



Chickamauga and Chattanooga National Military Park Visitor Study

Summer 2014



ON THE COVER

Ranger and youth visitors on the Chickamauga Battlefield.

Photograph courtesy of Chickamauga and Chattanooga National Military Park

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Summer 2014

SESRC Technical Report 15-015

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Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

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Executive Summary

This visitor study report profiles a systematic random sample of Chickamauga and Chattanooga National Military Park visitors during July 22-28, 2014. A total of 645 questionnaires were distributed to visitor groups. Of those, 331 questionnaires were returned, resulting in a 51.3% response rate.

| | |
|--|---|
| Group size and type | Thirty-eight percent of visitor groups consisted of two people and 36% were visiting in groups of three or four. Seventy-three percent of visitor groups consisted of family groups. |
| State or country of residence | United States visitors were from 33 states and comprised 98% of total visitation during the survey period, with 23% from Tennessee and 21% from Georgia. There were too few international visitors to provide reliable data. |
| Frequency of visits | For 69% of visitors, this was their first visit to the park in their lifetime. Fourteen percent of visitors visit the park once a year and 11% visit the park several times a year. |
| Age, ethnicity, race, educational level, and income level | Thirty-three percent of visitors were ages 46 to 65 years, 24% were 26 to 45 years old, 24% were ages 15 years or younger, and 11% were 66 years or older. Fifty-three percent of visitors were male and 47% were female. One percent were Hispanic or Latino. Ninety-five percent of visitors were White and 2% were Asian. Thirty-three percent of respondents had completed a bachelor's degree and 31% had a graduate degree. Fifty-one percent of respondents reported an income level of \$50,000-\$149,999. Forty percent of visitor groups had two people in their household. |
| Physical conditions | Six percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services. |
| Park as destination | During the on-site interview 53% of visitor groups said the park was their primary destination, 39% of visitor groups said the park was one of several destinations, and 8% of visitor groups said the park was not a planned destination. |
| Adequacy of directional signs | Fifty-six percent of visitor groups felt the interstate signs to the park were adequate and 58% felt the state highway signs directing them to the park adequate. Sixty-six percent of visitor groups felt the signs in local communities were adequate and 67% felt the Battlefield Tour Route signs were adequate. |
| Routes used to reach park | Forty-eight percent of visitor groups used Interstate 75 and 39% used Interstate 24 to reach the park. |
| Length of visit to battlefield sites | Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 2.9 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 1.9 days. |
| Local attractions visited | Sixty-four percent of visitor groups visited other local attractions on this visit. Of those visitor groups that visited other local attractions, 52% visited Chattanooga Riverwalk, 48% visited Rock City, and 44% visited Ruby Falls. |

Executive Summary (continued)

| | |
|---|--|
| Sites visited | The most common sites visited in the park were Chickamauga Battlefield Visitor Center (64%), Recreation Field (52%), and Point Park (46%). Seventy percent of visitor groups visited the Chickamauga Battlefield Visitor Center first. |
| Activities on this visit | The most common activities were visiting visitor centers (75%), hiking/walking/jogging (53%), and taking self-guided tour other than cell phone tour (44%). |
| Ranger-led programs/talks | Twenty-five percent of visitor groups participated in ranger-led programs/talks during this visit. Forty percent of visitor groups attended the guided walk at Lookout Mt. Battlefield. |
| Topics learned on this visit | Eighty-four percent of visitor groups learned about events of the Civil War via park films/exhibits/ranger programs during this visit to the park and 76% learned about events of the campaign for Chattanooga. |
| Use of park bookstore | Fifty-five percent of visitor groups visited the park bookstore. Eight percent of visitor groups had sales items that they would have liked to purchase that were not available. |
| Visitor services and facilities | The visitor services and facilities most often used by visitor groups were restrooms (69%), visitor center at Chickamauga Battlefield (63%), and indoor exhibits (62%). |
| Interaction with park rangers | Seventy-three percent of visitor groups had a personal interaction with a park ranger during this visit. |
| Methods of learning about the park on a future visit | Seventy-five percent of visitor groups were interested in learning about the park on a future visit. |
| Overall quality | Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Chickamauga and Chattanooga NMP as “very good” or “good.” One percent of groups rated the overall quality as “very poor” and no visitor group rate the overall quality as “poor.” |

For more information about the Social and Economic Sciences Research Center (SESRC), please contact the SESRC at 509.335.1511 or the following website <http://www.sesrc.wsu.edu/>.

Acknowledgements

We thank Cynthia Jette for assisting with compiling the report, Doug Eury and Rita Koontz for overseeing the fieldwork, and the staff and volunteers of Chickamauga and Chattanooga NMP for assisting with the survey.

About the Authors

Matt Strawn is a Study Director at the Social and Economic Sciences Research Center, at Washington State University. Yen Le, Ph.D., is Director of the Social and Economic Sciences Research Center, at Washington State University.

Introduction

This report describes the results of a visitor study at Chickamauga and Chattanooga National Military Park in Fort Oglethorpe, Georgia, conducted July 22-28, 2014 by the National Park Service (NPS) and the Social and Economic Sciences Research Center at Washington State University.

As described in the National Park Service website for Chickamauga and Chattanooga NMP, “In north Georgia and south Tennessee, Union and Confederate armies clashed during the fall of 1863 in some of the hardest fighting of the Civil War. The prize was Chattanooga, a key rail center and the gateway to the heart of the Confederacy.” (www.nps.gov/chch, retrieved March 2015).

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.

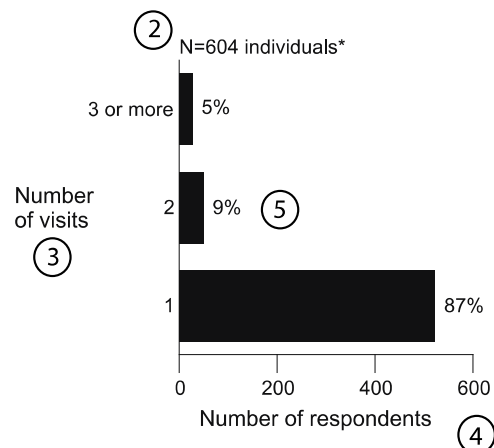
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

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 questionnaires follow design principles outlined in Don A. Dillman's book *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (2014). 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 six sites during July 22-28, 2014. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. Table 1 shows the six locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 658 visitor groups were contacted and 645 of these groups (98%) accepted questionnaires. Questionnaires were completed and returned by 331 respondents, resulting in a 51.3% response rate for this study.

Table 1. Questionnaire distribution

| Sampling site | Distributed* | | Returned | | Returned % of total |
|---------------------------------|--------------|-------|------------|-----------|------------------------|
| | N | % | N | % by site | |
| Bragg Reservation | 4 | 0.6% | 2 | 50.0% | 0.3% |
| Chickamauga visitor center | 279 | 43.3% | 146 | 52.3% | 22.6% |
| Cravens House | 42 | 6.5% | 22 | 52.4% | 3.4% |
| Lookout Mountain visitor center | 217 | 33.6% | 116 | 53.5% | 18.0% |
| Signal Point | 51 | 7.9% | 18 | 35.3% | 2.8% |
| Wilder Brigade Monument | 52 | 8.1% | 27 | 51.9% | 4.2% |
| Total | 645 | | 331 | | 51.3% |

* total percentages do not equal 100 due to rounding

Questionnaire design

The Chickamauga and Chattanooga NMP questionnaire was developed at a workshop held with park staff to design and prioritize questions. Some of the questions were comparable with SESRC studies conducted at other parks while others were customized for Chickamauga and Chattanooga NMP. 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 Chickamauga and Chattanooga NMP 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 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Just over ten weeks after the survey, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

| Mailing | Date mailed | U.S. | International | Total |
|-----------------------------|--------------------|-------------|----------------------|--------------|
| Postcards | August 11, 2014 | 621 | 10 | 631 |
| 1 st replacement | August 25, 2014 | 429 | 4 | 433 |
| 2 nd replacement | October 2, 2014 | 348 | 3 | 351 |

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), IBM SPSS Statistics and R.

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 22-28, 2014. 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 was mostly sunny and hot, with a few humid, foggy, and overcast days.

No special events occurred in the area that would 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 participant's home and its proximity to the park. Respondents and non-respondents were found to be significantly different in age and distance from the park (see Table 3 - Table 6). Respondents at younger age ranges (especially 50 and younger) and visitors living within 50 miles of the park may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

| Variable | Respondents | Non-respondents | p-value (t-test) |
|-----------------|--------------------|------------------------|-------------------------|
| Age (years) | 50.80 (N=322) | 44.86 (N=310) | <0.001 |
| Group size | 3.19 (N=310) | 3.24 (N=290) | 0.725 |

Table 4. Comparison of respondents and non-respondents by group type

| Group type | Respondents | Non-respondents | p-value (chi-square) |
|--------------------|--------------------|------------------------|-----------------------------|
| Alone | 23 (7%) | 26 (9%) | 0.412 |
| Family | 241 (76%) | 220 (73%) | |
| Friends | 31 (10%) | 38 (13%) | |
| Family and friends | 24 (8%) | 16 (5%) | |

Table 5. Comparison of respondents and non-respondents by primary destination

| Destination | Respondents | Non-respondents | p-value (chi-square) |
|-------------------------------------|--------------------|------------------------|-----------------------------|
| Park as primary destination | 177 (54%) | 158 (51%) | 0.377 |
| Park as one of several destinations | 128 (39%) | 121 (39%) | |
| Unplanned visit | 23 (7%) | 31 (10%) | |

Table 6. Comparison of respondents and non-respondents by distance from home to park

| Destination | Respondents | Non-respondents | p-value (chi-square) |
|------------------------|--------------------|------------------------|-----------------------------|
| Within 50 miles | 72 (22%) | 102 (34%) | <0.01 |
| 51-100 miles | 37 (11%) | 36 (12%) | |
| 101-200 miles | 50 (15%) | 51 (17%) | |
| 201 miles or more | 163 (49%) | 110 (37%) | |
| International visitors | 8 (2%) | 2 (1%) | |

Results

Group and Visitor Characteristics

Visitor group size

Question 20b

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

Results

- 38% of visitor groups consisted of two people (see Figure 1).
- 36% were in groups of three or four.

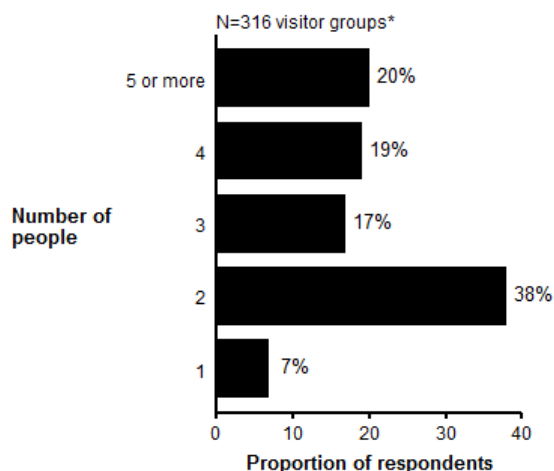


Figure 1. Visitor group size

Visitor group type

Question 20a

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

Results

- 73% of visitor groups consisted of family groups (see Figure 2).
- 10% were friends.
- “Other” groups (2%) listed were:

Boy Scouts of America
Deaf
Dogs
Military
Scouts and family
Trail Life USA Troop
Volunteer

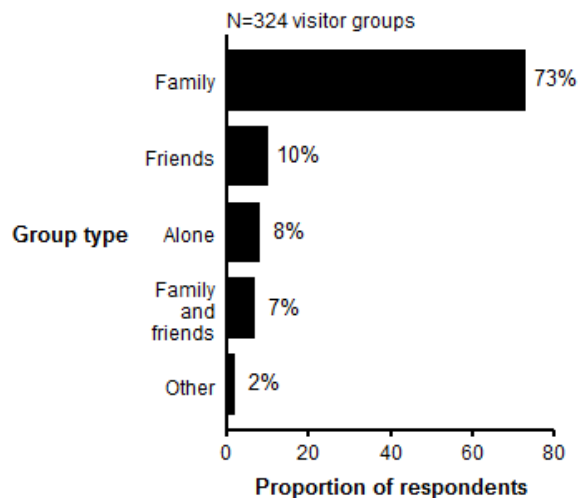


Figure 2. Visitor group type

*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 20c

On this visit, were you with an organized group (guided tour/school/club/church)?

Results

- 4% of visitor groups were with an organized group (see Figure 3).

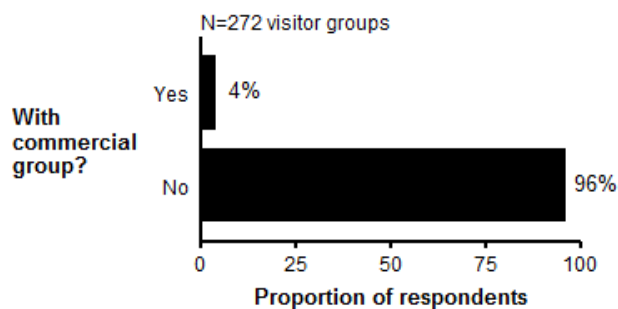


Figure 3. Visitors with an organized group

Question 20c

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 4).

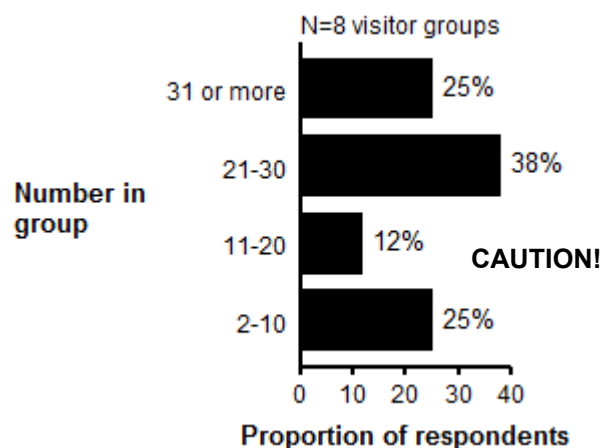


Figure 4. Organized group size

*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 21c**

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 33 states and comprised 98% of total visitation to the park during the survey period.
- 23% of U.S. visitors came from Tennessee (see Table 7 and Figure 5).
- 21% came from Georgia.
- Smaller proportions came from 31 other states.

Table 7. United States visitors by state of residence

| State | Number of visitors | Percent of U.S. visitors N=891 individuals* | Percent of total visitors N=906 individuals |
|-----------------|--------------------|---|---|
| Tennessee | 206 | 23 | 23 |
| Georgia | 185 | 21 | 20 |
| Florida | 72 | 8 | 8 |
| Illinois | 48 | 5 | 5 |
| Alabama | 36 | 4 | 4 |
| Texas | 30 | 3 | 3 |
| North Carolina | 28 | 3 | 3 |
| Ohio | 27 | 3 | 3 |
| South Carolina | 23 | 3 | 3 |
| 24 other states | 236 | 26 | 26 |

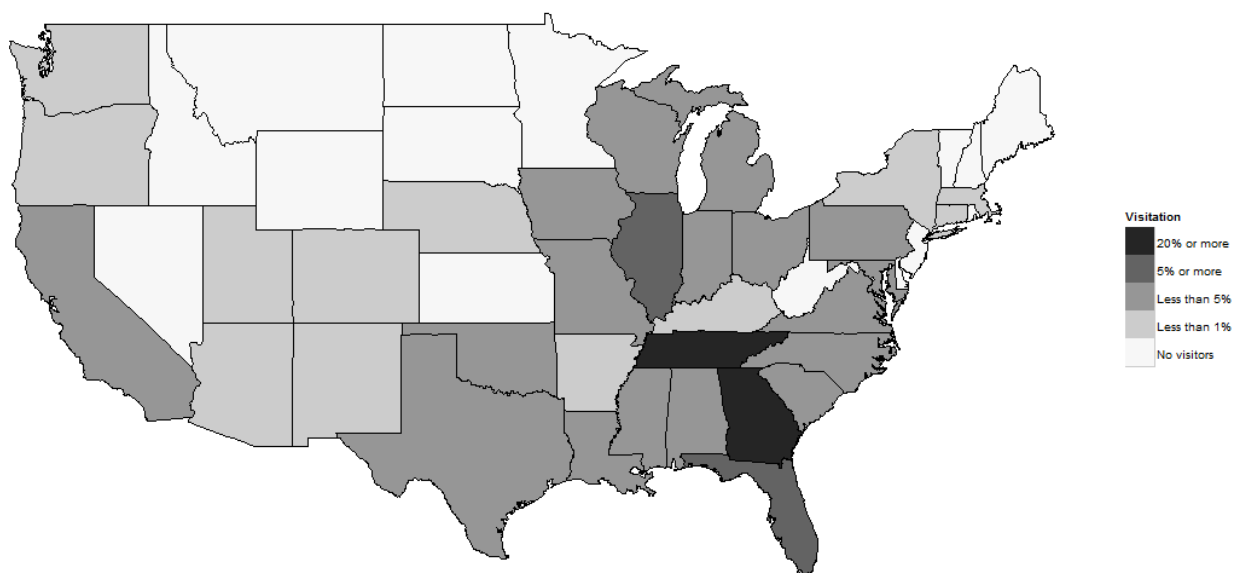


Figure 5. United States visitors by state of residence

*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 Georgia and adjacent states by county of residence

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

Table 8. Visitors from Georgia and adjacent states by county of residence

Results

- Visitors from Georgia and adjacent states were from 108 counties and comprised 60% of the total U.S. visitation to the park during the survey period.
- 17% came from Hamilton, TN (see Table 8).
- 7% came from Walker, GA.
- Smaller proportions of visitors came from 106 other counties in Georgia and adjacent states.

| County, State | Number of visitors | Percent GA counties and adjacent N=537 | Percent total visitors N=906 |
|-------------------|--------------------|--|------------------------------|
| Hamilton, TN | 89 | 17 | 10 |
| Walker, GA | 37 | 7 | 4 |
| Bradley, TN | 17 | 3 | 2 |
| Catoosa, GA | 17 | 3 | 2 |
| Gwinnett, GA | 12 | 2 | 1 |
| Rutherford, TN | 12 | 2 | 1 |
| Seminole, FL | 12 | 2 | 1 |
| Floyd, GA | 10 | 2 | 1 |
| Williamson, TN | 10 | 2 | 1 |
| 99 other counties | 321 | 60 | 35 |

International visitors by country of residence

Question 21c

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

Table 9. International visitors by country of residence – **CAUTION!**

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

Results –**CAUTION!**

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

| Country | Number of visitors | Percent of international visitors N=15 individuals* | Percent of total visitors N=906 individuals |
|-------------|--------------------|---|---|
| Australia | 4 | 27 | <1 |
| Canada | 4 | 27 | <1 |
| Turkey | 3 | 20 | <1 |
| Japan | 1 | 7 | <1 |
| New Zealand | 1 | 7 | <1 |
| Sweden | 1 | 7 | <1 |
| Switzerland | 1 | 7 | <1 |

*total percentages do not equal 100 due to rounding

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

Frequency of visits to park

Question 21d

For you and your personal group, how often do you visit Chickamauga and Chattanooga NMP (including this visit)?

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

Results

- 69% of visitors were visiting the park for the first time (see Figure 6).
- 14% visited once a year.

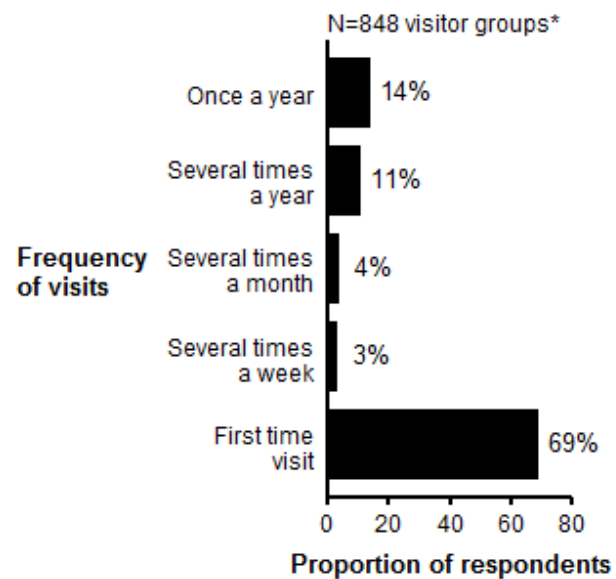


Figure 6. Frequency of visits to park

*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 21b

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.
- 33% of visitors were 46 to 65 years old (see Figure 7).
- 24% were 15 years or younger.
- 24% were 26-45 years old.
- 11% were 66 years or older.

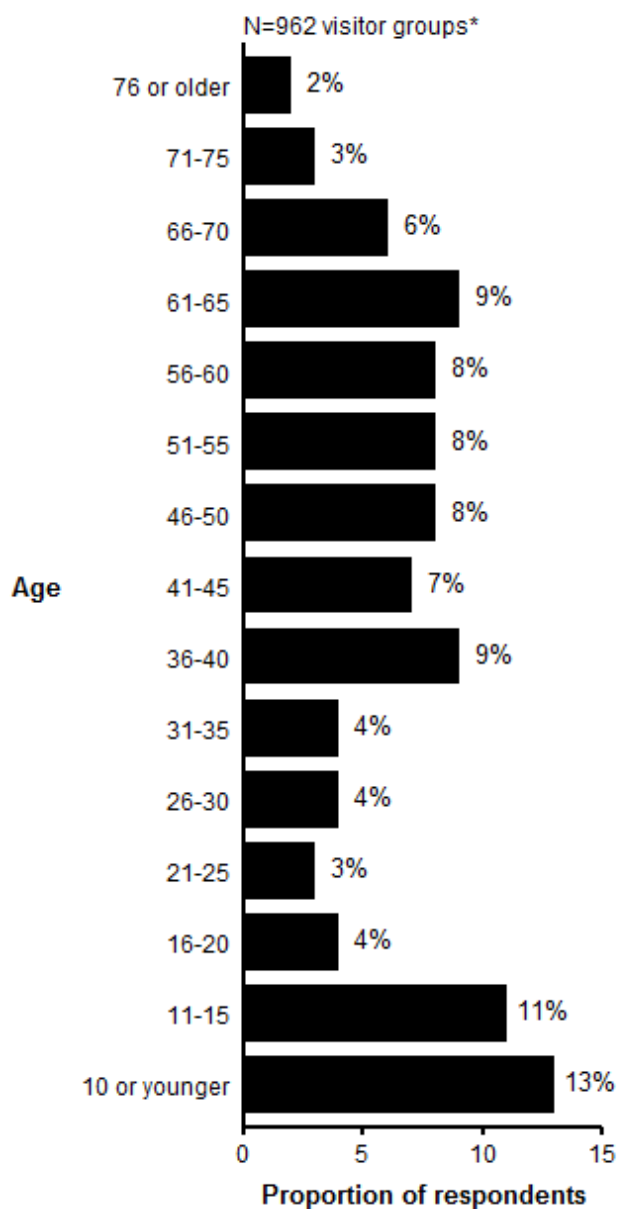


Figure 7. Visitor age

*total percentages do not equal 100 due to rounding

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

Respondent gender

Question 21a

For you only, what is your gender?

Results

- 53% of respondents were male (see Figure 8).

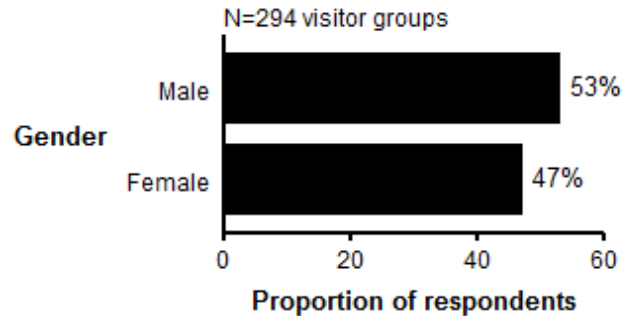


Figure 8. Respondent gender

Visitors of Hispanic or Latino ethnicity

Question 23a

Are members of your personal group Hispanic or Latino?

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

Results

- 1% of visitors were Hispanic or Latino (see Figure 9).

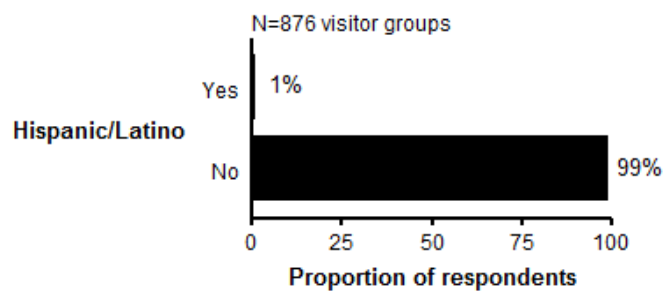


Figure 9. Visitors of Hispanic or Latino ethnicity

*total percentages do not equal 100 due to rounding

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

Visitor race

Question 23b

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

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

Results

- 95% of visitors were White (see Figure 10).
- 2% were Asian.

