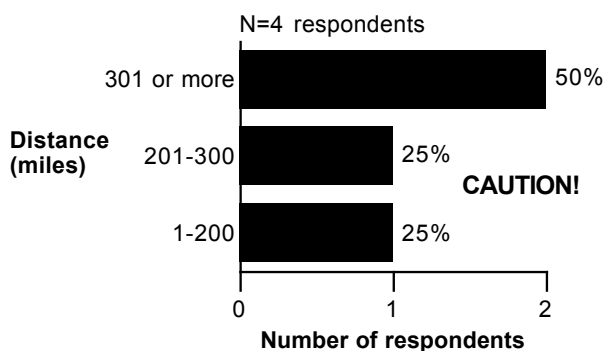


Figure 26. Distance of alternate site from home

*total percentages do not equal 100 due to rounding

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

Alternate plans to visiting Stones River NB

Question 5b

What is the location of the alternate site?
(Open-ended)

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- Table 11 lists the alternate sites visitor groups would have visited had they been unable to visit the park on this trip.

Table 11. Alternate site
(N=6 comments) – **CAUTION**

Site
Another Civil War site
Arkansas
Chamber of Commerce
Georgetown, Kentucky
New Orleans, LA
Pensacola, FL

*total percentages do not equal 100 due to rounding

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

Transportation

Question 4c

For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the area (within 1-hour drive of the battlefield)?

Results

- 65% of nonresident visitor group members used a car to travel most of the distance from their home to the Stones River NB area (see Figure 27).
- 17% traveled by SUV/truck/van.
- 14% traveled by airplane.
- “Other” method of transportation (1%) was:

Bus

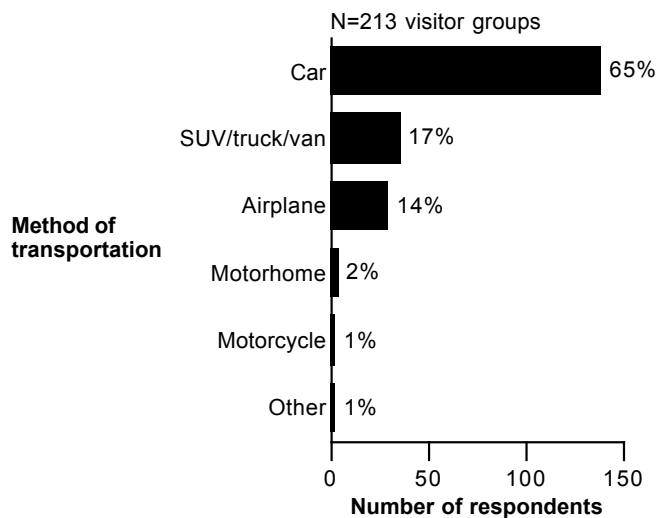


Figure 27. Method of transportation

Number of vehicles

Question 16c

On this visit, how many vehicles did your personal group use to arrive at the park?

Results

- 96% of visitor groups used one vehicle to arrive at the park (see Figure 28).

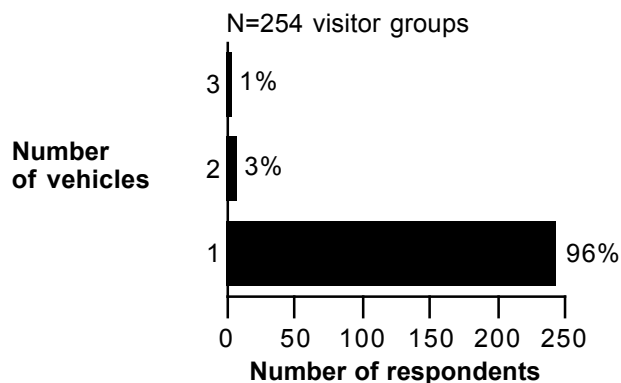


Figure 28. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

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

Number of park entries

Question 16d

On this trip, how many times did your personal group enter the park?

Results

- 74% of visitor groups entered the park one time (see Figure 29).
- 20% entered twice.

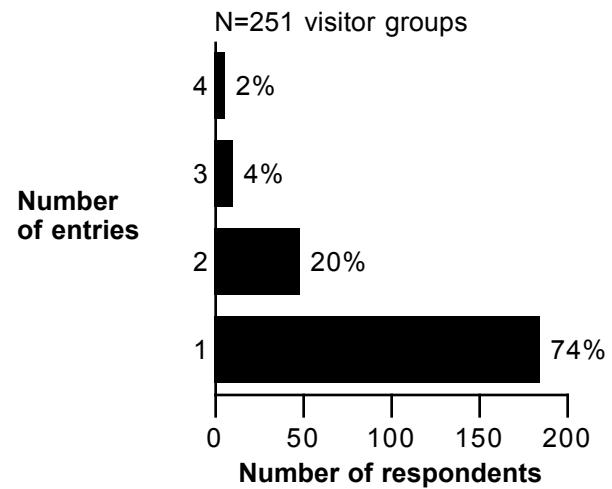


Figure 29. Number of park entries

*total percentages do not equal 100 due to rounding

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

Overnight stays

Question 6a

On this trip, did your personal group stay overnight away from home in the Stones River National Battlefield area (within 1-hour drive of the battlefield)?

Results

- 55% of visitor groups stayed overnight away from home in the area within 1-hour drive of the battlefield (see Figure 30).

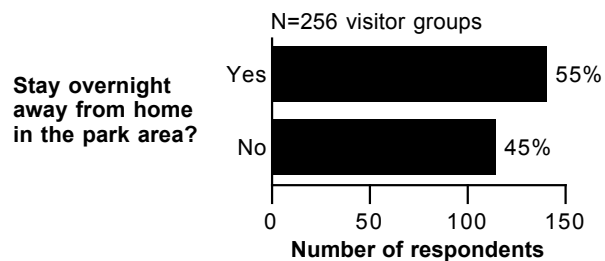


Figure 30. Visitor groups that stayed overnight away from home in the area within 1-hour drive of the battlefield

Question 6b

If YES, please list the number of nights your personal group stayed in the Stones River National Battlefield area (within 1-hour drive of the battlefield).

Results

- 54% stayed one or two nights in the area within 1-hour drive of the battlefield (see Figure 31).
- 45% stayed three or more nights.

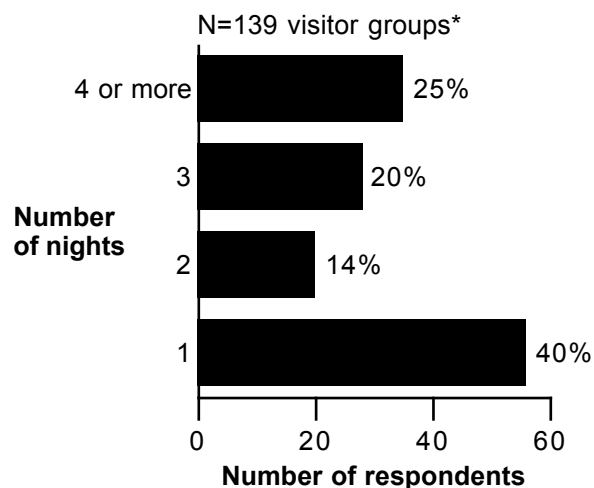


Figure 31. Number of nights spent in the area within 1-hour drive of the battlefield

*total percentages do not equal 100 due to rounding

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

Accommodations used in the local area outside the park

Question 6c

In which type(s) of accommodations did your personal group spend the night(s) in the local area?

Results

- As shown in Figure 32, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:
 - 71% Lodge, motel, rented condo/home, cabin, or B&B
 - 22% Residence of friends or relatives
- “Other” types of accommodations (3%) were:
 - Belmont University dorm
 - Corporate housing
 - RV at church
 - RV on private property

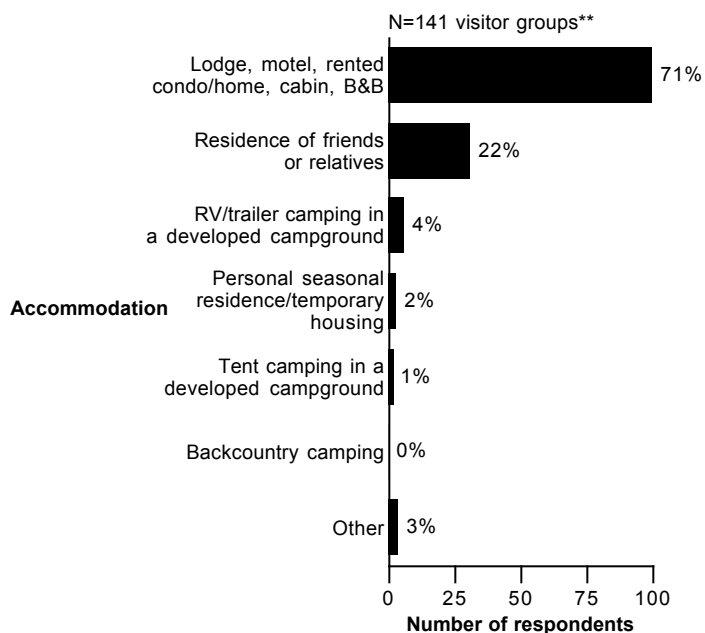


Figure 32. Accommodations used in the local area outside the park

*total percentages do not equal 100 due to rounding

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

Length of visit

Question 3a

On this visit to Stones River NB, how much time in total did your personal group spend visiting battlefield sites?

Results

- 67% of visitor groups spent one or two hours visiting battlefield sites (see Figure 33).
- 34% spent three or more hours.
- The average length of visit was 2.1 hours.

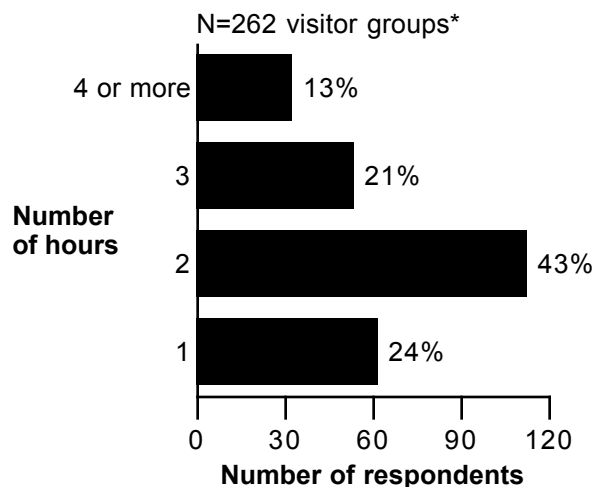


Figure 33. Number of hours spent visiting battlefield sites

Visit the battlefield on more than one day

Question 3b

Did your personal group visit the battlefield on more than one day?

Results

- 8% of visitor groups visited the battlefield on more than one day (see Figure 34).

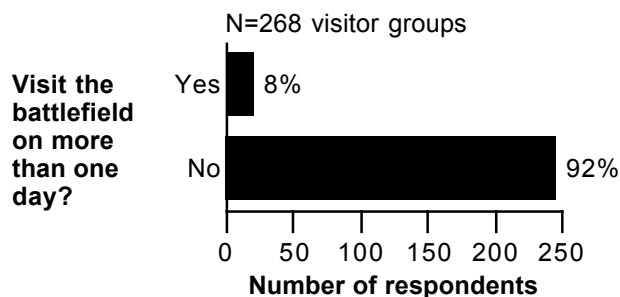


Figure 34. Visitor groups that visited the battlefield on more than one day

Question 3c

If YES, how many days?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 35).

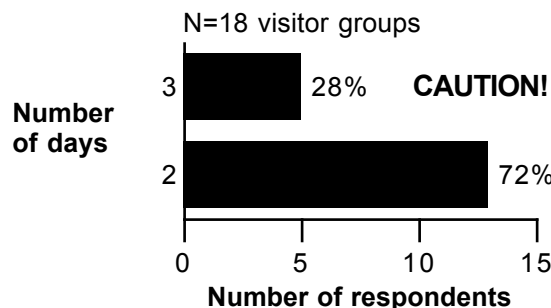


Figure 35. Number of days spent visiting the battlefield

*total percentages do not equal 100 due to rounding

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

Local attractions visited

Question 9

On this trip to Stones River NB, please indicate all other attractions in the area that your personal group visited.

Results

- 53% of visitor groups visited other local attractions on this visit (see Figure 36).
- As shown in Figure 37, the local attractions most commonly visited were:
 - 31% Chickamauga and Chattanooga NMP
 - 29% Shiloh NMP
 - 27% Battle of Franklin Sites
- “Other” local attractions (34%) are shown in Table 12.

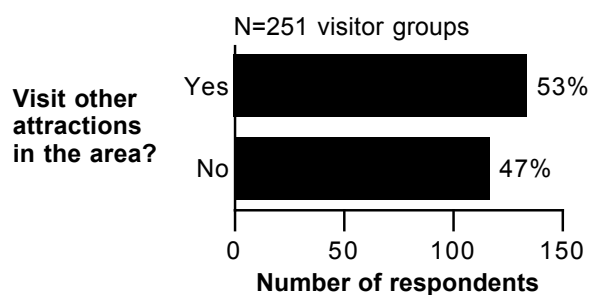


Figure 36. Visitor groups that visited other local attractions

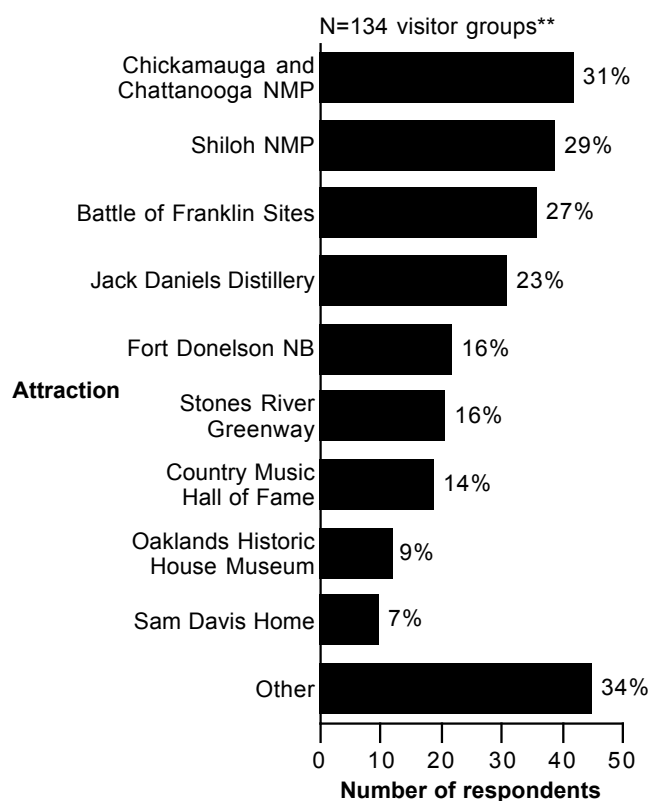


Figure 37. Local attractions visited

*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. Other local attractions
(N=67 comments; some visitor groups made more than one comment)

Attraction	Number of times mentioned
Hermitage	7
Grand Ole Opry	4
Natchez Trace	3
Belle Meade	2
Belle Meade Plantation	2
Ryman Auditorium	2
Spring Hill Battlefield	2
Arrington Winery	1
Battle of Nashville sites	1
Bluebird Cafe	1
Cannonsburgh Village	1
Carthage	1
Cheekwood	1
Columbia First Methodist Church	1
Corinth Brice's Crossroads	1
Cumberland Cave	1
Elm Springs	1
Fort Negley	1
Fort Sumter NM, Charleston	1
Gatlinburg	1
Gaylord	1
George Dickel	1
Hermitage	1
Historic Downtown Nashville	1
James Polk Home	1
Johnny Cash Museum	1
Kennesaw Mountain	1
Lanes Auto Museum	1
Lebanon Premium Outlets	1
Lewis burial site	1
Lotz House	1
Loveless Cafe	1
Mount Olivet Cemetery	1
MTSU	1
Murfreesboro Visitor Center and town square	1
Nashville	1
Natchez Trace Parkway	1
Old Stone Fort	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 12. Other local attractions (continued)

Attraction	Number of times mentioned
Parker's Crossroads	1
Parker's Crossroads Battlefield	1
Parthenon	1
Pigeon Forge	1
Rippavilla Plantation	1
Russell Cave	1
Rutherford County Courthouse	1
Several Nashville music venues and eateries	1
Shy's Hill	1
Smoky Mountain National Park	1
Tennessee Aquarium	1
TJ Maxx and stores in this location	1
Traveler's Rest	1
Winstead Hill	1

*total percentages do not equal 100 due to rounding

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

Sites visited in the park

Question 7

On this visit to Stones River NB, please indicate all the sites within the park that your personal group visited.

