



National Park Service
U.S. Department of the Interior



Social and Economic Sciences Research Center
Washington State University

Eisenhower National Historic Site Visitor Study



Social & Economic Sciences
Research Center

WASHINGTON STATE UNIVERSITY

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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 54 U.S.C. 170001. We will use this information to evaluate visitor experiences and expectations at Eisenhower National Historic Site in order to better manage the resources in the 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.

Burden Estimate: We estimate that it will take about 20 minutes to complete this questionnaire. 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, 1-800-833-0867 (phone), matthew.strawn@wsu.edu (email).

DIRECTIONS

For multiple choice questions, please indicate your response by **filling in the boxes or bubbles completely** with black or blue ink.

Like this: ● Not like this: ☒ ☒ ☒ ☒

In this questionnaire, your **personal group**, sometimes referred to as “your 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 **organized group** that you might be traveling with, such as a school, church, scout troop, or tour group.

YOUR VISIT TO EISENHOWER NATIONAL HISTORIC SITE

Q1. How would you describe your planning for this trip? Please mark (●) only one.

- ☐ Carefully planned
- ☐ Some pre-planning
- ☐ Very little pre-planning
- ☐ Spontaneous, no planning

Q2. How did your visit to Eisenhower National Historic Site fit into your travel plans? Please mark (●) only one.

- ☐ Eisenhower National Historic Site is my primary destination
- ☐ Eisenhower National Historic Site is one of several destinations
- ☐ I am passing through Eisenhower Historic Site to my primary destination
- ☐ I did not plan to visit Eisenhower National Historic Site

Q3a. Prior to this visit, how did you and your personal group obtain information about Eisenhower National Historic Site? Please mark (•) all that apply.

☐ Did not obtain information prior to this visit

Go to Question 4

☐ Friends/relatives/word of mouth

☐ Inquiry to park via phone, mail, or email

☐ Eisenhower National Historic Site website (nps.gov/eise)

☐ Gettysburg National Military Park website (nps.gov/gett)

☐ Other websites, please specify

☐ Local businesses (e.g., hotels, motels, restaurants, etc.)

☐ Maps/brochures

☐ Newspaper/magazine articles

☐ Other units of the National Park Service System (NPS)

☐ Previous visits

☐ School class/program

☐ Social media (e.g., Facebook, Twitter, etc.)

☐ State Welcome Center/Visitors Bureau/Chamber of Commerce

☐ Television/radio programs/DVDs

☐ Travel guides/tour books (e.g., AAA, etc.)

☐ Other, please specify

Q3b. From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

☐ Yes

☐ No → **If NO, what type of park information did your group need that was not available? Please be specific.**

Q4. When you planned this trip to Eisenhower National Historic Site, did you think about the possibility that it might be difficult to find on site parking?

☐ Yes

☐ No

Q5a. What forms of transportation did you and your group use to arrive at the Gettysburg National Military Park Museum and Visitor Center? Please mark (●) *all* that apply.

- ☐ Private vehicle (e.g., car, SUV, pickup, RV, motorcycle, etc.)
- ☐ Rental vehicle
- ☐ Hotel shuttle van/courtesy bus
- ☐ Tour motorcoach/bus
- ☐ Taxi/limousine/Uber
- ☐ Bicycle
- ☐ On foot
- ☐ Other, please specify

Q5b. If your group arrived at the Gettysburg National Military Park Museum and Visitor Center in private or rental vehicles, how many vehicles did you and your group use?

Number of vehicles

Q6a. Were you aware of the tour reservation system at Eisenhower National Historic Site?

☐ Yes

☐ No



Q6b. If YES, did you use it to make reservations prior to your visit?

- ☐ Yes
- ☐ No

Q6c. If NO, how did you learn about the tours?

Q7. If you responded YES to the question above, did you get the tour reservation by calling the toll-free telephone number, by going online to the National Park Service website, or Gettysburg Foundation website? Please mark (●) *only one*.

- ☐ Calling phone number
- ☐ Online to the National Park Service website
- ☐ Online to the Gettysburg Foundation website

Q8a. Please mark (●) *all* mapping devices that you and your personal group used to arrive at Eisenhower National Historic Site on this visit.

