

Manassas National Battlefield Park

Visitor Study Summer 1995

Report 80
Visitor Services Project
Cooperative Park Studies Unit



University of Idaho



Manassas National Battlefield Park

Visitor Study

Summer 1995

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VSP Report 80

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Visitor Services Project Manassas National Battlefield Park Report Summary

- This report describes part of the results of a visitor study at Manassas National Battlefield Park during August 1-7, 1995. A total of 609 questionnaires were distributed to visitors. Visitors returned 492 questionnaires for an 81% response rate.
- This report profiles Manassas National Battlefield Park visitors. A separate appendix contains visitors' comments about their visit; this report and the appendix include a summary of visitors' comments.
- Sixty-three percent of the visitors were in family groups; 20% were alone. Thirty-four percent of Manassas visitors were in groups of two. Most visitors (53%) were aged 26-55. Eighty-three percent were first-time visitors to Manassas.
- Among Manassas visitors, 4% were international visitors. Twenty-six percent of those visitors were from England. United States visitors were from Virginia (26%), Illinois (7%), California (6%) and 42 other states.
- Of the visitors who stayed less than one day, 66% stayed two to four hours. On this visit, the most common activities were visiting the visitor center museum (83%), using the information desk (74%), viewing the battle map (74%) and watching the slide program (67%).
- Maps (43%) were the most used sources of information about the park. The most visited sites were Henry Hill (82%), Stone House (69%) and Stone Bridge (64%).
- Ninety-one percent of visitors groups did not have difficulty in locating Manassas National Battlefield Park. Many visitors (43%) came from the East to arrive at Manassas. Over half (53%) of visitors used Route 234 to first arrive at the park.
- Visitors' primary reasons for visiting the Manassas/ Washington, D.C. area were to visit Manassas National Battlefield Park (51%), visit this park along with other battlefields (38%), recreate (27%) and visit friends and relatives (27%).
- The most used visitor services and facilities were the park brochure/ map (87%), museum exhibits (78%), slide program (67%) and outside information exhibits (63%). According to visitors, the most important services were the Henry Hill Walking Tour Trail, First Manassas Battlefield Trail, park brochure/ map and information from park employees. The best quality services were information from park employees, park brochure/ map, bookstore sales items and First Manassas Battlefield Trail.
- Half of the visitor groups (50%) used the Second Manassas self-guided auto driving tour. Of those that took the auto tour, 57% did not complete the entire tour. Visitors listed lack of time and weather conditions as reasons for not completing the tour.
- The average visitor group expenditure in the Manassas area during this visit was \$45. The average per capita expenditure was \$19.
- Most of the visitors (92%) rated the overall quality of park services as "good" or "very good." Visitors made many additional comments.

<p>For more information about the Visitor Services Project, please contact: Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>
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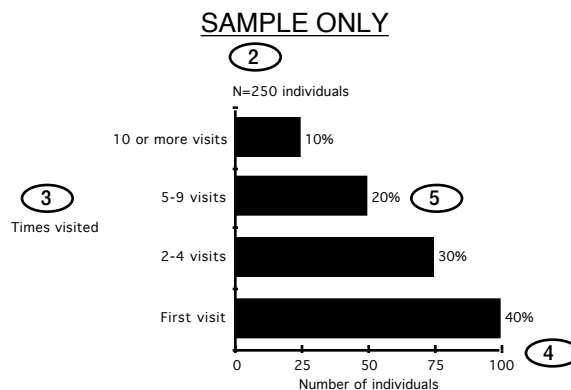
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INTRODUCTION

This report describes the results of a study of visitors at Manassas National Battlefield Park (referred to as "Manassas"). This visitor study was conducted August 1-7, 1995 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. A Results section follows, including a summary of visitor comments. Next, an Additional Analysis page helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes comment summaries and visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



1 Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Manassas National Battlefield Park during August 1-7, 1995. Visitors completed the questionnaire after their visit and then returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

At Manassas, visitors were sampled as they visited the visitor center, picnic areas, Stone House, Stone Bridge, Chinn Ridge, the Confederate Cemetery or Battery Heights. A total of 609 questionnaires were distributed at seven locations (see Table 1). The proportion of questionnaires distributed at each location was based on estimates of the proportion of total visitation to each location during the previous August. Table 1 shows the number and proportion of questionnaires distributed at each site.

Table 1: Number and proportion of questionnaires distributed at each location

Distribution location	Number of questionnaires distributed	Percent of total
Battery Heights	41	7
Chinn Ridge	29	5
Confederate Cemetery	19	3
Picnic area	104	17
Stone Bridge	120	20
Stone House	124	20
Visitor Center	172	28
GRAND TOTAL	609	100

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

**Questionnaire
design and
administration
(continued)**

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to a random sample of visitors who had not returned their questionnaires.

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Data analysis

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 489 groups, Figure 4 presents data for 1,288 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 492 questionnaires were returned by visitors, Figure 1 shows data for only 489 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 1-7, 1995. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

**Special
conditions**

During the study week, weather conditions in Manassas were quite hot, with the heat index (temperature and humidity) above 100 degrees on most days of the survey. It rained steadily for most of Sunday, August 6. These weather conditions may have affected what activities visitors did and their length of stay.

RESULTS

At Manassas, 655 visitor groups were contacted; 93% accepted questionnaires. Four hundred ninety-two visitor groups completed and returned their questionnaires, an 81% response rate.

Table 2 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. The non-response bias was insignificant.

Visitors contacted

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	606	41.9	488	42.5
Group size	609	2.9	489	3.0

Figure 1 shows group sizes, which varied from one person to 20 people. Thirty-four percent of visitors came in groups of two; 34% came in groups of three or four. Sixty-three percent were families; 20% were alone (see Figure 2). "Other" groups included various educational groups.

The most common ages were 36-50 (35%), as shown in Figure 3. Twenty-five percent of the visitors were aged 15 years or younger. Most visitors (83%) were first-time visitors to Manassas (see Figure 4). Visitors from foreign countries comprised 4% of Manassas visitors. International visitors were from England (26%), Canada (20%) and Germany (16%), as well as seven other countries (see Map 1 and Table 3). United States visitors were from Virginia (26%), Illinois (7%), California (6%) and 42 other states, as shown in Map 2 and Table 4.

Demographics

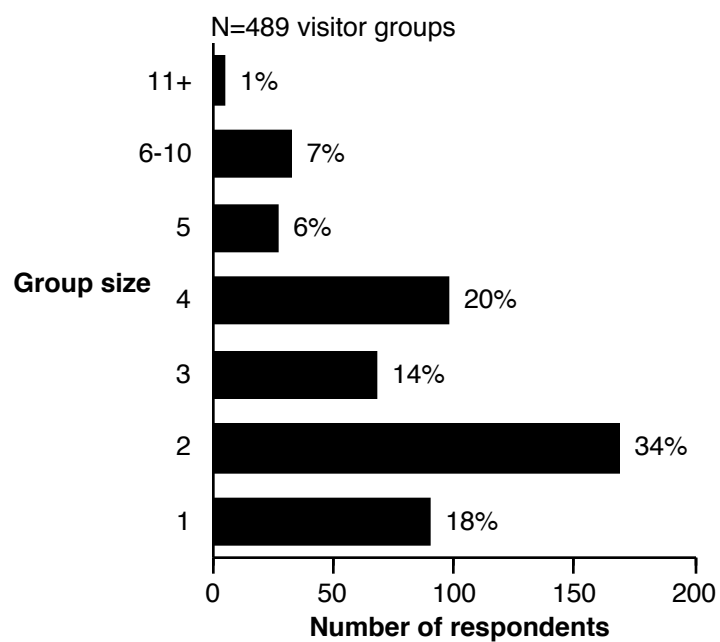


Figure 1: Visitor group sizes

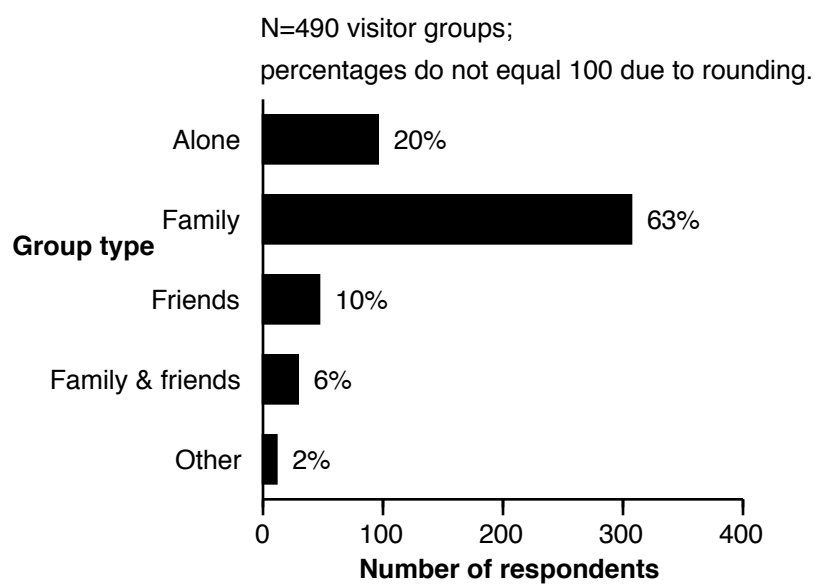


Figure 2: Visitor group types

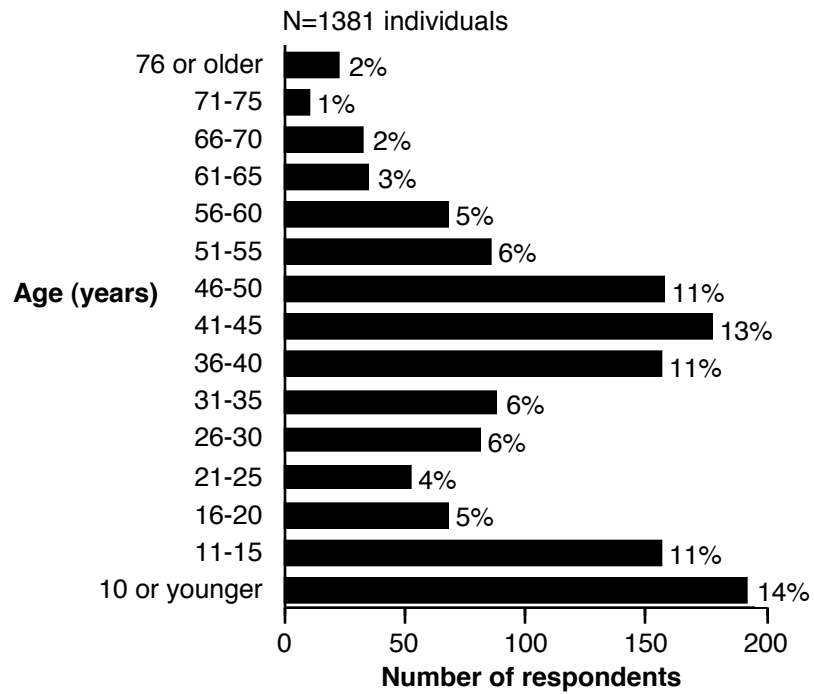


Figure 3: Visitor ages

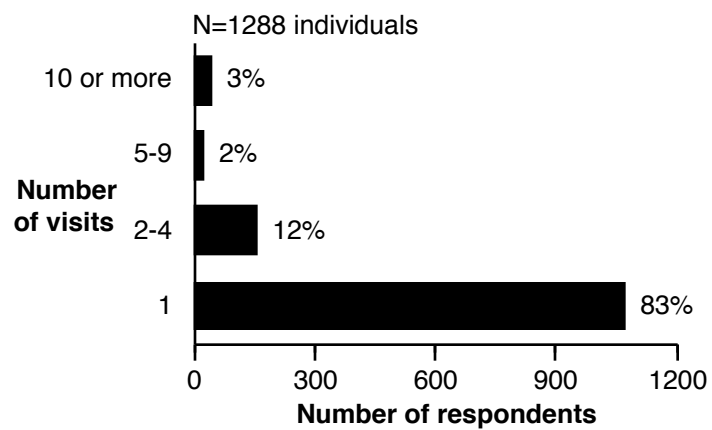
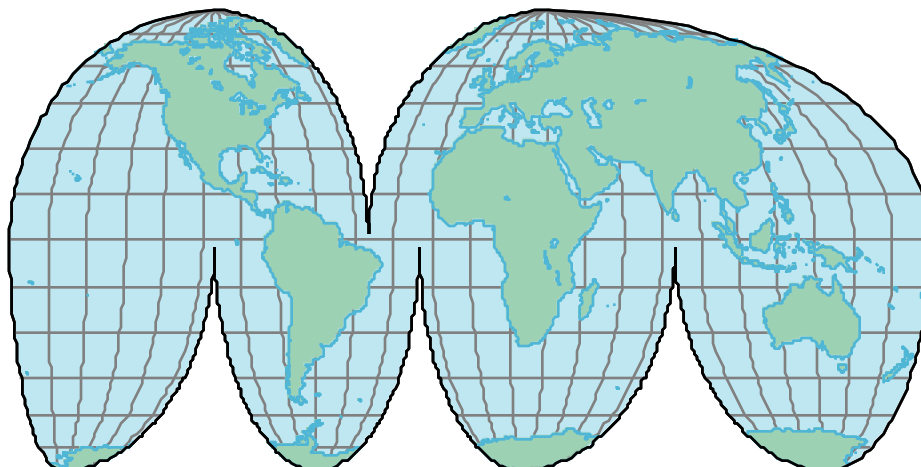