Results

- As shown in Figure 38, the sites most commonly visited by visitor groups at Stones River NB were:

97% Visitor Center
63% National Cemetery
55% Slaughter Pen
50% Eve of Battle

- The least visited site was:

20% Redoubt Brannan

- “Other” sites (10%) visited are shown in Table 13.

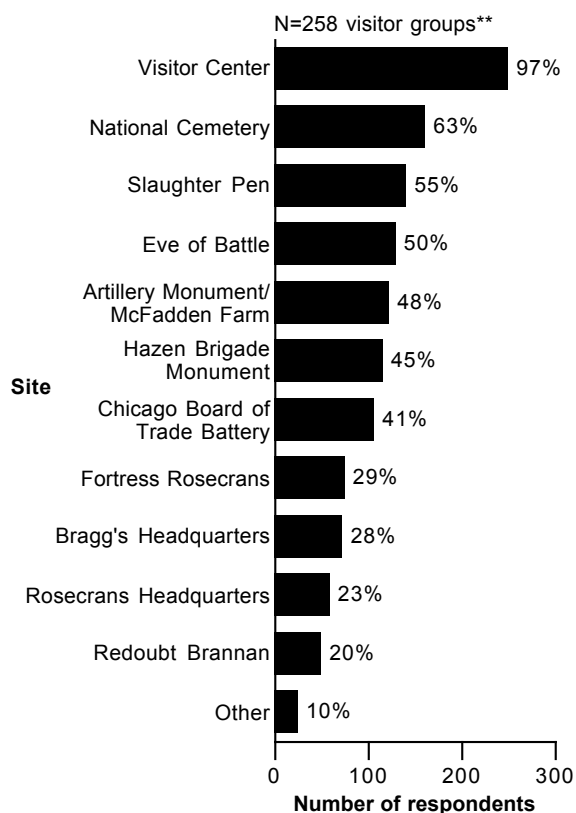


Figure 38. Sites visited in the park

*total percentages do not equal 100 due to rounding

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

Table 13. Other sites visited in the park
 (N=19 comments; some visitor groups made more than one comment) – **CAUTION!**

Site	Number of times mentioned
Artillery demonstration	4
Stones River	3
Bike tour	2
Drove the loop	2
Walking trail	2
Cotton field	1
Gift shop	1
Hiked Boundary Trail	1
Pioneer earthworks	1
Reenactment behind visitor center	1
Round Forest	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 on this visit

Question 8a

On this visit, in which activities did your personal group participate within Stones River NB?

Results

- As shown in Figure 39, the most common activities in which visitor groups participated on this visit were:

90% Visit visitor center
35% Hiking/walking
31% Attending other ranger-led talks/programs
21% Listening to audio-tape tour

- “Other” activities (18%) are listed in Table 14.

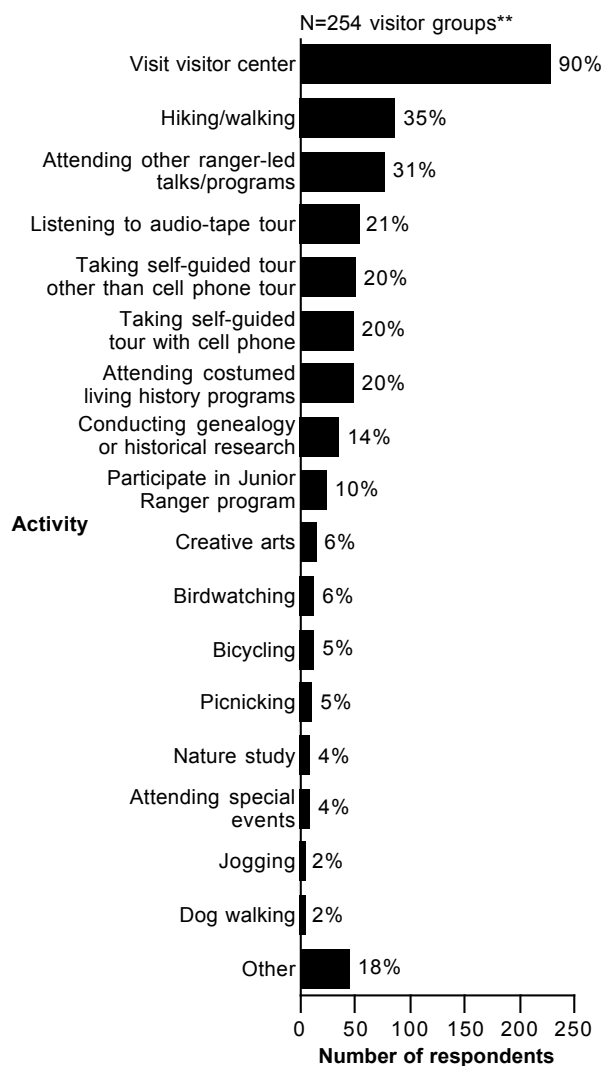


Figure 39. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Table 14. Other activities on this visit
 N=45 comments; some visitor groups made more than one comment)

Activity	Number of times mentioned
Learn Civil War history	13
Visit Civil War battlefield	13
Attend artillery demonstration	3
Collect Civil War trading cards	2
Educate children	2
Purchase gift shop sales items	2
Junior Ranger program	1
Obtain Fort Rosecrans stamp	1
Obtain National Park stamps	1
Take a car route tour	1
Visit cemetery	1
Visit McFadden Farm	1
Visit National Cemetery	1
Visit ranger to give artifacts for study	1
Visit relative working at Stones River	1
Visit relative's grave	1

*total percentages do not equal 100 due to rounding

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

Activity that was primary reason for visit**Question 8c**

Which one of the above activities was the primary reason your personal group visited Stones River NB on this visit?

Results

- As shown in Figure 40, the most common activities that were the primary reason for the visiting the park were

26% Visit visitor center
 10% Conducting genealogy or historical research
 8% Taking self-guided tour other than cell phone tour
 7% Attending other ranger-led talks/ programs

- “Other” activities (20%) are shown in Table 15.

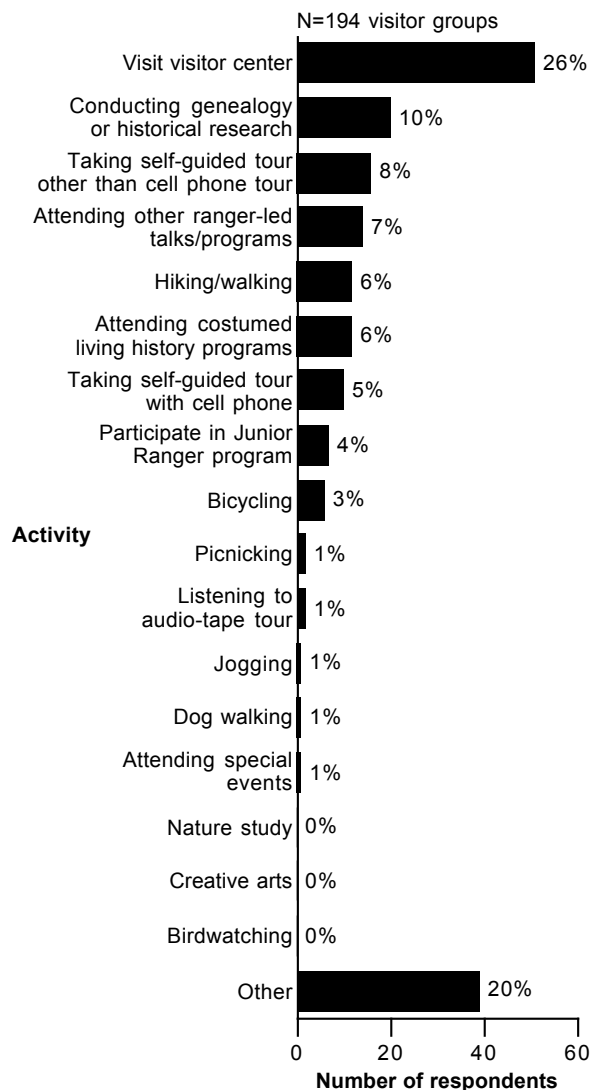


Figure 40. Activity that was primary reason for visiting the park

*total percentages do not equal 100 due to rounding

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

Table 15. Other activities that were primary reason for visiting the park
(N=39 comments)

Activity	Number of times mentioned
Visit Civil War battlefield	11
Learn Civil War history	9
Attend artillery demonstration	3
Collect Civil War trading cards	2
Educate children	2
Unspecified activity	2
Junior Ranger program	1
Obtain National Park stamps	1
Purchase gift shop sales items	1
Take a car route tour	1
Visit cemetery	1
Visit McFadden Farm	1
Visit National Cemetery	1
Visit ranger to give artifacts for study	1
Visit relative working at Stones River	1
Visit relative's grave	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 on future visits

Question 8b

If you were to visit the battlefield in the future, in which activities would your personal group prefer to participate within the battlefield?

Results

- As shown in Figure 41, the most common activities in which visitor groups would prefer to participate on future visits were:

79% Visit visitor center
61% Attending other ranger-led talks/programs
54% Attending costumed living history programs
49% Hiking/walking

- “Other” activities (2%) were:

Attend artillery demonstration
Bike tour with rangers
Visit Civil War battlefield site
Visit other sites in park

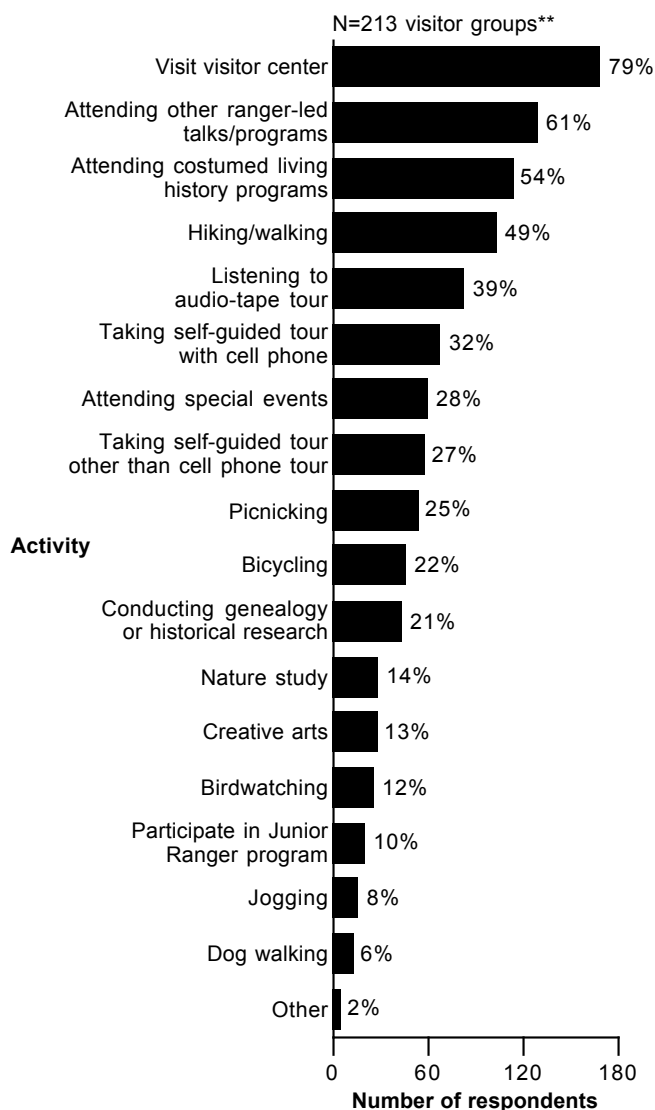


Figure 41. Activities on future visits

*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 Services, Facilities, Attributes, Resources, and Elements

Information services and facilities used

Question 13a

Please indicate all the information services and facilities that your personal group used at Stones River NB during this visit.

Results

- As shown in Figure 42, the most common information services and facilities used by visitor groups were:

92% Visitor center (overall)
86% Indoor exhibits
80% Restrooms
76% Outdoor exhibits

- The least used service/facility was:
5% Access for disabled persons

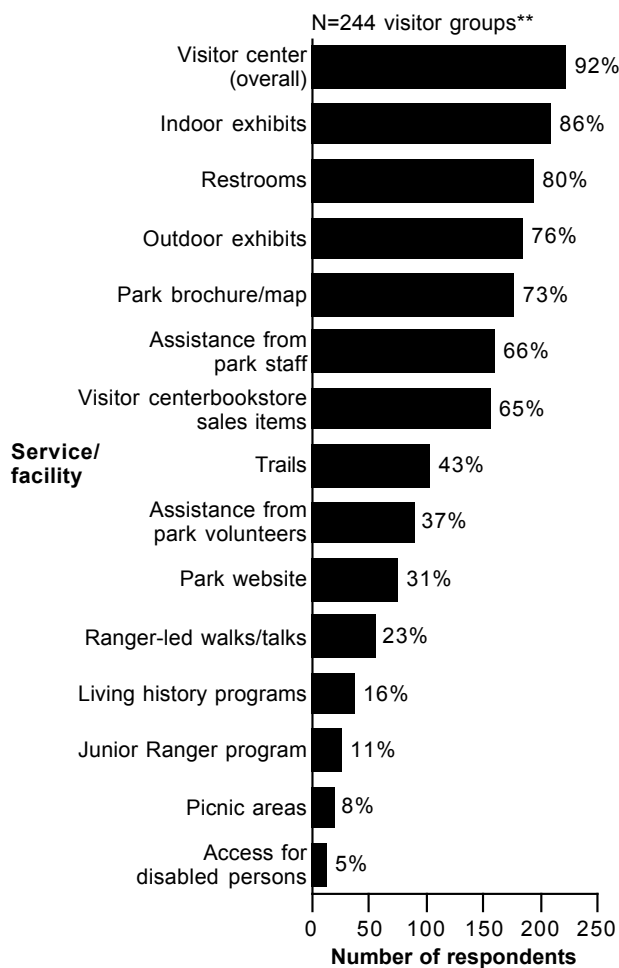


Figure 42. Information services and facilities used

*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 information services and facilities

Question 13b

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

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 43 shows the combined proportions of “extremely important” and “very important” ratings of information services and facilities that were rated by 30 or more visitor groups.
- Table 16 shows the importance ratings of each service and facility.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 95% Visitor center (overall)
- 91% Ranger-led walks/talks
- 88% Outdoor exhibits
- 87% Park brochure/map
- 86% Living history programs
- 86% Indoor exhibits

- The services/facilities receiving the highest “not at all important” rating that were rated by 30 or more visitor groups were:

- 1% Assistance from park staff
- 1% Assistance from park volunteers
- 1% Restrooms