☐ None

Go to Question 9

☐ GPS devices

☐ Online mapping tools (e.g., Google Maps, MapQuest, etc.)

☐ Printed maps/brochures

☐ Smartphone/tablet (e.g., iPad, iPhone, Android, etc.) mapping apps

☐ Other, *please specify*

Q8b. Did you and your personal group have any difficulty locating Eisenhower National Historic Site using the above devices?

☐ Yes

☐ No

Q8c. If YES, what was the problem?

Q9. To what extent did the following factors impact your visit to Eisenhower National Historic Site? Please mark (●) *only one* response for each factor.

Factor	Not at all	Very little	Somewhat	To a great extent	Not applicable
Lack of signs indicating arrival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking shortages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of shuttle service/options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shuttle wait time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passenger crowding on shuttles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of accessibility for people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian/vehicle conflict	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, <i>please specify</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Q10a. On this visit, did you and your personal group use the Eisenhower Shuttle?

☐ Yes

☐ No

Go to Question 11

Q10b. If YES, would you use the Eisenhower Shuttle again?

☐ Definitely yes

☐ Probably yes

☐ Don't know

☐ Probably not

☐ Definitely not

☐ Will not be back

Q11. If you were to visit Eisenhower National Historic Site again in the future, how important would the following proposed improvements be in your decision to use the shuttle bus?
*Please mark (●) only **one** response for each item.*

Item	Not important	Somewhat important	Moderately important	Very important	Extremely important
More frequent shuttle bus service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earlier morning service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Later evening service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better visitor information at pass sales outlets, at bus stops, on buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better defined parking areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better amenities at bus stops (e.g., shelters, restrooms, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, <i>please specify</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12. What transportation related issues, if any, did you face during your visit to Eisenhower National Historic Site? Please be specific.

Q13. Upon arrival, were you able to find Gettysburg National Military Park Museum and Visitor Center using the road signs and maps posted? Please mark (●) *one*.

- ☐ Yes, I found my destination easily
- ☐ Yes, I found my destination but it took some time
- ☐ No, I was unable to find my destination with road signs and maps
- ☐ We didn't use road signs and/or posted maps

Q14. Imagine when you arrived at the Gettysburg Museum and Visitor Center a road sign notified you that parking lots were full, but that you could park at another location and ride a shuttle bus to the Museum and Visitor Center where you would be able to ride a different shuttle bus to Eisenhower National Historic Site. What would you do? Please mark (●) *one* response.

- ☐ Drive into Gettysburg Museum and Visitor Center to look for parking anyway
- ☐ Park in the lot near the Museum and Visitor Center and ride the shuttle bus into Eisenhower National Historic Site
- ☐ Leave and come back later in the day when you could find parking at the Museum and Visitor Center
- ☐ Go to a different recreation area instead. Please specify
- ☐ Other, please specify

Q15. If Eisenhower National Historic Site were to offer assistive media or equipment for visitor use, which of the following would be used by a member of your group? Please mark (●) *YES* or *NO* for each media or equipment.

Media/Equipment	Need to use?	
	Yes	No
Electric golf cart	<input type="radio"/>	<input type="radio"/>
Loaner wheelchair	<input type="radio"/>	<input type="radio"/>
Digital media/materials	<input type="radio"/>	<input type="radio"/>
Audio description	<input type="radio"/>	<input type="radio"/>
Assistive listening device	<input type="radio"/>	<input type="radio"/>
Braille or large print media	<input type="radio"/>	<input type="radio"/>
Other, please specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>

Q16a. On this visit, did you visit Eisenhower National Historic Site on more than one day?

☐ Yes

☐ No



Q16b. If YES, on how many days did you visit the site?

Number of days



Q16c. If NO, how many hours in total did you spend visiting?

Number of hours

Q17a. On this trip, if you and your personal group had not chosen to visit Eisenhower National Historic Site, what other National Park Service site would you have visited instead?

Q17b. How far is this alternative site from your home?

Number of miles

Q18a. Do you live in the local area within 50 miles of Eisenhower National Historic Site?

☐ Yes

Go to Question 19

☐ No

Q18b. If NO, how much time in total did you spend in the local communities?