Figure 4: Number of visits to Manassas

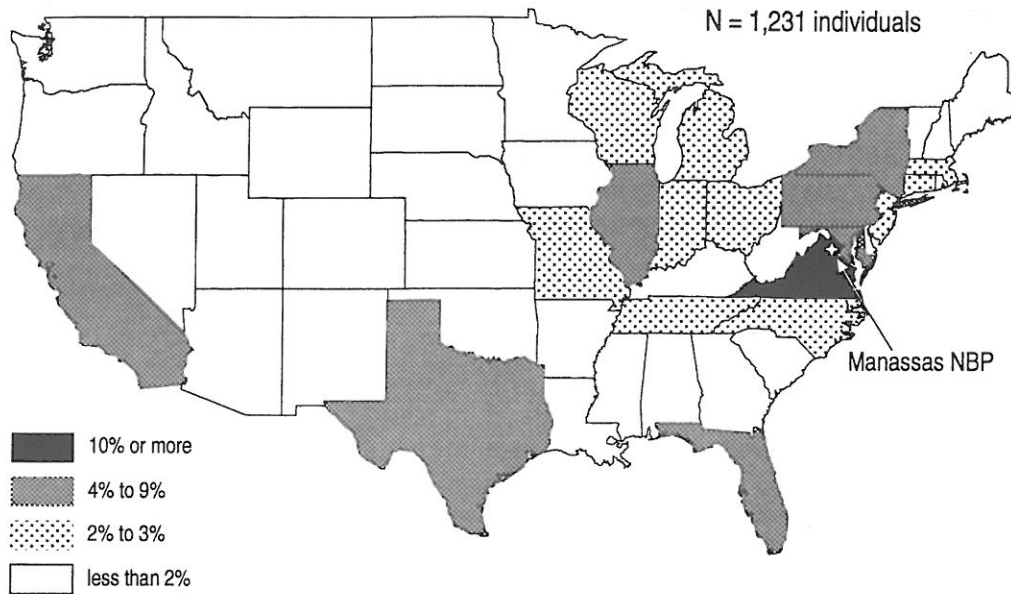


Map 1: Proportion of visitors from each foreign country

Table 3: Proportion of visitors from each foreign country

N=55 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of visitors
England	14	26
Canada	11	20
Germany	9	16
France	5	9
Belgium	4	7
Singapore	3	6
Switzerland	3	6
Australia	2	4
Brazil	2	4
Holland	2	4



Map 2: Proportion of visitors from each state

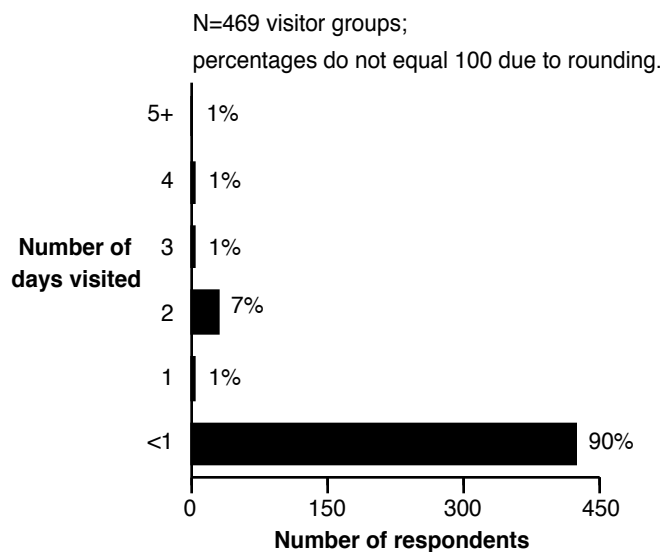
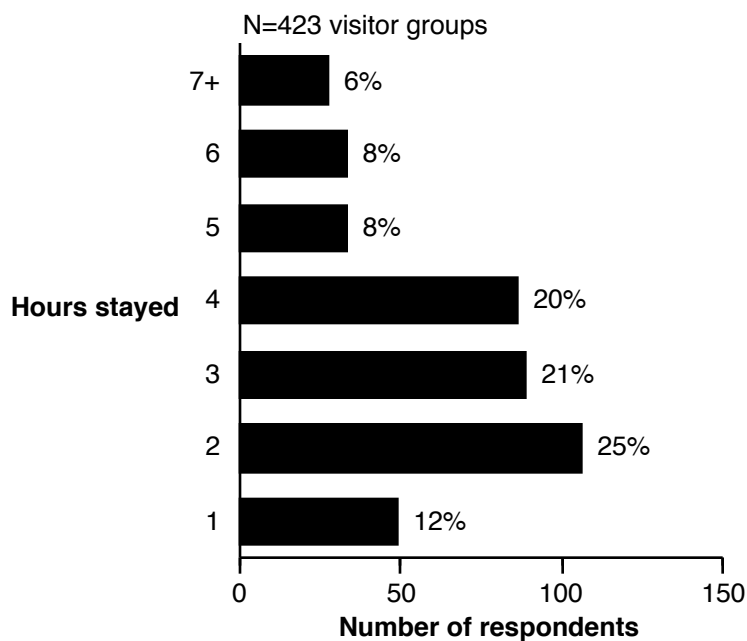
Table 4: Proportion of visitors from each state

N=1231 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Virginia	316	26
Illinois	83	7
California	74	6
Pennsylvania	65	5
Florida	60	5
Texas	59	5
New York	54	4
Maryland	48	4
Wisconsin	39	3
Ohio	37	3
Michigan	33	3
New Jersey	32	3
North Carolina	26	2
Connecticut	21	2
Missouri	21	2
Indiana	20	2
Tennessee	20	2
Massachusetts	19	2
Other states (27)	204	17

**Length
of stay**

Ninety percent of visitors visited the park for less than one day (see Figure 5). Seven percent stayed two days at the park. Of the visitors who visited on less than one day, 66% stayed two to four hours (see Figure 6). Twelve percent of those visitors stayed one hour during this visit.

**e 5: Length of stay (days)****Figur****Figure 6: Length of stay (hours)**

Common visitor activities on this visit were visiting the visitor center museum (83%), using the information desk (74%), viewing the battle map (74%) and watching the slide program (67%), as shown in Figure 7. The least common activity was using the horseback riding trails (1%). Other activities mentioned by visitors included walking for exercise, watching history presentation at Stone House, picnicking and taking photographs.

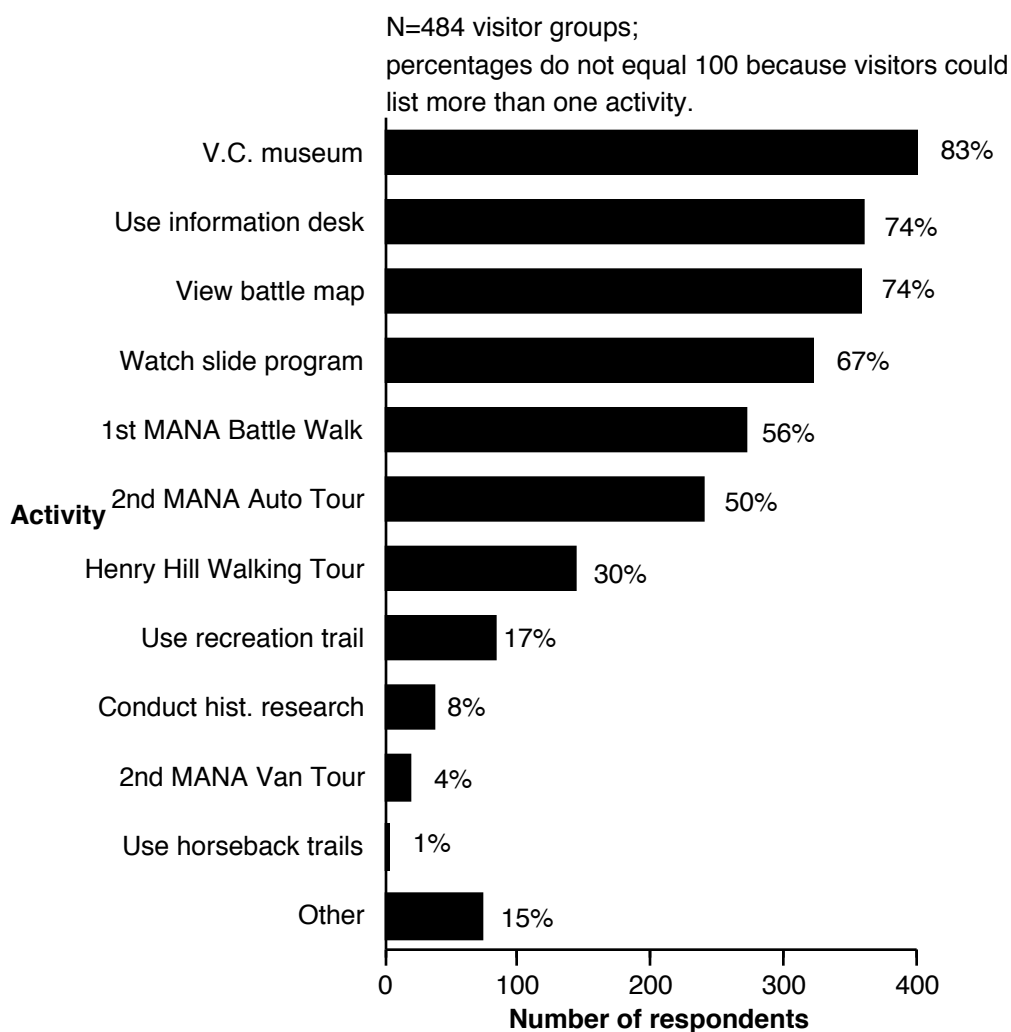


Figure 7: Visitor activities

Sources of information

Visitors were asked how they got information about the park prior to their visit. The most often used sources of information were maps (43%), friends and relatives (32%), signs (29%) and brochures (24%), as shown in Figure 8. As additional sources of information, visitors mentioned that they live in the area, have a personal interest in the Civil War, and consulted history books and American Automobile Association tour books.

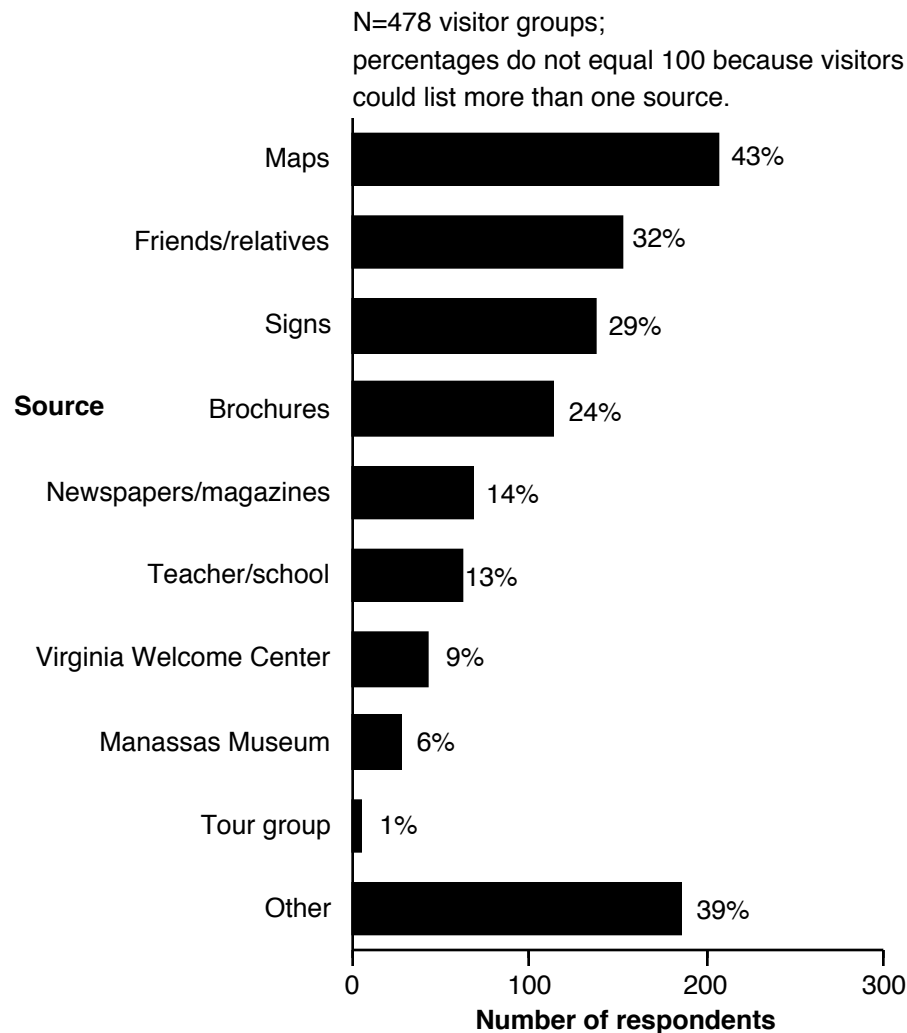


Figure 8: Sources of planning information

The most commonly visited sites at Manassas were Henry Hill (82%), Stone House (69%) and Stone Bridge (64%), as shown in Figure 9. The least visited site was Hazel Plain (30%). Other sites visited included the trail by Stone Bridge, Matthews Hill and Brawner Farm.