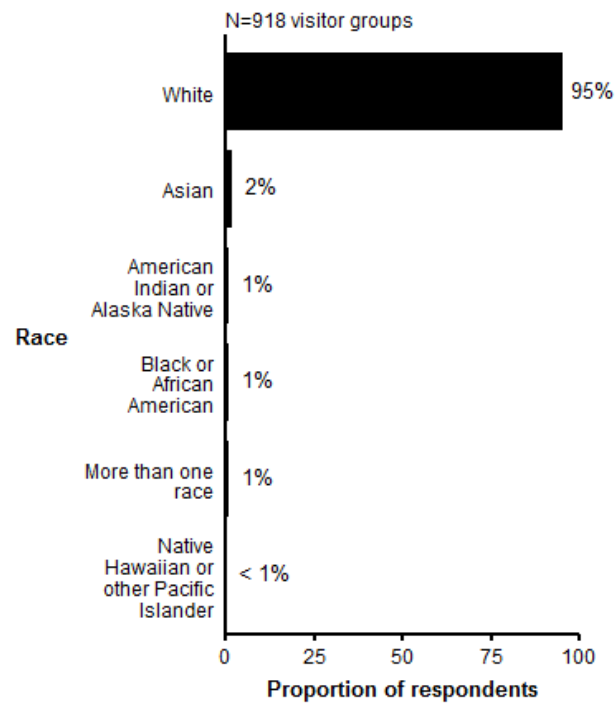


Figure 10. Visitor race

*total percentages do not equal 100 due to rounding

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

Respondent level of education

Question 22

For you only, what is the highest level of education you have completed?

Results

- 33% of respondents had a bachelor's degree (see Figure 11).
- 31% had a graduate degree.

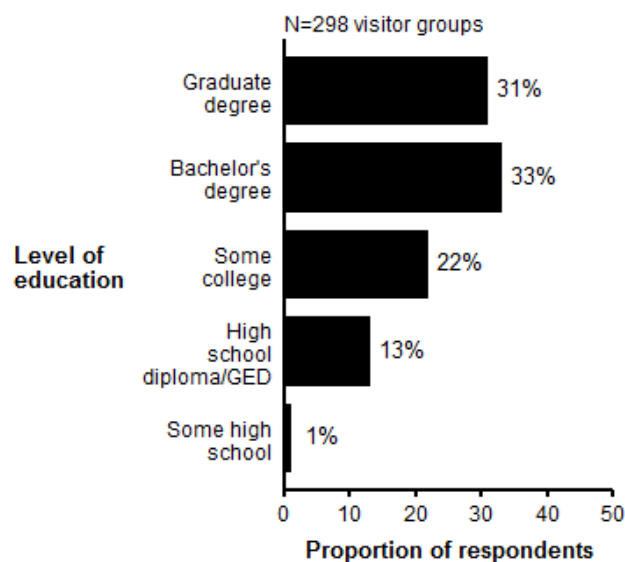


Figure 11. Respondent level of education

Respondent household income

Question 24a

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

Results

- 51% of respondents reported a household income of \$50,000-\$149,999 (see Figure 12).
- 14% had an income of \$25,000-\$49,999.
- 13% had an income of \$150,000 or more.

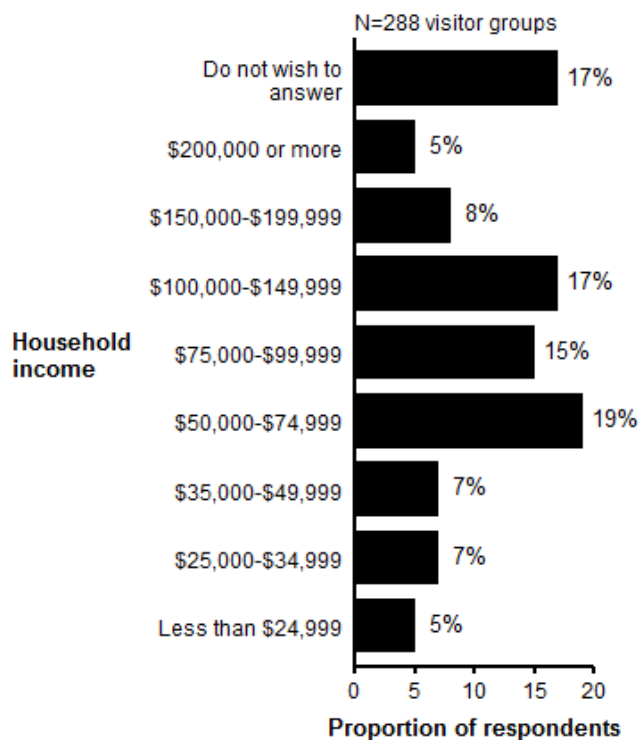


Figure 12. Respondent household income

*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 size

Question 24b

How many people are in your household?

Results

- 40% of respondents had two people in their household (see Figure 13).
- 38% had three or four people.

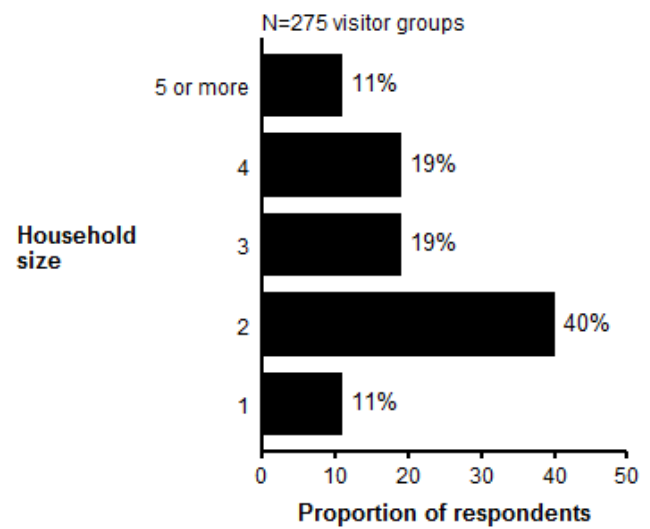


Figure 13. Number of people in respondent household

*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 physical conditions affecting access/participation

Question 16a

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 6% of visitor groups had members with physical conditions (see Figure 14).

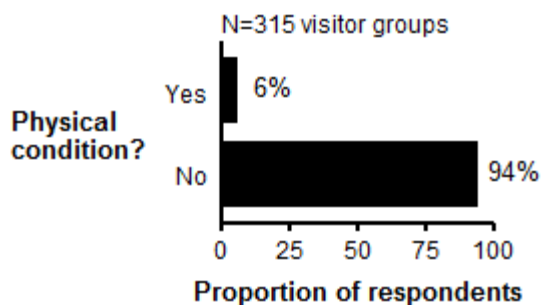


Figure 14. Visitor groups that had members with physical conditions affecting access or participation

Question 16b

If YES, what services or activities were difficult to access/participate in?
(Open-ended)

Results

- 17 visitor groups listed services or activities they had difficulty in accessing or participating (see Table 10).

Table 10. Services/activities that were difficult to access/participate in (N=21 comments; some visitor groups made more than one comment)

| Service/activity | Number of times mentioned |
|---|---------------------------|
| Walking/extended walking | 6 |
| Steps/stairs | 4 |
| Climbing monument | 3 |
| Trails/uneven terrain/slopes/steepness | 4 |
| Deafness - but the shows were captioned | 1 |
| Inclined paved routes | 1 |
| Many paths inaccessible by wheelchair | 1 |
| Need benches at bus stops | 1 |

*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

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 Chickamauga and Chattanooga NMP fit into your personal group's travel plans?"

Results

- 53% of visitor groups said Chickamauga and Chattanooga NMP was their primary destination (see Figure 15).
- 39% said the park was one of several destinations.
- 8% said the park was not a planned destination.

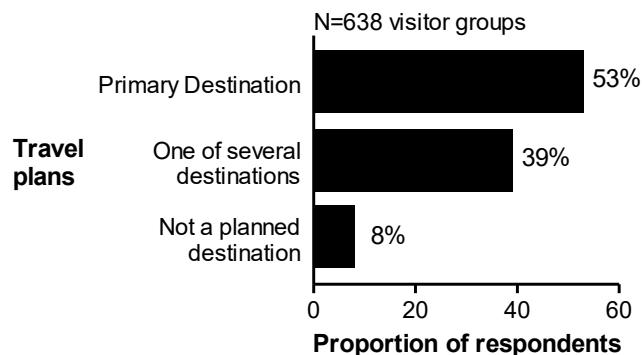


Figure 15. How visit to park fit into visitor groups' travel plans

*total percentages do not equal 100 due to rounding

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

Adequacy of park directional signs**Questions 2a-2d**

On this visit, were the signs directing your personal group to and around Chickamauga and Chattanooga NMP adequate?

Results

- Table 11 shows visitor groups' ratings of the adequacy of park directional signs to and around Chickamauga and Chattanooga NMP.

Table 11. Adequacy of park directional signs to the park

| Signs | N | Adequate? (%)* | | |
|------------------------------|-----|----------------|----|-------------|
| | | Yes | No | Did not use |
| Interstate signs | 315 | 56 | 4 | 40 |
| State highway signs | 311 | 58 | 6 | 36 |
| Signs in local communities | 306 | 66 | 8 | 26 |
| Battlefield Tour Route signs | 306 | 67 | 2 | 31 |

Question 2e

If you answered NO for any of the above, please explain. (Open-ended)

Results

- Table 12 -Table 15 list visitor groups' reasons for the inadequacies of park directional signs to and around Chickamauga and Chattanooga NMP.

Table 12. Reasons why interstate signs were inadequate (N=16 comments) – **CAUTION!**

| Reason | Number of times mentioned |
|--|---------------------------|
| Didn't notice/see | 4 |
| Only saw signs for NMP when we arrived at Incline | 2 |
| Both need to be more obvious and more numerous | 1 |
| Confused between book directions and signs | 1 |
| Did not know about it until we got off incline train | 1 |
| Didn't look for them because we had not heard of it | 1 |
| Intended stop for Chattanooga | 1 |
| Lots of stuff about Ruby Falls and Rock City | 1 |
| Not certain I was there | 1 |
| Southbound 75 sign is blocked by trees | 1 |
| Unclear - vague | 1 |
| Went to park after Rock City Point Park Area (only) | 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 13. Reasons why state highway signs were inadequate (N=13 comments) – **CAUTION!**

| Reason | Number of times mentioned |
|---|---------------------------|
| Didn't notice/see | 3 |
| Didn't notice/see on GA 2 | 1 |
| Didn't notice/see until Lafayette | 1 |
| Difficult to follow | 1 |
| I think they were federal signs/local | 1 |
| Only saw signs for NMP when we arrived at incline | 1 |
| Sign at intersection too small to see | 1 |
| Sign to give distance to park once exited I-75 | 1 |
| Unclear - vague | 1 |
| We were driving from Collegedale | 1 |
| Went to park after Rock City Point Park Area (only) | 1 |

Table 14. Reasons why signs in local communities were inadequate (N=21 comments) – **CAUTION!**

| Reason | Number of times mentioned |
|--|---------------------------|
| Didn't notice/see | 4 |
| Not enough signs | 3 |
| Began to navigate for driver | 1 |
| Difficult to follow | 1 |
| Difficult to navigate "in" | 1 |
| Difficult to find access road | 1 |
| Had to ask for directions | 1 |
| Lookout Mountain signs hard to locate | 1 |
| More noticeable | 1 |
| Sign too small | 1 |
| Signs not clean enough | 1 |
| Spent some time looking for Lookout Point when in the town, but I still found it | 1 |
| There's local advertisement for all three Ruby, Rock and Incline | 1 |
| Too much competition from junk | 1 |
| Unclear - vague | 1 |
| Went to park after Rock City Point Area (only) | 1 |

*total percentages do not equal 100 due to rounding

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

Table 15. Reasons why signs along Battlefield Tour Route were inadequate
(N=11 comments) – **CAUTION!**

| Reason | Number of times mentioned |
|--|----------------------------------|
| Difficult to follow | 1 |
| Great | 1 |
| Just drove around | 1 |
| Looking for specific marker | 1 |
| More signs would be good and one-way signs | 1 |
| Only sign for Signal Point | 1 |
| Signs need to be more visible | 1 |
| Tour signs were improved | 1 |
| Used directions given at the site | 1 |
| Very clear | 1 |
| Went to park after Rock City Point Area (only) | 1 |

*total percentages do not equal 100 due to rounding

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

Routes used to reach the park

Question 1

On this visit to Chickamauga and Chattanooga NMP, which routes did your personal group use to reach the park?

Results

- 48% of visitor groups most commonly used Interstate 75 to reach the park (see Figure 16).
- 39% used Interstate 24.
- 26% used US 27.
- “Other” routes (12%) are listed in Table 16.

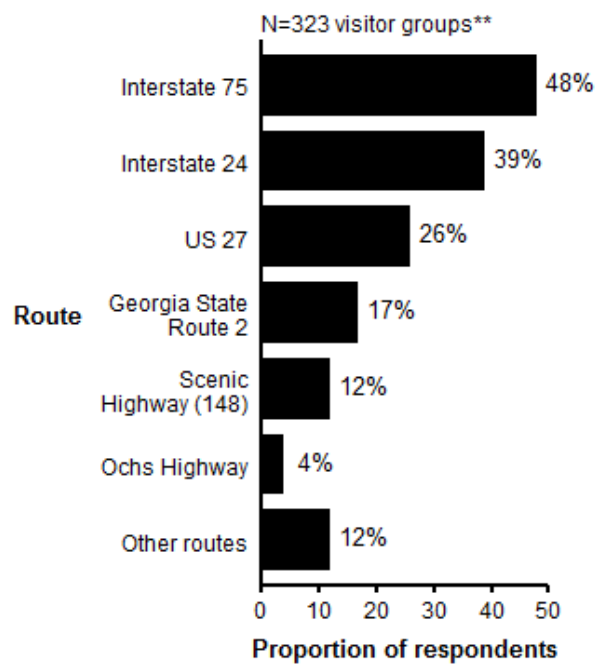


Figure 16. Route used to reach the park

*total percentages do not equal 100 due to rounding

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

Table 16. Other routes used to reach the park
(N=32 comments; some visitor groups made more than one comment) – **CAUTION!**

| Route | Number of times mentioned |
|--------------------------------------|----------------------------------|
| Incline Railway | 9 |
| US 127 | 3 |
| 17 | 1 |
| 17 South | 1 |
| 193, 146, 17, 58 | 1 |
| Chickamauga Parkway | 1 |
| From Smoky Mountains | 1 |
| Georgia Hiway 95 | 1 |
| Highway 341 | 1 |
| Highway 41 | 1 |
| I-59 | 1 |
| John Ross Road and LaFayette Highway | 1 |
| McFarland Avenue | 1 |
| Ringgold Highway | 1 |
| Rossville Boulevard | 1 |
| Route 17, 192 | 1 |
| Signal Point Park | 1 |
| Taft to James Boulevard | 1 |
| US 11 | 1 |
| US 128 | 1 |
| US 41, GA 136 | 1 |
| Wilder Avenue | 1 |

*total percentages do not equal 100 due to rounding

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

Length of visit to battlefield sites

Question 5a

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

Results

- 42% of visitor groups spent 1-2 hours visiting battlefield sites (see Figure 17).
- 29% spent three to four hours.
- The average length of visit was 2.9 hours.

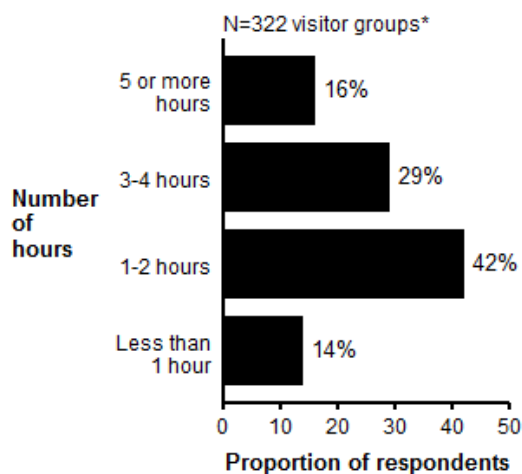


Figure 17. Number of hours spent visiting battlefield sites

Visit the battlefield on more than one day

Question 5b

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

Results

- 14% of visitor groups visited the park on more than one day (see Figure 18).

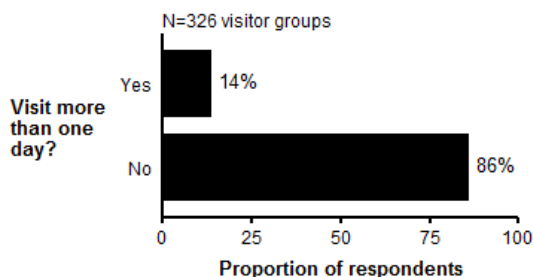


Figure 18. Visitor groups that visited the park on more than one day

Question 5c

If YES, how many days?

Results

- 70% of visitor groups spent two days visiting the battlefield (see Figure 19).
- 24% spent 3 days visiting the battlefield.
- The average length of visit for visitor groups visiting the battlefield for more than one day was 1.9 days.

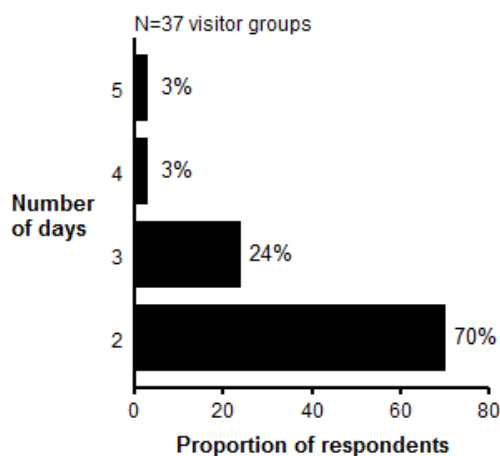


Figure 19. Number of days spent visiting the battlefield

*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 10

On this trip to Chickamauga and Chattanooga NMP, please indicate all other attractions that your personal group visited in the area (within 100 miles of park).

Results

- 64% of visitor groups visited other local attractions in the area on this visit (see Figure 20).
- As shown in Figure 21, the local attractions most commonly visited were:
 - 52% Chattanooga Riverwalk
 - 48% Rock City
 - 44% Ruby Falls
 - 38% Tennessee Aquarium
- "Other" local attractions (32%) are shown in Table 17.

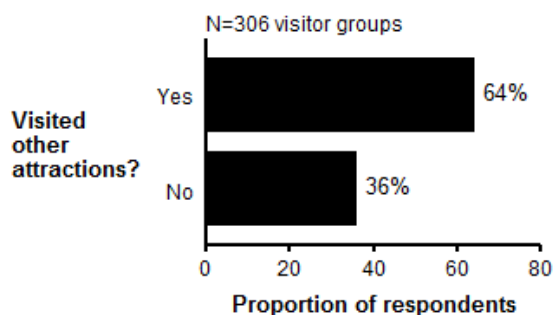


Figure 20. Visitor groups that visited other attractions in the area

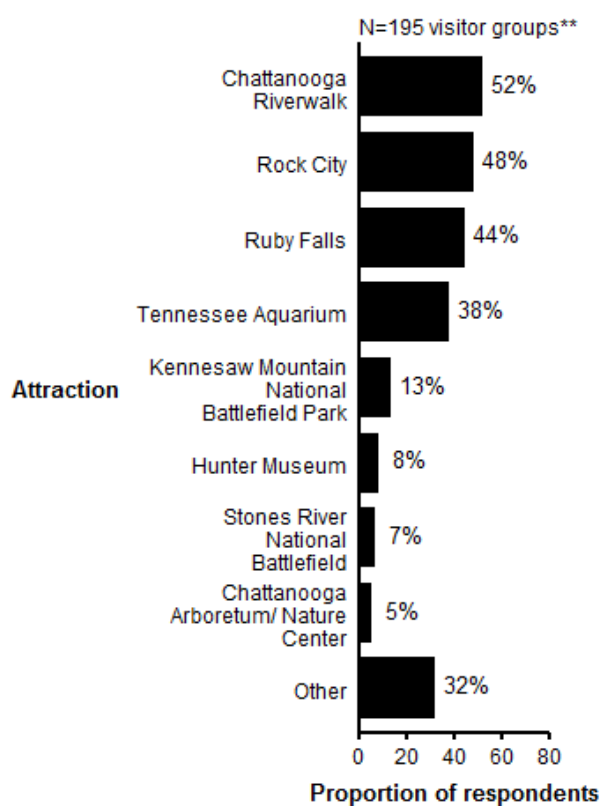


Figure 21. Local attractions visited

*total percentages do not equal 100 due to rounding

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

Table 17. "Other" local attractions visited
(N=88 comments; some visitor groups made more than one comment)

| Attraction | Number of times mentioned |
|--|----------------------------------|
| Incline Railway | 20 |
| Tennessee Valley Railroad | 7 |
| Chattanooga Choo Choo | 6 |
| Raccoon Mountain Caverns | 3 |
| Chattanooga National Cemetery | 2 |
| Children's Museum | 2 |
| Southern Belle | 2 |
| Zoo | 2 |
| Baseball game | 1 |
| Bluff View Art District | 1 |
| Bluff View Inn in Chattanooga's Bluff District | 1 |
| Boat trips | 1 |
| Booth Western Art Museum | 1 |
| Camping | 1 |
| Carter House, Franklin, Tennessee | 1 |
| Chattanooga Art Museum | 1 |
| Chattanooga Choo Choo Moonrise Store | 1 |
| Cloudland Canyon State Park | 1 |
| Coker Tire Auto Museum | 1 |
| Conference Center | 1 |
| Downtown courthouse in Chattanooga | 1 |
| East Point Antique Malls | 1 |
| Edwards Point | 1 |
| Enterprise South Nature Park | 1 |
| Fall Creek Falls State Park | 1 |
| Georgia Winery | 1 |
| Gordon Lee Mansion | 1 |
| Gorge boat ride | 1 |
| Downtown eateries | 1 |
| Locomotive Museum in Kennesaw | 1 |
| Lotz House, Franklin, TN | 1 |
| Missionary Ridge | 1 |
| Oak Ridge | 1 |
| Olive Bean Cafe and Natural Grocery | 1 |
| Point Park | 1 |
| River Gorge | 1 |
| Riverboat | 1 |

*total percentages do not equal 100 due to rounding

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

Table 17. "Other" local attractions visited (continued)

| Attraction | Number of times mentioned |
|--|----------------------------------|
| Rome, Georgia | 1 |
| Rome, Georgia City Hall | 1 |
| Ross's Landing | 1 |
| Russell Cave National Monument | 1 |
| Saints Peter and Paul Basilica | 1 |
| Signal Point | 1 |
| Smoky Mountains | 1 |
| Tellus Museum | 1 |
| Tennessee Aquarium River Gorge Explorer | 1 |
| Tennessee Blueway Chickamauga Creek | 1 |
| Tennessee Manhattan Project | 1 |
| Tennessee Smokies Minor League Baseball | 1 |
| Tunnel Hill | 1 |
| U.S. Space and Rocket Center, Huntsville, AL | 1 |
| Walking Bridge | 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 4

- As shown in Figure 22, the sites most commonly visited at Chickamauga and Chattanooga NMP during this trip were:

64% Chickamauga Battlefield Visitor Center
 52% Recreation Field
 46% Point Park
 44% Bragg Reservation
 43% Wilder Brigade Monument

- The least visited site was:
 5% Sherman Reservation

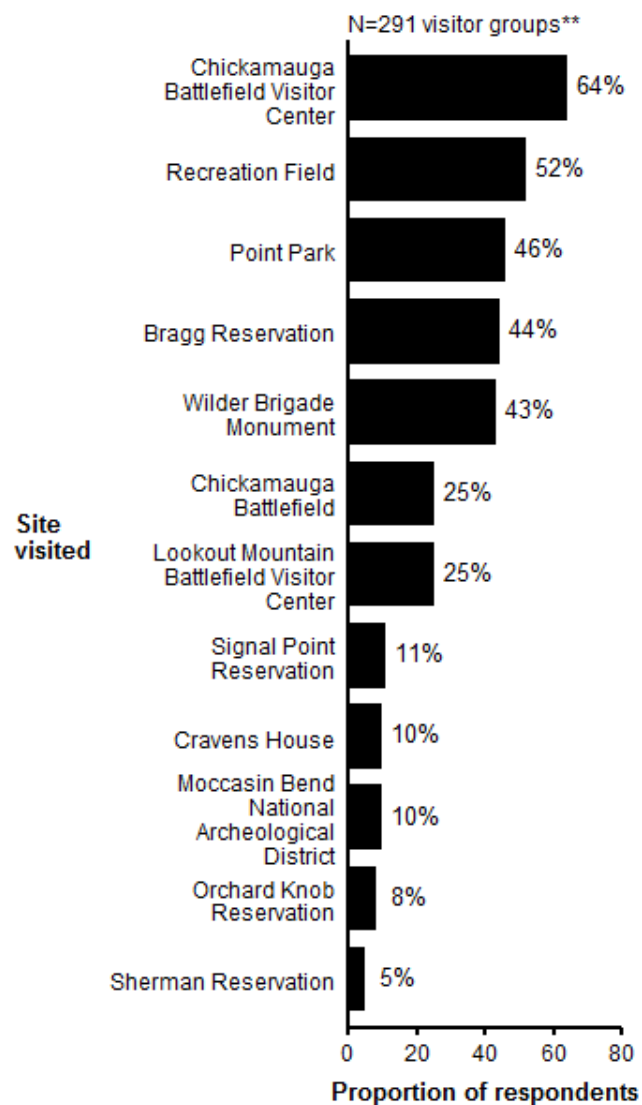


Figure 22. Sites visited in the park

*total percentages do not equal 100 due to rounding

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

Order of sites visited in the park

Question 4

For this visit, please indicate the order in which your personal group visited the following sites at Chickamauga and Chattanooga NMP by writing 1, 2, 3, etc. in the boxes on the map below. If you did not visit a site, please leave that box blank.

