



National Park Service
U.S. Department of the Interior



Social and Economic Sciences Research Center
Washington State University

Gettysburg National Military Park Visitor Study



Social & Economic Sciences
Research Center

WASHINGTON STATE UNIVERSITY

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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.

Paperwork Reduction Act Statement: Paperwork Reduction Act Statement: The National Park Service is authorized by the NPS Research Mandate (54 USC 100702) to collect this information. We will use this information to evaluate visitor services cooperatively managed by Gettysburg National Military Park. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. A federal agency may not conduct or sponsor, and a person is 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, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

Q1a. Prior to this trip, how did you obtain information about Gettysburg National Military Park? *Please mark (●) all that apply.*

☐ Did not obtain information prior to this visit

Go to Question 2

☐ Previous visits

☐ Friends/relatives/word of mouth

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

☐ Inquiry to park via phone, mail, or email

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

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

☐ Other website, *please specify:*

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

☐ Maps/brochures

☐ Newspaper/magazine articles

☐ Other units of the National Park System (NPS)

☐ School class/program

☐ State Welcome Center/Visitors Bureau/Chamber of Commerce

☐ Television/radio programs/DVDs

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

☐ Other, *please specify:*

b. Did you have the information about Gettysburg National Military Park you needed on this trip? *Please mark (●) one.*

☐ Yes

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

Q2a. How would you rate the quality of information provided on the park website (nps.gov/gett) to plan your visit? Please mark (●) only *one*.

Did not use
the park
website

☐

Very poor

☐

Poor

☐

Average

☐

Good

☐

Very good

☐

b. Do you have any suggestions to improve the park website? Please be specific.

Q3. Have you ever used the following social media to follow the Gettysburg National Military Park?
Please mark (●) all that apply.

☐ I do not use any social media outlets

Go to Question 4

☐ Twitter

☐ Instagram

☐ YouTube

☐ Flickr

☐ Facebook

☐ Snapchat

☐ Tumblr

☐ Park Blog (Wordpress)

Q4a. On this trip, did you and your personal group visit Gettysburg National Military Park for more than one day?

☐ Yes



b. If YES, on how many days did you visit the park?

Number of days

☐ No



c. If NO, how many hours in total did you spend visiting the park?

Number of hours

Q5. How important was each of the following in your decision to take a trip to Gettysburg National Military Park? Please mark (●) *one* for each item.

	Extremely important	Very important	Moderately important	Slightly important	Not at all important
To visit the museum/ cyclorama/film	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about American history and the Battle of Gettysburg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about ancestors that fought in the battle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To spend time with friends/ family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get physical exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasure or vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. On the list below, please mark (●) *all* the locations at Gettysburg National Military Park that you and your personal group visited on this trip. Use the map on page 8 to help identify locations visited.

- | | |
|---|---|
| <input type="checkbox"/> Little Round Top | <input type="checkbox"/> Devil's Den |
| <input type="checkbox"/> Soldiers' National Cemetery | <input type="checkbox"/> High Water Mark |
| <input type="checkbox"/> Eternal Light Peace Memorial | <input type="checkbox"/> Museum and Visitor Center |
| <input type="checkbox"/> The Peach Orchard | <input type="checkbox"/> The Virginia Memorial |
| <input type="checkbox"/> Culp's Hill | <input type="checkbox"/> East Cavalry Field (not on map) |
| <input type="checkbox"/> David Wills House | <input type="checkbox"/> The Gettysburg Lincoln Train Station |

Q7. On this visit, did you and your personal group take a tour with a Licensed Battlefield Guide (not a park ranger) at Gettysburg National Military Park?

- ☐ Yes
- ☐ No

Q8. Have you ever attended a ranger program at Gettysburg National Military Park or any other national park unit? Please mark (●) *all* that apply.

- ☐ Yes, I have attended a ranger program at Gettysburg National Military Park
- ☐ Yes, I have attended a ranger program at another National Park
- ☐ No, I have not attended a ranger program at a National Park

Q9a. On this trip, which of the following activities did you personally experience while at Gettysburg National Military Park? Please mark (●) NO or YES for each one.

b. Next please rate the importance of each activity in which you experienced.

Activity	Experienced?		Level of importance				
	No	Yes	Extremely important	Important	Moderately important	Somewhat important	Not very important
Parking congestion	<input type="radio"/>	<input type="radio"/>	<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"/>	<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"/>	<input type="radio"/>	<input type="radio"/>
Shuttle wait time	<input type="radio"/>	<input type="radio"/>	<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"/>	<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"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian/vehicle conflict	<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"/>

c. Which one of the above activities most negatively affected your visit to Gettysburg National Military Park?