Sites visited

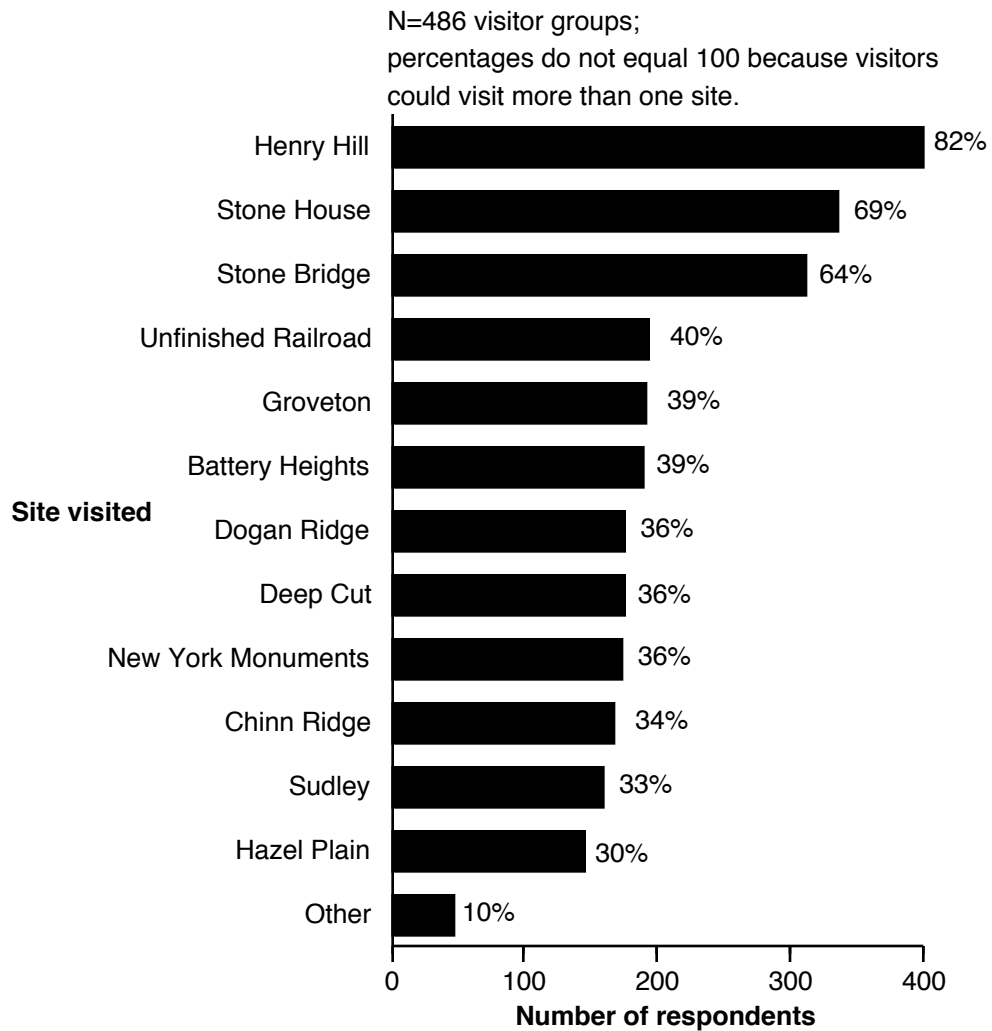


Figure 9: Sites visited

Locating the park

Visitors were asked if they found it difficult to locate Manassas National Battlefield Park. The majority of visitors (91%) did not find it difficult to locate (see Figure 10). The reason that most visitors had difficulty was the lack of road signs (see Table 5).

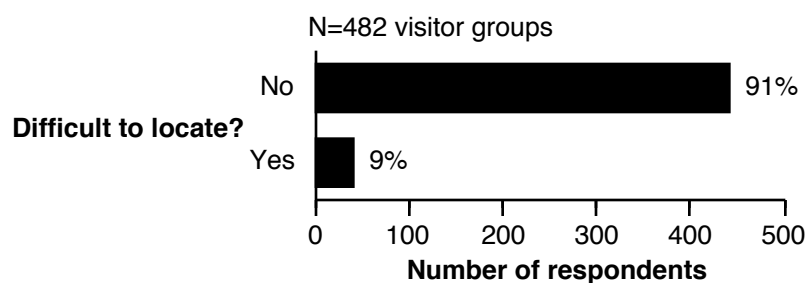


Figure 10: Locating the park

Table 5: Reasons for difficulty locating the park

N=44 comments;
visitors may have made more than one comment.

Comment	Number of times mentioned
Lack of road signs	34
Out of state visitor	2
Map was inaccurate	2
Confused by signs	2
Other comments	4

Visitors were asked "On this visit, which direction did you and your group come from to reach Manassas National Battlefield Park?" Many visitors (43%) said they came from the East (see Figure 11). Visitors were also asked which highway their group used to first arrive at the park. Fifty-three percent used Route 234 and 45% used Route 29 (see Figure 12). No visitor group used Route 705.

**Routes
used to
arrive at
park**

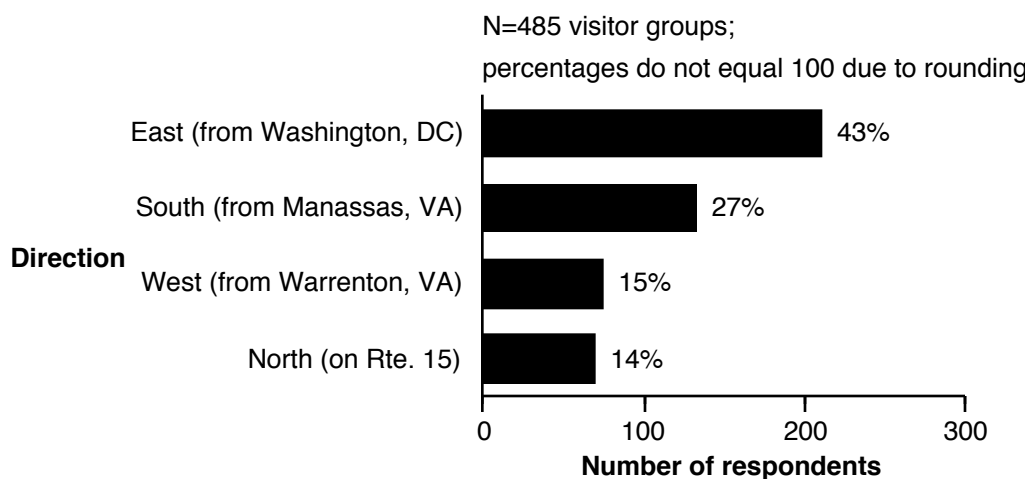


Figure 11: Direction visitors came from to arrive at Manassas National Battlefield Park

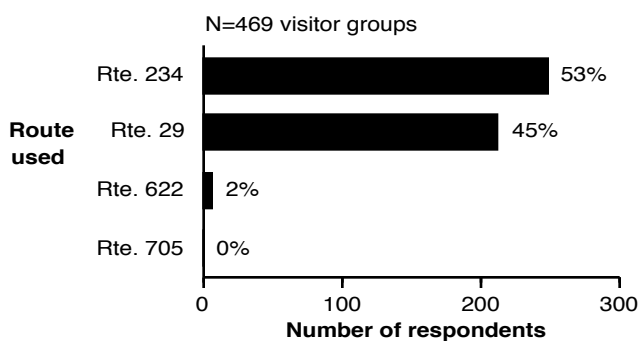
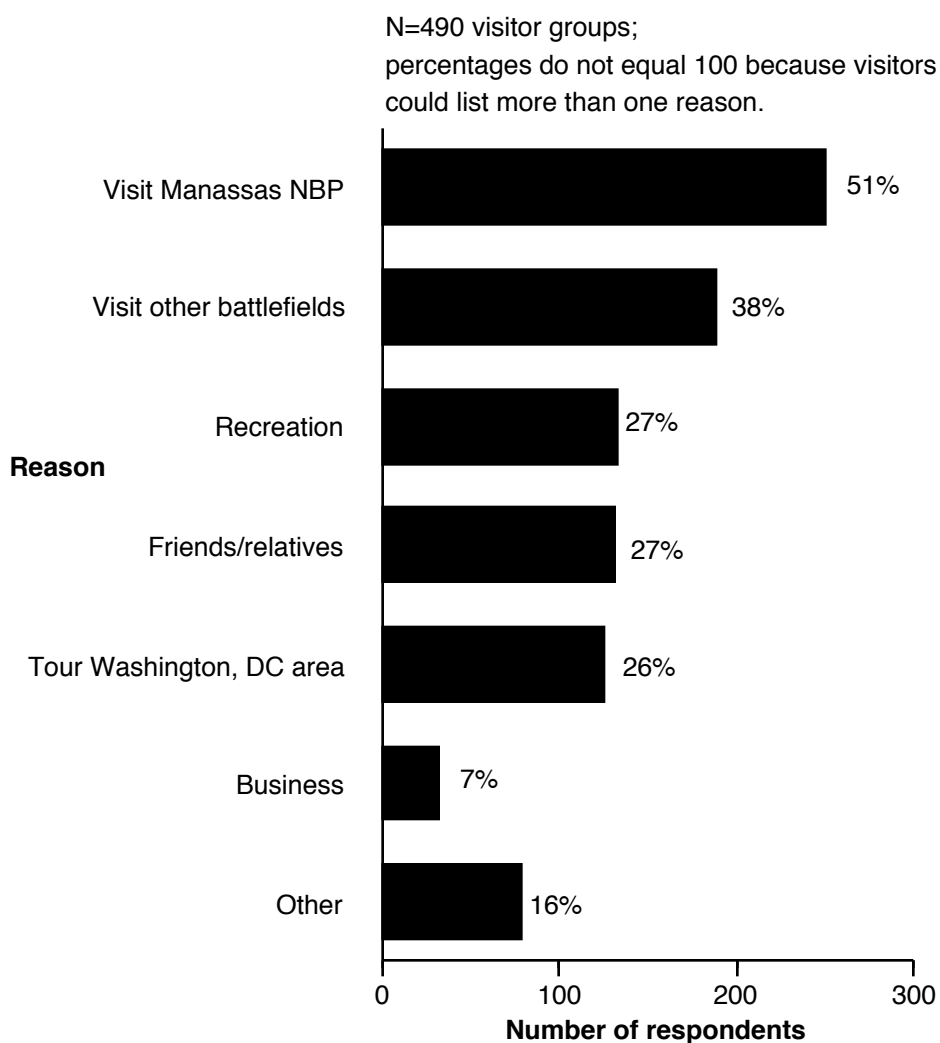


Figure 12: Highway visitors used to first arrive at Manassas National Battlefield Park

**Reasons
for visiting**

Visitors' primary reasons for visiting the Manassas/ Washington, D.C. area were to visit Manassas National Battlefield Park (51%), visit Manassas National Battlefield Park along with other battlefields (38%), recreate (27%) and visit friends and relatives (27%), as shown in Figure 13. The least listed reason was as part of a business trip (7%). Visitors listed other reasons for visiting including bringing visitors to the area, living near the park, passing by, relaxing, exercising and attending a Civil War re-enactment.

**Figure 13: Reasons for visiting**

The most commonly used visitor services by Manassas visitors were the park brochure/ map (87%), museum exhibits (78%), slide program (67%) and outside information exhibits (63%), as shown in Figure 14. The least used services were the horseback trails (2%).

**Visitor
services:
use,
importance
and quality**

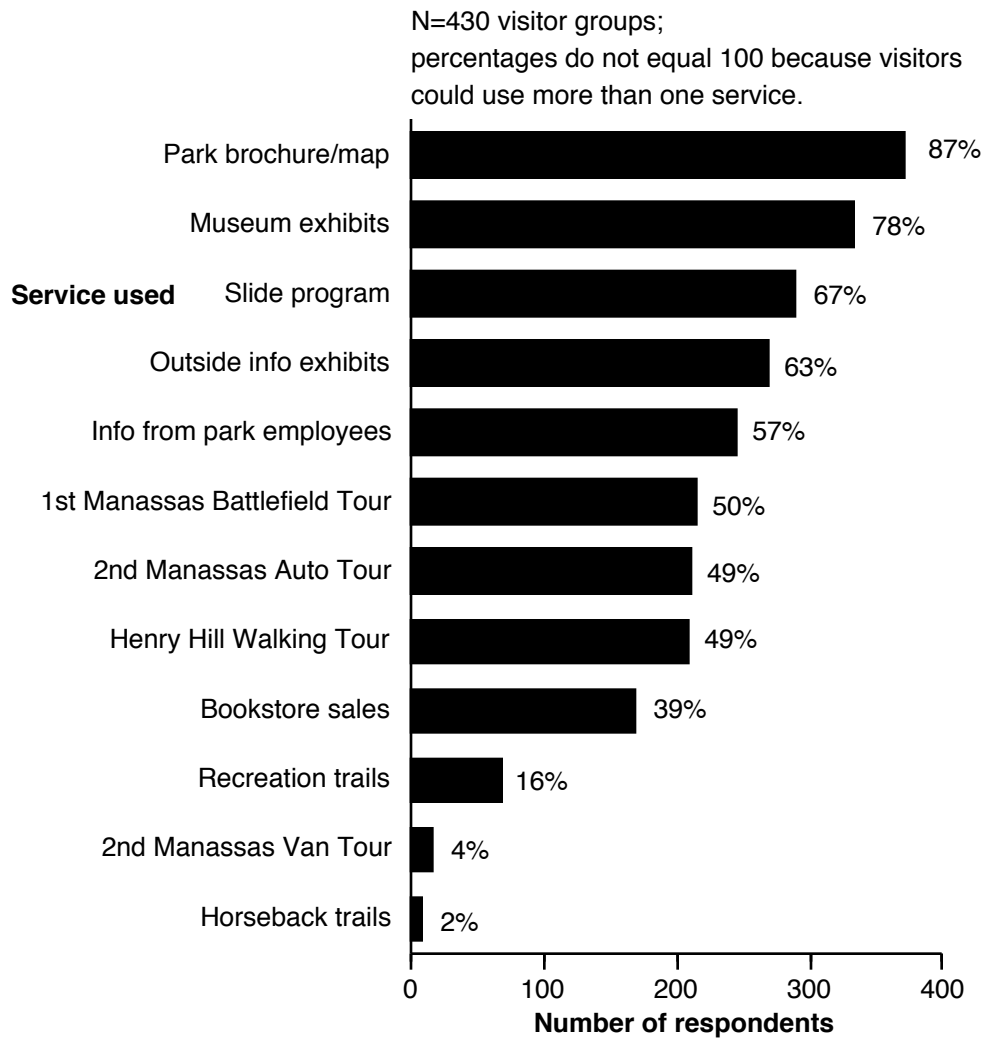


Figure 14: Use of visitor services

Visitors rated the importance and quality of each of the visitor services they used. They used a five point scale (see boxes below).

IMPORTANCE 1=extremely important 2=very important 3=moderately important 4=somewhat important 5=not important	QUALITY 1=very good 2=good 3=average 4=poor 5=very poor
---	---

Figure 15 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 15. All services were rated above average in importance and quality. NOTE: the Second Manassas Van Tour and the horseback riding trails were not rated by enough people to provide reliable results.

Figures 16-39 illustrate the importance and quality ratings for each service. Several services received the highest "very important" to "extremely important" ratings: Henry Hill Walking Tour Trail (90%), First Manassas Battlefield Trail (90%), park brochure/ map (87%) and information from park employees (83%). The highest "not important" ratings were for recreational trails (6%) and Second Manassas Battlefield Auto Tour (5%).

