



# Gettysburg National Military Park Visitor Study

*Summer 2017–Spring 2018*



**ON THE COVER**

Photograph of Gettysburg National Military Park from Little Round Top  
Photograph courtesy of SESRC

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# **Gettysburg National Military Park Visitor Study**

*Summer 2017–Spring 2018*

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## Executive Summary

This visitor study profiles a systematic random sample of Gettysburg National Military Park visitors during June 24–30, 2017, October 20–26, 2017, and April 12–20, 2018. A total of 2,584 questionnaires were distributed to visitor groups. Of those, 1,526 questionnaires were returned, resulting in a 59.1% completion rate.

<b>Group size and type</b>	Eighty-seven percent of Overall visitor groups consisted of one to four people, 11% were visiting in groups of five to ten, and 2% were visiting in groups of 11 or more. Seventy-four percent of Overall visitor groups consisted of family groups.
<b>State or country of residence</b>	United States visitors were from all 50 states and the District of Columbia, and comprised 97% of total visitation during the Overall survey period, with 21% from Pennsylvania. International visitors came from 16 different countries throughout the Overall survey period and comprised roughly 3% of the total visitation.
<b>Frequency of visits</b>	For 52% of total visitors this was their first visit to the park. Thirty-seven percent of visitors had visited before, but less than 10 times. Roughly 10% have visited between 10 and 100 times, and 2% indicated they have visited 100 times or more in their lifetime.
<b>Age and gender</b>	Fifty-five percent of visitors were 50 years old or older, 22% were between 31 and 50 years old, and 23% were 30 years old or younger. Forty-seven percent of Overall visitors were male, 51% were female, and 2% selected the “no answer” option.
<b>Sources of information</b>	Ninety percent of visitor groups obtained information about the park prior to their visit. Some of the most common sources of information across the Overall survey period were the Gettysburg National Military Park website (53%), previous visits (53%), friends/relatives/word of mouth (40%), maps/brochures (25%), and travel guides/tour books (16%). Ninety-six percent said they received the information about the park they needed.
<b>Quality of information on park website</b>	Thirty-seven percent of Overall visitor groups indicated they did not use the park website as a source of information. Of those visitors that visited the website, 31% rated the quality of information as very good, 28% said it was good, and 4% indicated the information quality was average. Less than 1% gave a “poor” or “very poor” quality rating.
<b>Importance of factors in decision to visit</b>	For 92% of Overall visitor groups, learning about American history and the Battle of Gettysburg was “very important” or “extremely important” in their decision to visit the park. It was “very or extremely important” to 76% to visit for pleasure or vacation, 61% to spend time with friends/family, 53% to visit the Museum/Cyclorama/film, 23% for the physical exercise, and 23% to learn about ancestors that fought in the battle.
<b>Awareness of the Gettysburg Foundation</b>	Overall, 23% of visitor groups were aware of the Gettysburg Foundation prior to their visit. Forty-four percent of total visitor groups were aware after their visit to the park.

**Executive summary (continued)**

<b>Length of stay</b>	Forty-five percent of Overall visitor groups spent more than one day at Gettysburg National Military Park. Of those who spent more than one day, 87% stayed between two and three days, 10% between four and five days, and 4% indicated they visited the park for six days or longer. Of those who only visited for one day, 36% visited for five or six hours, 34% visited for three or four hours, and 16% stayed for seven or eight hours.
<b>Park locations visited</b>	The top three sites visited throughout the Overall survey period were Little Round Top (90%), the Museum and Visitor Center (84%), and Devil's Den (71%). The three least visited sites were East Cavalry Field (19%), David Wills House (19%), and the Gettysburg Lincoln Train Station (14%).
<b>Historical preservation</b>	Seventy-six percent of Overall visitor groups indicated the historical preservation quality at the park was "extremely good", 23% indicated it was "good", 1% said it was "neither poor nor good", and 1% provided a rating of "extremely poor" quality.
<b>Activities experienced and importance</b>	A majority (91%) of total visitor groups experienced viewing the exhibits, 86% learned/researched history, 70% went to the Museum/Film/Cyclorama, 46% hiked, 25% experienced the ranger programs, and 25% saw living history demonstrations. Of those that experienced viewing the exhibits, 91% rated its importance as "important" or "extremely important". Ninety-three percent of visitor groups learning/researching history, 84% visiting the Museum/ Film/Cyclorama, 49% hiking, 63% experiencing the ranger programs, and 61% seeing the living history demonstrations rated those activities as "important" or "extremely important".
<b>Depth of information and emphasis</b>	Overall, 97% of visitor groups felt the depth of information provided in the programs they attended was "about right", 2% thought it was "too simple", and 1% felt it was "too complex". A majority (87%) of Overall visitor groups felt the stories presented are properly emphasized. Eighty-nine percent of visitor groups provided one or more comments about areas that could be strengthened.
<b>Additional services, signage, or facilities</b>	Overall, 9% of total visitor groups indicated one or more areas in the park that would benefit from additional services, signage, or facilities. Of the locations marked, 51% were for additional informational/directional signs, 24% for additional parking, 15% for increased ranger presence, 6% for more emergency/safety information, and 4% for additional trails.
<b>Transit (bus) service</b>	Eleven percent of Overall visitor groups indicated they would be "extremely likely" to use a transit (bus) service were it available at the park. Thirteen percent would be "very likely", 19% "slightly likely", 21% "moderately likely", and 28% would be "unlikely" to use the service if it were provided.
<b>Overall quality</b>	Ninety-eight percent of total visitor groups rated the Overall quality of the facilities, services, and interpretive opportunities provided at the park as "good" or "very good".

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## **About the Authors**

Lena Le, Ph.D. is Director of the SESRC at Washington State University. Kristen Petersen is a Data Manager for the SESRC at Washington State University.



## Introduction

This report describes the results of a visitor study at Gettysburg National Military Park (NMP) located in Southern Pennsylvania, conducted in waves between June 24–30, 2017, October 20–26, 2017, and April 12–20, 2018 by the National Park Service (NPS) and the Social and Economic Sciences Research Center (SESRC) at Washington State University.

Gettysburg NMP today consists of “6,032 acres of land, more than 1,300 monuments, 400 cannons, 31 miles of historic avenues, and 147 historic buildings” and “The purpose of Gettysburg National Military Park is to preserve, protect, and interpret for this and future generations the resources associated with the 1863 Battle of Gettysburg during the American Civil War, the Soldiers’ National Cemetery, and their commemorations.” (p3 and 5, Foundation Document: Gettysburg National Military Park).

## 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.

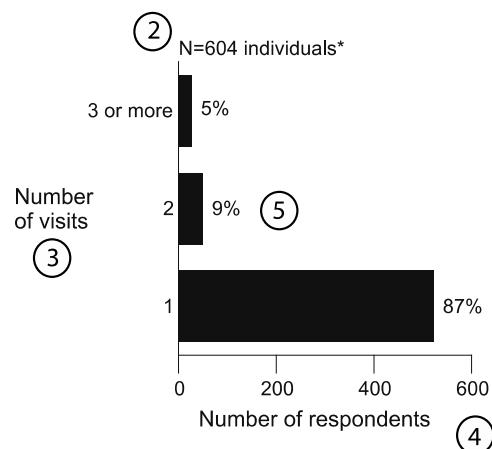
\*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.

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

\*total percentages do not equal 100 due to rounding

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

## Methods

### Survey Design and Procedures

#### *Sample size and sampling plan*

All SESRC questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at three sites between June 24–30, 2017 (Summer), October 20–26, 2017 (Fall), and April 12–20, 2018 (Spring). Visitors were surveyed between the hours of 8:00am and 5:00pm. Table 1 shows the participation breakdown for the three sampling locations for each sampling season. Table 2 shows number of questionnaires distributed and returned, and the completion rate for each location and season. During the Overall survey period, 3,216 visitor groups were contacted. Overall questionnaires were completed and returned by 1,526 respondents, resulting in a completion rate of 59.1% and an Overall response rate of 50.7% for this study. The completion rate is calculated using the total number of accepted questionnaires (2,584). The Overall response rate is calculated using the total number of eligible respondents (3,011), which includes the refusals. In the Summer, 880 (81.8%) of 1,074 groups accepted questionnaires, 902 (85.7%) of 1,053 groups accepted questionnaires in the Fall, and 802 (73.6%) of 1,089 accepted questionnaires in the Spring.

Table 1. Total sample disposition

Sampling Season	Sampling Site (total contacted)	Disposition	N	%*
Summer	Visitor Center (434)	Distributed/Accepted	349	80.4%
		Ineligible		
		Language, non-visitor, etc.	6	1.4%
		Previously participated	15	3.5%
		Refusal	64	14.7%
	Eternal Light Peace Memorial (181)	Distributed/Accepted	161	89.0%
		Ineligible		
		Language, non-visitor, etc.	1	0.6%
		Previously participated	5	2.8%
		Refusal	14	7.7%
	Little Round Top (459)	Distributed/Accepted	370	80.6%
		Ineligible		
		Language, non-visitor, etc.	4	0.9%
		Previously participated	22	4.8%
		Refusal	63	13.7%
	Total		<b>1,074</b>	

\*total percentages do not equal 100 due to rounding

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

Table 1. Total sample disposition (continued)

<b>Sampling Season</b>	<b>Sampling Site (total contacted)</b>	<b>Disposition</b>	<b>N</b>	<b>%*</b>
<b>Fall</b>				
	Visitor Center (405)	Distributed/Accepted	350	86.4%
		Ineligible		
		Language, non-visitor, etc.	0	0.0%
		Previously participated	10	2.5%
		Refusal	45	11.1%
	Eternal Light Peace Memorial (236)	Distributed/Accepted	206	87.3%
		Ineligible		
		Language, non-visitor, etc.	0	0.0%
		Previously participated	11	4.7%
		Refusal	19	8.1%
	Little Round Top (412)	Distributed/Accepted	346	84.0%
		Ineligible		
		Language, non-visitor, etc.	1	0.2%
		Previously participated	35	8.5%
		Refusal	30	7.3%
		<b>Total</b>	<b>1,053</b>	
<b>Spring</b>				
	Visitor Center (499)	Distributed/Accepted	371	74.3%
		Ineligible		
		Language, non-visitor, etc.	13	2.6%
		Previously participated	22	4.4%
		Refusal	93	18.6%
	Eternal Light Peace Memorial (266)	Distributed/Accepted	189	71.1%
		Ineligible		
		Language, non-visitor, etc.	15	5.6%
		Previously participated	12	4.5%
		Refusal	50	18.8%
	Little Round Top (324)	Distributed/Accepted	242	74.7%
		Ineligible		
		Language, non-visitor, etc.	2	0.6%
		Previously participated	31	9.6%
		Refusal	49	15.1%
		<b>Total</b>	<b>1,089</b>	
		<b>Overall Total</b>	<b>3,216</b>	

Table 2. Accepted questionnaire distribution

<b>Sampling site</b>	<b>Distributed</b>		<b>Returned</b>		<b>Returned</b>
	<b>N</b>	<b>%</b>	<b>N</b>	<b>% by site</b>	<b>% of total</b>
<b>Visitor Center</b>	1,070	41.4%	627	58.6%	41.1%
<b>Eternal Light Peace Memorial</b>	556	21.5%	338	60.8%	22.1%
<b>Little Round Top</b>	958	37.1%	561	58.6%	36.8%
<b>Total</b>	<b>2,584</b>		<b>1,526</b>		

\*total percentages do not equal 100 due to rounding

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



Of those who responded to the survey, 70.5% provided their responses via web-survey and 29.5% mailed back a paper questionnaire. Of those who did not respond, 3.4% were not able to receive follow-up communications due to providing a bad address or they refused to participate. Table 3 shows the details of the final sample disposition at the end of data collection.

Table 3. Final disposition of the Overall sample

Disposition	N	%*
<b>Provided responses</b>		
Completed web-survey	1,055	40.8%
Paper questionnaire	441	17.1%
Partially completed web-survey	30	1.2%
<b>Did not respond</b>		
Non-response	999	38.6%
Return to sender	57	2.2%
Refusal	2	<1%
<b>Total</b>	<b>2,584</b>	

### ***Questionnaire design***

The Gettysburg National Military Park questionnaire was developed through collaborative communication between park management and SESRC staff to prioritize questions and design the instrument. Some of the questions used are similar to questions used in other SESRC studies conducted at other NPS locations. Other questions were designed for Gettysburg National Military Park to shed light on issues specific to Gettysburg. Most questions ask respondents to select 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 Gettysburg National Military Park 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 18 years old) had the next birthday. The individual with the next birthday was selected to complete an online questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, trip length, motivation for visiting the park, state or country of residence, and sex of the member completing the questionnaire. 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-up contacts. Participants were asked to complete the survey online after their visit.

\*total percentages do not equal 100 due to rounding

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

Survey invitations were handed out in three, one-week blocks. Two weeks after each survey, distribution was completed, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 5). A total of 2,573 postcards Overall were mailed out (878 Summer, 893 Fall, and 802 Spring). Paper questionnaires were mailed to all participants, including those who had specifically requested a paper copy. Within a month after the first questionnaire, a replacement was mailed out. Approximately two weeks after the replacement mailing, a final reminder letter was mailed to participants who still had not returned their questionnaire. In the Spring, the reminder letter was sent before the final replacement questionnaire.

In early February it was noticed there was a misprint of one question within the questionnaire. In an attempt to capture the data, a letter with the misprint question was sent to 1,052 respondents for them to fill out and return. Overall, there were 608 misprint questions returned, resulting in a 57.8% Overall response rate (see Table 4).

Table 4. Misprint question distribution

Season	Distributed		Returned		Returned
	N	%	N	% by site*	% of total*
<b>Summer</b>	503	47.8%	270	53.7%	44.4%
<b>Fall</b>	549	52.2%	337	61.4%	55.4%
<b>Total</b>	<b>1,052</b>		<b>608***</b>		

\*\*\*There was one question returned with the unique ID removed.

Table 5. Follow-up mailing distribution

Season	Contacts	Date mailed	U.S.	International	Total
<b>Summer</b>					
	Postcard	July 14, 2017	862	16	878
	Paper questionnaire	July 24, 2017	732	13	745
	Final replacement	August 16, 2017	534	8	542
	Reminder letter	August 30, 2017	442	0	442
<b>Fall</b>					
	Postcard	November 13, 2017	859	34	893
	Paper questionnaire	November 29, 2017	597	26	623
	Final replacement	December 13, 2017	527	0	527
	Reminder letter	January 5, 2018	409	0	409
	Misprint Letter	February 19, 2018	1,028	24	1,052
<b>Spring</b>					
	Postcard	May 7, 2018	775	26	802
	Paper questionnaire	May 21, 2018	534	22	556
	Reminder letter	June 5, 2018	453	0	453
	Final replacement	June 19, 2018	370	0	370

\*total percentages do not equal 100 due to rounding

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

**Data analysis**

All visitor responses were entered twice and double-key validation was performed on numeric and short text responses. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics and graphics were generated 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.

- 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.
- The data reflect visitor use patterns at the selected sites during the study periods of June 24–30, 2017, October 20–26, 2017, and April 12–20, 2018. The Results present a ‘snapshot in time’ and do not necessarily apply to visitors during other times of the year.
- 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.
- 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.
- There was an error found in one question of the Summer and Fall questionnaires. Therefore, in an attempt to capture the data, a letter with the misprint question was sent to respondents for them to fill out and return. Nevertheless, throughout this process there was a loss of data through non-response.

**Special conditions**

The weather during the various survey periods varied from sunny and warm, to overcast, windy, rainy, and cool.

No special events occurred in the area that would have affected the type and amount of visitation to 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

**Checking non-response bias**

Five variables were used to check non-response bias: group size, length of stay in hours, motivation for visit, participant's observed gender, and the proximity of the participant's home to the park. Overall, respondents and non-respondents were found to be significantly different in length of stay in hours, and distance from the park (see Table 6–Table 9). No significant differences were found between Overall respondents and non-respondents in terms of group size, motivation for the visit, and the participant's observed gender. Examining the variables by season, there were significant differences found between Summer respondents and non-respondents in terms of group size and length of stay in hours (see Table 10–Table 13). Fall respondents and non-respondents were significantly different in terms of distance from the park. Lastly, Spring respondents and non-respondents were different in terms of length of stay in hours. No significant differences were detected in seasonal respondents and non-respondents in motivation for their visit and the participant's observed gender. See Appendix D for more details of the non-response bias checking procedures.

Table 6. Comparison of Overall respondents and non-respondents by group size

Variable	Respondents***	Non-respondents***	p-value (t-test)
Group size	3.1	3.4	0.541
Length of stay (hours)	40.5	28.3	0.031

\*\*\* Mean values shown for each group

Table 7. Comparison of Overall respondents and non-respondents by reported motivation for visit

Motivation	Respondents*	Non-respondents*	p-value (chi-square)
Exercise	41 (3%)	38 (3%)	0.115
Family/Vacation	494 (33%)	374 (32%)	
History	860 (58%)	644 (55%)	
Other	100 (7%)	105 (9%)	

Table 8. Comparison of Overall respondents and non-respondents by gender

Gender	Respondents	Non-respondents	p-value (chi-square)
Female	697 (46%)	614 (43%)	0.124
Male	819 (54%)	811 (57%)	

Table 9. Comparison of Overall respondents and non-respondents by distance from home to park

Distance	Respondents	Non-respondents	p-value (chi-square)
Less than 100 mi	401 (27%)	378 (32%)	0.0013
100 to less than 500 mi	354 (23%)	256 (22%)	
500 to less than 1000 mi	350 (23%)	257 (22%)	
More than 1000 mi	337 (22%)	213 (18%)	
International	70 (5%)	75 (6%)	

\*total percentages do not equal 100 due to rounding

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

Table 10. Comparison of seasonal respondents and non-respondents by group size and length of stay

Season	Variable	Respondents***	Non-respondents***	p-value (t-test)
<b>Summer</b>	Group size	2.3	2.8	0.0055
	Length of stay (hours)	44.1	26.9	<0.001
<b>Fall</b>	Group size	2.6	3.7	0.320
	Length of stay (hours)	37.2	39.5	0.889
<b>Spring</b>	Group size	3.5	3.6	0.874
	Length of stay (hours)	40.5	20.8	<0.001

\*\*\*Mean values shown for each group

Table 11. Comparison of seasonal respondents and non-respondents by reported motivation for visit

Season	Motivation	Respondents*	Non-respondents*	p-value (chi-square)
<b>Summer</b>	Exercise	9 (2%)	11 (3%)	0.707
	Family/Vacation	201 (41%)	169 (40%)	
	History	247 (50%)	205 (48%)	
	Other	37 (7%)	38 (9%)	
<b>Fall</b>	Exercise	14 (3%)	12 (3%)	0.920
	Family/Vacation	179 (33%)	123 (33%)	
	History	322 (59%)	215 (58%)	
	Other	31 (6%)	23 (6%)	
<b>Spring</b>	Exercise	18 (4%)	15 (4%)	0.976
	Family/Vacation	114 (25%)	82 (22%)	
	History	291 (64%)	224 (61%)	
	Other	32 (7%)	44 (12%)	

Table 12. Comparison of seasonal respondents and non-respondents by gender

Season	Gender	Respondents	Non-respondents	p-value (chi-square)
<b>Summer</b>	Female	226 (45%)	202 (45%)	0.884
	Male	271 (55%)	249 (55%)	
<b>Fall</b>	Female	265 (48%)	184 (43%)	0.109
	Male	288 (52%)	248 (57%)	
<b>Spring</b>	Female	206 (44%)	228 (42%)	0.535
	Male	260 (56%)	314 (58%)	

\*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. Comparison of seasonal respondents and non-respondents by distance from home to park

Season	Distance	Respondents*	Non-respondents	p-value (chi-square)
<b>Summer</b>	Less than 100 mi	133 (27%)	129 (30%)	0.635
	100 to less than 500 mi	117 (30%)	89 (21%)	
	500 to less than 1000 mi	101 (20%)	92 (22%)	
	More than 1000 mi	119 (24%)	93 (22%)	
	International	28 (6%)	21 (5%)	
<b>Fall</b>	Less than 100 mi	159 (29%)	137 (37%)	0.0013
	100 to less than 500 mi	129 (23%)	81 (22%)	
	500 to less than 1000 mi	108 (20%)	61 (16%)	
	More than 1000 mi	137 (25%)	67 (18%)	
	International	18 (3%)	27 (7%)	
<b>Spring</b>	Less than 100 mi	109 (24%)	112 (29%)	0.168
	100 to less than 500 mi	108 (23%)	86 (23%)	
	500 to less than 1000 mi	141 (30%)	104 (27%)	
	More than 1000 mi	81 (17%)	53 (14%)	
	International	24 (5%)	27 (7%)	

\*total percentages do not equal 100 due to rounding

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

## Results

### Planning your Visit

#### Information sources prior to visit

##### Question 1a

Prior to this trip, how did you obtain information about Gettysburg National Military Park?

Results:

- As shown in Figure 1, the proportions of visitor groups that obtained information about Gettysburg National Military Park (NMP) prior to their visit were:

90% Overall

90% Summer and Spring

89% Fall

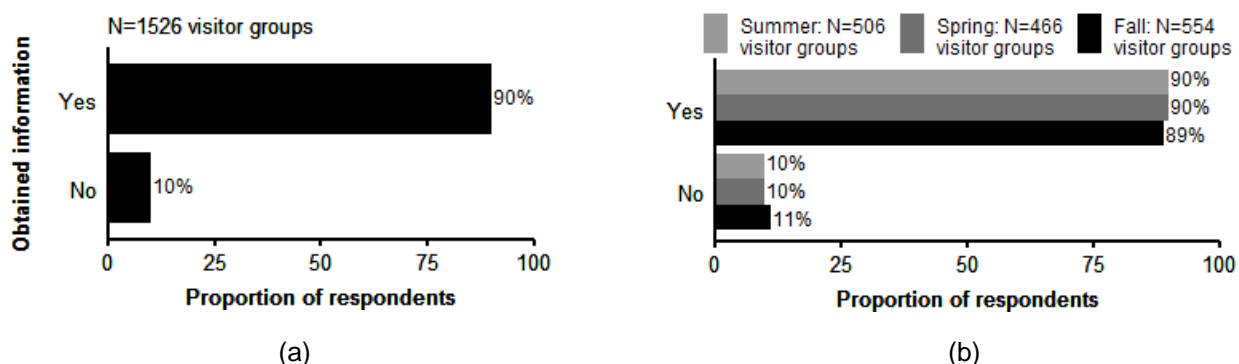


Figure 1. Proportion of groups who obtained information prior to their visit (a) overall (b) seasonal

- As shown in Figure 3 and Figure 4, among those visitor groups that obtained information prior to their visit, the most used sources were:

53% Gettysburg NMP website (Overall)

55% (Summer)

54% (Spring)

51% (Fall)

53% Previous visits (Overall)

51% (Summer)

57% (Spring)

52% (Fall)

40% Friends/relatives/word of mouth (Overall)

40% (Summer)

39% (Spring)

42% (Fall)

\*total percentages do not equal 100 due to rounding

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

25% Maps/brochures (Overall)

25% (Summer)

25% (Spring)

25% (Fall)

16% Travel guides/tour books (Overall)

16% (Summer)

15% (Spring)

17% (Fall)

7% “Other” sources of information (Overall)

8% (Summer)

6% (Spring)

7% (Fall)

“Other” sources included:

Boy Scouts, Civil War reenactments, Gettysburg College, reading and studying history books/social studies fair, Roads Scholar trip email, Ta-Nehisi Coates book, travel agents, West Point Military History Series (see Appendix C for the full list of comments by season).

### Question 1b

From the sources marked above, did you have the information about Gettysburg National Military Park you needed on this trip?

Results:

- As shown in Figure 2, the proportions of visitor groups that obtained the information they needed were:

96% Overall

95% Summer and Spring

97% Fall

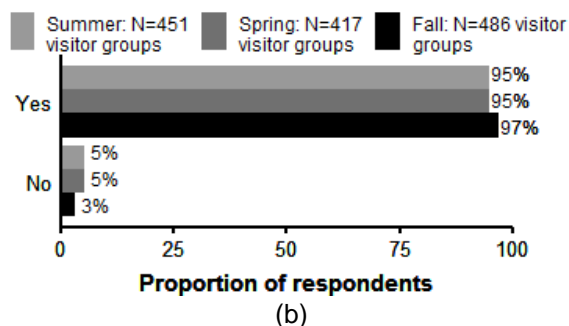
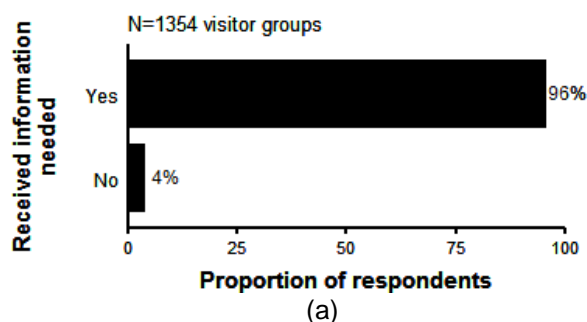


Figure 2. Proportion of visitor groups who received the information needed (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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



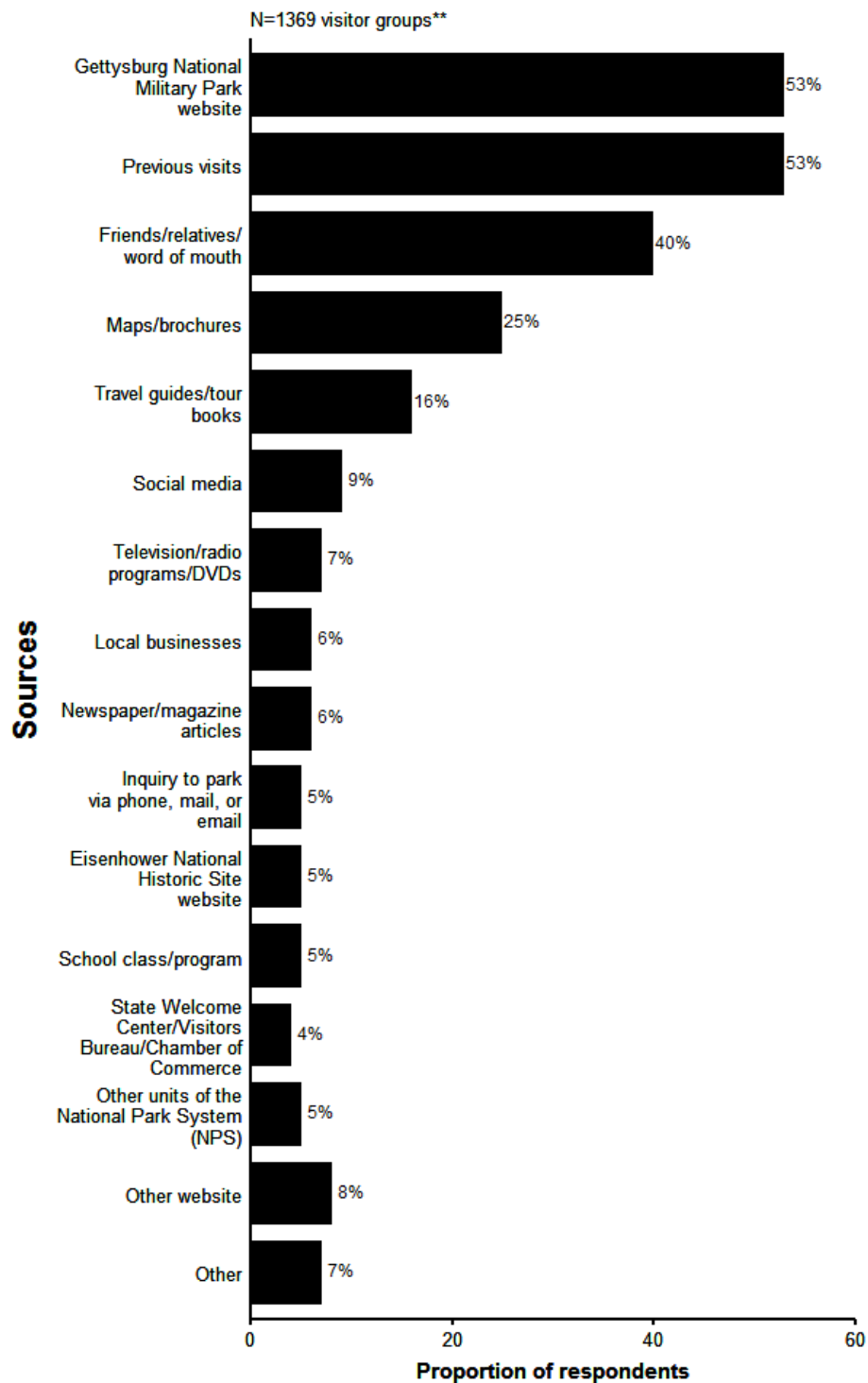


Figure 3. Sources of information used for Overall visitor groups

\*total percentages do not equal 100 due to rounding

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

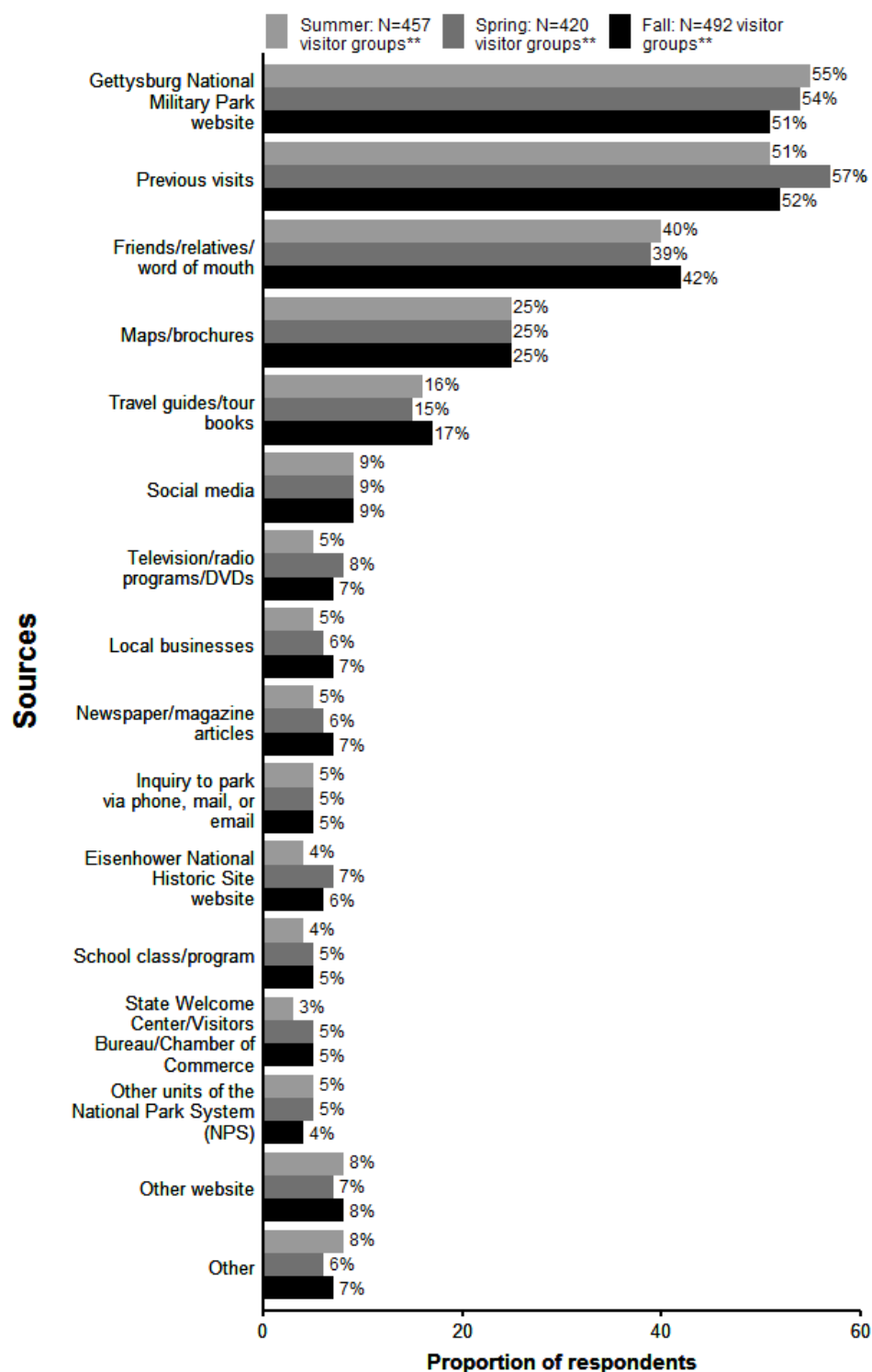


Figure 4. Sources of information used by season

\*total percentages do not equal 100 due to rounding

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

**Question 1c**

If NO, what type of park information did your group need that was not available?

**Results:**

- A portion of the visitor groups that needed unavailable park information provided one or more comments regarding the type of information needed.

90% (53) Overall visitor groups

95% (21) Summer (see Table 14)

82% (18) Spring (see Table 15)

93% (14) Fall (see Table 16).

Table 14. Information not available—Summer

<b>Comments</b>	<b>Number of comment</b>	<b>Percent of comments (N=23)</b>
Guided tours/car tour	7	30%
Touring the park by bicycle	3	13%
Duration of time for viewing each location	2	9%
Interactive historical information/searchable map or app	2	9%
Map/after-hours maps	2	9%
Finding a place for dog for the day	1	4%
Finding monuments from specific states—MA and ME	1	4%
How to find information on ancestor when not listed on monument	1	4%
Information about copse of trees, and when they were planted	1	4%
Obtaining CD tour	1	4%
Size of park	1	4%
Specific locations of leaders and units	1	4%
<b>Total</b>	<b>23</b>	

**CAUTION!**

Table 15. Information not available—Spring

<b>Comments</b>	<b>Number of comment</b>	<b>Percent of comments (N=19)</b>
Maps	3	16%
Advance fees/tickets	2	11%
Information on tours/options/times	2	11%
Warning about controlled burns	2	11%
Address	1	5%
Advance information on closures/detours	1	5%
Audio book	1	5%
Backpacks not allowed in Visitor Center	1	5%
Biking the route	1	5%
How to obtain Educators Guide	1	5%
Information on tours	1	5%
Information that sites were scattered	1	5%
Park brochure not available on auto tour	1	5%
Time required for tours	1	5%
<b>Total</b>	<b>19</b>	

**CAUTION!**

\*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. Information not available—Fall

Comments	Number of comment	Percent of comments (N=17)
Guided tours/car tour	3	18%
Advance reservations	1	6%
Directions to Pickett's charge	1	6%
Directions to second stop	1	6%
Directions to Visitor Center	1	6%
Fees	1	6%
How to enter, exit and start driving tour	1	6%
Information about accessing military park AM channel	1	6%
Information about town/battlefield trolleys	1	6%
Information on ranger-led walks	1	6%
Location of drinking water sites	1	6%
Location of food/restaurants	1	6%
Obtaining brochure/map for George Spangler farm hospital site	1	6%
Obtaining CD tour	1	6%
Senior Pass not usable at the park	1	6%
<b>Total</b>	<b>17</b>	

**CAUTION!**

Question 2a

How would you rate the quality of information provided on the park website (nps.gov/gett) to plan your visit?

## Results:

- As shown in Figure 5, the proportion of visitor groups that did not use the park website were:
  - 37% Overall
  - 37% Summer
  - 33% Spring
  - 39% Fall
- Of those that did visit the park website, the quality of information received was highly rated.
  - 31% Very good (Overall)
  - 31% (Summer)
  - 34% (Spring)
  - 29% (Fall)
  - 28% Good (Overall)
  - 27% (Summer)
  - 28% (Spring and Fall)

\*total percentages do not equal 100 due to rounding

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

4% Average (Overall)

5% (Summer)

4% (Spring)

3% (Fall)

<1% Poor (Overall)

0% (Summer and Fall)

<1% (Spring)

<1% Very poor (Overall)

0% (Summer and Spring)

<1% (Fall)

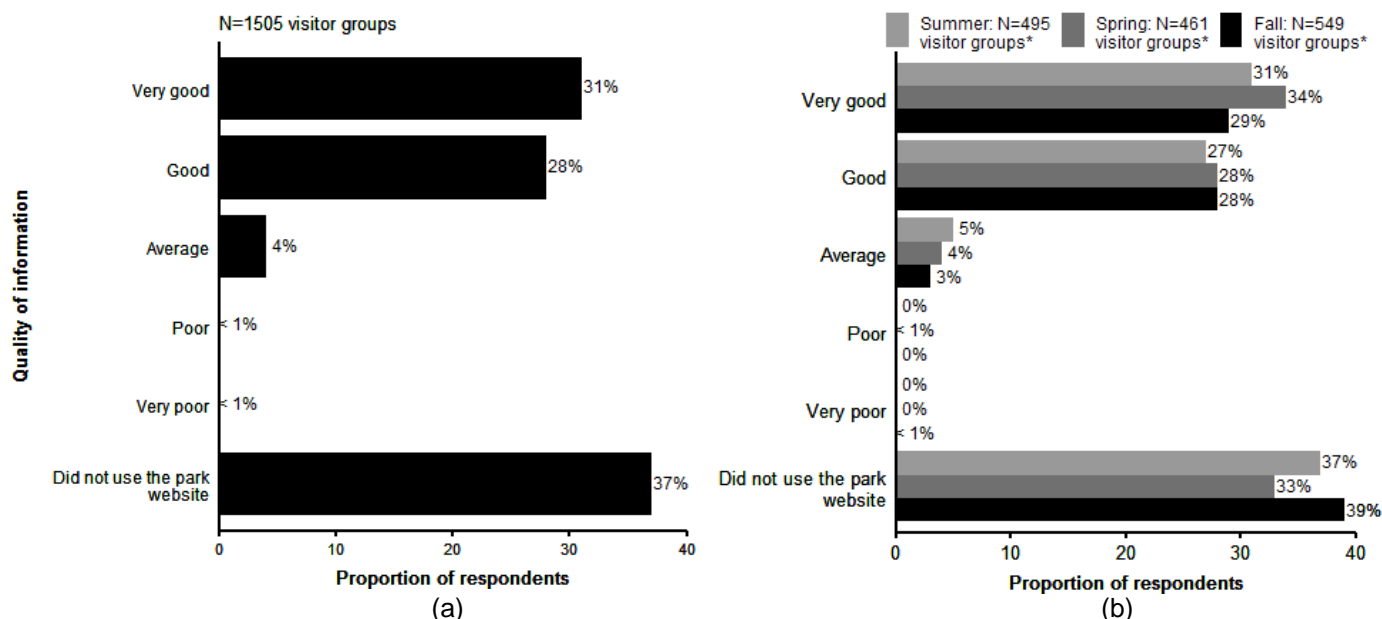


Figure 5. Rating of information quality received from park website (a) overall (b) seasonal

### Question 2b

Do you have any suggestions to improve the park website?

Results:

- A portion of the visitor groups provided one or more comments about how to improve the park website.

9% (136) Overall visitor groups

9% (47) Summer (see Table 17)

11% (53) Spring (see Table 18)

7% (36) Fall (see Table 19)

\*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. Suggestions to improve website—Summer

<b>Comments</b>	<b>Number of comments</b>	<b>Percent of comments (N=43)</b>
Great as is/well done	8	19%
Better/more updated information about available programs/activities/tours (dates, times, cost, ratings)	6	14%
Did not use/not aware of website	4	9%
Provide park 'must do' list for planning (what is available, cost, time)	4	9%
Improve NPS maps; include surrounding roads	2	5%
More detailed Information about self-guided audio/car tour and easier to find directions	2	5%
Provide reviews of tours	2	5%
Ability to download audio tour	1	2%
Ability to download information for smartphones	1	2%
Clarify information/cost of bus to Will House	1	2%
Highlight information on advanced reservations	1	2%
Include daily visitor count on website for planning purposes	1	2%
Information about requesting tours on specific areas and subjects	1	2%
Major subdivisions not clear enough to describe content	1	2%
Make current calendar of events easier to find	1	2%
Make trail maps/guides for walking on the battlefield and in town available online	1	2%
More detailed 'Places to go' page	1	2%
Move 'Plan your Visit' to the first page for overview	1	2%
Provide "Learn About the Battle" section under the "Learn About the Park" section	1	2%
Provide online reservations for 3hr Battlefield Guide	1	2%
Provide photo tour	1	2%
Provide schedule of local events for visitor's planning	1	2%
<b>Total</b>	<b>43</b>	

\*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. Suggestions to improve website—Spring

<b>Comments</b>	<b>Number of comments</b>	<b>Percent of comments (N=55)</b>
No/nothing/none	12	22%
Everything good	6	11%
Did not use; unaware of site	5	9%
Announce closures/detours	4	7%
Assistance planning daily trip; sample visit plans	3	5%
Make information easier to find	3	5%
More clarity on prices; difficult to find all prices	3	5%
Difficult to navigate website	2	4%
Improve map accuracy; confusing	2	4%
Specify activities/programs and their costs	2	4%
"Park tiles" not informative	1	2%
Cemetery's virtual tour is not virtual	1	2%
Email alerts for special events	1	2%
Fix recommendations for audio tours on website	1	2%
Improve hiking trails on map	1	2%
Improve 'search' function	1	2%
Improve the video on the homepage	1	2%
Interactive applications	1	2%
Maps with drone images	1	2%
Mention no backpack rule	1	2%
More information on battlefield	1	2%
Suggested reading before visit	1	2%
Website directory	1	2%
<b>Total</b>	<b>55</b>	

\*total percentages do not equal 100 due to rounding

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

Table 19. Suggestions to improve website—Fall

Comments	Number of comments	Percent of comments (N=55)
Great as is/well done	8	15%
Better, more detailed, to-scale maps/more trail guides/location of ranger-led talks	6	11%
Did not use/not aware of website	4	7%
Daily calendar/specific time frame for family programs/easier to see events	3	5%
Information about guides/guided tours/auto tours	3	5%
Better organization/more user-friendly approach	2	4%
Clarify distances/color codes/routes for walkers to explore battlefield on foot	2	4%
Clarify relationship/difference between NPS and Gettysburg; better linkage between two sites	2	4%
Downloadable maps/audio/video for auto tours	2	4%
Information further out than next quarter; list all battle walks beyond two weeks	2	4%
More prominent posting of program videos/videos of ranger walks	2	4%
Add in-depth information about battle of Gettysburg: primary sources, letters, journals, etc.	1	2%
Add kid page with activities/coloring pages, etc.	1	2%
Clearer distinction between National Cemetery and NPS Visitor Center	1	2%
Could not find survey opinion website	1	2%
Details for Seminary Ridge Museum and Gettysburg Railroad Station	1	2%
Ending location for battle walks to arrange parking	1	2%
Include General Lee's Headquarters on maps	1	2%
Include Visitor Center programs list	1	2%
Keep up ease of use in navigating	1	2%
Links to nearby businesses/helpful tips	1	2%
More maps and stories about the difficulties of the soldiers	1	2%
More theme based	1	2%
More time-appropriate music for video on homepage	1	2%
Option to plan visit on a calendar or spreadsheet	1	2%
Post schedule earlier	1	2%
Printable version of self-guided car tour	1	2%
Promote 100 days of Taps	1	2%
Remove political correctness	1	2%
Two sections—one for general public for visits, one with data/mapping/5-year plan, etc.	1	2%
<b>Total</b>	<b>55</b>	

\*total percentages do not equal 100 due to rounding

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



### Question 3

Have you ever used the following social media to follow the Gettysburg National Military Park?