Q10. During your visit to Gettysburg National Military Park, how did you use your Smartphone and/or Tablet (e.g., iPhone, iPad, Android, tablets, etc.)? Please mark (●) all that apply.

☐ Did not use Smartphone or Tablet

Go to Question 11

☐ Downloaded a Gettysburg National Military Park specific app to my phone ahead of time

☐ Downloaded a Gettysburg National Military Park specific app upon arriving at the park

☐ Searched the Internet for a topic about Gettysburg National Military Park

☐ Used social media to share my experience at Gettysburg National Military Park (e.g., through photographs)

☐ For navigation

☐ Other, please specify:

Q11. How would you rate the overall quality of historical preservation at Gettysburg National Military Park?

- ☐ Extremely poor quality
- ☐ Poor quality
- ☐ Neither poor nor good quality
- ☐ Good quality
- ☐ Extremely good quality

Q12. How appropriate was the depth of information in the programs you and your personal group attended at Gettysburg National Military Park?

- ☐ Too simple
- ☐ About right
- ☐ Too complex

Q13a. In your opinion, were there any stories presented at Gettysburg National Military Park that needed to be emphasized or included?

- ☐ No
- ☐ Yes

Go to Question 14

b. If YES, what were the parts of the story that need to be strengthened?

Q14. In your opinion, what are some things that park managers can do better to encourage you and people from your community to visit national parks?

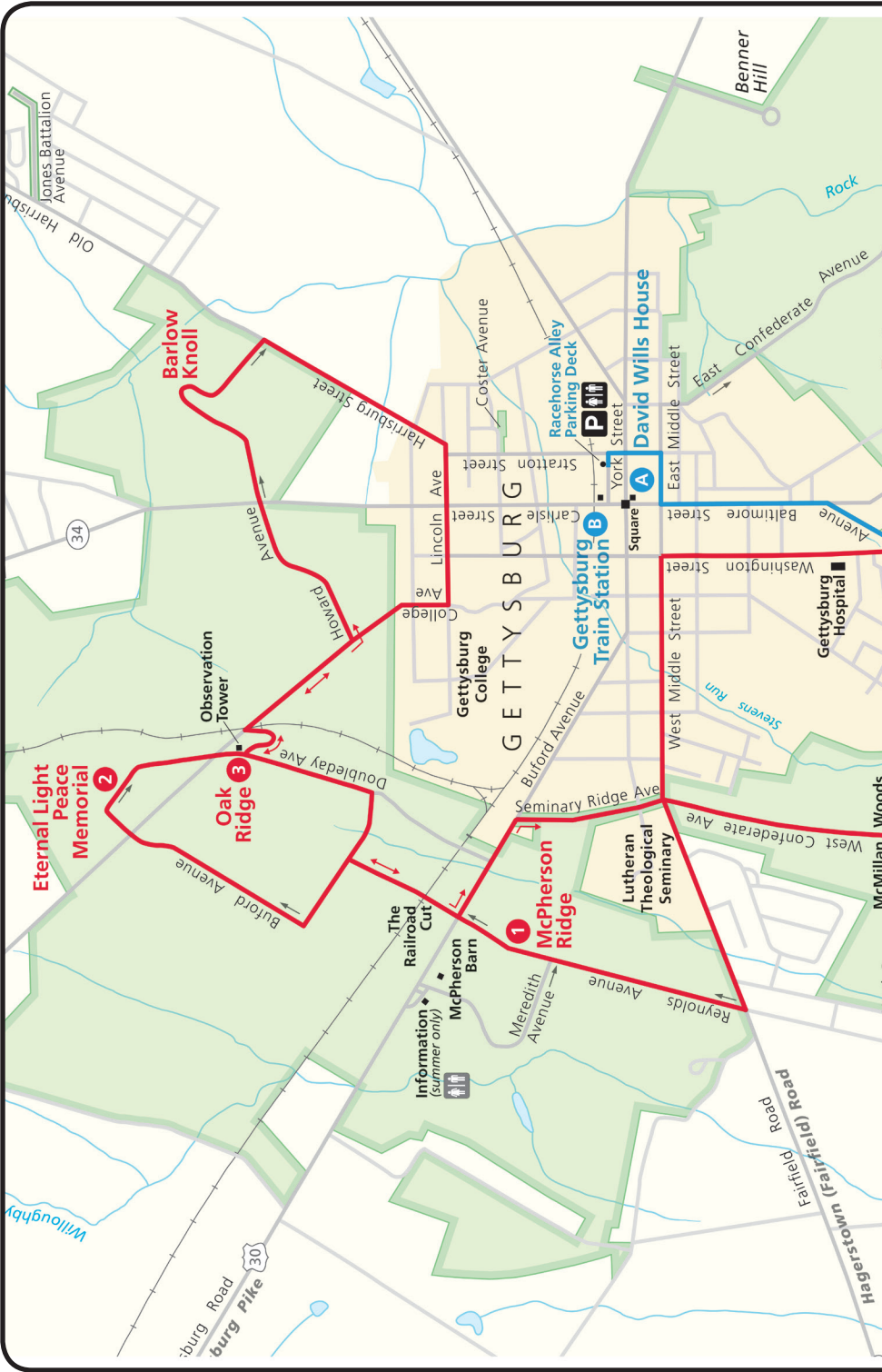
Q15. Please rate the quality of your interaction with park rangers, volunteers, and other employees in Gettysburg National Military Park. Please mark (●) one for each.