Several services were given high "good" to "very good" quality ratings: information from park employees (88%), park brochure/ map (86%), bookstore sales items (84%) and First Manassas Battlefield Trail (83%). The services which received the highest "very poor" quality rating were the Second Manassas Battlefield Auto Tour (6%) and recreational trails (5%).

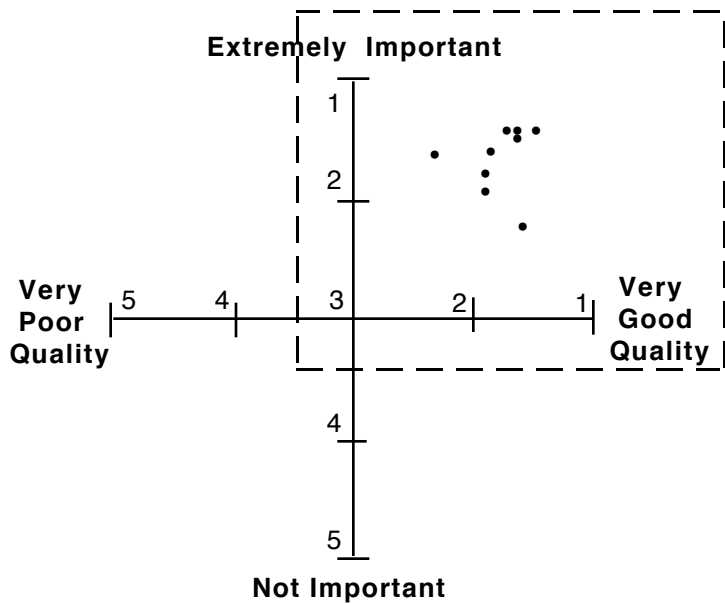


Figure 15: Average ratings of visitor service importance and quality

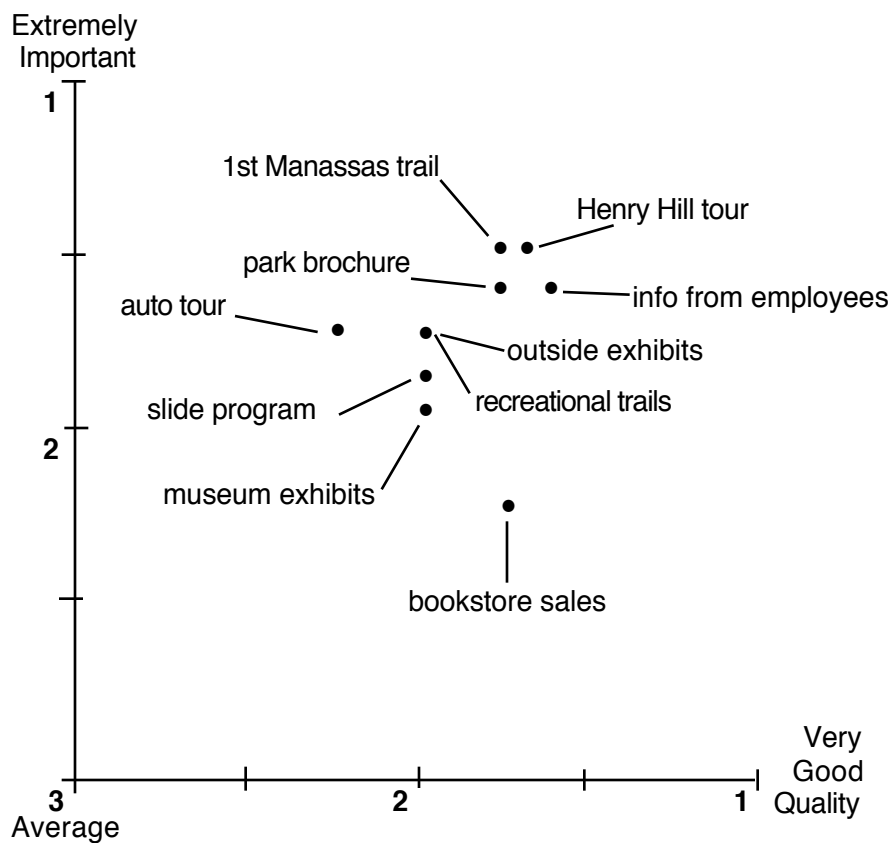


Figure 15: Detail

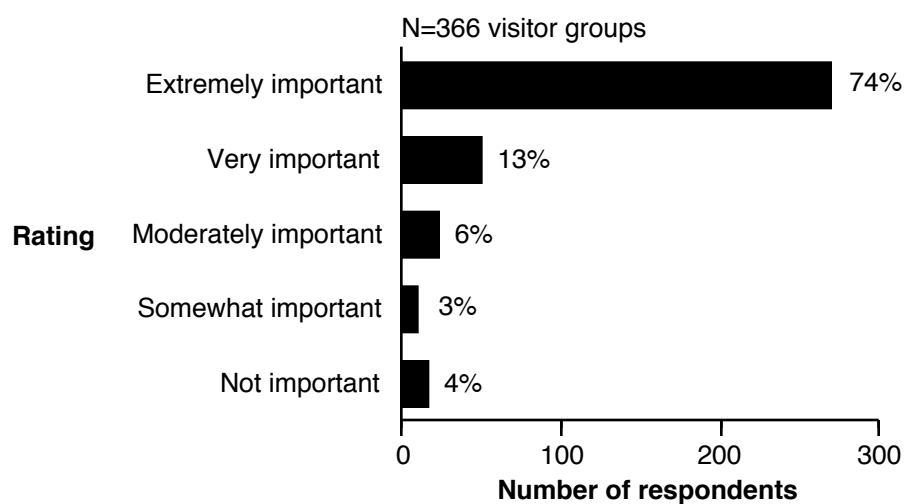


Figure 16: Importance of park brochure/map

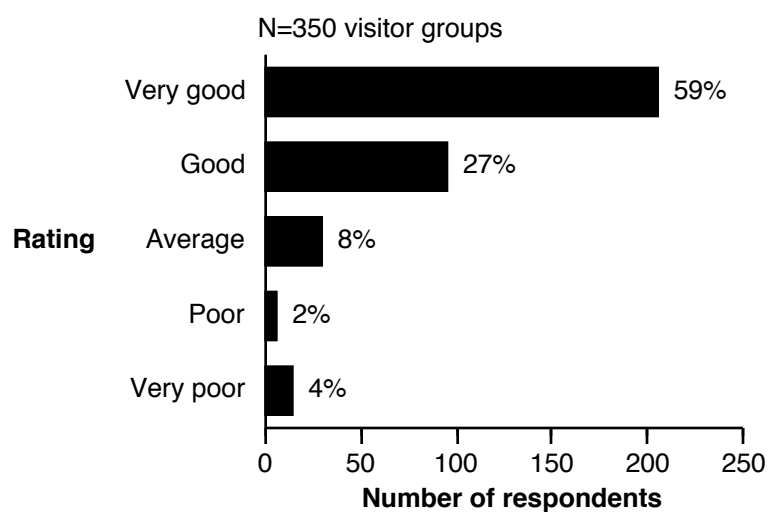


Figure 17: Quality of park brochure/map

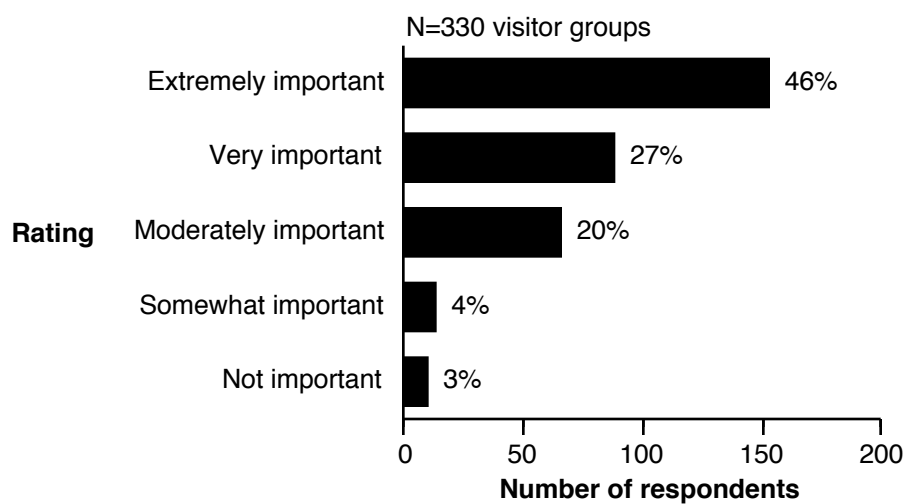


Figure 18: Importance of museum exhibits

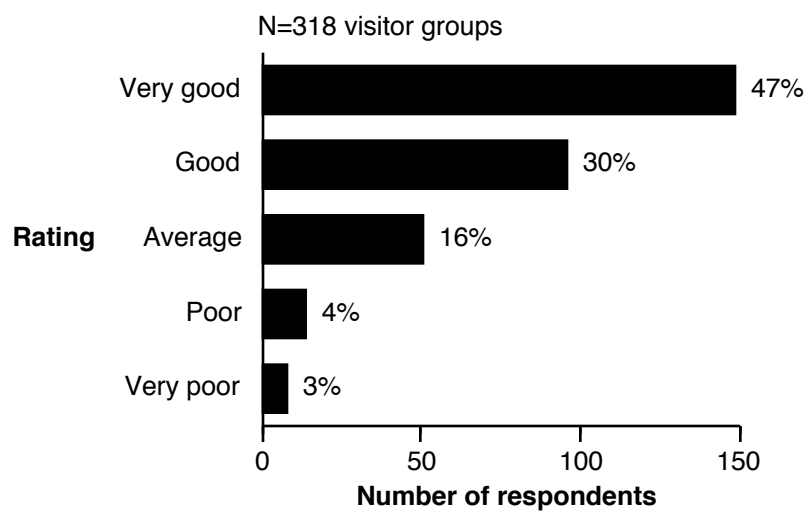


Figure 19: Quality of museum exhibits

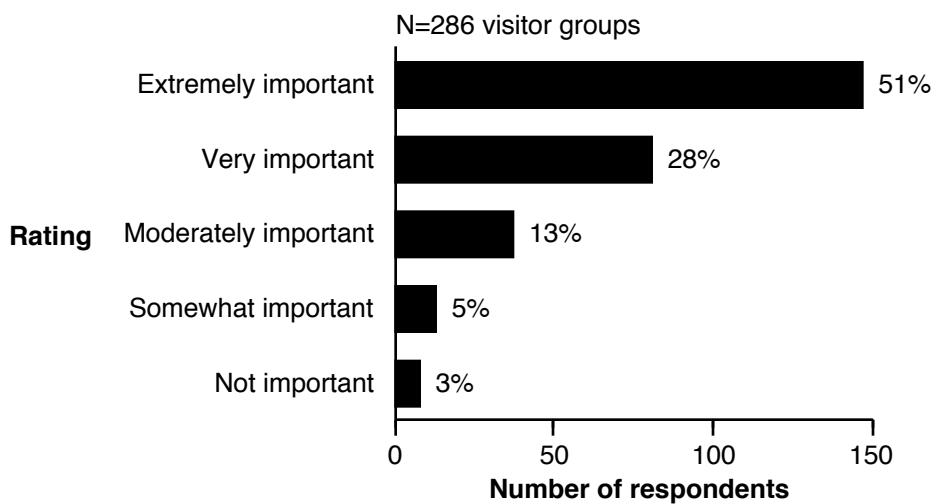


Figure 20: Importance of slide program

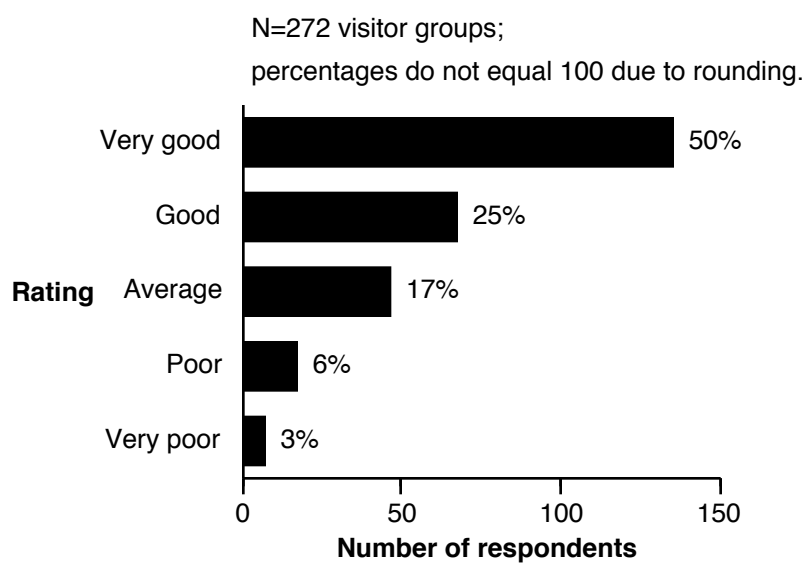