Results:

- As shown in Figure 6, the proportion of visitor groups that use social media outlets to follow Gettysburg NMP were:

24% Overall  
26% Summer  
24% Spring  
23% Fall

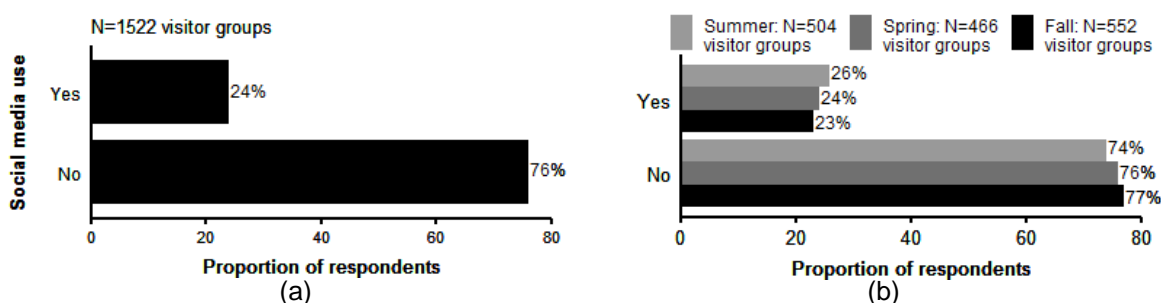


Figure 6. Social media use (a) overall (b) seasonal

- As shown in Figure 7, of those that use social media to follow Gettysburg NMP, the proportions for each media listed were:

78% Facebook (Overall)  
80% (Summer)  
76% (Spring)  
78% (Fall)

33% YouTube (Overall)  
30% (Summer)  
38% (Spring)  
32% (Fall)

12% Twitter (Overall)  
16% (Summer)  
13% (Spring)  
7% (Fall)

12% Instagram (Overall)  
10% (Summer)  
16% (Spring)  
9% (Fall)

\*total percentages do not equal 100 due to rounding

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

8% Park Blog (Overall)  
11% (Summer)  
6% (Spring)  
7% (Fall)

About 5% overall use either Snapchat, Flickr, and/or Tumblr

3% Snapchat (Overall)  
2% (Summer)  
3% (Spring)  
4% (Fall)

1% Flickr (Overall)  
2% (Summer)  
1% (Spring)  
0% (Fall)

<1% Tumblr  
1% (Summer)  
0% (Spring and Fall)

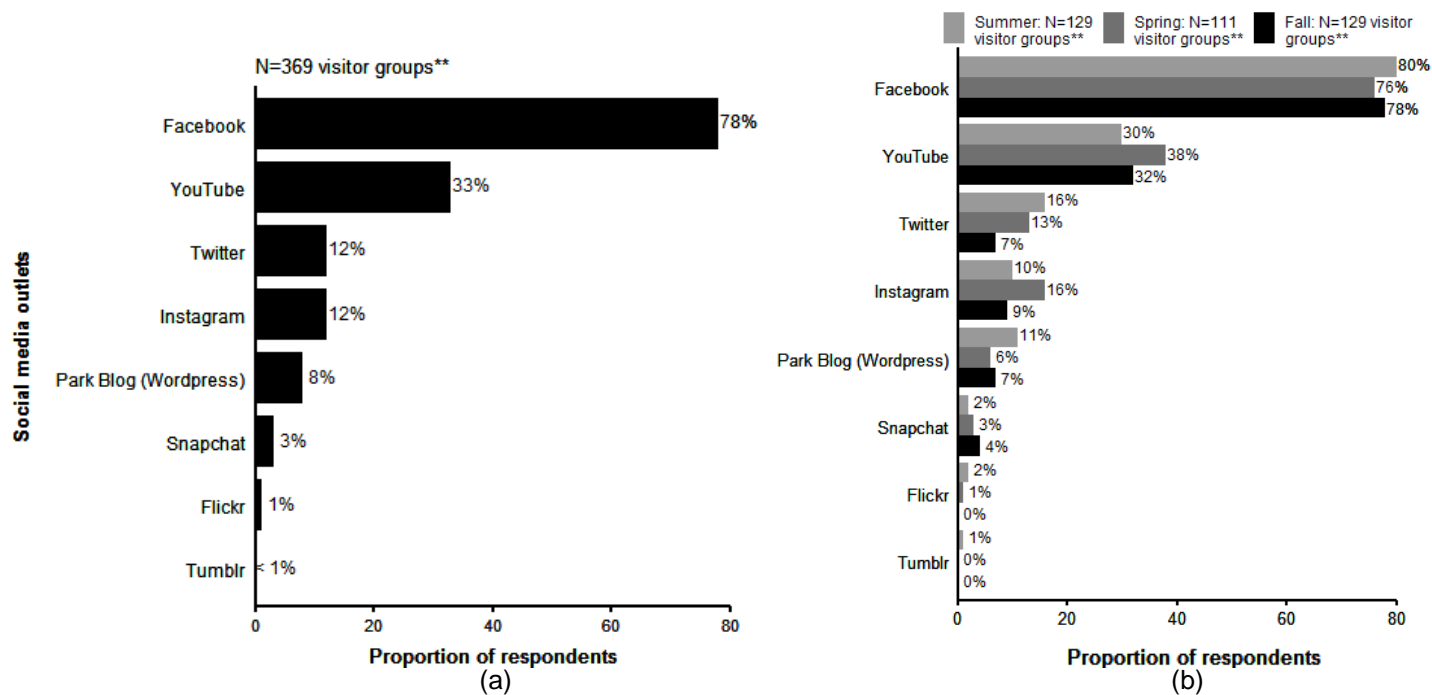


Figure 7. Social media outlets used (a) overall (b) seasonal

\*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 stay*****Question 4a**

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

Results:

- 45% of Overall visitor groups visited Gettysburg NMP for more than one day (see Figure 8).
- 42% Summer
- 44% Spring
- 49% Fall

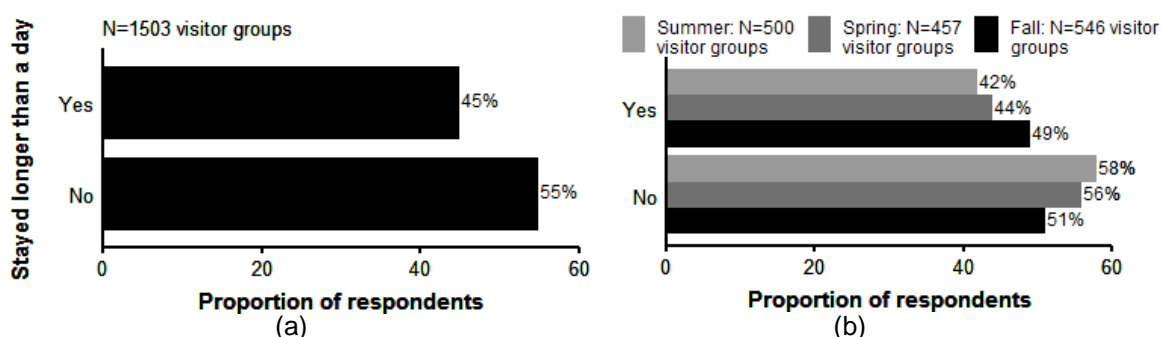


Figure 8. Proportion of visitor groups who stayed more than one day (a) overall (b) seasonal

**Question 4b**

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

Results:

- As shown in Figure 9, among the visitor groups that visited the park longer than one day were:
  - 87% reported staying between 2–3 days (Overall)
  - 81% (Summer)
  - 89% (Spring)
  - 90% (Fall)
  - 10% between 4–5 days (Overall)
  - 13% (Summer)
  - 8% (Spring and Fall)
  - 2% between 6–7 days (Overall)
  - 3% (Summer)
  - 2% (Spring)
  - 1% (Fall)

\*total percentages do not equal 100 due to rounding

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

1% between 8–9 days (Overall)

1% (Summer)

0% (Spring)

<1% (Fall)

1% reported staying 10 days or longer

1% (Summer)

2% (Spring)

<1% (Fall)

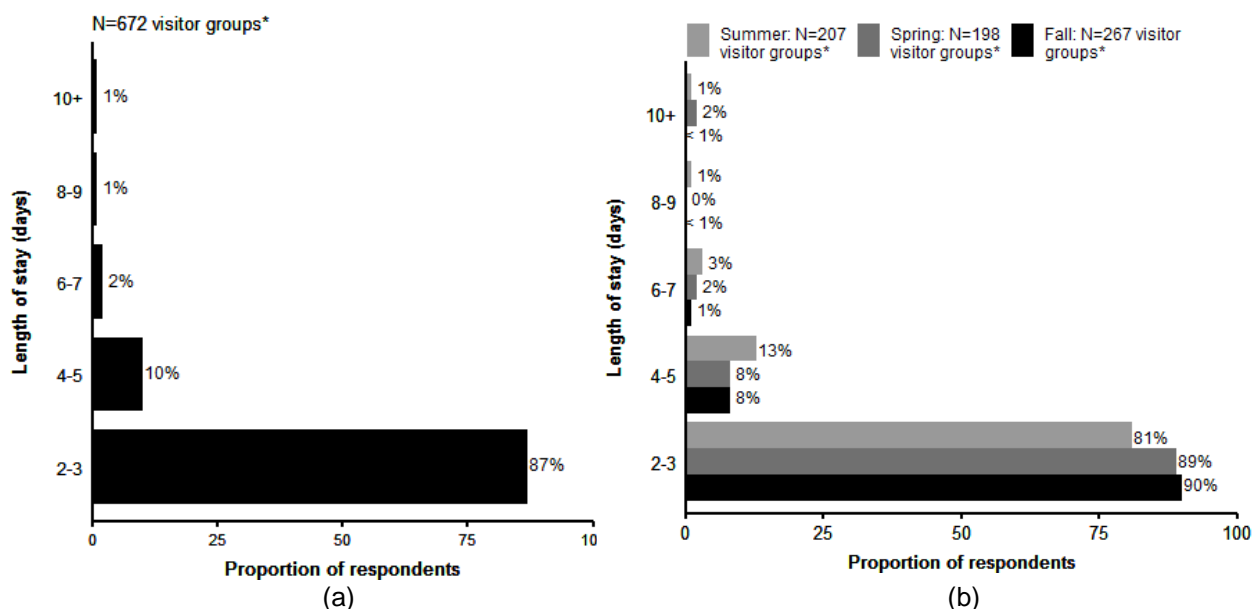


Figure 9. Visitor groups' length of stay longer than one day (a) overall (b) seasonal

#### Question 4c

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

Results:

- Figure 10 shows the proportion of visitor groups that stayed various lengths of time for visitors who did not stay longer than one day:

10% reported staying for 1–2 hours (Overall)

8% (Summer)

11% (Spring)

13% (Fall)

34% 3–4 hours (Overall)

37% (Summer)

29% (Spring)

32% (Fall)

\*total percentages do not equal 100 due to rounding

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

36% 5–6 hours (Overall)

33% (Summer)

42% (Spring)

36% (Fall)

16% 7–8 hours (Overall)

19% (Summer)

14% (Spring)

15% (Fall)

3% 9–10 hours (Overall)

2% (Summer and Spring)

4% (Fall)

1% 11 hours or more hours (Overall)

1% (Summer and Fall)

2% (Spring)

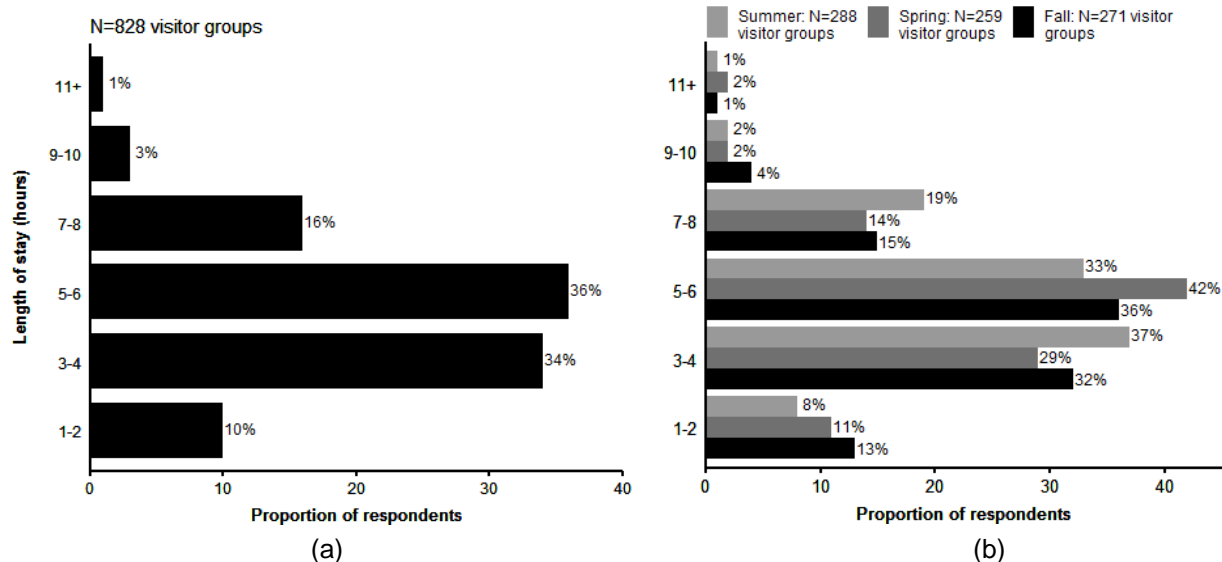


Figure 10. Visitor groups' length of stay one day or less (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

**Importance of factors for visit****Question 5**

How important was each of the following in your decision to take a trip to Gettysburg National Military Park?

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

**Results:**

- The importance ratings for each proposed item are shown in Table 20.
- As shown in Figure 11, visitor groups rated the following proposed activities as “very important” or “extremely important” in their decision to visit Gettysburg National Military Park:

92% To learn about American history and the Battle of Gettysburg (Overall)

93% (Summer)

92% (Spring)

91% (Fall)

76% Pleasure or vacation (Overall)

78% (Summer)

74% (Spring)

76% (Fall)

61% To spend time with friends/family (Overall)

68% (Summer)

58% (Spring)

56% (Fall)

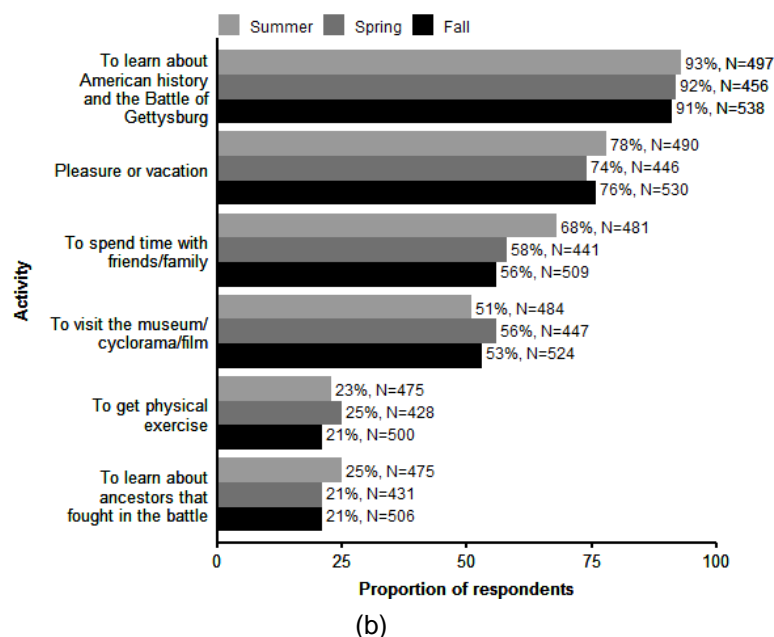
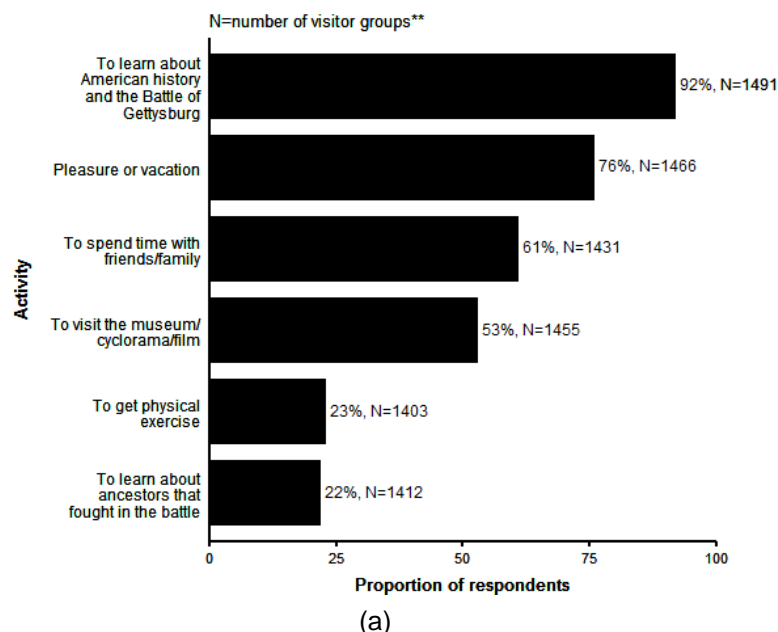


Figure 11. Combined ratings of "Very important" and "Extremely important" for proposed activities on decision to visit (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

53% To visit the Museum/Cyclorama/film (Overall)

51% (Summer)

56% (Spring)

53% (Fall)

23% Physical exercise (Overall)

23% (Summer)

25% (Spring)

21% (Fall)

22% To learn about ancestors that fought in the battle (Overall)

25% (Summer)

21% (Spring)

21% (Fall)

Table 20. Importance of activities on decision to visit Gettysburg National Military Park  
(N=number of visitor groups)

Activity	Season	N	Rating (%)*				
			Extremely important	Very important	Moderately important	Slightly important	Not at all important
To visit the Museum/ cyclorama/film	Summer	484	24.8%	26.4%	19.6%	11.4%	17.8%
	Spring	447	28.0%	28.0%	17.2%	9.8%	17.0%
	Fall	524	24.4%	29.0%	18.1%	11.8%	16.6%
To learn about American history and the Battle of Gettysburg	Summer	497	58.8%	34.0%	4.6%	1.4%	1.2%
	Spring	456	61.2%	30.7%	5.3%	1.1%	1.8%
	Fall	538	57.1%	34.4%	6.1%	1.9%	0.6%
To learn about ancestors that fought in the battle	Summer	475	12.2%	12.4%	14.7%	11.6%	49.1%
	Spring	431	8.8%	12.1%	16.0%	7.0%	56.1%
	Fall	506	11.1%	9.9%	10.3%	12.3%	56.5%
To spend time with friends/family	Summer	481	37.2%	30.6%	14.6%	4.6%	13.1%
	Spring	441	35.4%	22.9%	15.0%	5.9%	20.9%
	Fall	509	28.3%	28.1%	15.5%	5.7%	22.4%
To get physical exercise	Summer	475	9.1%	13.5%	28.8%	20.2%	28.4%
	Spring	428	10.0%	14.7%	26.6%	15.2%	33.4%
	Fall	500	8.2%	12.8%	28.6%	20.6%	29.8%
Pleasure or vacation	Summer	490	38.2%	40.2%	13.9%	4.1%	3.7%
	Spring	446	38.8%	35.4%	18.2%	3.1%	4.5%
	Fall	530	39.4%	36.8%	18.1%	3.8%	1.9%

\*Combined rating percentages in Figure 11 may not equal separated rating percentages due to rounding

\*total percentages do not equal 100 due to rounding

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

**Current visit****Question 6**

Please mark *all* the locations at Gettysburg National Military Park that you and your personal group visited on this trip.

**Results:**

- As shown in Figure 12, the proportion of visitor groups for the top three visited sites were:

90% Little Round Top (Overall)

92% (Summer)

87% (Spring)

90% (Fall)

84% Museum and Visitor Center (Overall)

85% (Summer)

84% (Spring)

83% (Fall)

71% Devil's Den (Overall)

74% Summer

65% (Spring)—Site was closed for most of the survey period for prescribed burn

73% (Fall)

- The three least visited sites were:

19% East Cavalry Field (Overall)

21% (Summer)

17% (Spring and Fall)

19% David Wills House (Overall)

22% (Summer)

17% (Spring)

18% (Fall)

14% Gettysburg Lincoln Train Station (Overall)

14% (Summer)

12% (Spring)

16% (Fall)

\*total percentages do not equal 100 due to rounding

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



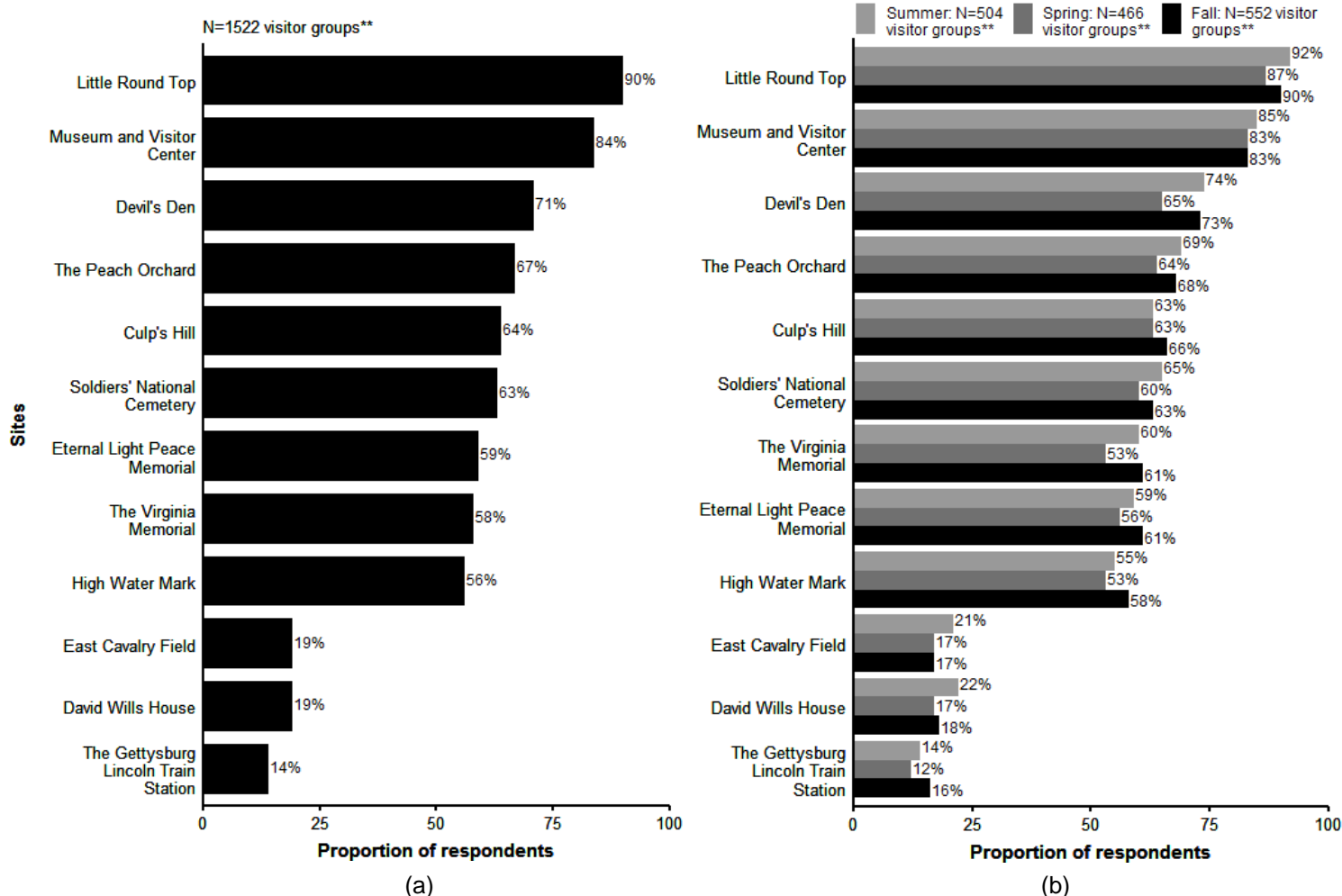


Figure 12. Proportion of visitor groups that visited sites listed (a) overall (b) seasonal

### Question 7

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?

Results:

- As shown in Figure 13, the proportion of visitor groups that experienced a guided tour with a Licensed Battlefield Guide were:

22% Overall  
19% Summer  
24% Spring  
21% Fall

\*total percentages do not equal 100 due to rounding

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

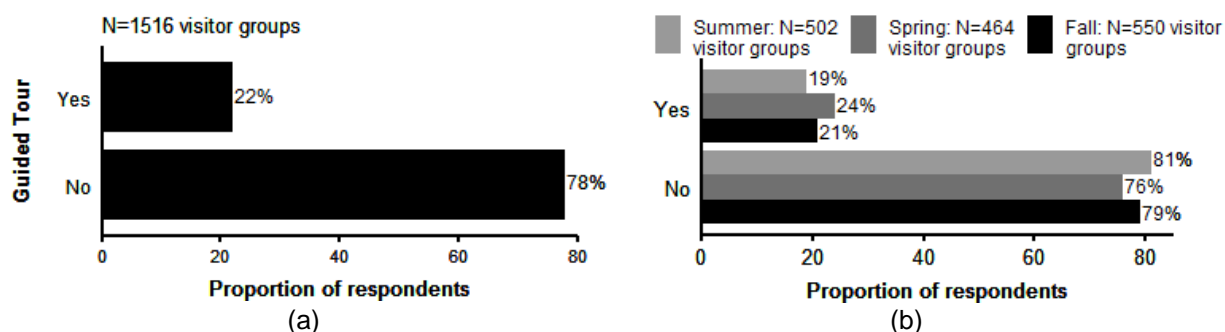


Figure 13. Proportion of visitor groups who experienced a guided tour (a) overall (b) seasonal

### Question 8

Have you ever attended a ranger program at Gettysburg National Military Park or any other national park unit?

Results:

- 60% of Overall visitor groups attended a ranger program either at Gettysburg NMP (25%) or at another National Park (35%) (see Figure 14).

67% Summer

30% at Gettysburg NMP

37% at another National Park

54% Spring

22% at Gettysburg NMP

32% at another National Park

56% Fall

22% at Gettysburg NMP

34% at another National Park

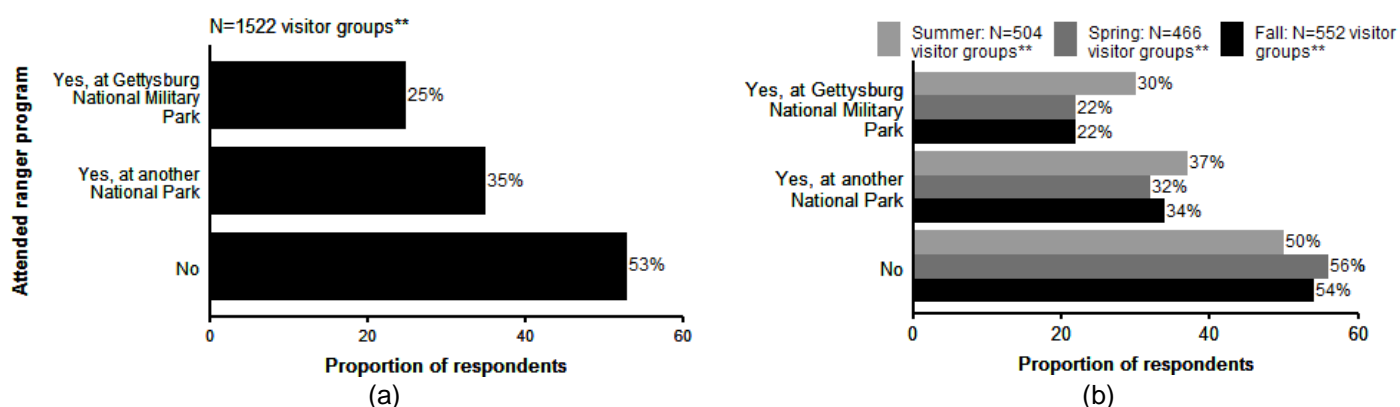


Figure 14. Proportion of respondents who have/have not attended a ranger program (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

Question 9a

On this trip, which of the following activities did you personally experience while at Gettysburg National Military Park?

Note: This question was misprinted in the Summer and Fall survey questionnaire—the list of activities was incorrect. The corrected list of activities (shown below) was resent to Summer and Fall; visitors received the correct list of activities in the Spring questionnaire (N=270 Summer visitor groups, N=337 Fall visitor groups, and N=466 Spring visitor groups).

## Results:

- As represented in Figure 15, the proportions of visitor groups that experienced the different activities listed were:

91% Viewed exhibits (Overall)

94% (Summer)

89% (Spring)

92% (Fall)

86% Learned/researched history (Overall)

89% (Summer)

84% (Spring)

88% (Fall)

70% Museum/Film/Cyclorama (Overall)

70% (Summer)

72% (Spring)

69% (Fall)

46% Hiked (Overall)

50% (Summer)

42% (Spring)

50% (Fall)

25% Ranger programs (Overall)

41% (Summer)

16% (Spring)

26% (Fall)

25% Living history demonstrations (Overall)

41% (Summer)

18% (Spring)

22% (Fall)

\*total percentages do not equal 100 due to rounding

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

34% Other historic tours (Overall)

38% (Summer)

27% (Spring)

41% (Fall)

45% “Other” activity their group experienced (Overall)

49% (Summer)

40% (Spring)

48% (Fall)

“Other” activities included:

Audio car tour, guided tour, biking, downtown walking tour, driving through the park, bus tour, Eisenhower home, cemetery, ghost tour, David Wills house, horseback tour, heritage Museum, research library (see Appendix C for a full summary of “other” comments).

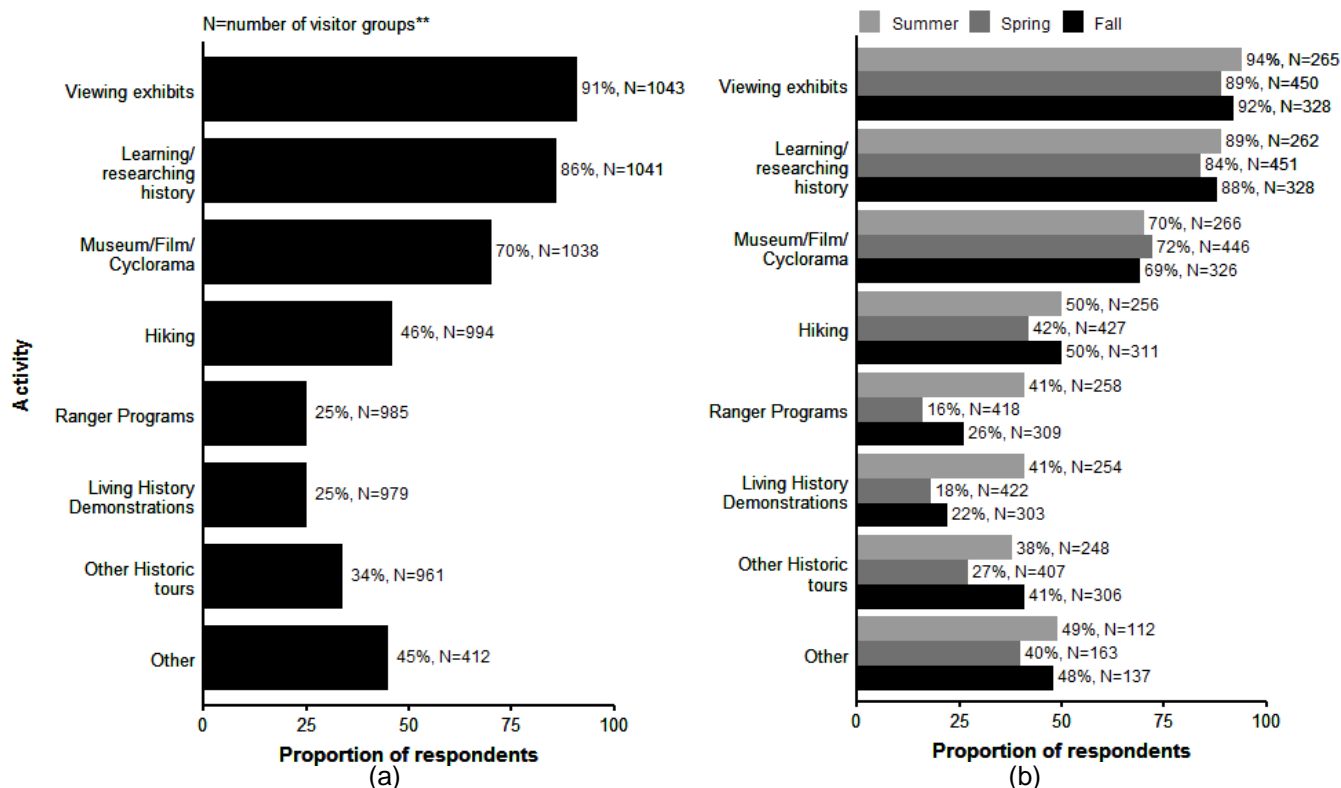


Figure 15. Activities experienced by visitor groups (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

Question 9b

Please rate the importance of each activity in which you experienced.

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

Note: This question was originally misprinted in the Summer and Fall survey questionnaire—the list of activities was incorrect. The corrected list of activities (shown below) was resent to Summer and Fall; visitors received the correct list of activities in the Spring questionnaire (N=270 Summer visitor groups, N=337 Fall visitor groups, and N=466 Spring visitor groups).

## Results:

- The importance ratings for each proposed item are shown in Table 21.
- As shown in Figure 16, Summer and Fall visitor groups rated the following proposed activities as “important” or “extremely important” on their experience at Gettysburg NMP:

91% Viewing exhibits (Overall)  
 93% (Summer)  
 89% (Spring)  
 92% (Fall)

93% Learning/researching history (Overall)  
 95% (Summer)  
 90% (Spring)  
 95% (Fall)

84% Museum/Film/Cyclorama (Overall)  
 85% (Summer)  
 81% (Spring)  
 89% Fall)

49% Hiking (Overall)  
 55% (Summer)  
 42% (Spring)  
 52% (Fall)

63% Ranger programs (Overall)  
 76% (Summer)

\*total percentages do not equal 100 due to rounding

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

46% (Spring)

70% (Fall)

61% Living history demonstrations (Overall)

71% (Summer)

55% (Spring)

61% (Fall)

63% Other historic tours (Overall)

66% (Summer)

54% (Spring)

72% (Fall)

87% “Other” Overall activities listed above (see p. 32)

94% (Summer)

76% (Spring)

92% (Fall)

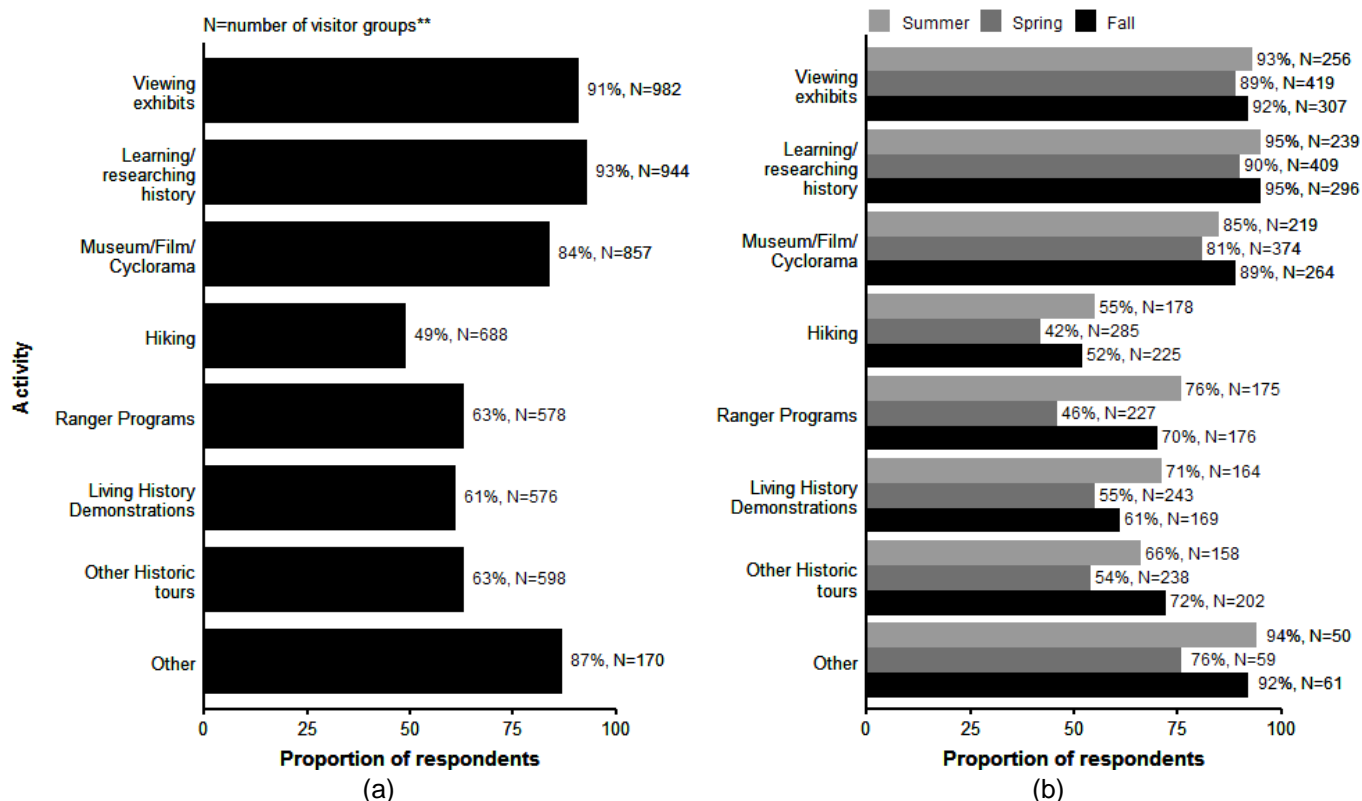


Figure 16. Combined ratings of “Extremely important” and “Important” for proposed activities experienced (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

Table 21. Importance rating of activities on visitor experience to Gettysburg National Military Park

Activity	Season	N	Rating %				
			Extremely important	Very Important	Moderately important	Slightly important	Not at all important
Viewing exhibits	Summer	256	52.7%	40.6%	5.1%	0.8%	0.8%
	Spring	419	47.3%	41.5%	7.2%	1.0%	3.1%
	Fall	307	48.2%	44.0%	7.5%	0.0%	0.3%
Learning/researching history	Summer	239	67.4%	28.0%	4.2%	0.0%	0.4%
	Spring	409	56.7%	33.3%	5.9%	2.0%	2.2%
	Fall	296	54.7%	39.9%	3.0%	1.7%	0.7%
Museum/Film/Cyclorama	Summer	219	52.5%	32.9%	8.7%	4.6%	1.4%
	Spring	374	47.9%	32.9%	8.6%	4.3%	6.4%
	Fall	264	51.1%	37.9%	7.2%	2.7%	1.1%
Hiking	Summer	178	22.5%	32.6%	21.9%	11.2%	11.8%
	Spring	285	14.7%	27.0%	22.8%	11.2%	24.2%
	Fall	225	21.3%	31.1%	23.6%	9.8%	14.2%
Ranger Programs	Summer	175	42.9%	33.1%	9.1%	8.0%	6.9%
	Spring	227	21.6%	24.7%	16.7%	13.2%	23.8%
	Fall	176	37.5%	33.0%	14.8%	8.0%	6.8%
Living History Demonstrations	Summer	164	37.2%	34.1%	14.6%	6.7%	7.3%
	Spring	243	21.4%	33.3%	16.5%	11.5%	17.3%
	Fall	169	24.3%	36.7%	17.8%	11.8%	9.5%
Other Historic tours	Summer	158	29.1%	36.7%	17.7%	10.1%	6.3%
	Spring	238	21.8%	32.4%	10.9%	13.4%	21.4%
	Fall	202	40.1%	32.2%	14.4%	6.4%	6.9%
Other	Summer	50	64.0%	30.0%	2.0%	2.0%	2.0%
	Spring	59	49.2%	27.1%	3.4%	6.8%	13.6%
	Fall	61	63.9%	27.9%	1.6%	3.3%	3.3%

\*Combined rating percentages in Figure 16 may not equal separated rating percentages due to rounding

### Question 9c

Which one of the above activities did you spend the most of your time on during this visit to Gettysburg National Military Park?

Note: This question was misprinted for Summer, Fall, and for the first half of the Spring visitors—no data was collected from these respondents for this question (N=218 Spring visitor groups).

### Results:

- 76% (165) of Spring visitor groups provided one or more comments about which activity their group spent most of their time on during their visit (see Table 22). A full list of comments is found in Appendix C.

\*total percentages do not equal 100 due to rounding

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

Table 22. What activities visitors spent most of their time on—Spring

Comment	Number of comments	Percent of comments (N=221)
Museum/Film/Cyclorama	81	37%
Learning, learning history, researching history	33	15%
Viewing exhibits	19	9%
Hiking	18	8%
Audio/auto tour	17	8%
Historic tour	8	4%
Battlefield/battlefield tours	6	3%
Bus tour	6	3%
Tour	4	2%
Guided tour	3	1%
Ranger programs	3	1%
Biking to battlefield sites	2	1%
Little Round Top	2	1%
Viewing monuments	2	1%
Other comments	17	8%
<b>Total</b>	<b>221</b>	

**Misprinted open-end**Question 9c.

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

Note: This question was misprinted in the Summer, Fall, and the first half of Spring survey periods; the correct open-ended question was not resent to those respondents (N=270 Summer visitor groups, N= 337 Fall visitor groups, and N=248 Spring visitor groups).

**Results:**

- A portion of the visitor groups that received this open-ended question provided one or more comments about the activities that most negatively affected their visit to Gettysburg NMP:
  - 74% (635) Overall visitor groups
  - 81% (219) Summer (see Table 23)
  - 56% (138) Spring (see Table 24)
  - 82% (278) Fall (see Table 25)
- A full summary of comments can be found in Appendix C.

\*total percentages do not equal 100 due to rounding

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



Table 23. What activity most negatively affected visitor experience—Summer

<b>Comment</b>	<b>Number of comments</b>	<b>Percent of comments (N=228)</b>
Nothing/all was wonderful	128	56%
Not applicable	13	6%
Cost of Museum/movie/Cyclorama/Visitor Center	9	4%
Not enough time	9	4%
Cyclorama/Cyclorama not working/too rushed	6	3%
Museum—too much to see/excessive audio/bad lighting/lack of hours	6	3%
Audio/auto tour—too dramatic, not effective, takes too long/lack of signage	5	2%
Film—film not balanced about causes	4	2%
Hiking	3	1%
Parking	3	1%
Cost of bus tours/bus tour	2	1%
Ghost walk tour guide/ghost tour	2	1%
Lack of restrooms on battlefield/at park	2	1%
Living history	2	1%
Museum exhibits need updating/not enough artifacts	2	1%
Noise and fumes; motorcycle noise	2	1%
Ranger programs/ranger programs not engaging for children	2	1%
Other comments	28	12%
<b>Total</b>	<b>228</b>	

Table 24. What activity most negatively affected visitor experience—Spring

<b>Comment</b>	<b>Number of comments</b>	<b>Percent of comments (N=142)</b>
None/nothing or N/A	99	70%
Prescribed burn	10	7%
Weather	8	6%
High prices	4	3%
Cyclorama	3	2%
Hiking	3	2%
Not enough time; so much to see	3	2%
Other comments	12	8%
<b>Total</b>	<b>142</b>	

Table 25. What activity most negatively affected visitor experience—Fall

<b>Comment</b>	<b>Number of comments</b>	<b>Percent of comments (N=283)</b>
No negatives, all was wonderful	194	69%
Not applicable	14	5%
Not enough time	8	3%
Missed ranger tours/programs	7	2%
Cost of admission, prices of books, souvenirs, Museum, Cyclorama	6	2%
Did not see living history demonstration	5	2%
Hiking/hiking with disability/lack of loop trail	5	2%
Parking	5	2%
Viewing exhibits	3	1%
Limited time to enjoy ranger programs	2	1%
Other comments	34	12%
<b>Total</b>	<b>283</b>	

\*total percentages do not equal 100 due to rounding

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

## Misprinted Question

### Question 9a

On this trip, which of the following activities did you personally experience while at Gettysburg National Military Park?

Note: This question was misprinted in the Summer and Fall survey periods only; therefore, no data for the Spring survey period is shown.

### Results

- As shown in Figure 17, the proportions of Summer and Fall visitor groups that experienced the different factors listed were:

19% Parking congestion (Overall)

23% (Summer)

16% (Fall)

13% Parking shortages (Overall)

14% (Summer)

12% (Fall)

5% Pedestrian/vehicle conflict (Overall)

5% (Summer)

6% (Fall)

3% Lack of shuttle service/options (Overall)

3% (Summer)

4% (Fall)

3% Lack of accessibility for people with disabilities (Overall)

3% (Summer)

4% (Fall)

2% Shuttle wait time

2% (Summer and Fall)

1% Passenger crowding on shuttles (Overall)

<1% (Summer)

1% (Fall)

19% “Other” factors that their group experienced (Overall)

14% (Summer)

24% (Fall)

\*total percentages do not equal 100 due to rounding

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

“Other” factors groups experienced included:

Bathrooms small and lack of; personal CD/DVD tour; got lost, lack of maps with street names in and outside park; no bike racks; pedestrian crowding near monument; too many buses on small roads; difficulty with stairs and long walks; captions for hearing impaired (see Appendix C for full list of comments).

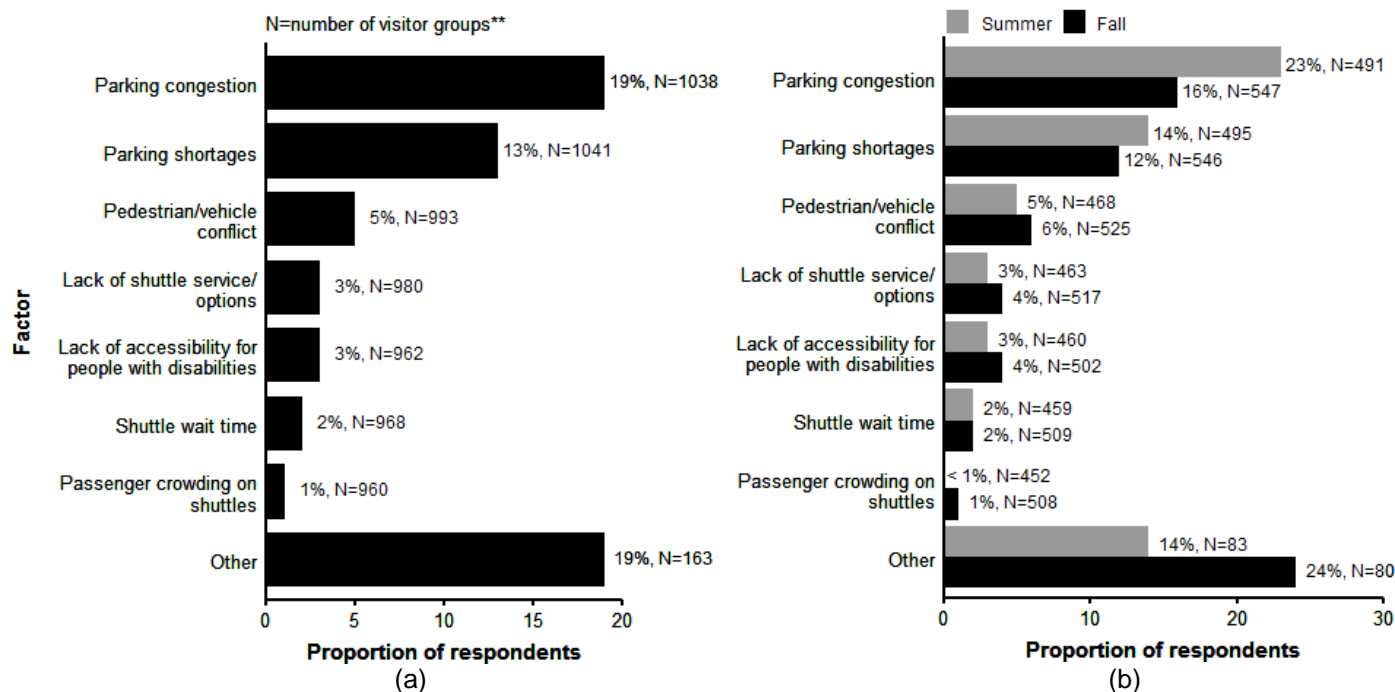


Figure 17. Factors experienced by Summer and Fall visitor groups (a) overall (b) seasonal

### Question 9b

Please rate the importance of each activity in which you experienced.

Note: This question was misprinted in the Summer and Fall survey periods only; therefore, no data for the Spring survey period is shown.

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

\*total percentages do not equal 100 due to rounding

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

## Results:

- The importance ratings for each proposed item are shown in Table 26.
- As shown in Figure 18, Summer and Fall visitor groups rated the following proposed factors as “important” or “extremely important” on their experience at Gettysburg NMP:

65% Parking congestion (Overall)

67% (Summer)

63% (Fall)

58% Parking shortages (Overall)

61% (Summer)

56% (Fall)

42% Pedestrian/vehicle conflict (Overall)

42% (Summer and Fall)

27% Lack of shuttle service/options (Overall)

25% (Summer)

29% (Fall)

34% Lack of accessibility for people with disabilities (Overall)

34% (Summer and Fall)

25% Shuttle wait time (Overall)

25% (Summer)

26% (Fall)

26% Passenger crowding on shuttles (Overall)

25% (Summer)

28% (Fall)

51% “Other” Overall factors experienced (see p. 39)

39% (Summer)

62%(Fall)

\*total percentages do not equal 100 due to rounding

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

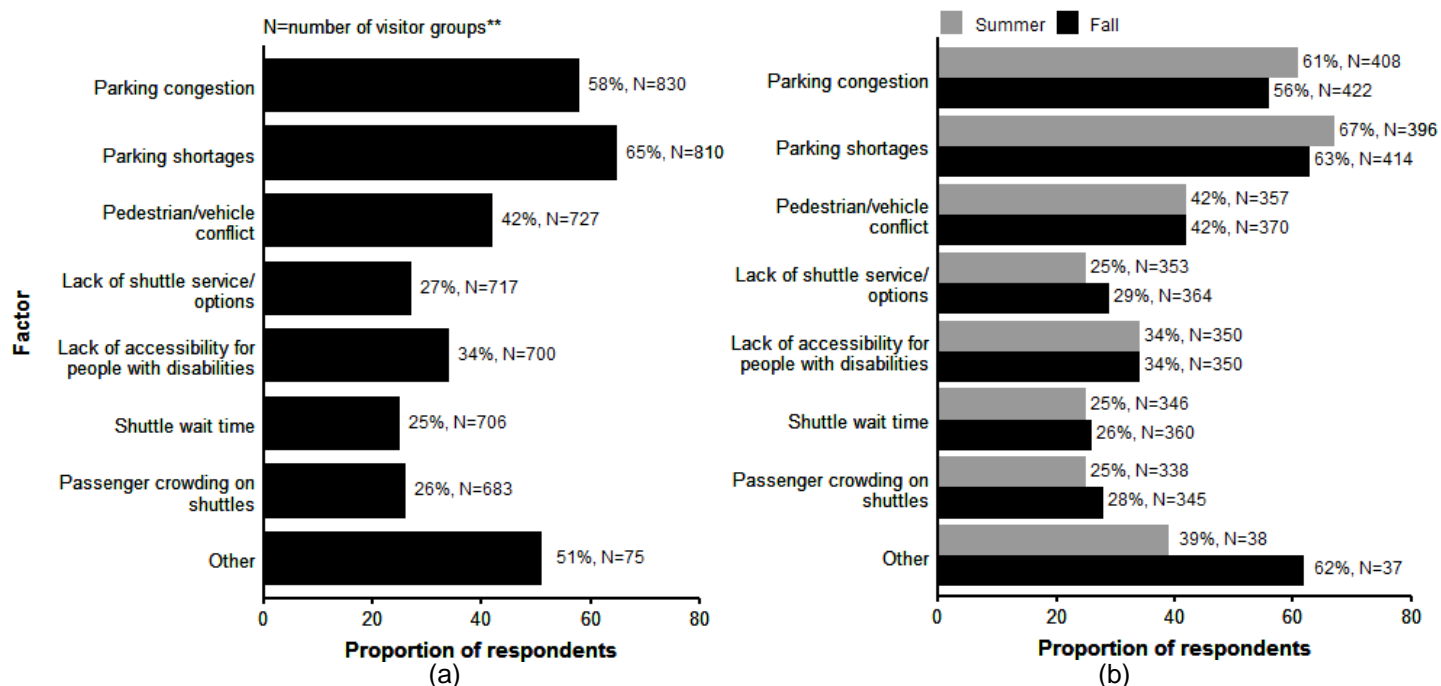


Figure 18. Combined ratings of “Extremely important” and “Important” for proposed factors experienced (a) overall (b) seasonal

Table 26. Importance rating of factors on visitor experience to Gettysburg National Military Park

Factor	Season	N	Rating %				
			Extremely important	Important	Moderately important	Slightly important	Not at all important
Parking congestion	Summer	408	17.6%	42.9%	20.3%	9.6%	9.6%
	Fall	422	16.6%	39.8%	20.9%	12.1%	10.7%
Parking shortages	Summer	396	26.3%	40.4%	16.4%	8.8%	8.1%
	Fall	414	24.6%	38.6%	18.4%	8.2%	10.1%
Lack of shuttle service/options	Summer	353	4.8%	20.4%	19.8%	14.2%	40.8%
	Fall	364	8.8%	20.1%	18.1%	10.7%	42.3%
Shuttle wait time	Summer	346	5.8%	18.8%	21.1%	12.1%	42.2%
	Fall	360	7.5%	18.9%	19.2%	11.1%	43.3%
Passenger crowding on shuttles	Summer	338	7.1%	17.8%	19.5%	13.0%	42.6%
	Fall	345	7.5%	20.0%	18.0%	11.3%	43.2%
Lack of accessibility for people with disabilities	Summer	350	15.4%	18.6%	19.1%	10.3%	36.6%
	Fall	350	14.0%	20.0%	16.0%	8.9%	41.1%
Pedestrian/vehicle conflict	Summer	357	14.6%	27.5%	23.8%	11.5%	22.7%
	Fall	370	14.3%	27.6%	20.0%	12.4%	25.7%
Other	Summer	38	21.1%	18.4%	13.2%	7.9%	39.5%
	Fall	37	29.7%	32.4%	13.5%	5.4%	18.9%

\*Combined rating percentages in Figure 15 may not equal separated rating percentages due to rounding

\*total percentages do not equal 100 due to rounding

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

**Question 9c**

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

**Results:**

- A portion of the Summer and Fall visitor groups provided one or more comments about the factors that most negatively affected their visit to Gettysburg NMP:  
 47% (579) Overall visitor groups  
 43% (285) Summer (see Table 27)  
 50% (294) Fall (see Table 28)
- A full summary of additional comments can be found in Appendix C.