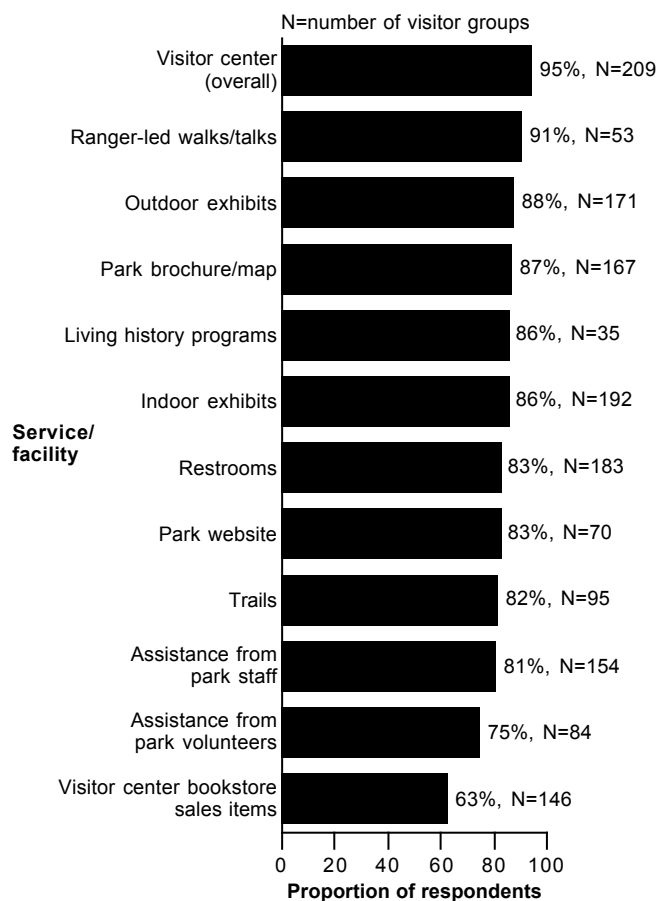


Figure 43. Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

Table 16. Importance ratings of information services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for disabled persons – CAUTION!	10	10	10	0	40	40
Assistance from park staff	154	1	3	16	44	37
Assistance from park volunteers	84	1	5	19	43	32
Indoor exhibits	192	0	1	13	40	46
Outdoor exhibits	171	0	2	11	39	49
Junior Ranger program – CAUTION!	27	7	0	11	26	56
Living history programs	35	0	3	11	37	49
Park brochure/map	167	0	1	11	34	53
Park website: www.nps.gov/stri used before or during visit	70	0	3	14	43	40
Picnic areas – CAUTION!	17	0	6	29	29	35
Ranger-led walks/talks	53	0	2	8	38	53
Restrooms	183	1	3	13	27	56
Trails	95	0	4	14	35	47
Visitor center bookstore sales items (selection, price, etc.)	146	0	7	30	36	27
Visitor center (overall)	209	<1	0	5	31	64

*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 information services and facilities

Question 13c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

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

Results

- Figure 44 shows the combined proportions of “very good” and “good” ratings of information services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:

99% Assistance from park staff
 97% Assistance from park volunteers
 96% Visitor center (overall)
 96% Restrooms
 95% Indoor exhibits

- Table 17 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:

1% Park brochure/map

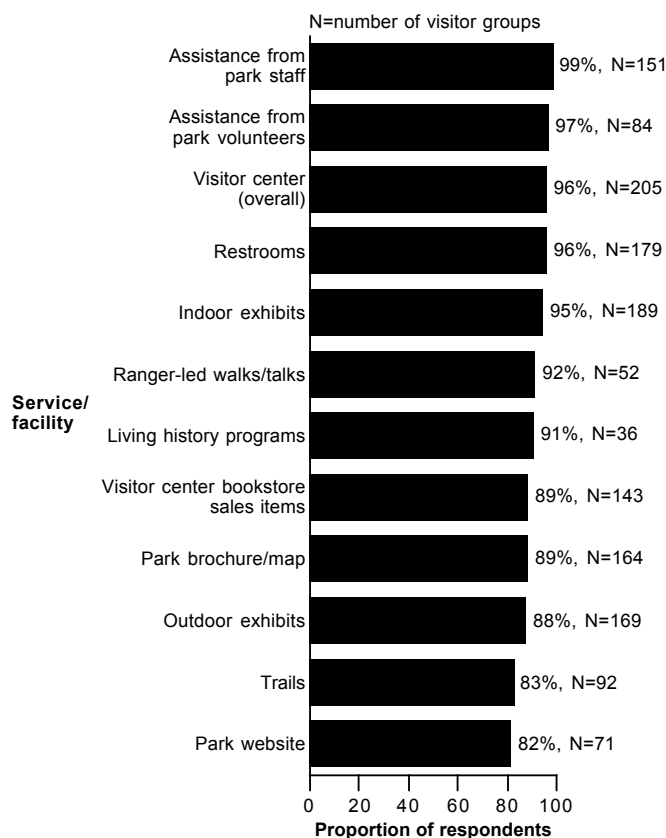


Figure 44. Combined proportions of “very good” and “good” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

Table 17. Quality ratings of information services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Access for disabled persons – CAUTION!	7	0	0	0	14	86
Assistance from park staff	151	0	0	1	23	76
Assistance from park volunteers	84	0	0	2	21	76
Indoor exhibits	189	0	0	5	28	67
Outdoor exhibits	169	0	1	11	36	52
Junior Ranger program – CAUTION!	25	0	4	12	8	76
Living history programs	36	0	0	8	19	72
Park brochure/map	164	1	2	9	34	55
Park website: www.nps.gov/stri used before or during visit	71	0	6	13	34	48
Picnic areas – CAUTION!	17	0	6	18	35	41
Ranger-led walks/talks	52	0	0	8	15	77
Restrooms	179	0	0	3	21	75
Trails	92	0	2	15	32	51
Visitor center bookstore sales items (selection, price, etc.)	143	0	0	11	36	53
Visitor center (overall)	205	0	0	3	22	74

*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 information services and facilities

- Figure 45 and Figure 46 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average in importance and quality.

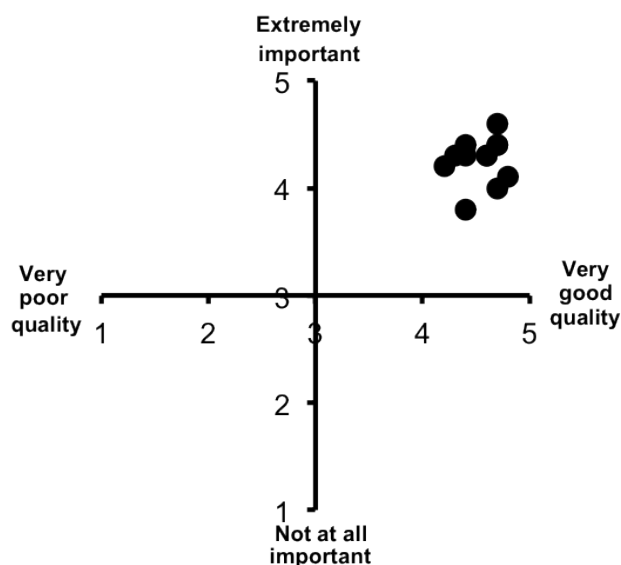


Figure 45. Mean scores of importance and quality ratings of information services and facilities

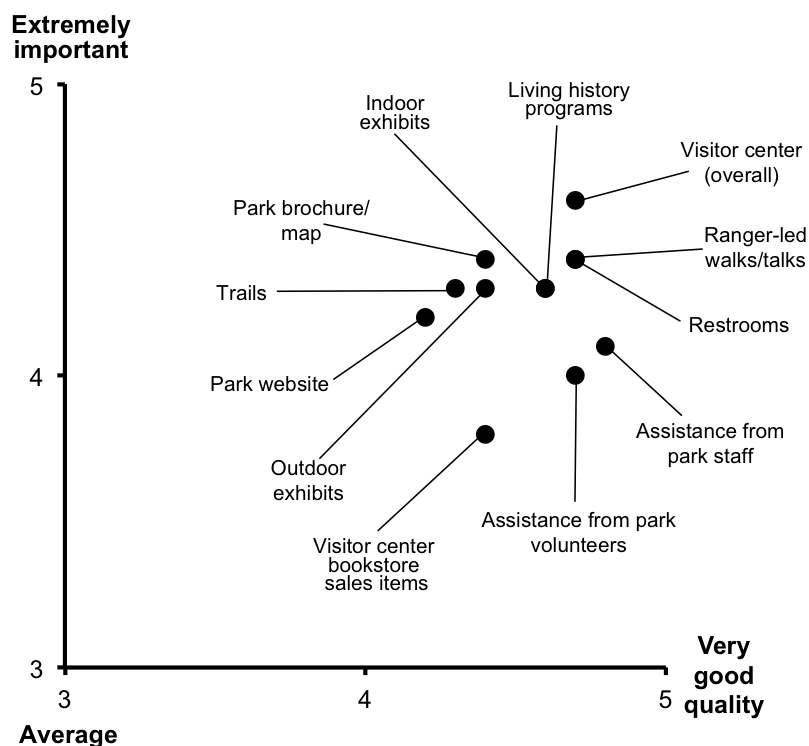


Figure 46. Detail of Figure 45

*total percentages do not equal 100 due to rounding

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

Topics learned on this visit

Question 11a

One of the purposes of Stones River National Battlefield is to present multiple viewpoints on the impacts of the Civil War on American culture.

Please indicate all the topics that your personal group learned about via park films/exhibits/ranger programs during this visit to Stones River NB.

Results

- As shown in Figure 47, the most common topics learned by visitor groups were:

95% Events of the Battle of Stones River
78% Events of the Civil War
74% Natural setting where events occurred

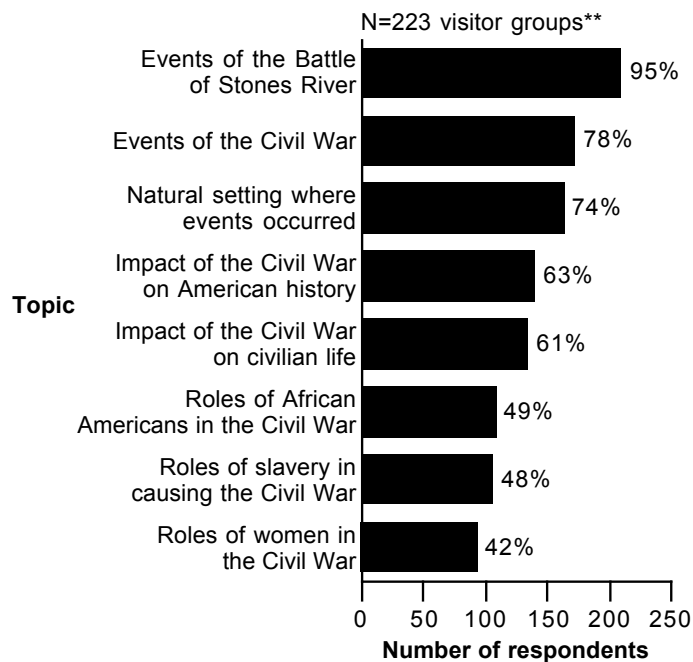


Figure 47. Topics learned on this visit

*total percentages do not equal 100 due to rounding

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

Importance ratings of topics presenting different viewpoints of the Civil War

Question 11b

For only those topics that you learned about, please rate their importance (from 1-5) in presenting different viewpoints of the Civil War.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 48 shows the combined proportions of “extremely important” and “very important” ratings of topics presenting different viewpoints of the Civil War that were rated by 30 or more visitor groups.

- The topics receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 84% Impact of the Civil War on American history
- 79% Events of the Civil War
- 77% Events of the Battle of Stones River

- Table 18 shows the importance ratings of each topic.

- The topic receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:

- 4% Roles of African Americans in the Civil War

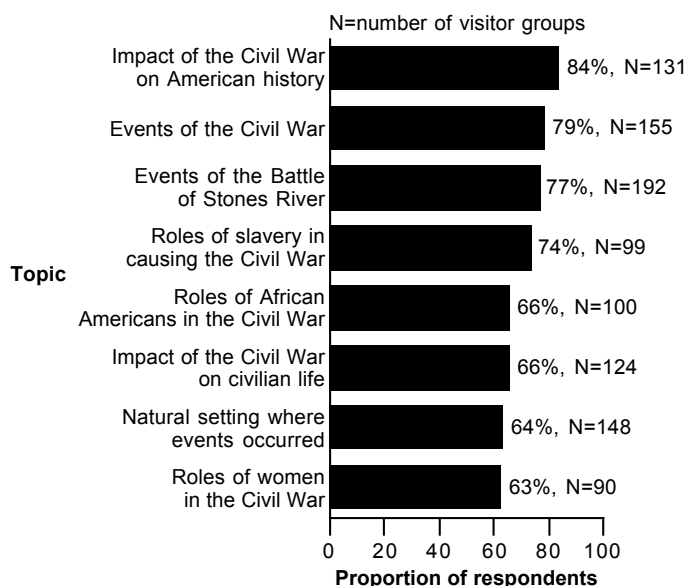


Figure 48. Combined proportions of “extremely important” and “very important” ratings of topics presenting different viewpoints of the Civil War

*total percentages do not equal 100 due to rounding

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

Table 18. Importance ratings of topics presenting different viewpoints of the Civil War
(N=number of visitor groups)

Topic	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Events of the Battle of Stones River	192	2	4	17	33	44
Events of the Civil War	155	1	4	16	43	36
Impact of the Civil War on American history	131	1	3	12	37	47
Impact of the Civil War on civilian life	124	0	6	27	35	31
Natural setting where events occurred	148	1	9	26	34	30
Roles of African Americans in the Civil War	100	4	9	21	40	26
Roles of slavery in causing the Civil War	99	0	7	18	40	34
Roles of women in the Civil War	90	0	11	26	34	29

*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 the amount of information received

Question 11c

For only those topics that you learned about, please rate (from 1-4) the amount of information that you received.

1=Almost none

2=Some but not enough

3=About right

4=Too much

Results

- Table 19 shows the ratings of the amount of information received by visitor groups.
- The topics receiving the highest “about right” ratings of the amount of information received were:

93% Events of the Battle of Stones River

82% Impact of the Civil War on American history

82% Natural setting where events occurred

81% Events of the Civil War

Table 19. Ratings of the amount of information received
(N=number of visitor groups)

Topic	N	Rating (%)			
		Almost none	Some but not enough	About right	Too much
Events of the Battle of Stones River	180	0	6	93	1
Events of the Civil War	143	1	17	81	1
Impact of the Civil War on American history	119	0	17	82	1
Impact of the Civil War on civilian life	114	2	32	66	0
Natural setting where events occurred	136	1	16	82	1
Roles of African Americans in the Civil War	93	4	28	65	3
Roles of slavery in causing the Civil War	92	3	20	74	3
Roles of women in the Civil War	85	5	36	56	2

*total percentages do not equal 100 due to rounding

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

Question 11d

Which stories presented at Stones River National Battlefield need to be emphasized or strengthened? (Open-ended)

Results

- 28% of visitor groups (N=76) responded to this question.
- Table 20 lists the stories needing to be emphasized or strengthened.

Table 20. Stories needing to be emphasized or strengthened
N=83 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
Improvement not needed	16
Roles of women in the Civil War	8
Impact on civilian life	7
Stories of the soldiers	5
Roles of African Americans and slavery	4
Casualties	2
More local stories	2
Present day legacy of Civil War	2
Union advantages in equipment/armaments	2
Abraham Lincoln did not free all slaves	1
Absolute disregard for US Constitution by Lincoln	1
Aftermath of the Civil War	1
All, maybe a guide book	1
All of the above	1
Both north and south soldiers died	1
Bragg's command problems	1
Cause of Civil War	1
Cemetery community	1
Chronology of the entire conflict	1
Critical battle in giving TN and KY to Union and creating river and rail supply lines for Chickamauga and Atlanta	1
Economic reasons only - not machines. Led to the North developing lots of machinery and not relying on the backs of people.	1
Ethnic dimension of soldiers	1
Events of the Battle of Stones River	1
Exactly where the battles took place	1
Farquhar - Medal of Honor winner, also President of the International Typographical Union	1
Fortress Rosecrans	1
Genealogy	1
Geography - strategic and tactical	1
Hardship of the soldiers	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 20. Stories needing to be emphasized or strengthened (continued)

Comment	Number of times mentioned
How the stores and roads are taking away from the history of the park	1
Impact and all roles	1
Impact of the Civil War on American history	1
Importance of railroad	1
Larger map showing all the battle area as it was	1
More information about specific units	1
More integration of the war's impact on the social fabric in the North and South	1
Natural setting at the time	1
Need for more preservation	1
Relative positions of armies against background of current roads	1
Role of states' rights	1
Significance of the cemetery	1
Tactical strategy	1
The exhibits gave a "Northern" view, the South fought for a good reason	1
Visitor center film needs to be more comprehensive, more detailed about why and how	1

*total percentages do not equal 100 due to rounding

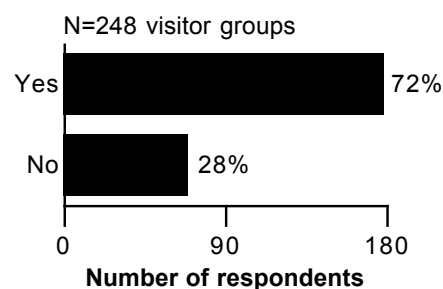
**total percentages do not equal 100 because visitors could select more than one answer

Something relevant or meaningful learned about the Civil War

Question 10a

During this visit (viewing exhibits, movies, taking the tour, etc.), did you learn something about the Civil War that is relevant or meaningful to your life today?