Results

- As shown in Figure 23, the sites most commonly visited first are:

45% Chickamauga Battlefield Visitor Center
19% Point Park
15% Bragg Reservation

- The sites least visited first are:
<1% Orchard Knob
<1% Moccasin Bend National Archeological District
<1% Sherman Reservation
<1% Chickamauga Battlefield

The order in which the sites were visited is shown in

- Table 18

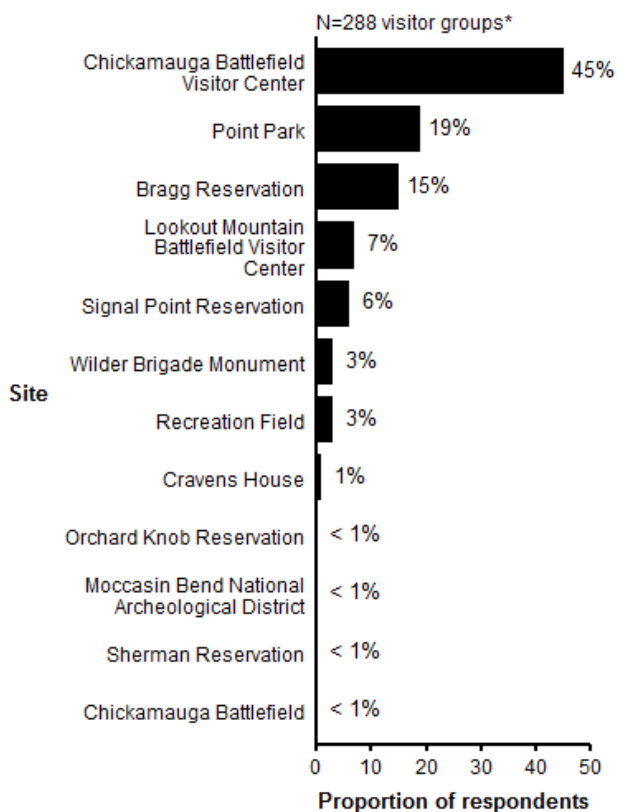


Figure 23. Sites visited first in the park

*total percentages do not equal 100 due to rounding

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

Table 18. Order of sites visited
(N=number of visitor groups)

| Site | N | Order visited (%)* | | | | |
|---|-----|--------------------|-----------------|-----------------|-----------------|------------------------|
| | | 1 st | 2 nd | 3 rd | 4 th | 5 th and up |
| Bragg Reservation | 128 | 34 | 25 | 15 | 5 | 20 |
| Chickamauga Battlefield | 73 | - | 27 | 11 | 48 | 14 |
| Chickamauga Battlefield Visitor Center | 185 | 70 | 8 | 14 | 5 | 3 |
| Cravens House | 30 | 10 | 7 | 13 | 20 | 50 |
| Lookout Mountain | 74 | 27 | 24 | 19 | 1 | 28 |
| Moccasin Bend National Archeological District – CAUTION! | 28 | 4 | 7 | 11 | 18 | 61 |
| Orchard Knob Reservation – CAUTION! | 22 | 5 | 9 | 9 | 14 | 64 |
| Point Park | 135 | 40 | 26 | 8 | 9 | 17 |
| Recreation Field | 150 | 5 | 59 | 7 | 17 | 11 |
| Sherman Reservation – CAUTION! | 14 | - | 14 | 14 | - | 71 |
| Signal Point Reservation | 31 | 55 | 3 | 6 | 10 | 26 |
| Wilder Brigade Monument | 124 | 8 | 10 | 63 | 6 | 13 |

*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 sites prior to visit

Question 6a

For each park site listed, please indicate if your personal group was aware of the site prior to visiting Chickamauga and Chattanooga NMP.

Results

- As shown in Figure 24, the sites most visitor groups were aware of prior to visiting are:

79% Chickamauga Battlefield

74% Visitor Center at Chickamauga Battlefield

68% Visitor Center at Lookout Mountain

59% Point Park

- The sites most visitor groups were unaware of prior to their visit are:

19% Sherman Reservation

19% Moccasin Bend National Archeological District

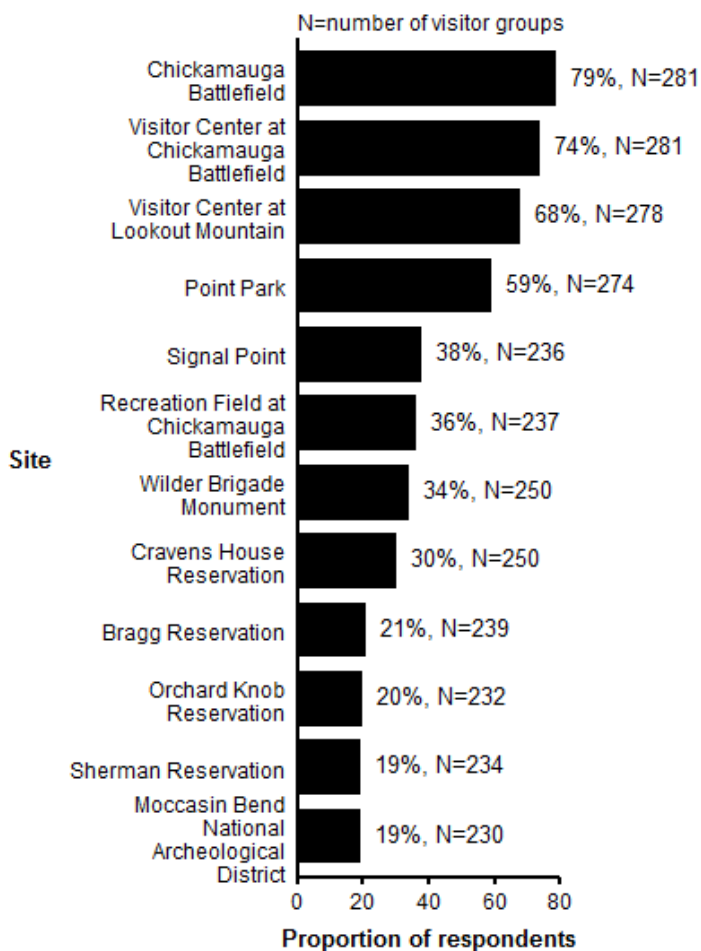


Figure 24. Awareness of site prior to visit

*total percentages do not equal 100 due to rounding

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

Question 6b

For each site that you were aware of prior to this visit please tell us how you became aware of the site.

Results**Bragg Reservation**

- 21% of visitor groups were aware of Bragg Reservation prior to visiting Chickamauga and Chattanooga NMP (see Figure 23).
- 53 visitor groups listed how they became aware of Bragg Reservation in Table 19.

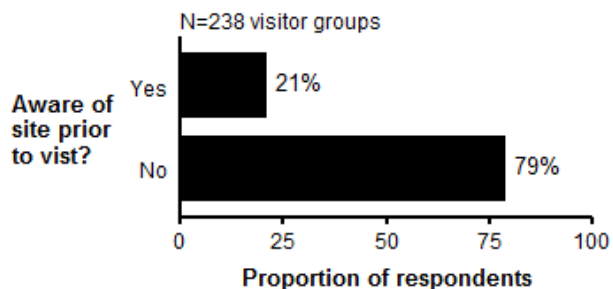


Figure 25. Awareness of Bragg Reservation prior to visit

Table 19. How visitor groups became aware of Bragg Reservation prior to visit (N=53)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Local resident | 11 |
| Maps/brochures | 8 |
| Previous visit | 8 |
| Former resident/grew up in area | 4 |
| Friends/family/word of mouth | 4 |
| Internet/websites | 3 |
| Signs/road signs | 3 |
| Driving by/around | 2 |
| History/history books/magazines | 2 |
| Survey | 2 |
| Tour/tour guide | 2 |
| Visitor/welcome center | 2 |
| Local tourist information | 1 |
| Television/movies/radio | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Chickamauga Battlefield

- 79% of visitor groups were aware of Chickamauga Battlefield prior to visiting Chickamauga and Chattanooga NMP (see Figure 26).
- 154 visitor groups listed how they became aware of Chickamauga Battlefield in Table 20.

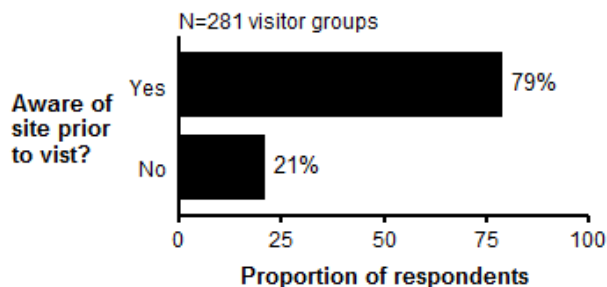


Figure 26. Awareness of Chickamauga Battlefield prior to visit

Table 20. How visitor groups became aware of Chickamauga Battlefield prior to visit (N=157 comments; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---|---------------------------|
| Previous visit | 39 |
| Internet/website | 24 |
| History/history books/magazines | 17 |
| Local resident | 17 |
| Friends/family/word of mouth | 16 |
| Former resident/grew up in area | 8 |
| Maps/brochures | 7 |
| Signs/road signs | 7 |
| General/personal knowledge | 3 |
| Research | 3 |
| Visitor/welcome center | 3 |
| Travel guides/tour books | 2 |
| Visits to other parks | 2 |
| Ancestor killed in the battle | 1 |
| Bought a bullet from the Chickamauga site at an antique store | 1 |
| Children's studies | 1 |
| Driving by/around | 1 |
| Jim Ogden | 1 |
| Local tourist information | 1 |
| NPS passport book | 1 |
| Television/movies/radio | 1 |
| Volunteer | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Cravens House Reservation

- 30% of visitor groups were aware of Cravens House Reservation prior to visiting Chickamauga and Chattanooga NMP (see Figure 27).
- 78 visitor groups listed how they became aware of Cravens House Reservation in Table 21.

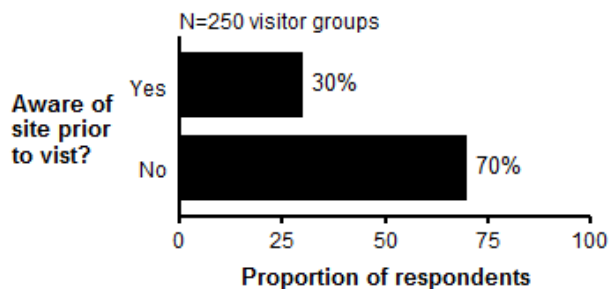


Figure 27. Awareness of Cravens House Reservation prior to visit

Table 21. How visitor groups became aware of Cravens House Reservation prior to visit (N=81; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|-----------------------------------|---------------------------|
| Local resident | 14 |
| Previous visits | 13 |
| Signs/road signs | 10 |
| Maps/brochures | 8 |
| Friends/family/word of mouth | 7 |
| Internet/website | 7 |
| Driving by/around | 4 |
| Former resident/grew up in area | 4 |
| Hiking | 2 |
| Ranger | 2 |
| Survey | 2 |
| Television/movies/radio | 2 |
| Visitor/welcome center | 2 |
| History/history books/magazines | 1 |
| Local tourist information | 1 |
| Tour/tour guide | 1 |
| Wandering around Lookout Mountain | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Moccasin Bend National Archeological District

- 19% of visitor groups were aware of Moccasin Bend National Archeological District prior to visiting Chickamauga and Chattanooga NMP (see Figure 28).
- 45 visitor groups listed how they became aware of Moccasin Bend National Archeological District in Table 22.

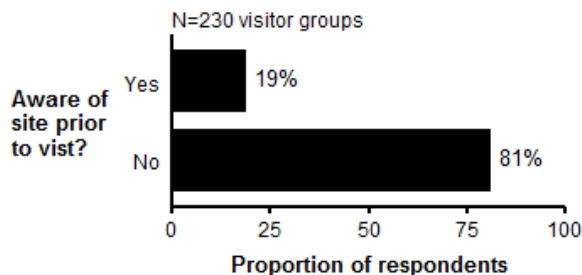


Figure 28. Awareness of Moccasin Bend National Archeological District prior to visit

Table 22. How visitor groups became aware of Moccasin Bend National Archeological District prior to visit (N=46; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Local resident | 11 |
| Maps/brochures | 7 |
| Friends/family/word of mouth | 6 |
| Previous visits | 6 |
| Internet/website | 5 |
| Former resident/grew up in area | 2 |
| Signs/road signs | 2 |
| Survey | 2 |
| Visitor/welcome center | 2 |
| History/history books/magazines | 1 |
| Local tourist information | 1 |
| Television/movies/radio | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Orchard Knob Reservation

- 20% of visitor groups were aware of Orchard Knob Reservation prior to visiting Chickamauga and Chattanooga NMP (see Figure 29).
- 45 visitor groups listed how they became aware of Orchard Knob Reservation in Table 23.

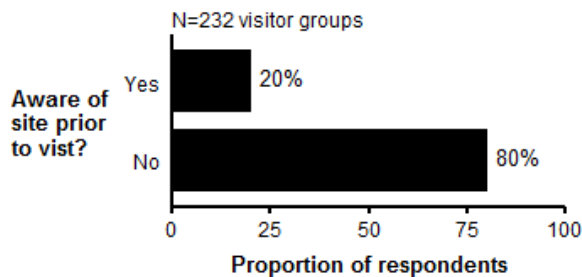


Figure 29. Awareness of Orchard Knob Reservation prior to visit

Table 23. How visitor groups became aware of Orchard Knob Reservation prior to visit (N=46; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Local resident | 9 |
| Previous visit | 8 |
| Maps/brochures | 7 |
| Friends/family/word of mouth | 4 |
| Driving by/around | 3 |
| Former resident/grew up in area | 3 |
| Internet/websites | 3 |
| Survey | 2 |
| History/history book/magazines | 1 |
| Local tourist information | 1 |
| Random/impromptu visit | 1 |
| Signs/road signs | 1 |
| Television/movies/radio | 1 |
| Travel guides/tour books | 1 |
| Visitor/welcome center | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Point Park

- 59% of visitor groups were aware of Point Park prior to visiting Chickamauga and Chattanooga NMP (see Figure 30).
- 120 visitor groups listed how they became aware of Point Park in Table 24.

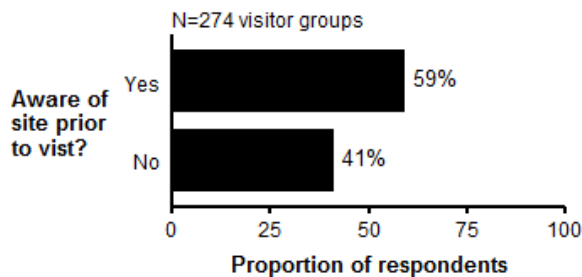


Figure 30. Awareness of Point Park prior to visit

Table 24. How visitor groups became aware of Point Park prior to visit (N=122; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Previous visit | 32 |
| Friends/family/word of mouth | 18 |
| Local resident | 16 |
| Internet/website | 12 |
| Former resident/grew up in area | 6 |
| Maps/brochures | 6 |
| Signs/road signs | 6 |
| Random/impromptu visit | 3 |
| Tour/tour guide | 3 |
| Travel guides/tour books | 3 |
| Driving by/around | 2 |
| History/history books/magazines | 2 |
| Hotel staff | 2 |
| Incline Railway | 2 |
| Visitor/welcome center | 2 |
| Group trip | 1 |
| Hiking | 1 |
| Local tourist information | 1 |
| Ranger | 1 |
| Read about it | 1 |
| Referred by local business | 1 |
| Television/movies/radio | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Recreation Field at Chickamauga Battlefield

- 36% of visitor groups were aware of Recreation Field at Chickamauga Battlefield prior to visiting Chickamauga and Chattanooga NMP (see Figure 31).
- 67 visitor groups listed how they became aware of Recreation Field at Chickamauga Battlefield in Table 25.

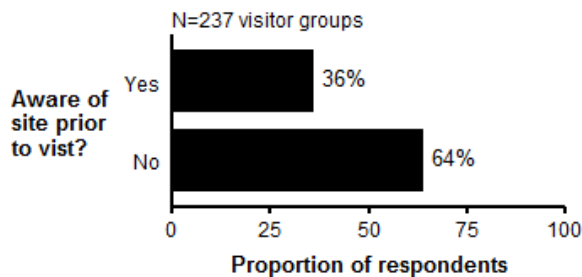


Figure 31. Awareness of Recreation Field at Chickamauga Battlefield prior to visit

Table 25. How visitor groups became aware of Recreation Field at Chickamauga Battlefield prior to visit (N=69; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Previous visit | 14 |
| Local resident | 13 |
| Friends/family/word of mouth | 7 |
| Internet/website | 7 |
| Maps/brochures | 7 |
| Former resident/grew up in area | 4 |
| Signs/road signs | 4 |
| Driving by/around | 2 |
| Television/movies/radio | 2 |
| Tour/tour guide | 2 |
| Visitor/welcome center | 2 |
| History/history books/magazines | 1 |
| Local tourist information | 1 |
| Never noticed it before | 1 |
| Survey | 1 |
| Travel guides/tour books | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Sherman Reservation

- 19% of visitor groups were aware of Sherman Reservation prior to visiting Chickamauga and Chattanooga NMP (see Figure 32).
- 41 visitor groups listed how they became aware of Sherman Reservation in Table 26.

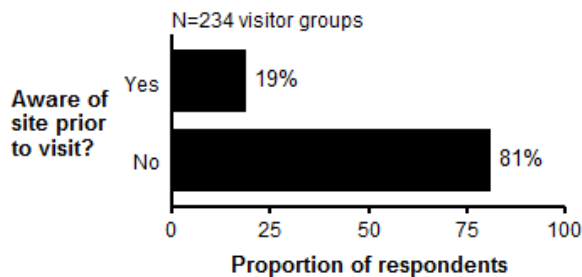


Figure 32. Awareness of Sherman Reservation prior to visit

Table 26. How visitor groups became aware of Sherman Reservation prior to visit (N=44; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Local resident | 9 |
| Maps/brochures | 7 |
| Previous visit | 7 |
| Friends/family/word of mouth | 4 |
| Internet/websites | 4 |
| Former resident/grew up in area | 3 |
| History/history books/magazines | 2 |
| Visitor/welcome center | 2 |
| Survey | 2 |
| Hiking | 1 |
| Local tourist information | 1 |
| Signs/road signs | 1 |
| Television/movies/radio | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Signal Point

- 38% of visitor groups were aware of Signal Point prior to visiting Chickamauga and Chattanooga NMP (see Figure 33).
- 65 visitor groups listed how they became aware of Signal Point in Table 27.

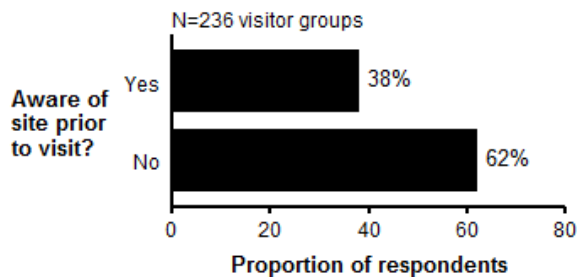


Figure 33. Awareness of Signal Point prior to visit

Table 27. How visitor groups became aware of Signal Point prior to visit (N=67; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Local resident | 14 |
| Previous visit | 11 |
| Friends/family/word of mouth | 8 |
| Former resident/grew up in area | 7 |
| Internet/websites | 5 |
| Maps/brochures | 5 |
| History/history books/magazines | 4 |
| Signs/road signs | 2 |
| Survey | 2 |
| Visitor/welcome center | 2 |
| Driving by/around | 1 |
| Hiking | 1 |
| Local tourist information | 1 |
| Random/impromptu visit | 1 |
| Referred by local business | 1 |
| Television/movies/radio | 1 |
| Tour/tour guide | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Visitor Center at Lookout Mountain

- 68% of visitor groups were aware of Visitor Center at Lookout Mountain prior to visiting Chickamauga and Chattanooga NMP (see Figure 34).
- 126 visitor groups listed how they became aware of Visitor Center at Lookout Mountain in Table 28.

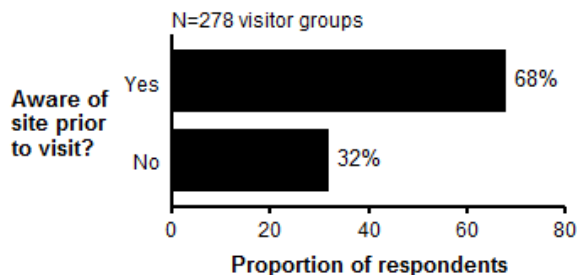


Figure 34. Awareness of Visitor Center at Lookout Mountain prior to visit

Table 28. How visitor groups became aware of Visitor Center at Lookout Mountain prior to visit (N=132; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|-------------------------------------|---------------------------|
| Previous visit | 38 |
| Internet/websites | 20 |
| Friends/family/word of mouth | 15 |
| Local resident | 12 |
| Signs/road signs | 9 |
| Maps/brochures | 6 |
| Former resident/grew up in area | 4 |
| History/history books/magazines | 4 |
| Travel guides/tour books | 4 |
| Visitor/welcome center | 4 |
| Driving by/around | 3 |
| Incline Railway | 2 |
| Visits to other parks | 2 |
| General/personal knowledge | 1 |
| Library visit by Ranger Chris Young | 1 |
| Local tourist information | 1 |
| Random/impromptu visit | 1 |
| Read about it | 1 |
| Referred by local business | 1 |
| Research for trip | 1 |
| Television/movies/radio | 1 |
| Tour/tour guide | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Visitor Center at Chickamauga Battlefield

- 74% of visitor groups were aware of Visitor Center at Chickamauga Battlefield prior to visiting Chickamauga and Chattanooga NMP (see Figure 35).
- 130 visitor groups listed how they became aware of Visitor Center at Chickamauga Battlefield in Table 29.

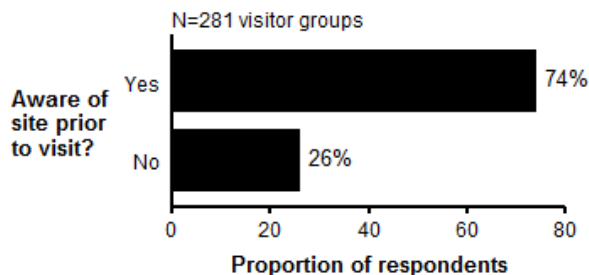


Figure 35. Awareness of Visitor Center at Chickamauga Battlefield prior to visit

Table 29. How visitor groups became aware of Visitor Center at Chickamauga Battlefield prior to visit (N=132; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Previous visit | 40 |
| Internet/websites | 24 |
| Local resident | 13 |
| Former resident/grew up in area | 10 |
| Friends/family/word of mouth | 10 |
| Maps/brochures | 6 |
| Signs/road signs | 5 |
| History/history books/magazines | 4 |
| Travel guides/tour books | 4 |
| Research for trip | 3 |
| Visitor/welcome center | 3 |
| Saw/learned about on arrival | 2 |
| Television/movie/radio | 2 |
| Cell phone tour | 1 |
| Driving by/around | 1 |
| General/personal knowledge | 1 |
| Local tourist information | 1 |
| Read about it | 1 |
| Visits to other parks | 1 |

*total percentages do not equal 100 due to rounding

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

Results

Wilder Brigade Monument

- 34% of visitor groups were aware of Wilder Brigade Monument prior to visiting Chickamauga and Chattanooga NMP (see Figure 36).
- 66 visitor groups listed how they became aware of Wilder Brigade Monument in Table 30.