Table 27. What most negatively impacted visitor experience—Summer

<b>Comments</b>	<b>Number of comments</b>	<b>Percent of comments (N=291)</b>
None/no negative experience	177	61%
Parking difficult/shortage/congestion	55	19%
Accessibility, distance from parking to sites/Museum/Visitor Center	8	3%
Vehicle pedestrian conflicts	6	2%
Could not find shuttles/lack of shuttles	5	2%
Bathroom facilities small/not clean/lack of	4	1%
Lack of signage for battlefield/self-driving tour/walking tour	3	1%
Little Round Top busy/parking shortage	3	1%
Parking/traffic congestion Devil's Den/Masonic Memorial/Little Round Top	3	1%
Visitor Center waste of time and money/no dog access	3	1%
Bike accessibility in general/ lack of bike racks/access to battlefields	2	1%
Other comments	22	8%
<b>Total</b>	<b>291</b>	

Table 28. What most negatively impacted visitor experience—Fall

<b>Comment</b>	<b>Number of comments</b>	<b>Percent of comments (N=297)</b>
None/no negative experience/nothing or N/A	203	68%
Parking difficult/shortage/congestion	43	14%
Parking/congestion at Little Round Top	7	2%
Accessibility; distance from parking to sites	6	2%
Pedestrian vehicle conflicts	3	1%
Crowds	2	1%
Cyclorama escalator not working	2	1%
Lack of handicap access	2	1%
Parking at Visitors Center	2	1%
Long waits	2	1%
Tour buses	2	1%
Vehicle/pedestrian conflicts	2	1%
Other comments	21	7%
<b>Total</b>	<b>297</b>	

\*total percentages do not equal 100 due to rounding

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

**Question 10**

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

Results:

- As shown in Figure 19, the proportion of visitor groups that used a Smartphone and/or Tablet during their visit to Gettysburg NMP were:

59% Overall visitor groups

61% (Summer)

58% (Spring)

59% (Fall)

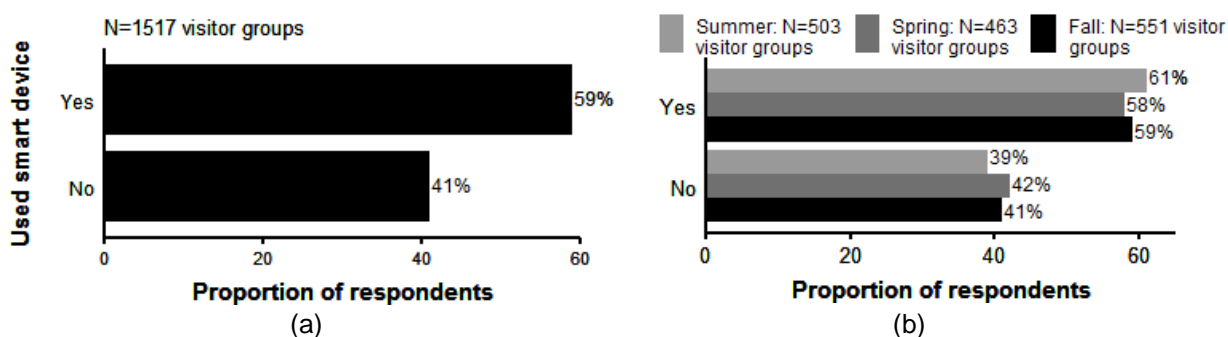


Figure 19. Used a smart device (a) overall (b) seasonal

- As shown in Figure 20, of those that used a smart device during their visit to Gettysburg NMP, the device was used in the following ways:

57% For navigation (Overall)

57% (Summer)

58% (Spring)

56% (Fall)

51% Searched the internet for a topic about Gettysburg NMP (Overall)

54% (Summer)

50% (Spring)

49% (Fall)

40% Used social media to share their experience at Gettysburg NMP on social media (Overall)

44% (Summer)

37% (Spring)

39% (Fall)

\*total percentages do not equal 100 due to rounding

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

11% Downloaded a Gettysburg NMP specific app upon arriving at the park (Overall)

12% (Summer)

10% (Spring and Fall)

11% Downloaded a Gettysburg NMP specific app to my phone ahead of time (Overall)

10% (Summer and Fall)

12% (Spring)

14% “Other” uses (Overall)

15% (Summer)

13% (Spring)

13% (Fall)

The “other” uses included:  
Photographs, videos, auto CD tour, compass, maps, purchasing tickets, geocaching, and to track exercise (see Appendix C for full list of comments by season).

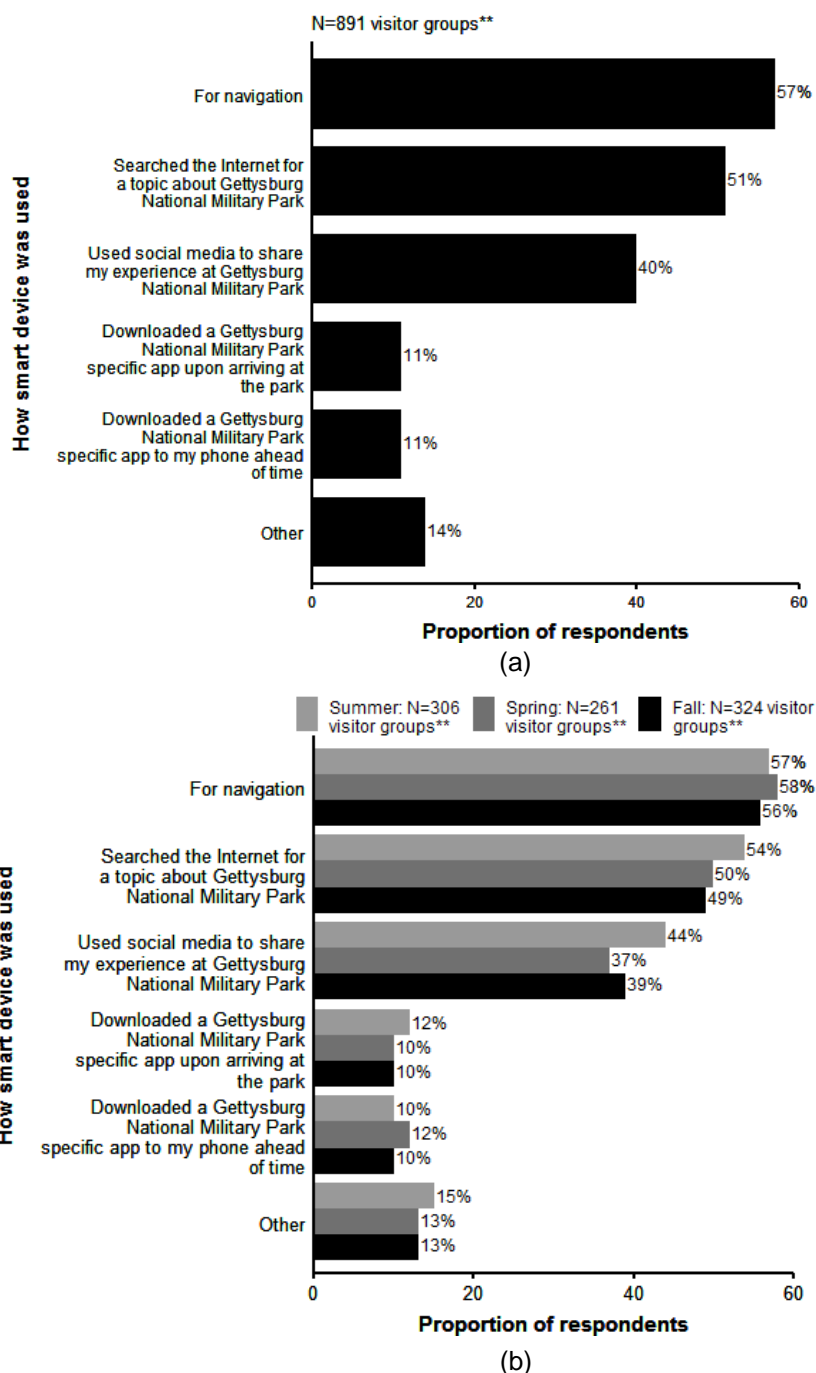


Figure 20. How respondents used their smart devices (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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



**Question 11**

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

**Results:**

- As represented in Figure 21, the overall quality of historical preservation at Gettysburg NMP was rated in the following ways:

76% Extremely good quality (Overall)  
75% (Summer and Fall)  
77% (Spring)

23% Good quality (Overall)  
24% (Summer)  
22% (Spring)  
23% (Fall)

1% Neither poor nor good quality (Overall)  
<1% (Summer and Fall)  
1% (Spring)

0% Poor quality (Overall, Summer, Spring, Fall)

1% Extremely poor quality (Overall)  
1% (Summer and Fall)  
0% (Spring)

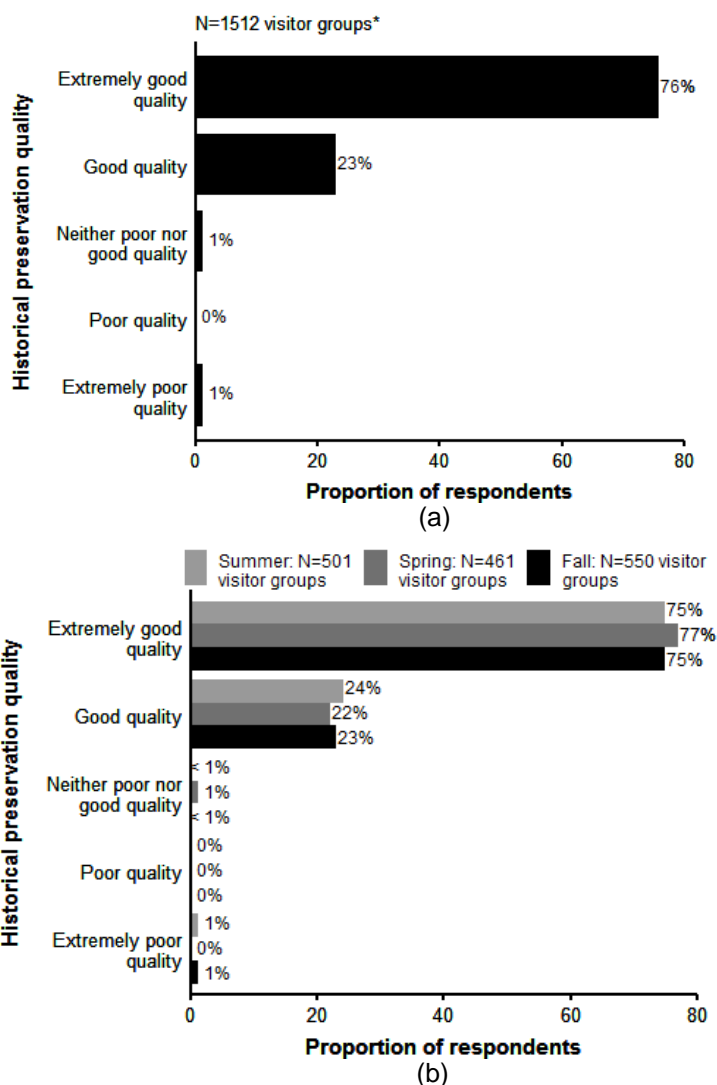


Figure 21. Rating of historical preservation quality (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

Question 12

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

Results:

- Figure 22 displays the proportions of visitor groups that provided a rating for the depth of information received through the programs at Gettysburg NMP. Overall, the majority felt it was about the right amount of depth of information.

97% About right (Overall)

97% (Summer and Fall)

98% (Spring)

2% Too simple (Overall)

2% (Summer, Spring, and Fall)

1% Too complex (Overall)

1% (Summer)

<1% (Spring and Fall)

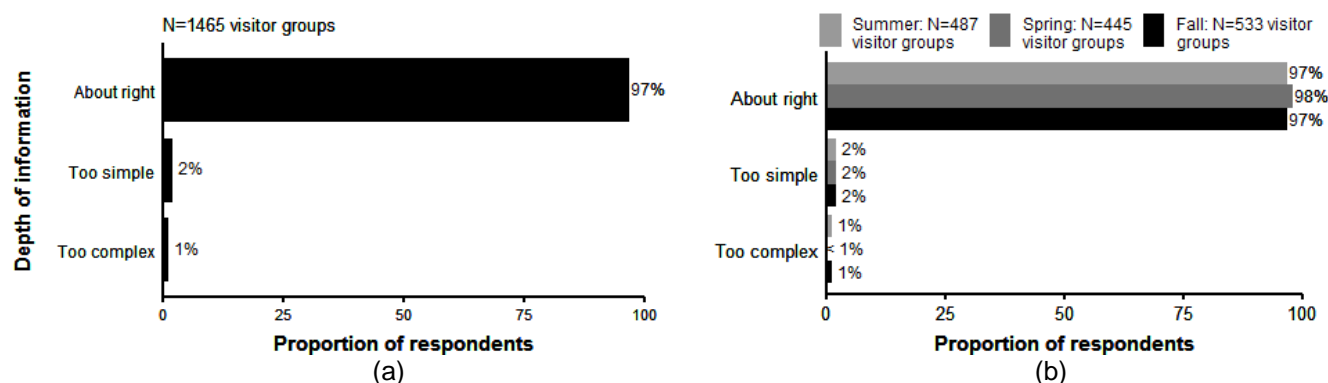


Figure 22. Rating of depth of information in programs at the park (a) overall (b) seasonal

Question 13a

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

Results:

- Overall, a majority (87%) of visitor groups felt the stories presented were properly emphasized (see Figure 23).
- 84% (Summer)
- 88% (Spring)
- 89% (Fall)

\*total percentages do not equal 100 due to rounding

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

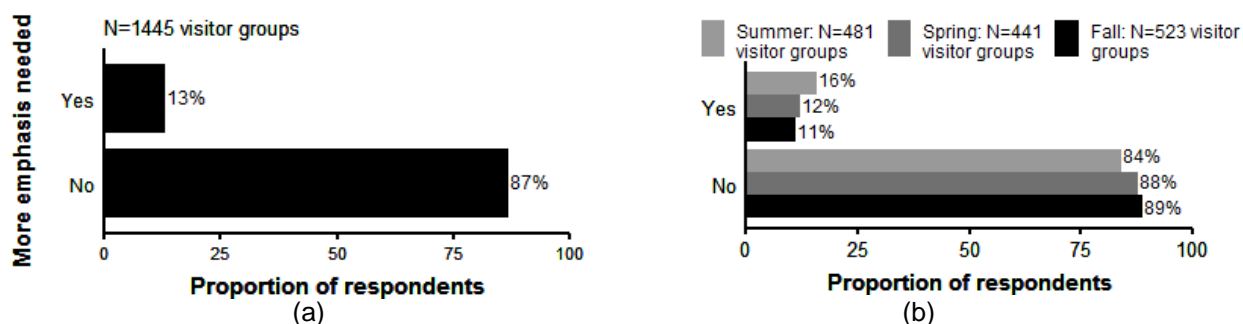


Figure 23. More emphasis is needed in any stories presented (a) overall (b) seasonal

**Question 13b**

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

Results:

- Of those that stated some stories needed strengthening, a portion provided one or more areas for improvement. These comments can be found in the following tables, as well as Appendix C.

89% (168) Overall visitor groups

90% (69) Summer (see **Table 29**)89% (48) Spring (see **Table 30**)88% (51) Fall (see **Table 31**)

Table 29. Stories that were suggested for improvement—Summer

Comments	Numbers of comments	Percent of comments (N=101)
Impact on local residents/resources of Gettysburg	8	8%
African American participation/contributions to the battle/slaves/freemen	5	5%
More in-depth stories on individual soldiers	5	5%
Role of women	4	4%
East Calvary Battlefield/and add directions/signs	3	3%
Everything good	3	3%
Joshua Chamberlain's role	3	3%
Personal interactions/relationships between soldiers on opposing sides/drama	3	3%
Wheatfield/Peach orchard/total casualties	3	3%
Culp's Hill/Cemetery Hill/Little Round Top	2	2%
Impact of slavery in/around Gettysburg	2	2%
Medical side of the battle—handling casualties/challenges of personnel	2	2%
Not sure	2	2%
Role/background/importance/ambiguity of General Sickles	2	2%
What happened to dead Confederate soldiers/injured/missing	2	2%
Other comments	52	51%
<b>Total</b>	<b>101</b>	

\*total percentages do not equal 100 due to rounding

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

Table 30. Stories that were suggested for improvement—Spring

Comments	Number of comments	Percent of comments (N=55)
None/everything great	14	22%
Emphasize/honor the sacrifices/consequences for North and South	6	9%
Stories about women/slaves/minorities	5	8%
Culp's Hill	4	6%
Post battle information (town, country, etc.)	4	6%
More information about first day action	3	5%
20th Maine Volunteer Infantry Regiment	2	3%
Personal stories and quotes from soldiers	2	3%
Stories about non-combatants	2	3%
Stories about support teams (medical, etc.)	2	3%
Other comments	20	31%
<b>Total</b>	<b>64</b>	

Table 31. Stories that were suggested for improvement—Fall

Comments	Number of comments	Percent of comments (N=76)
Explore more in-depth reasons/causes for Civil War	4	5%
Not sure	3	4%
Everything good	2	3%
More coverage/publicity about Culp's Hill	2	3%
More in-depth personal stories about the soldiers	2	3%
More information about erecting the monuments and their importance to veterans	2	3%
More information on role of African Americans	2	3%
More information/importance of cavalry battles	2	3%
Promote/encourage more diverse visitors	2	3%
Reasons the Confederacy was fighting the Civil War/secession	2	3%
Other comments	53	70%
<b>Total</b>	<b>76</b>	

### Question 14

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?

#### Results:

- 56% (848) of Overall visitor groups provided at least one idea that park managers could do better to increase visitation to the park and other national parks. These comments are in the tables listed below and Appendix C.

59% (300) Summer (see Table 32)

52% (240) Spring (see Table 33)

56% (308) Fall (see Table 34)

\*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. Improvements to increase visitation within national parks—Summer

Comments	Number of comments	Percent of comments (N=328)
Everything was great/doing good job/very informative	52	16%
Advertise/market park events/beauty/history with photos using newspaper, emails, website, social media, billboards	46	14%
No suggestions	40	12%
Outreach to schools and teachers, provide brochures, better educate about Civil War, (generate excitement)	16	5%
Emphasize how much can be done for free/easy access to all sites and events; more variety for all ages	10	3%
Decrease cost/do not charge a fee for the Museum	8	2%
More access to restrooms and water	8	2%
Ranger-led talks—more publicity/more rangers/more times/live streaming/range of ages & interests/mid-week/off-peak/maintain quality	7	2%
More activities/educational events targeted to teen girls/children/younger people	6	2%
More reenactments/living history/with docents in period dress during all seasons	6	2%
Advertise other/nearby parks and smaller/lesser known parks at Visitor Center	5	2%
More programs	5	2%
Improve website—update events/FAQs/rules and policies/more detailed information and summary	4	1%
Add more content/artifacts for the main exhibits, especially the Museum	3	1%
Communicate the importance and relevance of maintaining and preserving history/culture	3	1%
Emphasize and expand on the Southern/Confederate troops more (tell both sides of war)	3	1%
GPS enabled/comprehensive app that provides information at each location to download at Visitor Center	3	1%
Increase funding to NPS/keep parks open	3	1%
Information for short stay park visitor—at park/TV commercials about ideal parks for short visit	3	1%
More in-depth stories/more inclusive of all Americans/tell all stories—not just popular ones	3	1%
More picnicking facilities/places to rest/enjoy scenery	3	1%
More social media presence/YouTube videos/TV and media documentaries	3	1%
Promote the National Parks Passbook and stamps/Junior Ranger program	3	1%
Teach people how their lives today are impacted by history/ethical issues are relevant/make personal connection	3	1%
Advertise Museum and Cyclorama	2	1%
Allow dogs in Museum and Visitor Center	2	1%
Campfires every night/more campfire talks	2	1%
Emphasize tranquility/beauty/opportunity to learn about our American history	2	1%
Encourage visitors to use word of mouth to advertise this park	2	1%
Have a free radio station/guides/app for the auto tour, in addition to CD	2	1%
Improve bicycle accessibility	2	1%
Keep on preserving our history and heritage, maintain high standards	2	1%
Make auto tour easier to navigate—information about transportation to and within park	2	1%
More availability, awareness of services and history	2	1%
More information/signs regarding accessibility for those with disabilities	2	1%
More parking and shuttles	2	1%
Offer hotel discounts and/or coupons through Groupon	2	1%
Return Confederate flags to Confederate monuments/show southern flag	2	1%
Tailor promotion after "Aerial America" on TV to spotlight national parks	2	1%
Other comments	52	16%
<b>Total</b>	<b>328</b>	

\*total percentages do not equal 100 due to rounding

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

Table 33. Improvements to increase visitation within national parks—Spring

Comments	Number of comments	Percent of comments (N=266)
Everything is good; keep as is	44	17%
Can't think of anything/nothing or N/A	37	14%
Advertise better	35	13%
Reduce fees; provide more free or family options	20	8%
Improve social media presence	18	7%
Increase park funding/support	8	3%
Promote partnerships with schools/encourage school visits	8	3%
Emphasize/promote special events/daily activities	7	3%
Encourage walking/biking; create more paths, connect with trails.com	6	2%
Better directional signage (detours, tour, etc.)	5	2%
Provide children's programs/activities	4	2%
Do not change/sanitize the history of the civil war	3	1%
Do not commercialize/modernize park	3	1%
Improve ease of accessibility to/within park	3	1%
Offer park sponsored phone app; more family friendly	3	1%
Provide staff/rangers at major sites for information	3	1%
School trips as educational tool for students and families	3	1%
Improve handicap accessibility/trails	2	1%
Include information on local area activities and businesses on website	2	1%
More personal stories	2	1%
More ranger-led talks	2	1%
More restrooms	2	1%
Understand importance of history to our country and the present	2	1%
Other comments	44	17%
<b>Total</b>	<b>266</b>	

\*total percentages do not equal 100 due to rounding

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

Table 34. Improvements to increase visitation within national parks—Fall

Comments	Number of comments	Percent of comments (N=363)
Everything was good/ great job/wonderful experience	67	18%
Advertise park beauty/activities/events more (TV, social media, PBS specials, schools, etc.)	58	16%
Can't think of anything/nothing/don't know	54	15%
Keep admission/activities/tour prices reasonable/low/free	13	4%
More special programs/presentations for schools	11	3%
Improve access to park sites (provide shuttle/reduce traffic and parking)	10	3%
Ranger/guide was excellent, helpful, well-informed	10	3%
More historical interpreters/reenactors/demonstrations	6	2%
Provide well-maintained, well-organized, up-to-date and informative website/app	6	2%
Better accessibility to audio/auto tour (purchase online, apps, etc.)	5	1%
Fewer crowds, maximize experience	5	1%
Introduce programs to encourage/interest children	5	1%
More funding for National parks	5	1%
Provide more on-site rangers to educate/inform visitors	5	1%
Better directional signage/map to/in park	4	1%
Improve patience/friendliness/cheerfulness of staff	4	1%
Provide interactive/3d app of troop movements at current visitor location	4	1%
Provide more/factual history	3	1%
Target specifically to seniors (online discounts, Senior Pass)	3	1%
Emphasize significance/importance of Civil War and a united country	2	1%
Important to provide historical facts/truth of the war	2	1%
Offer ancestry searches for Gettysburg participants	2	1%
Offer overnight/evening accessibility to the park	2	1%
Open park to public events	2	1%
Park is well maintained	2	1%
Provide more guides/educational activities for children	2	1%
Provide more ranger programs and tours; more variety	2	1%
Other comments	69	19%
<b>Total</b>	<b>363</b>	

\*total percentages do not equal 100 due to rounding

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

### Question 15

Please rate the quality of your interaction with park rangers, volunteers, and other employees in Gettysburg National Military Park.

#### Helpfulness

- Overall, the quality of helpfulness from park staff and volunteers was rated highly (see Figure 24).

77% Very good (Overall)

78% (Summer and Fall)

75% (Spring)

20% Good (Overall)

20% (Summer)

21% (Spring)

18% (Fall)

3% Average (Overall)

2% (Summer)

3% (Spring)

4% (Fall)

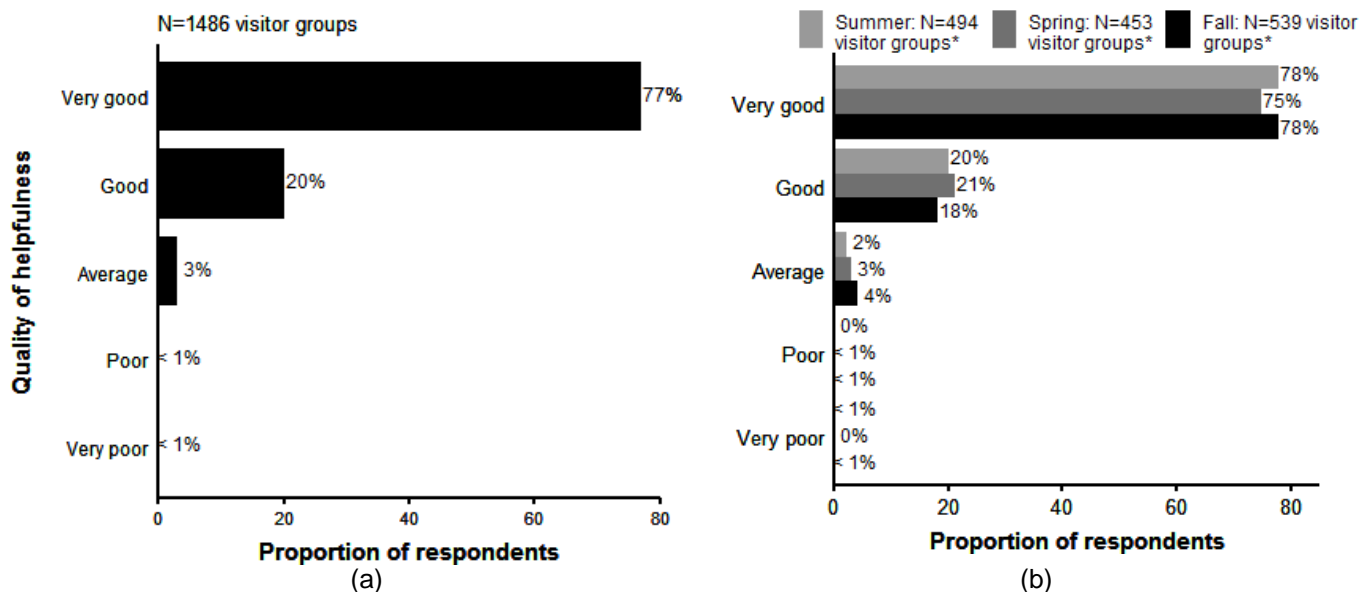


Figure 24. Quality of helpfulness from park rangers, volunteers, and other employees (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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



## Courteousness

- Overall, the quality of courteousness was rated highly (see Figure 25).

80% Very good (Overall)

82% (Summer)

80% (Spring and Fall)

17% Good (Overall)

16% (Summer)

18% (Spring)

17% (Fall)

2% Average (Overall)

2% (Summer)

3% (Spring and Fall)

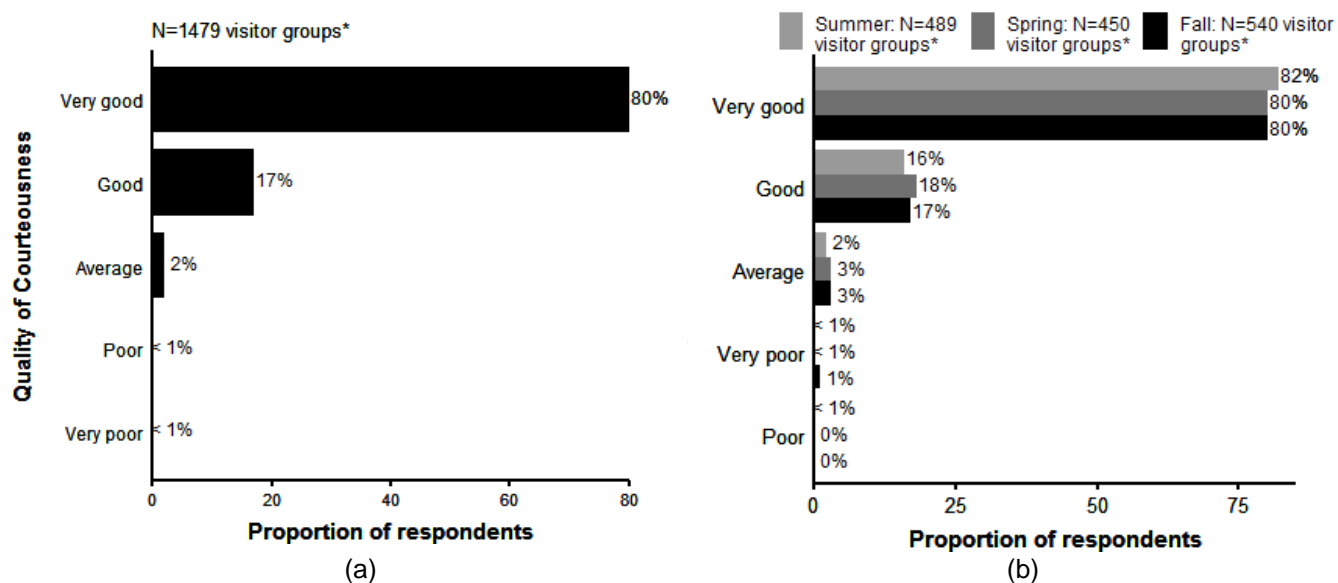


Figure 25. Quality of courteousness from park rangers, volunteers, and other employees (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

### Information provided

- The quality of information provided by park staff and volunteers was rated highly among visitor groups (see Figure 26).

77% Very good (Overall)

78% (Summer and Fall)

75% (Spring)

20% Good (Overall)

19% (Summer and Fall),

22% (Spring)

2% Average (Overall)

2% (Summer, Spring, and Fall)

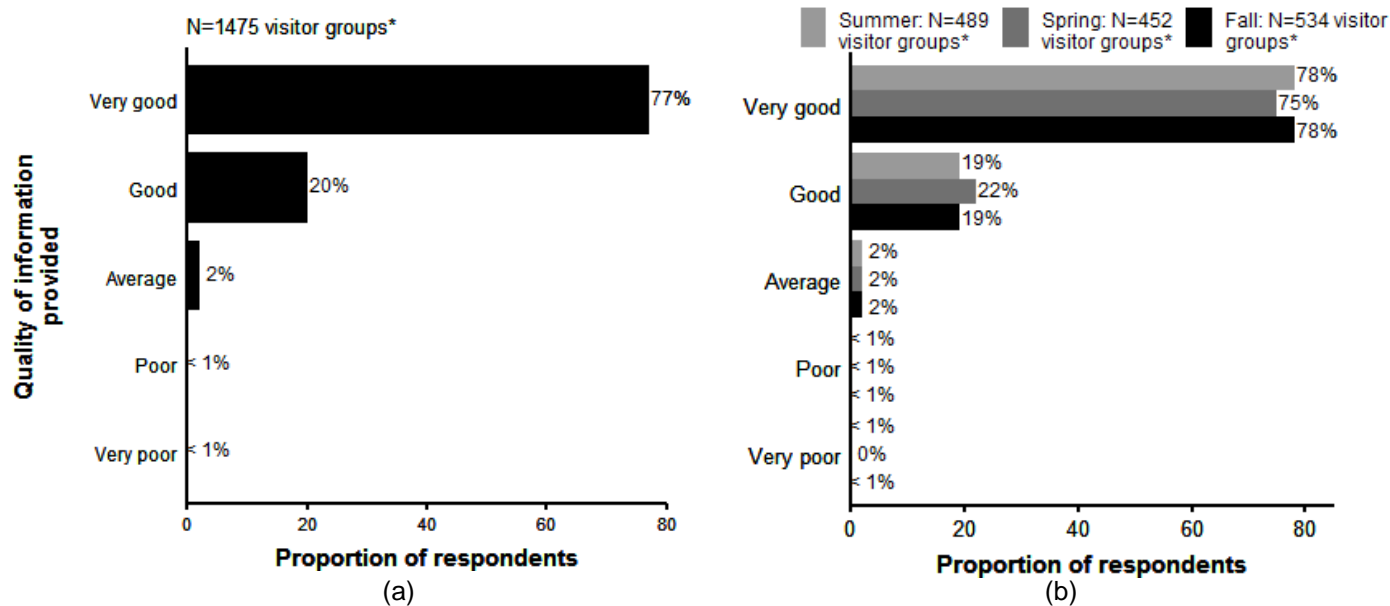


Figure 26. Quality of information provided by park rangers, volunteers, and any other employees (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

***Recommended locations for additional services, signage, or facilities*****Question 16**

We'd like your opinion on where additional services, signage, or facilities may be needed within Gettysburg National Military Park. Please indicate where the additional services or facilities would help to enhance your experience.

**Results:**

- 9% (151) of Overall visitor groups (59 Summer, 36 Spring, 56 Fall) identified locations where additional services, signage, or facilities may be needed within the park. Visitor groups were allowed to identify as many locations that would benefit from additional services/signage/facilities as they wanted. This resulted in 378 total locations (165 Summer, 80 Spring, 133 Fall) being marked by the respondents (see Figure 27).

**Informational/directional signs**

51% Overall  
53% Summer  
57% Spring  
46% Fall

**Additional parking**

24% Overall  
27% Summer  
6% Spring  
32% Fall

**Ranger presence**

15% Overall  
6% Summer  
30% Spring  
17% Fall

**Emergency/safety information**

6% Overall  
10% Summer  
1% Spring  
3% Fall

**Trails**

4% Overall  
4% Summer  
5% Spring  
2% Fall

\*total percentages do not equal 100 due to rounding

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

- Figure 28–Figure 30 show the suggested locations for additional services, signage, and facilities by season. Figure 31–Figure 45 show each additional service or facility which would help to enhance the visitor experience.

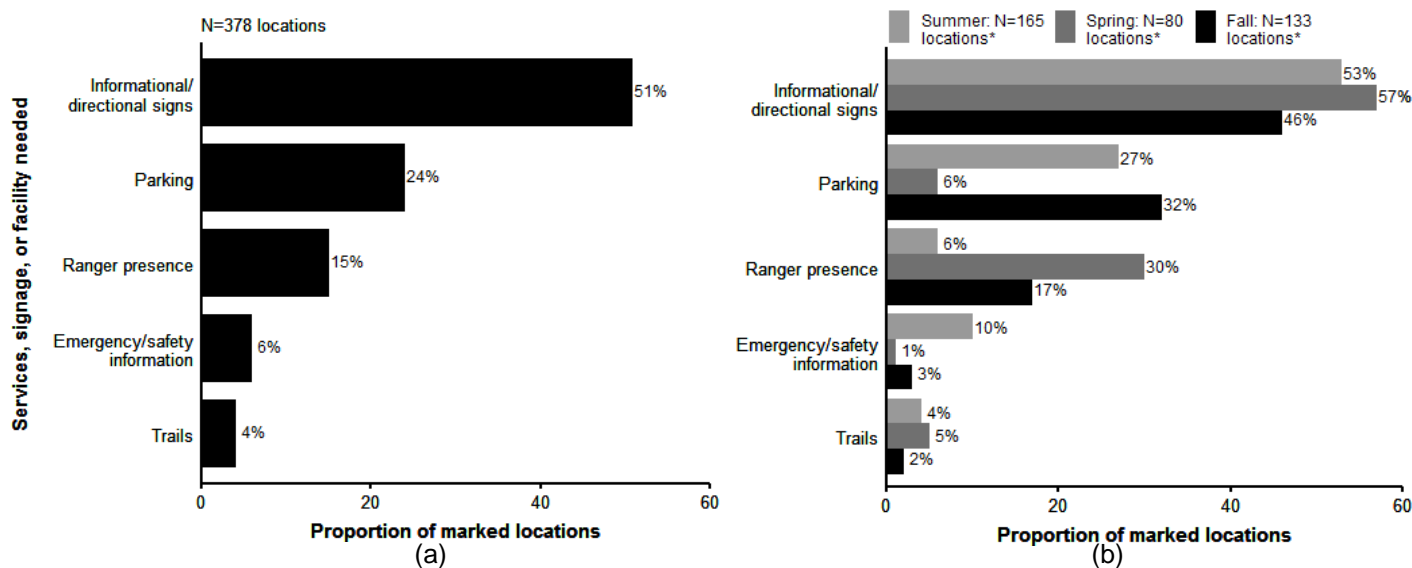
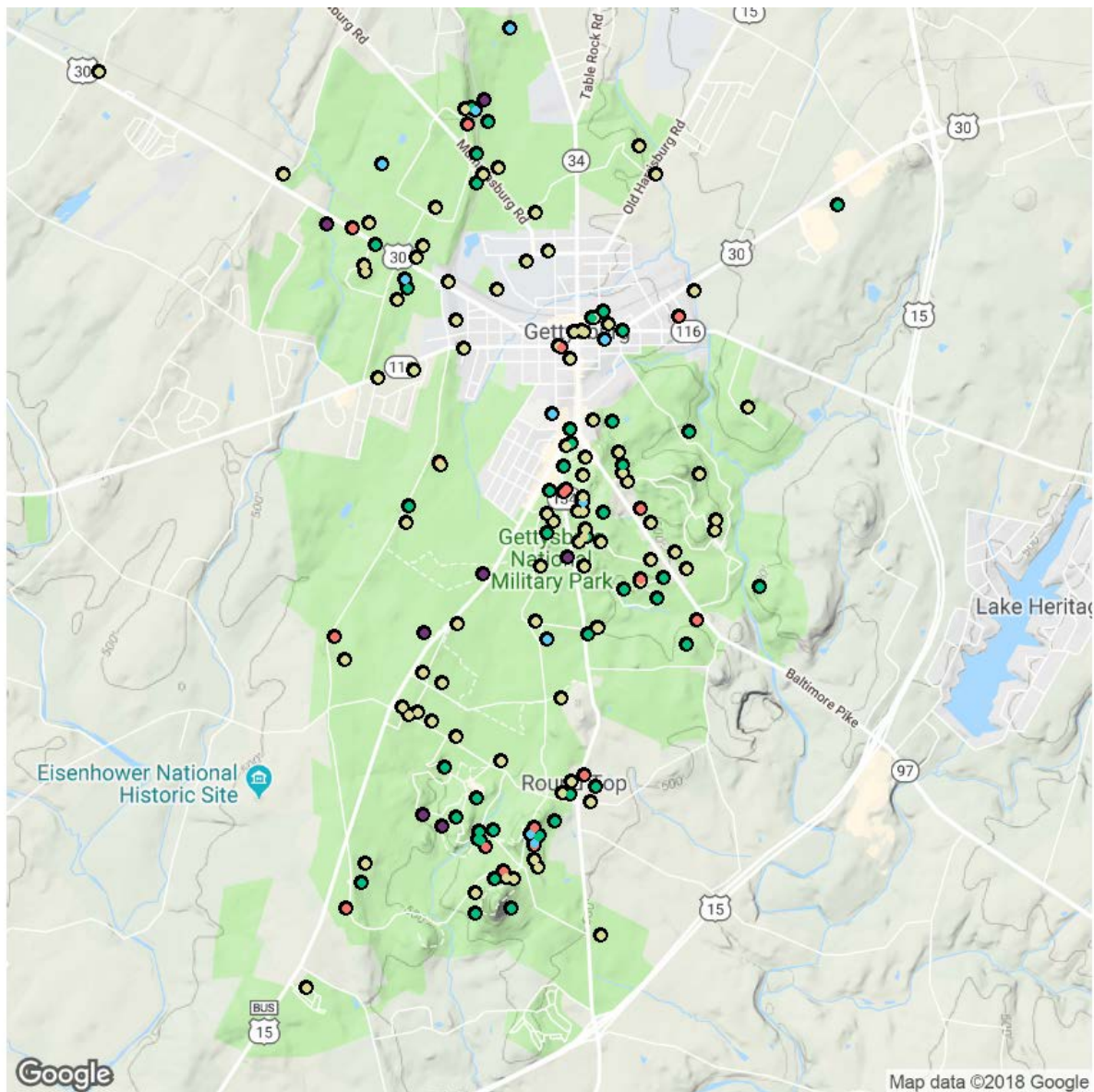


Figure 27. Proportions of services, signage, and facilities needed by visitor groups

\*total percentages do not equal 100 due to rounding

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

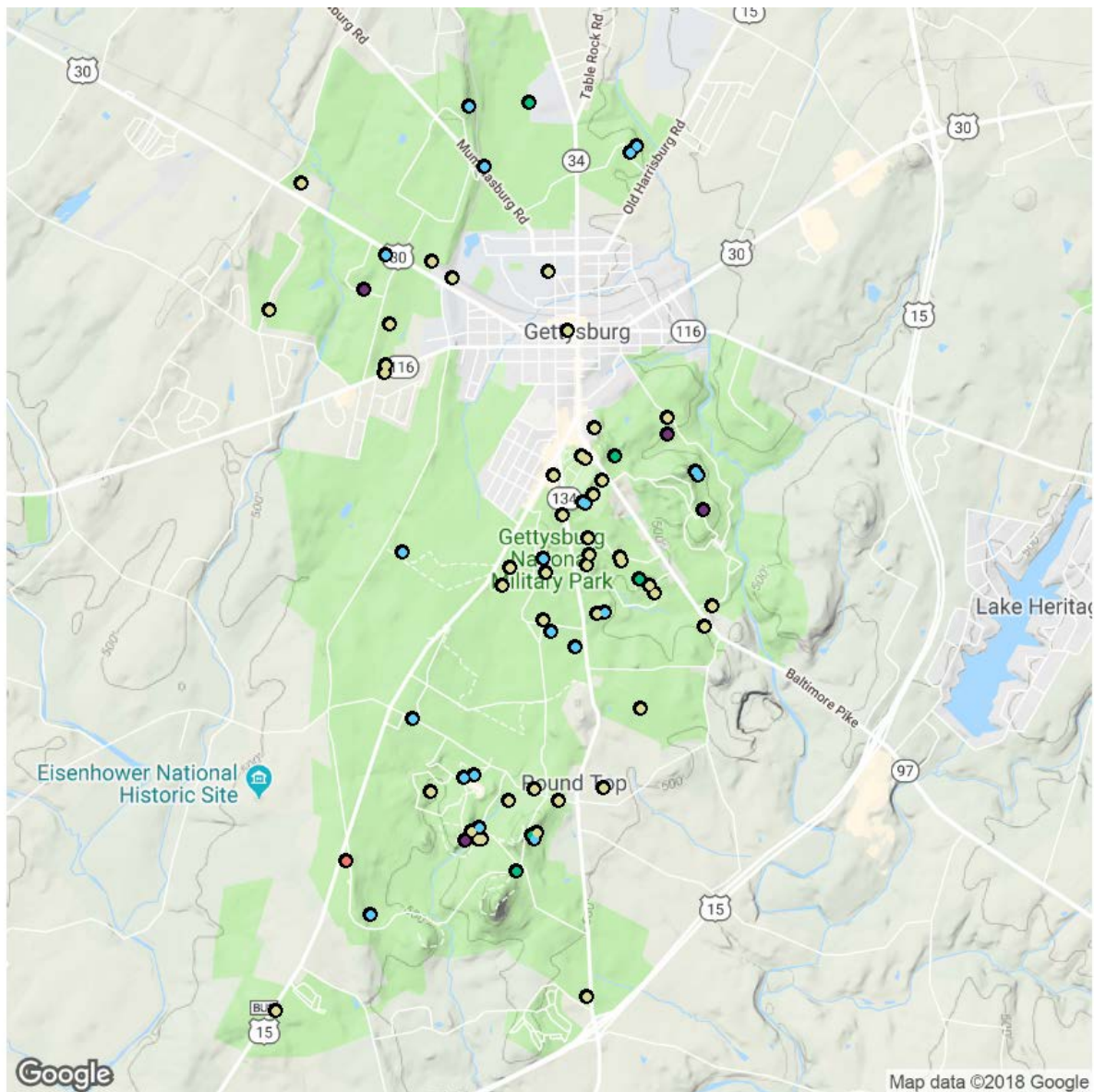


● Emergency/safety information ● Informational/directional signs ● Parking/facilities ● Ranger presence ● Trails

Figure 28. Suggested locations for additional services, signage, and facilities from Summer visitor groups

\*total percentages do not equal 100 due to rounding

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



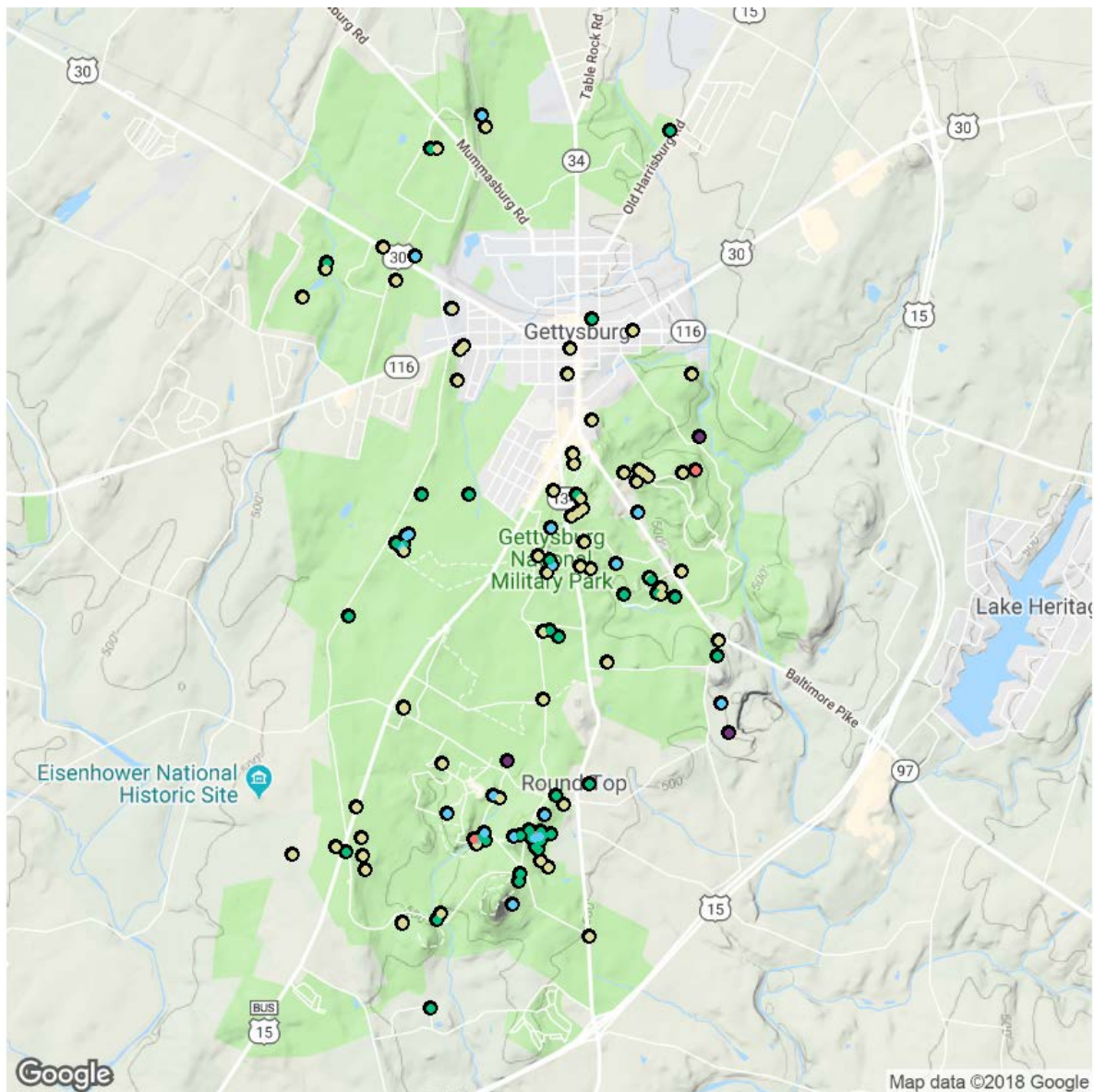
● Emergency/safety information ● Informational/directional signs ● Parking/facilities ● Ranger presence ● Trails

Figure 29. Suggested locations for additional services, signage, and facilities from Spring visitor groups

\*total percentages do not equal 100 due to rounding

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





● Emergency/safety information ● Informational/directional signs ● Parking/facilities ● Ranger presence ● Trails

Figure 30. Suggested locations for additional services, signage, and facilities from Fall visitor groups

\*total percentages do not equal 100 due to rounding

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

## Informational/directional signs

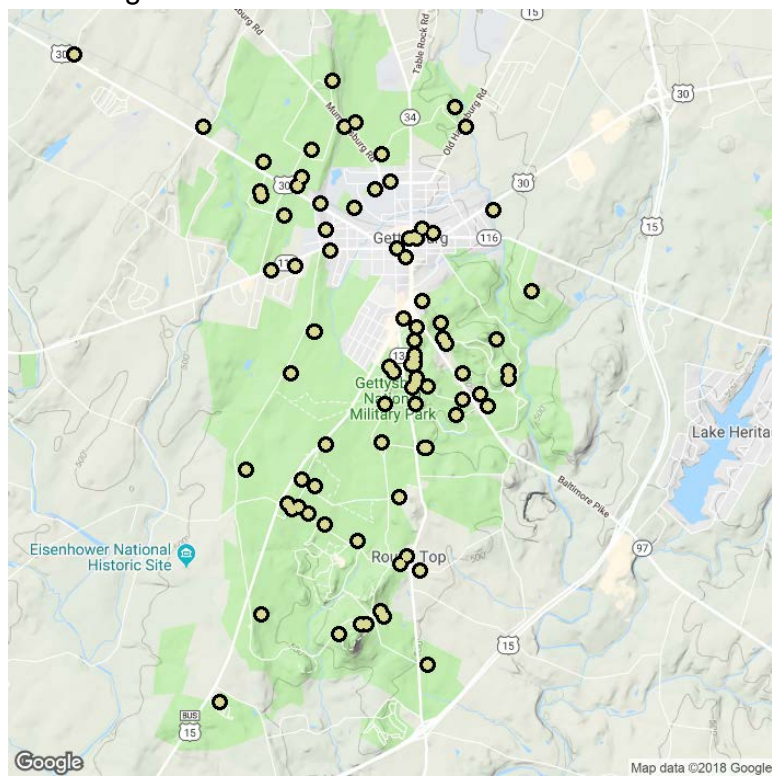


Figure 31. Suggested locations for additional informational/directional signs from Summer visitor groups