Figure 21: Quality of slide program

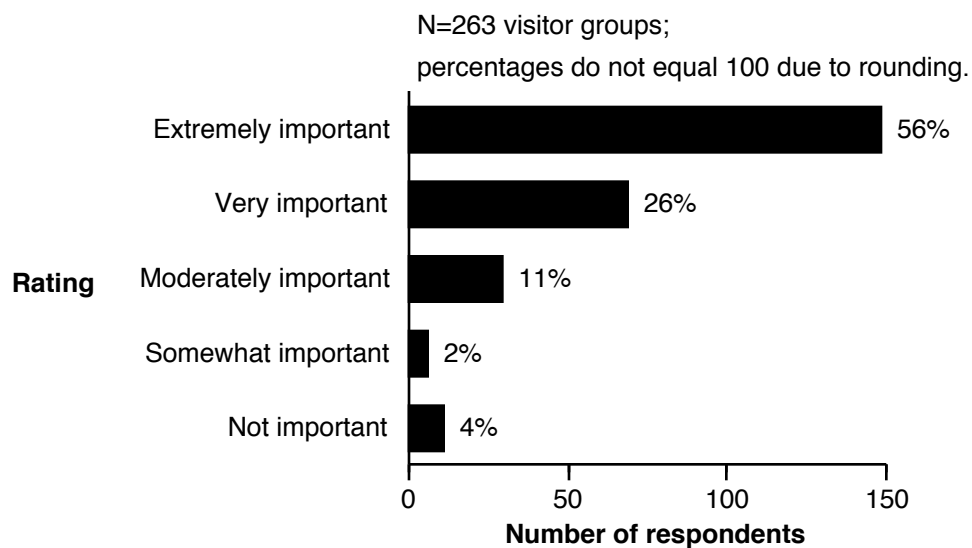


Figure 22: Importance of outside information exhibits

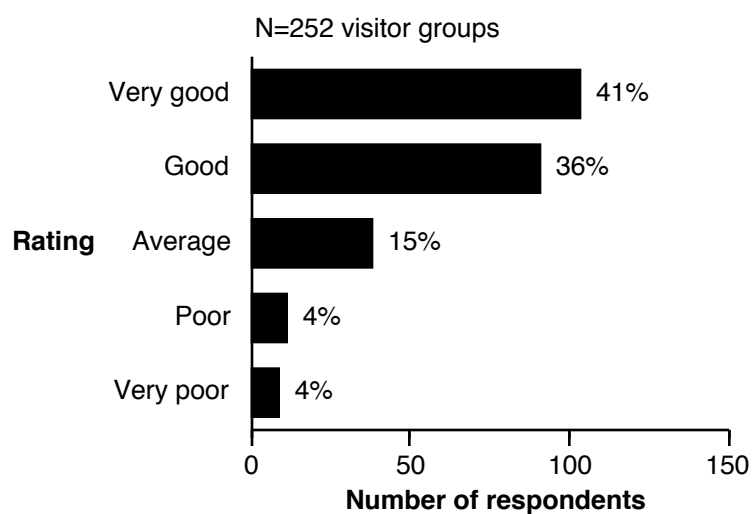


Figure 23: Quality of outside information exhibits

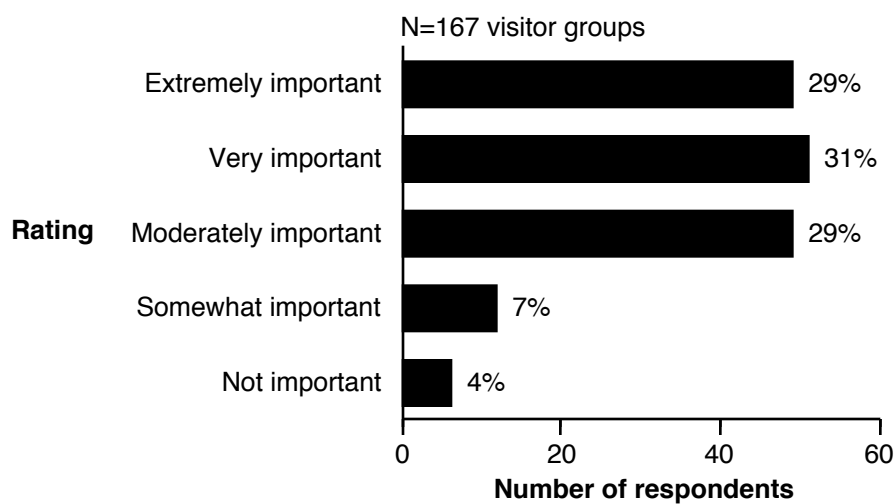


Figure 24: Importance of bookstore sales items

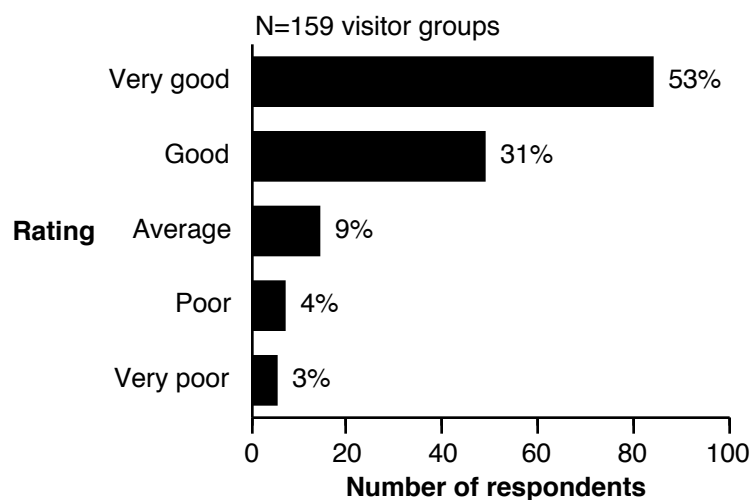


Figure 25: Quality of bookstore sales items

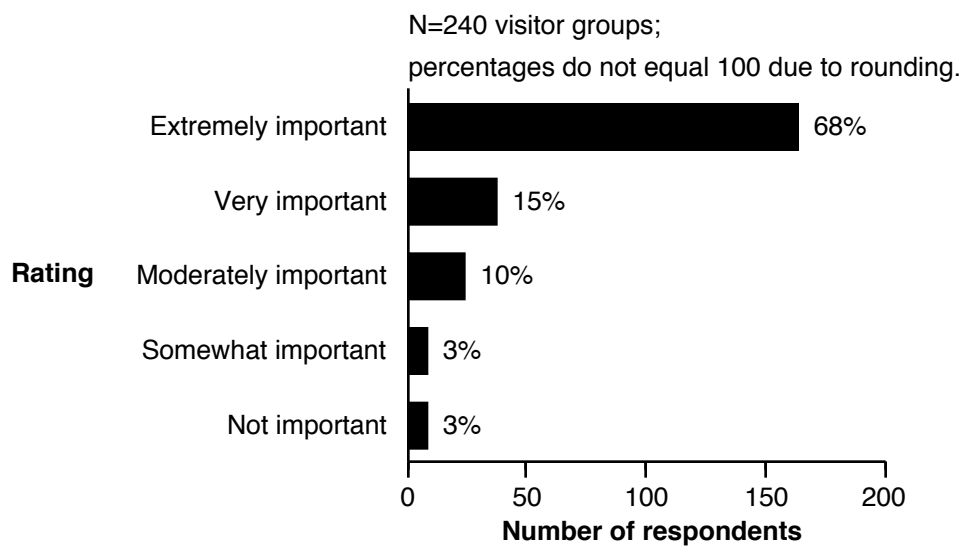


Figure 26: Importance of information from park employees

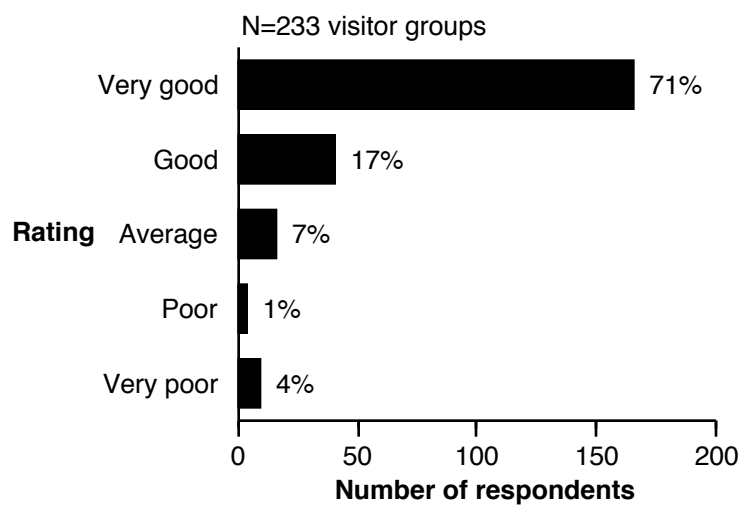


Figure 27: Quality of information from park employees

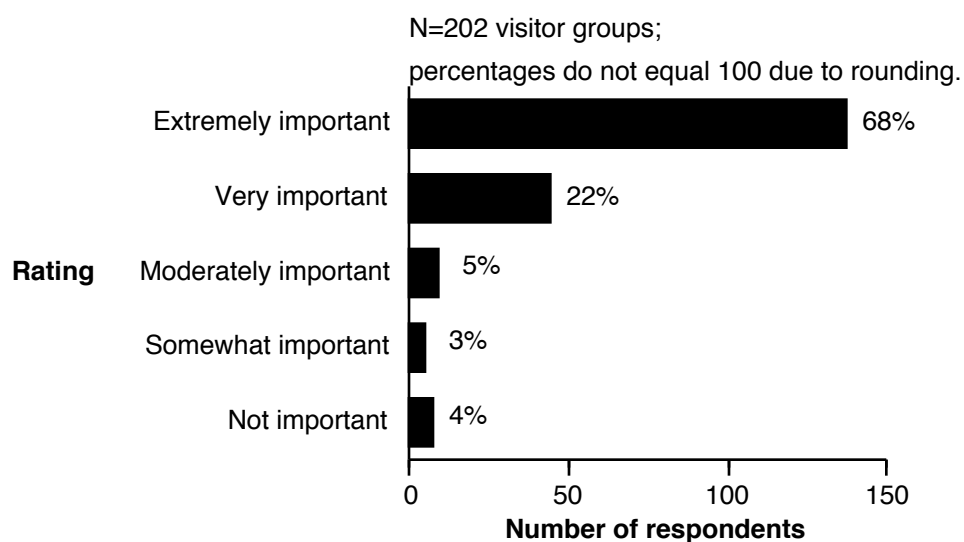


Figure 28: Importance of Henry Hill Walking Tour Trail

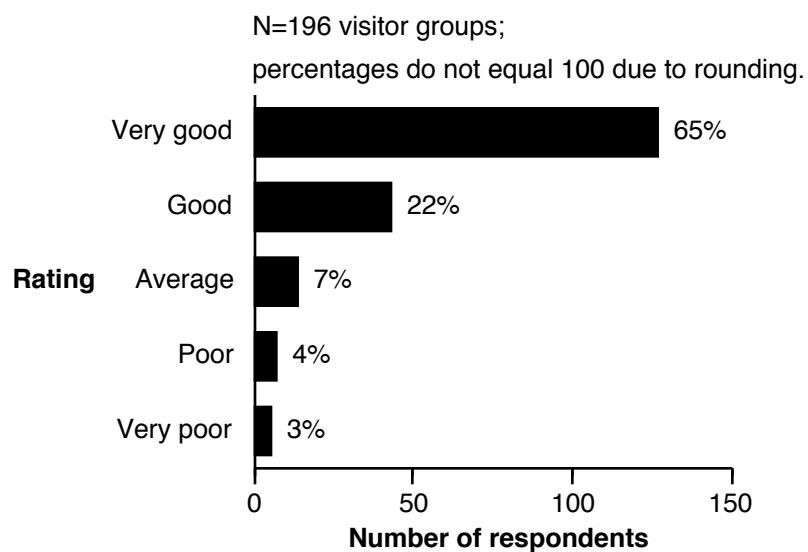


Figure 29: Quality of Henry Hill Walking Tour Trail

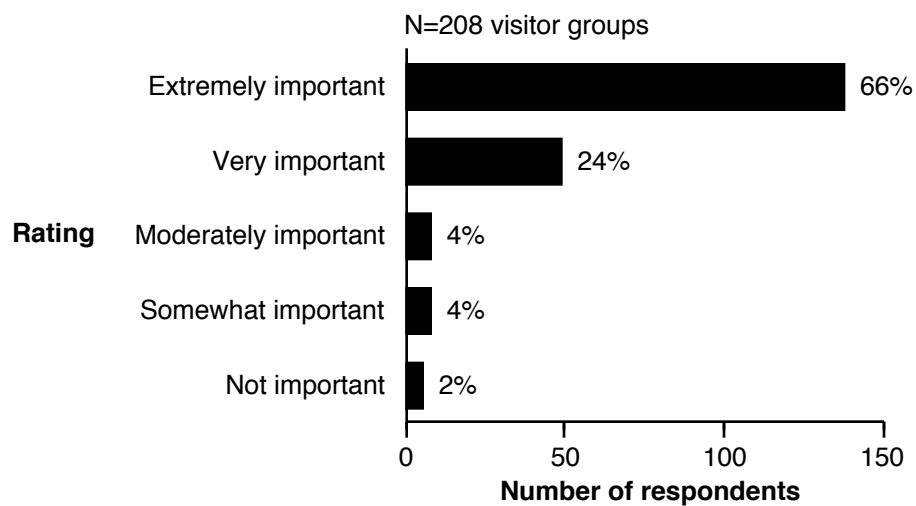


Figure 30: Importance of First Manassas Battlefield Trail (self-guided)

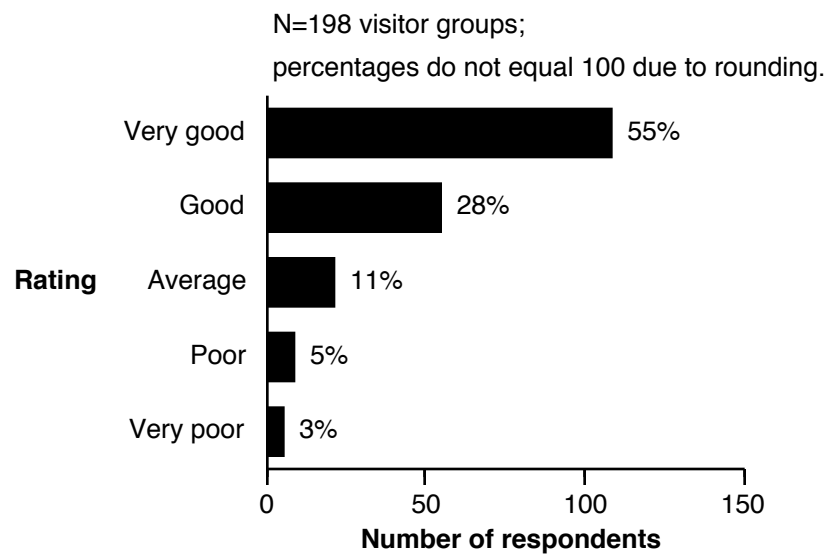


Figure 31: Quality of First Manassas Battlefield Trail (self-guided)