Learn something relevant or meaningful?



Results

- 72% of visitor groups learned something about the Civil War that is relevant or meaningful to their life (see Figure 49).

Figure 49. Visitor groups that learned something about the Civil War that is relevant or meaningful to their life

Question 10b

If YES, what is the most important way the Civil War has relevance to your life today? (Open-ended)

Results

- Table 21 shows the most important way the Civil War has relevance to visitor groups' lives today.

Table 21. Something relevant or meaningful learned about the Civil War
N=161 comments)

Comment	Number of times mentioned
Family involvement	14
A better understanding of what happened here	1
A strong sense of community with family and area	1
Actually traced movement of 44th IL voluntary infantry during battle	1
Always work for peace	1
Appreciated the stories of ordinary people thrust into extraordinary circumstances	1
Appreciation of how complicated life was back then	1
Appreciation of sacrifice for the preservation of the union	1
At the cemetery, many in our group realized that each cross represented someone who is now either in heaven or hell. Sobering thought.	1
Battle tactics	1
Better understand how my own actions can affect others, no matter how large an event	1
Better understanding of the importance of slavery to the southern economy and of the conditions of slaves in the South	1
Brokenness of society that war exhibits	1
Cemetery, encampment, costumes, stories by reenactors make my life look incredibly privileged	1
Civil War trips as a kid	1
Relative who fought in the Civil War. Comparing/contrasting the ways of life.	1
Courage and conviction	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 21. Something relevant or meaningful learned about the Civil War (continued)

Comment	Number of times mentioned
Dedication of soldiers at this time, we need to be more loyal to what is important	1
Despite great great-gran being a confederate, it solidifies how important it is that the U.S. is one nation	1
Did not realize historically re: Stones Rivers not found in my history book - only Shiloh, Gettysburg, etc. - the biggies	1
Differing with society now and then	1
Educated me	1
Educating our 8 year old about its importance	1
End of slavery	1
Enjoying the narratives of the life back then with my grandson	1
Fill in the gaps the books leave out	1
Freedom comes at a price and should not be taken for granted	1
Glad I'm not a Civil War soldier	1
Great grandsons, information	1
Greater appreciation of heroism and sacrifice of forefathers	1
Helped my daughter better understand situations abroad that our military is involved in	1
History	1
History buff	1
History of the USA	1
How connected we are - how recent this history is	1
How lucky we are to be born in this era	1
How one could get 80,000 men from this country to go to battle against one another	1
How senseless war is! Especially this one!	1
How the battle took shape; importance of battle itself to the outcome of war	1
How the battle was fought	1
How the civilians of Murfreesboro were affected by the battle	1
How we value life today. The immense cost of lives and how easily our world might be different than it is.	1
I explained why Americans would fight Americans to my son	1
I just like for my children to understand what all happened during the Civil War	1
I took a great interest in the books in the visitor center	1
I was able to teach my children what I want them to know about history. Not how others want them to know the story.	1
I was not aware of the battle prior to our visit	1
I'm from the North - need I say more?	1
I've always been interested in history and checked out the new book in gift shop	1
If Lee had done anything else but what he did, there would be a lot more people saying "y'all"	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 21. Something relevant or meaningful learned about the Civil War (continued)

Comment	Number of times mentioned
If the south had continued to fight on to victory, we would be a better country today	1
Important to know of the past so we don't make same mistakes	1
Increased knowledge of Civil War	1
Increased knowledge of the political and economic climate of US prior to the war. A movie covering the information above in addition to the one [unreadable] the battle itself	1
Influence of politicians on general public	1
Information about our past and history of middle Tennessee for our 6 year old daughters	1
It happened so close to our home	1
It is a major topic of historical research	1
It is amazing how much we take being a united country for granted	1
It is important for me to learn about the fighting - brother against brother	1
It made me more aware of the battles in Tennessee prior to Shiloh	1
It settled the issue of the supremacy of our national government over the states	1
It should teach us that standing up for what we believe is important	1
It shows that America was as badly divided in the past as it is today	1
It takes great courage and determination to defend your home	1
It's a hobby to study the Civil War and visit the sites	1
Just how tragic a civil war is and a greater appreciation of what the people in Syria are enduring today	1
Just interested	1
Knowledge of history	1
Learned about area history	1
Learned more about Abraham Lincoln	1
Learned more about the war	1
Learning about American History helps me further understand my freedom	1
Learning about the decisions and sacrifices made by ancestors and locals	1
Learning about the struggle of those that fought makes me realize we all struggle	1
Learning how ancestors handled difficulties in the past	1
Learning how far some of the soldiers traveled to be at this battlefield	1
Learning that confederates began to sing 'Home Sweet Home' and could hear union troops across the way also singing inspires me to keep looking for positives in any and every situation	1
Life is short, don't take others for granted, treat all as equals	1
Lost lives	1
Made me thankful that I did not have to fight such a war	1
Mateship (brothers in arms)	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 21. Something relevant or meaningful learned about the Civil War (continued)

Comment	Number of times mentioned
Medical issues	1
More informed about Civil War so that information may be passed on	1
Number of deaths	1
Number of men injured/killed	1
Perseverance/overcoming difficulty	1
Prejudice is stupid. We all have different lifestyles, no one is better than another.	1
Preservation of the Union	1
Raised at Gettysburg	1
Realize what an awful war it was	1
Reinforced old appreciation of the conflict	1
Reinforced the stupidity of war	1
Reminder of its heavy cost	1
Renewed appreciation of the sacrifice of those who fought	1
Respect for American sacrifice	1
Sacrifice	1
Senseless death	1
Shaped the country	1
So many deaths, was it all so necessary?	1
Some data on Ohio 69th participation and actual/approximate locale	1
Support for maintaining the Union, eliminating abuse of slavery	1
Teach US History to Junior High students. Need to know as much as possible to make it interesting to them.	1
Thankful for modern medicine	1
That there are same or similar feelings of anger and sense of loss in the south today	1
That we need to be more sympathetic and understanding of all people during hard times and bless the freedoms we have	1
The bravery of the soldiers	1
The Civil War illustrated the importance of constructive compromise.	1
The consequences of the lack of ability to achieve political compromise	1
The cost of war	1
The courage of the men in the face of near certain death is demonstrative of their dedication to their cause	1
The fight for freedom continues today, involves all of us and is costly in human sacrifice	1
The many lives that were lost on both sides	1
The massive slaughter demonstrating the need for cool heads and negotiation	1
The need for battlefield preservation is urgent at places besides Gettysburg and Petersburg	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 21. Something relevant or meaningful learned about the Civil War (continued)

Comment	Number of times mentioned
The number of people involved in the battles and lives lost	1
The outcome of the Civil War can still be felt in some of the things that divide our country	1
The realization of the necessity of passion in maintaining a belief	1
The sacrifice of mere men for our country. Selfless service.	1
The significance of a battle so close to where I grew up	1
The slaves got freed and I got enslaved	1
The way it affected the people and city we live in	1
They fought about things we still fight about today amongst ourselves	1
This is an important part of the history of the community where I live	1
To know the future you must know the past	1
Took my place in my hometown; so many died here in Murfreesboro	1
Understanding conflict	1
Understanding history of Civil War	1
Understanding the meaning of sacrifice; the extent and gravity of the sacrifice made by soldiers and particularly the civilians and the affected towns	1
Unfortunately we still have a civil war going on today. I'm still shocked to see all the confederate flags I see when I travel south. Lincoln should have let the South secede.	1
United we stand, divided we fall	1
Unnecessary waste of human life	1
Visiting this park helped to put the size of the war and its impacts on people into perspective	1
War is started by politicians, fought by many with no stake in the outcome; same as today	1
We are so blessed	1
We had to preserve our American heritage	1
We have one, united country today because of it	1
We learned about how metalsmiths would travel around and follow the armies and made ID's tags for the soldiers. Which became dog tags for military today.	1
We learned about the Stones River battle and any time you can learn about the Civil War it helps so as not to repeat it	1
We learned for the first time through the ranger how the battleship Centennial was used then sunk	1
We should try harder to not have it happen again	1
What both sides gave up. I feel bad for both. And now we have Yankees in our family, ha-ha.	1
What they carried with them and then new technology and how that has changed	1
Why we are all Americans and live in a time of peace and beliefs	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 10c

What else can be done to help you to make a personal connection to the story presented at Stones River NB? (Open-ended)

Results

- Table 22 shows improvements to the story at Stones River NB that would help visitors make a personal connection.

Table 22. Improvements to the story presented at Stones River NB
N=105 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
Good as is	23
Reenactments	6
Genealogy	2
3D map display	1
Better hiking trail from the start of the battle to the end at McFadden Farm	1
Better labeling of different areas	1
Better maps and directions to Fort Rosecrans and McFadden Farm	1
Bookstore needs to be enlivened. Children must think its ho-hum antiseptic. Video is excellent and could be longer. Local signage could be greatly improved. Also, please tell us how to lobby congress to leave you alone.	1
Clear grass better on side trails	1
Continue these programs	1
Continue to read more	1
Control bugs	1
Convey more of the personal stories of the soldiers and civilians and their recollections	1
Don't assume that Union victory is what the present day audience desired	1
Easier access to battlefields	1
Emphasize the war's relevance to current events	1
Explain meaning behind names	1
Extensive Civil War study	1
Good presentation at visitor center	1
Have access to records on site (like muster roles, etc.)	1
Have ads to ask others to bring in their relics for rangers to study	1
Historical wildlife in area	1
I like the first person audio recreation (i.e. as I sit in the brush, I see)	1
I love hearing how the average person dealt with the war and how they helped	1
I loved the cell phone tour feature. I have to be able to learn at my own pace.	1
I think park is done extremely well. What surprises me though that in coming to all these parks, I can truly say I saw not one black person. I wish these folks would come and see these parks and realize that not every white man or woman was against them and that we truly saw them as God's children.	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 22. Improvements to the story presented at Stones River NB (continued)

Comment	Number of times mentioned
I was at Stones River 15 years ago and brought my children to see it and was very pleased how it was re-done and the area surrounding the park	1
I would like to see more paintings on the tour stops to give a visitor a vision of what happened on each site. Otherwise, very nice park.	1
If we could attend those activities listed on page 8 we would greatly benefit	1
Information via mail	1
Inspired and enthusiastic rangers make a big difference	1
Interject some personal questions and challenge in the video presentation	1
It'd be great if the visitor center had a huge wall map showing the location of each regiment and its movements. I think people visiting from northeast Illinois would appreciate seeing where Illinois units fought.	1
It's unfortunate that the participation and the life of a slave is not as well documented as that of Caucasians. How much Negroes actually contributed to the war will never been known. Larger gift shop.	1
List all battalions in the battle of Murfreesboro	1
Make things easier to find	1
Monuments to the Union/Confederate units	1
More about the life of a soldier	1
More artifacts from the battle	1
More directional signs on highway	1
More hands-on holding items for younger children. Bullets, muskets, replica of clothing, etc.	1
More information about strategy and tactics of the battle	1
More information on Confederates	1
More interactive exhibits or demonstrations	1
More knowledge or resources on IL internments at Stones River	1
More photos from Library of Congress	1
More pictures of the soldiers who fought here	1
More plaques/markers showing positions of two armies	1
More programs, luminary ceremonies	1
More visits during reenactments with individuals who are knowledgeable and willing to share their knowledge	1
Needed to allow more time to see visitor center exhibit	1
Not much	1
Overlays of modern maps with Civil War era maps of the area	1
Pay more attention in history class	1
Perhaps more obvious access to specific unit/regiment information	1
Permanent encampment displays, staffed with reenactors	1
Personally would change nothing because everything I saw, heard or read on this day will lead me to other less known but equally important Civil War 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 22. Improvements to the story presented at Stones River NB (continued)

Comment	Number of times mentioned
Pictures of soldiers, if there are any	1
Present facts on how our country is a better place as a result of this war. Is it? What if we just allowed the states to secede? Maybe things would have been okay.	1
Preservation	1
Promote driving tour	1
Provide list of all known battle participants	1
Provide more information on the common soldiers who fought at Stones River/Murfreesboro	1
Ranger-led activities, storytelling	1
Seemed well covered. One fact is the US Army keeps up their cemeteries wherever the troops fall. That was one impact on us not necessarily mentioned at visitor center other than location.	1
Sell a copy of the movie	1
Show encampments and formation of lines by regiment	1
Show the roads the soldiers used to go south	1
Sketch station	1
Take more of the battlefield tours	1
Teach it in our schools	1
The affects after the battle on those who took part as well as the public	1
The old pike - tell folks why the preservation of these pikes is important. Emphasize transportation difficulties, weather and terrain. Us Yankees have no idea about geographical significance of features in the South	1
Thought the visitor center was very well done. It explained the story well. Not sure what else can be done.	1
Tie it into the battles that continues to take place today because people do not accept diversity or recognize the value in different races and cultures	1
Try and restore more land	1
Use old part of town as supplement	1

*total percentages do not equal 100 due to rounding

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

Opinions about safety

Question 12a

On this visit did members of your personal group have any specific safety concerns in Stones River NB?

Results

- 5% of visitor groups had safety concerns (see Figure 50).

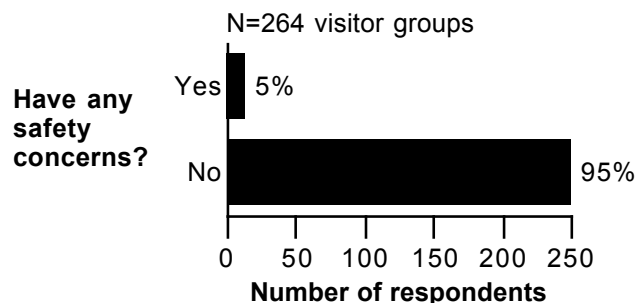


Figure 50. Visitor groups that had safety concerns

Question 12b

If YES, what were the concerns?
(Open-ended)

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- 16 visitor groups listed safety concerns (see Table 23).

Table 23. Safety concerns

(N=22 comments; some visitor groups made more than one comment) – **CAUTION!**

Safety concern	Number of times mentioned
Insects (caterpillars, chiggers, mosquitoes, ticks)	6
Length of trails - need distance markers	2
Local temperature and humidity	2
Cannons firing	1
Grass cutting off our access to Hazen Monument	1
Kids on bikes not supervised by parents	1
Lightning	1
More benches on trails	1
No cold drinks available for purchase	1
Poison oak	1
Pullouts off of highway	1
Snakes	1
Traffic safety	1
Trails not clearly marked	1
Very few markers/plaques	1

*total percentages do not equal 100 due to rounding

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

Expenditures

Total expenditures inside and outside the park

Question 14

For your personal group, please estimate all expenditures for the items listed below for this visit to Stones River NB and the surrounding area (within 1-hour drive of the battlefield).