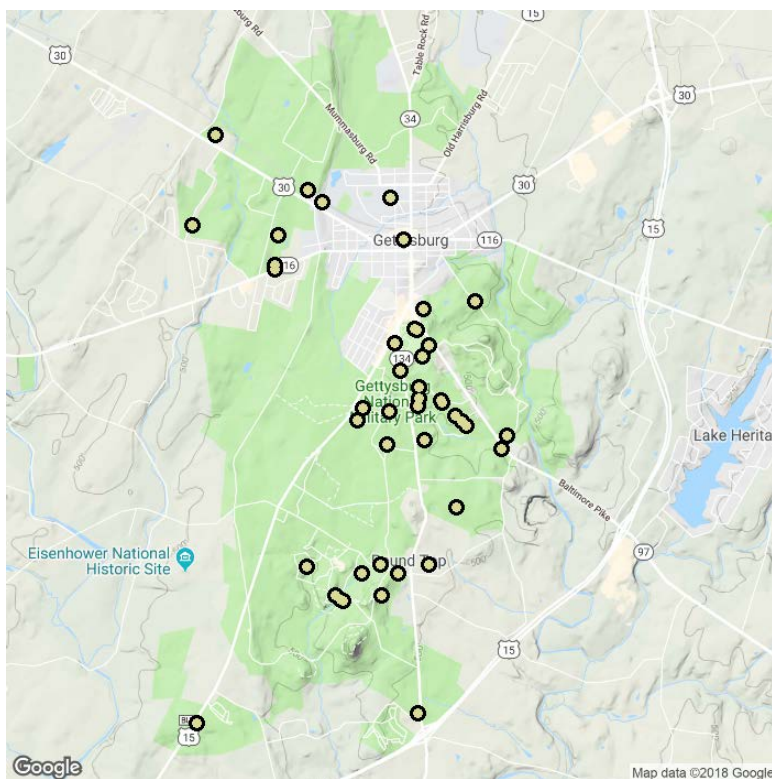


Figure 32. Suggested locations for additional informational/directional signs from Spring visitor groups

\*total percentages do not equal 100 due to rounding

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



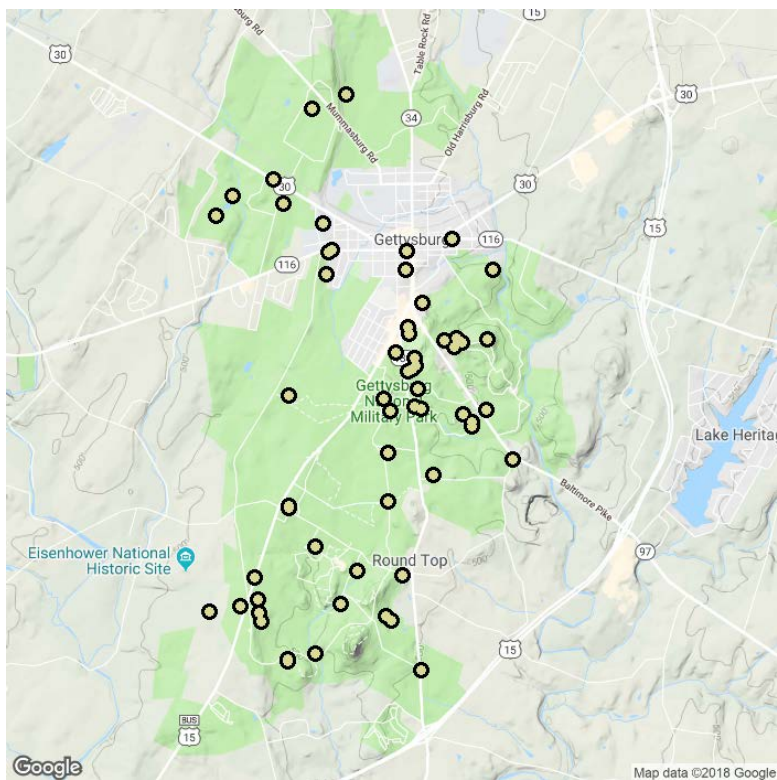


Figure 33. Suggested locations for additional informational/directional signs from Fall visitor groups

## Parking

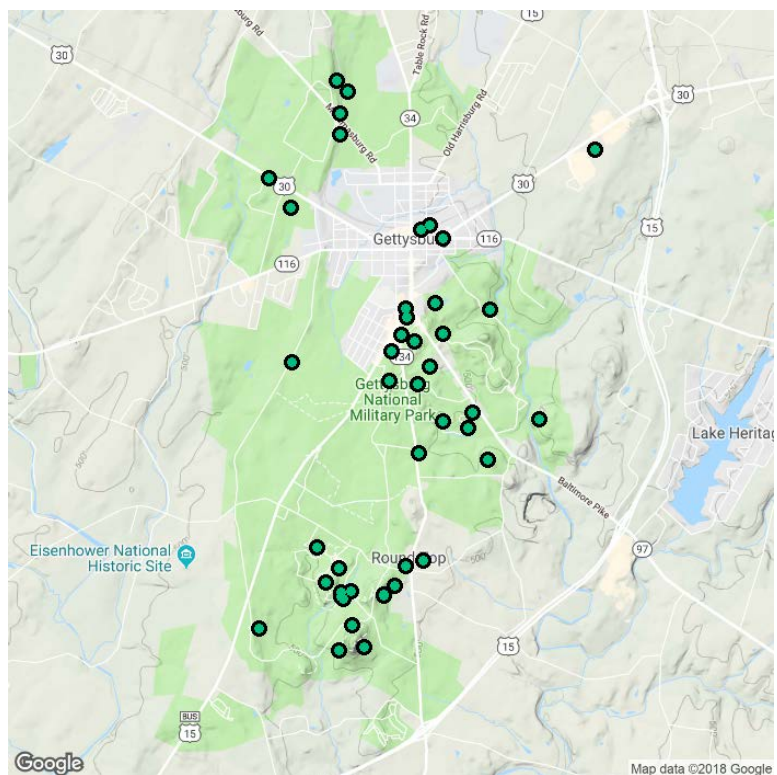


Figure 34. Suggested locations for additional parking/facilities from Summer visitor groups

\*total percentages do not equal 100 due to rounding

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

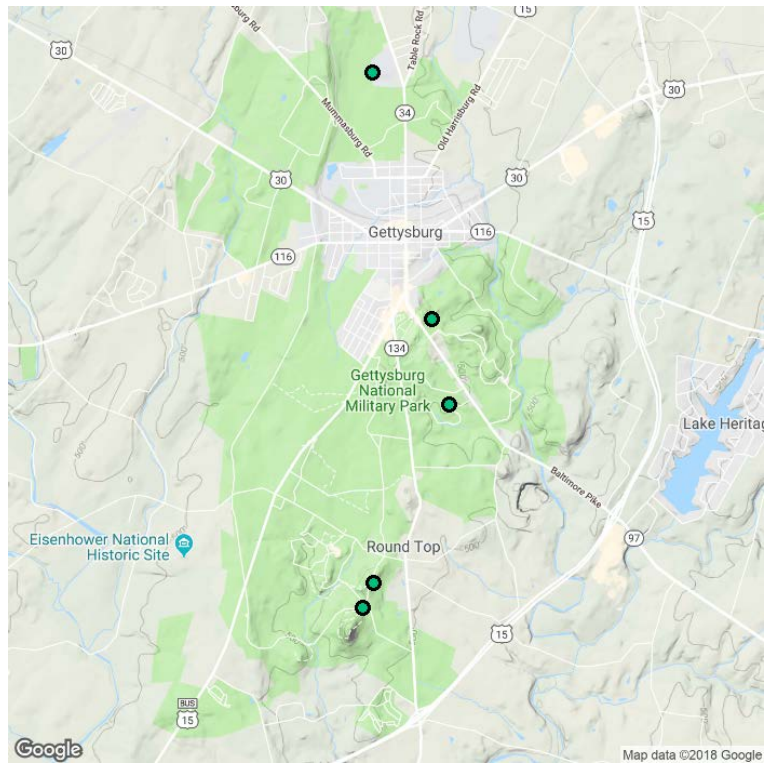


Figure 35. Suggested locations for additional parking/facilities from Spring visitor groups

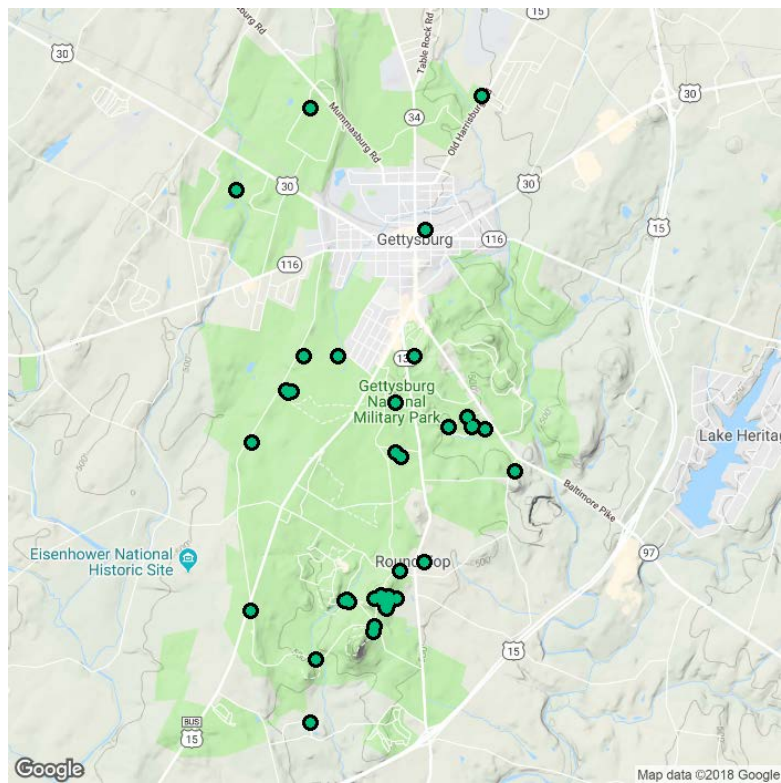


Figure 36. Suggested locations for additional parking/facilities from Fall visitor groups

\*total percentages do not equal 100 due to rounding

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



## Ranger presence

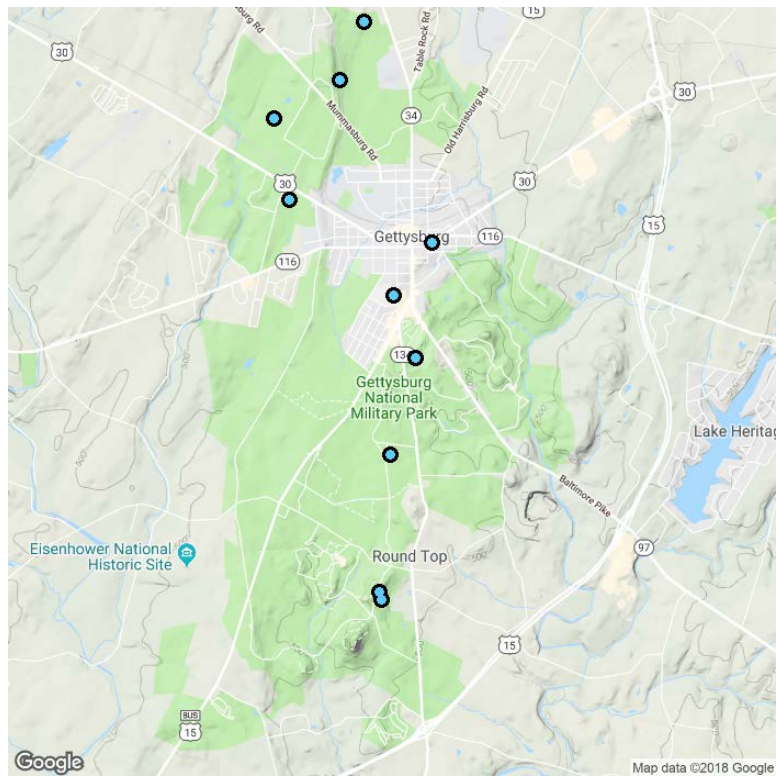


Figure 37. Suggested locations for additional ranger presence from Summer visitor groups

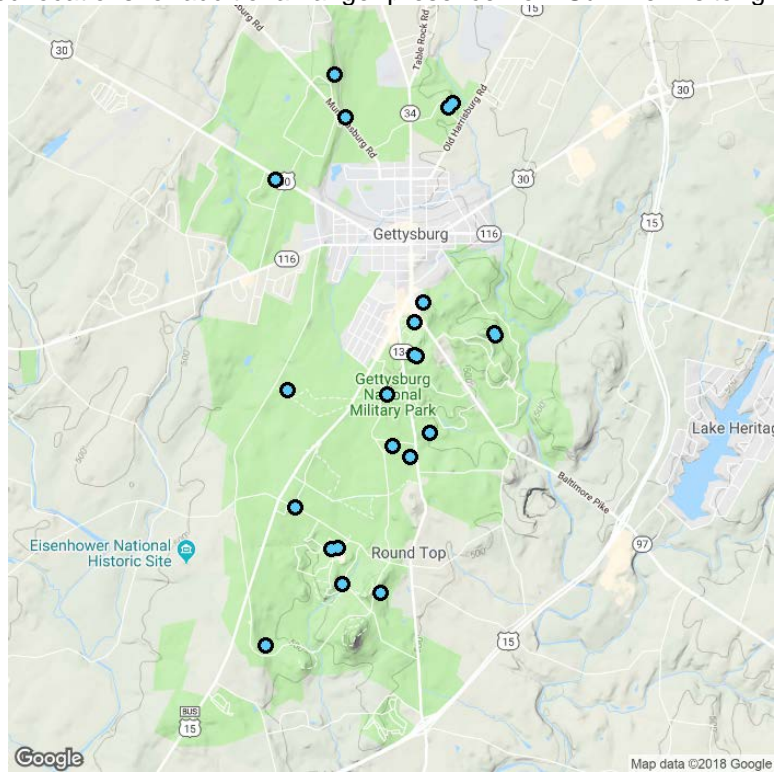


Figure 38. Suggested locations for additional ranger presence from Spring visitor groups

\*total percentages do not equal 100 due to rounding

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

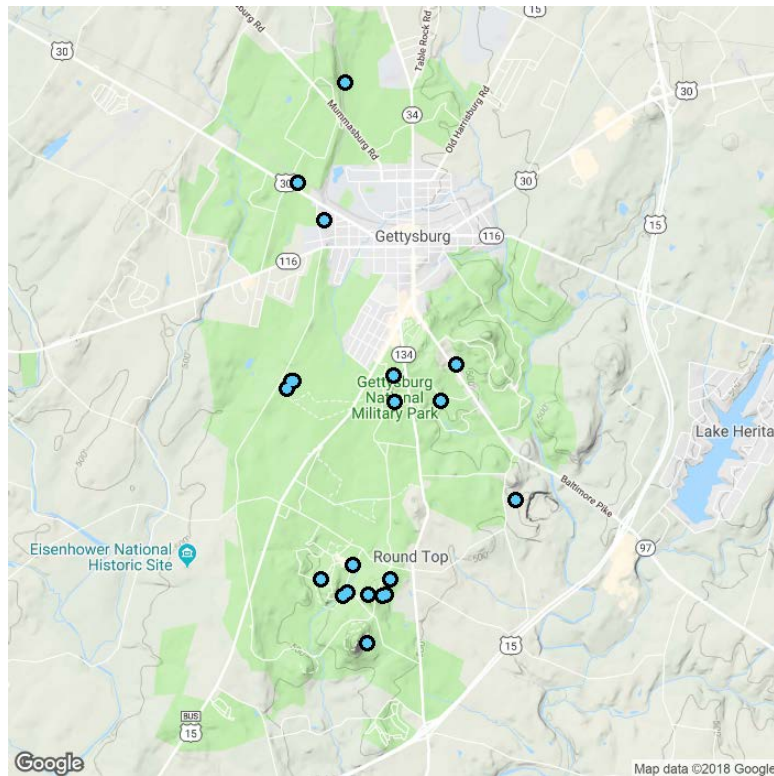


Figure 39. Suggested locations for additional ranger presence from Fall visitor groups

#### Emergency/safety information

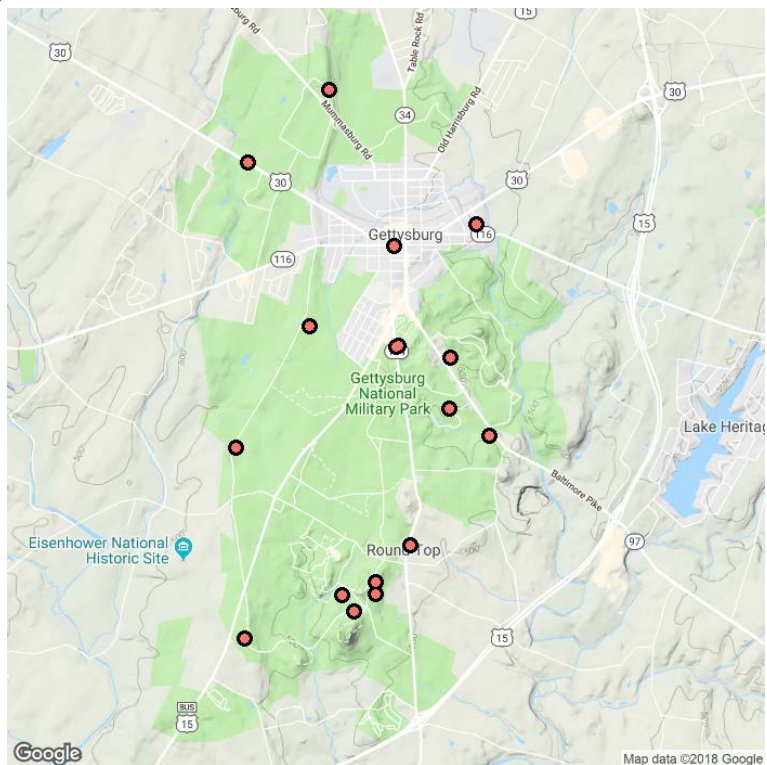


Figure 40. Suggested locations for additional emergency/safety information from Summer visitor groups

\*total percentages do not equal 100 due to rounding

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



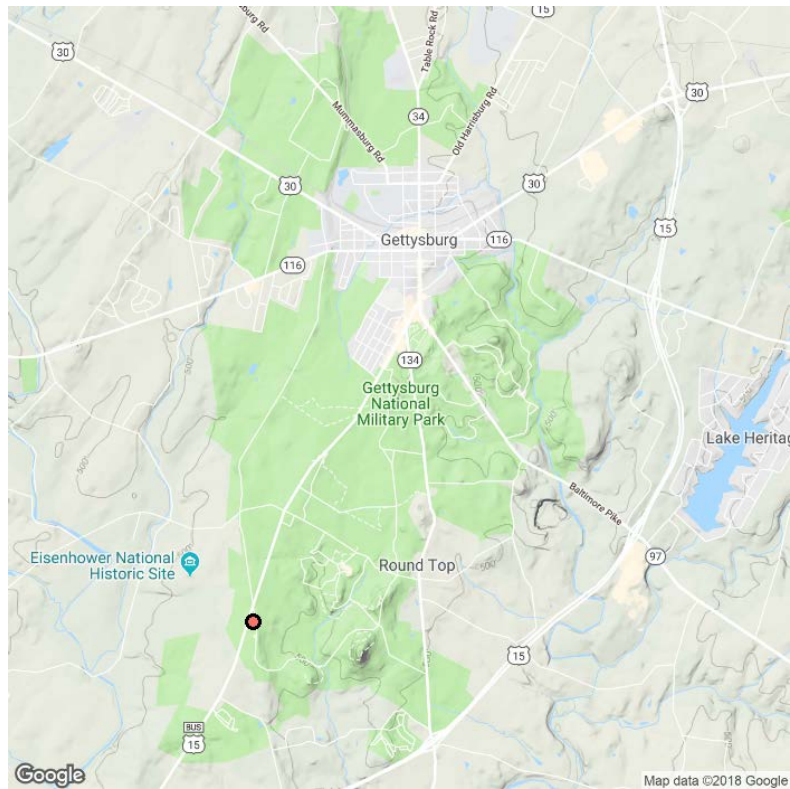


Figure 41. Suggested locations for additional emergency/safety information from Spring visitor groups

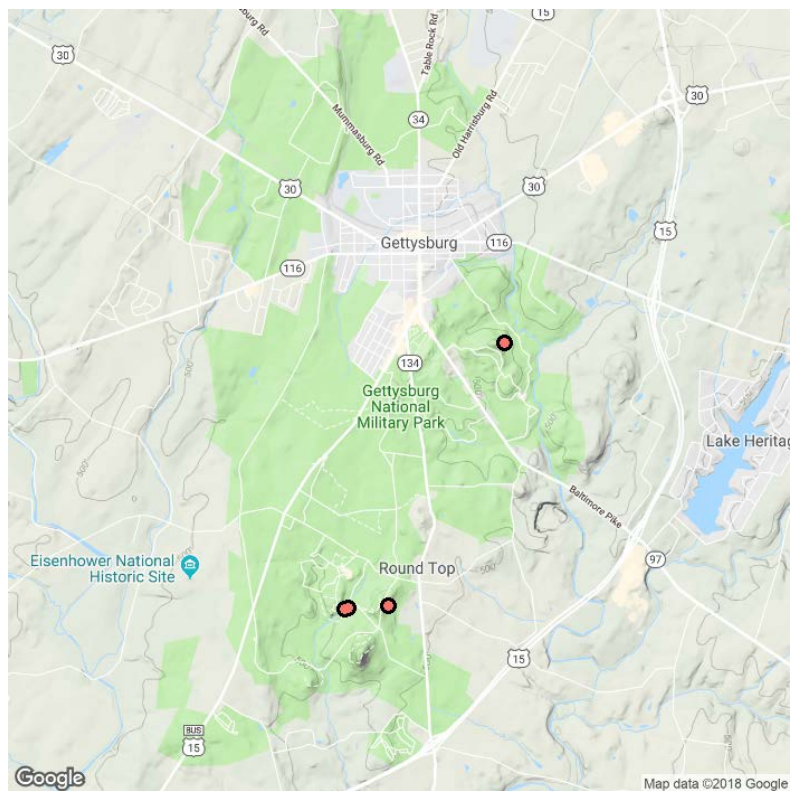


Figure 42. Suggested locations for emergency/safety information from Fall visitor groups

\*total percentages do not equal 100 due to rounding

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

## Trails

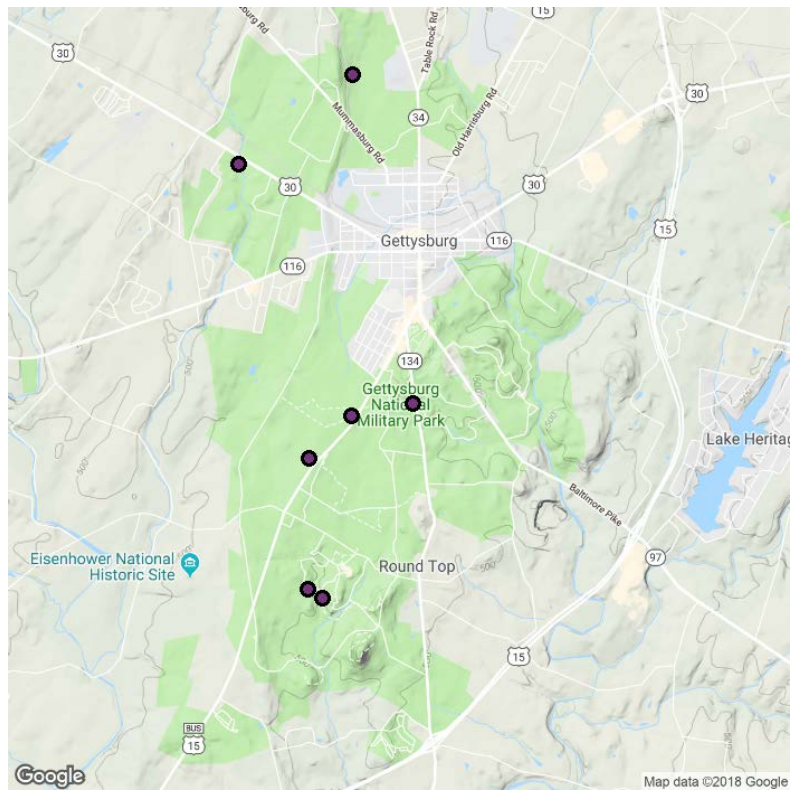


Figure 43. Suggested locations for additional trails from Summer visitor groups

\*total percentages do not equal 100 due to rounding

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

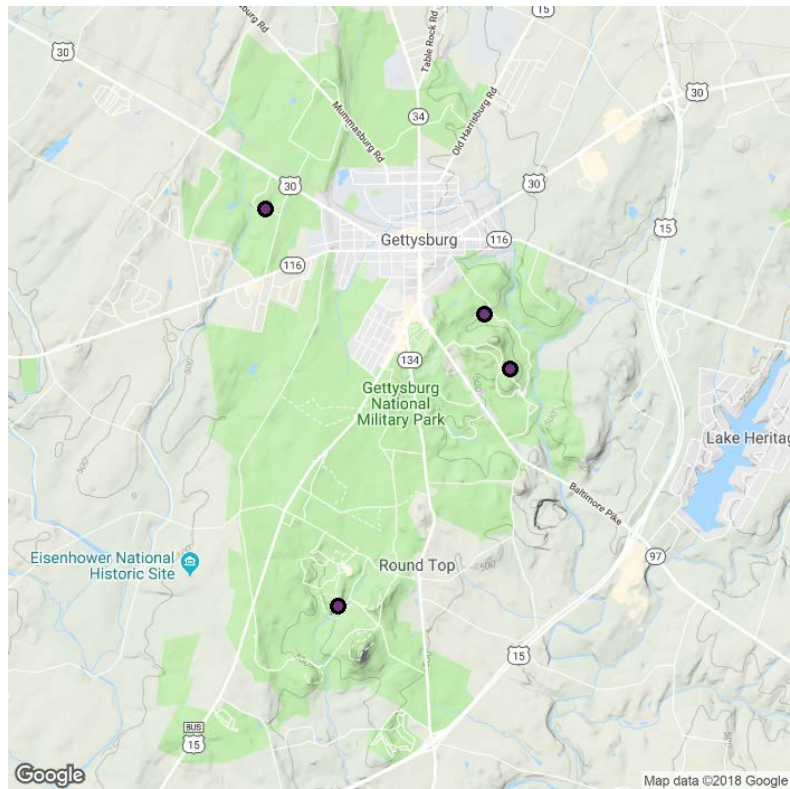


Figure 44. Suggested locations for additional trails from Spring visitor groups

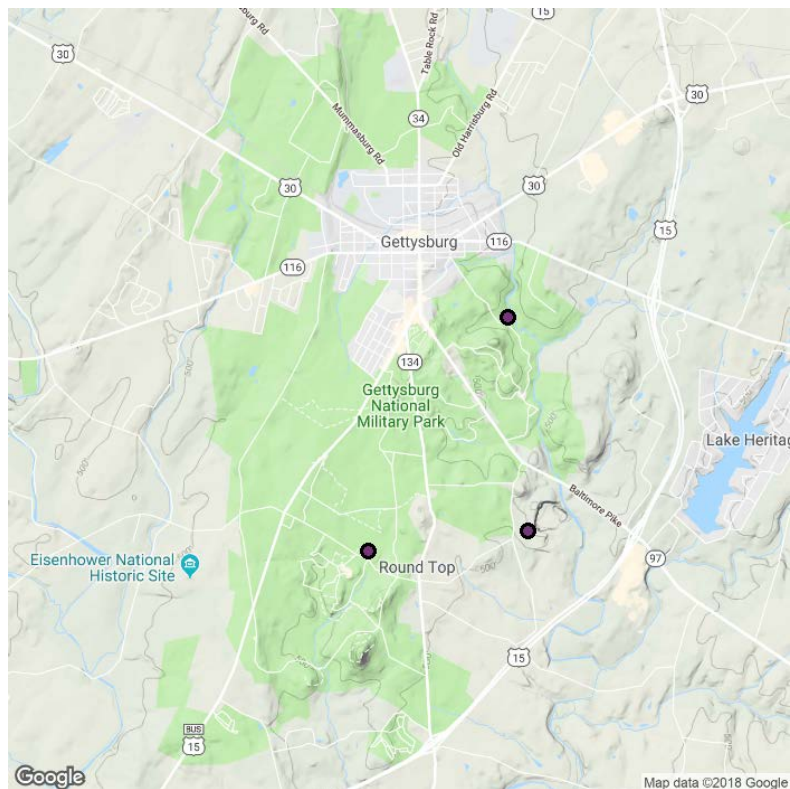


Figure 45. Suggested locations for additional trails from Fall visitor groups

\*total percentages do not equal 100 due to rounding

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

**Visitor experience****Question 17**

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****Results:****Liked most:**

- About 83% of visitor groups (1,262) provided at least one comment regarding what their group liked most about Gettysburg National Military Park (NMP).
  - 85% (430) Summer (see Table 35)
  - 79% (367) Spring (see Table 36)
  - 84% (465) Fall (see Table 37)
- The summary of comments by season can be found in Table 35–Table 37, as well as Appendix C.

**Liked least:**

- Roughly 54% (819) provided at least one comment regarding what their group liked least about Gettysburg NMP.
  - 57% (289) Summer (see Table 38)
  - 51% (236) Spring (see Table 39)
  - 53% (294) Fall (see Table 40)
- The summary of comments by season can be found in Table 38–Table 40 and Appendix C.

\*total percentages do not equal 100 due to rounding

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



Table 35. What visitor groups liked most about Gettysburg NMP—Summer

Comment	Number of comments (N=507)
<b>Facilities (7%)</b>	
Accessibility, access by car, go at own pace	9
Driving through the park	4
Easily accessible on highway	4
Clean, well presented	3
Parking and accessibility	3
Visitor Center, relic displays/store clean and nice	3
Bicycle accessibility	2
Drive through battlefield with option to walk	2
Ease of navigation using map from Visitor Center	2
Other comments	2
	<b>34</b>
<b>General (16%)</b>	
All of it, all the history, preservation, everything	70
Walkability, walking tours	5
Other comments	7
	<b>82</b>
<b>Interpretive Programs (33%)</b>	
Auto tour, auto tour guide, CD/DVD for tour	50
Ranger hikes, talks, walks, battle walks, knowledgeable, story-telling	31
Signage and information—easy to understand and use	13
Personal tour	8
Bus tour, knowledgeable bus guide, comfortable	7
Movie	6
Information from personal guide, park ranger, volunteers	5
Reenactments	5
Education, education department	4
Pickett's Charge vast area, guided tour, ranger-led talk	4
Battle in a Box	3
Cannon demonstration and interpretation	3
Guided tour	3
In-depth, personal stories, details, and displays	3
Diorama at Visitor Center	2
Information on NC Confederate battles, NC monument	2
Museum	2
Soldier's cemetery	2
Other comments	13
	<b>166</b>
<b>Personnel (1%)</b>	
Guides/staff nice, knowledgeable	4
Specific guides and rangers: Gary, Zach, Bob	3
	<b>7</b>
<b>Policy Management (0.4%)</b>	
Site hasn't been commercialized	1
Taking dog on battlefield	1
	<b>2</b>

\*total percentages do not equal 100 due to rounding

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

Table 35. What visitor groups liked most about Gettysburg NMP—Summer (continued)

<b>Resource Management (43%)</b>	
Battlefield: guided tour, preservation, cycling, hiking, walking, programs	49
Little Round Top	47
Monuments and markers, memorials	39
Beautiful landscape, areas to walk, nature, peaceful, preservation	22
Devil's Den	20
Cyclorama, film	12
Observation towers, views	11
High Water Mark	3
Virginia Memorial	3
Eisenhower tour, House	2
Other comments	8
	<b>216</b>

Table 36. What visitor groups liked most about Gettysburg NMP—Spring

<b>Comment</b>	<b>Number of comments (N=420)</b>
<b>Facilities (6%)</b>	
Clean, well-maintained park	12
Easy accessibility to/within park	6
Driving route/stops	5
Other comments	4
	<b>27</b>
<b>General (18%)</b>	
All of it! Everything!	22
Visit/explore park sites at my pace	14
The views, scenery	11
Ability to visualize the battle where it happened	4
Hiking	4
Solitude, peacefulness	4
Beauty of the park	3
Moving experience	3
Being outdoors	2
Size and scope of the park	2
Other comments	5
	<b>74</b>
<b>Interpretive programs (44%)</b>	
Historical information/significance/perspective	45
Audio/auto tour	24
Guided tours	20
Cyclorama	16
Museum, Visitor Center	12
Ranger-led programs	12
Exhibits, informational displays	11
Bus tour	10
Historical markers/signage	9
CD tour	5
Self-guided tour	4
Living history programs/reenactments	3
Artifact displays (cannons, etc.)	2
Other comments	11
	<b>184</b>

\*total percentages do not equal 100 due to rounding

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

Table 36. What visitor groups liked most about Gettysburg NMP—Spring (continued)

<b>Personnel (4%)</b>	
Tour guide personable, knowledgeable, friendly	10
Staff, rangers informative, helpful	8
	<b>18</b>
<b>Policy Management (7%)</b>	
Preservation/respect for site	29
	<b>29</b>
<b>Resource Management (21%)</b>	
Big/Little Round Top	24
Monuments, statues	21
Battlefields	12
Devil's Den	7
Cemetery	6
Observation towers	4
State monuments	4
Culps Hill	3
Eternal Light Peace Memorial	2
High Water Mark of the Rebellion	2
Other comments	3
	<b>88</b>

Table 37. What visitor groups liked most about Gettysburg NMP—Fall

<b>Comment</b>	<b>Number of comments (N=554)</b>
<b>Facilities (13%)</b>	
Restoration/preservation of sites to original state	37
Accessibility/navigation (to battlefields, around park)	15
Maintenance/cleanliness (grounds/park/battlefield)	15
Trails	3
Safety	1
	<b>71</b>
<b>General (23%)</b>	
All of it/everything	44
Beauty of the park/views/landscaping/preservation	23
Explore at own pace; independence	13
Walking/running the park/battlefields	8
Peaceful/serene	5
Size of the site/battles	5
Fewer crowds	3
Interacting with visitors/friends	3
Just being there	3
Visit at own pace; independence	3
Hallowed ground	2
Share history with family	2
Other comments	11
	<b>125</b>

\*total percentages do not equal 100 due to rounding

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

Table 37. What visitor groups liked most about Gettysburg NMP—Fall (continued)

<b>Interpretive Programs (42%)</b>	
Informative and educational history/battles	68
Audio tour (auto/CD/self-guided)	34
Guided tour (car/ranger)	30
Guides/rangers (great, informative)	24
Directional/informational signage	11
Bus tour and guide	10
Auto stop informational signs (visualize troop movement)	9
Museum	7
Film	6
Horseback tour	5
Historical significance	3
Pickett's Charge	3
Ranger program at Little Round Top	3
Jack Drummon	2
Other comments	19
	<b>234</b>
<b>Personnel (0.2%)</b>	
Staff friendly/helpful	1
	<b>1</b>
<b>Policy Management (0.2%)</b>	
Control burns	1
	<b>1</b>
<b>Resource Management (22%)</b>	
Round Top (Big/Little)	36
Monuments/statues/memorials	29
Cyclorama	11
Battlefields	10
Devils Den	10
Pennsylvania Monument	6
Artillery pieces/cannon	3
Cemetery and headstones	3
Culps Hill	2
Eisenhower house/Museum	2
High Water Mark	2
Vegetation	2
Other comments	6
	<b>122</b>

\*total percentages do not equal 100 due to rounding

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

Table 38. What visitor groups liked least about Gettysburg NMP—Summer

Comment	Number of comments (N=294)
<b>Facilities (21%)</b>	
Lack of bathrooms (no porta potties please)	20
Lack of parking	19
Lack of bike accessibility/infrastructure	3
One-way road system (maps confusing)	3
Construction	2
Distance between sites	2
Lack of access to water	2
Other comments	12
	<b>63</b>
<b>General (40%)</b>	
Can't think of anything/nothing	78
Not enough time	15
Rude, disrespectful children/visitors	8
Too hot	6
Bugs, ticks	3
All the death/that this war happened	2
Other comments	7
	<b>119</b>
<b>Interpretive Programs (22%)</b>	
Improve directional/instructional signage	31
Lack of information/maps	12
Lack of availability of programs for children	3
All related to Northern army/lack of Southern flags	2
Not all buildings/sites open	2
Presentation of downtown history needs improvement	2
The film	2
Other comments	11
	<b>65</b>
<b>Personnel (2%)</b>	
Lack of rangers	2
Rangers being comedians	1
Rude attendant at entrance	1
Tour guide at cemetery	1
	<b>5</b>
<b>Policy Management (11%)</b>	
Traffic, people, congestion in park/town	21
Cost (tours/video/Museum/Cyclorama)	3
Inaccessibility of snacks/food	3
Other comments	4
	<b>31</b>
<b>Resource Management (4%)</b>	
Tall grass on battlefield/at cemetery/slaughter pen	4
Other comments	7
	<b>11</b>

\*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 liked least about Gettysburg NMP—Spring

Comment	Number of comments (N=245)
<b>Facilities (16%)</b>	
Lack of trails (jogging/hiking/biking paths)	4
Parking difficult	4
Problems with bus traffic	4
Traffic congestion/problems	4
Lack of access to water	3
Difficult to navigate routes	2
Lack of parking	2
Lack of trash/recycling bins	2
Other comments	14
	<b>39</b>
<b>General (50%)</b>	
Nothing/none or N/A	61
Bad weather	29
Not enough time; too much to see	7
Rude, disrespectful visitors/children	7
Can't think of anything	6
Crowds	4
Distance between sites, from parking	4
Other comments	4
	<b>122</b>
<b>Interpretive programs (22%)</b>	
Auto tour not clearly marked/confusing	17
Lack of reenactors	11
Inadequate signage	9
Maps	2
Other comments	16
	<b>55</b>
<b>Policy Management (11%)</b>	
Closures for construction and/or controlled burn	24
Other comments	2
	<b>26</b>
<b>Resource Management (1%)</b>	
No place for quiet meditation/reflection	1
South side of park needs developing	1
Too many trees	1
	<b>3</b>

\*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 visitor groups liked least about Gettysburg NMP—Fall

Comment	Number of comments (N=301)
<b>Facilities (19%)</b>	
Lack of bathrooms (no porta potties)	24
Lack of parking	11
Bicycles/Segways taking up roadway; need dedicated pathway	2
Lack of benches	2
Other comments	19
	<b>58</b>
<b>General (47%)</b>	
Can't think of anything/nothing	102
Rude, disrespectful children/visitors	9
Not enough time	6
Bugs (bees/ticks)	4
Driving through town	2
Large number of monuments	2
Tour buses	2
Other comments	13
	<b>140</b>
<b>Interpretive programs (21%)</b>	
Improve directional/instructional signage	18
Signage in poor condition—faded/difficult to use	4
Lack of maps	3
One-way road system (maps confusing)	3
Make CDs available to rent an option	2
Map/app difficult to use	3
Navigating/GPS	3
Too much (random) information to assimilate	3
Not enough/inaccurate information on website	2
Other comments	21
	<b>62</b>
<b>Policy Management (14%)</b>	
Traffic/people congestion in park/town	24
Commercialization/privatization of the battlefield	7
Inaccessibility of snacks/food	2
Cost (tours/video/Museum/Cyclorama)	2
Other comments	6
	<b>41</b>

\*total percentages do not equal 100 due to rounding

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

## Museum and Visitor Center

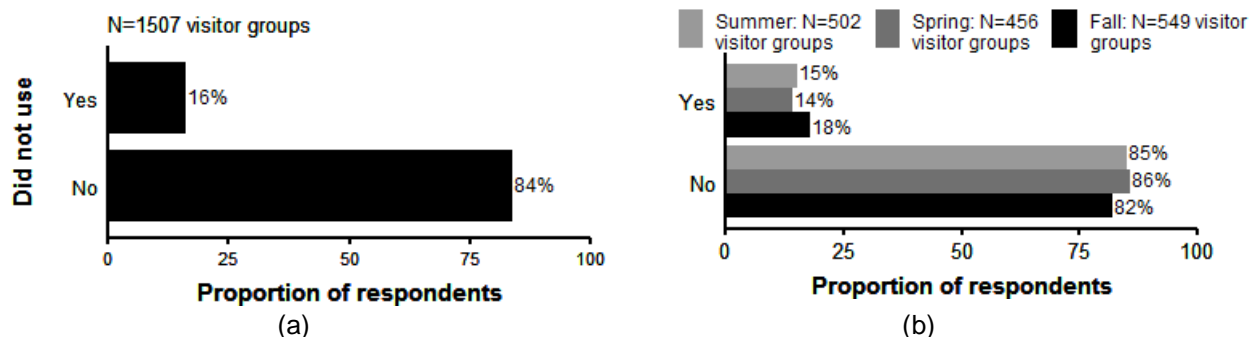


Figure 46. Proportion of visitor groups that did not use the Museum and Visitor Center (a) overall (b) seasonal

### Results:

- As shown in Figure 46, there was a portion of visitor groups that did not use the Museum and Visitor Center.

16% Overall  
 15% Summer  
 14% Spring  
 18% Fall

### Liked most:

- About 79% (1,022) of Overall visitor groups who reported to have used the Museum and Visitor Center provided at least one comment regarding what their group liked most about the facility.
  - 81% (349) Summer (see Table 41)
  - 76% (307) Spring (see Table 42)
  - 80% (366) Fall (see Table 43)
- The full summary of comments and topics by season can be found in Table 41–Table 43 and Appendix C.

### Liked least:

- Roughly 51% (658) of Overall visitor groups provided at least one comment regarding what their group liked least about the Museum and Visitor Center.
  - 56% (242) Summer (see Table 44)
  - 45% (183) Spring (see Table 45)
  - 51% (233) Fall (see Table 46)

\*total percentages do not equal 100 due to rounding

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



- A summary of comments and topics by season can be found in Table 44–Table 46 and Appendix C.

Table 41. What visitor groups liked most about the Museum and Visitor Center—Summer

Comment	Number of comments (N=431)
<b>Facilities (13%)</b>	
Bookstore, gift shop	36
Cleanliness of relic displays, facility, store	8
Bathroom facilities	7
Beautiful building, architecture	3
Accessibility, well laid out	2
Covered outdoor space for ranger programs	1
	<b>57</b>
<b>General (10%)</b>	
All of it, everything	31
No comments	3
Food, great lunch, gluten free brownies	2
Many options, learning opportunities, variety	2
Other comments	4
	<b>42</b>
<b>Interpretive Programs (68%)</b>	
Cyclorama	86
Film	57
Museum, Museum displays	48
Artifact collection, preservation, display	32
Amount of information, content	18
Gun exhibit, weapons, equipment	9
Artwork and drama, pictures, painting, mural, photo essay	6
Soldier's daily life information, authentic letters, items, depth	4
Visitor Center	3
Diorama	2
Ford Education Center, education	2
Getting a map, rope map	2
History	2
Information center, resource center	2
Military relics, strategy videos	2
Panograph of final battle, panoramic	2
Uniforms and hospital display, wounded soldiers	2
Other comments	12
	<b>291</b>
<b>Personnel (9%)</b>	
Rangers/staff helpful, accessible, friendly, knowledgeable	38
NPS Chuck Teague	1
	<b>39</b>
<b>Resource Management (0.5%)</b>	
Climbing rocks at Devil's Den	1
Lincoln statue	1
	<b>2</b>

\*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. What visitor groups liked most about the Museum and Visitor Center—Spring

Comments	Number of comments (N=386)
<b>Facilities (10%)</b>	
Very well done/nice facility; organized	19
Clean, well maintained	12
Food court	6
Other comments	3
	<b>40</b>
<b>General (7%)</b>	
All of it; everything	19
Nothing or N/A	3
So much to see and do	3
Other comments	2
	<b>27</b>
<b>Interpretive Programs (77%)</b>	
Cyclorama	98
Displays/artifacts	60
Movies/films/videos	52
Museum	36
Gift shop/bookstore/selection of books	20
Historical information/significance	19
Research library/reference room	4
Other comments	8
	<b>297</b>
<b>Personnel (5%)</b>	
Staff helpful, friendly, courteous, informative	21
	<b>21</b>
<b>Resource Management (0.3%)</b>	
Abraham Lincoln statue	1
	<b>1</b>

\*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. What visitor groups liked most about the Museum and Visitor Center—Fall

<b>Comment</b>	<b>Number of comments (N=450)</b>
<b>Facilities (7%)</b>	
Cleanliness/maintenance	14
Facilities/buildings	5
Bathroom facilities	3
Cafeteria	2
Restrooms	2
Water bottle fillers	2
Other comments	3
	<b>31</b>
<b>General (12%)</b>	
Everything/all of it/loved it	42
Spacious	4
Don't know	2
Other comments	7
	<b>55</b>
<b>Interpretive Programs (73%)</b>	
Cyclorama	94
Film/video	44
Information (amount/quality)	41
Exhibits/displays	39
Excellent Museum	30
Bookstore/gift shop	28
Artifacts/historical items	14
Ease of navigating/accessibility/use	7
Layout/well organized	6
Information desk	4
Weapons	4
Visitor Center great	3
Access to maps	2
Presentation of 3 days of battle	2
Theater in the round	2
Other comments	10
	<b>330</b>
<b>Personnel (7%)</b>	
Staff friendly/helpful/courteous/informative	33
	<b>33</b>
<b>Policy management (0.2%)</b>	
Price	1
	<b>1</b>

\*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. What visitor groups liked least about the Museum and Visitor Center—Summer

Comment	Number of comments (N=246)
<b>Facilities (21%)</b>	
Bookstore/bookstore prices/gift shop	13
Parking/lack of parking	12
Accessibility for handicapped drop-off/walking from parking lot	5
Signage for auto tour/to battlefield/parking lot	4
Food options	3
Bathrooms	2
Closed/concessions closed	2
Other comments	11
	<b>52</b>
<b>General (44%)</b>	
Nothing, not applicable	71
Not enough time	13
Crowds	12
Lines to purchase items/at ticket desk	4
All was good	3
Other comments	5
	<b>108</b>
<b>Interpretive Programs (19%)</b>	
Cyclorama, not enough time, need location keys	14
Film	4
Museum exhibits/layout/too much media vs. artifacts	4
Too much emphasis on political correctness/slavery/biased cause of war	3
Lack of activities for children	2
Too many audio tracks at the same time	2
Too much to read	2
Other comments	16
	<b>47</b>
<b>Personnel (2%)</b>	
Cashier in cafeteria rude	1
Unfriendly admission guide	1
Very few reenactors	1
Volunteer's directions unclear	1
	<b>4</b>
<b>Policy Management (14%)</b>	
Cost too high for admission/food/CD	30
Dogs not allowed	2
No veteran/CW trust member/college student discounts	2
No backpacks allowed	1
	<b>35</b>

\*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. What visitor groups liked least about the Museum and Visitor Center—Spring

Comment	Number of comments (N=186)
<b>Facilities (9%)</b>	
Distances from parking	7
Parking	3
Layout was confusing	2
Other comments	5
	<b>17</b>
<b>General (45%)</b>	
Nothing/none or N/A	51
Not enough time, too much to see	12
Crowds	8
Everything great	5
Rude, disrespectful visitors/children	5
Directions confusing	2
Bad weather	1
	<b>84</b>
<b>Interpretive Programs (24%)</b>	
Cyclorama	9
Gift shop/bookstore (crowded, subpar items)	7
Museum	4
Movies/films	3
Not enough time in Cyclorama	3
Activities/tour options/prices confusing	2
Conflicting noises made it difficult to hear	2
Lack of activities for kids	2
Other comments	13
	<b>45</b>
<b>Personnel (1%)</b>	
Information desk not helpful	1
	<b>1</b>
<b>Policy Management (21%)</b>	
Prices were high	22
Early closures	4
Food was average quality	4
Additional cost for Cyclorama	2
Backpacks/bags not allowed	2
Other comments	5
	<b>39</b>

\*total percentages do not equal 100 due to rounding

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

Table 46. What visitor groups liked least about the Museum and Visitor Center—Fall

Comment	Number of comments (N=238)
<b>Facilities (11%)</b>	
Parking	10
Length of walk from parking to sites	5
Navigating through park awkward, confusing	5
Directional signage needs improving	4
Traffic	1
Weeds around parking lot	1
	<b>26</b>
<b>General (42%)</b>	
Nothing/liked it all	75
Not enough time; too much to see	17
Crowded	3
Other comments	6
	<b>101</b>
<b>Interpretive programs (21%)</b>	
Cyclorama	7
Museum (overcrowded, cost)	6
Exhibits difficult to read, crowded	4
Disparate noises in Museum are distracting	3
Dim lighting on exhibits	3
Film needs more detail about the battle	2
Gift shop too cluttered	2
Maps not available	2
Other comments	21
	<b>50</b>
<b>Personnel (2%)</b>	
No attendant/staff available	3
Staff	1
	<b>4</b>
<b>Policy Management (24%)</b>	
Cost (admission, gift shop, Cyclorama, film, food)	43
Food (quality/choices)	6
Early closing times	5
No backpacks allowed	2
Lack of amenities	1
	<b>57</b>

**Question 18**

Overall, how would you and your group rate the quality of facilities, services, and interpretive opportunities at Gettysburg National Military Park during this trip?