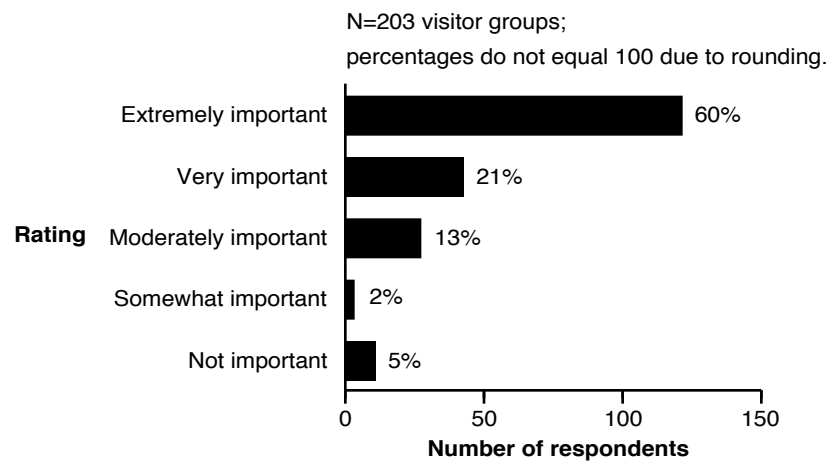


Figure 32: Importance of Second Manassas Battlefield Auto Tour

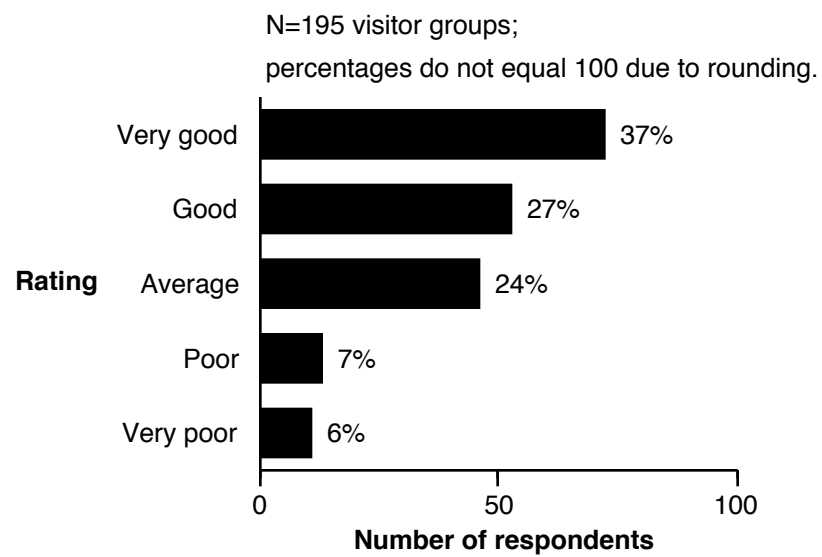


Figure 33: Quality of Second Manassas Battlefield Auto Tour

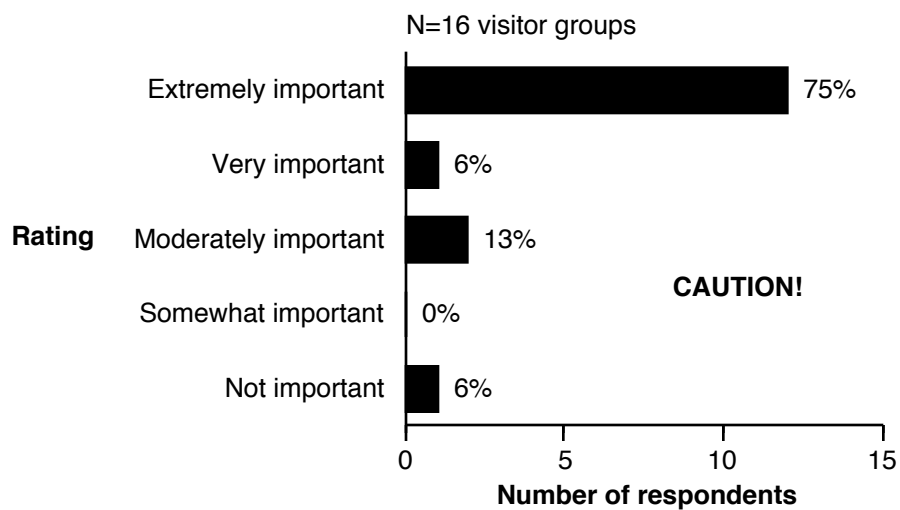


Figure 34: Importance of Second Manassas Van Tour

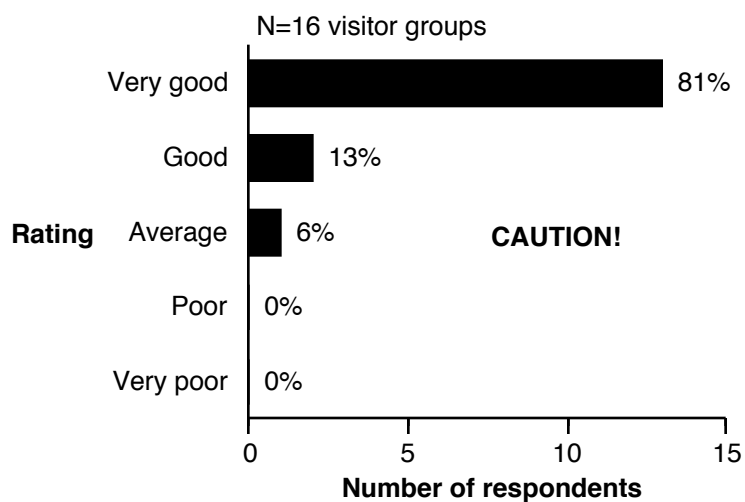


Figure 35: Quality of Second Manassas Van Tour

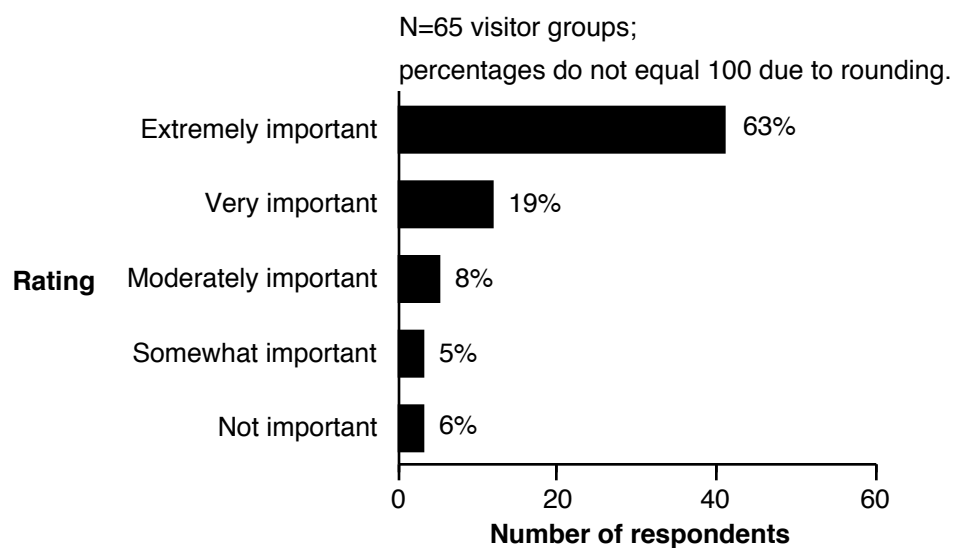


Figure 36: Importance of recreational trails

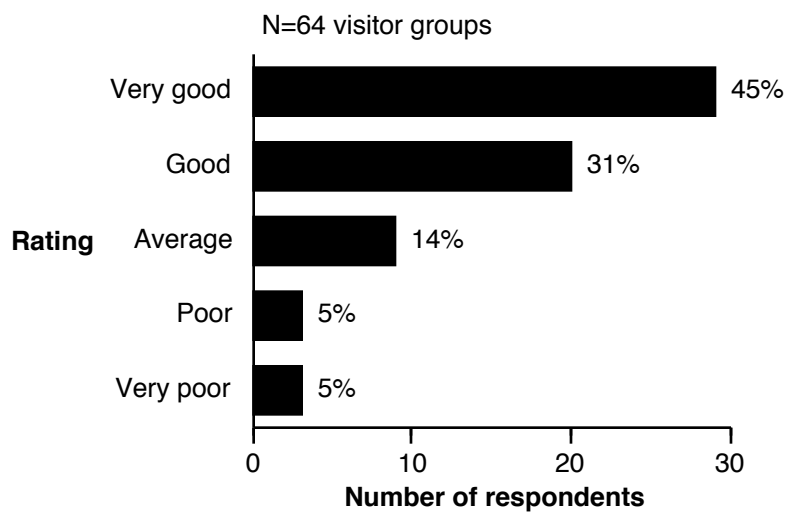


Figure 37: Quality of recreational trails

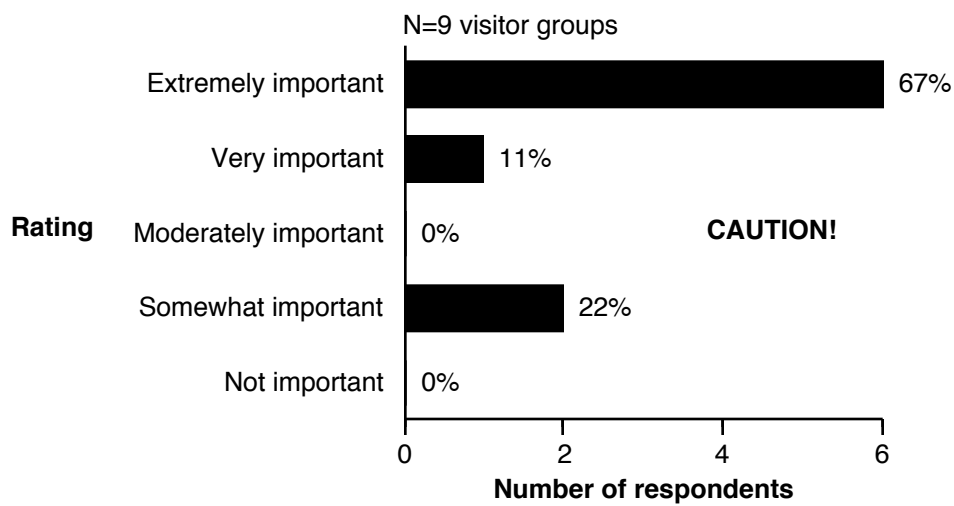


Figure 38: Importance of horseback riding trails

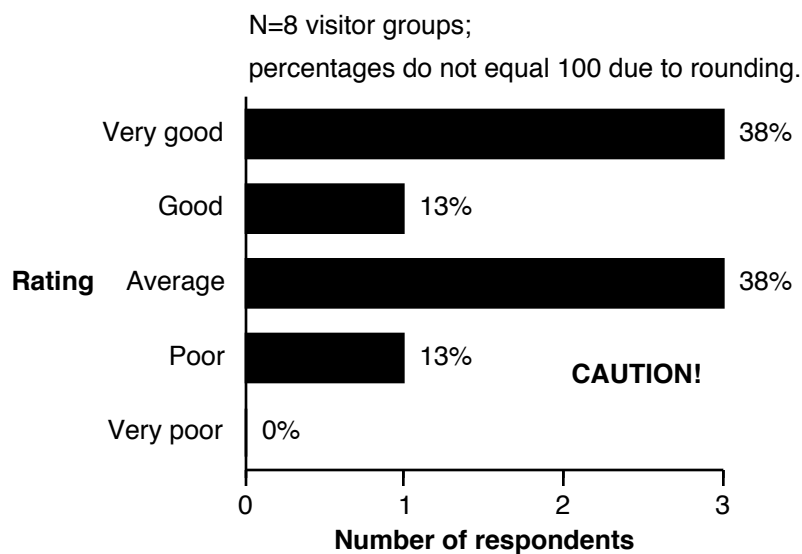


Figure 39: Quality of horseback riding trails

Expenditures

Visitors were asked to list their expenditures in the Manassas area during their visit. They were asked how much money they spent for lodging (motel, camping, etc.), travel (gas, rental car, bus, etc.), food (restaurant, groceries, etc.) and "other" items (souvenirs, film, gifts, etc.).

Many visitor groups (41%) spent up to \$50 in total expenditures in the Manassas area during this visit (see Figure 40). Thirty-one percent spent no money during their visit.

The largest proportion of visitors' money was spent for food and lodging (each 32%) in the park area, as shown in Figure 41.

Three-quarters of the visitors (75%) spent no money in the park area for lodging (see Figure 42). For travel, 42% of the visitor groups spent up to \$50 (see Figure 43). For food, 49% of the groups spent up to \$50 (see Figure 44). Half of the visitor groups (50%) spent up to \$50 for "other" items (see Figure 45).

The average visitor group expenditure in the park area during this visit was \$45. The average per capita expenditure was \$19. The median visitor group expenditure (i.e. 50% of the groups spent less; 50% spent more) was \$20.