Results

- 40% of visitor groups spent \$1-\$200 (see Figure 51).
- 38% spent \$201 or more.
- 23% spent no money.
- The average visitor group expenditure was \$281.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$95.
- The average total expenditure per person (per capita) was \$138.
- As shown in Figure 52, the largest proportions of total expenditures inside and outside the park were:

30% Lodge, hotel, motel, cabin, B&B, etc.
 18% Restaurants and bars
 16% Gas and oil
 14% All other expenditures

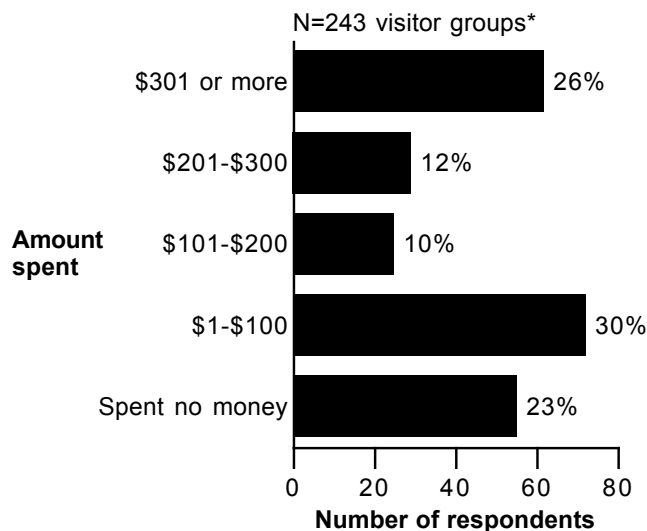


Figure 51. Total expenditures inside and outside the park

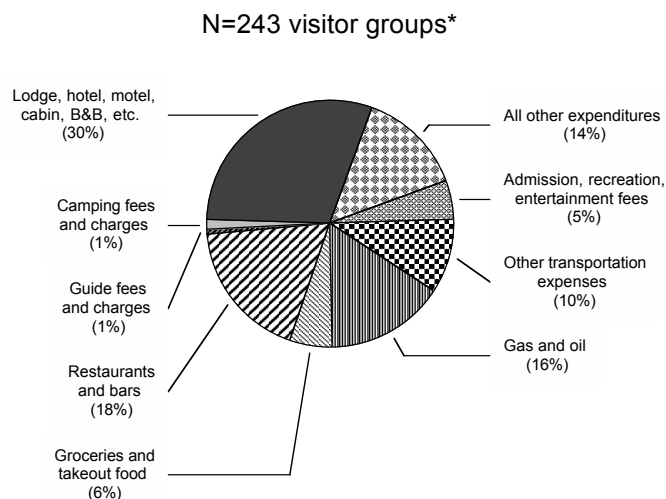


Figure 52. Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding

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

Number of adults covered by expenditures

Question 14c

How many adults (18 years or older) do these expenses cover?

Results

- 60% of visitor groups had two adults covered by expenditures (see Figure 53).
- 20% had one adult covered by expenditures.
- 20% had three or more covered by expenditures.

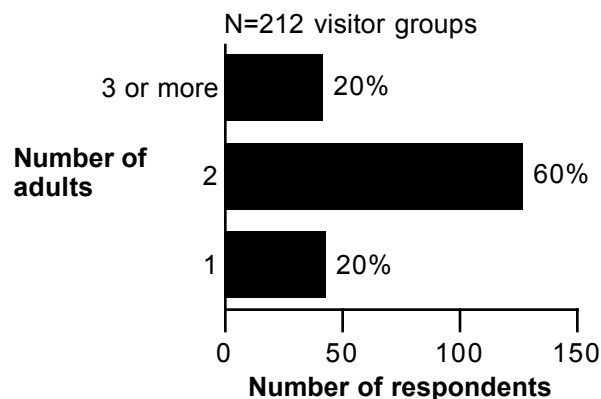


Figure 53. Number of adults covered by expenditures

Number of children covered by expenditures

Question 14c

How many children (under 18 years) do these expenses cover?

Results

- 70% of visitor groups had no children covered by expenditures (see Figure 54).
- 25% had one or two children covered by expenditures.

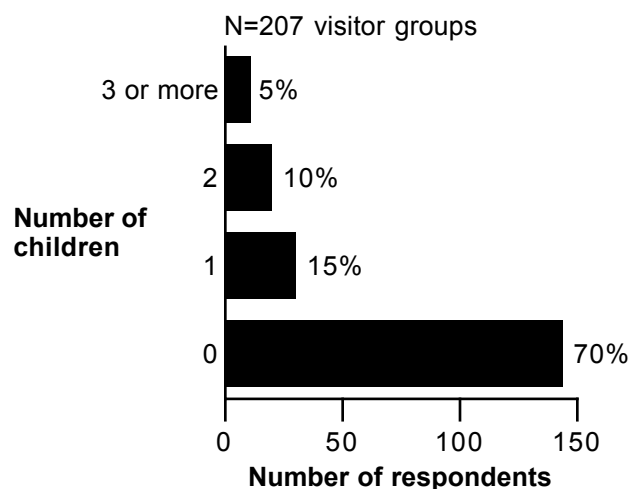


Figure 54. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

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

Expenditures inside the park

Question 14a

Please list your personal group's total expenditures inside Stones River NB.

Results

- 48% of visitor groups spent \$1-\$50 on "all other expenditures" (souvenirs, books, postcards, sporting goods, clothing, donations, etc.) inside the park (see Figure 55).

Note: "All other expenditures" was the only spending category inside the park.

- 47% spent no money.
- The average visitor group expenditure inside the park was \$19.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$5.
- The average total expenditure per person (per capita) was \$20.

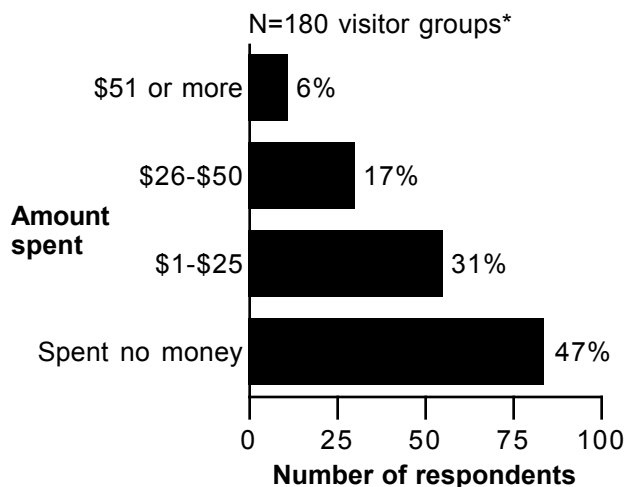


Figure 55. Expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 14b

Please list your personal group's total expenditures in the surrounding area outside the park (within 1-hour drive of the battlefield).

Results

- 40% of visitor groups spent \$201 or more (see Figure 56).
- 35% spent \$1-\$200.
- 25% spent no money.
- The average visitor group expenditure outside the park was \$299.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$100.
- The average total expenditure per person (per capita) was \$174.
- As shown in Figure 57, the largest proportions of total expenditures outside the park were:

32% Lodge, hotel, motel, cabin, B&B, etc.
19% Restaurants and bars
16% Gas and oil

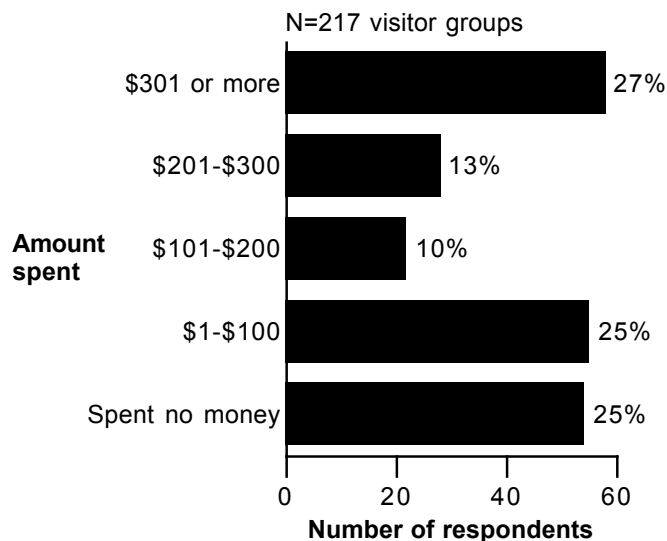


Figure 56. Total expenditures outside the park

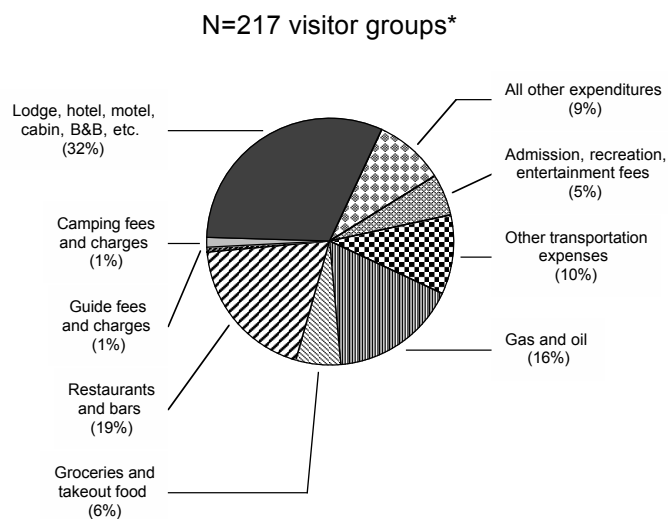


Figure 57. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabin, B&B, etc.

- 46% of visitor groups spent no money on lodging outside the park (see Figure 58).
- 37% spent \$1-\$200.
- 17% spent \$201 or more.

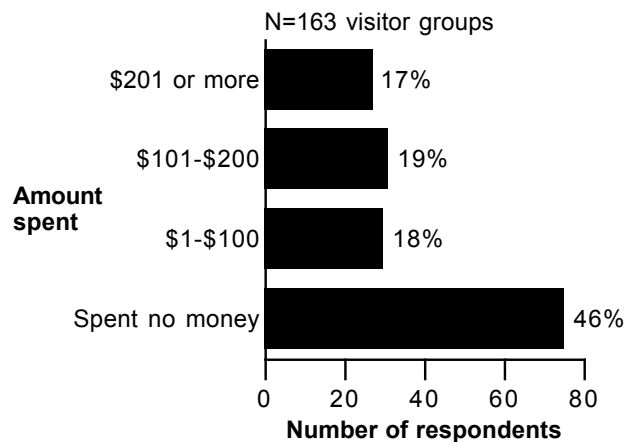


Figure 58. Expenditures for lodging outside the park

Camping fees and charges

- 93% of visitor groups spent no money on camping fees and charges outside the park (see Figure 59).
- 5% spent \$21 or more.

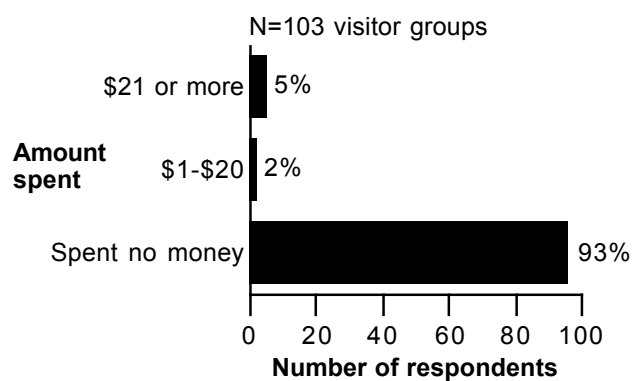


Figure 59. Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Guide fees and charges

- 93% of visitor groups spent no money on guide fees and charges outside the park (see Figure 60).
- 4% spent \$21 or more.

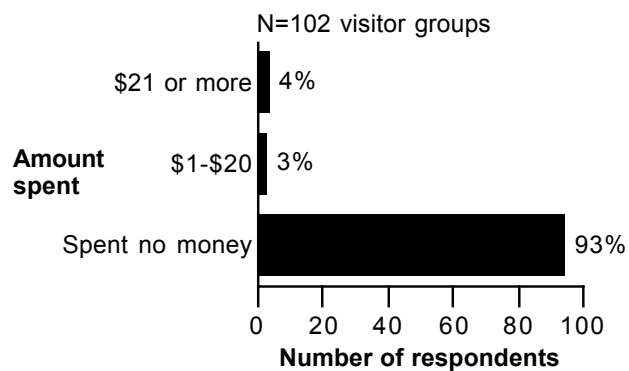


Figure 60. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 39% of visitor groups spent \$41 or more on restaurants and bars outside the park (see Figure 61).
- 36% spent no money.
- 25% spent \$1-\$40.

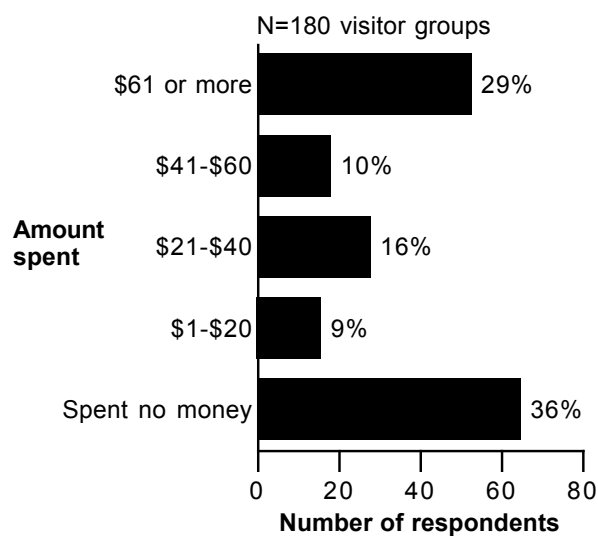


Figure 61. Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 63% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 62).
- 24% spent \$21 or more.
- 13% spent \$1-\$20.

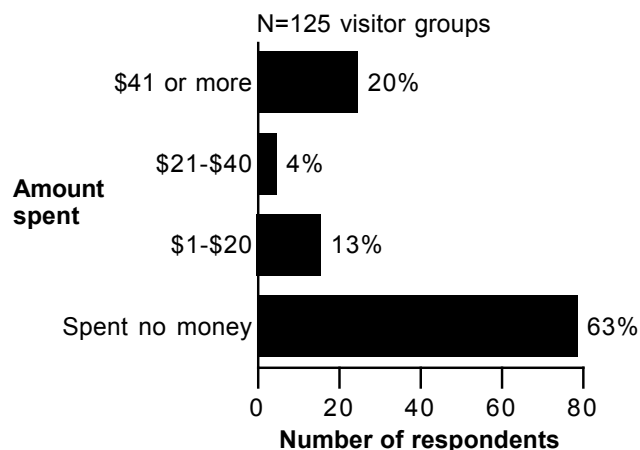


Figure 62. Expenditures for groceries and takeout food outside the park

Gas and oil (auto, RV, boat, etc.)

- 41% of visitor groups spent \$41 or more on gas and oil outside the park (see Figure 63).
- 33% spent no money.
- 26% spent \$1-\$40.

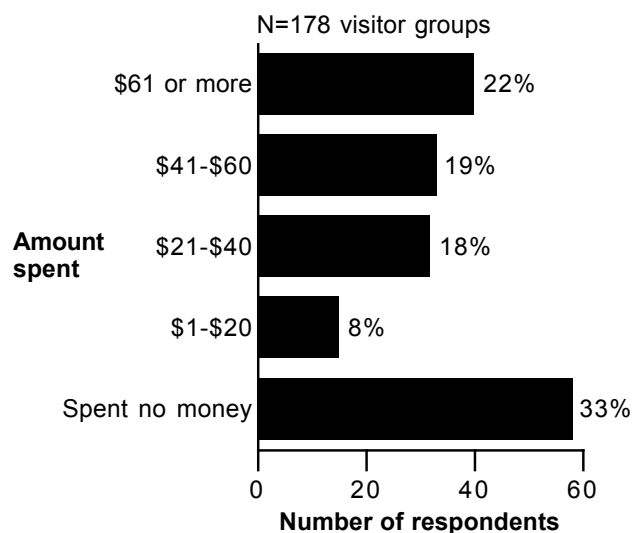


Figure 63. Expenditures for gas and oil outside the park

*total percentages do not equal 100 due to rounding

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

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 81% of visitor groups spent no money on other transportation outside the park (see Figure 64).
- 10% spent \$1-\$200.
- 8% spent \$201 or more.

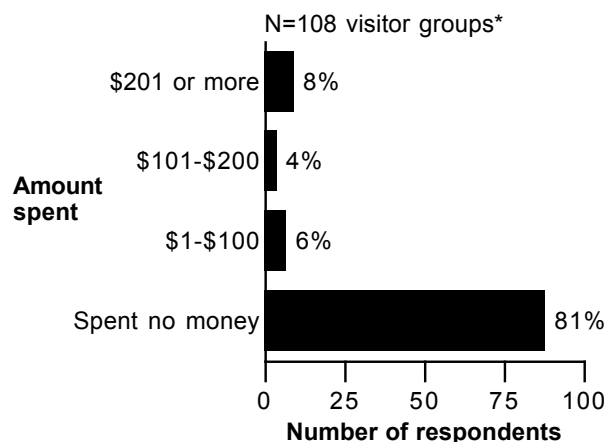


Figure 64. Expenditures for other transportation outside the park

Admission, recreation, and entertainment fees

- 67% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 65).
- 21% spent \$41 or more.
- 12% spent \$1-\$40.