**Results:**

- Overall, visitor groups highly rated the quality of the facilities, services, and interpretive opportunities at the park (see Figure 47).
  - 77% Very good (Overall)
  - 74% (Summer)
  - 78% (Spring)
  - 78% (Fall)

\*total percentages do not equal 100 due to rounding

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

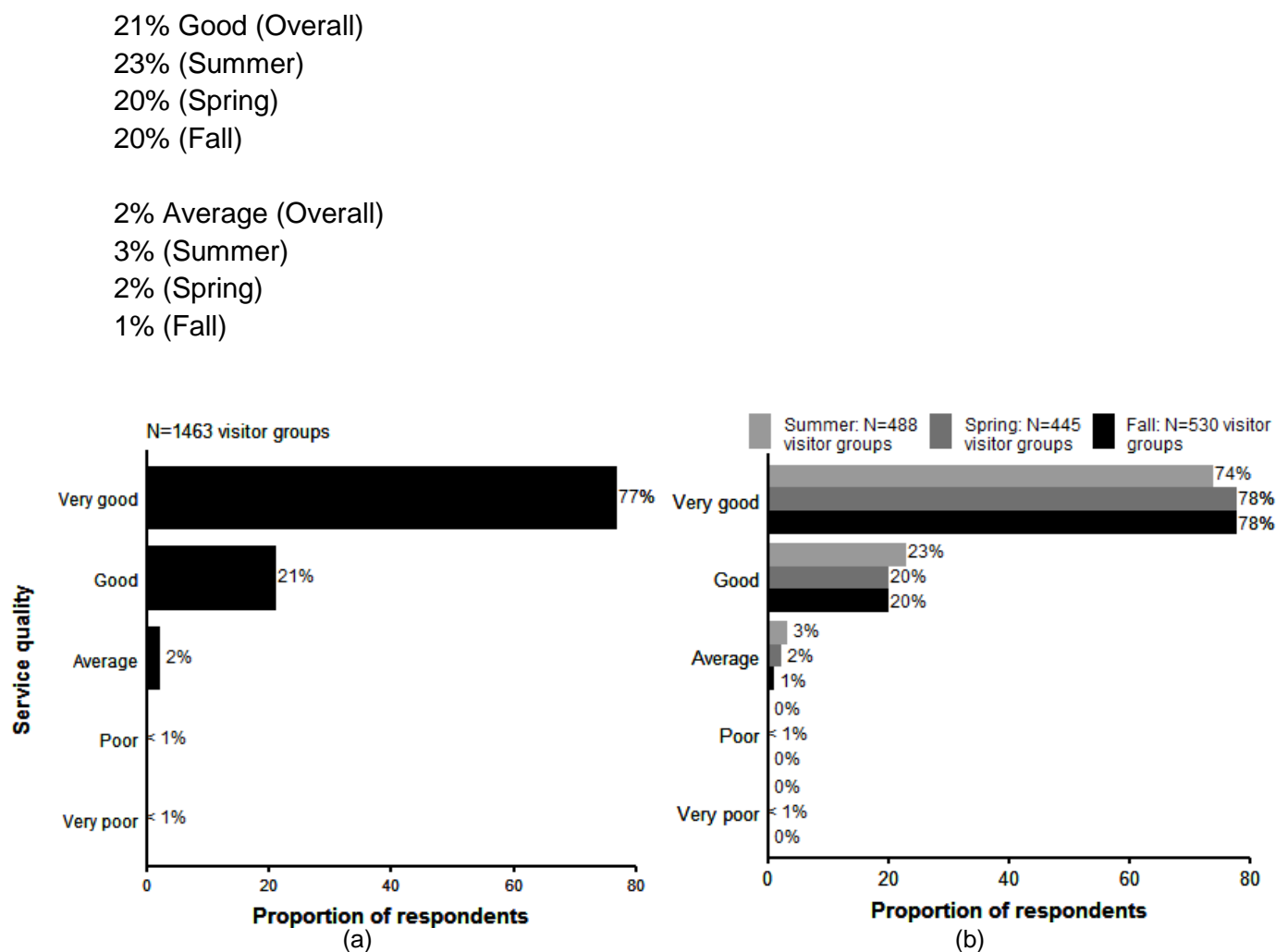


Figure 47. Quality rating of facilities, services, and interpretive opportunities at park (a) overall (b) seasonal

- Further comments included: everything is good, excellent, a delight, no complaints; staff friendly, helpful, polite, and professional; Museum clean, well kept, authentic; good amenities, adequate space; facilities clean, updated; full of information; easy to navigate; rangers knowledgeable; auto tour interesting and informative; closures due to burns were aggravating. A full summary of comments can be found in Appendix C.

\*total percentages do not equal 100 due to rounding

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

**Question 19**

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

**Results:**

- 82% (1,258) of visitor groups provided at least one comment explaining what they liked most about their entire visit to Gettysburg NMP.
  - 84% (426) Summer (see **Table 47**)
  - 79% (370) Spring (see **Table 48**)
  - 83% (462) Fall (see **Table 49**)
- A summary of comments by season are in Table 47–Table 49 and Appendix C.

Table 47. What visitor groups liked most about entire visit—Summer

<b>Comment</b>	<b>Number of comments (N=520)</b>
<b>Facilities (3%)</b>	
Visitor Center	5
Gift shop/bookstore	3
Quality of the facility	3
Cleanliness of park	1
Hiking trails	1
One-way travel around the park	1
	<b>14</b>
<b>General (34%)</b>	
To experience history, the history	49
Being with my family	22
All was good/great, everything	17
Accessibility, walkability, walking tours	11
Sharing history with family and friends	11
Emotional experience, gratitude	6
Not too crowded	5
Driving/traveling at my own pace, easy to navigate	6
Getting to see it to scale	3
Quiet moments before and after crowds	3
Cycling and hiking the battlefield	2
Hallowed ground	2
Many things, overall ok	2
Picture taking	2
Spending time with friends, visiting friends	2
Variety of things to do	2
Weather	2
Other comments	30
	<b>177</b>

\*total percentages do not equal 100 due to rounding

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



Table 47. What visitor groups liked most about entire visit—Summer (continued)

<b>Interpretive Programs (46%)</b>	
Learning, understanding about history, continued education	38
Auto tour	30
Rangers, guided/interpretive programs, walks, private tours	25
Battlefield, battlefield tour, self-tour	23
Little Round Top: ranger, ranger-led talk, sunset, views	19
Cyclorama	16
Continued education	15
Personal guided tour	10
Bus tour	8
Museum	7
Pickett's Charge area	6
Devil's Den	4
Cannon exhibits and firing	3
Cemetery, cemetery tour	3
Film	3
Observation towers	3
Reenactment	3
Sunset/Taps in the Park	3
Hearing personal stories	2
Historic information on various levels	2
History North and South, the good and the bad; respect given	2
Other comments	15
	<b>240</b>
<b>Personnel (3%)</b>	
Staff, rangers friendly and helpful, knowledgeable	8
Excitement, interaction, knowledge of the rangers, staff, volunteers	4
Battlefield guides Gary, George	2
A ranger helping us find Wisconsin unit markers	1
	<b>15</b>
<b>Policy Management (1%)</b>	
Lack of commercial influence	4
No cost for admission	2
	<b>6</b>
<b>Resource Management (13%)</b>	
Preservation of battlefield, history, monuments	17
Park well kept, beautiful countryside	17
Beauty of park, honor paid to veterans, peacefulness, open space	14
Monuments, being able to touch them	9
Pennsylvania Monument	3
Eternal Light Peace Memorial	2
Solemnity and feeling of the park	2
Other comments	4
	<b>68</b>

\*total percentages do not equal 100 due to rounding

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

Table 48. What visitor groups liked most about entire visit—Spring

Comment	Number of comments (N=238)
<b>Facilities (5%)</b>	
Hiking/biking/running trails	11
Park, restrooms clean, well maintained	7
No congestion	2
Ease of accessibility	2
Auto tour signs well marked	1
	<b>23</b>
<b>General (35%)</b>	
Visualizing/experiencing the battles/battlefield	40
All of it/everything	33
Ability to visit/explore park sites on my own	14
Time with family/friends	12
Just being here with all the history	9
Peaceful, serene place	6
Powerful/moving experience	5
Beauty of the park	4
Not enough time; so much to see	4
Perspective on sacrifices/battles	4
Views/scenery	4
Visiting ground where ancestors fought	2
Other comments	15
	<b>152</b>
<b>Interpretive Programs (35%)</b>	
Historical information/significance	72
Guided tour	14
Cyclorama	13
Auto/audio tour	9
Museum	7
Bus tour	6
Visitor Center	6
Human interest stories	2
Movie/film/video	2
Personal tour	2
Ranger-led programs	2
Other comments	14
	<b>149</b>
<b>Personnel (6%)</b>	
Tour guides	17
Staff helpful, informative, knowledgeable	9
	<b>26</b>
<b>Policy Management (11%)</b>	
Preservation of park/sites	26
Reverence for hallowed ground	19
Able to get close to statues	1
	<b>46</b>
<b>Resource Management (8%)</b>	
Battlefields	16
Big/Little Round Top	8
Monuments	7
Other comments	4
	<b>35</b>

\*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. What visitor groups liked most about entire visit—Fall

Comment	Number of comments (N=620)
<b>Facilities (10%)</b>	
Park is well preserved and maintained	37
Accessibility to sites	20
Restoration of the park/battlefields	6
Parking is ample	1
	<b>64</b>
<b>General (28%)</b>	
Enjoyed our visit/experience/everything good	41
Beautiful park/scenery	20
Exploring/experiencing at own pace	14
Spending time with family/friends	13
Walking to/through sites; pedestrian friendly	13
Peaceful, quiet	10
Love Gettysburg; great job	9
Sites treated with reverence/ hallowed ground	7
Moving experience	6
People in town/park very respectful, nice, friendly	6
Breadth and expansiveness of the park	5
Family/friend as personal guide	3
Not enough time; too much to see	3
Taking photographs	3
Interacting with visitors/reenactors	2
Reinforced the futility of war	2
Sightseeing	2
Other comments	15
	<b>174</b>
<b>Interpretive programs (47%)</b>	
Experiencing/learning history first hand	52
Educational, informative; increased my understanding of history	42
Auto/audio/self-guided tour excellent	34
Staff/guides informative, friendly, knowledgeable	34
Cyclorama	27
Appreciation of scope/sacrifice/humanity of war	22
Visitor Center Museum	21
Guided tours	19
Bus tour informative/well organized	6
Depicts North and South respectfully without judgement	6
Ranger programs/talk	5
Horseback tour and guide	3
Artifacts	2
Eisenhower Farm tour	2
Exhibits	2
History Nerds	2
Map	2
Reenactors	2
Other comments	7
	<b>290</b>
<b>Policy management (1%)</b>	
The acquisition of more land	2
Continue burying utility lines	1
Lack of development	1
Park not removing monuments	1
Reasonable price	1
	<b>6</b>

\*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. What visitor groups liked most about entire visit—Spring (continued)

<b>Resource management (14%)</b>	
Park is rich in history	50
Monuments	10
Historical significance	5
Battlefields	4
Little Round Top	4
Devil's Den	3
Bloody Angle	2
Cemetery	2
Minnesota monument	2
Other comments	4
	<b>86</b>

**Question 20**

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

**Results:**

- 63% (969) of Overall visitor groups provided one or more comments explaining what their group liked least about their entire visit to Gettysburg NMP.
  - 68% (345) Summer (see Table 50)
  - 59% (276) Spring (see Table 51)
  - 63% (348) Fall (see Table 52)
- A summary of the comments by season can be found in Table 50–Table 52 and Appendix C.

\*total percentages do not equal 100 due to rounding

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

Table 50. What visitor groups liked least about entire visit—Summer

Comment	Number of comments (N=357)
<b>Facilities (27%)</b>	
Parking, congestion, traffic	38
Unclear signage, difficult to navigate	29
Lack of restrooms	15
Lack of biking infrastructure	3
Parking at Museum and Visitor Center	3
Lack of water	2
Restrooms not clean	2
Other comments	5
	<b>97</b>
<b>General (56%)</b>	
Nothing, everything good, excellent	118
Not enough time	32
Heat	11
Crowds	8
Walking from parking lot	3
All the walking	2
Bugs	2
Disrespectful visitors/children climbing monuments	2
Leftist protestors, anarchists, protestors	2
Motorcycles, noise	2
Too far from home	2
Waiting for tickets at Visitor Center	2
Other comments	14
	<b>200</b>
<b>Interpretive Programs (11%)</b>	
Cyclorama, having to leave Cyclorama in a rush	4
Too much detail/information	4
Ghost tours/walks	3
Tell both sides of story	3
Too few artifacts in Visitor Center/Museum	3
No Confederate flags, none to buy	2
Too much conflicting audio in Museum/Visitor Center	2
Other comments	18
	<b>39</b>
<b>Personnel (1%)</b>	
Comedic rangers	2
Evening tour guide lack of reverence for cemetery	1
Female staff in gift shop rude	1
Need more rangers at all stops	1
Rude female attendant	1
	<b>6</b>
<b>Policy Management (3%)</b>	
Cost	8
Could not bring dog to Visitor Center	1
Lack of first aid access	1
	<b>10</b>
<b>Resource Management (1%)</b>	
Cemetery lawn/slaughter pen/fields overgrown	3
Erosion at Little Round Top	1
Walkways near cemetery	1
	<b>5</b>

\*total percentages do not equal 100 due to rounding

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

Table 51. What visitor groups liked least about entire visit—Spring

Comment	Number of comments (N=285)
<b>Facilities (9%)</b>	
Not enough restrooms	9
Lack of parking	5
Lack of free/accessible water	4
Signage poor	3
Lack of bike lanes/trails	2
Poor park maintenance	2
Walkways	1
	<b>26</b>
<b>General (70%)</b>	
Nothing not to like/none or N/A	85
Bad weather	31
Not enough time; so much to see	18
Closures due to controlled burn; detours confusing	16
Crowds	14
Rude, disrespectful visitors/children	11
Traffic	5
Finding my way; directions confusing	4
Distance from parking to sites/tour	2
Tour not available/sold out	2
Other comments	12
	<b>200</b>
<b>Interpretive Programs (12%)</b>	
Self-guided tour confusing; inadequate signage, instructions	13
Bus tours	3
Museum confusing; too many exhibits	3
Conflicting noises in Museum; difficult to hear	2
Cyclorama	2
Poor communication about tours, activities, etc.	2
Other comments	9
	<b>34</b>
<b>Personnel (1%)</b>	
Difficulty hearing guide	1
Tour guide	1
	<b>2</b>
<b>Policy Management (8%)</b>	
Food poor quality, high price, unhealthy, lack of options	7
No backpacks allowed; no warning	5
Prices too high	3
Other comments	8
	<b>23</b>

\*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 visitor groups liked least about entire visit—Fall

Comment	Number of comments (N=376)
<b>Facilities (14%)</b>	
Parking and congestion	17
Restrooms—need more	12
Lack of picnic/rest areas or café	4
Porta potties	4
One-way road system confusing; poorly marked	2
Overgrown grasses obstructing view	2
Road closure/construction	2
Cafeteria/food	2
Other comments	8
	<b>53</b>
<b>General (64%)</b>	
Nothing/everything was great	144
Not enough time; too much to see	47
Crowds	13
Rude, disruptive visitors/kids	7
Too much driving	3
Insects (bees/ticks)	2
Weather	2
Other comments	21
	<b>239</b>
<b>Interpretive programs (13%)</b>	
Signage confusing/not well placed	13
Difficulty finding tour; unclear instructions/signs	3
Lack of rangers for information	3
Visitor Center/Museum	3
Cyclorama was confusing	2
Film	2
Following audio tour	2
Problems with the app	2
Other comments	19
	<b>49</b>
<b>Personnel (0.3%)</b>	
Ticket seller not helpful	1
	<b>1</b>
<b>Policy management (9%)</b>	
Prices overall too high	10
Eliminate anachronisms (brewery, etc.); sacred site	5
Distance from parking to sites	5
Traffic and congestion	5
Shops closing too early	3
Bus congestion/chaos	2
Other comments	4
	<b>34</b>

\*total percentages do not equal 100 due to rounding

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

**Visitor group demographics****Question 21**

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?

Results:

- Figure 48 shows the range and proportion of visitor group sizes.

87% of groups consisted of one to four (Overall)

83% (Summer)

87% (Spring)

91% (Fall)

11% were in groups of five to ten people (Overall)

14% (Summer)

10% (Spring)

8% (Fall)

2% were in groups of 11 or more (Overall)

2% (Summer)

5% (Spring)

1% (Fall)

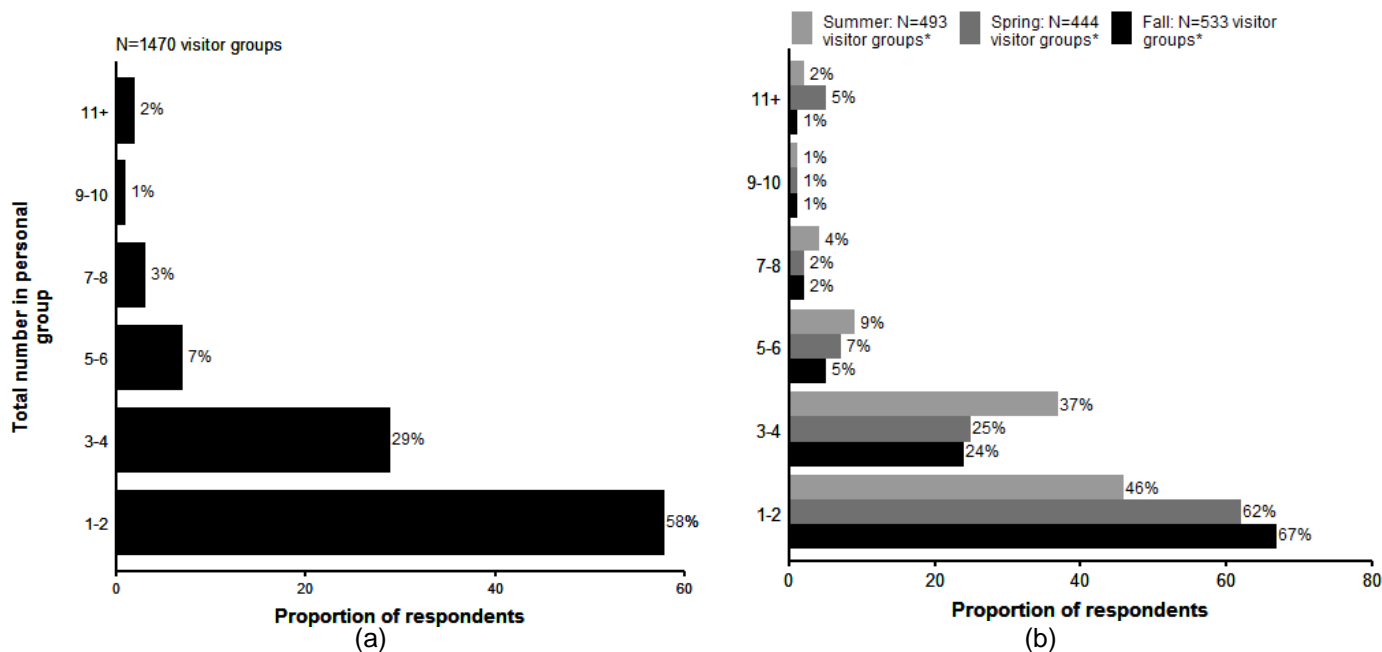


Figure 48. Visitor personal group sizes (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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



Question 22

On this visit, what kind of personal group were you with?

## Results:

- As shown in Figure 49, the proportion of personal groups were:

74% Family (Overall)

79% (Summer)

68% (Spring)

74% (Fall)

12% Friends (Overall)

9% (Summer)

15% (Spring)

12% (Fall)

7% Alone (Overall)

5% (Summer)

9% (Spring)

6% (Fall)

5% Family and friends (Overall)

5% (Summer)

2% (Spring)

6% (Fall)

2% “Other” group type (Overall)

2% (Summer)

5% (Spring)

1% (Fall)

“Other” group types included:

Boy scouts, coworkers/company, church youth group, members of the CDCWRT, memorial ride, military, motorcycle tour group, national riding stables tour, and teachers.

\*total percentages do not equal 100 due to rounding

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

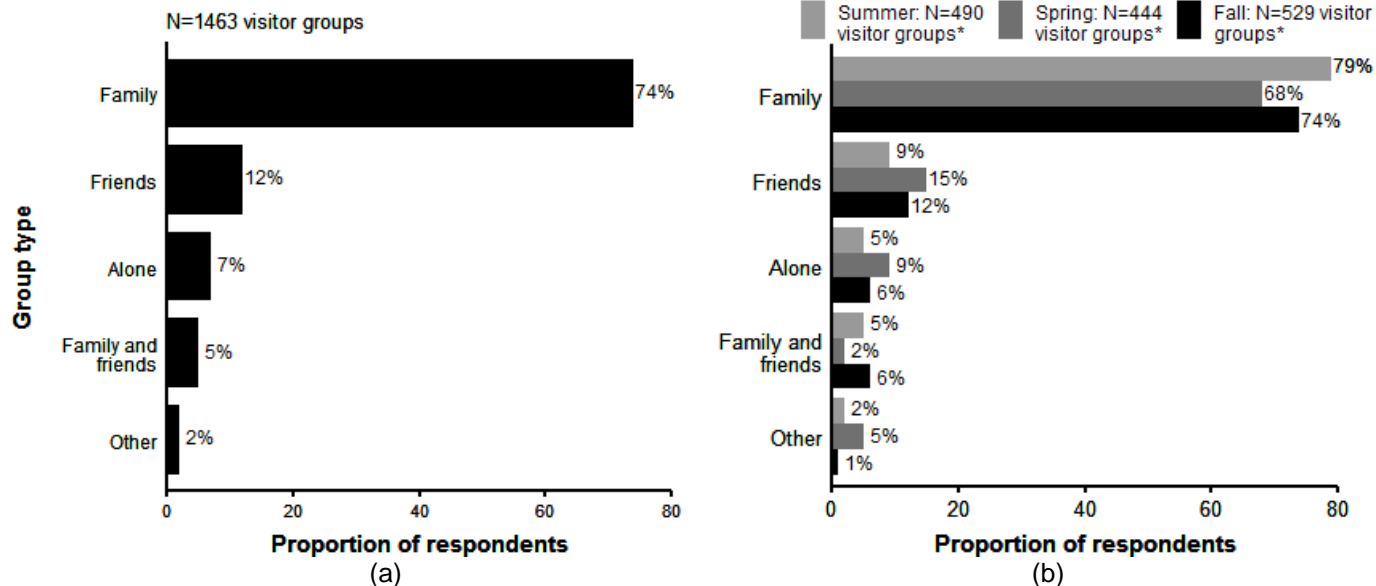


Figure 49. Personal group type (a) overall (b) seasonal

### Question 23a

Were you and your personal group part of a commercial guided tour group (i.e. package tour)?

Results:

- As shown in Figure 50, 4% of Overall visitor groups were part of a commercial guided tour group.
  - 3% Summer
  - 5% Spring
  - 4% Fall

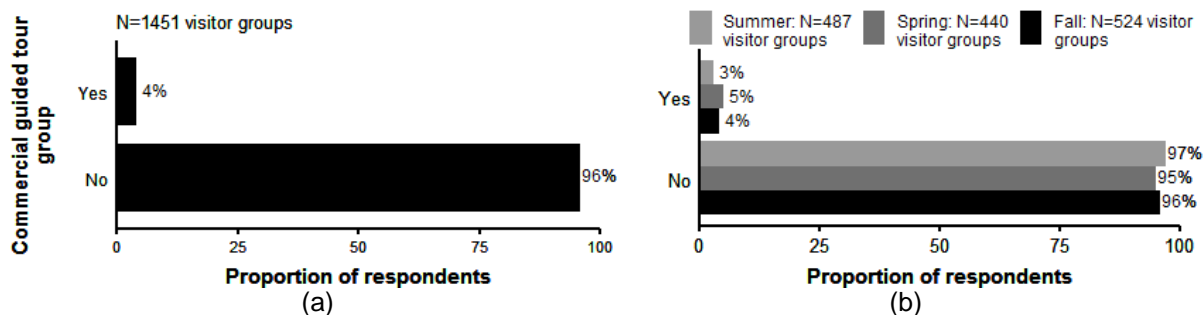


Figure 50. Proportion of visitor groups part of a commercial guided tour group (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

Question 23b

Were you and your personal group part of a school/educational group?

Results:

- As shown in Figure 51, about 2% of Overall visitor groups were part of a school/educational group.

1% Summer

2% Spring and Fall

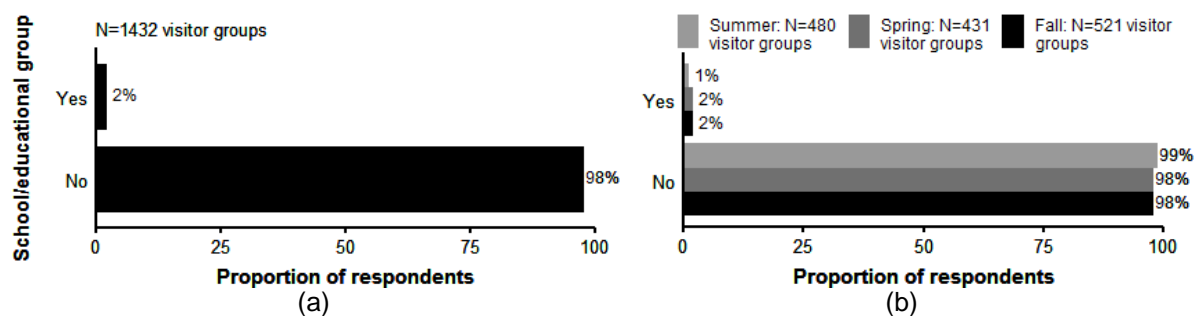


Figure 51. Proportion of visitor groups part of a school/educational group (a) overall (b) seasonal

Question 23c

Were you and your personal group part of a historical society?

Results:

- As shown in Figure 52, only about 1% of Overall visitor groups reported to be part of a historical society.

1% Summer and Fall

<1% Spring

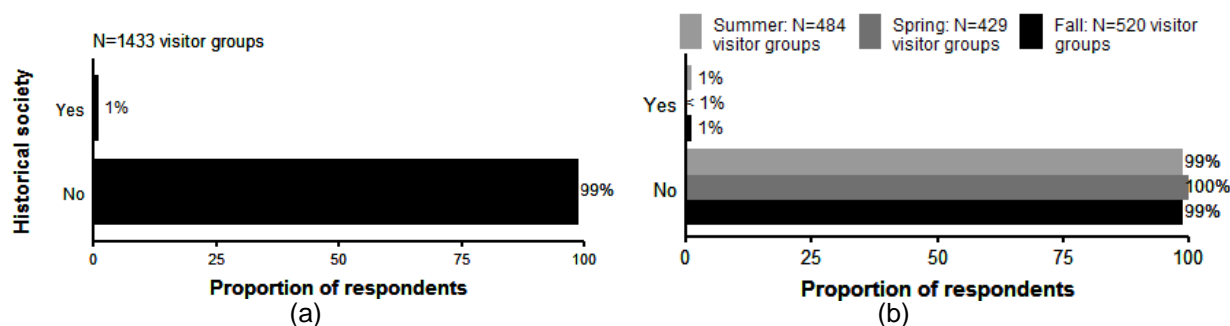


Figure 52. Proportion of visitor groups part of a historical society (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

**Question 23d**

Were you and your personal group part of a special interest club?

Results:

- As shown in Figure 53, 2% of Overall visitor groups were part of a special interest club.

1% Summer

4% Spring

2% Fall

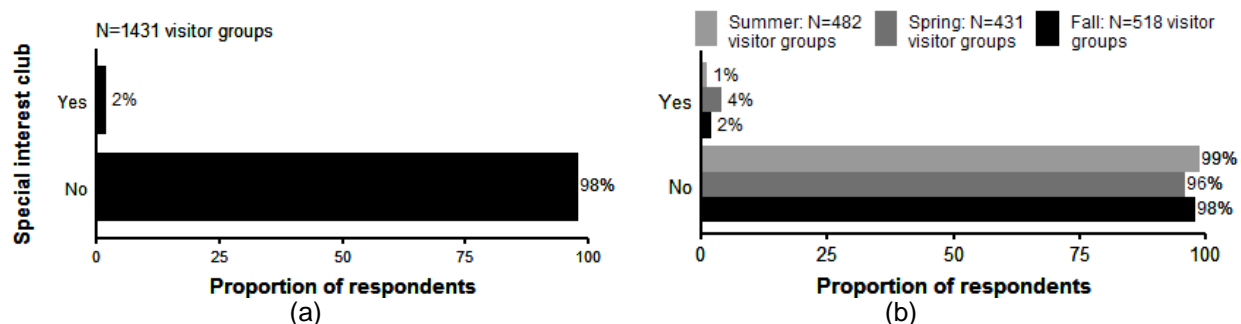


Figure 53. Proportion of visitor groups part of a special interest club (a) overall (b) seasonal

**Visitor age****Question 24a**

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 range from 1 to 90 years. Figure 54 displays the ages in common categories.

55% were over 50 years old (Overall)

43% (Summer)

58% (Spring)

66% (Fall)

22% were between 31 and 50 years old (Overall)

27% (Summer)

21% (Spring)

19% (Fall)

23% were 30 years old or younger (Overall)

30% Summer

20% Spring

15% Fall

\*total percentages do not equal 100 due to rounding

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

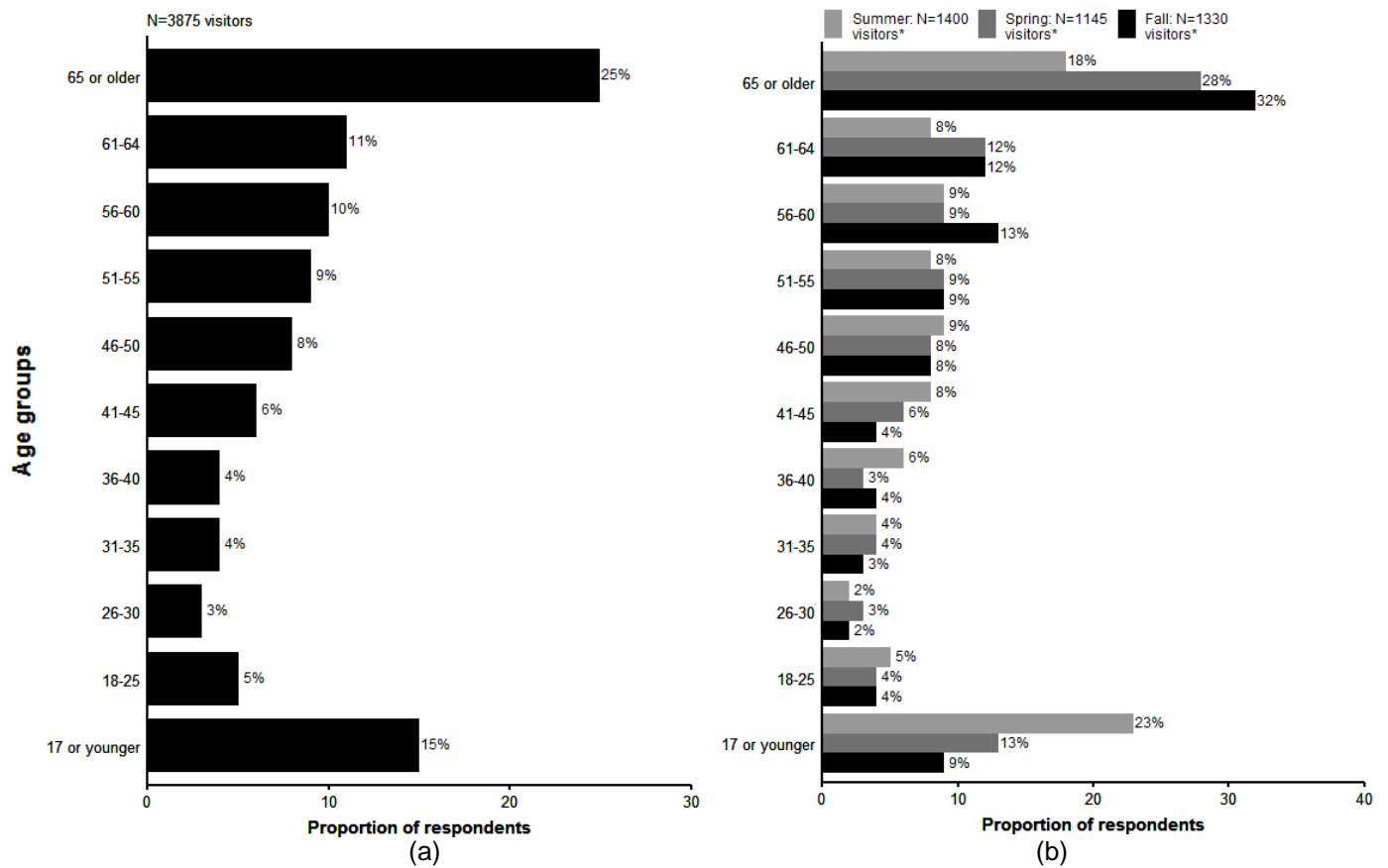


Figure 54. Visitor age groups (a) overall (b) seasonal

\*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 24b**

For your personal group on this visit, what is your state of residence?

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

Results:

Overall

- Overall, U.S. visitors came from all 50 states and the District of Columbia, and comprised 97% of the total visitation to the park during the survey period (see Table 53).

Table 53. Number of Overall U.S. visitors by state

	State	Number of visitors	Percent of U.S. visitors (N=3,463)	Percent of total visitors (N=3,560)*
• 21% of Overall U.S. visitors came from Pennsylvania.	Pennsylvania	738	21%	21%
• 13% of Overall U.S. visitors came from Ohio and New York.	Ohio	230	7%	6%
	New York	223	6%	6%
• 11% of Overall U.S. visitors came from Maryland and Massachusetts.	Maryland	195	6%	5%
	Massachusetts	181	5%	5%
• 8% of Overall U.S. visitors came from New Jersey and Virginia.	New Jersey	146	4%	4%
	Virginia	142	4%	4%
• 9% of Overall U.S. visitors came from Florida, Michigan and North Carolina.	Florida	117	3%	3%
	Michigan	97	3%	3%
	North Carolina	91	3%	3%
• Approximately 20% of Overall U.S. visitors came from Indiana, Connecticut, Wisconsin, Illinois, Texas, California, New Hampshire, Washington, Minnesota, and Maine.	Indiana	80	2%	2%
	Connecticut	77	2%	2%
	Wisconsin	77	2%	2%
	Illinois	76	2%	2%
	Texas	68	2%	2%
	California	64	2%	2%
	New Hampshire	61	2%	2%
	Washington	60	2%	2%
	Minnesota	54	2%	2%
	Maine	52	2%	1%
• Smaller proportions of Overall U.S. visitors came from 31 other states.	31 other states	634	18%	18%
	<b>Total</b>	<b>3463</b>		

\*total percentages do not equal 100 due to rounding

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

## Summer

- U.S. Summer visitors came from 46 states and comprised of 98% of the total visitation for the Summer survey period (see Table 54).
- 23% of Summer U.S. visitors came from Pennsylvania.
- 15% of Summer U.S. visitors came from Ohio and New York.
- 9% of Summer U.S. visitors came from Maryland and North Carolina.
- 8% of Summer U.S. visitors came from New Jersey and Virginia.
- Approximately 18% of Summer U.S. visitors came from Massachusetts, Wisconsin, Florida, Michigan, Texas, and Illinois.
- Roughly 10% of Summer U.S. visitors were from Kentucky, Minnesota, Indiana, Arizona, and Washington.
- Smaller proportions of Summer U.S. visitors came from 28 other states (see Figure 55).

Table 54. Number of Summer U.S. visitors by state

State	Number of visitors	Percent of U.S. visitors (N=1,255)	Percent of total visitors (N=1,283)*
Pennsylvania	283	23%	22%
Ohio	113	9%	9%
New York	75	6%	6%
Maryland	58	5%	5%
North Carolina	56	4%	4%
New Jersey	47	4%	4%
Virginia	47	4%	4%
Massachusetts	43	3%	3%
Wisconsin	43	3%	3%
Florida	42	3%	3%
Michigan	37	3%	3%
Texas	37	3%	3%
Illinois	35	3%	3%
Kentucky	31	2%	2%
Minnesota	30	2%	2%
Indiana	24	2%	2%
Arizona	21	2%	2%
Washington	19	2%	1%
28 other states	214	17%	17%
<b>Total</b>	<b>1255</b>		

\*total percentages do not equal 100 due to rounding

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

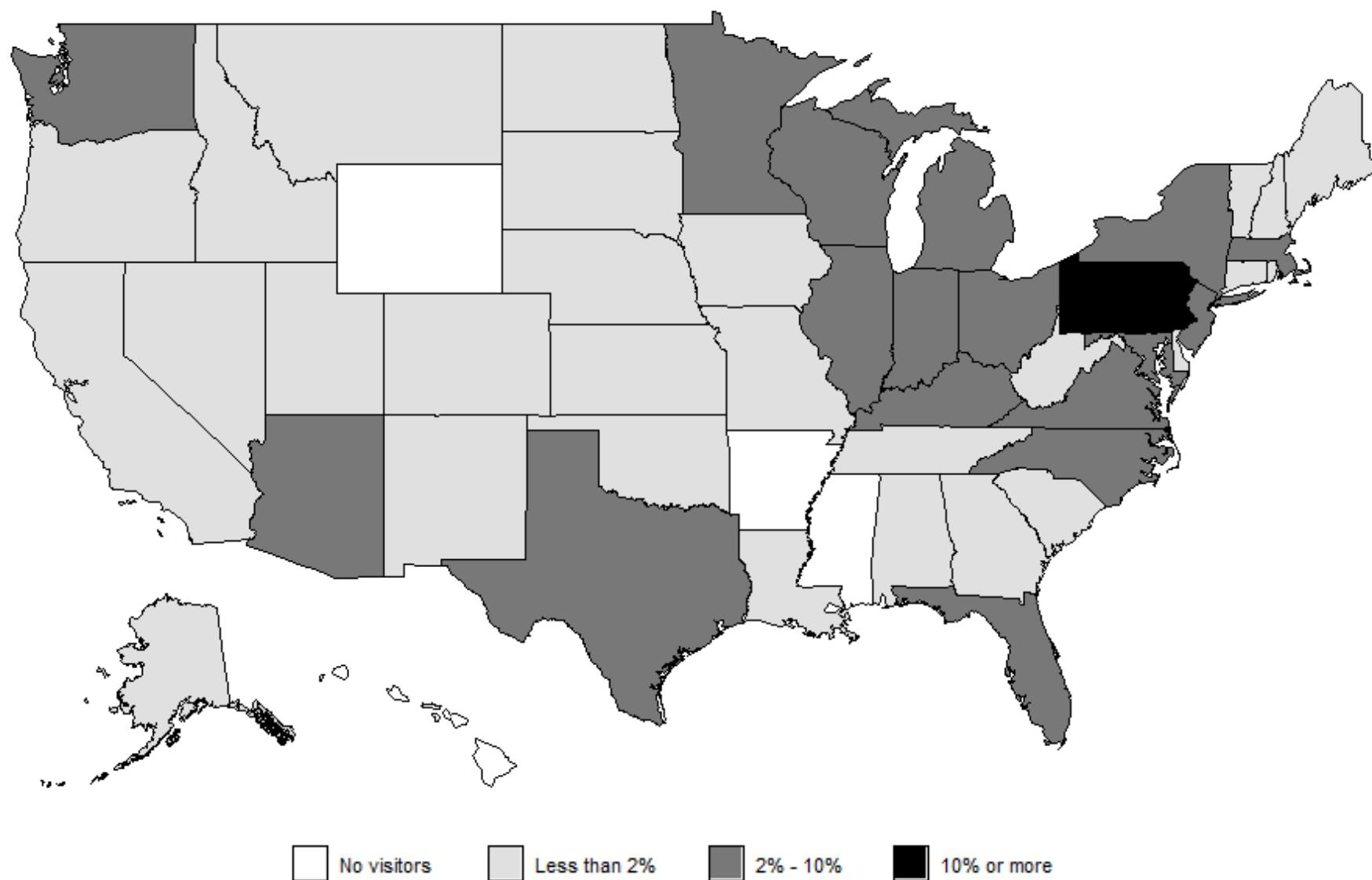


Figure 55. Map of U.S. Summer visitors by state of residence



## Spring

- U.S. visitors in the Spring came from 47 states and encompassed 97% of the total visitation during the Spring survey period (see Table 55)

- 18% of Spring U.S. visitors came from Pennsylvania.
- 11% of Spring U.S. visitors came from Massachusetts.
- 13% of Spring U.S. visitors came from New York and Maryland.
- 11% of Spring U.S. visitors came from Connecticut and Ohio.
- 8% of Spring U.S. visitors came from New Hampshire and Virginia.
- Around 12% of Spring U.S. visitors came from Maine, New Jersey, Michigan, and Washington.

Table 55. Number of Spring U.S. visitors by state

State	Number of visitors	Percent of U.S. visitors (N=1,013)	Percent of total visitors (N=1,044)*
Pennsylvania	179	18%	17%
Massachusetts	116	11%	11%
New York	73	7%	7%
Maryland	64	6%	6%
Connecticut	59	6%	6%
Ohio	50	5%	5%
New Hampshire	40	4%	4%
Virginia	38	4%	4%
Maine	33	3%	3%
New Jersey	33	3%	3%
Michigan	30	3%	3%
Washington	28	3%	3%
Illinois	21	2%	2%
Kansas	18	2%	2%
Florida	17	2%	2%
Wisconsin	16	2%	2%
31 other states	198	20%	19%
<b>Total</b>	<b>1013</b>		

- Approximately 8% of Spring U.S. visitors came from Illinois, Kansas, Florida, and Wisconsin.
- Smaller proportions of Spring U.S. visitors came from 31 other states (see Figure 56).

\*total percentages do not equal 100 due to rounding

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

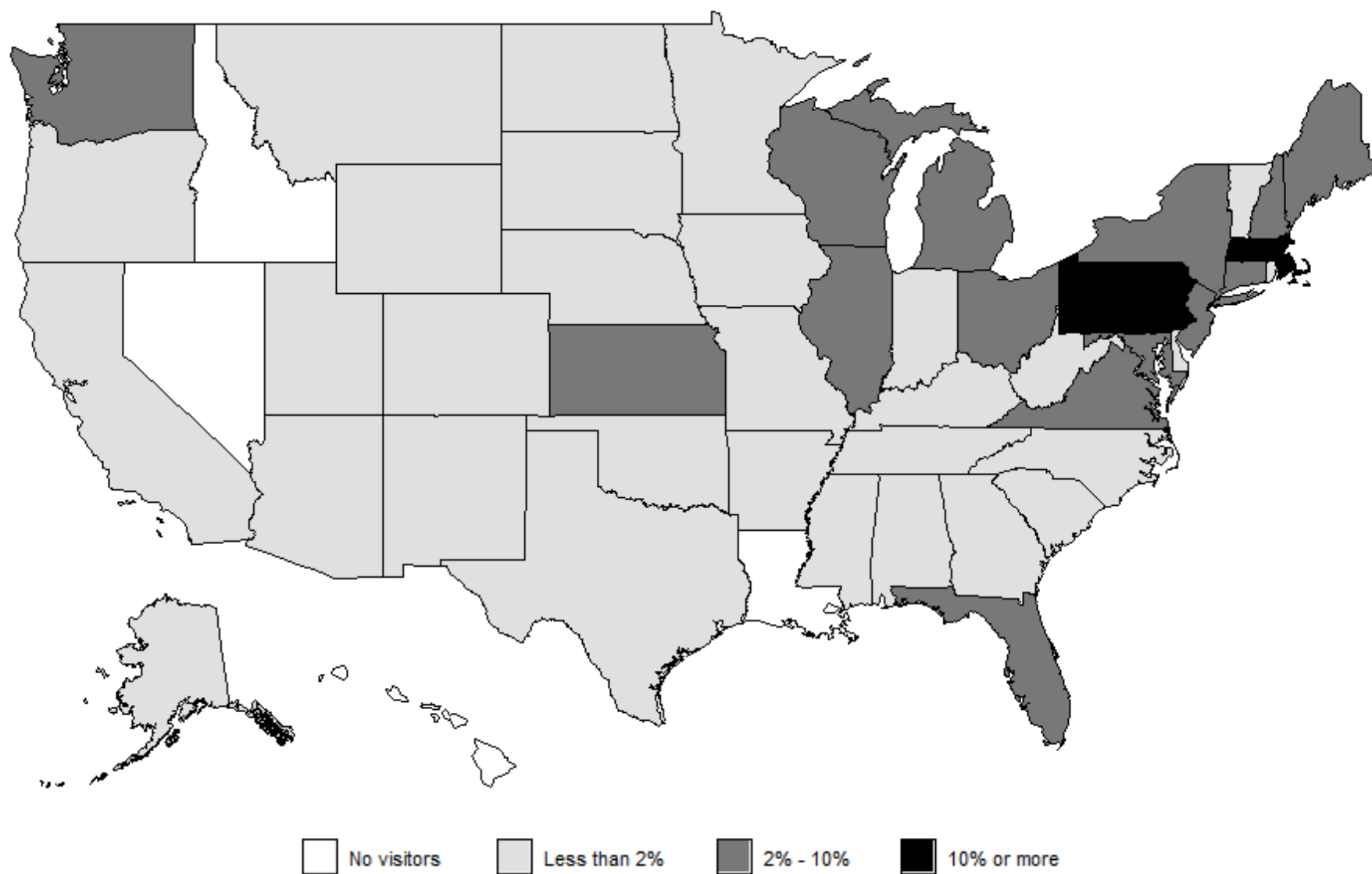


Figure 56. Map of U.S. Spring visitors by state residence

## Fall

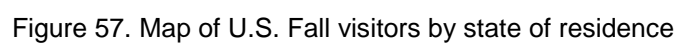
- U.S. visitors in the Fall were from 48 states and covered 97% of the total visitation during the Fall survey period (see Table 56).
- 23% of Fall U.S. visitors came from Pennsylvania.
- 18% of Fall U.S. visitors came from New York, Maryland, and Ohio.
- 16% of Fall U.S. visitors came from New Jersey, Florida, and Virginia.
- 14% of Fall U.S. visitors came from Indiana, California, Michigan, Tennessee, and North Carolina.
- Approximately 10% of Fall U.S. visitors came from Massachusetts, Missouri, Texas, Illinois, and Wisconsin.
- Smaller proportions of Fall U.S. visitors came from 31 other states (see Figure 57).

Table 56. Number of Fall U.S. visitors by state

State	Number of visitors	Percent of U.S. visitors (N=1,195)*	Percent of total visitors (N=1,233)*
Pennsylvania	276	23%	22%
New York	75	6%	6%
Maryland	73	6%	6%
Ohio	67	6%	5%
New Jersey	66	6%	5%
Florida	58	5%	5%
Virginia	57	5%	5%
Indiana	43	4%	3%
California	31	3%	3%
Michigan	30	3%	2%
Tennessee	26	2%	2%
North Carolina	25	2%	2%
Massachusetts	22	2%	2%
Missouri	21	2%	2%
Texas	21	2%	2%
Illinois	20	2%	2%
Wisconsin	18	2%	1%
31 other states	266	22%	22%
<b>Total</b>	<b>1195</b>		

\*total percentages do not equal 100 due to rounding

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



***International visitors by state of residence*****Question 24b**

For your personal group on this visit, what is your country of residence?

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

**Results:****Overall**

- Overall, international visitors during the survey periods visited from 16 different countries and made up roughly 3% of the total visitation.
- 30% of international visitors were from Canada (see Table 57).
- 21% visited from the United Kingdom.
- 8% visited from Australia
- 14% visited from Finland and Germany.
- 12% visited from France and The Netherlands.

Table 57. Number of Overall international visitors by country of residence

<b>Country</b>	<b>Number of visitors</b>	<b>Percent of international visitors (N=97)*</b>
Canada	29	30%
United Kingdom	20	21%
Australia	8	8%
Finland	7	7%
Germany	7	7%
France	6	6%
The Netherlands	6	6%
Switzerland	4	4%
Myanmar	2	2%
Norway	2	2%
Africa	1	1%
Belgium	1	1%
China	1	1%
Great Britain	1	1%
Montenegro	1	1%
New Zealand	1	1%
<b>Total</b>	<b>97</b>	

**Summer**

- International visitors during the Summer survey period came from eight different countries and comprised about 2% of the total visitation.
- 29% of international visitors visited from the United Kingdom (see Table 58).
- 25% visited from Finland.
- 14% visited from The Netherlands.
- 11% visited from Germany
- Approximately 14% visited from Myanmar and Norway.

Table 58. Number of Summer international visitors by country of residence

<b>Country</b>	<b>Number of visitors</b>	<b>Percent of international visitors (N=28)*</b>
United Kingdom	8	29%
Finland	7	25%
The Netherlands	4	14%
Germany	3	11%
Myanmar	2	7%
Norway	2	7%
Canada	1	4%
France	1	4%
<b>Total</b>	<b>28</b>	

\*total percentages do not equal 100 due to rounding

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

## Spring

- International visitors during the Spring survey period came from nine different countries and encompassed approximately 3% of the total visitation.
- 52% of International visitors came from Canada (see Table 59).
- 16% of visitors came from France.
- 10% came from Germany.
- 6% came from Australia.
- Roughly 15% came from Belgium, China, Great Britain, New Zealand, and the United Kingdom.