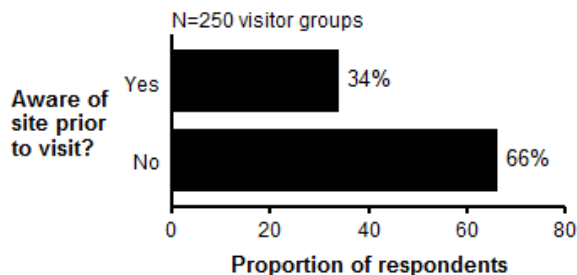


Figure 36. Awareness of Wilder Brigade Monument prior to visit

Table 30. How visitor groups became aware of Wilder Brigade Monument prior to visit (N=67; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---------------------------------|---------------------------|
| Previous visit | 21 |
| Local resident | 10 |
| Maps/brochures | 8 |
| Former resident/grew up in area | 6 |
| Friends/family/word of mouth | 5 |
| Internet/websites | 4 |
| Visitor/welcome center | 4 |
| Bicycling | 1 |
| Driving by/around | 1 |
| History/history books/magazines | 1 |
| Local tourist information | 1 |
| Ranger | 1 |
| Saw/learned about on arrival | 1 |
| Signs/road signs | 1 |
| Survey | 1 |
| Television/movie/radio | 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 7

On this visit, in which activities did your personal group participate within Chickamauga and Chattanooga NMP?

Results

- As shown in Figure 37, the most common activities in which visitor groups participated on this visit were:

75% Visiting visitor center(s)
53% Hiking/walking/jogging
44% Self-guided tour other than cell phone tour

- “Other” activities (13%) are listed in Table 31.

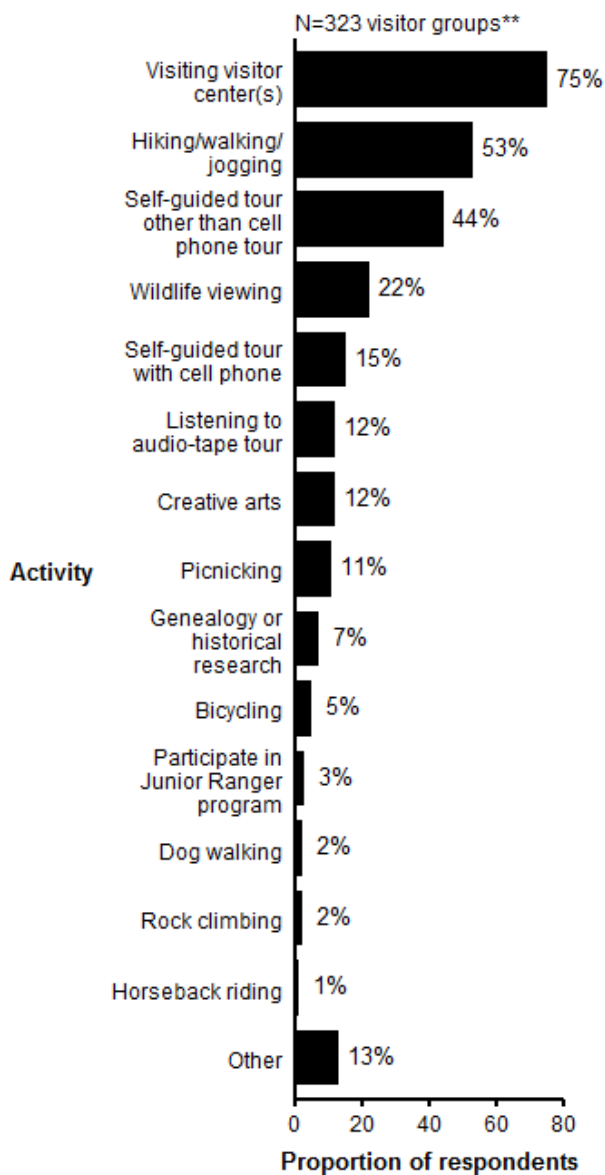


Figure 37. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Table 31. Other activities this visit
(N=36)

| Comment | Number of times mentioned |
|--|----------------------------------|
| Attending ranger-led tour/talk | 13 |
| Attending children's day camp | 2 |
| Camping | 2 |
| Climbing tower | 2 |
| Driving | 2 |
| General sightseeing | 2 |
| Watching artillery demonstration | 2 |
| Enjoying general ambiance | 1 |
| Finding 10th Indiana Infantry Monument | 1 |
| Kayaking | 1 |
| Learning Civil War history | 1 |
| Looking at geology | 1 |
| Paddle boarding | 1 |
| Participating in military staff ride | 1 |
| Riding motorcycle through park | 1 |
| Teaching kids history | 1 |
| Viewing visitor center film | 1 |
| Volunteering | 1 |

*total percentages do not equal 100 due to rounding

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

Use of park bookstore

Question 15a

Did your personal group visit the park bookstore?

Results

- 45% of visitor groups visited the park bookstore (see Figure 38).

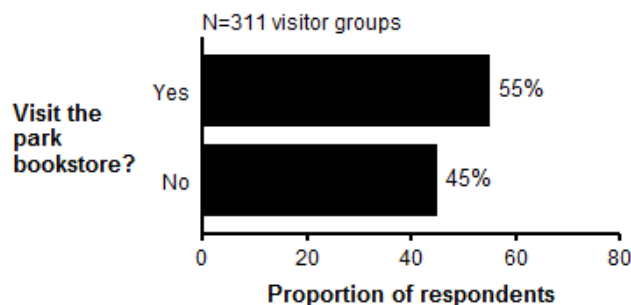


Figure 38. Visitor groups that visited the park bookstore

Question 15b

If YES, were there any sales items that your personal group would have liked to purchase that are not currently available?

Results

- 8% of visitor groups had sales items they would have liked to purchase that were not available (see Figure 39).

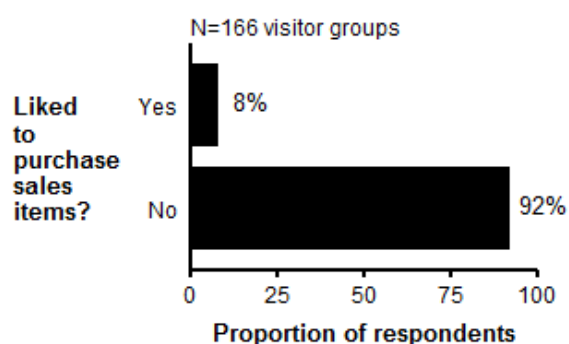


Figure 39. Visitor groups that would have liked to purchase sales items not currently available in the park bookstore

Question 15c

If YES, which items would your personal group like to have available for purchase on a future visit?

Results – CAUTION!

- 33% of visitor groups would like to have additional maps available for purchase on a future visit (see Figure 40).
- Subjects that visitor groups are interested in for additional publications are listed in Table 32.
- “Other” sales items (44%) are listed in Table 33.

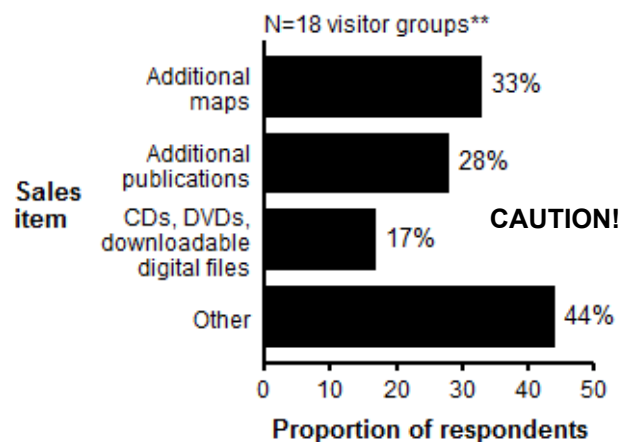


Figure 40. Sales items that visitor groups would like to have available in the park bookstore

*total percentages do not equal 100 due to rounding

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

Table 32. Subjects for additional publications
(N=6)

| Subject |
|-----------------------|
| All aspects |
| Area history |
| North Carolina's role |
| Rock climbing routes |
| Soldier's manual |
| Virginia's role |

Table 33. Other sales items liked to have available for purchase on future visit
(N=14)

| Items |
|---|
| All was good |
| Challenge coin |
| Christmas ornaments |
| Civil War DVDs |
| Collectible spoons |
| Cotton flags |
| Detailed trail maps |
| Hard tack |
| Jamestown glass oil lamp in "dark blue" |
| Memoirs |
| More books |
| Penny smashing machine |
| Stickers for passport |
| Toddler size t-shirts |

*total percentages do not equal 100 due to rounding

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

Ranger-led programs/talks

Question 14a

Please indicate the ranger-led tours or programs that your personal group attended during this visit to Chickamauga and Chattanooga NMP.

Results

- 75% of visitor groups did not attend a ranger-led program (see Figure 41).
- 9% Attended guided walk at Lookout Mt. Battlefield.
- 7% Attended a special program.
- 6% Attended car caravan tour at Chickamauga Battlefield.
- 5% Attended costumed living history program.

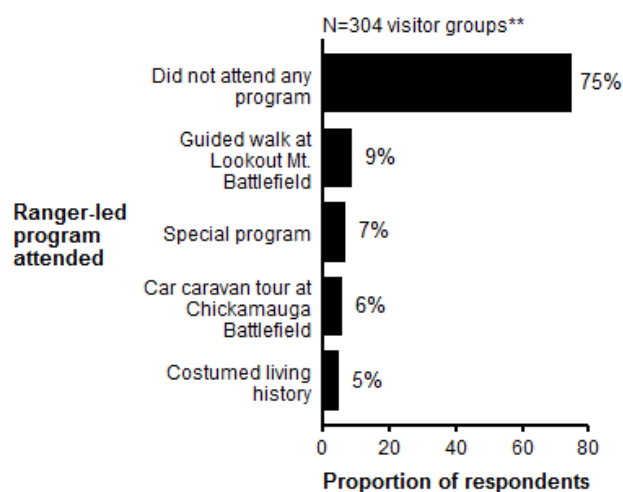


Figure 41. Visitor groups that attended ranger-led tours or programs

Results

- As shown in Figure 42, of those visitor groups who attended ranger-led tours or programs, the programs attended were:

40% Guided walk at Lookout Mt. Battlefield
 32% Special program
 25% Car caravan tour at Chickamauga Battlefield

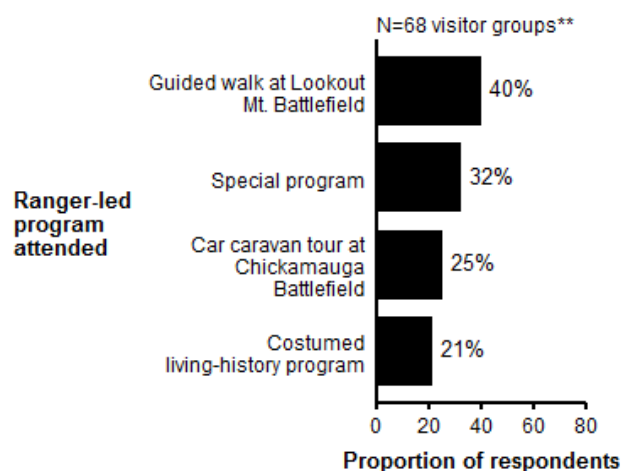


Figure 42. Ranger-led tours or programs that visitor groups attended

*total percentages do not equal 100 due to rounding

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

Evaluation of ranger-led tour or program that you attended**Question 14c. Program length****Results**

- Table 34 shows visitor groups' ratings of the "program length" aspect for each program specified.

Table 34. Program length

| Program | N | Program length (%)* | | |
|---|----|---------------------|-------------|----------|
| | | Too short | About right | Too long |
| Car Caravan tour | 5 | - | 100 | - |
| Guided tour/talk | 15 | 7 | 93 | - |
| Living-history program/demonstration | 18 | - | 100 | - |
| Special program | 6 | 33 | 50 | 17 |
| Other | 5 | 20 | 80 | - |

Question 14d. Ability to attend at desired time**Results**

- Table 35 shows visitor groups' ratings of the "ability to attend at desired time" aspect for each program specified.

Table 35. Ability to attend at desired time

| Program | N | Ability to attend at desired time (%)* | |
|---|----|--|--|
| | | Able to attend program at desired time | NOT able to attend program at desired time |
| Car Caravan tour | 5 | 100 | - |
| Guided tour/talk | 15 | 100 | - |
| Living-history program/demonstration | 16 | 94 | 6 |
| Special program | 6 | 100 | - |
| Other | 5 | 100 | - |

*total percentages do not equal 100 due to rounding

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

Question 14e. Ability to see**Results**

- Table 36 shows visitor groups' ratings of the "ability to see" aspect for each program specified.

Table 36. Ability to see

| Program | N | Ability to see (%)* | |
|--------------------------------------|----------|----------------------------|------------------------------|
| | | Able to see well | Had difficulty seeing |
| Car Caravan tour | 5 | 100 | - |
| Guided tour/talk | 15 | 100 | - |
| Living-history program/demonstration | 18 | 100 | - |
| Special program | 6 | 83 | 17 |
| Other | 5 | 100 | - |

Question 14f. Ability to hear**Results**

- Table 37 shows visitor groups' ratings of the "ability to hear" aspect for each program specified.

Table 37. Ability to hear

| Program | N | Ability to hear (%)* | |
|--------------------------------------|----------|-----------------------------|-------------------------------|
| | | Able to hear well | Had difficulty hearing |
| Car Caravan tour | 5 | 100 | - |
| Guided tour/talk | 15 | 87 | 13 |
| Living-history program/demonstration | 18 | 100 | - |
| Special program | 6 | 100 | 8 |
| Other | 5 | 80 | 20 |

*total percentages do not equal 100 due to rounding

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

Question 14g. Topics discussed**Results**

- Table 38 shows visitor groups' ratings of the "topics discussed" aspect for each program specified.

Table 38. Topics discussed

| Program | N | Topics discussed (%)* | |
|--------------------------------------|----------|------------------------------|------------------------|
| | | Of interest | NOT of interest |
| Car Caravan tour | 5 | 100 | - |
| Guided tour/talk | 15 | 100 | - |
| Living-history program/demonstration | 18 | 94 | 6 |
| Special program | 6 | 100 | - |
| Other | 5 | 100 | - |

*total percentages do not equal 100 due to rounding

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

Question 13a

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

Results

- 41% of visitor groups learned something that is relevant or meaningful to their life today (see Figure 43).

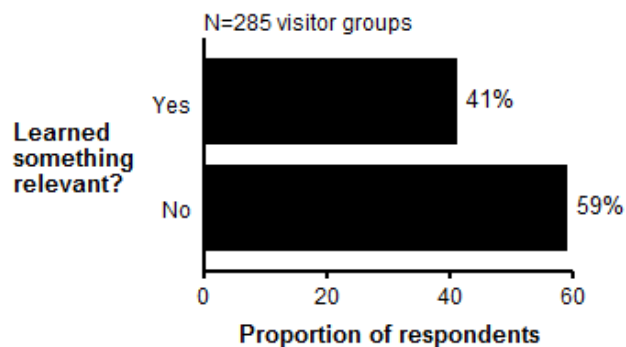


Figure 43. Visitor groups that learned something relevant or meaningful to their life

Question 13b

If YES, what did you learn that is relevant or meaningful to your life today?

Results

96 visitor groups listed what they learned that was meaningful to their life today in

- Table 39.

Table 39. What visitor groups learned that was relevant/meaningful to their lives (N=103 comments; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---|---------------------------|
| Increased knowledge/appreciation of Civil War | 13 |
| Awareness/appreciation of sacrifice for country | 11 |
| Impact/importance of Civil War on life today | 11 |
| Historical significance of area to Civil War | 10 |
| Learned about the battles/campaigns | 7 |
| Fight for your beliefs | 4 |
| Increased awareness of American Indian connection | 4 |
| Learned about ancestors in the Civil War | 4 |
| Learn from mistakes of past/history | 3 |
| Learned about life/culture during the Civil War | 3 |
| History is relevant today | 2 |
| History/importance of communication | 2 |
| Ability to visualize historical events | 1 |
| History of the local culture | 1 |
| History/evolution of military/artillery | 1 |
| Learn more each visit | 1 |
| Learned a lot | 1 |
| Stronger connection to where I live | 1 |
| Balance of N and S (conviction) | 1 |
| Doesn't seem all that long ago | 1 |

*total percentages do not equal 100 due to rounding

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

*total percentages do not equal 100 due to rounding

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

Table 39. What visitor groups learned that was relevant/meaningful to their lives (continued)

| Comment | Number of times mentioned |
|--|----------------------------------|
| Enrichment | 1 |
| Events are more complex than often presented | 1 |
| Extent of their presence in the area | 1 |
| Information not taught in daughter's school | 1 |
| Learned that Andrew Jackson defied Supreme Court and moved the Cherokee unconstitutionally | 1 |
| Many Confederate soldiers were not slave owners | 1 |
| Monument of the soldiers | 1 |
| Need more leaders like Jefferson Davis, General Robert E. Lee and Abraham Lincoln today | 1 |
| Obtained research for personal blog | 1 |
| Steepness of mountain | 1 |
| Take nothing for granted | 1 |
| Those in power will not give it up without a fight | 1 |
| To live in peace with one another, not always fighting | 1 |
| Toddlers can appreciate history through seeing artifacts | 1 |
| Treatment of humanity | 1 |
| Understanding the meaning of Chickamauga/Chattanooga as "death knell" (of the Confederacy) | 1 |
| Understood US history well. These weapons exported to Japan after Civil War. (I'm Japanese) It's meaningful. | 1 |
| Union always found a way | 1 |
| What could these people contribute if still living afterwards | 1 |
| Why people do what they do | 1 |
| Why Signal Mountain was named | 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 13c

What else can be done to help you to make a personal connection to the story presented at Chickamauga and Chattanooga NMP?

Results

- 69 visitor groups listed what can be done to help make a personal connection in

Table 40.

Table 40. What can be done to help visitor groups make a personal connection to the park story (N=69)

| Comment | Number of times mentioned |
|--|----------------------------------|
| Nothing | 10 |
| More reenactments/living history | 5 |
| Accessible database of genealogical/biographical information about those involved in these battles | 4 |
| Develop information by state/communities | 4 |
| Good job/well done | 4 |
| More personal stories/civilian life and involvement | 4 |
| Lists of soldiers fighting in battles | 2 |
| More exhibits | 2 |
| More ranger programs/tours | 2 |
| Needed more time/visits | 2 |
| Addition to local visitor information | 1 |
| Better coordination with auto tapes (one with 10 stops) | 1 |
| Better maps of state monuments | 1 |
| Colorful brochure emphasizing the importance | 1 |
| Cover the other issues that caused the war besides slavery | 1 |
| Develop story more | 1 |
| Examples that would apply in today's society | 1 |
| Familiarize myself more | 1 |
| Filter personal biases from the movie | 1 |
| Friendlier ranger at visitor center | 1 |
| General plaques at tour stops | 1 |
| Great job by rangers in outdoor talks; makes it more personal | 1 |
| I believe information is there, but my time needs to be committed | 1 |
| Improve/develop Signal Point | 1 |
| I've felt personally connected since I was old enough to know what it was | 1 |
| Keep it available | 1 |
| More about the losses the South had before this battle | 1 |
| More activities in park (music, volunteer opportunities) | 1 |
| More on Indian involvement | 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 40. What can be done to help visitor groups make a personal connection to the park story (continued)

| Comment | Number of times mentioned |
|--|----------------------------------|
| More outreach/programs for children | 1 |
| Needed more time/visits | 1 |
| More signs explaining historical facts | 1 |
| More stories of recently recovered relics | 1 |
| Provide guides on creek | 1 |
| Ranger tour on Southern perspective | 1 |
| Rangers were very informative and answered all our questions | 1 |
| Reasons why relevant to society today | 1 |
| Story of the Union victory on Lookout Mountain | 1 |
| What I learned was important, it just didn't really change how I perceive things | 1 |
| Work with schools to engage students in actively learning history | 1 |

*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 12a

Two of the purposes of Chickamauga and Chattanooga NMP are to present multiple viewpoints on the impacts of the Civil War on American culture, and the history of American Indians in the Southeast.

Please indicate all of the topics that your personal group learned about via park films/exhibits/ranger programs during this visit to Chickamauga and Chattanooga NMP.

Results

- As shown in Figure 44, the most common topic learned about by visitor groups were:
 - 84% Events of the Civil War
 - 76% Events of the Campaign for Chattanooga
 - 68% Natural setting where events occurred
- The least learned about topic was:
 - 10% Impact of European contact on Southeastern American Indians

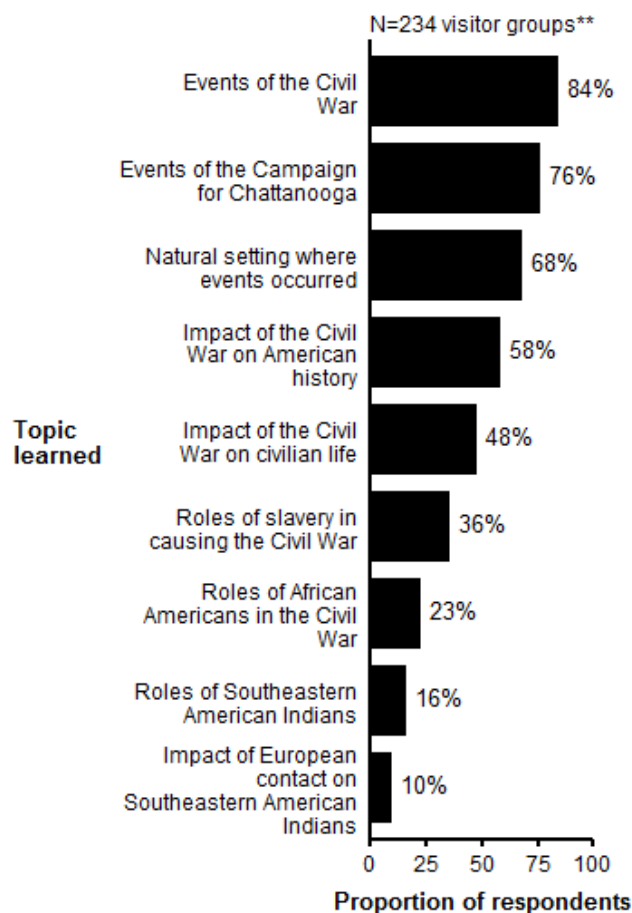


Figure 44. Visitor groups that learned about selected park topics on this visit

*total percentages do not equal 100 due to rounding

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

Question 12b

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

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

Results

- Figure 45 shows the combined proportions of “extremely important” and “very important” ratings of topics learned about.
- Table 41 shows the importance ratings of each topic learned about.
- The topics receiving the highest combined proportions of “extremely important” and “very important” ratings were:

93% Events of the Civil War
 92% Impact of the Civil War on American History
 88% Natural setting where events occurred
 88% Events of the Campaign for Chattanooga

- The topics receiving the highest “not at all important” rating was:

1% Events of the Campaign for Chattanooga
 1% Events of the Civil War
 1% Roles of slavery in causing the Civil War

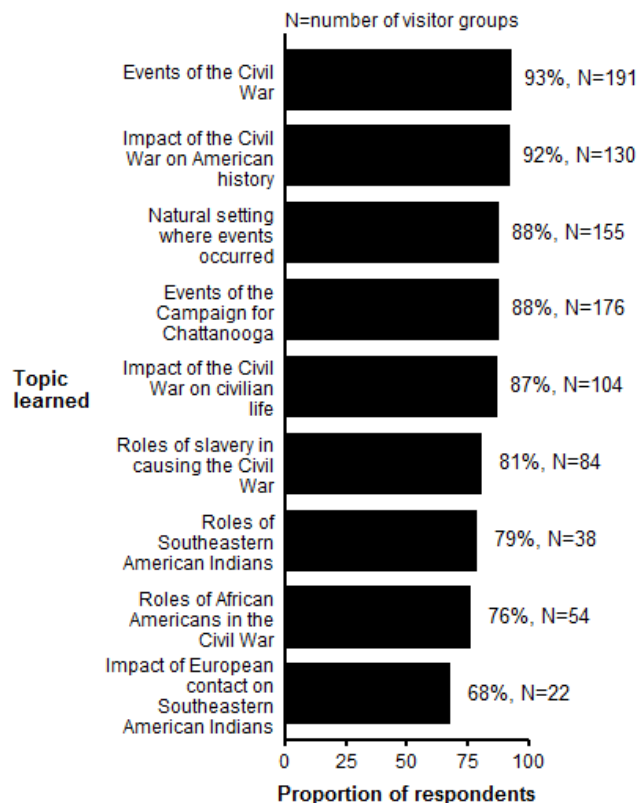


Figure 45. Combined proportions of “extremely important” and “very important” ratings of topics learned about

*total percentages do not equal 100 due to rounding

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

Table 41. Importance ratings of topics that you learned about
(N=number of visitor groups)

| Topic | N | Rating (%)* | | | | |
|---|-----|----------------------|--------------------|----------------------|----------------|---------------------|
| | | Not at all important | Slightly important | Moderately important | Very important | Extremely important |
| Events of the Campaign for Chattanooga | 176 | 1 | 2 | 10 | 34 | 55 |
| Events of the Civil War | 191 | 1 | 2 | 5 | 34 | 59 |
| Impact of European contact on Southeastern American Indians – CAUTION! | 22 | - | 14 | 18 | 18 | 50 |
| Impact of the Civil War on American history | 130 | - | 2 | 6 | 28 | 65 |
| Impact of the Civil War on civilian life | 104 | - | 7 | 7 | 34 | 53 |
| Natural setting where events occurred | 155 | - | 1 | 11 | 32 | 57 |
| Roles of African Americans in the Civil War | 54 | - | 6 | 19 | 28 | 48 |
| Roles of slavery in causing the Civil War | 84 | 1 | 5 | 13 | 29 | 52 |
| Roles of Southeastern American Indians | 38 | - | 11 | 11 | 24 | 55 |

*total percentages do not equal 100 due to rounding

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

Question 12c

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

- 1=Not enough
2=About right
3=Too much

Results

- Figure 46 shows the amount of information received on topics learned about that visitor groups rated as “about right”.