	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"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16. We'd like your opinion on where additional services, signage, or facilities may be needed within Gettysburg National Military Park. On the map below please indicate where the additional services or facilities would help to enhance your experience by placing the appropriate letter at the location.

Use these letters to identify locations where additional services or facilities would help to enhance your visit.

- ↑** **P** = Additional parking or facilities
S = Informational/directional signs
E = Emergency or safety information
R = Ranger presence
T = Trails





Q17. What did you and your personal group like most and least about your visit to Gettysburg National Military Park and the Museum and Visitor Center?

Gettysburg National Military Park

Liked **most**:

Liked **least**:

Museum and Visitor Center

☐ Did not use

Liked **most**:

Liked **least**:

Q18. Overall, how would you and your group rate the quality of facilities, services, and interpretive opportunities at Gettysburg National Military Park during this trip? Please mark (●) only *one*.

Very poor

☐

Poor

☐

Average

☐

Good

☐

Very good

☐

Please describe:

Q19. What did you like most about your entire visit to Gettysburg National Military Park?

Q20. What did you like least about your entire visit to Gettysburg National Military Park?

Q21. Including yourself, how many people were in your personal group during your visit to Gettysburg National Military Park on the day you were contacted for this survey?

Number of adults (18 years or older)

Number of children (under 18 years)

Q22. On this visit, what kind of personal group were you with? Please mark (●) one.

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

Q23. Were you and your personal group part of any of the following organized groups? Please mark (●) YES or NO for each type of organized group.

	Yes	No
Commercial guided tour group (i.e., package tour)	<input type="radio"/>	<input type="radio"/>
School/educational group	<input type="radio"/>	<input type="radio"/>
Historical society	<input type="radio"/>	<input type="radio"/>
Special interest club	<input type="radio"/>	<input type="radio"/>

Q24. For your personal group during your visit to Gettysburg National Military Park on the day you were contacted for this survey, please provide the following information. If you don't know the answer, enter "DK."

	Current Age		U.S. zipcode or name of country other than U.S.	Number of visits to Gettysburg NMP in your lifetime including this trip			Gender		
							Female	Male	No Answer
Yourself	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 7	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25. The Gettysburg Foundation is a friends group that supports Gettysburg National Military Park through education, awareness, and funding. Prior to this visit, were you aware of the Gettysburg Foundation?

- ☐ Yes
- ☐ No ➔ **Were you aware after your visit?**
- ☐ Yes
- ☐ No

Q26. Which category best represents your annual household income? Please mark (●) only *one*.

- | | |
|--|--|
| <input type="radio"/> Less than \$25,000 | <input type="radio"/> \$75,000 to \$99,999 |
| <input type="radio"/> \$25,000 to \$34,999 | <input type="radio"/> \$100,000 to \$149,999 |
| <input type="radio"/> \$35,000 to \$49,999 | <input type="radio"/> \$150,000 to \$199,999 |
| <input type="radio"/> \$50,000 to \$74,999 | <input type="radio"/> \$200,000 or more |

Q27. On a future visit to Gettysburg National Military Park, what interpretive programs/information services would you and your group like to have available at the park? Please be specific.

Q28. If you were to visit Gettysburg National Military Park in the future, if a transit (bus) service existed with service to the park's major destinations, how likely would it be that you would use such a service? Please mark (●) *one*.

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not likely
at all | Slightly
likely | Moderately
likely | Very
likely | Extremely
likely | Undecided |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q29. Is there anything else you would like to tell us about your visit to Gettysburg National Military Park?

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