Table 59. Number of Spring international visitors by country of residence

<b>Country</b>	<b>Number of visitors</b>	<b>Percent of International visitors (N=31)*</b>
Canada	16	52%
France	5	16%
Germany	3	10%
Australia	2	6%
Belgium	1	3%
China	1	3%
Great Britain	1	3%
New Zealand	1	3%
United Kingdom	1	3%
<b>Total</b>	<b>31</b>	

## Fall

- International visitors during the Fall survey period visited from eight different countries and comprised 3% of the total visitation.
- 32% of international visitors came from Canada (see Table 60).
- 29% of visitors came from the United Kingdom.
- 16% came from Australia.
- 11% came from Switzerland.
- About 14% came from The Netherlands, Africa, Germany, and Montenegro.

Table 60. Number of Fall international visitors by country of residence

<b>Country</b>	<b>Number of visitors</b>	<b>Percent of International visitors (N=38)*</b>
Canada	12	32%
United Kingdom	11	29%
Australia	6	16%
Switzerland	4	11%
The Netherlands	2	5%
Africa	1	3%
Germany	1	3%
Montenegro	1	3%
<b>Total</b>	<b>38</b>	

\*total percentages do not equal 100 due to rounding

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

***Number of visits in visitor's lifetime*****Question 24c**

For your personal group on this visit, how many times have you visited Gettysburg NMP in your lifetime (including this trip)?

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

**Results:**

- As shown in Figure 58, there was a wide range of times visitors had visited Gettysburg NMP. Since for many visitors this was their first visit, Figure 59 shows the range from one to nine visits.

For 52% of visitors this was their first visit (Overall)

55% (Summer)

49% (Spring)

53% (Fall)

19% of visitors had visited once before (Overall)

17% (Summer)

20% (Spring)

19% (Fall)

For 7% of visitors this was their third visit (Overall)

7% (Summer and Spring)

6% (Fall)

Approximately 11% of visitors had visited between 4 and 9 times (Overall)

11% (Summer)

12% (Spring)

10% (Fall)

Roughly 4% of visitors have visited between 10 and 19 times (Overall)

4% (Summer and Fall)

3% (Spring)

Around 6% of visitors have visited between 20 and 99 times (Overall)

5% (Summer)

6% (Spring)

7% (Fall)

2% of visitors have visited 100 times or more (Overall)

1% (Summer and Fall)

3% (Spring)

\*total percentages do not equal 100 due to rounding

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

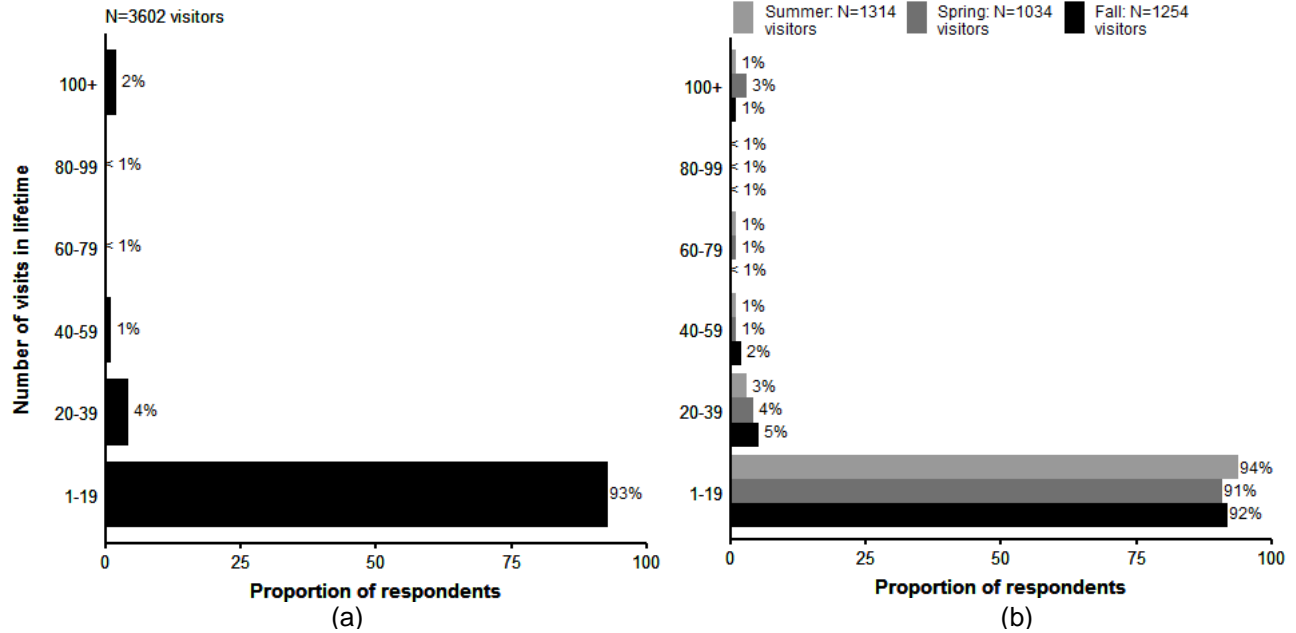


Figure 58. Number of visits in the visitor's lifetime (a) overall (b) seasonal

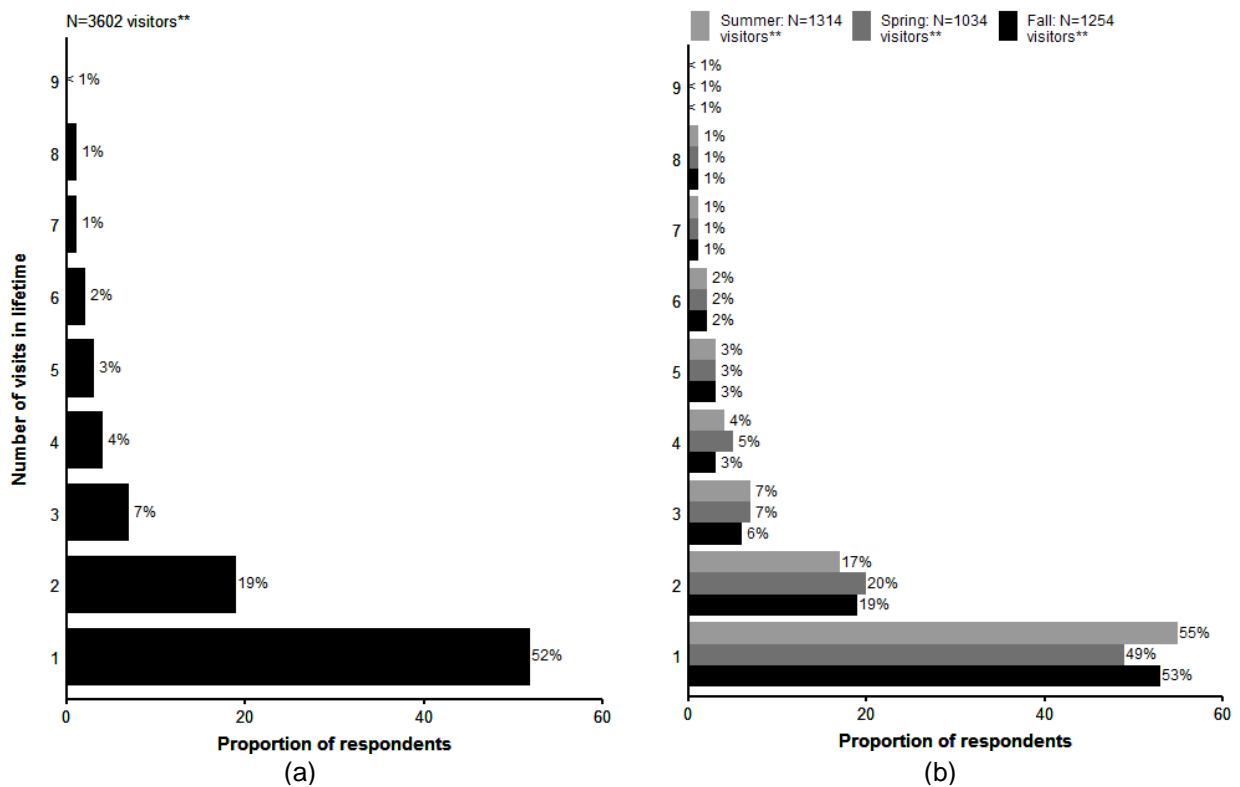


Figure 59. Number of visits (under 10) in the visitor's lifetime (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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



**Visitor gender****Question 24d**

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

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

Results:

- Figure 60 shows the gender distribution of visitors.

47% of visitors were male (Overall)

47% (Summer, Spring, and Fall)

51% of visitors were female (Overall)

51% (Summer and Fall)

52% (Spring)

2% of visitors selected the “no answer” option (Overall)

2% (Summer, Spring, and Fall)

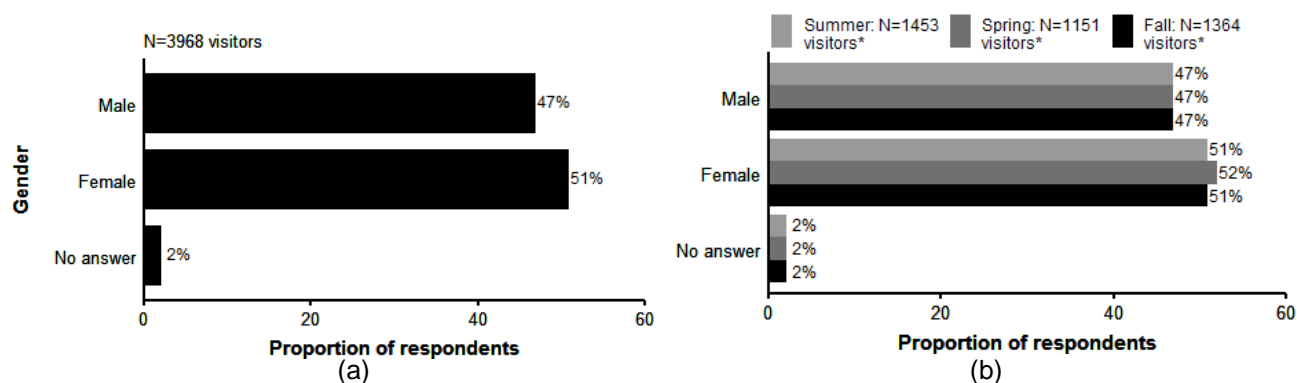


Figure 60. Reported visitor gender (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

**Gettysburg Foundation****Question 25a**

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?

Results:

- As shown in Figure 61, 23% of Overall visitor groups were aware of the Gettysburg Foundation prior to their visit.

23% Summer and Spring

24% Fall

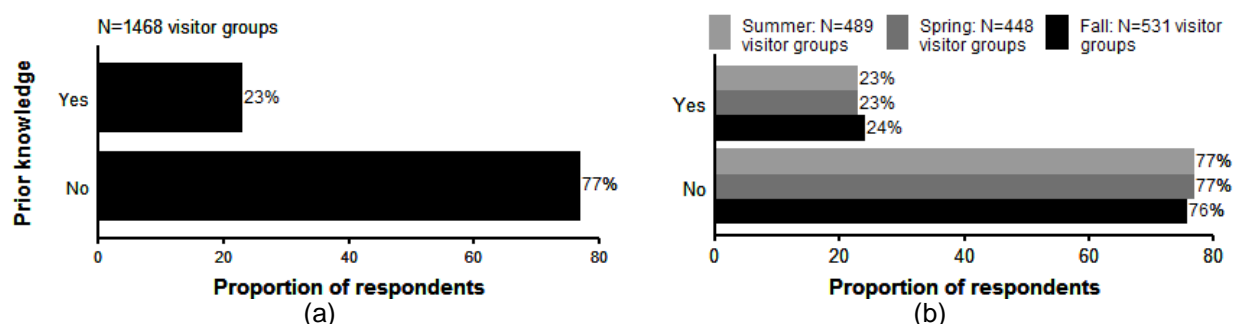


Figure 61. Proportion of visitor groups with prior knowledge of the Gettysburg Foundation (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

### Question 25b

Were you aware after your visit?

Results:

- Of the visitor groups without prior knowledge of the Gettysburg Foundation, Figure 62 depicts the proportion of visitor groups that were aware after their visit.

44% Overall  
42% Summer  
43% Spring  
47% Fall

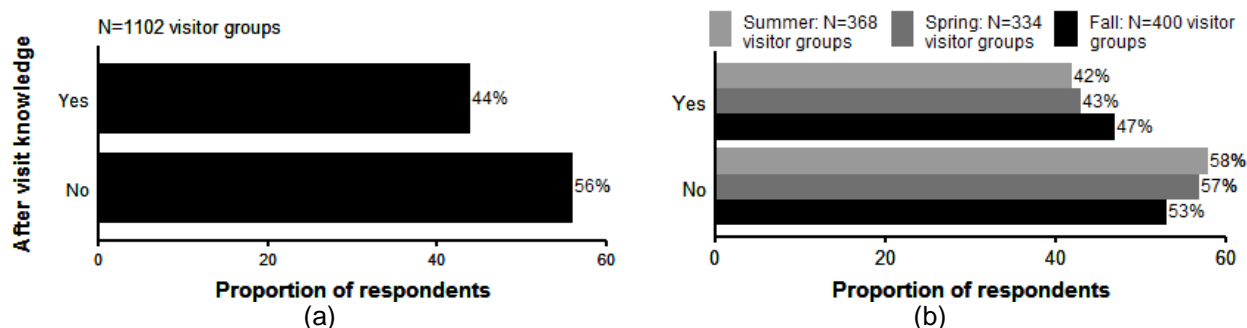


Figure 62. Proportion of visitor groups with knowledge of the Gettysburg Foundation after their visit (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

# **Visitor income**

## **Question 26**

Which category best represents your annual household income?

Results:

- As represented in Figure 63, the proportions for visitor group annual household income were:
- 62% reported their annual household income to be between \$50,000 and \$149,999 (Overall).

63% Summer

59% Spring

65% Fall

- 20% reported \$150,000 or more (Overall).

18% Summer and Fall

23% Spring

- 18% indicated their annual household income to be less than \$50,000 (Overall).

19% Summer

17% Spring and Fall

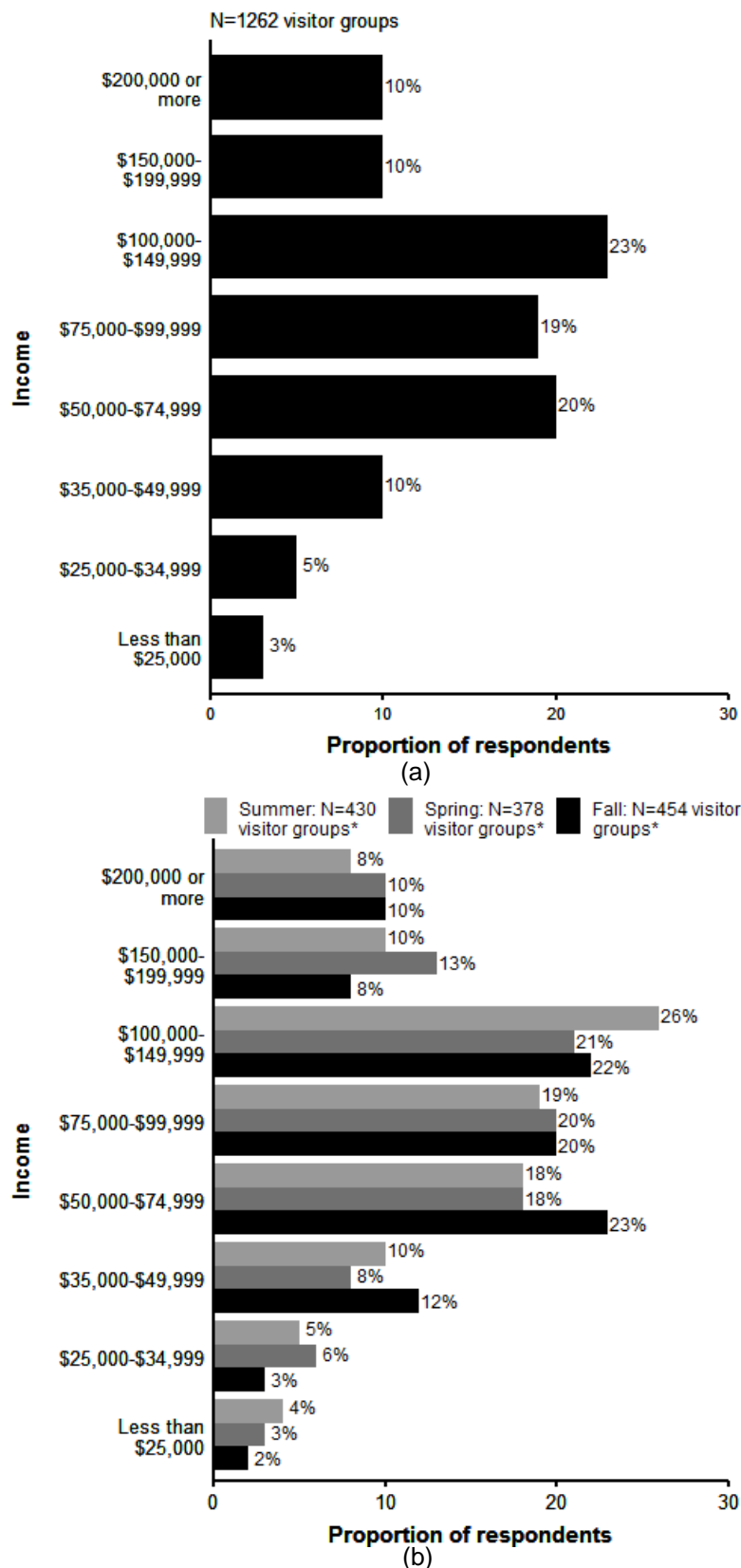


Figure 63. Visitor household income (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

***Future visits*****Question 27**

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?

**Results:**

- 43% (656) of Overall visitor groups provided one or more comments about what interpretive programs/information services their group would like to have available at the park.
  - 44% (221) Summer (see Table 61)
  - 44% (204) Spring (see Table 62)
  - 42% (231) Fall (see Table 63)
- A summary of the comments by season with all topics listed is in Table 61–Table 63 and Appendix C.

\*total percentages do not equal 100 due to rounding

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

Table 61. Suggestions for interpretive programs/information services—Summer

Comment	Number of comments (N=253)
<b>Facilities (2%)</b>	
More restrooms	2
Bed and breakfast on site	1
More access to water	1
Remove terrible horse trails	1
	<b>5</b>
<b>General (24%)</b>	
No suggestions	50
Do not plan to return	5
Spend more time at each stop—not enough time	2
Other comments	4
	<b>61</b>
<b>Interpretive Programs (71%)</b>	
More ranger-led talks/tours	28
More reenactments	18
Personal guided tour	13
More activities/programs for children	11
More staff/rangers at all stops on route	6
Program on impact of battle on local residents	6
Museum/Visitor Center	5
More information on individual units/regiments/people	4
Auto tour	3
Bus tours of park	3
Follow a particular regiment, both North and South	3
More battle maps/detailed maps/auto tour maps	3
App to describe each location with GPS	2
Audio auto tour for rent/download/radio frequency	2
Auto tour guides	2
Better maps with street addresses/direction in and out of park	2
Bike guided tour	2
Coordinate with ancestry.com/similar genealogy resource/help find ancestors	2
Information from a teenager's/child's perspective	2
More Day One programs	2
More then/now photographs/and before/after war impacts	2
Permanent guide at Little Round Top or near viewing towers	2
Women and surgeons/nurses information	2
Other comments	55
	<b>180</b>
<b>Personnel (0.4%)</b>	
German speaking guide	1
	<b>1</b>
<b>Policy Management (2%)</b>	
Lower/no cost	3
Expanded hours for buildings	1
Help for special needs adults	1
Dog-friendly hiking/walking paths	1
	<b>6</b>

\*total percentages do not equal 100 due to rounding

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

Table 62. Suggestions for interpretive programs/information services—Spring

Comment	Number of comments (N=235)
<b>Facilities (4%)</b>	
Better signage	6
More restrooms	2
Convenient picnic area	1
More water	1
	<b>10</b>
<b>General (27%)</b>	
All is good, great, can't think of anything, nothing, not applicable	58
Do not plan to return	3
Bring my family	1
Doing my own research	1
Walking through the park, away from crowds	1
	<b>64</b>
<b>Interpretive Programs (68%)</b>	
Reenactments	21
Ranger programs, tours	14
Audio tour, information about audio tour	11
Private tour, guided tour	10
Better, more informative maps, map of entire park	5
Basic low-cost app with less detailed information, free app	4
Personal stories of soldiers, daily life	4
Rangers at all key destinations, including Museum	4
Visitor Center, Museum	4
Auto tour with personal guide	3
Battlefield tour guides, battle walks	3
Individual state, regiment information; locate state monuments	3
Light-up map at Visitor Center	3
More activities, programs for children, Junior Ranger Program	3
Northern AND Southern perspective/separate tours/reenactors explaining	3
Advanced programs for more knowledgeable visitors, conference for historians/academics	2
Biking, hiking tours	2
Longer, more detailed bus tour	2
Cannon and weapon demonstrations	2
Cyclorama	2
Free auto tour guide on radio	2
Ghost tours	2
Information about impact on PA countryside and towns	2
Information on history of park: creation, preservation, current threats, etc.	2
Interactive signs, interpretive maps giving information, troop movement	2
Location of where Lincoln gave Gettysburg Address	2
More detailed information on battles at Gettysburg	2
Photography of civilians and aftermath, photography tours/recommendation	2
Women soldiers, women in the Civil War	2
Other comments:	36
	<b>159</b>
<b>Policy Management (1%)</b>	
Depends on cost	1
Strong, free internet access	1
	<b>2</b>

\*total percentages do not equal 100 due to rounding

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

Table 63. Suggestions for interpretive programs/information services—Fall

Comment	Number of comments (N=221)
<b>General (37%)</b>	
Don't know/can't think of anything/not sure	32
No/none or N/A	25
Everything was good as is	21
Control kids at battlefield sites	1
Prefer to learn alone or ask questions	1
Visit Museum first, then guided bus tour	1
Visit when less crowded	1
	<b>82</b>
<b>Interpretive Programs (62%)</b>	
More rangers available for information	12
More ranger-led talks	9
Provide more tours/guides (bus, trolley, specialized, etc.)	9
More reenactments/reenactors throughout the park	8
Programs geared to families/kids	7
Personal tour guides	6
Improve signage (confusing, difficult to follow, more)	4
More information/detail on specific companies and battles	3
Bus tours	2
Emphasize importance of Culp's Hill	2
More information/exhibits on artillery	2
More interactive information/apps for mobile devices	2
More talks/recorded lectures throughout the park	2
Provide Acoustiguide	2
Provide guides at each stop of auto tour	2
Provide information following regiments through the battle	2
Provide interactive, more detailed battlefield map	2
Ranger-led talk about daily life during the war	2
Other comments	58
	<b>136</b>
<b>Policy Management (1%)</b>	
Electric bikes/vehicles to rent	1
Lower prices	1
Open all night for ghost hunting	1
	<b>3</b>

**Question 28**

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?

**Results:**

- As shown in Figure 64, the likelihood of visitor groups using a transit (bus) service if it were provided was:

28% Unlikely (Overall)

28% (Summer)

26% (Spring)

30% (Fall)

\*total percentages do not equal 100 due to rounding

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



21% Moderately likely (Overall)

22% (Summer)

21% (Spring)

20% (Fall)

19% Slightly likely (Overall)

19% (Summer and Spring)

20% (Fall)

13% Very likely (Overall)

15% (Summer)

11% (Spring)

13% (Fall)

11% Extremely likely (Overall)

10% (Summer and Fall)

13% (Spring)

8% were undecided (Overall)

7% (Summer and Fall)

10% (Spring)

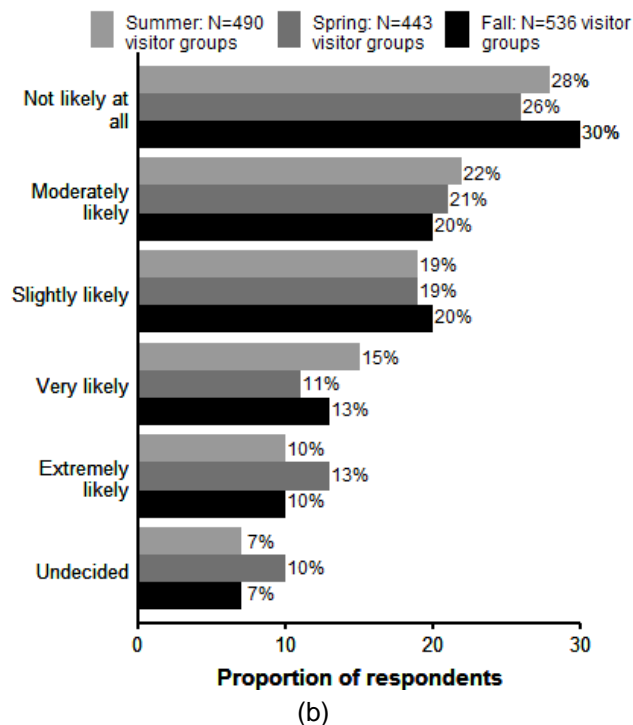
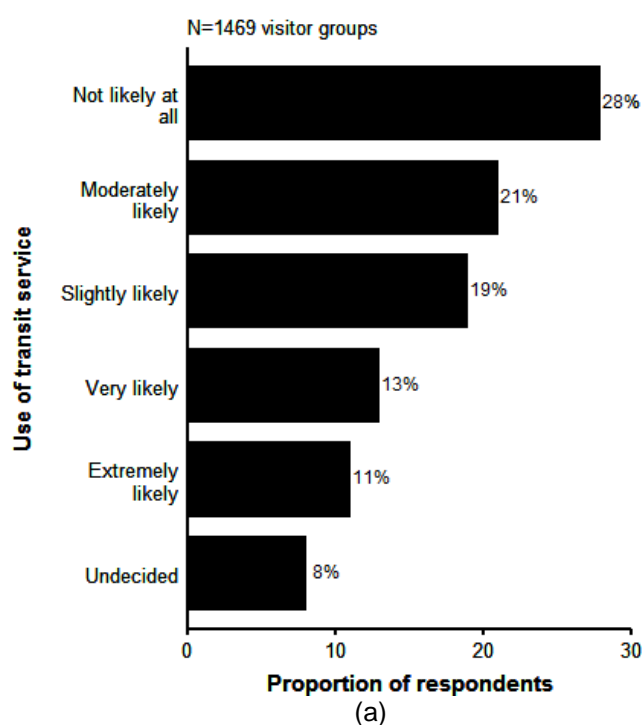


Figure 64. Likelihood of visitors to use transit service if available (a) overall (b) seasonal

\*total percentages do not equal 100 due to rounding

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

### Question 29

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

#### Results:

- 51% (774) visitor groups provided at least one comment with more information about their visit to Gettysburg NMP.
  - 53% (268) Summer (see Table 64)
  - 45% (211) Spring (see Table 65)
  - 53% (295) Fall (see Table 66)
- A summary of additional comments are in Table 64–Table 66 and Appendix C.

\*total percentages do not equal 100 due to rounding

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

Table 64. Additional comments—Summer

Comment	Number of comments (N=312)
<b>Facilities (5%)</b>	
Bus won't work for visitors with health problems/not ADA accessible	2
Improvements over the years have been positive	2
Need better directional signs	2
Other comments	11
	<b>17</b>
<b>General (63%)</b>	
Everything great, enjoyed visit	109
Hope to return, will return	25
No/nothing or N/A	24
Thank you for all your work!	17
Keep the park going—important part of history	2
Other comments	19
	<b>196</b>
<b>Interpretive Programs (13%)</b>	
Keep Confederate statues and history	7
Auto tour good	5
Need more ranger programs for advanced students, professionals, academics	3
Visitor Center great	3
New Visitor Center too expensive and media centered	2
Other comments	21
	<b>41</b>
<b>Personnel (9%)</b>	
Rangers/guides informative, helpful, great, enthusiastic, respectful	13
All staff care about the park, helpful	3
Specific staff great: Dan, Emma, Phil	3
Other comments	8
	<b>27</b>
<b>Policy Management (2%)</b>	
Appreciate pet friendly/dog friendly park	2
Do not limit visitor's accessibility to park	1
Golden Eagle Pass not accepted at Museum	1
Increase hours for Visitor Center	1
Lower cost of film at Visitor Center	1
Park needs more funding	1
	<b>7</b>
<b>Resource Management (8%)</b>	
Preservation amazing	11
Clean and neat park/battlefield	5
Other comments	8
	<b>24</b>

\*total percentages do not equal 100 due to rounding

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

Table 65. Additional comments—Spring

Comment	Number of comments (N=240)
<b>General (62%)</b>	
All was great/keep up good work	99
No/nothing or N/A	29
Plan to return	8
Not enough time	4
Survey too demanding for average visitor/too long	2
Other comments:	6
	<b>148</b>
<b>Interpretive Programs (18%)</b>	
Very inspirational/moving/beautiful/feeling the history	15
Film—excellent introduction	3
Visitor Center great	3
Bookstore was great	2
Both sides of battle well represented	2
Excellent programs: Pickett's Charge, Little Round Top	2
Include the Confederate side more equally, keep flags and monuments	2
Signage good/excellent	2
Other comments	11
	<b>42</b>
<b>Personnel (7%)</b>	
Rangers/employees are great, friendly, professional, knowledgeable	13
Specific excellent rangers/guides: Matt, Jack, Rich	3
	<b>16</b>
<b>Policy Management (3%)</b>	
Fight budget cuts for the park, keep park funded and running	2
Cost too high, especially for family of five	1
Guided tour affordable	1
Need distinction between private tours and NPS activities	1
Need more handicapped parking	1
Take many friends, would like to see things without paying after first time	1
Would like transit bus circling the park	1
	<b>8</b>
<b>Resource Management (11%)</b>	
Park well preserved	16
Clean park	3
Controlled burn caused frustration on auto tour/missed seeing sites	2
Continue to clear trees	1
Eternal Light Peace Memorial restoration work not good—stones cracked, stained	1
Keep working to restore to 1863 conditions—avoid development	1
Revitalize Culp's Hill—use livestock to clear vegetation	1
Tree trimming out of hand—park should be paid for removal	1
	<b>26</b>

\*total percentages do not equal 100 due to rounding

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

Table 66. Additional comments—Fall

<b>Comment</b>	<b>Number of comments (N=385)</b>
<b>Facilities (1%)</b>	
Beautiful Visitor's Center	1
Need more rest/picnic areas	1
Provide bike lanes	1
	<b>3</b>
<b>General (70%)</b>	
Everything great; enjoyed our visit	92
Beautiful park; very well maintained	27
Looking forward to returning/will return	28
Great park; Love the park	22
No/nothing or N/A	22
Very moving; special, sacred place/experience	19
Great job. Thank you!!	17
Keep up the good work	10
Would recommend to others	5
Enjoy touring on our own	3
Not enough time; so much to see	3
Other comments	20
	<b>268</b>
<b>Interpretive Programs (12%)</b>	
Will return for personal/guided tour	7
Don't remove statues; preserve history	4
Provide more evening programs; longer park hours	3
Cyclorama not well presented; confusing	2
Huge volume of information	2
Loved the Cyclorama	2
Other comments	26
	<b>46</b>
<b>Personnel (6%)</b>	
Staff/rangers/volunteers friendly, helpful, informative	20
Staff person not helpful	2
Information booth staff not helpful with app	1
	<b>23</b>
<b>Policy Management (12%)</b>	
Appreciate park preservation efforts; keep it up	26
Acquire more property	3
Survey too long, too personal	3
Maintain park's historical significance	2
Provide shuttle service to reduce parking problems	2
Other comments	9
	<b>45</b>

\*total percentages do not equal 100 due to rounding

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



## References

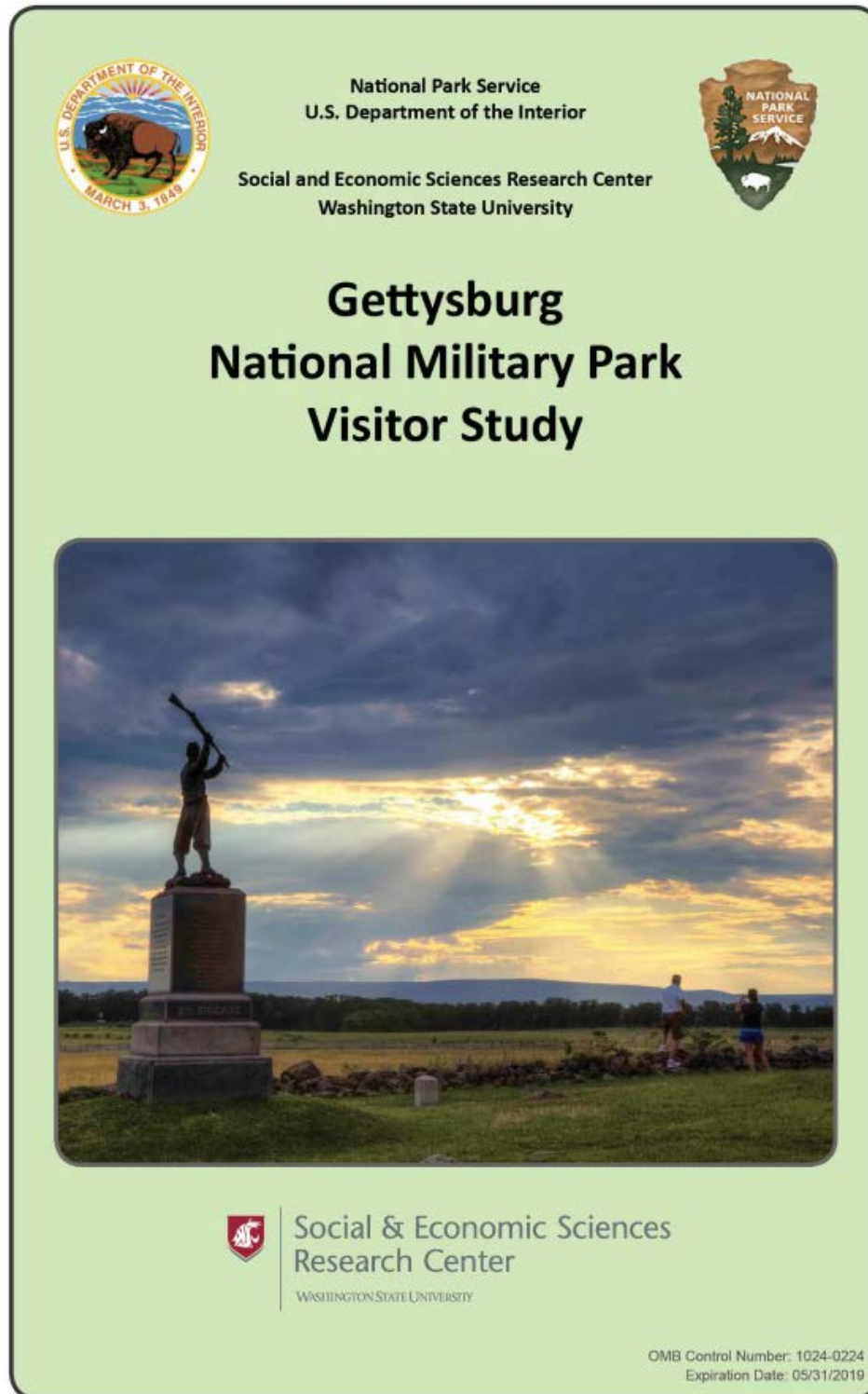
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## Appendix A: Contact Documents

### Sample invitation card



«sid»

**United States Department of the Interior**

NATIONAL PARK SERVICE  
Gettysburg National Military Park  
1195 Baltimore Street  
Gettysburg, PA 17325



&lt;&lt;Season Year&gt;&gt;

Dear Visitor,

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Gettysburg National Military Park. The information we collect will assist us in our efforts to better manage the 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 15 minutes after your visit to complete.

To access the questionnaire, please enter the following web address into the address bar on your web browser. Once the survey page is displayed, please enter the red access code listed below.

**Web Address:** <http://opinion.wsu.edu/Gettysburg/>

**Access code:** «respid»

If you have any questions or require assistance accessing the survey online, please contact Kristen Petersen, Survey Coordinator at 1615 NE Eastgate Blvd, Suite F, Pullman, Washington 99164-1801, (509) 335-1724 (phone), [sesrcweb5@wsu.edu](mailto:sesrcweb5@wsu.edu) (email).

Thank you for your help.

Sincerely,

Ed W. Clark  
Superintendent

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 cooperatively managed by Gettysburg 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 15 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Kristen Petersen, Survey Coordinator, SESRC, 1615 NE Eastgate Blvd Suite F, Washington State University, Pullman, WA 99164, 509-335-1724 (phone), [kristen.petersen@wsu.edu](mailto:kristen.petersen@wsu.edu) (email)

**Mailing 1: Postcard reminder/thank you**

Dear Visitor:

Thank you for participating in the Gettysburg National Military Park visitor study. Your opinions are very important to us! If you have not yet completed the online survey, please do so right away.

To access the questionnaire, please enter the following web address into the address bar on your web browser. Once the survey page is displayed please enter the red access code listed below.

Web Address:

<http://opinion.wsu.edu/Gettysburg>

Access code: **«respid»**

Your feedback will provide valuable information which we will use to better serve our visitors.

Sincerely,

Ed W. Clark, Superintendent  
Gettysburg National Military Park

«FNAME» «LNAME»  
«ADDR1»  
«ADDR2»  
«CITY», «STATE»  
«ZIP»  
«COUNTRY»

«SID»



## Mailing 2: Letter and questionnaire



United States Department of the Interior  
NATIONAL PARK SERVICE  
Gettysburg National Military Park  
1195 Baltimore Street  
Gettysburg, PA 17325



<<Month Year>>

Dear «FNAME» «LNAME»,

The National Park Service thanks you for participating in the Gettysburg National Military Park Visitor Study. Your opinion is very important to us and we want to ensure that you have had every opportunity to participate.

Our records indicate that we have not yet received your completed response. Please complete the enclosed paper questionnaire and mail it back in the included postage paid envelope right away.

Alternatively, the internet-based version is still available for you to access online. To complete the questionnaire online, please go to a computer, open a web browser, and enter the web address (in blue) listed below *in the address bar*. Once the webpage loads, please enter the access code (in red) listed below.

**Web Address:** [www.opinion.wsu.edu/Gettysburg](http://www.opinion.wsu.edu/Gettysburg)

**Access code:** «RespID»

If you have any questions, please contact the project coordinator, Kristen Petersen, at 1615 NE Eastgate Blvd, Suite F, Pullman, Washington 99164-1801, (509) 335-1724 (phone), [sesrcweb5@wsu.edu](mailto:sesrcweb5@wsu.edu) (email).

Thank you for sharing your opinions with us!

Sincerely,

Ed W. Clark  
Superintendent

**Mailing 3: Reminder Letter****United States Department of the Interior**

NATIONAL PARK SERVICE  
Gettysburg National Military Park  
1195 Baltimore Street  
Gettysburg, PA 17325



&lt;&lt;Month Year&gt;&gt;

Dear «fname» «lname»,

The National Park Service thanks you for participating in the Gettysburg National Military Park Visitor Study. We greatly value your opinion and want to ensure that you have every opportunity to participate. Our records indicate that we have not yet received your response to the survey. If you mailed back a paper version or completed the survey online within the past day or two, thank you, no further action is needed on your part.

We are nearing the end of the data collection period and this is your last chance to have your responses included in our study of the Gettysburg National Military Park. If you have filled out a paper survey but have not mailed it back, please do so right away. Additionally, the internet-based version is still available for you to use. To access the questionnaire online, please enter the following web address directly *into the address bar* on your web browser. Once the survey page is displayed, please enter the red access code listed below.

**Web Address:** <http://opinion.wsu.edu/Gettysburg>

**Access code:** «RespID»

If you have any questions, do not hesitate to contact the project manager, Kristen Petersen, at 1615 NE Eastgate Blvd, Suite F, Pullman, Washington 99164-1801, (509) 335-1724 (phone), [sescweb5@wsu.edu](mailto:sescweb5@wsu.edu) (email).

Thank you for sharing your opinions with us!

Sincerely,

Ed W. Clark  
Superintendent

«respID»  
OMB Control Number: 1024-0224  
Expiration Date: 05/31/2019

**Mailing 4: Final replacement letter and questionnaire****United States Department of the Interior**

NATIONAL PARK SERVICE  
Gettysburg National Military Park  
1195 Baltimore Street  
Gettysburg, PA 17325



&lt;&lt;Month Year&gt;&gt;

Dear «fname» «lname»,

The National Park Service thanks you for participating in the Gettysburg National Military Park Visitor Study. We greatly value your opinion and want to ensure that you have every opportunity to participate. Our records indicate that we have not yet received your response to the survey. If you mailed back a paper version or completed the survey online within the past day or two, thank you, no further action is needed on your part.

If you have filled out a paper survey but have not mailed it back, please do so right away. If the previous paper questionnaire has been misplaced, please complete the enclosed questionnaire and mail it back in the included postage paid envelope. Additionally, the internet-based version is still available for you to use. If you prefer to complete the survey online you are welcome to go to a computer, open a web browser, and enter the web address (in blue) listed below *in the address bar*. Once the webpage loads, please enter the access code (in red) listed below.

**Web Address:** <http://opinion.wsu.edu/Gettysburg>

**Access code:** «RespID»

If you have any questions, do not hesitate to contact the project manager, Kristen Petersen, at 1615 NE Eastgate Blvd, Suite F, Pullman, Washington 99164-1801, (509) 335-1724 (phone), [sesrcweb5@wsu.edu](mailto:sesrcweb5@wsu.edu) (email).

Thank you for sharing your opinions with us!

Sincerely,

Ed W. Clark  
Superintendent


«respid»

OMB Control Number: 1024-0224

Expiration Date: 05/31/2019




## Appendix B: Questionnaire





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

OMB Control Number: 1024-0224  
Expiration Date: 05/31/2019

**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

☐ No



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

Number of days



**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
Learning/researching history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viewing exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living History Demonstrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranger Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum/Film/Cyclorama	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Historic tours	<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 did you spend the most of your time on during this 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**

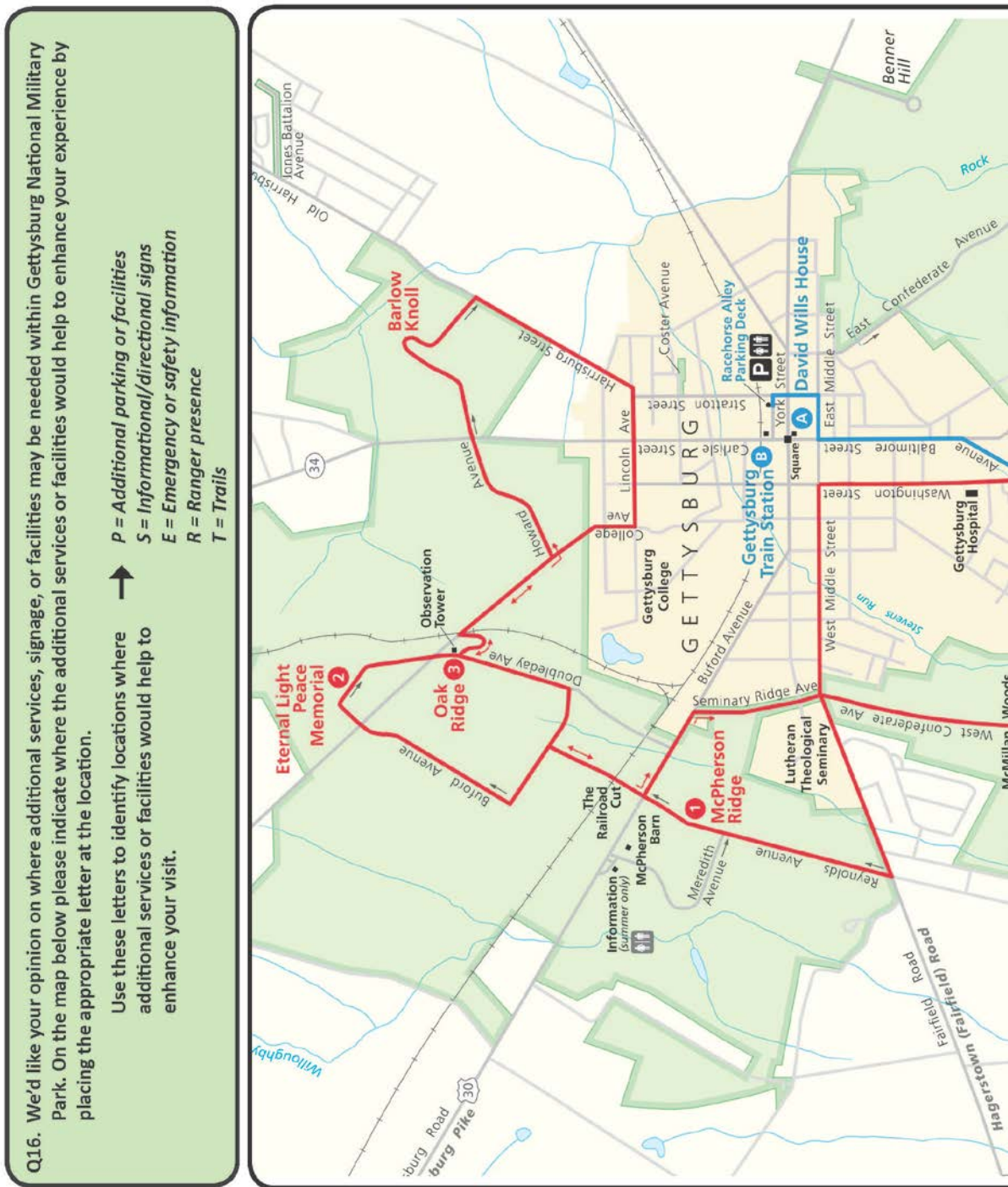
**b. If YES, what were the parts of the story that need to be strengthened?**

**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"/>







**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="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 2	<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="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 4	<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="radio"/>	<input type="radio"/>	<input type="radio"/>
Member # 6	<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="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.**

☐ Less than \$25,000

☐ \$75,000 to \$99,999

☐ \$25,000 to \$34,999

☐ \$100,000 to \$149,999

☐ \$35,000 to \$49,999

☐ \$150,000 to \$199,999

☐ \$50,000 to \$74,999

☐ \$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

☐

☐

☐

☐

☐

☐

**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.***

## Appendix C: Visitor Comments

### Question 1a

Prior to this trip, how did you obtain information about Gettysburg National Military Park?