- Topics learned about receiving the highest “about right” ratings were:

94% Natural setting where events occurred
93% Events of the Campaign for Chattanooga
91% Impact of the Civil War on American history
91% Events of the Civil War

- Table 42 shows the amount of information received ratings of each topic learned about.

- The topic receiving the highest “not enough” rating was:

16% Events of the Civil War

- The topic receiving the highest “too much” rating was:

6% Roles of slavery in causing the Civil War

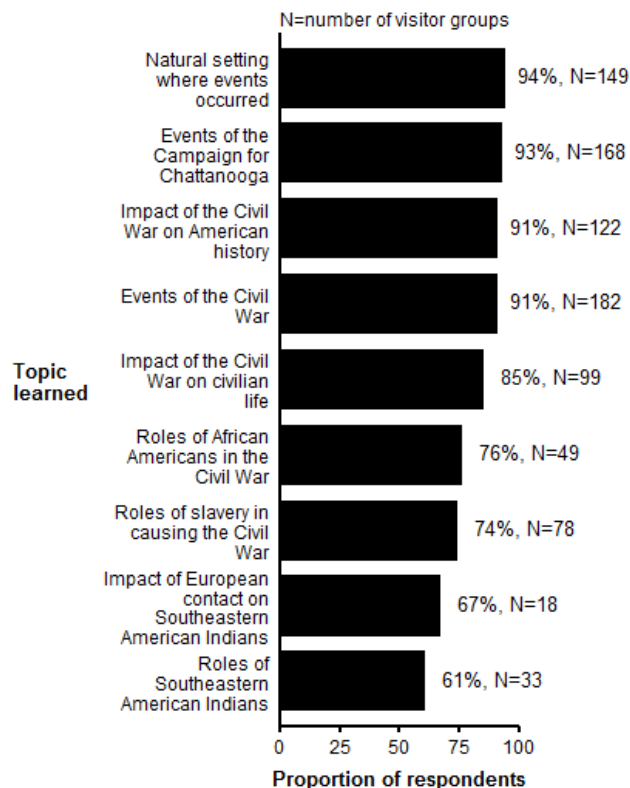


Figure 46. Visitor groups that felt the of the amount of information received was “about right”

*total percentages do not equal 100 due to rounding

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

Table 42. Amount of information received about topics
(N=number of visitor groups)

| Topic | N | Rating (%)* | | |
|---|-----|-------------|-------------|----------|
| | | Not enough | About right | Too much |
| Events of the Campaign for Chattanooga | 168 | 5 | 93 | 1 |
| Events of the Civil War | 182 | 9 | 91 | - |
| Impact of European contact on Southeastern American Indians – CAUTION! | 18 | 33 | 67 | - |
| Impact of the Civil War on American history | 122 | 8 | 91 | 1 |
| Impact of the Civil War on civilian life | 99 | 15 | 85 | - |
| Natural setting where events occurred | 149 | 5 | 94 | 1 |
| Roles of African Americans in the Civil War | 49 | 20 | 76 | 4 |
| Roles of slavery in causing the Civil War | 78 | 18 | 74 | 8 |
| Roles of Southeastern American Indians | 33 | 39 | 61 | - |

*total percentages do not equal 100 due to rounding

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

Question 12d

Which stories presented at Chickamauga and Chattanooga NMP need to be emphasized or strengthened?
(Open ended)

Results

84 visitor groups listed stories that needed to be emphasized or strengthened in Table 43.

Table 43. Stories that needed to be emphasized or strengthened
(N=92; some visitor groups made more than one comment)

| Story | Number of times mentioned |
|---|----------------------------------|
| None/everything good/well-presented | 20 |
| Elaborate on causes/justification/grievances for both north and south | 13 |
| Role of American Indians | 8 |
| Impact on civilian life in the area | 6 |
| Role of African Americans | 5 |
| Soldier's lives/courage/sacrifice/families | 5 |
| All of them | 2 |
| Effects of Civil War on life in the future | 2 |
| Logistical considerations (food, health, animals, equipment) | 2 |
| Role of Europeans in Civil War | 2 |
| Role of local citizens/women in Civil War | 2 |
| Clarify events at Chickamauga on September 19/20, 1863 | 1 |
| Conditions for medical personnel during war | 1 |
| Difficulty of battles in forested areas | 1 |
| Expand on cost of war | 1 |
| Disparity between number of markers for Union vs. Confederate | 1 |
| Emotional aspect of brother fighting brother | 1 |
| Emphasize mural in visitor's center | 1 |
| Expand on role of Battle for Chattanooga in Civil War | 1 |
| God's providence in Union victory and abolishing slavery | 1 |
| How battles led to taking of Atlanta | 1 |
| Immigrant regiments | 1 |
| Importance of Creek in the battle | 1 |
| Location of General Thomas' stand | 1 |
| Miscommunications that played decisive role in battles | 1 |
| More information about Civil War at Lookout Mountain Visitor's Center | 1 |

*total percentages do not equal 100 due to rounding

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

Table 43. Stories that needed to be emphasized or strengthened (continued)

| Story | Number of times mentioned |
|---|---------------------------|
| Mysterious "Green Eyes" | 1 |
| Personal stories | 1 |
| Ranger pro "South", unkind to North | 1 |
| Reasons for red/blue flags facing all directions | 1 |
| Role of the railroads | 1 |
| Role of veterans in reconstructing Chattanooga | 1 |
| Shared Confederate/Union victory of the mountain | 1 |
| Sherman's march | 1 |
| Strategies | 1 |
| Unfair depiction of southerners owning slaves/treatment of slaves in film | 1 |

*total percentages do not equal 100 due to rounding

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

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

Services and facilities used

Question 11a

Please indicate all the services and facilities that your personal group used at Chickamauga and Chattanooga NMP during this visit.

Results

- Figure 47, the most common services and facilities used by visitor groups were:

69% Restrooms
63% Visitor center at Chickamauga Battlefield
62% Indoor exhibits

- The least used service/facility was:
5% Junior Ranger program

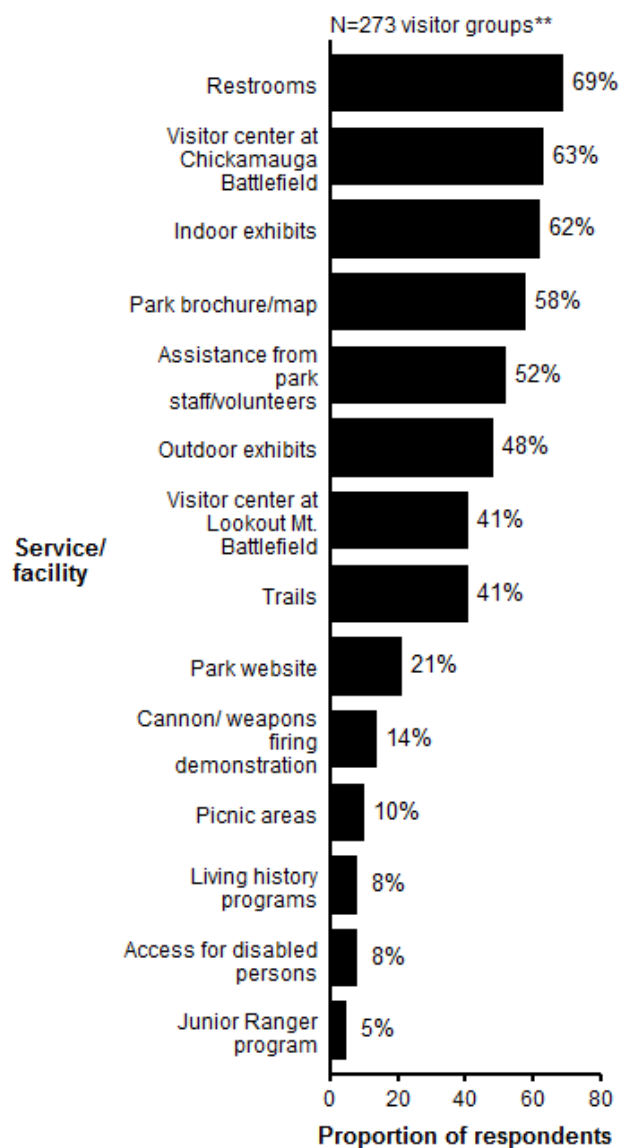


Figure 47. Services and facilities used

*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 services and facilities

Question 11b

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 48 shows the combined proportions of “extremely important” and “very important” ratings of services and facilities.
- Table 44 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:
 - 100% Living history programs
 - 95% Restrooms
 - 94% Visitor center at Chickamauga Battlefield
 - 94% Trails
- The service/facility receiving the highest “not at all important” rating was:
 - 1% Access for disabled persons
 - 1% Restrooms

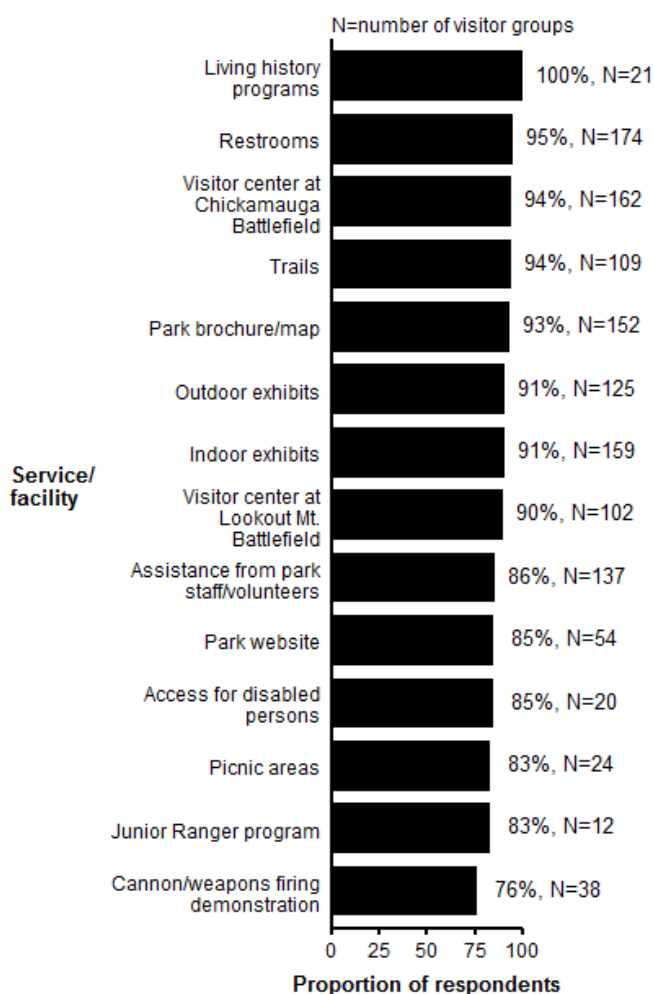


Figure 48. Combined proportions of “extremely important” and “very important” ratings of services and facilities

*total percentages do not equal 100 due to rounding

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

Table 44. Importance ratings of 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! | 20 | 5 | 5 | 5 | 15 | 70 |
| Assistance from park staff/volunteers | 137 | - | 6 | 8 | 39 | 47 |
| Cannon/weapons firing demonstration | 38 | - | 8 | 16 | 37 | 39 |
| Indoor exhibits | 159 | - | 2 | 8 | 33 | 57 |
| Junior Ranger program – CAUTION! | 12 | - | - | 17 | 33 | 50 |
| Living history programs – CAUTION! | 21 | - | - | - | 14 | 86 |
| Outdoor exhibits | 125 | - | 1 | 8 | 28 | 63 |
| Park brochure/map | 152 | - | 2 | 5 | 20 | 74 |
| Park website | 54 | - | 4 | 11 | 26 | 59 |
| Picnic areas – CAUTION! | 24 | - | - | 17 | 54 | 29 |
| Restrooms | 174 | 1 | - | 4 | 19 | 76 |
| Trails | 109 | - | - | 6 | 27 | 67 |
| Visitor center at Chickamauga Battlefield | 162 | - | 1 | 5 | 19 | 76 |
| Visitor center at Lookout Mt. Battlefield | 102 | - | 2 | 8 | 18 | 73 |

*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 services and facilities

Question 11c

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 49 shows the combined proportions of “very good” and “good” ratings of services and facilities.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
 - 100% Living history programs
 - 97% Visitor center at Chickamauga Battlefield
 - 97% Park brochure/map
 - 96% Assistance from park staff/volunteers
- Table 45 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating was:
 - 1% Visitor center at Lookout Mt. Battlefield

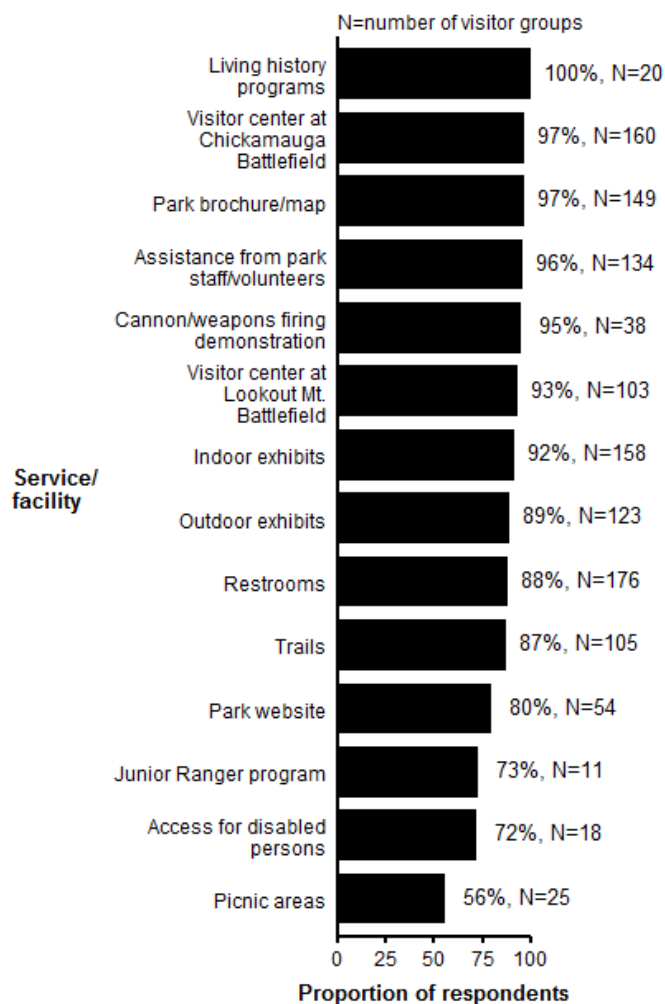


Figure 49. Combined proportions of “very good” and “good” ratings of services and facilities

*total percentages do not equal 100 due to rounding

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

Table 45. Quality ratings of services and facilities
(N=number of visitor groups)

| Service/facility | N | Rating (%)* | | | | |
|---|-----|-------------|------|---------|------|-----------|
| | | Very poor | Poor | Average | Good | Very good |
| Access for disabled persons – CAUTION! | 18 | - | - | 28 | 22 | 50 |
| Assistance from park staff/volunteers | 134 | - | 1 | 4 | 17 | 78 |
| Cannon/weapons firing demonstration | 38 | - | - | 5 | 26 | 68 |
| Indoor exhibits | 158 | - | 1 | 6 | 18 | 75 |
| Junior Ranger program – CAUTION! | 11 | - | - | 27 | 9 | 64 |
| Living history programs – CAUTION! | 20 | - | - | - | 15 | 85 |
| Outdoor exhibits | 123 | - | - | 11 | 20 | 70 |
| Park brochure/map | 149 | - | - | 3 | 22 | 75 |
| Park website | 54 | - | 2 | 19 | 19 | 61 |
| Picnic areas – CAUTION! | 25 | - | 4 | 40 | 20 | 36 |
| Restrooms | 176 | - | 2 | 10 | 32 | 56 |
| Trails | 105 | - | - | 13 | 33 | 53 |
| Visitor center at Chickamauga Battlefield | 160 | - | - | 3 | 18 | 79 |
| Visitor center at Lookout Mt. Battlefield | 103 | 1 | - | 6 | 28 | 65 |

*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 services and facilities

- Figure 50 and **Error! Reference source not found.** show the mean scores of importance and quality ratings of 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.

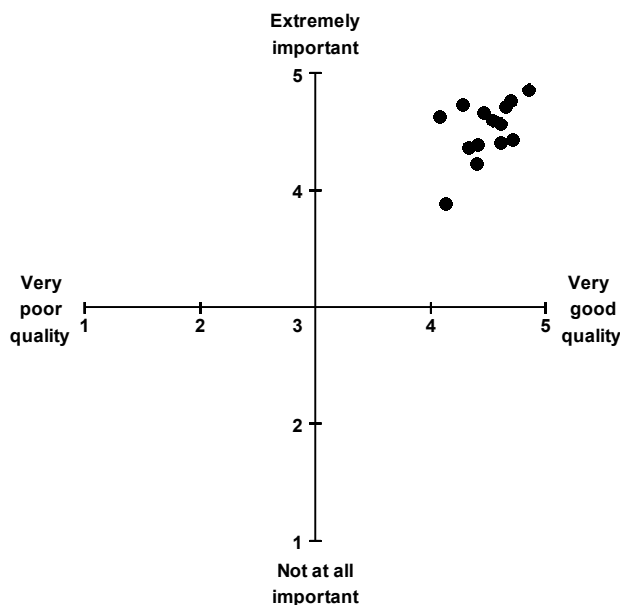


Figure 50. Mean scores of importance and quality ratings of services and facilities

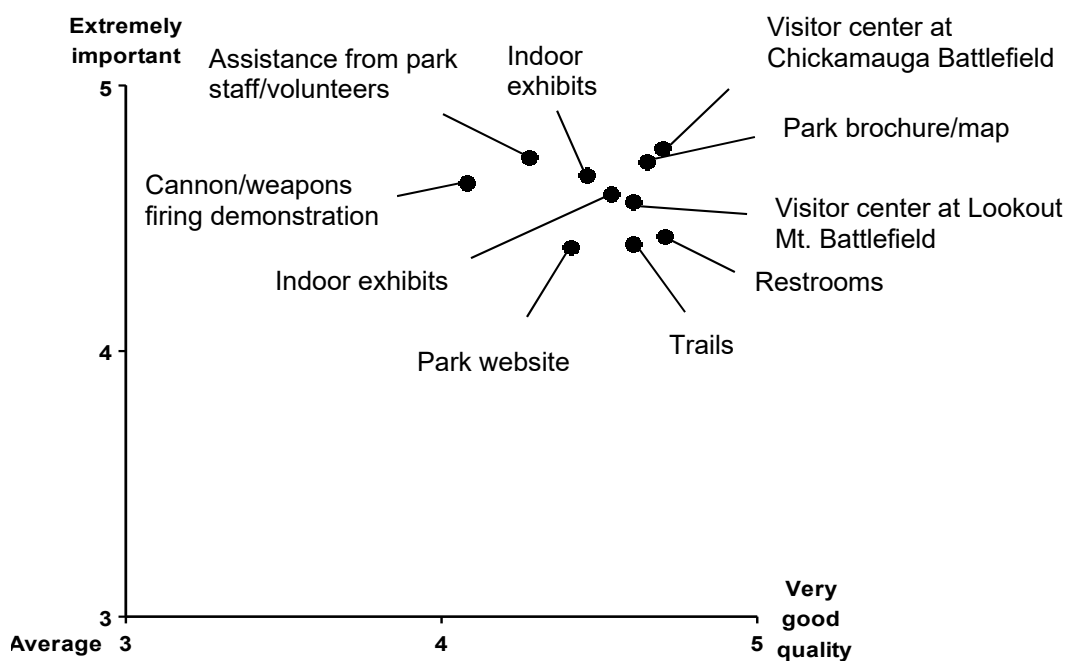


Figure 51. Detail of Figure 50

*total percentages do not equal 100 due to rounding

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

Parking facilities

Questions 3a - 3c

For each site listed, was the parking adequate?

Results

- Table 46 shows visitor groups' ratings of the adequacy of parking.

Table 46. Adequacy of parking

| Site | N | Adequate? (%)* | | |
|--------------------|-----|----------------|----|-------------|
| | | Yes | No | Did not use |
| Tour route | 312 | 68 | 1 | 31 |
| Visitor Center | 321 | 81 | 3 | 16 |
| Recreational sites | 311 | 58 | 2 | 40 |

Question 3d

If you answered NO for any of the above, please explain. (Open-ended)

Results

- Table 47 – Table 49 lists visitor groups' reasons for the inadequacies of parking in the park.

Table 47. Reasons why tour route parking was inadequate (N=5 comments) – **CAUTION!**

| Reason | Number of times mentioned |
|--|---------------------------|
| Not enough parking | 2 |
| Not enough pull over spots/difficult to pull over | 2 |
| Had to pay at Lookout Mountain. Terribly inadequate. | 1 |
| Not marked well | 1 |

Table 48. Reasons why Visitor Center parking was inadequate (N=11 comments) – **CAUTION!**

| Reason | Number of times mentioned |
|--------------------------------|---------------------------|
| Not enough parking | 5 |
| Did not like toll parking | 1 |
| Had to park at a parking meter | 1 |
| Need a place for motorcycles | 1 |
| Need more handicap spaces | 1 |
| Parked on street | 1 |
| Point Park is a problem | 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 49. Reasons why parking at recreational sites were inadequate (N=3 comments) – **CAUTION!**

| Reason | Number of times mentioned |
|------------------------|---------------------------|
| Need more creek access | 1 |
| Not enough parking | 1 |
| Point Park area (only) | 1 |

*total percentages do not equal 100 due to rounding

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

Interaction with park rangers

Question 8a

During this visit to Chickamauga and Chattanooga NMP, did your personal group have any personal interaction with a park ranger?

Results

- 73% of visitor groups had a personal interaction with a park ranger (see Figure 52).

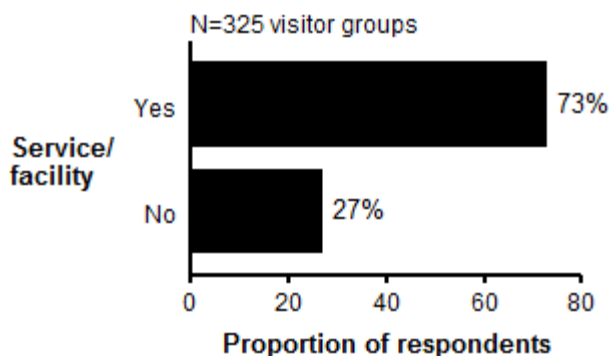


Figure 52. Visitor groups that had a personal interaction with a park ranger

Question 8b

If YES, please rate the quality of your interaction with the park ranger.

Results

- Figure 53 shows the combined proportions of “very good” and “good” ratings of visitor groups’ interaction with a park ranger.
- The interaction receiving the highest combined proportions of “very good” and “good” ratings was:

98% Helpfulness

- Table 50 shows the quality of visitor groups’ interaction with a park ranger.

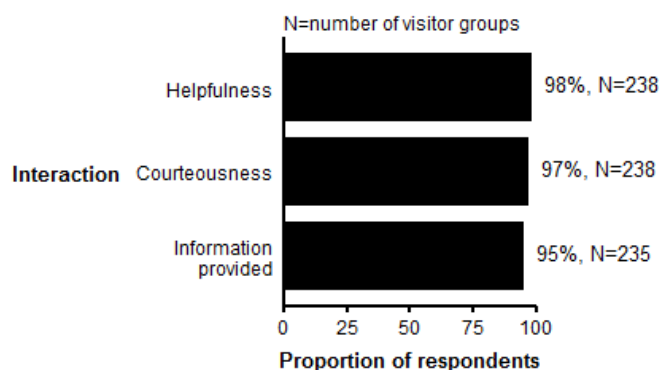


Figure 53. Quality of interaction with park ranger

Table 50. Quality of interaction with a park ranger
(N=number of visitor groups)

| Interaction | N | Rating (%)* | | | | |
|----------------------|-----|-------------|------|---------|------|-----------|
| | | Very poor | Poor | Average | Good | Very good |
| Helpfulness | 238 | 1 | - | 1 | 15 | 83 |
| Courteousness | 238 | 1 | <1 | 1 | 10 | 87 |
| Information provided | 235 | 2 | <1 | 3 | 13 | 82 |

*total percentages do not equal 100 due to rounding

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

Appropriateness of activities**Question 9**

Please rate how appropriate you feel the following activities are at Chickamauga and Chattanooga NMP?

Results

- Table 51 shows how appropriate activities were at the park.