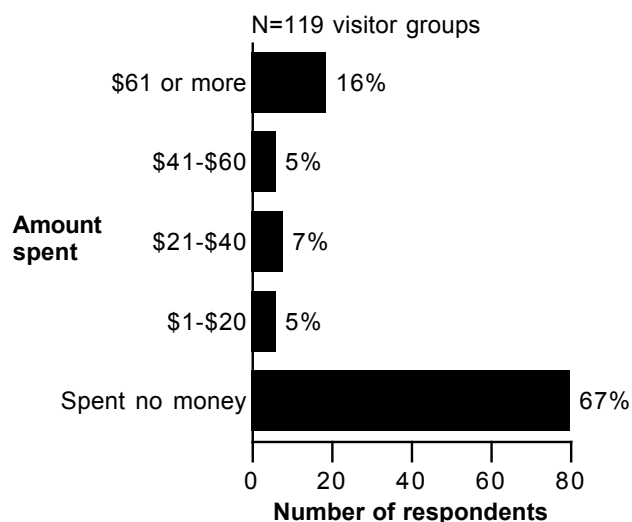


Figure 65. Expenditures for admission, recreation, and entertainment fees outside the park

*total percentages do not equal 100 due to rounding

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

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 56% of visitor groups spent no money on all other purchases outside the park (see Figure 66).
- 30% spent \$41 or more.
- 15% spent \$1-\$40.

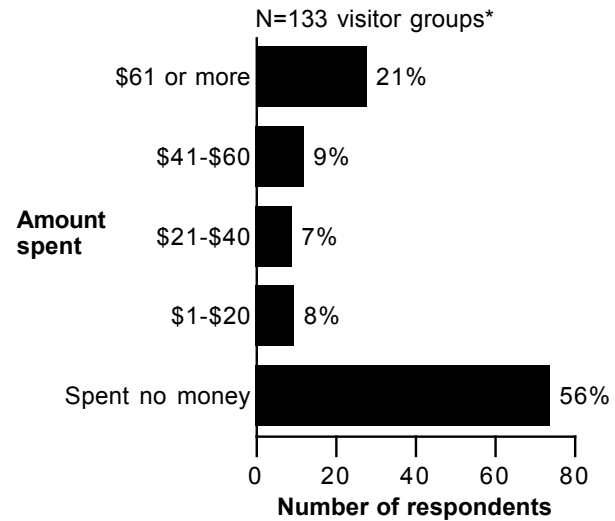


Figure 66. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Income forgone to make this trip

Question 18c

How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

Results

- 10% of respondents had forgone income to make this trip (see Figure 67).
- The amount of income forgone is shown in Figure 68. Interpret results with **CAUTION!**

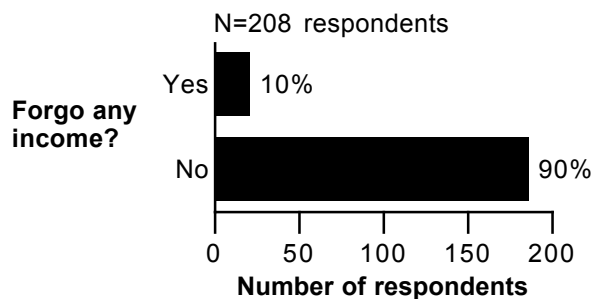


Figure 67. Respondents that had forgone income to make this trip

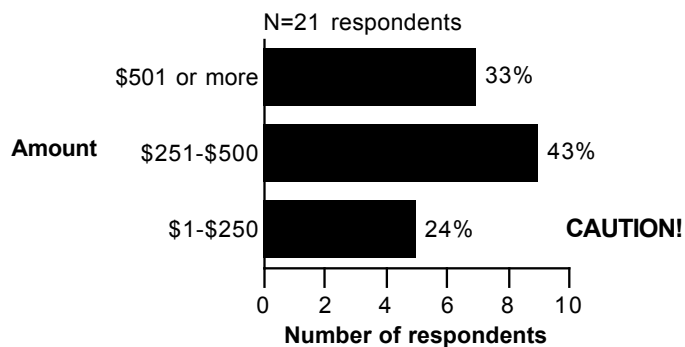


Figure 68. Income forgone to make this trip

*total percentages do not equal 100 due to rounding

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

Preferences for Future Visits

Preferred methods to learn about the park

Question 21

If you were to visit Stones River NB in the future, how would your personal group prefer to learn about the park's cultural and natural history during your visit to the battlefield?

Results

- 97% of visitor groups were interested in learning about the cultural and natural history of Stones River NB on a future visit (see Figure 69).
- As shown in Figure 70, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

60% Outdoor exhibits
60% Indoor exhibits
58% Ranger-guided walks/talks
56% Self-guided tours

- "Other" methods (1%) were:

Downloadable brochures/maps
Good visitor center
Photos

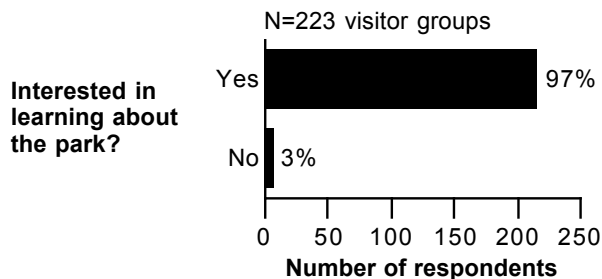


Figure 69. Visitor groups that were interested in learning about the cultural and natural history of Stones River NB on a future visit

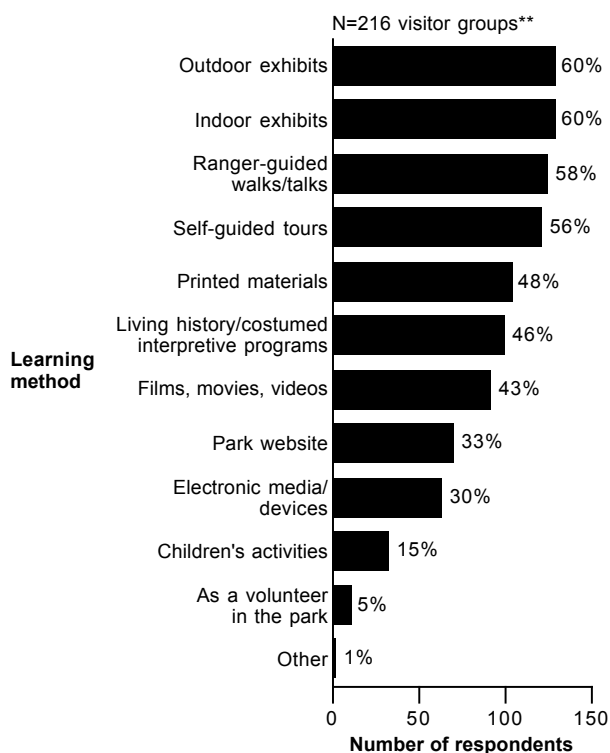


Figure 70. Preferred methods for learning about the cultural and natural history of Stones River NB on a future visit

*total percentages do not equal 100 due to rounding

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

Overall Quality

Question 23

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Stones River NB during this visit?

Results

- 97% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 71).
- Less than 1% of visitor groups rated the quality as “very poor.”
- No visitor group rated the quality as “poor.”

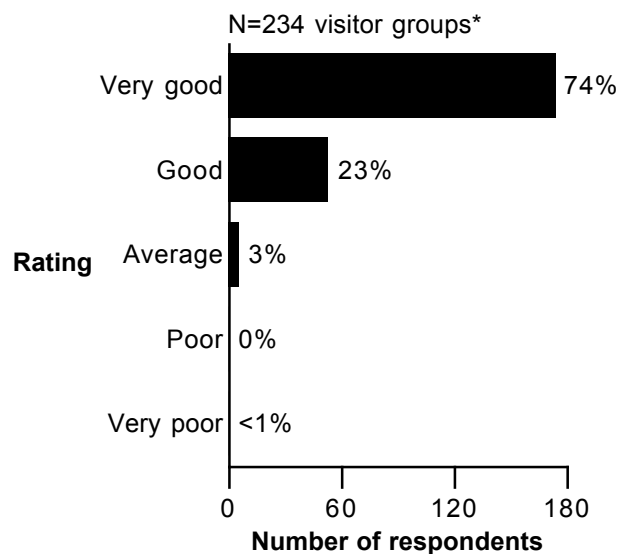


Figure 71. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

What visitors liked most

Question 20a

What did your personal group like most about your visit to Stones River NB?
(Open-ended)

Results

- 78% of visitor groups (N=211) responded to this question.
- Table 24 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 24. What visitors liked most
(N=297 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (9%)	
Rangers/staff	7
Rangers/staff were friendly	6
Rangers/staff were knowledgeable/informative	6
Staff was helpful	5
Other	2
INTERPRETIVE SERVICES (52%)	
History	20
Film	17
Artillery demonstration	16
Ranger-led tour/talks	14
Junior Ranger program	9
Living history/reenactments	9
Displays	8
Exhibits	8
Learning about battle/Civil War	8
Cannons	7
Conversation with park staff	4
Information	4
Museum	4
Stories	4
Audio tour	3
Battlefield tour	2
Civil War artifacts	2
Walking tour	2
Other	13

Table 24. What visitors liked most (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (24%)	
Visitor center	28
Cemetery	12
Trails	8
Well maintained	5
Clean	4
Easy access	2
Hazen Brigade Monument	2
Monuments	2
Signs	2
Other	6
POLICY/MANAGEMENT (2%)	
Preservation	6
RESOURCE MANAGEMENT (1%)	
Wildlife	2
GENERAL (13%)	
Genealogy	6
Hiking/walking	6
Liked everything	6
Seeing the sites	4
Driving through area	2
Local historical site	2
Very informative	2
Visiting relatives	2
Other	8

What visitors liked least**Question 20b**

What did your personal group like least about your visit to Stones River NB?
(Open-ended)

Results

- 60% of visitor groups (N=161) responded to this question.
- Table 25 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 25. What visitors liked least
(N=173 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (1%)	
Comment	1
INTERPRETIVE SERVICES (13%)	
Film	5
Inaccurate/confusing map	4
Other	13
FACILITIES/MAINTENANCE (14%)	
Not enough signs	6
Overgrown weeds	4
Poorly marked trails	4
Difficult to find	2
Other	8
POLICY/MANAGEMENT (9%)	
Too much development/encroachment on park	5
Closed too early	4
Road construction	3
Other	4
CONCESSION SERVICES (2%)	
No food/beverages available	3

Table 25. What visitors liked least (continued)

Comment	Number of times mentioned
GENERAL (62%)	
Nothing to dislike	37
Heat/humidity	26
Mosquitoes/insects	18
Not enough time	8
Enjoyed everything	5
Rain	5
Disruptive children	3
Other	5

Additional comments**Question 22**

Is there anything else your personal group would like to tell us about your visit to Stones River NB? (Open-ended)

Results

- 39% of visitor groups (N=104) responded to this question.
- Table 26 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 26. Additional comments
(N=192 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (22%)	
Rangers/staff were helpful	16
Rangers/staff were friendly	9
Rangers/staff were knowledgeable	6
Rangers/staff were great	5
Other	6
INTERPRETIVE SERVICES (23%)	
Ranger programs were great	7
Needed more information for visit	5
Exhibits well done	4
Film was good	2
Get children more interested	2
Informative	2
Other	23
FACILITIES/MAINTENANCE (5%)	
Clean facility	4
Other	5
POLICY/MANAGEMENT (7%)	
Appreciate preservation of history	6
Other	8

Table 26. Additional comments (continued)

Comment	Number of times mentioned
GENERAL (43%)	
Enjoyed visit	20
Wanted to spend more time at park	7
Thank you	6
Will return	6
Great experience	4
Visit regularly	4
Beautiful park	3
Wonderful park	3
Excellent	2
National treasure/hidden gem	2
Well done	2
Other	23

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 20a

What did your personal group like most about your visit to Stones River NB? (Open-ended)

- A ranger was able to look up the location of my 4th great uncle's battlefield position
- All
- Artillery demo and Junior Ranger
- Artillery demonstration
- Artillery demonstration
- Artillery demonstration
- Artillery demonstration
- Artillery demonstration
- Attending the program about the war and the cannons
- Audio tour
- Battlefield tour by ranger
- Battlefield tour, visitor center
- Bike paths
- Cannon demonstration
- Cannon demonstration
- Cannon firing
- Cannon firing and artificial support information
- Cannon reenactment
- Cannons and bookstore
- Cannons and museum
- Cannons and visitor center display
- Cannon firing
- Cemetery
- Cemetery
- Changed layout of tour road; quality of visitor center
- Civil War artifacts
- Clean, well maintained, reverential treatment of important, tragic history
- Connection to ancestors
- Construction on road right outside the visitor center area
- Dioramas in visitor center
- Display in visitor center and trails
- Display inside visitor center
- Displays in visitor center
- Easy access to well appointed visitor center
- Easy access - had what I was looking for in bookstore
- Enjoyed everything
- Everything
- Everything was clean and in good order

- Everything we did, the entire park is really nice
- Exhibits in the museum
- Film
- Film about battle
- Film about battle, displays
- Film at the visitor center
- Friendly staff
- Friendly staff, speakers at artillery demonstration were very informative
- Had national park cancellation stamps
- Having a better understanding about the Civil War and how it was fought on American soil
- Hazen Brigade Monument
- Hazen Monument
- Helpful guides and informative film
- Hiking the historic trails, the exhibits and movie inside the visitor center
- Hiking trails
- Historical aspect
- History and better knowledge of battle
- History and helpful staff
- History and significance of the battle
- History information was very good
- History of battle and its importance in the Civil War
- History of Stones River Battlefield
- History of the Battle of Murfreesboro
- History of the war and the part our family had in it. My family has lived in Murfreesboro, TN starting in the 1700's.
- History, ranger talk
- How well kept and well presented it is. The directional signage could be better. Also, the rangers who greeted us the afternoon of 7-23-13 and explained the significance of the battle. Video also good.
- Increased our understanding of the history of the American Civil War
- Indoor exhibit, helpful staff, cemetery
- Indoor exhibits
- Indoor exhibits were the best and most informative
- Information
- Information about soldiers
- Interaction with on-site reenactors
- It is a beautifully maintained park. I often run there and observe a wide spectrum of wildlife. The living history presentations are vivid and informative.
- It was clean, well organized, very informative. Staff and volunteers were friendly.
- Junior Ranger program
- Junior Ranger program
- Junior Ranger program, movie and visitor center exhibits
- Junior Ranger trail
- Kids liked visitor center souvenirs and movie
- Lantern tour, cemetery, personal stories

- Learned more about a lesser known battle
- Learning about battle, walk to river from closed gate at artillery monument
- Learning about importance of battle
- Learning about the battle. Visiting and driving/walking around the beautiful landscape of the battlefield. Also enjoyed learning from the rangers, personal details about the battle and the participants.
- Learning about the Stones River Battle
- Learning more about the Civil War. The trails.
- Learning through the audio tour, conversations with park staff
- Live cannon fire
- Living history
- Living history display and Junior Ranger program
- Living history program
- Local historical site
- Monuments
- Museum and preservation of battlefield
- Museum and video plus very nice staff
- My husband was born in Murfreesboro so we were there to see family
- National Cemetery
- New main entrance on Thompson Lane and the National Cemetery
- NPS Location
- Participating in the Junior Ranger program
- People were friendly/helpful
- Preservation and interpretation of the battlefield and the visitor center museum
- Preserved for history
- Ranger bike ride
- Ranger interpretive program
- Ranger Keith was a great tour guide
- Ranger stories, landscape
- Ranger talk
- Ranger-led reenactment of artillery and camp set up
- Ranger-led talk
- Reenactors
- Recorded cell phone information at different sites
- Reenactment
- Reenactment of Civil War with cannons
- Seeing areas of battleground that I only read about
- Seeing the cannons and thinking about the people in the war
- Seeing the sites and hiking
- Seeing where history happened
- Seeing where our ancestor is buried and hearing what he endured in the war
- Seeing where the battle occurred. Have read several books about it.
- Self-guided tour
- Signs