#### Summer

##### Other websites

Comment	Number of comments (N=43)
TripAdvisor	12
Google	7
Wikipedia	5
Bringfido.com	2
Gettysburgdaily.com	2
Google Maps	2
Various/Internet	2
YouTube	2
AAA	1
Civil War Trust	1
Gettysburg Foundation	1
Gettysburg.org	1
Gettysburgghosttours.com	1
GilderLerhman.com	1
<a href="http://seminaryridgeMuseum.weebly.com/">http://seminaryridgeMuseum.weebly.com/</a>	1
Mapmyride.com	1
Pinterest	1

##### Other

Comment	Number of comments (N=37)
Local resident	6
Non-fiction books, atlas	5
Personal research, interest	4
"Killer Angels" books by Ralph Peters	3
Always wanted to visit	3
Former/current United States History teacher, Civil War educator	3
Movie "Gettysburg," movies	2
Passing through	2
Visitor Center	2
Boy Scout troop	1
Camp Misty Mount Park Service Employees	1
Civil War Forum	1
Friends of Gettysburg—Gettysburg Foundation.	1
Ken Burns—The Civil War	1
KOA campground	1
Visited other battlegrounds	1

## Spring

## Other websites

<b>Comment</b>	<b>Number of comments (N=31)</b>
TripAdvisor	9
Google	6
Web search	3
<a href="https://www.gettysburgfoundation.org">https://www.gettysburgfoundation.org</a>	1
<a href="http://civilwar.org">civilwar.org</a>	1
Destination Gettysburg	1
Gettysburg Daily	1
<a href="http://gettysburgtourguides.org/">gettysburgtourguides.org/</a>	1
History.com	1
<a href="http://gettysburg.stonesentinels.com/">http://gettysburg.stonesentinels.com/</a>	1
King County Library	1
Pinterest	1
Travel	1
TravelBrains	1
Wisconsin State Historical Society, Civil War veteran record	1
YouTube	1

## Other

<b>Comment</b>	<b>Number of comments (N=29)</b>
Books/history books	9
Live in the area	4
Boy Scouts	2
General history knowledge/love of history	2
Gettysburg Apps	2
Civil War reenactor	1
Movie, Gettysburg	1
Plus 60 club	1
Read/study history/history books	1
Safety trip from work	1
Studied Gettysburg Battle	1
The Villages, FL Civil War Club	1
Tour CD	1
US Mint National Park Quarters	1

## Fall

## Other websites

<b>Comment</b>	<b>Number of comments (N=41)</b>
Trip Advisor	14
google	7
YouTube	4
Amazon	2
Civil War Trust	2
Web search	2
Detour	1
Gettysburg Foundation	1
Gettysburg.com	1
Gettysburg Tours	1
<a href="http://www.Civilwartraveler.com">http://www.Civilwartraveler.com</a>	1
Netflix	1
Pinterest	1
Wikipedia	1
<a href="http://www.civilwar.org">www.civilwar.org</a>	1
<a href="http://www.gettysburgdaily.com">www.gettysburgdaily.com</a>	1

## Other

<b>Comment</b>	<b>Number of comments (N=36)</b>
Read/study history (books)	11
Gettysburg College	4
Live in the area	4
Bucket list	2
Civil War reenactment	2
Audio tour	1
Boy Scouts	1
Family birthday request	1
Friends of Gettysburg	1
Gettysburg campground	1
Gettysburg Segway Tour	1
General history knowledge/love of history	1
National Park Foundation tour	1
Roads Scholar trip email	1
Social studies fair	1
Ta-Nehisi Coates book	1
Travel agent	1
West Point Atlas of Military History	1

**Question 9a**

Other activity experienced by visitor groups

**Summer**

<b>Comment</b>	<b>Number of comments (N=62)</b>
Audio car tour	15
Personal guided tour	6
Biking	5
Downtown/downtown walking tour	3
Driving through the park	3
Bus tour	2
Eisenhower home	2
Enjoying the beauty/differences in landscape/greenery	2
Guided battlefield tour	2
Horseback tour	2
Archaeology work	1
Camping with Scouts	1
Cemetery	1
Cost too high	1
Day 2 battlefield walk	1
Eating at Dobbin House	1
Experiencing the feelings and emotions of history	1
Ghost tour	1
History	1
Land of Little Horses	1
LBG tour	1
Lunch	1
Monuments	1
Museum crowds	1
On our own	1
Ranger knowledge and assistance	1
Related historical sites (train station, Sachs Bridge)	1
Sharing history with grandchildren	1
Two historic taverns	1
Volunteer in tower	1

**Spring**

<b>Comment</b>	<b>Number of comments (N=58)</b>
Auto tour	14
Bus tour	8
Visited the various battlefields/monuments	4
Eisenhower farm/house	3
Hiking/walking through park	3
Ghost tour	2
Town of Gettysburg	2
Art and bookstores	1
Assistance finding monument of family member's regiment	1
Bathroom facilities (condition/lack of)	1
Bicycle rental to different parts of battlefield	1
Camped at Artillery Ridge	1
Cannon firing	1
Cemetery	1
Cyclorama	1
David Wills/Ike's house	1
Driving park	1

Eternal Light Peace Memorial	1
Friend's spring muster	1
Heritage Museum	1
Horse tour	1
Jogging	1
Licensed Battlefield Guide Seminar	1
Museum on Seminary Ridge	1
Personal guide in our car	1
Research library	1
Riding our bikes around auto tour	1
Walking on hallowed ground	1
Watched the prescribed burn	1

## Fall

Comments	Number of comments (N=83)
Audio car tour	22
Personal guided tour	9
Bus tour	5
Eisenhower Farm/House	4
Horseback tour	4
Biking	3
Cemetery	3
Walking in the Park	3
Battlefield/battle locations	2
Driving through Park	2
Ghost tour	2
None/not applicable	2
Willis House	2
Army concert Pershing's own	1
B and B presented talk/demo each morning	1
Bullet holes—Lincoln plan he staged	1
David Wills house	1
Dobbin house	1
Family	1
Family history	1
Heritage Center	1
Hospitals	1
Interaction with rangers/volunteers	1
Park towers	1
Personal auto tour	1
Photography	1
Physical presence of Gettysburg	1
Ranger Info Center	1
Seminary Museum	1
Shriver House	1
Spangler Farm	1
Walking tour of downtown	1
Went with local people	1

**Question 9c**

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

**Summer**

<b>Comment</b>	<b>Number of comments (N=228)</b>
Nothing/all was wonderful	128
Not applicable	13
Cost of Museum/movie/Cyclorama/Visitor Center	9
Not enough time	9
Cyclorama/Cyclorama not working/too rushed	6
Museum—too much to see/excessive audio/bad lighting/lack of hours	6
Audio/auto tour—too dramatic, not effective, takes too long/lack of signage	5
Film—not balanced about causes	4
Hiking	3
Parking	3
Cost of bus tours/Bus tour	2
Ghost walk tour guide/ghost tour	2
Lack of restrooms on battlefield/at park	2
Living history	2
Museum exhibits need updating/not enough artifacts	2
Noise and fumes/motorcycle noise	2
Ranger programs/ranger programs not engaging for children	2
Bookstore	1
Dogs not allowed in Museum	1
Exhibits	1
Hard to navigate roads	1
Health issues	1
Lack of biking infrastructure	1
Lack of free NPS shuttle	1
Lack of handicapped access/services	1
Lack of hours for Museum	1
Lack of information prior to visit	1
Lack of refreshment options	1
Lack of signage from Museum to battlefield	1
Lack of times for ranger-led talks	1
Limited times for film tickets	1
Long walk from parking lot in rain	1
Navigating the park	1
Need free auto tour travel guide	1
Not enough dedicated hiking trails	1
Other historic tours	1
Parking areas unclear—maybe post signs with different General's faces	1
Please don't allow over-commercialization	1
Rude, disrespectful park visitors	1
Signs for casinos	1
Survey is a waste of money	1
Too crowded	1
Too long of hikes, poorly prepared scouts	1
Traffic and buses	1
Weather	1



## Spring

<b>Comment</b>	<b>Number of comments (N=142)</b>
None/nothing or N/A	99
Prescribed burn	10
Weather	8
High prices	4
Cyclorama	3
Hiking	3
Not enough time; so much to see	3
Buses were dangerous	1
Concessions in a national park	1
Detour not marked	1
Difficult for handicapped	1
Difficult to find maps	1
Missed reenactments	1
Museum	1
Negativity towards Confederacy	1
North/South flags were not flying	1
Not many pullouts	1
Ranger programs not available off season	1
Road closures	1

## Fall

<b>Comment</b>	<b>Number of comments (N=283)</b>
No negatives, all was wonderful	194
Not applicable	14
Not enough time	8
Missed ranger tours/programs	7
Cost of admission/prices of books, souvenirs/Museum/Cyclorama	6
Did not see living history demonstration	5
Hiking/hiking with disability/lack of loop trail	5
Parking	5
Viewing exhibits	3
Limited time to enjoy ranger programs	2
Audio tour	1
Bookstore at Visitor Center	1
Bus tour crowded	1
Buses	1
Choices of food	1
Could not hear ranger, group too big	1
Crowds	1
Cyclorama confusing	1
Directions at Penn Monument competing with bus groups	1
Disrespectful park visitors	1
Film and Cyclorama shut down, computer failure	1
Government PC changing history	1
Guide for battlefield tour	1
Hall of Presidents was closed	1
Haphazard parking of bus drivers	1
Hard to get guided tour	1
Hotels should give better info about transportation to and within park	1
Lack of directions to Gettysburg address site	1
Lack of restrooms outside Visitor Center	1
Not enough time in Cyclorama	1
Not getting to see Museum/Film/Cyclorama	1
Not informed enough	1

Official toll-free number did not work from Canada	1
Overuse of some areas—Little Round Top	1
Plaques need updating, and info added	1
Rudeness of Segway groups	1
Short visit	1
Spangler Farm closed	1
Ticks around monuments	1
Timing of auto tour, due to traffic flow	1
Toilets on auto tour	1
Vehicle traffic	1
Walking	1
Weather	1

Which of the above activities did you spend most of your time on during this visit to Gettysburg National Military Park?

### Spring

Comment	Number of comments (N=221)
Museum/film/Cyclorama	81
Learning, learning history, researching history	33
Viewing exhibits	19
Hiking	18
Audio/auto tour	17
Historic tour	8
Battlefield/battlefield tours	6
Bus tour	6
Tour	4
Guided tour	3
Ranger programs	3
Biking to battlefield sites	2
Little Round Top	2
Viewing monuments	2
Cemetery	1
Clump of trees	1
Devil's Den	1
Do not know	1
Driving through the park	1
Eisenhower House	1
Ghost tour	1
Going to obscure sites	1
Seminary Ridge Museum	1
Soldiers National Cemetery	1
Town fighting	1
Viewing exhibits	1
Visiting local business	1
Visitor Center	1
Walking in the park	1
Walking the Union line	1
West of McPherson Ridge where Reynolds was killed	1

***Misprint*****Question 9a**

Other factor experienced by visitor groups

**Summer**

<b>Comment</b>	<b>Number of comments (N=22)</b>
Bathrooms—small/lack of/distance for those with disabilities	5
Personal CD/DVD tour	2
Visitors Center—no Museum or artifacts/congestion near	2
Armed men in park who were KKK members	1
Could not bring dog in Museum	1
Drivers passing and tailing	1
Got lost	1
Lack of access to water	1
Lack of maps with street names in and outside park	1
Motorcycles/noise	1
No racks or infrastructure for bicycles	1
Pedestrian crowding near monuments	1
People dangerously climbing rock faces at Devil's Den	1
Quiet experience to hear/feel what it was like in the past	1
Riding in personal vehicle	1
Walked on a marked trail	1

**Fall**

<b>Comment</b>	<b>Number of comments (N=25)</b>
Bathroom facilities (condition/lack of)	5
Bees	2
No problems	2
Number of people/busloads of people	2
Captions for hearing impaired	1
Difficulty locating start of auto tour (lack of or inadequate signage)	1
Difficulty with stairs and long walks	1
Inconvenience of no backpacks	1
Lack of directions from parking to entrance	1
Long walkway to Museum	1
Poor signage from town	1
Private tour	1
Speeding in the battlefield area	1
Spurts of busloads of people	1
Too many tour buses on small roads	1
Traffic congestion at round about	1
Walk from parking to Visitor Center	1
We drove our vehicle	1

**Question 9c**

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

**Summer**

<b>Comment</b>	<b>Number of comments (N=291)</b>
None/no negative experience	177
Parking difficult/shortage/congestion	55
Accessibility, distance from parking to sites/Museum/Visitor Center	8
Pedestrian vehicle conflicts	6
Could not find shuttles/lack of shuttles	5
Bathroom facilities small/not clean/lack of	4
Lack of signage for battlefield/self-driving tour/walking tour	3
Little Round Top busy/parking shortage	3
Parking/traffic congestion Devil's Den/Masonic Memorial/Little Round Top	3
Visitor Center waste of time and money—no dog access	3
Bike accessibility in general/ lack of bike racks/access to battlefields	2
Armed KKK members in the park	1
Bike week—Harleys disruptive and disrespectful	1
Difficult to access plaque for statue of Major General Warren	1
Farmers Market Saturday morning on square	1
Knowing there was poison ivy	1
Lack of disabled access at the National Cemetery	1
Lack of on-site information at primary locations	1
Lack of shuttle service from Eisenhower house	1
Lack of water	1
Leftist protesters and anarchist	1
Locations of ranger-led talks—provide street addresses for GPS	1
Many diorama sound and effects inoperable	1
More time to take in Cyclorama	1
Noise and pollution from buses, shuttles, segway tour guides	1
Other visitors being human	1
Paper map	1
Pedestrian parking at Oak Ridge	1
Roadside parking safety concerns for children and elderly	1
Timing of family activities	1
Tour guide at 6:00 was very cavalier for such a somber place	1
Vehicle conflict	1
Visitors climbing statues	1

**Fall**

<b>Comment</b>	<b>Number of comments (N=297)</b>
None/no negative experience/nothing or N/A	203
Parking difficult/shortage/congestion	43
Parking/congestion at Little Round Top	7
Accessibility, distance from parking to sites	6
Pedestrian vehicle conflicts	3
Crowds	2
Cyclorama escalator not working	2
Lack of handicap access	2
Parking at Visitors Center	2
Long waits	2
Tour buses	2
Vehicle/ pedestrian conflict	2
Bathroom facilities	1

Bees	1
Cost of food	1
Difficulty finding parking space for large truck	1
Difficulty locating cemetery	1
Information signage faded	1
Lack of bathrooms with children	1
Lack of information services	1
Lack of shuttle availability	1
Lack of signage/confusion about roads	1
Map of the monuments	1
More parking at Devils Den	1
Museum was boring	1
No backpacks in Visitor Center	1
Open and maintain Little Round Top pathway	1
People on cell phones	1
Road side parking safer if arrows and signs more prevalent	1
Shuttles not available in the afternoon	1
Speeding in the battlefield section	1
The whole park	1
Visitors Center	1

**Question 10**

During your visit to Gettysburg National Military Park, how did you use your Smartphone and/or Tablet (e.g., iPhone, iPad, Android, tablets, etc.)? Other

**Summer**

<b>Comment</b>	<b>Number of comments (N=49)</b>
Photos	28
Auto CD tour	6
Communication	2
Compass	1
Could not get app to work	1
Determine hours of operation	1
eBooks about the battlefield	1
Mapping data for archaeology work	1
Maps of battlefield	1
Obtained park map from park website.	1
Phone call to get Eisenhower tour information	1
Ranger program times	1
Researched ancestors	1
Testing new AR/VR app my company is working on	1
To track exercise	1
Will use next time	1

**Spring**

<b>Comment</b>	<b>Number of comments (N=35)</b>
Photographs	14
CD package	5
Audio tour	4
Map	3
Purchase tickets	2
DVD	1
Find restaurant	1

Geocaching	1
GNP database	1
Researched battles	1
Researched books to read	1
YouTube narrations	1

## Fall

Comment	Number of comments (N=48)
Photographs/videos	35
CD package	4
Audio tour	2
Restaurants	2
Detour app	1
Google maps for topography	1
Pedometer	1
Phone calls	1
Pokémon Go	1

## Question 13b

In your opinion, were there any stories presented at Gettysburg National Military Park that needed to be emphasized or included? If YES, what were the parts of the story that need to be strengthened?

## Summer

Comment	Number of comments (N=101)
Impact on local residents/resources of Gettysburg	8
African American participation/contributions to the battle/slaves/freemen	5
More in-depth stories on individual soldiers	5
Role of women	4
East Calvary Battlefield/and add directions/signs	3
Everything good	3
Joshua Chamberlain's role	3
Personal interactions/relationships between soldiers on opposing sides/drama	3
Wheatfield/Peach orchard/total casualties	3
Culp's Hill/Cemetery Hill/Little Round Top	2
Impact of slavery in/around Gettysburg	2
Medical side of the battle—handling casualties/challenges of personnel	2
Not sure	2
Role/background/importance/ambiguity of General Sickles	2
What happened to dead Confederate soldiers/injured/missing	2
20th Maine's role in the battle for Little Round Top	1
An interactive component	1
Areas of interest to teen girls	1
Battle of Little Round Top	1
Battles in Hanover and Carlisle	1
Better visualization of operations with unit movements	1
Camp Colt and Camp Letterman	1
Deeper biographies on key players at Gettysburg	1
East Calvary Park's role in the conflict	1
Emphasize that the war was not originally about slavery	1
Emphasize the continued racial biases from then until today	1
Emphasize the vastness of the conflict	1
First Day Brickyard	1

Heroes on both sides need recognition	1
How artillery, ammunition, hardware was moved so quickly	1
How most of the southern troops did not have slaves	1
How rifles are loaded	1
How the two armies got to Gettysburg	1
Improve presentation of the battle in maps/Museum/etc.	1
Information about the South	1
Information about uniforms	1
Lengthen time of Cyclorama	1
Linear tactics of the soldiers	1
Longstreet	1
Lower the cost for visitors on short visits to the Museum	1
Map of state/regiment monument locations for auto tour	1
Mention of the North Carolina Reg or Barksdale's Mississippians	1
Monument to committee	1
More ACA markers around Culp's Hill	1
More information about the Bryan House	1
More on life and offspring of Abraham Brian	1
More on the story of B.G. Warren	1
More photographs from then and now	1
More ranger programs on the battlefields	1
Presentations about companies/regiments from visitor's specific hometowns	1
Price of CD too high—need more stories	1
Ranger program about Company K	1
Reasons for secession, states' rights, etc.	1
Reasons why Gettysburg was the turning point battle	1
Stories of the 19th Maine and first Minnesota	1
Strong Vincent at Little Round Top	1
Support for unit and regimental actions	1
The Barlow's Knoll area	1
The evolution of the park itself	1
The fighting on Oak Ridge (Iverson's Pits)	1
The impact of the emerging oil industry	1
The Southern perspective on the battles	1
The stupidity of the war	1
Union retreat through the town on Day 1	1
While the battle was important, it did not end the war	1
Why the Confederate army invaded PA	1
Young citizen soldiers—personal experiences	1

## Spring

Comment	Number of comments (N=64)
None/everything great	14
Emphasize/honor the sacrifices/consequences for North and South	6
Stories about women/slaves/minorities	5
Culp's Hill	4
Post battle information (town, country, etc.)	4
More information about first day action	3
20th Maine Volunteer Infantry Regiment	2
Personal stories and quotes from soldiers	2
Stories about non-combatants	2
Stories about support teams (medical, etc.)	2
Camp Letterman	1
Colonel O'Rourke's contribution	1
Cyclorama presentation	1
Day One is inaccurate	1
Demonstrations of equipment used	1
Describe effects if Confederacy had won the battle	1
Emancipation Proclamation portion of the video	1

Emphasis on Iraq/war	1
Emphasize that outcome of the battle was pure chance	1
Explain the actions of generals	1
Herr's Ridge	1
More history	1
More information on the 76th NY Infantry	1
Pickett's charge	1
Power's Hill	1
Present sharpshooter story as only one scenario, not fact	1
Role of 1st Minnesota charge on 2nd day	1
Strategy of the South	1
Union defensive maneuvers at Little Round Top	1
Where is the Civil War gold?	1

## Fall

Comment	Number of comments (N=76)
Explore more in-depth reasons/causes for Civil War	4
Not sure	3
Everything good	2
More coverage/publicity about Culp's Hill	2
More in-depth personal stories about the soldiers	2
More information about erecting the monuments and their importance to veterans	2
More information on role of African Americans	2
More information/importance of cavalry battles	2
Promote/encourage more diverse visitors	2
Reasons the Confederacy was fighting the Civil War/secession	2
Abolition of slavery	1
Alonzo Cushing	1
Analytical exploration of Union and Confederate leaderships' effects on battles	1
Background of Confederate/Union forces	1
Better advertisement of reenactments	1
Better marking of trailheads to sites	1
Clarification on visualizing where each side was coming from	1
Clarify the start of the battle at the Cyclorama—confusing	1
Compare population of the North/South to their Civil War losses	1
Coordinate the timeline of battle with map of battlefield (pamphlet/online)	1
Eternal Light Peace Memorial	1
Experiences of the residents in Gettysburg during and after the battle	1
Fight against slavery	1
Guides were knowledgeable	1
Importance of error by Sickles	1
Importance of federal troops taking the high ground	1
Importance of location of the armies of Lee and Meade prior to start of war	1
Include language from Constitution that guarantees slavery/ amendments that ended slavery	1
Information about African Americans forced to labor for Confederates	1
Information about Pickett's charge	1
Information about the Confederate army not destroying civilian property/targeting civilians	1
Information about the summer heat of 1863 during the battle	1
Information on period homes	1
Longer and more detailed information in the Visitors Center film	1
Longstreet's march and countermarch to get into position on Day 2	1
Minnesota was the first state to volunteer; suffered big losses	1
More about General Buford	1
More about start of the war	1
More civilian presentations	1
More context and less battle detail	1
More coverage about hospitals/wounded/burials	1
More diagrams on movements of corps/divisions	1
More emphasis on Little and Big Round Top	1



More emphasis/markings for the Confederate forces' placement and maneuvers	1
More information about impact of loss of Civil War on the South	1
More information about plight of African Americans before/after the war	1
More information about the aftermath of the battle	1
More information about the Civil War pensions/widows, etc.	1
More information about the South	1
More information on Day One	1
More information on General Armistead	1
More information on John Burns	1
Museum is critical to understanding	1
Museum should be about the Battle of Gettysburg	1
North Carolina monument tablet suggests war continues	1
Overall outcomes and significance of the war	1
Remove the glamour of attack of Fort Sumpter	1
Role of townspeople and visitors in honoring/preserving Gettysburg	1
Simplify the Cyclorama and pinpoint important areas	1
Spot where Lincoln gave the Gettysburg address	1
The South was portrayed badly	1
Visit middle and high schools within 60-mile radius at parks	1
Well-presented	1

**Question 14**

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

**Summer**

<b>Comment</b>	<b>Number of comments (N=328)</b>
Everything was great/doing good job/very informative	52
Advertise/market park/events/beauty/history with photos/newspaper/emails/website/social media/billboards	46
No suggestions	40
Outreach to schools and teachers, provide brochures, better educate about Civil War, generate excitement	16
Emphasize how much can be done for free/easy access/all sites and events/variety/all ages	10
Decrease cost/do not charge a fee for the Museum	8
More access to restrooms/water	8
More activities/educational events targeted to teen girls/children/younger people	6
More reenactments/living history/with docents in period dress/during all seasons	6
Ranger-led talks—more publicity/more rangers/more times/live streaming/range of ages & interests/mid-week/off-peak/maintain quality	7
Advertise other/nearby parks and smaller/lesser known parks at Visitor Center	5
More programs and ranger-led talks	5
Improve website—update events/FAQs/rules and policies/more detailed information and summary	4
Add more content/artifacts for the main exhibits, especially the Museum	3
Communicate the importance and relevance of maintaining and preserving history/culture	3
Emphasize and expand on the Southern/Confederate troops more/tell both sides of war	3
GPS enabled/comprehensive app that provides information at each location - download at Visitor Center	3
Increase funding to NPS/keep parks open	3
Information for short stay park visitor—at park/TV commercials about ideal parks for short visit	3
More in-depth stories/more inclusive of all Americans/tell all stories—not just popular ones	3
More picnicking facilities/places to rest/enjoy scenery	3
More social media presence/YouTube videos/TV and media documentaries	3
Promote the national parks passbook and stamps/Junior Ranger program	3
Teach people how their lives today are impacted by history/ethical issues are relevant/make personal connection	3

Advertise Museum and Cyclorama	2
Allow dogs in Museum and Visitor Center	2
Campfires every night—more campfire talks	2
Emphasize tranquility/beauty/opportunity to learn about our American history	2
Encourage visitors to use word of mouth/YouTube videos to advertise this park	2
Have a free radio station/guides/app for the auto tour, in addition to CD	2
Improve bicycle accessibility	2
Keep on preserving our history and heritage, maintain high standards	2
Make auto tour easier to navigate/information about transportation to and within park	2
More availability, awareness of services and history	2
More information/signs regarding accessibility for those with disabilities	2
More parking and shuttles	2
Offer hotel discounts and/or coupons through Groupon	2
Return Confederate flags to Confederate monuments/show southern flag	2
Tailor promotion after "Aerial America" on TV to spotlight national parks	2
Advertise battlefield tours to schools—make great field trip	1
Advertise that park ranger-led talks are free	1
Advertise with interesting facts, show off less well-known memorials	1
Assign each visitor an individual to learn their story as they visit	1
Better educate tourism reps at sites such as interstate stops	1
Communicate how wonderful the park is for bicyclists	1
Contract out Archaeology function to a private CRM company	1
Decrease the comedy attempts of park rangers' talks, increase the historical information	1
Discourage visitors from throwing trash on ground	1
Encourage scouting activities	1
Encourage visitors to enlist help of park personnel	1
Have a genealogist available for a fee to help research ancestors	1
Have it mowed—weeds were high in July	1
Have special sale days for seniors and nearby states	1
Help people realize the entire nation was involved—promote PBS programs	1
Hire a better superintendent	1
Hold a marathon run along the park	1
Improve options for reserving state national park camping spots	1
Incorporate more military theory	1
Interactive maps and activities for families, with background information	1
John Hoptak's children's programs	1
Keep commercial interests and housing from ruining the ability to envision the historic battlefield	1
Keep crowd sizes small at the Cyclorama	1
Keep it accessible to private vehicles	1
Make clear you can enjoy the park without a lot of prior knowledge	1
Make process easier for groups to apply for space to fundraise at park	1
Make sure battlefield is historically accurate for 1863	1
More accessible parking at Pennsylvania Masonic Memorial	1
More African-American perspectives—rangers, interns, staff, etc.	1
More information through Welcome Wagon	1
More opportunities to visit houses like Meade's and Lee's headquarters	1
More photographic comparisons between then and now	1
More programs and ranger-led tours for more advanced students	1
No rude employees	1
Offer more focused, in-depth topical presentations, not just overviews	1
Outreach to schools about day camps, overnight interpretive programs	1
Outreach to schools within Pennsylvania	1
Partnership with ancestry.com or similar organization	1
Physical exercise	1
Post the schedule more publicly	1
PR campaign—"A Park a Month," highlighting lesser known parks	1
Protect all the statues from being removed	1
Provide a large print format map	1
Provide more information about Pennsylvania Masonic Memorial	1
PSAs on the park—documentaries on mass media in late winter/early spring	1
Quit wasting taxpayer money for farce projects	1
Re-learning history, seeing it firsthand	1

State-by-state guides to monuments	1
Television marketing, especially in New York and New Jersey	1
Tell stories of how residents' and soldiers' lives intertwined during the three days in July 1863	1
Tell the truth	1
Use technology to most efficient levels—offer dramatic viewpoints of the events	1

## Spring

Comment	Number of comments (N=266)
Everything is good; keep as is	44
Can't think of anything, nothing or N/A	37
Advertise better	35
Reduce fees or free—provide family options	20
Improve social media presence	18
Increase park funding/support	8
Promote partnerships with schools/encourage school visits	8
Emphasize/promote special events/daily activities	7
Encourage walking/biking; create more paths, connect with trails.com	6
Better directional signage (detours, tour, etc.)	5
Provide children's programs/activities	4
Do not change/sanitize the history of the civil war	3
Do not commercialize/modernize park	3
Improve ease of accessibility to/within park	3
Offer park sponsored phone app; more family friendly	3
Provide staff/rangers at major sites for information	3
School trips as educational tool for students and families	3
Improve handicap accessibility/trails	2
Include information on local area activities, businesses on website	2
More personal stories	2
More ranger-led talks	2
More restrooms	2
Understand importance of history to our country/present	2
Accommodations for hearing/sight impaired	1
Allow fewer dog walkers/mess from dogs	1
Change exhibits in Museum more frequently	1
Collaborate with local entities	1
Compare relevance of Civil War to present time	1
Contact with Department of Defense historians	1
Continue improving/organizing the park	1
Continue stamped books	1
Create history channel shows on Gettysburg	1
Direct first-time visitors directly to Visitor Center	1
Distribute brochures at schools for parents	1
Don't cut down trees, put up fences	1
Driving patterns distracting	1
Educate visitors	1
Emphasize "experiencing" the battle	1
Emphasize beauty and health benefits of national parks	1
Emphasize historical connection as motivation to visit	1
Encourage evening tours for ghost watchers	1
Encourage staff helpfulness/information	1
Fly both North/South flags	1
Hire history teachers	1
Improve parking	1
Improve wifi signal at Museum	1
Improve/organize park website	1
Keep park well maintained	1
More about the diverse ethnicities involved	1
More films	1
More interactive learning	1

Museum scavenger hunt	1
No charge for handicap parking	1
Offer prize for children visiting 5 monuments/summer	1
Offer young adult hiking trips	1
Phone app with map useful	1
Promote/advertise Cyclorama	1
Provide "Made in Gettysburg" souvenirs	1
Provide directions to other sites (Antietam, etc.)	1
Provide pamphlets on monuments	1
Provide translations for foreign visitors	1
Reduce/trim overgrowth on battlefields	1
Some park officials not enthusiastic	1
Support from groups like the Civil War Trust	1
Three-day CDs too long	1
Update map	1
Visitor Center was confusing	1

## Fall

Comments	Number of comments (N=363)
Everything was good/ great job/ wonderful experience	67
Advertise park beauty/activities/ events more (TV, social media, PBS specials, schools, etc.)	58
Can't think of anything/nothing/don't know	54
Keep admission/activities/tour prices reasonable/low/free	13
More special programs/presentations for schools	11
Improve access to park sites (provide shuttle/reduce traffic and parking)	10
Ranger/guide was excellent, helpful, well informed	10
More historical interpreters/reenactors/demonstrations	6
Provide well-maintained, well-organized, up-to-date and informative website/app	6
Better accessibility to audio/auto tour (purchase online, apps, etc.)	5
Fewer crowds, maximize experience	5
Introduce programs to encourage/interest children	5
More funding for national parks	5
Provide more on-site rangers to educate/inform visitors	5
Better directional signage/map to/in park	4
Improve patience/friendliness/cheerfulness of staff	4
Provide interactive/3d app of troop movements at current visitor location	4
Provide more/factual history	3
Target specifically to seniors (online discounts, Senior Pass)	3
Emphasize significance/importance of Civil War and a united country	2
Important to provide historical facts/truth of the war	2
Offer ancestry searches for Gettysburg participants	2
Offer overnight/evening accessibility to the park	2
Open park to public events	2
Park is well maintained	2
Provide more guides/educational activities for children	2
Provide more ranger programs and tours; more variety	2
Effects of Civil War on ancestors	1
Allow artifact hunting	1
Balance displays and information evenly	1
Comparison of history of the Eastern US with history of the Western US	1
Continue your PCN tours	1
Create community days with special events/tours/history hunt, etc.	1
Create landscapes/battlefields more authentic to the time period	1
Develop the park	1
Discounts for pre-ordered CD	1
Easier access via smartphone/tablet	1
Email outreach to park visitors	1
Emphasize the ranger walks	1
Fewer lines in restaurant	1

Focus on activities to increase interest in park	1
Get people talking about it	1
History of our country presented at the national parks created what we are today	1
Horseback tour was great, very informative	1
Implement 1.5-mile self-guided walking tours around the battlefield	1
Improve foreign language brochures	1
Include more recorded descriptions of events	1
Increase bus times to park	1
Involve people of color by discussing the issues of slavery	1
Keep fees reasonable	1
Keep geocaching in the park	1
Keep park open longer	1
Keep park safe	1
Link nearby parks and areas together	1
List/map of all national park sites	1
Maintain park	1
Make water more available	1
Mark auto route better	1
Miss the wax Museum	1
More interactive experiences/personal stories	1
More of them	1
More on the battlefield itself	1
More on why war was fought	1
More programs, more outreach	1
More public inspiration/input	1
Offer programs to homeschool community	1
Offer reasonable priced bus tours with other military parks	1
Partner with local artists who create work inspired by national parks	1
Promote interest in learning history	1
Promote visits and charter bus trips with local AAA	1
Provide dry camping for large vehicles	1
Provide free, short movie about Battle of Gettysburg	1
Provide informative brochures	1
Provide list of all the fees associated with visiting the park	1
Provide list ways to access park activities (iPhone, etc.)	1
Provide lists of recommended reading for all age groups	1
Provide map of all national park sites	1
Provide more convenient/accessible restrooms	1
Provide more rest stops	1
Provide more shade	1
Provide personal stories from living ancestors	1
Provide references to African American military units at Gettysburg	1
Provide special tours for handicapped/elderly	1
Reduce cost of the Museum, video, and tours	1
Restrooms	1
Save our national parks	1
Some cars don't have CD players; offer alternative	1
Spray around monuments for ticks	1
Stop vandalism	1
Stress importance of learning from past	1
Stress importance of national parks as pertains to history and culture	1
Sun/water damaged information plaques need attention	1
Use more technology	1
Use platforms that reach a large audience (YouTube, etc.)	1
Use pro bono ad campaigns to entice people to visit national parks	1
Work with Gettysburg to keep local prices fair and reasonable	1

**Question 17****Gettysburg National Military Park**What did you like most about your visit to Gettysburg National Military Park?**Summer**

<b>Comment</b>	<b>Number of comments (N=507)</b>
<b>Facilities (7%)</b>	
Accessibility, access by car, go at own pace	9
Driving through the park	4
Easily accessible on highway, in general	4
Clean, well presented	3
Parking and accessibility	3
Visitor Center, relic displays/store clean and nice	3
Bicycle accessibility	2
Drive through battlefield with option to walk	2
Ease of navigation using map from Visitor Center	2
Ability to drive along two ridges	1
Improvements each year	1
	<b>34</b>
<b>General (16%)</b>	
All of it, all the history, preservation, everything	70
Walkability, walking tours	5
Early morning quiet	1
Food	1
Gettypeds for self-guided tour	1
Honor paid to the veterans	1
Not very crowded	1
Options to learn more at future visits	1
Time with friends	1
	<b>82</b>
<b>Interpretive Programs (33%)</b>	
Auto tour, auto tour guide, CD/DVD for tour	50
Ranger hikes, talks, walks, battle walks, knowledgeable, story telling	31
Signage and information, easy to understand and use	13
Personal tour	8
Bus Tour, knowledgeable bus guide, comfortable	7
Movie	6
Information from personal guide, park ranger, volunteers	5
Reenactments	5
Education, education department	4
Pickett's Charge vast area, guided tour, ranger-led talk	4
Battle in a Box	3
Cannon demonstration and interpretation	3
Guided tour	3
In-depth, personal stories, details, and displays	3
Diorama at Visitor Center	2
Information on NC Confederate battles, NC monument	2
Museum	2
Soldier's cemetery	2
"On the Field" programs	1
Battle in 90 Minutes walking tour	1
Battlefield medicine program	1
Civilian stories	1
DVD on Gettysburg story	1
Following the 3-day battle with audio CD	1
Following the battle in order	1

Learning about and finding markers for Wisconsin units	1
Painting of the battle	1
Quality of information from tour guide	1
Sacrifice of the soldiers for their beliefs	1
Variety of exhibits	1
Walk from Lee to the Angle	1
	<b>166</b>
<b>Personnel (1%)</b>	
Guides/staff nice, knowledgeable	4
Specific guides and rangers: Gary, Zach, Bob	3
	<b>7</b>
<b>Policy Management (0.4%)</b>	
Site hasn't been commercialized	1
Taking dog on battlefield	1
	<b>2</b>
<b>Resource Management (43%)</b>	
Battlefield: guided tour, preservation, cycling, hiking, walking, programs	49
Little Round Top	47
Monuments and markers, memorials	39
Beautiful landscape, areas to walk, nature, peaceful, preservation	22
Devil's Den	20
Cyclorama, film	12
Observation towers, views	11
High Water Mark	3
Virginia Memorial	3
Eisenhower tour, house	2
8th Illinois Monument	1
Cemetery Ridge Observation Tower	1
Cemetery Ridge.	1
Lee's Headquarters	1
Monument to Company B of the 20th Maine	1
Pennsylvania monument	1
Spangler Farm	1
The Eternal Light Peace Memorial	1
	<b>216</b>

## Spring

<b>Comment</b>	<b>Number of comments (N=420)</b>
<b>Facilities (6%)</b>	
Clean, well-maintained park	12
Easy accessibility to/within park	6
Driving route/stops	5
Continue clearing the trees	1
Research center	1
Trails	1
Wills House	1
	<b>27</b>
<b>General (18%)</b>	
All of it! Everything!	22
Visit/explore park sites at my pace	14
The views, scenery	11
Ability to visualize the battle where it happened	4
Hiking	4
Solitude, peacefulness	4
Beauty of the park	3
Moving experience	3

Being outdoors	2
Size and scope of the park	2
Nature	1
Riding bike	1
Spending time with friends/family	1
The fact that it is there	1
Town of Gettysburg	1
	<b>74</b>
<b>Interpretive programs (44%)</b>	
Historical information/significance/perspective	45
Audio/auto tour	24
Guided tours	20
Cyclorama	16
Museum, Visitor Center	12
Ranger-led programs	12
Exhibits, informational displays	11
Bus tour	10
Historical markers/signage	9
CD tour	5
Self-guided tour	4
Living history programs/reenactments	3
Artifact displays (cannons, etc.)	2
Abe Lincoln references	1
Book store	1
Eisenhower farm	1
Finding relatives on monuments	1
Forty-eighth Pennsylvania Volunteer Infantry march	1
Historic iron tablets	1
Horseback tour	1
Options for touring park	1
Personal stories	1
Pickett's charge	1
Strategy	1
	<b>184</b>
<b>Personnel (4%)</b>	
Tour guide personable, knowledgeable, friendly	10
Staff, rangers informative, helpful	8
	<b>18</b>
<b>Policy Management (7%)</b>	
Preservation/respect for site	29
	<b>29</b>
<b>Resource Management (21%)</b>	
Big/Little Round Top	24
Monuments, statues	21
Battlefields	12
Devil's Den	7
Cemetery	6
Observation towers	4
State monuments	4
Culps Hill	3
Eternal Light Peace Memorial	2
High Water Mark of the Rebellion	2
Gettysburg Address Memorial	1
Historic buildings	1
Sachs Bridge	1
	<b>88</b>



Fall

Comment	Number of comments (N=554)
<b>Facilities (13%)</b>	
Restoration/preservation of sites to original state	37
Accessibility/navigation (to battlefields, around park)	15
Maintenance/cleanliness (grounds/park/battlefield)	15
Trails	3
Safety	1
	<b>71</b>
<b>General (23%)</b>	
All of it/everything	44
Beauty of the park/views/landscaping/preservation	23
Explore at own pace; independence	13
Walking/running the park/battlefields	8
Peaceful/ serene	5
Size of the site/battles	5
Fewer crowds	3
Interacting with visitors/friends	3
Just being there	3
Visit at own pace; independence	3
Hallowed ground	2
Share history with family	2
Atmosphere	1
Courage of soldiers/citizens	1
Drive around the park	1
More spot o pots	1
Moving experience	1
Open spaces	1
Proximity of park to home	1
Relaxing	1
That it exists	1
The Union	1
Untouched reality	1
	<b>125</b>
<b>Interpretive Programs (42%)</b>	
Informative and educational history/battles	68
Audio tour (auto/CD/self-guided)	34
Guided tour (car/ranger)	30
Guides/rangers (great, informative)	24
Directional/informational signage	11
Bus tour and guide	10
Auto stop informational signs (visualize troop movement)	9
Museum	7
Film	6
Horseback tour	5
Historical significance	3
Pickett's Charge	3
Ranger program at Little Round Top	3
Jack Drummon	2
Artillery firing exercise at PA Monument	1
Attention to detail	1
Carriage tour	1
Ease of using map	1
Exhibits	1
Gun display	1
Interactive demonstrations	1
Learn history outdoors	1
Map showing monuments	1

Personalized tours geared to age groups	1
Purchasing CDs for tour	1
Ranger program at Pickett's Charge	1
Reader boards	1
Reading plaques	1
Reenactments	1
Sallie Myers	1
Story of the 20th Maine	1
Tour options	1
Visualize the history	1
	<b>234</b>
<b>Personnel (0.2%)</b>	
Staff friendly/helpful	1
	<b>1</b>
<b>Policy Management (0.2%)</b>	
Control burns	1
	<b>1</b>
<b>Resource Management (22%)</b>	
Round Top (Big/Little)	36
Monuments/statues/memorials	29
Cyclorama	11
Battlefields	10
Devils Den	10
Pennsylvania Monument	6
Artillery pieces/cannon	3
Cemetery/headstones	3
Culps Hill	2
Eisenhower house/Museum	2
High Water Mark	2
Vegetation	2
Confederate road	1
Eternal Light Peace Memorial	1
Iron Brigade battle areas	1
Lookout towers	1
Observation towers	1
Visitors Center	1
	<b>122</b>

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

### Summer

Comment	Number of comments (N=294)
<b>Facilities (21%)</b>	
Lack of bathrooms (no porta potties)	20
Lack of parking	19
Lack of bike accessibility/infrastructure	3
One-way road system (maps confusing)	3
Construction	2
Distance between sites	2
Lack of access to water	2
Accessibility for elderly/disabled	1
Accessibility to 7th Maine Reg. site on far-right side	1
Handicap accessibility at Little Round Top	1
Inability to drive through cemetery	1
Lack of shade trees in parking lots	1

Lack of tree maintenance—blocking views	1
Litter	1
Maintenance and repair needed	1
Poison ivy	1
The Visitor Center	1
Trail maintenance	1
Unmarked path to Company B monument and 16th Michigan	1
	<b>63</b>
<b>General (40%)</b>	
Can't think of anything/nothing	78
Not enough time	15
Rude, disrespectful children/visitors	8
Too hot	6
Bugs, ticks	3
All the death/that this war happened	2
Did not get an audio tour guide	1
Glorification of Southern cause	1
Lack of audio with car tour	1
That the South lost	1
Touristy aspect of hallowed ground	1
Vandalism	1
Website	1
	<b>119</b>
<b>Interpretive Programs (22%)</b>	
Improve directional/instructional signage	31
Lack of information/maps	12
Lack of availability of programs for children	3
All related to Northern army/lack of Southern flags	2
Not all buildings/sites open	2
Presentation of downtown history needs improvement	2
The film	2
Bus tour too short	1
Cannons not placed back	1
Climbing observation towers	1
Eternal flame unavailable	1
First day of battle area	1
Ghost tour of orphanage	1
Lack of electrical map that is at Hanover	1
Missed reenactment shows	1
Reduction in programs/elimination of sacred trust talks	1
Smelly buses	1
Too long break on bus tour	1
	<b>65</b>
<b>Personnel (2%)</b>	
Lack of rangers	2
Rangers being comedians	1
Rude attendant at entrance	1
Tour guide at cemetery	1
	<b>5</b>
<b>Policy Management (11%)</b>	
Traffic/people congestion in park/town	21
Cost (tours/video/Museum/Cyclorama)	3
Inaccessibility of snacks/food	3
Dogs not allowed in Museum	1
Limited hours for bus tour	1
Limited park hours	1
Museum hours limited	1
	<b>31</b>
<b>Resource Management (4%)</b>	

Tall grass on battlefield/at cemetery/slaughter pen	4
Big Round Top	1
Cemetery	1
Memorials and cannons everywhere	1
No wheat in wheat field	1
Older markers weathered	1
Plum Run	1
Too many monuments	1
	<b>11</b>

## Spring

Comment	Number of comments (N=245)
<b>Facilities (11%)</b>	
Lack of trails (jogging/hiking/biking paths)	4
Parking difficult	4
Problems with bus traffic	4
Traffic congestion/problems	4
Lack of access to water	3
Difficult to navigate routes	2
Lack of parking	2
Lack of trash/recycling bins	2
Commercial truck traffic dangerous	1
Difficult to get from Day 1 to Day 2	1
Difficult to walk on stone dirt paths	1
Directions confusing	1
Dog walkers	1
Handicap accessibility poor	1
Lack of pullouts to read markers	1
Need for overall view of all stops	1
No access to Eisenhower farm by car	1
One-way roads	1
Open the closed buildings to the public	1
Spangler Farm not always open	1
Stops 13/14 unnecessary	1
Peach Orchard	1
	<b>39</b>
<b>General (50%)</b>	
Nothing/none or N/A	61
Bad weather	29
Not enough time; too much to see	7
Rude, disrespectful visitors/children	7
Can't think of anything	6
Crowds	4
Distance between sites, from parking	4
Eerie feeling	1
Fast food restaurants	1
Size of the park	1
Town of Gettysburg too commercialized	1
	<b>122</b>
<b>Interpretive programs (22%)</b>	
Auto tour not clearly marked/confusing	17
Lack of reenactors	11
Inadequate signage	9
Maps	2
Confederate reenactor	1
Difficult to hear guide	1
Digitize cyclorama; archive actual painting	1

East cavalry	1
Eternal Light Peace Memorial not burning	1
Inability to use learning center effectively	1
Lack of historical feel inside Wills House	1
Lack of written information	1
Longstreet Tower	1
Monuments	1
Monuments that were not on map	1
Not enough interaction with rangers	1
Some monuments not very informative	1
States' rights narrative too prominent	1
Tour guide	1
Would have liked a CD	1
	<b>55</b>
<b>Policy Management (11%)</b>	
Closures for construction and/or controlled burn	24
Backpacks not allowed not clearly marked	1
Tours sold out	1
	<b>26</b>
<b>Resource Management (1%)</b>	
No place for quiet meditation/reflection	1
South side of park needs developing	1
Too many trees	1
	<b>3</b>

## Fall

Comment	Number of comments (N=301)
<b>Facilities (19%)</b>	
Lack of bathrooms (no porta potties)	24
Lack of parking	11
Bicycles/Segway taking up roadway; need dedicated pathway	2
Lack of benches	2
Bathrooms near Eternal Flame	1
Culps Hill	1
Faded parking lines	1
Lack of picnic areas	1
Lack of rest areas	1
Lack of shade	1
Lack of trails	1
Lack of water	1
Long lines in restaurants	1
Narrow roads	1
Newly constructed walls	1
Overgrown vegetation	1
Park maintenance (poor)	1
Road closures not well marked	1
Roads closed in morning	1
Stairs	1
The cleaning of Confederate monuments was uncomfortable	1
Trail was impassable/not maintained	1
Unsafe access	1
	<b>58</b>
<b>General (47%)</b>	
Can't think of anything/nothing	102
Rude, disrespectful children/visitors	9
Not enough time	6

Bugs (bees/ticks)	4
Driving through town	2
Large number of monuments	2
Tour buses	2
All the red barns were confusing	1
City parking	1
Driving	1
Heat	1
Lauding Confederate cause	1
Museum	1
Museum downtown Gettysburg	1
Park seemed different since last visit	1
Scenery	1
Shops in town close early	1
Too much driving	1
Town encroachments	1
Walking in wrong shoes	1
	<b>140</b>
<b>Interpretive programs (21%)</b>	
Improve directional/instructional signage	18
Signage in poor condition/faded/difficult to use	4
Lack of maps	3
One-way road system (maps confusing)	3
Make CDs available to rent an option	2
Map/app difficult to use	3
Navigating/GPS	3
Too much (random) information to assimilate	3
Not enough/inaccurate information on website	2
Audio tour confusing	1
Auto tour signs too small	1
Better signage to light rapid transit	1
Bus tour times	1
Bus tour too long without stops	1
Bus tour moved too fast	1
Drive tour longer than stated	1
Eternal Light Peace Memorial	1
Explanation of vegetation/forest	1
Free app not intuitive/helpful	1
Haunted tours	1
Lack of electric battlefield maps	1
Lack of interactive informational plaques	1
Lack of visual cues on signage	1
Monument plaques difficult to read (black on black)	1
More options to CDs; some cars don't have CD players	1
Need mobile app	1
Oak Ridge	1
Ranger-led talk	1
Rangers unavailable	1
Route through Museum confusing	1
	<b>62</b>
<b>Policy Management (14%)</b>	
Traffic/people congestion in park/town	24
Commercialization/privatization of the battlefield	7
Inaccessibility of snacks/food	2
Cost (tours/video/Museum/Cyclorama)	2
Bias toward motor vehicles	1
More restoration	1
Museum should be free	1
Price of CDs	1
Private cars at Roundtop	1
Unable to park RV overnight	1

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*Museum and Visitor Center*What did you like most about your visit to the Museum and Visitor Center?

## Summer

Comment	Number of comments (N=431)
<b>Facilities (13%)</b>	
Bookstore, gift shop	36
Cleanliness of relic displays, facility, store	8
Bathroom facilities	7
Beautiful building, architecture	3
Accessibility, well laid out	2
Covered outdoor space for ranger programs	1
	<b>57</b>
<b>General (10%)</b>	
All of it, everything	31
No comments	3
Food, great lunch, gluten free brownies	2
Many options, learning opportunities, variety	2
"A Field Guide to Gettysburg" book	1
Flow of visitors	1
It's off the battlefield	1
Spending time with friends	1
	<b>42</b>
<b>Interpretive Programs (68%)</b>	
Cyclorama	86
Film	57
Museum, Museum displays	48
Artifact collection, preservation, display	32
Amount of information, content	18
Gun exhibit, weapons, equipment	9
Artwork and drama, pictures, painting, mural, photo essay	6
Soldier's daily life information, authentic letters, items, depth	4
Visitor Center	3
Diorama	2
Ford Education Center, education	2
Getting a map, rope map	2
History	2
Information center, resource center	2
Military relics, strategy videos	2
Panograph of final battle, panoramic	2
Uniforms and hospital display, wounded soldiers	2
Confederate flags	1
Daily battle videos	1
Gettysburg portion of Museum	1
Great chronological explanation of battle	1
Information before guided tour	1
Interactive	1
Licensed battlefield guided tour	1
Night with painting	1
Pickett's Charge display	1
Quotations on walls	1
Rotunda painting	1
Scavenger hunt for kids	1
	<b>291</b>

<b>Personnel (9%)</b>	
Rangers/staff helpful, accessible, friendly, knowledgeable	38
NPS Chuck Teague	1
	<b>39</b>
<b>Resource Management (0.5%)</b>	
Climbing rocks at Devil's Den	1
Lincoln statue	1
	<b>2</b>

## Spring

<b>Comments</b>	<b>Number of comments (N=386)</b>
<b>Facilities (10%)</b>	
Very well done/nice facility; organized	19
Clean, well maintained	12
Food court	6
Parking not a problem	1
Restrooms were available	1
Seating inside and out	1
	<b>40</b>
<b>General (7%)</b>	
All of it; everything	19
N/A or nothing	3
So much to see and do	3
Not enough time; too much to see	1
Overview	1
	<b>27</b>
<b>Interpretive Programs (77%)</b>	
Cyclorama	98
Displays/artifacts	60
Movies/films/videos	52
Museum	36
Gift shop/bookstore/selection of books	20
Historical information/significance	19
Research library/reference room	4
3D screen	1
Art gallery	1
Chronological order of events	1
Junior Ranger program	1
Maps were available	1
Photograph wall	1
Ranger-led programs	1
Reenactor was excellent, knowledgeable	1
	<b>297</b>
<b>Personnel (5%)</b>	
Staff helpful, friendly, courteous, informative	21
	<b>21</b>
<b>Resource Management (0.3%)</b>	
Abraham Lincoln statue	1
	<b>1</b>



## Fall

<b>Comment</b>	<b>Number of comments (N=450)</b>
<b>Facilities (7%)</b>	
Cleanliness/maintenance	7
Maintenance/cleanliness	7
Facilities/buildings	5
Bathroom facilities	3
Cafeteria	2
Restrooms	2
Water bottle fillers	2
Confederate Avenue	1
Culp's Hill	1
Eisenhower	1
	<b>31</b>
<b>General (12%)</b>	
Everything/all of it/loved it	42
Spacious	4
Don't know	2
Blends with landscape	1
Comfortable	1
Convenient	1
Modern	1
Not crowded	1
Size of new building	1
Welcoming	1
	<b>55</b>
<b>Interpretive Programs (73%)</b>	
Cyclorama	94
Film/video	44
Information (amount/quality)	41
Exhibits/displays	39
Excellent Museum	30
Bookstore/gift shop	28
Artifacts/historical items	14
Ease of navigating/accessibility/use	7
Layout/ well organized	6
Information desk	4
Weapons	4
Visitor Center great	3
Access to maps	2
Presentation of 3 days of battle	2
Theater in the round	2
Battle timelines	1
Comprehensive Museum interpretation	1
Educational	1
Gettysburg address	1
Interactive	1
Junior Ranger program	1
New cannon	1
Sacrifices of Civil War to sustain the Nation	1
Soldiers' cemetery	1
Understand impact of war	1
	<b>330</b>
<b>Personnel (7%)</b>	
Staff friendly/helpful/courteous/informative	33
	<b>33</b>

<b>Policy management (0.2%)</b>	
Price	1
	<b>1</b>

What did you like least about your visit to the Museum and Visitor Center?