Table 51. Appropriateness of activities

| Activity | Total N | Rating (%)* | | | | |
|--|--------------------|-----------------------|---------------------------|---------------|-------------------------|---------------------|
| | | Very inappropriate | Somewhat inappropriate | No opinion | Somewhat appropriate | Very appropriate |
| Bicycling | 295 | 3 | 5 | 34 | 13 | 46 |
| Horseback riding | 285 | 4 | 5 | 46 | 15 | 32 |
| Jogging/running | 286 | 3 | 4 | 32 | 15 | 46 |
| Picnicking | 291 | 3 | 3 | 24 | 15 | 55 |
| Rock climbing | 287 | 7 | 9 | 53 | 13 | 18 |
| Sunbathing | 288 | 25 | 19 | 44 | 5 | 7 |
| Throwing footballs, baseballs, etc. | 289 | 15 | 14 | 35 | 18 | 18 |
| Throwing frisbees | 289 | 14 | 13 | 35 | 19 | 19 |

*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 19

If you were to visit Chickamauga and Chattanooga NMP in the future, how would your personal group prefer to learn about cultural and natural history at each park site listed below?

Results

- 75% of visitor groups were interested in learning about the cultural and natural history/features of Chickamauga and Chattanooga NMP on a future visit (see Figure 54).

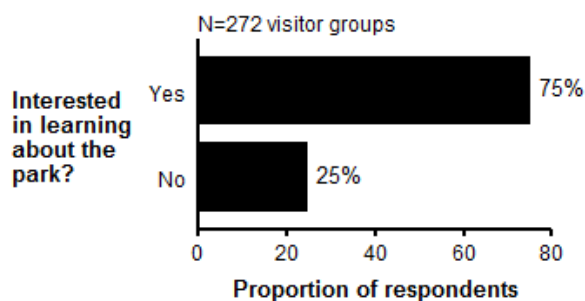


Figure 54. Visitor groups that were interested in learning about the cultural and natural history/features of Chickamauga and Chattanooga NMP on a future visit

Results

- 58% of visitor groups preferred ranger guided walks/talks to learn about the park (see Figure 55).
- 54% preferred films, movies, video
- 54% preferred self-guided tours

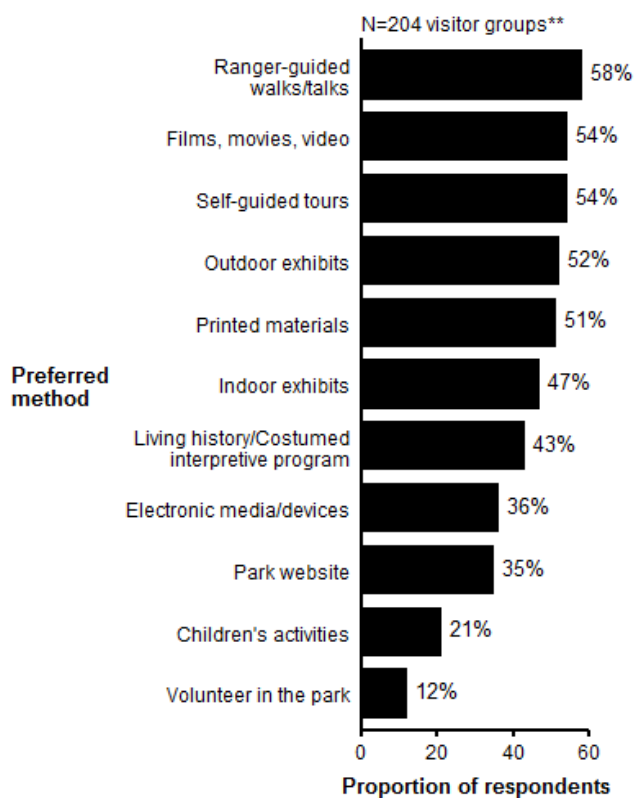


Figure 55. Preferred interpretive method

*total percentages do not equal 100 due to rounding

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

Preferred interpretive methods to learn about the park by site**As a volunteer in the park – CAUTION!****Results**

- Figure 56As shown in Figure 56 those visitor groups that were interested in learning about the cultural and natural history of the park as a volunteer in the park, the most common sites chosen to learn were:

72% Point Park
 64% Chickamauga Battlefield
 52% Signal Point

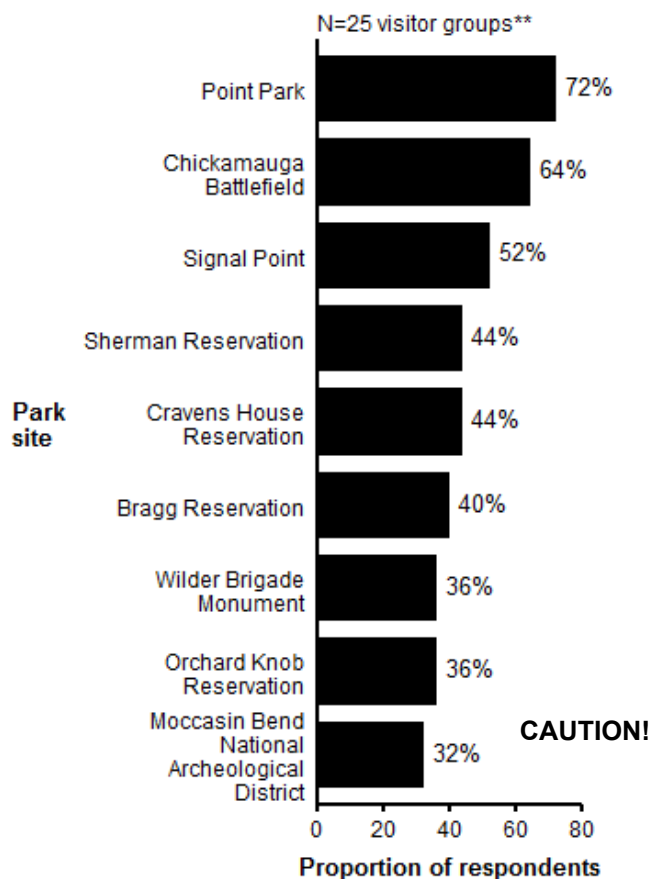


Figure 56. Visitor groups that were interested in learning about the cultural and natural history as a volunteer in the park

*total percentages do not equal 100 due to rounding

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

Children's activities

Results

- As shown in Figure 57, those visitor groups that were interested in learning about the cultural and natural history of the park through children's activities, the most common sites chosen to learn were:

84% Chickamauga Battlefield
 65% Point Park
 53% Cravens House Reservation

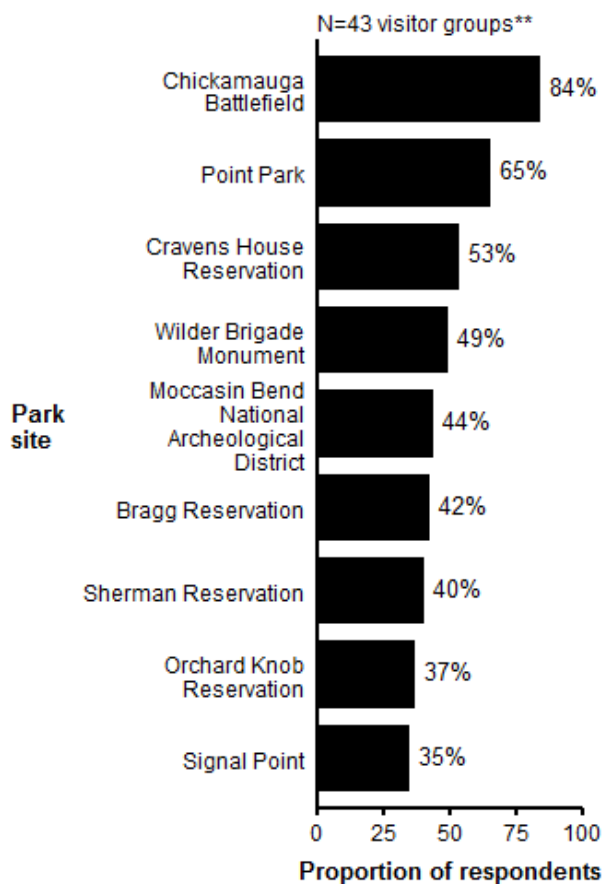


Figure 57. Visitor groups that were interested in learning about the cultural and natural history through children's activities

*total percentages do not equal 100 due to rounding

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

Electronic media/devices (podcasts, cell phone tours, interactive computer exhibits, etc.)

Results

- As shown in Figure 58, those visitor groups that were interested in learning about the cultural and natural history of the park through electronic media/devices, the most common sites chosen to learn were:

88% Chickamauga Battlefield

58% Point Park

52% Signal Point

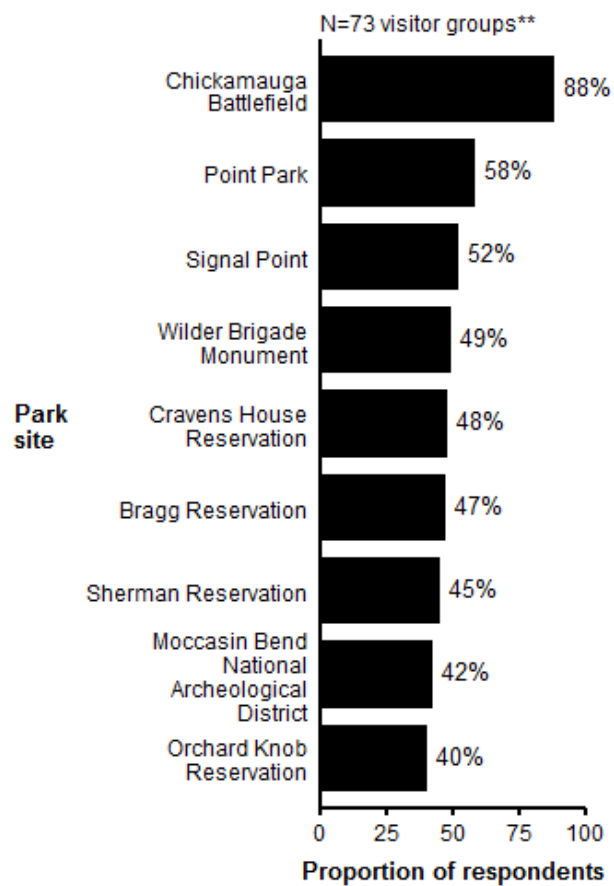


Figure 58. Visitor groups that were interested in learning about the cultural and natural history through electronic media/devices

*total percentages do not equal 100 due to rounding

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

Films, movies, videos

Results

- As shown in Figure 59, those visitor groups that were interested in learning about the cultural and natural history of the park through films, movies, videos, the most common sites chosen to learn were:

81% Chickamauga Battlefield
 65% Point Park
 46% Cravens House Reservation

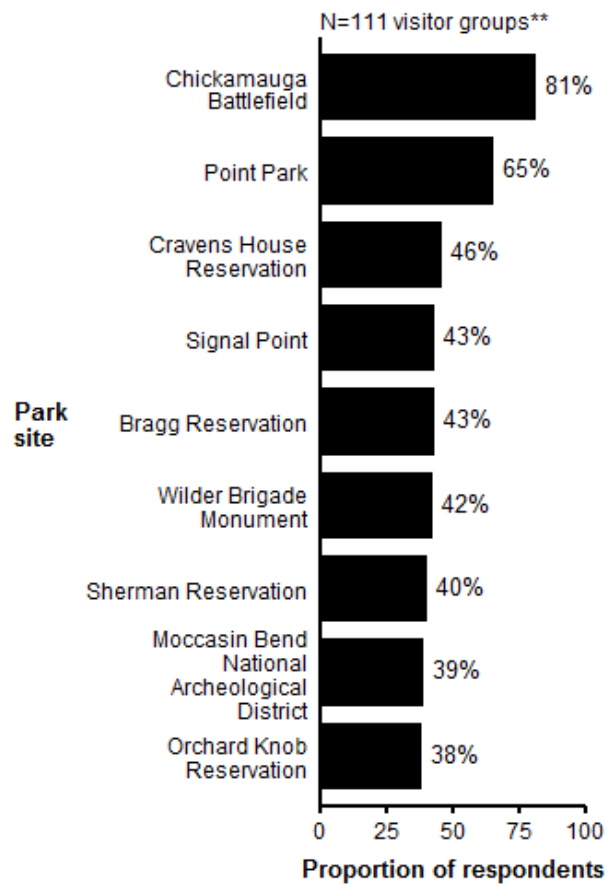


Figure 59. Visitor groups that were interested in learning about the cultural and natural history through films, movies, videos

*total percentages do not equal 100 due to rounding

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

Indoor exhibits

Results

- As shown in Figure 60, those visitor groups that were interested in learning about the cultural and natural history of the park through indoor exhibits, the most common sites chosen to learn were:

82% Chickamauga Battlefield
 49% Point Park
 35% Moccasin Bend National Archeological District
 35% Cravens House Reservation

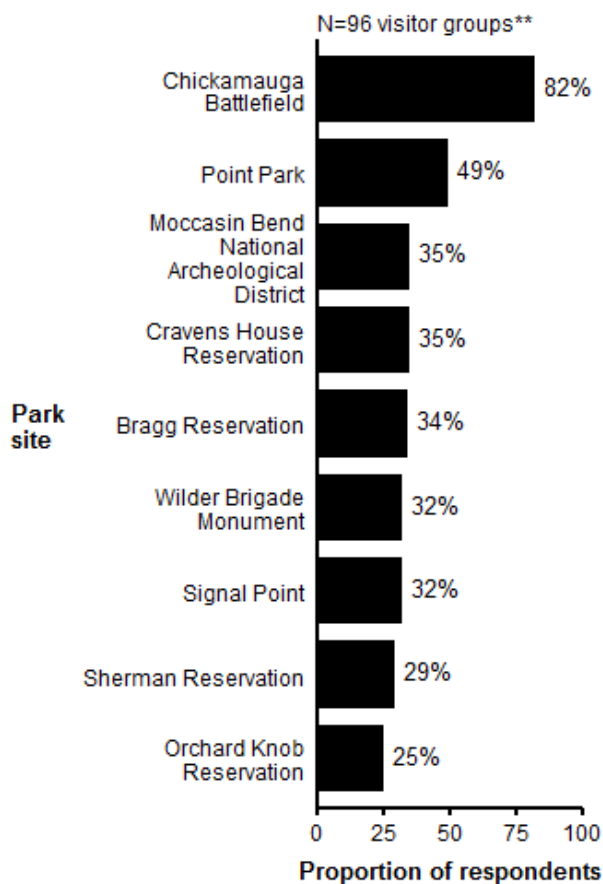


Figure 60. Visitor groups that were interested in learning about the cultural and natural history through indoor exhibits

*total percentages do not equal 100 due to rounding

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

Living history/costumed interpretive programs

Results

- As shown in Figure 61, those visitor groups that were interested in learning about the cultural and natural history of the park through living history/costumed interpretive programs, the most common sites chosen to learn were:

84% Chickamauga Battlefield
 53% Point Park
 49% Cravens House Reservation

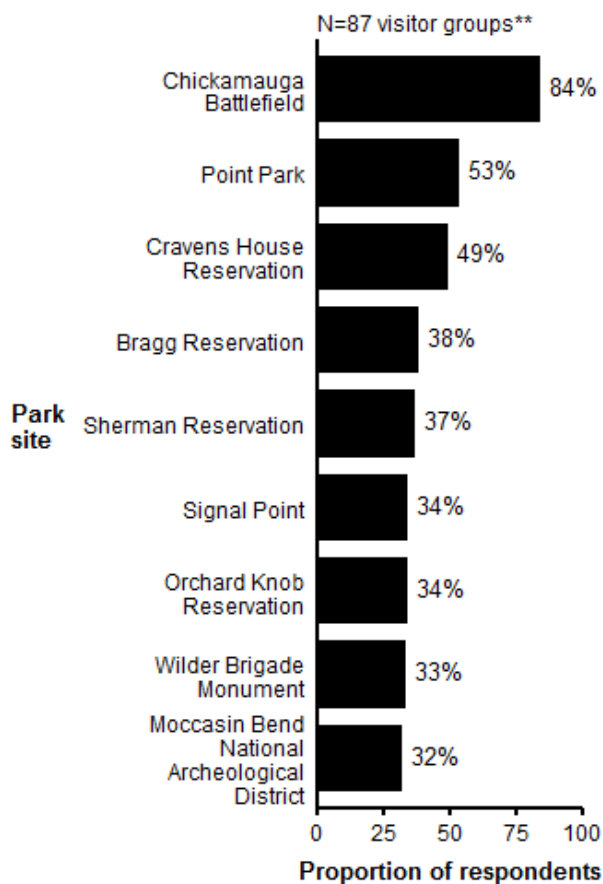


Figure 61. Visitor groups that were interested in learning about the cultural and natural history park through living history/costumed interpretive programs

*total percentages do not equal 100 due to rounding

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

Outdoor exhibits

Results

- As shown in Figure 62, those visitor groups that were interested in learning about the cultural and natural history of the park through outdoor exhibits, the most common sites chosen to learn were:

85% Chickamauga Battlefield

64% Point Park

47% Moccasin Bend National
Archeological District

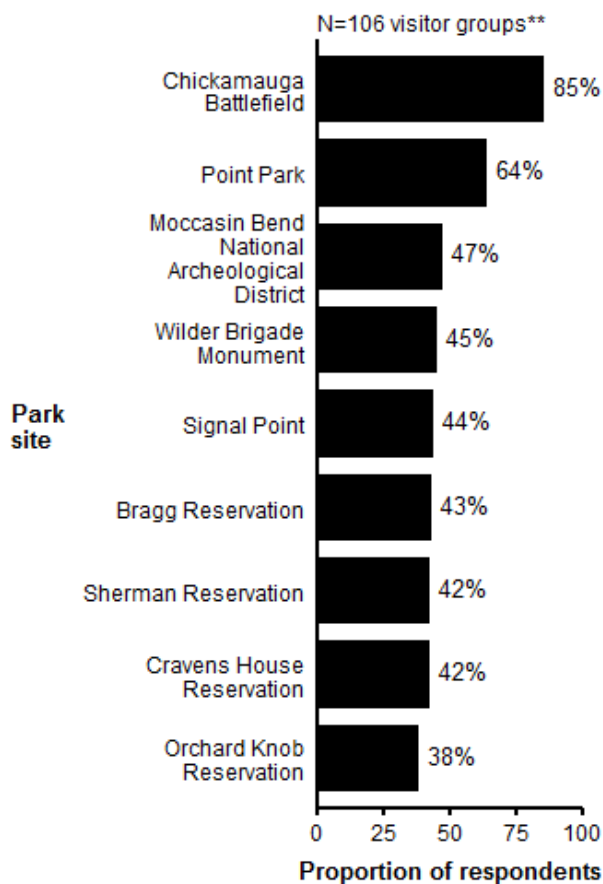


Figure 62. Visitor groups that were interested in learning about the cultural and natural history through outdoor exhibits

*total percentages do not equal 100 due to rounding

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

Park website: www.nps.gov/chch

Results

- As shown in Figure 63, those visitor groups that were interested in learning about the cultural and natural history of the park through the park website (www.nps.gov/chch), the most common sites chosen to learn were:

92% Chickamauga Battlefield
66% Point Park
59% Wilder Brigade Monument

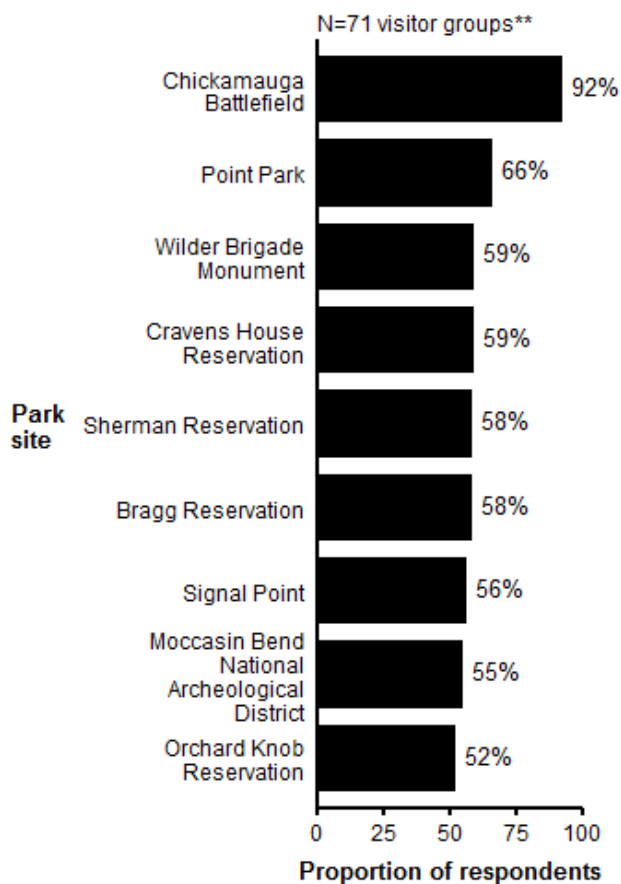


Figure 63. Visitor groups that were interested in learning about the cultural and natural history through the park website

*total percentages do not equal 100 due to rounding

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

Printed materials (brochures, books, maps, etc.)

Results

- As shown in Figure 64, those visitor groups that were interested in learning about the cultural and natural history of the park through printed materials (brochures, books, maps, etc.), the most common sites chosen to learn were:

82% Chickamauga Battlefield
62% Point Park
55% Cravens House Reservation

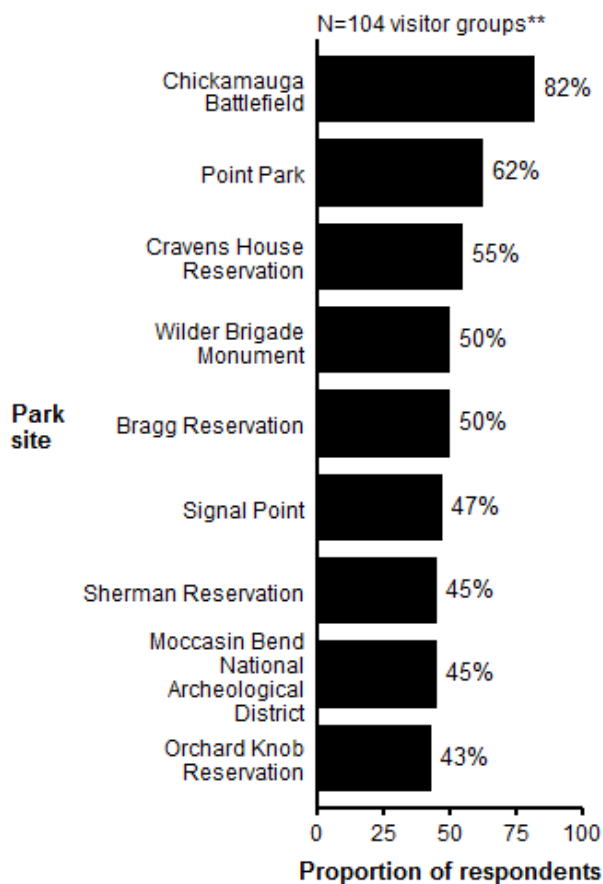


Figure 64. Visitor groups that were interested in learning about the cultural and natural history park through printed materials

*total percentages do not equal 100 due to rounding

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

Ranger-guided walks/talks

Result

- As shown in Figure 65, those visitor groups that were interested in learning about the cultural and natural history of the park through ranger-guided walks/talks, the most common sites chosen to learn were:

85% Chickamauga Battlefield
 61% Point Park
 47% Cravens House Reservation

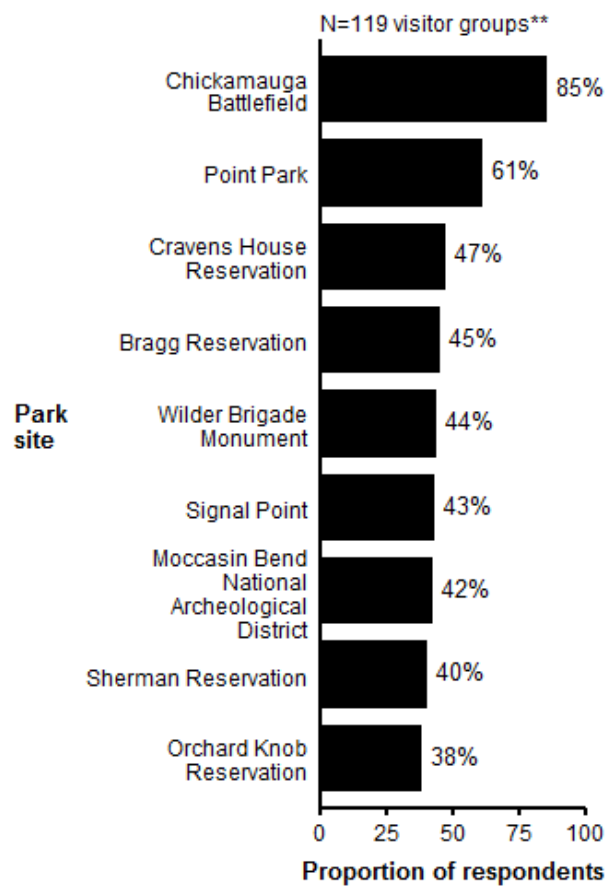


Figure 65. Visitor groups that were interested in learning about the cultural and natural history park through ranger-guided walks/talks

*total percentages do not equal 100 due to rounding

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

Self-guided tours

Results

- As shown in Figure 66, those visitor groups that were interested in learning about the cultural and natural history of the park through self-guided tours, the most common sites chosen to learn were:

86% Chickamauga Battlefield
 67% Point Park
 51% Wilder Brigade Monument

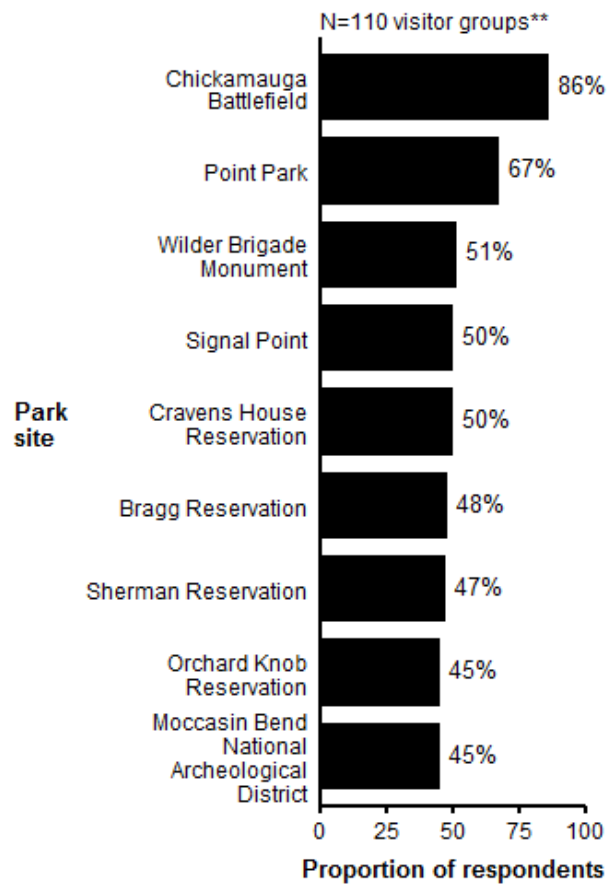


Figure 66. Visitor groups that were interested in learning about the cultural and natural history park through self-guided tours

*total percentages do not equal 100 due to rounding

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

"Other" methods of learning about the parkResults – **CAUTION!**

- Not enough visitor group responded to this question to provide reliable results (see Figure 67Figure 67).