Number of hours, if day trip

Number of days, if more than 24 hours

Q18c. If you stayed overnight in the area, what type of accommodation did you use?
Please mark (•) all that apply.

☐ Hotel, motel, B&B, etc.

☐ Camping

☐ Personal seasonal residence

☐ Residence of friends or relatives

☐ Other, please specify

Q19a. Were you and your personal group able to visit all the locations at Eisenhower National Historic Site that you planned?

☐ Yes

☐ No

Q19b. If NO, what reasons prevented you from visiting these locations? Please mark (●) all that apply.

☐ Not enough time

☐ Trail closure

☐ Road closure

☐ Bad weather

☐ Inadequate display of road signs/maps

☐ Unsafe road

☐ Other, please specify

Q20. If you and your personal group stayed for a shorter or longer time than planned, what were your reasons for changing your plans? Please mark (●) all that apply.

☐ Not applicable - Stayed for planned amount of time

Go to Question 21

☐ Fewer things to do/see than expected

☐ More things to do/see than expected

☐ Longer wait at Eisenhower National Historic Site than expected

☐ Shorter wait at Eisenhower National Historic Site than expected

☐ Unable to obtain a ticket for the house tour

☐ Other, please specify

Q21. What change(s) would encourage you to stay longer in the Eisenhower National Historic Site area (within 50 miles)?

Q22a. On this visit to Eisenhower National Historic Site, did you take the ranger-led or volunteer-led tour?

☐ Yes

☐ No

Go to Question 23

If YES, please rate the following aspects of the tour. Please mark (●) *one* for each.

Q22b. Topics discussed on the tour were:

☐ Of interest

☐ Not of interest

Q22c. Tour/program length was:

☐ Too short

☐ About right

☐ Too long

Q22d. Timing of the tour/program:

☐ Able to take tour at desired time

☐ Not able to take tour at desired time

Q22e. Ability to see interior of rooms due to tour size:

☐ Able to see

☐ Not able to see

Q22f. Historic appearance of rooms:

Very poor

Poor

Average

Good

Very good

☐

☐

☐

☐

☐

Q23. If you or any group member did NOT take the tour, what were your/their reasons for not taking the tour? Please mark (●) *all* that apply.

☐ Was not aware of a tour/program being offered

☐ Took the tour during previous visit(s)

☐ Not interested in taking a tour

☐ A tour was not offered at our desired time

☐ Could not access the house due to a disability

☐ Other, please specify

Below are the list of visitor services provided at Eisenhower National Historic Site

Q24a. Please rate the importance of the services listed to your visit from 1-5 in column (a).

Q24b. Next, *please mark (●)* all the visitor services that you or your personal group used during this visit in column (b).

Q24c. Finally, for only those services that you or your personal group used, please rate their quality from 1-5 in column (c).

a) Importance:

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

**b) Used on
this visit**

Yes No

c) Quality:

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

		Assistance from park rangers	<input type="radio"/>	<input type="radio"/>	
		Ranger-led programs	<input type="radio"/>	<input type="radio"/>	
		Indoor exhibits	<input type="radio"/>	<input type="radio"/>	
		Outdoor exhibits	<input type="radio"/>	<input type="radio"/>	
		Park brochure/map	<input type="radio"/>	<input type="radio"/>	
		Park newspaper	<input type="radio"/>	<input type="radio"/>	
		Visitor center bookstore sales items	<input type="radio"/>	<input type="radio"/>	
		Visitor center movies/videos	<input type="radio"/>	<input type="radio"/>	
		Junior Secret Service Program	<input type="radio"/>	<input type="radio"/>	
		Park website (nps.gov/eise) used before or during the visit	<input type="radio"/>	<input type="radio"/>	

d) If you rated the quality of any of the above services as “poor” or “very poor” please explain.

Service

Comment

Q25. Overall, how would you and your personal group rate the quality of the facilities, services, and recreational opportunities at Eisenhower National Historic Site during this visit? Please mark (●) *only one*.

Very poor

Poor

Average

Good

Very good

☐
☐
☐
☐
☐

Q26a. Would you consider visiting Eisenhower National Historic Site again? Please mark (●) one.