- Slaughter Pen area
- Smart rangers; great information
- Soldier stories
- Staff and volunteer reception and information; excellent film and displays in visitor center
- Talking to the ranger
- Teaching kids history
- That an ancestor fought there and the staff
- That it's preserved – well, at least parts of it! I actually was able to "see" Stones River from within the park.
- The 3 cannons being fired
- The artillery demonstration
- The audio tour was extremely powerful when teamed with walking tour
- The cannons, the Rock, the visitor center
- The cemetery
- The detail of Civil War events presented by park ranger
- The discussions with the men in the campsite
- The ease of learning about the battle from rangers and interpretive signage
- The entire visitor center and the ranger talk
- The fact that ground is preserved to the memory of the brave men who fought there
- The friendliness and knowledge of all the rangers and park staff
- The guided tour
- The history
- The history
- The history and exercise
- The history and the people
- The history information
- The history/exhibits in the visitor center
- The important role this battle played in the Civil War
- The information about the battle and the after effects
- The Junior Ranger program and walking around outside
- The knowledge of visitor center staff and their assistance
- The land was nice and the visitor center was decent
- The living history guides and the cannon demonstrations
- The monuments, cannons, cemetery
- The movie
- The movie
- The National Cemetery
- The preserved part of the battlefield
- The ranger talk was incredibly informative, better than anything at Gettysburg
- The ranger-guided walk to the cemetery
- The ranger-led talk about the Hazen Brigade
- The rangers telling the story
- The reenactment that was going on
- The story behind it and how wonderful the rangers and volunteers were to us during our visit

- The video about the battle
- The visitor center and the park staff
- The visitor center displays
- The walking trail, visitor center
- Tidy, well kept graves
- To be able to see all of the different things that were used during the war
- Trails and markers
- Trails/finding particular soldier in the cemetery
- U.S. cemetery and degree to which it is maintained
- Very easy to be off on your own in important part of the battlefield
- Very informative
- Very informative interpretive staff
- Very nice talk with park staff
- Very nice, trails, clean, orderly
- Video and the cemetery
- Video that was available to view about Stones River Battlefield
- Video, ranger-guided tour and seeing the Slaughter Pen grounds, cemetery
- Visit visitor center
- Visiting relative
- Visitor center
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- Visitor center
- Visitor center
- Visitor center and battlefield displays
- Visitor center and battlefields
- Visitor center and living history presentation
- Visitor center very helpful in finding information on ancestor. Fought Stones River and Franklin. Prisoner of war.
- Visitor center, personal ranger tour (due to not many people at place yet)
- Visitor center #1, #2 driving around the area
- Walking through park
- Walking tour
- Walking trail and its interpretive markers

- We enjoyed all
- We love the trails and seeing the animals in their natural habitat
- We loved the exhibits in the visitor center, very informative
- We were delighted to find such a national treasure in our area staffed with informed and friendly rangers. The Junior Ranger program was an extra delight.

Question 20b

What did your personal group like least about your visit to Stones River NB? (Open-ended)

- A little hard to find off interstate
- Access to fort Rosecrans needs to be developed
- Amount of time to travel from AL
- Bookshop and souvenirs too cluttered and too mundane to entice youngsters into history
- Bugs
- Bugs
- Bugs
- Bugs, park closed before dusk
- Bugs/road construction
- Can't think of anything we disliked
- Clarity of auto trail
- Closing time needs to be longer in the summer
- Construction on roadway
- Could not stay longer
- Development on battleground outside the park boundary and vegetation in historically cleared areas
- Directions to get there
- D.N.A. (the heat was very hot that day)
- Enjoyed everything
- Everything was fine
- Fake men in field - not sure where battlefields were
- Film was brief
- Getting caught in a downpour
- Guided tour by car with CD you didn't have to pay for
- Had a hard time following
- Hard to locate scenes of battle events outside
- Heat
- Heat and humidity and the mosquitos
- Hot
- Hot weather
- How much of the battlefield is taken up by modern development
- How the cemetery and visitor center are separated by a road, and it was somewhat confusing to find the right entrance to the cemetery
- Humidity
- I was amazed by the encroachment of the city of Murfreesboro on the park boundaries
- I was hoping for more unit markers
- Inaccurate map
- Inevitable road construction on Old Nashville Highway
- Insects along the paths
- Insects everywhere
- It rained most of our time there
- It was hard to picture how the land looked back then
- It was hot

- It was hot. Should have come later in the day.
- It was pouring rain and we were able to see most of it
- Lack of access to non-NPS areas of the battle
- Lack of comprehensive sweep of strategic locations and first day battle
- Lack of direction on the trails
- Lack of markings/locations of battle movements and time frames
- Lack of time; hot weather
- Layout
- Liked it all
- Liked it all
- Make the self-guided tours easier to follow the battlefield
- Mosquitos
- Mosquitos
- Mosquitos
- Mosquitos
- Mosquitos, but that is out of anyone's control
- Mosquitos; road work
- Mosquitos. Actually, no other complaint.
- Museum exhibits need to be changed from time to time
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- Need intermediate driving markers indicating directions to next site
- New entrance so far from visitor center
- No cold drinks available for purchase
- No complaints
- No complaints
- No food for purchase
- None
- None

- Not enough artifacts
- Not enough direction signs
- Not that there is anything you can do, but it was very hot and lots of mosquitos
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing except it was hot, should sell water (bottle) at store gift shop
- Nothing. We loved it.
- Nothing. It's always a great place to visit.
- Noticed for a while many of the old stops were not on the tour anymore. We want them back.
- Nowhere to sit in visitor center. Junior Ranger map vague - got us lost because of mistakes.
- Only complaint I have is that the entrances to the driving tour, McFadden Farm, Redoubt Brannan gates closed at 5:00. At other battlefields (Gettysburg, Antietam) you can drive through until dark.
- Outdoor heat (of which park has no control)
- Overgrown a bit too much
- Park is too small and closed too early
- People smoking on the trails and in the parking lot
- Poor quality of signs on trails (especially at intersections)
- Poorly marked walking trails
- Rain hindered us on this visit
- Small parking lot
- So much of battlefield is now privately owned
- The closing off of other tour stops for bikes and joggers
- The fields seemed overgrown, would like easier paths to cross
- The heat
- The heat
- The heat
- The heat was very intense
- The humid weather
- The loud teenagers from another group
- The map
- The mosquitos
- The rain

- The short length of the artillery demonstration
- The temperature
- The trails for reasons already expressed
- The video at the visitor center was too bloody, not young child appropriate, and it was mostly Confederate forces reenacting scenes
- The visitor center film of the battle, although decent, not enough details
- The weather - very hot
- The weather (upper 90's)
- Theme of slavery should be about the battle not political agenda
- Thought much of the battlefield was weedy "brushy" than my visit in 1982
- Time we had to visit
- Too bad the battlefield is surrounded by the town
- Too few rangers
- Too hot to really walk around the park
- Too many mosquitos at the Slaughter Pen area
- Too many young children (under 9 years) that couldn't ride well and didn't listen
- Too much heat and humidity for us older folks to stand out in direct sun reading the plaques
- Tour wound across busy roadways versus all contained
- Unsupervised children
- Very hot
- Video in the visitor center
- We ate a picnic lunch there, but had to put blankets on the ground. Not enough picnic tables. We still did okay. Lots of trees.
- We could not get tickets for the Lantern Cemetery tour
- We didn't have enough time since we were on our way somewhere else
- We didn't have enough time to spend there
- We got there too late to see it as thoroughly as we would have liked
- We thought Fortress Rosecrans was overgrown with weeds
- We visited on a motorcycle and as such were restricted as to the amount of walking we could do because of our heavy clothing. Nothing the park could have done to help this though.
- We were late
- Weather
- Weather hot
- Weather, very hot, not your fault
- Wish we would have had longer

Question 22

Is there anything else your personal group would like to tell us about your visit to Stones River NB?
(Open-ended)

- Abolish retail bookstore. You need a legitimate library - Civil War librarian.
- Again, I was amazed by the cluttering of the view from the park to the boundaries from my first visit in 1984-95
- Although it was a good visit, after filling this out it looks as if there were more references available than we were made aware of
- Bicycle tours should be limited to children 9 years or older and adults
- Bob M. was very knowledgeable and helpful. Gift shop has great variety of items.
- Bookstore too expensive
- Born and raised in Murfreesboro. Moved away in the 70's. Had a reunion, some family-in-laws needed to see it. I love Stones River. Go every year.
- Considering the importance of the area to the South and North of railroad usage, I was surprised to hear about Stones River. I think more advertising should be done. I will return. As a Canadian who has traveled extensively in the US of A and visited many Civil War sites, Indian War Sites, and museums I can say that your historical sites are amazing. They are second to none! Well done!
- Drove by most briefly
- Employees acting funny because of survey - too eager. Seems many locals use this place to exercise. Are local taxes helping the park?
- Enjoyed it
- Enjoyed it. I really love studying the Civil War and to actually visit real battlefields is fantastic. I am from Washington State.
- Everyone that I encounter at the visitor center was very courteous and helpful
- Everyone was available to answer our questions about the history of the area. It was impressive. I love history.
- Everyone was so nice and helpful, the indoor exhibits were wonderful and the trails are great
- Everyone was wonderful and so helpful
- Excellent ranger talk, connected well with group. Staff very hospitable. Extremely clean and neat indoors.
- Excellent. Wish the nation's economy would permit larger expenditures for the great National Park Service.
- Exhibits should tell the story from both sides, not just the winner's view; very good video, very good staff
- Extremely clean facility, well maintained, great staff, amazing park and museum
- Facilities were very clean and staff was very professional and helpful
- Freddy was a ranger who was especially helpful - good guy
- Given the situation in Congress, you should have a handout of committees that affect your budget and staffing and how to reach them. We're willing to lobby. Bookstore needs to be less choc-a-block and more enticing to the under 14's. Capture kids now. Don't deaden their interest with dull displays.
- Good visit
- Great employees. Always friendly and helpful.
- Great experience
- Great-grandfather was supposedly captured during this battle. I came away with little additional knowledge.

- Great
- Had a great time; park employees pleasant
- Hubby was very surprised by how much is preserved and available to see! I liked the signage being readable from the car (he has problems walking). So I usually study beforehand and tell him the narratives. This time he could read them himself.
- I first visited in 1970. Visited several times a year at first. Down now to about 3-4. Stop regularly when in Murfreesboro.
- I have usually had good experiences there
- I need to spend more time there. Thanks! Staff was great.
- I spoke with two rangers, both of whom were very knowledgeable and interesting to talk to
- I thought Stones River was an excellently run site. Park rangers/volunteers were very knowledgeable. Two ranger programs were great. Thanks to Bill, Leminda, Jim, and Winn. All made the visit very enjoyable. The superintendent (Gayle Hazelwood) should be very proud of her well-run battlefield site.
- I was Honor Guard for my 1st LT in 1966 KIA in Vietnam; LT Earls, Fort Campbell, KY 101st ABN
- I was impressed by the information in the visitor center
- I was impressed with the ranger and the people at the visitor center, plus the exhibits and other information obtained
- I would suggest a better on-site museum, one that contains relics found on-site or within the battlefield. Does the park service not have on-going archaeological excavations? Should.
- Indoor exhibits were very clear and understandable. Movie was very interesting.
- It is a beautiful park and we enjoyed it very much, glad I brought my children
- It is a very nice rural setting in the middle of town
- It was a very wonderful place
- It was excellent! We feel like the park and the staff was part of the family and we feel this national park is a hidden gem.
- It was great
- It was one of the highlights of my road trip visiting Civil War sites
- It was our first visit and will not be our last loved it
- It would be great to have full battle reenactments
- Just loved it and wish we had better health and time
- Just wish we had time to stay longer
- Keep this history alive for all to know. My grandchildren are 4 and 2, and I would like them to know.
- Keep up the good work. Try to get more teenagers interested in history.
- Living history demonstrations were very informative. We ran out of time. I like to walk the area to get a sense of what the men must have experienced.
- Loved the ranger program for the kids
- Maybe have 2 videos at visitor's center, one for younger groups and another for older groups
- More about the train lines
- More graphical aids. Overall, battlefield maps showing the movement of troops during the battle (e.g. the graphics at NPS's Bull Run Manassas display, which is excellent). I am a NPS fan. Been to most parks and battlefields over past 20 years. One of the few government agencies that works well. The attached comments are not meant to be critical. The overall job was okay, but could be better. Better graphics and better tour guide knowledge – particularly on the reasons for Bragg's bad decisions and strategy tactics.
- My husband's ancestor fought for the Union. My ancestors did not! But, it's all good.
- My kids love to come

- N/A
- N/A
- Needed more information on cell phone tour along the route. Excellent tour. I'd like to see some books about women who dressed like men to be in the Civil War, both Union and Confederate. I'd like to see more samples of shelter and cooking, and an idea of how many mules/horses were on-site.
- No
- No
- None
- North won the war. They dictated its history. Economics, not slavery main reason for war. North didn't release slaves until war was over, including Lincoln's white house!
- Only to come in spring, winter, and fall. Might suggest doing a video showing the different sites and memorials in the park for older folks in the summer time. Spent time in museum, watching video, shopping gift shop, and conversing with ranger and survey gentleman. Didn't drive route. Saw cemetery. Plan to make another trip through when it's cooler. Just too hot visiting sites.
- Our national parks are a real treasure! People so nice and helpful. Very nice visitor center. I always love the stores. I am a stamp collecting passport member! Thank you! It's beautiful. Loved the cell phone tour.
- Overall experience was very good. Only other sites I have visited are Averagesboro and Bentonville in North Carolina which were dustups compared to Stones River. How does one go about getting folks so stirred up they will take up arms against one another? When you consider that everyone thinks Bull Run and Gettysburg was the Civil War and they forget about the western aspect. The thing that worries me is the media in this country continues to emphasize the difference, for example, blue state versus red state when in fact most are similar. So, could we get caught up in enough rhetoric again to have another one of these? I hope not because this time would be far worse and even more useless!
- Park is very clean and very well presented. Staff could not be more pleasant and helpful.
- Ranger Bob M. was extremely kind to me and my family, he needs a raise
- Ranger Keith did a very good presentation
- Ranger-led activities are the best at any national park
- Ranger Troy was great
- Ranger/Historian Jim L. and his staff (plus volunteers) were all great
- Rangers are extremely nice and helpful
- Somehow there aren't any good battlefield tour maps online, either from you guys or 3rd party sources. But the ranger talk on Hazen's Brigade was awesome.
- Tension between park rangers and local law enforcement responsible for closing the roads
- Thank you
- Thanks for providing an extremely clear facility
- Thanks, very informative
- The park and visitor center should be open later during daylight savings time. Mention cell phone tour in gift shop.
- The park rangers were very knowledgeable about the history, this was very helpful
- The trip was very enjoyable. The staff was great.
- This visit was a special day for my granddaughter for reading about Civil War this summer. Junior Ranger program was wonderful.
- Very enjoyable
- Very helpful staff
- Very interesting and informative. Learned a lot of history

- Very nice park. I hope battlefield property outside the boundary of the park is saved.
- Very well done considering the amount of battlefield preserved
- Very well done exhibit
- Very, very helpful and welcoming staff
- Volunteers were very helpful
- Was too short
- We are delighted to have this resource in our backyard
- We are just glad it exists to tell the story of what happened there and expect it will always be protected and preserved
- We are planning a trip to the Chattanooga Battlefield in the spring of 2014
- We came because of road signs. We were very pleased with the entire experience.
- We come as a family on a regular basis
- We didn't have enough time due to our short, but already crowded schedule, to experience everything on this visit. We hope to visit again when we have more time. Thanks. Have a good day.
- We enjoyed our time there. It was a beautiful place. We would like to have had more time to see more.
- We enjoyed our visit very much. All the staff members and volunteers were very helpful and informative.
- We had a pleasant visit and will probably return
- We loved it
- We miss the other roads and stops that used to be part of the tour. Now it feels small. We want those sites back that were taken. We love the battlefield and drive through often. We have enjoyed it a lot and our 9 year old loves it as well. He is a Junior Ranger at multiple sites. Thank you for preserving it so young ones can learn about importance of it. Listening to CD for audio tour preferred over listening with audiotape.
- We stopped because it was conveniently located on our way from Fort Campbell to Atlanta. Also, because I wanted to teach my granddaughter a little history. (I'm a university history professor in China).
- We stopped in by chance but we will be back for a full tour. What a wonderful park.
- We very much enjoyed our visit. We are trying to visit as many of the Civil War sites that we can. This site is now one of our favorites.
- Would like better signs on auto trail giving location and activity of each side

Appendix 1: The Questionnaire

OMB Approval 1024-0224
Expiration date: 2014

U.S. Department of the Interior

National Park Service
Social Science Program
Visitor Services Project



Stones River National Battlefield Visitor Study



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Stones River National Battlefield
3501 Old Nashville Highway
Murfreesboro, TN 37129-3094



Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Stones River National Battlefield. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Gayle Hazelwood
Superintendent

DIRECTIONS

At the end of your visit:

- 1. Please have the selected individual (at least 16 years old) complete this questionnaire.
- 2. Answer the questions carefully since each question is different.
- 3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this: ☒ ☓ ☉

- 4. Seal it in the postage-paid envelope provided.
- 5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Stones River National Battlefield. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

Your Visit To Stones River National Battlefield

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

- 1. Prior to this visit, was your personal group aware that Stones River National Battlefield is a unit of the National Park System?