## Summer

Comment	Number of comments (N=246)
<b>Facilities (21%)</b>	
Bookstore/bookstore prices/gift shop	13
Parking/lack of parking	12
Accessibility for handicapped drop-off/walking from parking lot	5
Signage for auto tour/to battlefield/parking lot	4
Food options	3
Bathrooms	2
Closed/concessions closed	2
Lack of parking	2
Bike racks	1
Difficult to walk around outside building	1
Drinks not cold in store	1
Lack of available books	1
Lack of Confederate flags in bookstore	1
Lack of seating in Museum	1
Lack of trash cans outside bathrooms	1
Lack of water	1
Large, hard surfaced foyer—difficult audio environment	1
Not enough ice cream choices	1
Souvenirs not made in America	1
	<b>52</b>
<b>General (44%)</b>	
Nothing, not applicable	71
Not enough time	13
Crowds	12
Lines to purchase items/at ticket desk	4
All was good	3
Could not view interactive items because of toddler	1
Lighting bad for photography	1
Privatization	1
Rude visitors	1
Too hot	1
	<b>108</b>
<b>Interpretive Programs (19%)</b>	
Cyclorama, not enough time, need location keys	14
Film	4
Museum exhibits/layout/too much media vs. artifacts	4
Too much emphasis on political correctness/slavery/biased cause of war	3
Lack of activities for children	2
Too many audio tracks at the same time	2
Too much to read	2
ark, sinister presentation of battle/participants	1
Diorama	1
General overview portion of Museum	1
Information about non-combatants	1
Information superficial/too brief	1
Lack of electric light display	1
Lack of information about other national parks	1

Lack of personal items from generals	1
Lack of videos and pictures of battle	1
Missing map of lights	1
Not enough historical artifacts	1
Relief map not horizontal	1
Requirement to see film before Cyclorama	1
Too few cannons	1
Very realistic	1
Video repetitive in other areas of Museum	1
	<b>47</b>
<b>Personnel (2%)</b>	
Cashier in cafeteria rude	1
Unfriendly admission guide	1
Very few reenactors	1
Volunteer's directions unclear	1
	<b>4</b>
<b>Policy Management (14%)</b>	
Cost too high of admission/food/CD	30
Dogs not allowed	2
No veteran/CW trust member/college student discount	2
No backpacks allowed	1
	<b>35</b>

## Spring

Comment	Number of comments (N=186)
<b>Facilities (9%)</b>	
Distances from parking	7
Parking	3
Layout was confusing	2
Elevator closed	1
Lack of places to sit	1
Low lighting	1
Pedestrian access/walkways	1
Poor signage for downtown bus	1
	<b>17</b>
<b>General (45%)</b>	
Nothing/none or N/A	51
Not enough time, too much to see	12
Crowds	8
Everything great	5
Rude, disrespectful visitors/children	5
Directions confusing	2
Bad weather	1
	<b>84</b>
<b>Interpretive Programs (24%)</b>	
Cyclorama	9
Gift shop/bookstore (crowded, subpar items)	7
Museum	4
Movies/films	3
Not enough time in Cyclorama	3
Activities/tour options/prices confusing	2
Conflicting noises made it difficult to hear	2
Lack of activities for kids	2
Background information not battle related	1
Ban on Confederate materials	1
Destruction of Neutra's building	1

Film biased against white people	1
Foreign language information	1
Lack of audio for hearing impaired	1
Lack of information on distances to town	1
Lack of information on tickets	1
Lighted map was removed	1
No place for quiet meditation	1
Not enough artifacts	1
Provide park service app	1
Repetitiveness	1
	<b>45</b>
<b>Personnel (1%)</b>	
Information desk not helpful	1
	<b>1</b>
<b>Policy Management (21%)</b>	
Prices were high	22
Early closures	4
Food was average quality	4
Additional cost for cyclorama	2
Backpacks/bags not allowed	2
Commercialization of the park	1
Lack of locally made products for purchase	1
No option to obtain All Access Lifetime America the Beautiful pass	1
Not pet friendly	1
Tours sold out	1
	<b>39</b>

## Fall

Comment	Number of comments (N=238)
<b>Facilities (11%)</b>	
Parking	10
Length of walk from parking to sites	5
Navigating through park awkward, confusing	5
Directional signage needs improving	4
Traffic	1
Weeds around parking lot	1
	<b>26</b>
<b>General (42%)</b>	
Nothing/liked it all	75
Not enough time; too much to see	17
Crowded	3
Bees	1
Clouds	1
Old center better	1
Park disappointing	1
Single bank atm	1
Trump supporters	1
	<b>101</b>
<b>Interpretive programs (21%)</b>	
Cyclorama	7
Museum (overcrowded, cost)	6
Exhibits difficult to read, crowded	4
Disparate noises in Museum is distracting	3
Dim lighting on exhibits	3
Film needs more detail about the battle	2
Gift shop too cluttered	2

Maps not available	2
Amt of time in Cyclorama	1
Computer research room confusing	1
Film not available	1
Improve battlefield map	1
Information overload	1
Instrument display	1
Lengthy written material	1
More media versions of tour	1
Museum videos block traffic	1
Not enough apparel for women	1
Not enough books	1
Not enough information about Caisson horses	1
Not enough information about post-civil war	1
Not enough variety in gift store	1
Pictures	1
Repetitive	1
Resource computer down	1
Rotate displays	1
the 20-minute film	1
Visitor center	1
We could not tell what artifacts were real or replica.	1
	<b>50</b>
<b>Personnel (2%)</b>	
No attendant/staff available	3
Staff	1
	<b>4</b>
<b>Policy Management (24%)</b>	
Cost (admission, gift shop, Cyclorama, film, food)	43
Food (quality/choices)	6
Early closing times	5
No backpacks allowed	2
Lack of amenities	1
	<b>57</b>

**Question 18**

Overall, how would you and your group rate the quality of facilities, services, and interpretive opportunities at Gettysburg National Military Park during this trip?

**Summer**

<b>Comment</b>	<b>Number of comments (N=182)</b>
Everything is good, excellent, a delight, no complaints	28
Staff friendly, helpful, polite, professional	19
Museum clean, well kept, authentic, good amenities, adequate space, beautiful	14
Facilities clean, updated, full of information, easy to navigate, useful	10
Clean bathrooms/facilities	7
Rangers are knowledgeable, helpful, well-spoken, friendly	7
Auto tour interesting, and informative plaques/signs	6
More restrooms, while keeping beauty of park, with flush toilets, along routes	5
Battlefield well groomed, well preserved	4
Guides informative, helpful, hospitable	4
Wonderful variety of options	4
Visitor Center clean and well organized, nice	4
Well-marked, well-placed directions matched maps, easy to navigate	4
Specific guides/rangers: Bob Moore, Ranger Emma, Matt Atkinson	3

Did not use park services	3
Ranger programs good, organized	3
Cost of Visitor Center/general prices too high	2
Exhibits well done, informative, well displayed, interactive	2
Grounds are gorgeous, well maintained	2
No suggestions	2
Park was clean and signage was good, easy to navigate	2
People were courteous and helpful	2
Talks/displays informative	2
ADA accessibility	1
Amazing park, vital to our American history	1
Appreciate addition of film, Cyclorama, and Museum since past visit	1
Appreciate plaques with artwork by Gallon, Troiani, etc	1
Appropriate activities for all ages	1
Everything was on time	1
Excellent facility	1
Excellent personnel	1
Food service too expensive for quality and quantity of food	1
Gift shop had many interesting items	1
Got lost sometimes on the auto tour	1
Grass at the cemetery not in good nick	1
Information placards and monuments are accessible	1
Interpretive instructor was fantastic	1
Lack of light map	1
Liked that parking lot was hidden	1
Many places to get out and feel very involved	1
Monuments that I read were very good	1
More picnic areas along route	1
More signage would be great	1
Movie was inaccurate	1
Museum and Visitor Center new and very good	1
Museum new and helped my children learn the history	1
National parks system top quality	1
Need better park rangers	1
Need more options than auto tour	1
Need more water and bathroom facilities	1
Need signage to the shops on Steinwehr and down Baltimore towards the square	1
Needed more reenactors	1
Old style rail fences and overall preservation of area	1
Place God placards of artillery and military	1
Prefer the auto tour	1
Ranger facilitating tour of Little Round Top fluent and interesting, presented well	1
Ranger programs need brief overview before details	1
Ranger-led talks skip between sets of identifiers—North/South, Union/Confederate, Yankee/Rebel, etc.	1
Reach out to non-English speakers, offer interpretive services	1
Really appreciate clearing the landscape to battlefield	1
Reenactment somber and gave time for reflection	1
Reenactor gracious and knowledgeable	1
Some plaques dated	1
Too many visitors	1
Was better and more personal in 1999 and 2003	1
Well-maintained grounds	1

## Spring

<b>Comment</b>	<b>Number of comments (N=132)</b>
Excellent experience/everything great	14
Park, restrooms clean, well maintained	10
Not enough restrooms	9
Staff helpful, informative, friendly, enthusiastic	9
Love the park/asset to country	7
Visitor Center/facility was excellent	7
Tour guides were excellent, knowledgeable	5
Ability to visit at my pace was great	4
Auto/audio tour easy to use/follow/informative	4
Deeply moving experience	4
Not enough time; so much to see	4
Did not use/nothing or N/A	3
Educational/informative experience	3
Enjoyed the live reenactments	3
Museum was great/user friendly/well laid out	3
Preservation efforts excellent	3
Bus tour was excellent/informative	2
Film was good introduction to park	2
Informational plaques were very good	2
More/better signage for auto tour	2
Prices were high	2
Provide more parking	2
Route/roads were well marked	2
Will return	2
Atmosphere was respectful and inviting	1
Auto/audio tour app too expensive	1
Beautiful place to hike/bike	1
Brochures were excellent	1
Closures due to burns were aggravating	1
Distance from parking to sites is a problem	1
Exhibits were excellent	1
Food was good/ decently priced	1
Historical information/significance/perspective was excellent	1
Horseback tour was exciting	1
Impressed with size of park area	1
Improve signage	1
More reenactors	1
Not enough artifacts and human-interest stories	1
Poor handicap access	1
Provide more battle maps at sites	1
Provide more ranger programs with less walking	1
Provide night tour of battlefield	1
Quality of food poor	1
Ranger-led tour was well-presented	1
Restore an updated version of the map with lights for battles, etc.	1
Signage was good	1
Too much commercialization along the pike	1
Well-run, organized park	1

## Fall

<b>Comment</b>	<b>Number of comments (N=215)</b>
Park is clean, well preserved and maintained	36
Staff/guides informative, friendly, knowledgeable	35
Enjoyed our visit/experience/everything good	34
Very educational, informative	19
More bathrooms (especially on battlefield)	9
Will return when have more time	8
Not enough time; too much to see	7
CD/auto tour well organized, informative	5
Visitor Center excellent	5
Don't know	3
Well organized	3
Cyclorama was very moving/amazing	2
Different cost for everything too high	2
Portable toilets not well maintained	2
Restoration of landscape to battle conditions excellent	2
Signage helpful	2
Appreciated orientation of Lee and Meade statues	1
Battlefield was incredible	1
Battlefield well integrated into town	1
Better maintenance at the Visitor Center	1
Bookstore great	1
Bookstore prices too high; should be more affordable	1
Ease of moving through numbered sites	1
Easy to access	1
Emphasize First Day battlefield	1
Facilities are great	1
Film great	1
Food selection choices	1
Have kiosk for directions at entrances	1
Improve interpretive opportunities	1
Improve method of meeting guide	1
Improve quantity and selection of books	1
Lack of crowds	1
Liked the artifacts	1
Living history events very educational	1
Local community needs to improve	1
Loved the trails	1
Many programs for all age groups	1
More rangers at Virginia Memorial	1
More talks/more locations	1
Movie too politically correct	1
Multiple transportation options	1
Museum is spectacular	1
Need more benches	1
New Visitor Center better	1
Noticed safety issues not addressed	1
Park staying open late was great	1
Parking is difficult	1
Process for meeting guides confusing	1
Provide more assistance at information area	1
Provide more benches	1
Provide more time at the Cyclorama	1
Provide vending machines	1
Ranger tours great	1
Recorded narrative enriched our visit	1
Update cemetery bathrooms	1
Update facilities	1



**Question 19**

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

**Summer**

<b>Comment</b>	<b>Number of comments (N=520)</b>
<b>Facilities (3%)</b>	
Visitor Center	5
Gift shop/bookstore	3
Quality of the facility	3
Cleanliness of park	1
Hiking trails	1
One-way travel around the park	1
	<b>14</b>
<b>General (34%)</b>	
To experience history, the history	49
Being with my family	22
All was good/great, everything	17
Accessibility, walkability, walking tours	11
Sharing history with family and friends	11
Emotional experience, gratitude	6
Not too crowded	5
Driving through at my own pace, at my own pace, easy to navigate	4
Getting to see it to scale	3
Quiet moments before and after crowds	3
Cycling and hiking the battlefield	2
Hallowed ground	2
Many things, overall ok	2
Picture taking	2
Spending time with friends, visiting friends	2
Traveling at my own pace	2
Variety of things to do	2
Weather	2
Accessing woods and trails	1
Being there at time of anniversary	1
Day out	1
Driving around the battlefield	1
Every day is different	1
Exercise and fresh air	1
Finally getting to see it	1
Following the battle's progress	1
Gets better every time we visit	1
Laid back, country-like town	1
Places to hike, walk, picnic	1
Respectful visitors	1
Returning	1
Riding my bike across Pickett's Charge	1
Searching for names on the PA Memorial	1
Seeing familiar faces	1
Seeing Larson motel gone	1
Sharing it with others	1
Size and magnitude of the site	1
The depth of detail in every part of the park	1
The views	1
Understanding the order of events	1
Very informative	1
Visualizations while driving	1
Walking Strong Vincent's brigade's line on Little Round Top	1

Walking the battlefield	1
Walking through the wheat field	1
Walking with the dog everywhere	1
We live here	1
	<b>177</b>
<b>Interpretive Programs (46%)</b>	
Learning, understanding about history, continued education	38
Auto tour	30
Rangers, guided/interpretive programs, walks, private tours	25
Battlefield, battlefield tour, self-tour	23
Little Round Top: ranger, ranger-led talk, sunset, views	19
Cyclorama	16
Continued education	15
Personal guided tour, guided tour	10
Bus tour	8
The Museum	7
Pickett's Charge area	6
Devil's Den	4
Cannon exhibits and firing	3
Cemetery, cemetery tour	3
Film	3
Observation towers	3
Reenactment	3
Sunset/Taps in the Park	3
Hearing personal stories	2
Historic information on various levels	2
History North and South, the good and the bad, respect given	2
Amount and quality of information	1
Anniversary period programs	1
Battle in a Box	1
Battle tours	1
Battle videos	1
Family friendly activities	1
Informative signs	1
Learned troop movement and battles each day	1
National Military Park tour	1
Picture with federal general on Little Round Top	1
Ranger-led talk at Peach Orchard	1
Ranger walk into Forney Fields	1
The diorama	1
The tour	1
Visiting the monuments	1
	<b>240</b>
<b>Personnel (3%)</b>	
Staff, rangers friendly and helpful, knowledgeable	8
Excitement, interaction, knowledge of the rangers, staff, volunteers	4
Battlefield guides Gary, George	2
A ranger helping us find Wisconsin unit markers	1
	<b>15</b>
<b>Policy Management (1%)</b>	
Lack of commercial influence	4
No cost for admission	2
	<b>6</b>
<b>Resource Management (13%)</b>	
Preservation of battlefield, history, monuments	17
Park well kept, beautiful countryside	17
Beauty of park, honor paid to veterans, peacefulness, open space	14
Monuments, being able to touch them	9
Pennsylvania Monument	3

Eternal Light Peace Memorial	2
Solemnity and feeling of the park	2
Culp's Hill	1
Dobbin House	1
Finding Pardee Field, near Culps Hill	1
High Water Mark	1
	<b>68</b>

## Spring

<b>Comment</b>	<b>Number of comments (N=238)</b>
<b>Facilities (5%)</b>	
Hiking/biking/running and the trails	11
Park, restrooms clean, well maintained	7
No congestion	2
Ease of accessibility	2
Auto tour signs well marked	1
	<b>23</b>
<b>General (35%)</b>	
Visualizing/experiencing the battles/battlefield	40
All of it/everything	33
Ability to visit/explore park sites on my own	14
Time with family/friends	12
Just being here with all the history	9
Peaceful, serene place	6
Powerful/moving experience	5
Beauty of the park	4
Not enough time; so much to see	4
Perspective on sacrifices/battles	4
Views/scenery	4
Visiting ground where ancestors fought	2
Beautiful day	1
Finding names of ancestors	1
Finding sections missed previously	1
Liked the layout of attractions	1
Nothing	1
Park and town are interesting	1
Park and town collaboration	1
Park is amazing	1
Photo opportunities	1
Reminder	1
That I live close by	1
Theme of citizenship	1
Visiting all the sites	1
Visiting with other visitors	1
We are still working toward equality	1
	<b>152</b>
<b>Interpretive Programs (35%)</b>	
Historical information/significance	72
Guided tour	14
Cyclorama	13
Auto/audio tour	9
Museum	7
Bus tour	6
Visitor Center	6
Human interest stories	2
Movie/film/video	2
Personal tour	2

Ranger-led programs	2
Artifacts	1
Balanced presentations for both sides of conflict	1
CD tour	1
Dobbin House	1
Film good introduction to park/battles	1
Ghost tour	1
Horseback ride	1
Junior Ranger Program	1
Pickett's charge	1
Picture with Lincoln statue	1
Reenactments	1
Research Center	1
Scope of the battle	1
Seminary cupola	1
	<b>149</b>
<b>Personnel (6%)</b>	
Tour guides	17
Staff helpful, informative, knowledgeable	9
	<b>26</b>
<b>Policy Management (11%)</b>	
Preservation of park/sites	26
Reverence for hallowed ground	19
Able to get close to statues	1
	<b>46</b>
<b>Resource Management (8%)</b>	
Battlefields	16
Big/Little Round Top	8
Monuments	7
Cemetery	1
Confederate statues remain	1
Devil's Den	1
Landscaping	1
	<b>35</b>

## Fall

Comment	Number of comments (N=620)
<b>Facilities (10%)</b>	
Park is well preserved and maintained	37
Accessibility to sites	20
Restoration of the park/battlefields	6
Parking is ample	1
	<b>64</b>
<b>General (28%)</b>	
Enjoyed our visit/experience/everything good	41
Beautiful park/scenery	20
Exploring/experiencing at own pace	14
Spending time with family/friends	13
Walking to/through sites; pedestrian-friendly	13
Peaceful, quiet	10
Love Gettysburg; great job	9
Sites treated with reverence/ hallowed ground	7
Moving experience	6
People in town/park very respectful, nice, friendly	6
Breadth and expansiveness of the park	5
Family/friend as personal guide	3

Not enough time; too much to see	3
Taking photographs	3
Interacting with visitors/reenactors	2
Reinforced the futility of war	2
Sightseeing	2
Civil War Trust preservation	1
Crowded on weekends	1
Family friendly	1
Going home—I was tired	1
Lesson for the country today	1
Not crowded	1
Paranormal	1
Park exists for people to visit	1
Place to safely walk dog	1
Proposed to fiancé	1
Recommend to others	1
Relatives fought	1
Riding Segways through the park	1
Simple explanations	1
Variety	1
	<b>174</b>
<b>Interpretive programs (47%)</b>	
Experiencing/learning history first hand	52
Educational, informative; increased my understanding of history	42
Auto/audio/self-guided tour excellent	34
Staff/guides informative, friendly, knowledgeable	34
Cyclorama	27
Appreciation of scope/sacrifice/humanity of war	22
Visitor Center Museum	21
Guided tours	19
Bus tour informative/well organized	6
Depicts North and South respectfully without judgement	6
Ranger programs/talk	5
Horseback tour and guide	3
Artifacts	2
Eisenhower Farm tour	2
Exhibits	2
History Nerds	2
Map	2
Reenactors	2
Authenticity	1
Directional signage	1
Ease of getting tour	1
Film was excellent	1
Fun way to learn history	1
Great souvenirs for kids	1
Personal stories	1
	<b>290</b>
<b>Policy management (1%)</b>	
The acquisition of more land	2
Continue burying utility lines	1
Lack of development	1
Park not removing monuments	1
Reasonable price	1
	<b>6</b>
<b>Resource management (14%)</b>	
Park is rich in history	50
Monuments	10
Historical significance	5
Battlefields	4

Little Round Top	4
Devil's Den	3
Bloody Angle	2
Cemetery	2
Minnesota monument	2
Cannon emplacements	1
Culp's Hill tower	1
Lookout towers	1
Sallie the Dog statue	1
	<b>86</b>

**Question 20**

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

**Summer**

<b>Comment</b>	<b>Number of comments (N=357)</b>
<b>Facilities (27%)</b>	
Parking, congestion, traffic	38
Unclear signage, hard to navigate	29
Lack of restrooms	15
Lack of biking infrastructure	3
Parking at Museum and Visitor Center	3
Lack of water	2
Restrooms not clean	2
Food cost and quality	1
Lack of places to rest and reflect, park bicycles	1
Lack of signage for rows in parking lot	1
One-way travel near Barlow's Knoll	1
Parking for High Water Mark and cemetery	1
	<b>97</b>
<b>General (56%)</b>	
Nothing, everything good, excellent	118
Not enough time	32
Heat	11
Crowds	8
Walking from parking lot	3
All the walking	2
Bugs	2
Disrespectful visitors/children climbing monuments	2
Leftist protestors, anarchists, protestors	2
Motorcycles, noise	2
Too far from home	2
Waiting for tickets at Visitor Center	2
Avoiding poison ivy	1
Distance from Visitor Center to start of audio	1
Gettysburg train station	1
Knowing my family was on both sides	1
Lack of diverse customers	1
Lack of hotel rooms/high prices	1
Lack of plan for our tour	1
Limited hotel rooms in town	1
Lying liberals	1
McDonalds across the street	1
Too much contact about this survey	1
Too much residential and commercial encroachment	1
We didn't use a guide and could have	1

Wish I had companion and a lunch	1
	<b>200</b>
<b>Interpretive Programs (11%)</b>	
Cyclorama, having to leave Cyclorama in a rush	4
Too much detail/information	4
Ghost tours/walks	3
Tell both sides of story	3
Too few artifacts in Visitor Center/Museum	3
No Confederate flags, none to buy	2
Too much conflicting audio in Museum/Visitor Center	2
Big Round Top trail poorly marked, rocks on trail	1
Bus tour too cramped	1
Eternal Light Peace Memorial closed	1
Glorification of Southern cause	1
Lack of info about how landscape originally looked	1
Lack of info about Gettysburg Address at cemetery	1
Lack of information	1
Lack of information about times of ranger-led talks	1
Lack of information on Eisenhower farm	1
Lack of ranger programs for advanced students	1
Lack of rangers on battlefield	1
Lack of reenactments	1
Lack of return buses	1
Lack of wax Museum	1
Missing map of lights	1
Museum emphasized too much on slavery	1
Not enough interactive content	1
Several monuments inaccessible	1
Some ranger-led walk topics	1
Evening tour guide lack of reverence for cemetery	1
Female staff in gift shop rude	1
Need more rangers at all stops	1
Rude female attendant	1
	<b>39</b>
<b>Personnel (1%)</b>	
Comedic rangers	2
Evening tour guide lack of reverence for cemetery	1
Female staff in gift shop rude	1
Need more rangers at all stops	1
Rude female attendant	1
	<b>6</b>
<b>Policy Management (3%)</b>	
Cost	8
Could not bring dog to Visitor Center	1
Lack of first aid access	1
	<b>10</b>
<b>Resource Management (1%)</b>	
Cemetery lawn/slaughter pen/fields overgrown	3
Erosion at Little Round Top	1
Walkways near cemetery	1
	<b>5</b>

## Spring

Comment	Number of comments (N=285)
<b>Facilities (9%)</b>	
Not enough restrooms	9
Lack of parking	5
Lack of free/accessible water	4
Signage poor	3
Lack of bike lanes/trails	2
Poor park maintenance	2
Walkways	1
	<b>26</b>
<b>General (70%)</b>	
Nothing not to like/none or N/A	85
Bad weather	31
Not enough time; so much to see	18
Closures due to controlled burn; detours confusing	16
Crowds	14
Rude, disrespectful visitors/children	11
Traffic	5
Finding my way; directions confusing	4
Distance from parking to sites/tour	2
Tour not available/sold out	2
Didn't take tour	1
Eerie feeling	1
Finding our car	1
Historic area	1
History was confusing	1
Hotel	1
Not enough to see	1
Road construction	1
Segways	1
Size of the park; very spread out	1
Survey too long	1
Too many monuments	1
	<b>200</b>
<b>Interpretive Programs (12%)</b>	
Self-guided tour confusing; inadequate signage, instructions	13
Bus tours	3
Museum confusing; too many exhibits	3
Conflicting noises in Museum; difficult to hear	2
Cyclorama	2
Poor communication about tours, activities, etc.	2
Difficulty keeping young children engaged	1
Film	1
Items in gift shop not very good (books are great)	1
Lack of map with distances	1
Lack of reenactments	1
Length of CD guided tour	1
Maps were inadequate	1
Needed guided tour	1
Not enough stops for monuments	1
Difficulty hearing guide	1
Tour guide	1
	<b>34</b>
<b>Personnel (1%)</b>	
Difficulty hearing guide	1
Tour guide	1



	2
<b>Policy Management (8%)</b>	
Food poor quality, high price, unhealthy, lack of options	7
No backpacks allowed; no warning	5
Prices too high	3
Commercialization	1
Disappointed park acquired Fantasyland property	1
Lack of audio for visually impaired	1
Lack of free exhibits/activities	1
Lack of hiking trails	1
No bags allowed in center	1
Paying extra for each site/activity	1
Role of NPS in park very diminished	1
	<b>23</b>

## Fall

Comment	Number of comments (N=376)
<b>Facilities (14%)</b>	
Parking and congestion	17
Restrooms, need more	12
Lack of picnic/rest areas or café	4
Porta potties	4
One-way road system confusing; poorly marked	2
Overgrown grasses obstructing view	2
Road closure/construction	2
Cafeteria/food	2
Lack of handicap access to all sites	1
Lack of shade	1
Lack of trashcans, litter	1
Lack of water	1
Park cleanliness/maintenance	1
Roads too narrow	1
Structures temporarily closed	1
Trails not well marked	1
	<b>53</b>
<b>General (64%)</b>	
Nothing/everything was great	144
Not enough time; too much to see	47
Crowds	13
Rude, disruptive visitors/kids	7
Too much driving	3
Insects (bees/ticks)	2
Weather	2
Better pre-planning	1
Car fumes	1
Cars on trails	1
Community not clean, rude	1
Couldn't find Vermont statue	1
Dog walkers not cleaning up	1
Don't know	1
Finding hotel	1
General Armistead's marker	1
Ghost hunters	1
Human's inability to learn from our past	1
I ate too much	1
My feet hurt	1
No advanced knowledge of local events	1

Not for children younger than 15	1
Pedestrian-vehicle conflicts	1
Problems with the Freedom Transit system	1
Reality of what happened at the site	1
Took longer than expected	1
Tour buses	1
Visitor impact is severe	1
	<b>239</b>
<b>Interpretive programs (13%)</b>	
Signage confusing/not well placed	13
Difficulty finding tour; unclear instructions/signs	3
Lack of rangers for information	3
Visitor Center/Museum	3
Cyclorama was confusing	2
Film	2
Following audio tour	2
Problems with the app	2
Audio tours available only on CDs	1
Difficult to book guides/talks	1
Dim lighting on exhibits	1
Discomfort with Confederate monuments being glorified	1
Disparate noises in Museum is distracting	1
Gift shop crowded; checkout lines confusing	1
Inaccuracy/confusion on timelines	1
Lack of map for observation tower platforms	1
Lack of options for ranger tours	1
Lack of variety in park activities	1
Large tour groups distract from sacredness	1
Markers/signs for auto tour difficult to read	1
Missed the electric battlefield map	1
Not enough information	1
Power failure at the Cyclorama	1
Not enough information about medical care during the war	1
Southern states rewriting history	1
Too much information on long tour	1
Would like visitors to be involved in reenactments	1
	<b>49</b>
<b>Personnel (0.3%)</b>	
Ticket seller not helpful	1
	<b>1</b>
<b>Policy management (9%)</b>	
Prices overall too high	10
Eliminate anachronisms (brewery, etc.); sacred site	5
Distance from parking to sites	5
Traffic and congestion	5
Shops closing too early	3
Bus congestion/chaos	2
Car-centric bias	1
Golden Age passport not allowed	1
No backpacks in Visitor Center	1
No bike lanes	1
	<b>34</b>

**Question 27**

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?

**Summer**

<b>Comment</b>	<b>Number of comments (N=253)</b>
<b>Facilities (2%)</b>	
More restrooms	2
Bed and breakfast on site	1
More access to water	1
Remove terrible horse trails	1
	<b>5</b>
<b>General (24%)</b>	
No suggestions	50
Do not plan to return	5
Spend more time at each stop/not enough time	2
Be able to find all significant sites	1
Bug spray at locations	1
Read official guidebook before visit	1
Stopping when we want to for as long as we want to	1
	<b>61</b>
<b>Interpretive Programs (71%)</b>	
More ranger-led talks/tours	28
More reenactments	18
Personal guided tour	13
More activities/programs for children	11
More staff/rangers at all stops on route	6
Program on impact of battle on local residents	6
Museum/Visitor Center	5
More information on individual units/regiments/people	4
Auto tour	3
Bus tours of park	3
Follow a particular regiment, both North and South	3
More battle maps/detailed maps/auto tour maps	3
App to describe each location with GPS	2
Audio auto tour for rent/download/radio frequency	2
Auto tour guides	2
Better maps with street addresses/direction in and out of park	2
Bike guided tour	2
Coordinate with ancestry.com/similar genealogy resource/help find ancestors	2
Information from a teenager's/child's perspective	2
More Day One programs	2
More then/now photographs/and before/after war impacts	2
Permanent guide at Little Round Top or near viewing towers	2
Women, surgeons, or nurses information	2
Advanced ranger-led programs	1
Audio of battle out in the park	1
Audio tour/interactive videos at sites	1
Availability of scholarly papers	1
Battle field map with state unit locations	1
Battle in a Box	1
Battle in the Wheatfield	1
Conference on resolution/forgiveness/lessons learned from Civil War	1
Creation of the National Cemetery	1
Description of what each marker says at each stop	1
Dinner theatre	1

Diorama	1
Displays about reunification	1
Displays about slavery more incisive and educational	1
DVD sets	1
East Calvary Field information	1
Eisenhower farm ranger-led talk, secret service agent	1
Electronic map	1
Environmental and social effects of the battle	1
First MN tour to Plum Run	1
Free guided tour	1
Ghost tour	1
App to describe each location with GPS	1
Horseback tour	1
How supplies and food reached each site	1
Information about programs sooner	1
Lee's Retreat, aftermath	1
Logistics of both sides	1
Miniature dioramas	1
More battlefield walks more days/weeks	1
More biographic information on key individuals	1
More Confederate information	1
More emphasis on Culp's Hill and Cemetery Hill	1
More information about Strong Vincent	1
More information at monuments of timeline and battle detail	1
New audio recording stands at sites	1
Phone app with VR view of battle from that location	1
Pickett's Charge ranger-led hike	1
Place to gather info about reenactment groups	1
Preservation activities	1
Ranger program on Barlow's Knoll	1
Ranger program on Oak Ridge, Rodes vs. Robinson and Baxter	1
Ranger program on railroad cut, following Davis' brigade	1
Reenactors at the First MN	1
Self-tours	1
Short overviews of what happened	1
Sign to Company B of the 20th Maine monument	1
Sign to Pardee Field	1
Soldier and cannon drills	1
Statistics by year of how popular this park is	1
Teacher education program for elementary teachers	1
The map of lights	1
Tour guide for specific topics	1
Tour inside Spangler Farm House	1
Tour through the city	1
	<b>180</b>
<b>Personnel (0.4%)</b>	
German speaking guide	1
	<b>1</b>
<b>Policy Management (2%)</b>	
Lower/no cost	3
Expanded hours for buildings	1
Help for special needs adults	1
Information about dog-friendly hiking/walking paths	1
	<b>6</b>

## Spring

Comment	Number of comments (N=235)
<b>Facilities (4%)</b>	
Improve signage	6
More restrooms	2
Convenient picnic area	1
More water	1
	<b>10</b>
<b>General (27%)</b>	
All is good, great, can't think of anything, nothing, not applicable	58
Do not plan to return	3
Bring my family	1
Doing my own research	1
Walking through the park, away from crowds	1
	<b>64</b>
<b>Interpretive Programs (68%)</b>	
Reenactments	21
Ranger programs, tours	14
Audio tour, information about audio tour	11
Private tour, guided tour	10
Better, more informative maps, map of entire park	5
Basic low-cost app with less detailed information, free app	4
Personal stories of soldiers, daily life	4
Rangers at all key destinations, including Museum	4
Visitor Center, Museum	4
Auto tour with personal guide	3
Battlefield Tour Guides, battle walks	3
Individual state, regiment information, locate state monuments	3
Light up map at Visitor Center	3
More activities, programs for children, Junior Ranger Program	3
Northern AND Southern perspective/separate tours/reenactors explaining	3
Advanced programs for more knowledgeable visitors, conference for historians/academics	2
Biking, hiking tours	2
Longer, more detailed bus tour, bus tour	2
Cannon and weapon demonstrations	2
Cyclorama	2
Free auto tour guide on radio	2
Ghost tours	2
Information about impact on PA countryside and towns	2
Information on history of park, creation, preservation, current threats, etc.	2
Interactive signs, interpretive maps giving information, troop movement	2
Location of where Lincoln gave Gettysburg Address	2
More detailed information on battles at Gettysburg, overall battle	2
Photography of civilians and aftermath, photography tours/recommendation	2
Women soldiers, women in the Civil War	2
"This Week in History" brochure about the war	1
Audio tour for sight impaired at Museum	1
Better map of East Calvary field	1
Confederate statues	1
Culp's Hill ranger program	1
Custom tour groups	1
Displays in Visitor Center	1
General Lee's Headquarters	1
Gettysburg, local information about town	1
Horseback tour	1
How to visit the President's house	1
Indoor ranger-led talks in Ford Education room for those unable to do the walks	1

Information about amputations	1
Information about Chamberlin	1
Information about rest of country during Civil War	1
Information about veteran reunions in early 20th century	1
Information on 10 days after the battle	1
Information on Berdan sharpshooters	1
Information on other Civil War parks	1
Information on Rebel army crossing the mountains	1
Kiosk with YouTube videos of ranger-led talks, especially Matt Atkinson	1
List of all ranger programs and tours, guides	1
More geographical reference points	1
More historical artifacts	1
More information on General Reynolds	1
More transit options to tour battlefield	1
Pickett's Charge personal tour	1
Power's Hill—more signage and trail	1
Process of acceptance of Confederate monuments on Union soil	1
Programs about Lincoln's and Grant's family	1
Push button system that speaks to what happened at each location	1
Reconstitution of the monument of the Colt Company	1
Sample itineraries with time allotted for each experience	1
Segway tour through battlefield	1
Signage with exact sequence of events	1
Story of a specific soldier (north and south); following them throughout the war	1
	<b>159</b>
<b>Policy Management (1%)</b>	
Depends on cost	1
Strong, free internet access	1
	<b>2</b>

## Fall

Comment	Number of comments (N=221)
<b>General (37%)</b>	
Don't know/can't think of anything/not sure	32
No/none or N/A	25
Everything was good as is	21
Control kids at battlefield sites	1
Prefer to learn alone or ask questions	1
Visit Museum first, then guided bus tour	1
Visit when less crowded	1
	<b>82</b>
<b>Interpretive Programs (62%)</b>	
More rangers available for information	12
More ranger-led talks	9
Provide more tours/guides (bus, trolley, specialized, etc.)	9
More reenactments/reenactors throughout the park	8
Programs geared to families/kids	7
Personal tour guides	6
Improving signage (confusing, difficult to follow, more)	4
More information/detail on specific companies and battles	3
Bus tours	2
Emphasize importance of Culp's Hill	2
More information/exhibits on artillery	2
More interactive information/apps for mobile devices	2
More talks/recorded lectures throughout the park	2
Provide Acoustiguide	2
Provide guides at each stop of auto tour	2

Provide information following regiments through the battle	2
Provide interactive, more detailed battlefield map	2
Ranger-led talk about daily life during the war	2
Animation of troop movements	1
Battle reenactments for kids	1
Behind the scene tour of the Cyclorama	1
Better directions to meet tour guides	1
Better overview before CD tour	1
Better visualization of troop movements as companion program to self-auto tour	1
Bring tourist train rides back	1
Caisson horses display	1
Combine Museum with PA State Civil War Museum	1
Dedicate section to detailed information on soldiers/survivors	1
Discuss what would have happened if outcome had been different	1
Don't use virtual technology	1
Easier access to guided tours	1
Electric battlefield map	1
Eliminate anachronisms (brewery, etc.); it's a sacred site	1
GPS interactive app	1
Horseback tour	1
Host annual dinner with 1860s food	1
Importance of horses at the battle	1
Include Evergreen/Gatehouse	1
Information about First Day Battle at Lee's HQ	1
Information on current/future park projects	1
Information on soldier's medical care	1
Integrate technology with genuine artifacts	1
Introductory video of available activities/programs	1
Maps of monuments/restrooms, etc.	1
More about nature in the park	1
More detail in the film	1
More First Day talks	1
More information about how war affected people	1
More information about lesser known parts of the battlefield	1
More information on Pickett's charge	1
More interpretive panels	1
More on Lincoln's visit	1
More overall perspective to tie it all together	1
More specific information on impact on town after battle	1
Movie in smaller theater; minimal charge	1
NPS sponsored mobile app as a guide	1
Offer ASL guides	1
Offer free movie	1
Offer genealogy service	1
Offer hop on/hop off shuttle service	1
Offer longer tours	1
Offer park radio station for audio tour	1
Presentations that bring out events/leadership issues	1
Program for interpretation of graves	1
Program on movement of southern forces	1
Provide assistance in planning visitor's time	1
	<b>136</b>
<b>Policy Management (1%)</b>	
Electric bikes/vehicles to rent	1
Lower prices	1
Open all night for ghost hunting	1
	<b>3</b>

**Question 29**

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

**Summer**

<b>Comment</b>	<b>Number of comments (N=312)</b>
<b>Facilities (5%)</b>	
Bus won't work for visitors with health problems/not ADA accessible	2
Improvements over the years have been positive	2
Need better directional signs	2
Attention to disabled great, except for bus tour	1
Change name of building on HWY 30 from Visitor Info to Restrooms	1
Difficult to tour park on bike and foot	1
Fantastic bookstore	1
Food service excellent	1
Miss climbing stairs towers of Little and Big Round Top	1
More bathrooms	1
More trash cans	1
Moving Visitor Center to new location positive	1
Park looks more modernized—not sure if I like that	1
Would like walking trail on Spangler Farm	1
	<b>17</b>
<b>General (63%)</b>	
Everything great, enjoyed visit	109
Hope to return, will return	25
No/nothing or N/A	24
Thank you for all your work!	17
Keep the park going—important part of history	2
Address letters with people's correct names	1
Could not access map on survey	1
Did not feel emotion I expected to at such a revered place	1
Douglas Battle, 8th grade history teacher, prepared my daughter to be our tour guide	1
Downtown too commercialized	1
Enjoyed walking and hiking at own pace	1
Glad President Trump gave his first quarter paycheck to the battlefield	1
Great area to live in	1
Great experience for home schooled children	1
Liked exploring at our own pace, very accessible	1
Motorcycle noise in town detracts from experience	1
My favorite place to walk, read, and enjoy my retirement	1
Only negative was dinner wait on Friday night	1
Other tourist disrespectful	1
Schools should teach younger generation the significance of this battle	1
Surprised at the size of the park	1
Survey attendant was awesome	1
We take people often	1
Wish I had studied history before arriving	1
	<b>196</b>
<b>Interpretive Programs (13%)</b>	
Keep Confederate statues and history	7
Auto tour good	5
Need more ranger programs for advanced students, professionals, academics	3
Visitor Center great	3
New Visitor Center too expensive and media centered	2
Continue to encourage involvement of younger generation	1
Got all information needed upon arrival	1



Have display of current local residents and their relationship to soldiers, etc.	1
Helped me appreciate the real scale of the battle	1
Looked at brochures when we got there	1
More information on impact on local residents	1
More Medal of Honor recipient's information at cemetery	1
More reenactments/living history	1
Museum great	1
Need more Campfire talks	1
Need more rangers at popular locations	1
Need quality app about Gettysburg	1
Number of programs has decreased	1
Picked up information and maps at Visitor Center	1
Provide more interpretive programs	1
Purchased Gettysburg Expedition Guide—very helpful	1
Show off Confederate soldier with sawed off gun	1
Spent most of our time doing auto tour and evening ranger programs	1
Tell all sides of the war	1
Visitor Center too dark and sinister, bad feeling	1
Would like to hear more about Vicksburg falling	1
	<b>41</b>
<b>Personnel (9%)</b>	
Rangers/guides informative, helpful, great, enthusiastic, respectful	13
All staff care about the park, helpful	3
Specific staff great: Dan, Emma, Phil	3
Investigations into corruption of park management disturbing	1
Mike was a wonderful tour guide	1
Miss Scott Hartwig and Eric Campbell	1
One staff member, a reenactor, was rude	1
Received help when my grandson and I lost each other in the Museum	1
Staff gave feeling they honestly cared about our experience—highlight of trip	1
Tour guide spoke way too fast and continuously	1
Visitor Center staff helped us choose an itinerary	1
	<b>27</b>
<b>Policy Management (2%)</b>	
Appreciate pet friendly/dog friendly park	2
Do not limit visitor's accessibility to park	1
Golden Eagle Pass not accepted at Museum	1
Increase hours for Visitor Center	1
Lower cost of film at Visitor Center	1
Park needs more funding	1
	<b>7</b>
<b>Resource Management (8%)</b>	
Preservation amazing	11
Clean and neat park/battlefield	5
Clear more brush/trees	1
Gettysburg is the best maintained battlefield in the East	1
Great job balancing preservation and accessibility	1
Keep park clean	1
Lee's Quarters and Seminary Ridge landscape	1
Loved beauty of landscape and monuments	1
Too many memorials for small regiments	1
Tree removal has enhanced the park	1
	<b>24</b>

## Spring

Comment	Number of comments (N=240)
<b>General (62%)</b>	
All was great/keep up good work	99
No/nothing or N/A	29
Plan to return	8
Not enough time	4
Survey too demanding for average visitor/too long	2
Glad I educated myself before visiting	1
Local resident	1
Park not crowded	1
The South will rise again	1
Too many buses	1
Would like to volunteer to help with park maintenance	1
	<b>148</b>
<b>Interpretive Programs (18%)</b>	
Very inspirational/moving/beautiful/feeling the history	15
Film excellent introduction	3
Visitor Center great	3
Bookstore was great	2
Both sides of battle well represented	2
Excellent programs: Pickett's Charge, Little Round Top	2
Include the Confederate side more equally, keep flags and monuments	2
Signage good/excellent	2
Audio tour sometimes boring	1
Auto tour better price than bus tour	1
Bus tour should provide same info as personal guide	1
More maps and signage for enjoying the park on foot	1
Museum was dark and unorganized	1
Prefer battle presentation at old Visitor Center	1
Too much rush in and out at the Cyclorama	1
Tour videos on YouTube great	1
Tours gave great information	1
Volunteer at Little Round Top told story about Necco Candy	1
Would like a phone app	1
	<b>42</b>
<b>Personnel (7%)</b>	
Rangers/employees are great, friendly, professional, knowledgeable	13
Excellent rangers/guides: Matt, Jack, Rich	3
	<b>16</b>
<b>Policy Management (3%)</b>	
Fight budget cuts for the park, keep park funded and running	2
Cost too high, especially for family of five	1
Guided tour affordable	1
Need distinction between private tours and NPS activities	1
Need more handicapped parking	1
Take many friends, would like to see things without paying after first time	1
Would like transit bus circling the park	1
	<b>8</b>
<b>Resource Management (11%)</b>	
Park well preserved	16
Clean park	3
Controlled burn caused frustration on auto tour/missed seeing sites	2
Continue to clear trees	1
Eternal Peach Light Memorial restoration work not good—stones cracked, stained	1
Keep working to restore to 1863, avoid development	1

Revitalize Culp's Hill—use livestock to clear vegetation	1
Tree trimming out of hand—park should be paid for removal	1
	<b>26</b>

## Fall

<b>Comment</b>	<b>Number of comments (N=385)</b>
<b>Facilities (1%)</b>	
Beautiful Visitor's Center	1
Need more rest/picnic areas	1
Provide bike lanes	1
	<b>3</b>
<b>General (70%)</b>	
Everything great; enjoyed our visit	92
Beautiful park; very well maintained	27
Looking forward to returning/will return	28
Great park; Love the park	22
No/nothing or N/A	22
Very moving; special, sacred place/experience	19
Great job. Thank you!!	17
Keep up the good work	10
Would recommend to others	5
Enjoy touring on our own	3
Not enough time; so much to see	3
Appreciation of sacrifices	1
Artillery Ridge Campground pleasant and helpful	1
Community needs to be aware of its impact on visitors	1
Confused by inaccessibility of Eisenhower home	1
Create a google map route for navigation	1
Culp's Hill is less relevant	1
Disparity in diversity of the visitors	1
First visit	1
God Bless America	1
Hauntings need attention	1
Immense loss of life	1
Missed Devils Den	1
Not desirable seeing bus tours	1
Recommend bringing binoculars	1
Too far to travel to return	1
Town of Gettysburg friendly and courteous	1
Visiting family	1
Watching the movie Gettysburg was helpful	1
Will return with ancestor's names/regiment numbers	1
Not enough time; so much to see	1
	<b>268</b>
<b>Interpretive Programs (12%)</b>	
Will return for personal/guided tour	7
Don't remove statues; preserve history	4
Provide more evening programs; longer park hours	3
Cyclorama not well presented; confusing	2
Huge volume of information	2
Loved the Cyclorama	2
Combine Niagara Falls/Gettysburg tour	1
Disliked the Visitor Center being politically correct	1
Emphasize importance of choices made by both sides	1
Enjoyed the auto guide	1
Information at Visitor Center helpful	1
Interested in bus service	1

Information about future plans for Little Round Top	1
List locations at Visitor's Center	1
Love history	1
Love the artifacts	1
Loved the personal stories	1
More information for kids	1
More information on daily life	1
More interactive exhibits	1
More programs on Cyclorama	1
Museum was awesome	1
Provide app for smartphone for tour	1
Provide app with tour guides' voices	1
Provide more talks for visitors with mobility problems	1
Provide self-driving cars for tours	1
Put maps out for distribution or how to download information	1
Rent CD for touring; \$5 refund with return	1
Signs and information excellent	1
Update/expand informational signs	1
Will return; use online tour next visit	1
Would take a bus if guide were provided	1
	<b>46</b>
<b>Personnel (6%)</b>	
Staff/rangers/volunteers friendly, helpful, informative	20
Staff person not helpful	2
Information booth staff not helpful with app	1
	<b>23</b>
<b>Policy Management (12%)</b>	
Appreciate park preservation efforts; keep it up	26
Acquire more property	3
Survey too long, too personal	3
Maintain park's historical significance	2
Provide shuttle service to reduce parking problems	2
Circumvent downtown Gettysburg	1
Gift shop items not made in USA	1
Gift shop prices too high	1
Love the continuing improvements to the park	1
Mandatory for high schools	1
Offer discount program for locals on bus tour	1
Park is well run	1
Prices too high	1
Provide more law enforcement presence	1
	<b>45</b>

## Appendix D: 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 variables: group size, length of stay (hours), motivation for visit, gender of the group member (observed), and visitor's place of residence proximity to the park to check for non-response bias.

Pearson's chi-square test detects the different in the response rates among motivation for their visit, visitor's observed gender, 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 sample t-tests were used to test the differences between respondents and non-respondents mean group size and length of stay in hours. The p-values represent the significance levels of these tests. If the p-value is less than 0.05, the two groups are significantly different.

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

1. Mean group size is the same across respondents and non-respondents
2. Mean length of stay in hours is the same across respondents and non-respondents
3. Respondents and non-respondents are not significantly different in terms of motivation for their visit
4. Respondents and non-respondents are not significantly different in terms of gender
5. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park

As shown in Table 6 to Table 9, the p-values for respondent/non-respondent comparisons for length of stay in hours and proximity of home to the park are less than 0.05, indicating significant differences between respondents and non-respondents. Table 10–Table 13 show a significant difference in Summer respondents and non-respondents for group size and length of stay in hours. Significant differences were also detected for respondents and non-respondents in the Fall in terms of proximity to the park, and Spring in terms of length of stay in hours. The Results indicate some biases occurred due to non-response. There were no significant differences detected in the remaining 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.

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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