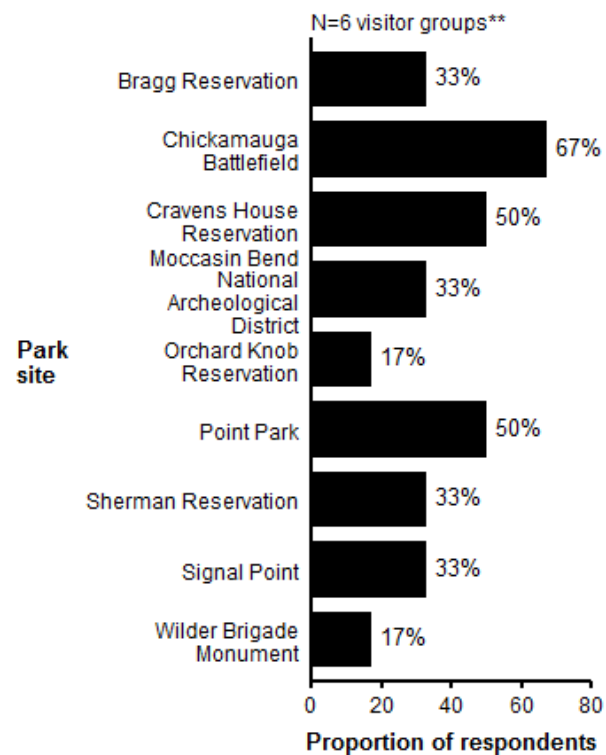


Figure 67. Visitor groups that were interested in learning about the cultural and natural history park through self-guided tours

*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 18

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

Results

- 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 68).
- 1% of visitor groups rated the quality as “very poor”.
- No visitor group rated the quality as “poor”.

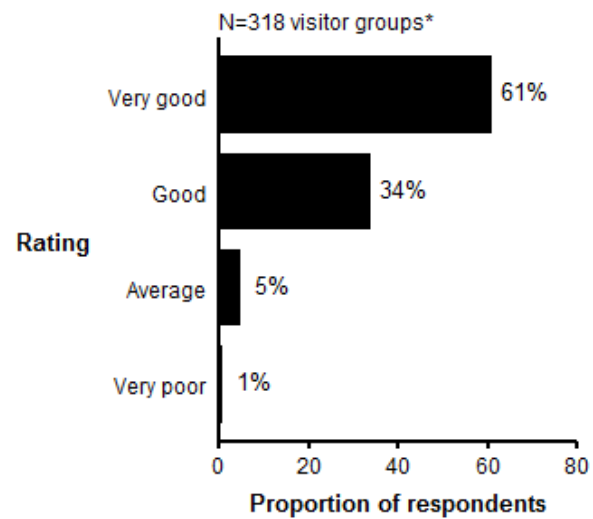


Figure 68. Overall quality rating of facilities, services, and recreational opportunities

*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 17a

What did your personal group like most about your visit to Chickamauga and Chattanooga NMP? (Open-ended)

Results

- 30% of visitor groups (N=269) responded to this question.
- Table 52 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 52. What visitors liked most
(N=399 comments; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|---|---------------------------|
| PERSONNEL (3%) | |
| Ranger/staff friendly/helpful/knowledgeable | 10 |
| Volunteers were helpful and knowledgeable | 3 |
| INTERPRETIVE SERVICES (51%) | |
| History/historical information | 39 |
| Gun collection/display/demonstrations | 17 |
| Movies/films/videos | 23 |
| Cannon/cannon displays/demonstrations | 17 |
| Ranger-led tours/activities | 13 |
| Visitor center | 6 |
| Displays/markers informative | 13 |
| Exhibits inside/outside | 11 |
| Self-guiding programs/tours | 11 |
| Provided lots of information | 9 |
| Battlefields | 8 |
| Education/educational opportunities | 2 |
| Honors/respects men that lost their lives | 2 |
| Light display of battlefield actions/progressions | 2 |
| Other comments | 31 |

*total percentages do not equal 100 due to rounding

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

Table 52. What visitors liked most (continued)

| Comment | Number of times mentioned |
|-------------------------------------|----------------------------------|
| FACILITIES/MAINTENANCE (14%) | |
| Well maintained/clean park | 13 |
| Trails | 12 |
| Monuments/memorials | 8 |
| Wilder Brigade Monument/Tower | 6 |
| Cravens House | 2 |
| Picnic areas | 2 |
| Trails in Point Park | 2 |
| Other comments | 9 |
| POLICY/MANAGEMENT (1%) | |
| Free admission | 2 |
| Comment | 1 |
| RESOURCE MANAGEMENT (1%) | |
| Wildlife | 3 |
| Other comments | 2 |
| GENERAL (30%) | |
| Views/beautiful views | 37 |
| Beautiful park/area | 13 |
| Scenery | 12 |
| Peaceful setting | 7 |
| Quietness/tranquility | 5 |
| All of it | 5 |
| Walking/hiking | 7 |
| Loved/liked it all | 5 |
| Accessibility | 2 |
| Climbing/walking Tower | 2 |
| Mountains | 2 |
| Natural setting/area | 2 |
| Other comments | 21 |

*total percentages do not equal 100 due to rounding

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

What visitors liked least**Question 17b**

What did your personal group like least about your visit to Chickamauga and Chattanooga NMP? (Open-ended)

Results

- 21% of visitor groups (N=188) responded to this question.
- Table 53 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 53. What visitors liked least
(N=197 comments; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|--|----------------------------------|
| PERSONNEL (1%) | |
| Comments | 2 |
| INTERPRETIVE SERVICES (16%) | |
| Information/maps were needed not available | 6 |
| Activities/programs were unavailable | 4 |
| Self-guided tours were confusing/broken/inadequate | 5 |
| Improve/expand ranger-led tours | 2 |
| Improve movie/film/video | 2 |
| Long wait to get on the Incline Railway | 2 |
| More interactive displays | 2 |
| Other comments | 9 |
| FACILITIES/MANAGEMENT (15%) | |
| Trails need improvement/better signage | 6 |
| More drinking water facilities | 3 |
| More parking | 3 |
| Monuments too far from road | 2 |
| No trash cans | 2 |
| Picnicking not available | 2 |
| Other comments | 12 |
| POLICY MANAGEMENT (7%) | |
| House closures (Cravens House) | 5 |
| Entrance fee | 4 |
| Parking fees | 2 |
| Other comments | 3 |

*total percentages do not equal 100 due to rounding

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

Table 53. What visitors liked least (continued)

| Comment | Number of times mentioned |
|----------------------|----------------------------------|
| GENERAL (60%) | |
| Nothing | 62 |
| All was good/great | 17 |
| Heat/humidity | 17 |
| Not enough time | 12 |
| Walking | 2 |
| Other comments | 9 |

*total percentages do not equal 100 due to rounding

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

Additional comments**Question 25**

Is there anything else your personal group would like to tell us about your visit to Chickamauga and Chattanooga NMP? (Open-ended)

Results

- 13% of visitor groups (N=119) responded to this question.
- Table 54 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 54. Additional comments
(N=199 comments; some visitor groups made more than one comment)

| Comment | Number of times mentioned |
|--|----------------------------------|
| PERSONNEL (6%) | |
| Staff/rangers knowledgeable, courteous, enthusiastic | 10 |
| Volunteers personable/friendly/helpful | 2 |
| INTERPRETIVE SERVICES (22%) | |
| Great learning tool/opportunity | 11 |
| Did not know about many of sites/activities | 3 |
| Expand opportunities for kids of all ages | 3 |
| Enjoyed the historical relics | 2 |
| Improve maps for markers/trails | 2 |
| Other comments | 20 |
| FACILITIES/MAINTENANCE (11%) | |
| Well maintained park | 7 |
| Better marked trails/bike trails | 4 |
| Horses damage trails | 2 |
| Other comments | 9 |
| POLICY/MANAGEMENT (4%) | |
| Other comments | 8 |

*total percentages do not equal 100 due to rounding

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

Table 54. Additional comments (continued)

| Comment | Number of times mentioned |
|-------------------------------|----------------------------------|
| GENERAL (58%) | |
| Enjoyed park/visit | 19 |
| Want to come back/will return | 13 |
| Great experience/visit | 12 |
| Liked it/loved it | 13 |
| Thank you | 7 |
| Keep up the good work | 9 |
| Not enough time | 5 |
| Beautiful park/area | 3 |
| Nice park | 2 |
| Other comments | 33 |

*total percentages do not equal 100 due to rounding

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

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 17a

What did your personal group like most about your visit to Chickamauga and Chattanooga NMP?
(Open-ended)

- A beautiful setting and the plaques were very informative
- Able to walk
- Access, news/markers
- Accessibility of information and ability to tailor visit for time, amount of information, etc.
- Adults - Battlefield Child - Cannon firing
- All
- All just fine
- All of it
- All of it
- All the monuments to the different states
- Amount of history told
- Attentive staff, well maintained environment
- Auto tape visit
- Beautiful area and well kept
- Beautiful day for casually and purposefully finding and reading monuments
- Beautiful park, great picnic areas, groomed trails, and interesting exhibits
- Beautiful view and cleanliness of park
- Beauty of it
- Beauty of the park, the story presented in monuments and audio
- Because of the heat, I liked the movie about Chickamauga much better than anything on TV
- Being able to appreciate American history
- Being able to see and learn what took place on the battlefields
- Being able to show my kids a part of their history
- Being able to walk through fields and woods, where years ago, campaigns were waged
- Biking while reading information at Chickamauga and the combination of views and interpretation at Point Park
- Bookstore
- Cannon demonstration
- Cannon firing
- Cannons
- Cannons
- Cell tour information and layout. A great way to clearly and concisely explain it all
- Civil War exhibit in visitors center was well organized and clear
- Civil War history
- Cleanliness of park
- Climbing Tower and visit to Visitor Center

*total percentages do not equal 100 due to rounding

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

- Combative positions, etc.
- Contrast between peaceful today and bloody yesterday
- Cravens House
- Ease of access, no fees, self-paced
- Enjoy it all
- Enjoyed the views at Point Park. Also enjoyed the jail museum area.
- Exhibits
- Exhibits with actual artifacts
- Film
- Film was really good
- Friendly staff, variety of activities
- From Point Park, looking off the top of the mountain onto the river and Chattanooga, it seems it would be impossible to lose this position
- Good sense of history, unit memorials
- Great for families and free
- Great presentation of history
- Guide Jim Ogden - very knowledgeable, excellent speaker
- Guided tour
- Guided walking tour
- Gun collection, short film
- Gun display
- Gun museum and cannon firing
- Hands-on experiences (marching, compass, etc.) and gun demonstration
- Having a swim at bottom of waterfall
- Hiking
- Hiking in the woods, seeing the monuments and wildlife
- Hiking trails at Point Park
- Historical aspects of the battles and how they unfolded and relevance to lives as Americans
- Historical content
- Historical information
- History
- History explained clearly, walking site, plus signs/markers
- History facts; scenery
- History, view and education
- How beautiful everything is maintained
- I love history
- Impact
- Independence - ability to self-guide and yet get full benefit of area
- Information provided, landscape, movie at Chickamauga
- Interesting American history in its natural state
- It was a beautiful park
- It's a Civil War Battlefield
- Keep it like it is

*total percentages do not equal 100 due to rounding

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

- Lack of crowds
- Learning history and understanding the geography of the area
- Learning the history
- Learning the history where it actually took place
- Learning the importance of the city and surrounding terrain to both sides during the war
- Learning/reading the history
- Light display of battlefield actions/progressions in visitor center, camping, video at visitor center
- Liked all of it
- Looking down over mountain at the river and seeing the perspective of the soldiers
- Looking for the four NC marker monuments
- Lookout Mountain
- Lots of information, beautiful scenery
- Loved everything about the park
- Maps of the location of the armies at the individual sites on the motor vehicle tour
- Memorials, cannons
- Mind-visualization of what took place
- Monument to Wilder, lighted map showing Chickamauga fight, "Rock of Chickamauga," video of gun comparisons
- Monuments
- Most of our visit took place in Point Park We very much enjoyed the information on the info boards and the self-guided pace
- Movie
- Museum and walking trails
- My daughter had foot surgery 4 weeks ago and the inclined paved routes were difficult for her
- My husband remembered going there as a child
- N/A
- Natural beauty
- Natural setting
- Natural, un-changed area
- Never knew that it existed
- New facts, the tours
- New film is great
- Overall enjoyable experience
- Overall size of the park and numerous monuments. A pleasure to view actual battlefields
- Park ranger activities
- Peaceful surroundings and visitor center
- Peaceful, beautiful views
- Peaceful, quiet. Respectful of events really.
- Peacefulness of park, helpful people
- Picnic, caravan tour, movie in visitors center
- Point Park is just simply gorgeous
- Point Park views
- Point Park views

*total percentages do not equal 100 due to rounding

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

- Preservation of the land
- Quiet and tranquility
- Quiet, clean, beautiful area
- Ranger guided tour
- Ranger led tours (at both parks)
- Ranger-led artillery talk - I learned a lot! Great dynamic and informative presentation.
- Readily available information
- Realizing that history occurred where you were standing
- Really just walked through the park and read the signs - quick visit to bookstore
- Really liked the cell phone tour. Amazing information on geography influences on the battles.
- Rifle display, Civil War timeline display
- Scenery
- Scenery
- Scenery
- Scenery and history
- Scenery is stunning. All of the trail options are wonderful.
- Scenery, peacefulness of the setting
- Scenic beauty/view off/from Lookout Mountain
- Scenic view from Signal Mountain
- Seeing the actual terrain they dealt with
- Seeing the cannons
- Seeing the river and Lookout across the river
- Self-directed tours. Ability to absorb in a peaceful setting
- Self-guided auto tour and cannon firing
- Sense of history
- Setting; gun display book store
- Short movie very helpful! Numbered tour stops very informative.
- Signs that explained the historic use of the area
- That it is kept as much as it looked during the war
- The air conditioning, the inside exhibits If we had more time, we wanted to drive through the park
- The battlefield displays and signs which provided information
- The battlefield monuments, Rock City, Ruby Falls
- The battlefields
- The beautiful drive
- The beautiful view and cleanliness of park
- The beautiful views and knowledge of its historical significance
- The beauty of the park
- The beauty of the park and views from looking out
- The beauty, quiet and solitude. The signage was excellent.
- The bicycling was excellent. However, bike trails are not marked well even though we had a map.
- The cannon demonstration and Wilder Brigade Monument
- The cannons
- The cannons and the stories of the struggles of the soldiers/civilians

*total percentages do not equal 100 due to rounding

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

- The cannons, the clip or movie
- The cell phone tour and the gun collection
- The Chickamauga Battlefield itself
- The combination of old, mature, forest and open green fields. Also, the view from Wilder Monument.
- The family really enjoyed the history facts and stories of the time. Just enough to keep the kids interested 13 and 11 years old.
- The fascinating history
- The film
- The film at the Chickamauga/Chattanooga Visitor Center
- The film at the visitor center was an impressive production
- The film presentation and the Fuller Gun Collection
- The gun and cannon displays and the trails
- The gun display
- The gun exhibit
- The guns and cannons
- The guns, etc. - grandson (12) loved it all
- The helpful friendly park rangers. It it wasn't for park rangers, we would not of seen all we did!
- The historic information
- The history
- The history and view
- The history itself is interesting. Have many places to see. Not enough time.
- The history of Chickamauga and the excellent way it is laid out I spend all day, walking and driving through the park reading plaques; great information
- The history of the battle
- The history that took place there
- The history, the parks, the monuments, and wildlife
- The importance of Chattanooga (railway and river) in the Civil War
- The information on the battlefield markers
- The Junior Ranger Program
- The knowledge of the rangers and helpfulness of park volunteers
- The monuments
- The movie
- The movie was very good - sites of the battle were well-marked
- The movie. The man dressed up with the time close.
- The museum
- The natural scenery, trails, museum exhibits, and Civil War information
- The park is very well kept
- The quietness in countryside
- The Ranger- led walk at Point Park
- The rangers asking if you need help and direction
- The relaxing nature of the hiking trails
- The scenery and how well kept everything was
- The scenery, mountains, views

*total percentages do not equal 100 due to rounding

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- The staff/rangers that worked with her
- The story about the generals who lead both sides
- The tour, the artillery still on the exhibits, and the view
- The trails
- The trails were great, well maintained
- The view
- The view - Signal Point
- The view and the electronic battle program at Point Park - very informative
- The view, cannons, and the path the soldiers took up the mountain
- The view, please keep trees pruned
- The view, the information areas with and without props
- The views and the trails
- The views from Lookout Mountain. The rock formations, old photos, gift shop.
- The views were spectacular
- The visitor center movie
- The visitors center; cleanliness of park; historic plaques
- The visuals (cannons, statues, exhibits)
- The walk around Point Park was well kept
- The walking tour with the National Military Park guide
- The walking/hiking trails were awesome
- The whole experience - the center - ranger - exhibits - staff
- The Wilder Brigade Monument
- The numerous activities that each family member can enjoy
- Time with family
- To be able to follow the route of an ancestor
- Trails
- Trails and walking paths
- Trails were nice
- Trails, outdoor exhibits
- Try to stop by Civil War sites to pique children's interest in history - just seeing sites and brief history
- Twenty-six minute movie on battle was excellent. Talking to Lee White, Park Ranger.
- Use of the call phone to get information at each tour site, which was very informative and helpful
- Very clean, and honorable to the men that lost their lives there
- Very informative
- Very peaceful and reverent, respectful of all military service and loss of lives
- Very well maintained
- View
- View
- View
- View at overlook at Signal Mountain Signal Point Reservation
- Viewing the monuments
- Viewing the wildlife
- Views and ranger talk (education)

*total percentages do not equal 100 due to rounding

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

- Views/trails in Point Park
- Visiting battlefields
- Visiting the various locations in the site
- Visiting visitor center
- Visitor Center
- Visitor center film, cell phone and audio tapes at tour stops and gun collection
- Visitor center was wonderful
- Volunteers very helpful. Just visited to see where 58th NC fought and he circled places on map and printed off information to take home
- Volunteers were very helpful and knowledgeable
- Walk with the Park Ranger
- Walking and reading markers in the battle fields
- Walking on trails. It would be good to have a map dedicated to hiking trails
- Walking tour and guns
- Walking up the tower
- Was satisfactory
- We came to hike the trails on Lookout Mountain with a family member from Chattanooga. Enjoyed trails and views.
- We liked Point Park. Being up there is great!
- We liked the movie and also the gun exhibit
- We really enjoyed the view and hiking trail access at Point Park
- Weapon collection
- Weather
- Well maintained friendly staff, great activities, educational opportunities
- Wilder Brigade Monument
- Wilder Tower
- Wilder Tower
- Wildlife
- Women's store items, movie

*total percentages do not equal 100 due to rounding

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

Question 17b

What did your personal group like least about your visit to Chickamauga and Chattanooga NMP?
(Open-ended)

- A handout or park map would have been helpful
- A little more trimming needed on some parts of trails
- All the houses that are on the top of the Lookout Mountain
- All the walking and stairs
- All was good
- All was great
- Biased movie
- Bluff trail dead ending without warning. No signs how to proceed.
- Busy main road
- Can't picnic in Point Park, but I understand why
- Can't think of anything
- Can't think of anything negative
- Chickamauga Battlefield Point Park - no parking in places
- Confusion on which auto tape went with which sites
- Couldn't go in Cravens House or other houses
- Craven House closed
- Cravens House closed
- Cravens House was closed
- Did not have dislikes
- Did not realize Point Park is a paid access area
- Didn't have enough time
- Didn't not enjoy anything. Wasn't aware of all the sights to see. Wanted to see more. Need to take a trip specific to Battlefields. More emphasis on other sites around city.
- Didn't realize there were so many other places in the NMP
- Difficult to tell the flow of the battle
- Entrance fee
- Estimated times to do driving tour are underestimated. A video overview at the start would help.
- Fear! It is well known that cars are often broken into and other crimes occur. We want a safer park!
- Film
- Gun displays looked fascinating - unfortunately, room was musty - hard to breathe
- Heat
- Heat - 95 degrees on our visit
- Heat and humidity
- Heat! Maybe earlier in the summer would be good. On the other hand, it gives kids something to look forward to!
- Hot
- I should've worn tennis shoes at Chickamauga
- If anything, the heat, but really, what are you gonna do
- It was a hot day you had indoor air conditioning
- It was a warm day and not enough water fountains

*total percentages do not equal 100 due to rounding

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

- ☐ It was all great
- ☐ It was all wonderful, just what we wanted
- ☐ It would be nice if grilling was allowed
- ☐ It would be nice to have drinking water available at various stations
- ☐ Lack of access to water away from the visitor's center
- ☐ Lack of interactive exhibits
- ☐ Lack of personal stories on cell phone tour/plaques
- ☐ Lack of ranger presence on Missionary Ridge
- ☐ Length of walking without resting
- ☐ Liked it all
- ☐ Liked it all
- ☐ Long long wait for Incline Railway
- ☐ Lookout Point and pictures of Civil War soldiers on Lookout Point
- ☐ Lots of history at Craven's House - would be better with a ranger- led tour also
- ☐ Loved it all
- ☐ Many markers are off the beaten path. Found no information on marker locations was available.
- ☐ Memories of the cost of war
- ☐ Monuments in field 400 feet to 700 feet from roadway
- ☐ More can be done to explain the battle with more ranger/historian on-site discussions
- ☐ More information - also ranger didn't offer us a map
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
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- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A
- ☐ N/A - we liked everything
- ☐ N/A all good

*total percentages do not equal 100 due to rounding

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

- [illegible]

*total percentages do not equal 100 due to rounding

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

- Nothing
- Nothing - Everything was great
- Nothing - it was as awesome site
- Nothing any
- Nothing Wish we had more time at the park
- Nothing! Day camp length was too short for our little historian!
- Nothing, it was a perfect outing
- Nothing. Liked all!
- Nothing. Loved it.
- Overgrown Kudzu
- Paid parking for going through national park
- Park rangers sitting around looking bored
- Paying to enter Point Park
- Paying to get in
- Power lines blocking good pictures
- Really nothing to mention
- Screaming children in the Visitor Center Museum
- Signal Mountain - no trail maps, trail not well marked. Also - could not find archeological site trail - not sure if we were in correct spot, poor condition, poorly marked, drove up and away from it.
- Some monuments too far away to see
- Some places had too few handicap parking spaces
- Steep incline
- Strange men meeting other men
- Sub-par conditions of hiking trail
- The bookstore was closed for lunch and we had to make special trip back inside after the tour for bookstore
- The cell phone tour system did not work. Had to rely on brochure.
- The Chattanooga NMP needs a walking map
- The empty buildings
- The Georgia/Tennessee heat and humidity
- The heat
- The heat
- The heat
- The heat
- The heat and humidity
- The heat next time in September or October
- The heat
- The humidity
- The lack of interactive crafts/displays for children
- The lack of time for thought-provoking/deep questions
- The traffic
- There for a short time
- There was nothing we didn't like