☐ Yes ☐ No
- 2. a) Prior to this visit, how did your personal group obtain information about Stones River National Battlefield? Please mark (●) **all** that apply in column (a).

☐ Did not obtain information prior to visit → **Go to part (b) of this question**

b) If you were to visit Stones River National Battlefield in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Stones River National Battlefield website: www.nps.gov/stri
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodors, walking, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

- c) From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 3**

- d) If NO, what type of park information did your personal group need that was not available? Please be specific.

3. a) **On this visit** to Stones River National Battlefield, how much time in **total** did your personal group spend visiting battlefield sites? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Total number of hours

- b) Did your personal group visit the battlefield on more than one day?

☐ No ☐ Yes → c) If YES, how many days? _____

4. a) Was every member in your personal group a resident of the Stones River National Battlefield **area** (within 1-hour drive of the battlefield)?

☐ No ☐ Yes → **Go to Question 5**

- b) For nonresident members of your personal group, what was the primary reason they came to the **area** (within 1-hour drive of the battlefield) on this trip? Please mark (●) only **one**.

- ☐ Visit Stones River National Battlefield (using park services and facilities)
- ☐ Visit friends/relatives in the area
- ☐ Unplanned stop on the way to somewhere else
- ☐ Business
- ☐ Other reason (Please specify) _____

- c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the **area** (within 1-hour drive of the battlefield)? Please mark (●) only **one**.

- ☐ Airplane ☐ Motorcycle ☐ SUV/truck/van
- ☐ Car ☐ Motorhome
- ☐ Other (Please specify) _____

5. a) For you only, if you had been unable to visit Stones River National Battlefield on this trip, would you have visited at another time?

☐ No, unlikely ☐ Yes, likely → **Go to Question 6**

- b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

☐ Gone somewhere else → Distance from home _____ miles
-OR- Location _____

☐ Vacationed at home (Place, city, & state)

☐ Gone to work at my regular job

☐ Not sure/none of these

6. a) On this trip, did your personal group stay overnight away from home in the Stones River National Battlefield **area** (within 1-hour drive of the battlefield)?

☐ Yes ☐ No → **Go to Question 7**

- b) If YES, please list the number of nights your personal group stayed in Stones River National Battlefield **area** (within 1-hour drive of the battlefield).

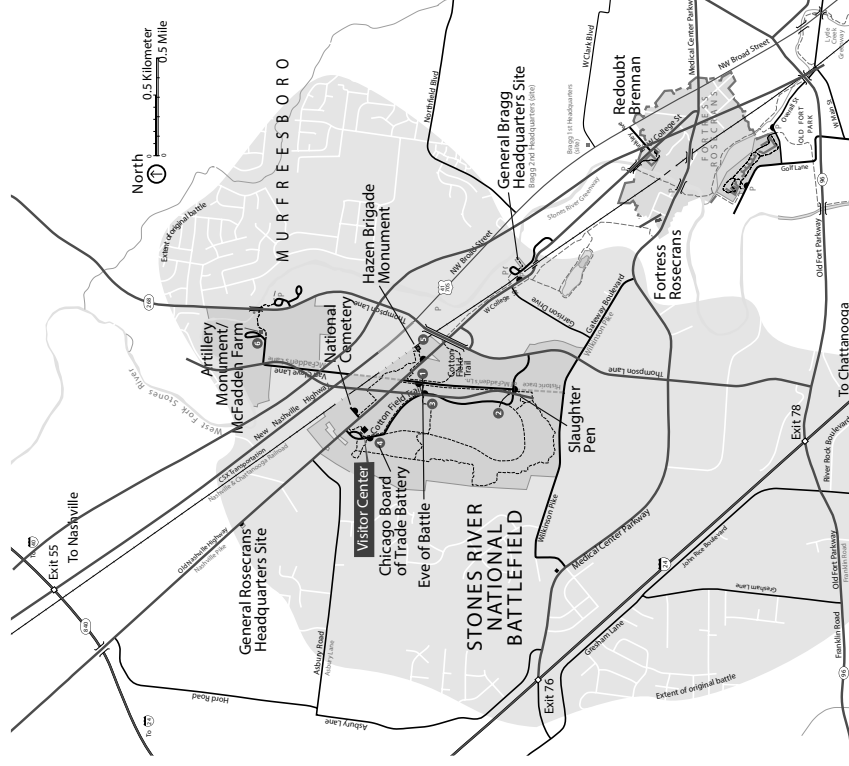
Number of nights in the area _____

- c) In which type(s) of accommodations did your personal group spend the night(s) in the local area? Please mark (●) **all** that apply.

- ☐ Lodge, motel, rented condo/home, cabin, B&B
- ☐ Personal seasonal residence/temporary housing
- ☐ Residence of friends or relatives
- ☐ RV/trailer camping in a developed campground
- ☐ Tent camping in a developed campground
- ☐ Backcountry camping
- ☐ Other (Please specify) _____

7. On this visit to Stones River National Battlefield, please mark (●) all the sites within the park that your personal group visited. Use the map below to help you locate the sites you visited.

- ☐ Artillery Monument/McFadden Farm ☐ National Cemetery
☐ Bragg's Headquarters ☐ Redoubt Brannan
☐ Chicago Board of Trade Battery ☐ Rosecrans Headquarters
☐ Eve of Battle ☐ Slaughter Pen
☐ Fortress Rosecrans ☐ Visitor Center
☐ Hazen Brigade Monument
☐ Other (Please specify) _____



8. a) On this visit, in which activities did your personal group participate within Stones River National Battlefield? Please mark (●) all that apply in column (a).

- b) If you were to visit the battlefield in the future, in which activities would your personal group prefer to participate within the battlefield? Please mark (●) all that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending costumed living history programs
<input type="radio"/>	<input type="radio"/>	Attending other ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Attending special events (symposium, annual programs, etc.)
<input type="radio"/>	<input type="radio"/>	Bicycling
<input type="radio"/>	<input type="radio"/>	Birdwatching
<input type="radio"/>	<input type="radio"/>	Conducting genealogy or historical research
<input type="radio"/>	<input type="radio"/>	Creative arts (photography, drawing, painting, writing)
<input type="radio"/>	<input type="radio"/>	Dog walking
<input type="radio"/>	<input type="radio"/>	Hiking/walking
<input type="radio"/>	<input type="radio"/>	Jogging
<input type="radio"/>	<input type="radio"/>	Listening to audio-tape tour
<input type="radio"/>	<input type="radio"/>	Nature study (other than birdwatching)
<input type="radio"/>	<input type="radio"/>	Participate in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Taking self-guided tour with cell phone
<input type="radio"/>	<input type="radio"/>	Taking self-guided tour other than cell phone tour
<input type="radio"/>	<input type="radio"/>	Visit visitor center
<input type="radio"/>	<input type="radio"/>	Other – this visit (Specify)
n/a	<input type="radio"/>	Other – future visit (Specify)

- c) Which one of the above activities was the **primary** reason your personal group visited Stones River National Battlefield on this visit? Please list **one** response.

9. On this trip to Stones River National Battlefield, please mark (●) **all** other attractions in the area that your personal group visited.

☐ Did not visit any of the following places → **Go on to Question 10**

☐ Battle of Franklin Sites (Carter House or Carnton Plantation)

☐ Chickamauga and Chattanooga National Military Park

☐ Fort Donelson National Battlefield

☐ Jack Daniels Distillery

☐ Country Music Hall of Fame

☐ Oaklands Historic House Museum

☐ Sam Davis Home

☐ Shiloh National Military Park

☐ Stones River Greenway

☐ Other (Please specify) _____

10. a) During this visit (viewing exhibits, movies, taking the tour, etc.), did you learn something about the Civil War that is relevant or meaningful to your life today?

☐ Yes ☐ No → **Go to part (c) of this question**

- b) If YES, what is the most important way the Civil War has relevance to your life today?

- c) What else can be done to help you to make a personal connection to the story presented at Stones River National Battlefield?

11. One of the purposes of Stones River National Battlefield is to present multiple viewpoints on the impacts of the Civil War on American culture.

- a) Please mark (●) **all** the topics that your personal group learned about via park films/exhibits/ranger programs during this visit to Stones River National Battlefield.
- b) For only those topics that you learned about, please rate their importance (from 1-5) in presenting different viewpoints of the Civil War?
- c) For only those topics that you learned about, please rate (from 1-4) the amount of information that you received.

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

c) 1=Almost none
2=Some but not enough
3=About right
4=Too much

a) **Topic**

☐ Events of the Battle of Stones River

☐ Events of the Civil War

☐ Impact of the Civil War on American history

☐ Impact of the Civil War on civilian life

☐ Natural setting where events occurred

☐ Roles of African Americans in the Civil War

☐ Roles of slavery in causing the Civil War

☐ Roles of women in the Civil War

- d) Which stories presented at Stones River National Battlefield need to be emphasized or strengthened?

12. a) On this visit did members of your personal group have any specific safety concerns in Stones River National Battlefield?

☐ Yes ☐ No → **Go to Question 13**

- b) If YES, what were the concerns? _____

13. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Stones River National Battlefield during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Information services/facilities used	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not at all important	1=Very poor
	2=Slightly important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

<input type="radio"/> Access for disabled persons				
<input type="radio"/> Assistance from park staff				
<input type="radio"/> Assistance from park volunteers				
<input type="radio"/> Indoor exhibits				
<input type="radio"/> Outdoor exhibits				
<input type="radio"/> Junior Ranger program				
<input type="radio"/> Living history programs				
<input type="radio"/> Park brochure/map				
<input type="radio"/> Park website: www.nps.gov/stri used before or during visit				
<input type="radio"/> Picnic areas				
<input type="radio"/> Ranger-led walks/talks				
<input type="radio"/> Restrooms				
<input type="radio"/> Trails				
<input type="radio"/> Visitor center bookstore sales items (selection, price, etc.)				
<input type="radio"/> Visitor center (overall)				

14. For your personal group, please estimate all expenditures for the items listed below for this visit to Stones River National Battlefield and the surrounding area (within 1-hour drive of the battlefield). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Stones River National Battlefield.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 1-hour drive of the battlefield).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Stones River National Battlefield.

EXPENDITURES			
	a) Inside park	b) Outside park	
Spent no money (●)	<input type="radio"/>	<input type="radio"/>	Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.		n/a	\$
Camping fees and charges		n/a	\$
Guide fees and charges		n/a	\$
Restaurants and bars		n/a	\$
Groceries and takeout food		n/a	\$
Gas and oil (auto, RV, boat, etc.)		n/a	\$
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)		n/a	\$
Admission, recreation, entertainment fees		n/a	\$
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)		\$	\$

- c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over) _____ Children (under 18 years)

15. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each** group type.

a) Commercial guided tour group	<input type="radio"/>	Yes	<input type="radio"/>	No
b) School/educational group	<input type="radio"/>	Yes	<input type="radio"/>	No
c) Historical society/club	<input type="radio"/>	Yes	<input type="radio"/>	No
d) Other (scouts, work, church, etc.)	<input type="radio"/>	Yes	<input type="radio"/>	No

- e) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

16. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only **one**.

☐ Alone ☐ Friends

☐ Family ☐ Family and friends

☐ Other (Please specify) _____

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

_____ Number of people in personal group

- c) On this visit, how many vehicles did your personal group use to arrive at the park? If you did not arrive by vehicle please write "0".

_____ Number of vehicles

- d) On this trip, how many times did your personal group enter the park?

_____ Number of entries

17. For your personal group on this visit, please provide the following. If you do not know the answer, please leave blank.

**d) Frequency of visits to
Stones River National
Battlefield**

(including this visit)

- 1 = First time visit
2 = Several times a week
3 = Several times a month
4 = Several times a year
5 = Once a year

c) **U.S. ZIP code**
or name of country
other than U.S.

b) **Current age**

a) Gender	b) Current age	c) U.S. ZIP code or name of country other than U.S.
Yourself	_____	_____
Member #2	_____	_____
Member #3	_____	_____
Member #4	_____	_____
Member #5	_____	_____
Member #6	_____	_____
Member #7	_____	_____

18. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999

☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more

☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer

- b) How many people are in your household? _____ Number of people

- c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

☐ None **OR** Amount forgone \$ _____

19. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself #2	Member #3	Member #4	Member #5	Member #6	Member #7
--	----------------	--------------	--------------	--------------	--------------	--------------

Yes, Hispanic or Latino

☐ ☐ ☐ ☐ ☐ ☐

No, not Hispanic or Latino

☐ ☐ ☐ ☐ ☐ ☐

- b) What is the race of each member of your personal group? Please mark (●) **one** or **more** for each group member.

	Yourself #2	Member #3	Member #4	Member #5	Member #6	Member #7
--	----------------	--------------	--------------	--------------	--------------	--------------

American Indian or Alaska Native

☐ ☐ ☐ ☐ ☐ ☐

Asian

☐ ☐ ☐ ☐ ☐ ☐

Black or African American

☐ ☐ ☐ ☐ ☐ ☐

Native Hawaiian or other Pacific Islander

☐ ☐ ☐ ☐ ☐ ☐

White

☐ ☐ ☐ ☐ ☐ ☐

20. a) What did your personal group like **most** about your visit to Stones River National Battlefield?

b) What did your personal group like **least** about your visit to Stones River National Battlefield?

21. If you were to visit Stones River National Battlefield in the future, how would your personal group prefer to learn about the park's cultural and natural history during your visit to the battlefield? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park ➔ **Go to Question 22**
- ☐ As a volunteer in the park ☐ Indoor exhibits
- ☐ Children's activities ☐ Outdoor exhibits
- ☐ Films, movies, videos ☐ Self-guided tours
- ☐ Living history/costumed interpretive programs
- ☐ Ranger-guided walks/talks
- ☐ Park website: www.nps.gov/stri
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- ☐ Other (Please specify) _____

22. Is there anything else your personal group would like to tell us about your visit to Stones River National Battlefield?

23. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Stones River National Battlefield during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
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 and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary reason for being in the area, and respondent's place of residence were five variables that were used to check for non-response bias.

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 the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Chi-square tests were used to detect the difference in the group types, whether the park is the primary reason for being in the area, and respondent's place of residence. The hypotheses were there would be no significant difference between respondents and non-respondents in terms of whom they travelled with, why they were in the area, or where they came from. If the p-value is greater than 0.05, the differences are judged to be insignificant.

The hypotheses for checking non-response bias are: Respondents and non-respondents are not significantly difference in terms of:

1. Average age
2. Number of people they were travelling with in a personal group
3. Type of group which they were travelling with
4. Primary reason for travelling to the area
5. Proximity from participants' homes to Murfreesboro, TN

As shown in Tables 2 to 5, respondents and non-respondents were significantly different except for group type. The p-values for other variables were less than 0.05, indicating significant difference between respondents and non-respondents. Respondents at younger age ranges (especially 45 and younger), visitors who travel in larger group, visitors who came to the park as the primary reason for visiting the area, and visitors who live in within 100 miles radius of Murfreesboro, TN may be underrepresented in the results.

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