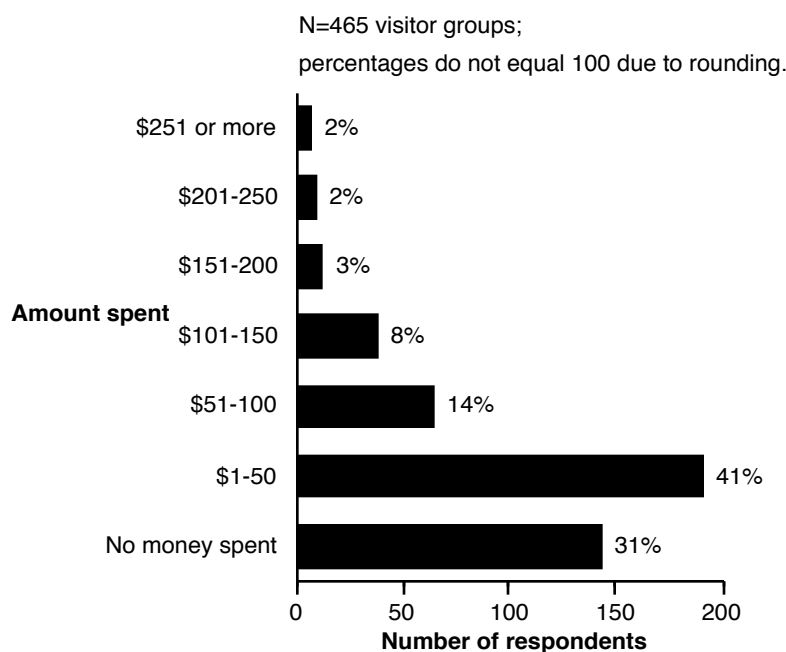


Figure 40: Total expenditures in the Manassas area

N=465 visitor groups;
percentages do not equal 100 due to rounding.

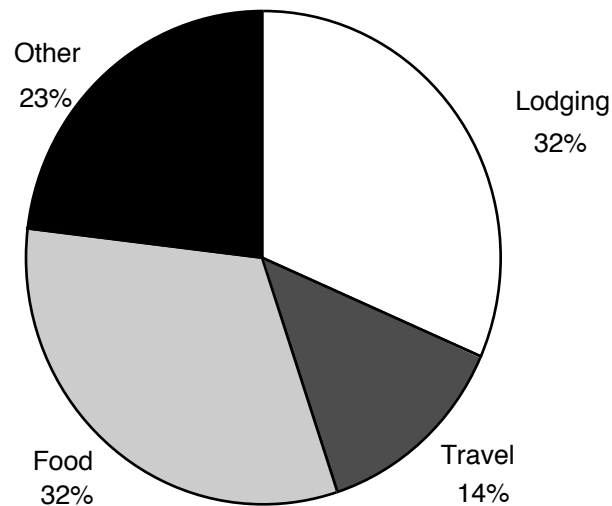


Figure 41: Expenditures by category

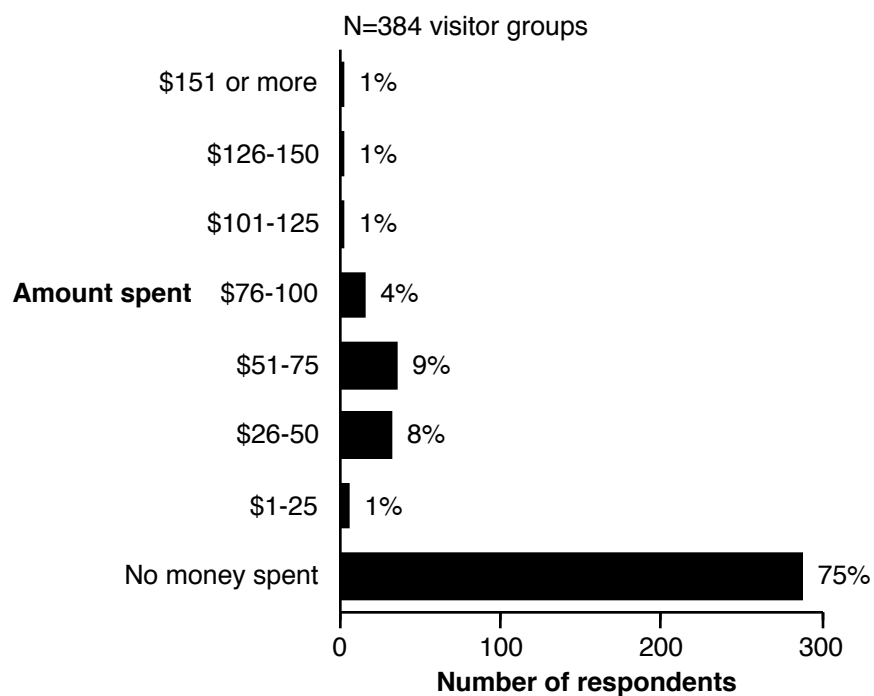
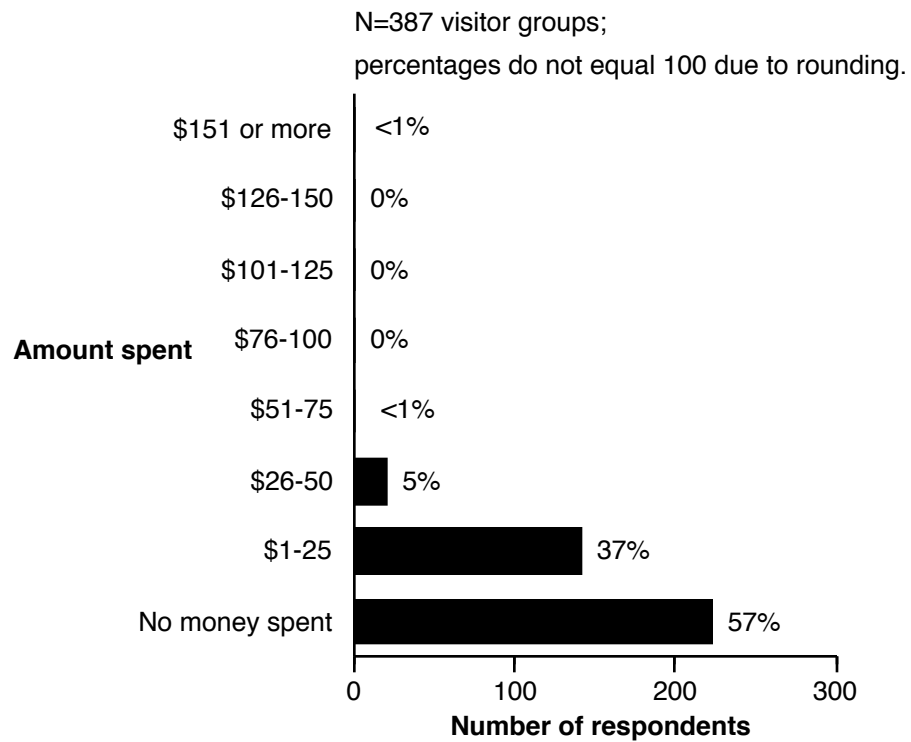
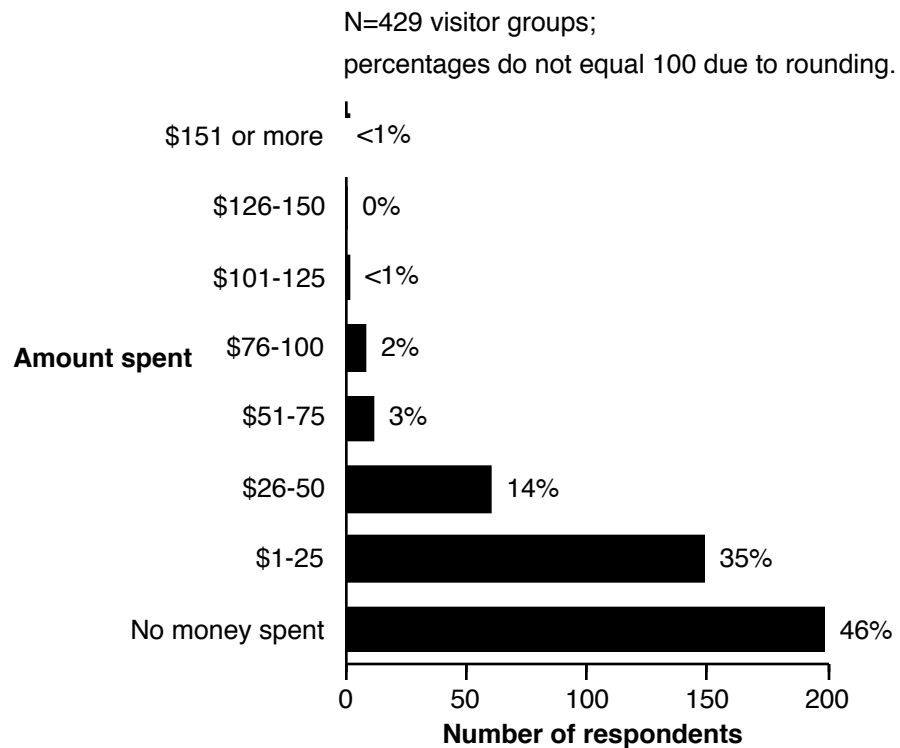


Figure 42: Lodging expenditures

**Figure 43: Travel expenditures****Figure 44: Food expenditures**

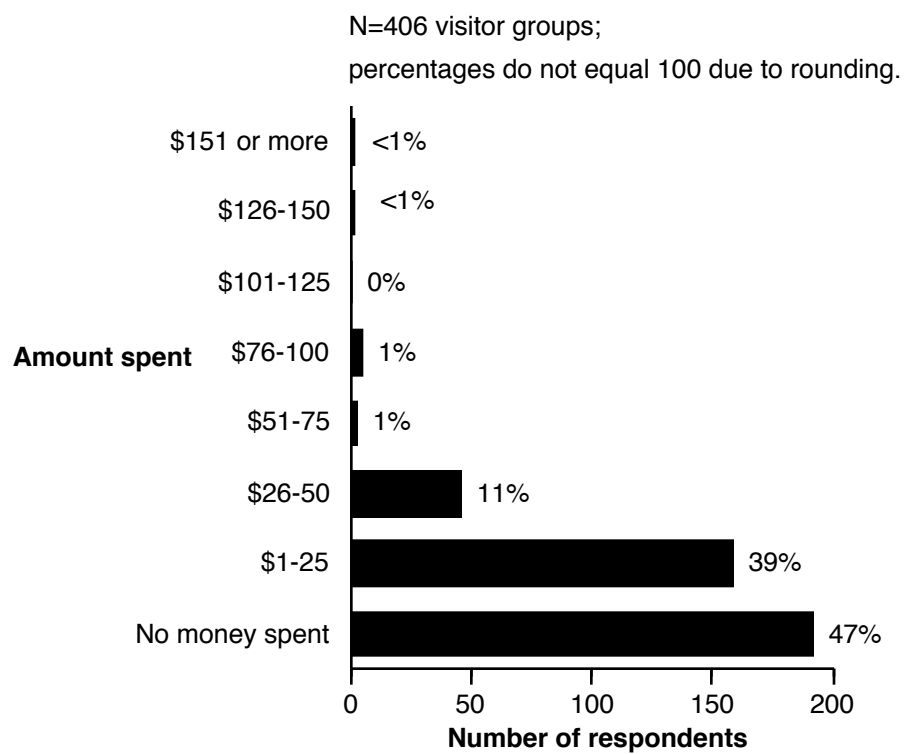


Figure 45: "Other" expenditures

**Use of
Second
Manassas
self-guided
auto
driving tour**

Visitors were asked if they took the Second Manassas self-guided auto driving tour on this visit. Half of the visitor groups (50%) answered "yes" (see Figure 46). Of those who took the auto tour, 57% did not complete the entire tour (see Figure 47). Reasons listed as to why visitors did not complete the tour included lack of time, weather conditions and poorly marked tour (see Table 6).

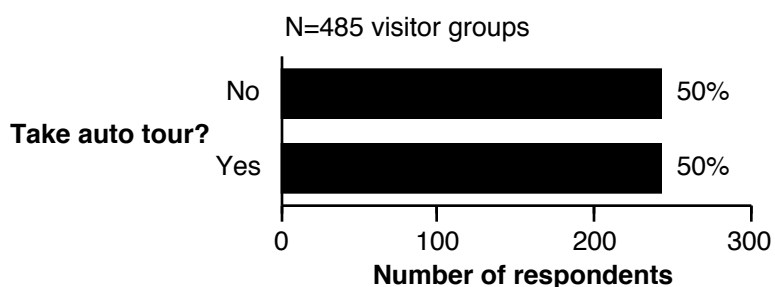


Figure 46: Use Second Manassas self-guided auto driving tour

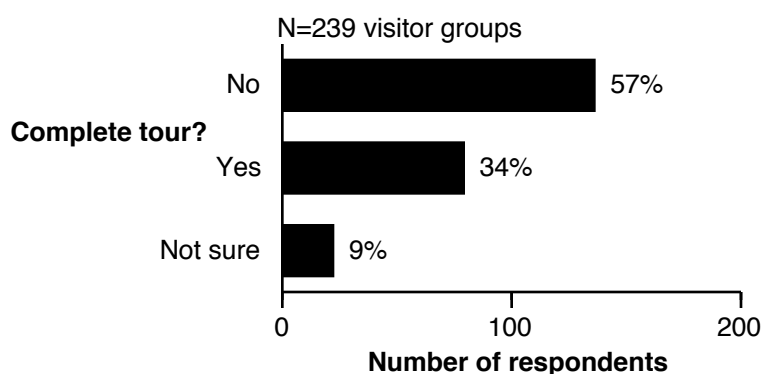


Figure 47: Complete entire auto driving tour?

Table 6: Reasons visitors did not complete auto tour

N=160 comments;
many visitors made more than one comment

Comment	Number of times mentioned
Lack of time	72
Weather conditions	29
Tour not well-marked	15
With children	8
Tired	7
Traffic	5
Too many stops	3
Stay too long in other places	3
Taken tour previously	3
Roads not maintained	2
Displays are not interesting	2
Too difficult to reach	2
Thought there were only 9 stops	2
Just passing through	2
Other comments	5

**Overall
rating of
service
quality**

Visitors were asked to rate the overall quality of the visitor services provided at Manassas during this visit. Many visitors (92%) said services were "good" or "very good" (see Figure 48). Less than one percent of visitors said the services were "very poor."