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- This survey is first knowledge of other sites, e.g., Signal Point, Bragg, Craven house, Sherman. As I recall, there were no information brochures at Chickamauga Visitor Center or promotions.
- Time to see all
- Toll parking
- Too simplistic view of the cause of the war
- Tour groups congesting the train back down the mountain
- Unable to find a physical address on the website for (1) all battlefields, (2) Craven House, (3) Signal Point, (4) Braggs, (5) Point Park. In this day and age people need an address to put in their GPS, I went to trip advisor to find an address
- View obstructed by trees
- Visitor center hours
- Visitor center overall for size and importance of battlefield compared to other parks, tour stop signage
- We did not dislike anything
- We didn't have a least favor
- We didn't have enough time to take in the whole park, but we will return
- We didn't plan for enough time
- We didn't see enough to make fair judgment. We didn't see enough to make a fair judgment.
- We didn't think negative about anything
- We feel more cannon demonstration for busy season would have been nice
- We had no problems or criticisms! All good! (Love the Passport and stamps)
- We liked it all
- We missed any live simulations by costumed actors
- We needed more time - too much to see
- We only had a short time to take it all in
- We were satisfied with our visit to the parks. Parking not so great at Chattanooga Park.
- Wish Craven's House had of been opened. The lady to open it was in her car but would not open it until 1:00, we had to leave by 1:00, disappointed. She just sat in her car. We enjoyed our entire visit.
- Yes

*total percentages do not equal 100 due to rounding

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

Question 25

Is there anything else your personal group would like to tell us about your visit to Chickamauga and Chattanooga NMP? (Open-ended)

- A very informative, enjoyable experience
- All three of us really enjoyed our visit
- Beautiful part of TN
- Better marked bike trails - maps are poor for biking
- Better trail markers are needed
- Chattanooga is just a short stop in my trip throughout the US east. Great hike at Signal Point!
- Did not visit Chattanooga National Military Park
- Do not bend to the currently popular distortions of the causes of the Civil War
- Enjoyed
- Enjoyed every minute of our experience, now that the kids are beginning to study the Civil War. It was a great learning tool!
- Enjoyed the park
- Family reunion in Chattanooga
- Friendly park staff and park was very clean
- Good job! Brought my children when third graders, my grandchildren when third grade.
- Great experience
- Great experience and the volunteers were very personable and welcoming
- Great family vacation in Chattanooga area
- Great National Military Park, thanks for a great learning opportunity
- Great place to get away and enjoy nature
- Great tour guide
- Great visit
- Great visit, nice park. Thank you for the work you do to preserve and maintain these sites!
- Had a great time showing off Signal Point
- Hallowed place - a national treasure
- I enjoy the visitor center for the information and the park for its beauty and serenity
- I enjoyed visiting the sites of my great-great-grandfather's fighting in the 10th Indiana Infantry
- I have been visiting CCNMP since I was a child. It is a beautiful reminder of a historic event in US history. I learn something new every time I visit. Keep up the good work.
- I like it; lots of history, US National Parks are the best
- I live on Signal Mountain and have been to these places before. Only this was given to me to complete.
- I love it
- I much prefer a Civil War - historical battlefield over a tourist trap and I have no kids to worry about
- I wish other NBP and NMPs were as excellent as Chickamauga - well done
- I would like to see your results (overall findings) on your survey
- In the future, I'd like to see more educational activities for young children. All of my answers pertain to Lookout Mountain and Chattanooga not Chickamauga.
- Increased police and/or ranger presence would be nice. Let's decrease crime!
- It was exciting and informative for a first time visitor and will definitely return again

*total percentages do not equal 100 due to rounding

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- It was good and interesting
- It was very impressive how you are respecting own historical memories
- Keep up good work
- Keep up good work. All was just great!
- Keep up the good work
- Keep up the good work. I know budgets are tight, but as a visitor, I wouldn't know it.
- Keep up the great work
- Look forward to seeing you again
- Love to visit the NMP
- Loved it
- Loved it; the gun collection could be made a little bigger and a sword collection should be added
- Loved the park, you need more paddling information and tours
- More information such as maps should be available to have on tour that show all markers
- More relics! Get them out of backrooms and display them.
- My son and friends absolutely loved the Civil War day camp
- N/A
- N/A
- Need a sign at Point Park where the trail splits to go to Cravens House
- Need more benches and places to sit and rest
- Need signs on bluff trail. We dead ended after a mile. Had to go back.
- Nice
- No
- No
- No
- No
- No
- No
- No
- No
- No - thanks for sending another questionnaire. I wanted to return the first one but left it in rental car!
- None
- None
- None
- Not at Point Park, but in the Chickamauga Battlefield the trails are being torn to shreds by the horses
- Not enough parking! Had to use meter.
- Not enough time this visit to see it all, we will be back soon
- Nothing at this time
- Nothing! Keep it like it is!
- On our car tour, Will did a fantastic job! People like him get tourists interested in what happened.
- Overall, we enjoyed our visit to both parks
- Park rangers were excellent in demeanor and knowledge
- Plan to make more interactive

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- Please do not cut funding - these sites are too important to our heritage and understanding of our world
- Point Park was very nice - upkeep looked good. Lawns and such were in good shape. Really interested in seeing more.
- Proud to be an American
- Questionnaire is too long
- Quit wasting trees by sending surveys. Once is enough.
- Ran into park accidentally - nice surprise. However, missed Lookout Mountain site, unfortunately, because we didn't know about it.
- Really enjoy living close to beautiful American history
- Really enjoyed visiting the area and would like to return and spend more time. Need more signs for directions between sites.
- Thank you to all those involved
- Thank you
- Thanks
- Thanks! We had a great visit.
- The park rangers were informative, courteous, and enthusiastic
- The parks are an important part of our lifestyle, we enjoy them! Thanks!
- The people volunteering in the visitor's center were very helpful
- The rangers and welcome center staff were friendly and helpful
- The rangers available and extremely knowledgeable. Very enjoyable.
- The site is beautiful and rich in history It was very meaningful to my 10 year old especially because he learned about the Civil War in school this year
- There needs to be bathroom or porta potty at recreation field
- They loved it. We had a day trip; so we felt rushed but we hope the next trip will bring more time.
- This was our highlight of our Chattanooga trip. Awesome.
- Two new short bike trails to avoid having to ride on Lafayette road
- Very enjoyable and well maintained
- Very nice displays and facilities
- Washington State University? How about a local university?
- We absolutely loved seeing all of the history areas so well kept. Neat to be exactly where history happened. Our young children loved visiting too! Please keep the nice park rangers in your budget! They were a needed asset to the history; knowledgeable, friendly, approachable! Thanks for making our visit wonderful.
- We also visited Savannah, Georgia one week later to learn more about the Civil War
- We appreciated discounts given to our Boy Scout group
- We appreciated the leisurely way to take the auto tour and the way the grounds and monuments have been kept up and preserved - thank you
- We did not know about the other sites beyond Lookout Mountain
- We enjoy all of it
- We enjoyed it and was impressed with how well everything maintained especially at Chickamauga
- We enjoyed our visit there. Would love to come back and spend more time. We were just passing through headed to Bloomington, IN for softball world series so we did not have much time. Look forward to coming back.
- We enjoyed our visit. Had a wonderful time.

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- We had a good time and we will come back
- We had fun! We enjoyed everything and we will visit again in the future!
- We have visited several battlefields Chickamauga is one of the best for interpretation and up keep
- We learned many new things, and it was very enjoyable
- We love parks
- We love the area and use it all seasons. The history is added bonus to beautiful terrain.
- We love the battlefield, even just to drive around, get out and take some time to think. It's so peaceful, considering the violence the park has seen. We especially like this day camp - all my kids have gone several times and we wish they included high-school age kids!
- We loved it
- We loved it and really value our national park - what a gem
- We loved it and will be back for more visits
- We really appreciate the programs at the Chickamauga Battlefield for their historical educational value to ourselves and our children
- We simply enjoyed walking around Point Park guiding ourselves through
- We thoroughly enjoyed it and hope to return to see all that we missed
- We visit Chattanooga on a regular basis. Love the Point Park. Wish they wouldn't charge for entry.
- We were celebrating our 30th Anniversary
- We were in a hurry. Quick stop on way home so we didn't have time to enjoy all of the exhibits you provide. So the pamphlets and maps are great. Didn't know about cell phone tours.
- Well-presented and we all enjoyed our visit
- Would like to find some way of being able to find particular state monuments
- Would like to have had more time. Intend to return in the near future.
- Would love more children's activities with the rangers
- Would love to come back. Trip was impromptu and couldn't find hotel in Chattanooga.
- Yes, the encased displays in front of Visitor Center (near benches) were filthy and covered with mold

*total percentages do not equal 100 due to rounding

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

Appendix 1: The Questionnaire



National Park Service
U.S. Department of the Interior



Social and Economic Sciences Research Center
Washington State University

Chickamauga and Chattanooga National Military Park Visitor Study



OMB Approval 1024-0224

Expiration date: 2014



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Chickamauga and Chattanooga
National Military Park
P.O. Box 2128
Fort Oglethorpe, Georgia 30742



Summer 2014

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Chickamauga and Chattanooga National Military Park. 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 Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

We appreciate your help.





Sincerely,

Todd Roeder
Acting Superintendent
Chickamauga and Chattanooga National Military Park

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 (○), 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 Chickamauga and Chattanooga National Military Park. 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: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

Your Visit To Chickamauga and Chattanooga National Military Park

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. On this visit to Chickamauga and Chattanooga National Military Park (NMP), which routes did your personal group use to reach the park? *Please mark (●) all that apply.*

- | | |
|--|---|
| <input type="radio"/> Interstate 75 | <input type="radio"/> Scenic Highway (148) |
| <input type="radio"/> Interstate 24 | <input type="radio"/> Georgia State Route 2 |
| <input type="radio"/> US 27 | <input type="radio"/> Ochs Highway |
| <input type="radio"/> Other routes (<i>Please specify</i>) _____ | |

2. On this visit, were the signs directing your personal group to Chickamauga and Chattanooga NMP adequate? *Please mark (●) one answer for each.*

- | | | | |
|---------------------------------|---------------------------|--------------------------|-----------------------------------|
| a) Interstate signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) State highway signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) Signs in local communities | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| d) Battlefield Tour Route signs | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |

- e) If you answered **NO** for any of the above, please explain.

Interstate signs _____

State highway signs _____

Signs in local communities _____

Signs along Battlefield Tour Route _____

3. For each site listed below, was the parking adequate? *Please mark (●) one answer for each.*

- | | | | |
|-----------------------|---------------------------|--------------------------|-----------------------------------|
| a) Tour route | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) Visitor Center | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) Recreational sites | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |

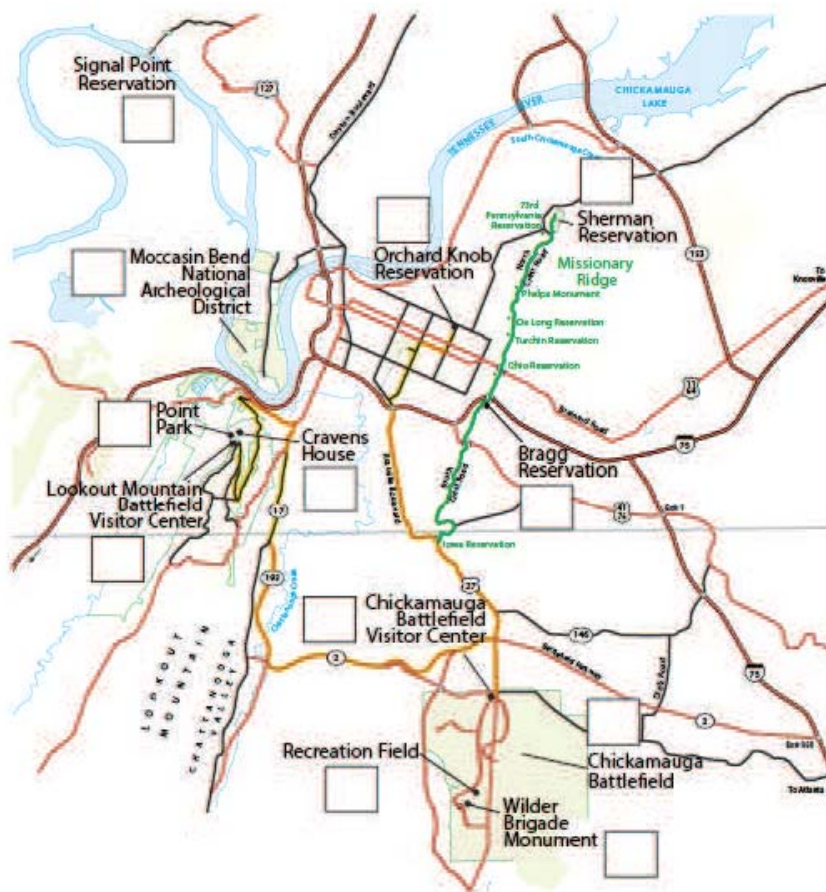
d) If you answered **NO** for any of the above, please explain.

Tour route _____

Visitor Center _____

Recreational sites _____

4. For this visit, please indicate the order in which your personal group visited the following sites at Chickamauga and Chattanooga NMP by writing 1, 2, 3, etc., in the boxes on the map below. If you did not visit a site, please leave that box blank.



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Chickamauga and Chattanooga National Military Park

5. a) **On this visit** to Chickamauga and Chattanooga NMP, how much time in **total** did your personal group spend visiting battlefield sites? *Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.*
- _____ 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? _____
6. a) For each park site listed below, please indicate in column (a) if your personal group was aware of the site prior to visiting Chickamauga and Chattanooga NMP. *Please mark (●) **one** for each site.*
- b) For each site that you **were aware of prior to this visit**, in column (b) please tell us how you became aware of the site.

| Park site | a) Aware of site prior to park visit? | | b) How did you become aware of the site? |
|--|--|-----------------------|--|
| | Yes | No | |
| Bragg Reservation | <input type="radio"/> | <input type="radio"/> | _____ |
| Chickamauga Battlefield | <input type="radio"/> | <input type="radio"/> | _____ |
| Cravens House Reservation | <input type="radio"/> | <input type="radio"/> | _____ |
| Moccasin Bend National Archeological District | <input type="radio"/> | <input type="radio"/> | _____ |
| Orchard Knob Reservation | <input type="radio"/> | <input type="radio"/> | _____ |
| Point Park | <input type="radio"/> | <input type="radio"/> | _____ |
| Recreation Field at Chickamauga Battlefield | <input type="radio"/> | <input type="radio"/> | _____ |
| Sherman Reservation | <input type="radio"/> | <input type="radio"/> | _____ |
| Signal Point | <input type="radio"/> | <input type="radio"/> | _____ |
| Visitor Center at Lookout Mountain | <input type="radio"/> | <input type="radio"/> | _____ |
| Visitor Center at Chickamauga Battlefield | <input type="radio"/> | <input type="radio"/> | _____ |
| Wilder Brigade Monument | <input type="radio"/> | <input type="radio"/> | _____ |

Chickamauga and Chattanooga National Military Park

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7. **On this visit**, in which activities did your personal group participate within Chickamauga and Chattanooga NMP? *Please mark (●) all that apply.*

- ☐ Bicycling
☐ Conducting genealogy or historical research
☐ Creative arts (photography, drawing, painting, writing)
☐ Dog walking
☐ Hiking/walking/jogging
☐ Horseback riding
☐ Listening to audio-tape tour
☐ Participate in Junior Ranger program
☐ Picnicking
☐ Rock climbing
☐ Taking self-guided tour other than cell phone tour
☐ Taking self-guided tour with cell phone
☐ Visiting visitor center(s)
☐ Wildlife viewing
☐ Other (*Specify*) _____

8. a) During this visit to Chickamauga and Chattanooga NMP, did your personal group have any personal interaction with a park ranger?

☐ Yes ☐ No → **Go on to Question 9**

- b) If **YES**, please rate the quality of your interaction with the park ranger. *Please mark (●) one answer for each aspect of the interaction.*

| | Very poor | Poor | Average | Good | Very good |
|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Helpfulness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Courteousness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Information provided | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8 Chickamauga and Chattanooga National Military Park

9. Please rate how appropriate you feel the following activities are at Chickamauga and Chattanooga NMP. Please mark (●) **one** answer for each activity.

| Activity | Very inappropriate | Somewhat inappropriate | No opinion | Somewhat appropriate | Very appropriate |
|-------------------------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|
| Bicycling | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Horseback riding | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Jogging/running | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Picnicking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Rock climbing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sunbathing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Throwing footballs, baseballs, etc. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Throwing frisbees | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. On this trip to Chickamauga and Chattanooga NMP, please mark (●) **all** other attractions that your personal group visited **in the area** (within 100 miles of park).

- ☐ Did not visit any of the following places → **Go on to Question 11**
- ☐ Chattanooga Arboretum and Nature Center
- ☐ Chattanooga Riverwalk
- ☐ Hunter Museum
- ☐ Kennesaw Mountain National Battlefield Park
- ☐ Rock City
- ☐ Ruby Falls
- ☐ Stones River National Battlefield
- ☐ Tennessee Aquarium
- ☐ Other (Please specify) _____

Chickamauga and Chattanooga National Military Park

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11. a) Please mark (●) **all** the services and facilities that your personal group **used** at Chickamauga and Chattanooga NMP 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) Visitor services/facilities used | b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important | c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good |
|---|--|---|
| <input type="radio"/> Access for disabled persons | _____ | _____ |
| <input type="radio"/> Assistance from park staff/volunteers | _____ | _____ |
| <input type="radio"/> Cannon/weapons firing demonstration | _____ | _____ |
| <input type="radio"/> Indoor exhibits | _____ | _____ |
| <input type="radio"/> Junior Ranger program | _____ | _____ |
| <input type="radio"/> Living history programs | _____ | _____ |
| <input type="radio"/> Outdoor exhibits | _____ | _____ |
| <input type="radio"/> Park brochure/map | _____ | _____ |
| <input type="radio"/> Park website: www.nps.gov/chch used before or during visit | _____ | _____ |
| <input type="radio"/> Picnic areas | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Trails | _____ | _____ |
| <input type="radio"/> Visitor center at Chickamauga Battlefield | _____ | _____ |
| <input type="radio"/> Visitor center at Lookout Mt. Battlefield | _____ | _____ |

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Chickamauga and Chattanooga National Military Park

12. Two of the purposes of Chickamauga and Chattanooga NMP are to present multiple viewpoints on the impacts of the Civil War on American culture, and the history of American Indians in the Southeast.

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

| a) Topic learned about | b) Importance of topic learned 1=Not at all important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important | c) Amount of information received 1=Not enough 2=About right 3=Too much |
|---|---|--|
| <input type="radio"/> Events of the Campaign for Chattanooga | _____ | _____ |
| <input type="radio"/> Events of the Civil War | | |
| <input type="radio"/> Impact of European contact on Southeastern American Indians | _____ | _____ |
| <input type="radio"/> Impact of the Civil War on American history | _____ | _____ |
| <input type="radio"/> Impact of the Civil War on civilian life | _____ | _____ |
| <input type="radio"/> Natural setting where events occurred | _____ | _____ |
| <input type="radio"/> Roles of African Americans in the Civil War | _____ | _____ |
| <input type="radio"/> Roles of slavery in causing the Civil War | _____ | _____ |
| <input type="radio"/> Roles of Southeastern American Indians | _____ | _____ |

d) Which stories presented at Chickamauga and Chattanooga NMP need to be emphasized or strengthened?

Chickamauga and Chattanooga National Military Park

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13. a) During this visit (while viewing exhibits, movies, taking a tour, etc.), did you learn something about the Civil War or the history of American Indians in the Southeast that is relevant or meaningful to your life today?

☐ Yes ☐ No → **Go on to part C**

- b) If **YES**, what did you learn that is relevant or meaningful to your life today?

- c) What else can be done to help you to make a personal connection to the story presented at Chickamauga and Chattanooga NMP?

14. a) Please indicate the ranger-led tours or programs that your personal group attended during this visit to Chickamauga and Chattanooga NMP. *Please mark (•) all that apply.*

- ☐ Did not attend any program → **Go on to Question 15**
- ☐ Guided walk at Lookout Mt. Battlefield ☐ Car caravan tour at Chickamauga Battlefield
- ☐ Costumed living-history program ☐ Special program

- b) On the line below, please specify one program you attended, then mark (•) **one** response for each of the following aspects of that program.

Program: _____

- c) Program **length**: ☐ Too short ☐ About right ☐ Too long

- d) Ability to **attend at desired time**: ☐ Able to attend program at desired time ☐ NOT able to attend program at desired time

- e) Ability to **see**: ☐ Able to see well ☐ Had difficulty seeing

- f) Ability to **hear**: ☐ Able to hear well ☐ Had difficulty hearing

- g) **Topics discussed**: ☐ Of interest ☐ NOT of interest

15. a) Did your personal group visit the park bookstore?

☐ Yes ☐ No → **Go on to Question 16**

- b) If **YES**, were there any sales items that your personal group would have liked to purchase that are not currently available?

☐ Yes ☐ No → **Go on to Question 16**

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Chickamauga and Chattanooga National Military Park

c) If **YES**, which items would your personal group like to have available for purchase on a future visit? *Please mark (●) all that apply.*

☐ Additional publications (books, brochures, etc.)

✎ List subjects you are interested in _____

☐ CDs, DVDs, downloadable digital files such as podcasts, MP3, etc.

☐ Additional maps (other than park brochure/map)

☐ Other (*Please specify*) _____

16. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

☐ Yes

☐ No

➔ **Go to Question 17**

b) If **YES**, what services or activities were difficult to access/participate in?

17. a) What did your personal group like **most** about your visit to Chickamauga and Chattanooga NMP?

b) What did your personal group like **least** about your visit to Chickamauga and Chattanooga NMP?

18. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Chickamauga and Chattanooga NMP during this visit? *Please mark (●) one.*

Very poor

Poor

Average

Good

Very good

☐

☐

☐

☐

☐

Chickamauga and Chattanooga National Military Park

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19. If you were to visit Chickamauga and Chattanooga NMP in the future, how would your personal group prefer to learn about cultural and natural history at each park site listed below? *For each site, please mark (●) all that apply.*

☐ Not interested in learning about the park → **Go to Question 20**

| Method of learning about the park | Park site | | | | | | | | |
|--|-----------------------|-------------------------|---------------------------|---|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| | Bragg Reservation | Chickamauga Battlefield | Cravens House Reservation | Moccasin Bend National Archeological District | Orchard Knob Reservation | Point Park | Sherman Reservation | Signal Point | Wilder Brigade Monument |
| As a volunteer in the park | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Children's activities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Electronic media/devices (podcasts, cell phone tours, interactive computer exhibits, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Films, movies, videos | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Indoor exhibits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Living history/costumed interpretive programs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Outdoor exhibits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Park website: www.nps.gov/chch | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Printed materials (brochures, books, maps, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ranger-guided walks/talks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Self-guided tours | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (Please specify.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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Chickamauga and Chattanooga National Military Park

20. a) On this visit, which type of personal group (not guided tour/school/club/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, were you with an organized group (guided tour/school/club/church)?

- ☐ No
 ☐ Yes → _____ Number of people in organized group

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

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

22. For you only, what is the highest level of education you have completed? *Please mark (●) one.*

- ☐ Some high school
 ☐ Bachelor's degree
☐ High school diploma/GED
 ☐ Graduate degree
☐ Some college

Chickamauga and Chattanooga National Military Park

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

| | Yourself | Member #2 | Member #3 | Member #4 | Member #5 | Member #6 | Member #7 |
|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Yes, Hispanic or Latino | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| No, not Hispanic or Latino | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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

| | Yourself | Member #2 | Member #3 | Member #4 | Member #5 | Member #6 | Member #7 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| American Indian or Alaska Native | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Asian | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Black or African American | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Native Hawaiian or other Pacific Islander | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| White | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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

| | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

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

25. Is there anything else your personal group would like to tell us about your visit to Chickamauga and Chattanooga NMP?

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

♻️ Printed on recycled paper



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Appendix 2: 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, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor's place of residence proximity to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. 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.

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

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for age and distance from home to the park are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 45 and younger) and visitors traveling with friends were underrepresented in the survey results. The differences, however, were not found in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counterbalance the effects of nonresponse bias.

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The SESRC database website (<http://psu.sesrc.wsu.edu/reports/>) allows data searches for comparisons of data from one or more parks.

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