- ☐ Yes
- ☐ No
- ☐ Not sure

Q26b. If YES, why?

Q26c. If NO, why not?

Q27a. On this visit, were you and your personal group with the following types of organized groups? Please mark (●) one for each.

Organized group type	Yes	No
Commercial guided tour group (e.g. package tour)	<input type="radio"/>	<input type="radio"/>
School/educational group	<input type="radio"/>	<input type="radio"/>
Special interest club (e.g. historical society)	<input type="radio"/>	<input type="radio"/>
Other organized group (e.g. business, church, scout, etc.)	<input type="radio"/>	<input type="radio"/>

Q27b. On this visit, how many people were in the organized group including yourself?

Number of people

Q28. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) one.

- ☐ Alone
- ☐ Family
- ☐ Friends
- ☐ Family and friends
- ☐ Other, please specify

Q29. Including yourself, how many people were in your personal group during your visit to Eisenhower National Historic Site on the day you were contacted for this survey?

Number of people 18 years or older

Number of people under 18 years old

Q30. For you and your personal group on this visit, please provide the following. If you do not know the answer, enter "DK."

	a) Current age	b) Zip code or name of country other than U.S.	c) Number of visits to Eisenhower NHS in past 12 months (including this visit)	d) Gender (mark one for each member)		
				Female	Male	No answer
Yourself				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #2				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #3				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #4				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #5				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #6				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member #7				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q31. What did you and your personal group like most about your visit to Eisenhower National Historic Site?

Q32. What did you and your personal group like least about your visit to Eisenhower National Historic Site?

Q33a. Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Eisenhower National Historic Site?

☐ Yes

☐ No

Go to Question 34

Q33b. If YES, in what activities, services, or facilities did the person(s) have difficulty participating or accessing? Please be specific.

Q33c. Because of the physical condition, what specific problems did the person(s) have during this visit to Eisenhower National Historic Site? Please mark (●) all that apply.

☐ Hearing (e.g., difficulty hearing ranger programs, audio-visual exhibits or programs, or reservation desk staff, even with hearing aid)

☐ Visual (e.g., difficulty seeing exhibits, directional signs, visual aids that are part of programs)

☐ Mobility (e.g., difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)

☐ Other, please describe

If you were to visit Eisenhower National Historic Site in the future....

Q34a. Would you and your personal group be interested in attending ranger-led programs?

- ☐ Yes
- ☐ No
- ☐ Not sure

Q34b. If YES, what length of program would you like to attend?

- ☐ Under 1/2 hour
- ☐ 1/2 to 1 hour
- ☐ 1 to 2 hour
- ☐ Other, please specify

Q34c. What would encourage you to attend a ranger-led activity/program?

Please mark (●) all that apply.

- ☐ Nothing
- ☐ Programs scheduled more often
- ☐ Greater variety of program topics
- ☐ Greater variety of types of activities
- ☐ Other reasons, please specify

Q35. If you were to visit Eisenhower National Historic Site in the future, which subjects would you be interested in learning more about? Please mark (●) all that apply.

- ☐ Nothing
- ☐ Dwight Eisenhower's military career
- ☐ Dwight Eisenhower's presidential career
- ☐ Mamie Eisenhower
- ☐ Civil Rights Movement
- ☐ Conservation farming and cattle operations history
- ☐ Other topics, please specify

Go to Question 36

Q36. On a future visit to Eisenhower National Historic Site, what interpretive programs/ information services would you and your personal group like to have available at the park? Please mark (●) *all* that apply.

☐ Not interested in interpretive programs

Go to Question 37

☐ Roving rangers available to answer questions

☐ Ranger on tour bus

☐ Rangers at the Show Barn

☐ Campfire programs

☐ Night sky programs

☐ Children's programs

☐ Indoor exhibits

☐ Outdoor exhibits

☐ Electronic media/devices available to visitors (e.g., downloadable digital files, podcasts, cell phone tours/apps, interactive computer tours, audio, etc.)

☐ Other, *please specify*

Q37. Is there anything else you and your personal group would like to tell us about you visit to Eisenhower National Historic Site?

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