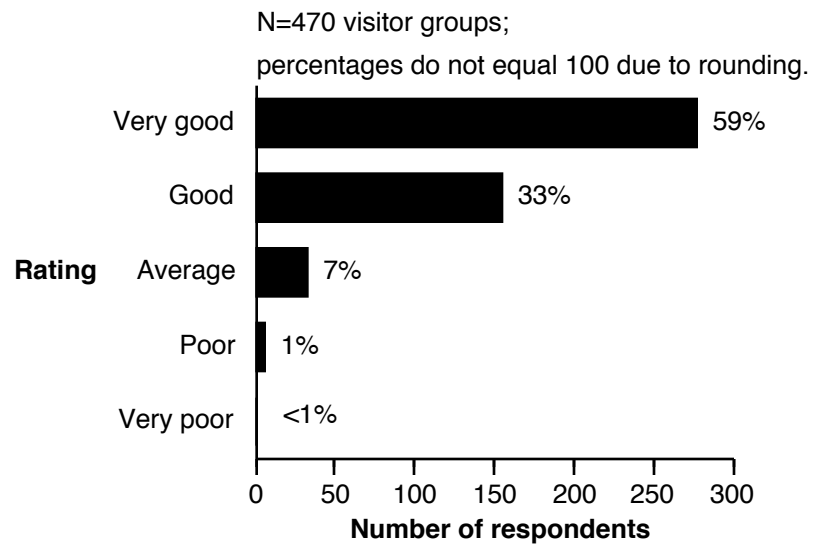


Figure 48: Overall quality rating of services

Visitors were asked, "What did you and your group like most about your visit to Manassas National Battlefield Park?" A summary of their comments appears below and in the appendix.

What visitors liked most

Visitors' likes

N=699 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Rangers/staff helpful or friendly	74
INTERPRETIVE SERVICES	
History	61
Visitor center / museum	37
Ranger-led tour	35
Slide show	31
Exhibits	30
Henry Hill walking tour	25
Henry Hill guided tour	24
Self-guided tours	14
Electric map	13
Auto tour	10
Informational signs	10
Ranger presentation	9
Map / brochure	6
Medical presentation / display at Stone House	6
Information available	6
Book store	4
Audio tape	3
Audio messages	3
Other comments	4
FACILITIES AND MAINTENANCE	
Trails	22
Easy access through park	6
Horse trail system	3
Picnic area	2
Other comments	4
POLICIES	
Lack of commercialism	3
Other comments	5

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Natural setting	37
Battlefield	37
Clean / well-maintained	21
Quiet / peaceful	20
Authenticity of the park	14
Hiking	13
Stone Bridge	12
Stone House	12
Interesting / educational	12
Beauty	11
Statues	9
Unfinished railroad	8
At your own pace	7
Wildlife	6
Openness	6
Everything	5
Well organized	4
Just being there	4
Henry Hill house	3
Nothing	2
Other comments	6

Visitors were asked, "What did you like least about your visit to Manassas National Battlefield Park?" A summary of their comments appears below and in the appendix.

What visitors liked least

Visitors' dislikes

N=399 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Unknowledgeable / rude rangers	6
Other comment	1
INTERPRETIVE SERVICES	
Auto tour difficult to follow	25
Lack of informational signs	13
Confused on walking tour	11
Auto tour	10
Poor quality informational signs	9
Poor quality maps	5
Information too general	5
Lack of van tours	5
Lack of exhibits	5
Poor quality slide show	5
Poor quality maps	4
Lack of children's activities	4
Not enough emphasis on Second Manassas Battle	2
Audio tape	2
Poor quality map	2
Other comments	10
FACILITIES AND MAINTENANCE	
Poor directional signs	22
Grounds not well-maintained	6
Poor quality restrooms	5
Trails not well-maintained	5
Difficult to locate park	4
Lack of drinking fountains	3
Poor quality roads	3
Lack of parking at Stone House	3
Lack of restrooms	2
Poison ivy	2
Other comments	10
CONCESSIONS	
Lack of souvenirs for sale	3
Limited food services	2

Comment	Number of times mentioned
POLICIES	
Commercialism nearby	9
Entrance fee	3
Stone House closed	2
Visitor center closed	2
Bicycles not allowed	2
Other comment	1
GENERAL IMPRESSIONS	
Heat	51
Traffic	37
Nothing	32
Not enough time	20
Rain	16
Insects	5
Unorganized	4
Lack of funding	3
Too many trees	2
Rude visitors	2
Other comments	16

Visitors were asked "If you were planning for the future of Manassas National Battlefield Park, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

Planning for the future

Planning for the future

N=588 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Period dress for rangers	8
More rangers on grounds	7
Employ more park rangers	4
Employ friendlier rangers	3
Other comments	3
INTERPRETIVE SERVICES	
More displays / exhibits	33
More re-enactments	28
More informational markers	27
Better directional signs	26
Offer more guided tours	25
More historical information	19
Offer more interpretive programs	15
Improve maps	13
Larger directional signs on auto tour	13
More van tours	12
Improve slide show	10
Offer more information on auto tour	10
Offer more interactive exhibits	7
Improve auto tour	6
Provide more information about park	5
Offer more activities	5
More detail about Second Manassas	5
More detailed information	5
Improve visitor center battle map	4
Provide color coded signs for each battle	4
Offer horseback tours	4
Offer tour bus	4
Improve audio tape	4
More audio exhibits	3
Other comments	10

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE	
Improve traffic flow	17
Expand visitor center	11
Better marked trails	9
Provide water fountains on the trails	8
Reconstruct more buildings	7
More hiking trails	6
Improve visitor center structure	6
Better directional signs on roads	6
More parking	4
Open Henry Hill house	4
More outdoor exhibits	4
More restrooms	3
Park should be more organized	3
More paved roads	3
Maintain trails	3
Better maintenance of grounds	2
Add campground	2
Other comments	12
CONCESSIONS	
More giftshop items	9
Expand bookstore sales	8
Provide food concessions	7
Offer bike rentals	2
Other comments	2
POLICIES	
Reduce speed limit	6
Control traffic	3
Expand park hours	3
Do not charge entrance fees	2
More enforcement	2
Other comments	3
RESOURCE MANAGEMENT	
Less development	29
Manage for wildlife	19
Stress preservation	17
Cut trees	6
Plant trees	3
Other comments	6
GENERAL IMPRESSIONS	
Don't change anything	21
Other comments	8

Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments about Manassas National Battlefield Park and the surrounding area are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Comment Summary

Visitor Comment Summary

N=449 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Staff/rangers helpful, friendly	28
Rude rangers/ park staff	3
INTERPRETIVE SERVICES	
Offer more information	6
Enjoyed ranger presentation	6
Improve maps	3
Enjoyed exhibits	3
Enjoyed map / brochure	3
Advertise more	3
Offer more van tours	2
Boring audio tape	2
Enjoyed bookstore	2
Other comments	17
FACILITIES AND MAINTENANCE	
Park clean/well kept	10
Mark trails better	3
Well maintained roads	3
Better maintenance of park	2
Better directional signs	2
Offer more parking	2
Other comments	8
RESOURCE MANAGEMENT	
Preserve the park	21
Limit commercialism	7
Enjoyed wildlife	2
Park is not commercialized	2
Other comments	2

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Enjoyed visit	60
Moved by history	50
Thank you	32
Will return	26
Educational / interesting	21
Live near the park	13
Park is a special place	12
Wish we had more time	11
Beautiful	10
NPS is doing good job	9
Keep up good work	8
Hot weather	8
Enjoyed scenery	7
Great for children	6
Make park more interesting	4
Disappointed in park	4
Encourage winter use	3
Park is authentic	3
Will not return	3
Would not recommend park to friends	3
Peaceful	2
Did not seem crowded	2
Traffic is a problem	2
Do not change anything	2
Other comments	6

Manassas National Battlefield Park Additional Analysis

The Visitor Services Project (VSP) staff offer the opportunity to learn more from VSP visitor study data.

Additional Analysis:

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|---------------------------------|------------------------------|--------------------------|
| * Reasons for visiting | • Country of residence | • Service quality |
| • Length of stay | • State of residence | • Total expenditures |
| • Routes used to arrive at park | • Number of visits | • Lodging expenditures |
| • Sites visited | • 2nd Manassas auto tour use | • Travel expenditures |
| • Activities | • Locating the park | • Food expenditures |
| • Group size | • Source of information | • "Other" expenditures |
| • Group type | • Service use | • Overall quality rating |
| • Age | • Service importance | |

Database:

A database is being created containing all the VSP visitor studies results from 1988 through the present. The database will be operational in April 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:mail, e:mail or fax and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those across the nation, or within a specific region, with other natural areas, or sorted in many other ways.

Phone/send requests to:

**Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133
208-885-7863
FAX: 208-885-6226**

QUESTIONNAIRE

NPS D-30

April 1996



Printed on recycled paper

Manassas National Battlefield Park

Visitor Study

Summer 1995

Appendix

Kristin FitzGerald
Margaret Littlejohn

VSP Report 80

March 1996

This volume contains summaries of visitors' comments for Questions 15, 16, 17, and 18. Each summary is followed by their unedited comments.

Margaret Littlejohn is VSP Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. Kristin FitzGerald is a Research Associate for the VSP. We thank John Mahoney and the staff of Manassas National Battlefield Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitors' likes

N=699 comments;
many visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Rangers/staff helpful or friendly	74
INTERPRETIVE SERVICES	
History	61
Visitor center / museum	37
Ranger-led tour	35
Slide show	31
Exhibits	30
Henry Hill walking tour	25
Henry Hill guided tour	24
Self-guided tours	14
Electric map	13
Auto tour	10
Informational signs	10
Ranger presentation	9
Map / brochure	6
Medical presentation / display at Stone House	6
Information available	6
Book store	4
Audio tape	3
Audio messages	3
Other comments	4
FACILITIES AND MAINTENANCE	
Trails	22
Easy access through park	6
Horse trail system	3
Picnic area	2
Other comments	4
POLICIES	
Lack of commercialism	3
Other comments	5

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Natural setting	37
Battlefield	37
Clean / well-maintained	21
Quiet / peaceful	20
Authenticity of the park	14
Hiking	13
Stone Bridge	12
Stone House	12
Interesting / educational	12
Beauty	11
Statues	9
Unfinished railroad	8
At your own pace	7
Wildlife	6
Openness	6
Everything	5
Well organized	4
Just being there	4
Henry Hill house	3
Nothing	2
Other comments	6

Visitor dislikes

N=399 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Unknowledgeable / rude rangers	6
Other comment	1
INTERPRETIVE SERVICES	
Auto tour difficult to follow	25
Lack of informational signs	13
Confused on walking tour	11
Auto tour	10
Poor quality informational signs	9
Poor quality maps	5
Information too general	5
Lack of van tours	5
Lack of exhibits	5
Poor quality slide show	5
Poor quality maps	4
Lack of children's activities	4
Not enough emphasis on Second Manassas Battle	2
Audio tape	2
Poor quality map	2
Other comments	10
FACILITIES AND MAINTENANCE	
Poor directional signs	22
Grounds not well-maintained	6
Poor quality restrooms	5
Trails not well-maintained	5
Difficult to locate park	4
Lack of drinking fountains	3
Poor quality roads	3
Lack of parking at Stone House	3
Lack of restrooms	2
Poison ivy	2
Other comments	10
CONCESSIONS	
Lack of souvenirs for sale	3
Limited food services	2

Comment	Number of times mentioned
POLICIES	
Commercialism nearby	9
Entrance fee	3
Stone House closed	2
Visitor center closed	2
Bicycles not allowed	2
Other comment	1
GENERAL IMPRESSIONS	
Heat	51
Traffic	37
Nothing	32
Not enough time	20
Rain	16
Insects	5
Unorganized	4
Lack of funding	3
Too many trees	2
Rude visitors	2
Other comments	16

Planning for the future

N=588 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
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Employ more park rangers	4
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Other comments	3
INTERPRETIVE SERVICES	
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Offer more interactive exhibits	7
Improve auto tour	6
Provide more information about park	5
Offer more activities	5
More detail about Second Manassas	5
More detailed information	5
Improve visitor center battle map	4
Provide color coded signs for each battle	4
Offer horseback tours	4
Offer tour bus	4
Improve audio tape	4
More audio exhibits	3
Other comments	10

Comment	Number of times mentioned
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Provide water fountains on the trails	8
Reconstruct more buildings	7
More hiking trails	6
Improve visitor center structure	6
Better directional signs on roads	6
More parking	4
Open Henry Hill house	4
More outdoor exhibits	4
More restrooms	3
Park should be more organized	3
More paved roads	3
Maintain trails	3
Better maintenance of grounds	2
Add campground	2
Other comments	12
CONCESSIONS	
More giftshop items	9
Expand bookstore sales	8
Provide food concessions	7
Offer bike rentals	2
Other comments	2
POLICIES	
Reduce speed limit	6
Control traffic	3
Expand park hours	3
Do not charge entrance fees	2
More enforcement	2
Other comments	3
RESOURCE MANAGEMENT	
Limit development	29
Manage for wildlife	19
Stress preservation	17
Cut trees	6
Plant trees	3
Other comments	6
GENERAL IMPRESSIONS	
Don't change anything	21
Other comments	8

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many visitors made more than one comment.

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Enjoyed ranger presentation	6
Improve maps	3
Enjoyed exhibits	3
Enjoyed map / brochure	3
Advertise more	3
Offer more van tours	2
Boring audio tape	2
Enjoyed bookstore	2
Other comments	17
FACILITIES AND MAINTENANCE	
Park clean/well kept	10
Mark trails better	3
Well maintained roads	3
Better maintenance of park	2
Better directional signs	2
Offer more parking	2
Other comments	8
RESOURCE MANAGEMENT	
Preserve the park	21
Limit commercialism	7
Enjoyed wildlife	2
Park is not commercialized	2
Other comments	2

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Enjoyed visit	60
Moved by history	50
Thank you	32
Will return	26
Educational / interesting	21
Live near the park	13
Park is a special place	12
Wish we had more time	11
Beautiful	10
NPS is doing good job	9
Keep up good work	8
Hot weather	8
Enjoyed scenery	7
Great for children	6
Make park more interesting	4
Disappointed in park	4
Encourage winter use	3
Park is authentic	3
Will not return	3
Would not recommend park to friends	3
Peaceful	2
Did not seem crowded	2
Traffic is a problem	2
Do not change anything	2
Other comments	6
